

VISUAL IDENTITY GUIDELINE



IDEHPARDAZAN.CO / VER.4.0

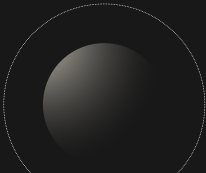
İşletim, Research & Designed by IDEHPARDAZAN.CO

In the name of God



Contents

Master Logo	04
Color Variants	39
Typography	46
Product Design	49
Sub-Brand Logos	56
Media	72



Master Logo

Concept_	-	05
Logo Overview	-	07
Versions & Visual Elements	-	17
Pattern_	-	25
Size, Space & Structure_	-	27
Do & Don't	-	36

The background of the slide is a solid blue color with a subtle, repeating pattern of feathers or palm fronds. The pattern is oriented diagonally, running from the top-left towards the bottom-right. The feathers are rendered in a lighter shade of blue, creating a textured effect.

Concept

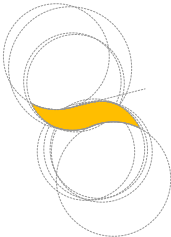
Master Logo



Logo Overview

Master Logo





ایده
پردازان

**IDEH
PARDAZAN**











Versions & Visual Elements

Master Logo















The background of the slide features a repeating pattern of overlapping circles, creating a tessellated effect. The circles are a slightly lighter shade of blue than the background, which transitions from a darker blue at the top to a lighter blue at the bottom. The text 'PATTERN' is positioned in the lower-left area of the slide.

PATTERN

Master Logo



Size, Space & Structure

Master Logo

Minimum Onscreen Size



Minimum Print Size



Minimum Onscreen Size



Minimum Print Size



**PAY ATTENTION
TO THE PROPORTION**



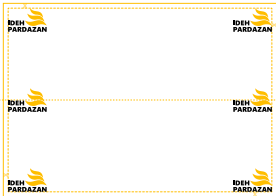


EVEN A LOGO
NEEDS IT'S
SPACE





BEING IN RIGHT
PLACE IS
IMPORTANT





Putting Logo in Center
Becomes Old Fashion
And Predictable
()



So Much Better
()

Do & Don't

Master Logo





Do not change the color aspect of logo.



Do not add elements.



Do not remove the logo.



Do not add strokes or outlines to the logo.



Do not use the logo on full detail background.



Do not scale or resize components of the logo disproportionately.



Do not skew or make false perspectives.



Do not use logo and forget it out of clear space.



Do not use colors out of the color palette.



Do not make the logo transparent on a neutral colored background.

Color Variants

Color palette / HEX & RGB for web — — 40

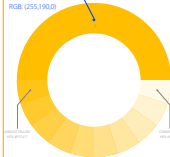
Gradients — — 43

Color palette / CMYK for print — — 44

PRIMARY:

EVERYTHING NEEDS
ITS COLORS

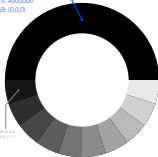
AMBER
HEX: #FFBE00
RGB: (255,190,0)



WINDY YELLOW
HEX: #FFD966

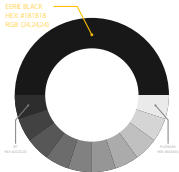
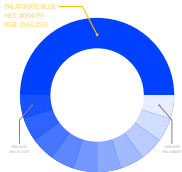
CONCRETE
HEX: #A0A0A0

BLACK
HEX: #000000
RGB: (0,0,0)



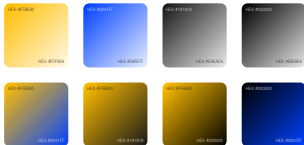
DEEP BLACK
HEX: #101010

SECONDARY:





WE ARE COMBINATION
OF COLORS



PRIMARY:

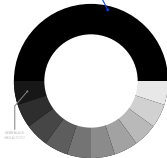
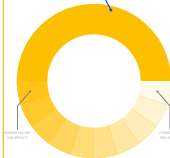
AMBER

CMYK: (0,25,100,0)

BLACK

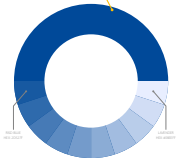
CMYK: (50,40,40,100)

EVERYTHING NEEDS
ITS COLORS

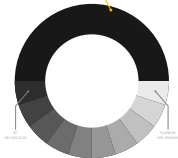


SECONDARY:

PALATINATE BLUE
CMYK: (100,75,0,0)



EERIE BLACK
CMYK: (0,0,0,91)



Typography

Typeface Farsi... _47

Typeface English... _48

Typeface Farsi

Yekan Balkh | Type Weight Usage

There are specific guidelines for use of each type weight. Legibility and ease of use by the viewer are our primary concern, so please read our recommendations carefully.

Yekan Balkh Bold

الف ب پ ت ث ج چ خ د ر ز ژ س ش ص ض
ط ظ ع غ ف ق ک گ ل م ن و ه ی
۱ ۲ ۳ ۴ ۵ ۶ ۷ ۸ ۹ ۰ . « » ، ؟ { } () + - = : / !

Yekan Balkh Regular

الف ب پ ت ث ج چ خ د ر ز ژ س ش ص ض
ط ظ ع غ ف ق ک گ ل م ن و ه ی
۱ ۲ ۳ ۴ ۵ ۶ ۷ ۸ ۹ ۰ . « » ، ؟ { } () + - = : / !

Typeface Farsi

Myriad Variable Concept | Type Weight Usage

There are specific guidelines for use of each type weight. Legibility and ease of use by the viewer are our primary concern, so please read our recommendations carefully.

Myriad Variable Concept Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () { } ? .

Myriad Variable Concept Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () { } ? .

Product Design

IDEHPARDAZAN.CO

Letter Head	—	50
Envelope	—	52
A4 Envelope	—	58







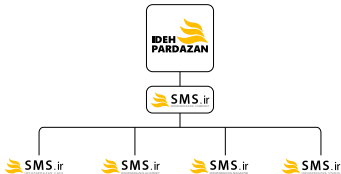






Sub Brand Logos

Sub-Brand Logos	..	57
SMS.ir Company Logo	..	58
SMS.ir Academy Logo	..	59
SMS.ir Studio Logo	..	60
SMS.ir Magazine Logo	..	61
SMS.ir (Do & Don't)	..	67
SMS.ir Pattern	..	70
SMS.ir Product Design	..	72





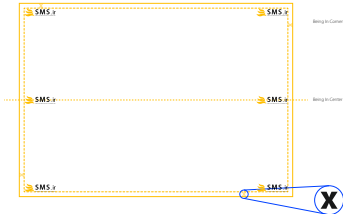








BEING IN RIGHT
PLACE IS
IMPORTANT





Putting Logo in Center
Becomes Old Fashion
And Predictable
(



So Much Better
(

Minimum Onscreen Size



Minimum Print Size







Do &
Don't

SMS.ir Logo





Do not change the color a part of logo.



Do not add elements.



Do not change the priority.



Do not add irrelevant outlines to the logo.



Do not use the logo on full sized background.



Do not distort or make false proportions.



Do not use logo and logo tag out of clear space.



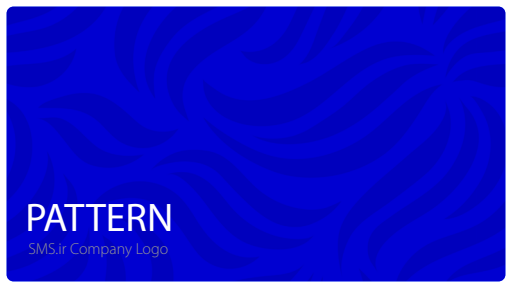
Do not use colors out of the color palette.



Do not scale or resize components of the logo disproportionately.



Do not make the logo transparent on a neutral colored background.

The background of the entire image is a solid blue color with a pattern of lighter blue, wavy, concentric lines that create a sense of depth and movement, resembling a stylized fingerprint or a topographical map.

PATTERN

SMS.ir Company Logo



Product Design

SMS.ir Company

Visit Card	—	..50
Product Line	—	..52
Note Book	—	..58
Mug	—	..

















Media

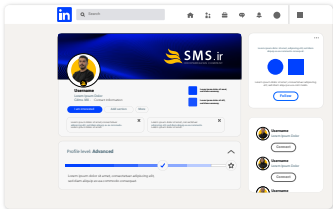
Profile Picture...	..82
LinkedIn...	..83
Instagram...	..84
Digital Signature...	..85

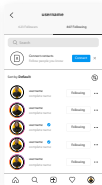


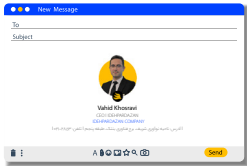
PERSONAL
PROFILE PICTURE



COMPANY
PROFILE PICTURE







THANK YOU
for watching