



FLARE LIGHTING

Brand Guidelines

www.flare-lighting.com



Brand Guidelines

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.

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

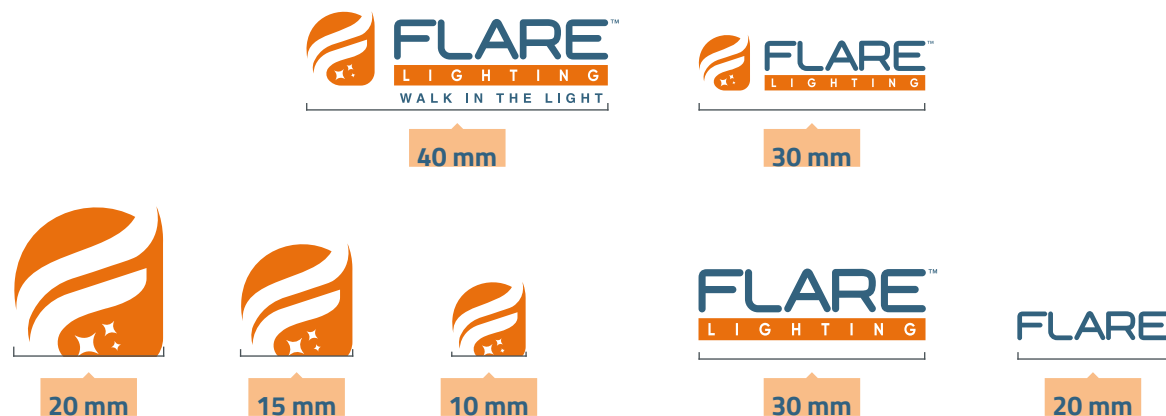
Minimum Size: 30mm x 9.4 mm

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

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 separately



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

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.

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.

Usage:

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



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



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



100 % 80 % 60 % 40 % 20 %

Colour Tones



100 % 80 % 60 % 40 % 20 %

Colour Tones



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 : # ffc005
		Tones	Colour Codes	CMYK : C 35 M 00 Y 85 K 00 Pantone : 584 C	RGB : R 187 G 209 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

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.

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra-
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black

0 1 2 3 4 5 6 7 8 9

Figures

! " § \$ % & / () = ? ` ; : ; " ¶ ¢ [] | { } ≠ ¿ ' « » € ® † Ω ⁂ / ø π ■ ± ' æ œ @ Δ ° ª © f ð å ¥ ≈ ¸ Special 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 خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي لا ئ	Light	أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي لا ئ	Bold
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي لا ئ	Regular	أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي لا ئ	Black
. ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩		Figures	
() ء ؤ ° م = - ' - ؟ { }		Special Characters	



04

Section 4 Corporate Images

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.

4.1 | Dark Images

4.2 | Light Images

CORPORATE IMAGES



4.1 | Dark Images

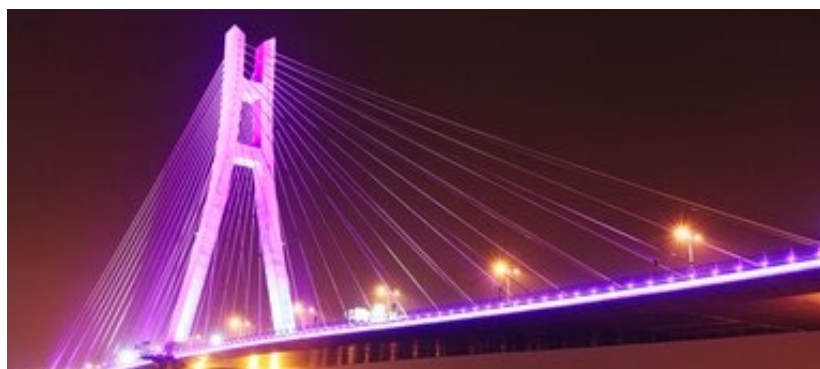
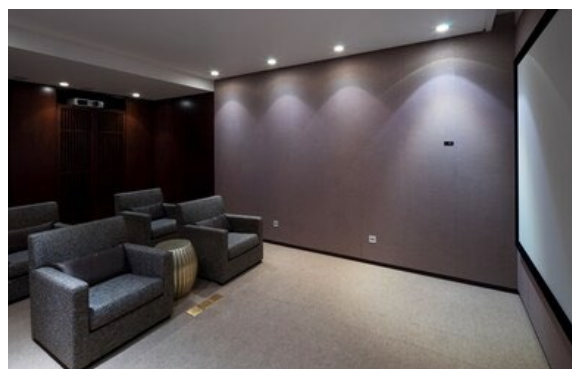


The Flare Lighting Corporate Image Dark Images:

-

Requirements:

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



4.1 | Light Images



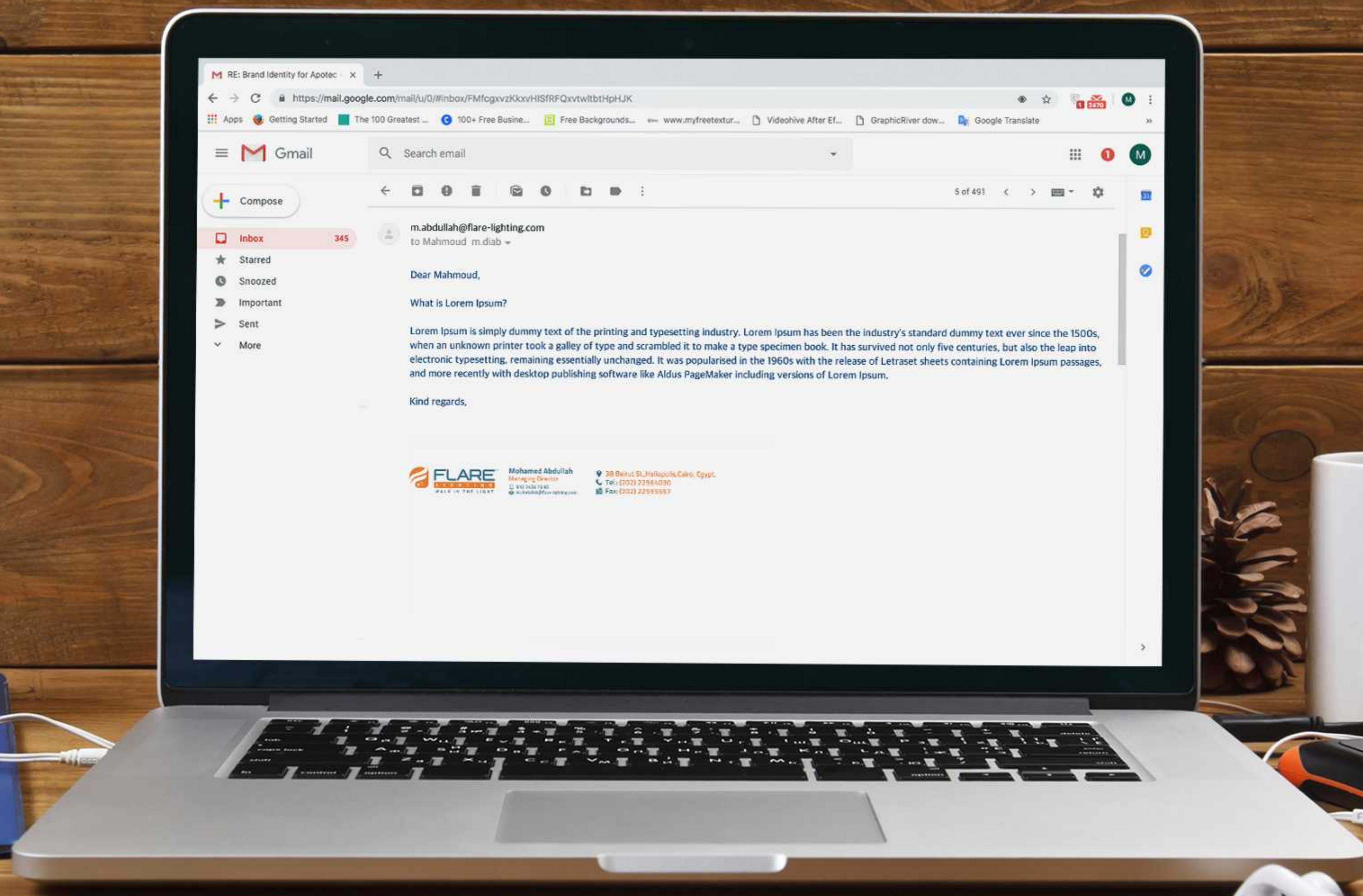
The Flare Lighting Corporate Image Light Images:

Requirements:

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



Email Signature



Mohamed Abdullah
Managing Director
012 3456 78 90
m.abdullah@flare-lighting.com

38 Beirut St., Heliopolis, Cairo, Egypt.
Tel.: (202) 22564030
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.

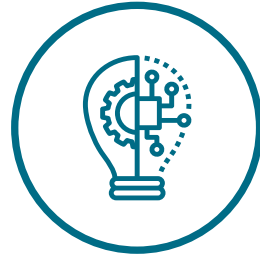
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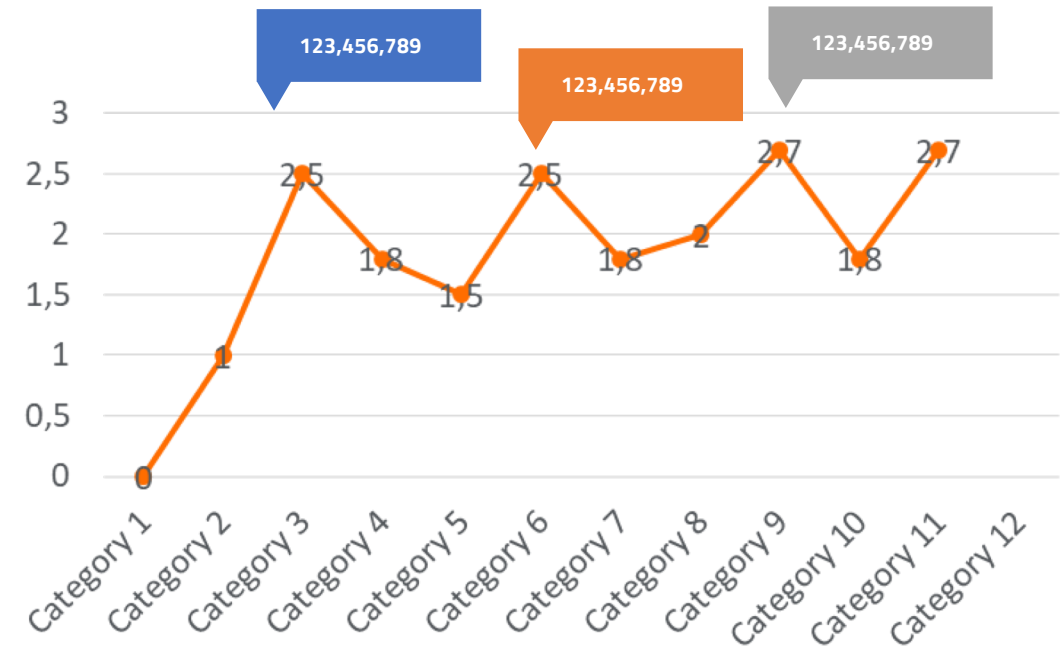
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ITEMS	June	July	August	September
Mobile Apps	\$125,980	\$125,980	\$125,980	\$125,980
Brochure	\$125,980	\$125,980	\$125,980	\$125,980
Website Design	\$125,980	\$125,980	\$125,980	\$125,980
UI/UX	\$125,980	\$125,980	\$125,980	\$125,980
Augmented Reality	\$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
Amount	\$3,125,980	\$3,125,980	\$3,125,980	\$3,125,980

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THANK YOU

