



FARO®

2024

FARO® PARTNER | CORPORATE MARKETING

Brand Guidelines

A brand beyond measure.

Our customers depend on us to help them make better decisions faster as they evolve, adapt or grow their businesses. They rely on us to be the best at what we do so they can be the best at what they do. The FARO® brand symbolizes the values and principles that sustain those relationships.

The strength of our brand is only as good as our commitment to upholding it consistently and clearly. It requires all of us to be brand ambassadors — to feel ownership and pride in what our brand means.



**Reference the
FARO Partner
Brand Guidelines to
maintain a consistent
look and feel in all
your communications.**

Our Story

Company History

Headquartered in Lake Mary, Florida, with offices around the world, FARO provides leading-edge measurement solutions, outstanding customer support and insightful industry thought leadership.

When PhD students Simon Raab and Greg Frasier launched FARO from a garage in 1981, they envisioned the company as a pioneer for 3D measurement and imaging that would provide precision technology to guide their customers to success.

Fittingly, FARO is not just an acronym for “Frasier and Raab Orthopedics,” but a derivative of the ancient Greek “pharos,” meaning lighthouse ... a beacon for people seeking the path forward in both the literal and figurative sense. Today, we are proud to continue helping our customers to see further, realize their vision and successfully navigate through any rough tides that come their way.

Our Identity

We are an imaging company – and an imagining company. We imagine a better, more insightful and capable world realized through 3D digital means and measurement technologies. From the beginning, we’ve been the leader in the industry helping our customers make better decisions more quickly and accurately.



**We believe
if it can be
dreamed, it can
be measured.
And if it can be
measured, it
can be realized.**

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Our Approach

We want all out stakeholders to see us as honest, approachable and knowledgeable leaders in 3D measurement and imaging.

Our Position

There is strength and certainty in numbers; advantages brought to light in the data. We are as passionate about accuracy, precision, efficiency and immediacy as you are. Now in our fifth decade, the industry-leading technology solutions we provide — for 3D measurement, imaging and realization — enable our customers to quickly and easily measure their world, and then use that data to make smarter decisions faster.

What lays the foundation for our position? Our mission, vision, personality, values and voice:



Our Mission

We enable customers to capture, measure, interact with and share data from our physical world in a virtual environment and then translate this information back into the physical domain.

Our Vision

FARO will be the global leader in 4D digital reality solutions (hardware/software/services). Leveraging 40+ years of industrial experience in the capture and digitalization of the physical world, our solutions significantly improve our customers productivity by delivering workflow-based information, via a cloud-based, Software as a Service (SaaS) business model.

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OUR PERSONALITY

We are friendly, professional and collaborative.

We believe the customers we serve are drawn to their fields for the same reasons we are. They want to better understand how the world works and bring new ideas to life.

They feel the need for — and understand the power of — data-driven accuracy. As the global leader for 3D measurement, imaging and realization solutions for 3D Metrology, Public Safety Analytics, Architecture, Engineering & Construction, and Facilities Operations & Maintenance, bridging the digital and physical worlds is what we do best. We help manufacturers eliminate costly errors, builders construct

astonishing projects and law enforcement establish better cases. We give engineers, designers and investigators the tools to get to “that’s it!” faster. Our brand is innovative, progressive, intelligent and dependable. We understand the ways our customers do their jobs. What gets us out of bed in the morning is simple: Those whose work the world depends on, know they can depend on us.



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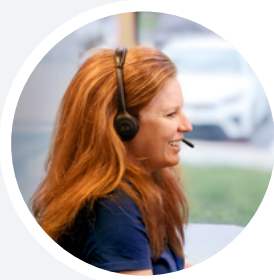


BRAND GUIDELINES

OUR VALUES



What we believe in and how we act on those beliefs sets the standard for how the world sees us.



WE Strive for Excellence

- > We aim to exceed the expectations of our customers, employees, stakeholders and shareholders.



WE Think Big & Move Fast

- > We are pioneers in digitalization, leaders with bold ideas who act quickly to ensure we deliver on the value that customers expect.



WE Make Our Mark

- > We offer solutions that enable our customers to work more efficiently and competitively, creating a more sustainable world.



WE Support Each Other

- > We embrace a culture of trust, integrity, transparency and diversity to nurture talent and foster a collaborative work environment.

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**The details are
just as important
as the big picture.**



The rest of our Brand Guidelines describe how to use various elements of our brand (logos, typefaces, colors, etc.) cohesively to create a seamless, best-in-class experience for our customers, partners and other stakeholders.

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BRAND GUIDELINES



The FARO logo is an essential representation of our company, our people and our brand worldwide. At the core of FARO’s history is a dedication to precision, efficiency, and productivity.

The FARO logo is a visual representation of this foundation. The strong and bold letter-forms represent the foundation on which FARO was built, while the line coming off of the “F” and charging through the rest of the logo represents speed, precision, and forward-momentum as we charge ahead to define the transformative value of 3D information.

The FARO name should always appear in uppercase letters when used in text. It should have the same typeface, style and color as the surrounding type.

FARO is a registered trademark.

- The FARO logo should always bear the registration symbol (®).
- Regardless of the presence of the FARO logo, the first time the FARO name is used in text, within a document, it should include the registration symbol (®). All following references in the same document do not need a registration symbol.
- The below **registration notice** should always be included in the footer when the FARO name and/or logo are used. It does not need to be used more than once per document.



Download the FARO Logo

***FARO is a registered trademark of FARO Technologies, Inc. in the United States and other countries.**

LOGO USAGE

Alternate Name and Logo

As a global operating business, FARO cannot always operate under its corporate name due to local trademark and business laws. At this time, FARO will operate under an alternate name in Portugal.

FARO Portugal → ANTARES™

All business operations and communications conducted within the country of Portugal will use the business name and logo ANTARES.

- The ANTARES logo should always bear the trademark symbol (™).
- The ANTARES logo should be used for operating within Portugal only.

ANTARES™



Download the ANTARES Logo

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LOGO USAGE

Use approved logos

Use this guidance to help ensure that our brand identity is consistent across all media and applications.

APPROVED COLORS

The **FARO blue logo** is our primary logo and should be used whenever possible.



The **white logo** may be used on dark backgrounds or dark parts of gradient backgrounds.



For the rare one color application (typically in print), the **black logo** may be used.



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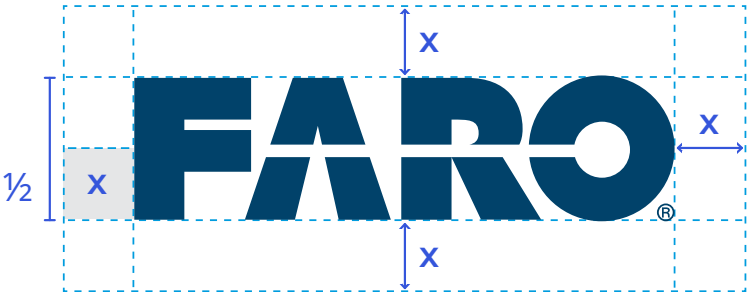
BRAND GUIDELINES

LOGO USAGE

Give the logo space

Use this guidance to help ensure that our brand identity is consistent across all media and applications.

CLEAR SPACE



x = Minimum Clear Space ($\frac{1}{2}$ logo height)

The space surrounding the logo should be free from other text and graphics. This clear space helps to preserve the integrity of the FARO logo.

The minimum clear space is half the height of the FARO logo – marked by “x” in this diagram. When possible, allow more than the minimum clear space.

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LOGO USAGE

Honor the minimum size

Use this guidance to help ensure that our brand identity is consistent across all media and applications.

MINIMUM SIZE



The smallest size for the overall width of the FARO logo is 1-inch (25 mm). At this minimum size, the registration mark is larger for legibility.

Click on the below links to download the minimum size versions of the corresponding logos.



FARO Logo



ANTARES Logo

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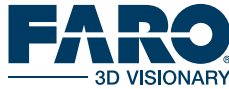
BRAND GUIDELINES

LOGO MISUSAGE

What not to do

To better understand how to properly use our logo, it helps to see it in incorrect applications. The following are examples of how our logo should **not** be used.

The FARO logo should not be altered in any way.



Do not use an **obsolete version** of the FARO logo such as this version with the 3D Visionary tagline, or the previous version with the gradient line.



Do not **distort**, tilt, stretch, squeeze, curve or rotate the logo or otherwise alter its proportions.



Do not **change the color** of the logo. The approved color is FARO Blue, or white for dark backgrounds.



Do not place on a **low contrast background**, or on a non-brand color.



Do not place on a **busy background** such as a pattern or photograph.



Do not **modify** the logo, attach graphics or add text of any kind.



Do not use it in **repetition** as a pattern.



Do not **recreate** the logo or use different typefaces.



Do not **add effects** to the logo such as drop shadows, glows, embossing or strokes.



Note: On occasion Corporate Marketing may need to use creative latitude with the FARO logo for special campaigns and/or promotion requirements.



LOGO USAGE

Authorized Distributor Logo

FARO Authorized Distributors play an important role in our marketing efforts, helping to advertise, display and promote FARO solutions.

Authorized Distributors must enter into an annual Distributor Agreement in order to sell FARO products and use FARO corporate trademarks. “FARO Authorized Distributor” and the associated logo is how distributors must reference their relationship to FARO. In relation to FARO, this reference must be used

in every communication channel, such as advertising, marketing collateral, facade signs, labels on vehicles and email signatures. Only in instances where an Authorized Distributor is referencing FARO or FARO products, and not themselves as a FARO distributor, should the FARO company logo be used.



Download Logo File

VERTICAL VERSION



HORIZON VERSION



Usage Guidelines

The FARO Authorized Distributor logo must never be changed or tampered with. Always use the original artwork and the correct logo proportions.

- ⊗ **DON'T** stretch or compress the logo.
- ⊗ **DON'T** place the logo on a busy background.
- ⊗ **DON'T** put the logo in an additional box.

Clear Space

It is crucial that the FARO Authorized Distributor logo is clearly visible. With the addition of clear space around it, the eye will more easily recognize the logo. The larger the clear space around the logo, the greater the visual impact. The clear space is equal to half of the height of the “F” in FARO — represented by “x”.



x = Minimum Clear Space (½ "F" height)

Brand Colors

Our complimentary and dynamic palette uses highly saturated colors that represent innovation and dependability that resonates with our audience. Our brand colors are a powerful tool to express who we are and what we represent.

- Our **primary color** – FARO Blue – is the anchor of our color palette and should appear where possible to keep our strong brand recognition.
- Our **accent colors** give FARO a modern and energized feel – breathing life into our brand. While all accents can be used to highlight messages, Laser Blue should be used most prominently while Indicator Orange and Axis Blue should be used for call-to-action messages and accent graphics.
- Our **background color** is used to highlight or anchor content. It represents the security our products give to our audience and should be used with intention.

We have identified the PMS, CMYK, RGB and HEX values for each of our brand colors. These specifications should be used for consistency.

PRIMARY

FARO Blue

HEX

#01426A

RGB

1 · 66 · 106

CMYK

100 · 54 · 9 · 52

PMS

7694 C

ACCENT

Laser Blue

HEX

#3455DB

RGB

52 · 85 · 219

CMYK

100 · 70 · 0 · 0

PMS

2935 C

ACCENT

Axis Blue

HEX

#009CDE

RGB

0 · 156 · 222

CMYK

85 · 21 · 0 · 0

PMS

2925 C

ACCENT

Indicator Orange

HEX

#FF4500

RGB

255 · 69 · 0

CMYK

0 · 85 · 100 · 0

PMS

1655 C

ACCENT

Mesh Gray

HEX

#52595D

RGB

82 · 89 · 93

CMYK

70 · 55 · 50 · 26

PMS

425 C

BACKGROUND

Cloud Gray

HEX

#F1F4F6

RGB

241 · 244 · 246

CMYK

4 · 2 · 2 · 0

PMS

9042 C

(set at a 50% screen)



BRAND COLORS

Color Usage

We use color to support clear communication and to reinforce our brand voice. Use these best practices to ensure our color usage stays *on-brand*.

Typography

- ✓ Use **FARO Blue** ● for primary headlines.
 - ✓ Use **Mesh Gray** ● for body text.
 - ✓ Use **Laser Blue** ● for hyperlinks, headlines, sub-headlines, pull quotes and call outs.
 - ✓ Use **white** ○ text when there is a dark background.
-
- ✗ **DON'T** use Axis Blue or Indicator Orange for text smaller than 18 pt (24 px).
 - ✗ **DON'T** use Cloud Gray for text on a light background.

Graphical Elements

- ✓ Our primary color (**FARO Blue** ●) and accent colors (**Laser Blue** ●, **Axis Blue** ●, **Mesh Gray** ● and **Indicator Orange** ●) may all be used for graphics.
 - ✓ Use **Indicator Orange** ● to draw a viewer's attention and for call-to-actions such as buttons.
 - ✓ Use **white** ○ or **Cloud Gray** ○ for background colors. It may also be used to color a shape holding content.
-
- ✗ **DON'T** use Axis Blue or Indicator Orange for background colors

Additional Accent Color

We've added a specific red to our palette for limited use when a message needs to represent a negative outcome.

- ✗ **DON'T** use Indicator Orange in content or graphics with a negative connotation.

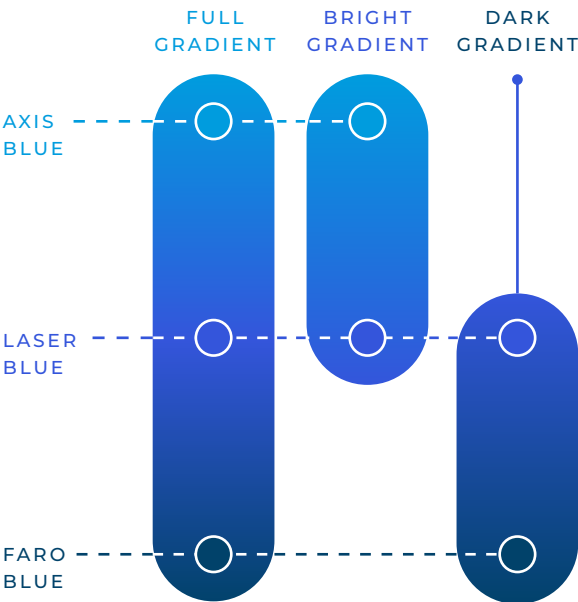
ACCENT

Limited Use Red

HEX	#C41400
RGB	196 · 20 · 0
CMYK	16 · 100 · 100 · 7
PMS	186 C

Our Gradients

Three gradients have been added to our visual brand. They may highlight focal points in the content as well as add depth to a layout. Use these gradients in graphics or backgrounds.



- ✗ **DON'T** create a gradient that goes from **Axis Blue** directly to **Faro Blue**.
- ✗ **DON'T** create new gradients that include **Mesh Gray**, **Indicator Orange**, or any non-brand colors.

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Typography

Typography is an essential element when creating clear and consistent brand communications.

Our brand typeface Montserrat has been carefully selected for use in headlines. It's professional yet approachable and reflects the geometry of our company logo. It's paired with Open Sans, a highly legible, neutral, yet friendly font, and is used for secondary text.

The FARO approved typefaces, when used regularly across all FARO communication materials, will provide a clear and recognizable brand voice. Please do not use any other typefaces in FARO communication materials other than the approved typefaces listed in this document.

Montserrat and Opens Sans are both open source. The below links will direct you to the download page for each typeface family.



[Download Montserrat](#)



[Download Open Sans](#)

PRIMARY TYPEFACE

Used for display type such as headlines, titles and quotations.

PRIMARY WEIGHT

**Montserrat
Extra Bold**

ALTERNATE WEIGHTS

Montserrat Black
Montserrat Bold
Montserrat Semibold

SECONDARY TYPEFACE

Used for secondary type such as paragraph text and captions.

PRIMARY WEIGHT

Open Sans Regular

ALTERNATE WEIGHTS AND STYLES

Open Sans Bold
Open Sans Italic
Open Sans Light

TYPOGRAPHY

Alternate Typefaces

The following typefaces may be used as substitutes where Montserrat and Open Sans are unavailable.

Aa

Arial® may be used for external and internal communications using Microsoft® Office software or other non-graphics/desktop publishing software. Arial comes bundled with the Windows® operating system and is currently available on most computers, both PC and Mac®.

Noto™ Sans CJK supports Simplified Chinese, Japanese, and Korean. It's harmonious with the look and feel of our brand typography. Plus, Noto Sans is available through Google Fonts under an open source license. The below links will direct you to the download page for each language.

信

Noto Sans CJK SC is the approved font for FARO communications in Simplified **CHINESE**.

> [Download Noto Sans CJK SC](#)

あ

Noto Sans CJK JP is the approved font for FARO communications in **JAPANESE**.

> [Download Noto Sans CJK JP](#)

에

Noto Sans CJK KR is the approved font for FARO communications in **KOREAN**.

> [Download Noto Sans CJK KR](#)

TYPOGRAPHY

A Few Do's and Don'ts

Typography is what gives personality to our messaging. Keep the type styles consistent to maintain FARO's professional, yet approachable brand personality.

- ✓ Use underlines exclusively for hyperlinks.
- ✓ Use **bold** and *italic* styling sparingly to show emphasis.
- ✓ When possible, use **left alignment** for headlines and body text.
- ✓ Use typeface sizes and styles consistently to create hierarchy and clarity in the content.
- ✓ Avoid using type sizes smaller than 8 points for the main body text.

- ✗ **DON'T** stretch or distort type.
- ✗ **DON'T** use Helvetica or unapproved typefaces.
- ✗ **DON'T** use all caps in headlines.
- ✗ **DON'T** diminish legibility of type with low contrasting colors, placement over busy backgrounds, or sizing that is too small.

Photography and Imagery

Brand Styling

Brand styling refers to the systematic application of design elements — such as colors, typography, and imagery — across various materials and platforms to create a consistent and recognizable visual identity.

The FARO brand shines across various media as showcased by the examples to the right.



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Design Layouts

Our brand styling aims to create a unique and unified visual identity that resonates with FARO's brand personality, values, and message.

In addition to our base design elements of color and typography, we incorporate the following motifs in the design layouts of our assets: circular shapes, graphic meshes and halftones, as well as flares and other lighting effects.



CIRCULAR SHAPES

1 Our visual identity includes curved elements presented in various forms — ranging from circular image frames to rounded corners on buttons.



MESHES & HALFTONES

2 These graphic elements add visual texture to the layout, while also alluding to the data processing within our technology.



FLARES & LIGHTING

3 Lighting enhances our designs through subtle gradients or more pronouncedly with bold flares — adding depth, while also guiding the viewer's eye to people using and benefiting from our products as well as to the products themselves.



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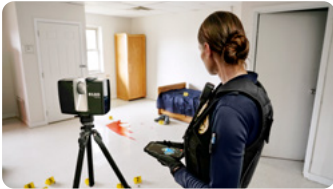
BRAND GUIDELINES

BRAND STYLING

Photography and Imagery

Our photography choices embody authenticity by capturing real industry settings that both resonate with our clients and reflect forward-thinking aspirations with technology that mirrors future innovations.

PHOTOGRAPHY → Images are bright, accentuating natural light sources. We prioritize candid photographs of people in the industries we serve, capturing them in their natural work environments, rather than overly posed shots or images with straight eye contact. These authentic shots showcase the real essence of their daily tasks and experiences.



ENHANCED IMAGERY → Our photographic enhancements reflect the aspirations of our cutting-edge technology. By showcasing innovative solutions, we portray our brand as a pioneer, constantly pushing boundaries and inspiring our audience with limitless possibilities. Through vivid depictions of our technology, we invite viewers to imagine a world transformed by our products and services.





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Open Sans is a trademark of Google Inc. It is an open source font licensed under the Apache License, Version 2.0.

Noto is a trademark of Google Inc. Noto fonts are open source. All Noto fonts are published under the Open Font License.

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Mac is a trademark of Apple Inc., registered in the U.S. and other countries.

REVISION DATE	APPROVED BY	BRIEF DESCRIPTION OF REVISION
07/10/2024	Danielle Fleming	2024 Updates to FARO Marketing Brand Guidelines
09/14/2023	Danielle Fleming	2023 Updates to FARO Marketing Brand Guidelines <ul style="list-style-type: none">Styling Guides
05/25/2022	Danielle Fleming	2022 Updates to FARO Marketing Brand Guidelines