



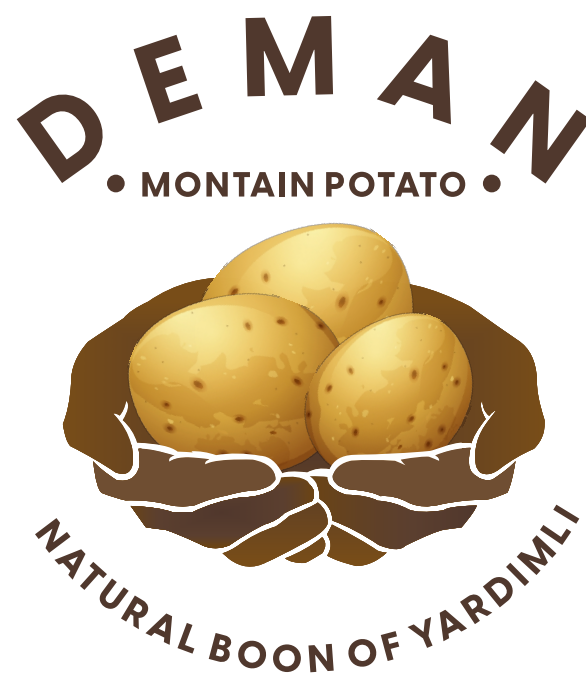
“DEMAN” MOUNTAIN POTATO

B R A N D G U I D E L I N E S

logotype



aze version



eng version

color pallete/HEX codes & fonts

main color pallete

#50382D

#70491C

#6F4E32

#FFFFFF

#Cc9535

#936C46

#CBB26C

#FAEB9D

auxiliary color pallete

#EBCB68

#381F12

#705F43

#6E6A47

#9C8968

logotype fonts

- **VISBY CF EXTRA BOLD**

branding fonts

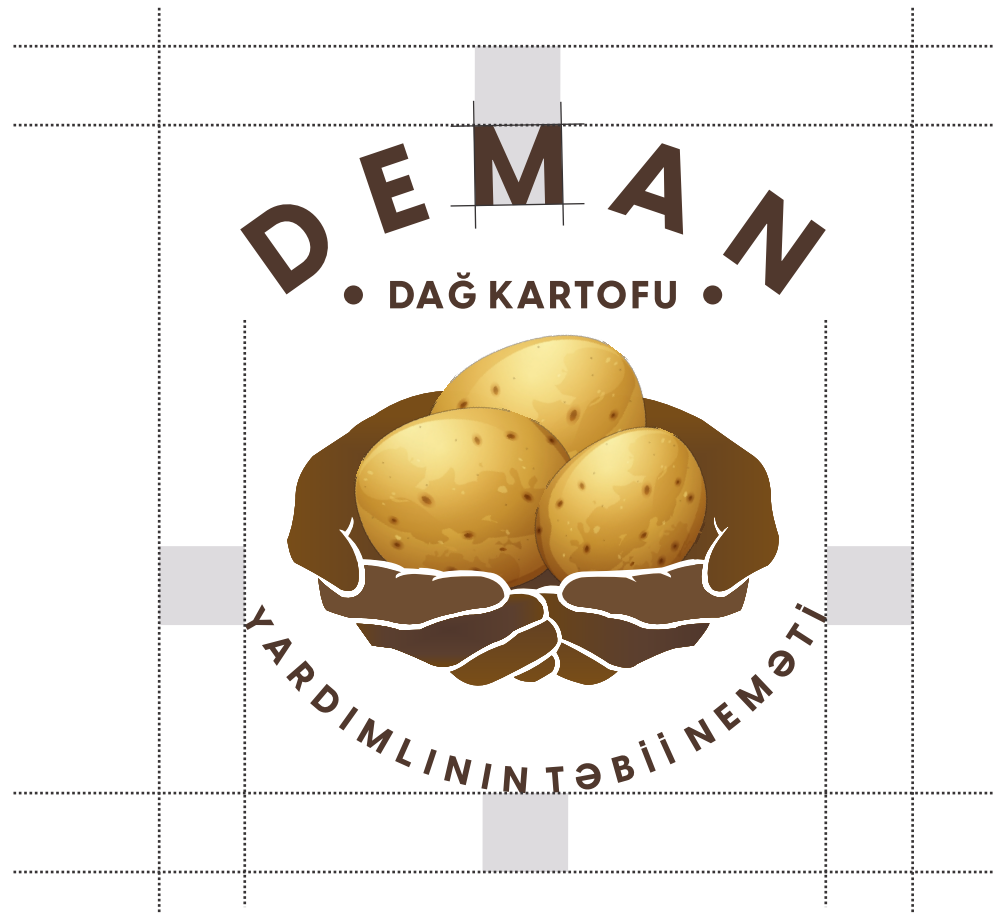
- VISBY CF MEDIUM
- **VISBY CF EXTRA BOLD**
- *Blimps personal use*

how to use logotype



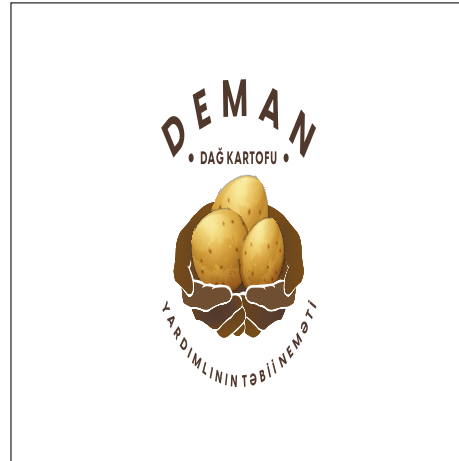
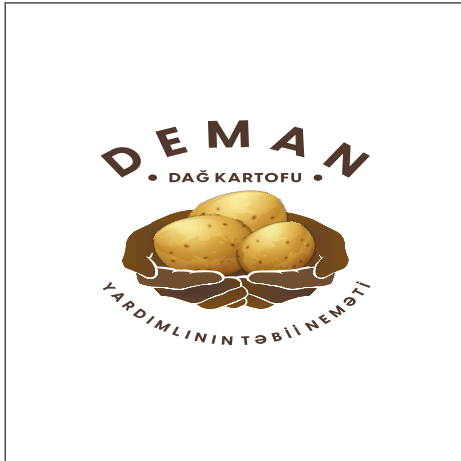
- Use ONLY white color for background
- Use white lining with roundy shape under the logotype on a dark background

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



aze version



package design



eng version



package design

aze version



package design

eng version



package design

aze version



package design

eng version



visit card design



visit card design

DEMAN
• MOUNTAIN POTATO •



NATURAL BOON OF YARDIMLI

THE IRREPLACEABLE TASTE OF
MOUNTAIN POTATOES!



Farmer **XXXXXXXX**
Deman village,
Yardimli district



+994 50 777 33 44

DEMAN
• DAĞ KARTOFU •



YARDIMLININ TƏBİİ NƏMƏTİ

DAĞ KARTOFUNUN
ƏVƏZSİZ DADI!



Fermer **XXXXXXXX**
Deman kəndi,
Yardımlı rayonu



+994 50 777 33 44

poster design examples



poster design examples



Thank you for your attention!

Baku 2024