

frederick

Who we are & how we look



This is a guide to the **fun**damentals of what makes Frederick tick.
Take a gander, it will help you get to know us better.

Our Name

Logo & Wordmark

Our Heart

Frederick Character

Our Mind

Typeface

Our Fingerprints

Colors

Our Personality

Illustrations

Our Voice

Photography



Wait, but **why** Frederick?

It's actually quite simple. Frederick is your **personal** marketing genius. He knows everything about your business, and knows just the right strategies to help it grow, because he works for you every day. He does the hard work so you don't have to. He's also super **friendly** so he needed a super friendly name.



Working *together* with local businesses and applying
Frederick's intelligence to drive *success and happiness.*



Make Frederick the most awesome *customer first*
marketing solution for *Everybody!*



"Fingerprints. Nobody's are the same, but you leave 'em all over *everything* you do." - Elvis Presley

Here are our fingerprints...



The Golden Rule

Treat others the way you
want to be **treated**.

That's just solid advice for life.



Engage at every Stage

We **own** our projects and stay involved until it's done, done.

You don't stop when the cookies go into the oven ...
You grab the milk in preparation for the next step.



Go Far Together

Everything is better together!

High fiving yourself just isn't quite as fun.



Fun & Free!

Because it's the **only** way to be!

If it's not enjoyable, then what's the point?!



Frederick runs a lot of automations, like ... a lot.
But we do **not** have the personality of **a robot**.

Our goal is to be helpful, to the point, and with a bit of fun.

Like explaining face time to grandma. Nice nostrils grandma.

Here's a couple things Frederick's personality **is** vs. isn't:

- **Fun** but not Silly
- **Confident** but not Cocky
- **Smart** but not Techy
- **Informal** but not Sloppy
- **Helpful** but not Overbearing
- **Expert** but not Bossy
- **Succinct Clear** but not Verbose



There's a couple **rules** when talking in Frederick's voice.

Rule 1 – Frederick the character does not speak.

Rule 2 – Embrace Frederick's personality.

Rule 3 – Cookies.

Frederick's tone is usually informal, but it's always more important to be clear than entertaining. When you're writing, consider the reader's **state of mind** always. Are they relieved to be finished with a campaign? Are they confused and seeking our help? Are they curious about a post on one of our social channels? Once you have an idea of their **emotional** state, you can adjust tone accordingly.

Frederick has a sense of humor so feel free to be funny when appropriate and when it comes **naturally** to you. Don't go out of your way to make a joke, those usually fall flat. If you're unsure, keep a straight face.



Sit down, let's chat about the **logo**.
It's a nice logo.

We're not a rules and regulations kind of company, but here's some examples of what we think is cool and what will get you kicked out of the cool kids club.

1. Let it breathe

Our designer is claustrophobic, please leave an arbitrary amount of space around the logo.



2. To Capitalize or not to capitalize.

When talking about Frederick in text, it is a proper noun and capitalized. When it's just the logo it remains lowercase.

3. Ahh! Don't step in it!

Avoid combining the logo with yucky colors or patterns.



4. Bop it!

Please don't twist it, pull it, or bop it.

frederick 

רִיכְרֵד פֶּדְרֵק 

רִיכְרֵד פֶּדְרֵק 

5. So shiny

Don't add embellishments like drop-shadows or lens flares... just don't do it.

frederick 

6. Don't abbreviate it

What the title said.

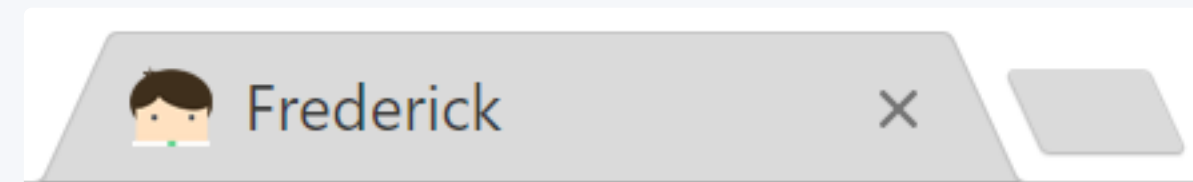
 f.

 fred

 freddie

7. Favicon

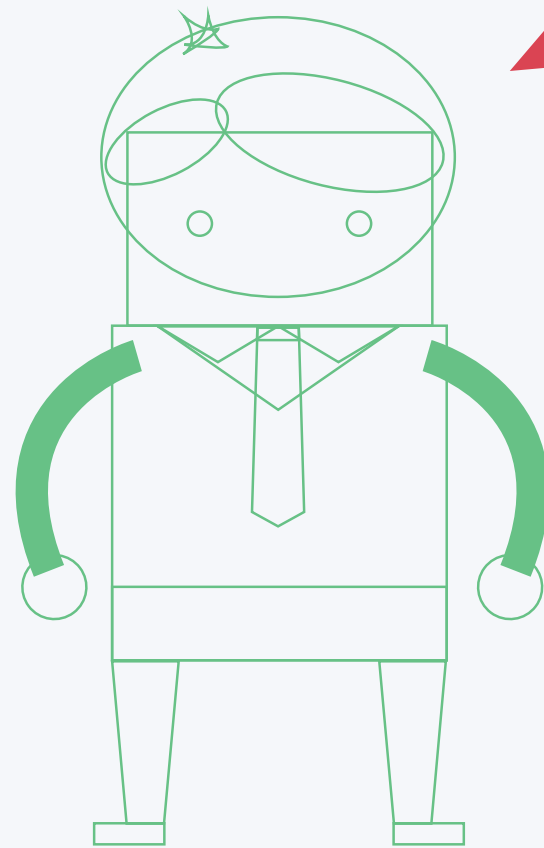
The icon of favor



Say **hello** to Frederick!
The epitome of fashion.



Frederick is constructed with basic geometric shapes and lines for the arms. Keeping him clean and easy to dress up.



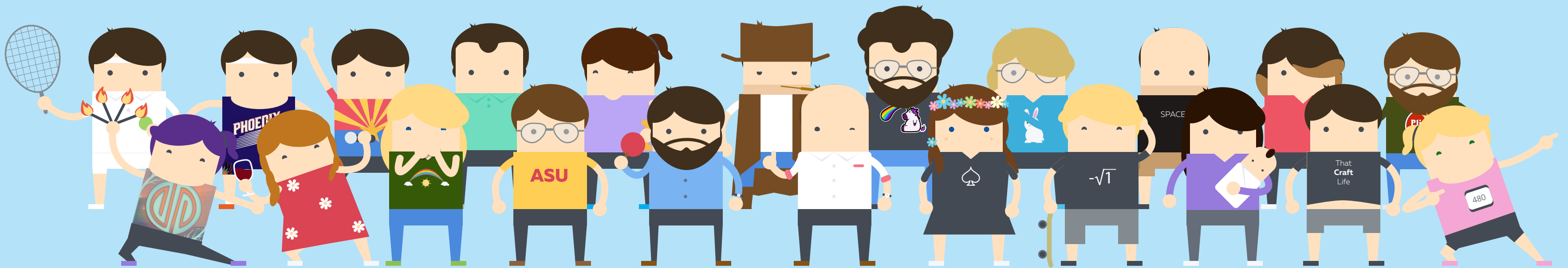
Frederick has a few things that make him a snowflake.

- A sweet hair part
- Pop of Frederick green on his tie
- Hair tufts... gotta have the hair tufts



Understandably Frederick has a **ton of friends**.

They are built on the same clean, geometric base as Frederick himself.



You want a **typeface**? We got a **typeface**!

Marketing

Primarily uses flavors of Muller. It's whimsical yet clean. Open Sans is generally used with large blocks of text.

Muller Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%^&*.?;:)

Muller ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%^&*.?;:)

Occasionally uses *Pacifico Regular* for a pop of *funsies*.
Never use it in all caps or as a full sentence.

Pacifico Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%^&.?;:)*

Product

Only uses Open Sans. Staying clear and focused.

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%^&*.?;:)

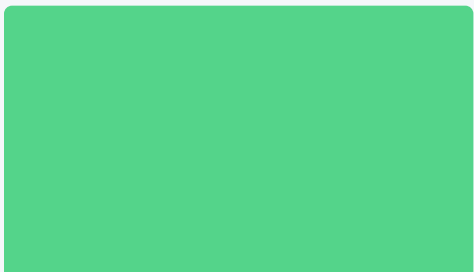
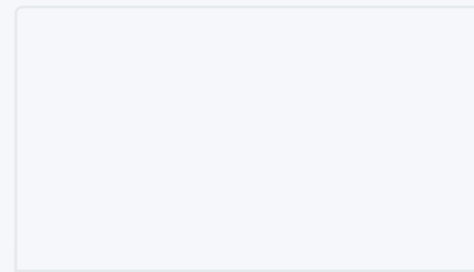
Open Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%^&*.?;:)



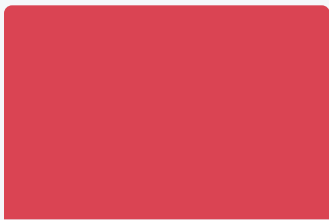
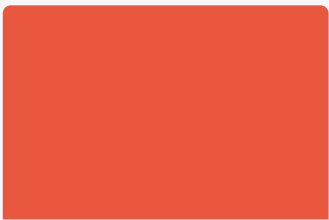
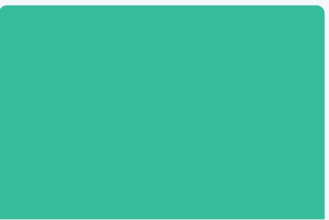
Colors, **ahhhhhhhhh** colors.

Our colors are like our personality. Bold, bright and confident.
We strive to keep things bright and free. Avoid using **dark** colors for anything but **text**

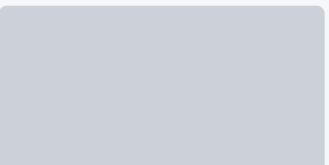
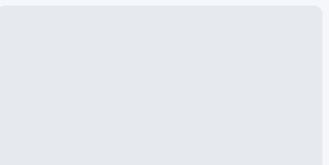
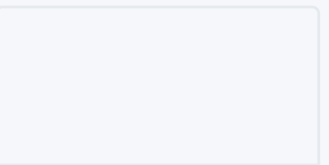
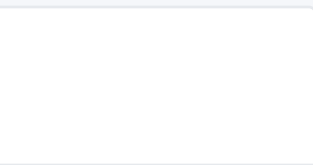
Primary Palette – Use it, own it, **love it**.

			
Frederick Green #54D48A	Gray Darkest #434A54	Gray Darker #656D78	Gray Lightest #F5F7FA

Secondary Palette – Use it sparingly ... but use it well!

								
Grapefruit #DA4453	Bittersweet #E9573F	Sunflower #F6BB42	Grass #8CC152	Mint #37BC9B	Aqua #3BAFDA	Cornflower #4A89DC	Lavander #967ADC	Rose #D770AD

Gray Palette – Not to be confused with grey pallets.

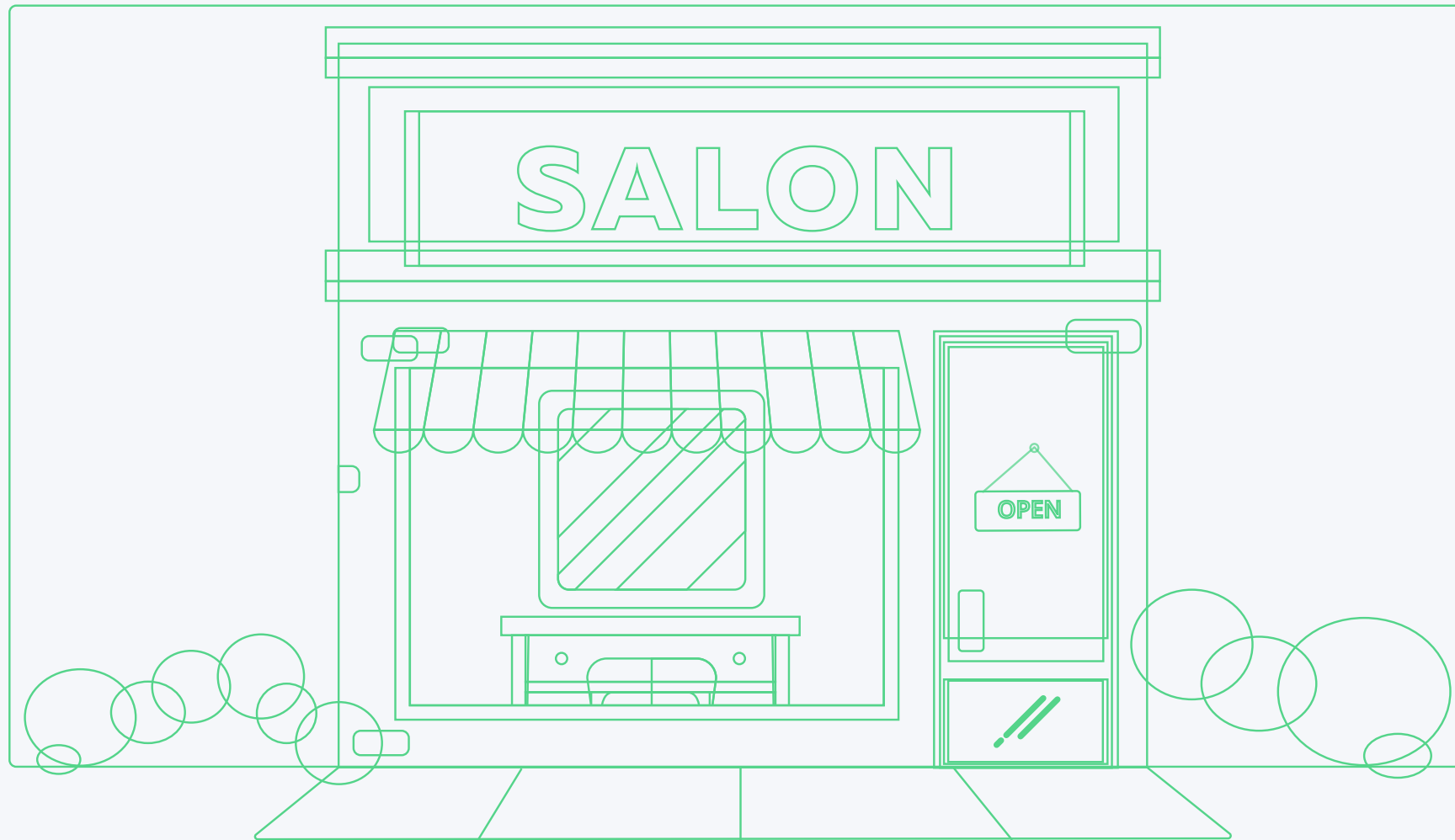
							
Gray Darkest #434A54	Gray Darker #656D78	Gray Dark #838B91	Gray #AAB2BD	Gray Light #CCD1D9	Gray Lighter #E6E9ED	Gray Lightest #F5F7FA	Gray Lightester #FFFFFF



Now entering **Frederick's World**

Please don't litter.

What we want is a good balance between personality and clarity. Add some **flare**, but try and make it somewhat **relevant** to the subject. Remember to keep it geometric!



#nofilter (okay, some filter)

Illustrations should be the heart of Frederick communications, but there will be times when we want to use **photography**.

Let's discuss what photo's should be

- Avoid dark photography
- Friendly and bright
- Audience relevant
- Relatable
- Don't stick Frederick into photos.





Thanks!

