

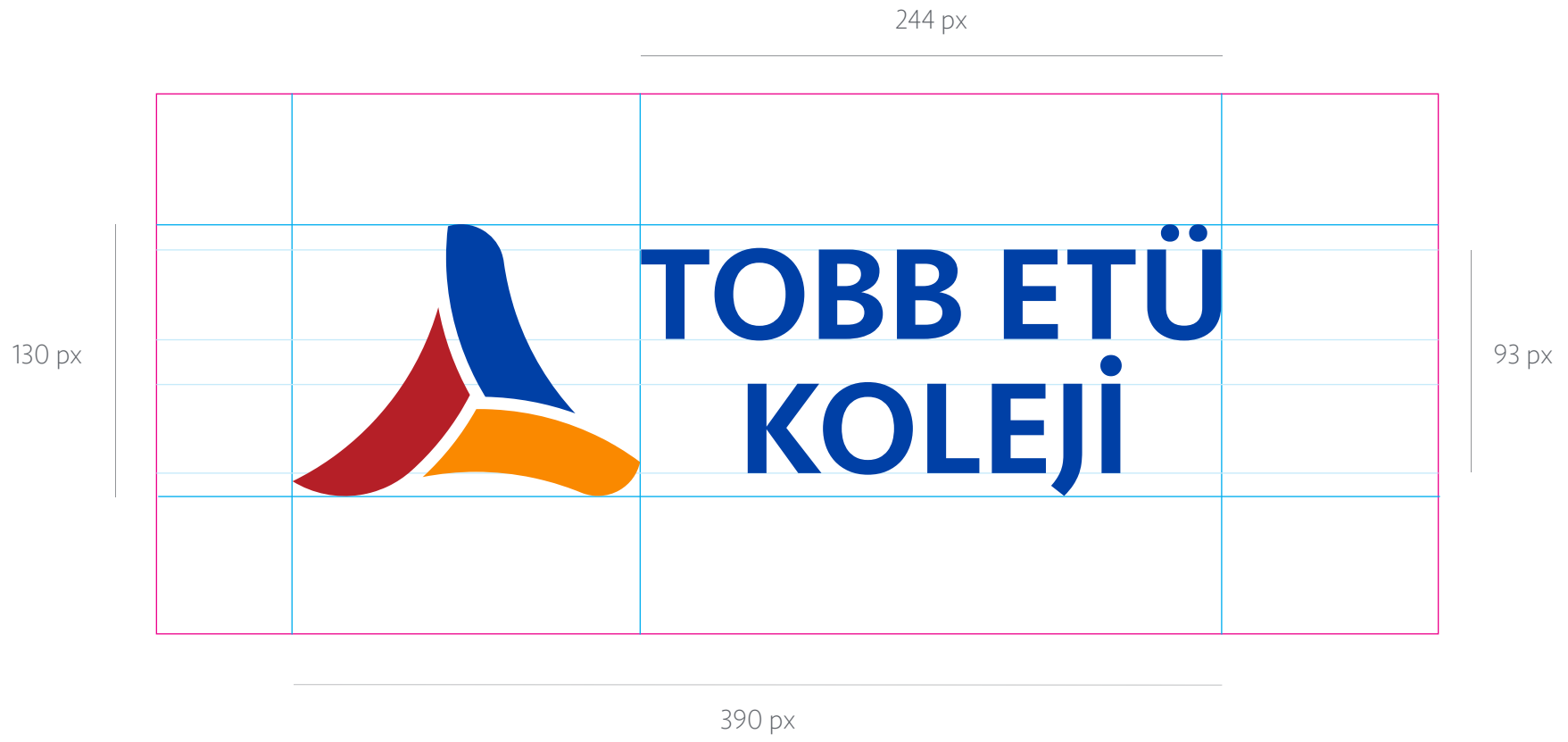


TOBB ETÜ KOLEJİ
KURUMSAL KİMLİK KİTABI

LOGO

YATAY LOGO
KULLANIMI

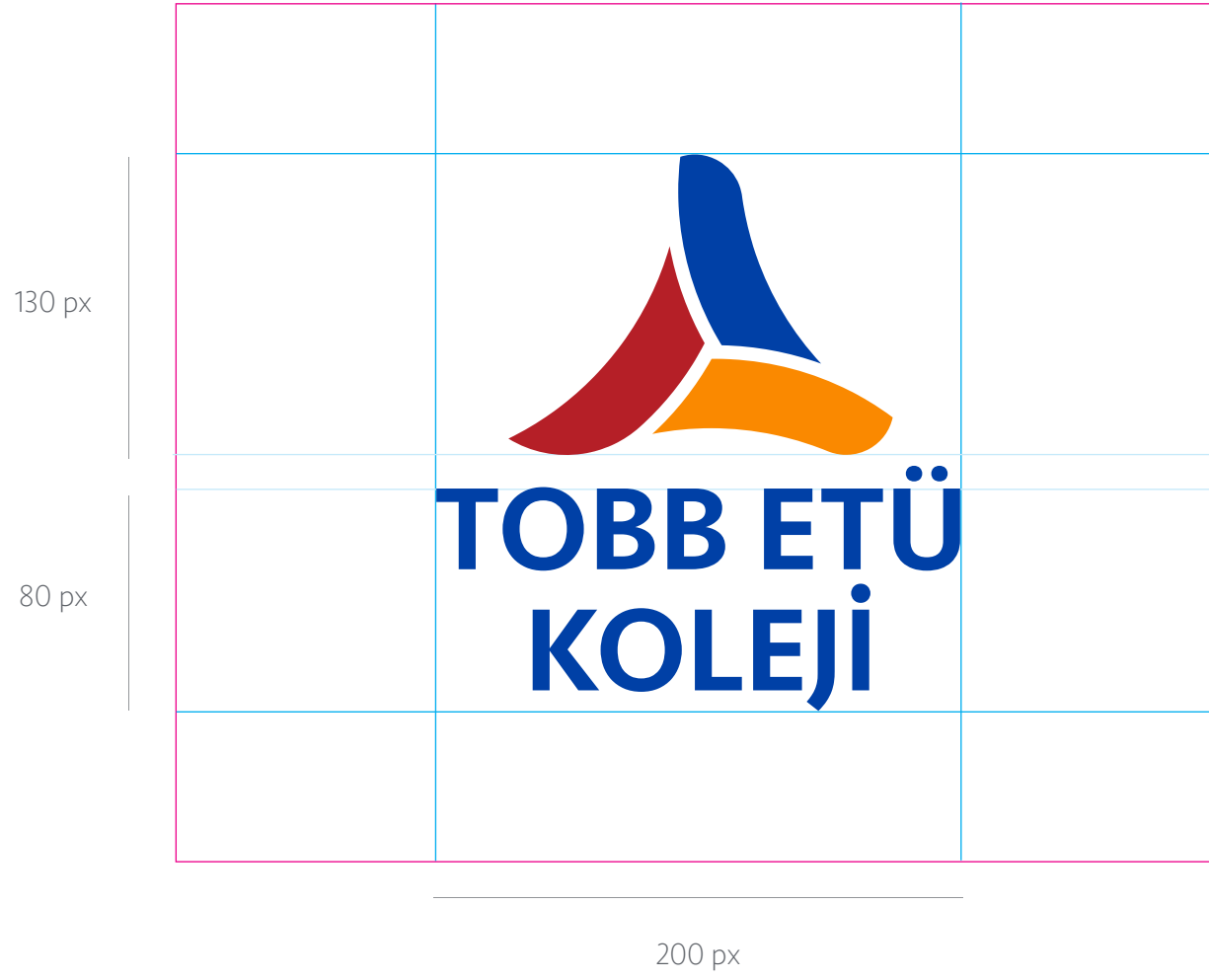
LOGO GÜVENLİK ALANI VE
KULLANIM ÖLÇÜLERİ



LOGO

DİKEY LOGO KULLANIMI

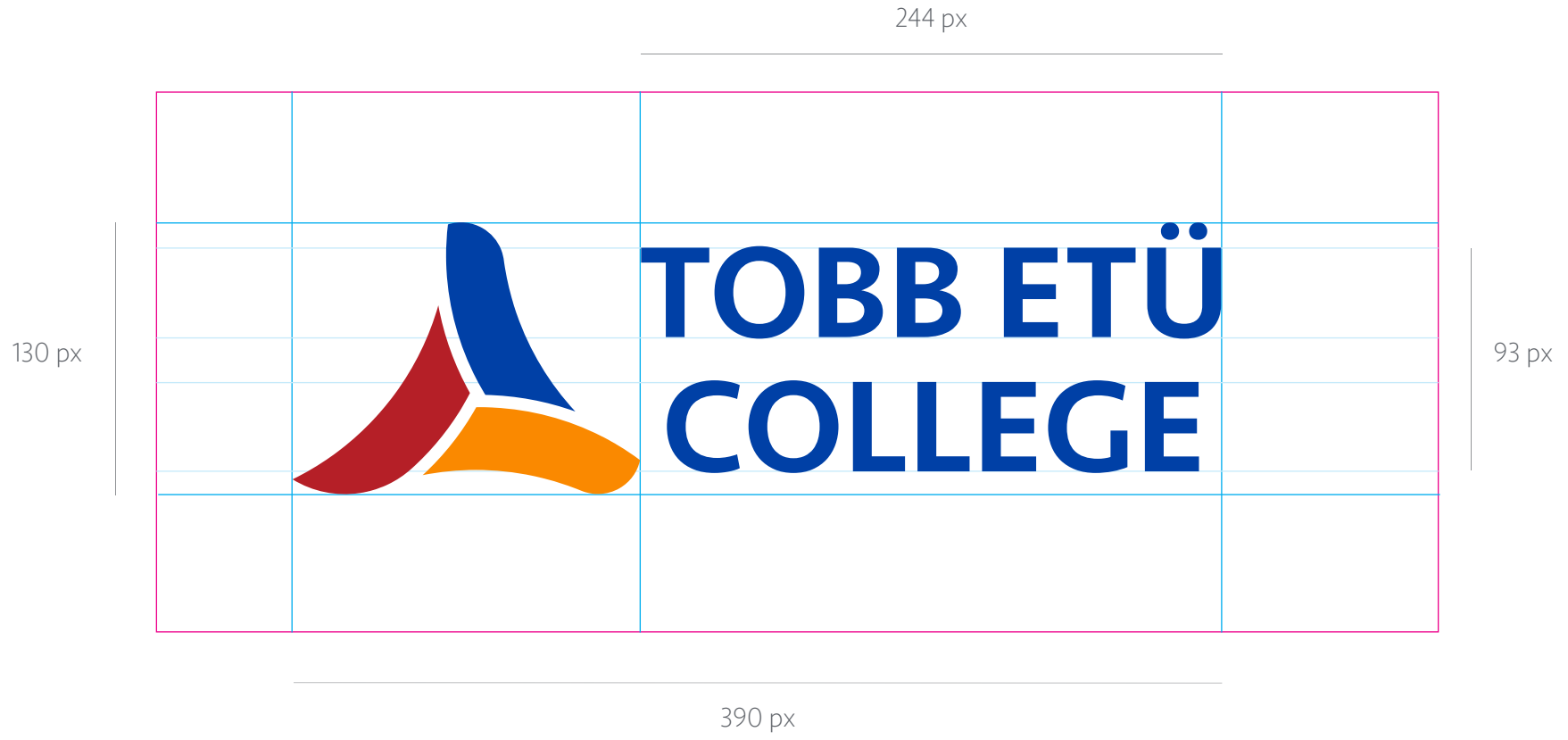
LOGO GÜVENLİK ALANI VE KULLANIM ÖLÇÜLERİ



LOGO

İNGİLİZCE
YATAY LOGO
KULLANIMI

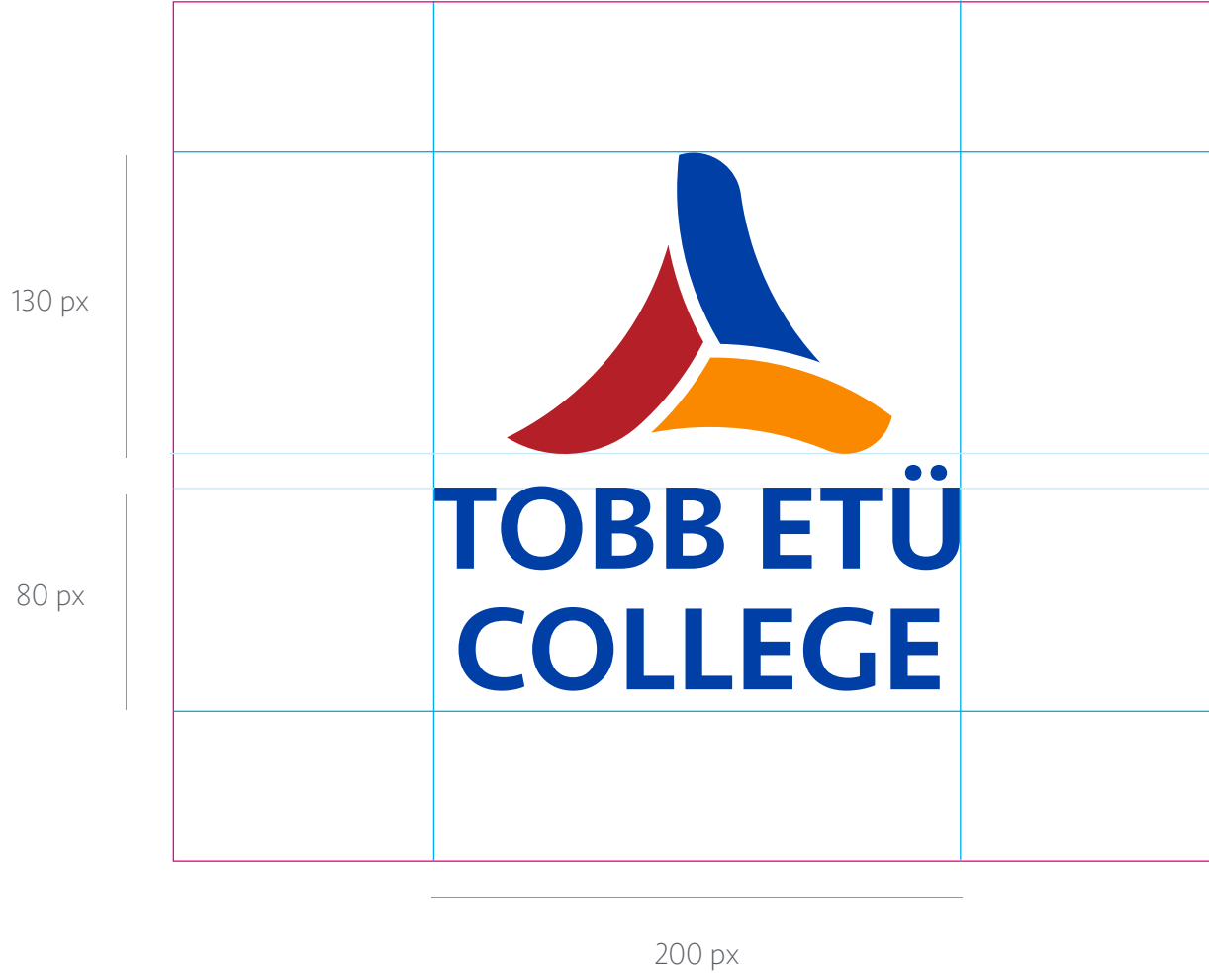
LOGO GÜVENLİK ALANI VE
KULLANIM ÖLÇÜLERİ



LOGO

İNGİLİZCE
DİKEY LOGO
KULLANIMI

LOGO GÜVENLİK ALANI VE
KULLANIM ÖLÇÜLERİ



LOGO

KAŞE LOGO
KULLANIMI

LOGO GÜVENLİK ALANI VE
KULLANIM ÖLÇÜLERİ

40 MM



LOGO

İNGİLİZCE
KAŞE LOGO
KULLANIMI

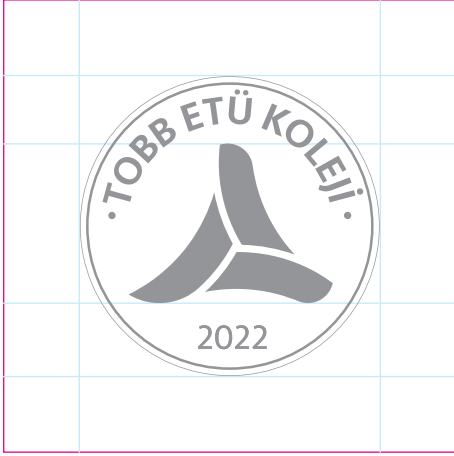
LOGO GÜVENLİK ALANI VE
KULLANIM ÖLÇÜLERİ

40 MM

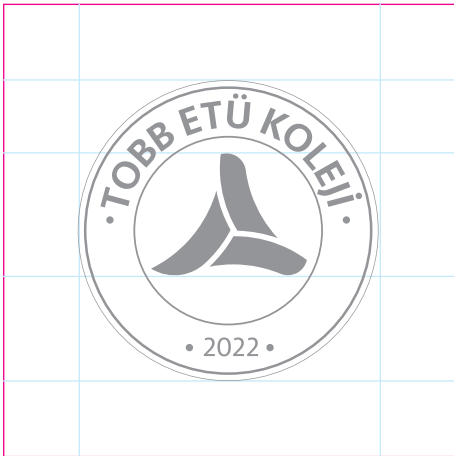


KAŞE LOGO

40 MM



40 MM



YATAY LOGO

Doğru Kullanım



DIKEY LOGO

Dođru Kullanım



KURUMSAL YAZI KARAKTERİ

Seravek Regular

ABCÇDEFGĞHIIJKLMNOÖPRSŞTUÜVYZ abcçdefgğhijklmnoöprsştuüvyz 0123456789!*^+ -=&"'(/)_%:XQ?\$\$,,;

Seravek Regular İtalik

ABCÇDEFGĞHIIJKLMNOÖPRSŞTUÜVYZ abcçdefgğhijklmnoöprsştuüvyz 0123456789!^+ -=&"'(/)_%:XQ?\$\$,,;*

Seravek Medium

ABCÇDEFGĞHIIJKLMNOÖPRSŞTUÜVYZ abcçdefgğhijklmnoöprsştuüvyz 0123456789!*^+ -=&"'(/)_%:XQ?\$\$,,;

Seravek Medium İtalik

ABCÇDEFGĞHIIJKLMNOÖPRSŞTUÜVYZ abcçdefgğhijklmnoöprsştuüvyz 0123456789!^+ -=&"'(/)_%:XQ?\$\$,,;*

Seravek Bold

ABCÇDEFGĞHIIJKLMNOÖPRSŞTUÜVYZ abcçdefgğhijklmnoöprsştuüvyz 0123456789!*^+ -=&"'(/)_%:XQ?\$\$,,;

Seravek Bold İtalik

ABCÇDEFGĞHIIJKLMNOÖPRSŞTUÜVYZ abcçdefgğhijklmnoöprsştuüvyz 0123456789!^+ -=&"'(/)_%:XQ?\$\$,,;*

KURUMSAL RENKLER



PANTONE SOLID COATED 293 C
CMYK C100 M87 Y0 K0
RGB R27 G68 B156
HEX #1b449c

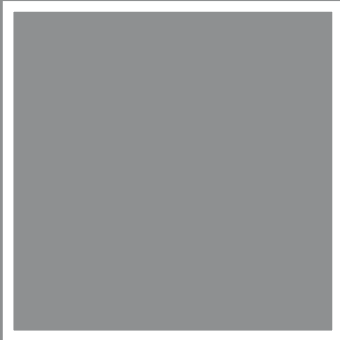


PANTONE SOLID COATED 144 C
CMYK C2 M55 Y100 K0
RGB R241 G138 B33
HEX #f08921



PANTONE SOLID COATED 2621 C
CMYK C21 M100 Y95 K12
RGB R178 G32 B41
HEX #b21f28

TAMAMLAYICI RENKLER



PANTONE METALLIC COATED 877 C
CMYK C47 M38 Y38 K03
RGB R142 G144 B144
HEX #8e8f90



PANTONE COOL GRAY 10 C
CMYK C21 M100 Y95 K12
RGB R101 G101 B106
HEX #656569