



FrintzTM

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BRAND FRAMEWORK

This guide provides a consistent visual style for your brand. As you grow your brand, things can get messy. To keep a tidy + easily recognizable brand, we've created a visual structure to make it easy to maintain brand consistency.

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SECTION ONE

Brand Overview

STRATEGY — OVERVIEW

THE BRAND TONE + RATIONALE

The brand identity creates a joyful and innovative vibe that helps portray Frintz as a modern, customer-forward brand.

The brand identity offers users a glimpse into what to expect when using Frintz's app; a simple, intuitive, and positive experience. For small businesses, the brand identity positions Frintz as a trustworthy and valuable company to partner with.

KEY WORDS *Human – Simple – Happy*



An at-a-glance visual brand reference guide.

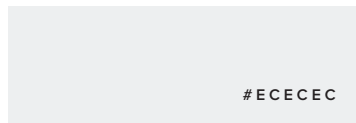
Frame it in your office, carry in your notebook so it's ready at all times, or laminate it if you're into that kind of thing :)

HAPPY BRANDING!

PRIMARY LOGO + BRAND MARK



COLOR PALETTE



BRAND TYPOGRAPHY

Aa
Sofia Pro Light
1 2 3 4 5 6 7 8 9 0

Aa
Sofia Pro Regular
1 2 3 4 5 6 7 8 9 0

LOGO VARIATIONS



SECTION TWO

Logo Usage

LOGOS — GUIDELINES

The do's and don't of using your logos.

PLEASE DO

- » Use the logos provided in your various brand colors.
- » Use the 'primary' logo as priority, and 'secondary' or 'sub-mark' logos as alternatives.
- » Provide plenty of space around the logo. Make it big or small, just don't make it cluttered. (See page 10 for spacing guide.)
- » Maintain strong contrast between the logo and background.

PLEASE DON'T

- » Get silly and do something weird with the logo (please, and thank you!).
- » Rotate, stretch, crop, skew or alter the logo.
- » Obstruct or add to the logo.
- » Apply effects (such as drop shadow) to the logo.
- » Adjust the colors of the logo.

PRIMARY LOGO



LOGO MARK



Logo variations show attention to detail and allow for flexibility throughout design.

USAGE EXAMPLES

- » Website favicon
- » Social media profile image
- » Branded stickers or stamp
- » Detailing on printed or digital materials
- » To create texture



Frintz™

Ample breathing room is everything when it comes to your brand.

Your primary logo, secondary logo or brand marks should have a clear space margin equal to, at a minimum, half of the x-height of the logo or mark being used. No other visual elements (type, photos, your favorite cat gif) should enter this space.

This padding around the mark ensures that the logo is highly legible and will read correctly.

Be aware of legibility through sizing as well – if items within the logo becomes unreadable, do not size that small and opt for a brand mark usage instead.



TOO SMALL



USE THIS INSTEAD



Let's talk some logistics, because we're nerdy and here to help.

Using the proper file types and color modes are just as important as being consistent through typography, spacing and color palettes.

FILE TYPES

.EPS

Scalable vector with transparent backgrounds. Best for printed items.

.SVG

Scalable vector with transparent backgrounds. Preferred for web if file type is accepted.

.PNG

Raster file with transparent background. Great for web when transparency is needed.

.JPG

Raster file without transparency. Great for web (typically for photos).

COLOR MODES

FOR PRINT

For printing, it is best to use the CMYK color breakdowns.

If you are printing a large run + using minimal colors, it is recommended to use the Pantone Matching System (PMS) spot colors for offset printing.

FOR WEB

For web use, it is recommended the HEX (#) or RGB color values.

It is important to note that each color might appear differently on various computers/devices, due to inconsistent monitor color calibration.

SECTION THREE

Brand Essentials

TYPE — COLOR

USING TYPE

Intentional typeface selections and usage will help ensure the success of your brand.

Sofia Pro is the primary brand font. It feels both modern and crisp. Use the font in uppercase letters with increased letter spacing for subheadings.

SOFIA PRO LIGHT

This is an example of headline type. Use it sparingly, but don't be afraid to go big and bold.

SOFIA PRO REGULAR

SUPPORTING TEXT FOR SUBHEADS.

SOFIA PRO REGULAR

This is an example of body copy used in a paragraph. Venenatis a condimentum vitae sapien. Placerat dui ultricies lacus sed turpis. Ultrices eros in cursus turpis massa tincidunt dui. Sociis natoque penatibus et magnis dis parturient. Venenatis urna cursus eget nunc scelerisque viverra mauris in aliquam.

USING COLOR

Correct color usage will anchor brand consistency across all platforms.

Vermillion Red is the primary brand color, which perfectly evokes the friendly and exciting vibe the Frintz brand is known for. Use this key color (marked with ●) most often, especially for call to action buttons on a website.

The accent colors allow for diversity within the brand. These colors find their spotlight in things like sub-brands such as podcasts, memberships, courses, etc.

The neutral palette is great for background colors on your site, products and uses where you need a lighter tint of your brand palette.

See page 10, color modes section for more information on usage.

PRIMARY COLORS



Vermillion Red

HEX: #D94A4A
 CMYK: 10, 86, 72, 1
 RGB: 216, 74, 74



Charcoal

HEX: #4C4C4C
 CMYK: 66, 58, 57, 37
 RGB: 76, 76, 76



White

HEX: #FFFFFF
 CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255

ACCENT COLORS



Mustard Yellow

HEX: #FDB913
 CMYK: 0, 30, 100, 0
 RGB: 253, 185, 19



Fern Green

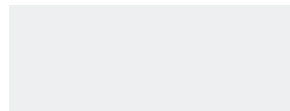
HEX: #70AE6E
 CMYK: 61, 12, 74, 0
 RGB: 112, 174, 110



Steel Blue

HEX: #4F7CAD
 CMYK: 74, 47, 13, 0
 RGB: 79, 124, 173

NEUTRAL COLORS



Cloud Grey

HEX: #ECECEC
 CMYK: 6, 4, 4, 0
 RGB: 236, 237, 237



Dolphin Grey

HEX: #BCBEC0
 CMYK: 0, 0, 0, 30
 RGB: 188, 190, 192

Sub-brand logo

The Frintz Fund is our dedication to supporting underfunded organizations working to find a cure for children's cancer and breast cancer.

the frintz fund