

BRAND GUIDELINES



AZOV REGION, UKRAINE
LIGHT VERSION 1.0

STRATEGY



The earth is comprised of '**4 ELEMENTS**'.

AIR • WATER • FIRE • EARTH

AZOV is a region that is considered untouched and natural. A unique location with a bio-diversity that is unique to Ukraine and more importantly to Eastern Europe. Rarely does one region possess all '**4 ELEMENTS**' in one location.

AZOV has 4 letters and **AZOV** possesses these 4 key elements which make the region special and unique.

AZOV also has 4 key locations which possess these **4 ELEMENTS** to some degree in each city.

MARIUPOL • BERDIANSK
• KYRYLIVKA • HEGIN + ARARBAT SPIT

Some might say;

"The 4 elements... Like the 5th Element?!"

Yes and No.

AZOV is not a science fiction movie, but a natural reality. If there was to be a '**5th ELEMENT**' it would clearly be '**THE TOURIST!**'

Tourists are the '**5th ELEMENT**' who bring prosperity to the region by discovering and supporting its economic engine.

When a tourist comes to **AZOV**, they are starting an **ADVENTURE** where they will discover more than they expected! When **TOURISTS** and **AZOV** come together, the whole region wins as both sides benefit greatly!

MAIN LOGO



LOGO VARIATIONS



SYMBOLS



AIR



WATER



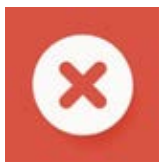
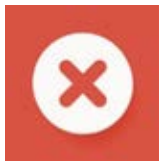
FIRE



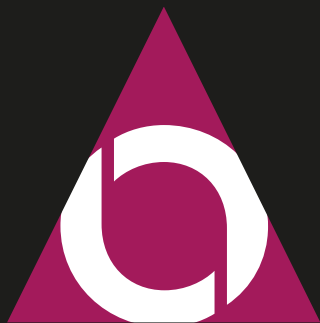
EARTH



GENERAL USAGE RULES



COLORS



FONTS

AZOV

Cera Stencil PRO Trial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$%#&!

START YOUR
ADVENTURE

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$%#&!

Body Text

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$%#&!

MERCHANDISE



BRANDING

