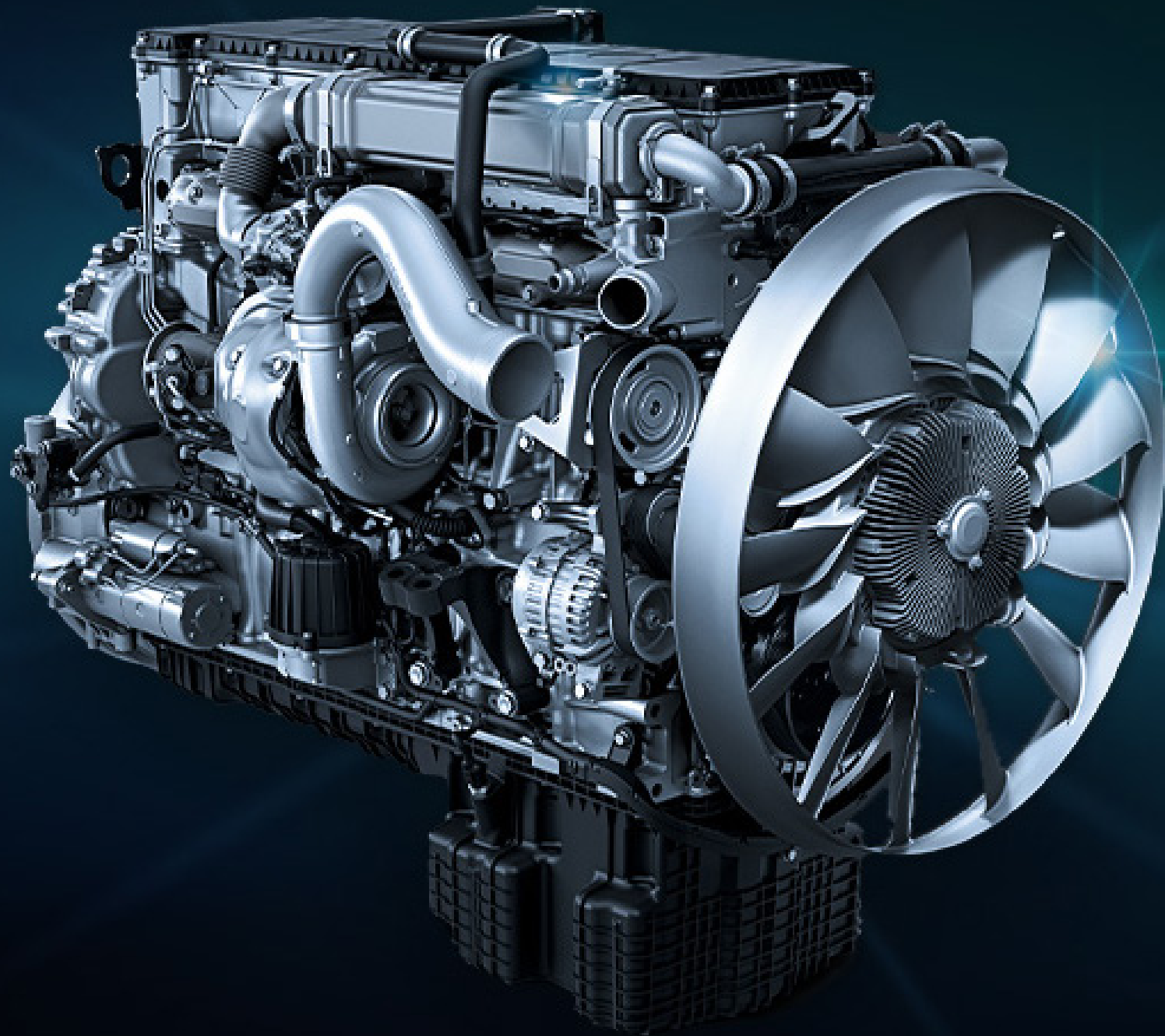


EMOTOR
INSTITUTIONAL IDENTITY GUIDE
September 2024







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About / Identity Guide

This Guide describes the **Emotor** corporate identity and specifies the rules for its use.

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

The corporate identity is designed to be used in all types of communication with the target audience.

This Guide is required to be used by everyone involved in the preparation of advertising materials for the Emotor company.

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

About / The Emotor

The Emotor logo consists of the logo showing the letters “E” and “M” and the text “EMOTOR” below.

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

The logo above shows the grille on the front of the trucks. The general appearance of the image evokes simplicity and quality.

Also, the word “**e-motor**” means that we deliver truck parts to all parts of the world via the Internet. The main logotype is created by the logotype used under the name **Emotor** and the logo we added on top. The main logotype was created with the logotype used under the name **Emotor** and the logo we added on top.



Section 1
Logotype / Emotor Name

EMOTOR®

The name **Emotor** is designed with **SofachromeRg - Regular** font.
Measurements and letters were perfected symmetrically with minor corrections.



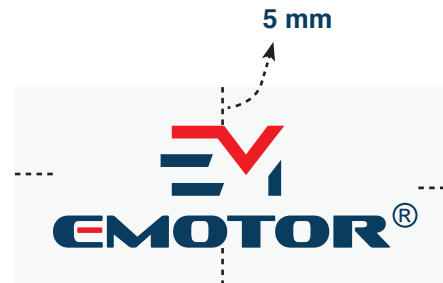
Logotype

The main logotype was created with the logotype used under the name **Emotor** and the logo we added on top. Its use with primary colors is as on this page.



Safe Area

The **Emotor** 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. When printing, care should be taken to use **CMYK** and **300 PPI**.



Backgrounds

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 backgrounds is as on the right, with the main colors.



Minimal and single color logotype usage on a white background is as shown on the right.



A minimal black logotype should be used on a white background, as shown on the right.



The logotype to be used on black and dark colors is as shown on the right. Red details should not be



On surfaces with dark blue background color, the logotype is as on the right.



On surfaces with a red background color, the logotype is as on the right.



Photographs

Examples of Correct Use of Logotype in Photos are mentioned on the right.

You should be careful in all your uses.



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



The logotype, which corresponds to a dark background where the necessary contrast is provided, can be used in white and red colors.



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



The logotype can be used in white and red, corresponding to a dark background where the necessary contrast is provided.



The logotype can be used in white and red, corresponding to a dark background where the necessary contrast is provided.



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.

Fonts

Primary Font Used in Communication

Helvetica font family is used in all communication works.

Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Bold Oblique</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>

Secondary Typeface

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

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



Section 2

False Uses Of Logotype

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The top logo is outside the specified location should not be used.



The logotype should not be reproduced using different fonts.



The original top logo should not be distorted.



The 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.

Logotype

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 75% opacity. It should not be used without a strip.

As you noticed in these examples, how the logo is used is as important as being memorable.



Section 3

Corporate Materials

EMOTOR®



About Corporate Materials

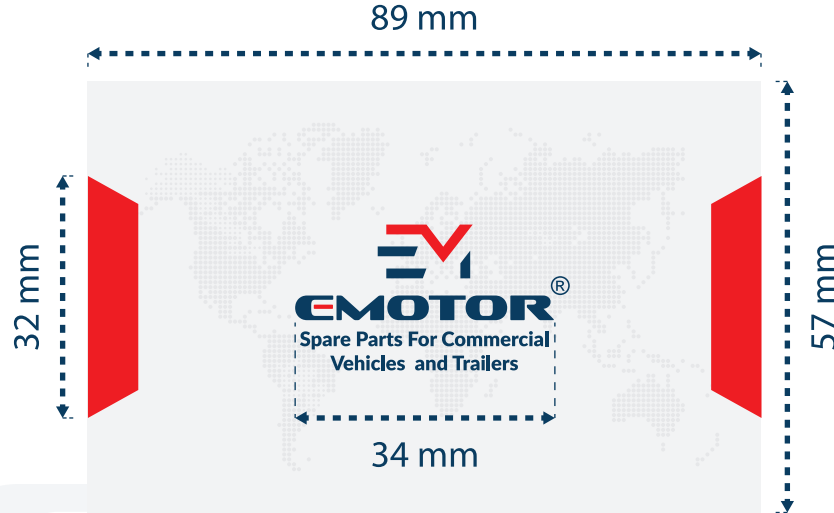
Color codes and dimensions should be taken into consideration in printed products. You cannot see the importance of this now. Institutionalism is a perception and quality that develops over time.

Our aim with this document is not to restrict you, but to make institutionality visible.

Business Card

Dimensions are as shown.
Business card paper must be **350 gr matte** coated. Logo must be lacquered. Designed with bleed.

Business Card Size is 85 mm x 55 mm.

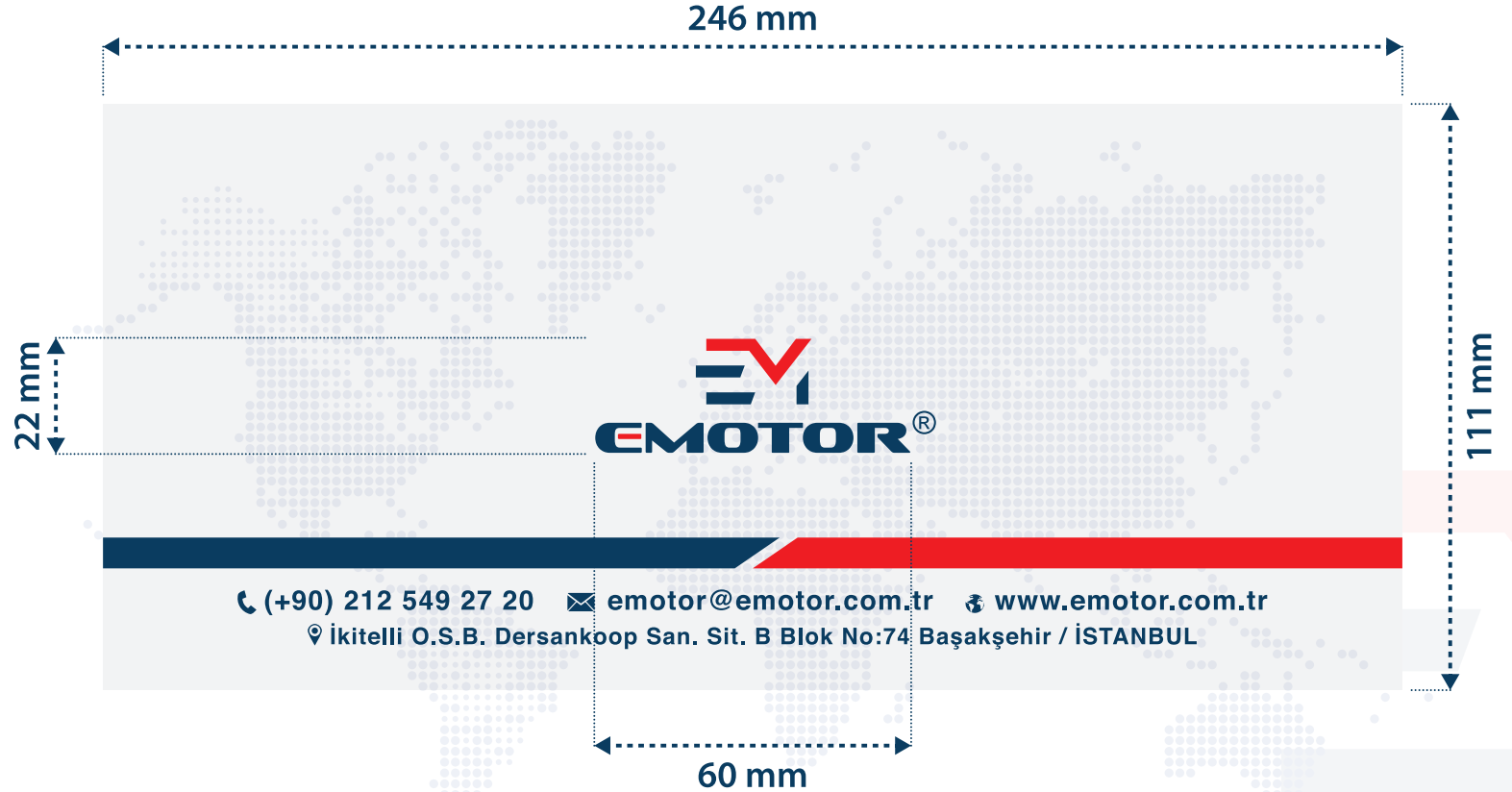


DL Envelope

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 x 105** mm.

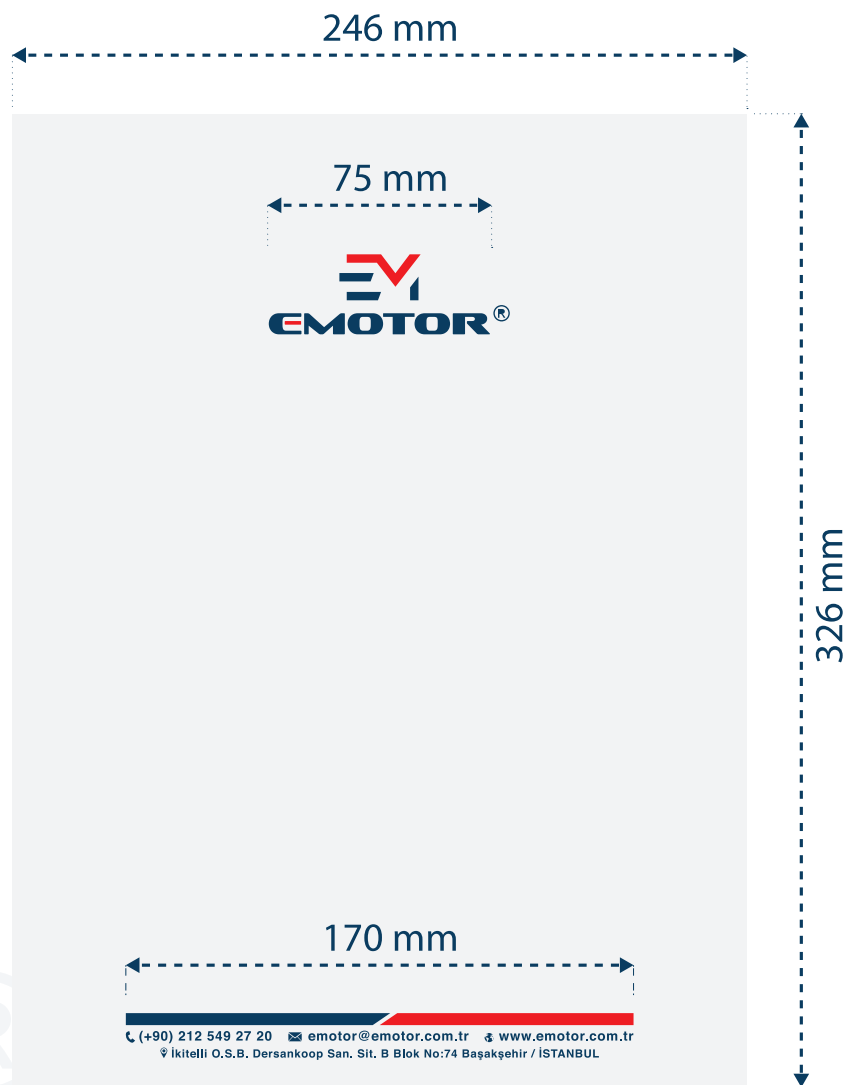


A4 Envelopes

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 x 320** mm.



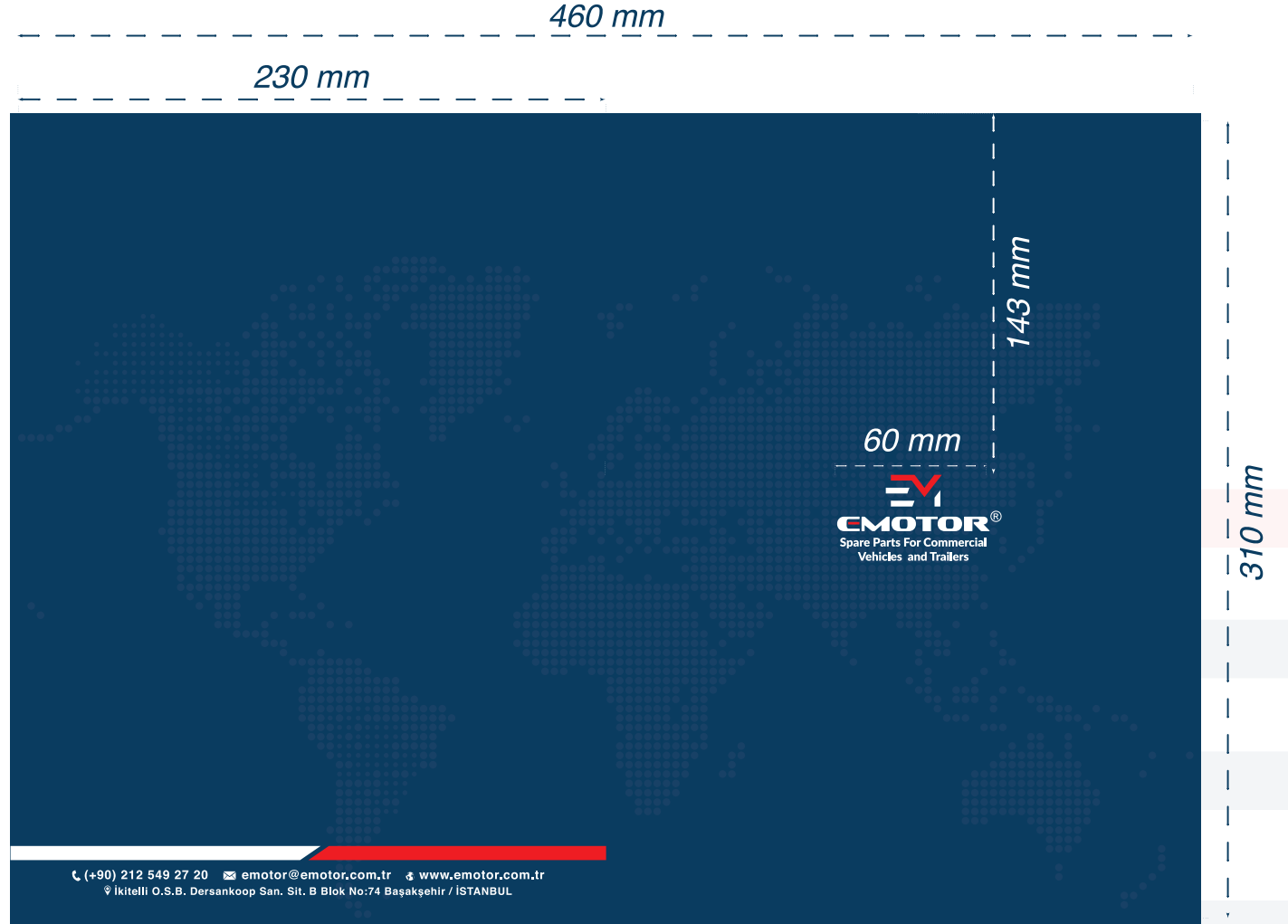
Folder Cover

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.

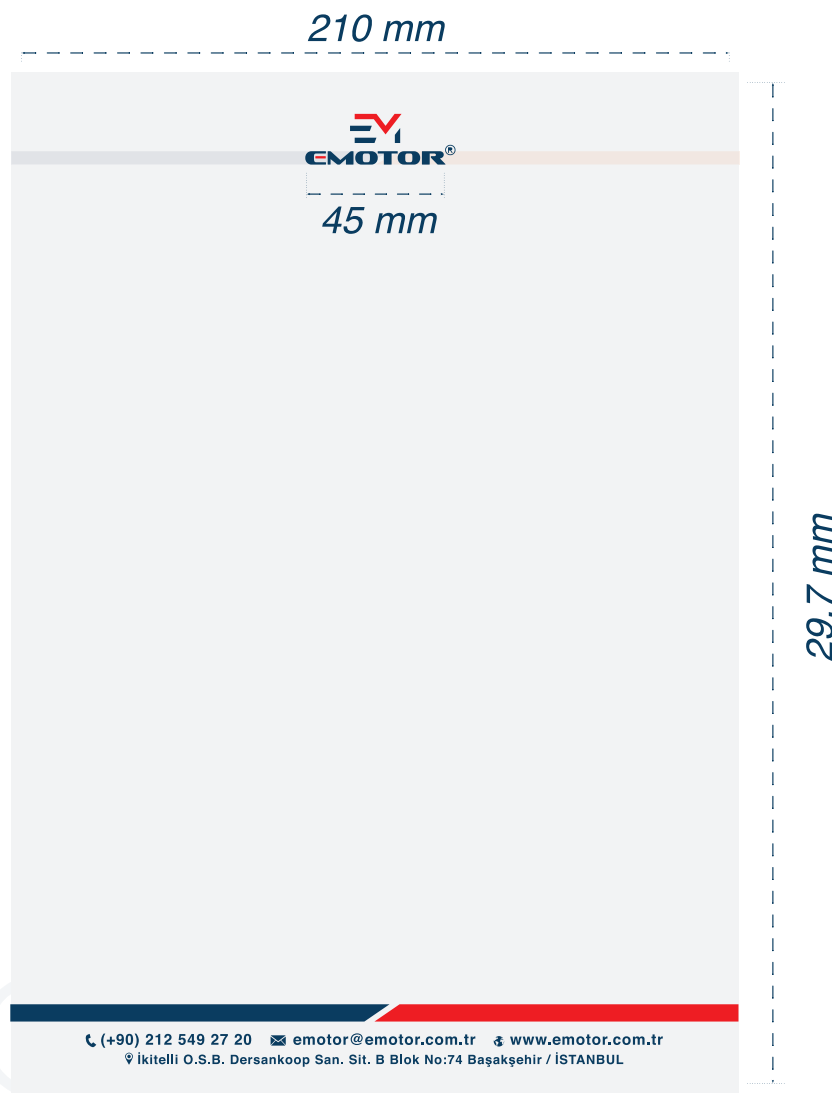


Letterhead

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.

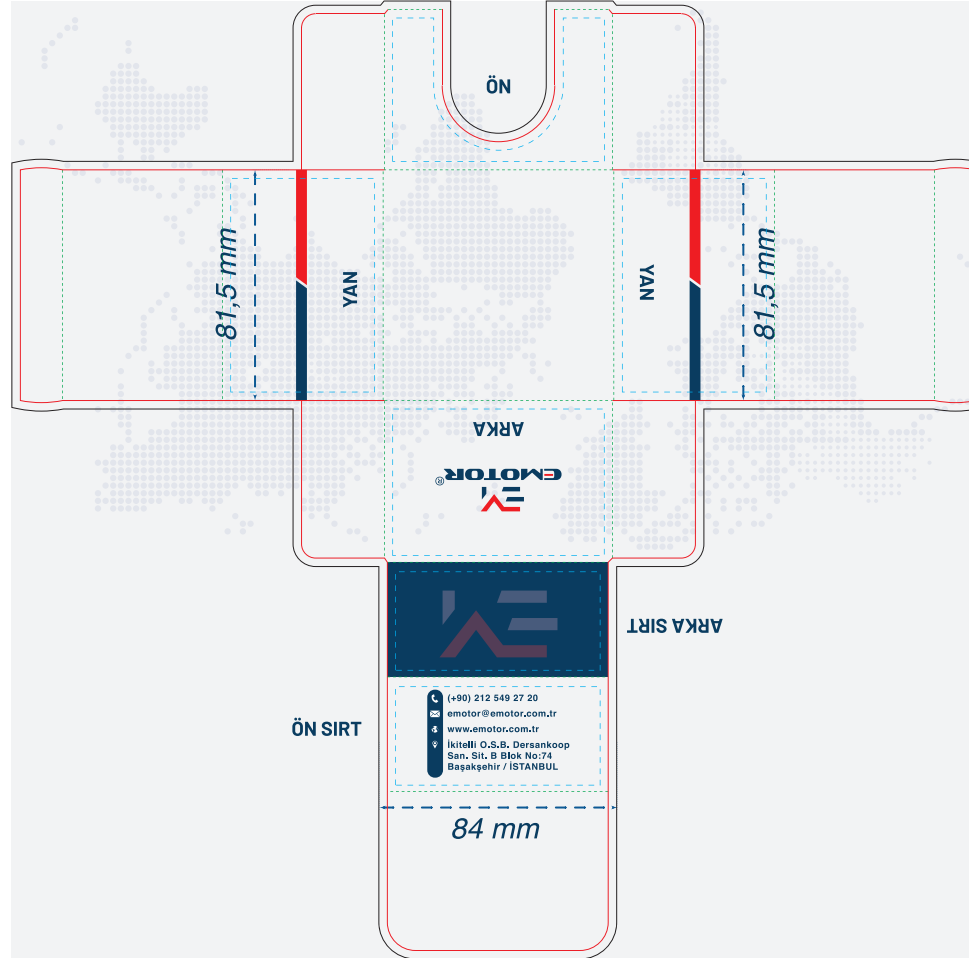


Memo Cube

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.



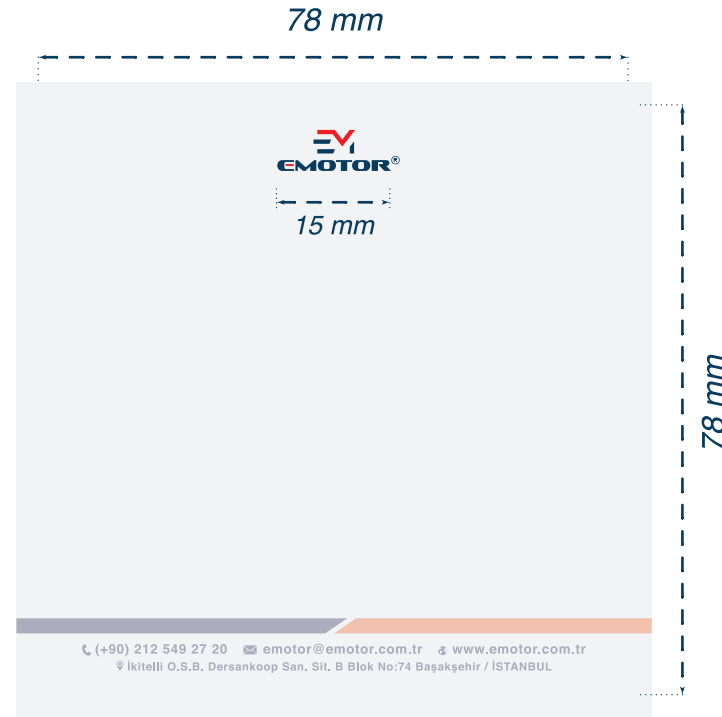
Memo Cube Paper

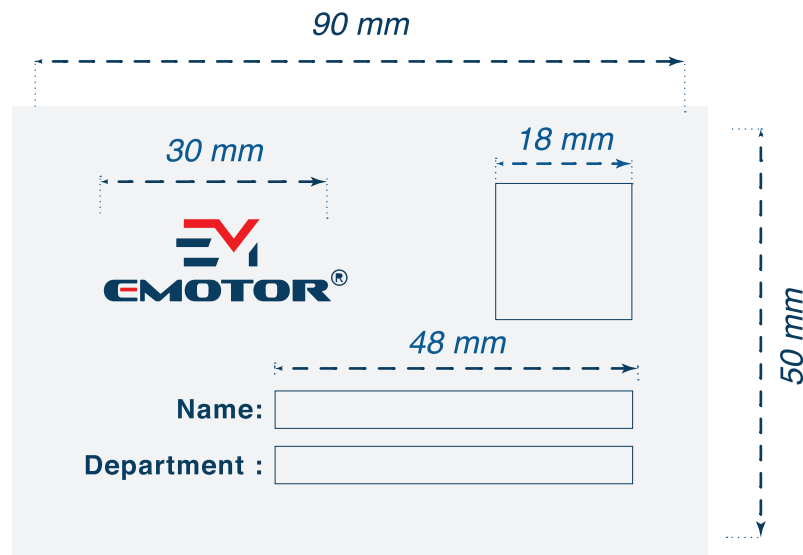
Dimensions are as shown.

Based on standard note cube sizes It was designed.

110 grams of paper from the first dough should be used.

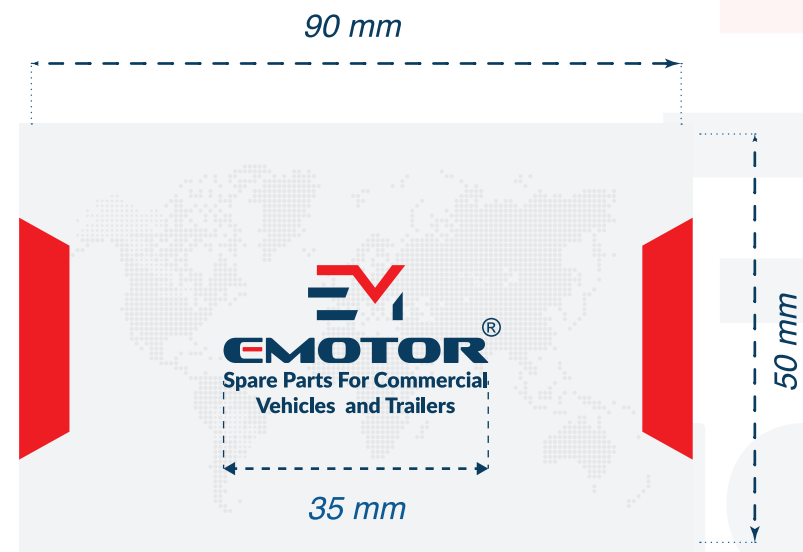
Dimensions are **78 x 78 mm**.





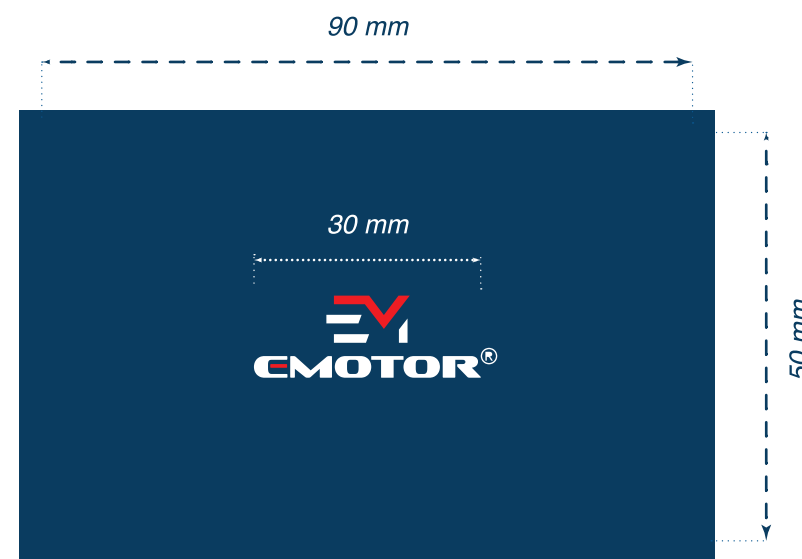
Employee ID Card

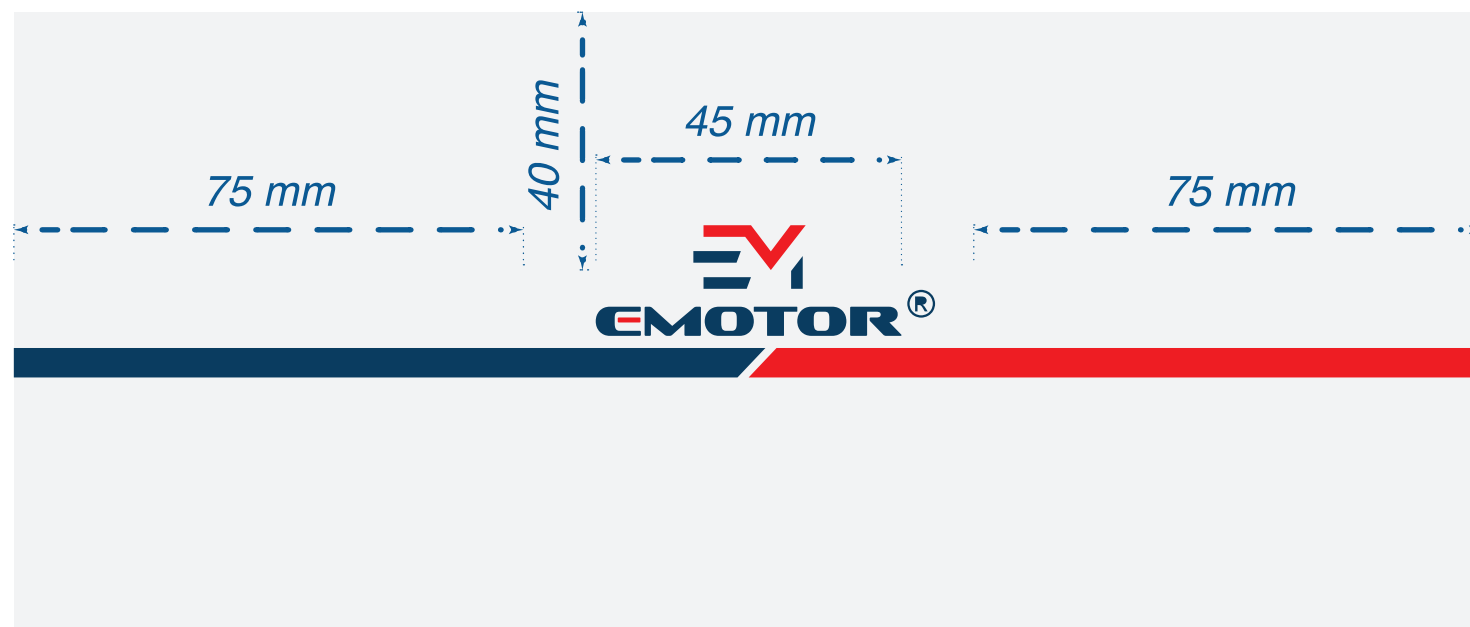
Dimensions are as shown.
It should be thick **PVC** and
special printing. Dimensions
85 × 55 mm.



Visittor Card

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





Mug

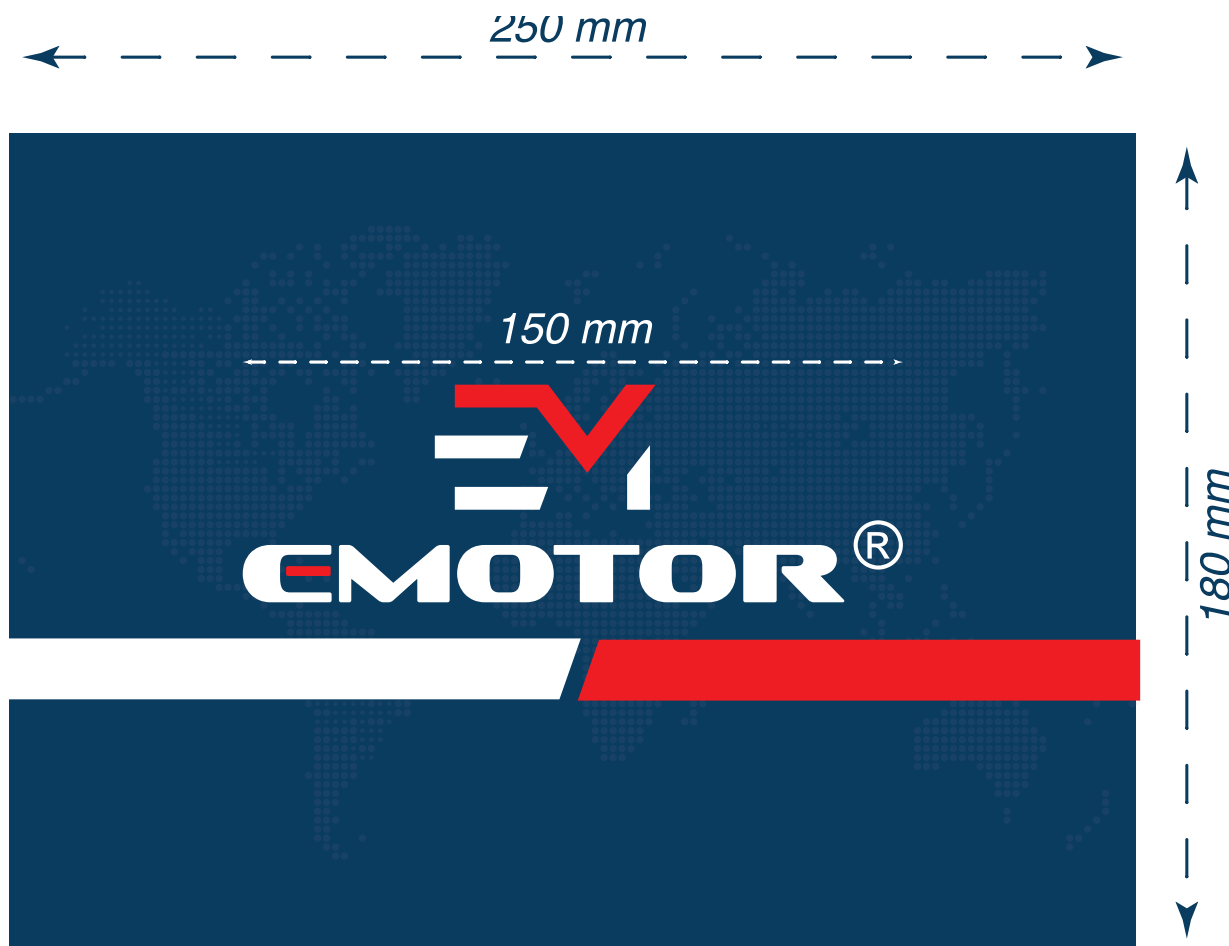
Dimensions are as shown.

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

Table Top Flag

Dimensions are as shown.

It is 225 x 150 cm. Double layers of satin fabric should be used as material and double-sided printing is done.



Door Name Tag

Dimensions are as shown.
Door names should be written in main colors on white.







Section 4

Corporate Outdoor Supplies

EMOTOR®

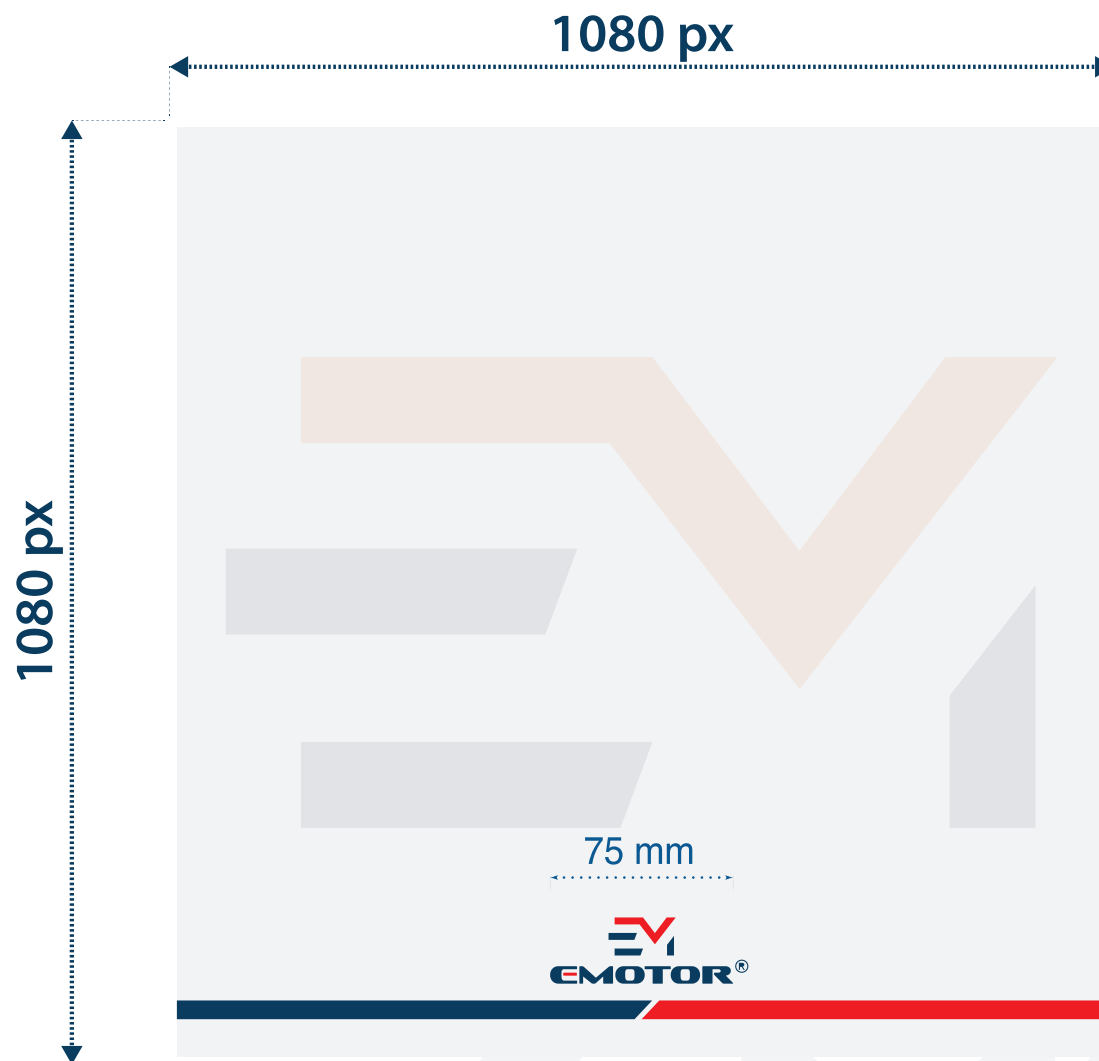
Tips for Outdoor Advertising Product Printing

- Tips for Outdoor Advertising Product Printing
- Logo and original color codes must be fully complied with.
- It must be understandable and must not disrupt institutionality.
- The design must reflect the message it wants to give in its original form.
- Products that are suitable for outdoor conditions, durable and long-lasting should be selected.

Instagram Post

Dimensions are as shown.
Instagram post design
template dimensions are
designed as **1080 x 1080 px**.

Even if the template changes,
attention should be paid
to the integrity of the color
reminder.



Flag

Dimensions are as shown.

It can be **75 x 50 cm**.

Measurements can change as you wish. However, visibility from a distance should be taken into consideration and the aspect ratio should be maintained.



Swallow Flag

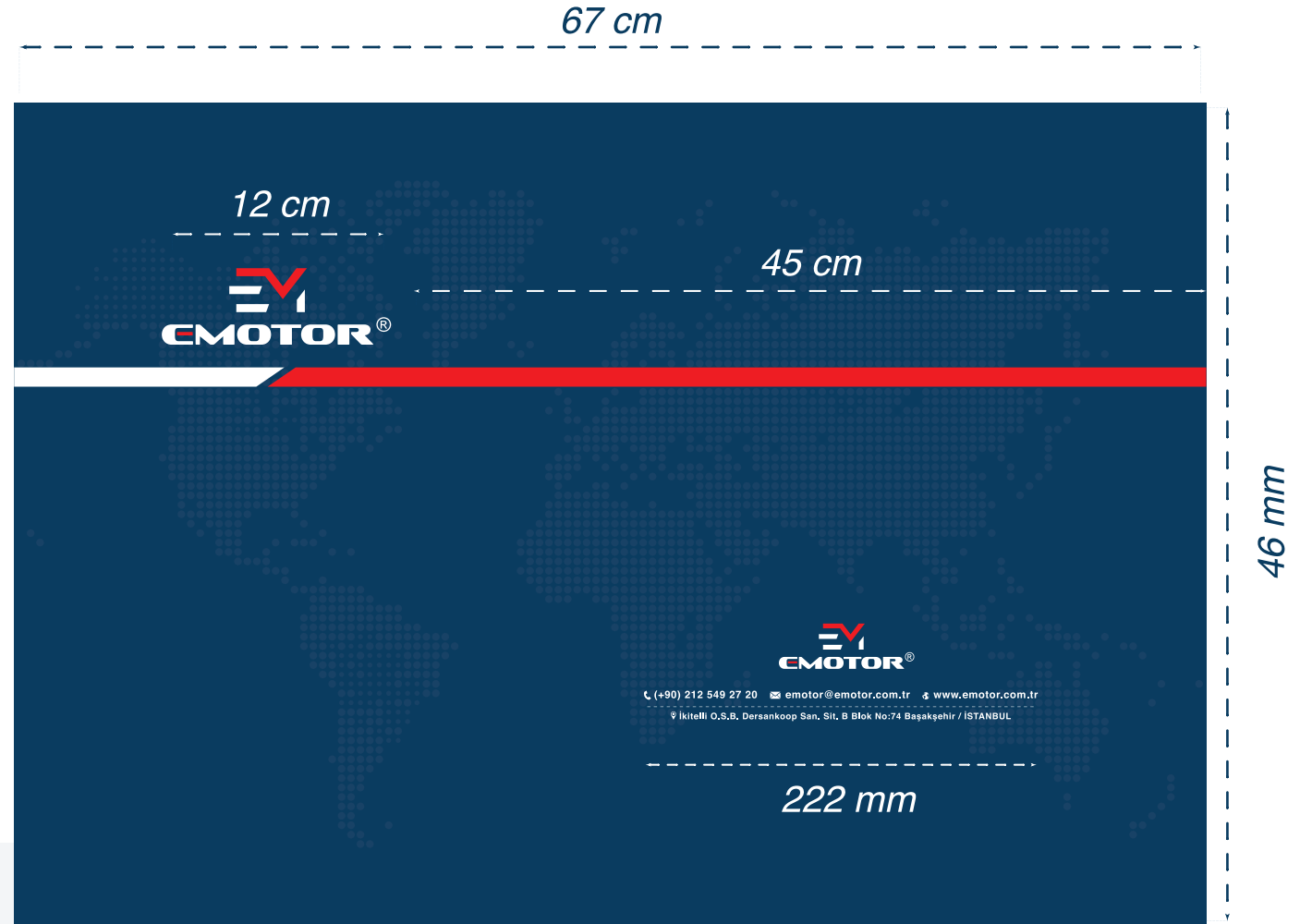
Dimensions are as shown. It should be made of satin fabric. Its dimensions are **50 cm x 100 cm**. Optionally, the dimensions can be enlarged by multiples while preserving the aspect ratio.

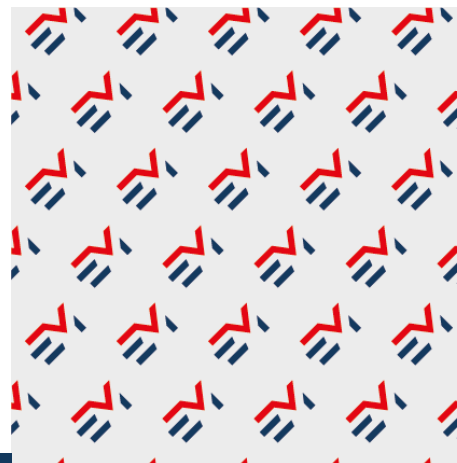
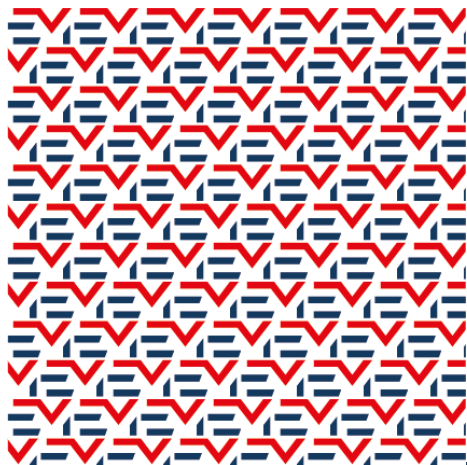


Gift Bag Design

Dimensions are as shown.

According to standard sizes
It was designed. Matte
cellophane should be applied
after printing. Dimensions are
24 x 8 x 23 cm.





Patern

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

I hope there will be a guide to guide you...

EMOTOR®

- Alpin Medya -

alpin

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Thank you for interest in my project.

- Alpin Medya -