

# Brand Book

---

Brand Strategy, Voice, Image



**Gity**  
Good Taste of Technology

<b>Mission</b>	<b>1</b>
<b>Vision</b>	<b>2</b>
<b>Values</b>	<b>3</b>
<b>Archetype</b>	<b>4</b>
<b>Tone of Voice</b>	<b>5</b>
<b>Slogan</b>	<b>6</b>
<b>Logos</b>	<b>7</b>
<b>Mascot</b>	<b>10</b>
<b>Icons</b>	<b>11</b>
<b>Colors</b>	<b>14</b>
<b>Typography</b>	<b>16</b>

## Commitment to developing intelligent solutions, serving productivity and accurate decision-making

Our mission is to create tools that, by deeply understanding the real needs of organizations, institutions and municipalities, bring speed, accuracy and intelligence into the depths of management processes and enable rapid, documented and forward-looking decision-making.

At City, committed innovation, effective support and sustainable development are the three fundamental pillars of achieving this mission.

City System Sharq Company, relying on 20 years of experience in developing software systems, has defined its mission in designing and providing smart, efficient, and localized solutions in the field of information technology. We believe that technology should serve decision-making, information transparency, and increased organizational productivity; not merely a tool on the sidelines of processes.

Moving towards a digital future, with a leading approach to urban and organizational management

At Gity Group, we have outlined our vision to become one of the country's leading IT companies, focusing on smart urban and organizational management solutions. Our goal is to build a future where macro decisions and executive operations are made accurately, quickly, and data- driven, and where the role of technology in it is transparent, effective, and inevitable. On the horizon ahead of us, Gity is a symbol of trust in digital transformation. A company that not only produces software, but also provides insight, standards, and solutions, as a strategic companion to organizations on the path of transformation. We aim to play a key role in shaping Iran's digital future by maintaining quality, continuously improving products, and developing innovative services.

## The Triad of Value Creation: A Support for Decision-Making, Trust-Building, and Intelligence

### Speed in analysis, insight in management

Having information about sales status, such as "good sales," is necessary, but it is not sufficient for effective management. Gity Group doesn't just show numbers; it tells you, for example, that sales this month will grow 12.8% compared to last month. This type of intelligent analysis helps managers understand trends, identify the causes of progress or decline, and plan more effectively for the future. With Gity, data becomes insight.

### Smart access, instant decision-making

Imagine that in an organization without intelligent systems, you have to request a sales report from the accounting department and receive the response two days later. This delay can disrupt critical decision-making. But with Gity solutions, this report is available to you at the same time, without intermediaries and completely online. This level of speed not only saves time, but also allows managers to make more accurate decisions in the moment and based on the existing reality.

### Accuracy in information, confidence in decision

When you ask the accounting department about yesterday's sales, you often hear the answer: "I think it was about 26 million." In this situation, you will be faced with a vague and uncertain decision-making environment. But with Gity solutions, there is no more undocumented estimates and you can see in an instant that yesterday's sales were exactly 25,473,871 Tomans. This level of accuracy makes financial transparency possible in reality and creates a reliable basis for decision-making. Financial Management

## PRIMARY ARCHETYPE

## Creator

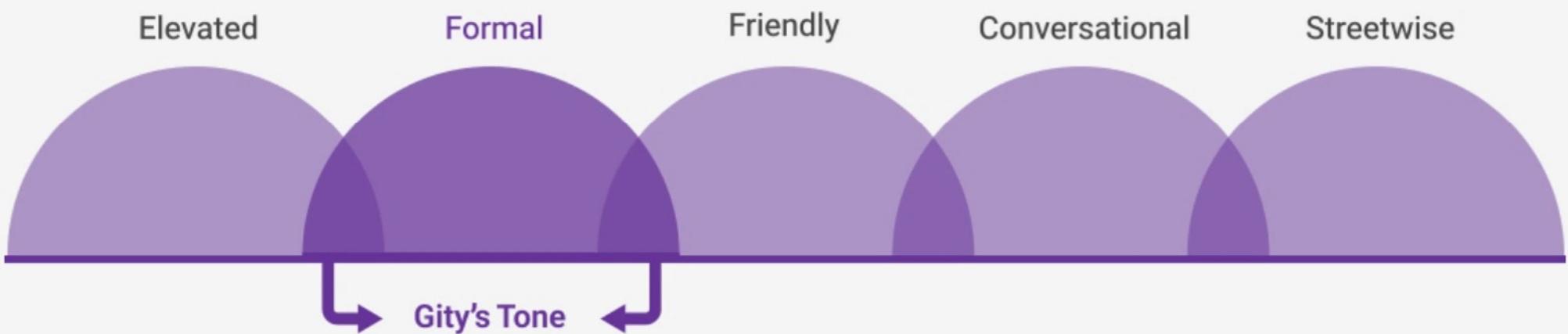
At the heart of Gity Group's brand identity is the Creator archetype; a personality defined by a spirit of innovation, a passion for creation, and building new worlds from complex ideas. At Gity, we believe that technology is not just a tool, but a platform for creating a smarter future. Designing integrated systems, developing management dashboards and business intelligence, and providing customized solutions for organizations are manifestations of this creative mindset. We don't build to just work; we build to inspire.

## SECONDARY ARCHETYPE

## Sage

Along with the creative spirit, Gity also benefits from the essence of knowledge. Gity Group always relies on knowledge, deep analysis, and precise understanding of organizational processes. The archetype of Knowledge in Gity's identity symbolizes the search for truth, the interpretation of data, and the transmission of clear insight to managers and decision-makers. Gity does not want to just give tools, but rather a perspective; knowledge that illuminates the path, removes ambiguity, and makes decisions more informed.





The formal tone of Gity Group reflects commitment and expertise. This tone, using precise, respectful and logical language, gains the trust of the audience and conveys the credibility of the brand well. At the same time, this style of expression is designed to present technical and specialized complexities in an understandable and solid way, so that all stakeholders from employees to customers and partners can easily relate to Gity's messages. The formal tone is the basis for professional, transparent and lasting communication that reflects Gity's core values of quality, accuracy and responsibility.

The slogan "Gity, the Good Taste of Technology" expresses a human (not machine), pleasant and different look at the world of technology. In this phrase, technology is introduced not only as a technical tool, but also as a sweet, practical and enjoyable experience. This slogan creates an image in the mind of the audience of an innovative, reliable and user-oriented brand that strives to bring technology closer to everyday life; simpler, more effective and with good taste. "Good Taste of Technology" means solutions that not only work, but also convey good taste.

Gity Group believes that digital transformation is not a goal, but a path; a path that begins with a proper understanding of data, producing accurate information and leading to the discovery of knowledge patterns, intelligent analysis and sustainable architecture.

Gity Group, relying on a committed team and up-to-date technologies, accompanies organizations on this path to act more agilely in the face of environmental changes, make more strategic decisions and ultimately create a new experience of management and productivity.

“

**Good Taste of Technology**



*City*

Good Taste of Technology

The City logo is designed in different versions to suit various practical situations (official, advertising, digital and print). The version with the brand slogan (Taste of Technology / Good Taste of Technology ) in advertising and introduction situations



Gity logo, a manifestation of the brand's visual identity Gity logo, as the most important element of the brand's visual identity, is designed based on simplicity, clarity and beauty. The use of soft forms, flowing curves and a balanced combination of written elements has turned Gity logo into a recognizable, legible and memorable symbol; a symbol that, at a glance, both conveys the brand's personality and instills a sense of trust and stability in the mind of the audience.



The City Group character is a unique and iconic robot that, with its strong and reliable body language, conveys speed, precision, and intelligence in serving users. With its hands on its chest, this robot stands in a pose that shows complete readiness and concentration to do the work, which conveys a sense of confidence and empowerment. Its special purple color, which is the City brand color, represents the creativity, innovation, and originality of the brand. The robot's eyes with the "G" symbol intelligently embody the City brand identity and establish a strong visual connection with the audience. This character is a combination of advanced technology and professional behavior that best depicts the key values of the City Group.



Companies and Institutes

ACCELERATOR  
TERM E

Kavan Novin Raya  
Arsham

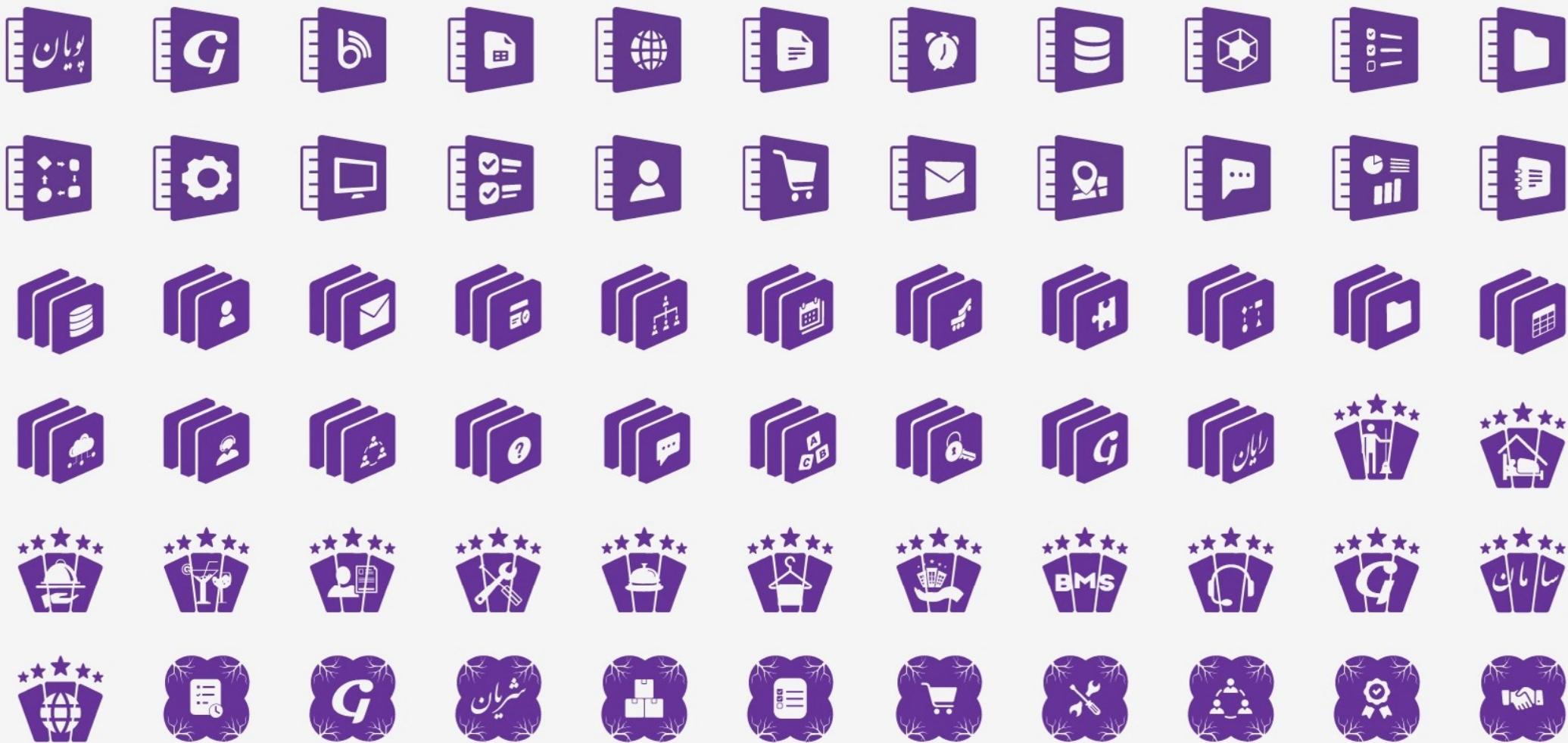
KIANA INSTITUTE

Artemis Studios

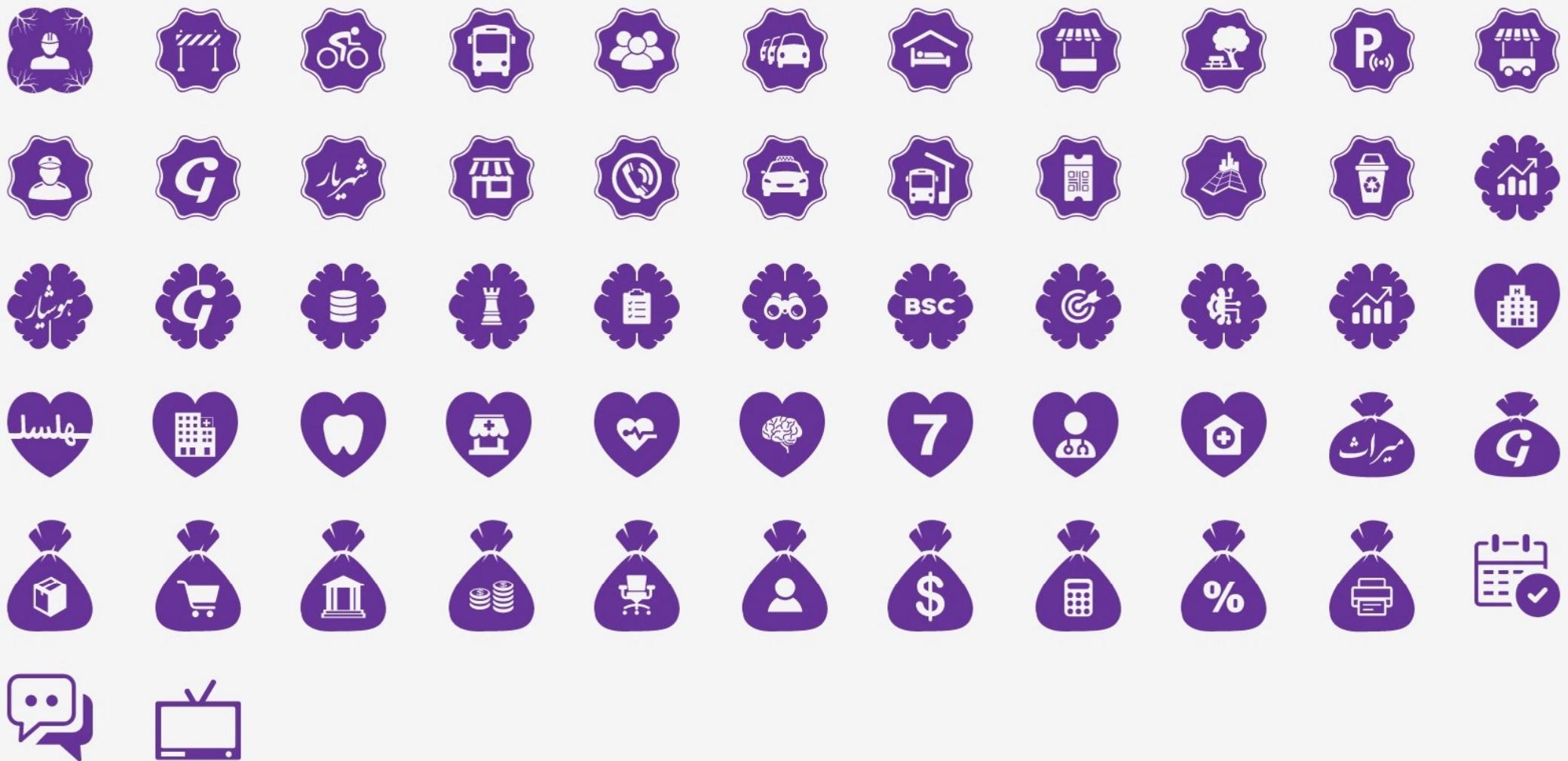
System  
City Sharq

Rayan Pars Pooya  
Hassib

## Collections and Products



## Collections and Products



Placeholder text for color swatches.

Placeholder text for color swatches.

Placeholder text for color swatches.

#663399

R:102 G:51 B:153

C:33 M:67 Y:0 K:40



#FFC200

R:255 G:194 B:0

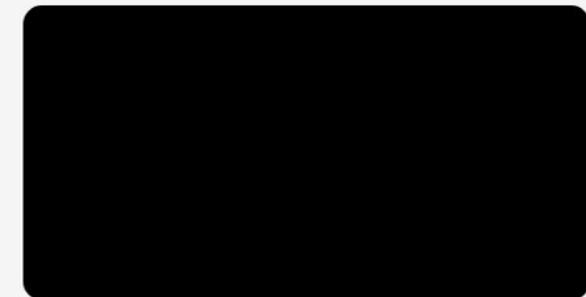
C:0 M:24 Y:100 K:0



#000000

R:0 G:0 B:0

C:0 M:0 Y:0 K:100



Rebecca Purple, the brand color of City, is a combination of depth and charm that inspires a sense of trust and stability as well as innovation and creativity. This special purple color, due to its visual richness and balanced beauty, well represents the identity of City's brand and remains in the minds of the audience. This color is a symbol of authenticity and professionalism that conveys a sense of calm, deep thinking and foresight through the purple spectrum. It expresses City's focus on new technologies along with precision, speed and intelligence in providing services.

663399

66268c

660d73

660066

ffc200

ffc91c

ffd039

ffd655

ایران سنس

Segoe UI

ب ا ا ب

لورم ایپسوم متن ساختگی با تولید سادگی نامفهوم از صنعت چاپ و با استفاده از طراحان گرافیک است چاپگرها و متون بلکه روزنامه و مجله در ستون و سطر آنچنان که لازم است و برای شرایط فعلی تکنولوژی مورد نیاز و کاربردهای متنوع با هدف بهبود ابزارهای کاربردی می باشد

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris*

Gity

Magneto

Light

*Lorem Ipsum is a fabricated text with a simple, unintelligible production from the printing industry and used by graphic designers.*

*Lorem Ipsum is a fabricated text with a simple, unintelligible production from the printing industry and used by graphic designers.*

*Lorem Ipsum is a fabricated text with a simple, unintelligible production from the printing industry and used by graphic designers.*

Regulat

Bold

Black

# City

Good Taste of Technology

With more than two decades of continuous activity in the field of information technology, designing integrated systems and developing software solutions, City Group has always sought to create sustainable value for the country's organizations and management institutions. Focusing on the real needs of users, and utilizing technical expertise, operational experience and deep understanding of organizational processes, City Group provides solutions that bring speed, accuracy and intelligence to decision-making and implementation.

**Address:**

City System Shargh Company  
Unit 11, Ground Floor, Saba 8  
Building, No 8, Taghizade 6th Alley  
Elahiye 15 Street, Elahiye Boulevard,  
Mashhad, Khorasan Razavi, Islamic  
Republic of Iran

Postal Code: 9186458420

**Contacts:**

0920 102 6400  
0930 102 6400  
0915 102 6400  
Website: [www.cityco.com](http://www.cityco.com)  
Email: [info@cityco.com](mailto:info@cityco.com)

