



CYRUS THE GREAT
INSTITUTE

Graphical Profile



Version 1.1, 2025

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Introduction

The graphical profile of the Cyrus the Great Institute (CGI) is designed to create a cohesive and professional visual identity that reflects the organization's values and mission. It serves as a guide for consistent use of logos, colors, and other visual elements across all platforms and materials, ensuring that the CGI brand is immediately recognizable and aligned with its goals of promoting Iran's liberation, cultural heritage, and intellectual excellence.



Logo Usage

The main logo serves as the primary identifier for CGI and is to be used in official documents, reports, and communications. This logo should always be prioritized unless specific circumstances call for a secondary logo.



Secondary logos are used when the main logo is not suitable due to design constraints or specific contexts. They provide flexibility in branding while maintaining visual consistency. Secondary logos can be used for circular layouts, vertical alignments, stamps, or other materials where the main logo may not fit optimally. Their usage should complement the overall aesthetic and purpose of the material.



CYRUS THE GREAT
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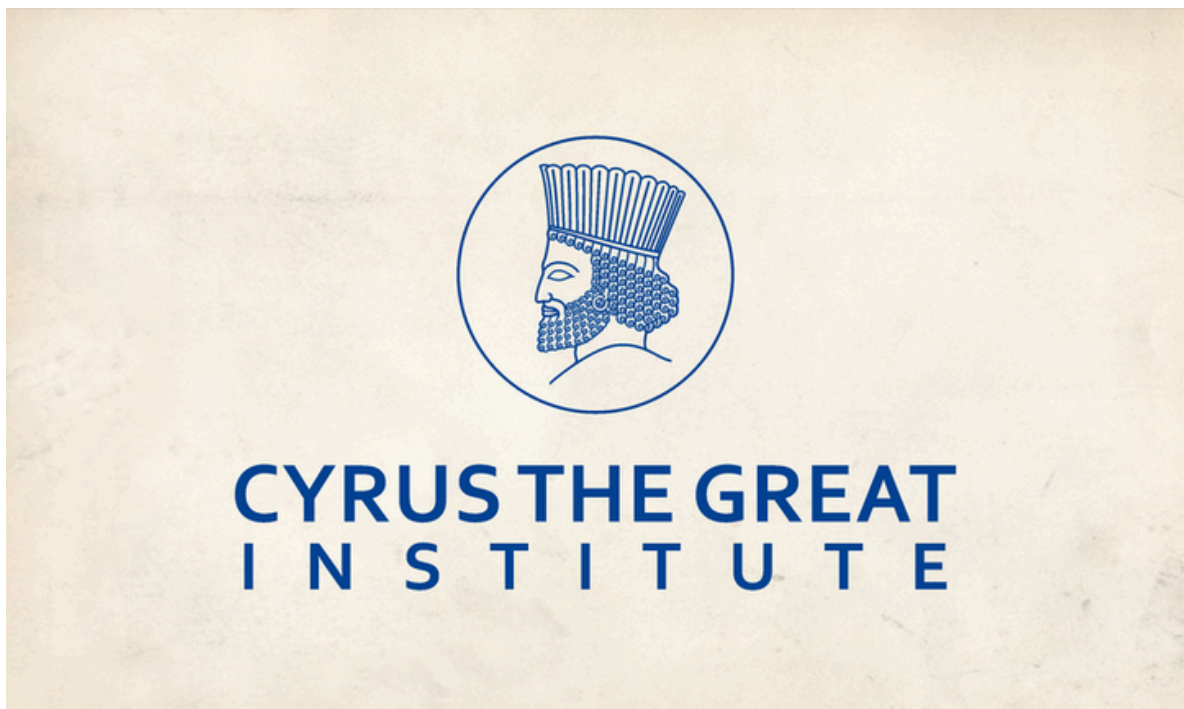
Color Palette

The primary color of the CGI and its logo is Royal Blue:
Hex: #044494 | RGB: (4, 68, 148) | CMYK: (97, 54, 0, 42)

The logo is usually displayed in Royal Blue on a white background. However, both the color of the logo and the background may be adapted when circumstances require.

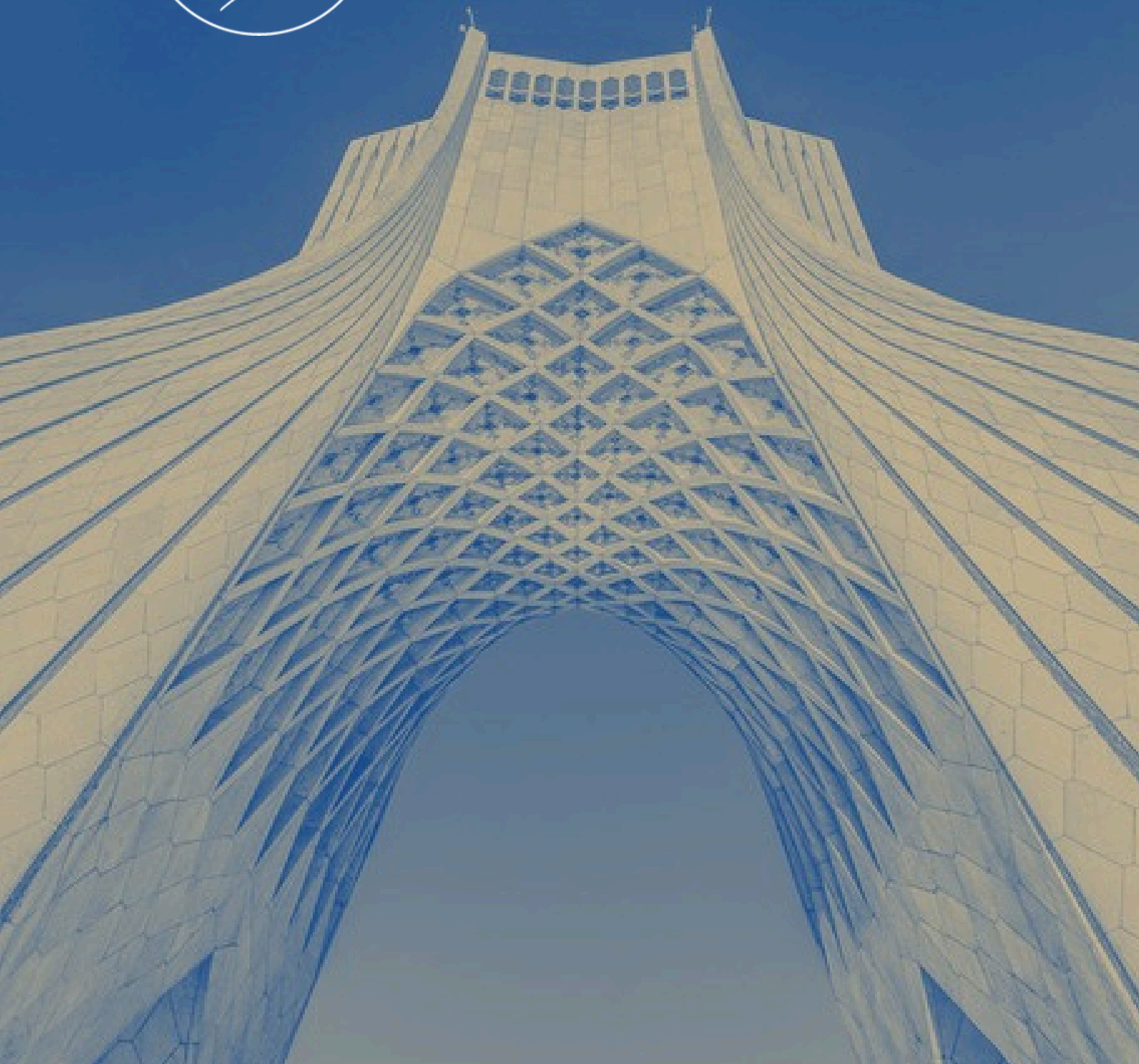
An accompanying color, Regal Gold, may be used as an accent to complement Royal Blue in formal or ceremonial contexts:

Hex: #B8860B | RGB: (184, 134, 11) | CMYK: (0, 27, 94, 28)





CYRUS THE GREAT INSTITUTE



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