

GAZİANTEP FOOD AND INNOVATION CLUSTER CORPORATE IDENTITY GUIDE

MART 2022
GAZİANTEP SANAYİ ODASI

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Logo, Logotype Its Uses and Colors



Uses of Logos, Logotypes

Logo Ratio [Vertical]

Remarks

Each unit is "x". During the vertical application of the Gaziantep Food Cluster logo in different sizes, it must be abide by its units and values.





Uses of Logos, Logotypes

Logo Ratio (Horizontal)

Remarks

Each unit is "x". During the horizontal application of the Gaziantep Food Cluster logo in different sizes, it must be abide by its units and values.





Uses of Logos, Logotypes

PANTONE



FOCOLTONE 3376

CMYK



C:75 M:78 Y:0 K:0

RGB



R: 82 G: 174 B: 50

HEX



#604998

PANTONE



FOCOLTONE 2334

CMYK



C:0 M:67 Y:89 K:0

RGB



R: 23 G: 55 B: 95

HEX



#ed6f25



Uses of Logos, Logotypes

Usage with Floor [Vertical]

Remarks

Depending on the location where the Gaziantep Food Cluster logotype is used, it can also be used as white letters on colored floor.

Vertical uses of Gaziantep Food Cluster logotype with typography on light and dark backgrounds are shown in this section.





Uses of Logos, Logotypes

Remarks

Depending on the location where the Gaziantep Food Cluster logotype is used, it can also be used as white letters on colored floor.

Horizontal uses of Gaziantep Food Cluster logotype with typography on light and dark backgrounds are shown in this section.

Usage with Floor [Horizontal]





Printed Matters

Business Card

Remarks

8,5x5 cm business cards should be covered with matte cellophane on the front and back using 300 gr matte glossy paper.

Print Trigromy

- The typeface Geogrotesque Family Business Card printing should be applied in accordance with institutional standards.





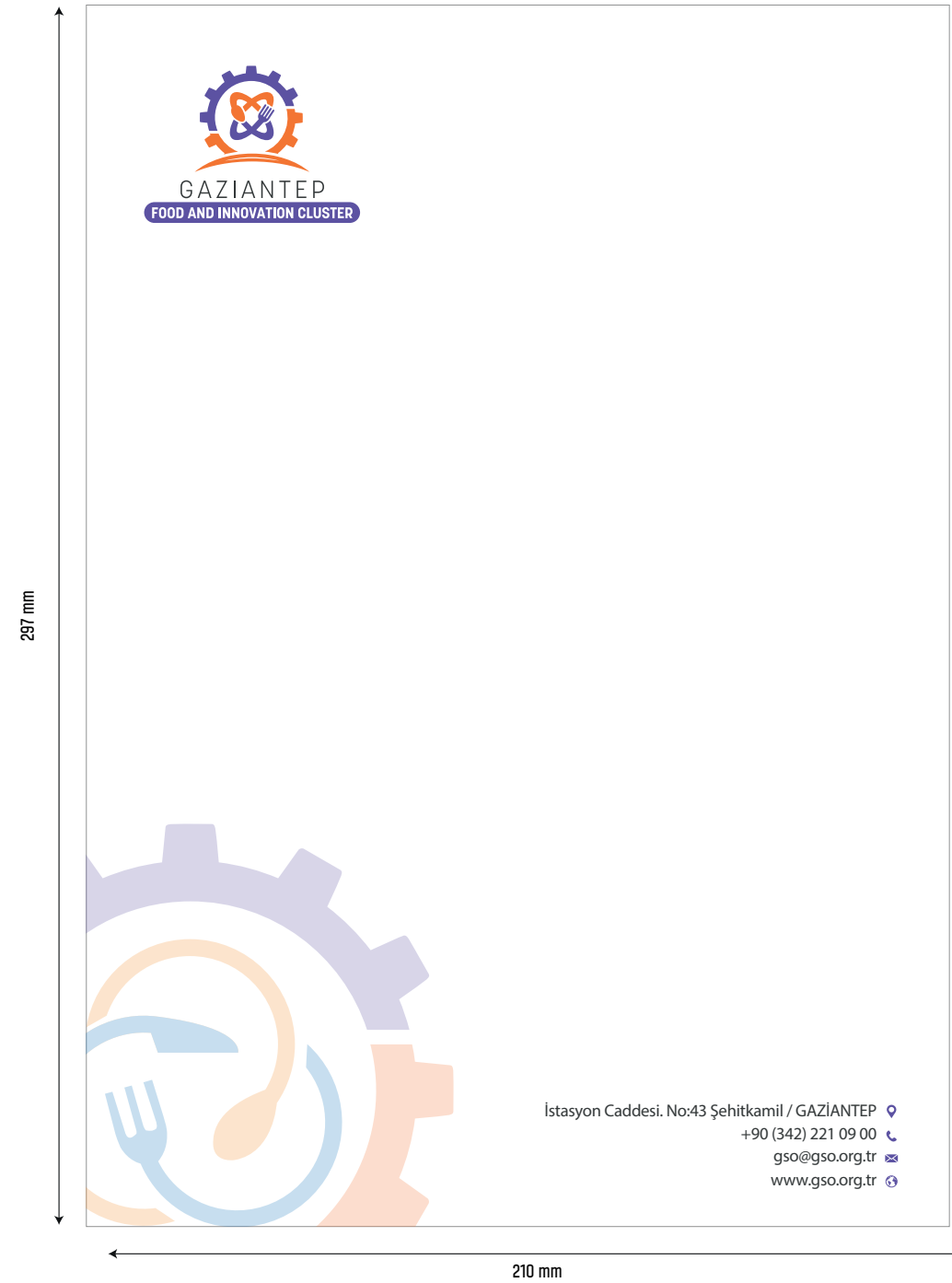
Printed Matters

Remarks

The ratios for A4 / 21x29.7 cm letterhead paper are as follows. 90 gr high-grade paper pulp should be used. The print consists of trigromy colors.

Letterhead should be applied in accordance with institutional standards.

Letterhed Paper





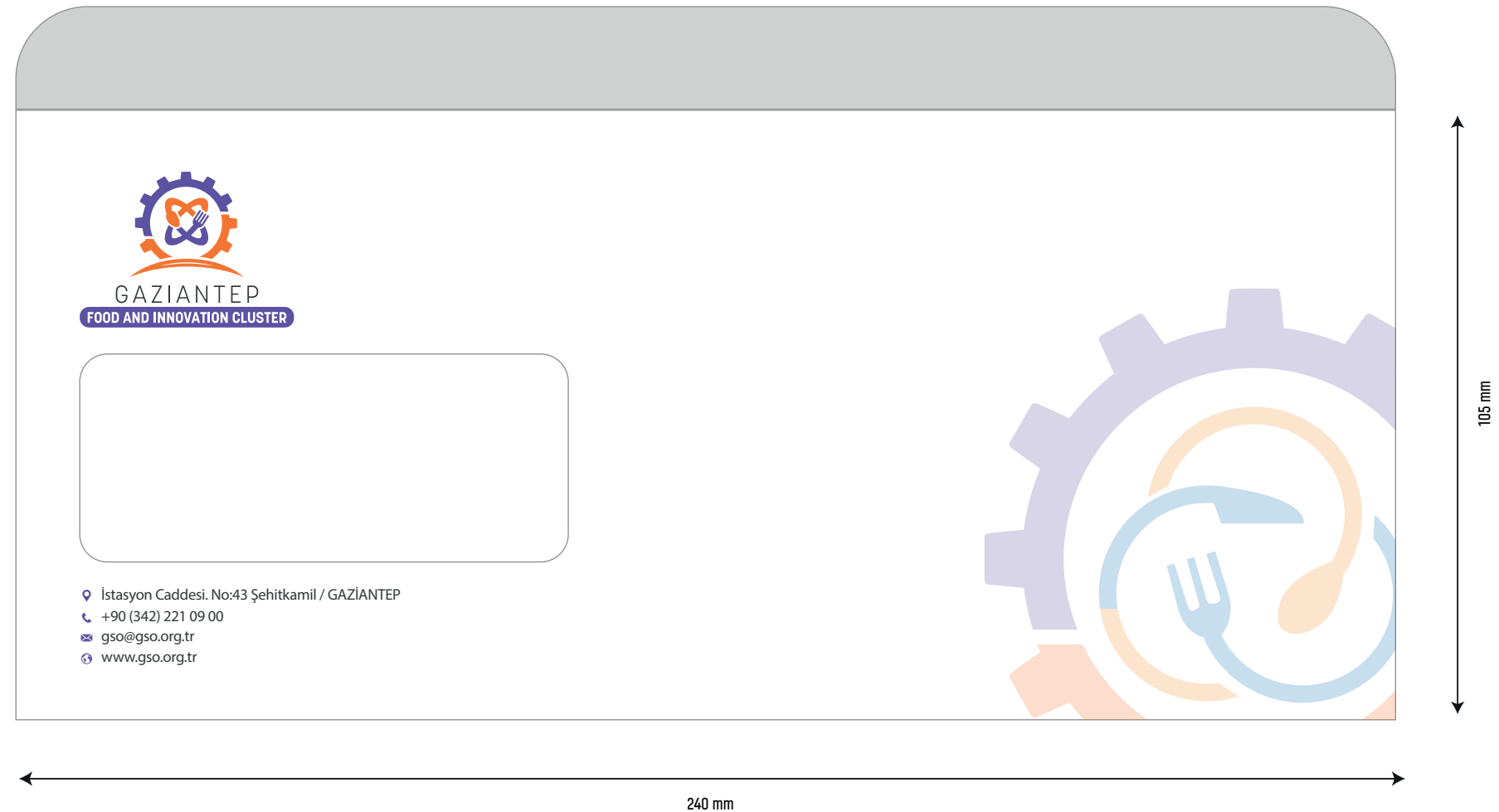
Printed Matters

Remarks

The ratios for the 24x10.5 cm window, silicone envelope are as follows. 90 gr high-grade paper pulp should be used. The print consists of trigromy colors.

The company envelope should be applied in accordance with institutional standards.

Company Envelope [Windowed]





Printed Matters

Remarks

29,7X42 cm bag envelope with Trigromi print

A/3 bag envelopes should be applied in accordance with institutional standards.





Printed Matters

Covered File

Remarks

Covered file should be produced using 350 gr matt glossy paper.
Printed with trigromy. Matte cellophane should be applied.

Specific Cut Knife

Covered file should be applied in accordance with institutional standards.





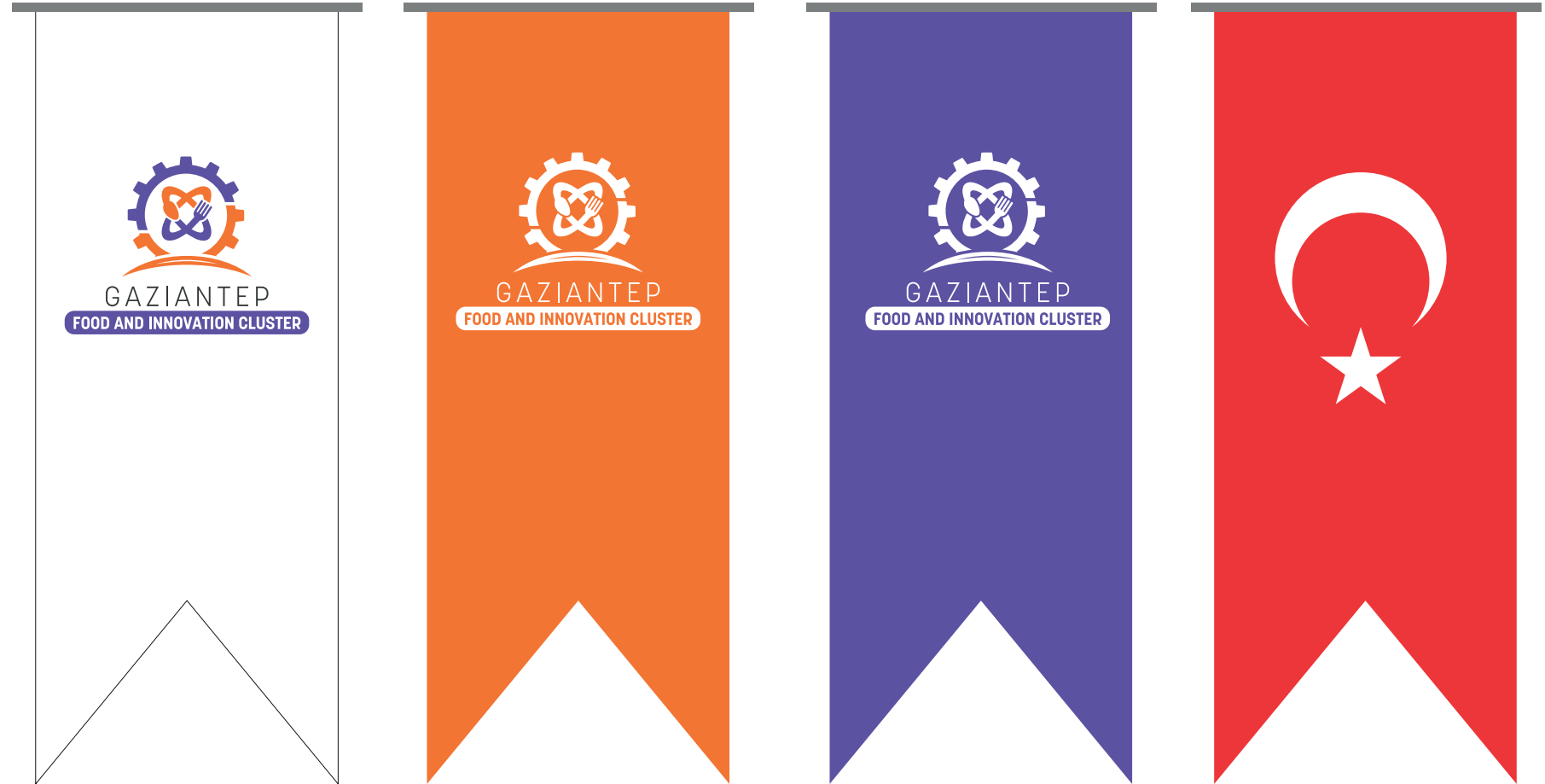
Promotional Materials

Swallowtail Flags

Remarks

The 1x4 m swallowtail flags can be applied in accordance with the size and image shown below. Swallowtail flags should be applied on luster, adhering to corporate standards.

It is recommended to use in ternary.





Promotional Materials

Remarks

22.5x15 cm desk flags are applied in the size and image shown below. It's applied on luster.

Desk flags should be applied in accordance with institutional standards.

Desk Flags

