

Baş ofis
Azərbaycan, Bakı. Xətai rayonu, Sarayevu 7X

Əlaqə
Telefon: +994 50 291 10 00
Mobil: +994 50 291 10 00

Online
Email: info@glmmc.az
Website: www.sizinlombard.az

Sizin Lombard **Logotype /** Branding **Guideline**

Versiya 1.0 | 13-04-2021



The Brand

01 | INTRODUCTION

These guidelines describe the visual and verbal elements that represent Verika corporate identity. This includes our name, logo and other elements such as color, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Verika's commitment to quality, consistency and style.

The Verika brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Verika name and marks.



Table Of CONTENTS

04	From The President
08	Corporate Logo
14	Corporate Typography
20	Corporate Color
26	Corporate Stationery
32	Logo Placement
36	Corporate Iconography
40	Corporate Photography

The Corporate Logo Signage.

02 | CORPORATE LOGO

Our Logo is the key building block of our identity, the primary visual element that identifies us.

The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



The Full

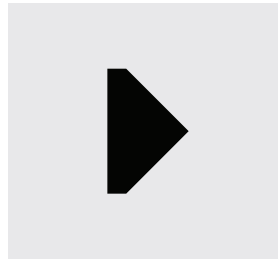
LOGOTYPE

The “Sizin Lombard” Logo or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the verikaion between the strength of communication and the different points that influence. It has a particular relationship with the Verika name.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Montserrat Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

LOGO VARIANTS

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and packaging.



1) The Logo Symbol

Consists of a powerful element evoking the culture of design services and a red armor backround.



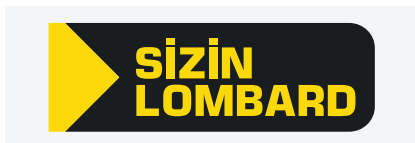
2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in black tone of the chosen corporate color. The font that is used here is Your font Bold.



3) The General Logo

The main logo is the dark logo used on white or colored backround.



Logo Signage.

CONSTRUCTION & CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

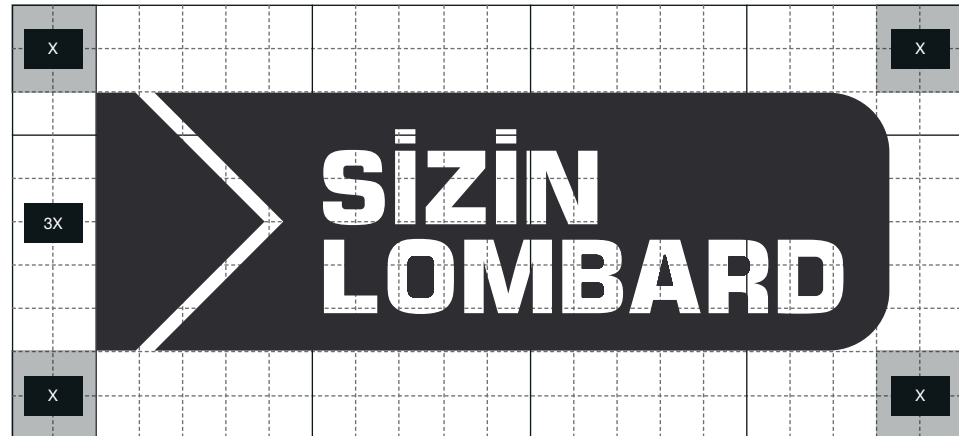


LOGO CONCEPT

The final logo represent the brand naming in a simple but striking image. An v-shape with direction arrow in a square where arrows means the verticality and the letter "V", initial of brand name.

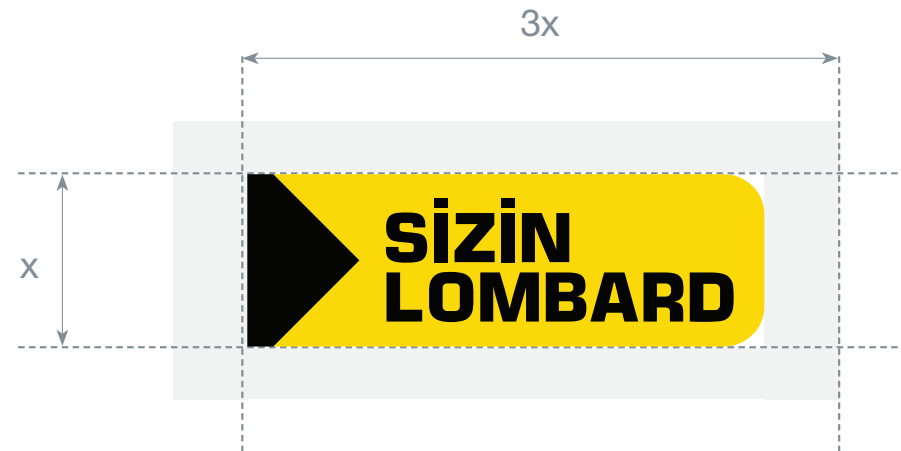
LOGO CLEARSPACE

The area that surrounds the logo known as “clear space” is as important as the logo itself



LOGO MINIMUM SIZE

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype). Logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.



03 | CORPORATE TYPOGRAPHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Vertika.Inc layouts.

A large, bold, white serif font displays the letters 'A' and 'a' side-by-side. Above the letters is a solid yellow horizontal bar. The background is a dark, solid color.

Helvetica Neue

BRAND TYPEFACE

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

FONT OVERVIEW

The Helvetica® design is a classic that has stood the test of time – and changed with technological advances in the process. First announced in 1957, Helvetica was re-released in 1983 as the Neue Helvetica® family, with a suite of subtle differences that made a positive impact on the design.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

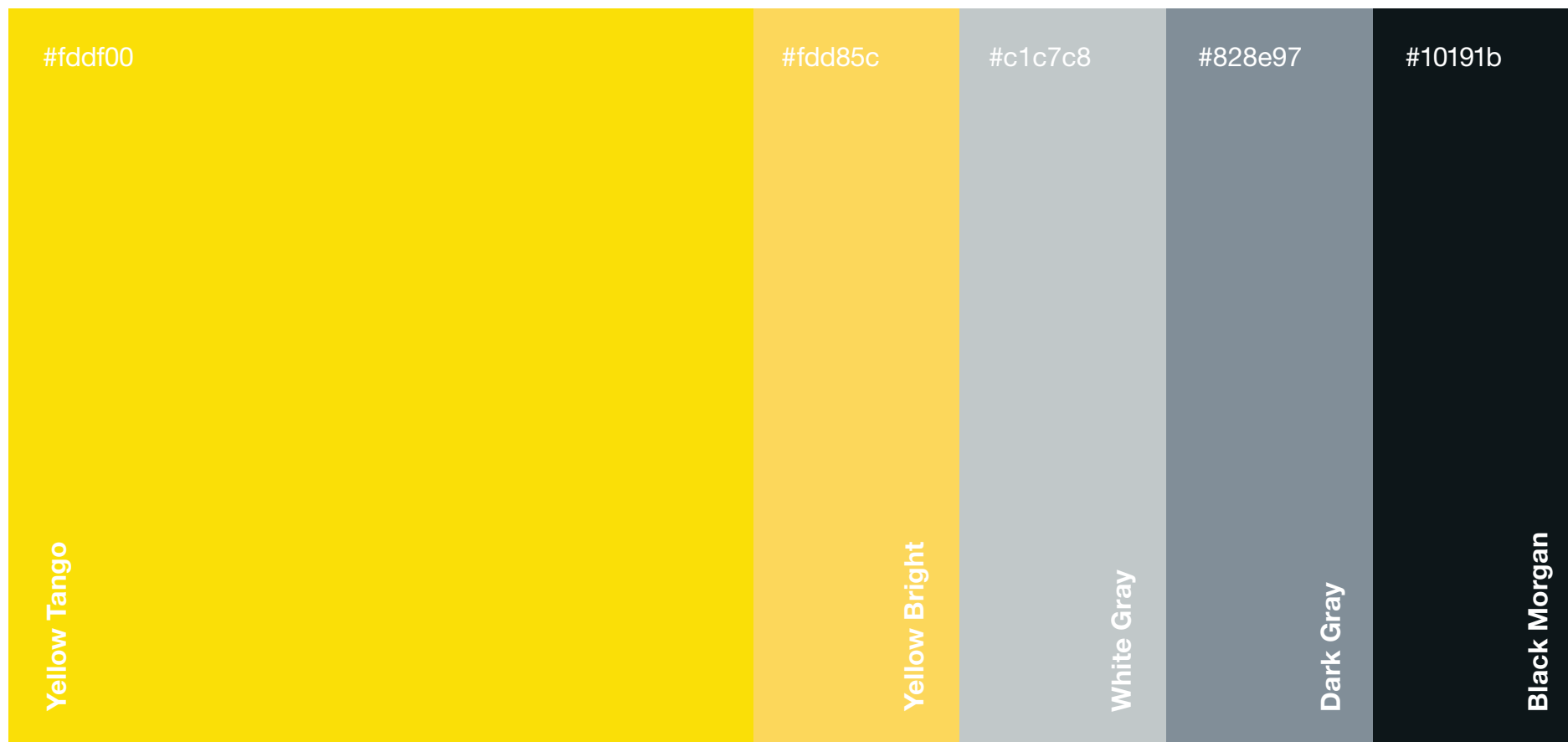
The Corporate Color Codes.

04 | CORPORATE COLOR

Color plays an important role in the Vertika.Inc corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Vertika.Inc brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.



THE CORPORATE COLOR STRATEGY



PRIMARY COLORS

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

Almost 90% of people's assessment on products or services is based on colors alone. Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.

#fddf00

Yellow Tango

HEX#fddf00

RGB253 223 0

HSV52 100 99

CMYK28 100 0

#10191b

Black Morgan

HEX#10191b

RGB16 25 27

HSV190 40 10

CMYK77 63 61 80

SECONDARY COLORS

Usage:
Use them to accent and support the primary color palette.

Color palette choices are used to differentiate items, create depth, add emphasis, and help organize information

<div>White Gray</div>	#c1c7c8	
	HEX	#c1c7c8
	RGB	193 199 200
	HSV	187 3 78
	CMYK	24 15 17 0
<div>Dark Gray</div>	#828e97	
	HEX	#828e97
	RGB	130 142 151
	HSV	204 13 59
	CMYK	48 33 29 10

Corporate Stationery System.

05 | CORPORATE STATIONERY

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity.

There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world. This section illustrates approved layouts for standard U.S. business stationery.

It includes specifications for typography, color, printing method, paper stock.



sizin
LOMBARD

0.75

* Specifications for continuation sheet is the same, except that there will be no address on it.

THE COMPANY ENVELOPE

Size : 235mm (w) x 108mm (h) / 9.25"(w) X 4.25" (h)

Paper : Impact Lenza 130 gsm 100%

Printing : 4 col. offset front printing

Front side

Logo size : 9mm (h)

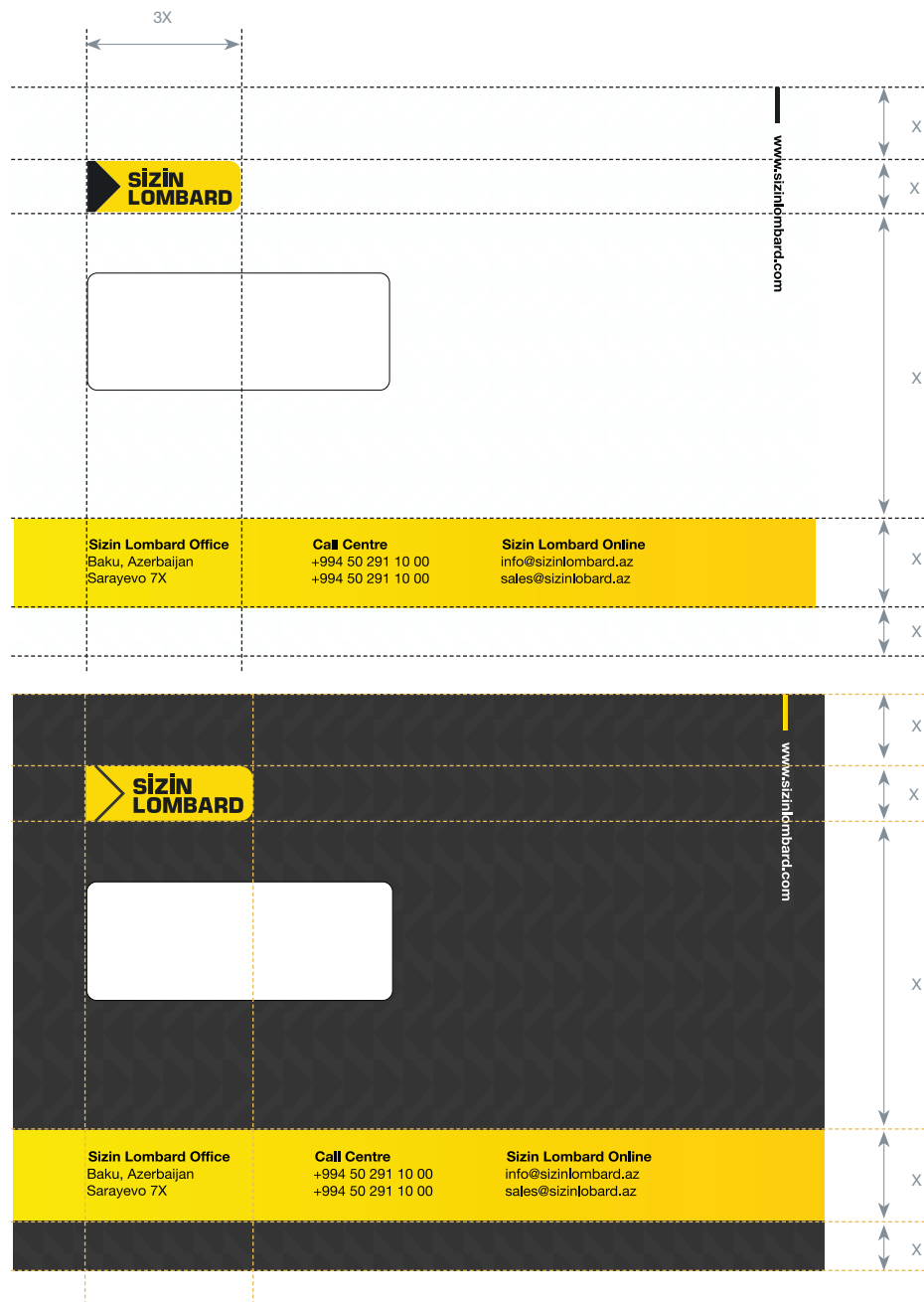
Safe space = height of the logo (9 mm) from all 4 sides

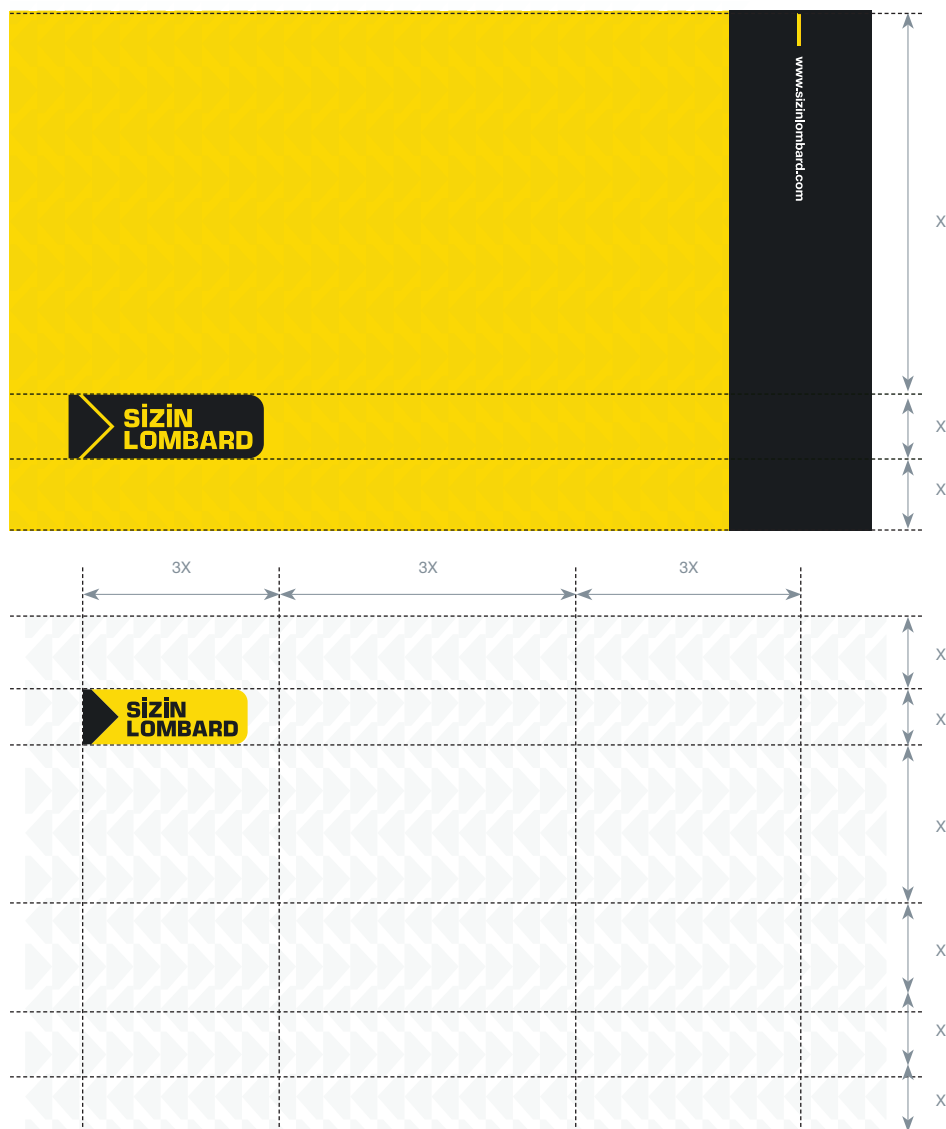
Position : Top left (top right aligned to the envelop)

Office address :

Company Name in 9pt Helvetica Neue Bold with 18pt line spacing. Addresses in 9pt Helvetica Neue Regular with 15pt line spacing in dark grey (70%) 9pt Helvetica Neue Regular dark grey (70%)

Height of the identity bar = 4.5mm





THE COMPANY BUSINESS CARD

Size : 90mm (w) x 50mm (h)

Paper : Impact Lenza 300 gsm 100% recycled

Printing : 4 col. digital front and back printing

Finish : Both side Aqueous coat overprint

Front side

Background : C100, M20, Y0, K0

Logo size : 6mm (h)

Safe space = height of the logo (6 mm)

Position : Top right

Individual's information

Position : Bottom left (3mm margin from left)

Font : Helvetica Neue

Name of the person : 8pt (Bold)

Designation : 7pt (Regular) Gray

Contact numbers : 7pt (Regular) Gray

E-Mail : 7pt (Regular) White

Office address : 6pt (Regular) White

Height of the identity bar = 3mm

The correct Logo Placement

06 | LOGO PLACEMENT

Whenever possible, the Vertika logo should be placed in the upper right corner of the webpage/page in full color, on a white background.

Logo placement helps build Linexor brand awareness. On printed material like a letterhead, a business card or an envelope, double the distance of the letters “ou” around the edge.



We have created two examples that illustrate this concept.

Print

In print applications, “initial view” refers to the cover of materials with multiple pages or the front of one-sided materials. For two-sided materials, the logo can appear on either side depending on design.

Email

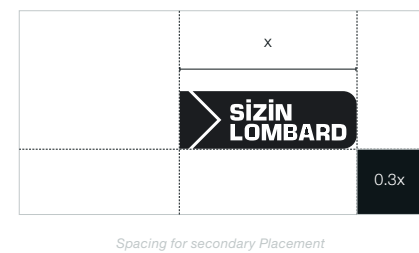
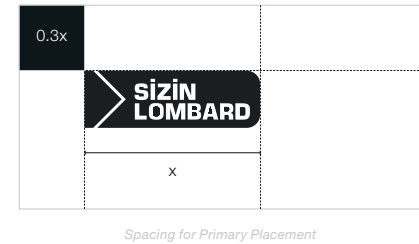
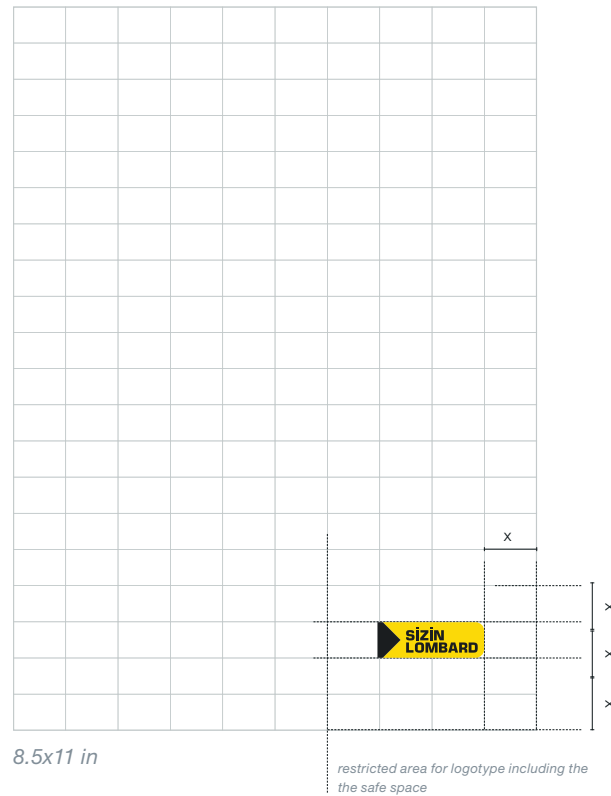
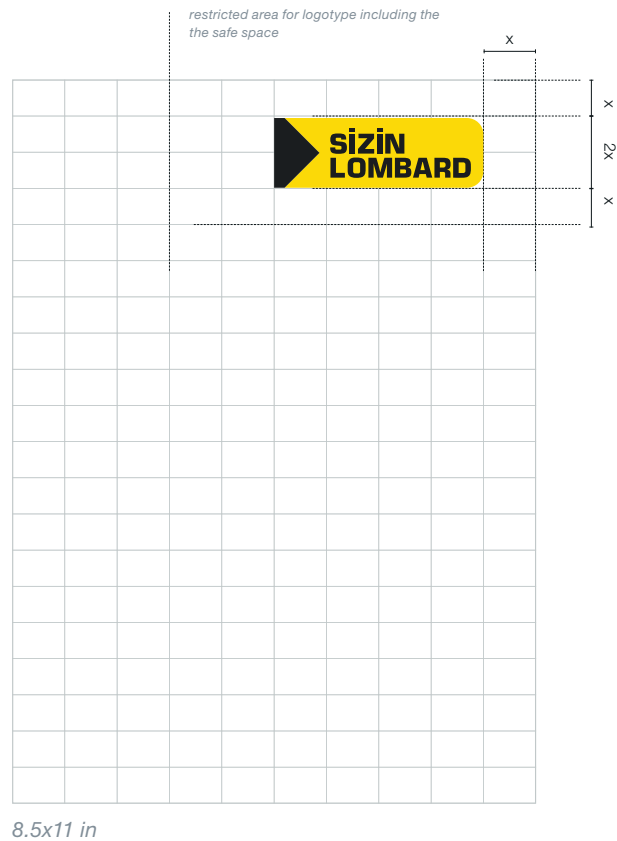
For HTML emails such as department newsletters, the logo must appear somewhere within the message. It does not need to be in the header.

Website

The logo must appear before any user interaction (click, scroll, input, etc.).

THE RIGHT PLACE FOR LOGO

To place the “Sizin Lombard” logo in the correct way please use one of the approved styles that are shown on the right. The Vertika.Inc logo in other ways is not allowed.



The Corporate Iconography System

07 | CORPORATE ICONOGRAPHY

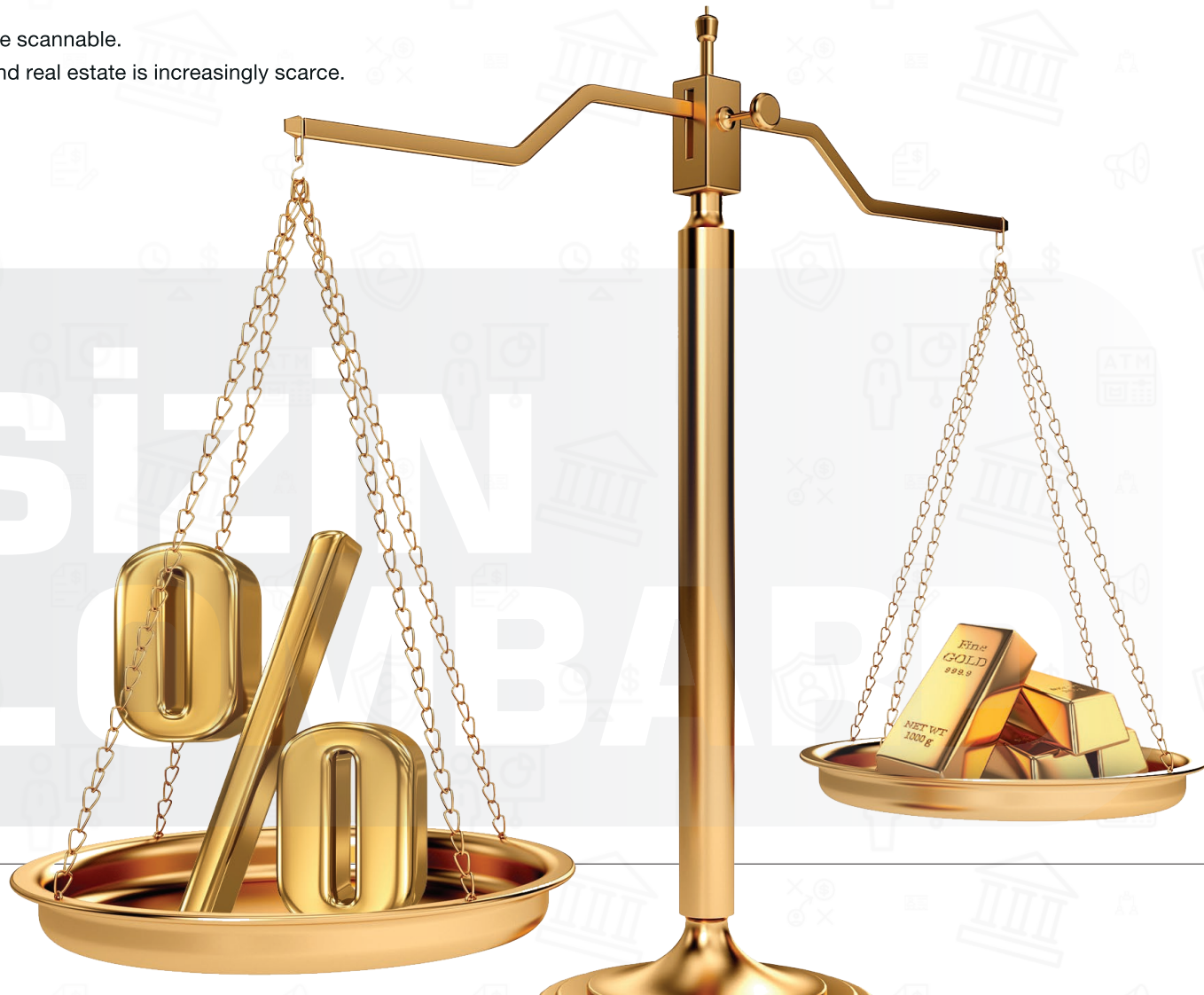
Icons are graphics that take up a small amount of space and provide a quick, intuitive representation of an action, status, or functionality. In order to ensure that icons retain their ability to communicate clearly and succinctly, it's important not to dilute the system by creating new versions or variations of the existing icon set.

Icons are:

- Helpful in adding visual interest and making a page more scannable.
- More and more commonplace as screens get smaller and real estate is increasingly scarce.

Icons are not:

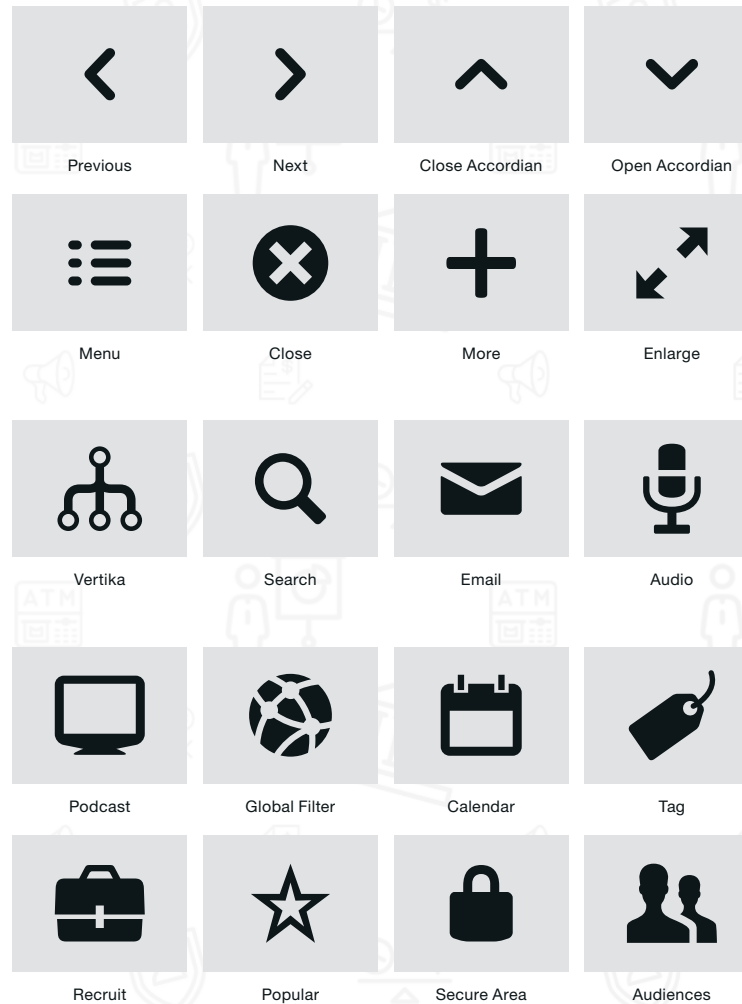
- Wholesale replacements for text.
- Appropriate for enlargement and use as illustrations.
- Used for more than one defined representation.



“Sizin Lombard” BRAND ICONS

Wherever possible icons should be created in a flat icon style using Cool Grey (Pantone 3c) paired with one other “Sizin Lombard” colour.

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.



WAYFINDING

Icons are graphics that take up a small amount of space and provide a quick, intuitive representation of an action, status, or functionality.

ACTION - ORIENTED

Icons are graphics that take up a small amount of space and provide a quick.

REPRESENTATIONAL

Icons are graphics that take up a small amount of space and provide a quick, intuitive representation of an action, status, or functionality.



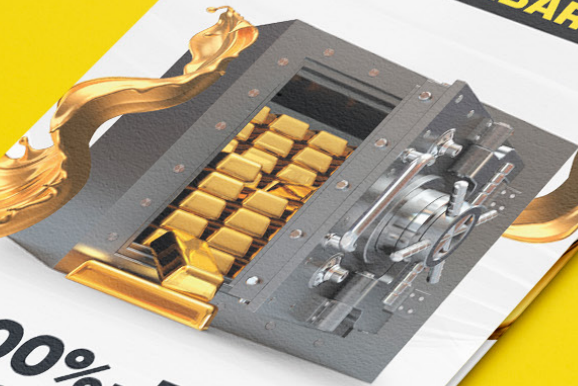
BRAND STYLE

Preview

01	Brochure
08	Corporate Logo
14	Corporate Typography
20	Corporate Color
26	Corporate Stationery
32	Logo Placement
36	Corporate Iconography
40	Corporate Photography



SİZİN LOMBARD



200%-DƏK QIYMƏTLƏNDİRMƏ

Güvenli. Etibarlı. Təhlükəsiz

Üstünlüklərimiz

- Qızıl girovunuzun 200%-dək dəyərləndirilməsi
- Aylıq - 1.4%
- Sürətli rəsmiləşdirmə
- Girovun təhlükəsiz saxlanılması
- Girovun digər lombarddan çıxardılmasına dəstək
- Ölkə üzrə 48 filial
- Onlayn ödəniş imkanı
- Ödənişin istənilən filialda həyata keçirilməsi

Ödəniş qrafiki

Kreditin müddəti	Kreditin məbləği (AZN)	Aylıq ödəniş (AZN)	İl ərzində itirilən faiz məbləği (AZN)
12 AY	500	50	102
12 AY	1000	100	205
12 AY	1500	150	308
12 AY	2000	200	411

Telefon:

ci il
tdmet
xidmetleri
rəkar
i-hazırda
nda

rilərə ən
d xid-
rov qoy-

amam ilə
əri mühit

inet
tirlə nağd
prosesi
keçirilir.
lombard
üddətində
verilən
100%-l həcmində

**SİZİN
LOMBARD**

200%-DƏK QIYMƏTLƏNDİRMƏ

Aylıq - 1.4%

Sürətli rəsmiləşdirmə

Girovun təhlükəsiz saxlanması

Girovun digər lombarddan
çıxardılmasına dəstək

Ölkə üzrə 48 filial

Onlayn ödəniş imkanı

Ödənişin istənilən filialda
həyata keçirilməsi

Kreditin müddəti	Kreditin məbləği (AZN)	Aylıq ödəniş (AZN)	İl ərzində itirilən faiz məbləği (AZN)
12 AY	500	50	102
12 AY	1000	100	205
12 AY	1500	150	308
12 AY	2000	200	411

+99450 291 10 00 www.sizinlombard.az [sizin_lombard](https://www.instagram.com/sizin_lombard)
info@glmmc.az Bakı, Xətai r. Sarayev 7X

**SİZİN
LOMBARD**

Haqqımızda

"Sizin Lombard MMC" 14 iyun 2016-cı il tarixindən etibarən müştərilərə xidmət göstərməyə başlamışdır. Lombard xidmətləri nəyətli ilə dönm xidmətindədir. Hal-hazırda 48 filialla xidmət göstərir.

"Sizin Lombard" filiallarında müştərilərə ən rahat şərtlərlə geniş çeşidli lombard xidmətləri təqdim edilir. Müştərilərin girov qoyduğu zəhmətə görə, müştərilərin rahat şəkildə girovun və onlara tamamilə əylənlərin müqabilində, şərtlərlə nağd pul krediti verilir. Kreditin alınması prosesi sürətli və asan şəkildə həyata keçirilir. Kredit zamanı müştərilərə verilən girovun alınıb qaytarılması 100%-l həcmdə

200%-DƏK QIYMƏTLƏNDİRMƏ

+99450 291 10 00 www.sizinlombard.az [sizin_lombard](https://www.instagram.com/sizin_lombard)
info@glmmc.az Bakı, Xətai r. Sarayev 7X

2021/APR

Ödənişi istənilən istənilən filialda edin

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Aliquam et lectus id arcu porta sodales quis posu-
ere justo. In mi nisi, curaus in lacus nec maximus
vamus sed dignissam dui. Vivamus rutrum, risus
dapibus suscipit pulvinar. ex quam congue nunc.

Ətraflı məlumat üçün: www.sizinlombard.az



Aliquam et lectus id arcu porta sor-
dalis quis posuere justo. In mi nisi,
curaus in lacus nec maximus
tempus elit. In hac habitasse platea
dictumst. Vivamus rutrum risus dapibus
dapibus pulvinar. ex quam congue
nunc. Quis impedit nunc nulla non
mauris in mi nisi, curaus in lacus
nec maximus tempus elit. In hac

Aliquam et lectus id arcu
porta sodales quis posuere

**SİZİN
LOMBARD**



**SİZİN
LOMBARD**

200%-DƏK QİYMƏTLƏNDİRMƏ

Sizin Lombard MMC* 14 iyun 2016-cı il tarixindən
etibarən müştərilərinə xidmət göstərir

+99450 297 10 00

www.sizinlombard.az

[sizin_lombard](https://www.instagram.com/sizin_lombard)

info@glmmc.az

Baki, Xətai r. Sarayevə 7X



e

Name Surname
Sales manager

**SIZIN
LOMBARD**

**SIZIN
LOMBARD**

sizing LOMBARD



Dimensions: 300x210x210 pixels
Format: PSD (Layers)
Place image via smart Object Layers
Download the high-quality business card mockup, help you
to showcase your business card designs for branding and presentation

Reference: @graphicpeople
Available: @graphicpeople
Tutorial: @graphicpeople



Download the high quality business card mockup to preview your business card design for

Dimensions: 3.5x5.25 inches
 Format: PSD (Editable)
 Place image via smart-object layers

Balance / graphicopps
 Creative / graphicopps
 Facebook / graphicopps

Download the high-quality
to showcase your business card

Dimensions: 30 x 40 cm
Format: PSD (Photoshop)
Place image via Smart Object

Download the high-quality business card design
to showcase your business card designs

Balance / @graphicpeople
Dribbble / @graphic-people
Facebook / @graphicpeople

Download the high quality
to showcase your business

**SİZİN
LOMBARD**

**200%-DƏK
QIYMƏTLƏNDİRMƏ**

Güvenli. Etibarlı. Təhlükəsiz



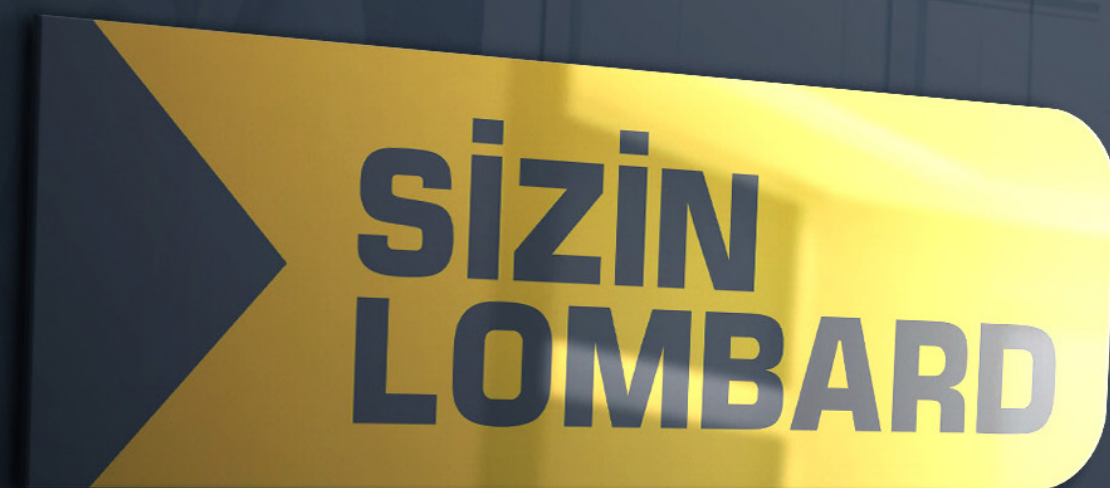
+99450 291 10 00

www.sizinlombard.az

[@sizin_lombard](#)

info@glmmc.az

Bakı, Xətai r. Sarayevov 7X





**SİZİN
LOMBARD**

**SİZİN
LOMBARD**

**SİZİN
LOMBARD**

**200%-DƏK
QIYMƏTLƏNDİRMƏ**

+99450 291 10 00 www.sizinlombard.az [@sizin_lombard](#) [info@sizinlombard.az](#) [Bələdiyyə](#) [Kürsü](#) [Səhifə](#) [Tə](#)



Sizin Lombard Office
Baku, Azerbaijan
Sarayevo 7X

Call Centre
+994 50 291 10 00
+994 50 291 10 00

Sizin Lombard Online
info@sizinlombard.az
sales@sizinlombard.az



Sizin Lombard Office
Baku, Azerbaijan
Sarayevo 7X

Call Centre
+994 50 291 10 00
+994 50 291 10 00

Sizin Lombard Online
info@sizinlombard.az
sales@sizinlombard.az

Name Surname
- Sales manager



Corporate style.

SOCIAL MEDIA POSTERS



Corporate Images and Blending

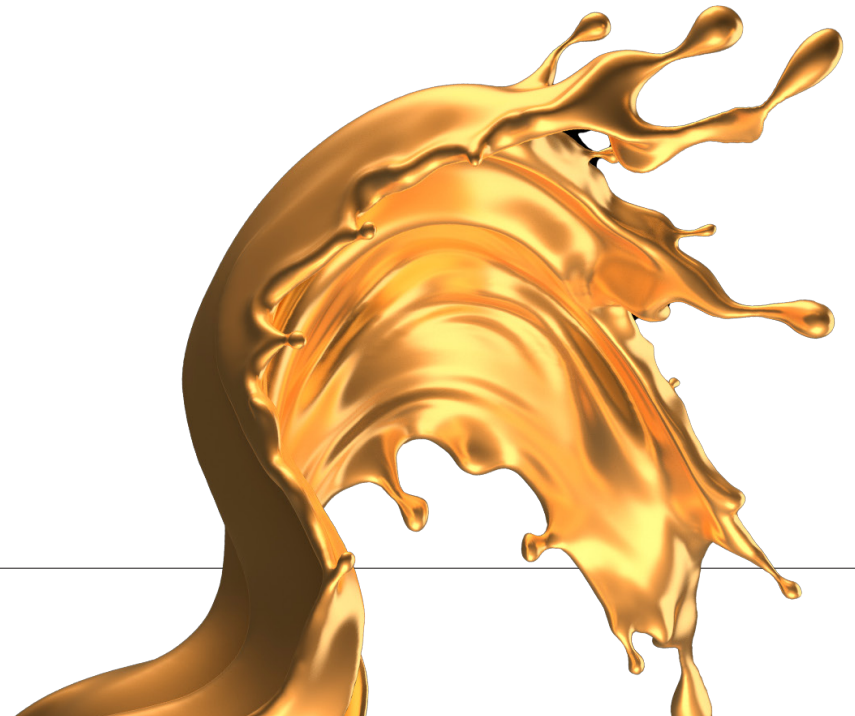
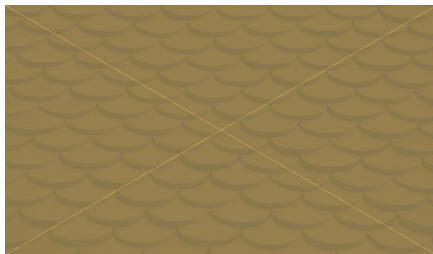
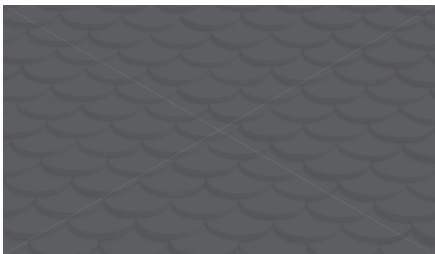
08 | CORPORATE

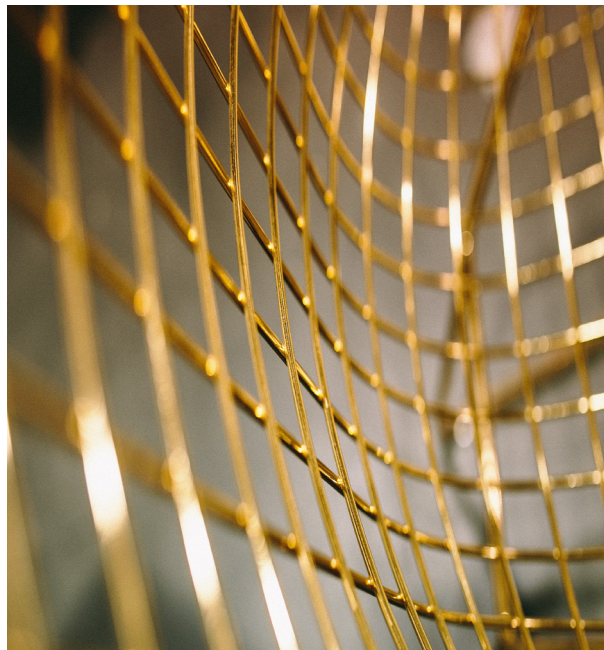
Corporate Images are responsible to transfer the values of Design.Inc to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Vertika.Inc use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

Photography

Photography and illustrations are powerful and emotive tools that express our values just as strongly as colours and typefaces. These guidelines should help you think about images, but they cannot cover every decision you have to make. You need to use your judgment and discretion. In particular, avoid clipart or any other prefabricated images from the internet. These suggest a lack of effort and imagination, and can risk looking like a crude 'cut and paste', rather than careful selection. The quality of such images, like that of other illustrations, can also be hard to control.

Blending Modes.







Baş ofis
Azərbaycan, Bakı. Xətai rayonu, Sarayevu 7X

Əlaqə
Telefon: +994 50 291 10 00
Mobil: +994 50 291 10 00

Online
Email: info@glmmc.az
Website: www.sizinlombard.az

Thanks for watching

Versiya 1.0 | 13-04-2021

