



FXhome  
**Brand Guidelines**



# Hello!

We've developed these guidelines to outline the do's and don't's of using FXhome's brand assets. If you'd like to use our brand assets in a way not covered by these guidelines, please reach out to us.



# Find what you're looking for...

**4** Rules of Thumb

**9** Our Typeface

**5** Logo & Wordmarks

**10** Merch & Packaging

**6** Clear Space

**11** Resellers

**8** Core Colors



# Rules of Thumb



Make sure the brand assets are displayed clearly



Download and use the visual brand assets from our FXhome Brand Guidelines kit



Follow all of FXhome's current Terms of Service, Community Guidelines, and Privacy Policy



Don't use the brand assets in a way that suggests or implies partnership, sponsorship, or endorsement by FXhome



Don't use visual brand assets, or anything confusingly similar, into any other trademarks, names, domain names, or logos



Don't copy the FXhome look and feel



# Logo & Wordmarks

While the X logo can exist without the wordmark, the FXhome wordmark should never exist without the X logo. If you'd like to use either the X logo or FXhome wordmark, please follow these rules and guidelines.

## Do:

- Follow the clear space and minimum size guidance on the next page
- Use the black wordmark for light backgrounds and the white wordmark for dark backgrounds
- Use the X logo instead of the wordmark where appropriate

## Don't:

- Alter, rotate, or modify the logos in any way
- Obstruct the logos
- Use versions of the logos not found in the FXhome Brand Guidelines Kit
- Use the FXhome logos to refer to any product or service that is not part of FXhome



FXhome Wordmark



FXhome Wordmark For Dark Backgrounds



FXhome X Logo



# Clear Space & Minimum Size

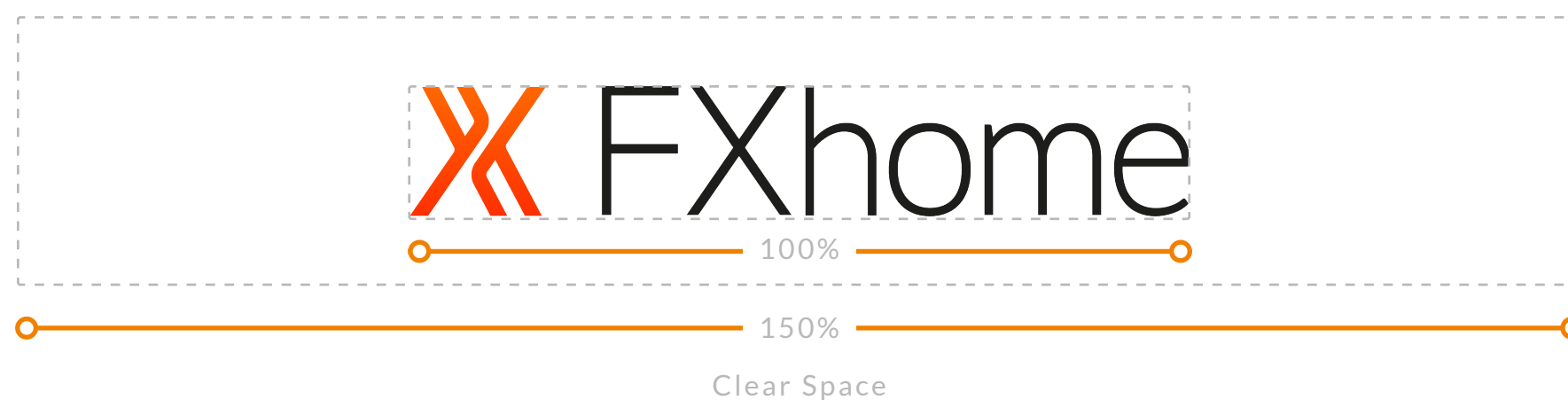
When you're using the FXhome wordmark with other graphic elements, make sure you give it some room to breathe. The empty space around it should be at least 150% of the width of the wordmark. To ensure the wordmark maintains its visual impact, do not make it any smaller than 100 pixels. If needed smaller, please use the X logo.

**Do:**

- Display the FXhome wordmark side-by-side with other logos. If you include it next to other logos, please display it in the same size as other logos

**Don't:**

- Display the FXhome wordmark larger than your own marks or branding
- Display the FXhome wordmark smaller than 100 pixels



# Clear Space & Minimum Size

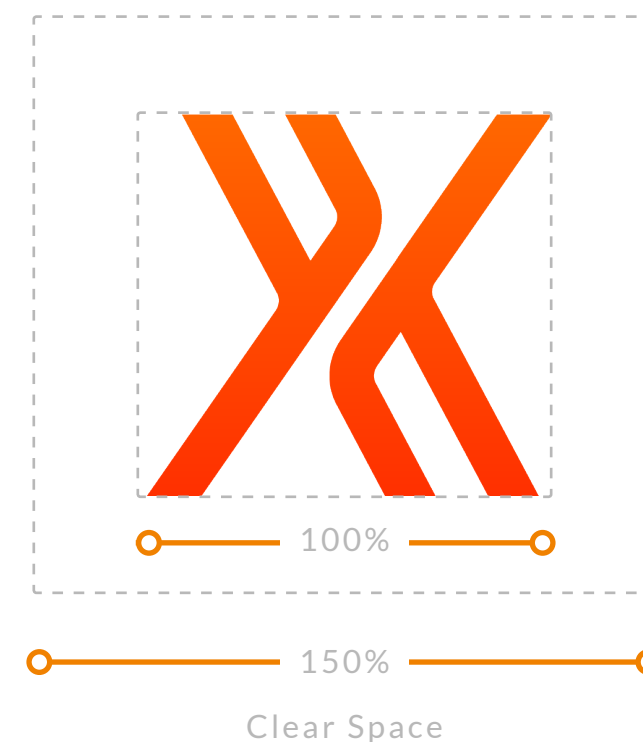
When you're using the FXhome X logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not make the logo any smaller than 32 pixels.

**Do:**

- Display the X logo side-by-side with other logos. If you include it next to other logos, please display it in the same size as other logos

**Don't:**

- Display the X logo larger than your own marks or branding
- Display the FXhome X logo smaller than 32 pixels



# Core Color Palette

FXhome's two core colors make up the warm and vibrant gradient of the signature FXhome X. The gradient always has orange at the top and red at the bottom.

## Orange

HEX #F08100

RGB 240 - 129 - 0

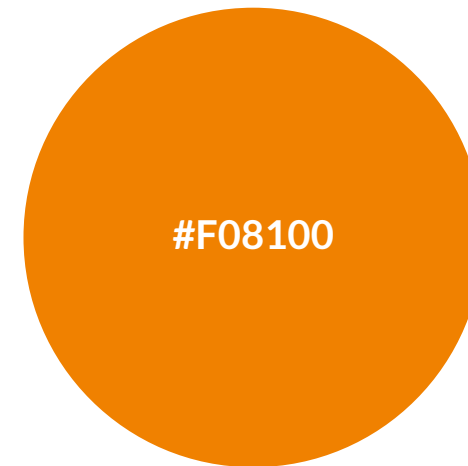
CMYK 0.2 - 58.05 - 98.31 - 0.8

## Red

HEX #FF2C00

RGB 255 - 44 - 0

CMYK 0 - 88.13 - 93.29 - 0





# Our Typeface

Lato is our primary typeface family and should always be used to communicate key brand messages.

The semi-rounded details of the letters give Lato a friendly feeling of warmth, while the strong structure provides stability and seriousness.

Lato is available in multiple weights but please only use 'light' to ensure consistency of our brand. For titles or headings, use -25 kerning/tracking for a tighter appearance. Wherever possible, negative tracking should not be applied to body copy.

## Lato Light

Lato is a sans-serif typeface designed by

ŁUKASZ DZIEDZIC

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcćdefghijklmnopqrsštuvwxyzž1234567890  
'?"!(%)[#{@}/&\<-+÷×=>®©\$€£¥¢;,:,\*

# Merchandise & Packaging

We don't allow merchandise (t-shirts, mugs, stickers, posters, etc.) featuring any other FXhome brand assets without our permission. If you would like to request permission, please email with context and proofs of what you'd like to create.



# Resellers & Talking HitFilm

Sometimes you may need to refer to FXhome to discuss the FXhome service, or describe your products or services as they relate to FXhome.

## Do:

- Only use the visual brand assets from our FXhome Brand Guidelines
- Use the full name “FXhome” without any modification
- Within the body of an article, title, or report, display the word “FXhome” in the same font size and style as the content surrounding it

## Don't:

- Produce your own ‘boxed product’ images with FXhome on the front
- Layer the logo over images, use different colours, or alter the shape of the logo (i.e., stretching it)
- Use older versions of the FXhome logo or branding
- Modify the word “FXhome” in any way, such as by capitalizing the “h” or separating it into two words (i.e., FX home, FX HOME, or FX Home)
- Use the FXhome logo in place of the word “FXhome”



 FXhome 

 FXHOME 

 FXHOME 

 fxhome 

Thanks from FXhome!

