

FRANK

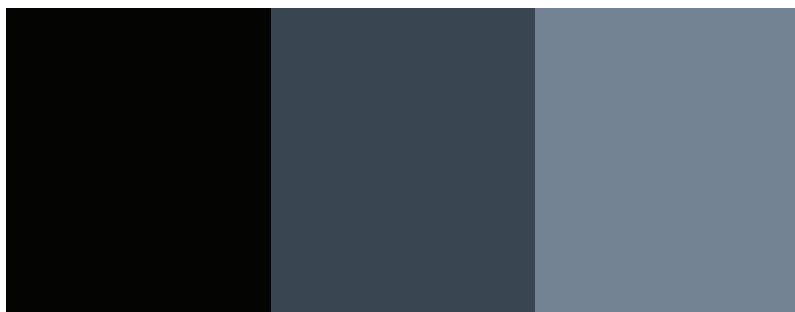
Corporate Design Manual

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Color Palette

Brand Colors

**True Black**

CMYK 75 68 67 90
RGB 0 0 0
HEX #000000

Nordic Asphalt

CMYK 65 48 37 52
RGB 59 71 82
HEX #3B4752

Foggy Harbor

CMYK 61 45 35 0
RGB 117 131 147
HEX #758393

True White

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

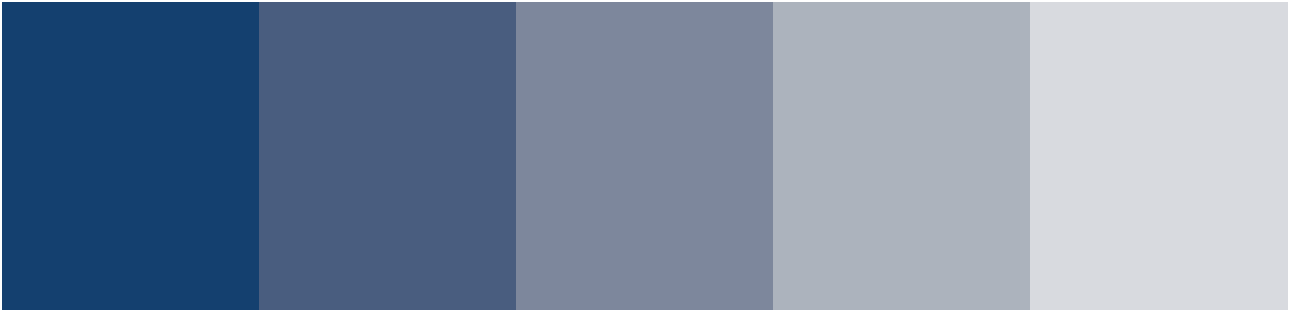
Modest cold shades combined with the love for Hamburg are what make this palette special.

Dark tones express elegance and seriousness. True White serves well as a contrast tone.

The blue shades remind of the Elbe river and sunny days.

Color Palette

Accent Colors



Big River Blue

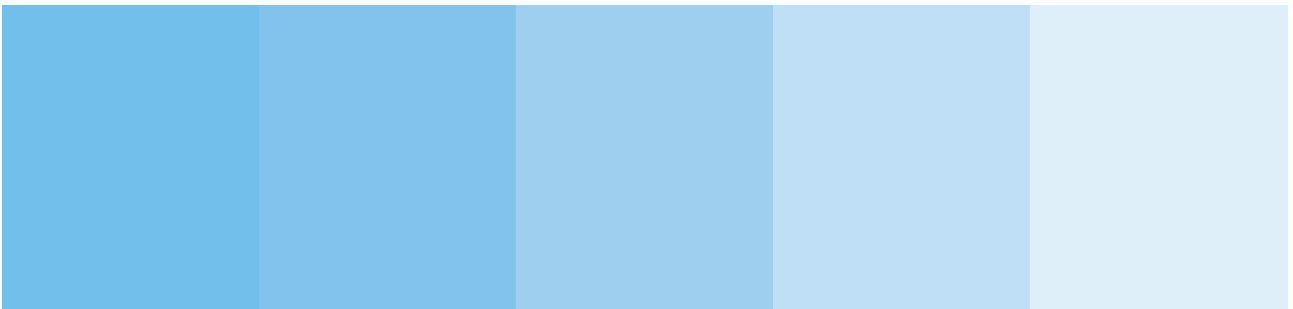
CMYK 100 81.78 30.7 16.3
 RGB 0 63 112
 HEX #003F70

CMYK 81 58 26 6
 RGB 67 102 140
 HEX #43668C

CMYK 60 39 21 1
 RGB 114 140 169
 HEX #728CA9

CMYK 38 22 14 0
 RGB 160 179 198
 HEX #A0B3C6

CMYK 17 9 6 0
 RGB 208 217 226
 HEX #D0D9E2



Malibu Sky

CMYK 49.88 8.84 0 0
 RGB 116 192 235
 HEX #74C0EB

CMYK 40 6 0 0
 RGB 144 204 239
 HEX #90CCEF

CMYK 30 3 1 0
 RGB 171 217 243
 HEX #ABD9F3

CMYK 20 2 0 0
 RGB 200 229 247
 HEX #C8E5F7

CMYK 9 1 0 0
 RGB 227 242 251
 HEX #E3F2FB

Fonts

WORK SANS

Work Sans is a web-compatible and compliant font. It provides a readable, yet modern design and indicates productivity and accuracy — some of FRANK's most important values.

Title Font

Work Sans Light

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 Font

Work Sans 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

Emphazised Font **Work Sans 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**

Logo Guide

1 - Nordic Asphalt on True White. The standard logo for all purposes.

2 - True White on Nordic Asphalt. Very elegant on business cards or a website.

3 - True White on True Black. Recommended for websites and monochrome prints.

4 - True Black on True White. Optimal for printing letterheads.

[1]

FRANK

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Application

FRANK stands for minimalist, professional design and humble color choices. The main focus here is on stationery and letterheads.

A good company needs a good business stationery set.

Using FRANK's brand colors, it creates a nicely contrasted set of letterheads, envelopes and business cards.

Another guideline is to put the brand name on pens or stickers, to use those as goodies or merchandise.



Business cards are the perfect way to leave a little message after networking.

The elegant print on the front is very memorable and the back of the cards offers enough space to write something important down, for example the next appointment.

