





# LOGO

Symbol

Logotype

Logo usage

Logo usage on colored background

The B/W use of logo

Minimum logo size

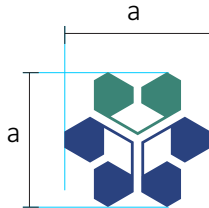
The use of logo with other logos

Incorrect logo usage



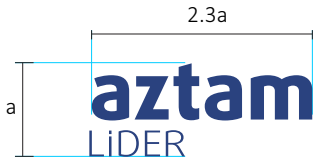
# SYMBOL

The symbol is the most important part of the corporate style. Symbol proportions are shown below. These proportions cannot be changed.



## LOGOTYPE

Logotype is the most important part of the corporate style. Logotype proportions are shown below. These proportions cannot be changed.



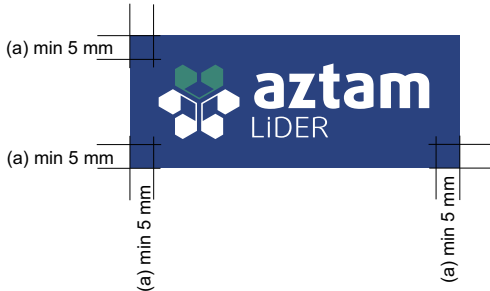
## LOGO USAGE

Logo usage proportions are shown below. These proportions cannot be changed.



# THE USE OF LOGO ON COLORED BACKGROUNDS

Logo usage on colored background is shown below. During use of logo on colored background the attention should be paid to the min distance dimensions from the external borders. This time the white and yellow form of a logo has to be applied.





## THE B/W USE OF LOGO

The B/W use of logo is shown on the left side.

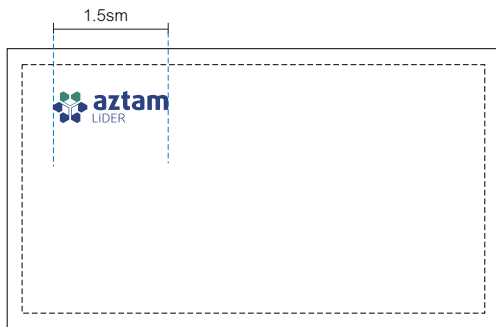
During use of logo on colored background the attention should be paid to the min distance dimensions from the external borders.



# MINIMUM SIZE OF LOGO

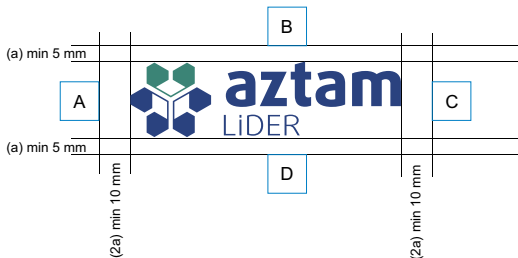
Minimum size of logo is shown on the left side.

During use of various printed materials the logo should be no smaller than minimum size. Attention should be paid to the width-length ratios of logo during use of it at minimum sizes.



# THE USE OF LOGO WITH OTHER LOGOS

The use of logo with other logos is shown below. During the use of logo together with other A B C D logos the attention should be paid to its placement sizes at the minimum distance from other logos. .



## INCORRECT LOGO USAGE

Incorrect logo usage versions are shown below.

It should be considered that these situations should not be repeated.



## CORPORATE COLORS

Corporate color codes are shown on the left side.  
Attention should be paid to the color codes to prevent  
other colors during printing.



RGB 72-136-123  
C60 M0 Y40 K40  
#48887B  
Grass Green



RGB 58-77-131  
C96 M85 Y22 K7  
#3A4D83







**[www.iam.az](http://www.iam.az)**

mob: +994 50 682 5252

tel: +994 12 497 3337

facebook: /iamdotaz

Caspian Plaza 1, 8-th floor. Baku, Azerbaijan