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Logo & Mark Variants

Five official assets. Use the version that gives the best contrast for your background.



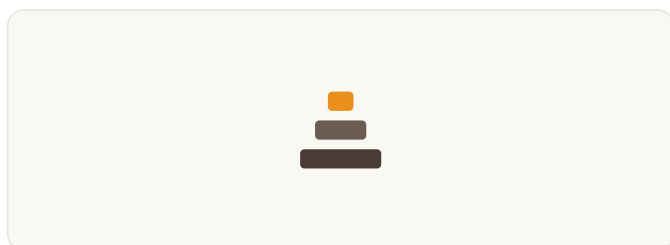
Logo on Dark

Primary — for dark surfaces



Logo on White

For white/light surfaces



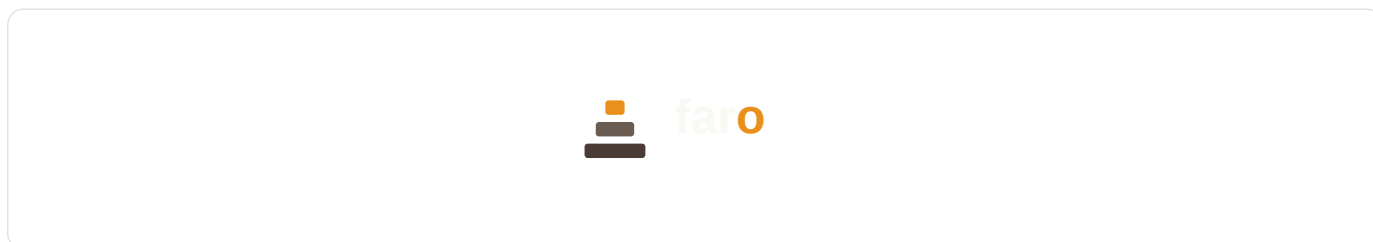
Icon — Dark

Favicons, avatars, app icons



Icon — White

Use on amber or coloured backgrounds



URL Lockup

Icon + domain — for partner directories and social bios

Clear Space & Minimum Size

Always maintain a clear exclusion zone around the logo equal to the height of the mark (X). This space must be free of other logos, text, or graphic elements. Never allow content to crowd the mark.



Minimum Sizes

Asset	Digital (px)	Print (mm)
Full lockup	120px wide	40mm wide
Icon / mark only	24px	8mm
URL lockup	140px wide	46mm wide

Brand Colours



Amber

#E8901A

Primary accent. CTAs, the 'o', highlights. Never overuse.



Near Black

#111010

Primary dark surface, body text on light.



Off White

#FAF8F2

Light section backgrounds. Primary text on dark.



Warm Mid

#6B5C52

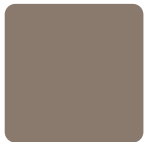
Mark middle tier. Secondary copy, dividers on dark.



Warm Deep

#4A3C34

Mark bottom tier. Tertiary on dark bg.



Light Mid

#8A7A6E

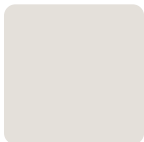
Mark middle tier (light variant). Use on white bg logos.



Light Base

#B8A99E

Mark bottom tier (light variant). Use on white bg logos.



Sand

#E4E0DA

UI dividers, card borders, subtle separators.

Typography

By faro uses one typeface: Inter by Rasmus Andersson. Free to download at rsms.me/inter

faro

Inter 800 — Wordmark, Headlines

AI Readiness

Inter 700 — Section Headings

Score: 84 / 100

Inter 400 — Body, UI Copy

press@byfaro.ai

Inter 400 — Small text, captions

Usage rules

- Headlines: Inter 800, letter-spacing -0.04em , line-height 1.1
- Body copy: Inter 400, line-height 1.7, max-width 680px
- Never use a weight below 400 in brand communications
- Do not substitute Inter with other sans-serif typefaces
- Minimum body text size: 13px digital / 9pt print

Do / Don't

✓ DO

- Use the dark logo on dark backgrounds
- Use the light logo on white/light surfaces
- Maintain the X exclusion zone on all sides
- Use the standalone icon when space is limited
- Always download fresh files from byfaro.ai/press
- Reproduce the logo at minimum sizes (p.4)
- Keep the amber 'o' intact in all reproductions

✗ DON'T

- Recolour, tint, or alter any element
- Rotate or flip the mark or wordmark
- Place on busy photographic backgrounds
- Stretch or distort proportions
- Add drop shadows, outlines, or glows
- Change the spacing between mark and word
- Use screenshots or low-res reproductions

Referring to Faro in text

- Always write 'Faro' with a capital F — never 'FARO' or 'faro'
- First mention in an article: 'Faro (byfaro.ai)'
- The product is 'Faro' — not 'Faro App', 'Faro AI', or 'Faro Tool'
- The metric is the 'Faro Score' — capitalise both words
- The website is byfaro.ai — do not write 'www.byfaro.ai'

Voice & Tone

Faro's voice is direct, informed, and confident without being aggressive. We explain a complex shift plainly. We avoid hype. We let the data speak.

Direct

Get to the point. The first sentence earns the second. No preamble.

Informed

We cite real data. Ahrefs, Scrunch, BrightEdge. We earned the authority.

Specific

'58% of searches end without a click' beats 'most searches don't convert'.

Human

We talk to founders, not algorithms. No jargon walls. No AI buzzword soup.

Understated

We don't shout. The shift happening right now is loud enough on its own.

Examples

✓ Write this

"AI-referred traffic grew 9.7× this year. Most businesses can't measure it."

✗ Not this

"Leverage cutting-edge AI optimisation to supercharge your digital presence!"

✓ Write this

"Your Faro Score is 34. Here are the three things dragging it down."

✗ Not this

"Exciting news — we've identified some amazing opportunities for your brand!"

Questions about brand usage? press@byfaro.ai

byfaro.ai/press · All assets download free