

#FutureTogether



CORPORATE IDENTITY GUIDE

www.eaeelectric.com

CORPORATE IDENTITY GUIDE

VISUAL IDENTITY



In this section, principles such as visual identity items, ie emblems, logos, fonts, colour principles, printed materials, buildings, etc.in various uses of signboards and panels are mentioned.

Close attention should be paid to the importance of correct application of each.

This will ensure a consistent visual / corporate image for both EAE employees as well as for our customers.

These are permanent images of our institution that appear publicly.

It is imperative to apply it everywhere in the same form and standards.

CORPORATE IDENTITY GUIDE

TERMINOLOGY



AMBLEM	: A letter, shape, pattern etc. symbolizing an organization or brand.
LOGOTYPE	: A known or redesigned character or shape, symbolizing the name of an organization or brand.
LIGHT	: A writing character that has a letter with a thin wall thickness.
ITALIC	: The text character is tilted to the right.
BLACK	: Font lettering that is thicker than Bold.
FEMALE	: A colorless text or shape printed on a dark colored background (in the color of the surface to be printed, or left hollow.)
MALE	: The opposite of the female.
CMYK	: The four main colors required for printing are: C-Cyan, M-Magenta, Y-Yellow, K-Black.
PANTONE	: The name of the international standard color system. A Pantone number is assigned for each color.
PANTONE CATALOG	: A color catalog that facilitates the separation of color between designers and printers, which shows the above-mentioned color system in a detailed and regular manner.
CONTOUR	: The outline of an object, figure or shape.
PUNTO (PT)	: The height of a letter. The unit is an average of a quarter of a millimeter.
A5 PAGE SIZE	: 148 x 210mm (1/4 A3)
A4 PAGE SIZE	: 297 x 210mm
A3 PAGE SIZE	: 297 x 420mm
SPACE	: The space left between letters. The space openings are determined by the "percentage" ratio.
UPPER CASE	: Uppercase letter.
LOWER CASE	: Lower case.
TYPOGRAPHY	: A composition created with the use of printing letters. With the developments in the field of technology, typography has also rapidly developed into becoming a design and art field in itself.
PERFORATION	: Easy cutting (separation) holes.
PILYAJ	: Easy folding trace/line.
CONTINUOUS PRINTING	: An ongoing printing technique. Printing the same design at periodic intervals.

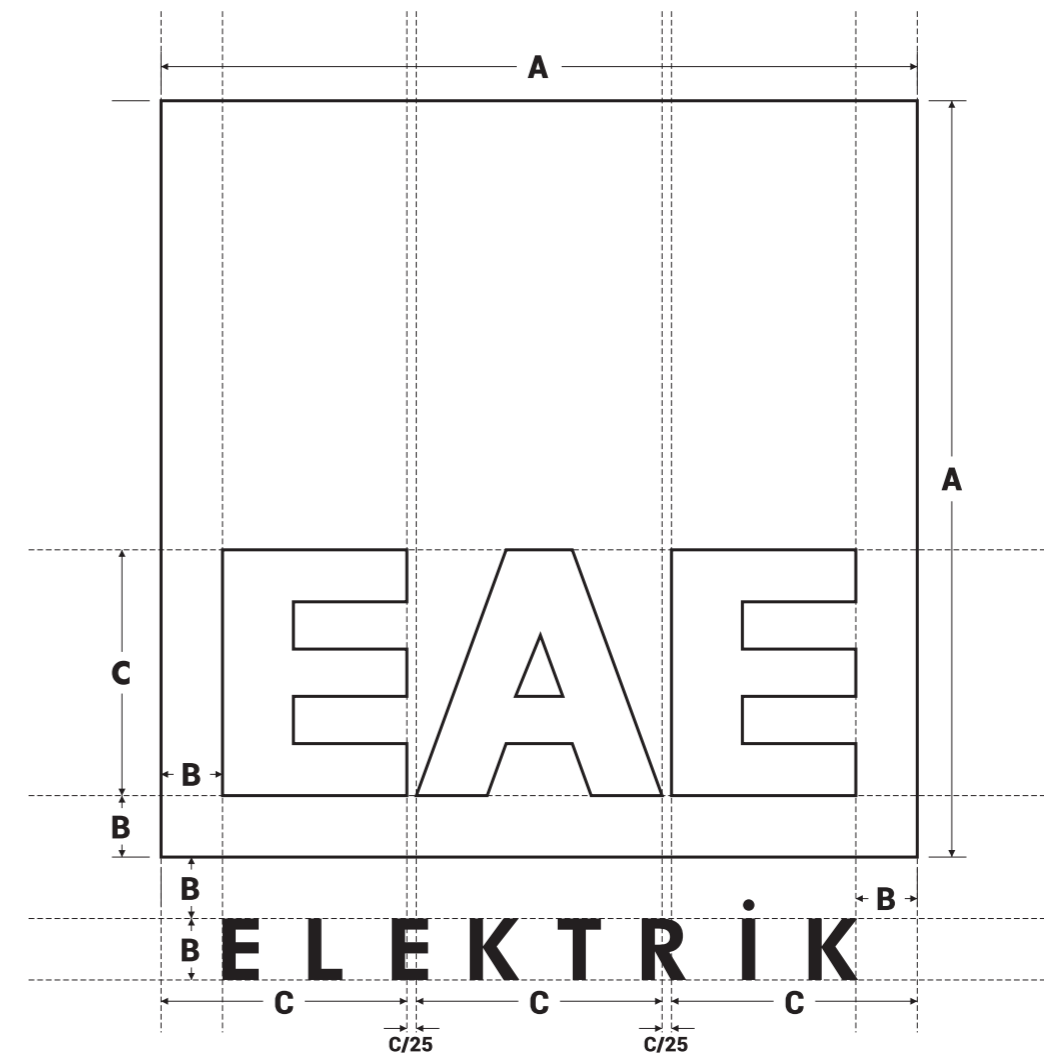
CORPORATE COMPANY LOGO

LOGOTYPE TECHNICAL DRAWING



It is of utmost important that the logo, the most important element of your visual identity is used correctly in every dimension and every kind of application.

Therefore, in cases where the logo must be handwritten, the scaling system should be used, and care should be taken to the inclinations.



$$A=12B + (B/2,5)$$

$$C=4B$$

CORPORATE COMPANY LOGO

USE OF LOGOTYPE



It is the basic element of the identity system. In a wide range of applications, it has been implemented in a consistent manner. It is of great importance to always apply correctly.



CORPORATE COMPANY LOGO

SECURITY AREA



The recommended minimum space left around the logotype (security area) should be twice the space indicated by "X".

When using Logotype, it is necessary to leave a gap equal to "2X" value on all sides.



CORPORATE COMPANY LOGO

MINIMUM USAGE



The Logotype minimum use size is 10mm.



Aspect Ratio: %100

CORPORATE COMPANY LOGO

USE OF LOGOTYPE IN DIFFERENT BACKGROUNDS



Usage on white background



50% Black should be used in single colour prints

The proper use of Logotype on different backgrounds is of great importance.

EAE Elektrik; Must be placed in the red box, "EAE" lettering must be used in white, and "ELEKTRİK" lettering at the bottom should be used as black.

This rule must be strictly observed except for single-colour prints.



In the case of different colours and background designs, it is necessary to create a white frame around the Logotype so that the Logotype is half of "B" value

CORPORATE COMPANY LOGO

MISUSE OF LOGOTYPE



In the use of EAE ELEKTRİK LOGOTYPE, the proportions and fonts specified in the technical drawing cannot be changed under any circumstance.

In all cases, technical ratios and corporate colours should be adhered to.



Logotype ratios cannot be played around with



The colour cannot be changed



The shape cannot be changed



The Logotype elements cannot be replaced



The Logotype fonts cannot be changed under any circumstances



It cannot be used without edges in different colours or patterns

CORPORATE COLOURS



Red
CMYK: C:0 - M:100 - Y:100 - K:0
PANTONE: PANTONE 485 C
RAL: RAL 3020



Black
CMYK: C: 0 - M: 0 - Y: 0 - K: 100
PANTONE: PANTONE 426 C
RAL: RAL 9005



Anthracite
CMYK: C: 0 - M: 0 - Y: 0 - K: 90
PANTONE: PANTONE 433 C
RAL: RAL 8019



Dark Grey
CMYK: C: 0 - M: 0 - Y: 0 - K: 70
PANTONE: PANTONE Cool Gray 11 C
RAL: RAL 7005



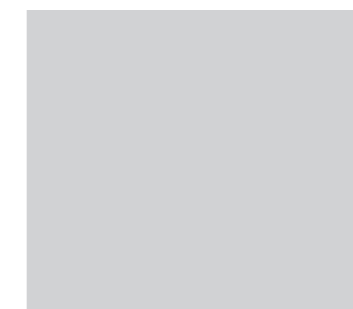
Grey
CMYK: C: 0 - M: 0 - Y: 0 - K: 60
PANTONE: PANTONE Cool Gray 10 C
RAL: RAL 7037



Smoke Gray
CMYK: C: 0 - M: 0 - Y: 0 - K: 50
PANTONE: PANTONE Cool Gray 9 C
RAL : RAL 9006



Light Grey
CMYK : C: 0 - M: 0 - Y: 0 - K: 30
PANTONE: PANTONE Cool Gray 6 C
RAL : RAL 7034



Ice Gray
CMYK: C: 0 - M: 0 - Y: 0 - K: 10
PANTONE: PANTONE 428 C
RAL: RAL 7047



White
CMYK : C: 0 - M: 0 - Y: 0 - K: 0
PANTONE : PANTONE Trans. White
RAL : RAL 9003

The colours shown here are the basic elements of our visual identity system.

It is of utmost importance that these colours are used exactly as is in all materials and areas.

Whether matt or shiny, in every case, it is necessary to follow the colour references given to obtain the correct colours.

CORPORATE FONT CHARACTER



All documents and printed documents consist of fonts that reveal the identity of EAE ELEKTRİK.

CORPORATE FONT CHARACTER



Roboto

This font type characterizes all the main headings of all printed documents.

Roboto Bk (Bold, Normal),
Roboto Lt (Regular, Medium, Bold)

are used in two different thicknesses.

Roboto

This font type, characterizes texts and subheadings in all printed documents.

Roboto (Bold),
Roboto Cn (Bold),
Roboto Cn (Regular, Normal),
Roboto Lt (Regular, Medium),
Roboto Lt (Regular, Light)

are used in five different thicknesses.

CORPORATE CATALOG

CATALOG COVER



The catalog cover should be designed based on the given dimensions while maintaining corporate values. Different designs can be used as long as they align with current trends.

TITLE

Roboto Black - 50 pt - Gray

SUBTITLE

Roboto Regular - 10 pt - Gray

Website Address

Roboto Regular - 10 pt - Gray



Image ratio 85%

CORPORATE CATALOG

INNER PAGES



The page layout should be designed based on the provided sample.

The content arrangement may vary in each product catalog to ensure the most suitable shape and symmetry.

MAIN TITLE

Roboto Bold - 20 pt - Anthracite

Title

Roboto Bold - 15 pt - Red

Subtitle

Roboto Medium- 12 pt - Anthracite

Text and Features

Roboto Regular- 9 pt - Anthracite

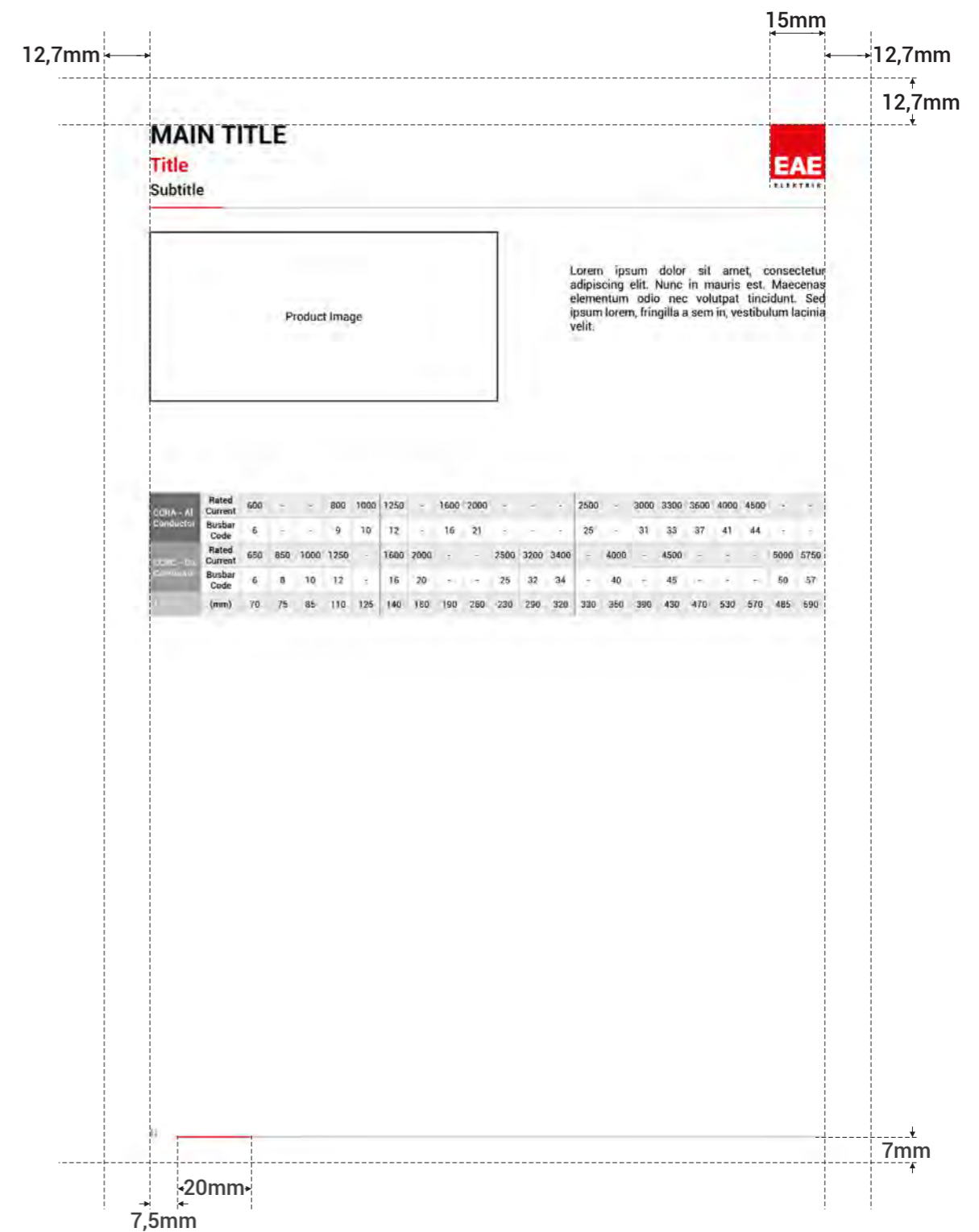


Image ratio 85%

CORPORATE CATALOG

BACK COVER



The back cover should maintain harmony with the front cover of the catalog. The address, product certificates, and catalog printing information should be used as shown. It should be designed as a cohesive part with the front cover.

Address Heading

Roboto Bold - 9 pt - Anthracite / Red

Address

Roboto Regular - 8 pt - Anthracite

Explanations

Roboto Regular - 7/9 pt - Anthracite / Red

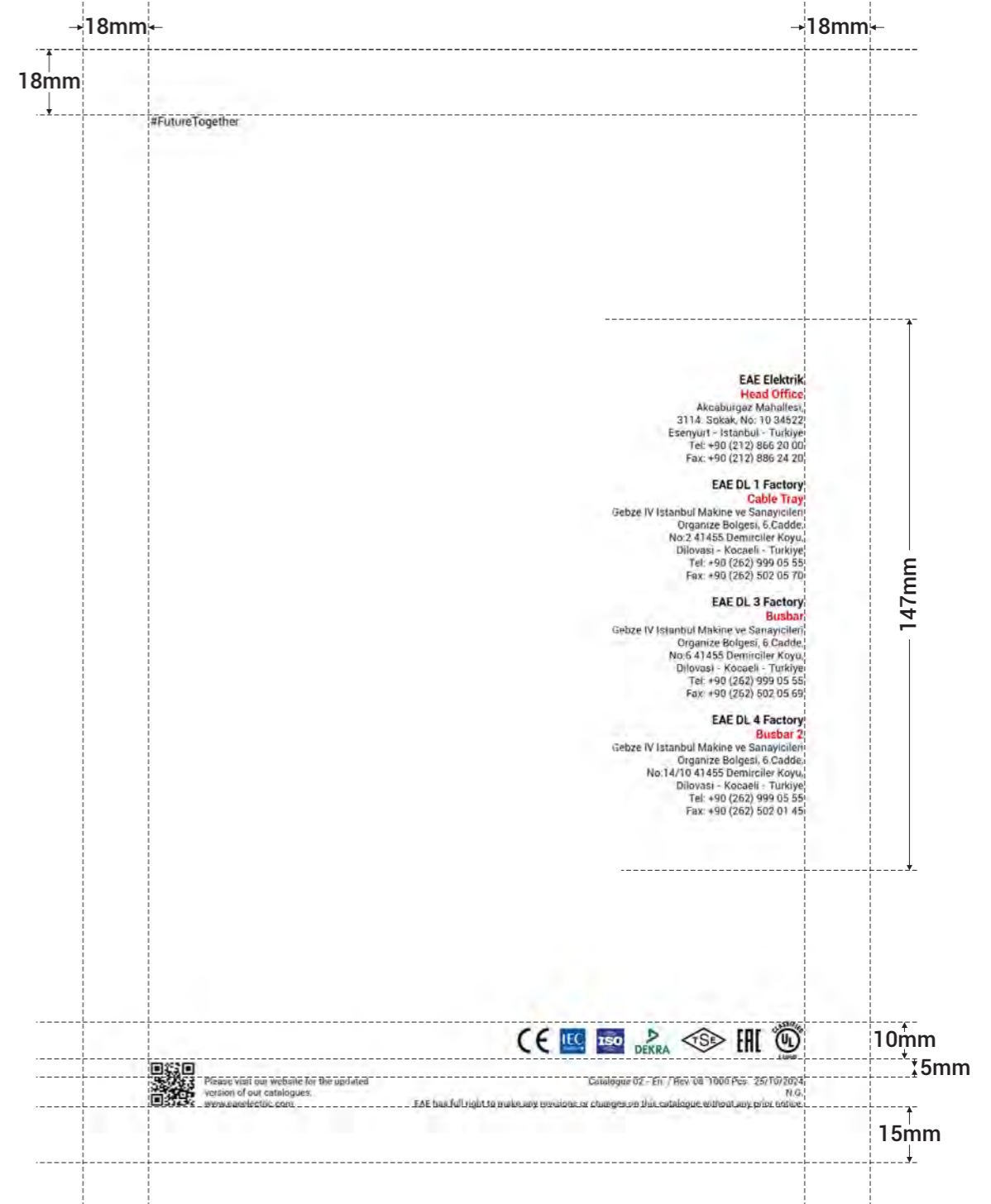


Image ratio 85%

CORPORATE BUSINESS CARD



Size: 85mm x 55mm
Font: Roboto Medium / Regular
6-10 pt
Red / Anthracite / Gray / Light Gray / Black

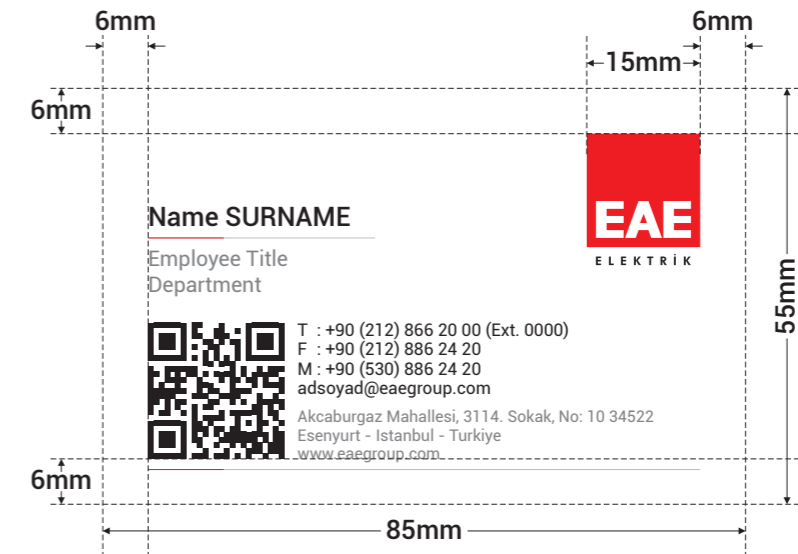
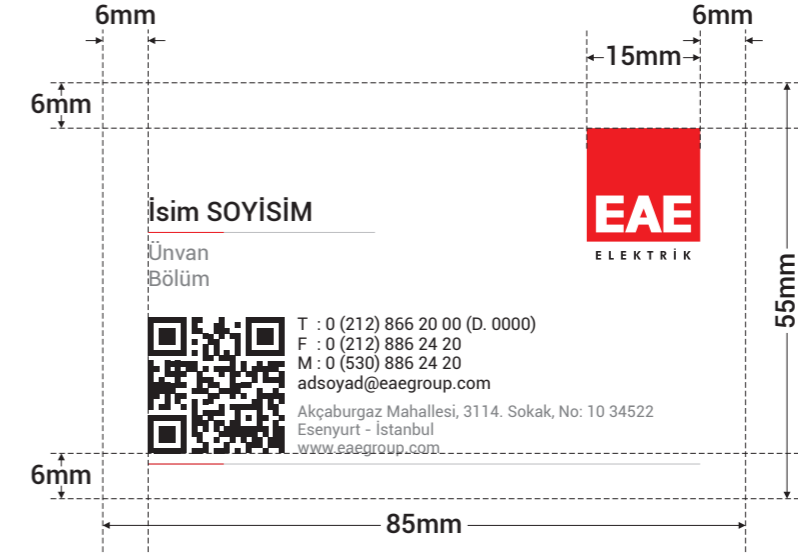


Image Ratio: %100

LETTERHEAD



Size: 210 mm x 297 mm
Font: Roboto Bold / Regular
6-7 pt
Red / Anthracite / Light Gray

Image Ratio: %85

DIPLOMAT ENVELOPE



Size: 240 mm x 105 mm
Font: Roboto Bold / Regular
6-7 pt
Red / Anthracite / Light Gray

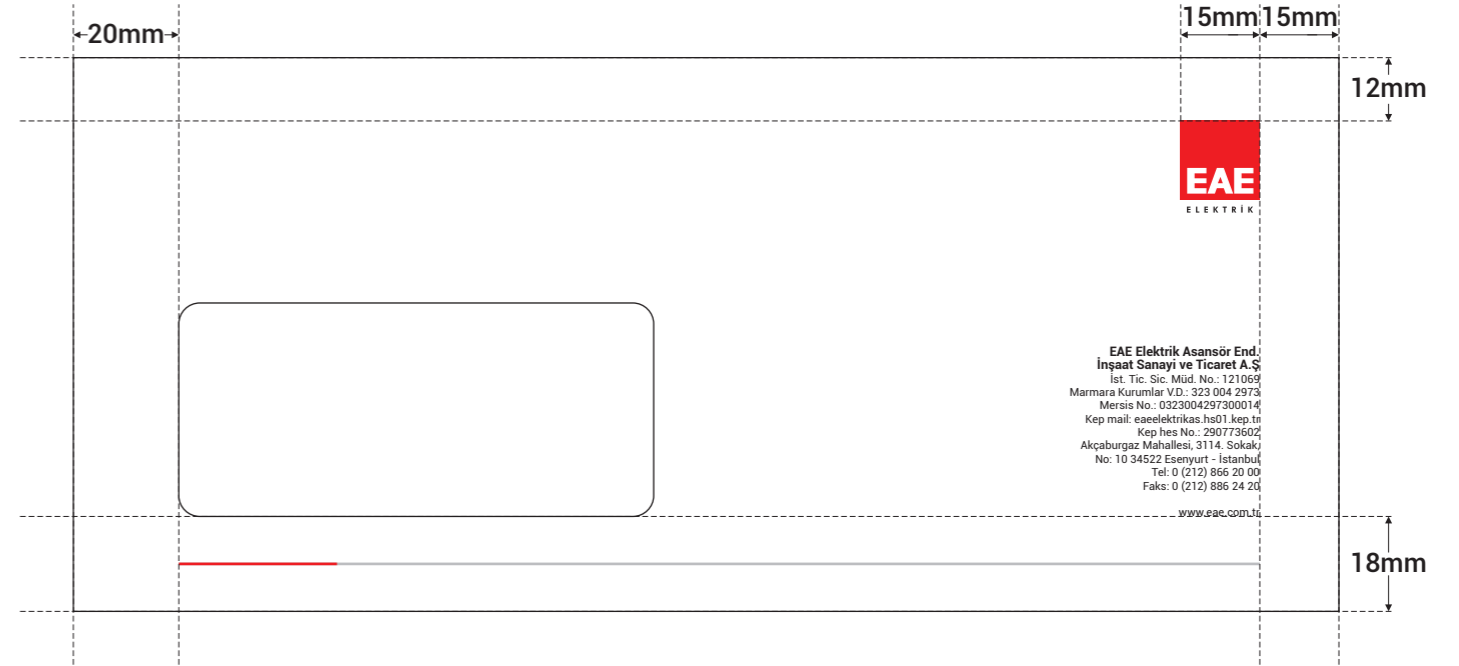


Image Ratio: %70

PROMOTIONAL MATERIALS

T-SHIRT

The logo on t-shirts, fleece, jackets, and similar textile products should be placed on the left chest. Care should be taken to ensure that the shape and proportions of the logo are not distorted, whether it is made from embroidery or rubber material.

Promotional materials may vary depending on the need, the product, and current trends.



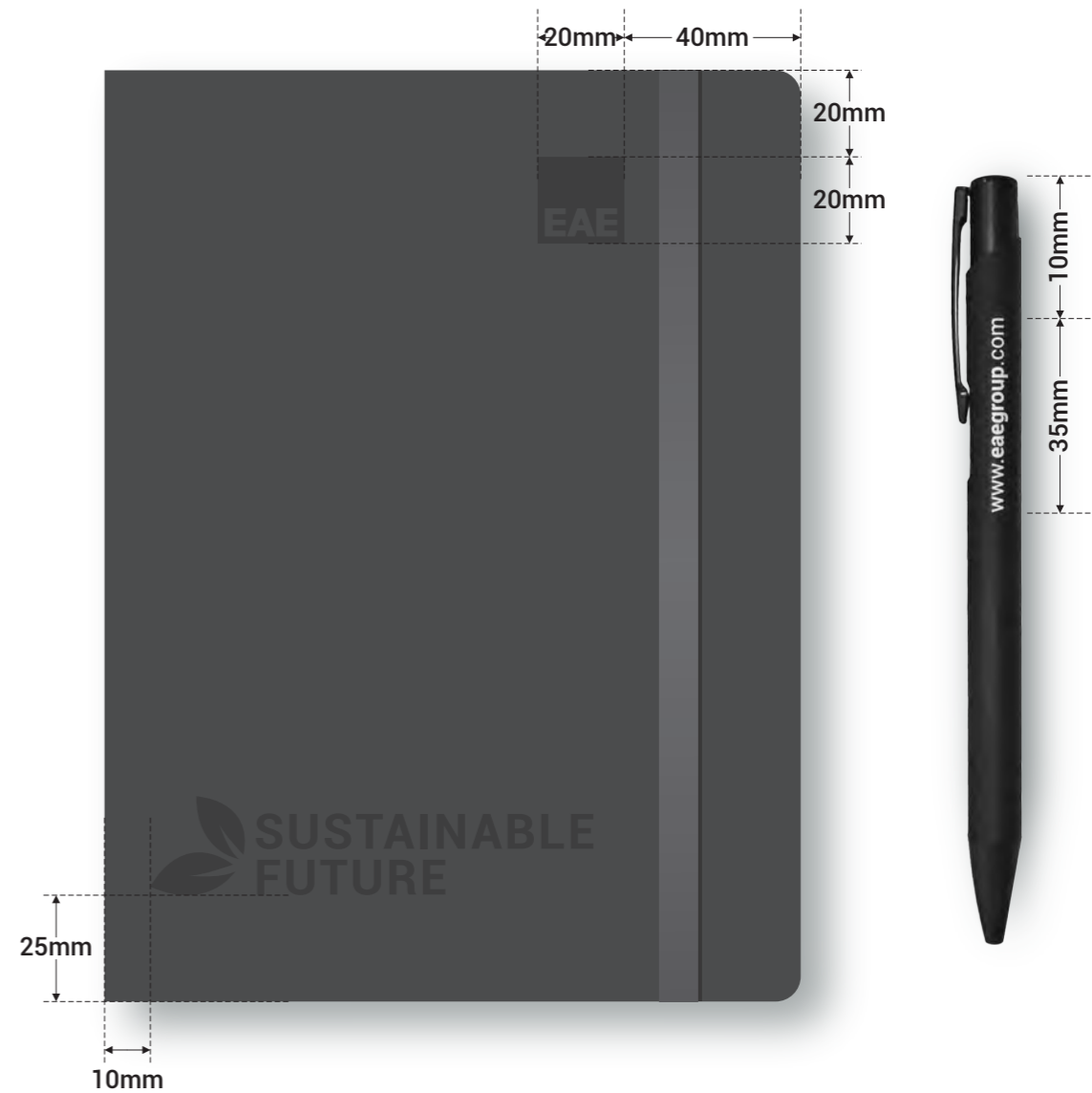
PROMOTIONAL MATERIALS

NOTEBOOK & PEN



The logo should be placed appropriately on notebooks and pens, keeping in mind visibility and design balance.

The placement of the logo can vary based on the product, but it should always align with the overall brand identity and maintain proportionate design elements.



PROMOTIONAL MATERIALS

OTHER PROMOTIONS



Promotional materials, gifts, and accessories vary based on the defined needs, current trends, and brand image. In applications, the shape and proportions of the corporate logo are preserved, and it can be placed in the top right corner or, in unsuitable cases, at the top center.

For promotional materials, the corporate logo, along with the slogan and website, can be positioned in a way that aligns with the corporate structure and the material used.

Depending on the usage of the promotional items, social media icons can also be added.



DEALER SIGNBOARD

DEALER/SOLUTION PARTNER SIGNBOARD



EAE logotype could be used by the dealerships representing EAE Elektrik or EAE Group.

The signboards of the dealers may vary due to factors such as location and space. In such places, EAE logotype appropriate with the Corporate Identity should be used.

As it can be seen on the example, Signboards of Dealers or Solution Partners in accordance with the proportions and measures should be prepared accordingly.



Aspect Ratio: %4

#FutureTogether

EAE Elektrik

Head Office

Akcaburgaz Mahallesi,
3114. Sokak, No: 10 34522
Esenyurt - Istanbul - Turkiye
Tel: +90 (212) 866 20 00
Fax: +90 (212) 886 24 20

EAE DL 1 Factory

Cable Tray

Gebze IV Istanbul Makine ve Sanayicileri
Organize Bolgesi, 6.Cadde,
No:2 41455 Demirciler Koyu,
Dilovasi - Kocaeli - Turkiye
Tel: +90 (262) 999 05 55
Fax: +90 (262) 502 05 70

EAE DL 3 Factory

Busbar

Gebze IV Istanbul Makine ve Sanayicileri
Organize Bolgesi, 6.Cadde,
No:6 41455 Demirciler Koyu,
Dilovasi - Kocaeli - Turkiye
Tel: +90 (262) 999 05 55
Fax: +90 (262) 502 05 69

EAE DL 4 Factory

Busbar 2

Gebze IV Istanbul Makine ve Sanayicileri
Organize Bolgesi, 6.Cadde,
No:14/10 41455 Demirciler Koyu,
Dilovasi - Kocaeli - Turkiye
Tel: +90 (262) 999 05 55
Fax: +90 (262) 502 01 45