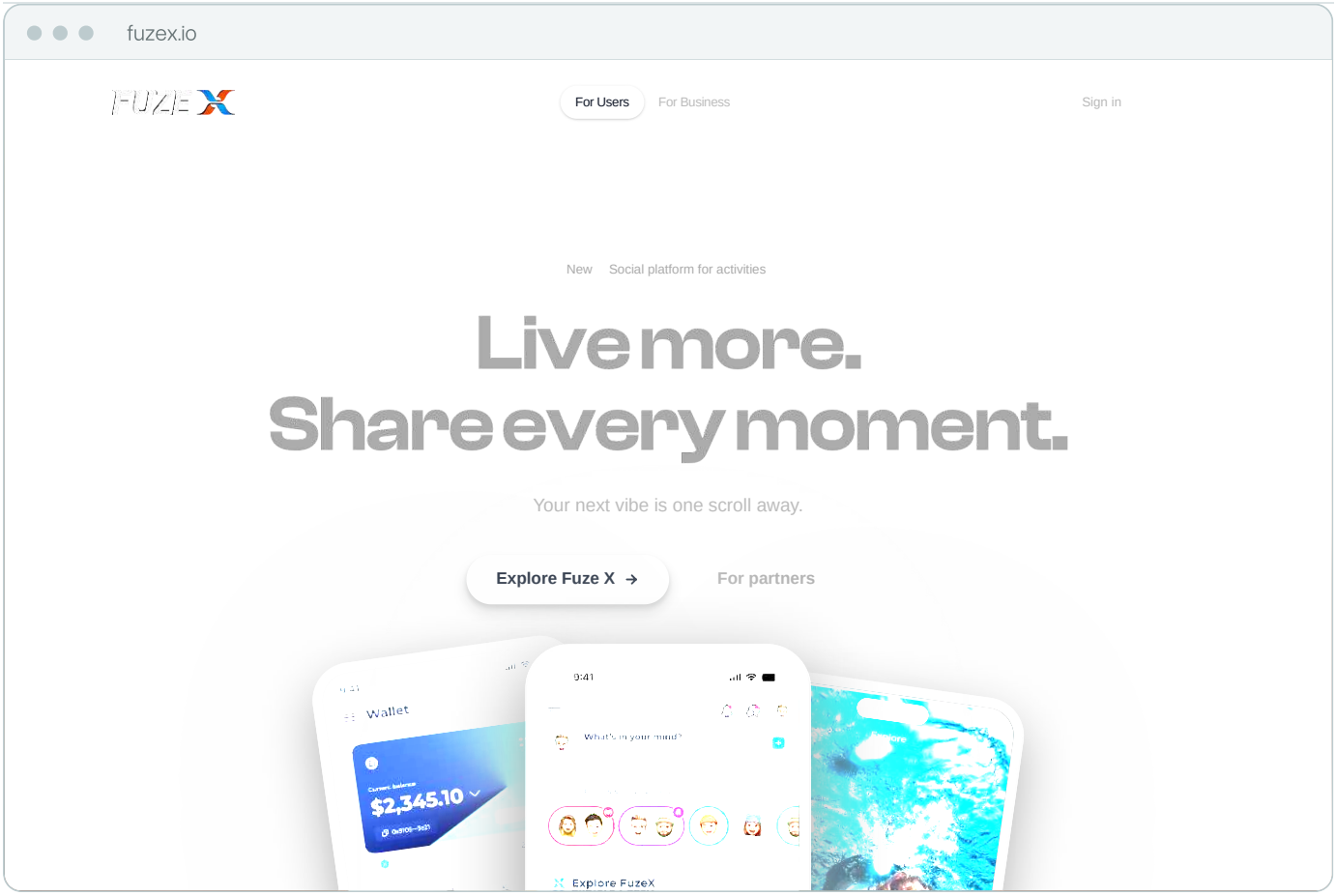
Fuze X Guidelines.

A social app for activities: see what people near you are doing, book it, check in and share it.

Introduction



Website designed by the founder. fuzex.io, captured 10 November 2026. Visit fuzex.io

Fuze X is a social platform for activities, on iOS and Android. One app holds a feed of what people near you are doing, booking for classes, gyms, programmes and events with check-in, reviews that can only be left once a ticket has been scanned at the door, ACT reward credits, and Mominto, an AI companion that is part coach, part nutritionist, part buddy. It is built for people who live for experiences, and has a side for the venues and partners that host them.

The logo and the website are the founder's. The logo is traced from the founder's own file, not redesigned, and the colour, type and voice are taken from fuzex.io first, so the logo and the site are one brand.

Fuze X should feel like the friend who always knows what's on tonight: warm, quick and in motion, set in the city's real places. The X is two swooshes meeting in one, the moment a plan and a person fuse, so every surface pairs one person with one thing to do, now.

At a glance

LOGO

FUZE

COLOURS

Paper
#FFFFFF

Ink
#131515

Mist
#F7F7F7

TYPE

Aa Clash Display

Aa Satoshi

LINE

Live more. Share every moment.

BRAND KIT

59 files · 2.2 MB

Download the zip

Logo scale

64 px 

52 px 

40 px 

32 px 

24 px 

18 px 

14 px 

The word comes first and the X follows it, in the founder's proportions. Use the full logo wherever there is room; the X alone for the app icon, the profile picture, the favicon and as a sign-off. FUZE is always italic and the X always keeps its two swooshes, blue and orange, turned about one another. Never redraw, respace or reorder the logo.

Mark construction



The logo is traced from the founder's own file, so its proportions are the founder's: 5.06 wide to 1 high, the X 1.6 to 1. Clear space is x on every side, where x is the height of one swoosh, half the logo's height.

Signature



The founder's logo as fuzex.io uses it: white letters and the blue and orange X, on Ink or on the site's warm orange hero.

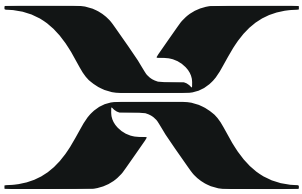


On Paper and other light grounds the letters turn Ink. The X doesn't change.

Three cuts







The X

The founder's X, its gradient sampled from the original file. The app icon, the profile picture, the sign-off.

Flat X

Two flat colours, azure and orange, split where the gradient turns. For 32 px and below, embroidery and two-colour print.

One colour

Ink alone, or white: stamps, wristbands, one-colour prints.

Small sizes



Logo, 96 px wide



The X, 24 px



Flat X, 16 px

Logo on your background



Please don’t



Don’t recolour the X. It is blue and orange.



Don’t stretch or squash the logo.



Don’t move the X in front of the word.



Don’t straighten the italic letters.



Don’t fade it or make it see-through.



Don’t add shadows or glows. The glow belongs to the hero, not the logo.

Core palette

Paper

HEX #FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

Ink

HEX #131515

RGB 19, 21, 21

CMYK 10, 0, 0, 92

Mist

HEX #F7F7F7

RGB 247, 247, 247

CMYK 0, 0, 0, 3

Fog

HEX #E8E8E8

RGB 232, 232, 232

CMYK 0, 0, 0, 9

Graphite

HEX #494D4D

RGB 73, 77, 77

CMYK 5, 0, 0, 70

Fuze Orange

HEX #FF4C00

RGB 255, 76, 0

CMYK 0, 70, 100, 0

Azure

HEX #00A5FE

RGB 0, 165, 254

CMYK 100, 35, 0, 0

Cobalt

HEX #1D50CF

RGB 29, 80, 207

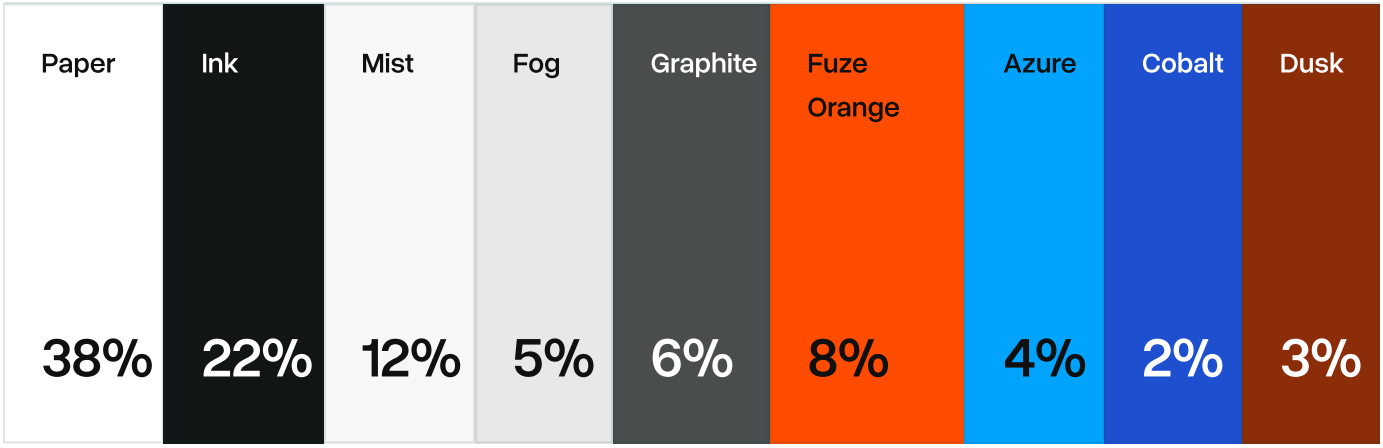
CMYK 86, 61, 0, 19

Dusk

HEX	#8C2D0A
RGB	140, 45, 10
CMYK	0, 68, 93, 45

Taken from fuzex.io first: its Ink and white, its soft greys, Graphite for body text and Fuze Orange as the one accent. The X adds Azure and Cobalt, and Dusk is the deep end of the site's warm hero glow. The app's category colours stay inside the product. CMYK values are a plain device conversion for reference; Fuze Orange and Azure sit outside the print gamut, so proof them first.

Color proportions



Paper and Mist carry most of every surface and Ink carries the words. Fuze Orange is the one accent; the blue and orange together belong to the X.

Readable combinations

Aa	Ink on Paper	18.3:1	AAA

Aa	Graphite on Paper	8.5:1	AAA
Aa	Ink on Mist	17.1:1	AAA
Aa	Paper on Ink	18.3:1	AAA
Aa	Paper on Fuze Orange	3.3:1	AA Large
Aa	Ink on Fuze Orange	5.4:1	AA
Aa	Fuze Orange on Paper	3.3:1	AA Large
Aa	Azure on Ink	6.8:1	AA
Aa	Paper on Cobalt	6.7:1	AA
Aa	Cobalt on Mist	6.3:1	AA
Aa	Paper on Dusk	8.4:1	AAA

White on Fuze Orange and orange on white are for large text only: big figures and headlines. Small labels on orange are set in Ink. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1, AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Clash Display: Live more.

Headlines and big numbers, as on fuzex.io: semibold 600 at 84 px with −2.1 px tracking for the hero line, medium 500 at 48 to 56 px for section titles. By the Indian Type Foundry, on Fontshare, under the ITF Free Font License. This preview doesn't load it yet, so the line above falls back to your system's face.

Satoshi: Book in seconds, check in with a tap.

Text, buttons and interface, as on fuzex.io: 14 to 18 px, semibold 600 on the white pill buttons. By the Indian Type Foundry, on Fontshare, under the ITF Free Font License. This preview doesn't load it yet, so the line above falls back to your system's face.

Type scale

DISPLAY

Clash Display · 600 · 75.8px · 4.735rem

Live more.

HEADING 1

Clash Display · 600 · 56.8px · 3.552rem

Share every moment.

HEADING 2

Clash Display · 600 · 32px · 1.999rem

Built for the way you live

HEADING 3

Clash Display · 600 · 24px · 1.5rem

Book anything in seconds

BODY

Clash Display · 600 · 18px · 1.125rem

From yoga classes to sold-out concerts. Discover, book, and check in, all in a few taps.

CAPTION

Clash Display · 600 · 13.5px · 0.844rem

Social platform for activities

Tone of voice

Fuze X speaks as fuzex.io already does: a friend who always knows what's on, talking about real plans in short, warm lines. Upbeat, never loud.

The site names the class, the place and the time, and its nudges read like a text from a friend. Reviews come only from people who showed up, so the copy never needs to boast.

The friend who knows what's on

Quick, warm and specific. One person, one plan, one time. The excitement comes from the plan itself, never from exclamation marks.

SIGNATURE

Live more. Share every moment.

PROMISE

Your next vibe is one scroll away.

WHO IT'S FOR

Built for people who live for experiences.

BOOKING

Book in seconds, check in with a tap.

REVIEWS

Every review comes from someone who actually showed up.

CALL TO ACTION

Explore Fuze X

Doing beats scrolling

Name the thing, the place and the time. A plan is more exciting than an adjective.

SAY	AVOID
Sunrise Yoga in 15 minutes.	Don’t miss out!!! Book NOW
Book in seconds, check in with a tap.	The ultimate all-in-one lifestyle super-app.

A friend, not a feed

Second person, short sentences, one suggestion at a time.

SAY	AVOID
Sofia’s going to Moonlight Jazz tonight. Want to join her?	Your friends are waiting. Join millions on Fuze X.

Real or nothing

Reviews come from people who showed up. No invented crowds, no hype numbers.

SAY	AVOID
Every review comes from someone who actually showed up.	The #1 rated activity app.

Billboard



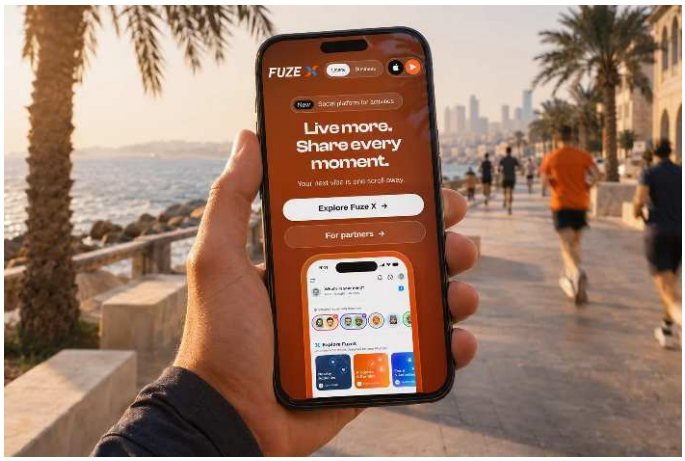
fuzex.io's own line on Ink, the founder's logo below it, on a warm city street at dusk.

Street posters



The logo in Ink on white, with the site's promise and its second half in Fuze Orange.

fuzex.io on a phone



The founder's own mobile site, on a promenade at golden hour.

Pattern: the fuse



X marks set edge to edge so each arm runs on into the next as one chain, one X in its colours: the plan that is happening. As a device, one swoosh joins two things, a person and a plan.

Gym bottle



The X alone in its colours, on a bottle in a morning gym.

Event wristband



Checked in at the door: the one-colour X on a fabric wristband.

Run club tee



The founder’s logo across the back of a run club shirt, the morning crowd around it.

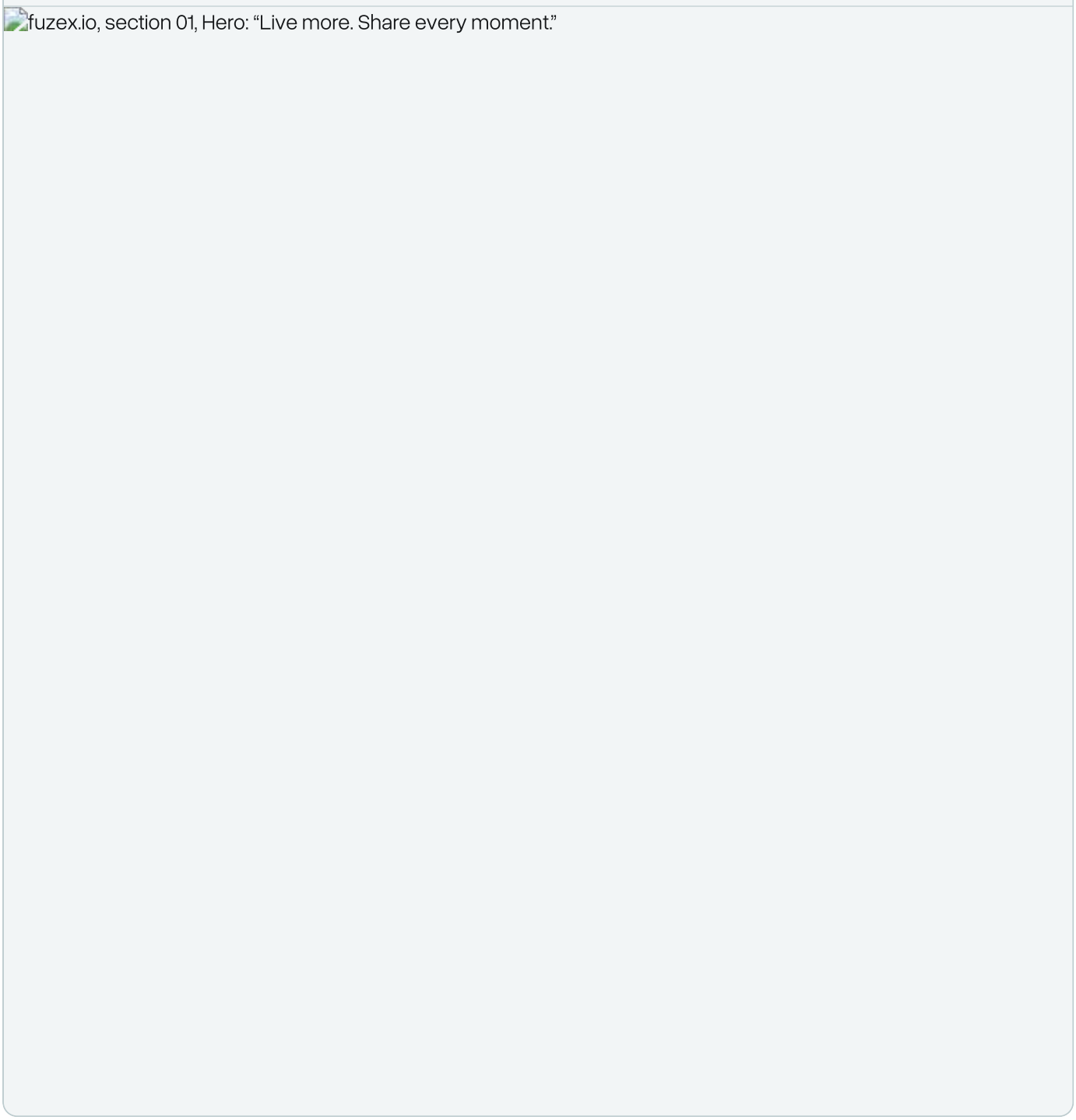
Website

The founder's landing page for Fuze X, section by section as it stands on fuzex.io. A section that moves on the site plays here as a short loop; the rest are stills.

Website designed by the founder. fuzex.io, captured 10 November 2026.

01 **Hero** Moving

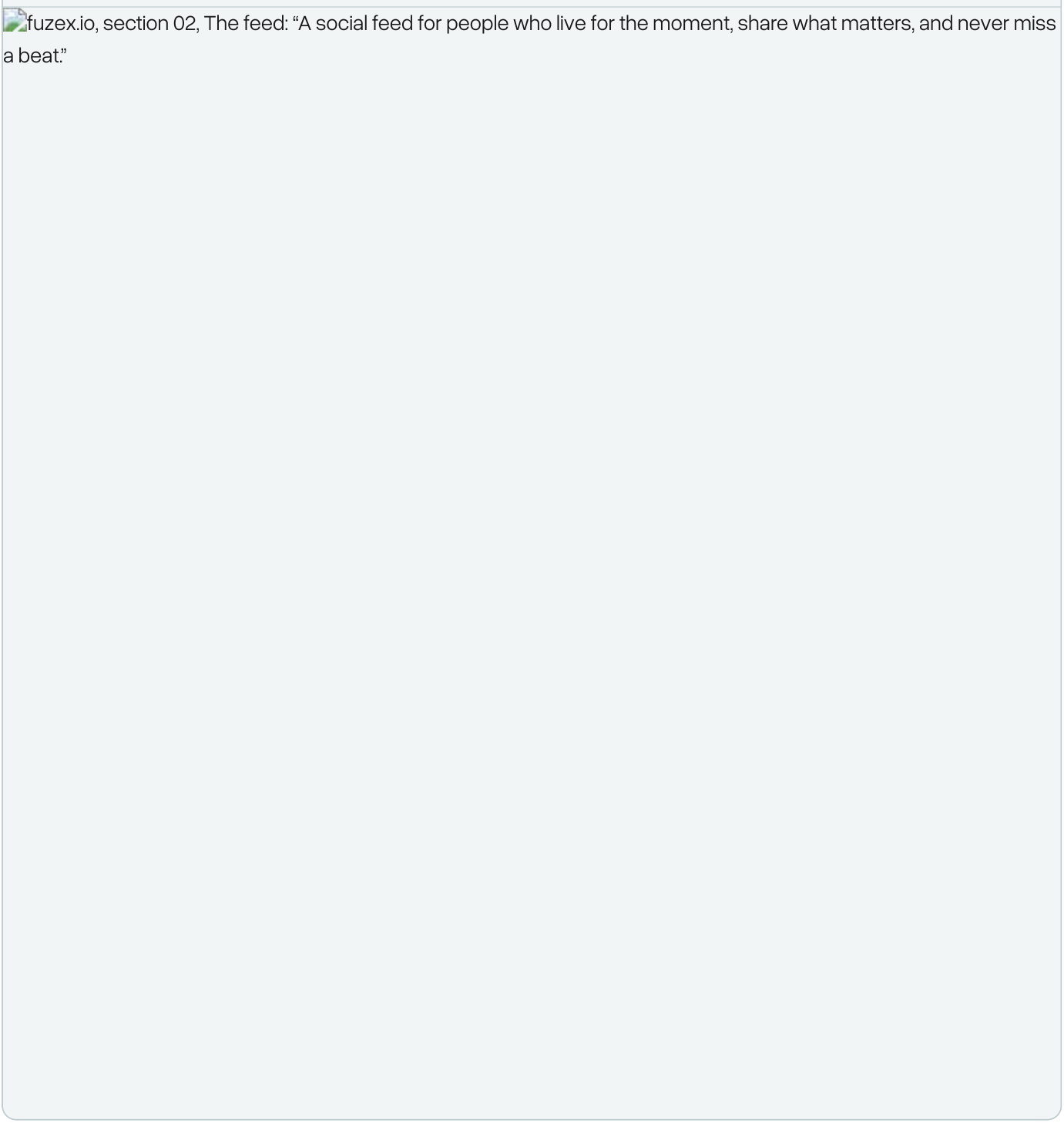
fuzex.io



02 **The feed**

Moving

fuzex.io



03 **Everything in one app**

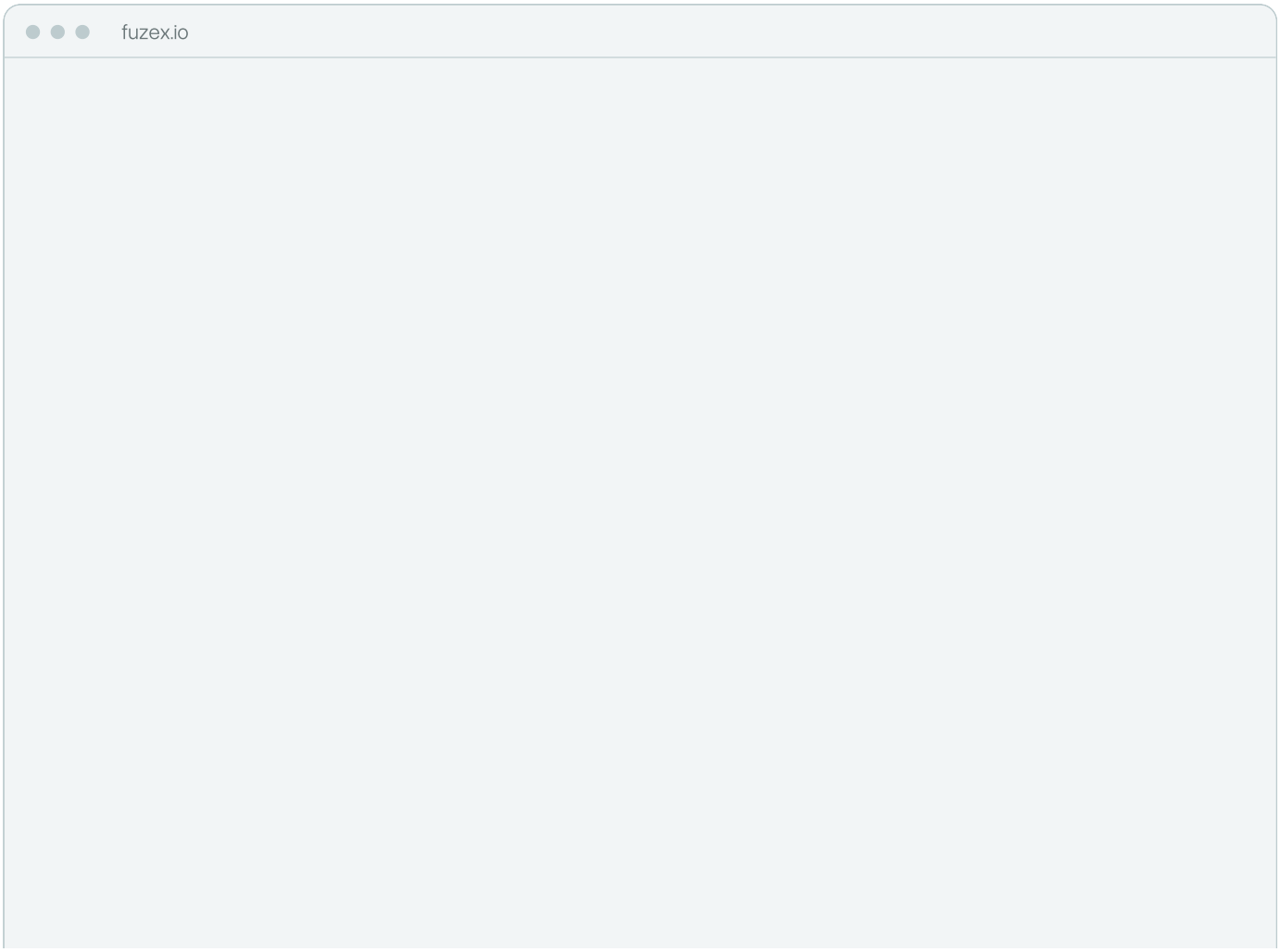
Moves on scroll

fuzex.io



04 **Built for the way you live**

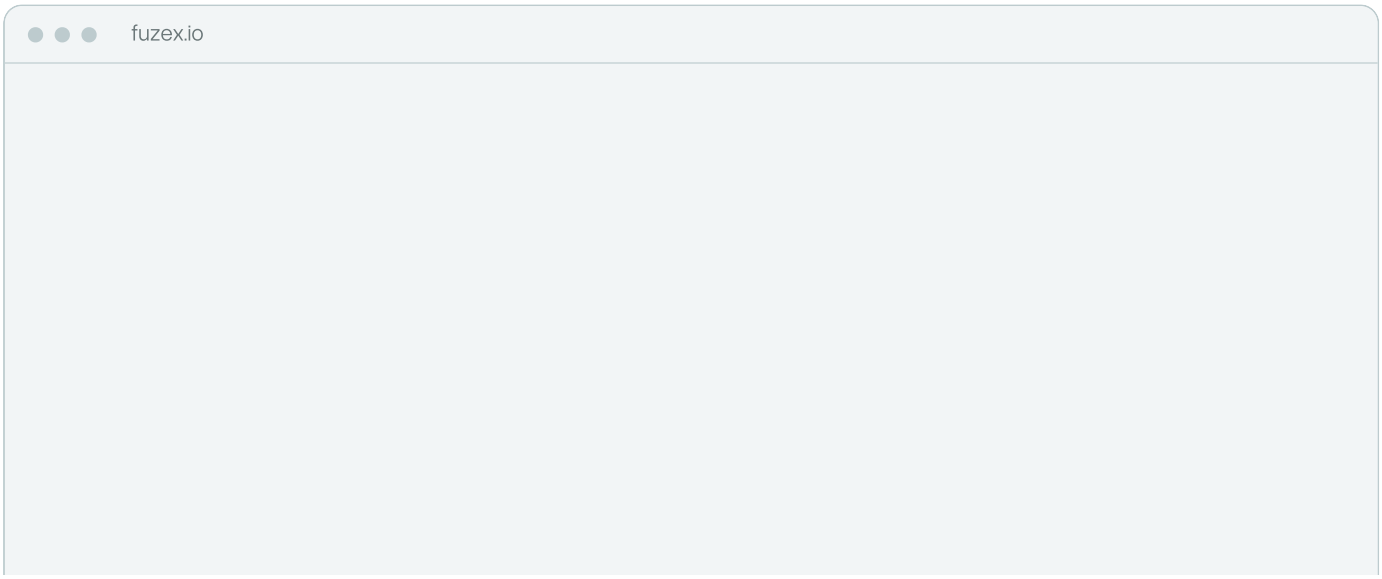
Moving

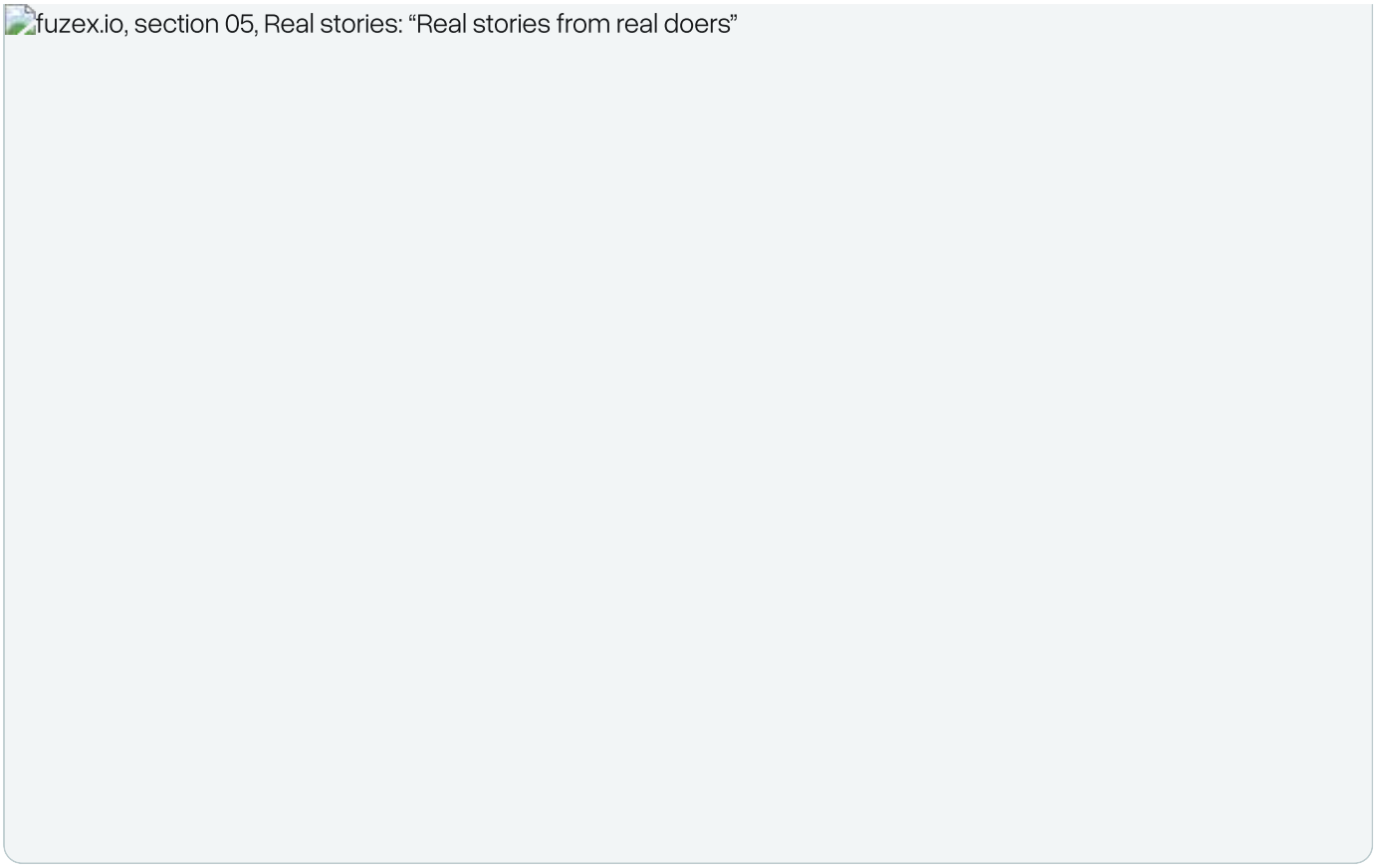




05 **Real stories**

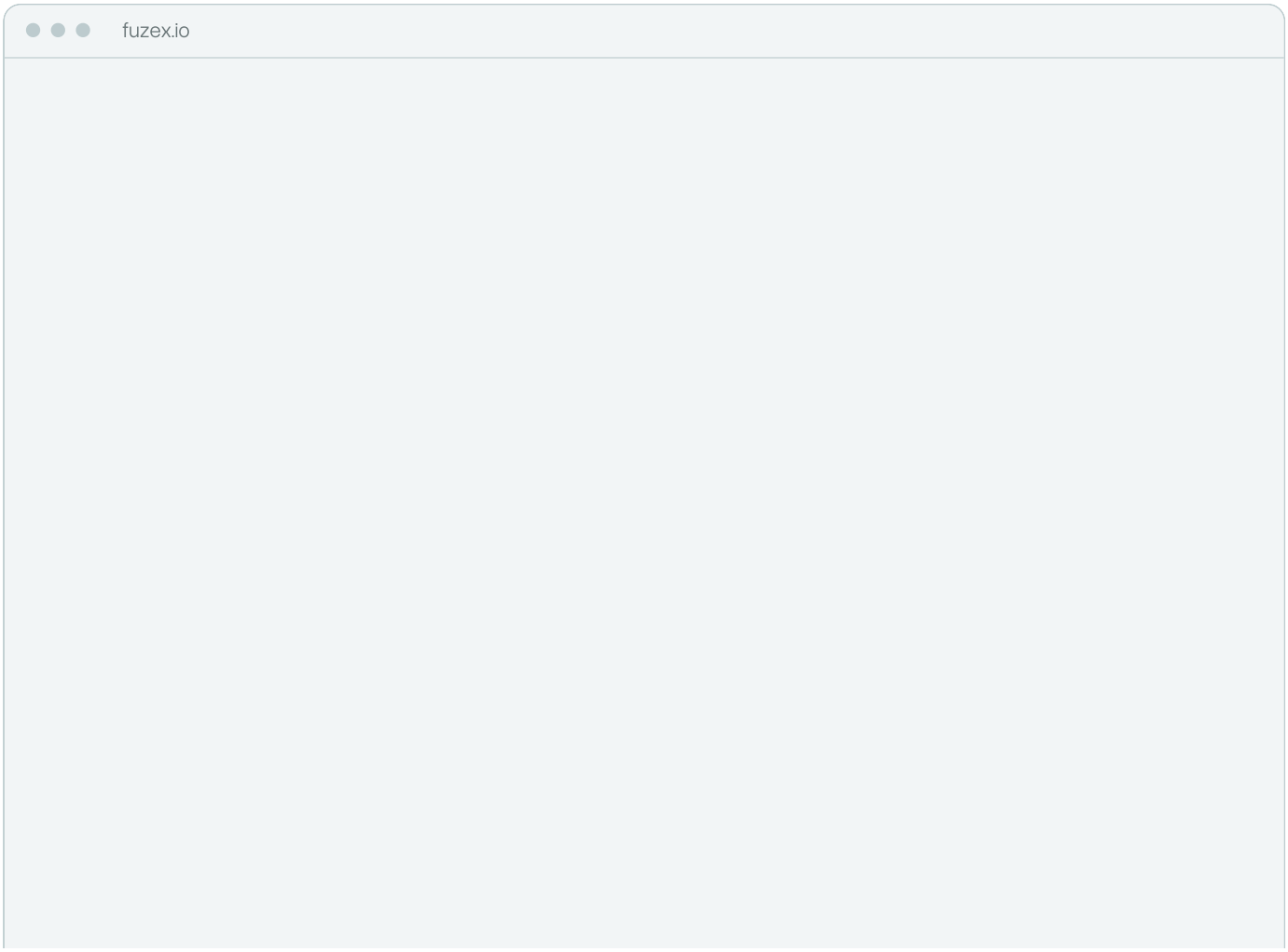
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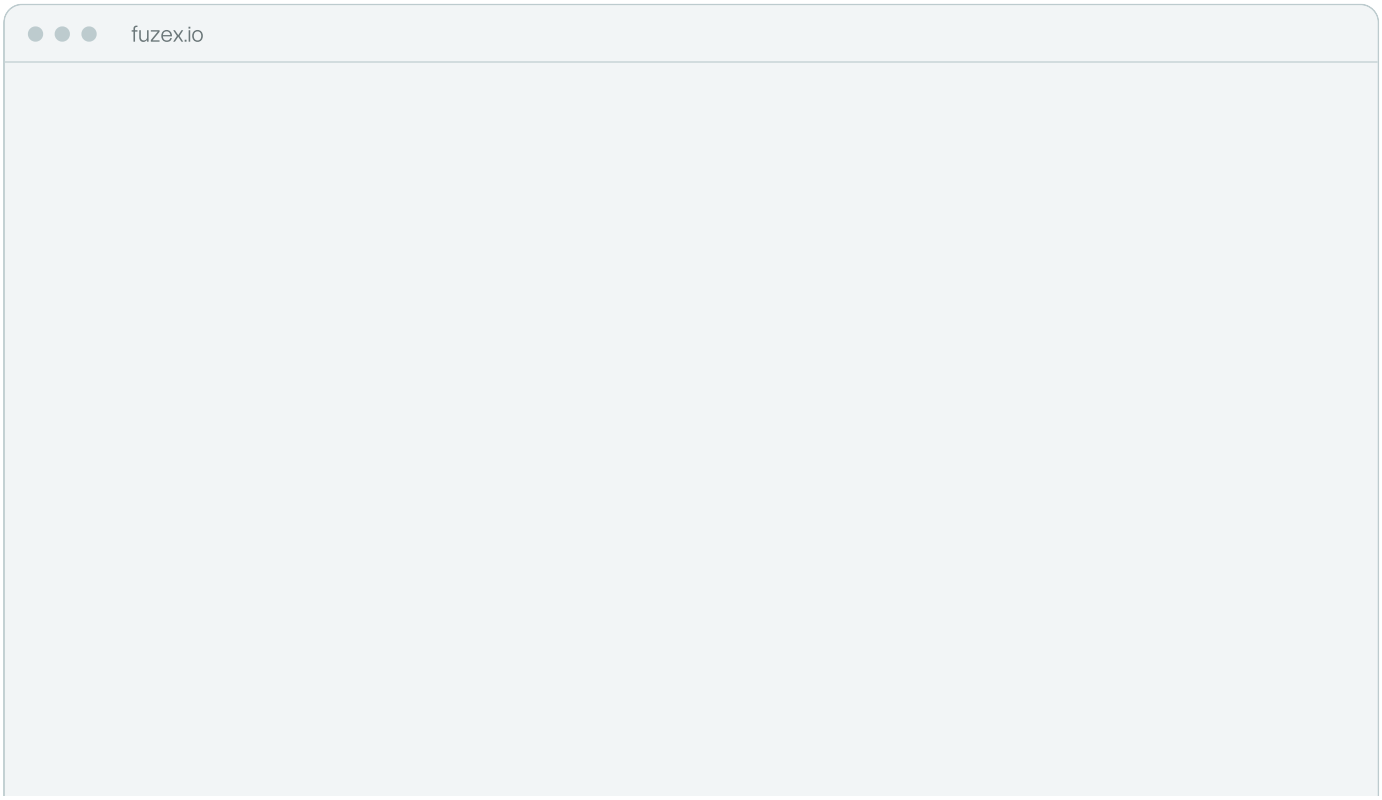
06 **How Fuze X helps**

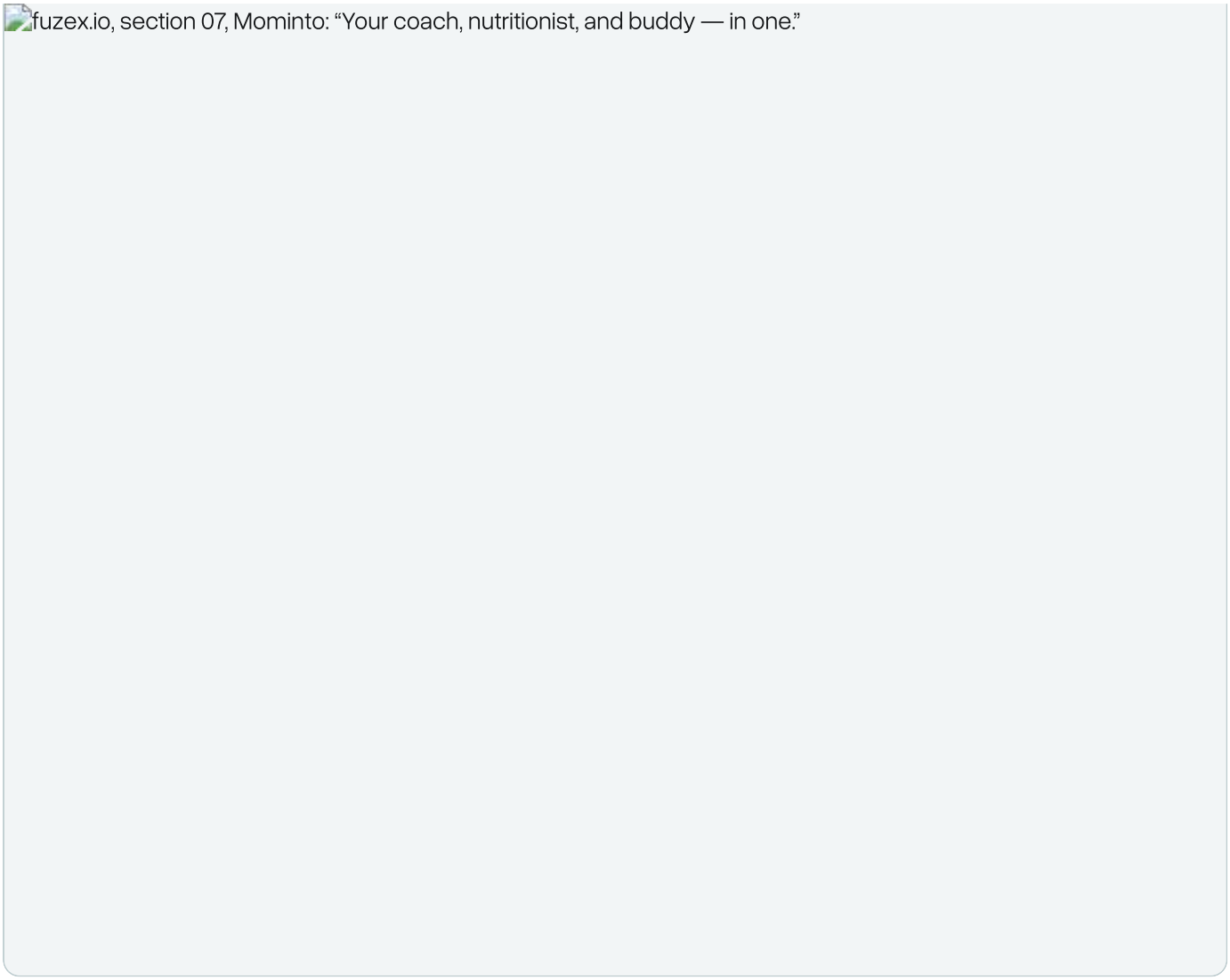
Moving




fuzex.io, section 06, How Fuze X helps: “How Fuze X helps you live more”

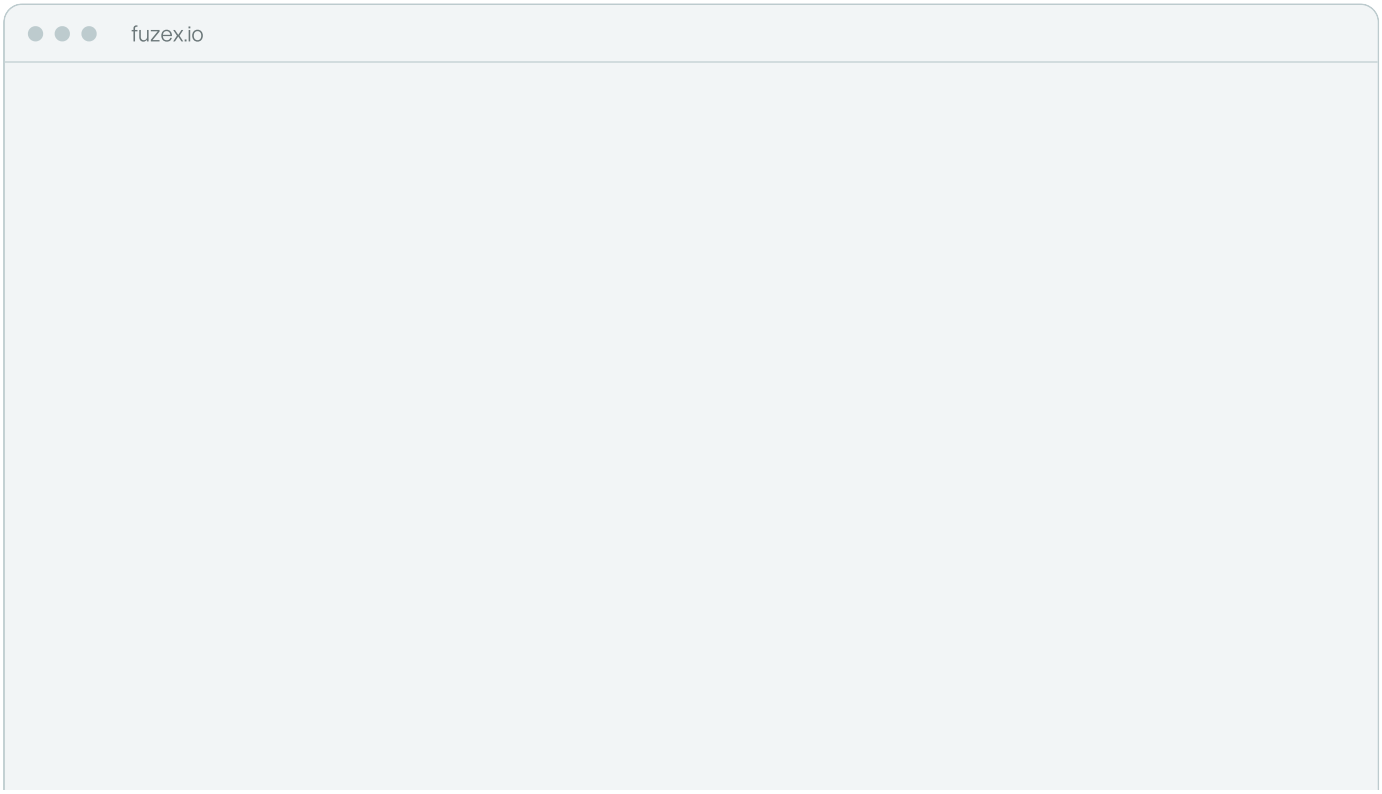
07 **Mominto**


fuzex.io



08 **Every day**

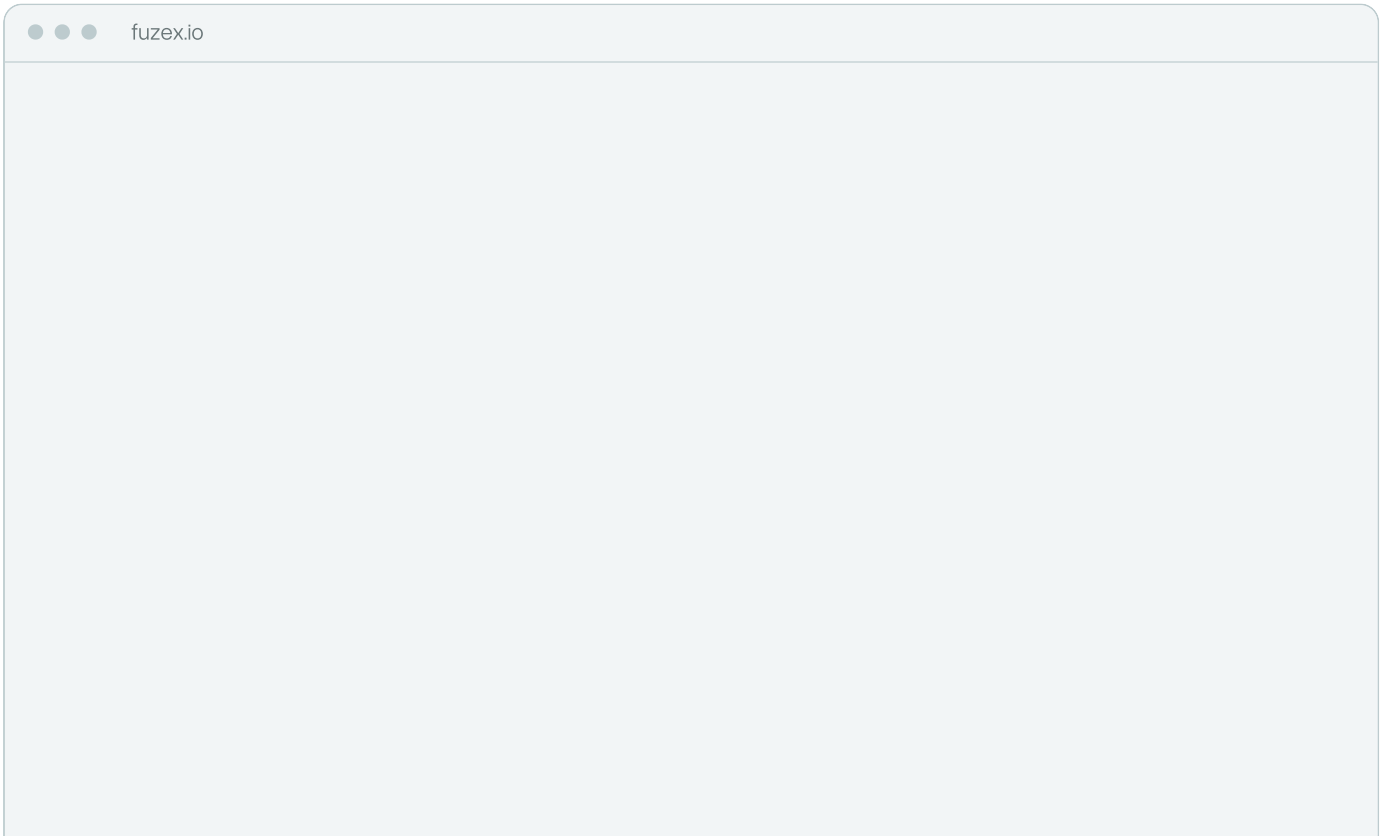
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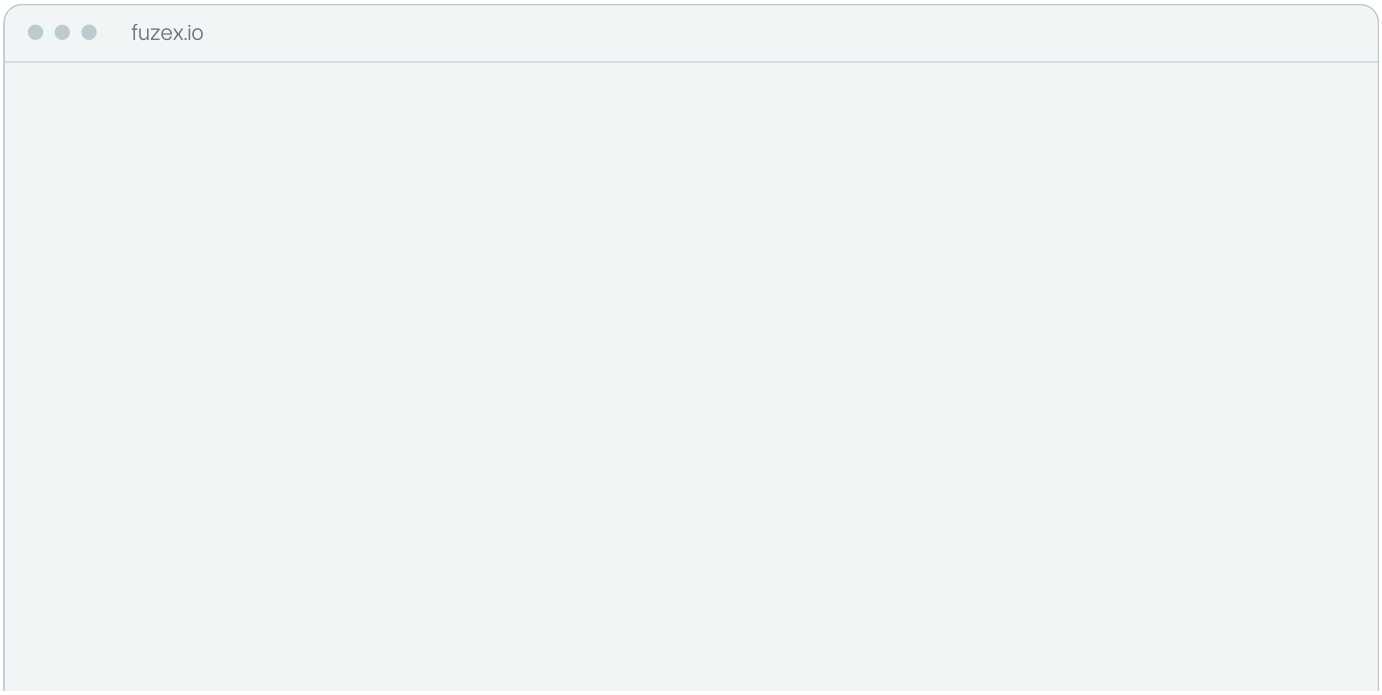
09 **Reviews**

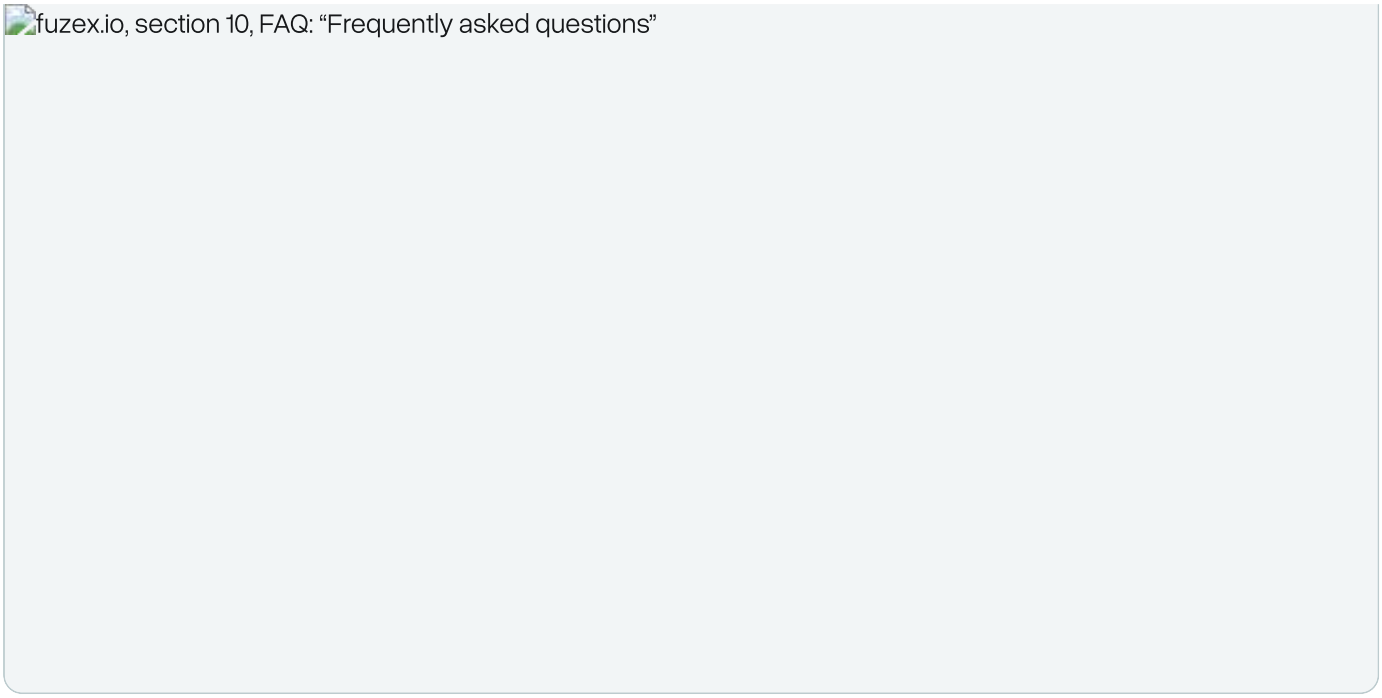
Moving




fuzex.io, section 09, Reviews: “Real words from real doers”

10 **FAQ**

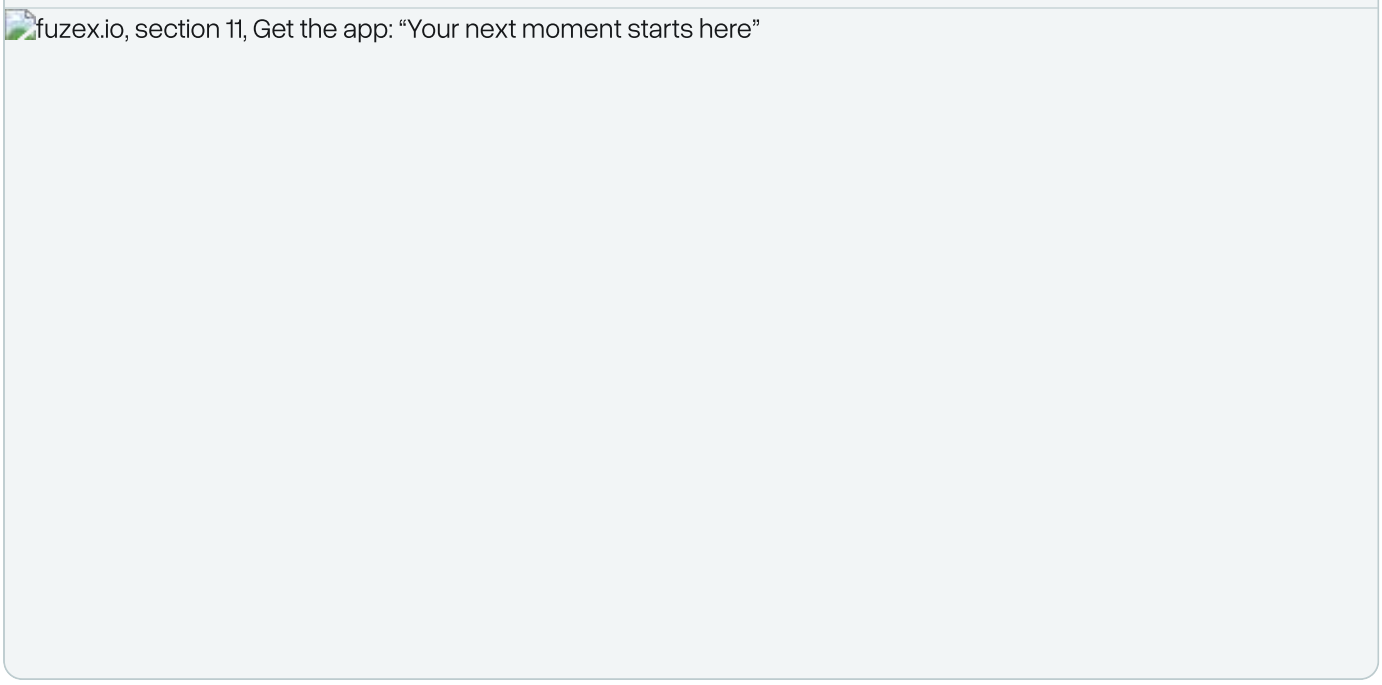

fuzex.io



11 **Get the app**

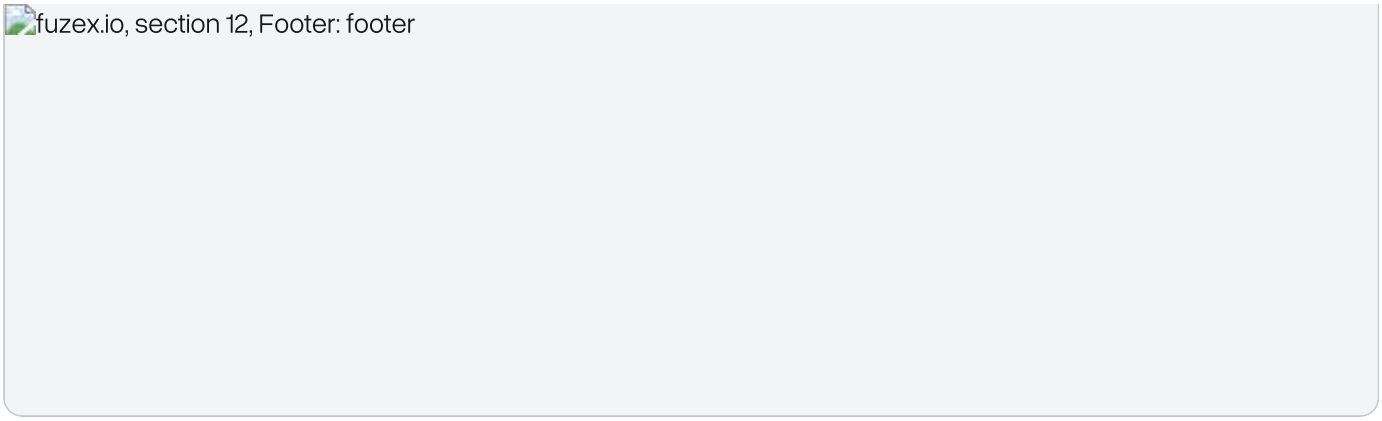
Moving

fuzex.io



12 **Footer**

fuzex.io



Export assets

▶ What's inside the zip · 59 files · 2.2 MB

Logo



The founder's, for dark grounds



Ink letters, for light grounds



One colour, Ink



One colour, white

The X



Gradient



Gradient on Ink



Flat two colours



One colour, Ink



One colour, white



Small cut

Profile pictures



Ink



Paper

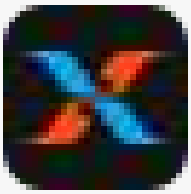


Fuze Orange

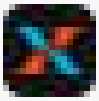
Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon



PWA icon



PWA icon large

Pattern



The fuse, tile



The bridge, device

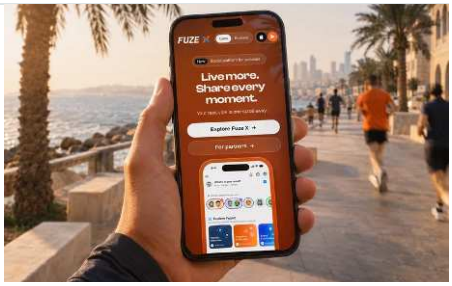
Applications



Fuze X · 01



Fuze X · 02



Fuze X · 03



Fuze X · 04



Fuze X · 05



Fuze X · 06

Typography

Aa Clash Display

Aa Satoshi

Brand system by Plumage for the founder's Fuze X. The logo and the website are the founder's design.

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