

# Brandbook

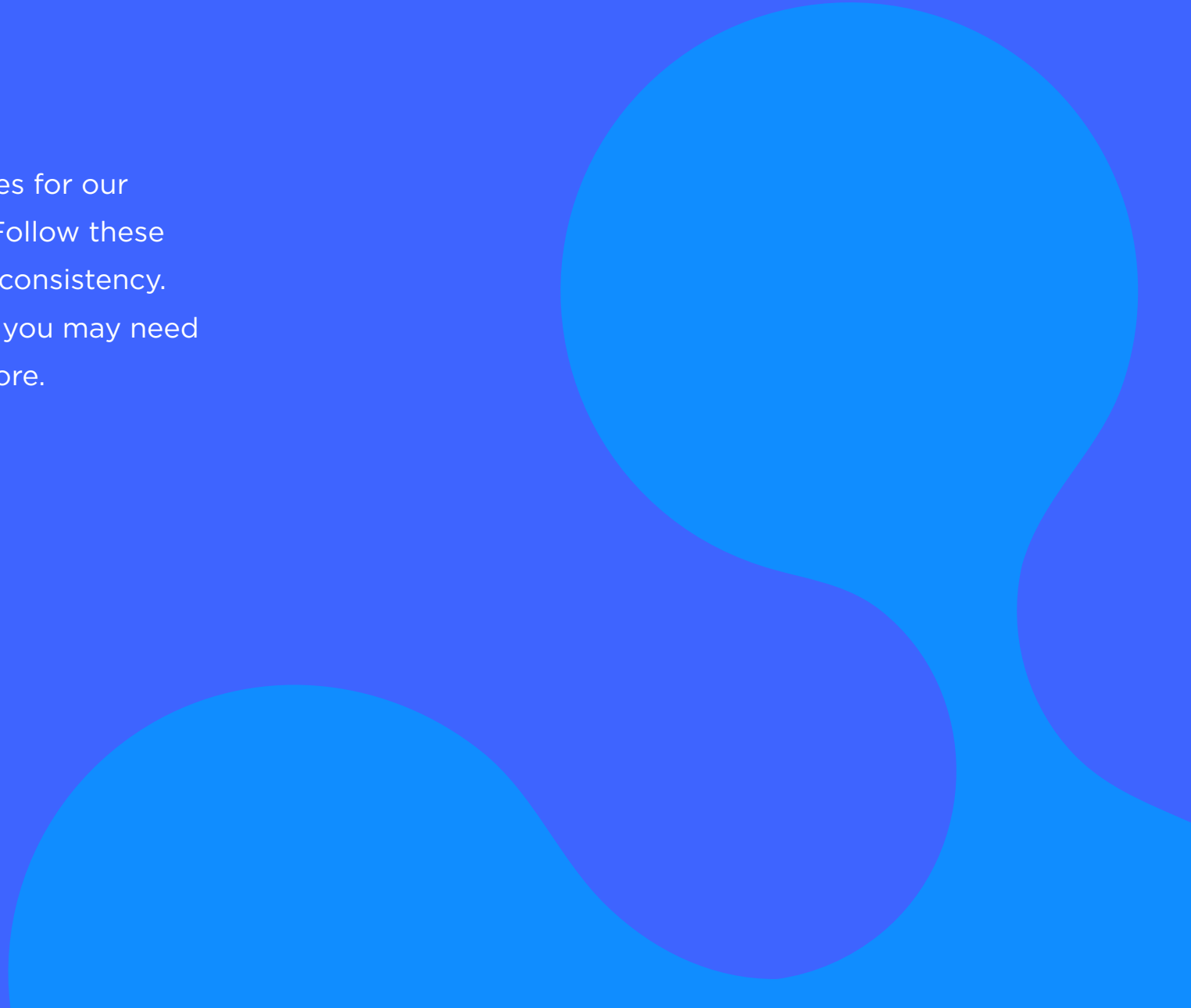
BAKUDEZ

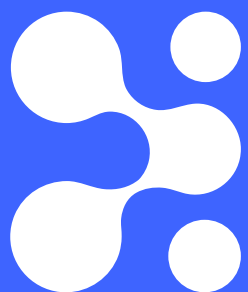
Versiya 1.0

# Introduction

---

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency. This includes all of the element you may need logos, typefaces, colors, and more.





**BAKUDEZ**  
DEZİNFEKSIYA MƏRKƏZİ

Bakudez is a cleaning and disinfection company. We chose the color blue to express purity, the color blue represents both purity and comfort. The Bakudez logo combines different forms by combining molecules. The arrow sign indicates the direction, and the circular figures indicate water.

# Table of contents

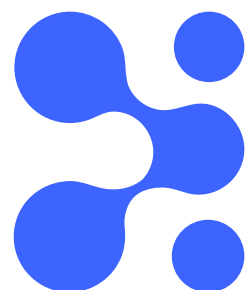
1. Logo design	4
2. Colors	19
3. Typography	25
4. Pattern	27
5. Stationary	29
6. Digital	47

01

Logo

# Logo

---



**BAKUDEZ**  
DEZİNFEKSIYA MƏRKƏZİ

# Mark origins

---



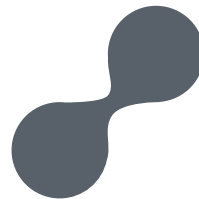
Arrow

+



Water drop

+



Molecular  
fragmentation

+



Number of  
services

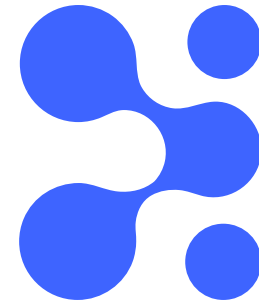
=



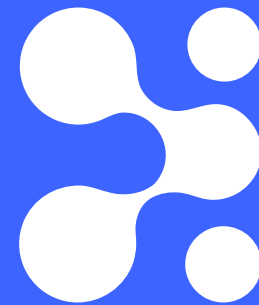
Bakudez logo

# Logo Mark

---



Basic variant

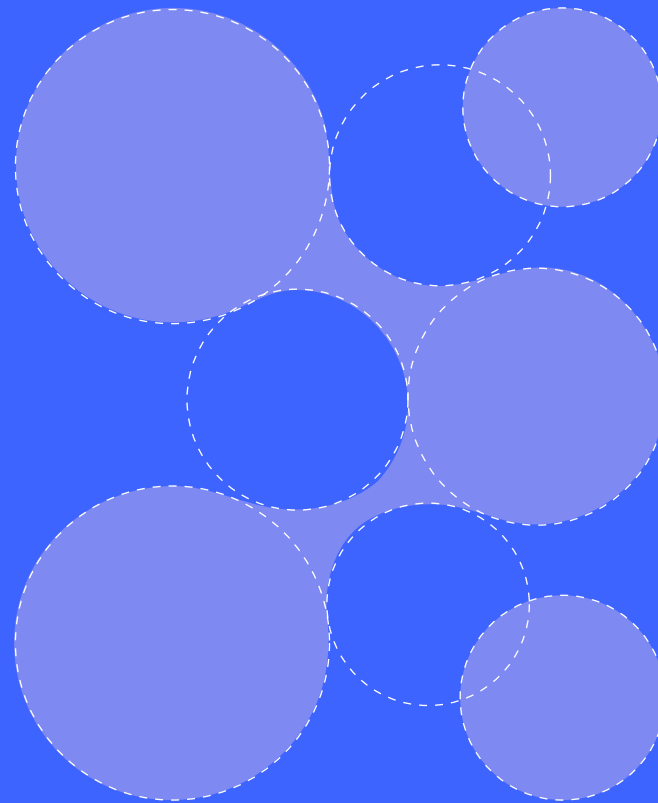


Blue background variant



# Mark Construction

---



# Horizontal Logo

---

The logo consist of a symbol and typeface.  
when the with is much greater than the height  
(from-strip), the logo of this design is used.



# Vertical Logo

---

Logomark



Logotype



**BAKUDEZ**  
DEZİNFEKSIYA MƏRKƏZİ



Logo

# Logo Construction

---

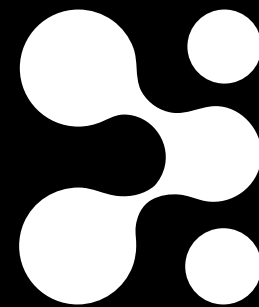
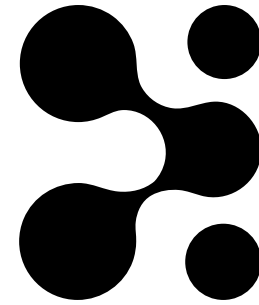


## Mono Color Logo

---

Sometimes only one color application is available due to cost efficiency. The Bakudez logo must be reproduced using only one color.

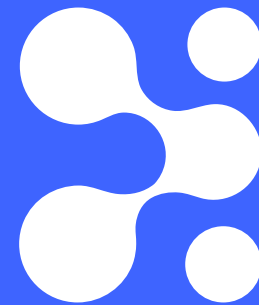
In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in dark color type on a light background.



# Background Logo

---

Alternative color combs. Here different color ways you can do with the logo.



# Thumbnail Mark

---

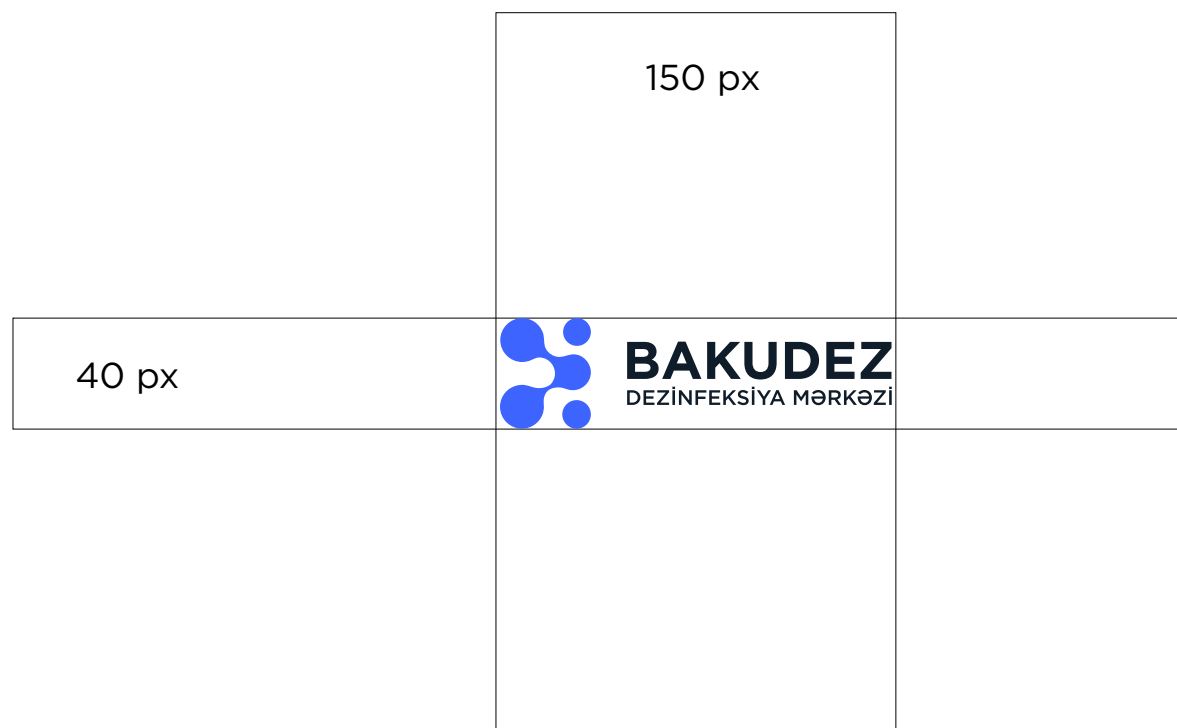
Compressed mark use for small scale and where applicable



# Minimum size

---

These are the pixel size units we recommended





# Safe Zone

---

It's important to maintain proper spacing around the logo to avoid overcrowding. Also the use of whitespace keeps the brand feeling clean.



# Correct logo Application

---



# Incorrect logo Application

---

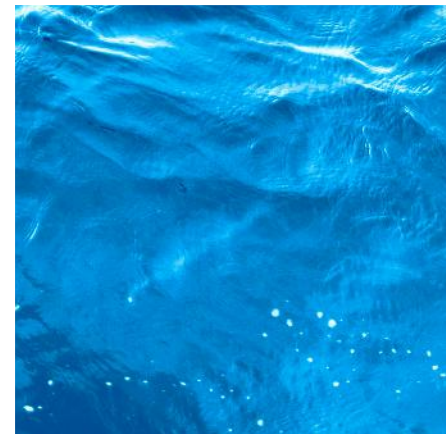


02

Color

# Colors

---



**OCEAN BLUE**

BRAND COLOR

# Color Palette

---

HEX #3E64FF  
RGB R62 G100 B255  
CMYK C77 M63 Y0 K0

HEX #1097FF  
RGB R16 G151 B255  
CMYK C70 M36 Y0 K0

HEX #5ADB7E  
RGB R90 G219 B126  
CMYK C58 M0 Y70 K0

HEX #EC5B56  
RGB R236 G91 B86  
CMYK C2 M80 Y64 K0

HEX #0F1C2A  
RGB R15 G28 B42  
CMYK C88 M75 Y55 K69

21

# Gradient Usage

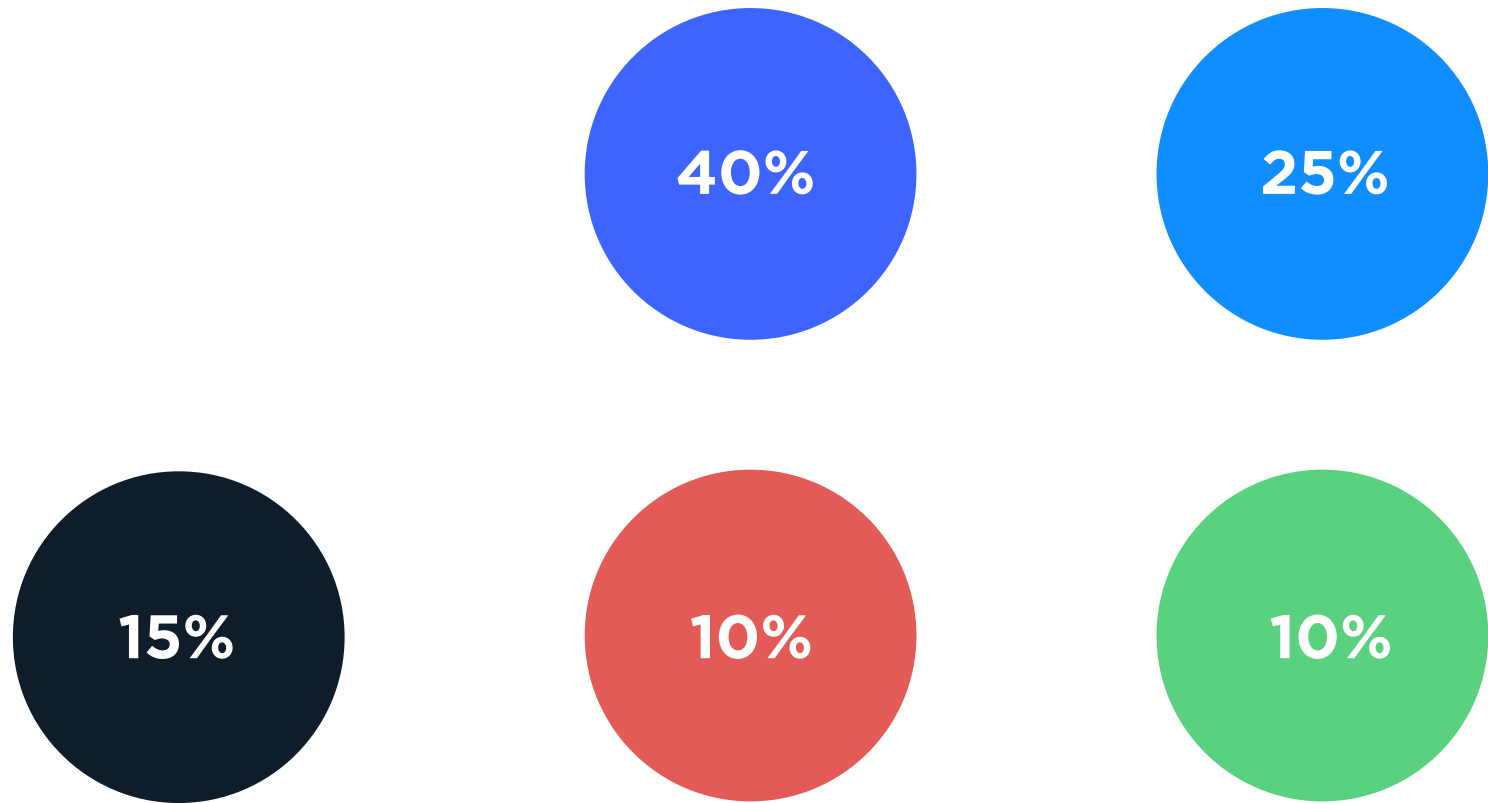
---

RGB R62 G100 B255

RGB R16 G151 B255

# Color Usage

---





03

Typography

# Typography

---

Aa

GOTHAM

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
.,/!@#\$\$%

Aa

SOURCE SERIF

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
.,/!@#\$\$%

## Typography Hierarchy

---

Dezinfeksiya  
Mərkəzi

H1 | GOTHAM MEDIUM | SIZE 60

Dezinfeksiya  
Mərkəzi

H2 | GOTHAM MEDIUM | SIZE 46

Dezinfeksiya  
Mərkəzi

H3 | GOTHAM MEDIUM | SIZE 36

Dezinfeksiya  
Mərkəzi

H4 | GOTHAM MEDIUM | SIZE 24

## Typography Hierarchy

---

Dezinfeksiya  
Mərkəzi

H1 | SOURCE SERIF REGULAR | SIZE 60

Dezinfeksiya  
Mərkəzi

H2 | SOURCE SERIF REGULAR | SIZE 46

Dezinfeksiya  
Mərkəzi

H3 | SOURCE SERIF REGULAR | SIZE 36

Dezinfeksiya  
Mərkəzi

H4 | SOURCE SERIF REGULAR | SIZE 24

**Imagery**

**04**

# Imagery

---



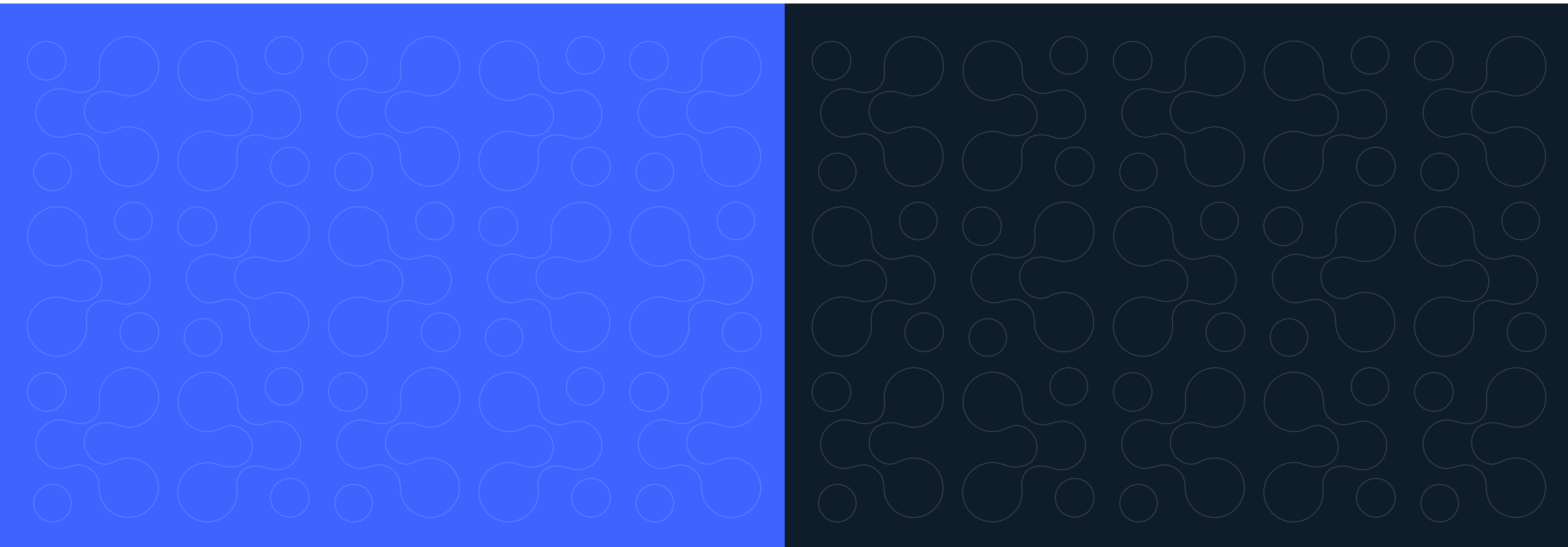
05

Pattern

# Pattern Usage

---

The pattern created to support  
the visual brand language





**Stationary**

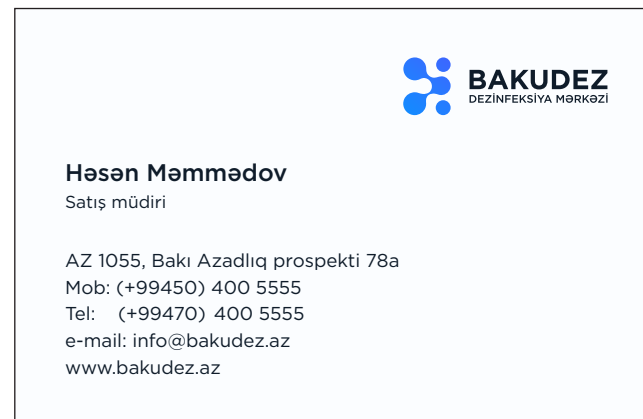


# Business card

---

Deminsion

55x80 mm



# Letterhead

---

Deminsion  
297x210 mm



25.09.2020

Hörmətli ..

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

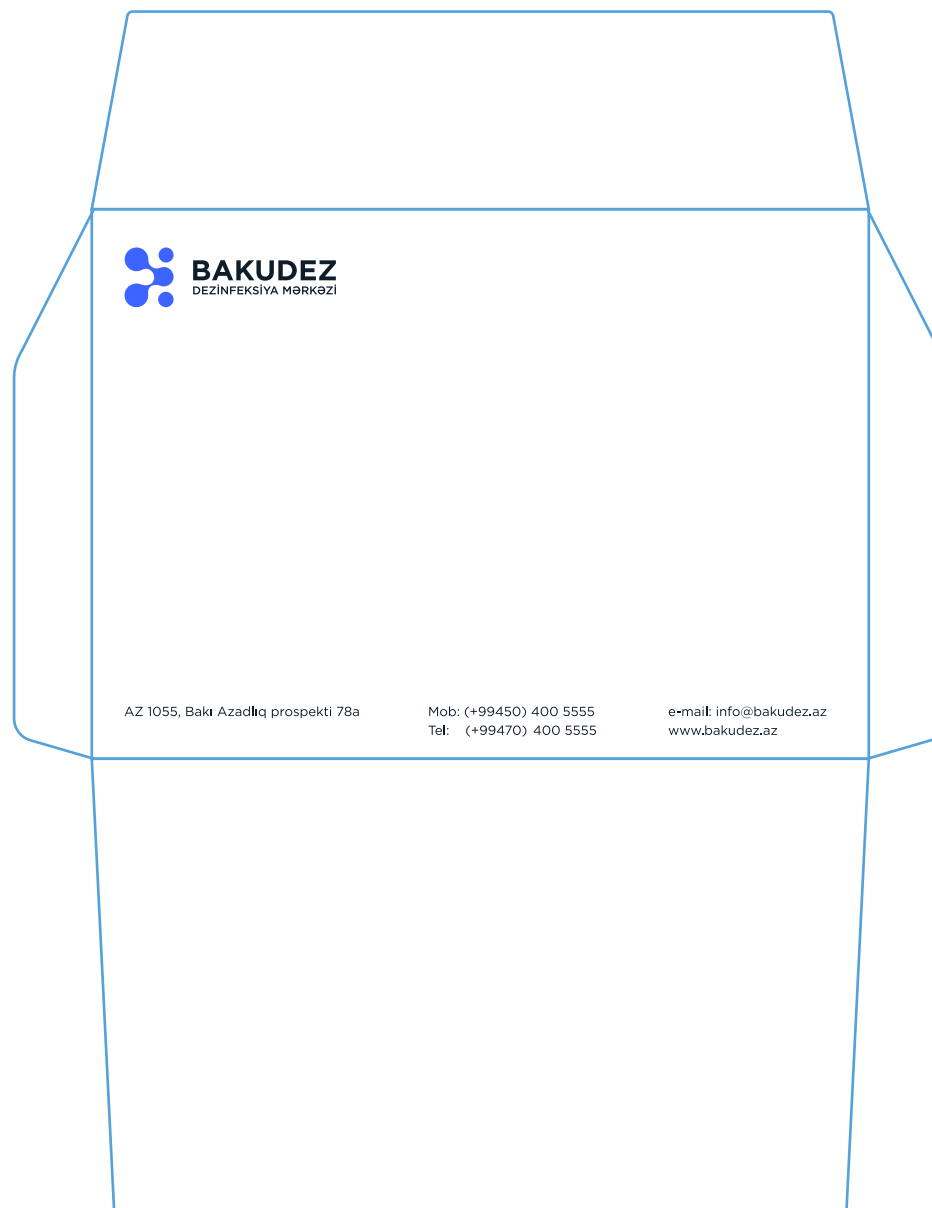
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

Hörmətli ..

# Envelope C5

---

Dimensions  
162x229 mm



# Envelope C6

---

Dimensions  
220x110 mm



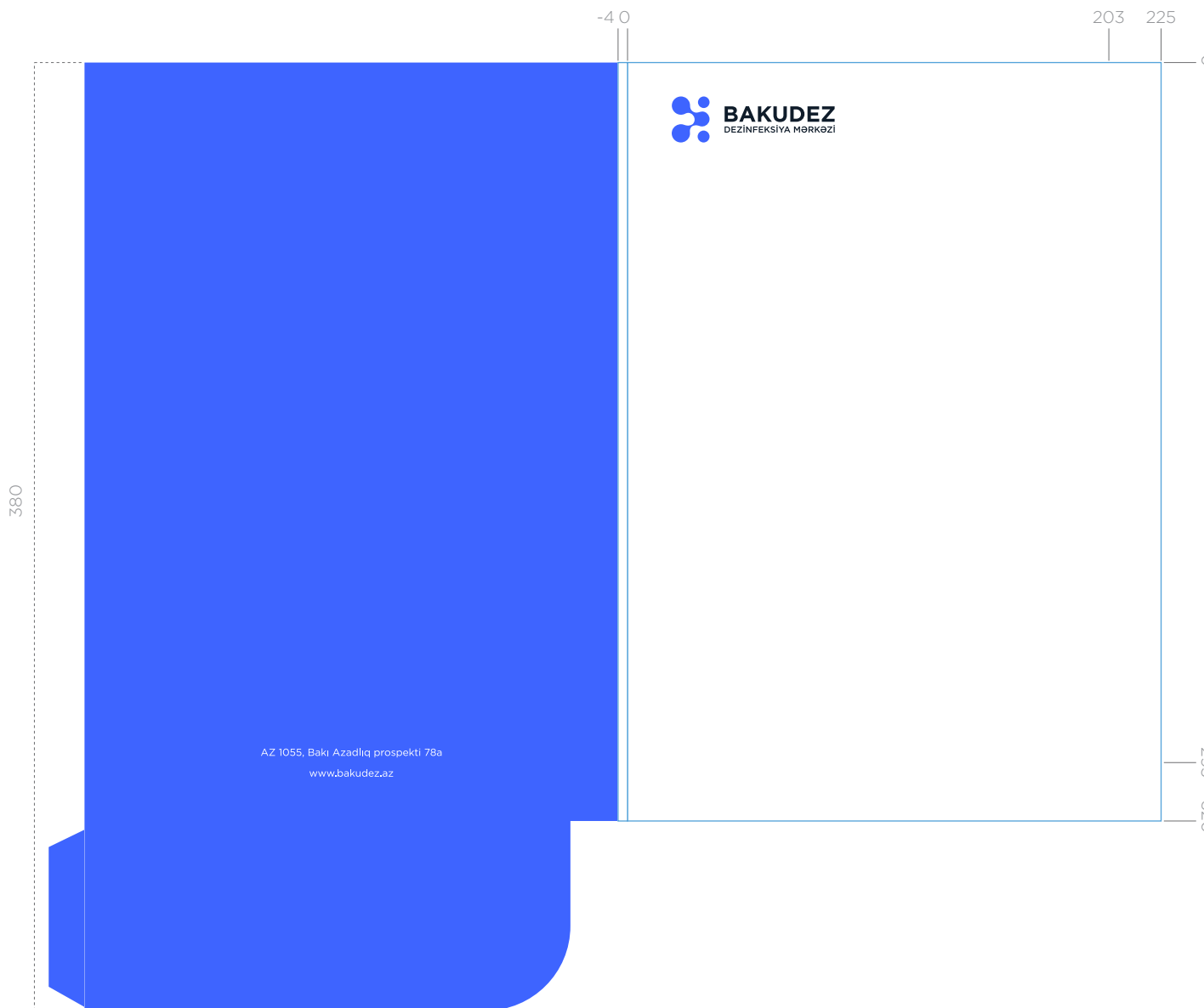
# Mug design

---



# Folder

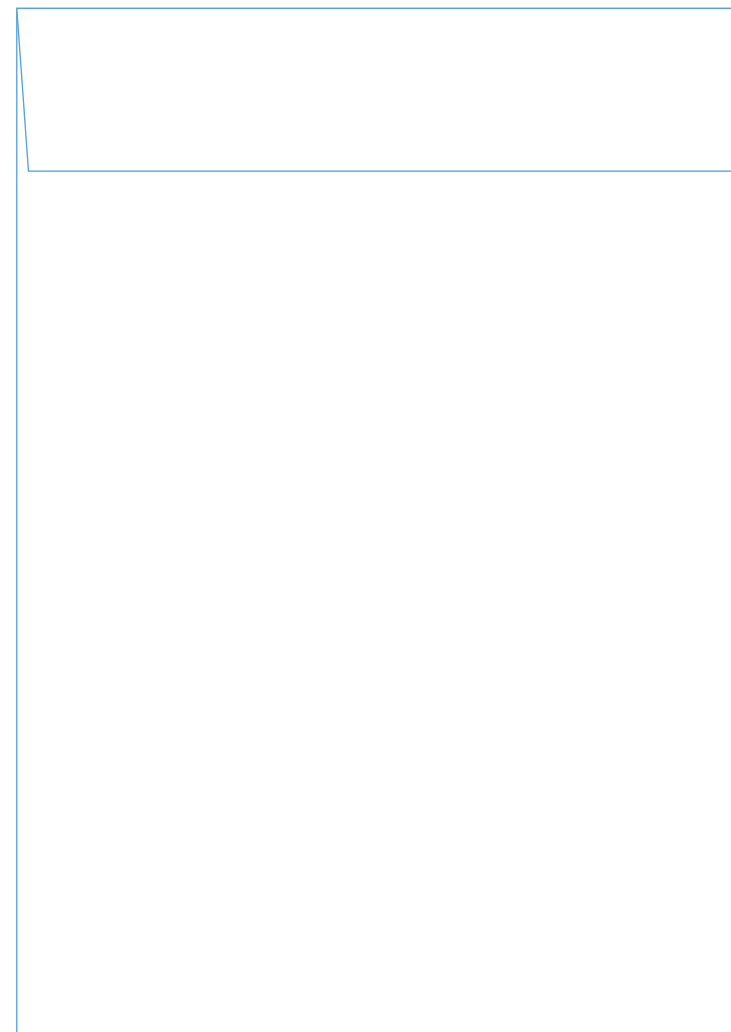
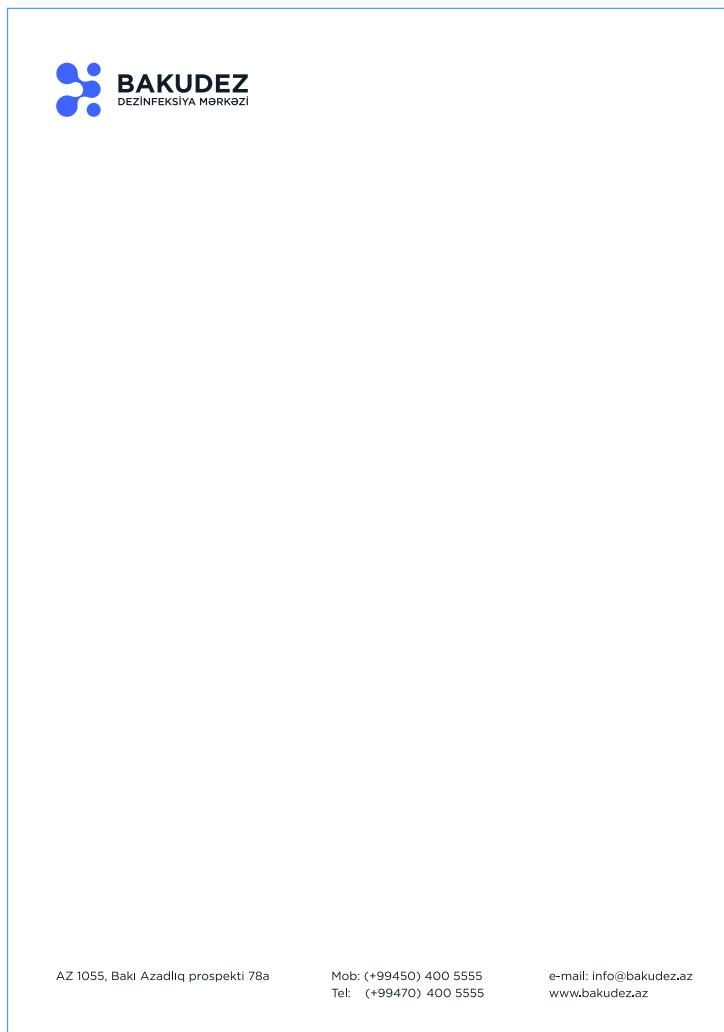
## Dimensions



# Envelope C4

---

Dimensions  
229x324 mm





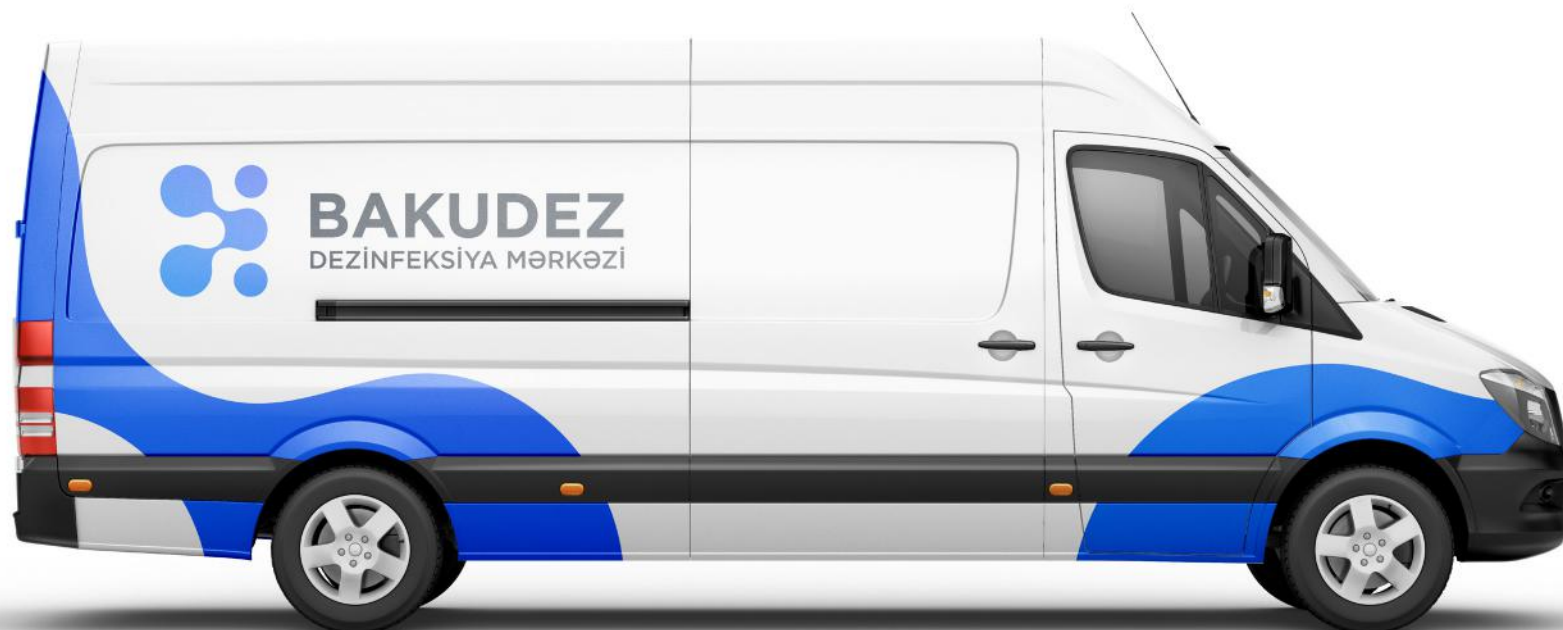
# Flag design

---



# Car

---



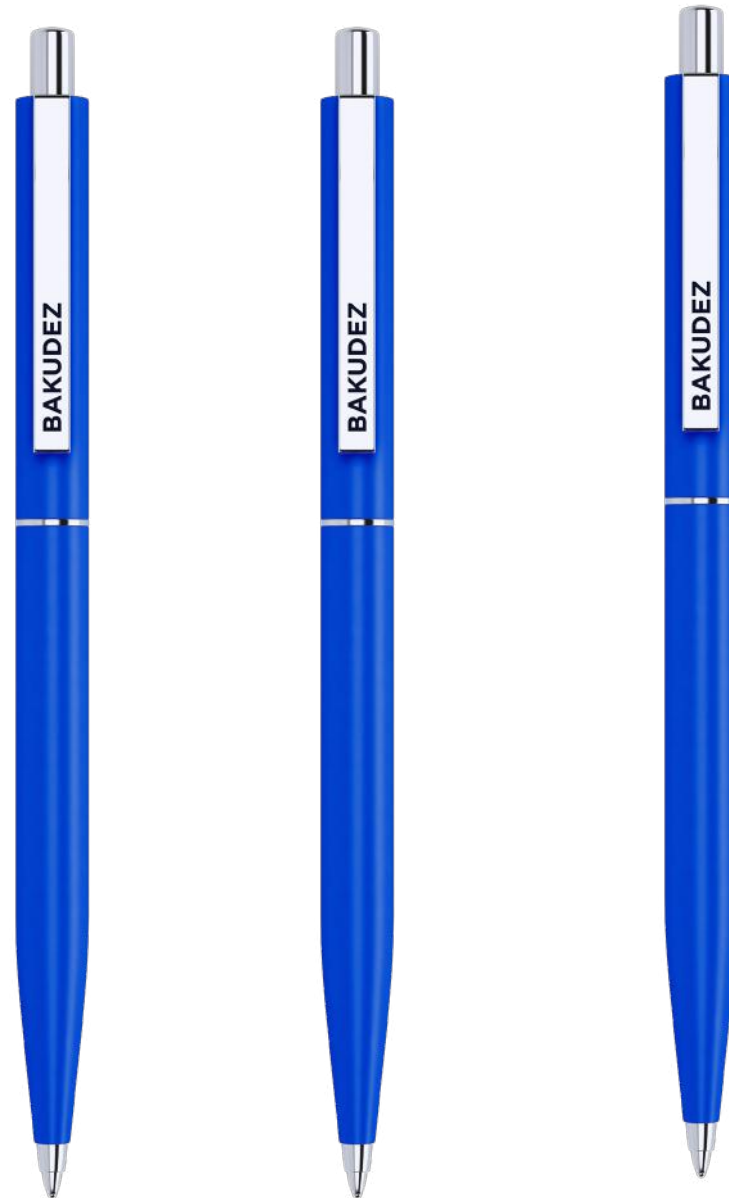
# Car

---



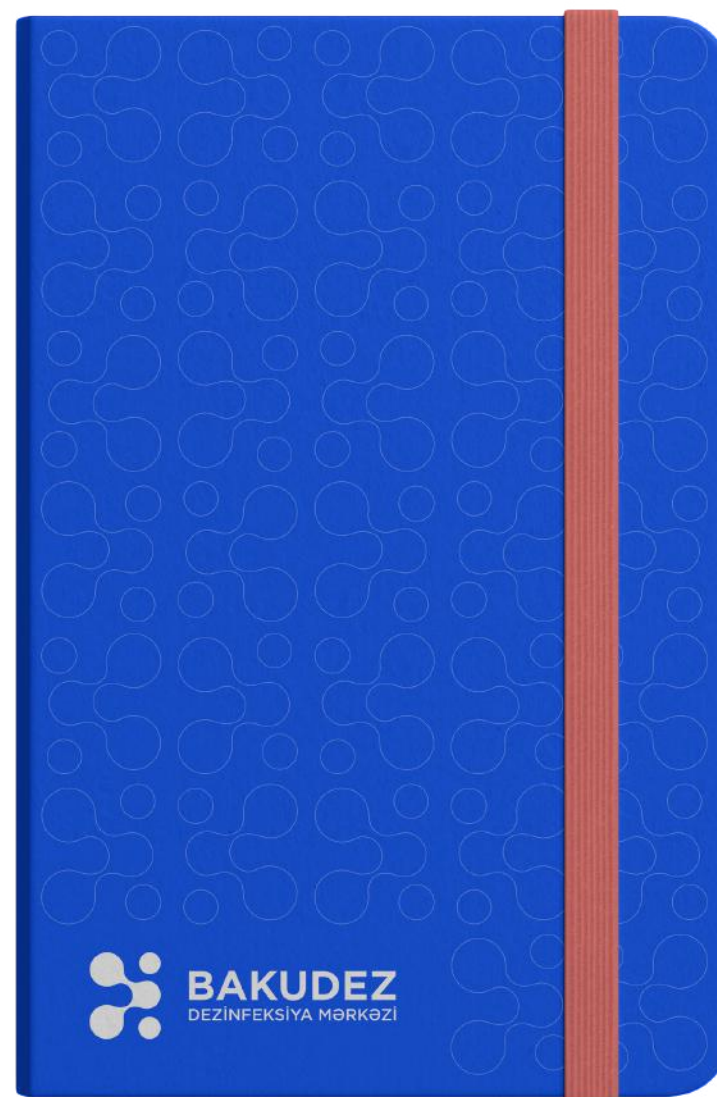
# Pen design

---



# Notebook

---



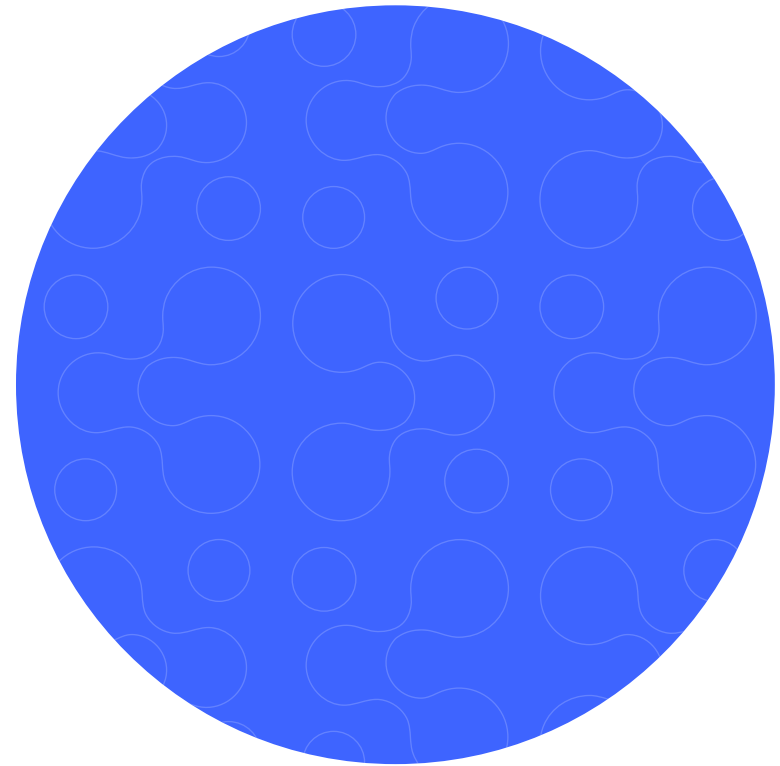
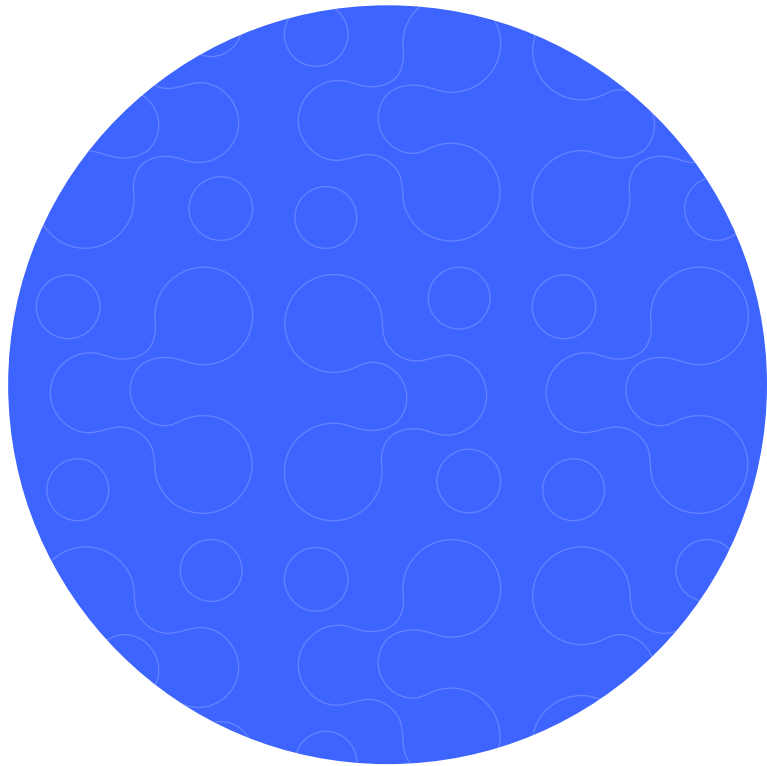
# Badge

---



# Coaster

---



# Roll Up

---





# Paper Bag

---

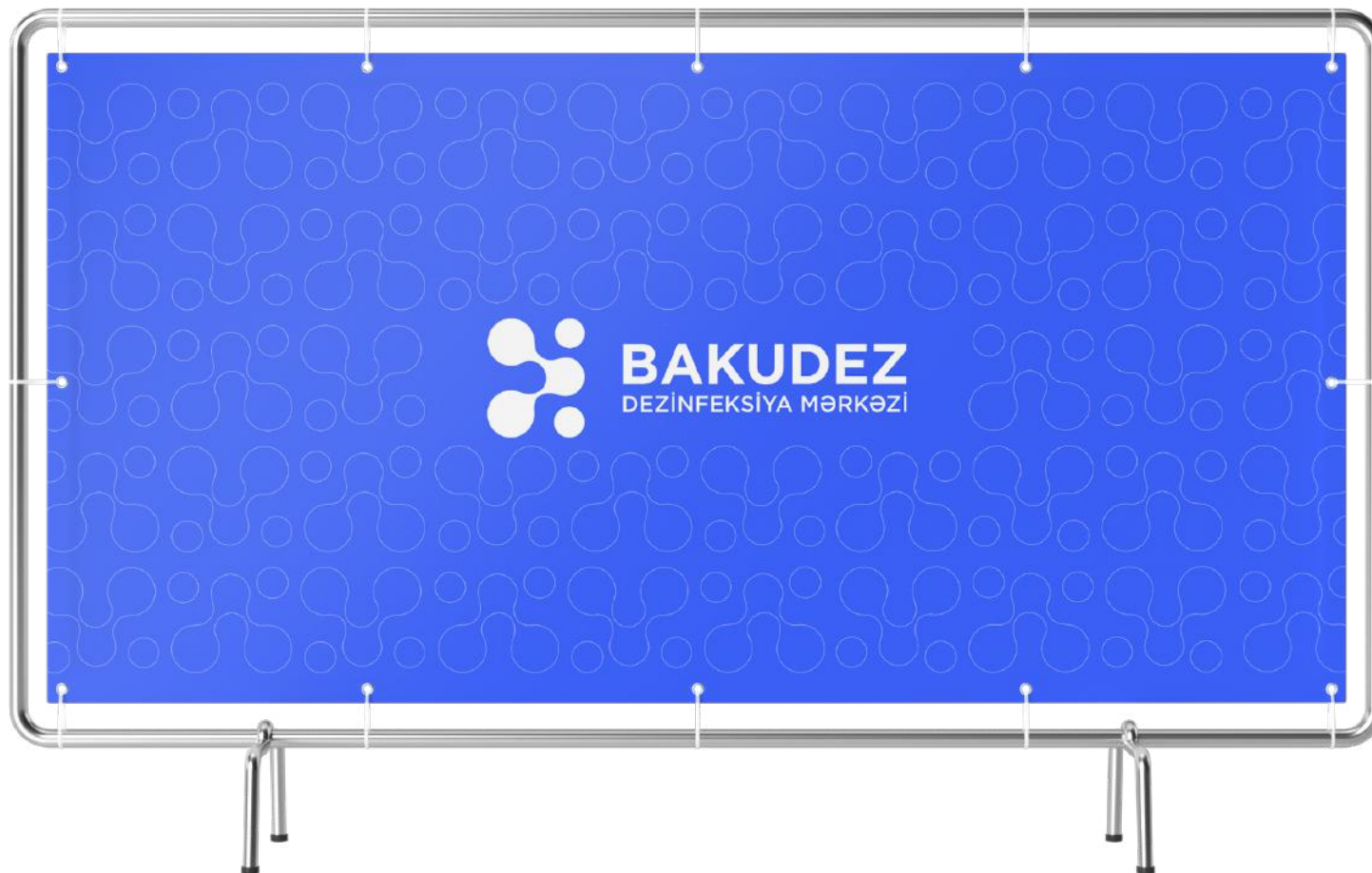
Dimensions

180x220x80 mm



# Brandwall

---



# Polo T-shirt

---



07

Digital

# E-mail signage


---

Font: Arial

Size: 10pt

New message

Dear Elmar Babayev  
x  
x  
Lorem Ipsum  
Lorem ipsum  
x  
x  
**Ulvi Aliyev**  
Digital manager  
Marketing department  
x  
x

 **BAKUDEZ**  
DEZİNFESIYA MƏRKƏZİ

AZ 1055, Bakı Azadlıq prospekti 78a  
Mob: (+99450) 400 5555  
Tel: (+99470) 400 5555  
e-mail: [info@bakudez.az](mailto:info@bakudez.az)  
[www.bakudez.az](http://www.bakudez.az)

# Thank You!