Quick guide on use of corporate style





## PURPOSE OF THE GUIDE

This guide is the main document governing the use of corporate style of the company and contains detailed information about the elements of the **corporate style**, its colour shades and graphic design, and rules of use on different media.

Any deviation from the rules provided in the guide is not recommended, as it can affect the system of accurate identification of the company by its clients and partners.

## CORPORATE STYLE

## TERMS

**Corporate style** is a combination of permanent graphic, visual, informational elements used by the company to manifest its individuality. Reflecting the company's individuality among competitors is seen as a way of improving the quality and efficiency of the company's advertising, the unique corporate identity of its branches, representative offices and subsidiaries of the company.

**Trademark** is a graphic element, performed in a particular graphic style, which meets the criteria of novelty and protectability. Its graphic pattern is of special importance. The main function of the trademark is identification. **Logo** is the name of the company written with a recognizable font and is a unique graphic pattern. Firm block is a combination of logo and trademark.

# CONTENTS





FT/



Main version of the logo Main version of the logo Contractions Logistics & Transport

Horizontal writing of the company's logo is only used along with the mark on one line.

> The minimum width of the logo is 20 mm. It is unacceptable to make it smaller, even on smaller sizes. Elements of the logo must always remain distinguishable.

<b>Jogitrans</b> <sup>®</sup> Logitca & Tranpor	
20 MM	

#### Guide on corporate style

in some cases, a corporate symbol is used separately from

the logo.

Area of comfortable placement of any graphic elements 50% 50% 100% Logistics & Transport 100% 50% 50% 100% All parts of the logo are proportionally interrelated and cannot be changed, as well as their relative positions and relative 50% 50% sizes. Minimum free space defines the location of the logo on an advertising 100% 100% media, it provides the best visual

50%

50%

## LOGO CREATION OF LOGO

perception.

## LOGO COLOUR AND MONOCHROME

VERSIONS OF LOGO



Solution of the second second

**Logistics & Transport** 

A version of the logo in two and less colours is allowed if there is no technical possibility to use its full version with gradient the layout (to avoid incorrect rendition of brand image). The combination with the main and additional colors, inversion of black and white in the logo is acceptable.

## LOGO ON BACKGROUND

If the logo is sufficiently contrast against the background, its colour version is used, if not, use the monochrome version of the logo.



## **IMPROPER USE OF THE LOGO**

Corporate style dictates certain standards which must be adhered to, so that it did not lose its recognizability. Below are the most common mistakes in the use of the logo.



not allowed to apply to the logo the use of special effects



( any distortion of the logo is unacceptable both in height and in width

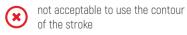


it is not allowed to use raster the image is low quality



not acceptable to use on the background do not match-current reading of the logo







is not allowed to change the distance between letters







it is unacceptable to use the logo with low contrast

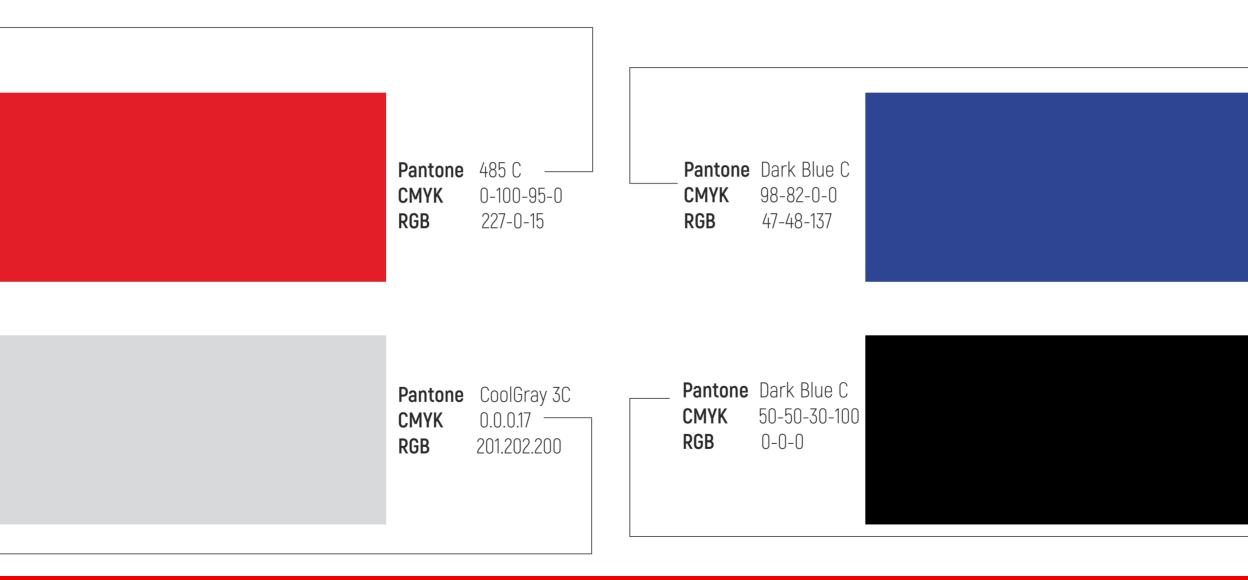




### CORPORATE COLOURS main and Monochrome

## PART 2

## **BRAND COLOURS**





### BRAND FONTS main and additional



## **MAIN FONT**

The main brand font is Akrobat in the styles light, regular, bold, extra bold. The main text can be typed with Akrobat light, headers can be typed with Akrobat black, minimum allowed font sizes 7, main text 10 pt, service information 7pt, typed text 11 pt





#### АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфхцчшщъыьэюя

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## **ADDITIONAL FONT**

Additional brand font is Neo Sans Pro in font styles light, bold. The main text can be typed with Neo Sans Pro, headers can be typed with Neo Sans Pro bold, minimum – allowed font sizes 7, main text 10 pt, service information 7pt, typed text 11 pt





### АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфхцчшщъыьэюя

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### ELEMENTS OF INFOGRAPHICS stylistic elements



## **ELEMENTS OF INFOGRAPHICS**

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the company logo and decorative elements can be used in combination with each other or separately depending on graphic tasks.

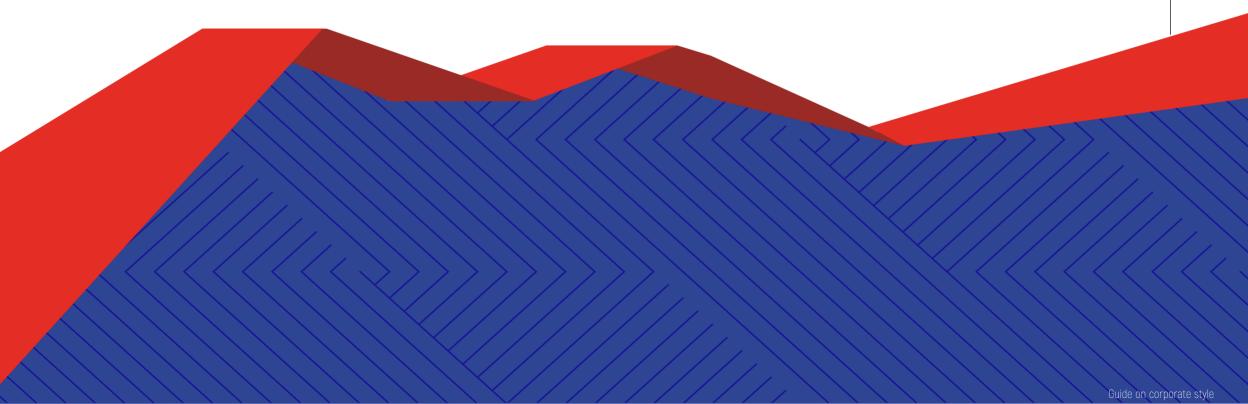






## **STYLE FORMING LINE**

the line is used in combination with the pattern in the form of a thin symmetrical lines with or without fill combining brand colours. The company logo and decorative elements can be used in combination with each other or separately depending on graphic tasks.



## **ELEMENTS OF INFOGRAPHICS**

The line is also used as a design element with raster images with combination of brand colours; the company logo and decorative elements can be used in combination with each other or separately depending on graphic tasks.

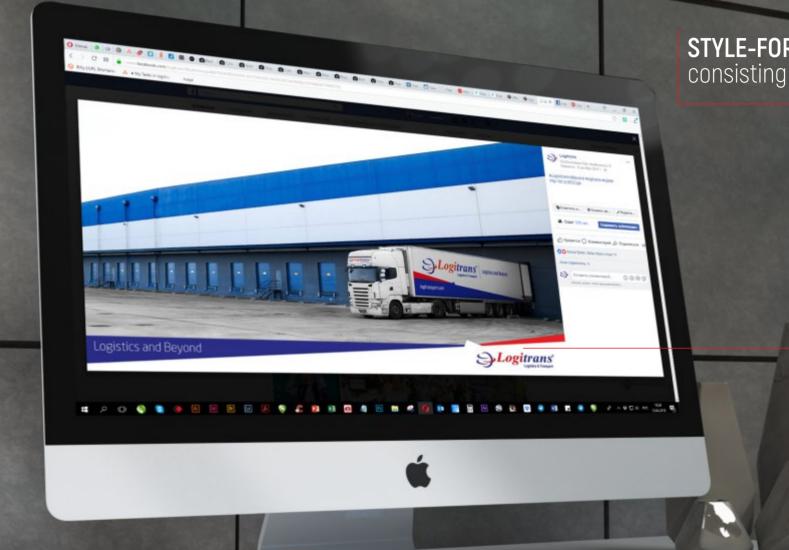




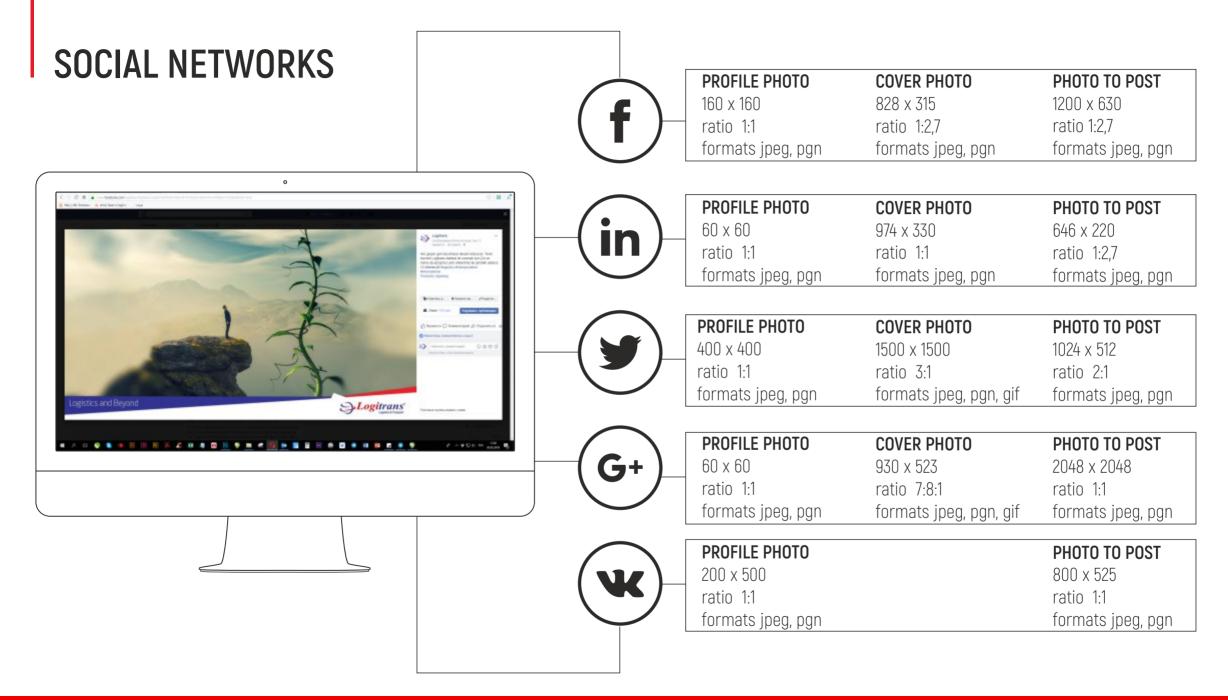
### **SOCIAL NETWORKS** Promotional and information materials.



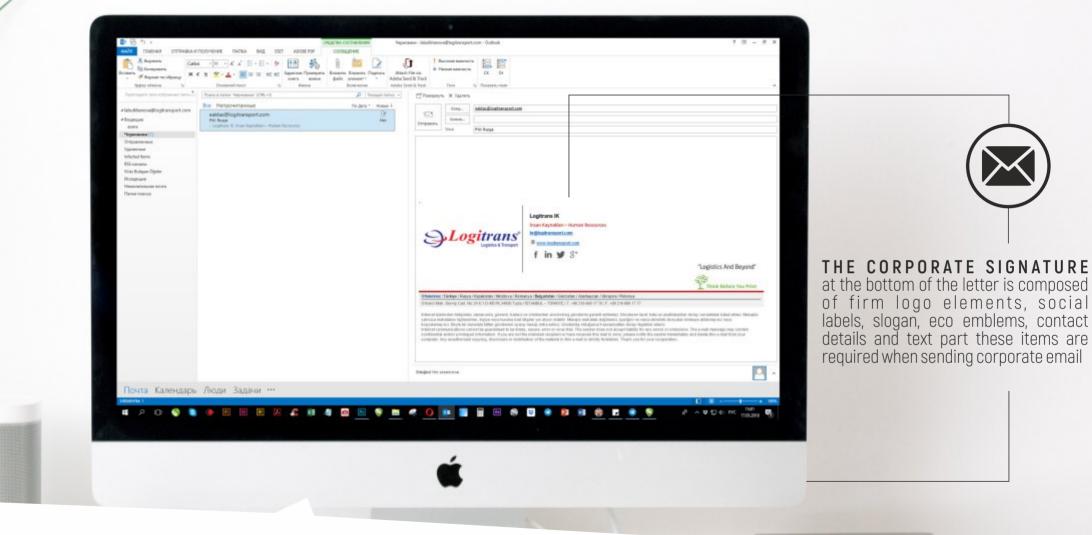
## **SOCIAL NETWORKS**



**STYLE-FORMING LINE** consisting of brand colours RGB



## EMAIL





Promotional and information materials. Offset, digital products



Promotional and information materials

## CORPORATE BUSINESS CARDS

Size:

90x50 mm

Chromaticity:

4+0 (CMYK)

#### Material:

matte white paper (no stamping), density not less than 300 g/m2

#### Printing method:

offset, digital printing

#### Post-printing effects

Matte lamination 30 MCR UV varnish (Ultraviolet varnish finishing of logo) S Logitrans

Logitrans Lojistik A.Ş. Orhanlı Mah. Derviş Cad. No: 24, Kat. 1, Daire: 4/8 Tuzla 34956 Istanbul. Türkiye T+90(216) 660 17 70 (pbx) F+90(216) 660 17 77 M+90(533) 153 04 40 WWW.logitransport.com

Lortrans

## **COMMERCIAL DOCUMENTATION** Promotional and information materials

S.Logitrans

## **LETTERHEAD**

Size: A4 210 x 297 Chromaticity: Chromaticity 4+0 Material: paper 90-120 g/m2 Printing method: offset, digital printing

## **COMMERCIAL DOCUMENTATION** Promotional and information materials

DLogimans

Loster

## **ENVELOPE**

Size: E 65 (euro) Chromaticity: 4+0 Material: paper 110 g/m2 g/m2 tape with adhesive base



Promotional and information materials



Promotional and information materials

## CORPORATE BROCHURE

Size: 840 x 297 mm 210 x 297 finished form Chromaticity: 4+4 (CMYK) Material: matte white paper 200 g/m2 Printing method: offset Post-printing effects: Matte lamination 30 MCR

+ UV varnish (Ultraviolet varnish finishing of elements



Promotional and information materials

size when opened 840 x 297 mm



#### ROAD TRANSPORT

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Experienced learn in its Falsi

+ Quality Management System And Dur

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Environment-Friendly Modern Vehicle

#### Some of the Services We Provide

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#### Some of the Services We Provide WhyLogitrans? Dipri encell karventerfekt Dusty Hangporen: System Kat Bar

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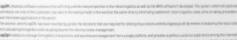
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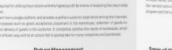
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Promotional and information materials

S.Logitrans

Logistics and Beyond

#### FOLDER Size:

210 x 30 mm Chromaticity: 4+1

#### Material:

Paper 350 g/m2

#### Post-printing effects:

brand die-cutting Matte lamination 30 MCR + UV varnish finishing of decorative elements

## **COMMERCIAL DOCUMENTATION** Promotional and information materials

## Logitrans\*

## PAPER BAG

Size: 360 x 250 mm Material: thick coated paper 300 g/m2, **Chromaticity** 4+0

#### **Post-printing effects:**

Matte lamination 30 MCR UV varnish finishing of logo 1+1, handles of white twisted cord. white metal eyelets 5 mm

Logistics and Beyond

## **OUTDOOR ADVERTISING**



OUTDOOR FLAG Size: 1500 x 100 mm Material: printing satin white Chromaticity 4+4, edges finishing method: tacking or hot scissors cutting

## **OUTDOOR ADVERTISING**

ROLL UP with reinforced frame of thick aluminium weight 3 kg. Size: 840 x 2000 mm Chromaticity: 4+0 (CMYK) Material: coated banner fabric Printing method: large-format printing Photo panel mounting: clamping plate (upper), bottom is glued Stand colour: silver





### **PROMOTIONAL ITEMS** Advertising handout promotional materials



## **PROMOTIONAL ITEMS**





### BRANDED CLOTHING accessories and working warehouse clothing

## PART 8

## **BRANDED CLOTHING**

## WAREHOUSE CLOTHING Zipped short jacket drawers

Fabric:

protects from physical impact and general industrial dirt polyester and cotton (35 percent) **Colour:** 

Grey with blue inserts Logo application method: embroidery / thermal transfer







## **BRANDED CLOTHINGBRANDED CLOTHING**

**GLOVES** 

Fabric: nylon Colour: Blue

five-finger, nylon with nitrile coating

## – PROTECTIVE HELMET

vented, textile headband head sweat-absorbent insert **Temperature range** - 30 to + 50 **Fabric** high-impact plastic, thermotek **Color** blue **Logo application method** screen printing



### VEHICLES BRANDING branding of passenger c

branding of passenger cars, freight transport



## TRANSPORT BRANDING

J Logitrans

passenger car

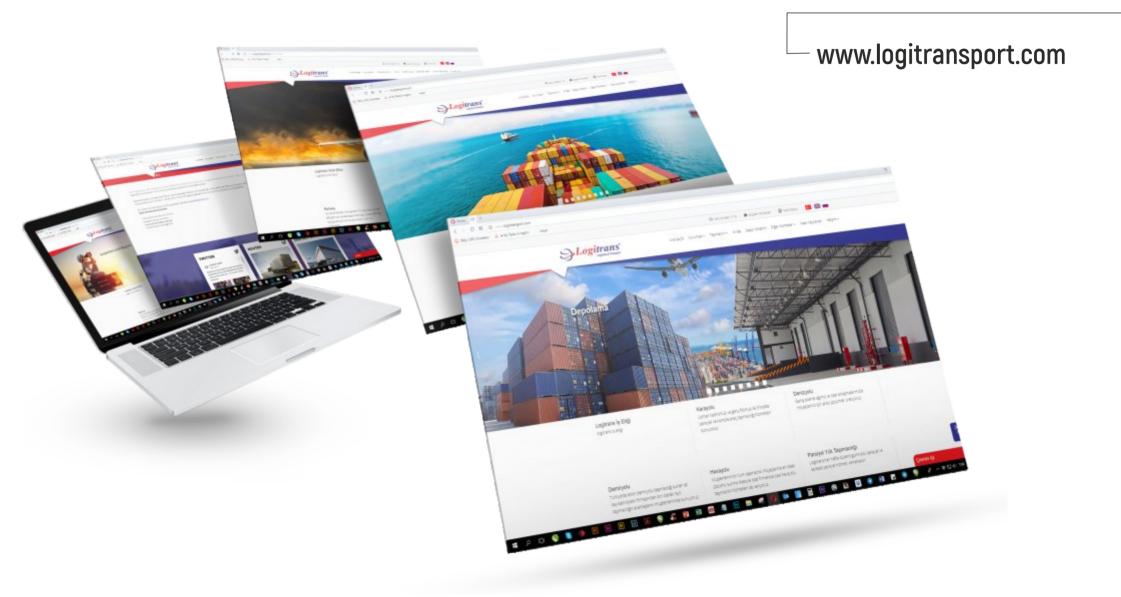
PASSENGER CAR Colour: white Material: Oracal film 2+0 Printing method: plotter cutting



## **TRANSPORT BRANDING**

Truck

#### **FREIGHT TRANSPORT Chromaticity** 4+4 Material: TENT CLOTH Printing method: LARGE-FORMAT PRINTING 4+0 Logistics and Beyond Logiman itrans' Score Logistics & Transport SLogitrans 101 S.Logitrans logitransport.com 22 33 00 20 ====







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