



YEŞİM

— EST 1956 —

CORPORATE IDENTITY GUIDE

2023

**YEŞİM** logo,



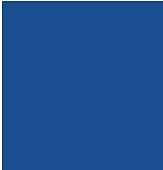

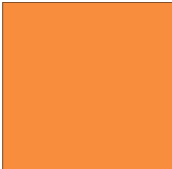
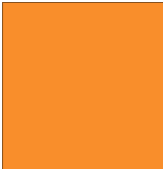
has maintained its strong presence on the market since the day it was founded, and can thus be considered like a tree that people can lean on and trust, and this led us to create a logo around the letter “Y”, depicted as a large tree rooted in our visual world. We have supported this strong image with appropriate frames and fonts, and completed it with a star to represent our valuable employees as the writers of the success story of Yesim Group since its foundation and who have added value to Yeşim Group with their efforts. We used different colors in our logo to reflect our sectoral experience, our strong stance based on the past and our modern vision, with blue being used in our logo to reflect our professional experience in the sector. In addition to this calm and corporate color, we also chose orange to reflect both our dynamic structure and the vision that capture the era but also to highlight the star element.



**YEŞİM**  
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The color of **YEŞİM** logo,  
Selected as Pantone 871 C and 100% Black. Colors should always be used by referring to Pantone.  
In addition, codes such as RGB/CMYK are valid in cases where pantone codes are not used.

## COLOR CODES

		
Pantone 7686 C	C M Y K 100 73 0 10	R G B 29 79 145
		
Pantone 715 C	C M Y K 0 54 94 0	R G B 248 141 43

**YEŞİM** logo should be used in its own colors on white and light backgrounds.

The following color applications should be taken into consideration on black and dark backgrounds. On mixed and patterned backgrounds, only male/female use should be made, depending on the tone.

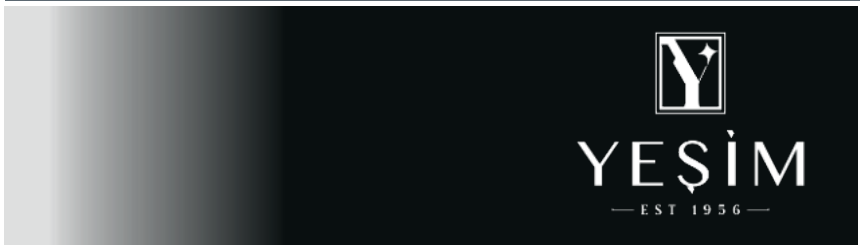
ON ORIGINAL / BLACK / WHITE

ORIGINAL COLOR

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USAGE ON BLACK BACKGROUND



USAGE ON WHITE BACKGROUND

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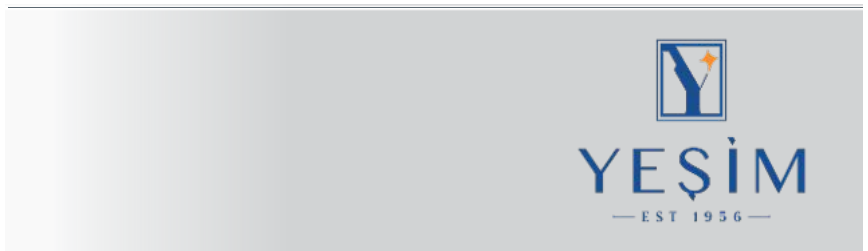
**YEŞİM** logo should be used in its own colors on white and light backgrounds.  
The following color applications should be taken into consideration on black and dark backgrounds

ON LIGHT / DARK

USAGE ON DARK BACKGROUND



USAGE ON LIGHT BACKGROUND



**YEŞİM** logo cannot be used other than the features specified in the Logo Usage Guide.  
No color application can be made.

## INCORRECT COLOR USAGE

## ON WHITE AND LIGHT BACKGROUNDS



## ON BLACK BACKGROUND



**YEŞİM** logo cannot be used or deformed other than as shown in the Logo Usage Guide.  
No color application can be made.

HORIZONTAL AND VERTICAL USAGES



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No color application can be made.

INCORRECT USAGE PATTERNS



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YEŞİM  
— EST 1956 —

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**YEŞİM** logo fonts are listed below. TT Norms family and Poppins family will be used as auxiliary fonts for use in corporate materials. Calibri will be used in e-mail correspondence and digital documents.

SINHALA MN MAIN FONT / AMAGRO SECOND FONT / TT NORMS / POPPINS / CALIBRI

# Sinhala MN Main

AMAGRO SECOND

**TT Norms**

Poppins

Calibri

**YEŞİM** business card work is as follows. Logo and content placements should be preserved as is. Right and left gap balances are adjusted over 5mm. It is the same size. The font to be used for corporate documents has been determined as TT Norms. This font can be used in all printed works. QR code business card work is also used as follows.

ALMAXTEX TEKSTİL



**CANAN KILIÇASLAN**  
ART DIRECTOR

+90 536 334 2194 canankilicaslan@yesim.com.tr  
Karapınar Mah. Ankara Yolu Cad. No: 900 16300 Yıldırım Bursa

www.yesim.com

ALMAXTEX TEKSTİL



**CANAN KILIÇASLAN**  
ART DIRECTOR



**YEŞİM** letterhead is as follows. Font sizes and spacing balances should be preserved as they are. It was worked on by reducing it proportionally.



ALMAXTEK TEKSTİL

A KARAPINAR MAH. ANKARA YOLU CAD. NO: 900 16300 YILDIRIM BURSA T +90 224 280 8600  
www.yesim.com



**YEŞİM** work permit certificate is as follows. Font sizes and spacing balances should be preserved as they are. It was worked on by reducing it proportionally.



**YEŞİM**  
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**ALMAXTEX** TEKSTİL

**İZİN  
BELGESİ**

FB. SİCİL NO \_\_\_\_\_

ADI SOYADI \_\_\_\_\_

ÇALIŞTIĞI BÖLÜM \_\_\_\_\_

İMZA \_\_\_\_\_

İZİN ÇIKIŞ TARİHİ \_\_\_\_\_ SAAT \_\_\_\_\_

İZİN DÖNÜŞ TARİHİ \_\_\_\_\_ SAAT \_\_\_\_\_

İZİN NEDENİ \_\_\_\_\_

GÜNÜ \_\_\_\_\_

BÖLÜM ŞEFİ

\_\_\_\_\_

BÖLÜM MÜDÜRÜ

\_\_\_\_\_

PERSONEL MÜDÜRÜ

\_\_\_\_\_

PUANTÖR

\_\_\_\_\_



**YEŞİM** presentation cover and inner page work is as follows. 1920x1080 dimensions have been reduced proportionally.

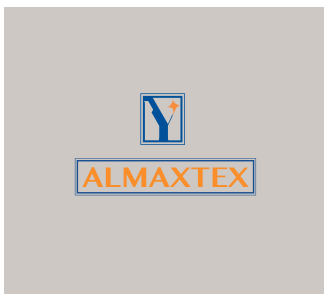
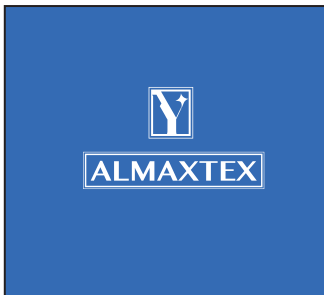
**COVER**



**INNER PAGE**



**YEŞİM** staff uniforms work and logo color usage according to fabric colors are as follows. It was worked on by reducing it proportionally.



**YEŞİM** e-mail signature is as follows.



**YEŞİM** flags work as follows. Colors and logo usage should be preserved as they are. There are no flag colors other than blue, orange and white. The original color and logo are used on white flags, and the white logo is used on blue and orange flags.



**YEŞİM** corporate envelope and corporate file work are as follows. Logo and content placements should be preserved as they are.



**YEŞİM** kraft hang tag design is as follows:



**YEŞİM** fabric swatch card design is as follows:

