



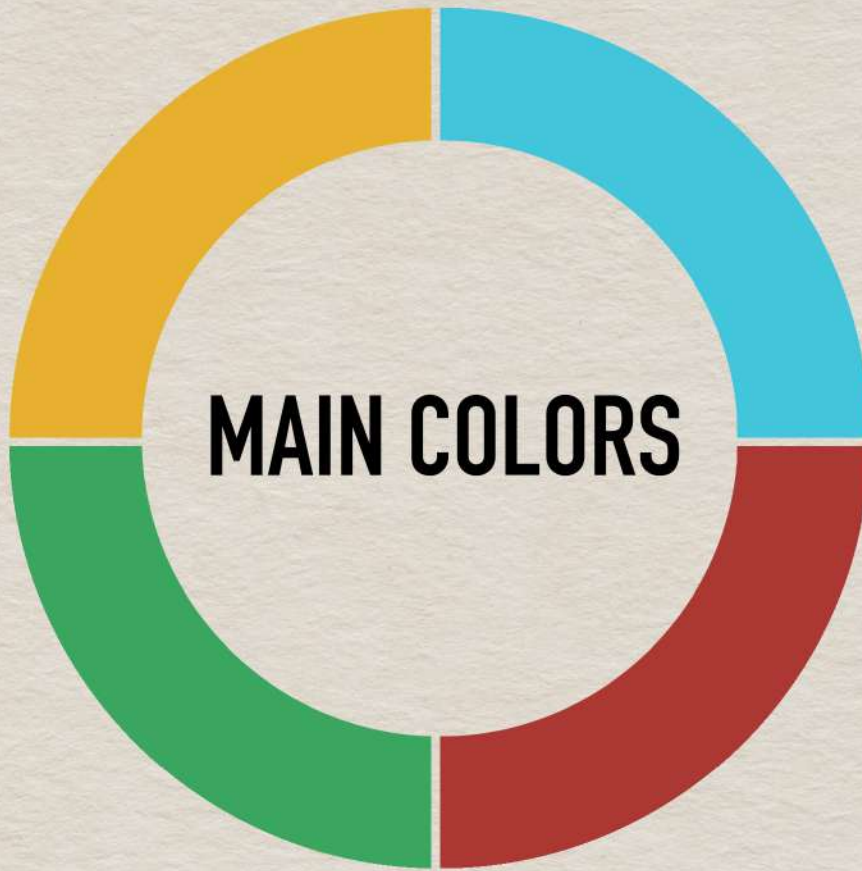
UNITED FOR IRAN STYLE GUIDE

#MAHSAAMINI

شیرین زریان نازادی

BRAND COLORS

GOLD
#E7B12F
rgb(231,177,47)
cmyk(10,31,95,0)

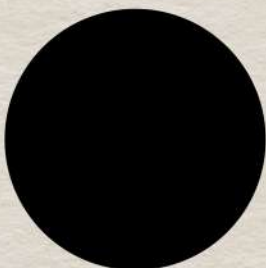


BLUE
#43C6DB
rgb(67,198,219)
cmyk(62,0,14,0)

GREEN
#3BA660
rgb(59,166,96)
cmyk(76,10,84,1)

RED
#AC3834
rgb(172,56,52)
cmyk(23,90,84,14)

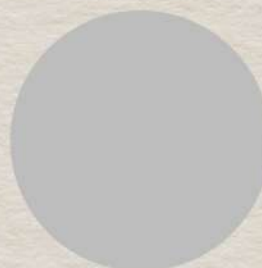
SUPPORTING COLORS



#000000
rgb(0,0,0)
cmyk(0,0,0,100)



#313434
rgb(49,52,52)
cmyk(71,62,62,58)



#bdbdbd
rgb(26,21,21)
cmyk(189,189,189)



#ffffff
rgb(255,255,255)
cmyk(0,0,0,0)

WEBSITE TYPOGRAPHY

H1: OSWALD BOLD 60PX

H2: OSWALD LIGHT 40PX

H3: Oswald 24 semi bold

H4: Oswald 20 semi bold

Body text: LATO 20PX Certain pages

Button CAPS Oswald bold 24

BLOGS (BLOG, MEDIA. TOP MEDIA)

Header lato bold 20pix

Date lato regular 18pix

Homepage

Top banner text is Lato near bold 30

Buttons Oswald Book 24 All CAPS

Media text is 20 lato

Mission is Oswald 30px semibold

Metrics body text lato 20

Banner title Oswald skinny 42px

FARSI TYPOGRAPHY

WEBSITE

ناتو سانس عربی ۵۰ پیکسل برای تیتر

ناتو سانس عربی ۳۰ پیکسل برای رو تیتر و زیرتیتر

ناتو سانس عربی ۱۰ پیکسل برای بدنه

SOCIAL MEDIA

فرهود بولد ۲۵ پیکسل برای تیتر اتحاد

فرهود ۱۶ پیکسل برای روتیتر و زیرتیتر اتحاد

ارنایبهرشت شابلون ۳۱۳ پیکسل برای تیتر
اطلس / فعالیت امن

ترافیک بولد ۱۱ پیکسل برای متن و سر تیتر و زیرتیتر

اطلس / فعالیت امن

IMAGES



HOMEPAGE BANNERS: 1920px * 1080px



BANNERS: 11811px * 3745px



**SOCIAL MEDIA POSTS:
1080px * 1080px**

VIDEOS

Outros

All videos must conclude with a distinctive outro featuring the group's logo reveal.

Aspect Ratios

Videos are produced in three main aspect ratios: Horizontal (1920 x 1080px), Vertical (1080 x 1920px), and Square (1080 x 1080px).

Logo Placement

The company logo is consistently positioned at the top-left corner of the videos. The logo size is 100 x 100px.

Vertical Videos | Distance from the top: 100px
Distance from the left side: 80px

Horizontal Videos | Distance from the top and the left side: 70px

Square Videos | Distance from the top and the left side: 40px



DESIGN ELEMENTS

ICONS

Simplified vector shapes, solid black.



BUTTONS

Solid blue color #43c6db



LOGO

UNITED FOR
IRAN

UNITED FOR
IRAN

UNITED FOR
IRAN
IRAN PRISON ATLAS

SAFE
ACTIVISM

SAFE
ACTIVISM

UNITED FOR
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IRAN PRISON ATLAS

ON LIGHT BACKGROUND

ON DARK BACKGROUND