



Brand Guidelines

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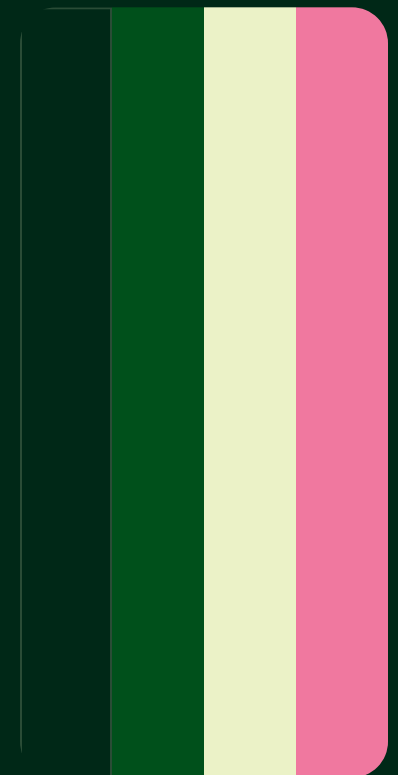
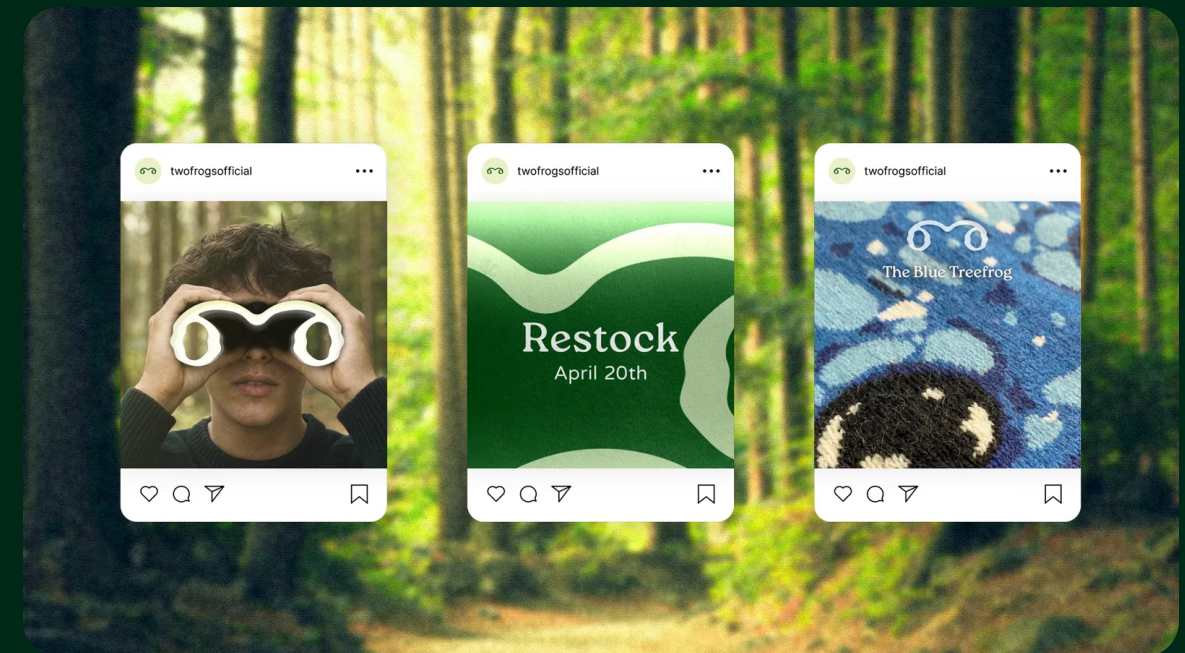
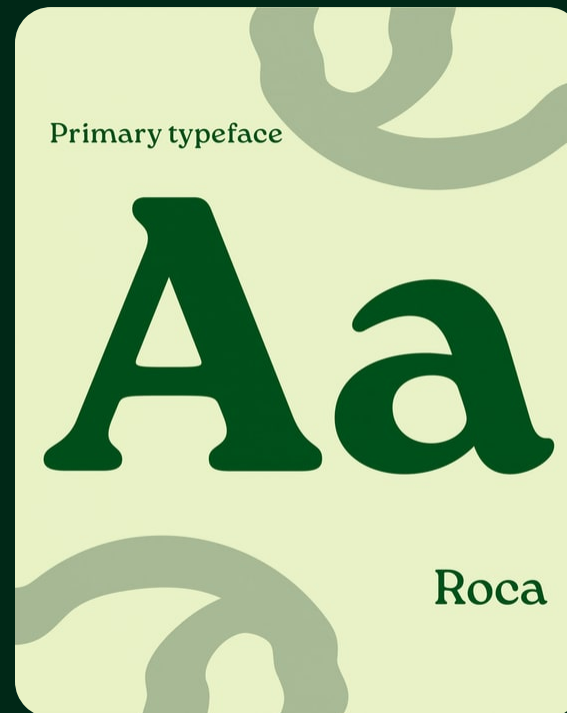
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The brand at a glance.

Two Frogs makes small-batch apparel for people who move between the city and the wild. One mark, four colours, four typefaces and a calm, confident voice. Everything that follows is detail on these five things.





01

Tone of Voice

Who we are	05
How we sound	06
Voice dials	07

We make gear for life between the city and the wild.

Two Frogs brings together the visual language of outdoor life and contemporary fashion, creating pieces that feel equally at home on the street or out in the wild. We take inspiration from both worlds to make clothing that doesn't have to choose between them.

How we sound.

Calm over hype.

We state things and stop. Scarcity is a fact about how we make things, never a pressure tactic.

Active over abstract.

Verbs first. We say what the gear does and what to do next, in words you can picture.

Curious, never careless.

We look closer and name things properly.
Every detail is checked before it is said.

Confident, never loud.

We say what we make and stop. Standing out is a byproduct, never the pitch.

Voice dials.

Where the voice sits between two extremes. Hold these positions everywhere, from a hero headline to an error message.

Quiet

Confident, never shouting



Loud

Factual

Proof before persuasion



Salesy

Warm

Human in every line, even the error messages



Corporate

Plain

Lyrical in brand moments, plain in checkout



Poetic

Brief

Detail only where it helps someone choose



Detailed

02

Logos & Lockups

The lineup	09
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The lineup.

Four lockups, one mark. Use the horizontal by default, the vertical where a layout needs height, the symbol where space is tight, and the wordmark where type alone has to carry.



Horizontal Default



Vertical Stacked



Symbol Tight crops

TWO FROGS

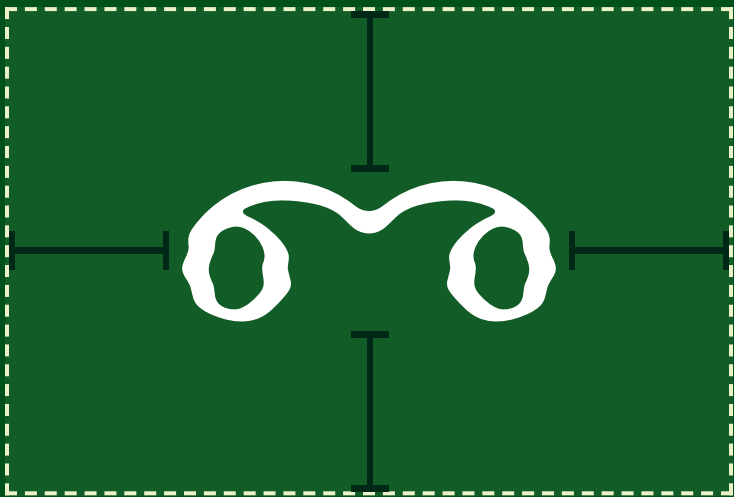
Wordmark Type only

Clearspace.

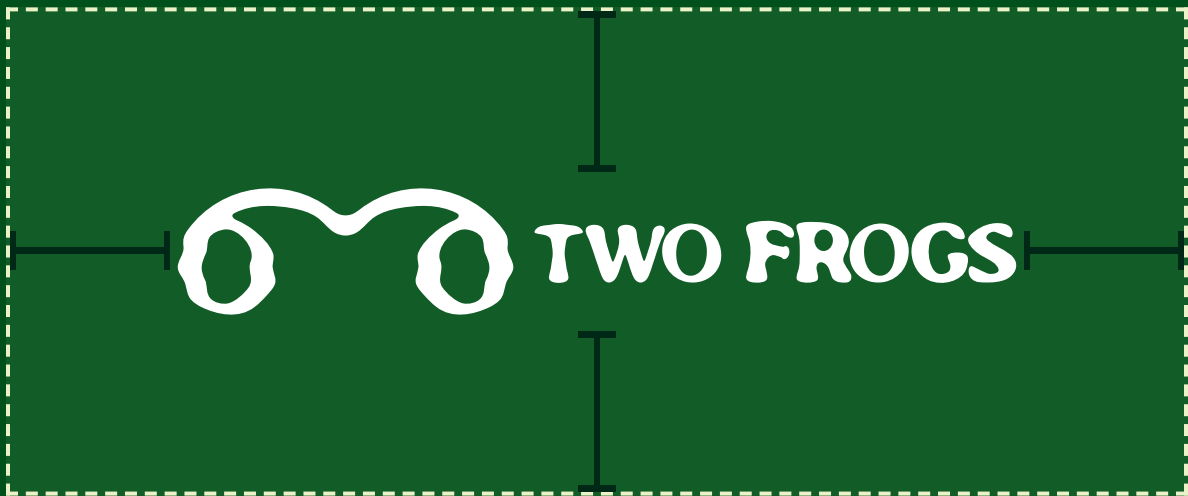
Give the mark room to breathe. The clear space on every side equals the height of the mark you are using. Nothing enters it: no type, no imagery, no edge of a page or screen.

LOCKUP	CLEAR SPACE, AS A SHARE OF WIDTH
Symbol	40%
Horizontal	19%
Vertical	50%
Wordmark	25%

Symbol



Horizontal lockup



Misuse.

The mark is drawn once. Do not redraw it, bend it or restyle it. Six common mistakes, all of them off limits.



Stretched

Never scale one axis



Squashed

Keep the proportions



Tilted

Always level



Recoloured

Palette colours only



Low contrast

It has to read

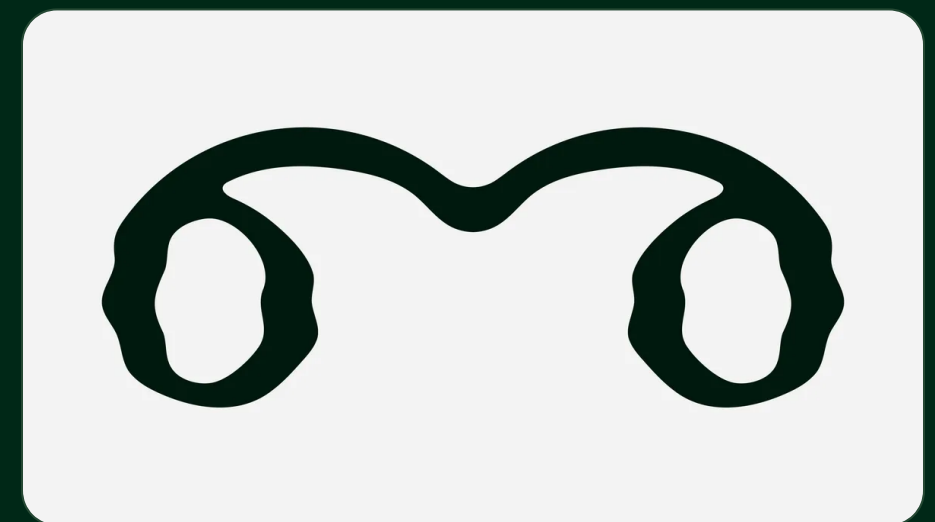
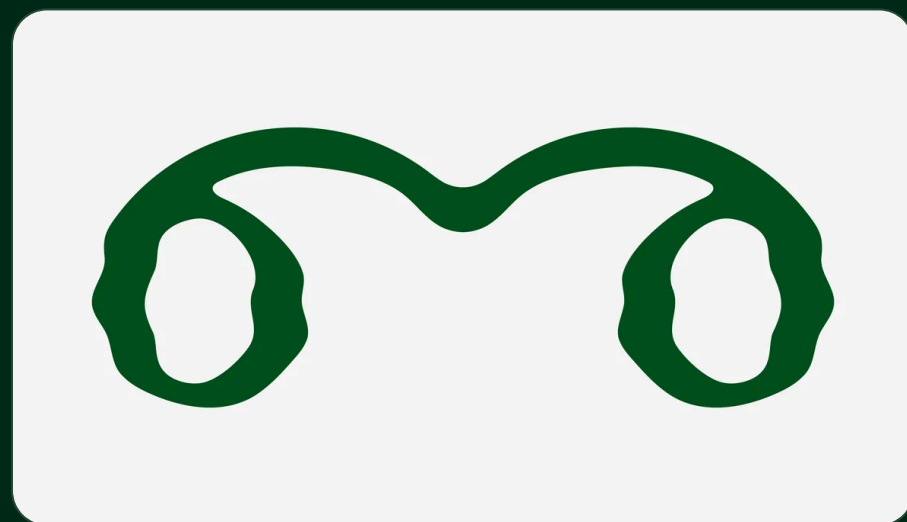
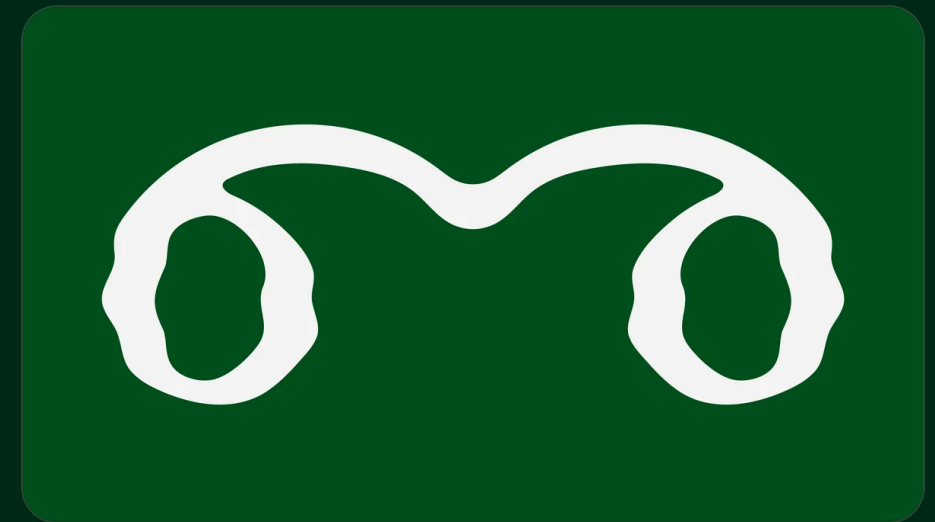
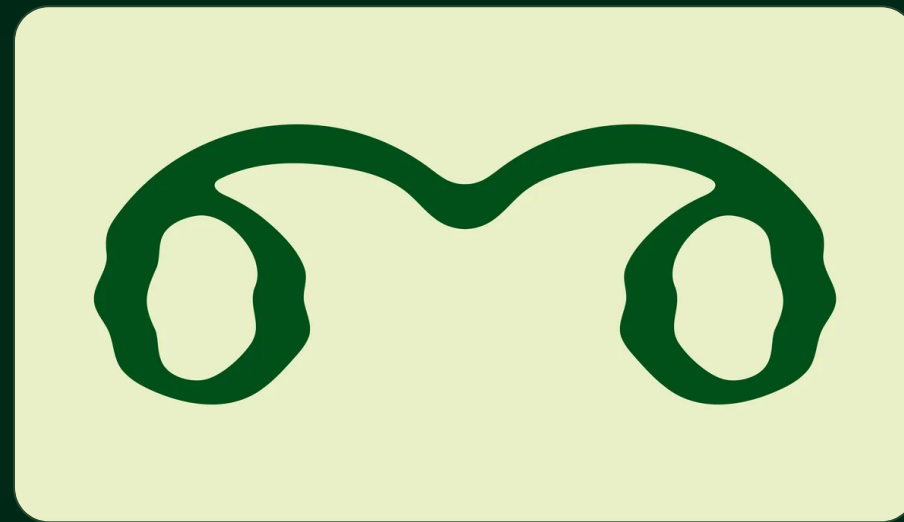
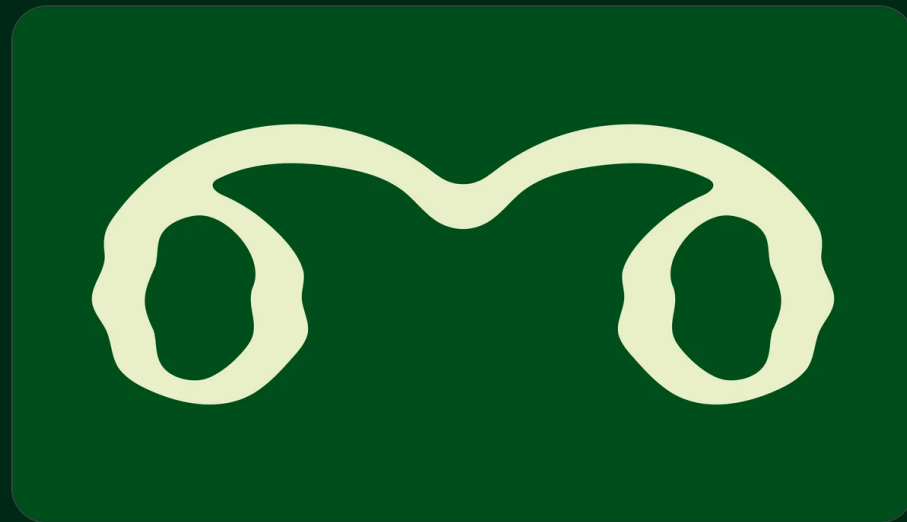


Busy photo

Needs a scrim

Approved combinations.

Six pairings of mark and ground. Anything outside these risks legibility or drifts off the palette.



Minimum sizes.

Shown at true size. Never go smaller than this.



Symbol

28 px on screen · 6 mm in print

Full lockup

120 px on screen · 24 mm in print

Below these widths the mark stops reading. If a space is too tight for the full lockup, switch to the symbol rather than shrinking it. In print, measure the width of the mark itself, not the clear space around it.



03

Colour

Brand palette	15
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Brand palette.

Grounded in the wild: a deep green canvas, low cream type, a darker green for depth, and one pink that appears once per page and no more.

BALANCE ON ANY SURFACE



Evergreen

Primary surface

#00501B

RGB 0 80 27
CMYK 100 0 66 69

Cream

Primary type

#EBF2C7

RGB 235 242 199
CMYK 3 0 18 5

Dark Spruce

Secondary surface

#002817

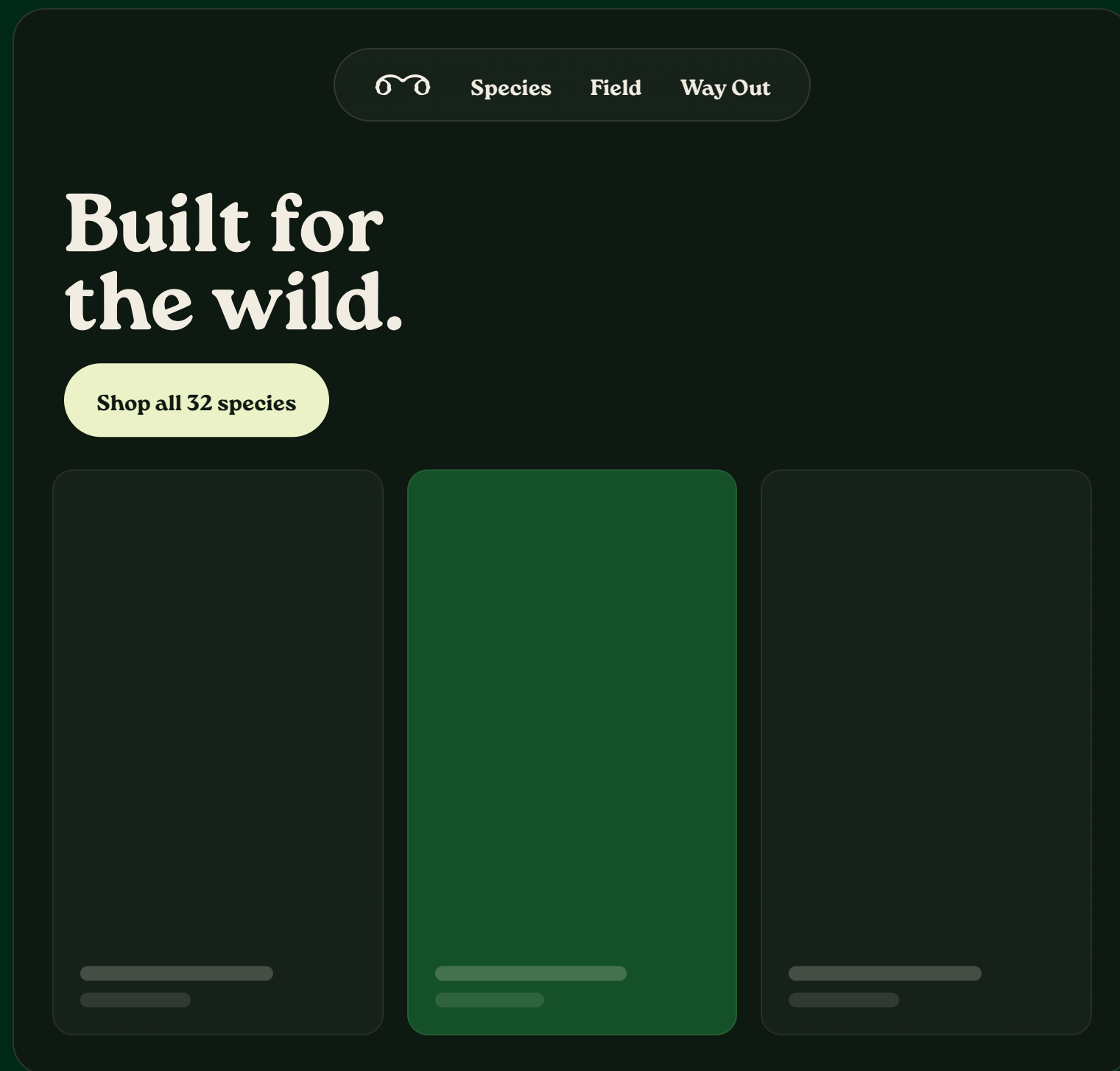
RGB 0 40 23
CMYK 100 0 43 84

Petal Rouge

Accent, once per page

#F0789F

RGB 240 120 159
CMYK 0 50 34 6



Surface system.

The colours the website actually sits on. Near-black greens keep photography vivid and leave Petal Rouge meaningful.



Canvas

Page body, nav, footer, product tiles

#0D1911



Raised

Cards, the nav pill, elevated sections

#0D1A10



Moss

Hover fills, glows, active states

#155128



Sage

Buttons, links, prices, stars and hover states

#ECF2C7



Paper

Body text and section headlines

#F2EDE3

Pantone.

Closest spot matches for print. Coated for gloss and silk stock, uncoated for matte and kraft. Always check a physical swatch before a run.



PANTONE®

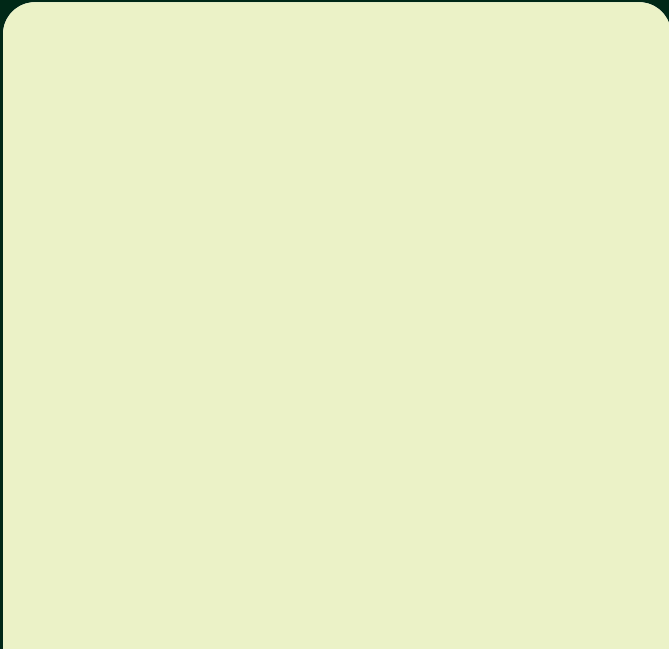
Evergreen

COATED

357 C

UNCOATED

357 U



PANTONE®

Cream

COATED

7485 C

UNCOATED

7485 U



PANTONE®

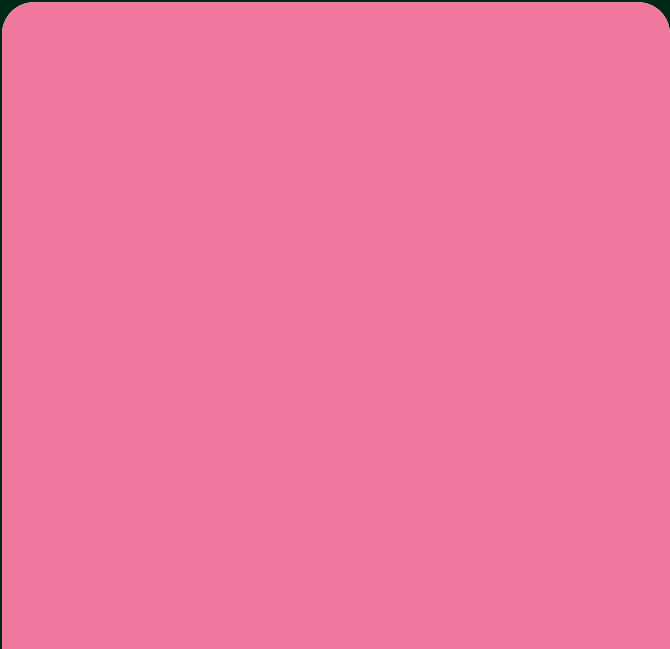
Dark Spruce

COATED

5535 C

UNCOATED

5535 U



PANTONE®

Petal Rouge

COATED

1915 C

UNCOATED

1915 U



04

Typography

Primary typeface	19
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Roca.

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

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

0 1 2 3 4 5 6 7 8 9 . , ?

Aa

Built for the wild.

Roca

Big number, Roca Black 48–102 / 0.9 · −0.02 em

Heading, Roca Black 35–67 / 1.0 · −0.02 em

Subheading, Roca Regular 18–24 / 1.35 · −0.01 em

Nav and buttons, Roca Black 15 / 1.2 · 0 em

Weights in use 400 · 900

The signature face. Every headline, chapter title, large stat and pull quote, plus nav links and buttons in sentence case. Tracking never goes tighter than −0.025 em.

Aa

Every piece named for a different creature.

Varela Round

Body, Varela Round 14–15 / 1.45–1.6 · 0 em

Small text, Varela Round 13–14 / 1.5 · 0 em

Weights in use 400

Everywhere prose lives: descriptions, captions, form help and error messages. One weight. Never faked bold, never set in caps.

Aa

FREE RETURNS · 30 DAYS

Aa

10% off · WILD10 · 23:59:42

Syne

Price and rating, Syne Bold	9-15 / 1 · +0.02-0.06 em
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Label, Syne caps	9-13 / 1 · +0.16-0.22 em
------------------	--------------------------

Weights in use	500 · 600 · 700
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Small caps labels, tags, prices and the trust strip. Used sparingly, only for the functional bits. Never for nav, buttons, body or display.

Space Mono

Look label, caps	10 / 1 · +0.15 em
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Codes, hex values, sizes	12 / 1 · +0.04 em
--------------------------	-------------------

Weights in use	400 · 700
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Discount codes, countdowns and the basket count. Only where digits have to lock to a grid. Never used for words.

Tracking and leading.

Every type role on the landing page. Big type runs tight and close, small type runs open and airy.

TYPE	FACE	SIZE	TRACKING	LEADING
Heading	Roca Black	35 – 67 px	-0.02 em	1.0
Subheading	Roca Regular	18 – 24 px	-0.01 em	1.35
Product name	Roca Black	14 – 17 px	-0.02 em	1.15 – 1.2
Nav and button	Roca Black	15 px	0 em	1.2
Body	Varela Round	14 – 15 px	0 em	1.45 – 1.6
LABEL	Syne Bold caps	9 – 13 px	+0.16 – 0.22 em	1.0
CODE	Space Mono caps	10 px	+0.15 em	1.0

Brand in Action

05

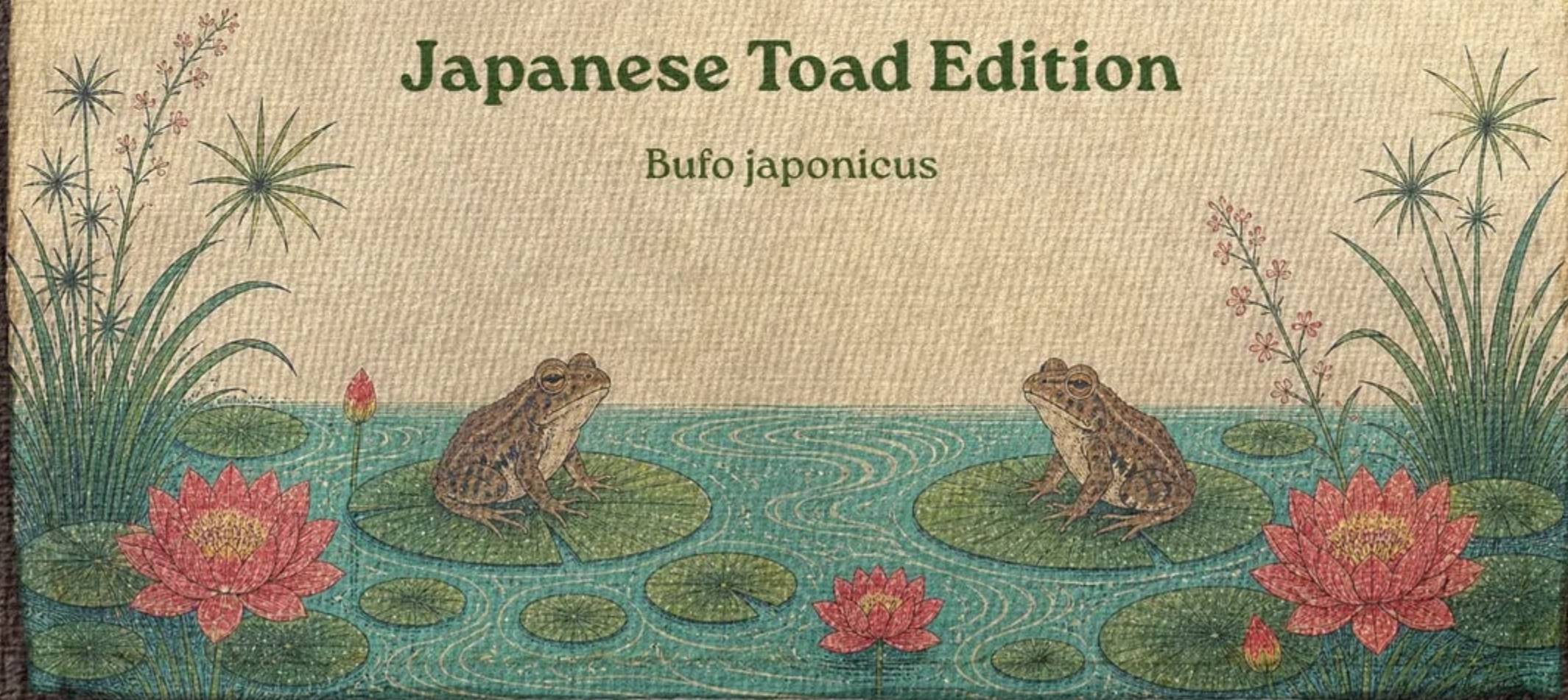
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Horned Frog label	28		



TWO FROGS

Japanese Toad Edition

Bufo japonicus



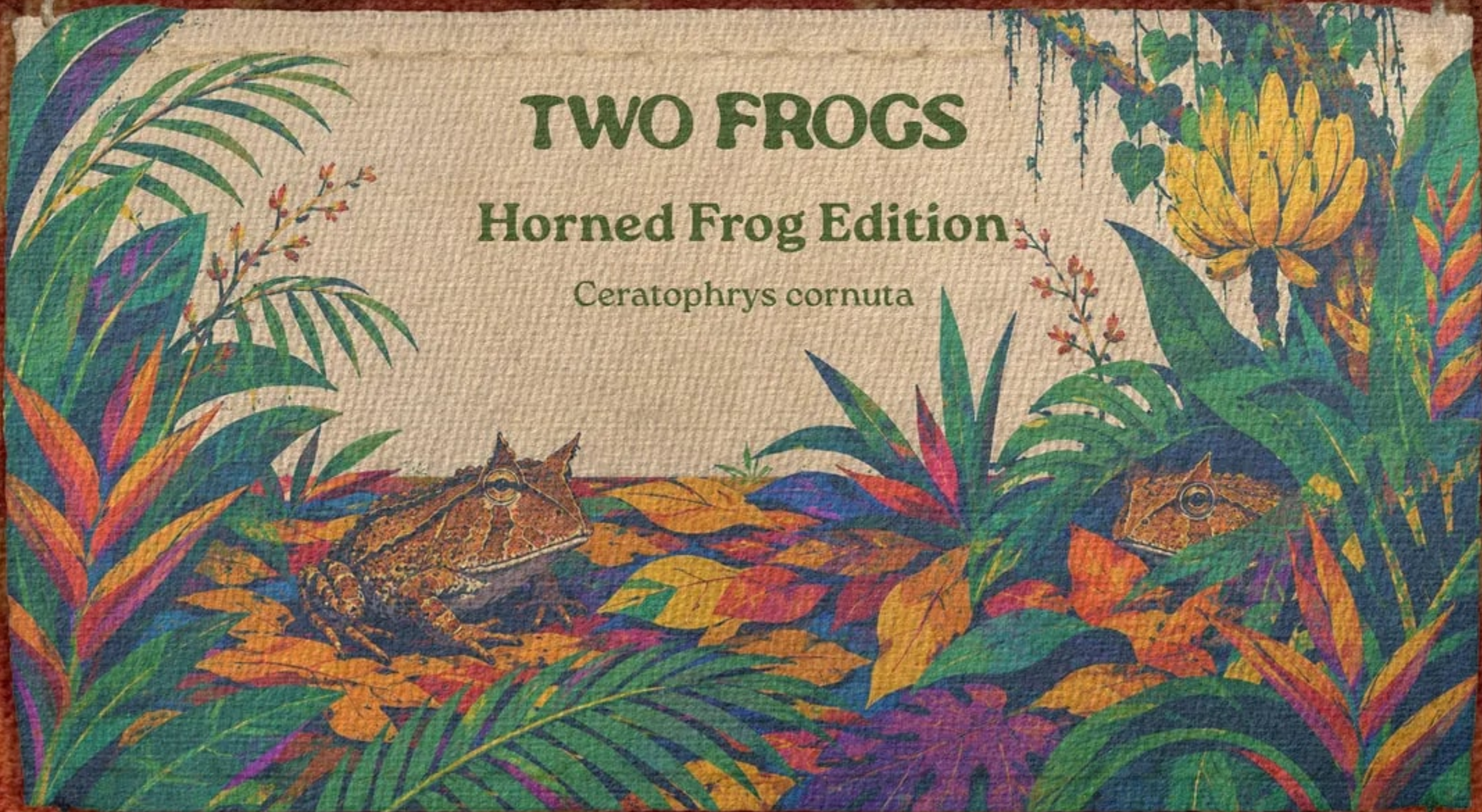




TWO FROGS

Horned Frog Edition

Ceratophrys cornuta









Packaging.

A hand-numbered hang tag on every piece, and a kraft mailer with the mark on the flap and the wordmark on the front.



Thank you.

