



BRAND GUIDELINES



FRAMZO[®]

Agency



Framzo is more than an agency,

it's your partner in growth.



About Framzo

Framzo is a modern marketing agency that helps brands transform their ideas into clear, trendy, and impactful stories.

We believe that marketing is not just about promotion – it's about building connections, inspiring action, and creating long-term growth.

At Framzo, we mix creativity, strategy, and trend-awareness to design campaigns that stand out and deliver real results.

We work closely with businesses of all sizes – from startups to corporates – to craft experiences that speak clearly, feel modern, and make an impact.



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FRAMZO

Brand Strategy



Brand Vision

To become one of the leading marketing agencies in the region, known for a trendy, modern, and clear approach, and to be the go-to partner for any business seeking to expand its presence and earn customer trust.

Brand Mission

To deliver marketing services that combine creativity, data-driven insights, and trend awareness, and to craft visuals and messages that stick in people's minds and drive real results.





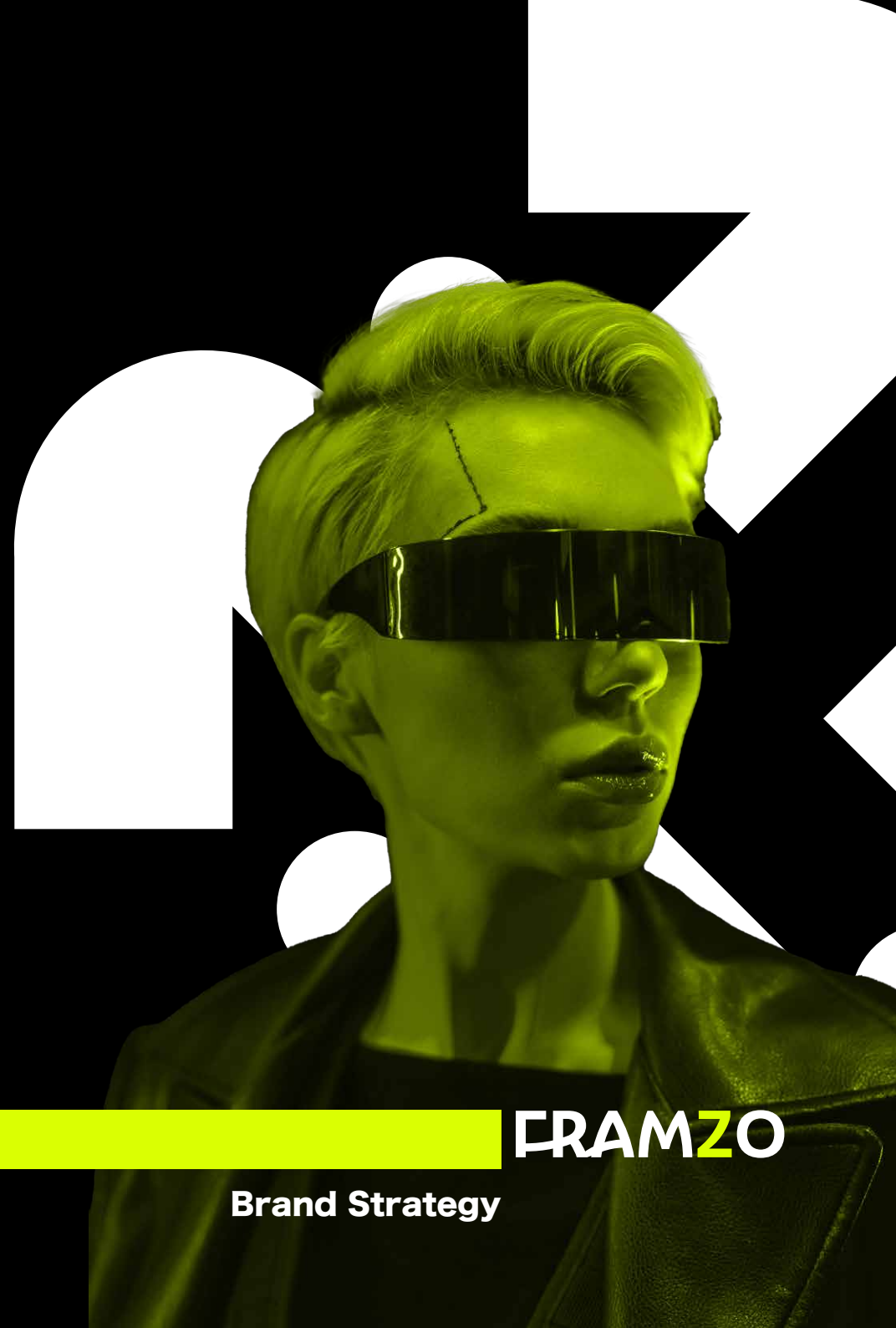
▴ Brand Purpose

Framzo exists to help businesses grow and expand through innovative marketing solutions that focus on clarity, trendiness, and impact.

Our purpose is to turn ideas into a clear vision that truly connects with audiences.

Brand **Personality**

- ***Innovation*** : Always pushing creative boundaries.
- ***Clarity*** : Simple, transparent communication.
- ***Trendiness*** : Staying current and relevant.
- ***Impact*** : Every move must create value.
- ***Collaboration*** : Working hand-in-hand with clients.



FRAMZO

Brand Strategy

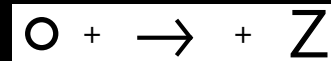
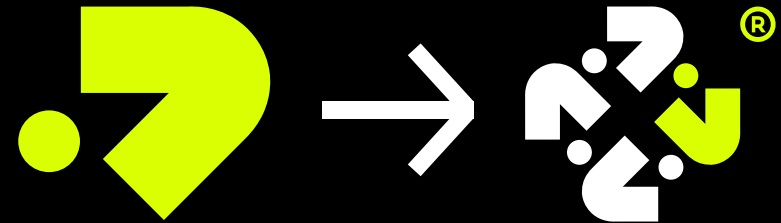
FRAMZO

Brand Logo





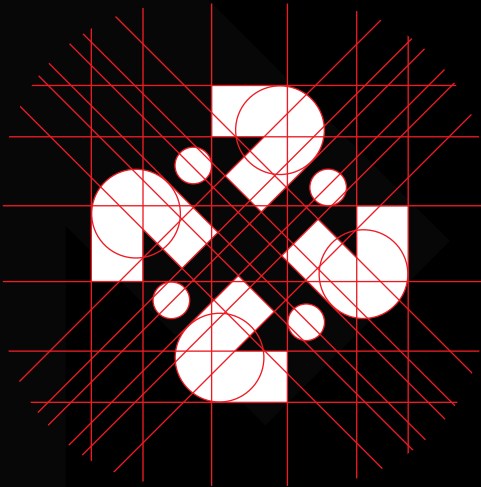
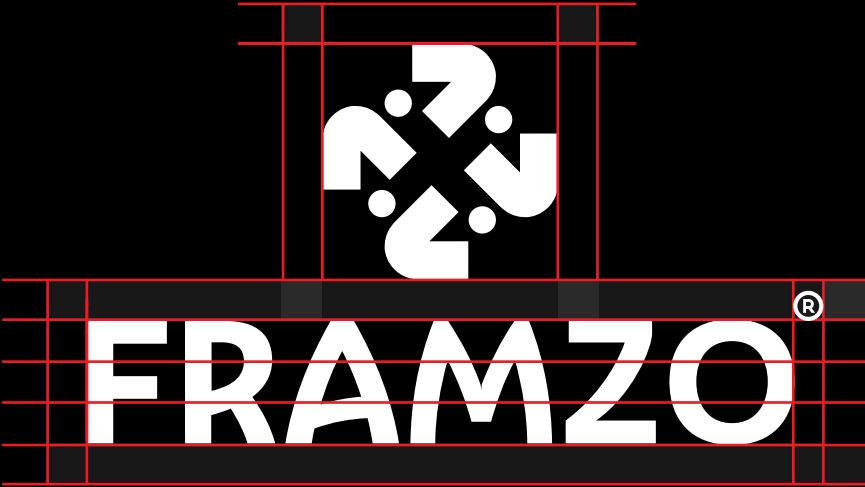
Framzo's logo begins with a circle, symbolizing the goal every brand aims for. Beside it, a fragment of Z forms a negative-space arrowhead, capturing the idea of focus and reaching the target.



The mix of curves and sharp edges reflects both creativity and boldness. Through repetition, the design suggests movement and progress, echoing Framzo's spirit – always in motion, always achieving.

Clear space

constarctions




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Vertical


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Horizontal

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simplified

Supmark


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200 px


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100 px


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Agency

50 px


FRAMZO[®]

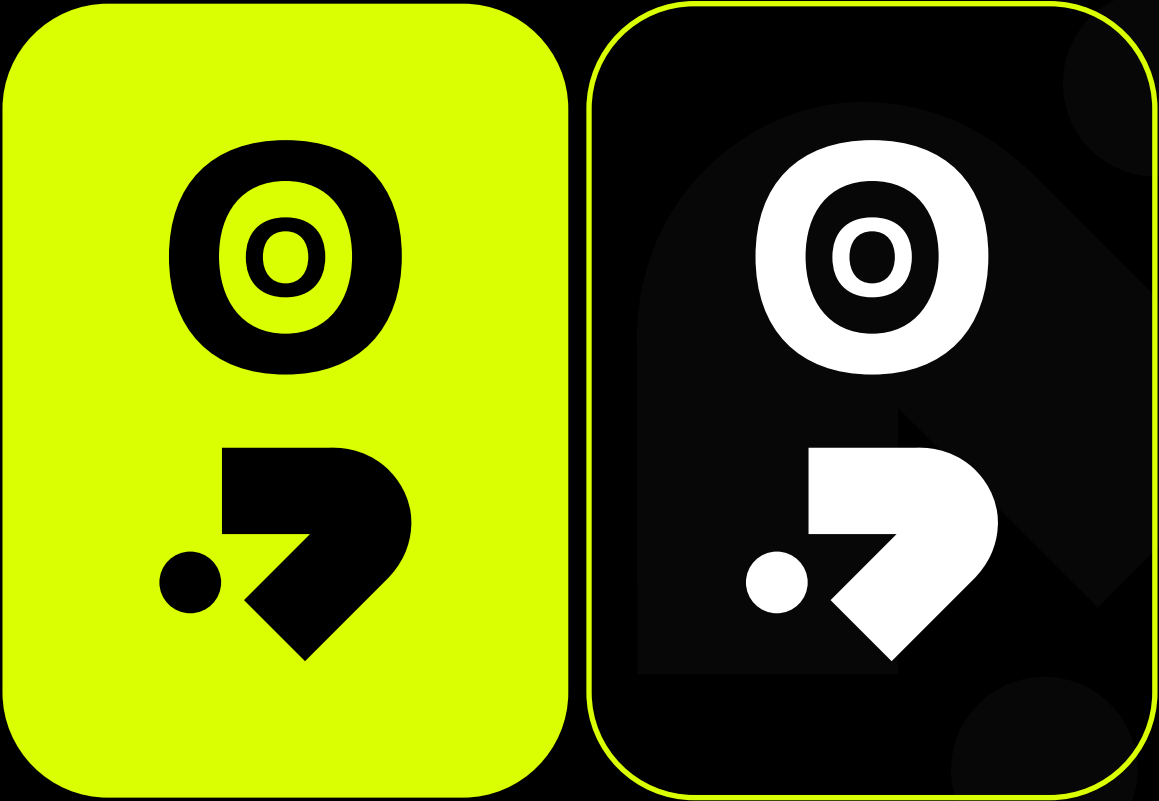
35 px

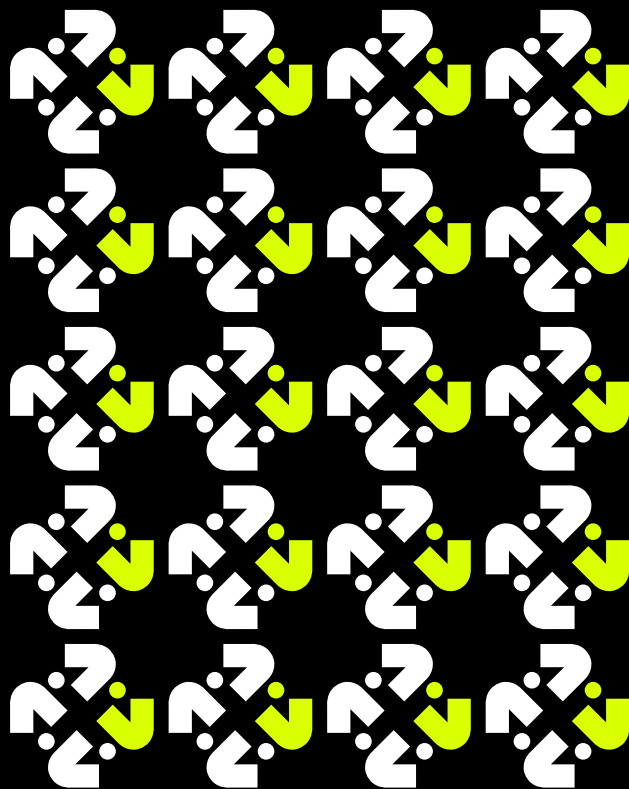


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Brand Elements







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Brand Colors



Neon Lime

#daff02

R 218
G 255
B 2

pure white

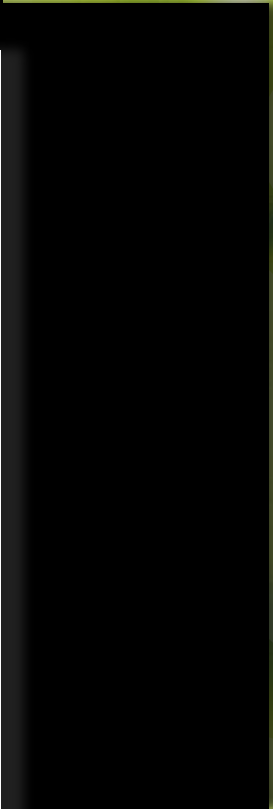
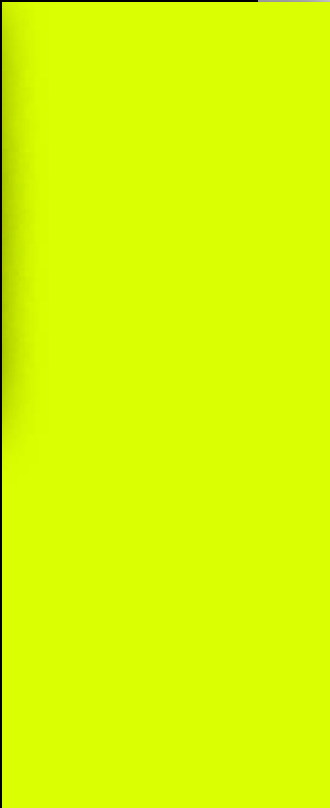
#ffffff

R 90
G 60
B 100

Deep black

#000000

R 255
G 255
B 255



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Brand Typography



ヒラギノ角ゴ StdN W8

Bold

A B C D E F G H I J K L M -
N O P Q R S T U V W X Y Z

Ashemore

Bold

Regular

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Area Normal

Bold

Regular

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

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Brand Stationary





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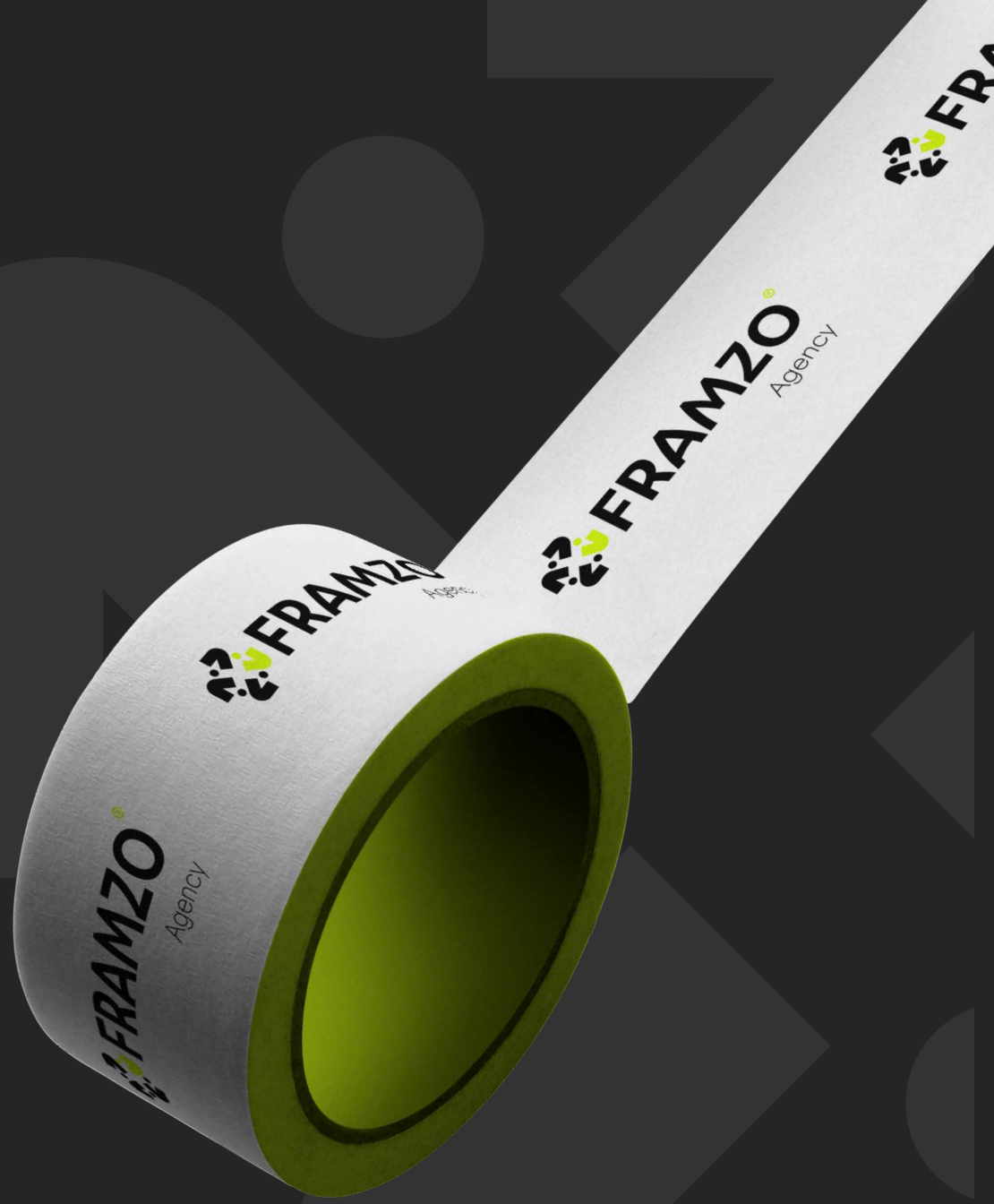
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THANK
YOU

