

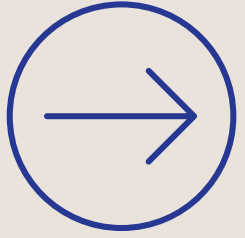
Brand Guideline By Embark Digital

Brand Guidelines for Filament



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Filament

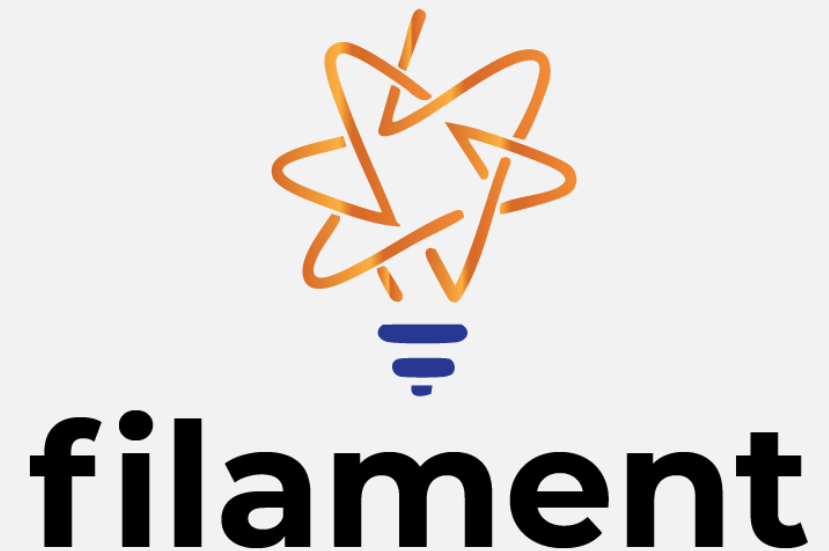
01 About

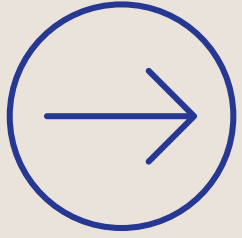


About Filament

The Brand Guidelines for Represent Your Brand

These brand guidelines are a reflection of who we are at **Filament** — a brand rooted in purpose, driven by innovation, and dedicated to personal and professional transformation. They exist to ensure clarity and consistency across every visual and verbal expression of our identity. From logo usage to tone of voice, every element has been carefully designed to communicate our mission: igniting productivity, one person at a time.





Filament

02 Brand Logo



Brand Logo

Brand Logo Description

The Filament logo blends a stylized filament in warm orange gradients with a grounded blue base, symbolizing the spark of innovation and the strength of structure. It reflects our mission of igniting productivity transformation through personal growth, combining creativity, clarity, and purpose — one empowered individual at a time.

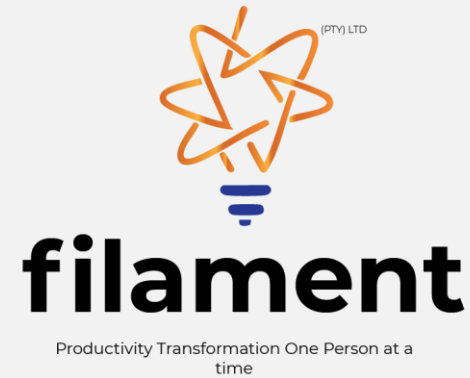


Logo Color Variant

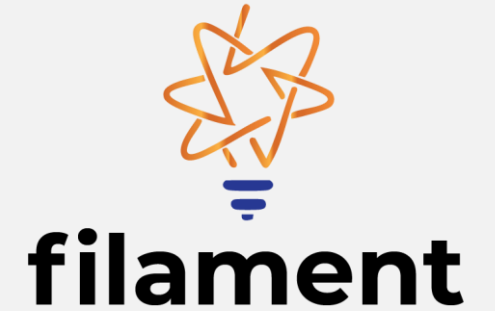
- Logo with Slogan and PTY LTD
- Logo with just Slogan
- Logo in Black and White
- Logo Image

This serves to show different variations of the logo

01



02



03



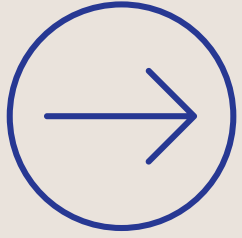
04



Brand Icons

Lorem ipsum dolor sit amet, consectetur adipiscing elit pellente scelerisque malesuada libero a pellens morbi orci dui, fermel eget lectus ornare, viverra dignissim risus. Donec lacinia neque non velit dictum.

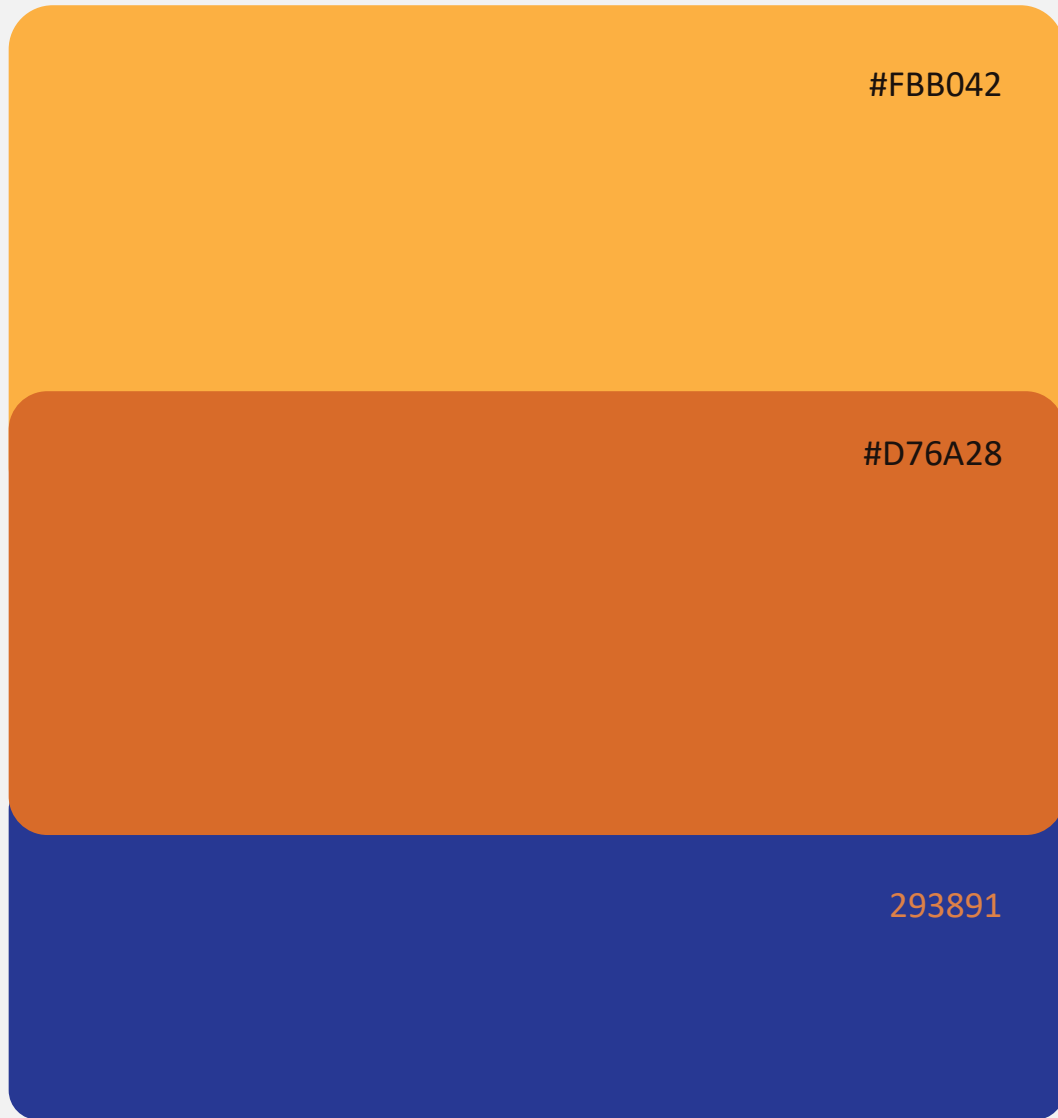




Filament

03 Brand Colour





Logo Color Palette

Primary Color

Energy, creativity, optimism, transformation

Secondary Color

Trust, intelligence, professionalism, calm