frapp

STUDENTS ONLY

Logo & Brand Identity Guidelines

Table of Contents

01 Logo

Our Logo

We are a student-only brand. The frapp app strives to house **everything a student loves**. The identity is a manifestation of what we believe in.

02 Logo Specifics

Logo Clear Space

Grey stripped area indicates Safe zone. Other graphical and visual elements can be safely positioned up to the adjoining blue area.

Blue indicates clear space.The blue area must be kept free of all other graphical and visual elements.

The minimum required Clearspace is defined by the measurement x equal to the height of the uppercase letters, known as the cap-height. The width is equal to the height.
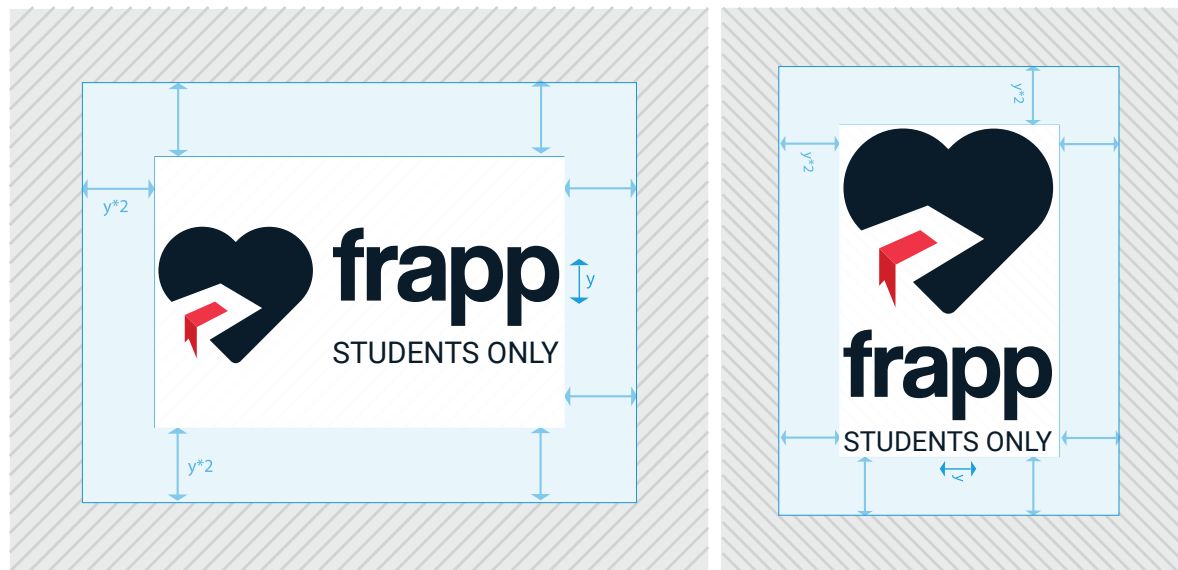
03 Logo Units

Vertical Orientation

To be used on all corporate collateral and to be treated as the default logo unit. This is used where the logo needs to be used as a brand identifier.

Horizontal Orientation

To be used on all corporate collateral and to be treated as the default logo unit. This is used where the logo needs to be used as a brand identifier.

04 Logo Style

Light theme

The logo may be used in two combinations – primary red with the dark blue logotype.

The primary logo is always solid, with a graduation hat inside the dark blue stroked heart along with a red ribbon falling off the hat.

Dark theme

The logo may be used in two combinations – primary red with the white logotype.

The primary logo is always solid, with a graduation hat inside the white stroked heart along with a red ribbon falling off the hat.

05 Logo Best Practices

Do Not Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Do Not Change Fonts

Do not use any other font, no matter how close it might look to Source Sans.

Do Not Change Colours

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.

Do Not Skew

Do not use squish or squash the logo. Any resizing must be in proportion.

06 Typeface

When to use

Roboto is the primary font used for the logotype/ logo wording. It is also used to draw attention to the 2nd half of the tagline.

It can also be used as the standard when stronger emphasis is needed, such as in stationery, web, brochures and all forms of general correspondence

Roboto Bold

ABCDEFGHIJKLMNOP

abcdefghijklmnop

1234567890

!@#$%^&*

When to use

Roboto is to be used forall other forms of standard body text, ranging from stationery, website, brochures and all forms of general correspondence

Roboto Regular

ABCDEFGHIJKLMNOP

abcdefghijklmnop

1234567890

!@#$%^&*

07 Colours

Pantone 296C

R 7 G 30 B 44

C 92 M 75 Y 55 K 67

HEX #071e2c

Pantone 1759C

R 220 G 40 B 53

C 7 M 98 Y 86 K 1

HEX #dc2835

Pantone 7465C

R 72 G 180 B 176

C 67 M 7 Y 35 K 0

HEX #48b4b0

Pantone 7409C

R 252 G 177 B 23

C 0 M 34 Y 100 K 0

HEX #fcb117