



**ans** rent  
A CAR

**KURUMSAL KİMLİK**

# İÇİNDEKİLER

- LOGO

- RENK KULLANIMLARI

- TİPOGRAFI

- KULLANIM ALANLARI

LOGO



# LOGO

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## STANDART ANA VERSİYON KULLANIMI



( Ana versiyon kullanımında logo beyaz arkaplan üzerinde uygulanacak )

## Dosya kullanım Formatları (Uzantıları)

- .eps (Baskı)
- .tiff (Baskı)
- .svg (Dijital Ortam)
- .png (Dijital Ortam)

# LOGO

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## ANA VERSİYON



# LOGO

## ALTERNATİF ZEMİN KULLANIMI



# LOGO

## ALTERNATİF ZEMİN KULLANIMI



# LOGO

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## STANDARTA UYGUN OLMAYAN KULLANIM ŞEKİLLERİ





## RENK KULLANIMLARI



# RENK KULLANIMLARI

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## ANA RENKLER



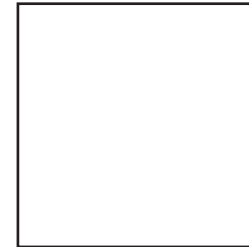
### Renk Formatları

Hexcode : #e95313  
RGB : 233 83 19 (rgb(233, 83, 19))  
CMYK : 0% 78% 98% 0%



### Renk Formatları

Hexcode : #004d73  
RGB : 0 77 115 (rgb(0, 77, 115))  
CMYK : 100% 65% 34% 15%



### Renk Formatları

Hexcode : #ffffff  
RGB : 255 255 255  
(rgb(255, 255, 255))  
CMYK : 0% 0% 0% 0%

# RENK KULLANIMLARI

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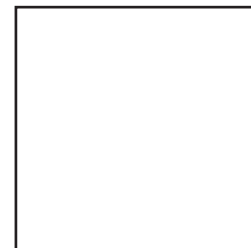
## DİJİTAL KULLANIM



Hexcode : #e95313



Hexcode : #004d73



Hexcode : #ffffff

## TIPOGRAFÌ (FONT)

**ans** *rent*  
A CAR

# TIPOGRAFI (FONT)

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## Montserrat Bold (Italik)



*Light*

*Regular*

*Medium*

*Semibold*

***Bold***

**Typo Alfabe;**

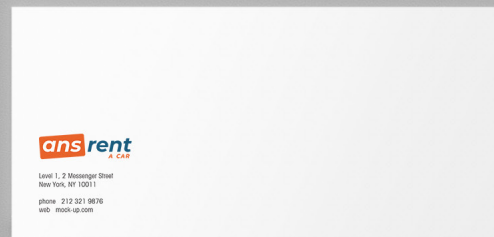
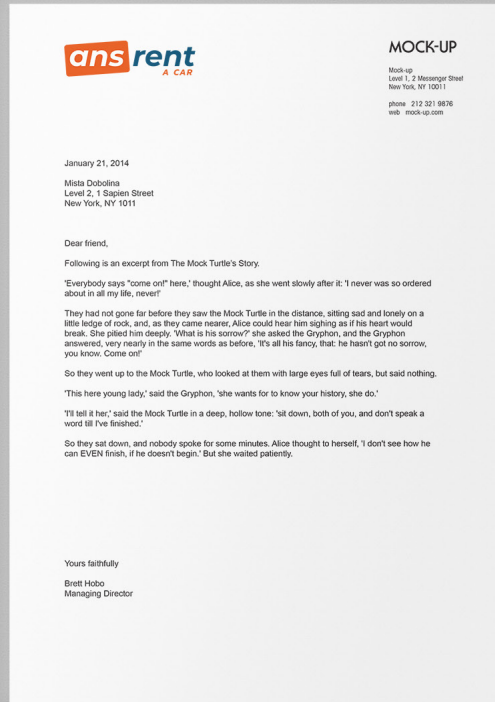
**Aa, Bb, Cc, Çç, Dd, Ee, Ff, Gg, Ğğ, Hh, Iı, İi, Jj, Kk, Ll, Şş, Mm, Nn, Oo, Öö, Pp, Rr, Ss, Şş, Tt, Uu, Üü, Vv, Yy, Xx, Zz.  
1 2 3 4 5 6 7 8 9 0 - ? = ( ) / & % + ^ ' ' ! é “**

**<https://fonts.google.com/specimen/Montserrat>**

# KURUMSAL KİT ÖRNEKLERİ



# KURUMSAL KİT ÖRNEKLERİ



# A4 ANTETLİ KAĞIT

## A4 Dikey Kullanım 210mm x 297mm



### MOCK-UP

Mock-up  
Level 1, 2 Messenger Street  
New York, NY 10011  
phone 212 321 9876  
web mock-up.com

January 21, 2014

Mista Dobolina  
Level 2, 1 Sapien Street  
New York, NY 1011

Dear friend,

Following is an excerpt from The Mock Turtle's Story.

'Everybody says "come on!" here,' thought Alice, as she went slowly after it: 'I never was so ordered about in all my life, never!'

They had not gone far before they saw the Mock Turtle in the distance, sitting sad and lonely on a little ledge of rock, and, as they came nearer, Alice could hear him sighing as if his heart would break. She pitied him deeply. 'What is his sorrow?' she asked the Gryphon, and the Gryphon answered, very nearly in the same words as before, 'It's all his fancy, that: he hasn't got no sorrow, you know. Come on!'

So they went up to the Mock Turtle, who looked at them with large eyes full of tears, but said nothing.

'This here young lady,' said the Gryphon, 'she wants for to know your history, she do.'

'I'll tell it her,' said the Mock Turtle in a deep, hollow tone: 'sit down, both of you, and don't speak a word till I've finished.'

So they sat down, and nobody spoke for some minutes. Alice thought to herself, 'I don't see how he can EVEN finish, if he doesn't begin.' But she waited patiently.

Yours faithfully

Brett Hobo  
Managing Director



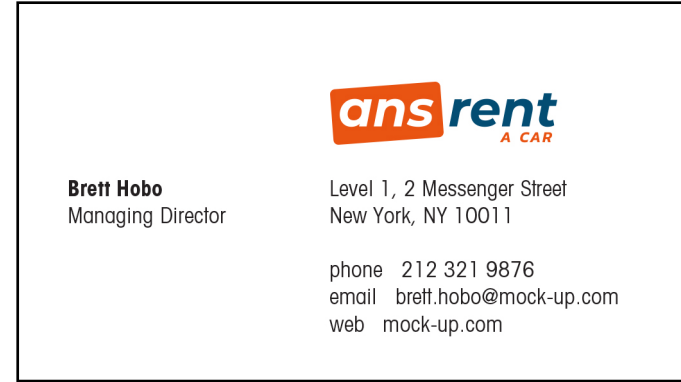
# KARTVİZİT

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**Ön Yüz**  
83mm x 56mm



**Arka Yüz**  
83mm x 56mm



# DİPLOMAT ZARF

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## Ön Yüz Baskı

110mm x 220mm



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## DİĞER KULLANIM ALANLARI

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## DİĞER KULLANIM ALANLARI

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