

Brand guidelines

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Brand Overview

FAYSAM is a premium event management and organization brand dedicated to crafting unforgettable, seamless, and impactful experiences. Whether corporate , cultural festivals, product launches, or private celebrations, **FAYSAM** stands for excellence in execution, creativity with purpose, and client-centric perfection. Our brand promise: "**Turning Visions into Timeless Moments.**"

Logo

The logo is the face of **FAYSAM**, and this section tells you how to showcase it with perfection. It explains where to place the logo, how big or small it should be, and the space it needs to breathe. It's a guide to ensuring that our visual identity always shines through consistently.

01



Logo Story

The **Faysam** logo is a strong and elegant text representation of the brand. Where the idea was formed by the method of permanent mobility, diligence and development in our field and technical and creative work in full and professional way, and the choice of colors comes to prove that our work is always different and attractive



The Logo save area



Corect Logo Application

refers to the precise and consistent application of the brand's logo across various materials and platforms. This ensures the logo's integrity in terms of size, place-ment, and color, reinforcing brand recognition and maintaining a polished brand image.



Colors

The Color Section is the primary guide to the color palette that defines our brand, establishing the foundation for a strong and consistent brand identity. The carefully chosen colors here reflect the core characteristics and values of our brand. They not only provide an appealing visual aesthetic but also communicate the emotions and messages of our brand to our audience.

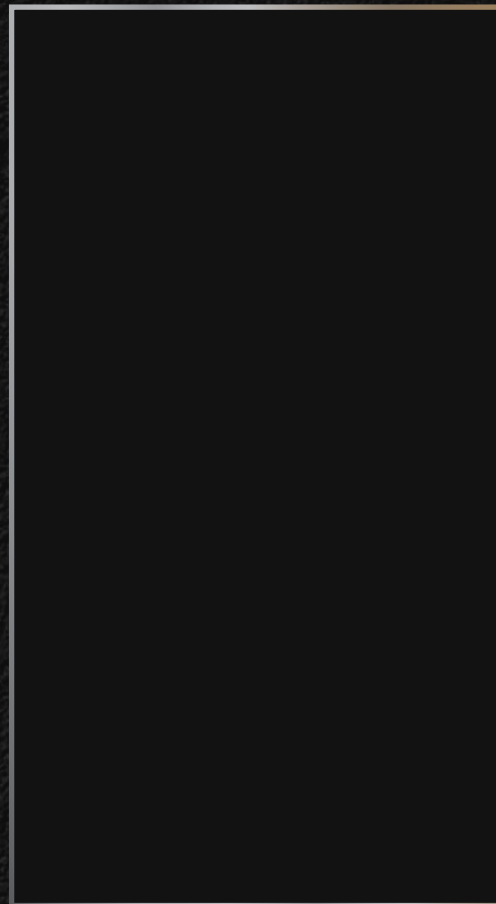
02



■ Gold



■ Silver



■ black



■ White



FAYSAM
EVENTS



#CAD2D1



FAYSAM
EVENTS



#F491B7



FAYSAM
EVENTS



#CCB49E



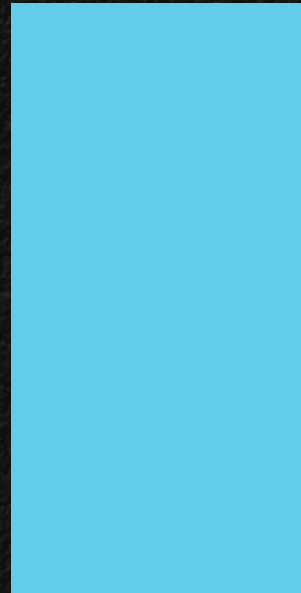
FAYSAM
EVENTS



#6FB785



FAYSAM
EVENTS



#62CCED



FAYSAM
EVENTS



#287182

Color Makes An Event

Typography

In the context of **FAYSAM**, typography guidelines establish consistent use of typefaces, font styles, font sizes, and text layouts. This ensures the brand's sweet and fresh message is conveyed professionally through appropriate design and optimal readability."

The primary typeface for the "**FAYSAM**" brand is '**Adobe Arabic**' font is a delightful choice for this brand. With its cheerful and playful design, this font creates a fun impression that aligns with the character of the '**FAYSAM**' brand. Using this font can add an entertaining touch and promote an enthusiastic atmosphere in all brand communications."

A a B b C c

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

Primary Typeface

The additional font for the word “**EVENTS**” is the “Cairo Play” line, which is a powerful and practical choice for this brand. Thanks to its smart design, this line creates a seamless impression in line with the character of the “**FAYSAM**” brand. The use of this line adds perfection and elegance and enhances a professional atmosphere in the brand's visibility.

A a B b C c

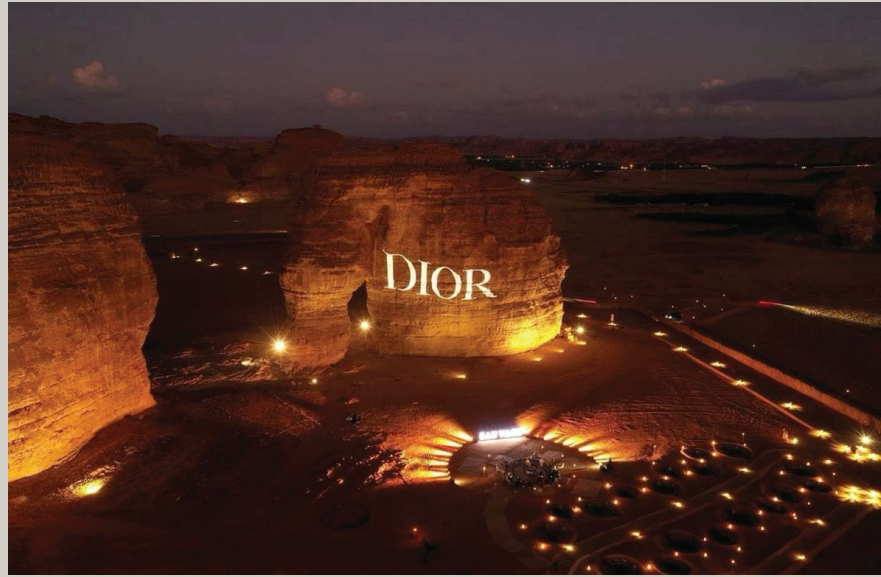
**A B C D E F G H
I J K L M N O
P Q R S T U V
W X Y Z**

Additional Font

Imagery

The images associated with “**FAYSAM**” are an icon of work and a visual celebration of the beauty and splendor of what we offer to our customers and the position we want in our brand.

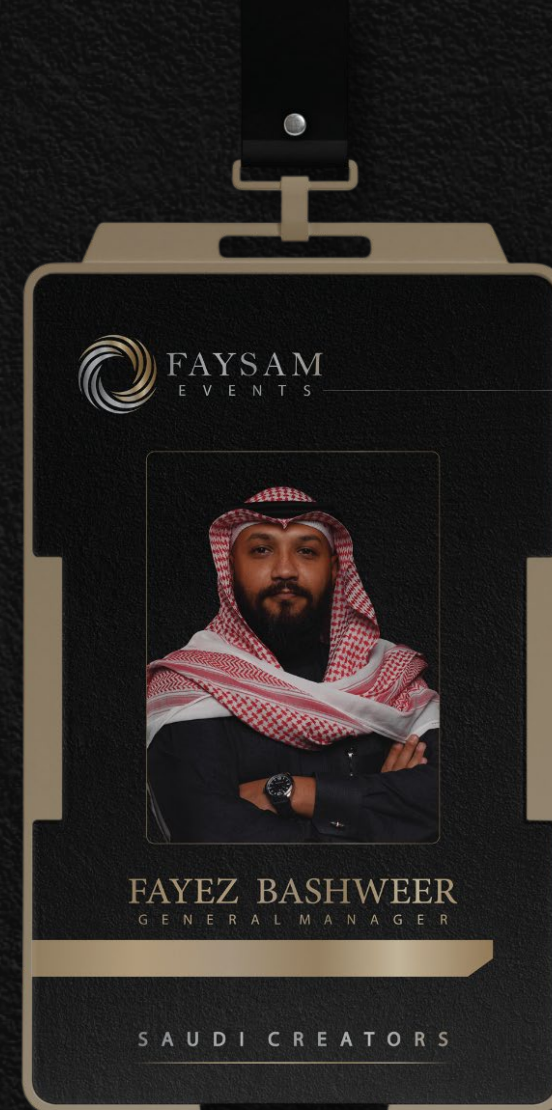
P H O T O G R A P H Y



CREATIVITY

Identity

Print Materials are one of the most essential elements in building and enhancing Corporate Identity or the visual identity of companies and brands. Despite the spread of digital media, these printed materials remain a tangible tool that leaves a lasting impression on customers, reflects professionalism, and strengthens trust in the brand.



Publications

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Thankyou