ÇELEBİ AVIATION
SUSTAINABILITY LOGO GUIDELINE

LOGO

Çelebi's sustainability logo symbolizes the brand's commitment to a future in harmony with nature.

LOGO

INSPIRATION

The logo's design draws inspiration from Çelebi's iconic wing forms, a nod to its deeply rooted legacy. Reinterpreted with soft, organic lines inspired by nature, the form becomes a visual expression of sustainable transformation.

The leaf-like shapes emphasize environmental balance and the cyclical nature of life, while the arrow running through them signifies forward-thinking, determination, and continuous growth.

Subtly evoking the silhouette of a butterfly, the overall form reflects transformation and grace—universally recognized symbols of change. It represents Çelebi's evolving sustainability journey, while also honoring the brand's heritage and long-term vision.
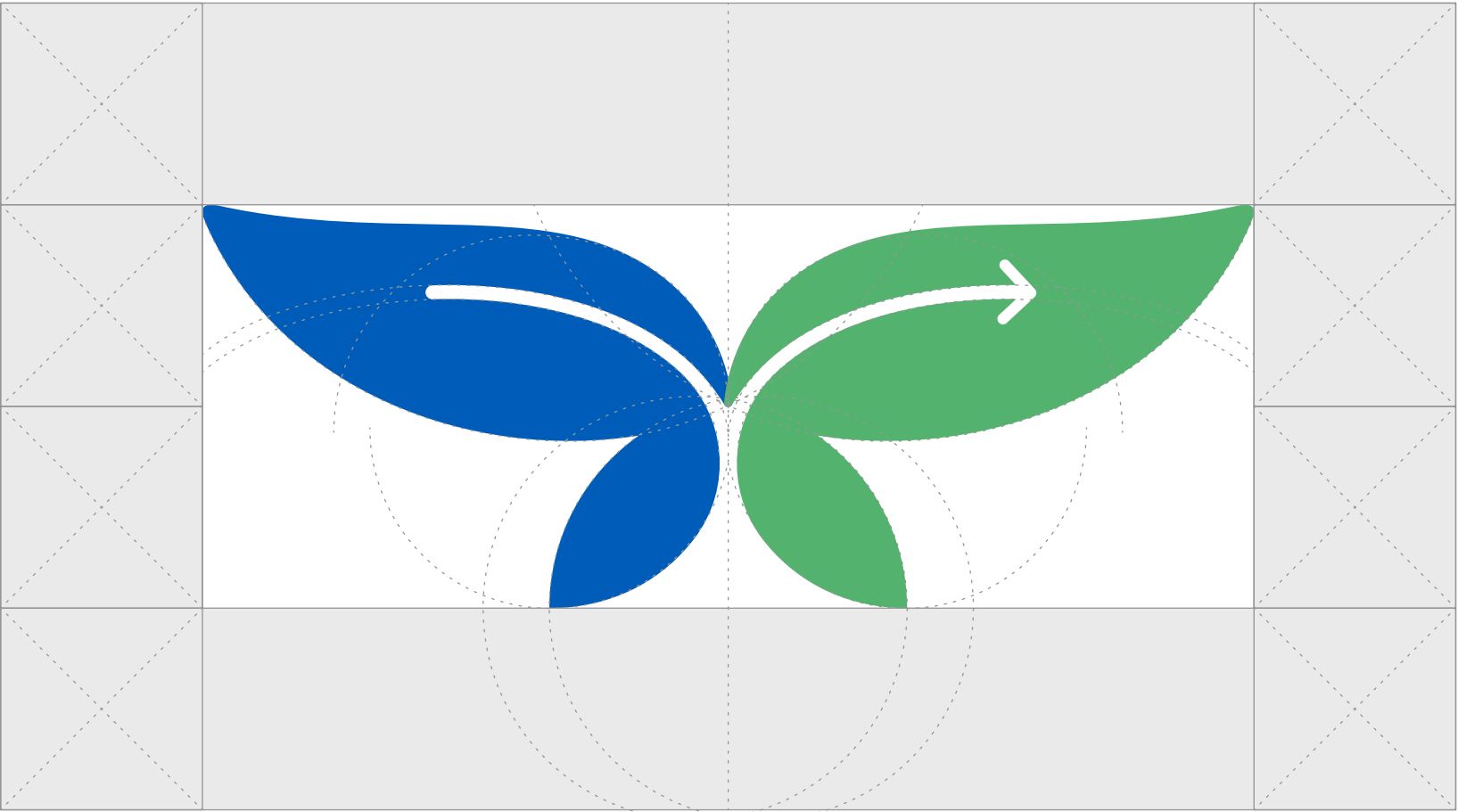
LOGO

GRID SYSTEM & SAFE ZONE

The logo is built on a custom grid system designed to ensure visual harmony and consistent alignment across all applications. This grid defines the proportions and spatial relationships between elements, supporting balanced and scalable usage.

To preserve clarity and legibility, a clear space must be maintained around the logo. This safe zone is defined as half the height of the logo and must remain free of any text, imagery, or graphic elements.
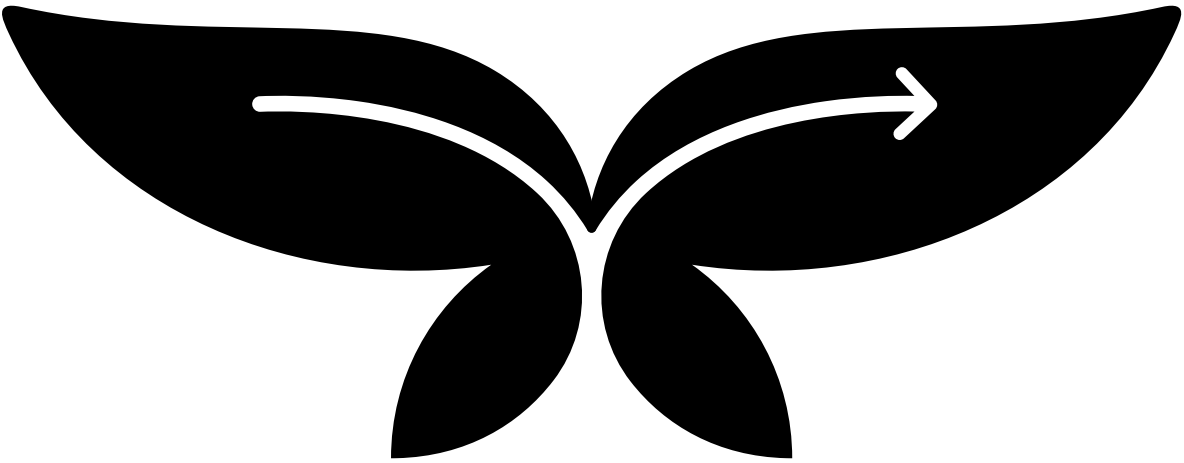
LOGO

BLACK

The black version of the logo is intended for exceptional use only—such as in single-color print scenarios where full-color reproduction is not possible.

This version must be used only when absolutely necessary, and should be avoided in all standard applications.
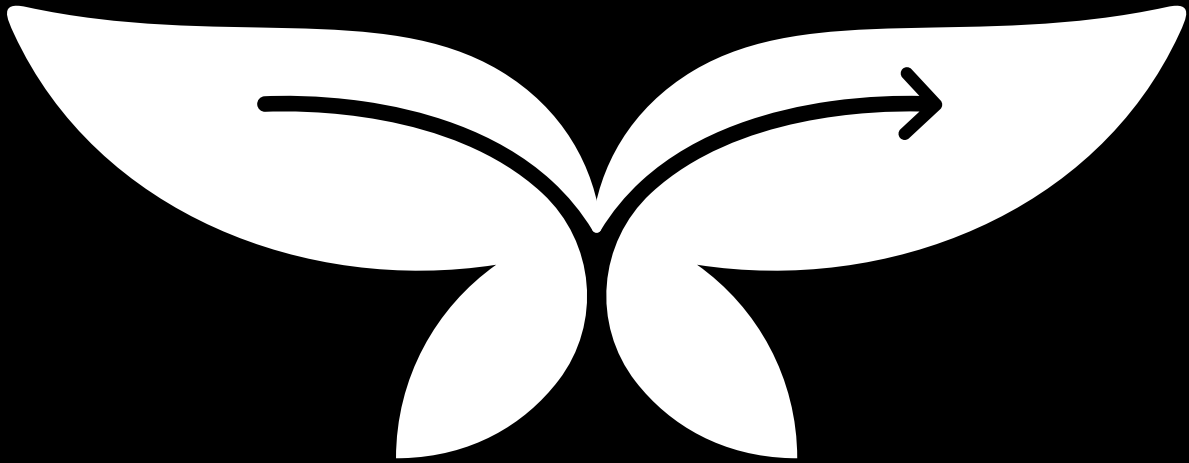
WHITE

The white version of the logo is strictly intended for use on dark backgrounds —only in cases where the full-color or framed versions cannot be applied.

It is considered an exceptional solution and, like the black version, should be used only when no other option is viable.

LOGO + TAGLINE

INSPIRATION

Positioned beneath the logo, the tagline "Moving Sustainably" captures the essence of Çelebi's sustainability vision in a clear and powerful way.

While referencing the brand's field of operation, it also conveys a deeper message: that every move is guided by principles of responsibility, progress, and environmental awareness.

The tagline is set in a typeface from the Anek Latin font family—part of Çelebi's core brand identity—ensuring visual consistency across applications.

MOVING
SUSTAINABLY

LOGO + TAGLINE

GRID SYSTEM & SAFE ZONE

The logo and tagline are built on a custom grid system designed to ensure visual harmony and consistent alignment across all applications. This grid defines the proportions and spatial relationships between the logo and the tagline, supporting a balanced and scalable composition across various formats and sizes.

When the logo is used with the tagline, the safe zone is reduced to one-third of the logo's height. This ensures balanced spacing while maintaining legibility and visual clarity in more compact compositions. As always, this area must remain free of any text, imagery, or graphic elements.

MOVING SUSTAINABLY

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**MOVING
SUSTAINABLY**

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MOVING SUSTAINABLY

USAGE WITH ÇELEBİ

To ensure consistency with Çelebi's core brand system, the sustainability logo has been designed to align seamlessly with the Çelebi corporate logo.

USAGE WITH ÇELEBİ GRID SYSTEM

This combined usage follows the grid and alignment principles defined in Çelebi's master brand guidelines, ensuring proportional balance and unified visual structure. The configuration shown here should be used in all dual-branded applications, without modification.
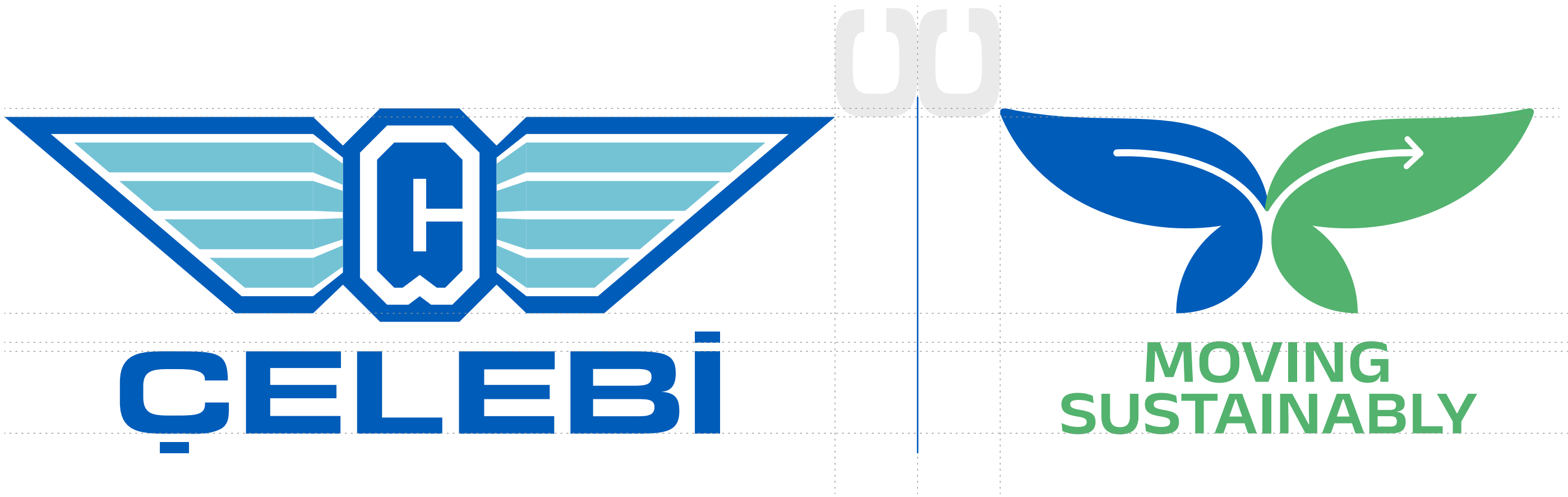
ÇELEBİ

MOVING SUSTAINABLY

ON COLORED BACKGROUNDS

To maintain legibility and preserve the intended color transition from blue to green, the logo must be used with an outer white outline when placed on colored backgrounds.

MOVING
SUSTAINABLY

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MOVING SUSTAINABLY

ON COLORED BACKGROUNDS
GRID SYSTEM & SAFE ZONE

The grid ensures proportional consistency and precise alignment, while the safe zone—visually defined here—indicates the minimum clear space required around the logo to maintain legibility and clarity. Unlike other configurations, this safe zone is not defined by a proportional unit but is instead visually fixed within the layout. This spacing must be used exactly as provided and should not be altered under any circumstances.

**MOVING
SUSTAINABLY**

LOGO + TAGLINE

ON PHOTOGRAPH

When using the logo on photographs, its visibility against the image must be carefully evaluated. If the photo provides sufficient contrast and doesn't visually overpower the logo, the version without the white frame may be used. However, if the logo tends to blend into the background, always use the version with the white outline to ensure clarity and legibility.

ON PHOTOGRAPH MISUSAGE

When using the logo on photographs, its visibility against the image must be carefully evaluated. If the photo provides sufficient contrast and doesn't visually overpower the logo, the version without the white frame may be used. However, if the logo tends to blend into the background, always use the version with the white outline to ensure clarity and legibility.

MISUSE

To ensure consistency and protect brand integrity, the logo must never be altered or misused. Avoid the following under all circumstances:

- Do not stretch, compress, or distort the logo in any way.

- Do not rearrange or modify the logo's composition.

- Do not apply any colors outside the approved green and blue palette.

- Do not add effects, outlines, or elements that interfere with the original form.

- Do not modify, reposition, or replace the tagline.

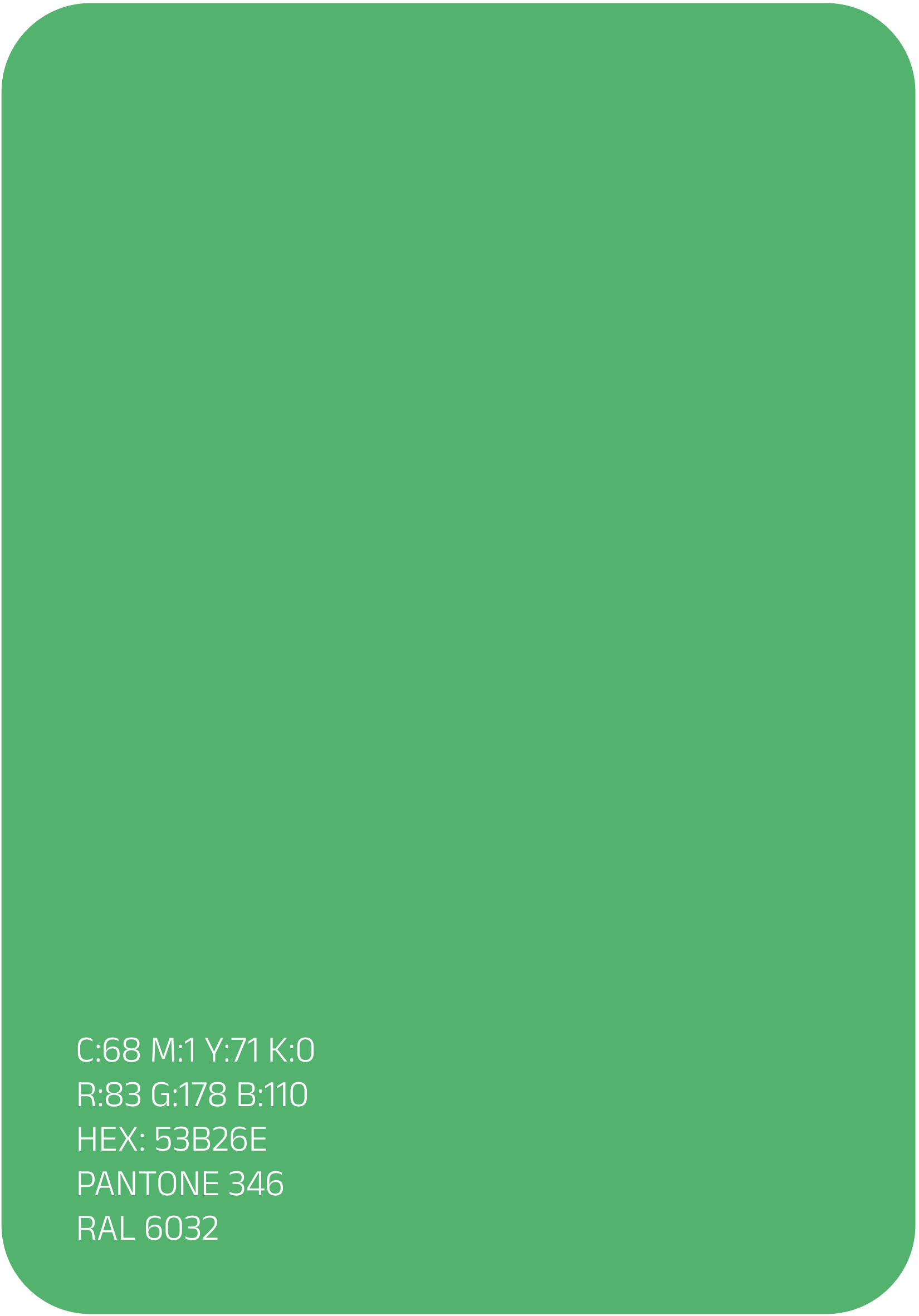Always use the approved logo files exactly as provided.
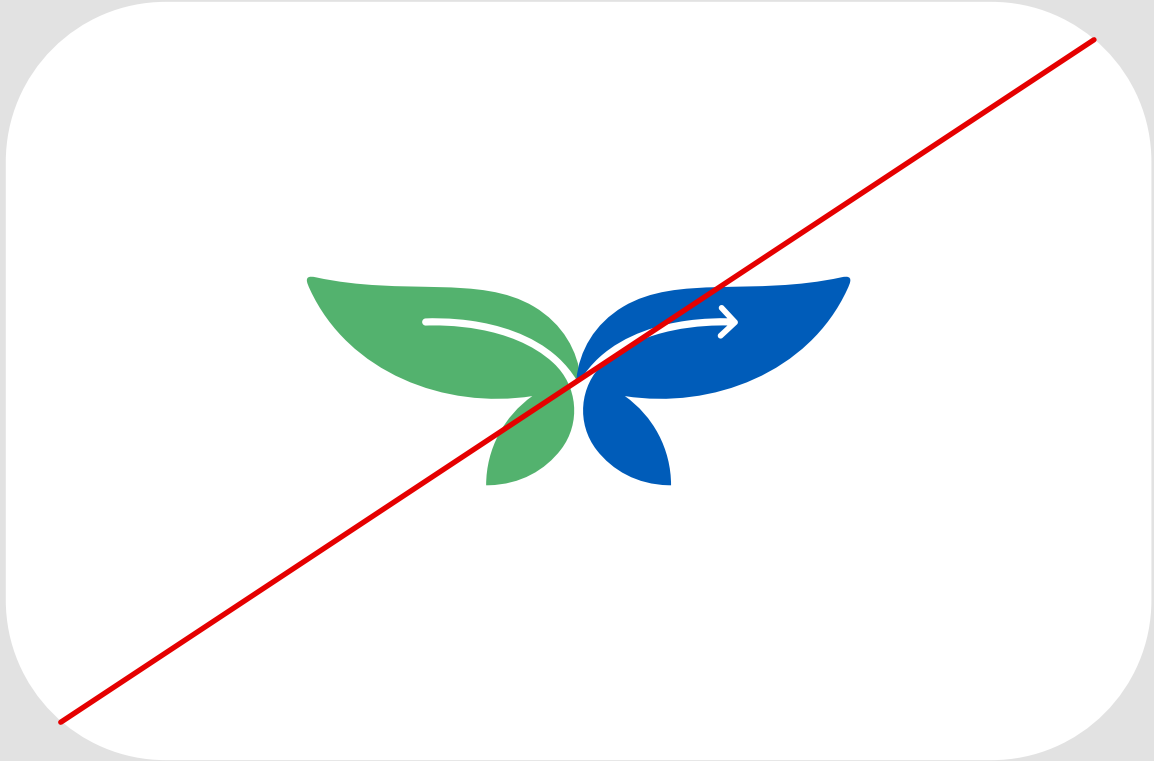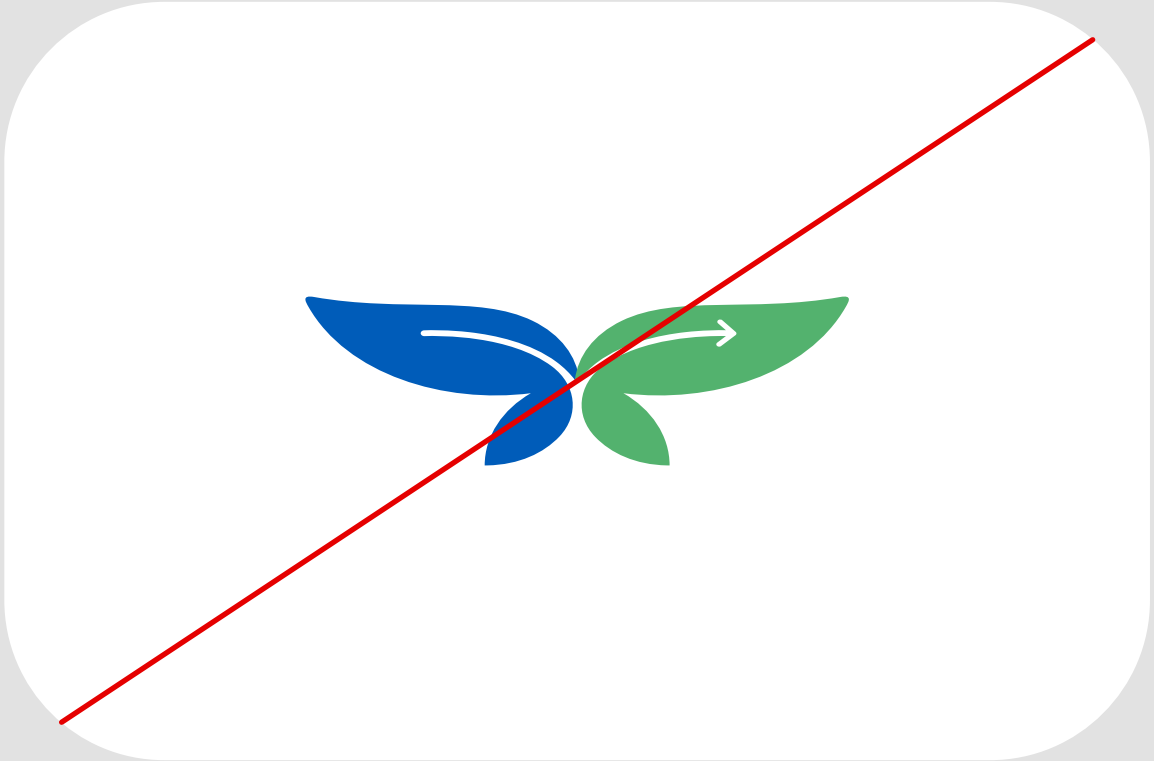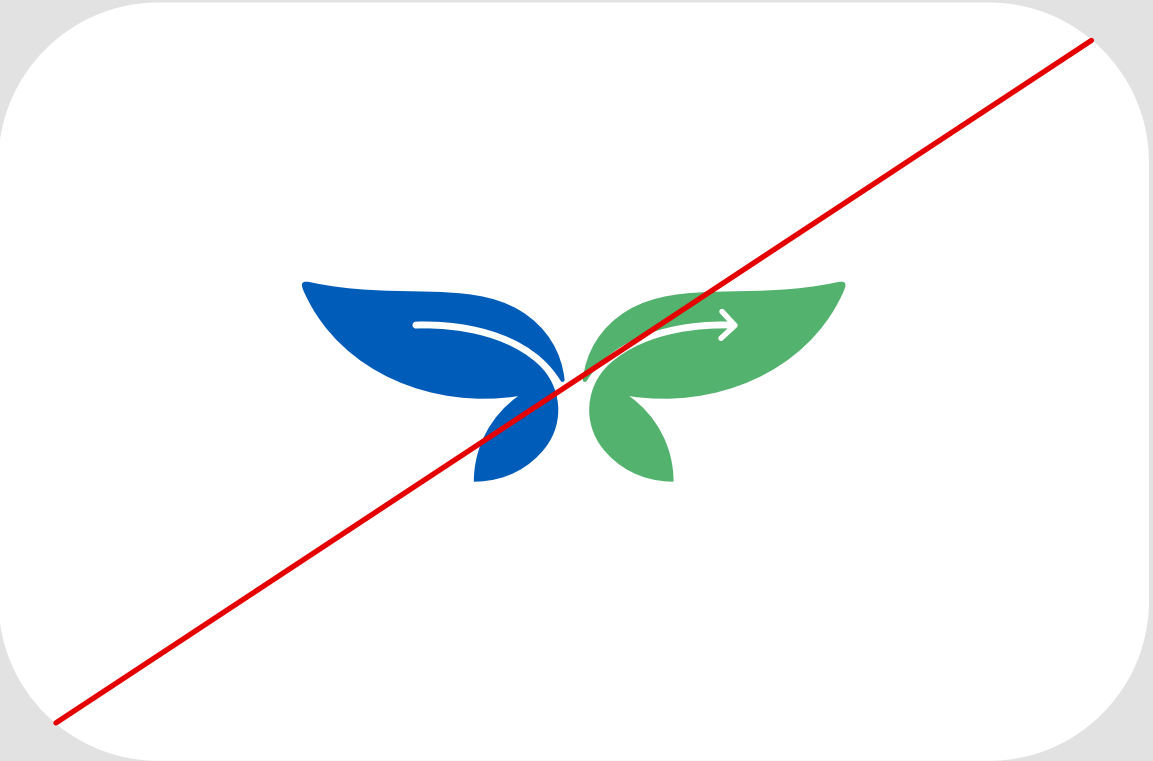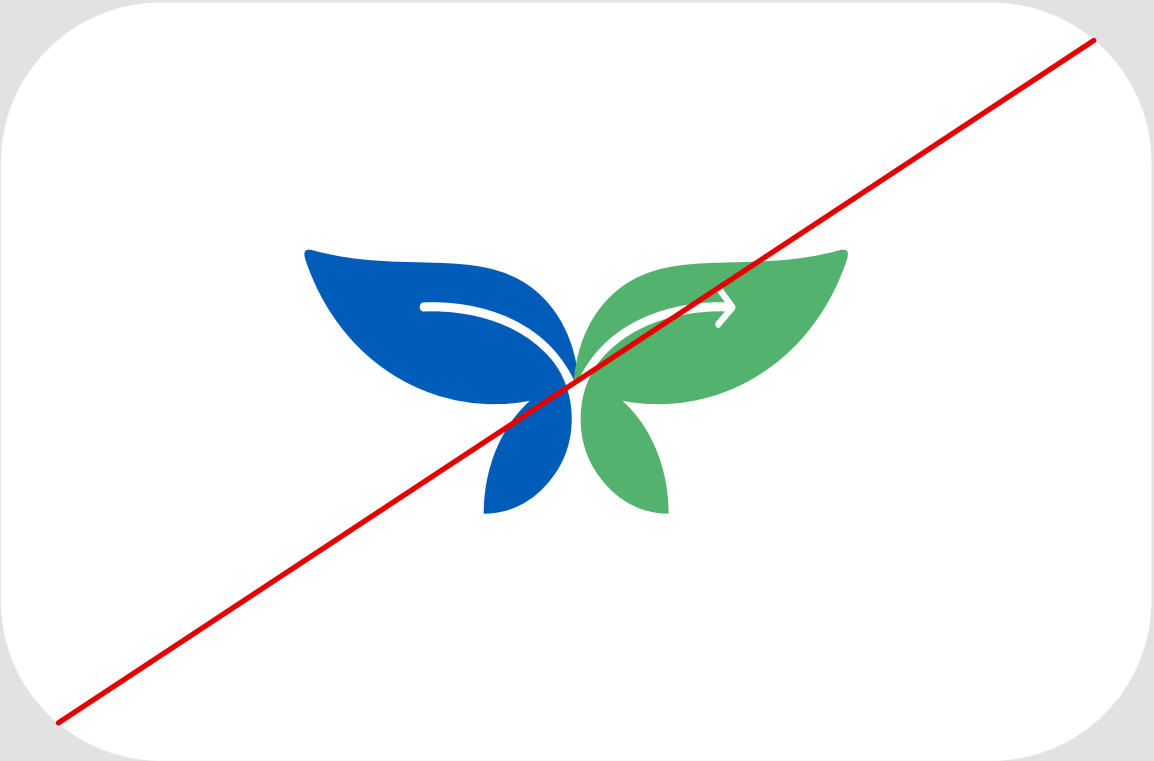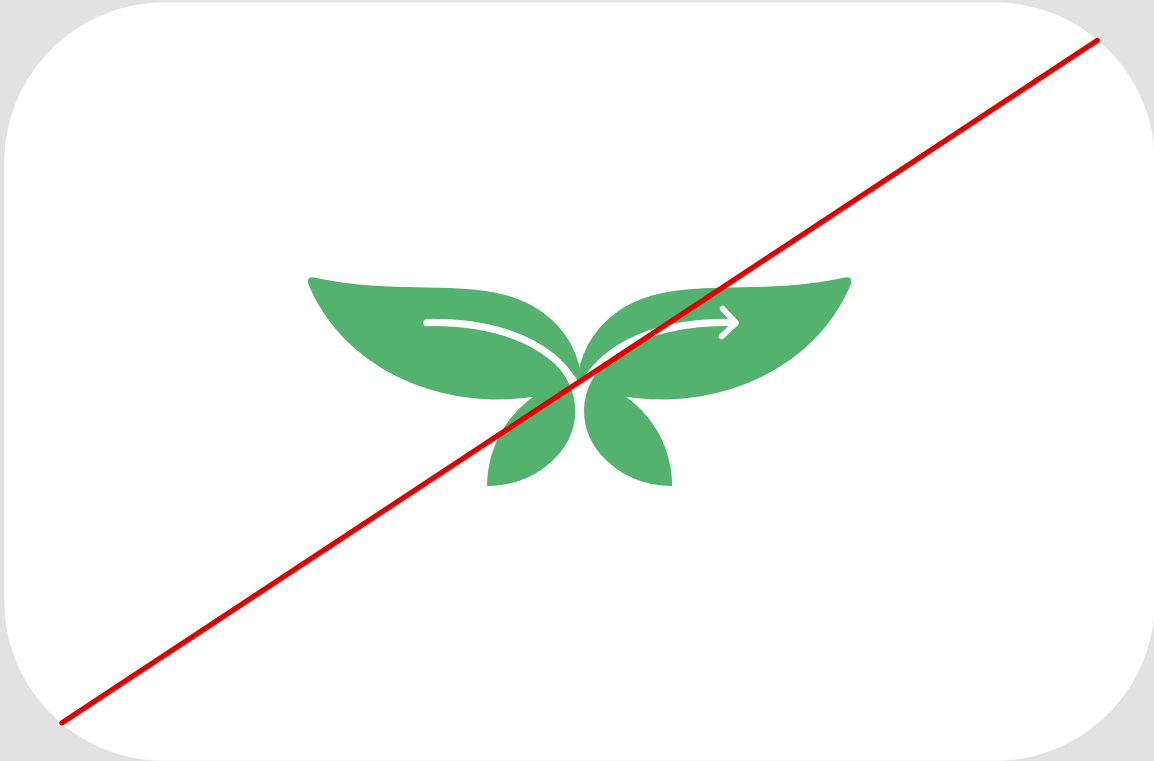
COLOR PALETTE

BLUE & GREEN

The primary blue is taken from Çelebi's core identity. The green introduces a natural transition that reinforces the sustainability narrative.

Always use the exact color values shown. No alterations are allowed.

C:100 M:44 Y:0 K:0
R:0 G:92 B:185
HEX: 005CB9
PANTONE 300
RAL 5005

C:68 M:1 Y:71 K:0
R:83 G:178 B:110
HEX: 53B26E
PANTONE 346
RAL 6032

T-SHIRT

These examples demonstrate applications of the sustainability logo across various branded materials.

APPLICATION EXAMPLES

TOTE BAG

These examples demonstrate applications of the sustainability logo across various branded materials.

FRONT SIDE

BACK SIDE

STICKER

These examples demonstrate applications of the sustainability logo across various branded materials.

ENAMEL PIN

These examples demonstrate applications of the sustainability logo across various branded materials.