

DORSA

Corporate Identity {CI}

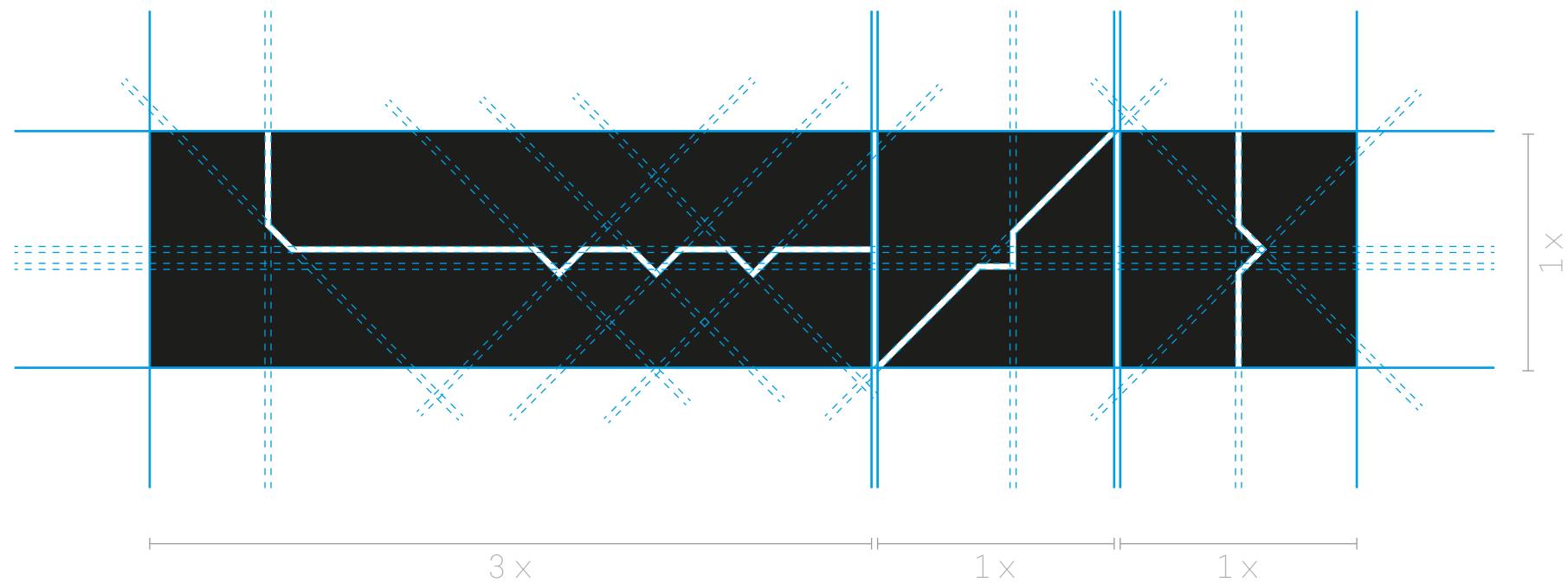


Creative Director / Shahin Fatemi

Art Director / Reza Abedini

Typeface Designer / Damoon Khanjanzadeh

Logo Structure



Logo Fr



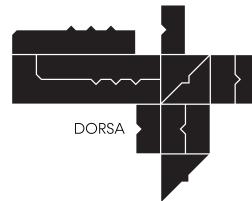
Orginal Logos



01 without logotype



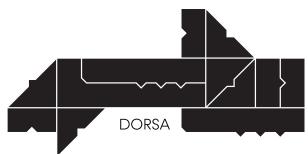
02



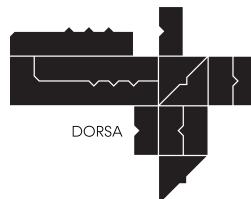
03



04



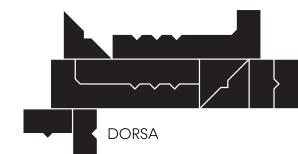
05



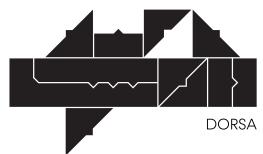
06



07



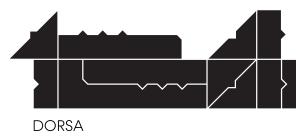
08



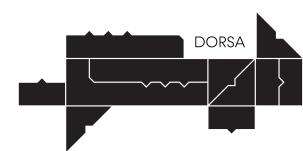
09



10

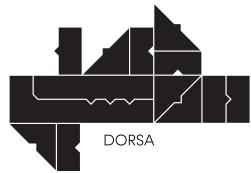


11



12

Orginal Logos



13



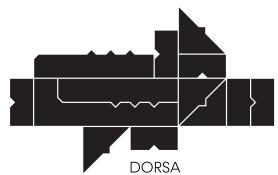
14



15



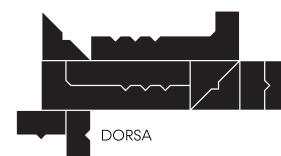
16



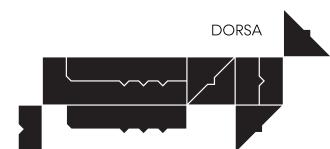
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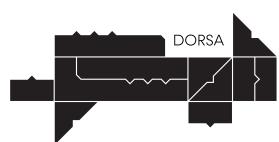
18



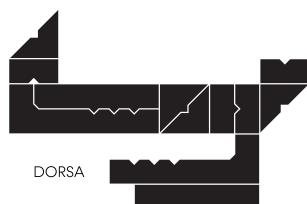
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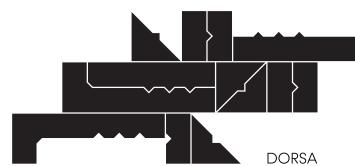
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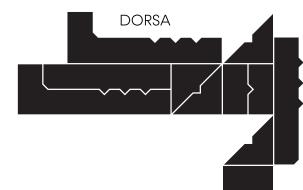
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22

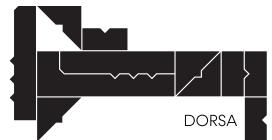


23



24

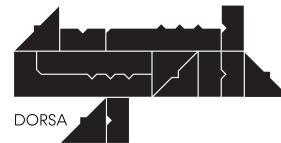
Orginal Logos



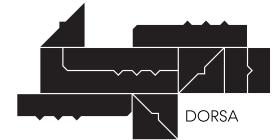
25



26



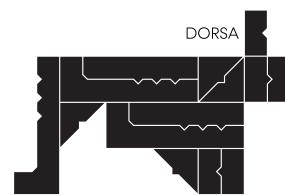
27



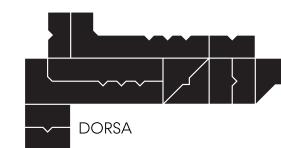
28



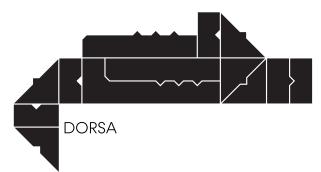
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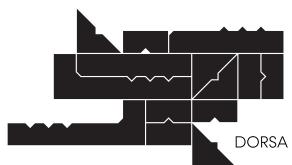
30



31



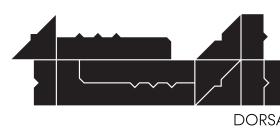
32



33



34



35



36

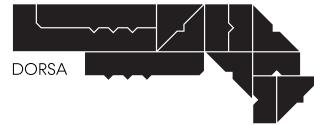
Orginal Logos



37



38



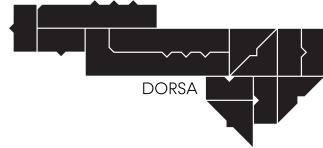
39



40



41



42



43



44



45



46

Logo Type & Sign

- * we only have to use these 3 font styles for logotype and sign
- * Best choice for font style is light

DORSA

REGULAR

DORSA

light

DORSA

hair line

DORSA تهران 1370

REGULAR

DORSA تهران 1370

light

DORSA تهران 1370

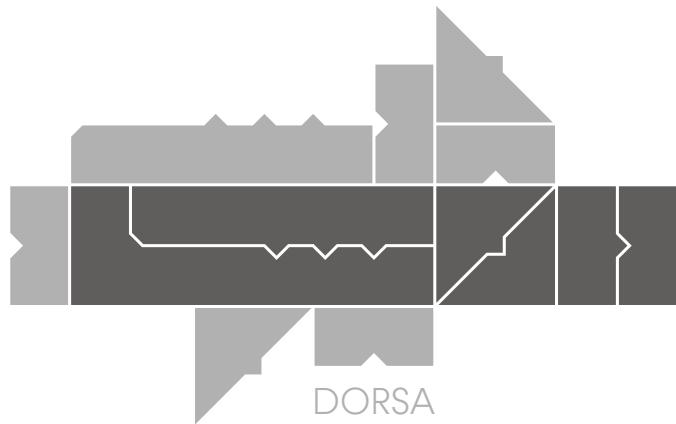
hair line

font

Fractul Alt

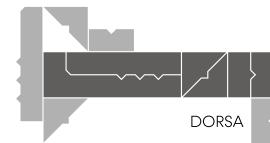
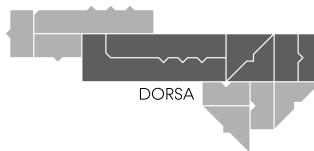
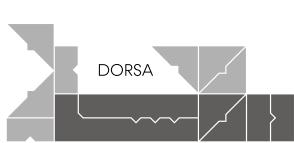
Using Logo With Logotype

- * we have to keep  correctly on the patterns and logo
- * using DORSA logo type with one of the logo that you want



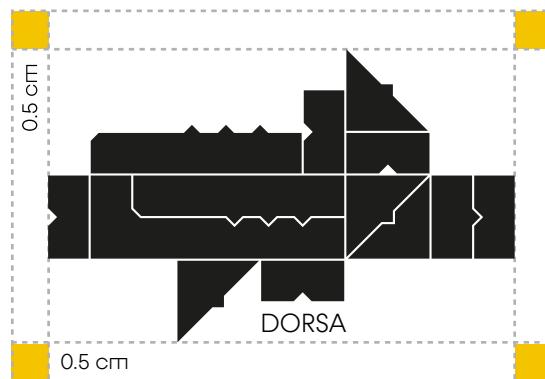
Using Logo With Logotype

- * we have to keep  correctly on the patterns and logo
- * using DORSA logo type with one of the logo that you want

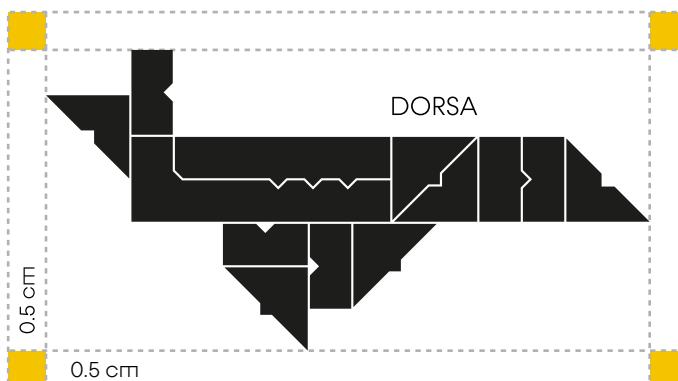


Clear Space & Minimum Size

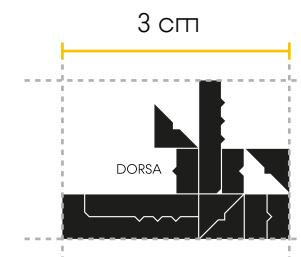
- * it's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way.



Clear space around the logo

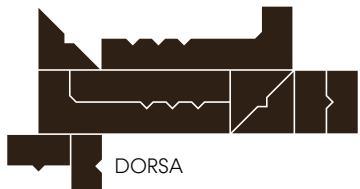


Clear space around the logo

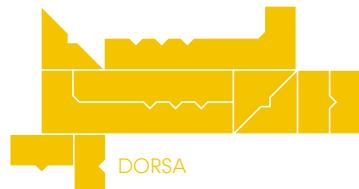


minimum size

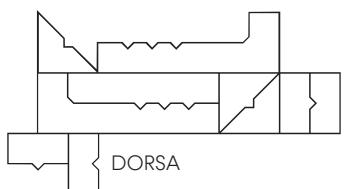
Logo With Colors



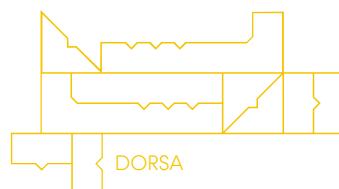
full black



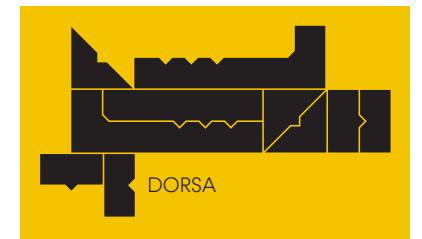
full yellow



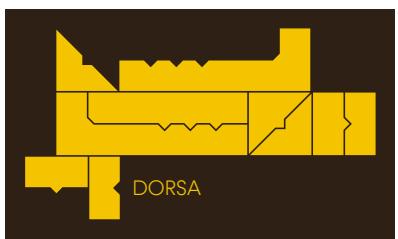
black stroke



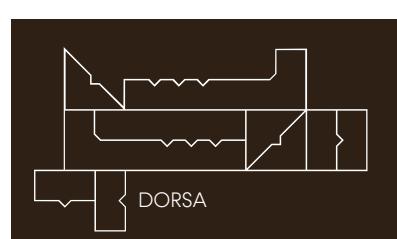
yellow stroke



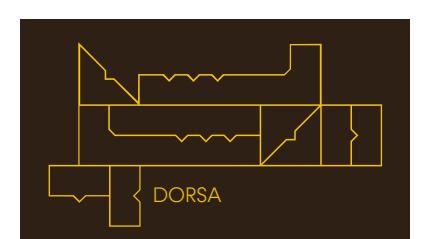
black on yellow



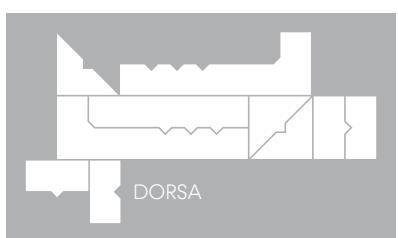
yellow on black



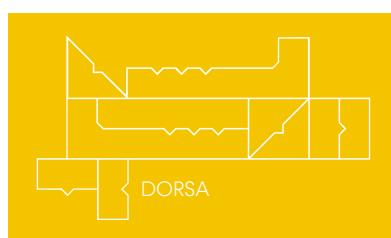
white stroke on black background



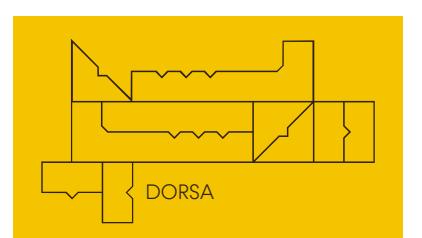
yellow stroke on black background



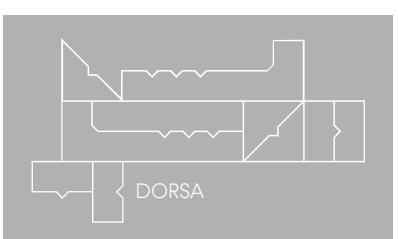
white logo onpicture



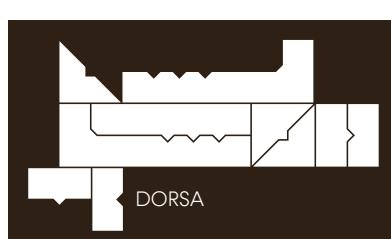
black stroke on yellow background



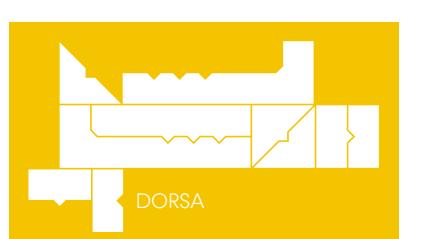
black stroke on yellow background



white stroke onpicture



negative black



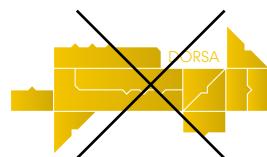
negative yellow

Logo Misuse

- * its important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. its orientation, color and composition should remain as indicated in this document - there are no exceptions.



don't use another colors



don't use gradient



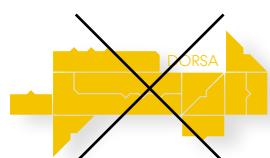
use same color for logo and logotype



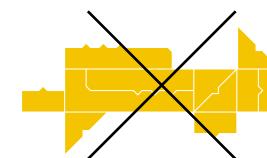
don't stretch



don't make your own logo



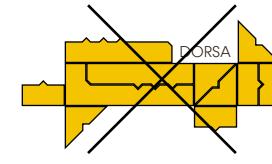
don't use drop shadow



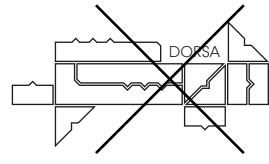
don't use without logo type



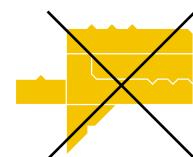
don't use on the other patterns



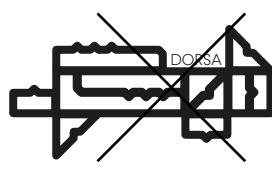
don't do this



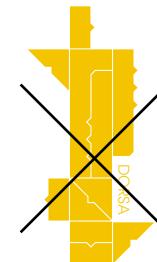
No spacing between strokes



don't crop the logo



don't use thick strokes



don't rotate

Logo Typeface EN

DORSA TEHRAN 1370

DORSA TEHRAN 1370



Fractual Alt Thin
Fractual Alt Light
Fractual Alt Regular

Color Use

DORSA TEHRAN 1370

Logo Misuse



don't use another colors



don't use gradient



use same color for logo and logotype



don't stretch



don't use drop shadow



don't do this



don't do this



don't make your own logo



don't crop the logo



don't use on the other patterns



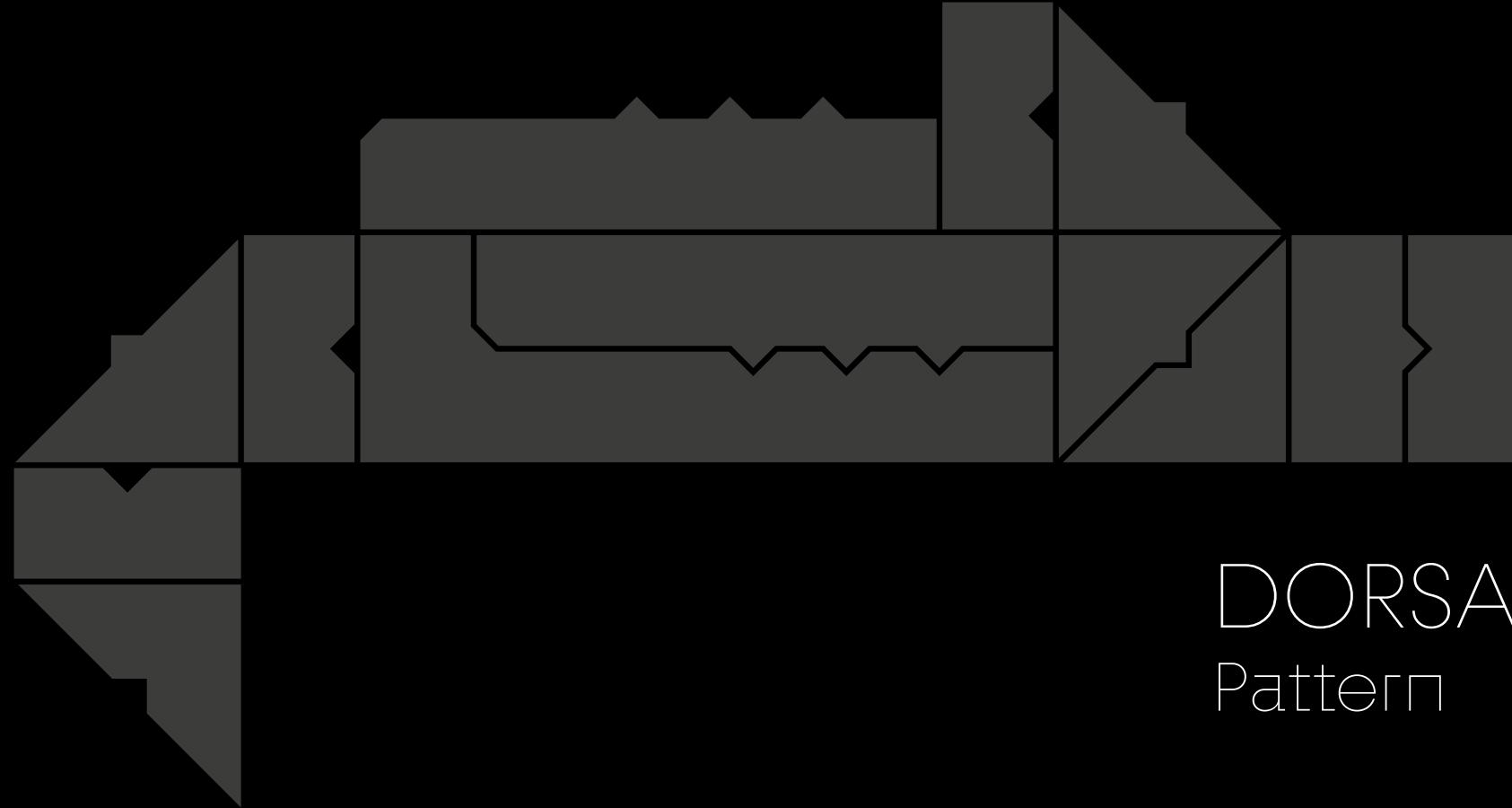
don't rotate

Logo Use Pattern

DORSA TEHRAN1370 درساتهران ۱۳۷۰ DORSA TEHRAN1370 DORSA

important

DORSA TEHRAN1370 درساتهران ۱۳۷۰ DORSA TEHRAN1370 DORSA TEHRAN1370 درساتهران ۱۳۷۰ DORSA TEHRAN1370 DORSA TEHRAN1370 DORSA

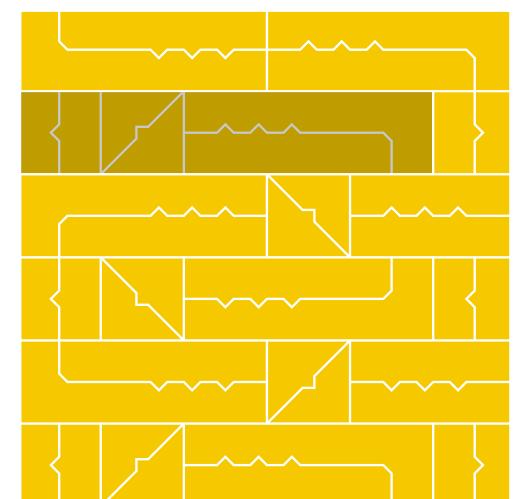
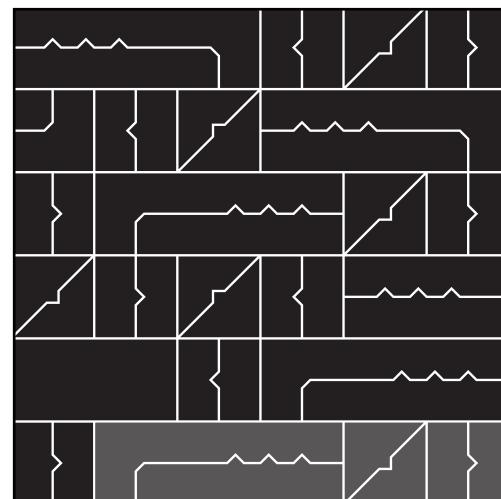
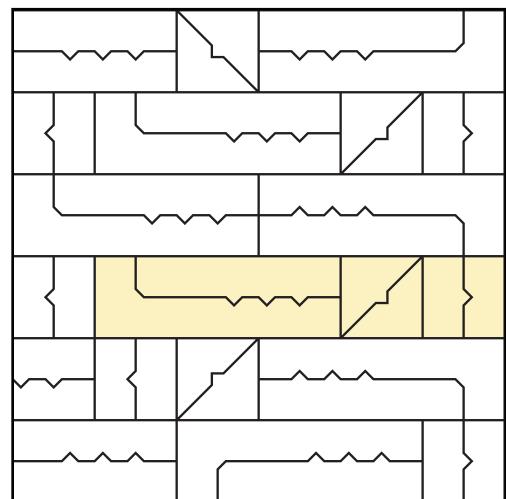


DORSA
Pattern

General Pattern

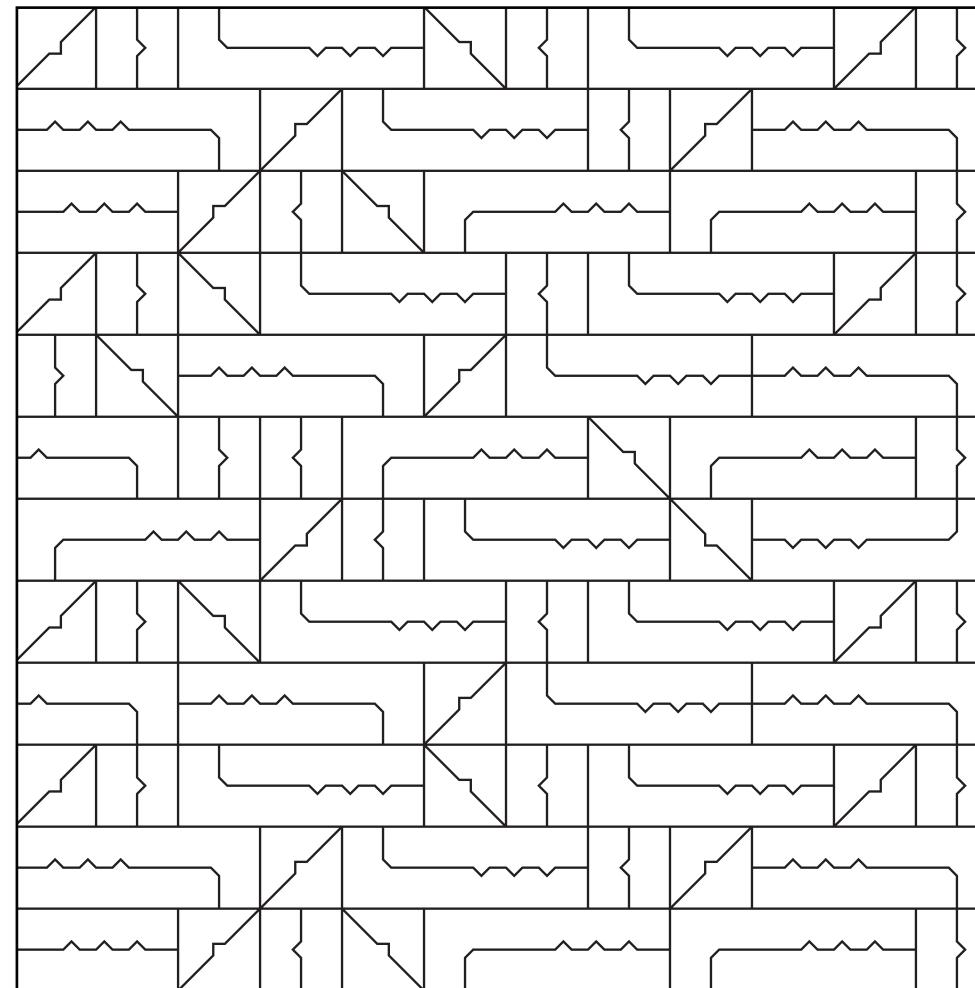
* DORSA Read In Pattern

* Pattern With Colors

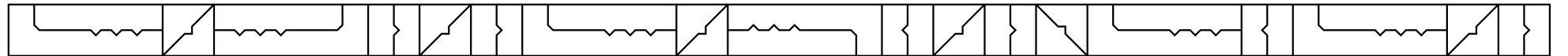


General Pattern

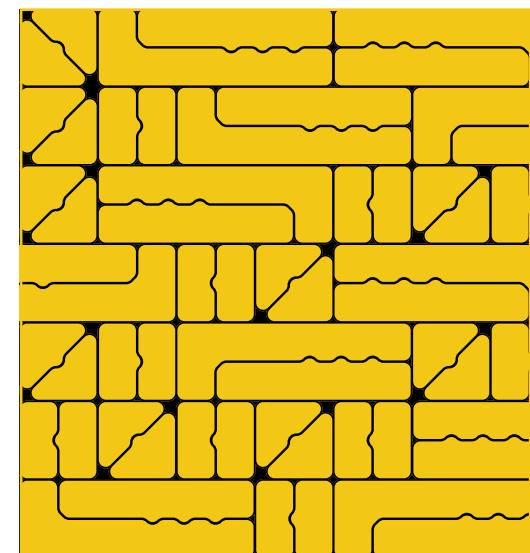
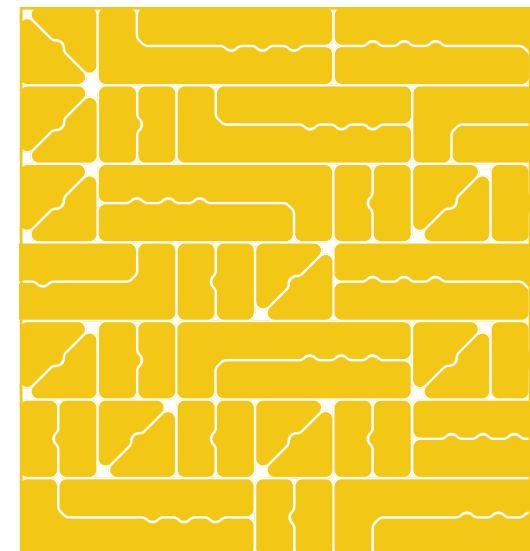
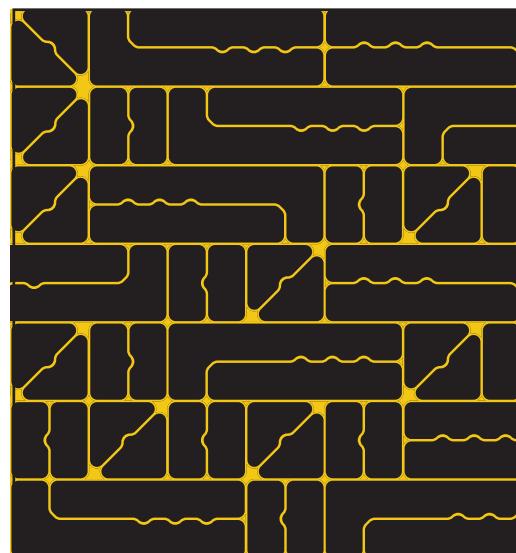
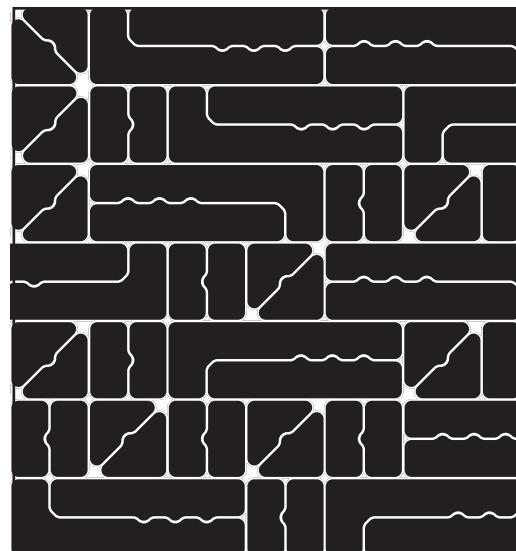
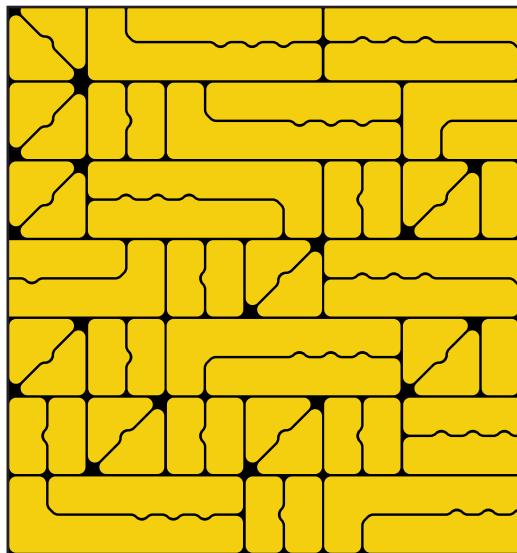
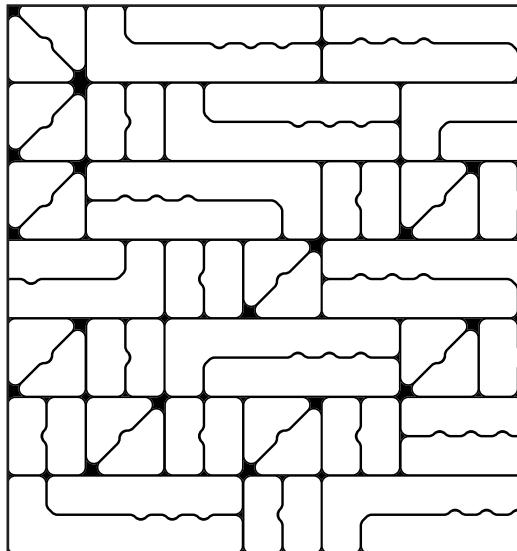
- * Use Pattern With Rotation



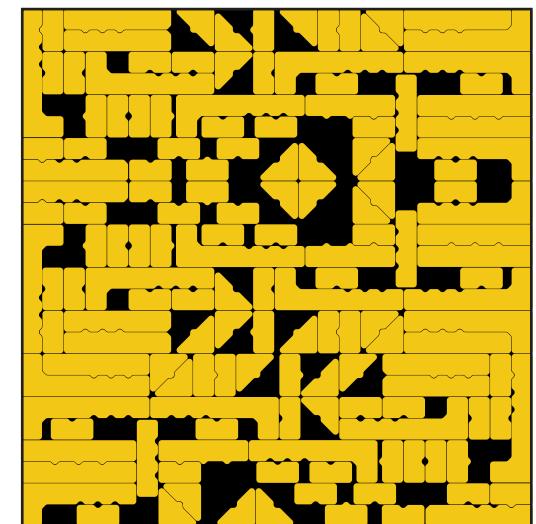
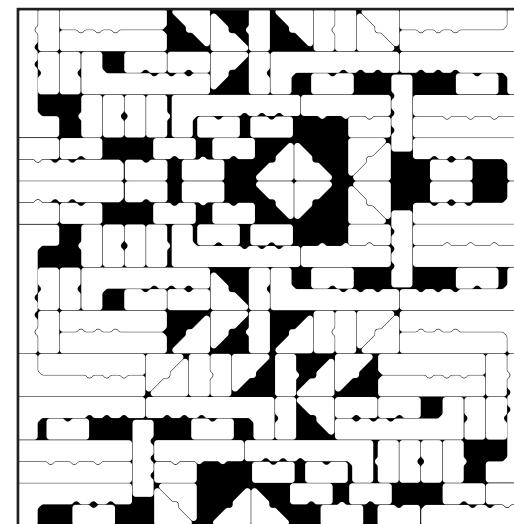
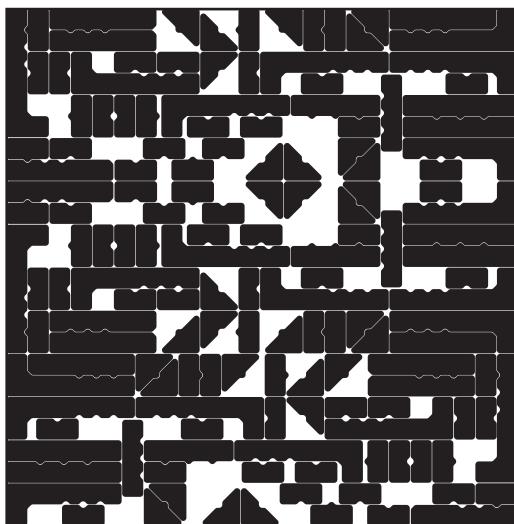
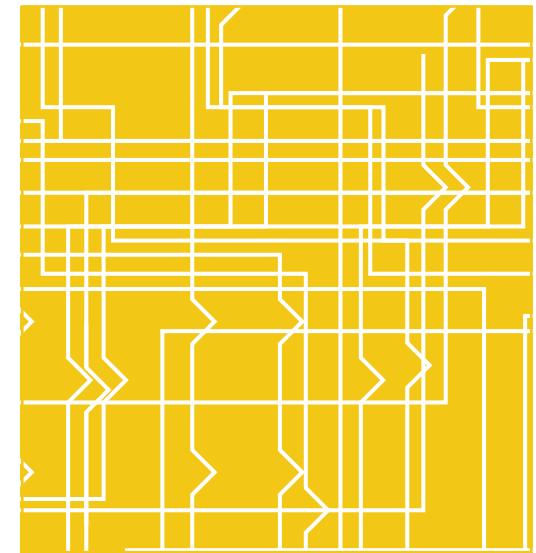
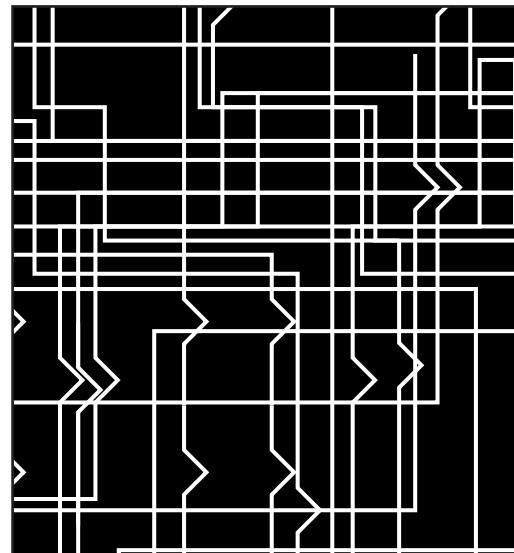
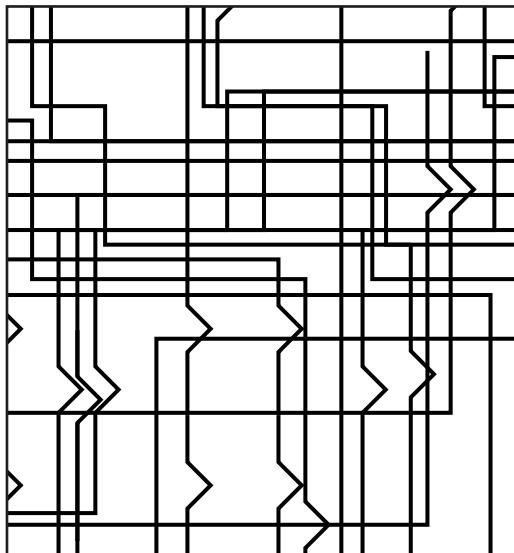
Line of Pattern



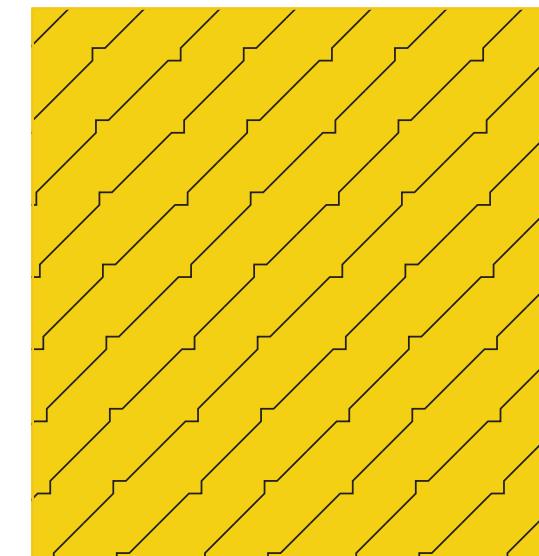
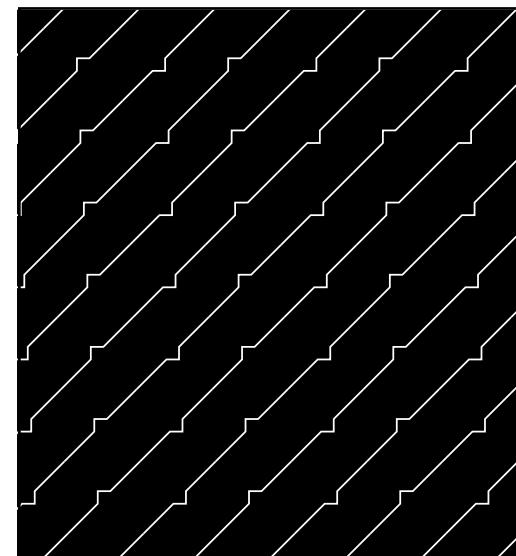
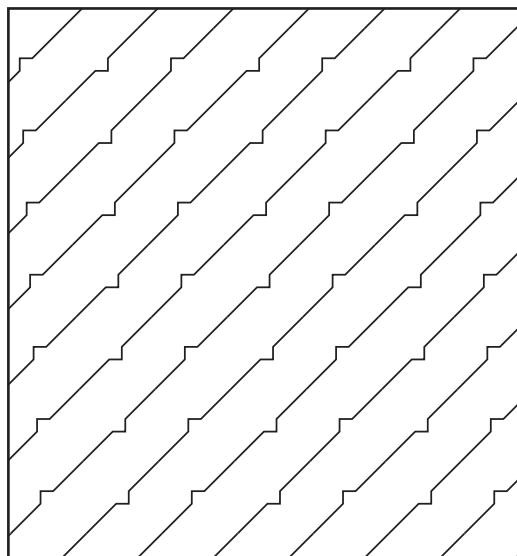
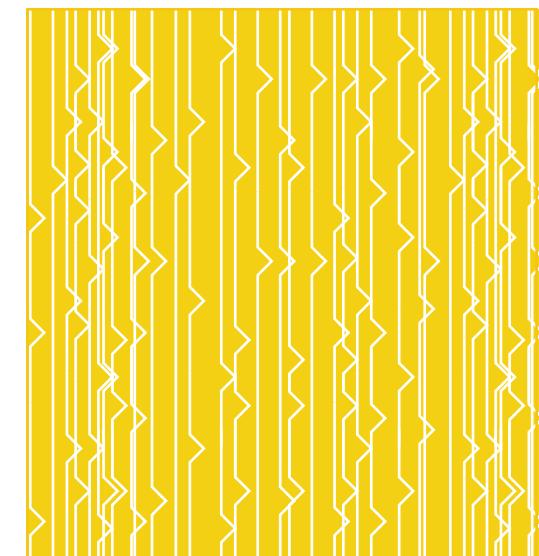
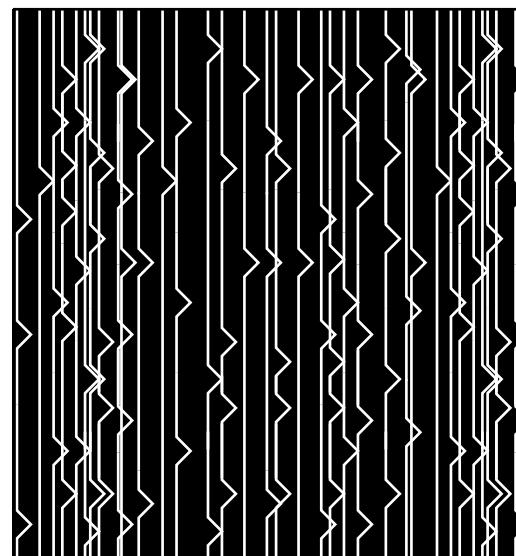
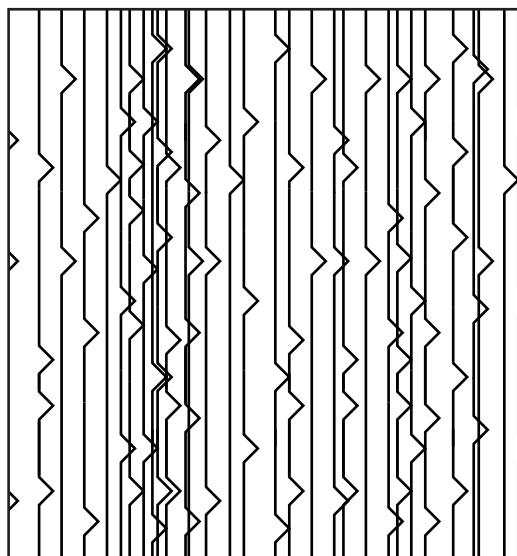
Primary Patterns



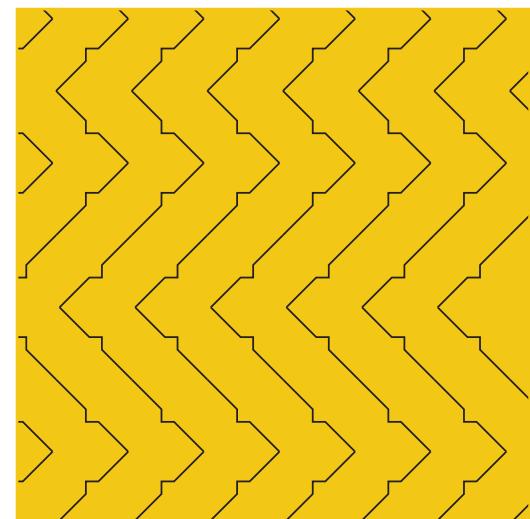
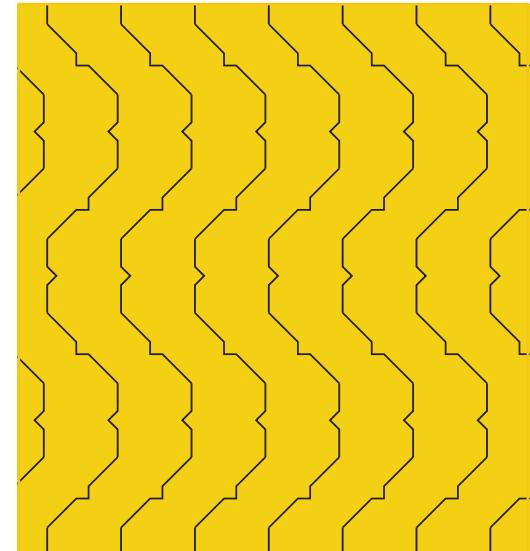
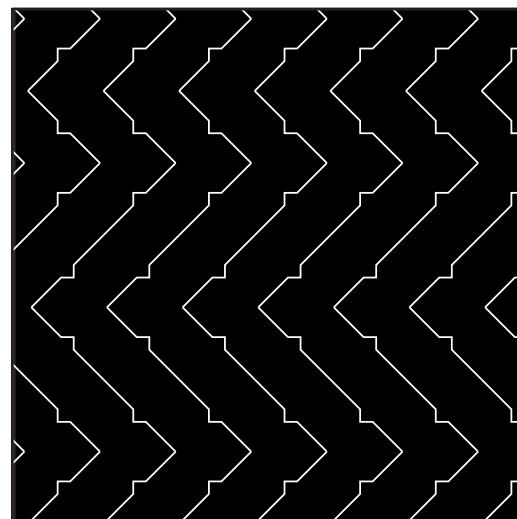
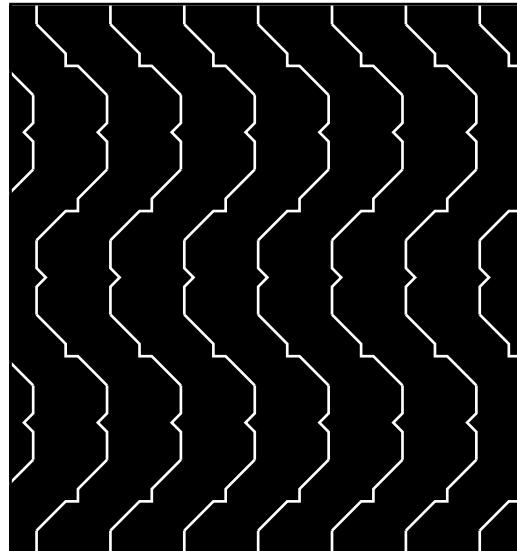
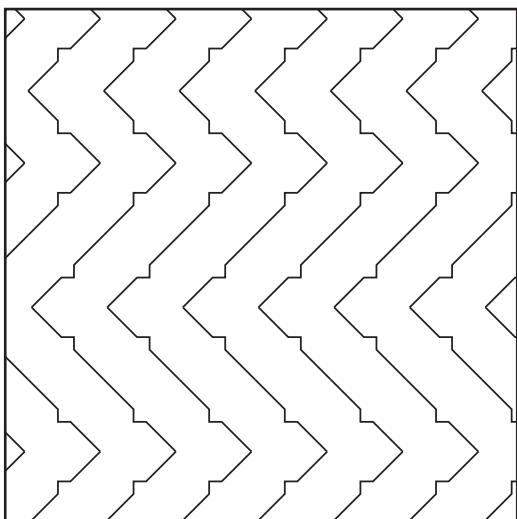
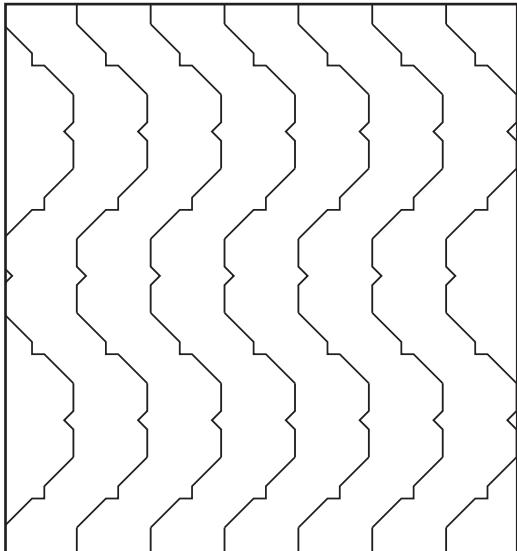
Primary Patterns



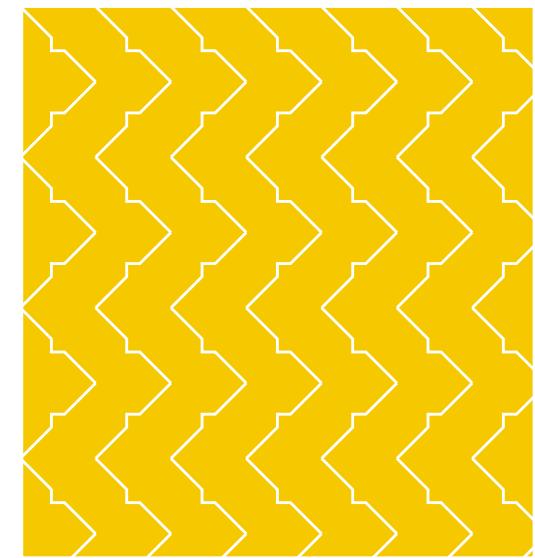
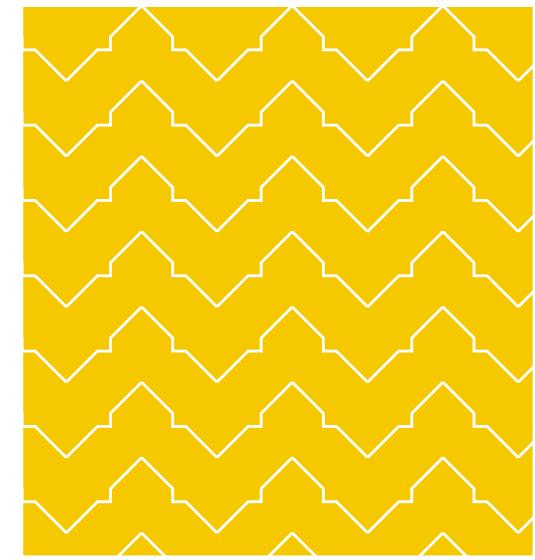
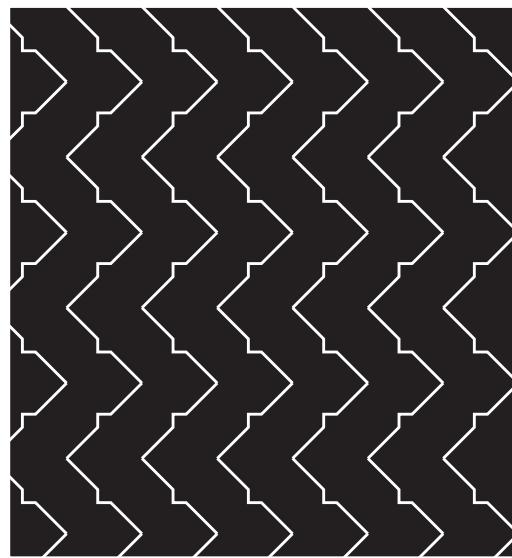
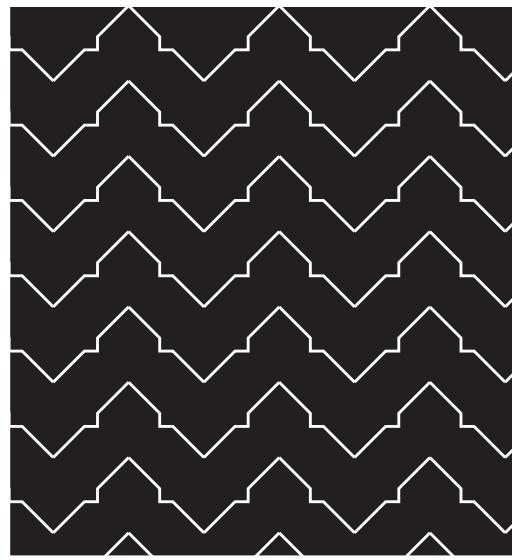
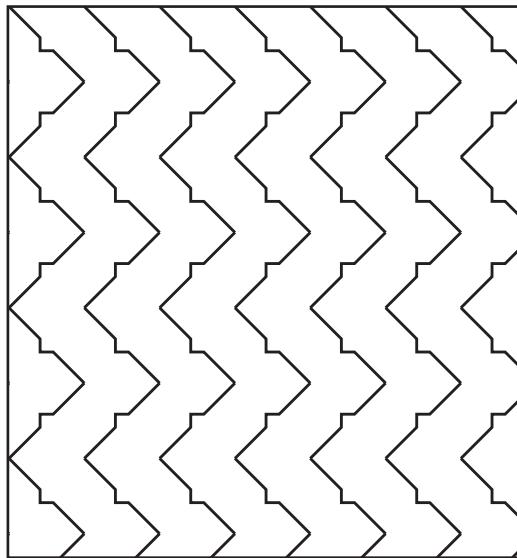
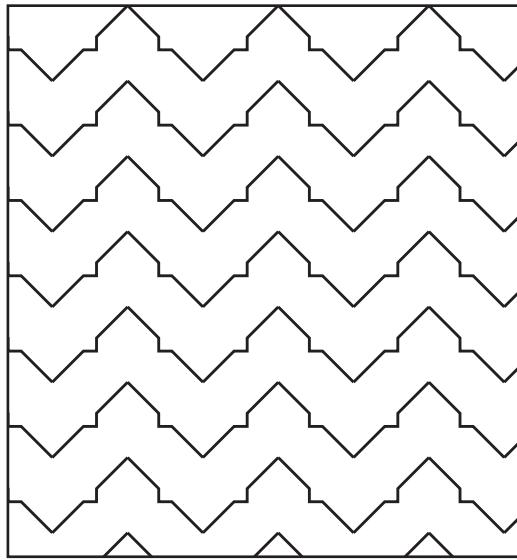
Primary Patterns



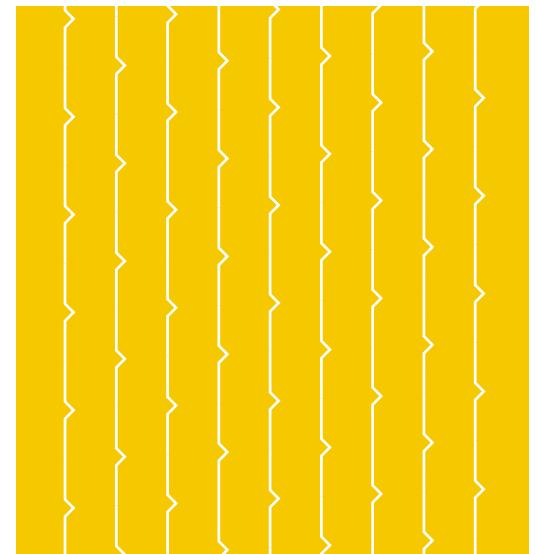
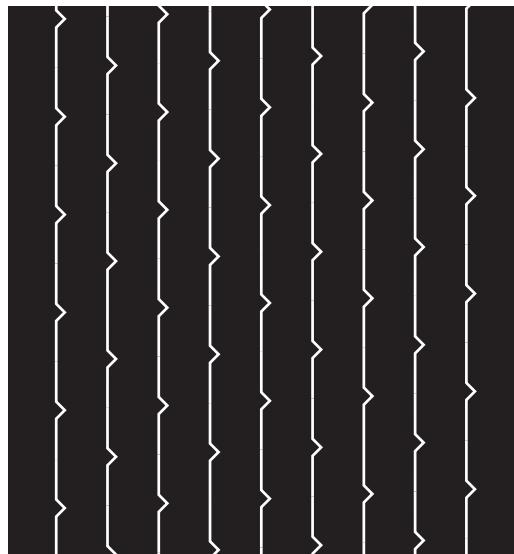
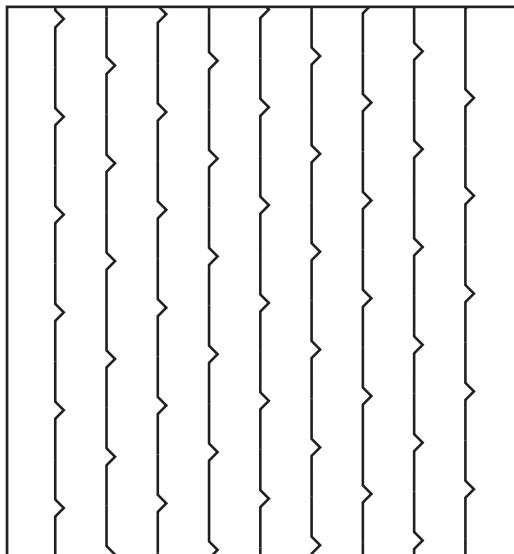
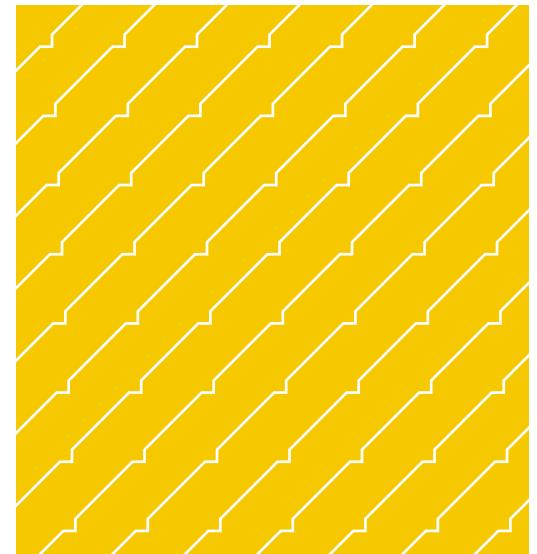
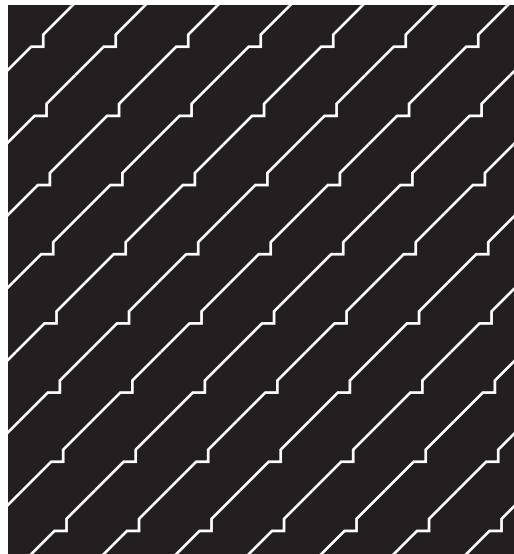
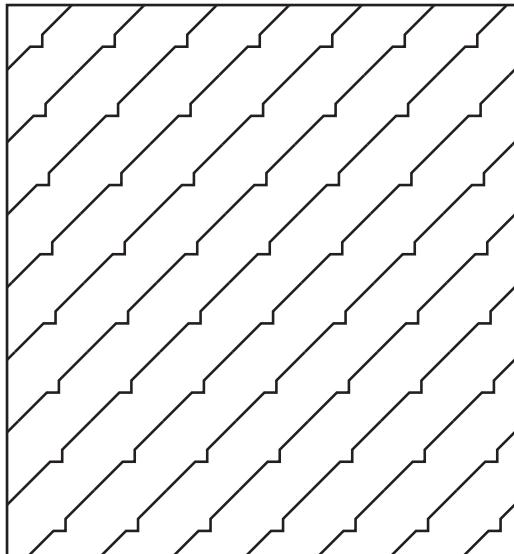
Primary Patterns



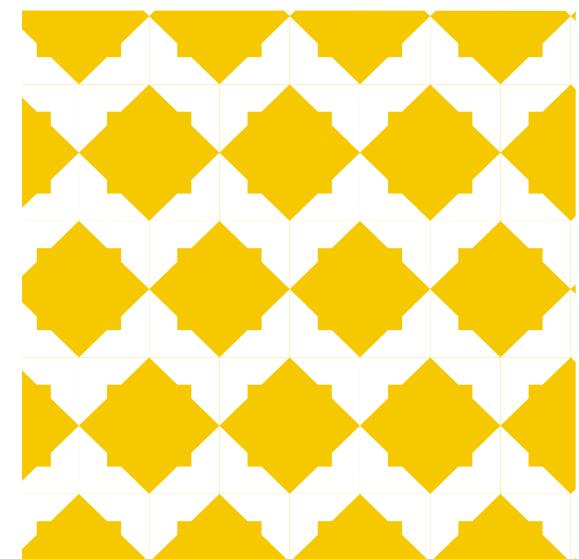
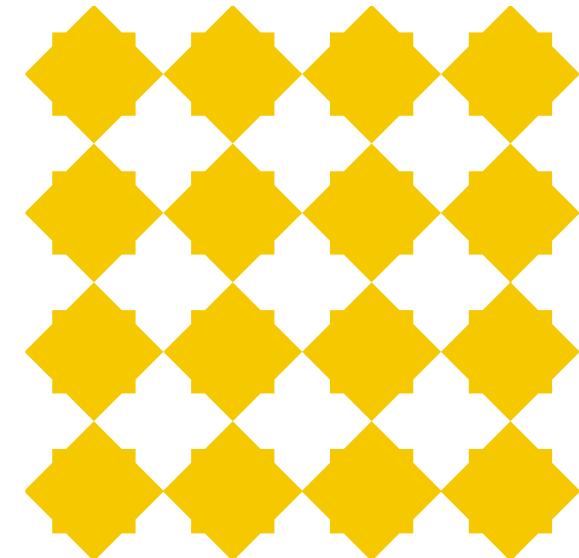
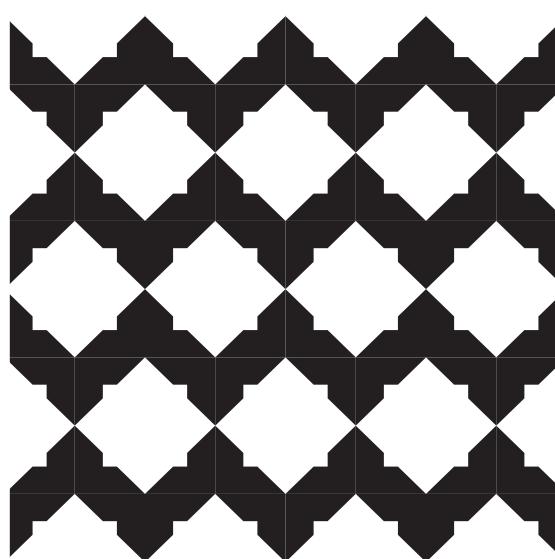
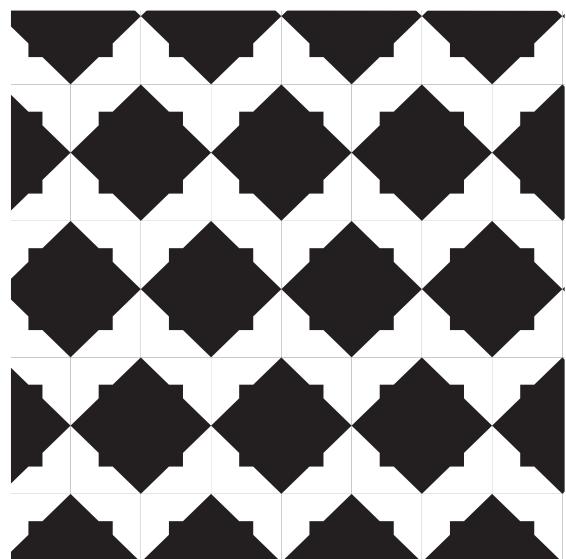
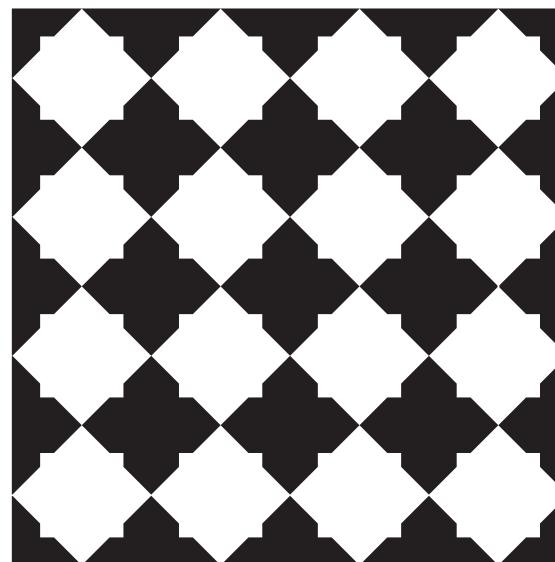
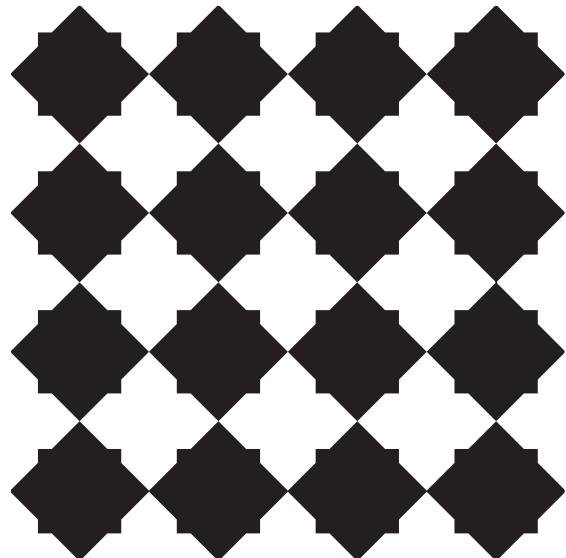
Primary Patterns



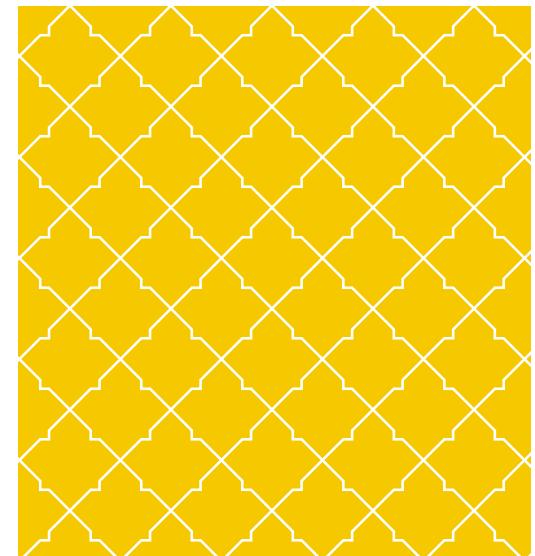
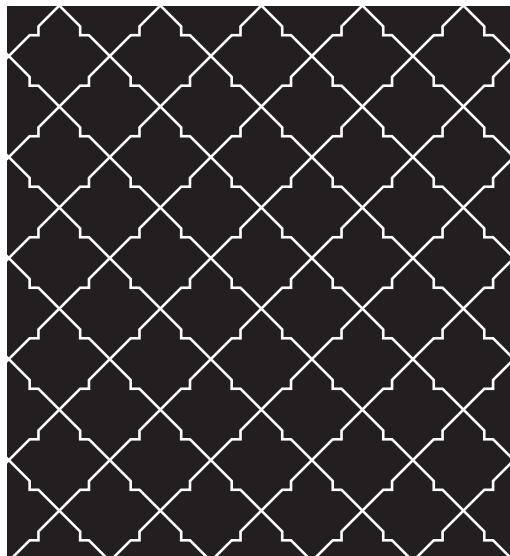
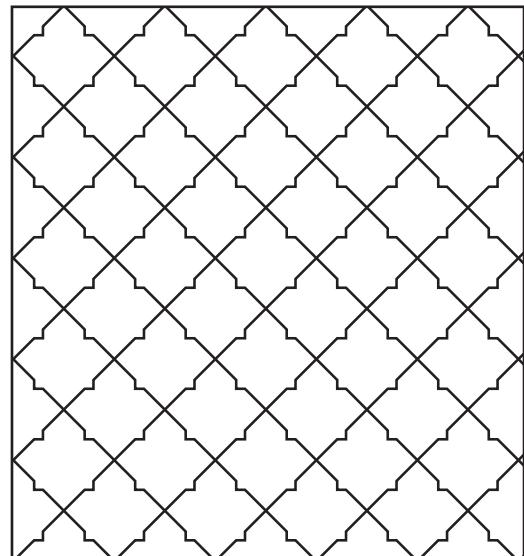
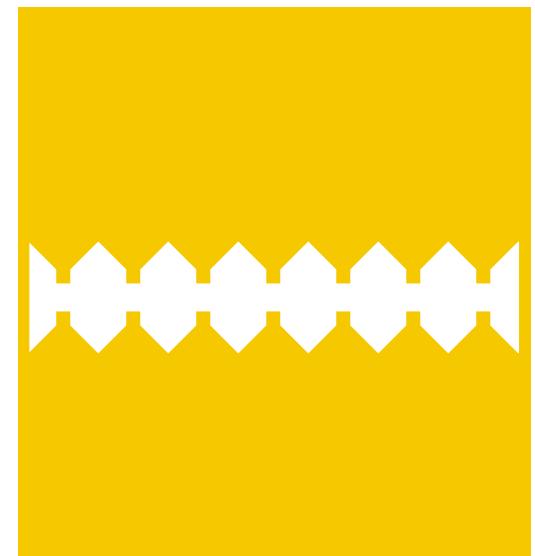
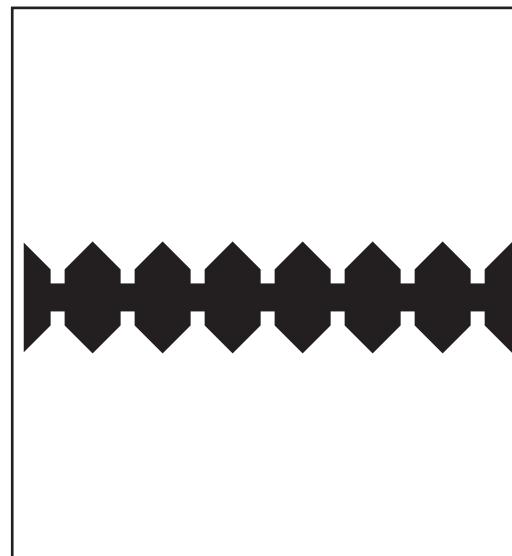
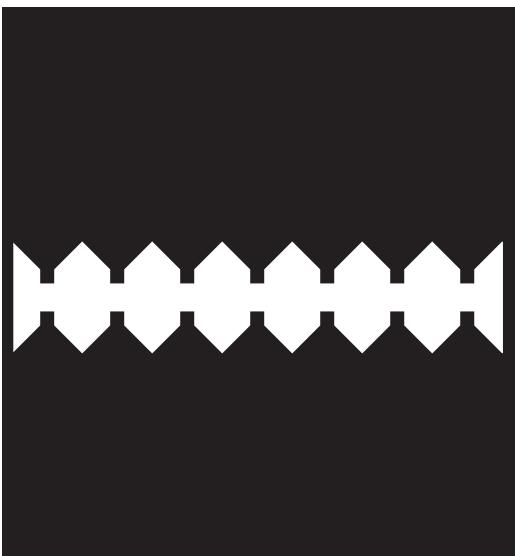
Primary Patterns



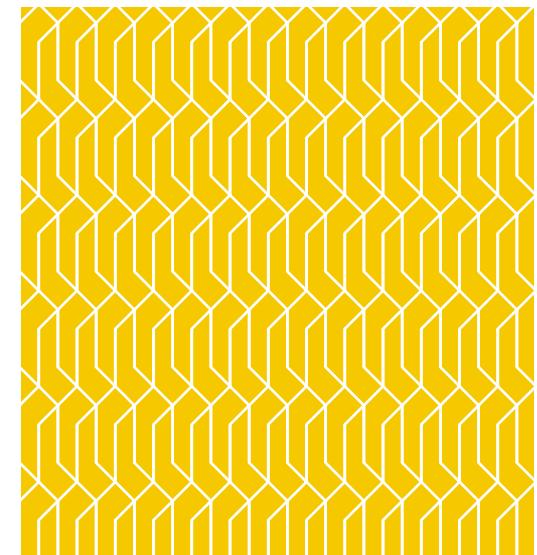
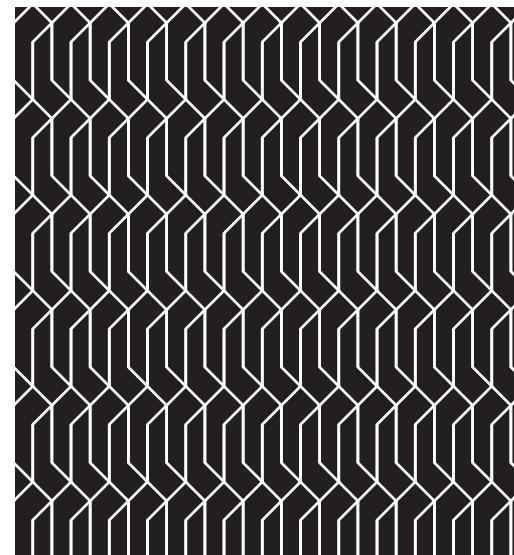
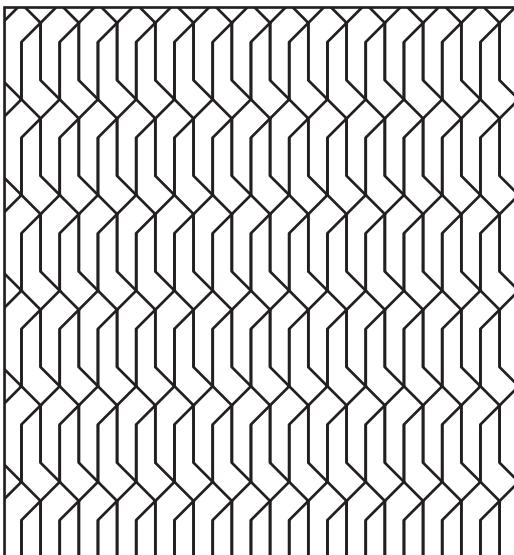
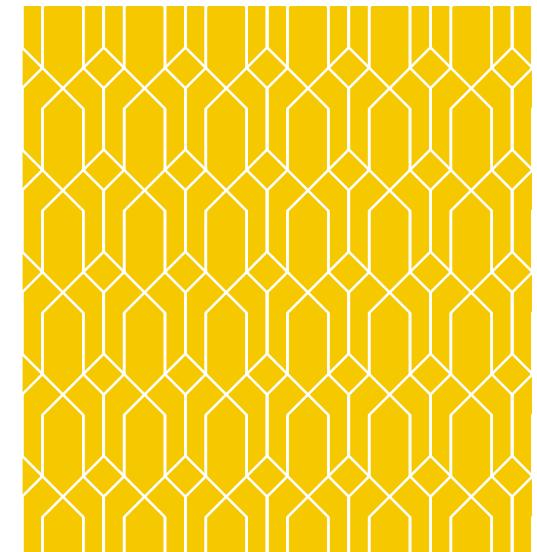
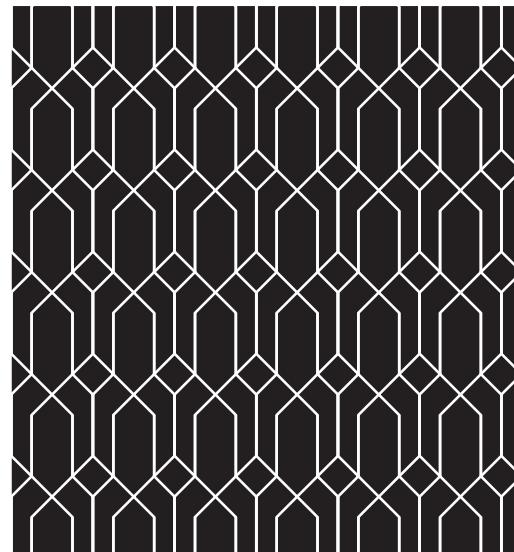
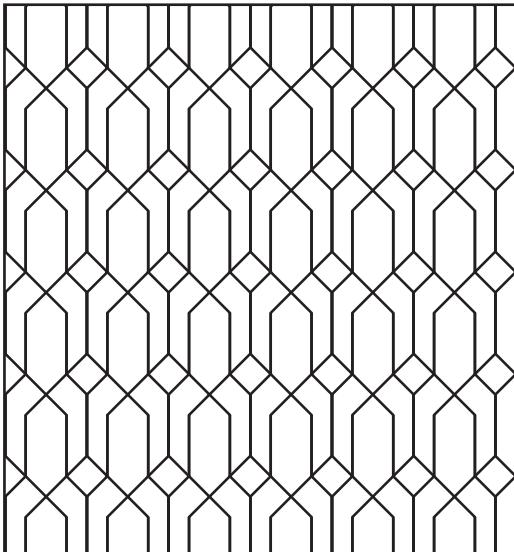
Primary Patterns



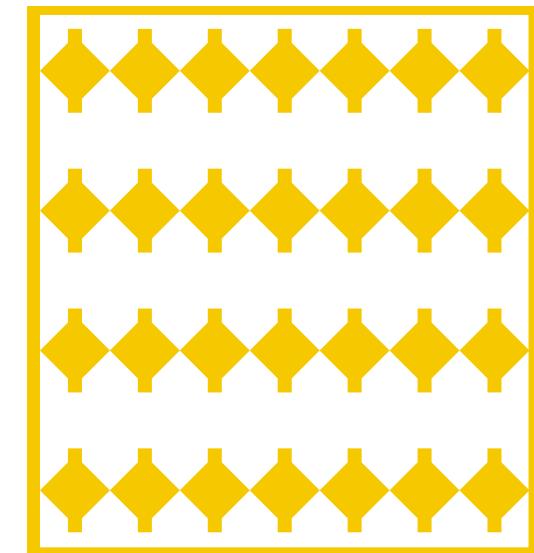
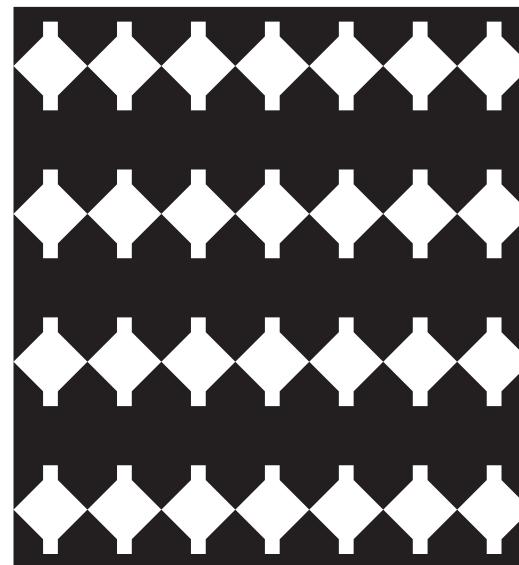
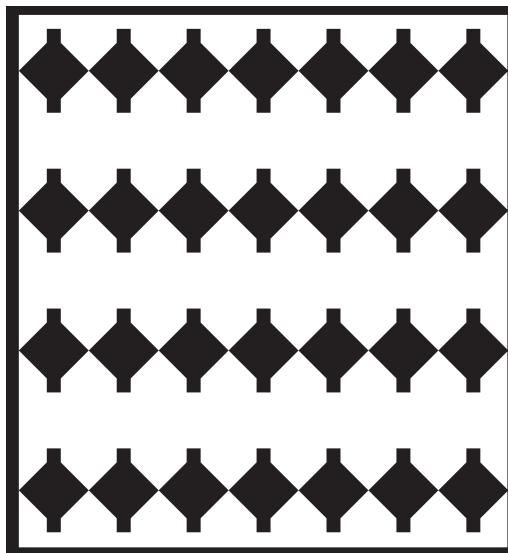
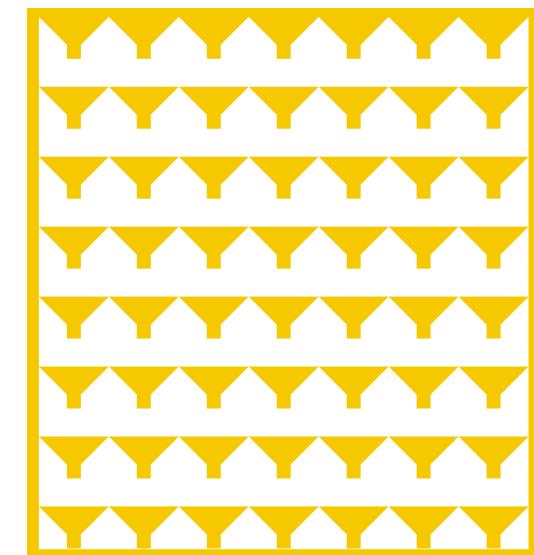
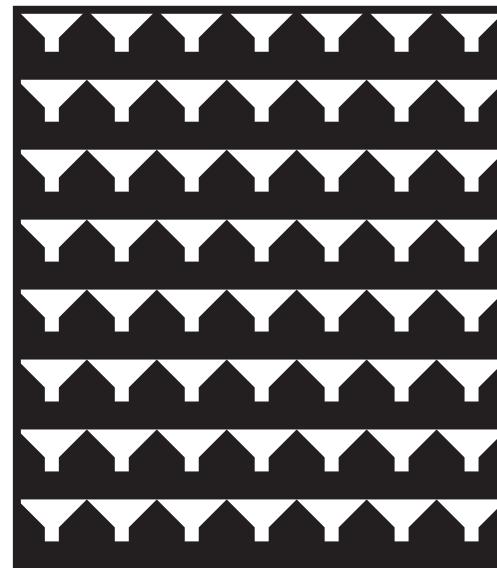
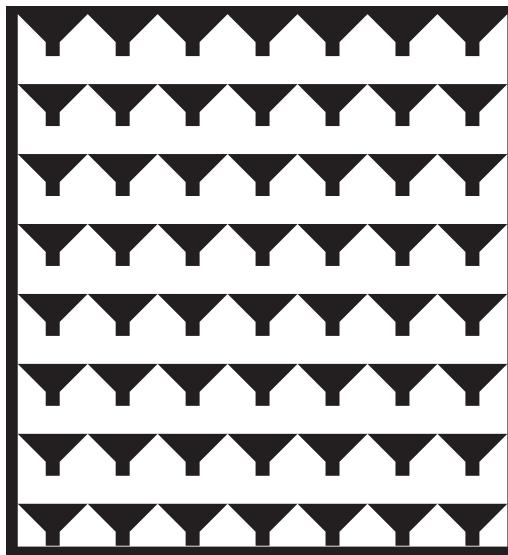
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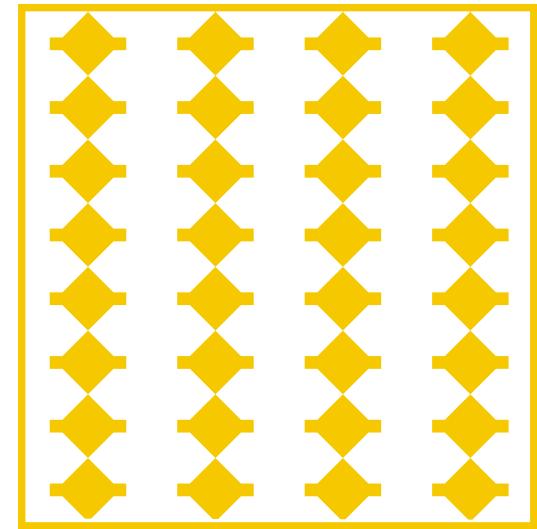
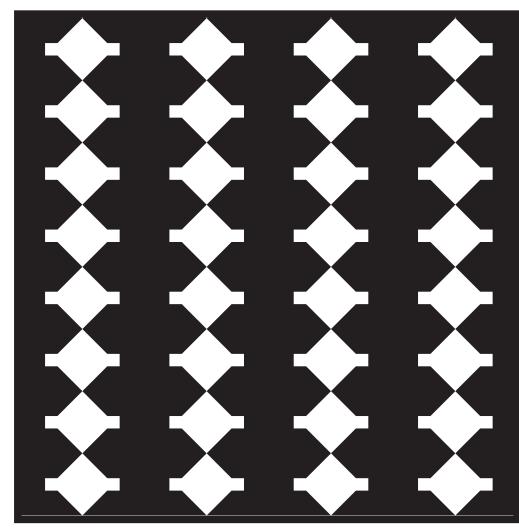
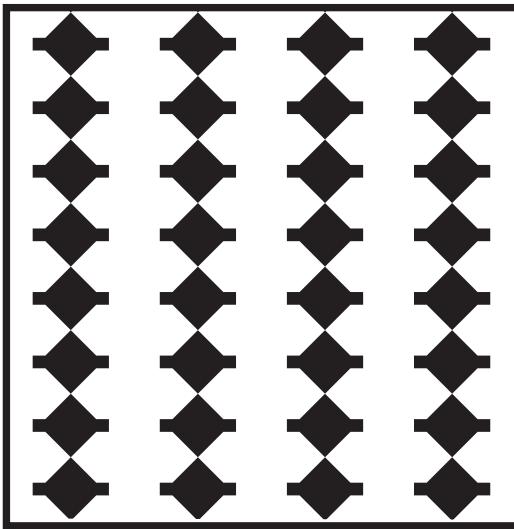
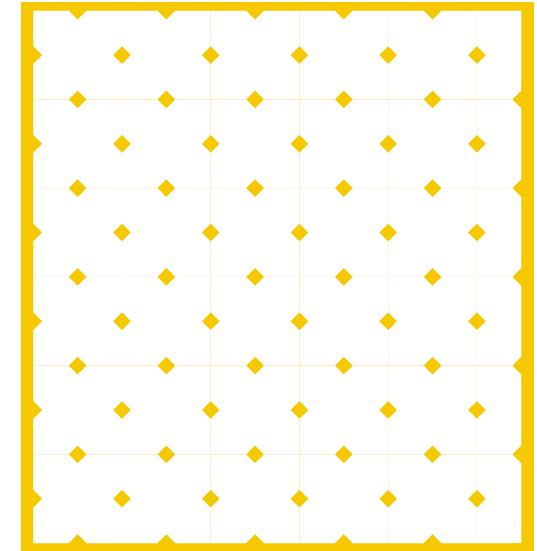
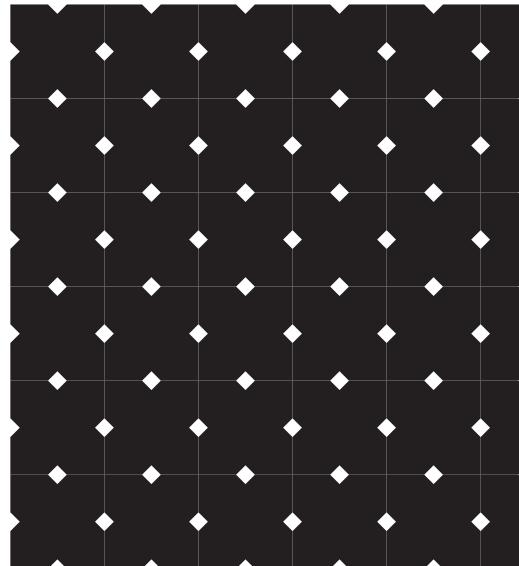
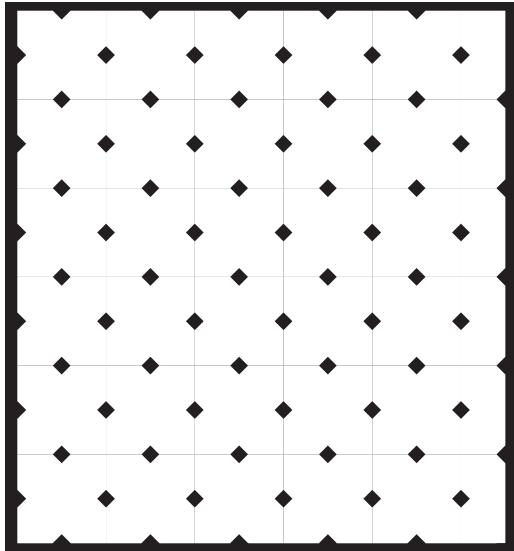
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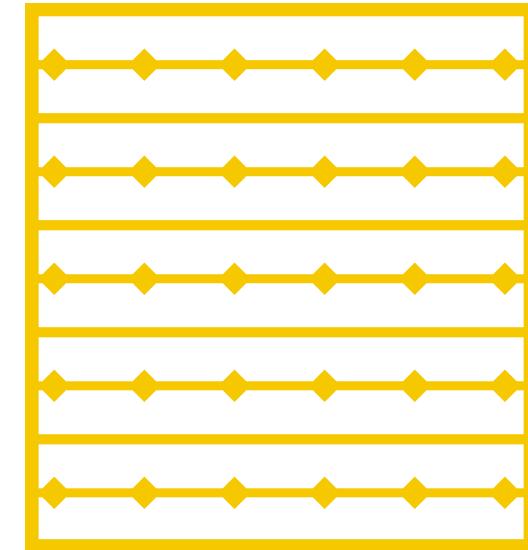
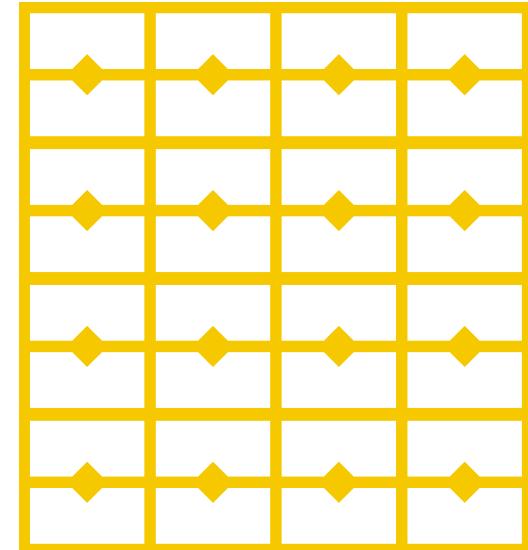
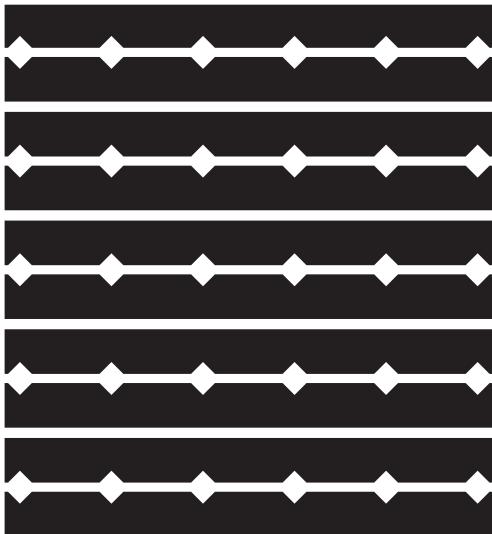
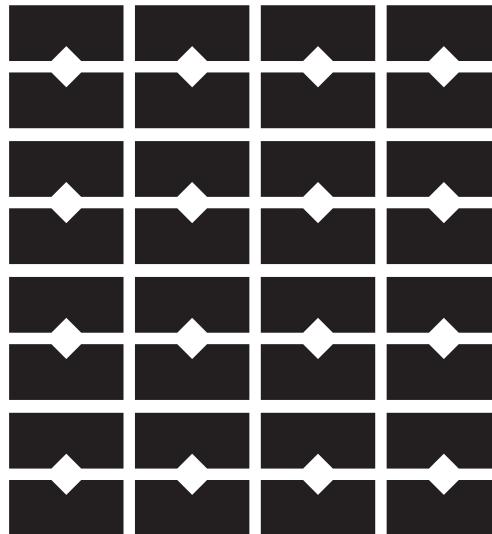
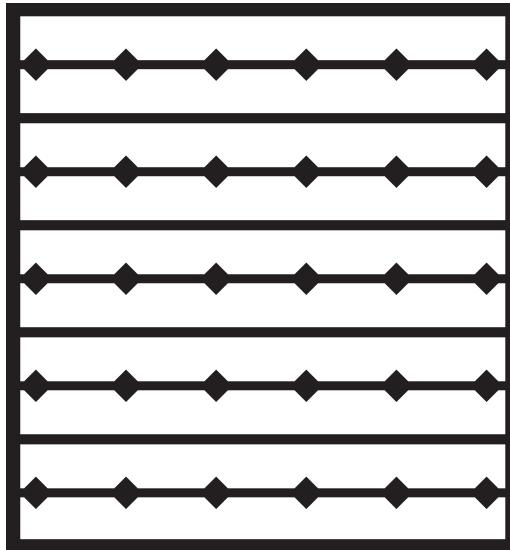
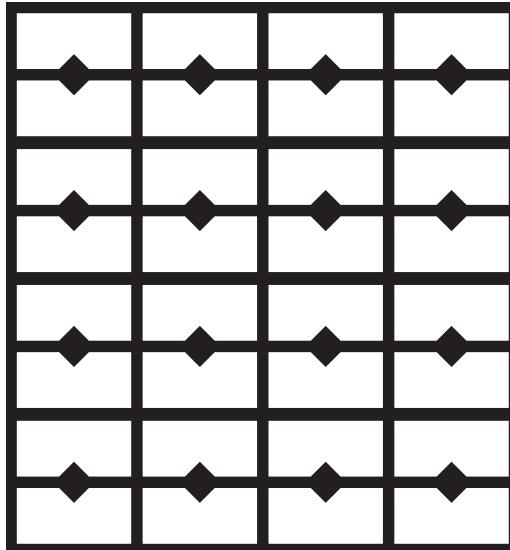
Primary Patterns



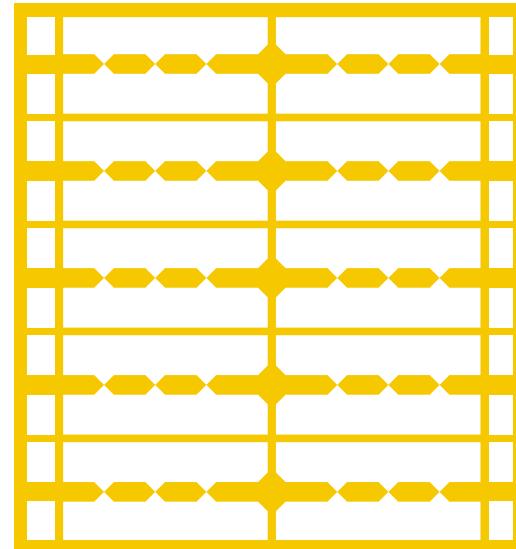
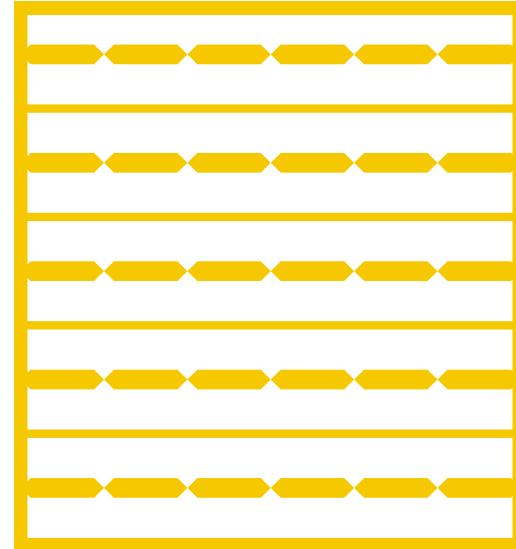
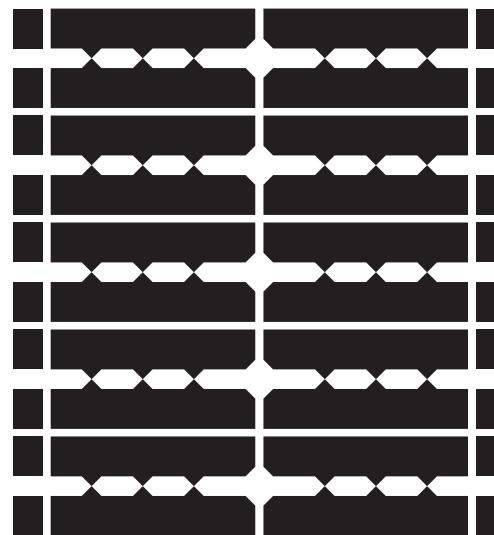
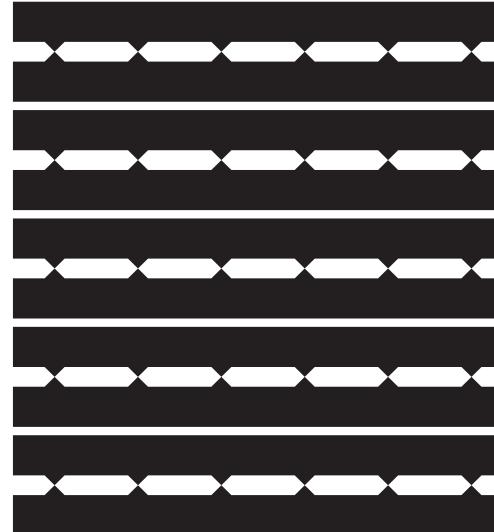
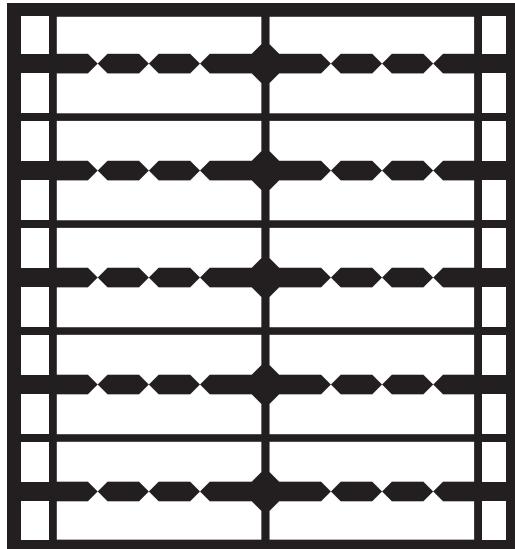
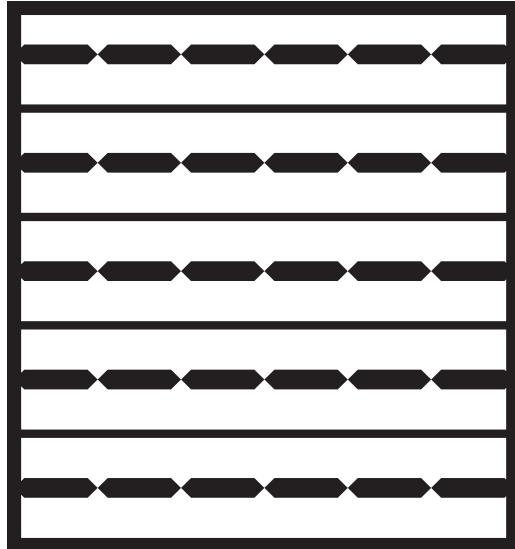
Primary Patterns



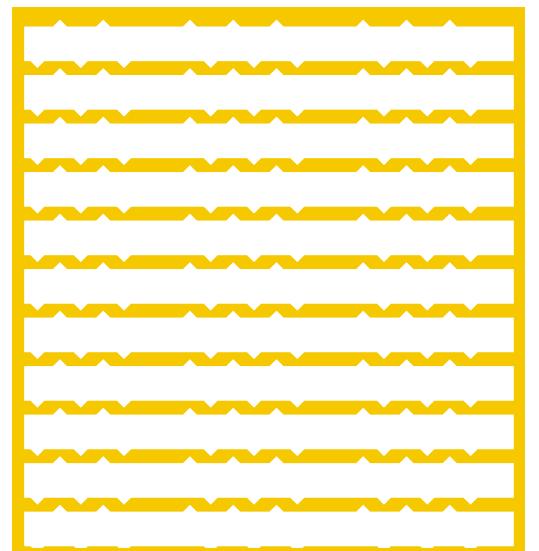
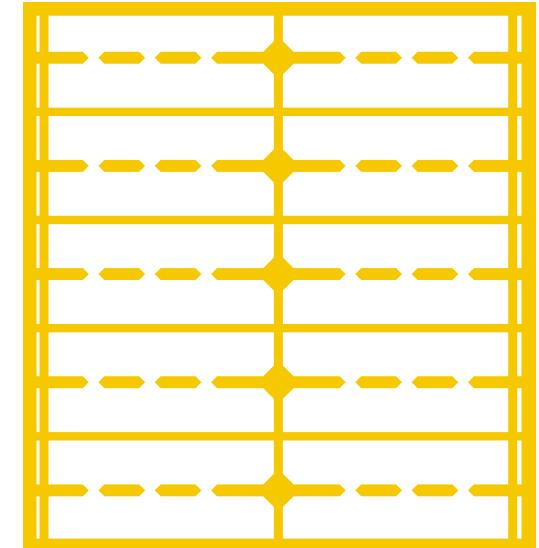
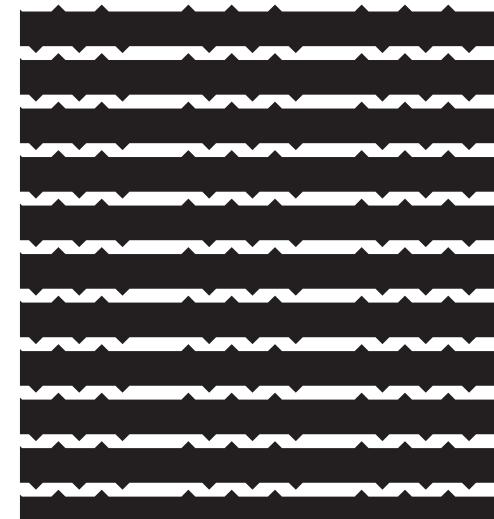
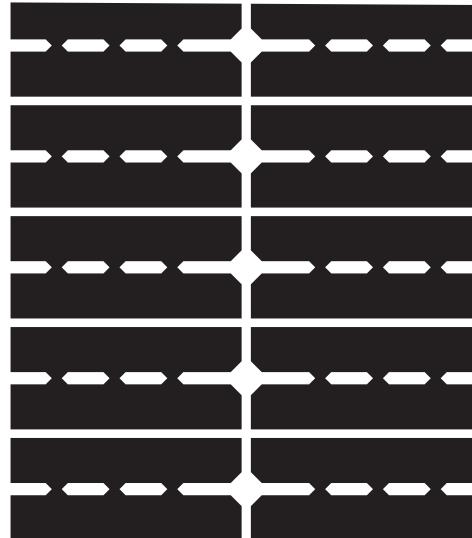
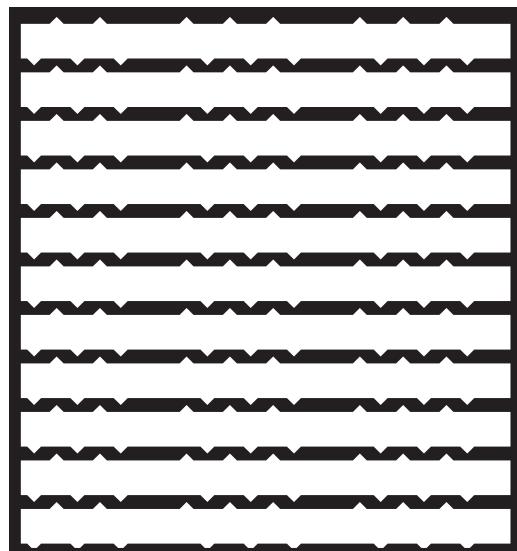
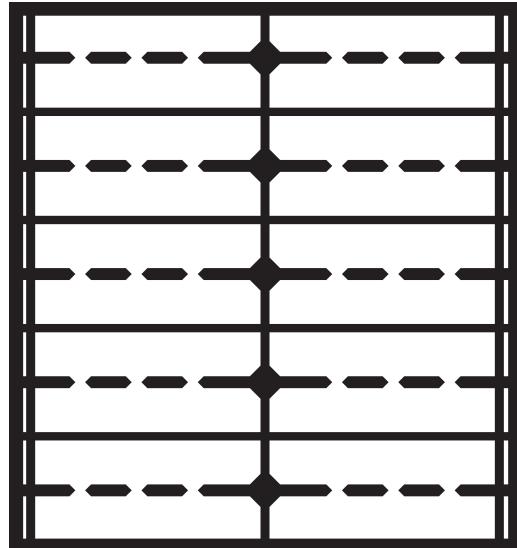
Primary Patterns



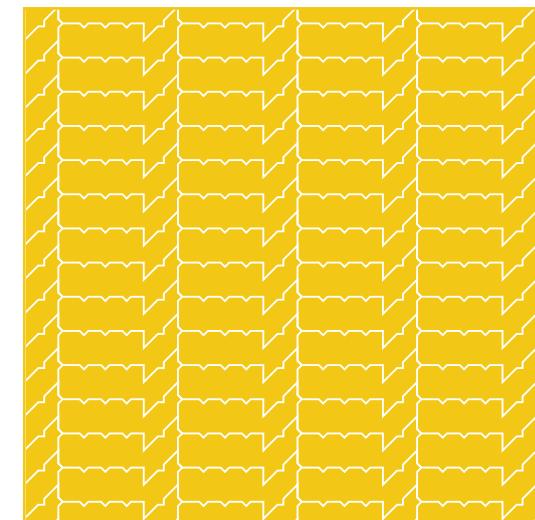
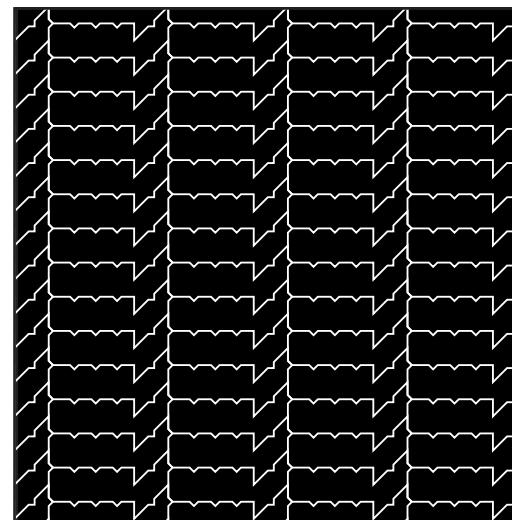
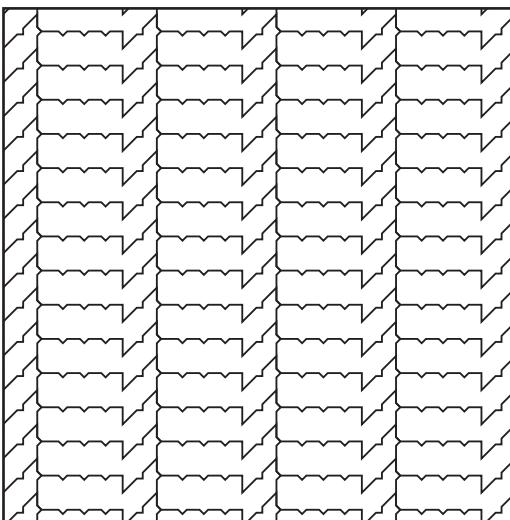
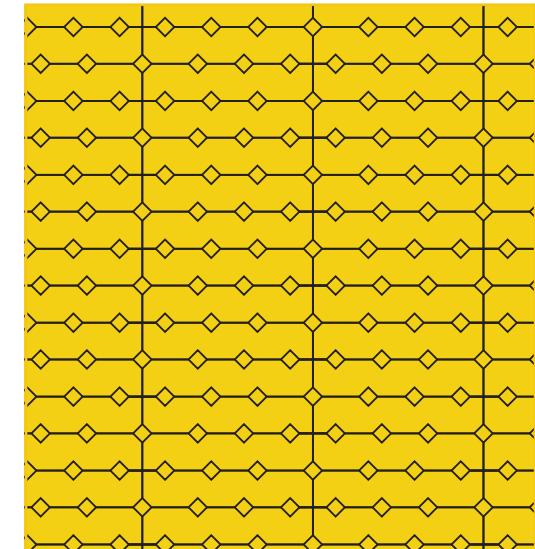
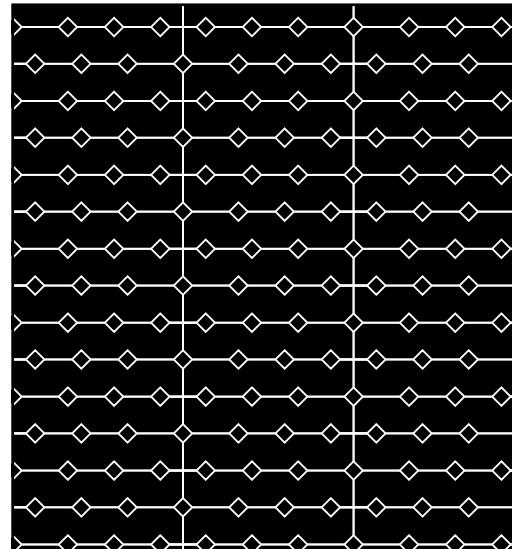
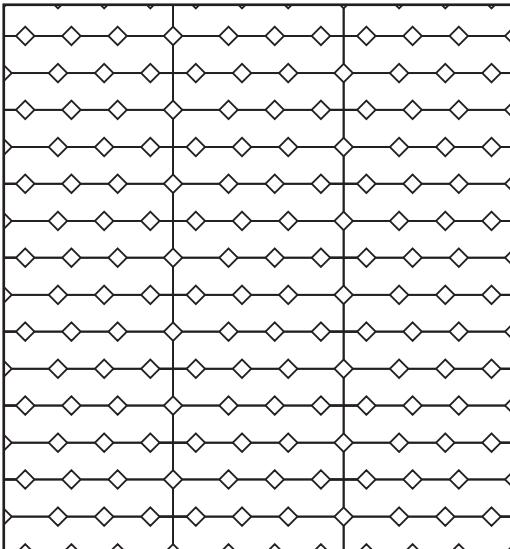
Primary Patterns



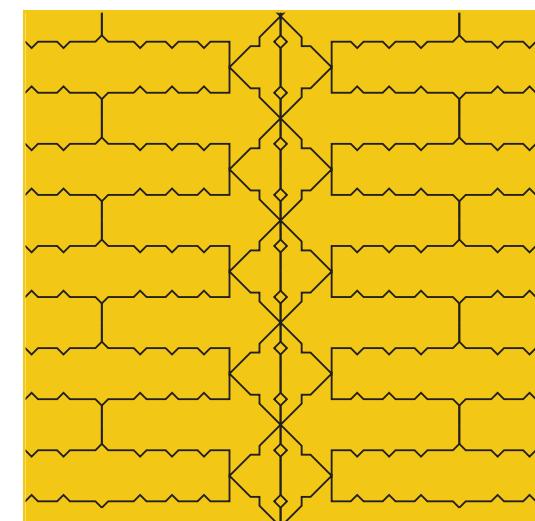
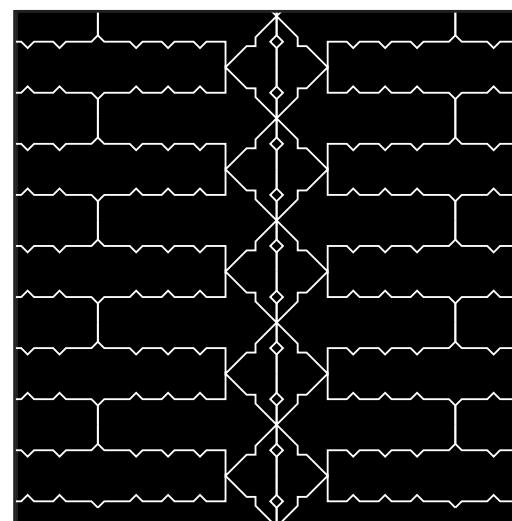
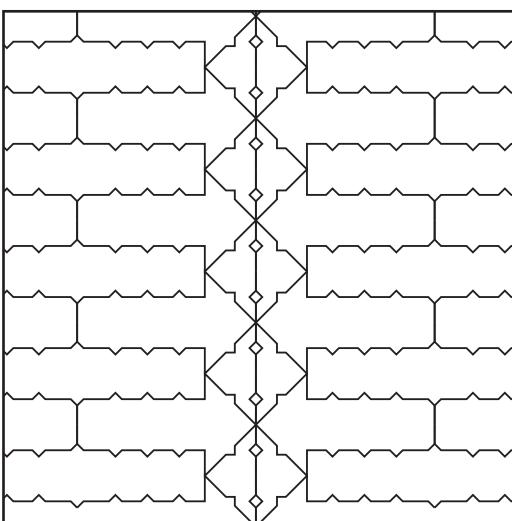
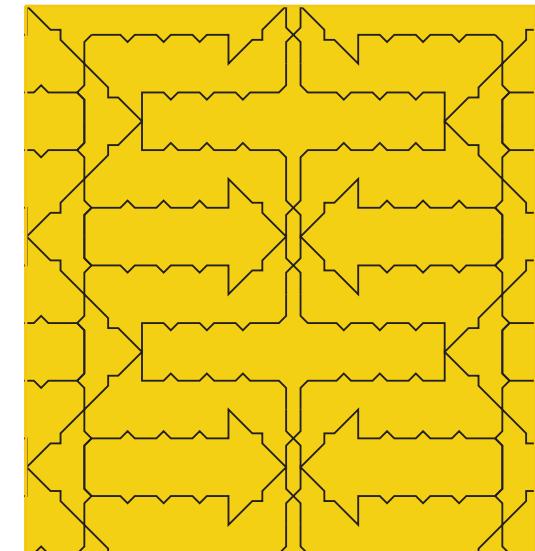
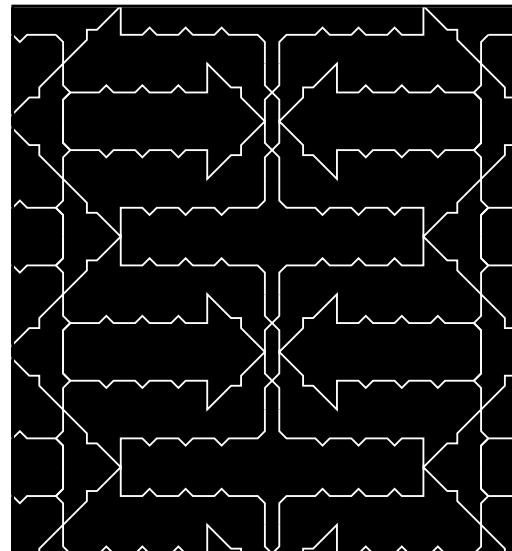
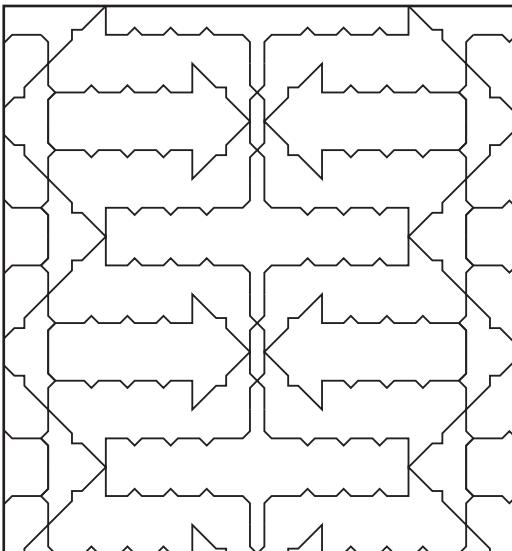
Primary Patterns



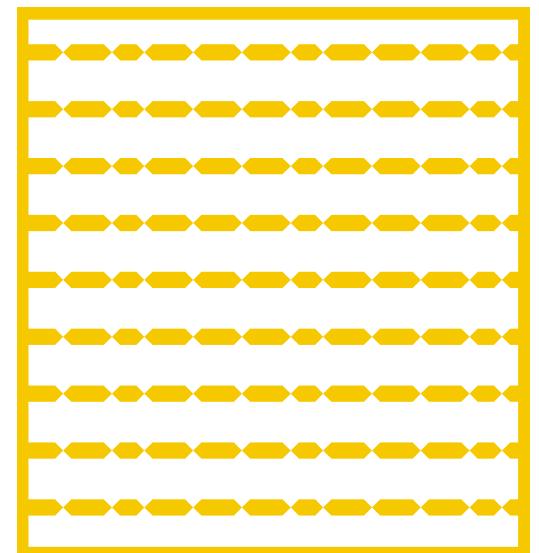
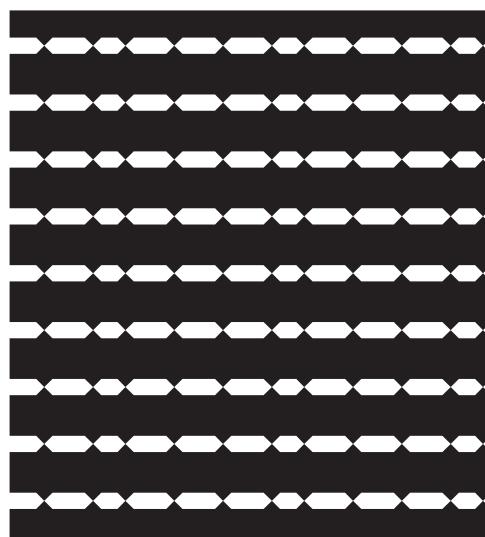
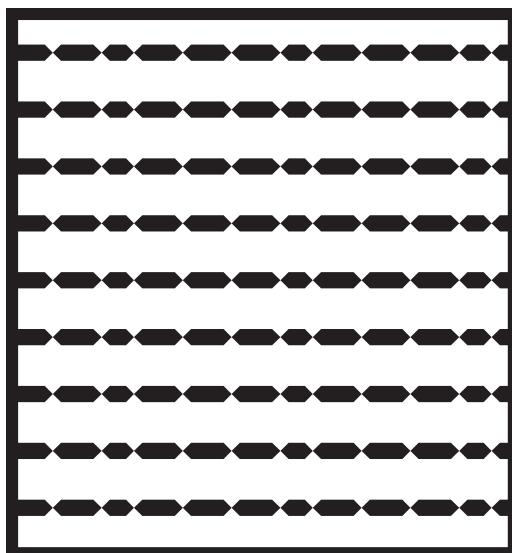
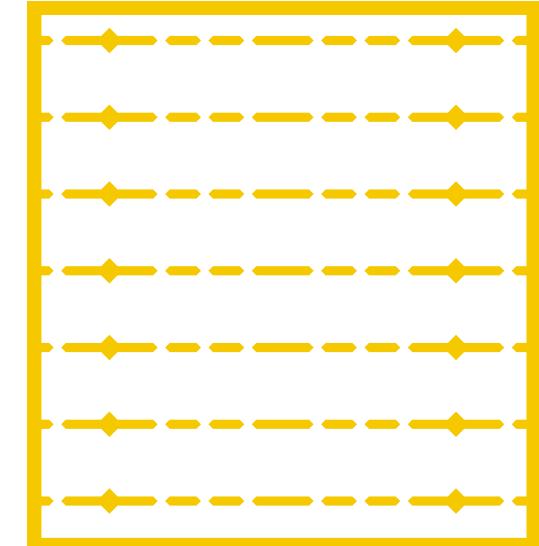
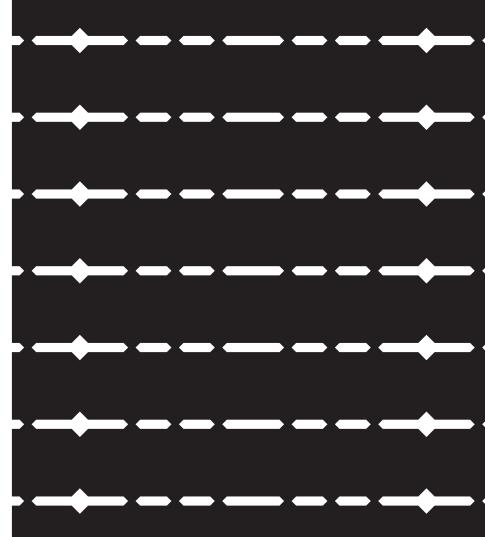
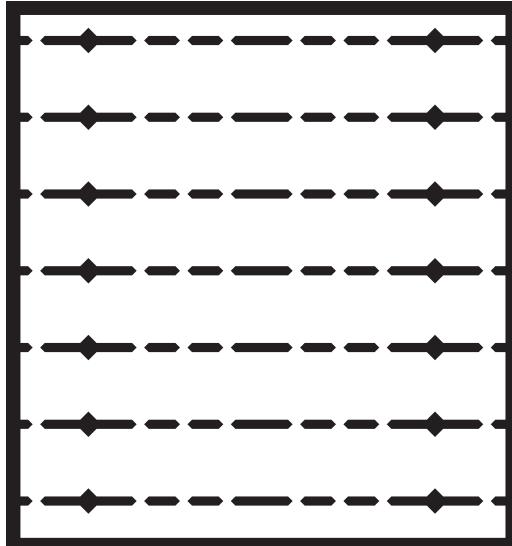
Primary Patterns



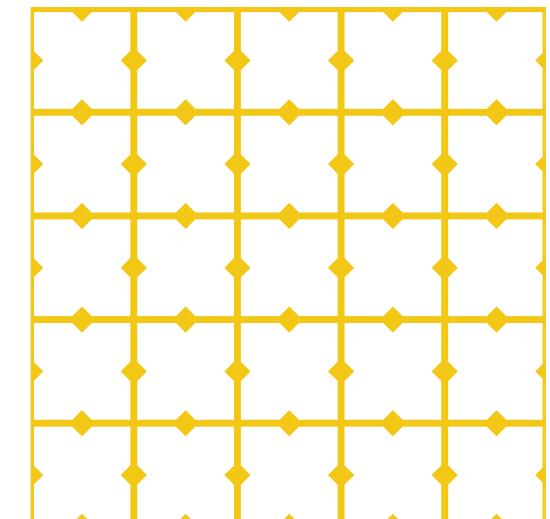
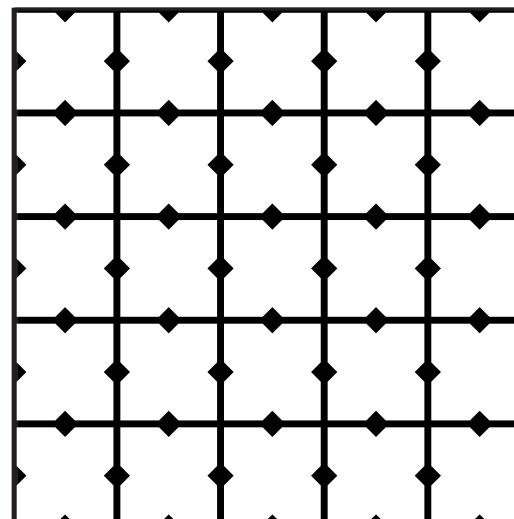
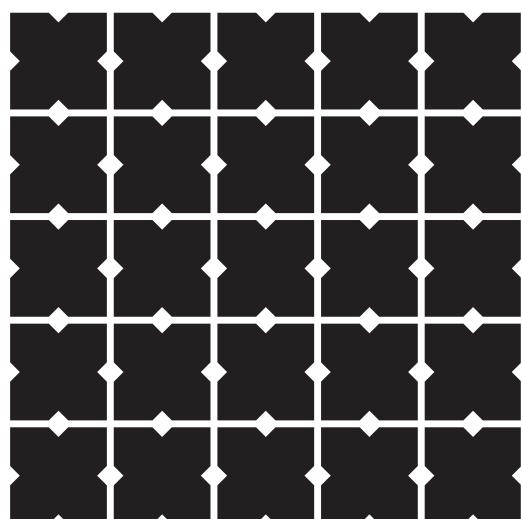
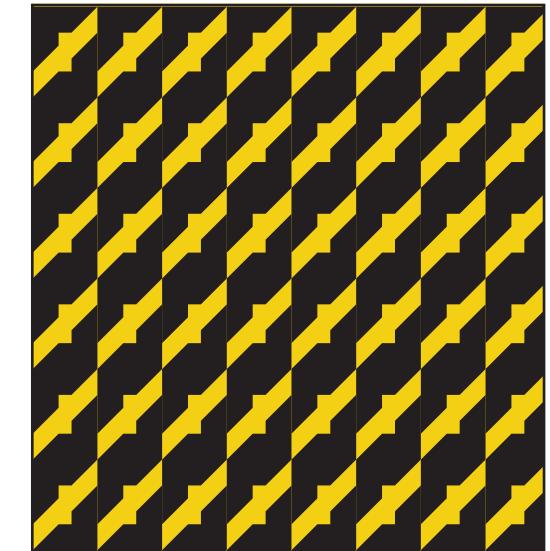
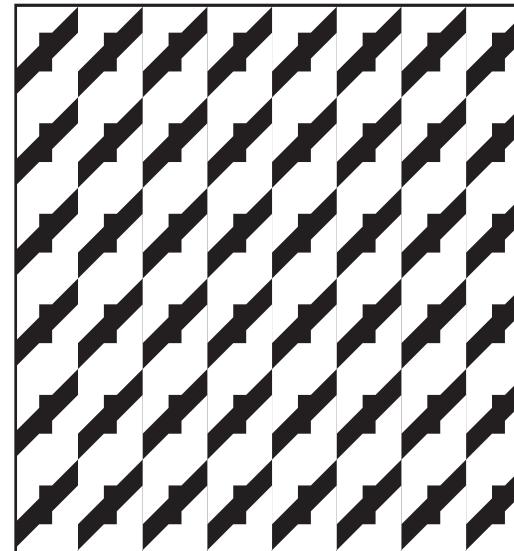
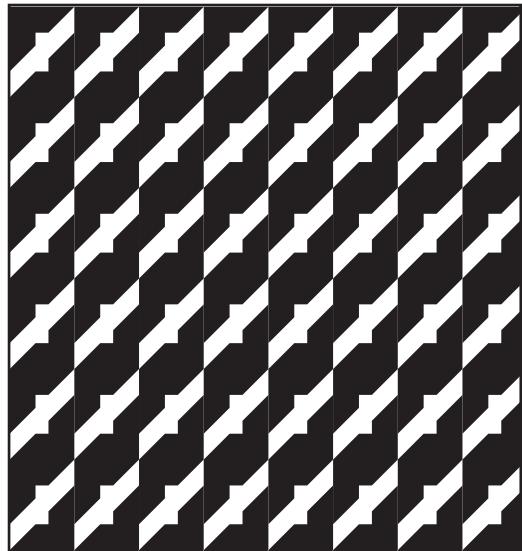
Primary Patterns



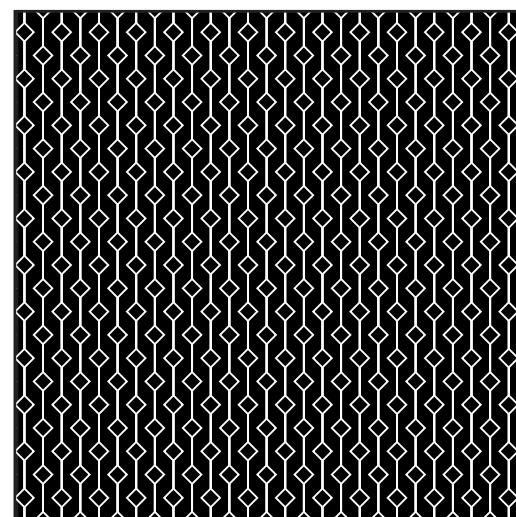
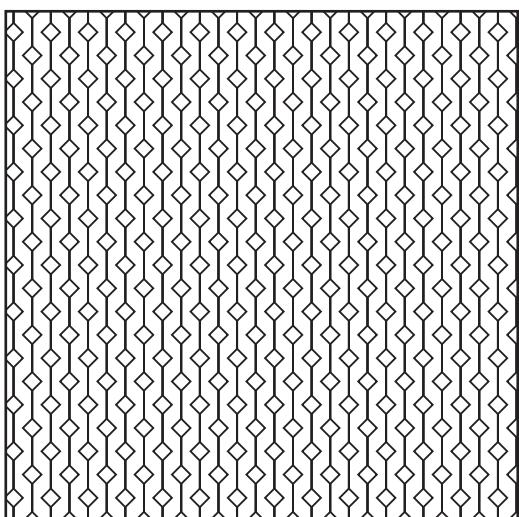
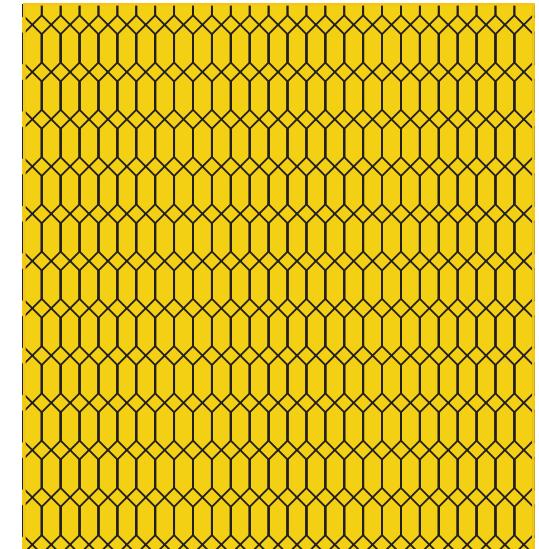
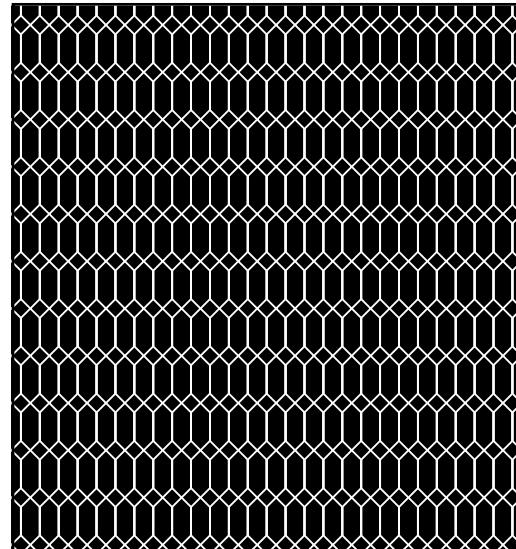
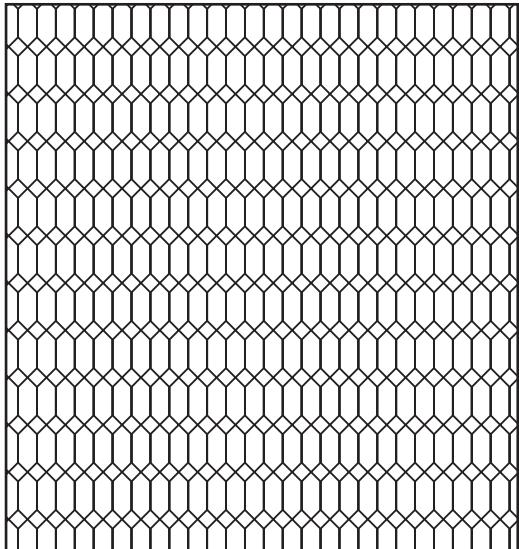
Primary Patterns



Primary Patterns

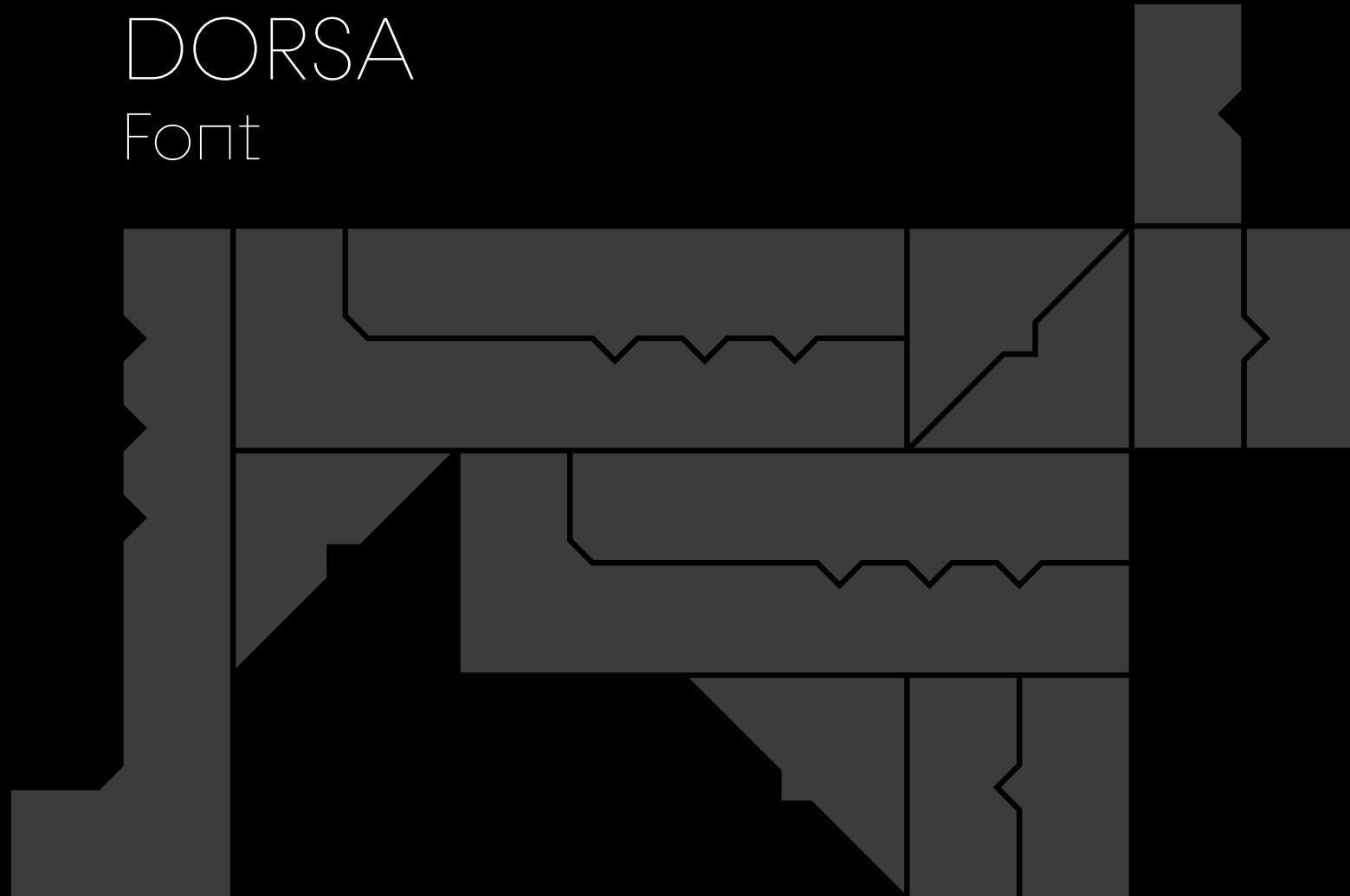


Primary Patterns



DORSA

Font



کاف - لام - میم - نون - واو - هـ - ی
کاف - ظـ - عـین - غـین - فـ - قاف - کاف
ذال - رـ - زـ - سـین - شـین - صـاد - ضـاد
کـاف - بـ - پـ - تـ - ثـ - جـیم - حـ - خـ - دـال



Font Characters & Numbers (Farsi)

◦ ۱ ۲ ۳ ۴ ۵ ۶ ۷ ۸ ۹

OR

◦ ۱ ۲ ۳ ۴ ۰ ۷ ۸ ۹

۔ ... * ، : ؛ ؟ ! / \ () { } []

font

Dorsa

Farsi Font

Dorsa light

Dorsa regular

Dorsa extrabold

Dorsa black

Dorsa heavy

font

—

Dorsa

د ر س ا ت ه ر ا ن ° ۱۳۷

د ر س ا ت ه ر ا ن ° ۱۳۷

د ر س ا ت ه ر ا ن ° ۱۳۷

د ر س ا ت ه ر ا ن ° ۱۳۷

د ر س ا ت ه ر ا ن ° ۱۳۷

Farsi Font

ONLY USE THIS STYLES ON GENERAL TEXTS

Dorsa light



درباره تهران ۱۳۷۰

Dorsa regular



درباره تهران ۱۳۷۰

font



Dorsa

Font English

Aa - Bb - Cc - Dd - Ee - Ff - Gg -
Hh - Ii - Jj - Kk - Ll - Mm - Nn - Oo
- Pp - Qq - Rr - Ss - Tt - Uu - Vv -
Ww - Xx - Yy - Zz

font

Fractul Alt

Font Characters & Numbers (English)

0 1 2 3 4 5 6 7 8 9

— • * : + <> «» @ ? ! # \(){}[]

Font English

Fractual Alt Hairline

DORSA Tehran 1370

Fractual Alt Light

DORSA Tehran 1370

Fractual Alt Regular

DORSA Tehran 1370

Fractual Alt Medium

DORSA Tehran 1370

Fractual Alt SemiBold

DORSA Tehran 1370

Fractual Alt Bold

DORSA Tehran 1370

Fractual Alt Black

DORSA Tehran 1370

font

Fractul Alt

Font English

ONLY USE THIS STYLES ON GENERAL TEXTS

Fractual Alt Hairline



DORSA Tehran 1370

Fractual Alt Light



DORSA Tehran 1370

Fractual Alt Regular



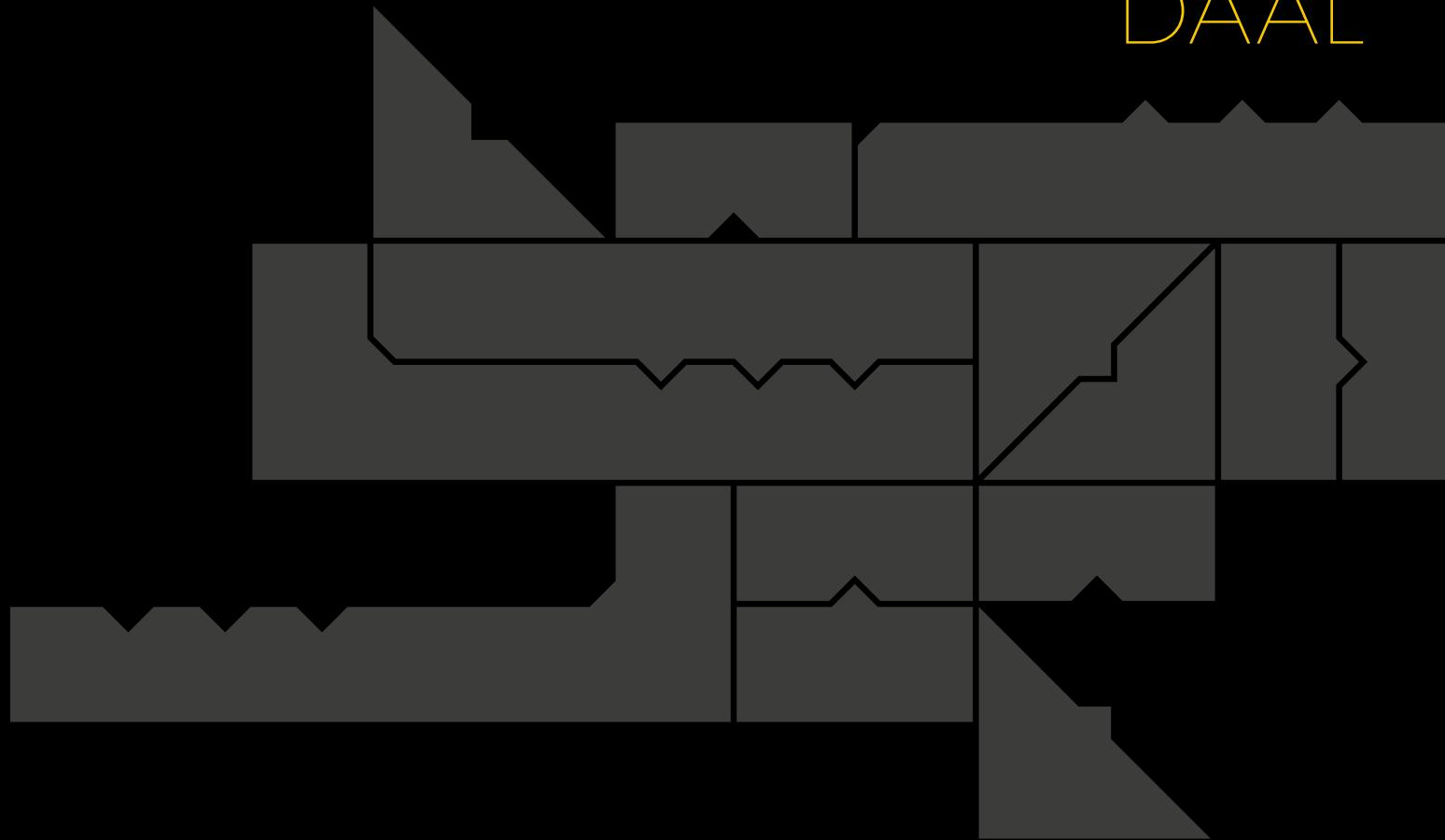
DORSA Tehran 1370

font

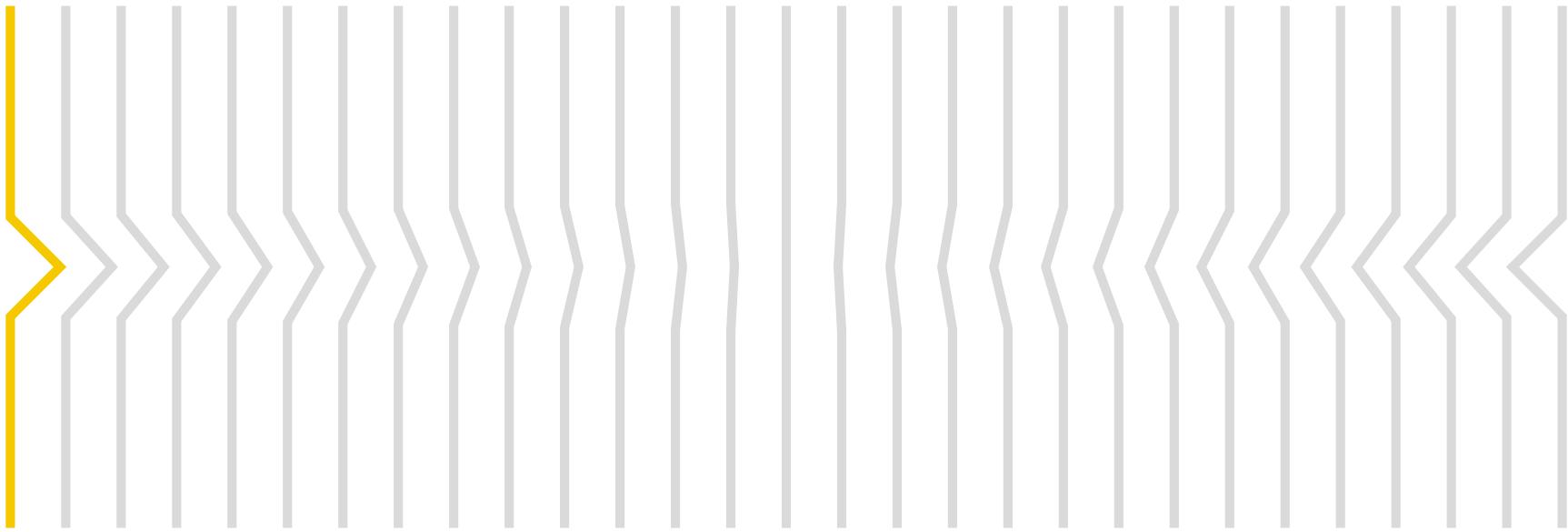


Fractual Alt

DAAL

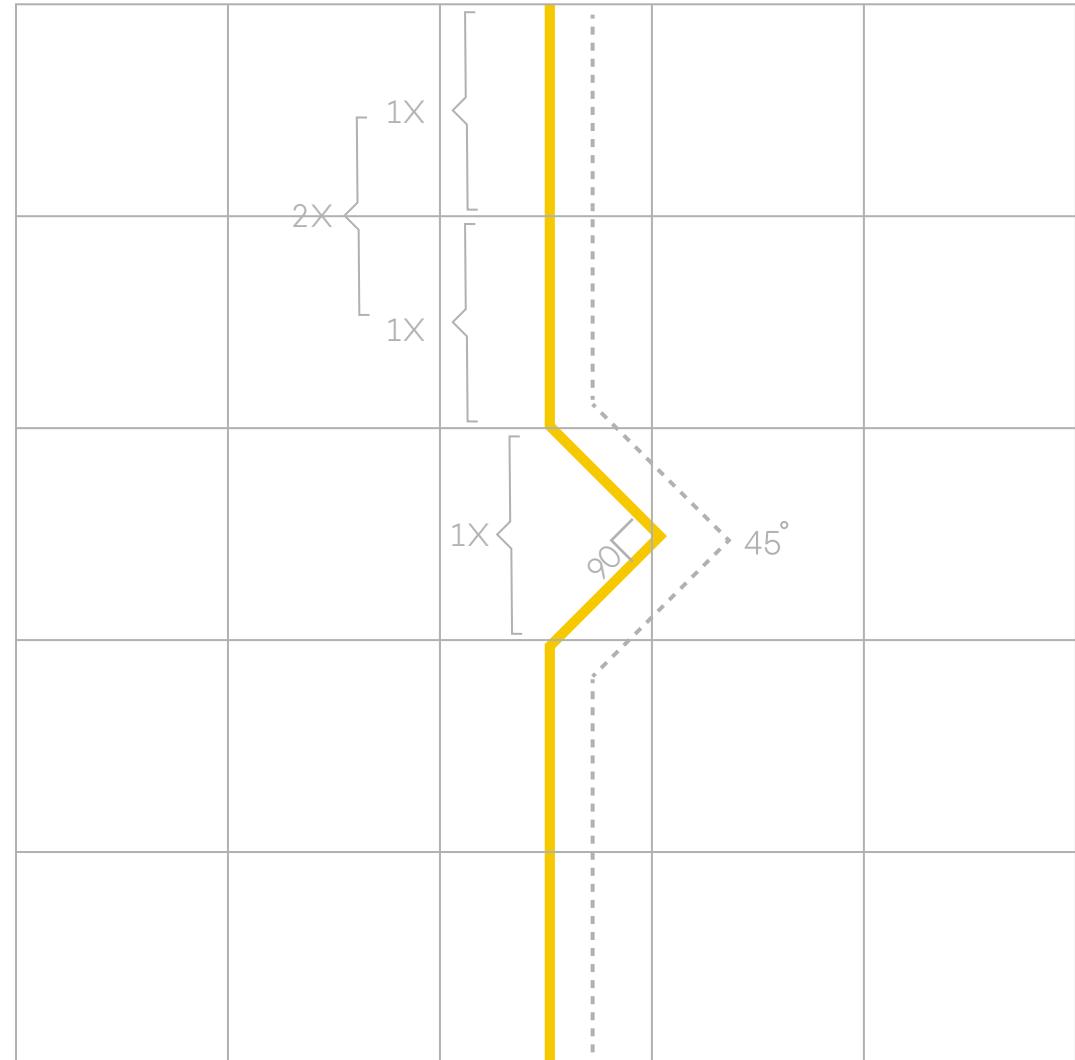


DAAL

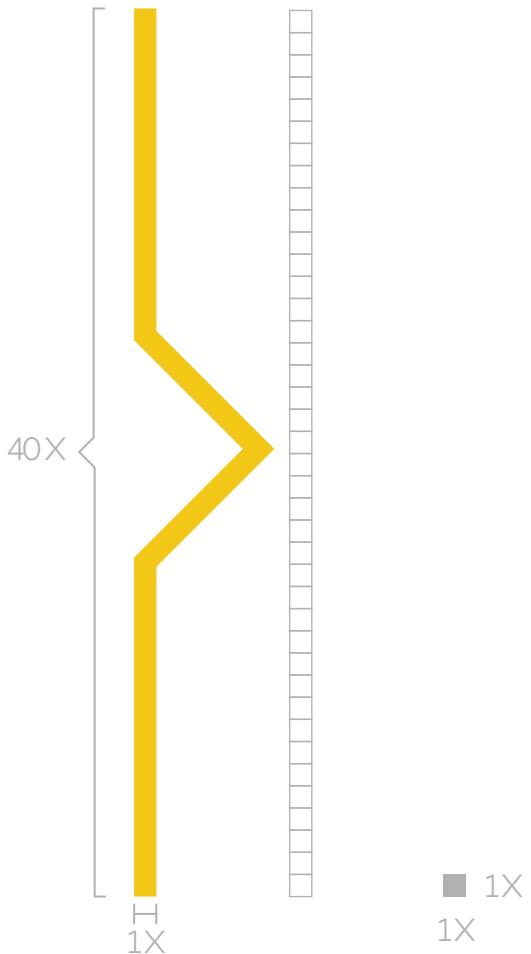


DAAL (Grid)

- we have to keep 45° for the main part of DAAL
- we have to keep 90 Right angle

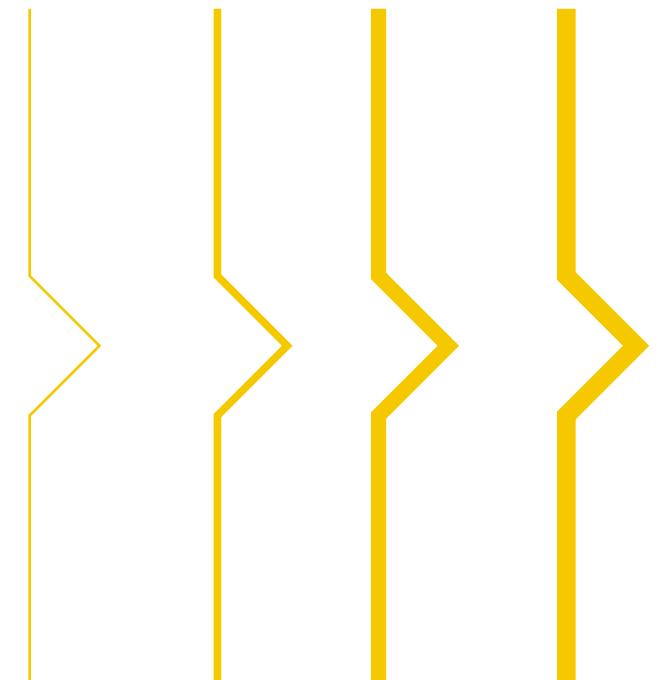
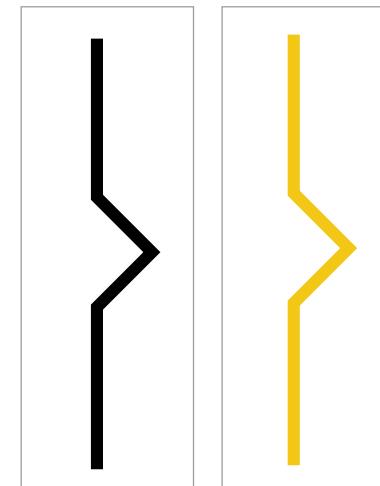


DAAL (Scale)



DAAL (Thickness)

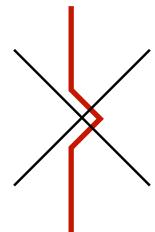
* DAAL should be always YELLOW , BLACK , WHITE



Hairline Light Regular Bold

DAAL Misuse

- * its important that the appearance of the DAAL remains consistent. DAAL should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. its orientation, color and composition should remain as indicated in this document - there are no exceptions.



don't use another colors



don't use gradient



don't stretch



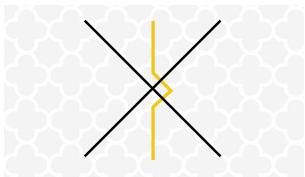
Keep 45° for the main part



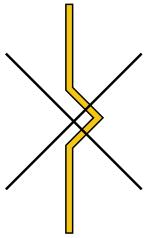
don't crop



don't use drop shadow



don't use on the other patterns



don't do this



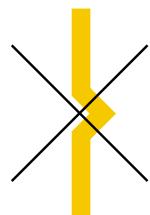
don't rotate vertical



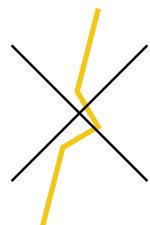
don't rotate horizontal



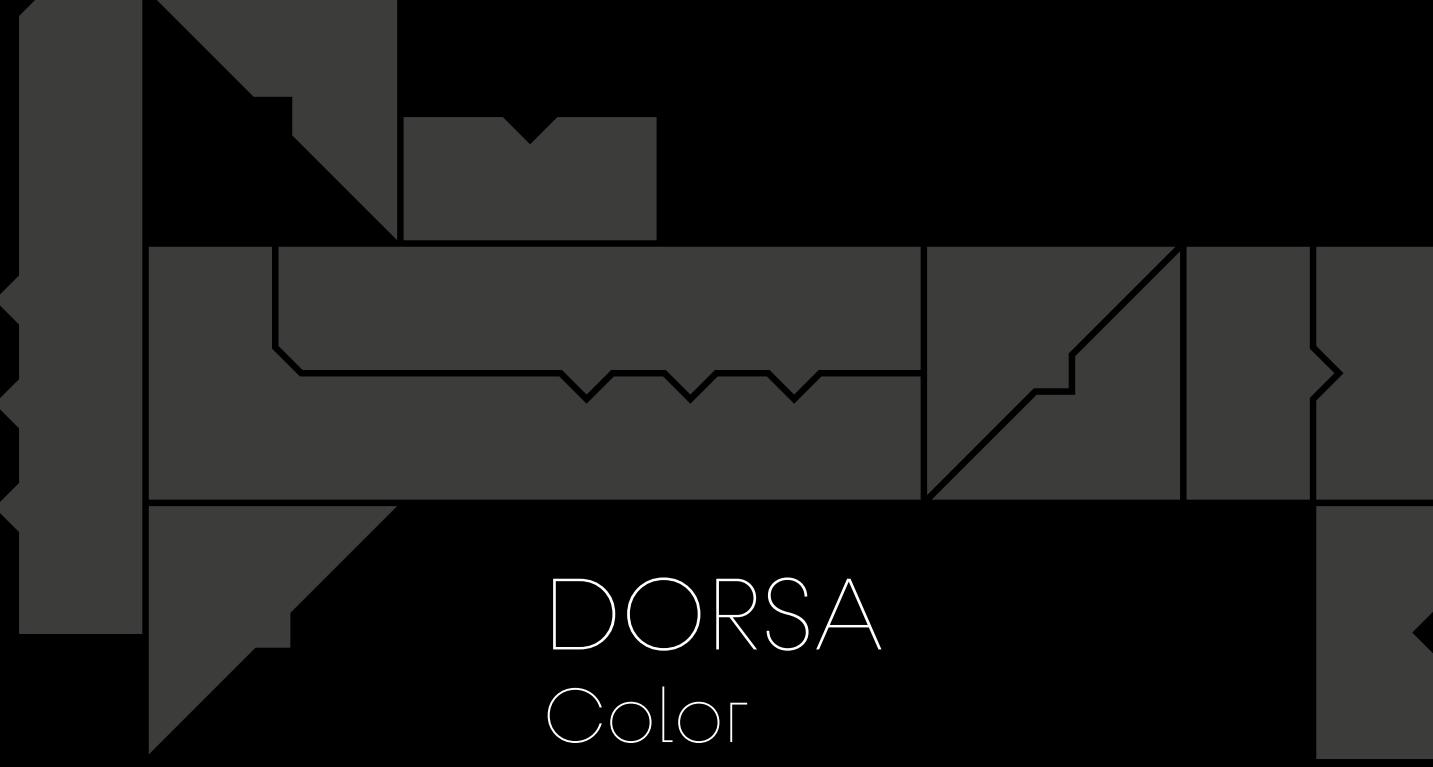
don't rotate horizontal



don't think



don't rotate



DORSA
Color

Corporate Color

primary color
#000000

C : 0 % M : 0 % Y : 0 % K : 100
R : 0 % G : 0 % B : 0 %
H : 91 S : 65 B : 0 %

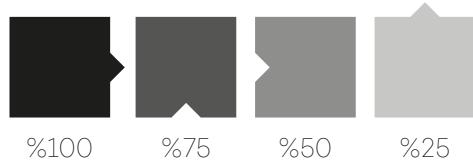
primary color
#FFFFFF

C : 0 % M : 0 % Y : 0 % K : 0 %
R : 255 G : 255 B : 255
H : 91 S : 0 B : 100 %

Identical color
#F5C800

C : 5 % M : 20 % Y : 100 % K : 0 %
R : 246 G : 201 B : 0 %
H : 48 S : 100 B : 96 %

The Main Color



primary color
000000#

C : 0 % M : %0 Y : %0 K : %100

R : 0 % G : %0 B : %0

H : 91 S : %65 B : %0



Identical color
#F5C800

C : %5 M : %20 Y : %100 K : %0

R : %246 G : %201 B : %0

H : 48 S : %100 B : %96



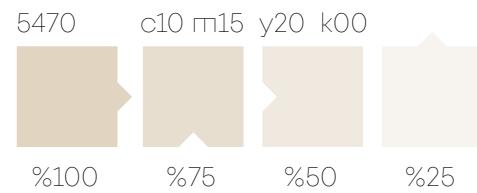
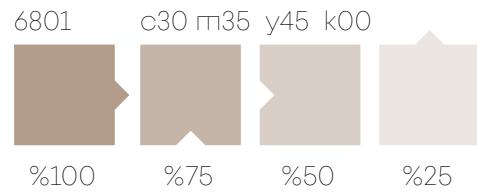
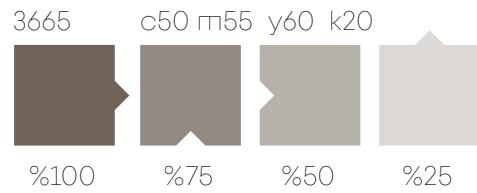
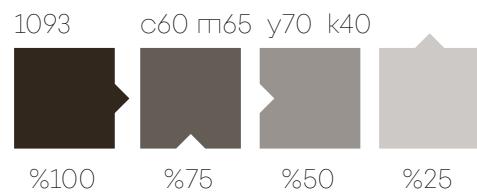
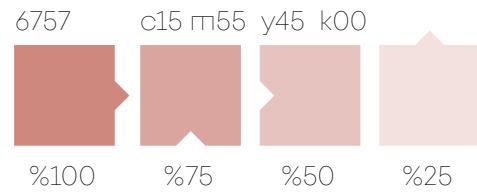
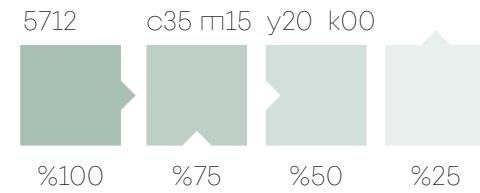
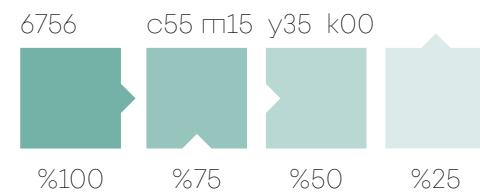
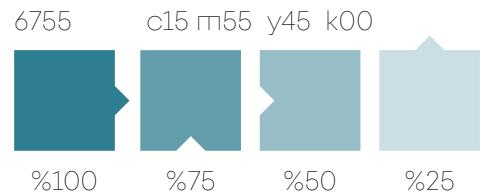
primary color
#FFFFFF

C : 0 % M : %0 Y : %0 K : %0

R : %255 G : %255 B : %255

H : 91 S : %0 B : %100

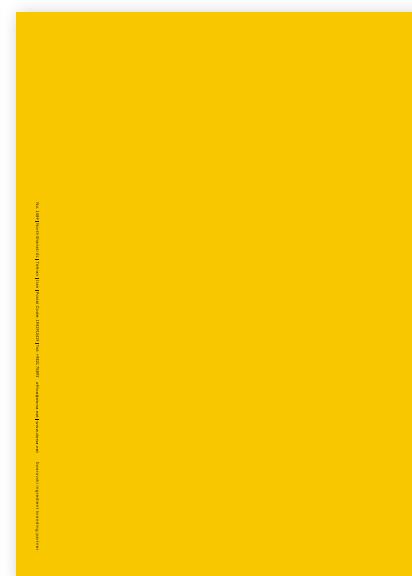
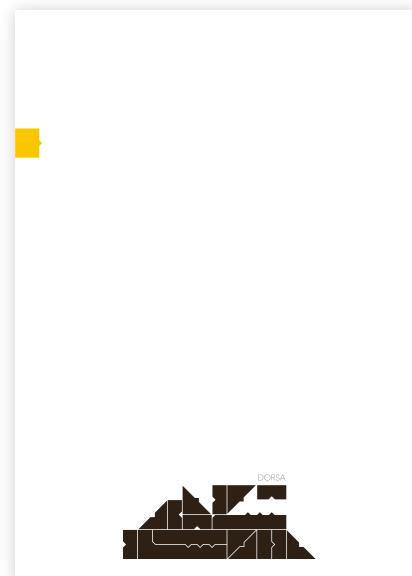
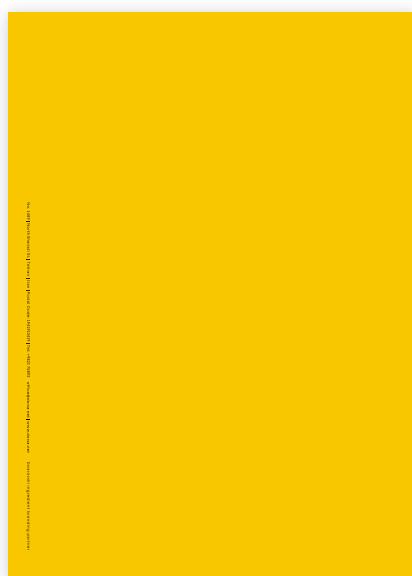
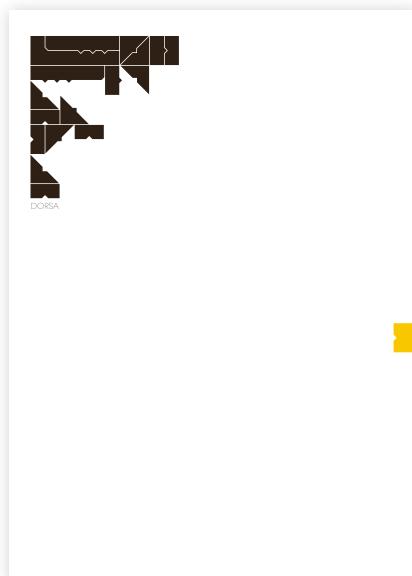
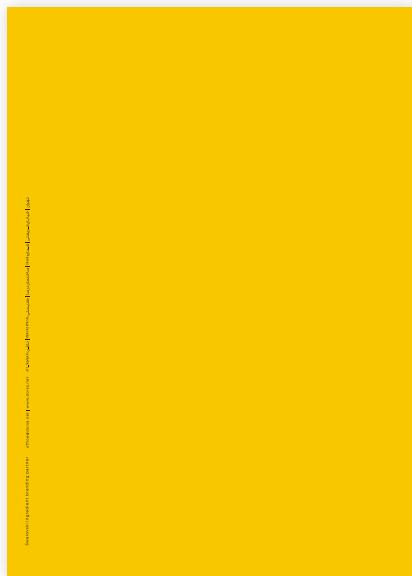
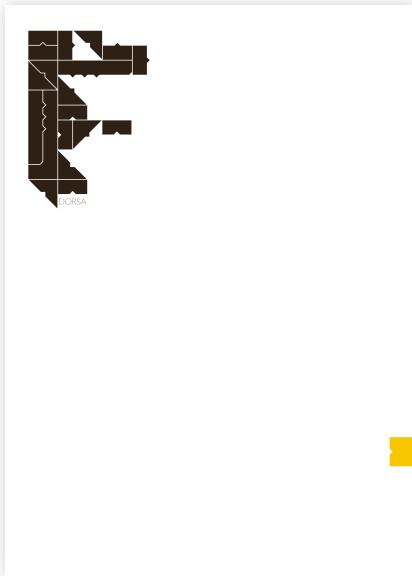
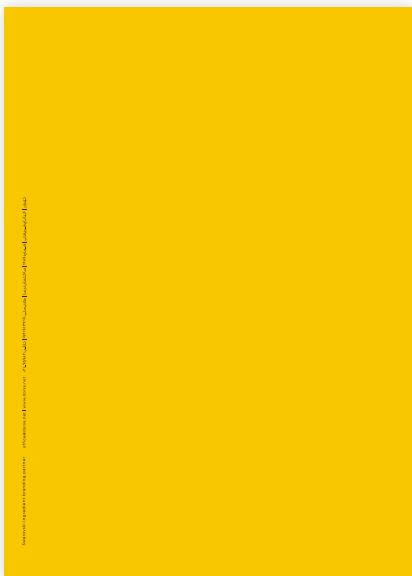
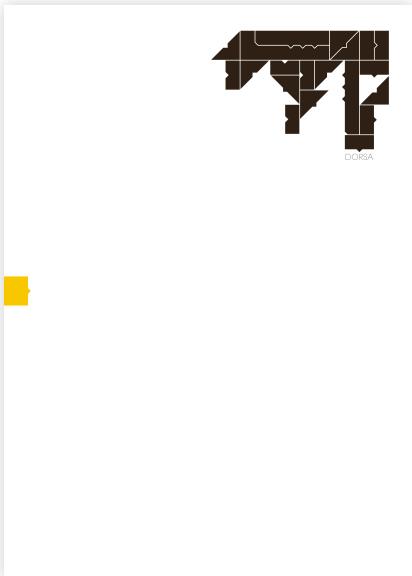
Secondary Color





DORSA
Stationary

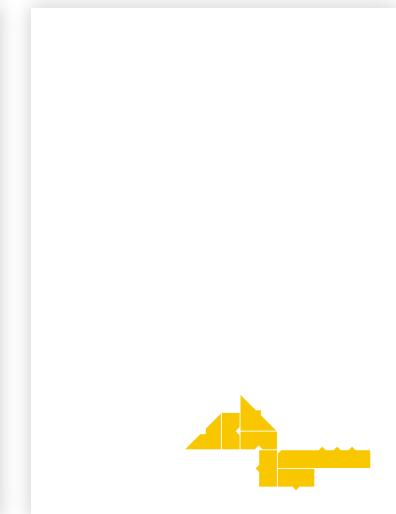
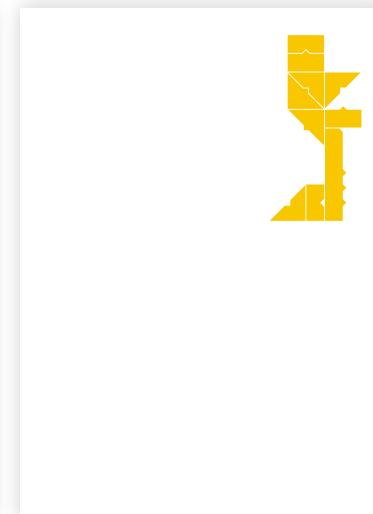
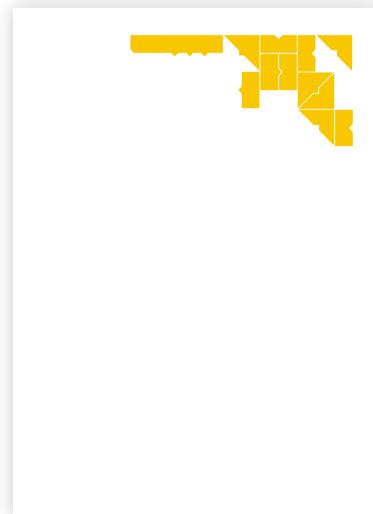
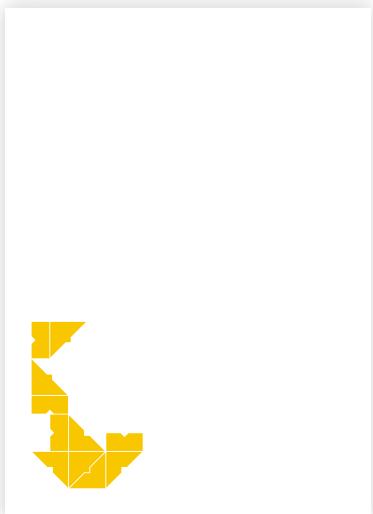
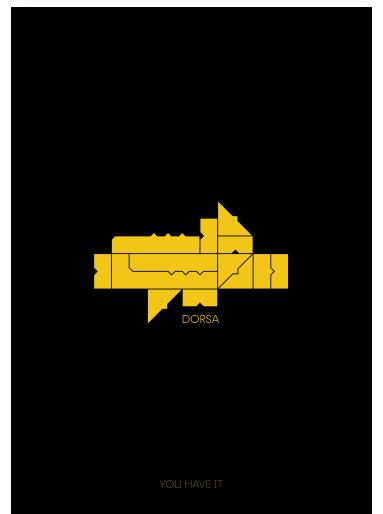
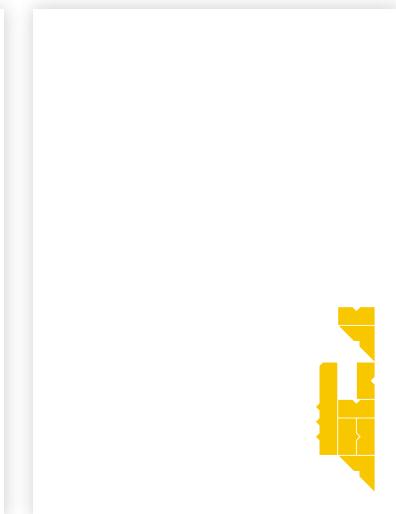
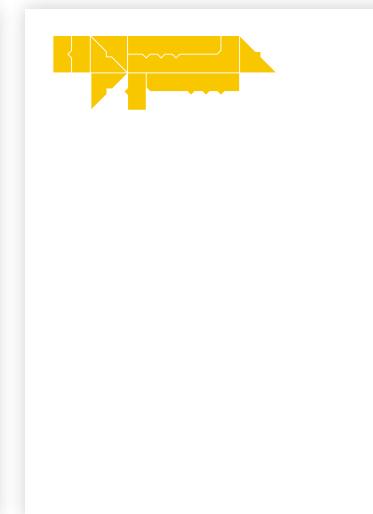
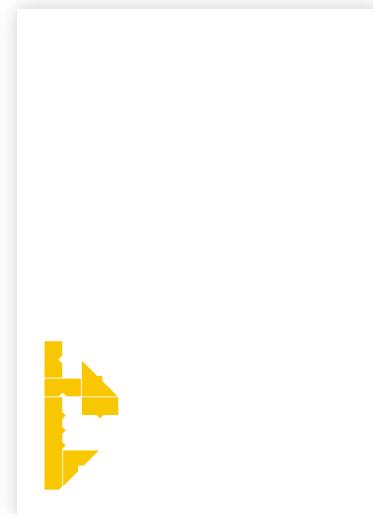
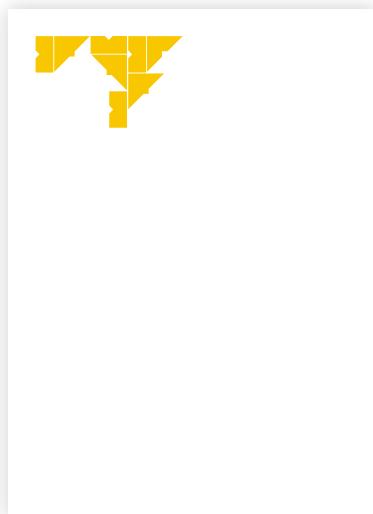
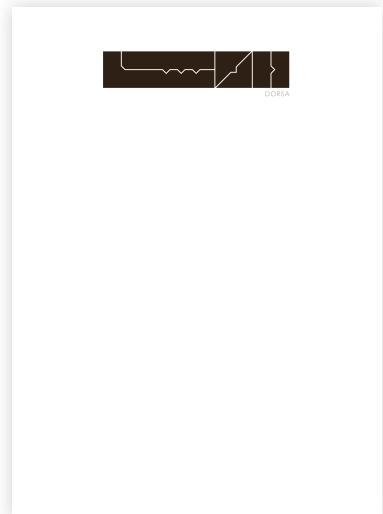
Letterhead





Notebook A5

* Back design can be different on each paper





Notebook A6

* Back design can be different on each paper





Management Business Card

* Back design can be different on each paper

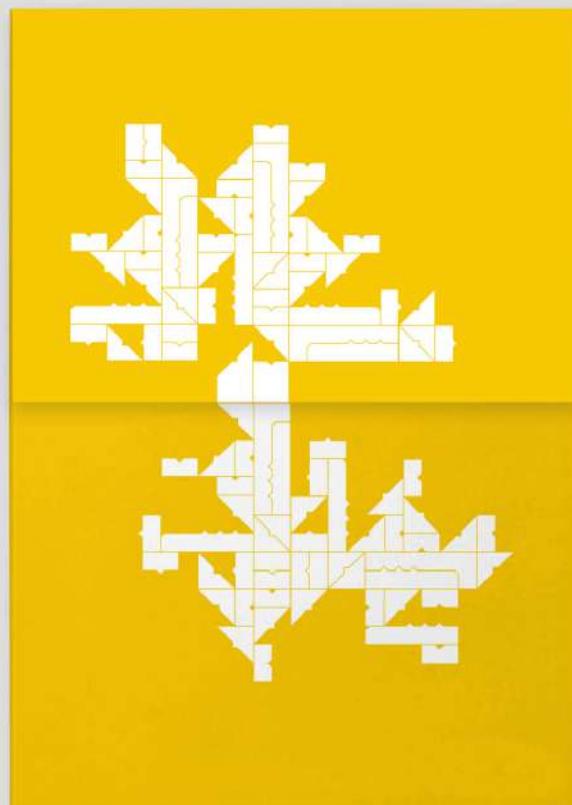
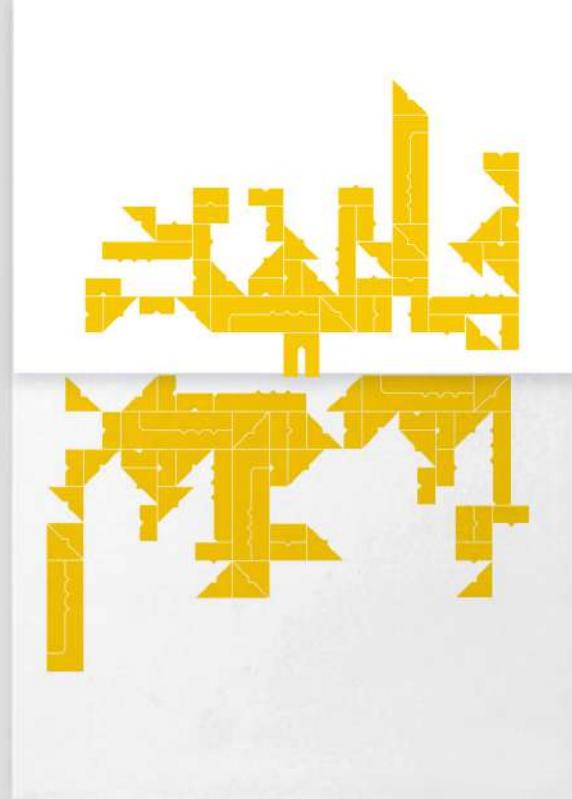
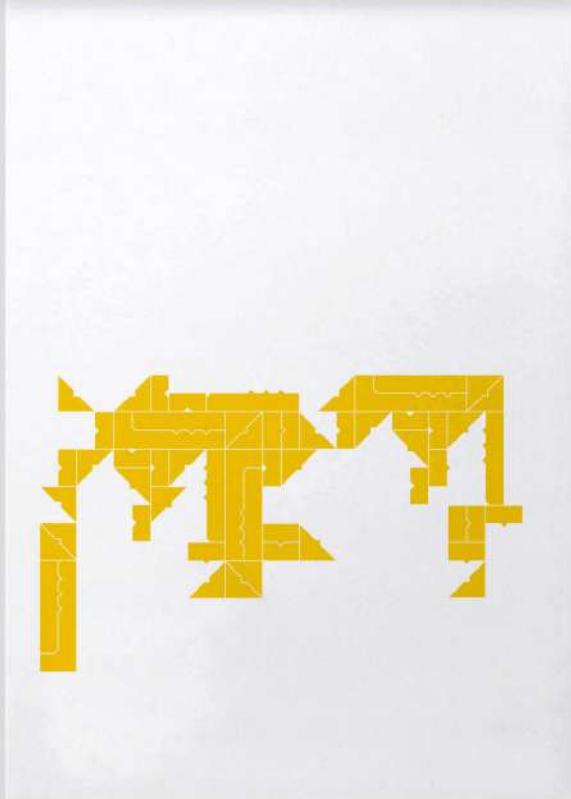




Folder

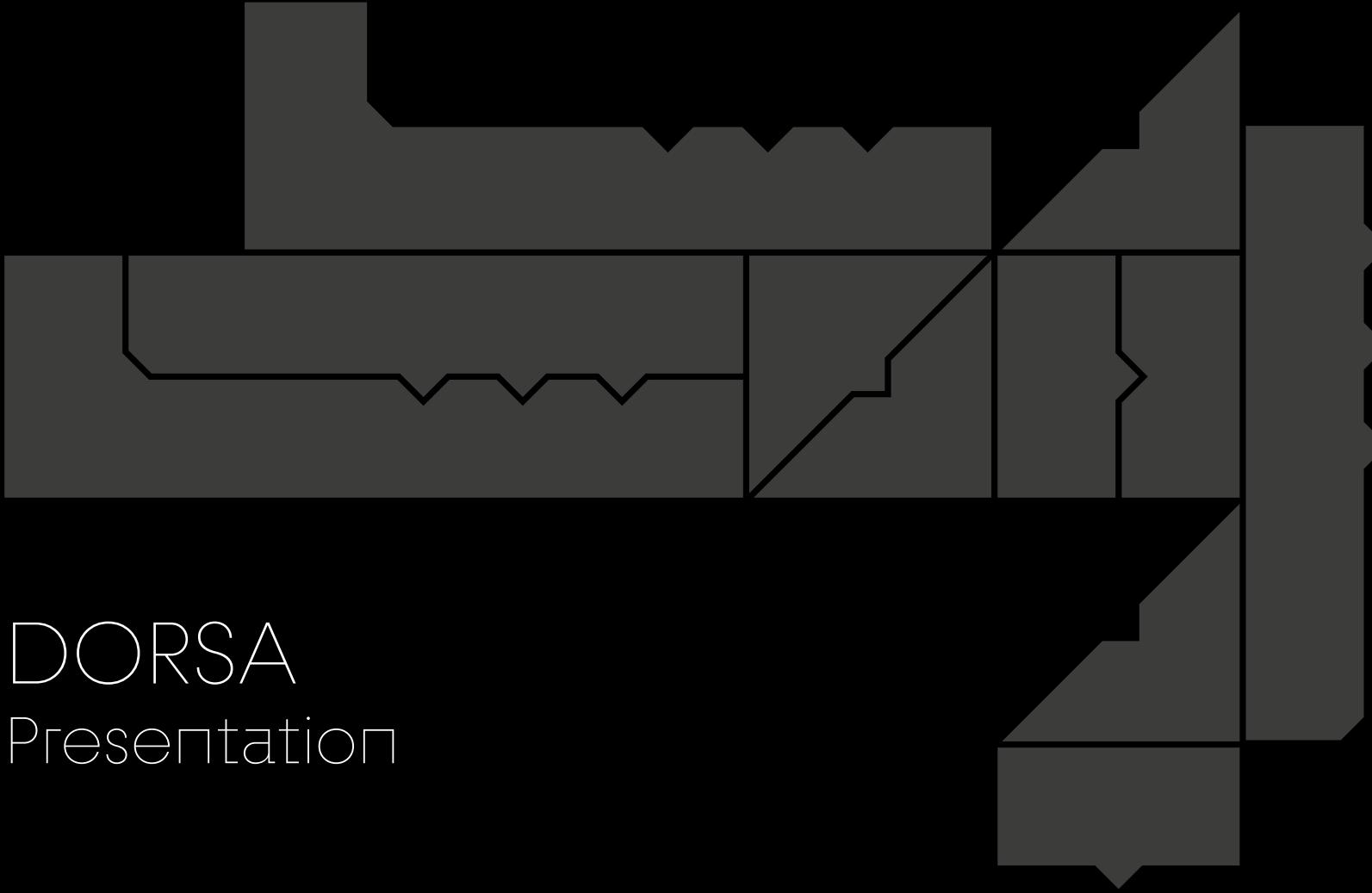


Envelope

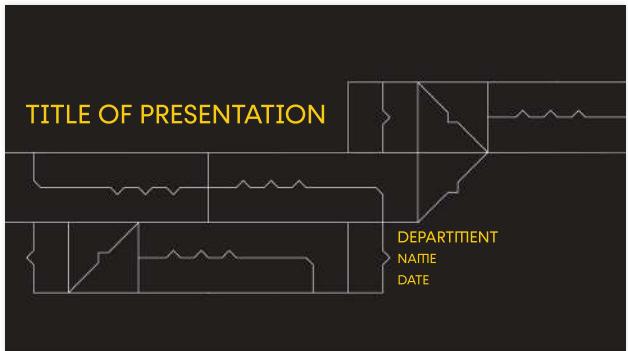


DORSA

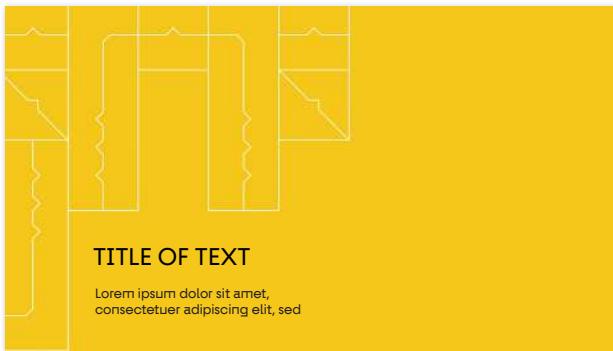
Presentation



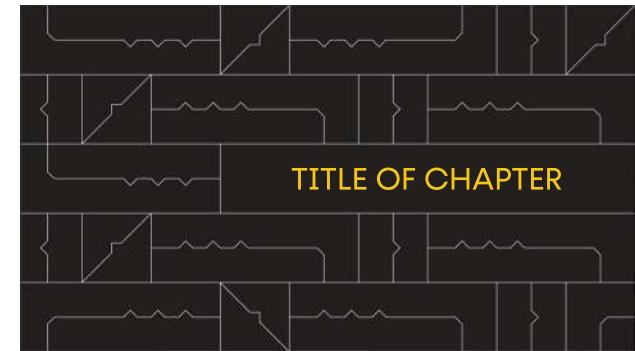
Powerpoint Template



title slide



custom layout



divider



custom layout with picture or map



content with caption



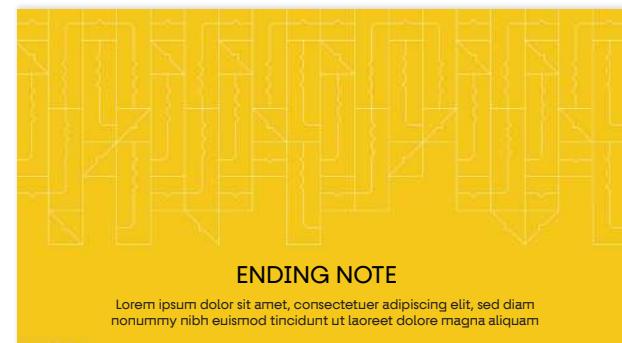
full text



blank



content with caption and text

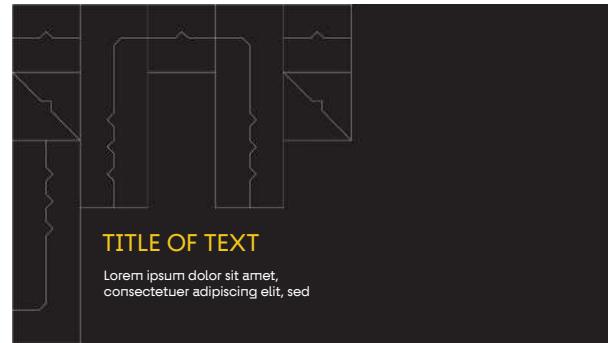


ending

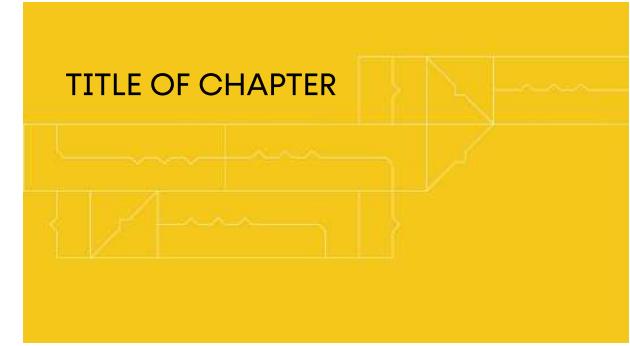
Powerpoint Template



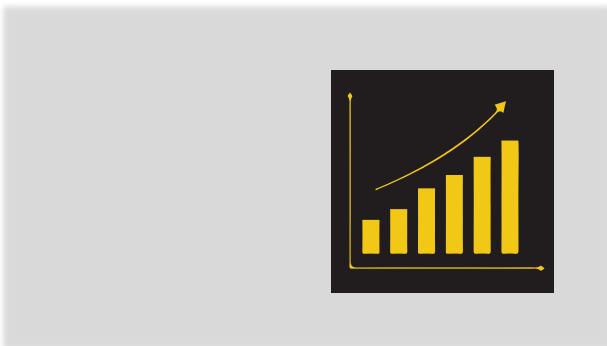
title slide



custom layout



divider



custom layout with picture or map



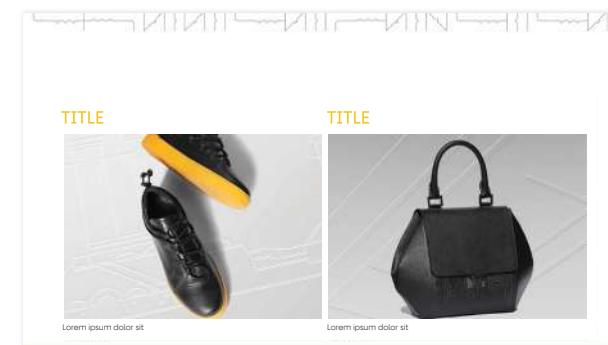
content with caption



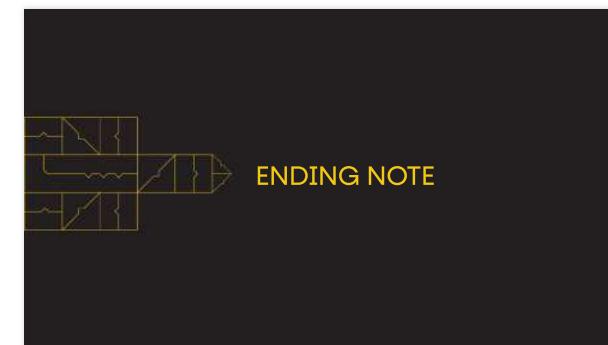
full text



blank



content with caption and text



ending



DORSA
Web

WOMEN MEN HOME JEWELRY CAFÉ SWAROVSKI WORLD OF DORSA

FA

FA / EN

< Back

FILTERS

Nearby ▾ Select City

- Ahwaz
- Isfahan
- Mashhad
- Rest
- Shiraz
- Tabriz
- Tehran

DORSA JEWELRY

GIRLS & JEWELS

Girls' Day Gift Ideas

CONTACT A DORSA ADVISOR

Rosha
Farmanie, Ammar junction,
Rosha department store
+ 98 21 12345678

Last Name

Gender (Optional)

Female

Male

Birthday Month Day

Profession

