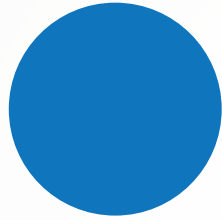




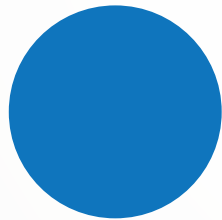
Eşitlik İzleme Merkezi

Kurumsal Kimlik Rehberi / Corporate Identity Guide

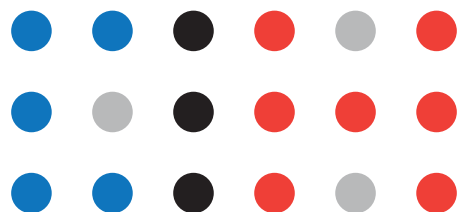


Emblem & Logotype

Emblem & Logotype



Amblem / Emblem



Logo / Logotype



Oran & Orantı / Ratio and Proportion



Logonun Yatay ve Dil Kullanımı - Anlamı / Horizontal and Language Usage of the Logo - Meaning

• Logotype dili değişse de amblem aynı kalır. • Although the logotype language changes, the emblem remains the same.



EŞİTLİK
İZLEME MERKEZİ

Tüm harfler eşit aralıktadır ve eşit uzunlukta.
İ ve Ş harfi amblemle uyumlu yeniden oluşturuldu.
Türkçe karakterleri olan global font,
kolay okunur ve anlaşılır logotype



E, İ, M harfleri



Listeleme sembolü



Farklı renkler, farklılıkların bir arada olması
Eşit büyüklük ve eşit aralık; eşitlik
Paydaşların bir arada oluşu

Logo Renk Standartları

- Logonun kurumsal renkleri aşağıda belirtilmiştir. Belirtilen renkler dışında herhangi bir renk tercih edilmemelidir.
- The corporate colors of the logo are given below. Any color other than the specified colors should not be preferred.



#0F75BD

RGB: 15 - 117 - 189

CMYK: 86 - 50 - 0 - 0



#EF3F37

RGB: 239 - 63 - 55

CMYK: 0 - 90 - 84 - 0



#B8B9BA

RGB: 184 - 185 - 186

CMYK: 28 - 22 - 22 - 0



#231F20

RGB: 35 - 31 - 32

CMYK: 70 - 68 - 64 - 74



Logonun siyah beyaz kullanımı / Black and white use of the logo

Logonun Yanlış Kullanımı / Misuse of Logo

- Logo hiçbir şekilde ekstra bir zemin eklenerek kullanılamaz. Aşağıda bazı yanlış kullanım örnekleri verilmiştir.
- The logo cannot be used by adding an extra background in any way. Below are some examples of misuse.

Tek Renk / One Color



Eksik Yazı / Missing Text



Renk Geçişi / Gradient



Desenli zeminle birlikte
With patterned floor



Geçişli zeminle birlikte
With gradient floor



Ölçü Bozumu
Distortion



Diğer Logolarla Birlikte Kullanımı / Use with Other Logos

- Farklı bir zorunluluk olmadığı sürece diğer kurumların logoları ile benzer oran ve orantıya sahip olmalıdır. Tam eşit ölçü olamasa bile mutlaka dengeli ve denk ölçüler dikkate alınmalıdır.
- Unless there is a different obligation, it should have the same proportion and proportion with the logos of other institutions. Even if it's not exactly the same size balanced and equivalent measures must be taken into account.



Kurumsal Font Standartları / Corporate Font Standards

Aa Bb Cc 0123

Roboto Light

ABCÇDEFGHIJKLMNOPÖPRSTUÜVYZXWQ
abcçdefghijklmnoöprsştuüvyzwxq
1234567890

Roboto Light Italic

ABCÇDEFGHIJKLMNOPÖPRSTUÜVYZXWQ
abcçdefghijklmnoöprsştuüvyzwxq
1234567890

Roboto Italic

ABCÇDEFGHIJKLMNOPÖPRSTUÜVYZXWQ
abcçdefghijklmnoöprsştuüvyzwxq
1234567890

Roboto Regular

ABCÇDEFGHIJKLMNOPÖPRSTUÜVYZXWQ
abcçdefghijklmnoöprsştuüvyzwxq
1234567890

Roboto Medium

ABCÇDEFGHIJKLMNOPÖPRSTUÜVYZXWQ
abcçdefghijklmnoöprsştuüvyzwxq
1234567890

Roboto Medium Italic

ABCÇDEFGHIJKLMNOPÖPRSTUÜVYZXWQ
abcçdefghijklmnoöprsştuüvyzwxq
1234567890

Roboto Bold

ABCÇDEFGHIJKLMNOPÖPRSTUÜVYZXWQ
abcçdefghijklmnoöprsştuüvyzwxq
1234567890

Roboto Black

ABCÇDEFGHIJKLMNOPÖPRSTUÜVYZXWQ
abcçdefghijklmnoöprsştuüvyzwxq
1234567890

Roboto Bold Italic

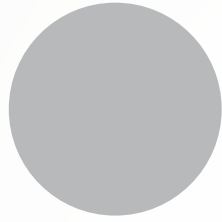
ABCÇDEFGHIJKLMNOPÖPRSTUÜVYZXWQ
abcçdefghijklmnoöprsştuüvyzwxq
1234567890

Marka Kişiliği / Brand Personality



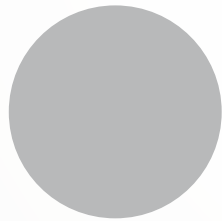
Savunucular; hedeflerini gerçekleştirmek ve kalıcı bir olumlu etki bırakmak için somut adımlar atabilenlerdir. Avantaj sağlamak için değil, denge yaratmak için yaratıcılık, hayal gücü, inanç ve hassasiyetle hareket ederler. Kararlı - Azimli - Dengeli - Bağlantı Kurması Kolay - Samimi - Her Zaman Adalet Arayışında Olan.

Defenders; They are those who can take concrete steps to achieve their goals and leave a lasting positive impact. They act with creativity, imagination, conviction and sensitivity to create balance, not to gain advantage. Determined - Determined - Balanced - Easy to Connect - Sincere - Always Seeking Justice.



Kurumsal Matbu Materyaller

Corporate Printed Materials



Kartvizit / Business Card



Antetli Kağıt / Letterhead



What is Lorem Ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letaset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Why do we use it?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'Lorem Ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

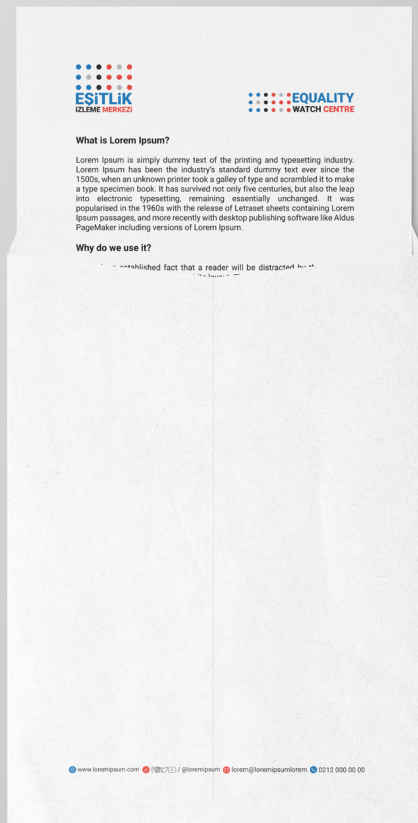
Where does it come from?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of 'de Finibus Bonorum et Malorum' (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, 'Lorem ipsum dolor sit amet...', comes from a line in section 1.10.32.

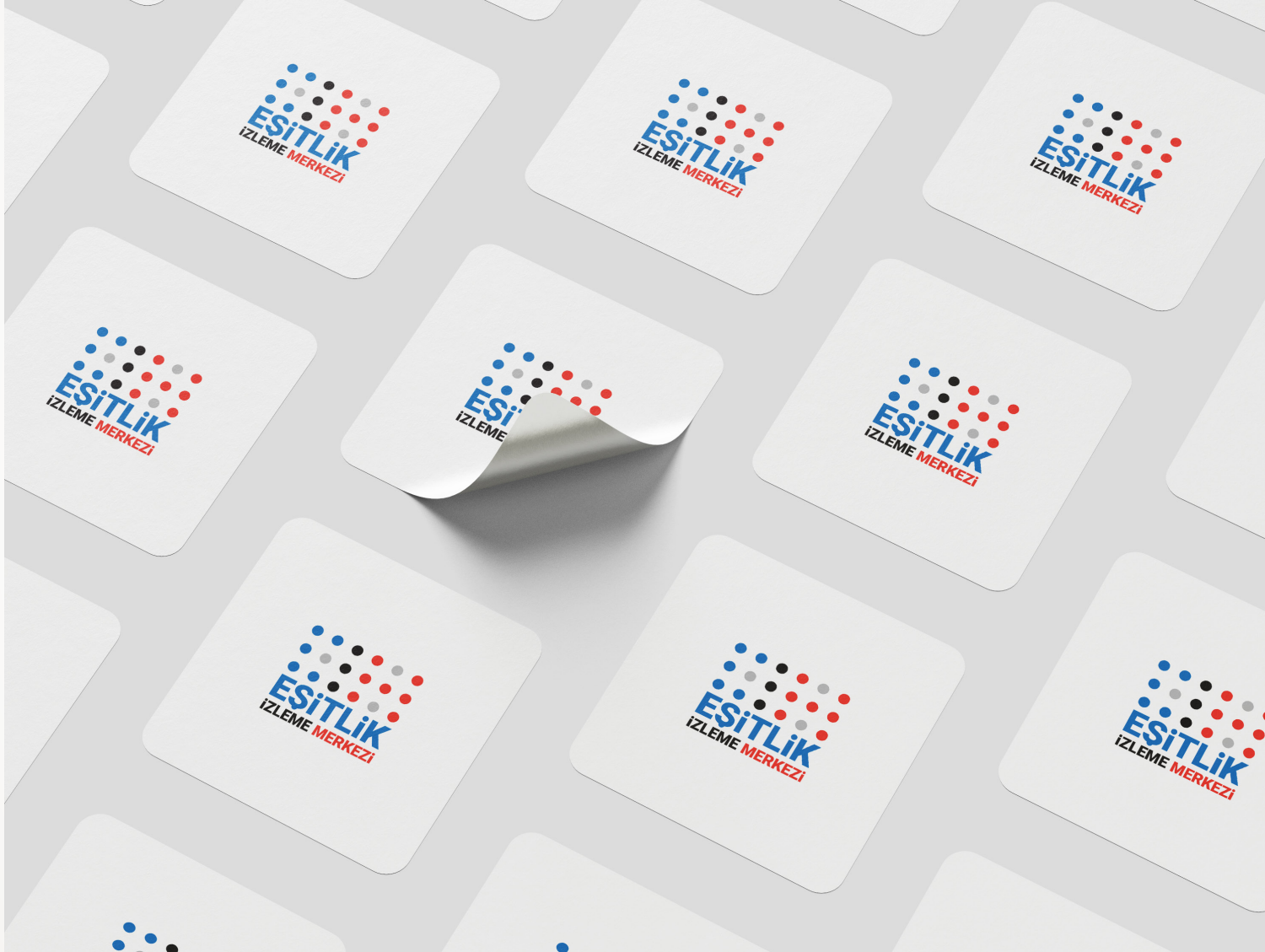
Diplomat Zarf / DL Envelope



Torba Zarf / Bag Envelope



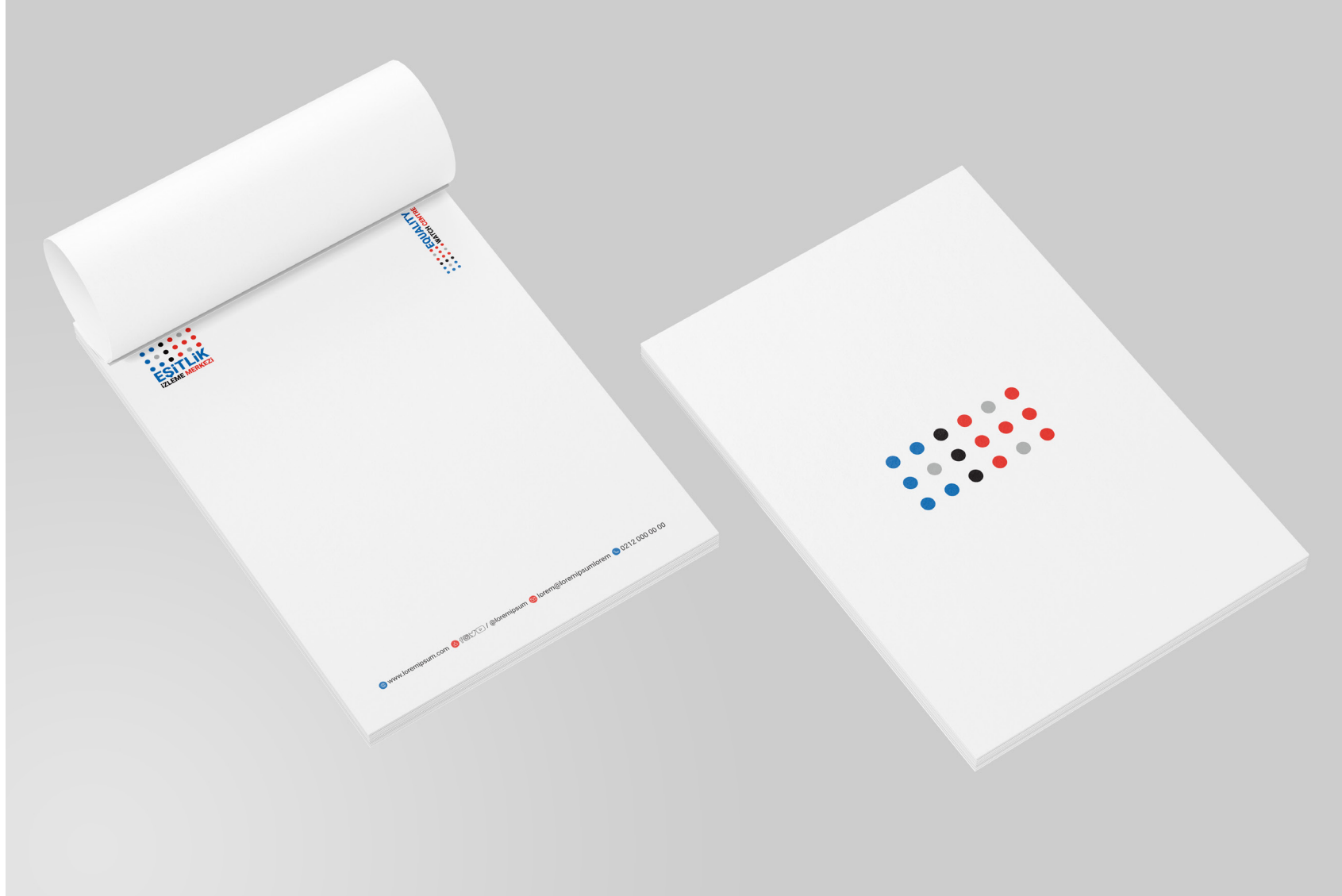
Sticker



Davetiye / Invitation Card



Bloknot



Takvim / Calendar



Not Defteri / Notebook



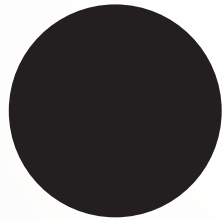
USB





Kurumsal Etkinlik Materyalleri

Corporate Event Materials



Roll-up



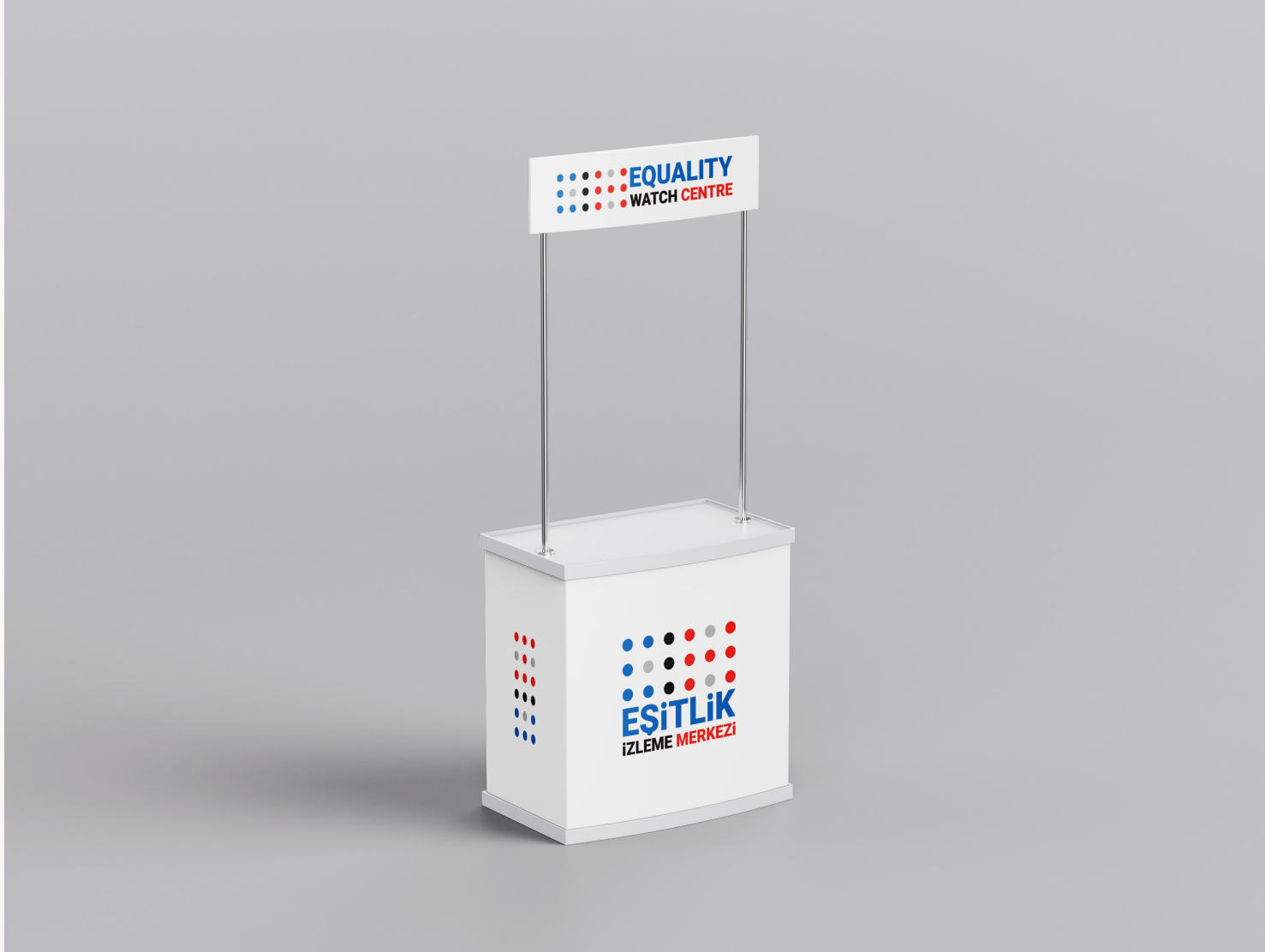
Yaka Kartı / Badge



Bayrak / Flag



Stand



Poster



T-shirt

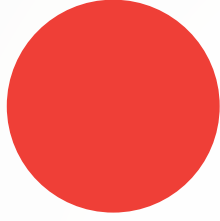


Bez Cüzdan / Tote Wallet



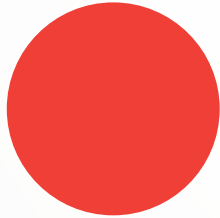
Bez Çanta / Tote Bag





Dijitalde Görünürlük Unsurları

Digital Visibility Elements



Sunum Şablonu / Presentation Template



E-posta İmza / E-mail Signature



NAME
SURNAME
Lorem ipsum / Corporate Title

0500 000 00 00

loremipsum@loremipsumlorem

0212 000 00 00

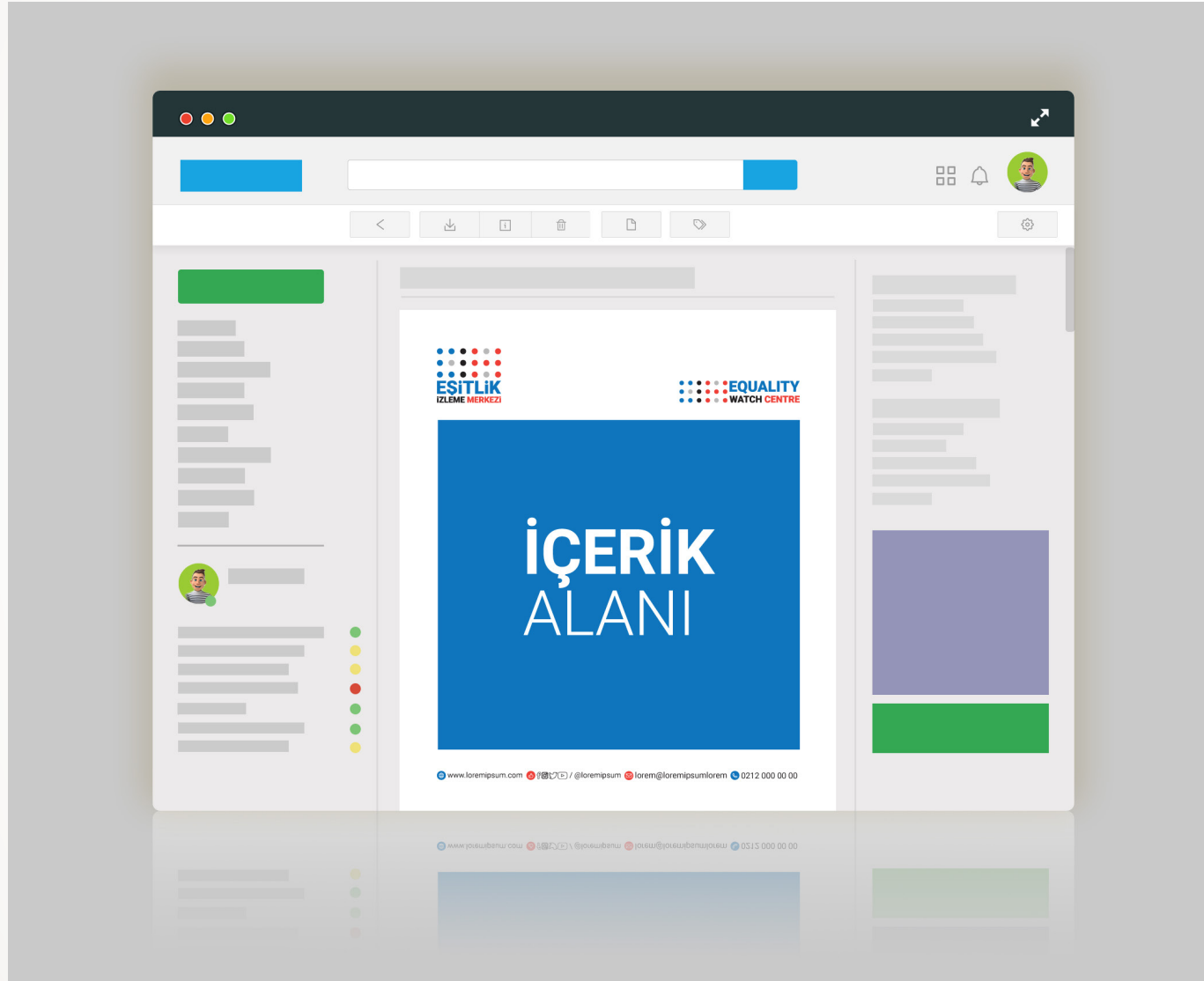
www.loremipsum.com

@loremipsum

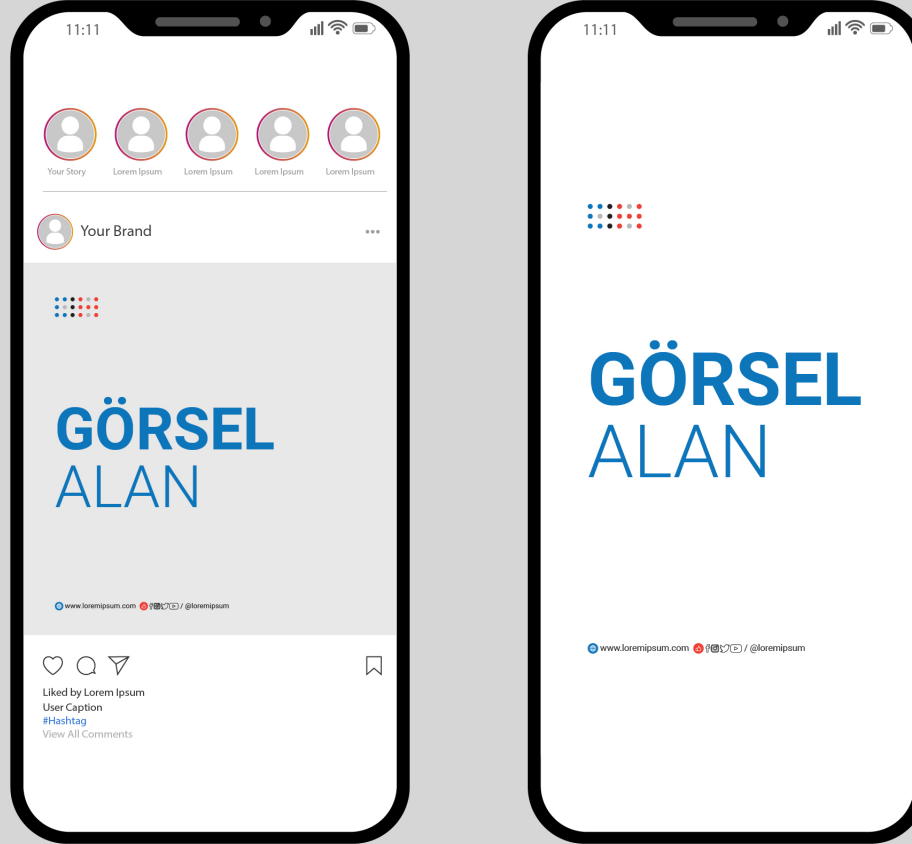
Ağa Çırağı Sok. Pamir Apartmanı No:7,
Daire: 1, Gümüşsuyu/Beyoğlu/İstanbul



Mailing Şablonu / Mailing Template



Sosyal Medya Şablonu / Social Media Template



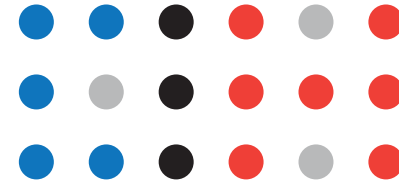
Banner



GÖRSEL ALAN

www.loremipsum.com      / @loremipsum

Dijital Hesaplarda Logo Kullanımı / Using Logo in Digital Accounts



Dijital Hesaplarda Logo Kullanımı (Özel Durumlar) Using Logo in Digital Accounts (Special Circumstances)



Anma / Protesto



Pride / LGBT+



www.piudesignads.com