

CONCEPT AND IDENTITY MANUAL

# GREY STONE FAQRA

---



L'ART-QUI-TECTE

BRAND CONCEPT

---

# ABOUT CONCEPT GUIDELINES

This concept guide book outlines **FAQRA APARTMENTS** starting point, behind how the birth of the brand identity begins and how the initial ideas develop from concept to creation. It will guide you through the creative process that illustrates the project from ideas to fruition. This Manual gathers data analysis collected from the project questionnare, site analysis, market analysis, and uses different methods from research and study of related project inspirations that have similar values to the brand to stimulate the tone of voice and brand look and feel that is developed through creative brainstorm sessions and sketches to give the brand a narrative and purpose for the main identity.

# INTRODUCTION

# WELCOME TO GREY STONE



IN THE HEART OF FAQRA.



**MORE THAN A RESIDENCE**



**A MOUNTAIN SANCTUARY.**



ARCHITECTURE THAT BLENDS

STRENGTH, ELEGANCE, AND SERENITY.

# THE STORY



- INSPIRED BY THE RAW BEAUTY OF STONE.
- DESIGNED TO BE TIMELESS, ADAPTING TO THE MOUNTAIN LANDSCAPE.
- A HOME THAT OFFERS BOTH LUXURY AND NATURE.

# LIFESTYLE PROMISE



INDOOR-OUTDOOR LIVING WITH WIDE  
TERRACES & BALCONIES.



**HIGH CEILINGS + OPEN-PLAN SALONS  
FOR GATHERINGS.**



**BALANCE OF  
PRIVACY AND COMMUNITY.**



APARTMENTS DESIGNED FOR MODERN  
MOUNTAIN LIVING.

# THE APARTMENTS COLLECTION

# FIRST FLOOR UNITS:

1F

Stairs and elevator 26.4 m2

Mezzanine 1F

Stairs and elevator 20.6 m2

Apartment 02

1F

Balconies 15.3 m2

Built up Area 66m2

Terrace 75.2 m2

Apartment 01

1F

Balconies 27m2

Built up Area 61.1 m2

Terrace 88.4 m2

Mezzanine 1F

Built up Area 69.5 m2

Mezzanine 1F

Built up Area 63.1 m2

Total

Balconies 15.3 m2

Built up Area 135.5 m2

Terrace 75.2 m2

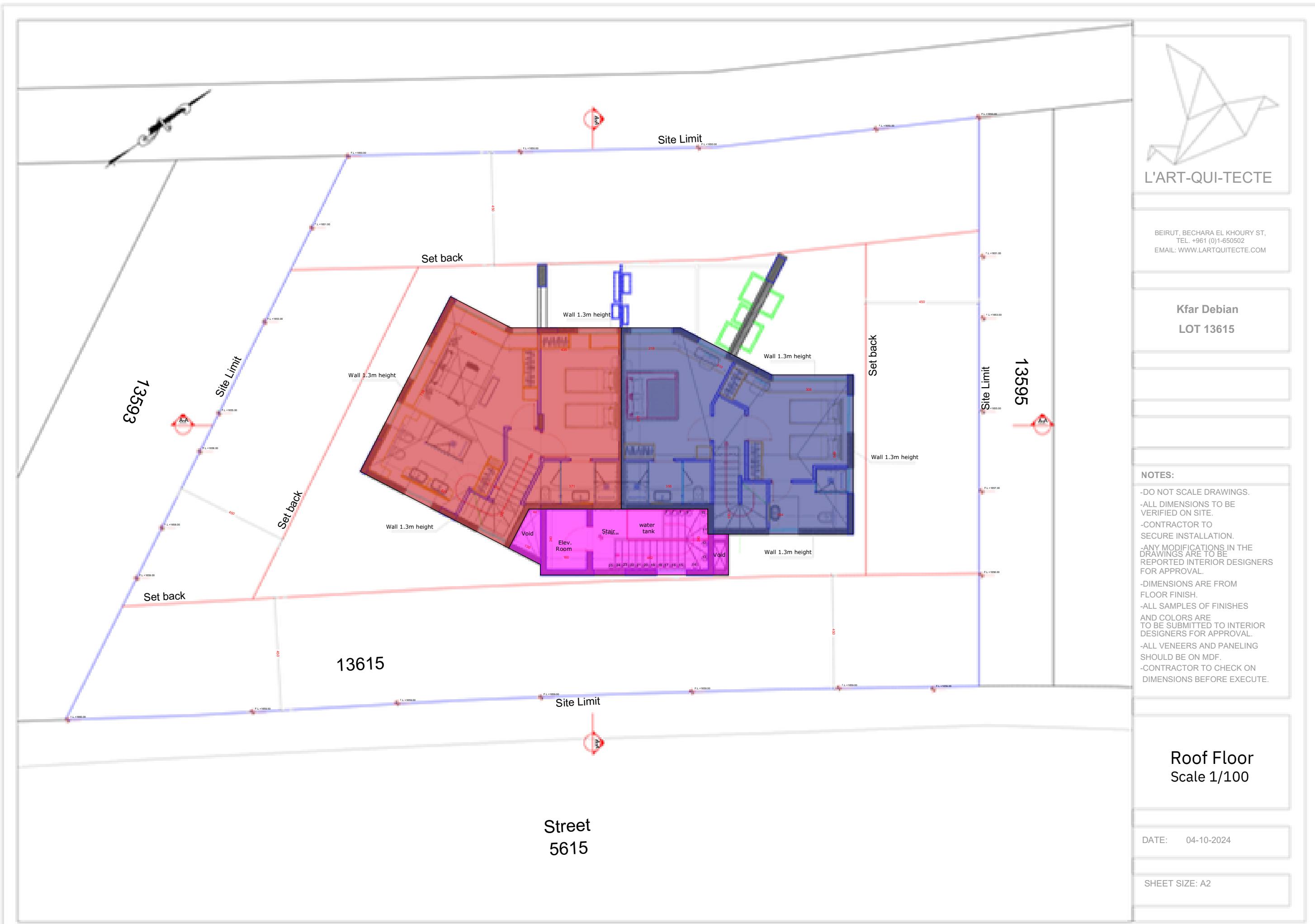
Total

Balconies 27m2

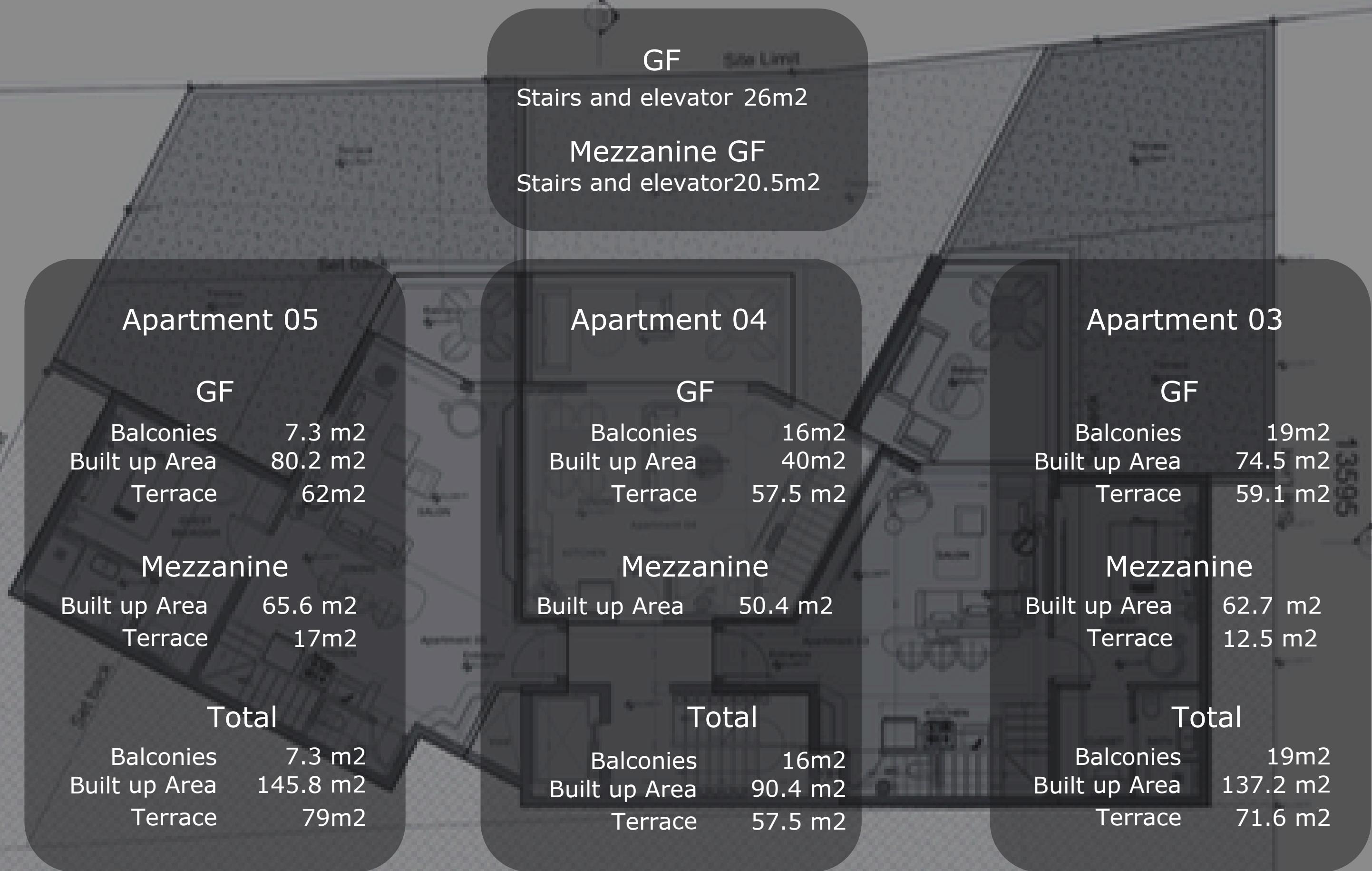
Built up Area 124.2 m2

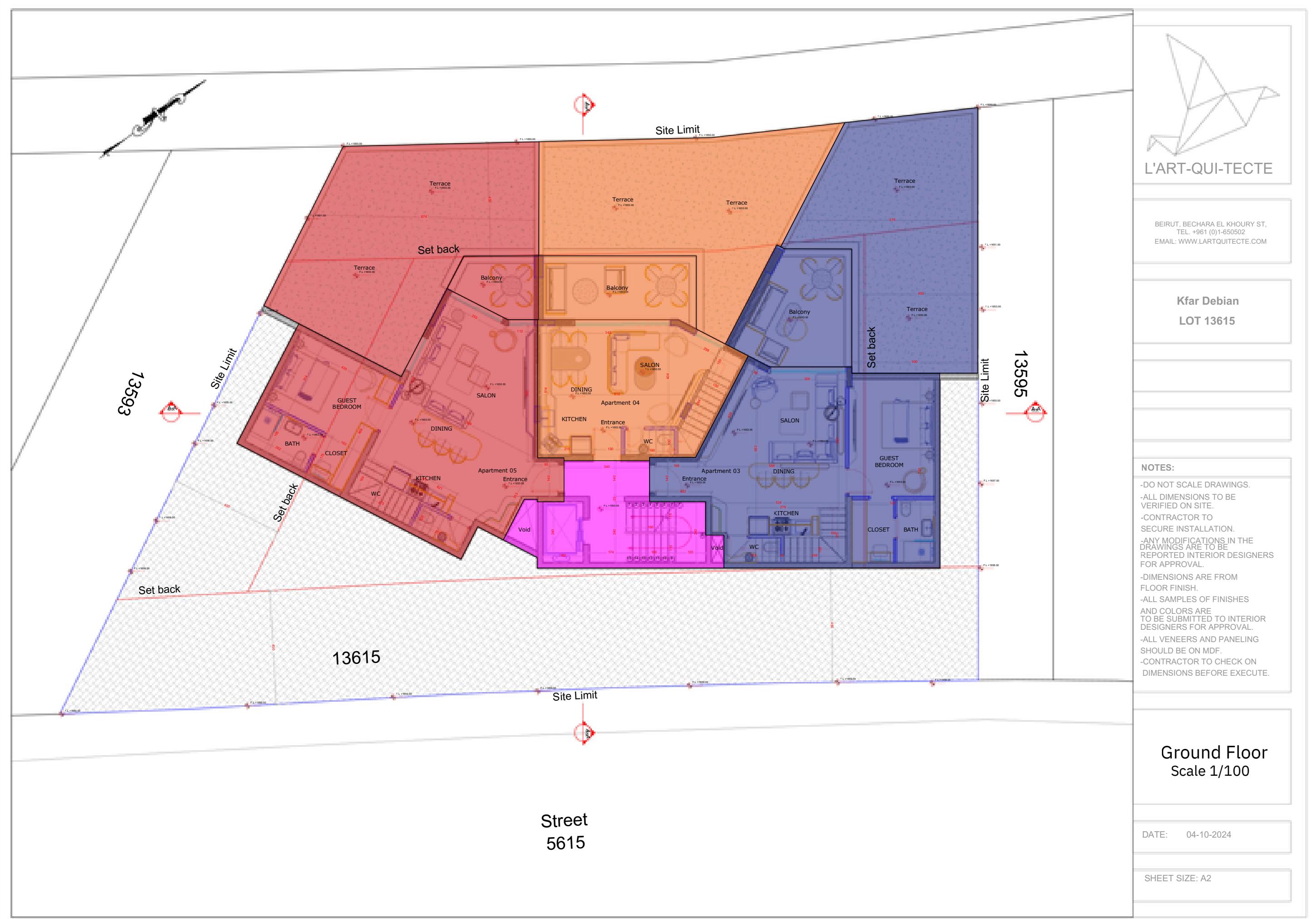
Terrace 88.4 m2

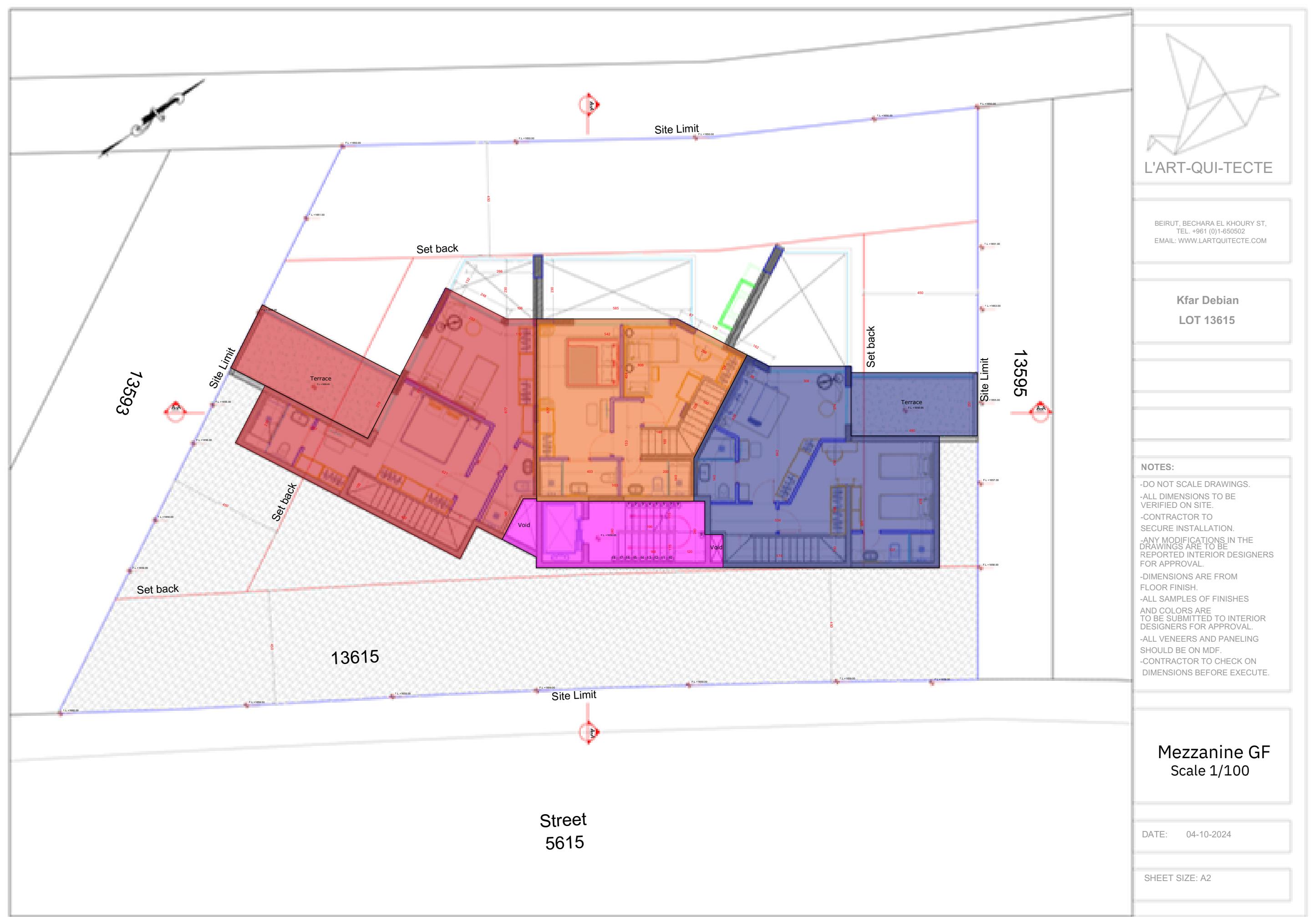




# GROUND FLOOR & MEZZANINE:







# WHY GREY STONE?

A wide-angle, aerial photograph of a residential area nestled in a valley. The town is built on a hillside, with numerous houses and apartment complexes featuring white roofs. The surrounding landscape is covered in a thick layer of snow, with dark evergreen trees scattered throughout. The sky is a vibrant orange and yellow, indicating a sunset or sunrise. The overall scene is serene and picturesque.

PRESTIGIOUS FAQRA LOCATION.



ARCHITECTURE THAT IS BOTH  
MODERN AND TIMELESS.

SPACIOUS TERRACES FOR SEAMLESS  
INDOOR-OUTDOOR LIVING.



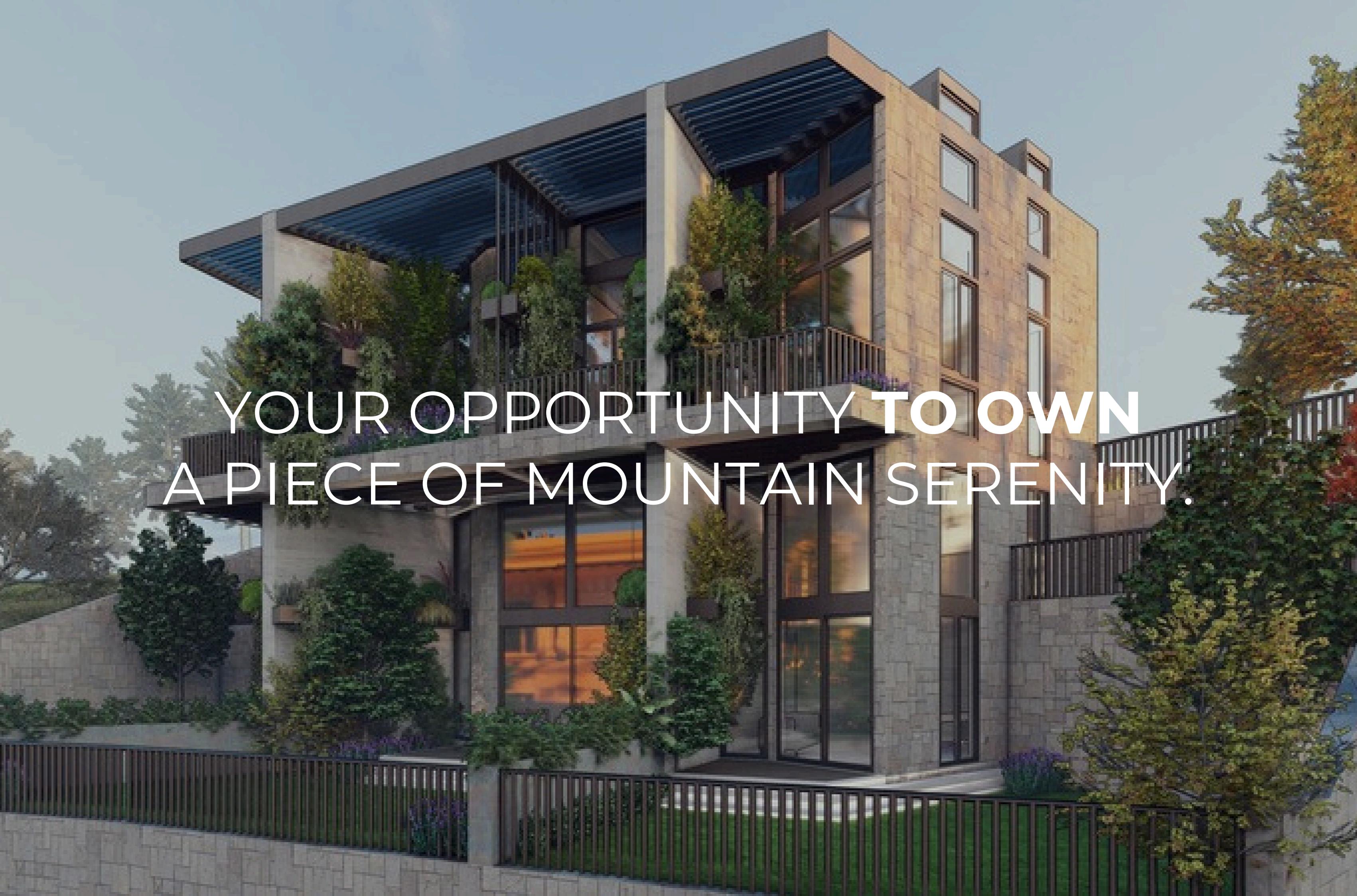


DESIGNED BY L'ARTQUITECTE FOR  
LIFESTYLE-DRIVEN EXCELLENCE.

GREY STONE IS NOT JUST AN ADDRESS



IT'S A WAY OF LIFE.



YOUR OPPORTUNITY TO OWN  
A PIECE OF MOUNTAIN SERENITY.



LET'S MAKE FAQRA  
YOUR NEXT HOME.



L'ART QUI TECTE

**THIS WILL BE  
EPIC!**

---