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# NETLOG LOGISTICS

Identity Guideline

## Our Mission and Vision

Our mission is to design and manage the logistics systems that trade, which changes and develops every day, needs today and will need tomorrow, and to guide the future of trade with our logistics solutions designed by foreseeing the business models of the future while doing so.

# 1

**Symbol**

**Logotype**

**Safety Area**

**Minimum Size**

**Color**

**The Use on Various Backgrounds**

**The use of the Logotype on Photos**

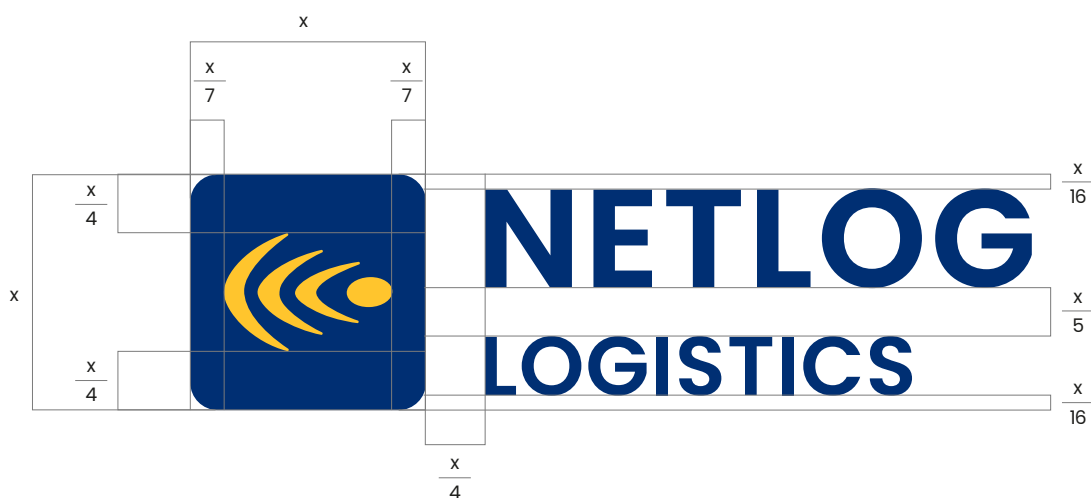
## Netlog Logistics Symbol

The Netlog Logistics symbol, which represents the starting point and wave, represents a valuable frequency that spreads all over the world.



## Netlog Logistics Logotype

Please note that the size relationship of Netlog Logistics logotype is equal to the areas marked as 'x'.



## Netlog Logistics Logotype with Box

Please note that the size relationship of Netlog Logistics logotype is equal to the areas marked as 'x'.



## Safety Area

Please note attention to the minimum margins that must be left for the security area of the Netlog Logistics logo type.



## Minimum Size

Please note attention to the minimum dimensions of the Netlog Logistics logo type that should be used in printing and digital media.

Minimum acceptable  
size for print

Minimum acceptable  
size for digital

30mm



100px

15mm



50px

30mm



100px

20mm



70px





## Colors and Secondary Colors

The colors of Netlog Logistics logotype should be carefully applied as supplied in the guideline.

### Renkler

#### Pantone 288 C

CMYK	RGB	HEX/HTML
C 100	R 43	2b2a83
M 84	G 42	
Y 33,47	B 131	
K 17,86		

#### Pantone 123 C

CMYK	RGB	HEX/HTML
C 0	R 255	ffc62b
M 25,42	G 198	
Y 86,59	B 43	
K 0		

#### Black

### Yardımcı Renkler

CMYK	RGB	HEX/HTML
C 0	R 0	000000
M 0	G 0	
Y 0	B 0	
K 100		

#### Grey

CMYK	RGB	HEX/HTML
C 50	R 123	7b7b7b
M 40	G 123	
Y 39	B 123	
K 22		

# 2

## Misuses

## Misuses

Please do not use the Netlog Logistics logo in the following ways.



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Font Family

## Font Family

Poppins is used as the font family in the Netlog Logistics identity guide.

### Poppins

Font Family	Alphabet
Poppins Thin	ABCÇDEFGHIJKLMNOPÖPRSŞTUÜVYZ abcçdefghijklmnoöprşştuüvyz 0123456789 !*"/)_%:@&
Poppins ExtraLight	ABCÇDEFGHIJKLMNOPÖPRSŞTUÜVYZ abcçdefghijklmnoöprşştuüvyz 0123456789 !*"/)_%:@&
Poppins Light	ABCÇDEFGHIJKLMNOPÖPRSŞTUÜVYZ abcçdefghijklmnoöprşştuüvyz 0123456789 !*"/)_%:@&
Poppins Regular	ABCÇDEFGHIJKLMNOPÖPRSŞTUÜVYZ abcçdefghijklmnoöprşştuüvyz 0123456789 !*"/)_%:@&
Poppins Medium	ABCÇDEFGHIJKLMNOPÖPRSŞTUÜVYZ abcçdefghijklmnoöprşştuüvyz 0123456789 !*"/)_%:@&
Poppins SemiBold	ABCÇDEFGHIJKLMNOPÖPRSŞTUÜVYZ abcçdefghijklmnoöprşştuüvyz 0123456789 !*"/)_%:@&
Poppins Bold	ABCÇDEFGHIJKLMNOPÖPRSŞTUÜVYZ abcçdefghijklmnoöprşştuüvyz 0123456789 !*"/)_%:@&
Poppins ExtraBold	ABCÇDEFGHIJKLMNOPÖPRSŞTUÜVYZ abcçdefghijklmnoöprşştuüvyz 0123456789 !*"/)_%:@&
Poppins Black	ABCÇDEFGHIJKLMNOPÖPRSŞTUÜVYZ abcçdefghijklmnoöprşştuüvyz 0123456789 !*"/)_%:@&

# 4

**Printed Documents**

## Business Card

Design standards for Netlog Logistics business card applications should be as in the example below.

**Front**  
8,5x5,5xm



**Back**  
8,5x5,5xm



## Letterhead

Design standards for Netlog Logistics letterhead applications should be as in the example below.

21x29,7cm



**NETLOG**  
LOGISTICS

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## Business Envelope

Design standards for Netlog Logistics Business Envelope applications should be as in the example below.



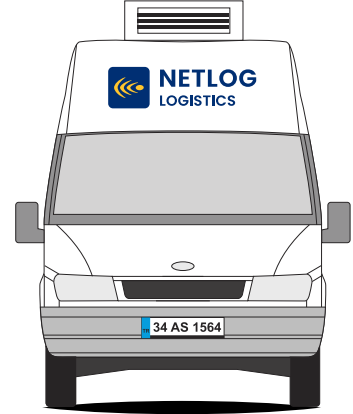
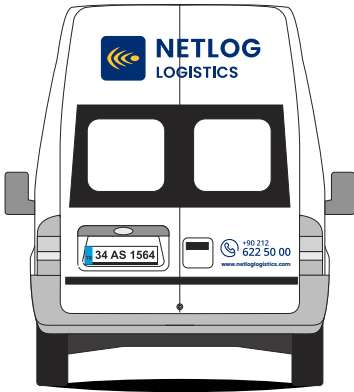
## A4 Large Envelope

The A4 envelope applications the Netlog Logistics should be as in the example. Please note that sizes shown below may not be altered.



## On-vehicle Advertising

The standd logotaype use for box-body passenger vehicles is given below.



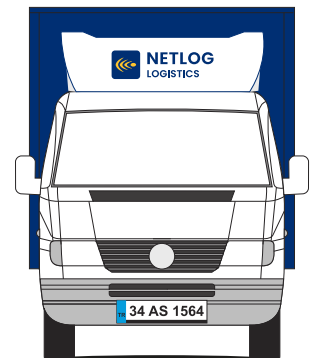
## On-vehicle Advertising

The standd logotaype use for box-body trucks is given below.



## On-vehicle Advertising

The standard logotype use for box-body van is given below.



## On-vehicle Advertising

The standard logotype use for box-body lorry is given below.

