

# Design guidelines

## Funxtion

### Address

Sloterweg 796  
1066 CN Amsterdam  
The Netherlands

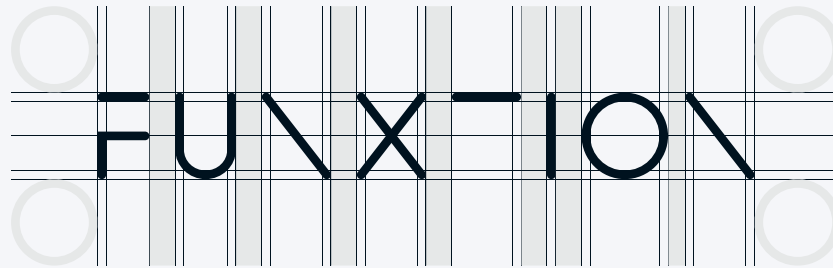
### Contact

Email: [info@funxtion.com](mailto:info@funxtion.com)  
Phone: +31 (0)20 2135000

FU\X-TION\

## Logo design

Created by Brompton Road in 2017, and revised internally in 2021, the Funxtion logo is a playful yet digitally minded design, created with simple shapes.



## Construction and clear space

The individual letters from the Funxtion wordmark are built from shapes that have an even width. The letter spacing is three times the width of the letter stem.

It's important to keep the Funxtion wordmark clear from any other graphic elements. An exclusion zone has been established in order to regulate this. The exclusion zone has the same width and height as the letter "O" in 'Funxtion'.



Don't change the wordmark colours..



Don't bend or distort the wordmark in any way.



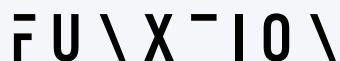
Don't apply any effects to the wordmark.



Don't alter the spacing between the letters.



Don't make any changes to the individual brandmark lines.



Don't use a different font for the wordmark.



Don't encroach on the minimum clear space.



Don't place the wordmark over busy backgrounds.

## Dont's

Consistent use of the Funxtion logos enhances brand recognition and maintains its quality. Make sure to avoid the examples shown above.

## Font

Poppins is a nearly monolinear font that is easy to read across multiple platforms, both in physical media and web media. The font has similar aspects to the style of round typefaces, that makes the connection with the Funxtion logo.

[Download on Google Fonts →](#)

**Funxtion**

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Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Ff  
Aa

# Primary colourpalette

The new Funxtion blue colour palette is a digitally-minded colour that promotes trust and reliability.

FX Dark blue

RGB

01 19 30

CMYK

100 82 56 79

HEX

#01131e

FX Blue

RGB

131 166 243

CMYK

52 31 00 00

HEX

#83a6f3

FX Titan

RGB

249 251 255

CMYK

03 01 00 00

HEX

#f9fbff



## Specialty colours

The specialty colours are designated only for illustrations or charts and tables that require tone-on-tone pairings and product designs that require variations of tone and opacity.

HEX #01131e	HEX #1a2b35	HEX #34424b	HEX #4d5a62	HEX #677178	HEX #80898f	HEX #99a1a5	HEX #a7b0b4
HEX #83a6f3	HEX #8faff4	HEX #9cb8f5	HEX #a8c1f7	HEX #b5caf8	HEX #c1d3f9	HEX #cddbfa	HEX #dae4fb
HEX #f3f6fe	HEX #e0e2e6	HEX #c7c9cc	HEX #aeb0b3	HEX #959799	HEX #7d7e80	HEX #646466	HEX #4b4b4c

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