AMCHAM

Brand Manual

amcham.az

Brand Identity Standarts

Welcome

AMCHAM

The American Chamber of Commerce in Azerbaijan is a leading private, non-profit business association supporting and promoting the interests of foreign and local businesses in Azerbaijan. Established in 1996, AmCham is composed of over 270 Regular and Associate Member Companies active in every sector of the Azerbaijani economy. AmCham Azerbaijan represents nearly 80% of all foreign investment, as well as a significant portion of local investment, in Azerbaijan. Through its 8 industry sector committees, Member Companies are able to share information, raise issues of common concern and propose possible solutions.
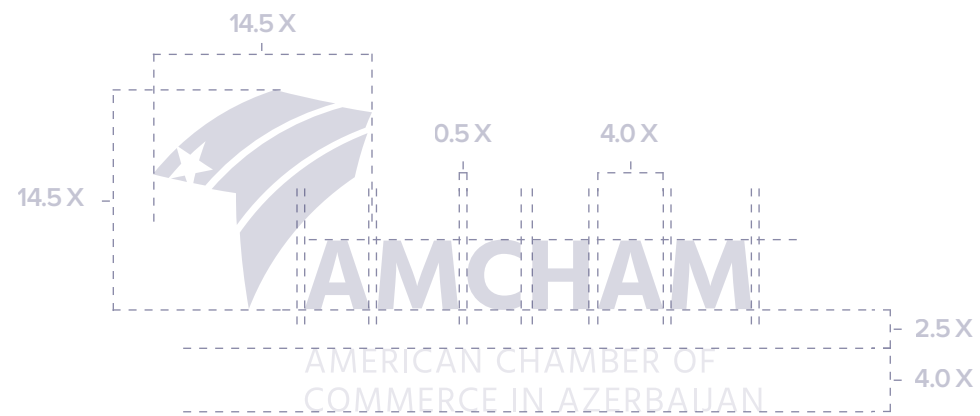
star of
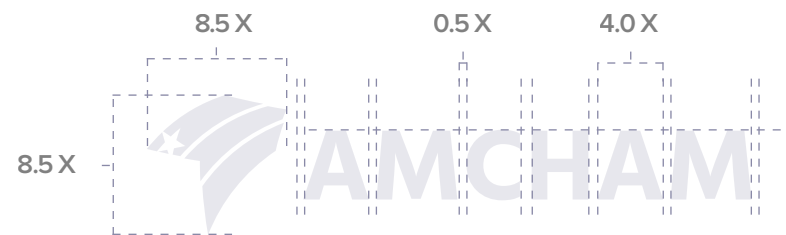American flag

country
flag

business
growth

Primary logo
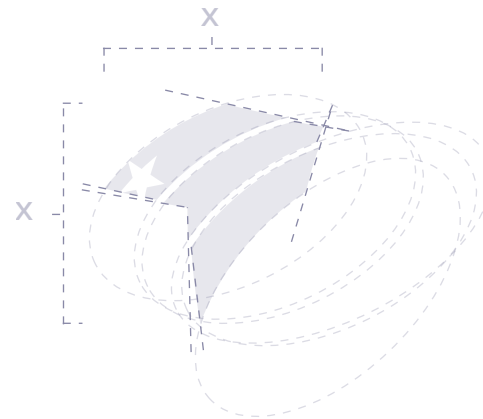
Primary constructions

Secondary logo

AMCHAM

Secondary constructions

Logo mark

App icon

Clearspace (primary)

1 symbol
space

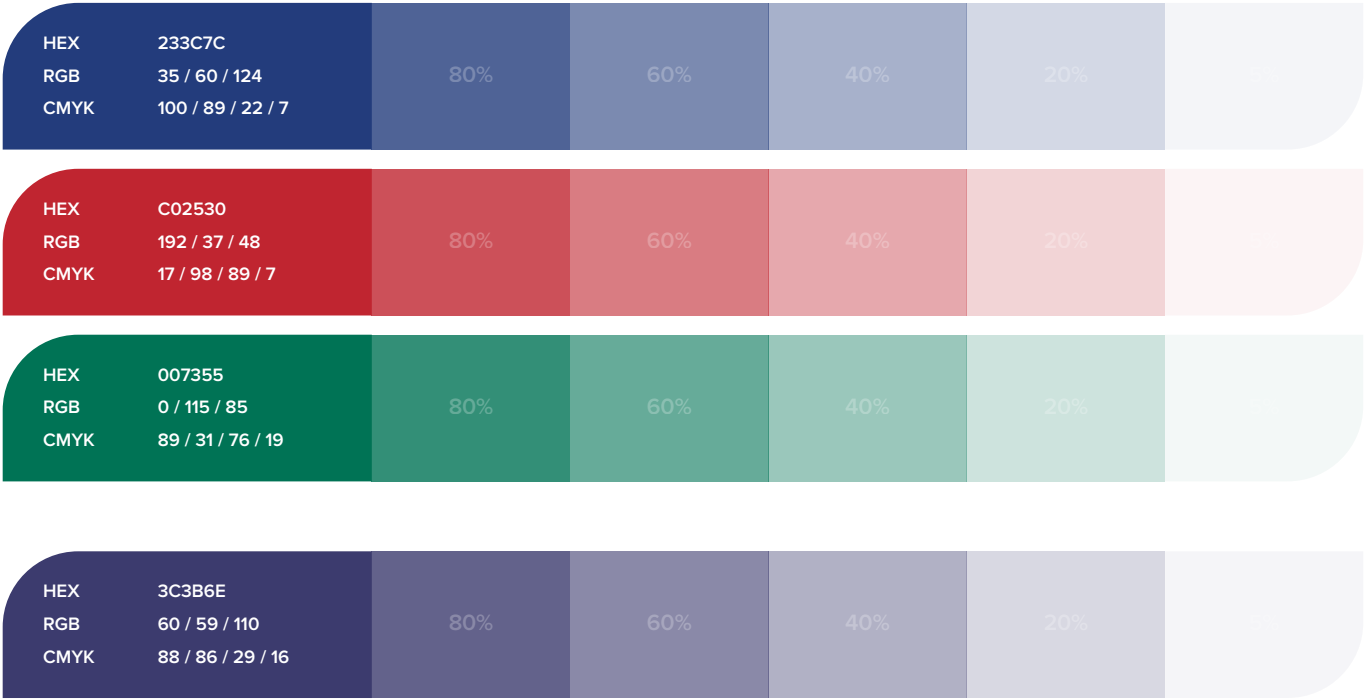Minimal Size For Print
18 mm (h value)

Clearspace (secondary)

1 symbol space

**Minimal Size For Print
40 mm (w value)**

Free Space for Place with Logos

**1 Symbol
Space**

Brand colors

HEX	233C7C	80%	60%	40%	20%	
RGB	35 / 60 / 124					
CMYK	100 / 89 / 22 / 7					

HEX	C02530	80%	60%	40%	20%	
RGB	192 / 37 / 48					
CMYK	17 / 98 / 89 / 7					

HEX	007355	80%	60%	40%	20%	
RGB	0 / 115 / 85					
CMYK	89 / 31 / 76 / 19					

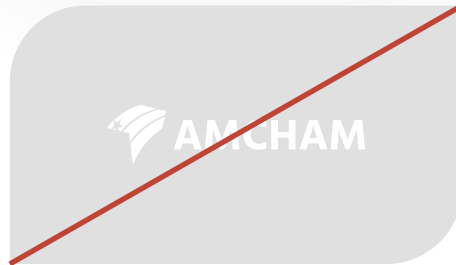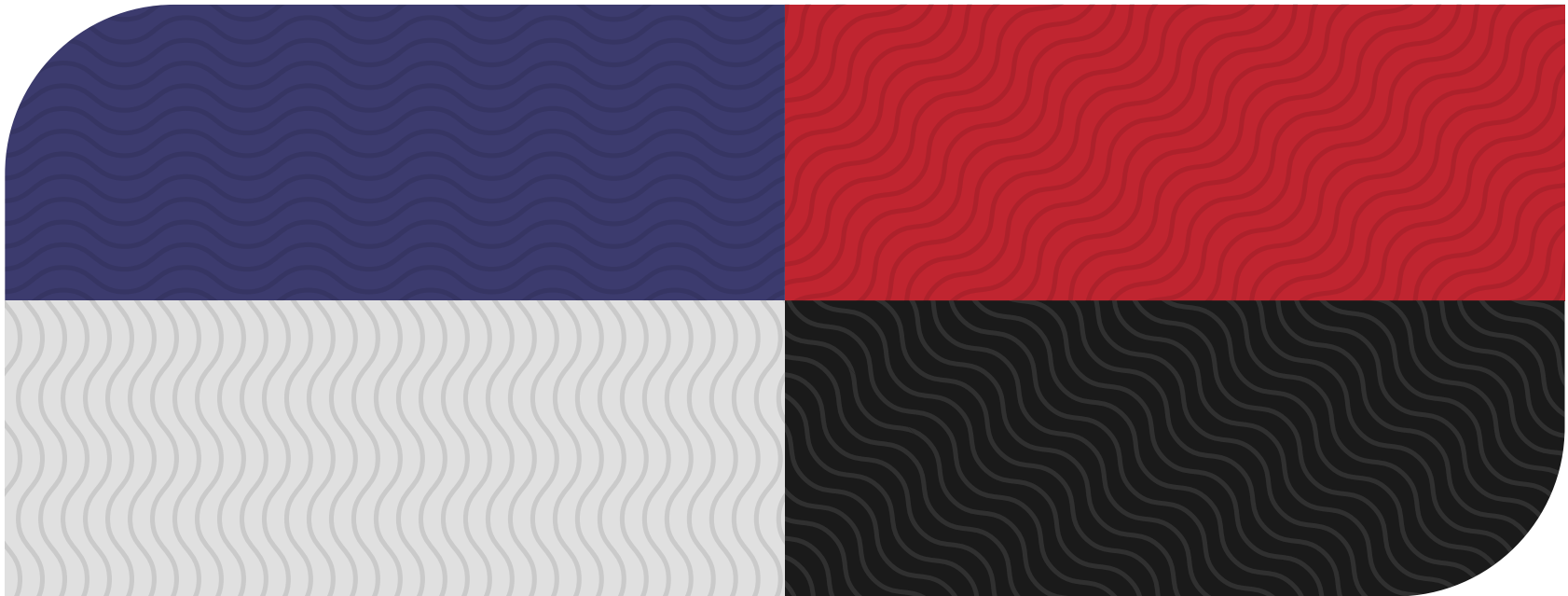| HEX | 3C3B6E | 80% | 60% | 40% | 20% | |
| RGB | 60 / 59 / 110 | | | | | |
| CMYK | 88 / 86 / 29 / 16 | | | | | |

Color usage

✅ **Do.**

Color misuse

❌ **Don't.**

Brand pattern

Pattern element

Photo style

IMPORTANT*   Camera photos or photos used for sharing in postings must be in a given style. In this style, it is important to pay attention to smiling people images that are used and by people who are not looking at the camera and the color styles that are appropriate for the brand

Primary typography

Hind Guntur Regular

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
WXYZ1234567890!?@#$%&*();

Hind Guntur Medium

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
WXYZ1234567890!?@#$%&*();

Hind Guntur Bold

Aa

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
WXYZ1234567890!?@#$%&*();**

Secondary typography

Roboto Regular

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
WXYZ1234567890!?@#$%&*();

Roboto Medium

Aa

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
WXYZ1234567890!?@#$%&*();**

Roboto Bold

Aa

**abcdefghijklmnopqrstuvwxyz
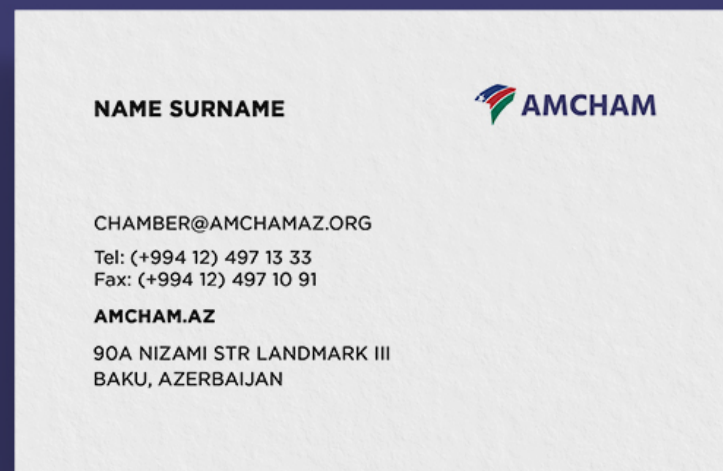ABCDEFGHIJKLMNOPQRSTU
WXYZ1234567890!?@#$%&*();**

Applications of logo

NAME SURNAME

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Fax: (+994 12) 497 10 91

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90A NIZAMI STR LANDMARK III
BAKU, AZERBAIJAN

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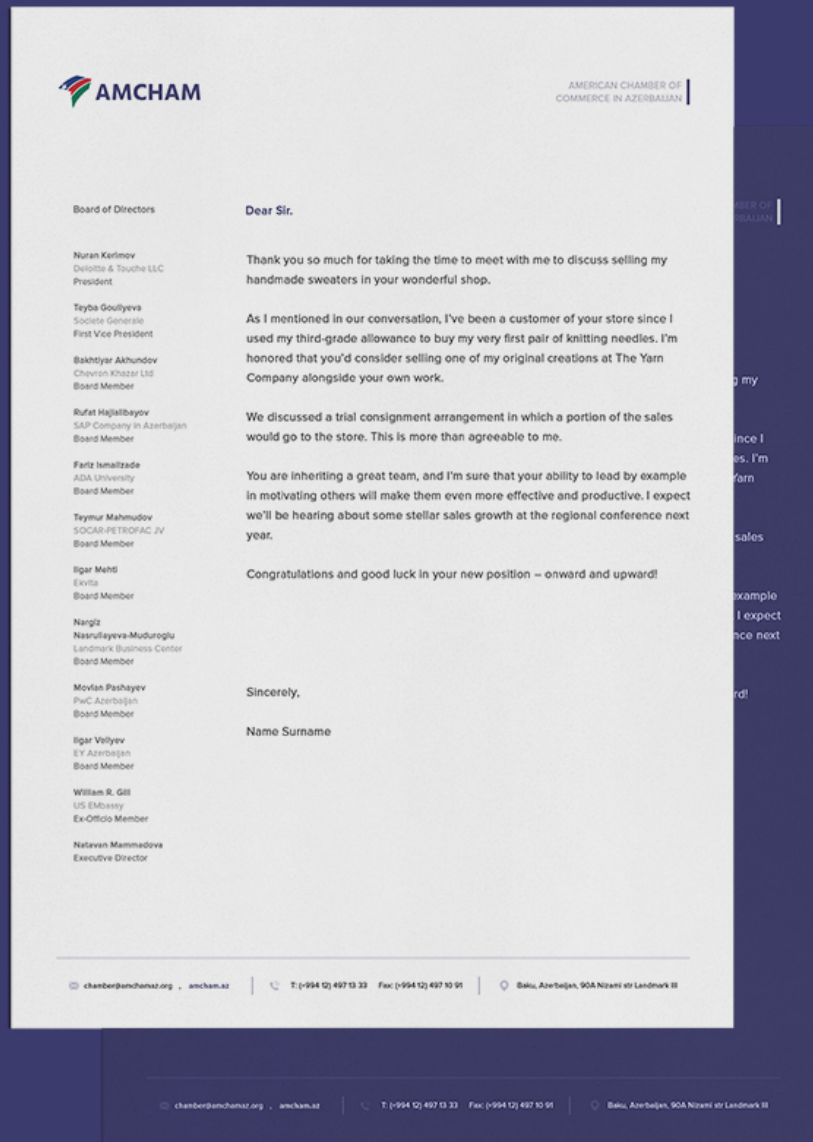90A NIZAMI STR LANDMARK III
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BAKU, AZERBAIJAN

AMCHAM | AMERICAN CHAMBER OF
COMMERCE IN AZERBAIJAN

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AMERICAN CHAMBER OF
COMMERCE IN AZERBAIJAN

Board of Directors

Nuran Kerimov
Deloitte & Touche LLC
President

Teyba Goullyeva
Societe Generale
First Vice President

Bakhtiyar Akhundov
Chevron Khazar Ltd
Board Member

Rufat Hajialibayov
SAP Company in Azerbaijan
Board Member

Fariz Ismailzade
ADA University
Board Member

Teymur Mahmudov
SOCAR-PETROFAC JV
Board Member

Ilgar Mehti
Ekvita
Board Member

**Nargiz
Nasrullayeva-Muduroglu**
Landmark Business Center
Board Member

Movlan Pashayev
PwC Azerbaijan
Board Member

Ilgar Veliyev
EY Azerbaijan
Board Member

William R. Gill
US EMbassy
Ex-Officio Member

Natavan Mammedova
Executive Director

Dear Sir,

Thank you so much for taking the time to meet with me to discuss selling my
handmade sweaters in your wonderful shop.

As I mentioned in our conversation, I've been a customer of your store since I
used my third-grade allowance to buy my very first pair of knitting needles. I'm
honored that you'd consider selling one of my original creations at The Yarn
Company alongside your own work.

We discussed a trial consignment arrangement in which a portion of the sales
would go to the store. This is more than agreeable to me.

You are inheriting a great team, and I'm sure that your ability to lead by example
in motivating others will make them even more effective and productive. I expect
we'll be hearing about some stellar sales growth at the regional conference next
year.

Congratulations and good luck in your new position — onward and upward!

Sincerely,

Name Surname

chamber@amchamaz.org , amcham.az   T: (+994 12) 497 13 33   Fax: (+994 12) 497 10 91   Baku, Azerbaijan, 90A Nizami str Landmark III

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AMCHAM

AMERICAN CHAMBER OF COMMERCE IN AZERBAIJAN

BAKU, AZERBAIJAN
90A NIZAMI STR LANDMARK III

Board of Directors

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Name Surname

Nuran Karimov
Deloitte & Touche LLC
President

Toyba Giadiyeva
Subsalta Generame
First Vice President

Bakhtiyar Akhundov
Chevron Khazar Ltd
Board Member

Rufat Hajaliboyov
SAP Company in Azerbaijan
Board Member

Fariz Ismailzade
ADA University
Board Member

Teymur Mahmudov
SOCAR-PETROFAC JV
Board Member

Ilgar Mahli
Ekvita
Board Member

Nargiz
Nasrullayeva-Muduroglu
Landmark Business Center
Board Member

Movlan Pashayev
PwC Azerbaijan
Board Member

Ilgar Valiyev
EY Azerbaijan
Board Member

William R. Gill
US Embassy
Ex Officio Member

Natavan Mammadova
Executive Director

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Thank you very much

IMPORTANT* It is important that you follow the instructions in this manual. Logos, fonts, spaces, etc. Any interference or alteration to the standards set out in the Instruction is inadmissible.