ارکستر سمفونیک ایران اتریش

Austrian Iranian Symphonic Orchestra

Graphic Standards

پدرام فریوسفی

امین غفاری

مهوش عسگری

سروین حزین

آوا شادمانی

فرشته توفیقی

سنا معزز

نیلوفر محبی

عرفان وکیلی

عرفان شریف زاده

فوژان غریب نژاد

پژمان اختیاری

نیلوفر سهی

لوون آراکلیان

علی آقاجانی

فرمهر بیگلو

الناز پگاه

پانیذ فریوسفی

پیمان ابوالحسنی

آرمن مسروپیان

گلسانا شناسایی

پورنگ پورشیرازی

پروانه انارکی

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INTRODUCTION

Austrian Cultural Forum started its existence in 1955 and up to 1989 it only offered German language classes. This cultural forum has started as platform for cultural exchanges between Iran and Austria and was the only cultural forum which did not stop its activity in 1979 Revolution of Iran.

From 2006, this cultural forum started a symphony orchestra and choir (known as AISO) along with offering master classes and concerts in Tehran. Up to 2012 this orchestra has performed over 50 concerts in Tehran and after 32 years of revolution, in 2011 it was given a permission to play in Roudaki Hall, the most famous music hall of Iran.

Nowadays, this orchestra has regular concerts in Roudaki hall. In 2013 this orchestra became well known notonly because of its diverse repertoire but also because of its regular master classes with international musicians and vast collaboration between Iranian and Austrian composers through this platform.

AISO is very wel-known in Iran not only for its performances but also for the number of cellists play in it. While there are not many cello players in Iran, AISO almost have all of them!

Based on this the logo of AISO is the scroll part of a cello and four string of it. The logo is vertical just like the way a cello player holds his instrument and the name of the AISO is written vertically and the strings are also used as ایپ letter. The collor of the stringd are red with white gaps to represent the colors of Austian flag, therefore the letter ایپ will be the abbreviation of the word Iran with the design of Austrian flag.

USE OF SPACES

As displayed, the symbol should be positioned in the center of sides. In signatures and some other graphic elements some other specific guidelines might be applied.
AISO logo can be with other text images.

COLOR

AISO use simple combination of high contrasted colors. The combination of R and white along with black imitates all the colors used in Austria's flag.

C: 0
M: 92
Y: 81
K: 0

C: 86
M: 85
Y: 79
K: 100

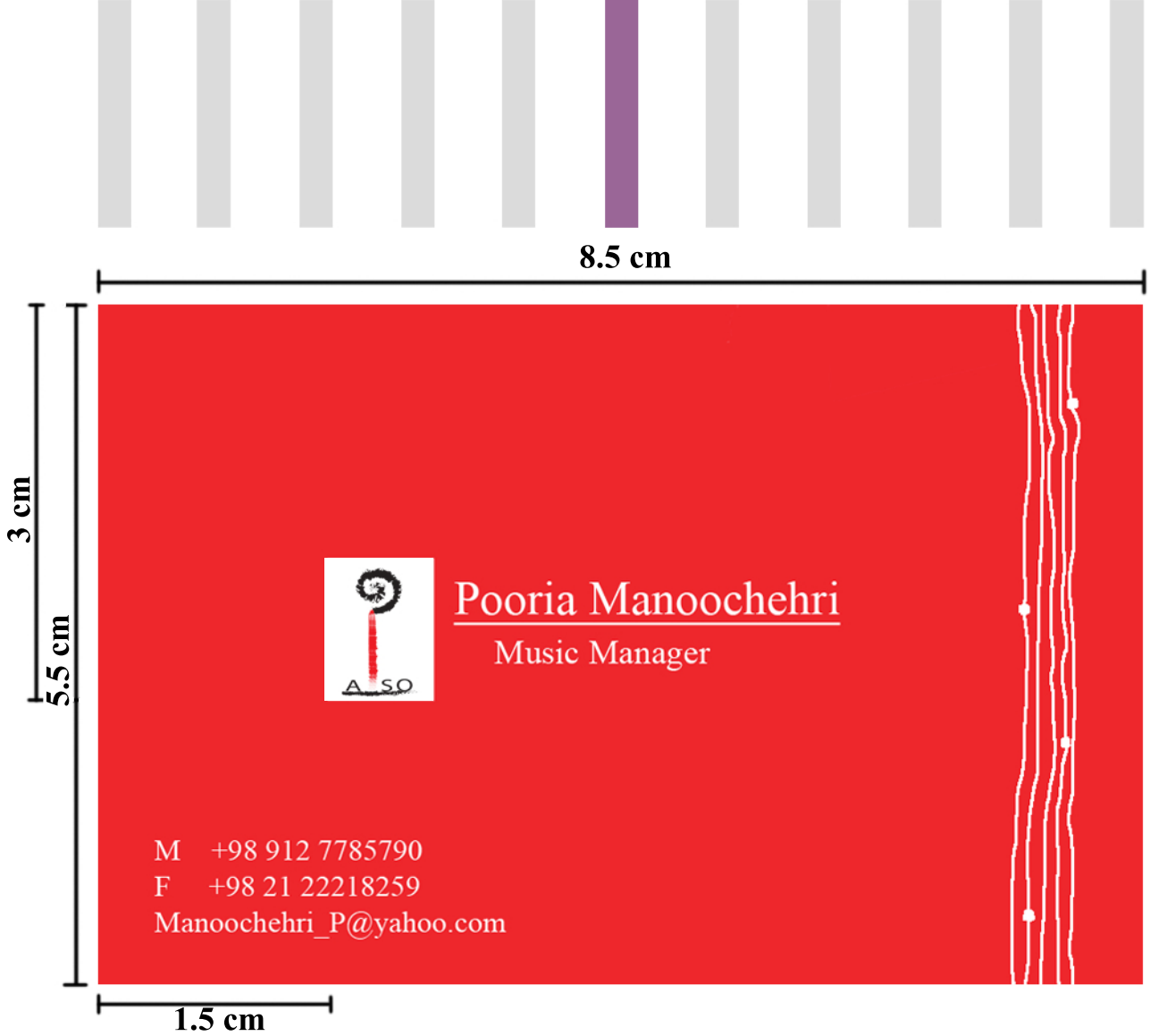
C: 0
M: 0
Y: 0
K: 0

TYPOGRAPHY

Since AISO is a two culture organization it uses 2 different sets of English and Persian type-faces.

English Typeface

The official AISO typeface is Times New Roman. This typeface is used for logotype and all printed material. This typeface will be the only English typeface in all English materials.



BUSINESS CARD

The standard AISO business card size is 8.5 by 5.5 cm.

In this business card the AISO Logo will be placed in 3cm high in the left side of the card and has a margin of 2 from the left Side of the card.

21 cm

4.5 cm

3 cm

29.7 cm

2 cm

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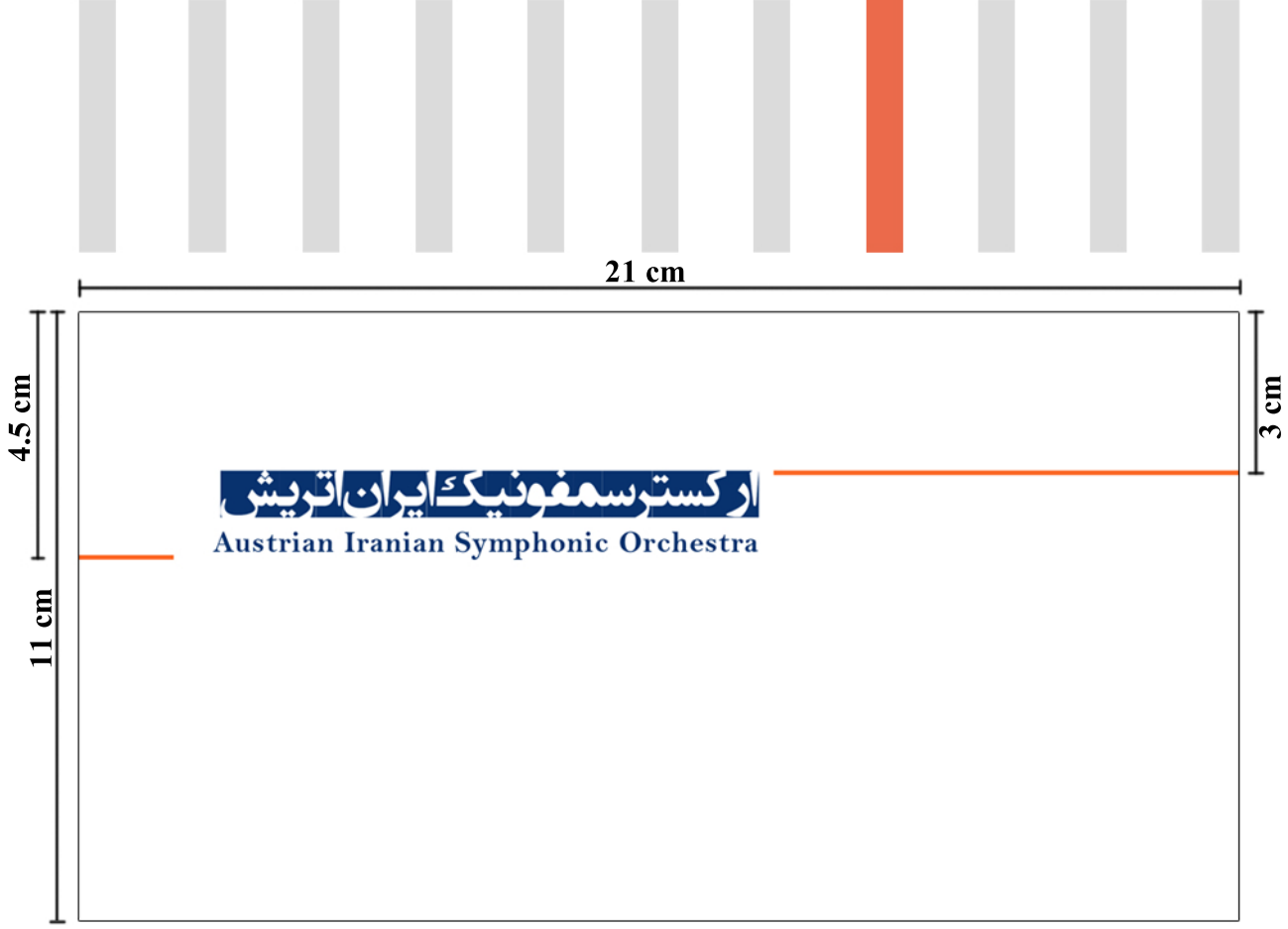
AISO letterhead conveys the professional, yet warm character of the company. In this letterhead dark blue and white as cold colors are combined with orange which is a warm color.

The paper size is 8.2 by 11 1/2. As far as the name of the organization is written in both languages, this letterhead can be used with or without log.

The name is located on upper right corner and ends in the middle of the page. The name of the organization is written in both Persian and English but the Persian format is bigger assuming that it has more use within Iran.

The appearence of the 6.2 by 8.7 envelope resembles the letterhead, so the container goes with its content. with the same characteristics of letterhead color, the envelope also has a friendly and warm appearance. The only difference is the position of the organization name which on envelope is on upper left corner.

AISO magic cup is a gift for AISO fans. This cup is coverd with a special invisible ink that is thermal sensetive. Name of AISO and musicians is written on this cup and when the cup is filled with hot liquid, the cup color changes and the names come into visibility.

The margin between names should be at least 1/2 inch but it depends on the number of musicains and size of the cup.