

## ABOUT US

# Furphy Foundry.

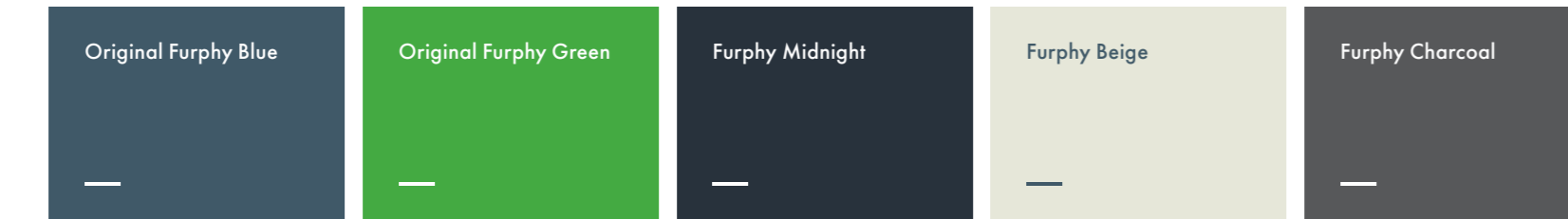
We are a diversified foundry and manufacturing company — specialising in Urban Design Products.

## Words that describe our values and visual appearance.

Bold, Evolutionary, Solid, Modern, Structured, Confident, Spacious, Dynamic & Engaging.



## Our world in colour.



## How our words appear visually.

Feature Typeface (Adobe Typekit)

**AaBbCc**  
012345%@&\*

**Futura PT Heavy**  
**Futura PT Demi**  
**Futura PT Medium**  
**Futura PT Book**

Matched Italics Included.

Secondary Typeface (Adobe Typekit)

**AaBbCc**  
012345%@&\*

**Miller Text Bold**  
*Miller Text Bold Italic*  
Miller Text Roman  
*Miller Text Roman Italic*

## Pictures tell our story.

Images are essential in showcasing our beautiful products, and communicating our values to our customers. Images can be divided into three distinct territories:

### Studio:

Clean and detailed. Quality renders may also be specified when studio photography isn't viable.

### Environment:

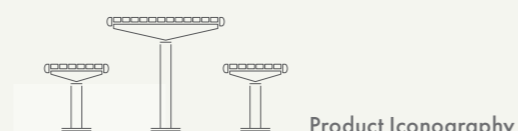
Our product captured out in the world.

### Lifestyle:

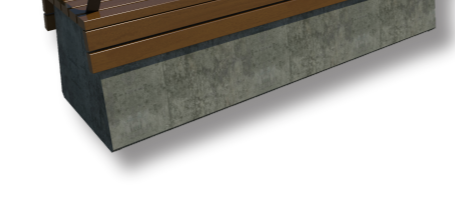
Our products enrich the lives of many communities. Let's demonstrate it proudly.

### Miller Text:

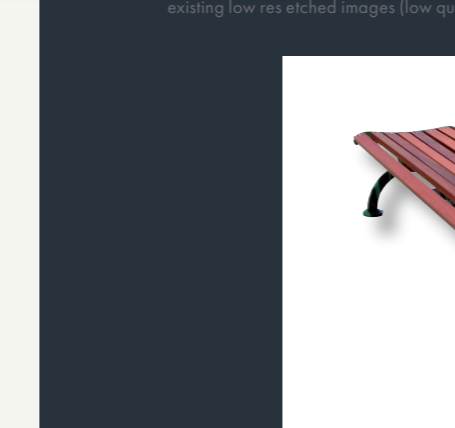
In addition to Futura, a secondary serif typeface has been specified to provide a less masculine, highly crafted tonality that will communicate successfully across both genders.



Product Iconography



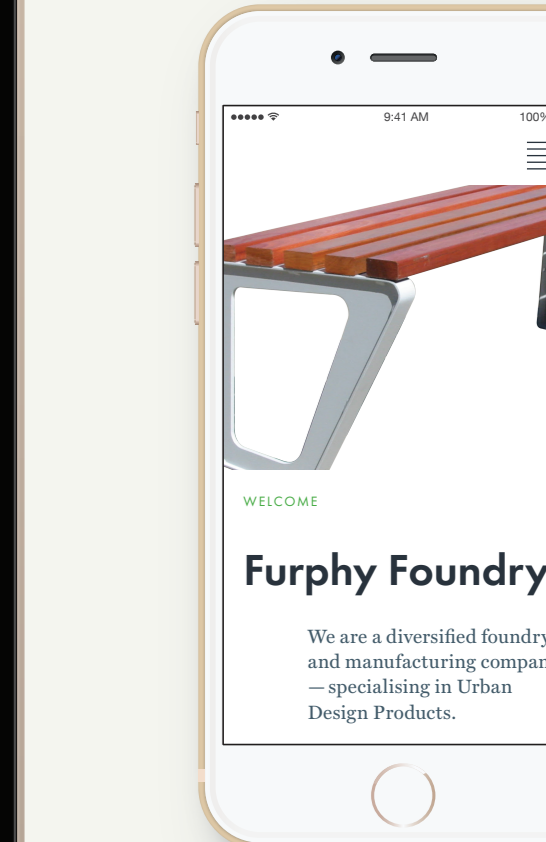
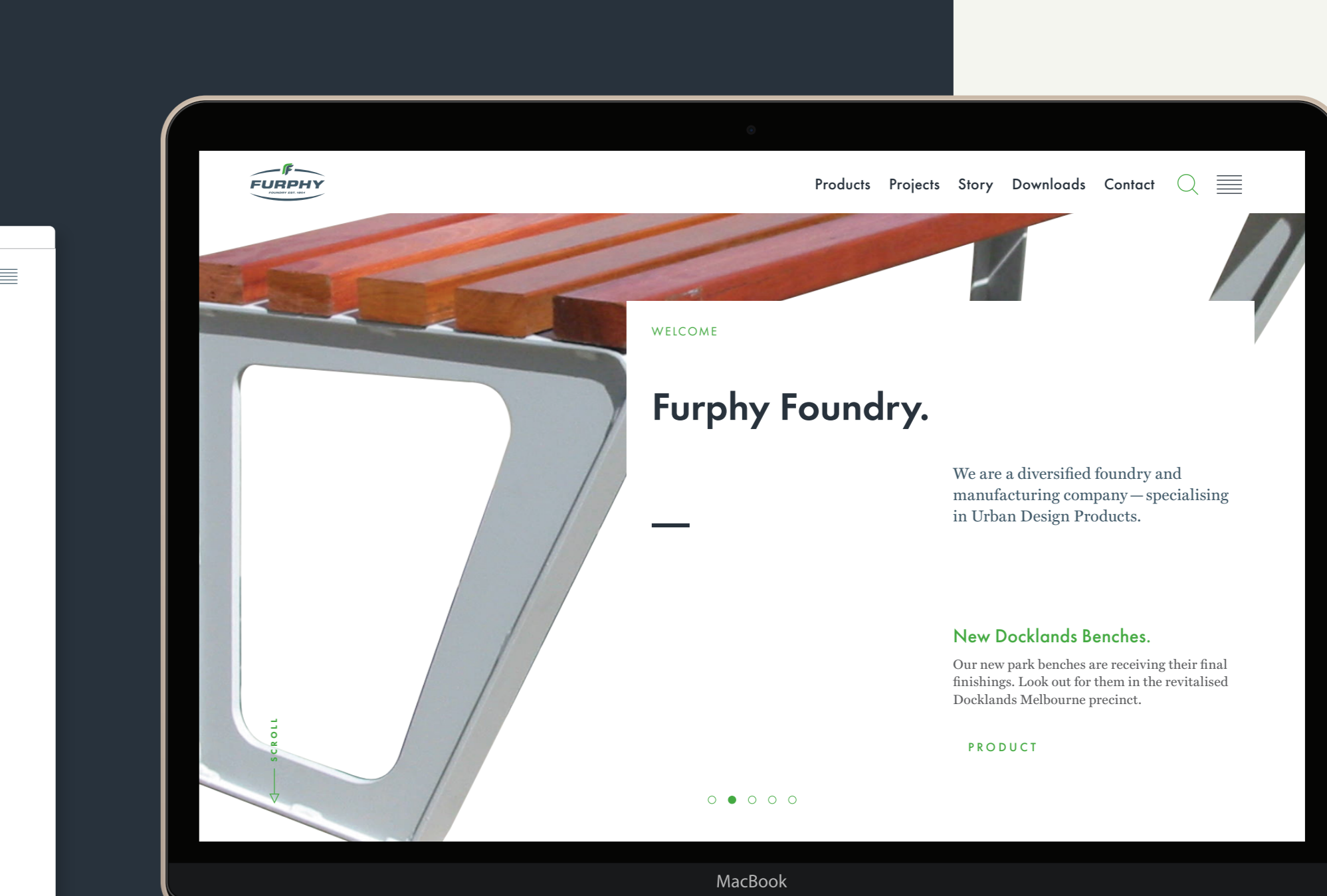
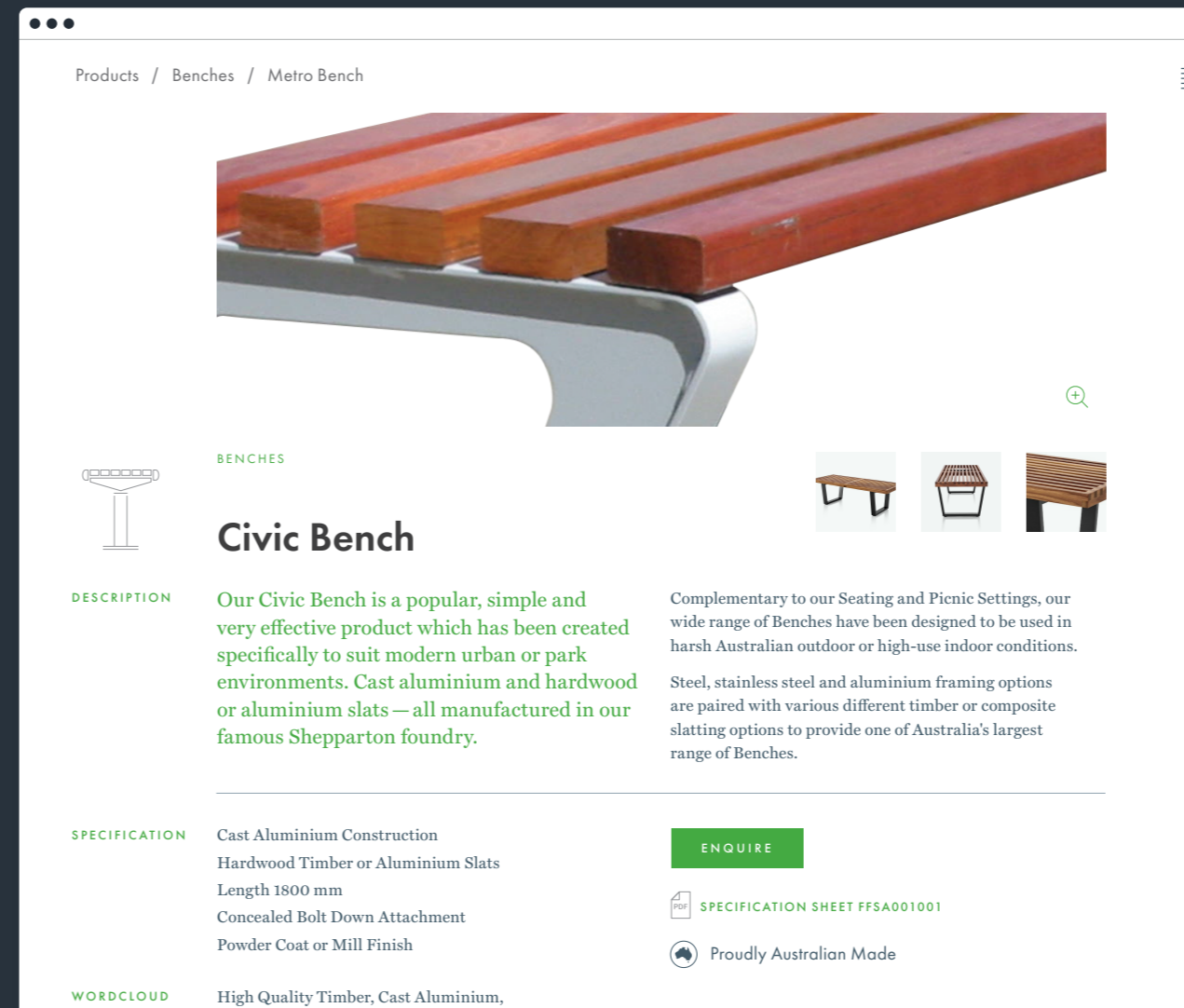
existing low res etched images (low quality)



existing low res etched images (low quality)

## Our Brand in use.

Digital Touchpoints



FF.