Conflux Brand Guidelines 2023

Typography

HK Nova family

Light
Regular
Semibold
Heavy

Sample copy

The **mark** consists of an overall **circular** shape, with a **C** and exploded **X** embedded. Clockwise-facing corners are **sharp**, while anti-clockwise-facing corners are **rounded**.

The logo conceptualises the **coming together of ideas** and **tailored parts** that fit together to achieve a **cohesive, simple shape**.

The alternating rounded and sharp corners give the logo **forward momentum**.

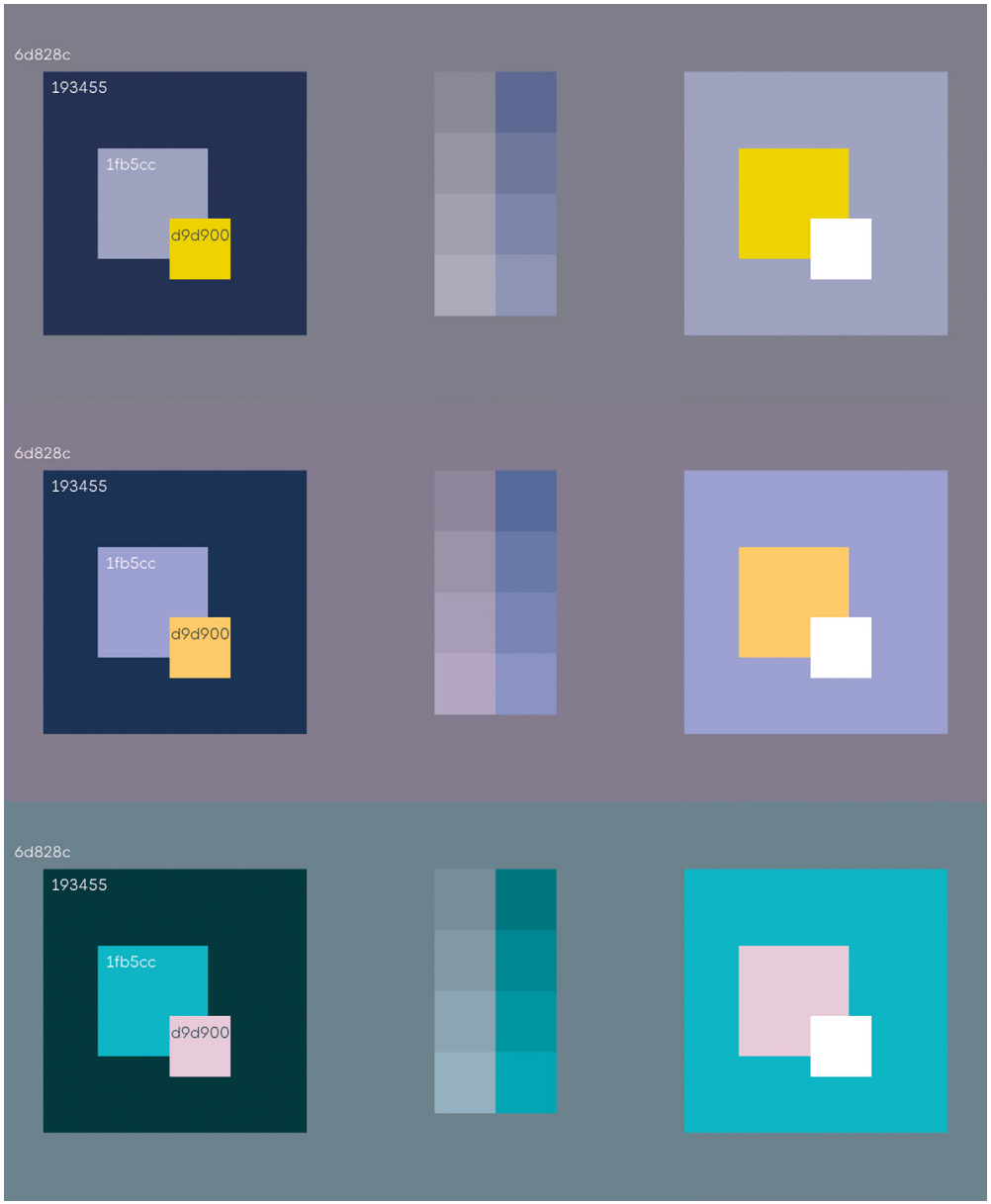
Colour

Dark blue #193455
Grey-blue #6d828c
Teal #1fb5cc
Lime #d9d900

Secondary colours

Teal #177299
Pale teal #80eeff
Light grey #95b1bf
Pale grey #adcad9
Paler grey #daeaf2

Colour Accessibility



Protanopia
Deuteranopia
Tritanopia

These images are colour-deficiency simulations based on the same image on the previous page.

The combinations on the left are **high contrast** and therefore suitable for use in copy text and important design elements.

The combinations on the right show an occasion in which the contrast is **not high enough** to be readable by colour-deficient viewers.

It is therefore **not** appropriate to use white against lime to convey important information in **small text**. Here is an example.

Logo roster (dark on light)

The logo mark on its own

This will primarily be used as a central feature in a design and should be a bold contrast with its background.

The logo and word mark

There are multiple permutations.

Dark colours on light backgrounds and light colours on dark or mid backgrounds.

The small logo mark element can be featured in a different colour. There is lots of scope for this on dark backgrounds. Make sure to use high contrast for impact.

Logo roster (light on dark)

Avoid low contrast between any logo element and the background but particularly text.

Logo use

On a bold background, keep the contrast high.

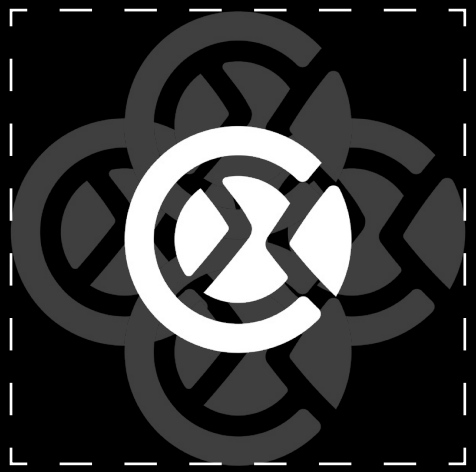
This grey version of the logo mark is probably ok here at a large size. At a smaller size contrast would likely be too low.

If in doubt, go with the highest contrast option.

Logo use

Make sure the logo has room to breathe.

The logo mark on its own should be surrounded by negative space equal to **one radius** of the circle.



The logo and word mark together should be surrounded by negative space equal to **one diameter** of the circle. Clearance at the top is measured from the ascenders on the word mark.

The only exception to this is when using the URL underneath (see end).

Example social media icons

Conflux

Conflux
Europe

Teal shade:
#177299

Conflux
Books

Example background