



AZERBAIJAN
— AIRLINES —

Brand Guidelines 2015

**The basics
of logotype
and brand mark**



logotype

brand mark



brand mark

logotype

Logotype options

There are three logotype options available, all in English and Azerbaijani languages.

Full coloured logotype is always the most preferable.

The logotype can only be used as described in this brand book.

1.



2.



3.



1.



AZƏRBAYCAN
— HAVA YOLLARI —

2.



AZƏRBAYCAN
— HAVA YOLLARI —

3.



AZAL

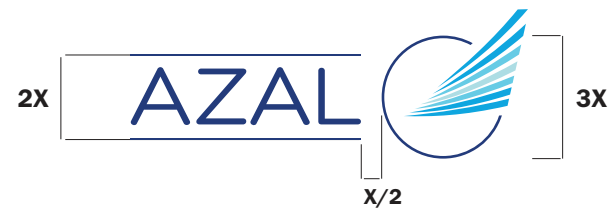
Logotype standard

Standard

Please, use the artwork files which are supplied by the agency.

Changing the measurements is strictly prohibited.

If you are not sure about exact measurements as shown, please contact the agency.



Clear space area

CLEAR SPACE AREA

To preserve strong visibility and appearance of the logotype, please use the measurements as shown, in order to ensure the clear space area around it.

	3X	
3X	 AZERBAIJAN AIRLINES	3X
		3X

	3X	
3X		3X
		3X

	3X	
3X	 AZERBAIJAN AIRLINES	3X
		3X

Black & White

Black and white logotype

Black logotype may be used in case corporate colours cannot be used due to monochromatic printing.

White logotype may be used either on black background or on any other colour background where the full coloured logotype might not be clearly visible.

1.



AZERBAIJAN
— AIRLINES —

2.



AZERBAIJAN
— AIRLINES —

3.

AZAL



Logotype usage restrictions

The logotype cannot be used as shown here.

Do not to scale or stretch the logotype.

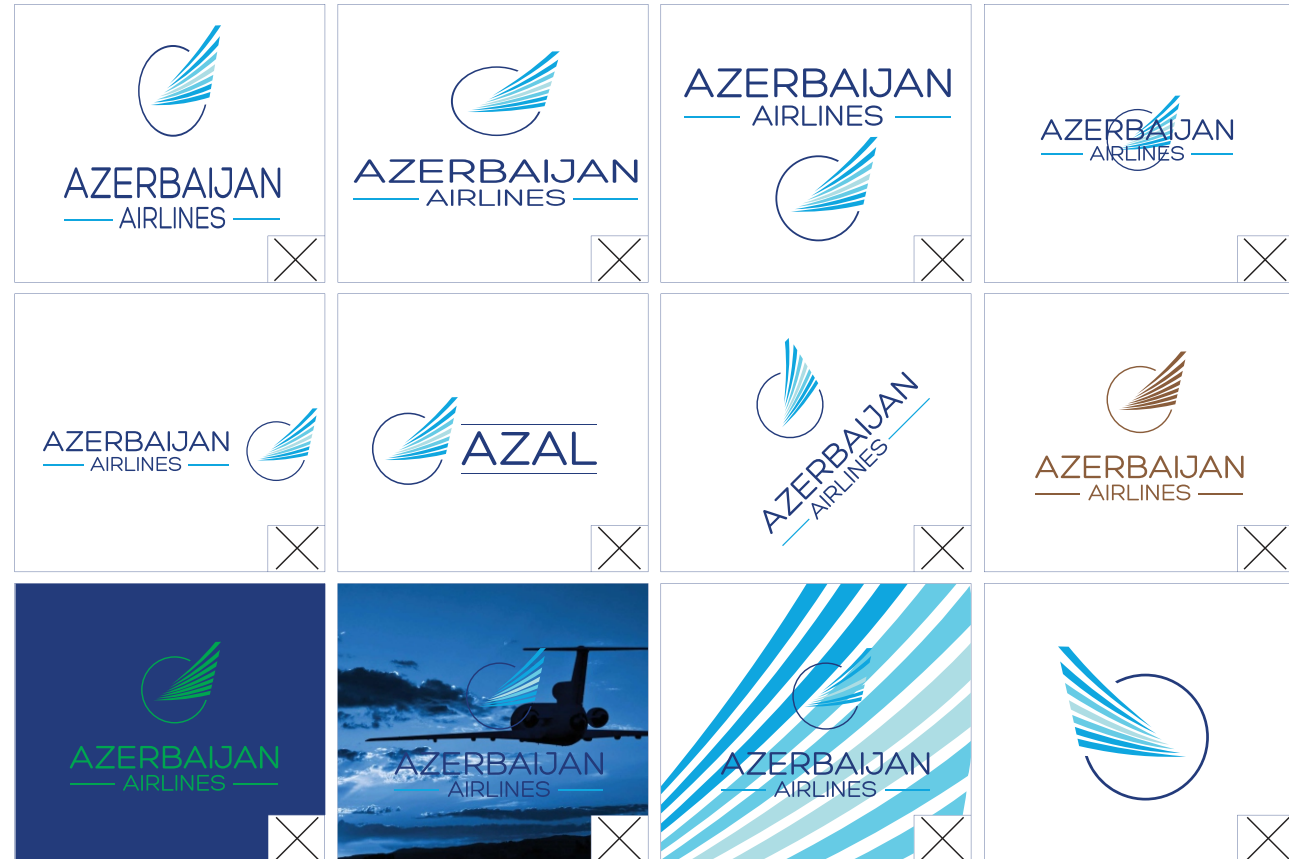
Do not flip the brand mark.

Do not change colours of the logotype.

Do not combine logotype & pattern together.

Do not resize the brand mark.

Keep the logotype clearly visible when using it on photos.



Colour palette

<p>PANTONE 288 C CMYK: 100, 87, 33, 23 RGB: 0, 51, 102</p>	<p>PANTONE Process Blue C CMYK: 78, 24, 6, 0 RGB: 0, 153, 204</p>	<p>PANTONE 306 C CMYK: 81, 3, 5, 0 RGB: 0, 178, 226</p>
<p>PANTONE 305 C CMYK: 57, 0, 6, 0 RGB: 87, 200, 231</p>	<p>PANTONE 304 C CMYK: 37, 0, 7, 0 RGB: 152, 218, 233</p>	<p>PANTONE 2995 C CMYK: 80, 12, 1, 0 RGB: 0, 167, 225</p>
<p>PANTONE Rubine Red C CMYK: 17, 100, 36, 1 RGB: 204, 0, 102</p>	<p>PANTONE 362 C CMYK: 66, 20, 100, 4 RGB: 102, 153, 53</p>	<p>PANTONE Red 032 C CMYK: 0, 93, 76, 0 RGB: 206, 58, 67</p>

PRIMARY COLOURS

SECONDARY COLOURS

Typeface

FRANKLIN GOTHIC UNICODE

*bold

ABCDEFGHIJKLMNPKRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
0123456789

*regular

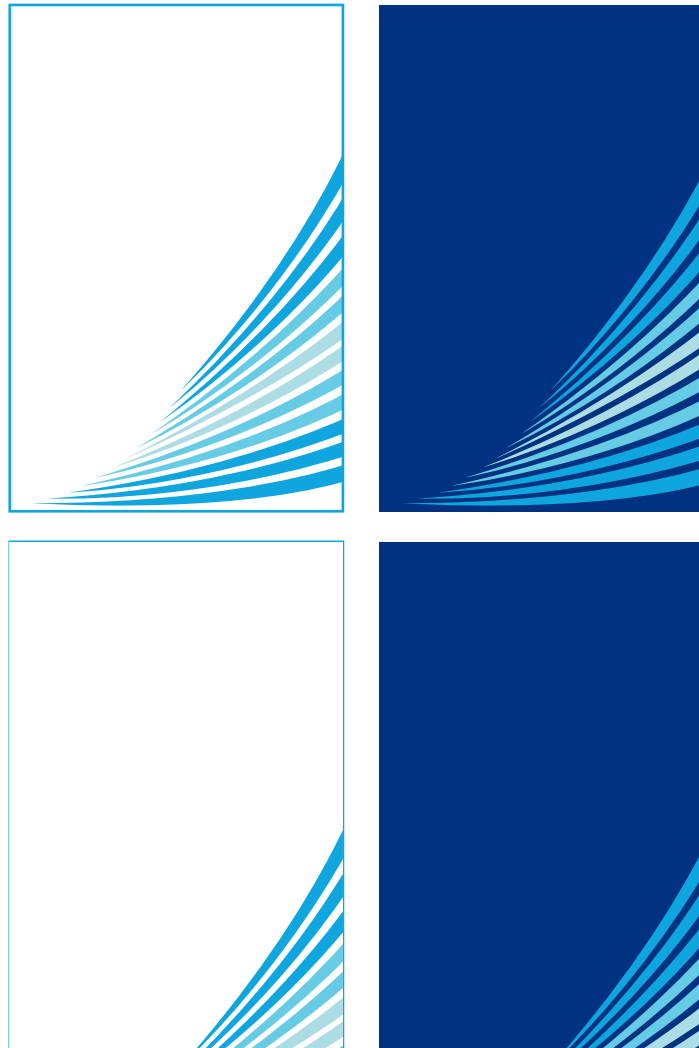
ABCDEFGHIJKLMNPKRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
0123456789

Pattern

Our Pattern

Pattern may be used in white and dark blue backgrounds.

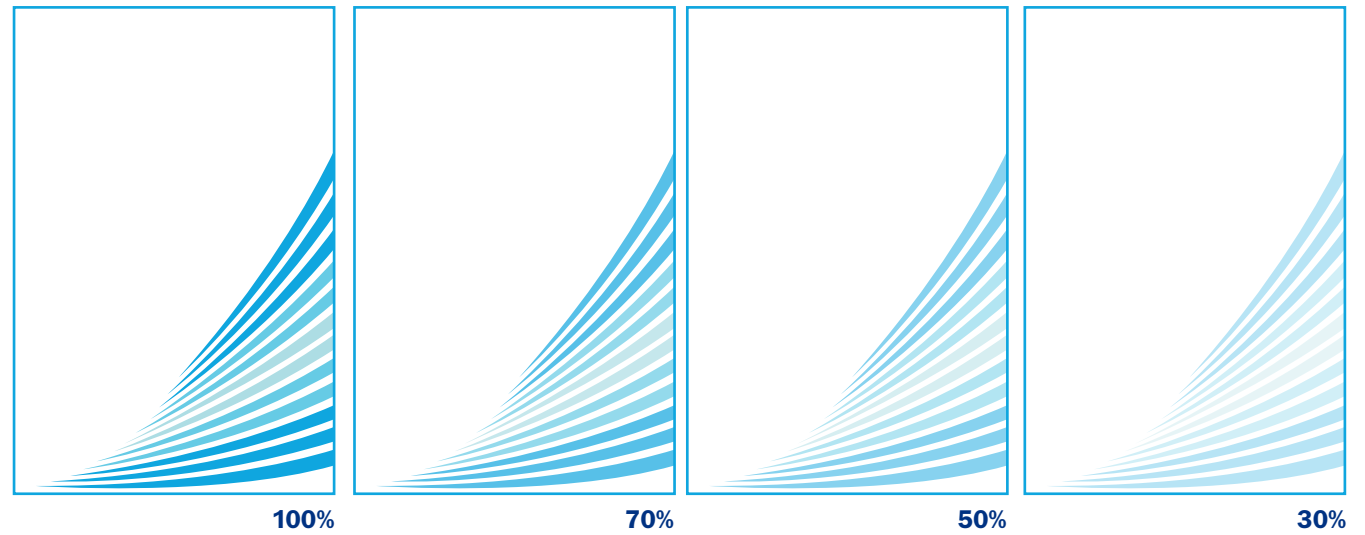
Pattern may consist of minimum 7 and maximum 12 stripes.



Pattern opacity

Pattern opacity

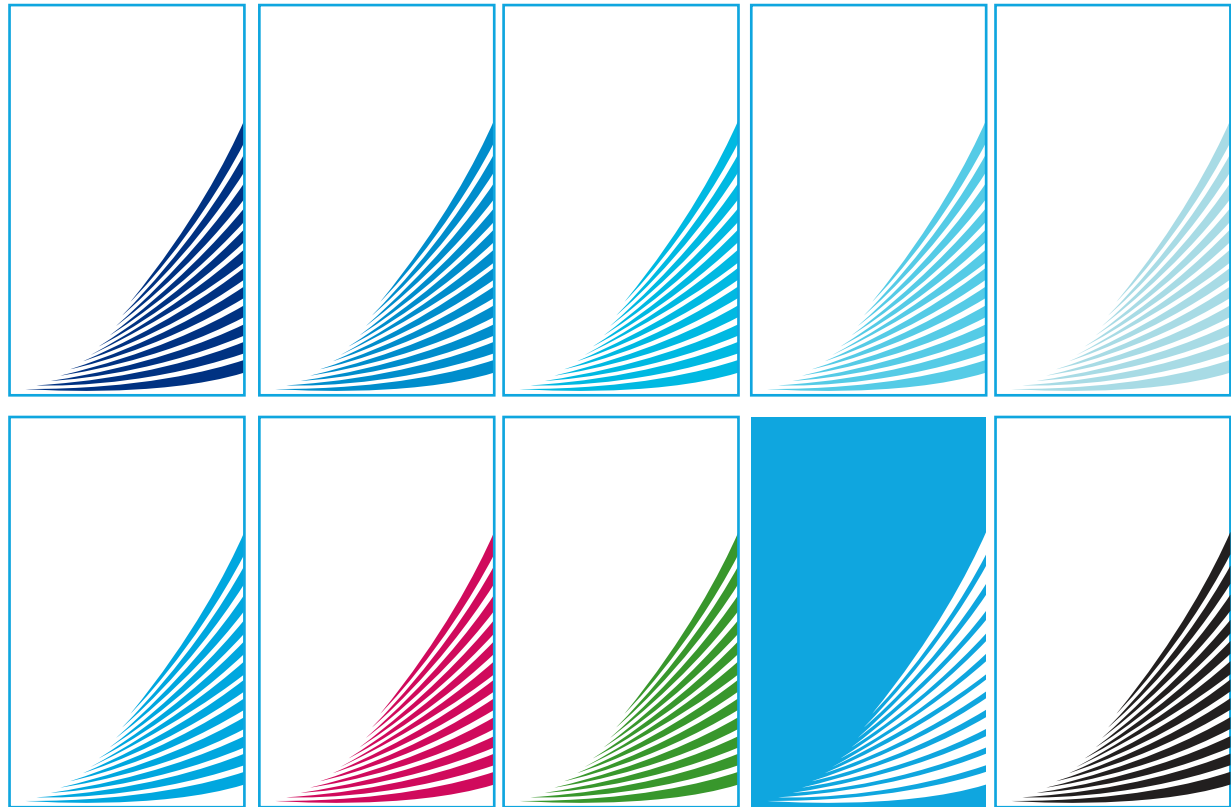
Pattern may be used in 100%, 70%, 50%, 30% opacity.



Pattern colours

Pattern colours

Pattern may be used in all corporate colours, primary or secondary in the case of monochromatic printing only.



Pattern usage restrictions

Pattern restrictions.

Do not scale the pattern.

Do not use other colours than primary or secondary.

Do not replace colours of the pattern in full colour version.

Do not use the pattern in opacity lower than 30%.

Do not place full colour version at background with primary colours.

