



CORPORATE IDENTITY GUIDELINES

Introduction to Identity Program

Dear Colleagues,

At Çelebi Aviation, our journey has been shaped by a commitment to excellence, innovation, and continuous growth. Over the years, we have expanded our global presence and strengthened our reputation as a leader in aviation services. This success is deeply rooted in the strength of our brand and the trust we've earned across diverse markets.

As we continue to evolve in this dynamic industry, it is essential that our corporate identity reflects both our heritage and our future ambitions. To support this vision, we have embarked on an exciting project to refresh our corporate identity, ensuring that it remains a strong symbol of Çelebi's values, mission, and the quality we deliver every day.

A key element of this transformation is the modernization of our logo. While the iconic Çelebi wings, a hallmark of our identity, will be retained, the script has been refined with a more contemporary font. This balance between tradition and innovation ensures that we honor our heritage while signaling our forward-looking vision. The new logo will be a focal point in reinforcing our brand's strength, both internally and externally, as we continue to set new benchmarks in aviation services.

Additionally, with the increasing importance of digital platforms in today's modern world, we have also introduced guidelines for the consistent and impactful use of the Çelebi brand in digital spaces. From online marketing to social media, our refreshed identity will ensure that Çelebi remains easily recognizable and trusted, wherever our clients and partners encounter us.

The revised Corporate Identity Guide that you are about to explore has been crafted with the expertise of renowned designer Serdar Benli and his team. It outlines the updated guidelines for the use of our logo and visual elements, ensuring a cohesive and impactful representation of our brand across all touchpoints. Our goal is to strengthen Çelebi's identity, making sure it continues to communicate the excellence and reliability our clients, partners, and employees expect from us.

I encourage each of you to familiarize yourself with the new guidelines and apply them consistently in your work. This will not only enhance the clarity and recognition of our brand but also contribute to the continued success of Çelebi as we grow together.

Please reach out to our Corporate Communications team if you have any questions or require further guidance on the application of these standards. Your feedback and engagement are invaluable as we embark on this new chapter for our company.

Thank you for your dedication and commitment.

Best regards,


DORNER

Group CEO, Çelebi Aviation

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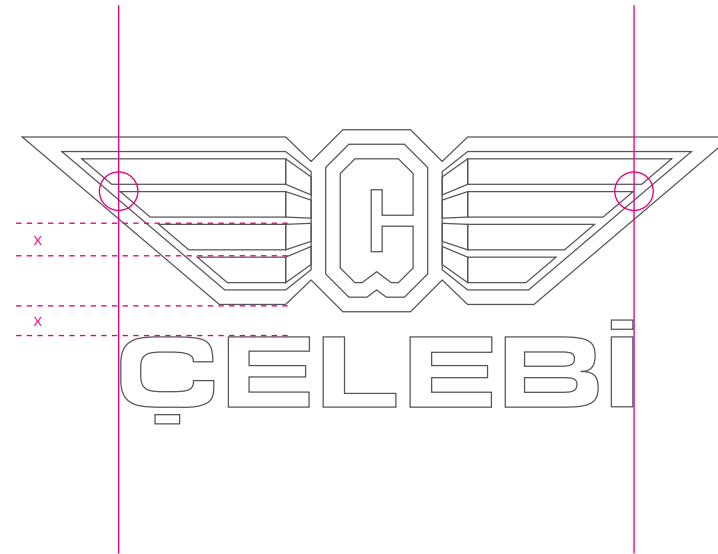
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Basic Principles

1 Logo Proportion and Placement

The placement of the Çelebi logo, consisting of the winged [Ç] symbol, the ÇELEBİ text and the ratio of the two elements to each other are shown on the side.



2

Logo Colorful

Colored version of the logo is shown on the side.



3 Logo B/W

B/W version of the logo are shown on the side.



4 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	C 52	C 63
M 44	M 5	M 51
Y 0	Y 14	Y 45
K 0	K 0	K 40

RGB Values

R 0	R 0	R 84
G 92	G 163	G 86
B 185	B 197	B 90

RAL Values

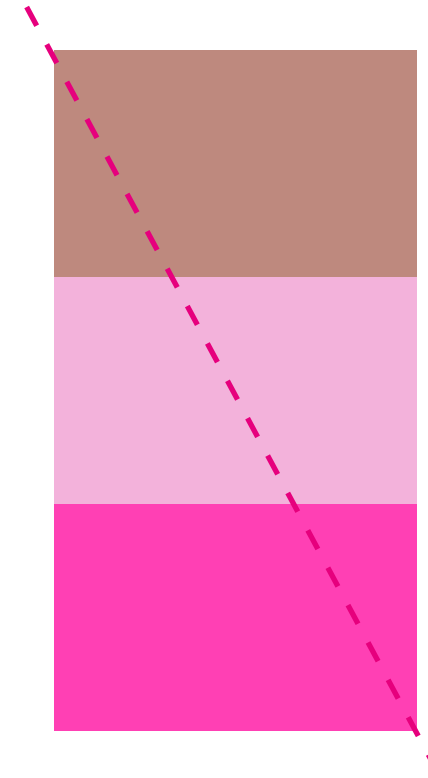
RAL 5005	RAL 6027	RAL 7015
----------	----------	----------

HEX Values

005db9	00a3c5	54565b
--------	--------	--------

5 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.

6 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 14 mm.



14 mm

7 Logo Usage Standards

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



Silver



8 Logo Using on Photography

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



9

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.



10

Logo Using with Band

Proportional values for the use of the logo with the band shown on the side.



11

Logo Using with Slogan

Proportional values for the use of the logo with slogan shown on the side.

Slogan text font;
Sabancı Eurostile Bold Extended



12

Logo Using with Company Names

Proportional values for the use of the logo with company names shown on the side.

Company names text font;
Sabanc Eurostile Bold Extended



13

Logo Using with 65th Anniversary Logo

Proportional values for the use of the logo with company names shown on the side.

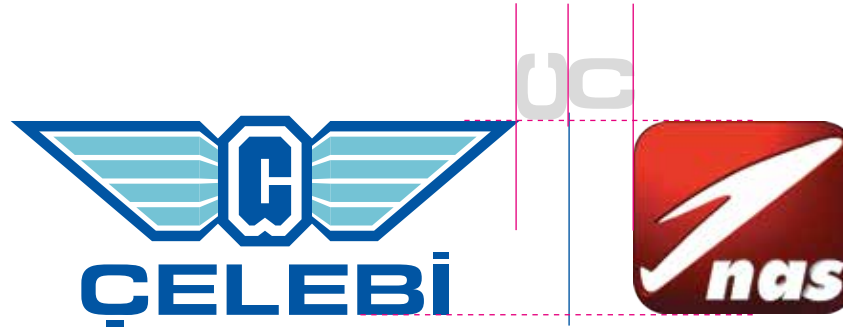
Company names text font;
Sabancı Eurostile Bold Extended



14

Logo Using with Collaborating Institution Logos

The placement and alignment of the logo when used with the collaborating institution logos is shown on the side.



15 Corporate Font 1

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 decidit, inter perfectos veteresque referri debet an inter vilis atque novos? **Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperit 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 \$%@

16 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 decidit, 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
ABCDEFGHIĠHIJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Anek Latin Semi Expand Extra Light
ABCDEFGHIĠHIJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Anek Latin Semi Expand Light
ABCDEFGHIĠHIJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Anek Latin Semi Expand Regular
ABCDEFGHIĠHIJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Anek Latin Semi Expand Medium
ABCDEFGHIĠHIJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Anek Latin Semi Expand Semi Bold
ABCDEFGHIĠHIJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Anek Latin Semi Expand Bold
ABCDEFGHIĠHIJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Anek Latin Semi Expand Extra Bold
ABCDEFGHIĠHIJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

17 Correspondence Font

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 decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, “Est vetus atque probus, centum qui perficit annos.” Quid, qui deperit minor uno.*

Arial

ABCDEFGHIĜHIĬJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Arial Bold

ABCDEFGHIĜHIĬJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Arial Italic

ABCDEFGHIĜHIĬJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Arial Bold Italic

ABCDEFGHIĜHIĬJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Corporate Documents

18

Orthographic Rules

Spelling rules are as important and decisive as visual rules in corporate identity. For this reason, it is necessary to follow the rules given with examples below meticulously.

- 1) Do not abbreviate words like street or neighborhood.

Correct
Yamanevler Mahallesi No: 5/23

Incorrect
Yamanevler Mah. No: 5/23

- 2) Addresses must be written as follows: name of neighborhood - postal code - city name.

Correct
.....Ümraniye 34768 İstanbul

Incorrect
.....34768 Ümraniye İstanbul

- 3) Addresses written in English should end with a comma and the name of the country. Do not use lines, dashes, apostrophes, or hyphens.

Correct
.....Ümraniye 34768 İstanbul, Türkiye

Incorrect
.....34768 Ümraniye İstanbul-Turkey

- 4) When abbreviating phone numbers, use T to telephone and M for mobile. Numbers must begin with a zero and the area code as follows. Direct lines must be followed by the word Direct.

Correct
T: 0212 123 45 67
T: 0212 123 45 67 Direkt
M: 0532 456 78 90

Incorrect
Tel: (0212) 123 45 67
Cep: (0532) 456 78 90

- 5) For materials printed in English, use the abbreviation P for telephone, M for mobile followed by +90, area code, and number.

Correct
P : +90 212 123 45 67
M: +90 532 123 45 67

Incorrect
Phone: +90-212 123 45 67
Mobile:+90-532 123 45 67

- 6) In Turkish-English business cards, use the abbreviation T for telephone and M for mobile phone followed by +90, area code, and number.

Correct
T: +90 212 123 45 67
M: +90 532 456 78 90

Incorrect
Phone: +90-212 123 45 67
Mobile:+90-532 123 45 67

- 7) Separate extension numbers with a slash (/). Do not use punctuation.

Correct
T: 0212 123 45 67 / 2345

Incorrect
T: 0212 123 45 67 - 4567

- 8) Do not use "e-posta" or "e-mail" with email addresses and "web" with website URLs."

Correct
a.soyad@celebiavition.com
celebiavition.com

Incorrect
e-posta :ad.soyad@celebiavition.com
web: www.celebiavition.com

19 Letterhead

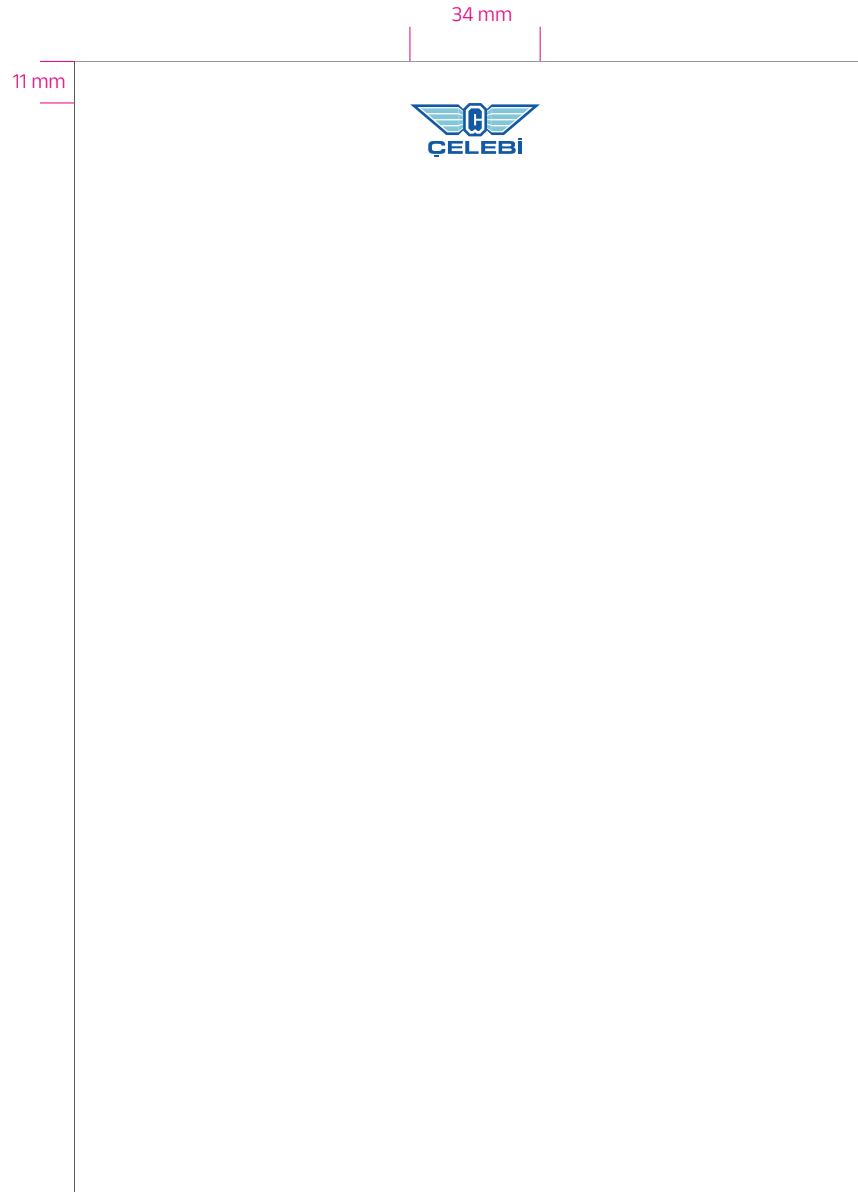
Size: 210 mm x 297 mm
Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Regular/Light, 8 pt.
Paper: Offset Paper 90 gr.



20

Continuation Paper

Size: 210 mm x 297 mm
Colour: Pantone 300, Pantone 630
Paper: Offset Paper 90 gr.



21

Letter Standards: Dimension and Layout

Size: 210 mm x 297 mm
Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Regular/Light, 8 pt.
Body Copy: Arial Regular, 12 pt.
Paper: Offset Paper 90 gr.

20 mm

30 mm

70 mm



Tarih,

Sayın Ad Soyad
Şirket Adı
Abcdefg Caddesi No: 123
Semt 01234 Şehir

Hitap,

Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroget annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?

Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperit minor unsus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravito mense vel anno, inter quos referendus erit? Veteresne poet qui vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanst alti, dicitur Afrani toga ore. Naevius in manibus non eia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanst alti, dicitur Afrani toga ore. Naevius in manibus st et mentibus haeret paene recens? Adeo sanst alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi, vincere Caecilius gravitate, Terentius arte.

Saygılarımla.



Ad Soyad
Unvan

Çelebi Havacılık Holding A.Ş.
Yamanevler Mahallesi, Siteyolu Caddesi, Anel İş Merkezi No: 5/23 K: 9 Ümraniye 34768 İstanbul, Türkiye
Alemdağ V.D. 234 004 9591 Ticaret Sicil No: 334200
T: +90 216 666 66 00
celebiaviation.com

22 Envelope

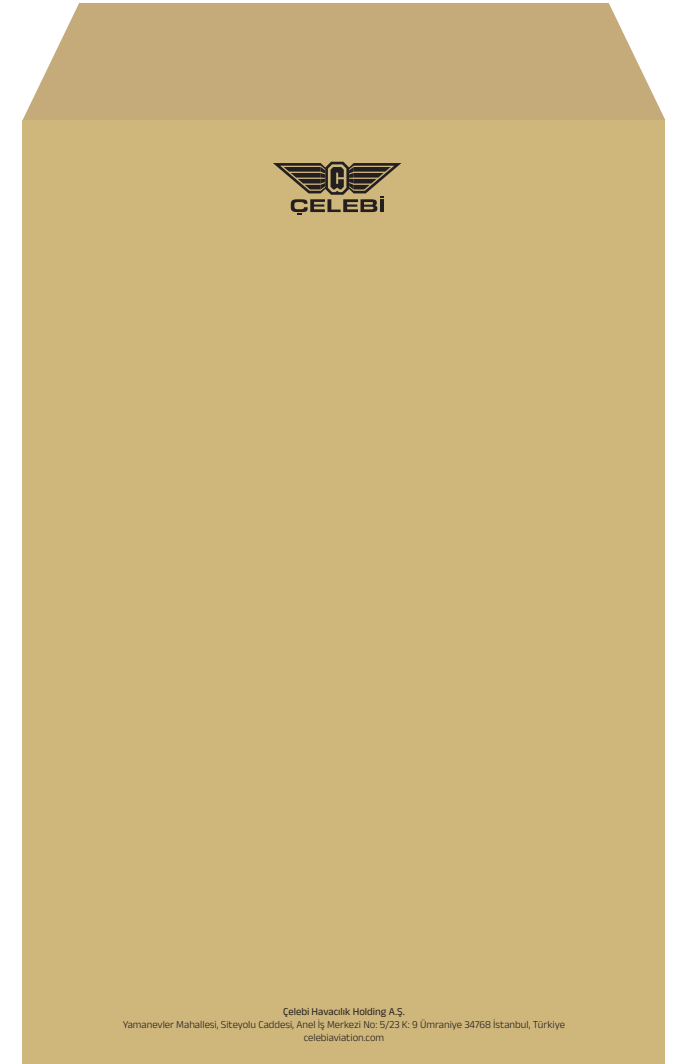
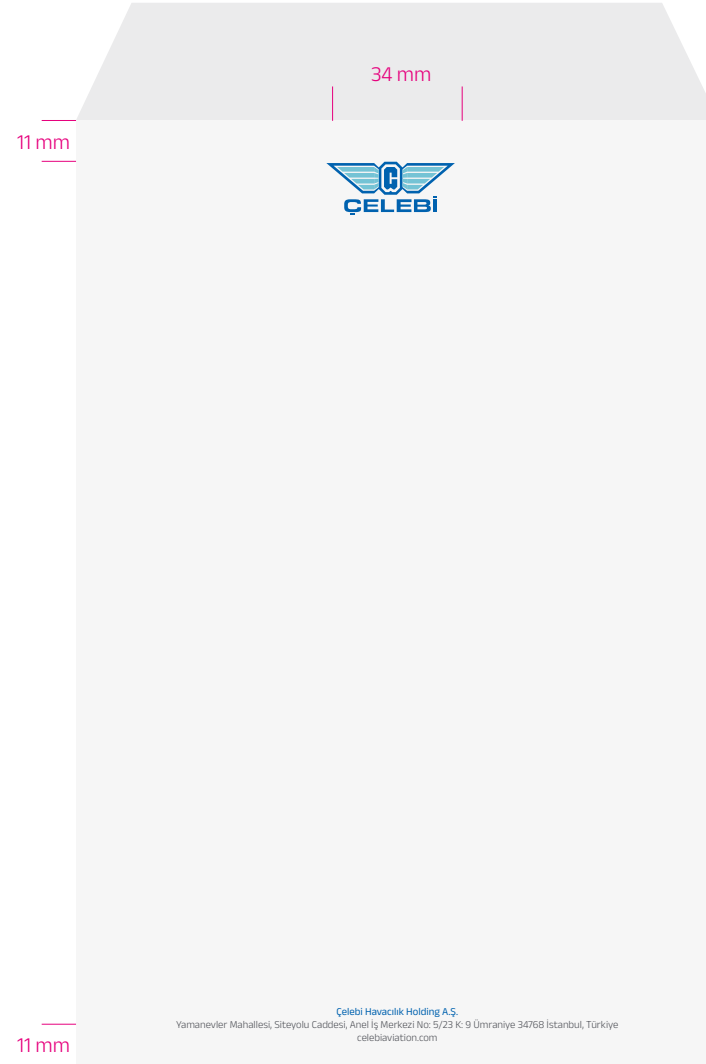
Size: 240 mm x 105 mm
Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Regular/Light, 8 pt.
Paper: Offset Paper 110 gr.



Companies will write
their titles and addresses
in this area, following
the specified font
specifications.

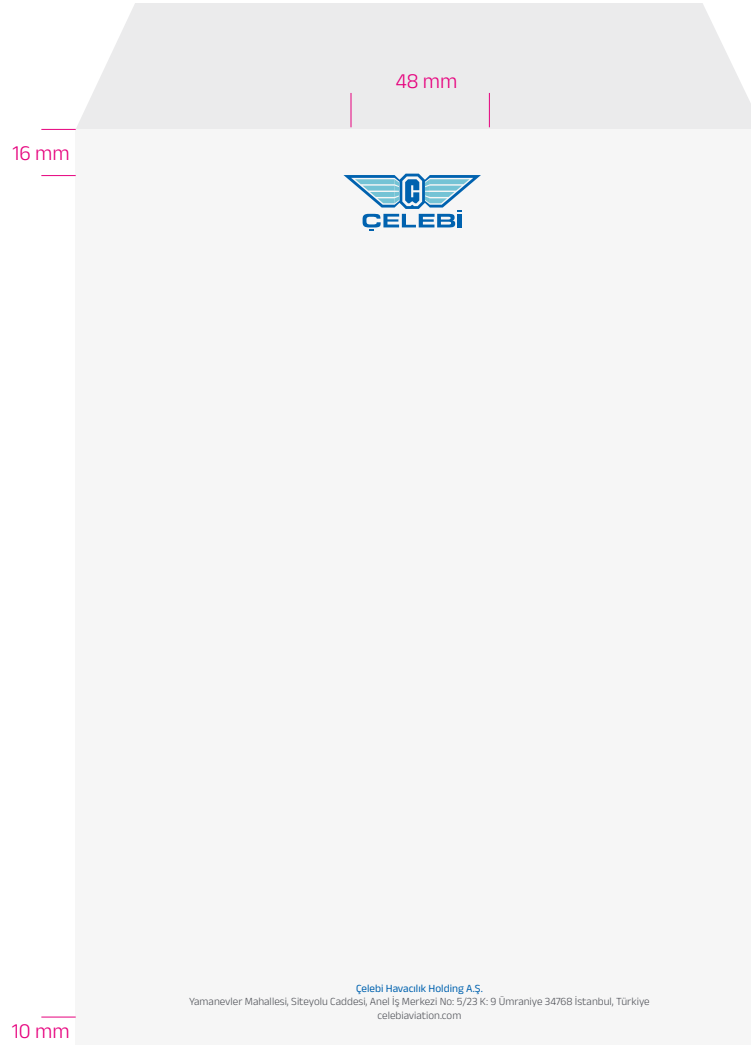
23 A5 Envelope

Size: 250 mm x 175 mm
Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Regular/Light, 8 pt.
Paper: Offset Paper 110 gr.



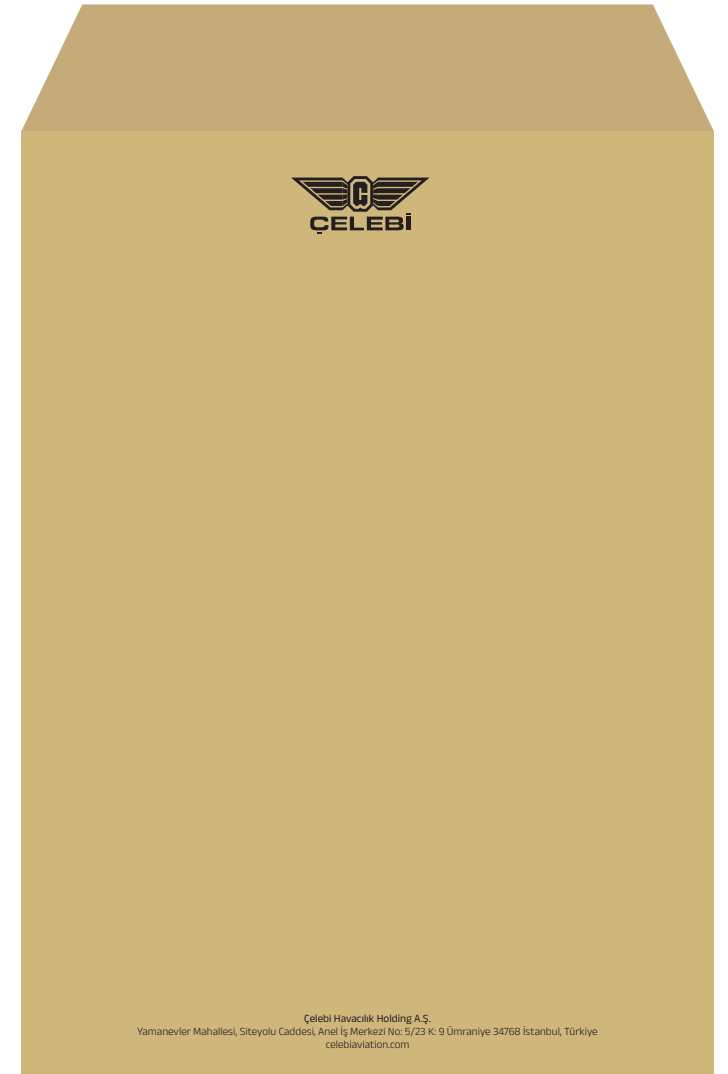
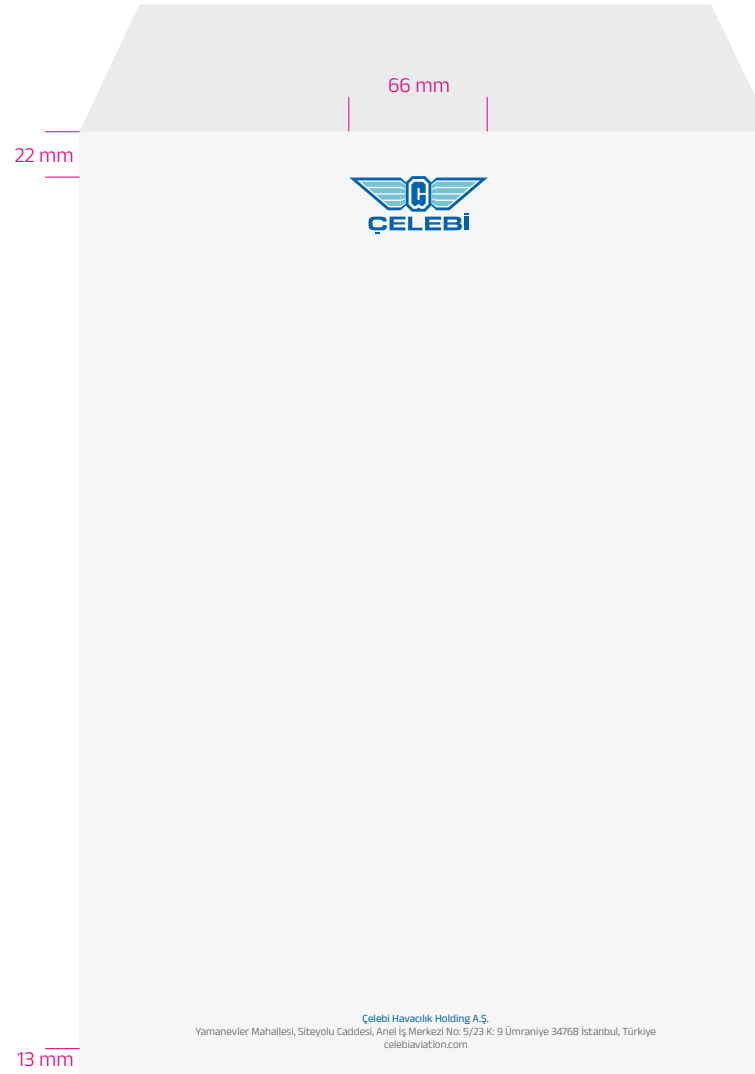
24 A4 Envelope

Size: 320 mm x 240 mm
Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Regular/Light, 11 pt.
Paper: Offset Paper 110 gr.



25 A3 Envelope

Size: 450 mm x 330 mm
Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Regular/Light, 15 pt.
Paper: Offset Paper 110 gr.

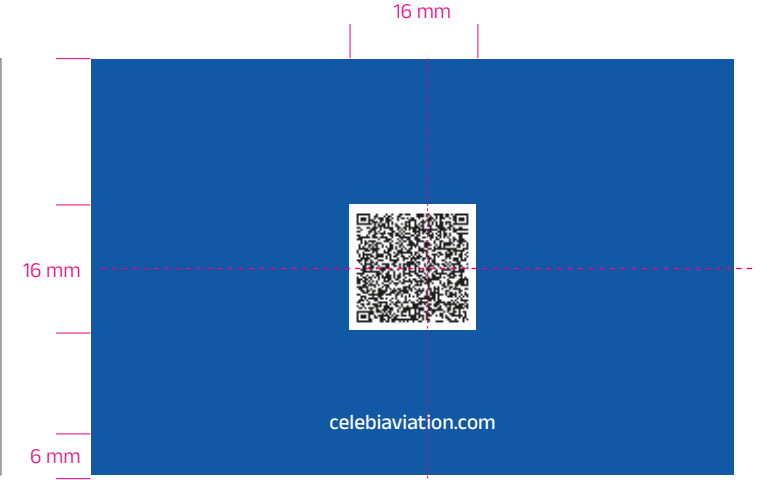


26 Business Card

Size: 85 mm x 55 mm
Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Bold/Medium/Regular/Light, 9-7.5 pt.



Companies will write their titles and addresses in this area, following the specified font specifications.



Turkish/English business card option for Turkey if needed

Business card with two phones.

27

Email Signature

Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Bold/Regular/Light, 9-7.5 pt.



Çelebi Havacılık Holding A.Ş.

celebiaviation.com



Lorem Ipsum

Title

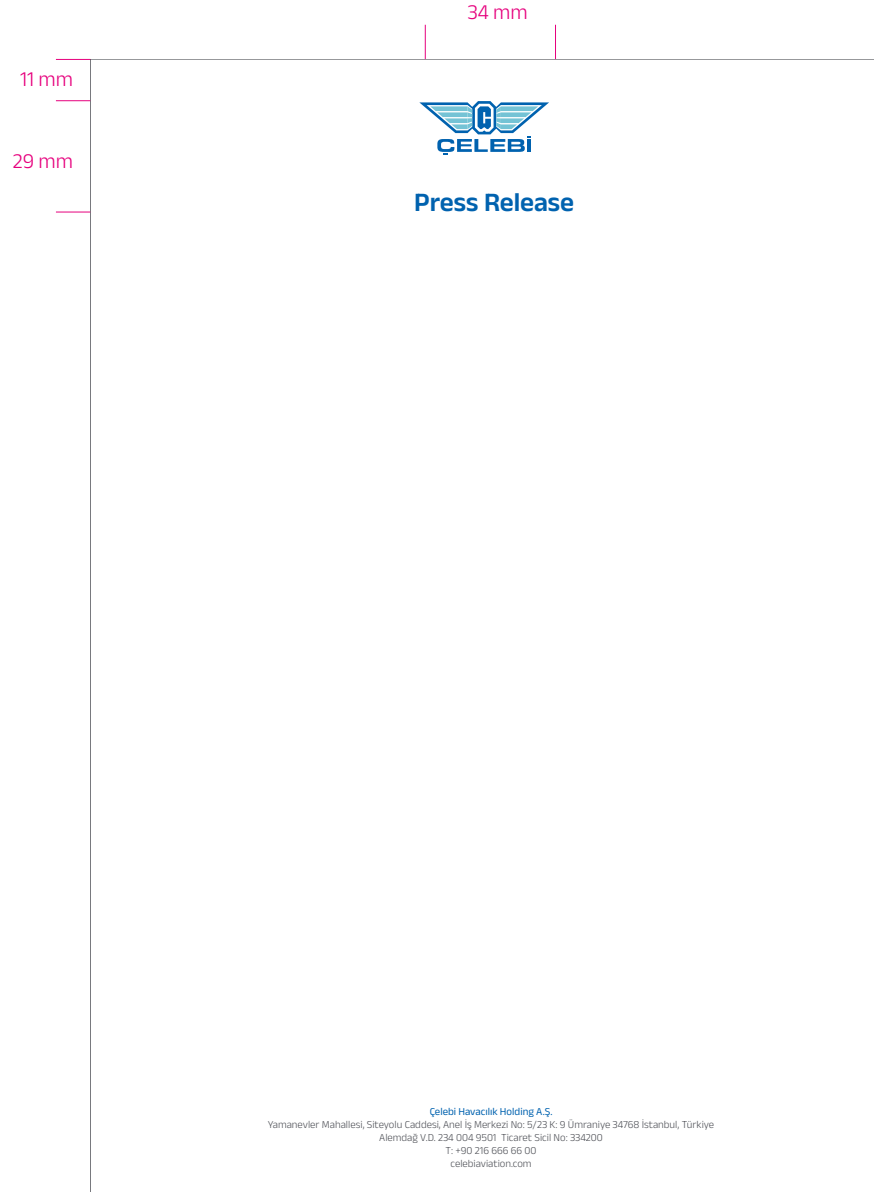
T : +90 216 666 66 00

M : +90 532 123 45 67

28

Press Release

Size: 210 mm x 297 mm
Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Semibold/Regular/Light, 20-8 pt.
Paper: Offset Paper 90 gr.



29 Delivery Note

Size: 210 mm x 297 mm
Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Semibold/Regular/Light, 20 - 8 pt.

34 mm

11 mm

29 mm



Sevk irsaliyesi Waybill

Sirket Ismi
Company Name

Müşteri V.D
Müşteri Hesap No

İl Kodu : 34

Seri Sıra No

Tarih
Date

İrsaliye Tarihi
Waybill Date

İrsaliye No
Waybill No

Açıklama Description	Miktar Amount	Birim Fiyatı Unit Price	Toplam Tutar Total

Teslim Eden

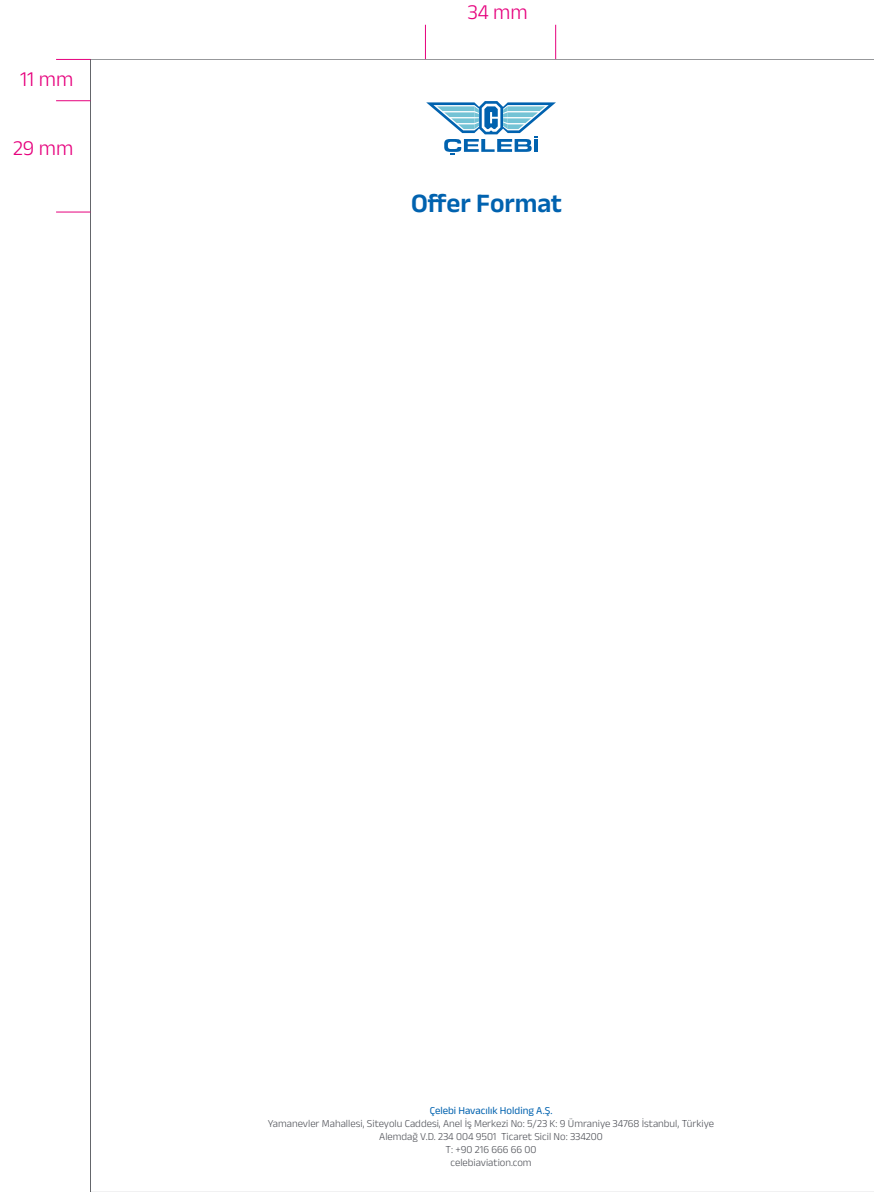
Teslim Alan

Banka Bilgileri

Çelebi Havacılık Holding A.Ş.
Yamanevler Mahallesi, Siteyolu Caddesi, Anel İş Merkezi No: 5/23 K: 9 Ümraniye 34768 İstanbul, Türkiye
Alemdağ V.D. 234 004 9501 Ticaret Sicil No: 334200
T: +90 216 666 66 00
celebiaviation.com

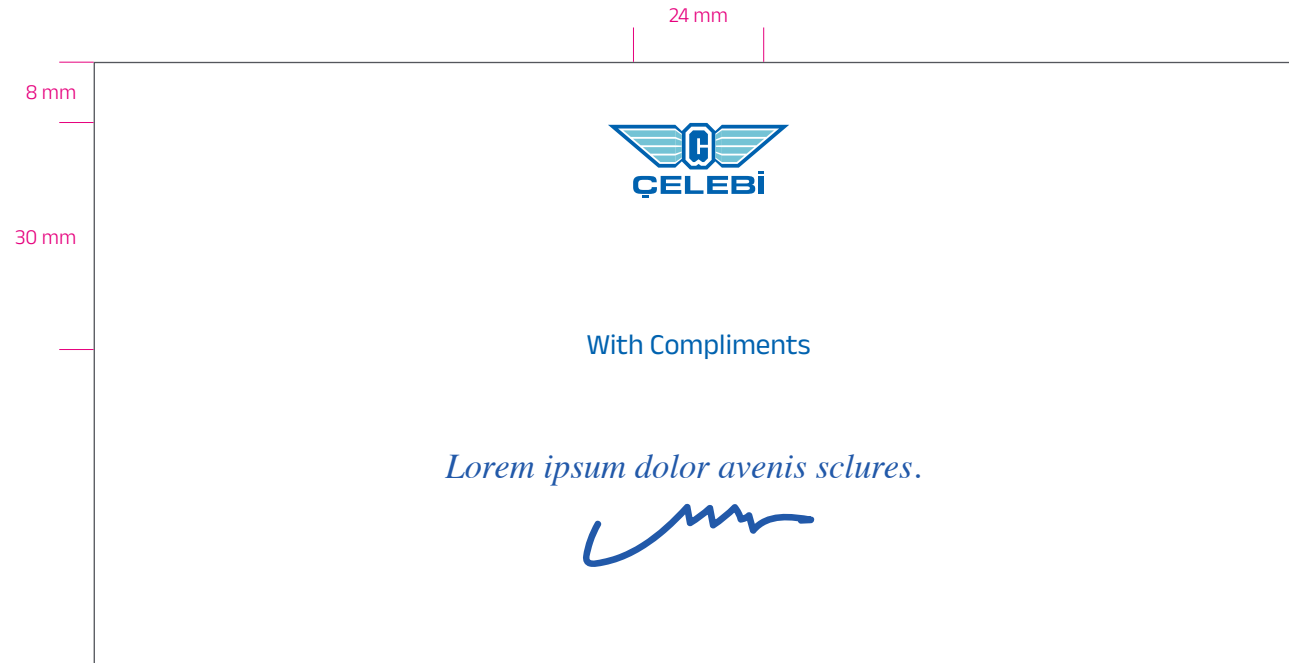
30 Offer Format

Size: 210 mm x 297 mm
Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Semibold/Regular/Light, 20-8 pt.
Paper: Offset Paper 90 gr.



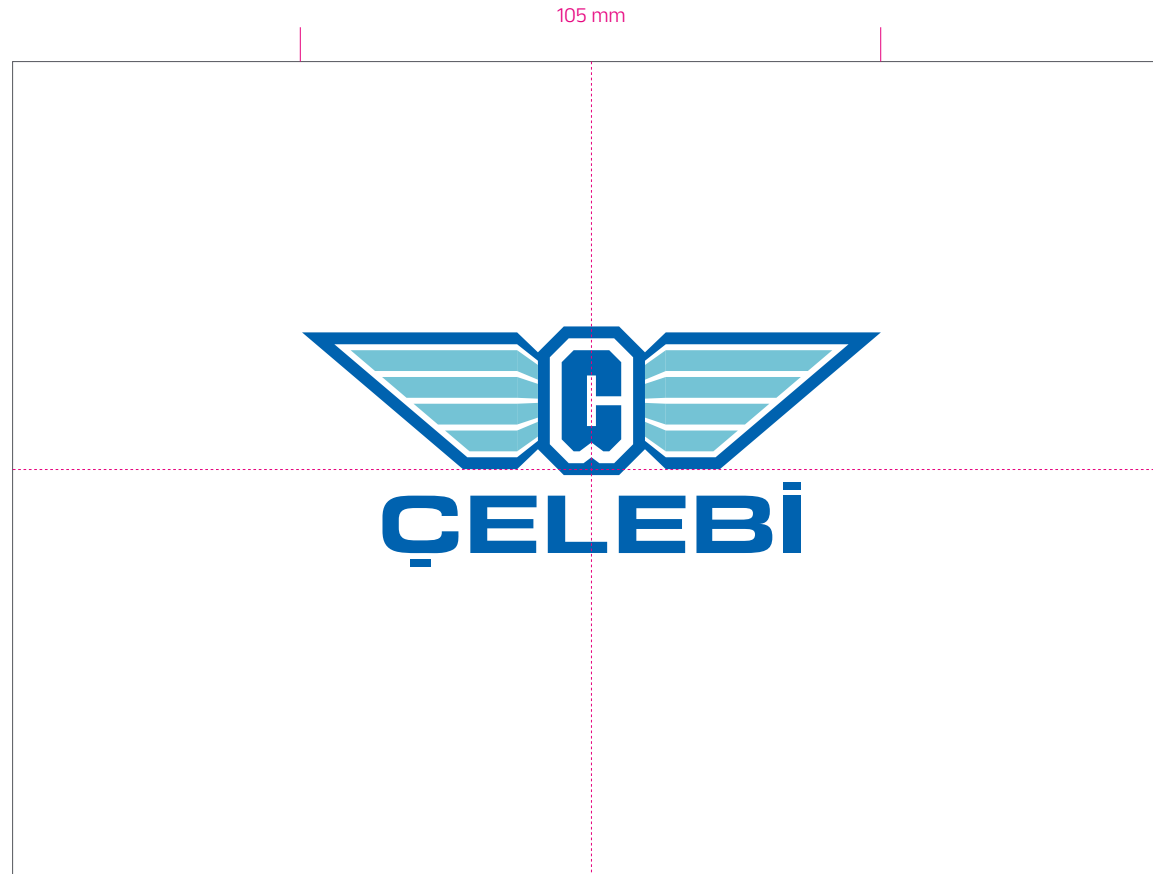
31 Compliments Card

Size: 160 mm x 80 mm
Colour: Pantone 300, Pantone 630
Font: Anek Latin Regular, 11 pt.
Paper: Offset Paper 110 gr.



32 Speaker Card

Size: 210 mm x 148 mm
Colour: Pantone 300, Pantone 630
Font: Anek Latin Regular, 11 pt.
Paper: Offset Paper 110 gr.




33 Form Standards

Size: 210 mm x 297 mm
Colour: Pantone 300, Pantone 630,
Pantone Cool Gray 11
Font: Anek Latin Regular/Light, 18-15-10 pt.
Paper: Offset Paper 90 gr.

11 mm

34 mm



FORMUN ADI

Lorem

Ipsom

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat.

Si mellora	Echartis pretium		
Aut vina	Quotus arroget		
Epoemata	Tannus		
Kreddit	Scriptor abhinc		
Scriptor abhinc	Acceptor	Chartis	Veteresne

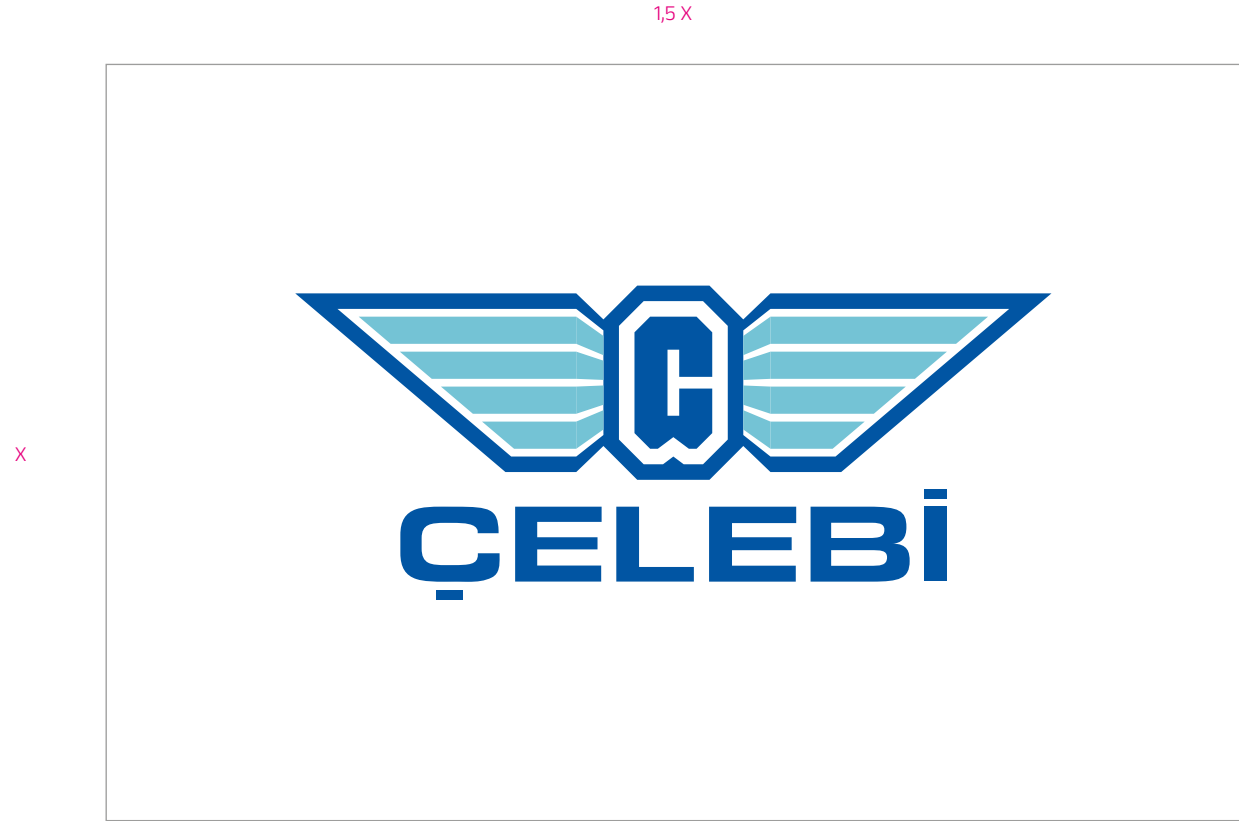
2 pt

0,5 pt

Outdoor/Indoor

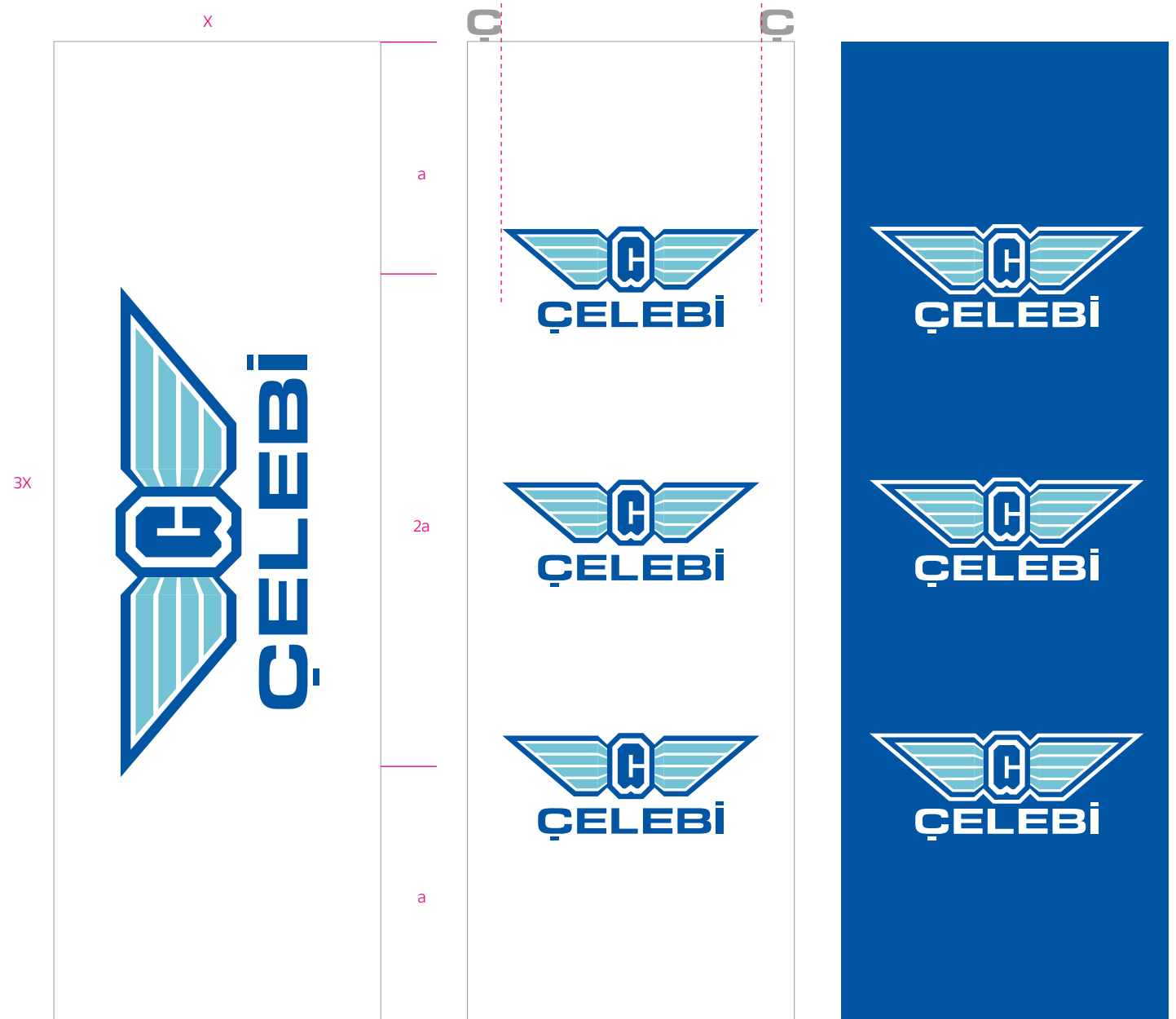
34 Flag

The flag design and aspect ratio are shown on the side.



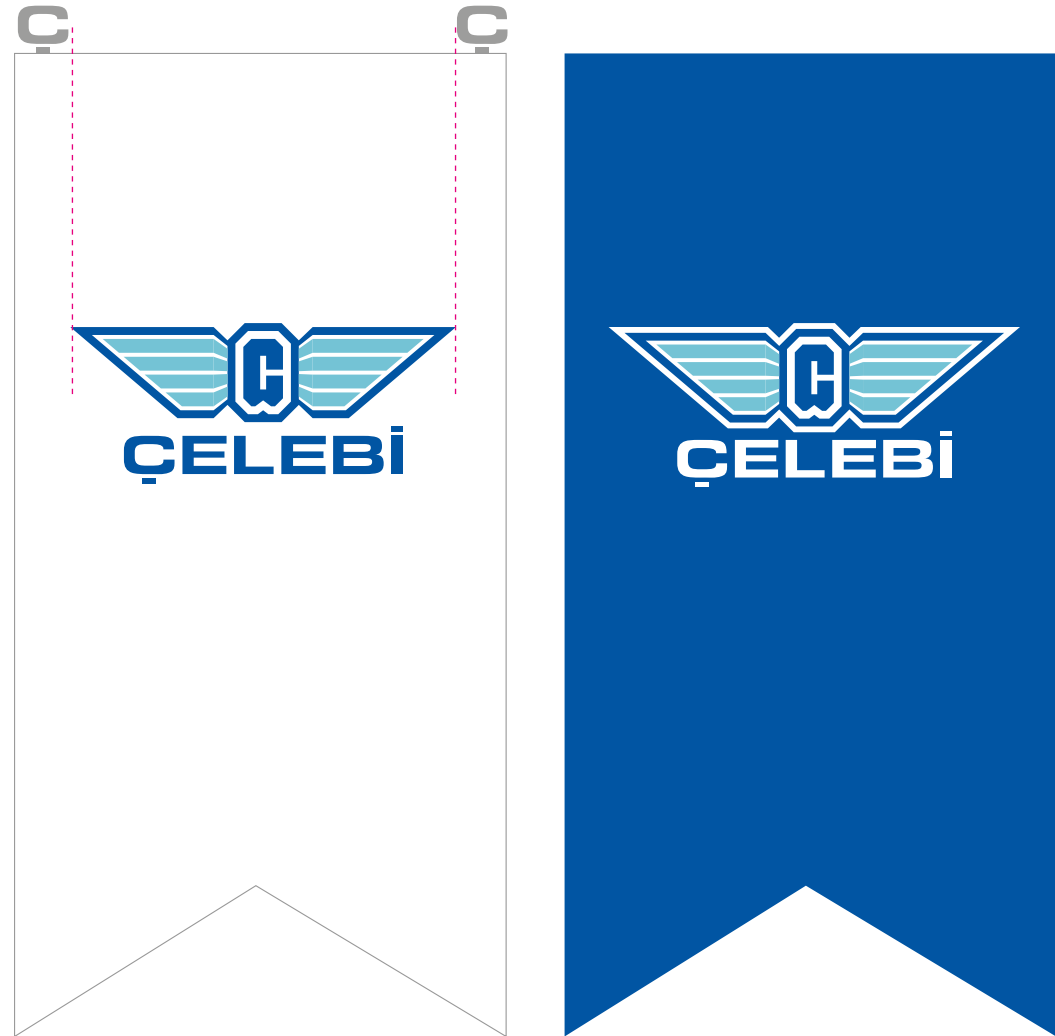
35 Banner

Banner design options and aspect ratio are shown on the side.



36 Swallowtail Flag

Swallowtail flag design are shown on the side.



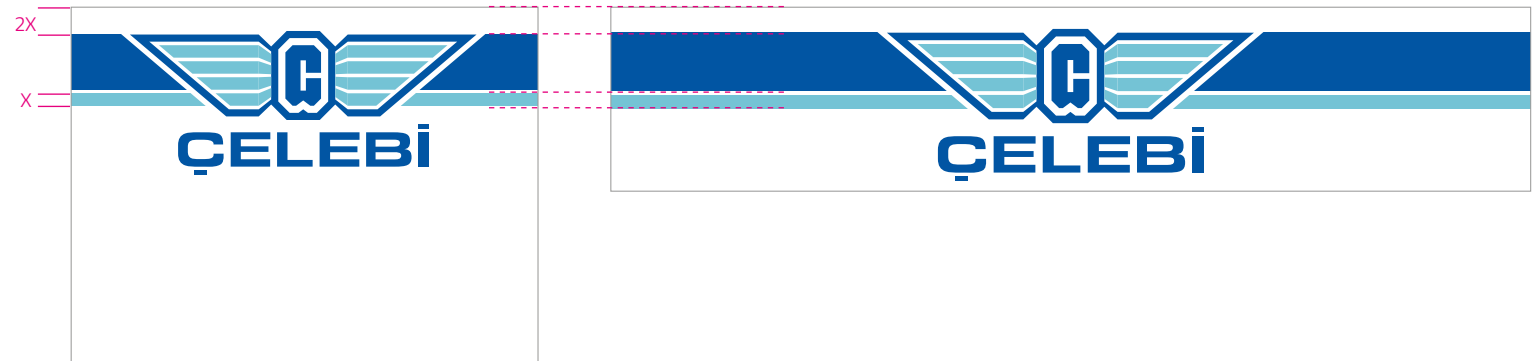
37 Sail Banner

Sail Banner design options are shown on the side.



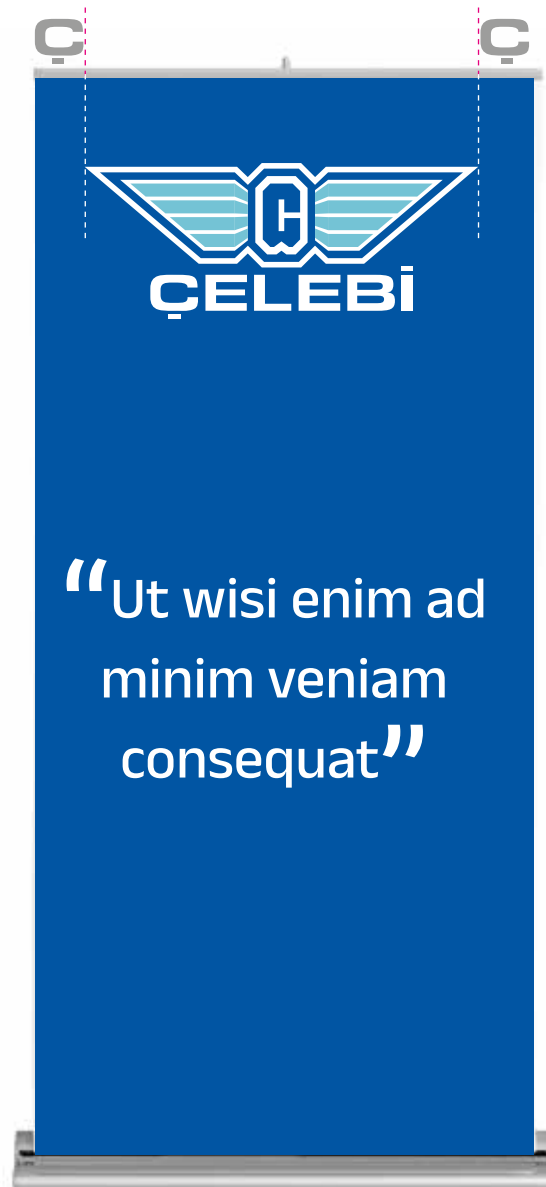
38 Logo Application on Vehicles

The standard of use of logo and band in different formats is shown on the side.



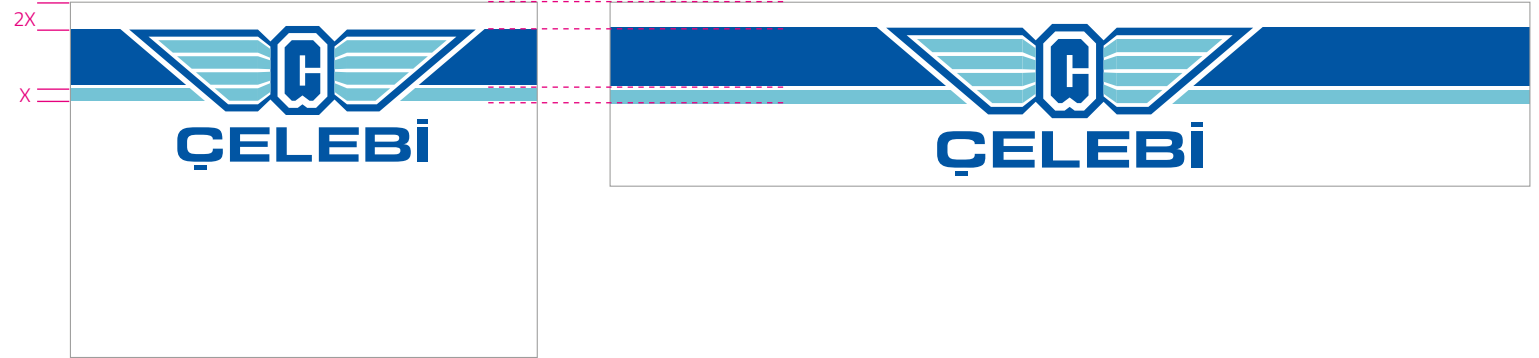
39 Roll-up

Roll-up designs for different purposes are shown on the side.



40 Signs - 1

The use of logo and band on signs in different formats is shown on the side.



41 Signs - 2

The use of logo and band on signs is shown on the side.



42 Signs - 3

The use of logo and band on signs is shown on the side.

Font: Anek Latin Medium.



43 Signs - 4

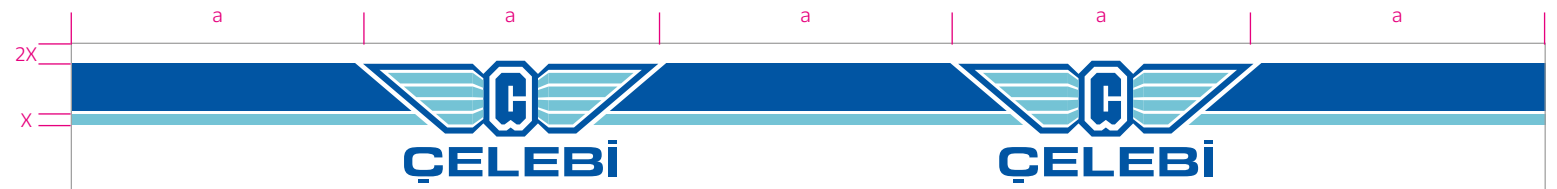
The use of logo and band on large signs is shown on the side.

Font: Anek Latin Medium.



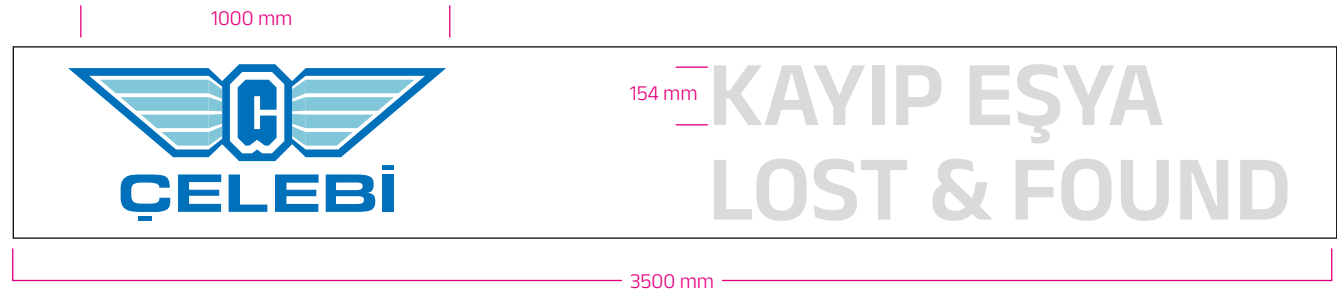
44 Signs - 5

The use of logos and tape on large signs is shown on the side.



45 Signs - 6

The use of logos on Lost & Found signs is shown on the side.



46

Direction Signs

Direction signs are shown on the side.

Font: Anek Latin Medium.



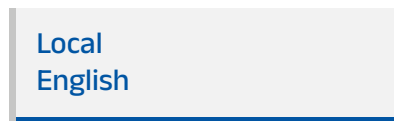
47 In-office Direction Signs

Direction signs are shown on the side.

Font: Anek Latin Medium/Bold.



Local English	4
Local English	3
Local English	2
Local English	1



Local English	4
Local English	3
Local English	2
Local English	1



48 Reception

Logo application options on the reception wall are shown on the side.



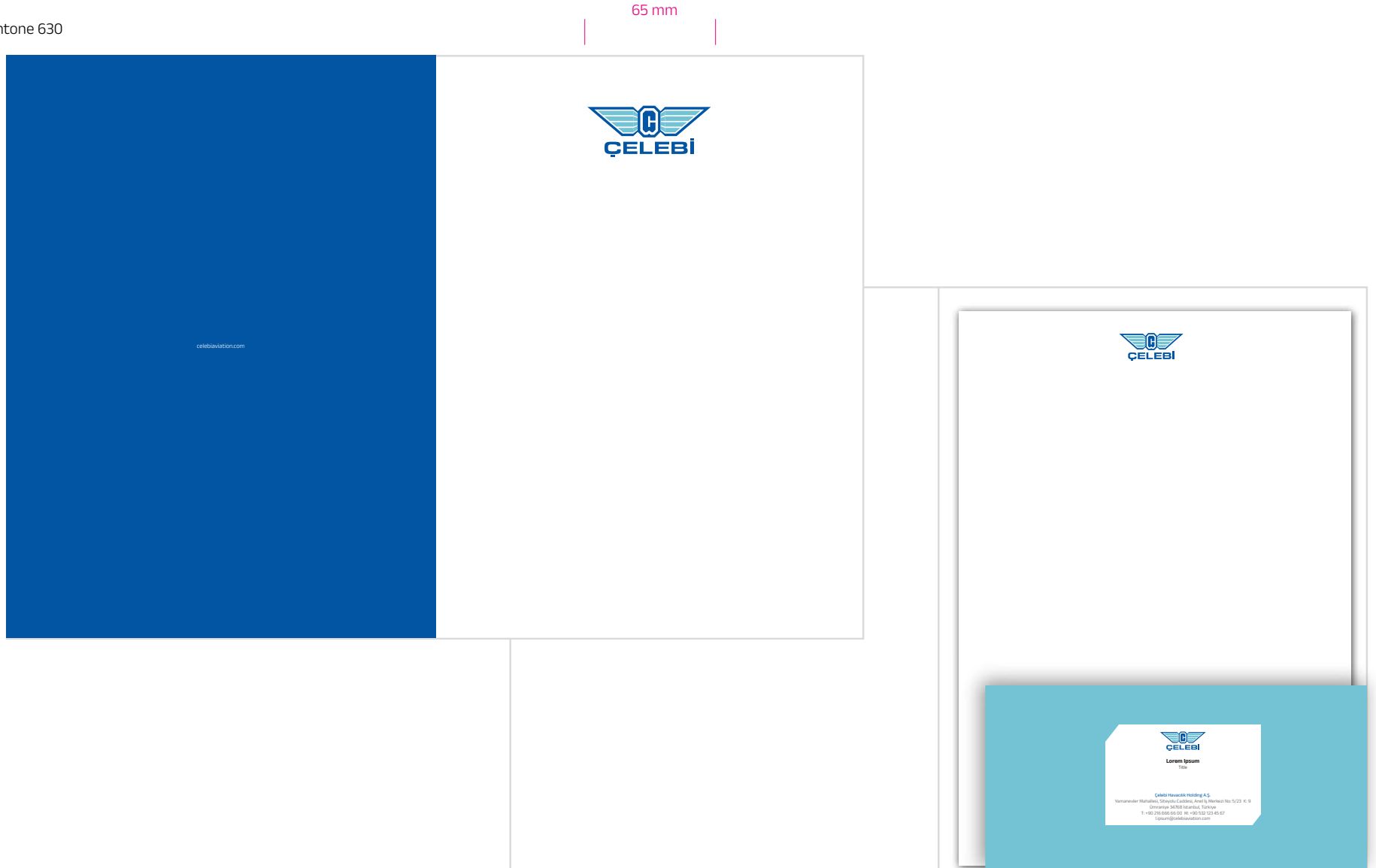
Usage Principles

49 Folder

Folder design is shown on the side.

Size: 220 mm x 320 mm

Colour: Pantone 300, Pantone 630

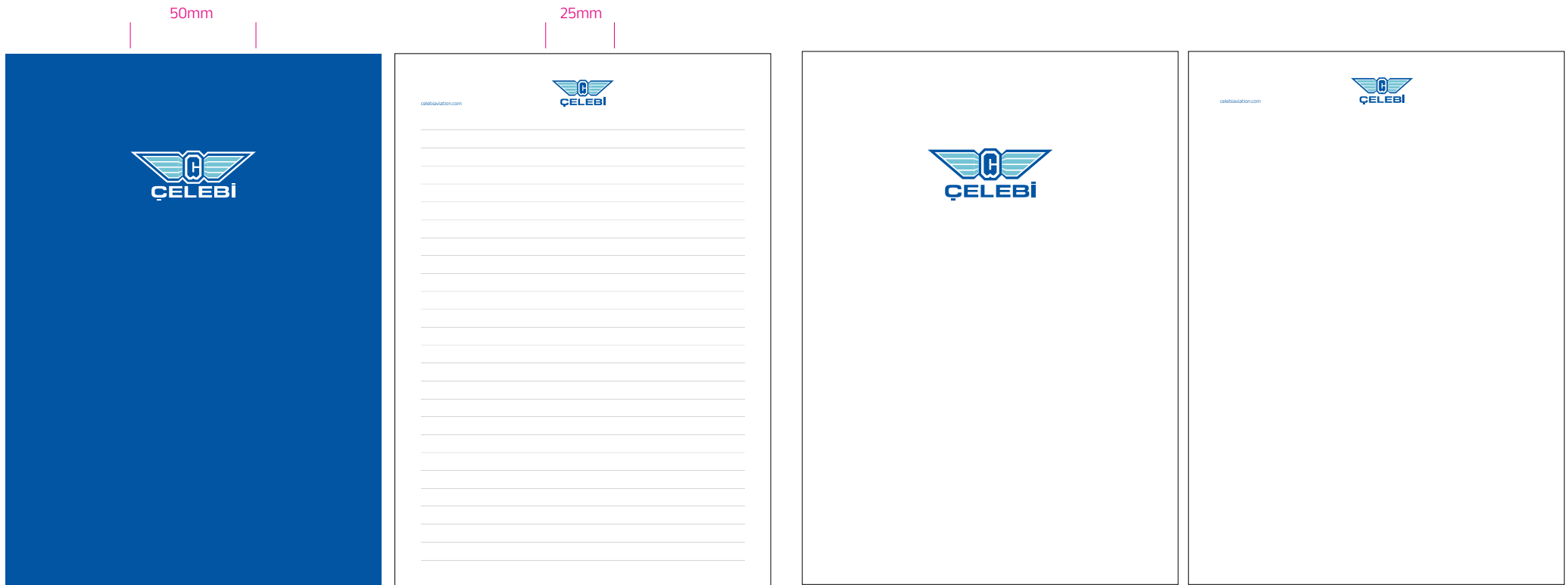


50 Notepad

Notepad designs for different purposes are shown on the side.

Size: 148 mm x 210 mm

Colour: Pantone 300, Pantone 630



51 Report Cover

Report Cover design is shown on the side.

Size: A4

Colour: Pantone 300, Pantone 630

Font: Anek Latin Semi Expand Semi Bold, 21 pt, Anek Latin Semi Expand Light 12 pt.

50mm



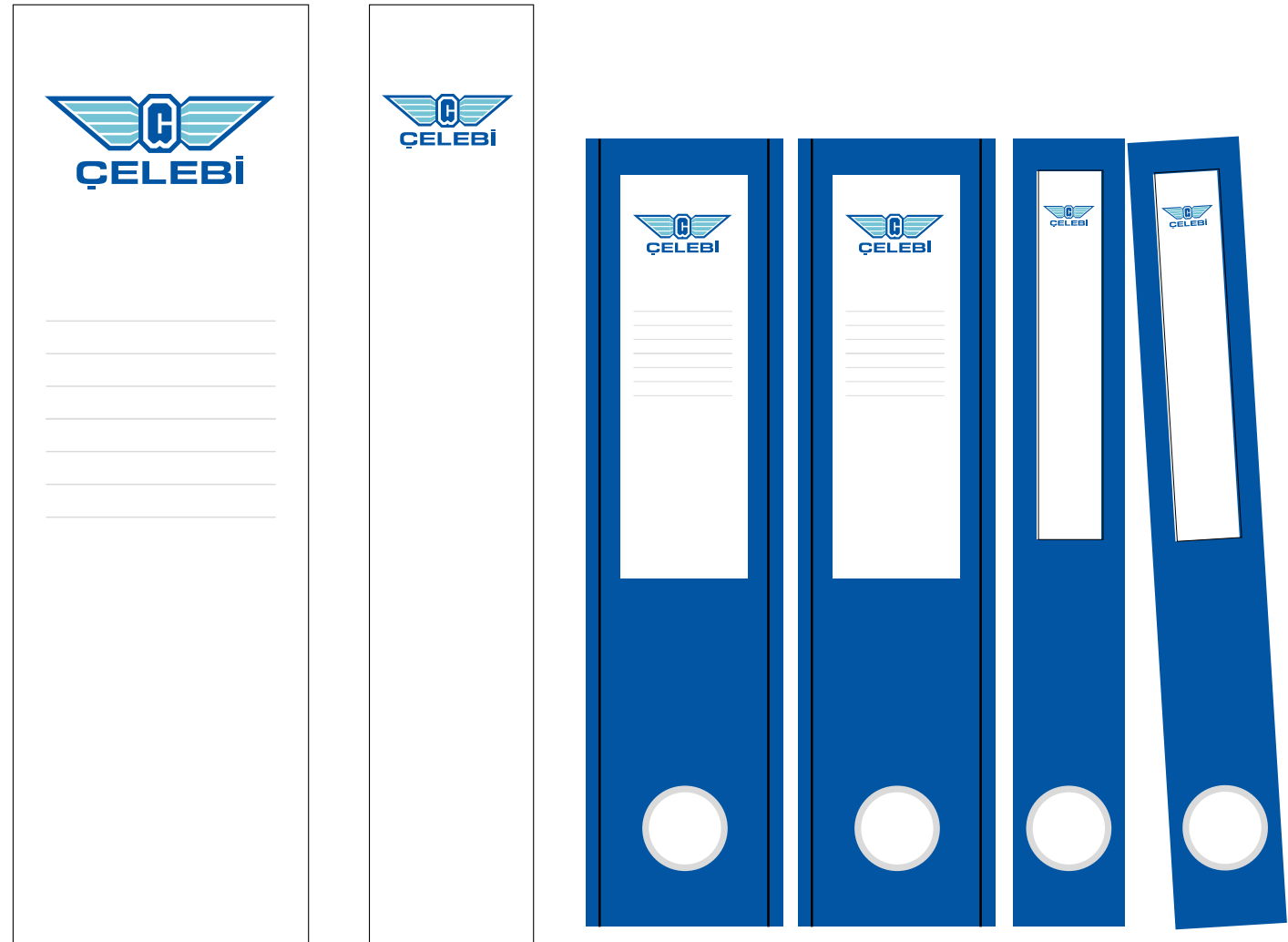
RAPORUN KONUSU

HAZIRLAYAN BÖLÜM/BİRİM/TARİH

52 Folder Backrest

Folder Backrest design is shown on the side.

Colour: Pantone 300, Pantone 630



53 Plaque Design

Plaque designs to be produced with different materials are shown on the side.



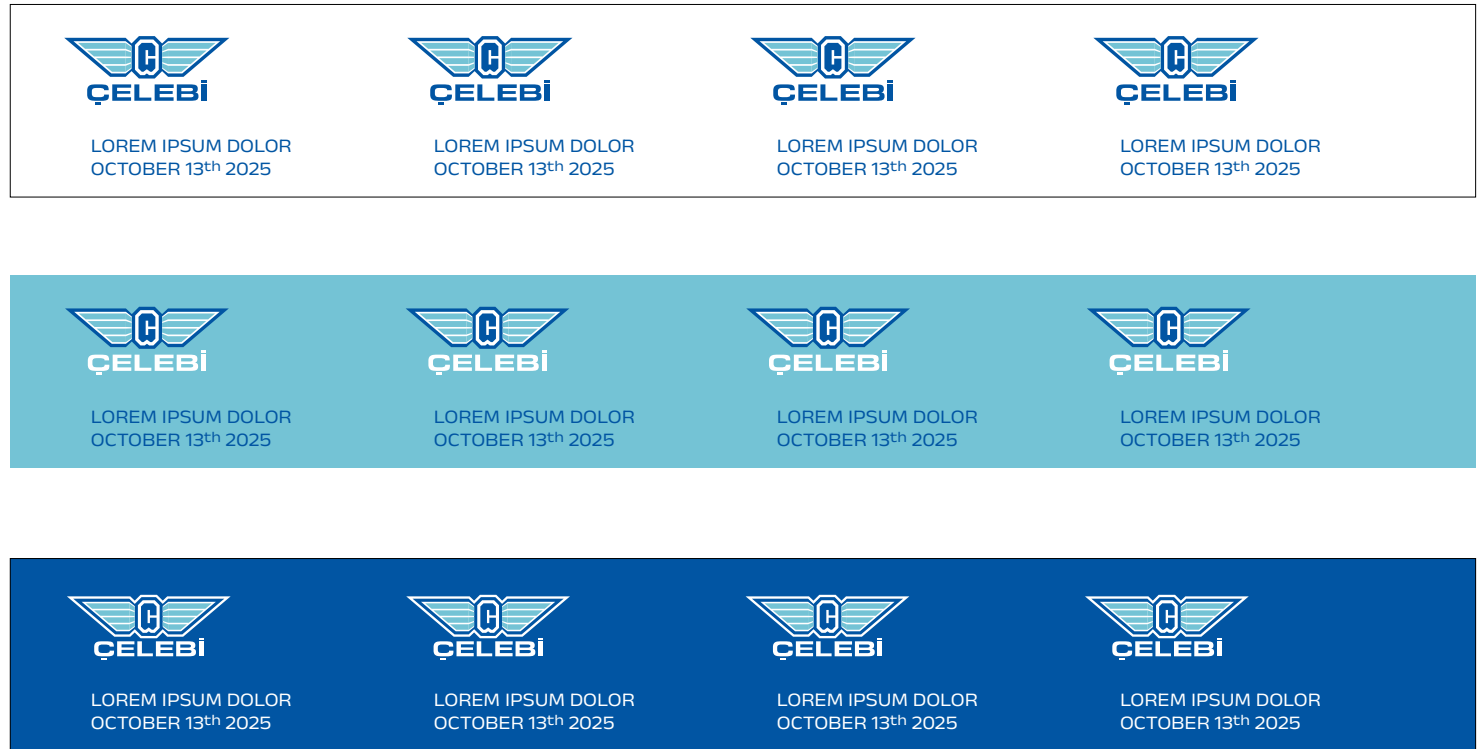
54 Promotional Materials

Some sample promotional materials are shown on the side.



55 Ceremonial Ribbon

Ceremonial Ribbom designs are shown on the side.




56 Presentation (PPT) Design

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


Presentation Headline

Name, Surname
Department
Date



Presentation Headline

Name, Surname
Department
Date




Lorem ipsum

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroyet annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroyet annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroyet annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?



Presentation Headline
Date


48 | 02

Lorem ipsum

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroyet annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroyet annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroyet annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?




Presentation Headline
Date

48 | 02

Lorem ipsum

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroyet annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroyet annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?




Presentation Headline
Date

48 | 02

Lorem ipsum

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroyet annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?


>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroyet annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?




Presentation Headline
Date

48 | 02

Thank you



Thank you



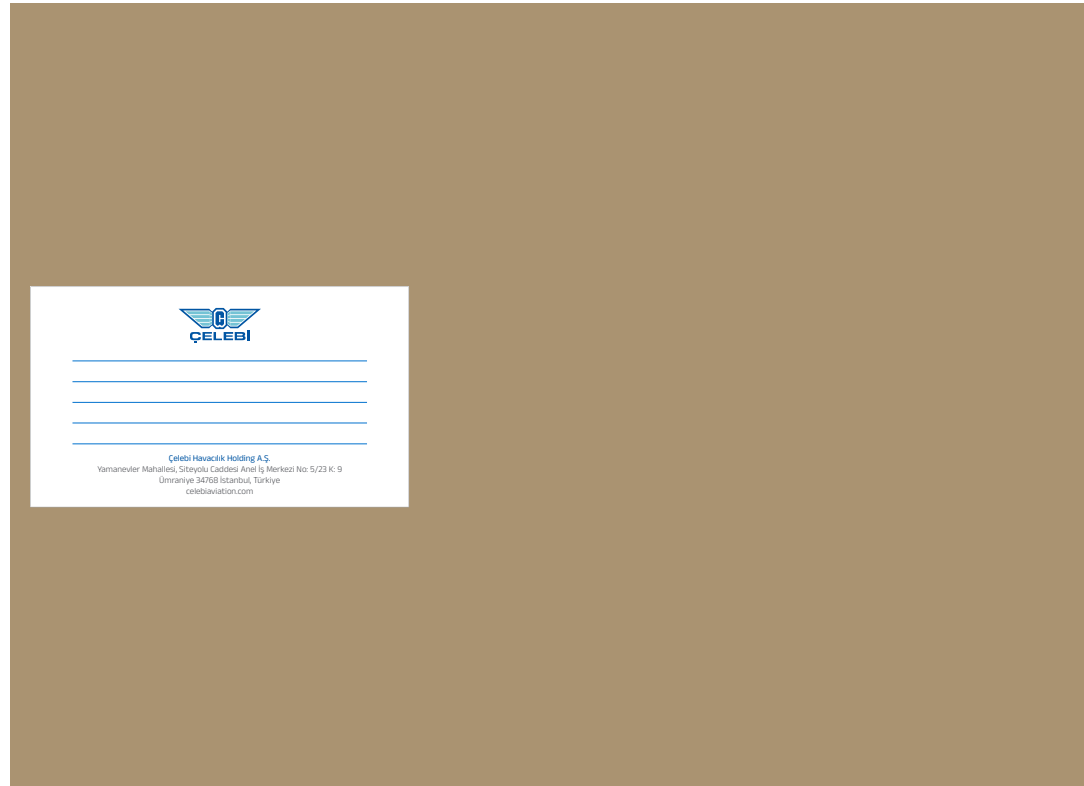
57 Sticker

Sticker design is shown on the side.

Size: 120 mm x 70 mm

Colour: Pantone 300, Pantone 630

Font: Anek Latin Light/8 pt.



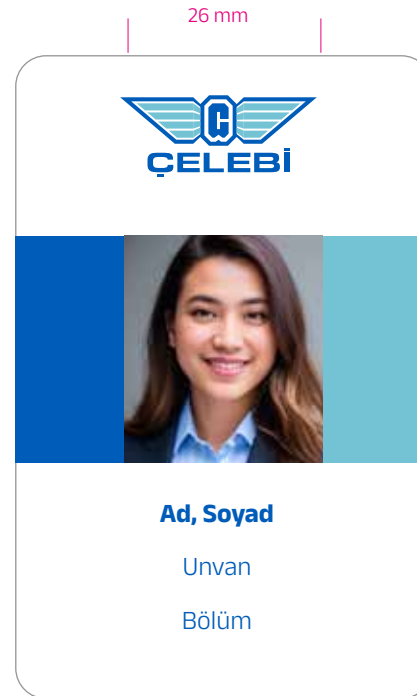
58 Personnel Badge

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.



59 Visitor Badge

Visitor Badge design is shown on the side.

Size: 55 mm x 85 mm

Colour: Pantone 300, Pantone 630

Font: Anek Latin Semi Bold/12 pt.



60 Pin

Pin design are shown on the side.



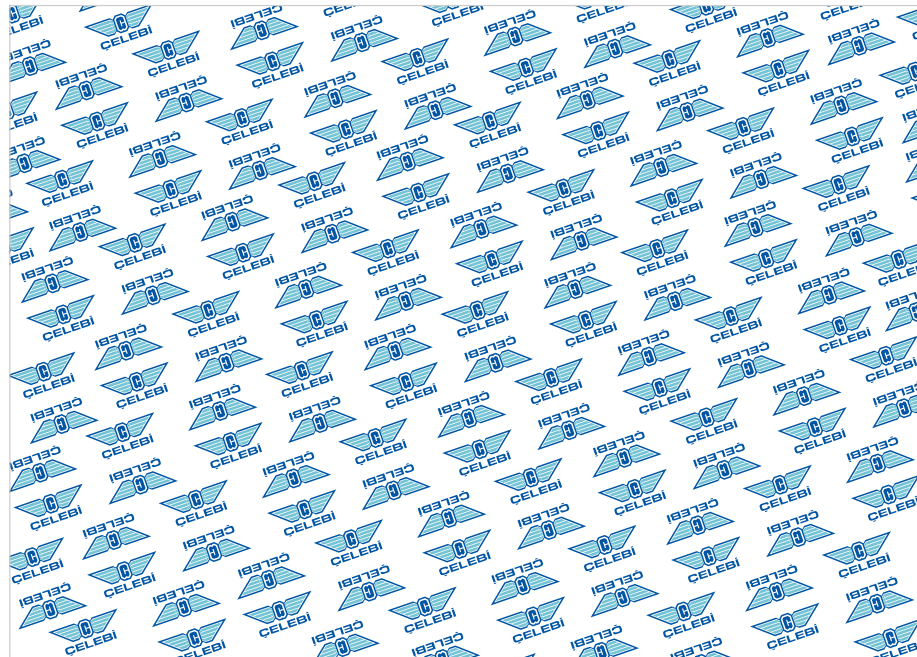
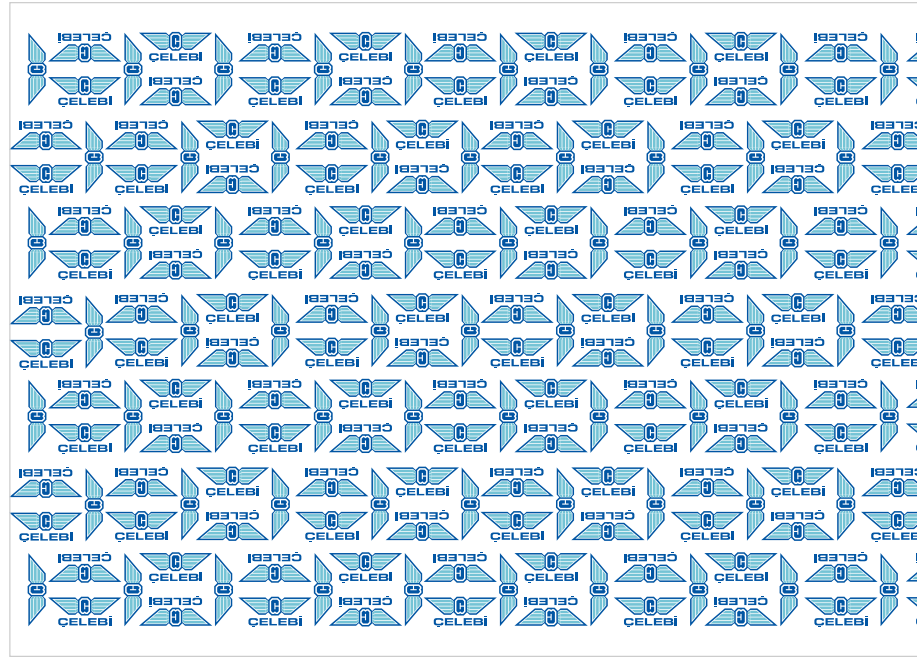
61 Paper Bag

Paper bag designs are shown on the side.



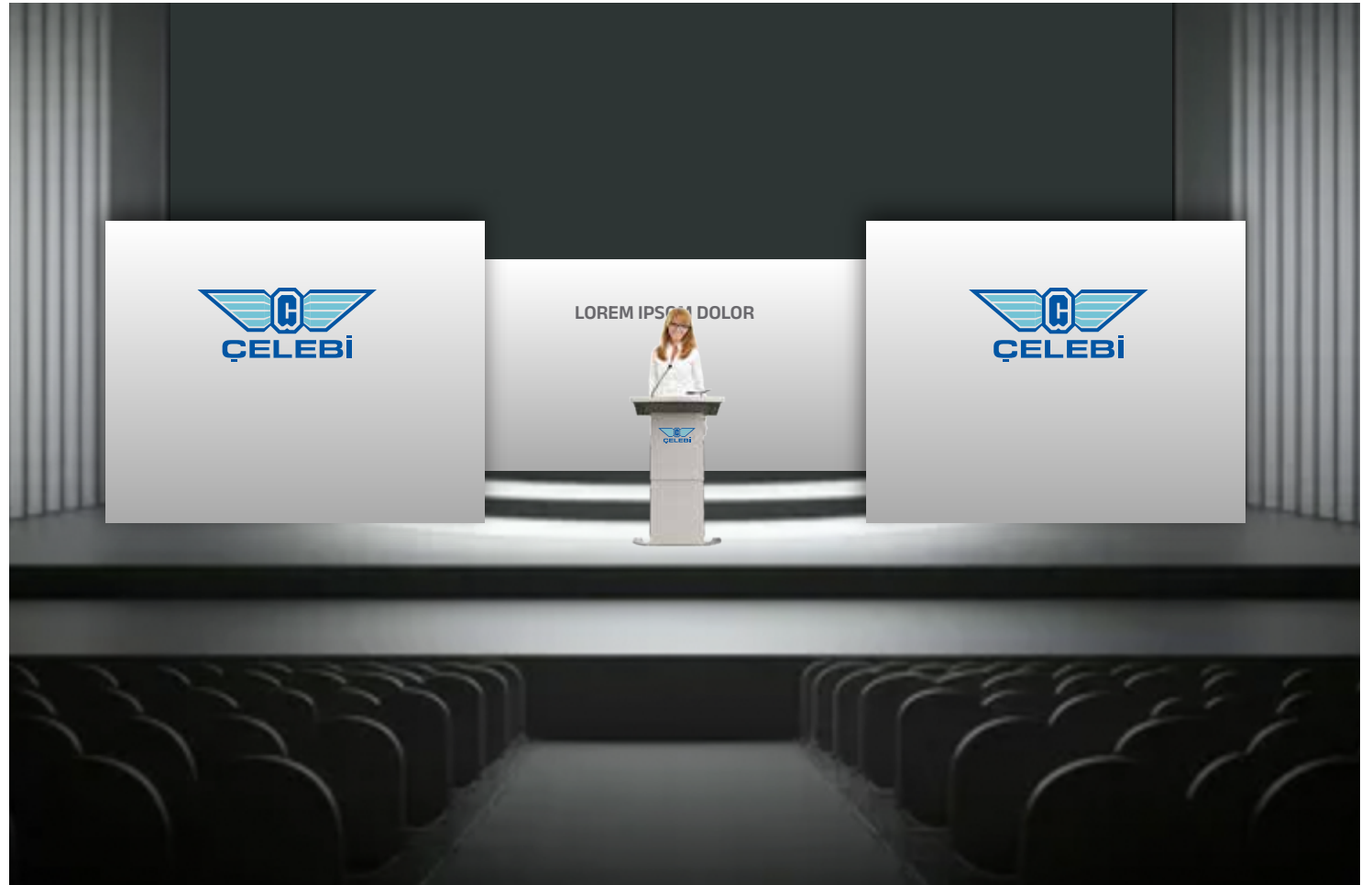
62 Corporate Wrapping Paper

Corporate wrapping paper designs are shown on the side.



63 Stage Design

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



64 Photo Board

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



65 Certificate

Certificate design is shown on the side.



66 Uses on Different Materials

Applications of the logo on different materials are shown on the side.

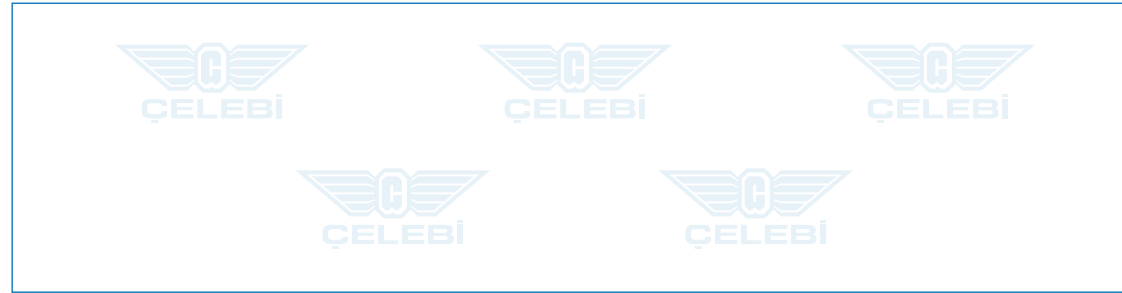


67

Watermark

Different watermark applications of the logo are shown on the side.

10% Pantone 300



25% Pantone 630



15% Pantone 300



85% Pantone 630



68 Death/Condolence Announcements

Death/condolence announcements are shown on the side.

DEATH NOTICE

Lorem ipsum dolor sit amet, consectetur

NAME SURNAME

Ut wisi enim ad minim veniam, quis nostrud exerci
tation ullamcorper suscipit lobortis.



CONDOLENCE

Lorem ipsum dolor sit amet, consectetur

NAME SURNAME

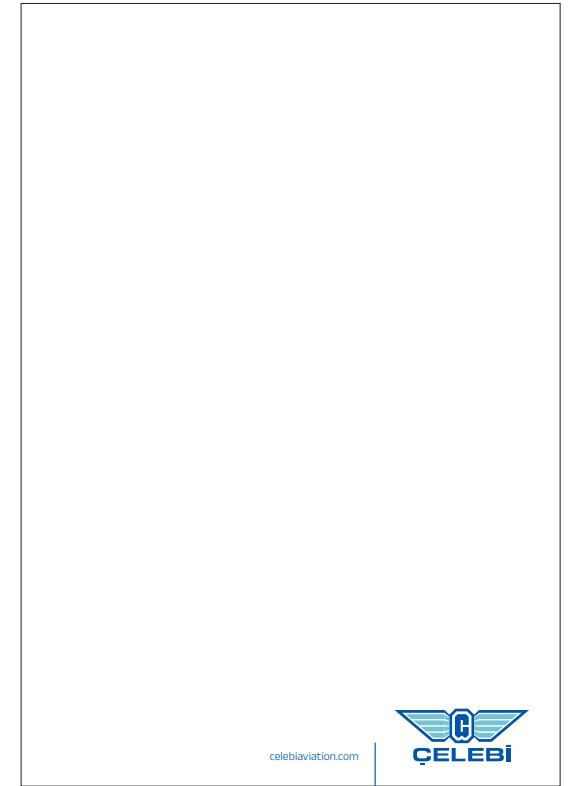
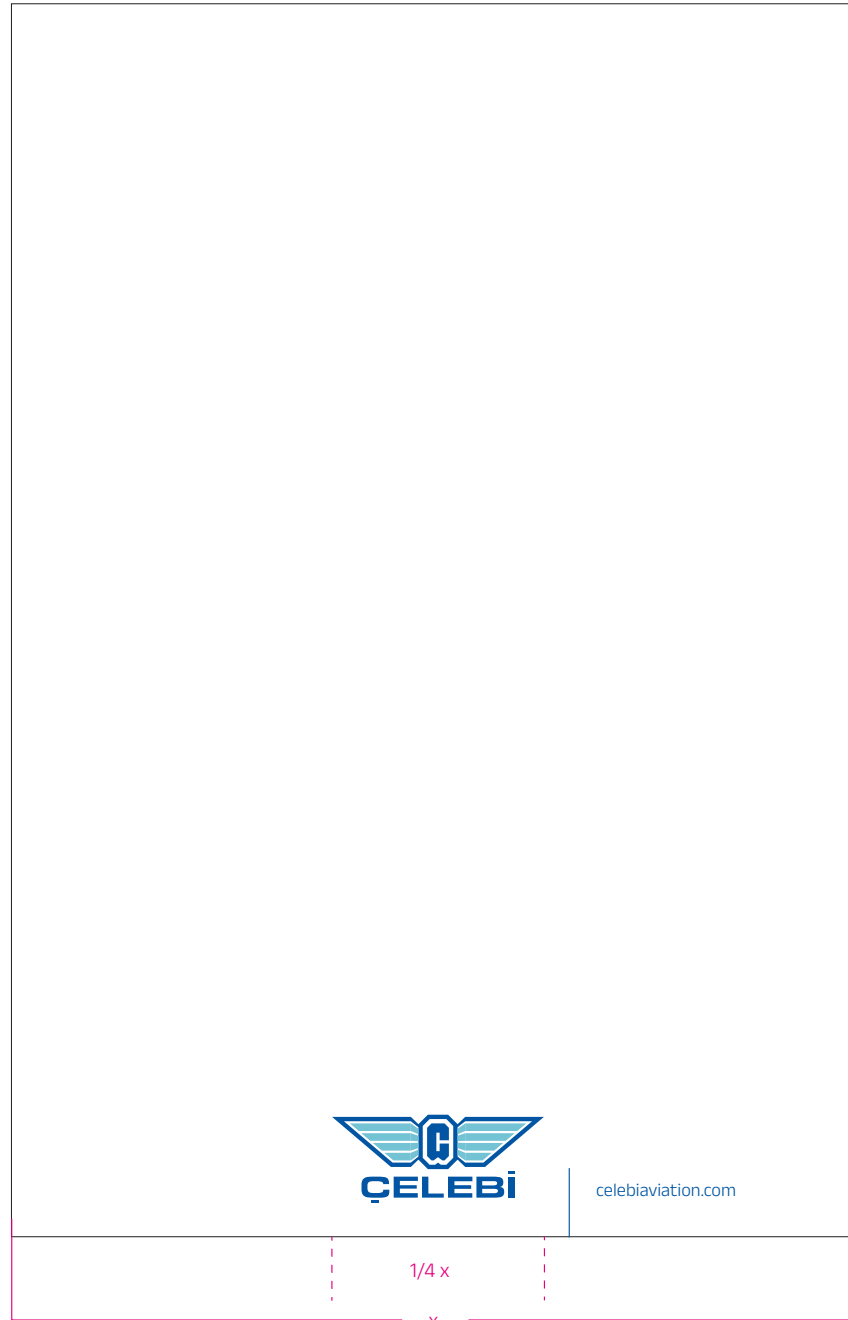
Ut wisi enim ad minim veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis. Duis autem vel eum iriure dolor in
hendrerit in vulputate velit esse molestie consequat.



Communication Identity

69 Use of Logo in Communication, Proportions / Vertical Material

In a vertical design, the size of the logo is shown on the side.



Application option

70

Use of Logo in Communication, Proportions / Horizontal Material

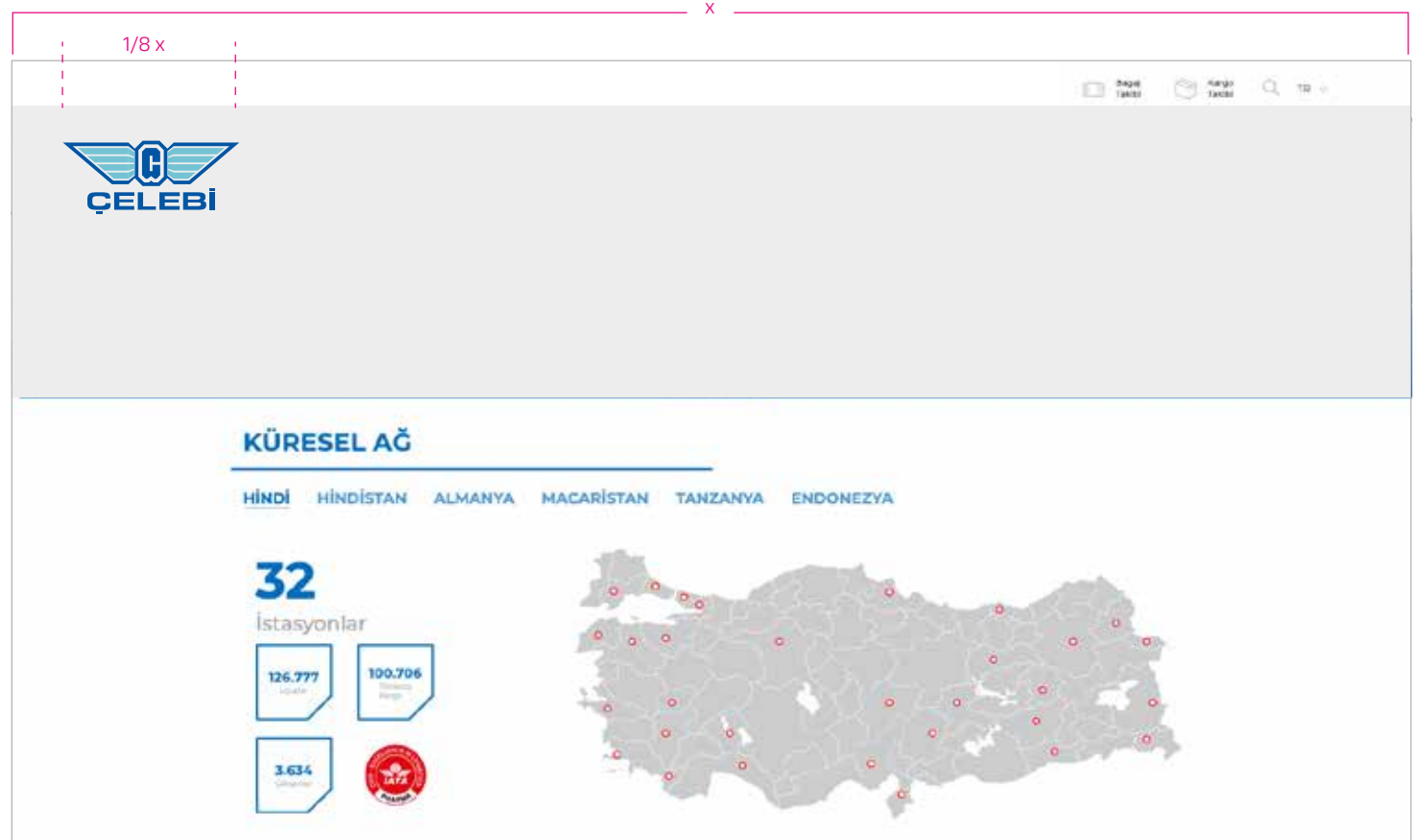
In a horizontal design, the size of the logo is shown on the side.



Application option

71 Use of Logo on the Website

Use of the logo on the website is shown on the side.



72 Use of Logo on Social Media Accounts

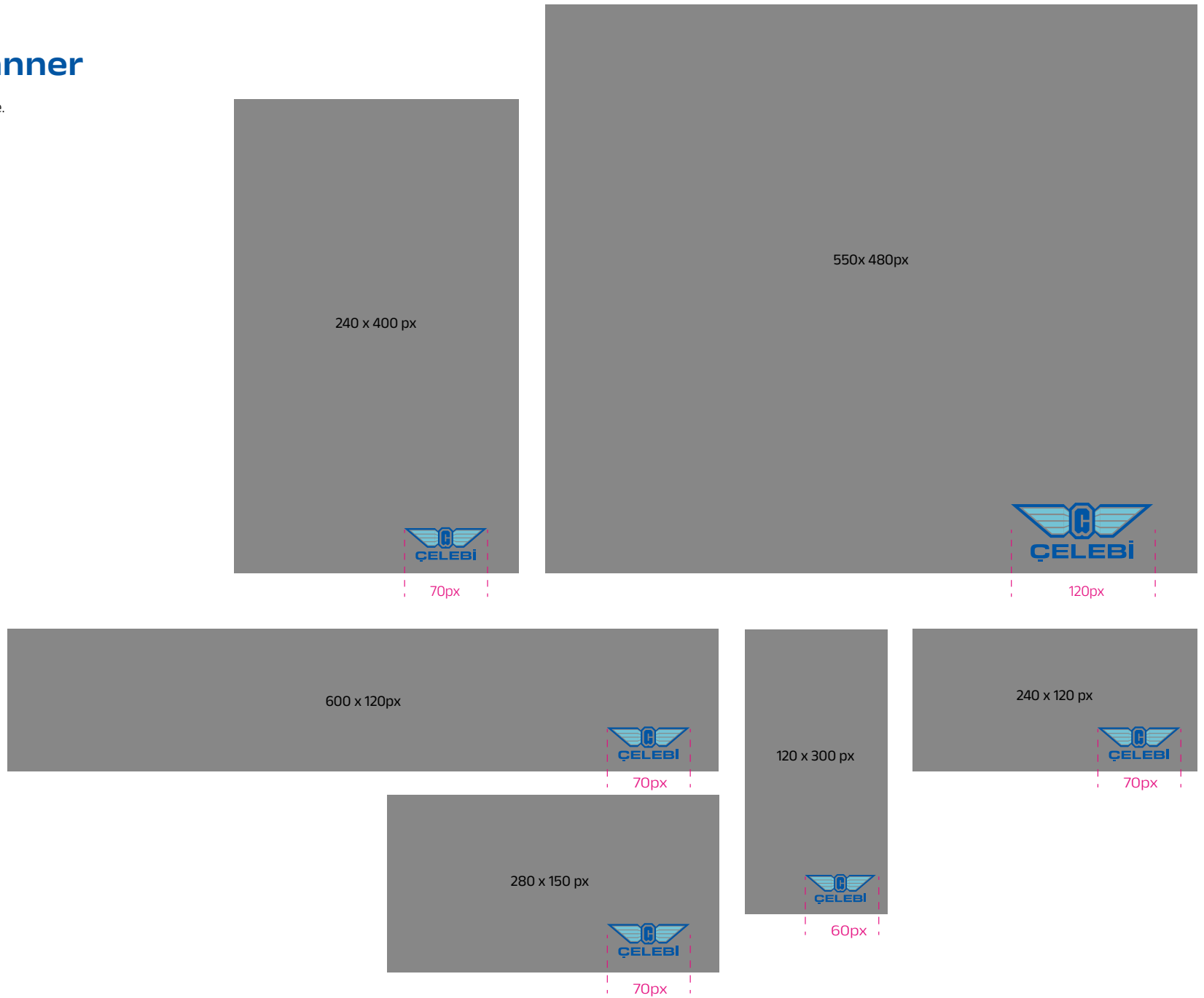
Use of the logo on social media accounts are shown on the side.



Application option

73 Use of Logo on Banner

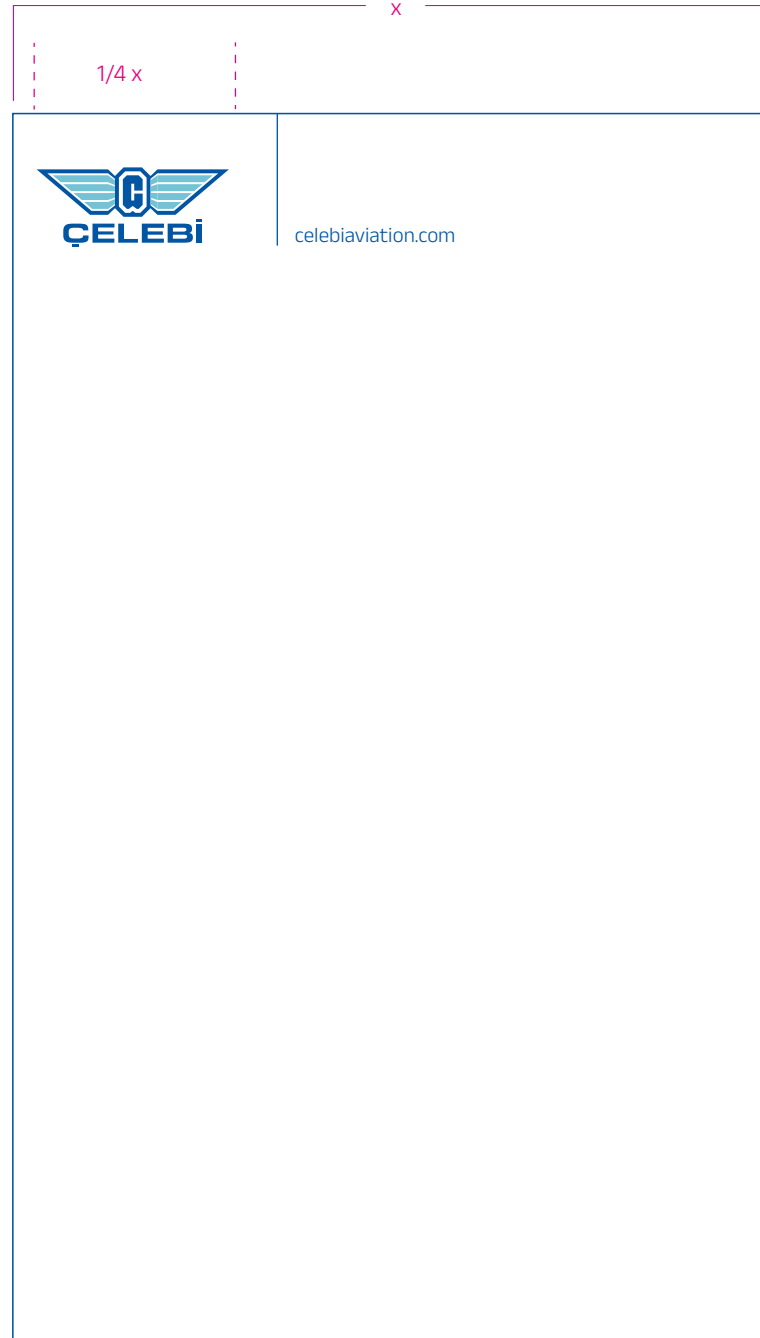
Use of the logo on banner are shown on the side.



74

Use of Logo on E-mailing

Use of the logo on e-mailing is shown on the side.



PLATINUM
BUSINESS AVIATION SERVICES



Basic Principles

75 Logo Proportion and Placement

The placement and proportions of the logo are shown on the side.



76 Logo Clear Space / Minimum Size

There should be a minimum space between the logo and other elements such as text or images, as shown in these examples.

Logo should not be smaller than 50 mm.



50 mm

77

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	C 52
M 44	M 5
Y 0	Y 14
K 0	K 0

RGB Values

R 0	R 0
G 92	G 163
B 185	B 197

RAL Values

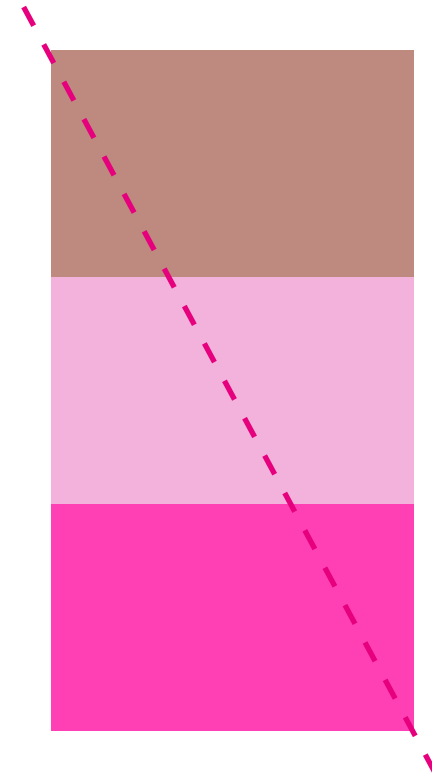
RAL 5005	RAL 6027
----------	----------

HEX Values

005db9	00a3c5
--------	--------

78 Logo Secondary Color Palette

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



Colors that conflict with Çelebi Platinum should not be used.

79 Logo Usage Standarts

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



Silver



80

Logo Using on Photography

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



81

Logo

Incorrect Usages - 1

Examples of incorrect logo usage are shown below.



82

Logo

Incorrect Usages - 2

Examples of incorrect logo usage are shown below.



83 Corporate Font 1

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 decidit, inter perfectos veteresque referri debet an inter vilis atque novos? **Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperit 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 \$%@

84 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 decidit, inter perfectos veteresque referri debet an inter vilis atque novos? **Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperit 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 \$%@

85 Correspondence Font

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 decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, “Est vetus atque probus, centum qui perficit annos.” Quid, qui deperit minor uno.*

Arial

ABCDEFGHIĜHIĪJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@

Arial Italic

*ABCDEFGHIĜHIĪJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@*

Arial Bold

**ABCDEFGHIĜHIĪJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@**

Arial Bold Italic

***ABCDEFGHIĜHIĪJKLMNOÖPRSŞTUÜVYZ
abcdefghijklmnoöprsştuüvyz
0123456789 \$%@***

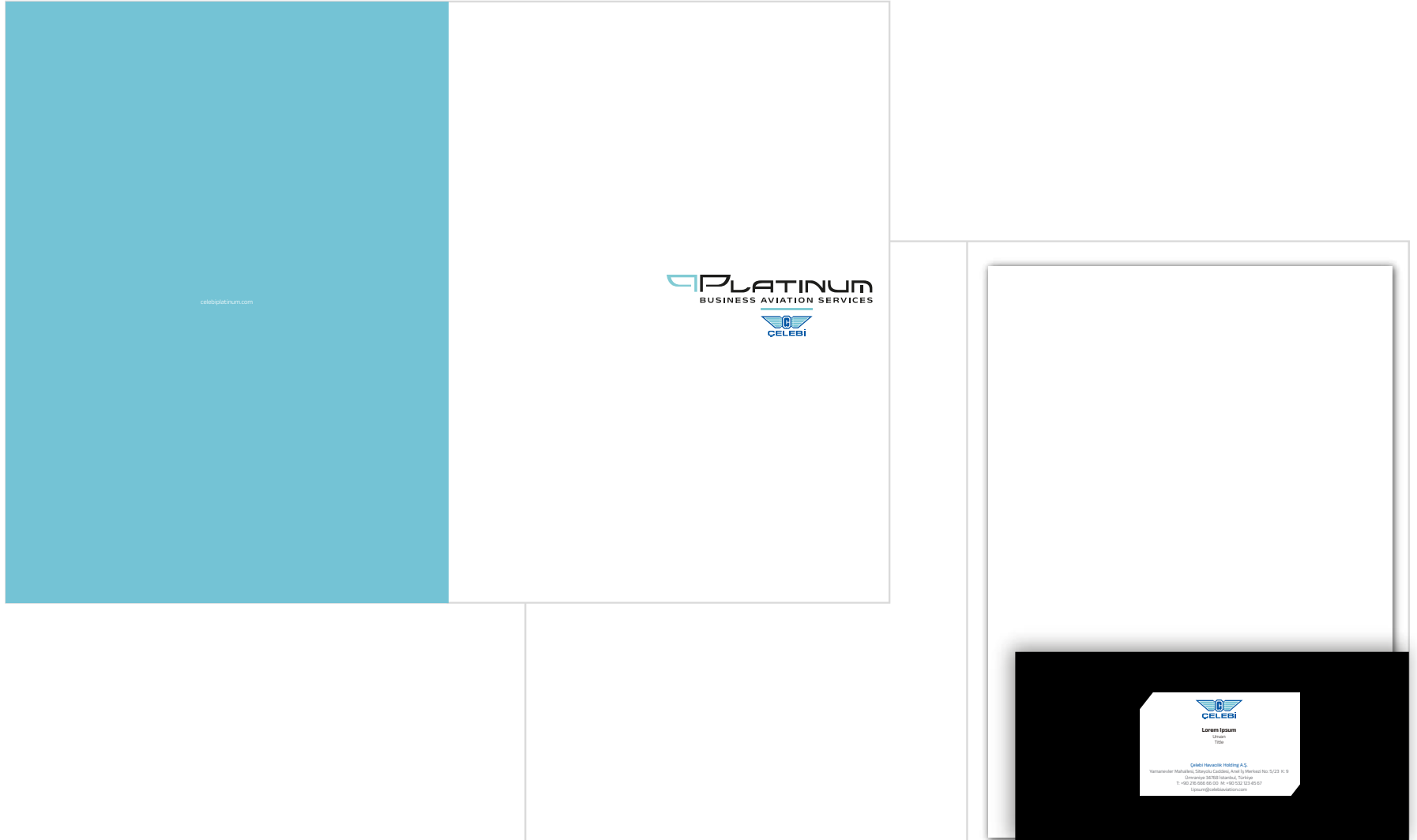
Usage Principles

86 Folder

Folder design is shown on the side.

Size: 220 mm x 320 mm

Colour: Pantone 300, Pantone 630, Black



87 Presentation (PPT) Design

PPT design examples are shown on the side.


Presentation Headline

Name, Surname
Department
Date



48 | 02

Lorem ipsum



Presentation Headline Date


48 | 02

Lorem ipsum

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddid, scire velim, chartis pretium quotus arroget annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddid, scire velim, chartis pretium quotus arroget annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddid, scire velim, chartis pretium quotus arroget annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?




Presentation Headline Date

48 | 02

Lorem ipsum

Body Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddid, scire velim, chartis pretium quotus arroget annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?


>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Si meliora dies, ut vina, poemata reddid, scire velim, chartis pretium quotus arroget annus. Scriptor abhinc annos. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.



Presentation Headline Date

48 | 02

Thank you



48 | 02

88

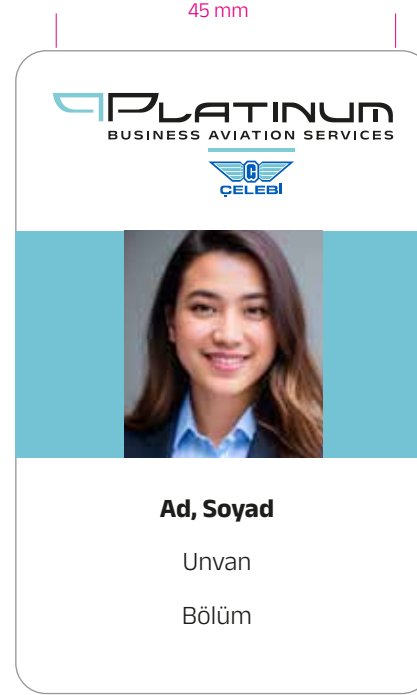
Personnel Badge

Personnel Badge design is shown on the side.

Size: 55 mm x 85 mm

Colour: Pantone 630, Black

Font: Anek Latin Bold, Light/10 pt.



89 Pin

Pin design are shown on the side.



90 Paper Bag

Paper bag design are shown on the side.



91 Stage Design

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



92 Photo Board

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



93 Certificate

Certificate design is shown on the side.



94

Email Signature

Colour: Pantone 300, Pantone 630.

Font: Anek Latin Bold/Regular/Light, 9-7.5 pt.



Çelebi Hava Servisi A.Ş.

celebiplatinum.com



Lorem Ipsum

Title

T : +90 216 666 66 00

M : +90 532 123 45 67

95 Loyalty Card

Loyalty card design is shown on the side.



96

Use of Logo on Social Media Accounts

Use of the logo on social media accounts is shown on the side.



