

farglory-land.
com.tw

遠雄建設品牌書

Farglory Land Development
Brandbook

Living Better

美 好 共 生



Farglory
Land
遠 雄 建 設

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持續創新的遠雄故事

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Farglory Story



BRAND STORY

持續創新的遠雄故事



建設營造事業為遠雄集團之根基，遠雄建設從 1978 年成立至今，已邁入第二個五十年，半個世紀以來，遠雄建設從廠辦教父、造鎮計畫、二代宅，到如今的 FG NEXT 永續共享，我們始終走在產業的尖端，創造嶄新的建築規劃，打造無數膾炙人口的作品。

遠雄建設也是最早建立品牌的大型建商，將永續經營、永續服務、回饋社會等理念，持續落實，今後，我們更將接軌趨勢，為未來的居住型態，打造永續共享的宜居社區，並以夥伴精神，開展更多外界合作，最大化的發揚品牌社會影響力。

The construction and development business has been the cornerstone of the Farglory Group since its inception in 1978, and the Group is now entering its second half-century.

Over the past fifty years, Farglory Land Development has evolved from being known as "Factory-Office Titian", "Pioneer in Citycraft", and "Second-Generation Homes" to the current FG NEXT sustainable sharing model. We have consistently been at the forefront of the industry, creating innovative architectural plans and delivering numerous well-known works.

Farglory Land Development is also one of the earliest large-scale developers to establish a brand, consistently implementing the concepts of sustainable management, sustainable service, and social contribution. Moving forward, we will align with emerging trends to create sustainable and livable communities for future residential models. With a spirit of partnership, we will pursue more external collaborations to maximize the brand's social impact.

FACTORY-OFFICE TITIAN 廠辦教父

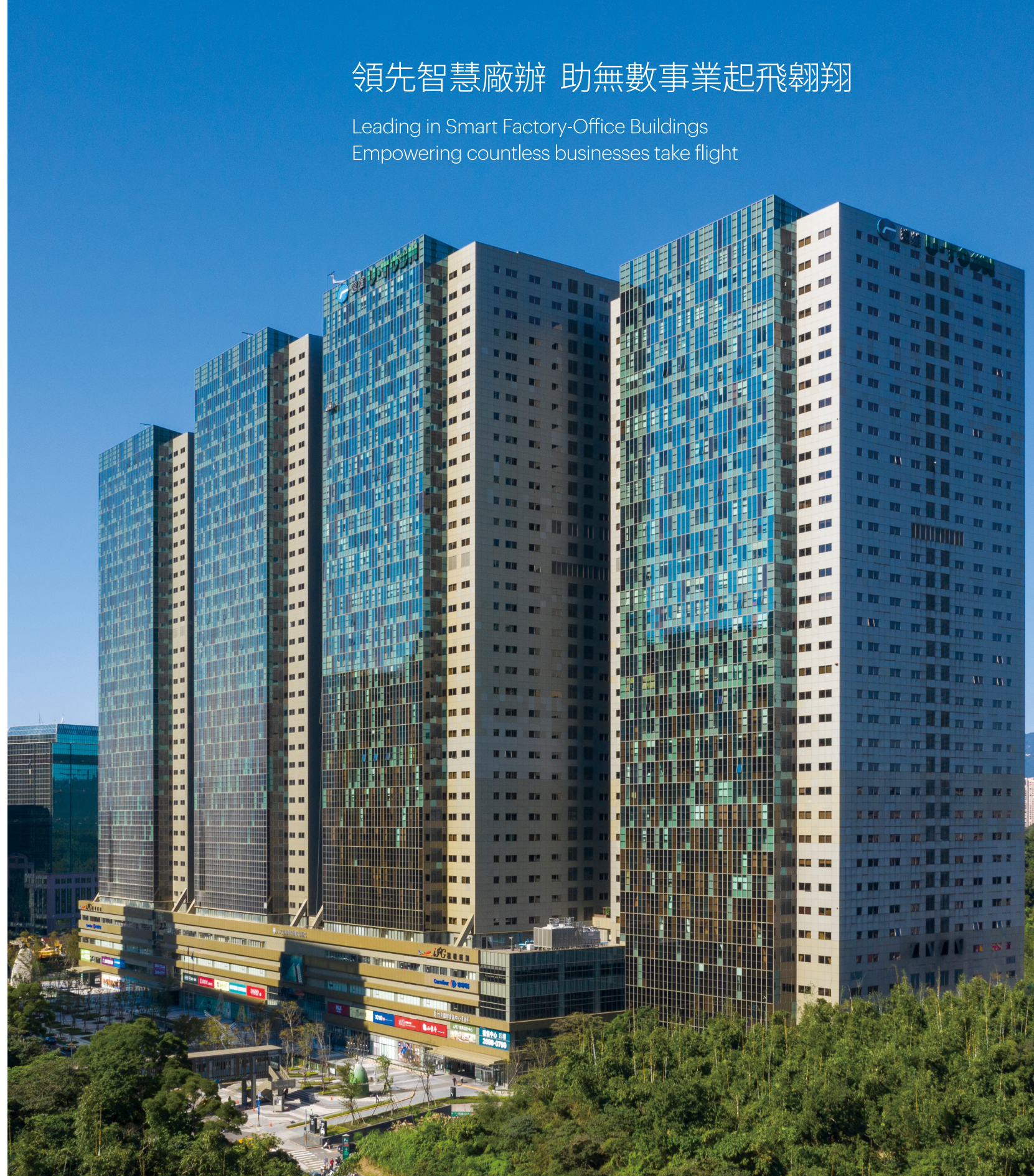
領先智慧廠辦 助無數事業起飛翱翔

Leading in Smart Factory-Office Buildings
Empowering countless businesses take flight

遠雄在台北內湖、新北汐止、中和、新店、三重等地，
打造數十座兼具智慧科技與人性體驗的廠辦園區，為
無數立足台灣，面向國際的頂尖企業創造穩固的事業
根據地。

廠辦教父，象徵遠雄與客戶攜手築夢，共同起飛。

Farglory has developed numerous industrial office parks in Neihu, Xizhi, Zhonghe, Xindian, and Sanchong. These parks combine smart technology with human-centric design, providing a solid foundation for countless top-tier enterprises in Taiwan and aiming for international success. Known as the 'Titan of Industrial Parks,' Farglory symbolizes the collaboration between us and our clients, building dreams and achieving success together..



PIONEER IN CITYCRAFT

造鎮先鋒

遠雄二代宅 為無數家庭構築夢想

The Farglory "Second-Generation Homes"
Building dreams for countless families

走到台灣各個熱門新興重劃區，只要是人流最群聚，氛圍最活絡的地方，多半就是遠雄的造鎮地標，一座座微型城市的縮影。

中和左岸生態智慧城、三峽藝術大道、林口數位造鎮、新莊遠雄副都心，無數家庭選擇遠雄，一起迎向美好生活的夢想。

Across Taiwan's popular emerging redevelopment zones, the most bustling and vibrant locations are often the landmarks of Farglory. These include Zhonghe Left Bank Eco-City, Sanxia Art Avenue, Linkou Digital Town, and Xinzhuang Farglory Sub-Center. Countless families choose Farglory as they pursue their dream of a better life.

永續共享的嶄新旅程

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Next Journey

VISION 願景

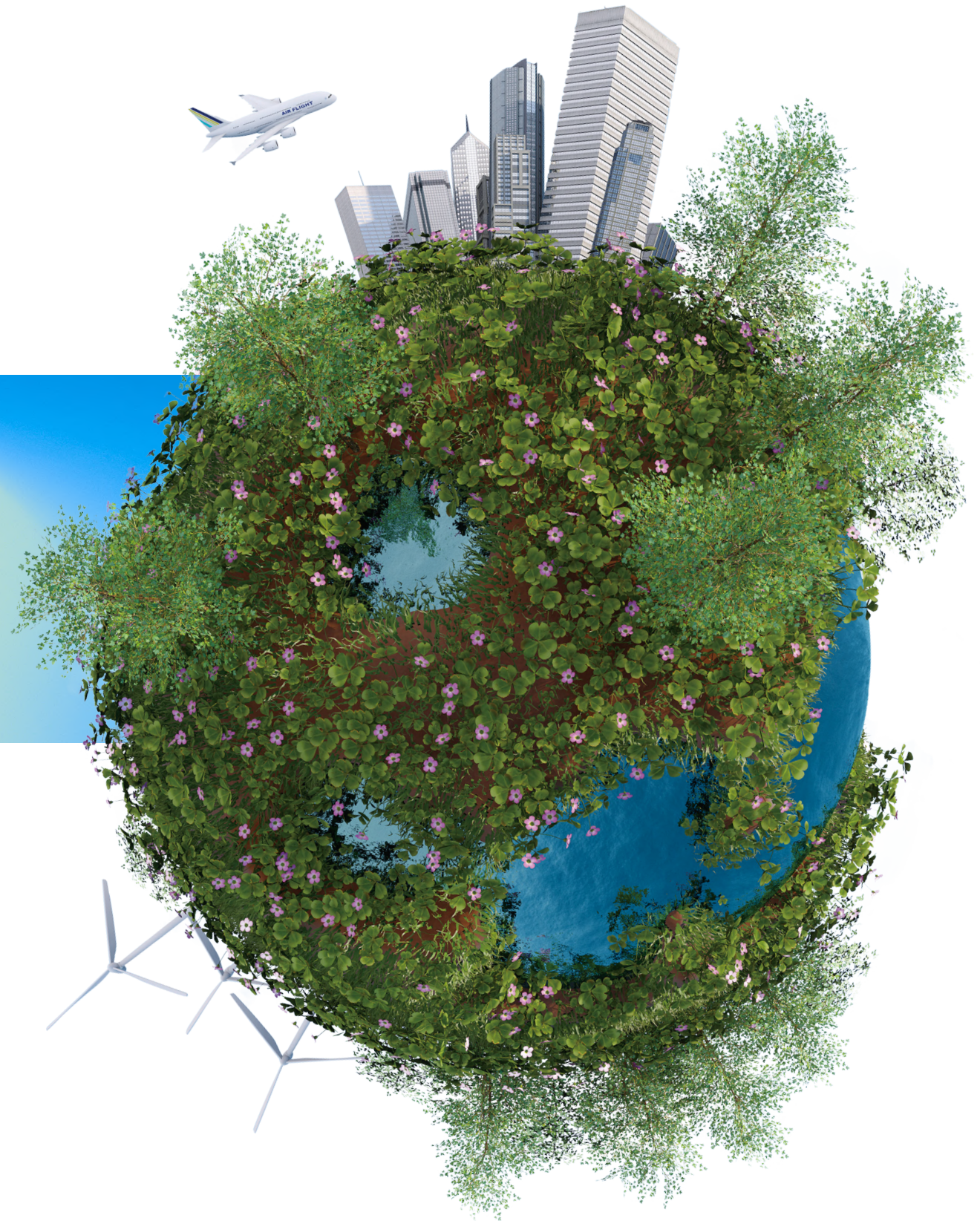
成為最友善地球的建設事業

Become the Most Eco-Friendly
Construction Enterprise

永續深植我們的信念。

我們相信，建設取材於大地，就必須用最友善的態度，才能使地球生生不息，永續循環，創造土地與生命的美好共生。

Sustainability is deeply embedded in our core values. We believe that construction, which originates from the land, must be approached with the utmost care and environmental consideration to ensure the Earth's vitality, sustainable cycles, and the harmonious coexistence of land and life.



MISSION 使命



為生活與事業 打造美好居住體驗

Creating an ideal living experience
for both life and business



遠雄建設不只建構一系列口碑造鎮、住宅、廠辦、商辦，更從理想生活與前瞻事業的角度，創造美好的居住體驗。

建構豐富人生的穩固基石。

Farglory goes above and beyond constructing communities, homes, and properties. By prioritizing ideal living and innovative business ventures, we strive to enhance the quality of life for everyone we serve.

PROPOSITION

品牌主張

美好共生
Living Better



我們相信，美好居住的本質，是豐富愉悅的生活體驗，透過好的建築，連結環境，活絡社群，讓美好的人事物，在此匯聚、串連、共生。

成為永續與共享的好夥伴，一起Living Better.

We believe that the essence of great living is a rich and enjoyable experience. Through excellent architecture, we connect with the environment and invigorate communities, bringing together people, places, and experiences in harmony. We strive to be a sustainable and collaborative partner, committed to 'Living Better' together.

VOICE 品牌個性

共享
Sharing



專業
Professional



活力
Vibrant



親切
Kind



自然
Natural



CUSTOMER PERSONA

住戶群像

Farglory Land



遠雄的房子，蓋給懂的生活的人們。
會欣賞遠雄的人，還有另一項共同的特質：
「熱心互助 熱愛交流」

懂生活 + 喜互助 + 愛交流，讓遠雄社區，
成為最有溫度的社區大家庭。



Farglory homes are built for those who understand refined living. People who appreciate Farglory properties share another common trait: a passion for mutual support and active communication. With an appreciation for quality living, a commitment to helping each other, and a love for interaction, our communities become the warmest and most vibrant family environments.

熱心互助 熱愛交流的人們相聚在遠雄

Enthusiastic and helpful people who love to communicate gather at Farglory communities



Brandbook

Customer Persona

BRAND PROMISE

品牌承諾

01 永續環境與服務

Sustainable Environment and Service

以城市規劃的想法，串連生活所需，教育、交通、購物娛樂等；整合環境綠化、降低營建衝擊，讓城市宜居永續再結合各項貼心和數位智能的服務，生活在遠雄，永續、貼心、又便利。

By integrating urban planning concepts, we connect essential aspects of life, such as education, transportation, shopping, and entertainment. We focus on environmental greening and reducing construction impacts to ensure sustainable and livable cities. Combined with thoughtful sustainable services and digital smart solutions, living in Farglory's communities offers sustainability, care, and convenience.



02 共享社區與規劃

Shared Communities and Planning

無論是哪個社區，住了多久，始終有一種溫暖而活潑的感受。因為從規劃開始，我們希望帶給住戶的，就不只是家中的空間而已，從家的通透空間感出發，凝聚家人情誼；到人人都能使用的公設規劃，聯繫鄰里情感。透過共享與分享的設計，我們讓人與人之間的溫度，更提升了。

Regardless of the community or the length of residence, there is always a sense of warmth and vitality. From the outset of planning, our goal has been to provide more than just living space. We begin with open space home designs that nurture family bonds and extend this approach to communal facilities that enhance neighborhood connections. Through thoughtful designs that promote sharing and interaction, we elevate the warmth and connectivity among residents.

03 熱心鄰里好夥伴

Enthusiastic Neighborhood Partners

「遠雄的人，總是特別熱心無私跟我分享資訊，好有夥伴精神。」

「跟遠雄買房子，好像買到一輩子的服務安心。」

「住在遠雄的人，常在社群軟體上彼此關照、舉凡親友來臨時互借個車位、居家修繕互借個小工具、經常性舉辦社區聯誼活動...」

無論是遠雄與住戶間，或是社區鄰里，都彼此貼心互相關照著。

"People at Farglory are always exceptionally helpful and eager to share information, embodying a true spirit of partnership."

"Purchasing a home from Farglory feels like securing lifelong service and peace of mind."

"Residents of Farglory frequently support each other on social media, whether by lending a parking space, sharing tools for home repairs, or organizing community social events."

Whether in interactions between Farglory and its residents or within the community itself, there is a profound sense of mutual care and support.



Core Value for Next Gen

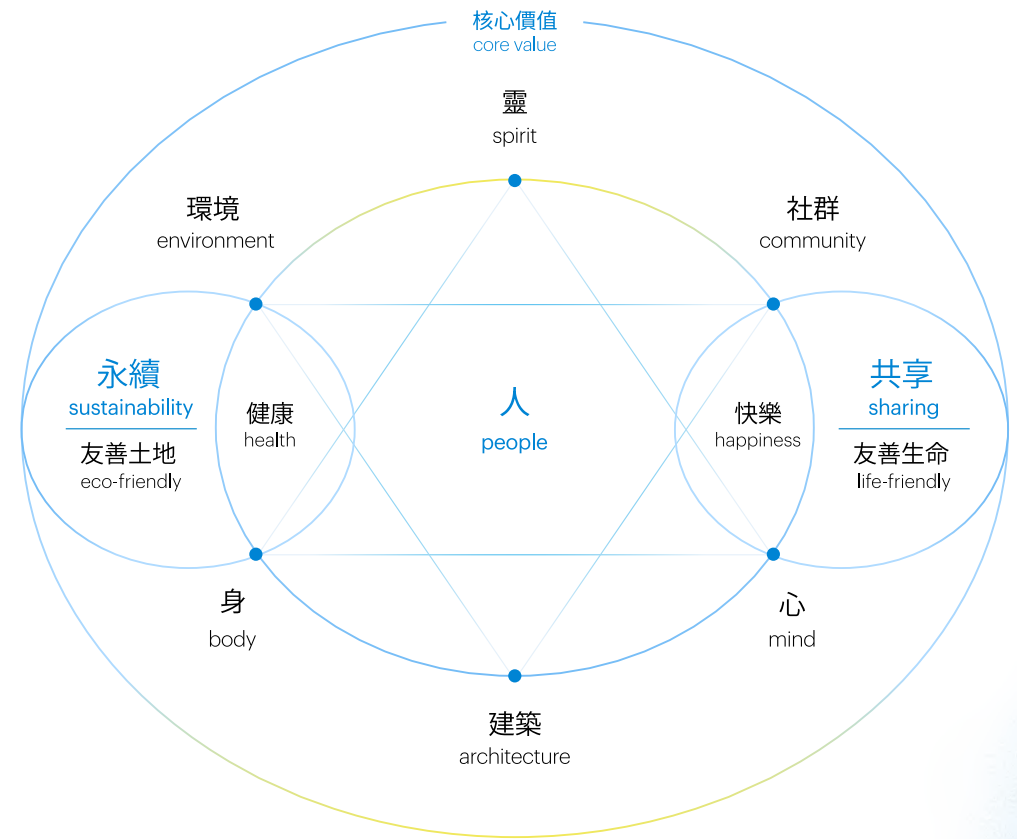
FG NEXT

永續
Sustainability

共享
Sharing

FG NEXT

永續共享 核心價值



從人的需求出發 關於未來居住的大型實驗

Starting with Human Needs: A Large-Scale Experiment on Future Living

2018 年起，我們啟動了一場沒有終點的大型實驗，從人的需求出發，讓建築、環境和社群連結，滿足身心靈平衡，創造永續和共享的價值。

這個計畫是遠雄邁向下一個50年的自我省思，更是希望帶領產業一同思考，以更加友善土地、友善生命的角度，共同建設美好城市 and 家園的未來。

Since 2018, we have embarked on an ongoing, large-scale experiment, focusing on human needs to connect architecture, environment, and community. Our aim is to achieve a balance of body, mind, and spirit while creating sustainable and shared values.

This initiative represents Farglory's reflection as we look toward the next 50 years. It also seeks to inspire the industry to rethink how we can build better cities and homes with a perspective that is more considerate of both the land and life.

四個永續

Four Dimensions of Sustainability

01 建築永續

Architectural Sustainability

02 服務永續

Service Sustainability

03 環境永續

Environmental Sustainability

04 生活永續

Lifestyle Sustainability

四個共享

Four Dimensions of Sharing

01 家庭共享

Family Sharing

02 社區共享

Community Sharing

03 鄰里共享

Neighborhood Sharing

04 城市共享

Urban Sharing

SUSTAINABILITY

建築永續與服務永續



01 建築永續

Architectural Sustainability

透過工地回收再利用，與導入可重複利用鋁模板工法、先進預鑄工法，遠雄先「主動減廢」；再透過建築物被動式設計與節能設備，讓居住舒適涼爽，省電有感，住戶一起參與「節能減碳」

Through the recycling and reuse of construction waste, as well as the introduction of reusable aluminum formwork and advanced precast construction methods, Farglory takes the initiative in waste reduction. Additionally, by incorporating passive design and energy-efficient equipment in our buildings, we ensure a comfortable and refreshing living environment, significantly reducing electricity consumption. This encourages residents to actively participate in "Energy Saving and Carbon Reduction".

從建築到服務 與你攜手 邁向永續

From Architecture to Services: Partnering with You Towards Sustainability

02 服務永續

Service Sustainability

從購屋、交屋、到售後服務都線上雲端化，工程進度、繳款、平面圖下載、社區服務預約、維護說明都可隨時隨地用手機查詢，「服務透明，才能永續」

From purchasing a home to after-sales service, everything is digitized and available online. You can check construction progress, make payments, download floor plans, schedule community services, and access maintenance instructions anytime, anywhere using your mobile phone. 'Service transparency ensures sustainability.'



SUSTAINABILITY

環境永續與生活永續

從環境到生活 怡然生態 全齡宜居

From Environment to Lifestyle :
Harmonious Ecology for All-Age Living



03 環境永續 Environmental Sustainability

以低碳設計降低環境衝擊，並進一步促成生態融合

Reducing environmental impact through low-carbon design while further promoting ecological integration.



04 生活永續 Lifestyle Sustainability

以通用設計的準則，打造適宜所有人的全齡宅

Creating inclusive homes for all ages based on universal design principles.

SHARING

家庭共享與社區共享



01 家庭共享 Family Sharing

以開放式格局為理念，串連家中公領域，讓每個家庭成員都能更「親密分享每一刻」

With the open space concept at its core, our design connects the living, dining, and kitchen areas, allowing every family member to 'intimately share each moment'.



02 社區共享 Community Sharing

結合不同族群需求與專業設計觀點，讓每個公設使用者都能更「同時滿足自己與不同社區成員的使用需求」

By integrating diverse community needs with professional design perspectives, we ensure that every public facility addresses both individual and collective requirements.

為社區與家庭
分享親密 共融交織

Creating Intimate Connections and Seamless Integration
for Communities and Families



SHARING

鄰里共享與城市共享



Farglory Land

03 鄰里共享 Neighborhood Sharing

以藝術、公益、商業、生活四個面向，全方位富足身心靈

By integrating art, public welfare, commerce, and lifestyle, we deliver holistic enrichment for the body, mind, and spirit.



04 城市共享 Urban Sharing

結合交通、機能、環境美化、與造鎮文化，創造宜居的微型城市

Integrating transportation, functionality, environmental beautification, and urban culture, we create livable micro-cities.



Brandbook



為城市與鄰里 活化綠藝 共創美好

Revitalizing Urban and Neighborhood Green Arts to Create a Better Community

Sharing

BRAND CULTURE

夥伴精神 共創影響



著重夥伴精神的遠雄文化

Farglory's Culture Emphasizing
the Spirit of Partnership

「夥伴精神」是遠雄集團共同的企業文化與價值觀。在遠雄建設一同努力的夥伴們，也共享著同樣的語言。我們的夥伴來自四面八方，有著不同的背景與專業，唯有凝聚共識，朝向共同目標，才能在這場大型的永續共享實驗中，持續擦出創新的火花。

Partnership embodies the core corporate culture and values of Farglory Group. At Farglory Land and Construction, our collaborators share a unified vision. Our partners come from diverse backgrounds and specialties, and by aligning our goals and working towards common objectives, we foster continuous innovation in our extensive sustainable development initiatives.



HERE WE CREATE IMPACT



共創影響力的 DNA

Creating the DNA of Impact Together

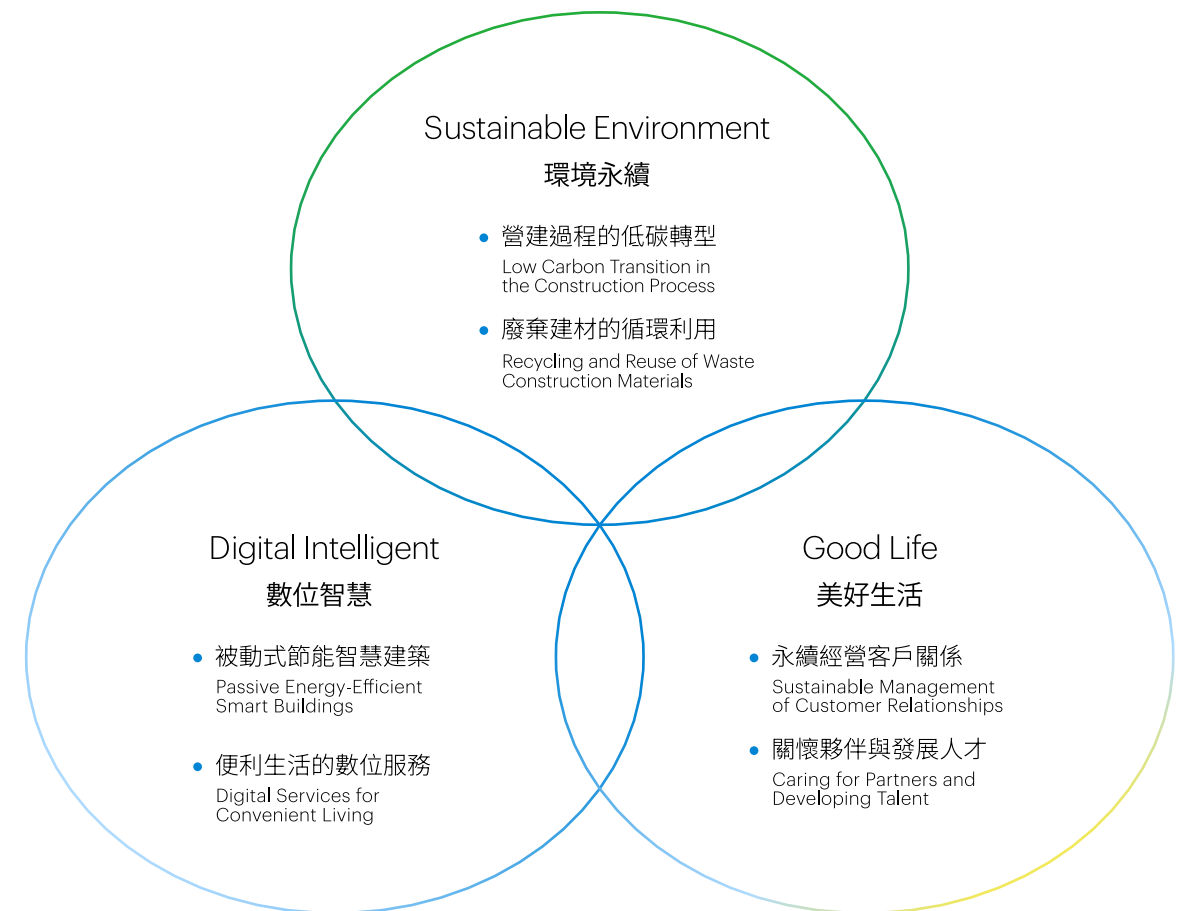
SOCIAL IMPACT

永續藍圖



S.D.G. 永續目標的藍圖

S.D.G. Blueprint for Sustainability Goals



美好生活的夢想通道

03

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BRAND IDENTITY

品牌識別

夢想通道 通向美好生活

The Pathway to Dreams
Leads to a Better Life



遠雄相信，人因夢想而偉大，每個再微小的夢想，都值得支持。

遠雄的社區，就像是住戶生活與事業的夢想基地，不只無後顧之憂，更創造美好體驗，通往每個人心中的夢想。

我們的識別，即是象徵「夢想通道」，以輕盈現代的藍色，伴隨著每一個你我，突破框架，飛向美好的夢想未來。

Farglory believes that greatness is fueled by dreams, and that even the smallest dreams are worthy of support. Our communities serve as the foundation for residents' personal and professional aspirations, offering not only peace of mind but also creating enriching experiences that lead to the fulfillment of individual dreams.

Our identity symbolizes the "Pathway to Dreams," represented by a modern, vibrant blue. It accompanies each of us as we transcend boundaries and soar towards a promising future.

BRAND COLORS 品牌色

主要色系

Primary Color

遠雄藍 Farglory Blue
Pantone 2184C

Blue 100	Blue 80	Blue 60	Blue 40	Blue 20
#002c67	#0084d4	#74bcf6	#b0dbff	#dae6ff
RGB 0, 44, 103	RGB 0, 132, 212	RGB 116, 188, 246	RGB 176, 219, 255	RGB 218, 235, 255
CMYK 100, 88, 30, 20	CMYK 87, 32, 0, 0	CMYK 50, 10, 0, 0	CMYK 32, 5, 0, 0	CMYK 12, 3, 0, 0

遠雄灰 Farglory Grey
Pantone 7540C

#4b4f54
RGB 75, 79, 84
CMYK 75, 65, 60, 20

輔助色系

Secondary Color

Soothing Yellow 舒心黃
Pantone 586C

Sky Blue 天空藍

#f1e85a RGB 241, 232, 90 CMYK 5, 2, 80, 0	Blue 40 #B0DBFF RGB 176, 219, 255 CMYK 32, 5, 0, 0	Blue 60 #74bcf6 RGB 116, 188, 246 CMYK 50, 10, 0, 0
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#ffffff
RGB 255, 255, 255
CMYK 0, 0, 0, 0

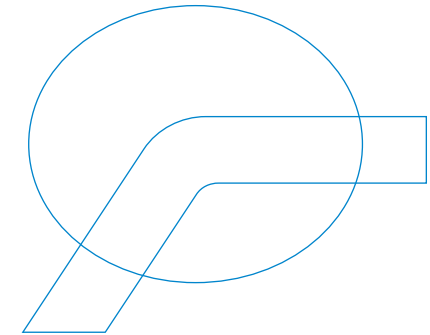
#E6E6E6
RGB 230, 230, 230
CMYK 0, 0, 0, 10

#b3b3b3
RGB 179, 179, 179
CMYK 0, 0, 0, 30

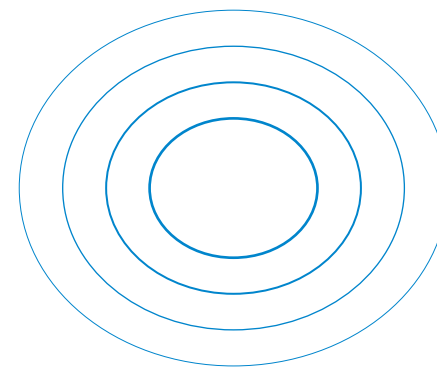
#808080
RGB 128, 128, 128
CMYK 0, 0, 0, 50

#000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

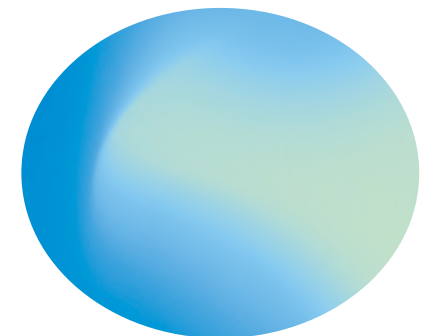
01 夢想通道 Pathway to the Dream



02 擴散美好 Spreading Goodness



03 永續共融 Sustainability and Integration



SUB-GRAPHICS 圖形意涵

DESIGN APPLICATIONS

設計應用示意

