

PUX
HOLDINGS





About Logo

The PUX Holdings logo focuses on clarity, strength and forward movement. The custom letterforms create a solid, unified mark that signals stability and confidence, which fits a holdings company. The design uses clean geometry and smooth curves to deliver a modern feel that works across digital and print.

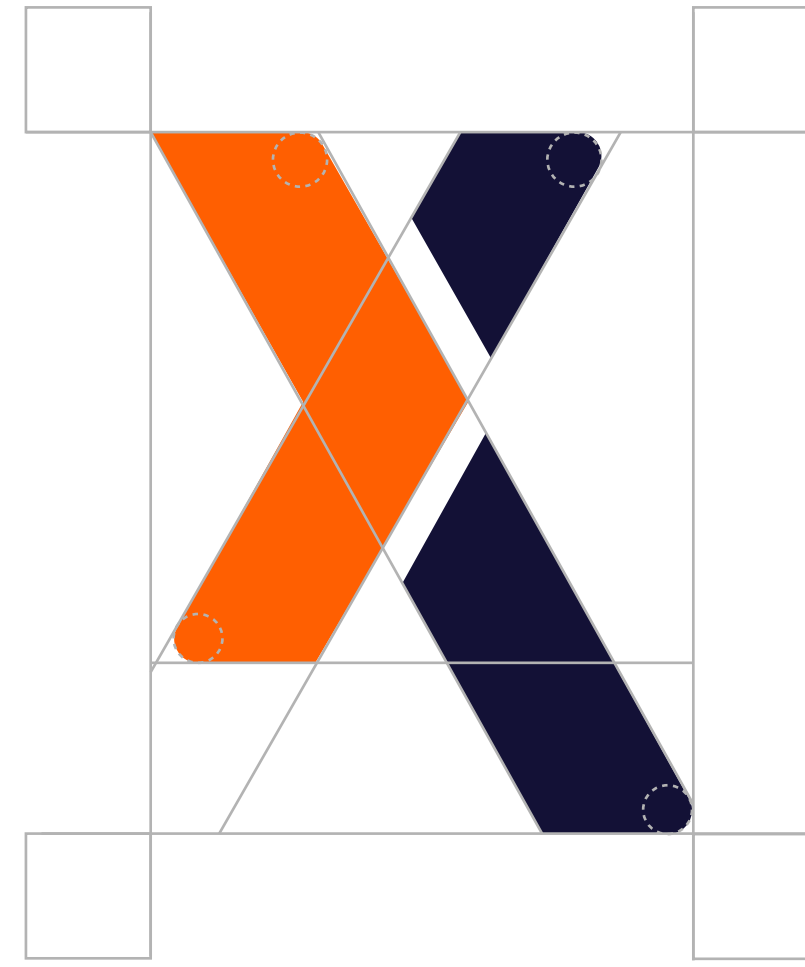
The dark navy tone gives the brand authority. It reads well at all sizes and builds a sense of trust. The orange accent adds energy. It highlights the X, which becomes the hero element. This creates a strong visual anchor and suggests action, growth and direction.

The angled cut on the X introduces motion. It gives the logo a forward-leaning character without feeling aggressive. The P and U use rounded corners to balance the sharper X shape. This keeps the mark friendly but still firm.

The HOLDINGS text sits in a clean, simple type style. The spacing keeps it readable and lets it support the main mark without competing with it. The orange colour ties it back to the accent on the X, which helps create one coherent system.

The logo works in flat colour and grayscale. It keeps its structure when scaled down. This makes it reliable for business cards, signage, websites and formal documents.

Overall, the design positions PUX Holdings as a bold, modern and capable business. The mark is simple enough to be timeless, and distinct enough to stand out in competitive corporate environments.



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INVERT

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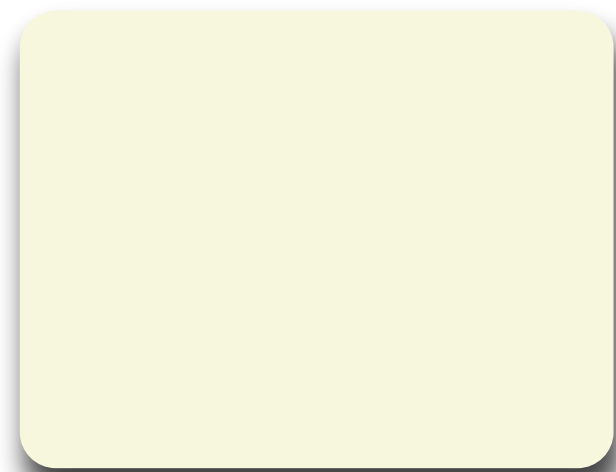
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BRAND PATTERN

