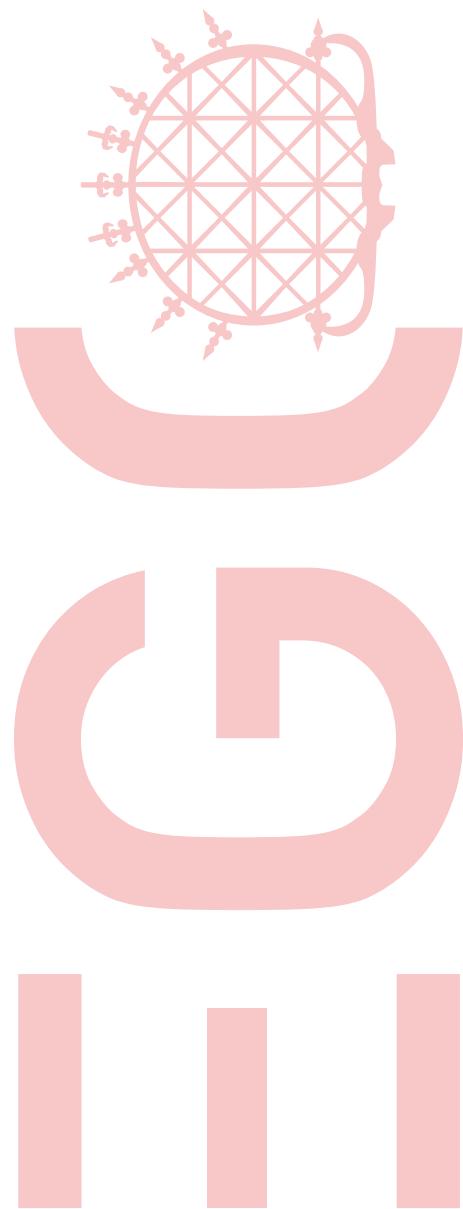




# General Directorate of EGO Brand Guide





## FROM THE GENERAL DIRECTOR

Our organization, General Directorate of EGO is a public institution having legal personality and is governed by private law. EGO is authorized according to the Public Procurement Law No. 4734 and Public Procurement Contracts Law No. 4735 to procure goods, and services and perform construction activities. EGO is also authorized to carry-out income-generating activities allowed by the State Tender Law No, 2886.

General Directorate of EGO passes over its 80 years of experience and brand equity to the future. This guide has been prepared for one of the most important steps of this process, "Corporate Identity". In this guide, you will find all the elements of EGO's corporate identity and brand architecture in detail.

Corporate Identity Guide of General Directorate of EGO has been prepared in order to organize the visual elements that reflect the corporate identity of our organization by binding them to certain rules. The Corporate Identity Guide explains all the visual content that is eligible for our organization to be perceived in the desired way and to maintain this perception and bring certain standards to this visual content.

Our expectation is that the standards contained in this guide are implemented correctly and the guide is accepted as a constantly used reference book.

With kind regards.

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## EGO Logo

The logo of the General Directorate of EGO is given below. It was created using the DIN Mittbek - Alternate font and the Hittite Sun Disc symbol. The logo should be taken into account in all designs to be made.



## EGO Genel Müdürlüğü Lettering

"EGO Genel Müdürlüğü" lettering was created without modifying the DIN Mittbek - Alternate font. It is used in the same color as the logo.

# EGO Genel Müdürlüğü

## EGO Logotype

The logotype of the General Directorate of EGO is given below. On the following pages of the guide, it is stated where the logo and logotype will be used.



**EGO Genel Müdürlüğü**

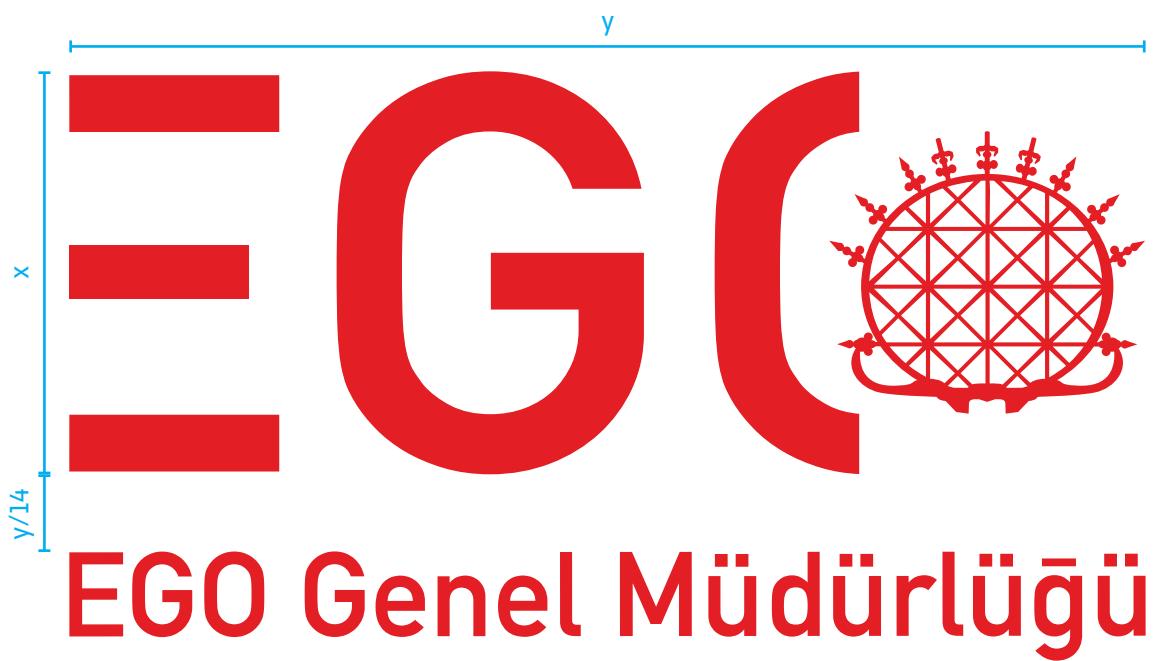
## Logo Proportions

While determining the logo ratios, the distance (width) between the left of the letter "E" and the right of the Hittite Sun Disc symbol is "y"; the maximum height (height of the letter "G") is determined as "x". The "x" and "y" values used in the following pages of the manual indicate this situation.



## Logotype Proportions

The width of the "EGO Genel Müdürlüğü" lettering is shown as "y". It should be placed under the logo with a distance of 1/14th of "y" and should always be used centered.



## Logo Safe Area

While determining the safe area of the logo, half of the "x" value was taken into account. It is recommended to leave a distance of  $x/2$  from the extreme points of the logo. As an exceptional case, in very narrow spaces, this amount of space may not be given from the edges.



## Logotype Safe Area

While determining the safe area of the logotype, the  $x/2$  value should be given in line with the base lines of the "EGO Genel Müdürlüğü" lettering. As can be seen below, the hook of the letter "ğ" was not taken into account when determining the safe area.



## Minimum Size

While determining the minimum sizes, legibility and recognition of the logotype were taken into consideration. Unless otherwise stated, the width should not be less than 15 mm for printed works and 40 pixels for digital works.

### Baskı



### Dijital



## Color Values

The corporate color values used in the General Directorate of EGO's logo are given below. Unless otherwise stated in the manual, it should not be used with other colors.

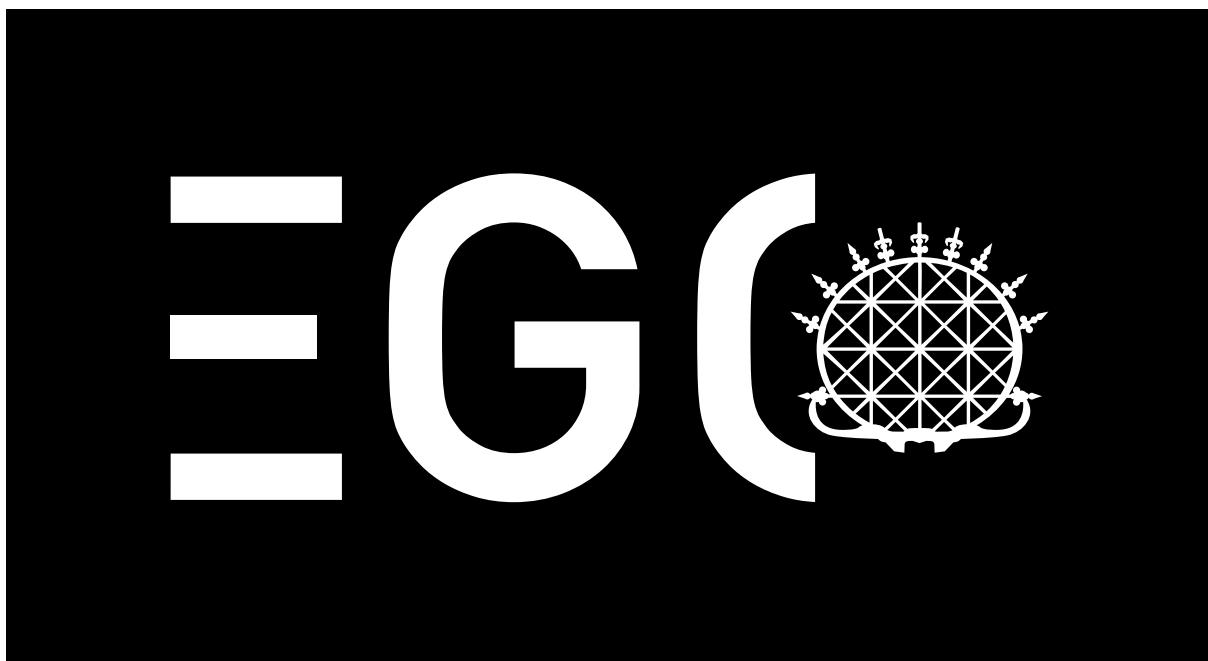


C	4
m	100
y	100
k	1

R	227
G	10
B	23
#E30A17	

## Negative and Positive Usage of Logo

The negative and positive uses of the logo are given below. It can be used with the specified corporate colors or black and white in order to increase the legibility according to the place of use.



## Auxiliary Colors

Below are the auxiliary colors to be used in special cases. The EGO logo should not be used with any color other than its corporate color, black, white, gold gilding and silver gilding.

If the use of the following gold or silver colors is specified, it should be applied with gold gilding, foil or metallic paint.



Gold Gilding  
Gold  
  
PMS  
871



Silver Gilding  
Silver  
  
PMS  
877

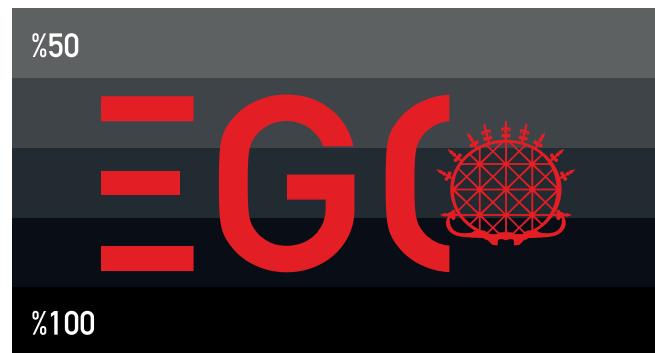
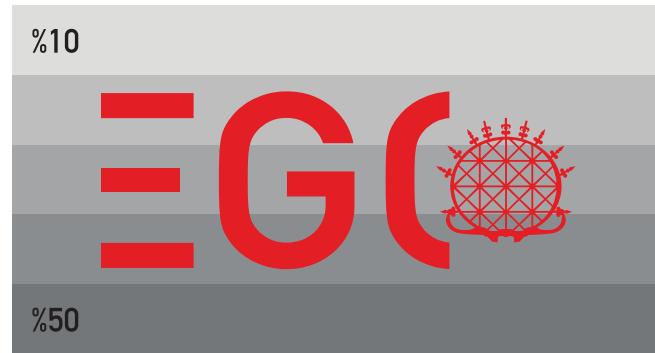
## Usage on Various Colored Backgrounds

EGO Logo should not be used in such a way that legibility will be lost when used on different colored backgrounds.  
If possible, it should always be used with the corporate red color.  
Black/white usage can be preferred when necessary.



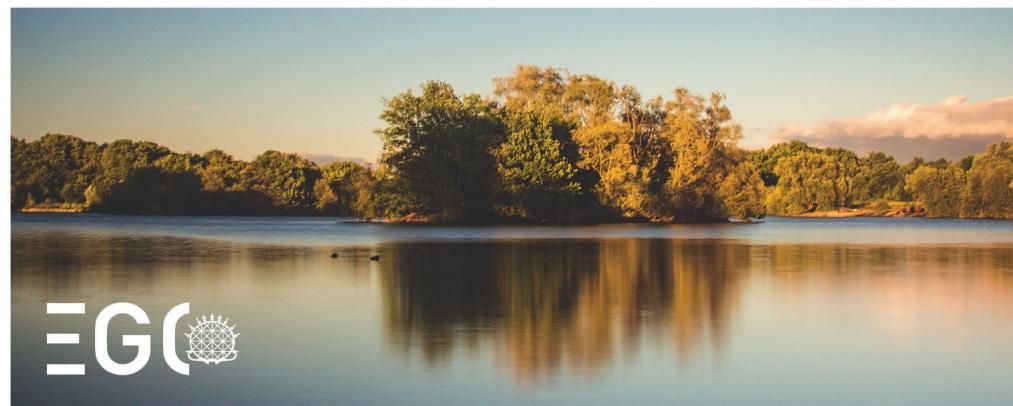
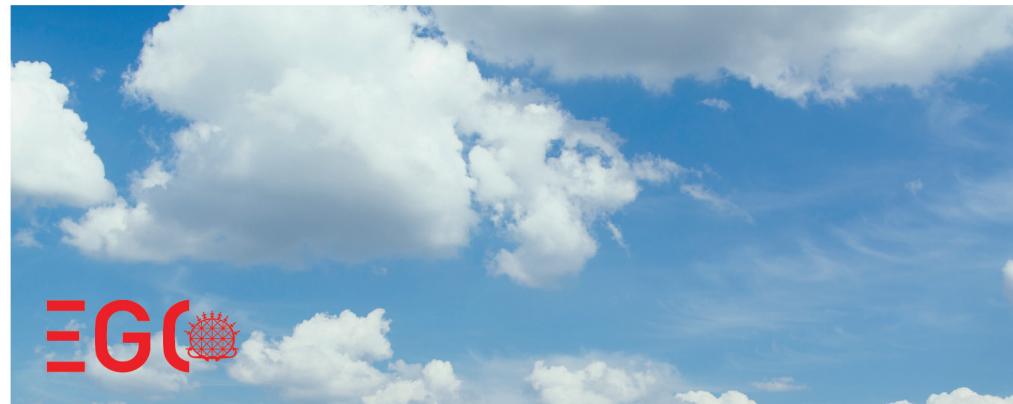
## Usage on Various Colored Backgrounds II

The color of the EGO logo should be determined according to the color values of the ground on which it is used. In order to keep legibility high, the logo should be contrasted with the background color.



## Usage on Images

When using the EGO logo on the image, the version that will be the most contrast to the ground should be chosen. Depending on the floor, black or white usage can be preferred.



## Usage on Vertical Spaces

When using the EGO logo in vertical spaces, it is recommended to place the EGO logo in the middle, based on the bottom or top, paying attention to the safe areas. This may vary depending on the medium in which the logo will be used.



## Usage on Horizontal Spaces

When using the EGO logo in horizontal spaces, it is recommended to place it on the right or left, paying attention to the safe areas. It may vary depending on the medium in which it will be used.



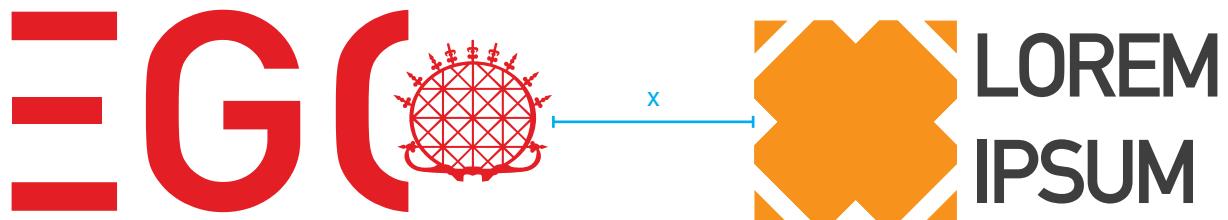
## Usage with Slogan

When the EGO logo is used with a slogan, the slogan should be written instead of "EGO Genel Müdürlüğü" lettering. It is recommended not to use very long slogans and to extend them to the middle of the Hittite Sun Disc symbol.



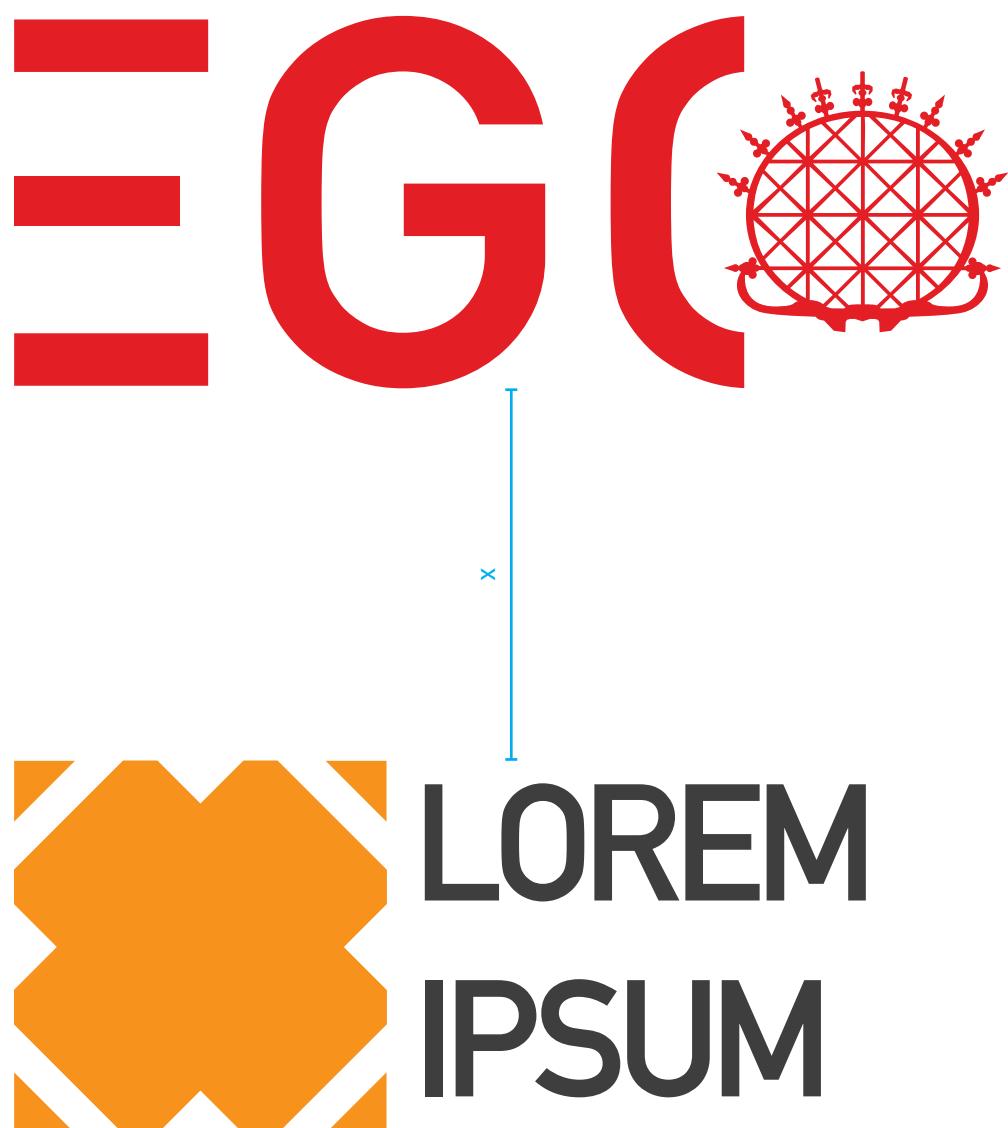
## Usage with Other Logos

When using the EGO logo with other logos, the distance to be left between them is determined as "x". Logos should be proportional to each other and centered.



## Usage with Other Logos II

When using the EGO logo with other logos, the distance to be left between them is determined as "x". Logos should be proportional to each other and centered.



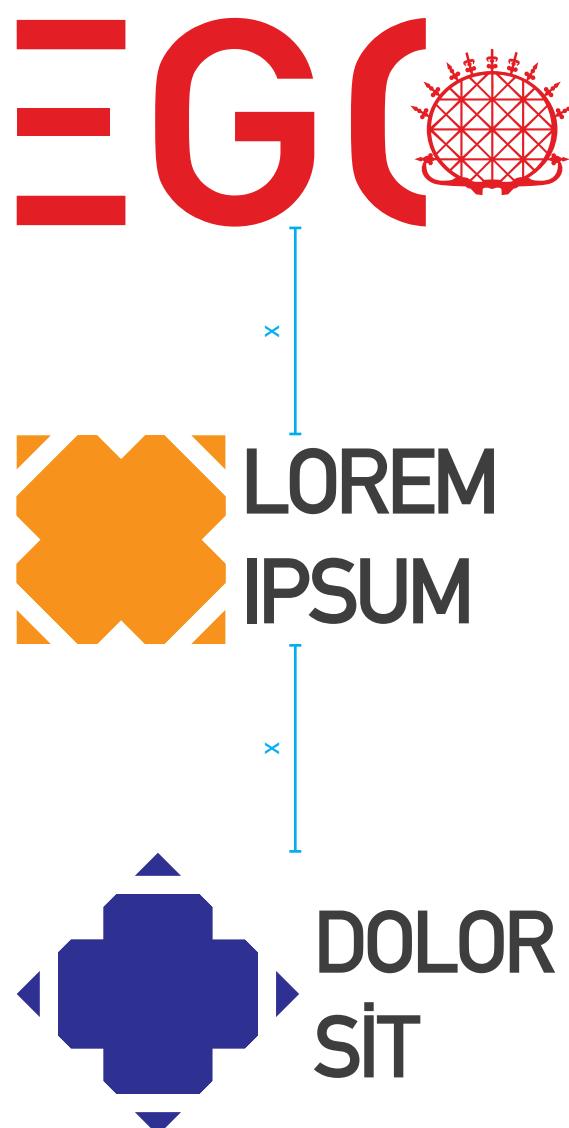
## Usage with Other Logos III

When using the EGO logo with other logos, the distance to be left between them is determined as "x". Logos should be proportional to each other and centered.



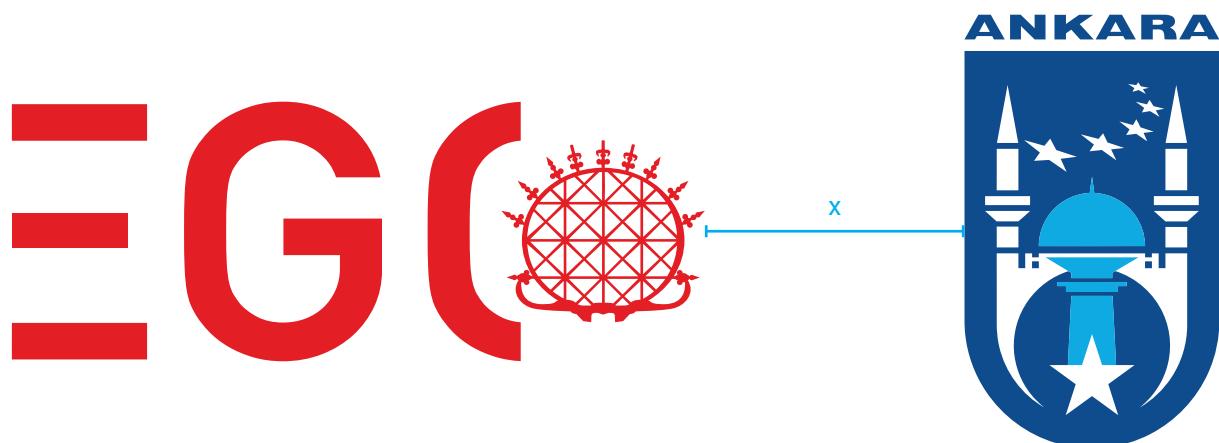
## Usage with Other Logos IV

When using the EGO logo with other logos, the distance to be left between them is determined as "x". Logos should be proportional to each other and centered.



## Examples of Usage with Other Logos

When using the EGO logo with other logos, the distance to be left between them is determined as "x". Logos should be proportional to each other and centered.



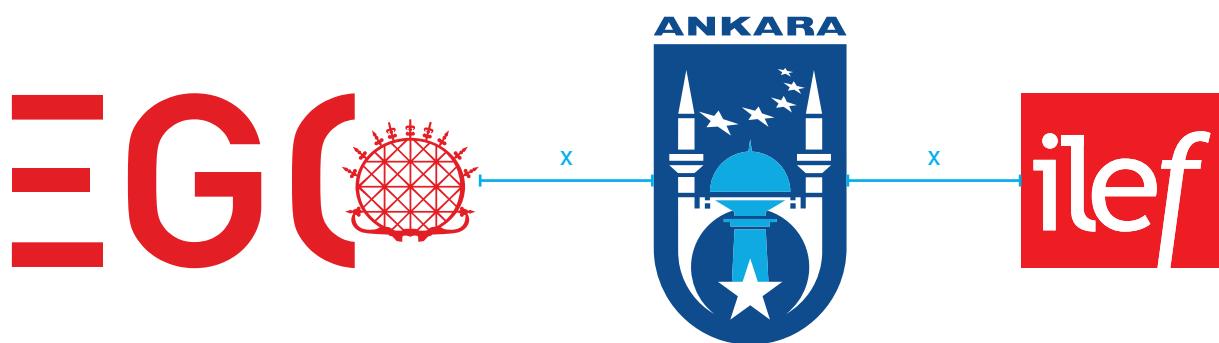
## Examples of Usage with Other Logos II

When using the EGO logo with other logos, the distance to be left between them is determined as "x". Logos should be proportional to each other and centered.



## Examples of Usage with Other Logos III

When using the EGO logo with other logos, the distance to be left between them is determined as "x". Logos should be proportional to each other and centered.



## Examples of Usage with Other Logos IV

When using the EGO logo with other logos, the distance to be left between them is determined as "x". Logos should be proportional to each other and centered.



## Corporate and Auxiliary Fonts

The corporate fonts of the General Directorate of EGO are given below. No other fonts other than these fonts should be used.

### Ankara Font Ailesi

#### Kurumsal Font

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜYVZ

abcçdefgğhijijklmnoöprsştuüvyz

1234567890

### Arial Font Ailesi

#### Kurum içi Yazışma Fontu

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜYVZ

abcçdefgğhijijklmnoöprsştuüvyz

1234567890

### Times New Roman Font Ailesi

#### Kurum Dışı Yazışma Fontu

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜYVZ

abcçdefgğhijijklmnoöprsştuüvyz

1234567890

### Allura - Regular

#### Özel Durumlarda Kullanılacak Yardımcı Font

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜYVZ

abcçdefgğhijijklmnoöprsştuüvyz

1234567890

## Orthographic Rules

In the information section that will be included in the printed and digital works below spelling rules to be considered are included. Examples of rules are included in the following pages of the manual.

Words such as avenue, street, neighborhood should not be shortened.

**Correct**

Atatürk Caddesi No: 1

**Incorrect**

Atatürk Cad. No: 1

The last part in the address sequence district name - zip code - city name should written as stated.

**Correct**

... Çankaya 06530 Ankara

**Incorrect**

... Çankaya/Ankara

Telephone with letter T, fax with letter F, If it is to be used, the mobile phone must be indicated with the letter C, followed by the area code with a leading zero, **Incorrect** and then the number should come. "Direct" if there is a direct number should be written at the end of the number.

**Correct**

T: 0312 123 45 67  
T: 0312 234 56 78 Direkt  
F: 0312 345 67 89  
C: 0532 123 45 67

**Incorrect**

Tel: (0312) 123 45 67  
Direkt Tel: (0312) 234 56 78  
Faks: (0312) 345 67 89  
Cep: (0532) 123 45 67

Extension numbers should be separated by a slash (/) after the phone number.

**Correct**

T: 0312 123 45 67 / 2345

**Incorrect**

T: 0312 123 45 67 - 2345

Descriptions like "e-posta" or "e-mail" must not be used before the electronic mail address. This rule also covers the web site address.

**Correct**

ad.soyad@lorem.com.tr

**Incorrect**

e-posta: ad.soyad@lorem.com.tr

**Correct**

lorem.com.tr  
web: www.lorem.com.tr



## Misuse of Logo

The EGO logo should never be changed or deformed for any reason.

1-



Logo can't be used with other colors.

2-



Stroke can't be applied to logo.

3-



Gradient can't be applied to logo.

4-



Logo can't be deformed.

5-



Logo can't be blurred.

## Misuse of Logo II

The EGO logotype should never be changed or deformed for any reason.



Text size can't be changed.



Text can't be written in all caps.



Logotype font can't be changed.



Text position can't be changed.



Text color can't be changed.



The distance between logo and text can't be changed.

## Misuse of Logo with Other Logos

When using the EGO Logo with other logos, it should be used as stated in the previous pages, paying attention to their proportions and safe areas.



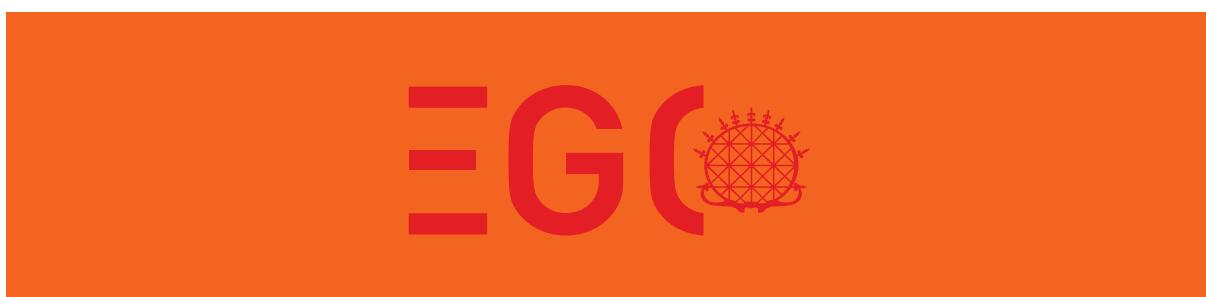
## Examples of Misuse with Other Logos

When using the EGO Logo with other logos, it should be used as stated in the previous pages, paying attention to their proportions and safe areas.



## Misuses on Flat Background

When the EGO logo is used on different colored backgrounds, it should be used in a contrasting manner so that legibility is not impaired.



## Misuses on Visuals and Patterns

Below are examples of situations where the EGO logo lacks contrast and becomes illegible in complex images. These and similar practices should be avoided.



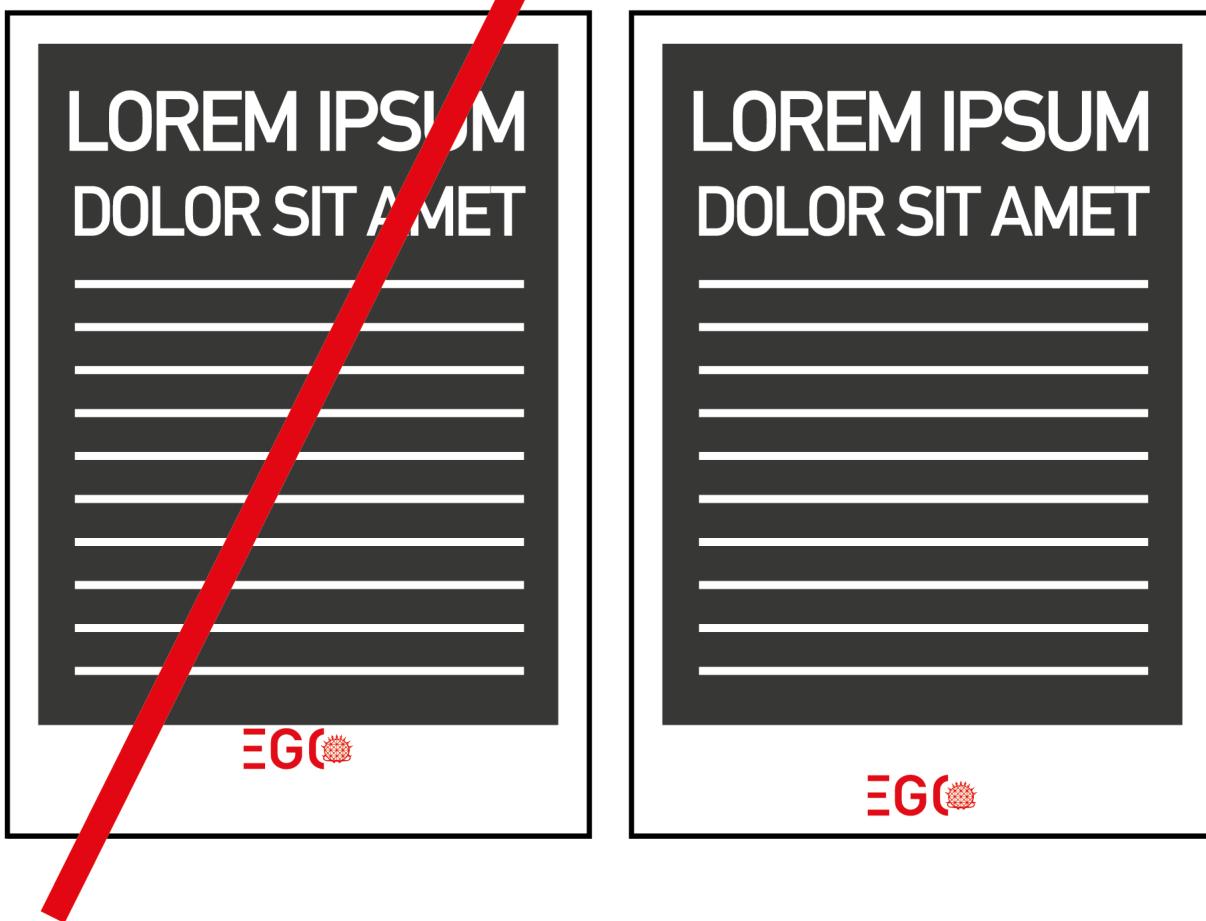
## Incorrect Practices

When using the EGO logo as a signature for sponsorship, web address and similar situations, elements such as information and pictures should not be associated with each other. This type of information should be kept outside the secure area.



## Incorrect Practices II

Sufficient safe space should always be left around the EGO logo. Below are examples showing correct and incorrect usage.



### Incorrect Practices III

The EGO logo should not be placed as a punctuation mark at the end of sentences in texts.

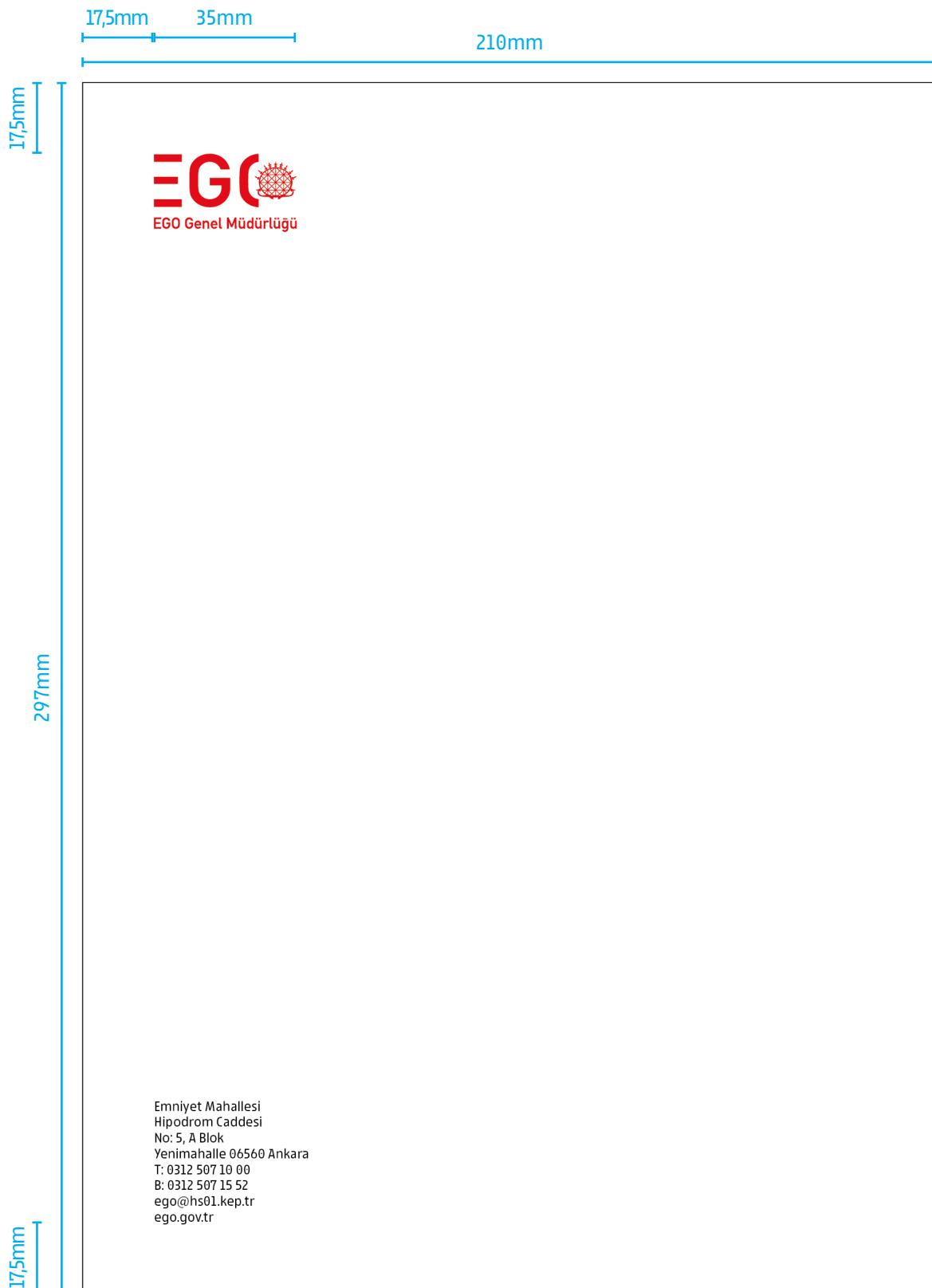


Lorem ipsum dolor sit amet, consectetur adipisciing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat**EGO**.



## Letterhead

General Directorate EGO's corporate letterhead is A4 in size and it should be printed on 90 grams, high-grade paper pulp.



## Business Card

General Directorate of EGO's business card is 85x50 mm in size and it should be printed on 300 grams of matte glossy paper.



## Corporate Envelope

General Directorate EGO's corporate envelope is 220x100 mm in size and it should be printed on 110 grams, high-grade paper pulp.



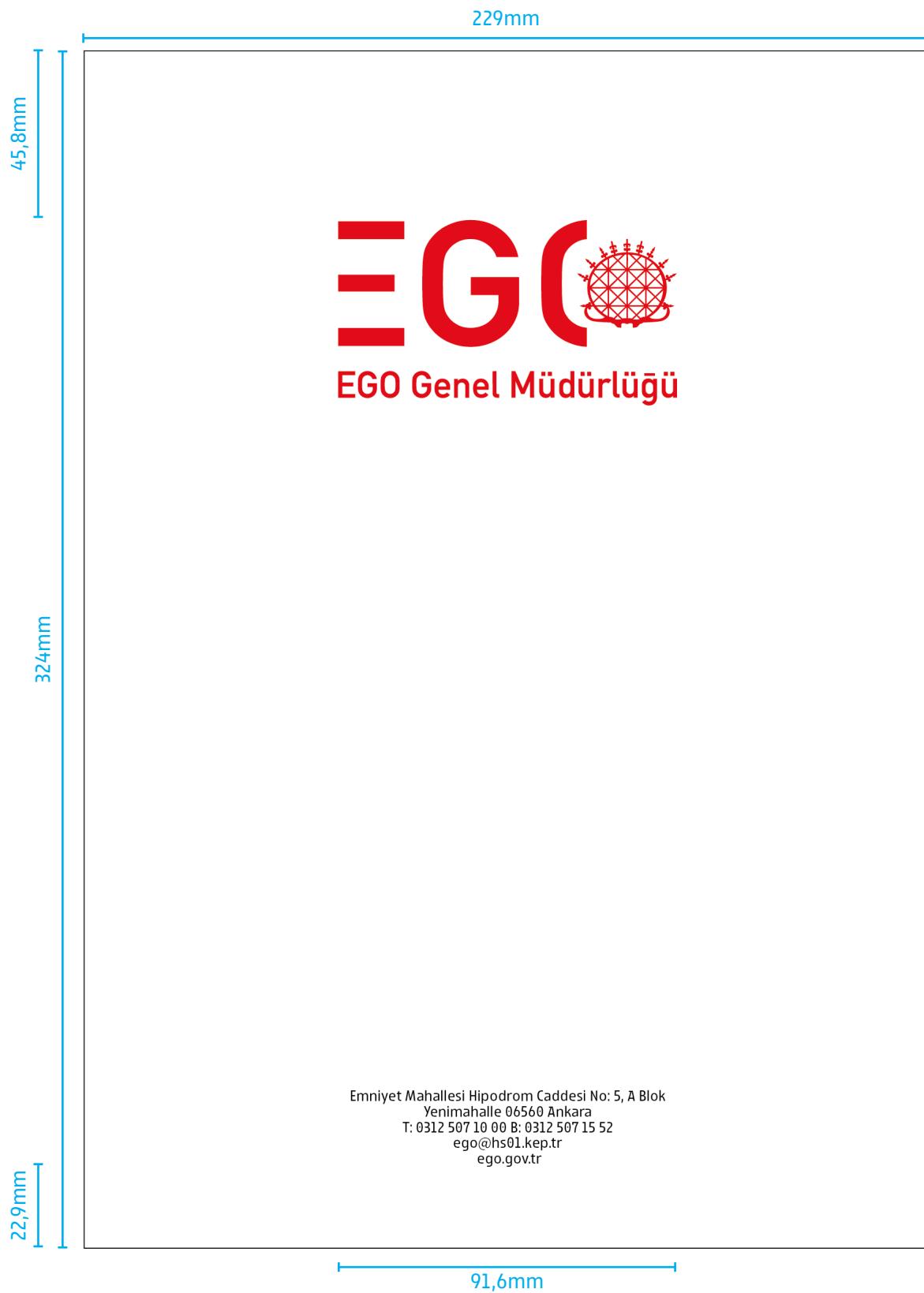
## Corporate Envelope (Windowed)

General Directorate EGO's corporate envelope is 220x100 mm in size and it should be printed on 110 grams, high-grade paper pulp.



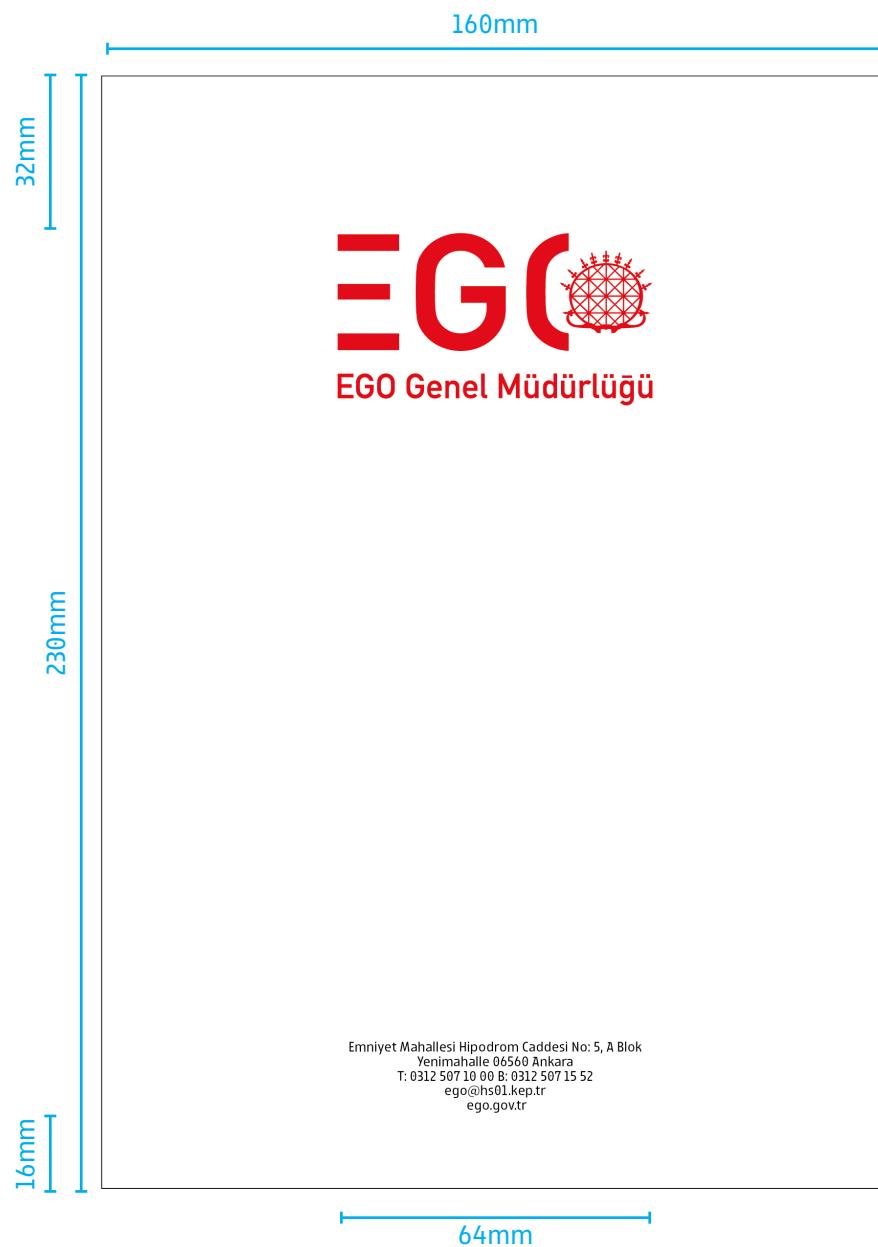
## Catalog Envelope (Large)

General Directorate EGO's catalog envelope 229x324 mm in size.



## Catalog Envelope (Small)

General Directorate EGO's catalog envelope 160x230 mm in size.



## Pocket Folder

General Directorate of EGO's pocket folder is 230x320 mm in size.



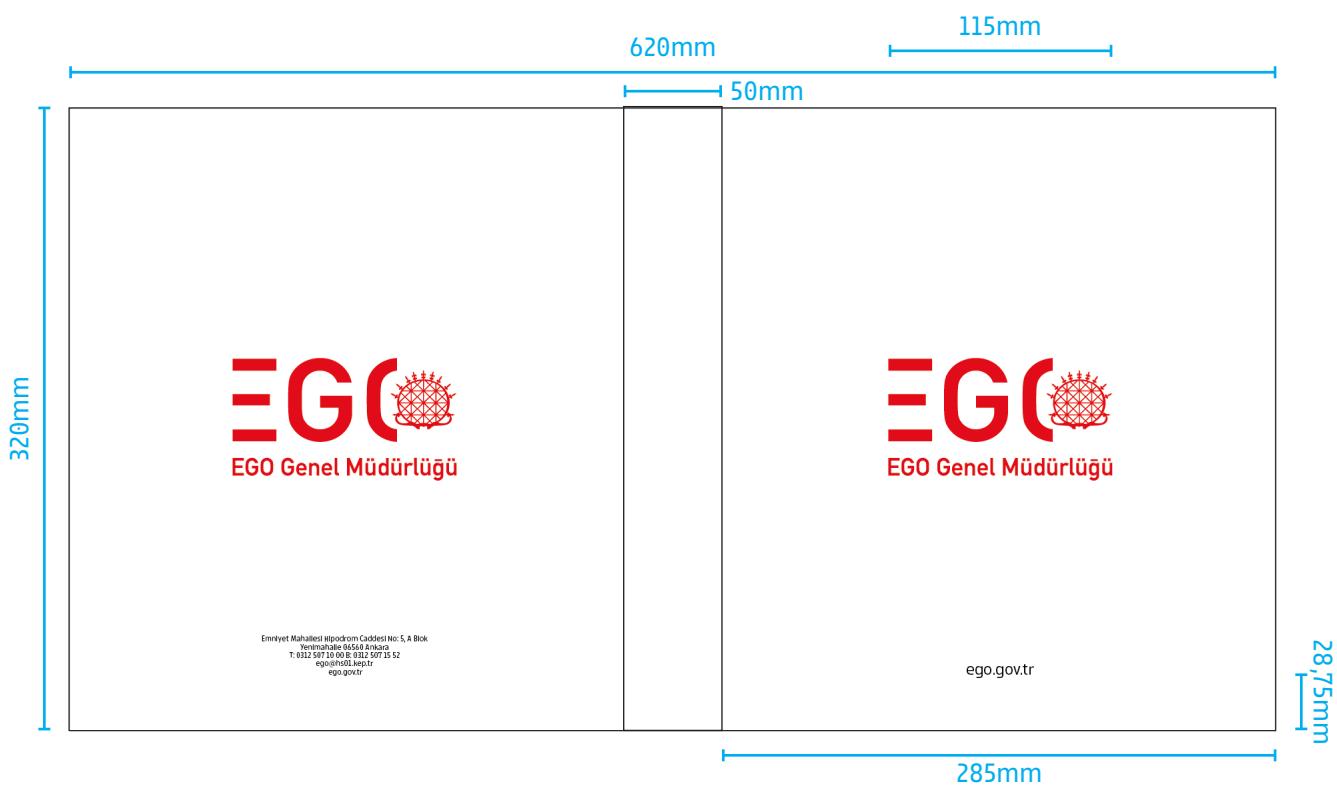
## Expandable Folder

General Directorate of EGO's expandable folder is 230x320 mm in size. Its back thickness is 10 mm. This thickness can be increased upon request.



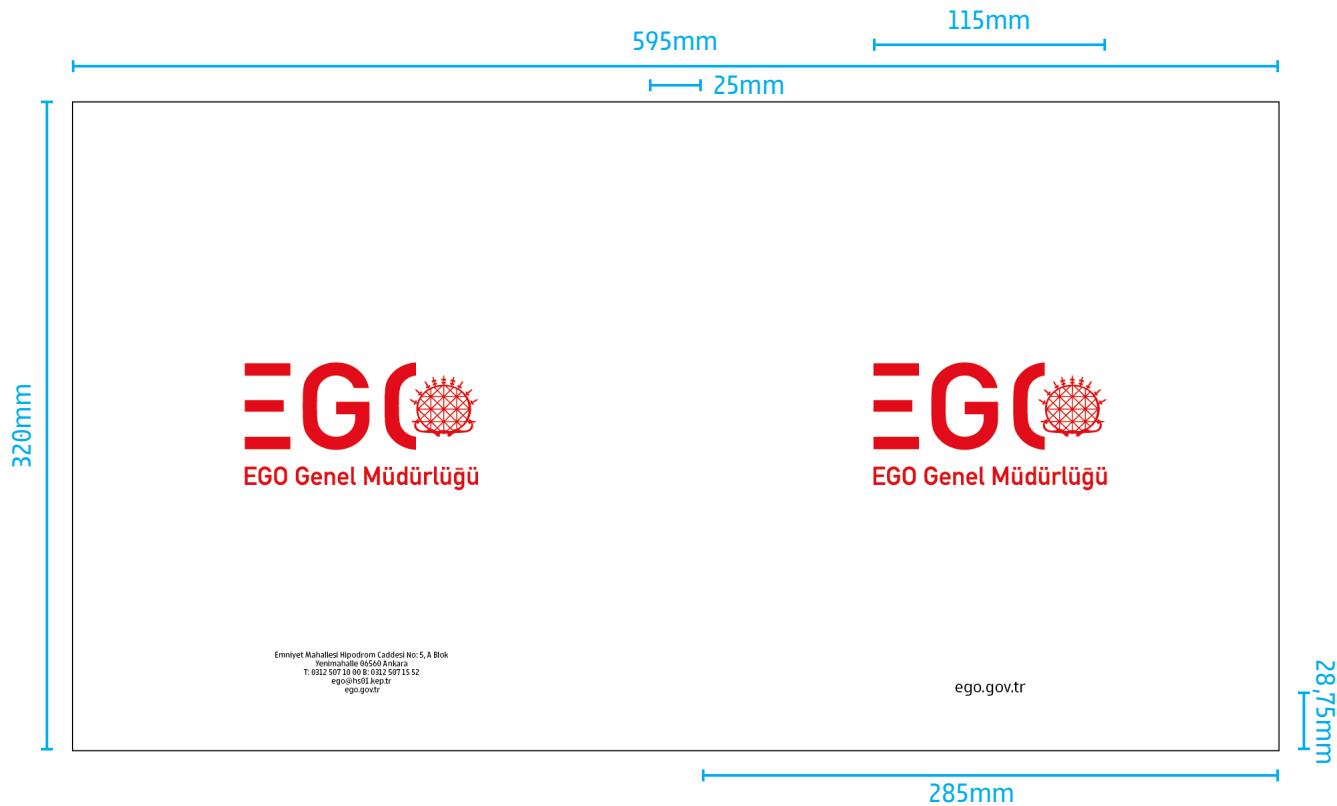
## Folder

General Directorate of EGO's folder is 285x320 mm is size.



## Presentation Folder

General Directorate of EGO's presentation folder 285x320 mm in size.



## Folder Backs

General Directorate of EGO's folder backs are 55x190 and 30x190 mm in size.



## Speech Card

General Directorate of EGO's speech card is A5 in size.



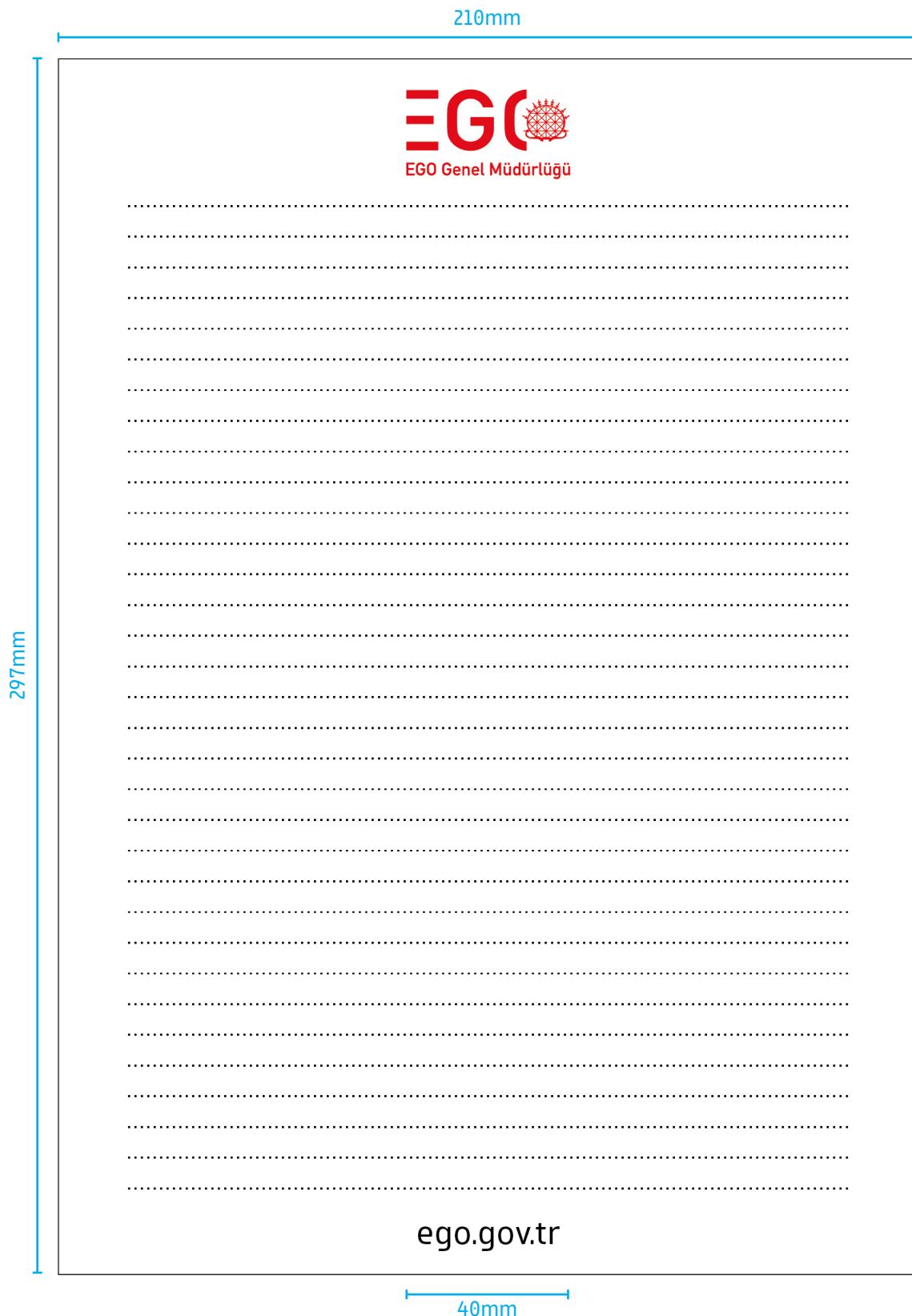
## Answer Card

General Directorate of EGO's answer card is A5 in size.



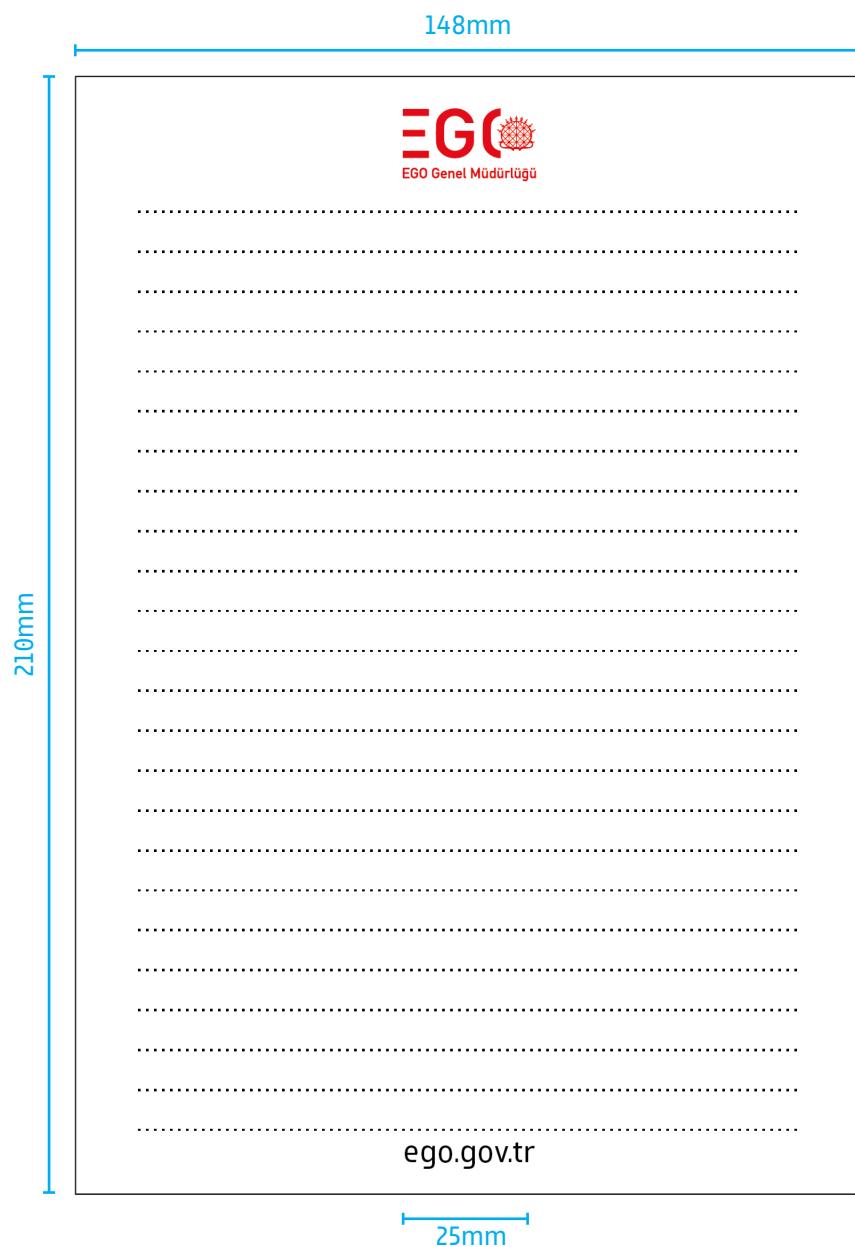
## Notepad (Large)

General Directorate of EGO's large notepad is A4 in size.



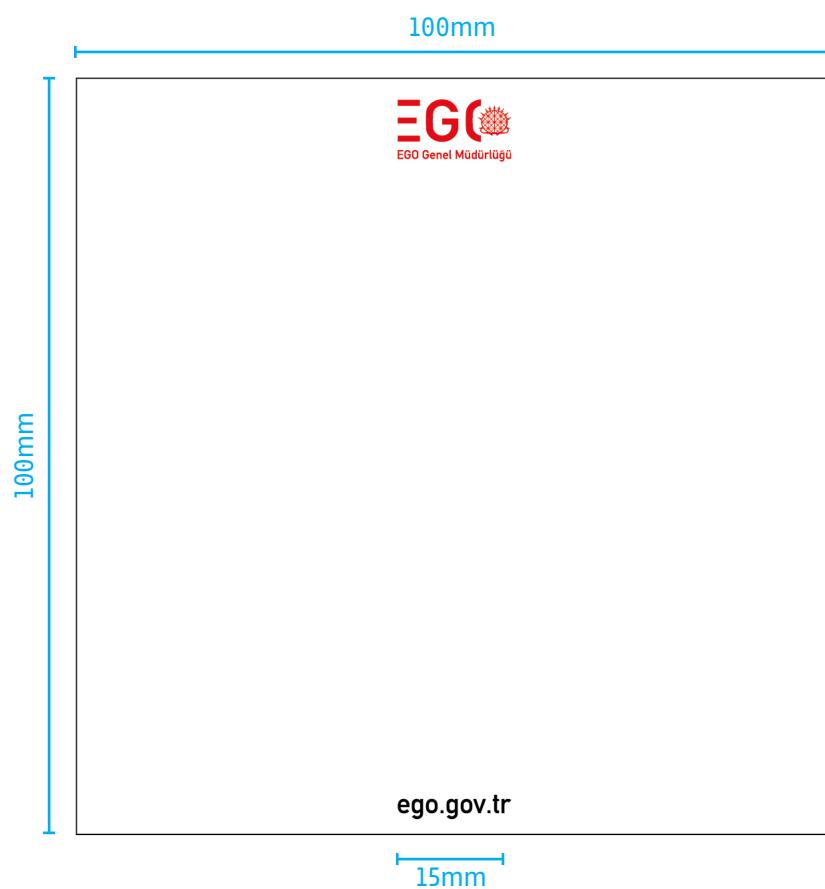
## Notepad (Medium)

General Directorate of EGO's medium notepad is A5 in size.



## Notepad (Small)

General Directorate of EGO's small notepad is 100x100 mm in size.



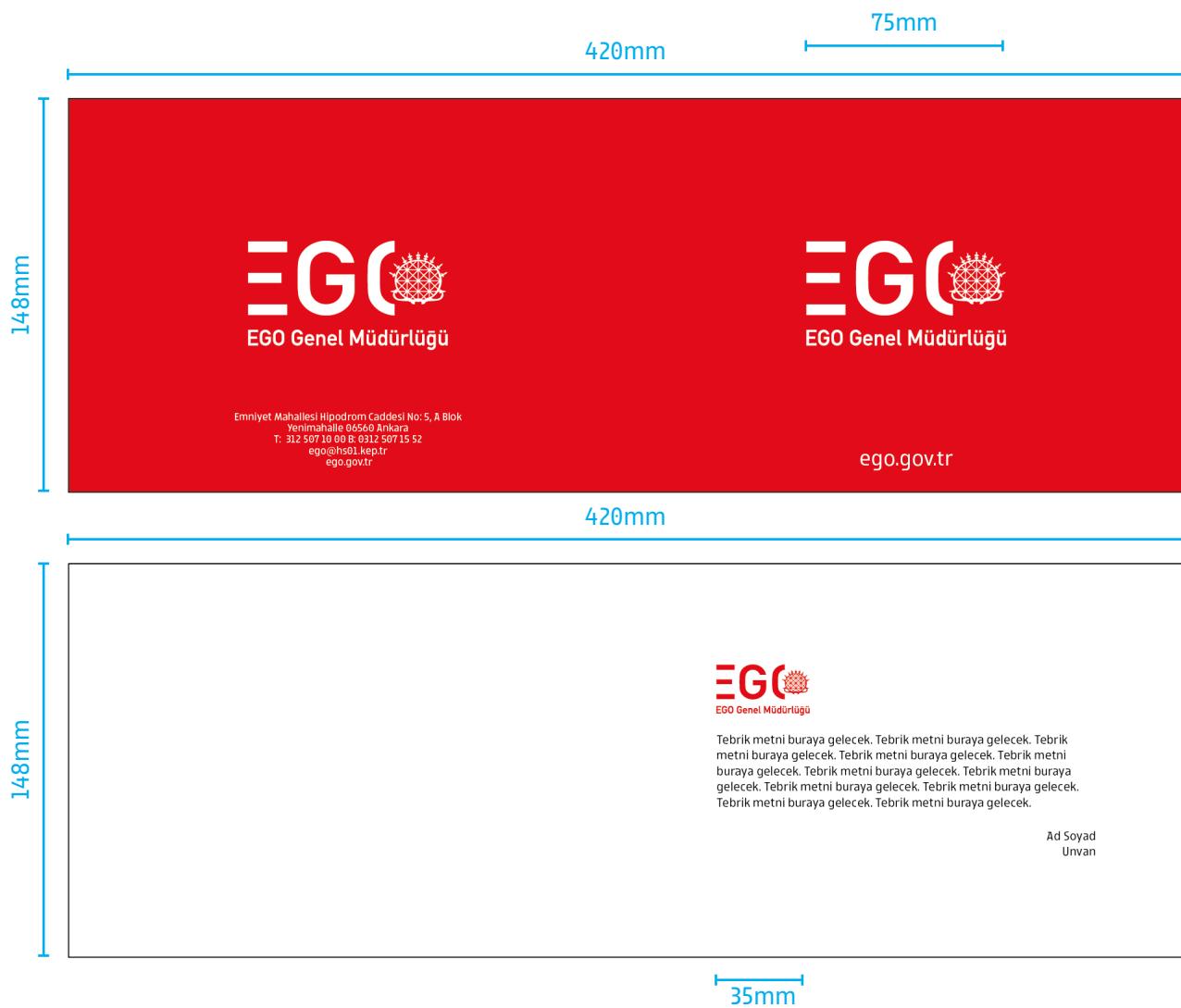
## "Best Regards" Card

General Directorate of EGO's "Best Regards" card is A5 in size.  
Allura - Regular font is used for lettering.



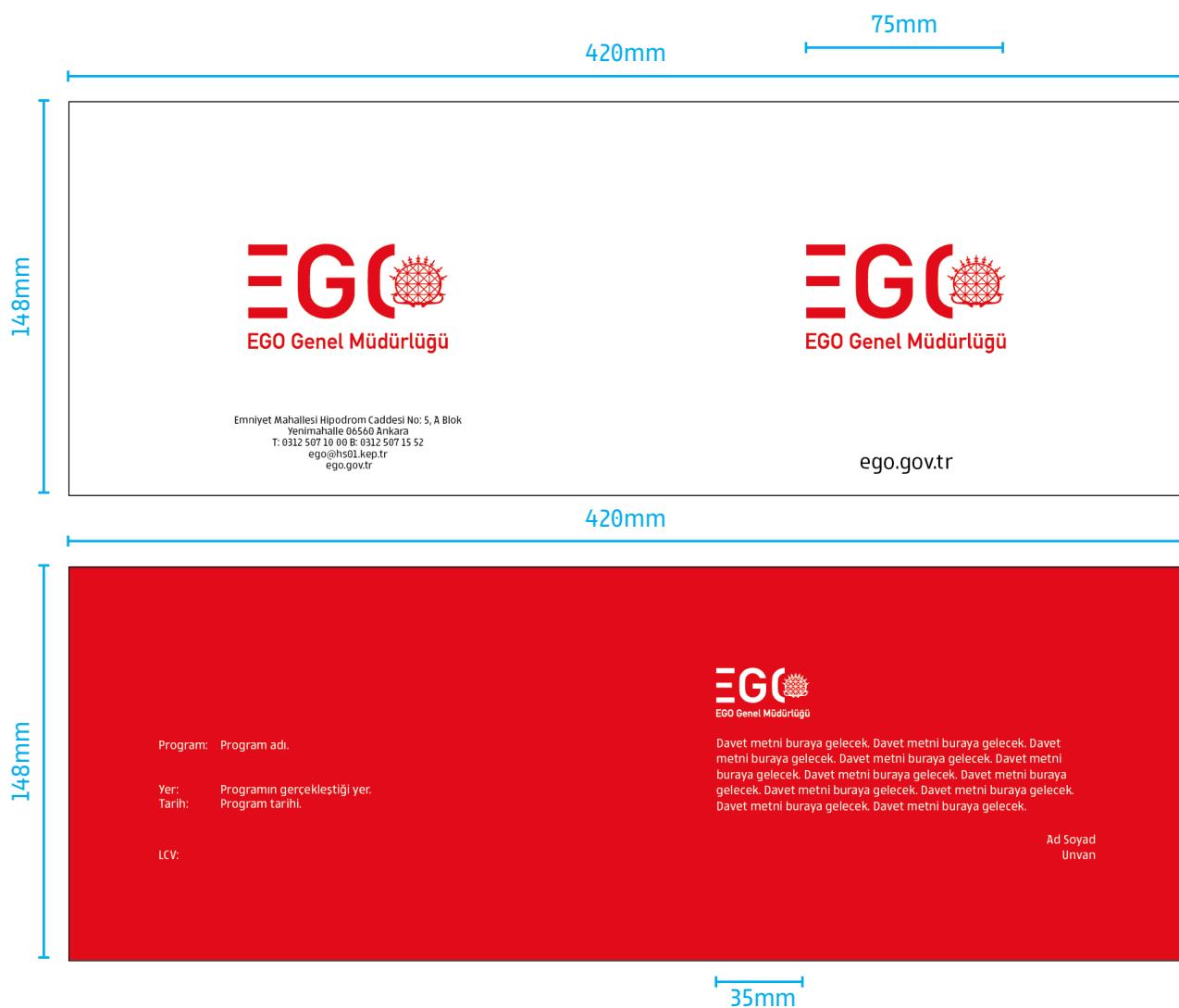
## Greeting card

General Directorate of EGO's greeting card is A5 in size, front and back printed and single folded.



## Invitation Card

General Directorate of EGO's invitation card is A5 in size, front and back printed and single folded.



## Greeting/Invitation Envelope

General Directorate of EGO's greeting/invitation envelope is 155x215 mm in size.



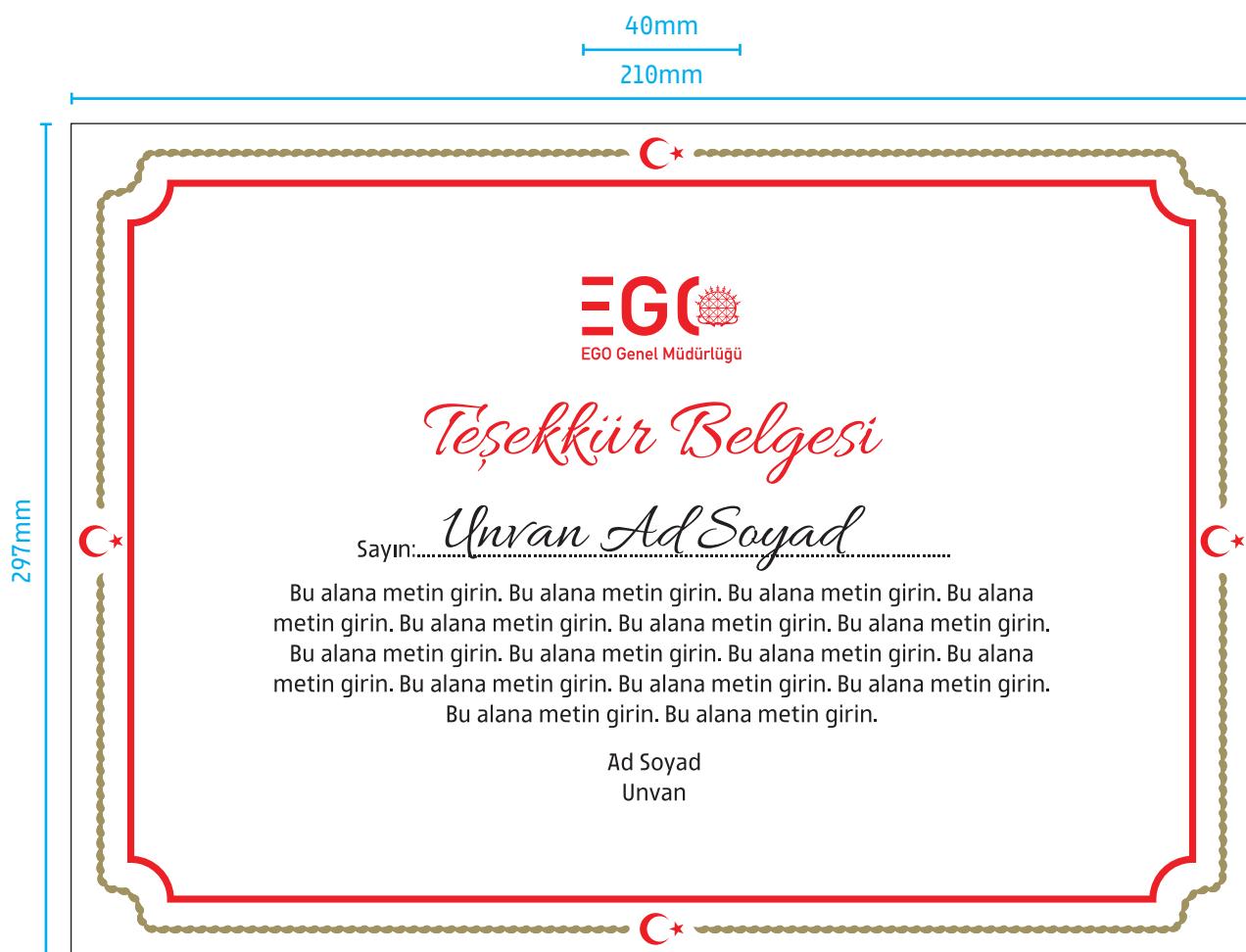
## Certificate

General Directorate of EGO's certificate is A4 in size.  
Allura - Regular font is used for lettering.



# Certificate of Appreciation

General Directorate of EGO's certificate of appreciation is A4 in size.  
Allura - Regular font is used for lettering.



# Certificate of Participation

General Directorate of EGO's certificate of participation is A4 in size.  
Allura - Regular font is used for lettering.



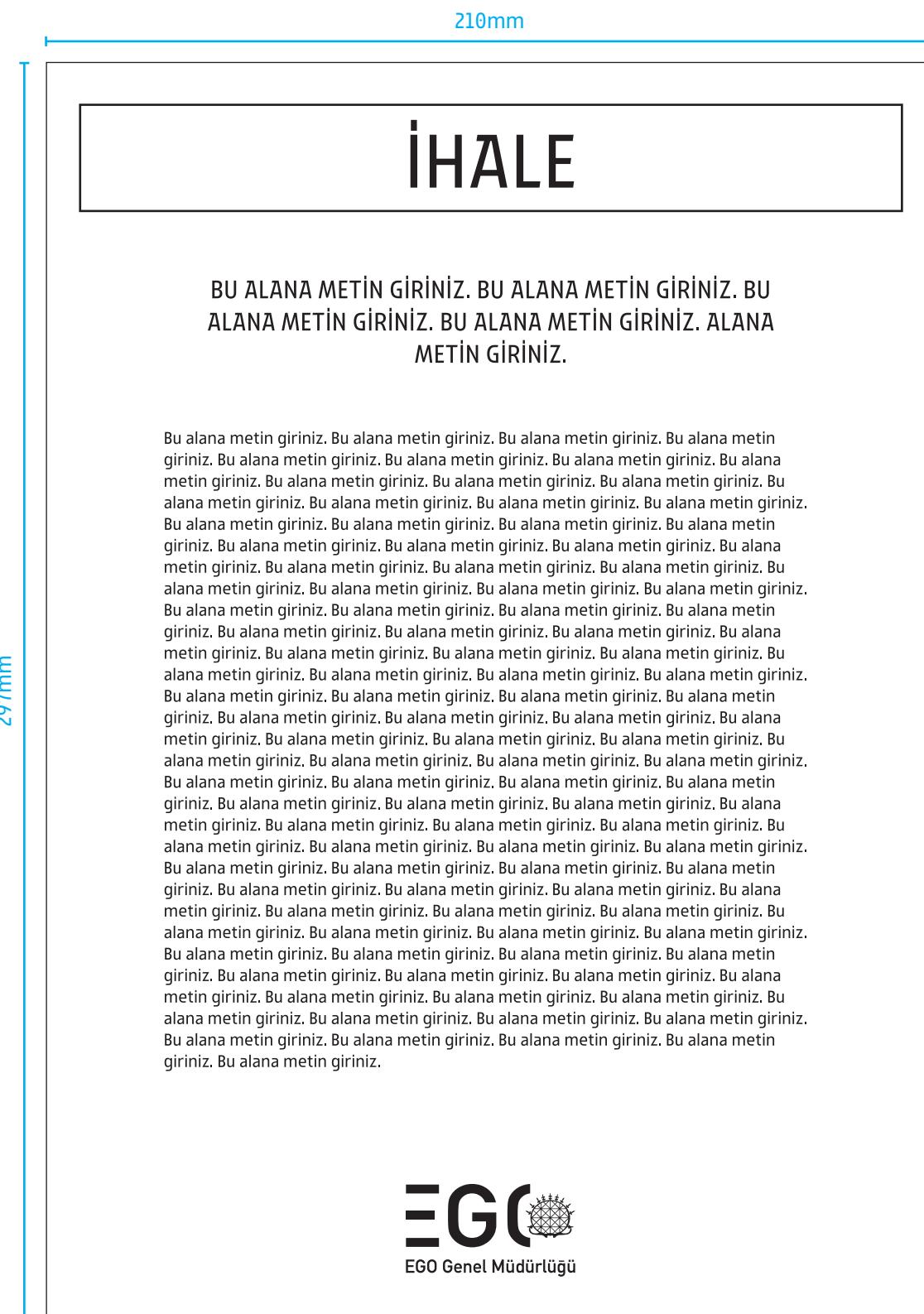
## Certificate Envelope

General Directorate of EGO's certificate envelope is 302x430 mm in size.



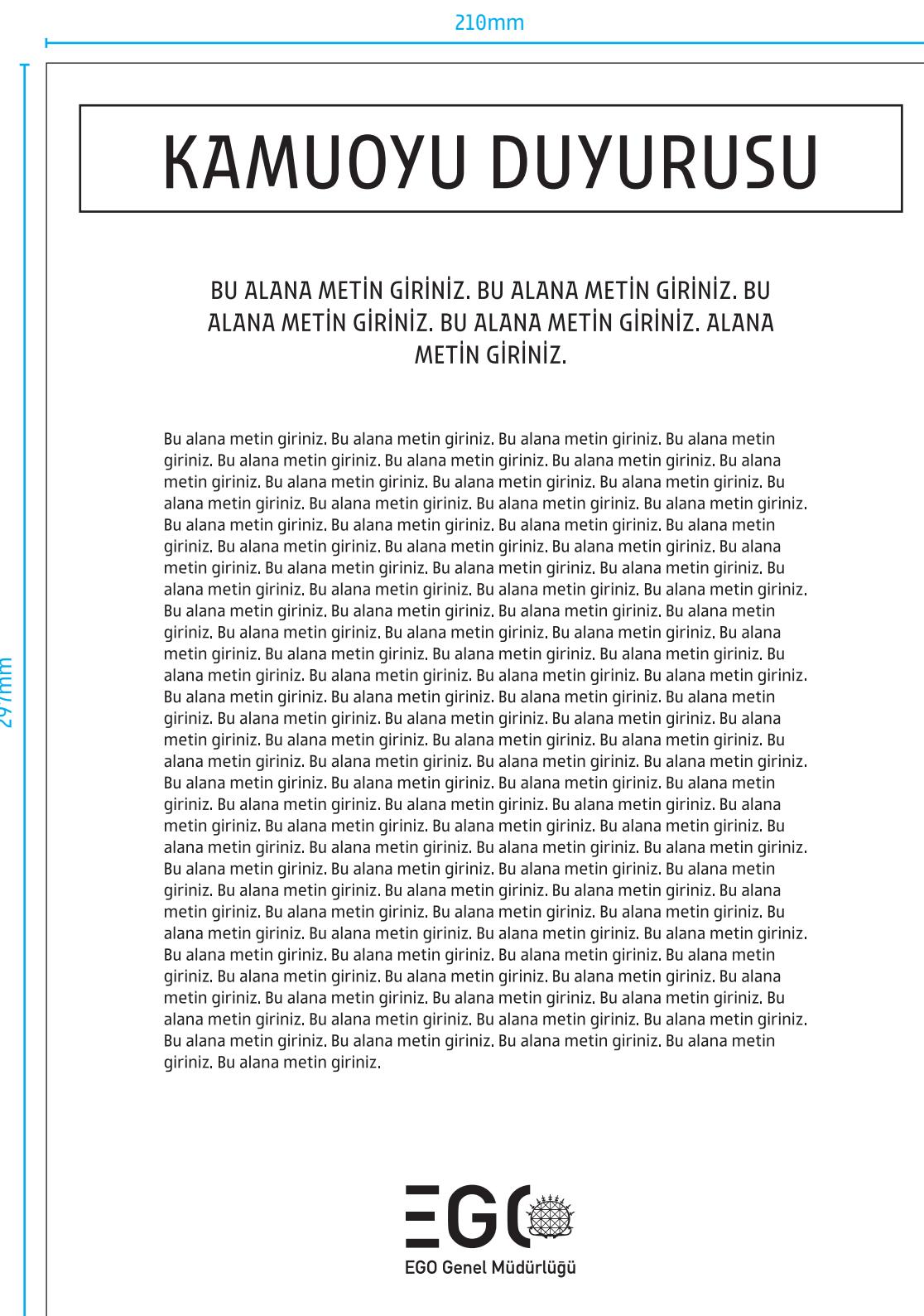
## Tender Notice

General Directorate of EGO's tender notice is A4 in size and printed in single color.



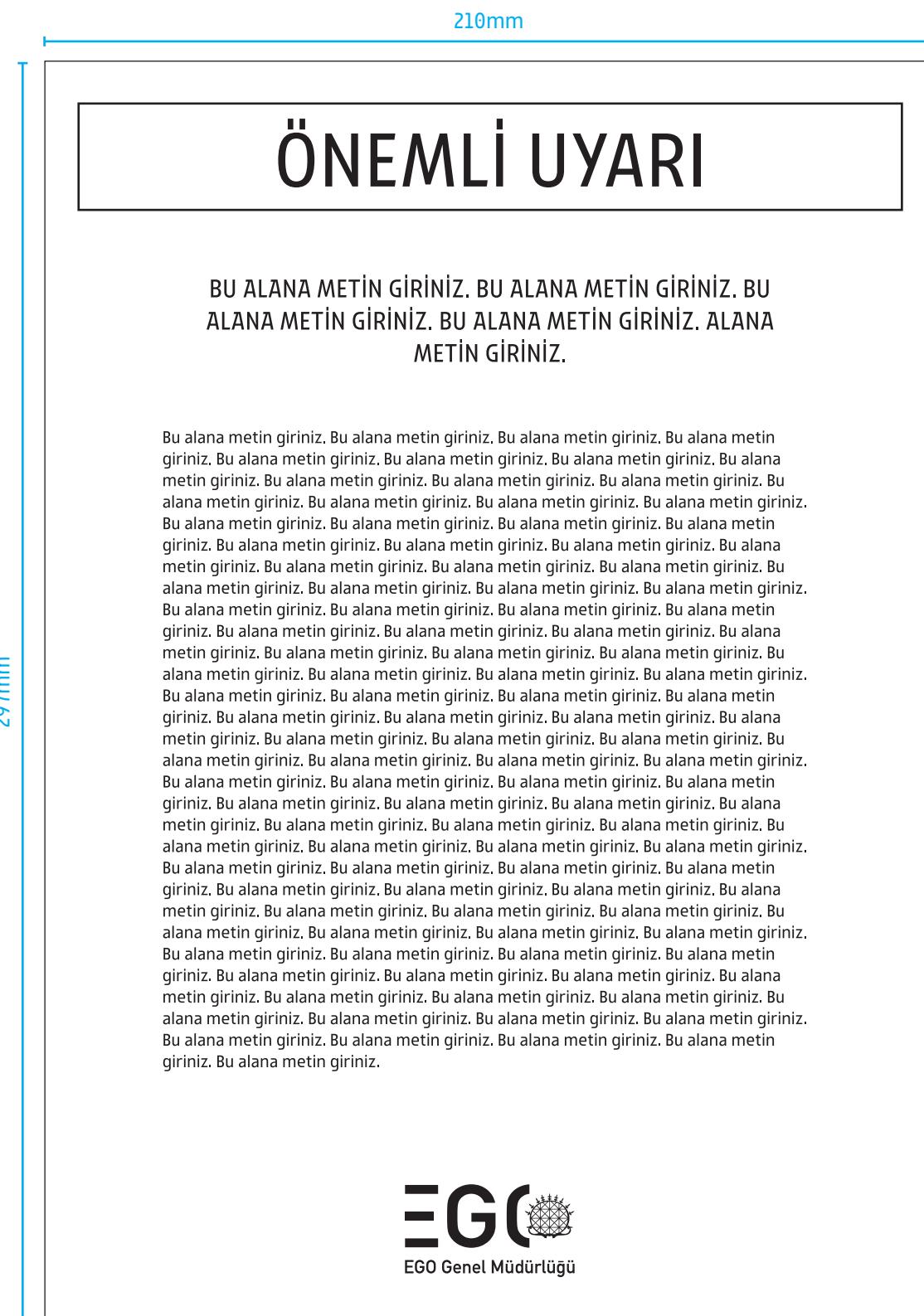
## Public Announcement Notice

General Directorate of EGO's public announcement notice is A4 in size and printed in single color.



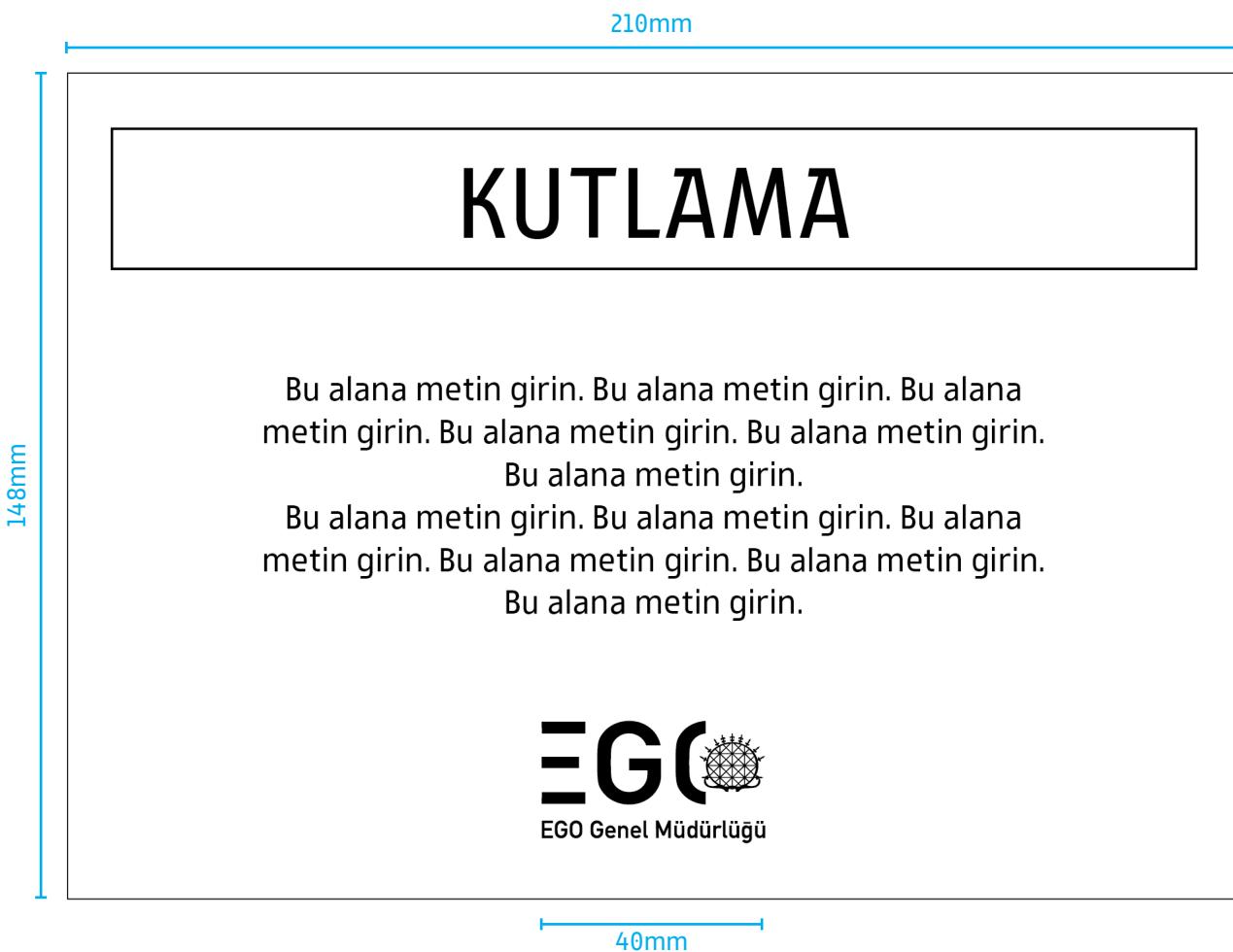
## Important Notice

General Directorate of EGO's important notice is A4 in size and printed in single color.



## Celebration Notice

General Directorate of EGO's celebration notice is A5 in size and printed in single color.



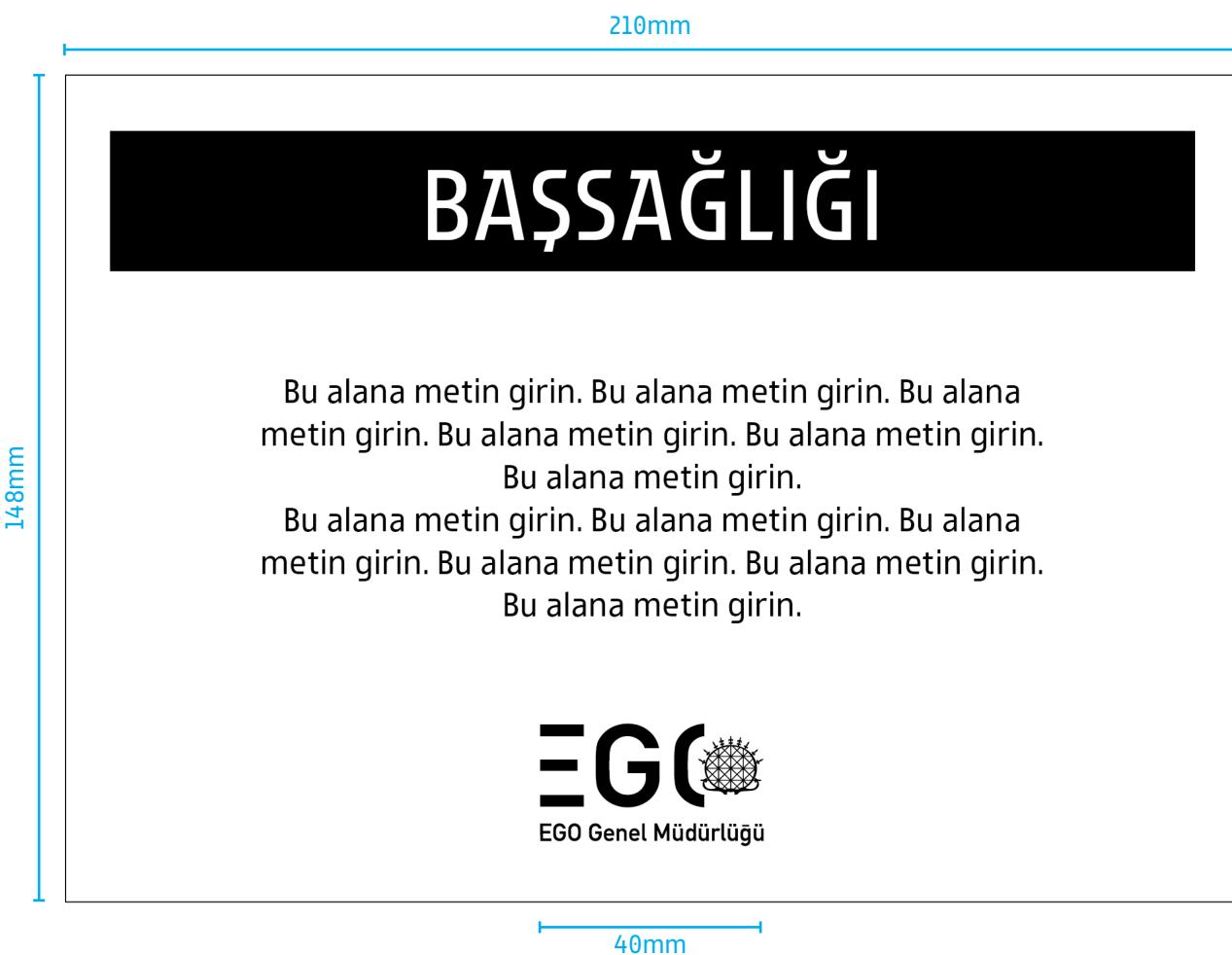
## Thank You Notice

General Directorate of EGO's thank you notice is A5 in size and printed in single color.



## Condolence Statement

General Directorate of EGO's condolence statement is A5 in size and printed in single color.



## Death Notice

General Directorate of EGO's death notice is A5 in size and printed in single color.



## Fax Form

General Directorate of EGO's fax form is A4 (210x297mm) in size. Emblem and contact information should be positioned as stated below. Printing should be done in single color (black).

210mm

 EGO Genel Müdürlüğü		
Gönderilen	Gönderen	
Kurum	Tarih	Sayfa Sayısı
Belgegeçer Numarası	Geri Bildirim	
Belgegeçer Mesajı		

297mm

Emniyet Mahallesi, Hipodrom Caddesi No: 5, A Blok  
Yenimahalle 06560 Ankara  
T: 0312 507 10 00 B: 0312 507 15 52  
ego@hs01.kep.tr  
ego.gov.tr

50mm

# Invoice

General Directorate of EGO's invoice is A4 (210x297mm) in size.

35mm

210mm

297mm

 EGO EGO Genel Müdürlüğü	Emniyet Mahallesi, Hipodrom Caddesi No: 5, A Blok Yenimahalle 06560 Ankara T: 0312 507 10 00 B: 0312 507 15 52 ego@hs01.kep.tr ego.gov.tr																																													
<p style="text-align: center;"> <b>FATURA</b></p> <table><tr><td>Müşteri Unvanı :</td><td>SERİ</td><td>SIRA NO</td></tr><tr><td>Müşteri Adresi :</td><td>Fatura Tarihi :</td><td></td></tr><tr><td>Vergi Dairesi :</td><td>İrsaliye Tarihi :</td><td></td></tr><tr><td>Vergi No :</td><td>İrsaliye No :</td><td></td></tr><tr><td></td><td>???????? V.D. Vergi No: 0000000000</td><td></td></tr><tr><td></td><td>Ticaret Sicil No: 000000</td><td></td></tr><tr><td></td><td>Mersis No: 0000000000000000</td><td></td></tr></table> <table border="1"><thead><tr><th>SIRA</th><th>AÇIKLAMA</th><th>ADET</th><th>KDV</th><th>BİRİM FİYAT</th><th>TUTAR</th></tr></thead><tbody><tr><td colspan="6"> </td></tr><tr><td colspan="6">Yalnız:</td></tr><tr><td colspan="6" style="text-align: right;">TOPLAM KDV %18 GENEL TOPLAM</td></tr></tbody></table>		Müşteri Unvanı :	SERİ	SIRA NO	Müşteri Adresi :	Fatura Tarihi :		Vergi Dairesi :	İrsaliye Tarihi :		Vergi No :	İrsaliye No :			???????? V.D. Vergi No: 0000000000			Ticaret Sicil No: 000000			Mersis No: 0000000000000000		SIRA	AÇIKLAMA	ADET	KDV	BİRİM FİYAT	TUTAR							Yalnız:						TOPLAM KDV %18 GENEL TOPLAM					
Müşteri Unvanı :	SERİ	SIRA NO																																												
Müşteri Adresi :	Fatura Tarihi :																																													
Vergi Dairesi :	İrsaliye Tarihi :																																													
Vergi No :	İrsaliye No :																																													
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	Ticaret Sicil No: 000000																																													
	Mersis No: 0000000000000000																																													
SIRA	AÇIKLAMA	ADET	KDV	BİRİM FİYAT	TUTAR																																									
Yalnız:																																														
TOPLAM KDV %18 GENEL TOPLAM																																														
<p>1- VUK Yönetmeliğ Hükümlerine tabi değildir. 2- 7 gün içerisinde itiraz edilmemiği takdirde, fatura içeriği kabul edilmiş sayılır. 3- Kurulumuz Banka Hesap Numaraları: Vakıflar Bankası Tunali Hilmi Şubesi TR51 0001 5001 5800 7292 7083 14 Ziraat Bankası Anadolu Meydanı Şubesi TR29 0001 0012 5800 7292 7083 14 4- Ankara Kart Dolum Bedeli Banka Hesap Numaraları: Özel Şirket : Aktif Bank Ankara Şubesi TR60 0014 3000 0000 0001 3812 38 Resmi Kurum : Aktif Bank Ankara Şubesi TR28 0014 3000 0000 0001 3812 32</p>																																														
Teslim Eden      Teslim Alan																																														

# Collection Receipt

General Directorate of EGO's collection receipt is A5 (148x210mm) in size.

35mm

210mm

148

 EGO Genel Müdürlüğü	Emniyet Mahallesi, Hipodrom Caddesi No: 5, A Blok Yenimahalle 06560 Ankara T: 0312 507 10 00 B: 0312 507 15 52 ego@hs01.kep.tr ego.gov.tr			
<b>TAHSİLAT MAKBUZU</b>				
NAKİT <input type="checkbox"/> ÇEK <input type="checkbox"/> SENET <input type="checkbox"/>				
TARİH: ..... / ..... / 20....				
????????? V.D. Vergi No: 0000000000 Ticaret Sicil No: 000000		NAKİT		
Açıklama: _____		ÇEK		
		SENET		
		TOPLAM		
BANKA	ŞUBE	ÇEK NO	VADE	TL
YALNIZ: _____		TESLİM EDEN		TESLİM ALAN
----- TL ALINMIŞTIR.				

# Expense Report

General Directorate of EGO's expense report is A5 (148x210mm) in size.

35mm                          148mm

210mm

 EGO Genel Müdürlüğü				
Emniyet Mahallesi, Hipodrom Caddesi No: 5, A Blok Yenimahalle 06560 Ankara T: 0312 507 10 00 B: 0312 507 15 52 ego@hs01.kep.tr ego.gov.tr				
				
<b>GİDER PUSULASI</b>				
SERİ:				
SIRA:				
????????? V.D. Vergi No: 0000000000				
Ticaret Sicil No: 000000                          TARİH: ...../...../20....				
İŞİN MAHİYETİ	CİNSİ	ADETİ	FİYATI	TUTARI
TOPLAM				
Gelir Vergisi Oranı %				
Tutarı				
Fon Payı				
Kesinti Toplamı				
Ödenecek Net Tutar				
YALNIZ: _____				
_____ 'dan yukarıda belirtilen _____ bedelini aldım,				
Adı Soyadı: _____				
Adresi				

## Presentation - Introduction

General Directorate of EGO's presentation format introduction page is shown below. Presentation size may differ depending on the content. If other logos are to be used in the presentation, they should be used as follows.



## Presetation - Index

The General Directorate of EGO's presentation format index page is shown below. Presentation size may differ depending on the content.



## Presentation - Content

The General Directorate of EGO's presentation format content page is shown below. Presentation size may differ depending on the content.



## Presentation - Ending

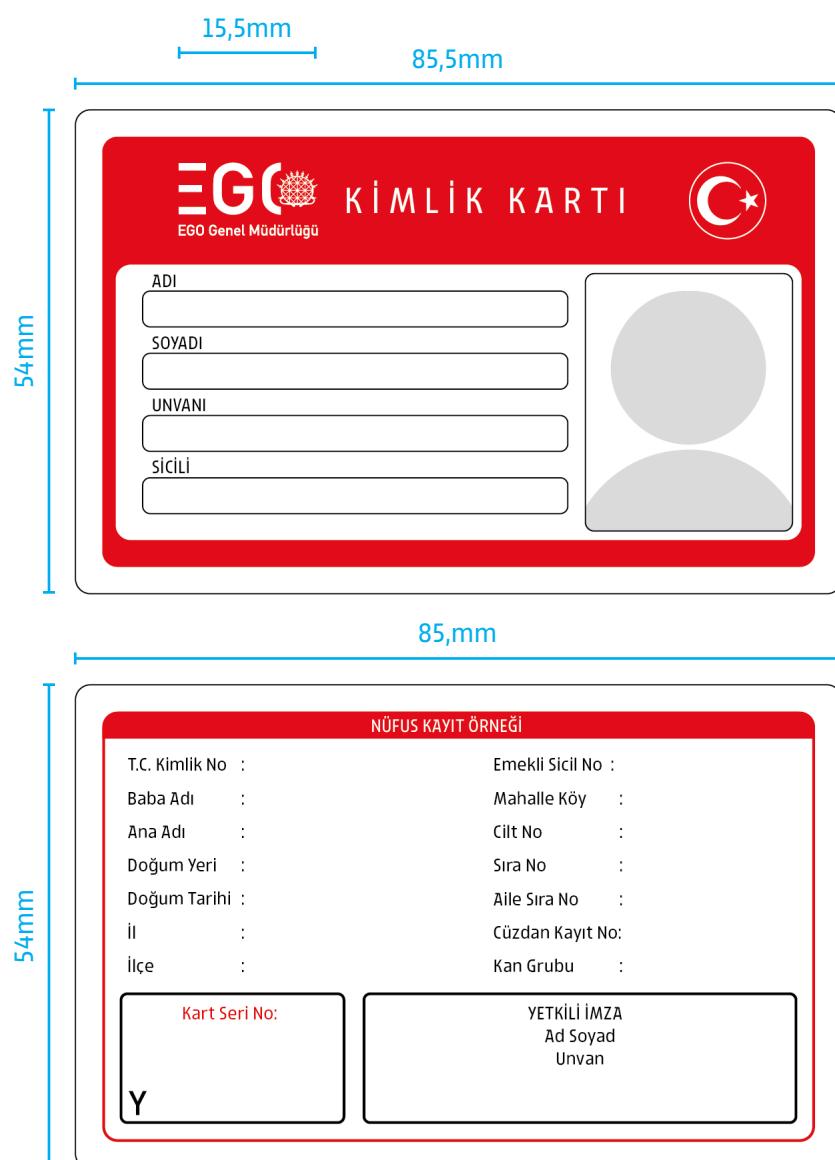
The General Directorate of EGO's presentation format ending page is shown below. Presentation size may differ depending on the content.





## Personnel ID Card

General Directorate of EGO's personnel ID card is 85,5x54 mm in size. The front and back designs of the card are given below.



## Visitor Card

General Directorate of EGO's visitor card is 85,5x54 mm in size.



## Ankara Kart - Full

General Directorate of EGO's Ankara Kart - Full card is 85,5x54 mm in size. The front and back designs of the card are given below.



## Ankara Kart - Discounted

General Directorate of EGO's Ankara Kart - Discounted card is 85,5x54 mm in size. The front and back designs of the card are given below.



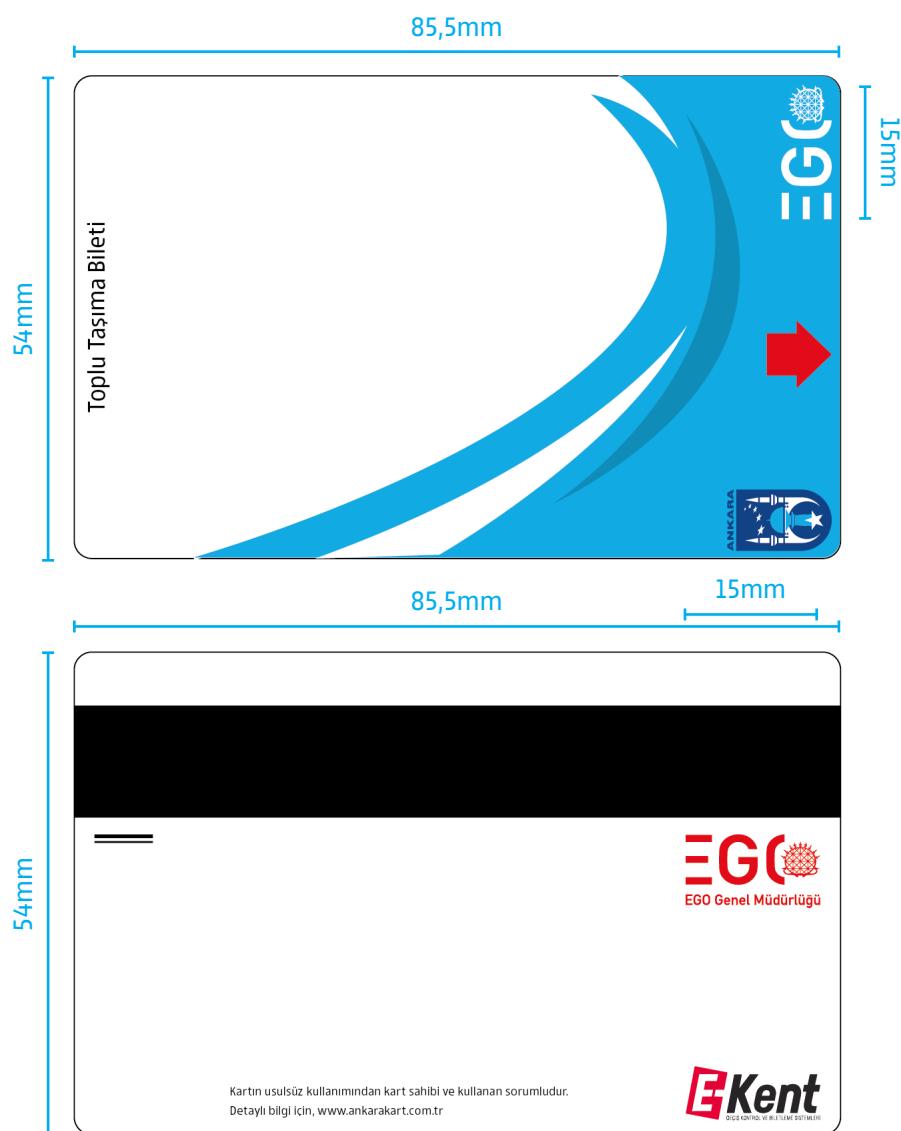
## Ankara Kart - Free

General Directorate of EGO's Ankara Kart - Free card is 85,5x54 mm in size. The front and back designs of the card are given below.



## Ankara Kart - Single Use

General Directorate of EGO's Ankara Kart - Single Use card is 85,5x54 mm in size. The front and back designs of the card are given below.



## Vehicle stickers

General Directorate of EGO's vehicle stickers are 100x50 mm in size. The designs of the labels to be used for personnel and official vehicles are shown below.



## Flag

General Directorate of EGO's flag designs are given below.



## Pennant

General Directorate of EGO's pennant designs are given below.



## Triangle Tip Flag

General Directorate of EGO's triangle tip flag designs are given below.



## Swallowtail Flag

General Directorate of EGO's v flag designs are given below.



## Roll Up

General Directorate of EGO's roll up designs are given below.



## Interior Warning Sign

General Directorate of EGO's interior warning sign design is given below. DIN Mittbek - Alternate font is used for lettering.

**PERSONEL  
HARİCİ  
GİREMEZ**



## Interior Direction Sign

General Directorate of EGO's interior direction sign design is given below. DIN Mittbek - Alternate font is used for lettering.

Konferans Salonu →

Kütüphane →

Kafeterya →

← Güvenlik

← Danışma

← WC

## Door Nameplate

General Directorate of EGO's door nameplate design is given below.. DIN Mittbek - Alternate font is used for lettering.



## Door Sign

General Directorate of EGO's door sign design is given below.  
DIN Mittbek - Alternate font is used for lettering.



## Outdoor Direction Signs

General Directorate of EGO's outdoor direction signs design is given below. DIN Mittbek - Alternate font is used for lettering.



## Outdoor Totem

General Directorate of EGO's outdoor totem design is given below.



## Spider Stand and Stand

General Directorate of EGO's spider stand and stand designs are given below.



## Vehicle Wrap

General Directorate of EGO's usage of logo on vehicles are given below.



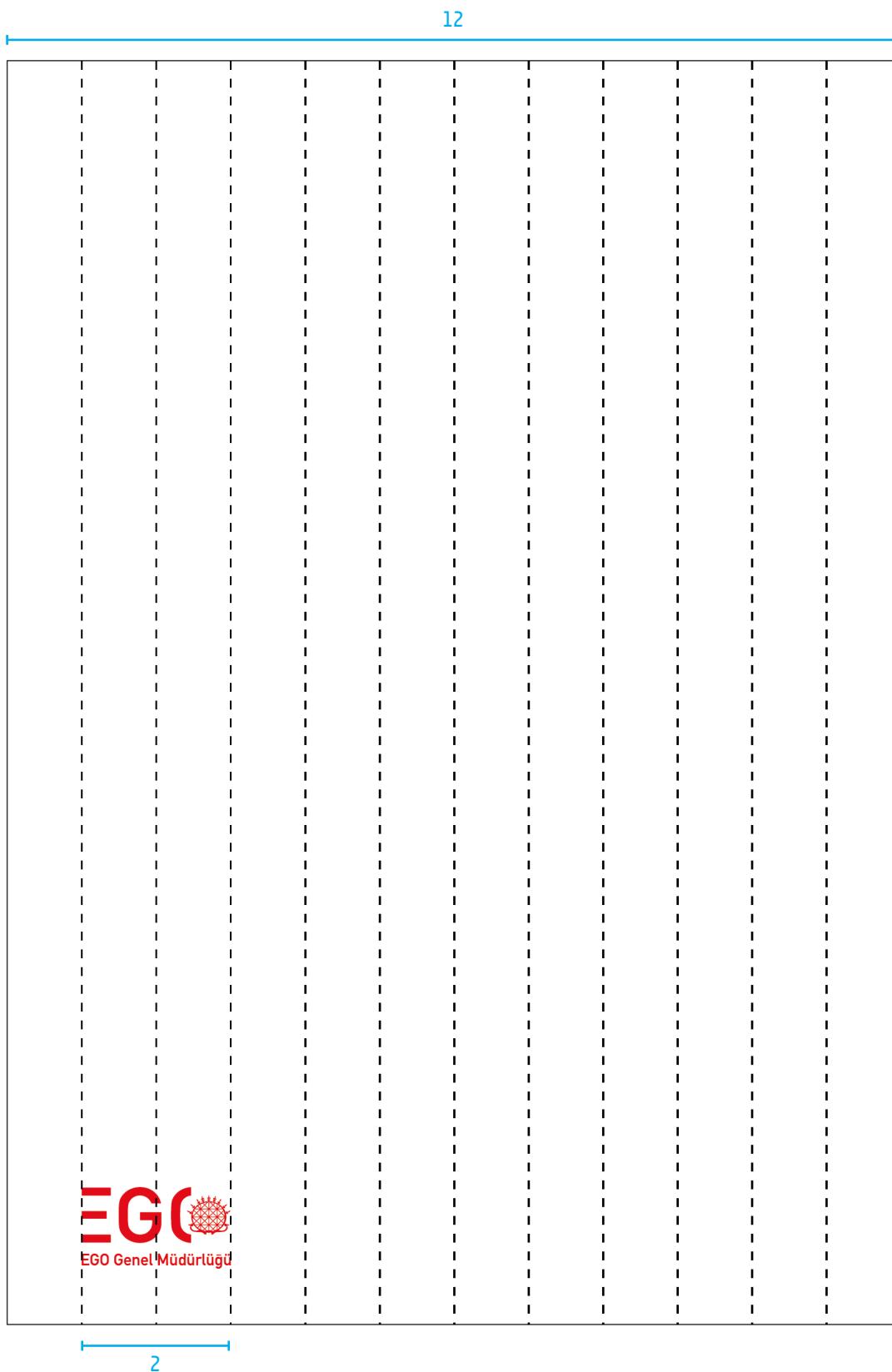
## Ceremonial Ribbon

General Directorate of EGO's ceremonial ribbon design is given below. In the middle section, which will be cut and stored as souvenirs when requested, the required number of logotypes and information about the ceremony should be included. The ribbon area outside this section should be unprinted.



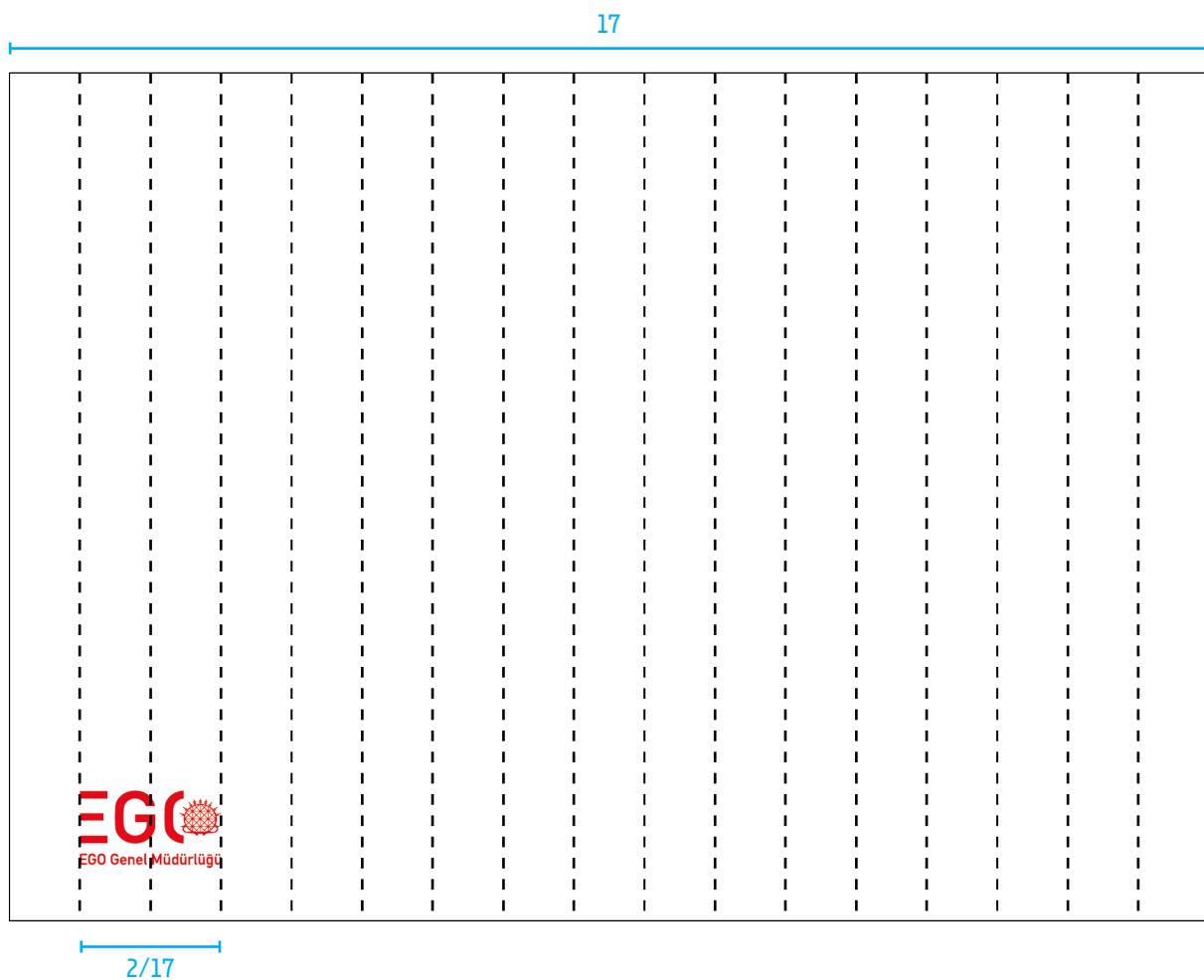
## Logotype Placement in Vertical Ads

The size of the EGO logotype in a vertical space (advertising, banner, etc.) is shown below.



## Logotype Placement in Horizontal Ads

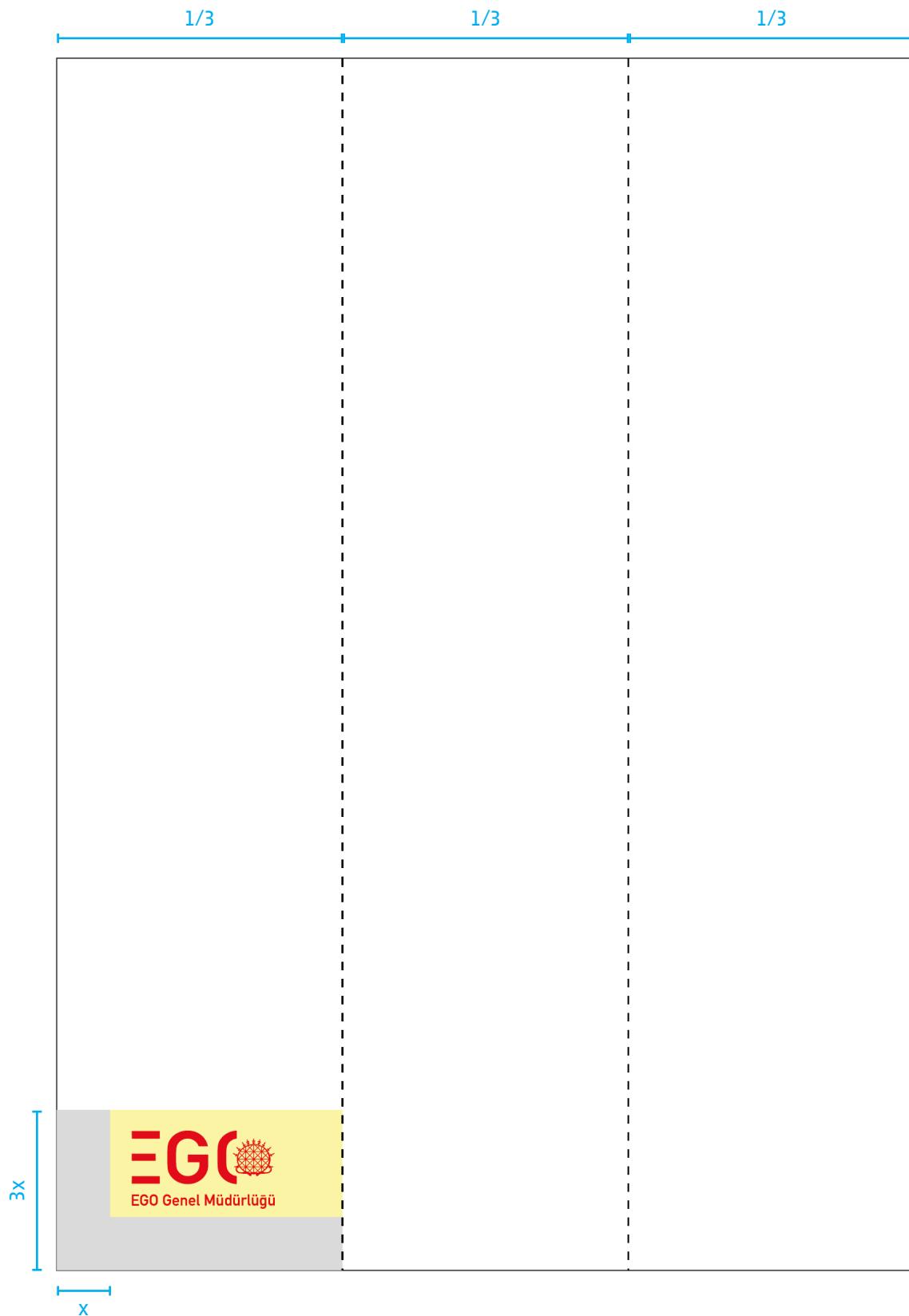
The size of the EGO logotype in a horizontal space (advertising, banner, etc.) is shown below.



17  
2/17

## Logotype Placement on Rackets

The logotype placement on rackets (CLP) is shown below. The gray area represents the area that should be strictly avoided, while the yellow area represents the area where the logotype can move.



## Example of Logotype Layout on Rackets

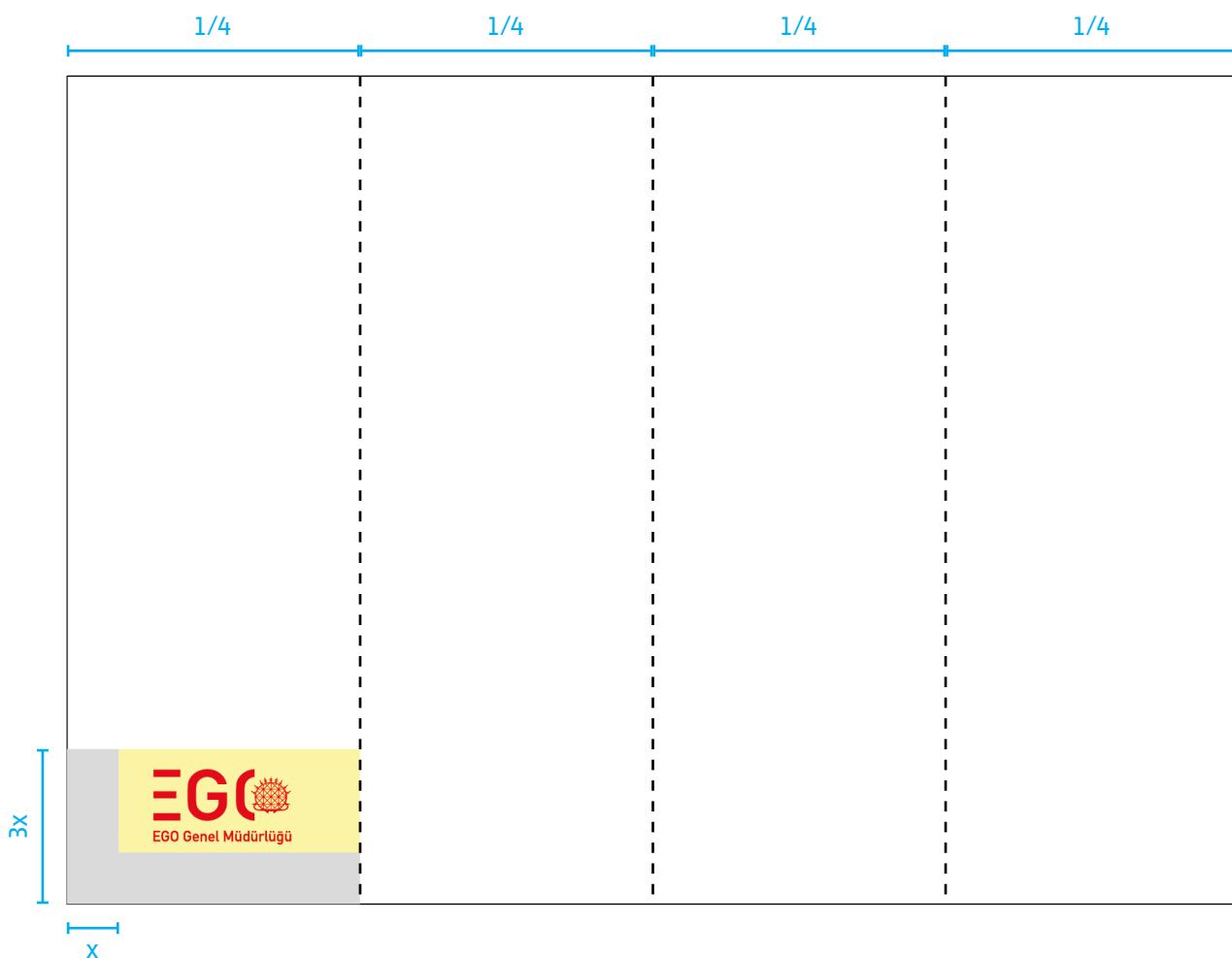
Below is an example of logotype placement on rackets.

**Lorem ipsum  
dolor sit amet,  
consectetuer  
adipiscing elit,  
sed diam  
nonummy nibh  
euismod**



## Logotype Placement on Billboards

Logotype placement on billboards is shown below. The gray area represents the area that should be strictly avoided, while the yellow area represents the area where the logotype can move.



## Example of Logotype Layout on Billboards

Below is an example of logotype placement on billboards.

**Lorem ipsum dolor sit  
amet, consectetuer  
adipiscing elit, sed  
diam nonummy nibh  
euismod**



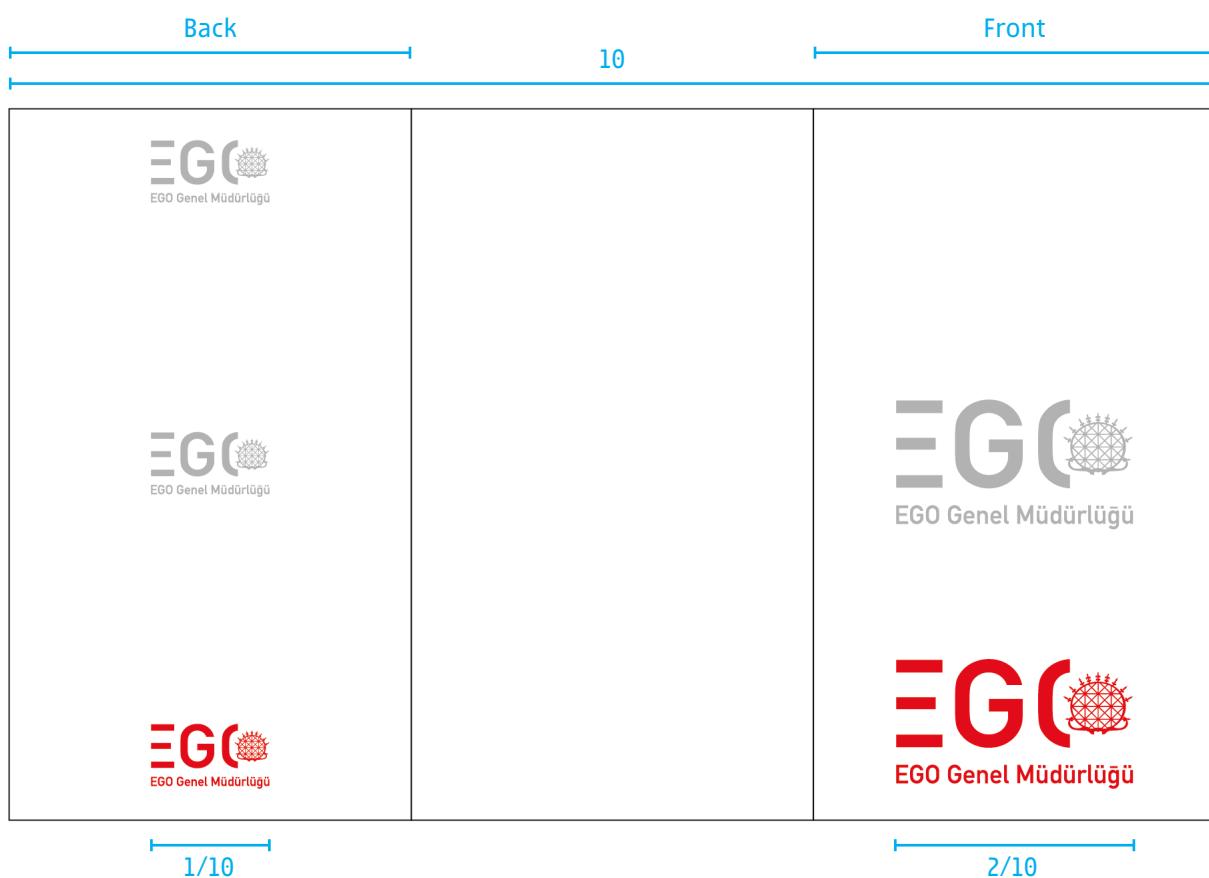
## Logotype Placement on the Book Cover

Below, the usage areas of the logotype on the front and back covers of materials such as books and magazines are shown with alternatives.



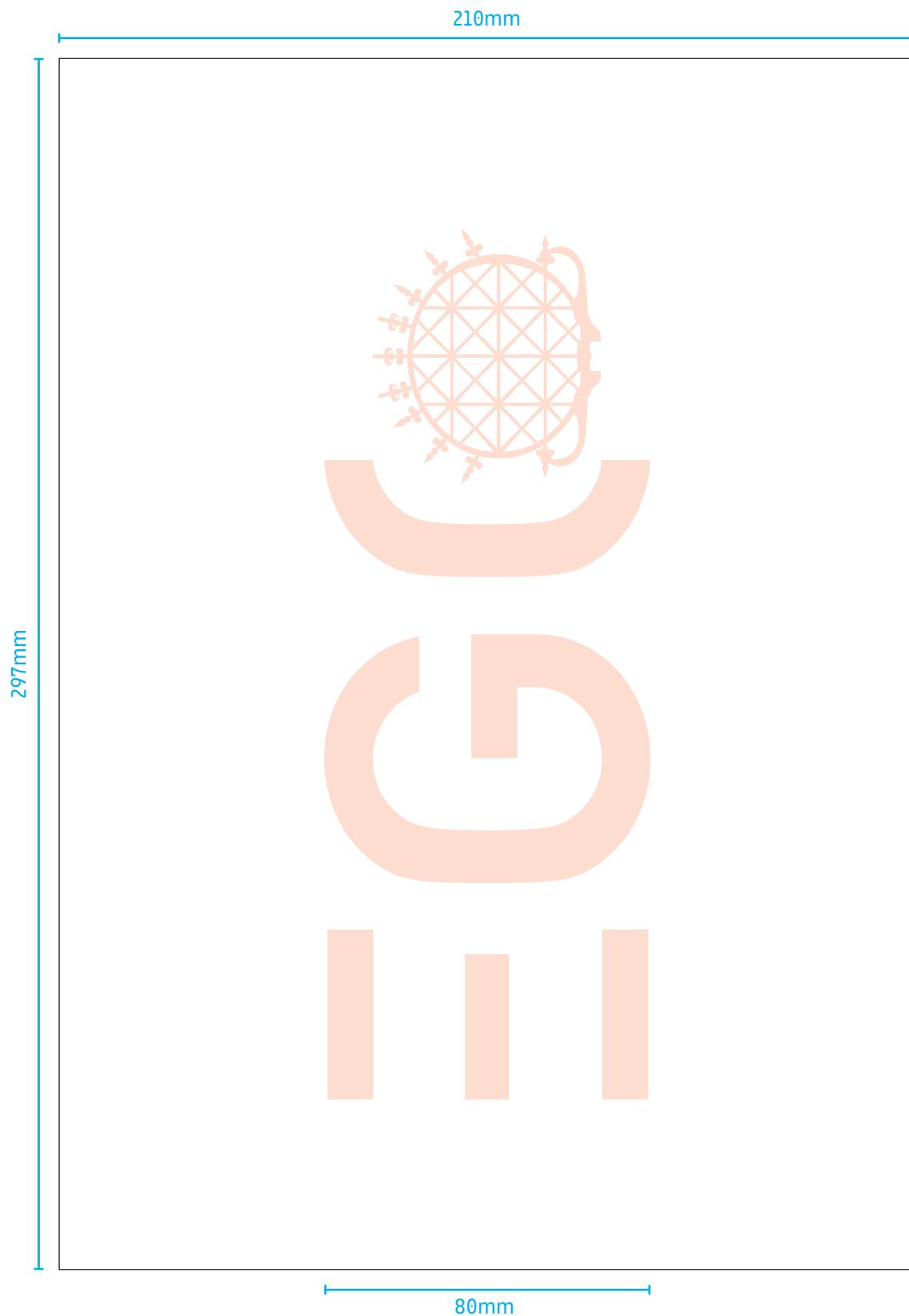
## Logotype Placement on Brochures

The use of the logotype is shown with alternatives on the front and back of the brochures below.



## Watermark

The use of the General Directorate of EGO's logo as a watermark is shown below. The logo should be placed vertically and centered with 15% opacity, with the letter "E" at the bottom.

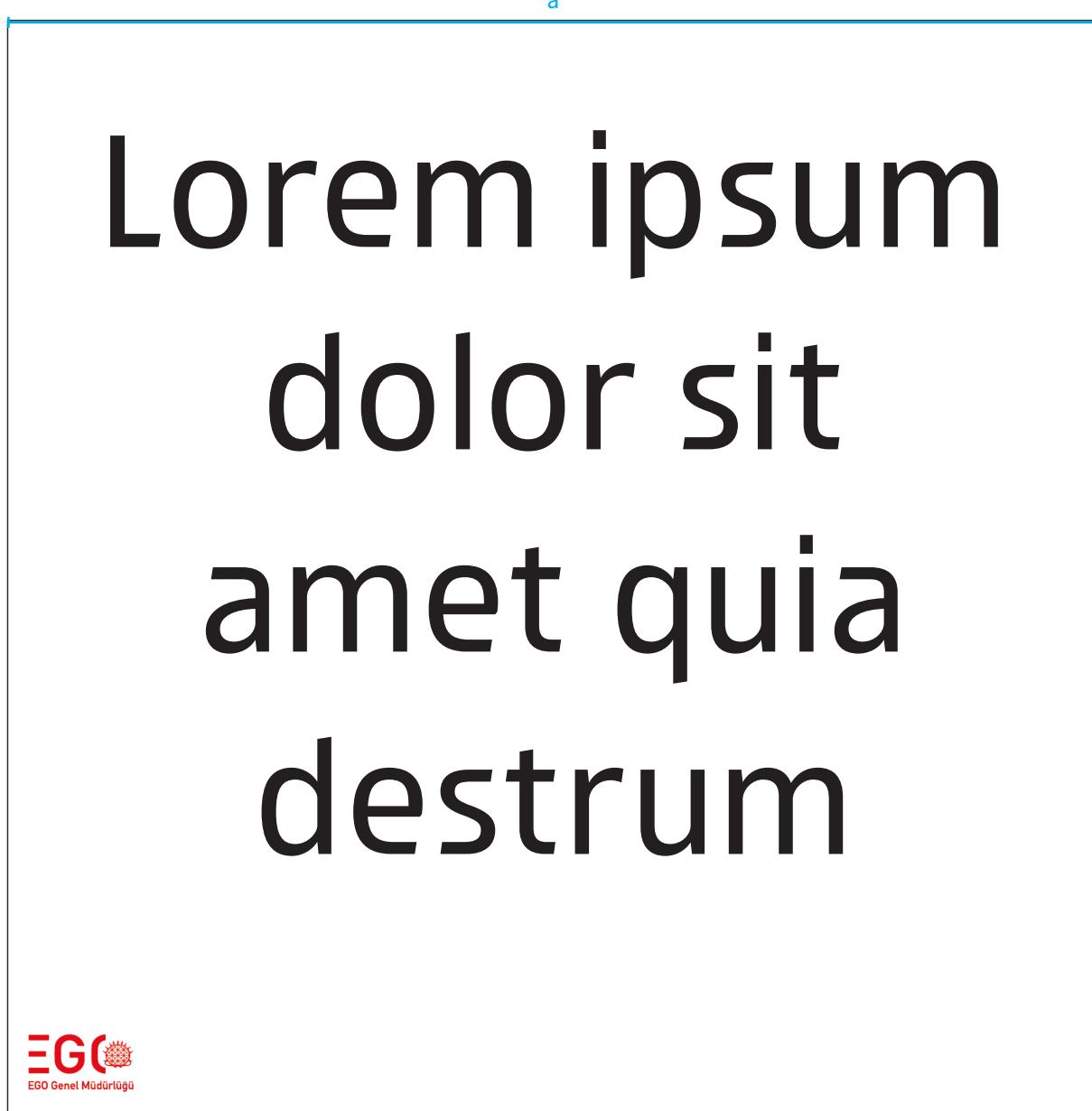




## Email Signature

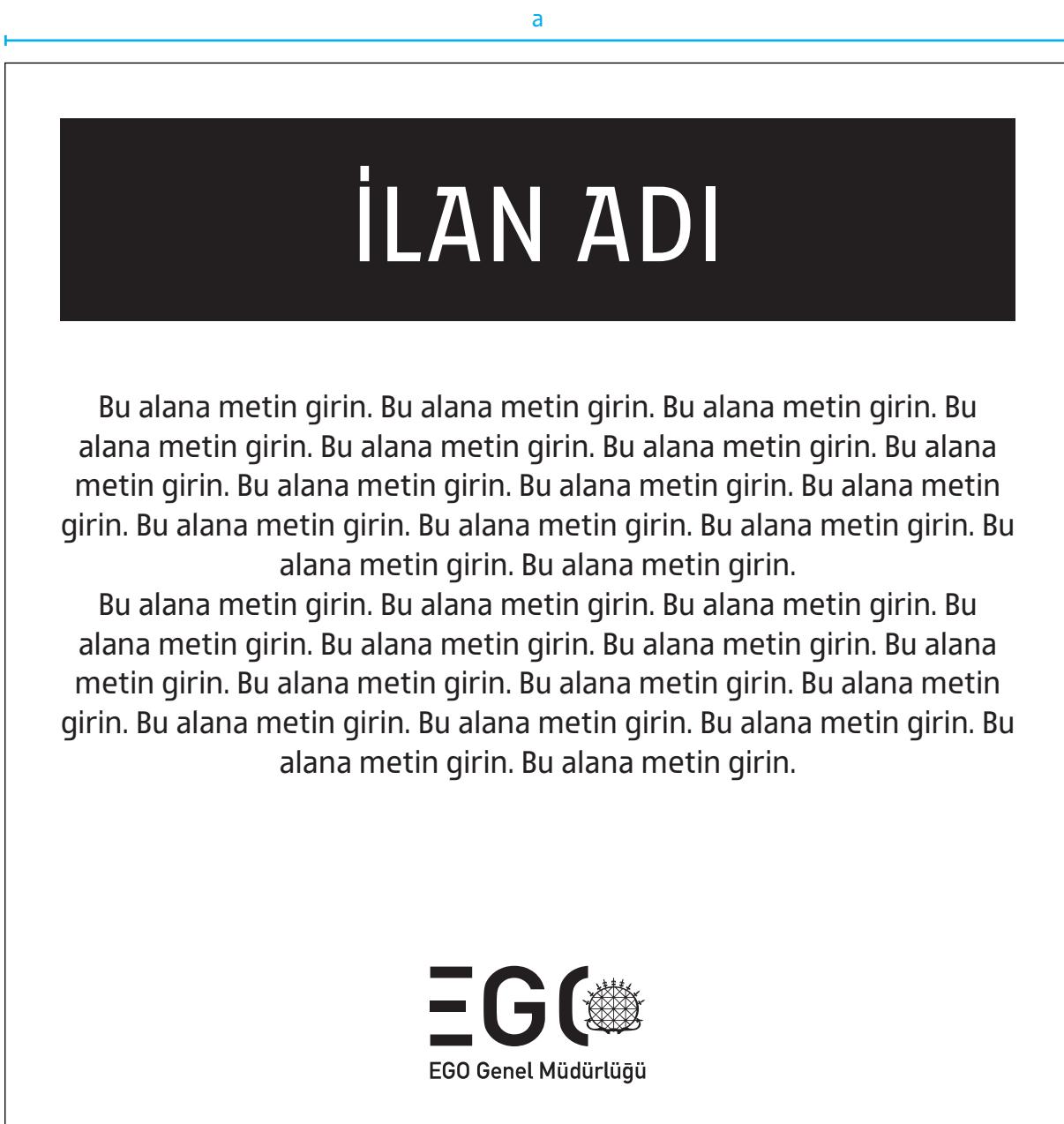
General Directorate of EGO's e-mail signature design is given below.





## Corporate Notices in Digital - Instagram

General Directorate of EGO's digital notice design is given below.



## Corporate Notices in Digital - Instagram

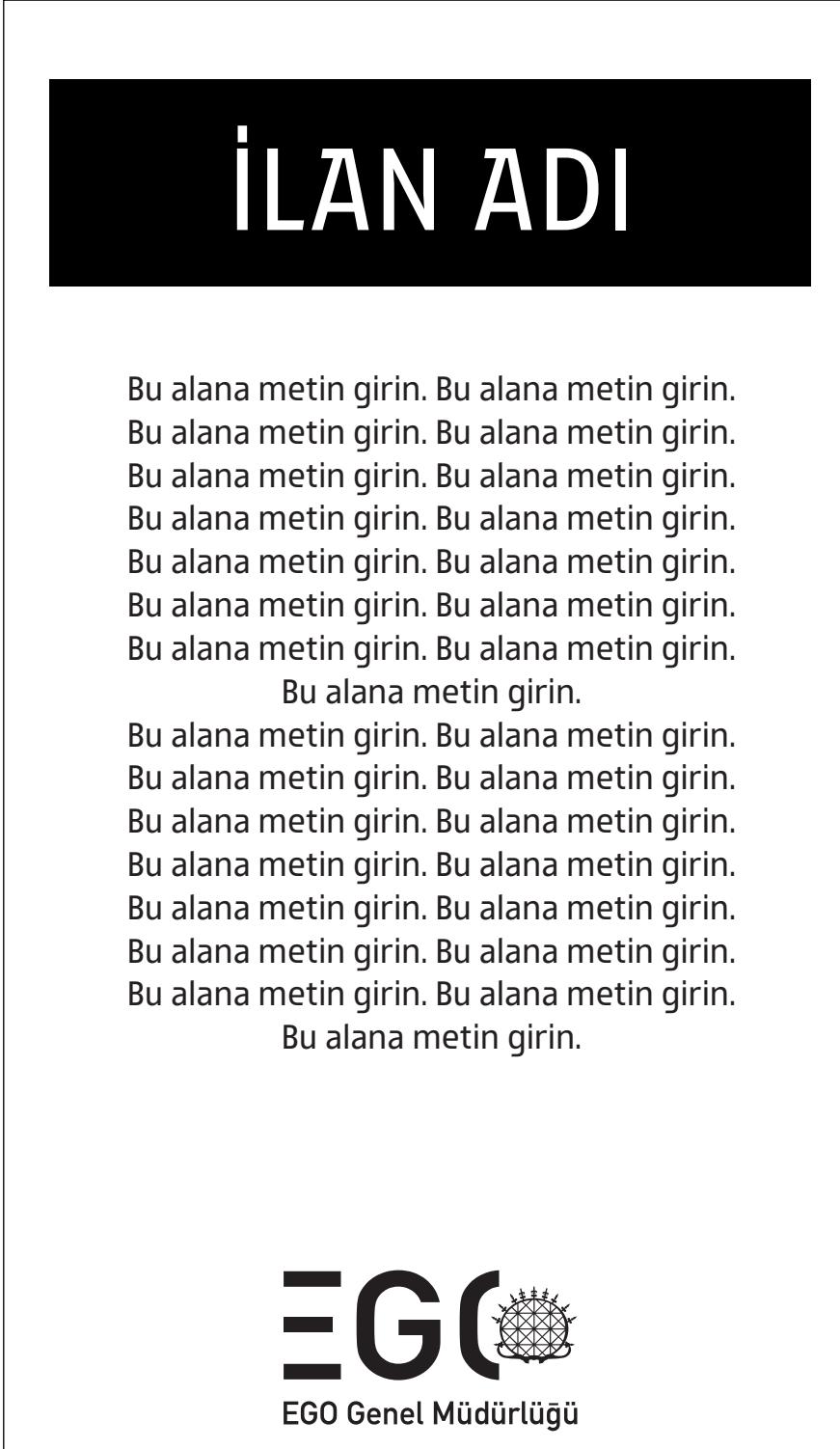
General Directorate of EGO's digital notice design is given below.



a/5

## Corporate Notices in Digital - Instagram

General Directorate of EGO's digital notice design is given below.



The image shows a digital notice template for Instagram. It consists of a white rectangular frame with a thin black border. On the left side of the frame, there is a vertical blue line with a small square at the top, likely indicating a margin or alignment guide. Inside the frame, at the top center, is a large black rectangular box containing the white text "İLAN ADI". Below this, the main content area contains several lines of black text: "Bu alana metin girin. Bu alana metin girin.", repeated eight times, followed by a single line "Bu alana metin girin.". At the bottom of the frame is the EGO logo, which consists of the letters "EGO" in a bold, sans-serif font, with a stylized globe icon integrated into the letter "O". Below the logo, the text "EGO Genel Müdürlüğü" is written in a smaller, standard font.

İLAN ADI

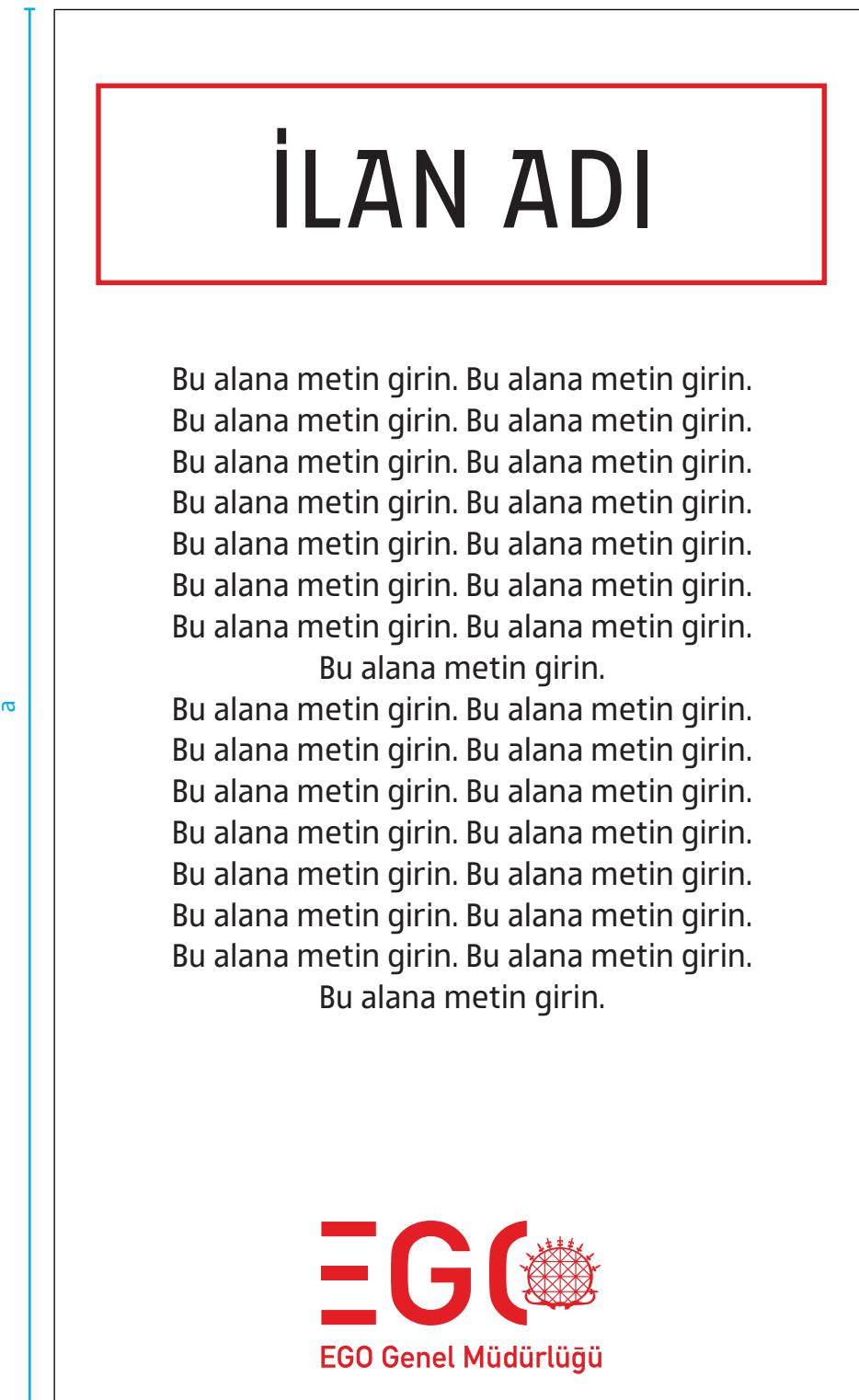
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.  
Bu alana metin girin. Bu alana metin girin.

EGO

EGO Genel Müdürlüğü

## Corporate Notices in Digital - Instagram

General Directorate of EGO's digital notice design is given below.



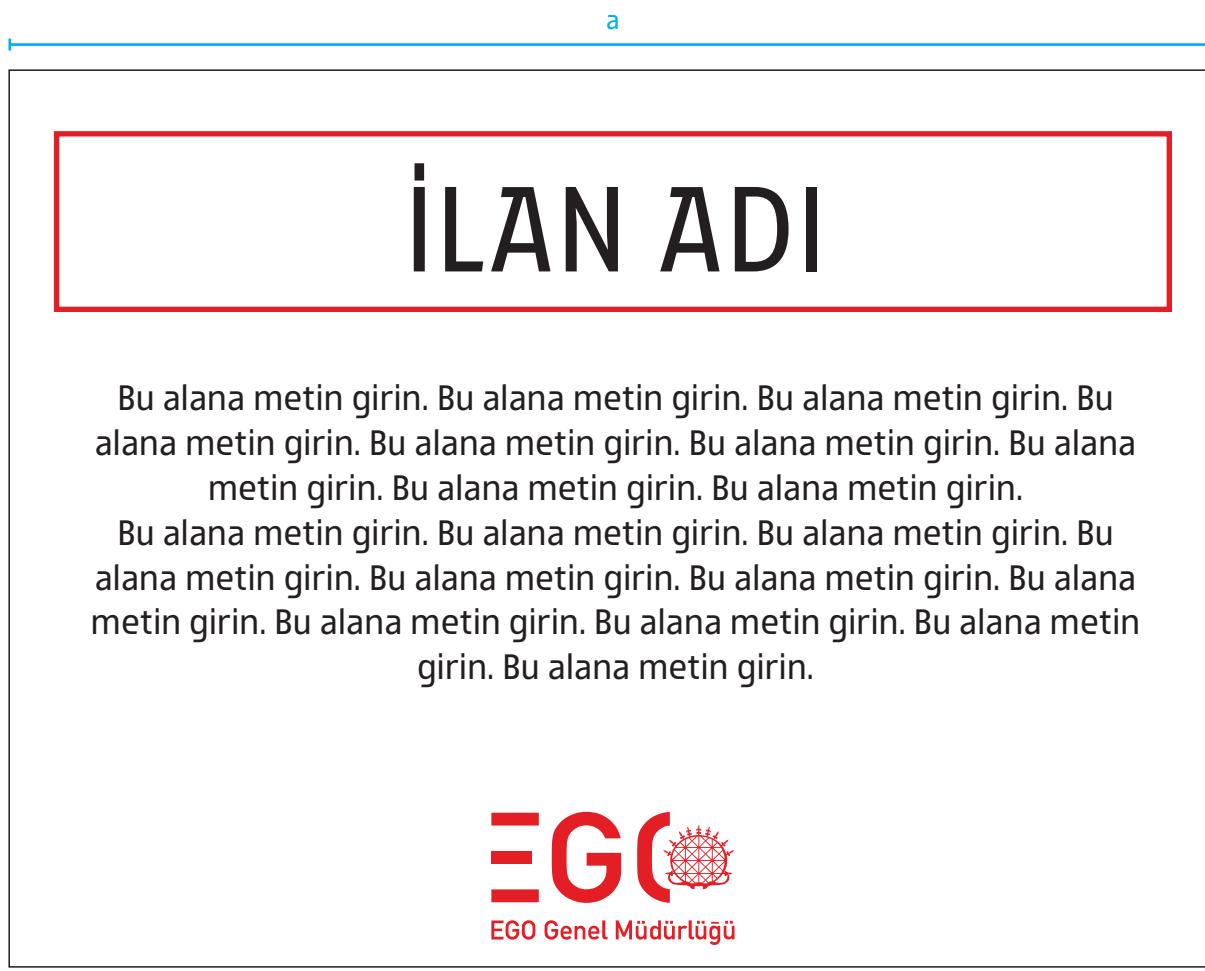
## Corporate Notices in Digital - Web

General Directorate of EGO's digital notice design is given below.



## Corporate Notices in Digital - Web

General Directorate of EGO's digital notice design is given below.



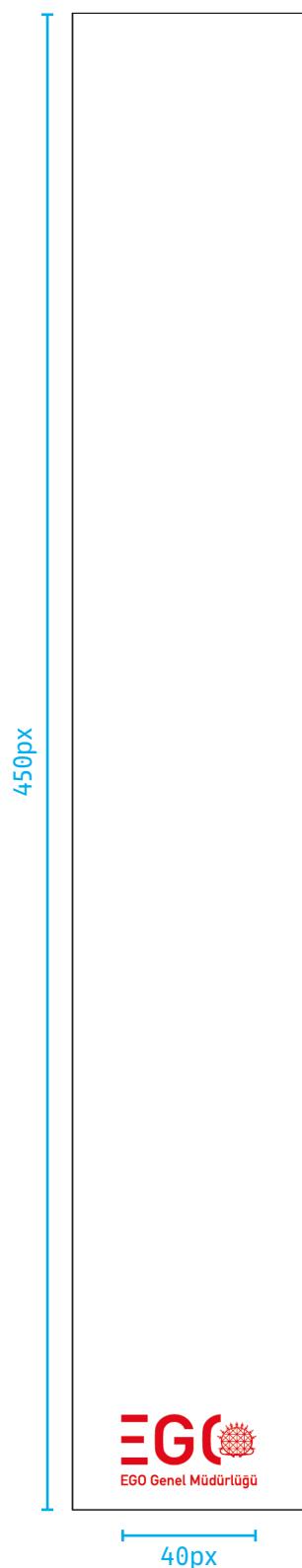
## Banner

General Directorate of EGO's banner logo placement is given below.



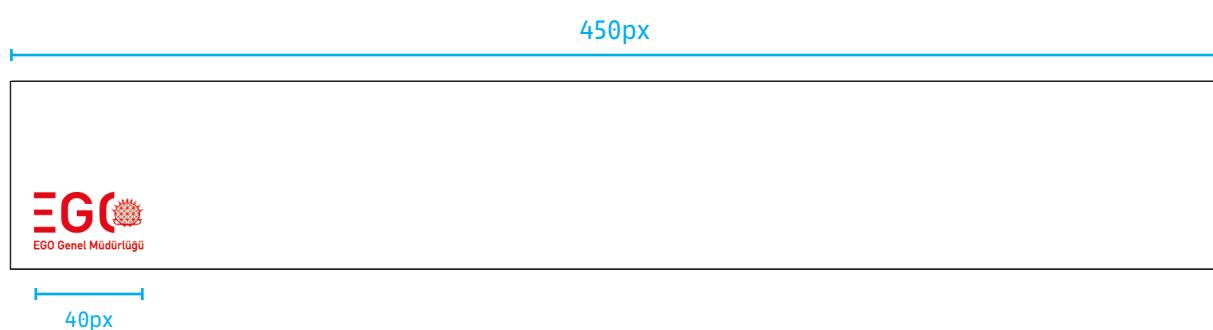
## Vertical Banner

General Directorate of EGO's vertical banner logo layout is given below.



## Horizontal Banner

General Directorate of EGO's horizontal banner logo layout is given below.



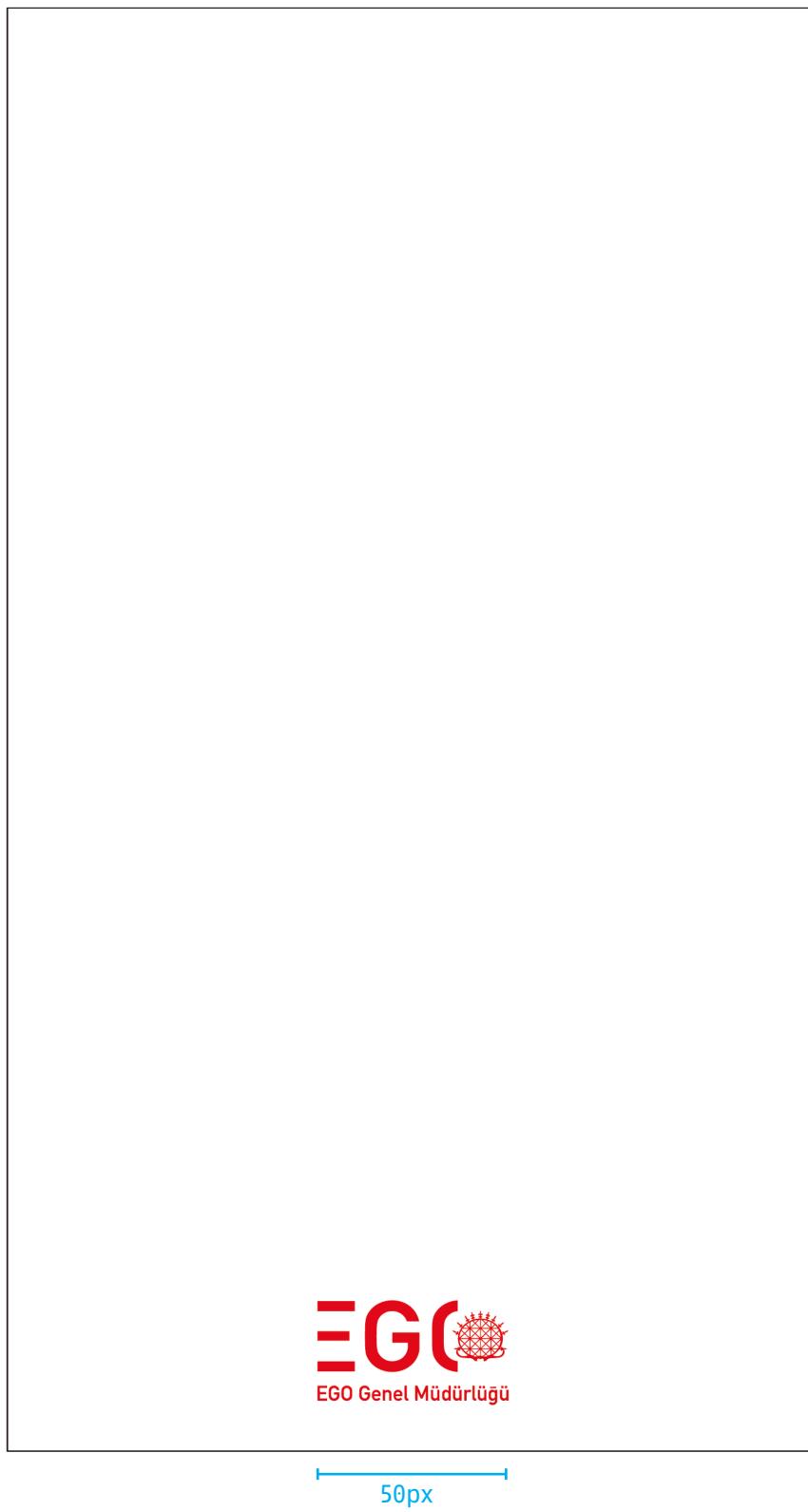
## Social Media Images - Facebook and Instagram

The logo placement in the General Directorate of EGO's social media images is given below.



## Social Media Images - Instagram Stories

The logo placement in the General Directorate of EGO's social media images is given below.



## Social Media Images - Facebook and Twitter

The logo placement in the General Directorate of EGO's social media images is given below.



## Social Media Images - Youtube

The logo placement in the General Directorate of EGO's social media images is given below.



## Social Media Profile Images

General Directorate of EGO's social media profile images are given below.



## Social Media Cover Images

General Directorate of EGO's social media cover images are given below.

Twitter



Facebook

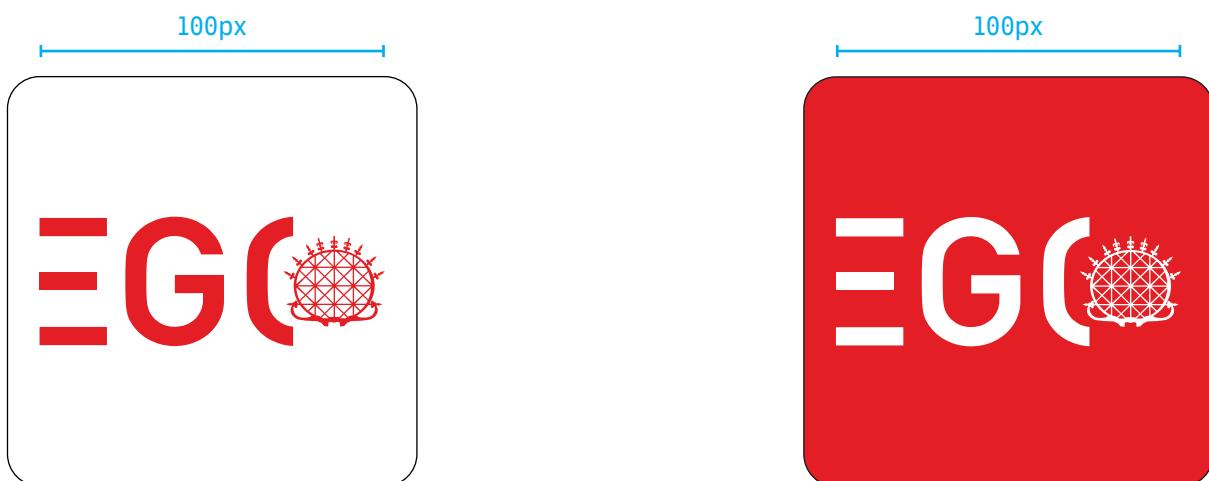


Youtube



## Mobile App Icon

The General Directorate of EGO's mobile application icon design is given below. The negative can be used to improve readability and for dark mode use, depending on the situation.



## Web Favicon

The use of the General Directorate of EGO's web favicon is given below. The negative can be used to improve readability and for dark mode use, depending on the situation.

16px  
—



## Use of Logo on the Website

The logo placement on the General Directorate of EGO's website is given below.

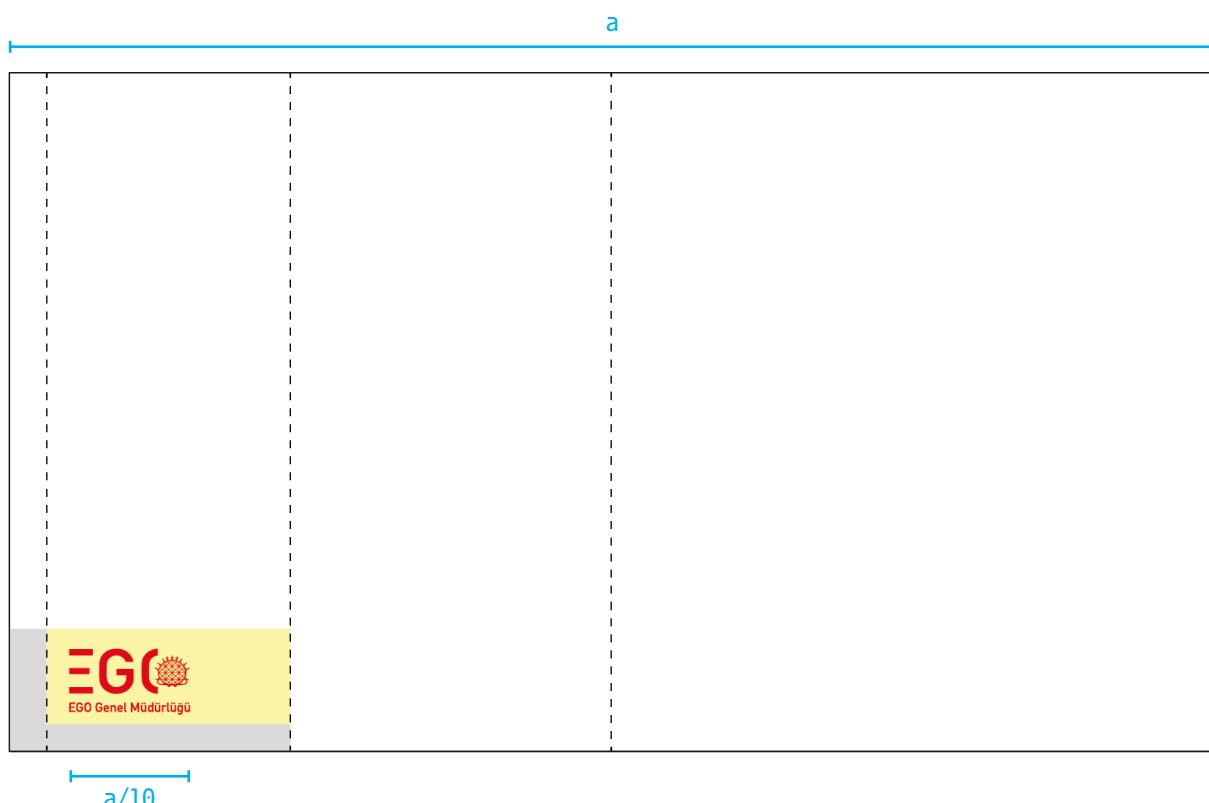


This screenshot shows the top portion of the EGO website. On the left is a search bar for bus locations ('OTOBÜS NEREDE') and departure times ('HAREKET SAATLERİ'). In the center is a photograph of a group of nine people standing in front of a yellow building. On the right are two circular portraits of officials: 'Belediye Başkanı Mansur Yavaş' and 'Genel Müdür Nihat ALKAŞ'.

This screenshot shows the bottom section of the EGO website. It features several informational boxes: 'Güncel Toplu Taşıma Yolcu Sayıları ve Oranları', 'KORONAVİRÜS Yapılan Çalışmalar koronavirus.ego.gov.tr', and 'BİSİKLET YOLU PROJESİ Detaylar için bisiklet.ego.gov.tr'. Below these are sections for 'DUYURULAR', 'KURUMSAL', 'HİZMETLERİMİZ', 'SEHİR İÇİ ULAŞIM', 'İLETİŞİM', 'BAĞLANTILAR', and various certificates like 'ISO 27001 BİLGİ GÜVENLİĞİ SERTİFİKASI' and 'EGO CEPTE MARKA TESCİL BELGESİ'. At the very bottom, there is a copyright notice: 'EGO Genel Müdürlüğü © 2022. Tüm Hakkları Saklıdır.' A large blue horizontal dimension line with the letter 'a' below it spans across the bottom of the page.

## Logo Dimensioning on the TV Screen

General Directorate of EGO's logo sizing on TV screens is given below. The gray area represents the area that should be strictly avoided, while the yellow area represents the area where the logo can move.



## TV Packshot Standard

General Directorate of EGO's TV packshot standard is given below. A movement that is not specified in the guide should not be given to the logotype.





## Round Neck T-Shirt - Short Sleeve (Male/Female)

The logo placement on the General Directorate of EGO's round neck t-shirts is given below. Ankara Metropolitan Municipality logo should be placed on the right shoulder.



## Round Neck T-Shirt - Long Sleeve (Male/Female)

The logo placement on the General Directorate of EGO's long sleeved round neck t-shirts is given below. Ankara Metropolitan Municipality logo should be placed on the right shoulder.



## Polo T-Shirt - Short Sleeve (Male/Female)

The logo placement on the General Directorate of EGO's polo shirts is given below. Ankara Metropolitan Municipality logo should be placed on the right shoulder.



## Polo T-Shirt - Long Sleeve (Male/Female)

The logo placement on the General Directorate of EGO's long sleeve polo shirts is given below. Ankara Metropolitan Municipality logo should be placed on the right shoulder.



## Short Sleeve Shirt (Male/Female)

The placement of the logo on the General Directorate of EGO's short sleeve shirts is given below. Ankara Metropolitan Municipality logo should be placed on the right shoulder.



## Long Sleeve Shirt (Male/Female)

The placement of the logo on the General Directorate of EGO's long sleeve shirts is given below. Ankara Metropolitan Municipality logo should be placed on the right shoulder.



## Polar (Male/Female)

The logo placement on the General Directorate of EGO's polars is given below. Ankara Metropolitan Municipality logo should be placed on the right shoulder.



## Coat (Male/Female)

The logo placement on the General Directorate of EGO's coats is given below. Ankara Metropolitan Municipality logo should be placed on the right shoulder.



## Raincoat (Male/Female)

The logo placement on the General Directorate of EGO's raincoats is given below. Ankara Metropolitan Municipality logo should be placed on the right shoulder.



## Sweater (Male/Female)

The logo placement on the sweaters of the General Directorate of EGO is given below. Ankara Metropolitan Municipality logo should be placed on the right shoulder.



## Vest - Front (Male/Female)

The logo placement on the General Directorate of EGO's vests is given below. Ankara Metropolitan Municipality logo should be used on the right chest.



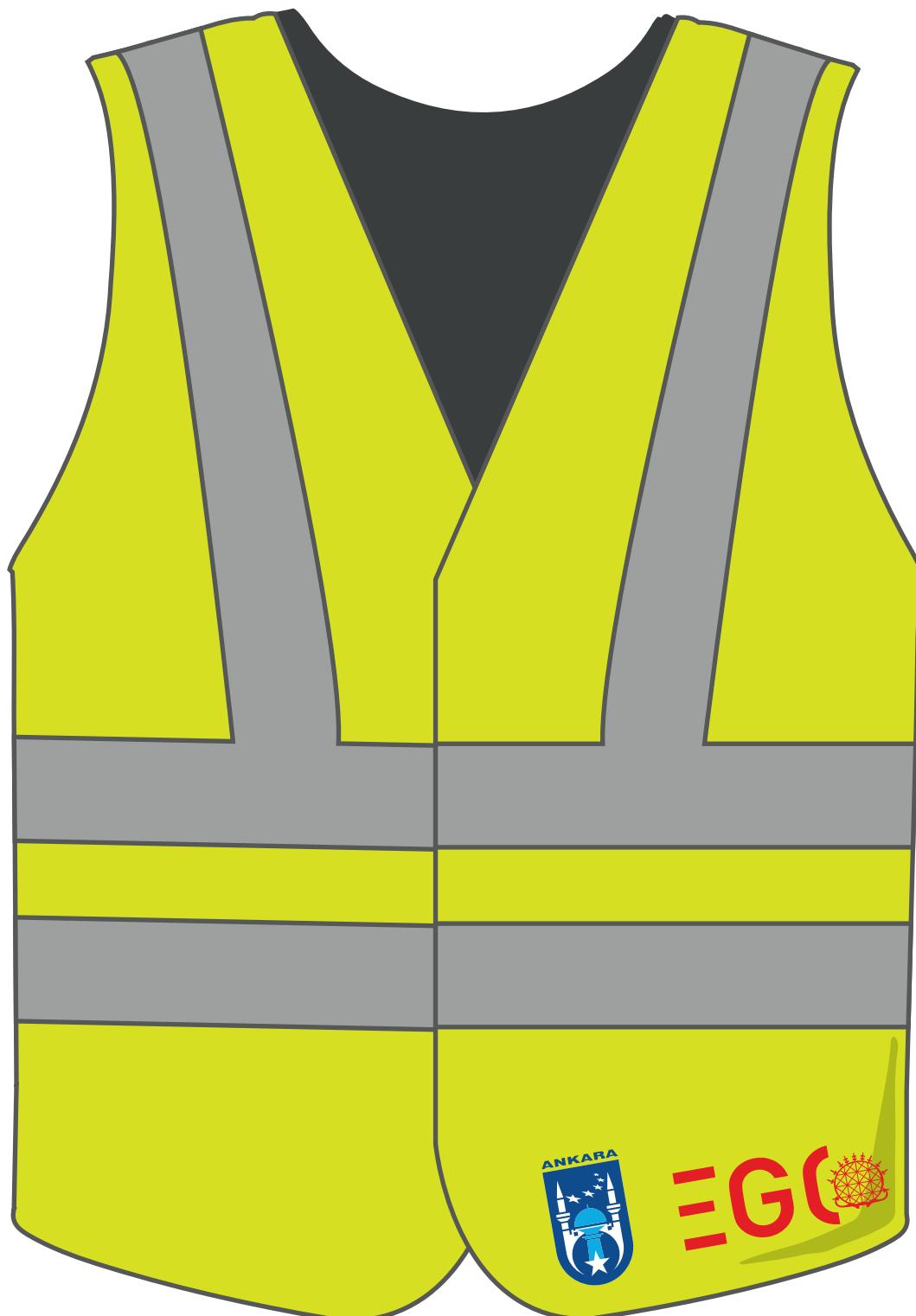
**Vest - Back  
(Male/Female)**

The logo placement on the back of the General Directorate of EGO's vests is given below.



## Worker Vest - Front (Male/Female)

The placement of the logo on the General Directorate of EGO's worker vests is given below. Ankara Metropolitan Municipality logo should be used next to the EGO logo.



## Worker Vest - Back (Male/Female)

The logo placement on the back of the General Directorate of EGO's worker vests is given below.



## Overalls - Front (Male/Female)

The logo placement on the General Directorate of EGO's overalls is given below. Ankara Metropolitan Municipality logo should be used on the right shoulder.



## Overalls - Back (Male/Female)

The logo placement on the back of the General Directorate of EGO's overalls is given below.



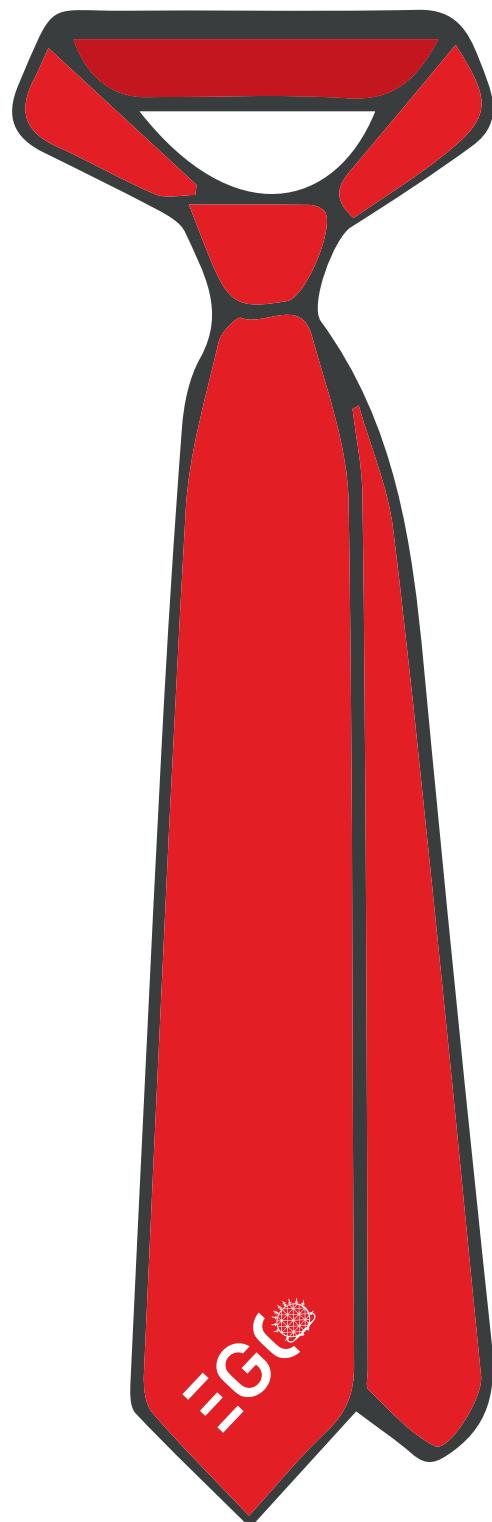
## Apron

The placement of the logo on the aprons of the General Directorate of EGO is given below.



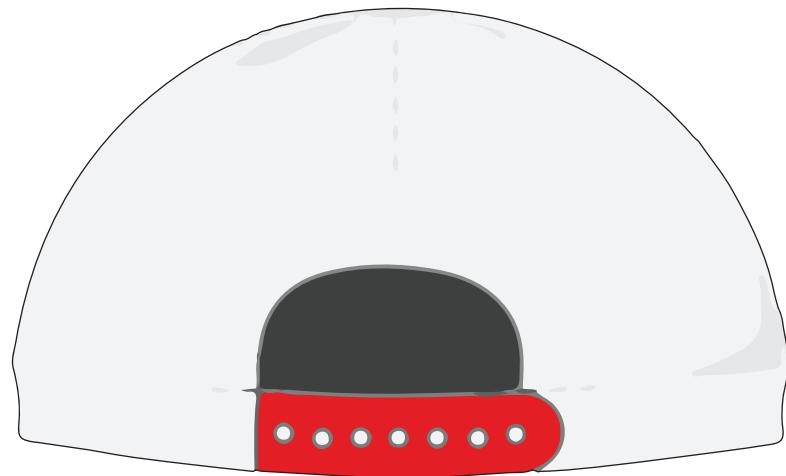
## Tie

The logo placement on the General Directorate of EGO's ties is given below.



## Cap

The placement of the logo on the General Directorate of EGO's hats is given below.



## Beanie

The logo placement on the berets of the General Directorate of EGO is given below.



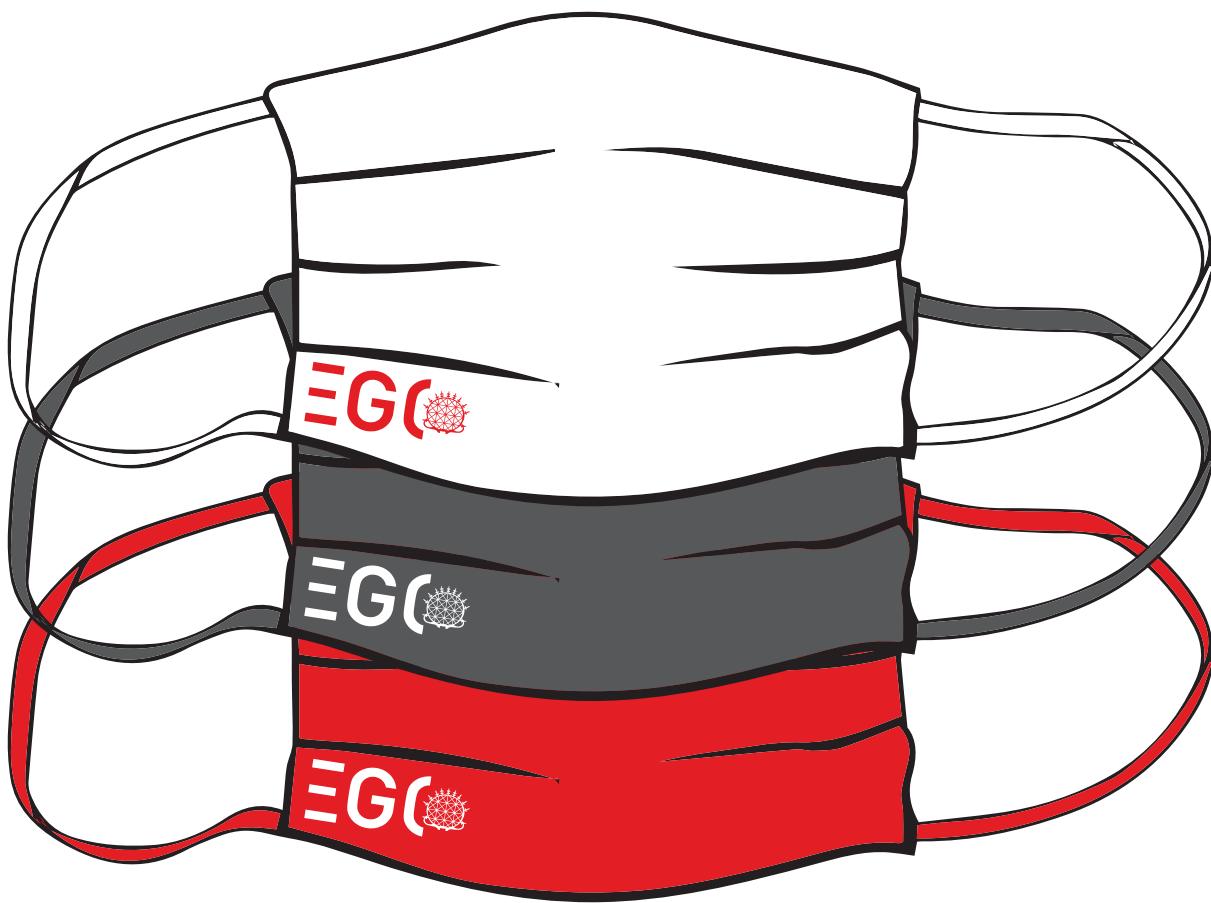
## Hardhat

The logo placement on the General Directorate of EGO's helmets is given below. Ankara Metropolitan Municipality logo should be used on the right side of the helmet.



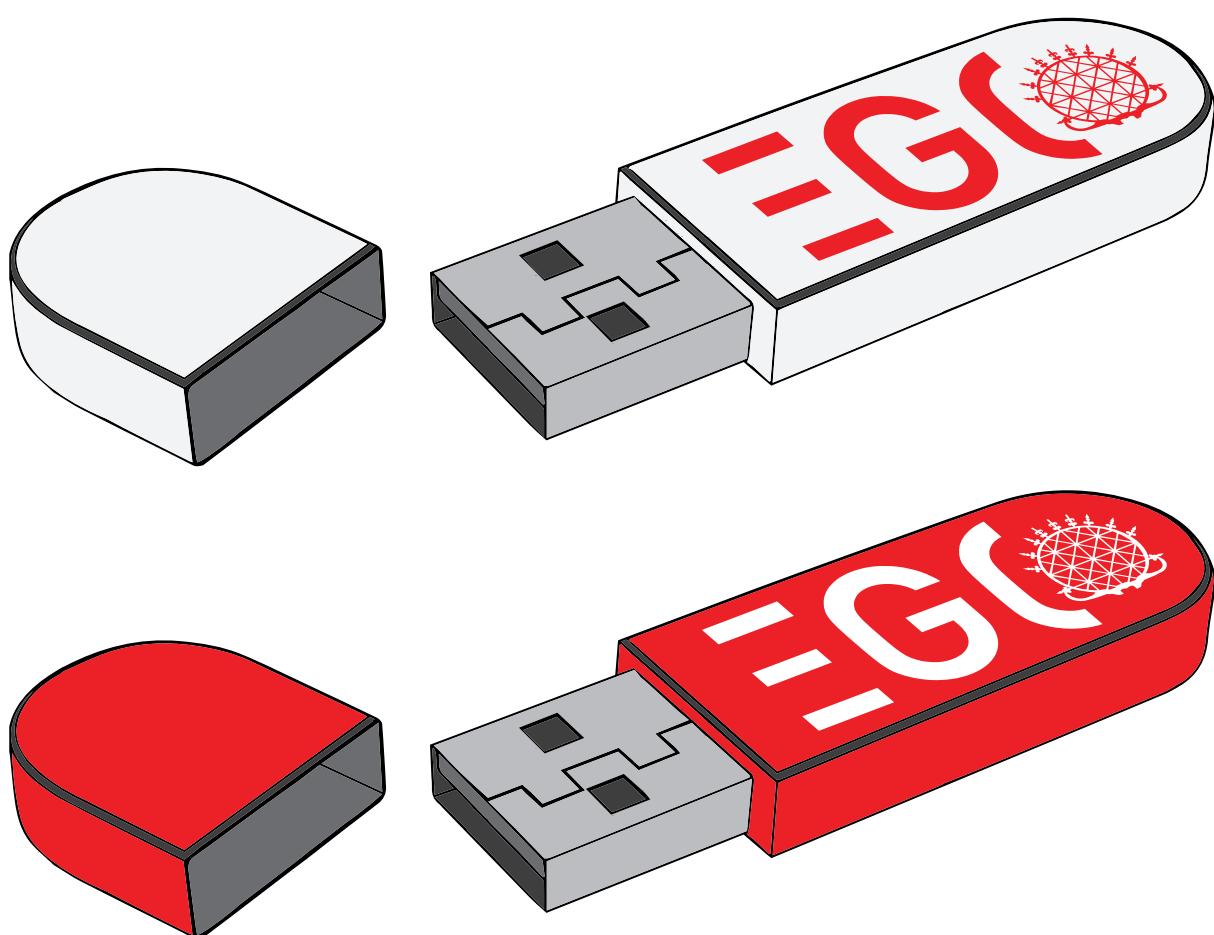
## Face Mask

The logo placement on the General Directorate of EGO's face masks is given below.



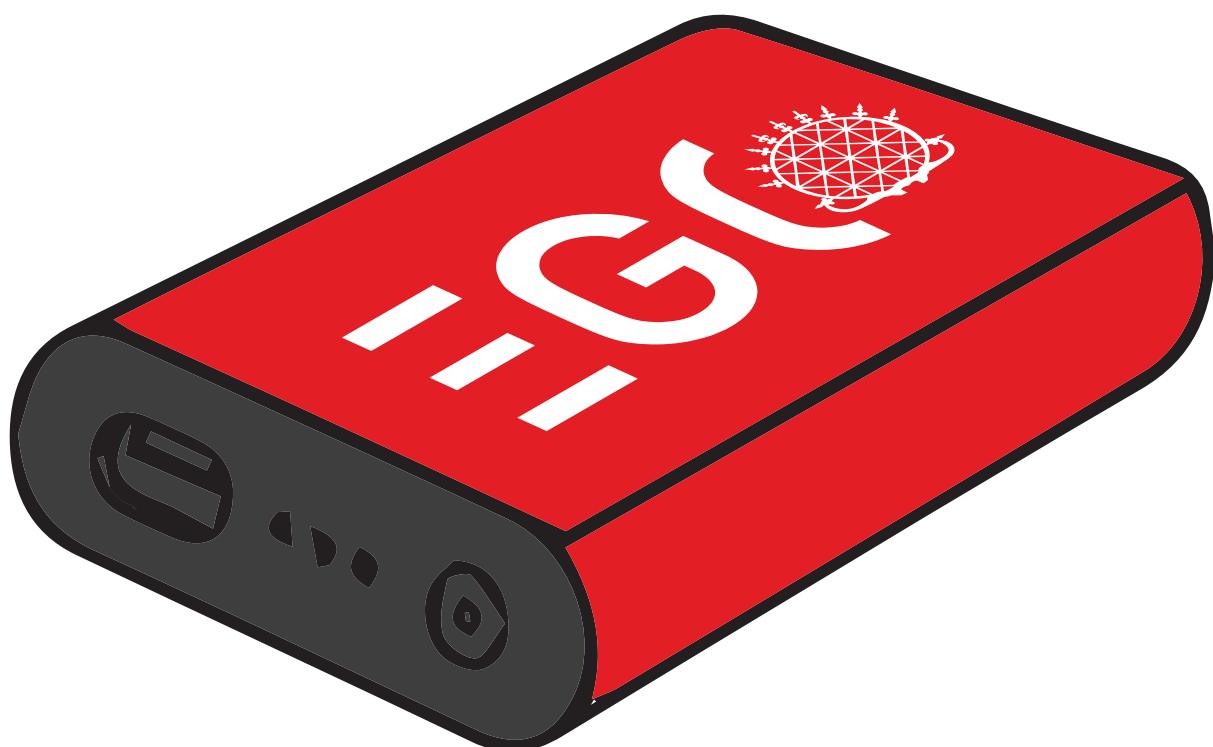
## USB Stick

The logo placement on the General Directorate of EGO's promotional USB sticks is given below.



## Powerbank

The logo placement on the General Directorate of EGO's promotional powerbanks is given below.



## Thermos

The placement of the logo on the General Directorate of EGO's promotional thermos is given below.



## Keychain

The logo placement on the General Directorate of EGO's promotional keychains is given below.



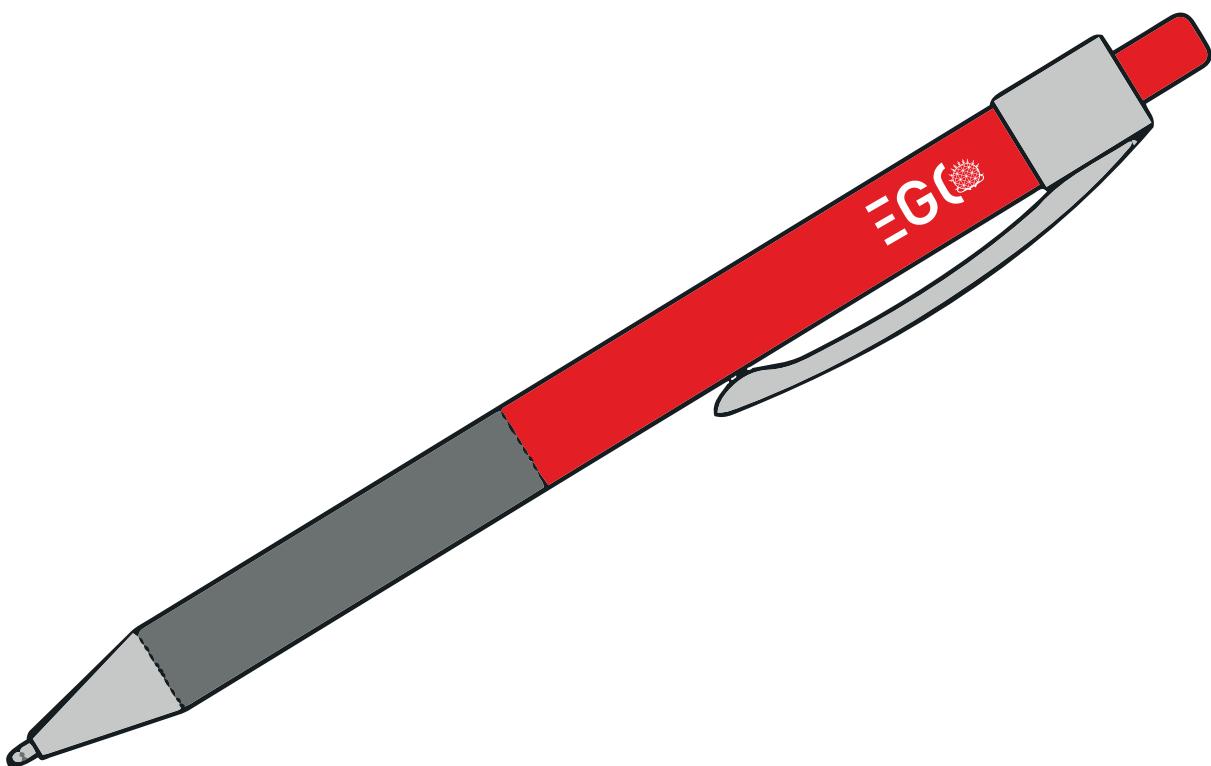
## Notebook

The placement of the logo in the General Directorate of EGO's promotional notebooks is given below.



## Pen

The logo placement on the General Directorate of EGO's promotional pens is given below.



## Mug

The logo placement on the General Directorate of EGO's promotional mugs is given below.



## T-shirt

The logo placement on the General Directorate of EGO's promotional t-shirts is given below.



## Tote Bag

The logo placement on the General Directorate of EGO's promotional tote bags is given below.



## Desk Clock (Analog)

The logo placement of the General Directorate of EGO's promotional desk clock is given below.



## Desk Clock (Digital)

The logo placement of the General Directorate of EGO's promotional desk clock is given below.



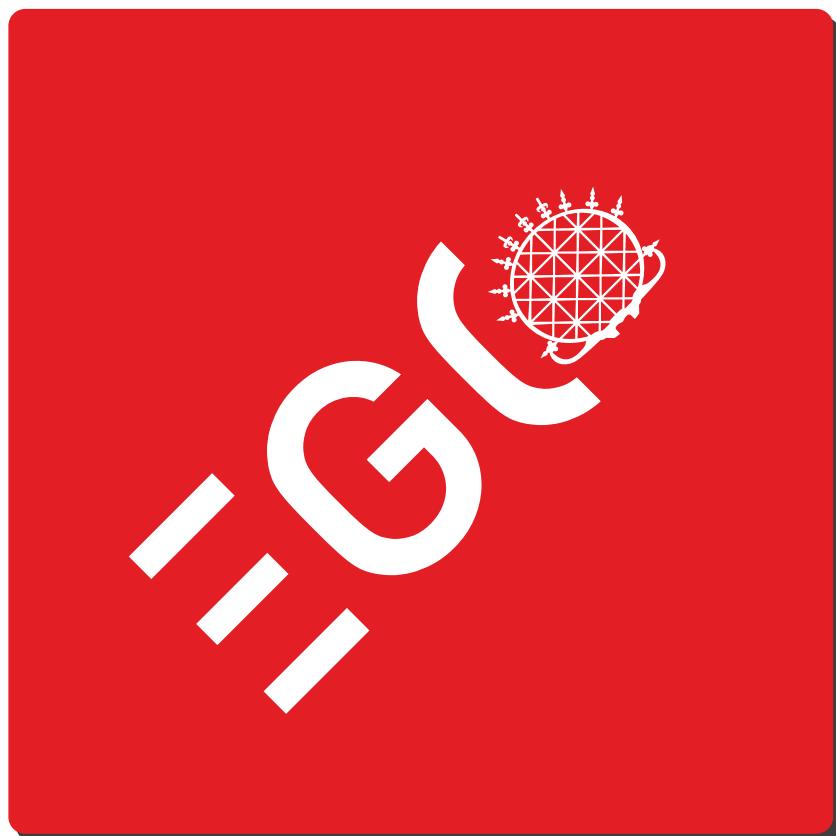
## Agenda

The placement of the logo in the General Directorate of EGO's promotional agendas is given below.



## Coaster

The placement of the logo on the General Directorate of EGO's promotional coasters is given below.

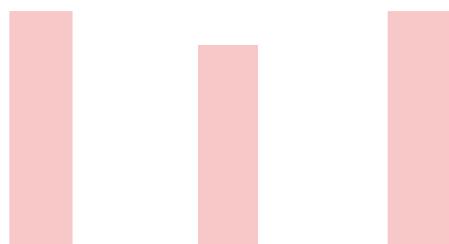
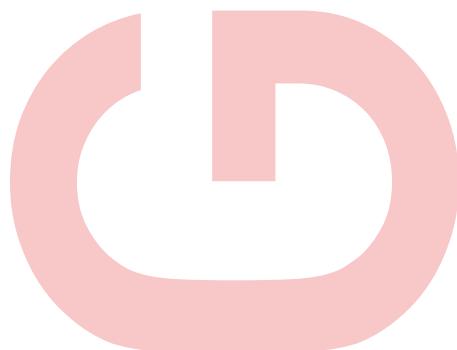
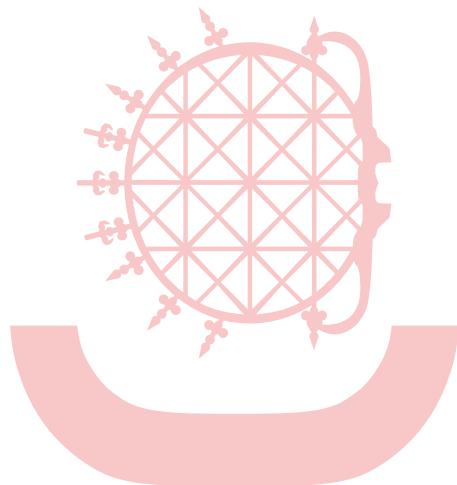


## Magnet

The logo placement on the General Directorate of EGO's promotional magnets is given below.



This corporate identity guide has been commisioned by General Directorate of EGO to Ankara University Faculty of Communications.



## For Further Communication

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