

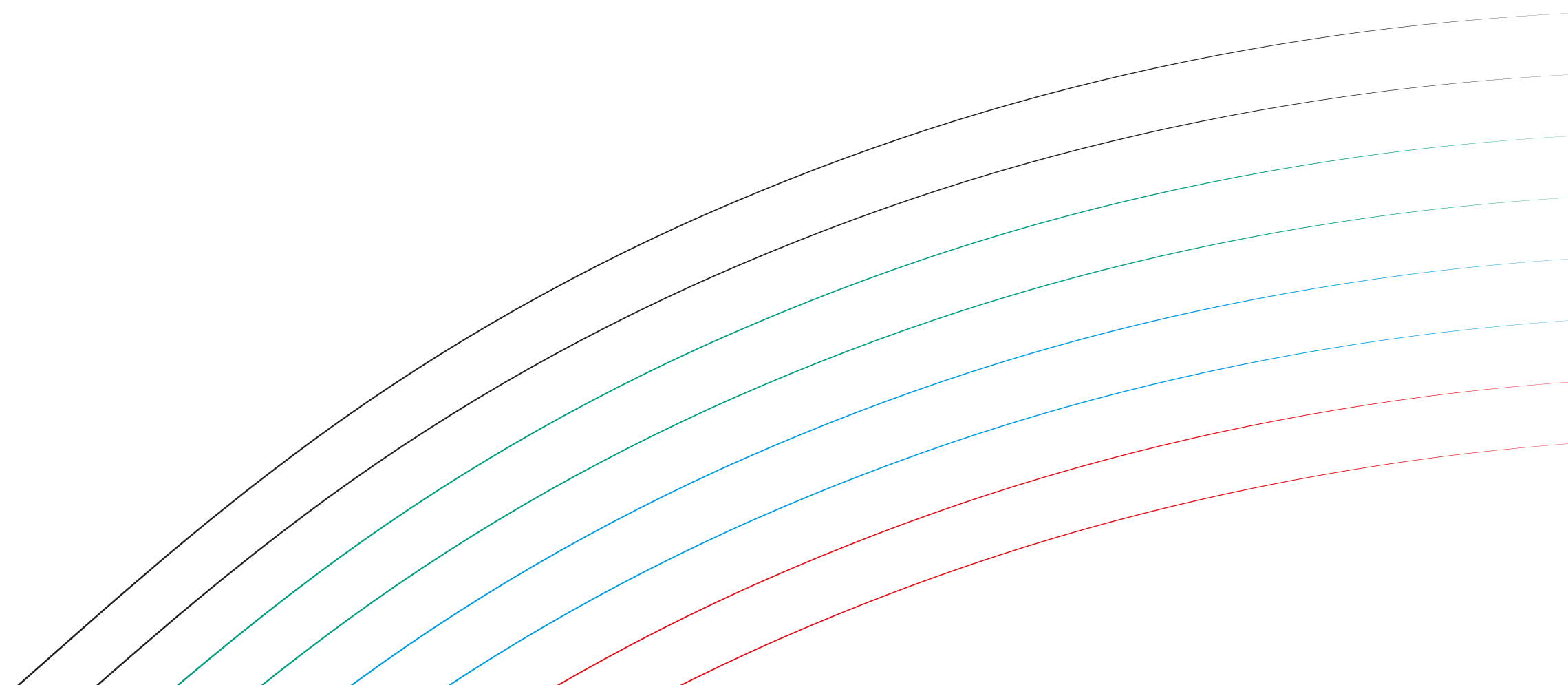


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# Brand Guidelines

# LOGOTYPE

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## Logotype

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## Safe Space

The Türkiye logo must be inside the gray area, a different design element should not be included in this area.



## Minimum Size

On print: 12 mm  
On screen: 100 px wide



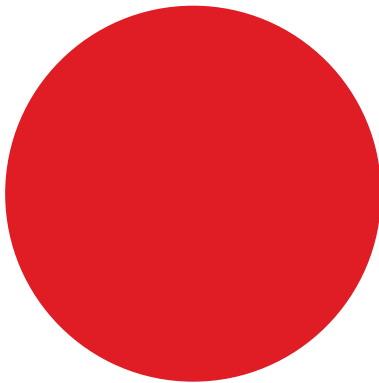
12 mm



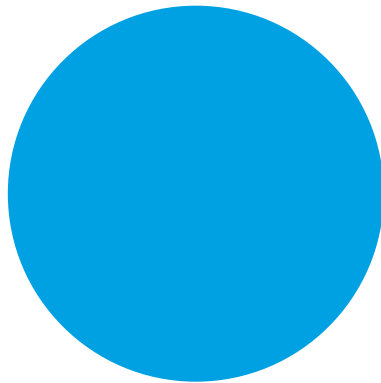
100 px

# Brand Colors

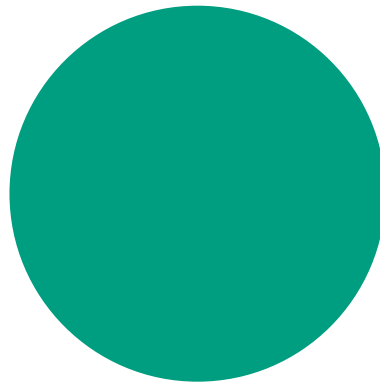
The primary brand colors are as below.



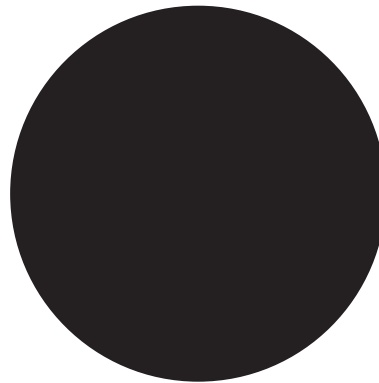
**C:0 M:100 Y:100 K:0**  
**R:237 G:28 B:35**  
#ed1c23



**C:70 M:15 Y:0 K:0**  
**R:0 G:173 B:239**  
#00adef



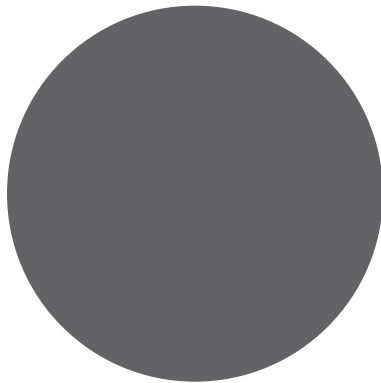
**C:79 M:7 Y:58 K:0**  
**R:0 G:170 B:140**  
#00aa8c



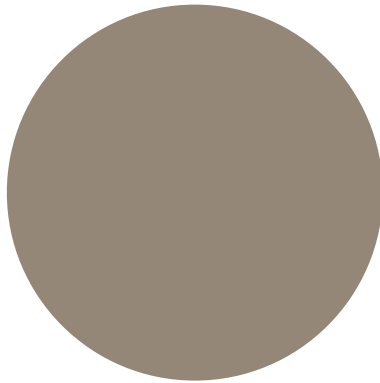
**C:70 M:69 Y:62 K:74**  
**R:35 G:30 B:33**  
#231e21

# Alternative Colors

The alternative brand colors are as below.



**C:0 M:0 Y:0 K:75**  
**R:99 G:100 B:102**  
#636466



**C:38 M:35 Y:57 K:4**  
**R:162 G:150 B:119**  
#a29677

## Different Background Applications

Logo usage in black and white backgrounds are as below.





## Different Background Applications

Logo usage in primary color backgrounds are as below.





# Different Background Applications

Logo usage in black and white backgrounds are as below.



If there is enough contrast, logo can be used as it is on a near-white background.



If there is enough contrast, gray logo can be used on a near-white background.



If there is enough contrast, logo can be used as it is on a near-white background.





Incorrect Use of the Logo

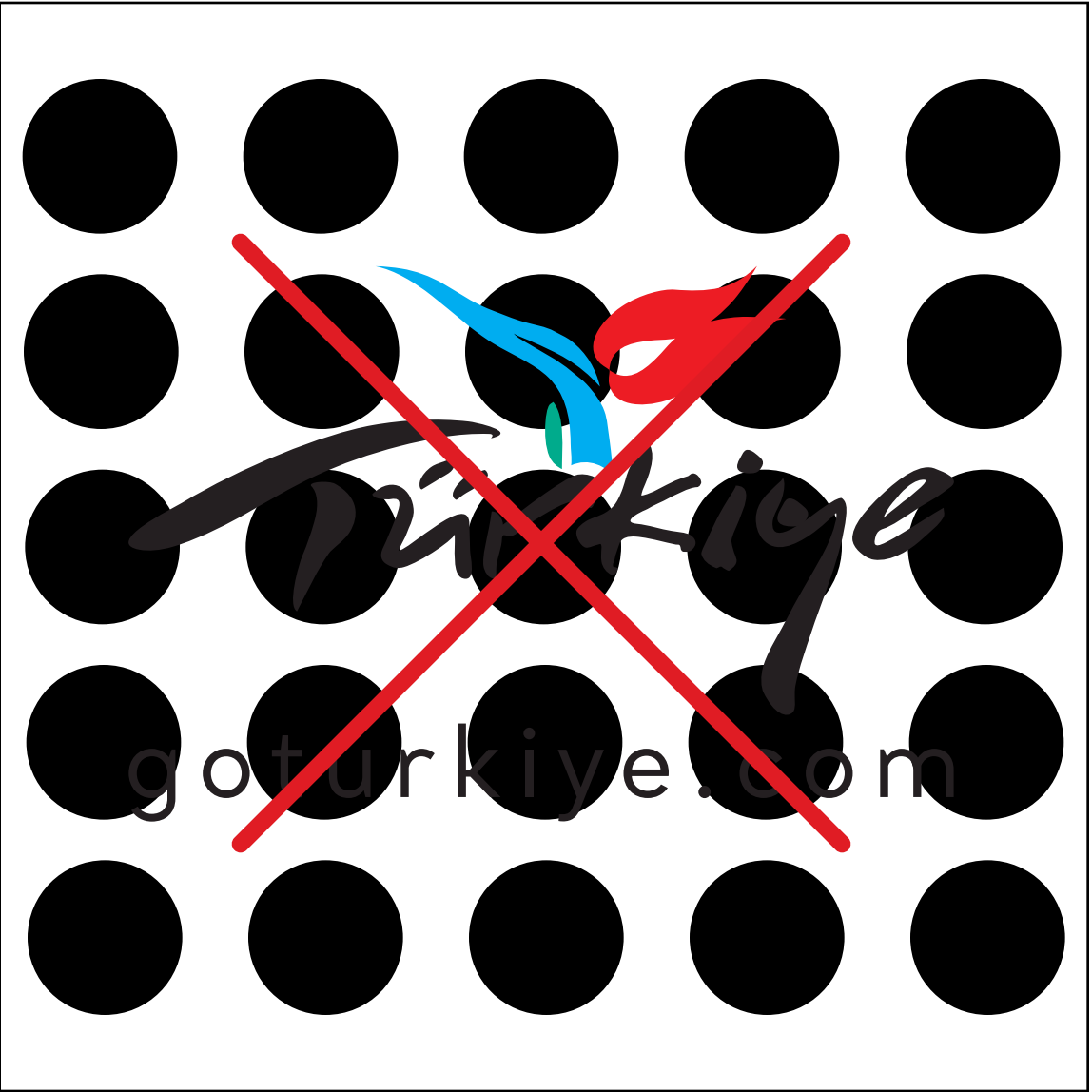
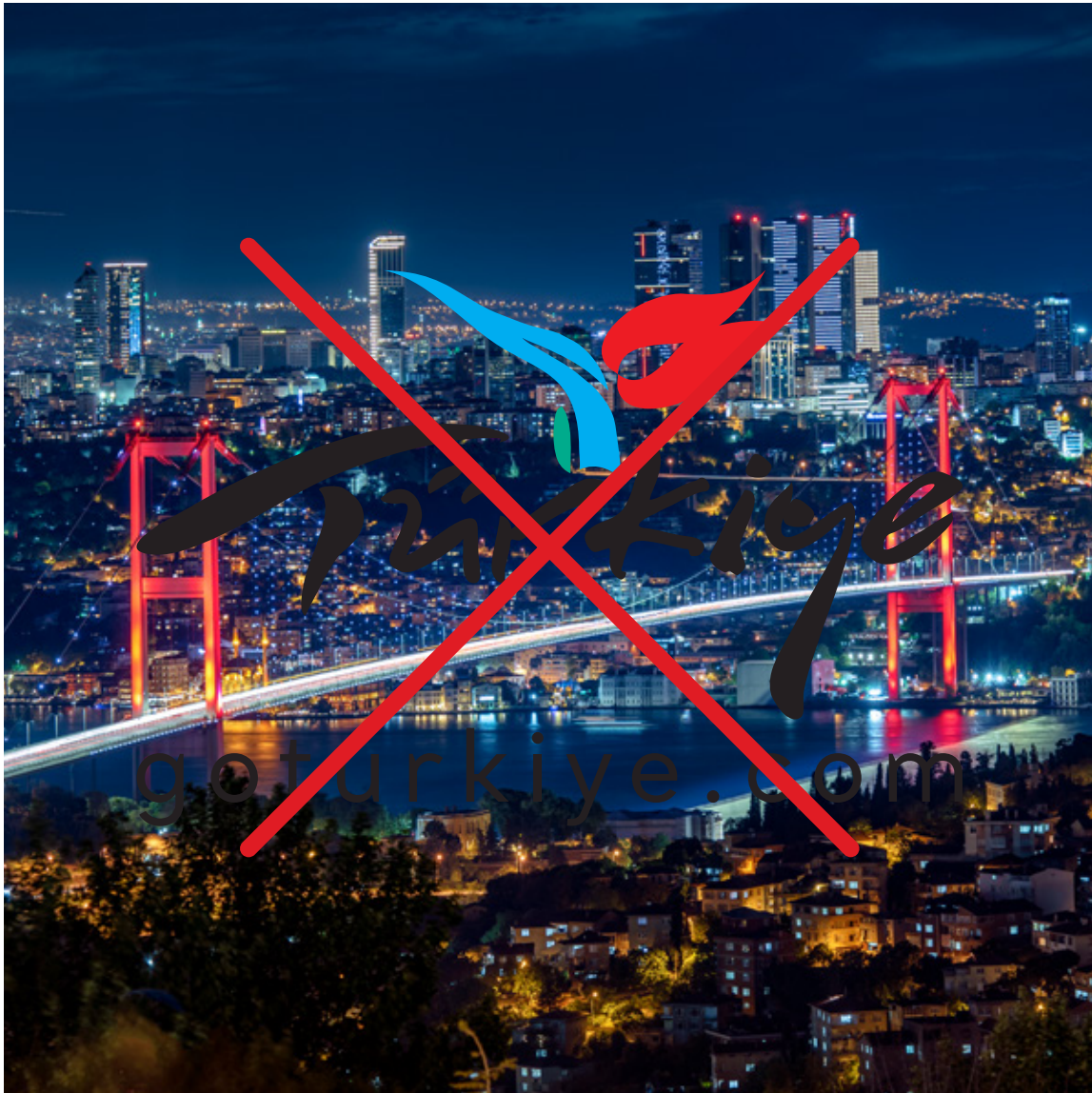


## Incorrect Use of the Logo

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Incorrect Use of the Logo on a Background





# Primary Font

Santral font family must be used in all communications.

## Santral Book

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Santral Hairline

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Santral Light

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Santral Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Santral Bold

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m  
n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**

Santral Black

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m  
n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**

Santral Ultra

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m  
n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**

# Secondary Font

As a secondary font to Santral font family, Arial must be used in email communications.

Arial Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Arial Bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

*Arial Bold Italic*

*A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m  
n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0*

# Alternative Font for Headlines

In all communications Campton can be used in headlines. For body copy use Santral.

## Campton Light

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

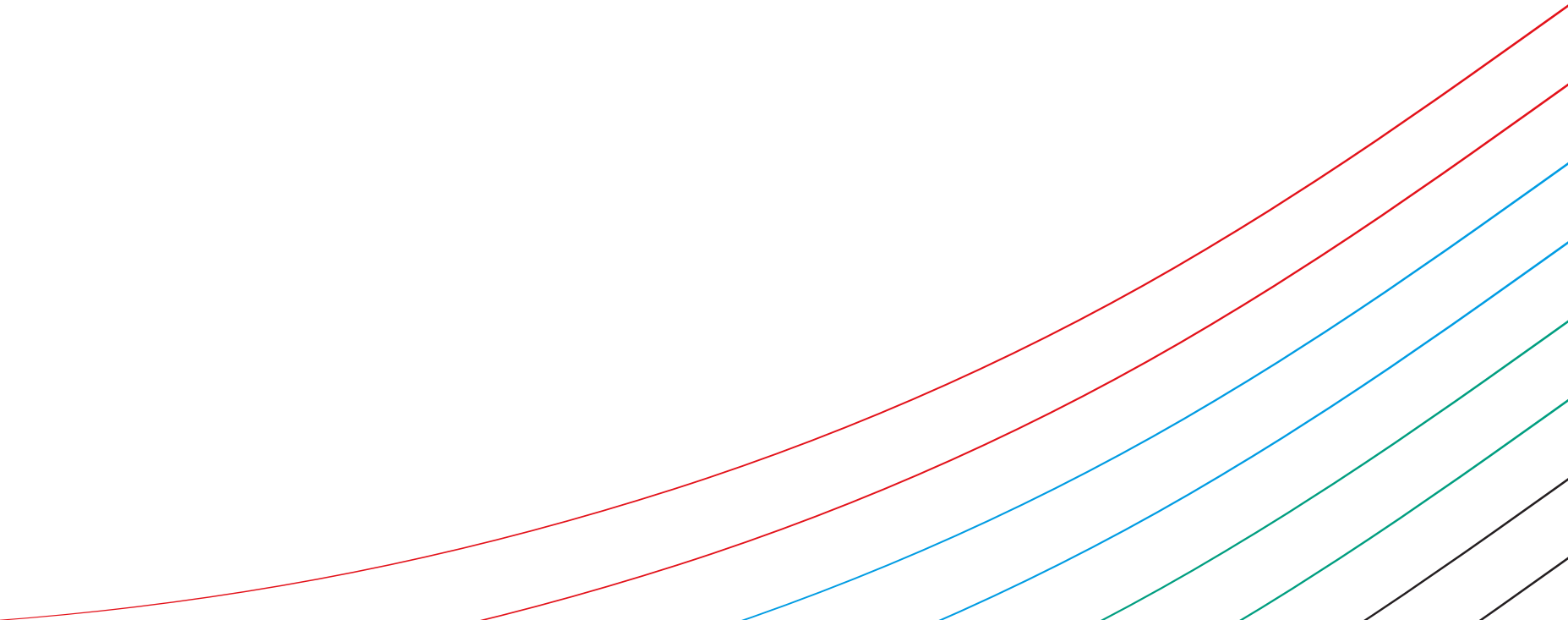
1 2 3 4 5 6 7 8 9 0

## Campton Bold

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m  
n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**





# Alternative Font for Headlines

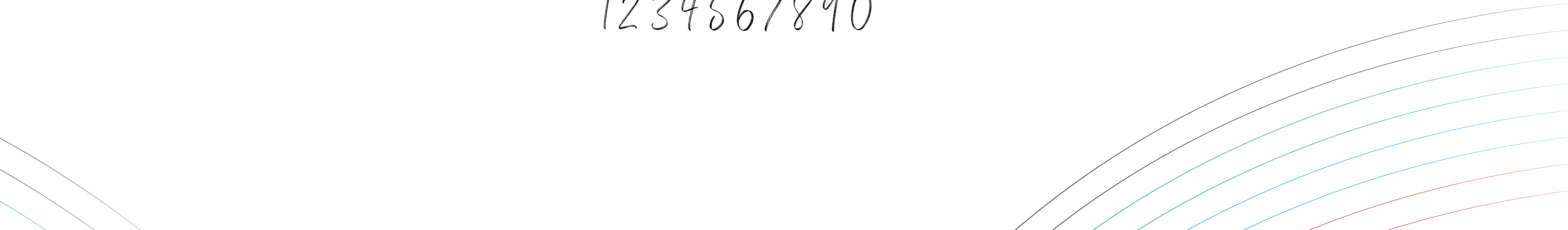
In all communications Wild Spirit can be used in headlines. For body copy use Santral.

Wild Spirit

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

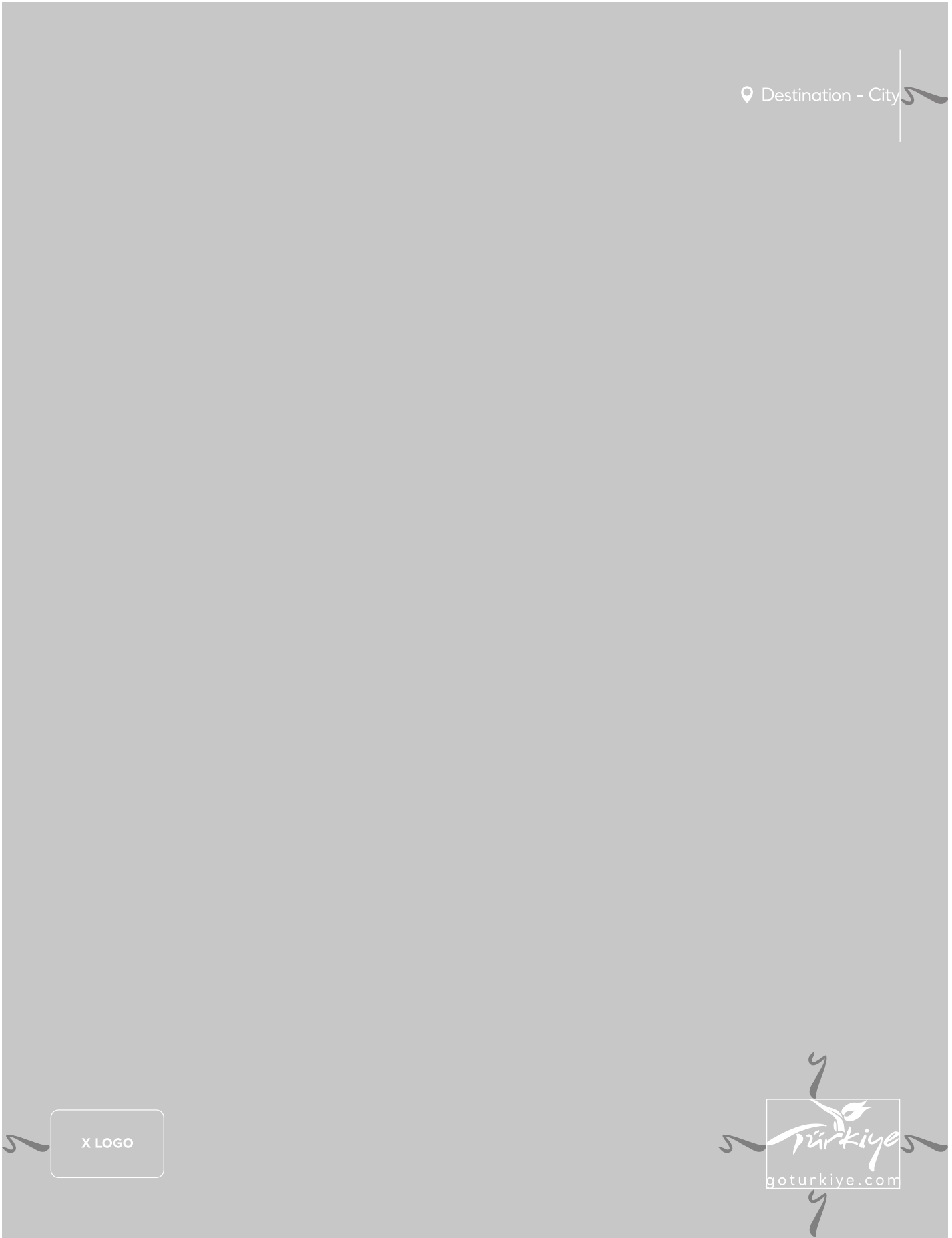


# Logo Usage in Print





# Logo Usage in Print



# Logo Usage in Print



# Logo Usage in Print



## Logo Usage in Print

Sponsor logos can be used this way.





# Logo Usage in Invitation





# Logo Usage in Invitation





## Logo Usage in Outdoor

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# Logo Usage in Outdoor



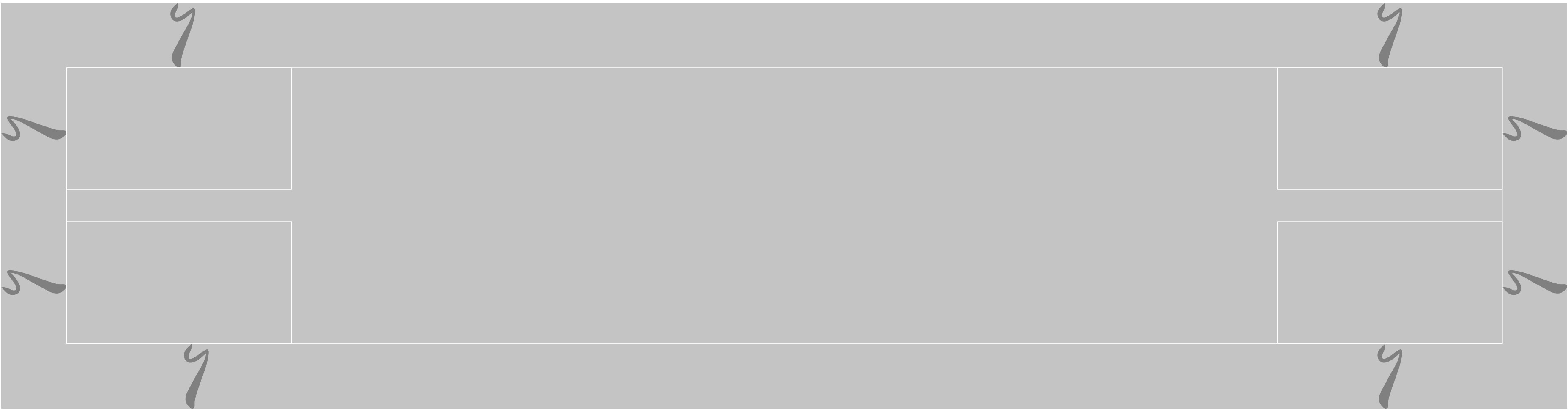


Logo Usage in Outdoor



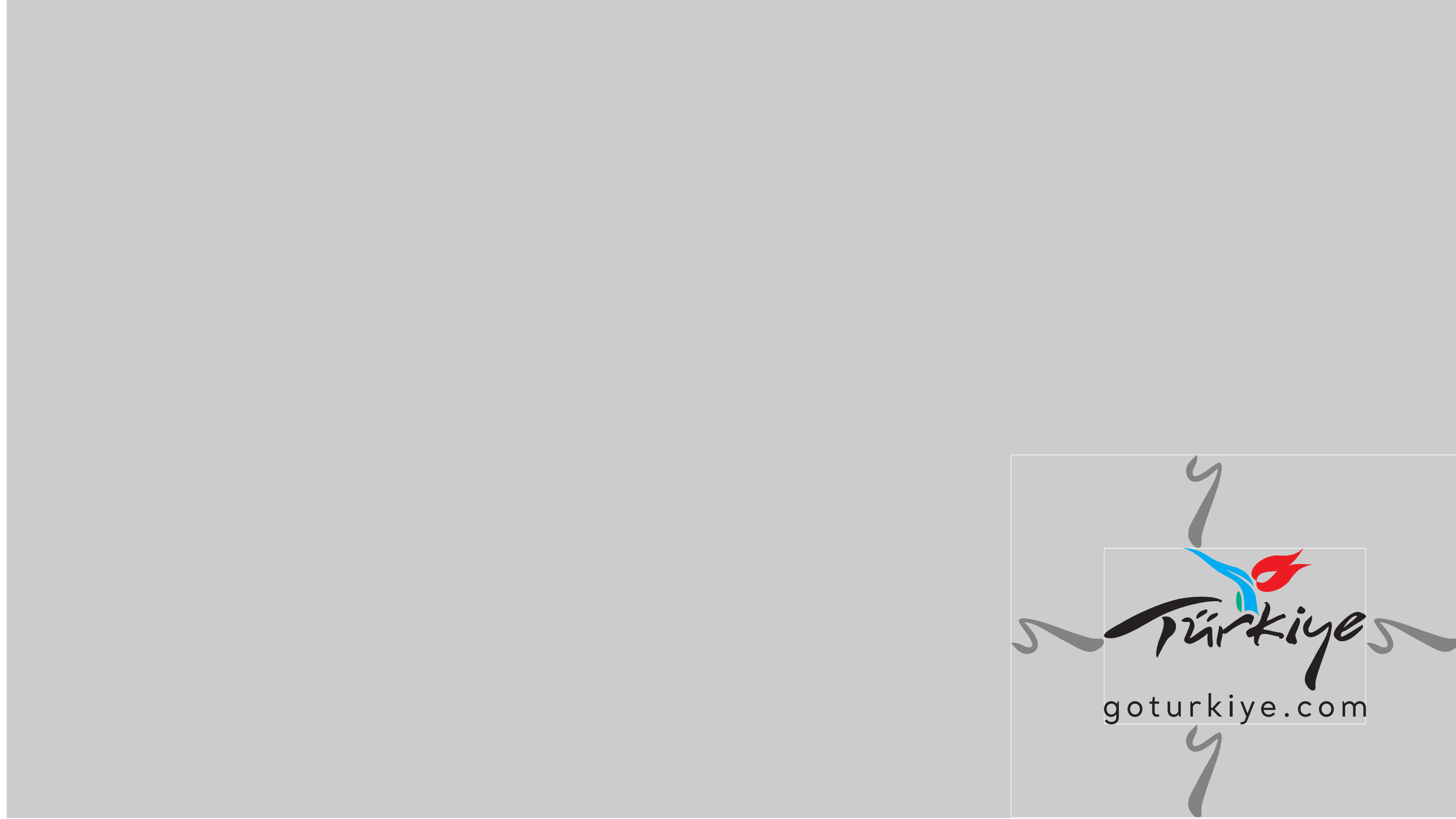
# Logo Usage in Banner

Logos can be positioned within the safe area according to the design.



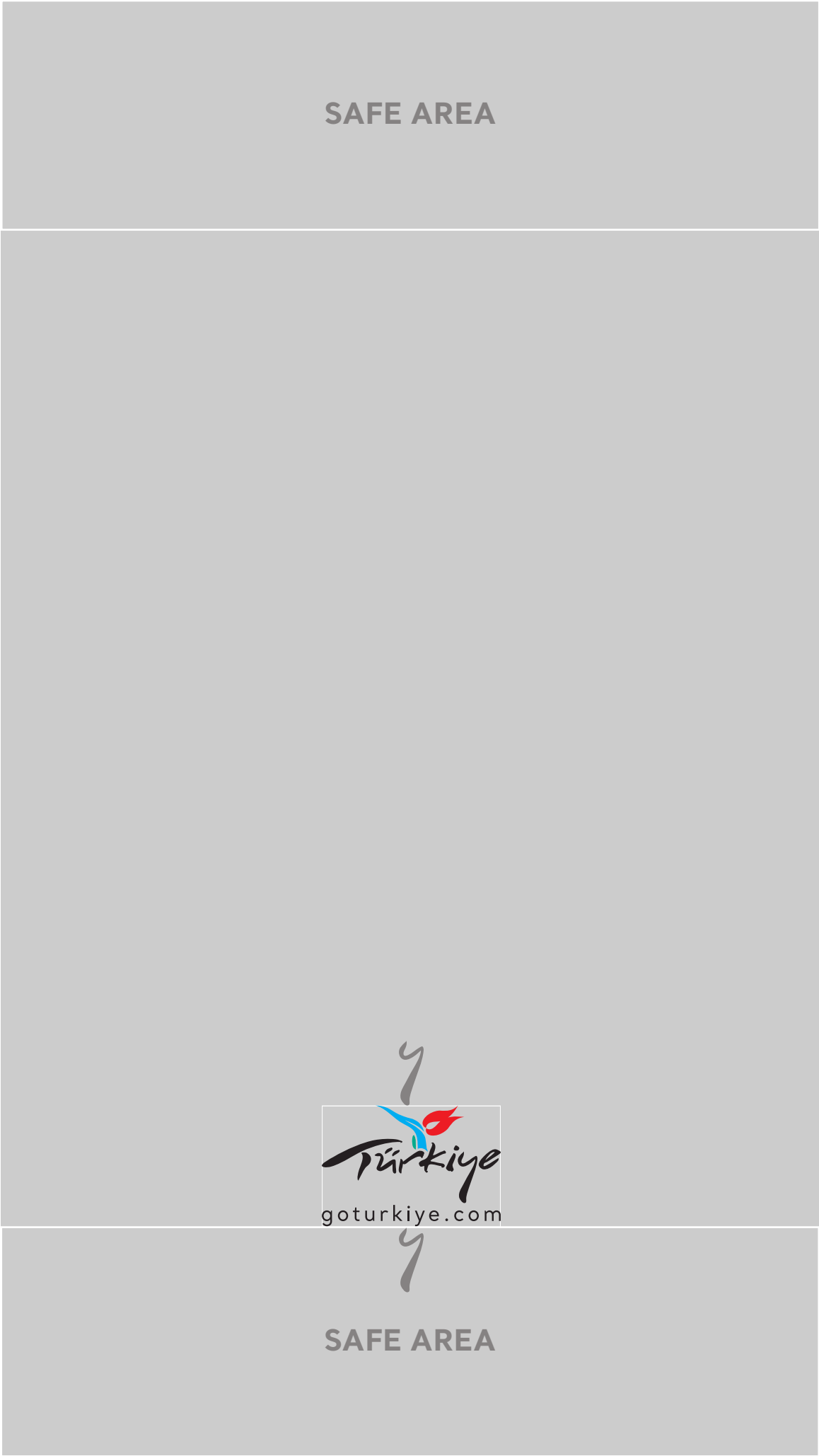
# Logo Safe Area on Screen

On screen: 1920px x 1080px



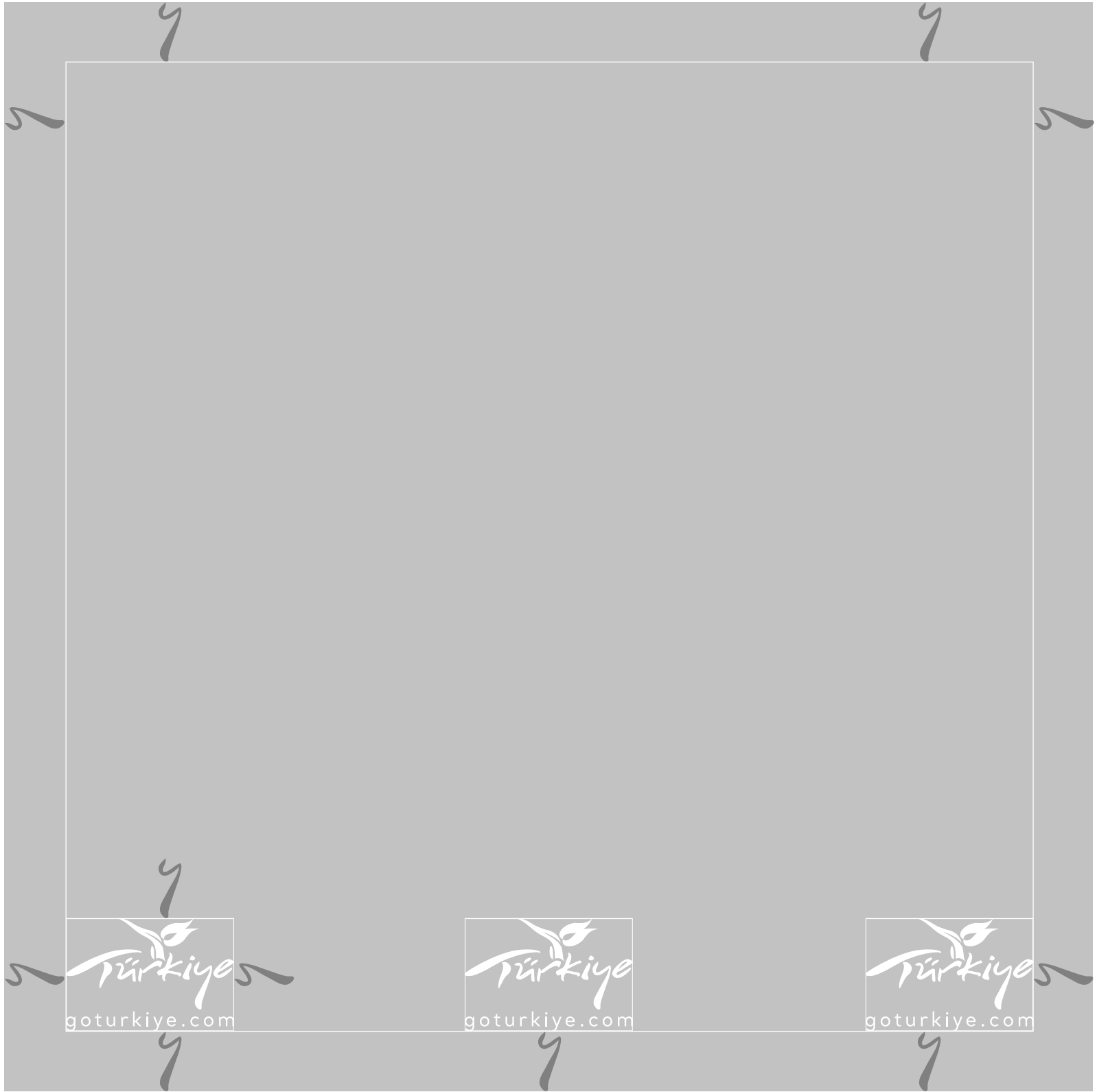
# Logo Safe Area on Screen

On vertical screen: 1080px x 1920px



# Logo Safe Area on Screen

Instagram feed: 1080px x 1080px



# Logo Safe Area on Screen

Facebook: 820px x 312px





# Logo Safe Area on Screen

Facebook: 640px x 360px



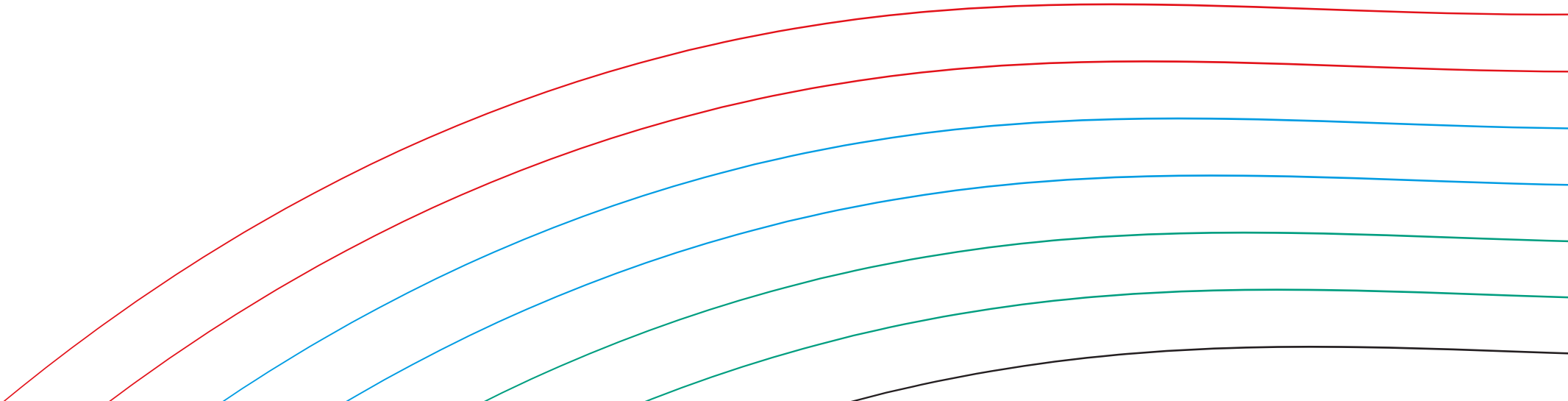
# Logo Safe Area on Screen

Twitter: 1500px x 500px



# Logo Safe Area on Screen

LinkedIn: 1128px x 191px



# Logo Safe Area on Screen

YouTube: 2560px x 1440px



# Multiple Logo Usage

The logos that are used on an image should not cover a larger area than that of Türkiye.

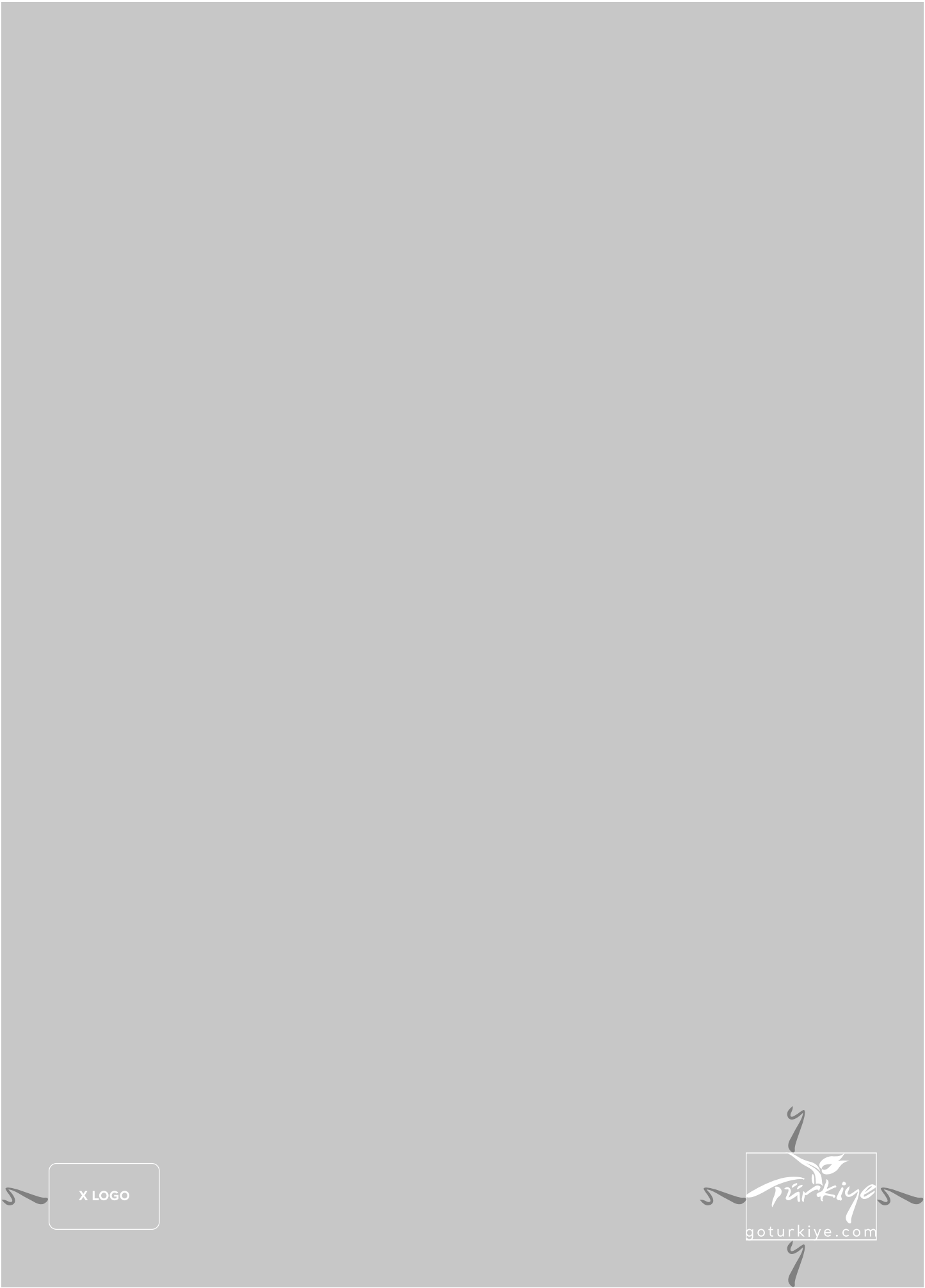


# Multiple Logo Usage in Outdoor



# Multiple Logo Usage in Print

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# Multiple Logo Usage in Print

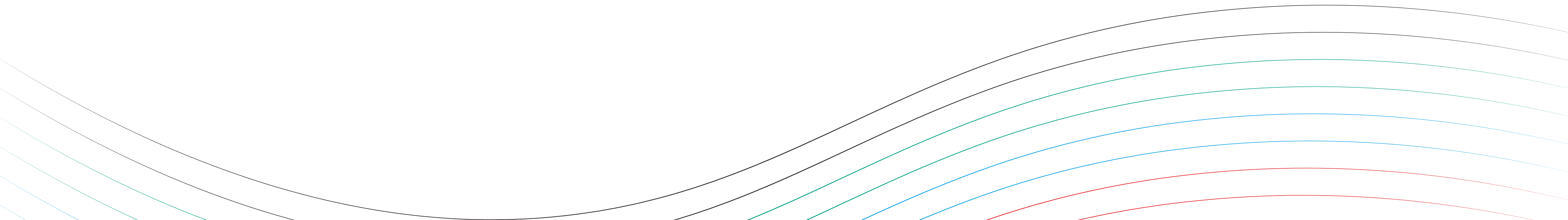
The logos that are used on an image should not cover a larger area than that of Türkiye.





# MOVIE

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## Logo Usage on Movie

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Logo Usage on Packshot



## Logo Usage on Packshot

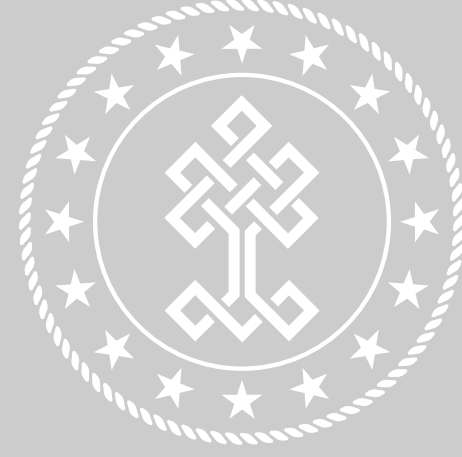
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## Public Service Announcement Movies Logo Usage on Packshot

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T.C. KÜLTÜR VE TURİZM  
BAKANLIĞI

## Public Service Announcement Films Logo Usage on Movie

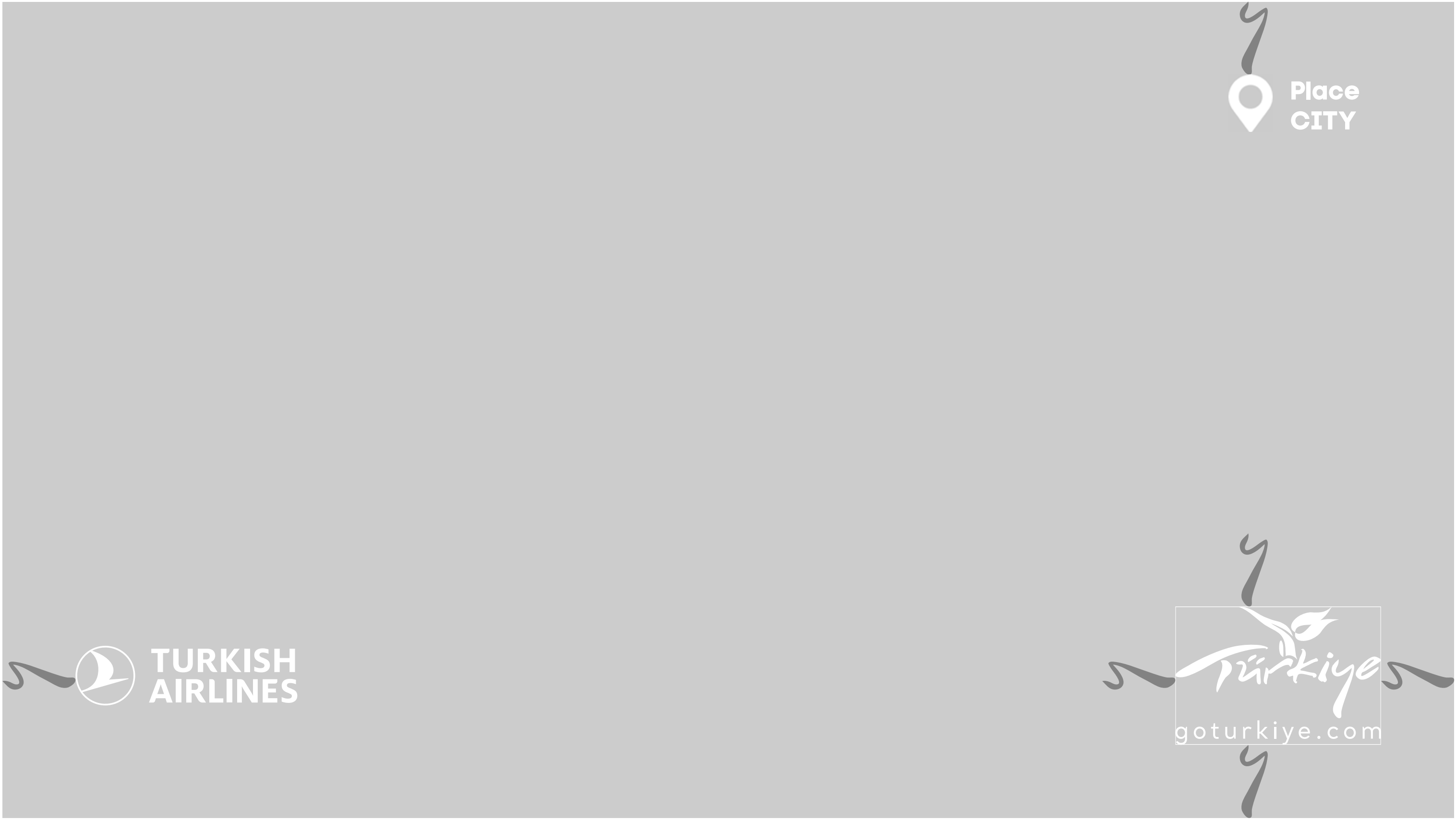
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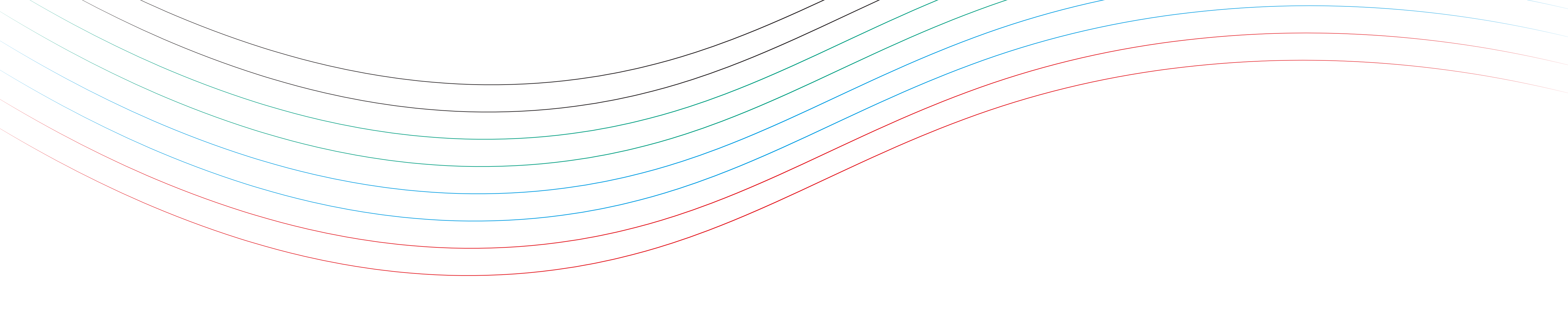


## Public Service Announcement Films Logo Usage on Movie



# Destination & Pin Usage





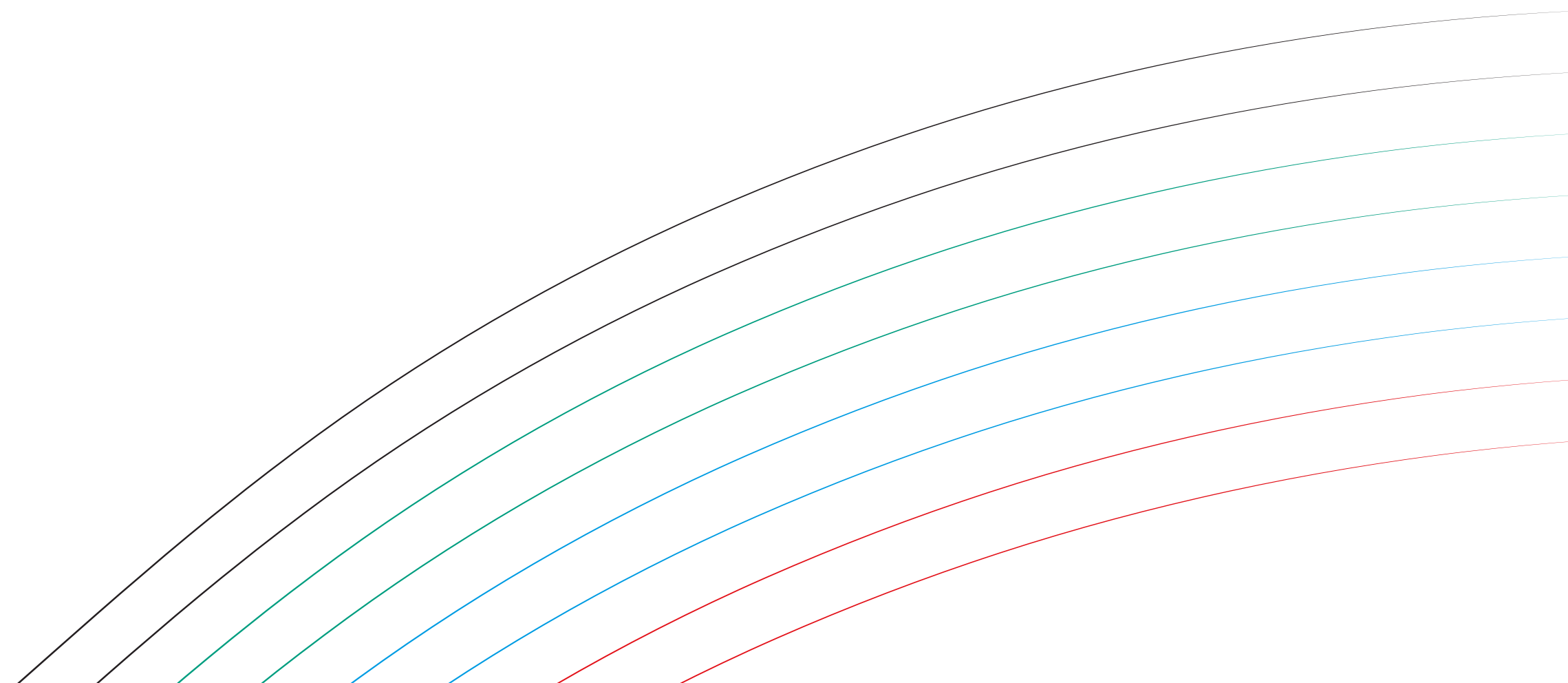
# THE BRANDS WE COOPERATE WITH

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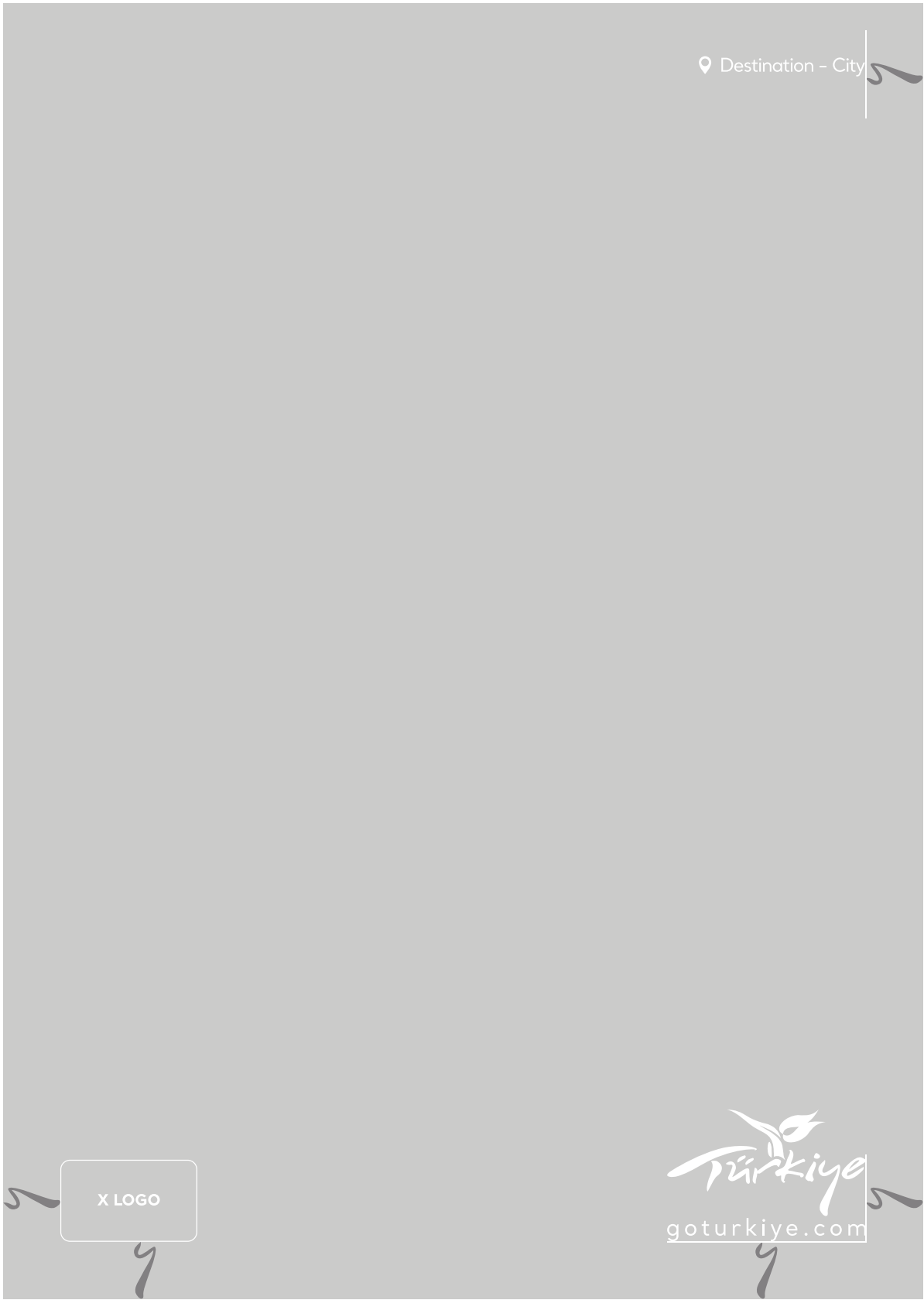


# AIRLINES

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# Logo Usage in Print



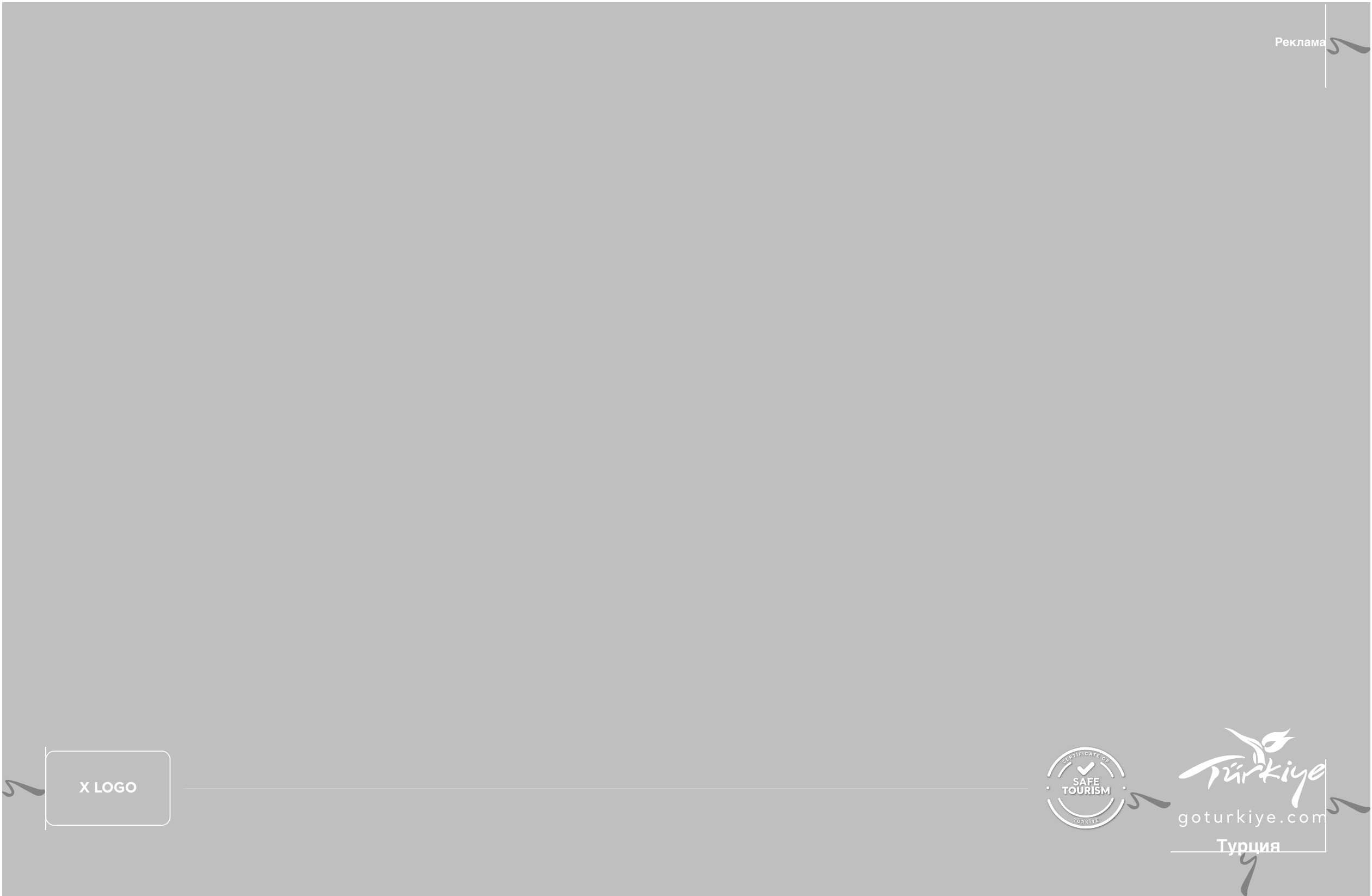


# Logo Usage in Print

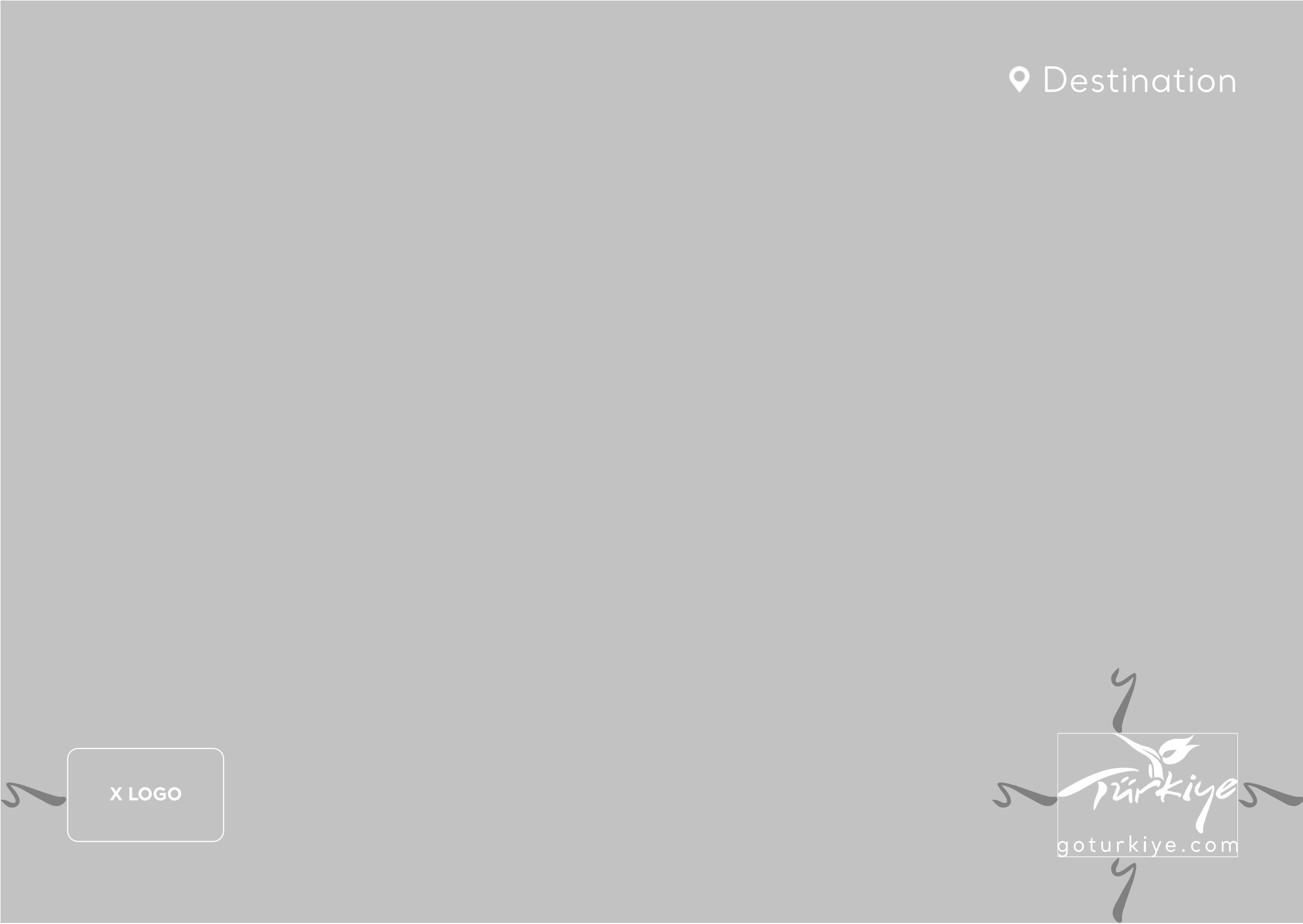




# Logo Usage in Print



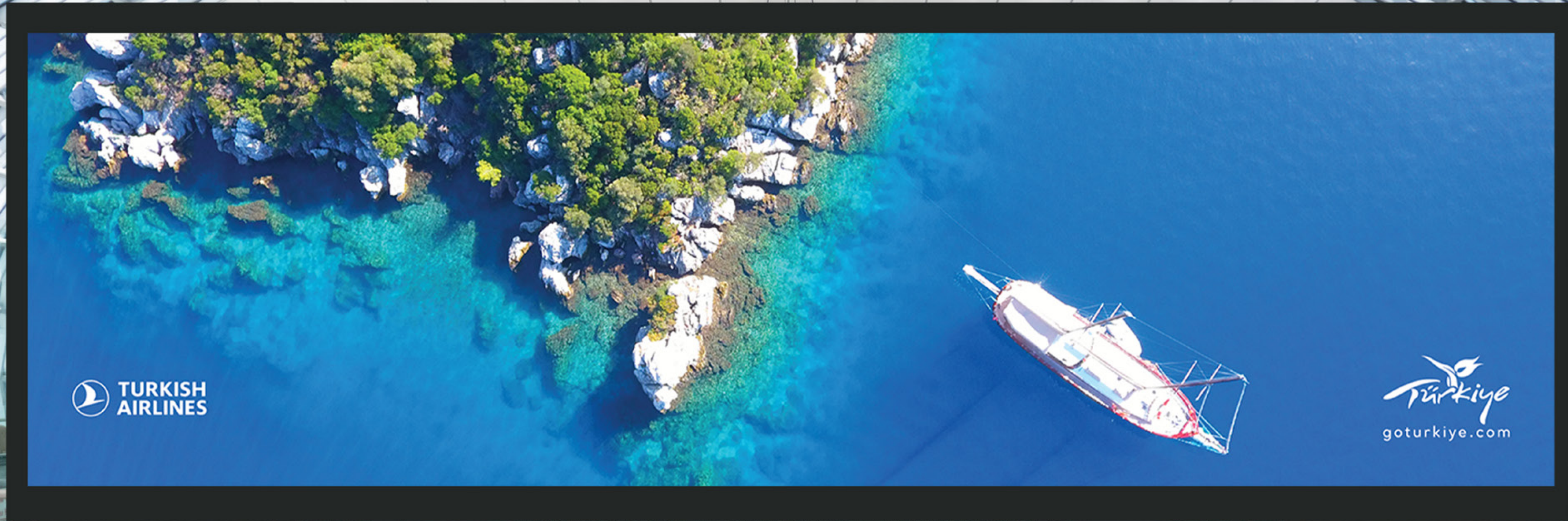
# Logo Usage in Print





## Logo Usage in Airport Billboards

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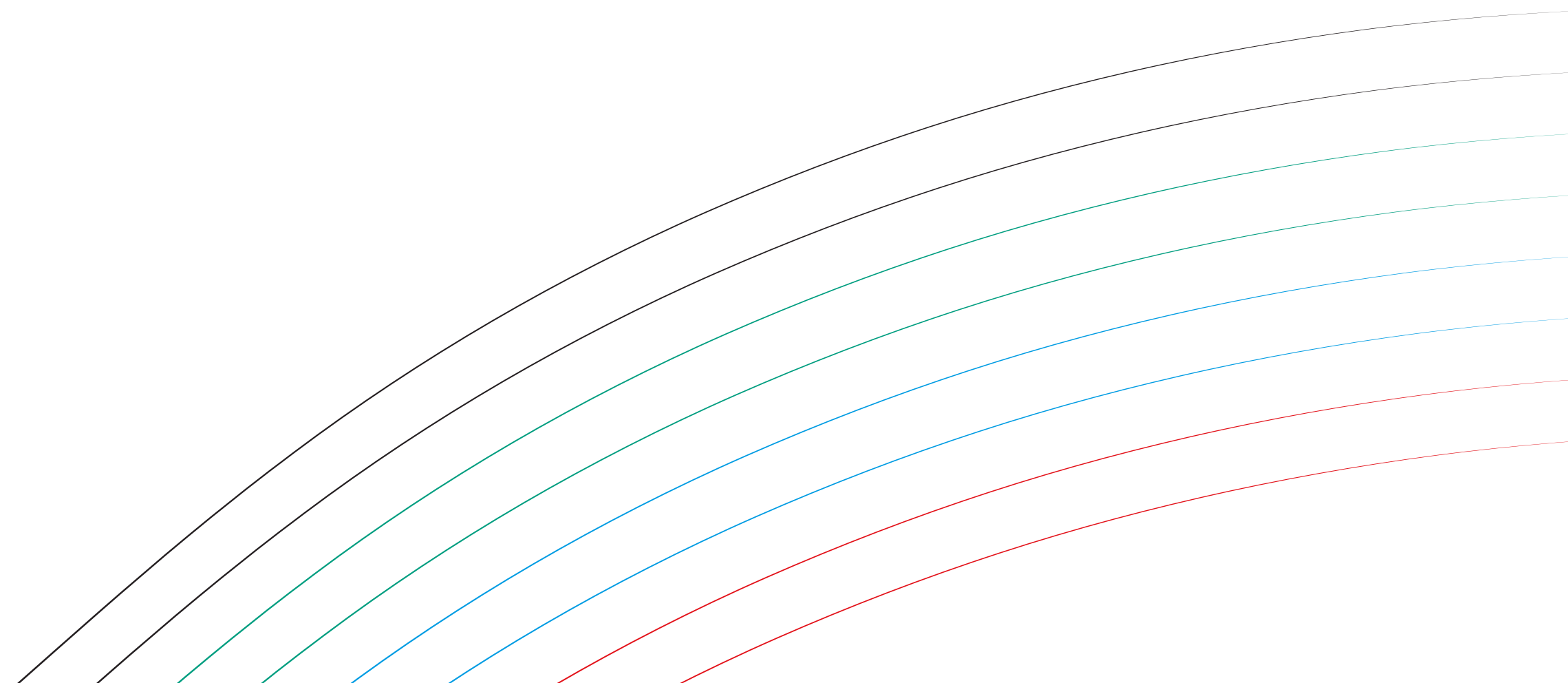


# Logo Usage in Airport Billboards



# TOUR OPERATORS

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Logo Usage in Tour Billboard





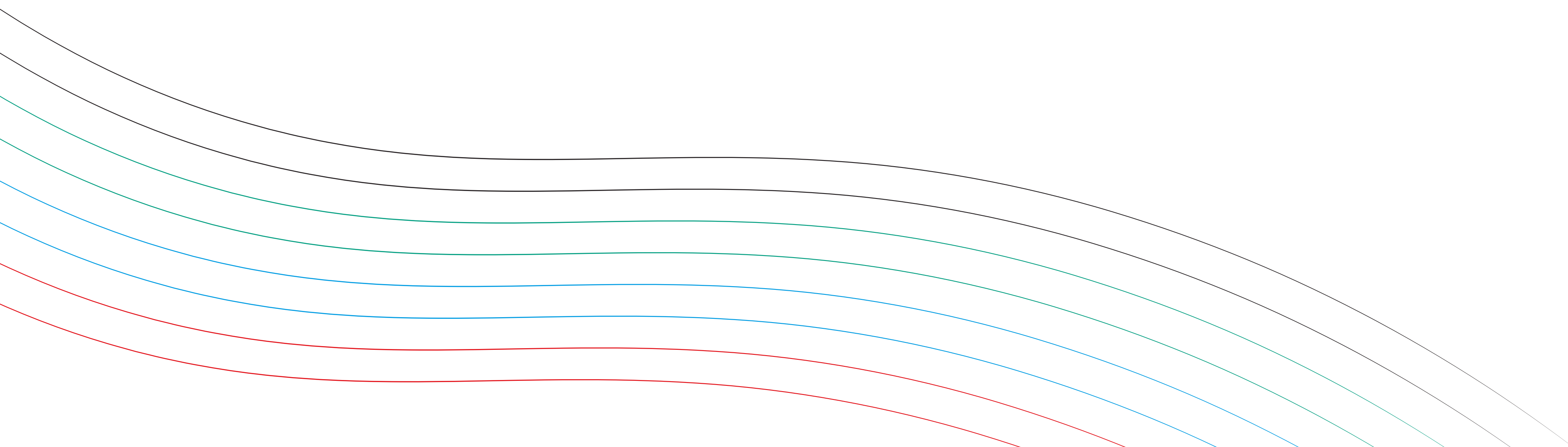
# Logo Usage in Tour Billboard





# BRAND IDENTITY KIT

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## Tote Bag

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# Notebook





# Block Note

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## Power Bank

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# Flash Drive

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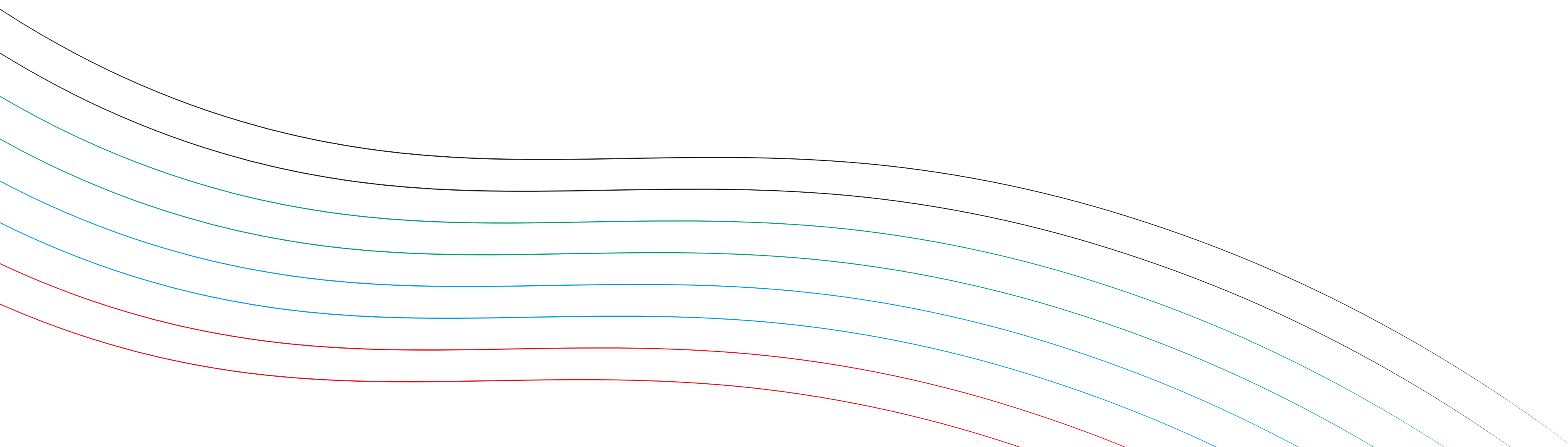
# Pen

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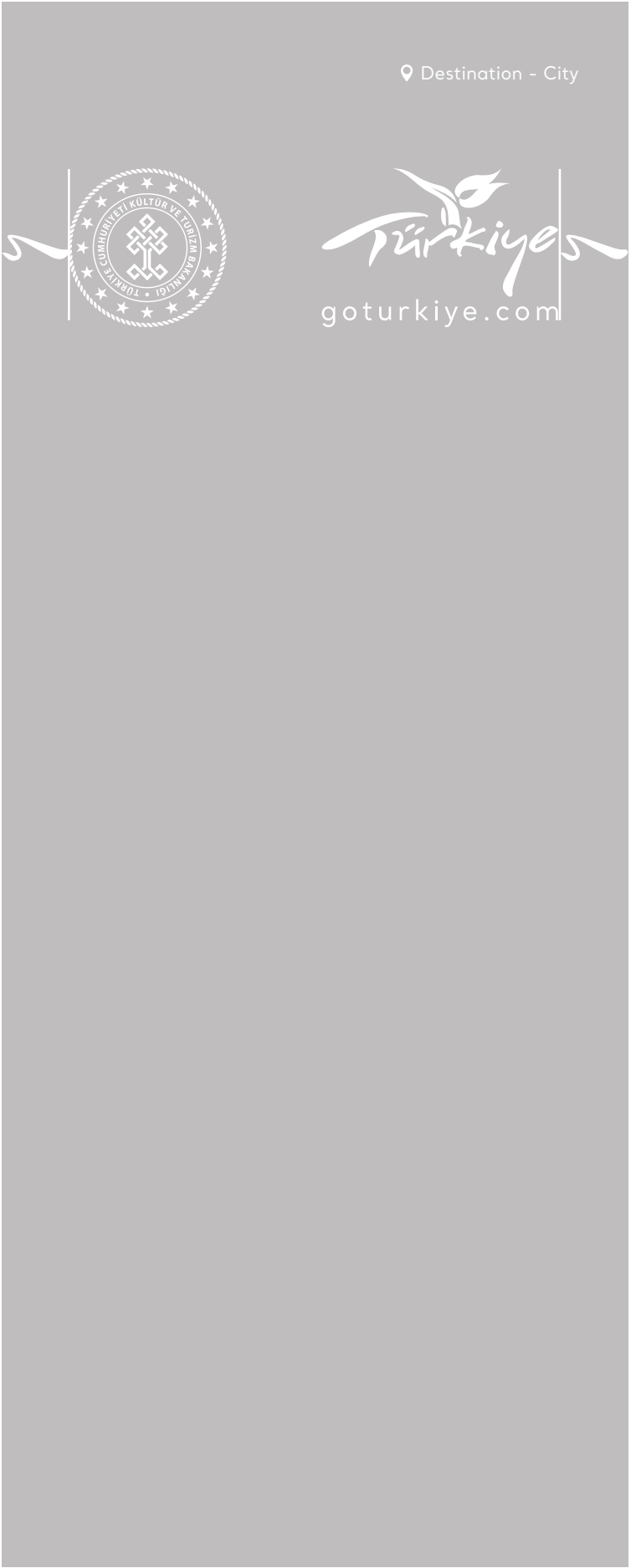


# EXHIBITIONS

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# Logo Usage in Outdoor





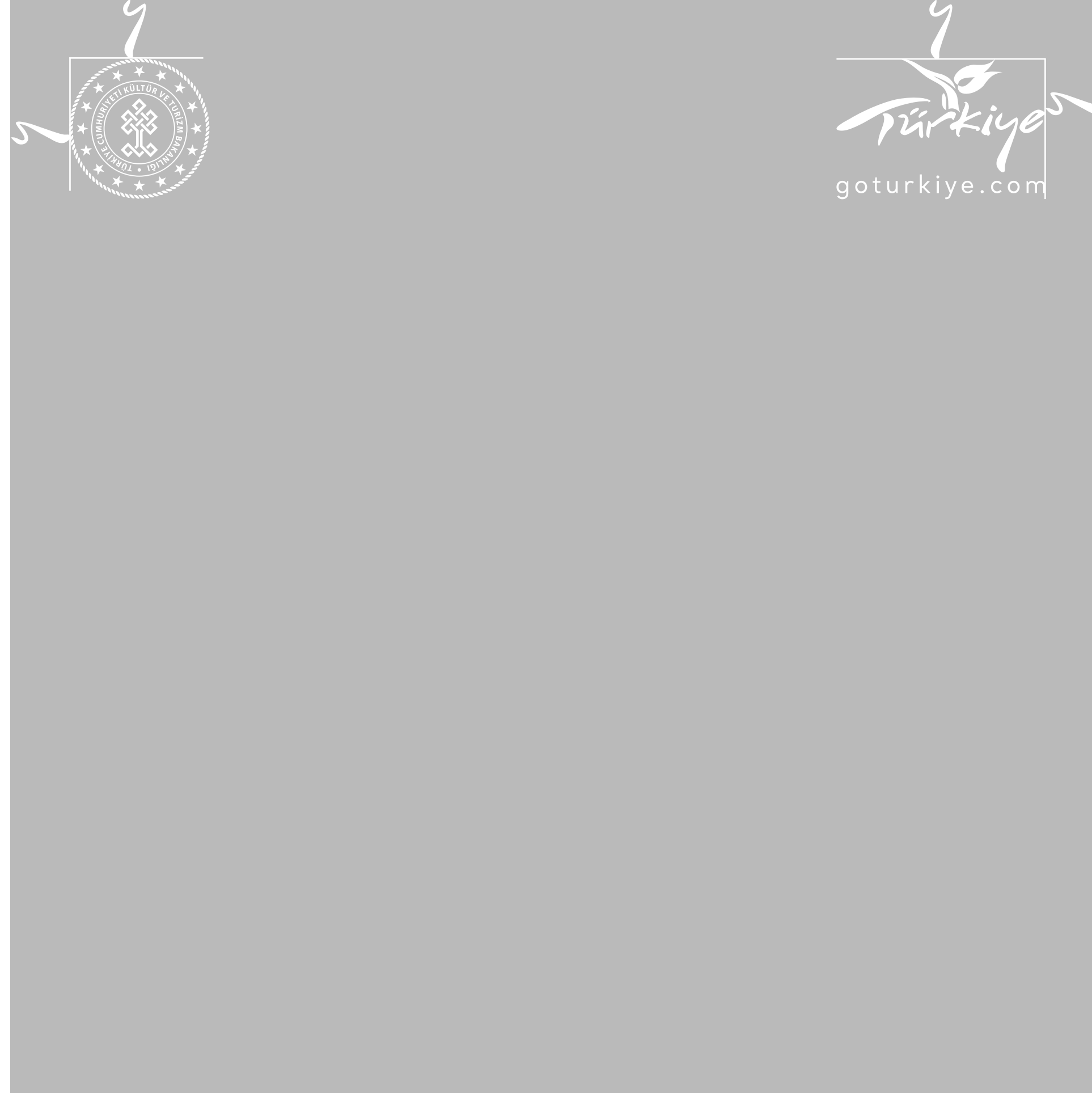
# Logo Usage in Outdoor





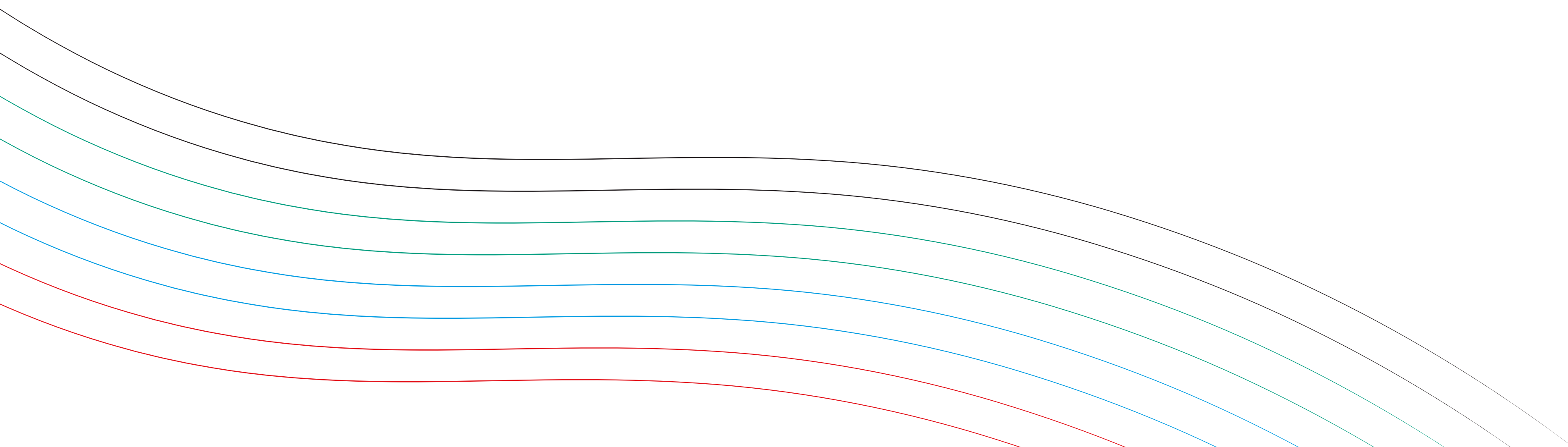
## Logo Usage in Outdoor

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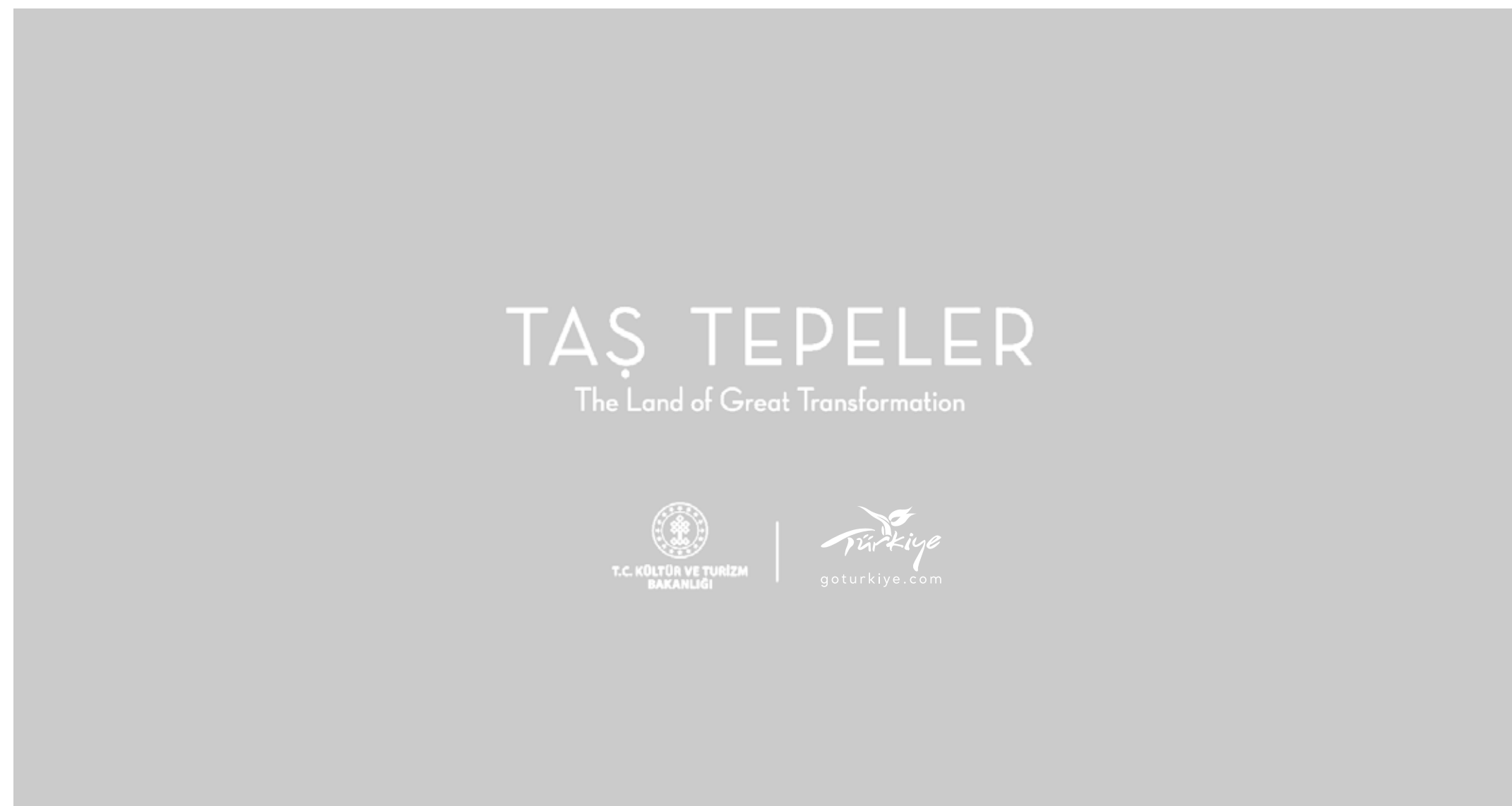
# SUB BRANDS

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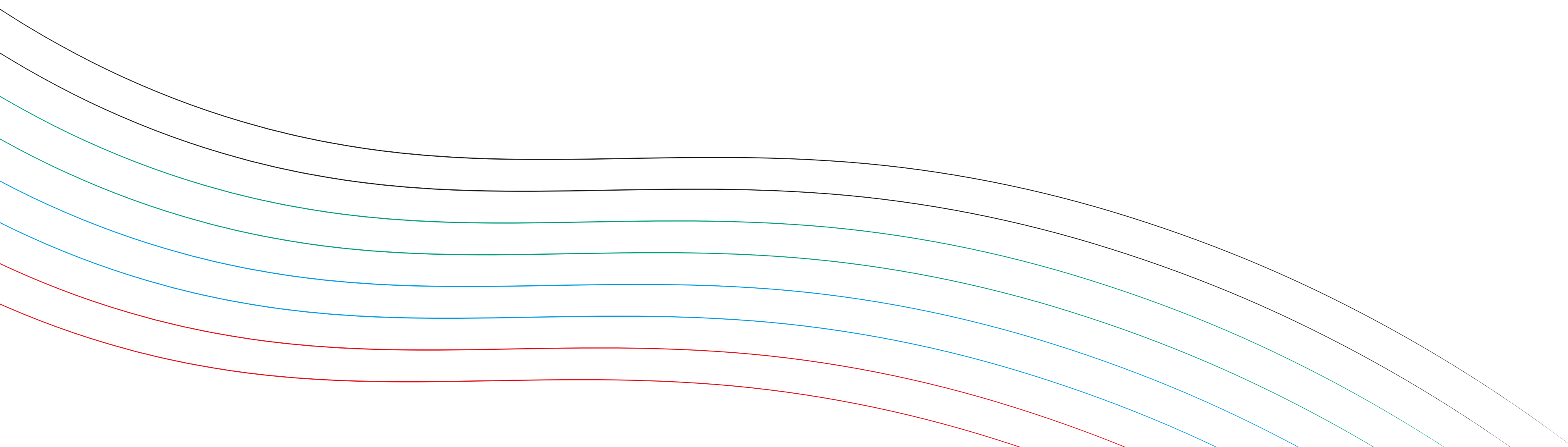
# Logo Safe Area on Screen

YouTube: 2560px x 1440px



# SPONSORSHIP

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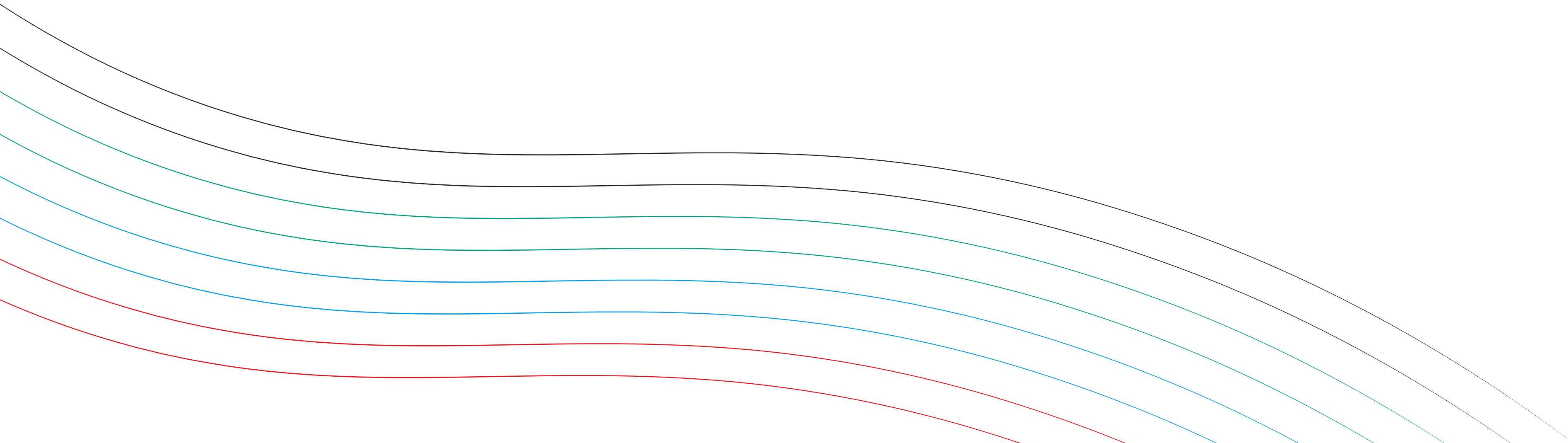




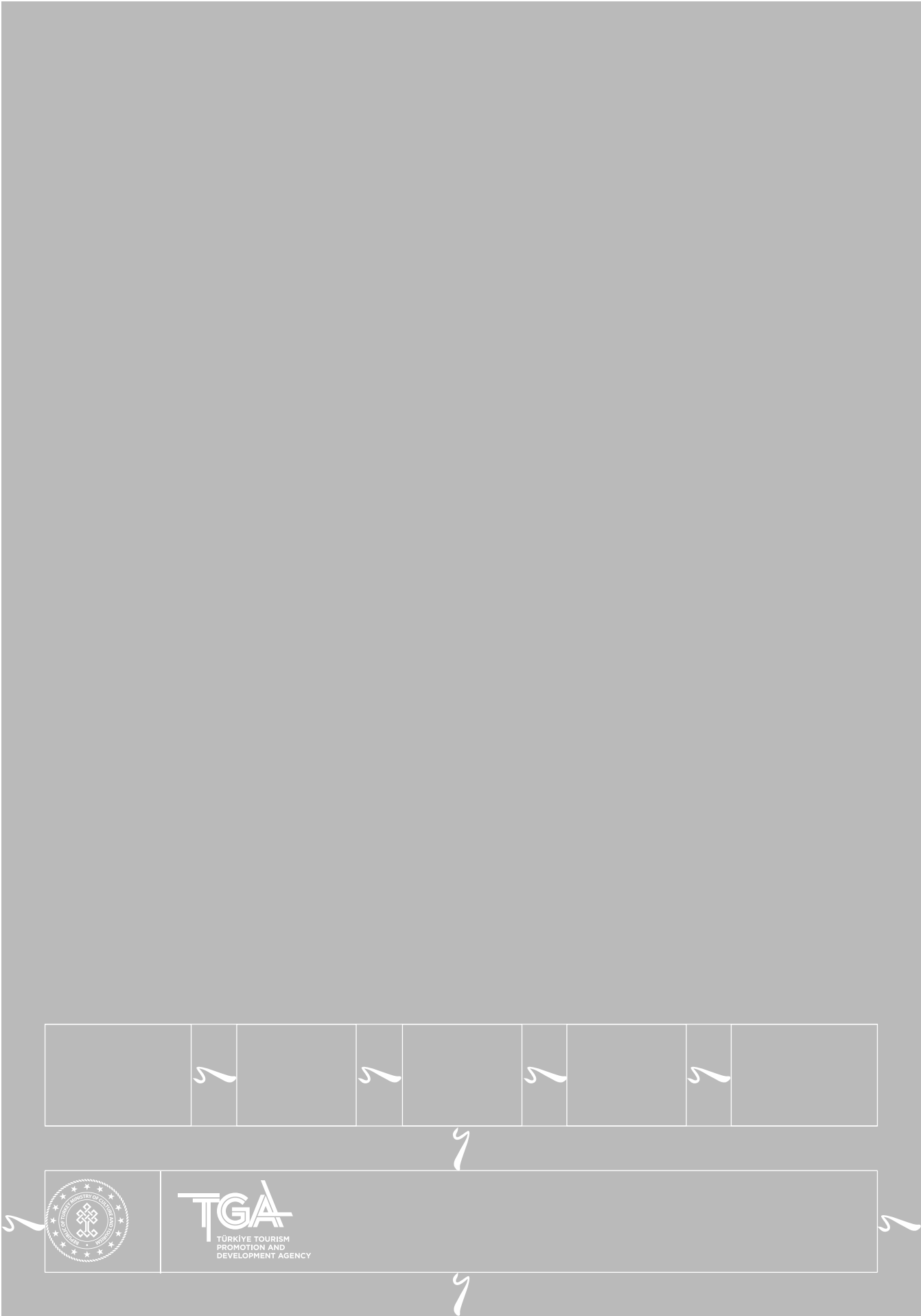


# MULTIPLE SPONSORSHIP

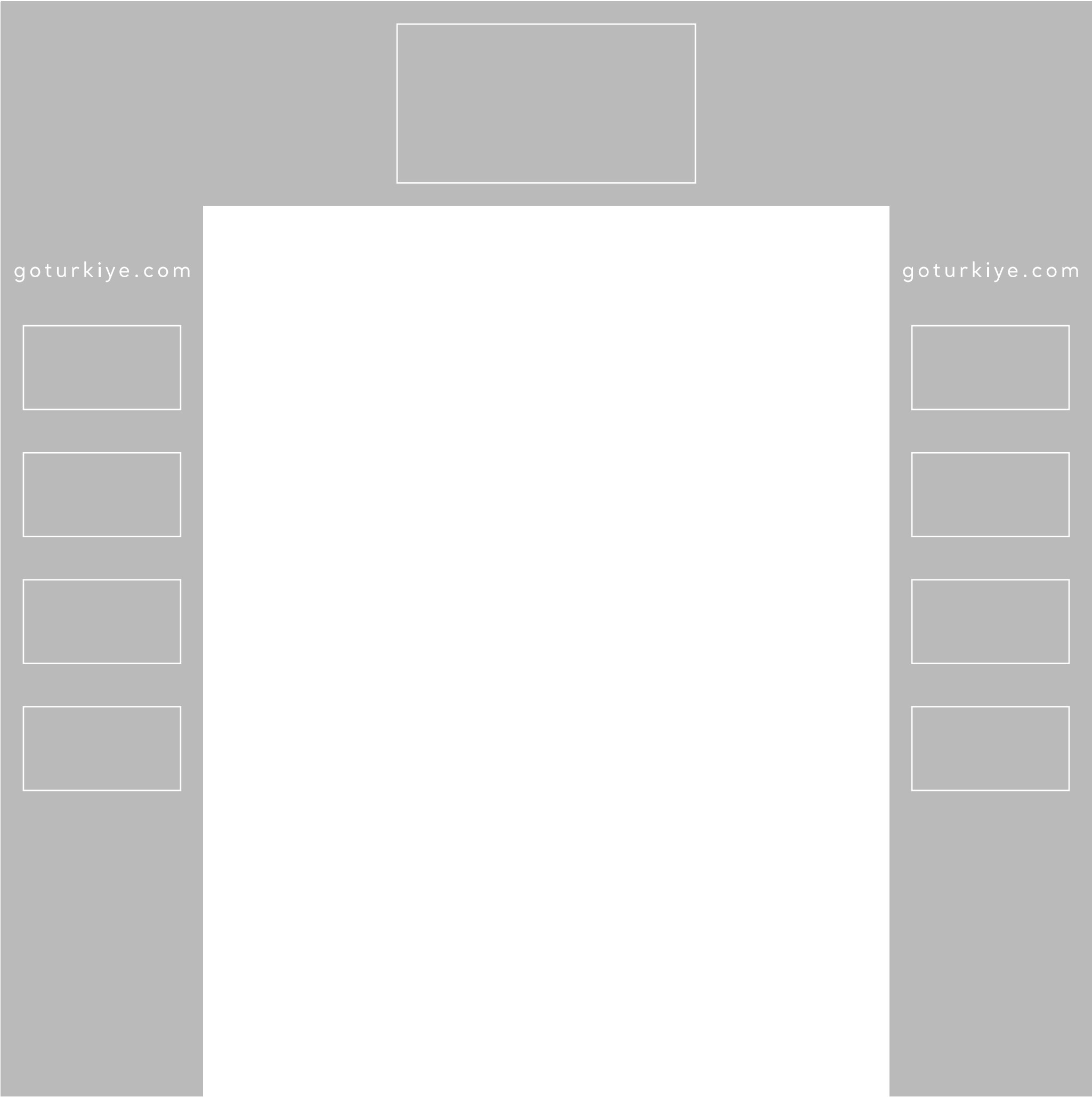
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# Logo Usage in Print

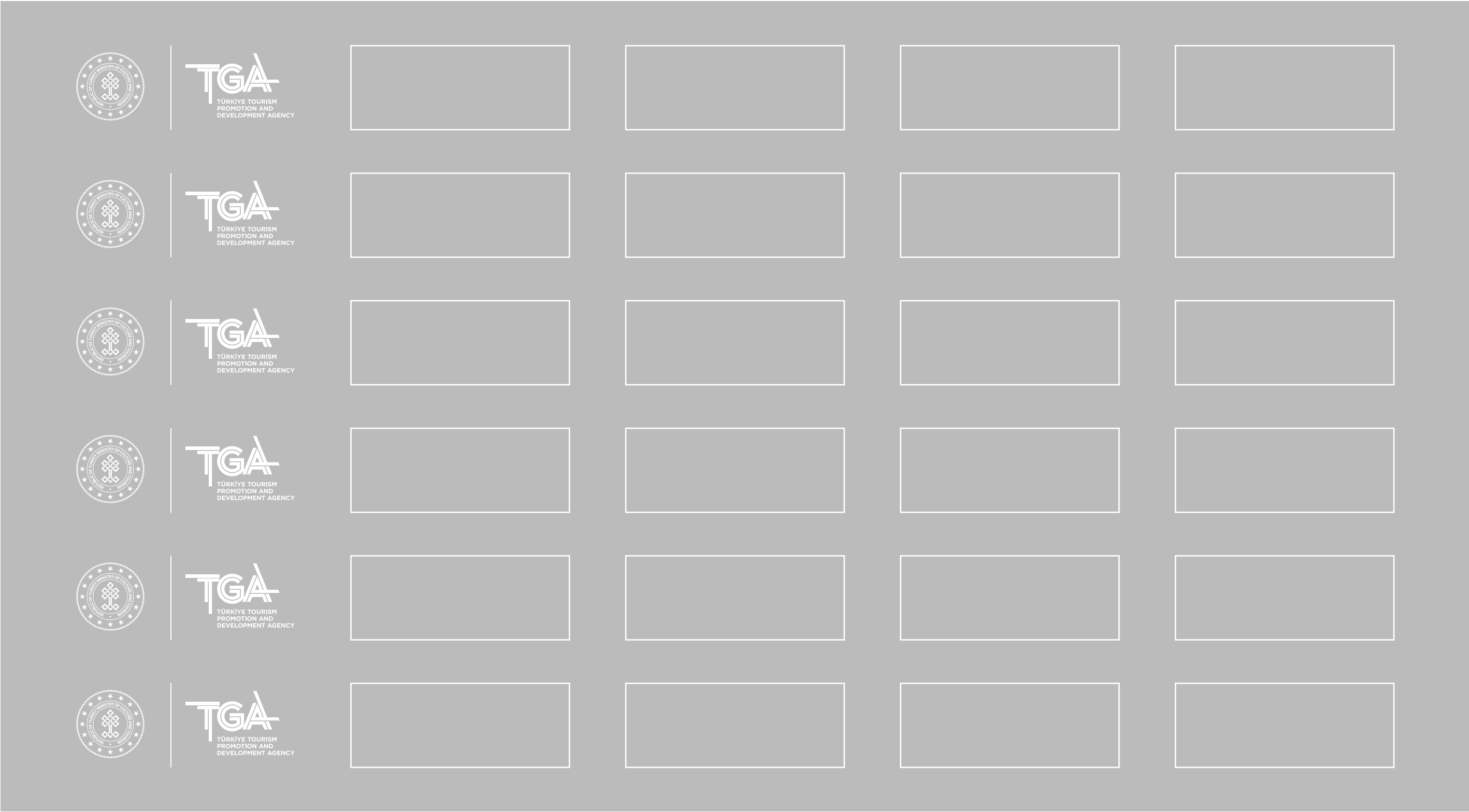


# Logo Usage in TAK

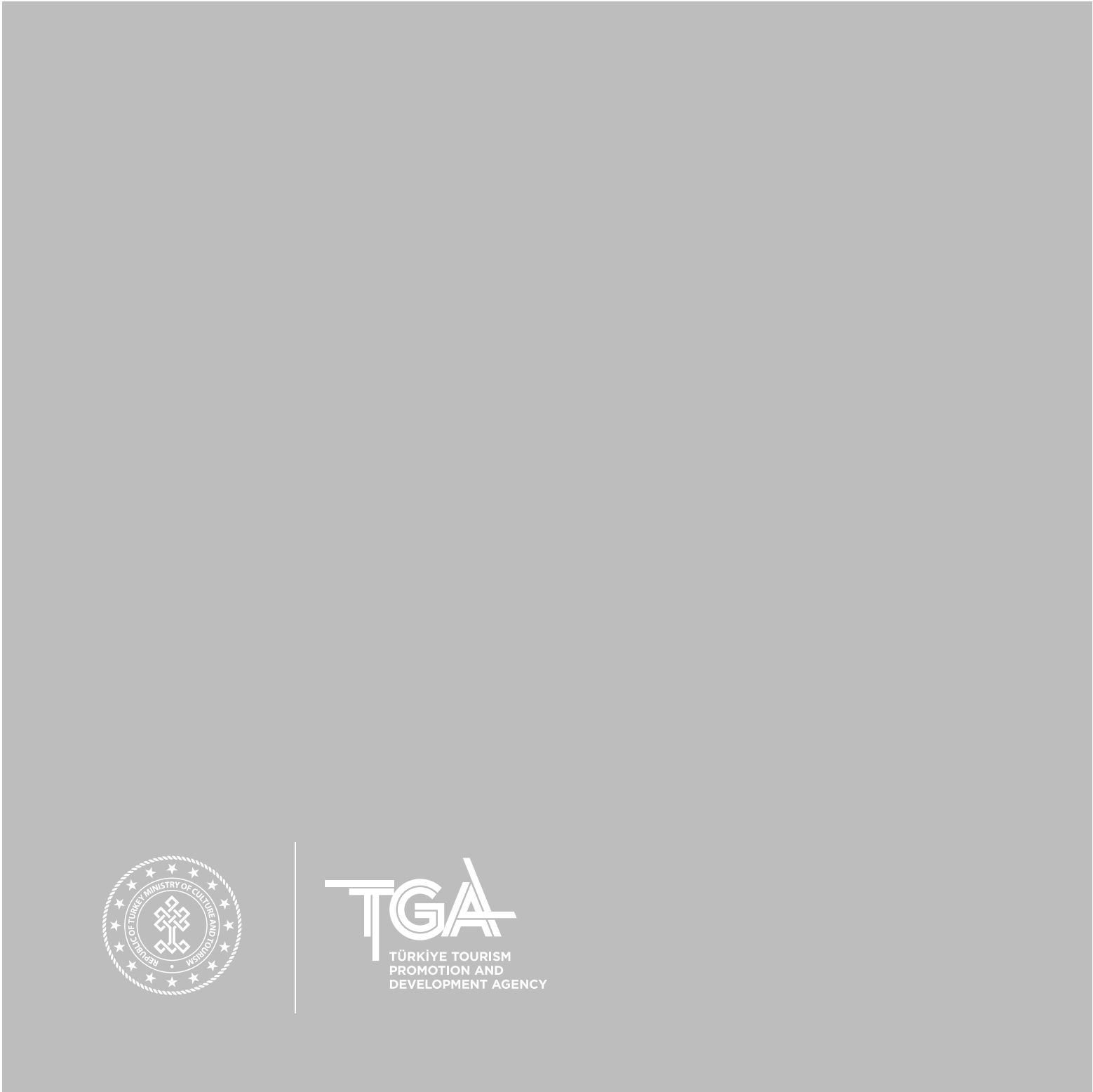




# Logo Usage in Backdrop



# Logo Usage in Invitation



# TGA LOGO

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