

URX

Brand Philosophy	01
Brand Aesthetic	02
Color / Logo / Typography	03

Utility

- An element on the periodic table of mobile
- A fixture of your business
- Reliable and dependable
- Timeless and classic
- “Form ever follows function” – Louis Sullivan

Clean

- Distilled & Intentional
- Elegant & Modern

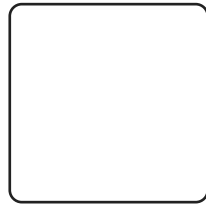
Primary Palette



#0079ff

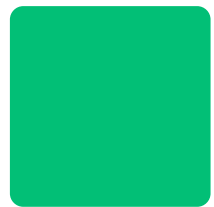


#222222



#ffffff

Secondary Palette



#02bf76

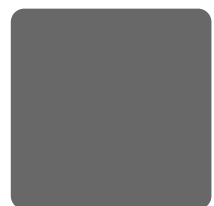


#ff0055



#fabd00

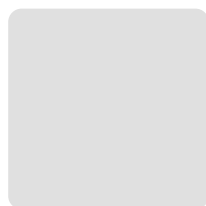
Gray Palette



#676767



#bdbdbd



#e0e0e0

Logo

URX

Font: Din-Medium
Tracking: 20, 40
Color: #222222

Typography

Proxima Nova Thin

Proxima Nova Light

Proxima Nova Semibold