

Plaza Digital

Brand Guideline
&
Visual Identity

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A white outline of a stylized logo shape is positioned on the left side of the image. The shape consists of a rounded rectangular base on the left, a diagonal line extending upwards and to the right, and a rounded rectangular top on the right. The entire shape is defined by a single white line.

LOGO

Concept

LOGO
Concept



LOGO

Concept



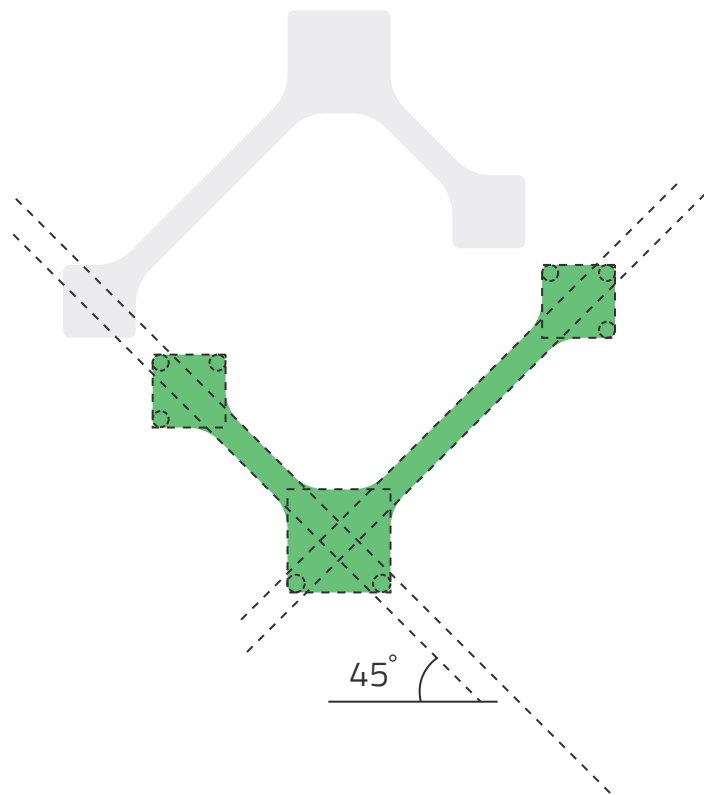
A white outline graphic on a green background, resembling a stylized letter 'L' or a bracket. It has a vertical stem on the left, a horizontal base at the bottom, and a vertical stem on the right that curves into a rounded rectangular shape at the top.

LOGO

Structure

LOGO

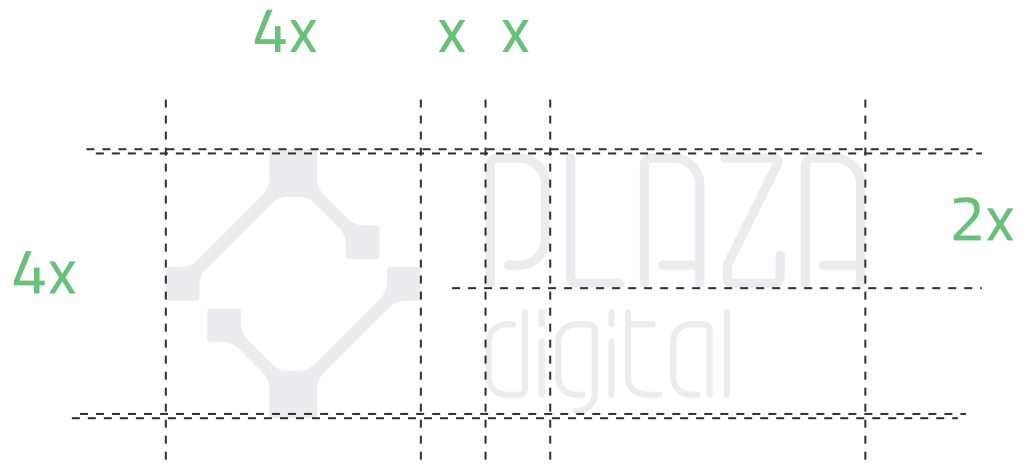
Structure



PLAZA
digital

LOGO

Structure



LOGO
Structure

safe area



LOGO

Structure

in colored places





LOGO

Typography

LOGO

Typography

Peyda (English version)

Thin ExtraLight Light Regular Medium SemiBold Bold ExtraBold Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Peyda (Persian version)

Thin ExtraLight Light Regular Medium SemiBold Bold ExtraBold Black

ا ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش ص ض
ط ظ ع غ ف ق ک گ ل م ن و ه ی
۱ ۲ ۳ ۴ ۵ ۶ ۷ ۸ ۹ ۰



COLOR

Palette

COLOR

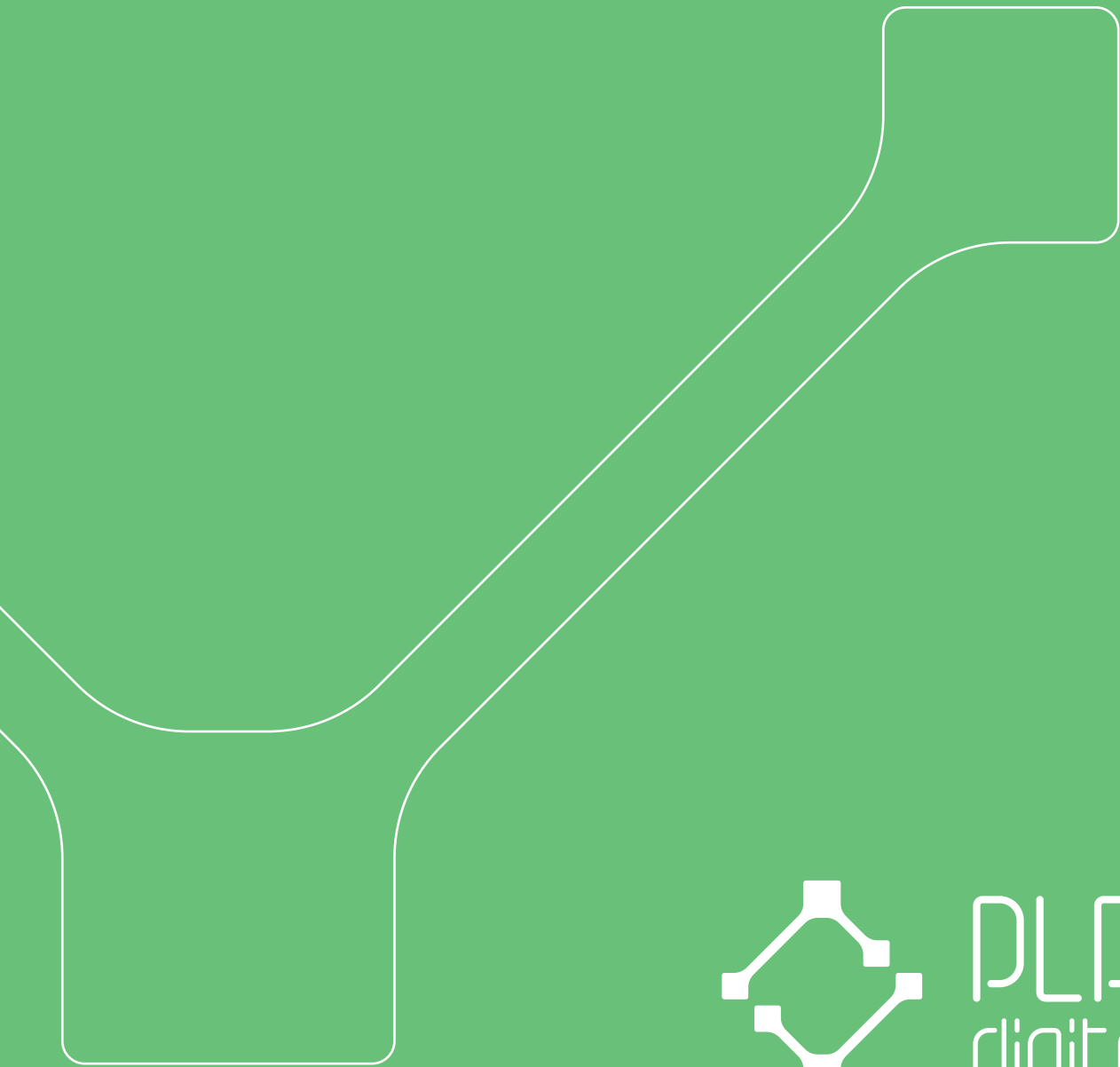
Palette

RGB color 106 193 123
HEX color #6ac17b
CMYK color 60 0 70 0



RGB color 51 49 50
HEX color #333132
CMYK color 0 0 0 95





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