

N O O R  
F A R E S

## INTRODUCTION

- 1 VISUAL IDENTITY
  - 1.1 LOGOTYPE
  - 1.2 MONOGRAM
  - 1.3 FREEZONE
  - 1.4 GRID
  - 1.5 CRYSTAL FORMS
  - 1.6 LOGOTYPE / CRYSTAL FORMS INTERACTION
    - Interaction Examples
  - 1.7 TYPOGRAPHY
  - 1.8 COLOUR
    - Primary Palette
    - Secondary Palette
  - 1.9 APPENDIX OF FILES

## 2 APPLICATION

- 2.1 PRINT
  - Business Cards
  - Letterhead
  - Custom Envelopes
  - Address Label
  - Postcard
  - Compliment Slip
  - Custom Paperclip
  - Receipt
  - Authenticity / Care Card & Envelope
  - Custom Embossing Stamp
  - Catalogue
- 2.2 PACKAGING
  - Bags
  - Tissue Paper
  - Ribbon
  - Standard Box
  - Special Box
  - Small Box
- 2.3 SIGNAGE
  - Perspex Signs
- 2.4 DIGITAL
  - [www.noorfares.com](http://www.noorfares.com)
  - Social Media Assets

The Noor Fares visual identity explores the relationships between the rational and the spiritual, knowledge and belief, logic and intuition. By contrasting the rigidity of the grid with organic crystal-like forms, these tensions are explored and a truly unique identity, which reflects the themes and ideas of Noor's work, is created. This working document serves to outline the identity, it's components and provides examples of applications, both in print and on screen.

March  
2015

**NOOR FARES**  
Identity Guidelines v2.0

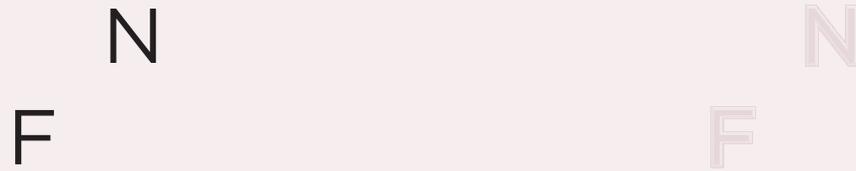
# 1 Visual Identity

N O O R  
F A R E S

This is the Noor Fares logotype.



A monogram is created by taking the initials from the logotype.



The monogram can be used on smaller applications where the logotype may be considered too large. The monogram can also be blind embossed using the custom stamp.

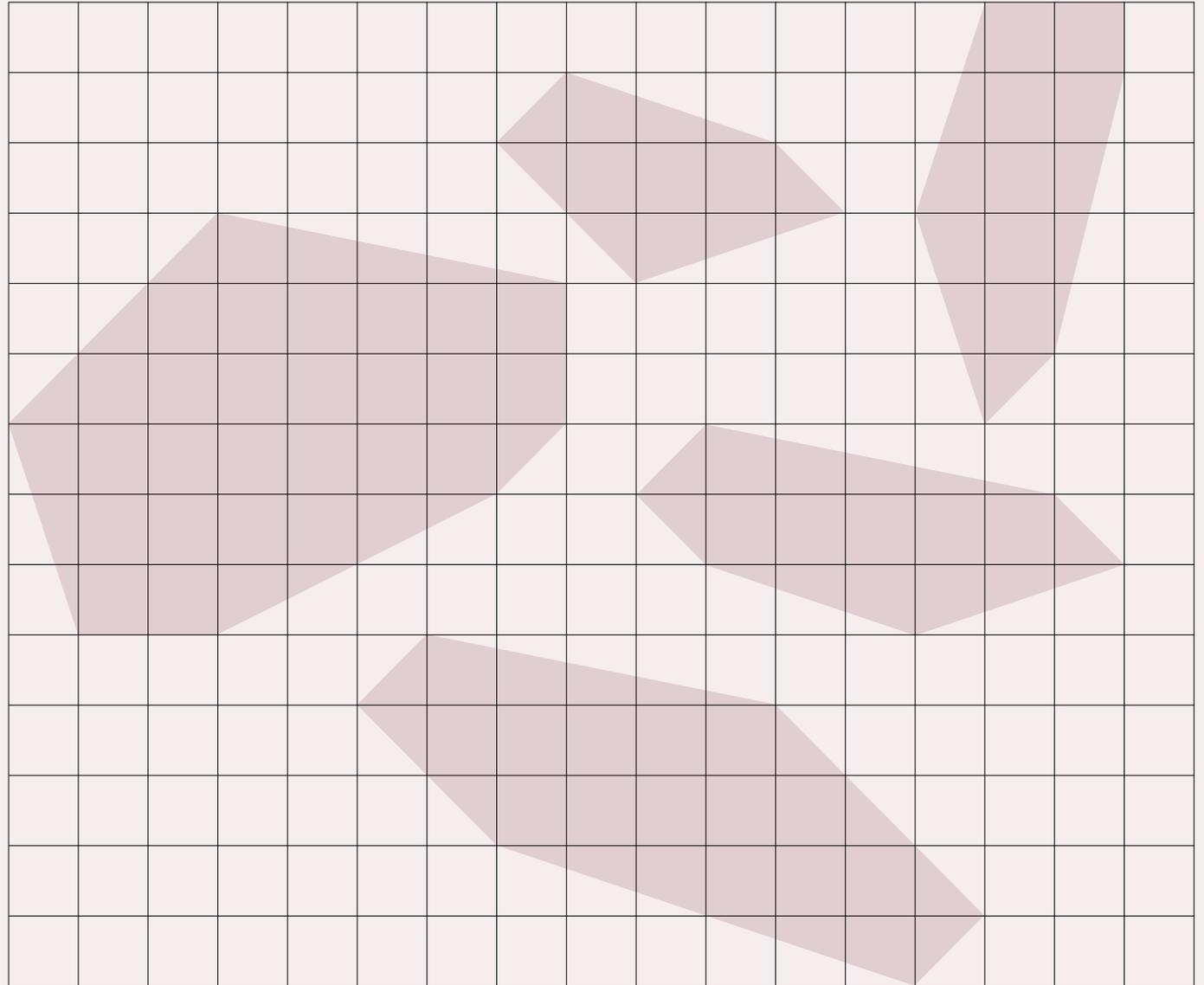


The minimum freezone around the logotype or monogram is equal to the height of the logotype or monogram itself. The freezone can be larger than the space illustrated but never smaller.

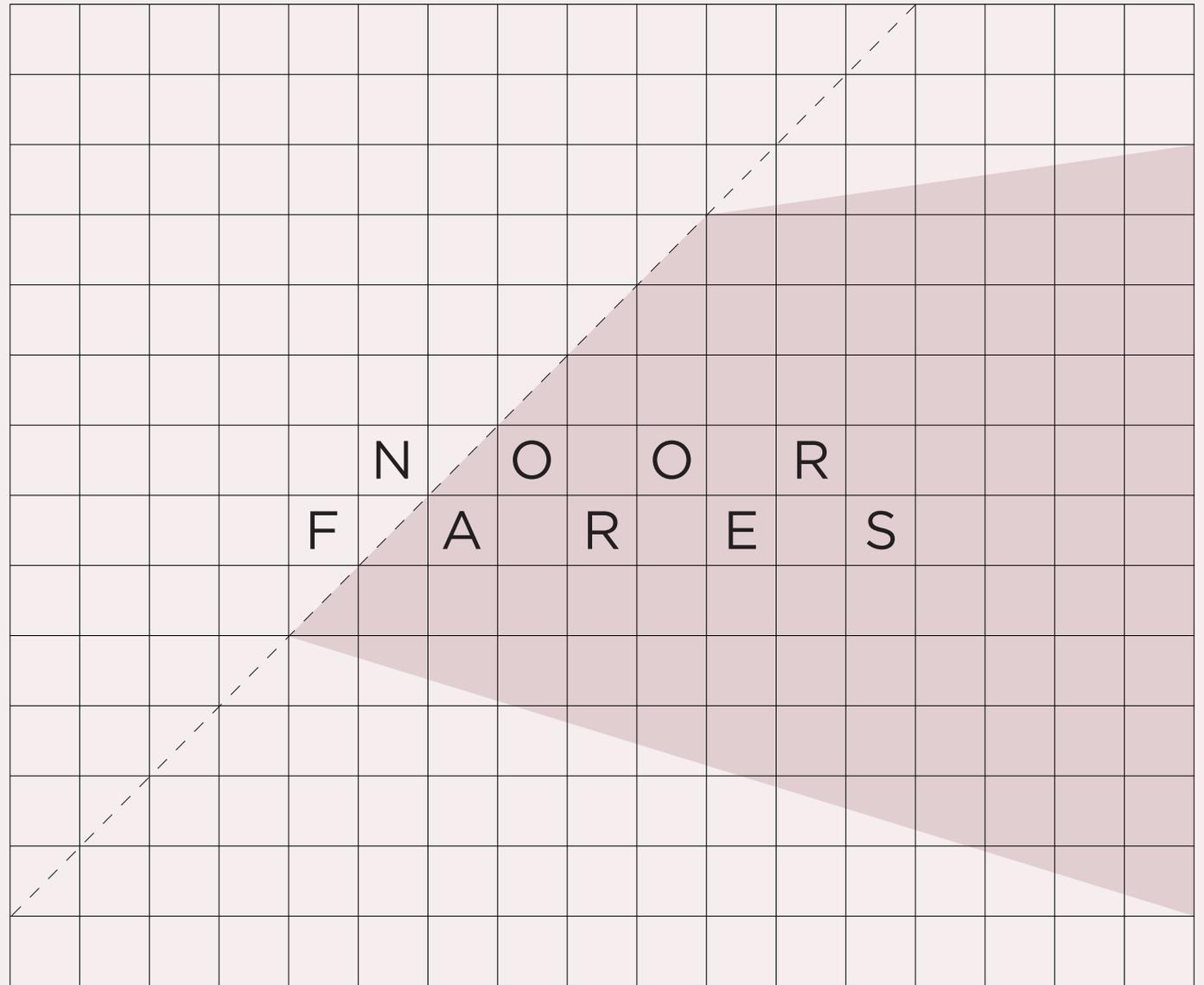


Crystal Forms are drawn from the intersecting points of the square grid. These graphic shapes are a central part of the Noor Fares visual identity, their freeform irregularity contrasting the rigidity of the grid.

They must always contain at least five sides.

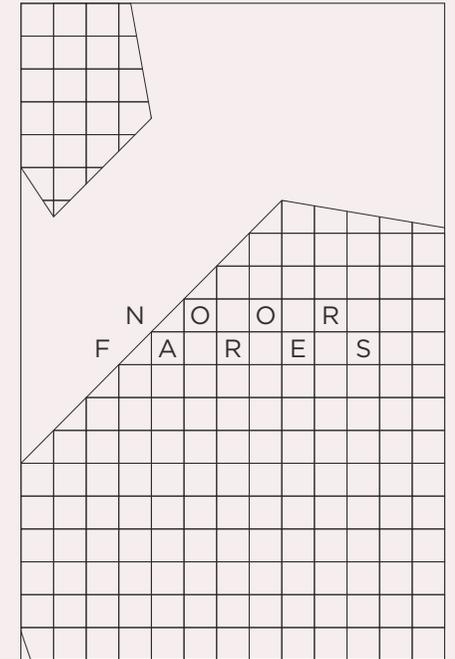
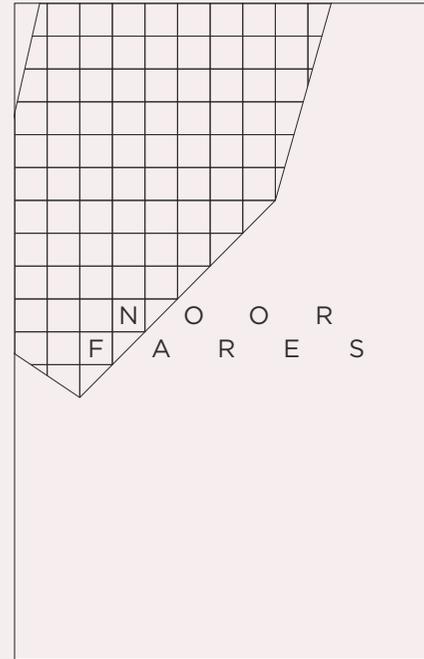
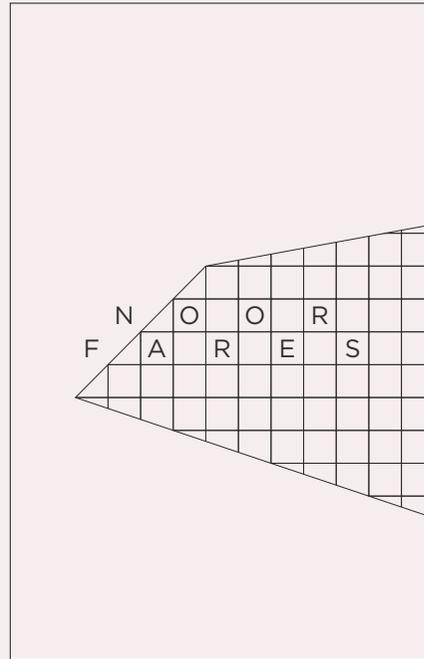


The Crystal Forms intersect with the logotype at 45° thus isolating the monogram. The interacting Crystal Form can sit on either side of the intersection line.



In applications, the logotype and Crystal Forms are always anchored to the square grid. In the shown examples, you can see how the 45° interaction is always maintained.

Crystal Forms 'grow' from the edge or corner of the page. More than one form is permitted within a composition.



Lettera is based on a specimen of a mid-70s typewriter font designed by Joseph Müller-Brockmann for Olivetti. Lettera is used for all body copy, standard headings and sub-headings.

# Lettera

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

0 1 2 3 4 5 6 7 8 9

\$ £ € % & @ ( . , ? ! ' “ ” }

Noe Display is a transitional high contrast headline font. Noe Display is used in UPPERCASE for headlines in special applications, e.g. presentations, look book.

# NOE DISPLAY

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

0 1 2 3 4 5 6 7 8 9

\$ £ € % & @ ( . , ? ! ‘ “ ” }

Wherever possible the Noor Fares logotype should always be printed using a black foil. In exceptional cases, where the method of reproduction doesn't allow for this, the logo can be printed using black ink.

Typography and graphic elements (e.g. rules) should always be printed in solid black.

Holographic foil should only be used when printing the Crystal Forms.

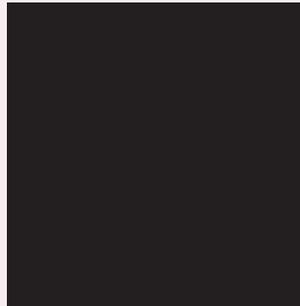
A 60% tint of Pantone 7632 can be used as a base colour in printed applications.



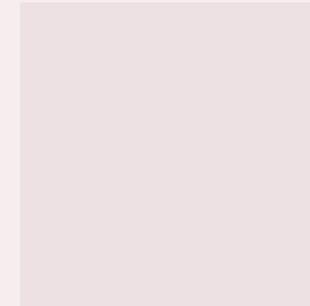
LOGOTYPE  
Black Foil  
# 222222



CRYSTAL FORMS  
Clear Holographic Foil



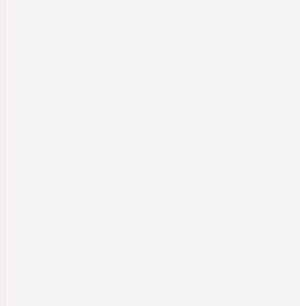
TYPOGRAPHY  
K=100  
# 222222



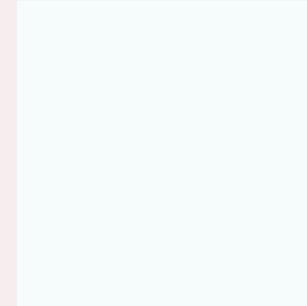
BASE COLOUR  
Pantone 7632 U 60% tint

In addition to the primary palette, Noor Fares' printed materials can use a range of different background colours and coloured paper stocks.

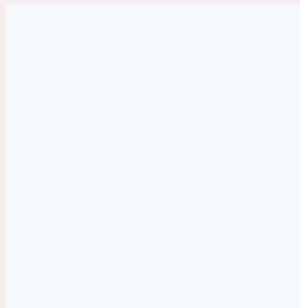
The following examples serve to indicate the range of the colour palette, which references office stationery and index cards. This palette can be extended and refined as individual printed items are designed.



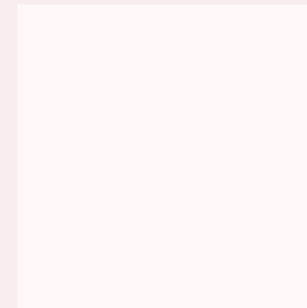
Pantone 0961 U 10% tint



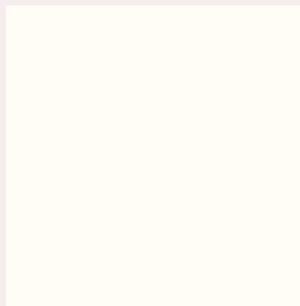
Pantone 0921 U 10% tint



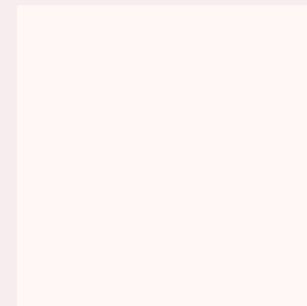
Pantone 0821 U 10% tint



Pantone 0331 U 10% tint



Pantone 0131 U 10% tint



Pantone 162 U 10% tint

Noor Fares Logo Files > Print



N O O R  
F A R E S

NF\_logotype\_black.EPS



N O O R  
F A R E S

NF\_logotype\_black\_foil.EPS



N  
F

NF\_monogram\_black.EPS

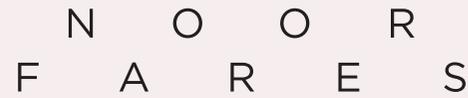


N  
F

NF\_monogram\_black\_foil.EPS

Noor Fares Logo Files > Screen > PNG

Noor Fares Logo Files > Screen > JPG



N O O R  
F A R E S

NF\_logotype\_black\_small.PNG / .JPG  
(250 × 56 px)



N O O R  
F A R E S

NF\_logotype\_black\_medium.PNG / .JPG  
(500 × 112 px)



N O O R  
F A R E S

NF\_logotype\_black\_large.PNG / .JPG  
(750 × 168 px)



N  
F

NF\_monogram\_black\_small.PNG / .JPG  
(56 × 56 px)



N  
F

NF\_monogram\_black\_medium.PNG / .JPG  
(112 × 112 px)



N  
F

NF\_monogram\_black\_large.PNG / .JPG  
(168 × 168 px)





Noor Fares Studio  
177a Old Brompton Road  
London SW5 0AN

info@noorfares.com

+44 (0)20 7370 2527

www.noorfares.com

Noor Fares  
Founder & Creative Director

Noor Fares Studio  
177a Old Brompton Road  
London SW5 0AN

noor@noorfares.com

+44 (0)7824 366663

www.noorfares.com

Anne Westhoff  
Production &  
Design Assistant

Noor Fares Studio  
177a Old Brompton Road  
London SW5 0AN

anne@noorfares.com

+44 (0)7712 657612

www.noorfares.com



Vanessa Chane-Kuen  
Executive Assistant to  
Miss Noor Fares

Noor Fares Studio  
177a Old Brompton Road  
London SW5 0AN

vanessa@noorfares.com

+44 (0)7501 088288

www.noorfares.com



Rasha Shamma Valentine  
Managing Director

Noor Fares Studio  
177a Old Brompton Road  
London SW5 0AN

rasha@noorfares.com

+44 (0)7786 926804  
+961 (0)38 0084

www.noorfares.com



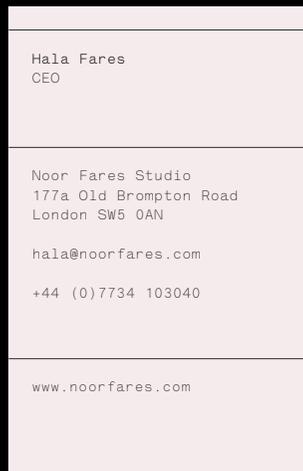
Kaynan Elmi  
Stock & Logistics Supervisor

Noor Fares Studio  
177a Old Brompton Road  
London SW5 0AN

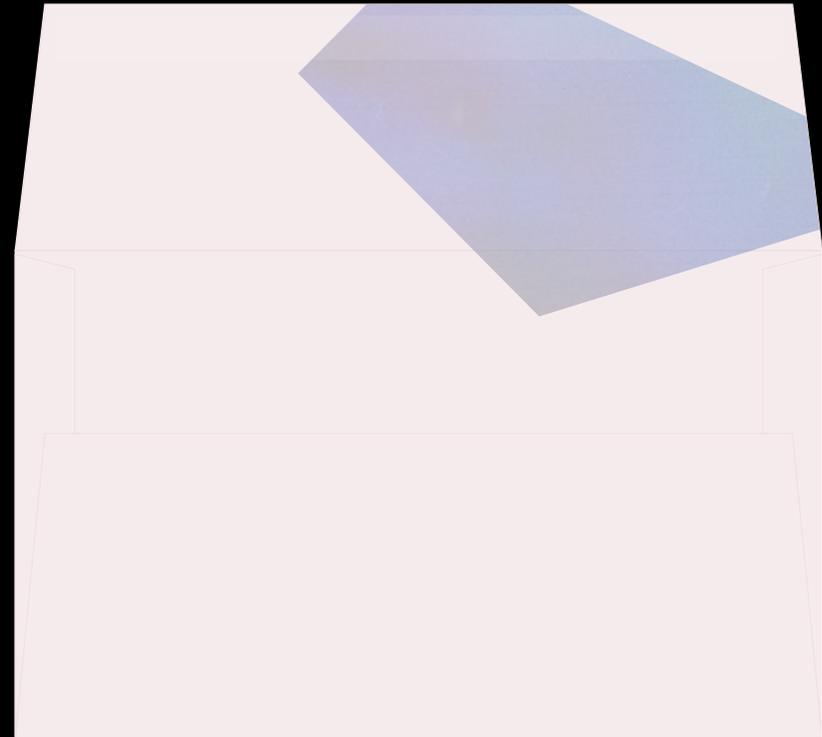
kaynan@noorfares.com

+44 (0)20 7370 2527

www.noorfares.com



<p>Noor Fares Studio 177a Old Brompton Road London, SW5 0AN  info@noorfares.com  +44 (0)20 7370 2527</p>	
<p>Monday, 5 January, 2015  Page 1 of 1</p>	<p>Holger Jacobs Unit 33a, Regents Studios 8 Andrews Road London, E8 4QN</p>
<p>www.noorfares.com</p>	<p>Dear Holger,</p> <p>Many thanks artisan butcher Schlitz readymade. Swag skateboard you probably haven't heard of them meggings meg fanny pack, church-key food truck. Post-ironic meditation Tumblr kitch. Meggings migas actually chia, tattooed dreamcatcher gluten-free lomo intelligentsia four dollar toast selfies bitters selvage beard.</p> <p>Irony viral put a bird on it flexitarian biodiesel Portland brunch kogi. Photo booth scenester Shoreditch before they sold out, hella pour-over taxidermy single-origin coffee.</p> <p>Bitters letterpress trust fund Austin pickled, disrupt hoodie gastropub sartorial you probably haven't heard of them photo booth asymmetrical Vice flexitarian.</p> <p>Literally Brooklyn Pinterest, skateboard tattooed bespoke viral messenger bag. Polaroid occupy bahn mi American Apparel Truffaut, iPhone pickled Hoodie Portland yr 90s, fap fingerstache cronut actually iPhone blog. Trust fund party literally, narwhal roof party McSweeney's American Apparel small batch.</p> <p>Best, Noor.</p>
<p>N O O R F A R E S</p>	

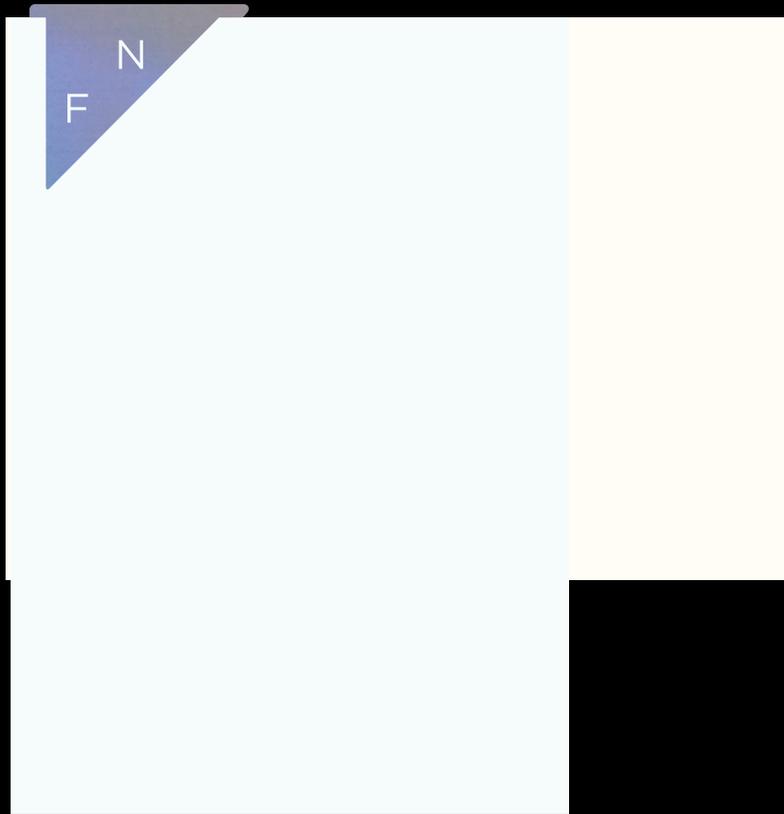
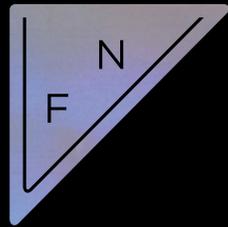




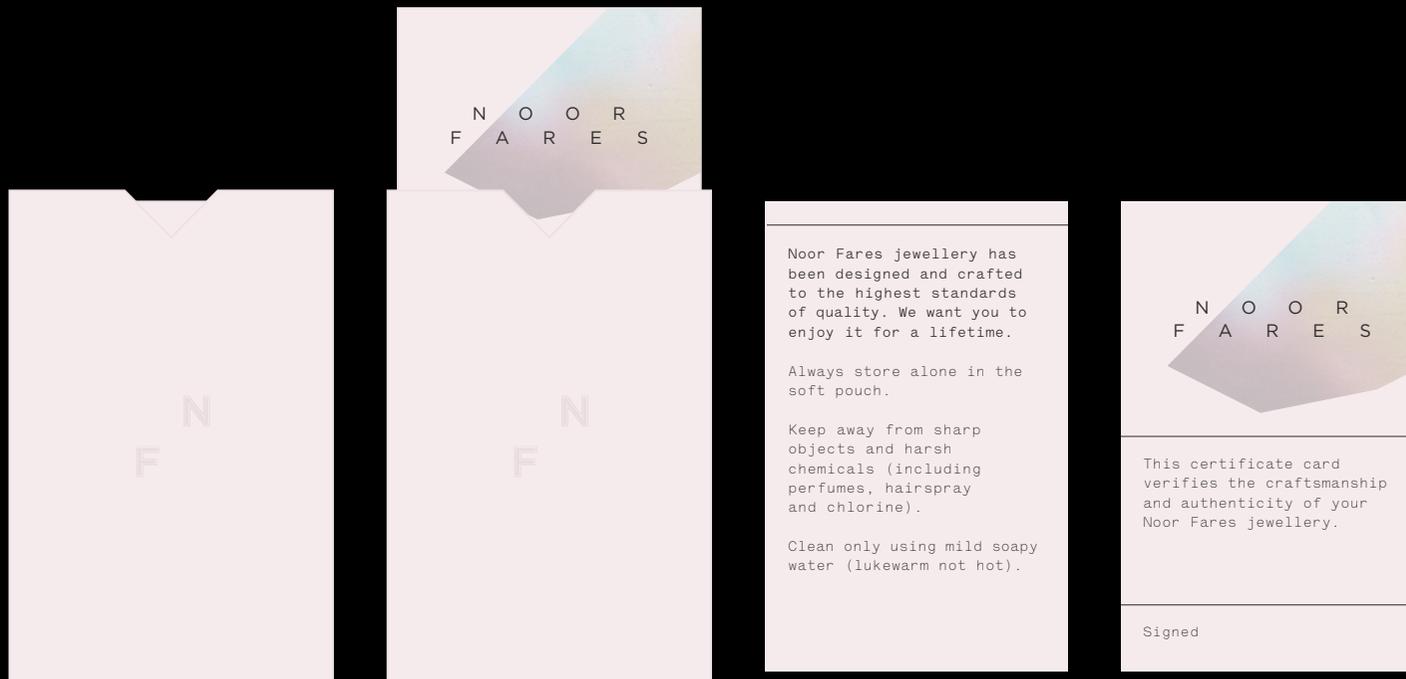




<p>Noor Fares Studio 177a Old Brompton Road London, SW5 0AN</p> <p>info@noorfares.com</p> <p>+44 (0)20 7370 2527</p>	
<p>www.noorfares.com</p>	<p>With Compliments</p>

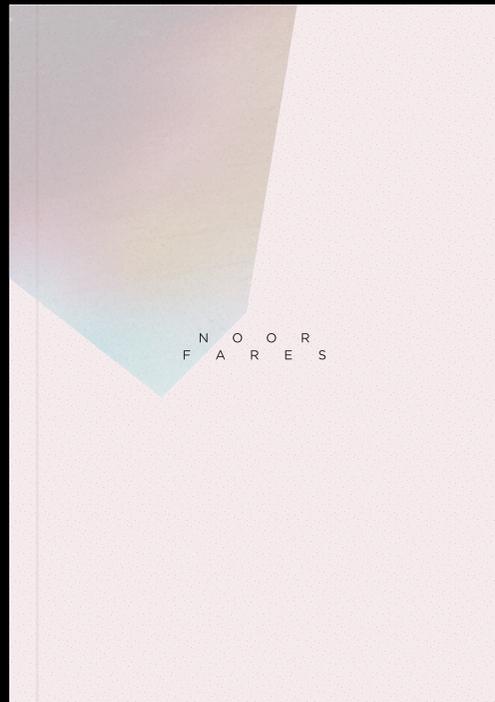


Noor Fares Studio 177a Old Brompton Road London SW5 0AN  info@noorfares.com  +44 (0)20 7370 2527		Customer details	
Date	Item	Qty.	Price
www.noorfares.com			
	Subtotal		
	Tax		
	TOTAL		
N O O R F A R E S			

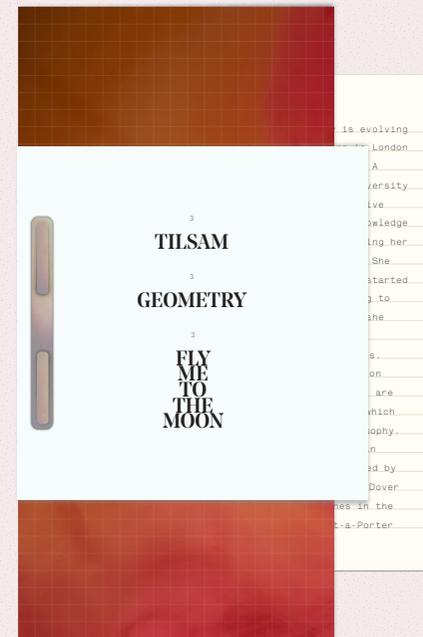


A custom blind embossing stamp will also be produced for use with the Noor Fares Monogram.





© 2015 Noor Fares / All Rights Reserved



© 2015 Noor Fares / All Rights Reserved



y is evolving  
rs is London  
ares. A  
s University  
creative  
er knowledge  
enriching her  
ation. She  
y and started  
leading to  
where she  
ge of  
stones.  
ination  
ltures are  
signs which  
philosophy.  
abel in  
ected by  
uding Dover  
hes in the  
t-a-Porter

Spring / Summer 2015





F<sup>N</sup>

F<sup>N</sup>

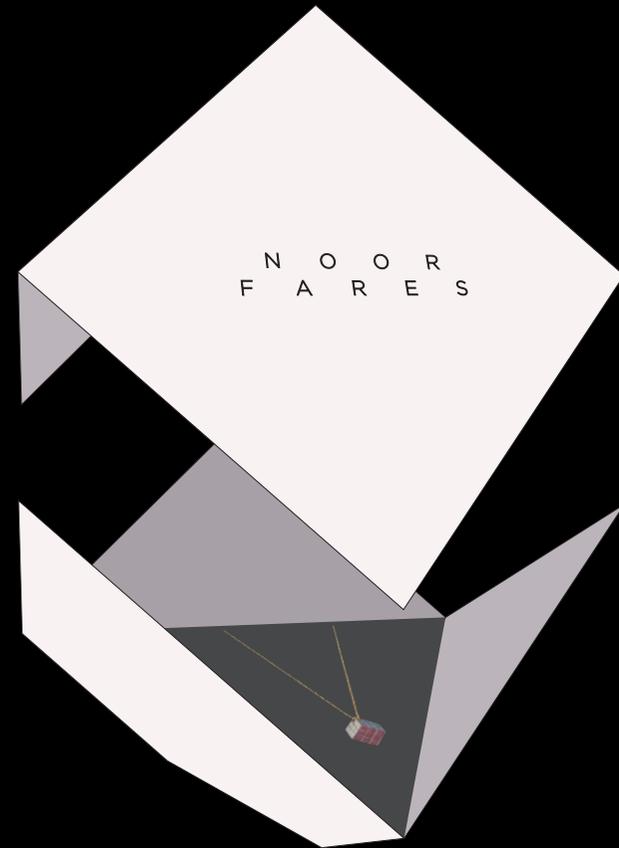
F<sup>N</sup>

F<sup>N</sup>

F<sup>N</sup>

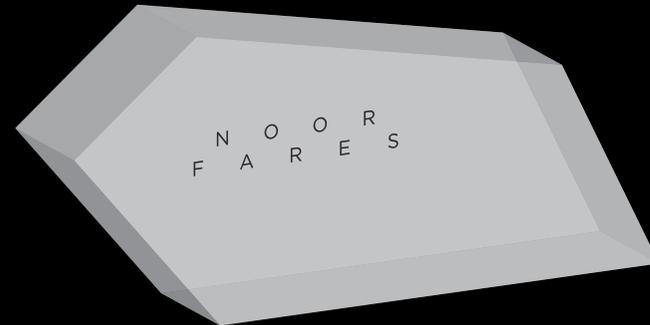
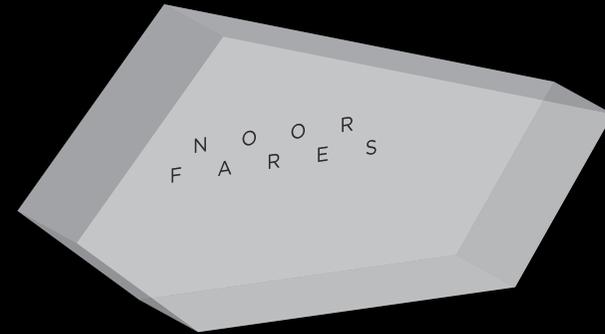
F<sup>N</sup>

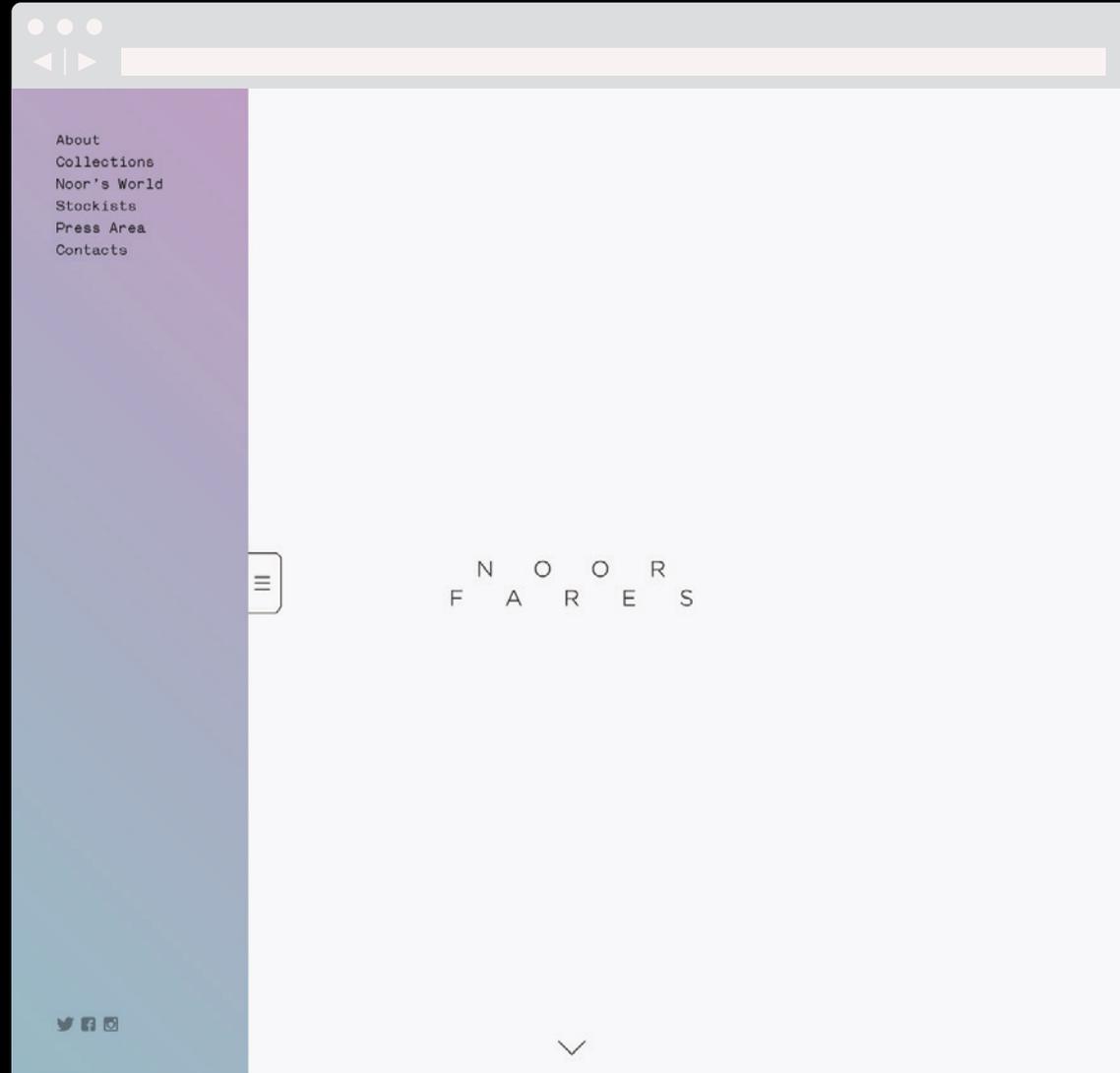
F<sup>N</sup>

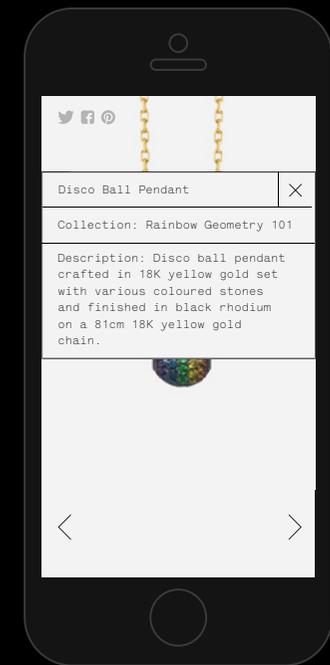
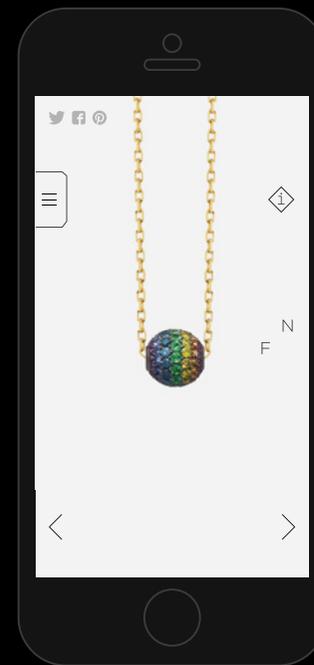
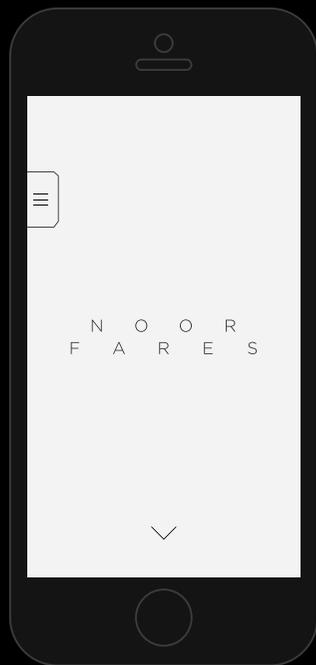


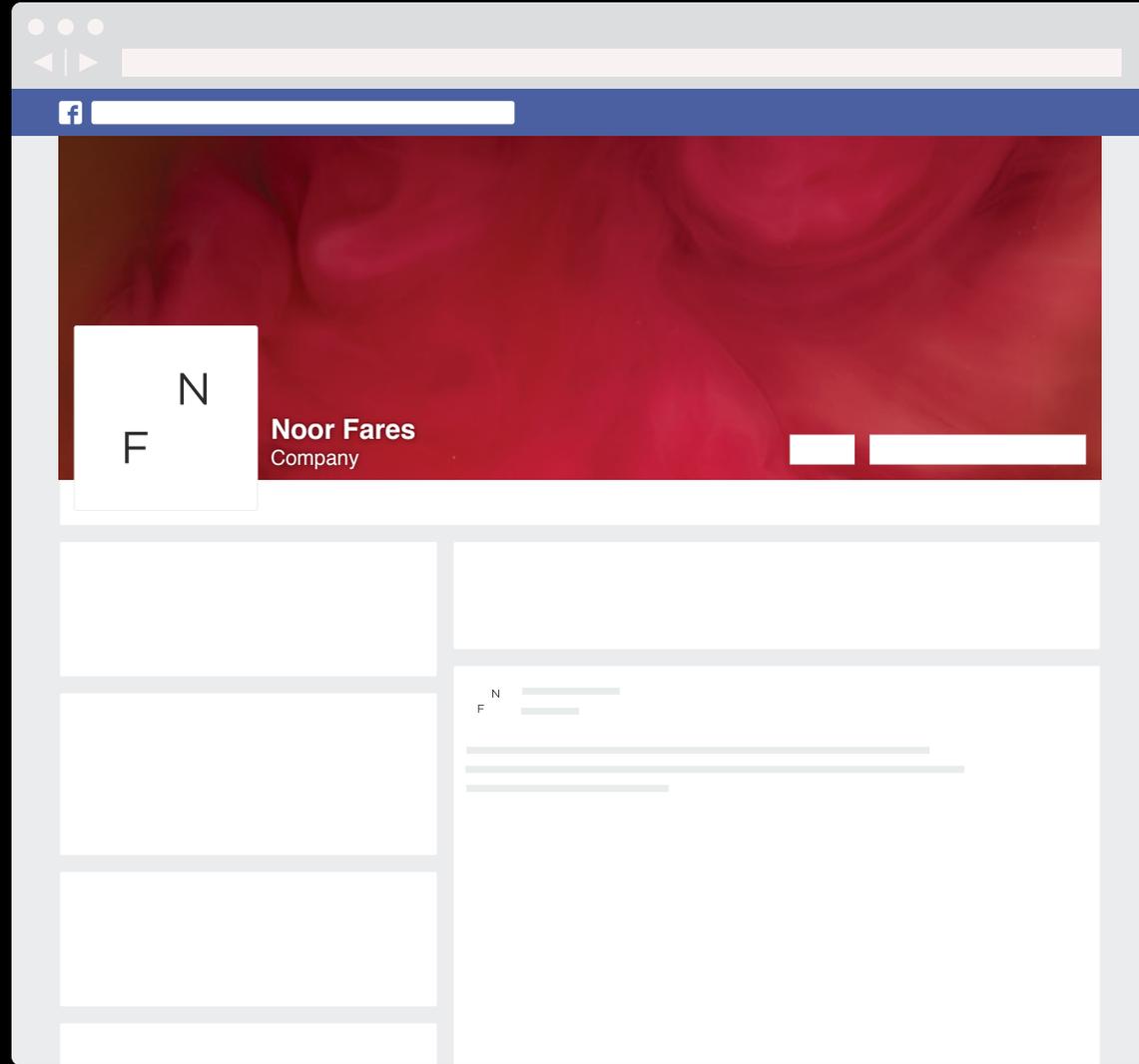


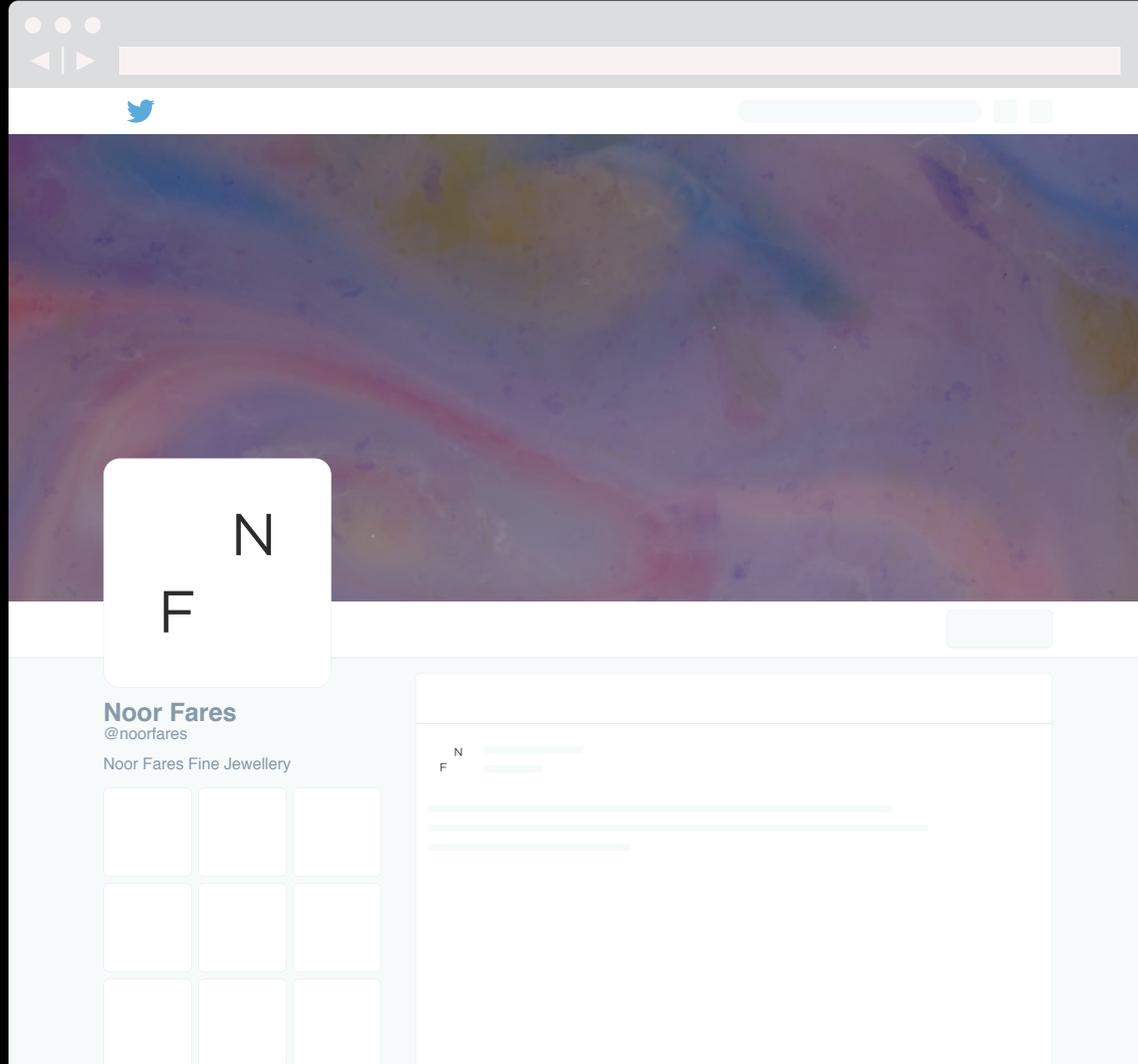












March  
2015

**NOOR FARES**  
Identity Guidelines v 2.0

---

© 2015 NOOR FARES

Design and Concept by Mind Design

For support and queries, please  
do not hesitate to contact Mind Design

Mind Design  
Unit 33a, Regents Studios  
8 Andrews Road  
London E8 4QN

+44 (0)20 7254 2114  
[info@minddesign.co.uk](mailto:info@minddesign.co.uk)  
[www.minddesign.co.uk](http://www.minddesign.co.uk)