

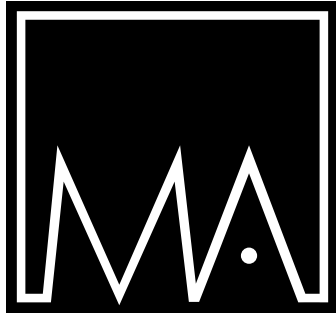


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Murat Aslan Mimarlık
Kurumsal Kimlik Kılavuzu





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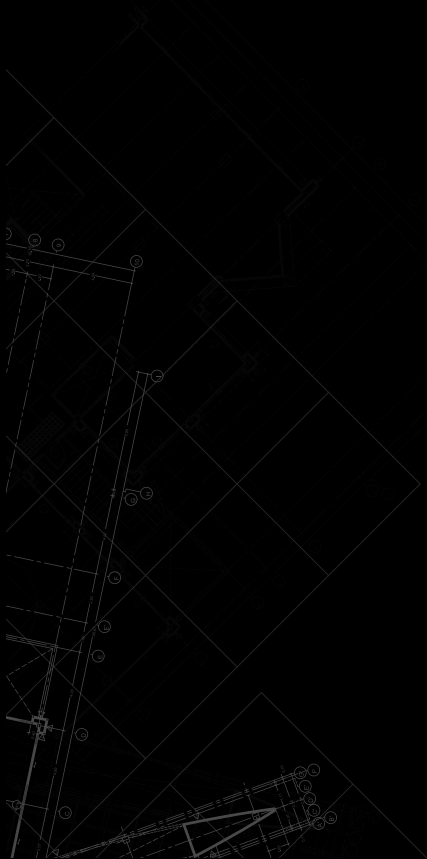
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Kurumsal Kimlik Kılavuzu

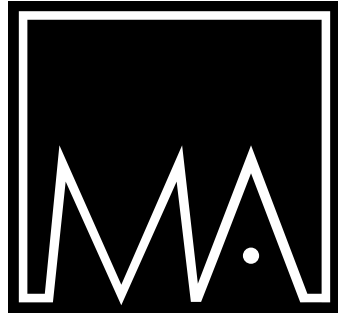
Bölüm 01





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Logotype



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Logo ve Logo Kullanımı



 Doğru



 Doğru



 Yanlış



 Yanlış



 Yanlış



 Yanlış



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✓ Doğru



MİMARLIK
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✓ Doğru



✗ Yanlış



✗ Yanlış

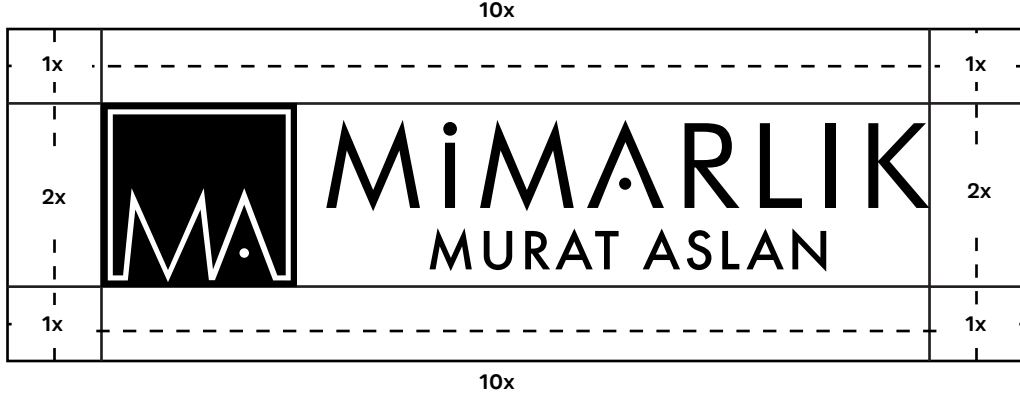


✗ Yanlış

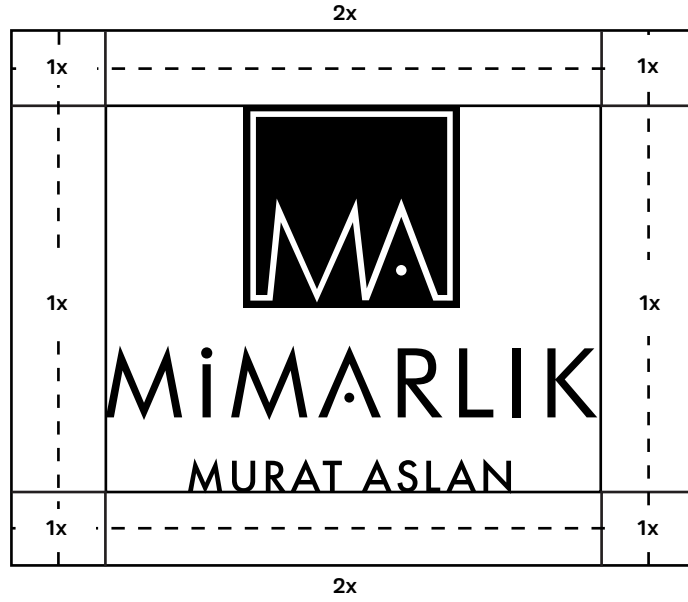


✗ Yanlış

Logotype Oranları ve Güvenlik Alanı



Yatay Kullanım



Dikey Kullanım

Logotype Siyah ve Üzeri Beyaz Kullanımı



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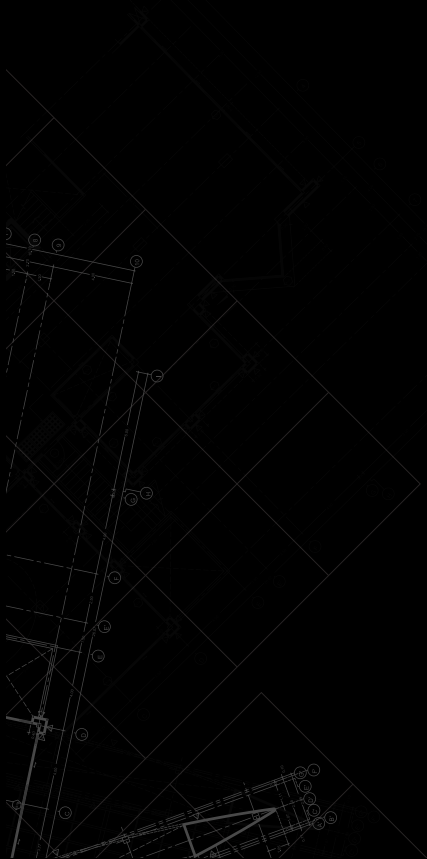
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Bölüm 02





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Renk Paleti



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C=0 M=0 Y=0 K=100

HEX 23 1f 20

RGB 0 0 0

CMYK 0 0 0 100

LAB 12 1 0

GrayScale 100



Tipografi

Amsi Pro Regular

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

Amsi Pro XLight

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

Amsi Pro Light Italic

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

Amsi Pro Light

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

Amsi Pro Light Italic

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

Amsi Pro Regular

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

Amsi Pro Italic

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

Amsi Pro Semi Bold

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

Amsi Pro Semi Bold Italic

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

Amsi Pro Bold

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

Amsi Pro Bold Italic

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

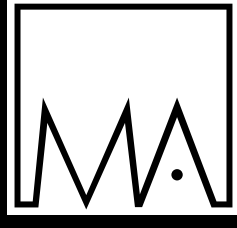
Amsi Black

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z Q W X
1 2 3 4 5 6 7 8 9 0 ! ; : ? , . @ % * () < + > - /

Amsi Pro Black Italic

a b c ç d e f g ħ h i j k l m n o ö p r s ş t u ü v y z q w x
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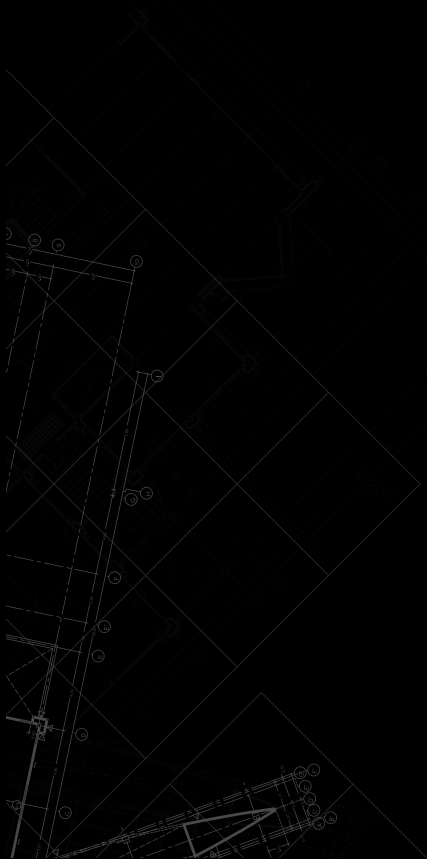




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Bölüm 03





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Kartvizit

ÖN YÜZ
84mm



ARKA YÜZ
84mm



Antetli Form

210mm



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297mm



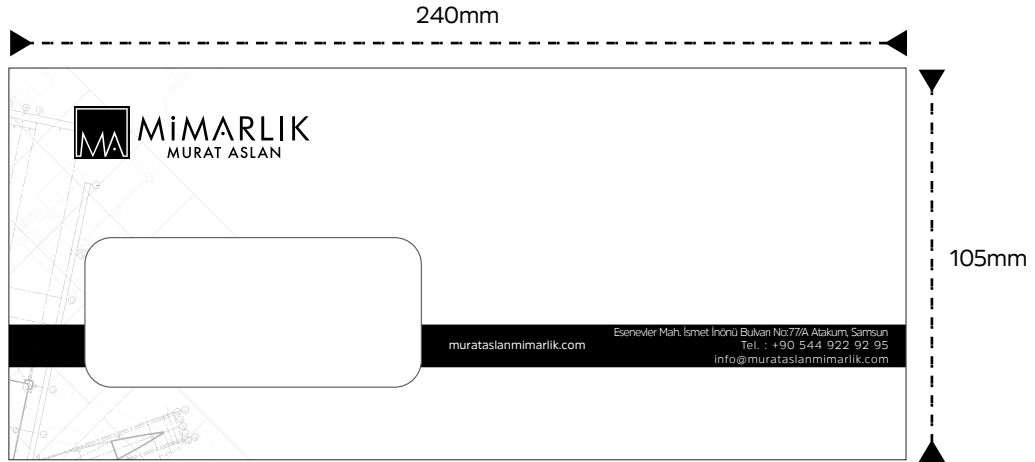
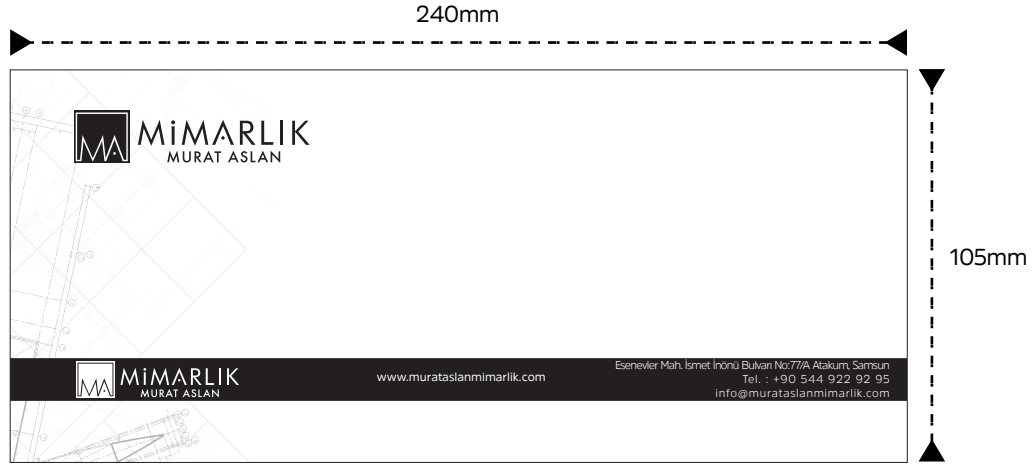
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www.murataslanmimarlik.com

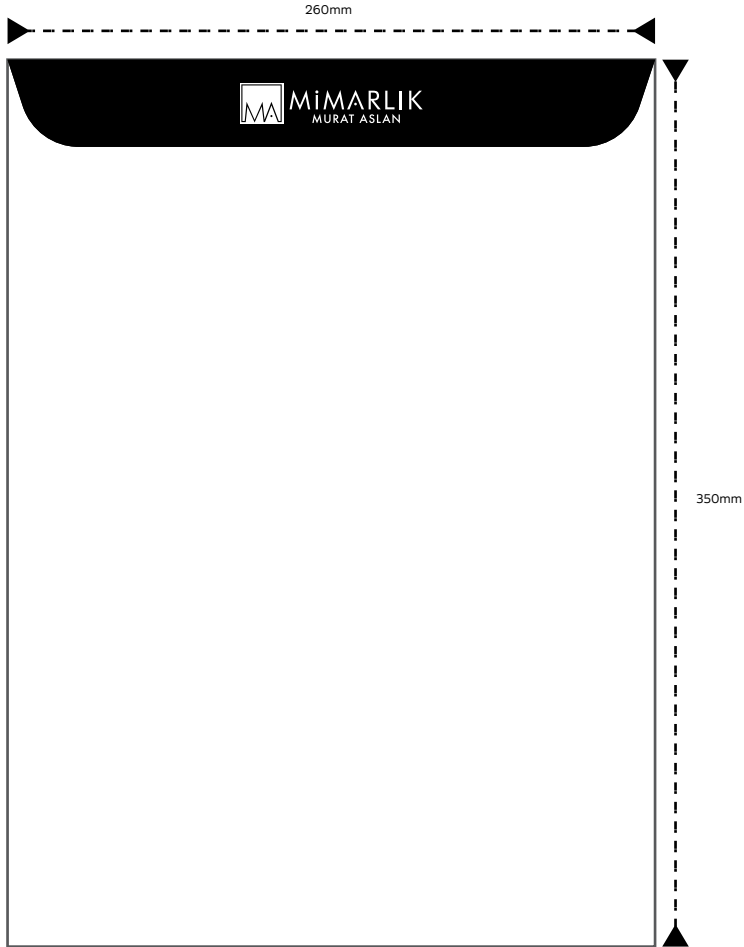
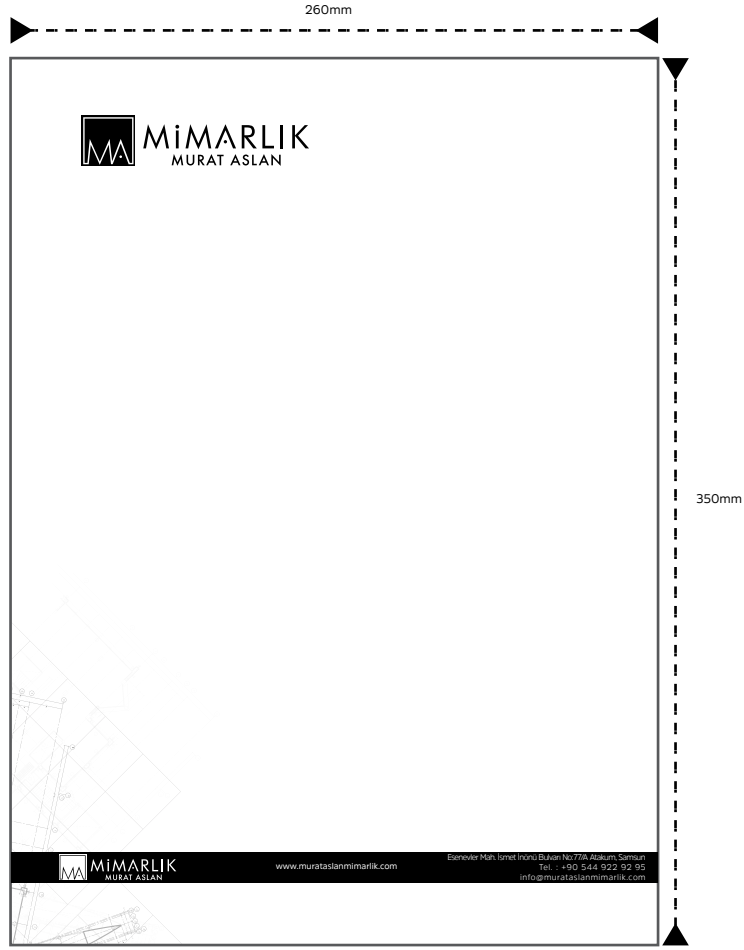
Esenevler Mah. Ismet İnönü Bulvarı No:77/A Atakum, Samsun
Tel. : +90 544 922 92 95
info@murataslanmimarlik.com



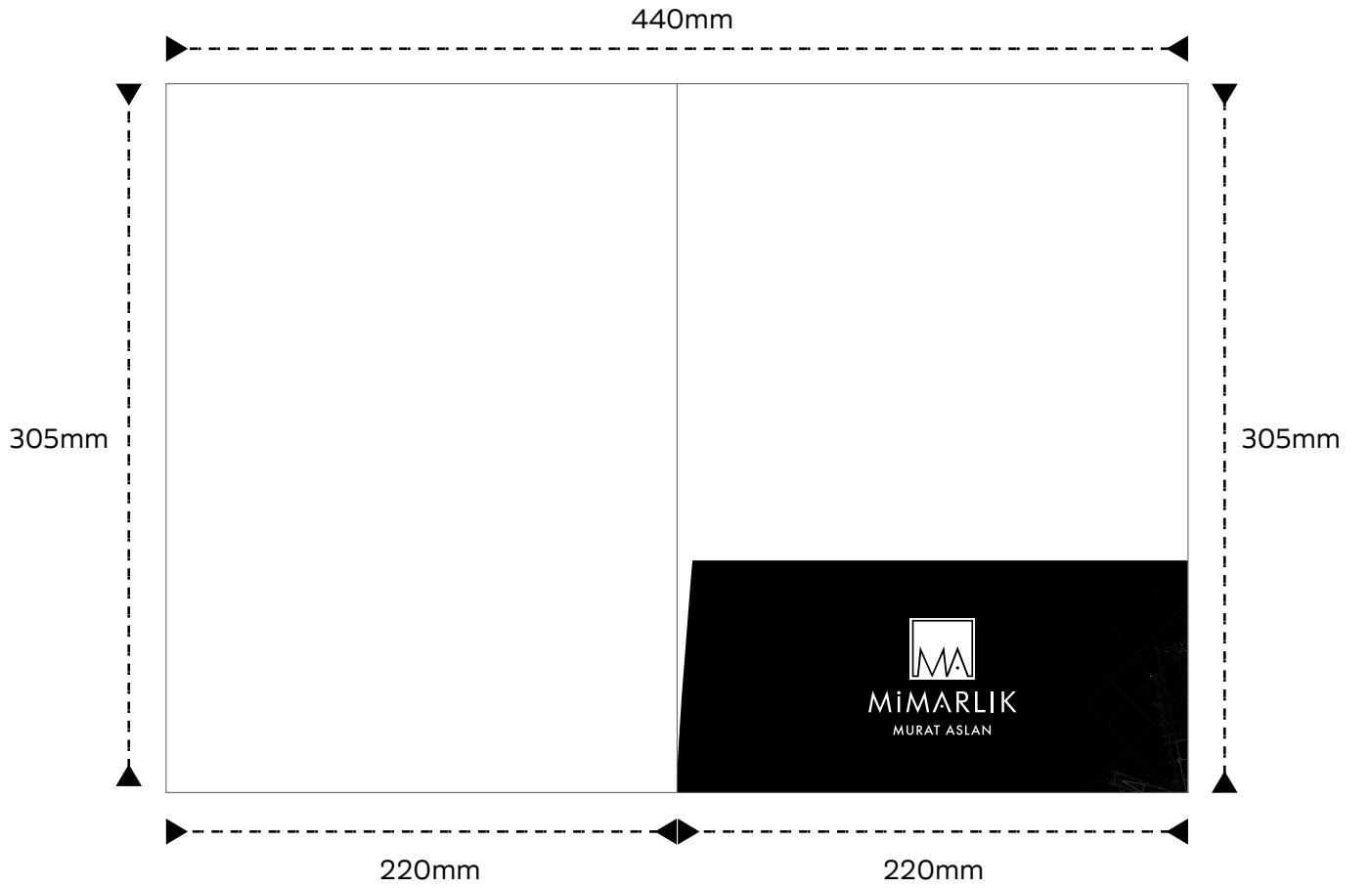
Diplomat Zarf



A4 Torba Zarf



Cepli Dosya



Etkinlik Kartı

100mm

ORGANİZASYON ADI
00-00-20..

130mm

ADI
SOYADI

130mm

100mm

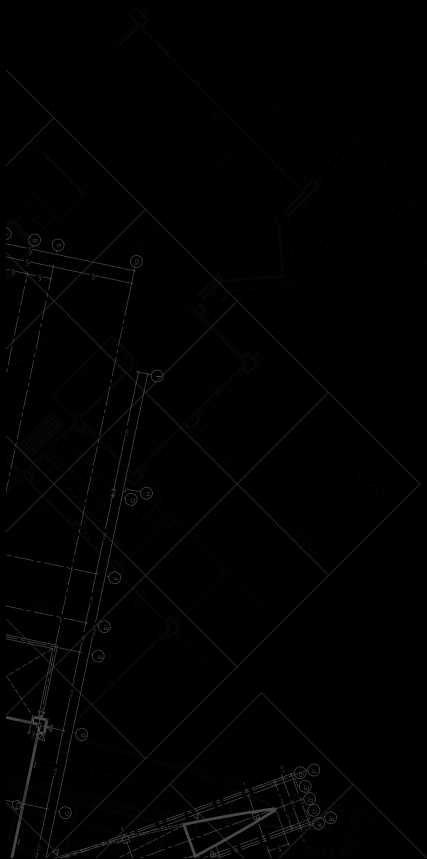
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Bölüm 04





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Reklam ve İlan

210mm

297mm

GÖRSEL ALAN

297mm

210mm



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Tel. : +90 544 922 92 95
info@murataslanmimarlik.com

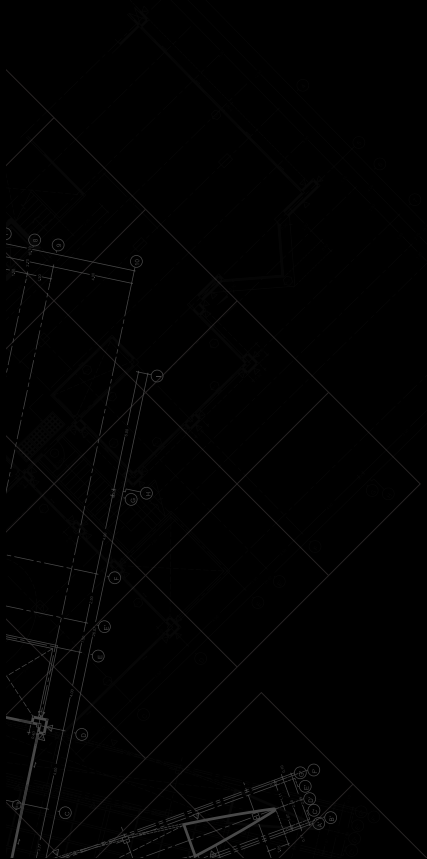




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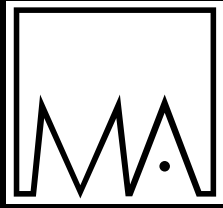
Bölüm 05





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Kırlangıç Flama



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Flash Bellek



Kalem



Kupa Bardak



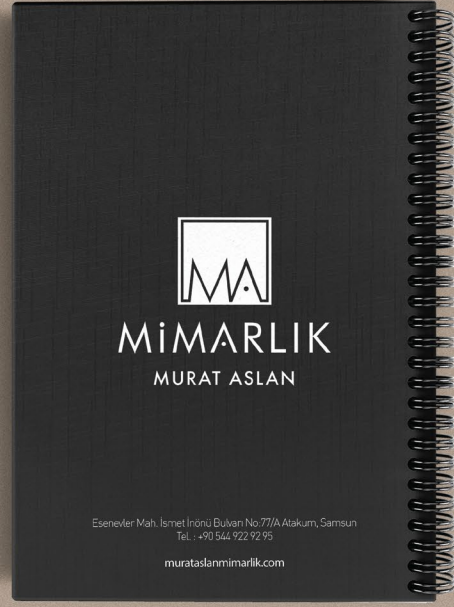
Karton Çanta



Mouse Pad



Ajanda



Masa Takvimi





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