

A close-up photograph of a hand holding a vibrant red apple. The apple is the central focus, with a small stem and a few yellow speckles on its surface. The hand is positioned at the bottom left, with fingers gently cradling the fruit. In the background, there are soft-focus pink blossoms and green leaves, suggesting an orchard setting. The lighting is bright and natural, highlighting the texture of the apple and the skin of the hand.

“LERIK MOUNTAIN APPLES”

BRAND GUIDELINES

LOGOTYPE DESIGN



aze version



eng version

COLOR PALLETE/HEX CODES & FONTS

main color pallete

#473D32

#4B4B4D

#9B9F58

#FEDC7F

#CDF3FF

#F0FBFF

#79313B

#D14755

#C8C05E

#FEFEFE

auxiliary color pallete

#999542

#CECB94

#93723E

logotype fonts

- **HEAVITAS**
- **Segoe UI Bold**

branding fonts

- Segoe UI
- **Trebuchet MS Bold**
- Trebuchet MS
- Kawoszeh

HOW TO USE LOGOTYPE



Use white or blue (hex:#F0FBFF) branding colors for background

Use light borders under the logotype on a dark background

HOW TO USE LOGOTYPE



minimum space around

HOW NOT TO USE LOGOTYPE



Do not change proportions of logotype

Do not rotate

Do not use the logotype on a dark color background

PACKAGE DESIGN



two sides / aze

PACKAGE DESIGN



other two sides / eng

PACKAGE DESIGN



PACKAGE DESIGN



aze

PACKAGE DESIGN



eng

PACKAGE DESIGN



VISIT CARD DESIGN



Farmer xx



Xxxxxxxxx village,
Lerik district



+994 xxxxxxxxxx



Fermer xx



Lerik rayonu,
Xxxxxxxxx kəndi,



+994 xxxxxxxxxx

VISIT CARD DESIGN



Farmer xx



Xxxxxxxx village,
Lerik district



+994 xxxxxxxxx



Fermer xx



Lerik rayonu,
Xxxxxxxx kəndi,



+994 xxxxxxxxx

POSTER DESIGN EXAMPLES



