FUUZ

Brand Usage Guidelines 2026

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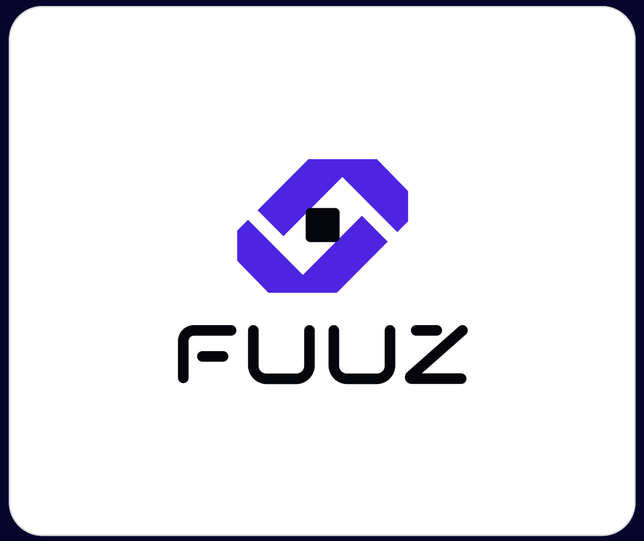
Logo Usage

LOGO USAGE

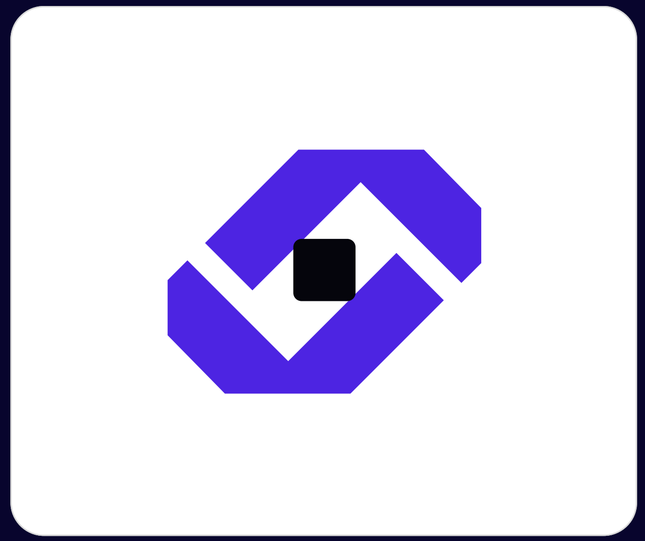
Logo Lock-Up

The Fuuz logo lock-up is designed to ensure clarity, consistency, and strong brand recognition across all applications. It includes vertical and horizontal configurations for flexible use in print and digital formats, along with the logo mark as a standalone brand asset. Always use the approved lock-up that best fits the available space while maintaining legibility and visual balance.

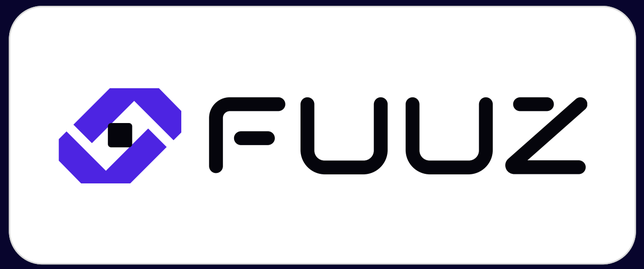
Vertical - Logo Icon with Word Mark



Logo Icon Only



Horizontal - Logo Icon with Word Mark



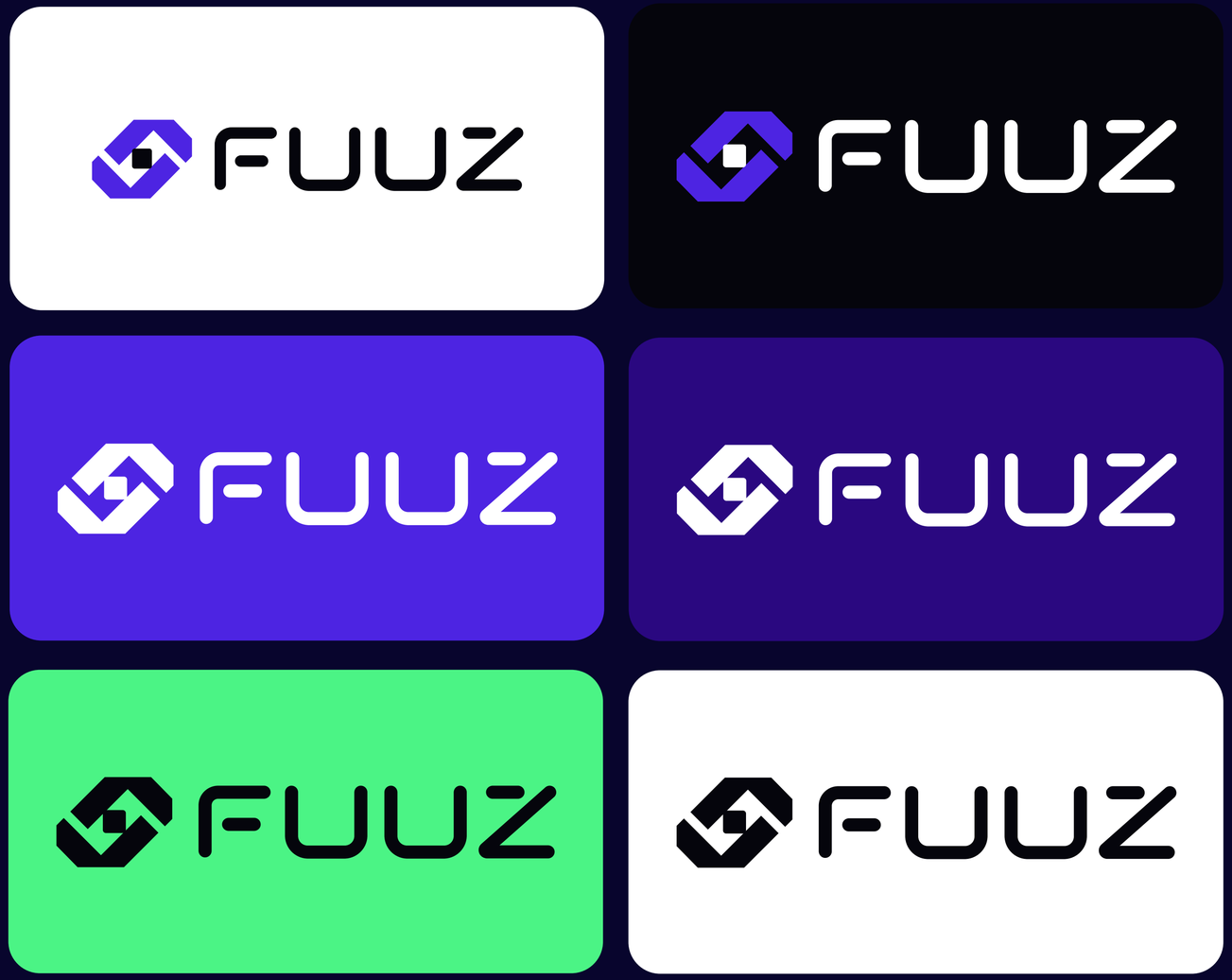
Word Mark Only



LOGO USAGE

Color Usage

Fuuz logo color variations provide flexibility while preserving a consistent brand presence across print and digital applications. The full-color logo should be prioritized on light backgrounds, while reversed and single-color options may be used where contrast, simplicity, or production limitations require an alternate treatment. In every case, the selected version should remain clear, balanced, and instantly recognizable.



LOGO USAGE

Clear Spacing



To protect the clarity and presence of the Fuuz logo, a defined clear space must be maintained on all sides. No text, imagery, or graphic elements should enter this safety area. Preserving adequate spacing ensures the logo remains legible, visually balanced, and consistently presented across every brand touchpoint.

LOGO USAGE

Do's & Don'ts

The Fuuz logo must always appear as provided in the approved brand assets. Any modification to its color, proportion, position, orientation, or visual treatment weakens consistency and may compromise brand recognition. Following these usage guidelines ensures the logo remains clear, professional, and instantly identifiable in every application.



Do not crop the logo



Do not change the transparency of the logo



Do not use different colors



Do not change the size or position of the logo



Do not distort the logo



Do not use drop shadows or any other effects



Do not outline logotype



Do not rotate any part of the logo

Color Palette

COLOR PALETTE

Primary Colors

Fuuz's primary color palette establishes the brand's core visual language. Each color has been selected to reflect confidence, clarity, and energy while supporting strong contrast and flexibility across a wide range of applications. When used consistently, these colors help create a unified and distinctive brand presence across every touchpoint.

Electric Violet

4E25E2

RGB: 78, 37, 226

CMYK: 65, 84, 0, 11

Pantone: 2368 C (closest match, approximate)

Deep Violet

2A0880

RGB: 42, 8, 128

CMYK: 67, 94, 0, 50

Pantone: 2755 C (closest match, approximate)

Midnight

05050D

RGB: 5, 5, 13

CMYK: 62, 62, 0, 95 (practically prints as rich black; many printers would spec it as 60, 40, 40, 100)

Pantone: Black 6 C (the "bluest" Pantone black, closest match)

White

FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

Pantone: N/A (white is typically the unprinted paper stock; some suppliers spec it as Pantone 000 C or 11-0601 TCX "Bright White" in the textile system)

Spring Green

4BF486

RGB: 75, 244, 134

CMYK: 69, 0, 45, 4

Pantone: 7479 C (closest match, approximate)

COLOR PALETTE

Secondary Colors

The secondary color palette is designed to complement Fuuz's primary colors and provide greater versatility across brand applications. It introduces a broader range of tones that can be used to emphasize content, create contrast, and support visual storytelling without overpowering the core brand identity. Used consistently, these colors add richness and flexibility while preserving a unified overall look.

282CDD
RGB: 40, 44, 221
CMYK: 82, 80, 0, 13

5779D2
RGB: 87, 121, 210
CMYK: 59, 42, 0, 18

3BB96D
RGB: 59, 185, 109
CMYK: 68, 0, 41, 27

6FEF95
RGB: 111, 239, 149
CMYK: 54, 0, 38, 6

F67C83
RGB: 246, 124, 131
CMYK: 0, 50, 47, 4

FABECC
RGB: 250, 190, 204
CMYK: 0, 24, 18, 2

F9BF33
RGB: 249, 191, 51
CMYK: 0, 23, 80, 2

FBD171
RGB: 251, 209, 113
CMYK: 0, 17, 55, 2

F2F1F7
RGB: 242, 241, 247
CMYK: 2, 2, 0, 3

D9D9E0
RGB: 217, 217, 224
CMYK: 3, 3, 0, 12

B3B2C1
RGB: 179, 178, 193
CMYK: 7, 8, 0, 24

8E8CA1
RGB: 142, 140, 161
CMYK: 12, 13, 0, 37

686582
RGB: 104, 101, 130
CMYK: 20, 22, 0, 49

423F63
RGB: 66, 63, 99
CMYK: 33, 36, 0, 61

Typography

TYPOGRAPHY

Fonts Used

Typography plays a key role in shaping Fuuz's visual identity and communication style. By using the Inter type family in a structured and consistent way, the brand achieves a clear hierarchy, strong legibility, and a modern, confident tone. Each weight has a specific purpose, ensuring content remains both visually engaging and easy to read across every touchpoint.

Space Grotesk Bold

Font used in Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+[]:"><.,;'{}

Space Grotesk Medium

Font used in Subheadlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+[]:"><.,;'{}

Inter Bold

Font used to highlight text in body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+[]:"><.,;'{}

Inter Regular

Font used in body of text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+[]:"><.,;'{}

TYPOGRAPHY

Type Specimen

The 'Space Grotesk' font, employed for headlines, embodies integrity and character. The accompanying 'Inter' font serves to modernize and maintain legibility and cleanliness. The provided hierarchy example should be followed when setting up a webpage or document. Judgment can be applied in adjusting font sizes and weights to optimize appearance within the layout and accommodate the required information. These fonts should be consistently used across programs; however, if unavailable, the 'Inter' font families can be utilized as an alternative.

Space Grotesk Bold →

PRE HEADER

Space Grotesk Bold →

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Inter Regular →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. **Risus commodo viverra maecenas accumsan lacus vel facilisis.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Inter Bold →

Space Grotesk Medium →

Quis ipsum suspendisse ultrices gravida:

Inter Regular →

- Bullet 01
- Bullet 02
- Bullet 03
- Bullet 04
- Bullet 05
- Bullet 06

Space Grotesk Bold →

CTA TEXT HERE

Iconography

Iconography





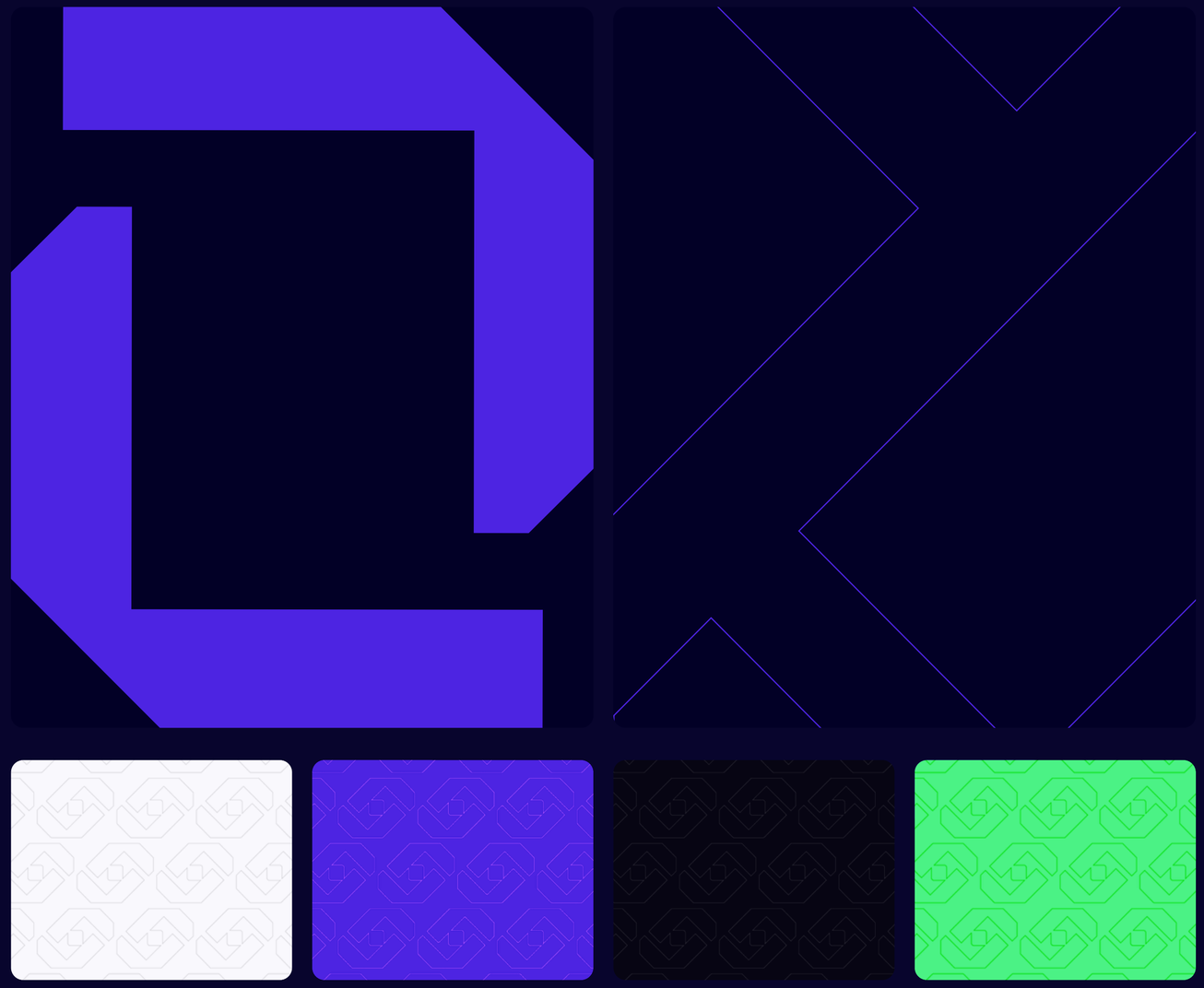


Fuuz icons play a crucial role in marketing and online web presence, offering symbolism, conceptual clarity, and visual interest through simplistic shapes and forms.

Supporting Graphics

Supporting Graphics

Supporting graphics serve as a subtle visual tool that effectively communicates the modularity inherent in our brand. While not mandatory for use, their application should distinctly convey their secondary role, with recognition that they are not the primary element in the overall visual identity.



Brand Photography

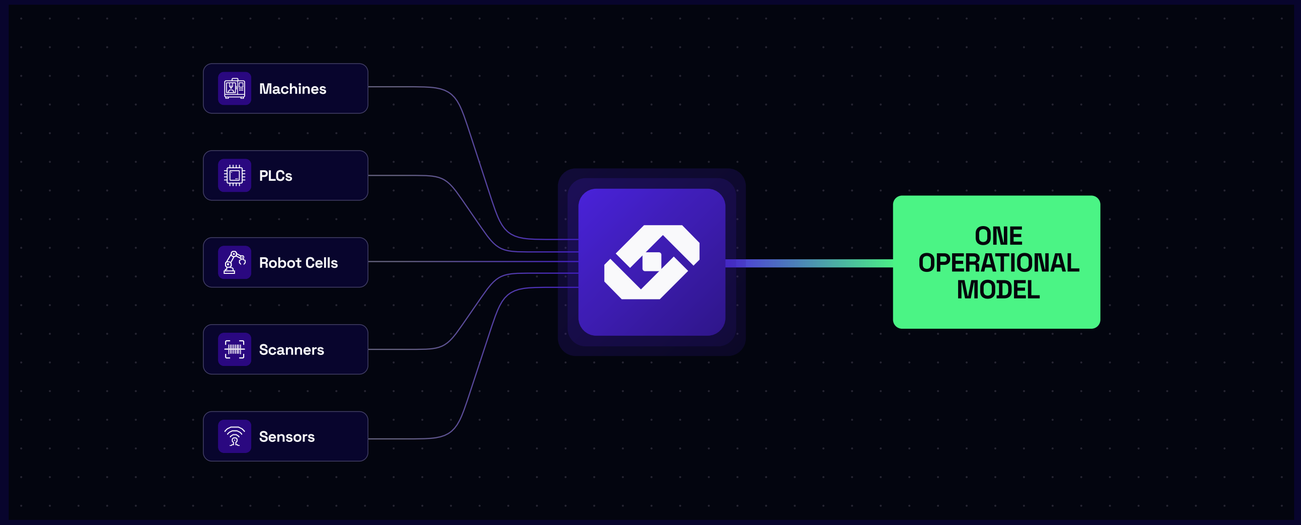
BRAND PHOTOGRAPHY

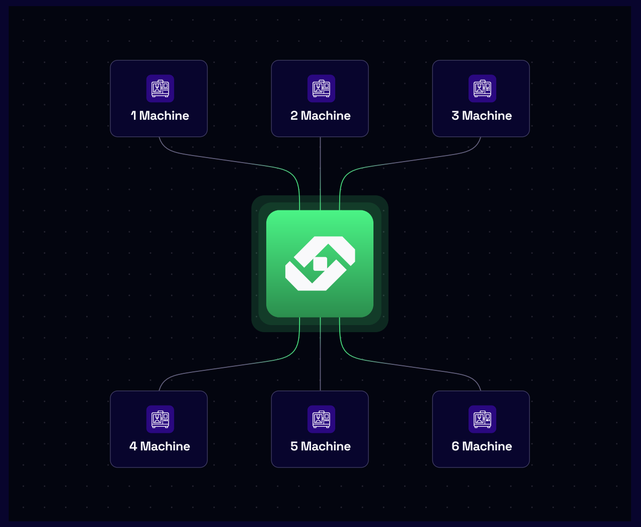
Diagrams & System Visuals

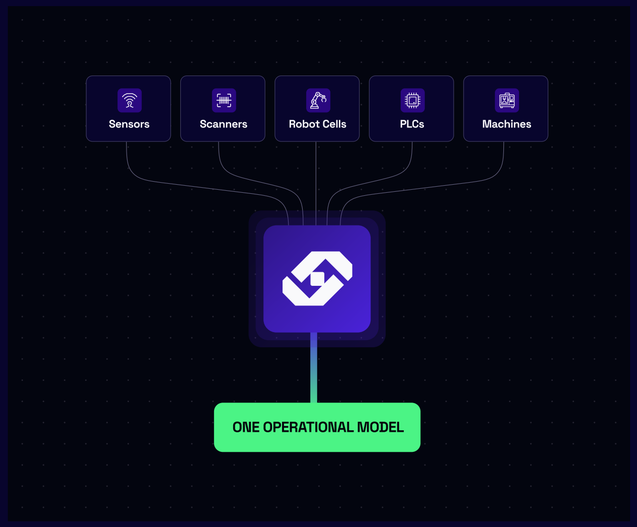
Diagrams are the primary visual language. Lead with clear, branded schematics that show how Fuuz connects the shop floor: machines, PLCs, sensors and controllers brought into one realtime operation. Technical and self-explanatory, in place of generic stock imagery.

KEYWORDS

- Clear
- Technical
- Connectivity
- Real-time
- Schematic
- Precise
- Branded







BRAND PHOTOGRAPHY

Environments & Operations

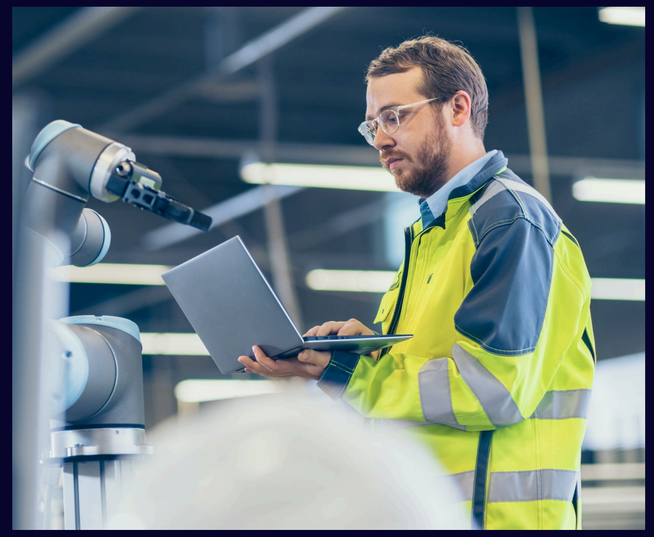
Where photography is used, show real people doing real work in real operational environments: production floors, machines, lines and facilities. People belong in these shots, they just shouldn't be performing for the camera. Shoot honestly and in context.

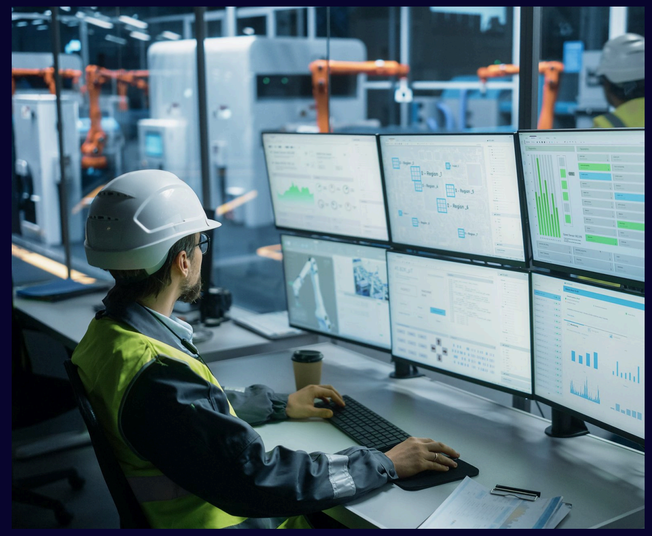
AVOID posed stock people, staged handshakes, fake smiles and isolated laptops. If it looks like a stock library, it's wrong.

KEYWORDS

- Authentic
- People at work
- Production floor
- Machines
- Facilities
- Candid
- Scale
- In-site









BRAND PHOTOGRAPHY

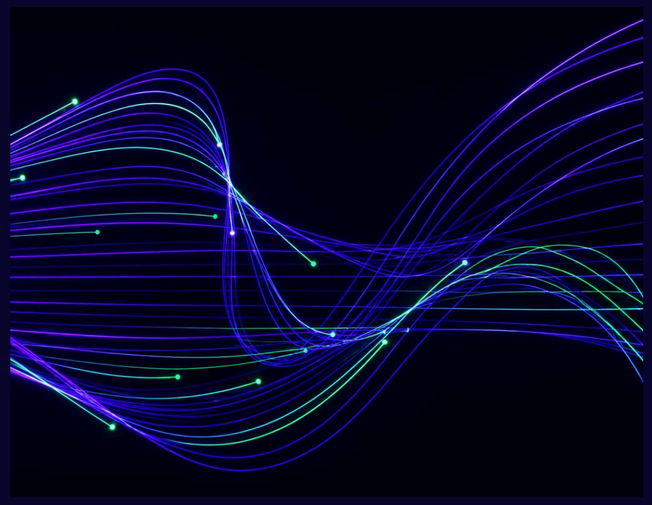
Connection & Flow

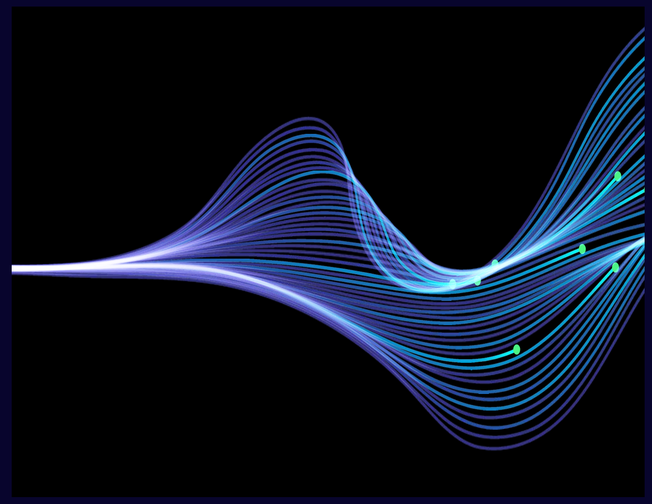
Abstract imagery expressing the flow of industrial data and the connection of systems across every facility. Innovative, dynamic and futuristic, with a sense of motion, direction and energy, visualizing the idea at the center of the brand: running every operation as one.

KEYWORDS

- Flow
- Connectivity
- Integration
- Real-time
- Data
- Unified
- Motion
- Futuristic









Brand Messaging.

How Fuuz describes itself, positions the platform, and speaks to complex, multi-site manufacturers and distributors. Everything in this section is approved source language.

BRAND MESSAGING

Primary Category

Enterprise Industrial Operations Platform

This is the primary category used to describe Fuuz. Because the category has yet to be defined, it should normally be followed by a clear explanation.

RECOMMENDED

"Fuuz is an enterprise industrial operations platform that connects industrial systems, data and operational applications across every facility."

AVOID

"Fuuz is an Industrial Operations Platform."

The category alone is too abstract for audiences unfamiliar with Fuuz.

BRAND MESSAGING

Core Statements

One-Sentence Description

Fuuz brings all the common warehousing and distribution software (MES, WMS, QMS, CMMS, etc) together in a single environment across every facility so the entire enterprise can operate as one.

Brand Promise

Fuuz gives industrial enterprises control over how they connect, modernize and scale their operations without forcing them into another rigid software dependency.

Positioning Statement

For complex, multi-site manufacturers and distributors, Fuuz is the enterprise Industrial Operations Platform that connects IT, OT, industrial data and operational applications across every facility. Unlike point solutions that address one function or integration tools that simply transfer data, Fuuz provides both the connective foundation and the application layer required to gain visibility, preserve critical workflows and progressively reduce software complexity. It consolidates all of the common warehousing and distribution tools into a single system, eliminating the need for separate platforms."

Elevator Pitch

Most industrial companies operate on a patchwork of machines, legacy systems, point applications, and spreadsheets that were never designed to work as a single enterprise. Fuuz connects that environment on one industrial operations platform. It gives organizations real-time visibility and flexible operational applications without forcing them to replace everything at once.

BRAND MESSAGING

Primary Brand Message

THE CENTRAL OUTCOME FUUZ ENABLES

Run every operation as one.

It applies to:

- Machines
- Systems
- Data
- Applications
- People
- Facilities

BRAND MESSAGING

Value propositions

Connect what you have.
Build what you need.
Modernize on your terms.

This communicates the three stages of the Fuuz value story:

Connect what you have: 01

Work within the customer's existing industrial environment.

Build what you need: 02

Configure applications and workflows around real operating requirements.

Modernize on your terms: 03

Replace and consolidate MES, WMS, QMS, CMMS, and other systems progressively rather than through an immediate rip-and-replace program.

BRAND MESSAGING

Voice summary

Fuuz sounds like an experienced manufacturing technologist: technically precise, commercially aware, candid about what does not work and confident enough to prove what does. It earns that voice from real manufacturing and systems-integration experience. The brand understands the customer's problem because its people have worked through similar operational and integration challenges.

Authoritative

Fuuz should sound qualified to define and lead a category.

USE:

- Clear positions
- Decisive language
- Well-supported arguments
- Enterprise-level implications

AVOID

- Unsupported superiority claims
- Inflated language
- Trying to sound larger than the company is

Technical

Fuuz should demonstrate real command of manufacturing, industrial systems, IT, OT and enterprise architecture.

USE:

- Specific language
- Accurate terminology
- Clear architectural explanations
- Real operational examples

AVOID

- Unexplained acronyms
- Feature lists without context
- Technical detail that does not support the message

Relatable

Fuuz should sound like it understands the realities of industrial operations.

USE:

- Practical examples
- Direct acknowledgement of complexity
- Language used by customers
- Honest discussion

AVOID

- Talking down to operators
- Presenting legacy environments as incompetence
- Overly casual small-SaaS language

Challenger

Fuuz can challenge conventional industrial software thinking.

USE:

- Strong opinions supported by technical reasoning
- Direct critiques of application sprawl
- Skepticism toward unsupported ROI claims
- Clear alternatives to common approaches

AVOID

- Attacking competitors without substance
- Being provocative only for attention
- Claiming every conventional solution is ineffective

BRAND MESSAGING

Recommended voice balance

Recommended voice balance

20%	Challenger
30%	Practical Industrial Expert
50%	Authoritative Enterprise Leader

Humor and stronger opinions are appropriate in founder-led and social content. Corporate website and sales messaging should remain more controlled.

BRAND MESSAGING

Headline examples

Brand-level

- Run every operation as one.
- One platform for the connected industrial enterprise.
- Connect every facility to the same operational foundation.

Pain-led

- Your plants should not operate like separate companies.
- You do not have a data shortage. You have a connection problem.
- The factory is moving in real time. Why is the enterprise a day behind?
- Your operational data is everywhere except where it is needed.

Benefit-led

- Gain enterprise visibility without replacing every plant system.
- Connect industrial data to the workflows that use it.
- Modernize operations without starting over.
- Scale operational intelligence across every facility.
- Connect now. Consolidate on your terms.

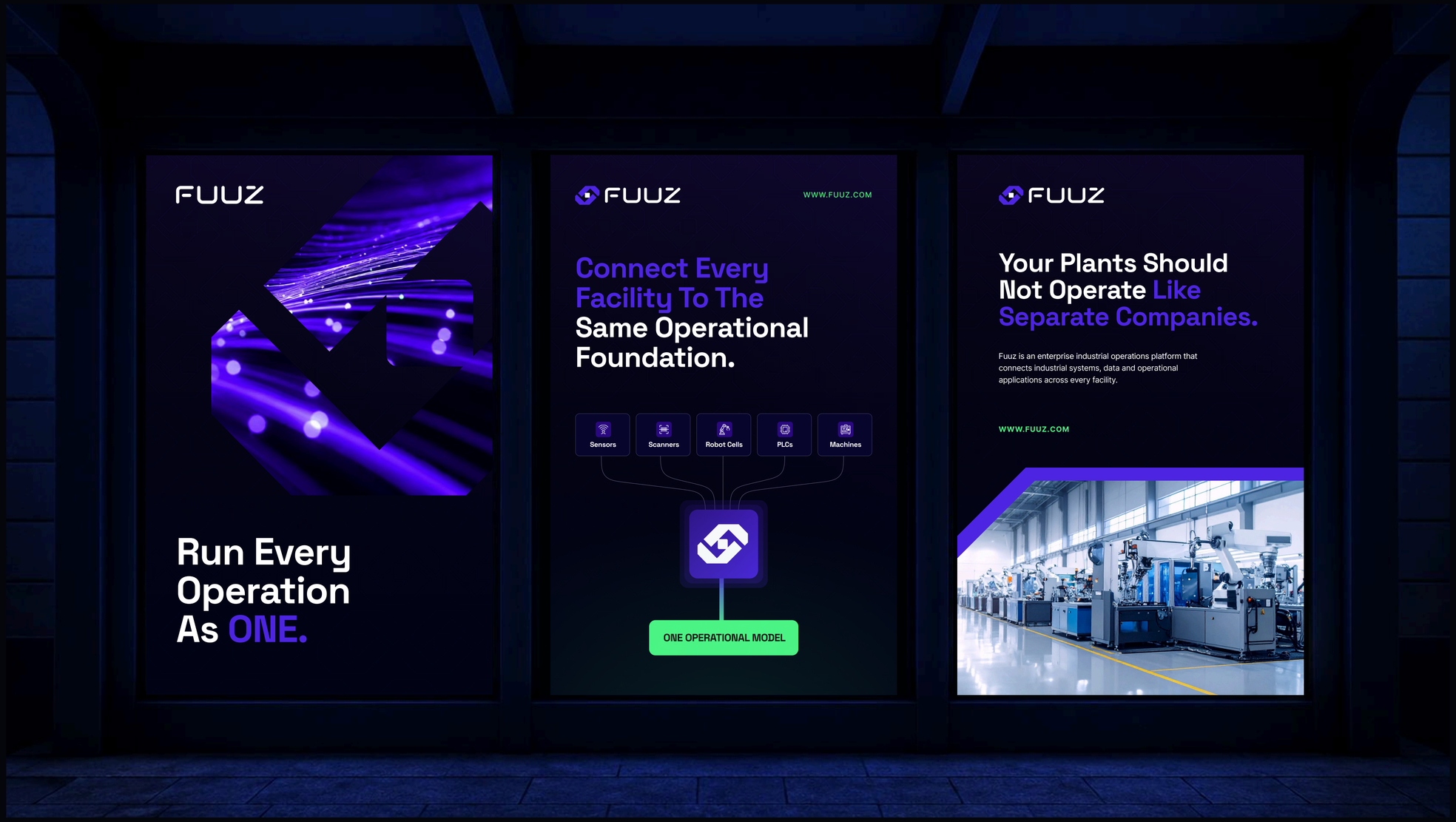
Challenger

- Stop solving software complexity with more software.
- Your ERP should not dictate every plant-floor workflow.

Brand Application Examples


FUUZ
John Smith
CHIEF EXECUTIVE OFFICER
715 South Boulevard East,
Rochester Hills, MI 48307
1-877-801-FUUZ (3889)
JohnS@fuuz.com
FUUZ


Run Every
Operation As
ONE.
WWW.FUUZ.COM
FUUZ


FUUZ
Run Every Operation As ONE.
FUUZ
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Connect Every Facility To The Same Operational Foundation.
Sensors
Scanners
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PLCs
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ONE OPERATIONAL MODEL
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Fuuz is an enterprise industrial operations platform that connects industrial systems, data and operational applications across every facility.
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