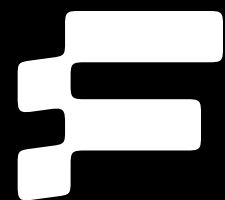


Designed by Igor Štumberger
Version 1.0



FIGU AGENCY™

BRAND GUIDELINES

INTRODUCTION

Welcome to the Figu Agency Brand Guidelines, designed to provide a comprehensive framework for effectively representing our brand identity. These guidelines ensure consistency and coherence across all brand touchpoints, enabling us to communicate our values, personality, and unique offerings to our target audience.

Our brand guidelines empower us to connect with our audience, establish a strong presence, and tell our unique story. By maintaining consistency and adhering to these guidelines, we can cultivate trust, showcase our offerings, and foster loyalty. Let these guidelines be our compass as we build and evolve our brand, leaving a lasting impact on our audience.

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1.1	Table of content	3.1	Color pallet
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About the brand — Figu Agency is a digital-first design agency focused on creating innovative, user-centric solutions that blend creativity with cutting-edge technology.

Our goal is to deliver innovative, tailored digital solutions that surpass client expectations and reflect European creativity.

Our vision is to lead the way in innovative, sustainable digital experiences that celebrate cultural diversity.

BRAND VALUES

Environmental Consciousness

We champion sustainability and green practices, leveraging renewable resources and eco-conscious design to build digital experiences that resonate with environmental responsibility.

Cultural Integrity

Merging innovation with cultural insight, our projects honor diverse traditions while embracing cutting-edge technology and local nuances.

Innovation & Creativity

We constantly redefine digital boundaries, crafting unique and engaging solutions that inspire users and challenge conventional thinking.

Quality and Craftsmanship

With meticulous attention to detail and collaboration with expert creatives, we deliver digital masterpieces that exemplify excellence and craftsmanship.

TONE OF VOICE

Confident

Our tone exudes confidence and expertise in the digital realm, highlighting our ability to deliver innovative and impactful digital solutions.

Inspirational

We strive to inspire creativity and forward-thinking through our tone, motivating clients and collaborators to explore new possibilities and embrace cutting-edge technology.

Approachable

Our tone is approachable, friendly, and engaging, promoting open dialogue and nurturing strong partnerships with clients and teams.

Knowledgeable

We demonstrate deep knowledge of digital strategies and best practices, positioning ourselves as trusted leaders in the digital agency landscape.

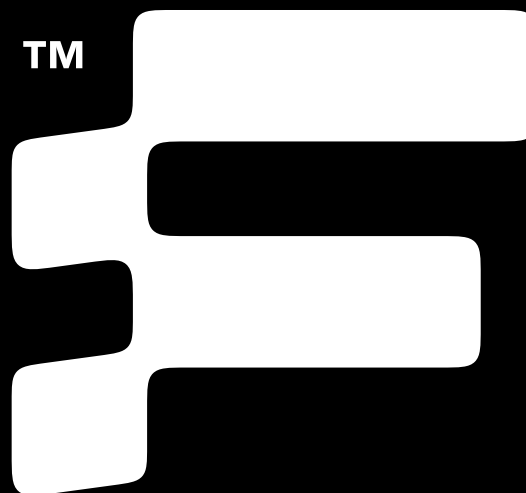
LOGO DESIGN

- 2.1 Logomark
- 2.2 Logotype
- 2.3 Lockup
- 2.4 Clear space
- 2.5 Minimum sizes

LOGOMARK

Figu Agency's digital identity is captured in its logo—a sleek, angular “F” creating a dynamic, asymmetrical triangle through negative space.

This design reflects our dedication to creativity, innovation, and the harmonious blend of diverse ideas. The interconnected elements of the logo embody our integrated approach to digital solutions.



LOGOTYPE

The BDO Grotesk medium, selected as the logotype for Figu Agency, embodies the brand’s innovative and sleek identity. Its clean lines and harmonious proportions form a distinctive and memorable logo, highlighting Figu Agency’s dedication to creativity and precision.

This adaptable, free-for-commercial-use font adds a modern flair to Figu Agency’s visual presence, maintaining clarity and uniformity across all digital and print channels.

FIGU AGENCY™

LOGO LOCKUP

The fusion of Figu Agency's logomark and logotype creates a unified and memorable brand presence, strengthening our promise to provide innovative digital experiences across all platforms.



CLEAR SPACE

The combination of Figu Agency's logomark and logotype guarantees a consistent and memorable brand presence across all platforms, highlighting our dedication to innovative digital solutions.



MINIMUM SIZES

This version is tailored for moderate sizes, requiring a minimum height of 0.72” for print and 50px for digital use, to maintain clear readability and sharpness at these scales.



COLORS

- 3.1 Color pallet
- 3.2 Combinations
- 3.3 Shades

White C: 0R: 255 M: 0G: 255 Y: 0B: 255 K: 0	Black C: 0R: 0 M: 0G: 0 Y: 0B: 0 K: 100	Moss C: 7.82R: 165 M: 0G: 179 Y: 0.56B: 178 K: 29.8
20%	20%	20%
40%	40%	40%
60%	60%	60%
80%	80%	80%

COMBINATONS

Consistent use of color is essential for strong brand recognition. Our brand should always appear in one of the colors shown on this page, except where specific exceptions are noted in this guide.



TYPOGRAPHY

- 4.1 Typeface
- 4.2 Weights
- 4.3 Type Scaling

TYPEFACE

This adaptable, commercially free font adds a modern flair to the brand's visual identity, maintaining clarity and uniformity across all channels and materials.



BDO
GROTESK

WEIGHTS

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Demi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

TYPE SCALING

64 Px

Heading 1

48 Px

Heading 2

36 Px

Heading 1

24 Px

Heading 1