



# FLARE LIGHTING

## Brand Guidelines

[www.flare-lighting.com](http://www.flare-lighting.com)



# Brand Guidelines

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## The design guidelines

These guidelines describe both visual and verbal elements that represent **Flare Lighting's** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Flare Lighting's** commitment to quality, consistency and style.

The **Flare Lighting** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Flare Lighting** name and marks.

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# CORPORATE LOGO SYSTEM



## The Logo Clearspace And Minimum Sizes

### Definition

- Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



### Minimum Logo Sizes

#### Full Logo

Minimum Size: 30mm x 9.4 mm



#### Logo Symbol

Minimum Size: 10 mm x 10.1 mm



#### Word Flare Only

Minimum Size: 20 mm x 3.8 mm





## 1.4 | The Logo Color Versions

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### Our brand mark in mono colors

- In many cases, we have to use our logo in black & white, as a negative space, engraved or in grey scale.

You can also use the logo in mono colour of the primary Teal black of Flare Lighting.



## 1.5 | The Logo Misuses



Do not distort the logo mark



Do not rearrange the wordmark



Do not change the symbol size seperately



Do not rotate the symbol



Do not alter the logo type style



Do not change logo colors



Do not add any effects to the logo



Do not change the size of logo slogan



Do not use the logo on photo directly



# 02

## Section 2 Corporate Colour System

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Colour plays an important role in the Flare Lighting corporate identity program. The colours below are recommendations for various media. A palette of primary colours has been developed, which comprise the “one voice” colour scheme. Consistent use of these colours will contribute to the cohesive and harmonious look of the Flare Lighting brand identity across all relevant media. Check with your designer or printer when using the corporate colours that they will always be consistent.

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### 2.1 | Primary Colour System

### 2.2 | Secondary Colour System

# CORPORATE COLOUR SYSTEM





## 2.1 | Primary Colour System

### Explanation:

Flare Lighting Company has two official colours: Orange and Dark Teal. These colours have become a recognizable identifier for the company.

### Usage:

Use them as the dominant colour palette for all internal and external visual presentations of the company.



Primary Colour  
Orange

-

### Colour Codes

CMYK : C 00 M 65 Y 100 K 00  
Pantone : 158 C  
RGB : R 238 G 114 B 3  
Web : # ed7102

### Usage:

Do not use the dark teal color on orange background unless upon Flare marketing agency approvals

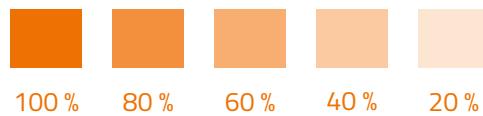


Primary Colour  
Dark Teal

-

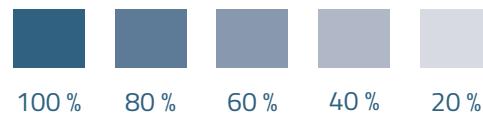
### Colour Codes

CMYK : C 85 M 55 Y 35 K 10  
Pantone : 7966 C  
RGB : R 49 G 97 B 128  
Web : # 31617f



Colour Tones

100 % 80 % 60 % 40 % 20 %



Colour Tones

100 % 80 % 60 % 40 % 20 %



The Gradient



The Gradient

## 2.2 | Secondary Colour System

### Explanation:

The Secondary colours are complementary to our official colours, but are not recognizable identifiers for our company. Secondary colours should be used sparingly (less than 10% of the palette in one piece).

### Usage:

Use them to accent and support the primary colour palette.



### Tones

#### Colour Codes

CMYK : C 10 M 00 Y 00 K 40

Pantone : 7543 C

RGB : R 164 G 172 B 177

Web : #a4acb1



### Tones

#### Colour Codes

CMYK : C 00 M 70 Y 70 K 00

Pantone : 7416 C

RGB : R 237 G 105 B 75

Web : #ec694a



### Tones

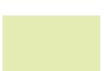
#### Colour Codes

CMYK : C 00 M 10 Y 80 K 00

Pantone : 114 C

RGB : R 255 G 223 B 16

Web : #ffcb05



### Tones

#### Colour Codes

CMYK : C 35 M 00 Y 85 K 00

Pantone : 584 C

RGB : R187 G209 B 67

Web : #bbd043



### Tones

#### Colour Codes

CMYK : C 60 M 20 Y 00 K 00

Pantone : 284 C

RGB : R 105 G 172 B 223

Web : #69abde

# 03

## Section 3 Corporate Typography

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Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Flare Lighting's communications.

We have selected Cairo typeface, which helps inject energy and enthusiasm into the entire Flare Lighting's communications.

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### 3.1 | English Corporate Typeface

### 3.2 | Arabic Corporate Typeface

# CORPORATE TYPOGRAPHY



## 3.1 | English Corporate Typeface

### The Font

Flare Lighting brand has English typeface which allows representing our messages from the enthusiastic to the practical understanding.

The careful use of typography reinforces our brand personality to valued customers.

# CAIRO

English  
Corporate  
Typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Extra-  
Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Black

# 0 1 2 3 4 5 6 7 8 9

Figures

! " § \$ % & / ( ) = ? ` ; : i " ¶ ¢ [ ] | { } ≠ ï ' Special  
<< ∑ € ® † Ω “ / ø π ■ ± ‘ æ œ @ Δ ° ª © f ∂ . å ¥ ≈ ç Characters

## 3.2 | Arabic Corporate Typeface

### The Font

Flare Lighting brand has Arabic typeface which allows representing our messages from the enthusiastic to the practical understanding.

The careful use of typography reinforces our brand personality to valued customers.

# CAIRO

Arabic  
Corporate  
Typeface

أ ب ت ث ج ح د ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن د و ي ل ئ

Light

أ ب ت ث ج ح د ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن د و ي ل ئ

**Bold**

أ ب ت ث ج ح د ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن د و ي ل ئ

Regular

أ ب ت ث ج ح د ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن د و ي ل ئ

**Black**

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Figures

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Special  
Characters



# 04

## Section 4 Corporate Images

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Corporate Images are responsible for transferring the values of Flare Lighting's to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Flare Lighting use various corporate advertising techniques to enhance their public image to improve their desirability as a supplier, employer, customer, borrower, partner, etc. The following guidelines are a must to follow by all photographers that might be commissioned to work with Flare lighting.

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### 4.1 | Dark Images

### 4.2 | Light Images

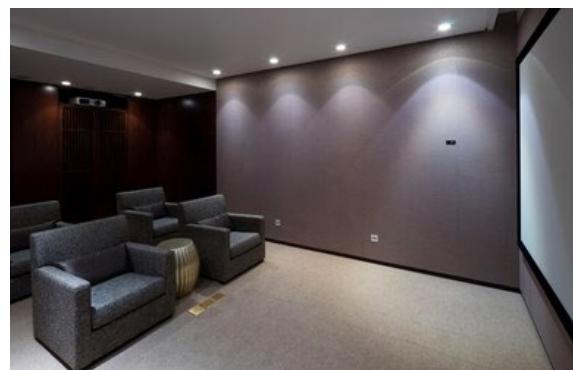
# CORPORATE IMAGES





## 4.1 | Dark Images

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### The Flare Lighting Corporate Image Dark Images:

#### Requirements:

- desaturate colours
- high contrast
- sharp images
- minimalist look
- modern and businesslike

## 4.1 | Light Images



### The Flare Lighting Corporate Image Light Images:

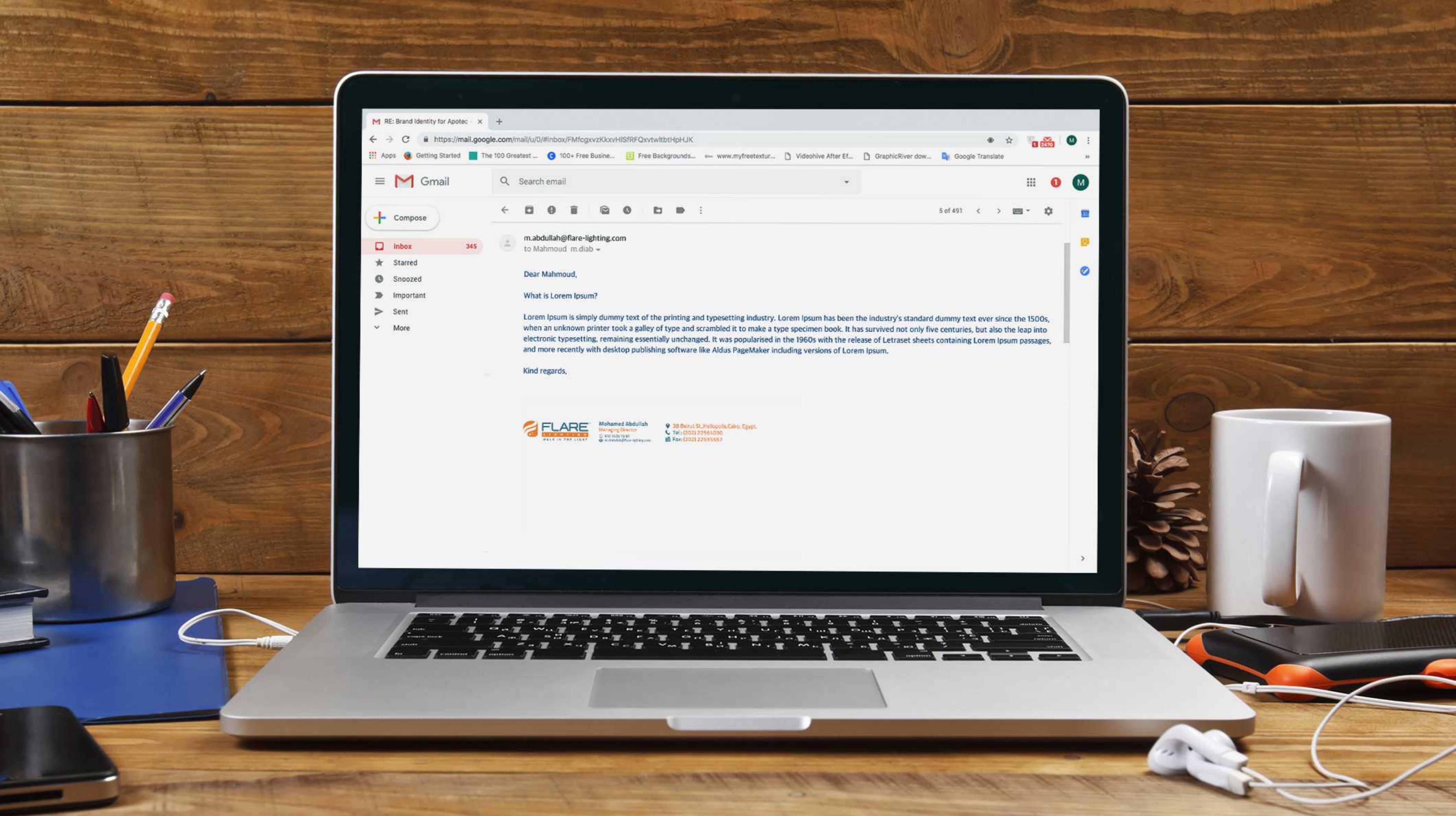
-

#### Requirements:

- desaturate colours
- high contrast
- sharp images
- minimalist look
- modern and businesslike



Email Signature



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Fax: (202) 22595557

# Presentation Template



# HEADLINE GOES HERE

Sub headline Goes Here



# HEADLINE GOES HERE

Sub headline Goes Here



# HEAD LINE GOES HERE

Subhead line Goes here



# HEAD LINE GOES HERE

Sub head line goes here

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,

when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

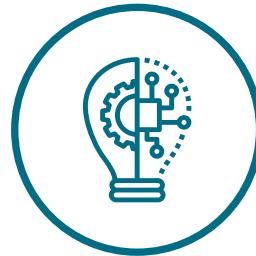
# HEAD LINE GOES HERE

Sub head line goes here



Sub head line goes here

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,



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# **HEAD LINE GOES HERE**

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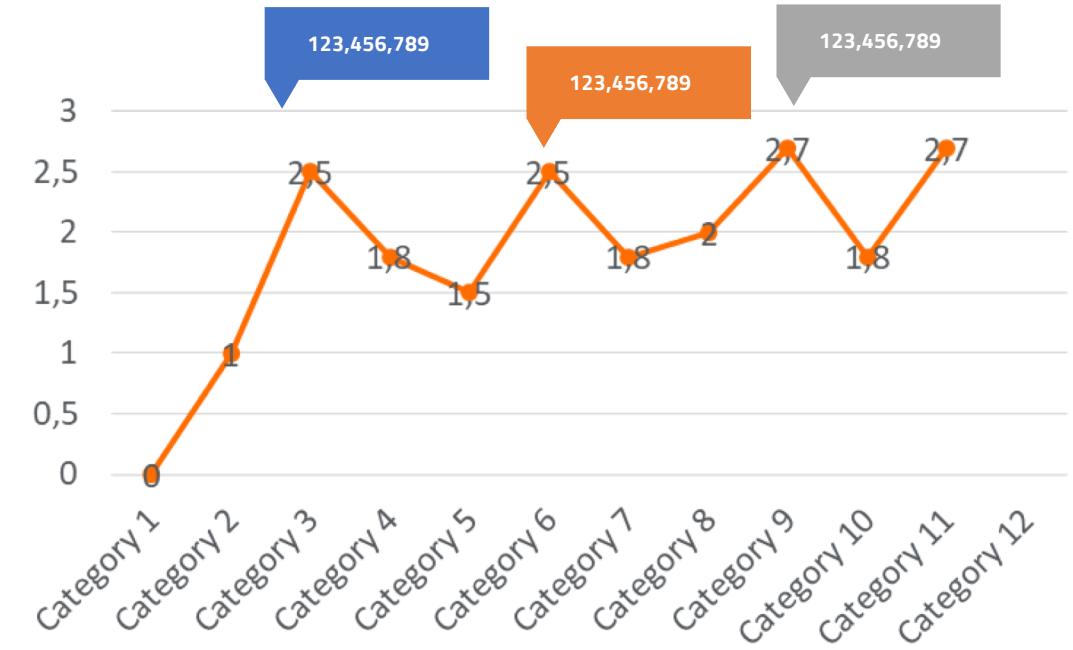
# HEAD LINE GOES HERE

| ITEMS             | June               | July               | August             | September          |
|-------------------|--------------------|--------------------|--------------------|--------------------|
| Mobile Apps       | \$125,980          | \$125,980          | \$125,980          | \$125,980          |
| Brochure          | \$125,980          | \$125,980          | \$125,980          | \$125,980          |
| Website Design    | \$125,980          | \$125,980          | \$125,980          | \$125,980          |
| UI/UX             | \$125,980          | \$125,980          | \$125,980          | \$125,980          |
| Augmented Reality | \$125,980          | \$125,980          | \$125,980          | \$125,980          |
| Presentation      | \$125,980          | \$125,980          | \$125,980          | \$125,980          |
| Proposal          | \$125,980          | \$125,980          | \$125,980          | \$125,980          |
| <b>Amount</b>     | <b>\$3,125,980</b> | <b>\$3,125,980</b> | <b>\$3,125,980</b> | <b>\$3,125,980</b> |

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**THANK YOU**

