



Brand Elements:

Element	Details
Brand Name	Fischer
Logo	Black and dark grey for background primarily, white for text along with yellow to highlight keywords, red for major highlighting text in few pages for highlighting
Tagline	-
Packaging	Varies according to the product type, for future packaging will be shifted towards black and dark greys aligned with brand colour palette, with minimalistic text and clear product pictures
Language	Multilingual (primarily English), urdu only for billboards
Font	Poppins (18 styles will be used for headings, text, and captions)

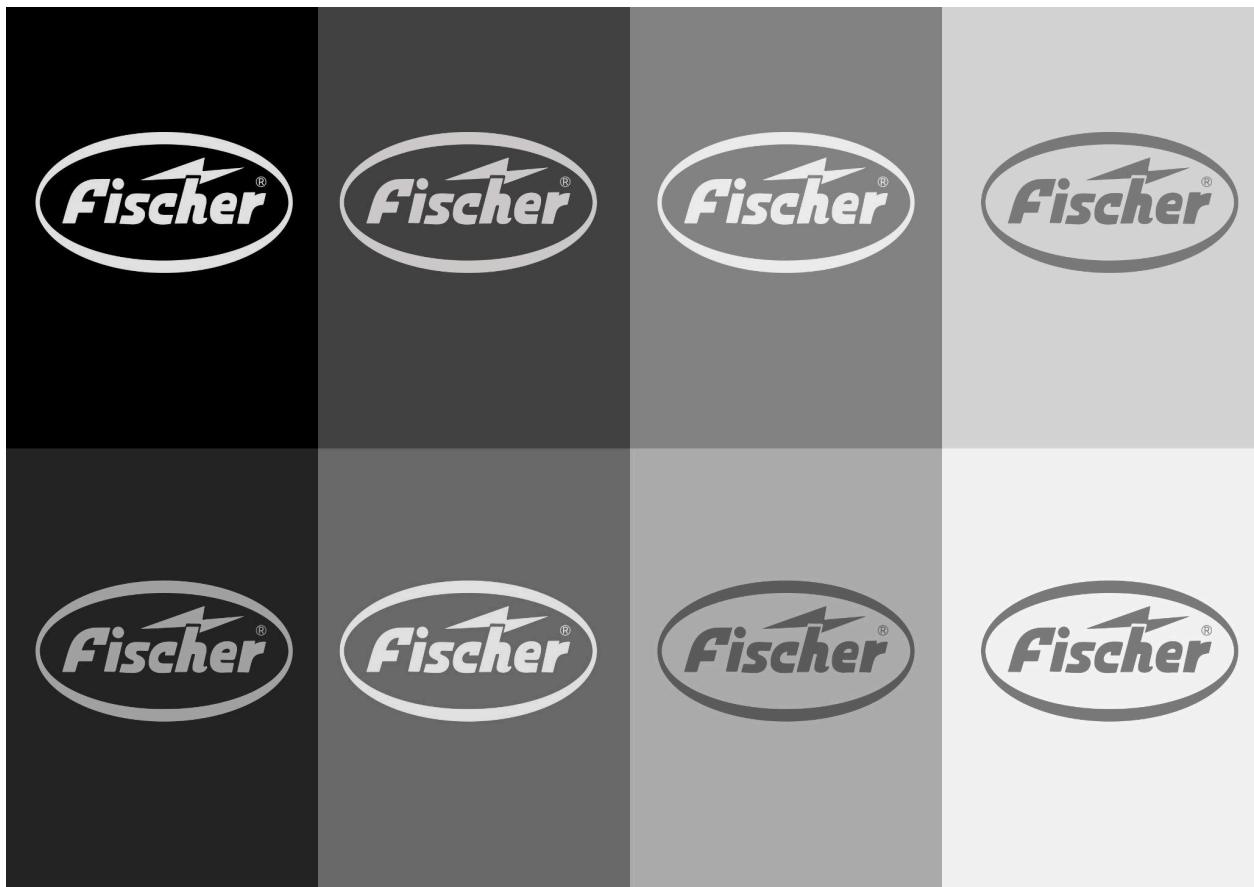
Logo:

The company's logo features the word "Fischer" in **white-greyish** letters set against a **white oval** background with a small registered trademark sign. This design is consistently displayed across all product packaging, and social media posts (where necessary) ensuring immediate brand recognition.

Logo Colours:

The template attached below is for reference to logo colour variation in **white and greyish** tones complimenting the backgrounds (**Black and greys**) (#313131 and #8e8e8e). The brand will strictly adhere to the colour palettes (Black, Greys, white) and (Yellow and red) for text only wherever necessary, to keep a sleek and minimal look. Second reference picture also shows **Yellow colour (#f4b42c)**

contrasting the different background colours. This shade can be slightly adjusted according to the background.



yello color code: #f4b42c



#313131

#8e8e8e

Logo Placement:

The template attached below shows the logo placement at the '**Top Right corner**' which will be consistently placed in the exact same position wherever necessary. Placement of website URL/tag will be **at the centre (down)**.

logo

website

Brand portfolio:

1. Fischer Water Coolers
2. Fischer Geysers and Heaters
3. Fischer Water Dispensers
4. Fischer Cooking Ranges
5. Fischer Built-in Hobs and Hoods
6. Fischer 2 in 1 Blenders
7. Fischer 3 in 1 Blenders
8. Fischer Iron
9. Fischer Oven Toaster (countertop)

Sr.	Model	Pictures
1	FKH-T90-05S	
2	FKH-H90-06S	
3	FKH-T90-03IN	
4	FKH-S90-02IN	
5	FKH-T90-04SC	

Sr.	Model	Pictures
1	FBH-SS76-3EPS	
2	FBH-SS84-3SBF	
3	FBH-SS76-3CB	
4	FBH-G78-3CB (MATT)	
5	FBH-G78-3CB	

Sr.	Model	Pictures
1	15G	
2	25G	
3	35G	

Sr.	Model	Pictures
1	15G	
2	25G	
3	35G	
4	55G	

Sr.	Electric water Heater	
1	F-30	
2	F-40	
3	F-50	
4	F-60	

Sr.	Model	Pictures
1	FE-10 (ICS)	
2	FE-15 (ICS)	
3	FE-30 (ICS)	

Electric Water Cooler

Sr.	Model	Pictures
1	FE 35 SS	
2	FE 45 SS	
3	FE 65 SS	

Fountain Type Electric Water Cooler

1	FFT-45-SS	
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Water Dispenser

1	WD 1150	
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Iron and Blender

Model	Pictures
Fischer Iron	
Fischer 2 in 1 Blender	
Fischer 3 in 1 Blender	

Oven Toaster

Model	Picture
FOT-1901D	
FOT-2501C	

Air Fryer

Model	Picture
FAF-401WD	
FAF-601WD	
FAF-801WD	

Cooking Range



Marketing Channels:

Traditional Marketing:

Billboards

TVC

Digital/online Marketing:

Instagram official posts

Facebook official posts

Tiktok (in-future)

Youtube ads (in-future)

Influencer marketing

Ramzan product placement

