

Brand Guidelines



RUN FRENZY

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“We are thinkers, rule breakers, but most of all - disruptors ”

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Online
Version / ebook



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01.

Logo Overview

The Logo.

Our logo is reflection of our fresh & unique vision and the new voice we bring with our ideas. Inspired by our fierce female founders, our mascot is the embodiment of the cool cat with crazy ideas in all of us.

Run Frenzy is motion
Motion with a purpose
A purpose to find the magic in chaos



RUN FRENZY

DOs & DON'Ts

The RF brand logo should not be altered or redrawn, and additional words, effects or graphic elements should never be added.



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Clear Space



To give our logo enough breathing space wherever it features, it's best to maintain the safe distance mentioned above. Overall, it's best to maintain the legibility of the logo and leave healthy negative space around it.

A similar clear space should be maintained for our mascot as well, and no graphic elements of any kind should appear inside this zone.

Web & Print Responsive.

There are three variations of the RF logo that can be chosen based on space and usage: primary, logotype and logomark.

The primary logo is the preferred mark to use on all communications. When appropriate, the logotype and logomark are also acceptable.



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Minimum Size

To ensure visibility and legibility, our logo should never be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

0.27 in Or 86 px



RUN FRENZY

0.75 in Or 150 px

02.

Primary Typography

Typography Identity.

The art of typography plays a major role in a company's identity.

Using a set of carefully selected fonts and typefaces, we want to maintain a modern, clean look with a slight vintage nod.

Our fonts are divided into the following -

Primary (the most recognizable and frequently used font)

Secondary (Supplementary fonts that are mainly used in socials)

Primary Heading

Aktiv Grotesk (Xbold)

This our primary heading
font, to be used on all
brand related material like
cred decks and letterheads

Aa Bb

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

1234567890!@#\$

%^&*()\?

Primary Body 1

Aktiv Grotesk (Light)

This is our primary body
font, to be used on all
brand related material like
cred decks and letterheads

Aa Bb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$
%^&*()\?

Primary Body 2

DIN 2014 (Regular)

This our secondary body
font to be used for writing
captions, footers and
headers on branded material.

Aa Bb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$

%^&*()\?

Primary Subheading

Fantabular Sans MVB (Medium)

This is our primary
subheading font, which can
be used in branded material
for section headings or
important quotes.

Aa Bb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1234567890!@#\$
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03.

Secondary Typography

Typography for Socials.

A pop of color can be added to all fonts or some headers for the use of drawing attention to important messages or to match the color scheme of each property. However, we should always stay true to our typography and color guides for this.

The typography for our socials is more dynamic than those used in branded material. They are more expansive to cover our different properties and create a refreshing vintage look.

Secondary Heading 1

Agrandir Black

One of our primary heading fonts on social creatives, it's mainly used in properties like the women in cinema series.

Aa Bb

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1234567890!@#\$
%^&*()\?**

Secondary Heading 2

Lucidity Condensed

A substituting font for socials,
it's mainly used in properties
like Celebration stories and
directorial features.

AA BB

**AA BB CC DD €€ FF GG HH II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX YY ZZ**

**1234567890!@#\$
%^&*() \?**

Secondary Heading 3

TAN headline

A brand favourite, this
vintage font is mainly used in
properties like the chromes &
hues and Frenzy's tunes series.

Aa Bb

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

1234567890!@

Secondary Heading 4

Voire Black

An eccentric retro addition to our social creatives, it's mainly used in our news related story properties.

Aa Bb

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

Secondary Subheading 1

Extenda 50 Mega

This is a more characterized font, only for special use. It should be confined to singular elements in creatives.

Aa Bb

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1234567890!@#\$
%^&*()\?**

Secondary Subheading 2

Ariom regular

A bold font with a cool character,
this is great for featuring in
subheadings, captions or quotes in
combination with our other fonts.

Aa Bb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$
%^&*()\?

Secondary Body 1

Aktiv Grotesk (Light)

This is our clean body font,
and can be used for smaller
copies & body captions for
social properties.

Aa Bb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$
%^&*()\?

Secondary Body 2

Centaur

The only serif addition to our font family, this is best used for body copies and captions on social creatives.

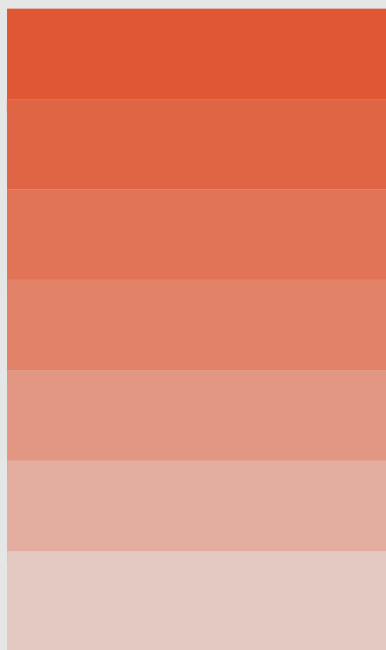
Aa Bb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$
%^&*()\?

04. Colour

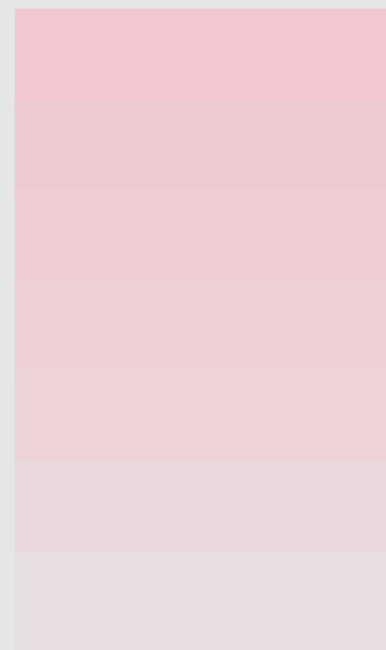
#e05733



#264747



#f2c7cf



#272624



Our four primary colors are the backbone of our design. In creative compositions, these colors can be used in various combinations to achieve the desired look.

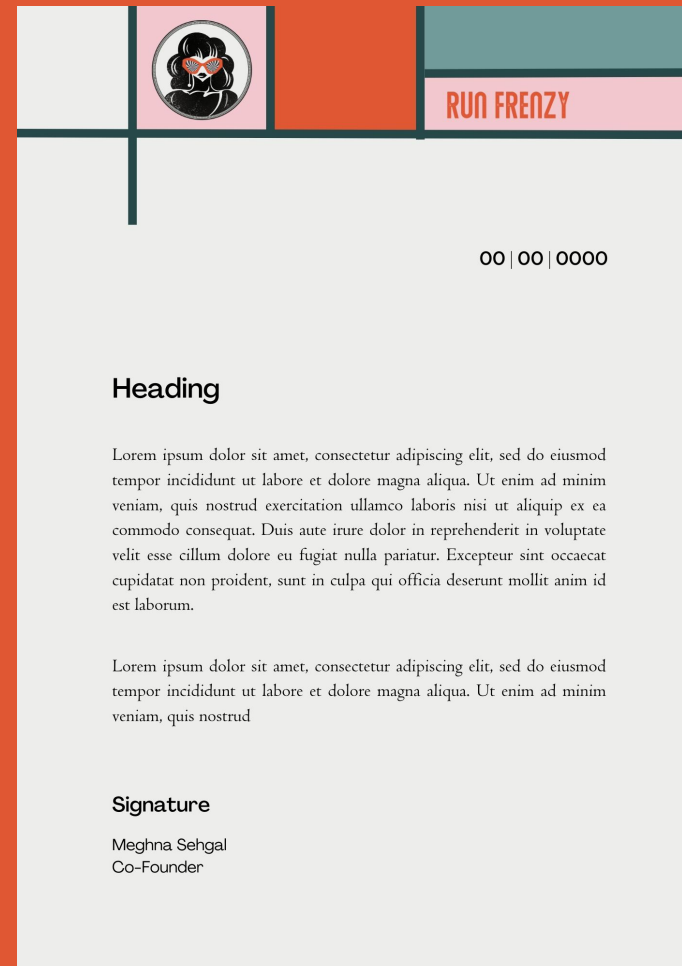
05.

Stationery Set

Brand Collaterals



Business cards - an introduction to our team



Brand letterhead - for official communication

Our brand collaterals are an extension of our brand personality & identity

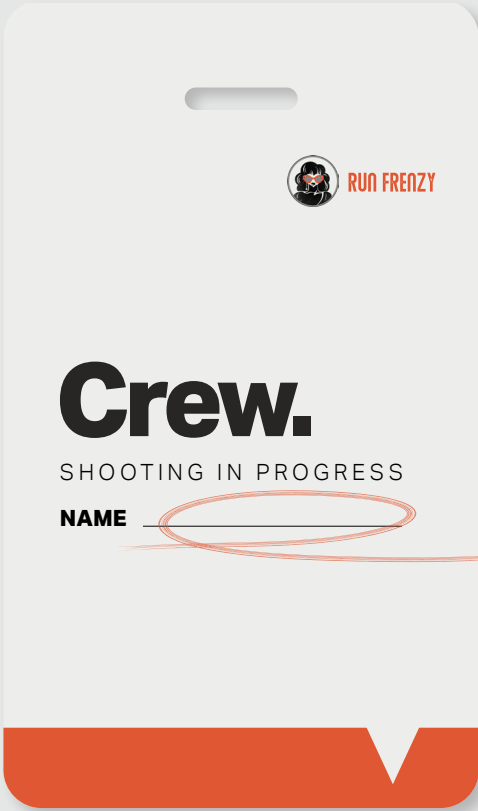
These are our primary client-facing assets, and are therefore extremely important for our brand's image

All our brand assets are set in re-designable templates, however some of them, like the visit us cards are 1-time designs with no content respective to change.

For designs such as these, it's advisable to make changes only in case of a revamp.



Visit us cards - To get reviews from the clients that visit our office



Crew badges - To identify our on set team

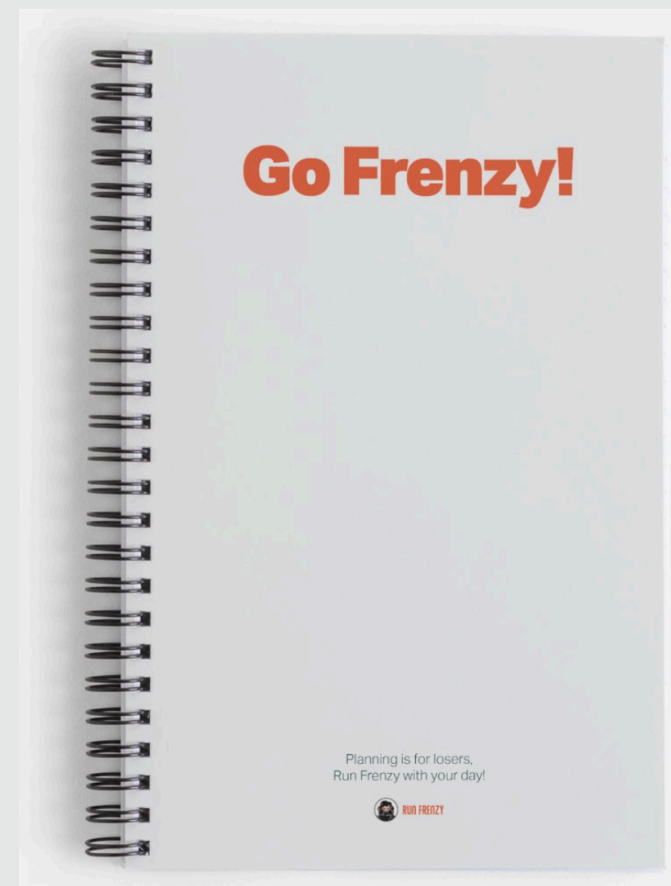
Re-usable templates like crew badges can be altered based on content suited to requirements.



Stickers set - To add to our goodie bags

A specifically designed set of 15 stickers has been set in place keeping in mind our favourite elements, phrases and colors.

These are not meant to change or altered but can be adapted to specific sizes.



Minimal notebook - To add to our goodie bags

The RF notebook designs should only be altered to change the specific copy or theme.

It's also possible to add more cover designs based on seasonal trends.

06.

Online Platform

Our Social Presence



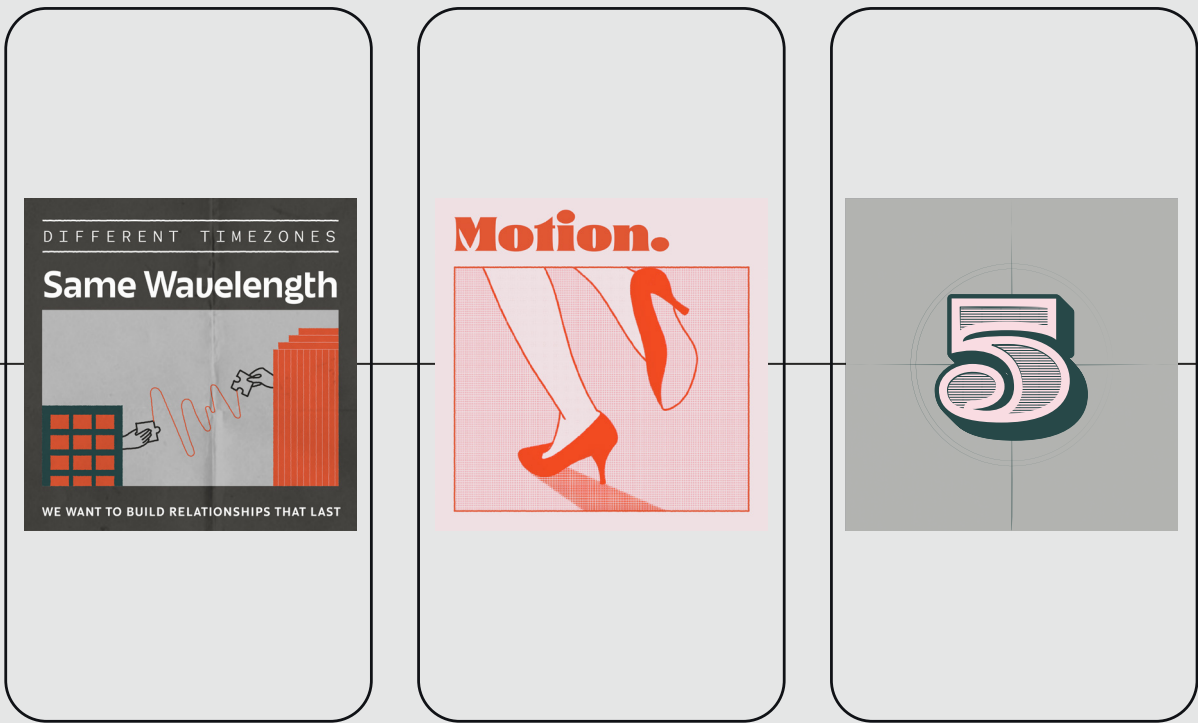
Our social channels are primarily Instagram and Youtube. We have created some unique properties that convey the brand's message and reflect the things that inspire us.

These properties stem from our desire to curate content for our community as well as display what we love.

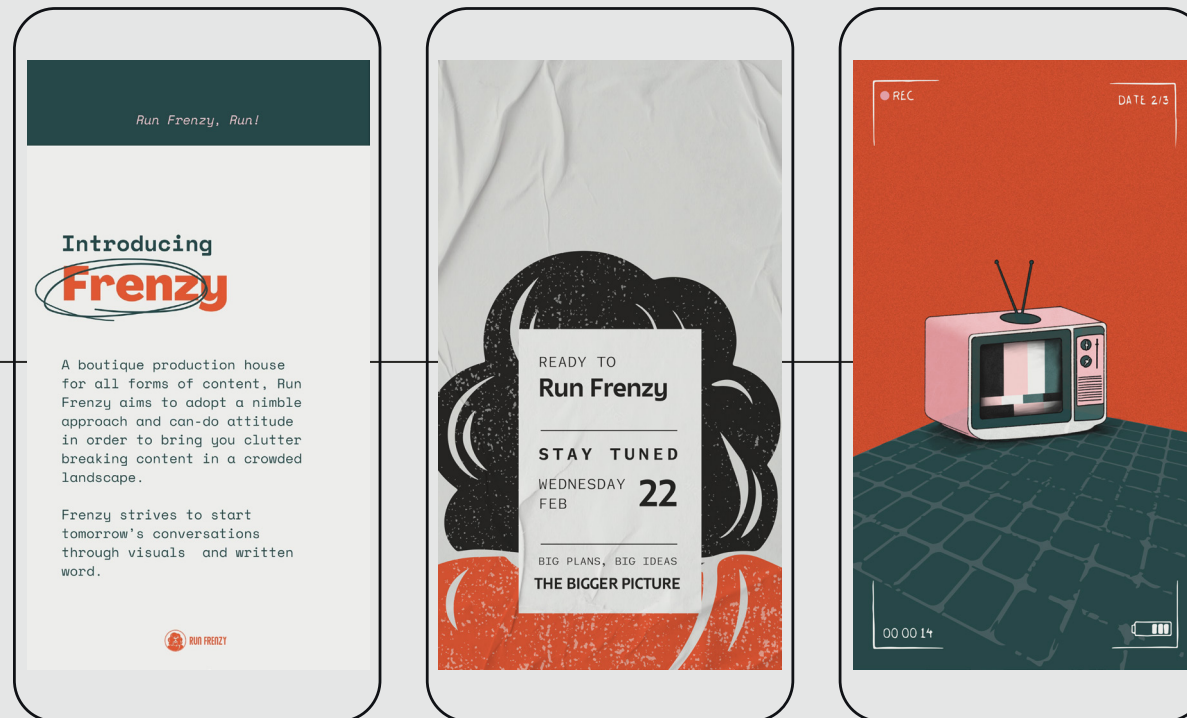
Social Media / Square

Our launch posts were designed to create a very specific look & feel. Hence involve a special set of fonts, illustrations and elements.

The central theme of the posts curated for our social platforms stems from our love for cinema and our values.



Social Media / Vertical



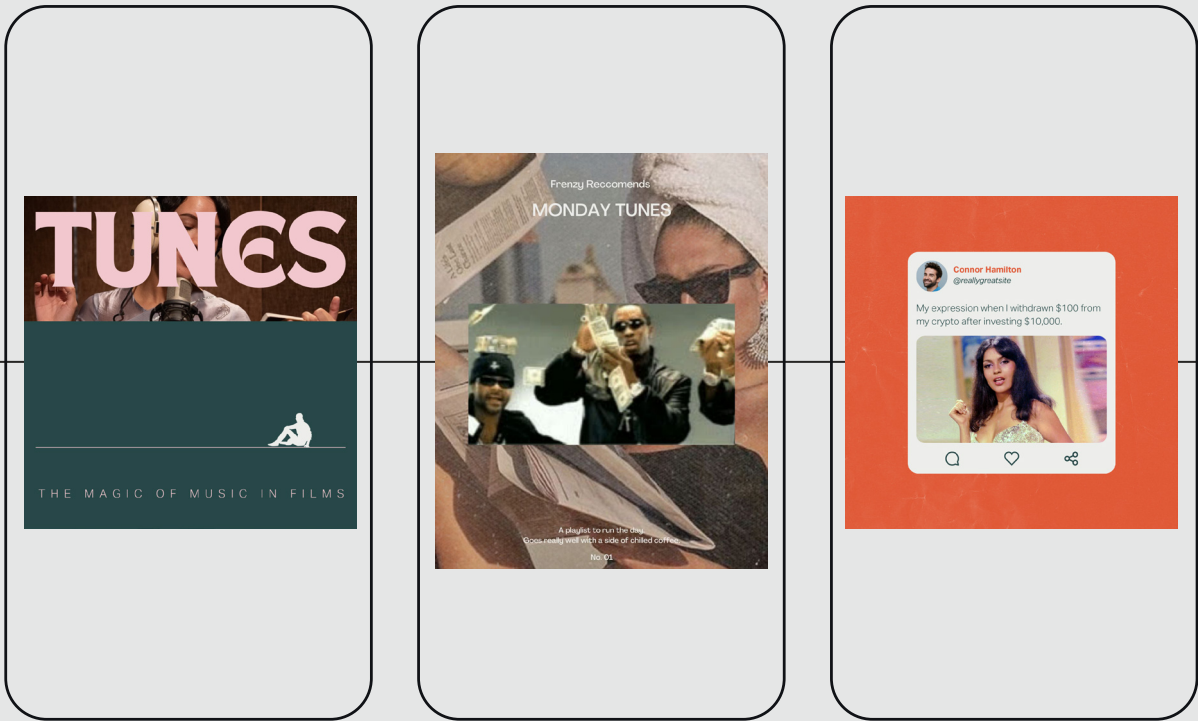
The RF launch stories

With an eccentric design sensibility, these creatives use more exaggerated color schemes and a vintage inspired illustration style

Social Media / Square

Our recurring properties have a more digestable and clean design approach.

With minimal involvement of illustrative elements, their focus is to convey our themes using bold typography and supporting imagery.



Social Media / Vertical



These properties are divided into three types-

- Image heavy creatives: 70%+ imagery
- Balanced creatives: 50-50 image & fonts
- Typography heavy creatives: 70%+ typography

Illustrative elements should only be added where necessary in these designs.

07. ■ Photography



Our photos capture the spirit of the message in authentic and meaningful ways. Through photography, we add context and depth to our messages. Every photo, no matter its type, serves the same purpose: to coherently support the creative it features in.

Photography is best used when you want to highlight the reference to our content or when you need to visually represent a concept for a property.

The first type of imagery is:
High Definition and creatively
produced.

These could be examples of
the work we have done for our
clients, or reference images
pulled from free sources like
Unsplash.

It's best to slightly edit
these images to match our color
palette and other creatives.



The key requirement for these images
is to maintain a similar aesthetic
standard when sourcing, and have
the tying element of narrative or
film captured in them.





The second type of imagery featured on our page is BTS from our sets or client work. The purpose here is to capture our team in their element and display the raw and authentic nature of our work.



Lastly, the third kind of images featured on our page are vintage film references collected from our favourite work or posters and promotional material for recent work in cinema. For these, it's important to choose images that are high quality and maintain our aesthetic taste.

08. **Communication**

Who we Are

As a boutique production house for all forms of content, we aim to adopt a nimble approach and can-do attitude in order to bring you clutter breaking content in a crowded landscape. We aim to start tomorrow's conversations through visuals, written & spoken words.

Run Frenzy is a community, one that aims to inspire culture by telling the stories of today and building the narrative for tomorrow.

How we speak

Frenzy is fun, quirky and creative. This should be reflected in the way we speak through our captions, quotes and copies. In essence, it's best to think of it as the trendy, cool, cinema buff of the friend group - who loves to share her love for the magic of films with the others around her, but in her

own crazy way. She is joyous, bold, young and without inhibitions. She is not shy or calm, but a little bit chaotic and a whole lot of fire.

She is the new voice, bringing magic with her big ideas and creative plans! The voice of Frenzy is the voice of RF.

Our tone of voice

FRENZY IS

SIMPLE or Easy to relate & understand
RELIABLE or Authentic and accurate
YOUNG or Always fresh with ideas
BRIGHT or Street smart and ahead
BOLD or Fearless in her way
AUDACIOUS or Uninhibited and natural
UNIQUE or One of her crazy kind

FRENZY IS NOT

ECCENTRIC or Exclusive to any one group
COMPLICATED or Difficult to approach
ADOLESCENT or Lacking maturity
DULL or Uninteresting
RECKLESS or Uncaring for others
CRASS or Unnecessarily thoughtless
BIZARRE or Despicably strange

What we believe in

Life can be complicated and serious. Our brand's aim is to gravitate towards content that brightens up our day, and subsequently our community's. We are a group of crazies who enjoy that witty spark in every day life. Never too shy to take a joke on ourselves but always making sure we're taken seriously.

Our Values -

- ÷ Be Bold & Move Fast.
- ÷ We Stand for long term relationships
- ÷ Client Comes First.
- ÷ Deliver Quality.
- ÷ Different time zones, same wavelength.
- ÷ Unafraid to disagree.

05.

Our Shapes



Our shapes and elements are used to uphold our vintage film inspired image.

Some of our shapes are constant, like the shades of our mascot, however some illustrative supporting shapes like circles, arrows, exclamations etc. are recurring but not necessary to be added. Special effects like a paper texture can also be used for the RF vibe.

09.

Conclusion

"Our Vision - To create content that inspires, entertains and creates a community of like minded people."

Run Frenzy is the start of something fresh and our brand's outward facing image should reflect that. Our aim is to always surround our brand with young and infectious energy.

We want to make approaching the brand super easy and uncomplicated, whether it's through our visual creativity or smart written content - congeniality is second nature to us.

RUN FRENZY

We have big ideas, big plans
and are here to help you create
your bigger picture.

aanya@runfrenzy.com
meghna@runfrenzy.com

