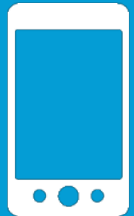


# Shatel Mobile Visual Standards

V.01

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**attention**



[Files to use](#)

If you want to download objects included in this document such as logo, tagline and... you should set your **Chrome browser** as your default browser.



Logo.

**SHATEL**  
mobile

**SHATEL**mobile



[Files to use](#)

**SHATEL**  
mobile

# Logo.

Persian Format

شاتل موبایل



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Tagline.

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به سادگی متصل شو و لذت ببر



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# Logo Box.

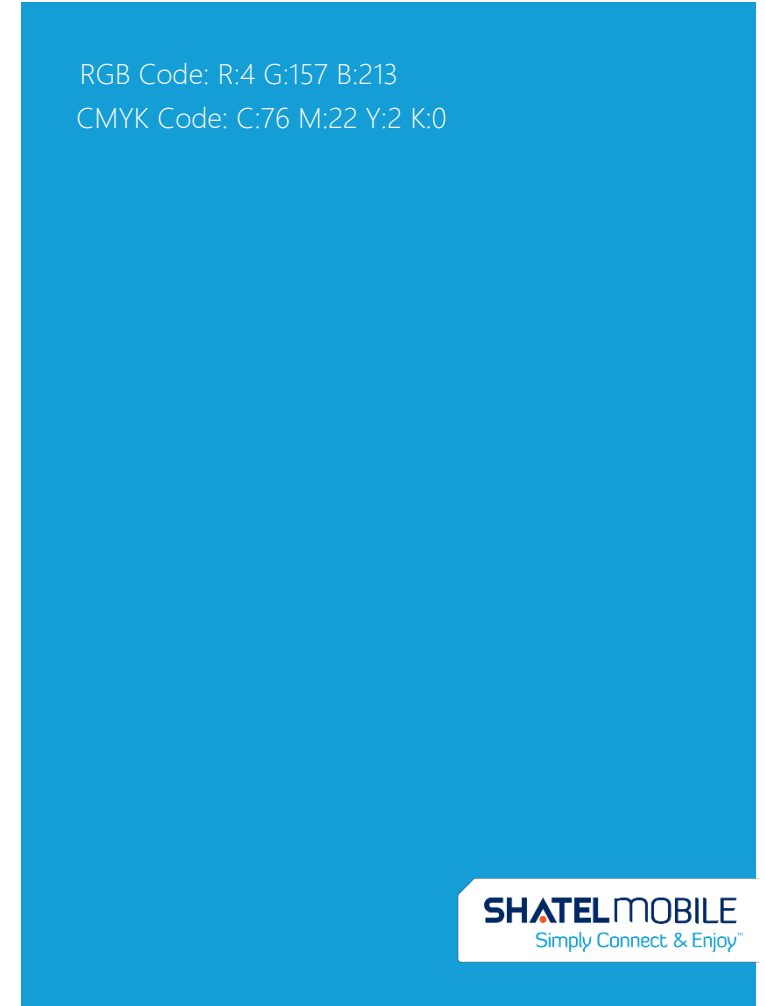
Usage on print material and photo



Files to use



RGB Code: R:4 G:157 B:213  
CMYK Code: C:76 M:22 Y:2 K:0

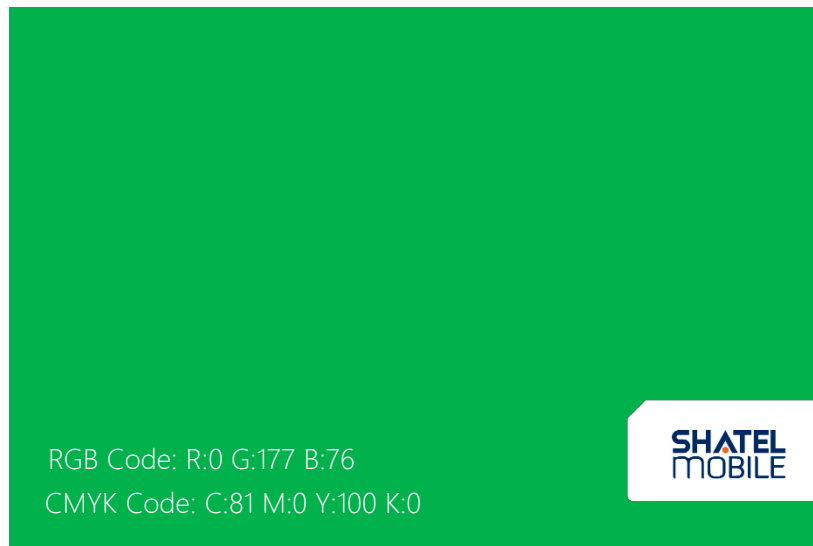
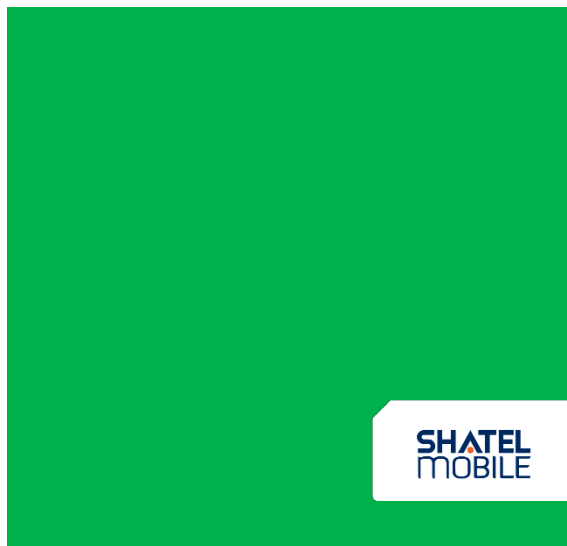


# Logo Box.

Usage on print material and photo



Files to use





# Logo Box.

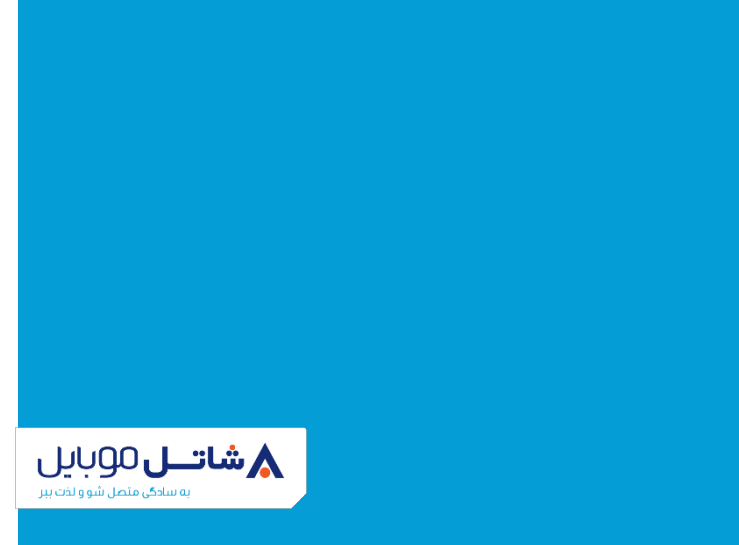
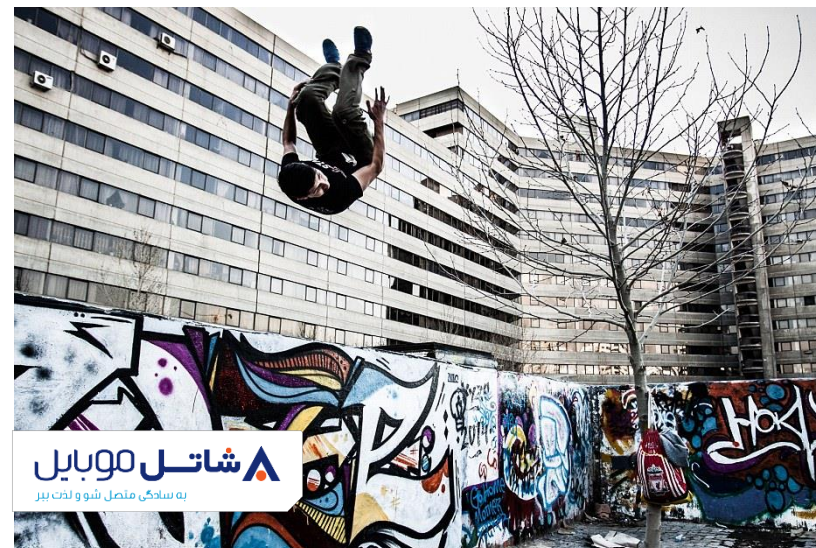
Persian Format ; Usage on print material and photo



Files to use



RGB Code: R:4 G:157 B:213  
CMYK Code: C:76 M:22 Y:2 K:0





# Logo Box.

Persian Format ; Usage on print material and photo



[Files to use](#)



RGB Code: R:0 G:177 B:76

CMYK Code: C:81 M:0 Y:100 K:0



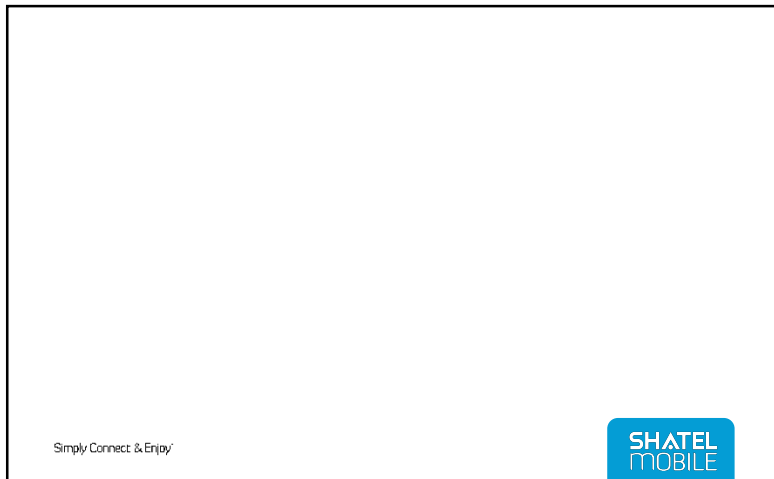
# Logo Box.

PowerPoint format usage



[Files to use](#)

With white  
Background:



With Pic/Photo  
Background:



# Logo.

Acceptable Formats :



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# Tagline.

Acceptable Formats :

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Simply Connect & Enjoy™

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به سادگی متصل شو و لذت ببر

به سادگی متصل شو و لذت ببر

به سادگی متصل شو و لذت ببر

به سادگی متصل شو و لذت ببر

# Colors.

## Primary Colors:



RGB Code: R:4 G:157 B:213  
CMYK Code: C:76 M:22 Y:2 K:0



RGB Code: R:0 G:177 B:76  
CMYK Code: C:81 M:0 Y:100 K:0

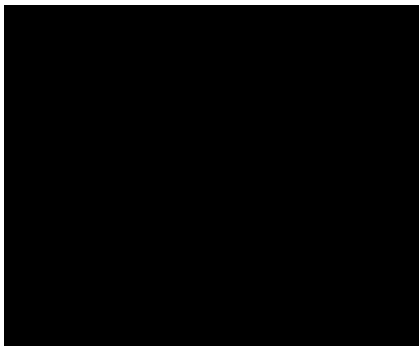


RGB Code: R:241 G:99 B:33  
CMYK Code: C:0 M:76 Y:100 K:0



RGB Code: R:0 G:41 B:99  
CMYK Code: C:100 M:76 Y:0 K:50

## Secondary Colors:



RGB Code: R:130 G:130 B:130  
CMYK Code: C:0 M:0 Y:0 K:60



RGB Code: R:0 G:83 B:146  
CMYK Code: C:100 M:56 Y:0 K:25

# Our Fonts.



[Files to use](#)

Diavlo Bold for main titles:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Diavlo Book for Sub titles:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Microsoft YaHei Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

} Primary Font

} Secondary Font

**MRT\_Dinar One  
Light(Bold)**

**MRT\_Dinar  
One Light**



[Files to use](#)

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# سند رهبری برند

## واحد برند و تجربه مشتریان

این سند شامل راهبردهای بازاریابی، برند، محصولات و ... می باشد

**Nazanin**

**SHATEL**  
MOBILE



# Shatel Mobile`s Photography Style



# Shatel Mobile Photography Style

Our photography style is bright, minimal, authentic, inspiring, modern lifestyle and full of life.



# key attributes

These key attributes are the specific elements within the images that give an identifiable look. These specific elements include (but are not limited to):

- **Genre** = lifestyle, modern and minimal
- **The Environment** = Modern , creative and cool
- **The lighting** = high key
- **The wardrobe**= casual
- **Color palette**=normally matches the established brand-guide, white, dark blue and orange
- **Narrative**= having a story to tell
- Cropping and positioning offer unique angles to tell stories



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# Minimal.





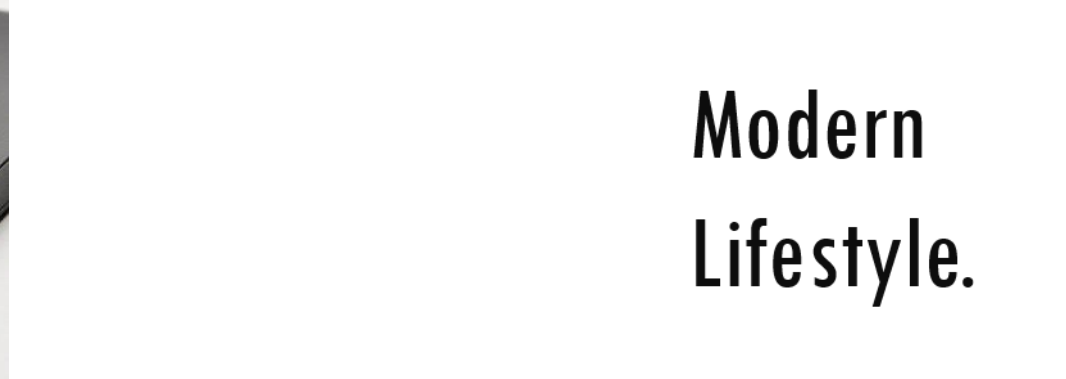




INSPIRING.



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Full of Life.



# DOs & DON'Ts



Not looking into lens



Looking to lens



Dark



Bright



Old fashion/Black and white



Modern Style



Classic/traditional



Modern

# DOs & DON'Ts



With background



With white simple background



Messy with too much objects



Simple with few number of objects



B&W mix with color



All Color



Official/Serious



Casual



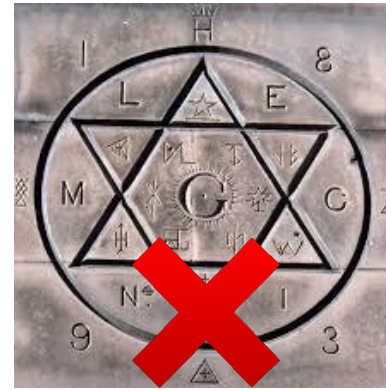
# Banned Signs (National & Global)



Freemasonry Sign



Freemasonry Sign



Star of David



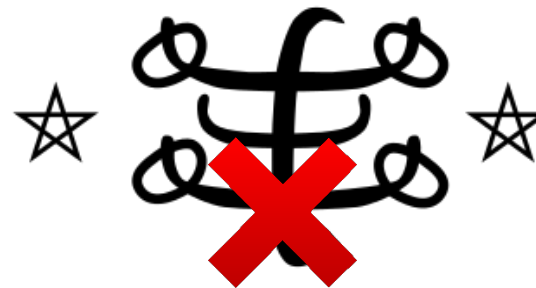
Schutzstaffel Sign



Satan Symbol



Peace Sign



Bahá'í Sign



Bahá'í Sign

# Organizational Events Photography

Event photography means taking pictures of employees and guests in corporate events such as conferences, birthday parties, receptions and sales events.

- believable situations
- Avoid eye to camera contact, unless when finished event and our people gather to take keepsake photos.
- Consider creating human stories without showing people
- evoke emotions
- real-life interactions between people



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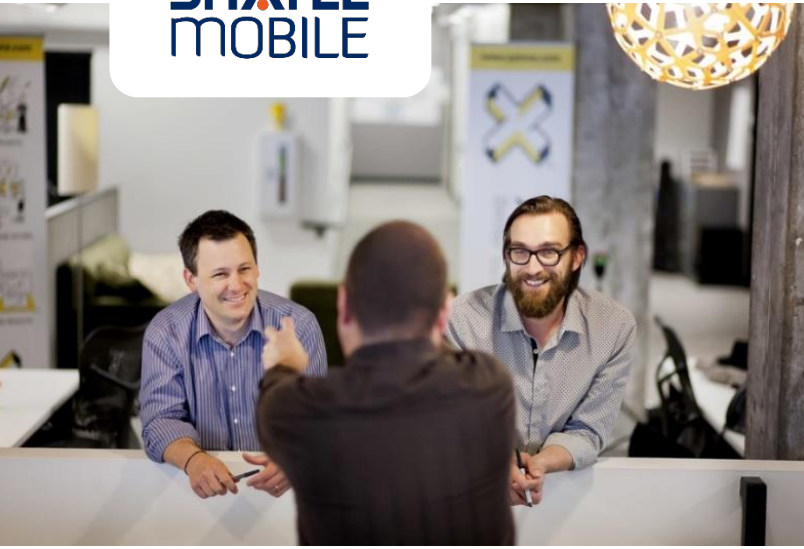
## Organizational Events Photography



# Corporate photography

Corporate photography means taking pictures of our people and Environment.

- We want to be edgy, young at heart with an element of fun.
- Bright (and Naturally lit)
- Intimate
- Engaging people
- Do show natural expressions and depth of field.
- We never take ourselves too seriously
- We are picture unique individuals.



# Corporate Photography



# People photography

People photography is a kind of photography which mainly aims to capture people in situations, real-life events or milestones in an artistic manner and the art of the everyday.

- Self-expressive
- Distinctive
- Emotionally engaging
- Natural, un-staged, unguarded moments
- Expressing the full amplitude of life
- Exception: in our people photography (staff) where there is an introductory situation or gathering, Looking to lens is acceptable.



# Our People



# Product photography

- Clear: product is the main focus of photo. It is transparent.
- Authentic: It is better to have Product & People side-by-side
- Conceptual Illustration: combining product, photography and illustration as a secondary element or expression of the brand piece
- Simply white background with no elements besides or in photo frame is not acceptable.
- Exception: when a product photo is going to be used in e-commerce web-shops or applications having white or no background is acceptable.



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product  
photography

# Illustration

- Minimal
- Creative
- Use visual elements: The basic building blocks• Line• Shape/Form• Space• Value• Texture• Color.
- Use Gif and motion picture
- Colorful and use brand color



# Illustration

