

Brand Style Guide

WTH is this?

Glad you asked. It's a brand style guide.

Because a brand represents the biggest and most important asset for an organisation, it is most effective when used consistently across all touchpoints—which is any time someone engages with the brand. Repetition is key to helping people remember FRANK.

Therefore we created this guide to ensure the consistent management of the FRANK brand. Shall we get started?



Who's... FRANK?

We're an organisation that gets youth supporting other youth within their school communities. We educate and empower young people with information on topics of sexual health, sexuality and wellbeing. We help young people to support their peers as a fellow young person who can relate and understand. We advocate for positive change towards a more open and accepting society.

Frankly speaking, we're all about...

Youth Supporting Youth

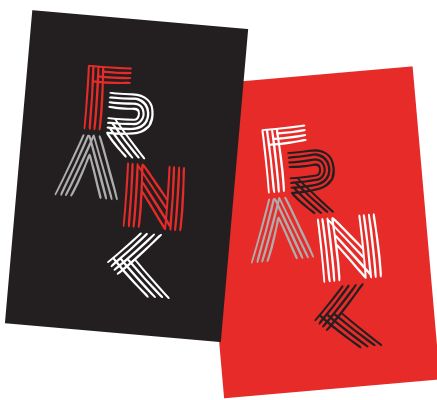
Logo

The official logo. Whoop, whoop! For like the proper documents and posters. Please use it with the tagline 'Youth Supporting Youth' for any official documents and on posters. But other than that the tagline is optional. Oh, also be sure that you can see all of it on the page!



A more playful version.

For when you perhaps want to be a bit more playful. This isn't strictly a logo, so you can use it like a visual element. We think it looks best tilted slightly. You can use it for the not so official stuff. We do recommend that you include all the letters so it can still be read as 'FRANK'.



Typography

The FRANK Typeface

FRANK has its own typeface. Pretty cool right? We reckon it is best used for big headings or short sentences on posters and stuff. Use it to emphasize what you're saying. But don't overdo it! There's a saying that too much isn't good either. Moderation is key.



Gotham Rounded

Since we can't always be using the Frank typeface, Gotham Rounded is a nice typeface for when you need to write a lot. It's a rounded sans-serif typeface that's friendly and easy on the eye, just like FRANK.



Colour

The easiest thing to remember about a brand is its colour. So let's use it to our advantage. Red is the main colour, and symbolizes passion, action, energy and courage. Too much red isn't always good, so we like to balance it out with some Grey, Black and White.



FRANK Red
HEX #E42E29
C4 M96 Y96 K0
R229 G46 B42



FRANK Grey
HEX #AEADAE
C33 M27 Y27 K0
R173 G174 B173



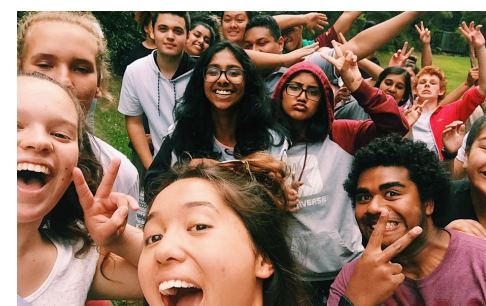
FRANK Black
HEX #000000
C0 M0 Y0 K100
R0 G0 B0



FRANK White
HEX #FFFFFF
C0 M0 Y0 K0
R255 G255 B255

Photography

Our photography style should reflect the energy and positive vibe of our organisation. It should speak youth, energy, fun and happiness.



- A good example.**
- ✓ Warm lighting
 - ✓ Energetic youth
 - ✓ Dynamic composition (selcas can be a good approach for this)
 - ✓ Fun and happy vibe



- A not so good example.**
- ✗ Cold lighting
 - ✗ Youth feel distanced
 - ✗ Static composition
 - ✗ Happy, though not as fun vibe

Voice

How our brand speaks helps portray our personality. It should be genuine, personable and consistent. Here's some guidelines to help.

Casually clever.

Speak casually, but be clever about it. Including a bit of humor doesn't hurt and it keeps the youth engaged. After all no one will enjoy something that sounds boring.

Here's a good example... ideas.ted.com/what-teens-really-want-to-know-about-sex/

Speak honestly.

Young people aren't fooled. They know. So be frank with them. They'll listen (probably) and at the very least they'll be able to make their own decisions.

Keep it short (mostly).

Don't ramble on and on and on and on. Keep it short. Keep it to the point. If you must, write a short version first, then a long version after. Youth ain't always got time to read it all.

Gender neutral.

Take a gender neutral stance. This removes any inherent bias towards a particular sex or gender that we may unintentionally include in our writing. FRANK is all about being gender-inclusive!

Visual Assets

FRANK is proud to be a New Zealand organisation. So staying true to our roots, the FRANK brand is supported by a set of visual assets that make subtle references to Māori art and culture. Here are some examples of how they can be used.



Weaving pattern



Line of dots



Pattern from words