

BRAND IDENTITY GUIDELINES

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**DÖNMEZOĞLU**  
GRUP



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# INTRO DUC TION

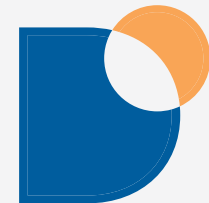
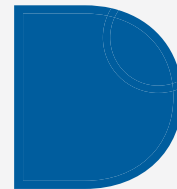
While the corporate identity of Dönmezoğlu Group was being studied, it was aimed to catch up with today's design age by evaluating the existing principles of the holding. It was thought to have a sincere design approach that the users could adopt. The identity that emerges for this reason; it was not something different, new, but a new understanding of the old.

The color choices in the produced identity were made by revising the existing Dönmezoğlu Group's colors. The elements of presenting the background or visual content with rounded corners, and the effective placement of the shadow were considered as a starting point for all visual content. It was preferred to use gradients not in different colors, but between two close tones of the same color. Thus, a design approach that has some effects of the glassmorphism movement, which is becoming popular, has emerged.

# LOGO

## HOW DID WE CREATE IT?

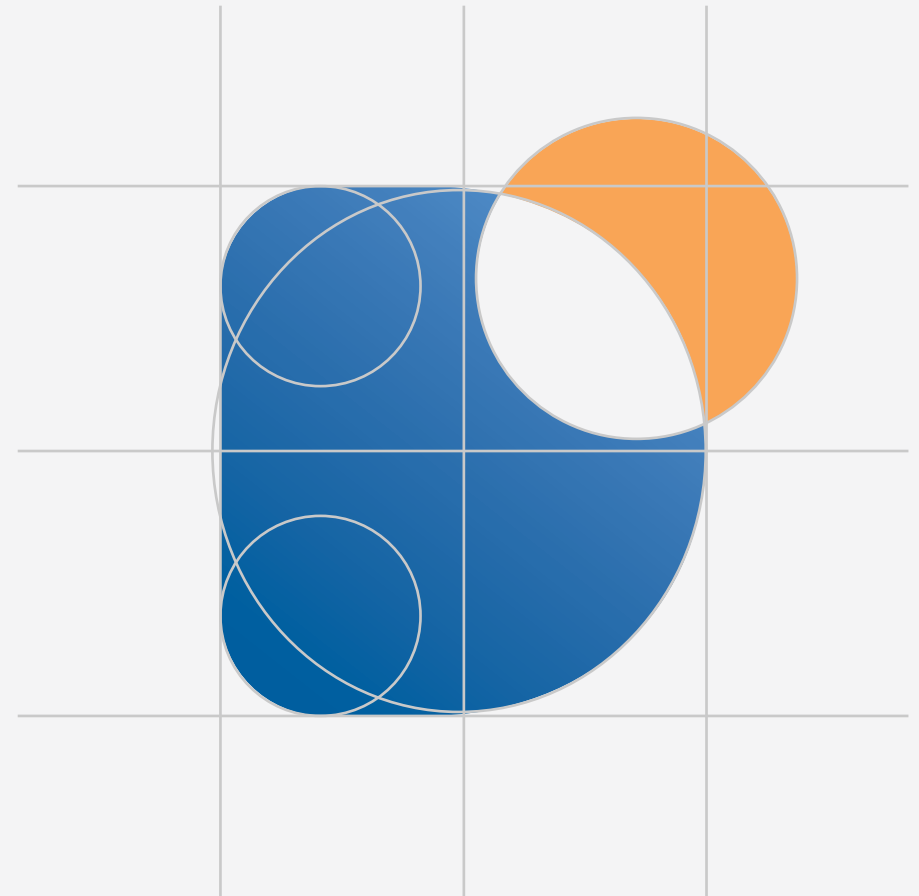
We had two items to create the logo;  
one is the letter "D", and the other is  
the sun on the old Dönmezoğlu logo.  
Later, we found a modern way of  
combining the two.



## SYMBOL CONSTRUCTION

For the creation of “D” letter, two identical circles has been used and merged with one big circle matched to each. Another circle, colored orange, used to symbolize the sun from the previous logo. Finally, to combine the two items, creating a contrast in between has been chosen.

As can be seen in the figure on the right, the symbol should always be placed inside a square, but it is not centered with counting the orange crescent-shaped icon. The symbol is centered based on “only” the “D” letter. The crescent-shaped icon left outside of the square. It should not be taken into account when centering the logo. It is not also included in the complete with or height of the logo.



## TEXT CONSTRUCTION

The text construction of the logo is made of the font, selected for the brand identity. The “Dönmezoğlu” text written in Montserrat SemiBold, and the “Grup” text is written in Montserrat Extralight.

Montserrat  
SemiBold



**DÖNMEZOĞLU**

Montserrat  
ExtraLight



GRUP

# LOGOTYPE

Different usages of the logotype Dönmezoğlu Grup. They are created based on the main color palette. Three combinations below, are the best fit for the logo usage on flat color surfaces. These three combinations are the primary logotype variations. This is the primary usage of the logo. Based on the usage area, or the background of the area, one of the below logotypes should be selected. Not all the time the same logotype does not has to be used. Three combinations are all the logotypes of Dönmezoğlu brand identity.



## SECONDARY LOGOTYPE

Different usages of the logotype Dönmezoğlu Grup. They are created based on the main color palette. Three combinations below, are the best fit for the logo usage on flat color surfaces. They should be selected to use, based on the surface that they are supposed to be put in. This means, on each platform, artwork, animation or anything related to the brand identity should contain one of the three combinations below as a logotype, if primary logotype should not be selected.



**DÖNMEZOĞLU**  
GRUP



**DÖNMEZOĞLU**  
GRUP



**DÖNMEZOĞLU**  
GRUP

## DO'S

When using the logo in an artwork, logo should be clear and visible. Logo's colors should not merge with the background colors. In the first example, normally, the background has gray colors. But with adding a gradient background, the gray logo is made visible. In the second example, the background is made of darker colors, so the logo should contain lighter colors. In the last example, it is the opposite, the background has lighter colors, so the logo selected, consists of darker colors.

A slight gradient to the background can be added.





# DON'TS

When using the logo in an artwork, logo should be clear and visible. Logo's colors should not merge with the background colors. In the first example we cannot read the Dönmezoğlu text, and Grup is not visible at all. In the second example, the orange-text-variation of the logo is selected, but the background has orange-yellow colors as well. Thus, when they are on top of each other, the logo becomes not clear. In the third example, there is a clean sky, so the logo should have been placed with darker colors, not in gray tones. One should think there is not a logo at all.



## DON'TS



**DÖNMEZOĞLU**  
GRUP



**DÖNMEZOĞLU**  
GRUP



# FONTS



## MONTSERRAT

THIN

---

abcdefghijklmnopqrstuvwxyz

REGULAR

---

abcdefghijklmnopqrstuvwxyz

SEMIBOLD

---

abcdefghijklmnopqrstuvwxyz

*SEMIBOLD ITALIC*

---

*abcdefghijklmnopqrstuvwxyz*

EXTRABOLD

---

abcdefghijklmnopqrstuvwxyz

*EXTRABOLD ITALIC*

---

*abcdefghijklmnopqrstuvwxyz*

BLACK

---

abcdefghijklmnopqrstuvwxyz

*BLACK ITALIC*

---

*abcdefghijklmnopqrstuvwxyz*

# TYPOG RAPHY

# Aa

## Montserrat

PRIMARY FONT

Montserrat is the selected font for the Dönmezoğlu brand identity. Montserrat has a wide variety of types from Thin to Black. When necessary, any thickness can be selected and used with each other. For example, when writing the text with Regular, headings can be typed with Extrabold or just Bold.

Because Montserrat has this much variations as a font family, it can be adapted into many selections. This way, all the texts related to Dönmezoğlu identity should seem exactly fit to each other. Using one font family with mixed variations will seem solid.

Thin  
Extra Light  
Regular  
**Semibold**  
**Extrabold**



# COLORS

## MAIN PALETTE

Mainly the five colors of the Dönmezoğlu should be used in any graphic area. These colors come from the old identity of the brand which is now redesigned. Also the colors have renewed from the old ones, and now they are softened as well. All the necessary information on the colors can be gained from this guideline, through the next pages. RGB codes, HEX codes and CMYK codes can be obtained as well.

### ULTRAMARINE

HEX #213264  
R33, G50, B100  
C100, M90, Y33, K21

### MORNING

HEX #E6E7E8  
R230, G231, B232  
C0, M0, Y0, K10

### BLUE

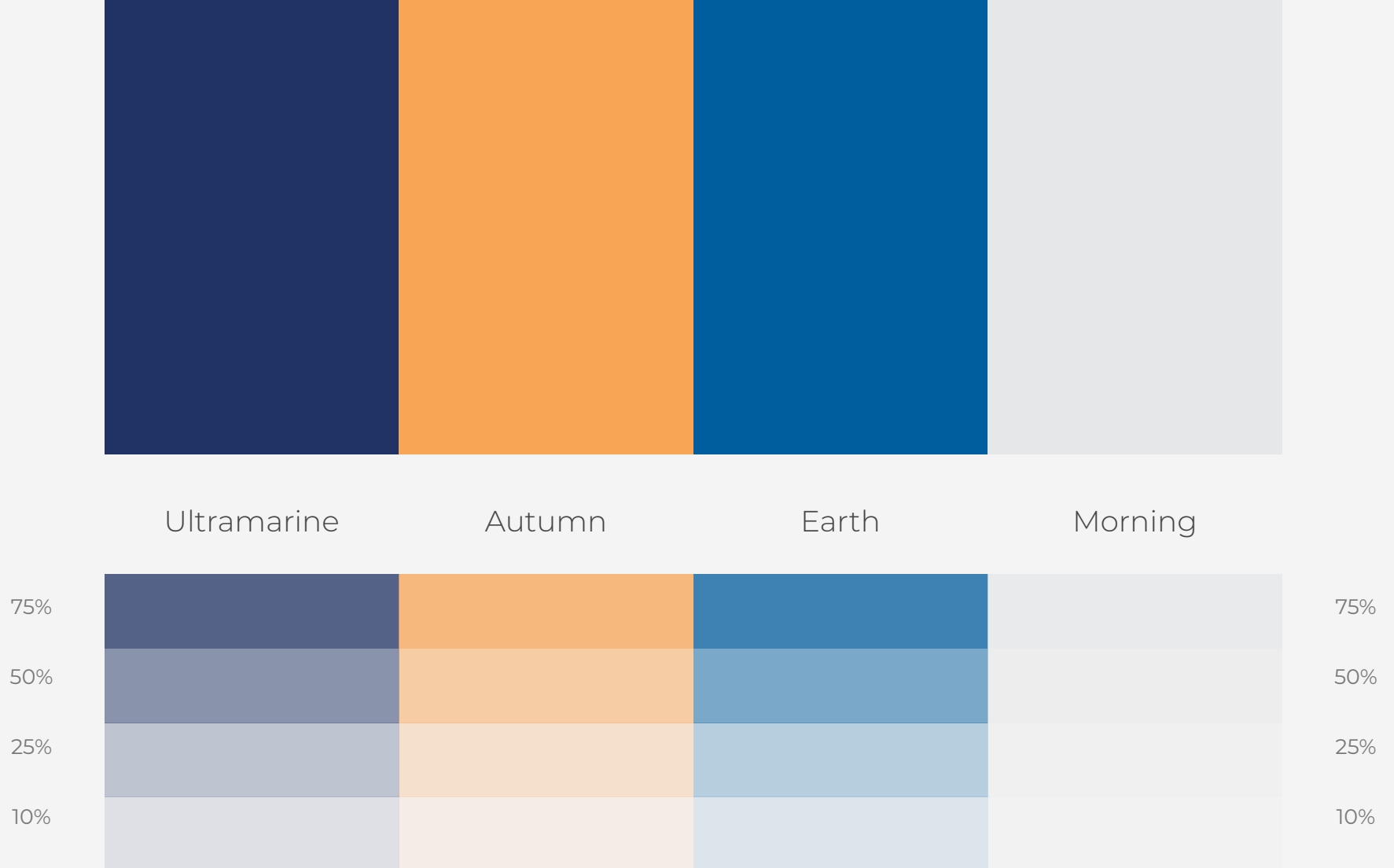
HEX #005D9E  
R0, G93, B158  
C96, M68, Y10, K1

### EARTH

HEX #4CB9C5  
R76, G137, B197  
C71, M39, Y1, K0

### AUTUMN

HEX #F9A556  
R249, G165, B86  
C0, M41, Y75, K0



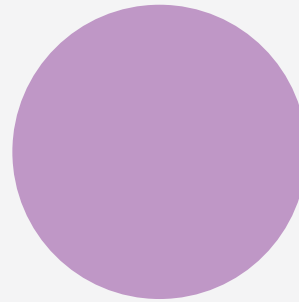
Main color palette of the Dönmezoğlu brand identity has five different colors. And four of them listed above. Getting and using different shades of one color can be useful when creating a graphic or an animation for the brand. Different shades are helpful, because expanding the color palettes are always good. Choosing different colors for different creations can now have various color picks.

## SECONDARY COLORS

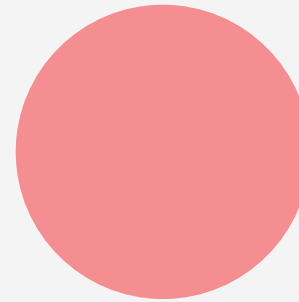
For specific designs, the main color palette of the brand identity can be seen as missing some colors. Because the red color might be needed for alert messages or green color should be needed for success messages.

This second half of the color palette is called secondary, because they should be used only, when the main colors are not enough on the creation of a graphic.

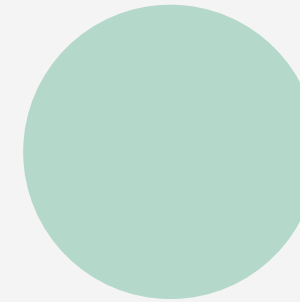
These colors are not directly related to the main brand identity, but they are suitable colors to the main color palette, so that they do not stand out when they are used.



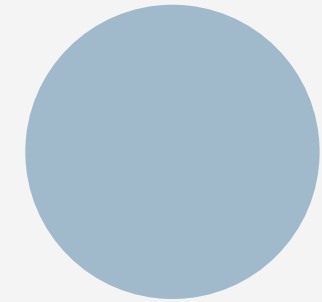
HEX BF97C6  
RGB 191, 151, 198  
CMYK 24, 44, 0, 0



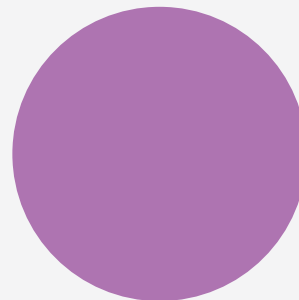
HEX F58E90  
RGB 245, 142, 144  
CMYK 0, 55, 31, 0



HEX B3D8CA  
RGB 179, 216, 202  
CMYK 30, 2, 23, 0



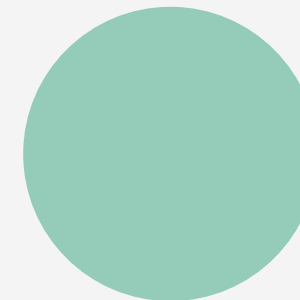
HEX A1BACB  
RGB 161, 186, 203  
CMYK 37, 18, 13, 0



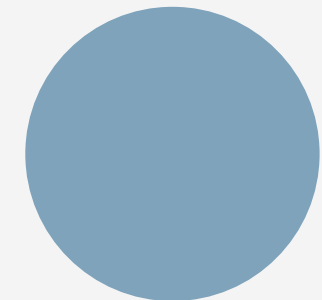
HEX AE74B1  
RGB 174, 116, 177  
CMYK 33, 63, 0, 0



HEX F15D5A  
RGB 241, 93, 90  
CMYK 0, 79, 61, 0



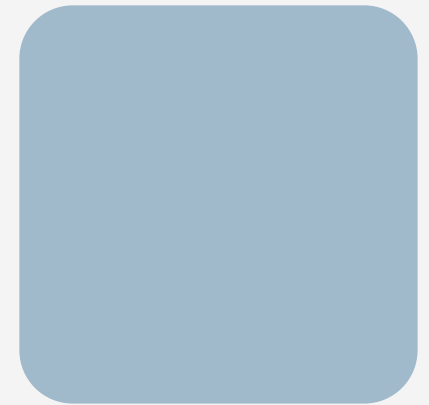
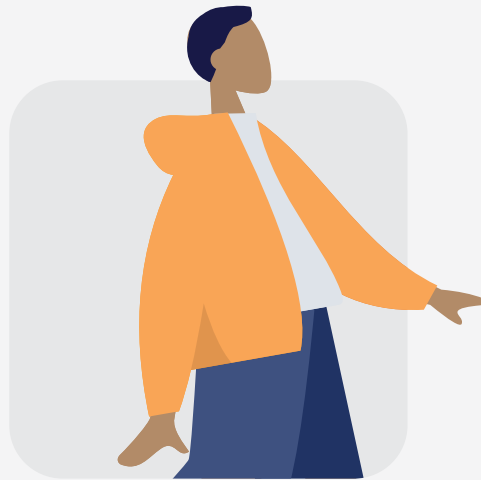
HEX 95CBB9  
RGB 149, 203, 185  
CMYK 42, 4, 32, 0



HEX 7EA3BA  
RGB 126, 163, 186  
CMYK 53, 27, 18, 0

# CHARACTERS

Dönmezoğlu Brand, has its own character set, which you can see the list on the following pages. They can be used to tell a story about a work under Dönmezoğlu, or explain a new idea for upcoming projects. Character set, which contains 32 different figures, is included in the brand identity package. Only main and secondary color palette should be used for these characters. On each character, different clothes, colors, skin tones and actions can be selected. But outside of the color palettes specified on this guidelines must not be used. Every graphic, animation should match with each other. Also, when creating a new animation, different set of styles for any human character must not be used. Only these characters can be used in an animations, because their style match with each other.





# CREATING AN ANIMATION

It is also possible to create animations with the special character pack developed for Dönmezoğlu Grup under the humaaans license. Since all the characters are stored in vector format, it is quite simple to manipulate them, detect the movements and edit the next steps.

On the right, it is previewed how the characters will appear on the screen of any animation fiction that is visualized.

All characters' hair is compatible with each other, and their clothes can be adapted to each other. Thanks to this, it is also possible to create variants, combining limbs to create even more new characters. So actually, new characters can always be produced by going beyond the current package.



# ICONS

The icon set to be used with the identity will also be found next to the corporate identity package. This package comes with a free license of the Font Awesome library. It contains three separate packages. One of them is the flat icons known as "regular", that is, they have only contours. The second is the "solid" icon set. The last one is the set containing the logos of the commonly used brands called "brand". By brand logo, it refers to social media like Instagram, Twitter or big companies like Apple.

There are 1608 icons in total in the package. The uses of these icons may vary depending on their location. For example, regular icons may be preferred in some places, while solid icons may be preferred in some places. Or, if a website interface is being prepared, normally regular icons are used, but when hovered over them (hover effect), these icons can turn into their solid versions. Almost all icons are available in both regular and solid versions.

An example listing has been made in the table below to better understand the difference between a regular icon set and a solid icon set. There is a significant difference in thickness between the two sets so that the difference can be understood when used side by side.

## REGULAR

## SOLID

# PRO DUCTS



All products shown after this page are part of the corporate identity of Dönmezoğlu Group and will have separate files in the corporate identity package.

Since these products are created with the main color palette or secondary colors that are recommended to be used in case of need and should not be left out, going beyond these designs may also cause damage to the corporate identity.

One or more products may be displayed on each page, or a product group may be presented. Specific explanations for these products are also included, if necessary. Apart from these explanations, there are general notes for all of them:

- **.ai** files so they can be sent to print,
- mockup **.psd** files created for each product and their **.jpg** versions,

will be included in the corporate identity package.

# BUSI NESS CARD



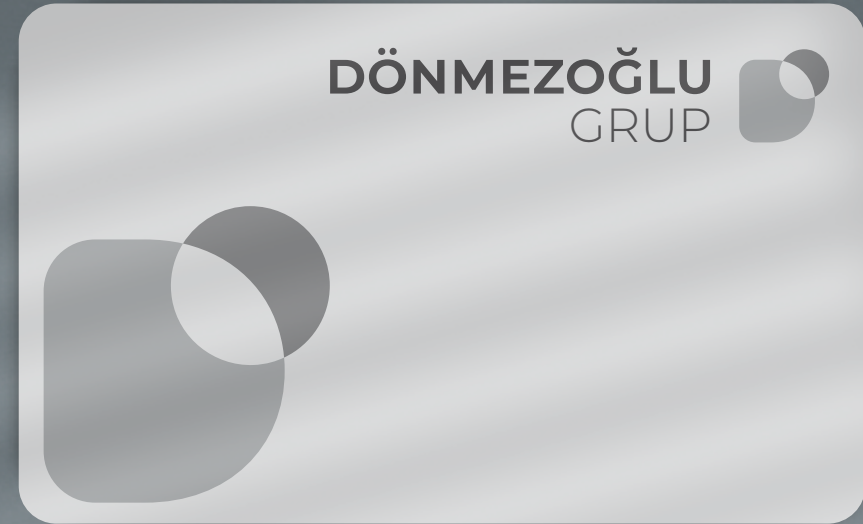
## SECONDARY BUSINESS CARD

It is normally recommended to use a single standard for business cards in order to harmonize with the entire corporate identity. There is an example of a business card created using the primary colors of the identity on the previous page. However, there is still a second business card recommended for use in certain situations.

Likewise, this alternative, the secondary business card, in which there is a grayscale Dönmezoğlu symbol, which is one of the three logotype variations of the identity, is used, is as seen on the side.

Its use and placement are exactly the same, only the color toning has been changed.

Alternatives that will adapt to all three types of logotypes may not have been produced in each category, but it would not be wrong to use this alternative in business cards. But it should be preferred as a secondary, not considered as an example of the original business card.



# MUGS AND MATS



# FOLDER AND LETTER HEAD

This A4 format file, which can be used in all office units within Dönmezoğlu Grup, can be used in presentations. At the same time, it will facilitate the use of documents in the storage of Dönmezoğlu.

The design of the file was aimed to be as simple as possible, and it was ensured that it also reflects the colors of Dönmezoğlu Grup. In this way, both the main color palette was preserved and it was ensured to have a serious appearance.

The letterhead design prepared for identity can also be examined below.



**NOTE  
BOOK  
WITH  
LOGO**

24





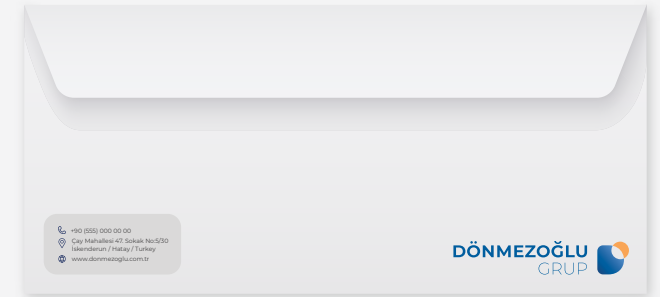
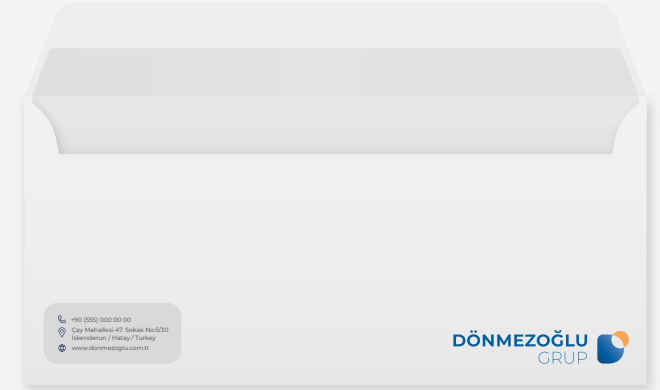
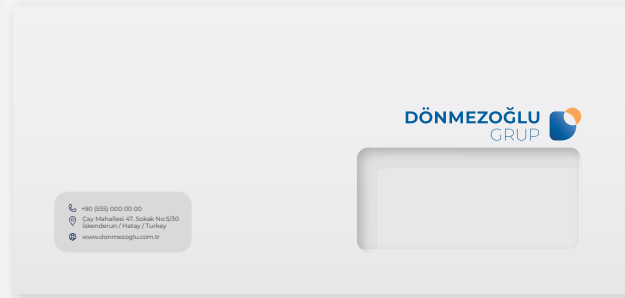
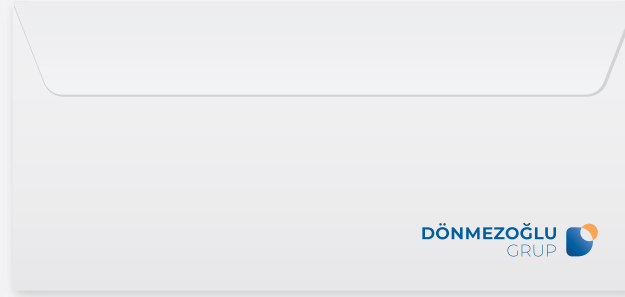
# CATA LOG ENVE LOPE

Catalog envelopes, diplomat and money envelopes, envelopes with and without windows, air bubble envelopes, kraft envelopes, letter and cd/dvd envelopes are included in the corporate identity design.

The availability of all envelope types is beneficial for Dönmezoğlu Group in internal or external areas as needed.



# REGU LAR ENVE LOPE



# BOXES WITH LOGO



# INVOICE AND CHECK

The designs to be created for invoices, receipts or checks, which are considered official documents and used in many in-house works, are also part of the corporate identity. The templates of the invoice and receipt or check drafts, examples of which are shown on the side, will also be included in the corporate identity package.

If e-invoice is used, the same invoice template may apply.

Check form template for DÖNMEZOĞLU GRUP. The form includes fields for YOUR NAME (ANY STREET, ANYTOWN 555 0000), DATE, PAY (with a dollar sign symbol), TO THE ORDER OF, RE, PAYER'S SIGNATURE, and a security feature icon labeled SECURITY FEATURES INCLUDED. A MICR line at the bottom contains the number |:0000000000:| 00000000 0000.

Invoice form template. The header includes the company logo, the word "INVOICE" in large blue letters, and the invoice number (000389) and date (20/10/2021). The invoice is addressed to Pamela Sarcossa at 65 Dance Street. A table with 4 columns (Qty., Item Description, Price, Total) lists five items, each with a quantity of 1 and a price of \$00.00. The total amount is \$000.00. The footer includes contact information for Francisco Tabasso, Director, and a QR code.

Qty.	Item Description	Price	Total
1	Lorem ipsum dolor sit amet	\$00.00	\$00.00
1	Lorem ipsum dolor sit amet, consectetur	\$00.00	\$00.00
1	Lorem ipsum dolor sit amet, consectetur	\$00.00	\$00.00
1	Lorem ipsum dolor sit amet, consectetur	\$00.00	\$00.00
1	Lorem ipsum dolor sit amet, consectetur	\$00.00	\$00.00

Sub Total:	\$00.00
Tax:	0.0%
Total:	\$000.00

Terms & Conditions  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Your Address Here  
+022 343 555 4545  
www.donmezoglu.com.tr

Francisco Tabasso  
Director

# FLAGS WITH LOGOS

The flag designs with different kinds of logos of Dönmezoğlu Group, which can be used in many situations, are as in the example on the right. These flags are designed with the aim of using all the colors in the main color palette of the corporate identity. Because even though they are not used together, they can reflect all the colors of the identity in different locations.

In order to use flags with different background colors, the selection must be made according to the location. The use of all the colors in the main palette is also a positive aspect in that it can harmonize in different areas.



# CUBE PAD, PEN AND CALEN DER



# MAIL SIGNA TURE



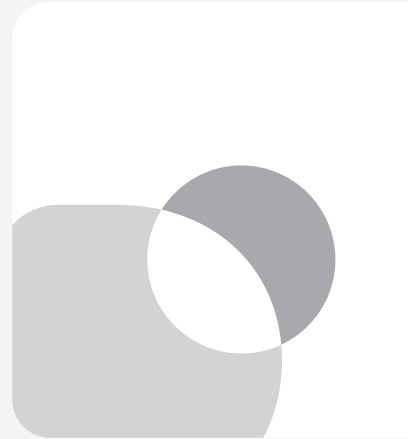
**Name SURNAME**

Dönmezoğlu Grup

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Telefon: +90 (555) 000 00 00

[www.donmezoglu.com.tr](http://www.donmezoglu.com.tr)



**Name SURNAME**

Dönmezoğlu Grup

---

Telefon: +90 (555) 000 00 00

[www.donmezoglu.com.tr](http://www.donmezoglu.com.tr)

Your signature, which you add in your mail, is one of the digital elements of your corporate identity. It is recommended to include your name, address, internet address and social media information in your e-mail signature. Mailing templates that you can use to reach new customers or developments in your brand should be added to the corporate identity.

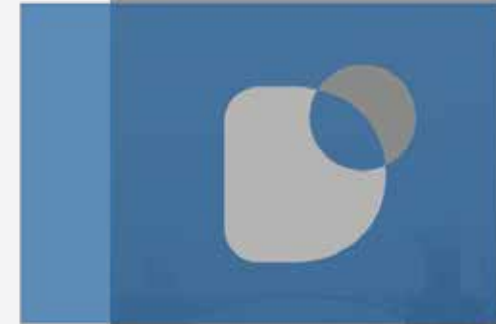
A mail signature template created from the main palette colors can be viewed above. There is a secondary mail signature just below it. It may be preferable to use both mail signatures depending on the situation.

# DIGITAL PRESENTATION



## OUR COMPANY

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal since it was named after the Roman messenger god, Mercury



## ABOUT THE PROJECT

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal since it was named after the Roman messenger god, Mercury



# SUB GROUPS

## GROUP FIRMS

The same corporate identity concept has been adopted in all of the group companies under Dönmezoğlu, and changes have been made in the color palettes.

As you can see in the example below, all the rules described in the entire guide have been adopted and differentials have been made with only different color tones.

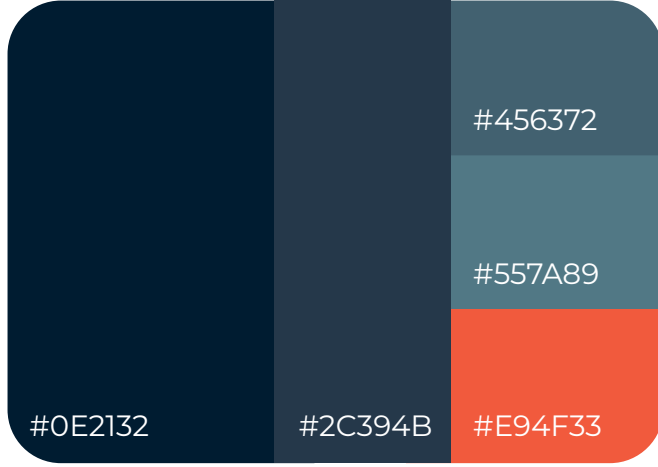
**DÖNMEZOĞLU**  
BİLİŞİM



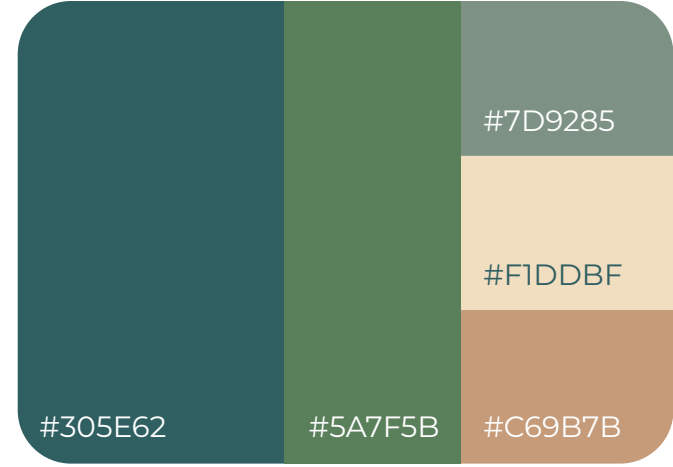
**DÖNMEZOĞLU**  
GÜMRÜKLÜ ANTREPO & LOJİSTİK



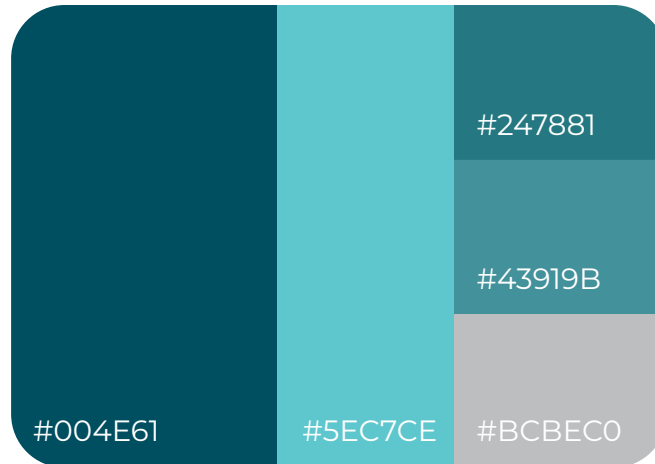
**DÖNMEZOĞLU**  
BİLİŞİM



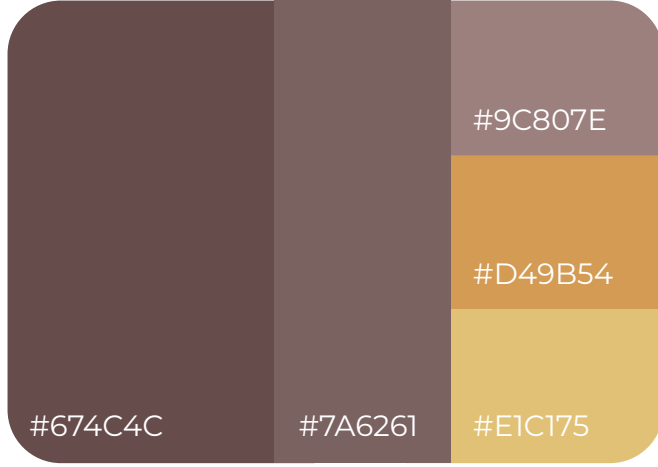
**DÖNMEZOĞLU**  
İNŞAAT



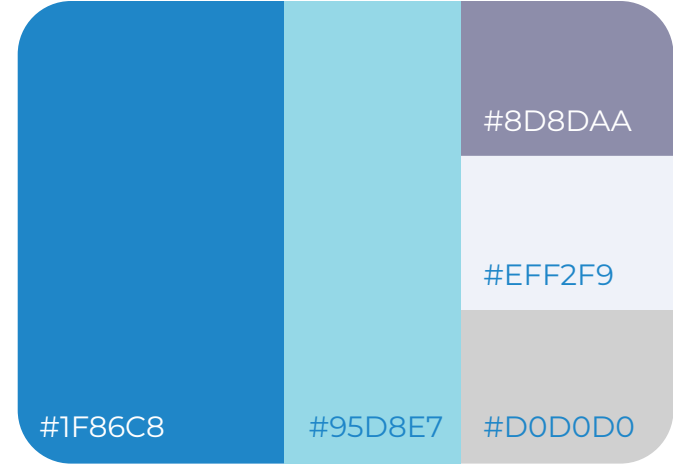
**DÖNMEZOĞLU**  
GÜMRÜKLÜ ANTREPO & LOJİSTİK



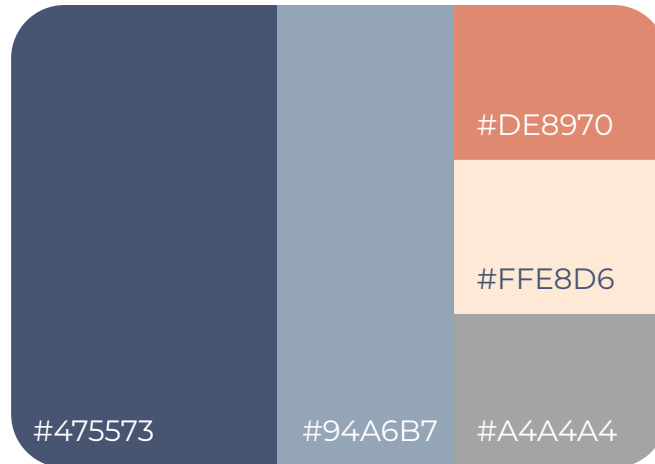
**DÖNMEZOĞLU**  
MADENCİLİK



**DÖNMEZOĞLU**  
*kiki kat*



**DÖNMEZOĞLU**  
TEKSTİL



You may contact us with any questions  
about the guidelines.

[info@onucyirmibir.com](mailto:info@onucyirmibir.com)