The basics of logotype and brand mark
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. 

Brand Guidelines 2015
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.
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.
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
Typeface
FRANKLIN GOTHIC UNICODE

*bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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.