**IranAir**
The Airline of the
Islamic Republic of Iran

# IRANAIR
# VISUAL IDENTITY
# EXTENDED
# GUIDELINES

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# IRANAIR
# VISUAL IDENTITY
# EXTENDED
# GUIDELINES

## 1.  IRANAIR INTRODUCTION

## 2.  VISUAL IDENTITY basic elements

LETS
GO!

# ABOUT
# IRANAIR
# IRANAIR HISTORY

Iranian Airways Company was founded in May 1944 and operated its first passenger flight right after World War II from Tehran to holy city of Mashhad. The airline also had weekly freight services to Europe and its fleet consisted of DC-3s, DC-4s, and Viscounts. Within a period of 17 years (1945-1962) the company developed into a major domestic airline with a few international flights per week. In 1954 a second private airline, Persian Air Services was formed. Initially it operated only freight services to Europe, but in 1960 it commenced passenger flights to several European destinations using leased equipment. The geographical situation of Iran with its expanding spacious levels, relative remoteness of crowded areas from each other, lack of adequate means of transportation (railways and roads), the need to initiate safe and fast connections, and lack of an orderly equipment with high capacity to revive mutual aviation rights with other countries as well as securing more welfare and comfort for

Iranians led to a ratification by the board of ministers to establish a national airline corporation on February 10th, 1961. Following that, on February 24th 1961, both Iranian Airways and Pars Airways merged to form a new airline as IranAir with the acronyms of HOMA, a griffin of Persian mythology which symbolizes the mythical Bird of Happiness. IranAir, the first airline to order and operate Boeing 747SP in the world, having the mission of obviating the domestic aviation transportation needs accompanied by observing the safety principles and forming transportation services with neighboring and countries in distance, officially commenced its activities in April 1962. Dating back to 1970's, in a TV commercial about IranAir, a passenger says: "Let IranAir take you on a journey to adventure you will never forget - romantic, exciting, breathtaking Iran." IranAir became a full member of IATA in 1964 and is now flying to 28 international and 26 domestic routes as an IOSA registered airline

# 2

# VISUAL IDENTITY
## BASIC ELEMENTS

# IRANAIR LOGO HISTORY

After the Iran National Airline was registered as a national company, it officially started under the acronym "HOMA," made by combining initial letters of the Persian phrase. For both brevity and clarity, Iran National Airline changed to IranAir. To choose the logo, a logo competition announcement appeared in Kayhan and Ettelaat newspapers in 1961. Judges came from the College of Fine Arts.

Inspired by an image atop one of the columns at Persepolis, a young Iranian's sketched the competition's winning image. Edward Zohrabian was only 22 when he drew the well enduring logo of the Airline of the Islamic Republic of Iran by drawing upon a series of ancient Iranian motifs. His most significant inspiration was Homa, the Persian mythological griffin, which can be found in prosperous Persepolis and described in the books of R. Grishman, the famous French archeologist who specialized in ancient Iran.

The griffin atop the Persepolis column has three distinct characteristics: an eagle's head, a cow's ears and a horse's mane. Without legs, according to some accounts, the griffin never rests, living its entire life flying invisibly high above the earth, and never alighting on the ground. The color offered by the designer was turquoise. But now our logo is dark blue.

Logo files are available for download at
iranair.com
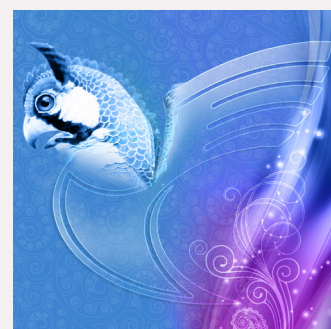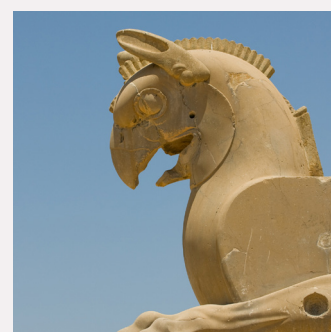
# THE VERSIONS

On this page you can see the different versions of the IranAir logo, in the corporate colours, in positive and negative, and respective versions in black and white. The most appropriate colour and format shall be chosen according to production specifications. Below you can see the different references for correct application.

**Registered trademark**
Some countries are legally obliged to use the Registered Trademark. Use only if legally required.

**Vertical alignment**
We can align the logo vertical when needed due to space restrictions.

**Black and white**
We use the monochromatic, black and white version when we are not working with colour (i.e. in the press).

**Silver**
We use a silver option in special cases in merchandising.

**CMYK or PMS Vs RGB**
According to the production specification, we can choose between the direct ink version (Pantone) or the four colour version (CMYK) for printing application. For on-screen viewing, we use the RGB version.

Negative version. Colour
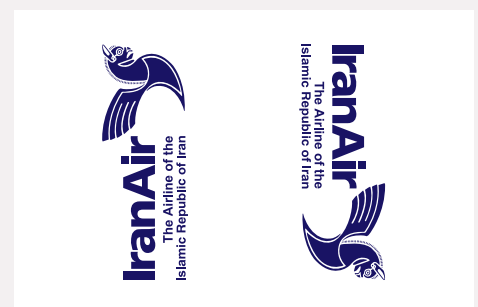
Silver option - merchandising special cases

Negative version. Black & white

Positive version. Black & white

Registered trademark

Vertical alignment

# INCORRECT USE OF THE LOGO

Here are some clear examples of what is not permitted with the logo.



Placing logo on busy backgrounds



Signing with another colour other than the approved colours



Aligning the logo on the diagonal



IranAir dark Blue signing over a black background



Placing logo inside a frame



Distorting the logo in any way



Not enough contrast



Use the corect scale of symbol and logo type (logo) together

# CLEAR SPACE
# AND
# MINIMUM SIZE

To make sure that the logo remains legible, its reserve area must always be respected. This space is defined using the height of the "n" from our logo, which we refer to as "x" Each side maintains a reserve area of "x". This space should under no circumstances be reduced nor infringed upon by adjacent elements (text, photographs, other brands, etc.)

We recommend that you do not use the IranAir logo with dimensions less than a minimum size of 15 mm for an offline environment or 60 px for online, if you need to use it smaller, please use the IranAir symbol More information in page 9.

15 mm

60 px

**Clear space**

# LOGO AND ENDORSEMENTS

There is one exceptional case where the reserve area for the logo can be occupied by text. In this special case, in the "x" module, the space can be divided in two equal halves to establish the size and base line where the text is inserted.

**CMYK or PMS**
According to the production specification, we can choose between the direct ink version (Pantone) or the four colour version for printing application.

**RGB**
For on-screen viewing, we use the RGB version.

**Black and white**
We use the monochromatic, black and white version when we are not working with colour (i.e. in the press). 15 mm

## Clear space

# IRANAIR SYMBOL

IranAir has evolved the '🦅' symbol to be aligned with our logo.

It should be used in small spaces, mainly in our products and favicon websites. We are limiting the use of the IranAir symbol compared to the way we used it before in order to focus the attention on the IranAir logo.

How to use it We will use the '🦅' symbol only when we cannot use the IranAir logo due to space limitations, specifically every time we need to use the logo smaller than the minimum size recommended (15 mm for an offline environment or 60 px for online).

The '🦅' symbol should not be used in sales and marketing material, merchandising, product names and events materials as we did before.

## WHEN TO USE IT

When the IranAir logo needs to be used in a smaller size than the minimum recommended.
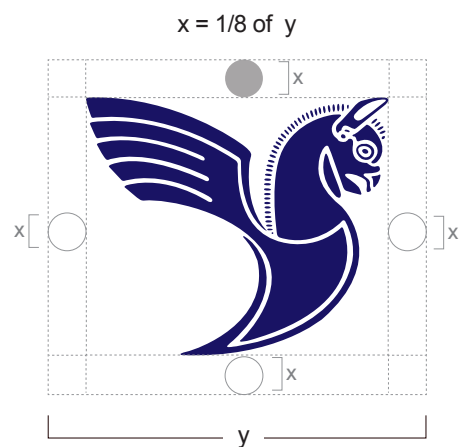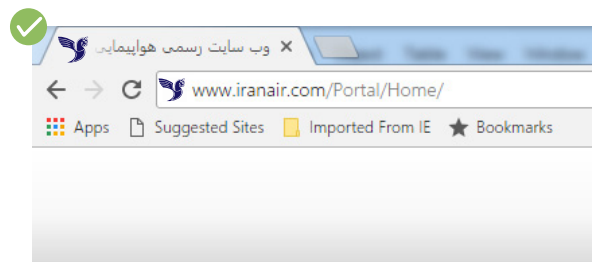
15 mm

For offline

60 px

For online

## CLEAR SPACE

Minimum space we need to leave around the IranAir symbol.

x = 1/8 of y



## IRANAIR SYMBOL - CORRECT USES



## IRANAIR SYMBOL - INCORRECT USES

Do not change the color

Do not rotate or distort

# A NATURAL WAY TO CO-BRAND WITH OUR PARTNERS

We define co-branding as the association of two or more brands with the objective of enhancing the value of both, building a more attractive joint offering and obtaining greater profitability from the relationship. Our brand as well as our partner's brand should occupy the same total area (50- 50) and are separated by a vertical line, maintaining an established clear space below both. Here you can see examples of block areas with different shapes but same total area:
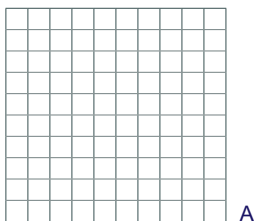
A
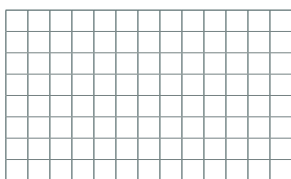
B
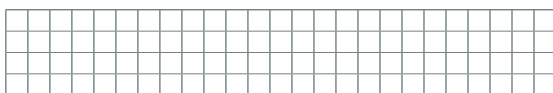
C

A = B = C

Example 1 + IRANAIR

Example 2 + IRANAIR

# A PROPER APPLICATION WILL GUARANTEE VISIBILITY AND CONSISTENCY

We've developed a system that aims to be respectful with both identities. Keep in mind that any time we do something different we might be damaging or minimising the impact of both brands. These are a few examples of what we should not do.

We should always build co-branding in horizontal.

We will always employ the same style and dividing line.

We should respect the normalised size of the logo.

We should not include logos inside any other shape.

# OUR COLOUR PALETTE

**The IranAir colour palette contains 4 colours:**

_ Main colour: IranAir Dark Blue and IranAi White

_ 2 secondary colours: IranAir Blue and IranAir Grey.

IranAir Dark Blue  and white is the main colour and should be used for all corporate applications. It must also be present in all graphic applications.

In many cases, IranAir Grey or Blue will serve as a negative (background) to the IranAir Dark Blue or IranAir White to create more sophisticated pieces.

Additionally there is a palette of 10 supporting colours. Please refer to the following pages for specific instructions on when to use the supporting colours.

Main colour

| **IranAir Dark Blue**<br>PANTONE DS187-1 C<br>CMYK: 100/100/0/40<br>RGB: 27/20/100<br>HTML: # 1b1464 | **White**<br>PANTONE DS325-9 C<br>CMYK: 0/0/0/0<br>RGB: 255/255/255<br>HTML: # ffffff |
|---|---|

Secondary colour

| **Blue**<br>PANTONE DS218-2 C<br>CMYK: 79/33/0/0<br>RGB:23/141/205<br>HTML: # 1c8dc7 | **Grey**<br>PANTONE DS67-9 C<br>CMYK: 6/5/6/0<br>RGB: 236/235/232<br>HTML: # ecebe8 |
|---|---|

Supporting colours (charts)

| **Blue**<br>PANTONE DS218-2 C<br>CMYK: 79/33/0/0<br>RGB:23/141/205<br>HTML: # 1c8dc7 | **Royal Blue**<br>PANTONE DS232-3 C<br>CMYK: 75/0/0/0<br>RGB: 0/192/243<br>HTML: # 00c0f3 | **Light Blue**<br>PANTONE DS239-5 C<br>CMYK: 48/0/9/0<br>RGB:122/208/228<br>HTML: # 7ad0e4 | **Turquoise  Green**<br>PANTONE DS244-4 C<br>CMYK:77/15/28/4<br>RGB:2 0/157/173<br>HTML: # 149dad | **Light  Green**<br>PANTONE DS258-8 C<br>CMYK:27/0/15/0<br>RGB:184/225/220<br>HTML: B8E1DC |
|---|---|---|---|---|
| **Green**<br>PANTONE DS295-2 C<br>CMYK:48/8/81/0<br>RGB: 145/188/96<br>HTML: # 91bc60 | **Purple**<br>PANTONE DS176-1 C<br>CMYK:73/93/0/0<br>RGB: 104/58/150<br>HTML: # 683a96 | **Dark Red**<br>PANTONE DS104-1 C<br>CMYK: 21/99/61/13<br>RGB:176/31/73<br>HTML: # b01f49 | **Yellow**<br>PANTONE DS5-3 C<br>CMYK: 0/11/80/0<br>RGB: 255/221/79<br>HTML: # ffdd4f | **Orange**<br>PANTONE DS232-3 C<br>CMYK: 0/40/100/0<br>RGB: 250/166/26<br>HTML: # faa61a |

# OUR COLOUR PALETTE

Below you can see how to correctly apply the supporting colours, always starting with IranAir Dark Blue and IranAir White and IranAir Blue and IranAir Grey.

If the need arises to incorporate a fifth colour, Orange is the first option from the palette, followed by Royal Blue. These 2 colours shall only be used when it is not possible to represent the content using only the main colour and the secondary colours.

A fourth palette of supporting greys has been created as well for digital environments.

Do not forget that these last two palettes are used on a smaller scale and their use is strictly limited to charts, infographics and digital environments.

Colour sequence

| 1 | | |
|---|---|---|
| 2 | 3 | 4 |
| 5 | 6 | 7 |
| 8 | 9 | 10 |
| 11 | 12 | 13 |

## Main colour

| **IranAir Dark Blue** | **White** |
|---|---|
| PANTONE DS187-1 C | PANTONE DS325-9 C |
| CMYK: 100/100/0/40 | CMYK: 0/0/0/0 |
| RGB: 27/20/100 | RGB: 255/255/255 |
| HTML: # 1b1464 | HTML: # ffffff |

## Secondary colour

| **Blue** | **Grey** |
|---|---|
| PANTONE DS218-2 C | PANTONE DS67-9 C |
| CMYK: 79/33/0/0 | CMYK: 6/5/6/0 |
| RGB:23/141/205 | RGB: 236/235/232 |
| HTML: # 1c8dc7 | HTML: # ecebe8 |

## Supporting colours (charts)

| **Blue** | **Royal Blue** | **Light Blue** | **Turquoise Green** | **Light Green** |
|---|---|---|---|---|
| PANTONE DS218-2 C | PANTONE DS232-3 C | PANTONE DS239-5 C | PANTONE DS244-4 C | PANTONE DS258-8 C |
| CMYK: 79/33/0/0 | CMYK: 75/0/0/0 | CMYK: 48/0/9/0 | CMYK:77/15/28/4 | CMYK:27/0/15/0 |
| RGB:23/141/205 | RGB: 0/192/243 | RGB:122/208/228 | RGB:2 0/157/173 | RGB:184/225/220 |
| HTML: # 1c8dc7 | HTML: # 00c0f3 | HTML: # 7ad0e4 | HTML: # 149dad | HTML: B8E1DC |

| **Green** | **Purple** | **Dark Red** | **Yellow** | **Orange** |
|---|---|---|---|---|
| PANTONE DS295-2 C | PANTONE DS176-1 C | PANTONE DS104-1 C | PANTONE DS5-3 C | PANTONE DS232-3 C |
| CMYK:48/8/81/0 | CMYK:73/93/0/0 | CMYK: 21/99/61/13 | CMYK: 0/11/80/0 | CMYK: 0/40/100/0 |
| RGB: 145/188/96 | RGB: 104/58/150 | RGB:176/31/73 | RGB: 255/221/79 | RGB: 250/166/26 |
| HTML: # 91bc60 | HTML: # 683a96 | HTML: # b01f49 | HTML: # ffdd4f | HTML: # faa61a |

## Grey colour scheme as supporting palette

| **Grey** | **Grey** | **Grey** | **Grey** | **Grey** |
|---|---|---|---|---|
| PANTONE DS318-9 C | PANTONE DS69-8 C | PANTONE DS330-7 C | PANTONE DS67-9 C | PANTONE DS325 -9 C |
| CMYK: 48/40/42/4 | CMYK: 30/24/23/0 | CMYK: 17/12/14/0 | CMYK: 7/5/5/0 | CMYK: 2/1/1/0 |
| RGB: 139/138/136 | RGB: 181/180/183 | RGB: 210/211/209 | RGB: 234/234/234 | RGB: 243/244/254 |
| HTML: # 8b8a88 | HTML: # b5b4b7 | HTML: #d2d3d1 | HTML: # eaeaea | HTML: # f3f4f5 |

# INCORRECT PHOTOGRAPHIC
# STYLE EXAMPLES

Here you can see some examples of photographs that do not follow IranAirs' photographic style.

**Remember that IranAirs' photographic style does not include:**

1 Photographs that are posed, artificial and/ or posed looking directly at the camera.

2 Wide or narrow-angle photography, so as to avoid distorting the image.

3 Photographs of landscapes with static shapes.

4 Illustrations or other motifs included within the photograph itself.

5 3D photo-compositions, special effects or photographic retouching that creates artificial environments.

6 Photographs should reflect the 21st century. Avoid objects that are obsolete or outdated.

7 Do not create mosaic or collage with multiple images.

# BASIC ELEMENTS

These elements compose IranAir' secondary graphics.

**IranAir logo**

The IranAir logo signs all our communications and must respect the guidelines as laid out in this manual. The grid helps to set the graphic elements of each communication piece in place.

**Background**

All IranAir materials feature a corporate background in order to achieve visual consistency and recognition.

Signature system and grid
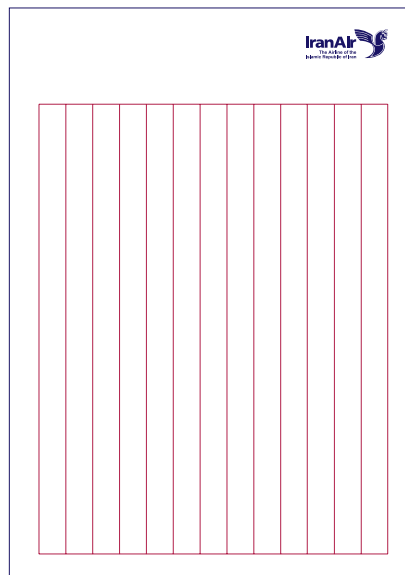
Background

# OUR SIGNATURE SYSTEM

**Size of the logo**

To apply the IranAir signature system, the first step is to calculate the approximate size of the logo with respect to the format used.

In vertical and square formats, the width of the logo must equal 1/5 of Y, "Y" being the bottom of the page.

For horizontal formats, the width of the logo must equal 1/6 of Y, "Y" being the bottom of the page.

**Position of the logo**

The IranAir logo is always placed in the upper right part of the layout.

The position of the IranAir logo with regard to the margins of the document is 3 times the "n" for the top and right margins, and at the bottom we leave a protective area of 4 times the "n"

Position of the logo

1/5 Y

Size of the logo

Y

Horizontal formatsmats

IranAir x 6

Vertical and square formats

IranAir x 5
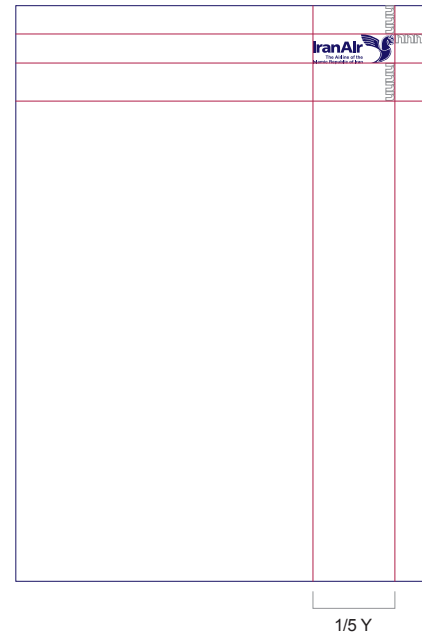
# The grid

Bearing in mind that we have already defined the size and position of the logo, the document margins and guides (grid) have been calculated based on our signature system.

Remember that you cannot invade the top section of the grid that contains our signature.

The side and lower margins maintain the proportion of 3 times the "n".

Once the document margins have been established, 13 columns are applied without gutters, to be able to create the movement of shapes and the placement of texts and images.

Check that the signature system is always equal to the 3 columns on the right.

On interior pages where the IranAir signature is not featured, the four document margins will maintain the same proportions of 3 times the "n".

Due to the editorial necessity of compiling text boxes full of information, images and graphics, the space is divided into 8 columns with their respective gutters of 4 mm for a Din A4 page.

For horizontal layouts, the number of columns increases from 8 to 13 for layouts with the signature system and from 10 to 16 for layouts without the signature system.
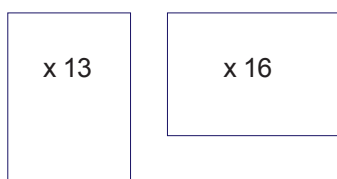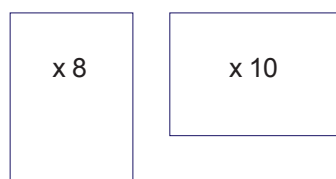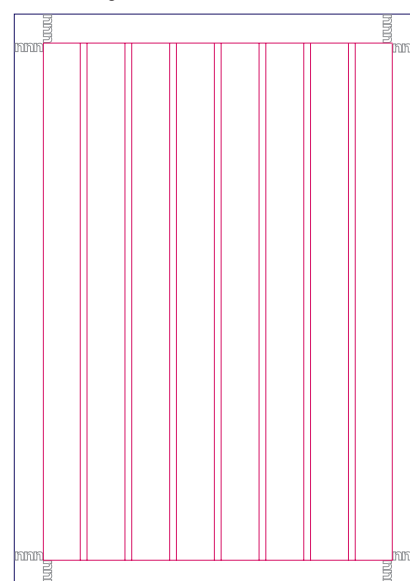
Position of the logo

Size of the logo

Vertical columns

| x 13 | x 16 |
|------|------|

Horizontal columns

| x 8 | x 10 |
|-----|------|
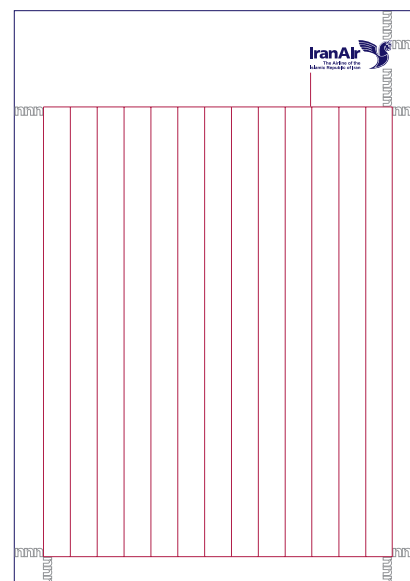
# BACKGROUNDS

For the creation of front covers and adverts, we have 3 different types of backgrounds. Three of them are plain colours: IranAir Dark Blue and IranAir Grey and IranAir Blue. The third background is a photograph or illustration.
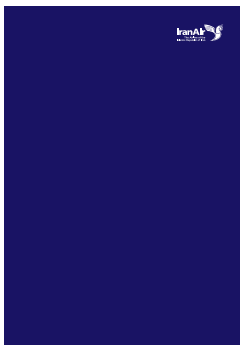Any type of background can be used interchangeably, depending on the content being communicated.
Interior pages can feature the same backgrounds as the front covers, but we also have a white background for extensive corporate reports, PowerPoint presentations, etc.
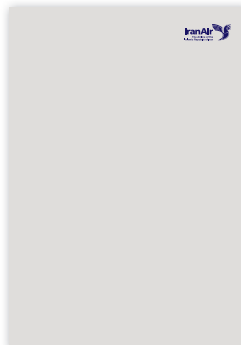
Cover backgrounds
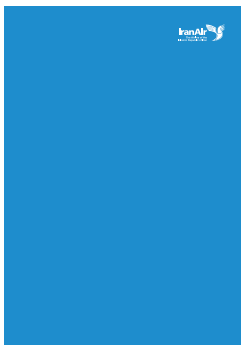
IranAir Blue background

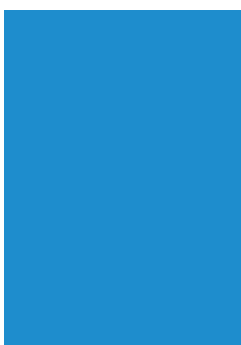IranAir Dark Blue background

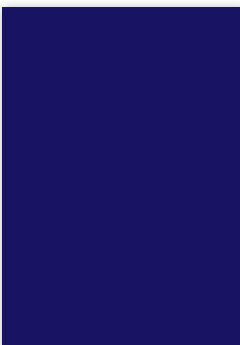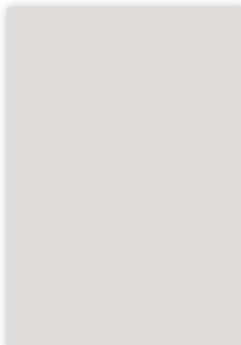IranAir Grey background

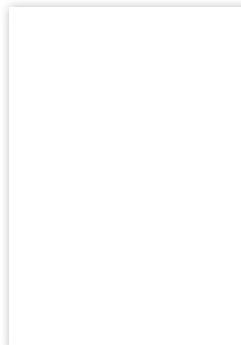Photograpic/illustration background

Interior pages backgrounds

IranAir Blue background

IranAir Dark Blue background

IranAir Grey background

White background Photograpic

Photograpic/ Illustration background