

fobbr[®]

why

People have too many keys, fobs, and ID cards. Wallets are busting at the seams. Pants are wearing out in unflattering places. Awkward bulges turning otherwise flattering clothing into the war zone version of lumpy potatoes.

People want to casually walk into a building, not drop their coffee fumbling for the right object to flash in front of a discriminating plastic scanner only to put it away a split second later, pickup their mangled cup and “Houdini” into the door before it closes and locks them out again. You know you’ve been there.

how

We've weighed, we've measured, and we've found the status quo wanting. People are juggling just as much in their hands as they are in their lives. There is a visceral sensation that each key drop is a symbolic gesture driving people one step closer to dropping everything and moving to a tropical island.

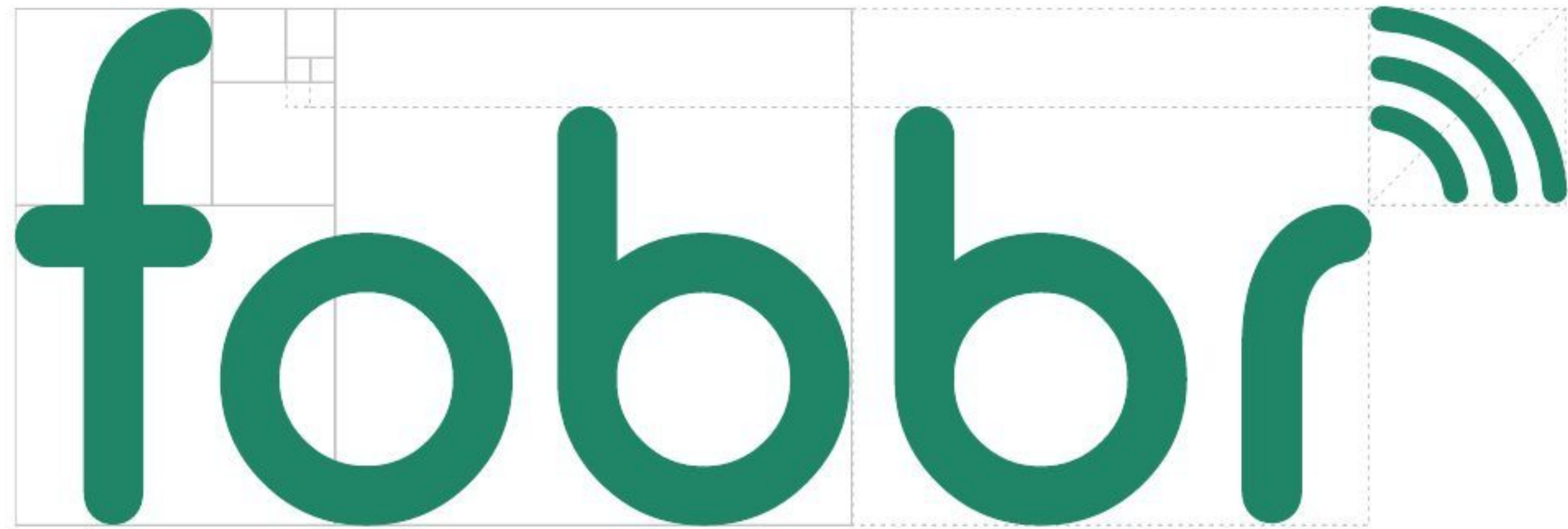
fobbr is for those looking to stop dropping their keys. With a laser focused “simplify” mentality, we built fobbr with a belief that technology, when done well, is indistinguishable from magic.

what

fobbr is a lock and key simplification ecosystem with the goal of allowing you hands free access to your work, your home, your elevator, your gym — anywhere you need an RFID card or fob to gain access.

fobbr is a collection of programable RFID sensors built into a variety of wearables, and a simple to use cloning device that allows you to clone all of your existing cards and fobs onto the wearable — bye keys!

about the wordmark



The fobbr word mark is constructed using the “neon 80s” typeface, and modified to fit within the bounds of a Fibonacci pattern.

Note: the repetition portions of the fobbr wordmark are highlighted using the dashed lines and boxes. The top of the “b” a repetition that is one square down from the fibonacci rectangle. Also, the “br” is one large square repetition to the right allowing for the “fobbr” form to fit completely within a modified Fibonacci pattern.

about logo



The fobbr logo is aesthetically built and also uses the Fibonacci sequence. The beauty of the Fibonacci sequence was chosen for both the word mark and then logo because of its prominence in nature. From flower petals to pinecones, it creates a sequential elegance with spacing and proportionality. The form also creates an instant familiarity.

The “fr” in our logo is created strictly using the Fibonacci sequence. The signal is a repetition of the form denoted with the dashed lines.

wordmark usage



large logo usage



small logo usage



tag lines

WORDMARK/LOGO

STAND ALONE

ACCESS EVERYTHING



HANDS FREE ACCESS



ACCESS POINT AHEAD



COFFEE SAFE, ACCESS APPROVED



GOT KEYS?



NEED A HAND?



MAKING DUMB THINGS... SMARTER



tag lines

8.09x
1.618x
x

fobbr 

ACCESS EVERYTHING

Adjust character spacing as shown

8.09x
1.618x
x

fobbr 

HANDS FREE ACES

Adjust character spacing as shown

8.09x
1.618x
x

fobbr 

ACCESS POINT AHEAD

Adjust character spacing as shown

11.095x
x
1.618x
x

fobbr 

COFFEE SAFE, ACCESS APPROVED

Adjust character spacing as shown

tag lines



title | neon 80s | regular

89 px

Header 1 | Brandon Grotesque | Bold | 34

89 px

Body Copy | Brandon Grotesque | Light | 34

55 px

When using fobbr fonts, the key 😊 is to maintain proportionality. The proportionality used in fobbr branding is designed intentionally around the golden ratio and works in many formats — web, print, objects, etc.

55 px

When using the golden ratio, keep in mind that it may be necessary to skip a step to provide adequate white space. The white space should be sufficient to give each product a relaxed, airy feeling that allows the user to focus on one key point at a time.

colours

Space (breathhheee)

white

#FFFFFF
C 00 M 00 Y 00 K 00
R 255 G 255 B 255
Pantone 11-0700 TPG

Logo Titles

fobbr green

#1F8566
C 40 M 00 Y 12 K 48
R 031 G 133 B 102
Pantone 3288 U

Header Body

mid grey

#676767
C 00 M 00 Y 00 K 60
R 103 G 103 B 103
Pantone 426 U

Aux Color

light grey

#B7B7B7
C 00 M 00 Y 00 K 28
R 183 G 183 B 183
Pantone Cool Grey 4 C

A little more space (breathhheee)

white

#FFFFFF
C 00 M 00 Y 00 K 00
R 255 G 255 B 255
Pantone 11-0700 TPG

iconography

Technology



RFID Icon



Radio Bands

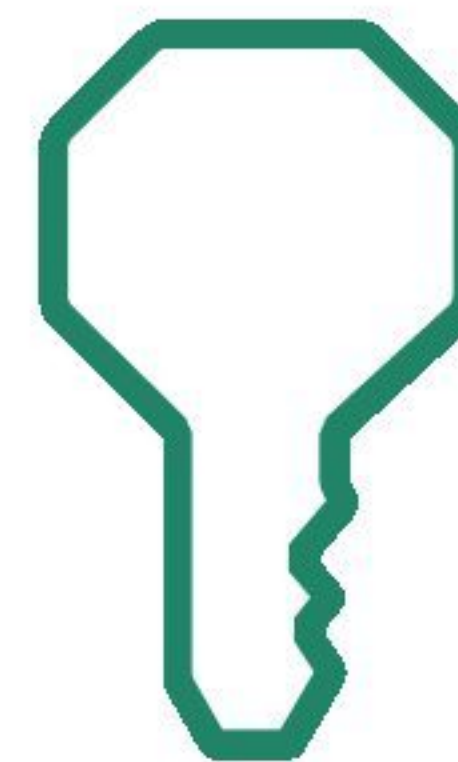
Objects



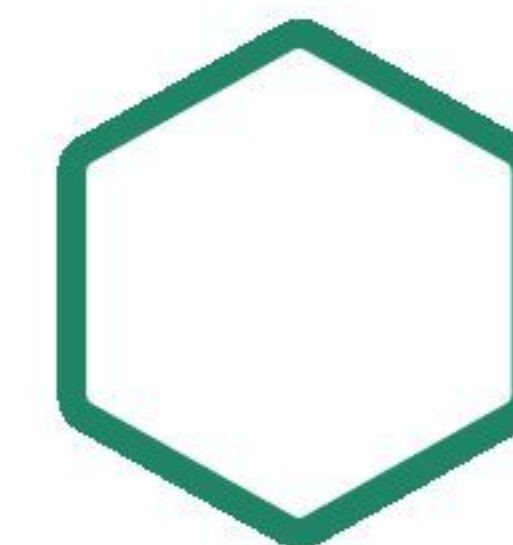
Smart Card



Key Fob



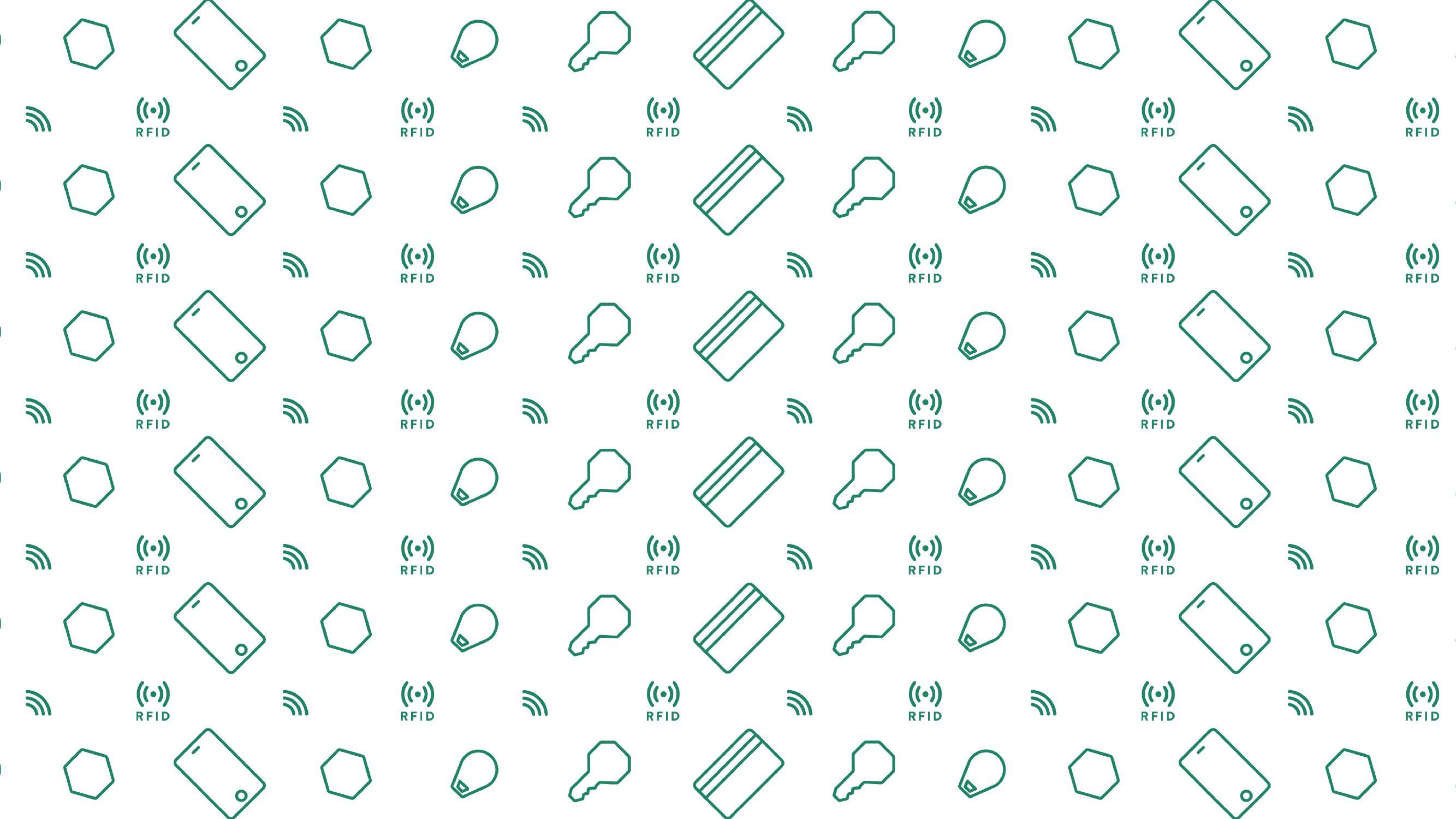
Dumb Key



RFID Sticker



Smart Phone

















A white canvas backpack is centered on a black, modern-style chair. The backpack features a green logo on the upper front, the text 'GOT KEYS?' on a lower flap, and three horizontal green stripes at the bottom. The background is a plain, light-colored wall.

fobbr[®]

GOT KEYS?



fobbr[📶]

ACCESS EVERYTHING





fobbr[®]

COFFEE SAFE, ACCESS APPROVED



ACCESS POINT AHEAD



ACCESS POINT AHEAD



