



WORLD ETHNOSPORT CONFEDERATION

KURUMSAL KİMLİK KILAVUZU

'24





LOGO	7
LOGONUN YANLIŞ KULLANIMLARI	14
RENK	18
TİPOGRAFİ	22
BASKILI MALZEMELER	27
KURUMSAL UYGULAMALAR	37
BAYRAK	50



KURUMSAL KİMLİK

LOGO

KULLANIM KILAVUZU











30mm



KURUMSAL KİMLİK

LOGONUN YANLIŞ KULLANIMLARI

KULLANIM KILAVUZU







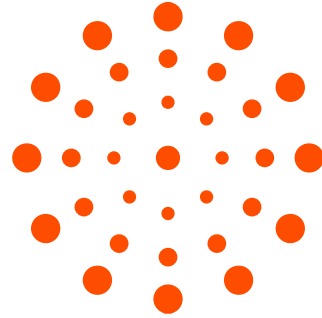
KURUMSAL KİMLİK

RENK

KULLANIM KILAVUZU

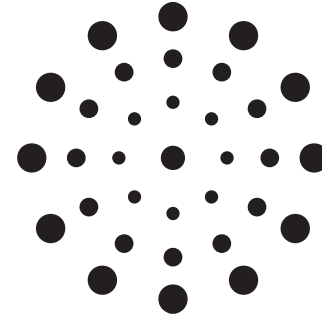


PANTONE
1655 C



R 255 **C** 0
G 77 **M** 84
B 0 **Y** 100
K 0
ff4d00

PANTONE
BLACK

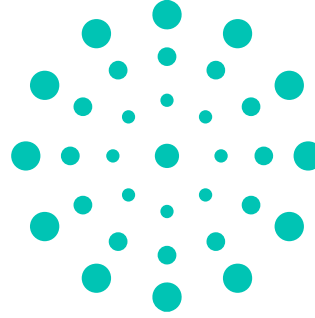


R 35 **C** 0
G 31 **M** 0
B 32 **Y** 0
K 100
000000



İKİNCİL RENK

PANTONE
3265 C



R 0	C 83
G 196	M 0
B 179	Y 42
# 00c4b3	K 0



KURUMSAL KİMLİK

TIPOGRAFI

KULLANIM KILAVUZU



Gotham Thin

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Thin Italic

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Light

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Light Italic

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Book

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Book Italic

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Gotham Medium

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Bold

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Black

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Medium Italic

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Bold Italic

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Black Italic

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789





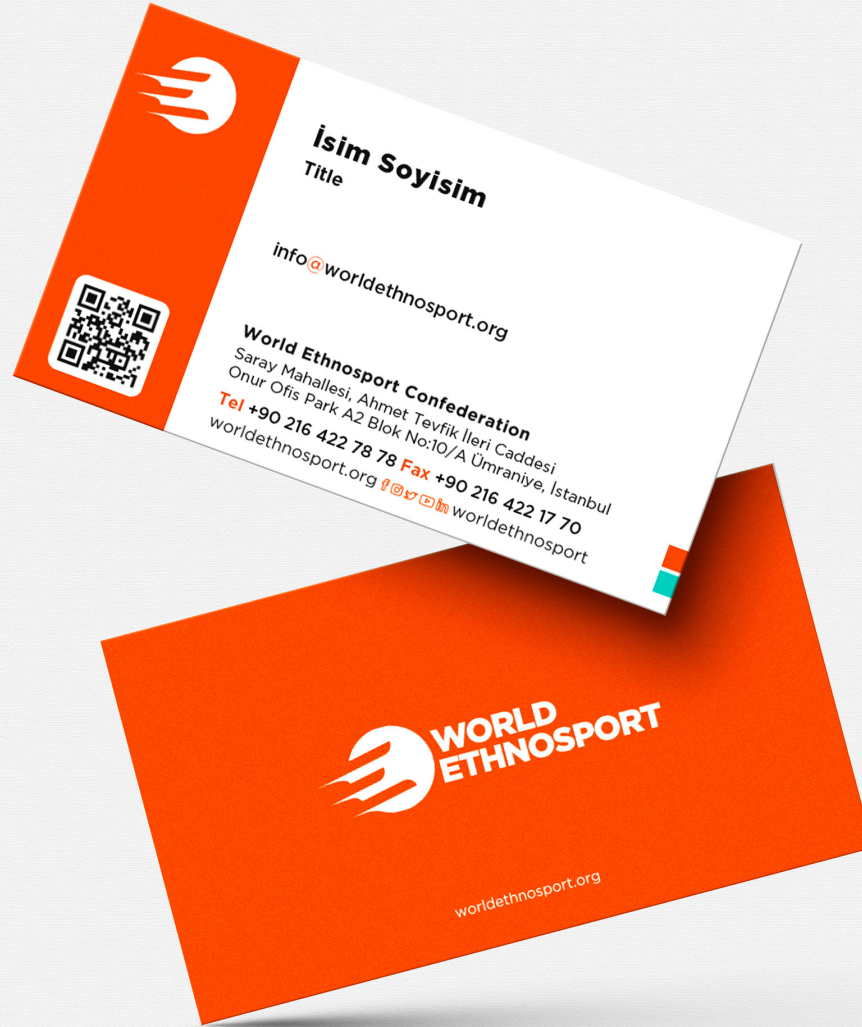
KURUMSAL KİMLİK

BASKILI MALZEMELER

KULLANIM KILAVUZU



KARTVİZİT







ZARF







NOT KARTI







Lorem ipsum dolor sit amet, consectetur adipiscing Lorem
consectetur adipiscing elit, sed do eiusmod tempor incididunt
magna aliqua. Quis ipsum suspendisse ultrices gravida. R
maecenas accumsan lacus vel facilisis. Lorem ipsum dolor
adipiscing elit, sed do eiusmod tempor incididunt ut labore
Quis ipsum suspendisse ultrices gravida. Risus commodo
cumsan lacus vel facilisis. Lorem ipsum dolor sit amet, cons
sed do eiusmod tempor incididunt ut labore et dolore ma
suspendisse ultrices gravida. Risus commodo viverra mae
vel facilisis. Lorem ipsum dolor sit amet, consectetur adipe
mod tempor incididunt ut labore et dolore magna aliqua. Q
ultrices gravida. Risus commodo viverra maecenas accumsa
sed do eiusmod tempor incididunt ut labore et dolore ma
suspendisse ultrices gravida. Risus commodo viverra mae
vel facilisis. Lorem ipsum dolor sit amet, consectetur adipisc
sit amet, consectetur adipiscing elit, sed do eiusmod temp
et dolore magna aliqua. Quis ipsum suspendisse ultrices gr
viverra maecenas accumsan lacus vel facilisis. Lorem ipsum
tetur adipiscing elit, sed do eiusmod tempor incididunt ut la
aliqua. Quis ipsum suspendisse ultrices gravida. Risus comm
accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, c
elit, sed do eiusmod tempor incididunt ut labore et dolo
ipsum suspendisse ultrices gravida. Risus commodo viverr
lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur
eiusmod tempor incididunt ut labore et dolore magna aliq
disse ultrices gravida. Risus commodo viverra maecenas acc
sis. elit, sed do eiusmod tempor incididunt ut labore et dolo
ipsum suspendisse ultrices gravida. Risus commodo viverr
lacus vel facilisis.







KURUMSAL KİMLİK

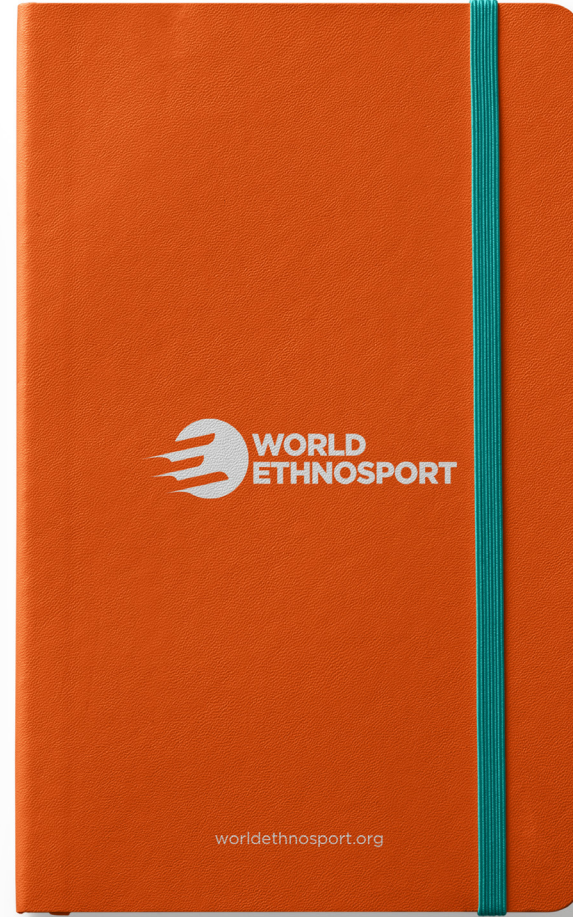
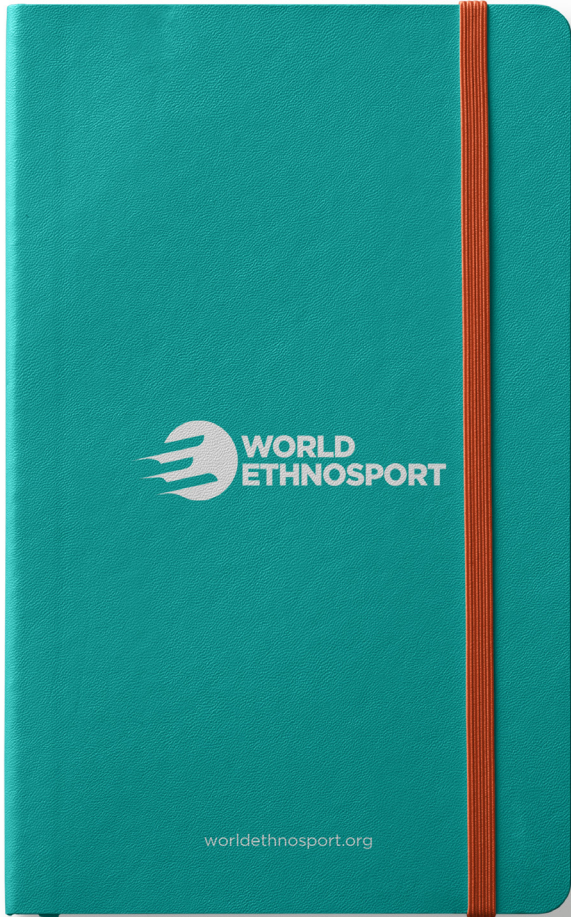
KURUMSAL UYGULAMALAR

KULLANIM KILAVUZU



BLOKNOT







A5 DEFTER

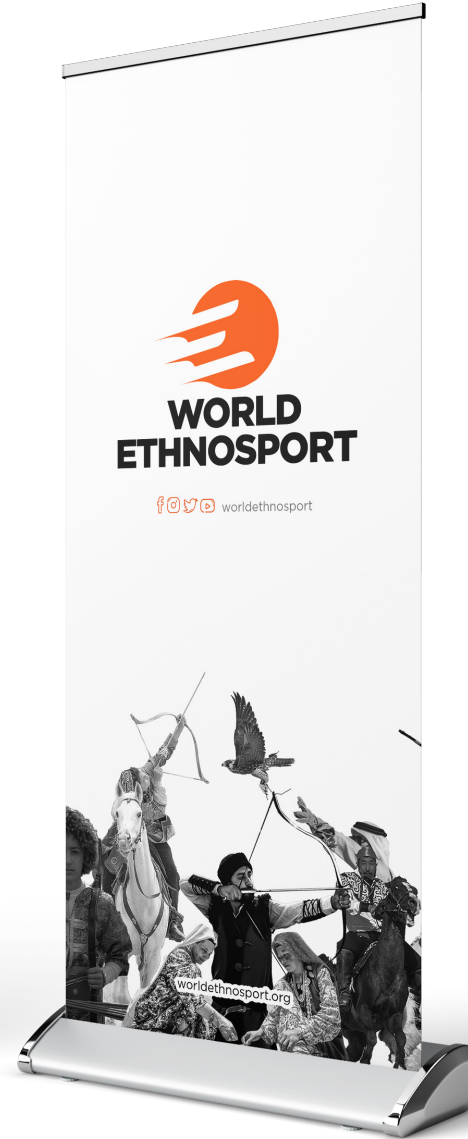






KİMLİK KARTI

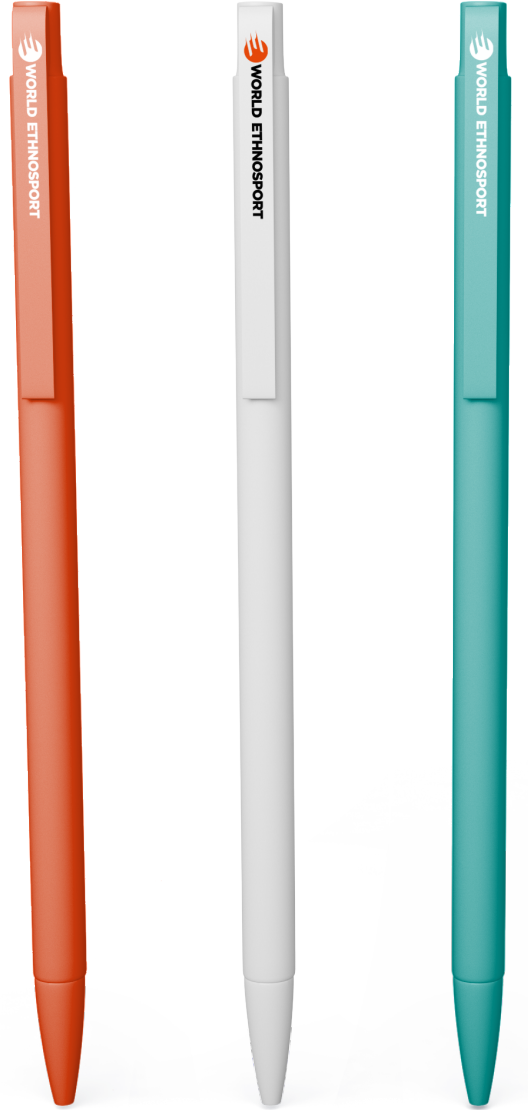






FLASH DİSK







BEZ ÇANTA







ÖRÜMCEK STAND





KURUMSAL KİMLİK

BAYRAK

KULLANIM KILAVUZU





MAKAM BAYRAĐI





