



EGE **RENT**
a car

KURUMSAL KİMLİK

İÇİNDEKİLER

- LOGO**
- RENK KULLANIMLARI**
- TİPOGRAFİ**
- KULLANIM ALANLARI**

LOGO



LOGO

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

ANA VERSİYON



LOGO

ALTERNATİF ZEMİN KULLANIMI

EGE **RENT**
a car

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a car

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a car

LOGO

ALTERNATİF ZEMİN KULLANIMI



LOGO

STANDARTA UYGUN OLMAYAN KULLANIM ŞEKİLLERİ

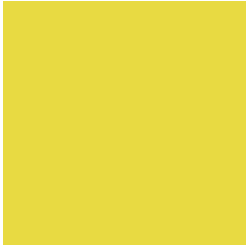


RENK KULLANIMLARI



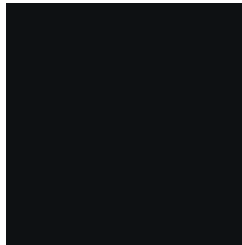
RENK KULLANIMLARI

ANA RENKLER



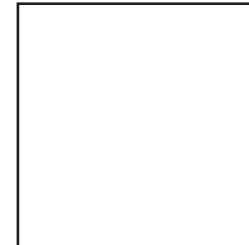
Renk Formatları

Hexcode : #EDDA2E
RGB : 237 218 46
CMYK : 11% 7% 87% 0%



Renk Formatları

Hexcode : #1C1C1B
RGB : 28 28 27
CMYK : 0% 0% 0% 100%



Renk Formatları

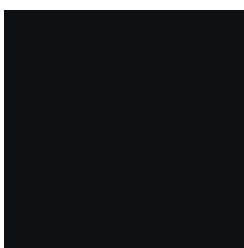
Hexcode : #ffffff
RGB : 255 255 255
(rgb(255, 255, 255))
CMYK : 0% 0% 0% 0%

RENK KULLANIMLARI

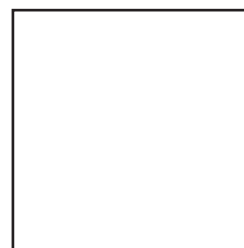
DİJİTAL KULLANIM



Hexcode : #EDDA2E



Hexcode : #1C1C1B



Hexcode : #ffffff

TİPOGRAFI(FONT)

EGE **RENT**
a car

TİPOGRAFI (FONT)

Avenir Next (Italik)



Ultra Light

Regular

Medium

Demibold

Bold

Heavy (Koyu)

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://www.dafontfree.io/avenir-next-font/>

KURUMSAL KİT ÖRNEKLERİ



KURUMSAL KİT ÖRNEKLERİ



A4 ANTETLİ KAĞIT

A4 Dikey Kullanım
210mm x 297mm



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy.

Smart Object,

Double Click

KARTVİZİT

Ön Yüz
83mm x 56mm



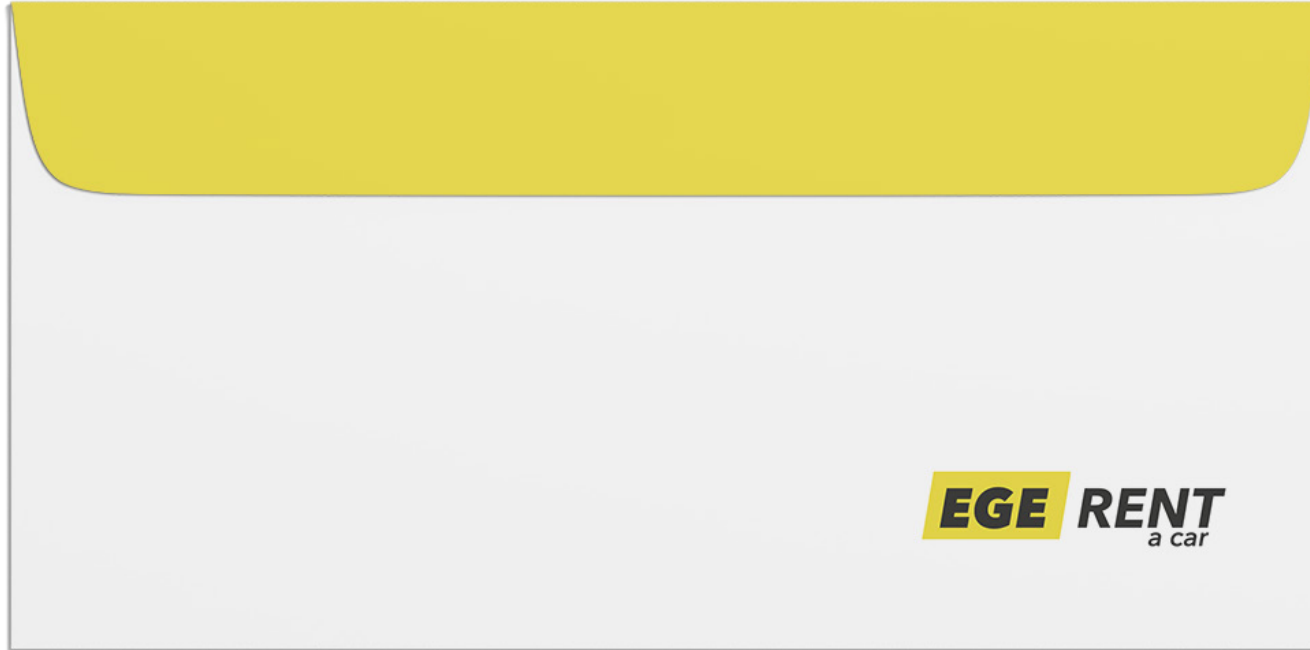
Arka Yüz
83mm x 56mm



DİPLOMAT ZARF

Ön Yüz Baskı

110mm x 220mm



DİĞER KULLANIM ALANLARI



DİĞER KULLANIM ALANLARI

