

**1996AZ**

**GUIDELINES**

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# 1996AZ

## Introduction



## About 1996AZ

1996AZ is a cutting-edge digital marketing agency specializing in delivering high-impact solutions for businesses in the UAE and Azerbaijan. With a strategic focus—70% on the UAE and 30% on Azerbaijan—our goal is to empower brands with innovative marketing strategies, data-driven insights, and creative storytelling that drive engagement and growth.

Beyond digital marketing, 1996AZ envisions a future in the gaming industry, expanding into gaming services for companies and E-sports projects. Our commitment to innovation, precision, and excellence positions us as a dynamic force in both digital marketing and the evolving world of gaming.



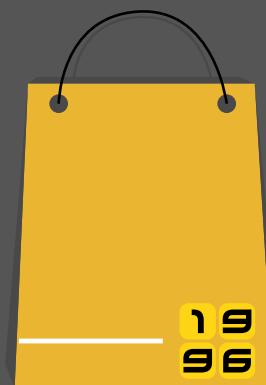


# Brand Values

At 1996AZ, our core values drive everything we do. We are committed to delivering innovative and results-driven digital marketing solutions that empower our clients to thrive in an ever-evolving digital landscape. Integrity, creativity, and excellence define our approach, ensuring that every strategy we implement is built on trust, precision, and a deep understanding of our client's needs. Our dedication to continuous improvement, data-driven insights, and industry-leading practices guarantees that we help our clients achieve sustainable growth and remain ahead of the competition in both the UAE and Azerbaijan markets. Through our work, we aim to inspire, engage, and deliver measurable success for every brand we partner with.



T-shirt



Goodie Bag



Water Bottle



Cup

# Brand Color

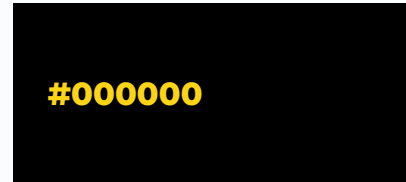
The brand colors of 1996AZ are carefully selected to reflect the boldness, innovation, and professionalism at the heart of our company. The dominant color, #FED514 (yellow), symbolizes energy, creativity, and optimism, standing out as a focal point across all our branding materials. This vibrant yellow represents our commitment to excellence and our ability to stand apart in the digital marketing and gaming industries. Complemented by #000000 (black), the contrast emphasizes sophistication, clarity, and strength, grounding the brand with a modern, sleek aesthetic.

Additionally, we incorporate #FFFFFF (white) for a clean, minimalistic look, offering balance and versatility in our designs. The #555555 (gray) adds a more subtle and sophisticated touch, ideal for backgrounds and supporting elements that enhance the primary color scheme. Together, these colors form a dynamic and flexible palette that ensures consistency, legibility, and a visually appealing brand presence across all touchpoints.

## Yellow



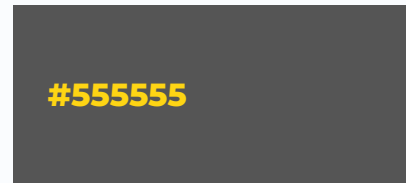
## Black



## White



## Gray



## Color Mode

Represents energy and creativity. In RGB, it's created by red and green light, and in CMYK, it's printed with the same brightness, ensuring consistency across digital and print.

## Color Mode

Adds sophistication and contrast. In RGB, it's the absence of color, and in CMYK, it grounds the design for clarity and sharpness.

## Color Mode

Provides a clean backdrop. In RGB, it combines all colors, and in CMYK, it's the absence of ink, offering balance and simplicity.

## Color Mode

Offers subtle sophistication. In RGB, it's created with low-intensity red, green, and blue, and in CMYK, it's made from a mix of cyan, magenta, yellow, and black, enhancing depth.

# Typography

The typography of 1996AZ plays a crucial role in reinforcing our brand identity, combining modernity and professionalism. For impactful headers and titles, we use Orbitron, a sleek, futuristic font that captures the essence of innovation and technology. The body text is set in Montserrat, a clean and versatile sans-serif font that enhances readability while maintaining a modern, approachable feel. For our logo, Xirod provides a distinctive, strong presence that complements the boldness of our yellow brand color. This cohesive typography system ensures consistency across all our marketing materials, creating a cohesive, polished look that reflects our brand's vision and values.



## The Headline

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## The Sub Headline

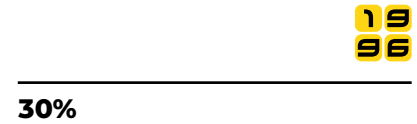
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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Body Copy

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## Logo Variations



The 1996AZ logo adapts seamlessly across various backgrounds, ensuring consistency and visual impact in any setting. On a black background, the logo's bold yellow (#FED514) background creates a striking contrast with the black text, making it stand out powerfully. When placed on a white background, the logo maintains its clean, modern aesthetic, with the yellow and black elements creating a fresh, minimalist feel. On a gray (#555555) background, the logo offers a more subdued yet sophisticated look, allowing the yellow to pop while the black text maintains clarity and legibility. These variations ensure the logo remains versatile and effective across all digital and print materials, while retaining its identity and brand strength.



## GRAPHIC ELEMENTS

The graphic elements of 1996AZ feature a unique and innovative design, where the four digits of "1996" are thoughtfully merged to form a single, cohesive shape. This design concept symbolizes the connection between the past and the future, capturing the essence of progress and transformation. By merging these digits, we represent the brand's mission to bring together different aspects of technology, creativity, and strategy in a harmonious and forward-thinking way. This visual element becomes a key part of our identity, offering a distinct and recognizable symbol that can be applied across various branding materials. It adds depth and meaning to our visual language, ensuring consistency and strengthening the connection between our brand's core values and its graphic representation.

