



AZMOL

BRITISH
PETROCHEMICALS

BRAND GUIDELINES

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This guide describes the corporate identity usage rules for Azmol company.
The icons placed at the bottom left link to the relevant layout.
Only ready made templates should be used without making any changes.

— CHAPTER 1

LOGO



Major logo version consists of several parts: the Emblem with the Company foundation date, the name and “British petrochemicals” slogan.

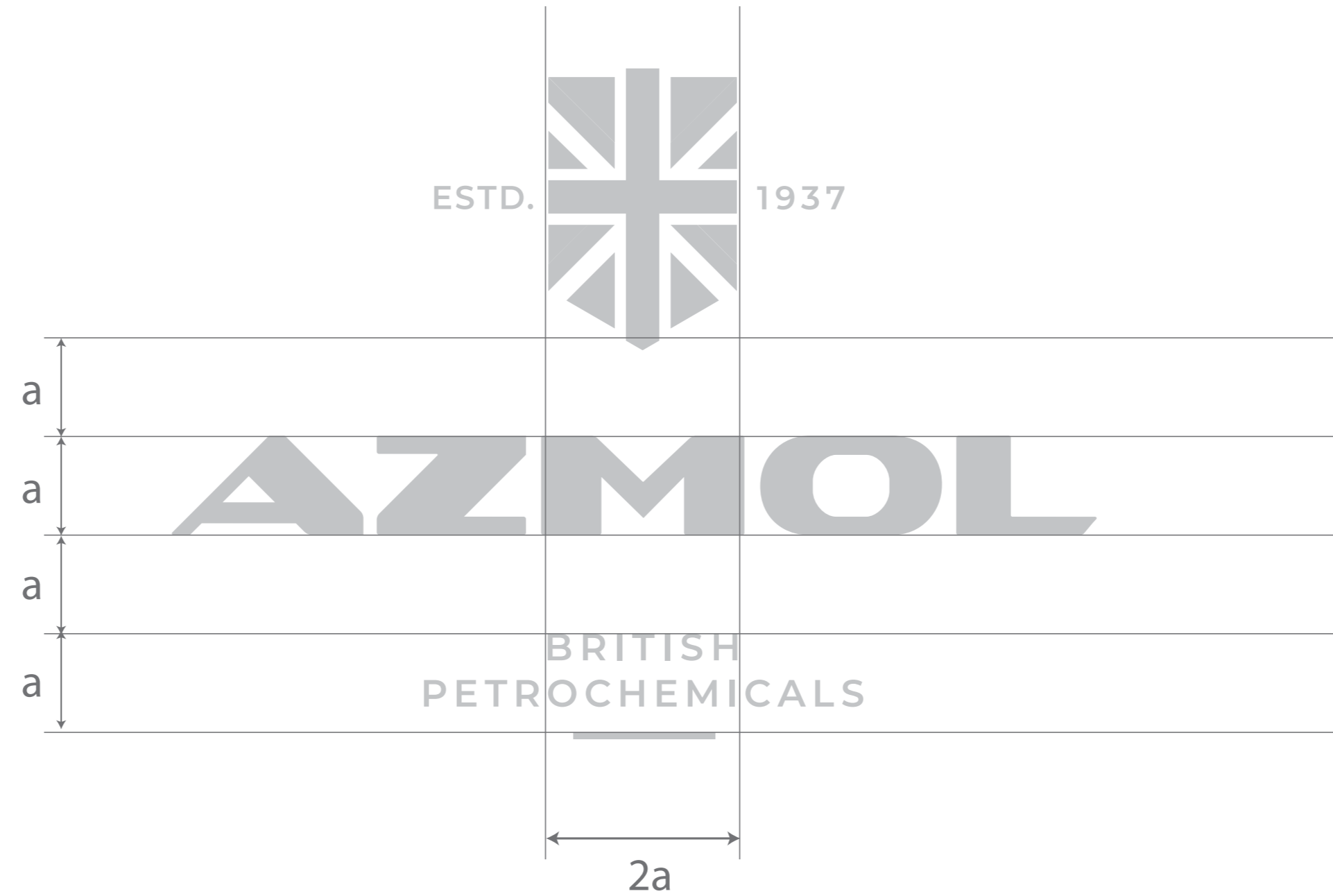


Reversed version should be used only in case the background colour is different from white.

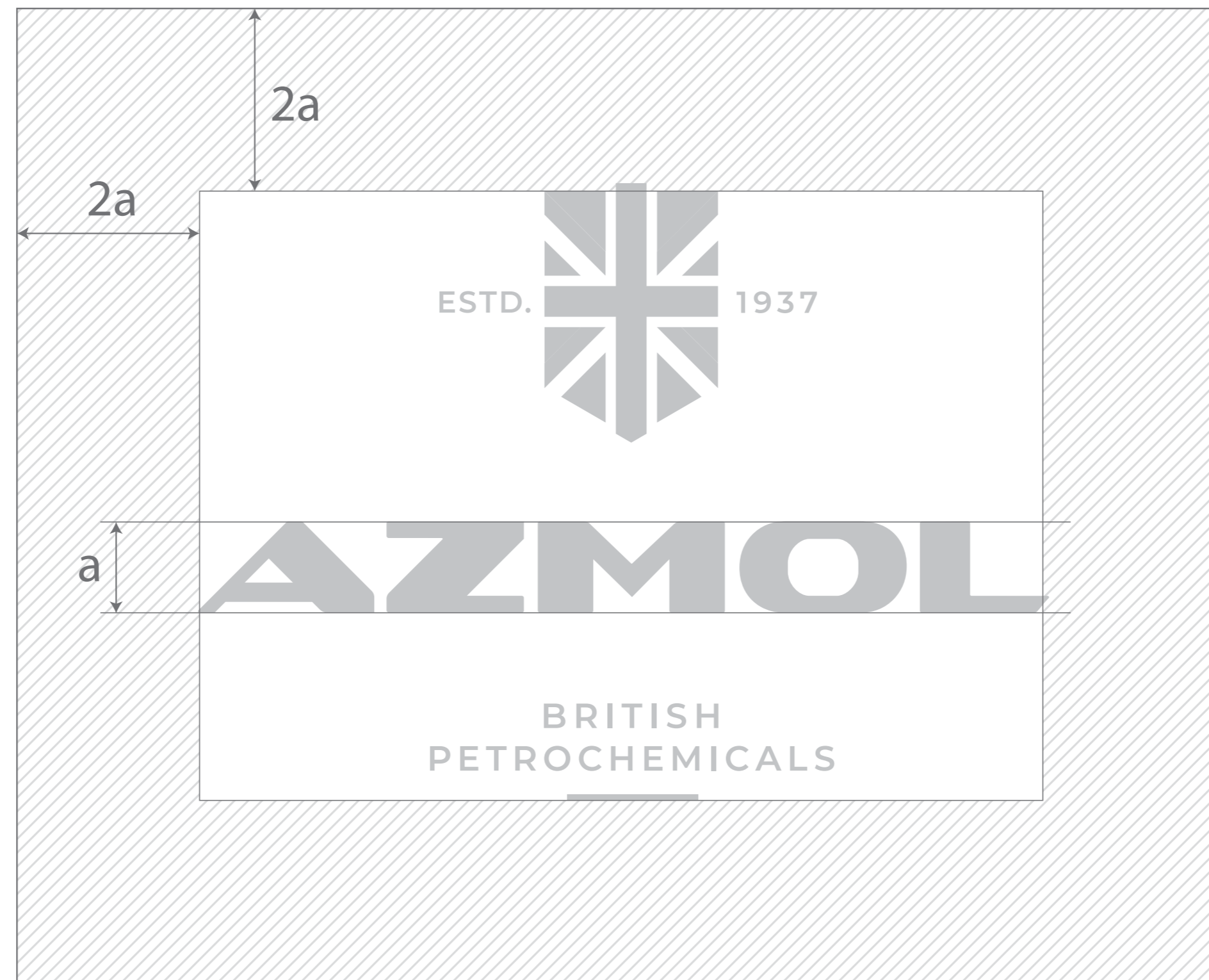
LOGO | MAJOR VERSION: USAGE ON DIFFERENT BACKGROUNDS



The major reversed version can be also used on red, graphite and black colour backgrounds.
It may be used on the image background but only in case the logo stay readable with chosen image colour contrast



Each element placed at the appropriate place.
Ready-to-use files should be used without any changes.



It's crucial to comply with safe spaces around the logo.
It's not allowed to place any other objects within this space.



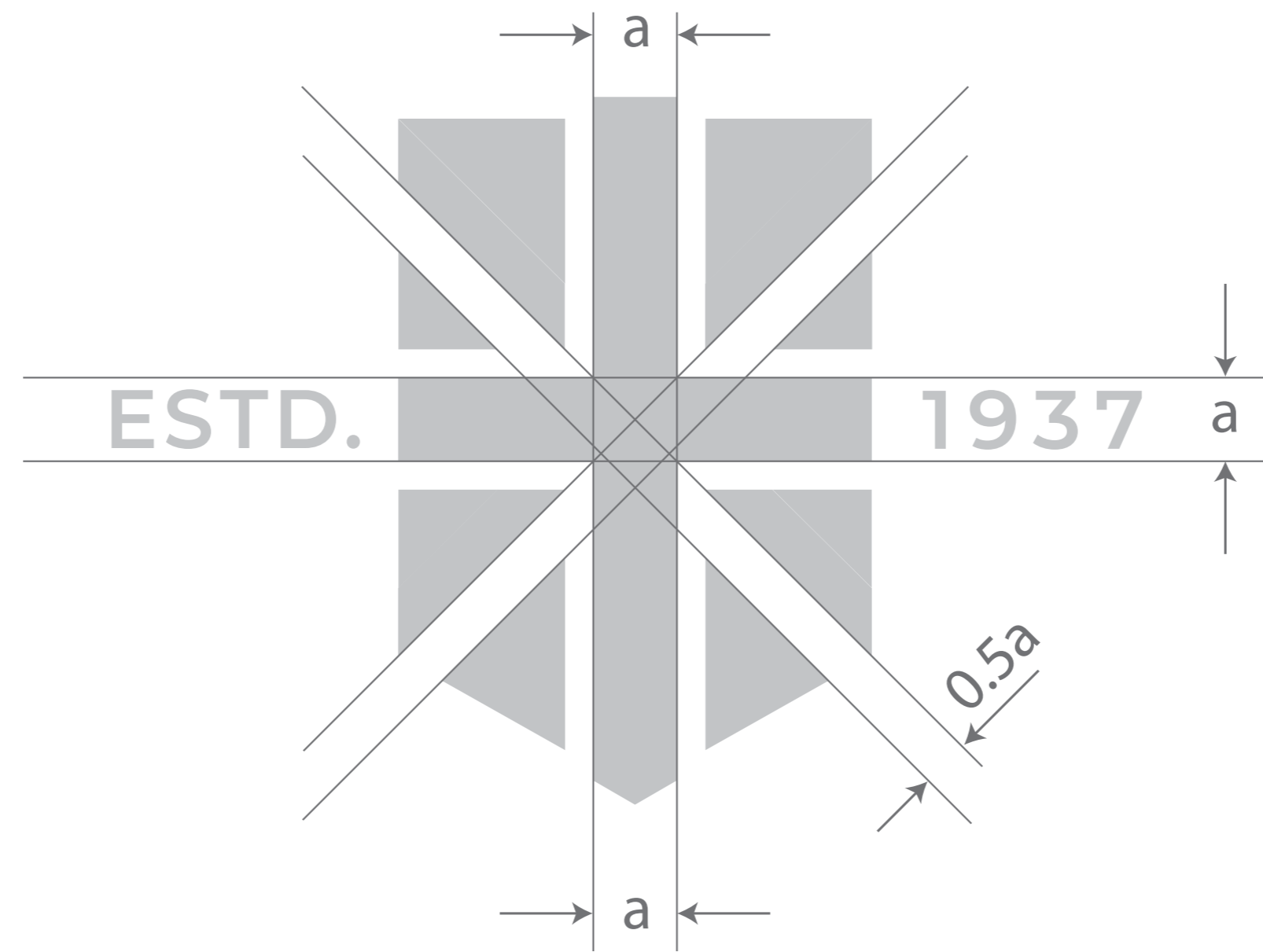
The Emblem can be used separately from the logo



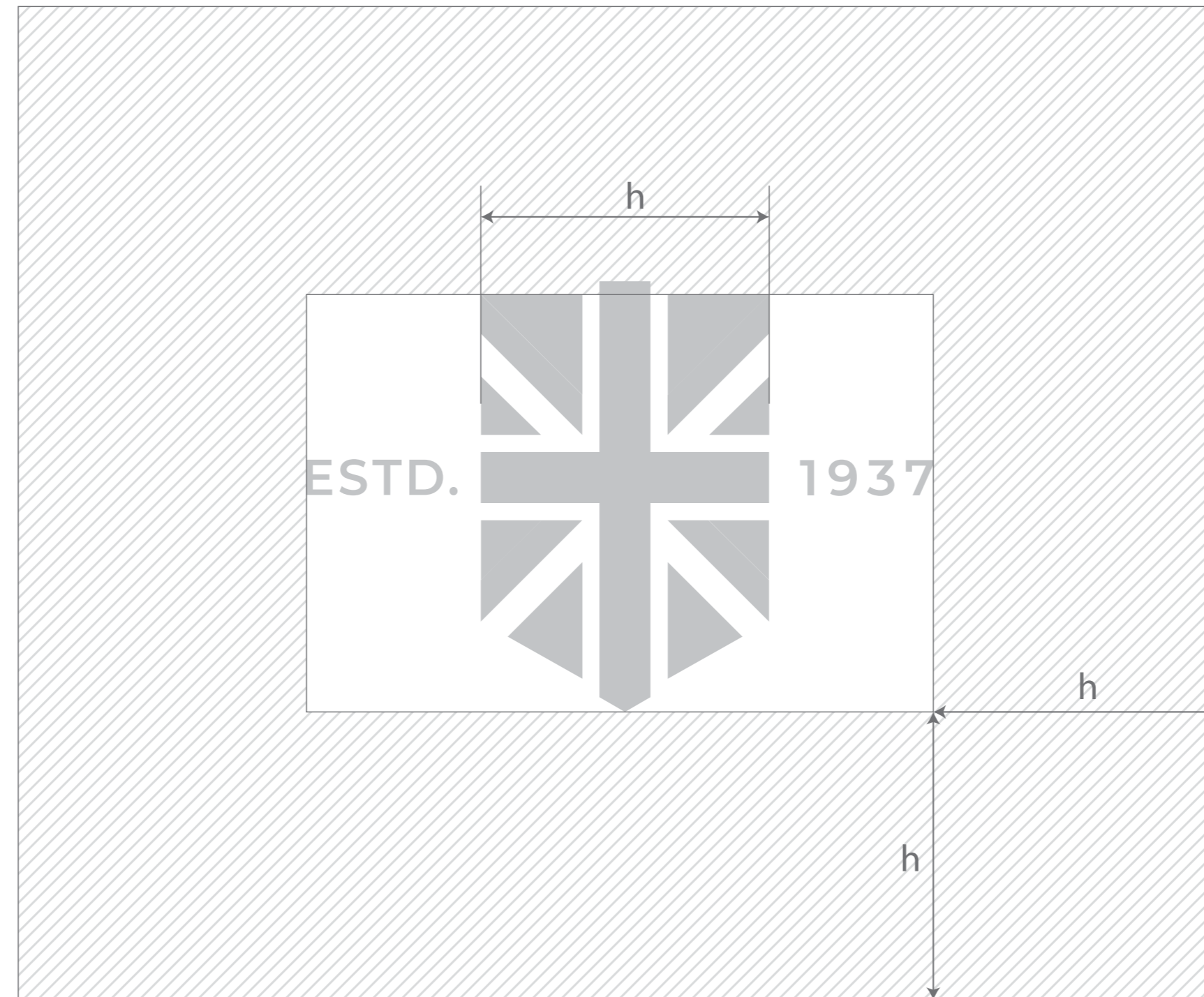
Reversed emblem version should be used only in case the background colour is different from white.



The Emblem reversed version can be also used on red, graphite and black colour backgrounds.
It may be used on the image background but only in case the Emblem stays readable with chosen image colour contrast.



Each element placed at the appropriate place.
Ready-to-use files should be used without any changes.



It's crucial to comply with safe spaces around the Emblem.
It's not allowed to place any other objects within this space.




The Emblem may be used as a part of the slogan block.

  logo/headline



BRITISH PETROCHEMICALS

For application on low-height surfaces (pens, pencils), one line version of the slogan is permitted.

  logo/headline_one_line



**BRITISH
PETROCHEMICALS**
PERFECTLY CREATED



BRITISH PETROCHEMICALS

Reversed Emblem version as a part of the slogan block should be used only in case the background colour is different from white.

LOGO | THE EMBLEM AS A PART OF THE SLOGAN: USAGE ON BACKGDOUNDS



The Emblem reversed version as a part of the slogan block can be also used on red, graphite and black colour backgrounds. It may be used on the image background but only in case it stays readable with chosen image colour contrast.



Each element placed at the appropriate place.
Ready-to-use files should be used without any changes.





It's crucial to comply with safe spaces around the Emblem in combination with slogan block. It's not allowed to place any other objects within this space.



AZMOL

The simplified logo version is the text part only, without placing the Emblem and slogan.



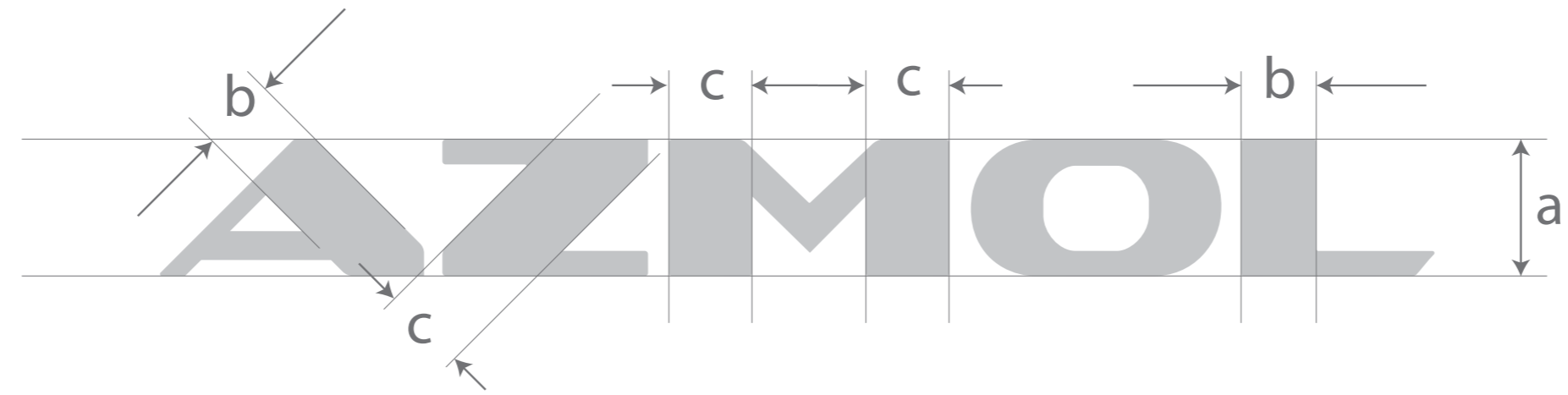
AZMOL

Reversed simplified version should be used only in case the background colour is different from white.



The simplified reversed version can be also used on red, graphite and black colour backgrounds.

It may be used on the image background but only in case the simplified logo stays readable with chosen image colour contrast.



Each element placed at the appropriate place.
Ready-to-use files should be used without any changes.



It's crucial to comply with safe spaces around the simplified version.
It's not allowed to place any other objects within this space.



The main version of the logo is preferred, it is recommended to use it when there are no restrictions. Exceptions are promotional materials, where to use a simplified version of the logo.



The slogan block is used in advertising and marketing materials, bringing to the fore the company's activity and its British origin.



The single-line version is used for application on low-height surfaces.



The emblem can be used separately from the logo as a descriptor, emphasizing the British origin of the brand. However, the emblem is used in this form only in cases where there is no need to mention the name of the brand. F.g., on the internal page of AZMOL website.



The simplified logo is used in conjunction with the slogan block on promotional materials and in cases where the logo is to be placed in a minimum size, for example, when applied to souvenirs.

LOGO | MINIMUM SIZES



30mm / 250px

AZMOL

12mm / 100px



22mm / 200px



25mm / 200px



10mm / 80px

With small sizes on the print or on the screen, the logo may lose readability. Therefore, it is necessary to respect minimum sizes of the logo.

LOGO | PROHIBITED TRANSFORMATION (APPLICABLE TO ALL VERSIONS)



✗ Do not distort or stretch logo



✗ Do not change the proportions of the logo elements



✗ Do not flip and rotate the logo



✗ Do not use other fonts in the logo



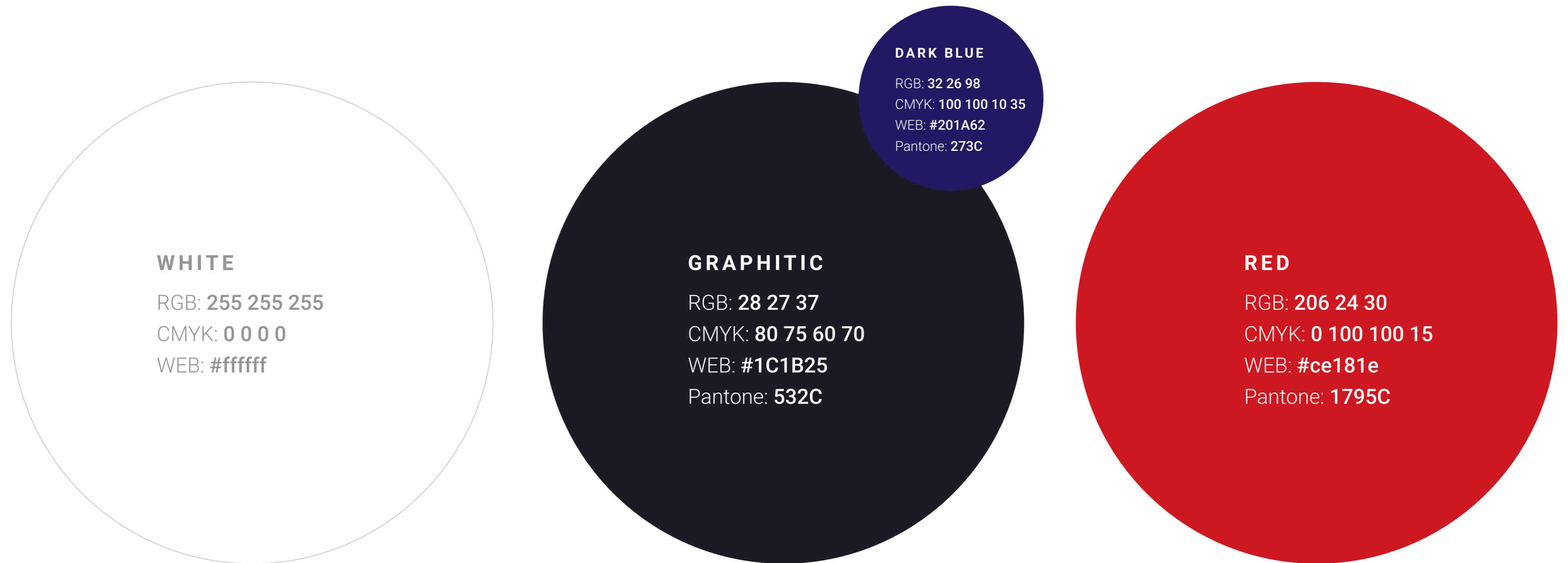
✗ Do not change the color of the logo



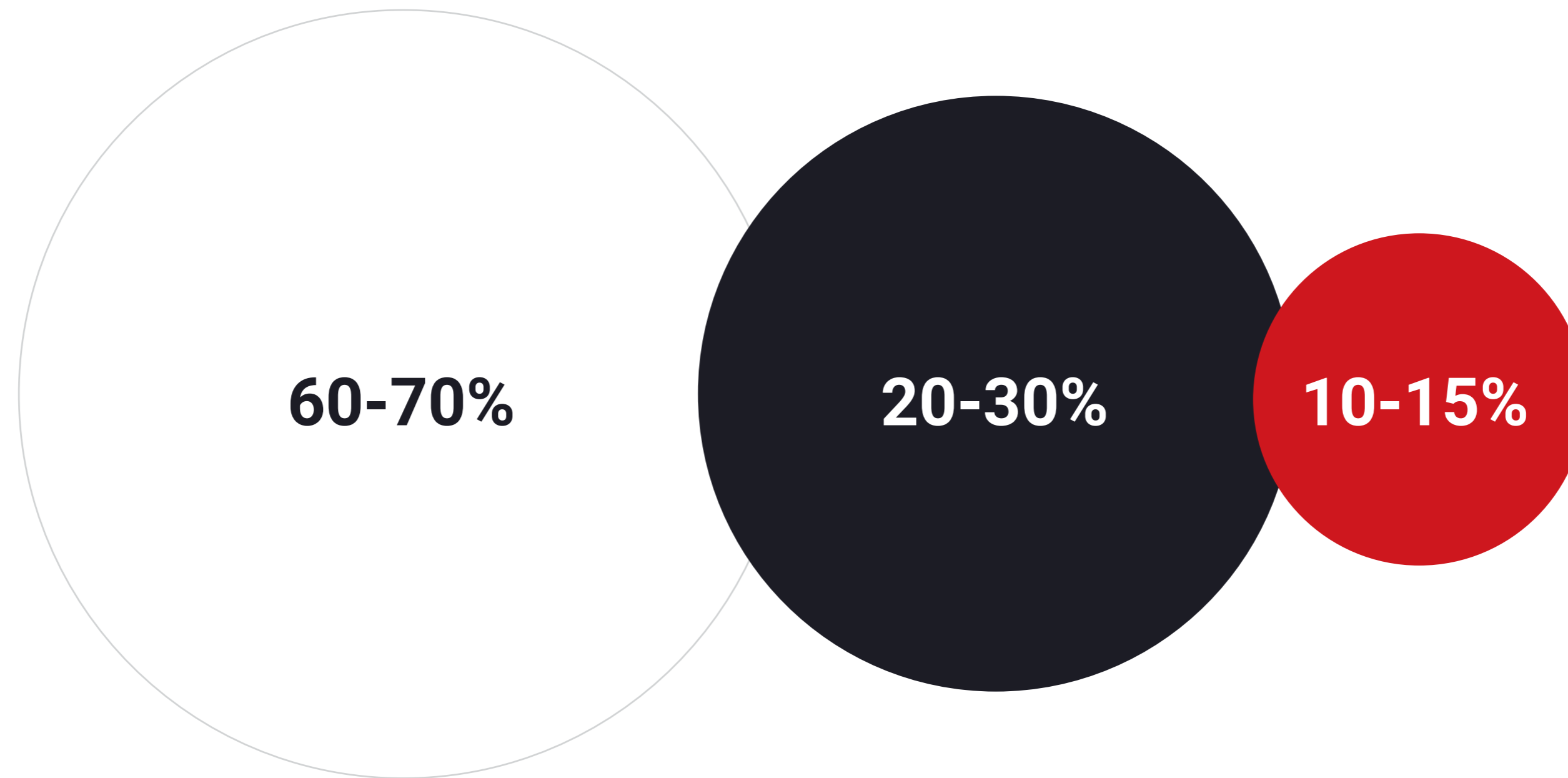
✗ Do not apply any effects to the logo

— CHAPTER 2

**CORPORATE
COLORS**



The corporate palette of Azmol company consists of three main colors + blue color used in the logo only. Colors are specified: for offset and digital printing (CMYK, Pantone) and for display on the monitor (RGB, WEB).



Despite the fact that all three colors are major, white colour should occupy more space. This color proportion supports the positioning of the premium.

— CHAPTER 3

**CORPORATE
FONTS**

— Montserrat

a Montserrat Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

a Montserrat Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

a Montserrat Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

a Montserrat Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

— **Tahoma**

a Tahoma Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

a Tahoma Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

Header:

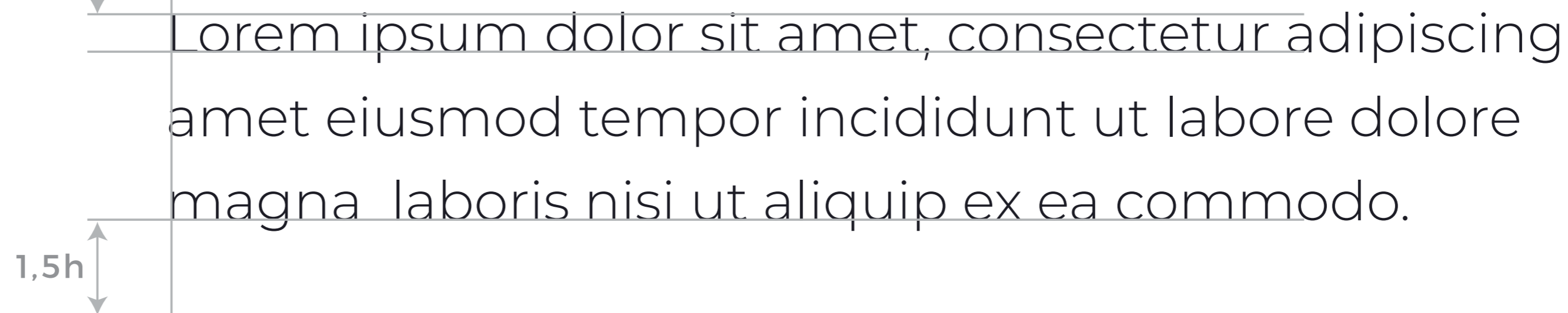
Montserrat Bold
Size: 25pt
Leading: 30pt
Tracking: 0pt



Lorem ipsum dolor sit

Subheader:

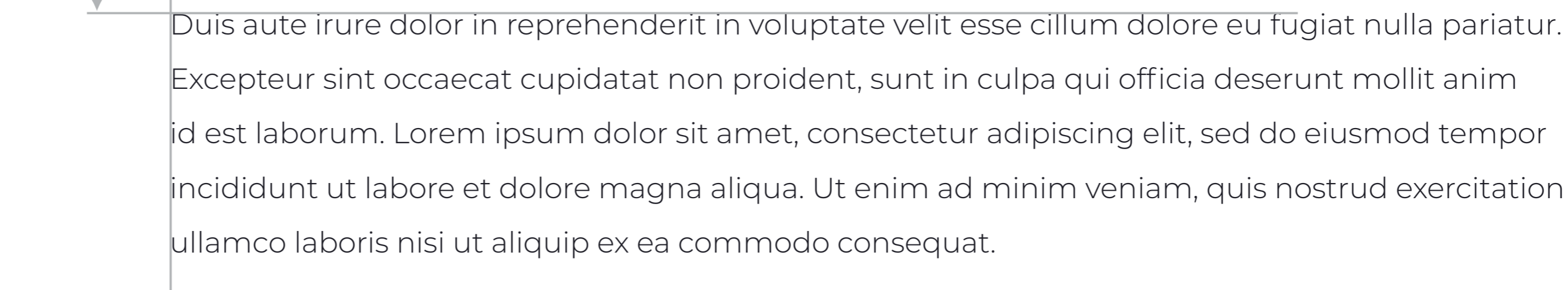
Montserrat Light
Size: 15pt
Leading: 23pt
Tracking: 0pt



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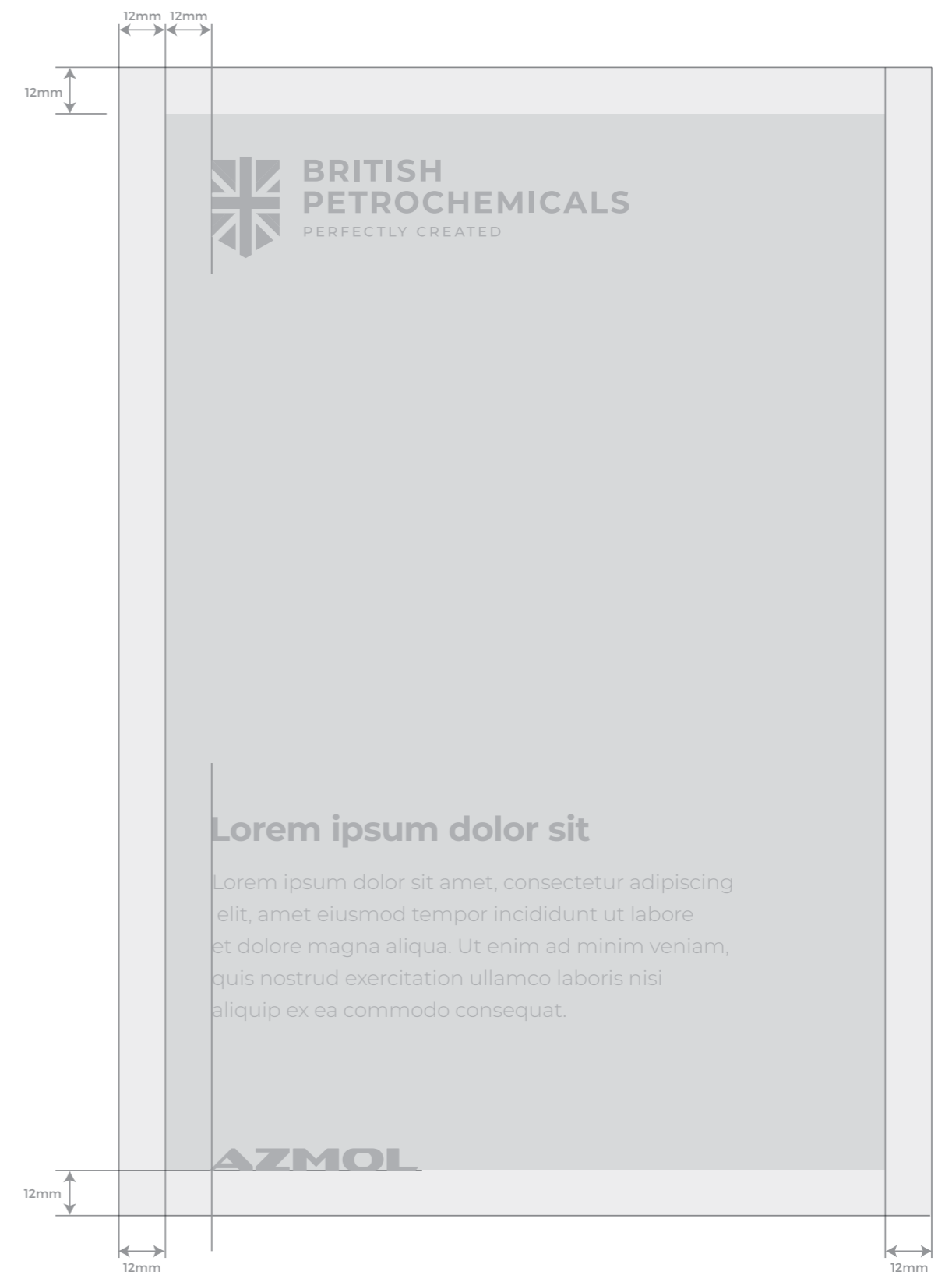
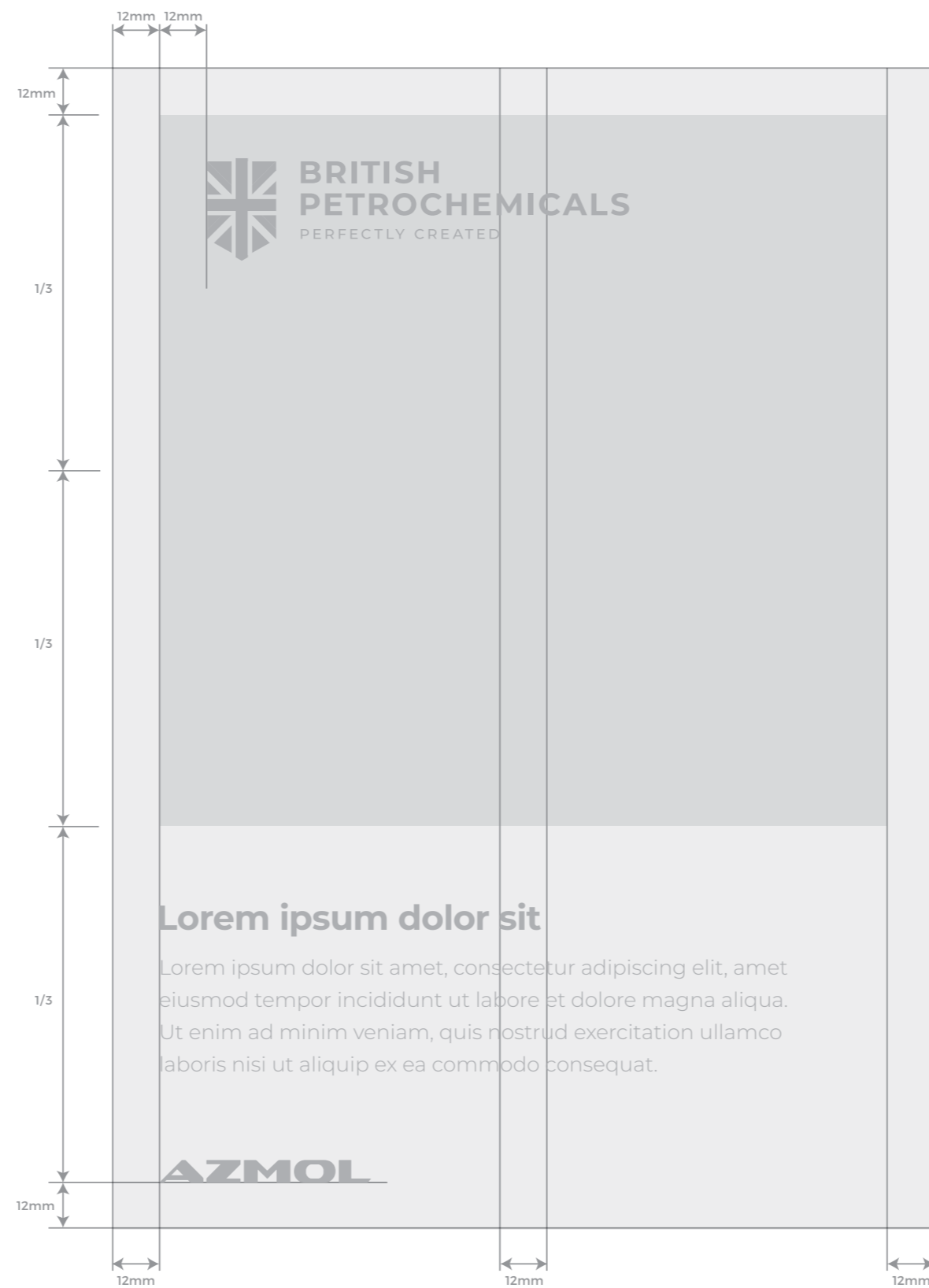
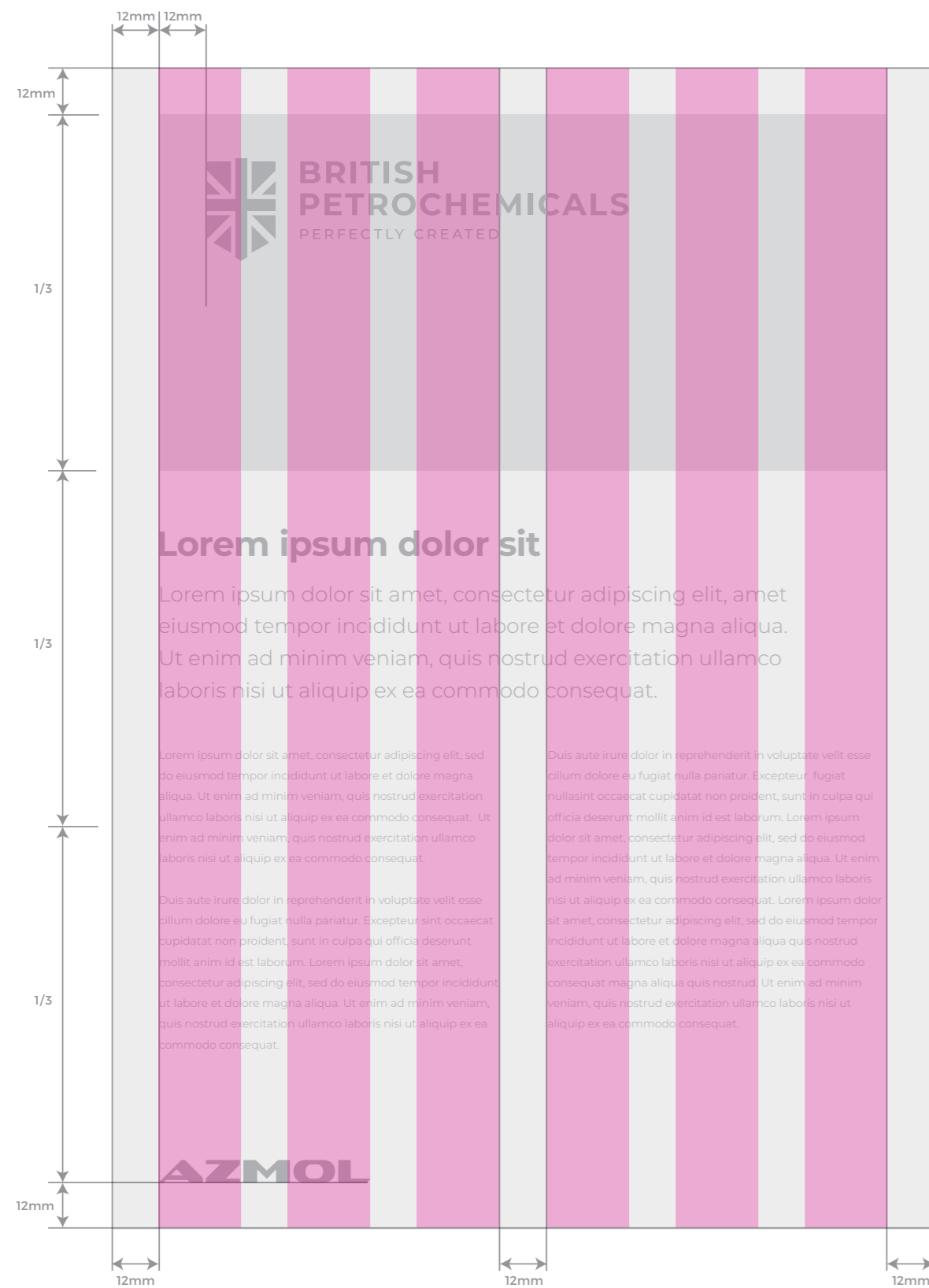
Text:

Montserrat Light
Size: 8pt
Leading: 15pt
Tracking: 0pt



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CORPORATE FONTS | LAYOUT'S VARIATIONS



Pages of branded materials should be laid out according to certain rules to comply with a single style.



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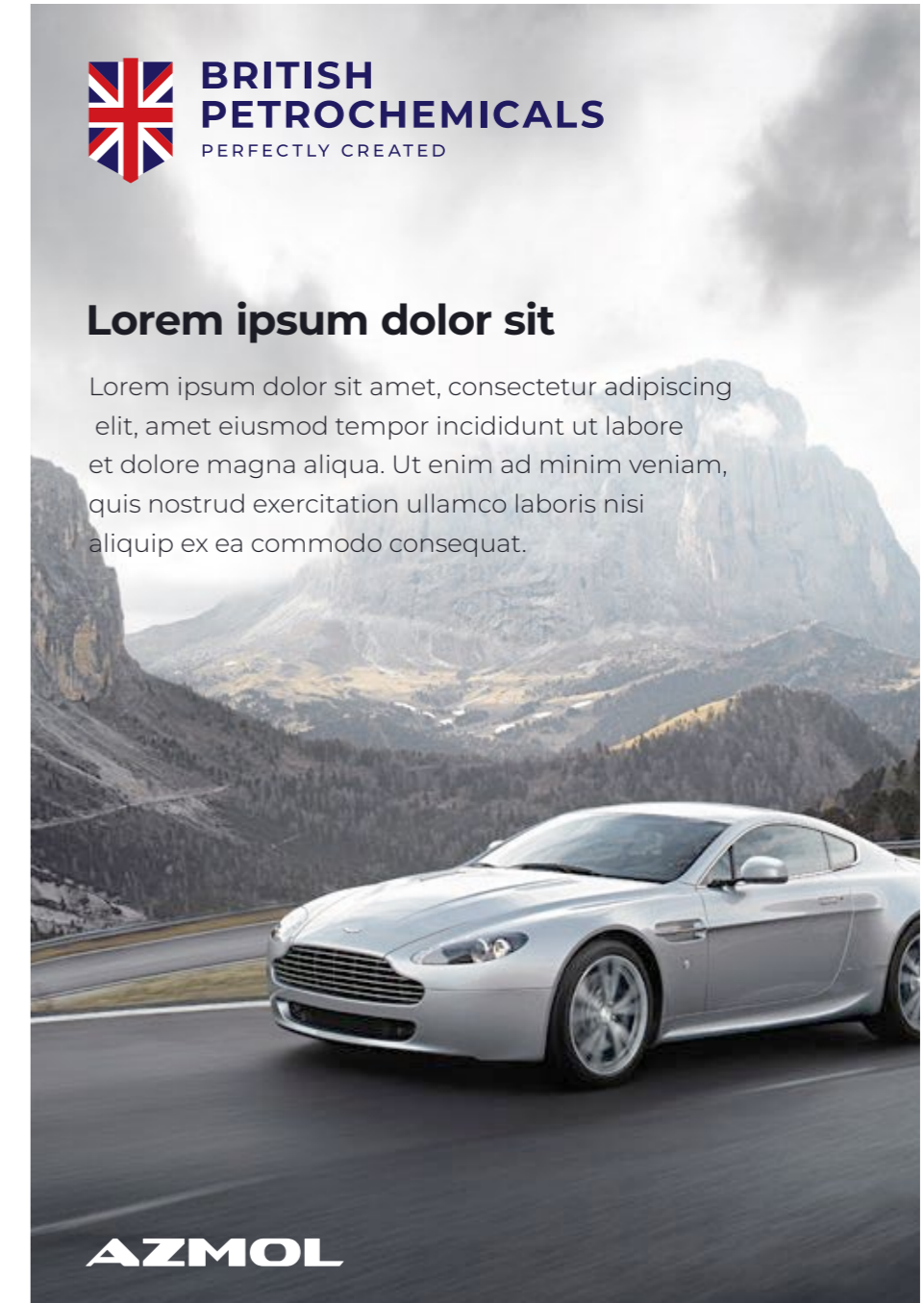
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It is important to observe the indentations, sizes, font sizes and relative position of the elements.



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AZMOL



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AZMOL

— CHAPTER 4

VISUAL IMAGERY



In addition to the logo, corporate fonts and colors, images can be used in image and promotional materials. To build a comprehensive image of the brand, the images used must be designed in the same style and color scheme. You should choose images without bright spots and contrasts. Soft lighting, pastel colors, silver-gray color scheme. This direction works well with the new style and emphasizes the premium.

— CHAPTER 5

OFFICE DOCUMENTATION

NAME

Montserrat Bold
Font size: 9,5px
Leading: 12px
Tracking: 40

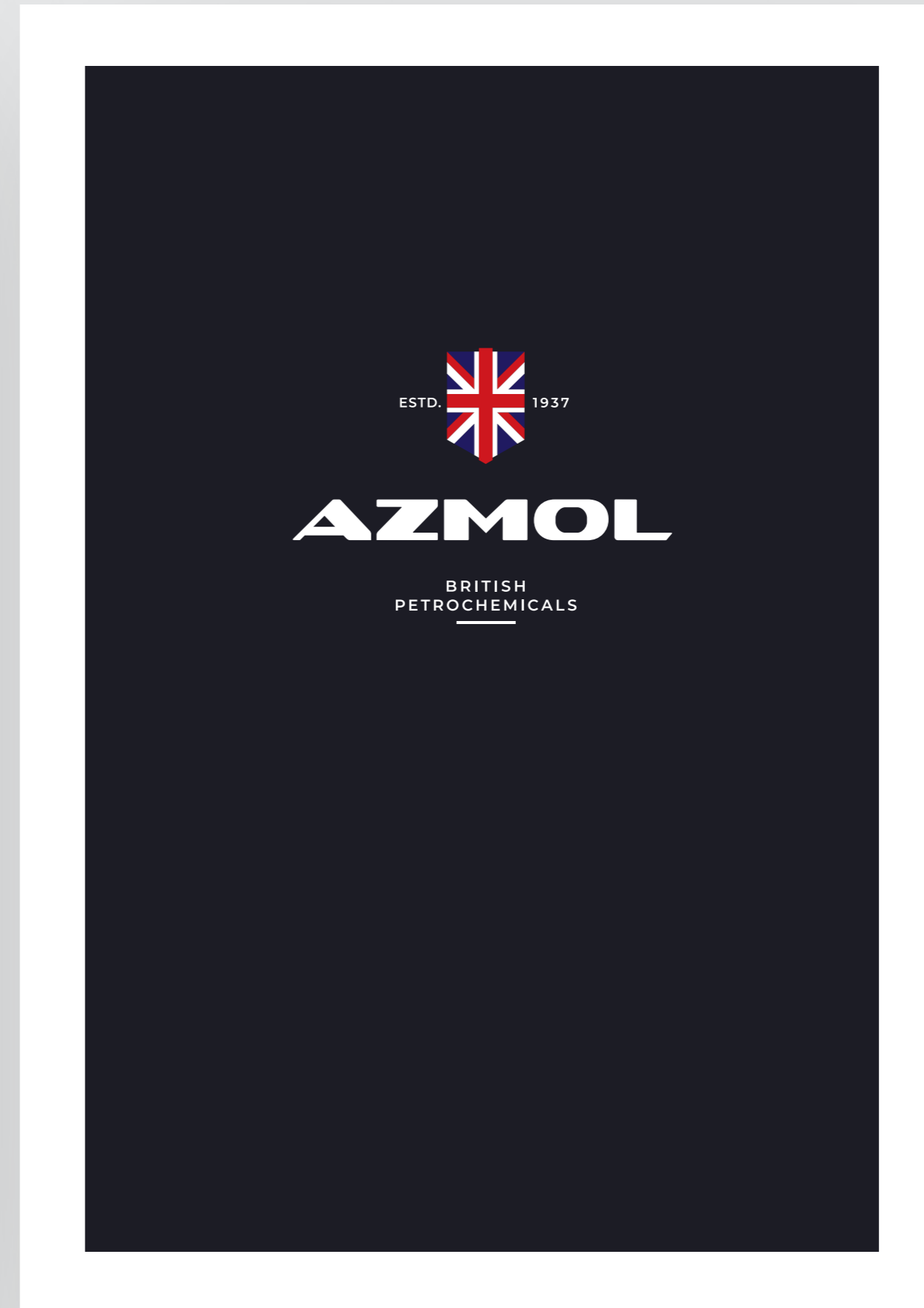
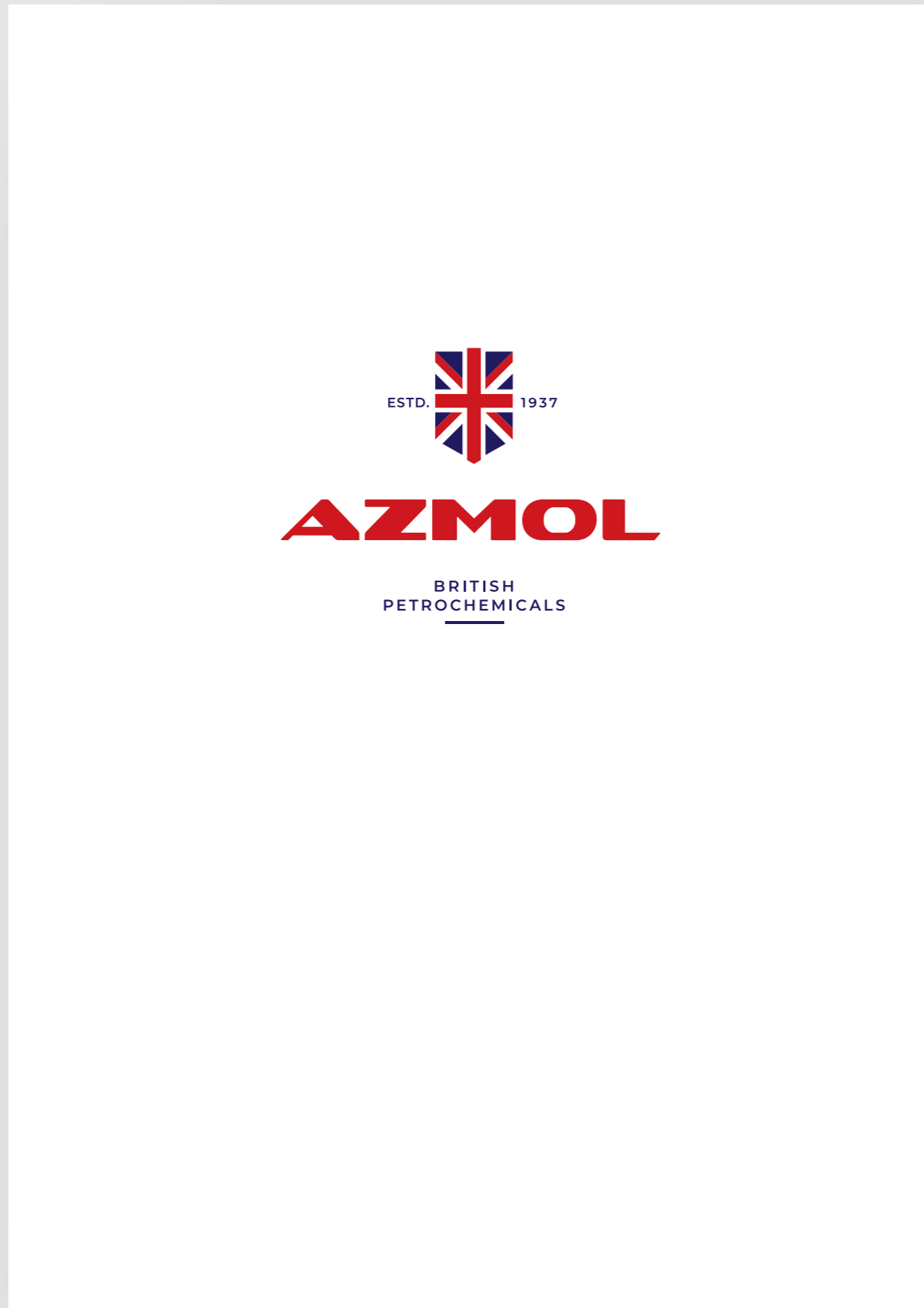
POSITION

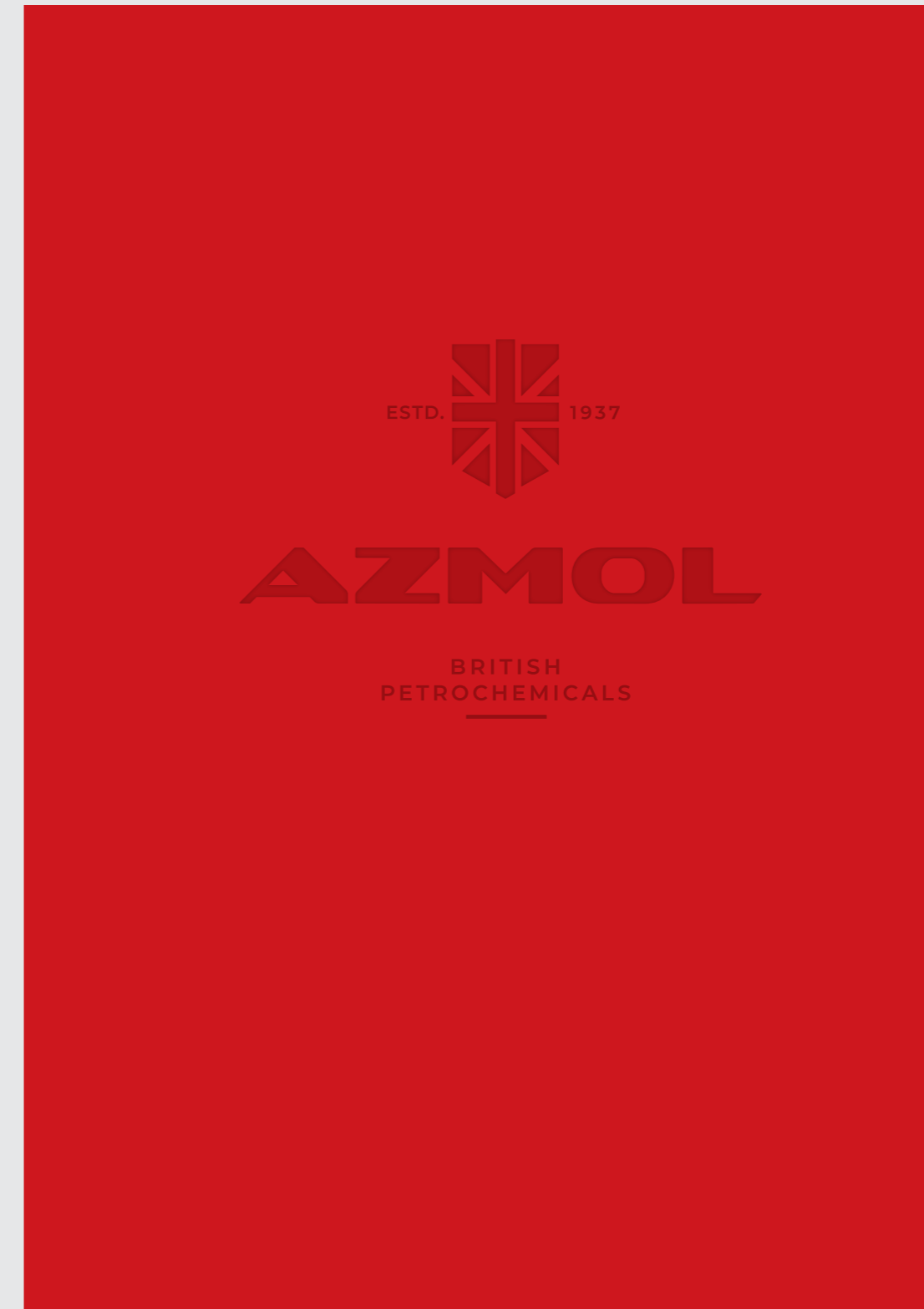
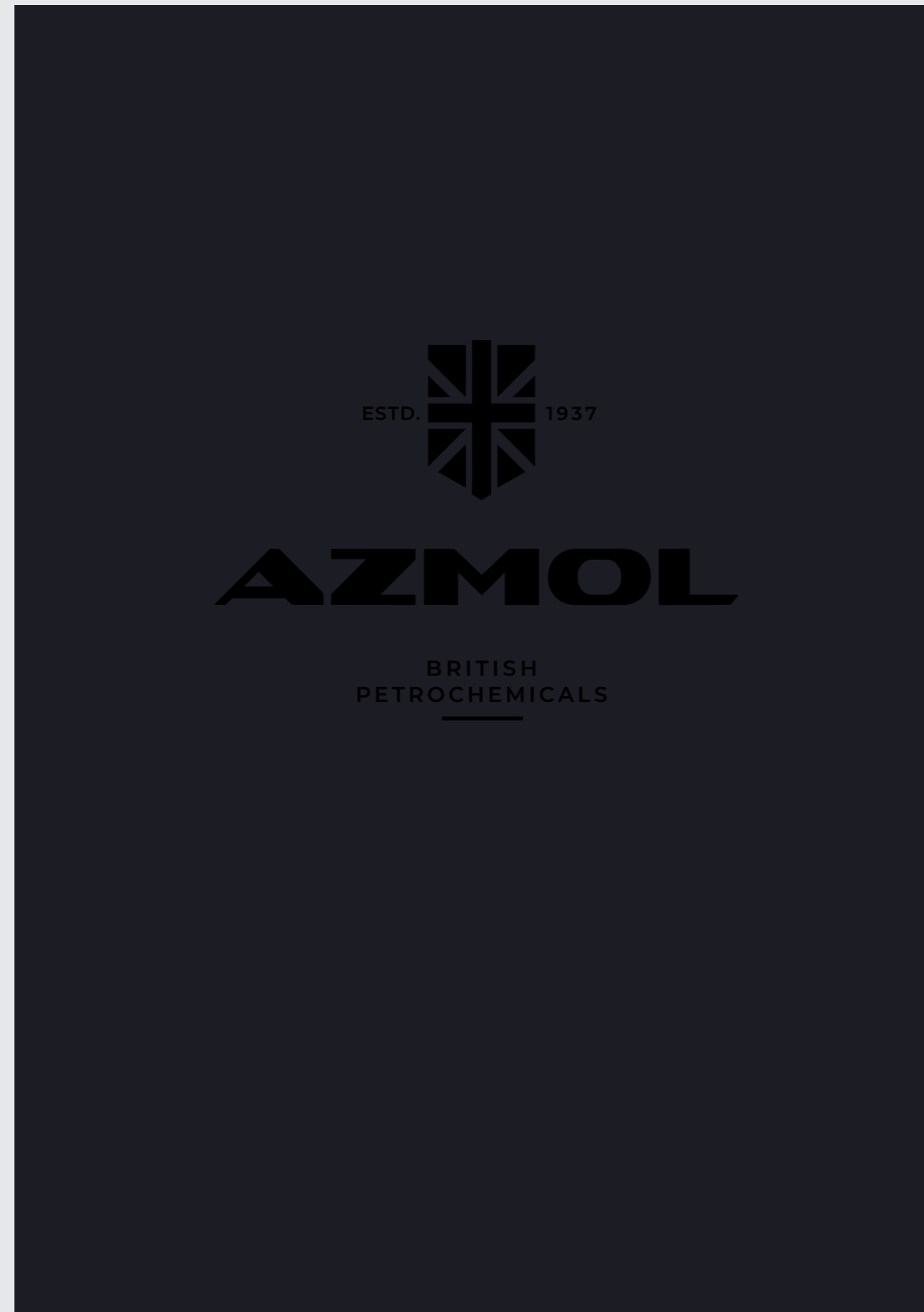
Montserrat Medium
Font size: 6px
Leading: 10px
Tracking: 240

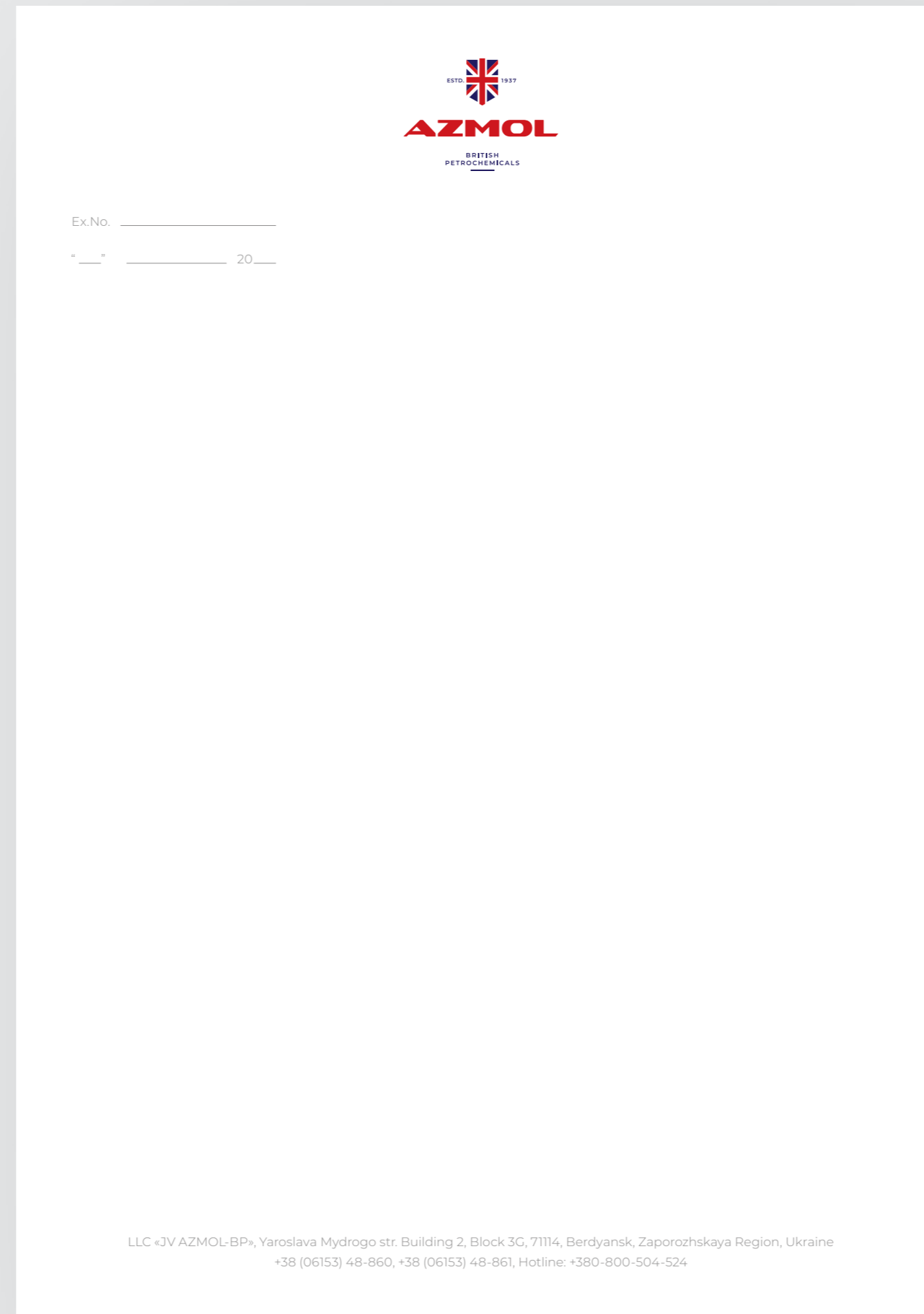
INFO

Montserrat Bold
Font size: 6px
Leading: 9px
Tracking: 0









TEXT

Montseratt Regular
Font size: 8px
Leading: 13px
Tracking: 0



LLC «JV AZMOL-BP»
Yaroslava Mydrogo str. Building 2, Block 3G
71114, Berdyansk, Zaporozhskaya Region, Ukraine
www.azmol.eu

— CHAPTER 6

ADVERTISING MATERIALS



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AZMOL



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AZMOL





AZMOL

BRITISH
PETROCHEMICALS

MAIN OFFICE

Opening hours: **09: 00-18:00**

Break: **13:00-14:00**

Nonworking days: **sat, sun**



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MAIN OFFICE



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LLC "JV AZMOL-BP"
2 Yaroslava Mydrogo St., Block 3G, 71114 Berdyansk





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2 Yaroslava Mydrogo St.,
Block 3G, 71114 Berdyansk



SECTION N°6

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WAREHOUSE N°15



BRITISH PETROCHEMICALS

AZMOL

SECTION Nº15

Opening hours: **09:00-18:00**

Break: **13:00-14:00**

Nonworking days: **sat, sun**

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— CHAPTER 7

BRANDING















BRANDING | PROMOTIONAL CLOTHING: T-SHIRT





— ГЛАВА 8

PACKAGING AND CONTAINERS





— CHAPTER 9

TRANSPORT DESIGN







AZMOL

Created by Brandays Designworks.
www.brandays.com