



BRAND IDENTITY GUIDE

LOGO



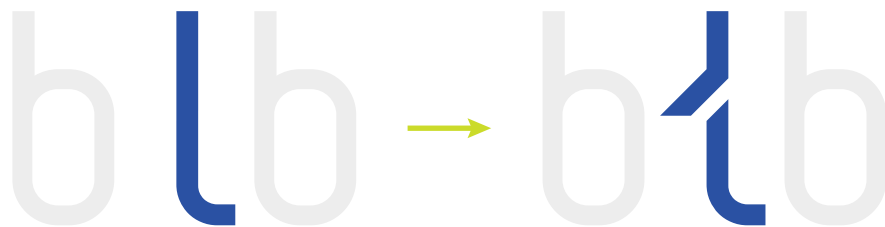
LOGO



# MEANING OF LOGO



The logo of BTB AR-GE was designed out of an icon that appeals to a wide audience about the company's field of expertise, which is electricity.

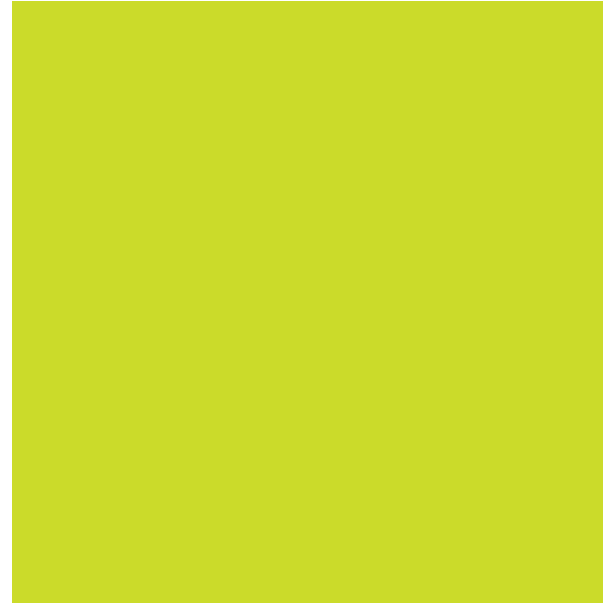


In order to draw up on BTB AR-GE's credibility in engineering, main color was chosen as Pantone 2728 C. The vivid secondary color, Pantone 389 C, was chosen to highlight the young and dynamic characteristics of the company.

# COLOR PALETTE



Pantone 2728 C  
CMYK: 95, 78, 0, 0  
RGB: 0, 71, 186  
HEX: #0047BA



Pantone 389 C  
CMYK: 24, 0, 100, 0  
RGB: 207, 222, 0  
HEX: #0047BA

# COLOR COMBINATIONS

Color combinations were indicated with color codings. Use of color can't deviate from these specifications.



Logo: BTB AR-GE colors

Background: White



Logo: Black

Background: White



Logo: Pantone 389 C

Background: Pantone 2728 C



Logo: White

Background: Black



Logo: White

Background: Pantone 389 C



Logo: White

Background: Image

## LOGO SIZE

If used in a smaller size than specified, the logo loses legibility. To avoid this problem, when the logo is needed under a certain size, the less detailed version should be used. Size specifications are as followed:

The minimum height of BTB AR-GE logo is 15 mm (approximately 40 px). When logo needs to be used in a smaller scale, the less detailed logo version which doesn't have the AR-GE text, should be preferred.

To avoid any problems in resolution, logo should be used in vectoral formats (such as .eps, .svg, .ai).



# MISUSE EXAMPLES



## Color

Never use the logo in a color combination outside of the specifications.



## Background

Never use the logo in white, if placed on a tinted background.



## Background

Never place the logo on images which effect the legibility.



## Stretching

Always maintain the ratio while scaling the logo.



## Rotation

Never rotate the logo.



## Composition

Always preserve the logo and typography ratio.



# TYPOGRAPHY

BTB AR-GE's primary font family was chosen as Neusa Next.

Neusa Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Neusa Next Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Neusa Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

In case Neusa Next font family can't be found, the selected fonts should be preferred in the given order:

1. Open Sans

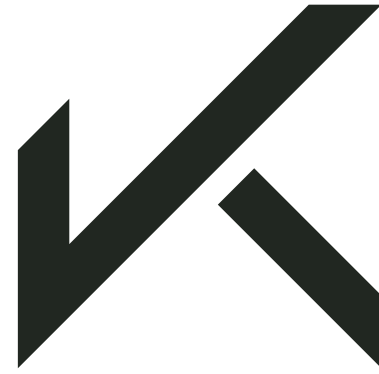
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

2. Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

3. Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()



KENARKÖŞE  
CREATIVE