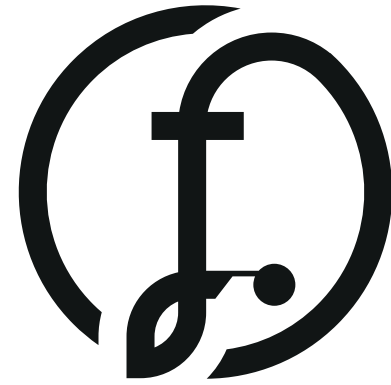
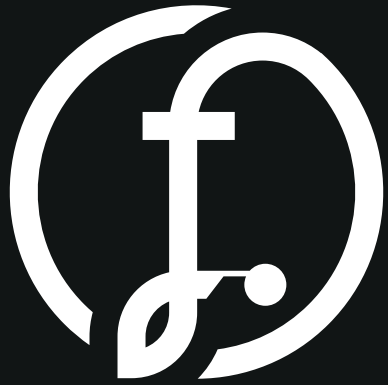


frootion.

basis

frootion.

frootion.



—
logo with claim
preferred position



—
logo with claim
vertical position

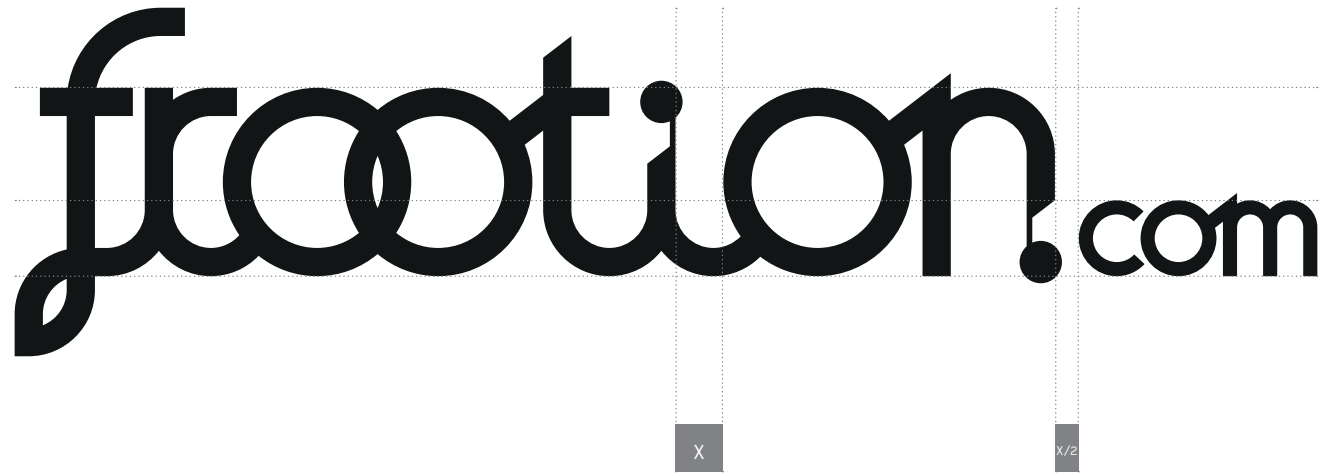
frootion.

EMPOWERING
YOUR
CHOICES

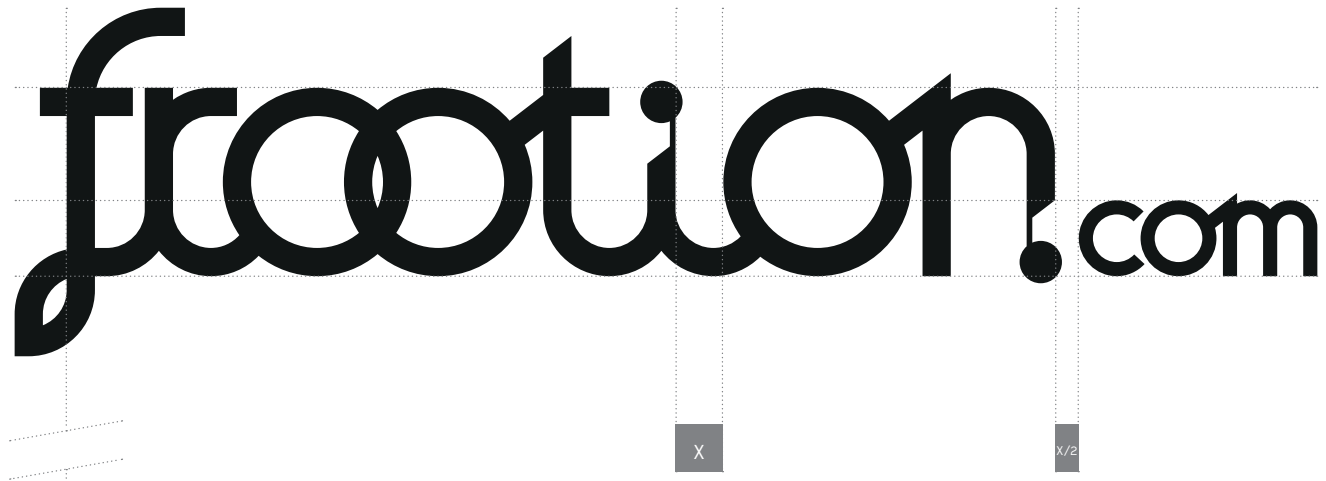
—
logo with adress
for specific touchpoints



—
logo with url
for standalone use

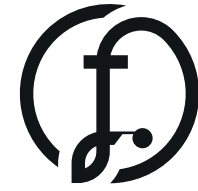


—
logo with url and claim
based on the vertical position



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CHOICES

frootion.



frootion. EMPOWERING
CHOICES

frootion.com



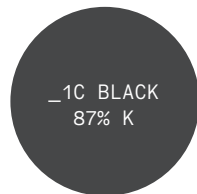
_CMYK 75/65/65/80
_PANTONE 532U

_RGB 26/27/23
1a1b17



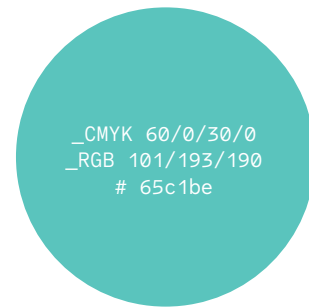
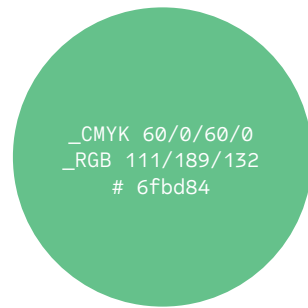
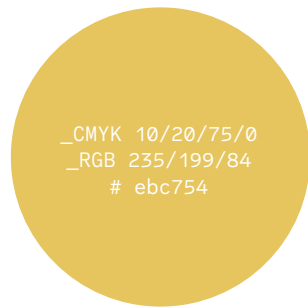
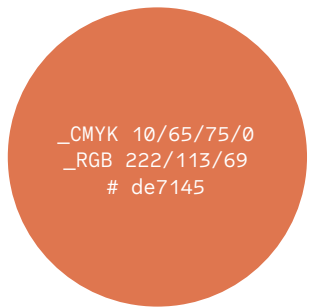
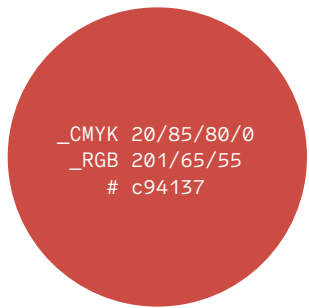
_CMYK 0/0/0/0

_RGB 255/255/255
fffffff

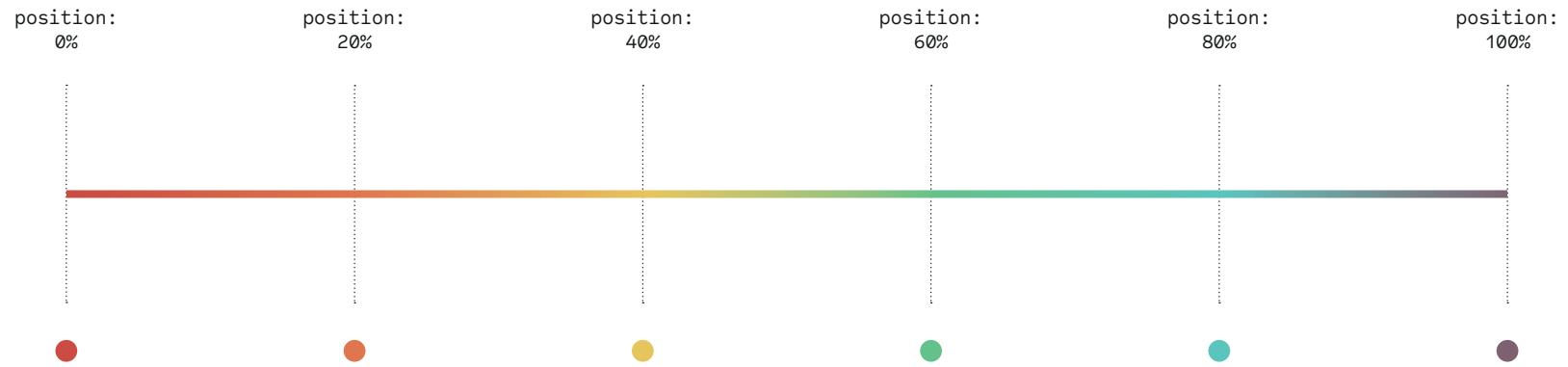


_1C BLACK
87% K

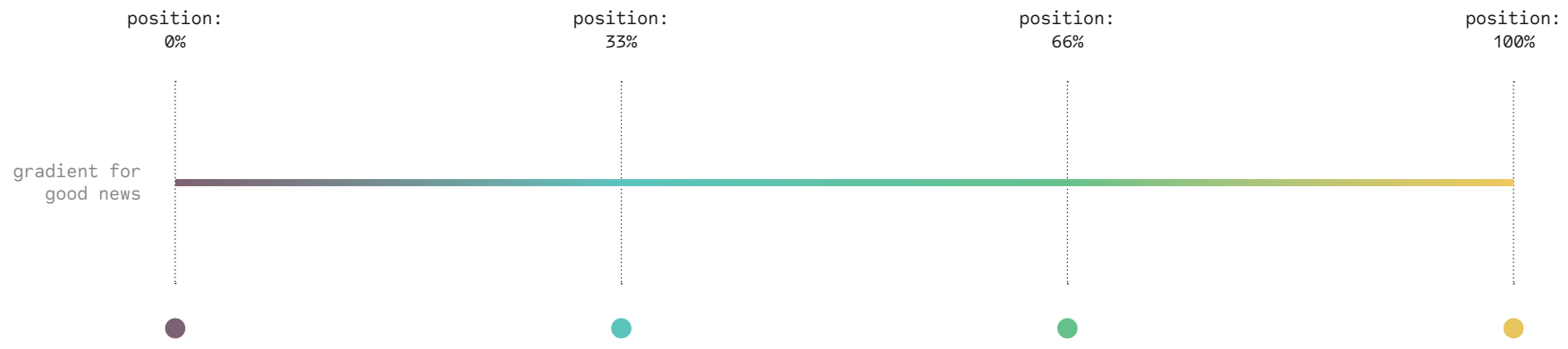
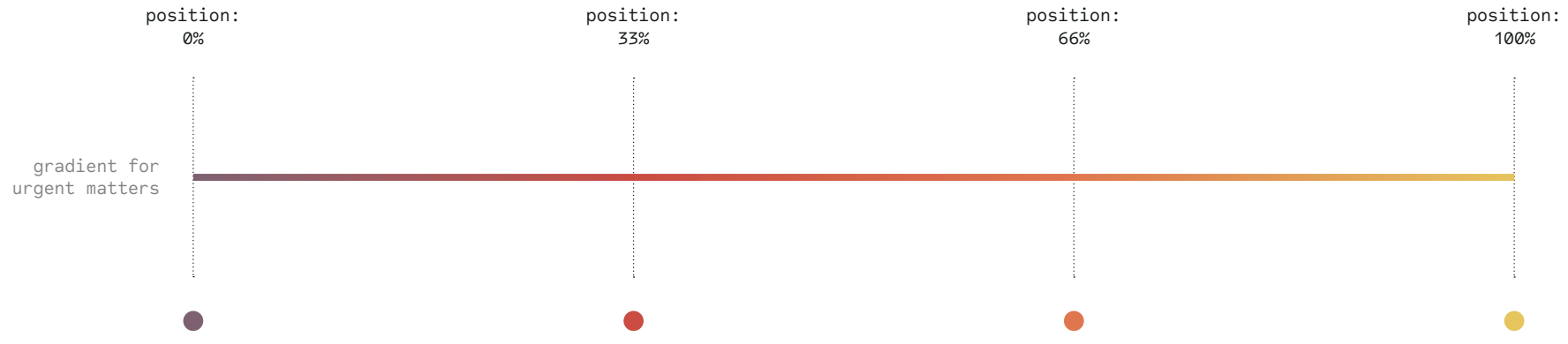
Exceptionally, when the production doesn't allow 4C print it is possible to switch the frootion black to its 1C counterpart.




—
colors
main gradient



—
colors
other gradients





The gradients are always used
with hairlines.

The line always go from the
bottom left to the top right
corner of one layout.

The thickness of the line is
adapted to the format but on
most formats (A4 to business
cards formats), the hairline
is 0,2 to 0,3pt thick.

One font only!
system based font to bring
the IT world and a modern
touch to the brand.

C O D E S A V E R

Code Saver Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #, .!&€ÄöÜß

Code Saver Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #, .!&€ÄöÜß

Code Saver Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #, .!&€ÄöÜß

Code Saver Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #, .!&€ÄöÜß

Code Saver Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #, .!&€ÄöÜß

Code Saver Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #, .!&€ÄöÜß

frootion.

EMPOWERING
CHOICES

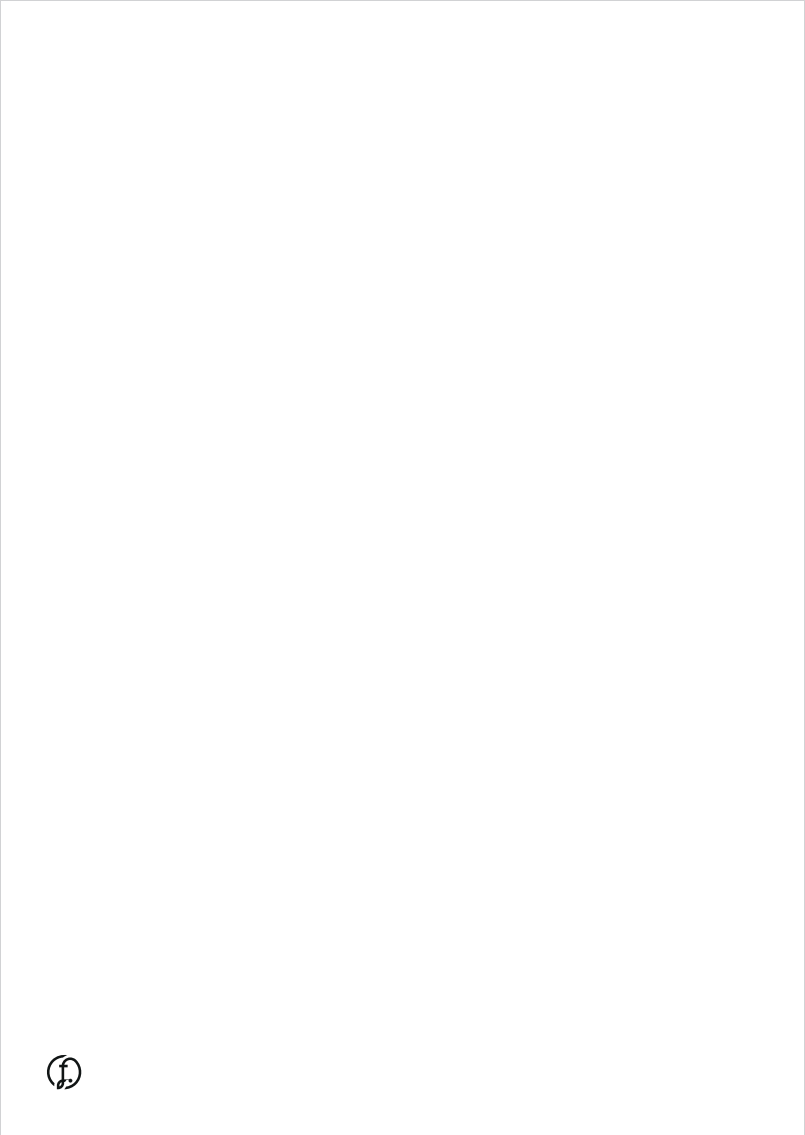
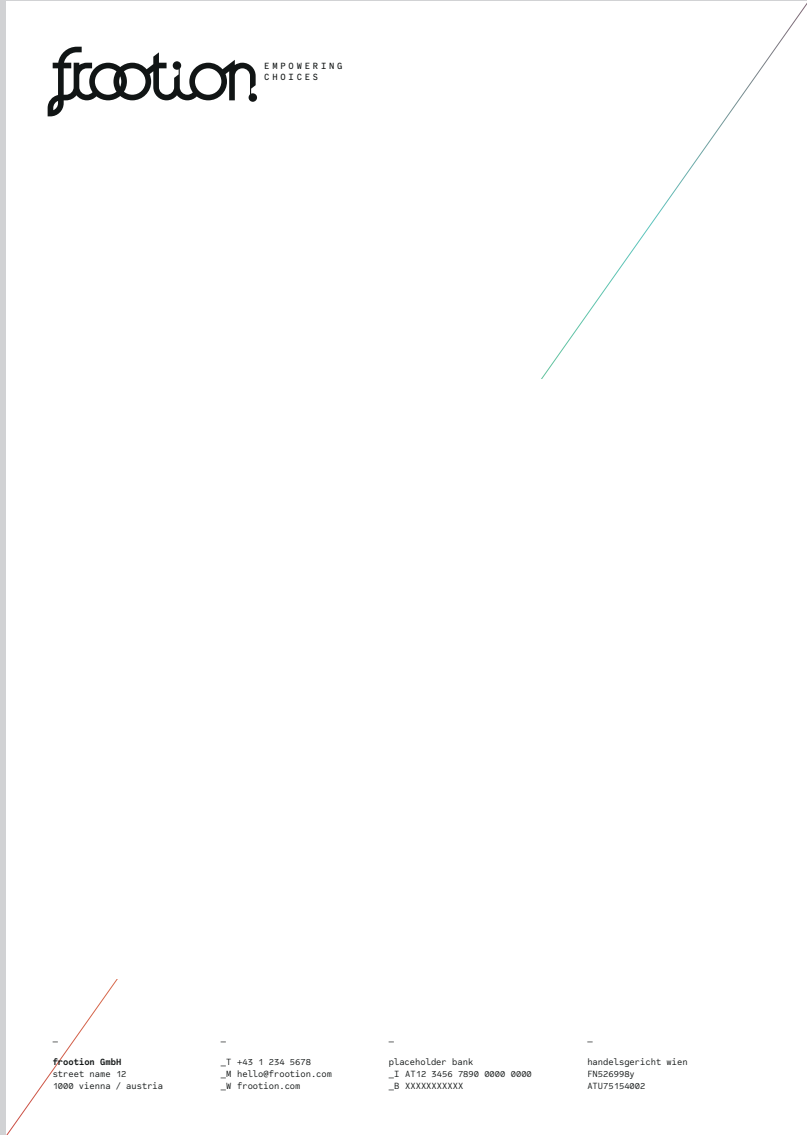
.....
Claim:
Code Saver Medium
Capitals
Metric Kerning
Letterspace 300

—
photography
example

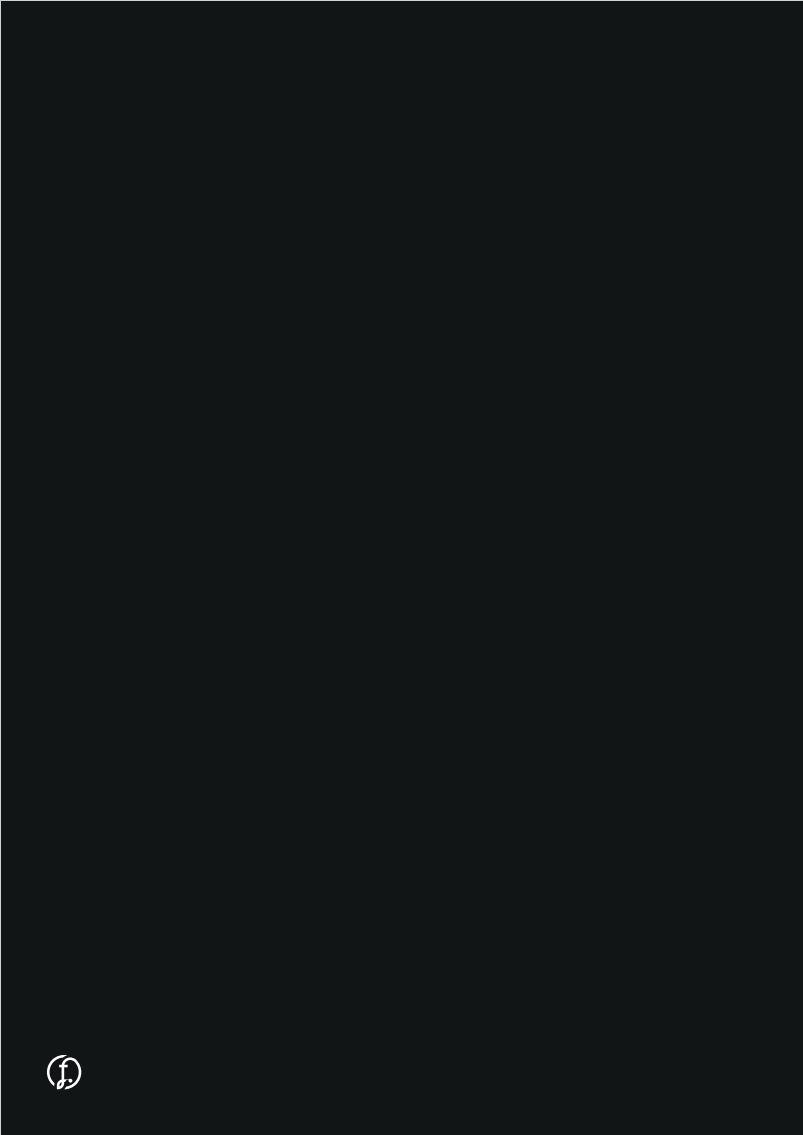
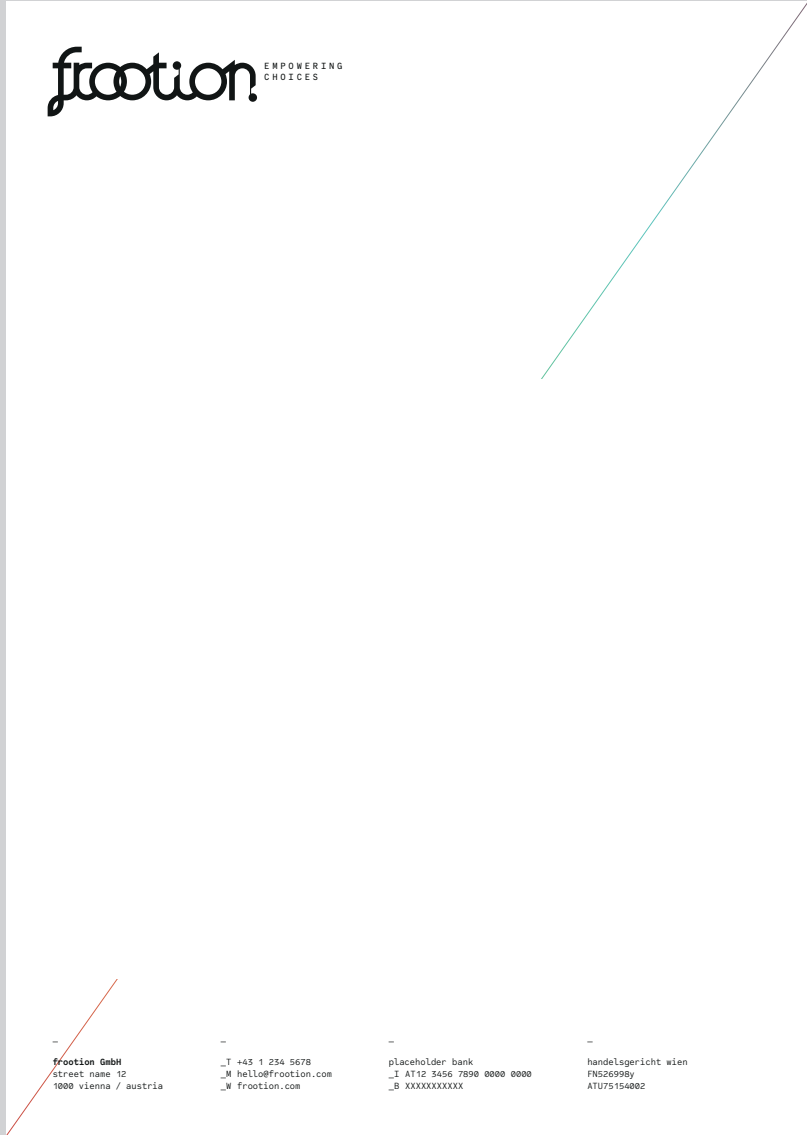
The image photography is made to bring a mood and stay in the background of our look. Therefore the photography, is rather abstract, dark and adapted to fit our frootion black color.

touchpoints

letterheads
basic example A



letterheads
basic example B



letterheads

client 1-sided example

frootion. EMPOWERING
MUSTERFIRMA
CHOICES

for:

—

**Max Mustermann
Musterfirma
Musteradresse 123
1000 Wien**

Wien, February the 14th

Subject:

Pushing the limits together.

Maximpo restrum autem quis audigen temporiones et officiet re
simus volor apic to esecepra seque reptaquam, sincide bitae.

Untiis maximus doluptas aperspe rspedia epedis ent atia venien-
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—
frootion GmbH
street name 12
1000 vienna / austria

—
_I +43 1 234 5678
_M hello@frootion.com
_W frootion.com

—
placeholder bank
_I AT12 3456 7890 0000 0000
_B XXXXXXXXXX

—
handelsgericht wien
FN526998y
ATU75154002



letterheads

client 2-sided example

frootion EMPOWERING
MUSTERFIRMA
CHOICES

for:
—
Max Mustermann
Musterfirma
Musteradresse 123
1000 Wien

Wien, February the 14th

Subject:
Pushing the limits together.

Maximpo restrum autem quis audigen temporiones et officiet re
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— — — —

frootion GmbH street name 12 1000 vienna / austria	_I +43 1 234 5678 _M hello@frootion.com _W frootion.com	placaholder bank _I AT12 3456 7890 0000 0000 _B XXXXXXXXXX	handelsgericht wien FNS26998y ATU75154002
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1/2

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2/2

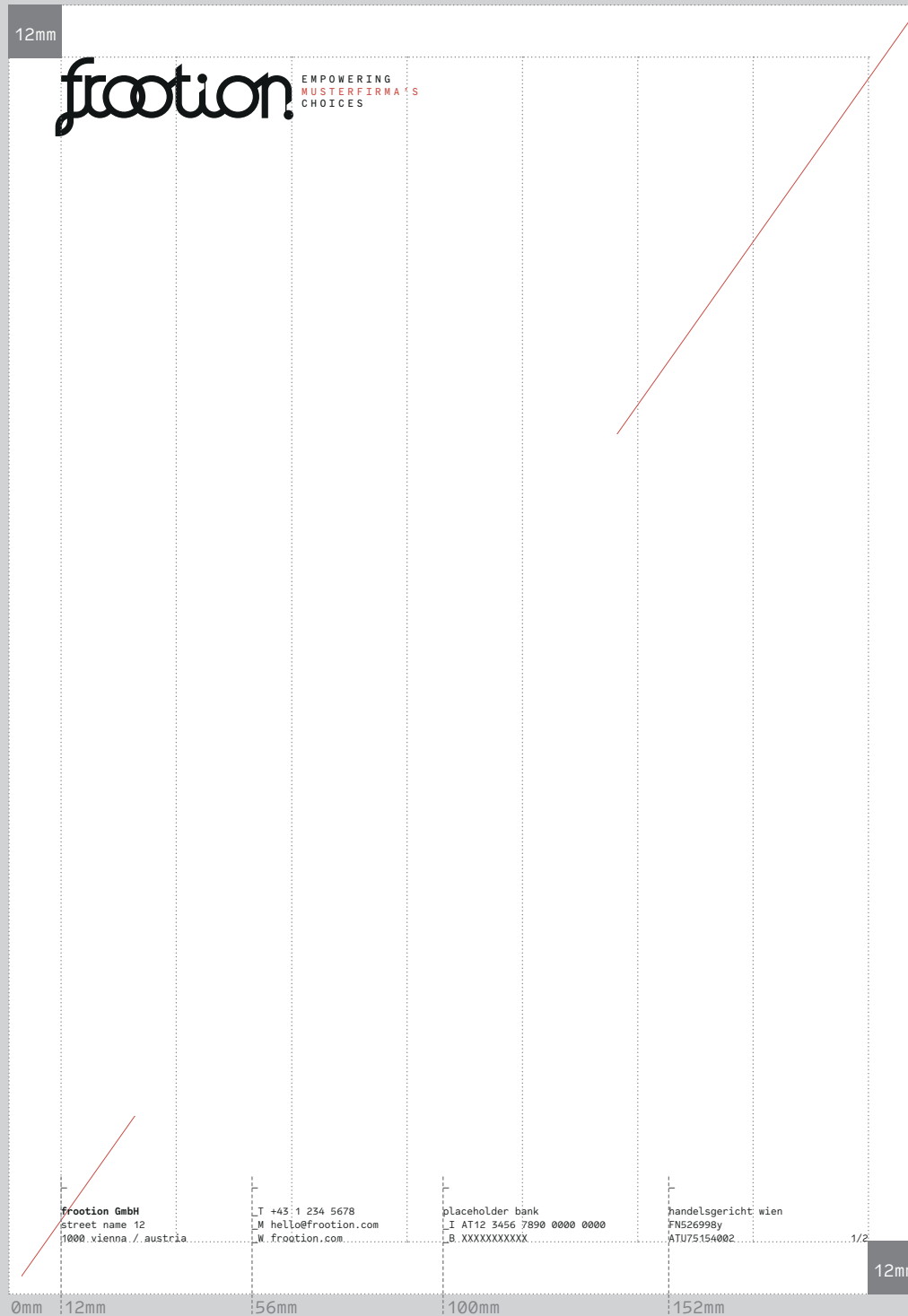
letterheads

construction frootion part

The letter has a 12mm border all around. The content area defined is divided in 7 equals columns where the different texts will be positioned.

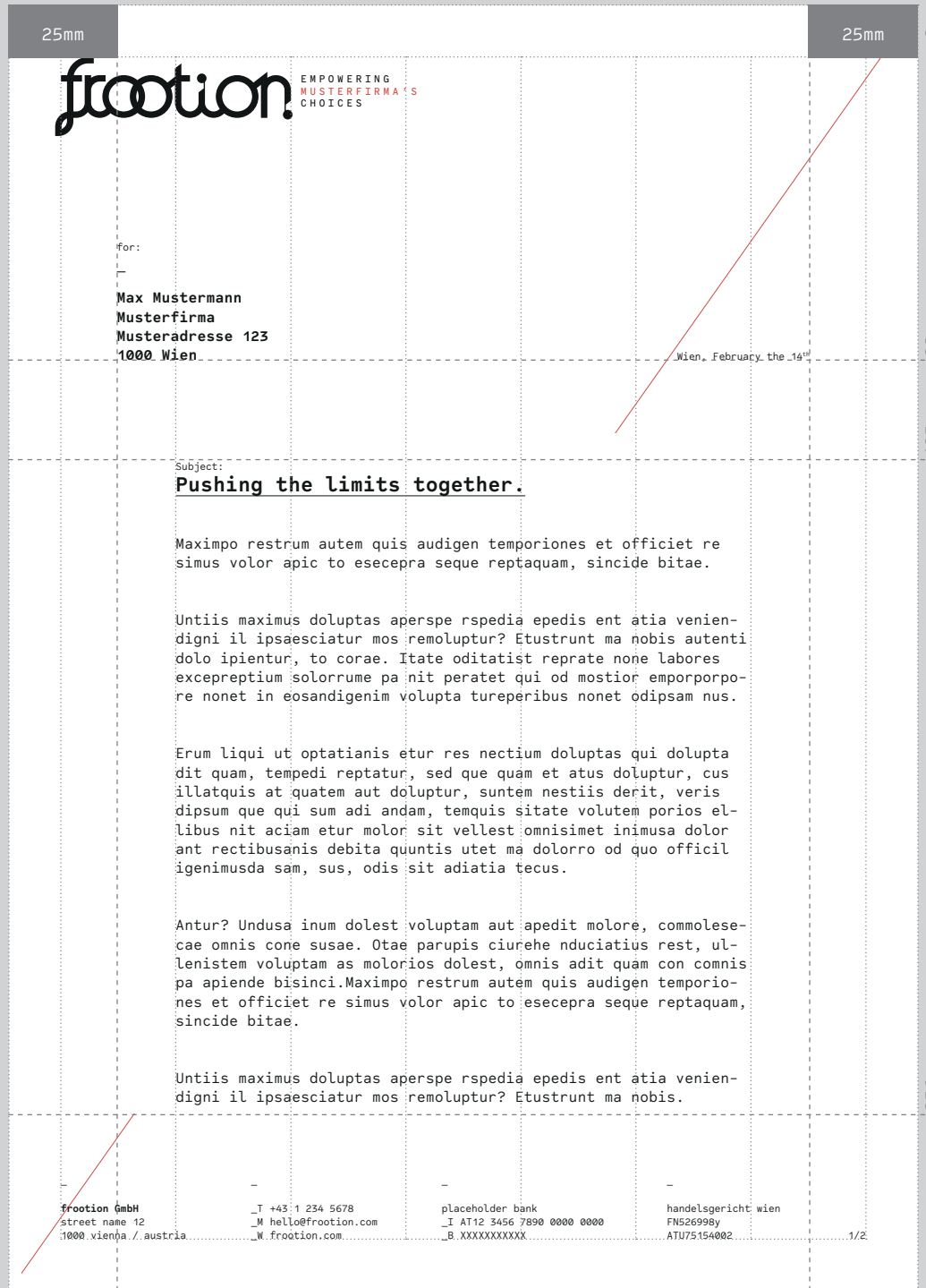
The logo is optically 2 columns wide. The construction between the logo and its claim is as described on page 5.

The content in the footer area doesn't follow the columns construction and is placed on defined positions.



letterheads

construction content part



The addressee content and the date are 25mm from the border of the page. Both of them sit at 82mm from the top.

The letter's content is horizontally contained between the 2nd and 7th columns. Vertically, the content starts at 105mm and ends at 256mm from the top.

frootion GmbH
street name 12
1000 wien/austria

T +43 1 234 5678
M hello@frootion.com
W frootion.com

placeholder bank
I AT12 3456 7890 0000 0000
B XXXXXXXXXX

handelsgericht wien
FN526998y
ATU75154002

letterheads

construction font sizes

frootion EMPOWERING
CODE SAVER MEDIUM 7PT/8PT, LETTERSPACING: 300
CHOICES

for Code Saver Regular 7pt/9pt
_ Code Saver Regular 10pt/12,5pt
¶ Code Saver Regular 7pt/9pt
addressee text
Code Saver Bold
10pt/12,5pt

Date Code Saver Regular 7pt/9pt

Subject Code Saver Regular 7pt/10pt
HeadLine Code Saver Bold 14pt/14pt

¶
¶
Copy Text Code Saver Regular 10pt/12,5pt,
Kerning: Metric. Letterspacing: 25.

¶
¶
Untiis maximus doluptas aperspe rspedia epedis ent atia venien-
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¶
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digni il ipsaesciatur mos remoluptur? Etustrunt ma nobis.

¶
frootion Bold 7pt/9pt
information
Regular 7pt/9pt

¶
_T tabs: 4,3mm
_M hello@frootion.com
_W frootion.com

¶
placeholder bank
_I AT12 3456 7890 0000 0000
_B XXXXXXXXX

¶
handelsgericht wien
FN526998y
ATU75154002

Page Nr.
Reg. 7pt/9pt

All content is written with Code Saver, either regular or bold, metric kerning.

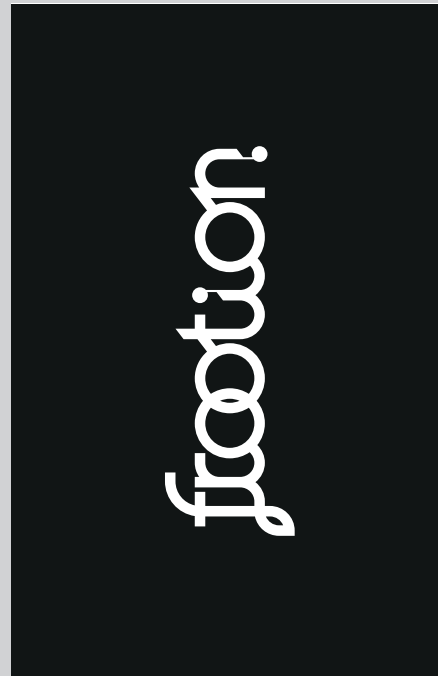
To ensure a calm layout, we avoid using too many font sizes. Most of the texts in this example are 7pt or 10pt, the exception being the subject headline at 14pt.

Most of the time the line spacing of the font circles around 125% of the font's size. For example a font at 10pt will have a line spacing of 12,5pt, the 7pt font should have a 8,75pt line spacing but we rounded it up to 9pt.

There are only 2 exceptions to this rule. The logo's claim is 7pt but its line spacing is of 8pt, thus making its construction rule from page 5 possible. Headlines are 14pt and their linespacing is of 14pt.



—
business cards
example



—
business cards
example



EMPOWERING
YOUR
CHOICES

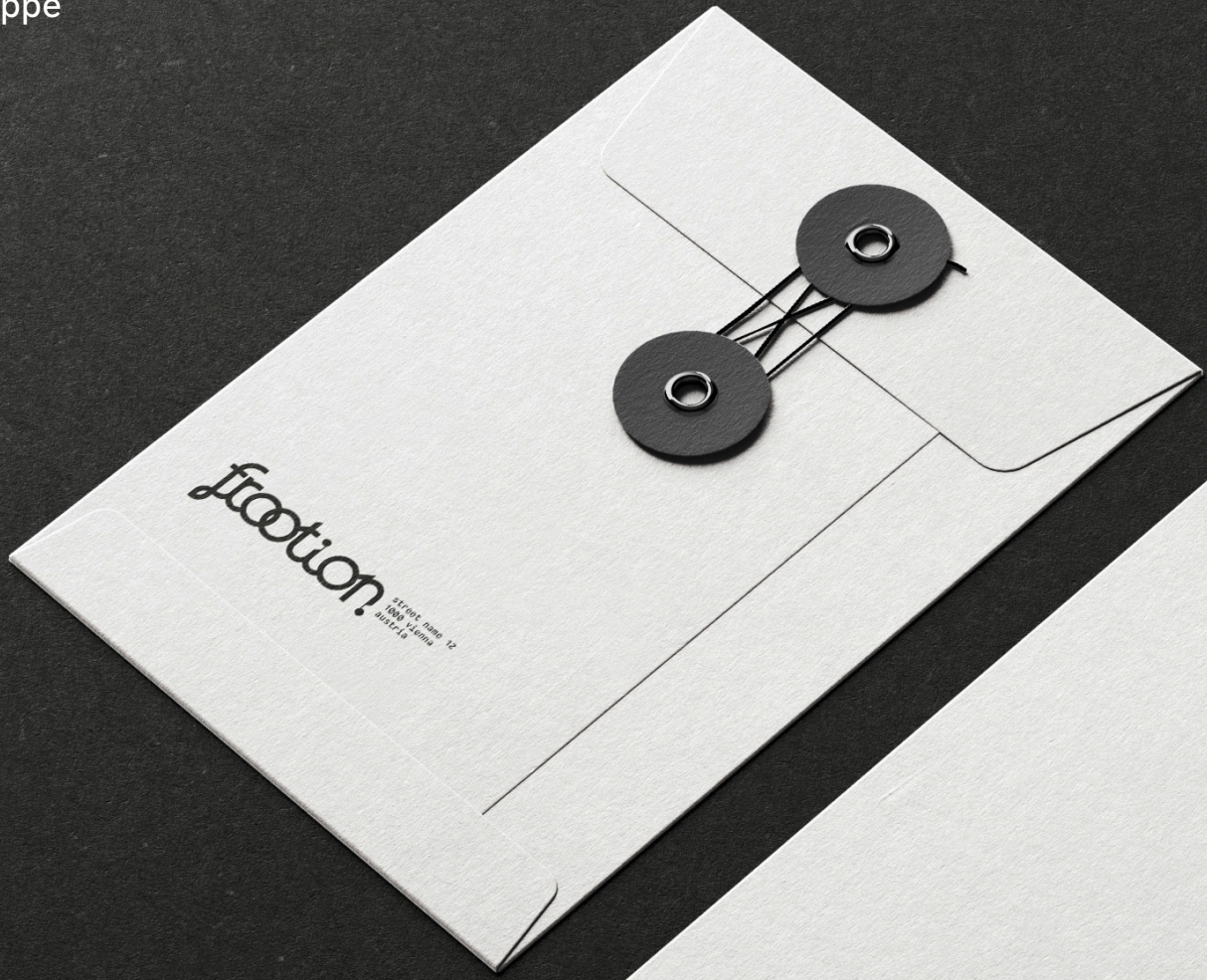


Ing.
DANKO
PRANJIC
CEO

—
street name 12
1000 vienna
austria

—
_T +43 1 234 5678
_M +43 123 456 7890
_E danko.pranjic@frootion.com
_W frootion.com

—
enveloppe
example



fraction
231001 name 12
1000 Vienna
austria

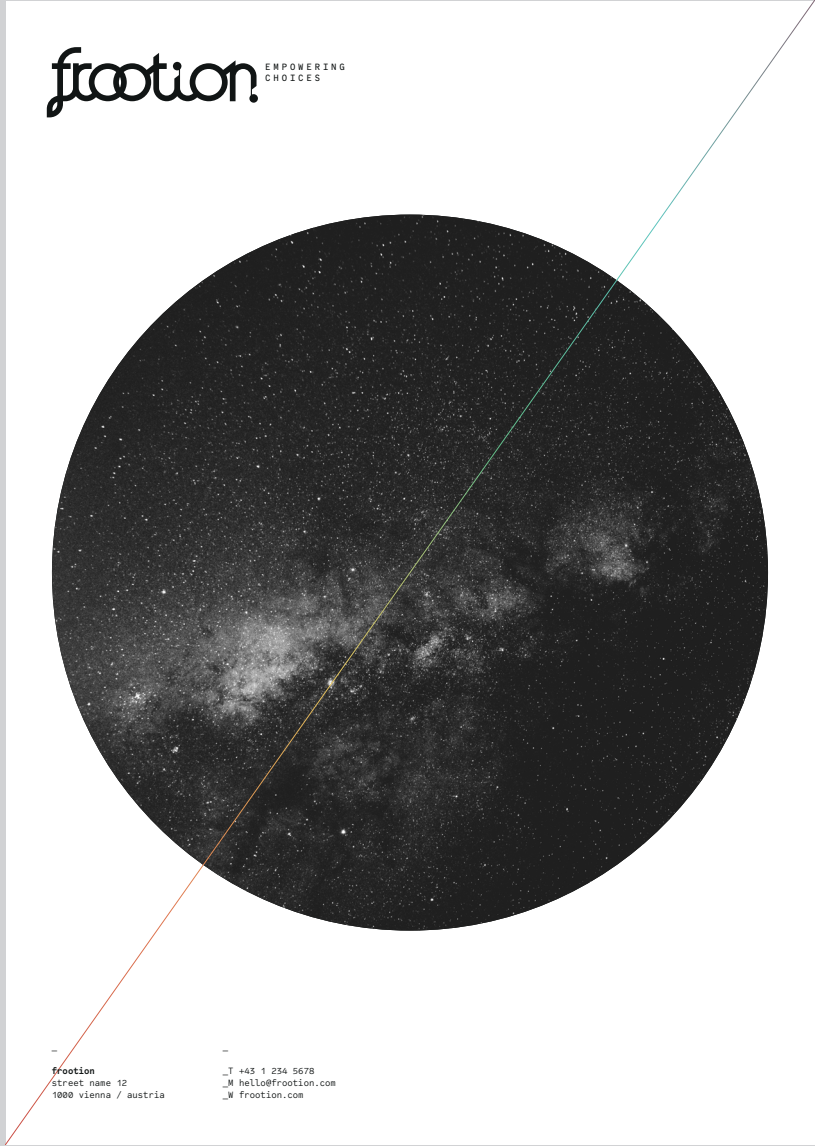


for:
—
Max Mustermann
Musterfirma
Musteradresse 123
Austria

—
t-shirt
example



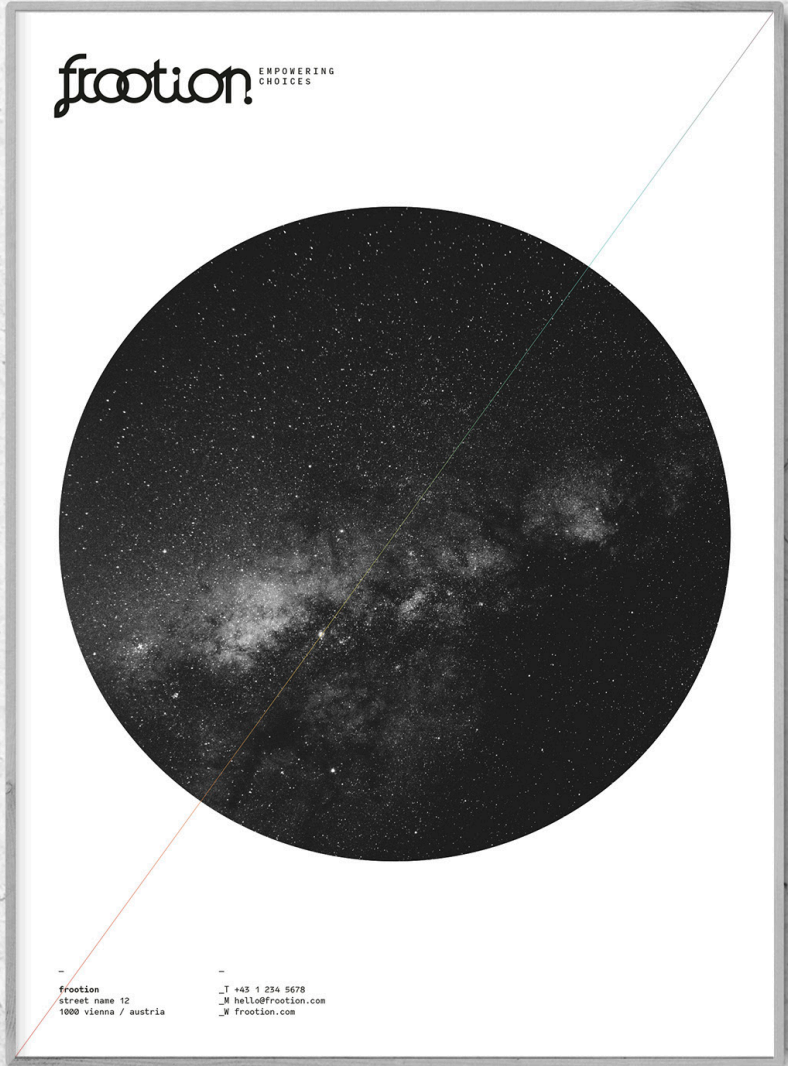
—
poster
example



—
frootion
street name 12
1000 vienna / austria

—
_T +43 1 234 5678
_M hello@frootion.com
_W frootion.com

—
poster
example



—
email signature
example

from: Danko Pranjic_ frootion

Dear Mr. Musterman,

Ihiliandae comnis minihit lam dit am quiduntis
et veniti inctatis nia di dolorit, coratum,
expla nectem qui volorro tem quae modictatia
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Best Regards,

Danko Pranjic

—

Ing. Danko Pranjic
CEO

_T +43 1 234 5678
_M +43 123 456 7890
_E danko.pranjic@frootion.com
_W frootion.com

—

frootion GmbH

street name 12
1000 vienna / austria

—
email signature
construction

from: [first name] [last name]_ frootion

To ensure a constant signature look through all systems and mail programmms, we exceptionally change our brand font to a universal system font.

Font: Courier New Regular, frootion GmbH, name and highlights with Courier New Bold.

The font size in the message is 10pt and 8pt in the signature.

Dear Mr. Musterman,

¶

Copy Text: Courier New Regular 10pt.

¶

Thiliandae comnis minihit lam dit am quiduntis nobitiis velenti busapienimus volorendis is ent odic tet aut quibus exerumque labore es aut et, es eos simetum quae doloreiur asimetur aut modisti untium aliberum id quia dollect otatur, sit exeriatecab inimusc ipsaped magnatur?

¶

Best Regards,

¶

[first name] [last name]

¶

¶

_ Regular 8pt

¶

[title] [first name] [last name] Bold 8pt

[position] Regular 8pt

¶

_T +43 1 XXX XXXX

_M +43 XXX XXX XXXX

_E firstname.lastname@frootion.com

_W frootion.com

¶

—
¶


frootion GmbH Bold 8pt

¶

street name 12 Regular 8pt

1000 vienna / austria

the signature always starts with the symbol "_". Everything in the signature is written with Courier New, 8pt.



fraction.

-

frootion
CD manual basis
the end