



E L E K T R İ K

CORPORATE IDENTITY GUIDE

Visual Identity...

In this section, principles such as visual identity items, ie emblems, logos, fonts, colour principles, printed materials, buildings, etc.in various uses of signboards and panels are mentioned.

Close attention should be paid to the importance of correct application of each. This will ensure a consistent visual / corporate image for both EAE employees as well as for our customers.

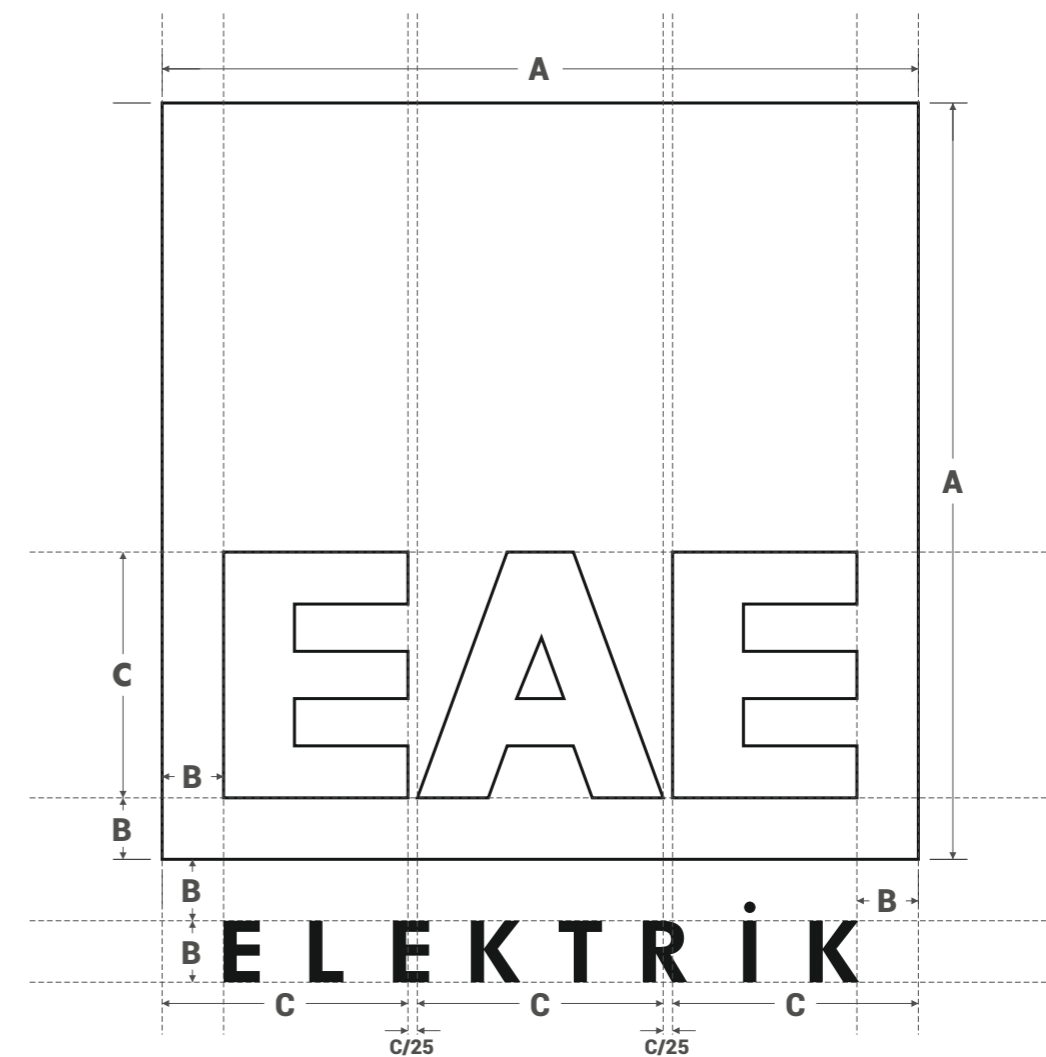
These are permanent images of our institution that appear publicly. It is imperative to apply it everywhere in the same form and standards.

AMBLEM	: A letter, shape, pattern etc. symbolizing an organization or brand.
LOGOTYPE	: A known or redesigned character or shape, symbolizing the name of an organization or brand.
LIGHT	: A writing character that has a letter with a thin wall thickness.
ITALIC	: The text character is tilted to the right.
BLACK	: Font lettering that is thicker than Bold.
FEMALE	: A colorless text or shape printed on a dark colored background (in the color of the surface to be printed, or left hollow.)
MALE	: The opposite of the female.
CMYK	: The four main colors required for printing are: C-Cyan, M-Magenta, Y-Yellow, K-Black.
PANTONE	: The name of the international standard color system. A Pantone number is assigned for each color.
PANTONE CATALOG	: A color catalog that facilitates the separation of color between designers and printers, which shows the above-mentioned color system in a detailed and regular manner.
CONTOUR	: The outline of an object, figure or shape.
PUNTO (PT)	: The height of a letter. The unit is an average of a quarter of a millimeter.
A5 PAGE SIZE	: 148 x 210mm (1/4 A3)
A4 PAGE SIZE	: 297 x 210mm
A3 PAGE SIZE	: 297 x 420mm
SPACE	: The space left between letters. The space openings are determined by the "percentage" ratio.
UPPER CASE	: Uppercase letter.
LOWER CASE	: Lower case.
TYPOGRAPHY	: A composition created with the use of printing letters. With the developments in the field of technology, typography has also rapidly developed into becoming a design and art field in itself.
PERFORATION	: Easy cutting (separation) holes.
PILYAJ	: Easy folding trace/line.
CONTINUOUS PRINTING	: An ongoing printing technique. Printing the same design at periodic intervals.

Logotype Technical Drawing...

It is of utmost important that the logo, the most important element of your visual identity is used correctly in every dimension and every kind of application.

Therefore, in cases where the logo must be handwritten, the scaling system should be used, and care should be taken to the inclinations.



$$A = 12B + (B/2,5)$$

$$C = 4B$$



Use of Logotype...

It is the basic element of the identity system. In a wide range of applications, it has been implemented in a consistent manner. It is of great importance to always apply correctly.



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Security Area...

The recommended minimum space left around the logotype (security area) should be twice the space indicated by "X".
When using Logotype, it is necessary to leave a gap equal to "2X" value on all sides.





Minimum Usage...

The Logotype minimum use size is 10mm.



Aspect Ratio: %100

Use of Logotype in Different Backgrounds...

The proper use of Logotype on different backgrounds is of great importance. EAE Electricity; Must be placed in the red box, "EAE" lettering must be used in white, and "ELECTRICAL" lettering at the bottom should be used as black. This rule must be strictly observed except for single-colour prints.



Usage on white background.



50% Black should be used in single colour prints.



In the case of different colours and background designs, it is necessary to create a white frame around the Logotype so that the Logotype is half of "B" value.



Misuse of Logotype...

In the use of EAE ELECTRIC LOGOTYPE, the proportions and fonts specified in the technical drawing cannot be changed under any circumstance. In all cases, technical ratios and corporate colours should be adhered to.



Logotype ratios cannot be played around with.



The colour cannot be changed.



The shape cannot be changed.



The Logotype elements cannot be replaced.



The Logotype fonts cannot be changed under any circumstances.



It cannot be used without edges in different colours or patterns.

Corporate Colours...

The colours shown here are the basic elements of our visual identity system. It is of utmost importance that these colours are used exactly as is in all materials and areas. Whether matt or shiny, in every case, it is necessary to follow the colour references given to obtain the correct colours.



Red

CMYK : C: 0 - M: 100 - Y:100 - K: 0

PANTONE : PANTONE 485 C

RAL : RAL 3020



Black

CMYK : C: 0 - M: 0 - Y: 0 - K: 100

PANTONE : PANTONE 426 C

RAL : RAL 9005



Dark Grey

CMYK : C: 0 - M: 0 - Y: 0 - K: 80

PANTONE : PANTONE 445 C

RAL : RAL 7011



Grey

CMYK : C: 0 - M: 0 - Y: 0 - K: 50

PANTONE : PANTONE 423 C

RAL : RAL 7045



Light Grey

CMYK : C: 0 - M: 0 - Y: 0 - K: 30

PANTONE : PANTONE 442 C

RAL : RAL 7040



White

CMYK : C: 0 - M: 0 - Y: 0 - K: 0

PANTONE : PANTONE Trans. White

RAL : RAL 9003

Dealer/Solution Partner Signboard...

EAE logotype could be used by the dealerships representing EAE Elektrik or EAE Group.

The signboards of the dealers may vary due to factors such as location and space. In such places, EAE logotype appropriate with the Corporate Identity should be used.

As it can be seen on the example, Signboards of Dealers or Solution Partners in accordance with the proportions and measures should be prepared accordingly.

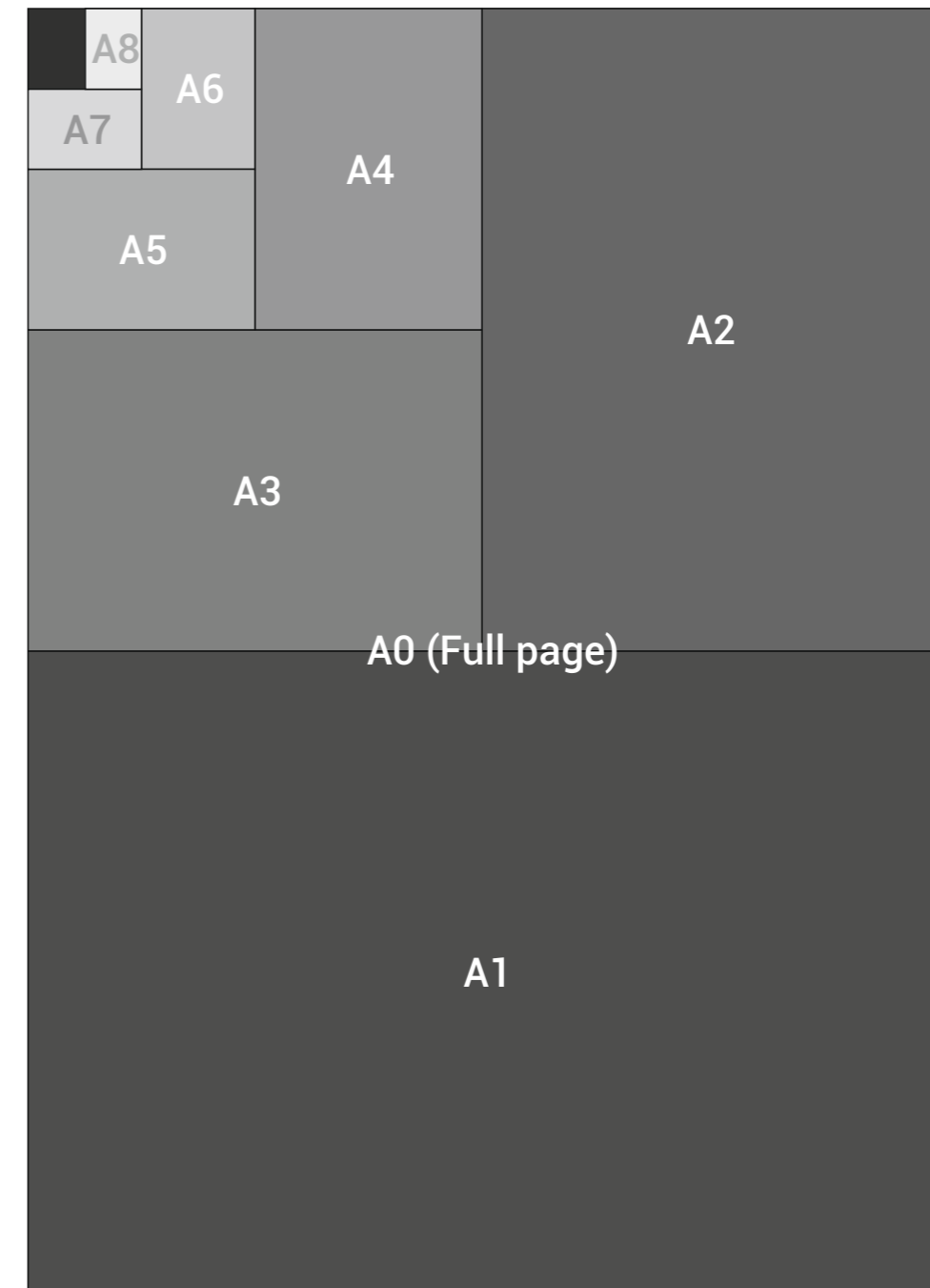


Aspect Ratio: %4

Stationery...

The cut paper measurements should be observed as much as possible to the International Standards Association (ISO). The use of ISO measurements provides a convenient and efficient way for designers, printing houses, brochures and other publishing people to understand product features and keep costs down.

A8 Dimensions	: 52x74mm
A7 Dimensions	: 74x105mm
A6 Dimensions	: 148,5x105mm
A5 Dimensions	: 210x148,5mm
A4 Dimensions	: 297x210mm
A3 Dimensions	: 420x297mm
A2 Dimensions	: 594x420mm
A1 Dimensions	: 840x594mm
A0 Dimensions	: 1188x840mm



Aspect Ratio: %15

Font type...

All documents and printed documents consist of fonts that reveal the identity of EAE ELECTRIC.

Roboto...

This font type characterizes all the main headings of all printed documents.
Roboto Bk (Bold, Normal),
Roboto Lt (Regular, Medium, Bold)
are used in two different thicknesses.

Roboto...

This font type, characterizes texts and subheadings in all printed documents. It is used
in five different thicknesses as
Roboto (Bolt),
Roboto Cn (Bolt),
Roboto Cn (Regular, Normal),
Roboto Lt (Regular, Medium),
Roboto Lt (Regular, Light)

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