



WORLD ETHNOSPORT CONFEDERATION

CORPORATE IDENTITY GUIDE

‘24





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CORPORATE IDENTITY

LOGO

USER GUIDE



USE OF COLOR ON A WHITE BACKGROUND







USE OF COLOR ON AN ORANGE BACKGROUND







RATIOS / MINIMUM USAGE



30mm





CORPORATE IDENTITY

INCORRECT OF THE LOGO

USER GUIDE





INCORRECT USE OF THE LOGO







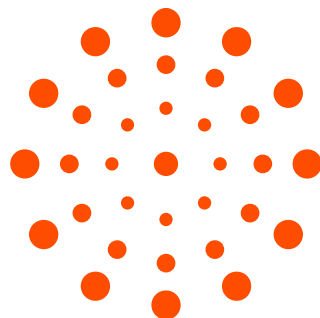
CORPORATE IDENTITY

COLOR

USER GUIDE

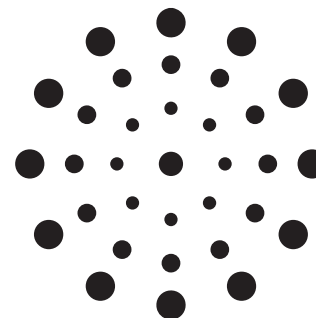


PANTONE
1655 C



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

PANTONE
BLACK

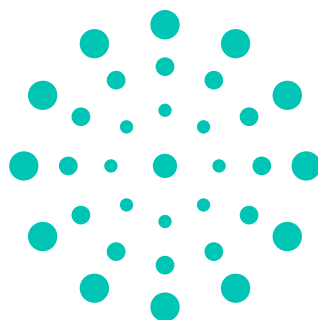


R 35	C 0
G 31	M 0
B 32	Y 0
	K 100
# 000000	



SECONDARY COLOR

PANTONE
3265 C



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





CORPORATE IDENTITY

TYPOGRAPHY

USER GUIDE



Gotham Thin

ABCÇDEFGĞĦIJKLMNOPÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*Gotham Thin Italic**ABCÇDEFGĞĦIJKLMNOPÖPRSŞTUÜVYZ**abcdefghijklmnopqrstuvwxyz**0123456789*

Gotham Light

ABCÇDEFGĞĦIJKLMNOPÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*Gotham Light Italic**ABCÇDEFGĞĦIJKLMNOPÖPRSŞTUÜVYZ**abcdefghijklmnopqrstuvwxyz**0123456789*

Gotham Book

ABCÇDEFGĞĦIJKLMNOPÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*Gotham Book Italic**ABCÇDEFGĞĦIJKLMNOPÖPRSŞTUÜVYZ**abcdefghijklmnopqrstuvwxyz**0123456789*



Gotham Medium

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Bold

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Black

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Medium Italic

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Bold Italic

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

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Gotham Black Italic

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ

abcdefghijklmnopqrstuvwxyz

0123456789







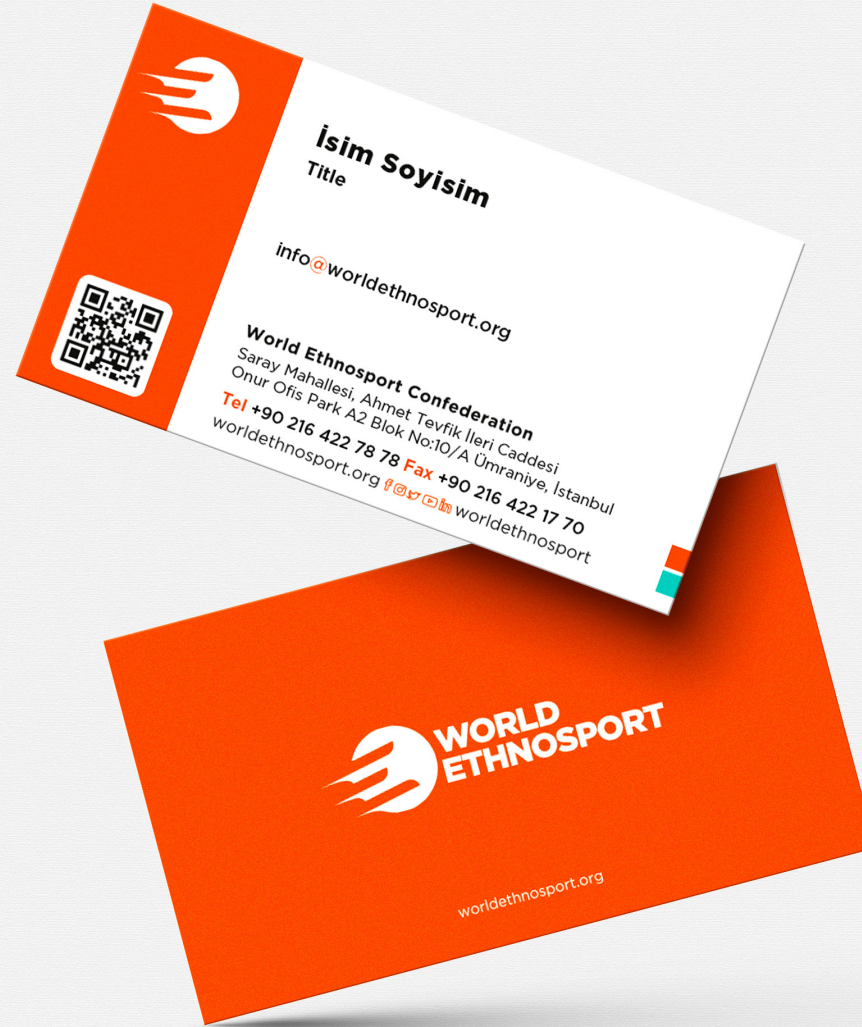
CORPORATE IDENTITY

PRINTED MATERIALS

USER GUIDE



CARD







ENVELOPE





Saray Mahallesi, Ahmet Tevfik
İleri Caddesi, Onur Ofis Park
A2 Blok No:10/A Ümraniye,
İstanbul / TÜRKİYE

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worldethnosport.org

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NOTE CARD







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
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 Quis ipsum suspendisse ultrices gravida. Ribus commodo
 cumsum lacus vel facilisis. Lorem ipsum dolor sit amet, cons
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 accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, i
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CORPORATE IDENTITY

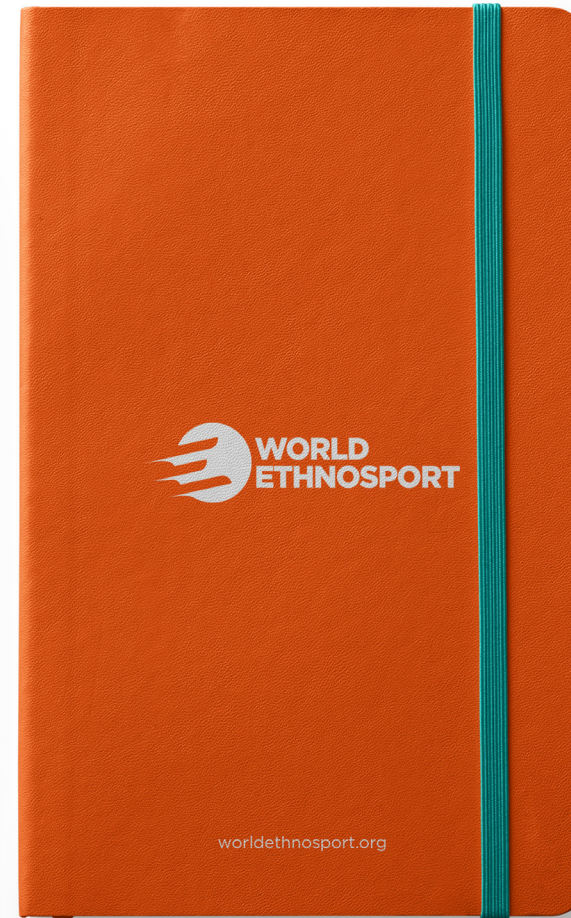
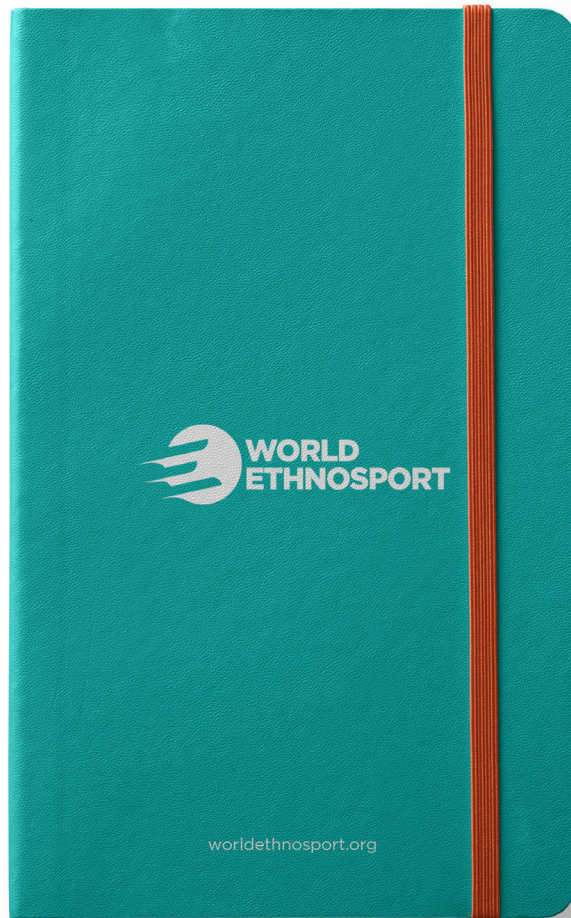
CORPORATE APPLICATIONS

USER GUIDE



BLOCKNOT







A5 NOTEBOOK



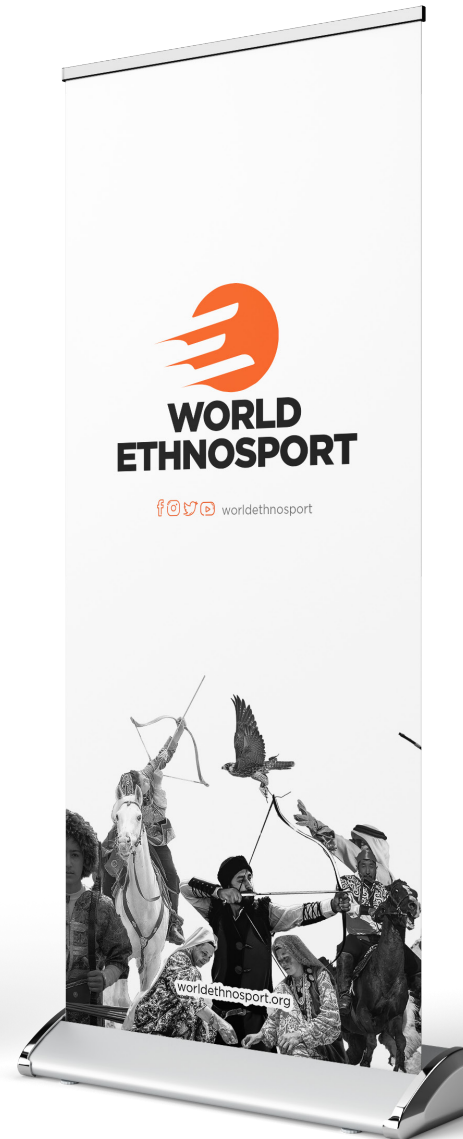
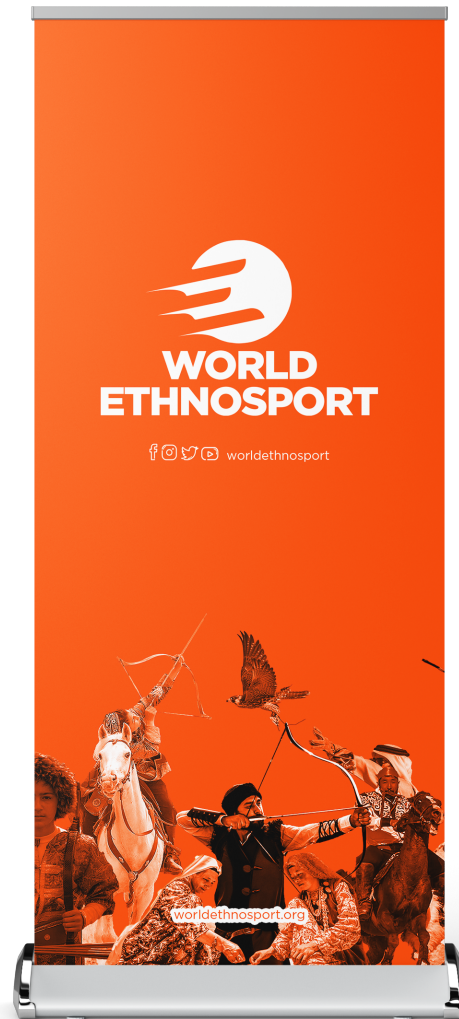
COLLAR CARD





IDENTITY CARD





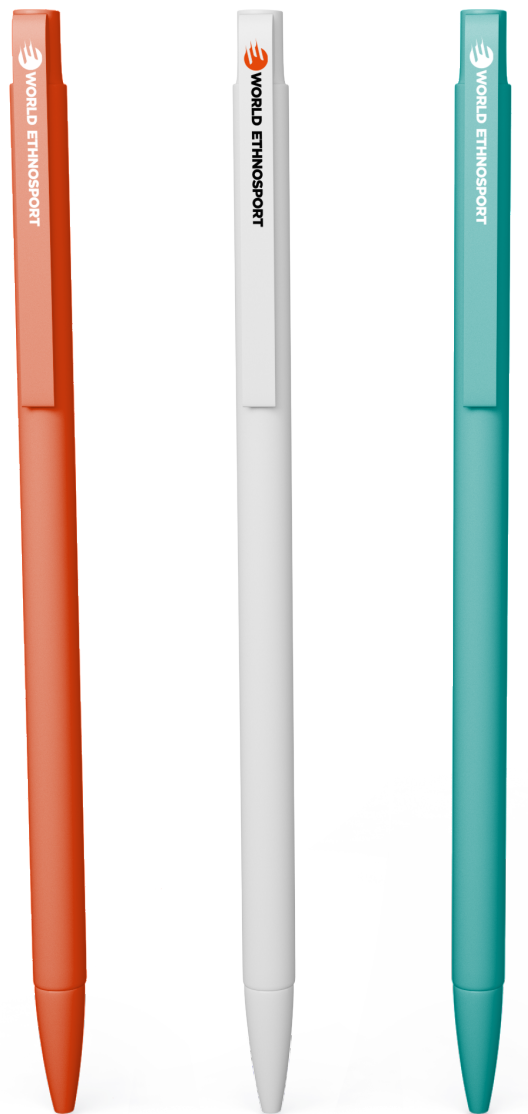


FLASH DISK





PENCIL





CLOTH BAG







SPIDER STAND







CORPORATE IDENTITY

FLAG

USAGE GUIDE



DESK FLAG





OFFICIAL FLAG





