FLUXEON: Innovation in Solutions

Revolutionizing the Market with Innovation and Problem Solving

1. Brand Overview

- **What is FLUXEON?**
  FLUXEON is an autonomous flexibility-orchestration system that detects, forecasts, and mitigates distribution-level load spikes using multi-agent intelligence and Beckn Protocol workflows. It acts as a real-time co-pilot for DSOs, activating DER flexibility under a sub–5-second detection-to-dispatch SLA.
- **Problem it solves**
  Utilities can't manually coordinate DER flexibility fast enough. Spikes occur at feeder/substation levels without visibility or traceability, and human-driven responses are slow, expensive, and inconsistent. FLUXEON automates the full cycle—detection → prediction → DER activation—while maintaining full P415/P444 auditability.
- **Why it's innovative**
  - Uses **Beckn Protocol** as a universal interface for DER discovery & activation.
  - Provides **verifiable OBP-ID traceability** for settlement.
  - Agentic architecture enables **autonomous decision-making**, not rule-based scripts.
  - Built for **regulators, auditors, and DSOs**, not just dashboards.
- **Core value**
  "The DSO's intelligent co-pilot."
  - FLUXEON anticipates overloads, executes flexibility, and leaves a perfect audit trail.

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2. Brand Essence

- **Mission**: Enable real-time, autonomous flexibility management that keeps distribution networks stable, reliable, and future-proof.
- **Vision**: To become the global standard for agent-driven grid orchestration, where flexibility becomes a first-class operational asset.
- **Personality**: Precise. Trustworthy. Technical. Proactive. Transparent.
- **Brand Attributes**: Intelligent – Reliable – Agile – Auditable – Interoperable – Resilient

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3. Taglines

- **Main tagline**
  "Flexibility, Orchestrated."
- **5 alternative taglines**

a. “Intelligence Behind Every Peak.”
b. “Real-Time Power. Real-Time Response.”
c. “Where Grid Stability Meets Autonomy.”
d. “Frictionless Flexibility.”
e. “Agents Balancing the Future.”

- **When to use each**
  - **Primary:** hero section, PDF cover, pitch intro slides.
  - **#1–2:** in-product UI, real-time dashboards, demo screens.
  - **#3:** whitepapers, regulatory or policy-focused material.
  - **#4:** technical documentation, integration guides.
  - **#5:** marketing videos, hackathon submissions, landing page modules.

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4. Logo Guidelines

Safe Space

Clear space = **40% of the symbol’s height** on all sides.

Nothing may enter this perimeter.

Minimum Sizes

Digital: 120 px

Print: 22 mm

Never scale using non-uniform ratios.

Correct Usage

✓ High contrast on dark backgrounds

✓ Clean gradients (blue → green)

✓ Keep proportions locked

✓ Use vector formats (SVG/PNG)

Light & Dark Variants

Dark Mode (primary): Neon electric blue + energy green

Light Mode: Charcoal outline + blue accents

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5. Color Palette

Primary Colors

Electric Blue — #0A84FF

Buttons, actions, highlights

Energy Green — #00E698

Normal states, DER availability, confirmations

Secondary Colors

Slate Black — #0D0F14 (background)

Grid Gray — #8B919A (subdued text, dividers)

Alert Amber — #FFC62E (warnings)

Critical Red — #FF3B30 (urgent states)

Usage Recommendations

Primary CTAs → Electric Blue

Positive indicators → Energy Green

Charts: blue for load, cyan for forecast, red for thresholds

Background: deep slate black with 90–95% opacity layers

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6. Typography System

Headers

Inter / SF Pro Display – Semibold

H1 — 32–36 pt, H2 — 24 pt, H3 — 18 pt

Body

Inter Regular — 12–14 pt

Line-height: 150%

Ideal for text-heavy dashboards and technical docs.

Monospace (for energy metrics & logs)

IBM Plex Mono / JetBrains Mono

Use for:

- OBP IDs
- P444 audit logs
- Timestamps
- DER rule invocation traces
- Multi-agent event logs

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7. UI Style System

DER Cards

Dark tile with thin border

Metrics: capacity, availability, cost, response time

Top-right status chip

Subtle blue/green glow for “active” DERs

State Chips

Normal: Green (#00E698)

Alert: Amber (#FFC62E)

Critical: Red (#FF3B30)

Rounded, high contrast, compact.

Beckn Lifecycle Module

Horizontal pill steps

Animated progression

Color-coded per stage

Includes timestamps for P444 auditability

Load Curves

Real-time line: Electric Blue

Forecast: Cyan, dashed

Capacity limit: Red

Confidence band: transparent cyan fill

Audit Logs

Monospace font

Timestamps + rule invoked + DER response

Exportable for regulator review

Aligned with P444 audit expectations.

Dark Mode

Primary mode

#0D0F14 base

#14171D cards

1px Grid Gray separators

Neon accents for key metrics

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8. Voice & Tone

How FLUXEON speaks

Technical but succinct

Direct, assertive, factual

No speculation or vague language

Prioritizes clarity for operators and regulators

Offers actionable recommendations

Correct

“Feeder B12 overload detected. Flex request dispatched in 2.7 seconds.”

“DER #214 responded. OBP-ID trace stored for settlement.”

Incorrect

“The load looks strange, something might happen.”

“I activated a few DERs; hopefully it helped.”

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9. Messaging

One-Liner

Autonomous flexibility orchestration for the modern grid.

Short Description (≈60 words): FLUXEON is an autonomous agent that detects, forecasts, and mitigates feeder-level load spikes using Beckn Protocol workflows. It activates DER flexibility within sub–5 seconds while providing full traceability through OBP IDs and P444-compliant audit logs. Designed as an intelligent co-pilot for DSOs, it brings speed, reliability, and transparency to flexibility operations.

Long Description (≈120 words): FLUXEON is a next-generation flexibility-orchestration platform that transforms distributed energy resources into reliable operational assets. Using real-time detection, predictive modeling, and Beckn-based activation, it coordinates DER responses to prevent overloads at feeders and substations. The system delivers a sub–5-second detection-to-dispatch SLA, fully aligned with P415 and OBP-ID traceability requirements for P444 settlement. Its modular agent architecture autonomously evaluates scenarios, initiates optimal actions, and records every decision for regulator review. As a co-pilot for DSOs, FLUXEON enables a stable, transparent, and future-proof energy network.

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10. Brand Architecture

Fluxorax Core: Decision engine, forecasting models, rule evaluation, risk scoring.

Fluxorax Agent: Real-time spike detection and DER activation (<5 seconds).

Fluxorax Flex Engine: Flexibility optimization—capacity, constraints, cost, DER priority.

Fluxorax Beckn Node: Publishes/consumes DER catalogues and executes the entire Beckn lifecycle.

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11. Mockup Descriptions

Main Dashboard

Real-time load curves

Overload probability distribution

DER availability + cost bands

Feeder/substation topology map

Active flex events panel

Beckn Flow Visualization

DISCOVER → INIT → CONFIRM → STATUS → COMPLETE

Each step animated, timestamped, and linked to audit data.

P444 Audit Interface

Structured log viewer

Filters: timestamp, OBP-ID, DER ID, rule invoked

Export to CSV/JSON/PDF

Compliance indicators (green = compliant, yellow = pending data, red = mismatch)

This design is intended to be visually impactful, maintaining an aesthetic balance and a unified, high-quality appearance.