

جشنواره وب و موبایل ایران

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Main logo with Farsi type. When legibility allows, this logo should always be **PANTONE 2118 C** and the red dot should be on **PANTONE Coated 185 C**.



Logo should have enough room and amount of clear space around. Any less room than this is not allowed; But more than this is amount is acceptable.

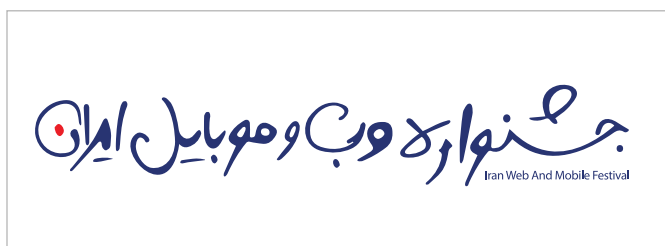
Logo Usage

Full logo shouldn't be smaller than 126 x 37 pixels. this page mentione that you can also use various type of logo in diffrent case.



Logo Color Variation 01

Logo can also be WHITE on **PANTONE 2118 C**



Logo Color Variation 02

Main logo with Farsi type & English sologon



Logo SHOULD NOT use on another mentioned forms.

Logo Identity

Depending on the color of the background, the user should follow this rolls:

From #c6c6c6 to BLACK only WHITE version of logo is allowed. similar in deep colors.

From WHITE to #c6c6c6 original Blue logo.

in case of color limitation BLACK version is allowed.



Partner-led Logo

Submit the full-color logo variation in all situations where use of color is possible.

Submit one-color logo variations when it is not possible to feature the full-color logo. (Example: one colored prints)

Colored Partner with B&W Anetwork



Both Colored in Light Background



Both B&W



On Dark Backgrounds



Edge of Background (K=30)



Edge of Background (K=25)



Logo Placement

IWMF logo should be on top of the logos, with large size.
Secondly, anjoman logo will place.
After that should place another partners or supporters.

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Should use our official farsi font for placing. The Area of Third logo shouldn't fill more room than the frame. This Style ONLY use for big sizes and spaces.

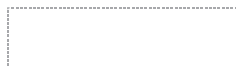
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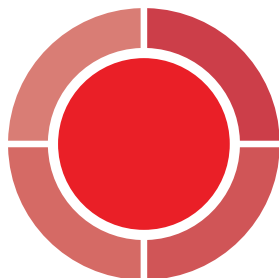
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Color Specifications

Main colors of IWMF is presenting here:

CANDY RED



FOR WEB USE
R: 234 G: 33 B: 39

FOR PRINTING USE
C: 1 M: 99 Y: 97 K 0

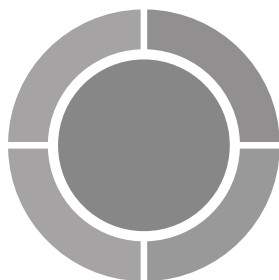
DEEP BLUE



FOR WEB USE
R: 39 G: 52 B: 114

FOR PRINTING USE
C: 100 M: 93 Y: 25 K 12

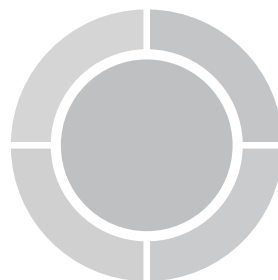
GREY



FOR WEB USE
R: 40 G: 56 B: 72

FOR PRINTING USE
C: 85 M: 71 Y: 48 K 42

LIGHT GREY



FOR WEB USE
R: 40 G: 56 B: 72

FOR PRINTING USE
C: 85 M: 71 Y: 48 K 42

Font Overview

Official font for english is **Myriad Pro** family. LIGHT version for texts and BOLD version for titles and highlights. REGULAR version for subtitles.

For body text (light)

For highlights (Regular)

Myriad Pro

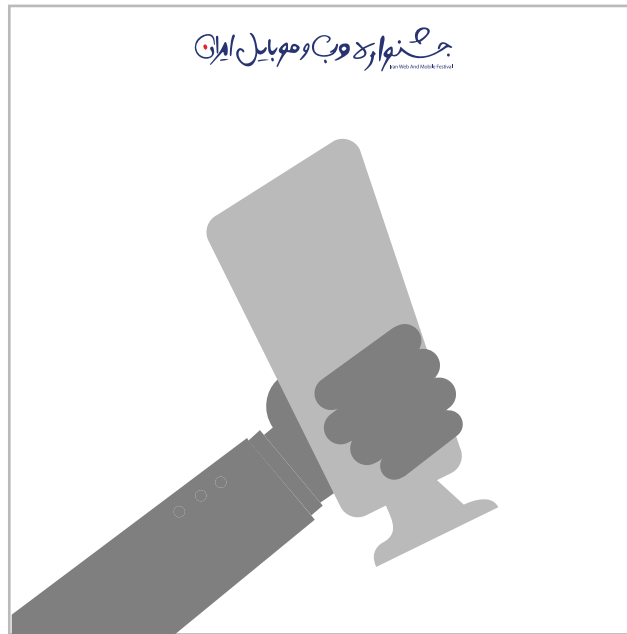
For titles (Bold)

Official font for persian is **Dast Nevis** family.

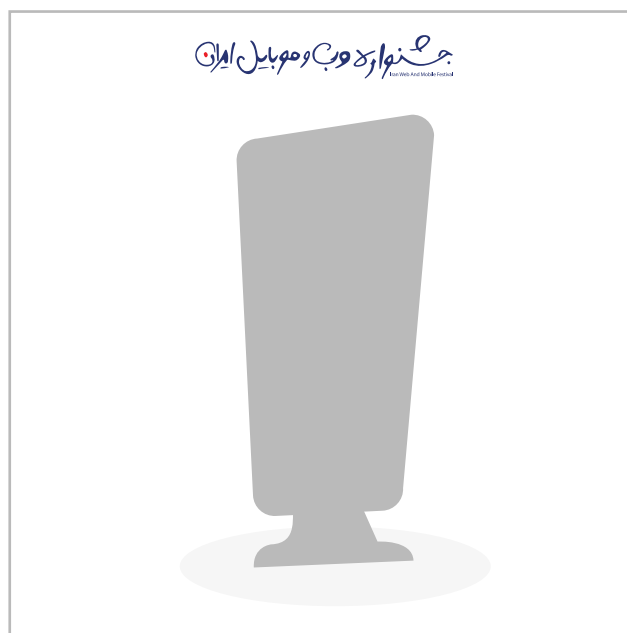
Dast Nevis

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The pictures of winners can follow shown below illustration structure for social media share. The post should share on square shape and main logo on top center.

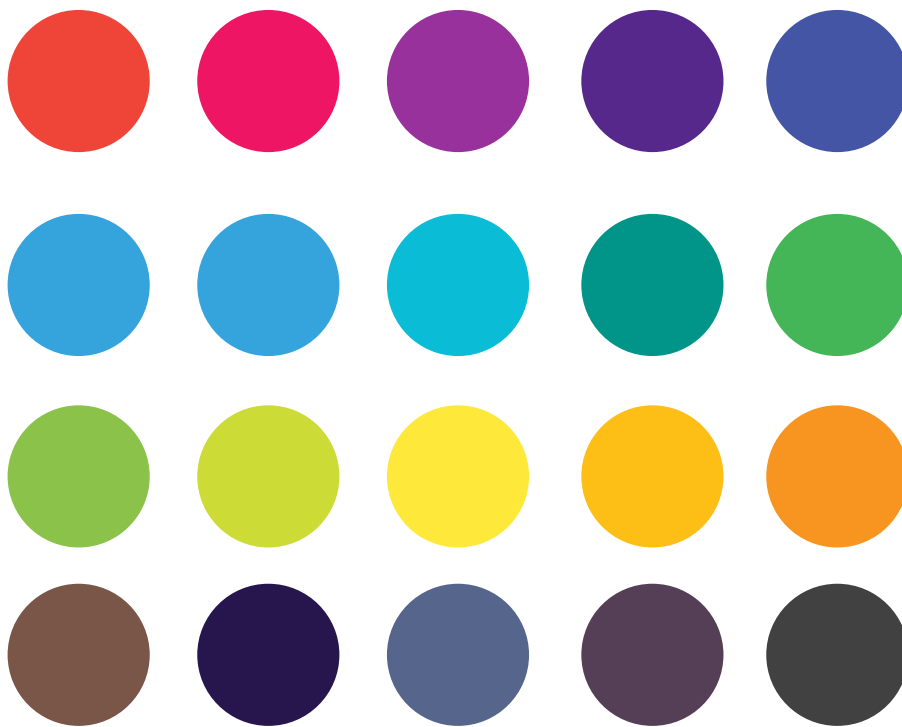


Depend on background color you can use different type of logo (white logo in darker tone of color)



Color Pallete

Full palette of iwmf, presenting here:



Presenting Tips

For printed document must use CMYK format colors. Otherwise the colors will not be print in their correct color code.

Print Tips

TV must be on "Normal Mode" while an IWMF document is shown on TV . Otherwise the colors will not be displayed in their correct color code.

Official Icon

Official Structure of icons are base on **sketch design** with simple line for describe main body & explainer line in detail. Various type of icons in this category shown below.

In different cases like social post, online graphical interface & etc, designer can use another type of icons follow the **Sketch Design** elements.



Designer can choose to fill the icon with color, or use original & without any addition.

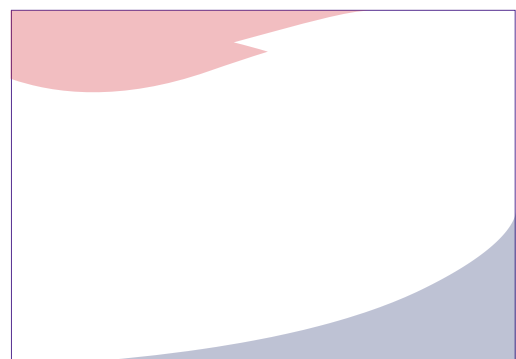
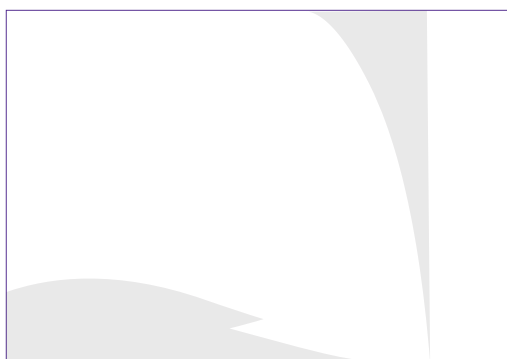
Pattern Structure

Pattern made of formal shapes with 2 different color in various transparency ;
The patterns should fix as mentioned examples.



Pattern Structure

Pattern should start from the corners or edges; not center.
Furthermore designer should have attention to correct forms.



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