



Brand guidelines

Version 1.0, September 2026

foxl.ai

A personal agent. On your own computer.

One line

Foxl is a personal AI agent that runs on your own computer, with the models you already use.

Short description

Foxl is a personal AI agent for research, writing, and everyday work. It runs on your computer and works with your files, browser, and tools under the permissions you choose. Bring the Claude or ChatGPT subscription, API key, or local model you already use. Foxl Notes turns meetings into clear notes, and the mobile app keeps you connected. Free to download for Mac, Windows, Linux, iPhone, iPad, and Android.

Use these as written for event programs, partner pages and press. Do not add user counts, ratings or customer names.

Products

Foxl Desktop	Your personal AI agent
Foxl Notes	Meeting transcription and notes
Foxl Code	Coding agents, private beta

Writing the name

One word, capital F: **Foxl**. Not FOXL, FoxL or Fox L. The domain stays lowercase, foxl.ai. Product names keep both words: Foxl Notes, never just Notes.

Voice

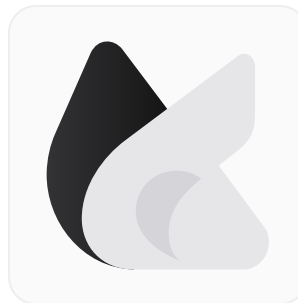
Plain, specific and calm. Say something useful instead of a slogan. No exclamation marks, no emoji, no urgency.

The mark.

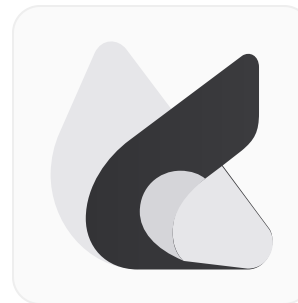
A fox, folded from three planes.



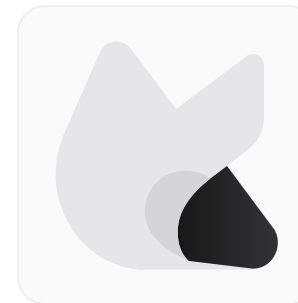
Three dark planes overlap like folded paper, and a blue crescent sits where they meet. The mark carries no outline and no text, so it works at the size of an app icon and the size of a stage screen.



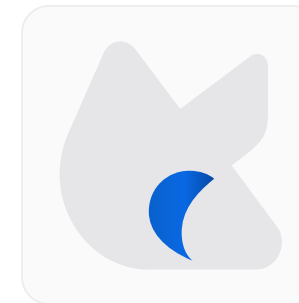
Back plane
The left ear, set behind.



Body
The right ear, folded forward.



Cheek
A shadow plane in front.

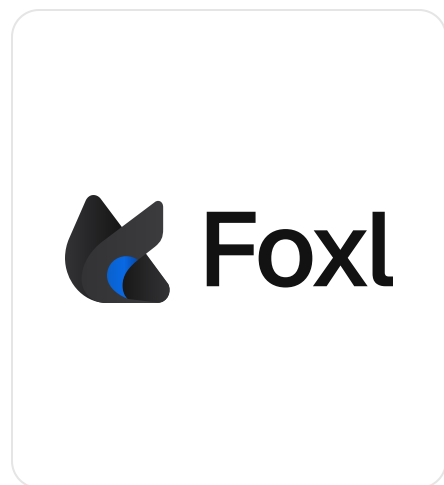


Crescent
The only color in the mark.

In one color the planes cannot rely on shading, so a slit separates the back plane from the body and the crescent becomes a cutout. The outer silhouette never changes between versions.

Five versions.

Choose by background.



Color

Primary. Light backgrounds, the product and the website.

`foxl-logo-color.svg`



Flat

When gradients will not reproduce: print, merch, small sizes.

`foxl-logo-flat.svg`



Reversed

Dark backgrounds that we design ourselves.

`foxl-logo-reversed.svg`



White

One color on dark, colored or photo backgrounds. Event screens and sponsor walls.

`foxl-logo-white.svg`



Black

One color on light backgrounds. Documents and single color print.

`foxl-logo-black.svg`

Inside the Foxl app the mark always appears in its original color, in light and dark themes. The flat and one-color versions are for places where the background is not ours to choose.

When in doubt, use Color on light backgrounds and White on everything else.

Lockups.

Start with the horizontal one.

Horizontal, primary



Stacked



Mark



Wordmark

Foxl

Products



Horizontal. The default for headers, slides, partner pages and event screens.

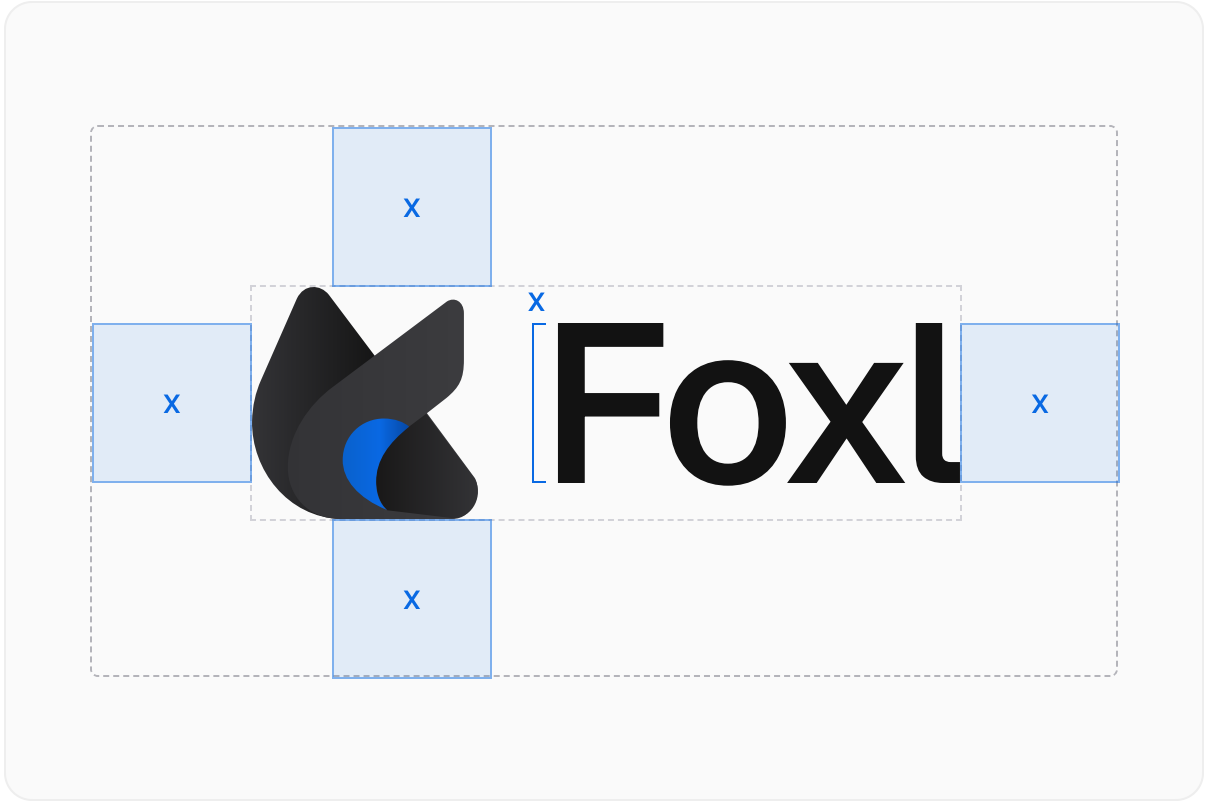
Stacked. Square or narrow slots, such as a sponsor tile or a badge.

Mark. App icon, favicon and avatars, or when Foxl is already named nearby.

Wordmark. When the mark already appears in the same view. The wordmark is outlined Geist at weight 550. Never retype it.

Give it room.

Clear space and minimum size.



X is the height of the F. The mark is 1.45X tall and sits 0.5X from the F. Keep at least 1X clear on every side. For the mark alone, keep a quarter of its width.

Minimum size	Screen	Print	At actual size
Horizontal lockup	80 px	25 mm	
Stacked lockup	32 px	10 mm	
Mark, color	16 px	5 mm	
Mark, one color	24 px	8 mm	

Below 24 px the slit in the one-color mark closes up on screen. Use the color mark for favicons and tabs. For embroidery and screen print, keep the mark at 15 mm or larger.

Mostly ink and paper.

One blue, used sparingly.

Ink

#121212
RGB 18 18 18
CMYK 0 0 0 93 approx.
Mark, wordmark, text

Paper

#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0 approx.
Default background

Foxl Blue

#0969E3
RGB 9 105 227
CMYK 96 54 0 11 approx.
The crescent. Logo accent only

Graphite

#333336
RGB 51 51 54
CMYK 6 6 0 79 approx.
Secondary dark

Slate

#1C1F26
RGB 28 31 38
CMYK 26 18 0 85 approx.
Dark surfaces

Mist

#F5F5F5
RGB 245 245 245
CMYK 0 0 0 4 approx.
Light surfaces

Line

#E5E5E5
RGB 229 229 229
CMYK 0 0 0 10 approx.
Borders, dividers

Interface blues

Links, buttons and focus states on foxl.ai and in the app. They are interface colors, not logo colors.

	Brand	#2E67B8 --brand
	Brand Light	#5E8BC9 --brand-light
	Brand Dark	#1D4987 --brand-dark

Rules

Foxl Blue belongs to the logo. Do not use it as a background or a campaign color. Keep layouts to ink, paper and one accent. CMYK values are approximate, so proof before print.

Geist for almost everything.

Two faces in support.

Geist

Headings, interface, body. 400, 500, 600

Aa

Your day.

A little lighter.

Your personal AI agent for research, writing, and everyday work.

Instrument Serif

Display only. 400 and italic, never bold

Aa

A thought becomes a plan.

JetBrains Mono

Code, terminal, file names

Aa

~/FoxL/memory/USER.md

approve shell: git status

가나다 Foxl

Pretendard
Korean, in the app

All four faces use the SIL Open Font License and are free to use, including commercially. Geist, Instrument Serif and JetBrains Mono are on Google Fonts. Use sentence case, tight tracking on large headings and normal tracking on body text. The second line of a heading can step down to grey, as on foxl.ai.

The app icon.

Same mark, light and dark.



Light

The shipped app icon. App stores, docks, downloads.



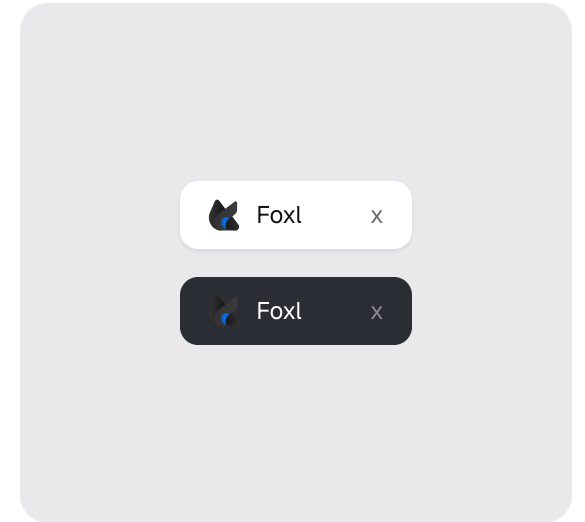
Dark

Dark appearance and dark marketing surfaces.



Avatars

X, LinkedIn, GitHub, Discord. The mark is sized to survive a circle crop.



Favicon

Always the color mark, on light and dark browser chrome.

The mark fills about 60 percent of the icon square, centered, matching the icon that ships today. Do not add a border, a gradient background or a second element to the icon.

Please don't.

Eight ways to break the logo.



- Do not stretch or squash it



- Do not rotate it



- Do not recolor the mark



- Do not add shadows or effects



- Do not outline it



- Do not rearrange the lockup



- Do not retype the wordmark



- Outside the app, do not use the color logo on dark

On someone else's stage. Send the white logo.

Founders Showcase 2026

HONOREES

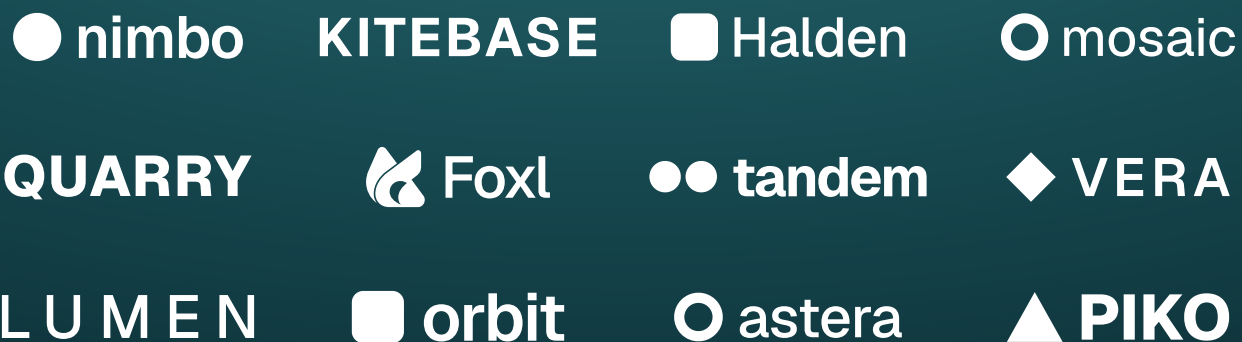


Illustration with fictional names. Every logo has the same box area and color.

From question
to finished work.



foxl.ai

INTEGRATIONS



KITEBASE



LUMEN

Next to other logos, match the letter height of the logos around Foxl. It should never be the largest logo in the row.

Which file to send.

A quick reference.

When you need	Send	Note
Event screen or sponsor wall asks for a white logo	logo/horizontal/foxl-logo-white.svg	PNG next to it if they cannot use SVG
Partner page or listing, light background	logo/horizontal/foxl-logo-color.svg	Square slot: logo/stacked/
Dark slide, dark website, video end card	logo/horizontal/foxl-logo-reversed.svg	White if the background is a photo
Print in one color, documents, merch	logo/horizontal/foxl-logo-black.svg	Flat when you can print two colors
Product pages for Notes or Code	logo/product/foxl-notes-*.svg , foxl-code-*.svg	Same four versions
Profile pictures and community icons	social/foxl-avatar-dark-800.png	Light version for light themes
Header image for X or LinkedIn	social/foxl-banner-1500x500.png	SVG source included
App stores and downloads	app-icon/foxl-app-icon-light-1024.png	Vector source included
Developers and designers	color/foxl-colors.css , foxl-colors.json	Fonts on page 08

SVG scales to any size and is the file to send first. Logo PNGs have transparent backgrounds. Icons, avatars and the banner are opaque. Every logo file is generated from the geometry of the shipped mark, so the silhouette matches the product. Questions: support@foxl.ai