FRAMEN

Brand & Visual Style Guide

DESIGN GUIDELINES

2022

Address:

GERMANY:

FRAMEN GmbH
Charlottenstraße 80, 10117 Berlin

UNITED KINGDOM:

FRAMEN GmbH
145 City Rd
London EC1V 1AZ

Phone:

+49 (30) 767 752 60

Online:

Email: info@framen.com
Website: www.Framen.com

Reach your audience at the right place and time.

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01.

The guidelines describe the visual and verbal elements that represent Framen‘s corporate identity.

What do we offer?

FRAMEN as a platform, serves two interfaces.

Screen Manager: screen vendors manage screens remotely, choose content they would like to showcase, and create an additional revenue stream by allowing brands to book their screens.

Ads Manager: brands advertise their ad campaigns on digital-out-of-home screens to captivate their target audience and choose the right locations and venue types to suit their needs.

Why do we exist?

To offer a modern, flexible, affordable and easy way to adertise on out-of-home screens all over the world.

Where can you find us?

Our offices are located in both Berlin & London

Who is our audience?

All sized businesses, advertisers, marketers, agencies, locations/vendors with screens.

Screens network:

45,000+ screens in

15+ countries in

4000+ cities with

12,000+ locations

What is our ultimate goal?

To become the world-leading screen advertiser and manager platform, and

dominate the digital-out-of-home media marketplace.

Tone of voice

All brands need a robust tone of voice and style guide to help them stand out from the crowd. You should use this every day as a guide for making your writing better, and demonstrating our principals to the world.

How do we define our tone?

Engaged
Clear
Bold

Tone of voice

We want to create useful, short, sharp content for our audience. We don’t want to isolate people with our writing by being over-complicated, over-formal or over-academic.

It’s important to be engaged to show our passion and enthusiasm for our industry and clients.

It’s essential to be clear so we’re easily understood.
It’s crucial to be bold in our tone so we convey our message in a confident way.

Copywriting Style Guidelines

Should you use an em dash or en dash? Is it Framen or FRAMEN? Do we use du or sie? What is title case and sentence case?
Get all the answers relating grammar, punctuation, language, spelling, articulation and formation in our Copy Style Guide.

Our Copy Style Guide has been designed to ensure accuracy and consistency across all our written communications.

Copy Library

If you are in need of a standardised, cohesive and pre-created section of text then you'll want to stop by our Copy Library. Here you'll find boilerplate text, pre-defined paragraphs about FRAMEN and it's tools that can be a quick copy-paste solution when needed.

Brand Persona

Intertwined closely with our philosophy is our brand persona. FRAMEN's persona is made up of a unique set of personality traits, values, tones and attitudes that represent and define who we are.

Creative — Inspiring

Contemporary — Fast-paced

Innovative — Dynamic

02.

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation
Incorrect Logo Applications

Logo introduction

The FRAMEN symbol is the core visual representation of the brand. It represents our main media - screens and connection between them forming a link. FRAMEN is all about connecting people, places, and products through screens. Our logotype is a lockup of our name and symbol. This is the one we primarily use in any communication.

1 THE FULL LOGO TITLE

2 LOGO DARK VERSION

2) The Logo Dark Version
will be used when the backround color ist light colored.

3 LOGO LIGHT VERSION

3) The Logo Light Version
will be used when the backround color ist dark colored.

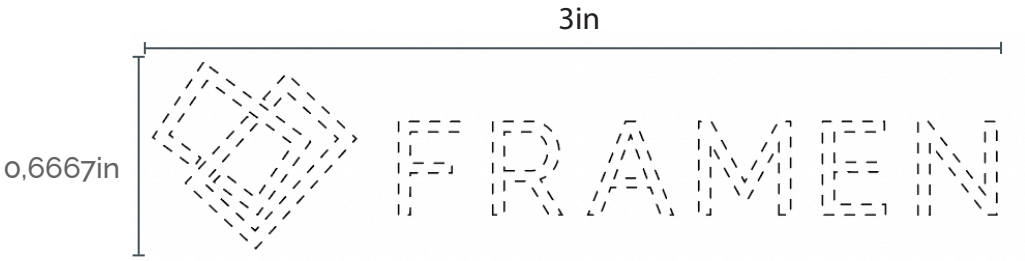
RECOMMENDED FORMATS: .eps | .ai | .png | .jpg | .tiff

Logo construction & clearspace

LOGO CONSTRUCTION & CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

LOGO DIMENSIONS



CLEARSPACE

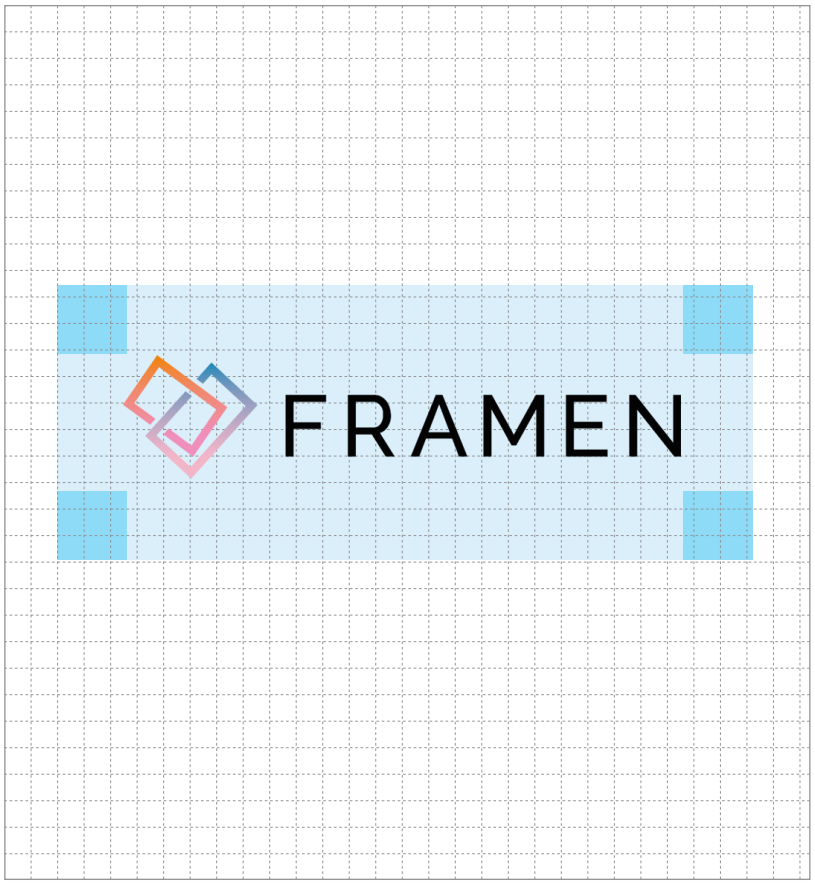
Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

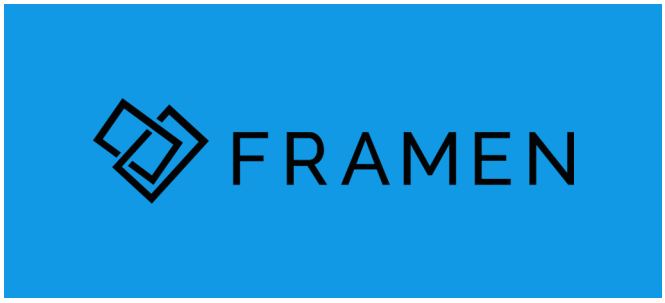
Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

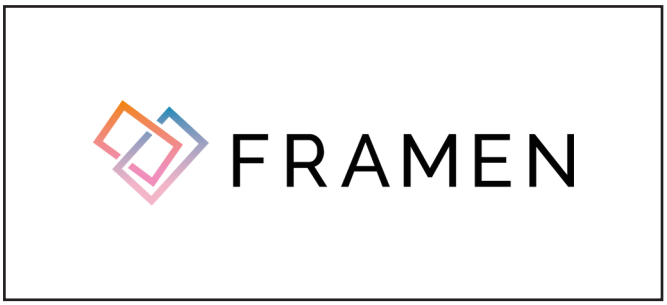


Application on a background

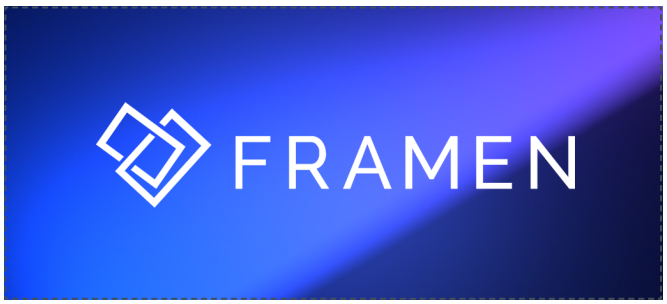
White Logo Version A



Black Logo Version B



Colored Logo Version C



White Logo Version D

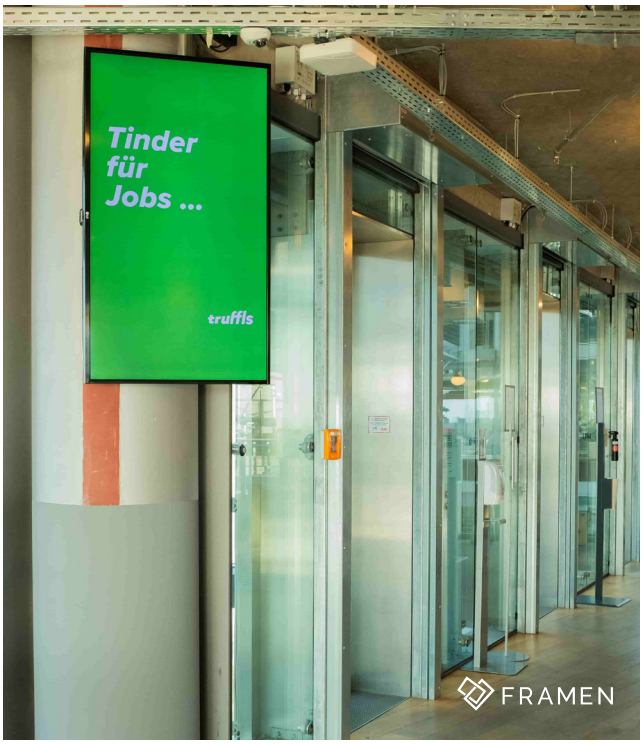
Logo can be used with gradient symbol or in one color with the text part. Use gradient symbol on white background only. Use appropriate text color for dark or light backgrounds to maximize contrast.

MINIMUM LOGO SIZES

Minimum Size: 144px/1.5in

Use with photography

Use flat dark or white logo with photography. Place logo so that it is clearly visible, has enough clear space and contrast. Try to generally avoid placing logo over too busy images.



Misuse

DON'T DISTORT

FRAMEN

DON'T USE OTHER COLORS

FRAMEN

DON'T BRAKE THE LOCKUP

FRAMEN

DON'T USE EFFECTS

FRAMEN

DON'T PLACE WITHOUT CLEAR SPACE

FRAMEN

DON'T ROTATE

FRAMEN

DON'T CHANGE THE FONT

FRAMEN

DON'T USE OVER BUSY IMAGES

03.

Primary Font
Secondary Font
Font Hierachy

Primary font

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini. A thorough review and italic was added in 2016.

PRIMARY FONT
RALEWAY

DESIGNER :
Matt McInerney

RALEWAY

TYPE EXAMPLES
RALEWAY

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § $ % & / ( ) = ? ` ; :
¡ “ ¶ ¢ [ ] | { } ≠ ¿ ‘
« Σ € ® ┼ Ω ¨ ⁄ ø π • ± ‘
æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç
√ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

Secondary font

Inter is a variable font family carefully crafted & designed for computer screens.

SECONDARY FONT
INTER

DESIGNER :
Rasmus Andersson

INTER

TYPE EXAMPLES
INTER

Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Figures	0 1 2 3 4 5 6 7 8 9 0
Special Characters	! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { } ≠ ¿ ‘ « ∑ € ® † Ω ¨ ⁄ ø π • ± ‘ æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç √ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

Typography and hierarchy

Use clear font hierarchy with anough contrast between headers, subheaders, body etc.
Use Raleway for Headers and Display purposes. Use Inter for Body and all other purpose.

CONTENT TEXT AND INNER HEADLINES

You want to explain something more in detail?

-

Inter Medium
14 pt Type / 9 pt Leading

This text is reserved for copy text and huge text amount.

-

Inter Medium
8 pt Type / 11 pt Leading

HEADLINES

MUCH MORE INTERESTING HEADLINE!

-

Raleway Regular - Capital Letters
16pt Type / 16pt Leading

Super.Headlined

-

Raleway Regular - Capital Letters
32pt Type / 30 pt Leading

Spectacular.

-

Raleway Regular - Capital Letters
65pt Type / 48 pt Leading

04.

Primary Color System
Secondary Color System

The primary color pallete and color codes

Primary Color system

The base of our color scheme revolves around screens as well. We have a range of strong vivid colors that are used when we want to grab attention. We use Screen black and White as foundation.

PRIMARY COLOR RED

-

COLOR CODES

CMYK : C000 M075 Y057 K000
Pantone : 1785C
RGB : R255 G063 B109
HEX : #FF3F6D

FRAMEN
Red

COLOR TONES

100 % 80 % 60 % 40 % 20 %

THE GRADIENT

PRIMARY COLOR BLUE

-

COLOR CODES

CMYK : C092 M033 Y000 K009
Pantone : 2925C
RGB : R018 G154 B231
HEX : #129AE7

Light
Blue

COLOR TONES

100 % 80 % 60 % 40 % 20 %

THE GRADIENT

PRIMARY COLOR PURPLE

-

COLOR CODES

CMYK : C049 M064 Y000 K030
Pantone : 266C
RGB : R090 G064 B178
HEX : #5A40B2

Neon
Purple

COLOR TONES

100 % 80 % 60 % 40 % 20 %

THE GRADIENT

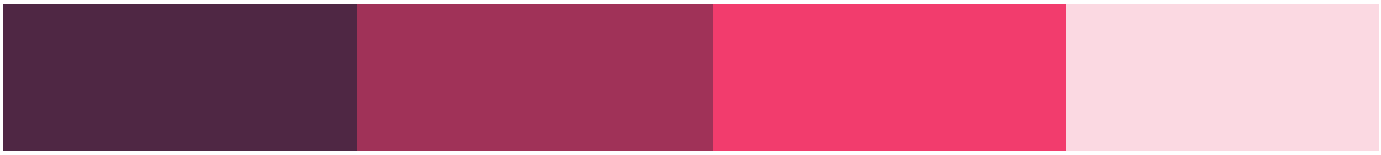
Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.

Secondary Color Pallete and Color Codes

SECONDARY COLOR SYSTEM

Explanation:
We also have additional mild colors to use a secondary if we need to highlight something without it being oversaturated. As well as the range of shades of neutrals to use in different situations.

Usage:
Use them to accent and support the primary color palette.



#512645 #A53058 #F9396C #FDD9E2

#233A5E #1F6AA3 #209DE7 #D2EBFA

#352858 #4E3793 #6649CD #E1DAF5

#20354E #1C6472 #219496 #CFE9EA

#2D2937 #56545F #ABA9AE #EAEAEB

Monochrome Color Pallete and Color Codes

Monochrome pallete

Usage:
Use them to accent and support the primary color palette.

Black

#512645

Middle gray

#B7B7B7

Gray
#DDDDDD

Light gray

#F2F2F2

Cloud Gray

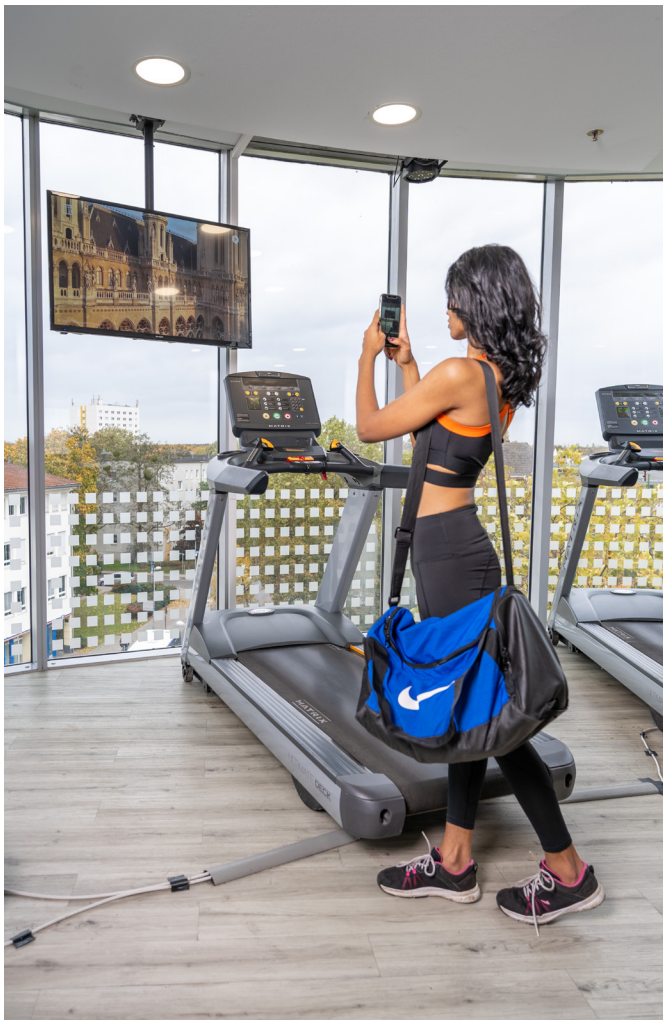
#FAFAFA

05.

Photography principles Incorrect Applications Backgrounds

Image layout principles

Explanation:
- Footage must be clear and bright.
- Dark shots must be avoided unless specifically asked for.
- The FRAMEN TV screens should be visible and uncropped.
- Make sure the screen is not partially cropped.
- Actors looking on the phone: to be avoided
- Actors interacting with the screen + phone like scanning a QR code

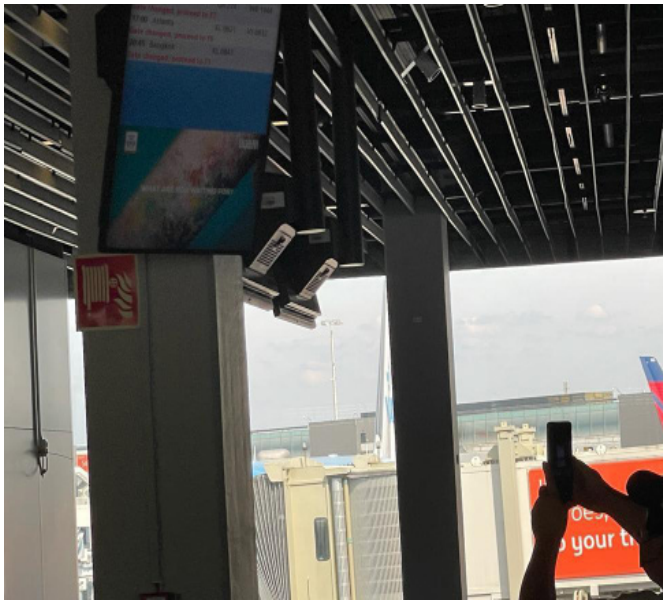


Photography misuse

Misuse

Make sure Ad's are always visible

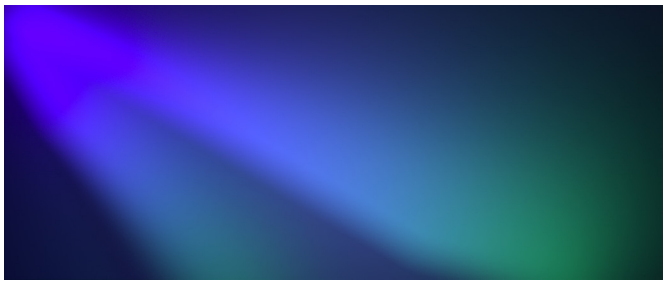
Do not shoot in dark enviroments

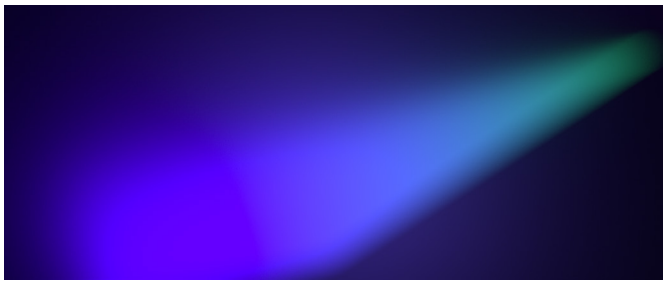


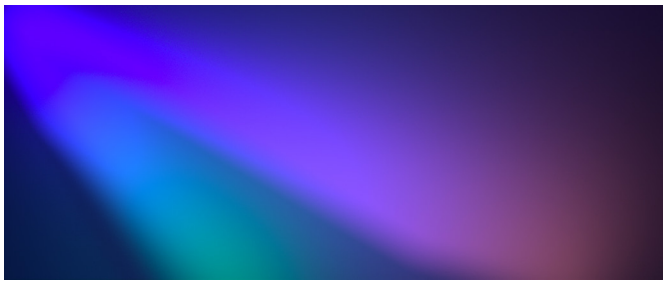
Alway make sure screens are visible

Do not use overcrowed photography

Abstract backgrounds







06.

Website Application Iconography and Examples

BUILDING WEB

There is a library of components and layouts available in Figma for overview and as a Contentful prefab. Try sticking with these components while crafting promotional pages. Contact Website team if you need a custom layout crafted for a more specific goal.

WEB ICONS

Use Google Material Icons if you need to add Iconography. It provides wide variaty of weights and variations to fit your needs and provides easy instruments to find what you need.

Stick to the icons with No fill

300 Weight
0 Grade
Set optical size according to target size:
24px for small icons, 48px for big ones
Export in SVG unless used in software
that does not support SVG

Contact

DO YOU HAVE QUESTIONS? CONTACT US.

For further information please contact:

Email: info@framen.com

Link ： https://framen.com/

Phone: +49 (30) 767 752 60

Scan To Email info@framen.com

FRAMEN

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