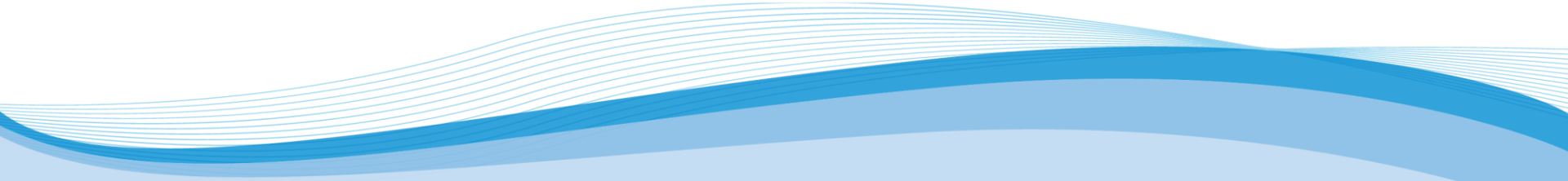




افغان بیسیم
AFGHAN WIRELESS

Afghan Wireless Communication Company

Brand Standards Manual





Brand Standards Manual



Introduction

These standard guidelines provide the information needed to use Afghan Wireless Logo effectively and consistently in all corporate communications. Marketing communications will use these guidelines but will be allowed more flexibility in regards to usage.

The trademarks of Afghan Wireless are the Afghan Wireless name, logo and tagline. In all cases, it is imperative that the approved forms of the Afghan Wireless trademarks be reproduced in accordance with the standard guidelines in this document. Therefore, they should be shared with all those involved in communications for all activities, including agencies and other internal and external service providers. With the widespread use of computers, care must be taken to never redraw, trace or distort Afghan Wireless trademarks, because a small variance in the design may change their appearance and impact their legal protection.

Always reproduce Afghan Wireless trademarks directly from approved graphics. External service providers may obtain high-resolution electronic files directly from Afghan Wireless Marketing Department.

These standards super cede all previous procedures and forms directing the application and reproduction of Afghan Wireless trademarks. For specific applications not covered by these guidelines, or for assistance in applying these standards to your communication needs, please contact Afghan Wireless Marketing Department.



Brand Standards Manual



Who May Use Afghan Wireless Logo

Generally speaking, use of Afghan Wireless Logo by anyone other than Afghan Wireless or a subsidiary company that may legally use it is not permitted, unless under license from Afghan Wireless.

Unauthorized use of Afghan Wireless Logo harms both the company and consumers who rely on Afghan Wireless Logo to identify the company's goods and services. Questions regarding who may legally use Afghan Wireless Logo should be directed to Afghan Wireless Marketing Department.



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Approved Forms of the Afghan Wireless Logo

Following are the approved forms of Afghan Wireless Logo for use as the company trademark. No other form of Afghan Wireless Logo may be used.



Full Color Logo

Use wherever possible. It will be used in most applications (web, advertising, print and TV). Reproduce it in either Pantones, CMYK or RGB.



Logo on Blue Background

Used in applications only when full color cannot be used.



Logo on Orange Background

Used in applications only when full color cannot be used.



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Unapproved Forms of Afghan Wireless Logo

These forms of Afghan Wireless script and Afghan Wireless Logo are not approved for use.

~~افغان بیسلیس
AFGHAN WIRELESS~~





Brand Standards Manual



Clear Space

As the primary visual representative of Afghan Wireless, the Afghan Wireless Logo should stand out from other graphic elements.

Whenever the Afghan Wireless Logo is used, it must be surrounded with at least a minimum area of clear space. No illustrative matter, words, symbols or marks are to intrude upon this area.

The diagrams below provide the guidelines for the minimum clear space allowed.



Clear Space Area

There is a clear area of one additional Square Unit on all sides of the logo.



Clear Space Unit

The finished clear space Unit has a proportion of seven squares across by nine squares high.



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Improper Uses of the Afghan Wireless Logo



The Afghan Wireless Logo is never to be combined with other design elements.



Do not reproduce the Afghan Wireless Logo in unauthorized colors.



Never use the Afghan Wireless Logo as a word in a sentence. If the words are required in a name or in text, then they should be written in a typeface.



Do not distort or modify the Afghan Wireless Logo.



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Improper Uses of the Afghan Wireless Logo (continued)



Do not display the Afghan Wireless Logo at an angle.



Do not crop the Afghan Wireless Logo.



Do not use Afghan Wireless by itself in script letters



Brand Standards Manual



Color - Afghan Wireless

Color is one of the most efficient ways to build instant recognition. Used consistently over time, a color will come to represent a company in the mind of the consumer.



C-85 M-29 Y-0 K-0
R-0 G-112 B-163
#0070a3



C-85 M-15 Y-0 K-0
R-0 G-161 B-224
#00a1e0



C-85 M-31 Y-0 K-0
R-0 G-141 B-207
#008dcf



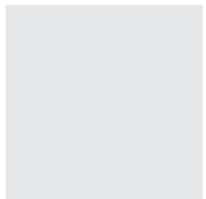
C-80 M-4 Y-0 K-0
R-0 G-179 B-236
#00b3ec



C-0 M-75 Y-90 K-0
R-242 G-102 B-49
#f26631



C-27 M-20 Y-20 K-0
R-187 G-189 B-191
#bbbdbf



C-8 M-6 Y-6 K-0
R-230 G-231 B-232
#e6e7e8



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Use of the Afghan Wireless Logo on Color and Photographic Backgrounds

When applying the Afghan Wireless Logo to photographs and illustrations, legibility and visibility are primary considerations on selecting size and placement. The logo must be placed in an uncomplicated area of the image, with no distracting elements interrupting the clear space unit. If no such area exists, a color panel should be applied.

When employing color panels, use of a white color is recommended.



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Typography

Helvetica and Arial are the company's typefaces of choice for use on internal and external corporate communications. A much wider variety of fonts may be used for marketing communications depending on desired look and feel and whom the item is targeted to.

Principles for Use

- For titles and headers - capitalize only the first word.
- Whenever possible, use a flush-left, ragged-right alignment for text
- Use a single space at the end of a sentence.
- Use additional line spaces to indicate the start of a new paragraph for copy-heavy documents.
- Avoid setting headlines or copy in all caps.
- Do not introduce other fonts.

Dari and Pashto Fonts

Arial Regular دری - پشتو

Arial Bold دری - پشتو

English Fonts

Helvetica Light

Helvetica Medium

Helvetica Bold

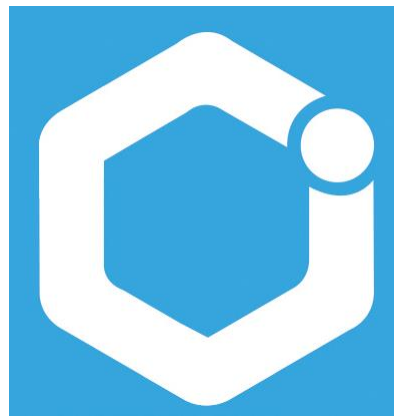
Helvetica Black



Use of Afghan Wireless Symbols

As a general rule, a symbol is a distinctive graphic device designed to provide immediate recognition of a trade name, brand name, organizational component or program.

When separated from Afghan Wireless name, below are the approved forms of the Afghan Wireless symbol.





Improper Use of Afghan Wireless Symbol

The symbol should not be used on its own in any other color except those on the preceding page.



Do not reproduce the Afghan Wireless Symbol in unauthorized colors.



Do not distort or modify the Afghan Wireless Symbol.



Do not display the Afghan Wireless Symbol at an angle.



Do not crop the Afghan Wireless Symbol.



The Afghan Wireless Symbol is never to be combined with other design elements.



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Checklist

The standards contained in this document are intended to provide you with the information necessary for the consistent and proper use of the Afghan Wireless trademarks in corporate communications. As stated previously, marketing communications will follow these general guidelines but will be allowed greater flexibility to meet the functionality of the item being designed/produced.

For both corporate communications and marketing communications in all applications, remember to ask yourself the following simple questions:

- Am I authorized to use the Afghan Wireless trademarks?
- Have I used the appropriate Afghan Wireless trademark artwork?
- Have I sized the Afghan Wireless trademark correctly?
- Have I used the right colors?
- Have I provided sufficient clear space for the Afghan Wireless trademark?
- If you answered “yes” to each of these questions, you have used the Afghan Wireless trademarks correctly. If not, please review the guidelines applicable to your answer.

If you have questions regarding the proper use of the Afghan Wireless trademarks, please contact the Afghan Wireless Marketing Department.