Brandbook.

FLIGGS

MOBILE

Content.

FLIGGS

FLIGGS

Mission.
We embrace the Web3 movement and strive to accelerate it's mass adoption by delivering tangible Web3 benefits to customers and communities through a most simple and secure access via mobile phone subscriptions.

Vision.
fliggs provides a save gateway to the Web3 future. A future, in which decentralized digital identities are to fully protect customers' privacy in an increasingly digitalized world.

Values.

Autonomy	We embrace individuality and personal freedom.
Optimism	We trust in a prosperous future.
Security	We protect privacy with leading technology.
Simplification	We make complex technology easy for everyone.

USPs.
1. Fast Activation.
2. Plans and Boosters.
3. Full control.
4. Fastest 5G.
5. All in 1 App.
6. Data Privacy.
7. Bitcoin rewards.

Slogans.
We don't always use a payoff. In case we have three which are recurring across app and web.

1. The smarter choice.
2. A new generation of wireless carrier.
3. Because you deserve better.

Name fliggs.
The name „fliggs" draws its inspiration from the established company Moflix, which, in turn, adopted the foundational principles of Netflix. The amalgamation of „mobile" and „flix" culminates in the unique identity of „fliggs." The brand is designed to epitomize simplicity, seamlessness, and exceptional flexibility, prioritizing an effortless user journey. With a commitment to staying ahead of the competition, the creation of the name „fliggs" centers around the distinctive „ggs" element.

At fliggs, our philosophy revolves around optimizing every aspect of the user experience („ggs" everything) to position ourselves at the forefront, consistently providing users with precisely what they need (we fliggs it). Our dedication to security and protection is unwavering, ensuring users can place their trust in us with confidence. Transparency is paramount to us, and we proudly uphold a 100% honesty standard. Beyond merely offering products, we embark on a journey to revolutionize the mobile market, enhancing digital lives to their fullest potential.

Written version.
Whenever fliggs is typed, as part of a body copy, headline, URL, it is written in lower case. Never with in all caps or with a capital F. Therefore it is recommended to not start sentences with fliggs. Write we at fliggs, fliggs it, it's fliggs and fliggs.com but never ~~Fliggs~~ or ~~FLIGGS~~.
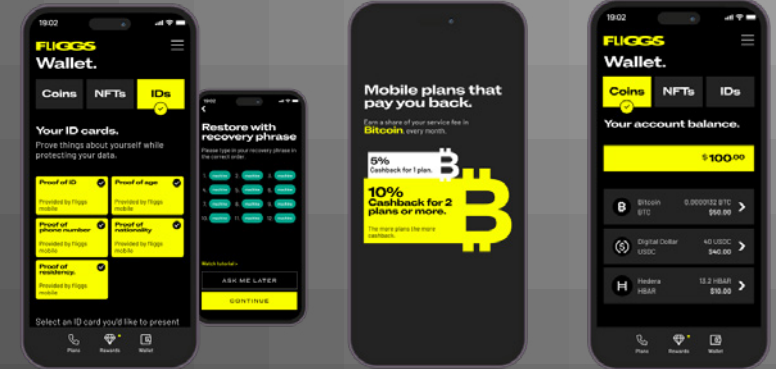
FLIGGS

FLIGGS

A new generation of wireless carrier.

Because you deserve better.

FLIGGS
MOBILE

FLIGGS

Main fliggs logo.
The fliggs logo is a word mark and should only be presented in the three primary colors. Yellow and white should be used on dark backgrounds and the black logo on light backgrounds.

fliggs descriptor logo.
The fliggs logo can also be used with „mobile" in combination and should be used in main white and main black. Mobile is always written in black with a yellow background. The full black version is only used on yellow background.

FLIGGS
max 12 mm/200px

Small logo.
This small version is used on very small formats, giveaways, thumbnails, or as an alternative for the F app icon. It is never used with a descriptor. Its maximum size is 200 pixels or 12 mm. This small version is optimized for better legibility. The L and I are stretched wider and G and S overlap completely, without a gap.
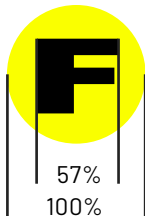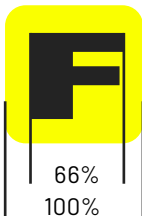
Don'ts.

- Always scale proportionally.
- Do not rotate the logo.

F icon.

The capital F from the logo is used as the app icon for fliggs. The F is placed centered on the format. It's 66% of the formats width on squares, and 57% of the diameter on a circle.

66%
100%
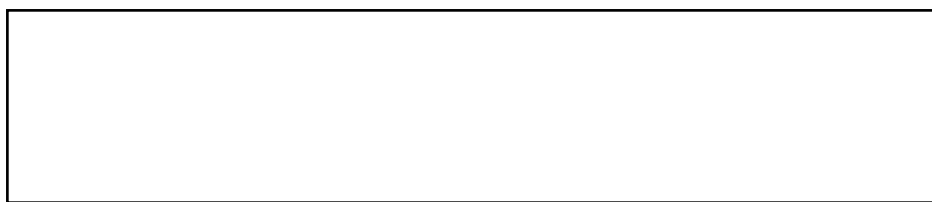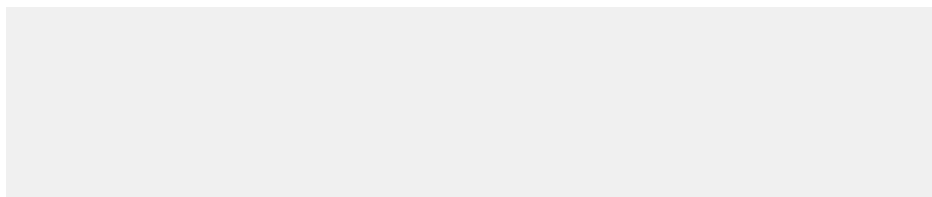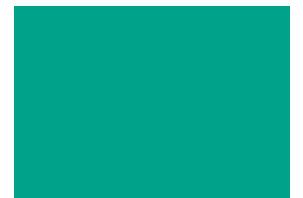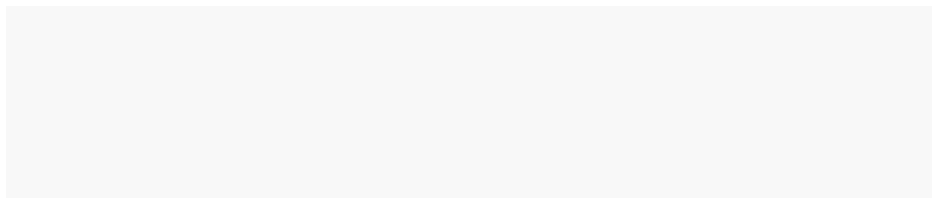
57%
100%

Safe space.

Recommended minimum save space.

10%

10%   100%   10%

10%

Logo Hight

Logo Hight   1/3

1/3

1/3

M O B I L E

10%   100%   10%

Colors.

AT A GLANCE.
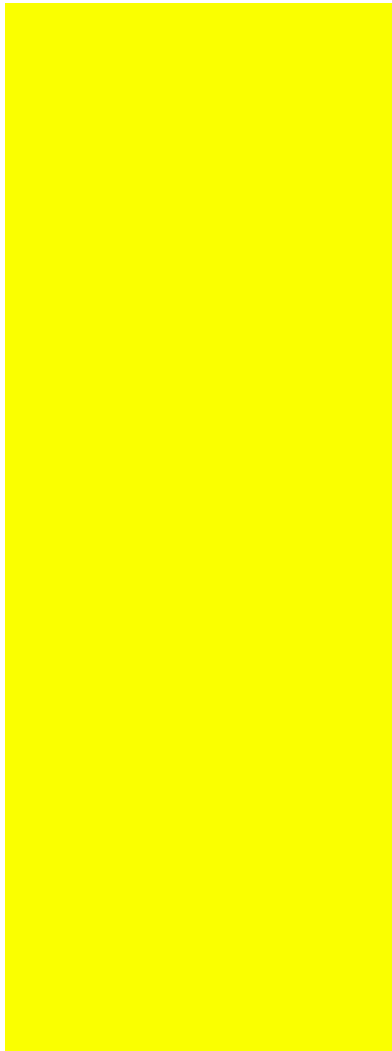
Colors.

FLIGGS

Primary colors.
The logo, typography and backgrounds are displayed in one of the primary colors, the primary colors can also be tone in tone shapes to place on the secondary color.

Main yellow 250, 255, 0 #faff00	White 255, 255, 255 #ffffff	Black 0, 0, 0 #ffffff

Secondary colors.
Each of the three primary colors is matched with a less intense option. The secondary colors are employed to establish tone in tone backgrounds or to subtly tone down design elements and can also be used as background colors.

Dark yellow 250, 235, 0 #faeb00	Light grey 248, 248, 248 #f8f8f8	Dark grey 240, 240, 240 #f0f0f0	Light black 35, 35, 35 #232323

Accent colors.
These additional colors are utilized to accentuate specific sections of the layout. Typically, for discounts and stoppers. The colors can also be used to bring depth in to an image with overlay shapes in an accent color.

Red 255, 0, 97 #FF0061	Violette 90, 5, 166 #5a05a6	Turquoise 14, 236, 236 #0eecec	Blue 0, 0, 245 #0000f5	Petrol 0, 163, 138 #00a38a

Inactive elements.
Utilize a 50% transparency for inactive design elements in digital media. This ensures a subdued appearance for elements that are not active.
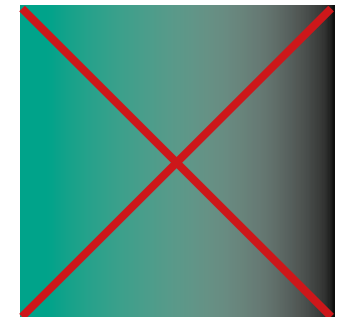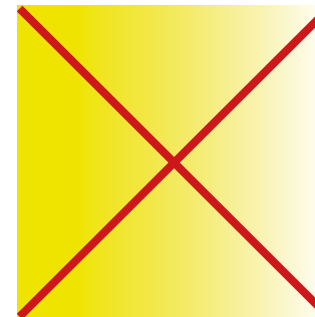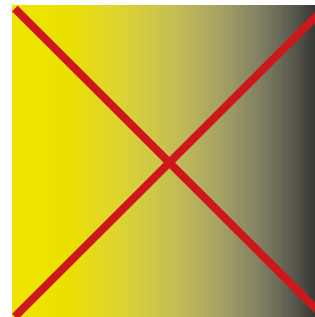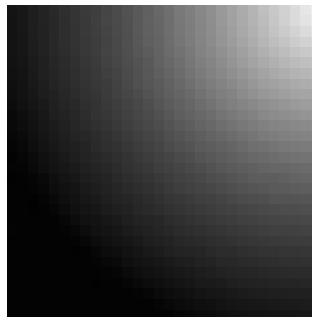
22.11.2024

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USE OF COLORS.

Do's.
- Make sure that contrast between text and background is always optimized (text must be easily readable).
- Transparency or overlay effects in color shapes are allowed.
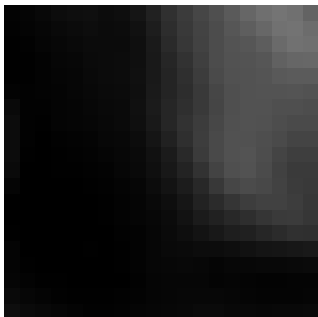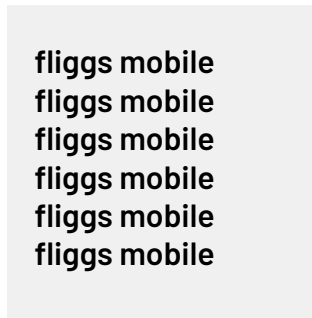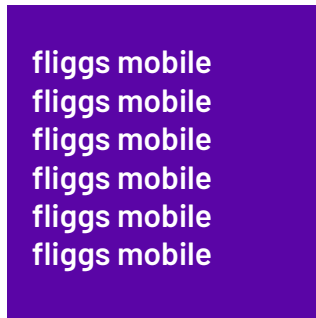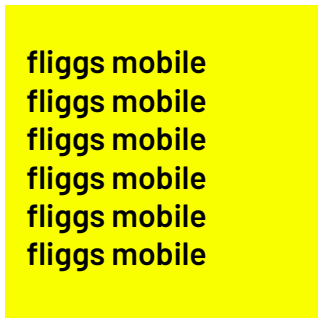- Only use gradients for pixelated backgrounds.

Dont's.
- Do not use light text on light background, or dark text on dark background.
- Glowing/shade that modify the colors: not allowed.
- Do not use any gradients on colors.

fliggs mobile
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fliggs mobile

fliggs ROM extended.

Font-family:	fliggs ROM extended, bold
Letter spacing:	-20px or -4%
Line spacing:	0.8px or 92%

The quick brown fox jumps over the lazy dog.

Font-family:	fliggs ROM extended, book
Letter spacing:	-20px or -4%
Usage:	price
Alignment:	top, right

The quick brown fox jumps over the lazy dog.

Barlow.

Font-family:	barlow, regular
Letter spacing:	10px or 2%
Line spacing:	116%

The quick brown fox
jumps over the lazy dog.

Font-family:	barlow, semi bold
Letter spacing:	10px or 2%
Line spacing:	116%

**The quick brown fox
jumps over the lazy dog. (Textlink | Textlink)**

Style.
Our messaging should be clear and concise. Avoid flowery or poetic language.

Vocabulary.
We are a wireless operator offering mobile plans. Use straightforward terms; avoid overly technical jargon. For example, say „number transfer" instead of „port-in".

Calls to Action (CTAs).
Always include a clear and actionable CTA in our communications.

Tone.
Avoid using phrases like "fliggs family." We are a wireless carrier, not a community-driven brand.

Formatting.
- End every sentence with a period.
- Do not use exclamation marks.
- Avoid excessive capitalization. Use capital letters where necessary
  - At the beginning of sentences.
  - For key elements of fliggs' offerings, such as: Web3, Wallet, Crypto,
  - Bitcoin, Rewards, and SIM.

Price.
We have a specific format for displaying prices. Our fliggs ROM Extended font is used, combining bold and book. The main price is larger and displayed in bold, while smaller elements, such as the „$" and „/mo," are in book. Importantly, the cents are styled in bold to match the main price, as they are part of the numerical value, but their font size remains consistent with the smaller elements.
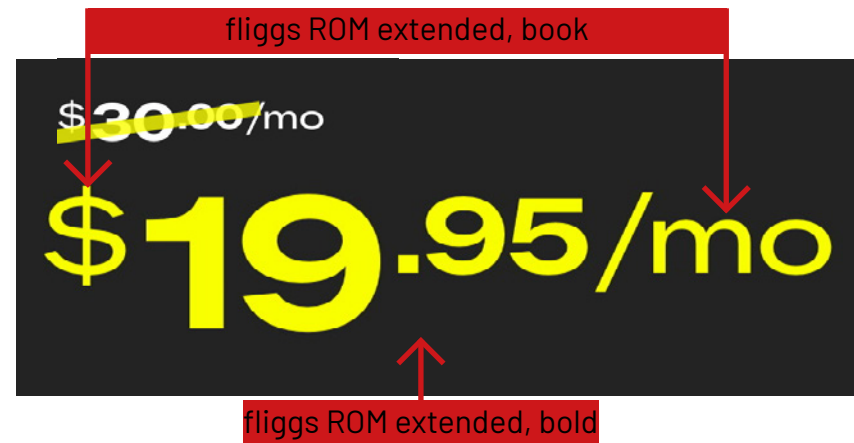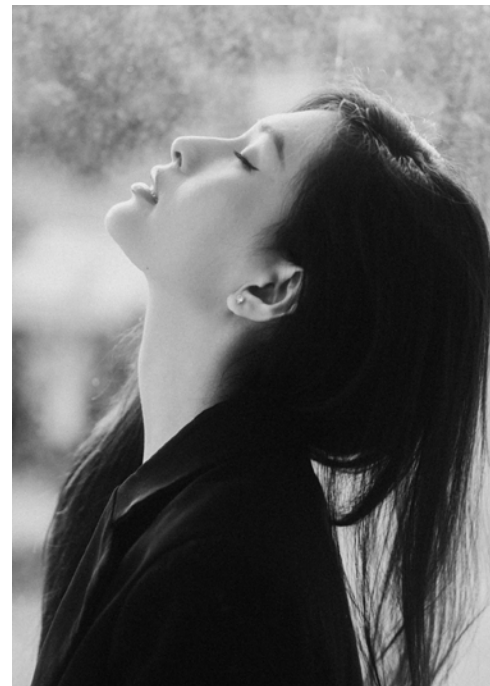
Images.

Portraits.
Reduced color options, including black and white, are preferred. Opt for high contrast and flat backgrounds, and consider using cutouts. Pixelated faces are acceptable, with a crucial emphasis on avoiding a criminal appearance. Ensure inclusivity by incorporating elements from diverse cultures.

Images.

Mobile.

The mobile phone takes center stage, whether featured with a person or as a standalone object. Flat backgrounds are preferred, and while pixels can be introduced, caution must be exercised to maintain a natural appearance.
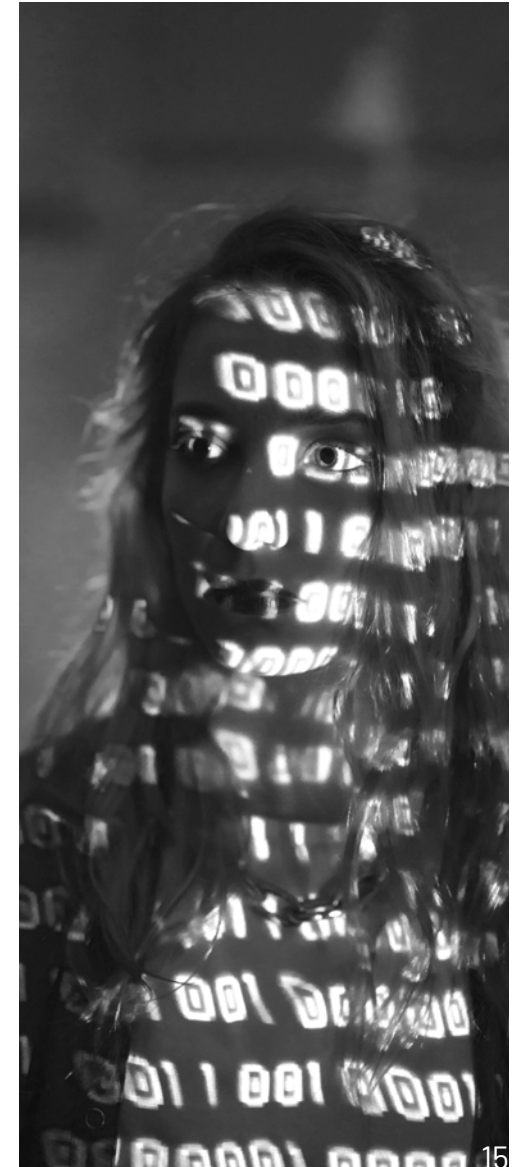
Digital.

Experiment with lighting to highlight yellow aspects within an image, aiming for a mysterious and technical ambiance. Emphasize high contrast for a visually striking effect. However, exercise caution to avoid an appearance that is criminal or overly hacker-themed.

Images.

Partnership.
Collaborate with multiple individuals in your visuals, incorporating flat backgrounds and a restrained color palette. Emphasize the theme of partnership to convey a sense of teamwork and collaboration.
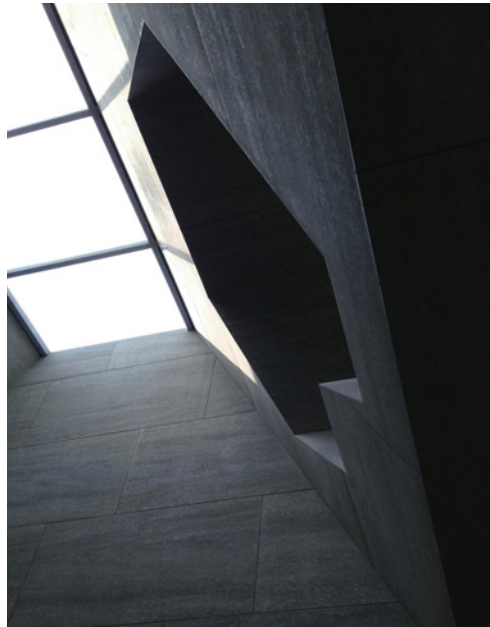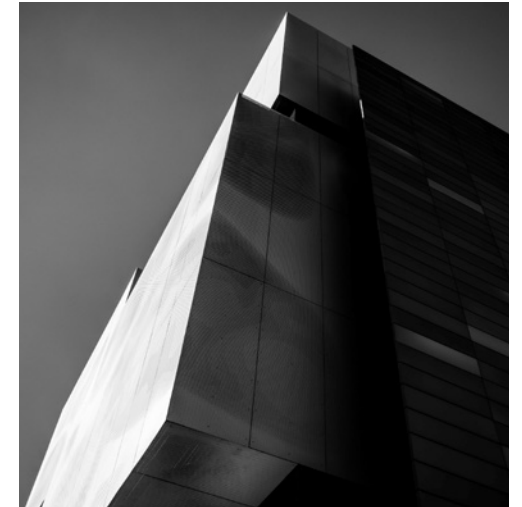

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Spaces.

Employ a limited color scheme, high contrast, and a modern aesthetic to convey the construction of a skyscraper with glass elements. Capture the essence of building a new era through sleek design and contemporary visuals.

FLIGGS

Pixelation.

We utilize both subtly and heavily pixelated images in our fliggs imagery. The pixelated visuals serve as backgrounds rather than focal design elements, adding texture and depth to the overall composition.
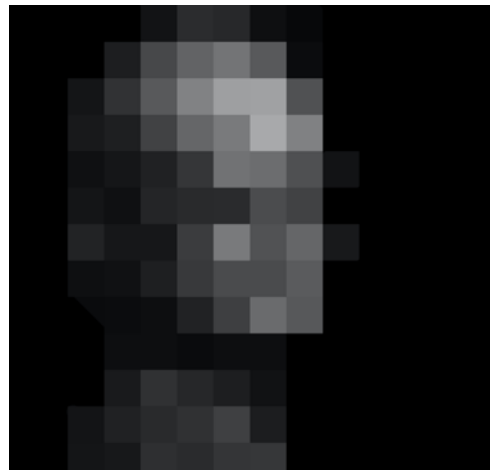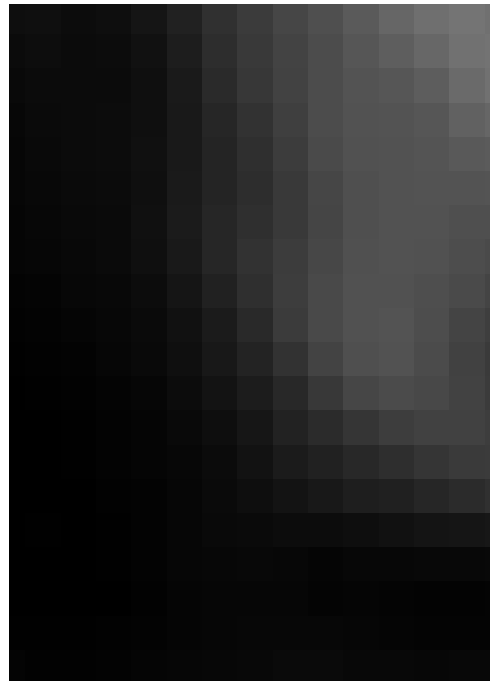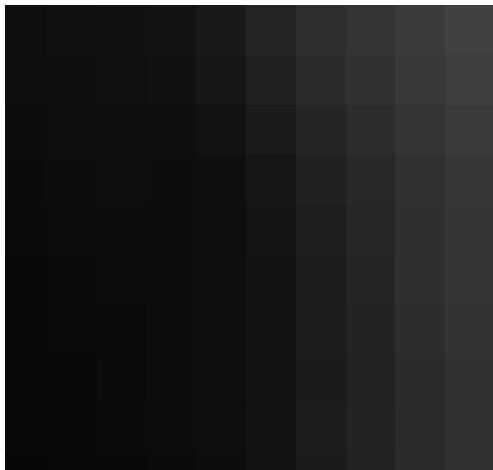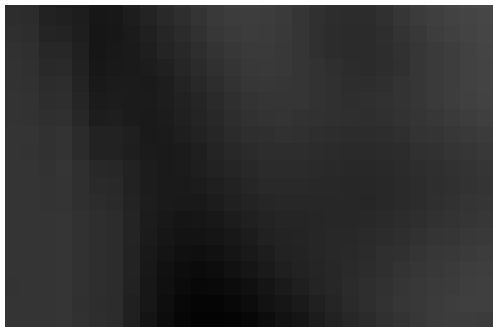
Dont's.

- Do not use individual pixels as prominent design elements.
- Ensure that pixel size remains moderate and doesn't become overly large, maintaining a balanced and cohesive visual presentation.

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TONE IN TONE SHAPES.
Backgrounds.
To enhance their depth, consider designing the pixelated backgrounds tone in tone. Integrate large typography, single glyphs/letters (such as $ or Bitcoin signs), and cropped logo parts. Utilize the primary colors and seamlessly combine them with the secondary colors for a harmonious visual composition.

Don'ts.
- Do not use the secondary yellow as background color. Instead, feel free to incorporate any of the other secondary colors for the background.
- Do not work with too big margins, aim to fill the background space with the logo or glyph you're utilizing.
- Refrain from employing high contrast, and opt for using the corresponding secondary color to the main color for backgrounds.
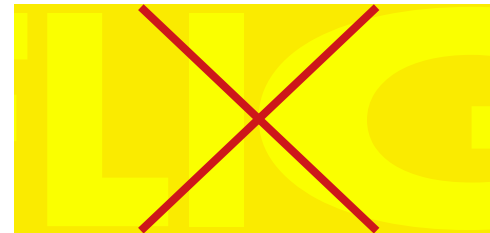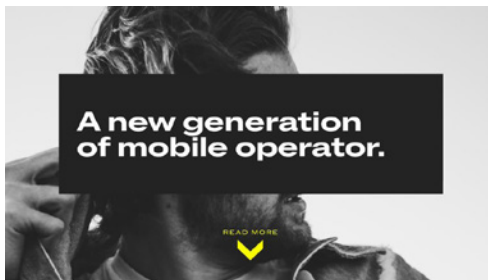
FLIGGS

STRIPES.

Stripes are the key design element. They are used to structure information. For the design of the logo descriptor, for product offers, stopper-designs, buttons, and to highlight text.
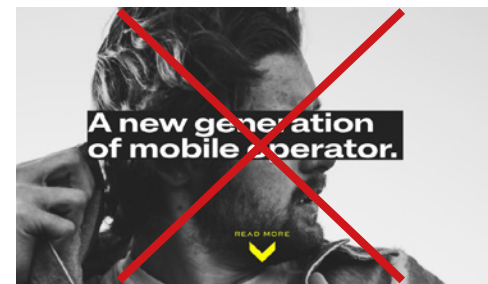
Do's.
- Use stripes for promotions and call to actions.
- You can use stripes as a box hover, CTA, Banners or to mark words.

Dont's.
- Do not use elements diagonally.
- Always align the top and bottom margins to fit the content. Additionally, avoid using a rectangle for single lines of text.
- If you use the stripe as a box hover, do not use boxes with no padding.

Unlimited Unlimited talk & text 5G-4G LTE high speed data Monthly bitcioin rewards **$36.⁹⁰/mo.**

Buy now.

A new generation of mobile operator.
READ MORE

Challenging big wireless.

We are lean, digital and efficient. That's how we can offer prices way below big wireless. Our efficiency creates striking price advantages for customers.

High speed delivered.

We rely on the largest and fastest 5G network in the US for providing exceptional data speeds and an impressive network coverage.

Unlimited Unlimited talk & text 5G-4G LTE high speed data Monthly bitcioin rewards $36.⁹⁰/mo.

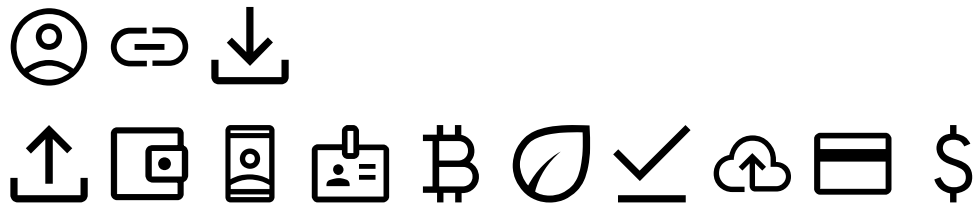A new generation of mobile operator.
READ MORE

Buy now.

ICONS.

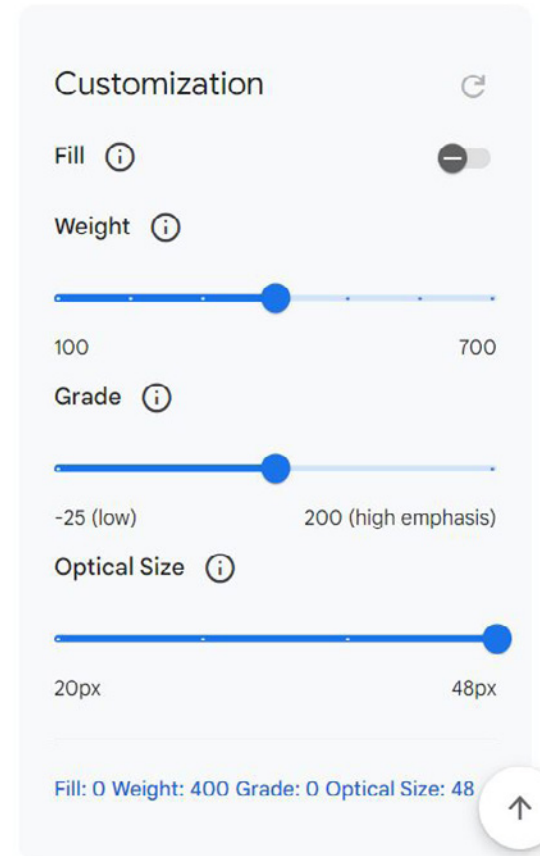We work with **Google icons**, which you can use for free.
Icons are only employed when absolutely necessary. Our preference is to minimize their usage, focusing instead on letters and descriptive text to convey information. This approach helps avoid creating an overly imagery-centric brand and maintains a more text-based and descriptive visual identity.

Size and position.

Size:	with: 22px.
Position:	right top
Color:	white (#ffffff)
	black (#000000)

Google settings

Customization

Fill

Weight

100   700

Grade

-25 (low)   200 (high emphasis)

Optical Size

20px   48px

Fill: 0 Weight: 400 Grade: 0 Optical Size: 48

BADGE COLLECTION.

Statuses.

Our Badges have a unique style, designed exclusively for the fliggs Badge Collection. Each Badge reflects a status a customer can get. The more Gems a customer collects the better their status gets. This style incorporates an origami-inspired theme representing the sea world. The sea serves as a metaphor for the Web3 universe: only 5% of the ocean has been explored, leaving 95% still to be discovered. Similarly, Web3 offers vast, untapped potential.

Through this Collection, we aim to immerse users in the sea world, and by extension, the Web3 world—embarking on this journey together with fliggs. It's a visual and conceptual exploration of the limitless opportunities in the digital space.

Please note that this origami style is to be used solely within the Badge Collection and should not be applied elsewhere as a design element. However, the Badges themselves can be shared as images (e.g., in posts), but it's crucial that they remain unaltered. Maintaining their original form is essential.

Rookie | Apprentice | Enthusiast | Fanatic
Aficionado | Expert | Maestro | Virtuoso
Master | Grandmaster | Legend | Supreme

Degen.

The degen is a status that only the first 2'222 subscribers get. It represents a dog, because the dog is a very loyal animal. It has the cryptopunk style to get the Web3 feeling and NFT feeling.
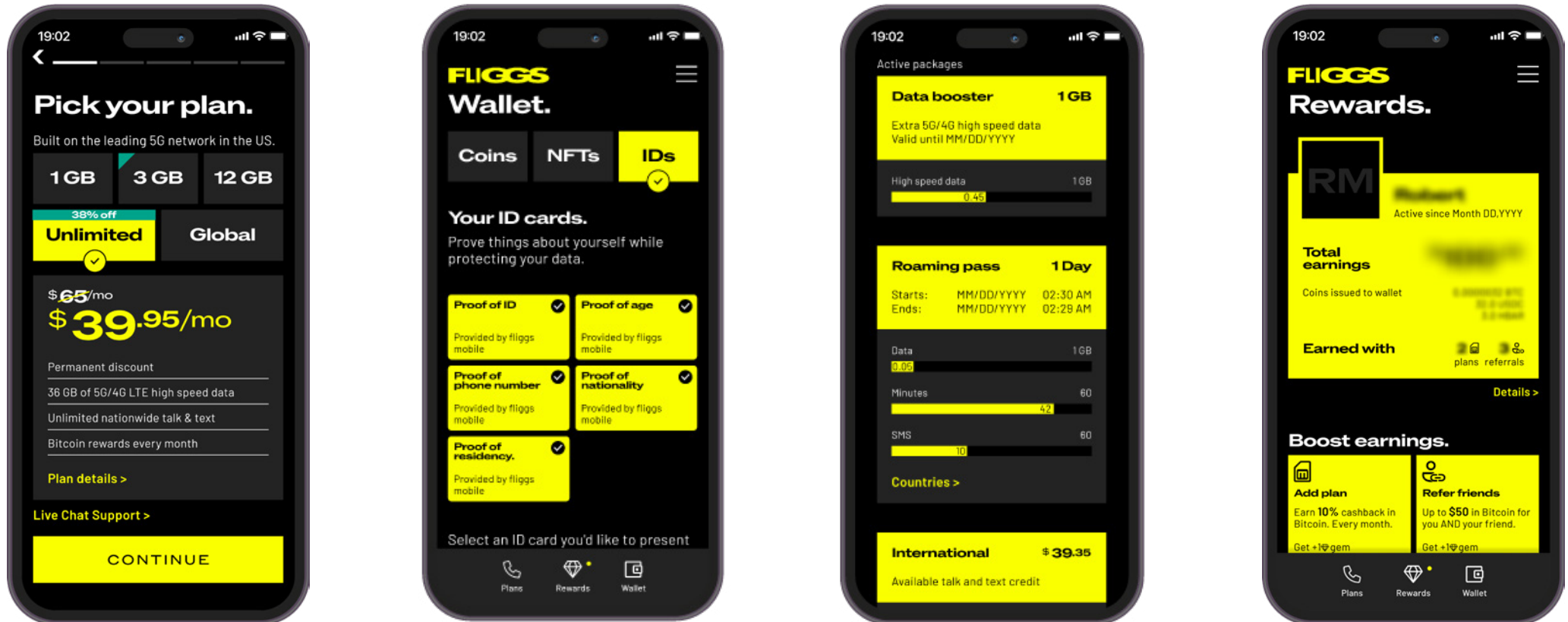

Degen

Allowed Terms.

Since we operate within the Web3 space, it's important to be precise in how we refer to its technical elements. In this case, we refer to our Gallery as the Badge Collection. The individual images are called either Badges or Digital Collectibles—but never NFTs, as the term carries significant negative connotations.
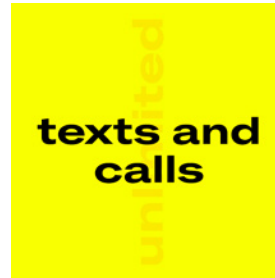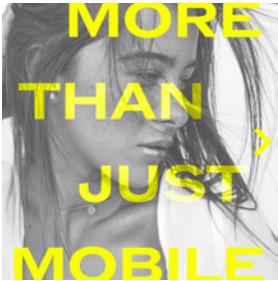
22.11.2024

Design elements.

MOCKUPS.

link to mockups >

Design elements.

MOCKUPS.

MORE THAN JUST MOBILE

mobile

fastest speed

texts and calls

digital

bitcoin

FLIGGS MOBILE

mobile

digital

bitcoin

blockchain

ready

FLIGGS

Design elements.

MOCKUPS.

Collaterals.

PowerPoint Presentation Template, need to download the file, because
Sharepoint doesn't support .potx —> **Link**

Table Template. —> **Link**

Email signature. —> **Link**

Letterhead for Switzerland and for US. —> **Link**

Teams Background. —> **Link**

Brand Merchandise. —> **Link**

SCREEN PROPOSITIONS.

Width.
Screen width: 375x

1. Layer of width: 343px
2. Layer of width: 314px (only home screen)
3. Layer of width: 303px
4. Two sections: each 167.5px
5. Three sections: each 109px
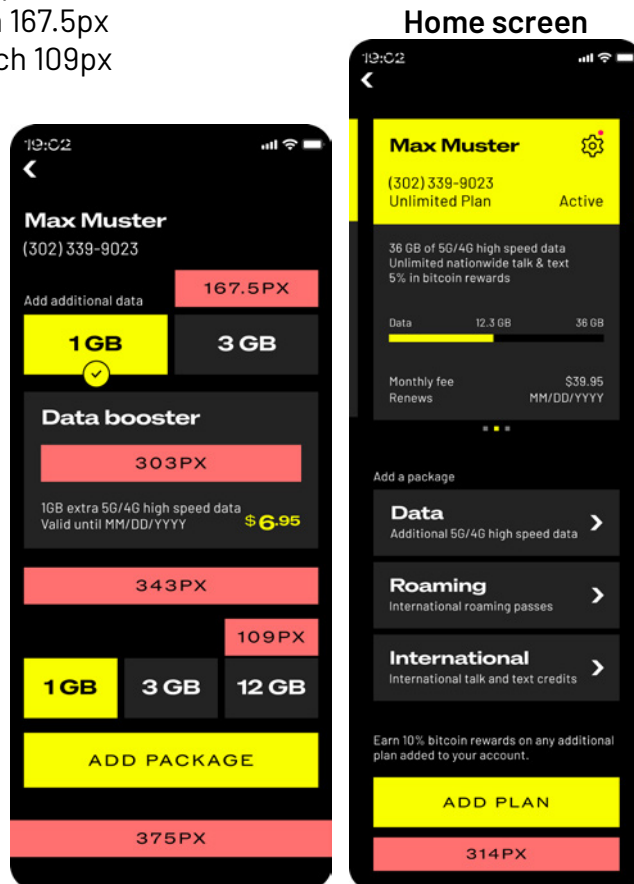
Height.
Screen height: 812x

1. Selection with one line: 89px
2. Selection with two lines: 108px
3. Input field: 60px
4. Dropdown/button: 63.2px
5. Button: 64px

Home screen
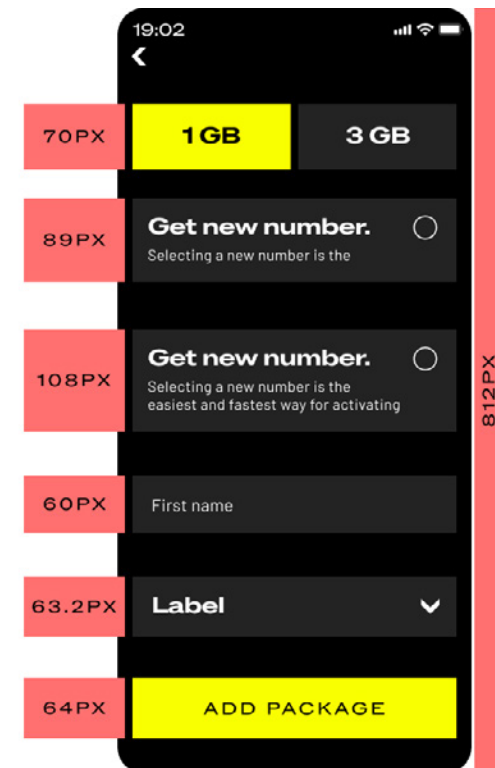
SPACING.

Big —> 40px
The 40px spacing is used to clearly separate distinct areas from each other.

Middle —> 20px
The 20px spacing is used for padding boxes and separating elements within the same area but in different sections.

Small —> 8px
The 8px spacing is used for small spaces between elements that are closely related but require a slight separation.

TIME EXPRESSIONS.

Date display: MM-DD-YYYY

Date display in transactions: YYYY-MM-DD

Time display: 01:30 AM/PM
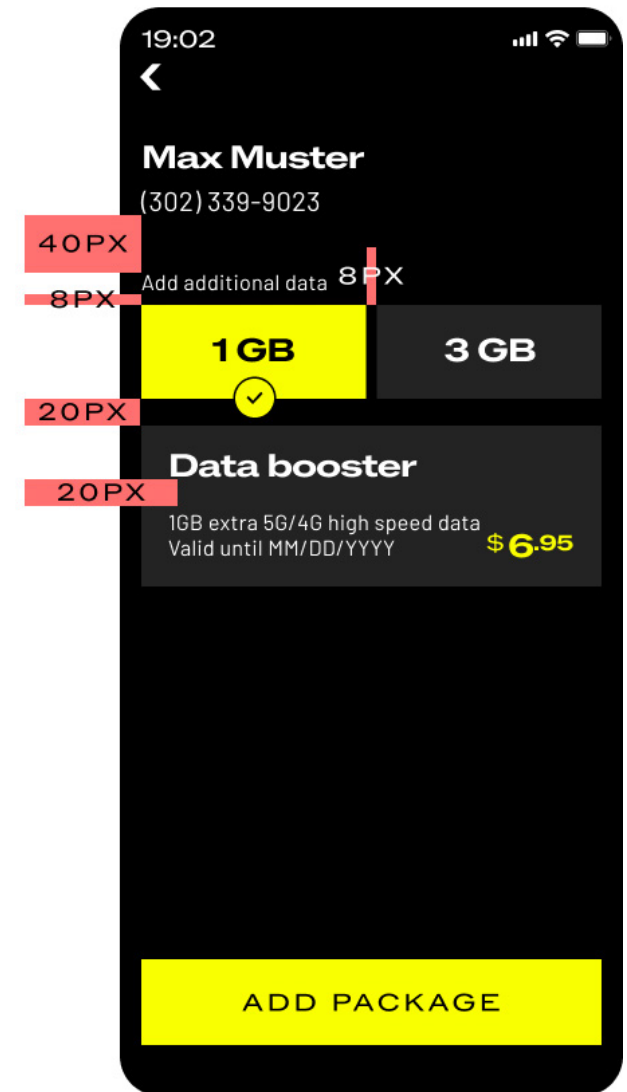
BUTTONS.

Primary Button.
Use primary buttons only in our primary yellow or primary black. Always prioritize contrast: the yellow button on dark backgrounds, and the black button on light backgrounds.

Secondary Buttons.
The button features an outline with a transparent center and is used exclusively in our primary white or primary black colors. Ensure high contrast by applying the white version on dark backgrounds and the black version on light backgrounds.

Combination.
The secondary button is always above the primary button. Maintain a 8px spacing between the buttons, and align them to the bottom with a 38px margin from the bottom edge.

Format.

|	
Font-family:	fliggs ROM Extended, Book
Style:	capital letters
Letter spacing:	110px or 15%
Alignment:	center
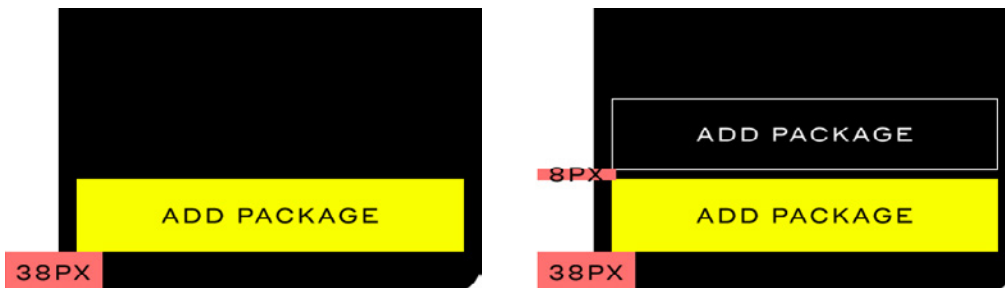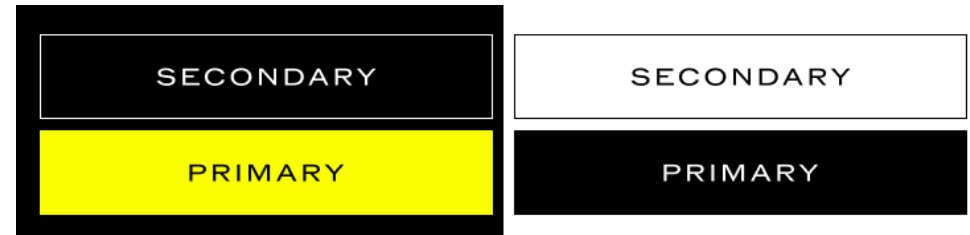
BOTTOM SHEET.

Component.

In Figma, there is a component called „Bottom Sheet" that can be placed over assets. Use the search function in Assets to find „Bottom Sheet" and access all variants to ensure the correct style.

Format.

Align the Bottom Sheet to the bottom of the screen. It will overlay the screen, reducing the underlying content's opacity to 50%. On light or yellow backgrounds, a black layer with 50% opacity will be applied over the content.
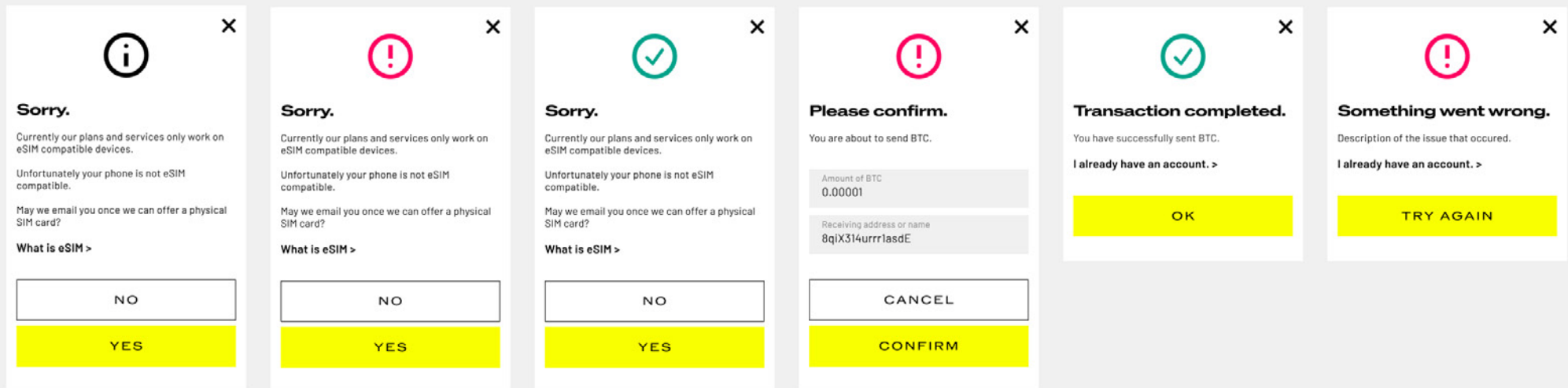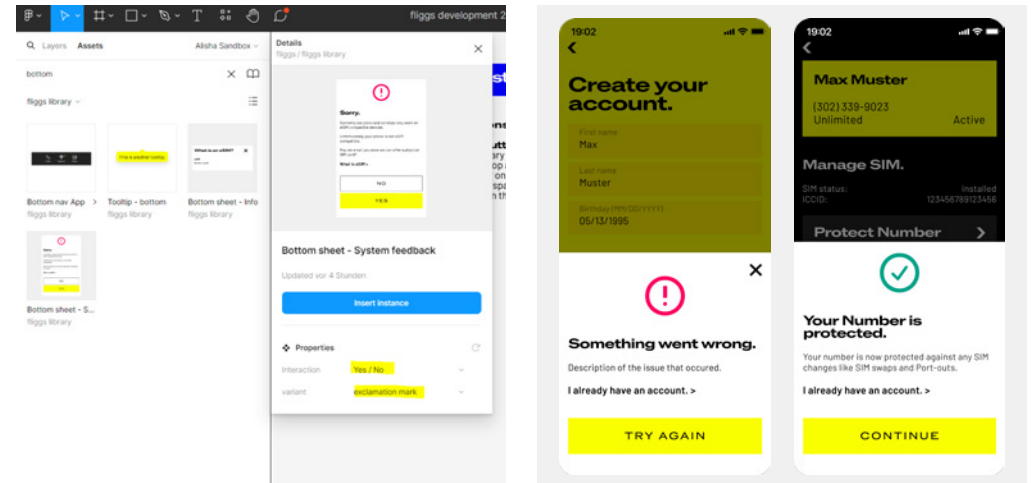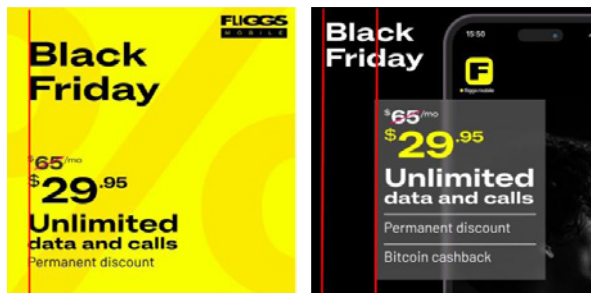
Variants.

Format.

Keep text simple and reduce it to the minimum so that the focus is on the relevant messages.

Ensure clear alignment of elements—avoid floating text or shifting alignment (e.g., switching from left to right within the same image). I suggest using a grid with two or three alignment points. This helps guide the viewer's eyes smoothly to the focal points.
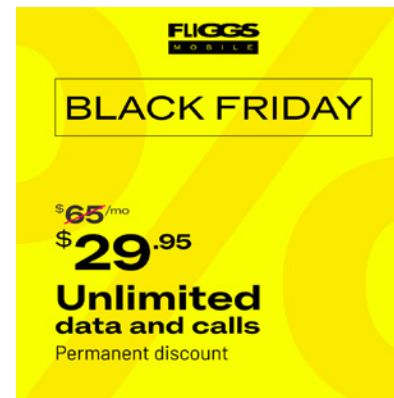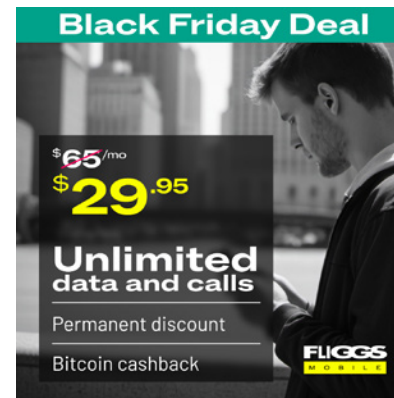

Don'ts.
• Redundant text.
• Unreadable text on image.

Do's.
• Clean use of SIM.
• Color-splash impact.
• Prominent price communication.
• Clear product USP.
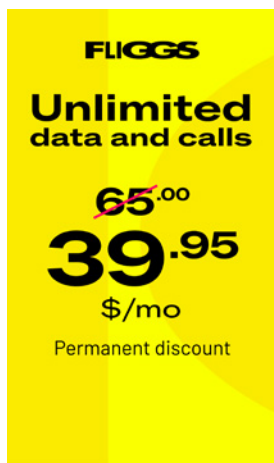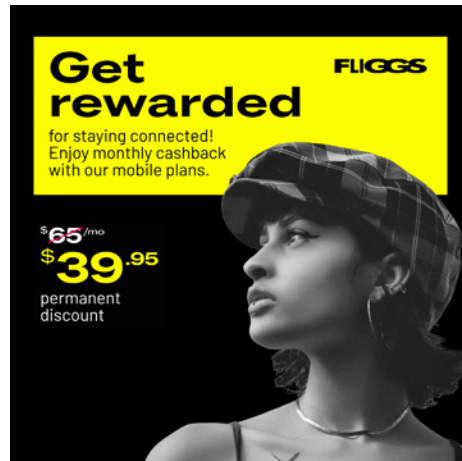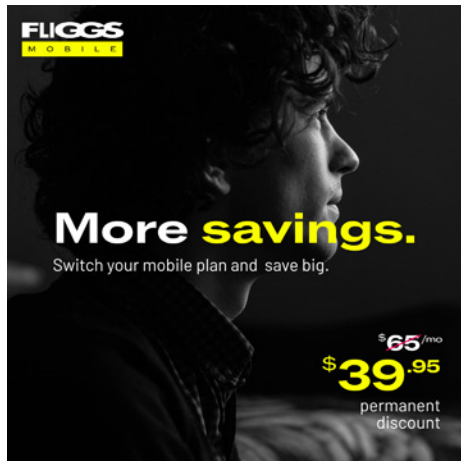• Optimized contrast between text and picture/background.

Ad designs.

Do's.
- Use the instead price communication.
- Write „Permanent discount".
- Focus on the promotion/price.
- Clean layout.

Don'ts.
- Use of glows and not compliant brand elements.
- Chaotic information hierarchy.
- No prominent/clear price communication.