Fluxer brand guidelines

Updated November 5, 2026
fluxer.com/press/guidelines

These rules keep the Fluxer logo clear and easy to recognize wherever it appears. If something isn't covered here, email press@fluxer.com with your question.

Clear space

Keep clear space around the logo, the symbol and the wordmark, and keep text, images and other logos out of it. The space is measured in X, one quarter of the symbol's height.



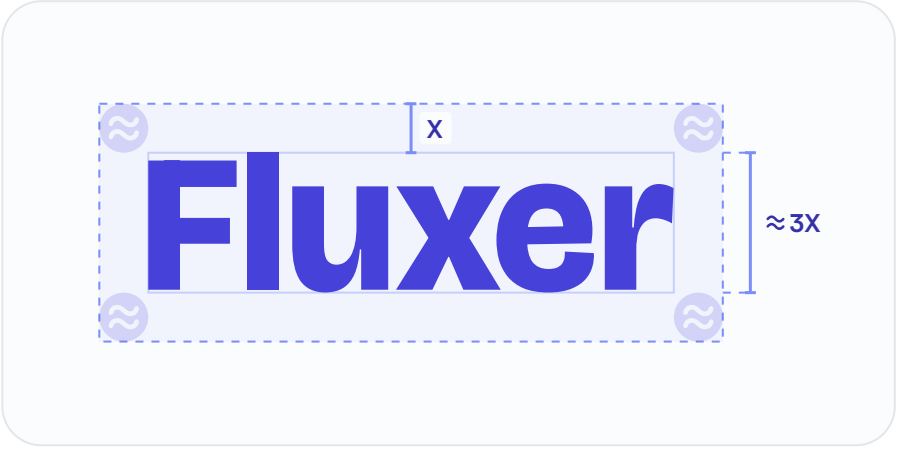
X is the distance from the top of the symbol to the top of its upper wave, the same as from its lower wave to the bottom. That's a quarter of its height.



Keep X free around the logo, and keep the gap between the symbol and wordmark as it is.



The symbol needs X on every side.



On its own, the wordmark needs X on every side, about a third of its height.

Minimum size

Below these sizes the waves in the symbol and the letters in the wordmark get hard to read. If the logo would be smaller than 24 px, use the wordmark instead, or the symbol when it's already clear that the mark is Fluxer's. All sizes are heights.

Version	On screen	In print
Fluxer Logo	24 px	6 mm
Symbol	16 px	4 mm
Fluxer Wordmark	16 px	4 mm
App icon	16 px	4 mm

Each example shows the minimum size on screen.

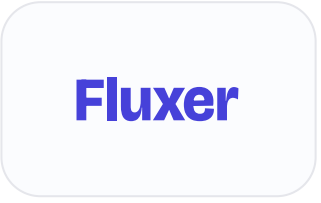
Choosing a version



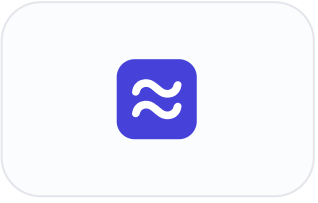
Use the full logo by default. It includes the wordmark.



Use the symbol only when Fluxer appears nearby or the context makes its owner clear to readers.



Use the wordmark when the symbol already appears nearby, or where the space is too short for the full logo.



Use the app icon only for the app itself, for example next to a download link or in a list of other apps.

In a row of social icons, such as links to your community on different apps and sites, use the symbol on its own, at the same size as the other icons in the row.

Backgrounds

Use the color or black logo on light backgrounds and the white logo on dark ones. On photos, put the logo on a calm area with strong contrast, or use the color symbol with white waves. Don't use the color logo on dark backgrounds or the black logo on Fluxer Blue.



Color on white



Black on white



Color on light indigo



White on Fluxer Blue



White on deep indigo



White on night indigo



White on black



White on a calm part of a photo



Color symbol with white waves on a photo

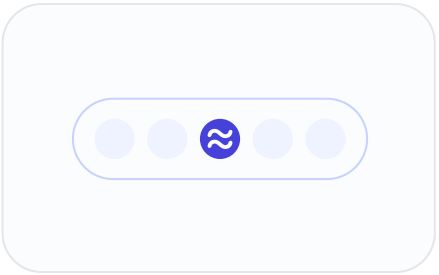
Do and don't



Use the files as they are, without changes, and keep X of clear space around them.



Put the white logo on Fluxer Blue or on another dark color that gives strong contrast.



In a row of icons, use the symbol on its own at the same size as the other icons.



Don't stretch or squash the logo.



Don't rotate it.



Don't recolor it. Use the color, black or white files.



Don't add gradients, shadows or other effects.



Don't turn it into an outline.



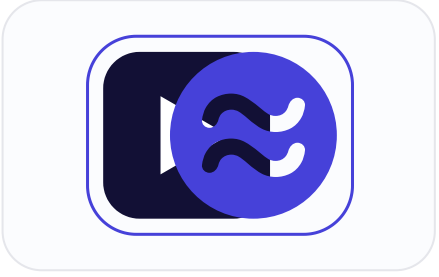
Don't put the full logo on a busy image.



Don't crowd it with text or other graphics.



Don't retype the wordmark in a font.



Don't merge it into another logo.

Next to other logos

When the Fluxer logo appears with another logo, give both the same visual height and keep 2X of space on each side of a thin line between them. Showing the logos side by side doesn't mean that Fluxer endorses or partners with the other company or its product.

Joint marketing, such as co-branded events, merchandise or campaigns, needs our approval first. Email partners@fluxer.com with what you have in mind.



Keep 2X of space on each side of a thin dividing line.

The partnered badge appears only inside Fluxer, next to partnered communities. It isn't a logo, so don't use it on websites, in apps, on merchandise or anywhere else.

Writing about Fluxer

Write	Instead of	Why
Fluxer	~~FLUXER~~, ~~fluxer~~, ~~FluxerApp~~	Only the F is a capital letter.
fluxer.com	~~Fluxer.com~~, ~~FLUXER.COM~~	It's the official instance, always written in lowercase.
Plutonium	~~plutonium~~, ~~PLUTONIUM~~	It's the name of the optional subscription on fluxer.com, written with only a capital P.
Operator Pass	~~operator pass~~, ~~Operators Pass~~	It's Operator with no s, and both words start with a capital letter.
communities	~~servers~~	The spaces people create and join on Fluxer are communities.

Self-hosted instances and forks

You can say that your instance runs Fluxer, as in "Example Chat, running Fluxer". Don't call your instance Fluxer or fluxer.com, and don't suggest that we run it. If you share a changed version of Fluxer, give it its own name and logo, and say clearly that it's based on Fluxer.

Fan and community projects

You can use the symbol in fan art, events and projects about Fluxer, as long as it's clear they aren't official. Keep the symbol as it is, and email partners@fluxer.com before you sell anything with the symbol or logo on it. Add this line to your project so people know it isn't official.

> This project isn't made or endorsed by Fluxer Platform AB, which owns the Fluxer name, logo and symbol.

Trademarks

The Fluxer name, logo and symbol belong to Fluxer Platform AB. You can use the files at fluxer.com/press to refer to Fluxer, for example in articles, videos, reviews, app directories and links to fluxer.com. That doesn't give you other rights or make you a Fluxer partner.

The AGPL covers Fluxer's code, and it doesn't give anyone the right to use the Fluxer name or logo for their own product or service.

We can update these guidelines, and we can ask you to stop any use of the Fluxer name or logo that doesn't follow them.