



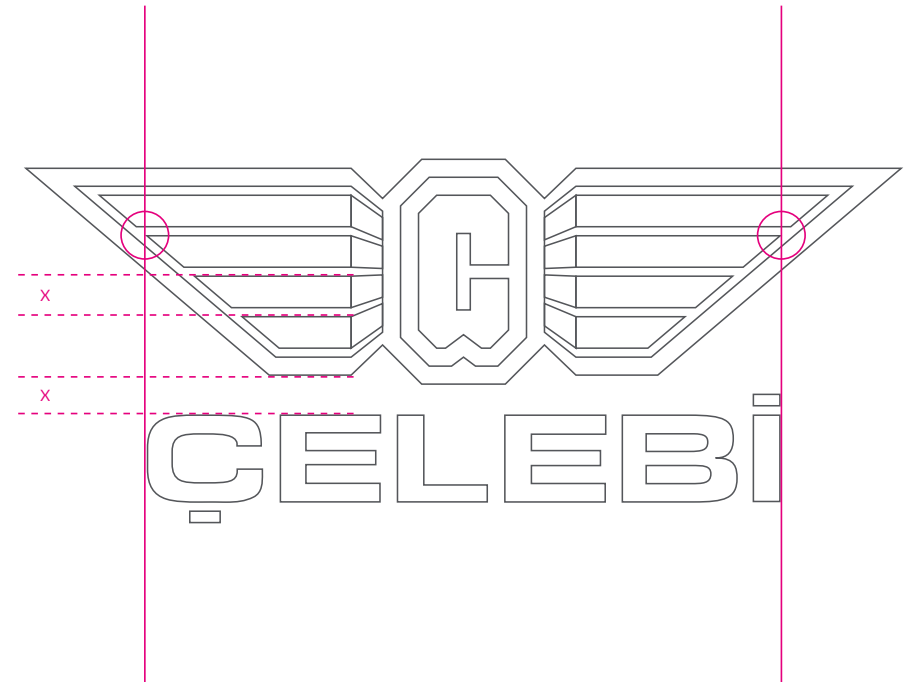
ÇELEBİ GSE BRANDING

Technical Notes

- Brand colors must match the official Çelebi brand color specifications.
- The proportions of all branding elements must not be altered.
- Maintain consistent alignment and spacing across all vehicles and equipment.
- All dimensions are specified in millimeters (mm).
- Where no dimensions are provided, the positioning of the logo and stripe should follow the reference artwork.
- If the application area differs due to vehicle design, adjust the placement according to the reference artwork.

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.



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

Logo Using with Band

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



SUSTAINABILITY 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.



SUSTAINABILITY COLOR PALETTE

BLUE & GREEN

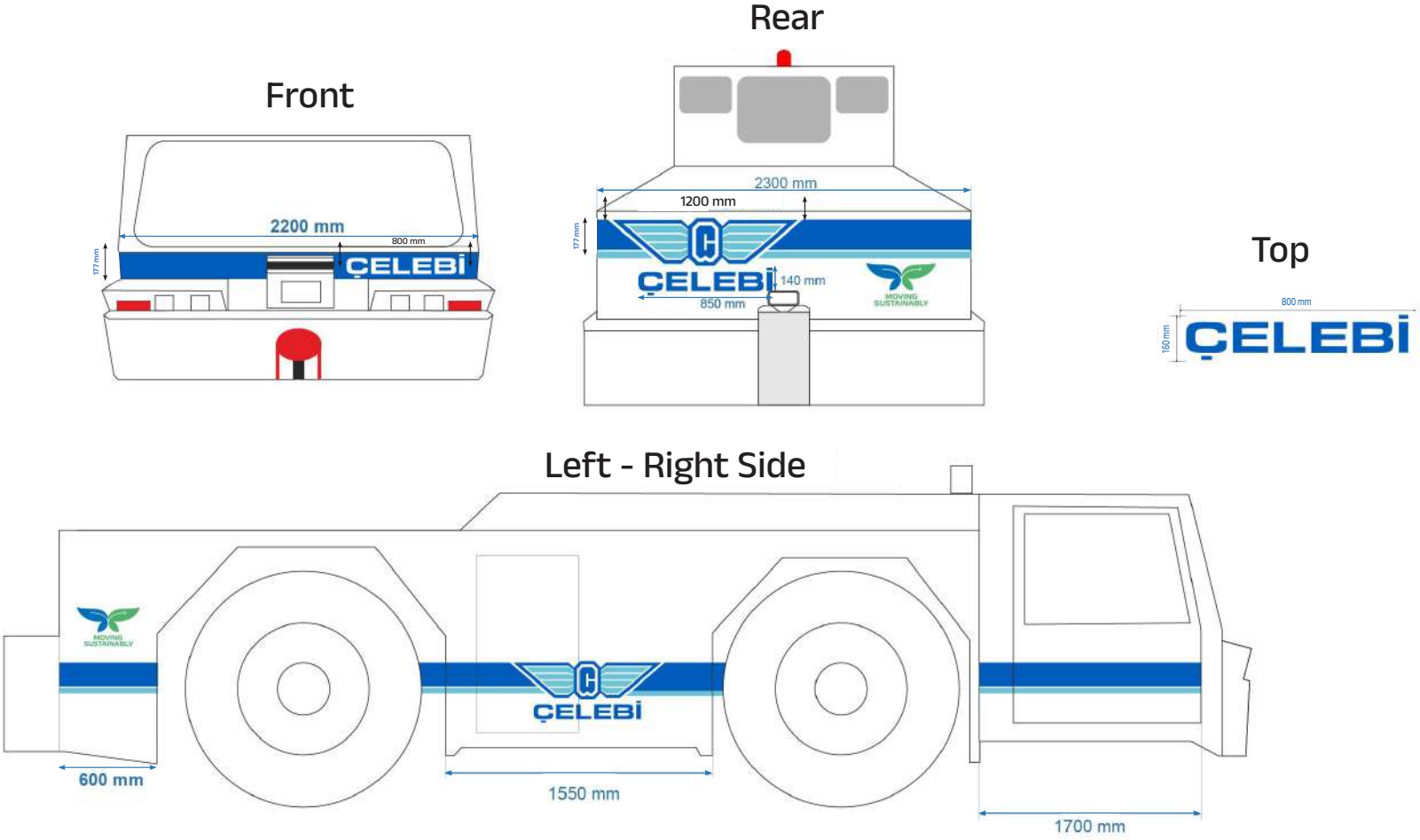
The primary blue is taken from Çelebi's core identity. The green introduces a natural transition that reinforces the sustainability narrative.

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

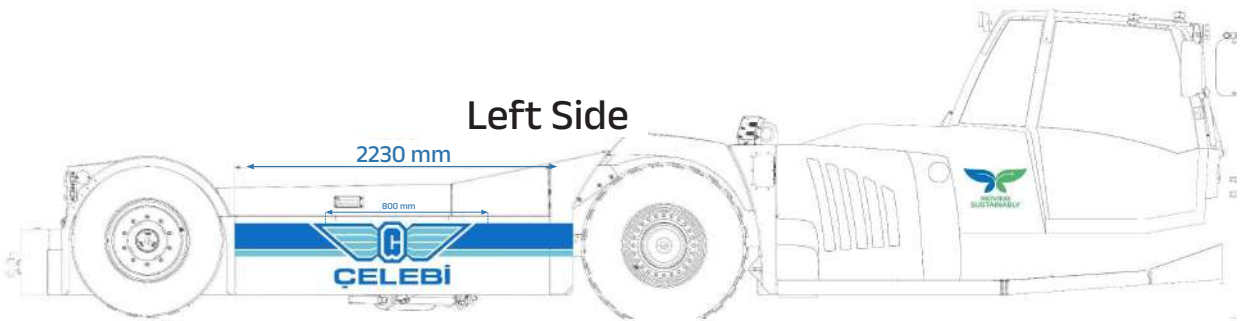
C:100 M:44 Y:0 K:0
R:0 G:92 B:185
HEX: 005CB9
PANTONE 300
RAL 5005

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

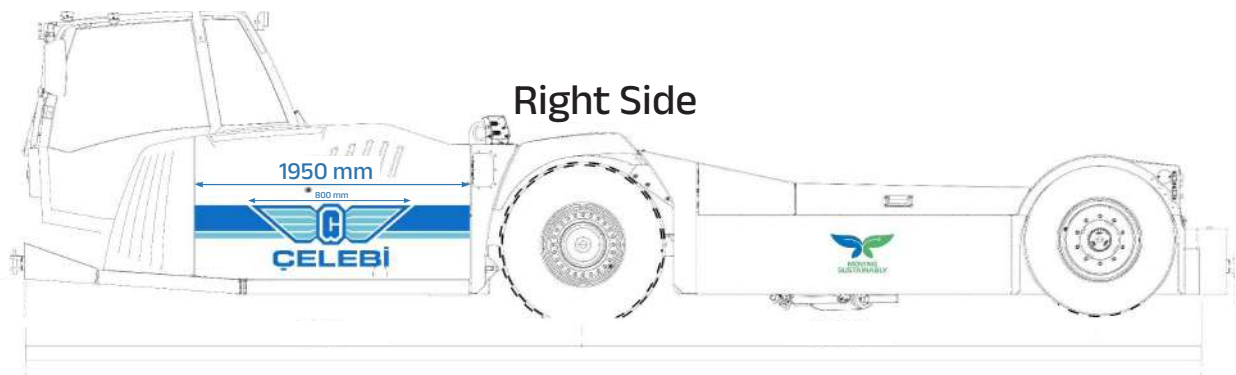
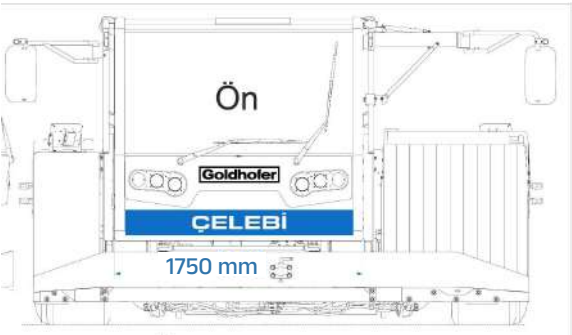
PUSHBACK (PBU) – CONVENTIONAL



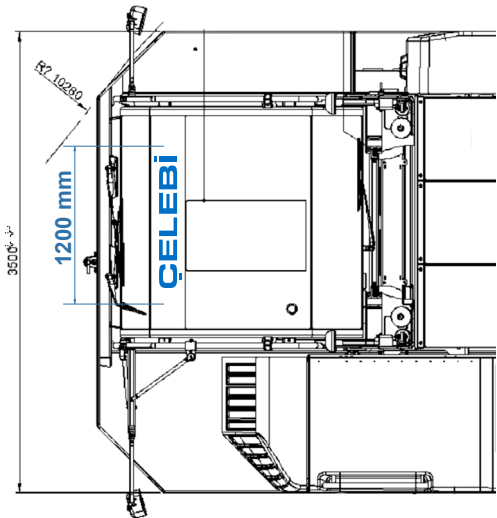
PUSHBACK (PBU) – TOWBARLESS



Front

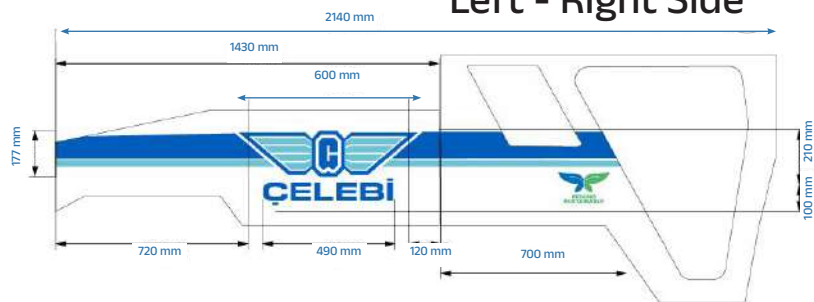


Top

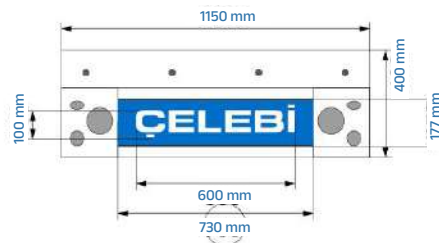


BAGGAGE TRACTORS

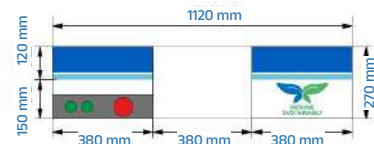
Left - Right Side



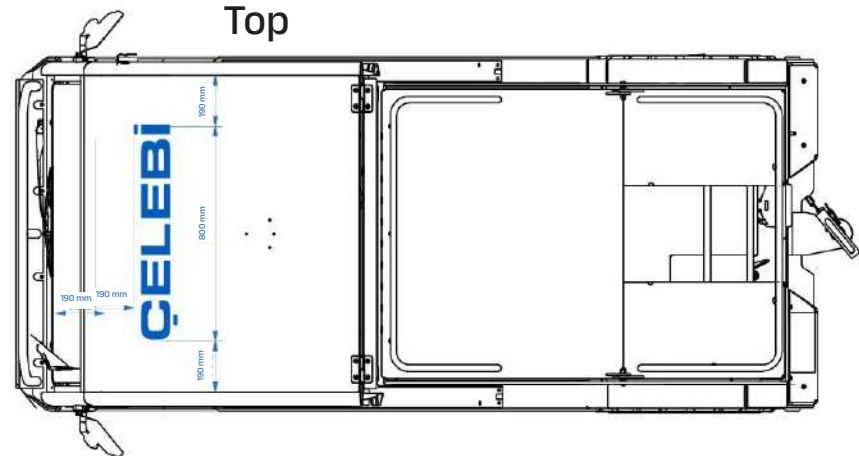
Front



Rear

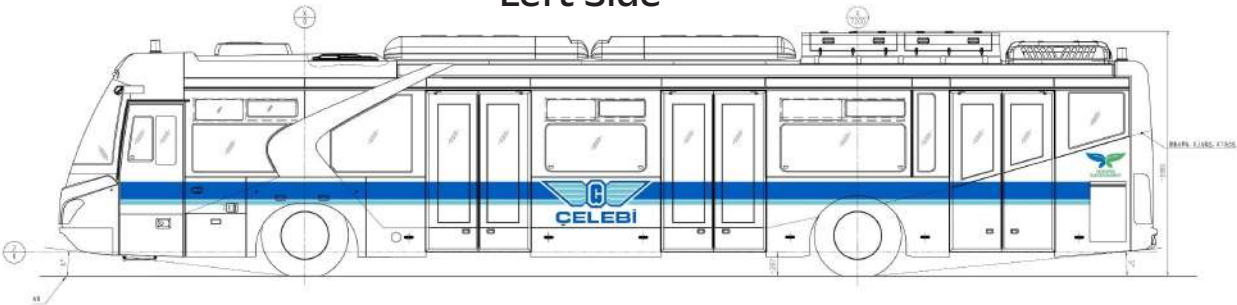


Top



BUS

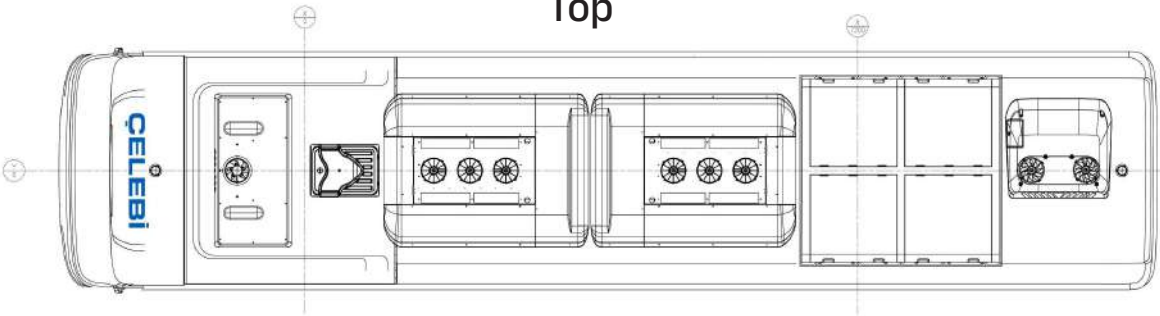
Left Side



Front



Top



Right Side



Rear

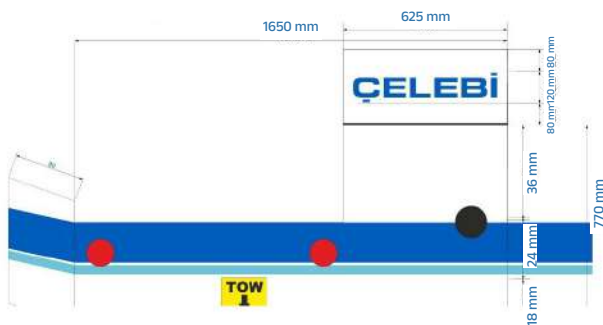


CONVEYER BELT

Left Side



Front



Right Side



Rear

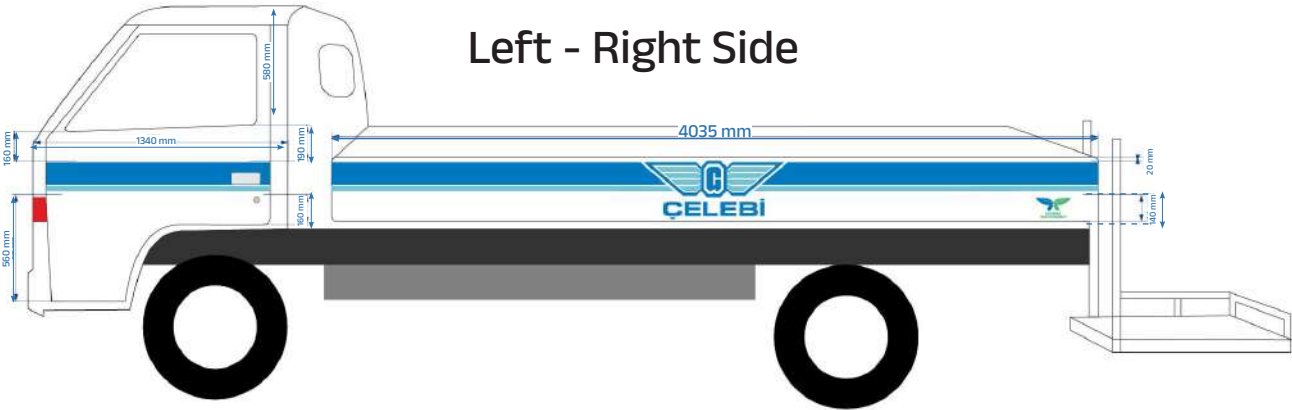


HIGH LOADER



WATER TRUCK

Left - Right Side



Front

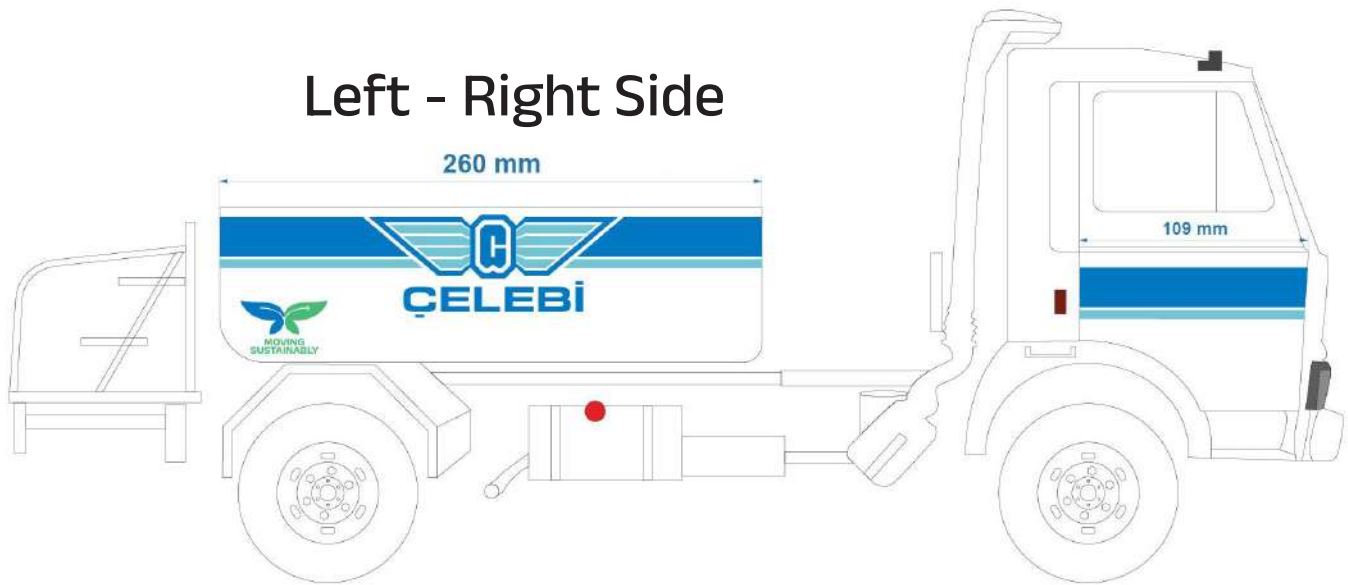


Rear



LAVATORY TRUCK

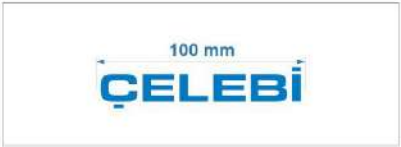
Left - Right Side



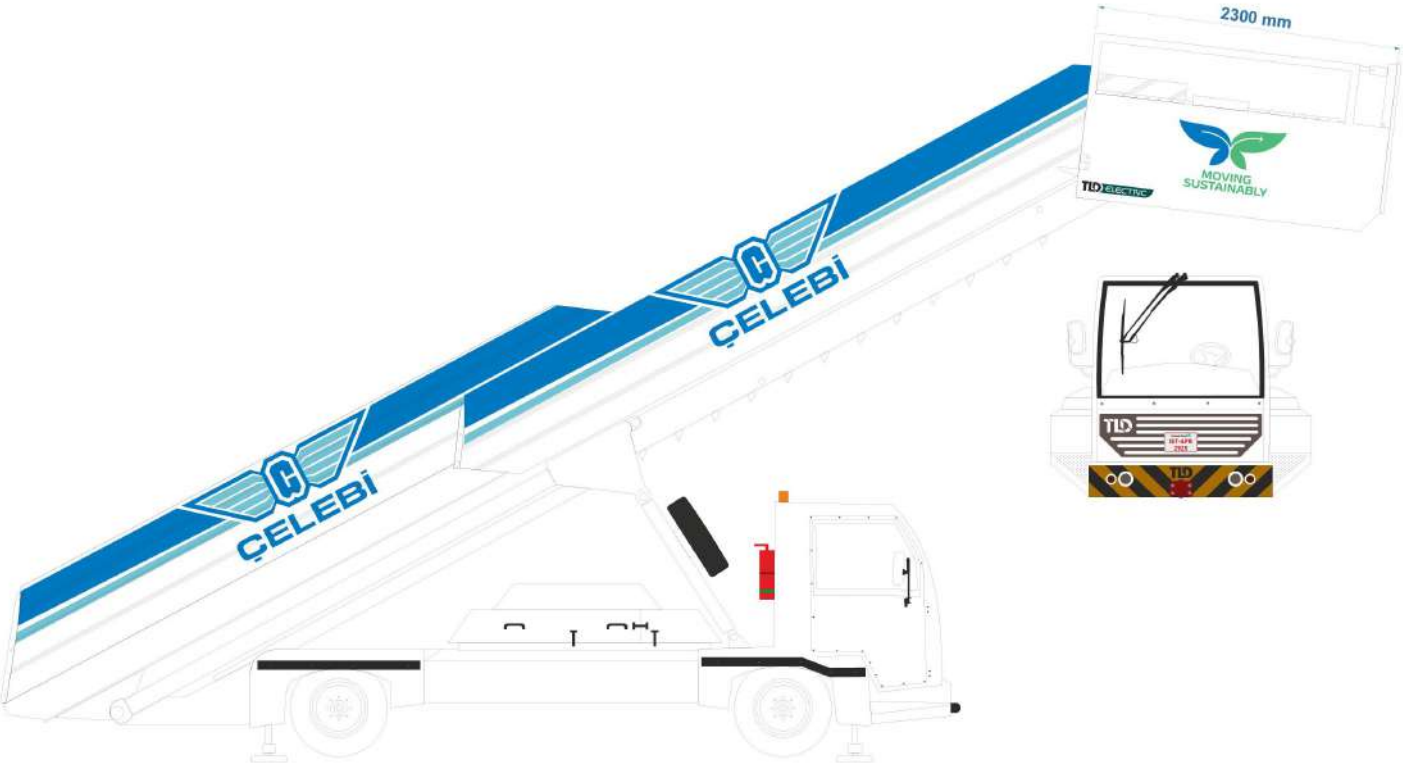
Front



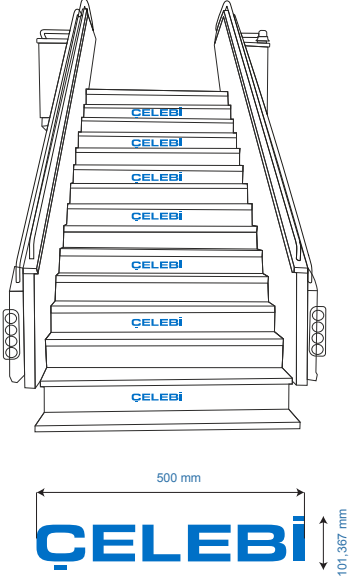
Top



PASSENGER STAIRS

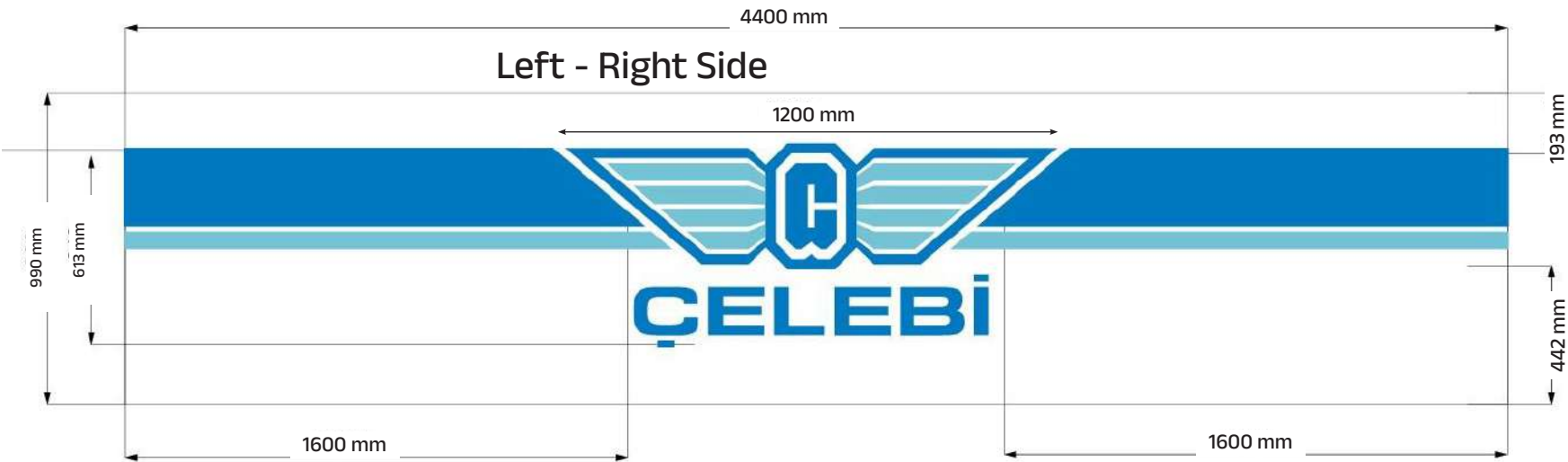


Stairs



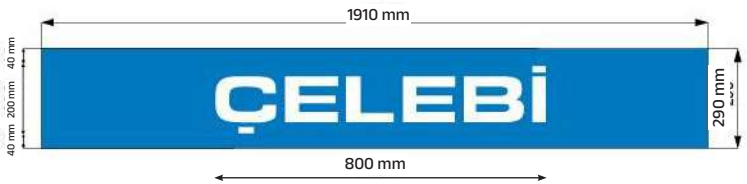
Keep one step empty between each logo.
The logo can be scaled down to fit the height of the stairs.

AMBULIFT

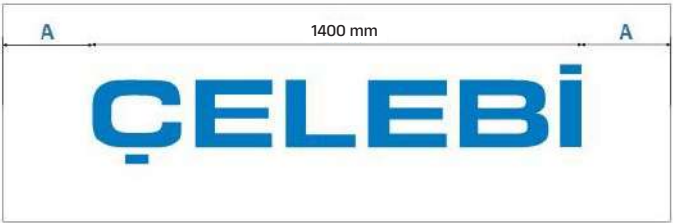
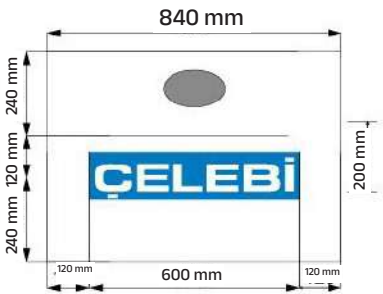


Front

Rear

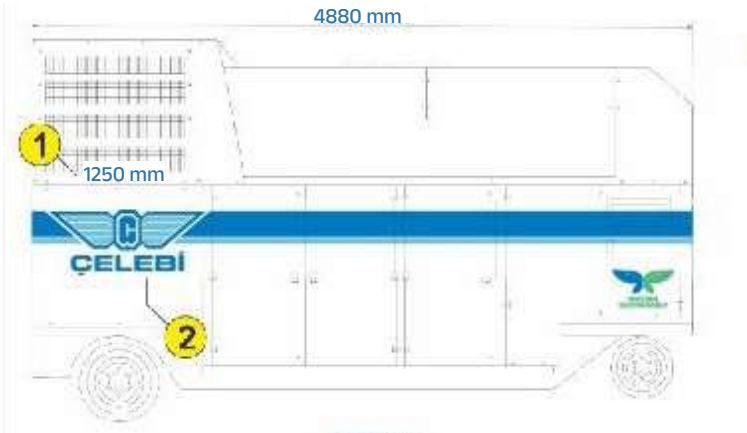


Top



GROUND POWER UNIT(GPU)

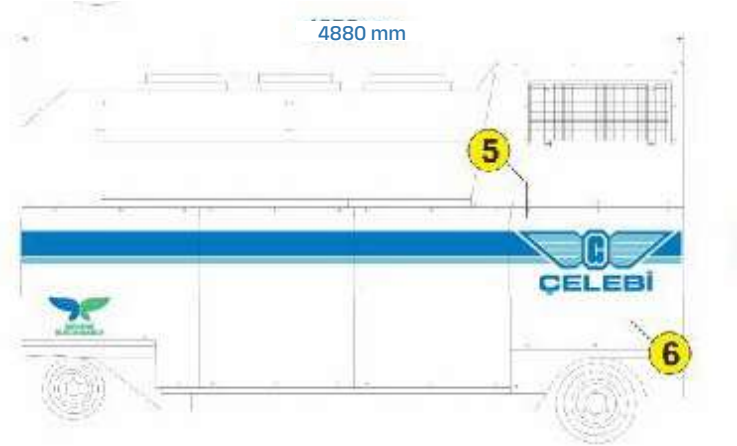
Right Side



Front



Left Side



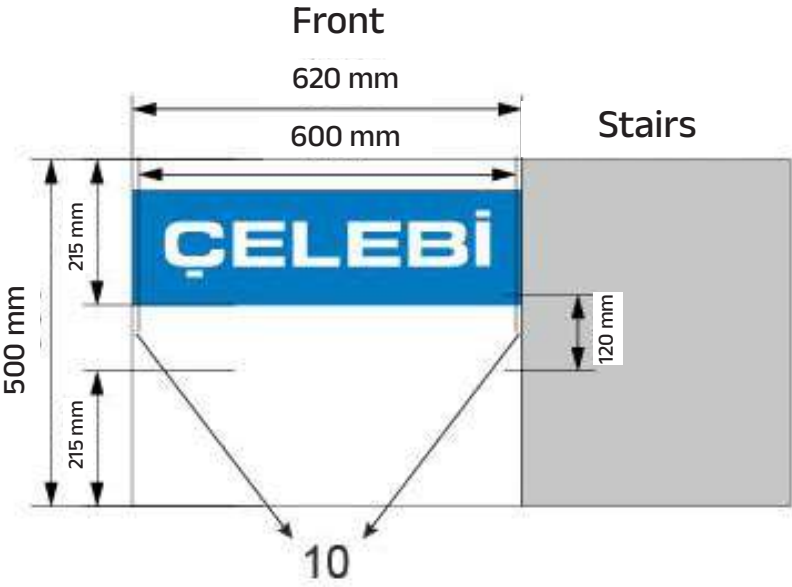
Rear



Top



LAVATORY TRUCK

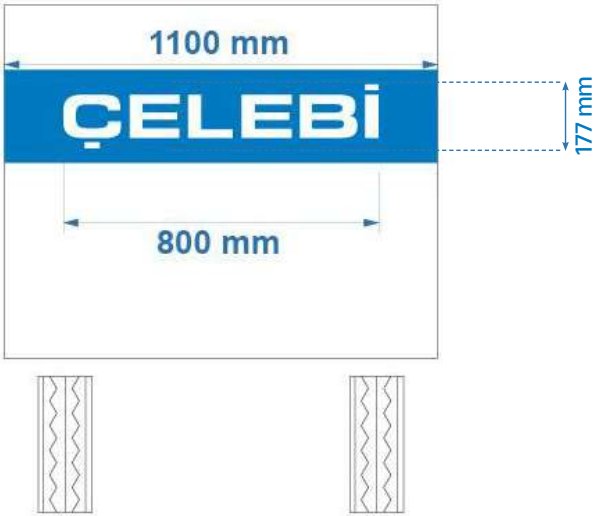


WATER TRUCK

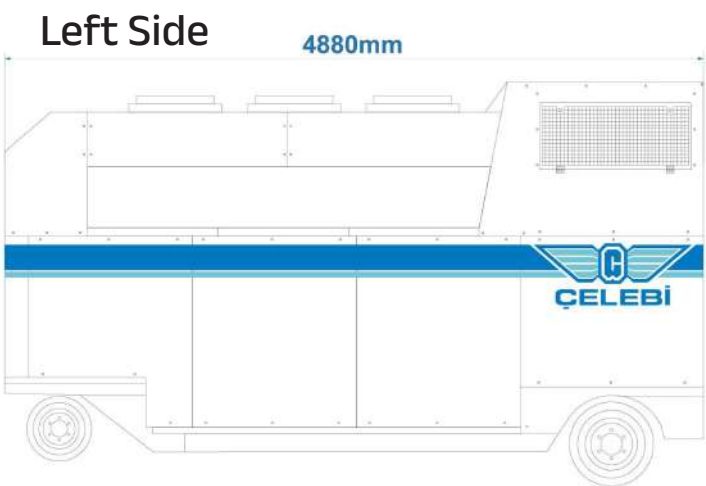
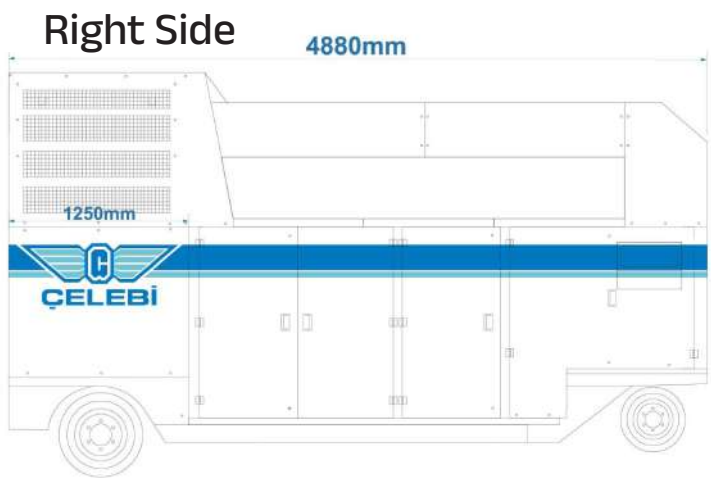
Left - Right Side



Front

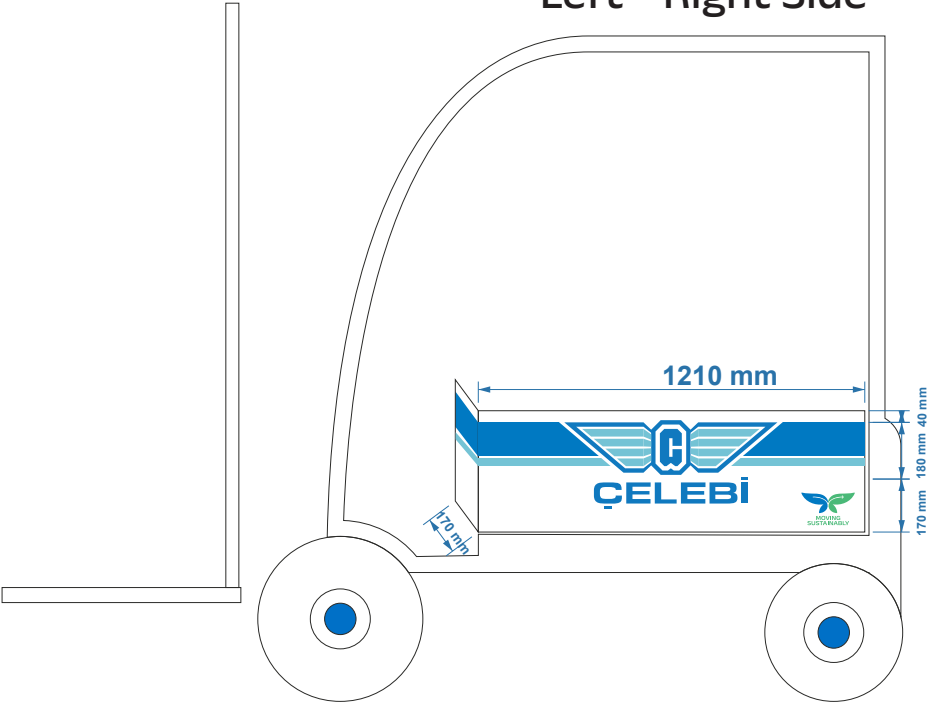


AIR STARTER UNIT(ASU)

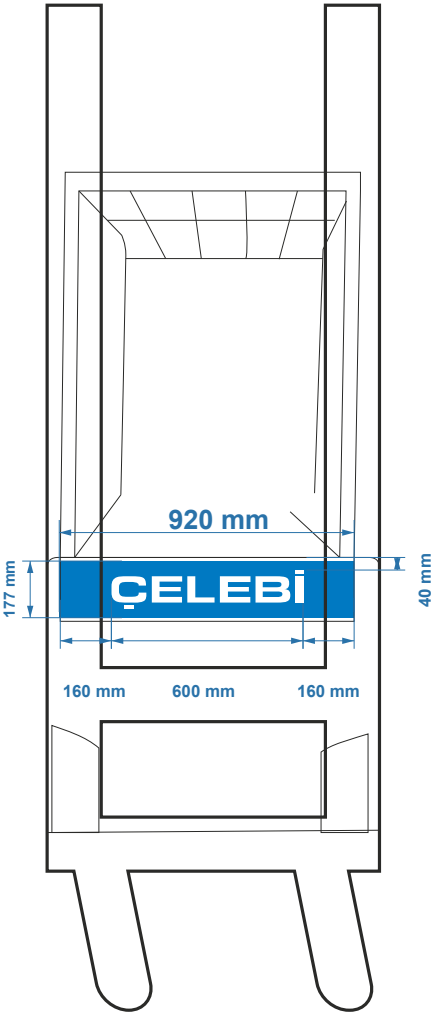


FORKLIFT LINDE

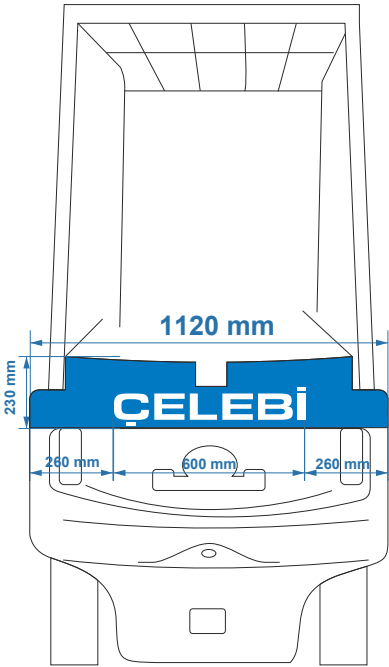
Left - Right Side



Front



Rear

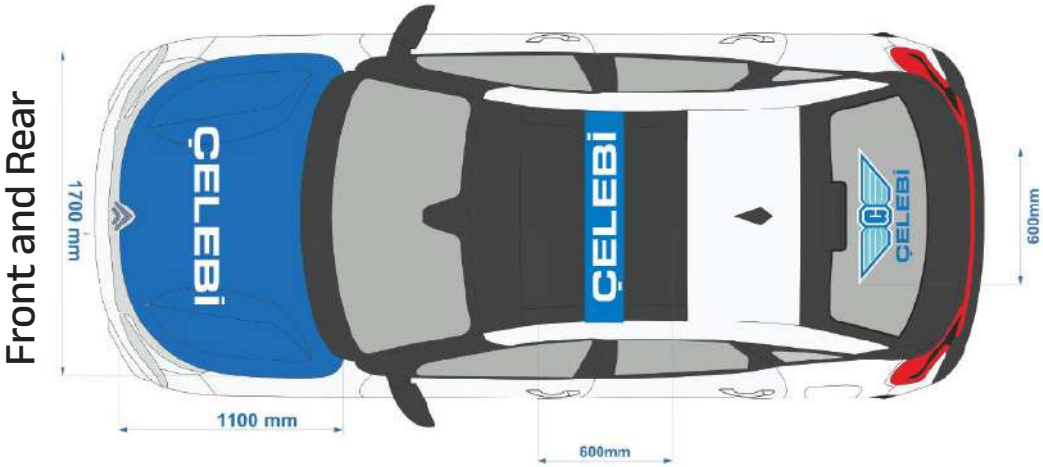


APRON CAR - CITROEN E-C5

Left - Right Side



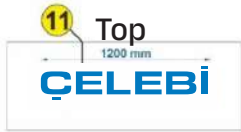
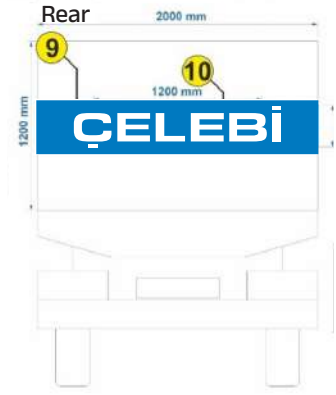
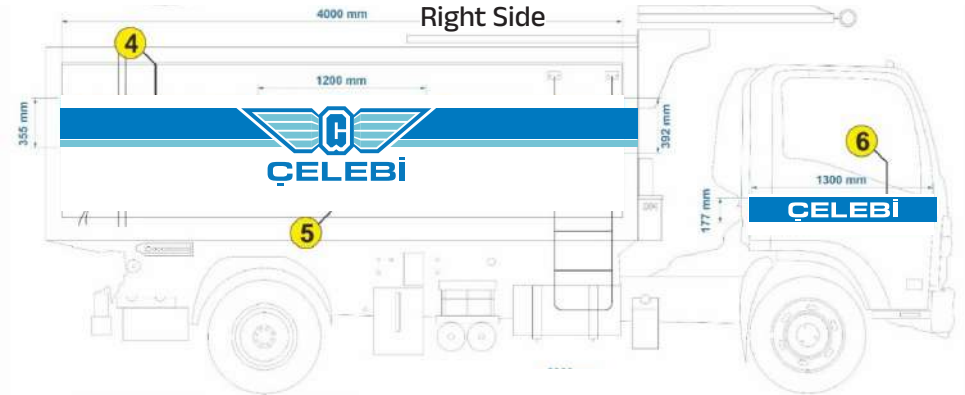
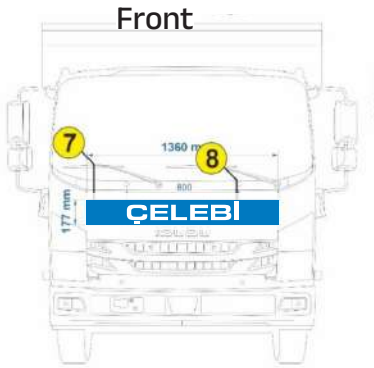
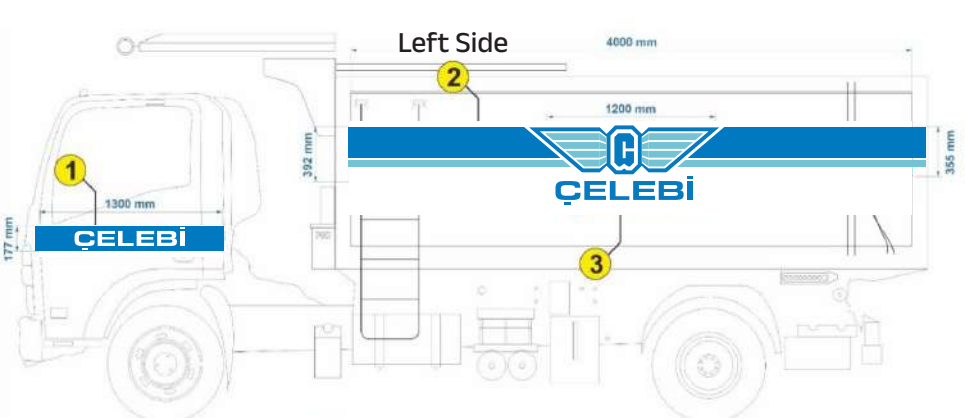
Rear



Top

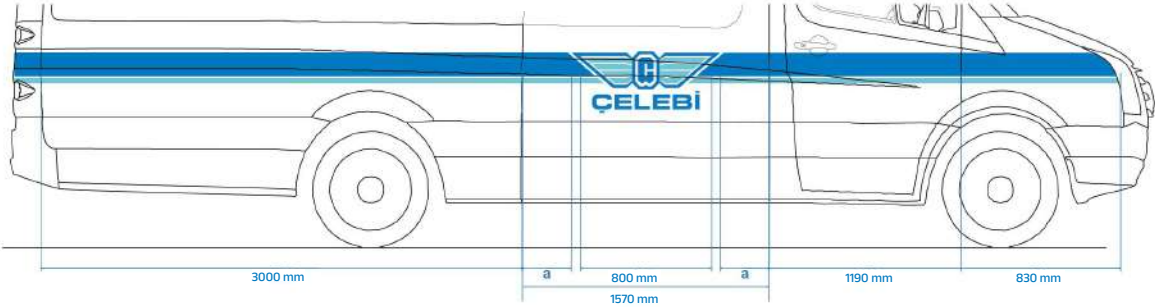


GARBAGE CART- ISUZU NPR 10 LONG

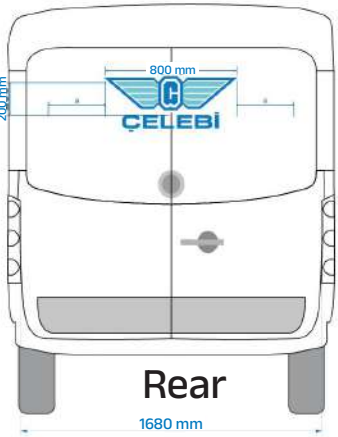
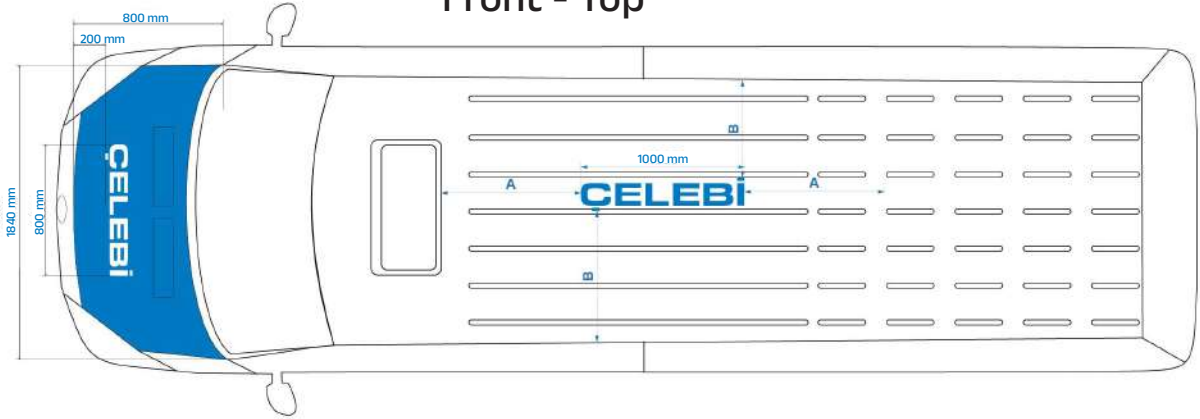


MNB - VW - CRAFTER

Left - Right Side



Front - Top



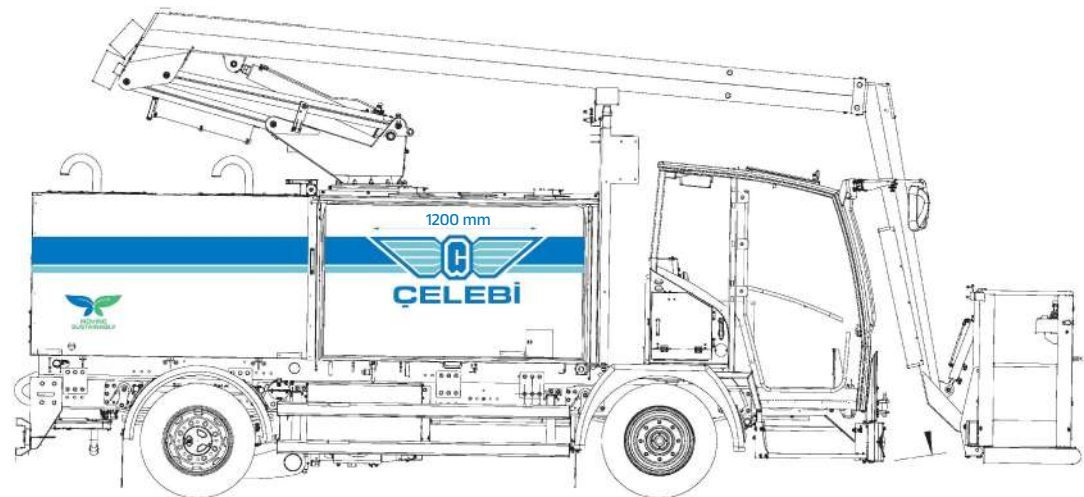
Top



3

VESTERGAARD ELECTRIC SMALL DEICING UNIT

Right Side



Front



Top



Left Side



Rear



