

# Istanbul Mineral and Metals Exporters' Association Brand Guidelines V.01



## 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.

PANTONE

300 C

CMYK

C 100 - M 62 - Y 7 - K 0

RGB

RO-G92-B185

HEX

#005CB9

PANTONE

**BLACK C** 

CMYK

C 67 - M 64 - Y 67 - K 67

RGB

R 45 - G 42 - B 38

HEX

#2D2A26

## Secondary Color Palette

## **DESCRIPTION**

Secondary 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 300 C %30 Pantone 367 C



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

300 C %30

CMYK

C 26 - M 14 - V 0 - K (

RGB

R 178 - G 202 - B 234

HEX

#B2CAEA

PANTONE

367 C

CMYK

C37-M0-Y77-K0

RGB

R 164 - G 214 - B 94

HEX

#A8CF3A

**İMMİB** Brand Guidelines

## 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 <u>Master Artwork</u> and then they should be used.



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

## **INTER**

abcçdefgğhiijklmnoöprsştuüvyzqwx ABCÇDEFGĞHİIJKLMNOÖPRSŞTUÜVYZQWX 1234567890!;:/?,.@%\*()<+>-/

INTER - ULTRA LIGHT

abcçdefgğhijklmnoöprsştuüvyzqwx ABCÇDEFGĞHİIJKLMNOÖPRSŞTUÜVYZQWX 1234567890!;:/?,.@%\*()<+>-/ INTER - ULTRA LIGHT ITALIC
abcçdefgğhijklmnoöprsştuüvyzqwx
ABCÇDEFGĞHİJKLMNOÖPRSŞTUÜVYZQWX

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

INTER - LIGHT

abcçdefgğhijklmnoöprsştuüvyzqwx ABCÇDEFGĞHİIJKLMNOÖPRSŞTUÜVYZQWX 1234567890!;:/?,.@%\*()<+>-/ INTER - LIGHT ITALIC

abcçdefgğhijklmnoöprsştuüvyzqwx ABCÇDEFGĞHİIJKLMNOÖPRSŞTUÜVYZQWX 1234567890!;:/?,.@%\*()<+>-/

INTER - REGULAR

abcçdefgğhiijklmnoöprsştuüvyzqwx ABCÇDEFGĞHİIJKLMNOÖPRSŞTUÜVYZQWX 1234567890!;:/?,.@%\*()<+>-/ INTER - REGULAR ITALIC

abcçdefgğhiijklmnoöprsştuüvyzqwx ABCÇDEFGĞHİIJKLMNOÖPRSŞTUÜVYZQWX 1234567890!;:/?,.@%\*()<+>-/

INTER - MEDIUM

abcçdefgğhiijklmnoöprsştuüvyzqwx ABCÇDEFGĞHİIJKLMNOÖPRSŞTUÜVYZQWX 1234567890!;:/?,.@%\*()<+>-/ INTER - MEDIUM ITALIC

abcçdefgğhiijklmnoöprsştuüvyzqwx ABCÇDEFGĞHİIJKLMNOÖPRSŞTUÜVYZQWX 1234567890!;:/?,.@%\*()<+>-/

**INTER - BOLD** 

abcçdefgğhiıjklmnoöprsştuüvyzqwx ABCÇDEFGĞHİIJKLMNOÖPRSŞTUÜVYZQWX 1234567890!;:/?,.@%\*()<+>-/ INTER - BOLD ITALIC

abcçdefgğhiijklmnoöprsştuüvyzqwx

ABCÇDEFGĞHİIJKLMNOÖPRSŞTUÜVYZQWX

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

## Chapter 02 Emblem/Logotype



## **Emblem**

## ICON OF IMMIB

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 IMMIB 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 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





## 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**

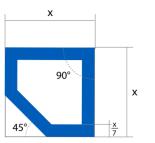
In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

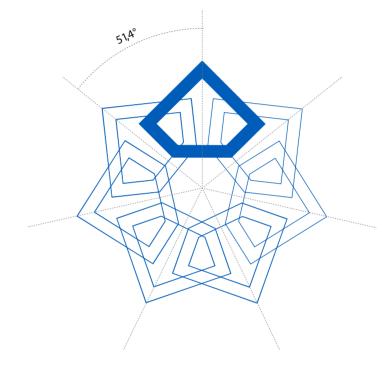
## **COLOR USAGE**

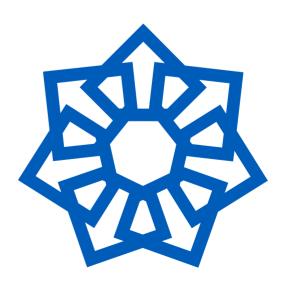
Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone 300 C









## 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





## Logotype Turkish

## **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







## 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







## 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C







## 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**

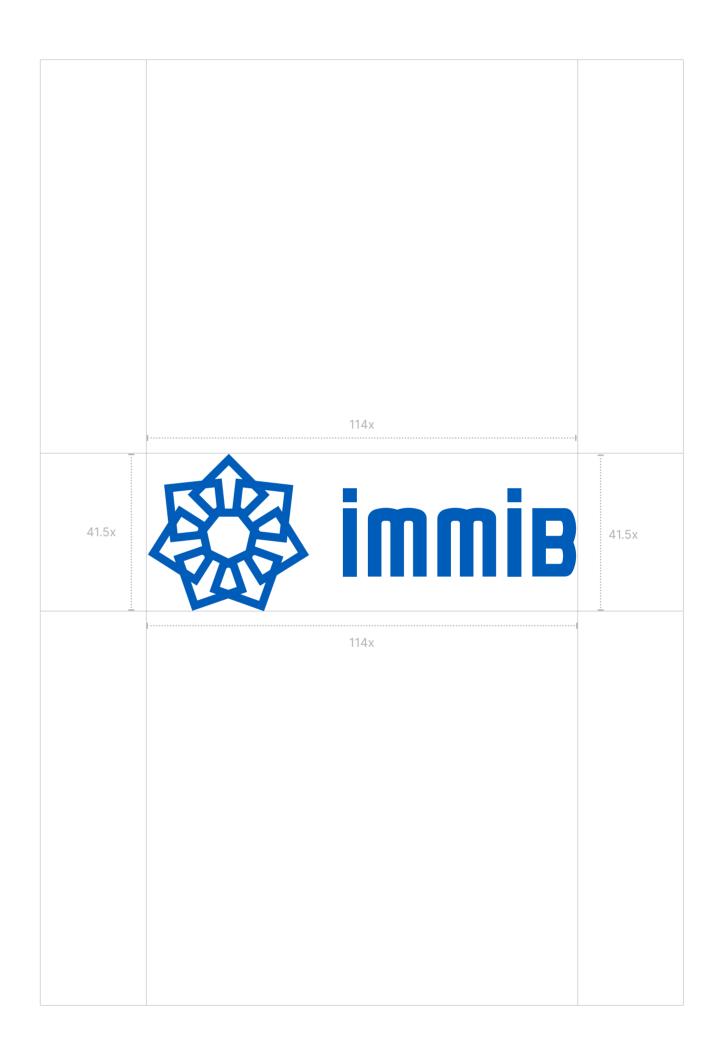
In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

## **COLOR USAGE**

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

Pantone 300 C





## Security Area of Logotype

## **DESCRIPTION**

The security area of IMMIB'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 IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from <u>Master Artwork</u> 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





## 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 <u>Master Artwork</u> 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





## 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**

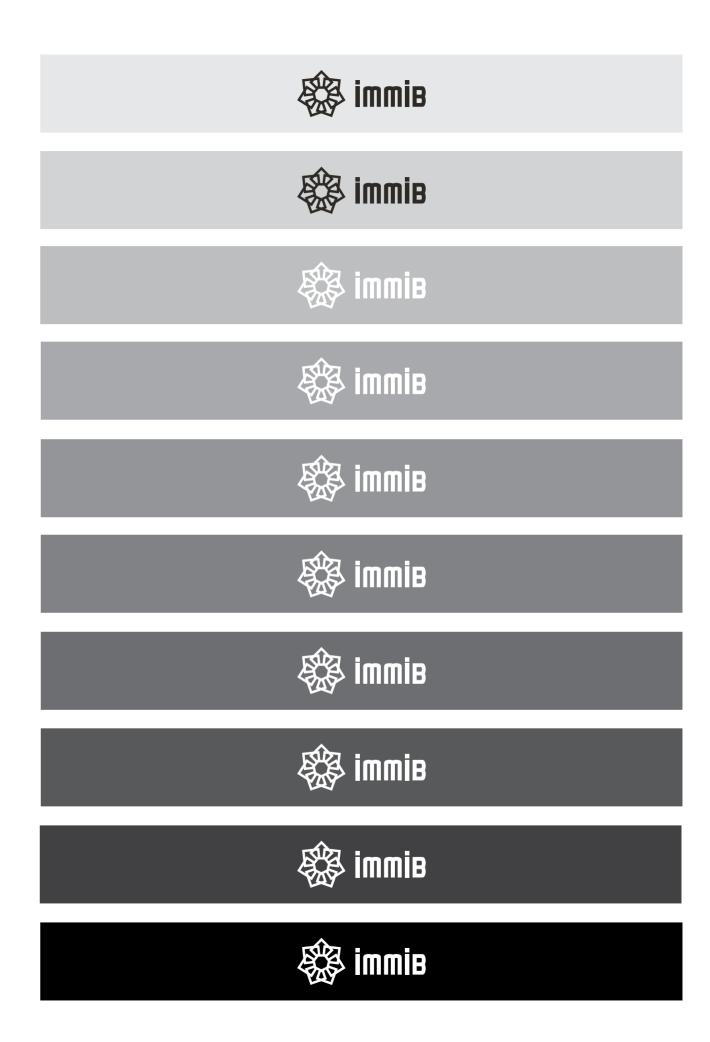
In order to maintain brand integrity of IMMIB and to protect it; logo, logotype and studies that will be used should be reproduced from Master Artwork and then they should be used.

## **COLOR USAGE**

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

Pantone Black C





## 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





## 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





38 - 39

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

85

85

85



85

Dimensions are given in mm unit.

50

## 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. kio@immib.org.tr 210



THE GENERAL SECRETARIAT OF ISTANBUL MINERAL AND METALS EXPORTERS' ASSOCIATION

297

297

Intended Mineral and Metale Exporters' Association
Yenibosna Merkez Mahatled Sansel Cadded
No. 3 Org Tiszert Kompleksi A Bok P.K. 34197
T -90 (212) 454 00 00 - F -90 (212) 454 00 01
immittiglimmit.org 3r - immittiglino(1.ksp.tr - www.immit.org.sr

210

## 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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

Variables at Montre Manufacture Experient Association

Variables at Montre Manufacture Experient Association

Variables at Montre Manufacture Experient Experient Association

Variables at Montre Manufacture Experient Association

Variables at Montre Manufacture Experient Association

Variables at Montre at Manufacture Experient Association

Variables at Montre at Manufacture Experient Association

Variables at Montre at Manufacture Experient Association

Variables at Montre at Manufacture Experient Association

Variables at Montre at Manufacture Experient Association

Variables at Montre at Manufacture Experient Association

Variables at Montre at Manufacture Experient Association

Variables at Montre at Manufacture Experient Association

Variables at Montre at Manufacture Experient Association

Variables at Montre at Manufacture Experient Association

Variables at Montre at Manufacture Experient Association

Variables at Montre at Montre at Manufacture Experient Association

Variables at Montre at Montre at Manufacture Experient Association

Variables at Montre at Mon

240

## 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

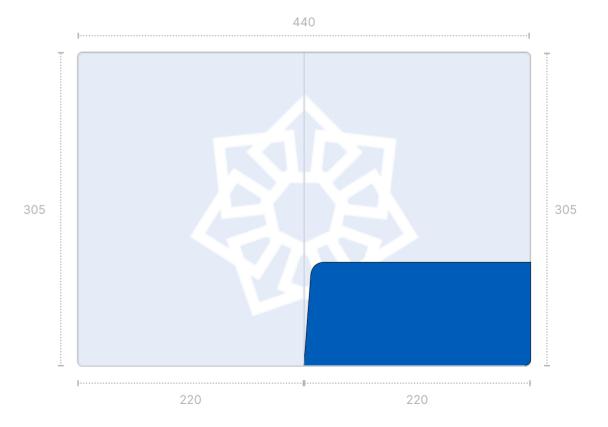
Pantone Black C Pantone 300 C





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





## **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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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

240



240

## 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. kio@immib.org.tr





## 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**

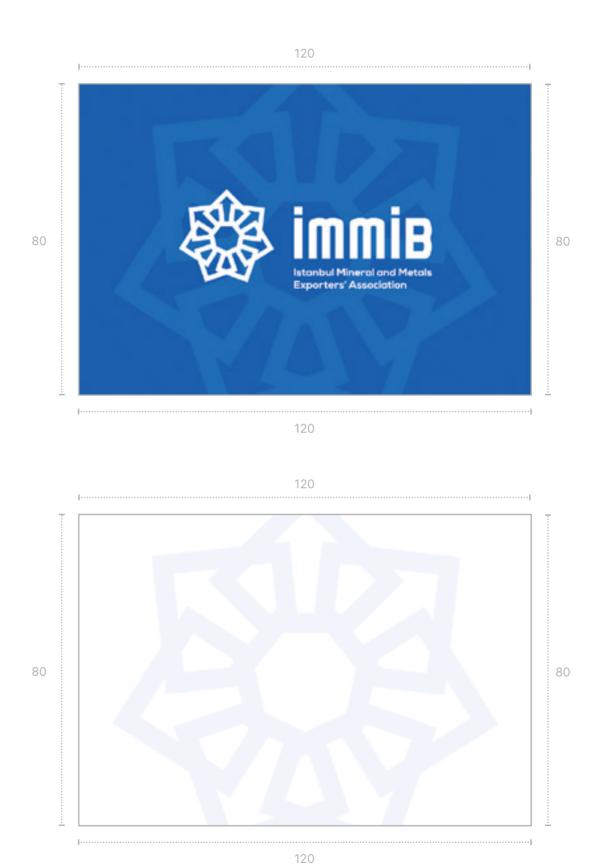
Logo and works that will be used should be printed out with <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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



## **Event**Name Tag

## **DESCRIPTION**

Event Name Tag 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 <u>Master Artwork</u> 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

**ІММІВ EVENT NAME** XX-XX JANUARY 2021 130 130 NAME **SURNAME** 

100

100

Dimensions are given in mm unit.

52 - 53

## 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**

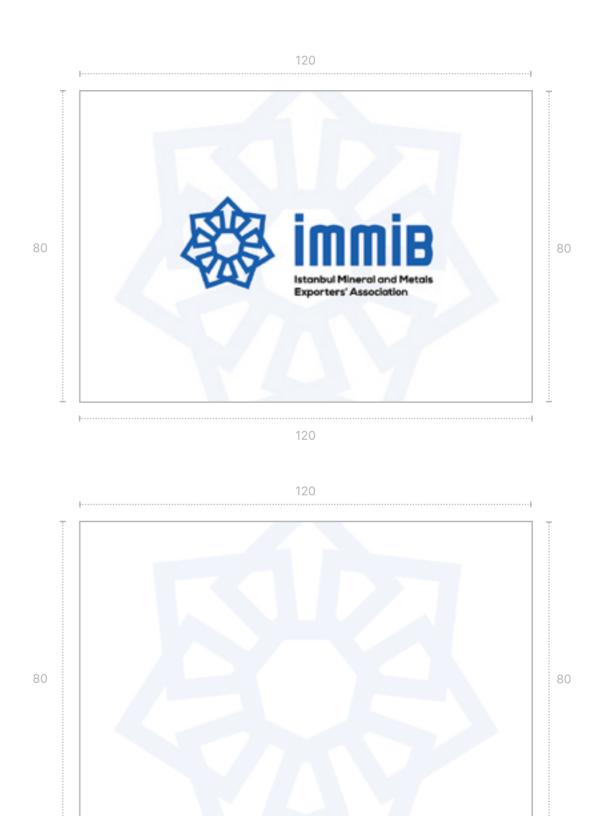
Logo and works that will be used should be printed out with <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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



Dimensions are given in mm unit.

120

## 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**

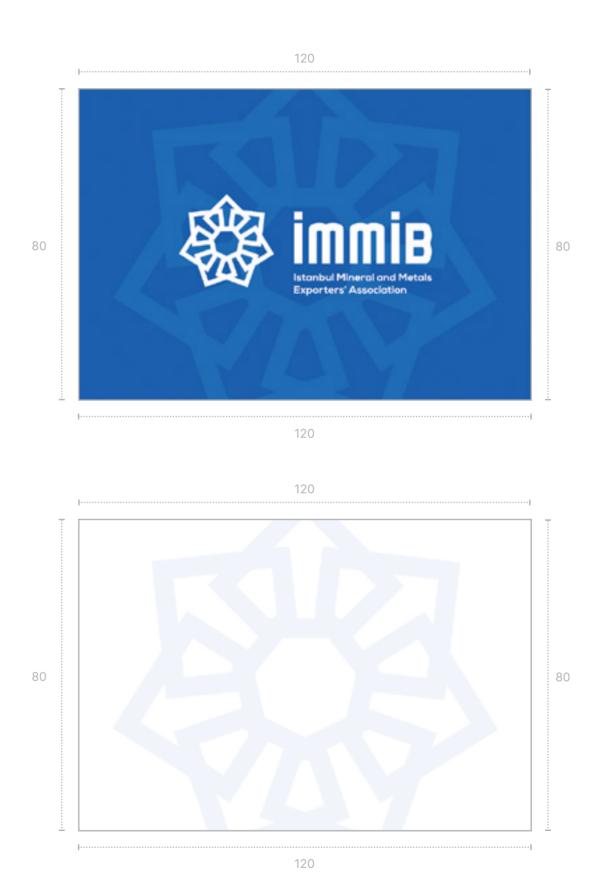
Logo and works that will be used should be printed out with <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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



## 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. kio@immib.org.tr



210

## 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**

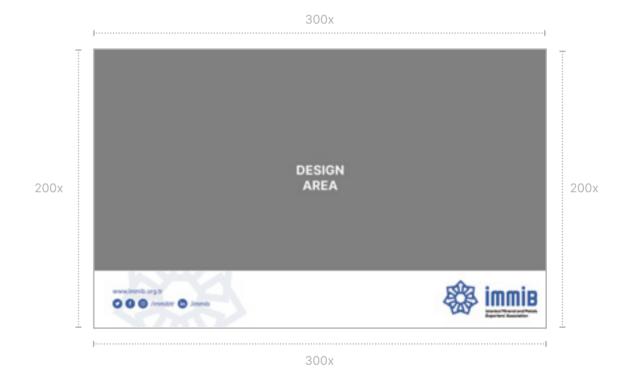
Logo and works that will be used should be printed out with <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

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 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

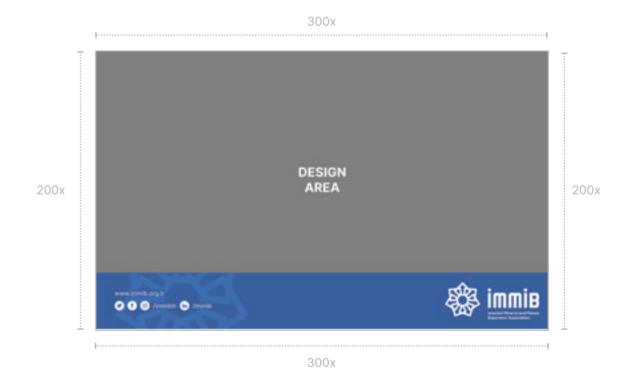
Logo and works that will be used should be printed out with <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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



## 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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



210

## 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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



210

## 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C













### 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













### **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













### 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













## 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C













## 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













# 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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



148

210





148

### 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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

200

www.immib.org.tr 🔘 🕡 📵 /immib/r 🕤 /immib

105



### **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**

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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C











### 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**

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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

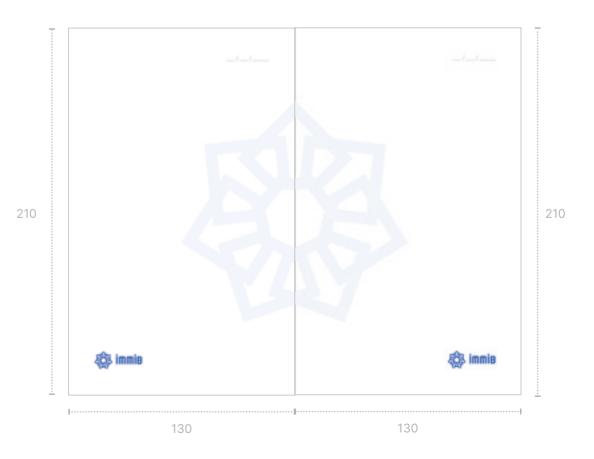
Pantone Black C Pantone 300 C





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





### 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C













## 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**

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**

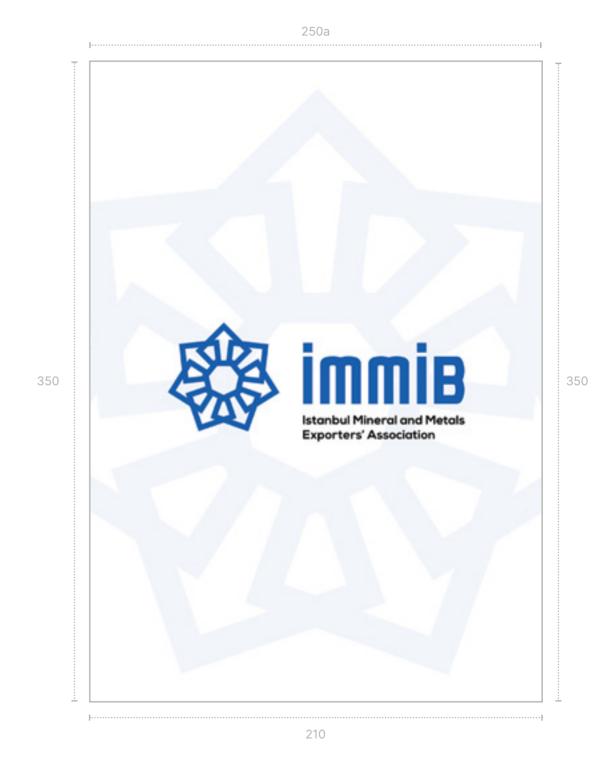
Logo and works that will be used should be printed out with IMMIB's Corporate Identity Colors.

Pantone Black C Pantone 300 C





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



## 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





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





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

ImmiB

Istanbul Mineral and Metals

Exporters' Association

250a

210

## 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





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



### **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**

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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

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





For the working document and further information, please contact with Corporate Communication Department. kio@immib.org.tr Name SURNAME
Department
Title
Interpretation of the standard Mineral and Metals Experters' Association
Venidoona Merkez Manatesi Sanayi Caddesi
No: 3 Ds Ticaret Komplessi A Block PK, 34187
T + 90 (212) 454 00 01
name.surnam@immib.org.tr = immib@hs01.kep.tr + www.immib.org.tr

40x

110 - 111 Dimensions are given in px unit.

## 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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

DESIGN AREA

1024

1024

## 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 <a href="IMMIB's Corporate Identity Colors">IMMIB's Corporate Identity Colors</a>.

Pantone Black C Pantone 300 C





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

DESIGN AREA

1024

1024

114 - 115 Dimensions are given in px unit.



