TEBD

TURKEY-EU BUSINESS DIALOGUE

TEBD LOGO
GRAPHIC CHARTER

TEBD LOGO GRAPHIC CHARTER

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The logo is universal. It cannot be modified in **ANY** way. It also must appear on every publication, either in its horizontal or vertical form.

DEFINITION

The logo consists of two elements, namely: the typography and the pictogram (moon, stars and TEBD letters). Since any changes to these shapes would destroy the logo, it is imperative to respect the following instructions on composition.

minimum 12mm

minimum 12mm

USES

Depending on where it's used, the size of the logo will change. The logo should be sized for clear legibility with a minimum amount of space around it. This is preferable to an increasing the size of the logo and eliminating margin on each side, making it cluttered and harder to read.

To avoid disturbing the reading of the logotype, a white space has been created. This space is double the distance between the typography and the pictogram (by a black 'x'). No graphic element (image, object, writing, etc.) must appear in this area. The logo may not be reduced to a width of less than 12mm.

The use of the vertical logo should always be preferred. The horizontal logo should only be used if the available space does not allow the vertical logo.

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Variation logo, only to use if necessary

COLORS

R 255 **G** 204 **B** 0
C 0 **M** 19 **J** 100 **K** 0
#ffcc00

R 204 **G** 51 **B** 51
C 14 **M** 94 **J** 88 **K** 4
#cc3333

R 51 **G** 102 **B** 154
C 86 **M** 60 **J** 17 **K** 2
#33669a

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Colors of a logo is a part of the indentity... Give always priority to the color version.

The black, grey and white versions below are a variente used when the support requires it. For example a colorless printing, a two-color use, ...

BLACK, GREY AND WHITE VERSION

BLACK : 100%

BLACK : 90%

BLACK : 60%

WHITE : 100%

USAGE GUIDELINES

Do

- make sure the logo is readable.
- Use our official, unmodified TEBD logo

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi nec dignissim dui. Praesent venenatis accumsan mi vel finibus. Phasellus urna lacus, ornare a laoreet at, viverra ac ante. Nullam est nisl, mattis in maximus hendrerit, semper nec eros. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque convallis euismod nisi id interdum. Suspendisse vestib-
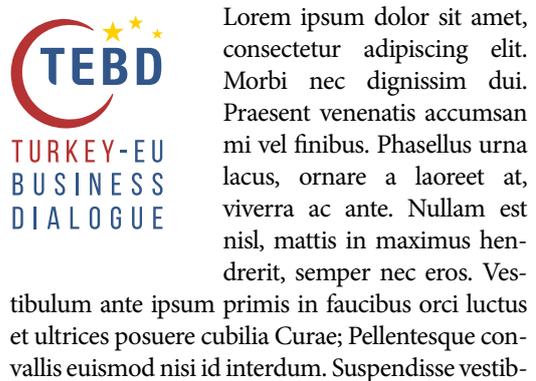
Do not

Change color of any element

Change font

Change position of any element

Change disposition

Modify proportion

Enlarge the typografy

Enlarge space between the element

Use any effects. shadow or borders

Use any effects. shadow or borders

TYPOGRAPHY

In order to keep a maximum of coherence and impact in term of identification, the typography used will have to be the same on all the supports.

We use 2 fonts:

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

For headings, headlines, title, etc.

Helvetica Neue (regular)

abcdefghijklmnopqrstuvwxyz

0123456789

for body text, captions, etc.