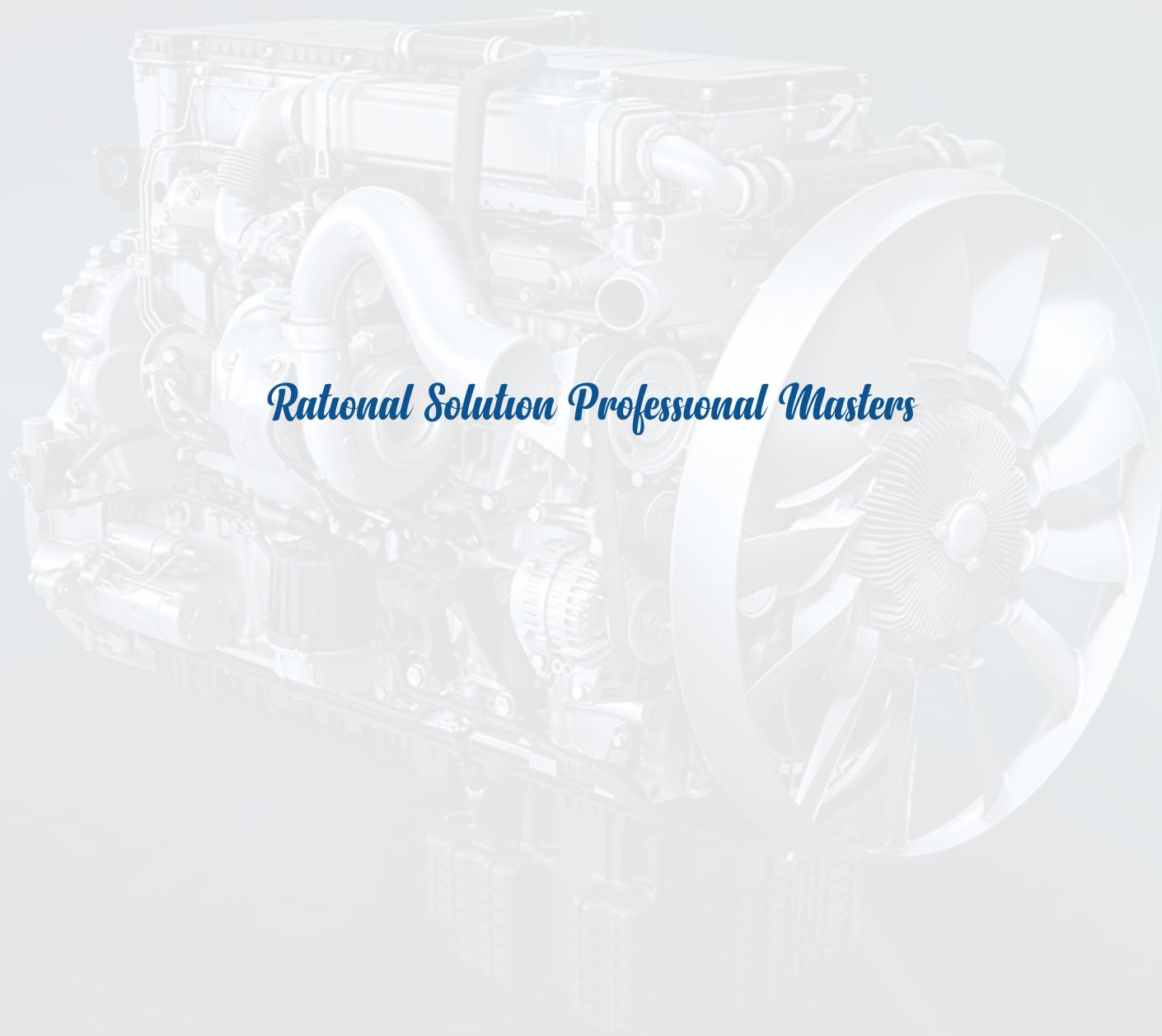




BIG7

INSTITUTIONAL IDENTITY GUIDE

February 2024



Rational Solution Professional Masters



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About

Section 1

Logotype

Section 2

False Uses

Section 3

Corporate Materials

Section 4

Corporate Outdoor
Supplies

About Identity Guide 02

About The BIG 7 03

Section 1

BIG 7 Name 05

Logotype 06

Safe Area 07

Minimum Size 08

Corporate Colors 09

The Use of Logotype on Various Backgrounds 10

The Use of Logotype on Photographs 11

Primary Type Face Used in Communication 12

Secondary Typeface 13

Section 2

False Uses of Logotype 17

False Uses of Logotype on Various Backgrounds 18

Section 3

Business Card 19

DL Envelope 20

A4 Envelopes 21

Folder Cover 22

Letterhead 23

Memo Cube 24

Memo Cube Paper 25

Personel ID Card 26

Visittor Card 27

Mug 28

Table Top Flag 29

Door Name Tag 30

Section 4

Instagram Post 32

Flag 33

Swallow Flag 34

Gift Bag Design 35

Pattern 36

About Identity Guide

This Guide explains the **BIG 7** corporate identity and sets out the rules for its use.

It covers the rules for logos and corporate materials in all types of public activities, including communication with current and future customers, partners and competitors, government agencies and the media.

Corporate identity is designed to be used in all kinds of communication with the target audience.

This Guide is essential for use by anyone involved in the preparation of advertising materials for the **BIG 7** company.

We ask you to take these rules as a basis, not as a restriction, and to help us.

About The BIG 7

The BIG 7 logo consists of text and a long line image below it.

The main semantic load is carried by the company name “**BIG 7**”, displayed in a simple bold font. It means that it is durable, high quality and safe.

The horizontal line detail at the bottom is extended to the right, representing “**movement**” and the long vehicle, the truck.

The overall appearance of the image evokes simplicity and quality.

In addition, the text “Big 7” is the well-known name of the 7 big truck brands. We also provide the supply service of parts for these trucks.

Finally, the logo structurally resembles a truck from afar.



Section 1

Logotype

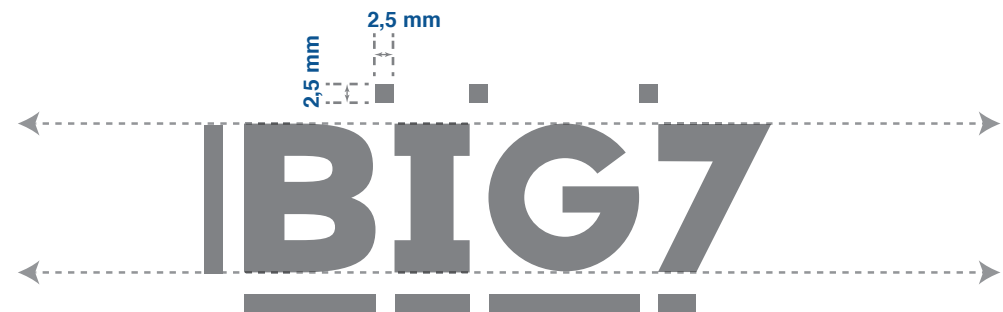
Section 1

BIG 7 Name

BIG 7 name with **Electronica Display Solid - Regular** font was designed. Measurements and letters were symmetrically perfected with minor corrections. Since there were no numbers in the font, the number **7** was **produced** to suit the font.

BIG

Electronica Display Solid
Regular font



Logotype

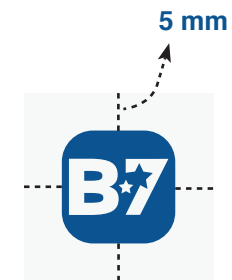
The logotype used with the name **BIG 7** and the long line we added below it is formed. Its use with primary colors is as on this page.

The logotype consists of the text "BIG 7" in a bold, blue, sans-serif font. A thick red horizontal line is positioned directly beneath the text, starting from the left edge of the "B" and ending under the "7".

BIG 7

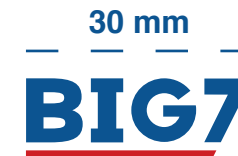
Safe Area

The **BIG 7** logo must be used within the specified gray area, no other design element should enter this area. For this area, measurements as shown in the figure can be used.



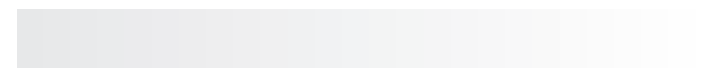
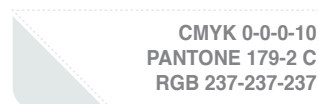
Minimum Size

The logotype must be at least **15 mm** wide on printed materials. Should be used. It should be used as **15 mm** and its multiples, depending on the ratio of the material to be examined.



Corporate Colors

Corporate main colors and codes are **dark blue** and **red** as stated below. **Gray** can be used as an auxiliary color. When printing, care should be taken to use **CMYK** and **300 PPI**.



Gradyan
Degrees of colors according
to their transitions and use
cases specified It should be
like this.



The Use of Logotype on Various Backgrounds

The use of logotypes on white, black and primary colored backgrounds is indicated below. Care should be taken not to use colors other than these. The most important element of being remembered is the correct use of colors.

The logotype usage on white and black backgrounds is as on the right with the main colors.

The logotype 'BIG7' is displayed in navy blue on a white background. The letter 'I' is white, and the number '7' has a red underline.

The logotype usage on gray backgrounds is as on the right with the main colors.

The logotype 'BIG7' is displayed in navy blue on a light gray background. The letter 'I' is white, and the number '7' has a red underline.

The logotype usage on black backgrounds is as on the right.

The logotype 'BIG7' is displayed in white on a black background. The letter 'I' is white, and the number '7' has a red underline.

Logotype on surfaces where navy blue is used as the main color usage is indicated on the right.

The logotype 'BIG7' is displayed in white on a navy blue background. The letter 'I' is white, and the number '7' has a red underline.

Logotype on surfaces where it is used with the main color red usage is indicated on the right.

The logotype 'BIG7' is displayed in white on a red background. The letter 'I' is white, and the number '7' has a red underline.

The Use of Logotype on Photographs



The logotype, which corresponds to a near-white background where the necessary contrast is achieved, can be used simply with primary colors.



The logotype that corresponds to a dark background where the necessary contrast is achieved can be used with white and red stripes.



If the background can be blurred, the logotype can be used with white and red stripes after this application.



The logotype that corresponds to a dark background where the necessary contrast is achieved can be used with white and red stripes.



The logotype that corresponds to a dark background where the necessary contrast is achieved can be used with white and red stripes.



In cases where the background cannot be blurred, the logotype can be used with its main color features by applying a 75% opaque white tape, taking into account the safe area.

Primary Typeface Used in Communication

Helvetica font family is used in all communication works.

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Bold Oblique

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Secondary Typeface

Digital applications where the **Helvetica font family** is not available **Arial** font family can be used in media.

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890



Section 2

False Uses

Section 2 False Uses of Logotype



The red stripe at the bottom is out of specified positioning should not be used.



The logotype should not be reproduced using different fonts.



The red stripe and font spacing should not be changed.



Logo Logotype should not be used in different ways.



The logotype should not be deformed.



Colors other than the corporate colors specified in the logotype should not be used.



The main colors in the logotype should not be used in reverse.



The logotype aspect ratio should not be distorted.



Logotype font thicknesses should not be changed.

False Uses of Logotype on Various Backgrounds



When used on photographs, the main colored logo should not be used on parts where the dark background information cannot be understood.



A white logotype should be used on a dark background on the photograph, but the location should be adjusted well. It should not mix with other elements. It should be positioned so that it is well perceived.



The logotype should be used in primary colors on a light-colored background on the photograph, and white should not be used. The location must be well adjusted. It should be positioned so that it is well perceived.



When used on photographs, main colored logotypes should not be used on a red background.



When used on photographs, main colored logotypes should not be used on a dark blue background.



When using photographs, if there is no part that can be clearly understood in mixed images, the main colored logo should be used on a white strip with 95% opacity. It should not be used without a strip.



Section 3
Corporate Materials

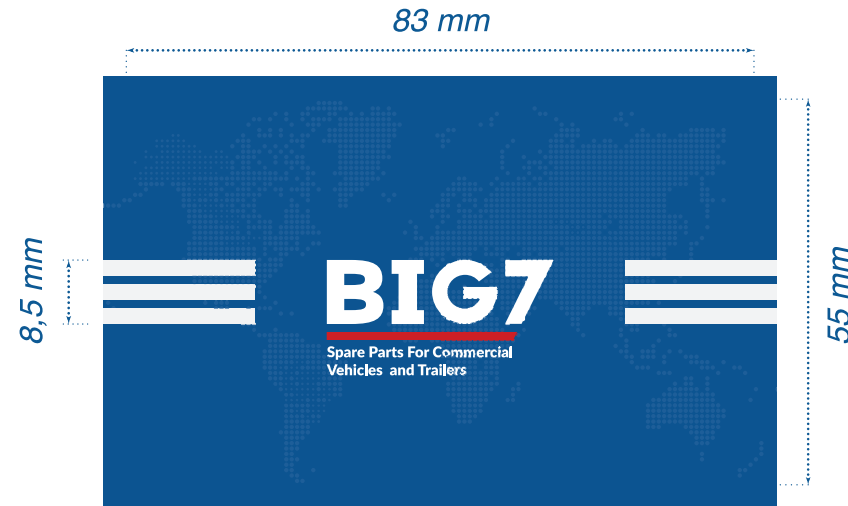


Section 3

Business Card

Dimensions are as shown.

Business card paper must be **350 g matte** coated. The logo should be lacquered. Designed with bleed. Business Card Size is **85 mm x 55 mm**.



DL Envelope

Dimensions are as shown.

It is designed according to ready-made envelope dimensions.

The paper should be **110** grams of 1 st pulp. Dimensions are **240 × 105** mm.



A4 Envelopes

Dimensions are as shown.

It is designed according to ready-made envelope dimensions.

The paper should be **110** grams of 1 st pulp. Dimensions are **240 × 320** mm.



Folder Cover

Dimensions are as shown.

The paper must be **350 g** matte coated. Matte cellophane should be applied after printing.
Dimensions are **460 mm x 310 mm**.

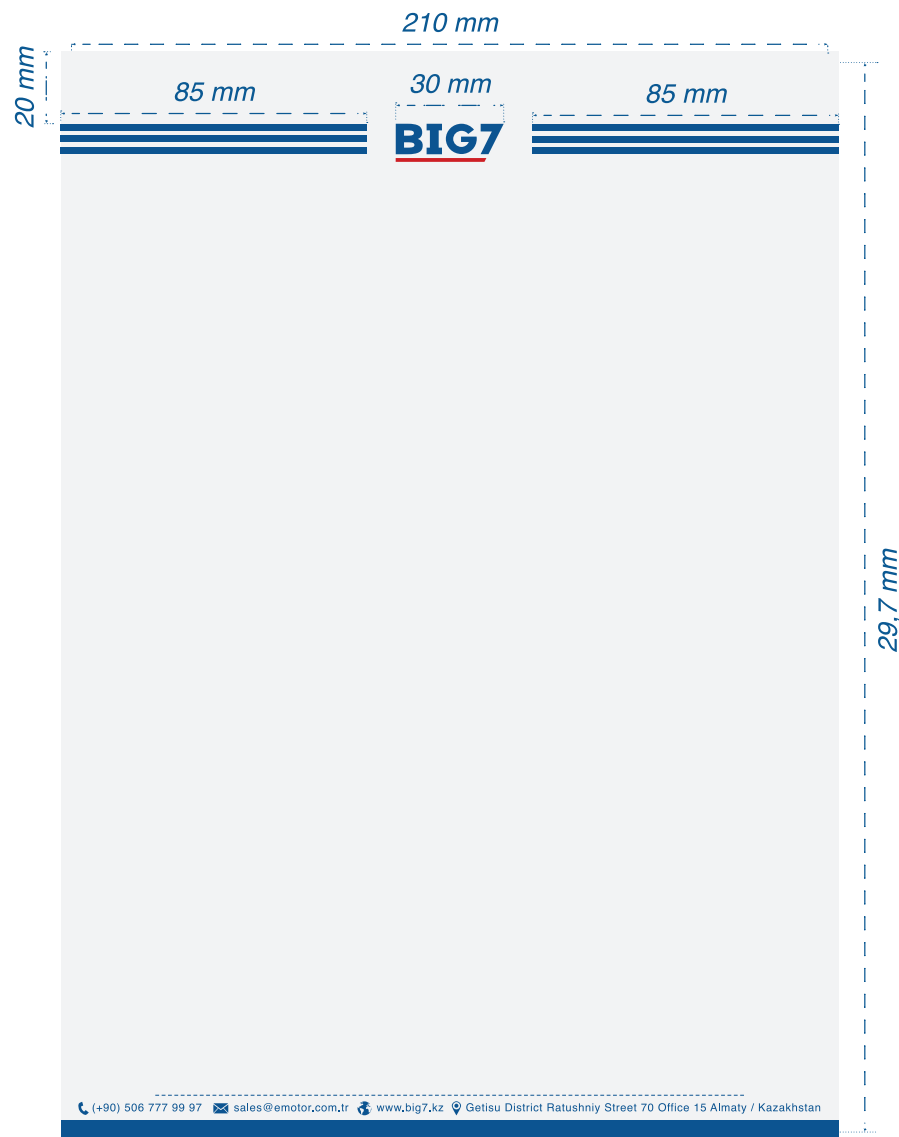


Letterhead

Dimensions are as shown.

Paper, **110** grams of first dough should be used. It must be offset printing and **4** colors (CMYK).

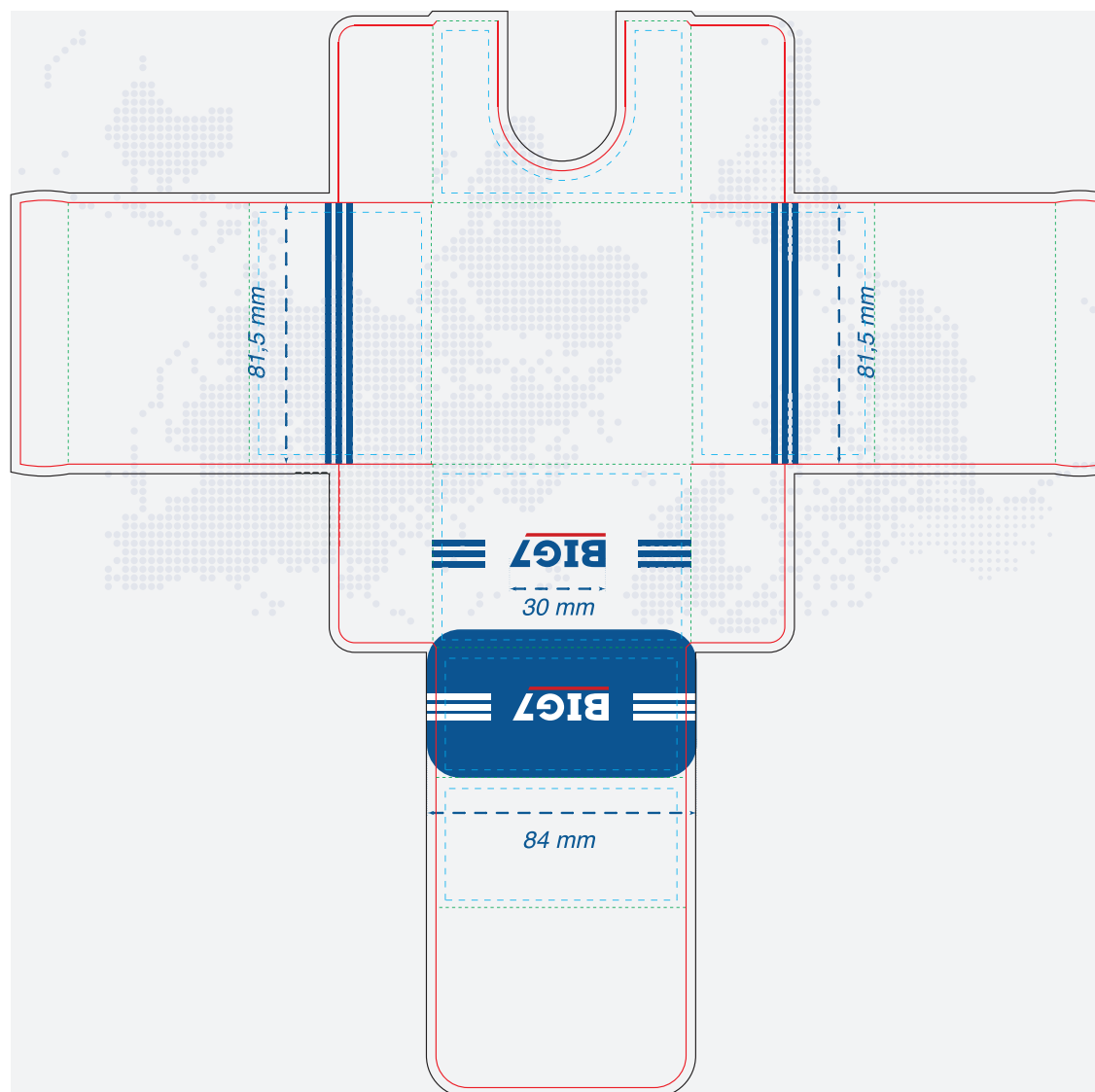
Dimensions are **A4, 210 x 297** mm.



Memo Cube

Dimensions are as shown.

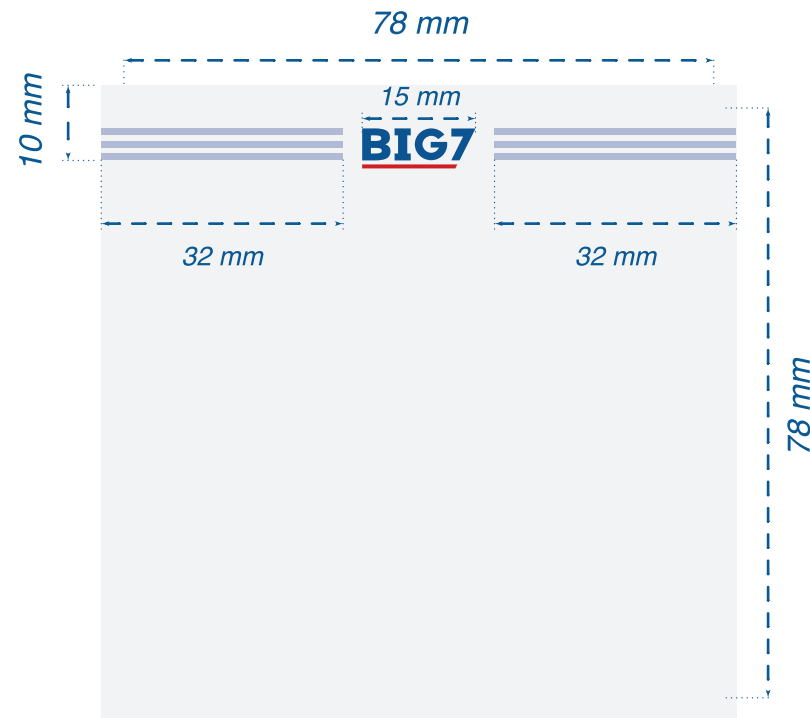
Based on standard note cube sizes It was designed. **110** grams of paper from the first dough should be used. Dimensions are **78 x 78 mm**.



Memo Cube Paper

Dimensions are as shown.

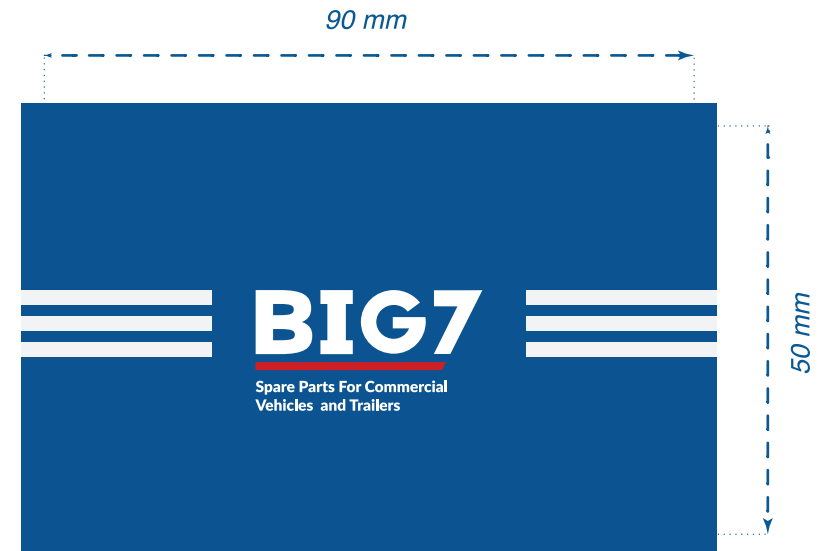
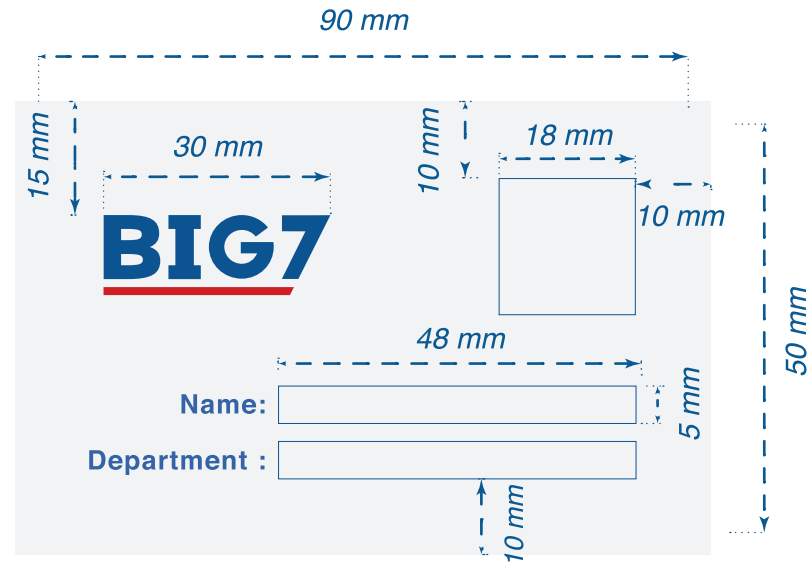
Based on standard note cube sizes It was designed. **110** grams of paper from the first dough should be used. Dimensions are **78 x 78** mm.



Personel ID Card

Dimensions are as shown.

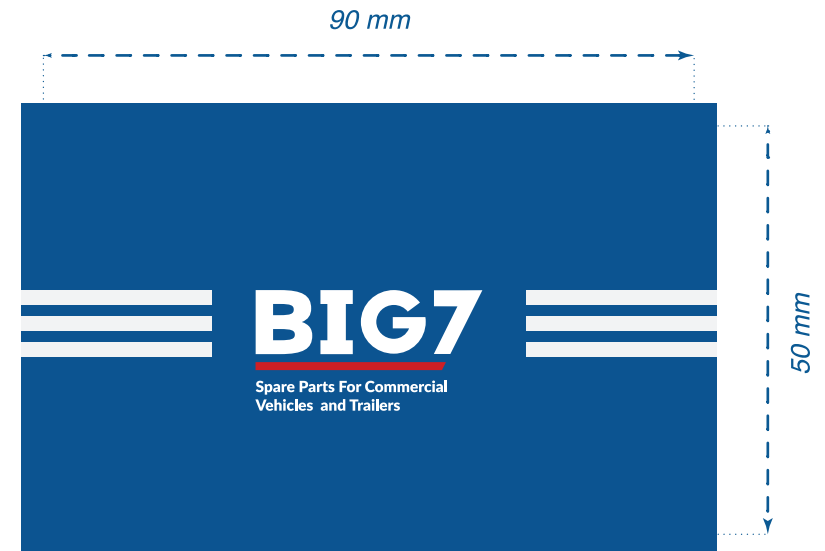
It should be thick **PVC** and **special** printing. Dimensions **85 × 55 mm**.



Visittor Card

Dimensions are as shown.

It should be thick **PVC** and **special** printing. Dimensions **85 × 55 mm**.



Mug

Dimensions are as shown.

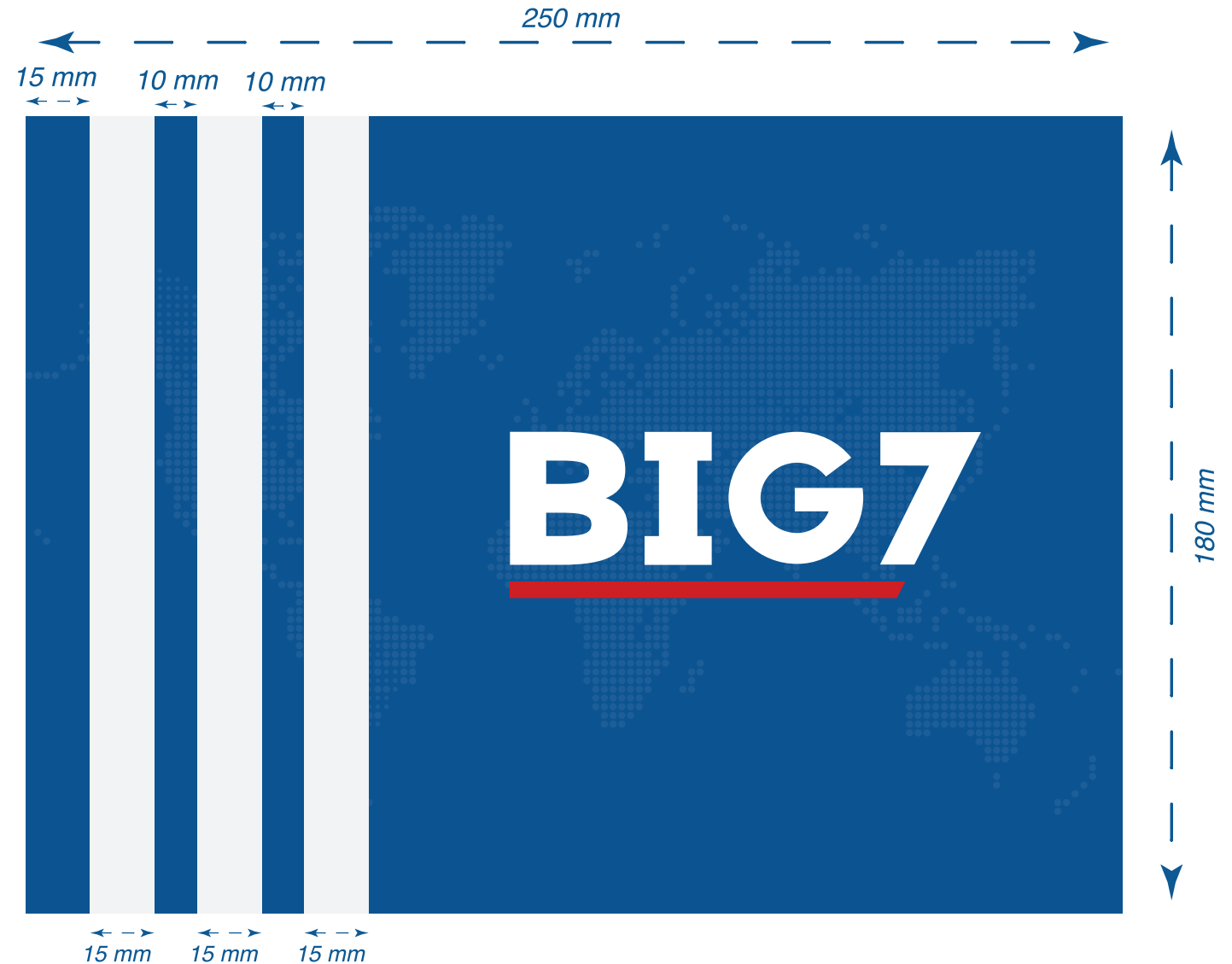
Logo sandblasting on transparent cup, in porcelain glasses the bumper must be screen printed.



Table Top Flag

Dimensions are as shown.

Business card paper must be **350 g matte** coated. The logo should be lacquered. Designed with bleed. Business Card Size is **85 mm x 55 mm**.



Door Name Tag

Dimensions are as shown.

Business card paper must be **350 g matte** coated. The logo should be lacquered. Designed with bleed. Business Card Size is **85 mm x 55 mm**. **Electronica Display Solid font** was used.





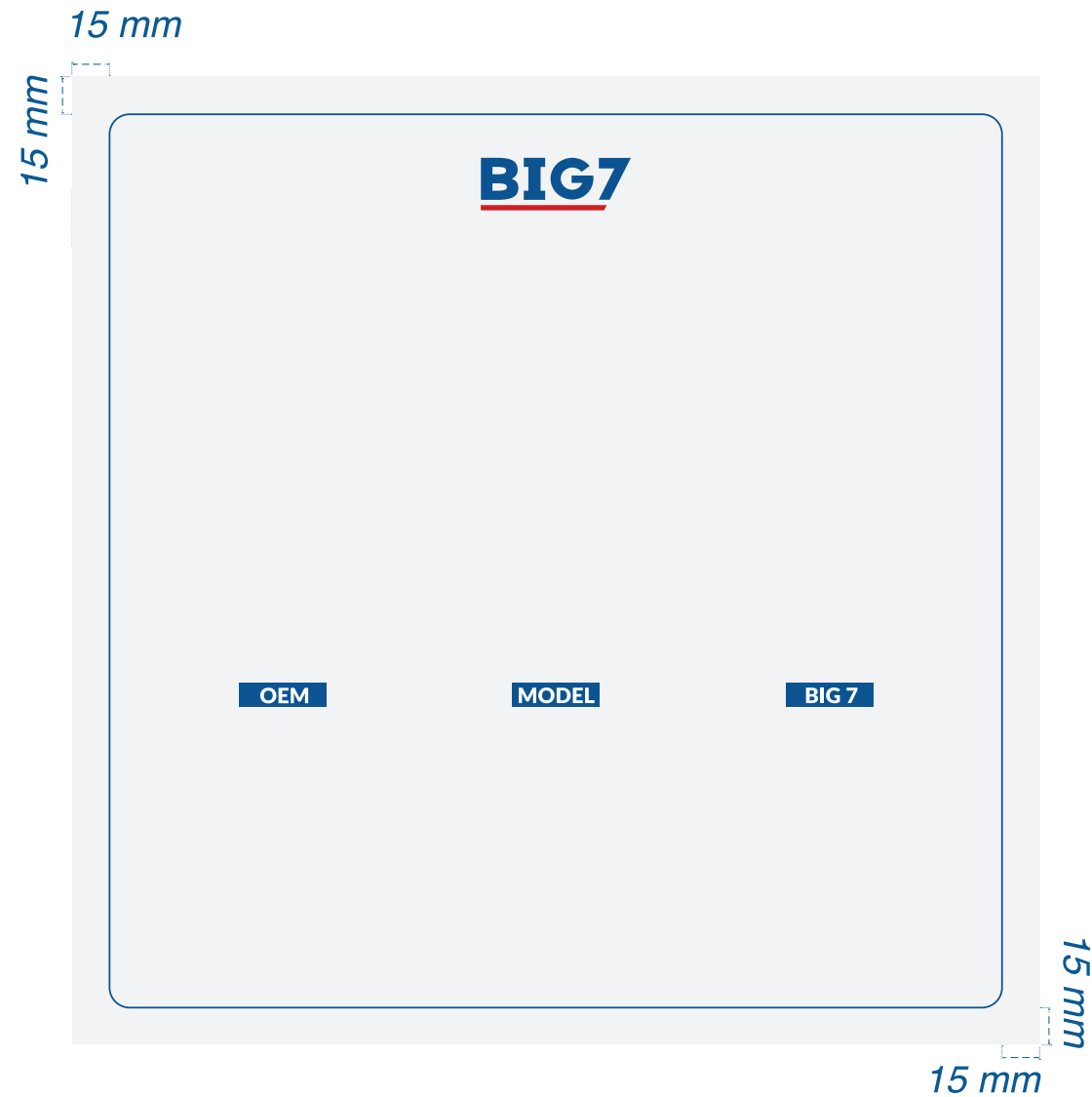
Section 4
Corporate Outdoor
Supplies

Section 4

Instagram Post

Dimensions are as shown.

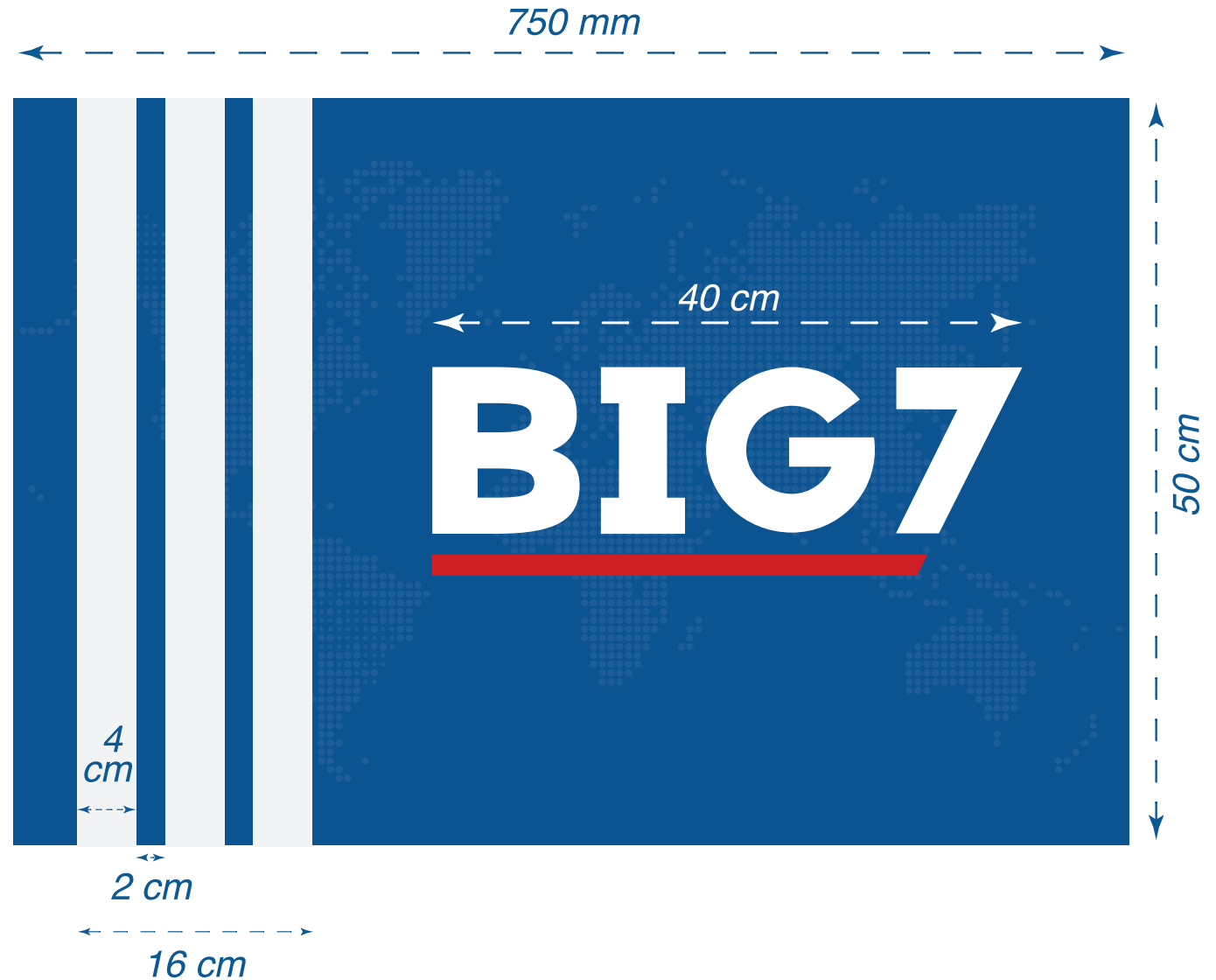
Business card paper must be **350 g matte** coated. The logo should be lacquered. Designed with bleed. Business Card Size is **85 mm x 55 mm**.



Flag

Dimensions are as shown.

Business card paper must be **350 g matte** coated. The logo should be lacquered. Designed with bleed. Business Card Size is **85 mm x 55 mm**.



Swallow Flag

Dimensions are as shown.

It should be made of satin fabric. Its dimensions are **500 mm x 100 mm**. Optionally, the dimensions can be enlarged by multiples while preserving the aspect ratio.



Gift Bag Design

Dimensions are as shown.

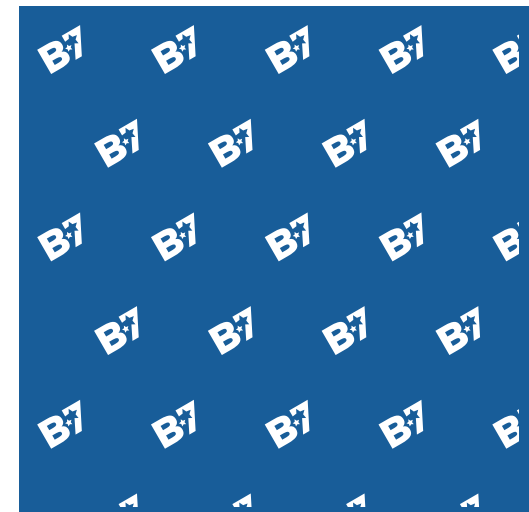
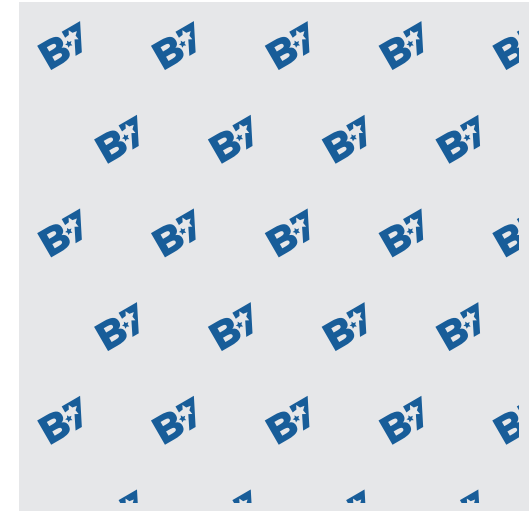
According to standard sizes It was designed. Matte cellophane should be applied after printing.
Dimensions are **240 × 80 × 230 mm**.



Pattern

Dimensions are as shown.

Patterns that can be used in places such as packaging, boxes, stands.





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Thank you for interest in my project.

- Chd Tasarım -