



BRAND GUIDELINE

Year 2025-26

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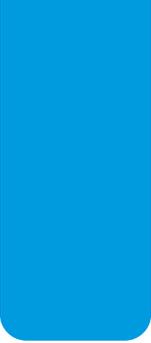
**Trust
Expertise
Innovation**

ABOUT US

Fluexus Infoway is your strategic digital growth partner based in Rajkot, Gujarat. We combine creative vision with technical expertise to deliver impactful digital solutions. Our team specializes in graphic design, website development, digital marketing and UI/UX design, crafting online experiences that drive business success through innovation and measurable results.

OUR VISION

To become the catalyst for digital transformation, where every business regardless of size or industry can harness cutting-edge technology and creativity to outpace competition. We envision a future where traditional marketing becomes obsolete, replaced by Fluexus Infoway's intelligent, results-driven solutions that redefine growth in the digital era.



OUR MISSION

Fluexus Infoway is revolutionizing digital growth by replacing outdated marketing with intelligent solutions. We combine high-performance web development, data-powered digital strategies, and conversion-focused design to deliver tangible business results. Our approach eliminates marketing guesswork, replacing it with measurable ROI and sustainable growth in today's digital landscape.

Main Logo

The Fluexus Infoway logo (with tagline) must remain unaltered in color, proportions, and layout. Maintain "F"-height clear space, using full-color or white versions appropriately.



Logo Variation



Our logo system includes a primary mark, icon, and wordmark - all designed to scale seamlessly while protecting Flexus Infoway's brand integrity. Use only approved color variants and minimum spacing guidelines.

Logo Mark



The Fluexus Infoway logo mark features a sleek, modern design inspired by fluid motion and digital connectivity, embodying innovation and forward-thinking solutions. Its dynamic curves and balanced form reflect adaptability and precision, core to our mission as a strategic digital growth partner. Rendered in a deep blue hue, the mark conveys trust, professionalism, and technological expertise, ensuring it stands out as a symbol of creativity and measurable results—whether displayed independently or alongside our brand name.

Brand Meaning

The Fluexus Infoway logo blends modern typography with a clean, minimalist aesthetic, reflecting innovation and digital expertise. The name "Fluexus" (suggesting fluidity and flexibility) and "Infoway" (representing a tech-driven pathway) highlight the brand's role as a strategic digital growth partner. The tagline "Your growth partner" reinforces our commitment to client success through tailored solutions in design, development, and marketing. The design conveys trust, adaptability, and forward-thinking—core to our mission.

- Typography: Sleek and fluid = Innovation.
- Name: Flexibility + Technology.
- Tagline: Partnership and results.



Color Palette

Fluexus Infoway's color palette blends stability with innovation. Deep Trust Blue anchors our identity, Bright Innovate Blue energizes our vision, and Slate Wisdom Blue grounds our strategic approach—mirroring our commitment to reliable, cutting-edge digital growth.

#002C8B

Primary Blue

Professional, Stable, Authoritative

#009AE0

Bright Blue

Dynamic, Tech-Savvy, Forward-Thinking

#3C4B64

Slate Blue

Balanced, Reliable, Strategic

Primary Typeface

AaBb

123

Barlow

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headline

WE ARE YOUR GRWOTH PARTNER.
we are your growth partner.

Iconography

Icon



Icon with
Outline



Icon with
Solid BG



Mockups



Mockups



Thank You

+91 98 98 75 56 92

contact@flexusinfoway.com

www.flexusinfoway.com

