



İNDEKS

INDEX

Logotayp Logotype	241
İngilizce Logotayp English Logotype	242
Güvenlik Alanı Safety Area	243
Logo Oranları Logo Proportions	244
Renk Color	245
Kurumsal Yazı Karakteri Primary Typeface	246
Kurumsal Materyaller Corporate Materials	247



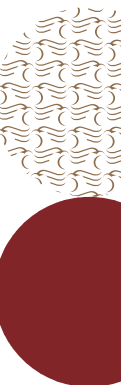
Logotayp

Logotype



İngilizce Logotayp

English Logotype



Güvenlik Alanı

Safety Area

Logonun dört tarafından 0,5 cm olmak üzere belirlenen alan güvenlik alanıdır ve diğer tüm öğelerden bu bölge kadar uzaklıkta yer almalıdır.

The 0.5 cm area designated on four hands of the logo is called the safety area and position of the logo should save this distance from all other visual elements.

Y = 0,5 cm



Logo Oranları

Logo Proportions

Selçuklu Holding Logo ve İlko Argem Logo bir arada kullanıldığında logo oranları 1'e 2 olup aşağıda gösterildiği şekildedir.

Selçuklu Holding Logo and İlko Argem Logo proportions, when used together, are 1 to 2 as stated below



Renk
Color

Logo renkleri Pantone, CMYK ve RGB kodları ile aşağıda belirlenen şekildedir.

Logo colors are stated below with Pantone, CMYK and RGB codes.

Lacivert	PANTONE	CMYK	RGB
Dark Blue	Pantone 280 C	C = %100 M = %94 Y = %28 K = %23	R = 2 G = 33 B = 105

Gri	PANTONE	CMYK	RGB
Grey	Pantone Cool Grey 8 C	C = %48 M = %40 Y = %38 K = %3	R = 138 G = 138 B = 141

Kurumsal Yazı Karakteri

Primary Typeface

Kurumsal yazı karakteri Adobe
Helvetica ailesidir.

Corporate typeface is Adobe
Helvetica family.

Helvetica Neue

abcçdefgğhijklmnoöpqrstuüvwxyz

ABCÇDEFGĞHIİJKLMNOÖPQRSŞT
UÜVWXYZ 1234567890

Helvetica Neue Bold

abcçdefgğhijklmnoöpqrstuüvwxyz

**ABCÇDEFGĞHIİJKLMNOÖPQRSŞT
TUÜVWXYZ 1234567890**

Helvetica Neue İtalic

abcçdefgğhijklmnoöpqrstuüvwxyz

*ABCÇDEFGĞHIİJKLMNOÖPQRSŞT
UÜVWXYZ 1234567890*

Kurumsal Materyaller

Corporate Materials



Kartvizit

Business Card

Boyut: 80 mm x 55 mm

Ölçek: %100

Renk: Pantone 280C ■ Pantone 1815C ■ Pantone 873C ■ Pantone Cool Gray 8C ■



Kartvizit (GSM Eklî):

Business Card (GSM Included):



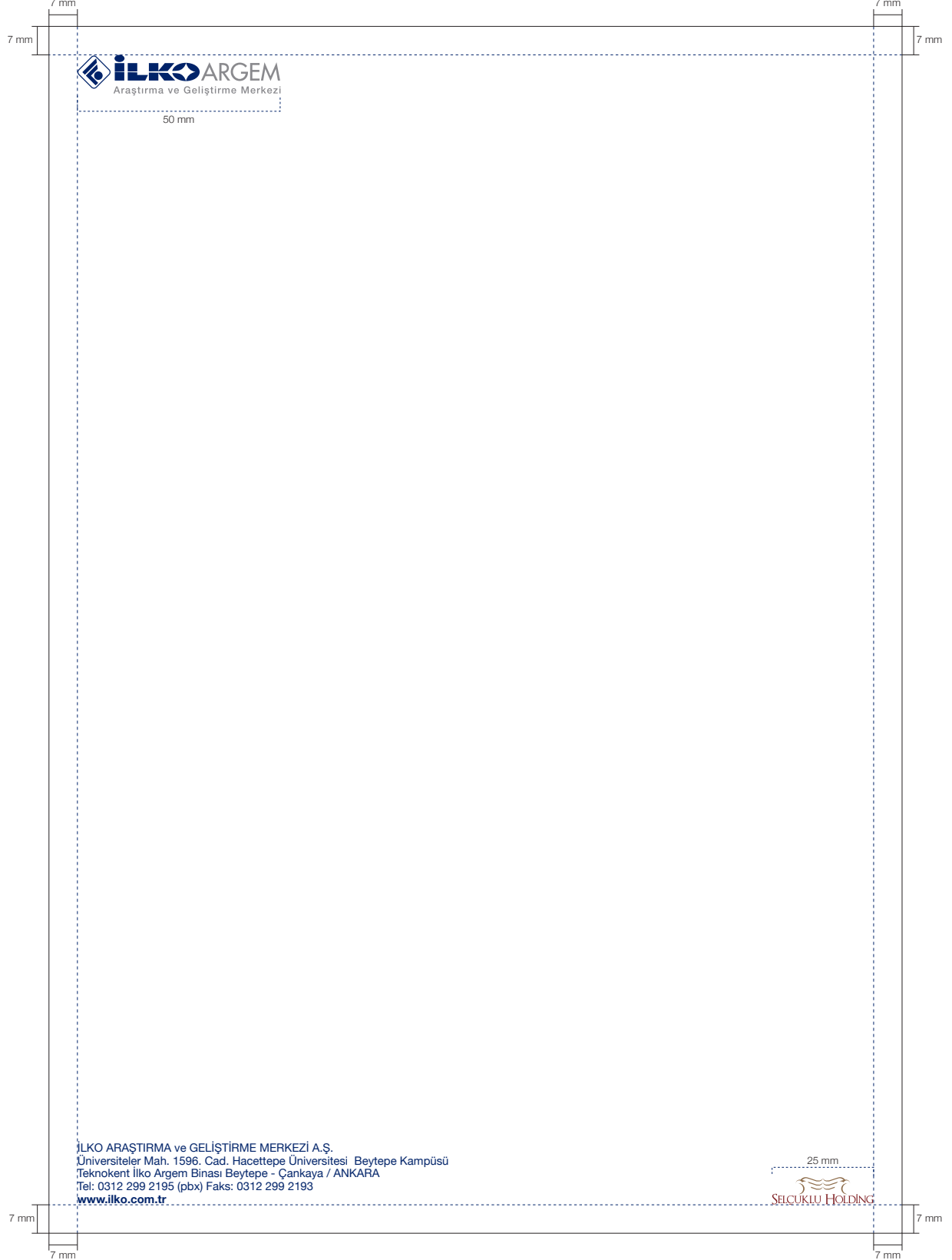
Antetli Kağıt

Letterhead

Boyut: 210 mm x 297 mm

Ölçek: %70

Renk: Pantone 280C ■ Pantone 1815C ■ Pantone 873C ■ Pantone Cool Gray 8C ■



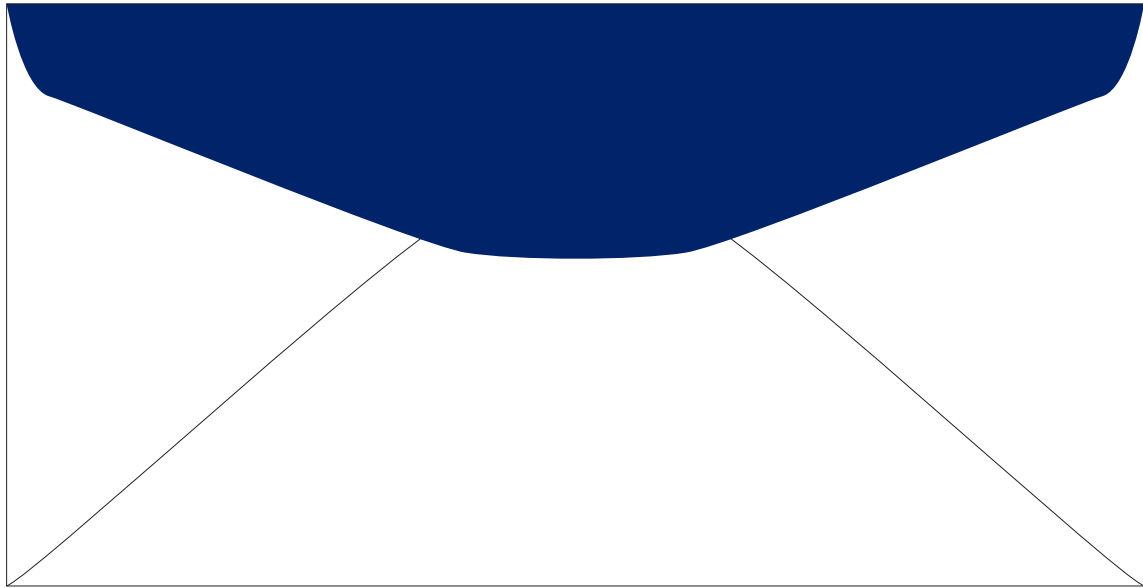
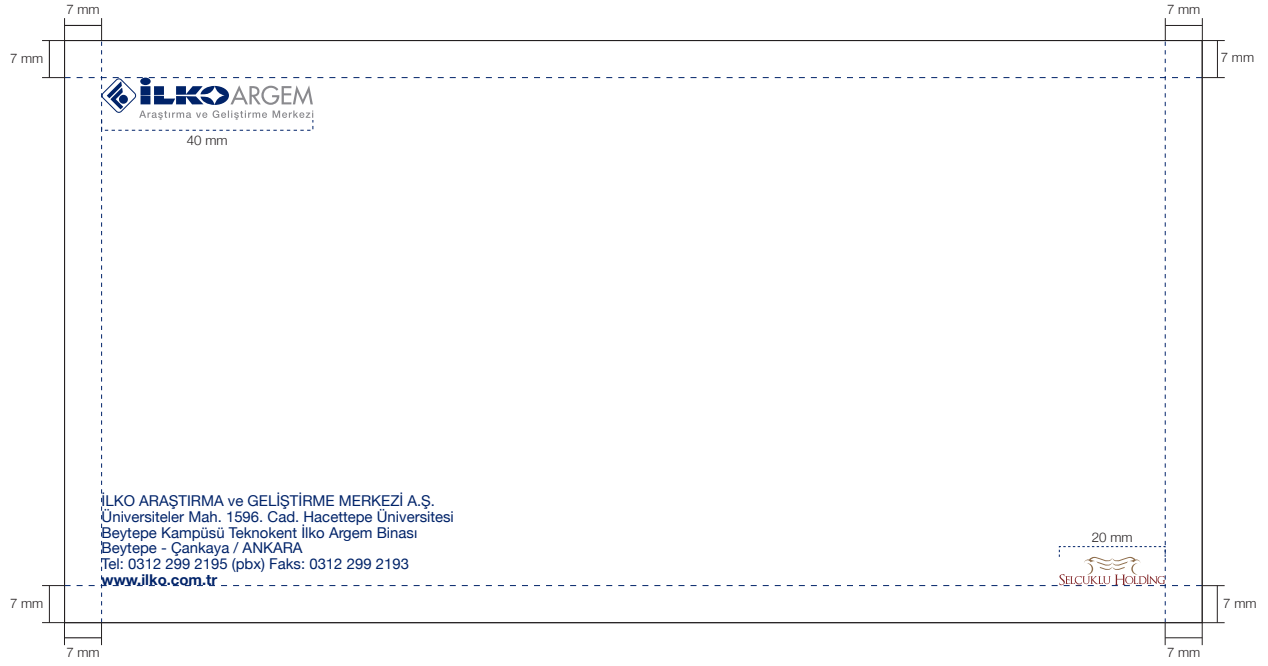
Diplomat Zarf

DL Envelope

Boyut: 215 mm x 110 mm

Ölçek: %75

Renk: Pantone 280C ■ Pantone 1815C ■ Pantone 873C ■ Pantone Cool Gray 8C ■



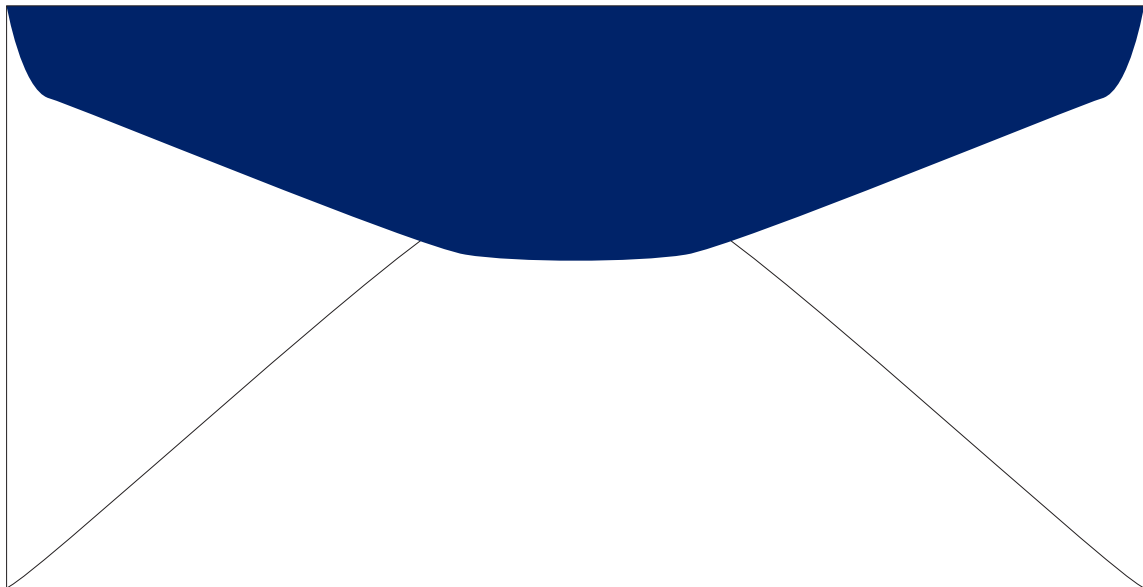
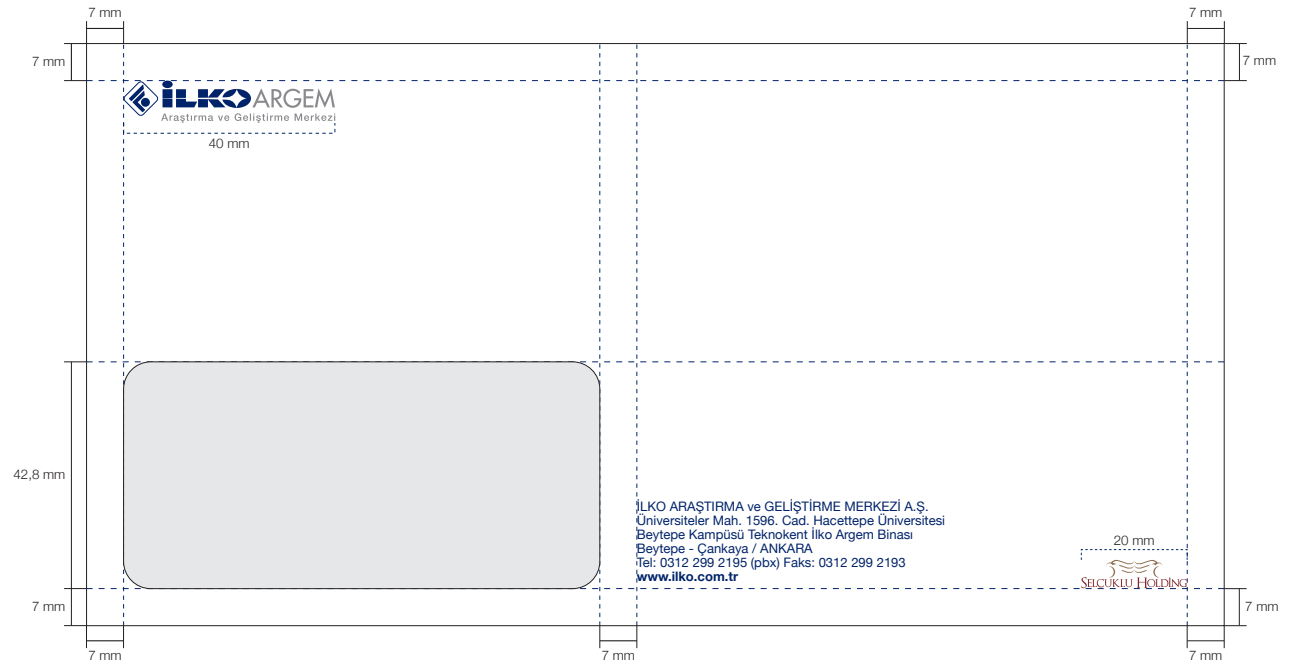
Pencereli Diplomat Zarf

DL Window Envelope

Boyut: 215 mm x 110 mm

Ölçek: %75

Renk: Pantone 280C ■ Pantone 1815C ■ Pantone 873C ■ Pantone Cool Gray 8C ■



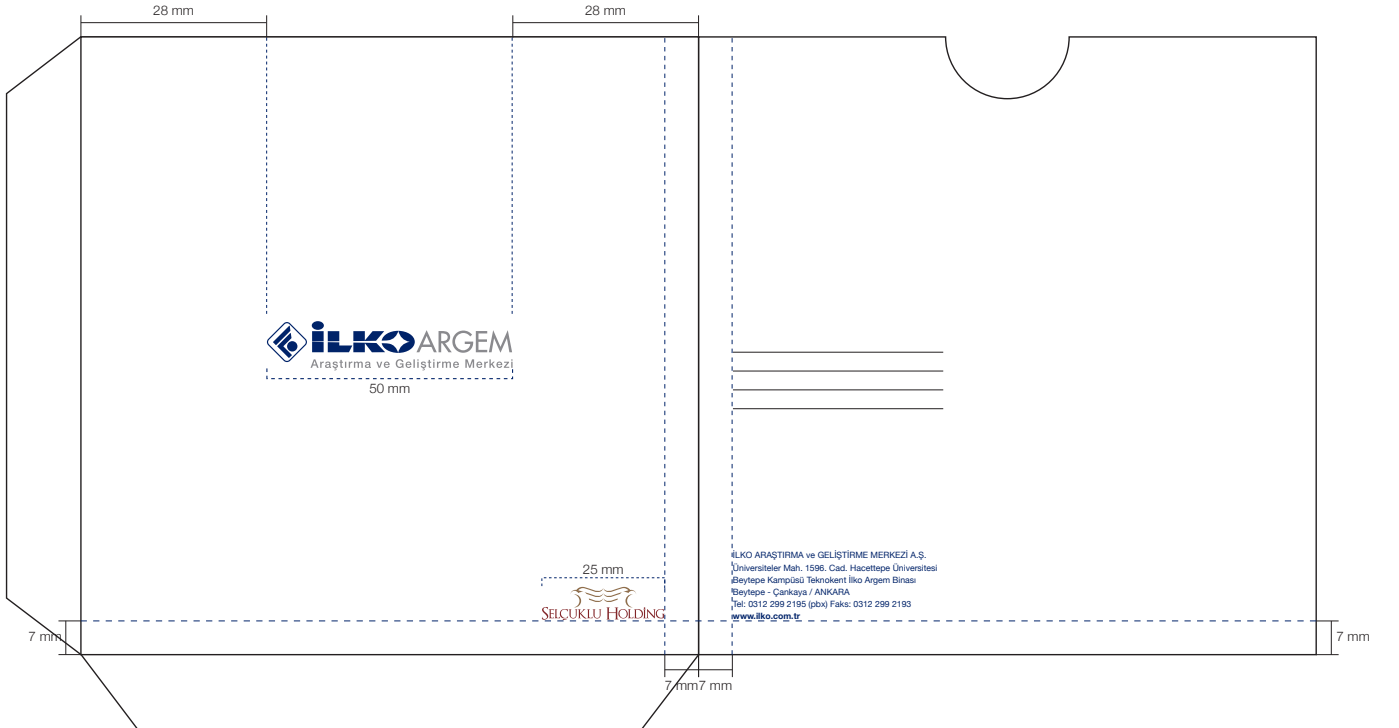
CD Üzeri Zarf

CD Cover

Boyut: Açık 266,5 mm x 140,8 mm - Kapalı 125,7 mm x 125,7 mm

Ölçek: %65

Renk: Pantone 280C ■ Pantone 1815C ■ Pantone 873C ■ Pantone Cool Gray 8C ■



Sunum Şablonu
Presentation Template

