

# FWX Aviation - Brand Guidelines

One-page guide for editorial and partner use - June 2026







## Logo Versions

- **Primary (full color):** fwx-logo.svg, fwx-logo-512.png, fwx-logo-1024.png, fwx-logo-2048.png. Use on dark or neutral backgrounds.
- **White (monochrome):** fwx-logo-512-white.png. Use on dark photo or video backgrounds where color is not available.
- **Black (monochrome):** fwx-logo-512-black.png. Use on light backgrounds in print or grayscale.
- **Favicon:** fwx-favicon.ico (16 / 32 / 48 multi-res).

## Minimum Size and Clear Space

- Minimum display size: 80 px wide on screen, 18 mm wide in print.
- Clear space: keep an empty margin around the logo equal to at least 10 percent of its width on every side.
- Do not stretch, skew or recolor the logo. Use only the supplied variants.
- Do not add drop shadows, glows or outlines beyond what is in the supplied files.

## Color Palette

Role	Sample	Hex	Use
Brand Blue (Primary)		#0ea5e9	Accents, links, callouts.
Accent Light Blue		#7dd3fc	Hover states, secondary highlights.
Deep Navy (Logo Background)		#0a1628	Logo gradient start, headlines.
Navy 2 (Logo Background)		#0c2040	Logo gradient end.
Background Dark		#05050a	Page background.
Text Light		#e2e8f0	Body text on dark.

## Typography

- Brand wordmark uses Arial / Helvetica, weight 800, letter-spacing 8.
- Subline "AVIATION" uses Arial / Helvetica, weight 400, letter-spacing 12.
- For editorial text either Arial, Helvetica or Inter is acceptable.

## Naming

- Preferred short brand: **FWX Aviation**.
- Long form: **FinnWest Aviation**.
- Product names always carry the "FWX" prefix, for example "FWX Rotor Haptic Engine".

Questions about brand or asset use? Finn.West@gmx.net - <https://finnwestx1.com/press.html>