



#171717



#F7F3EC



#F96A3C



#FF9DB1



#2563E0

frankli...

BEST FOR: Bold, energetic, confident and playful.

frankli...

**Clear thinking.
Better marketing.
Real results**



Marketing that says what needs to be said.

honestli@tobefrankli.com →

frankli...

**We skip the fluff and
say what needs to
be said.**

Strategy · Messaging · Content · Growth

frankli...

**Brand Strategy
& Positioning**

candid · clever · clear

01 Logo

frankli...

frankli... — the wordmark plus three dots, always. Dots read left→right: Candid Orange #F96A3C · Pink #FF9DB1 · Blue #2563EB. In motion the dots pulse (grow/shrink), no fade.

Always lowercase. Background transparent or white only — never the cream. Ink wordmark on light, cream on dark. Keep the dots together after the "i". Don't recolor, reorder, or skew.

02 Type

Aa Aa

ARCHIVO · display

SPACE GROTESK · body

03 Voice

Candid

Clever

Clear

We skip the fluff and say what needs to be **said**.

Clear thinking. Better marketing. **Real results**.

- Lead with the line. Cut the jargon.
- Quotable > skimmable.
- Say what needs to be said.

04 Contact

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