



visual  
identity  
guidelines

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## 2 Introduction



Our love for the falcon takes roots from ancient times. The yellow falcon symbolizes absolute dominion in the UAE, a country that consists mostly of desert. This beautiful bird appears on the country's banknotes and on its national coat of arms. In the UAE you can watch a striking spectacle — falconry. As it flies from the hunter's wrist, this elegant bird soars to a great height, and then, making a sharp turn, swoops down towards the earth at a speed of some 200 km/hour.

Inspired by the falcon's rapid flight, we never hesitated to adopt the name and image of this bird for our brand.

3

# Logo

elements

## Company name

Falco Veloce means “a rapid falcon,” an active, determined and goal-oriented bird that has become the symbol of our company.

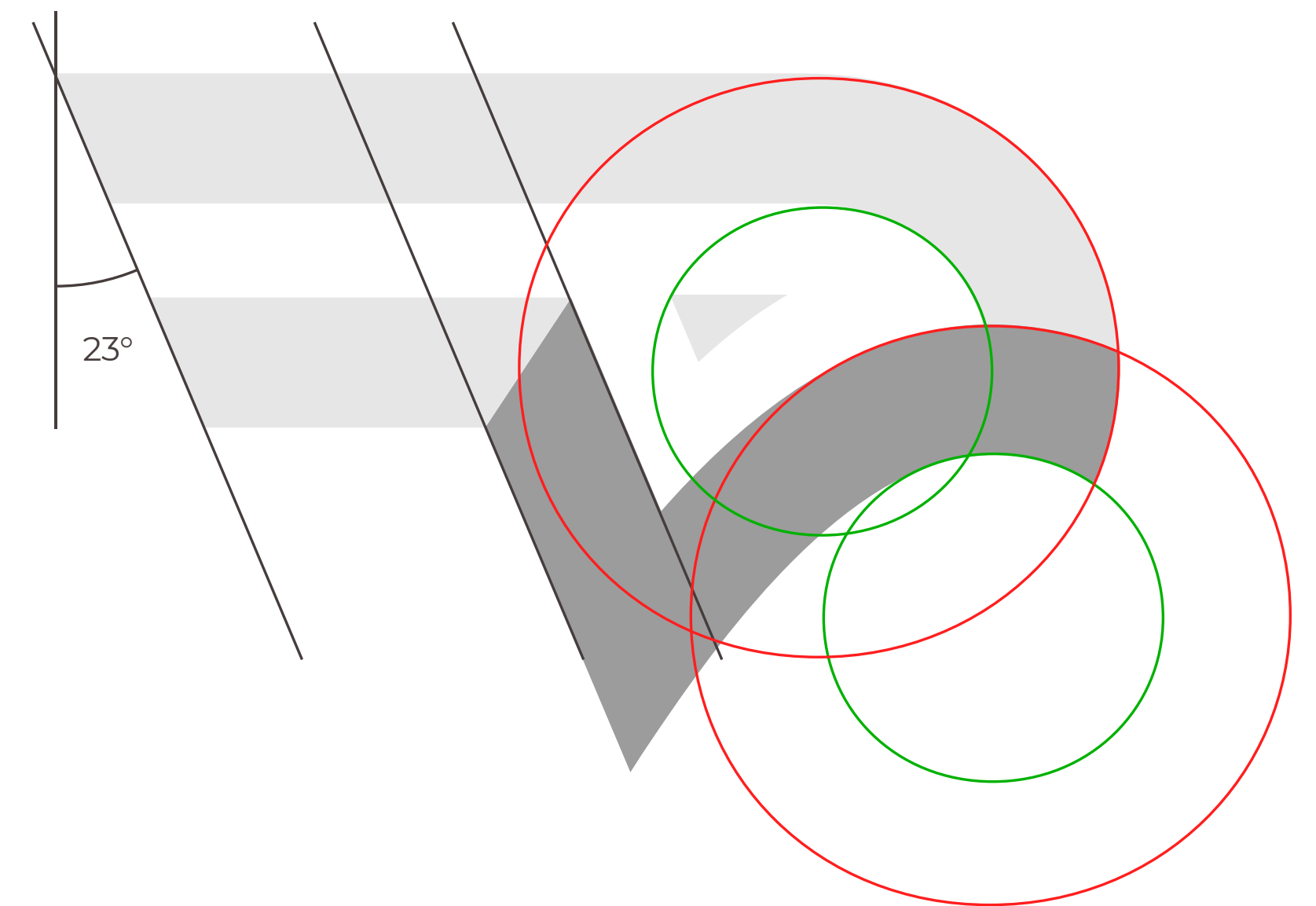


## Visual symbol

The head of a falcon, symbolizing the bird in flight.

## 4 Logo | design principles

The falcon's head incorporates strictly regulated angles and curves that echo the circular shape of the letter O in the logo. These proportions may not be changed.



## 5 Logo | options of use



- The visual symbol **may be** used as a design element, separately from the company name.
- ✗ However, **the company name**, as used in the logo, is not a stand-alone element, and **may not be** used separately from the visual symbol.



## 6 Logo | margin

The margins around the logo may not be narrower than the height of the letter F in the logo. No other text or graphical elements may be placed within the space enclosed by the margins.



## 7 Logo | display against a background

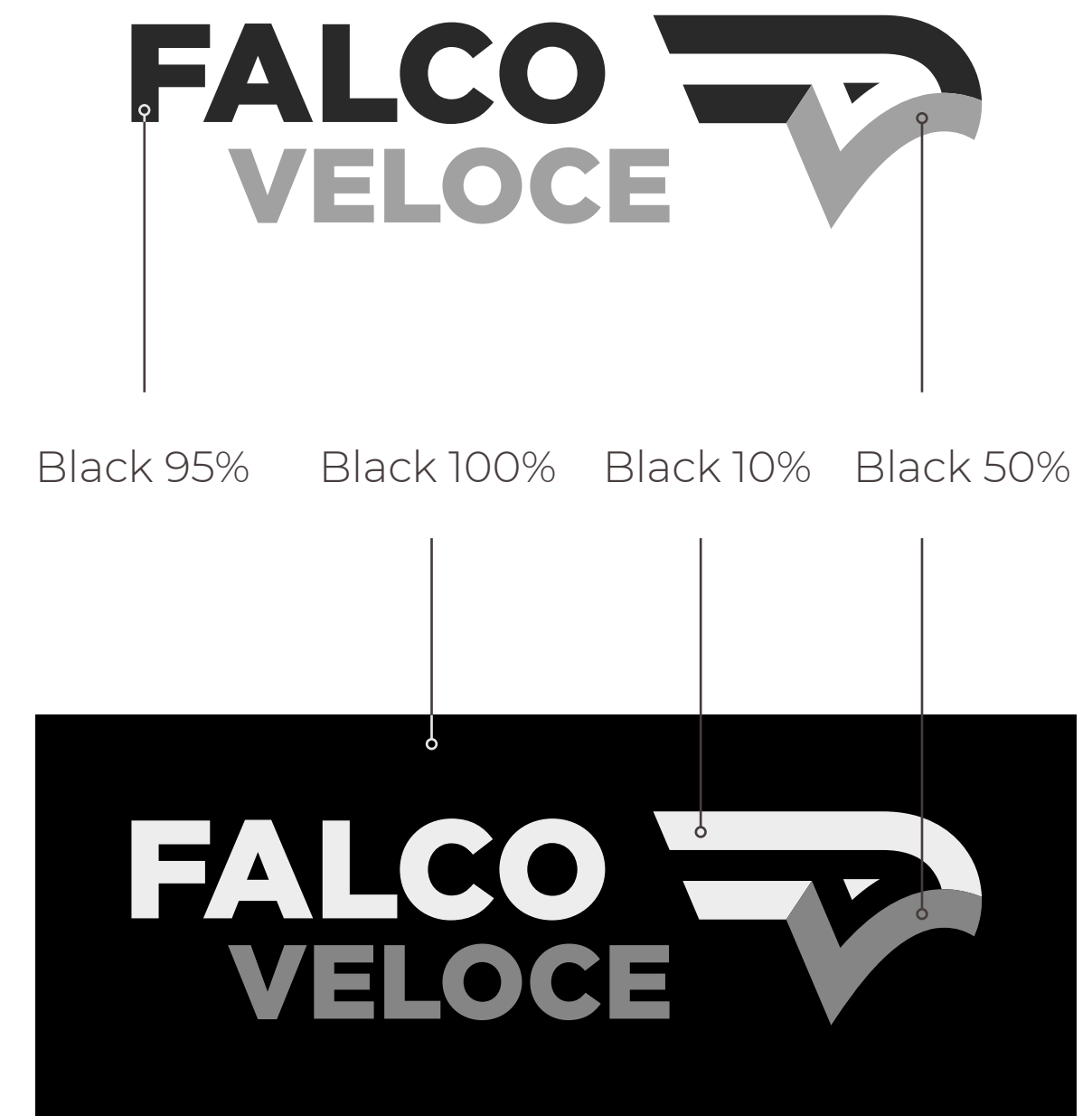
In addition to the classic color scheme, the logo may be displayed on a background or a field in company colors, as long as the margin is retained.





## 8 Logo | monochrome versions

If the use of colors is prohibited, or if it presents practical problems, then the black and white versions of the logos must be used.





## 9 Colors | main color scheme

The company color scheme is based on three natural tones which are present in the falcon's feathering.

All materials bearing the Falco Veloce logo should be created using these colors alone.



Colors

|

in details

RGB 70 60 60  
CMYK 50 50 45 65  
Web 403A3B  
Pantone 440C  
ORACAL 081

190 160 105 RGB  
20 30 60 15 CMYK  
BEA069 Web  
465C Pantone  
800 ORACAL

RGB 230 230 230  
CMYK 8 7 6 0  
Web E2E1E3  
Pantone Cool Gray 1 C  
ORACAL 072

# Fonts

basic Latin font

The main font used for the brand is the Monserrat font. All 18 font styles from Thin to Black, including the italic styles, may be used, depending on the layout style required.

Thin	0123456789@!#\$%&() abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Regular	0123456789@!#\$%&() abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Bold	<b>0123456789@!#\$%&amp;()</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>
Black	<b>0123456789@!#\$%&amp;()</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>

# Fonts

alternative Latin font

- The Century Gothic may only be used for documents if the main font cannot be used (newsletters, websites etc.).
- ✗ This font **may not be used** for marketing materials!

Regular

0123456789@!#\$%&()  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

**0123456789@!#\$%&()**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

# Fonts

basic Arabic font

The Segoe UI font is recommended as the main font for marketing materials in Arabic.

0123456789@!#\$%&()  
أبكد يفغيكلمنوبكرستوفوكسيز

Semilight

0123456789@!#\$%&()  
أبكد يفغيكلمنوبكرستوفوكسيز

Regular

**0123456789@!#\$%&()  
أبكد يفغيكلمنوبكرستوفوكسيز**

**Bold**

# Fonts

alternative Arabic font

Arial Arabic font should be used for technical documentation and if it is impossible to use the main font, Segoe UI. For example, on the Internet or when creating presentations.

0123456789@!#\$%&()

أبكد يفغ يكلمنوبكرستوفوكسيز

Regular

**0123456789@!#\$%&()**

**أبكد يفغ يكلمنوبكرستوفوكسيز**

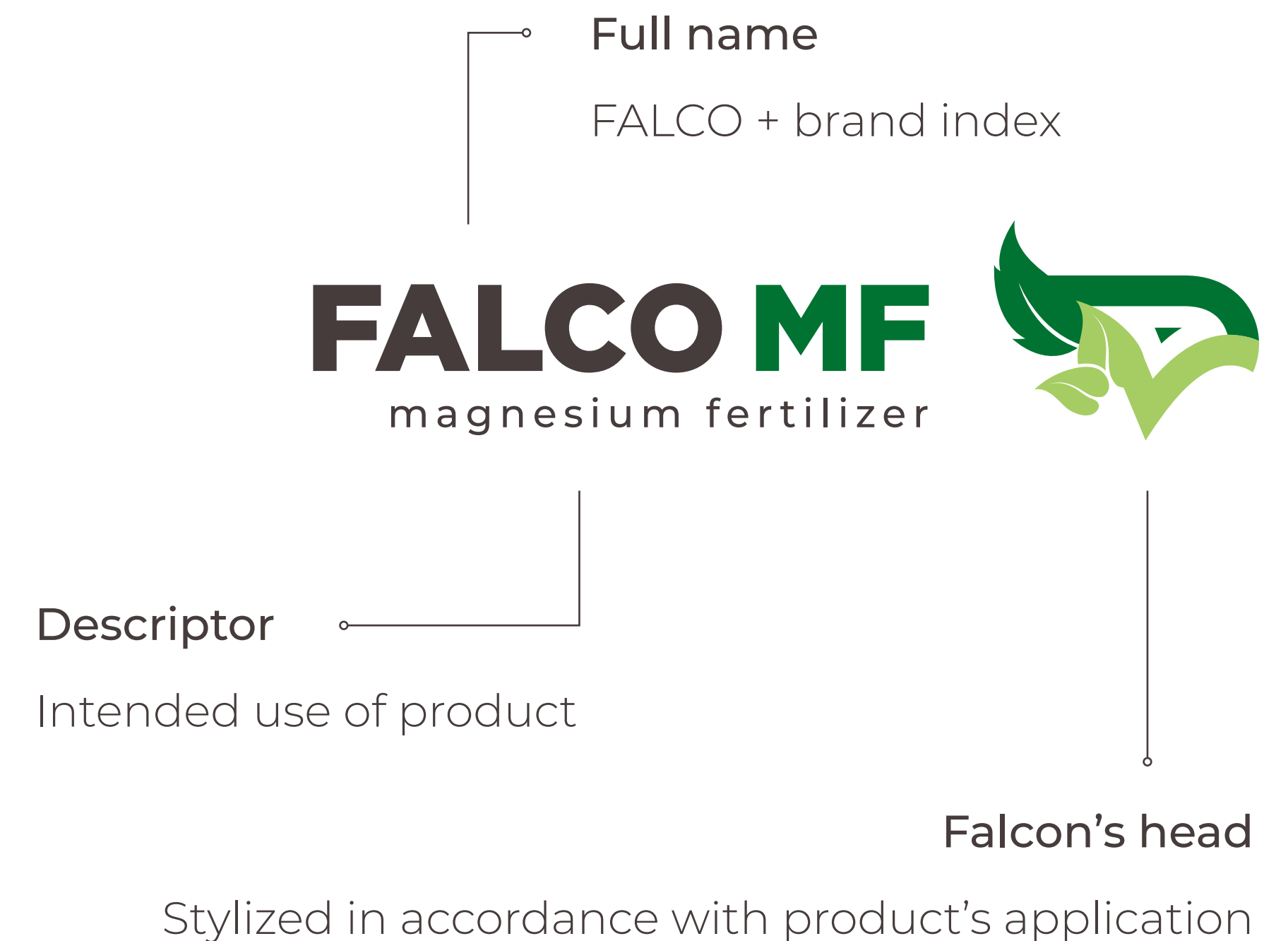
**Bold**

# Trademarks

logo structure

To make the Falco Veloce brand more recognizable, a visual identification system has been created.

Each logo has its own color scheme and the whole range has a single structure, consisting of a unique product name, a descriptor, and a version of the falcon head logo stylized in accordance with the product's intended use.






# Trademarks

Falco FR



						
RGB	235	30	35	250	170	50
CMYK	0	100	100	0	0	35
Web	E3000B			F9B11E		
Pantone	2347 C			1235 C		
ORACAL	032			019		

# Trademarks

Falco WA




RGB	0 115 190	105 180 227
CMYK	100 50 0 0	55 15 0 0
Web	0068B4	69B3E3
Pantone	300 C	299 C
ORACAL	052	056

# Trademarks

Falco MF



						
RGB	0	115	50	165	205	100
CMYK	85	10	100	35	40	0 80 0
Web	007127	AECC52				
Pantone	349 C	368 C				
ORACAL	613	063				

# Trademarks

Falco AC



	<div></div>					
RGB	0	50	20	250	170	50
CMYK	80	30	80	80	0	35 90 0
Web	003214			F9B11E		
Pantone	5535 C			1235 C		
ORACAL	060			019		

# Trademarks

Falco FA



RGB	65 15 5	175 100 75
CMYK	25 80 75 80	15 60 70 20
Web	431405	B66444
Pantone	7631 C	7585 C
ORACAL	800	083

## 21 Trademarks | margin

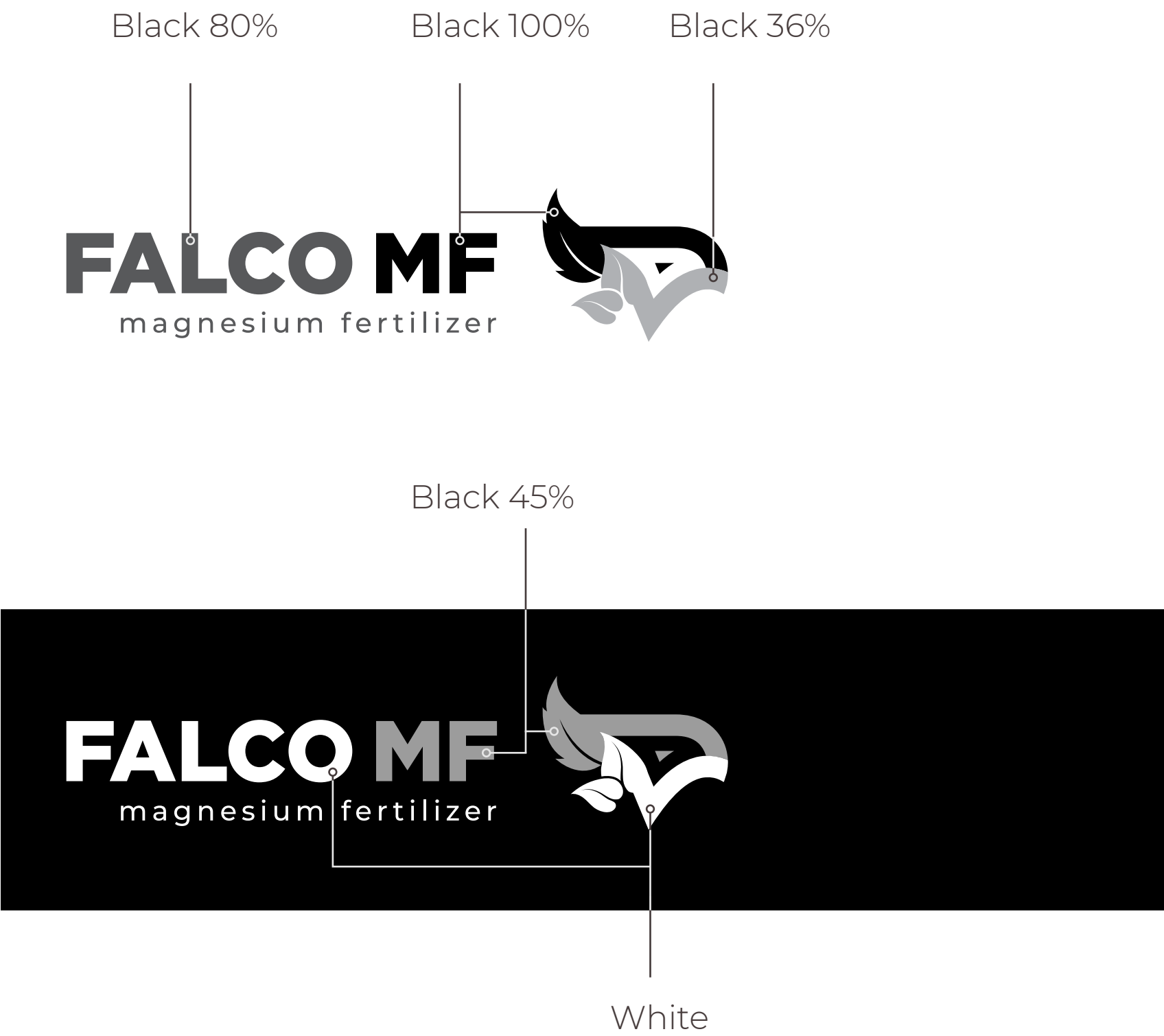
As with the company logo, the width of the product logo margins are based on the height of the letter F.



# Trademarks

black and white logos

For convenience, when working with black and white documents, marketing products and packaging, the monochrome versions of the logos may be used.

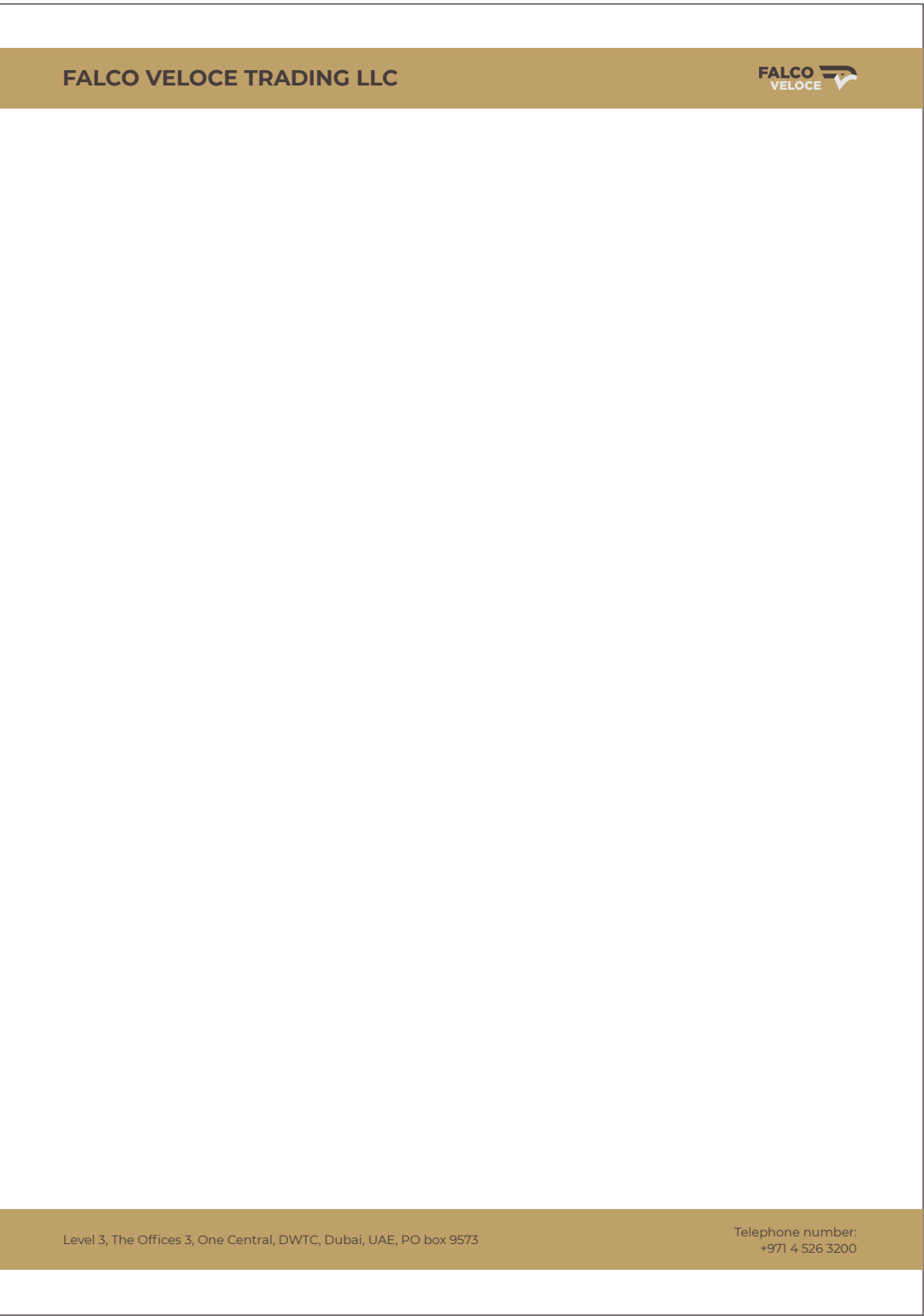
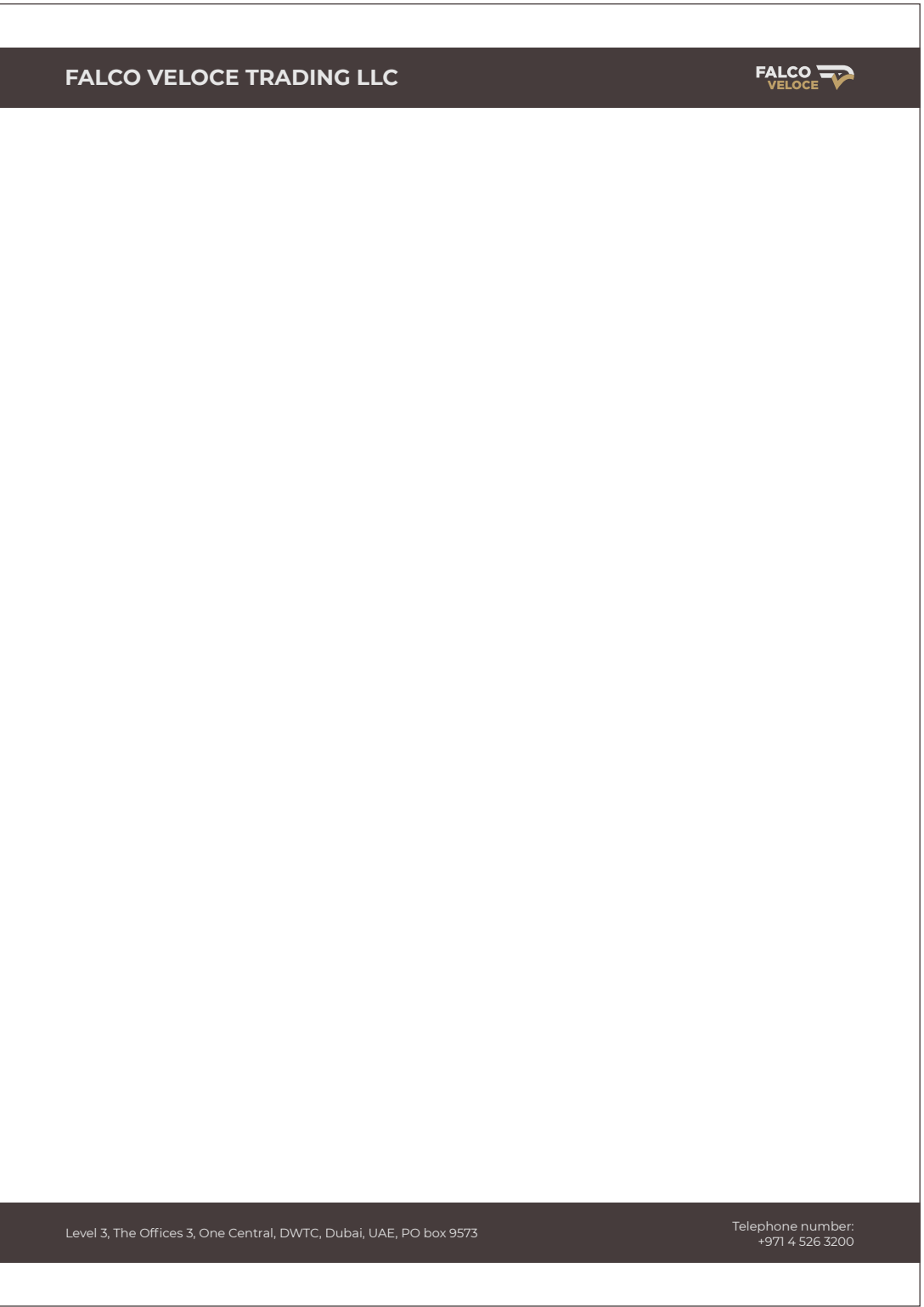


Documents

| letterheads

Falco Veloce business documents must be prepared on the company letterhead, which must bear the company name, logo and contact details. The choice of color schemes used on the letterheads **does not matter** and is purely a matter of stylistic preference.

**The content** should be in either the company’s main or the alternative font.





# Packaging

criteria for layouts

Where possible, product packaging should be printed in the colors of the relevant trademark. The use of the relevant logo and the inclusion of the text in both languages (English and Arabic) **are mandatory**.





# Contacts

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