



**“QIRMIZI İNCİ” STRAWBERRY**

**BRAND GUIDELINES**

## LOGOTYPE DESIGN

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aze version



eng version

## LOGOTYPE DESIGN

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rus version

## COLOR PALLETE/HEX CODES & FONTS

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### main color pallete

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### auxiliary color pallete

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### logotype fonts

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- **HEAVITAS**

### branding fonts

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- **Visby CF Bold**
- **Visby CF Bold**
- *Hunters*

## HOW TO USE LOGOTYPE

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- Use white colors for background
- Use white rectangle with rounded borders under the logotype on a colored background

## HOW TO USE LOGOTYPE

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minimum space around

## HOW **NOT** TO USE LOGOTYPE

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- Do not change proportions of logotype
- Do not rotate
- Do not use the logotype on a colored background

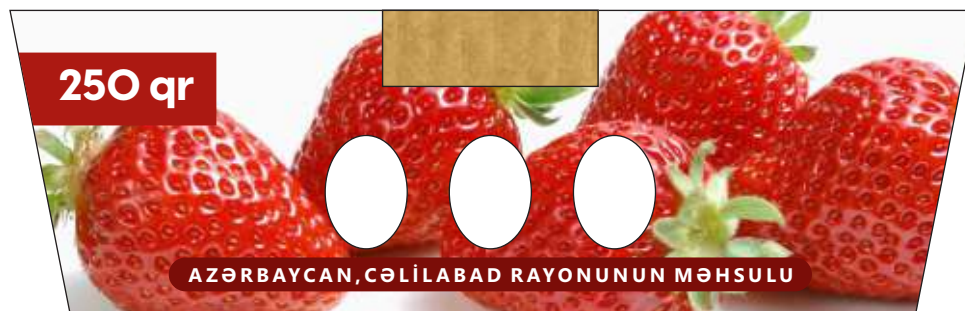
## PACKAGE DESIGN

SMALL PACKAGING - 250GR AND 500 GR

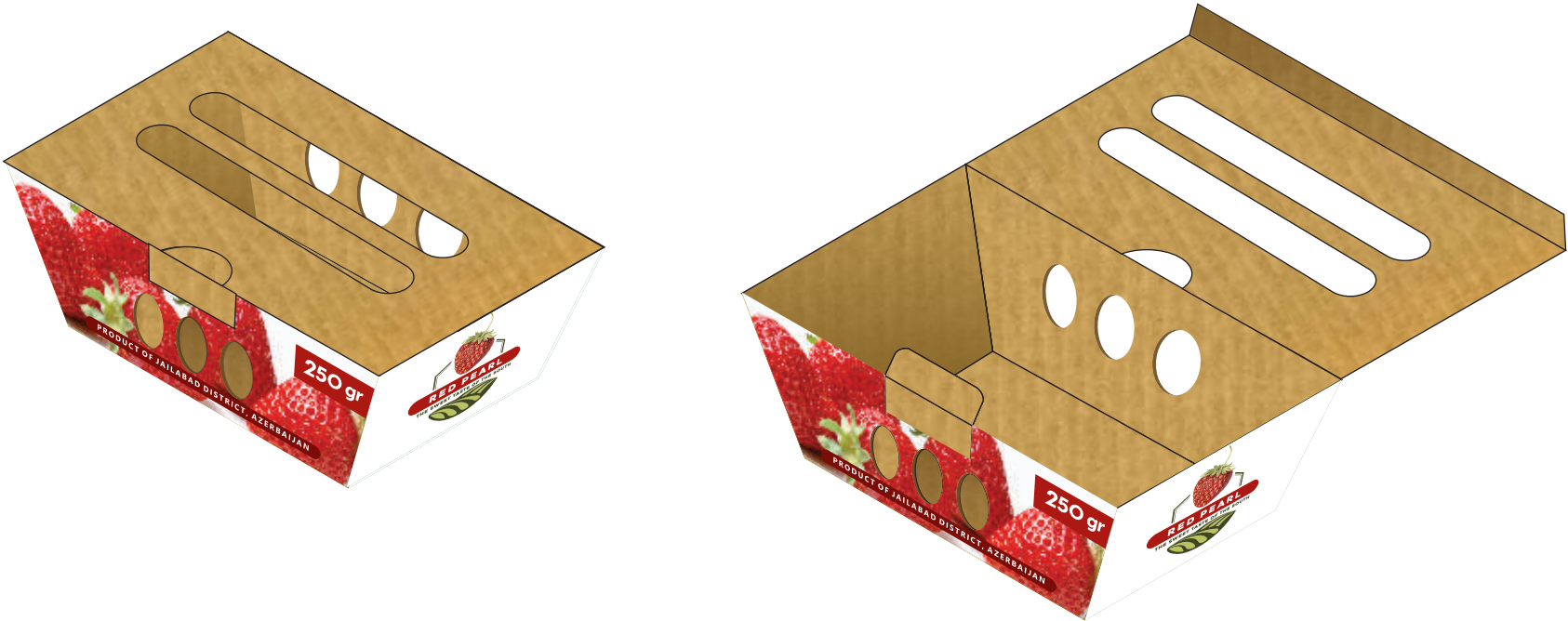
**OPTION 1 - WITHOUT HANDLE**



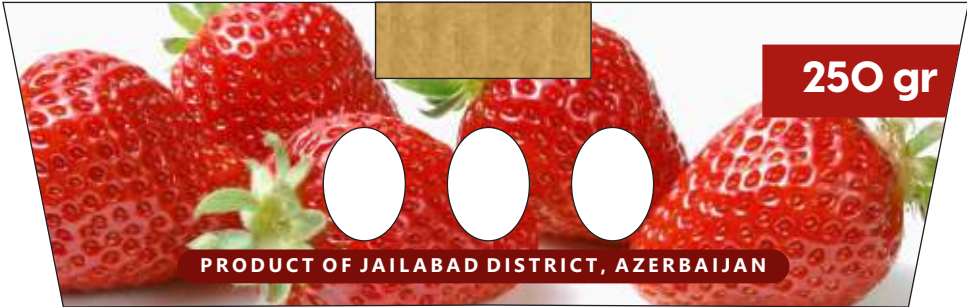
AZE



# PACKAGE DESIGN



ENG



# PACKAGE DESIGN



RUS



# PACKAGE DESIGN

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## 250 GR



# PACKAGE DESIGN

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## 500 GR



## PACKAGE DESIGN #2

SMALL PACKAGING - 500 GR

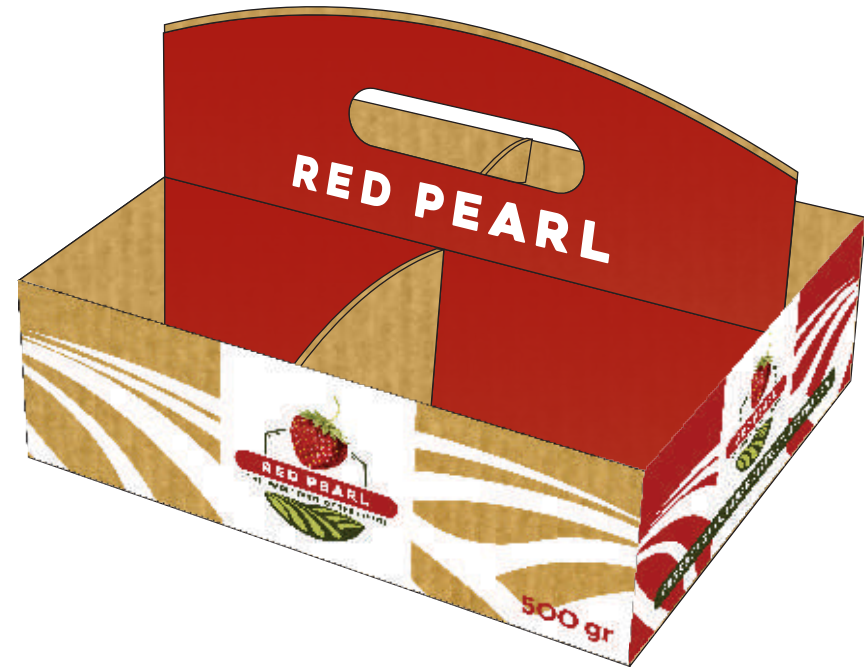
**OPTION 2 - WITH HANDLE AND FOUR COMPARTMENTS**



AZE



## PACKAGE DESIGN #2



ENG



PRODUCT OF JAILABAD DISTRICT, AZERBAIJAN



## PACKAGE DESIGN #2



RUS



## PACKAGE DESIGN #2

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500 qr



## PACKAGE DESIGN #2

### PACKAGING - 1KG



PACKAGE DESIGN #2

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1 KG



## PACKAGE DESIGN #2

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### TRANSPORTATION



## PACKAGE DESIGN #2

### PACKAGING - 2KG



## PACKAGE DESIGN #2

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1 KG



2 KG



## VISIT CARD DESIGN

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Farmer xx



Хххххххх village,  
Jalilabad district



+994 хххххххххх

Fermer xx



Cəlilabad rayonu,  
Хххххххх kəndi,



+994 хххххххххх

Фермер хх



Деревня хххх,  
Джалилабадский район,



+994 хххххххххх

# VISIT CARD DESIGN

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Farmer xx



Xxxxxxxx village,  
Jalilabad district



+994 xxxxxxxxxx

Fermer xx



Cəlilabad rayonu,  
Xxxxxxxx kəndi,



+994 xxxxxxxxxx

Фермер хх



Деревня хххх,  
Джалилабадский район,



+994 xxxxxxxxxx

## POSTER DESIGN EXAMPLES



**Thank you for your attention!**

**Baku 2024**