



Plytix Branding

Defining our look, feel, and style.
So every experience feels unmistakably ours.



Logo

Our mark originates from the first letter of our name and is formed by three elements that reflect our core pillars: product, culture, and values.

The icon's main expression features a rectangular frame, which should be used by default to maintain consistency and recognisability. A secondary, unframed (transparent) version of the icon is available for situations where the framed version is not suitable, but it should be treated as an alternative rather than the primary choice.

[Download logo kit](#)



Main logo



Main icon



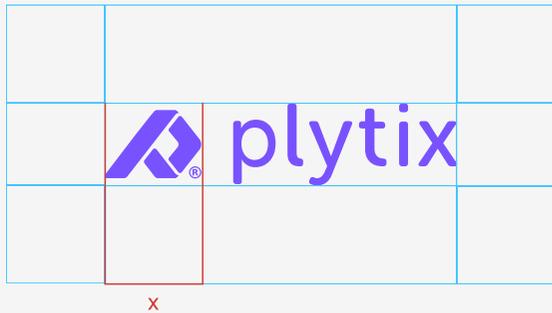
Secondary icon



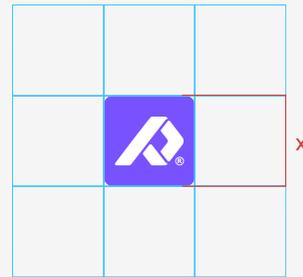
Logo usage: space and size

Always maintain the defined minimum spacing and sizes to preserve legibility and visual clarity.

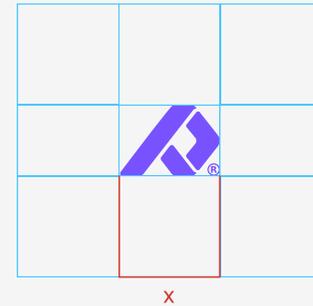
Minimum spacing



Main logo



Main icon



Secondary icon

Minimum size



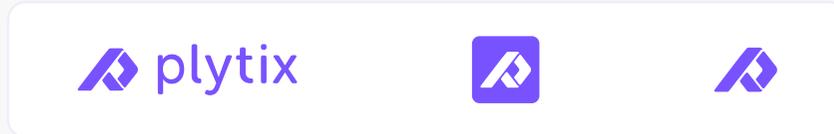
16px height



Logo usage

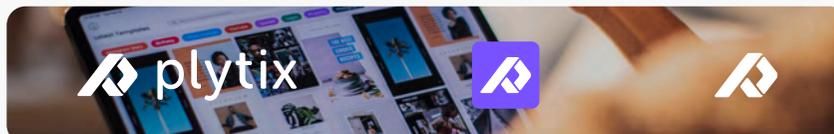
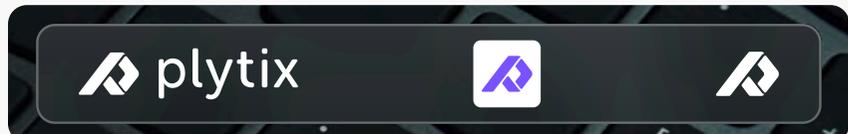
Here's a visual guideline of all our logo use-cases and how to correctly represent our branding in different backgrounds.

Over plain colors



Over images

It's recommended to avoid placing our logo directly over pictures. Instead, place the content and logo inside a frame that shows our glass style and blur.





Colors

Our colour system is built around a foundation of neutral tones, anchored by a bright purple as the primary statement colour. Supporting this are two complementary purple shades and an extended range of greys, which provide flexibility and balance across applications. Yellow and blue are reserved as accent colours and may be introduced sparingly to add emphasis or visual contrast when needed.

Primary colors

Black
(Grey 500) #201A32
CMYK: 92, 73, 29, 89

White #FFFFFF
CMYK: 0, 0, 0, 0

Background
White #F8F8F8
CMYK: 0, 0, 0, 3

Purple
Main #7A52FF
CMYK: 52, 68, 0, 0

Secondary Colors

Purple
Medium #BDA8FF
CMYK: 39, 43, 0, 0

Purple
Light #EFEBFF
CMYK: 11, 9, 0, 0

Accent

Blue #47C6FF
CMYK: 72, 22, 0, 0

Yellow #E5A800
CMYK: 0, 18, 92, 0

Grey Scale

Grey 400 #77708C
CMYK: 15, 20, 0, 45

Grey 300 #B9B3CC
CMYK: 9, 12, 0, 20

Grey 200 #FOEEF6
CMYK: 2, 3, 0, 4

Grey 100 #FBFAFF
CMYK: 2, 2, 0, 0



Glass style

Our glass style is a visual resource that solves two issues: visual diversity, and readability.

There are two versions of our glass style, that varies depending on the background image or color of the design.

The glass style brings together several design attributes, all developed using Figma's tools to ensure consistency and precision across the system.

Glass - Dark

Fill gradient: #FFFFFF - 10% opacity (top) to 5% (bottom)

Stroke: #FFFFFF - 30% opacity, 1px width

Effect: Background blur, 40% intensity

Glass - Light

Fill gradient: #FFFFFF - 10% opacity (top) to 5% (bottom)

Stroke: #FFFFFF - 100% opacity, 1px width

Effect - Background blur, 40% intensity

Effect - Drop shadow:

- Color #B9B3CC
- Position: X=0, Y=5
- Blur: 20
- Opacity: 30%

Exceptional use case

The main purple can be used as a shadow color to create a "wow" effect. Use sparingly and only on specific, intentional elements. Avoid overuse.



Fonts

Typography is fundamental to how our brand is perceived. Using our typeface consistently ensures a clear, unified visual identity across all touchpoints.

We use one typeface across the brand, relying on its range of weights to address different typographic needs.

Figtree



ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold - used in uppercase for pretitle style

abcdefghijklmnopqrstuvwxy

Semibold - used as main bold style, and in titles H1-H3

abcdefghijklmnopqrstuvwxy

Medium - used in H4 title

abcdefghijklmnopqrstuvwxy

Regular - used as regular paragraph style

[Download family](#)



Font styles

The following font styles form the foundation of our marketing materials.

The sizes shown in this page apply to print, while website and social media applications uses its own optimized dimensions.

PRETITLE - LOREM IPSUM DOLOR SIT AMET

Figtree, Bold, Uppercase

H1 - Lorem ipsum dolor sit amet

Figtree, Semibold, 20px

H2 - Lorem ipsum dolor sit amet

Figtree, Semibold, 14px

H3 - Lorem ipsum dolor sit amet

Figtree, Semibold, 11px

H4 - Lorem ipsum dolor sit amet

Figtree, Medium, 10px

P - Lorem ipsum dolor sit amet

Figtree, Regular, 9.5 px

P italic - Lorem ipsum dolor sit amet

Figtree, Regular italic, 9.5px

P bold - Lorem ipsum dolor sit amet

Figtree, Semibold, 9.5px

P bold italic - Lorem ipsum dolor sit amet

Figtree, Semibold italic, 9.5px

Notes - Lorem ipsum dolor sit amet

Figtree, Medium, 7.5px

Thank you

