

CONCEPT AND IDENTITY MANUAL

GREY STONE FAQRA



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 questionnaire, 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

Mezzanine 1F

Built up Area 69.5 m2

Total

Balconies 15.3 m2
Built up Area 135.5 m2
Terrace 75.2 m2

Apartment 01

1F

Balconies 27m2
Built up Area 61.1 m2
Terrace 88.4 m2

Mezzanine 1F

Built up Area 63.1 m2

Total

Balconies 27m2
Built up Area 124.2 m2
Terrace 88.4 m2



L'ART-QUI-TECTE

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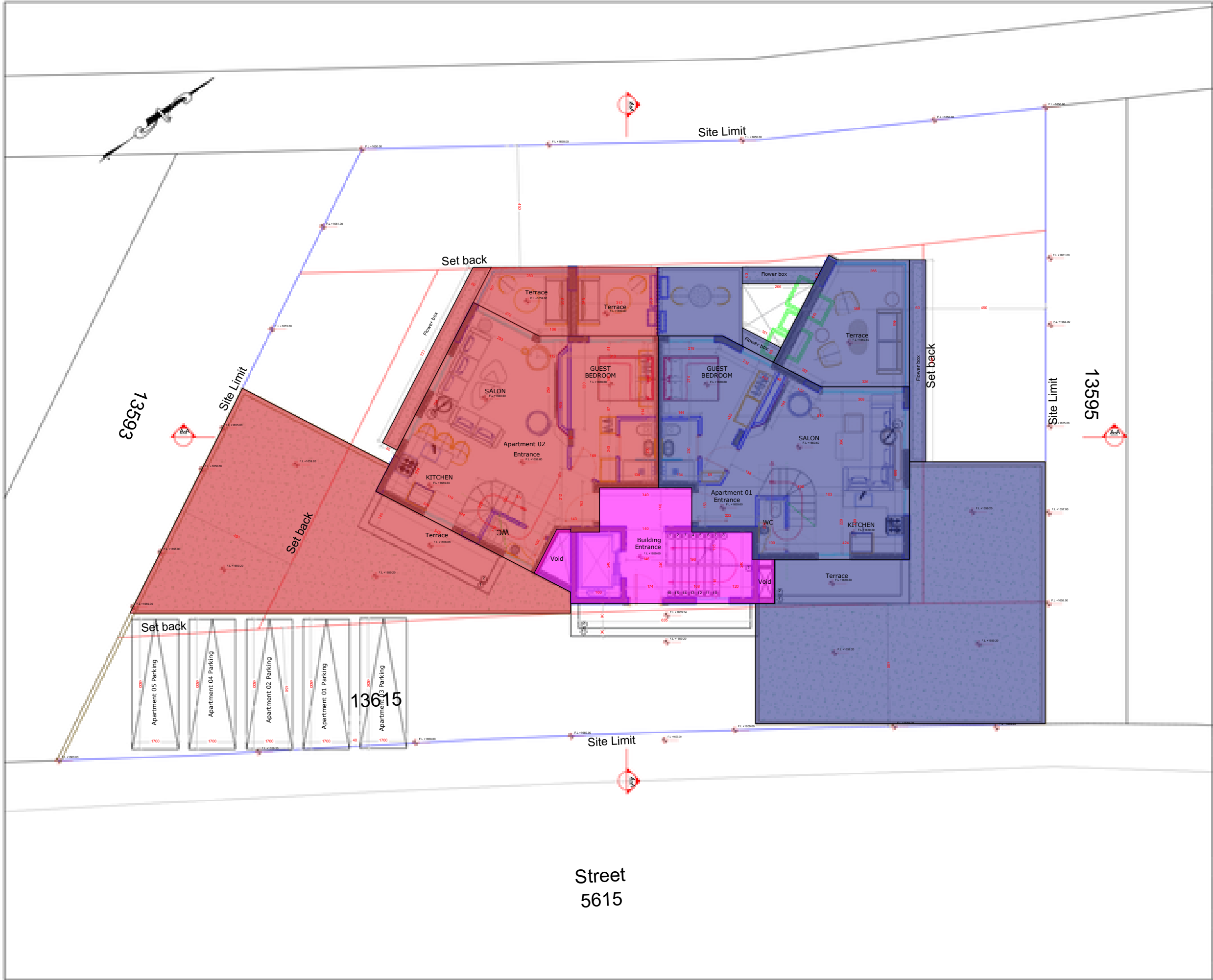
NOTES:

- DO NOT SCALE DRAWINGS.
- ALL DIMENSIONS TO BE VERIFIED ON SITE.
- CONTRACTOR TO SECURE INSTALLATION.
- ANY MODIFICATIONS IN THE DRAWINGS ARE TO BE REPORTED INTERIOR DESIGNERS FOR APPROVAL.
- DIMENSIONS ARE FROM FLOOR FINISH.
- ALL SAMPLES OF FINISHES AND COLORS ARE TO BE SUBMITTED TO INTERIOR DESIGNERS FOR APPROVAL.
- ALL VENEERS AND PANELING SHOULD BE ON MDF.
- CONTRACTOR TO CHECK ON DIMENSIONS BEFORE EXECUTE.

First Floor
Scale 1/100

DATE: 04-10-2024

SHEET SIZE: A2





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Roof Floor
Scale 1/100

DATE: 04-10-2024

SHEET SIZE: A2



GROUND FLOOR & MEZZANINE:

GF

Stairs and elevator 26m2

Mezzanine GF

Stairs and elevator20.5m2

Apartment 05

GF

Balconies7.3 m2

Built up Area80.2 m2

Terrace62m2

Mezzanine

Built up Area65.6 m2

Terrace17m2

Total

Balconies7.3 m2

Built up Area145.8 m2

Terrace79m2

Apartment 04

GF

Balconies16m2

Built up Area40m2

Terrace57.5 m2

Mezzanine

Built up Area50.4 m2

Total

Balconies16m2

Built up Area90.4 m2

Terrace57.5 m2

Apartment 03

GF

Balconies19m2

Built up Area74.5 m2

Terrace59.1 m2

Mezzanine

Built up Area62.7 m2

Terrace12.5 m2

Total

Balconies19m2

Built up Area137.2 m2

Terrace71.6 m2



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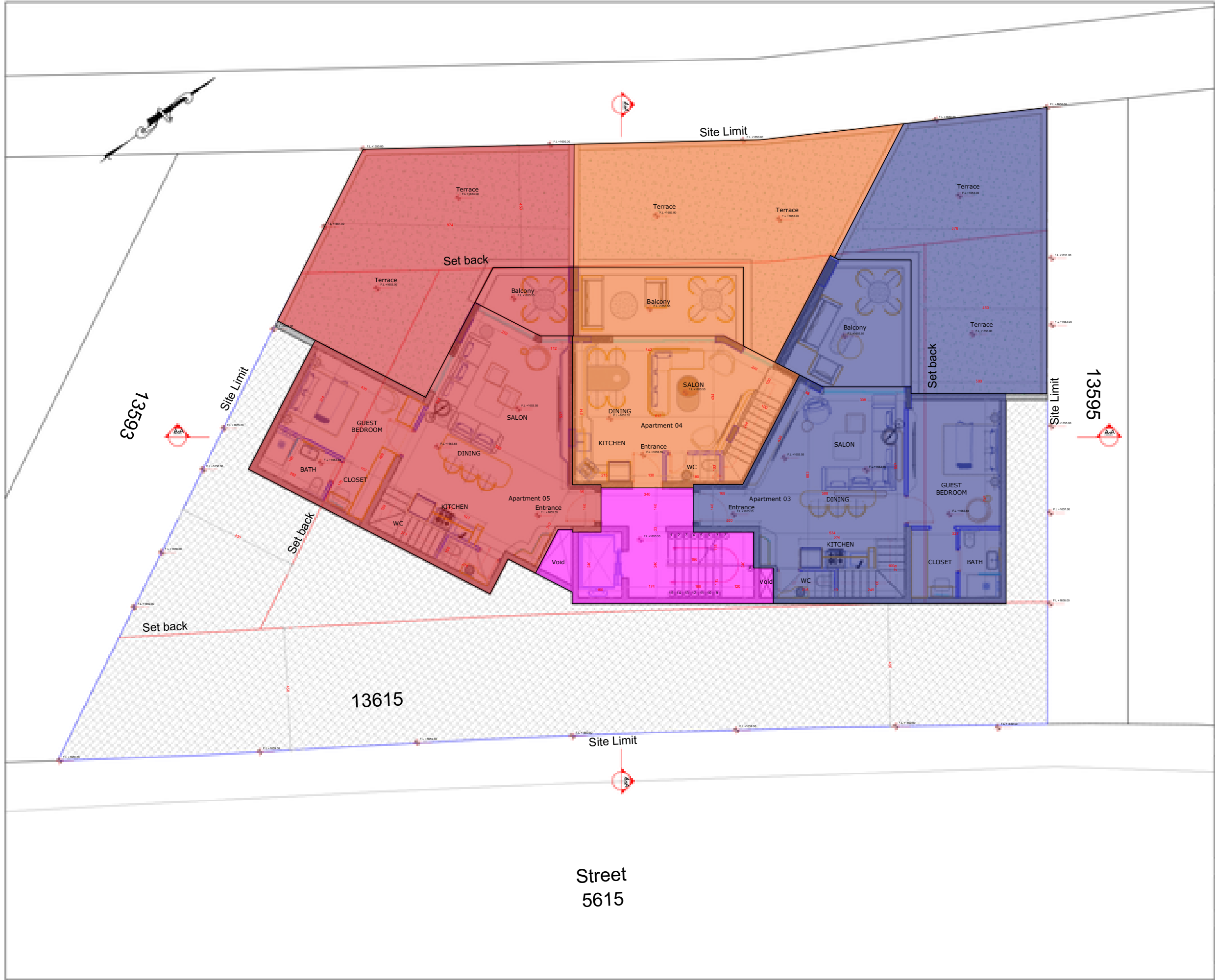
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Ground Floor
Scale 1/100

DATE: 04-10-2024

SHEET SIZE: A2





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Mezzanine GF
Scale 1/100

DATE: 04-10-2024

SHEET SIZE: A2



WHY GREY STONE?

A panoramic view of a snowy mountain landscape at sunset. The sun is a bright, glowing orb in the upper center, casting a warm orange and yellow light across the sky and the snow-covered terrain. In the foreground, there are snow-covered mounds and a few small evergreen trees. In the middle ground, a small village with several houses and buildings is nestled on a slope. A winding road or path cuts through the snow-covered landscape, leading towards the village. The background shows more snow-covered hills and a hazy horizon. The overall scene is peaceful and scenic, highlighting the beauty of a winter mountain location.

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.

A modern, two-story house with a textured stone facade and large vertical windows. The house is illuminated from within, and the scene is set at dusk or dawn. The text "LET'S MAKE FAQRA YOUR NEXT HOME." is overlaid in the center.

LET'S MAKE FAQRA
YOUR NEXT HOME.

**THIS WILL BE
EPIC!**

