Frankli

2023
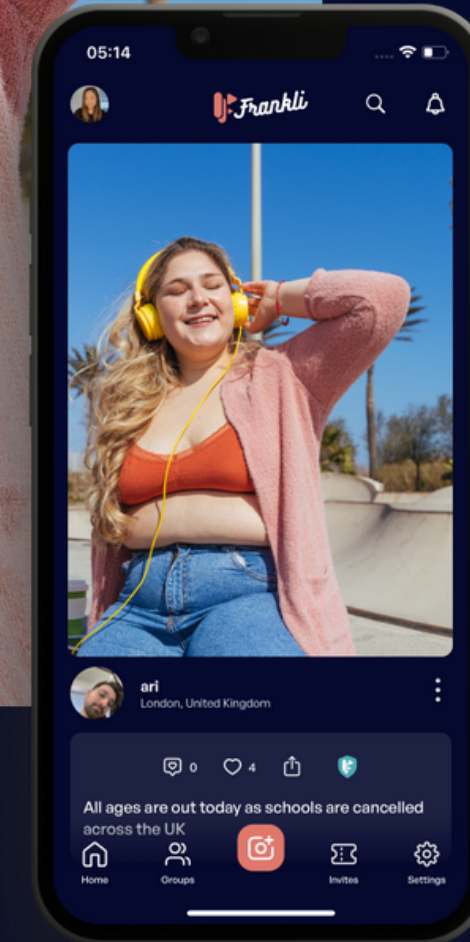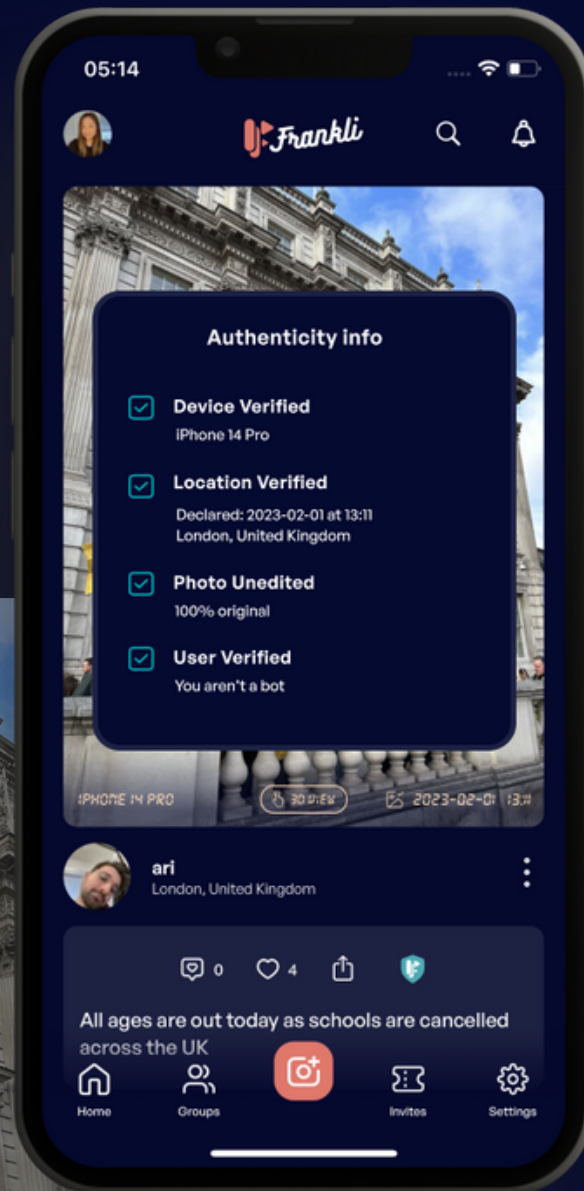
BRAND GUIDELINE

HELLO!

These guidelines ensure our brand is consistently and effectively represented across all communications. By adhering to these guidelines, you'll help us maintain a strong and consistent brand identity, build trust and recognition with our users, and present a unified message to the world. We encourage you to familiarise yourself with these guidelines and refer to them whenever you're creating content or communications on behalf of our brand. Thank you for your commitment to our brand, and we look forward to seeing the amazing work you'll create using these guidelines.
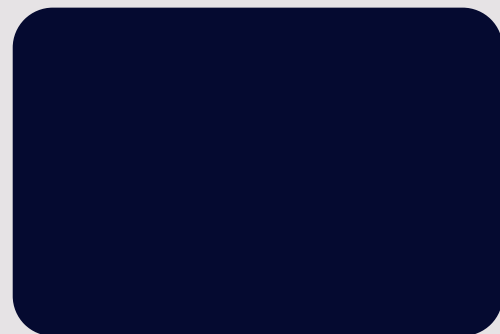
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COLOURS

This colour palette is inspired by a nostalgic aesthetic, evoking a sense of retro feelings and a longing for the simplicity of the past. The colours are vibrant and bold, reflecting the uniqueness of the individual and the desire to stand out in a world of conformity.
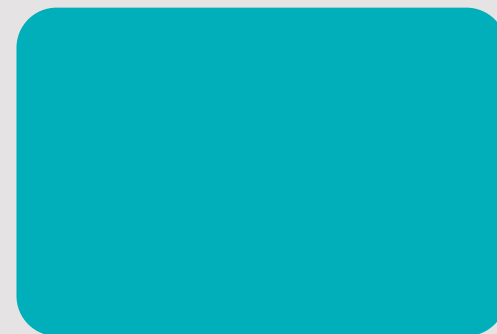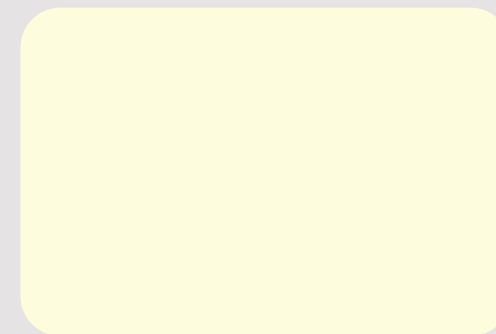
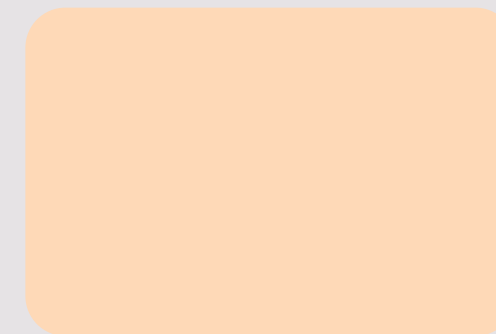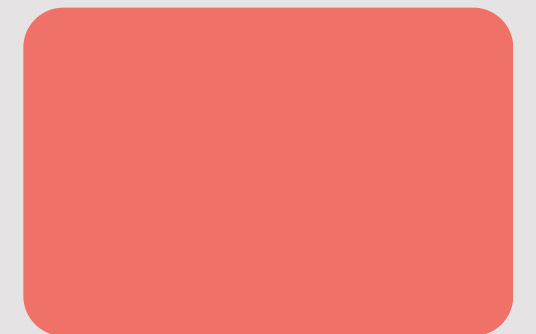|					
#050A30	#0081A7	#00AFB9	#FDFCDC	#FED9B7	#F07167
CMYK(90,79,0,81)	CMYK (100,23,0,35)	CMYK (100,5,0,27)	CMYK (0,0,13,1)	CMYK (0,15,28,0)	CMYK (0,53,57,6)

TYPOGRAPHY

General Sans Bold

General Sans Regular

Regular

General Sans Medium

Medium

General Sans Semi-Bold

Semi-Bold

General Sans Bold

Bold

The font's clean lines and lack of decorative elements align with Frankli's minimalist designs, as well as our mission: creating an unfiltered and authentic internet.

LOGO

Primary Logo

White Logo

Black Logo

Our logo is a valuable asset that should be used consistently to maintain brand recognition and credibility. Use the original logo without alteration, maintain the minimum size and clear space requirements, and choose an appropriate colour combination from our brand palette. Do not add any additional text or graphics to the logo and use alternative versions on backgrounds that clash with the primary color. Ensure high-resolution vector formats for print materials and optimized formats for digital platforms.

APP ICON

The app icon is a crucial part of our brand identity. Please use the original app icon without modification to maintain consistency and recognition. The app icon should always be displayed with clear space around it, in full colour, and without any added text or graphics.

CONTACT

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