

ONYXFM

OnyxFM Brand

Principles, assets, and references.

⬇ Download Brand Kit

Logos

The face of our brand. Hover any asset to download as SVG or PNG.

Full Lockup



Monochrome

Use when color reproduction is limited.



Tagline Lockup

Pairs the logo with our #FutureReady positioning.



Core Colors

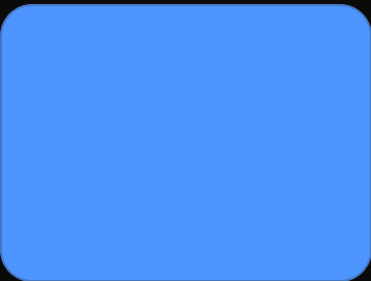
The palette that defines the OnyxFM visual language. Click any swatch to copy.



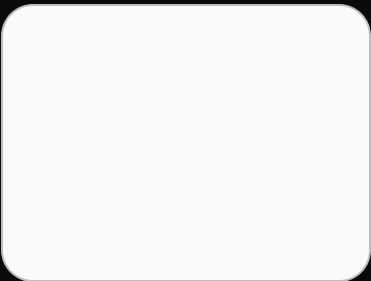
Cobalt Blue
HEX #0066FF
RGB 0, 102, 255
Primary actions, links, logo accent



Onyx Black
HEX #0A0A0A
RGB 10, 10, 10
Dark mode backgrounds



Electric Blue
HEX #4D94FF
RGB 77, 148, 255
Hover states, glow effects

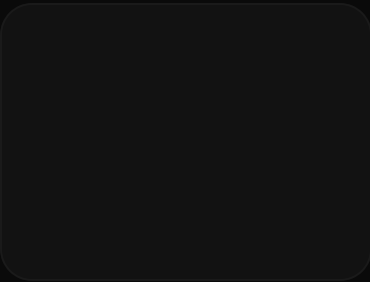


Pure White
HEX #FAFAFA
RGB 250, 250, 250
Headlines, primary text

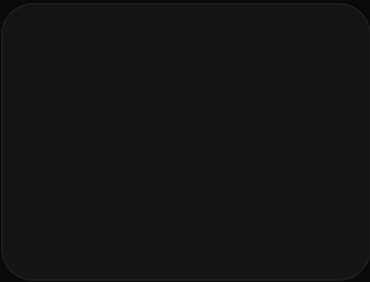


Muted Gray
HEX #999999
RGB 153, 153, 153
Body text, descriptions

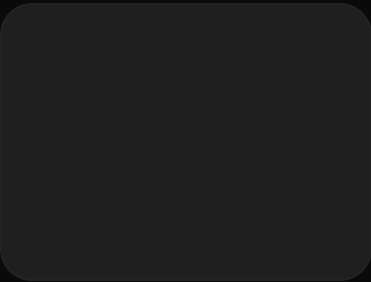
Surface & Elevation



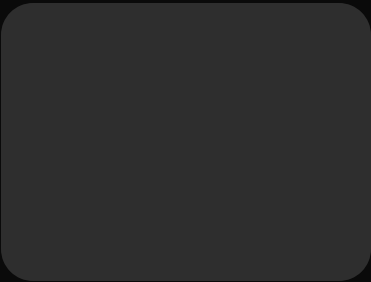
Card
HEX #121212
RGB 18, 18, 18
Card backgrounds



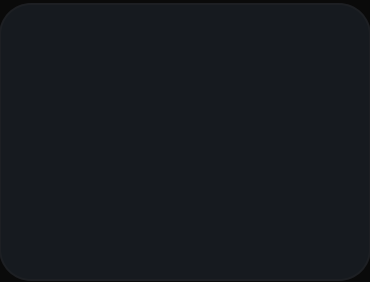
Elevated
HEX #141414
RGB 20, 20, 20
Elevated surfaces



Secondary
HEX #1F1F1F
RGB 31, 31, 31
Secondary backgrounds



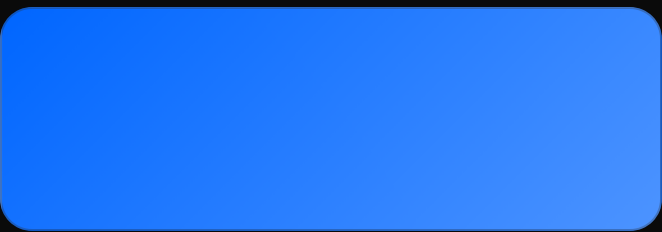
Border
HEX #2E2E2E
RGB 46, 46, 46
Dividers, outlines



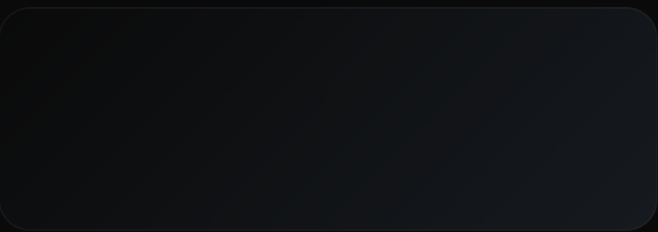
Accent Surface
HEX #161A1F
RGB 22, 26, 31
Accent section backgrounds

Gradients

The gradients that shape the visual language of the brand.



HEX #0066FF → HEX #4D94FF
Primary gradient — buttons, CTAs



HEX #0A0A0A → HEX #161A1F
Hero gradient — page backgrounds



HEX #0066FF → HEX #29A374
Success gradient — positive states

Typography

The typefaces that define the brand.

DISPLAY / HEADLINES

Space
Grotesk

Weight: 700
Brand logo, hero headlines

OnyxFM

BODY / UI

Inter

Weight: 400 / 500 / 600
Body text, UI elements, estimates & proposals

The all-in-one AI-powered facility management platform.

TYPE SCALE PREVIEW

Aa — 60px Display

Aa — 36px Heading

Aa — 24px Subheading

Aa — 18px Body Large

Aa — 16px Body

Aa — 14px Small

Aa — 12px Caption / Mono

Logo Guidance

Reference these rules when using the OnyxFM identity.

Do

- ✔ Use the official lockup with ONYX in white/black and FM in Cobalt Blue
- ✔ Maintain clear space equal to the height of the 'F' on all sides
- ✔ Use the white version on dark backgrounds
- ✔ Always use uppercase — ONYXFM, never onyxfm

Clear Space



Maintain clear space equal to the height of the "F" on all sides of the logo.

Don't

⚠ Don't change the colors

⚠ Don't stretch or distort

⚠ Don't rotate

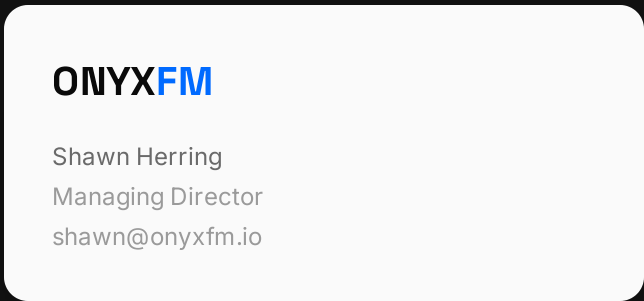
⚠ Don't use on busy backgrounds

⚠ Don't add effects or shadows

⚠ Don't use lowercase

In Context

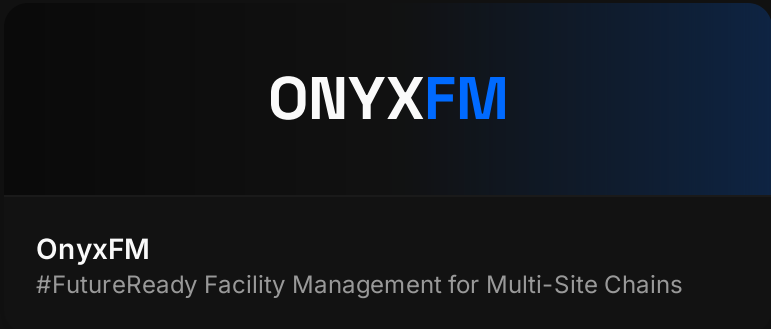
Our logo and brand in real environments.



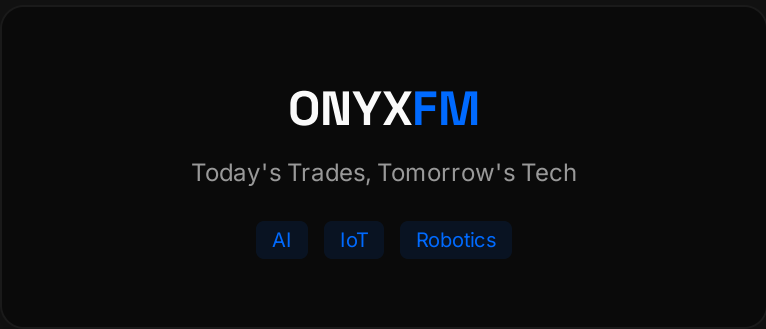
Business Card — Dark



Email Signature



LinkedIn Header



Presentation Slide

Section Design System

Four section archetypes define the visual rhythm of every OnyxFM page. Each has a specific purpose and context.

HERO DARK

Archetype 1 — Hero Dark

Deep background with gradient accents. Always the first section on product and marketing pages.

Background: `hsl(0 0% 4%)` Usage: Primary hero sections

ELEVATED SURFACE

Archetype 2 — Elevated Surface

Slightly elevated background for content cards, stats, and feature grids. Creates visual separation.

Background: `hsl(0 0% 8%)` Usage: Stats bars, feature grids, cards

ACCENT SURFACE

Archetype 3 — Accent Surface

Blue-tinted dark surface for accent sections. Used for testimonials, how-it-works, and visual breaks.

Background: `hsl(215 12% 10%)` Usage: Testimonials, alternating blocks

CTA PRIMARY

Archetype 4 — CTA Primary

Reserved exclusively for the final call-to-action at the bottom of every page. Never use mid-page.

Background: `cobalt radial glow` Usage: Final CTA only, one per page

Usage Rules

Never stack two identical archetypes

Always alternate to create visual rhythm.

CTA Primary is always last

One per page, always the bottom section before footer.

Hero Dark is always first

Product and marketing pages always start with Hero Dark.

Accent Surface sparingly

Use maximum once or twice per page for visual breaks.

Brand Voice

How OnyxFM sounds in every interaction.

MISSION STATEMENT

Coordinating the trades you need today while preparing your facilities for tomorrow's technology.

AI, IoT, and Robotics powering a nationwide vendor network.

BRAND TAGLINE

Today’s Trades,
Tomorrow’s Tech

Used as primary headline for service-related sections.

Confident

We know facility management inside and out. We speak with authority earned from real-world experience.

Direct

No fluff. We respect our users' time with clear, actionable language.

Grounded

Tech-forward but rooted in reliability and accountability.

Future-Ready

#FutureReady is a mindset, not just a hashtag. We lead with where the industry is going.

Smart facility management with one flat monthly fee.

Reliable service. Predictable costs. One point of contact.



About Us

Services

Contact

Restaurants

Office & Commercial

Hospitality

Multifamily

Healthcare

Grocery

Fitness

Entertainment

Convenience Stores

Book a Consultation

Vendor Partners

Brand Guidelines