

Logo

Joyful and generous, Pluxee is an optimistic call to live a life filled with what really matters to you.

It's a catalyst for wonderful things happening in your life, an ever-expanding positive network of actions and reactions – bold and flexible, with contagious energy.

The 'X' is our focus. It marks what really matters, sits at the heart of our new name, and communicates our role in making it happen.

The Pluxee logo has been carefully crafted and should never be altered or recreated.

Although the logo features a lower case 'p' please write Pluxee with an upper case 'P' when writing within copy.

The word "pluxee" is displayed in a large, bold, dark blue, lowercase sans-serif font. The letters are thick and rounded, with a prominent 'x' in the center. The 'p' has a distinct vertical stem, and the 'e's are rounded and open at the bottom.

Clear space

To retain our logo's clarity and impact, we've defined an area of clear space around it.

This distance is measured by 50% of the width or height of the letter 'X' in our logo. Always make sure no elements or objects disrupt this clear space.



50% width or height of the 'X'

Minimum size

To ensure our logo is always legible, we've defined a minimum size at which it should be used.

Please note that the minimum size rules shown on this page do not apply when the logo is used within an endorsement line as shown in the sub-brand section on page 29.



pluxee

Print: **16mm width minimum**
Screen: **70px width minimum**

Colour variants

Our logo comes in a range of colour variants, designed to work with light or dark backgrounds, or with our bright colour palette. This page shows the possible combinations of background colour and logo.

We also have a black version of the logo that should be used for printing purposes only.

Mono black version
for black and white printing only



For light backgrounds



For dark backgrounds



With Ultra Green



With Boldly Blue



With Very Yellow



With Confidently Coral

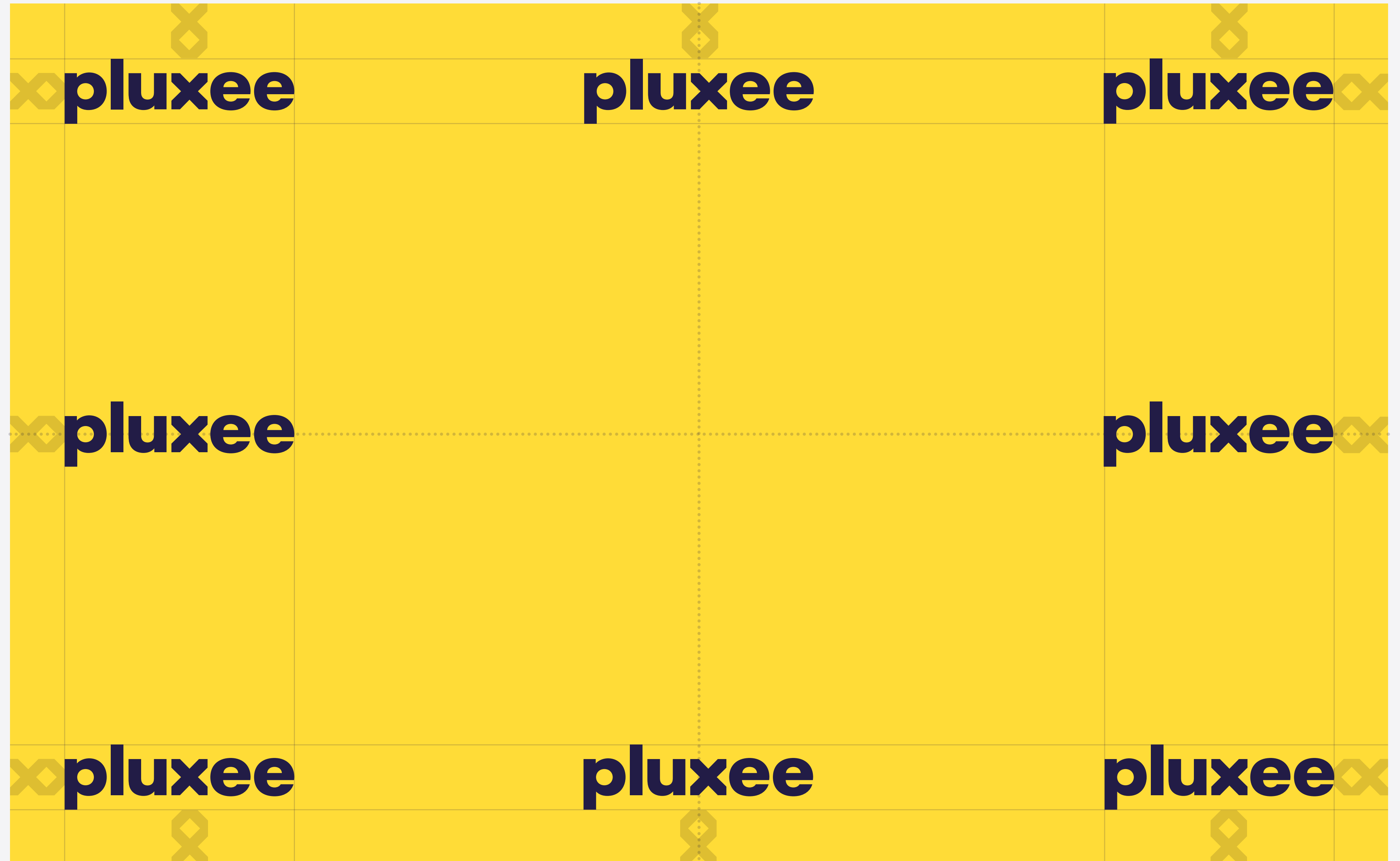


Logo positioning

The logo can be positioned in one of eight locations – in any corner of your layout, or centred along any straight edge.

To make sure it's not too close to the edge of the format, our recommendation is to position the logo one and a half 'X' away from the edge of the communication.

For applications where space is limited, the logo can go closer to the edge of the format, but always follow the clear space rules on page 14 as a minimum distance from the edge.



Disallowed logo examples

We use our logo carefully to maintain its legibility and integrity. Always follow the guidance on the previous pages, to make sure it is used correctly.

The examples on this page show how not to use the logo, and common pitfalls to avoid.



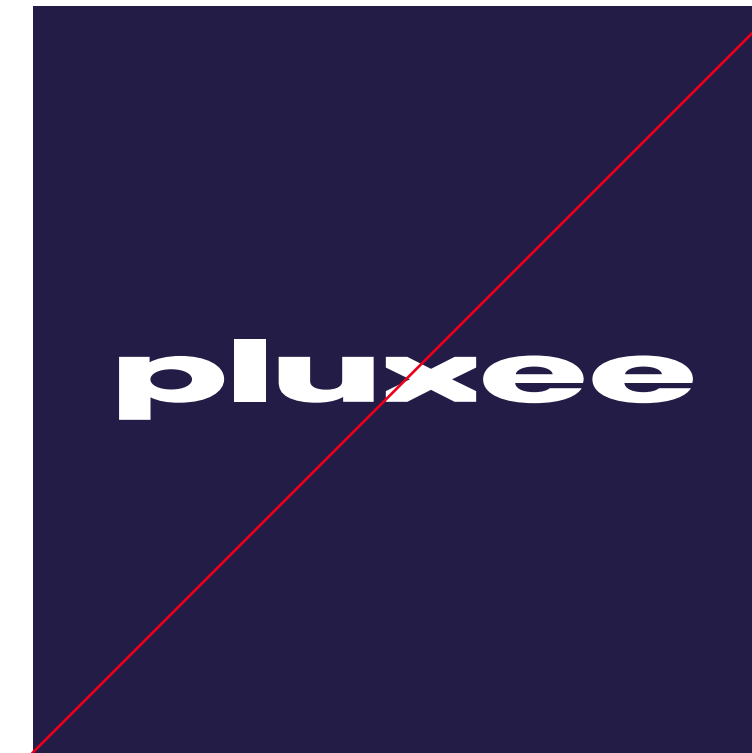
Don't use the white logo on any brightly coloured backgrounds.



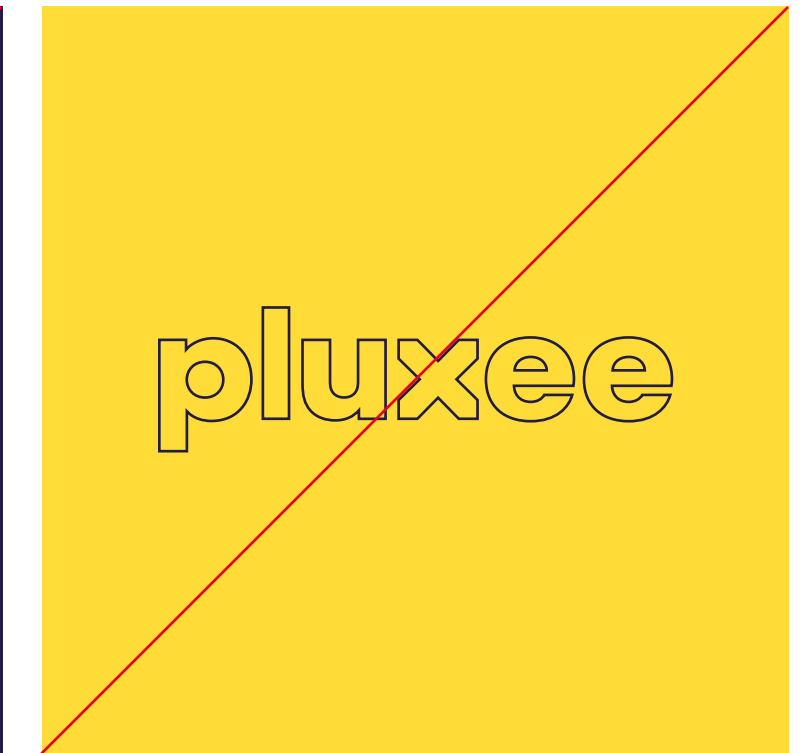
Don't use the coloured 'X' logo on any other background than Deep Blue.



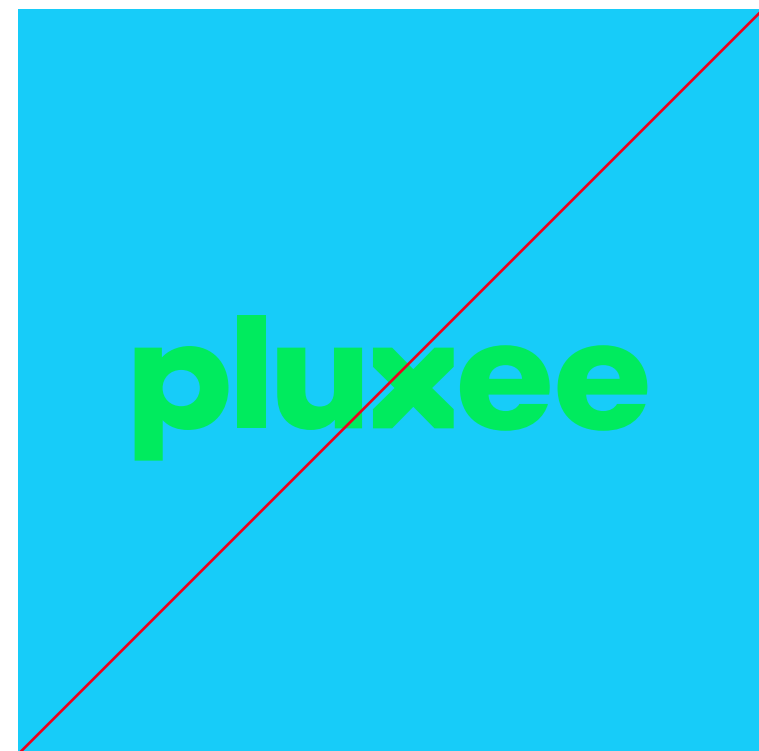
Don't apply effects to the logo.



Don't stretch or distort the logo.



Don't outline the logo.



Don't apply any other brand colours to the logo.



Don't rotate or angle the logo.



Don't interfere with the clear space of the logo.



Don't place the logo over photography, making it illegible.



Don't place the logo over busy areas of images or obstruct the subjects of images.