brand identity guide

what is corporate identity?

Corporate identity is the whole of the elements that a firm employs to make a visual statement about itself and to communicate its business philosophy.

These elements consist of the behaviors of the employees within the organization, the forms of communication of the organization, philosophy, and corporate visual designs. Corporate identity covers the topics of the corporate image formed on the basis of employees, target groups and the effect on the public, including the prestige, perception, position based on competitors, and recognition of the organization in question. At this point, it is very important that the identity of the firm, which is a multidimensional issue, is formed correctly.

A corporate identity will distinguish the company from other companies in its area of activity and emphasize its pioneering and distinctness.
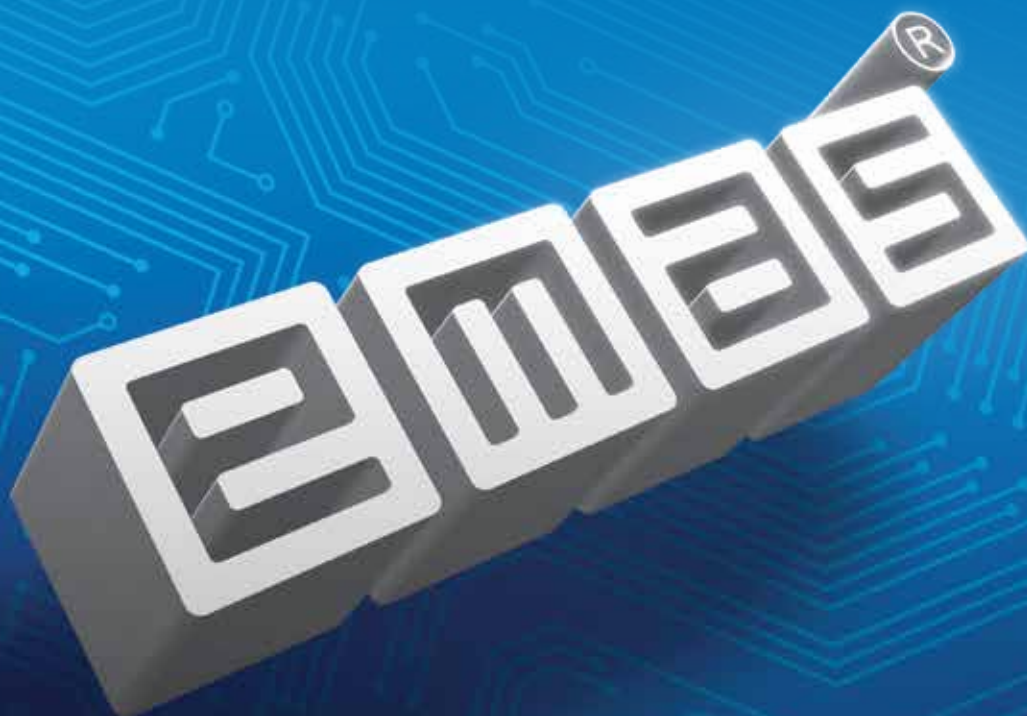
what does corporate identity include?

" It ensures that the corporate identity is properly perceived. "

Corporate identity; provides information about its philosophy, who it is, what it does and how it does it. If this information is prepared in the light of this information, it sets the standards for the preservation of visual integrity.

The scope of the corporate identity guide covers a very wide range from exterior design to business cards. The standardization and implementation of the rules in this spectrum is of vital importance for the identity of the firm and therefore for the image of the firm. It ensures that the corporate identity is properly perceived.

by who and how is corporate identity implemented?

" The success of the work depends on compliance with the rules outlined in the corporate identity guide. "

Corporate identity work includes owners and managers, organizations representing that business (affiliated companies, branches, representative offices, etc.) and all of the employees. The success of the work depends on compliance with the rules outlined in the corporate identity guide.

Any employee who has absorbed the corporate philosophy and corporate culture bring a natural harmony with the corporate identity guide in all activities of the company.

compliance check of corporate identity

This responsibility is the responsibility of the entire organization. The Corporate Identity Guide contains all identity information. If there is a contradiction in use, relevant departments will be referred to.

quality of "emas"

Quality for EMAS is defined as the quality of the product, quality of the firm and quality of the employee.

Product Quality means that our products fully meet the needs and expectations of our customers in today's competitive conditions.

Company Quality is able to make its customers and all its employees feel quality at all stages, starting from the entrance of the company. Employees who are happy to work in the company, customers who trust the service and products of the company and the fact that EMAS brand gaining recognition in the world also show this.

Employee Quality is provided by the presence of people who follow company rules, who always try to do their job well, evaluate every opportunity for improvement, and embrace the company.

In general terms, the EMAS Quality and Environment Policy can be summarized as follows.

• To be able to compete with global brands in the production of electronic-electro technical-automotive products, to make EMAS a world brand.

• To increase our production, sales and production potential without compromising the quality by giving particular importance to customer's satisfaction with a professional staff.

• To comply with international standards

• To develop quality awareness in all company employees and ensure that the next process is perceived like a customer

• Keep the motivation of the employees at the highest level and ensure that the rules of occupational safety are strictly followed;

• To create a working environment based on solidarity and trust by increasing the efficiency and creativity of employees by enabling them to constantly improve

• To ensure that the customer can obtain the product on time and according to the market prices, to increase customer satisfaction

• Adopting QMS and EMS in accordance with international regulations, statutes, laws, and agreements and continuously improving its effectiveness, preventing pollution by providing waste reduction, recovery and disposal
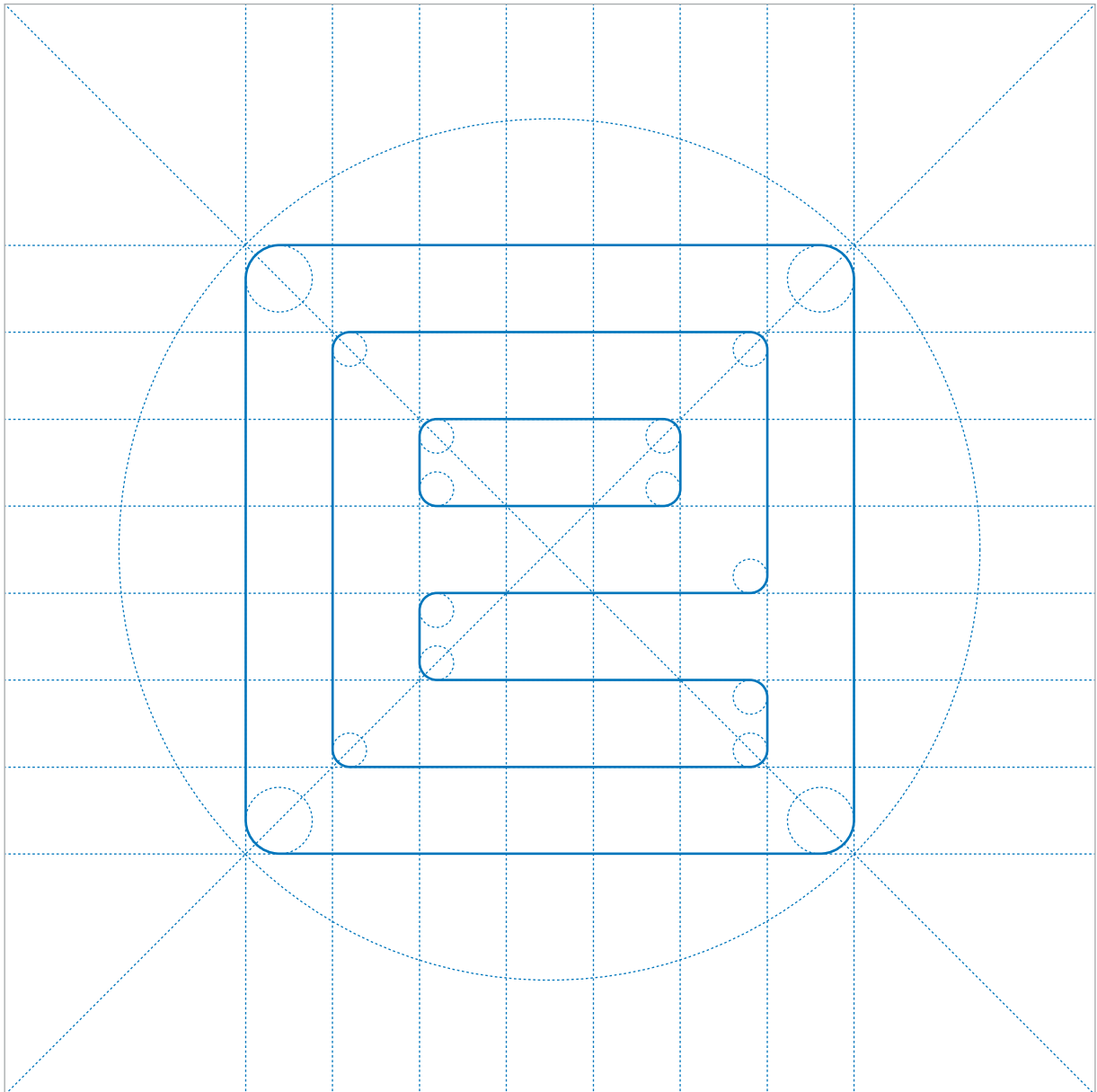
emas®
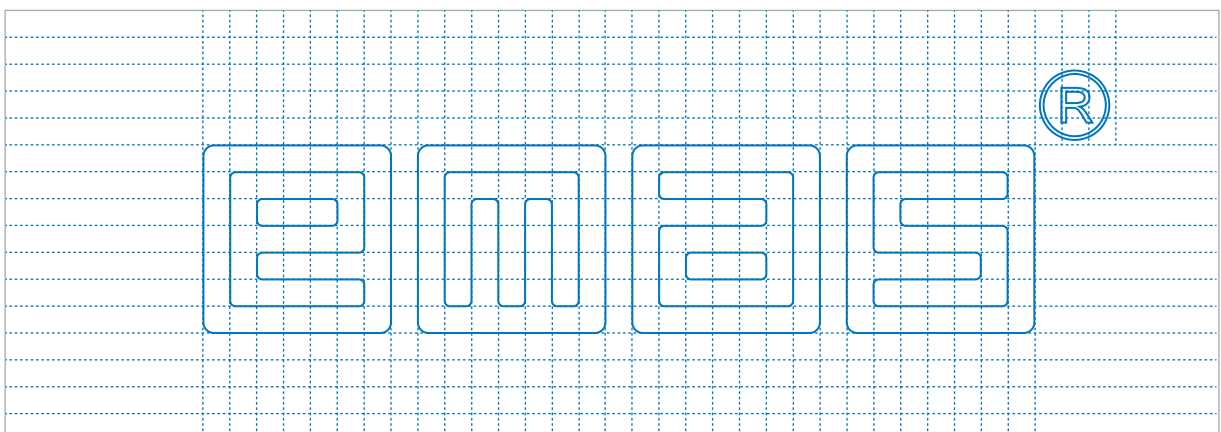
logo

emas ®

emas ®

The EMAS logo is the most important element of corporate identity.

The logo, representing EMAS, emphasizes the modern and dynamic structure of the company. The blue color symbolizes the eternal quality journey of the company and stresses the libertarian structure of the institution. In addition, the small letters that make up the logo symbolize the equalitarian structure that the institution has established with everyone.

The EMAS logos are designed and prepared with perfect balance and scaling. The distances, corner bending's and thicknesses of all the elements that make up the logo are meticulously calculated and in case it needs to be redrafted particular attention to this scaling is given.

It is very
important to
protect the
distances of these
logo-forming
elements from
each other.

The logo cannot
be used except for
these scales.

=

=
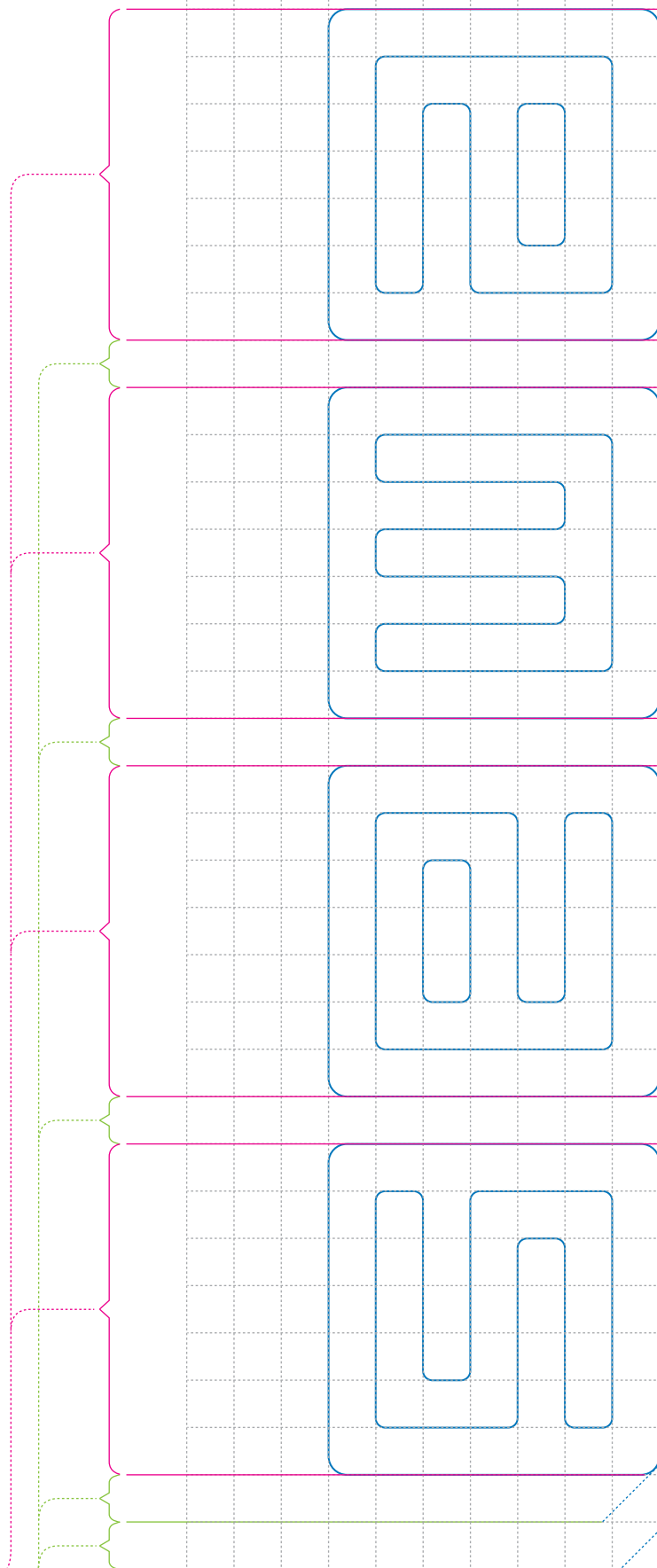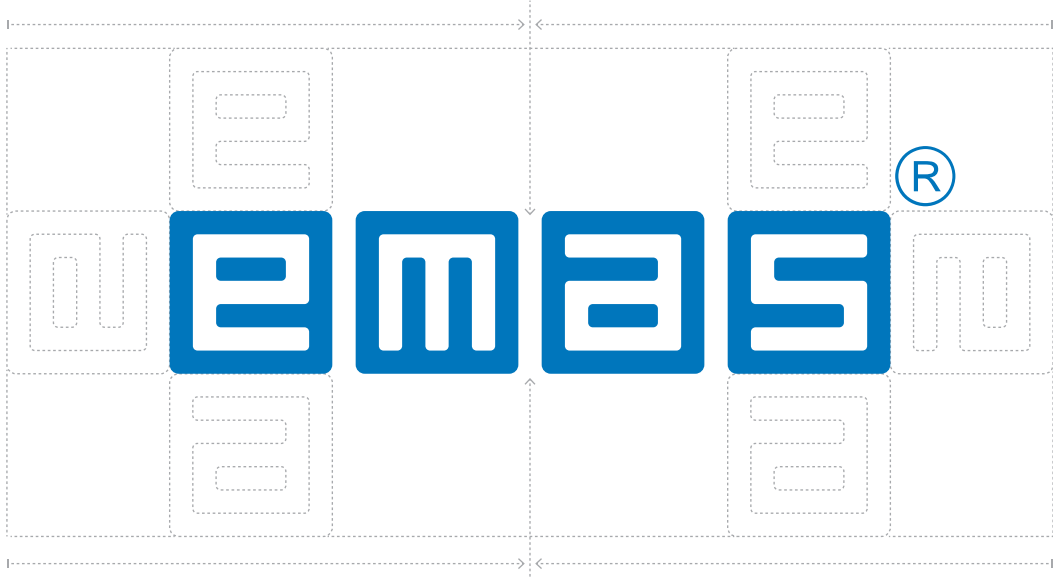
In cases where the logo is used freely, the area to be left around the logo should be as shown above.

The area to be left can easily be calculated based on the size of one of the boxes that make up the logo.

When the logo is centered on an area, auto-center should not be used. Due to the symbol "®", the logo should be centered on an area, based on the distance between "m" and "a".

There are some dimensional differences in the usage of the EMAS logos within the corporate letterheads. Maximum care must be given to the spaces to be left at the dimensions indicated below. The protection of these areas is crucial to the integrity of the corporate identity.

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x

$x/2$

$1.5x$

$1x$
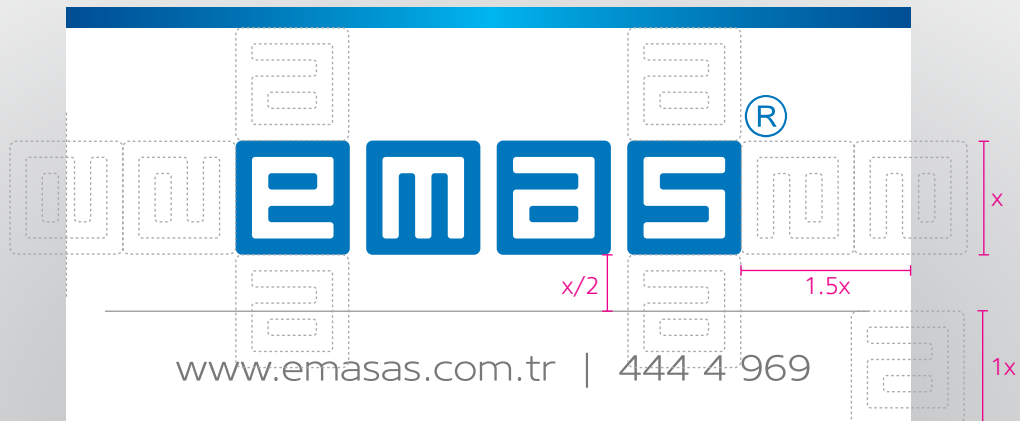
EMAS®

The EMAS logo consists of a single color. A logo cannot be colored except for the following color values.

Pantone
Pantone 3005C

One surface color scheme. It is often referred to as spot color. Also called extra color in print media.

CMYK
C100
M50
Y0
K0

Also called four color process in print media. It is obtained by mixing the four colors (Cyan, Magenta, Yellow, Black) used in printing.

RGB
R0
G114
B188
#0072bc

The screen color scheme. The colors we see on monitors and TVs are RGB colors. It is obtained by mixing three colors (Red, Green, Blue). It certainly cannot be used in print media.

%100

| %100 | %90 | %80 | %70 | %60 | %50 | %40 | %30 | %20 | %10 |
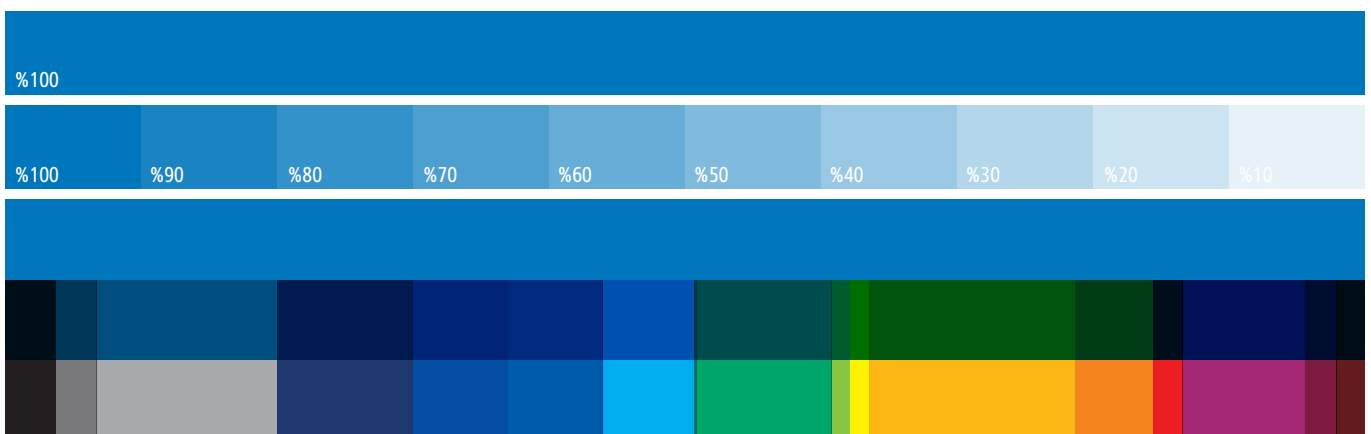
EMAS Elektroteknik Makina San. and Tic. Inc. is one of the companies in the EMAS Group.

In the years that EMAS was founded, it used the EMAS GROUP logo as a part of its logo. The logo with very high awareness was continued to be used in the EMAS Group logos, but its use with EMAS was terminated.

For this reason, this emblem and the EMAS logo should not be used side by side or adjacent.

In cases where the EMAS Group logo can be used in various areas, attention should be paid to the dimensions and details specified in this manual.

In color use

The main rule to be aware of when using logo is that logo should be easily detected. It is important that the color to be applied on application area is as white as it can be or as blue as possible.

As you can see in the example above, when the background color is selected as white and lighter tones, the logo should be used in its own color, and when darker backgrounds are selected the white one should be used. Since alternatives are unlimited at this stage, applications should be made to allow the logo to be perceived easily.

| %0 | %10 | %20 | %30 | %40 | %50 | %60 | %70 | %80 | %90 | %100 |

For example, in the case where the background color is EMAS corporate blue, the logo is required to be used in white, with approximately 50% intensity of use of the color.

In single color use

| %0 | %10 | %20 | %30 | %40 | %50 | %60 | %70 | %80 | %90 | %100 |

Incorrect application examples related to the logo are available on this page. However, wrong uses are not limited to these. Any application that may disrupt the form of the logo and may be contrary to corporate identity should be avoided.

The color of the logo should never be changed.

The aspect ratio of the logo should never be changed.

Shadow effects should never be applied to the logo.

The logo should never be given a contour.

A white logo should not be used on dark backgrounds.

No logo (color transition) should be applied to the logo.

The logo should never be woven into the fabric.

Applications that may distort the form of the logo should not be used.

The inside of the EMAS logo should not be white-filled.

Logo should not be used together with a group emblem.

The logo should not be used without the ® registered mark.

The EMAS logo should not be used in warm color tones. If the use of these tones is mandatory, the logo can be used if placed on a white background.

EMAS corporate identity font is the Core Sans family.

The Core Sans family font should be used in all writing and publishing purposes and correspondences.

Core Sans NR 37 Cn Light
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 15 Thin
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 17 Cn Thin
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 23 Ex ExtraLt
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 25 ExtraLt
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 27 Cn ExtraLt
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 27 Cn ExtraLt
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 33 Ex Light
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 35 Light
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 37 Cn Light
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 43 Ex Regular
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 45 Regular
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 47 Cn Regular
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 53 Ex Medium
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 55 Medium
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 57 Cn Medium
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 63 Ex Bold
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 65 Bold
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 67 Cn Bold
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 73 Ex ExtraBold
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 75 ExtraBold
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 77 Cn ExtraBold
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 83 Ex Heavy
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 85 Heavy
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 87 Cn Heavy
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 93 Ex Black
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 93 Ex Black
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Core Sans NR 93 Ex Black
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

corporate supporting fonts

Apart from the Core Sans font family, the supporting fonts are Exo and Calibri fonts.

Core Sans font is not a font family that comes as standard on all computers. For this reason, the Calibri font family has been selected to be used in private studies, except for publishing purposes.

Calibri Regular
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Calibri Regular Italic
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !"'( ) / % : $?<>;@&«+=-*

Calibri Bold
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Calibri Bold Italic
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Exo font family is a family of fonts that is preferred in private correspondence, in designs where Core Sans family is not suitable and for business card use.

Exo Thin
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Exo Extra Light
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Exo Light
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Exo Regular
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Exo Medium
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Exo DemiBold
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Exo Bold
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Exo ExtraBold
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

Exo Black
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ
abcçdefgğhıijklmnoöprsştuüvwxyz
1234567890 !*"'( ) / % : $?<>;@&«+=-

EMAS®

printed documents

The standard letterhead paper is shown in A4 size. Printing should be on 90 gr, white high-grade paper pulp, A4 size, two colors Pantone.

■ Pantone CoolGray 9C   ■ Pantone 3005C

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EMAS ELEKTROTEKNİK MAKİNA SAN. VE TİC. A.Ş.
İkitelli Organize Sanayi Bölgesi Mah. Atatürk Bulvarı No: 50/A
34490 Başakşehir - İstanbul / Türkiye
T: +9 0212 549 2252 (pbx) F: +9 0212 549 2580
444 4 969 · **www.emasas.com.tr**

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Examples of diplomatic envelopes to be prepared with or without windows are as follows. Should be printed on white high-grade paper pulp, 24x15.5cm diplomatic envelope, using two colors Pantone.

■ Pantone CoolGray 9C   ■ Pantone 3005C

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printed documents / business card

Business cards are one of the most important elements of a corporate identity. Business cards to be prepared should pay attention to the following dimensions.

Business cards will be printed with Pantone two color print, covered with matt cellophane and partial lacquer applied to the specified areas.

■ Pantone CoolGray 9C   ■ Pantone 3005C

1.5x

1.5x

emas ®

İsim SOYİSİM
Örnek İş Tanımı
Örnek İş Tanımı İngilizce

ornekmail@emasas.com.tr

Business card front side print

1x

1x

Emas Elektroteknik Makina San. ve Tic. A.Ş.
İkitelli Organize Sanayi Bölgesi Mah.
Atatürk Bulvarı No: 50/A
34490 Başakşehir - İstanbul / Türkiye

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F: +9 0212 **549 2580**

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EMAS
G R O U P

Business card reverse side print

Business card front lacquer plan

emas ®

Business card knife line
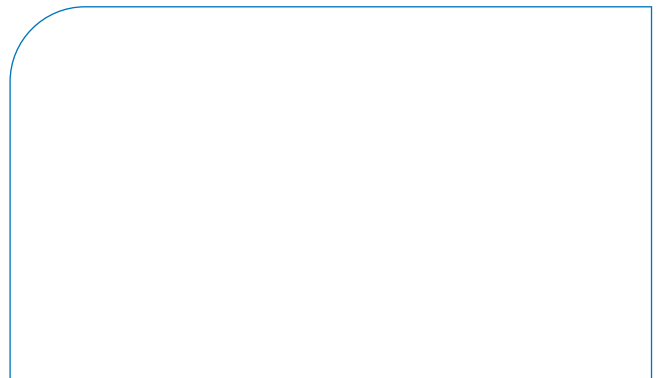
An example of a pouch envelope to be prepared is as follows. Printed on 33x45cm pouch envelope with two color Pantone.

Pantone CoolGray 9C   Pantone 3005C

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T: +9 0212 549 2252 (pbx) F: +9 0212 549 2580
444 4 969 · **www.emasas.com.tr**

EMAS GROUP
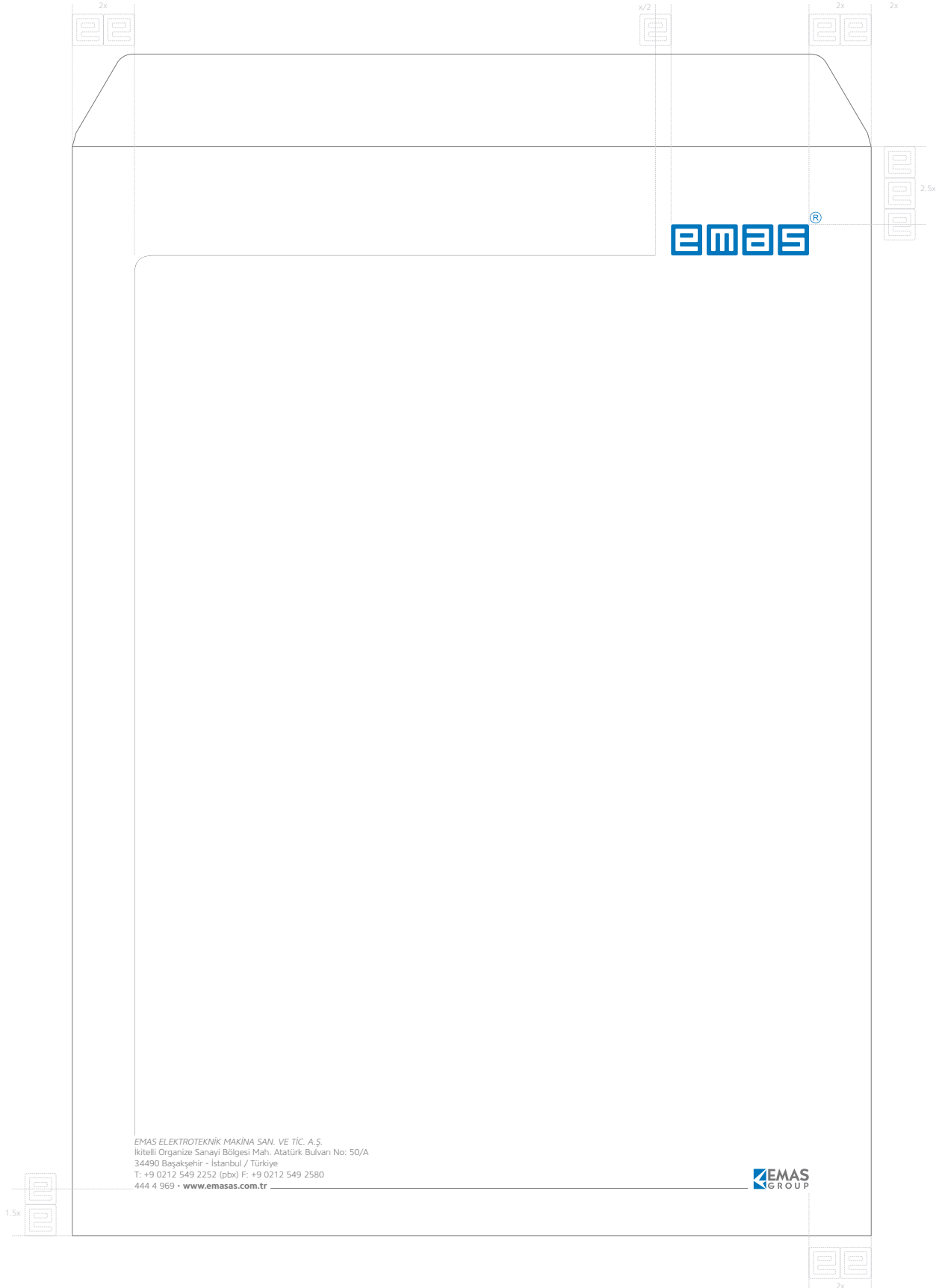
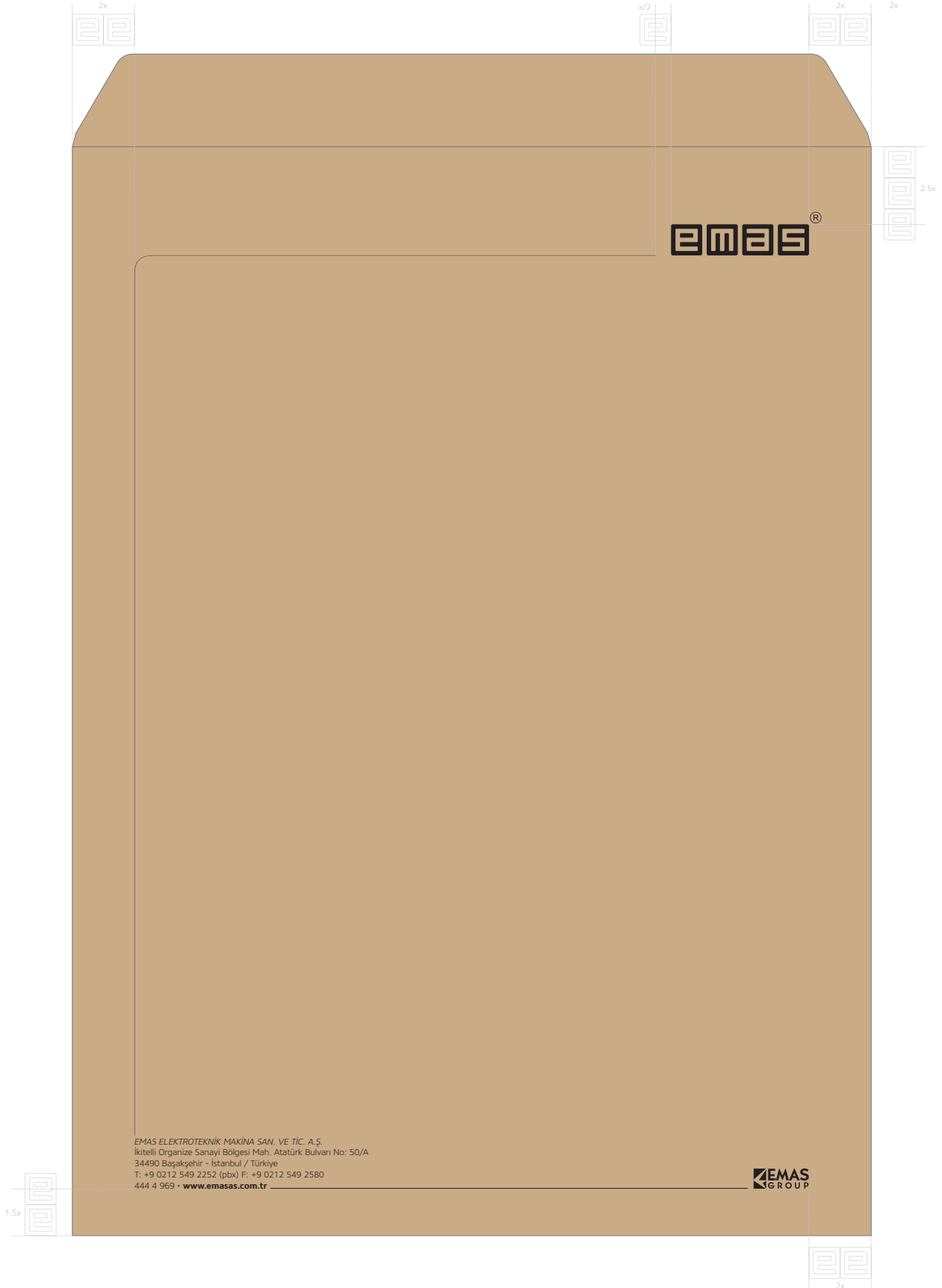An example of a craft pouch envelope to be prepared is as follows. Printed on 33x45cm pouch envelope with single black.

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İkitelli Organize Sanayi Bölgesi Mah. Atatürk Bulvarı No: 50/A
34490 Başakşehir - İstanbul / Türkiye
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EMAS
GROUP

EMAS ELEKTROTEKNİK MAKİNA SANAYİ VE TİCARET A.Ş.

İKİTELLİ OSB MAHALLESİ ATATÜRK BULVARI İ.O.S.B. SİTESİ NO:50/A
34490 BAŞAKŞEHİR/ İSTANBUL
Tel : 0212 549 22 55 **- Fax :** 0212 549 25 80
E-Posta : maliisler@emasas.com.tr
Web Sitesi : www.emasas.com.tr
Vergi Dairesi : MARMARA KURUMLR
VKN : 3330051930
Mersis No : 0333005193000018
TICARETSICILNO : 165331

EMAS ®

SAYIN

e-FATURA

Özelleştirme No :
Senaryo :
Fatura Tipi :
Fatura No :
Fatura Tarihi :

ETTN :

Mal Hizmet	Ürün Kodu	Miktar	Birim Fiyat	İskontolar 1 2 3 4 5	Mal Hizmet Tutarı	Teslim Sarti	Esya Kap Cinsi	Kap No	Kap Adet	Teslim/ Bedel Ödeme Yeri	Gönderilme Sekli	GTIP

Mal Hizmet Toplam Tutarı	
Toplam İskonto	
Navlun Bedeli	
Ara Toplam	
Hesaplanan GERÇEK USÜLDE KATMA DEĞER VERGİSİ(%0.00)	
Vergiler Dahil Toplam Tutar	
Ödenecek Tutar	

Vergi Istisna Muafiyet Sebebi:
Yazı ile yalnız:
Not :
Not :
Not :
Not :
Not :
Not :
Not :
Not :
FATURANIN SON ÖDEME TARİHİ :
BU TARİHİ AŞAN ÖDEMELER İÇİN AYLIK %2 VADE FARKI UYGULANIR.

┌─ BANKA HESAP BİLGİLERİMİZ ─

Yapı Kredi Bankası	İkitelli Org. San. Sb. (818)	**IBAN NO :** TR64 0006 7010 0000 0072 4799 65
Türkiye İş Bankası	İkitelli Tic. Sb. (1384)	**IBAN NO :** TR91 0006 4000 0011 3840 0037 19
Garanti Bankası	İkitelli Org. San. Sb. (373)	**IBAN NO :** TR06 0006 2000 3730 0006 2992 86
Finansbank	İkitelli Org. San. Sb. (865)	**IBAN NO :** TR90 0011 1000 0000 0001 9618 77
Halk Bankası	İkitelli Tic. Sb. (0608)	**IBAN NO :** TR86 0001 2009 6080 0010 1003 97
Vakıfbank	İkitelli Tic. Sb. (0608)	**IBAN NO :** TR55 0001 5001 5800 7301 9184 89

EMAS ELEKTROTEKNİK MAKİNA SANAYİ VE TİCARET A.Ş.

İKİTELLİ OSB MAHALLESİ ATATÜRK BULVARI İ.O.S.B. SİTESİ NO:50/A
34490 BAŞAKŞEHİR/ İSTANBUL
Tel : 0212 549 22 55 - **Fax :** 0212 549 25 80
E-Posta : maliisler@emasas.com.tr
Web Sitesi : www.emasas.com.tr
Vergi Dairesi : MARMARA KURUMLR
VKN : 3330051930
Mersis No : 0333005193000018
TICARETSICILNO : 165331

SAYIN

e-Arşiv Fatura

Özelleştirme No :
Senaryo :
Fatura Tipi :
Fatura No :
Fatura Tarihi :
Düzenleme Tarihi:
Düzenleme Saati:

ETTN :

Mal Hizmet	Ürün Kodu	Miktar	Birim Fiyat	Mal Hizmet Tutarı

Mal Hizmet Toplam Tutarı	
İskonto Düşülmüş Net Tutar	
Hesaplanan GERÇEK USÜLDE KATMA DEĞER VERGİSİ(%18.00)	
Net Tutar	

Yazı ile yalnız:
FATURANIN SON ÖDEME TARİHİ :
BU TARİHİ AŞAN ÖDEMELER İÇİN AYLIK %2 VADE FARKI UYGULANIR.

┌─ BANKA HESAP BİLGİLERİMİZ ─────────────
Yapı Kredi Bankası   **IBAN NO :** TR64 0006 7010 0000 0072 4799 65
Türkiye İş Bankası   **IBAN NO :** TR91 0006 4000 0011 3840 0037 19
Garanti Bankası   **IBAN NO :** TR06 0006 2000 3730 0006 2992 86
Finansbank   **IBAN NO :** TR90 0011 1000 0000 0001 9618 77
Halk Bankası   **IBAN NO :** TR86 0001 2009 6080 0010 1003 97
Vakıfbank   **IBAN NO :** TR55 0001 5001 5800 7301 9184 89

e-Arşiv izni kapsamında elektronik ortamda iletilmiştir.

The letterhead to be used for fax correspondence should be as follows.
90gr high grade paper with single black color printing.

EMAS®

FAKS *FAX*

Gönderilen *To*	:
Gönderen From	:
Şirket Company	:
Faks No Fax Nr	:
Konu Ref	:

Tarih *Date :*

EMAS ELEKTROTEKNİK MAKİNA SAN. VE TİC. A.Ş.
İkitelli Organize Sanayi Bölgesi Mah. Atatürk Bulvarı No: 50/A
34490 Başakşehir - İstanbul / Türkiye
T: +9 0212 549 2252 (pbx) F: +9 0212 549 2580
444 4 969 · **www.emasas.com.tr**

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GROUP

Name tags should be prepared as shown in the examples below. The sizes of the samples shown here are 1:1.

The sample was prepared in sizes 84x52mm to fit in PVC containers of 86x54mm size.

Will be prepared two-sided and printing on four colors.

Personnel ID Cards

EMAS®

PERSONNEL ID CARDS

Name SURNAME
Example Job Description

Blood Type :	
Employee Registration Number :	
Date of Employment :	

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This card belongs to EMAS AŞ. If found, please submit it to the above address.

Visitors Badge

EMAS®

Visitors Badge

0001

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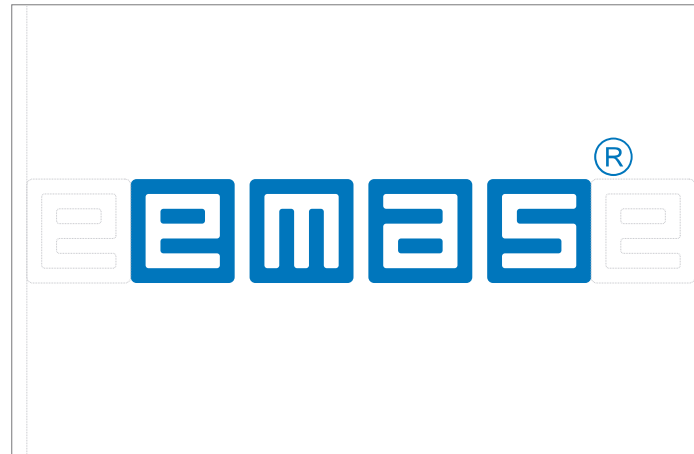This card belongs to EMAS AŞ. If found, please submit it to the above address.

How the EMAS logos should be used on pennants and flags is specified below. For flags, the logo should be at the dimensions specified.

For pennants

For flagpoles

300 cm

100 cm
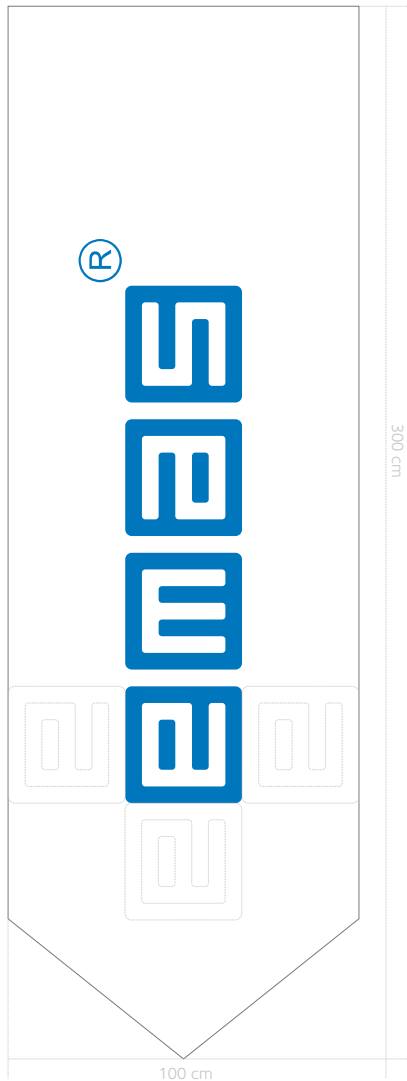
For 4-5 meters flagpole, the flag can be at 70x105 cm
For 5-7 meters flagpole, the flag can be at 100x150 cm
For 7-10 meters flagpole, the flag can be at150x225 cm
For 10-12 meters flagpole, the flag can be at 200x300 cm
For 12-15 meters flagpole, the flag can be at 300x450 cm
For 15-17 meters flagpole, the flag can be at 400x600 cm
For 17-20 meters flagpole, the flag can be at 500x750 cm
For 20-25 meters flagpole, the flag can be at 600x900 cm
For 25-30 meters flagpole, the flag can be at 800x1200 cm

Desk flag

15 cm

22.5 cm
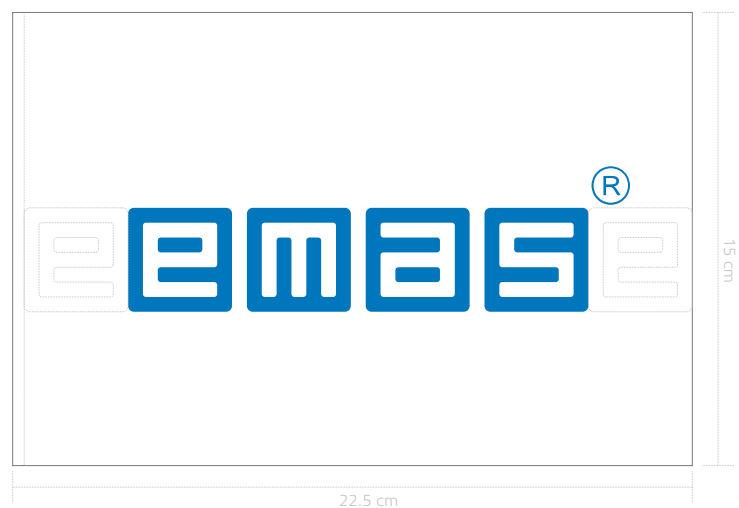
In color newspaper and magazine advertisements to be prepared for EMAS, the logo should be used within the corporate generation as it is below and, in the examples, mentioned on page 9. It is important to protect the dimensions of the corporate identity.

Elektroteknikte zengin çeşitle

zirveyi
hedefliyoruz

46 yıllık birikimle, pek çok sektöre
18 ayrı ürün grubunda çözümler sunan EMAS,
yeniliklerin öncüsü, dünya markalarının
güçlü rakibi olarak, yoluna devam ediyor.

Türkiye'nin yükselen markası

EMAS GROUP

EMAS ®

www.emasas.com.tr | 444 4 969

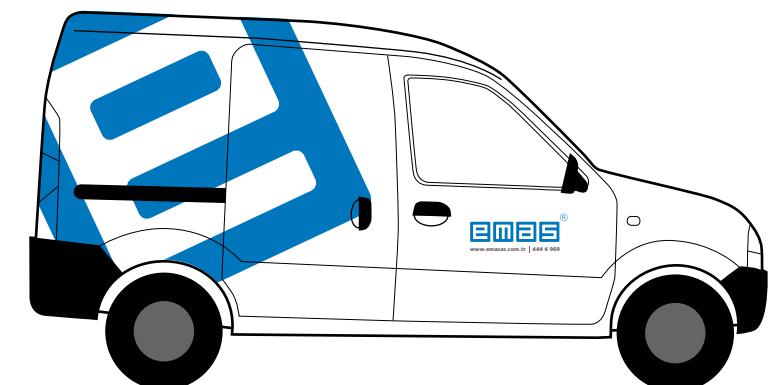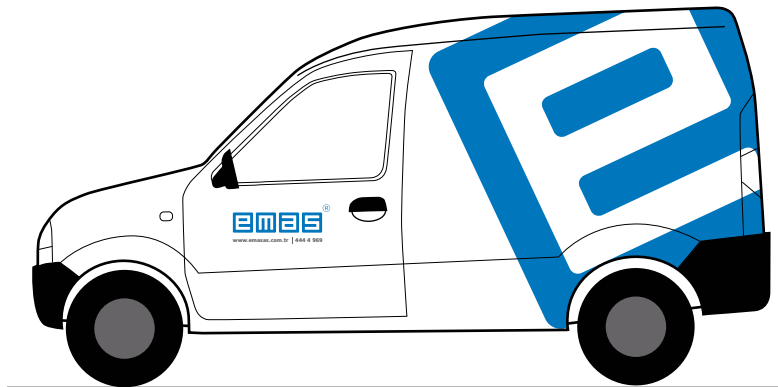The following dimensions should be considered for
the EMAS HR ads.

EMAS ®

Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Vestibulum at mauris et nisi eleifend dapibus vel
vitae mi. Etiam imperdiet congue tellus vitae aliquet.

Lorem ipsum

Nullam porta fringilla arcu ac pretium. Morbi non
erat rutrum, imperdiet sapien non, consectetur nisl.
Etiam aliquam sodales orci, non placerat erat
dapibus vel. Nunc tincidunt, nulla sed malesuada
cursus, lacus lorem rutrum felis, et facilisis felis
ipsum at quam.

EMAS ELEKTROTEKNİK MAKİNA SAN. VE TİC. A.Ş.
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other applications

Attention should be paid to the fact that the color of all kinds of transportation vehicles should be white, except for obligatory cases. The logo is best shown on white and affects awareness.

Regardless of the size of the totems, the application
should be made by paying attention to the safe
areas and dimensions mentioned here.

1x

1x

1x

1x

emas®
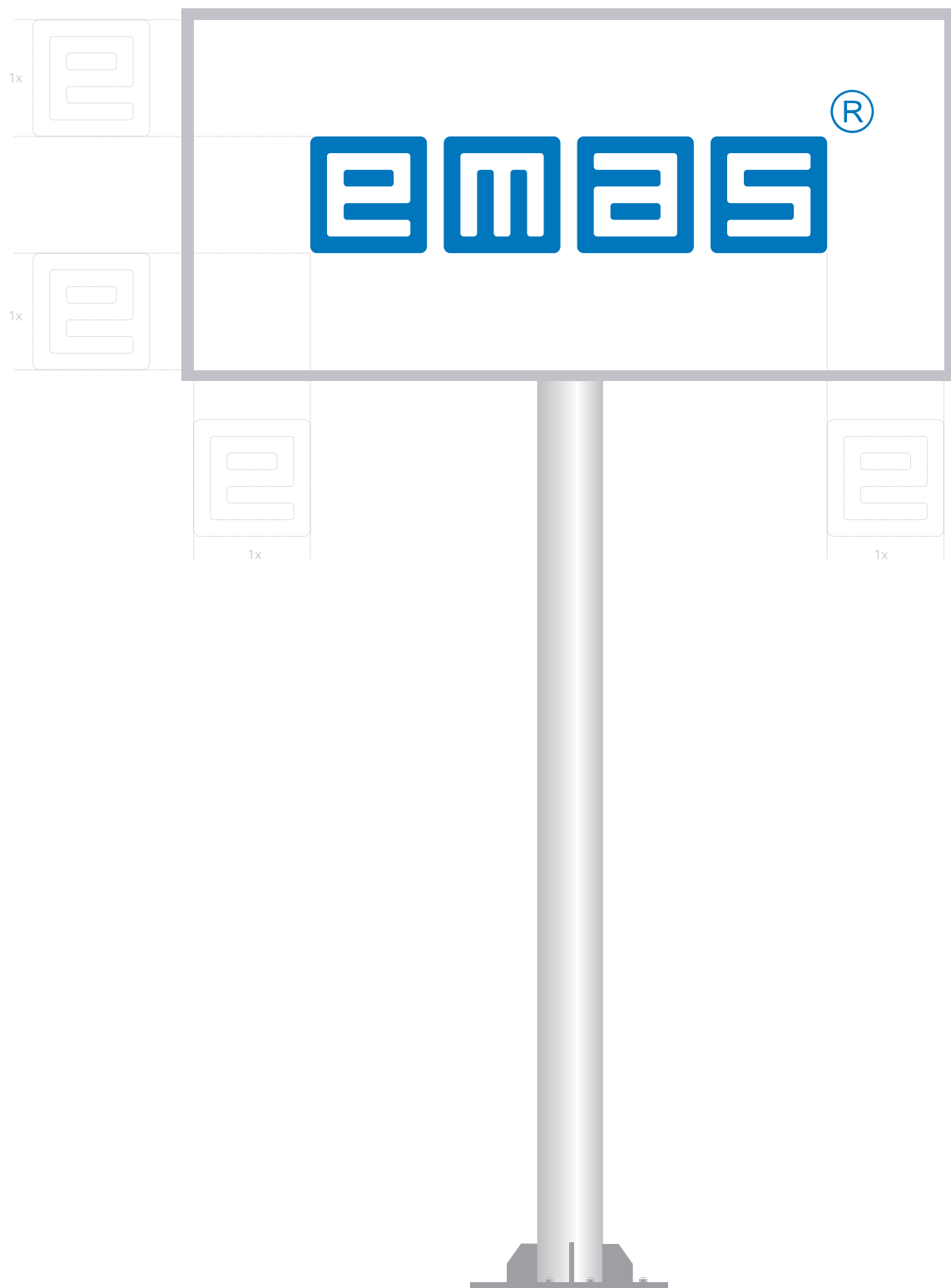
The dimensions to be followed on signage's are
provided below.

modular stands

Sample applications for modular stand applications are given below.

Application where special application cannot be performed.

emas®

Application where special application can be performed

emas®

Stand applications are those that can vary according to many influences. Below shows the use of the logo in the stand area, not the exhibition stand design.

emas®

1969'dan bugüne...

emas®