

Brand guidelines

FREEPIK

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The background is a vibrant, abstract composition. It features a central dark blue rectangle containing the text. Surrounding this rectangle are various geometric and organic shapes in shades of blue, teal, yellow, and orange. A stylized, white, elongated figure with dark hair is positioned on the right side, appearing to be in motion. The overall aesthetic is modern and artistic, with a focus on bold colors and dynamic forms.

Introduction

FREEP!K

Intro

As part of the Freepik team, you are invited to help shape our company and how we help people express the power of their ideas. And that's where this book comes in – to give you guidelines to make sure that when we tell our story, it's consistent.

Our story

There are more than 7,000 languages spoken in the world today. But, there is only one language that everyone can understand in a flash.

It's the language that crosses oceans and passes borders. The language so powerful it can be understood in a blink by any person, of any age, from any place in the world.

The visual language

With it, we enable artistic expression and the creative force within us all. We bring visibility to justice and the plight of human rights. We create new worlds. We celebrate the adorable. We share a “just between us” moment, from 3,000 miles away.

And we communicate what matters most to us, ideas. Ideas and how they can transform life as we know it. Ideas that can break down barriers. And transcend culture. Ideas and how they can move mountains, spark revolutions or sell a cup of coffee.

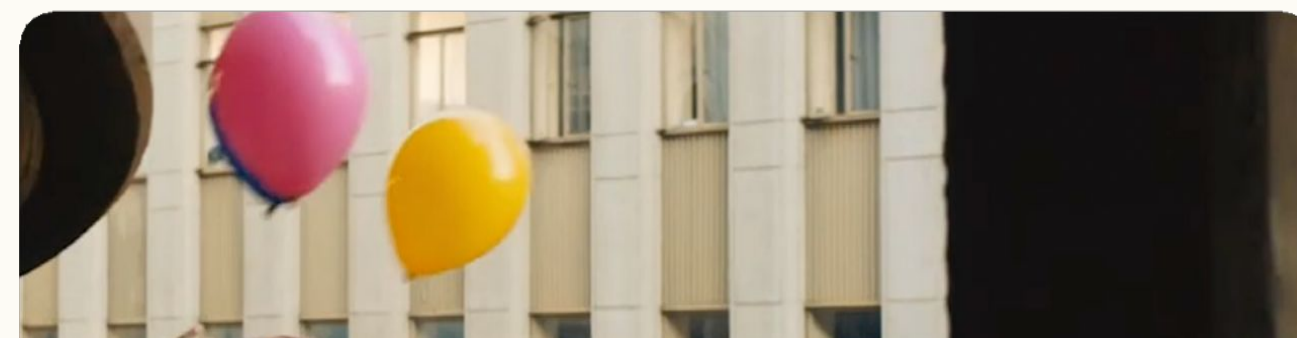
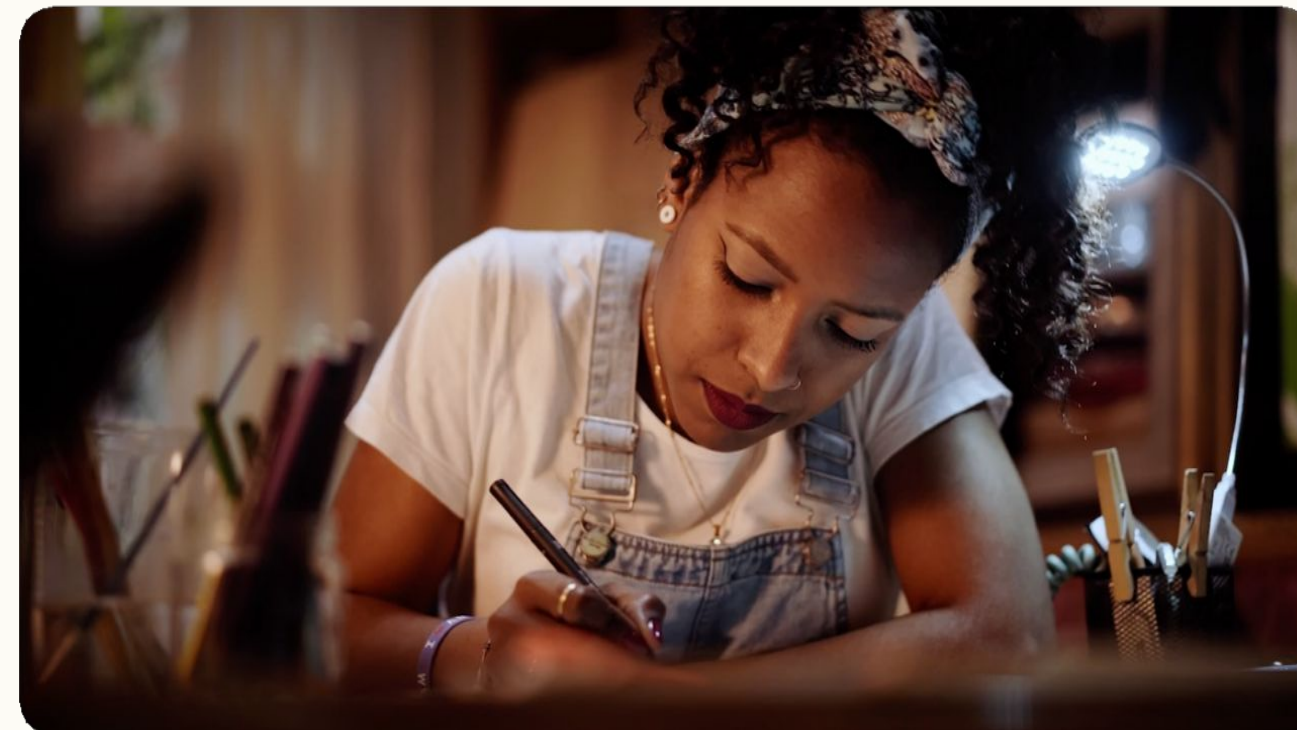
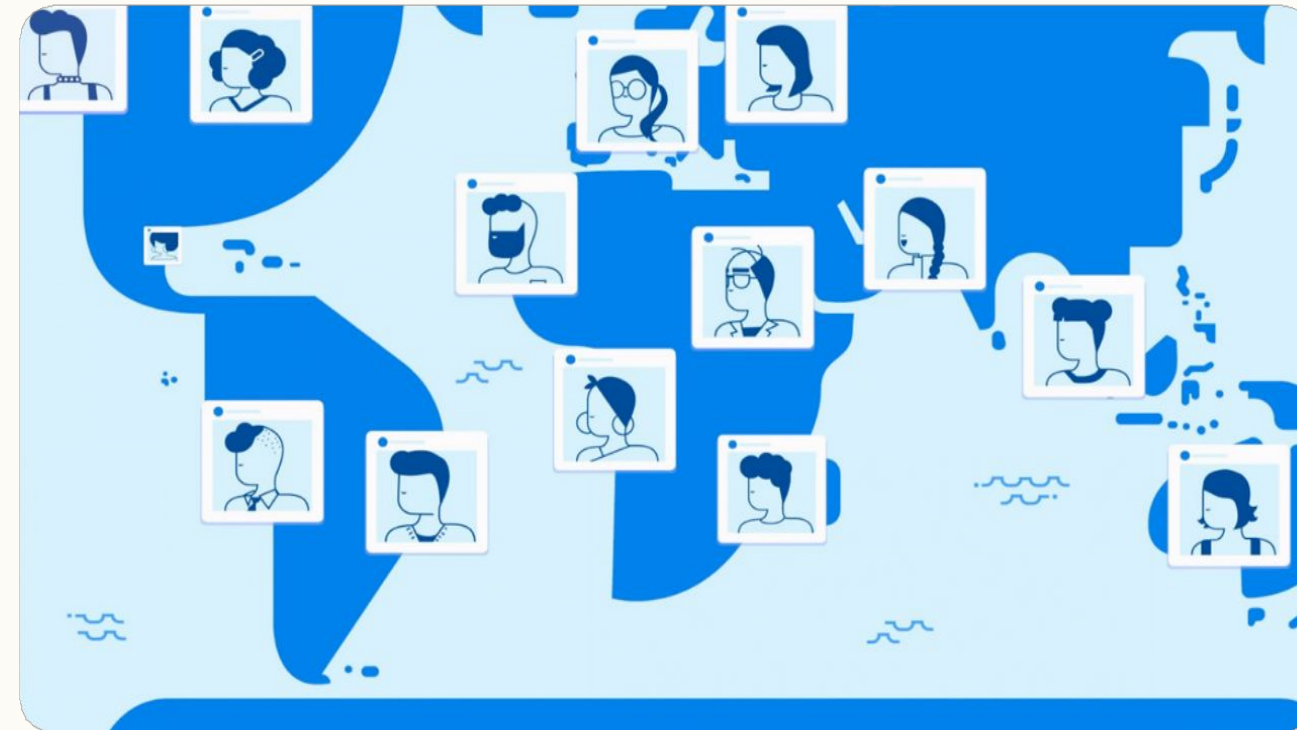


This is why Freepik exists. Freepik is here to help your ideas break through.

We provide the most up-to-date vocabulary of images, videos, signs, symbols, and fonts.

But also a place to experiment, examples to learn from, and a community to help you sharpen your game. Whether you are a professional designer, a small business owner, a teacher, or just someone with something to say:

Freepik helps anyone make great design faster, so they can express the power of their ideas.



Our platform is for everyone regardless of age, sex, religion or economic class.

Great design should be visually pleasing and ultimately, solves a problem.

Freepik **helps anyone** create **great design** faster to **express** the **power** of their **ideas**

It must be understood by the intended audience to be properly expressed.

The messenger is empowered when the idea lands with impact.

Good ideas can change the world.

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How we help people make a great design faster, so they can express the power of their ideas

Through leadership

How might Freepik be the **keeper of best practices**, especially when it comes to users who are not professional designers? What do they need? How can the people and executives of Freepik represent “The Power of Ideas” to the world? What does the Freepik YouTube channel look like?

Company

We continue to build an **internal culture** that is **dynamic and inclusive**, and we support team members with their own creative projects, highlighting their work across the org and celebrating employees who express their own voices through their work.


Product

Freepik prioritizes **new products and services** that continue to create ease and accessibility for its various users – designers, small business owners, teachers, and tik-tokers, amateur content creators, etc. For those who need help using the tools (not just the resources) we enable easy-to-use editing tools that let users easily turn their ideas into great designs.

FREEP!K


Get high-quality photos, templates, vectors
and graphic **assets for all your designs**

Our portfolio and house of brands




FLATICON

Download and edit icons and stickers for your projects.




VIDEVO

Create videos and motion graphics with templates, royalty free music and sounds.



SLIDESGO

Google Slides and PowerPoint templates to boost your presentations.



WEPIK

Free templates and easy-to-use online editor to create outstanding design for small businesses.

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Values

The foundation of our culture. Corporate values represent shared beliefs about what is most important when conducting business. They guide the choices that employees make within an organization as they strive to achieve the company’s mission.



Say it straight

Our customers and contributors expect us to be straight with them – that means communicating honestly and clearly. That honest communication starts in the way we communicate with each other. We are all responsible for creating an environment where everyone communicates directly and respectfully, and expects the same from others.



Take action

Corporate values represent shared beliefs about what is most important when conducting business. They guide the choices that employees make within an organization as they strive to achieve the company’s mission.



Be curious

This company was founded by questioning the status quo. In that same spirit, we all embrace a “beginner’s mindset” that enables us to question existing assumptions, identify new opportunities, and blaze new paths.



Drive change

We have a bias for action – and commit ourselves to learning by doing. Experimentation trumps premeditation. We are excited to make mistakes, because the more we fail, the faster we get to our greatness.



Ideas come from anyone

We value each other’s differences, experiences, and strengths, but most of all we value ideas. We know that good ideas can, and do, come from anywhere, and we strive to create an environment where everyone’s ideas can hatch and grow and thrive.

FREEP!K

Freepik
the brand

The Freepik brand strategy

“I have ideas, but I can’t seem to express them with the force and clarity they deserve.”

The user need

The problem we solve for our customers: Communication has evolved. Now more than ever, communicating effectively requires the ability to grab people’s attention, and moving fast is a must to express what you want without losing your timing. Whether you are a professional designer, a content creator, a business owner, a teacher, or just someone with something to say, you need access to the tools and resources that will help you make your great ideas look amazing and pop into the real world faster.

Our brand position

Why we’re different today and why customers should care: For designers and creators, Freepik frees the full potential of their ideas by providing easy access to the right resources and tools.

Our main message

Freepik helps you make great design, faster.

The Freepik brand strategy

Strategic framework

Why we exist	The reason Freepik runs	→	Freepik helps anyone create great design faster to express the power of their ideas.
User needs	The problem we solve for our customers	→	“There’s a gap between my idea and turning it into a great design.”
Brand position	Why we’re different today and why customers should care (i.e., how they see us)	→	For designers and creators, Freepik gives access to the tools and resources they need to make their great ideas look amazing and pop into the real world faster.
Values	Foundation of our culture	→	Take action, drive change, say it straight, be curious, ideas come from anyone.
Tone	Emotional inflection tied to our brand	→	Joyful rebelliousness.

The Freepik brand strategy

Messaging pillars

1 Accessible to everyone

“Access” means different things to different people, but primarily it means that we put powerful tools and resources within reach for everyone. It’s why the company was founded.

Rational benefit: “It’s easy to use, and inexpensive to access the good stuff.”

Emotional benefit: “Low investment of time (easy) and money (value) means I have more time to focus on what matter.”

3 Breadth of offering

If you can imagine it, we’ve probably got it. To say that we have a wide range of content and resources is an understatement.

Rational benefit: “Freepik is an ‘all-in,’ efficient solution for whatever I need.”

Emotional benefit: “I feel confident that Freepik already knows what I’m going to need before I’ve even started searching.”

2 Highest quality content

It means we may know what you’re looking for before you do. Our teams of designers are constantly creating relevant, timely and geographically accurate content, and putting it in your hands.

Rational benefit: “I don’t feel like I’m compromising on quality.”

Emotional benefit: “I feel like I’m putting my best foot forward to the world.”

4 A faster way to great design

If you have a great idea but you are not sure how to bring it to life, or you know it will take long hours to execute it, we are here to light up the way.

Rational benefit: “I have a great idea, but I don’t have enough time to make it happen.”

Emotional benefit: “I feel like Freepik gives me the solution to optimize my work.”

We all speak visual

Language is what makes us human.
Design is what makes us awesome

We provide a place to experiment, examples to inspire, and a community to help you sharpen your skills. Freepik gives you the most up-to-date libraries of images, videos, icons and symbols. So, whether you are a professional designer or just someone with something to say: Freepik helps make great design faster, so you can express the power of their ideas.

That looks great

We all have something to express

We're here to help you turn your ideas into great designs

Freepik allows anyone to be a part of the conversation

Create great design

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End state:

**“Bringing my ideas to
life with Freepik means
I know they’ll look great
and make an impact.”**

Tone of voice

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Our personality

Joyful rebelliousness

The way we face life is by expressing joy through images, words, creativity. We don't follow all the standards, because we prefer to create them.

Our personality

Brand persona

Hi! Here is Freepik.

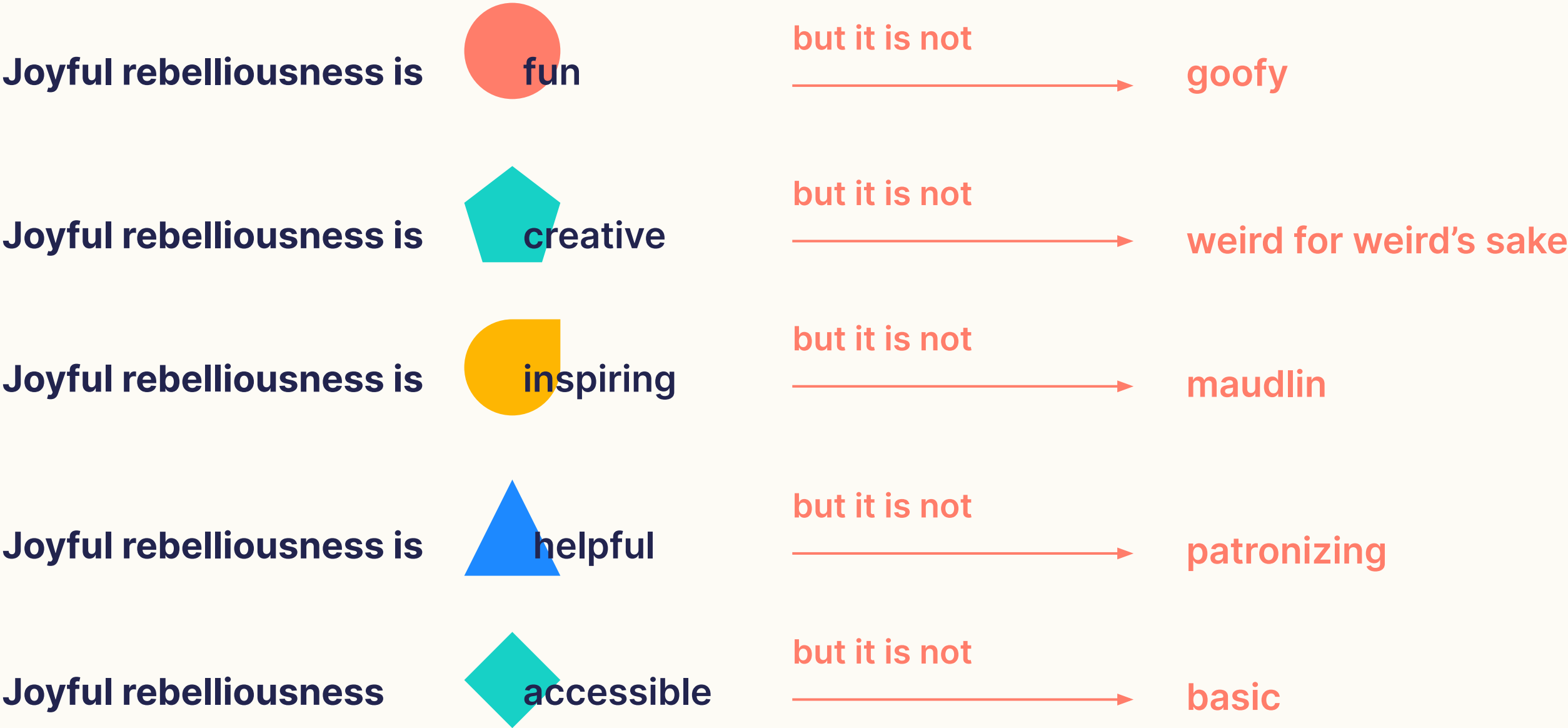
I'm a surprising plot twist who defies expectations.

I find talent and inspiration everywhere and love to share it with the world. My mind is restless: I see the world through kaleidoscopic eyes, **finding the extraordinary in the unanticipated**. I like to think outside the box, where unpredictable possibilities bloom like confetti.

I believe in the power of good design and love to share it with everyone I meet. At the end of the day, what I enjoy the most is helping others turn their ideas into great designs faster, easier and better.

Tone of voice

Emotional inflection tied to our brand



Our personality

Attributes



Fun

We are crazy about what we do, we have a blast creating it, and we even laugh at ourselves.



Inspiring

We see through things. Where there's a challenge, we'll guide you to a powerful way to meet it.



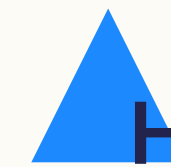
Accessible

We know that talent is everywhere and we are here to ease the way to it.



Creative

We like to meet the unexpected and break the mold, and we encourage people to do the same.



Helpful

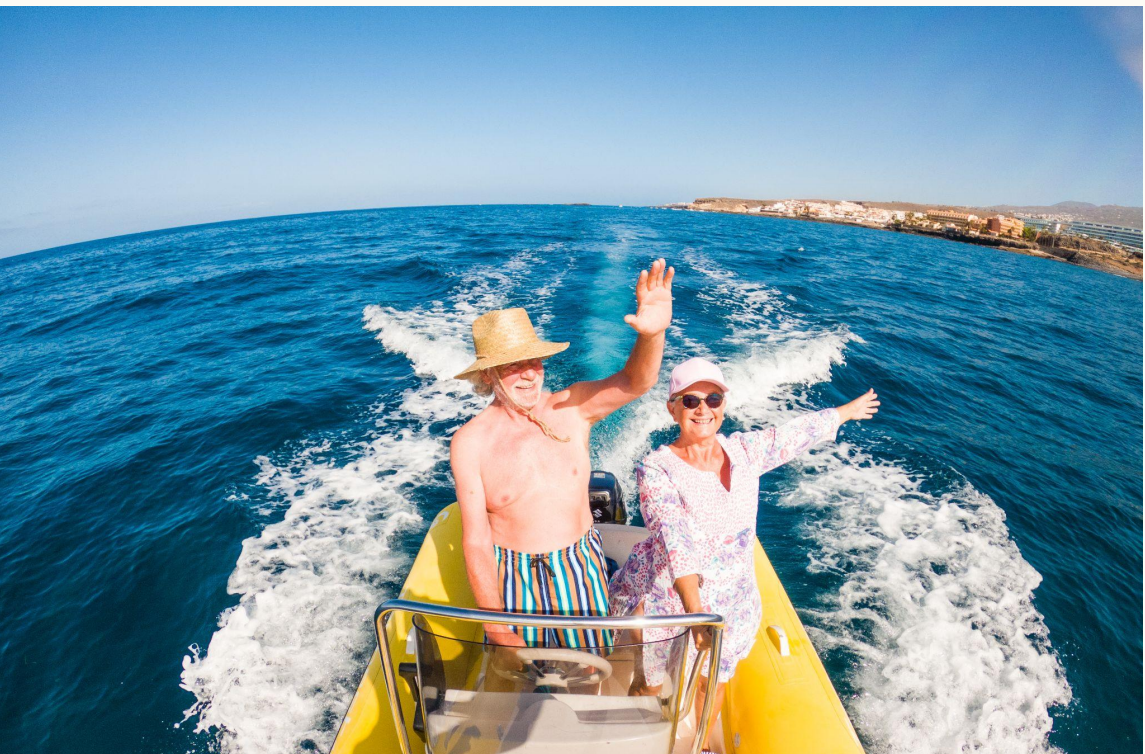
We believe in the power of community. We share what we know so that everyone can turn their ideas into great designs.

Our personality

Attributes

Fun

We are crazy about what we do, we have a blast creating it, and we even laugh at ourselves.

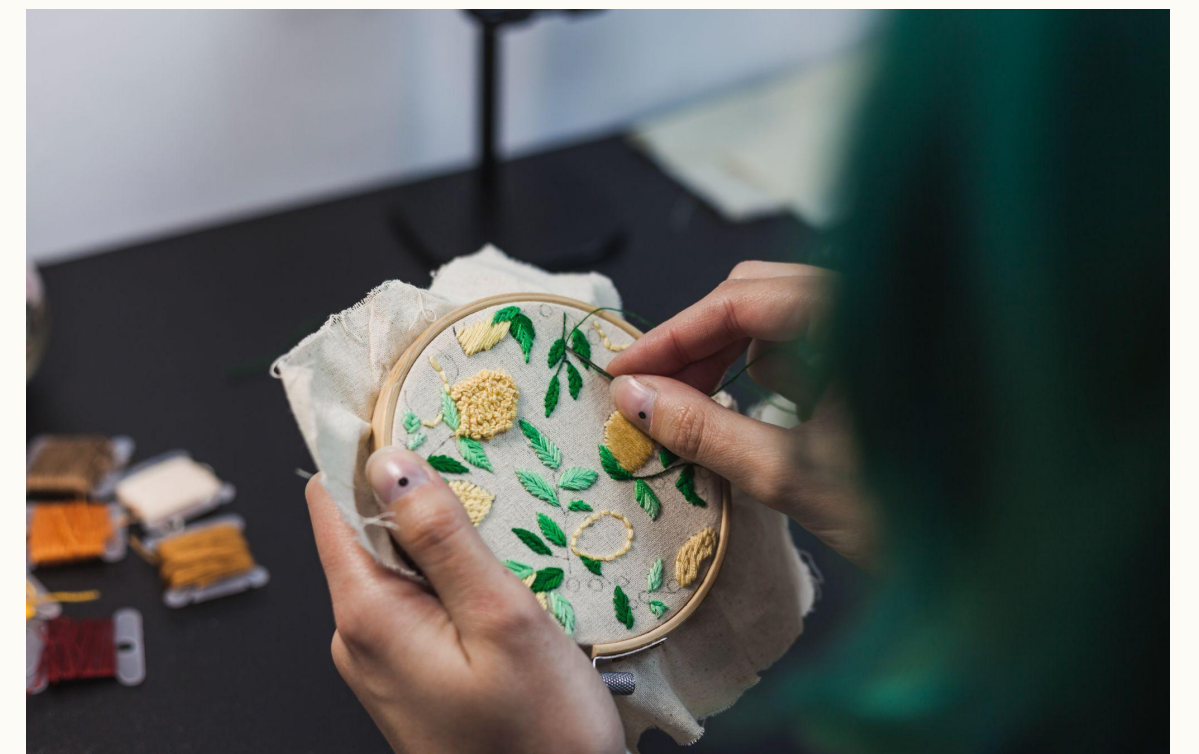


Our personality

Attributes

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Our personality

Attributes

Accessible

We know that talent is everywhere and we are here to ease the way to it.



Our tone of voice and visual guidelines are tailored to the user's journey. We can identify **three different stages and moods**:

1 When they find us outside of our website or channels

Awareness

We express our personality at the highest volume, we express ourselves with no limits. It's the place where we can be:

Colorful
Bold
Brand- forward
Focus on storytelling

Main brand attributes

Creative
Fun
Inspiring

2 When they recognize and engage with the brand

Engagement

We freely express our identity, but we also need to inform. That is why we are mixing features from our boldest expression with the way we communicate within the product. We are clearer and more emphatic.

Main brand attributes

Creative
Inspiring
Accessible
Helpful

3 When they use the product

Use

Here the hero is the product, so our personality has a lower volume and we prioritize our assets and clear visual and assertive information.

Clean
Brand-recessive
Focus on clarity of the information

Main brand attributes

Helpful
Accessible
Creative

Hybrid of awareness and use

The customer journey

The same message will have different wording depending on where we are in the journey.

What to communicate:

Freepik assets are of high quality and are created and selected by professionals. If it's on Freepik, it's trusted.

If you use Freepik assets, your projects will be better, even more if they are Premium.

20% discount available in Premium plans.

With the new filter, you can include or exclude images generated with artificial intelligence from searches.

Awareness



Creative
Fun
Inspiring

Leave the visuals to us and breathe easy on great projects.

Let's speak visual. Your content looks hotter with Freepik Premium assets.

Your kind of all-inclusive. Freepik Premium is now 20% off.

You've got the power! Filter for or out the AI-generated content on Freepik.

Engagement



Creative
Inspiring
Accessible
Helpful

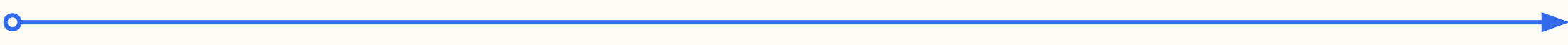
Content crafted with skills, hand-picked with care.

Visualize your ideas with Freepik and unlock their full potential with Premium.

Pay 20% less. Go 100% Premium.

Make the AI-generated results appear and disappear with the new filter magic.

Use



Helpful
Accessible
Creative

Assets hand-picked by professionals.

Make your ideas even better. Go Premium.

20% off Premium plans Go Premium for just 100 80 EUR/month.

Filter (tooltip) Exclude or include AI-generated images from your search results.

The background is a vibrant, abstract composition. It features a central dark blue rectangle containing the text. Surrounding this rectangle are various geometric and organic shapes in shades of blue, teal, yellow, and orange. A stylized, white, elongated figure with dark hair is positioned on the right side, appearing to be in motion. The overall aesthetic is modern and artistic, with a focus on bold colors and dynamic forms.

Visual identity

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FREEP!K

Visual identity

This guide is your starting point for bringing the Freepik brand to life. By following the principles outlined in this toolkit, you'll help establish our unique identity and communicate effectively. Let's do amazing things together.

FREEP!K

01

Logo

Making our mark

The decision to revise our logo did not come lightly. But a natural evolution of our company mission and a keen eye toward the future of our business has triggered the need for a new identity.

Our core audience is designers, and it's our job to build trust with them.

Our logo is essentially the face of our brand, and it needs to be contemporary (but timeless), fresh, and inspiring. It should illustrate and inherently symbolize the power of ideas and great design.

Logo

We've simplified our logo to become a bold and playful wordmark.

The Freepik logo's variable width characters represent **the fluidity and freedom of exploration** inherent in the creative process. The inverted "i" becomes an exclamation point, signifying the spark of joy that can only come from a great idea.

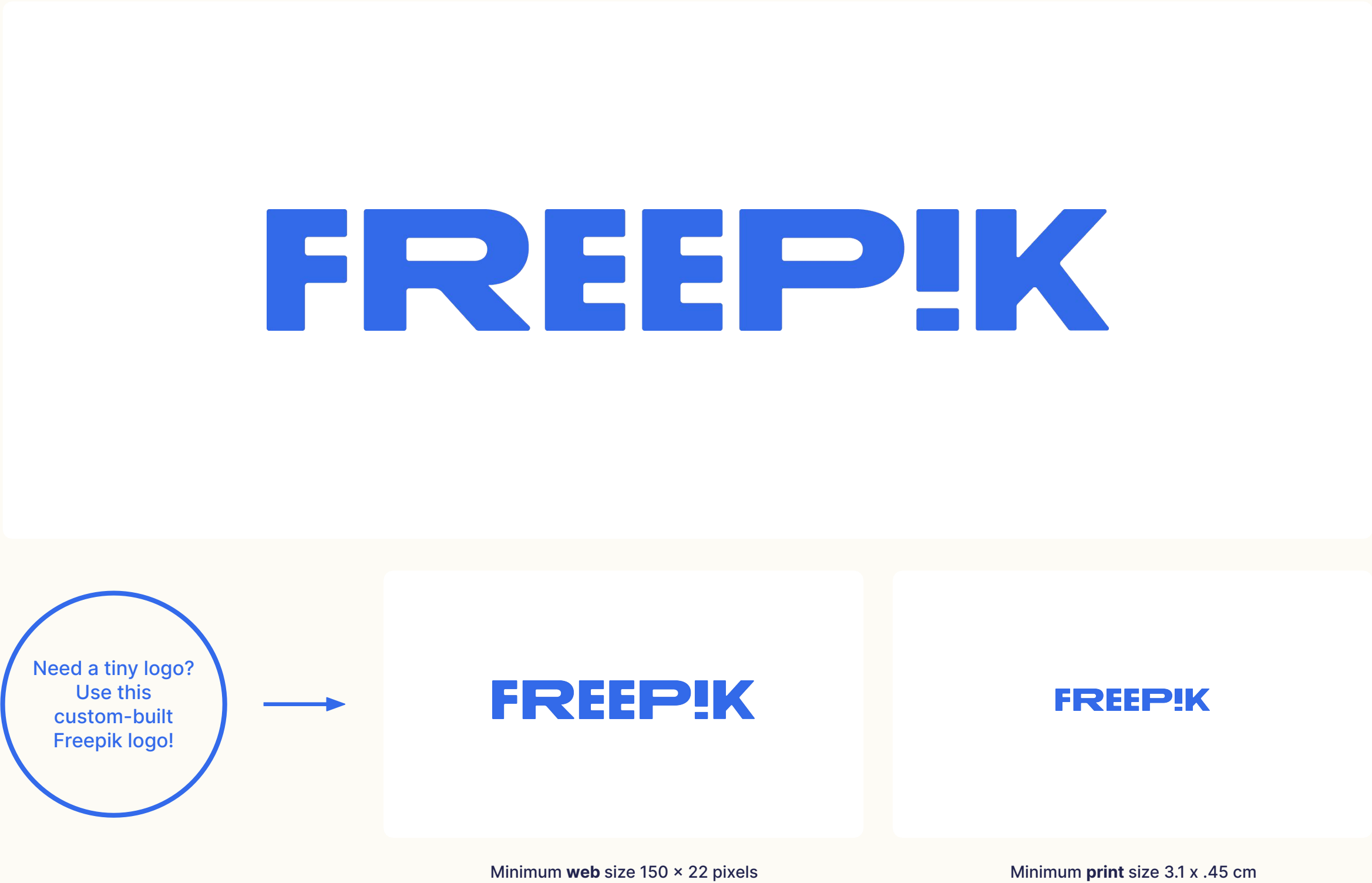


Logo

We are very proud of our new logo, and we require that you follow these guidelines to ensure it always looks its best.

This is the main logo that will be used across primary brand applications. This trademark **helps audiences easily identify Freepik** in e-commerce applications, online, in ads, and at events. It is essential to the success of the brand that the logo is always applied with care and respect in every application according to these guidelines.

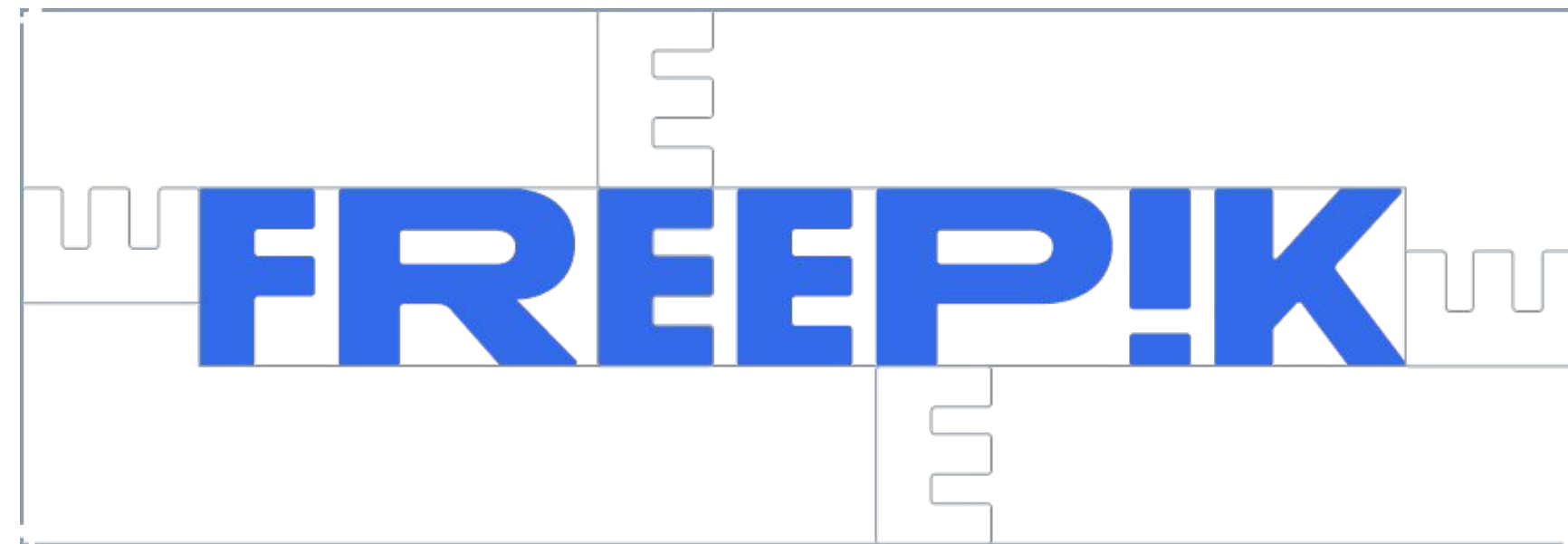
Note: We have created a special version of the wordmark for use in extreme small sizes, shown to the right.



Logo clearspace

To ensure optimal readability, there should always be a minimum amount of clear space around the Freepik logo.

This space isolates the mark from any competing graphic elements, such as other logos or body copy, that may conflict with, crowd, or diminish the overall impact of our mark.



Logo with slogan

Logo composition with the following slogan: “**Great design, faster**”.



Logo with slogan in Deep Blue



Logo with slogan in Piki Blue



Logo with slogan in Mediterranean



Logo with slogan in Málaga Red



Logo with slogan in Off White

Logo

Our logo is the heart and soul of our brand identity, and as such it's crucial not to distort or misuse it in any way.



⊘ DO NOT add a gradient to our wordmark.



⊘ DO NOT alter the wordmark to “correct” the lowercase i.



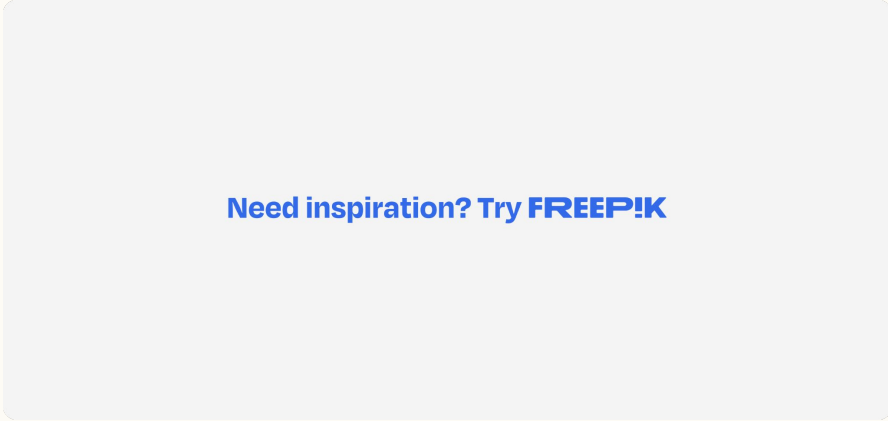
⊘ DO NOT create a stacked version of the wordmark, as it puts too much emphasis on “free”.



⊘ DO NOT alter the wordmark to make the exclamation point more overt.



⊘ DO NOT place the logo over an image that is too busy or too low in contrast.



⊘ DO NOT use the wordmark in a sentence.



⊘ DO NOT alter the mark's form in any way.



⊘ DO NOT mask busy textures within the wordmark.



⊘ DO NOT alter the letterspacing of the wordmark.

Logo color in product

Piki Blue is our main brand color, and should act as the default choice when using the Freepik logo in product.

Additionally, we’ve developed alternate colorways to allow for more flexibility when Piki Blue isn’t an ideal choice (i.e., a website footer).

These colorways successfully pass color contrast testing.



Piki Blue + White



Deep Blue Tint 1 + White



Grey Madrid + White



White + Piki Blue



White + Deep Blue Tint 1



White + Grey Madrid

Logo color in marketing

For marketing purposes, our logo can appear in a variety of colors, as shown here.

Offering options in this regard makes Freepik more engaging and relatable to designers, and opens up more pleasing color harmonies when paired with illustration or photography.

These colorways successfully pass color contrast testing.

Note: Brand colors Piki Blue, Mediterranean and Málaga Red may be used in combination with Off White in print-based mediums, where RGB color contrast accessibility is not a relevant concern.



Piki Blue + Off White Tint



Off White Tint + Piki Blue



Deep Blue + Off White Shade



Off White Shade + Deep Blue



Málaga Red Shade 2 + Off White



Off White + Málaga Red Shade 2



Aubergine Tint 1 + Off White



Off White + Aubergine Tint 1



Deep Blue Tint 2 + Mediterranean



Mediterranean + Deep Blue Tint 2



Deep Blue Tint 2 + Málaga Red



Málaga Red + Deep Blue Tint 2



Deep Blue + Aubergine Tint 2



Aubergine Tint 2 + Deep Blue



Málaga Red Shade 1 + Málaga Red Tint 2



Málaga Red Tint 2 + Málaga Red Shade 1



Deep Blue Tint 2 + Pastel Málaga



Pastel Málaga + Deep Blue Tint 2



Aubergine + Minty Tint



Minty Tint + Aubergine



Logo color don'ts

Do not use these colorways. They either lack sufficient contrast for accessibility, vibrate or simply add too many color. variables to the system – diluting its power and brand recognition



DO NOT USE
Málaga Red Tint 2 + Piki Blue



DO NOT USE
Aubergine Tint 1 + Premium Gold



DO NOT USE
Minty Shade + Pastel Mediterranean



DO NOT USE
Deep Blue + Piki Blue



DO NOT USE
Málaga Red + Piki Blue



DO NOT USE
Málaga Red + Mediterranean



DO NOT USE
Mediterranean + Piki Blue Tint 4



DO NOT USE
Aubergine Tint 2 + Málaga Red



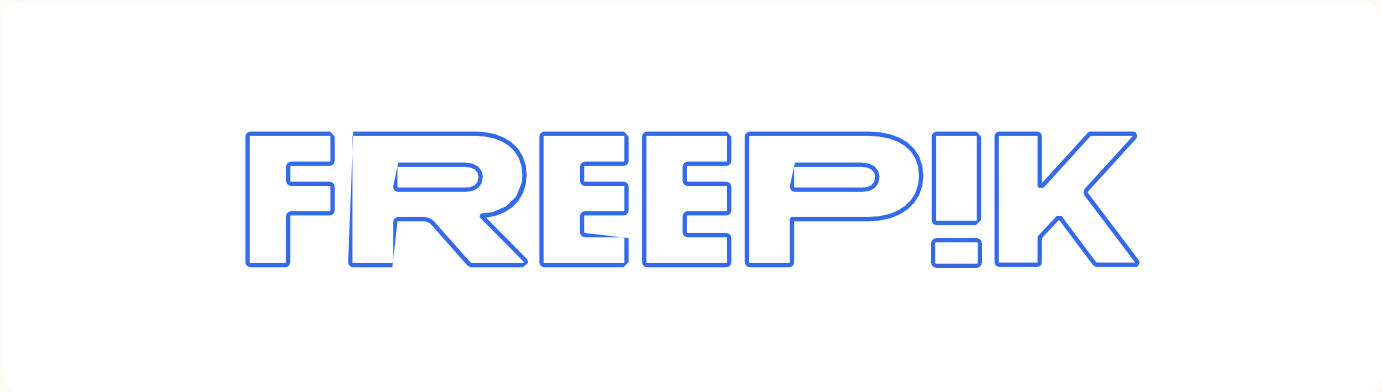
DO NOT USE
Aubergine + Aubergine Tint 1



Keyline logo only for swag and merch

Do not use the keyline logo in product.

The keyline Freepik logo was developed exclusively for swag and merchandising.

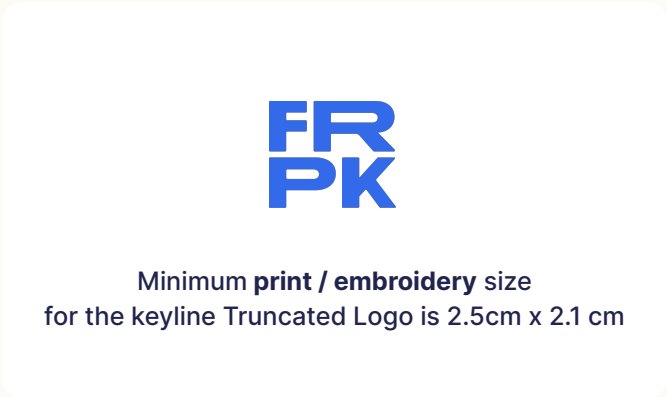




Truncated logo only for swag and merch

Do not use the truncated logo in product.

The truncated Freepik logo was developed exclusively for swag. The Truncated Freepik logo was developed exclusively for swag and merchandising, and is available in solid and keyline formats.



Sub-brand:
Flaticon

The Flaticon logo is available in both horizontal and vertical configurations, as well as a standalone icon.

The marks are designed in "light" and "dark" colorways, to optimize legibility when placed against either light or dark backgrounds.



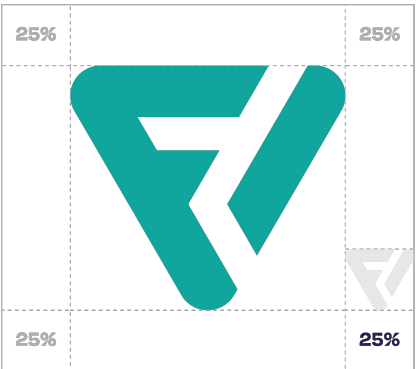
Minimum web size 150 × 23 pixels / Minimum print size 3.1 × 0.48 cm



Minimum web size 150 × 87 pixels / Minimum print size 3.1 × 1.8 cm



Minimum web size 30 × 26.5 pixels / Minimum print size 1 × 0.88 cm



Sub-brand:
Wepik

The Wepik logo is available in both horizontal and vertical configurations, as well as a standalone icon.

The marks are designed in "light" and "dark" colorways, to optimize legibility when placed against either light or dark backgrounds.



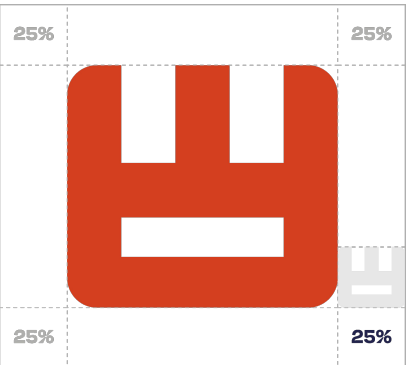
Minimum web size 115 × 20 pixels / Minimum print size 2.4 × 0.4 cm



Minimum web size 110 × 87 pixels / Minimum print size 2.25 × 1.8 cm



Minimum web size 30 × 26.8 pixels / Minimum print size 1 × 0.89 cm



Sub-brand:
Videvo

The Videvo logo is available in both horizontal and vertical configurations, as well as a standalone icon.

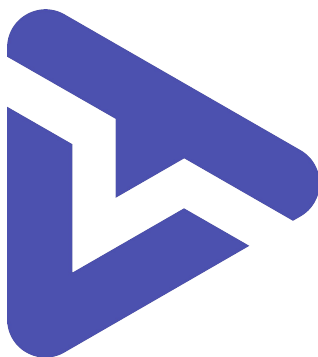
The marks are designed in "light" and "dark" colorways, to optimize legibility when placed against either light or dark backgrounds.



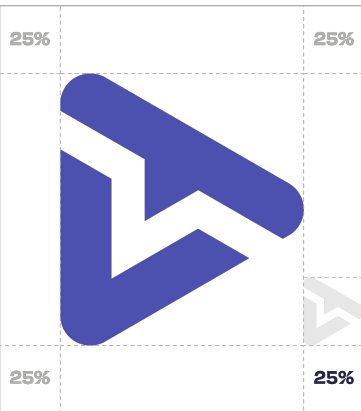
Minimum web size 116 × 23 pixels / Minimum print size 2.4 × 0.5 cm



Minimum web size 115 × 89 pixels / Minimum print size 2.3 × 1.8 cm



Minimum web size 26.8 × 30 pixels / Minimum print size 0.89 × 1 cm



Sub-brand:
Slidesgo

The Slidesgo logo is available in both horizontal and vertical configurations, as well as a standalone icon.

The marks are designed in "light" and "dark" colorways, to optimize legibility when placed against either light or dark backgrounds.



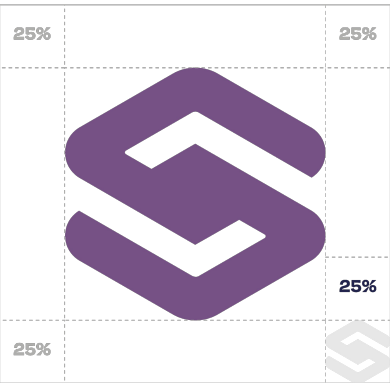
Minimum web size 150 × 23 pixels / Minimum print size 3.0 × 0.46cm



Minimum web size 153 × 90 pixels / Minimum print size 3.1 × 1.8 cm



Minimum web size 30.8 × 30 pixels / Minimum print size 1.03 × 1 cm



02

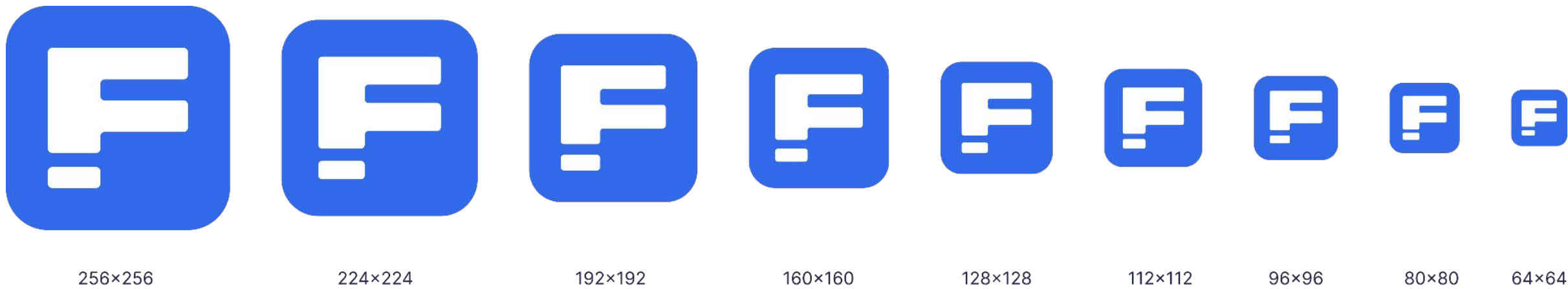
Isotype

Isotype

Our isotype is an extension of our wordmark, distilled down to its purest essence. The isotype can be used as a favicon for browser tabs, as social media avatars or as a secondary graphic element in swag.

Our logos are focused to use on the web, and they have a responsive version in which the isotype applications take over the logo’s role.

Note: We have created a special version of the isotype for use in extreme small sizes (less than 30 pixels), shown to the right.



The isotype can be contained in a **square or circular shape**.



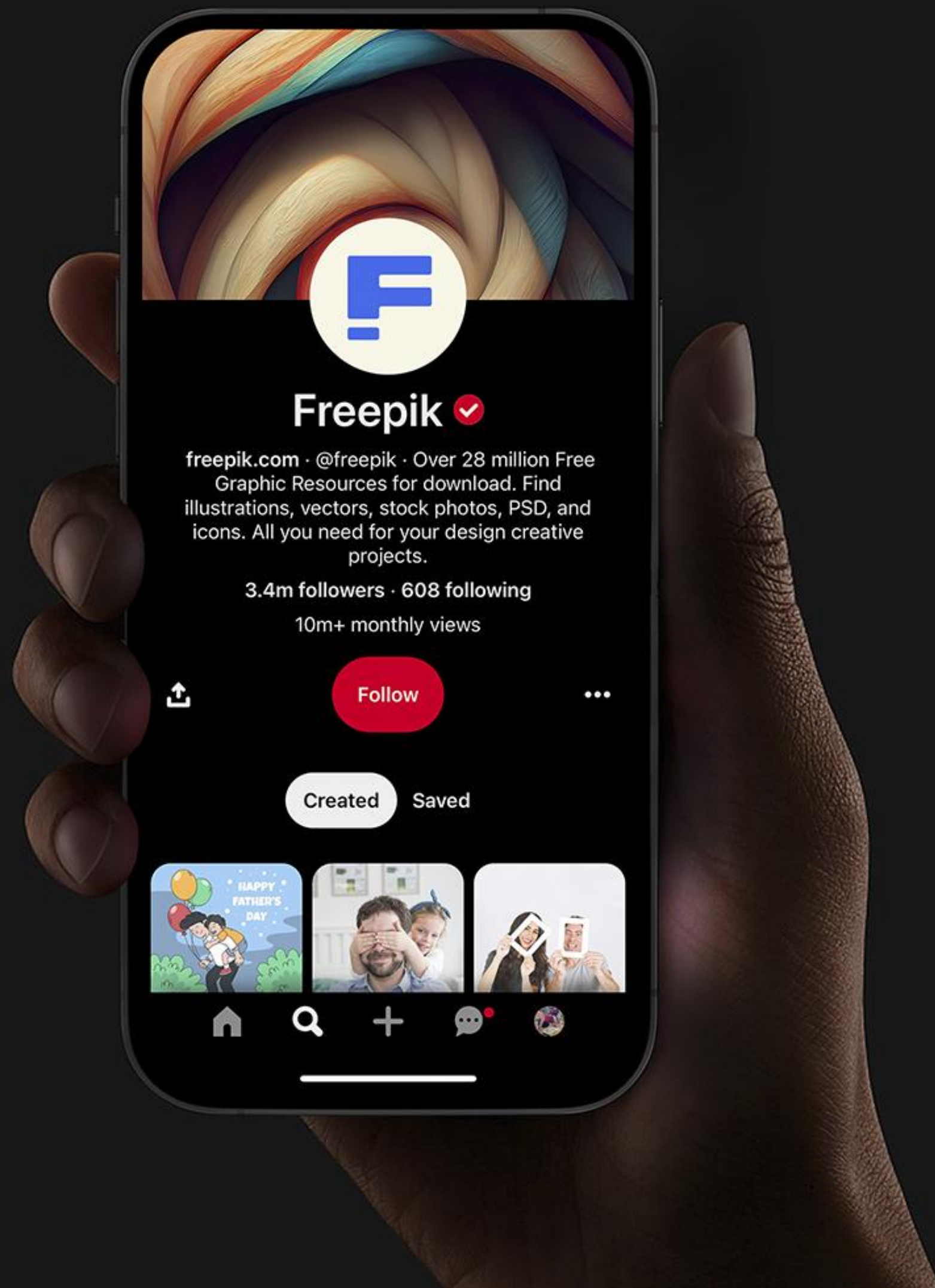
The isotype can be used **without a container shape only in swag / merch**.



Minimum **web** size
20 × 20 pixels



Minimum **print** size
0.5 × 0.5cm





Free Vectors, Stock Photos



freepik.com

FREEP!K

Vectors

Photos

PSD

3D

NEW

FREEP!K

03

Color

Our color story

Freepik color has always revolved around our core brand Piki Blue. The new Freepik color palette follows suit, but expands into a more ownable direction with tones that are inspired by our seaside home of Málaga.

Furthermore, our new palette offers dramatic contrast with colors that are rich and dark while others are bright and poppy. The end result is a **joyful and flexible color palette that tells our story** in a unique and modern way.

Primary color

Our primary color palette is rooted in cool tones that build upon the equity we’ve built with our use of blue.

Additional new colors like Mediterranean and Málaga Red provide a punch of brightness and energy.

Piki Blue

Hex 336aea
RGB 51 106 234
Pantone 2727c
C80 M60 Y0 K0

Deep Blue

Hex 22244e
RGB 34 36 78
Pantone 274c
C98 M94 Y38 K35

Mediterranean

Hex 17d1c6
RGB 23 209 198
Pantone 3252c
C78 M0 Y35 K0

Málaga Red

Hex ff7d6a
RGB 255 125 106
Pantone 170c
C0 M70 Y55 K0

Off White

Hex faf6e7
RGB 250 246 231
Pantone 9226c
C1 M2 Y10 K0

Primary color shades and tints

<p>Piki Blue Tint 1</p> <p>Hex 5682ec</p> <p>RGB 86 130 236</p> <p>Pantone 2718c</p> <p>C70 M48 Y0 K0</p>	<p>Deep Blue Tint 1</p> <p>Hex 353777</p> <p>RGB 53 55 119</p> <p>Pantone 7672c</p> <p>C96 M93 Y20 K7</p>	<p>Mediterranean Shade 1</p> <p>Hex 1b5a5c</p> <p>RGB 27 90 92</p> <p>Pantone 330c</p> <p>C94 M45 Y57 K27</p>	<p>Málaga Red Shade 1</p> <p>Hex 822214</p> <p>RGB 130 34 20</p> <p>Pantone 1625c</p> <p>C27 M100 Y100 K30</p>	<p>Off White Shade</p> <p>Hex e3dfd2</p> <p>RGB 227 223 210</p> <p>Pantone 7527c</p> <p>C10 M9 Y17 K0</p>
<p>Piki Blue Tint 2</p> <p>Hex 799aef</p> <p>RGB 121 154 239</p> <p>Pantone 7451c</p> <p>C54 M35 Y0 K0</p>	<p>Deep Blue Tint 2</p> <p>Hex 404492</p> <p>RGB 64 68 146</p> <p>Pantone 7670c</p> <p>C90 M87 Y3 K0</p>	<p>Mediterranean Shade 2</p> <p>Hex 11a69d</p> <p>RGB 17 166 157</p> <p>Pantone 3272c</p> <p>C89 M4 Y48 K0</p>	<p>Málaga Red Shade 2</p> <p>Hex d33f1f</p> <p>RGB 211 63 31</p> <p>Pantone 173c</p> <p>C4 M95 Y100 K1</p>	
<p>Piki Blue Tint 3</p> <p>Hex 9cb3f1</p> <p>RGB 156 179 241</p> <p>Pantone 2716c</p> <p>C38 M23 Y0 K0</p>	<p>Deep Blue Tint 3</p> <p>Hex 4c50ae</p> <p>RGB76 80 174</p> <p>Pantone 2726c</p> <p>C80 M77 Y0 K0</p>	<p>Mediterranean Tint 1</p> <p>Hex 81dcd6</p> <p>RGB 129 220 214</p> <p>Pantone 7471c</p> <p>C53 M0 Y24 K0</p>	<p>Málaga Red Tint 1</p> <p>Hex ffbb7ad</p> <p>RGB 255 183 173</p> <p>Pantone 169c</p> <p>C0 M38 Y23 K0</p>	<p>Off White Tint</p> <p>Hex fdfbf5</p> <p>RGB 253 251 245</p> <p>Pantone--</p> <p>C1 M1 Y3 K0</p>
<p>Piki Blue Tint 4</p> <p>Hex bfcbf4</p> <p>RGB 191 203244</p> <p>Pantone 2708c</p> <p>C24 M15 Y0 K0</p>	<p>Deep Blue Tint 4</p> <p>HEX 6569bd</p> <p>RGB 101 105 189</p> <p>Pantone 272c</p> <p>C68 M63 Y0 K0</p>	<p>Mediterranean Tint 2</p> <p>Hex a5dfdc</p> <p>RGB 165 223 220</p> <p>Pantone 0921c</p> <p>C38 M0 Y17 K0</p>	<p>Málaga Red Tint 2</p> <p>Hex ffcbbc3</p> <p>RGB 255 203 195</p> <p>Pantone 7520c</p> <p>C0 M27 Y15 K0</p>	
<p>Pastel Piki</p> <p>Hex e2e3f4</p> <p>RGB 226 227 244</p> <p>Pantone 7443c</p> <p>C9 M8 Y0 K0</p>	<p>Pastel Deep Blue</p> <p>Hex 8f91cf</p> <p>RGB 143 145 207</p> <p>Pantone 271c</p> <p>C45M41 Y0 K0</p>	<p>Pastel Mediterranean</p> <p>Hex c8e3e1</p> <p>RGB 200 227 225</p> <p>Pantone 566c</p> <p>C23 M1 Y12 K0</p>	<p>Pastel Málaga</p> <p>Hex ffded9</p> <p>RGB 255 222 217</p> <p>Pantone 705c</p> <p>C0 M17 Y9 K0</p>	<p>White</p> <p>Hex fffffff</p> <p>RGB 255 255 255</p> <p>Pantone--</p> <p>C0 M0 Y0 K0</p>

Secondary color

Our secondary color palette was designed to complement our Primary color palette with additional depth and range.

They should be used sparingly in order to maintain a consistent and recognizable color story for the Freepik brand.

Aubergine
Hex 503259
RGB 80 50 89
Pantone 525c
C71 M89 Y36 K26

Minty
Hex 52d999
RGB 82 217 153
Pantone 3395c
C71 M0 Y63 K0

Premium Gold
Hex feb602
RGB 254 182 2
Pantone 1235c
C0 M35 Y100 K0

Aubergine Tint 1
Hex 765186
RGB 118 81 134
Pantone 668c
C59 M80 Y17 K2

Minty Shade
Hex 208063
RGB 32 128 99
Pantone 3288c
C94 M24 Y75 K10

Aubergine Tint 2
Hex b07cc6
RGB 176 124 198
Pantone 528c
C31 M59 Y0 K0

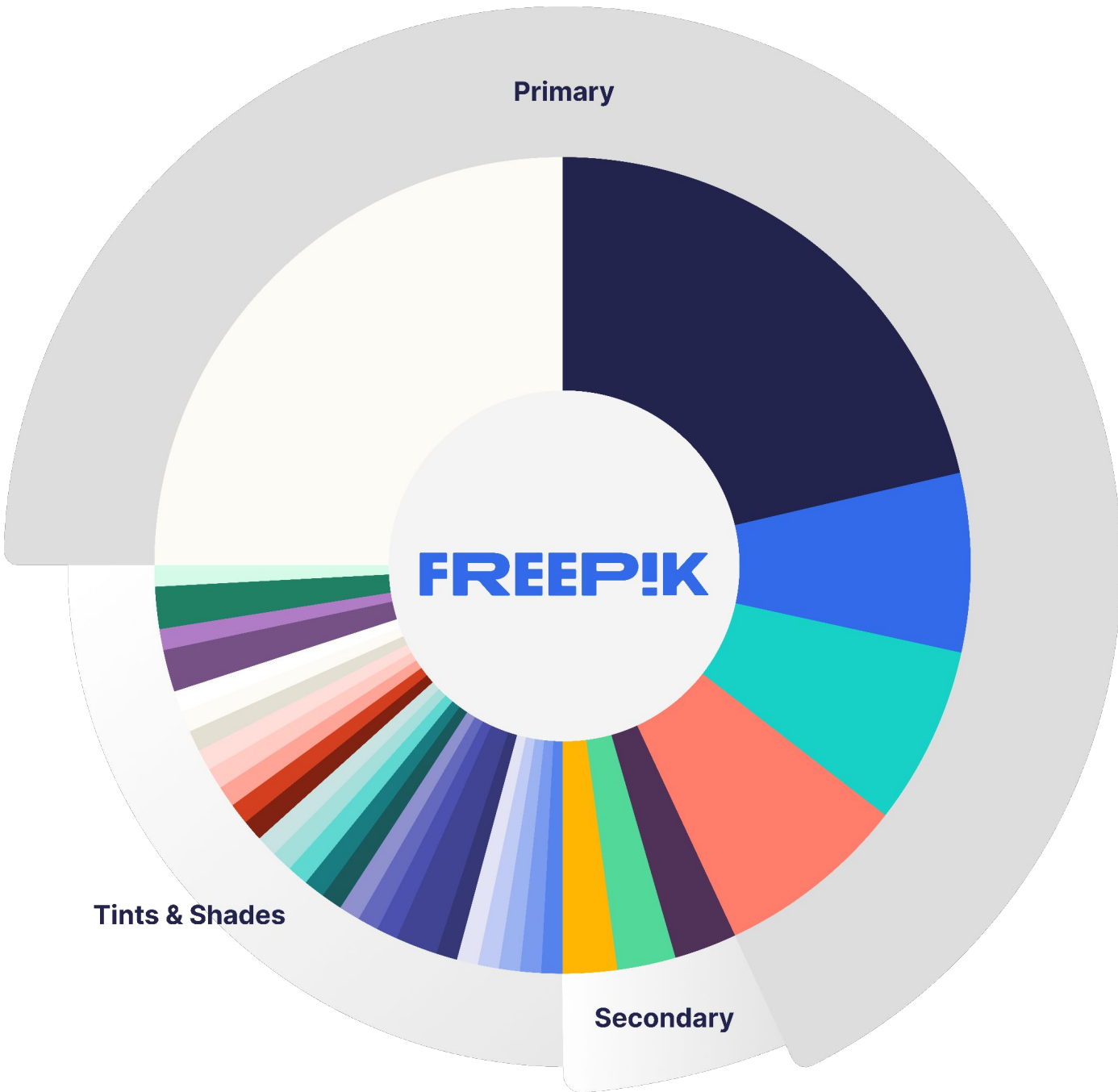
Pastel Minty
Hex d4fae8
RGB 212 250 232
Pantone 573c
C18 M0 Y14 K0

Usage proportions

In execution, Freepik is a Deep Blue / Off-white brand with all other colors and tones available to complement our primary brand palette.

Of course, Piki Blue also plays a major role as the logo will most often be seen in this color.

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and recognition.



Presence of Piki Blue

In visual applications, a little bit of Piki Blue goes a long way. Use blue to tie back to our brand, but only by the appropriate amount.

Be mindful of the amount of blue in comparison to background colors (most often Off White / Deep Blue in Marcom and White in product) in any visual application.

Use the following proportions when creating brand communication materials.



About 5% of any composition should utilize Piki Blue. This small percentage of blue usage includes the logo or app icon. The amount of blue should not exceed this amount.

Preferred color pairings

A selection of Freepik colors that pair well together and pass universal accessibility testing.



Deep Blue Tint 1
+ Mediterranean



Deep Blue
+ Málaga Red Tint 1



Deep Blue
+ Aubergine Tint 2



Aubergine
+ Málaga Red



Piki Blue
+ Off White Tint



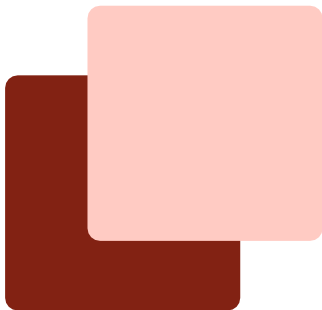
Aubergine
+ Off White Shadet



Aubergine Tint 1
+ Minty Tint



Málaga Red Shade 2
+ Off White



Málaga Red Shade 1
+ Málaga Red Tint 2



Aubergine
+ Premium Gold



Color pairings to avoid

Here are color pairings to avoid when creating layouts. Some pairings lack sufficient contrast, others vibrate.



DOES NOT PASS
ACCESSIBILITY
FOR RGB COLOR



DO NOT USE
Deep Blue + Piki Blue



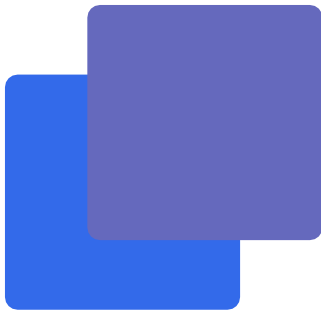
DO NOT USE
Deep Blue + Deep Blue Tint 1



DO NOT USE
Deep Blue + Aubergine



DO NOT USE
Piki Blue + Málaga Red



DO NOT USE
Piki Blue + Deep Blue Tint 4



DO NOT USE
Málaga Red + Mediterranean



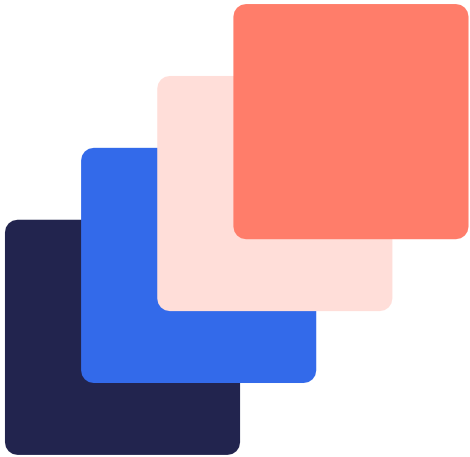
DO NOT USE
Aubergine Tint 2 + Mediterranean



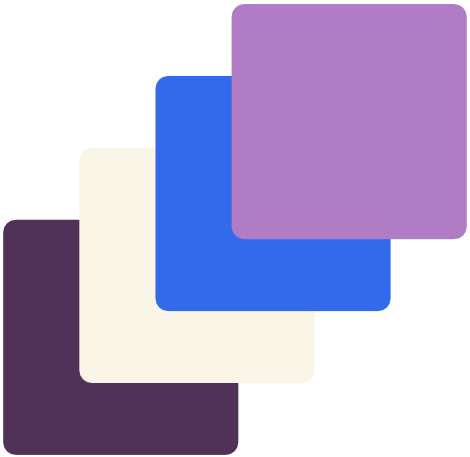
DO NOT USE
Off White + Premium Gold

Preferred color schemes.

Here is a collection of suggested color pairings. These colors work well on top of each other and provide enough contrast for ideal accessibility concerns



Deep Blue + Piki Blue
+ Pastel Málaga + Málaga Red



Aubergine + Off White Tint + Piki Blue
+ Aubergine Tint 2



Deep Blue + Mediterranean
+ Off White Tint + Piki Blue



Deep Blue + Deep Blue Tint 2
+ Piki Blue + Pastel Mediterranean



Deep Blue + Aubergine Tint 1
+ Off White + Minty



Deep Blue + Málaga Red Tint 2
+ Off White + Premium Gold



Color schemes to avoid

Here are color schemes to avoid when creating layouts. They are simply too close in value, and lack contrast. Ideal color schemes comprise a mix of dark, mid-tone and brighter tones to ensure proper contrast and legibility.



DO NOT USE
Piki Blue + Málaga Red
+ Mediterranean + Minty



DO NOT USE
Aubergine Tint 1 + Aubergine Tint 2
+ Mediterranean + Premium Gold



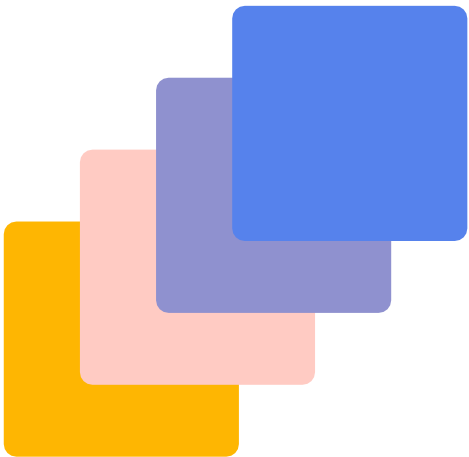
DO NOT USE
Deep Blue + Aubergine + Off White
+ Piki Blue Tint 4



DO NOT USE
Piki Blue + Piki Blue Tint 1
+ Off White + Pastel Mediterranean



DO NOT USE
Deep Blue + Aubergine
+ Minty Tint + Málaga Red



DO NOT USE
Premium Gold + Málaga Red Tint 2
+ Pastel Deep Blue + Piki Blue Tint 1

04

Typography

The right type

Earlier in this book, we laid out the rationale for a new Freepik logo: to modernize and future-proof our brand in the eyes of our core consumers - designers. A similar mindset can be applied to why **we're introducing new typefaces to the brand**. Our typefaces need to be well-crafted, hard-working, and infinitely legible. But we also need our type to convey the burst of creativity that is at the heart of our product offering. The end result is two typefaces that work together. One for headlines exclusively, to bring forth our brand personality. The other for denser body copy and info-heavy situations. A perfect balance.

Primary typeface

Our display typeface is Degular. The typeface's modern-yet-timeless characters and flexible font weights make it ideal **for headlines and highlighting paragraphs.**

Degular Regular
Degular Semibold

abc123

Secondary typeface

Our secondary typeface is Inter, and was designed specifically for computer screens. The Inter typeface features a tall x-height to aid in readability of mixed-case and lower-case text, and should be used for all body copy and non-headline communications.

Inter Regular
Inter Semibold

Inter Bold
Inter Black

abc123

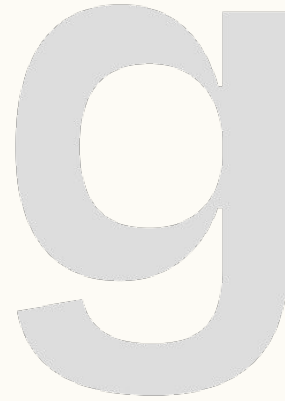
Regular stylistic sets

Degular has a number of different stylistic sets (found in Glyphs) and alternate characters. **By default the stylistic sets should be turned off**, but be aware, if you notice any of these characters appearing, **they will need to be turned off in the Open Type settings within Adobe InDesign or the equivalent in Figma.**

Default G



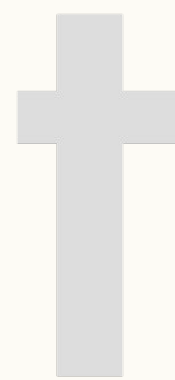
Default g



Default a



Default t



Typography in use

The Degular and Inter typeface families combine in order to create the Freepik typographical hierarchy.

The usage guide shown on the right shows best practices when setting type for most Freepik communications. The only derivation from this would be instances of large, longer copy that can be set in Degular, as opposed to Inter. There are examples of this through-out this book, in the Introduction section as well as section dividers.

Headlines should always be **in sentence case** (capitalize only the first letter of the first word in the title, except for proper nouns/terms) and **should not use end punctuation**, except for specific graphic executions.

Section headers and subheads need to be in sentence case and do not use end punctuation.

CTAs need to be in sentence case and do not use end punctuation.

Always avoid widows and orphans.

Usage	Font	Kerning	Tracking
Display	Degular Semibold	Optical	0
Secondary Header	Degular Regular	Optical	0
Section Header	Inter Black	Optical	-20
Subhead	Inter Semibold	Optical	-20
Body Copy	Inter Regular	Optical	-30
CTA	Inter Bold	Optical	-20



Typography don'ts

Always set Degular Semibold and Regular (Display and Secondary Header) leading to be the equivalent to the size of type, i.e. 55pt/55pt.


Headlines should always be in sentence case (capitalize only the first letter of the first word in the title, except for proper nouns/terms) and **should not use end punctuation**.

Section headers and subheads need to be in sentence case and do not use end punctuation.


CTAs need to be in sentence case and do not use end punctuation.

Always avoid widows and orphans.


do not use all lowercase

 **DO NOT** set any Freepik typography in all lowercase. It weakens the power of our messaging, and adds a layer of confusion with punctuation.


Do not use the **FREEP!K** logo within text

 **DO NOT** use the Freepik logo within body copy or headlines. Always typeset the company name in these instances.


Do not set leading too tight. Do not set leading too open

 **DO NOT** set Freepik typography with leading that is either too tight or too open. Degular headlines are always set equally in size and leading, i.e. 72pt/72pt. and Inter body copy should have comfortable spacing for optimal legibility, i.e. 18pt/26pt.

Do **NOT** introduce new TYPEFACES

 **DO NOT** introduce new typefaces, as it will dilute brand recognition and add unwelcome complexity to our communications.

Do not stroke our type to add weight

 **DO NOT** add a stroke to our typefaces to add weight. Both our typeface families have a selection of weights necessary to properly express our messaging in a proprietary and clear manner.

Typography in use

Here are a few examples of how we combine Degular and Inter to establish a clear information hierarchy for Freepik.

Is creativity your business?

We have Premiun solutions for
Premium users

Our business solutions help professional creators and teams access graphic archives quickly.

All those agencies, marketing departments, graphic designers, or content creators who need tailor-made ones will find them here.
Don't wait any longer!

Contact us

Headline:
Degular Semibold size 85pt / leading 85pt / tracking 0 / space after 10

Subhead:
Degular size 36pt / leading Auto / tracking 0

Body copy:
Inter Regular size 16pt / leading 24pt / tracking -30 / space after 3

CTA:
Inter Bold size 16pt / leading 24pt / tracking 0

Brand personality

After Freepik's long path, our brands have reached their maturity and, thus we have Freepik Company. This new brand will house all of the older ones. Freepik, Flaticon and Piktab. With this new idea, we have the need to establish a common language to create integration for all of these. This is why we have created the "Freepik Design System".

Freepik Company's products are the tools related to all the processes of creative work, from learning the software to creating the final product. We want to get closer to our users and be their main support on a day-to-day basis, to take their work to the next level. This design system is designated to create cohesion between all of our brands through a visual language that will improve the user's experience.

In this guide, you will find all of the design system directives; these go from the corporative identity of the brands, to the styles and components of our websites. Typography, colors, icons, etc. of the different brands are now unified under this new system.

Headline:
Degular Semibold size 30pt / leading Auto. / tracking 0 / space after 9

Body copy:
Degular Semibold size 30pt / leading Auto. / tracking 0 / space after 9

Free your speech

**Everyone has
something to say.
Everyone has
something to
contribute to this
global
conversation. But,
becoming fluent
takes doing.**

Headline:
Degular Semibold size 24pt / leading Auto / tracking 0 / space after 3

Body copy:
Degular Semibold size 48pt / leading 48pt / tracking 0 / space after 6

Preferred accessible text pairings

These are the approved color combinations for typography on color. These have been tested for accessibility.

Deep Blue Tint 1	Mediterranean	Deep Blue	Málaga Red Tint 1
Deep Blue	Aubergine Tint 2	Deep Blue	Off White
Piki Blue	Off White Tint	Málaga Red Shade 2	Off White
Aubergine Tint 1	Minty Tint	Málaga Red Shade 1	Málaga Red Tint 2
Aubergine	Málaga Red	Aubergine	Premium Gold

Accessible text with Deep Blue

These are the approved color combinations for typography on color. These have been tested for accessibility.

Deep Blue	Piki Blue Tint 3	Deep Blue	Málaga Red	Deep Blue	Aubergine Tint 2
Deep Blue	Piki Blue Tint 4	Deep Blue	Málaga Red Tint 1	Deep Blue	Minty
Deep Blue	Pastel Piki	Deep Blue	Málaga Red Tint 2	Deep Blue	Minty Tint 2
Deep Blue	Mediterranean	Deep Blue	Pastel Málaga	Deep Blue	Premium Gold
Deep Blue	Mediterranean Tint 1	Deep Blue	Off White	Deep Blue	Grey Pamplona
Deep Blue	Mediterranean Tint 2	Deep Blue	Off White Shade	Deep Blue	Grey Córdoba
Deep Blue	Pastel Mediterranean	Deep Blue	Off White Tint	Deep Blue	Grey Toledo
				Deep Blue	Grey Salamanca

Accessible text with Grey Madrid

These are the approved color combinations for typography on color. These have been tested for accessibility.

Grey Madrid	Piki Blue Tint 2	Grey Madrid	Málaga Red	Grey Madrid	Aubergine Tint 2
Grey Madrid	Piki Blue Tint 3	Grey Madrid	Málaga Red Tint 1	Grey Madrid	Minty
Grey Madrid	Piki Blue Tint 4	Grey Madrid	Málaga Red Tint 2	Grey Madrid	Minty Tint 2
Grey Madrid	Pastel Piki	Grey Madrid	Pastel Málaga	Grey Madrid	Premium Gold
Grey Madrid	Mediterranean	Grey Madrid	Off White	Grey Madrid	Grey Pamplona
Grey Madrid	Mediterranean Tint 1	Grey Madrid	Off White Shade	Grey Madrid	Grey Córdoba
Grey Madrid	Mediterranean Tint 2	Grey Madrid	Off White Tint	Grey Madrid	Grey Toledo
Grey Madrid	Pastel Mediterranean			Grey Madrid	Grey Salamanca

Accessible text with Off White

These are the approved color combinations for typography on color. These have been tested for accessibility.

Off White	Piki Blue
Off White	Deep Blue
Off White	Deep Blue Tint 1
Off White	Deep Blue Tint 2
Off White	Deep Blue Tint 3
Off White	Deep Blue Tint 4

Off White	Málaga Red Shade 1
Off White	Málaga Red Shade 2
Off White	Mediterranean Shade 1
Off White	Mediterranean Shade 2

Off White	Aubergine
Off White	Aubergine Tint 1
Off White	Minty Shade
Off White	Grey Bilbao
Off White	Grey Seville
Off White	Grey Barcelona
Off White	Grey Madrid

Accessible text with Piki Blue

We use Piki Blue very sparingly in typography, as it does not have many color pairings that allow it to pass accessibility testing.

Piki Blue	White
Piki Blue	Off White Tint

Accessible text with White

These are the approved color combinations for typography on color. These have been tested for accessibility.

White	Piki Blue
White	Deep Blue
White	Deep Blue Tint 1
White	Deep Blue Tint 2
White	Deep Blue Tint 3
White	Deep Blue Tint 4

White	Málaga Red Shade 1
White	Málaga Red Shade 2
White	Mediterranean Shade 1
White	Mediterranean Shade 2

White	Aubergine
White	Aubergine Tint 1
White	Minty Shade
White	Grey Bilbao
White	Grey Seville
White	Grey Barcelona
White	Grey Madrid

05

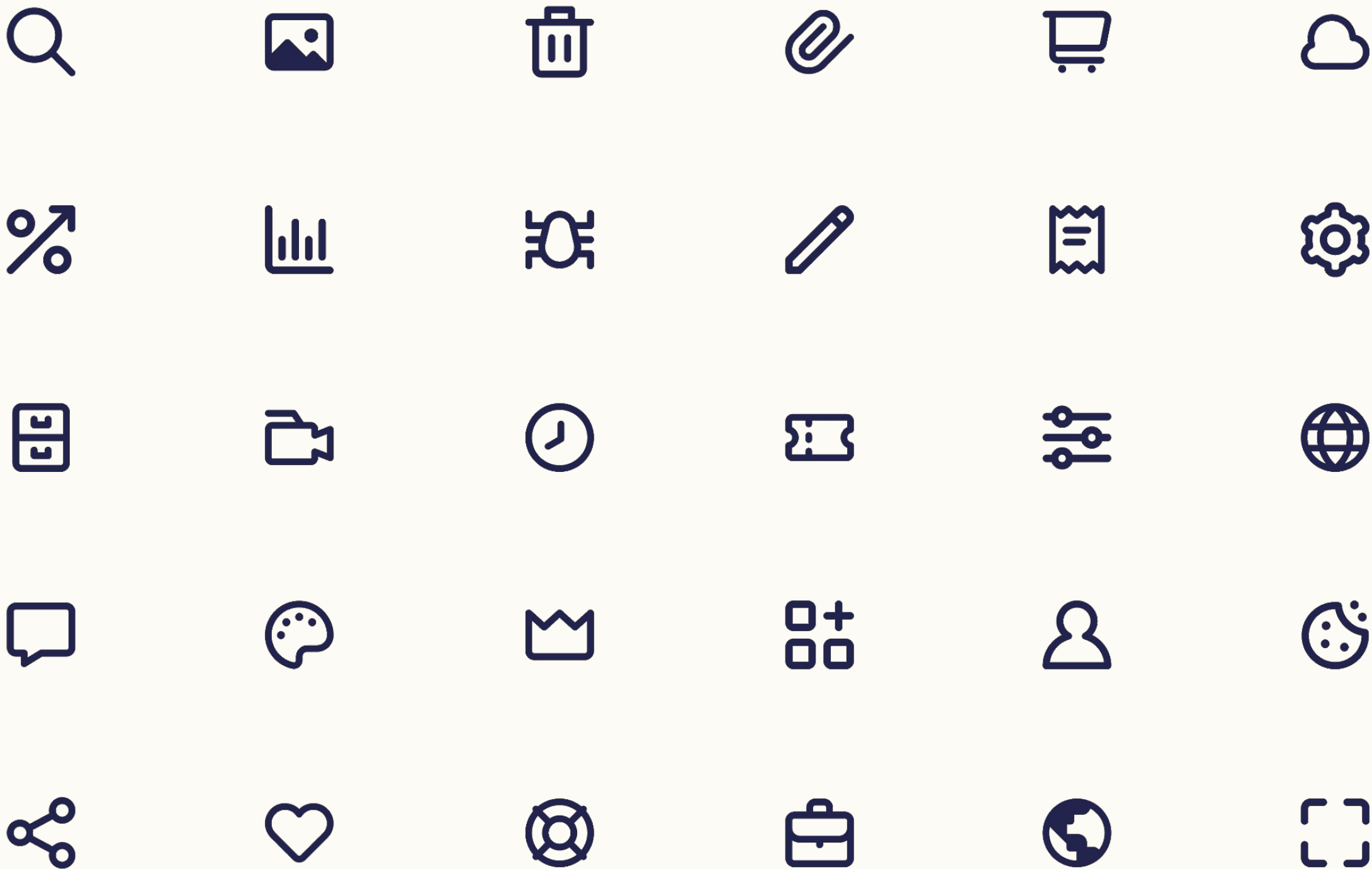
Iconography

Iconography essentials and uses

Iconography is a great help towards making our projects more comfortable and intuitive for the users. And it's for this reason that we have made a pack aimed towards improving usability and the interface of our products. This is a collection of simple icons in which there is a **clear and understandable meaning**. One of our goals is to make it so easy to identify the concepts that they don't need to be accompanied by text.

To achieve this, we have taken the most standardized icons and we have given it a spin, trying to give them that touch of personality.
















As well as this, without leaving functionality aside, we have creating an icon style of our own. There are a series of established rules to creating these icons, and following them, we will be able to create all of the necessary concepts that are needed in time.



Iconography sizes of use

The sizes of use are adapted towards improved visualization on different portals and adaptations to our websites.

Taking the buttons on mobile versions as reference for the smaller sizes, and with the search buttons as in the main CTA of the websites, we have defined the rest of the intermediate sizes.

				
				
				
12 px	16 px	20 px	26 px	30 px

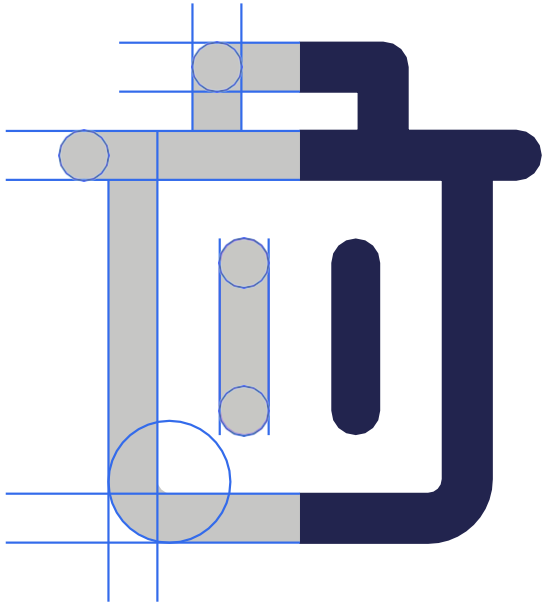
Iconography creation and construction

To achieve homogeneity throughout the pack, the icons are designed based on a square structure.

Using the buttons of the mobile versions as a reference for the smaller sizes, and the search buttons as the main CTA of the websites, we defined the rest of the intermediate sizes.

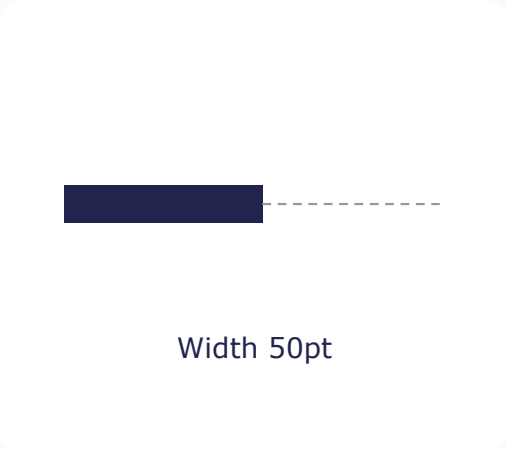
This is a linear pack with rounded ends and 50-point lines, respecting the straight cuts in the intersections between two shapes, depending on the needs of each icon. The pack will also include some solid icons to improve their visualization in small sizes.



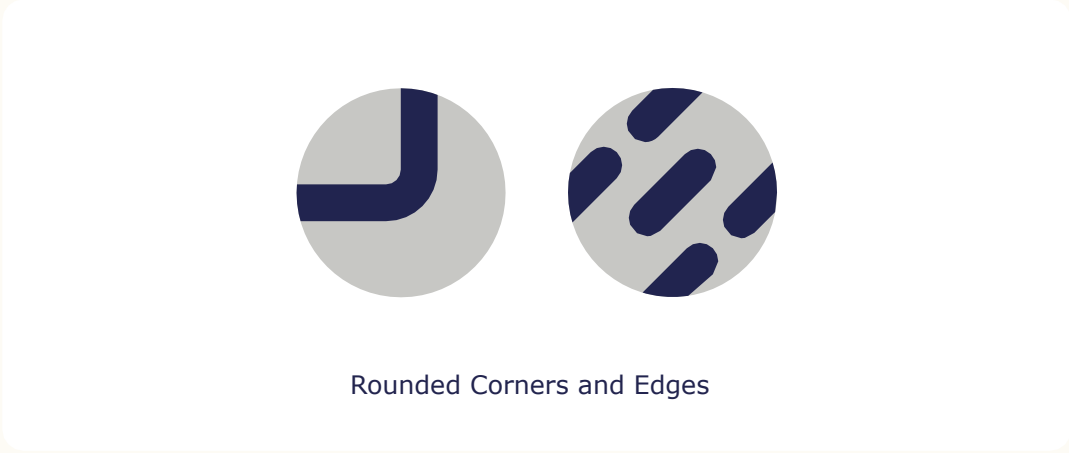




Square Construction
512x512pt



Width 50pt



Rounded Corners and Edges

FREEP!K

06

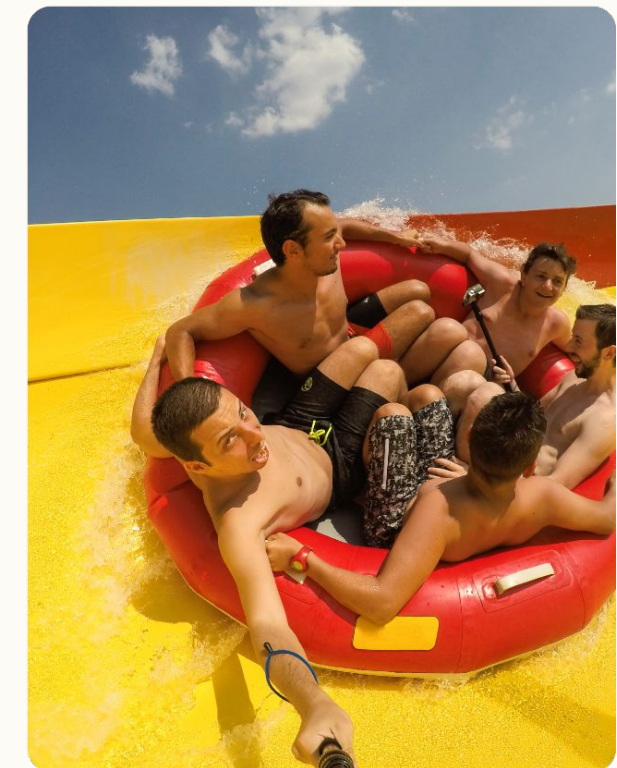
Photography

Photography that showcases our personality

Fun, creative, inspiring, helpful

Our storytelling photography:

- Captures the **inspirational nature** of Freepik.
- **Cinematographic photography** with its own story to tell and professional retouch.
- Accessible **high-quality photography**.
- **Communicate emotions** and messages.
- **Effortless**: not overly posed or art-directed.
- Good **contrast**.
- **Creative and dynamic compositions** on uncluttered backgrounds
- The **human factor**: the key to a natural feel for dynamic images.
- **Studio or location-based**.
- Gender and ethnic **diversity**.



07

Illustration

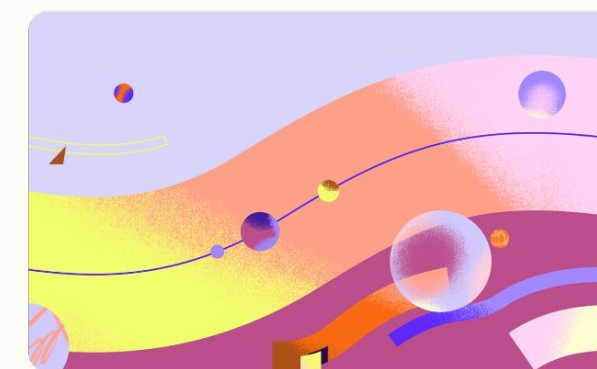
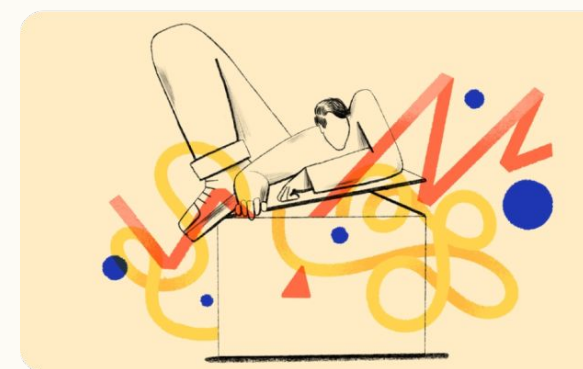
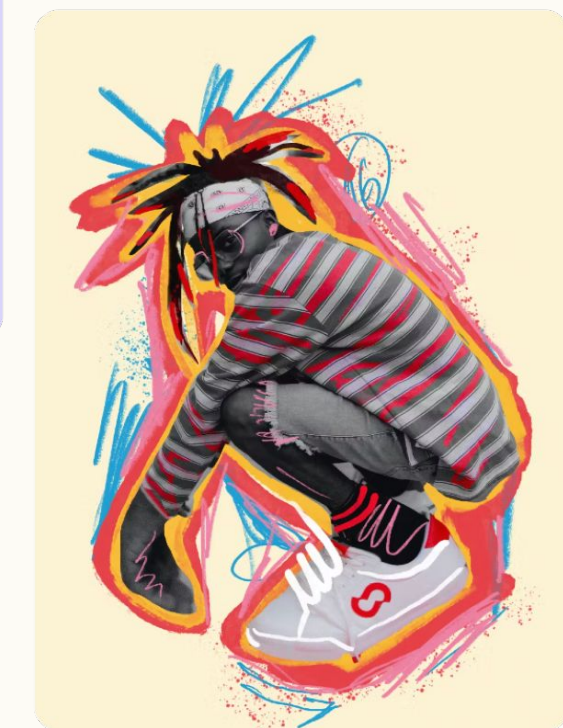
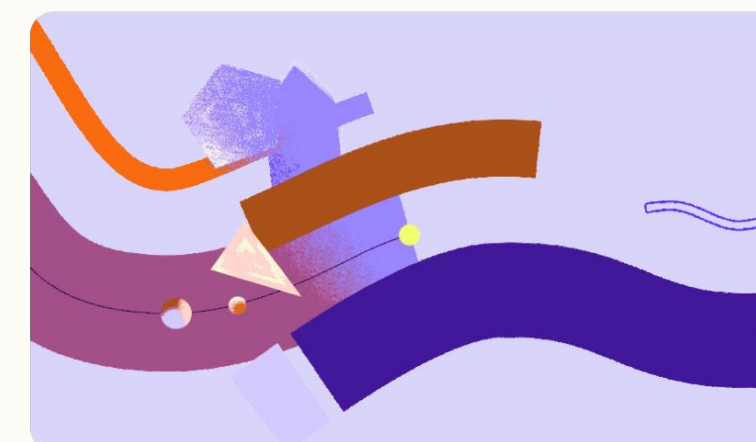
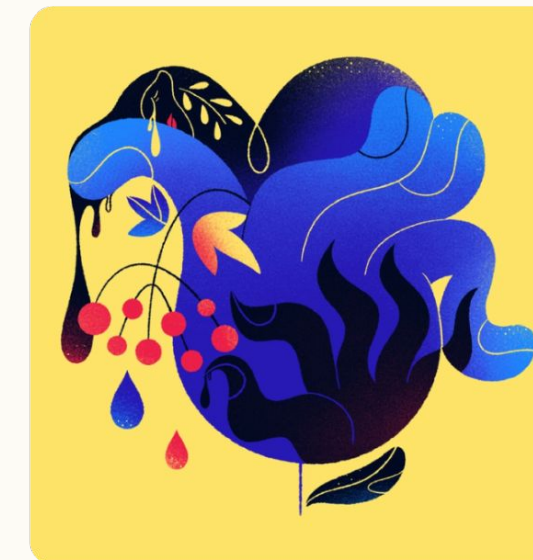
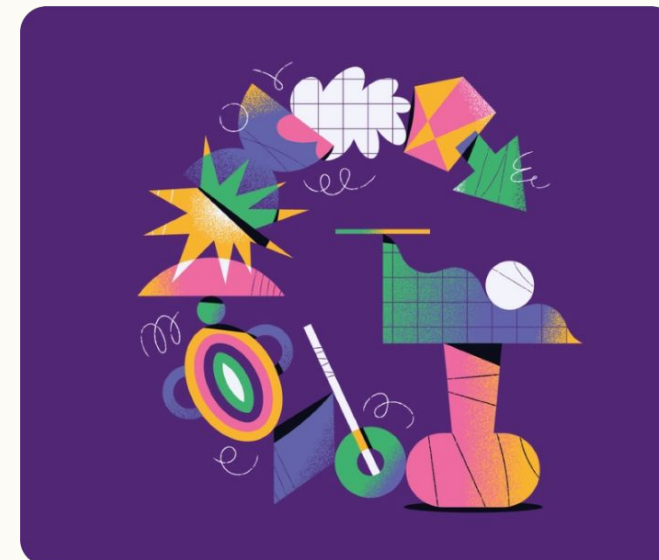
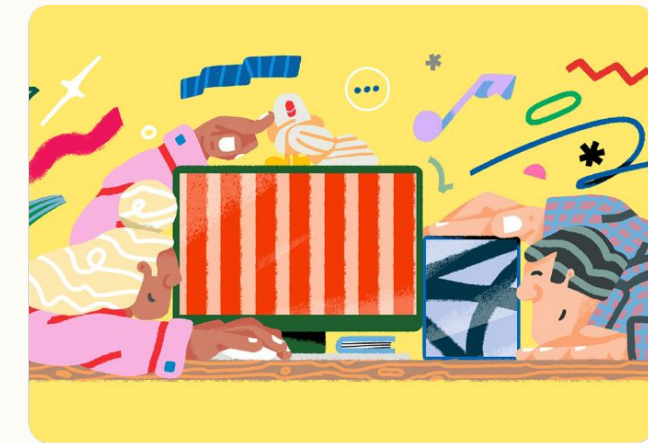
Illustration that showcases our personality

Fun, creative, inspiring, helpful

Our versatile artstyle:

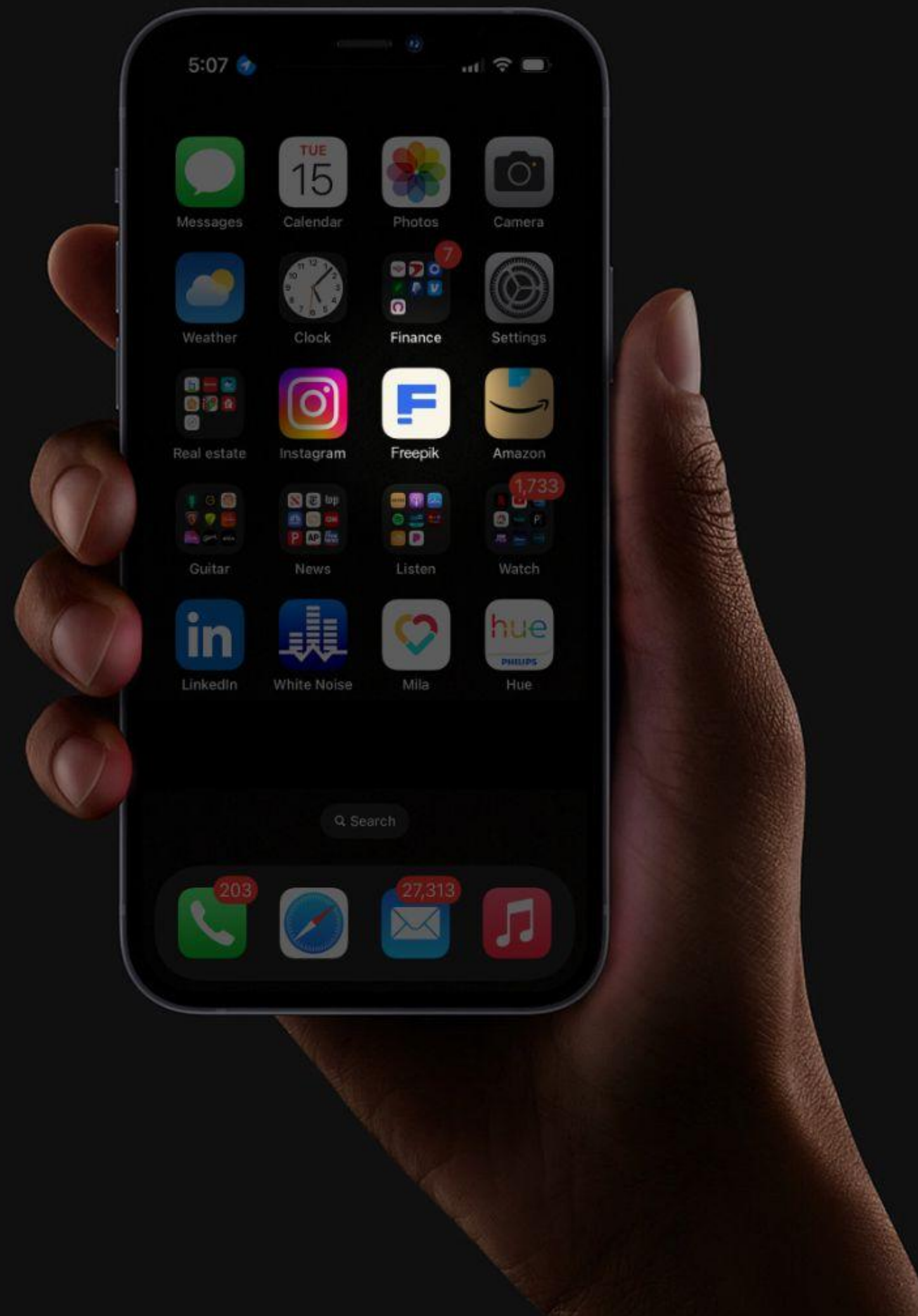
- **Up-to-date and out of the box style.**
- Versatile **abstract forms**.
- **Contrast** between figure and background.
- **Timeless** look that blends art and digital design.
- **Fun** but not childish.
- **Shapes** are our main elements.
- **Geometric and organic shapes** are our main elements.
- **Textures, patterns and brushstrokes on clean backgrounds.**
- A **mix of techniques**: typography, photography, mock-ups.
- Plays with a variety of **color schemes to tell emotions**.
- **Dynamic composition and clean backgrounds.**

***Illustrations only for reference. Not final**



08

Expressions



5:07



Messages



Calendar



Photos



Camera



Weather



Clock



Finance



Settings



Real estate



Instagram



Freepik



Amazon



Guitar



News



Listen



Watch



LinkedIn



White Noise



Mila



Hue

Q Search



FREEP!K

Great design, faster

Freepik **helps anyone** create great design faster to **express** the **power** of their **ideas**

There are more than 7,000 languages spoken in the world today. But, there is only one language that everyone can understand in a flash.

It's the language that crosses oceans and passes borders. The language so powerful it can be understood in a blink by any person, of any age, from any place in the world.

With it, we enable artistic expression and the creative force within us all. We bring visibility to justice and the plight of human rights. We create new worlds.

We celebrate the adorable. We share a "just between us" moment, from 3,000 miles away.

Language is what makes us human.
Design is what makes us awesome

Create
great
design









Thank you!

FREEP!!K