

BAKU CONVENTION CENTER

BRAND MANUAL



CONTENT

| | |
|--------------------------------|-----------|
| 1. Logotype | 03 |
| 2. Logotype Application | 06 |
| 3. Corporate Typography | 13 |
| 4. Colors | 15 |
| 5. Corporate Pattern | 18 |
| 6. Stationery | 22 |
| 7. Photos | 35 |

LOGOTYPE

About Logotype

The logotype of the Baku Congress Center consists of an emblem and descriptive part.

The emblem of the logotype follows the contours of the building itself and is made in flat design technique.

The emblem consists of five non-interconnected parts that provide a common overview of visual picture.

The descriptive part is executed in well-read fonts, and depending on context, can be used in two languages - Azerbaijani and English, as the most common international language.

The logotype symbolizes modernity, uniqueness, and constructability of the building.

Language versions of Logotype

The logotype of the Baku Congress Center is used in two language versions:

1. In Azerbaijani as «**BAKI
KONQRES MƏRKƏZİ**»

2. In English as «**BAKU
CONVENTION CENTER**»

Language selection depends on the context.

Note: If the context is in Russian, the English version of the logotype is used.

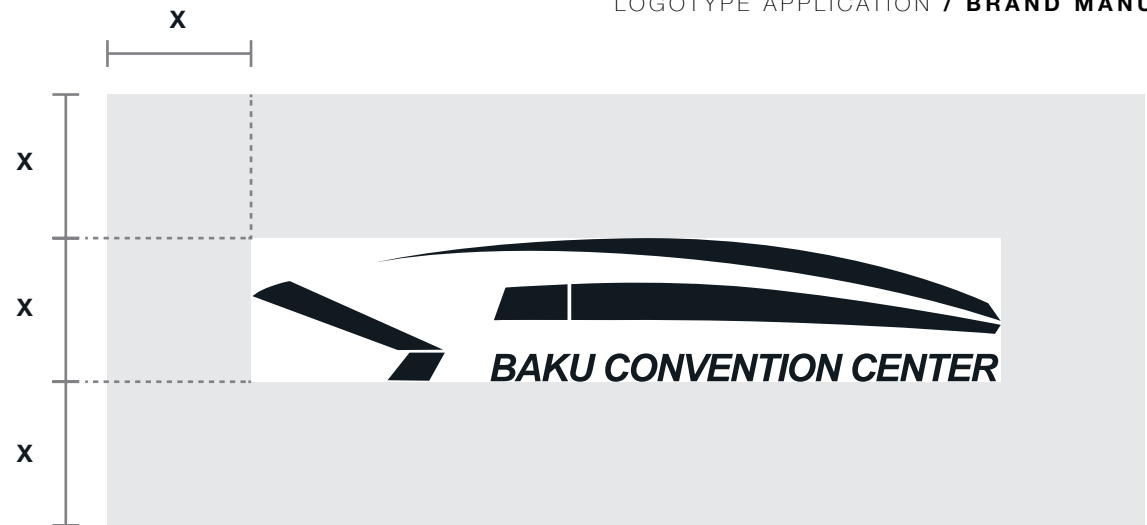


LOGOTYPE APPLICATION

Logotype protective field

The protective field (grey area) is the minimum distance of the content to the logotype.

The free space around the logotype, in which there should not be any design elements, except cases where these design elements serve as background.



The items of prohibited actions regarding logotype

1-2. Do not extend or lengthen.

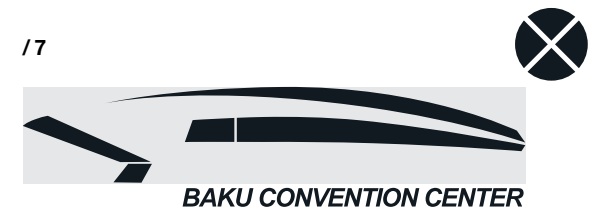
3. Do not bend the element.

4. Do not change the transparency of the logotype until it is unreadable (minimum transparency percentage is 60%).

5. Do not rotate the element, if the primary content is not rotated.

6. Do not use the outline version of the logotype.

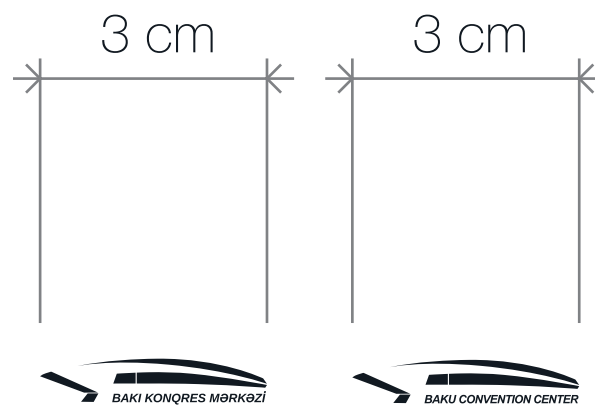
7. Do not change the logotype in any way by moving its components.



Minimum size for printing office and promotional products

Logotype size for printing should not be less than 3 cm in length.

Further size reduction of logotype can lead to loss of details and make its text part unreadable.

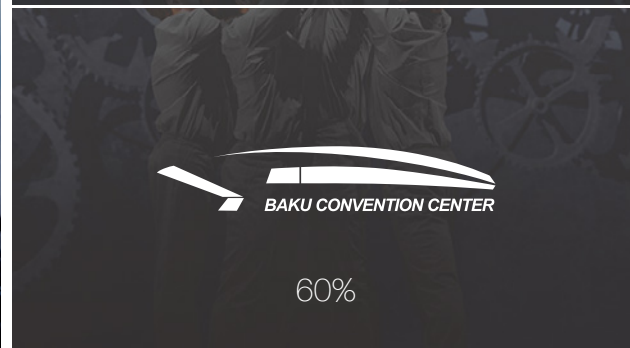
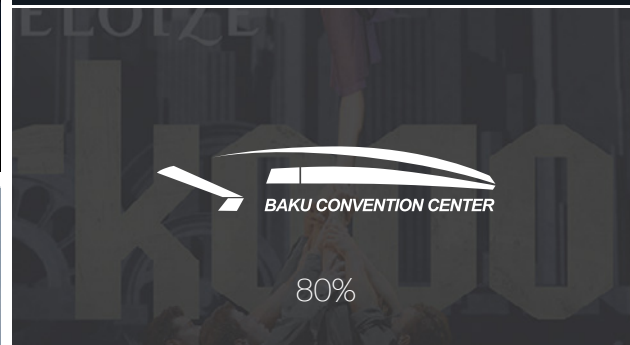
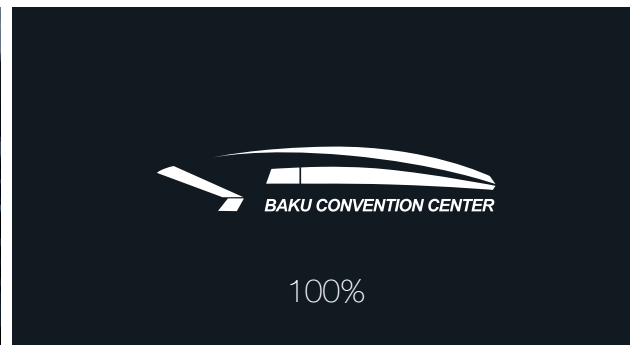


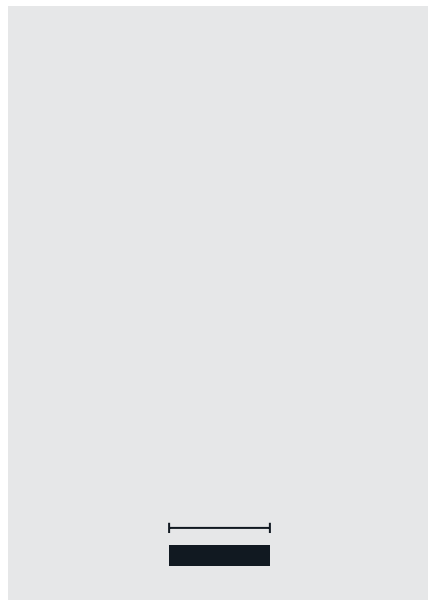
Use of the logotype on images

Logotype is used without solid area exclusively on the homogeneous background.

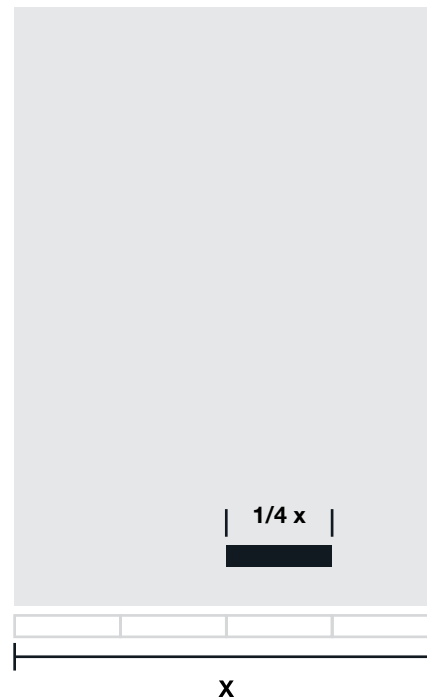
In case the background is full of details the solid area should be used.

Transparency of solid area should not be below 60%.



**Minimum logotype size
for posters**

A2: 10 cm. on the long side.
A1: 15 cm. on the long side.

**Minimum size for large
format printing and outdoor
advertising**

From meter and above logotype
must be at least $\frac{1}{4}$ of the size of
the short side.

Terms of logotype use in combination with other trademarks

There is often a need to use the logotype in combination with other trademarks. In this case, you need to be guided by the acceptable minimum length of the logotype and based on this, build trademark grids of partners.

It should be noted that the logotype of the Baku Congress Center by the visual mass should not be less than others.

It is important to place the logotype of the Baku Congress Center in the center of the composition.



CORPORATE TYPOGRAPHY

About font

«Helvetica» is one of the most widely used sans serif fonts.

In 1983, «Linotype» released the «Neue Helvetica» font based on the early «Helvetica», which is a modified version with a wider selection of characters. «Neue Helvetica» font is the rare case when the form conforms to any mood and is suitable for any reason.

This is surely why it is still used even after more than 30 years of its creation.

For Heading

AaBbCc1230È*#&%@!?\$Ó/>
 AaBbCc1 230È*#&%@!?\$Ó/>.

For Quotations

All about us
All about us

For Context

**Lorem ipsum dolor sit amet,
 consectetur adipiscing elit, sed diam
 nonummy nibh euismod tincidunt ut
 laoreet dolore magna aliquam erat
 volutpat.**

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit, sed diam nonummy nibh
 euismod tincidunt ut laoreet dolore magna
 aliquam erat volutpat.

COLORS

PANTONE **BLACK 6 C**
CMYK: **100; 79; 44; 93**

TRANSPARENCY



PANTONE **COOL GRAY 10 C**
CMYK: **40; 30; 20; 66**

TRANSPARENCY



CMYK
6; 12; 35; 18

TRANSPARENCY



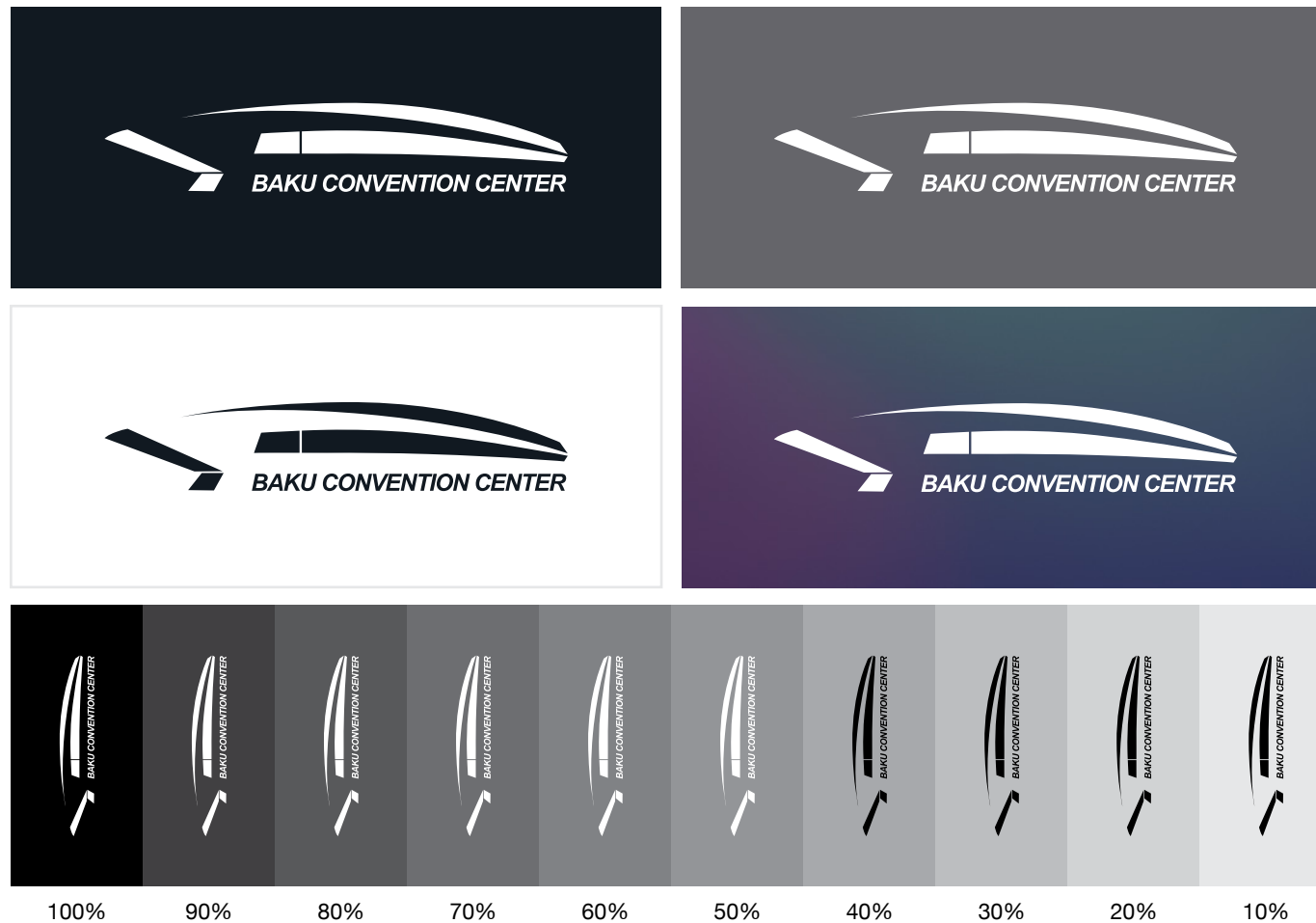
RGB
ONLY FOR WEB



Color variations of the logotype

In case of inverting logotype colors from black to white, the gradation of dark background should be taken into account.

If the percentage of black background exceeds 40 then a white color logotype should be used.



CORPORATE PATTERN

About pattern

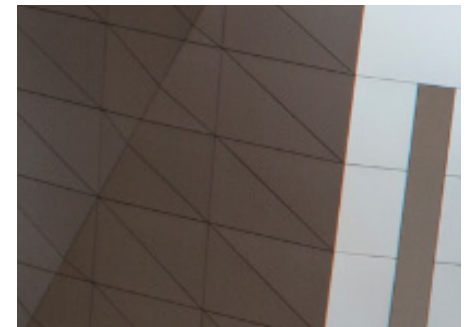
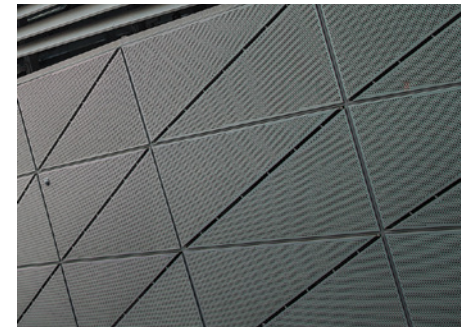
The main elements of the corporate pattern are the geometrical diagonal intersection of a rectangle and a free line.

Panels of this form almost completely cover both the facade and interior of the building. The highlight in the figure of a specific free-form element demonstrates a distinctive characteristic of the design, where, free and light lines appear along with smooth and angular forms.

Thus, we emphasize the brand philosophy: strict, official style, expressed in geometry, which is combined with creativity and a flexible approach to each customer.

The advantages of such geometric shape are its flexibility in adaptation and the dynamic development of advertising media.

Development and direction of the form are individual to each medium and format, which makes the design unique and reflects the whole essence of the building's ideology and its key qualities.



Construction and using of pattern

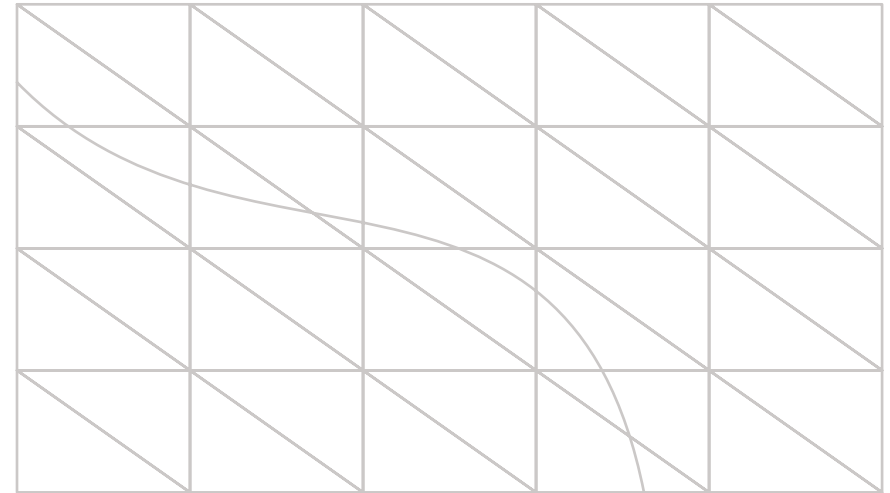
The whole grid consists of triangular sectors, which can be filled with corporate colors or used as an outline pattern.

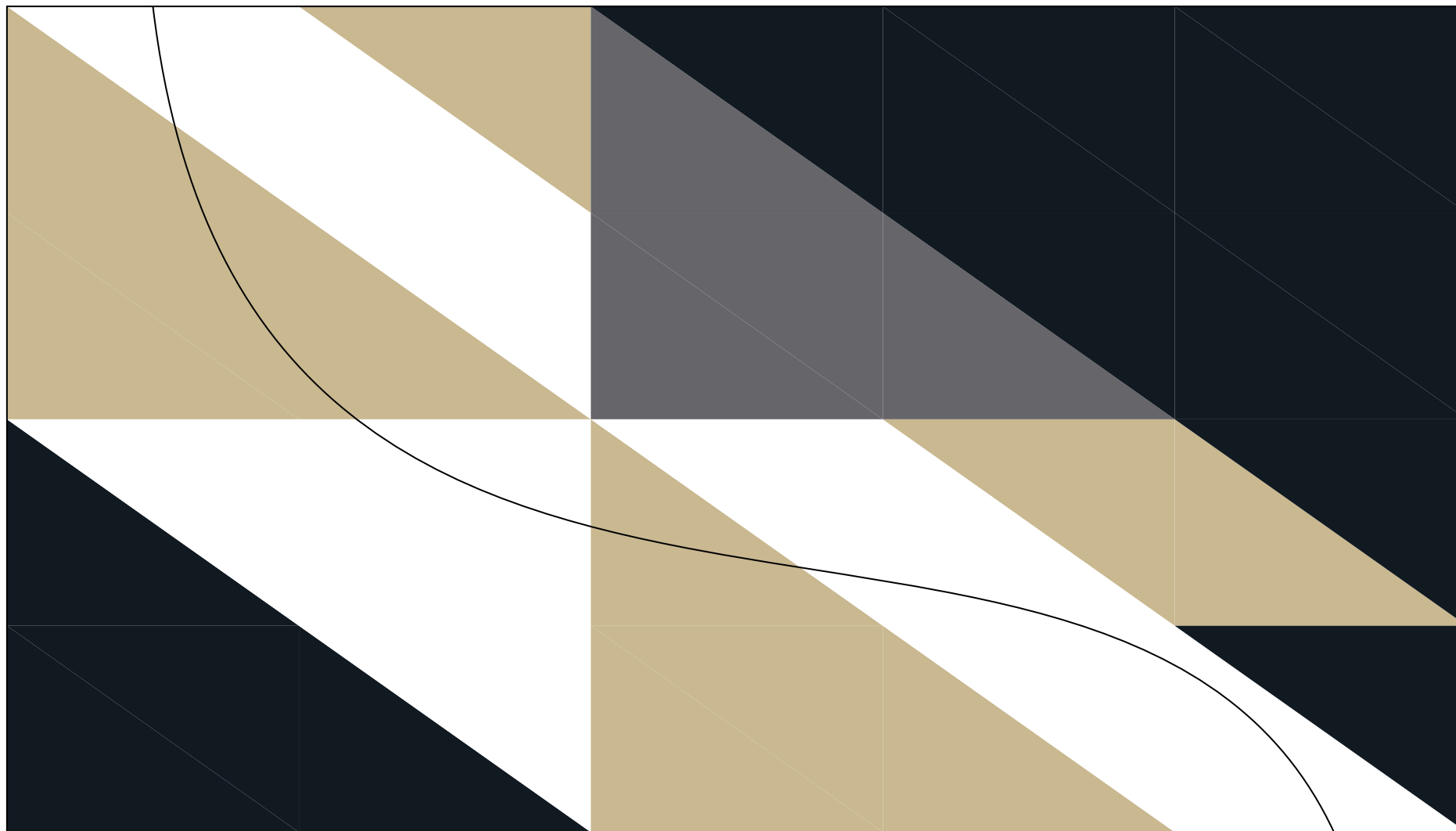
It is not necessary to use all sectors for filling. The selection depends entirely on what should be emphasized in design.

Important: The proportions of the triangular sectors cannot be changed!

The only variable element of the pattern is a curved line. Its shape is adapted to the format selected by the designer for the print design, and after the construction of the main grid, as the final touch, the curve is drawn in absolutely any shape, but in mandatory compliance with pattern rules.

The curve should consist of maximum two peaks and its vectors for a beautiful and smooth shape. Placing should be on visible sectors. If the curve has a golden shade, it cannot be placed on sectors of the same color, as it will partially lose its visibility.





STATIONERY

Business card

A combination of texture paper in two colors - dark for the side with a pattern and white for the information side is used in producing business cards.

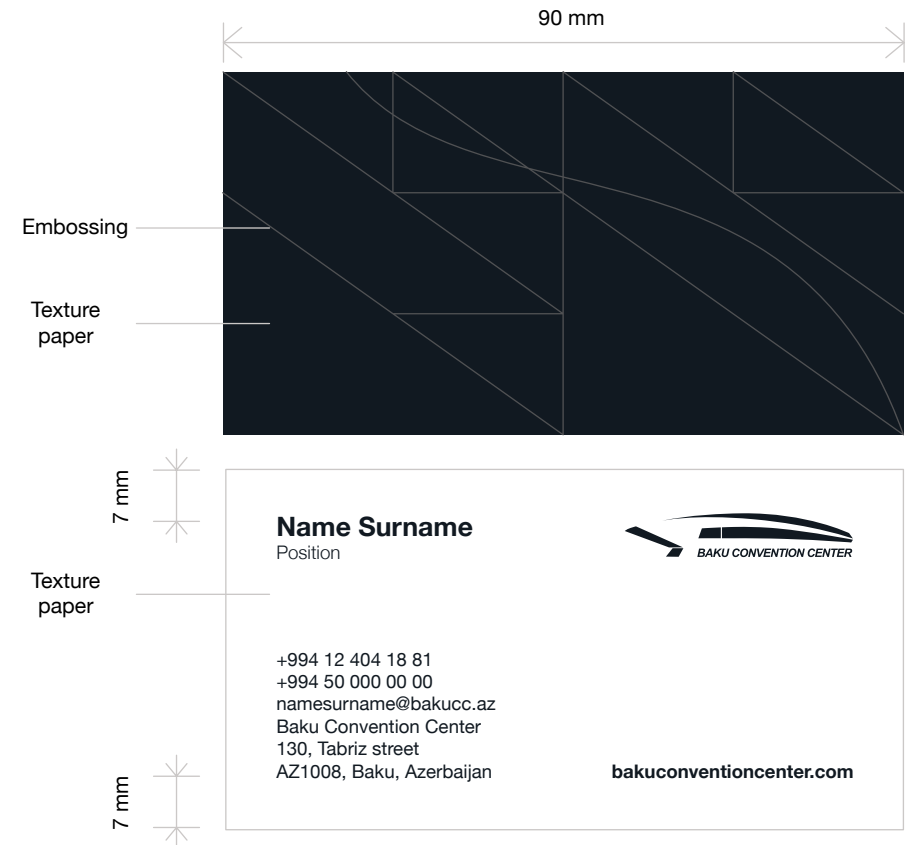
The corporate pattern is touched using embossing technology.

Length: 90 mm.

Width: 48 mm.

The indent of information block is at least 7 mm.

The font size of the information block should not be less than 7 points.



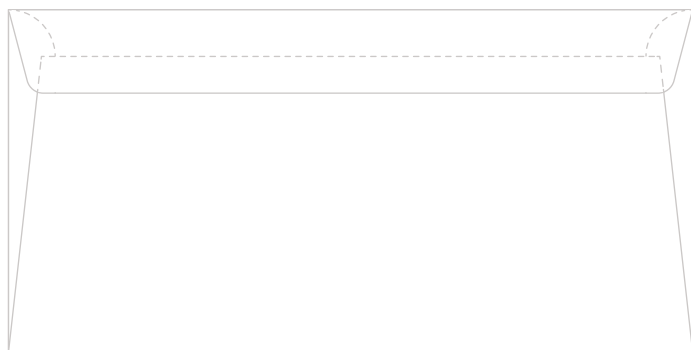
DL envelopes [Ver. 1 — for VIP mailing]

The dimensions of these envelopes are 110 x 220 mm.

This size is standard for such envelopes.

The indent of information block is at least 10 mm.

The font size of the information block should not be less than 8 points.



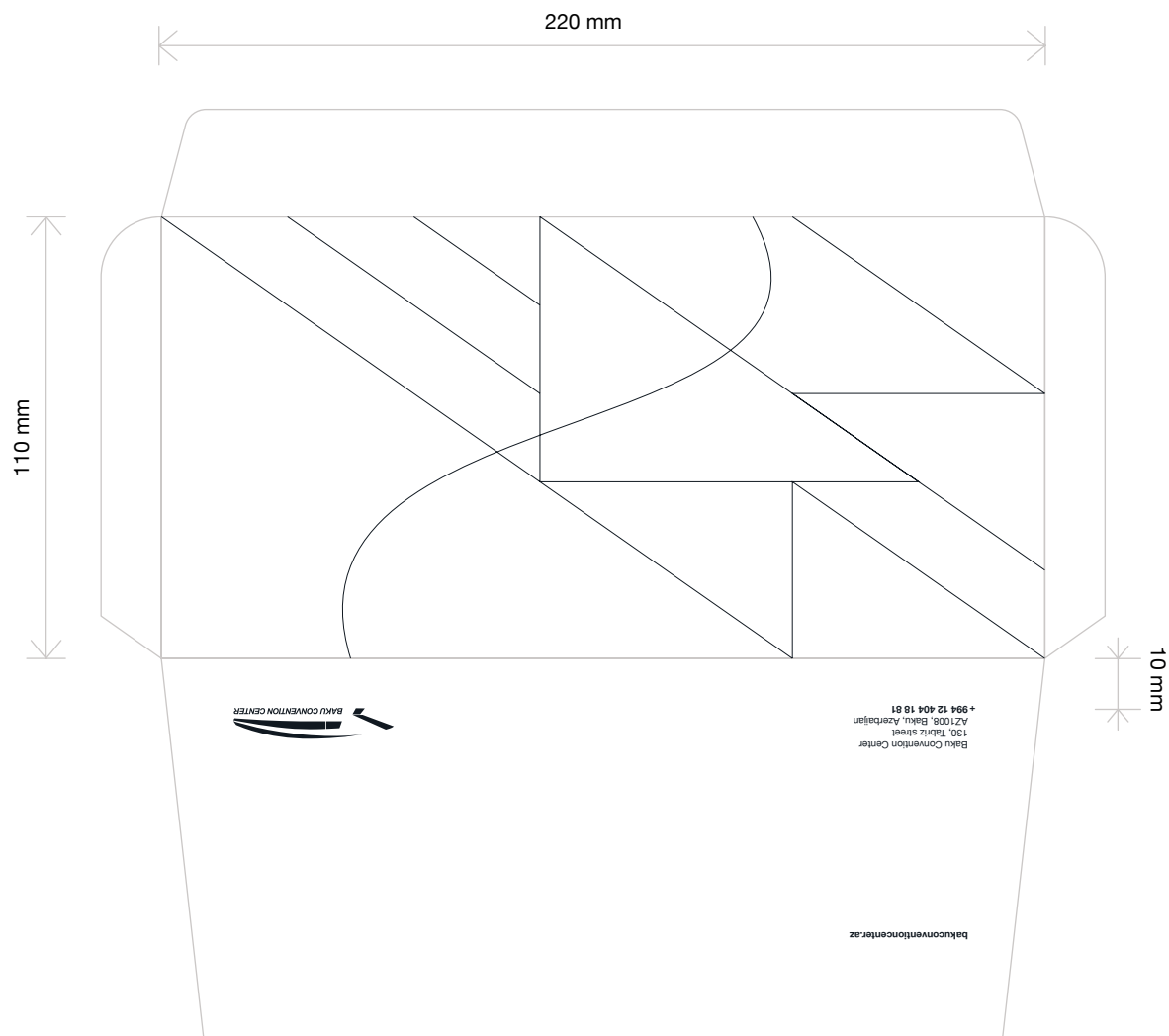
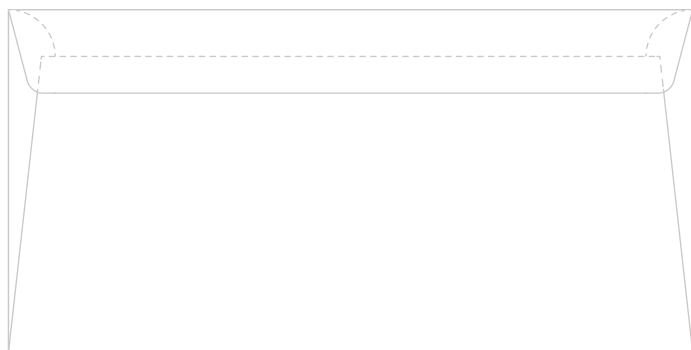
DL envelopes [Ver. 2 — for mass mailing]

The dimensions of these envelopes are 110 x 220 mm.

This size is standard for such envelopes.

The indent of information block is at least 10 mm.

The font size of the information block should not be less than 8 points.



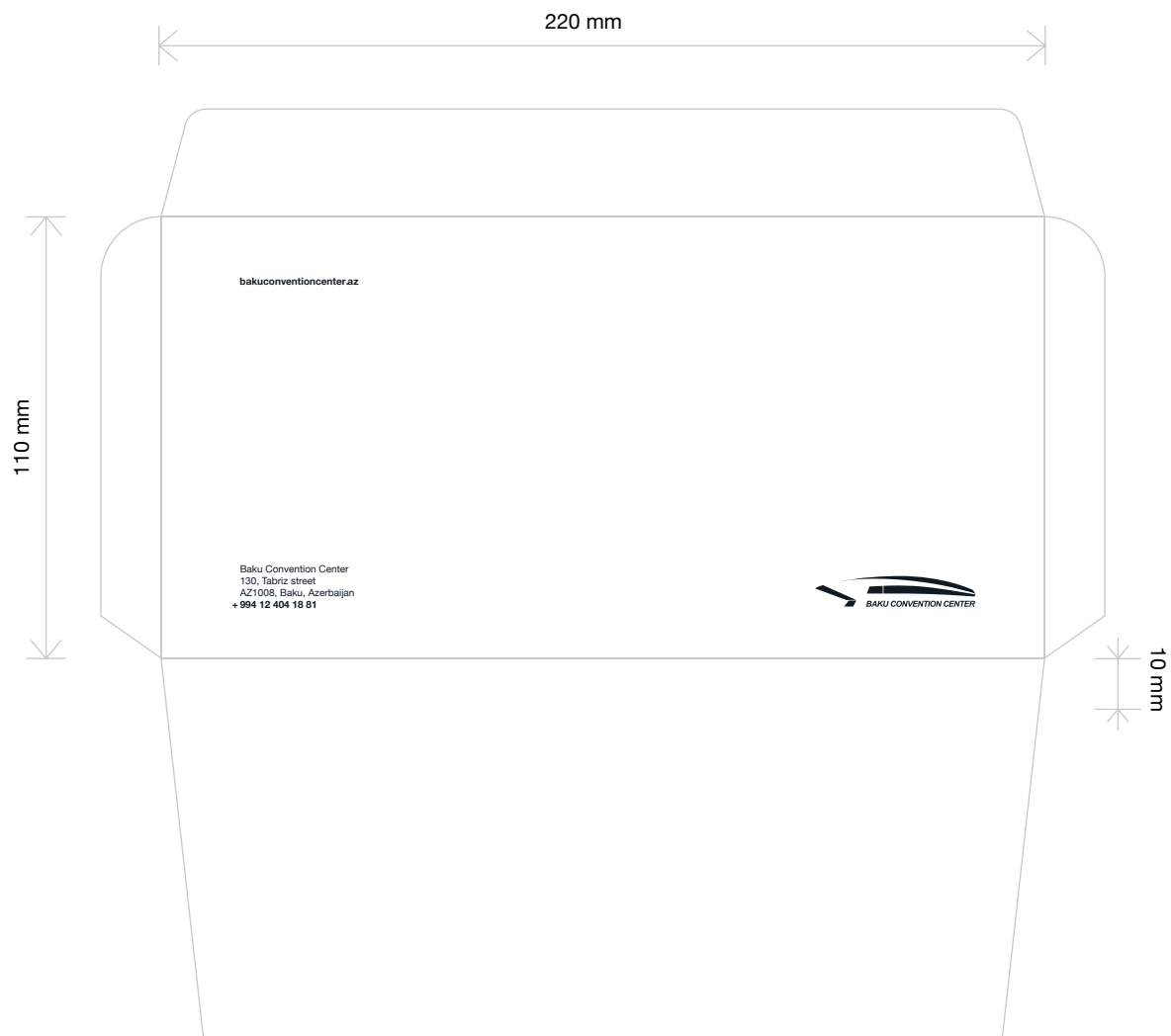
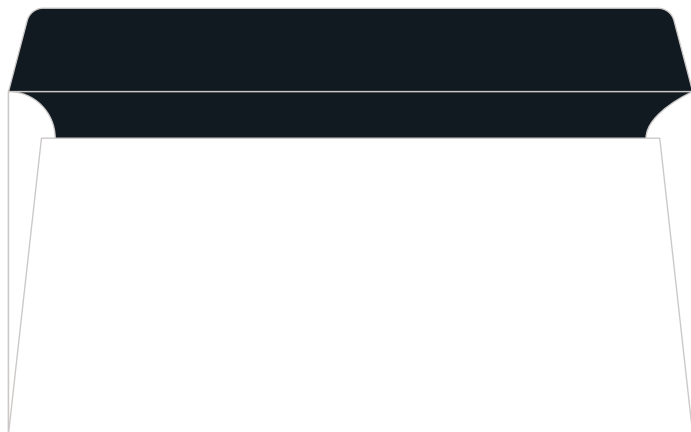
DL envelopes [Ver. 3 — for mass mailing]

The dimensions of these envelopes are 110 x 220 mm.

This size is standard for such envelopes.

The indent of information block is at least 10 mm.

The font size of the information block should not be less than 8 points.

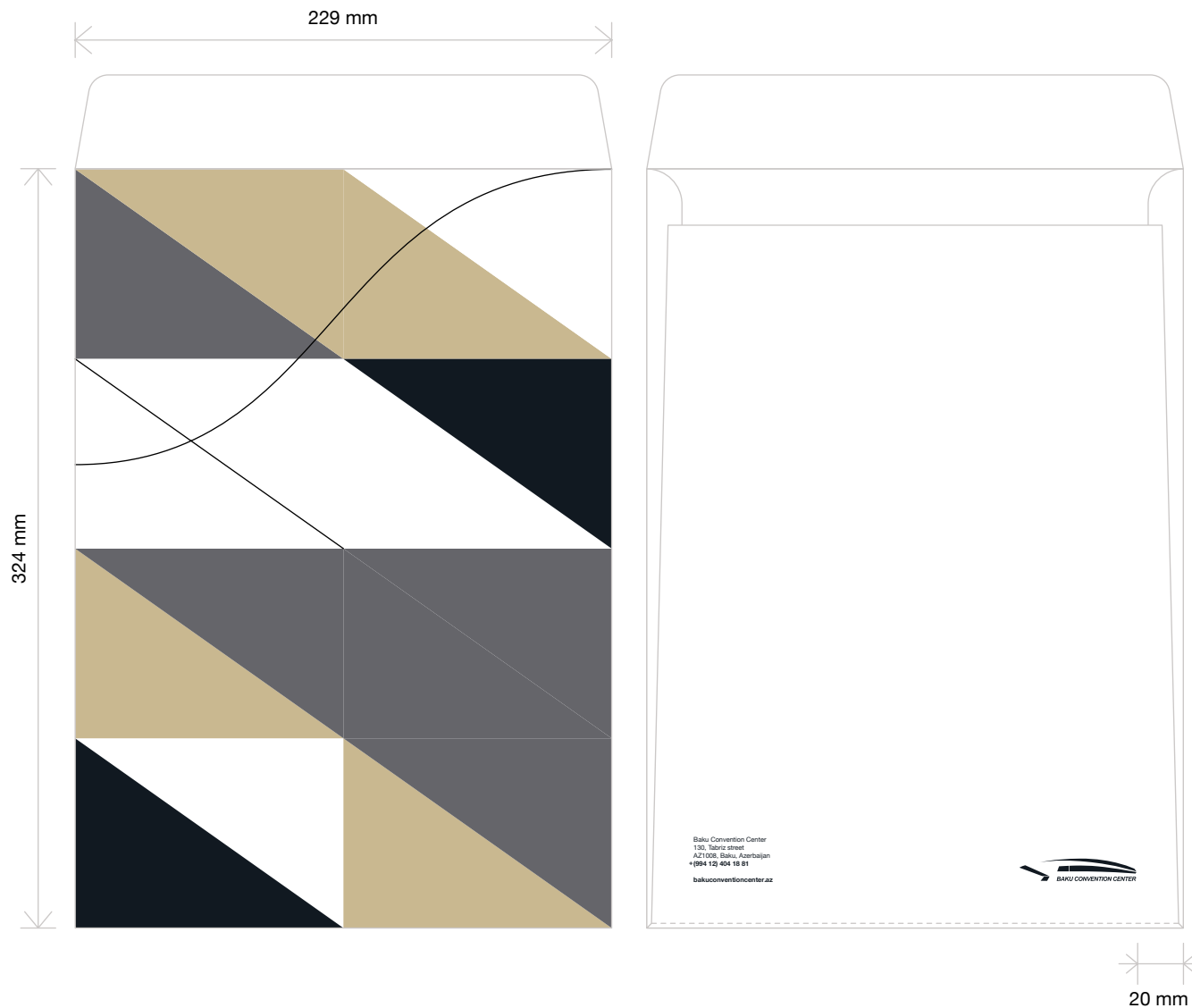


C4 envelopes [Ver. 1 — for VIP mailing]

The dimensions of these envelopes are 229 x 324 mm.

The indent of information block is at least 20 mm.

The font size of the information block should not be less than 8 points.

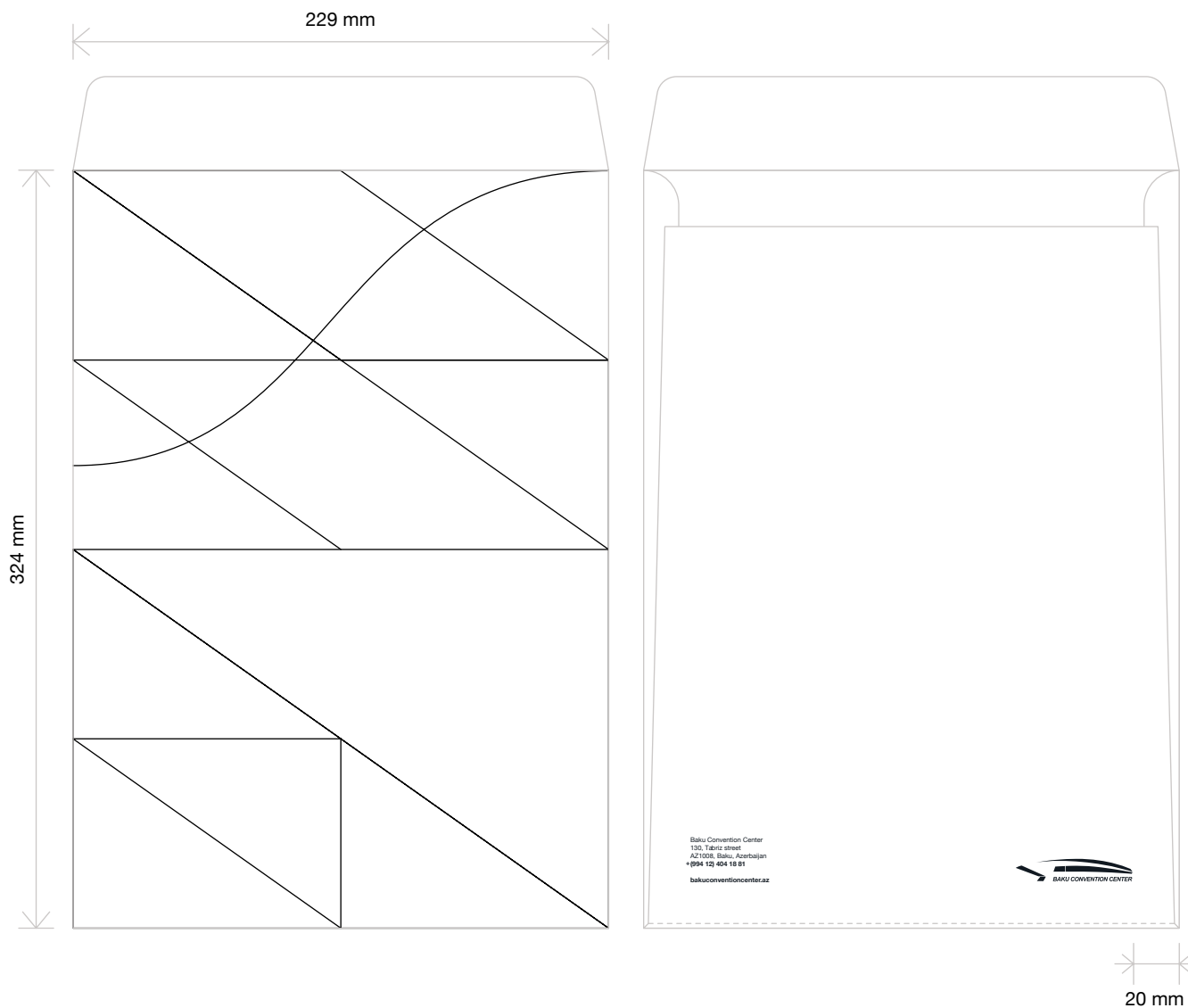


C4 envelopes [Ver. 2— for mass mailing]

The dimensions of these envelopes are 229 x 324 mm.

The indent of information block is at least 20 mm.

The font size of the information block should not be less than 8 points.

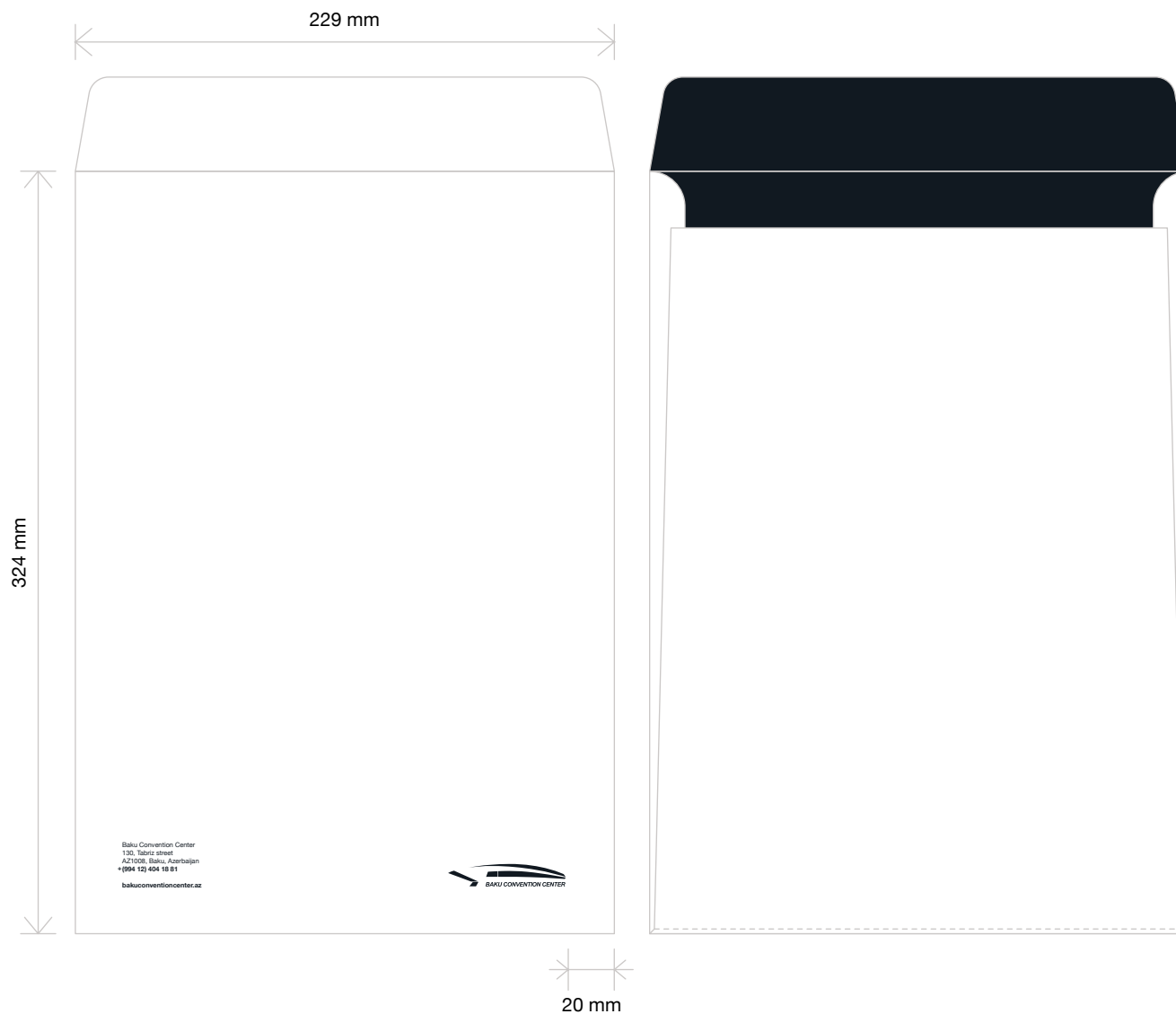


C4 envelopes [Ver. 3— for mass mailing]

The dimensions of these envelopes are 229 x 324 mm.

The indent of information block is at least 20 mm.

The font size of the information block should not be less than 8 points.



A4 folders [Ver. 1 — for solemn occasions]

The dimensions of these folders are 215,5 x 303 mm.

The indent of information block is at least 20 mm.

The font size of the information block should not be less than 8 points.

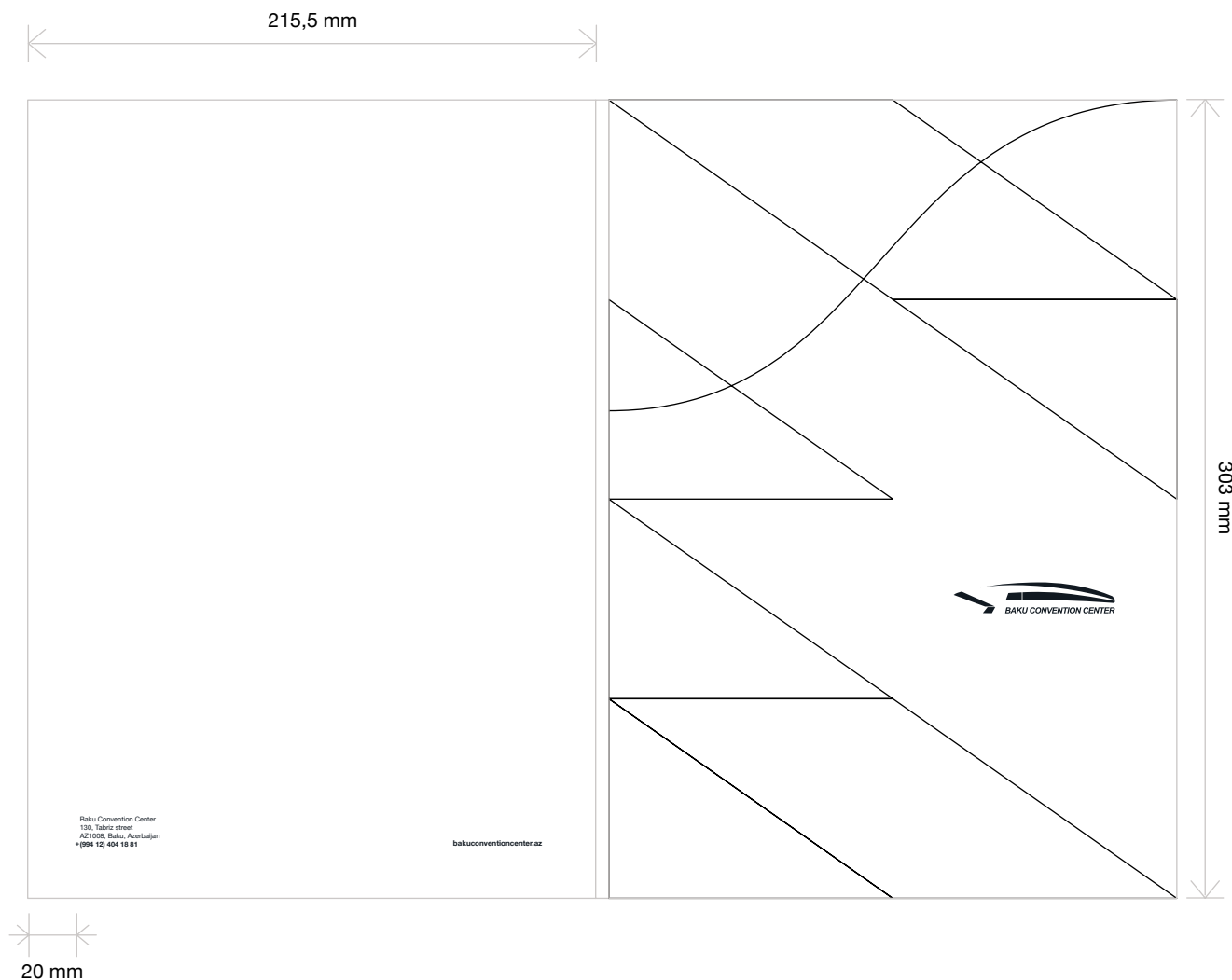


A4 folders [Ver. 2 — daily version]

The dimensions of these folders are 215,5 x 303 mm.

The indent of information block is at least 20 mm.

The font size of the information block should not be less than 8 points.

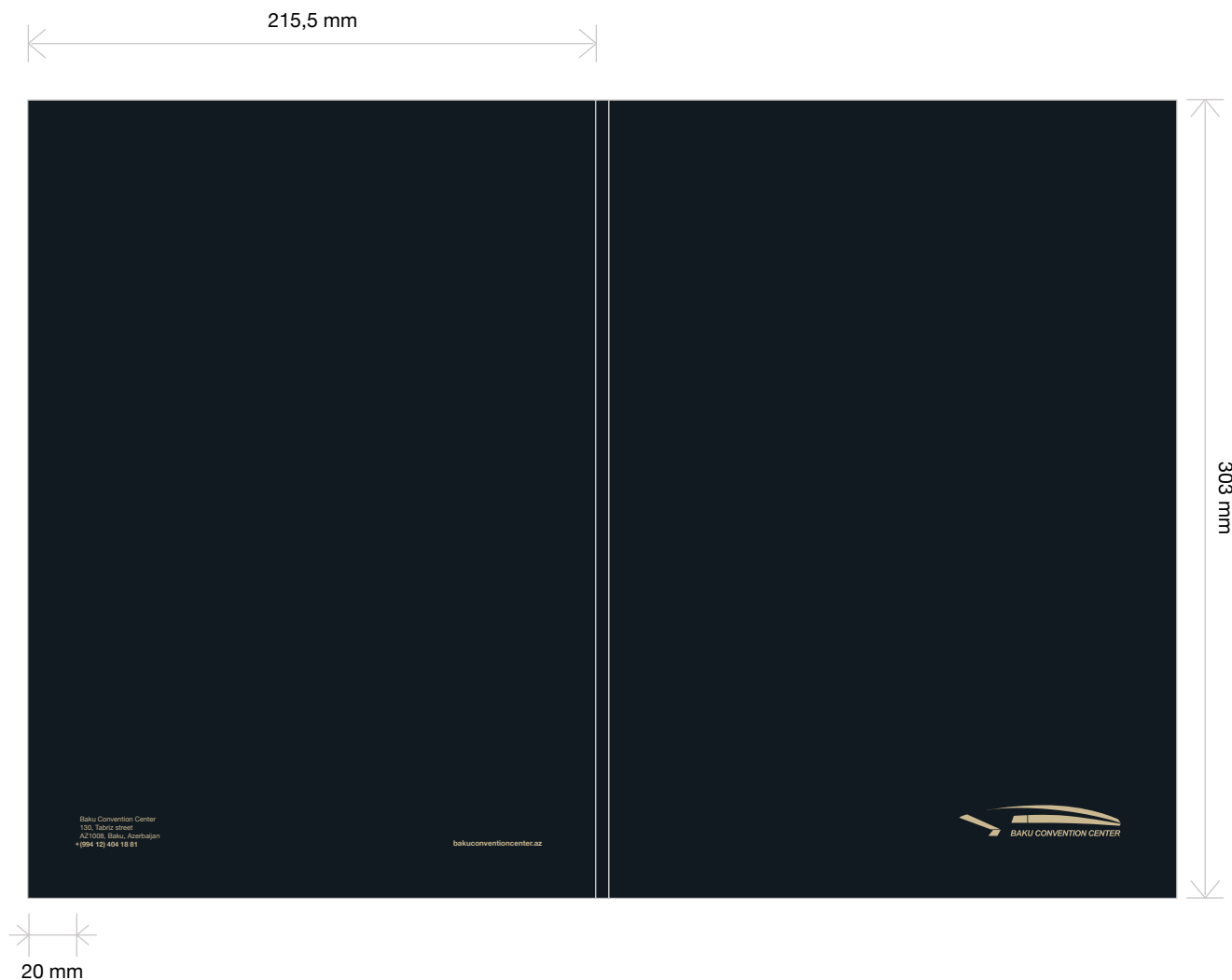


A4 folders [Ver. 3 — for events]

The dimensions of these folders are 215,5 x 303 mm.

The indent of information block is at least 20 mm.

The font size of the information block should not be less than 8 points.



Name badges

The dimensions of name badges are 80 x 120 mm.

Color code is used for categorization.



A4 blanks

Standard A4 format blanks.

The font size of the main context should not be less than 8 points.

Lorem ipsum dolor sit amet

Mauris nisi orci,
faucibus ut orci sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nisi orci, faucibus ut orci sit amet, interdum viverra lectus. Pellentesque tempus augue sed dolor aliquet faucibus. Duis viverra ut sapien ut varius. Integer in facilisis metus. Donec at augue non metus facilisis vehicula vitae cursus odio. Vivamus tempus dictum mollis. Duis trincidunt lorem sit amet turpis vehicula congue. Duis id feugiat purus. Ut dictum ex fella, a commodo justo euismod non. Proin pulvinar sagittis sapien laculis consectetur. Vestibulum malesuada ornare nunc vel trincidunt. Nam mattis odio eu neque vulputate, nec consectetur odio laculis.

Ut luctus sem eu convallis imperdiet. Etiam nec ante commodo, ornare turpis sit amet, ultrices tellus. Vivamus sed finibus diam. Proin interdum enim eget dolor imperdiet gravida. Curabitur ultrices varius fringilla. Nunc felis ipsum, ultrices eu ex ut, suscipit varius arcu. Aliquam ut pellentesque ex, ac consequat purus. Duis sit amet trincidunt risus, posuere aliquet elit. Etiam tempus auctor posuere.

Ut mattis, arcu eu accumsan accumsan, risus mi eleifend sem, at fringilla odio metus ullamcorper enim. Aliquam laoreet sapien blandit faucibus elementum. Duis imperdiet pellentesque ex sit amet dignissim. Vestibulum ultrices mauris pulvinar risus ultrices, sed fringilla velit congue. Proin vitae trincidunt leo. Etiam nec pulvinar mi. Mauris id posuere magna. Aenean sapien augue, porttitor scelerisque purus nec, interdum consectetur odio. Phasellus maximus euismod facilisis. Nunc ac odio id tellus pharetra lacinia a eget lectus. Aenean non velit maximus, bibendum leo a, suscipit lacus.

Nulla in vulputate nulla. Cras lacus nisi, cursus sit amet lectus eget, gravida venenatis eros. Integer massa nibh, egestas in ipsum accumsan, suscipit euismod nulla. Ut ut gravida sapien. Cras laculis pulvinar erat. Integer feugiat purus quis sapien hendrerit, id cursus magna sagittis. Sed at mi dignissim, pretium leo quis, mattis eros. Nunc commodo lobortis eu ac facilisis. Pellentesque pretium, est non rhoncus maximus, arcu nisi accumsan metus, quis condimentum arcu arcu eu lectus. Integer convallis congue magna, at ultrices lacus sollicitudin at. Morbi dictum, justo varius interdum faucibus, lacus ligula tristique ex, nec porttitor leo ipsum eget elit. Integer vel nisl in lectus ultrices lobortis. In ultrices, lacus at mollis aliquam, metus ante consequat nulla, in luctus odio mi ac magna. Fusce a magna cursus, rhoncus mi ut, porta risus.

Sed ultrices egestas accumsan. Proin vitae porttitor justo. Pellentesque viverra viverra bibendum. Ut lectus velit, auctor vitae sapien nec, posuere ornare purus. Donec velit nulla, lacinia quis imperdiet sed, pharetra sit amet nisl. Nam ac sagittis purus. Phasellus in augue nec ex sodales sollicitudin. Nullam hendrerit orci diam, ac dignissim nisi placerat vel. Aenean arcu risus, placerat quis gravida ac, finibus sed est. Nulla trincidunt tortor non nunc condimentum, at porttitor lorem pellentesque.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nisi orci, faucibus ut orci sit amet, interdum viverra lectus. Pellentesque tempus augue sed dolor aliquet faucibus. Duis viverra ut sapien ut varius. Integer in facilisis metus. Donec at augue non metus facilisis vehicula vitae cursus odio. Vivamus tempus dictum mollis. Duis trincidunt lorem sit amet turpis vehicula congue. Duis id feugiat purus. Ut dictum ex fella, a commodo justo euismod non. Proin pulvinar sagittis sapien laculis consectetur. Vestibulum malesuada ornare nunc vel trincidunt. Nam mattis odio eu neque vulputate, nec consectetur odio laculis.

Ut luctus sem eu convallis imperdiet. Etiam nec ante commodo, ornare turpis sit amet, ultrices tellus. Vivamus sed finibus diam. Proin interdum enim eget dolor imperdiet gravida. Curabitur ultrices varius fringilla. Nunc felis ipsum, ultrices eu ex ut, suscipit varius arcu. Aliquam ut pellentesque ex, ac consequat purus. Duis sit amet trincidunt risus, posuere aliquet elit. Etiam tempus auctor posuere.

Ut mattis, arcu eu accumsan accumsan, risus mi eleifend sem, at fringilla odio metus ullamcorper enim. Aliquam laoreet sapien blandit faucibus elementum. Duis imperdiet pellentesque ex sit amet dignissim. Vestibulum ultrices mauris pulvinar risus ultrices, sed fringilla velit congue. Proin vitae trincidunt leo. Etiam nec pulvinar mi. Mauris id posuere magna. Aenean sapien augue, porttitor scelerisque purus nec, interdum consectetur odio. Phasellus maximus euismod facilisis. Nunc ac odio id tellus pharetra lacinia a eget lectus. Aenean non velit maximus, bibendum leo a, suscipit lacus.

Baku Convention Center
150, Tabriz street
AZ1008, Baku, Azerbaijan
*(994 12) 404 18 81

bakuconventioncenter.az



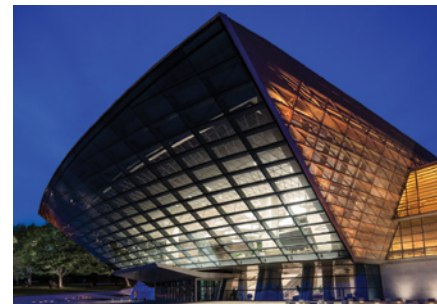
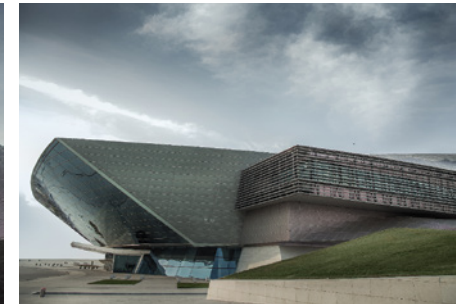
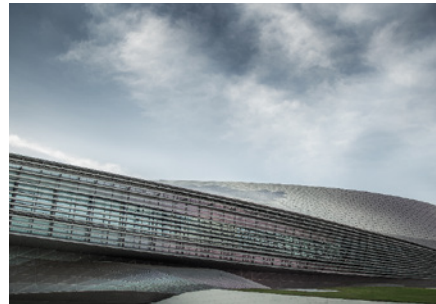
PHOTOS

Permissible photos of the building

For advertising media addressed to mass audience, you must use the image data.

For presentations, it is permissible to use other images of the building.

For advertising and other purposes, it is unacceptable to use photos of poor quality (blurry, low resolution, etc.). Photos of dirty building or with withered grass cannot be used. It is inadmissible to deliberately distort the building, or add non-existent elements or objects to it.



BAKU CONVENTION CENTER

THANK
YOU

