



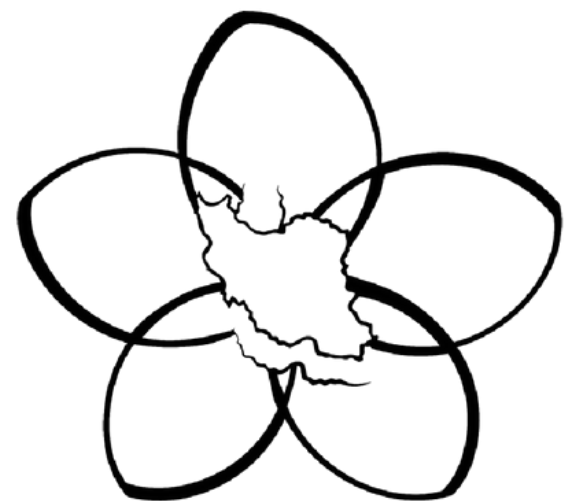
IRAN PAVILION
EXPO 2027 BELGRADE



Primary Visual Identity
Document
Pavilion of Iran at Expo
2027
Belgrade, Serbia
Version 3.0



Stamp



IRAN PAVILION
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Colored



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Colored Background



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#51a7dd



Detail
Fingerprint
Design



● Main Colors

23% blue ● #0056ff

22% Turquoise ● #00e6ff

20% Yellow ● #ffd400

20% Purple ● #ff007b

15% Violet ● #b300ff

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● Font
Qurova

Connection Between Applied Colors and Iranian Identity

23% blue	 #0056ff	The blue color in turquoise and lapis lazuli tilework of Iranian architecture has symbolized tranquility, faith, and the sky for centuries. This distinctive blue evokes the turquoise domes of Iranian mosques and the artistic traditions of the East.
22% Turquoise	 #00e6ff	Turquoise, one of Iran's most symbolic precious stones, holds a special place in Iranian art and jewelry. This color evokes the delicate tilework decorations of Isfahan and Khorasan, imparting a sense of freshness and vitality.
20% Yellow	 #ffd400	Turquoise, one of Iran's most symbolic precious stones, holds a special place in Iranian art and jewelry. This color evokes the delicate tilework decorations of Isfahan and Khorasan, imparting a sense of freshness and vitality.
20% Purple	 #ff007b	This vibrant crimson hue is inspired by the colorful traditional garments worn by Iranian women, especially in the southern and western regions of the country. It also symbolizes love, warmth, and vitality in Persian carpets and kilims.
15% Violet	 #b300ff	In Iranian culture, purple is associated with concepts such as spirituality, mystery, and majesty. In Safavid art and the decoration of illuminated manuscripts, this color was used to create depth and an aura of enigma.

Connection Between Geometric Patterns and Iranian Identity

1. The Form of Flowers and Nature in Iranian Art

In Iranian culture, purple is intertwined with mystery and mysticism. During the Safavid era — and even earlier — certain aristocratic classes used shades of purple in their clothing. This color is also found in handwoven carpets from western regions of Iran.

2. Overlap and Unity in Diversity

The petals in the logo are arranged in layered, overlapping fashion, converging toward the center. This form evokes a fundamental principle in Iranian philosophy and Islamic mysticism: “Unity within multiplicity, and multiplicity within unity” — the ancient Iranian civilizational archetype of “harmonious diversity”; variety in components, yet coherence in meaning.

3. Inspired by Islamic geometric patterns

The combination of radial symmetry and the rotational arrangement of the petals closely resembles Islamic geometry. In Iranian architecture — such as the dome of Sheikh Lotfollah Mosque or the patterns found in mausoleums — circular, centrally organized structures are prevalent, bearing strong visual resemblance to the forms used in the logo.

4. Diversity of colors within a unified form — a mirror of Iranian culture.

Iranian culture has always been multicolored, multi-ethnic, multilingual, and multi-belief — yet it has preserved a unified Iranian identity. Just as in the logo, where the diverse colors of the petals converge into unity at the center, Iranian culture has followed precisely this path.

Connection Between the Logo and the Expo Theme



Expo Theme:

PlayforHumanity, Sportand MusicforAll

بازی برای بشریت، ورزش و موسیقی برای همه

Connection Between the Logo and the Expo Theme

1. Rotational and circular form

The rotational, circular form evokes the image of a paper pinwheel — a universal toy. Across diverse cultures, from East to West, children have played with similar shapes, whether in the alleys of Iran, schools in Japan, or parks in Europe and Latin America. It is precisely this universality and simplicity that transforms the pinwheel into a fitting symbol of global movement — a shared, heartfelt language of play.

2. Overlap and Unity in Diversity

Cultural, ethnic, and linguistic diversity — aligned with the universal and inclusive spirit of the Expo.

3. Flower-like form with multiple symmetrical branches

Symbol of cooperation, synergy, and collective movement (like a music ensemble or sports team)

4. Overlapping of petals

Symbol of civilizations interacting and building a greater whole beyond individual parts.



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