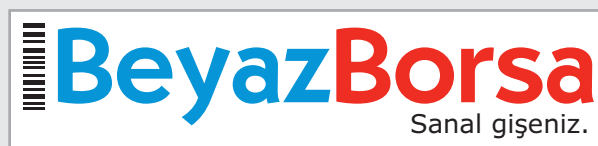


Brand Guidelines

Tools to Help You Use Our
Corporate Identity Effectively



WHY BRANDING GUIDELINES

A company's brand identity is the tangible expression of everything they stand for. It tells the audience of “**What they do**”, “**How they do it**” and “**Why should they trust in them and their services**”.

Brands are built over a course of time, and they get successful when the communication relating to it is in alignment with what it portrays. **Brand divergences** would **undermine our efforts** to chart out our **Vision, Mission and Positioning**.

A **carefully managed** and **well-established** Brand Identity Guideline would help carry the company's brand message across the world. Brand is also one of the most valuable assets of the company, and protecting the brand by adhering to its standard's is hence everyone's job.

INTRODUCTION

We are pleased to present the first edition of the Branding Identity Guidelines for BeyazBorsa.

This document helps to set the stage for communicating our organizational identity with our vendors, partners, suppliers, competitors and customers. By adhering to the rules outlined in this guide, we seek your help to reinforce the consistency of the BeyazBorsa brand in building familiarity, trust and confidence in our audience.

The Brand Identity guidelines mentioned here are simple, communicative and effective. The logo and corporate identity structure we have designed, effectively deliver our message across all media and environments.

These Guidelines are intended to provide information you need to ensure that our identity always appear exactly in the manner prescribed here, and thus compliment our Corporate Brand Image. We have charted out rules that are simple and easy to apply. Where there are options, we have highlighted the most preferred sample. Similarly, the wrong use is strictly negated in different situations.

To give you an overview, we have created Brand Guidelines within the following frameworks:

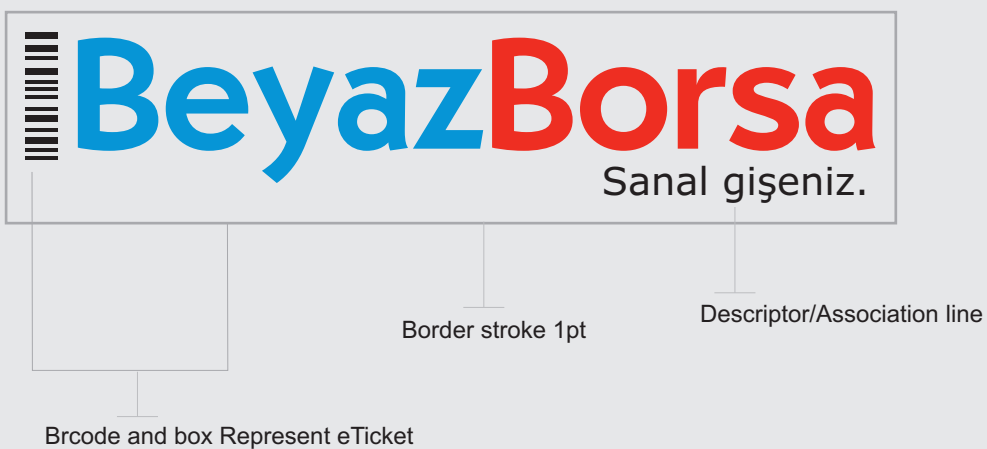
- Logo Architecture
- Marketing Collaterals
- Websites
- Corporate Stationery
- Gift Items

BeyazBorsa Logo

An important strategic component of our brand is our Corporate Logo. It is the foundation brick of our brand identity guidelines that follow in this manual.



Logo Construction



Barcode and box represent e-ticket- correct the spelling

Below is a guide on how to implement our logo in different situations:

To make sure that the BeyazBorsa logo stands out, the area surrounding the logo should have a clear space around it. This area is called Exclusion Zone. In other words, the Exclusion Zone should be kept clutter-free from all kind of graphic elements.

When reproducing the logo, use only the artwork supplied with these guidelines. Always follow all the guideline standards and specifications mentioned in this manual to ensure consistent use of our Corporate Brand Identity.

PROPER USEAGE OF LOGO

- Always use the correct BeyazBorsa logo
- Never modify or recreate the logo
- Always write the company name as "BeyazBorsa" (both B in upper case)
- Never use any other Descriptor/Association line. BeyazBorsa official descriptor is "Sanal gişenez."
- Use the prescribed font and color system only
- The Barcode would also always appear as shown in the logo
- Never use any element of the logo in isolation. All the three elements complement each other and hence should be used collectively
- Never use the BeyazBorsa logo in headlines or text

Signature

BeyazBorsa

Descriptor











Our signature is the most vital expression of our brand. It showcases the company's modern, stylish and state-of-the-art outlook. To ensure the consistency required to build a strong identity, it is important that the BeyazBorsa signature appears in accordance with the established standards.

It is vital that the Bar Code and Descriptor always appear along with the Signature in the prescribed manner.

Colour palette

C.cyan, M.magenta, Y.yellow, B.black

R.red, G.green, B.black

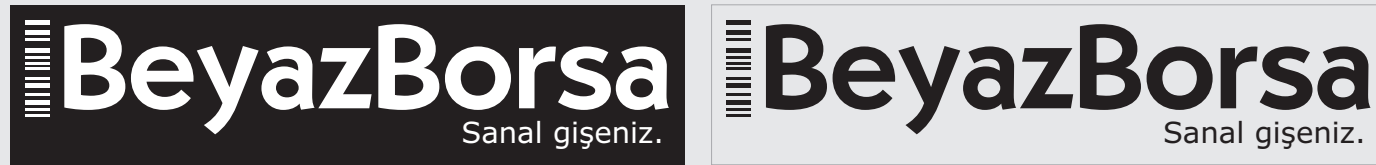
	C.85, M.20		G.130, B.190
	M.100, Y.95		R.220, G.40, B.40
	B.100		R.0,G.0,B.0
	B.40		R.150, G.150,B.150

Font

BeyazBorsa ATBernhardt-Medium

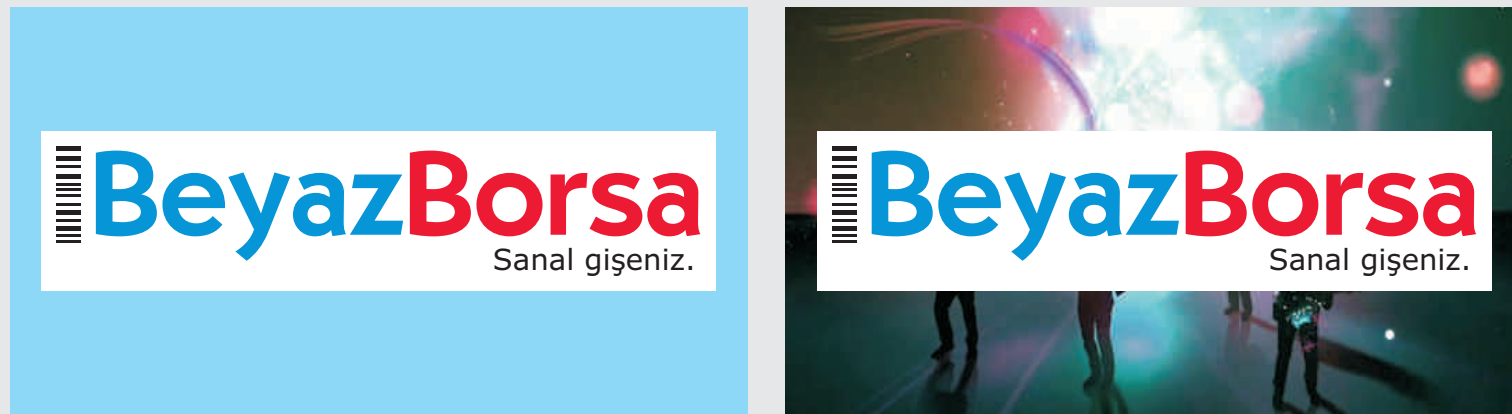
Sanal işiniz. Verdana

Below is a guide on how to implement the Color and Font of our logo in different situations:



Color provides a strong visual link to our brand identity. The Blue and Red (specific color names mentioned above) colors serve as our brand corporate colors for print or electronic usage. No other matching color palette shall be deemed as a substitute for the prescribed BeyazBorsa logo.

In cases where Black and White is a mandatory requirement, the example shown to the left is the only way the logo is permitted to be used.



Background color or Image

In cases where the logo is to be used at a background color other than White, the rectangular ticket-like structure should appear in White color. The font color and style shall however remain the same.

The example on the left demonstrates the way in which the logo must never be used.

There should never be any other variation of the logo. There should also never be any shadows or any other effect to manipulate the logo in any way.

CLEARSPACE/BLEED, LOGO USAGE AND MINIMUM SIZE



Below is a guide on how to implement the Clear Space and Minimum Size of Logo in different situations:

CLEARSPACE OR EXCLUSION ZONE

To ensure clear and sharp visibility, the BeyazBorsa logo should be kept clear of text, images and graphics of any form. The logo must be surrounded by adequate clearspace on all sides, as shown on the left.

MINIMUM SIZE

Minimum size refers to the smallest size at which the BeyazBorsa logo may be reproduced. Under space limitations, the minimum reproduction size of the BeyazBorsa logo is 20mm. To avoid poor quality or distortion, reproduction of BeyazBorsa logo in less than the recommended minimum size is not permissible under any circumstances. However, you cannot remove the Barcode when using the logo in its minimum size.



ALIGNMENT

The logo must always be used horizontally. Vertical or tilted use of the logo is not permissible.

TYPOGRAPHY

Below is a guide on how to implement the Typography of the logo under different situations:

The BeyazBorsa corporate typefaces are ATBernhardt- Medium, ATBernhardt- Light and Veranada (Normal, Italic, Bold, Bold-Italic).

Primary font

ATBernhardt-Medium
ATBernhardt-Light

Secondary font

Verdana Normal
Verdana-Italic
Verdana Bold
Verdana Bold-Italic

Heading

Heading should always be written in ATBernhardt- Medium

Body Copy Sub-Titles

Body Copy Sub-Titles should always be written in Veranda

Body Copy

Body Copy should always be written in Veranda

Website

Below is a guide on how to implement the company logo in a website:

Since websites tend to be content heavy, the navigation experience must be managed by strong structure and clarity. Keep all content focused on the bare essentials and avoid unnecessary information or design-clutter of any kind.

Website Body Copy

Font:

ATBernhardt-Medium

ATBernhardt-Light

Trebuchet MS

Size: 13px

Color: #4c4a4b

STATIONERY

Below is a guide on how to apply the BeyazBorsa brand onto various Stationery materials:

This section defines the guidelines for brand application in stationery being used at the corporate level. The guidelines follow the principle that a brand is established and maintained through all communications that happen at all levels of an organization.

Letterhead

20mm

60mm

BeyazBorsa
Sanal gişeniz.

20mm

20mm

20mm

20mm

N Çocuk Oyuncak Ltd. Sti.
Yıldız Mah. Çitlenbik Sok. No. 27/A D.Besiktas,İSTANBUL 34349
TEL: 0212 258 8348 / 0532 372 0581

e-mail: burak©BeyazBorsa.com
www.BeyazBorsa.com

BeyazBorsa Logo should always appear at the top-right hand corner of the letter-head. The Barcode would also always appear as shown in the image.

The addresses should be left aligned and placed at least 2 cm above the bottom-left of the page. The recommended logo size is 60mm.

When using the logo on a colored letterhead, the rectangular ticket-like structure should appear in White color. The

A4 şize
210mm x 297mm.

Addressş and contact detailsş
Font.
ATBernhard Light
Size.11pt,14pt leading

Letterhead



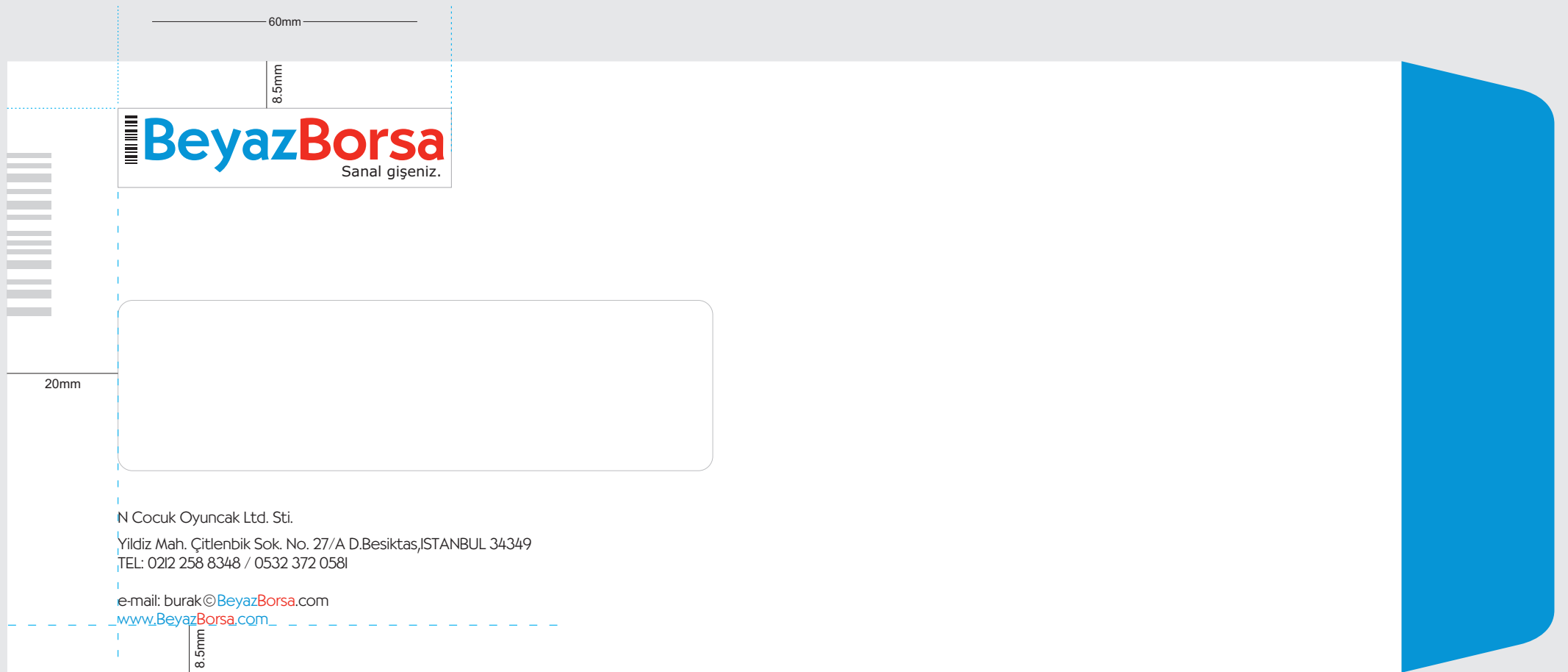
N Çocuk Oyuncak Ltd. Sti.
Yıldız Mah. Çitlenbik Sok. No. 27/A D.Besiktas,STANBUL 34349
TEL: 0212 258 8348 / 0532 372 0581

e-mail: burak@BeyazBorsa.com
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Envelope

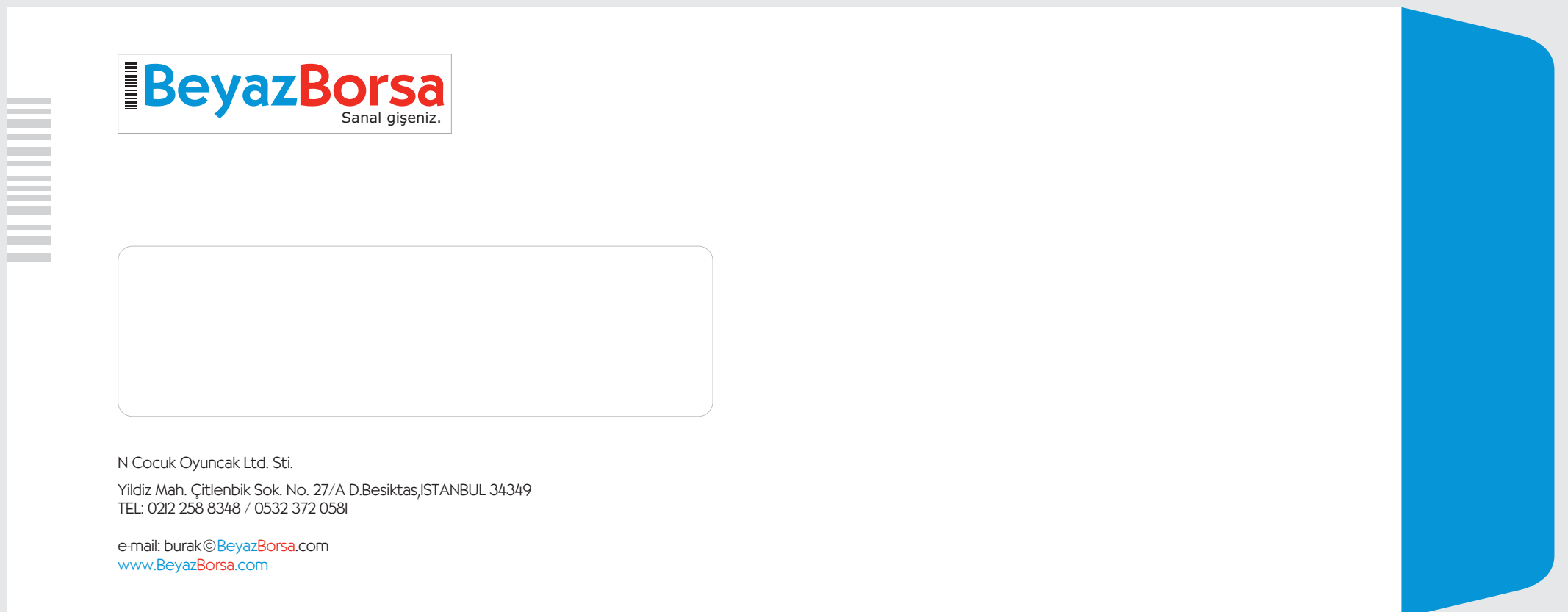
size
251mm x 210mm.

Address and contact details
Font. ATBernhard Light
Size.11pt,14pt leading



The BeyazBorsa logo should always appear at the top-left hand corner of the envelope. The Barcode would also always appear as shown in the image.

The address should be left aligned and placed at least 2cm above the bottom. The receiver's address should be written within the White box.



Business card

FRONT- The name should appear at the center of the card, with the designation underneath. The address should also be center-aligned. The Barcode would also always appear as shown in the image.

BACK- The BeyazBorsa logo should always appear at the center of the card, as shown in the image.

Card size

90mm x 55mm.

Font.

ATBernhard-Medium

ATBernhard Light

Size.8pt,14pt leading.



Scribble Pad

The BeyazBorsa logo should always appear at the top-right hand corner of the scribble pad, in the prescribed colors. The Barcode would also always appear as shown in the image.

The address should be placed left-aligned, on the inside of the pad.

Size : A4/2

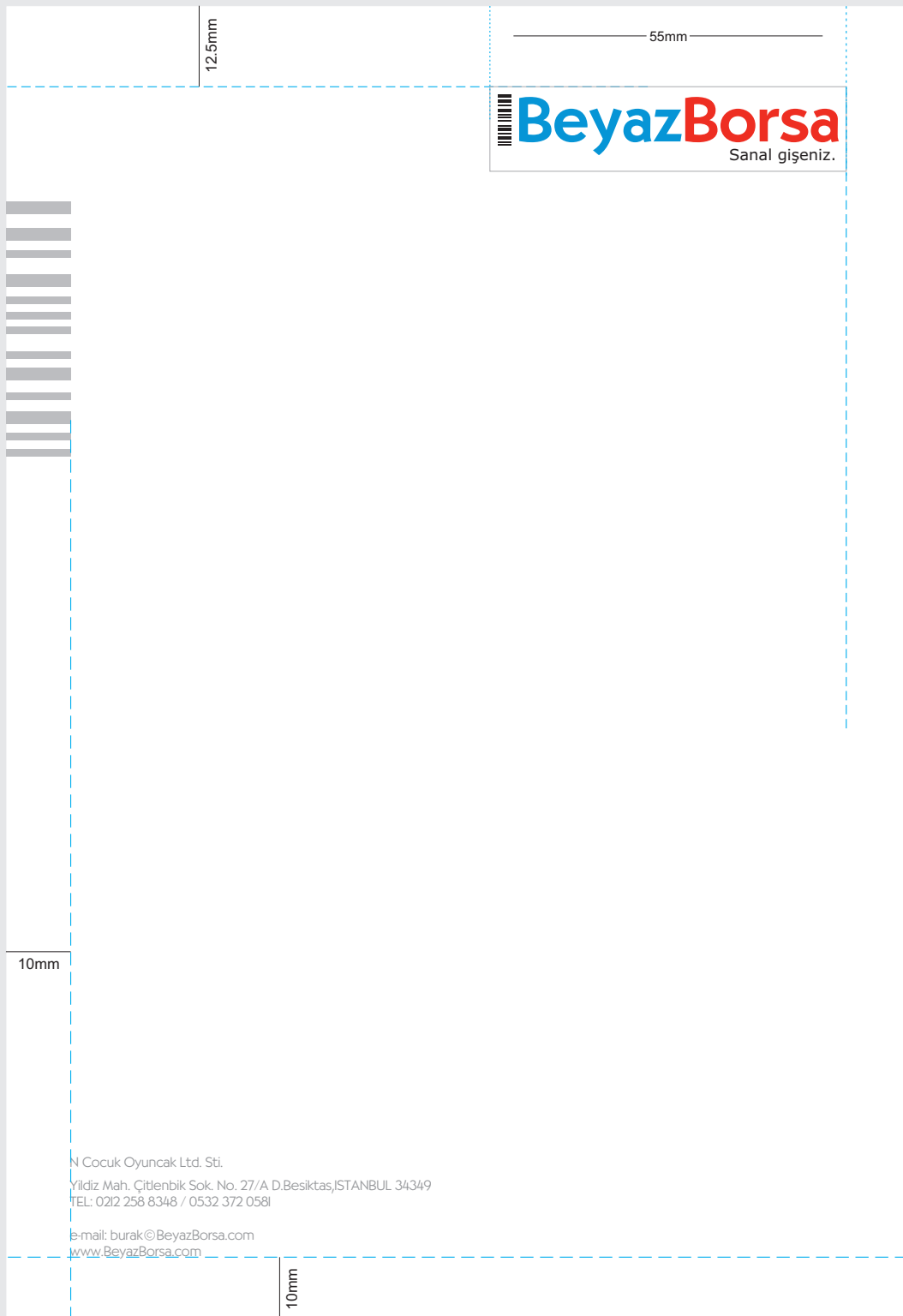
5.5 Inch x 8 Inch

Address and contact details

Font.

ATBernhard Light

Size.11pt,14pt leading



Inside



Front

Scribble Pad



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Front

Conference pad



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Back



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Front

Conference pad

Cover- The BeyazBorsa logo should always appear at the bottom-center of the conference pad. The address should be placed center-aligned to the BeyazBorsa logo. The Barcode would also always appear as shown in the image.

Inside- The BeyazBorsa logo should be placed left-aligned on the inside of the pad. The address should be left-aligned and placed at the bottom of the pad. Follow the design instructions as shown in the image.

Size : A4/2

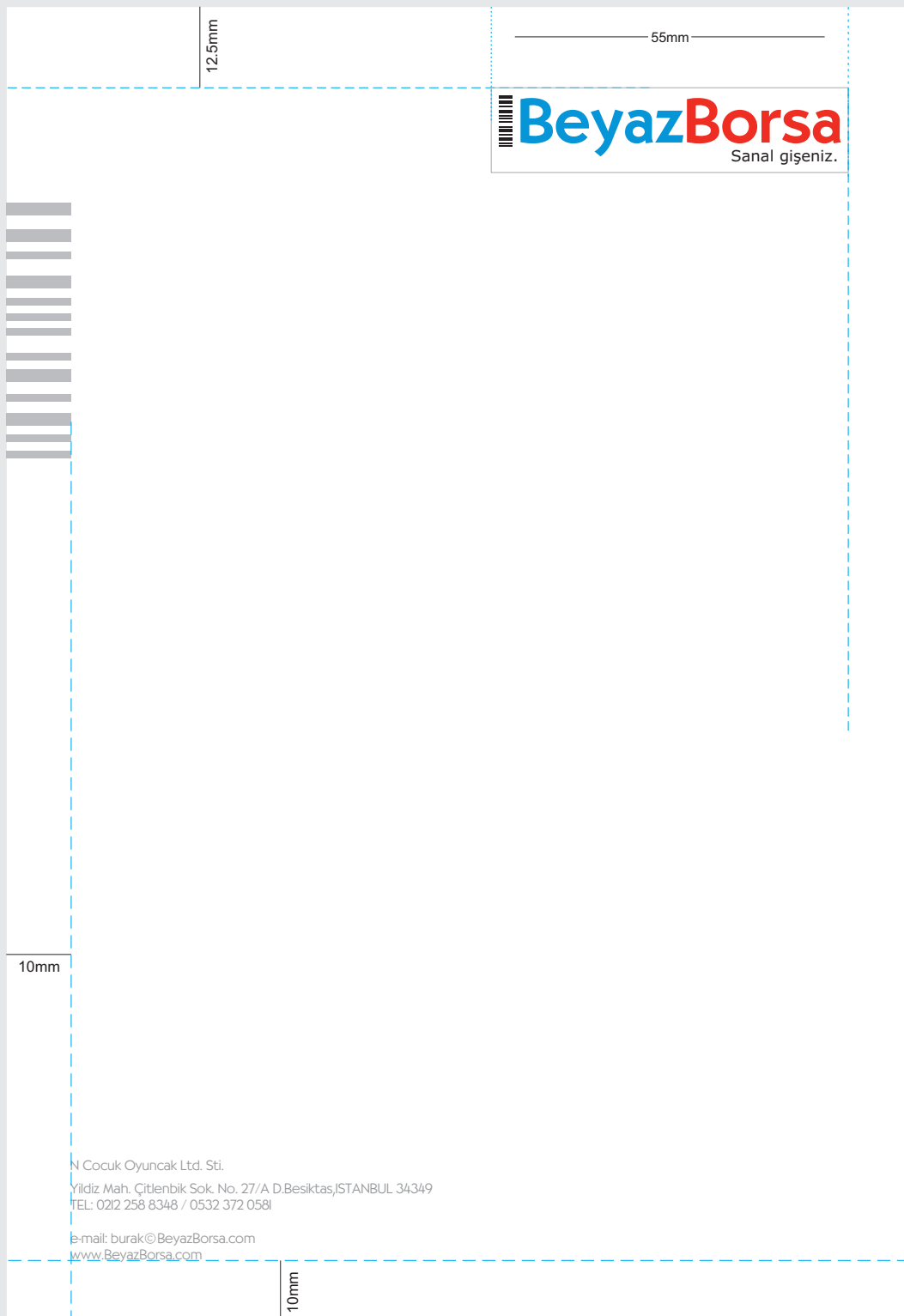
5.5 Inch x 8 Inch

Address and contact details

Font.

ATBernhard Light

Size. 11pt, 14pt leading



Inside



Front

Identity card

The BeyazBorsa logo should appear at the center of the Identity Card. The Barcode would also always appear as shown in the image.

The address should be left aligned and placed at the center of the card. The employees' passport size photograph should



Back

Front

Door Hanger

The BeyazBorsa logo should be center-aligned and appear at the bottom of the door hanger. The address should appear just below it, also center-aligned. The prescribed colors for Door Hangers are Blue, Red and a combination of Blue and Red.



Cofee mug

The BeyazBorsa logo should appear at the center of the mug. The Barcode would also always appear as shown in the image.

