Brand Guidline

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Brand Values

Our Essence
At ReflectX, we believe that every piece of glass tells a story. From the serene clarity of a window that frames your view of the world, to the sustainable innovation behind every product we create, our mission is to intertwine the art of glassmaking with the principles of eco-conscious living. ReflectX is not just a company; it's a vision of a future where beauty and responsibility go hand in hand.

Our Journey
Founded on the belief that the beauty of glass could be harnessed in a way that benefits both people and the planet, ReflectX embarked on a journey of discovery, innovation, and sustainability. Our founders, a team of visionary artisans and environmental advocates, saw the potential for glass to transform spaces, conserve energy, and inspire individuals. From our inception, we pledged to not only create products of exceptional quality and beauty but to do so in a manner that respects the environment and champions the advancement of green technology.

Our Commitment
Clarity in Purpose: At ReflectX, clarity goes beyond the transparency of our products. It's a reflection of our purpose—to create glass that elevates spaces while preserving the world around us. Every pane, every piece, every product is a testament to this unwavering commitment.

Sustainability in Action: We stand at the forefront of sustainable glass innovation, integrating recycled materials, pioneering energy-efficient production methods, and advocating for the protection of natural resources. Our products are designed to enhance environmental well-being, contributing to a cycle of sustainability that benefits everyone.

Innovation in Craft: Innovation is the heartbeat of ReflectX. We continuously push the boundaries of what glass can achieve, from smart windows that adapt to light conditions, reducing energy consumption, to architectural glass that cleans itself while purifying the air. Our dedication to innovation ensures that every ReflectX product is a bridge to the future of sustainable living.

Our Promise
To our customers, partners, and the communities we serve, ReflectX promises to remain steadfast in our commitment to excellence, sustainability, and innovation. We vow to not only meet but exceed expectations, delivering products that inspire, perform, and protect.

Our Invitation
We invite you to join us on this journey. Whether you're designing a home, constructing a building, or simply seeking to live more sustainably, ReflectX offers you a window to a better world. Together, let's reflect on what's possible when we view the future through a lens of sustainability, innovation, and unparalleled beauty.

Logo

Primary Logo on Light Background

Primary Logo on Dark Background

Simplified: 1 Color (light background)

Simplified: 1 Color (dark background)

Font

The logo is made using a helvetica based font adjusted to have rounded edges. It is recommended to use the helvetica font family in any related brand documents to keep consistency with the brand. Helvetica was chosen because of its simplicity and sleek look. Helvetica Bold should be reserved for titles and headers while helvetica light should be reserved for supplementary information.
Note the mirrored text in the primary logo is 50% transparent.

Colors

Hex: 000000
RBG: 0, 0, 0
CMYK: 100, 100, 100, 100

Hex: BDDDEF
RGB:189, 221, 239
CMYK: 24, 4, 2, 0

Hex: FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Hex: 7D7D7D
RGB: 125, 125, 125
CMYK: 53, 44, 44, 9

primary image opacity alternative

Usage Guidelines

Clear Space

The logo should proportionally have the same amount of clear space around it as the image on the left. The minimum space given around it should be equal to the lentgh and hieght of the square chains.
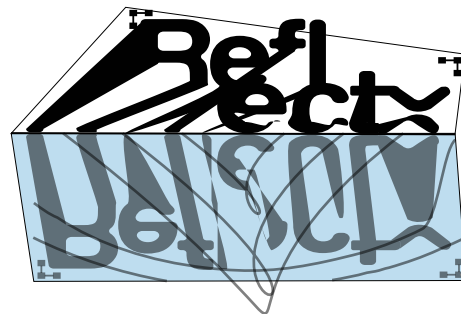
Do Not's

-Do not stretch the logo.

-Do not skew the logo.
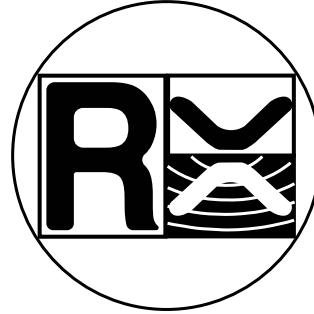
-Do not distort the logo.
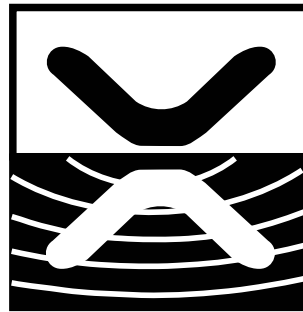
Iconography

Primary Icon

When applicable use the primary icon as it acurately represents and is uniqe to the brand.

Secondary Icon

This Icon is meant for small spaces where the addition space taken up by the r from the primary icon makes it too cluttered too small to distinguish detail.

Icon General Guidlines

-All icons must contain the "X".
-Icons must contain the gap in the "X".
-Icons should contain the mirrored colors when appropriate.
-Icons should contain the "R" whenever possible.