



# branding guidelines

using & understanding the Faros brand identity



# table of contents

Bulding brand .....	1
Logo & brand .....	2
Logo versions & guidelines .....	3
Logo usage & backgrounds .....	4
Logo usage & stationary .....	6
Logo usage & promo .....	11



# building brand

When it comes to building a strong, recognizable brand, consistency is of paramount importance.

This booklet is a tool.

It is meant to be used, not stuck in a drawer.

It will help Faros Consulting Pte Ltd. create a consistent and singular brand personality, that will make the company top-of-mind with all its clients, partners and shareholders.

Elia Charari

Marketing Manager at @riston consulting



# FAROS

## logo & brand

The specific logo was designed upon a creative brief given by Faros Consulting, a Singapore-based consulting firm which provides business services to European companies looking to expand into East Asia.

The desired logo would entail a light-house graphic, which is a symbol of guidance and safety, and would also serve the purpose (to be the entrusted regional partner and representative) and nature of business (professional advice and services about business in East Asia).



**FAROS**

**FAROS**

## logo versions & guidelines

The Colour version of the logo consists of two colours:  
Blue (C=84, M=63, Y=14, K=1) and Yellow (C= 2, M=27, Y=98, K=0).

While use of the colour logo is encouraged where possible, it is recognised that design, usage and /or budget criteria will necessitate the usage of the Greyscale version, which consists of 95% Black (C= 0, M=0, Y=0, K=93) and 30% Black (C= 0, M=0, Y=0, K=20) for the light-house ray of light.



IN WHITE BACKGROUND



IN BLACK BACKGROUND



IN 50% BLACK BACKGROUND



REVERSE COLOURS BACKGROUND

## logo usage & backgrounds



IN WHITE BACKGROUND  
(RAY OF LIGHT = 20% BLACK)



IN 100% BLACK BACKGROUND  
(RAY OF LIGHT = 30% BLACK)



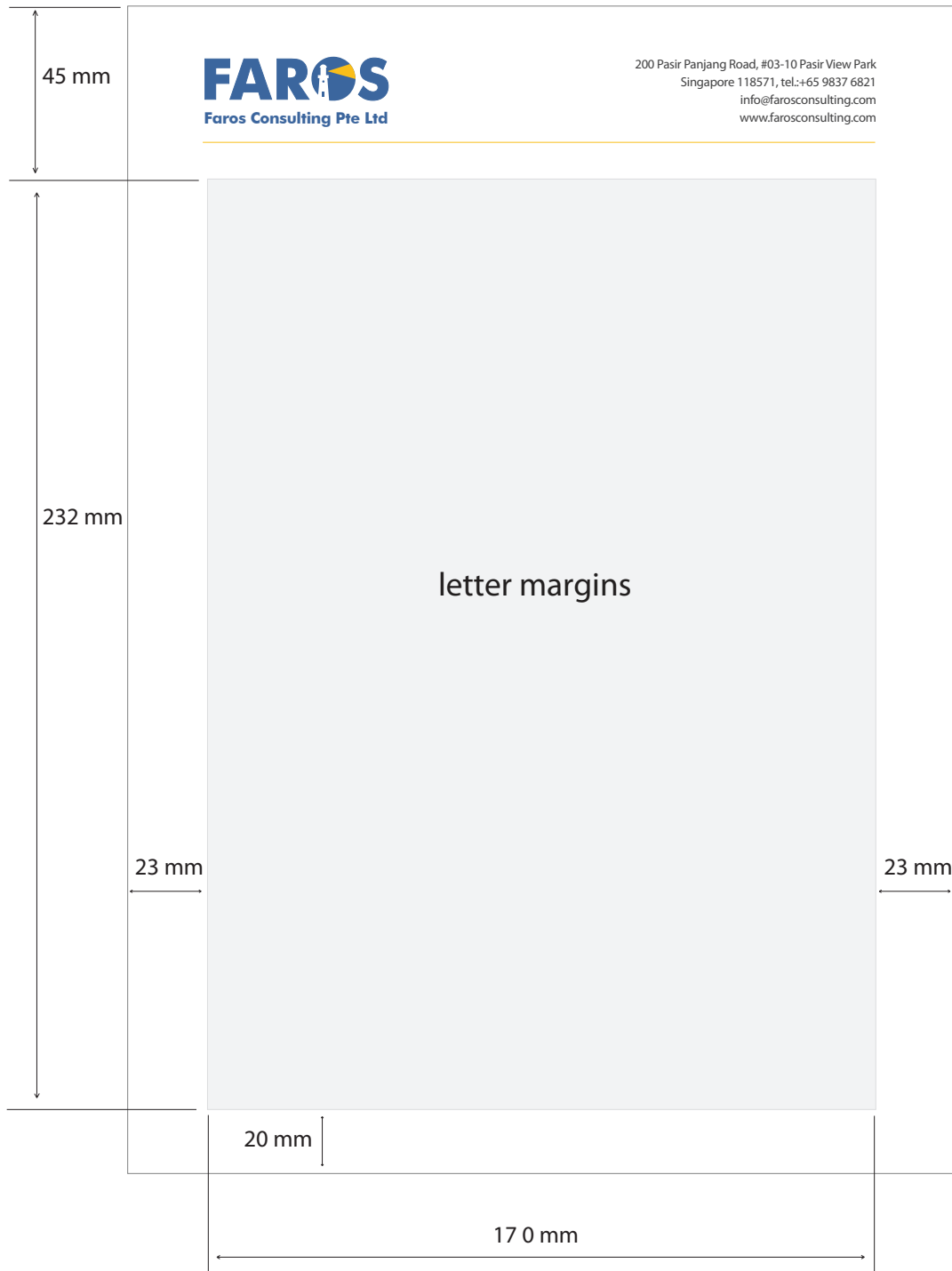
IN 50% BLACK BACKGROUND  
(RAY OF LIGHT = 20% BLACK)



RECOMMENDED BACKGROUND (WHITE)

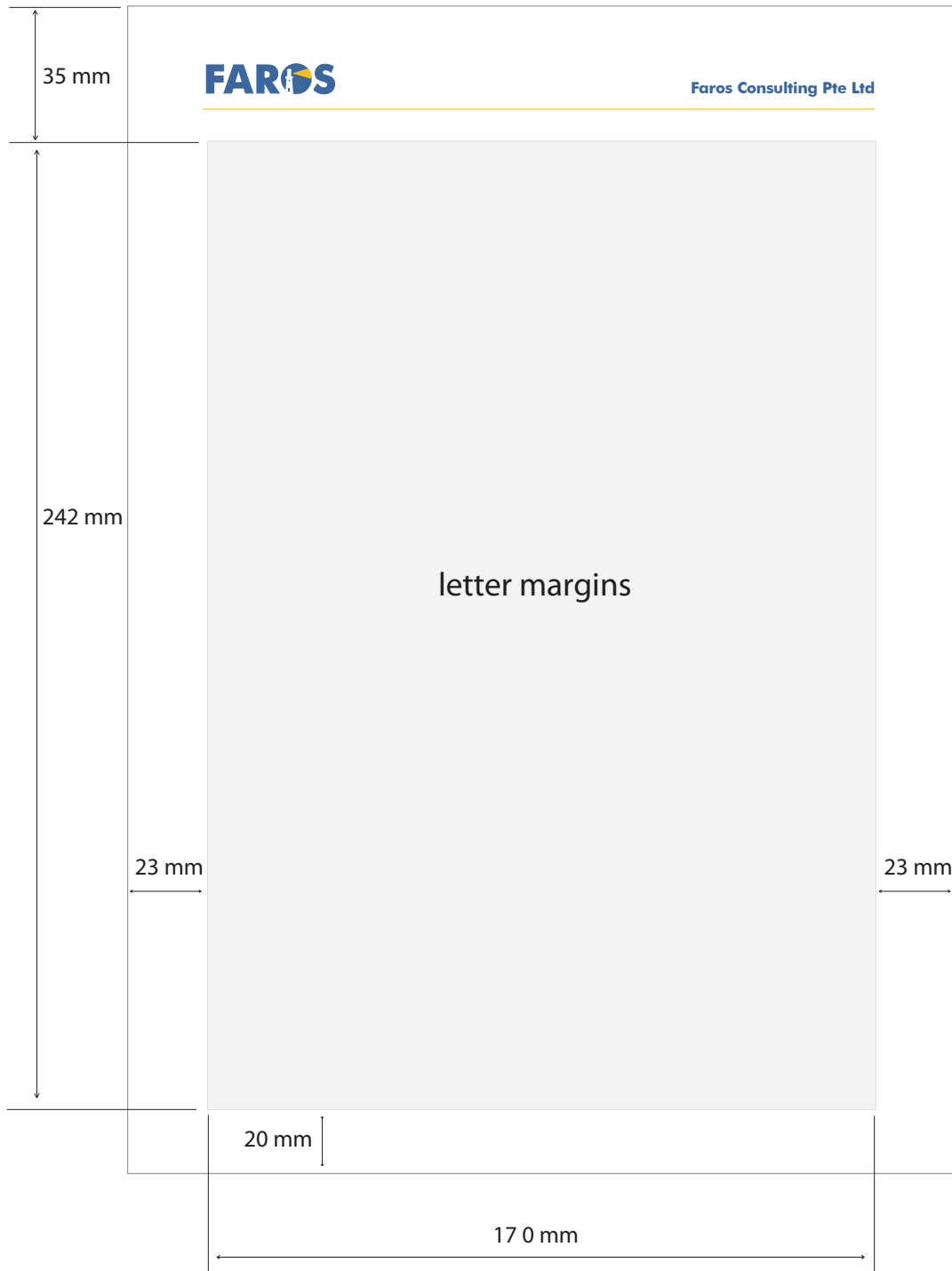
## logo usage & backgrounds

The Greyscale version



# logo usage & stationary



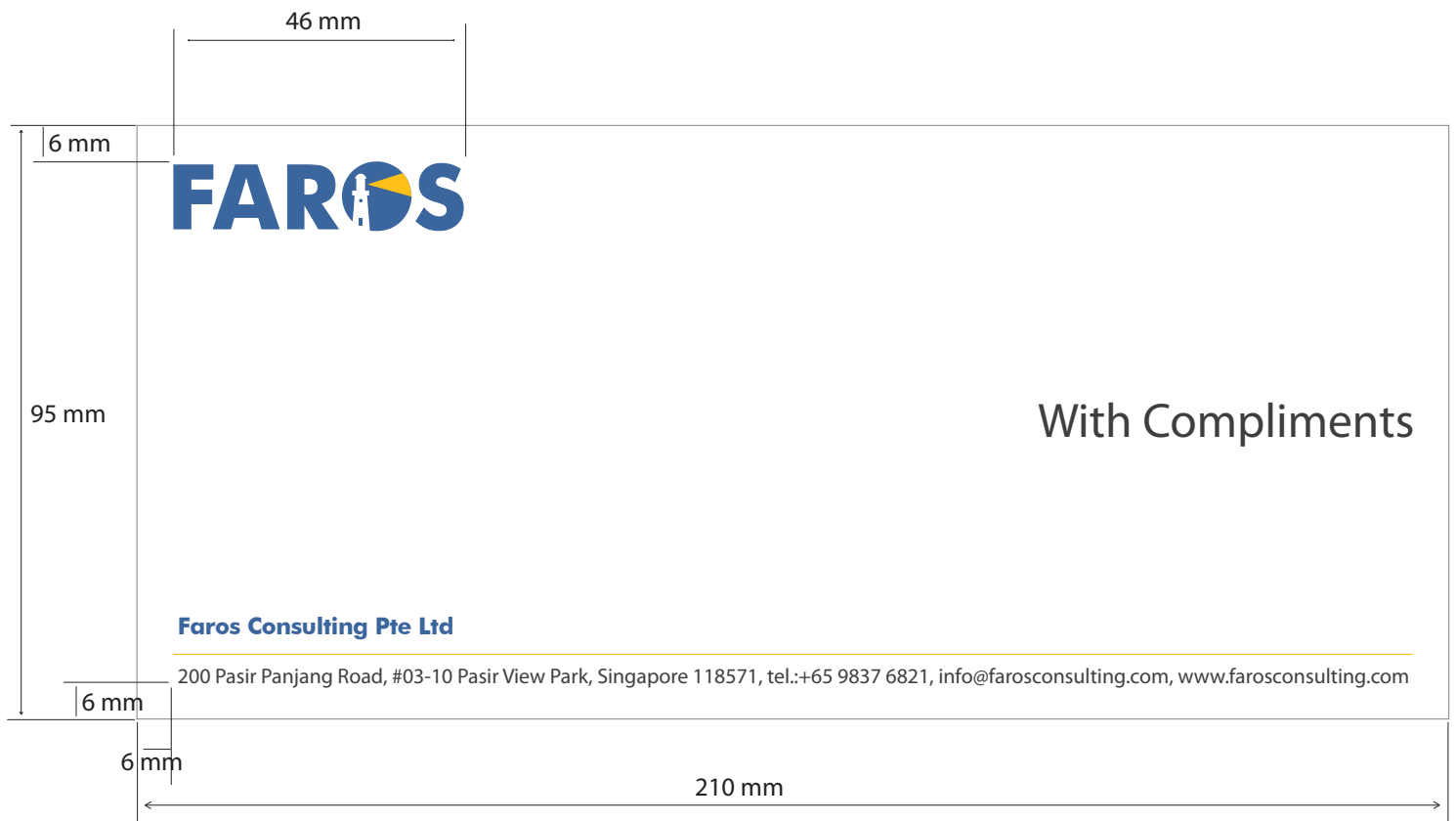


# logo usage & stationary



# logo usage & stationary

Corporate Envelope 114 x 230 mm



# logo usage & stationary



**FAROS**

Johann Michael Pacher  
Managing Director

**Faros Consulting Pte Ltd**

---

200 Pasir Panjang Road, #03-10 Pasir View Park, Singapore 118571  
tel.: +65 9837 6821, e-mail: johann.pacher@farosconsulting.com  
www.farosconsulting.com

**FAROS**  
Faros Consulting Pte Ltd

---

200 Pasir Panjang Road, #03-10 Pasir View Park, Singapore 118571  
tel.: +65 9837 6821, e-mail: info@farosconsulting.com  
www.farosconsulting.com

**FAROS**  
Faros Consulting Pte Ltd

Your Gateway to East Asia

---

200 Pasir Panjang Road, #03-10 Pasir View Park, Singapore 118571  
tel.: +65 9837 6821, e-mail: johann.pacher@farosconsulting.com  
www.farosconsulting.com

# logo usage & stationary



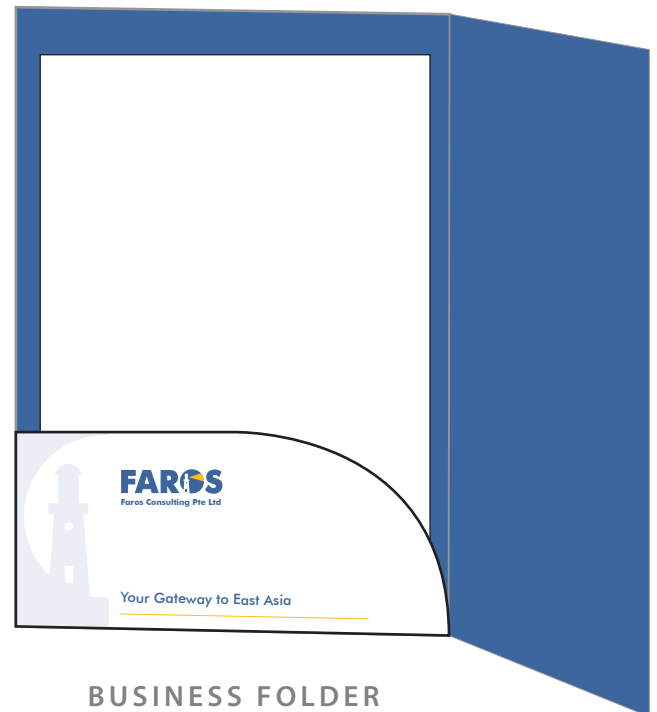
CD LABEL



COFFEE CUP



OFFICE CLOCK



BUSINESS FOLDER

## logo usage & promo

Logo applications at promotional material and office products