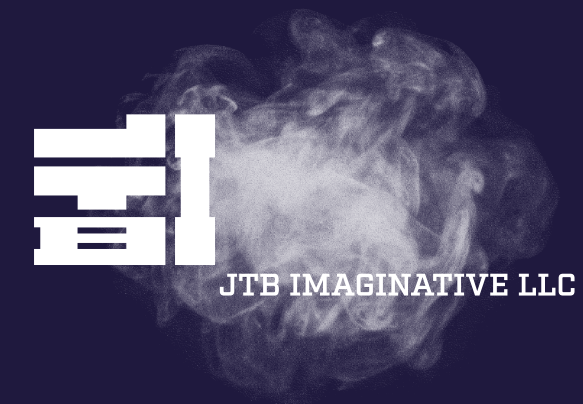


FRAME BIO

Brand Identity 2025

Presented by: Jeffrey Baker



FRAME BIO

FRAME BIO

FRANKE
BIO



LOGO VARIATIONS

The single F can serve in instances where a square or circular mark are needed. A vertical version can be employed on the website.

SKIN BONE AXIS

DISPLAY TYPE

A lockup of custom display type immediately connects the viewer with Frame Bio's focus area while also supporting the skin/bone concept that underlies the logo design.

H1 Museo Sans Rounded 700

H2 Museo Sans Rounded 100

H3 MUSEO SLAB ROUNDED 700

H4 Museo Sans Rounded 500

Pori aut auda nonsed ma dolorest
volore, quam et volupti tectaturit
volecat id ma vent prae volut. Enihit
modisciis eum.

EDITABLE TYPE

While the SKIN/BONE/
AXIS type will be custom
created as display type, all
editable type will use two
forms of the Museo Sans
family: a slab variation to
mimic the linear look of
the stick figures, and a
sans serif for a modern
feel.

H5 Museo Slab Rounded 300

Pori aut auda nonsed ma
dolorest volore, quam et
volupti tectaturit volecat id
ma vent prae volut. Enihit
modisciis eum, te corerum
aut eat exerspitas es
earistruptas.

P MUSEO SANS ROUNDED 300

Pori aut auda nonsed ma dolorest
volore, quam et volupti tectaturit
volecat id ma vent prae volut.
Enihit modisciis eum, te corerum
aut eat exerspitas es earistruptas
simus ipsam quodi nonsed quia et
maximus vendunt.



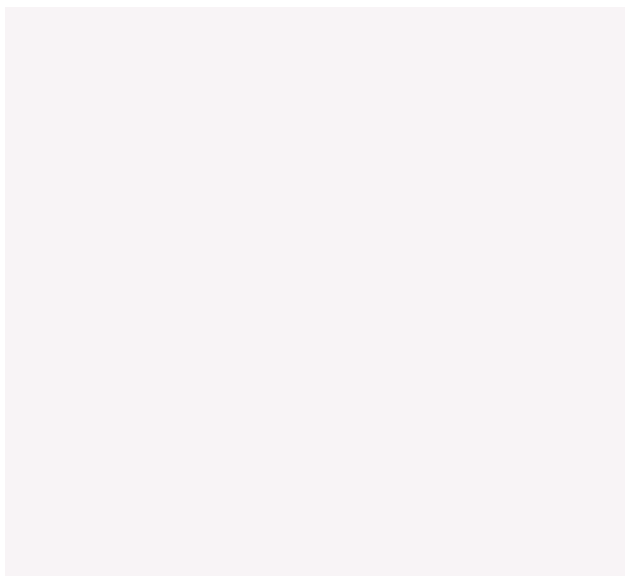
FIGURES

A variety of figures can be employed depending on the context and space available in a design. Each silhouette would have a custom stick figure created and overlayed, as in the example on the far left.



PRINT
C60 M58 Y0 K80

DIGITAL
R34 G28 B64
#c2c2c2



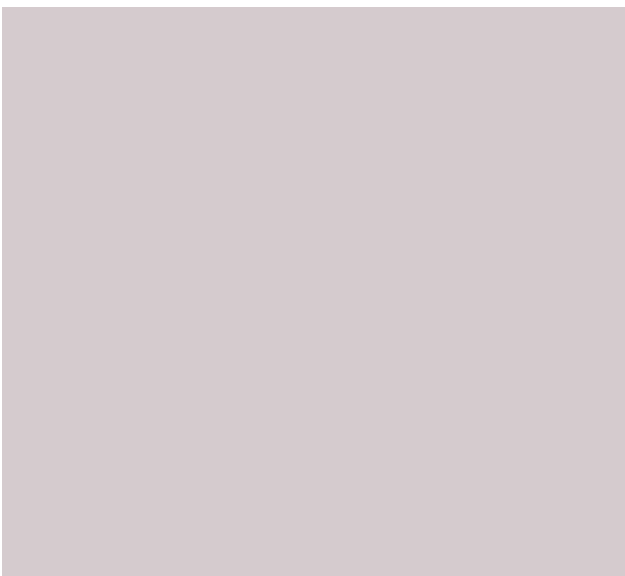
PRINT
C2 M4 Y1 K0

DIGITAL
R247 G241 B245
#f7f1f5



PRINT
C60 M60 Y40 K10

DIGITAL
R113 G102 B120
#716678



PRINT
C12 M15 Y10 K4

DIGITAL
R211 G202 B205
#d3cacd



PRINT
C20 M66 Y40 K15

DIGITAL
R176 G100 B109
#b0646d



PRINT
C6 M83 Y87 K1

DIGITAL
R224 G81 B54
#e05136



PRINT
C25 M0 Y12 K2

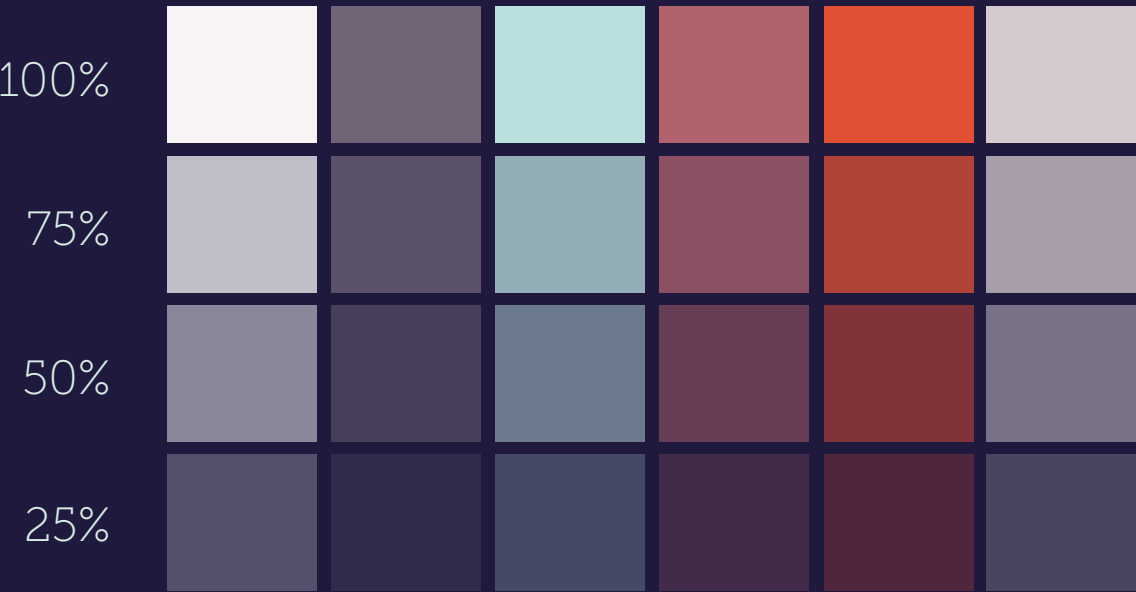
DIGITAL
R184 G222 B220
#b8dedc

BRAND COLORS

The brand palette is centered on a deeply saturated violet-black background and the interplay of tones layered over it. A range of neutral grays provide a flexible spectrum for representing the human figures, while two terracotta tones and a light aqua serve as accent colors.

In instances where a lighter palette is needed, the deep violet-black can be replaced with the lightest gray (see logo page for example).

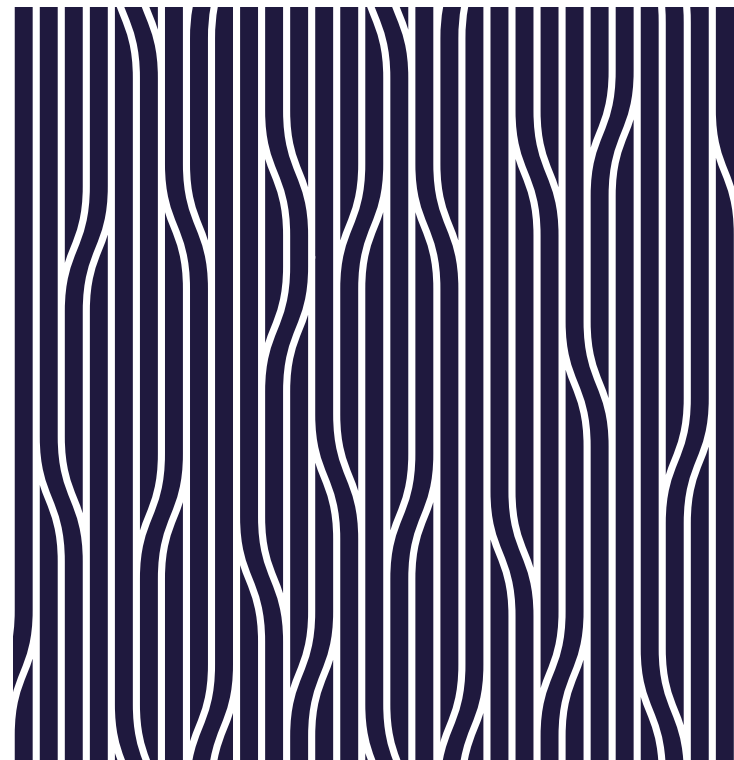
OPACITY SCALE



TEXTURES

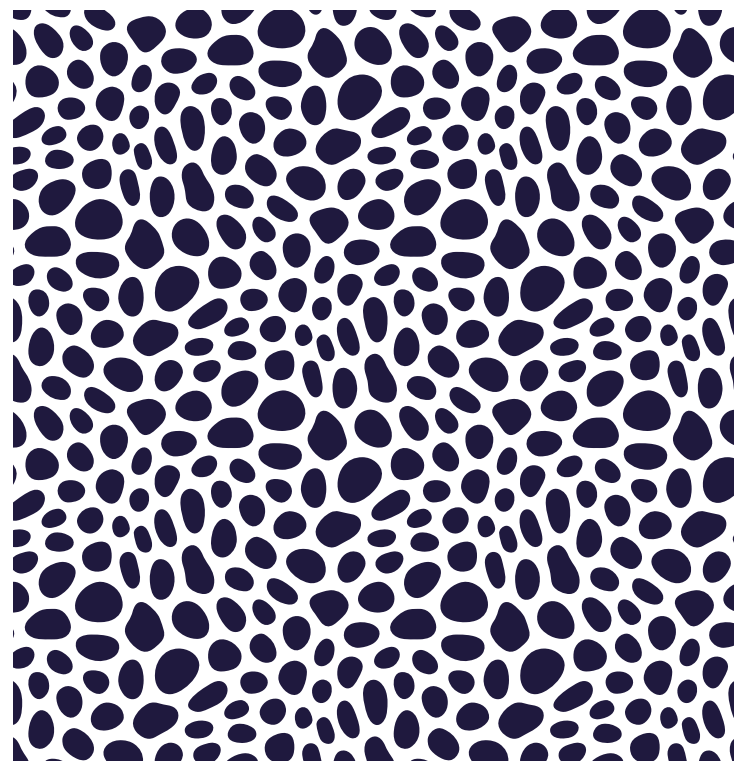
Three different textures will be used to visually differentiate Frame Bio's current research endeavors.

These textures can also be employed as decorative elements throughout the website design (see next page for example).



Collagen Regeneration

Ebis estem faceperes doloribusam unt is simolorerro volendam untur? Qui nonsequis rem voloreribus recatio nsequia conem. Occae et reptis eatur, sanis es ex et labo. Mi, dolor audae. Otatur, et adi sitatur adit inimus et eos ut as num quuntur rem fugit accusa a volore eum dolum eatin cus sequae nam dis.



Bone Regeneration via BMP-2

Ebis estem faceperes doloribusam unt is simolorerro volendam untur? Qui nonsequis rem voloreribus recatio nsequia conem. Occae et reptis eatur, sanis es ex et labo. Mi, dolor audae. Otatur, et adi sitatur adit inimus et eos ut as num quuntur rem fugit accusa a volore eum dolum eatin cus sequae nam dis.

Ebis estem faceperes doloribusam unt is simolorerro volendam untur? Qui nonsequis rem voloreribus recatio nsequia conem. Occae et reptis eatur, sanis es ex et labo. Mi, dolor audae. Otatur, et adi sitatur adit inimus et eos ut as num quuntur rem fugit accusa a volore eum dolum eatin cus sequae nam dis.



Nutraceutical Development

Ebis estem faceperes doloribusam unt is simolorerro volendam untur? Qui nonsequis rem voloreribus recatio nsequia conem. Occae et reptis eatur, sanis es ex et labo. Mi, dolor audae. Otatur, et adi sitatur adit inimus et eos ut as num quuntur rem fugit accusa a volore eum dolum eatin cus sequae nam dis.

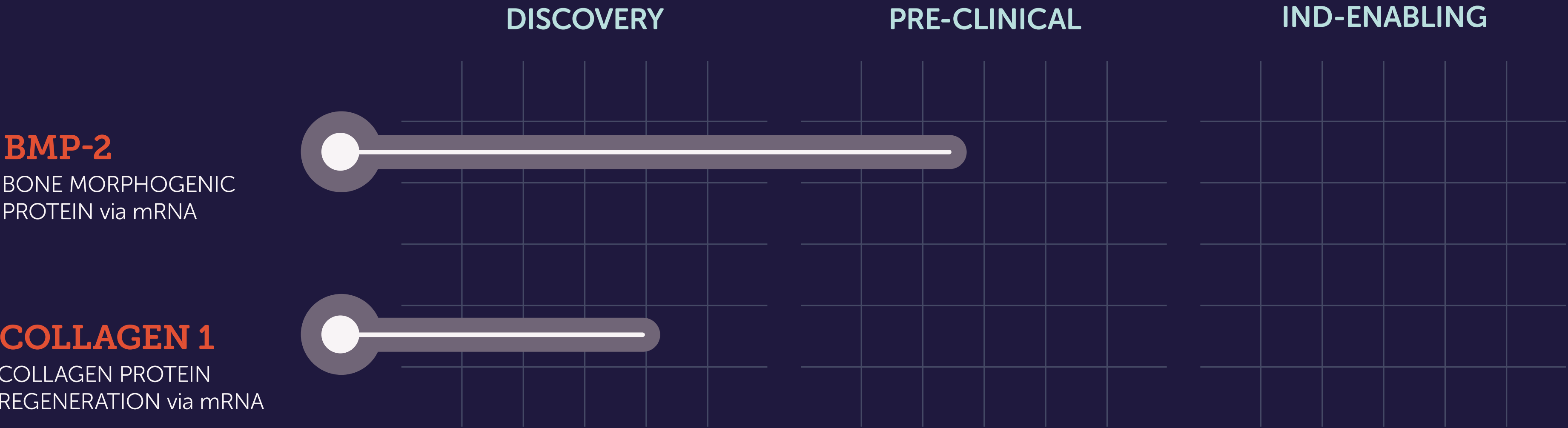
Targeted therapies for the

SKIN BONE AXIS



FRANKE BIO

DRUG DEVELOPMENT PIPELINE



Pori aut auda nonsed ma
dolorest volore, quam et
volupti tectaturit volecat id
ma vent prae volut. Enihit
modisciis eum, te corerum
aut eat exerspitas es
earistruptas.

PIPELINE GRAPHIC

The pipeline graphic would utilize a similar skin/bone design for the progress lines as is seen in the logo.

WEBSITE CONTENT MAP - PHASE 1

HOME

- SPLASH - Targeted Therapies for the SKIN BONE AXIS
- SIDEBAR - Bone / Cartilage / Tendons / Ligaments / Collagen / Skin
- CONTENT 1 - Define SKIN BONE AXIS
- CONTENT 2 - Core Tech - Targeting via yEV
- CONTENT 3 - Research Path 1 - BMP-2 Bone Regeneration via mRNA
- CONTENT 4 - Research Path 2 - Collagen Regeneration
- CONTENT 5 - Research Path 3 - Inflammation Reduction via Nutraceuticals
- INFOGRAPHIC - Pipeline
- CONTACT FORM
- FOOTER

SUBMISSION RECEIVED

404 ERROR

Questions or comments?

Contact:
Jeffrey Baker, Owner
jtbimaginative@gmail.com

