

KURUMSAL KİMLİK KILAVUZU

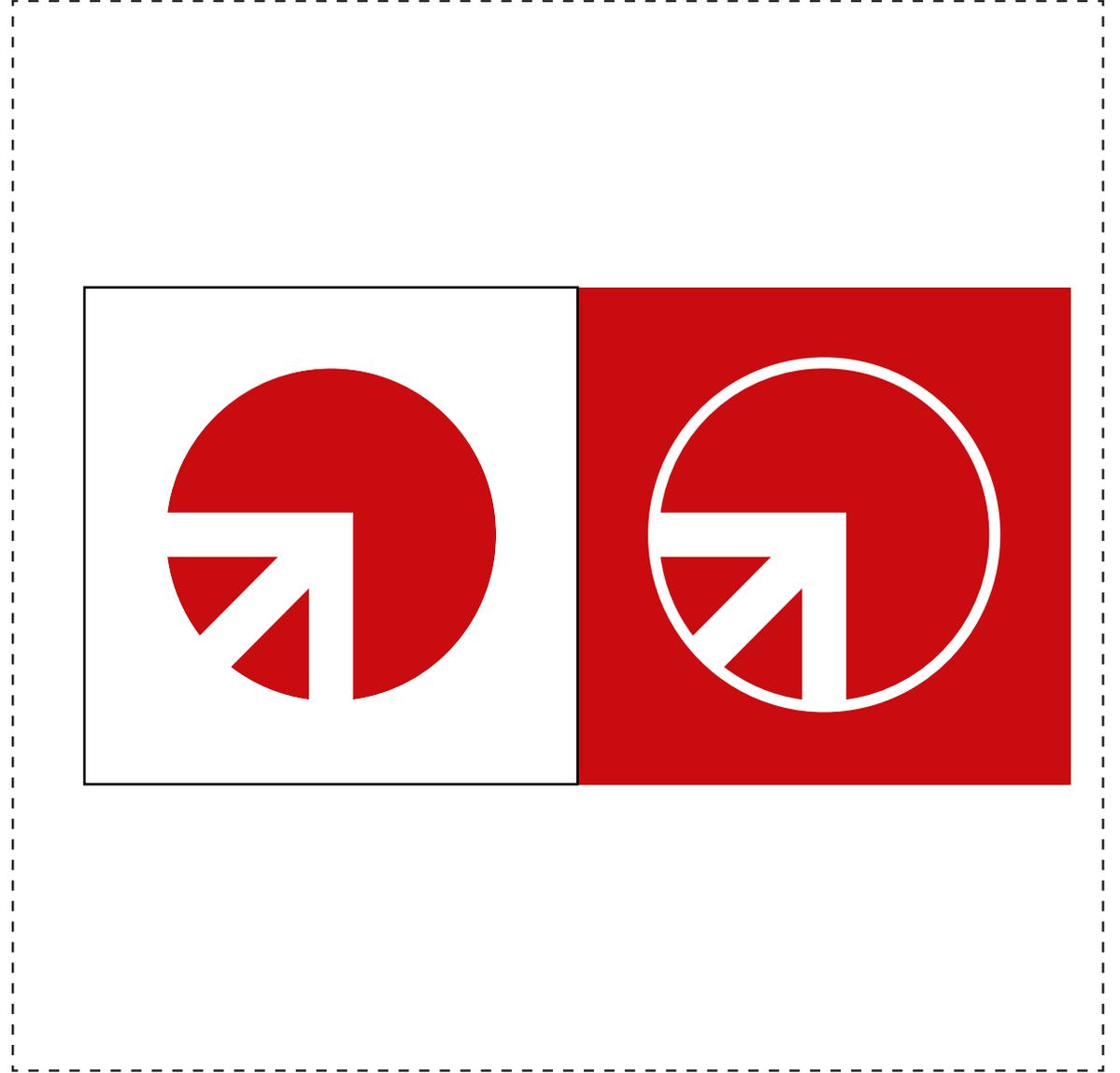
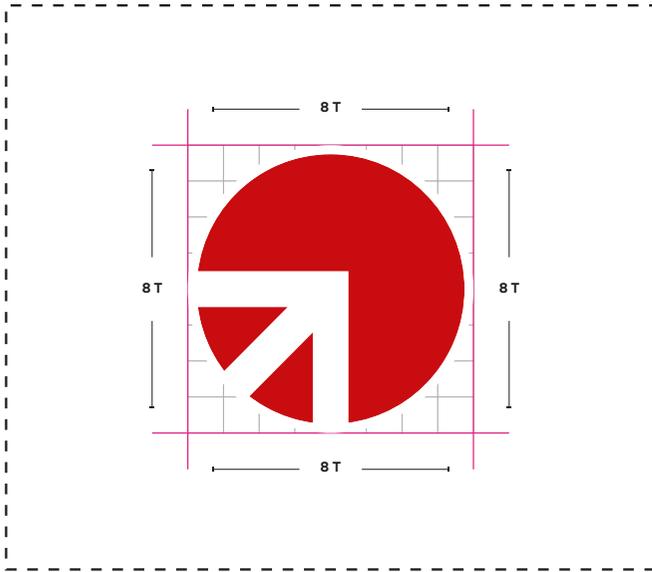


1.1 TSS Sembolü

Boyut : 148 mm x 210 mm

Renk : PANTONE 187
Siyah

Kağıt : 90 gr. 1. Hamur

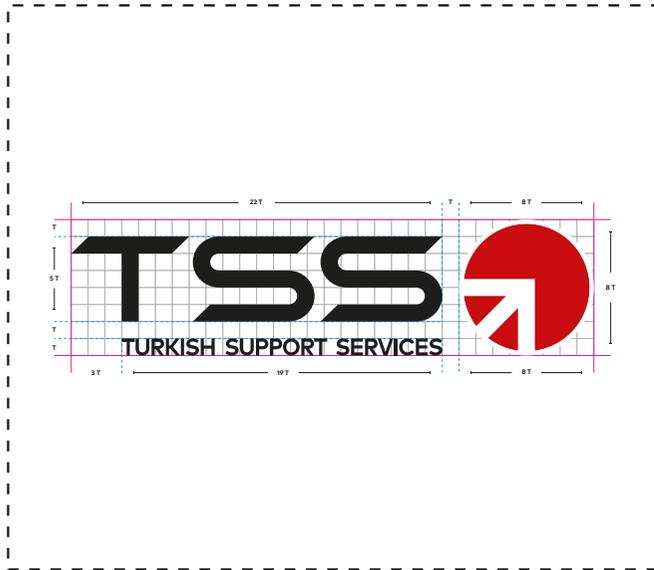


1.2 Yatay Logo Kullanımı

Boyut : 148 mm x 210 mm

Renk : PANTONE 187
Siyah

Kağıt : 90 gr. 1. Hamur

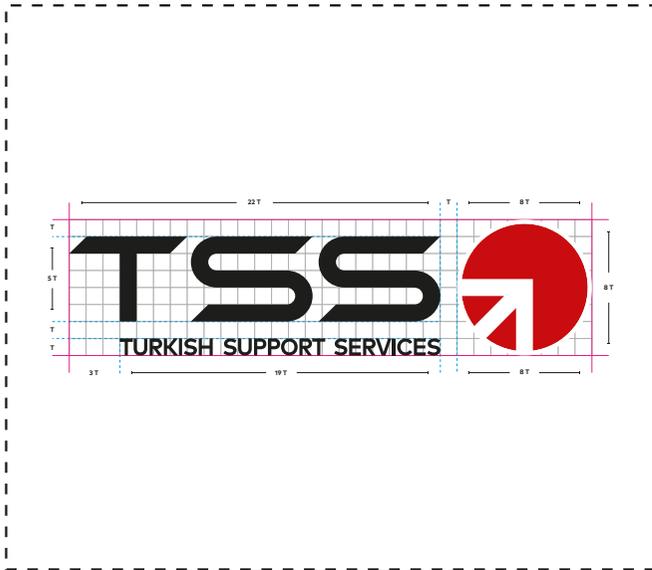


1.3 Yatay Logo Güvenlik Alanı

Boyut : 148 mm x 210 mm

Renk : PANTONE 187
Siyah

Kağıt : 90 gr. 1. Hamur



1.4 Dikey Logo Kullanımı

Boyut : 148 mm x 210 mm

Renk : PANTONE 187

Siyah

Kağıt : 90 gr. 1. Hamur

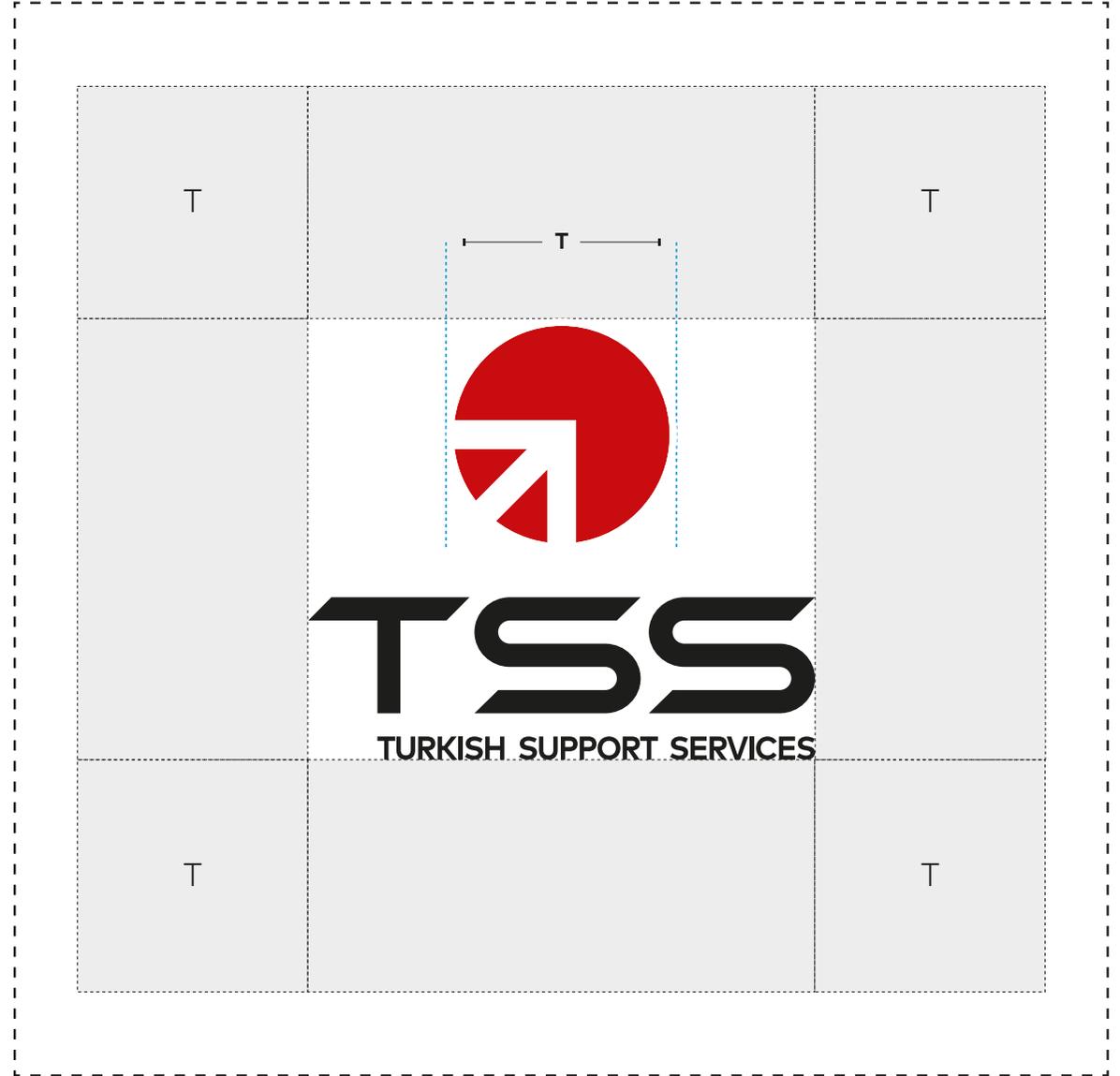


1.5 Dikey Logo Güvenlik Alanı

Boyut : 148 mm x 210 mm

Renk : PANTONE 187
Siyah

Kağıt : 90 gr. 1. Hamur



1.6 Logonun Farklı Ölçeklerde Kullanımı

Boyut : 148 mm x 210 mm

Renk : PANTONE 187

Siyah

Kağıt : 90 gr. 1. Hamur

TSS
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TSS
TURKISH SUPPORT SERVICES

TSS 6 mm
TURKISH SUPPORT SERVICES

Yatay logonun **baskı için**
minimum kullanım ölçüsü

TSS 12 mm
TURKISH SUPPORT SERVICES

Dikey logonun **baskı için**
minimum kullanım ölçüsü

TSS 65 px
TURKISH SUPPORT SERVICES

Yatay logonun **dijital için**
minimum kullanım ölçüsü

TSS 35 px
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Dikey logonun **dijital için**
minimum kullanım ölçüsü

1.7 Logonun Siyah-Beyaz Zeminlerde Kullanımı

Boyut : 148 mm x 210 mm

Renk : PANTONE 187

Siyah

Kağıt : 90 gr. 1. Hamur

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TSS
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10 K



20 K



30 K



40 K



50 K



60 K



70 K



80 K



90 K



100 K

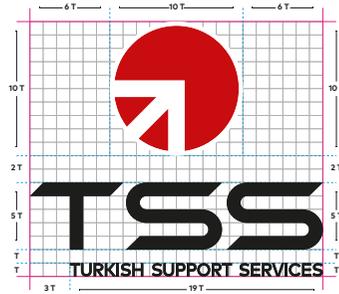
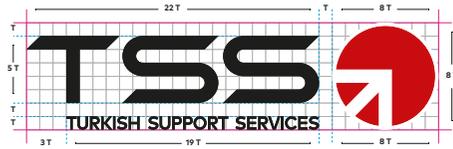
1.8 Logonun Renkli Zeminlerde Kullanımı

Boyut : 148 mm x 210 mm

Renk : PANTONE 187

Siyah

Kağıt : 90 gr. 1. Hamur



1.9 Logonun Fotoğraflar Üzerinde Kullanımı

Boyut : 148 mm x 210 mm

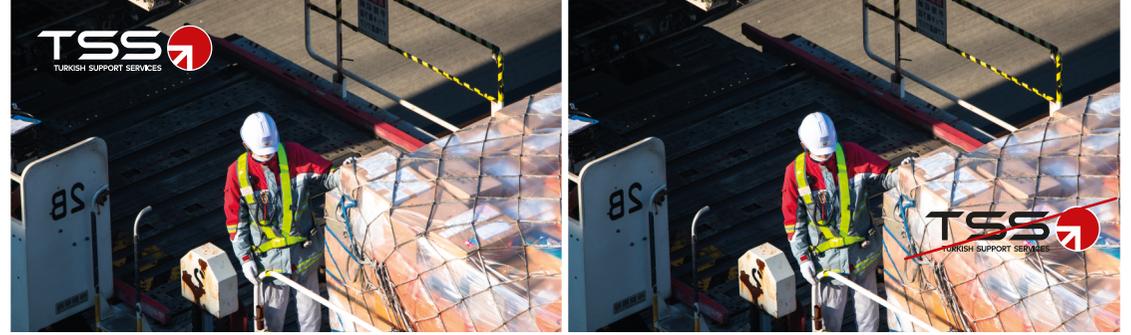
Renk : PANTONE 187

Siyah

Kağıt : 90 gr. 1. Hamur

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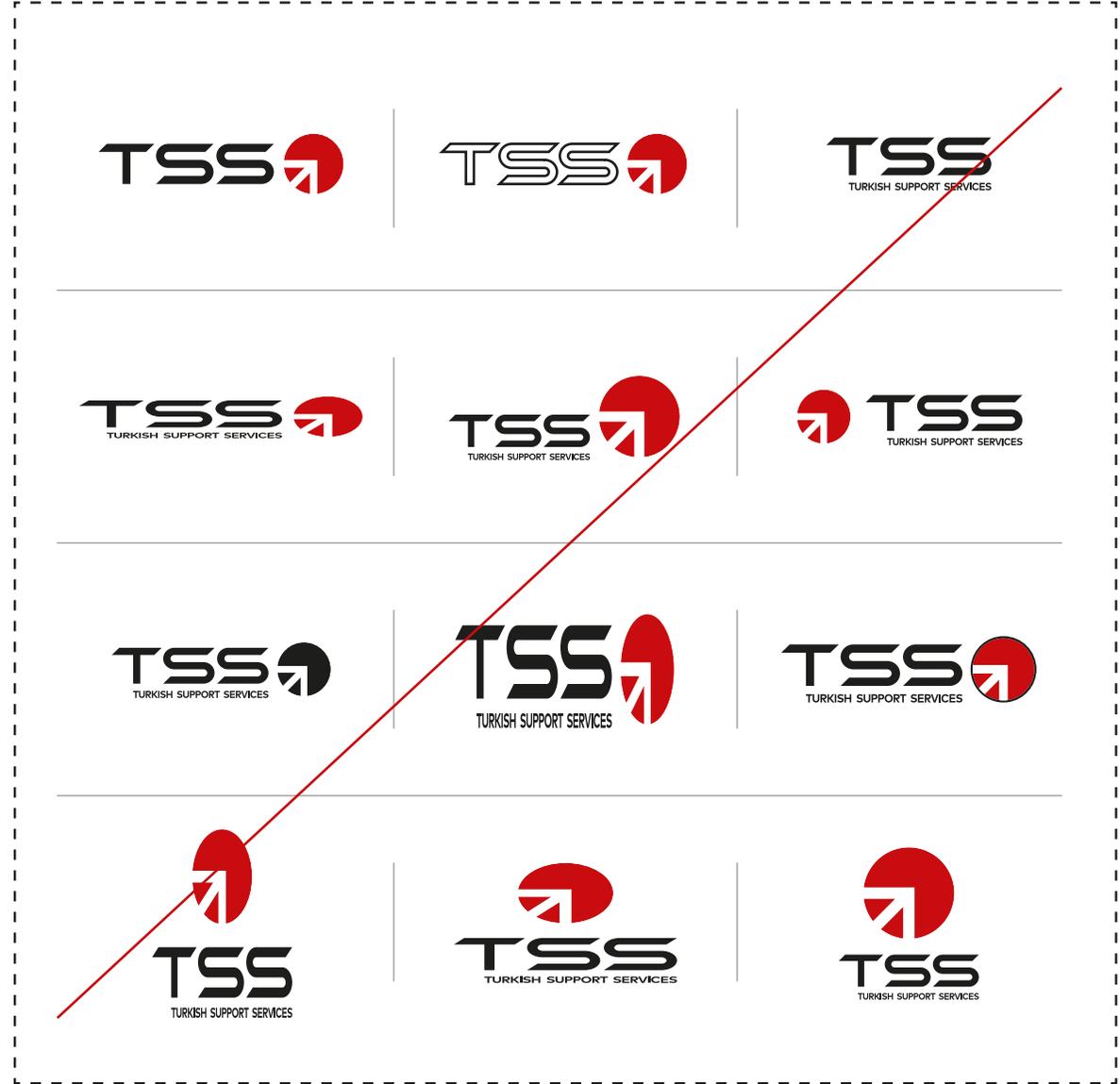
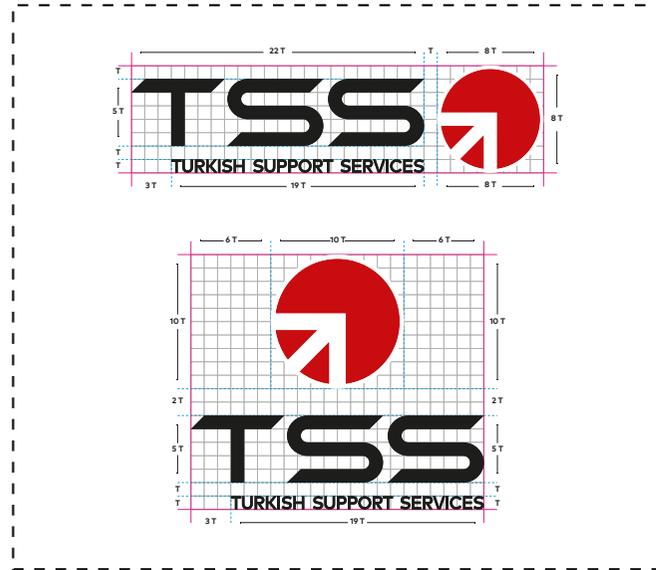
1.10 Logonun Hatalı Kullanımı

Boyut : 148 mm x 210 mm

Renk : PANTONE 187

Siyah

Kağıt : 90 gr. 1. Hamur

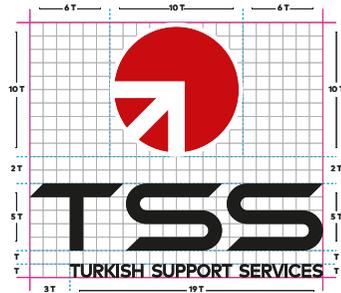
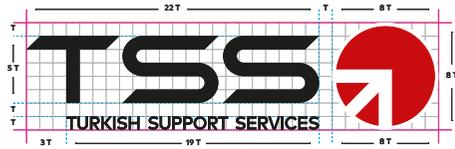


1.11 Kurumsal Renkler

Boyut : 148 mm x 210 mm

Renk : PANTONE 187
Siyah

Kağıt : 90 gr. 1. Hamur



PANTONE 7620

C 0
M 100
Y 100
K 15

R 201
G 12
B 15

PANTONE BLACK

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

PANTONE WHITE

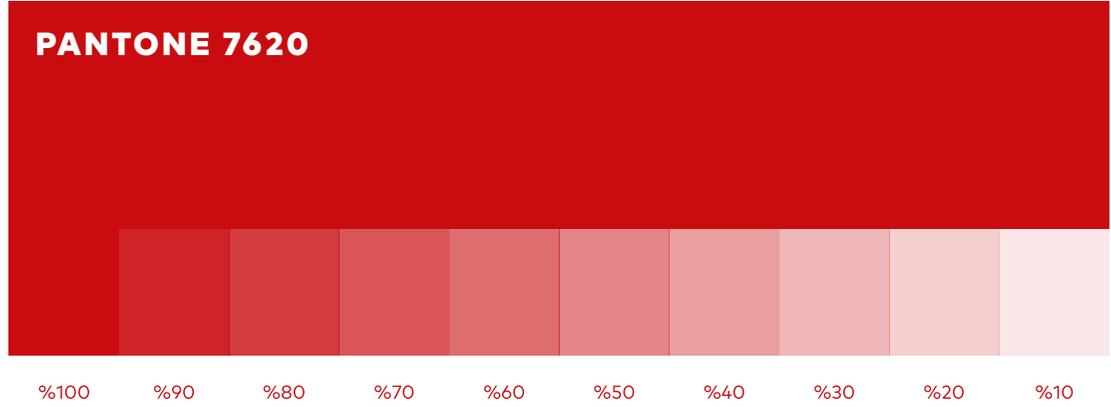
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M 0
Y 0
K 0

R 255
G 255
B 255

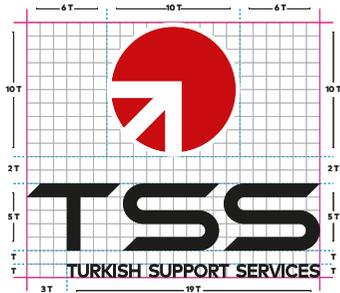
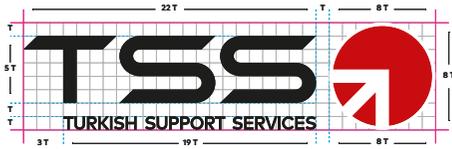
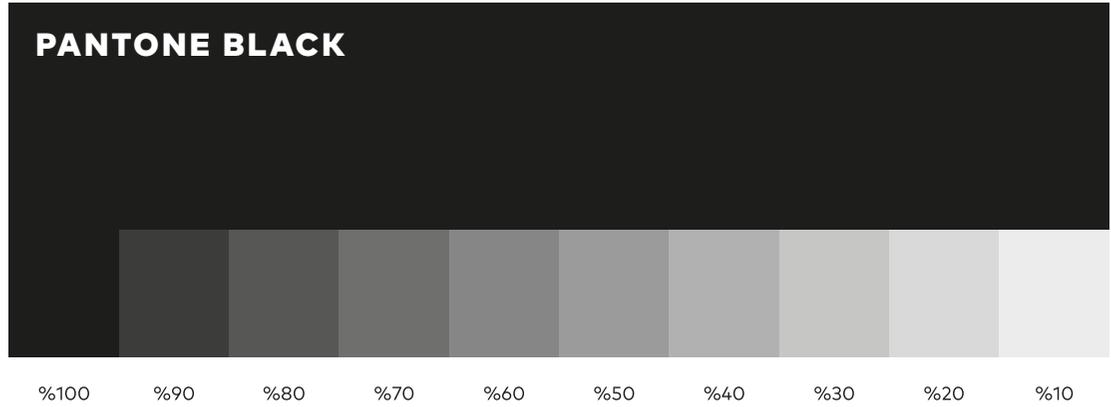
1.12 Kurumsal Renk Seperasyonu

Boyut : 148 mm x 210 mm
Renk : PANTONE 187
Siyah
Kağıt : 90 gr. 1. Hamur

PANTONE 7620

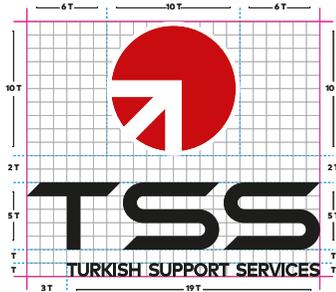
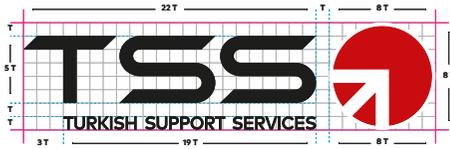


PANTONE BLACK



1.13 Kurumsal Yazı Karakteri

Boyut : 148 mm x 210 mm
Renk : PANTONE 187
Siyah
Kağıt : 90 gr. 1. Hamur

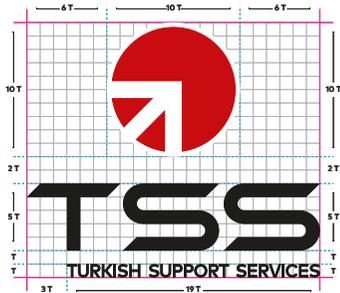
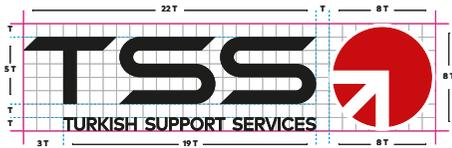


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1.14 Kurumsal Yazı Karakteri Ailesi

Boyut : 148 mm x 210 mm
Renk : PANTONE 187
 Siyah
Kağıt : 90 gr. 1. Hamur



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