

frequence

BRANDING PLAYBOOK

PUBLISHED NOVEMBER 2021





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COMING SOON

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01

| Brand Story



SUMMARY OF BRAND.

COMPETITIVE ADVANTAGE

Frequency offers absolute transparency on every single impression and click—the data exists and we want people to take advantage of it. Our campaign management platform is fully customizable, and we easily integrate with existing applications. Unlike other workflow software, Frequency connects all aspects of digital advertising—sales, operations, and reporting—from beginning to end.

Frequency’s powerful software makes it easy for media companies to stay competitive in the digital advertising space. We empower experts in sales and ad design with a set of tools that allows them to efficiently deliver what would otherwise be complex advertising strategies. We level the playing field to make programmatic ad buying possible for smaller local businesses.

MISSION

To enable advertisers large and small to take part in the digital communication revolution by removing workflow obstacles.

VISION

To be the market leader in enterprise workflow software for media sales.



PR/MEDIA BOILERPLATE.

To use for press releases, technical listings, or any other exact usage of what we do.

Frequency is the first and only end-to-end solution for media companies to automate and grow their local advertising sales. Through its full-stack workflow, creative and campaign management software, Frequency provides the necessary tools to sell, launch, manage and optimize omnichannel advertising campaigns in local markets.

From campaign proposals and creative development to measurement and analytic tools, Frequency users have a complete local media solution that optimizes business outcomes.



MARKETING BOILERPLATE.

Use this for a more casual tone, on social media, advertisements, or more.

Frequency's powerful software makes it easy for media companies to stay competitive in the digital advertising space. We empower experts in sales and ad design with a set of tools that allows them to efficiently deliver what would otherwise be complex advertising strategies.

Unlike other workflow software, Frequency is the most complete system on the market, connecting all aspects of digital advertising—sales, operations, and reporting—from beginning to end. We create smart, focused campaigns based on performance data from thousands of local and national media campaigns to level the playing field and make programmatic ad buying possible for smaller local businesses. The data is out there, and we want to help advertisers put it to work.



VALUES.

COLLABORATION

With our clients and our teammates, we're all about putting our heads together to find the right solution.

EXECUTION

We don't just say that we're going to get the job done; we roll up our sleeves and deliver on our promises.

OWNERSHIP

No one at Frequency passes the buck. From the CEO down to the newest hire, we're invested in the future of the company.

02

| Messaging



MESSAGING: GUIDE TO VOICE.

Stay on-brand by checking written content against these 3 guiding characteristics for how we speak to our audience .

SLEEK

Clean, intentional, professional without being boring. Youthful and innovative. Intelligent without being robotic, old-fashioned, or arrogant. Sophisticated in a straightforward manner.

ENERGIZED

We know our workflow software is the most complete system on the market, and we're eager to share that excitement. Our words are dynamic and aspirational, but this doesn't mean they're littered with exclamation points either.

DEFT

We're fast, but we never sacrifice quality or know-how. Our workflow is clever and streamlined, and so is our language. We're both elegant and efficient.



MESSAGING: GUIDE TO TONE.

THIS

Easy, Streamlined Advertising

NOT THAT

Simplified Marketing

Knowledgeable, Never Dumbed-Down Or Vague

We speak our clients' language and help them understand innovative solutions.

Confident, Never Pleading, Preachy, Or Bragging

We are passionate about what we do, because we see the evidence that it works.

Sharp, Never Disengaged Or Irrelevant

We're passionate nerds, and we're not afraid to show that we're smart.

Clear, Never Uncertain Or Confusing

We use simple, unfussy language that doesn't get in the way.

Open, Never Exclusive Or Restrictive

We're approachable, inclusive, and encourage open dialogue within our community. This is a place where your voice matters.



VOICE AND TONE EXAMPLES.

THIS

Easy, Streamlined Advertising

NOT THAT

Simplified, Marketing

Us: Speed up your sales process and streamline your workflow.

Them: Accelerate your sales velocity and improve your operational efficiency.

Us: With catchy headlines, compelling content, and striking design, we'll create an email campaign that just clicks.

Them: We configure successful email marketing campaigns based on your specific needs and business strategies.

Us: Ready for next-level audience engagement? Elevate your business with us

Them: Our differentiated products use comprehensive consumer data to help you drive business.

03

Logo



LOGO USAGE.

Logo wordmark to be used in only white or dark blue. FQ Badge is only to be used with Frequency Red.

[Link to assets](#)





LOGO USAGE.

Allow plenty of spacing around logo.

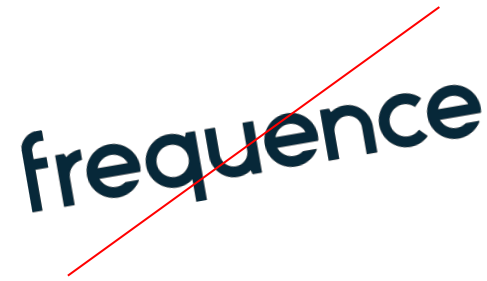




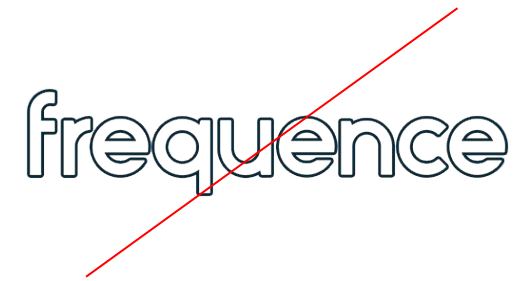
LOGO USAGE.



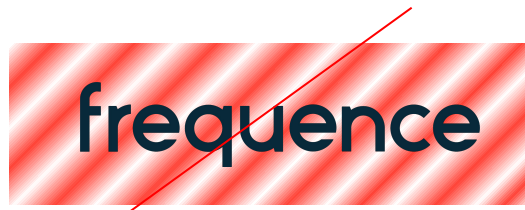
Do not stretch logo in any way



Do not place logo at an angle



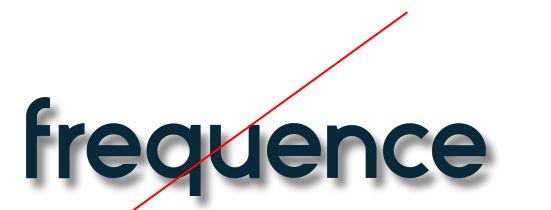
Do not outline logo



Do not place over a distracting bg



Do not use incorrect colors



Do not use a drop shadow/other effects



ASSOCIATED LOGOS.

[Link to assets](#)



INTERSECTION LOGO

Frequency intersection logo is used when describing the three areas of our platform. This icon must always be oriented with dark blue on the bottom, Frequency Blue on top, Frequency Red on the right. Lines can also be used as a watermark, like the one on this page.



DEPARTMENT LOGOS

These badges can be used for internal channels only, such as Slack, GSuite, et.

PRIDE LOGOS





AWARDS.

Awards go in order as follows:

Logos **CANNOT** be modified.

[Link to assets](#)



04

Visual System



TYPE & FONT.

Frequency typographic logo is mashup of several typefaces, most similar to Acumin Pro. These fonts have been chosen to complement the logo and provide a friendly, clean, and modern look for Frequency branded communications. To increase accessibility, we suggest Source Sans Pro for most typographic needs.



[Source Sans Pro](#) - Free

Source Sans Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Acumin Pro - Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!@%\$&*

[Acumin Pro](#) via Adobe

Acumin Pro - Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!@%\$&*

Barlow Condensed - Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!@%\$&*

[Barlow Condensed](#) - Free

Barlow Condensed - Bold


abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!@%\$&*



COLOR PALETTE.


PRIMARY COLORS

Frequency Blue Frequency Red




GRADIENT

Frequency Gradient




SECONDARY COLORS

Baby Blue Dark Blue Paper



SUPPLEMENTAL COLORS

Pool Blue Green Yellow



a

#0075a9

#ff4438

#00a0df

#002a3a

#f1f8fd

GRADIENT

Frequency Gradient



#054e70 - #0ca3eb

SUPPLEMENTAL COLORS

Pool Blue



#79c4e6

Green



#8ac417

Yellow



#fedc18



COLOR USAGE

Frequency is dynamic in both its brand identity, company culture, and product offerings. The specific usage of our brand colors reflect the tone of Frequency and how our products can influence our clientele.



Primary Colors

Our primary colors are our main colors to be used consistently across all of our Frequency social, marketing, and branding collateral.



Secondary Colors

Our secondary colors are used to support our brand identity. Use of these colors should not be more than 50% of the colors in the overall design.



Supplemental Colors

Our supplemental colors are used to increase interest and attention in our brand. Use of these colors should not be more than 30% of the colors in the overall design.



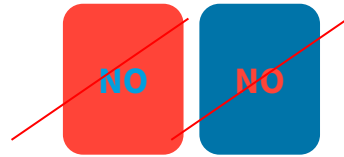
Gradient

The Frequency Gradient is to be used in backgrounds only and at 45 degree angle. The intention of the gradient is to add depth and interest to our brand.



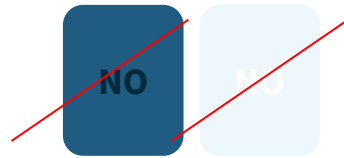
COLOR USAGE

Don't.



Don't use Red on any of the mid blues or blues on red

Red on blue is hard to read and very vibraty



Don't use white on "paper", or tones that are close in value

This is too hard to read.



Don't use red text

Red text can look negative



Icons should be blue or reversed -never red



print



display



sem



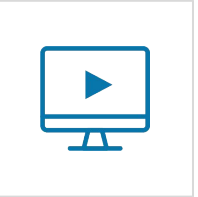
ctv



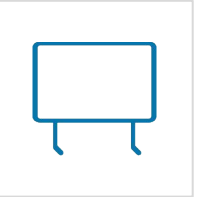
radio



tv



preroll



outdoor



social



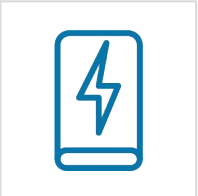
email



Listed local



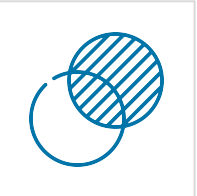
geofence



geovideo



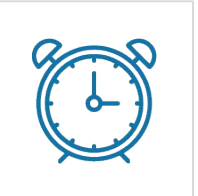
location



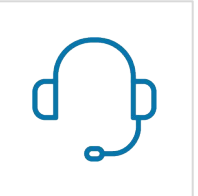
transparency



devices



daypart



support



analytics



proposals



security



mobile



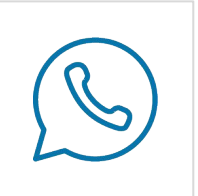
desktop



tablet



targeting/seo



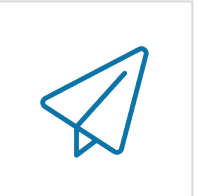
questions



design



deliver



deliver2



[LINK TO PNGS](#) | [PLUG IN FOR MORE ICONS](#)

05

Social Media



The Easygoing Professional

LinkedIn.

- Organic and paid updates: 25 words
- Social Blurbs: 4-5 sentences max
- Articles: 1,900 to 2,000 words, with titles between 40 and 49 characters
- Videos: Brand awareness and promo videos <30 seconds.
Videos selling services or products <30-90 seconds.
- Sizes: static = 1600x900, video = 1600x900

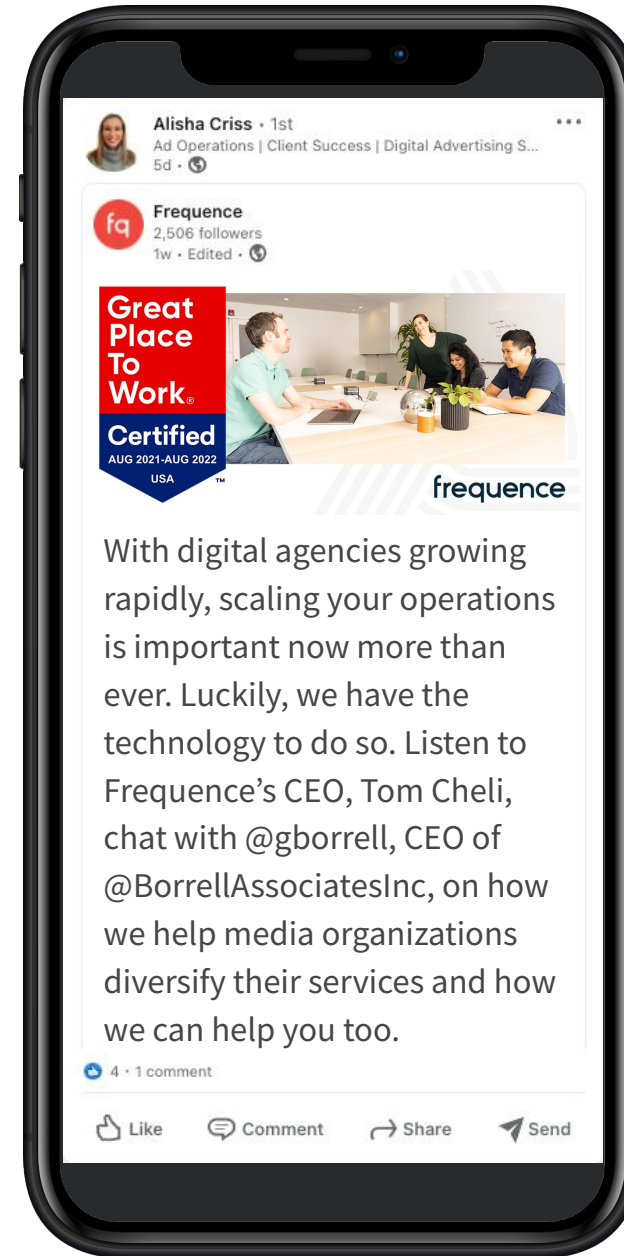
Tone Of Voice: Intelligent, Trustworthy, Approachable

- No max word count (keep under 4 sentences)
- More space to lead up to a climax
- More self-promotion
- Get into more specific details
- “Let me tell you how I can help you”

Confidential & Proprietary

95%

Formality





The Laidback Genius

Twitter.

- Organic and promoted tweets: 71 – 100 characters
- Twitter hashtags: 6 characters; keep them relevant
- Sizes: static = 1600x900, video = 1080x1080

Tone Of Voice: Smart, Conversational, Relaxed

- 280 characters
- Need to hook the audience
- Straight to the point/Concise
- Impactful from the start
- “This is how I can help you”

75%

Formality





The Cheerful Teamplyer

Instagram.

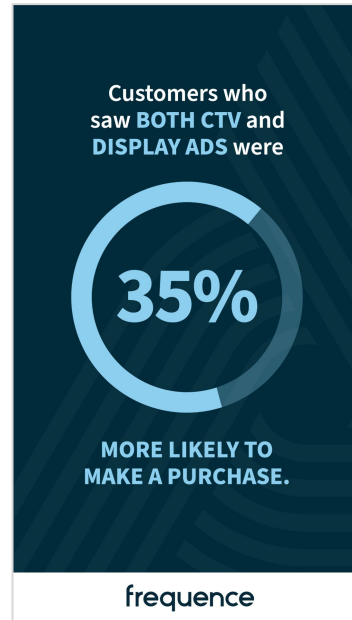
- Organic posts: 138-150 characters
- Paid posts: 5 to 18 words.
- Hashtags: 10-15 for best results; 30 allowed.
- Sizes: static = 1080x1080, video = 1080x1080

Tone Of Voice: Concise, Personal, Approachable, Knowledgeable

- 5 sentences max
- Impactful from the start
- Real people, real stories
- “This is how we can solve our problems”

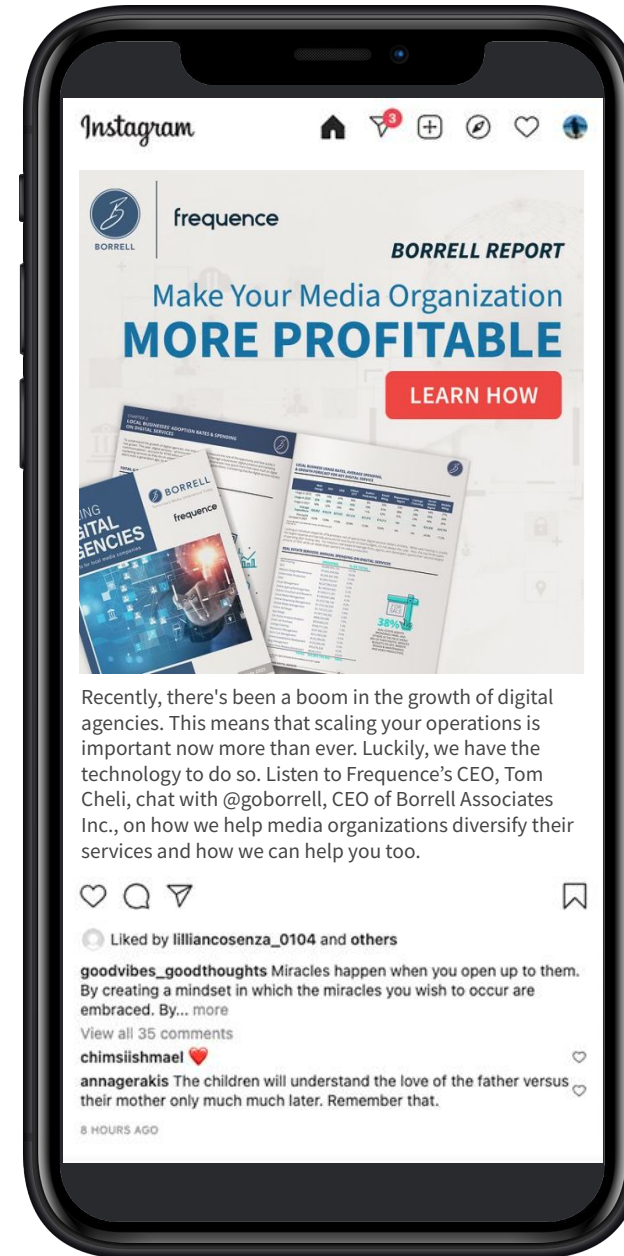
Story:
Make sure the top section has no info or it will be blocked out when posted.

Better to keep logo on the bottom.



25%

Formality





The Confident Yet Subtle Trailblazer

Facebook.

- Organic posts: 1 to 80 characters
- Social blurbs: 2 to 4 sentences max
- Paid posts: 5 to 18 words
- Headline, the first text people read, is 5 words.
- Main Text, the snippet above your image or video, is 14 words.
- Description, the text that lives directly below your headline, is 18 words.
- Sizes: static = 1600x900, video = 1600x900

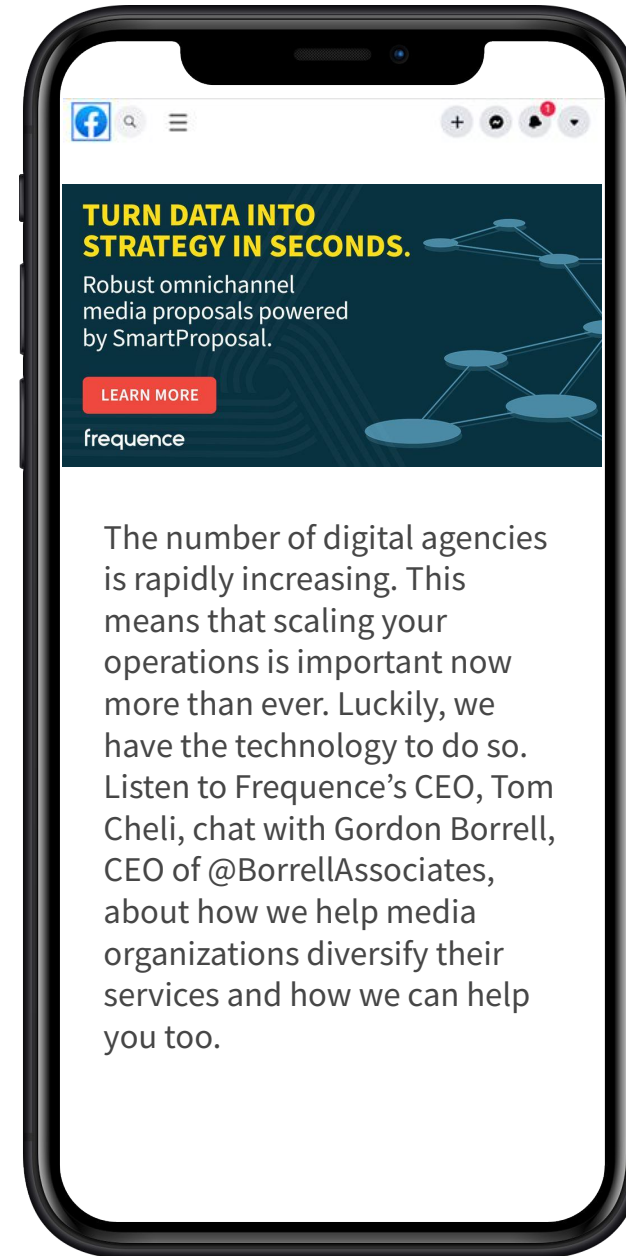
Tone Of Voice: Personal, Playful, Knowledgeable

- 2 to 4 sentences max
- Impactful from the start
- “This is why we want to help you”

Confidential & Proprietary

40%

Formality



frequency

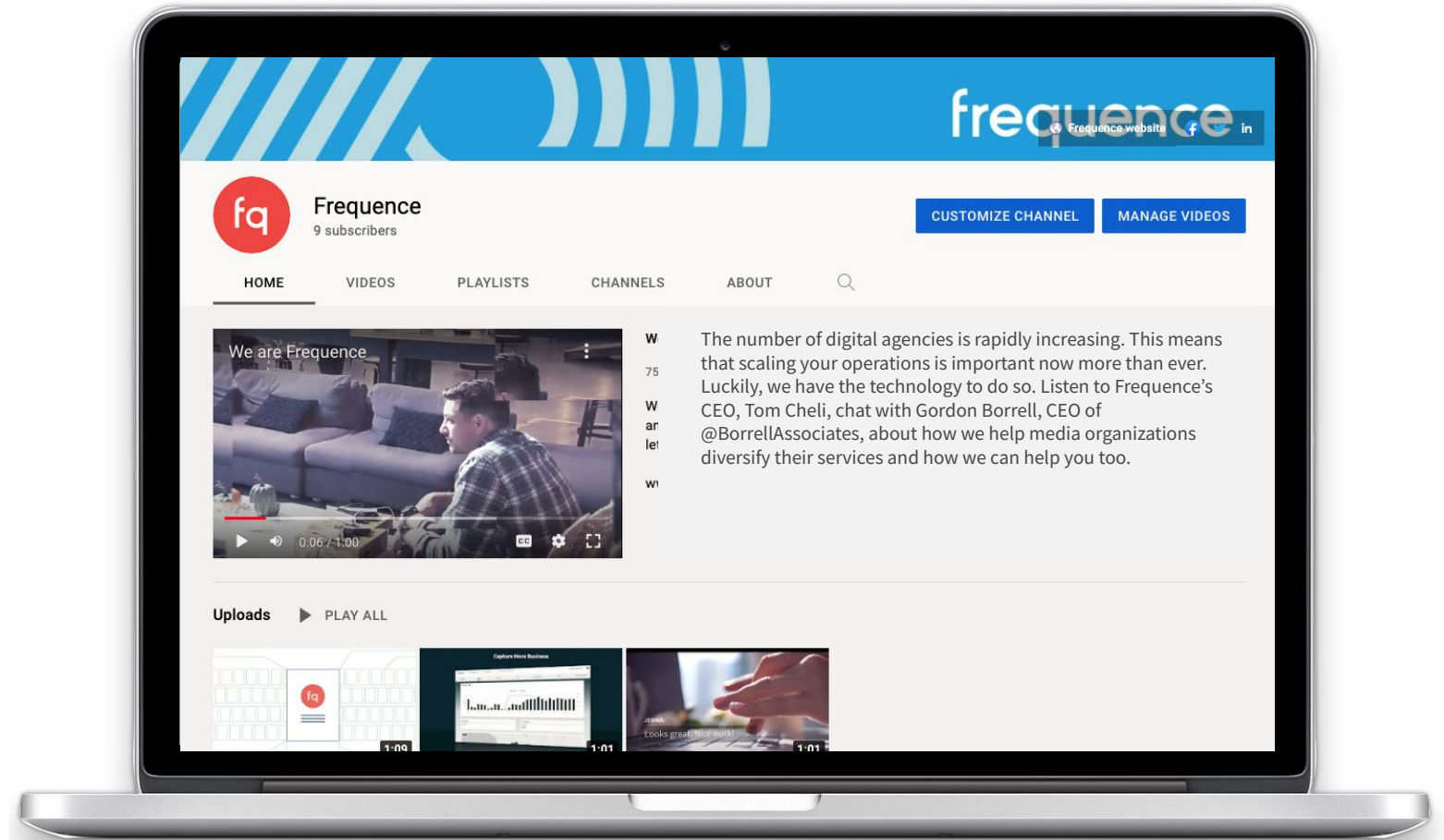


YouTube.

- Videos: <3 minutes
- Titles: <70 characters
- Descriptions: <157 characters
- Sizes: static = 1200x627, video = 1280x720

Tone Of Voice: Smart, Conversational, Relaxed

- 2 to 4 sentences max
- Impactful from the start
- “This is why we want to help you”



Formality



70%



Blog.

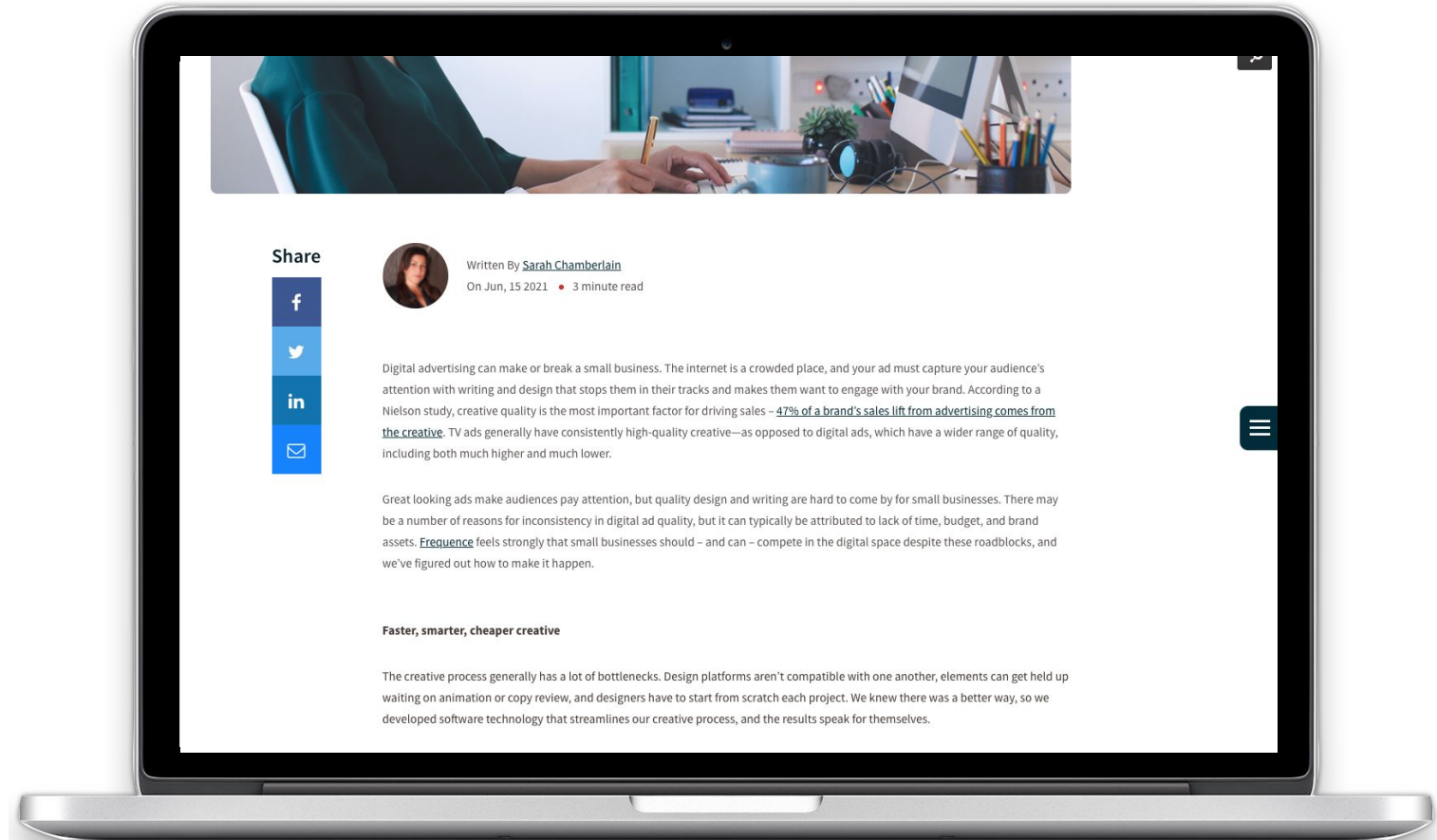
- Audience: Clients, Industry Insiders
- Tone: Informative; smart, yet approachable
- Length: 750-1000 words

Format:

- Headline: Must include target keyword
- Intro paragraph
- Numbered list, summary of what will be covered / takeaways
- Body (organized with subheadlines every 2-3 paragraphs. Subheads can match takeaways)
- Closing paragraph
- CTA
- Include 2-3 internal links

[Link to More](#)

[Blog](#)



Formality



95%

06

Photography

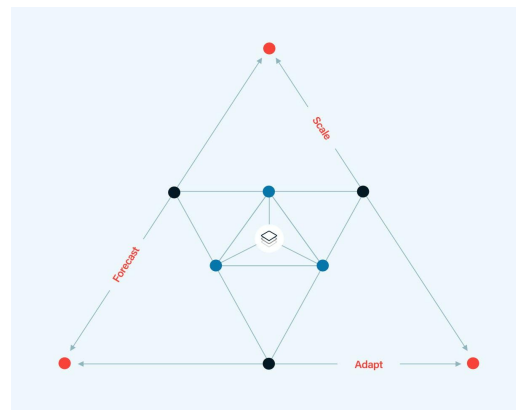
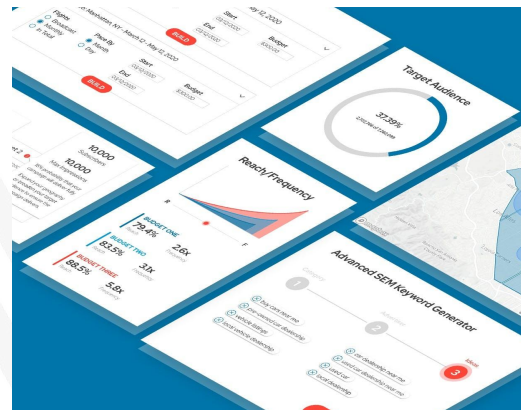


[LINK TO HIGH RES IMAGES](#)

Photography: When using photography of the office and employees remember to choose images with good lighting and with employees that still work in the office. Avoid images with individuals who no longer work at Frequency. Make sure to use images that show diversity and reflect Frequency in a positive light (ie: happy and productive employees).



[LINK TO HIGH RES IMAGES](#)

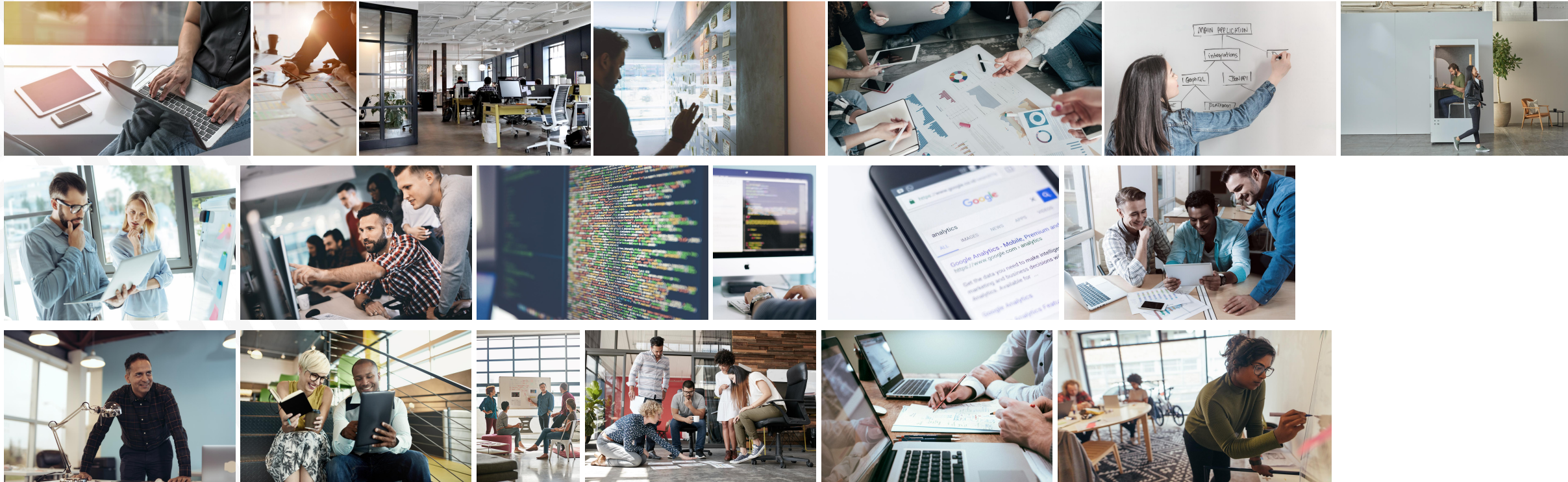




[LINK TO HIGH RES IMAGES](#)

Build: This reflects Frequency office life. Stock should reflect the values of our company, as well as the aesthetic of our people and office. People should be smart, happy, collaborating and laid back. Images should not be too vibrant. Colors should be slightly subdued, but not dark, greyscale or flat.

NOTE: Whenever possible, stay away from stock photos. These should be a last resort





[LINK TO HIGH RES IMAGES](#)

Partner: This reflects Frequency and our interactions with partners. Images should appear supportive, friendly, customer-focused, smart, and approachable.

