



Brand Function & Corporate Identity Guidelines



The symbol is usually accompanied by the Gülermak name established for the company as seen on subsequent pages of this guideline.

Complete information about the guidelines can be provided from the Office of Corporate Communications, Gülermak.

The Gülermak name has been established as a logotype to set in a bold typeface in balance with the symbol.

GÜLERMAK

The safety area around the Gülermak logotype is suggested on all sides to be at least the height of the lowercase letters, marked below as "y".

It is understood that in narrow columns, it may not be possible to maintain the safety area on both sides of the lockup.



The basic color for the Gülermak logotype is (Cyan) and should be specified as such or carefully labeled with color chips supplied in this guideline.



Cyan	CMYK	RGB	Websafe RGB
	C-100	R-0	#00aeef
	M-0	G-174	
	Y-0	B-239	
	K-0		

■ The Use of the Gülermak Logotype on Various Backgrounds



The examples show options for properly using the Gülermak logotype on various backgrounds.

■ The Use of the Gülermak Logotype on Photos

The examples show options for properly using the Gülermak logotype on various backgrounds.



■ Vertical Gülermak Logotype

The Gülermak's symbol and Gülermak name top-bottom use option is no longer available.



Ubuntu Regular

abcdefghijklmnop
rstuvyz
ABCDEFGHIJKLMNO
PRSTUVYZ
0123456789

Ubuntu Medium

abcdefghijklmnop
rstuvyz
ABCDEFGHIJKLMNO
PRSTUVYZ
0123456789

Ubuntu Bold

**abcdefghijklmnop
rstuvyz
ABCDEFGHIJKLMNO
PRSTUVYZ
0123456789**

Ubuntu Italic

*abcdefghijklmnop
rstuvyz
ABCDEFGHIJKLMNO
PRSTUVYZ
0123456789*

Calibri Light

abcdefghijklmnop
rstuvyz
ABCDEFGHIJKLMNO
PRSTUVYZ
0123456789

Calibri Regular

abcdefghijklmnop
rstuvyz
ABCDEFGHIJKLMNO
PRSTUVYZ
0123456789

Calibri Bold

abcdefghijklmnop
rstuvyz
ABCDEFGHIJKLMNO
PRSTUVYZ
0123456789

Calibri Italic

abcdefghijklmnop
rstuvyz
ABCDEFGHIJKLMNO
PRSTUVYZ
0123456789

■ Misuse of the Gülermak Symbol

The Gülermak's symbol may not be altered at any time for any reason.



■ Misuse of the Gülermak Logotype

The Gülermak's symbol may not be altered at any time for any reason.



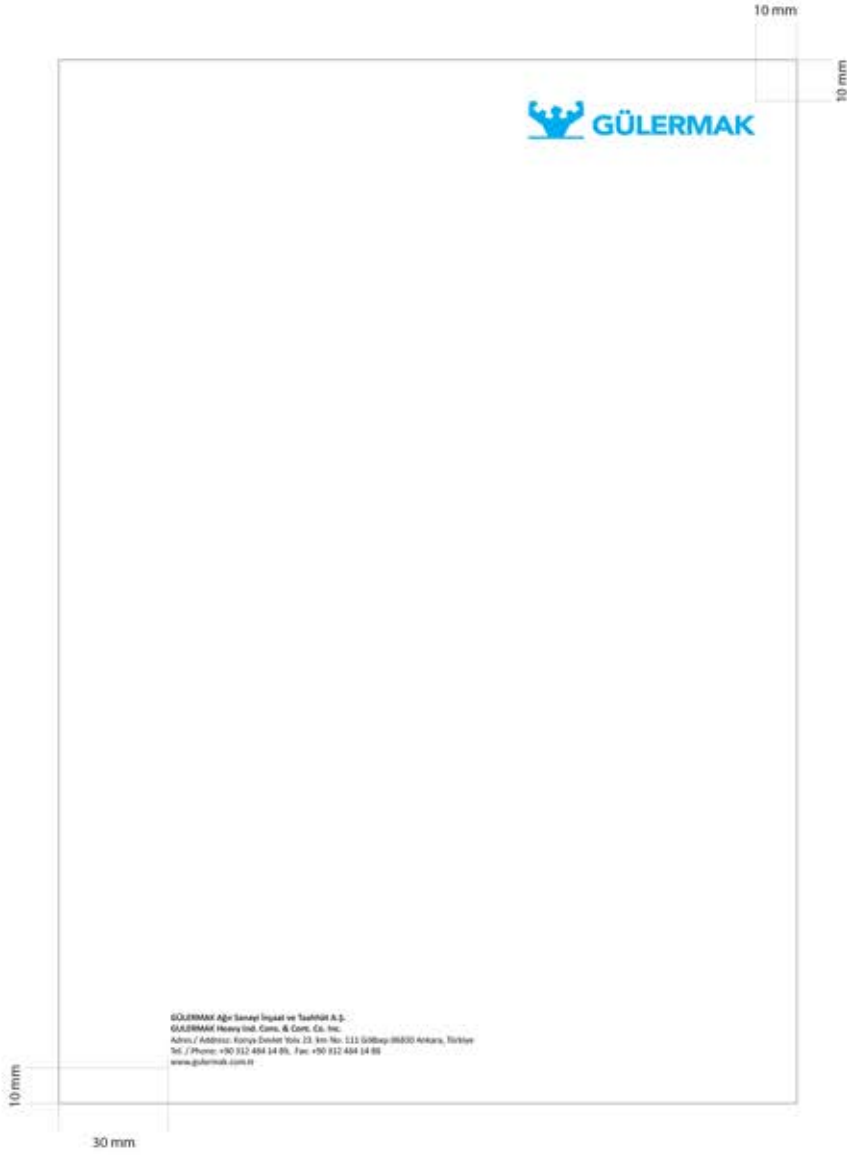
Size: 85 mm x 55 mm
Color: Cyan + Black
Paper: 300 gr Double Sided Bristol
Font: Calibri Light/Bold,
6-10 pt.



EN



■ Letterhead



Size: 210 mm x 297 mm
Color: Cyan + Black
Paper: 80 gr Offset Paper
Font: Calibri Light/Bold,
6-10 pt.

Size: 240 mm x 110 mm
Color: Cyan + Black
Paper: 110 gr Offset Paper
Font: Calibri Light/Bold, 7 pt.



Announcement Envelope

Size: 325 mm x 240 mm
Color: Cyan + Black
Paper: 110 gr Offset Paper
Font: Calibri Light/Bold, 8,5 pt.



The suggested layout for the signature is shown below.

All information is set in Calibri 9 pt, with the employee's name set in Calibri Bold 12 pt.

All outgoing mails should be set in Calibri 11 pt.

Ad SOYAD

Ünvan

Title



Gülermak Ağır Sanayi İnşaat ve Taahhüt A.Ş.

Gulermak Heavy Ind. Cons. & Cont. Co. Inc.

Adres / Address: Konya Devlet Yolu 23. Km No: 111

Göbbaşı 06830, Ankara, Türkiye

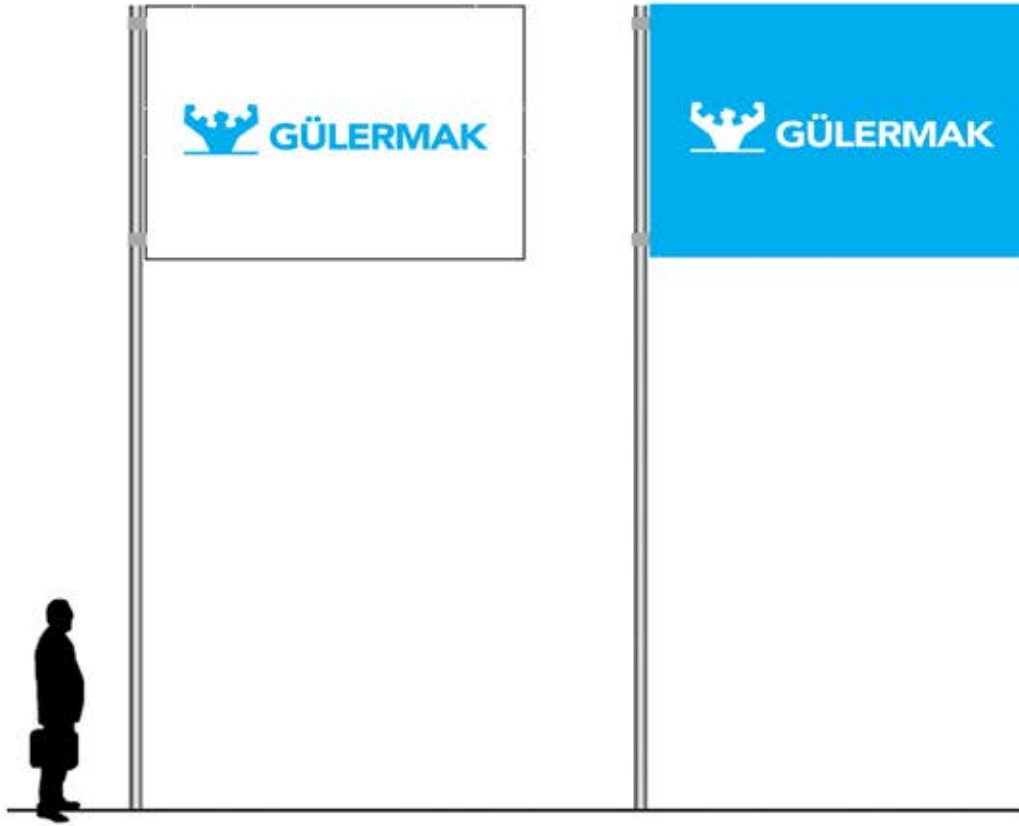
Tel. / Phone: +90 312 484 14 89

Fax: +90 312 484 14 88

E-mail: asoyad@gulermak.com.tr

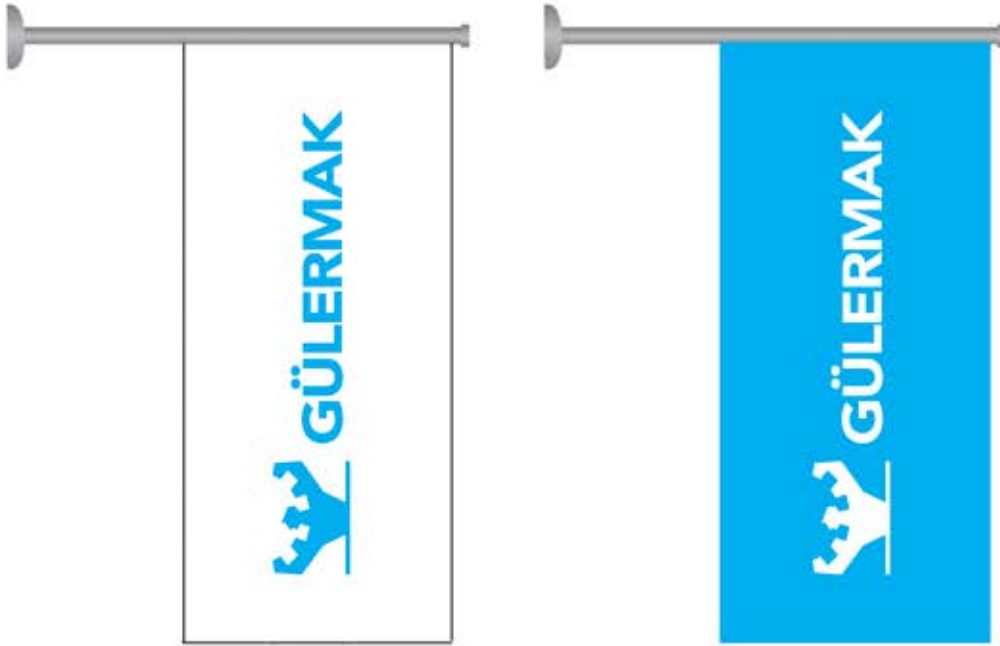
<http://www.gulermak.com.tr/>

Size: Various
Color: Cyan



■ Vertical Banner

Below you can see banners with vertical Gülermak logotype for both white and cyan backgrounds.









For further information please contact:

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