



# DESIGN AND BRAND GUIDLINES

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# logo identity & usage

## logo final version

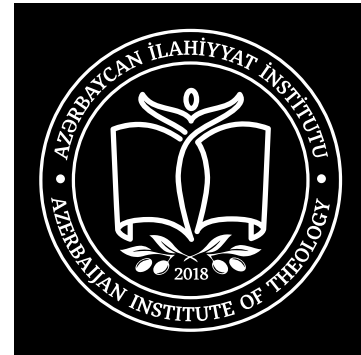
The logo of the “human” symbolizing the sky in the center of the logos reflecting multiculturalism and tolerance expresses the communication with God, the “book” - the main source of science, and the “olive branch” is peace and morality.



## logo variations

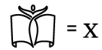
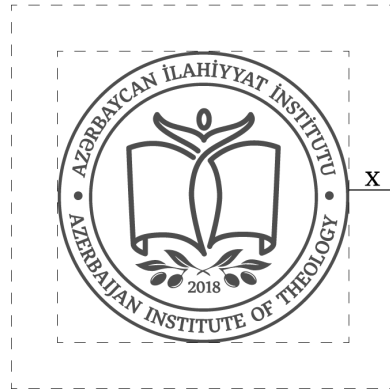
Black and white logo used for printing in black and white newspaper publications and with facsimile printing.

Single-lined logo is used with limited print capabilities.



## sizing

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials.



# primary brand colors



**MARTINIQUE**

**PANTONE:** P 172-16 C

**RGB:** 59 58 62

**HEX:** 3B3A3E

**CMYK:** 69 64 58 50

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**PACIFIC BLUE**

**PANTONE:** P 112-15 C

**RGB:** 0 143 202

**HEX:** 008FCA

**CMYK:** 80 31 3 0

# typography



# More Pro

ABCDEFGH abcdefgh 1234567890 !@#\$\$%^&\*()  
ABCDEFGH abcdefgh 1234567890 !@#\$\$%^&\*()  
ABCDEFGH abcdefgh 1234567890 !@#\$\$%^&\*()  
ABCDEFGH abcdefgh 1234567890 !@#\$\$%^&\*()  
**ABCDEFGH abcdefgh 1234567890 !@#\$\$%^&\*()**

# Arial

ABCDEFGH abcdefgh 1234567890 !@#\$\$%^&\*()  
ABCDEFGH abcdefgh 1234567890 !@#\$\$%^&\*()  
**ABCDEFGH abcdefgh 1234567890 !@#\$\$%^&\*()**

# media





BAHYYATINSTITUTU@GMAIL.COM  
+994 92 210 05 49  
41A AHMAD JAMIL  
BAGU, ACEHBAJAN

Dear Mr

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu. Donec orci purus, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, r ante, ultricies sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies ante, in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla, r ante, ultricies ante, ultricies ultricies Phasellus nec eros mauris, et scelerisque orci. Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque iaculis magna sit amet fringilla. Maecenas consequat, r ante, ultricies ante, ultricies ante, eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget, rante, ultricies ante, ultricies

Quisque scelerisque sagittis nulla at porttitor. Mauris a justo et tellus interdum tristique. Sed id augue vitae urna euismod commodo aliquet a quam.

Best Regards,

Mr C.V. Mammadov



ibahyainstitut@gmail.com  
+624 12 510 85 45  
Jl. A. Ahmad Yani,  
Bandung, Acehbarajan



# promotional materials











## Contact Information

ilahiyyatitututu@gmail.com

+994 12 510 65 45

41A Ahmad Jamil,

Baku, Azerbaijan