

Falcon Plant Resources

Visual Identity Design

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Objective

The present project is carried out with the intention of providing a graphic brand that identifies the Maintenance Services for Refineries and Gas Plants company:

Falcon Plan Resources

The visual identity aims to reflect an industrial, modern, solid, and strong personality, in line with the target market.



Name

For the logotype, a sans-serif, bold typeface is chosen with the intention of providing solidity and firmness to the name, reinforcing the industrial personality of the company. The extended font emphasizes the movement of the symbol, just like the feather-shaped extension of the upper arm of the letter 'F'; this distinctive trait, apart from being a memorable element, maintains visual coherence between the symbol and the name.

The word 'Falcon' is given greater hierarchy, allowing the company to be phonetically identified with this shortened version of the name. 'Plant resources' is presented as a descriptor of the activity they engage in, with less weight. This approach even allows for the continued use of the brand, perhaps with other descriptors, if the company expands or encompasses new services



Symbol

The design of the symbol takes inspiration from the client's suggestions, incorporating the silhouette of a falcon and an oil drop. The falcon is chosen as it is representative of certain institutions in the city where the company is located, while the oil drop establishes a direct association with the industry targeted by their services.

The diagonal lines that shape the elements of the falcon, such as the feathers, wing, and the silhouette of the head, give dynamism to the composition of the symbol. This movement can represent values such as vigor, energy, or the company's attitude to stay active, working, and moving forward.



Colors

Corporate colors are chosen at the client's request, which are appropriate and allow for differentiation from some local competitors who use blue or yellow.

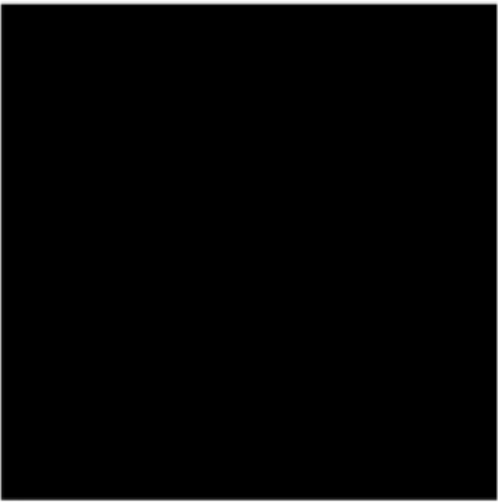
The black oil drop maintains the association with petroleum, while the red color breaks the monotony of black and white, providing energy, strength, and adding visual appeal to the identity elements.

Gray is added as a complementary option and can be used to accompany the primary colors as needed, providing variations, contrast, secondary elements, etc.



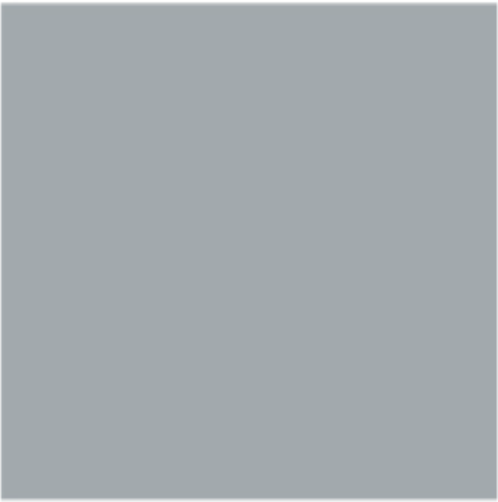
RED

PANTONE 7621 C
CMYK 21, 100, 95, 13
RGB 177, 31, 41
HEX B01F28



PURE BLACK

CMYK 0 0 0 100
RGB 0 0 0
HEX 000000



GRAY

PANTONE 429 C
CMYK 38, 27, 27, 0
RGB 162, 169, 173
HEX A2A9AD



Vertical Lockup.
Symbol, wordmark and tagline.



FALCON
PLANT RESOURCES

Horizontal Lockup.
Symbol, wordmark and tagline.



Positive



Negative

Color Variations



White Background
2 colors: Red and Black



Red Background
2 colors: Black and White



Black Background
2 colors: Red and White

Logo Variations



Standalone Logomark and Tagline



Standalone Symbol (Logomark)



Lockup with Symbol,
Initials, and Full Name.











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