

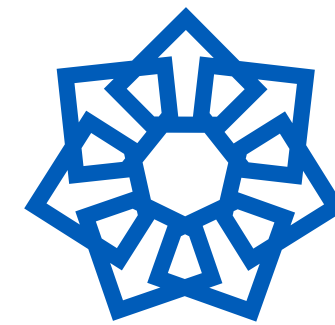


immib

Istanbul Mineral and Metals
Exporters' Association

Istanbul Mineral and Metals Exporters' Association **Brand Guidelines**

V.01



immib

Istanbul Mineral and Metals
Exporters' Association

Chapter 01

Basic Elements

Main Color Palette

DESCRIPTION



Main Color Palette of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

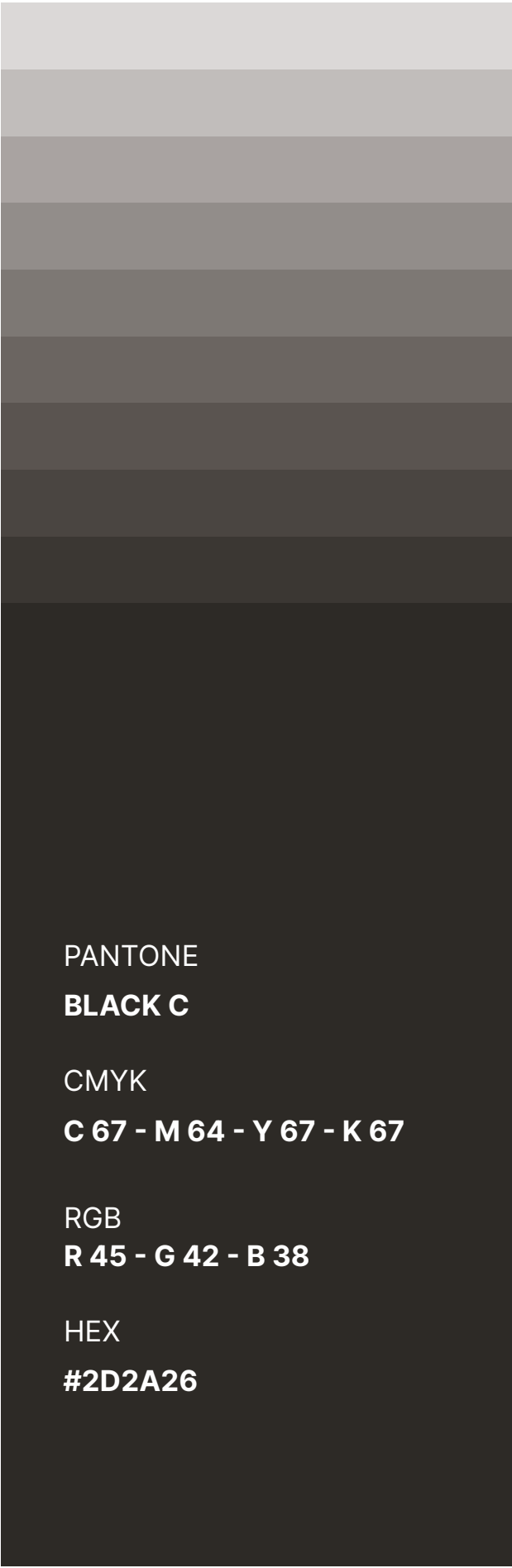
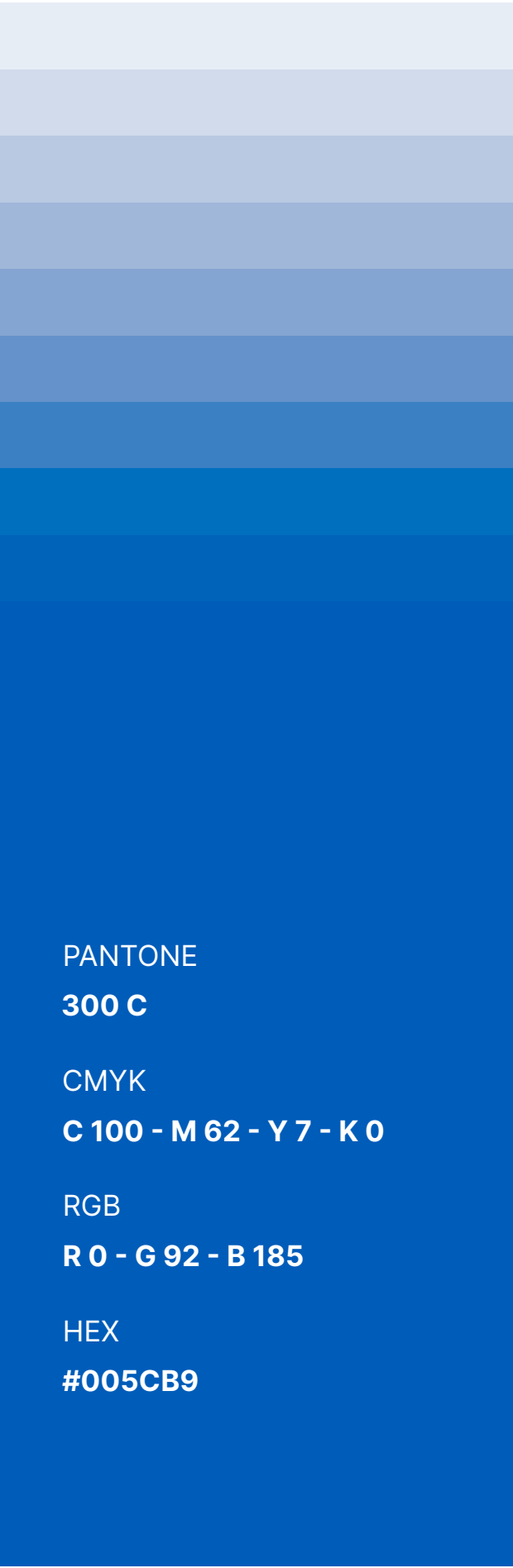
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C 
Pantone 300 C 

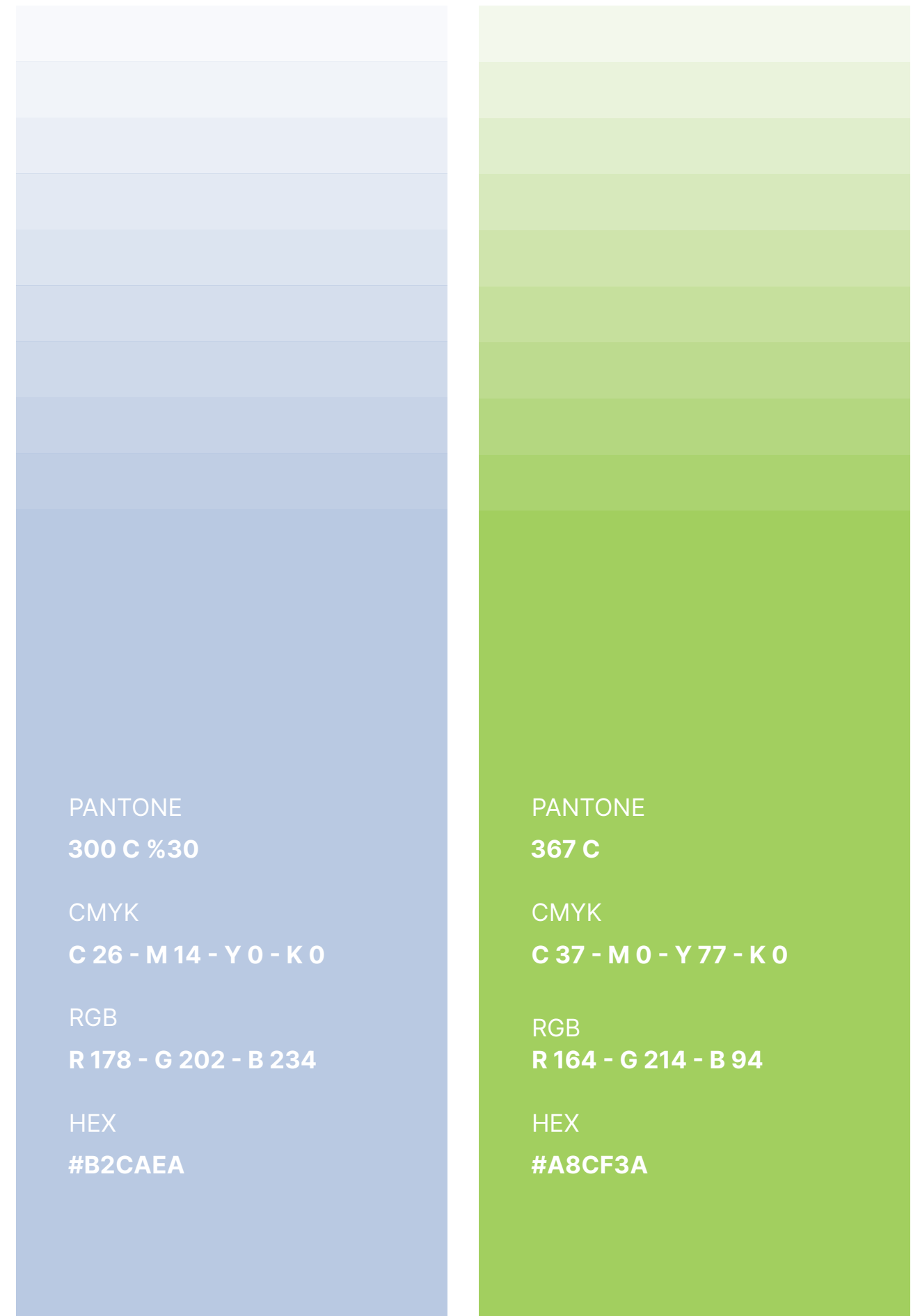


For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr





8 - 9



Brand Typography

DESCRIPTION

Brand Typeface of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.



For the working document and further information, please contact with Corporate Communication Department.
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INTER

abcçdefgğhijklmnoöprsstuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX
1234567890 ! ; : / ? , . @ % * () < + > - /

INTER - ULTRA LIGHT

abcçdefgğhijklmnoöprsstuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX
1234567890 ! ; : / ? , . @ % * () < + > - /

INTER - ULTRA LIGHT ITALIC

abcçdefgğhijklmnoöprsstuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX
*1234567890 ! ; : / ? , . @ % * () < + > - /*

INTER - LIGHT

abcçdefgğhijklmnoöprsstuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX
1234567890 ! ; : / ? , . @ % * () < + > - /

INTER - LIGHT ITALIC

abcçdefgğhijklmnoöprsstuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX
*1234567890 ! ; : / ? , . @ % * () < + > - /*

INTER - REGULAR

abcçdefgğhijklmnoöprsstuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX
1234567890 ! ; : / ? , . @ % * () < + > - /

INTER - REGULAR ITALIC

abcçdefgğhijklmnoöprsstuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX
*1234567890 ! ; : / ? , . @ % * () < + > - /*

INTER - MEDIUM

abcçdefgğhijklmnoöprsstuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX
1234567890 ! ; : / ? , . @ % * () < + > - /

INTER - MEDIUM ITALIC

abcçdefgğhijklmnoöprsstuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX
*1234567890 ! ; : / ? , . @ % * () < + > - /*

INTER - BOLD

abcçdefgğhijklmnoöprsstuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX
1234567890 ! ; : / ? , . @ % * () < + > - /

INTER - BOLD ITALIC

abcçdefgğhijklmnoöprsstuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX
1234567890 ! ; : / ? , . @ % * () < + > - /

Chapter 02

Emblem/Logotype



Emblem

ICON OF İMMİB

Our emblem symbolizes exportation from seven hills of Istanbul to seven continents of the world. The cyclical gathering of seven arrows describing growth and expansion out from the center reflects the dynamism of İMMİB and its harmony with the associations under its roof. The color sky blue used in our logo represents endless efficiency, success and reliance.

BRAND INTEGRITY

In order to maintain brand integrity of İMMİB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with İMMİB's Corporate Identity Colors.

Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Structure of Emblem

DESCRIPTION

Emblem structure of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

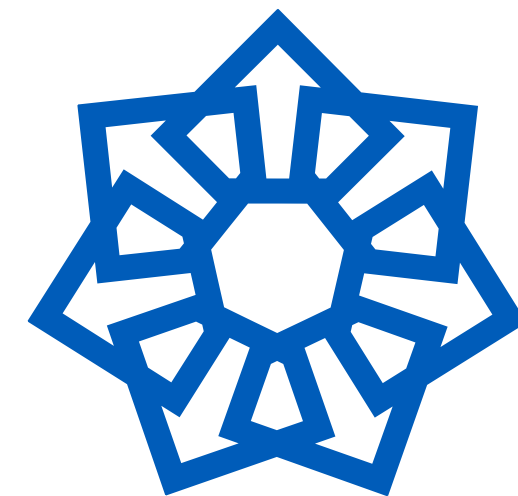
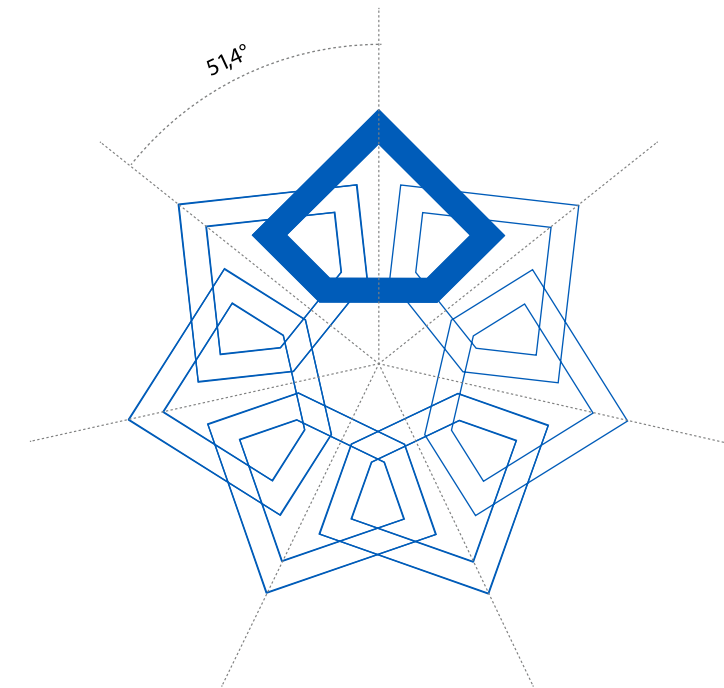
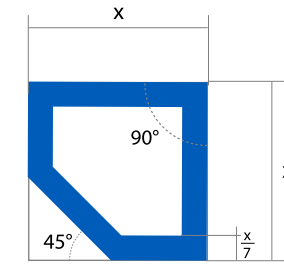
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Logotype

DESCRIPTION

IMMIB’s logo is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB’s Corporate Identity Colors.

Pantone 300 C 



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Logotype

Turkish

DESCRIPTION

İMMİB's Turkish logo is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of İMMİB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

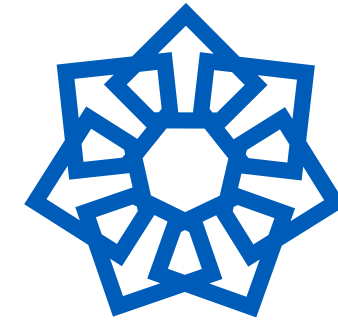
COLOR USAGE

Logo and works that will be used should be printed out with İMMİB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



immib

İstanbul Maden ve Metaller
İhracatçı Birlikleri

Logotype

English

DESCRIPTION



IMMIB’s Turkish logo is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB’s Corporate Identity Colors.

Pantone Black C 
Pantone 300 C 



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



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Istanbul Mineral and Metals
Exporters’ Association

Structure of Logotype

DESCRIPTION



IMMIB's logo structure is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

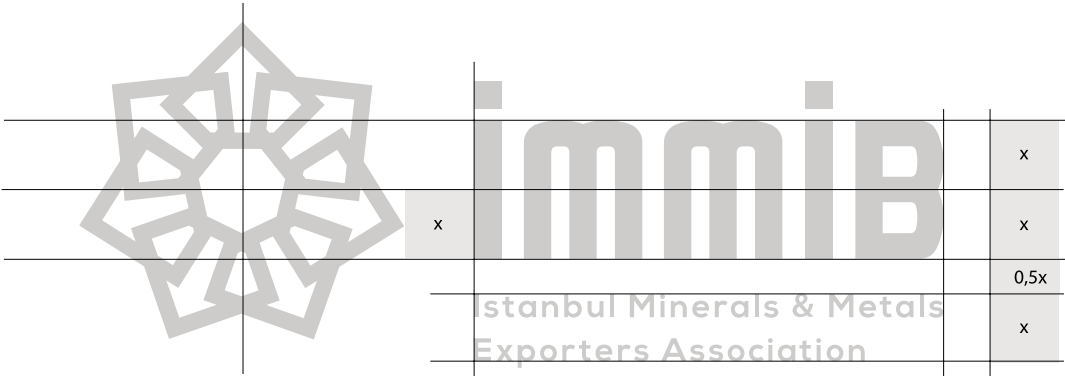
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C 
Pantone 300 C 



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Proportion of Logotype

DESCRIPTION

IMMIB’s logo proportion is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

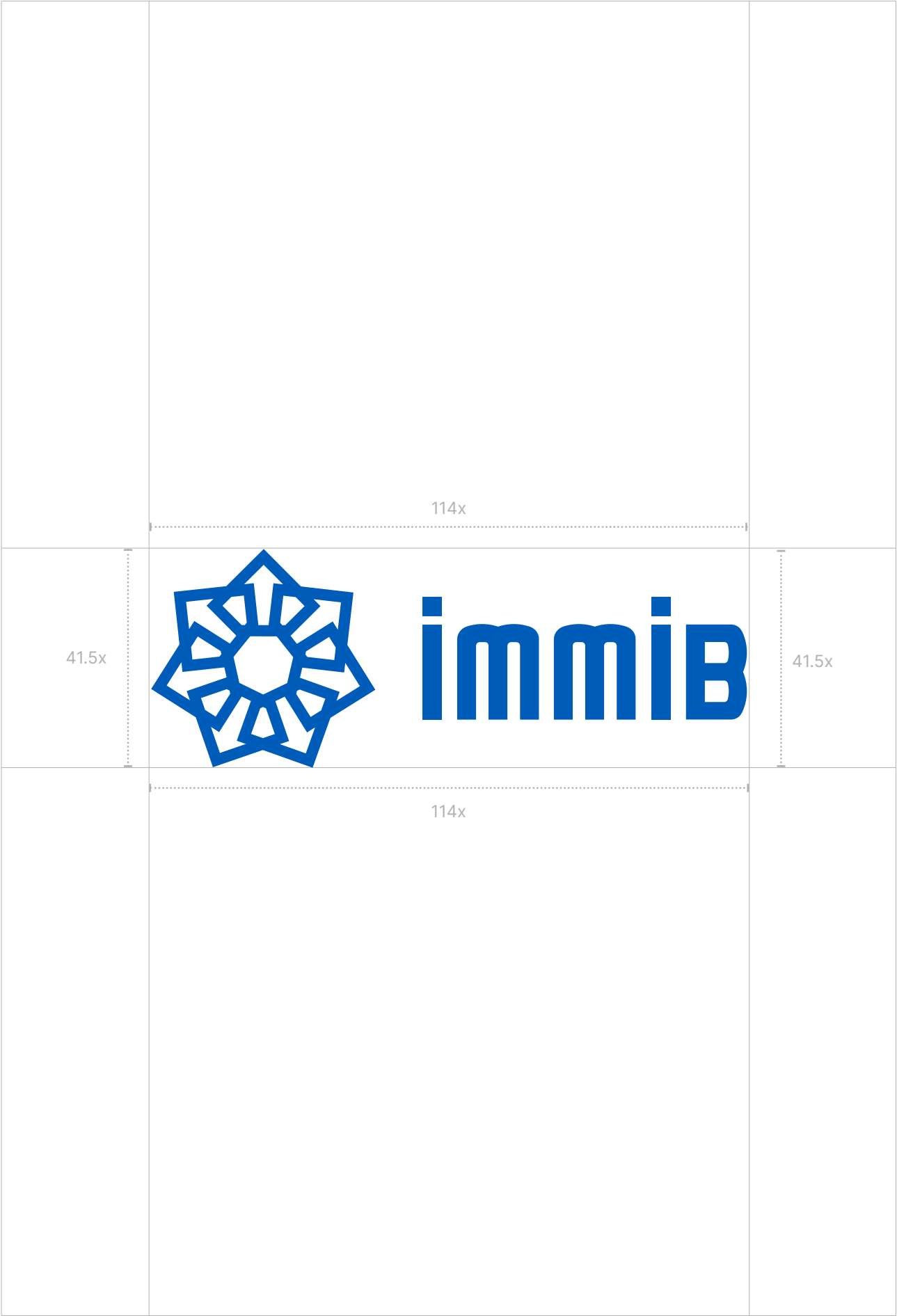
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB’s Corporate Identity Colors.

Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Security Area of Logotype

DESCRIPTION

The security area of IMMİB's logotype like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMİB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMİB's Corporate Identity Colors.

Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



White Logotype Usage on Black

DESCRIPTION

White Logotype Usage on Black is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

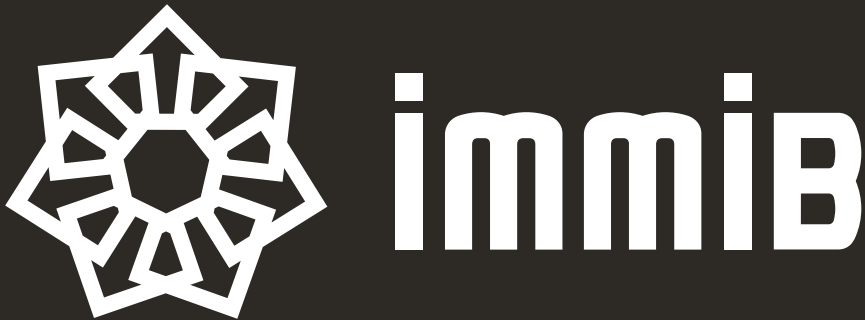
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C 



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Using Logotype on Grey Tones

DESCRIPTION


The usage of IMMIB’s logo on the shades of gray is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

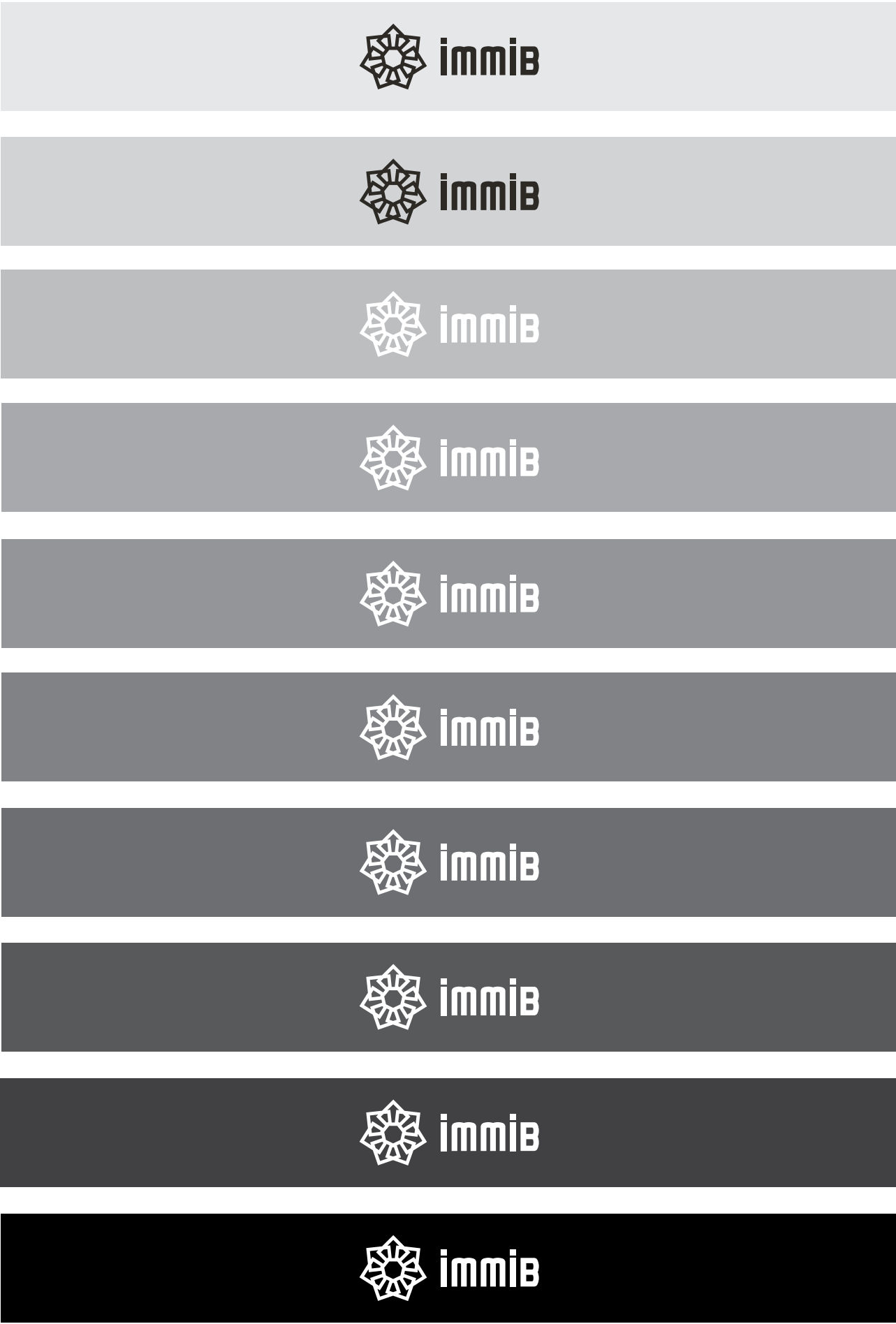
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB’s Corporate Identity Colors.

Pantone Black C 



For the working document and further information, please contact with Corporate Communication Department.
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White Logotype Usage on Corporate Blue

DESCRIPTION

White Logotype Usage on corporate blue is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone 300 C 



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Chapter 03

Stationery

Business Card

DESCRIPTION

Business Card of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Letterhead

DESCRIPTION

Letterhead of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
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Envelope

DESCRIPTION

Envelope of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Folder

DESCRIPTION



Folder of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

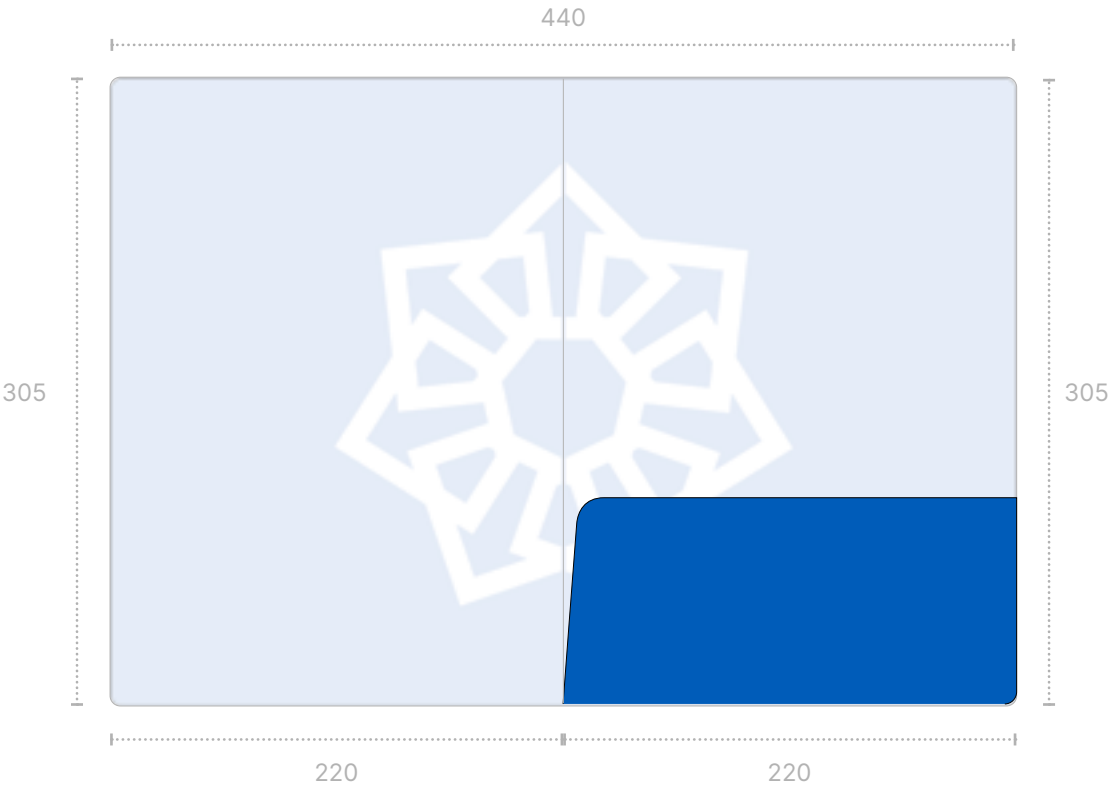
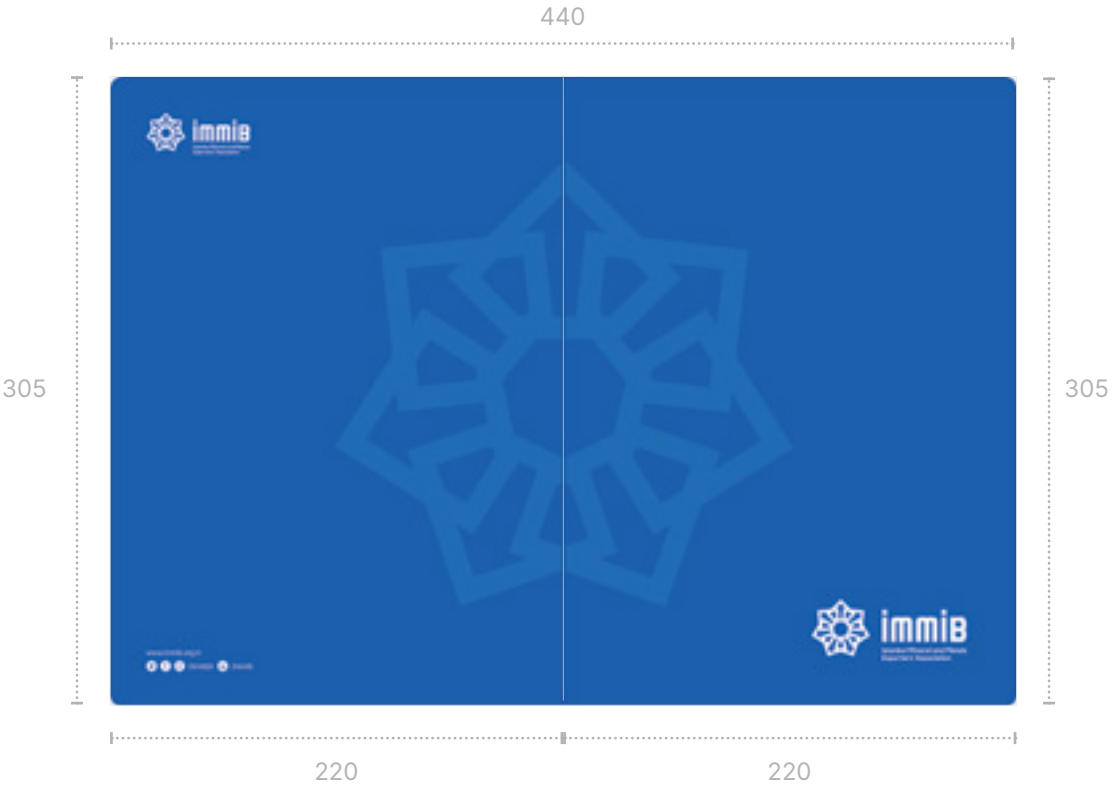
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C 
Pantone 300 C 



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Dimensions are given in mm unit.

A4 Envelope

DESCRIPTION

A4 Envelope of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

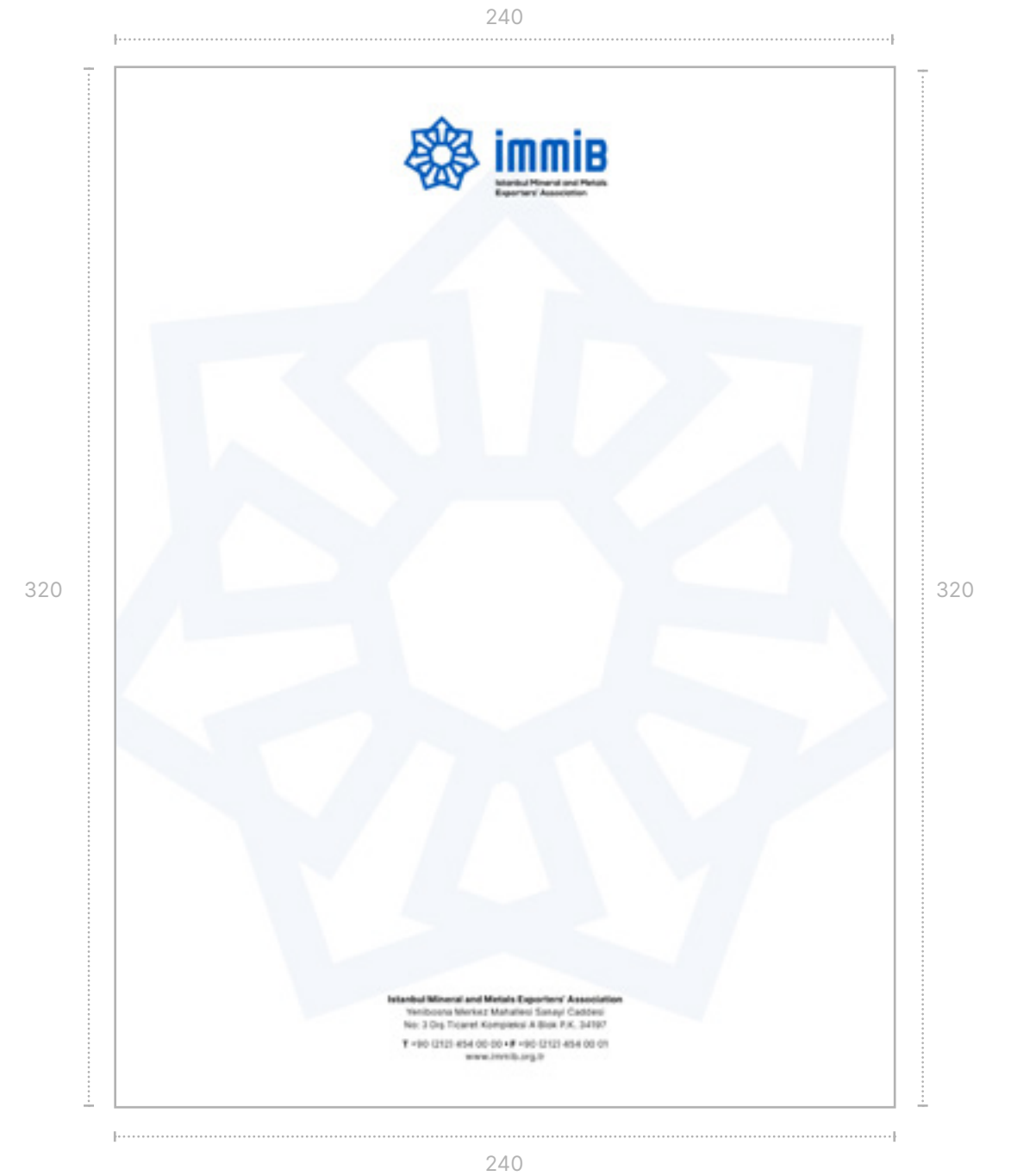
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Speaker Card

White

DESCRIPTION

Speaker Card of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

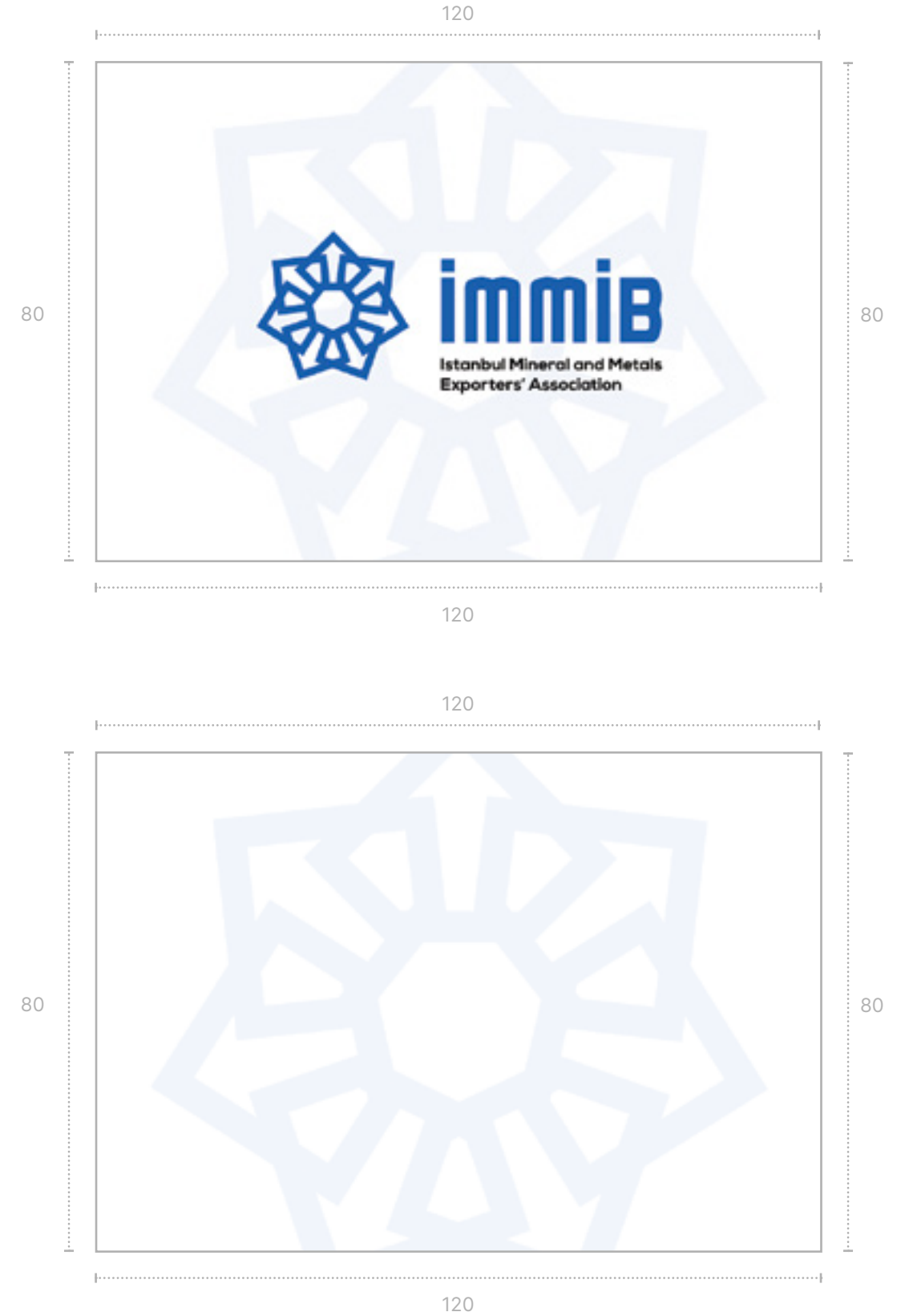
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
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Dimensions are given in mm unit.

Speaker Card

Blue

DESCRIPTION

Speaker Card of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

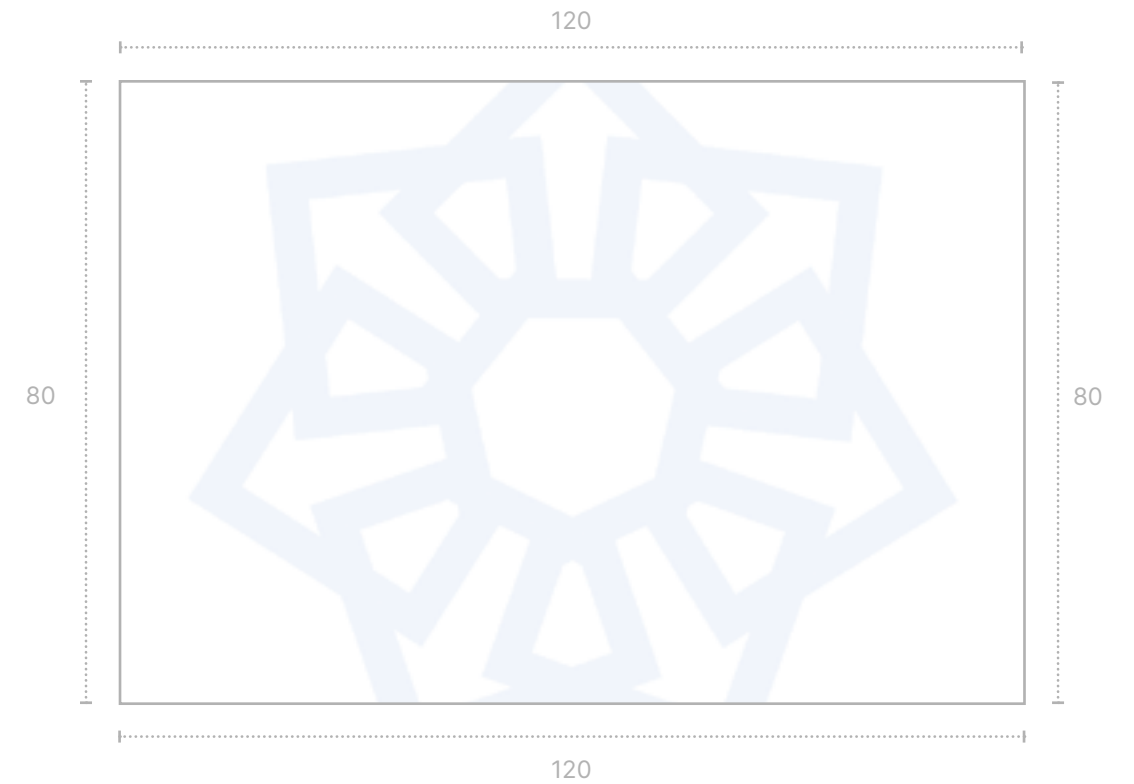
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
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Dimensions are given in mm unit.

Event Name Tag

DESCRIPTION

Event Name Tag of İMMİB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of İMMİB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with İMMİB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
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Note Card

White

DESCRIPTION

Note Card of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

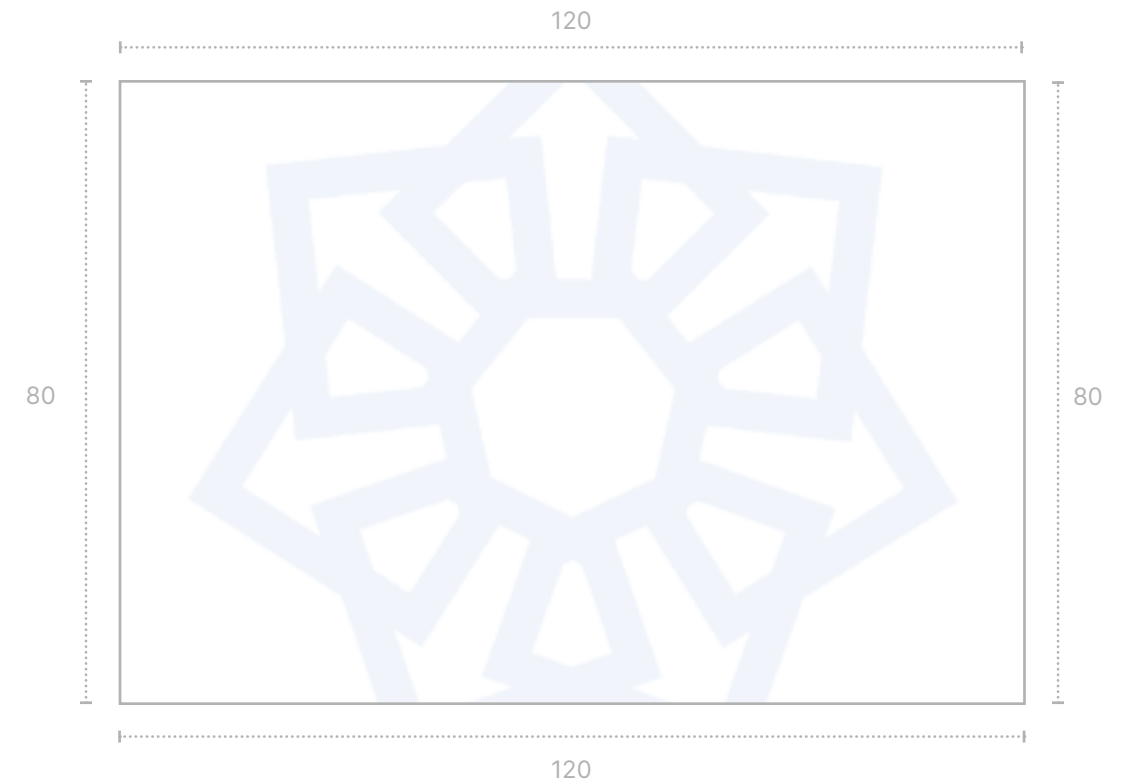
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
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Dimensions are given in mm unit.

Note Card

Blue

DESCRIPTION

Note Card of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

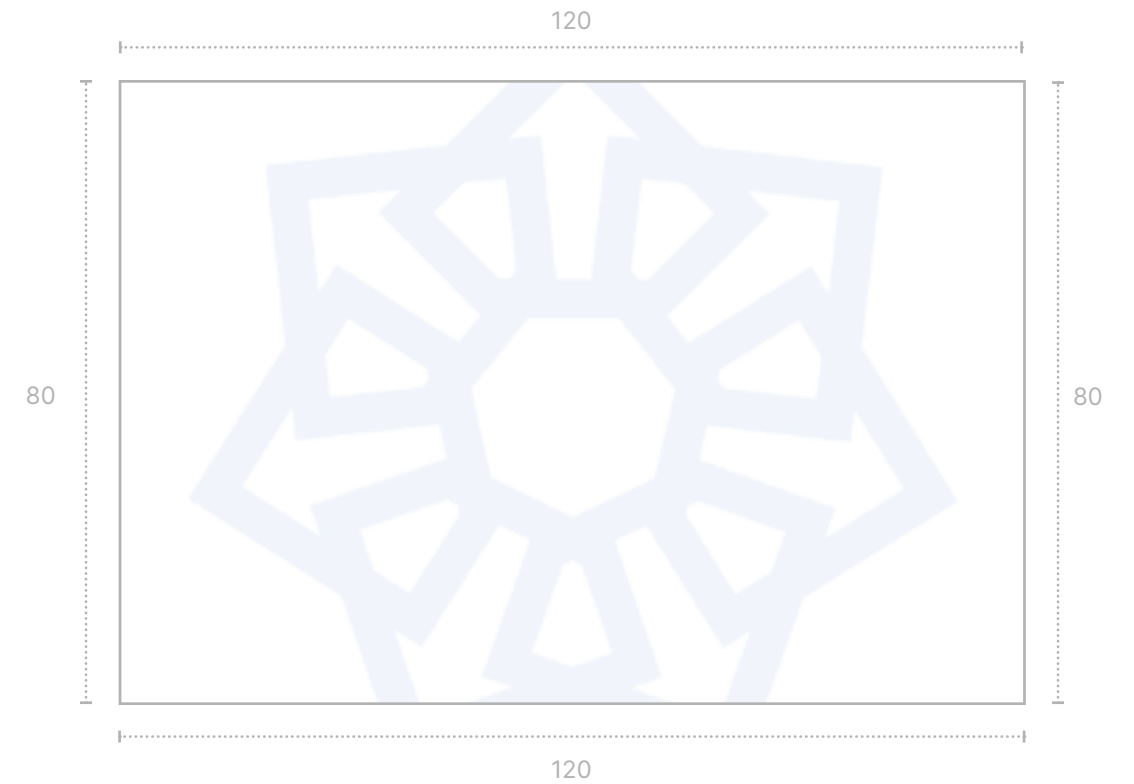
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
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Dimensions are given in mm unit.

Chapter 04

Communication

Vertical Ad Format

White

DESCRIPTION

Vertical Ad Format of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
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Vertical Ad Format

Blue

DESCRIPTION

Vertical Ad Format of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

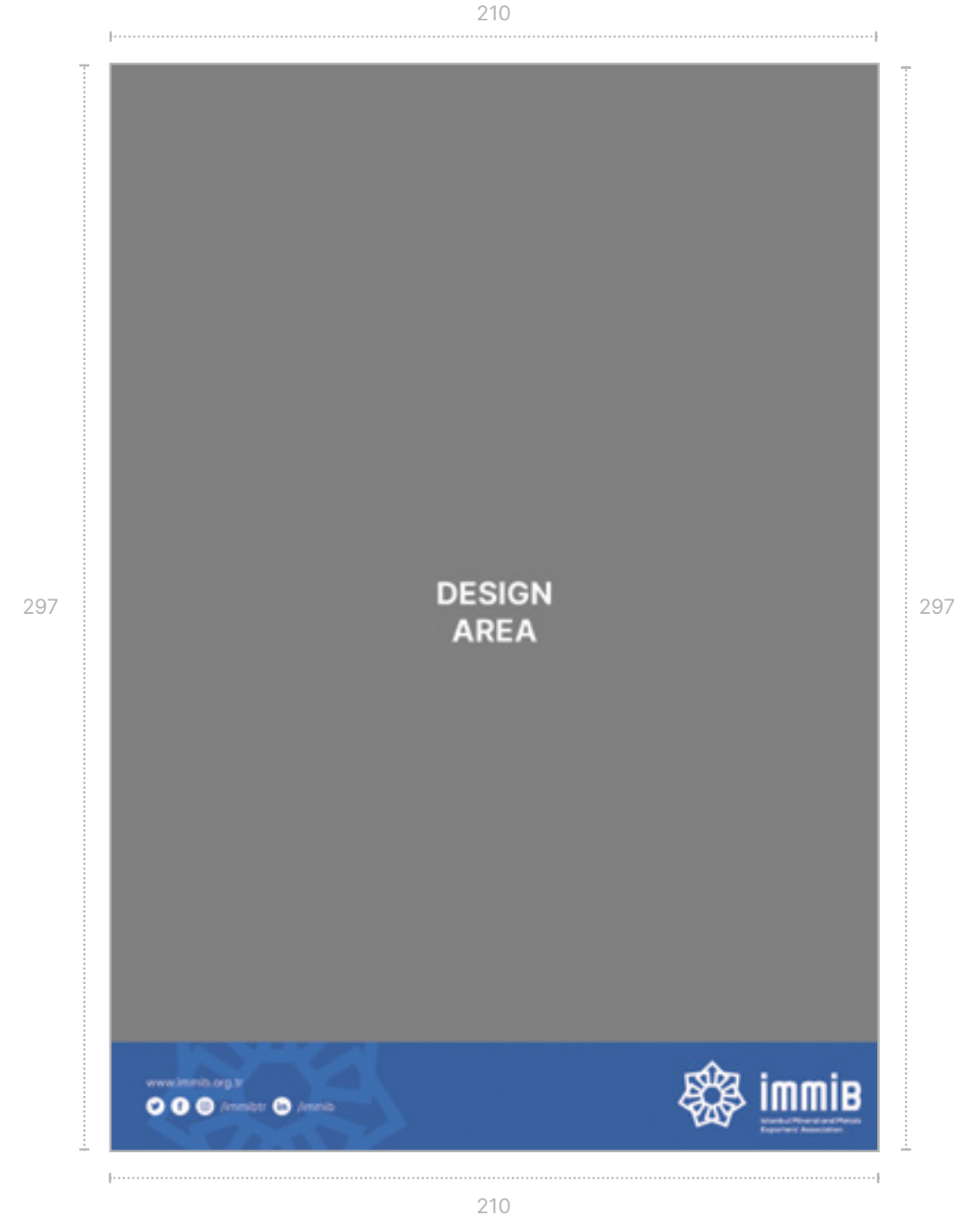
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Billboard Format

White

DESCRIPTION

Billboard Format of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

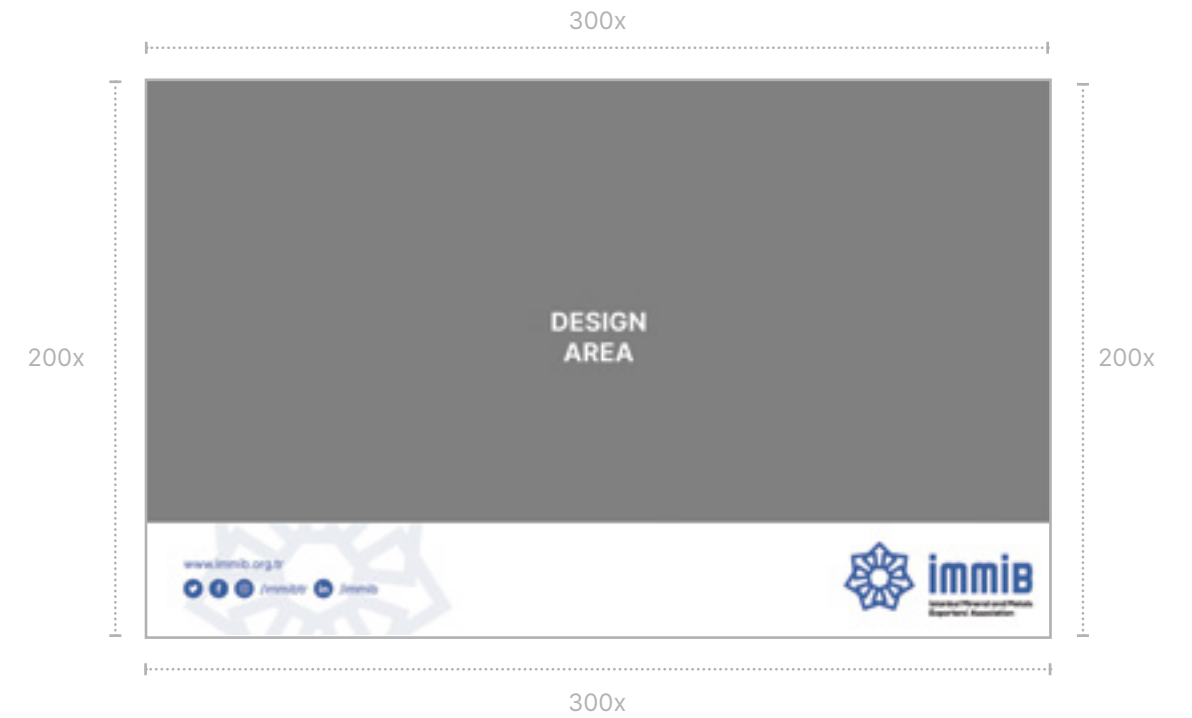
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
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Billboard Format

Blue

DESCRIPTION



Billboard Format of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C 
Pantone 300 C 



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Dimensions are given in mm unit.

Poster Format

White

DESCRIPTION

Poster Format of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
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Poster Format

Blue

DESCRIPTION

Poster Format of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Chapter 05

Outdoor Assets

Pennant

White - Swallow

DESCRIPTION

Pennant of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

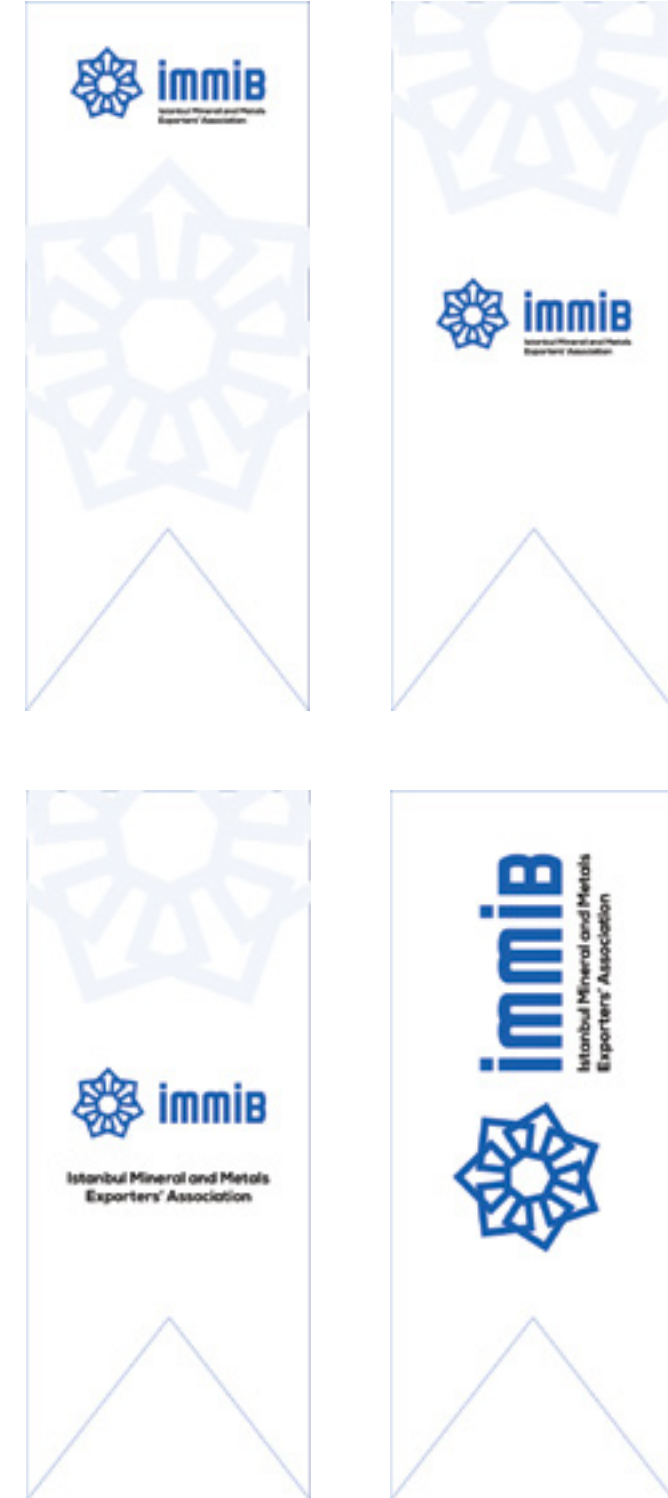
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Pennant

White - Swallow

DESCRIPTION

Pennant of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

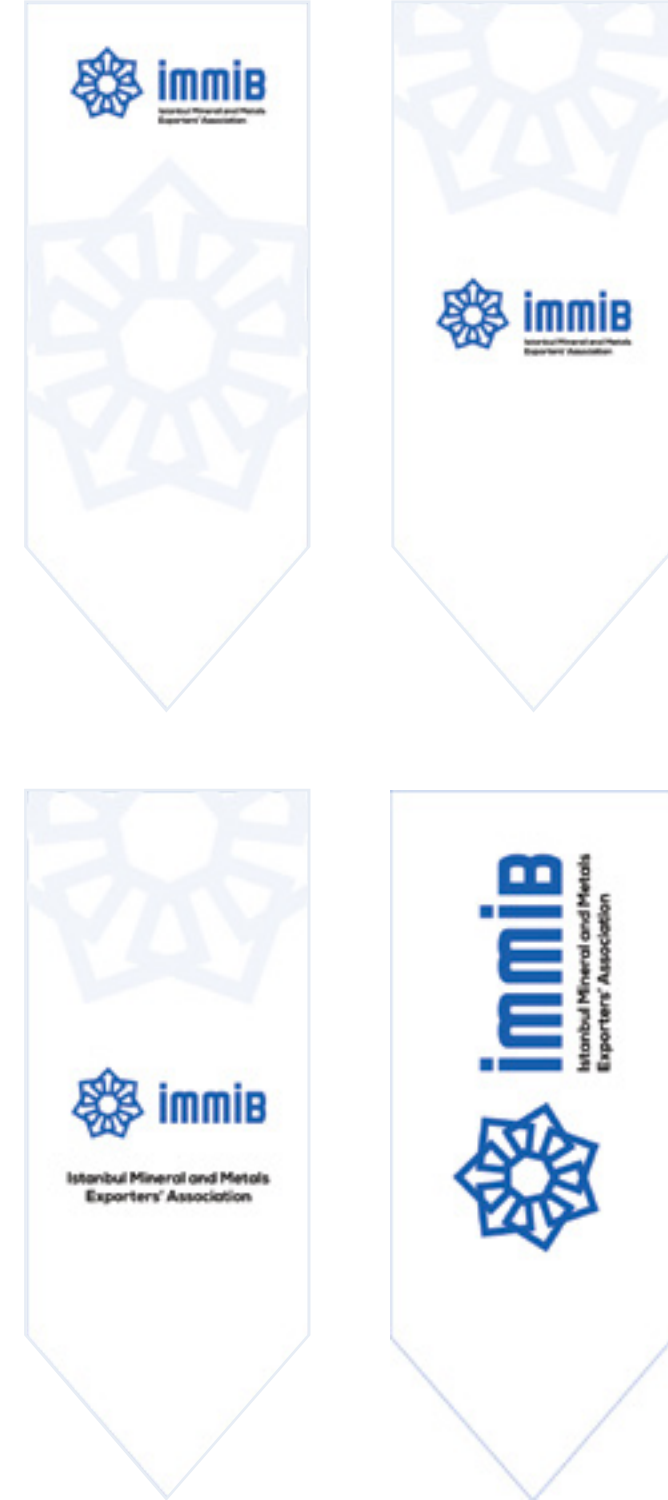
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
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Pennant

Blue - Swallow

DESCRIPTION

Pennant of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

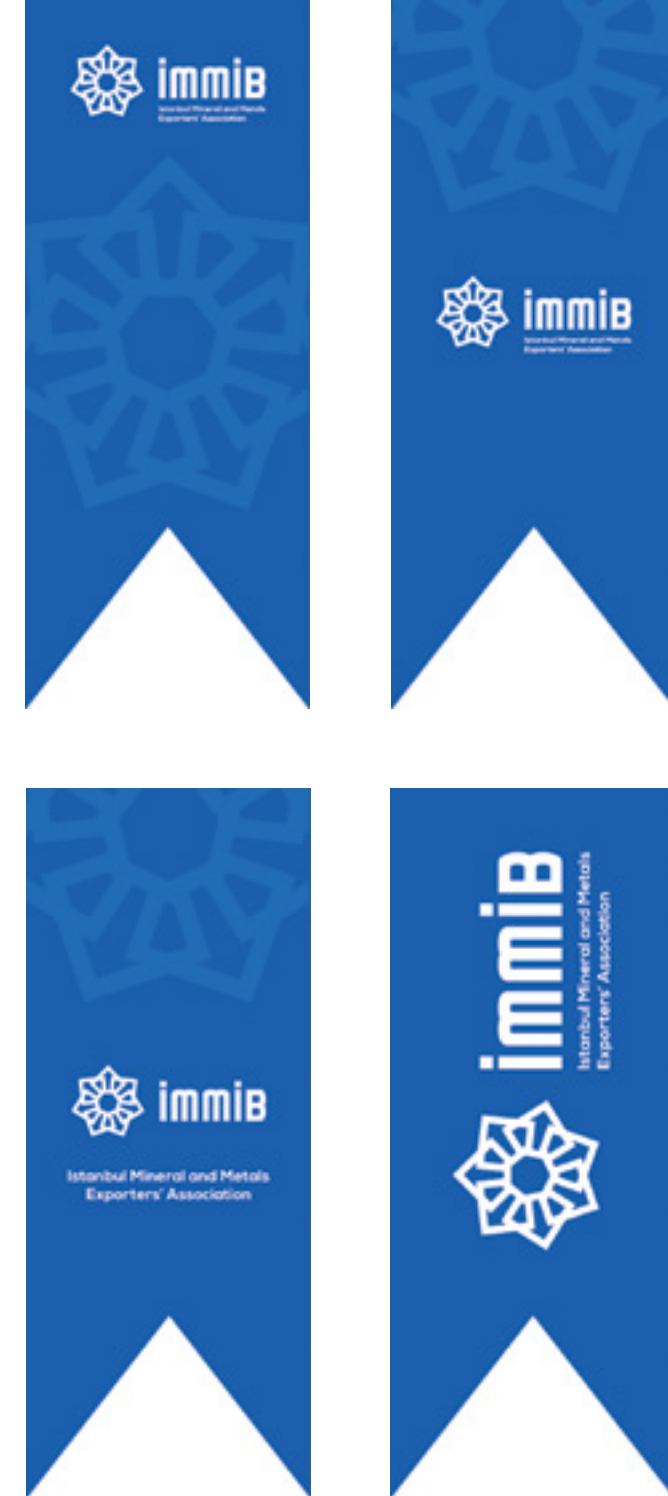
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Pennant

Blue - Sword

DESCRIPTION

Pennant of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

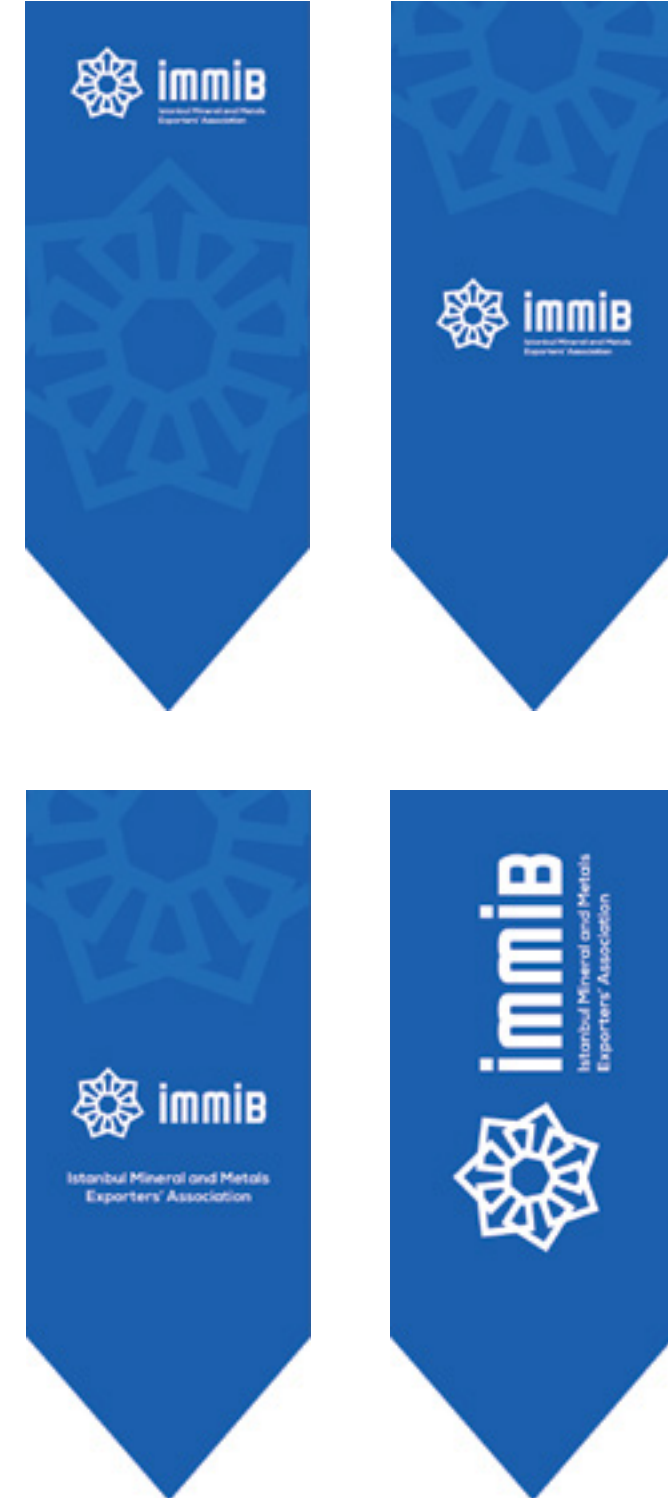
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Rollup Banner

White

DESCRIPTION

Rollup Banner of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

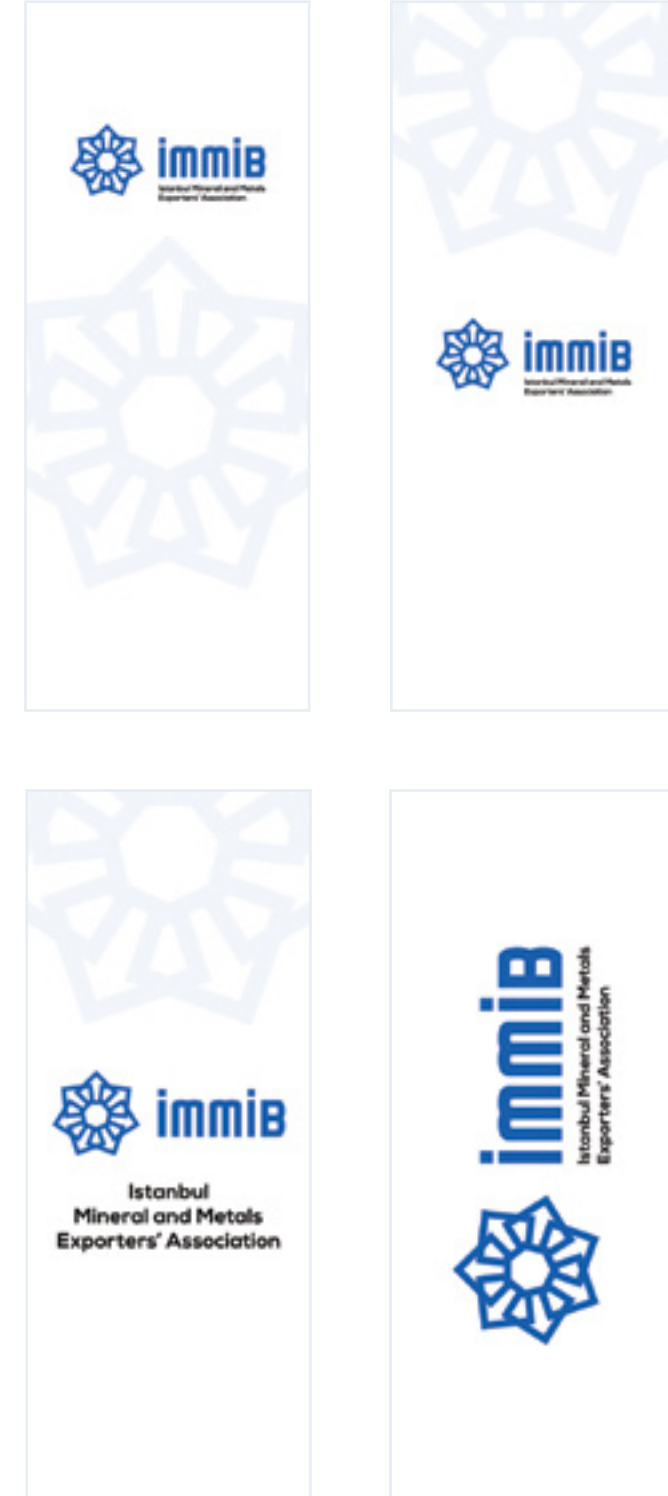
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Rollup Banner

Blue

DESCRIPTION

Rollup Banner of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



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Chapter 06

Promotion Materials

Reporter Notebook

DESCRIPTION

Reporter Notebook of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



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kio@immib.org.tr



Glued Notebook

DESCRIPTION

Glued Notebook of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



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kio@immib.org.tr



Pencil

DESCRIPTION



Pencil of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

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COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C 
Pantone 300 C 



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kio@immib.org.tr



Notebook

DESCRIPTION



Notebook of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

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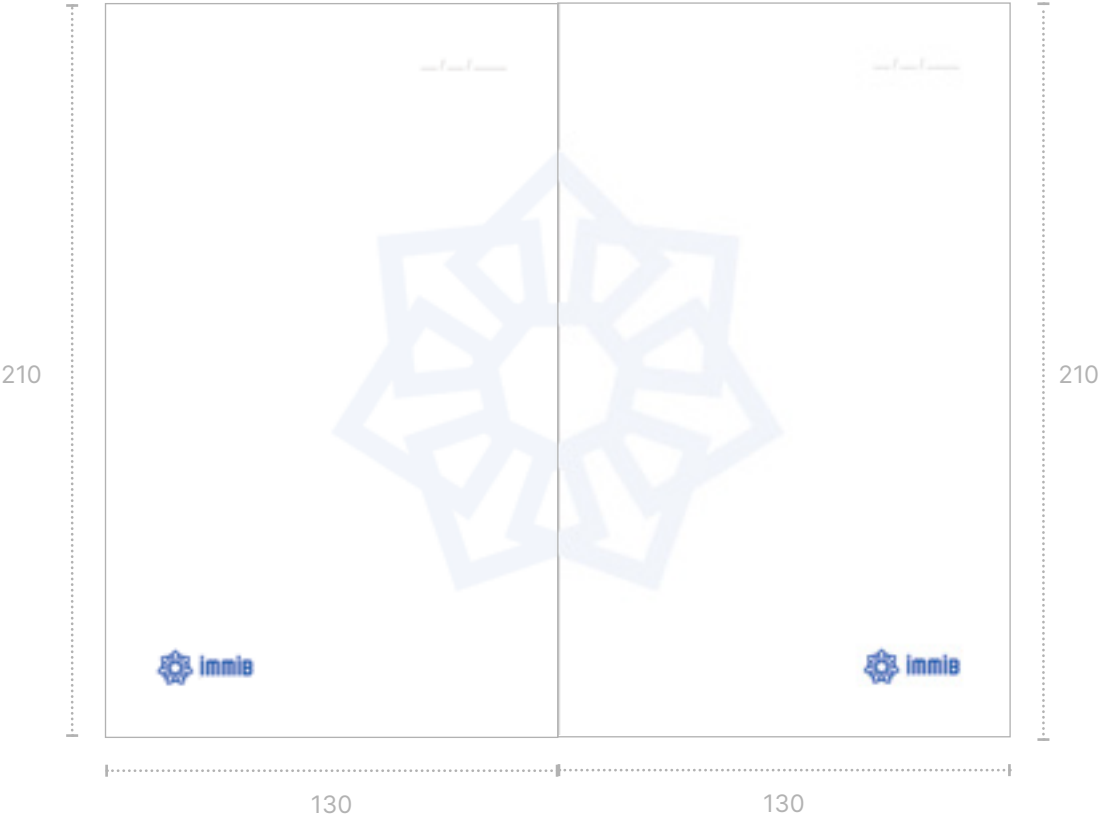
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C 
Pantone 300 C 



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kio@immib.org.tr



Dimensions are given in mm unit.

Badge

DESCRIPTION



Badge of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

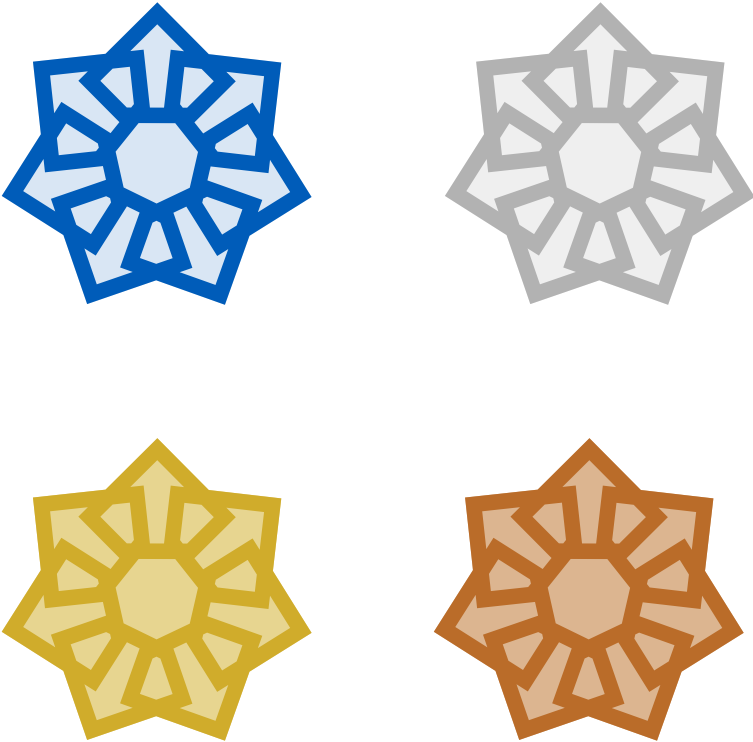
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C 
Pantone 300 C 



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kio@immib.org.tr



Fabric Bag 01

White

DESCRIPTION

Fabric Bag of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

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COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



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kio@immib.org.tr



Fabric Bag 01

Blue

DESCRIPTION

Fabric Bag of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



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kio@immib.org.tr



Fabric Bag 02

White

DESCRIPTION

Fabric Bag of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



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kio@immib.org.tr



Fabric Bag 02

Blue

DESCRIPTION

Fabric Bag of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



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USB Stick

DESCRIPTION

USB Stick of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

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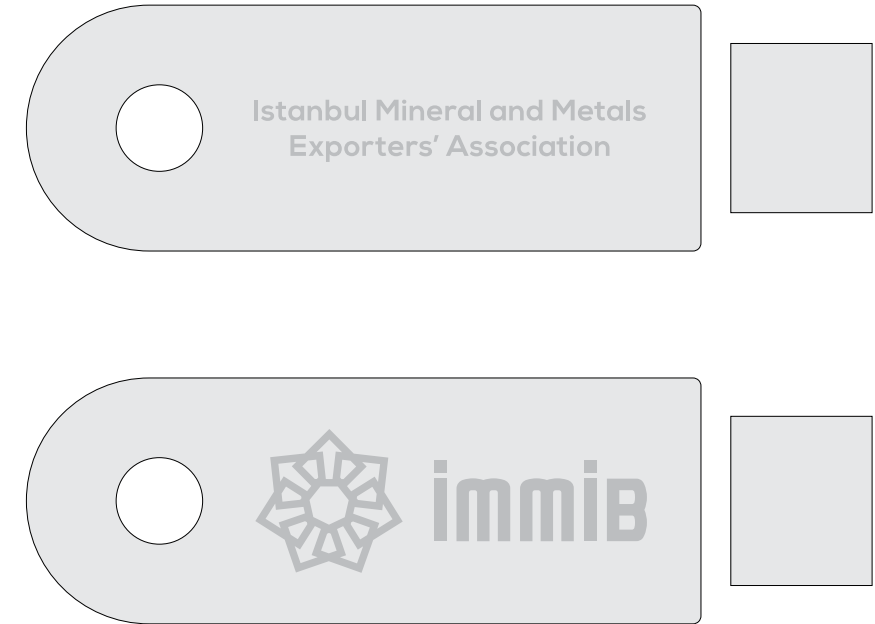
COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Chapter 07

Digital Assets

Mail Signature

DESCRIPTION

Mail Signature of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



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kio@immib.org.tr



Mailing Format

White

DESCRIPTION

Mailing Format of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C
Pantone 300 C



For the working document and further information, please contact with Corporate Communication Department.
kio@immib.org.tr



Mailing Format

Blue

DESCRIPTION



Mailing Format of IMMIB is like the one shown on the right side. Colors and design cannot be changed under any circumstances.

BRAND INTEGRITY

In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

COLOR USAGE

Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C 
Pantone 300 C 



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kio@immib.org.tr



Dimensions are given in px unit.



immib

Istanbul Mineral and Metals
Exporters' Association

