



CORPORATE
IDENTITY
MANUAL

v.01



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1

INTRODUCTION

Our Vision of Corporate Identity
Usage of Corporate Identity

Our Vision of Corporate Identity

The Corporate Identity, is the way of expressing the position, conduct and manners of a company in any kind of internal and external affair. The innovative and progress based corporate identity of our company has been compiled in this "Corporate Identity Manual" in order to ensure that this visional identity is recognized and utilized as a whole and that a strategic institutional progress with a view to total quality is achieved.

Our Corporate Identity means very much to us. The usage of this Identity is directly linked to the perception, consideration and impression of Etis Lojistik A.Ş. And is therefore also for us an informational guide, telling us how the working principles and the vision of our company must be.

Usage of Corporate Identity

Every internal and external, visual and audiovisual work performed by Etis Lojistik A.Ş., has to be conducted by obeying the instructions from the Etis Lojistik A.Ş. Corporate Identity Manual. Thus, all units and departments will have to conduct their printed, visual and acoustic communication work in coordination with the Etis Lojistik A.Ş. Corporate Communication Management.

The material and utilization samples and templates, as well as the corporate typo fonts can be taken from the attached CD and are also available at www.etislojistik.com.tr. Any design which is not in line with the rules and measures given in the Corporate Identity Manual will be rejected.

2

CORPORATE EMBLEM & LOGO

- 2.0 The Corporate Emblem
- 2.1 Dimensions of the Logo
- 2.2 The Colored Logo
- 2.3 The Black & White Logo
- 2.4 The Minimal Logo
- 2.5 Several Ways of Using the Logo
- 2.6 Improper Logo Usage
- 2.7 Protective Space Around the Logo

2.0 The Corporate Emblem

The Emblem of the company is as shown below and cannot be redrawn or reproduced in any condition. The Emblem may not be deformed and it's aspect ratio may not be changed. It can be taken from the attached CD.



PANTONE
151 C



PANTONE
Cool Gray 11 C

2.1 Dimensions of the Logo

The Logotype is a combination of the emblem and the word mark. The height of the letter “e” in the logo is equal to the height of the emblem. The space between the emblem and the word mark is equal to the space between the letters of the word mark. The phrase “LOGISTIC INC.” is deemed as a main element of the Logo. It may not be re-written and must be taken from the vector material from the attached Cd.



2.2 The Colored Logo

Examples of how the colored logo may be used are seen below.

- a. Logo without background. If not necessary to do otherwise, a white background should always be preferred with this logo.
- b. Logo on 30% opacity black transparent background. It is not recommended to use the Logo with 30% opacity on another background.
- c. Logo on a Coolgray 11C background.
- d. Logo on a Pantone 151 C background.

Backgrounds other than the examples below are not recommended.

a |



c |



b |



d |



2.3 The Black & White Logo

The Logo may be used in black if necessary (i.e. on a fax cover).

The B / W Logo should be preferably used on a 30% Black and 100 Black background as appropriate.

oetis
LOGISTIC INC.

oetis
LOGISTIC INC.

oetis
LOGISTIC INC.

2.4 The Colored and B & W Minimal Logo

The minimum dimensions which could be used on printed material is listed below.
The Logo may not be used in any smaller dimensions.



2.5 Several Ways of Using the Logo

Examples of how the “Lojistik A.Ş.” phrase could be used within the Logotype are shown below.



2.6 Improper Logo Usage

The aspect ratio of the Logo must be kept.

The usage with improper proportions are strictly unacceptable.

The angles of the Logo may not be changed. The Logo may not be used on a gradient or patterned background.



2.7 Protective Space Around the Logo

There must be a space equal to the height of the Logo kept on all four sides between the Logo and the other graphical components.



3

COLORS

3.0 Corporate Colors

3.1 The Corporate Color Palette

3.0 Corporate Colors

Our corporate identity is defined in two main colors.

No other color may be used on any work within the frame of corporate identity.

Codes of the corporate colors are as listed below.

PANTONE
Cool Gray 11 C
CMYK
C0+M2+Y0+K68

RGB
R81+G77+B77

RAL
7043

FOLYO
M7-124

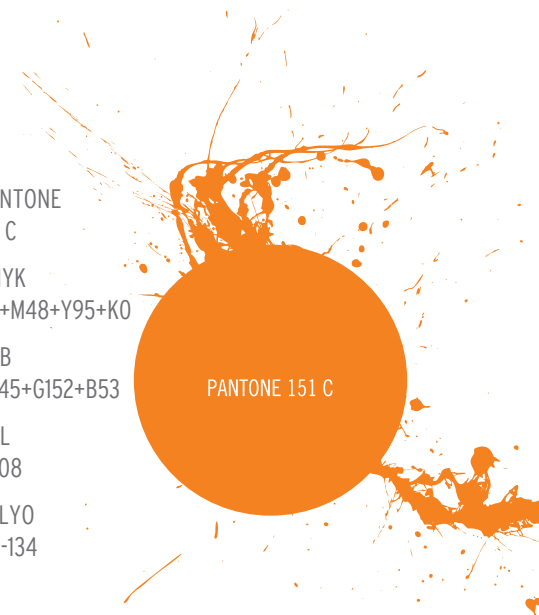


PANTONE
151 C
CMYK
C0+M48+Y95+K0

RGB
R245+G152+B53

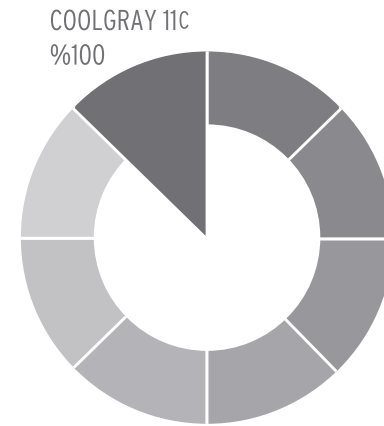
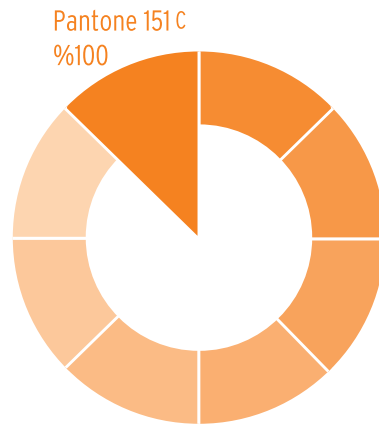
RAL
2008

FOLYO
M7-134



3.1 The Corporate Color Palette

The corporate color palette shows the options of pantone colors to be used on printed materials.
For the Etis Lojistik Logotype, no other than the main color on the palette may be used.



4

CORPORATE FONTS

4.0 Corporate Identity Typo font

4.1 Secondary Corporate Identity Fonts

4.0 Corporate Identity Typo Font

The corporate typo font is determined as the Interstate font family.

The font may not be used in italic or with altered proportions at any work within the frame of corporate identity.

InterstateCon(T)Black

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
abcçdefghijklmnoöprsştuüvyz
01234567890.,;:-!/?/""()*+-%

InterstateCon(T)Bold

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
abcçdefghijklmnoöprsştuüvyz
01234567890.,;:-!/?/""()*+-%

InterstateCon(T)

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
abcçdefghijklmnoöprsştuüvyz
01234567890.,;:-!/?/""()*+-%

InterstateCon(T)Light

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
abcçdefghijklmnoöprsştuüvyz
01234567890.,;:-!/?/""()*+-%

4.1 Secondary Corporate Identity Fonts

The secondary corporate typo font is determined as the Times font family.
Except for printed materials, the Times font family may be used on special projects,
for VIP correspondence, and together with art and culture based implementations.

Times Plain

ABCÇDEFGĞĦIİJKLMNOÖPRSŞTUÜVYZ
abcçdefghijklmnoöprsştuüvyz
01234567890.,;:-!/?/''()*+-%

Times İtalik

ABCÇDEFGĞĦIİJKLMNOÖPRSŞTUÜVYZ
abcçdefghijklmnoöprsştuüvyz
01234567890.,;:-!/?/''()+-%*

Times Bold

ABCÇDEFGĞĦIİJKLMNOÖPRSŞTUÜVYZ
abcçdefghijklmnoöprsştuüvyz
01234567890.,;:-!/?/''()*+-%

Times Bold İtalik

ABCÇDEFGĞĦIİJKLMNOÖPRSŞTUÜVYZ
abcçdefghijklmnoöprsştuüvyz
01234567890.,;:-!/?/''()*+-%