



FRANKIE DIGITAL BRAND GUIDELINES

LOGOTYPE

MAIN LOGO



SECONDARY LOGO



TYPOGRAPHY

HEADLINE TYPEFACE

FONT
Din Pro

A B

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
1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACES

FONT
Gilda Display

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
1 2 3 4 5 6 8 9 0

FONT
Pier Sans

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
1 2 3 4 5 6 8 9 0

COLOUR PALETTE

CORPORATE COLOUR SYSTEM



C:1 M:18 Y:99 K:0
R:254 G:207 B:10
#FECF0A



C:0 M:0 Y:0 K:100
R:35 G:31 B:32
#231F20



C:99 M:96 Y:32 K:24
R:39 G:41 B:95
#27295F

PATTERNS & TEXTURES

