



Azersun Holding

Corporate Identity Style
(Practice Guide)

**CORPORATE COMMUNICATIONS
DEPARTMENT**

BAKU – 2005

About the Practice Guide

This document specifies the context of usage of the Azersun Holding corporate identity style.

All of the advertising and print materials, including soft copies and web materials related to Azersun Holding should be laid out in a single corporate style. It is important to comply with the regulations spelled out in the Azersun Holding Corporate Identity Style Brochure.

These guideline regulations should be reflected in all of the company-owned materials (business cards, Ids) and correspondence (postal address, letterheads, letters, fax note papers, envelopes) as well as other documents.

Corporate Identity Concept

Corporate Logos:

19 stars represent the symbol of the Group as chosen by the Group President Mr Abdolbari Goozal and its meaning is kept in private. This adds a special charisma to the logo.

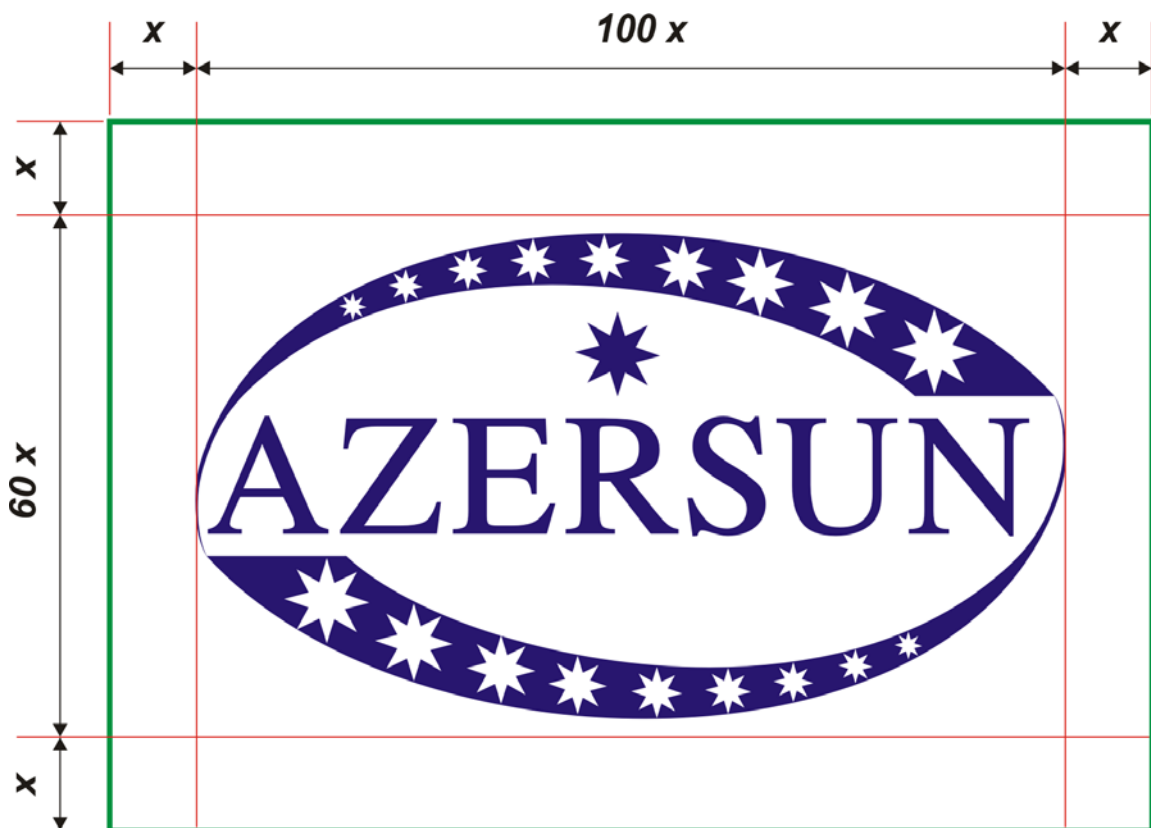
Blue is the symbol of eternity, power and benefit. The colour of leadership. Points at the supremacy of the Group.

The transparent background ensures an easier way of presenting the logo in 2D and 3D formats.

Corporate Identity Symbol

The Corporate identity symbol consists of 19 stars and the company name.

The height and width specifications of the logo are laid out in the 3:5 ratio.



The Company logo

The logo of the company includes the word AZERSUN. The below indicated version is applicable for use in all languages.

Colour version



Black and white version



The dark background

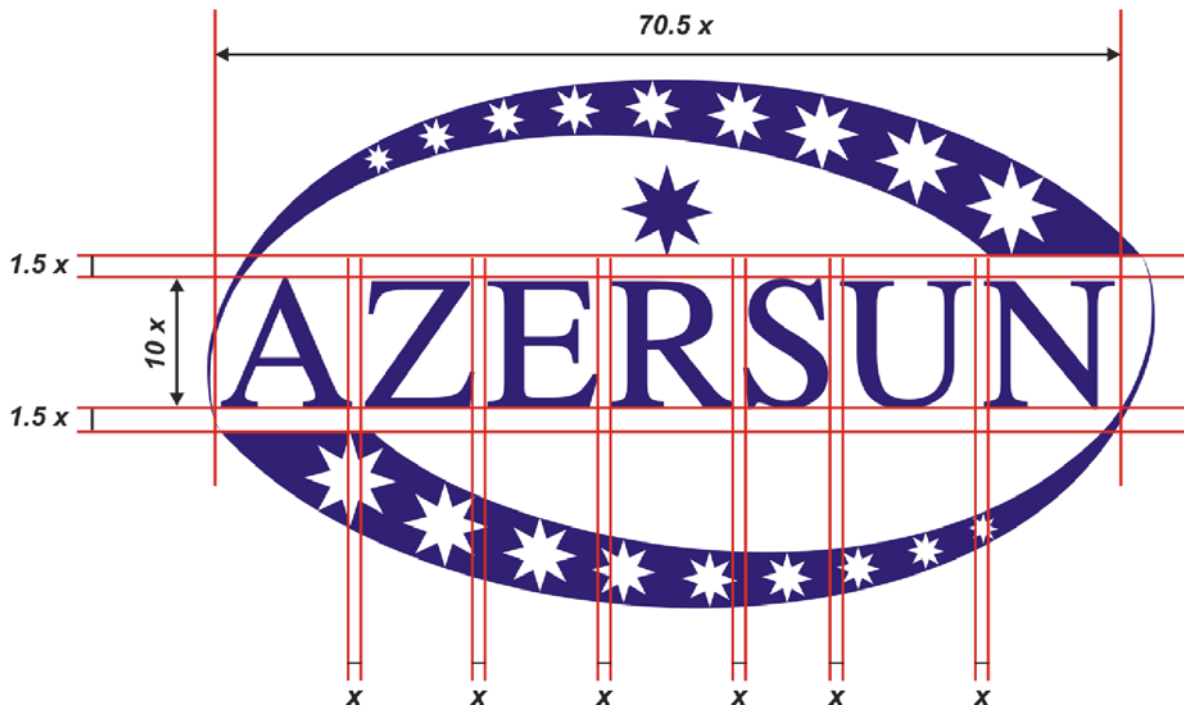


Logo. Sizes

The Azersun Holding logo should meet the following size specifications.

The word “Azersun”, *Times New Roman*, 68 pt

Dimensions



Corporate Colors

The colours used in the corporate identity style are: *blue* and *white*.
The dark background of the company logo is contrasted with the blue.
It is not allowed to place the logo in the multi colour background.

Blue



CMYK: C100, M100, Y0, K0
RGB: R40, G22, B111
PANTONE Violet C

White



CMYK: C0, M0, Y0, K0
RGB: R255, G255, B255

Black



CMYK: C0, M0, Y0, K100
RGB: R0, G0, B0
PANTONE Black C

Corporate Identity Font

The font group used in the Azersun Holding corporate identity style is Times New Roman.

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Postal Address

The company details and logo image make up the advertising image of the company.

The postal address reflected in parcels and other non-printable items of mail carry the function of the address indicator.

Sample form

		
<p>“Azersun Holding” Şirkətlər Qrupu Ünvan: Heydər Əliyev pr. 90, AZ1029 Tel: (+ 994 12) 496 63 50; 496 66 14 Faks: (+ 994 12) 496 68 88 E-mail: info@azersun.com</p>		