



YEŞİM

— EST 1956 —

CORPORATE IDENTITY GUIDE

2023



## STORY

**YEŞİM GROUP** has maintained its strong presence on the market since the day it was founded, and can thus be considered like a tree that people can lean on and trust, and this led us to create a logo around the letter “Y”, depicted as a large tree rooted in our visual world. We have supported this strong image with appropriate frames and fonts, and completed it with a star to represent our valuable employees as the writers of the success story of Yeşim Group since its foundation and who have added value to Yeşim Group with their efforts. We used different colors in our logo to reflect our sectoral experience, our strong stance based on the past and our modern vision, with blue being used in our logo to reflect our professional experience in the sector. In addition to this calm and corporate color, we also chose orange to reflect both our dynamic structure and the vision that capture the era but also to highlight the star element.



The color of **YEŞİM** logo,  
Selected as Pantone 871 C and 100% Black. Colors should always be used by referring to Pantone.  
In addition, codes such as RGB/CMYK are valid in cases where pantone codes are not used.

COLOR CODES

<b>PANTONE 7686 C</b>	<b>CMYK</b> <b>C 100 - M 73 - Y 0 - K 10</b>	<b>RGB</b> <b>R 29 - G 79 - B 125</b>
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<b>PANTONE 715 C</b>	<b>CMYK</b> <b>C 0 - M 54 - Y 94 - K 0</b>	<b>RGB</b> <b>R 248 - G 141 - B 43</b>
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**YEŞİM** logo should be used in its own colors on white and light backgrounds. The following color applications should be taken into consideration on black and dark backgrounds. On mixed and patterned backgrounds, only male/female use should be made, depending on the tone.

ON ORIGINAL / BLACK / WHITE

ORIGINAL COLOR



USAGE ON BLACK BACKGROUND



USAGE ON WHITE BACKGROUND



**YEŞİM** logo should be used in its own colors on white and light backgrounds.  
The following color applications should be taken into consideration on black and dark backgrounds.

ON LIGHT / DARK

USAGE ON DARK BACKGROUND



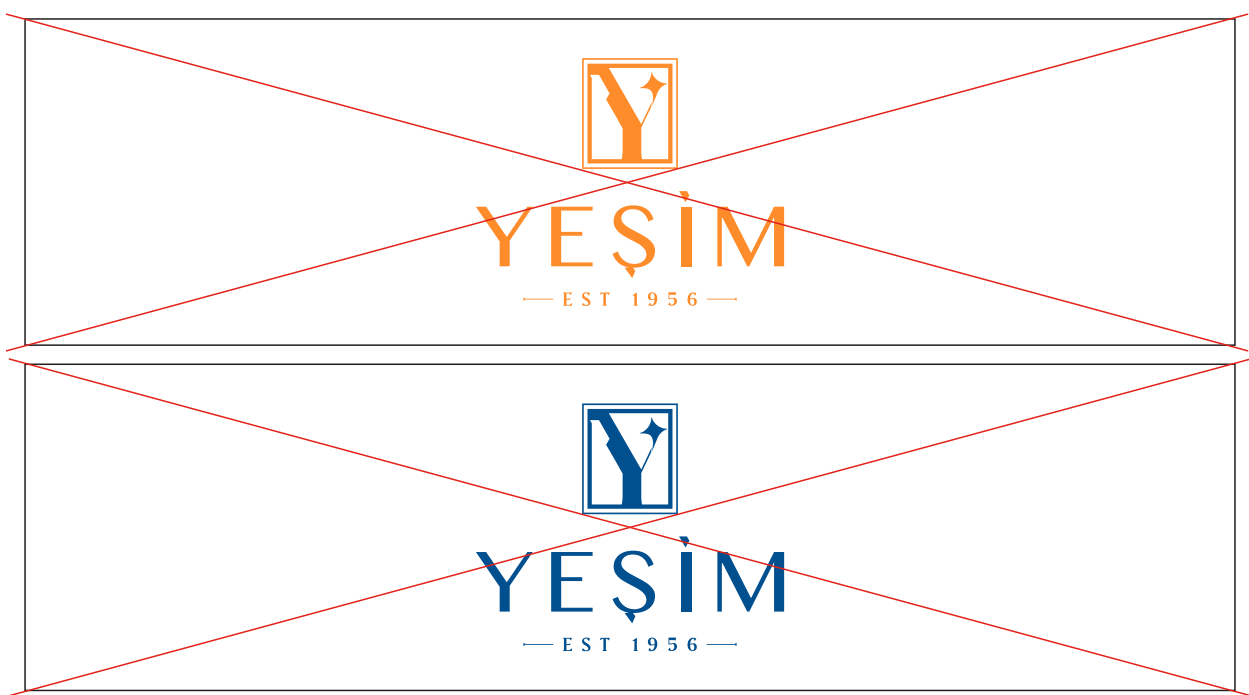
USAGE ON LIGHT BACKGROUND



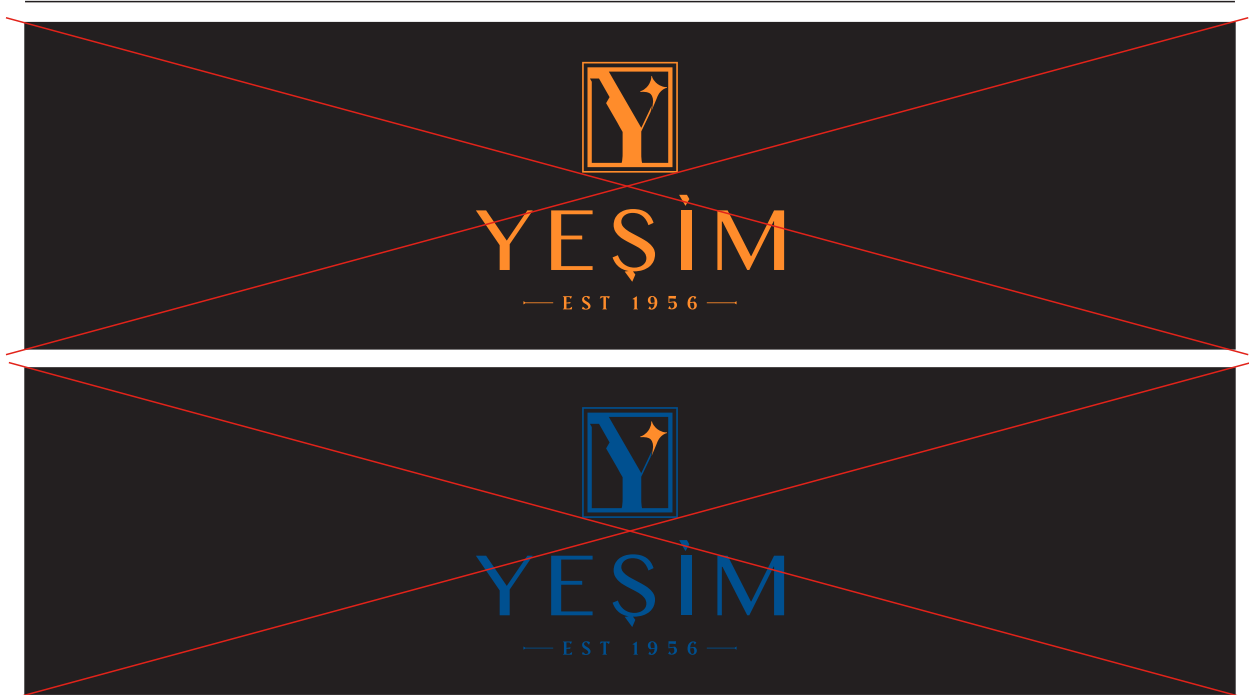
**YEŞİM** logo cannot be used other than the features specified in the Logo Usage Guide.  
No color application can be made.

INCORRECT COLOR USAGE

ON WHITE AND LIGHT BACKGROUNDS



ON BLACK BACKGROUND



**YEŞİM** logo cannot be used or deformed other than as shown in the Logo Usage Guide.  
No color application can be made.

HORIZONTAL AND VERTICAL USAGES



**YEŞİM**  
— EST 1956 —





**YEŞİM** logo cannot be used or deformed other than as shown in the Logo Usage Guide.  
No color application can be made.

INCORRECT USAGE PATTERNS



YEŞİM  
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YEŞİM  
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YEŞİM  
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**YEŞİM** logo fonts are listed below. TT Norms family and Poppins family will be used as auxiliary fonts for use in corporate materials. Calibri will be used in e-mail correspondence and digital documents.

SINHALA MN MAIN FONT / AMAGRO SECOND FONT / TT NORMS / CALIBRI / POPPINS

# Sinhala MN Main

## AMAGRO SECOND

## TT Norms

## Poppins

## Calibri

# CORPORATE DOCUMENTS

**YEŞİM** letterhead is as follows. Font sizes and spacing balances should be preserved as they are. It was worked on by reducing it proportionally.



ALMAXTEX TEKSTİL

A KARAPINAR MAH. ANKARA YOLU CAD. NO: 900 16300 YILDIRIM BURSA T +90 224 280 8600  
www.yesim.com

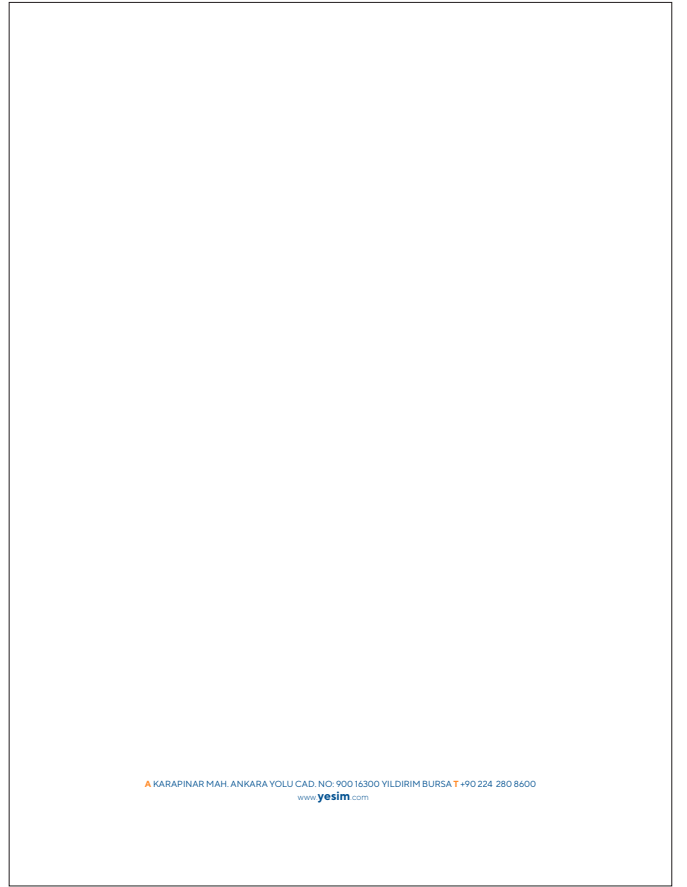
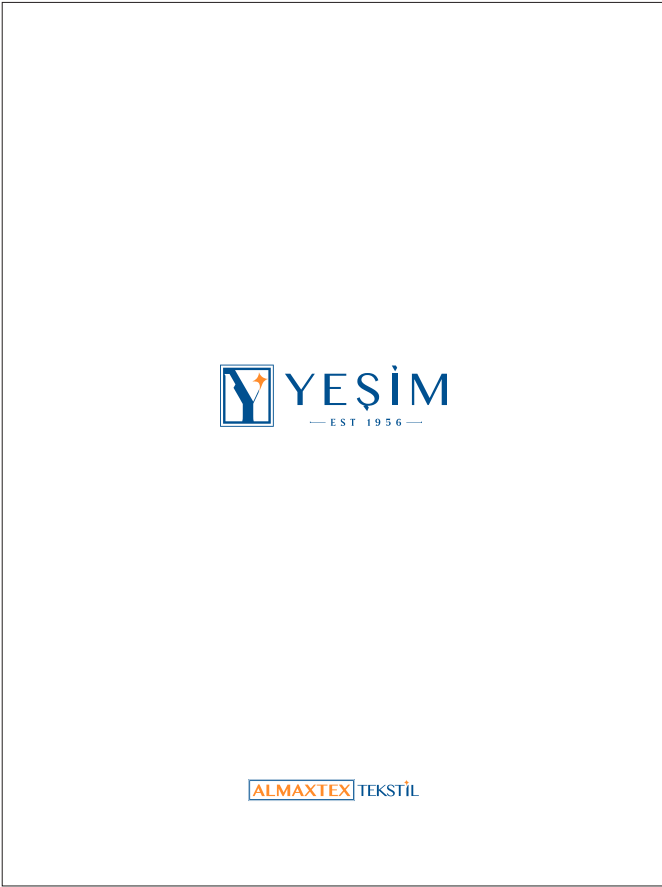
**YEŞİM** company envelope work is as follows. Logo and content placements should be preserved as they are.



A KARAPINAR MAH. ANKARA YOLU CAD.  
NO: 900 16300 YILDIRIM BURSA  
T+90 224 280 8600  
www.yesim.com



**YEŞİM** pocket envelope work is as follows. Logo and content placements should be preserved as they are.



**YEŞİM** business card work is as follows. Logo and content placements should be preserved as is. Right and left gap balances are adjusted over 5mm. It is the same size. The font to be used for corporate documents has been determined as **TT Norms**. This font can be used in all printed works. QR code business card work is also used as follows.



**YEŞİM** e-mail signature is as follows.



**YEŞİM**  
— EST 1956 —

**NAME LASTNAME**

**Title**

+90 224 280 86 00 / \*\*\*

[www.yesim.com](http://www.yesim.com)

Karapınar Mah. Ankara Yolu Cad. No:900 16300 Yıldırım BURSA

**ALMAXTEX** TEKSTİL



**YEŞİM** work permit certificate is as follows. Font sizes and spacing balances should be preserved as they are. It was worked on by reducing it proportionally.

  
**YEŞİM**  
— EST 1956 —

**ALMAXTEX** TEKSTİL

**İZİN  
BELGESİ**

**FB. SICIL NO** \_\_\_\_\_

**ADI SOYADI** \_\_\_\_\_

**ÇALIŞTIĞI BÖLÜM** \_\_\_\_\_

**İMZA** \_\_\_\_\_

**İZİN ÇIKIŞ TARİHİ** \_\_\_\_\_ **SAAT** \_\_\_\_\_

**İZİN DÖNÜŞ TARİHİ** \_\_\_\_\_ **SAAT** \_\_\_\_\_

**İZİN NEDENİ** \_\_\_\_\_

**GÜNÜ** \_\_\_\_\_

**BÖLÜM ŞEFİ**

\_\_\_\_\_

**BÖLÜM MÜDÜRÜ**

\_\_\_\_\_

**PERSONEL MÜDÜRÜ**

\_\_\_\_\_

**PUANTÖR**



\_\_\_\_\_



**YEŞİM** corporate file work is as follows. Logo and content placements should be preserved as is.



**YEŞİM** invoice work is as follows. Logo and content placements should be preserved as is. It was worked on by reducing it proportionally.

ALMAXTEX TEKSTİL SANAYİ VE TİCARET ANONİM ŞİRKETİ Karapınar Mahallesi Ankarayolu Cad. No: 900 16300 Yıldırım/ Bursa																				
 																				
SAYIN																				
<table border="1"> <tr><td>Özelleştirme No:</td><td></td></tr> <tr><td>Senaryo:</td><td></td></tr> <tr><td>Fatura Tipi:</td><td></td></tr> <tr><td>Fatura No:</td><td></td></tr> <tr><td>Fatura Tarihi:</td><td></td></tr> </table>											Özelleştirme No:		Senaryo:		Fatura Tipi:		Fatura No:		Fatura Tarihi:	
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YEŞİM personnel card work is as follows.



YEŞİM bag work is as follows.



**YEŞİM** certificate work is as follows.



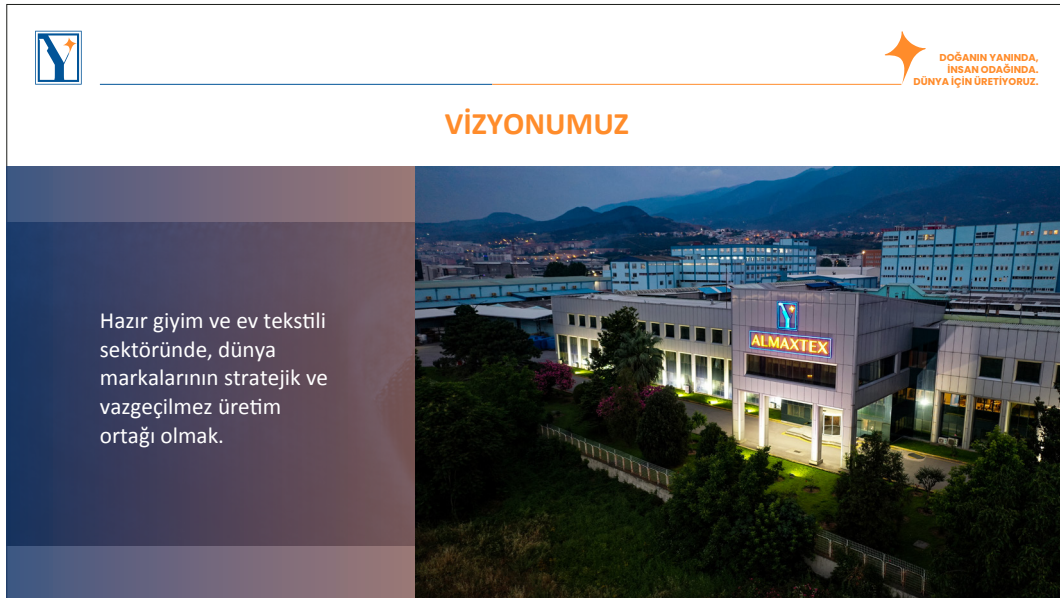


**YEŞİM** presentation cover and inner page work is as follows. 1920x1080 dimensions have been reduced proportionally.

#### KAPAK



#### İÇ SAYFA



**YEŞİM** social media post and cover usages are as follows.

PROFİL FOTOĞRAFLARI



IG POST



IG POST



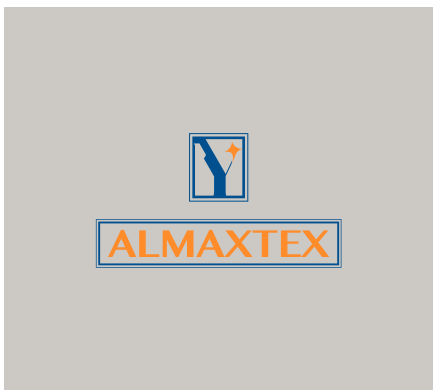
IG POST



TWITTER / YOUTUBE / FACEBOOK / LINKEDIN KAPAK

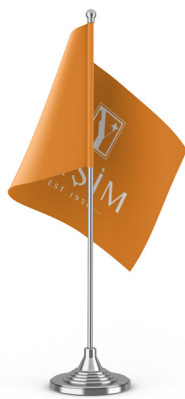


**YEŞİM** staff uniforms work and logo color usage according to fabric colors are as follows. It was worked on by reducing it proportionally.





**YEŞİM** flags work is as follows. Colors and logo usage should be preserved as they are. There are no flag colors other than blue, orange and white. The original color and logo are used on white flags, and the white logo is used on blue and orange flags.



**YEŞİM** flags work is as follows. Colors and logo usage should be preserved as they are. There are no flag colors other than blue, orange and white. The original color and logo are used on white flags, and the white logo is used on blue and orange flags.

