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

<table>
<thead>
<tr>
<th>Cyan</th>
<th>CMYK</th>
<th>RGB</th>
<th>Websafe RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C-100</td>
<td>R-0</td>
<td>#00aeef</td>
</tr>
<tr>
<td></td>
<td>M-0</td>
<td>G-174</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y-0</td>
<td>B-239</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K-0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The examples show options for properly using the Gülermak logotype on various backgrounds.
The examples show options for properly using the Gülermak logotype on various backgrounds.
The Gülermak's symbol and Gülermak name top-bottom use option is no longer available.
Ubuntu Regular

text

Ubuntu Bold

text

Ubuntu Medium

text

Ubuntu Italic

text
The Gülermak's symbol may not be altered at any time for any reason.
The Gülermak's symbol may not be altered at any time for any reason.
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.
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.
Size: Various
Color: Cyan

Flag
Below you can see banners with vertical Gulermak logotype for both white and cyan backgrounds.
For further information please contact:

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