

FALCON

Built for Performance



Minimal Palette. Maximum Impact.

The Falcon’s colour system is engineered for clarity. Every shade has purpose, to guide the eye, separate content, and drive decisions.

Dark greys for depth and authority. Neutral greys for structure. Soft off-white for space. A single, confident accent to signal action.

OFF-WHITE

#F6F8F0

BLACK

#171717

LIGHT GREY

#C0C4CA

GREY

#6C7279

DARK GREY

#202322

ORANGE

#F48A4E

Simple.
Sharp.
Recognisable.

The Falcon wordmark is designed to be confident, clean, and quietly powerful. There’s no symbol, no fluff.

Just the name.

It reflects how we operate: direct, strategic, and free of distraction. Built to stand out without shouting, the wordmark sits effortlessly across digital and print, scaling with clarity and purpose.

THE FALCON

Versatile by
Design.

Whether placed on core brand colours or over photo-based backgrounds, it retains clarity, presence, and authority. The bold, modern typeface ensures legibility even in complex environments.

THE FALCON

FALCON

FALCON

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FALCON



Clean visuals.
Results-focused.
Built for clarity.

Falcon's brand philosophy centers on clean visuals and results-focused imagery designed for absolute clarity. These above-the-fold case study examples demonstrate how strategic color restraint and editorial-style typography create an environment where viewers can immediately digest key results without distraction.



thefalconagency_

How Golf Journeys Achieved a

226% Increase
In New Clients

Investing in a new website pays big
returns for one of Australia's
fastest-growing golf travel companies.

226%

Increase in new clients.

75%

Reduced landing page deployment.

3,059%

Increase in search engine traffic.





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How Blow Bar Lane Achieved a

220% Increase
In New Clients

Launching a brand new luxury hair salon
and ranking it #1 on Google
within months.

110%

Capacity on peak days.

380+

Positive reviews across platforms.

27%

Price increase and specialisation.





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How Next Level Performance Achieved

#1 Position On
Search Engines

Transforming a luxury automotive
service into the region's most
sought-after performance specialists.

#1

On Google for high intent searches.

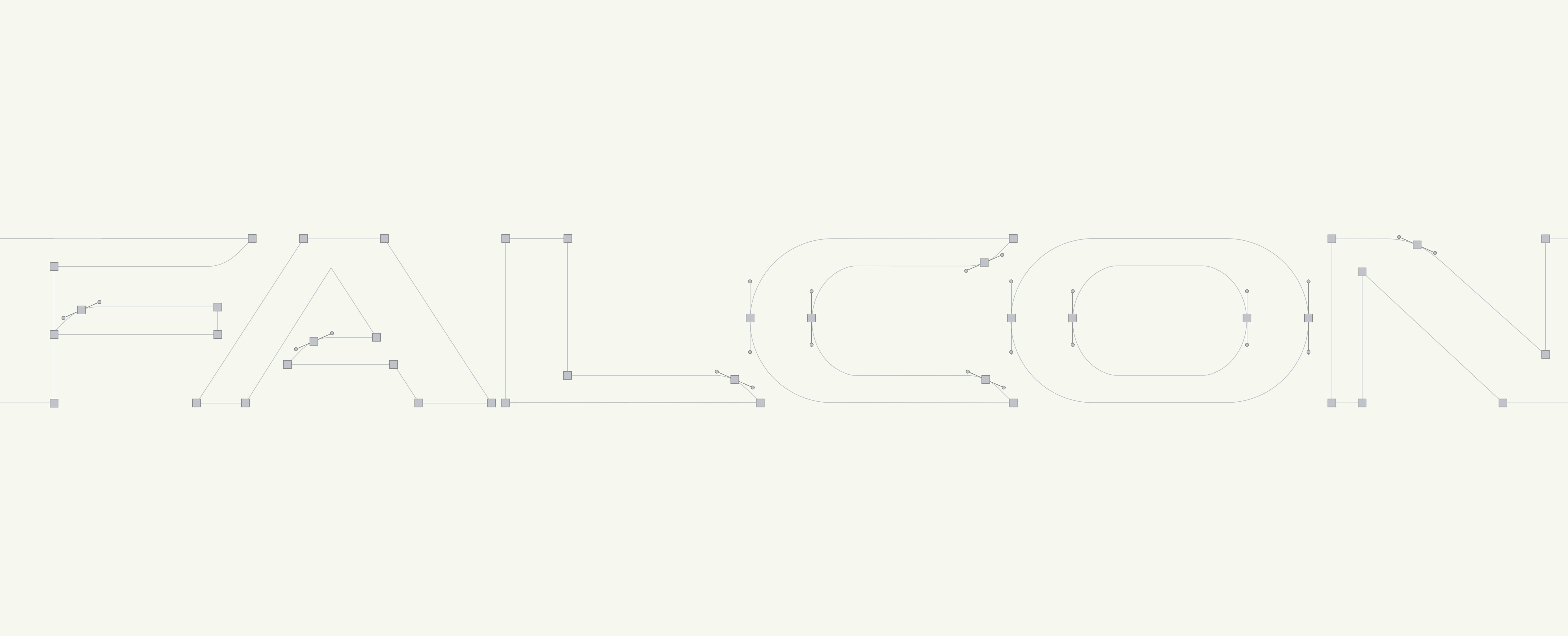
340%

Increase in qualified leads.

85%

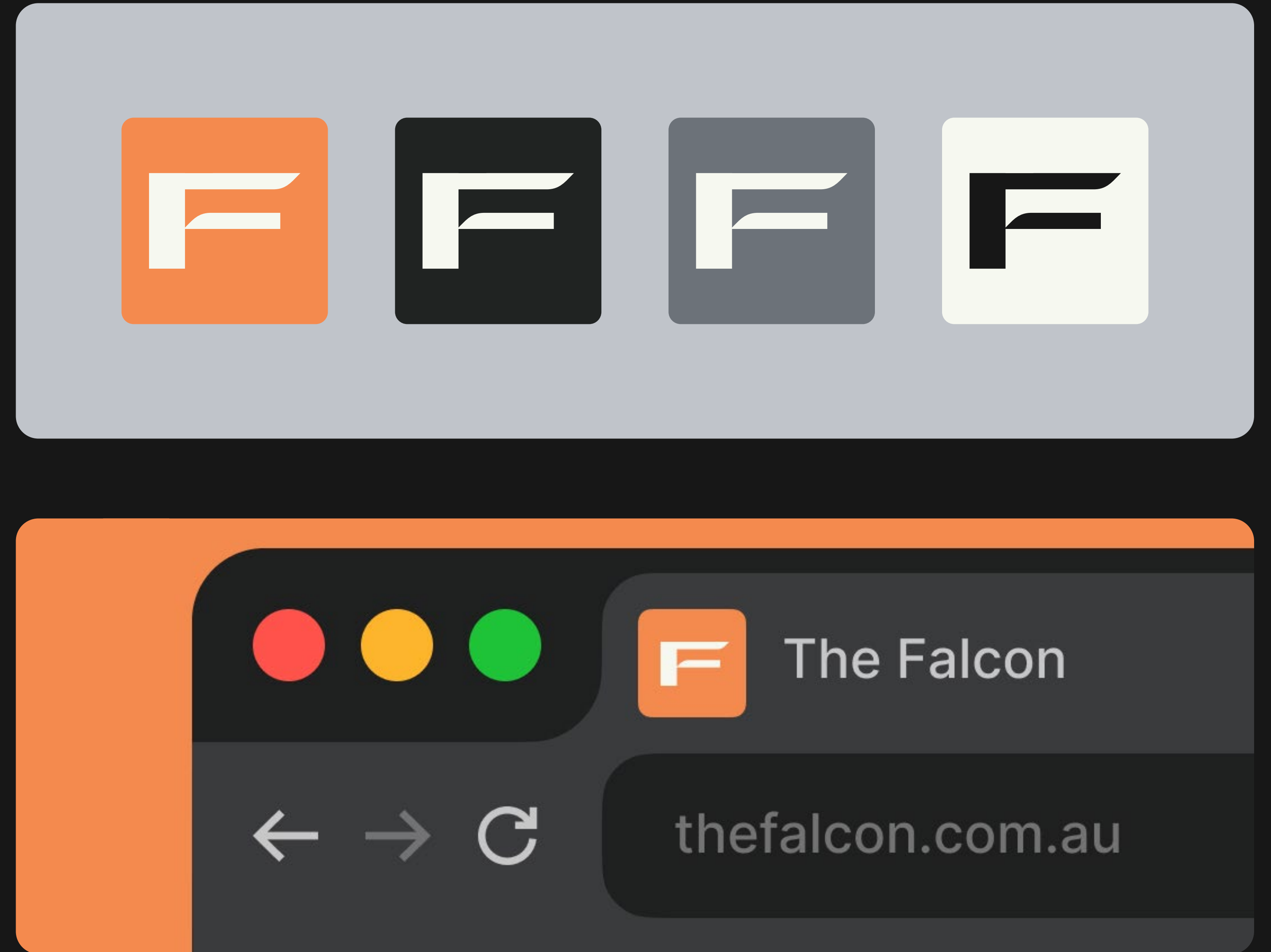
Market share in luxury performance.











Our Voice
Has Direction.

Confident

Authoritative

Direct

Data-Driven

Professional

Approachable

Results-Focused

ROI-Driven

Technical

Industry Expert

General Sans

Typeface Family

Typeface

General Sans is a modern, geometric sans-serif typeface designed for clarity, versatility, and impact. With clean lines, balanced proportions, and a contemporary feel, it’s built to perform across digital and print applications. Its minimalist structure makes it ideal for brands that value precision and professionalism, while subtle humanist touches keep it approachable and engaging.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &→!

Used across all brand assets, General Sans reinforces a sleek, confident identity — aligning perfectly with The Falcon’s values of focus, performance, and transparency.

6 Styles

Light

Regular

Medium

Semi Bold

→



THE FALCON

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www.thefalcon.com.au

The Falcon Recommends PTY LTD
t 638 222 705



Date: 7 June 2025
To: John Smith
Company: EarthCore Logistics
Address: 102 Mining Drive, Perth WA 6000

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