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FYNIX PROJECT

BRAND SUMMARY

Safety → Participation → Learning → Growth.

Trauma-Informed • Lived Experience Led • Psychologically Safe

Creating psychologically safe, emotionally safe, and reflective environments where people can learn, connect, and grow.

Rise Through Lived Experience

FYNIX PROJECT

BRAND SUMMARY

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About Fynix Project

Fynix Project is a trauma-informed workforce training and community wellbeing organisation dedicated to creating psychologically safe, emotionally safe and reflective environments where people can learn, connect and grow.

We work with organisations, communities and professionals across the United Kingdom, supporting healthier workplace cultures, stronger communication, increased wellbeing awareness and more effective human-centred practice.

Our programmes explore topics including psychological safety, emotional regulation, resilience, trauma-informed approaches, communication, wellbeing and reflective practice.

At the heart of our work is a simple belief:

People learn best when they feel safe enough to participate.

This principle influences everything we do, from the design of our learning experiences to the way we communicate with partners, participants and communities.

Our Purpose

Fynix exists to support the development of psychologically safe, emotionally safe and reflective environments through practical learning experiences, meaningful discussion and accessible wellbeing education.

We believe that learning becomes most effective when people feel respected, included and able to engage without fear of judgement.

Our work is designed to encourage reflection, strengthen communication and support healthier relationships within workplaces, communities and support services.

Rather than focusing solely on awareness, we focus on understanding, application and meaningful engagement.

The goal is not simply to share information.

The goal is to create positive change.

Our Mission

To support the development of emotionally safe, psychologically safe, reflective and accessible environments through trauma-informed training, practical psychoeducation and compassionate communication.

Through our workshops, partnerships and resources, we aim to help individuals and organisations build greater awareness, stronger relationships and healthier cultures.

Our Vision

We envision a future where psychological safety, emotional wellbeing and compassionate communication are recognised as essential foundations for healthy workplaces, healthy communities and healthy systems.

A future where people feel able to contribute, learn and grow without fear of judgement.

A future where wellbeing education is accessible, practical and relevant to everyday life.

And a future where human connection remains at the centre of organisational and community development.

Our Values

Psychological Safety

We believe people learn, contribute and grow most effectively when they feel safe enough to participate.

Psychological safety encourages curiosity, communication and meaningful engagement.

Emotional Safety

We are committed to creating environments where people feel respected, valued and free from unnecessary judgement.

Emotional safety supports learning, trust and connection.

Accessibility

We believe wellbeing education should be understandable, inclusive and practical.

Information should be accessible to the people it is intended to support.

Reflection

Reflection transforms information into meaningful learning.

We encourage curiosity, exploration and self-awareness rather than simply providing answers.

Compassion

Compassion allows us to approach people with understanding while maintaining appropriate accountability.

We believe humanity and professionalism can exist together.

Human Connection

People thrive through connection.

Relationships influence wellbeing, resilience, learning and growth.

Human connection remains central to everything we do.

What Makes Fynix Different

Many organisations focus on delivering information.

Fynix focuses on creating environments where information can be explored, understood and applied.

The frameworks and concepts that underpin our programmes are evidence-informed, drawing upon recognised research and established approaches across wellbeing, psychology, trauma awareness, communication and leadership.

However, our approach to learning is fundamentally human.

We encourage discussion.

We encourage reflection.

We encourage participation.

Our workshops are designed to create meaningful learning experiences rather than simply deliver content.

We believe that lasting change occurs when knowledge is combined with understanding, reflection and practical application.

Our Brand Personality

The Fynix brand should consistently feel:

Warm

Approachable, welcoming and human.

Grounded

Practical, realistic and accessible.

Professional

Credible, reliable and trustworthy.

Reflective

Curious, thoughtful and open to learning.

Safe

Respectful, inclusive and psychologically aware.

Authentic

Honest, consistent and values-led.

These qualities should be visible across all communications, learning experiences and partnerships.

Tone Of Voice

The Fynix voice reflects the same principles that underpin our work.

Our communication should feel:

- Professional without being corporate
- Compassionate without being overly emotional
- Confident without being arrogant
- Accessible without being simplistic
- Reflective without being vague

We communicate with people rather than at them.

We prioritise clarity, understanding and connection.

Where possible, we use plain English and avoid unnecessary jargon.

Our goal is always to create communication that feels welcoming, respectful and easy to engage with.

Visual Identity

The Fynix visual identity reflects the values and philosophy of the organisation.

The Phoenix

The phoenix serves as the primary symbol of Fynix Project.

It represents growth, resilience, renewal, learning and transformation.

Most importantly, it reflects the belief that people can rise through lived experience rather than be defined by it.

Colour Palette

Deep Navy

Represents trust, professionalism, stability and psychological safety.

Orange

Represents warmth, growth, hope and human connection.

White

Represents clarity, accessibility and openness.

Together, these colours create a visual identity that feels calm, professional and welcoming.

Brand Promise

Every interaction with Fynix should leave people feeling:

- Heard
- Respected
- Included
- Valued
- Safe to participate

- Better informed
- More reflective
- Better equipped to support themselves and others

This promise guides our communication, workshops, partnerships and organisational culture.

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