

# A hand. A clear identity.

Frapiro | Brand guide 1.0 | 12 October 2026



# Frapiro

## Our primary logo

The Continuous Line hand is Frapiro's symbol. Two closely paired fingers and a folded palm form a calm, human mark. Use the supplied horizontal lockup for the website, publications and presentations.



### Primary symbol

For compact, recognizable uses.



### The same hand, reversed

White outline on a purple app badge. The hand stays outlined in every version.

Use the full name Frapiro in nearby text when introducing the symbol to a new audience.

# Choose the right version.

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# Frapiro

**Color on light surfaces**



# Frapiro

**White on dark surfaces**



# Frapiro

**Black for single-color reproduction**

## Space and size

Leave clear space of at least one quarter of the hand height on every side. Keep the original symbol-to-wordmark spacing and proportions.

Screen minimums: horizontal 120 px; stacked 144 px; wordmark 120 px; symbol 32 px. Print minimums: 35 mm, 28 mm, 25 mm and 8 mm respectively. Use the supplied favicon for browser tabs.

Keep the supplied colors, orientation and outline. Avoid distortion, effects, busy backgrounds and cropping. The identity must not imply endorsement or clinical certification.

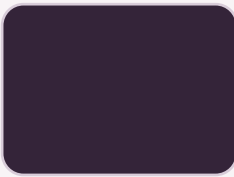
# Colors, type and press copy.

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**Purple**

#78439A



**Plum**

#342439



**Ivory**

#F8F4F6



**White**

#FFFFFF



**Black**

#000000

## Typography

Logo and editorial headings: Libre Baskerville. Interface and supporting text: IBM Plex Sans. The downloadable wordmarks use vector paths, so recipients do not need to install a font.

## Print and digital files

Use SVG for scalable digital artwork, PNG for presentations and screen publishing, and PDF for print layout. Print PDFs use RGB colors; your printer should convert them using the intended output profile. No Pantone specification is supplied.

## Short description

Frapiro is a workspace for clinician-led EMDR planning, sessions and documentation.

## About Frapiro

Frapiro brings EMDR target planning, therapist-controlled bilateral stimulation, telehealth, session notes and outcome measures into one workspace for trained clinicians. It supports the eight-phase EMDR workflow across visits, with tools for individual practitioners and clinics. Frapiro supports clinical work; assessment, readiness, pacing and treatment decisions remain with the clinician.

More: [frapiro.com](https://frapiro.com) | Assets and updates: [frapiro.com/press](https://frapiro.com/press)