



FABER-CASTELL

since 1761

PRESSEINFORMATION · PRESS RELEASE
COMMUNIQUE DE PRESSE · COMUNICADO DE PRENSA
INFORMAÇÕES PARA A IMPRENSA

The Faber-Castell logo: How the jousting knights came about

The Faber-Castell brand logo is known and recognized all over the world: two jousting knights in dark green. But where did this emblem come from? To discover the background, it is necessary to delve into the history of this famous pencil manufacturer that goes back nearly 250 years.

Until 1898, the company was owned by the Faber family and was known as A.W. Faber. Then Otilie von Faber, the heir to the business, married Count Alexander zu Castell-Rüdenhausen, a member of one of the oldest lines of German nobility. But her grandfather Lothar von Faber had stipulated in his will that the name Faber should remain in the company for all time. And so, with the authorization of the King of Bavaria, they changed their surname to Faber-Castell – a name which was also applied to the company and thus the brand.

In 1905, shortly after taking over as managing director, Count Alexander brought out a new range of top-quality pencils, which he called Castell. To distinguish them from his competitors, Count Alexander chose his regimental colour for the paint coating: green. Over the years, the Castell pencils became a classic. Count Alexander also commissioned a painting of two “knights of the pencil”, an advertising motif that decorated the boxes and cases for decades, in several different variants. Later it was considered rather old-fashioned and was dropped. But in the early 1990s, when the present Count was creating a new corporate image for the company, the knights were reinstated as a symbol of the Faber-Castell brand. In stylized form, they are now an essential part of the company logo.



Historic Castell pencil box



The Faber-Castell knights

Further information:

Sandra Suppa
Corporate Communications
Faber-Castell AG
Tel: +49 911 9965-5532