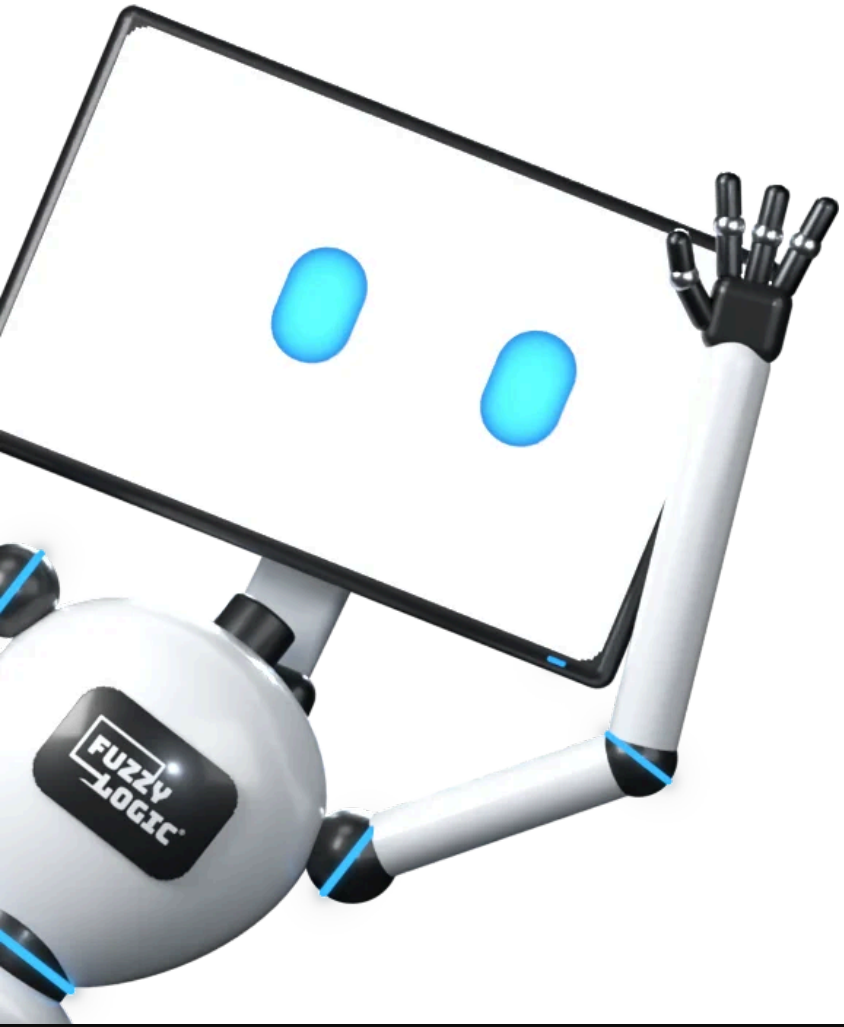
BRAND KIT · V1 · OCTOBER 2026

Hi! I'm Fuzz Buzz



FUZZY LOGIC®

LESS CHAOS, MORE LOGIC.™

Everything you need to make Fuzzy Logic look and sound like Fuzzy Logic. Logos, colours, fonts, our mascot, what we sell and where to get the app.

LESS CHAOS, MORE LOGIC.™ BUSINESS MADE SIMPLE. LESS CHAOS, MORE LOGIC.™ UNLIMITED USERS LES

INSIDE

WHAT'S IN THE BOX

01
LOGO
Versions, files and the ®

02
LOGO RULES
Clear space, sizes and don'ts

03
COLOUR
Black, white, greys and one spark

04
TYPOGRAPHY
Bungee and Montserrat

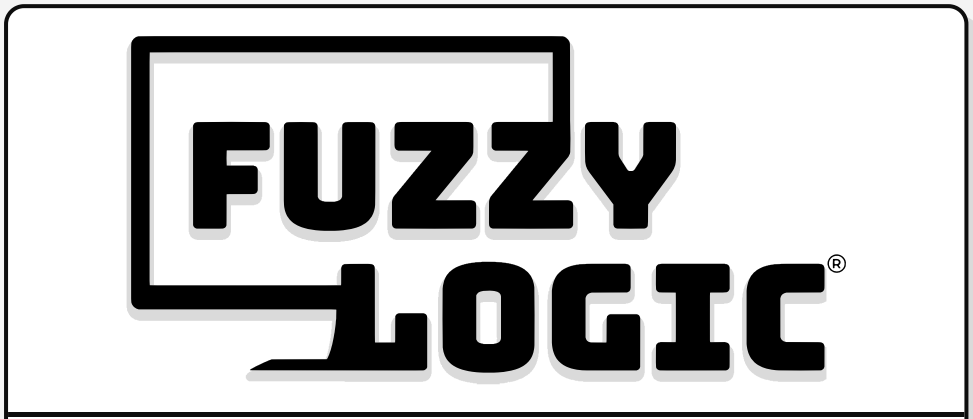
05
TAGLINE & MASCOT
Less chaos, more logic.™ and Fuzz Buzz

06
SERVICES, APP & VOICE
What we sell, where to get it, how we talk

Links in this PDF are clickable: websites, app stores, fonts and socials.

THE SCREEN WITH A NAME ON IT

A monitor outline with FUZZY LOGIC breaking out of the frame, finished with a hard offset shadow. The ® is part of the logo and goes everywhere the logo goes.



BLACK · PRIMARY

For white, Fog and light photography. Black mark with Shadow grey offset.

SVG PDF EPS PNG



WHITE · REVERSED

For Ink, Night and dark photography. White mark with Night grey offset.

SVG PDF EPS PNG



FLAT BLACK

No shadow. For embroidery, vinyl, stamps and small sizes.



FLAT WHITE

No shadow. Same jobs, on dark backgrounds.

GIVE IT ROOM TO BREATHE

CLEAR SPACE = ½ × HEIGHT OF "L"

FUZZY LOGIC®

½ L

CLEAR SPACE

Keep at least half the height of the letter L clear on every side.

30MM

MINIMUM SIZE

30mm wide in print, 120px on screen. Smaller than that, use the flat version so the ® stays readable.

®

ALWAYS ®

The registered mark is in every file. Never crop it, move it or redraw it.

PLEASE DON'T



Stretch it



Recolour it



Rotate it



Put it on mid-grey

FIFTY SHADES OF LOGIC

Black, white and grey do the heavy lifting. Fuzz Buzz Blue comes from our mascot's eyes: a spark, never a flood.

INK
#0D0D0D
RGB 13 13 13 · CMYK 0 0 0 95
Primary. Text, logo, dark sections.

PAPER
#FFFFFF
RGB 255 255 255 · CMYK 0 0 0 0
Primary. Backgrounds, reversed logo.

FOG
#F4F4F4
RGB 244 244 244
Page backgrounds.

SHADOW
#DADADA
RGB 218 218 218
Logo offset on light.

STEEL
#8F8F8F
RGB 143 143 143
Captions on dark.

SLATE
#5F5F5F
RGB 95 95 95
Body copy on light.

NIGHT
#252525
RGB 37 37 37
Logo offset on dark. Cards on Ink.

FUZZ BUZZ BLUE
#2EB8FF
RGB 46 184 255 · glow #64F0FF
Accent only. Highlights and the AI bot. Never on the logo.

LOUD ON TOP, CLEAR UNDERNEATH

DISPLAY

Get Bungee ↗

BUNGEE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?&

Headlines, the tagline, big numbers and stickers. Always uppercase, never paragraphs. Add the hard grey offset shadow for punch.

BODY

Get Montserrat ↗

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt 0123456789

Regular | Medium | **Bold** | **ExtraBold** | **Black**

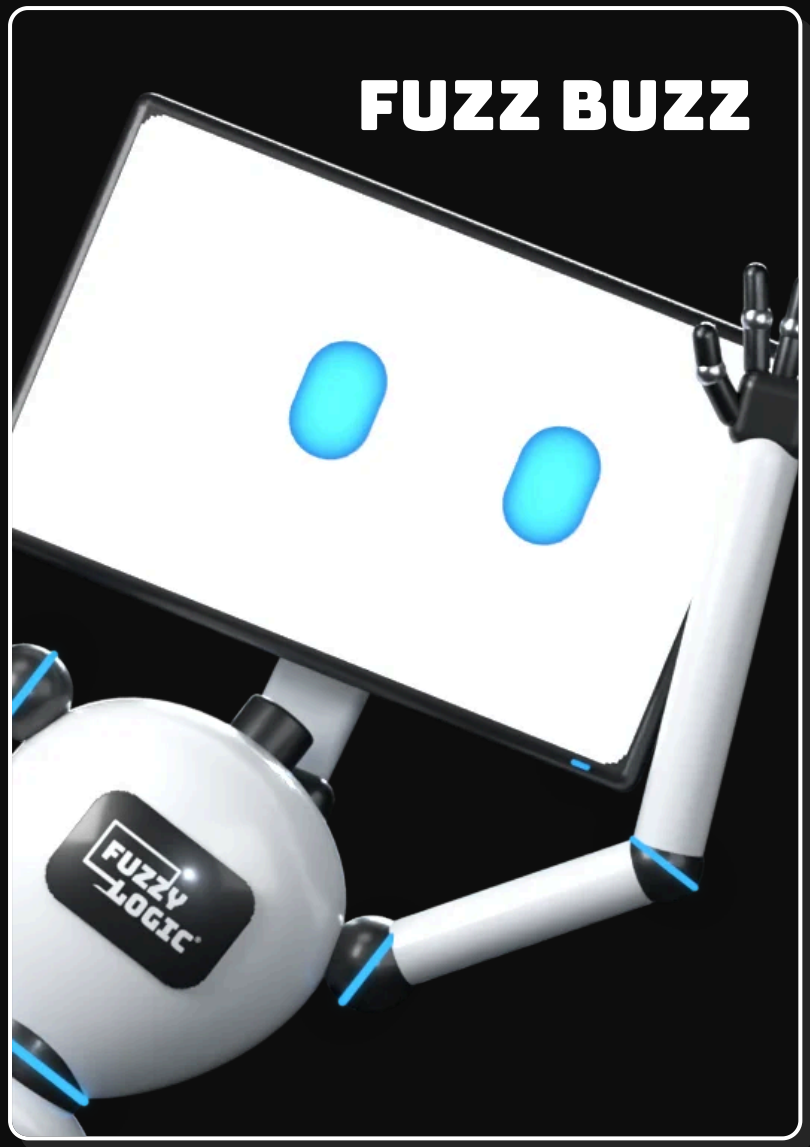
H1 · BUNGEE	**BUSINESS MADE SIMPLE.**
LABEL · MONT EXTRABOLD	**14-DAY FREE TRIAL · NO CONTRACTS**
BODY · MONT REGULAR	CRM, funnels, bookings, invoicing and an AI agent that never takes a lunch break. One login, unlimited users.

— 05 · TAGLINE

LESS CHAOS, MORE LOGIC.™

Our line, set in Bungee. It closes videos, signs off emails and sits under the logo on anything printed.

- Set in **BUNGEE**
- Comma after **CHAOS**
- Full stop, then ™
- Never reword it
- In copy: Less chaos, more logic.™



— 05 · MASCOT

MEET FUZZ BUZZ

A friendly robot with a monitor for a head, the logo on his chest and glowing blue eyes. He's the face of our 24/7 AI support bot and the one who pops up to say hello.

DO

- Let him peek in from an edge
- Pair him with AI, help and support
- Give him short, cheerful lines
- Keep the blue glow on his eyes

DON'T

- Recolour or restyle him
- Put him inside the logo lock-up
- Crop off his face
- Make him grumpy or scary

WHAT WE DO

Fuzzy Studio builds, films, designs and automates for small and local businesses. The Fuzzy Logic App runs the lot.

THE APP

FUZZY LOGIC APP

All-in-one CRM and automation. Leads, pipelines, bookings and client comms in one place.

fuzzylogic.systems ↗

BUILD

WEB DESIGN

Fuzzy Logic or WordPress sites with SEO built in and 12 months free hosting. From £999+VAT.

fuzzy.studio ↗

GROW

SEO

Blogs written to rank on Google and AI search, plus Google Business Profile updates. From £399+VAT/mo.

fuzzy.studio ↗

AUTOMATE

AUTOMATION AUDIT

We map your enquiry-to-sale journey and hand you the build plan for the app.

fuzzy.studio ↗

POST

SOCIAL MEDIA

Managed posting, monthly strategy calls and approvals inside the app.

fuzzy.studio ↗

FILM

VIDEOGRAPHY

Content days, retainers and drone footage. Short-form video built for ads.

fuzzy.studio ↗

SNAP

PHOTOGRAPHY

Headshots, team shots, products and premises, in studio or on site.

fuzzy.studio ↗

MAKE

GRAPHIC DESIGN & PRINT

Logos, brand kits, animations and printed materials.

fuzzy.studio ↗

INSIDE FUZZY LOGIC

CRM · Sales funnels · Automations · Work management · Booking systems · Universal inbox · WhatsApp · Website hosting · Social planner · Document signing · Digital contracts · Invoicing · Newsletters · Email marketing · Lead management · Chat widget · VoIP · Webhooks · Live reports · **AI Agent: conversation · voice · bookings · reviews · content**

PLANS

All plans: unlimited users & contacts · no contracts · cancel anytime

FREEDOM

£99 /mo + VAT

The full platform. Starts with a 14-day free trial.

FLOW

£139 /mo + VAT

Everything in Freedom, plus WhatsApp and website hosting.

FUSION

£199 /mo + VAT

Everything in Flow, plus work management.

FRAMEWORK

£329 /mo + VAT

Everything in Fusion, plus unlimited AI Agent.

Prices as listed on **fuzzylogic.systems**, October 2026.

LOGIC IN YOUR POCKET

14-DAY FREE TRIAL

Fuzzy Logic runs on your phone, your Mac and your PC. Tap a button to download.

DOWNLOAD ON THE
APP STORE
iPhone & iPad

GET IT ON
GOOGLE PLAY
Android

DOWNLOAD FOR
MAC
Apple silicon & Intel

DOWNLOAD FOR
WINDOWS
Windows 10 & 11

FUNNY, THEN USEFUL

We talk like a mate who happens to be brilliant at systems. Witty, plain-spoken and always about the jobs owners keep putting off.

"THAT FOLLOW-UP YOU MEANT TO SEND ON TUESDAY? SENT."

~~Leverage omnichannel automation synergies.~~

Talk about the list: the real tasks owners keep meaning to get round to.

"ONE LOGIN. YOUR WHOLE BUSINESS. NO SPAGHETTI."

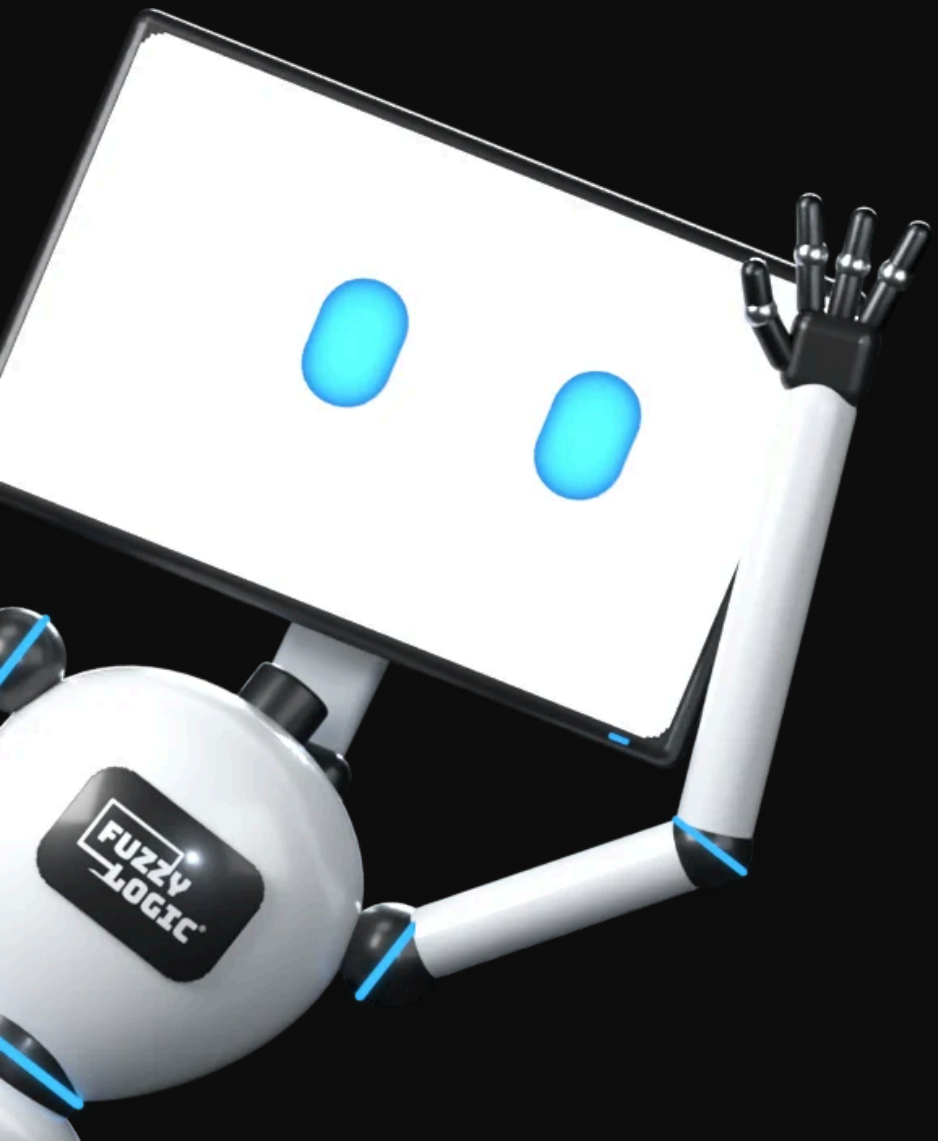
~~A comprehensive integrated solution suite.~~

Short sentences. Name the problem, then the fix.

"LESS CHAOS, MORE LOGIC.™"

~~Unlock your business potential today!~~

A joke is welcome. Hype words are not.



FUZZY LOGIC®

LESS CHAOS, MORE LOGIC.™

WEBSITES

fuzzylogic.systems
fuzzy.studio

TALK TO US

info@fuzzy.studio
01634 919119
WhatsApp

SOCIAL

Instagram
Facebook
TikTok
LinkedIn

Fuzzy Logic® is a registered trade mark of Fuzzy Studio Ltd · Company no. 16128918

Brand kit v1 · October 2026