

Flux Point Studios, Inc. Brand Guidelines

Version 1.0

Effective Date: December 23, 2024

1. Introduction

Flux Point Studios (FPS) is dedicated to delivering cutting-edge AI, blockchain, and gaming solutions. Our brand identity reflects our forward-thinking approach, technical expertise, and professional yet approachable style. These guidelines ensure that internal teams, partners, and affiliates use our visuals and voice consistently and correctly.

2. Logo Overview

2.1 Primary Logo (Color)





**FLUX POINT
STUDIOS**



FLUX POINT STUDIOS

- **Description:** The FPS logo is composed of a hexagonal emblem with an internal geometric pattern, followed by the wordmark “FLUX POINT STUDIOS.”
- **Usage:** This is our go-to, full-color version. Use it for most digital materials, when color printing is available, or wherever brand impact is desired.

2.2 Black & White Versions

Black Logo



**FLUX POINT
STUDIOS**



FLUX POINT STUDIOS





FLUX POINT STUDIOS

White Logo



- **Usage:** Use the black or white variants when color printing or backgrounds are not viable, such as:
 - Light backgrounds: Black logo.
 - Dark backgrounds: White logo.

2.3 Logo Clear Space & Minimum Size

- **Clear Space:** Maintain at least the height of the FPS hexagon on all sides to ensure the logo's readability and integrity.
- **Minimum Size:**
 - Print: We recommend at least 0.75 inches (2 cm) in width.

- Digital: No smaller than 100 pixels in width for legibility.

2.4 Logo Don'ts

To preserve brand integrity, **do not**:

- Distort or skew the hexagon or wordmark.
- Change colors outside the approved palette.
- Add gradients or effects that are not part of the official design.
- Rearrange or resize the wordmark relative to the icon.

3. Color Palette

Our color version of the logo features a **gradient** within the hexagon, plus a medium-gray wordmark. While you may not have exact codes for each gradient stop, here is a recommended approach:

Color Name	Usage	Hex	RGB	CMYK
Hex Icon Light	Top gradient	#70C0FF	112, 192, 255	56, 25, 0, 0
Hex Icon Dark	Bottom gradient	#0073EA	0, 115, 234	100, 51, 0, 8
Logo Outline	Outline/Stroke	#676E73	103, 110, 115	11, 4, 0, 55
Wordmark Gray	Text "FLUX POINT STUDIOS"	#676E73 or close match	103, 110, 115	11, 4, 0, 55

4. Typography

4.1 Primary Typeface

- **Font Name:** Anybody (strictly)
- **Weights:** Light, Extra Light, Regular, Bold, Extra Bold
- **Usage:**
 - **Headlines / Titles:** Usually Bold or Black weight for maximum impact.

- **Body Text:** Regular weight for readability.
- **Accents / Emphasis:** Italic or Bold to highlight key points.

4.2 Typography Best Practices

- Maintain consistent line spacing (1.2–1.5 for body text) to improve readability.
 - Use a clear hierarchy (H1 > H2 > H3) with descending font sizes and weights.
 - Avoid using too many text colors; stick to the brand palette or black/white for simplicity and contrast.
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5. Usage Examples

5.1 Digital & Web

- **Website & Apps:** The color logo is ideal in headers or footers on white or very light backgrounds.
- **Social Media:** Consider the white version for dark-themed profile banners or images.
- **Email Signatures:** Keep it minimal—use the color or black version at about 150 px wide.

5.2 Print

- **Business Cards:** Typically use the color logo on white or light backgrounds.
- **Letterheads & Envelopes:** A smaller color or black logo is recommended, aligned top-left.

5.3 Merchandising (Optional)

- For T-shirts, mugs, etc., use whichever variation provides the best contrast. The black or white versions typically work best against contrasting backgrounds.
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6. Voice & Tone (Brief)

Flux Point Studios is:

- **Forward-Thinking:** Reflects innovation in AI, blockchain, and gaming.
- **Clear & Concise:** Avoid jargon unless necessary, and explain complex terms for broader audiences.
- **Confident & Professional:** Balances authority with approachability.

Suggested Tagline or Short Descriptors (if used):

- *“Game the System”*
 - *“Empowering the next generation of AI and gaming experiences.”*
 - *“Edge solutions for a decentralized future.”*
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7. Affiliate & Partner Guidelines

Affiliates and partners promoting **Flux Point Studios** should:

- **Always** use the official logo files provided by FPS (color, black, or white).
 - **Respect** the minimum clear space and size recommendations.
 - **Never** modify the wordmark or the geometric hex icon.
 - **Follow** any additional guidelines set forth in your Affiliate Terms & Conditions.
 - **Use** the “Anybody” font if you’re creating co-branded visuals referencing FPS, when possible.
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8. Legal & Trademark Usage

- **Flux Point Studios™** and the FPS logo are trademarks of Flux Point Studios, Inc.
 - **Proper Trademark Notices:** Use “™” where appropriate.
 - **Permitted Use:** You receive a non-exclusive, revocable license to use our marks solely to promote or represent Flux Point Studios products/services.
 - **Prohibited Use:**
 - Do not incorporate our trademarks into domain names, apps, or other product names.
 - Do not alter, recreate, or claim ownership of any FPS brand assets.
 - **Enforcement:** We reserve the right to withdraw usage rights or pursue legal action if the brand is misused.
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9. Contact & Resources

- **Logo .SVG Files Download:**
Color: https://fluxpointstudios.com/static/images/fps_color_logo.svg
Black: https://fluxpointstudios.com/static/images/fps_black_logo.svg
White: https://fluxpointstudios.com/static/images/fps_white_logo.svg
- **Font Download:** Ensure you have the correct usage license for “Anybody.” Link to Google Fonts or your private server if you host it directly.

- **Questions or Approvals:** Contact [contact@fluxpointstudios.com] or visit <https://fluxpointstudios.com/brand>.
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10. Version Control

- **Version 1.0** – 2024: Initial publication.
 - Changes or updates to these guidelines will be posted at <https://fluxpointstudios.com/brand>.
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