

Frisbii

Brand Playbook

Frisbii

Frisbii
Brand Playbook
Version 1.0

Welcome to the Frisbii Brand Playbook. This document is to be understood as a Minimum Viable Brand toolkit that sets the tone and direction for Frisbii's migration from a simple product to a strong Brand. Having a strong brand is extremely important to us, so we ask that the guide is always referred and adhered to. We hope you enjoy getting to know our brand better.

Table of Contents

I. Brand Narrative

1. The Frisbii Promise
2. The Frisbi Company Mission & Vision
3. The Frisbii Brand Narrative

ii. Visual Style guide

1. Logo
 - Master logo
 - Clear space and sizing
 - Misuse
2. Colour
 - Brand Colours
 - Hero Colour
 - Secondary Colour
4. Typography
 - Our Typeface
 - Typeface Weights
 - Use of Type
 - Fallback Font Office

Frisbii

Brand Narrative

The Frisbii Promise.

Where revenue takes flight.

Purpose and Meaning.

The Frisbii slogan communicates the brand's role as a launchpad for growth, enabling businesses to achieve more with recurring revenue. It embodies ambition, transformation, and the potential for upward momentum, aligning with Frisbii's mission to empower businesses and drive meaningful impact.

Connection to Tone of Voice

- **Inspiring and Encouraging:**
Evokes a sense of ambition and limitless possibilities.
- **Approachable and Collaborative:**
Welcomes clients with a tone that is aspirational yet accessible.
- **Confident and Trustworthy:**
Establishes the brand as a reliable partner for achieving growth.
- **Focused and Precise:**
Keeps the message forward-looking while maintaining clarity.
- **Expert but Not Overly Technical:**
Accessible language that connects with a broad audience without relying on jargon.

The Frisbii Company Mission.

Empowering businesses to grow and thrive

At Frisbii, we help businesses take control of their recurring revenue and unleash their full potential. Our seamless platform streamlines subscriptions, billing, and payments, letting you focus on your customers and growth. With trusted analytics and compliance, Frisbii simplifies complexity, boosts retention, and enables limitless scaling. More than a platform, we're your partner, delivering agile solutions that evolve with your needs. Whether you're starting out or scaling up, Frisbii makes recurring revenue simple, scalable, and sustainable.

The Frisbii Company Vision.

Envisioning a future where lasting relationships define business success

We envision a world where recurring revenue is the cornerstone of sustainable growth. Our goal is to become the trusted partner for businesses of all sizes, providing a unified revenue platform that simplifies complexity and unlocks new opportunities. We're driven by a commitment to clarity, innovation, and lasting impact, ensuring every business has the tools to thrive in today's dynamic economy. Together, we're empowering businesses to innovate, foster, and advance sustainable business models that shape markets, customer relationships and the future.

The Detailed Frisbii Brand Narrative.



Frisbii is your trusted co-pilot for recurring revenue, guiding your business to grow and thrive effortlessly.

Our promise

We empower businesses to simplify recurring revenue and thrive confidently in a changing world.

Our identity

We're approachable, agile, and trusted to deliver excellence every time.

The Frisbii Values.



Co-Creation

Have a collective vision. A goal that keeps us motivated and reach the “Flow” level. We’re all about coming together to create something bigger than what any one of us could do alone. Co-creation means sharing ideas, inspiring each other, tapping into and appreciating our diverse strengths, and building on each other’s energy to make amazing things happen. It’s how we keep growing, innovating, and delivering value— together. Co-creation allows as much perspective as possible to come together.



Togetherness

Being part of this team means having each other’s backs. You never feel alone in front of challenges. Togetherness is mutual openness . Togetherness it is about building real connections , celebrating what makes us unique, and working as one to reach our goals. By staying close—whether it’s across teams, locations, or just in the day-to-day—we create an environment where everyone feels respected, supported and inspired to give their best.



Integrity

Integrity is the backbone of how we work together. It’s about being honest, open, and reliable in everything we do. By sharing information freely, communicating openly, and delivering on our commitments, we create a foundation of trust. Integrity keeps us aligned, strengthens our connections, and empowers us to navigate challenges with confidence. When we stay true to our word and values, we build stronger teams and make better decisions—together.



Empathy

Empathy is about making the effort to understand where others are coming from, both within our teams and externally. It starts with intentional listening—asking thoughtful questions and seeking to understand without assumptions. By staying curious and responding with kindness, we create an environment where colleagues, customers, and partners feel respected and valued. In our jobs, empathy is a tool for building trust, strengthening collaboration, and mutual understanding. Externally, it helps us understand customer needs, resolve challenges together, and foster lasting relationships. Empathy is the basis for trusting and meaningful relationships - with colleagues, customers or partners.



Pro-Activity

Pro-activity is about stepping up, spotting opportunities, and acting on them. It’s not just about solving problems—it’s about staying curious, challenging the status quo, and finding better ways to do things. By listening, learning, and sharing ideas openly, we keep growing and improving together.



Responsibility

Responsibility means owning what we do and how we do it in an end-to-end manner. We work together, look at the big picture, and find solutions that make a difference. By being accountable through regular check-ins and sharing feedback openly, we create an environment where everyone’s ideas and efforts matter and help us succeed as a team.

Frisbii

Visual Style Guide

Logo

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

Logo Master Logo

Color



Allowed color Logo and Brand color combinations, based on accessible color contrast rules.

White



Allowed color Logo and Brand color combinations, based on accessible color contrast rules.

Black



Fallback Black logo if color print is not available.

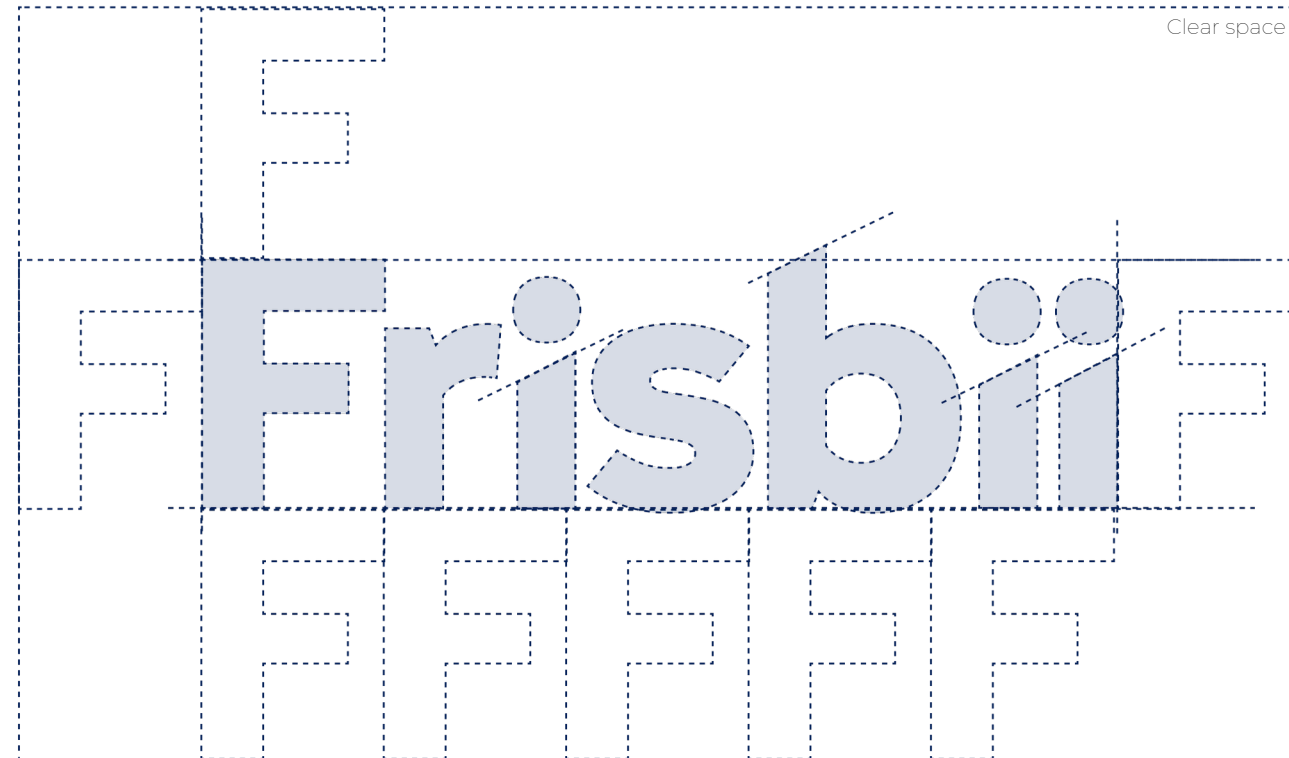
Logo ClearSpace & Sizing

The Frisbii Logo is derived from the font „Adelphi Ectrabold“, but has been added slants on the i shapes to give it more character. Reflecting the “trusted consistent excellence” and “accountability” of the brand foundation, this design emphasizes stability

and trustworthiness through its geometric precision. It reinforces the company’s commitment to long-term relationships and reliable technology, which are central to the brand’s mission, while the double-i gives it a touch of playfulness.

Adelphi is an approachable geometric sans-serif influenced by the British modernist tradition and remains legible even at smaller sizes and screen resolutions.

Official Logo
This is the official Frisbii logo intended for all broad-audience applications



The width of the logo is exactly 5x the width of the letter “F”.

Any other visual elements or logos are to be kept at that the letter “F”’s width and height from the logo.

Exception:
Frisbii Product Logos
(see following pages)

Minimum Sizes
The Logo should be sized no less than 4 mm height in print and 20 pixels in digital applications.

Frisbii
4 mm height
print

Frisbii
20 px height
digital

Logo Isotype Proportions of square and rounded icon for web

The logo isotype is a simplified version of the primary logo, designed for use in contexts where space is limited or the full logo cannot be effectively displayed. It ensures brand recognition and visual consistency across small-scale digital applications.

Square



Rounded



Product Logos

The product logos maintain the strong identity of the Frisbi brand while providing clear differentiation for individual solutions. Each sub-brand logo builds on the core Frisbi logo, ensuring visual consistency and brand recognition across all products.

The sub-brand logos are derived from the primary Frisbi logo, preserving the distinctive typography and bold design. The slanted “i” shapes, a signature element of the brand, remain central to the identity, symbolizing agility and innovation. The accompanying

product names, such as “Media” or “Salesforce App,” are set in the same font style, ensuring a cohesive and professional appearance.



Frisbii
Media
Media



Frisbii
Salesforce®
App

Logo Misuse

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific “do not” for our logo.



Frisbii

Do not alter the logo’s colours in any way.



Frisbii
Lorem ipsum

Do not lock-up text to the logo.



Frisbii

Do not alter the logo’s shape in anyway.



Frisbii

Do not add elements or shadows to the logo.



Frisbii

Do not place the logo in a holding shape.



Frisbii

Do not outline the logo.



Frisbii

Do not rotate the logo.

Colours

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive.

Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.

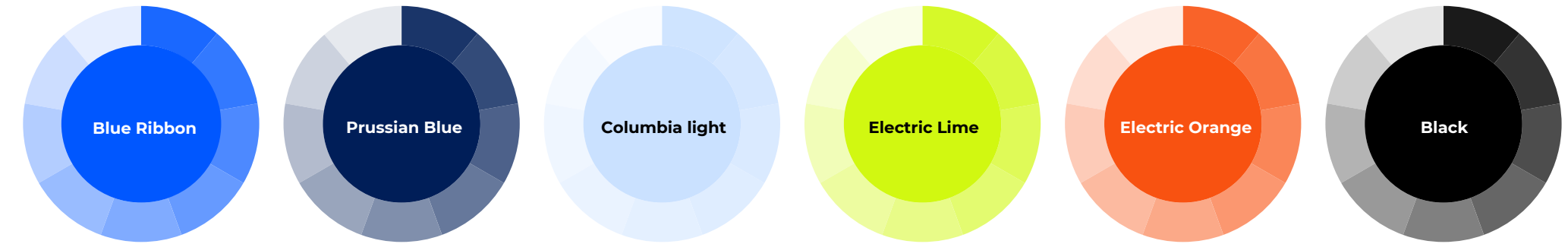
To help achieve greater recognition of our brand it is important that our colour palette is applied consistently.

Colour Brand colours

The primary colour palette is constant throughout all communications. A colour hierarchy has been implemented, ranging from Blue Ribbon and Prussian Blue being

the most important to Electric Orange at the other end of the spectrum, reserved for specific uses like warnings.

Electric Lime and Electric Orange should not be used in context with another as this would create an overall image that is too over the top.



HEX
#0057FF

CMYK
85 60 0 0

RGB
R0 G87 B255

PANTONE
Pantone 285 C

HEX
#001E58

CMYK
100 90 30 35

RGB
R0 G30 B88

PANTONE
Pantone 281 C

HEX
#CAE1FF

CMYK
18 6 0 0

RGB
R202 G225 B255

PANTONE
Pantone 2707 C

HEX
#D1F811

CMYK
20 0 100 0

RGB
R209 G248 B17

PANTONE
Pantone 388 C

HEX
#F85211

CMYK
0 67 93 3

RGB
R248 G82 B17

PANTONE
Pantone 172 C

HEX
#0057FF

CMYK
0 0 0 100

RGB
R0 G0 B0

Colour
Primary 1

Trust and stability:
Blue, especially in this more intense version, is associated with reliability, loyalty and stability. It is a color that promotes trust and provides a feeling of security and confidence.

Professionalism and seriousness:
The strong blue nuance is used in professional and institutional contexts because it radiates intelligence and seriousness.
Clarity and concentration:

Medium blue promotes analytical thinking and clarity. It can help strengthen focus and mental alignment.

Technology and Innovation:
This color is also used in the technology industry as blue is generally considered modern and innovative.

Blue Ribbon

#0057FF

RGB

R0 G87 B255

HEX

#0057FF

CMYK

85 60 0 0

PANTONE

Pantone 285 C

10% 20% 30% 40% 50% 60% 70% 80% 90%

Colour
Primary2

Seriousness and trust:
Dark blue radiates seriousness and authority. It is the color of power, trust and respect and is therefore often used in formal and professional contexts.

Depth and Wisdom:
This shade of blue is associated with wisdom and depth. It stands for reflective thinking, intelligence and concentration.

Calm and Stability:
Similar to other shades of blue, dark blue represents calm, stability and serenity, but with an increased sense of security.

Professionalism:
Dark blue also conveys seriousness and trust and expresses reliability and a sense of responsibility.

Prussian Blue

#001E58

RGB

R0 G30 B88

HEX

#001E58

CMYK

100 90 30 35

PANTONE

Pantone 281 C

10% 20% 30% 40% 50% 60% 70% 80% 90%

Colour Secondary

Peace and relaxation:
Like many light blue tones, this one also represents serenity, peace and harmony. It can remind you of a clear, blue sky or the calm sea.

Clarity and openness:
Light blue symbolizes openness as well as clarity and has a communicative effect on viewers. It also reflects transparency and honesty.

Reliability and stability:
The lightness and tone of this color conveys a feeling of stability and reliability, blue tones generally increase trust more than red tones

Columbia R202 G225 B255 **HEX**#CAE1FF

light

RGB

202 225 255

202 225 255

CMYK18 6 0 0 **PANTONE**Pantone 2707 C

18 6 0 0

10% 20% 30% 40% 50% 60% 70% 80% 90%

Colour Accent 1

Energy and dynamism:
This color is associated with liveliness and dynamism and appears particularly energetic.

Yellow-green stands for growth and renewal and symbolizes freshness and joy of life.
Creativity and innovation:

Growth:

Due to the bright and unusual mix of yellow and green, this color also represents creative, modern and innovative approaches. It stands out and conveys a feeling of innovation and departure.

Conspicuousness and focus:
The colour attracts attention.

RGB

R209 G248 B17

HEX

#D1F811

CMYK

20 0 100 0

PANTONE

Pantone 388 C

Electric Lime

#D1F811

10% 20% 30% 40% 50% 60% 70% 80% 90%

Colour
Accent 2

Energy and Vitality:
Orange is perceived as energetic and dynamic, creating a cheerful and lively atmosphere.

Creativity and Enthusiasm:
Orange is frequently linked to creativity, innovation, and inspiration.

Friendliness and Sociability:
It radiates warmth and approachability, often associated with social interactions.

Electric Orange

#F85211

RGB

R248 G82 B17

HEX

#F85211

CMYK

0 67 93 3

PANTONE

Pantone 172 C

10% 20% 30% 40% 50% 60% 70% 80% 90%

Colour
Neutral 1

White_{RGB}

#FFFFFF

R255 G255 B255

HEX

#FFFFFF

CMYK

0 0 0 0

Colour
Neutral 1

Black_{RGB}

#000000

R0 G0 B0

HEX

#000000

CMYK

0 0 0 100

60% 70% 80% 90%

Typography

Clarity and readability

Montserrat and Archivo feature open, clear forms, ensuring readability in both digital and print media.

Modern and timeless

Montserrat's urban-inspired design and Archivo's technical roots balance contemporary appeal with timeless familiarity.

Versatility

Both fonts offer a range of weights and styles, allowing flexible use across headlines, text, and branding while maintaining consistency.

Frisbii

Professional and trustworthy

Their geometric and precise shapes project professionalism and credibility, reinforcing a strong brand image.

Visual impact

Montserrat's boldness and Archivo's precision create a distinct, striking presence, ideal for logos and key brand elements.

Typography Our Typefaces

Archivo and Montserrat are our corporate typefaces, they should be used in all instances where typography is required. They are simple, clean and legible typefaces.

Aptos can be used as a substitute for Archivo and Montserrat on office applications and email.

It is important to adhere to the leading, tracking and text arrangement specified in this document to help achieve brand consistency throughout.

Archivo

À Á Â Ã Ä Å A B C D E F G H I J K L M -
N O P Q R S T U V W X Y Z
à á â ã ä å a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () +
Æ Ç È Æ × ß à æ ç

Montserrat

À Á Â Ã Ä Å A B C D E F G H I J K L M -
N O P Q R S T U V W X Y Z
à á â ã ä å a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () +
Æ Ç È Æ × ß à æ ç

Regular
Available from:
google.com

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()_+{}[]\|:;”<>,.?~
£ÃÆÇÈØ×βÛåæç

Bold
Available from:
google.com

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()_+{}[]\|:;”<>,.?~
£ÃÆÇÈØ×βÛåæç

Regardless of font-weight and size,
all text is to be set with
– (Adobe Tools) Letter spacing value of „0”
– (Adobe Tools) Kerning set to „optical”.

For any any other tools (Figma, Canva, ...),
Text is to be set in values approximating
the look achieved in Adobe Tools.

**Bold is our headline
weight.**

Book is used for sublines.

Montserrat Typography

TypefaceWeights

Book
Available from:
google.com

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()_+{}|\:;”<>,.?~
£ÃÆÇÈØ×βÛåæç

Bold
Available from:
google.com

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z 0123456789!@#\$%^&*()_+{
|\:;”<>,.?~ £ÃÆÇÈØ×βÛåæç

Typography

Use of Type

Regardless of font-weight and size,
all text is to be set with
– (Adobe Tools) Letter spacing value of „0”
– (Adobe Tools) Kerning set to „optical”.

For any any other tools (Figma, Canva, ...),
Text is to be set in values approximating
the look achieved in Adobe Tools.

Book is used for captions and
small bodies of text, it's also used
on our stationery.

Book is used to accentuate critical information.

Regular
Available from:
microsoft.com

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()_+{}[]|\:;”<>,.?~
£ÃÆÇÈØ×βÜåæç

Bold
Available from:
microsoft.com

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()_+{}[]|\:;”<>,.?~

Bold is our headline weight.

Regular is used for captions and small bodies of text, it's also used on our stationery.

Bold is used to accentuate critical information.

Regular is used for our body copy and subheadings.

Regular can be used when a more delicate weight is needed.

