

FRIGG

Brand Guideline

MARCH 2024

FRIGG

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The Brand

FRIGG

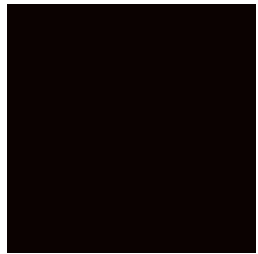
FRIGG came into the world in year 2021. FRIGG is a combination of soothing comfort, safety, and high-class Danish design, a pacifier that promotes health and wellness for little ones.

Our aspiration to create the best pacifier possible has made us think outside the box to bring something new and innovative to the pacifier market. Our dream was to create a combination of soothing comfort, safety, and high-class Danish design, a pacifier that promote health and wellness for our little ones. With FRIGG we build a natural bond to children to make them feel safe and comforted, and to give them a feeling of motherly love.

FRIGG as a brand maintains an impartial non-religious viewpoint. The FRIGG brand may therefore never be associated with any political or religious statements, symbols, or beliefs.

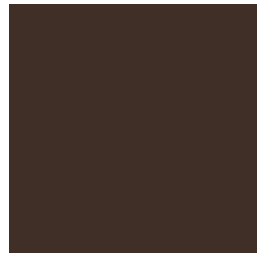
Palette

Primary Colors



C: 55% R: 11
M: 46% G: 2
Y: 48% B: 1
K: 71%

HEX: #0B0201



C: 46% R: 63
M: 50% G: 47
Y: 55% B: 38
K: 56%

HEX: #3F2F26



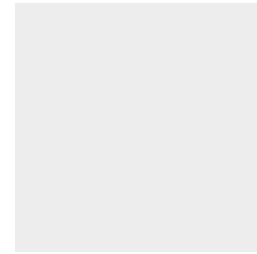
C: 15% R: 180
M: 25% G: 159
Y: 38% B: 135
K: 8%

HEX: #B49F87



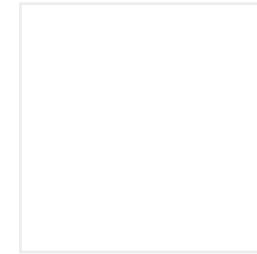
C: 9% R: 216
M: 12% G: 206
Y: 17% B: 194
K: 1%

HEX: #D8CEC2



C: 4% R: 237
M: 3% G: 237
Y: 3% B: 237
K: 0%

HEX: #EDED



C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0%

HEX: #FFFFFF

FRIGG

Palette

Secondary Colors



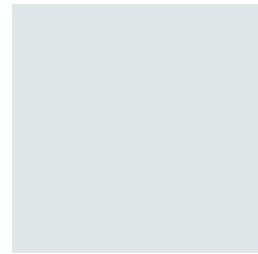
C: 51% R: 83
M: 38% G: 87
Y: 40% B: 89
K: 36%

HEX: #535759



C: 44% R: 131
M: 22% G: 153
Y: 20% B: 164
K: 7%

HEX: #8399A4



C: 10% R: 222
M: 4% G: 230
Y: 4% B: 233
K: 0%

HEX: #DEE6E9



C: 64% R: 39
M: 43% G: 66
Y: 68% B: 21
K: 45%

HEX: #274215



C: 29% R: 168
M: 17% G: 171
Y: 58% B: 116
K: 4%

HEX: #A8AB74



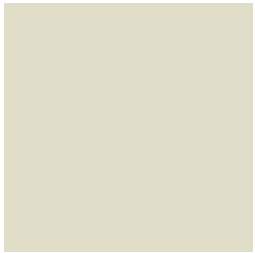
C: 12% R: 217
M: 5% G: 221
Y: 22% B: 193
K: 0%

HEX: #D9DDC1

FRIGG

Palette

Web colors



Background

H: 53 R: 224
S: 11% G: 222
B: 88% B: 200

HEX: #E0DEC8



Font

H: 48 R: 94
S: 3% G: 94
B: 37% B: 92

HEX: #5E5E5C

Packaging



PANTONE 425



PANTONE
Warm gray 1



PANTONE 186

FRIGG

The Logo

FRIGG

FRIGG
FRIGG 

FRIGG
FRIGG 

FRIGG
FRIGG 

The Logo – dont's

FRIGG

Do **NOT** tilt logo

FRIGG

Do **NOT** change color

FRIGG

Do **NOT** shrink or stretch logo

FRIGG 

Do **NOT** use foreign flag

FRIGG

Typography

Primary font

Avenir LT Std 65 Medium

For headers

Avenir LT Std 45 Book

For subheaders and paragraphs

**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**

1 2 3 4 5 6 7 8 9 0

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

1 2 3 4 5 6 7 8 9 0

FRIGG

Typography

Web font

Neue Haas Unica

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

1 2 3 4 5 6 7 8 9 0

FRIGG

Social Media

Picture & Video

If you wish to use our pictures, videos, and graphics on social media, then you can find this material in our Dropbox. Feel free to use pictures/videos from other content creators on social media as well, but always ask for permission first.

Do not take screenshots of images on our profile; instead, use the original picture from the Dropbox for the highest resolution and quality. If you come across other content on our profile that isn't in the Dropbox, please consult us before using it – often, it's a collaboration where only we have the right to use the content. If a profile is credited in the caption with a tag, you must ask that profile for permission to use the picture.

Do not apply filters to any official pictures and videos you receive from us. Avoid excessive use of GIFs. Match the content to our brand book in terms of colors and style.



FRIGG

Social Media

Tone

Maintain a friendly and approachable tone. Use it to engage with the audience. Educate them about our pacifiers, pacifier usage, and other knowledge. Feel free to refer them to our official FRIGG blog for more information.

Collaborations

We encourage collaborations with both influencers and other baby and children's brands. However, please avoid collaborations with competitors. Consider whether the partnership, profile, and brand align with the FRIGG brand. If you're unsure, always reach out to us for advice.

FRIGG

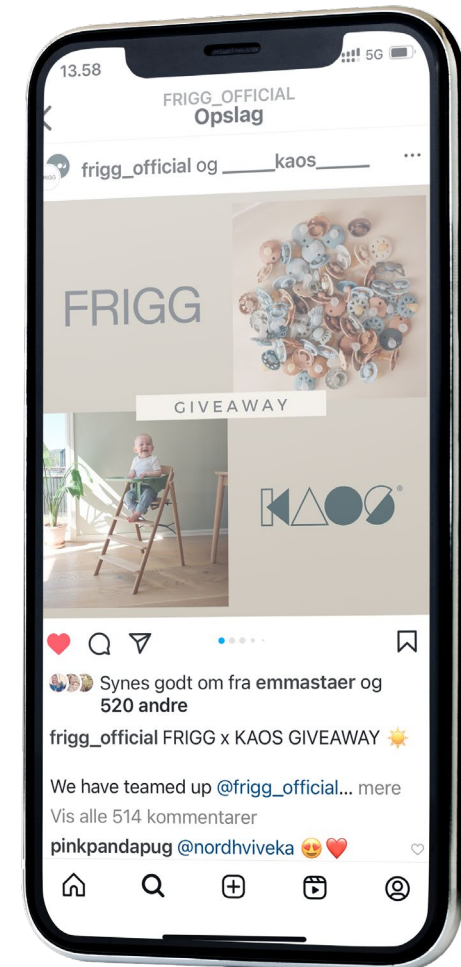


Image Style

FRIGG

As a Nordic and Danish brand, we highly value these values as well as history and build the identity of FRIGG on them.

This means that FRIGG, as a brand, honors nature and focuses on natural elements such as natural phenomena, weather, light, and landscapes. We place a strong emphasis on outdoor life, which is evident in most of our images. This is also reflected in our colors, which are neutral, calm, and tend towards darker tones with unique lighting and atmospheric shadows.

As a brand, our images are lively, and we prioritize capturing moments of activity within them. We highlight everyday life and natural situations, avoiding excessive perfection and staged setups. This approach makes FRIGG relatable and authentic as a brand.

In everything we create, both pictures and text, we tell stories, and there is always coherence in our materials. We prefer to focus on the small moments rather than the grand ones, and FRIGG values the good life with family and children. Furthermore, as a Danish brand, FRIGG places significant value on the concept of "hygge," which precisely encapsulates this feeling.

Inspiration



FRIGG

Tone of Voice

Words to have in mind when communicating about FRIGG:

Warmth, care, love, trust, empathy, inspiration, information, reliability

FRIGG

Tone of voice is an essential part of our way of communicating; it reflects FRIGG's personality and values. Our brand is a baby brand which makes our communication strategy crucial as we directly influence parents' trust and decision-making process.

Tone of voice is not about what you say but how you say it. As a baby brand it is important to us that our tone is a balanced mix of care, trustworthiness, empathy, and warmth.

Parents are naturally protective and cautious when it comes to products for their little ones. They seek assurance that these products are safe, reliable, and beneficial for their child's growth. Therefore, we aim to communicate with parental love and care in mind.

Trust is paramount when dealing with baby products. Our tone is informative because we wish to create trustworthiness; we provide clear information about our pacifiers (materials, usage, safety standards etc.) in an easy-to-understand language that shows transparency.

Empathy plays a significant role in establishing connections with our customers on an emotional level. When understanding parents' concerns and joys alike, we can reflect the experiences, feelings, and values of families with small children when we communicate. This results in building deeper relationships with our customers.

Newsmail

Look

Simple and elegant by using images that comply with our image style and with attention to our tone of voice.



FRIGG

FRIGG Packaging

FRIGG

We put a lot of thought and consideration into the packaging of FRIGG's beautiful products.

We do our best to choose the right packaging solution for protection of each of our products, while we aim to choose packaging materials that leave a minimal impact on the environment. Plastic contributes significantly to pollution due to its non-biodegradable nature, which is why we have decided to minimize the use of plastic by using FSC-certified paper/card/corrugated cardboard wherever possible.

We wish to contribute to a correct recycling process of our packaging, which is why we have marked them with recycling symbols to lighten the process. Our packaging is stylish and simple with only a few colors – we also don't use metallic foils and other effects that could result in unnecessary waste of material. In addition, our packaging is produced in Denmark.

We standardise the packaging for each product, so that the same packaging can be used for nearly the entire world. This helps save resources and avoids unnecessary wastage of materials. We design and develop the best possible packaging with consideration for handling, transportation, and logistics. We also try to reduce wasted space in boxes and parcels when our FRIGG products travel around (almost) the entire world.

FRIGG Packaging

FRIGG



Display

Guideline

- The display may only be used to showcase FRIGG products
- Do not remove the FRIGG logo on the display



FRIGG

Contact

If you need further information about the FRIGG brand or have questions regarding the Brand Guideline please do not hesitate to contact us info@friggg.com.