



Our AMETEK FARO logo and name are key elements of our brand identity. Consistent, thoughtful use helps reinforce who we are and ensures we’re recognized clearly and professionally across all channels.

This guide provides the basic rules for using our logo and name correctly—from sizing and spacing to color and placement. Whether you’re part of our team or a partner, following these standards helps maintain the strength and integrity of our brand.

This guide currently takes precedence over the logo and name usage instructions outlined in the FARO Corporate Brand Guidelines.

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LOGO & NAME
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PRIMARY LOGO

Our logo is an essential representation of our company, our people and our brand worldwide. It should be applied accurately and consistently across all communications to ensure customer recognition and safeguard our trademark.



[Download the Logo](#)

PRIMARY LOGO

The **full vertical color logo** is our primary logo and should be used whenever possible.



PRIMARY LOGO - WHITE

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



PRIMARY LOGO - BLACK

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



PRIMARY LOGO - MINIMUM SIZE

The minimum width for our logo is 1 inch (25 mm). In situations where horizontal space is limited, this smaller version of the primary logo may be used to ensure better visibility of the AMETEK brand.





LOGO & NAME
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HORIZONTAL LOGO

This alternate version of the Primary Logo is intended for use in situations where the vertical logo isn't practical or suitable. It offers versatility while still upholding brand consistency.



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HORIZONTAL LOGO



HORIZONTAL - WHITE



HORIZONTAL - BLACK





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AMETEK ANTARES

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.

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

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



Download the Logo

PRIMARY LOGO



HORIZONTAL LOGO





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AMETEK FARO AUTHORIZED DISTRIBUTOR

AMETEK 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.
- "AMETEK FARO Authorized Distributor" name and the associated logo is how distributors must reference their relationship to FARO.
- In relation to AMETEK FARO, this logo must be used in every communication channel, such as advertising, marketing collateral, banners and labels.
- Only in instances where an Authorized Distributor is referencing AMETEK FARO or AMETEK FARO products, and not themselves as a AMETEK FARO distributor, should the AMETEK FARO logo be used.



[Download the Logo](#)

PRIMARY LOGO



Authorized Distributor



HORIZONTAL LOGO

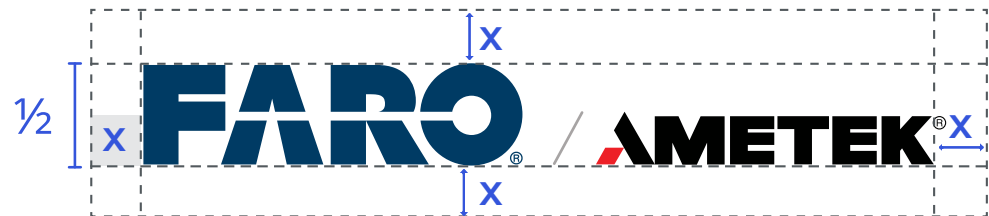


Authorized Distributor

LOGO USAGE

- The space surrounding the logo should be free from other text and graphics. This clear space helps to preserve the integrity of the 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.
- **Only use** approved downloadable files to reproduce the logo.
- **Do not** use an obsolete version of the FARO logo.
- **Do not** distort, tilt, stretch, squeeze, curve or rotate the logo or otherwise alter its proportions.
- **Do not** change the color of the logo.
- **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 AMETEK FARO logo for special campaigns and/or promotion requirements.





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NAME USAGE

The AMETEK and 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.

The first written instance in press releases, boilerplates, business profiles, and footers must read:

FARO®, a business of AMETEK®, Inc.

- After that and outside of those locations, it's acceptable to use 'FARO' on its own for subsequent references when referring to the brand.
- To express both brands in subsequent instances 'AMETEK FARO' may be used.
- Regardless of the presence of the AMETEK FARO logo, the first time the AMETEK and 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.