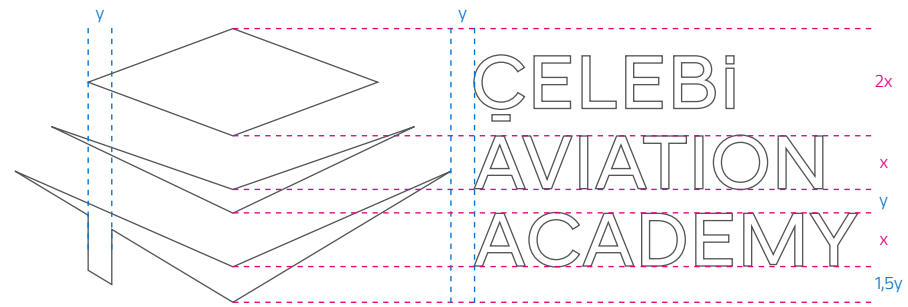


Çelebi Aviation Academy

2

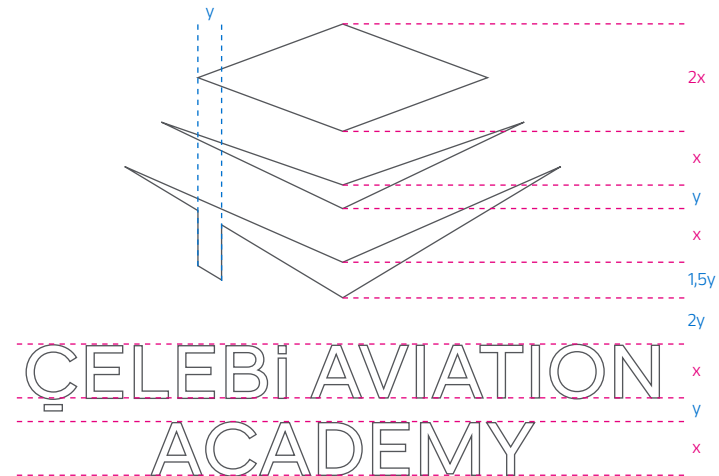
The placement of the symbols and text that make up the logo and their proportions to each other are shown on the side.



3

Logo Proportion and Placement - Vertical

The placement of the symbols and text that make up the logo and their proportions to each other are shown on the side.



4

Horizontal Logo

Clear Space / Minimum Size

There should be a minimum space between the logo and other elements, such as texts or images, as indicated in this example.

Logo should not be smaller than 19 mm.



5

Vertical Logo

Clear Space / Minimum Size

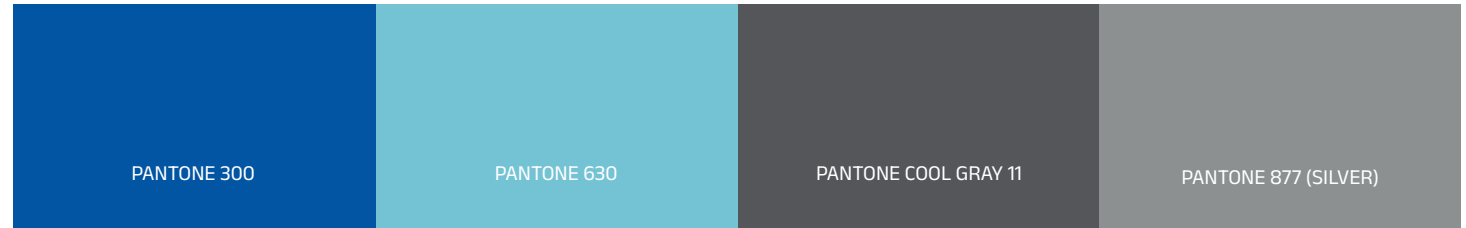
There should be a minimum space between the logo and other elements, such as texts or images, as indicated in this example.

Logo should not be smaller than 15 mm.



6 Logo Color Palette

Pantone spot colors, as well as CMYK process colors, are specified for print use. RGB and Hex specifications are for use with on-screen and web applications, and are provided for a consistent appearance across different media.



CMYK Values

C 100
M 44
Y 0
K 0

C 52
M 5
Y 14
K 0

C 63
M 51
Y 45
K 40

RGB Values

R 0
G 92
B 185

R 0
G 163
B 197

R 84
G 86
B 90

RAL Values

RAL 5005

RAL 6027

RAL 7015

HEX Values

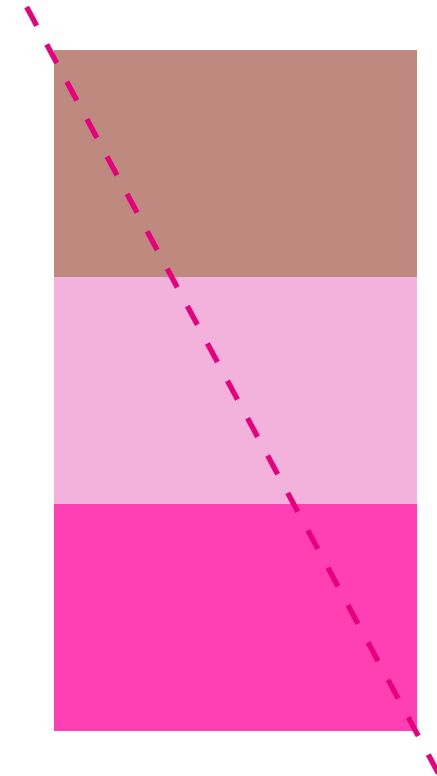
005db9

00a3c5

54565b

7 Logo Secondary Color Palette

Colors recommended to be used with corporate colors are shown on the side.



Colors that conflict with Çelebi should not be used.

8 Horizontal Logo Usage Standards

Main usage examples of the logo are shown on the side.



9

Vertical Logo

Usage Standards

Main usage examples of the logo are shown on the side.



Silver



10

Logo Using on Photography

Applications of the logo on the photo are shown on the side.



11

Logo Incorrect Usages

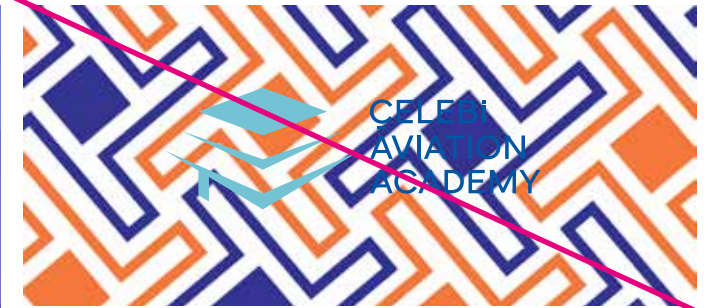
Examples of incorrect logo usage are shown below. Any use that does not comply with the rules described on page 7 is inappropriate and should not be implemented.



12

Logo Incorrect Usages

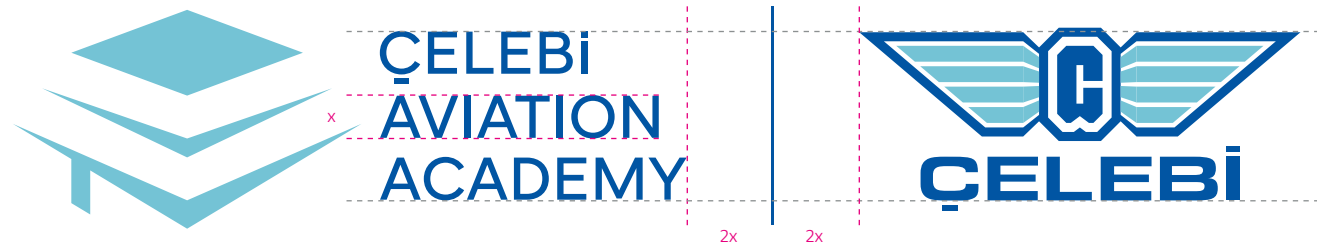
The logo should not be applied to backgrounds where it cannot be perceived.



13

Logo Usage with Çelebi Logo

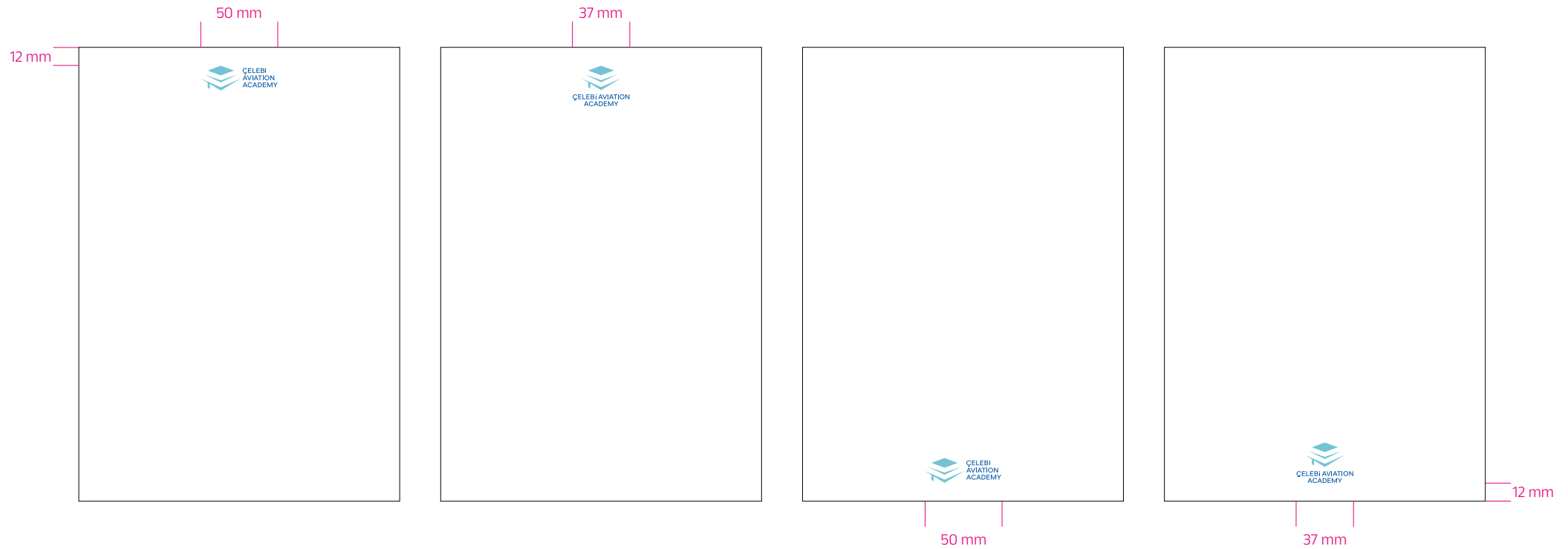
The standard for using the logo together with the ÇELEBİ logo is shown on the side.



14

Right Logo Placement - 1

Size: 210 mm x 297 mm.
Colour: Pantone 300, Pantone 630.



15

Right Logo Placement - 2

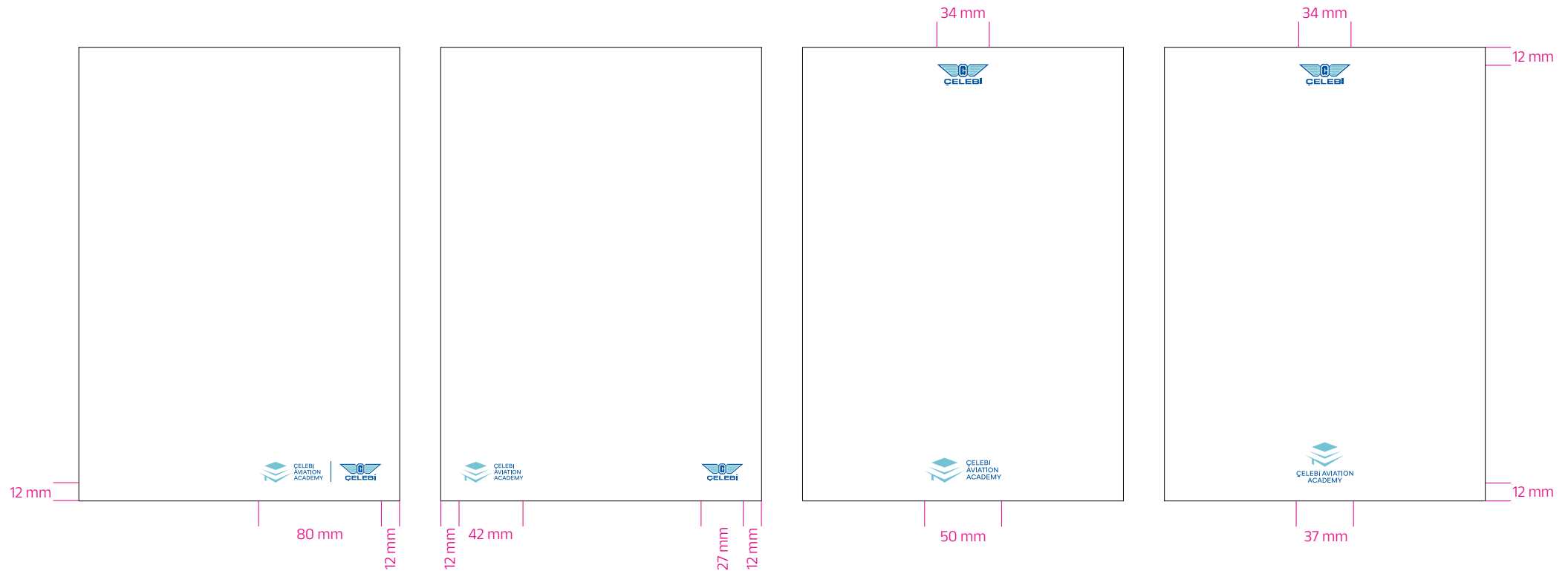
Size: 210 mm x 297 mm.
Colour: Pantone 300, Pantone 630.



16

Right Logo Placement - 3

Size: 210 mm x 297 mm.
Colour: Pantone 300, Pantone 630.



Anek Latin font family should be used on all corporate printed documents (Letterhead, business card etc.)

Anek Latin

Scire velim, chartis pretium quotus arroget annus. Si meliora dies, ut vina, poemata reddit. Scriptor abhinc annos centum qui decedit, inter perfectos veteresque referri debet an inter vilis atque novos? **Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno.**

Anek Latin Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%@

Anek Latin Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%@

Anek Latin Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%@

Anek Latin Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%@

Anek Latin Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%@

Anek Latin Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%@

Anek Latin Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%@

Anek Latin Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%@

18 Corporate Font 2

Anek Latin Semi Expand font family should be used on all advertisements.

Anek Latin Semi Expand

Scire velim, chartis pretium quotus arroget annus. Si meliora dies, ut vina, poemata reddit.
Scriptor abhinc annos centum qui decedit, inter perfectos veteresque referri debet an inter
vilis atque novos? **Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos."
Quid, qui deperiit minor uno.**

Anek Latin Semi Expand Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Anek Latin Semi Expand Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Anek Latin Semi Expand Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Anek Latin Semi Expand Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Anek Latin Semi Expand Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Anek Latin Semi Expand Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Anek Latin Semi Expand Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Anek Latin Semi Expand Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Arial font family should be used in the body of all correspondence, email, etc.

Arial

Scire velim, chartis pretium quotus arroget annus. Si meliora dies, ut vina, poemata reddit. *Scriptor abhinc annos centum qui decedit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, “Est vetus atque probus, centum qui perficit annos.” Quid, qui deperiit minor uno.*

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@

Usage Principles

21 Logo Using on Screen

Screen Size: 1920 x 1080 px.

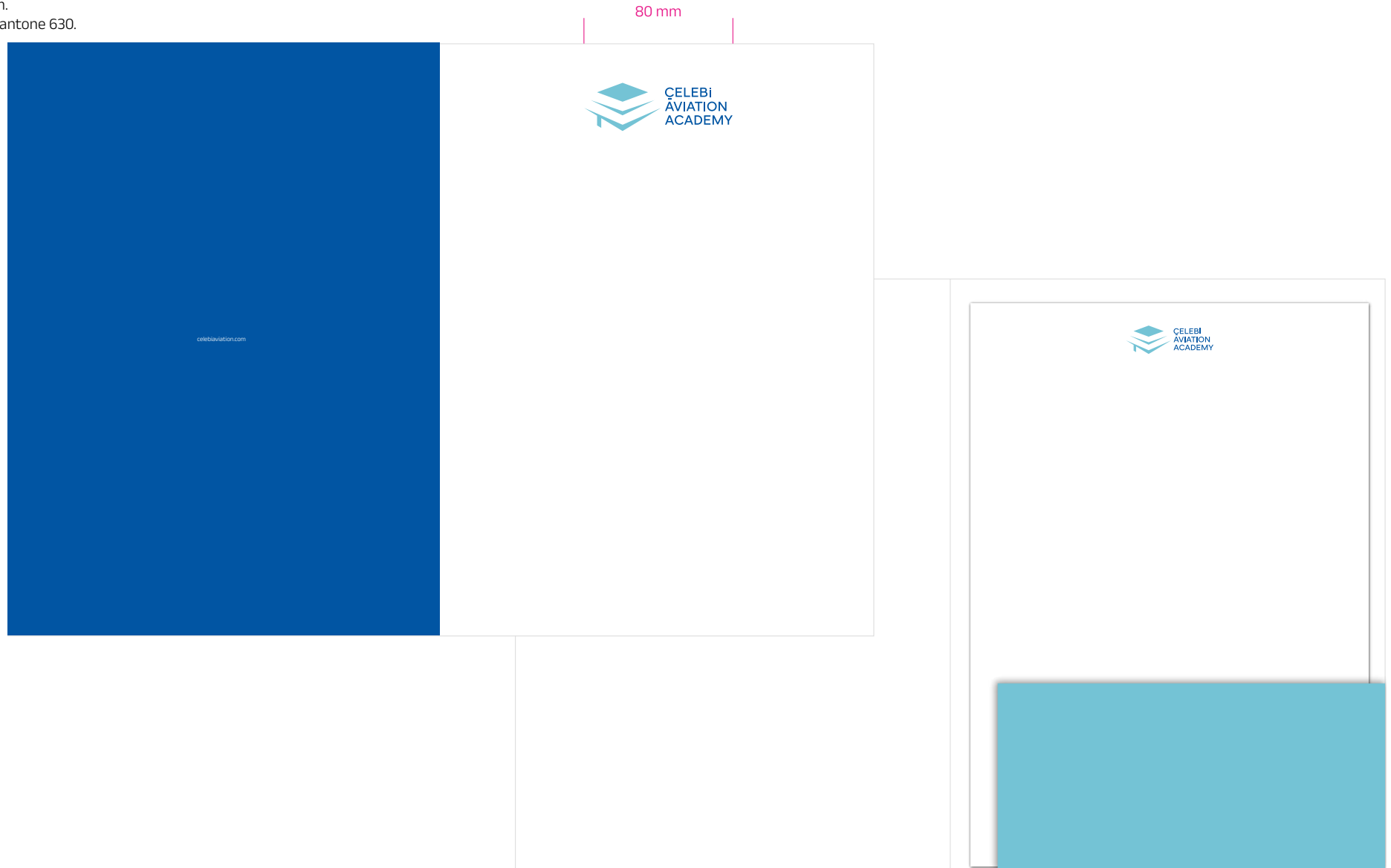


22 Folder

Folder design is shown on the side.

Size: 220 mm x 320 mm.

Colour: Pantone 300, Pantone 630.



23

Presentation (PPT)

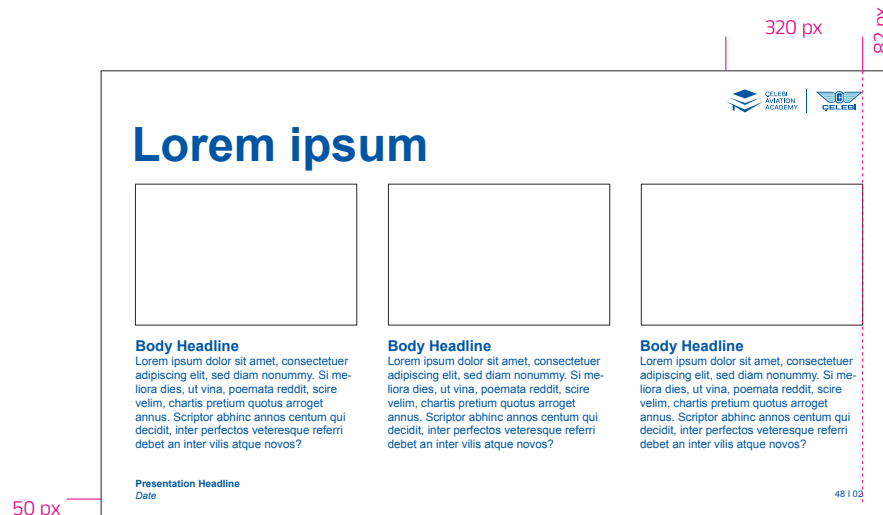
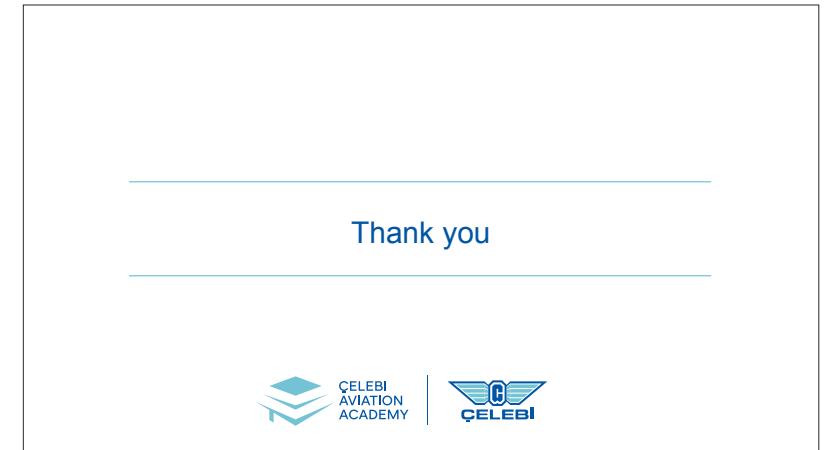
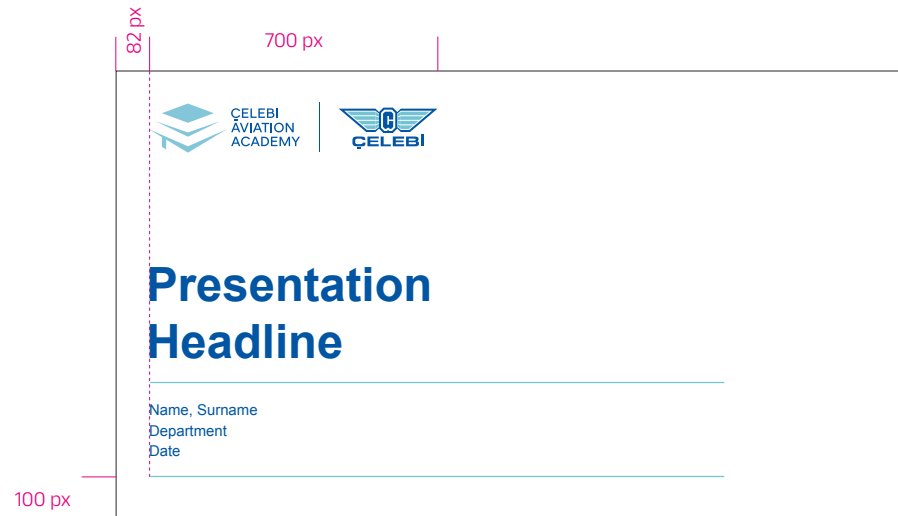
Design - 1

Size: 1920 x 1080 px.

Font: Header, Arial Bold, 57 pt.

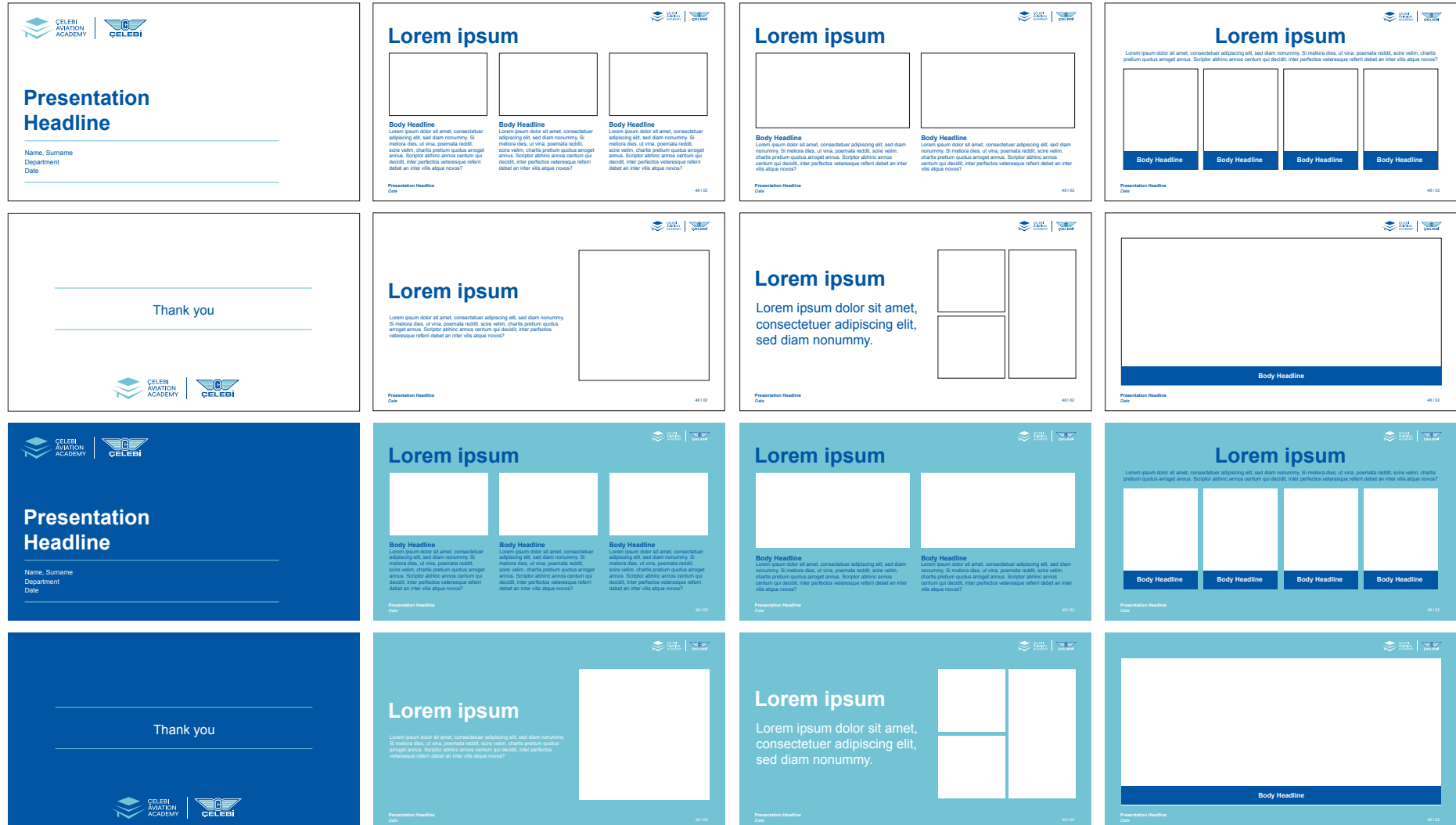
Subheading, Arial Regular, 18 pt.

Text, Arial Regular, 14 pt.



24 Presentation (PPT) Design - 2

PPT design template and application examples are shown on the side.



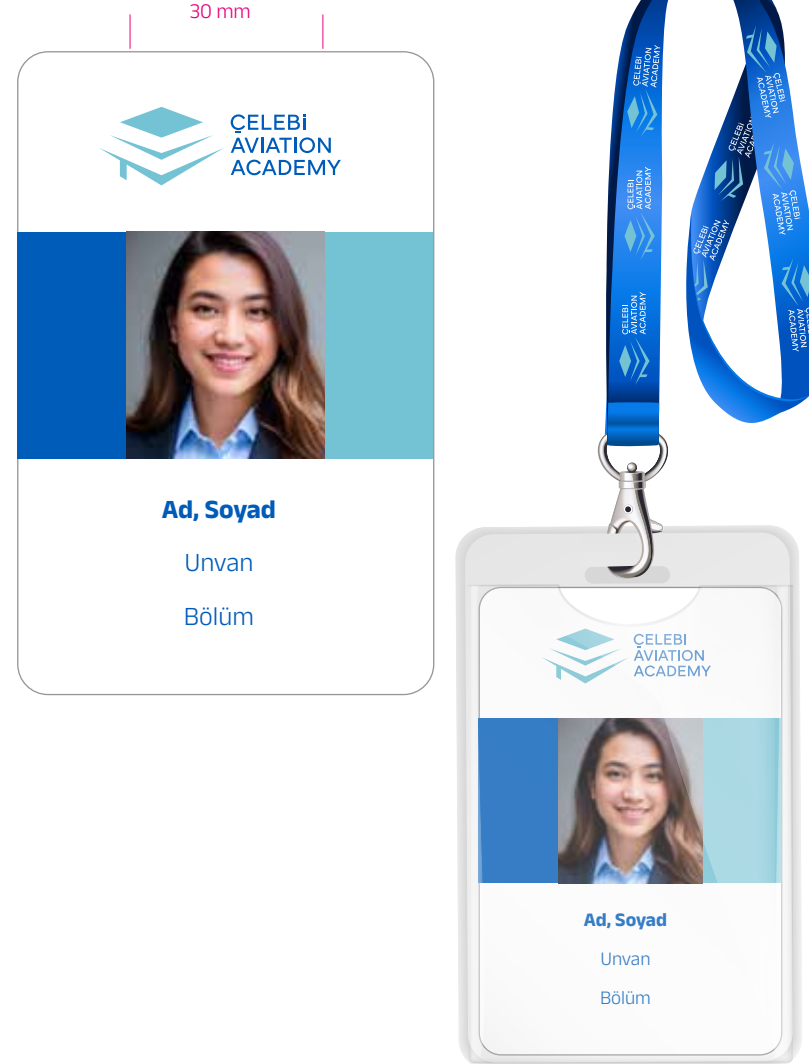
25 Personnel Badge

Personnel Badge design is shown on the side.

Size: 55 mm x 85 mm.

Colour: Pantone 300, Pantone 630.

Font: Anek Latin Bold, Light/10 pt.



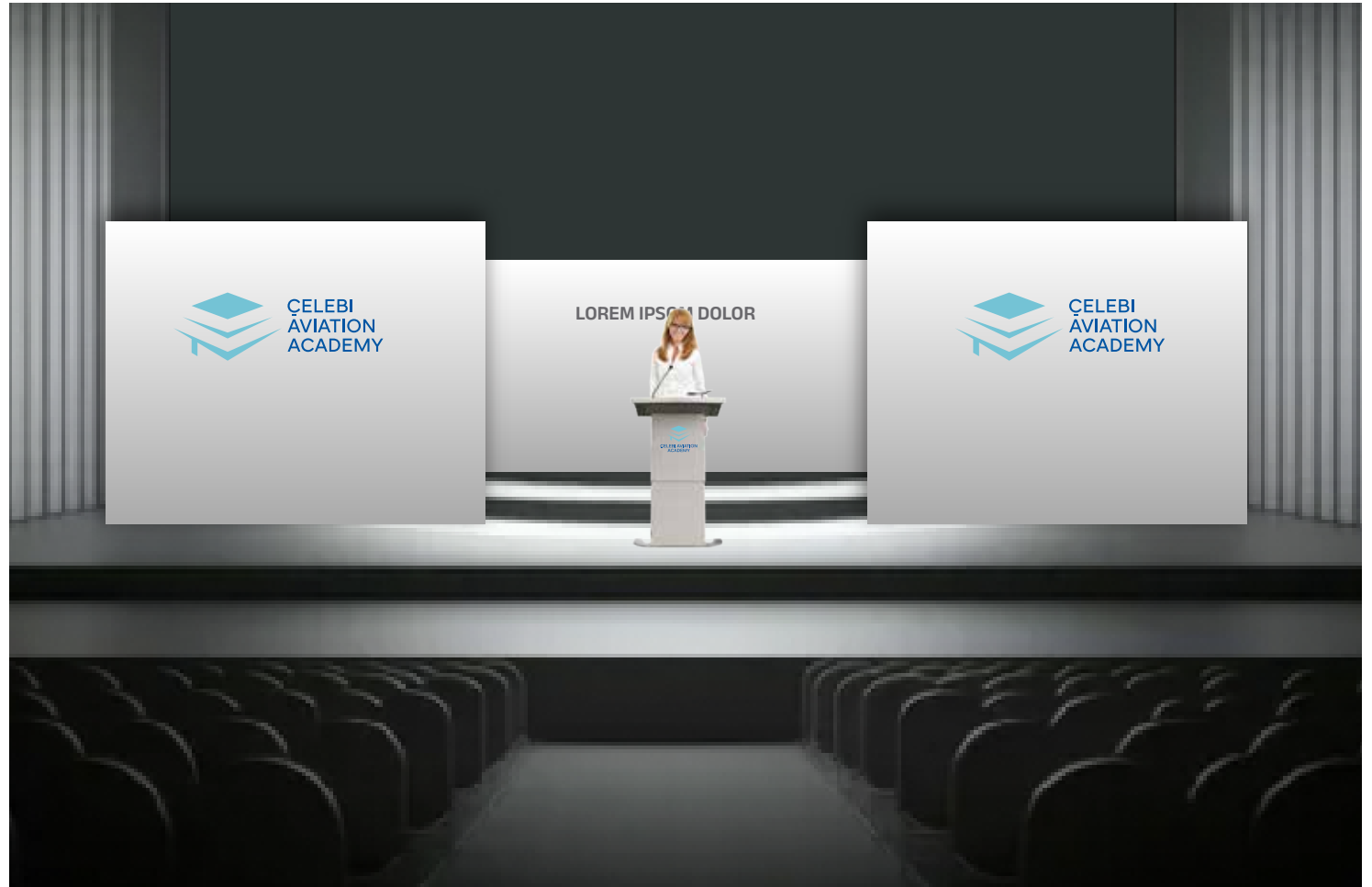
26 Paper Bag

Paper bag designs are shown on the side.



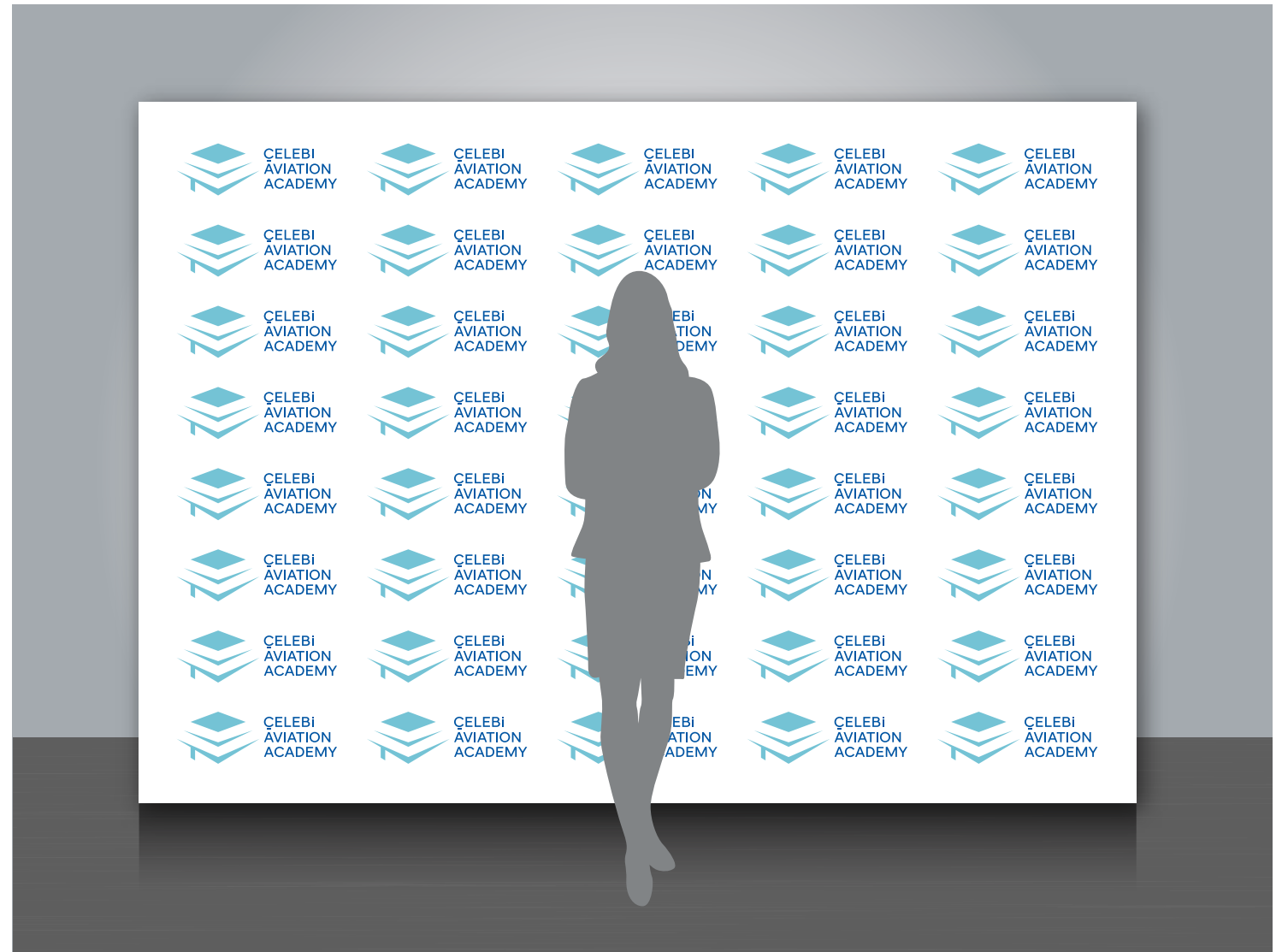
27 Stage Design

The logo application on the stage is shown on the side.



28 Photo Board

The logo application on the photo board is shown on the side.



29 Certificate

Certificate design is shown on the side.

