Corporate Identitiy Manual

KOLEKSİYON

As a respectable organization with over 50 years of experience in the market, Koleksiyon aims to develop new ideas, standards, and design concepts to create “an architecture of high quality furniture.” Transforming strokes and lines into design and acting as a symbol of design quality since 1970s, Koleksiyon has been operating in the Turkish furniture sector, offering design to industry.

Koleksiyon reaches out and embraces the beauties, forms and colors of the past, always seeking for virtue and meaning by cherishing knowledge that accumulated over the centuries. Seeing itself as part of a rich history, Koleksiyon states that the future should be constructed on the basis of the history and particular geography it belongs to. Koleksiyon believes that only recognizing and utilizing local values can lead the path to universal values.

Koleksiyon's Corporate Identity Manual is prepared with an aim to identify the invariable elements that constitute the brand's corporate identity. The Identity Manual not only identifies these invariable elements but also outlines the adaptation styles of identity-constituting elements as required for different implementation practices over time.

The Corporate Identity Manual does not include one-off publicity material with specific preparation guidelines (such as brochures, advertisements, etc.).

All the guidelines in the Corporate Identity Manual, excluding digital elements and printed document design sections, should be followed under the supervision of a graphic designer.

Koleksiyon logotype displays the horizontal combination of positive and negative spaces of the letters in its name.

“Koleksiyon” logo on its own is an indicative and integral sign of Koleksiyon Furniture, Inc. Therefore, the text “Koleksiyon Furniture, Inc.” is written separately from the logo, with the typeface of Koleksiyon’s corporate identity.

The guidelines for the relationship between the logo and other design elements are set in the Corporate Identity Manual. The logotype should only be copied in accordance with the rules laid out in the Manual or under the supervision of a graphic designer.

KOLEKSİYON

Pantone 5395 C

CMYK 100 78 49 59
RGB 13 38 56
HEX #00263A

Pantone 115 C

CMYK 4 12 91 0
RGB 251 217 22
HEX #FBD916

Pantone 432 C

CMYK 79 61 49 50
RGB 50 62 72
HEX #323E48

Horizontal Use

KOLEKSİYON

Vertical Use

KOLEKSİYON

Social Media Avatars

Dark colored tissue

color logo,
reversed
(white)

White background

Dark-colored ground

Light colored tissue

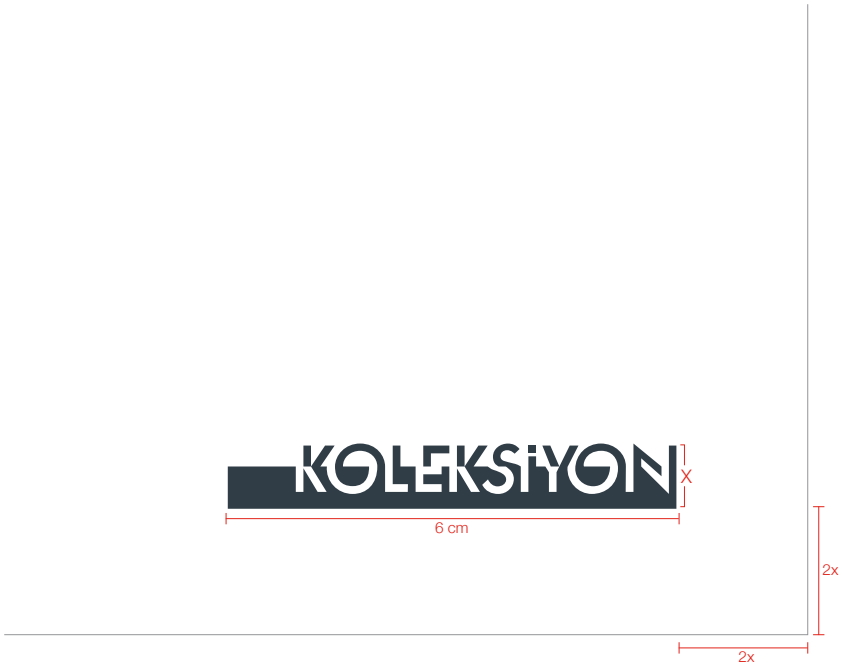
Dark colored tissue

The logo cannot be placed on a photograph

The logo cannot be framed

The logo's proportions cannot be changed.
The logo cannot be cropped

The logo cannot be positioned diagonally



When the logo is 4 cm or mode in width, there should be a 2X space below in the right hand side of the logo. When the logo is 4 cm or less in width, this number should be 1X. The dimension of X is equal to the height of the letter “N” in the logo.

Lemon Milk Pro Thin

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhıijklmnoöprsştuüvyz
0123456789
!@$%^&*()-=©®?

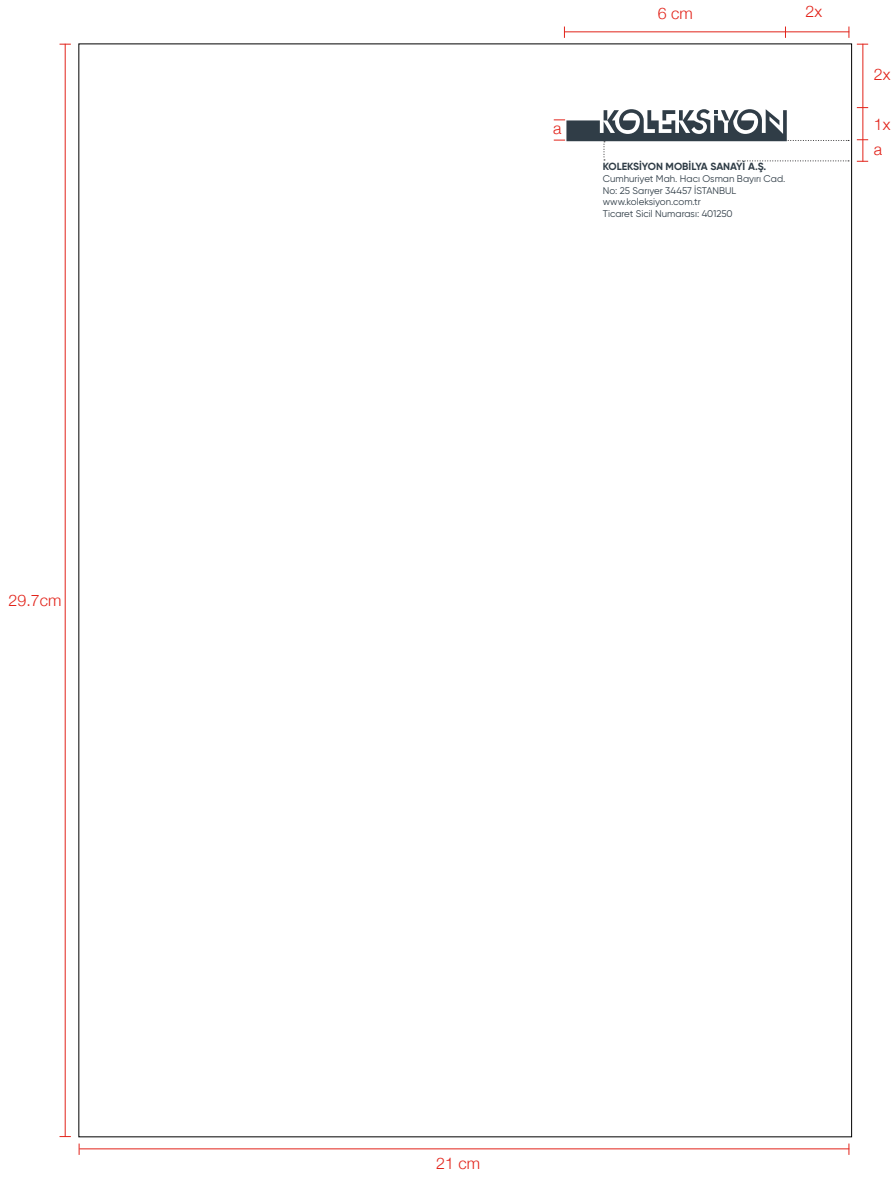
Lemon Milk Pro Ultra Light

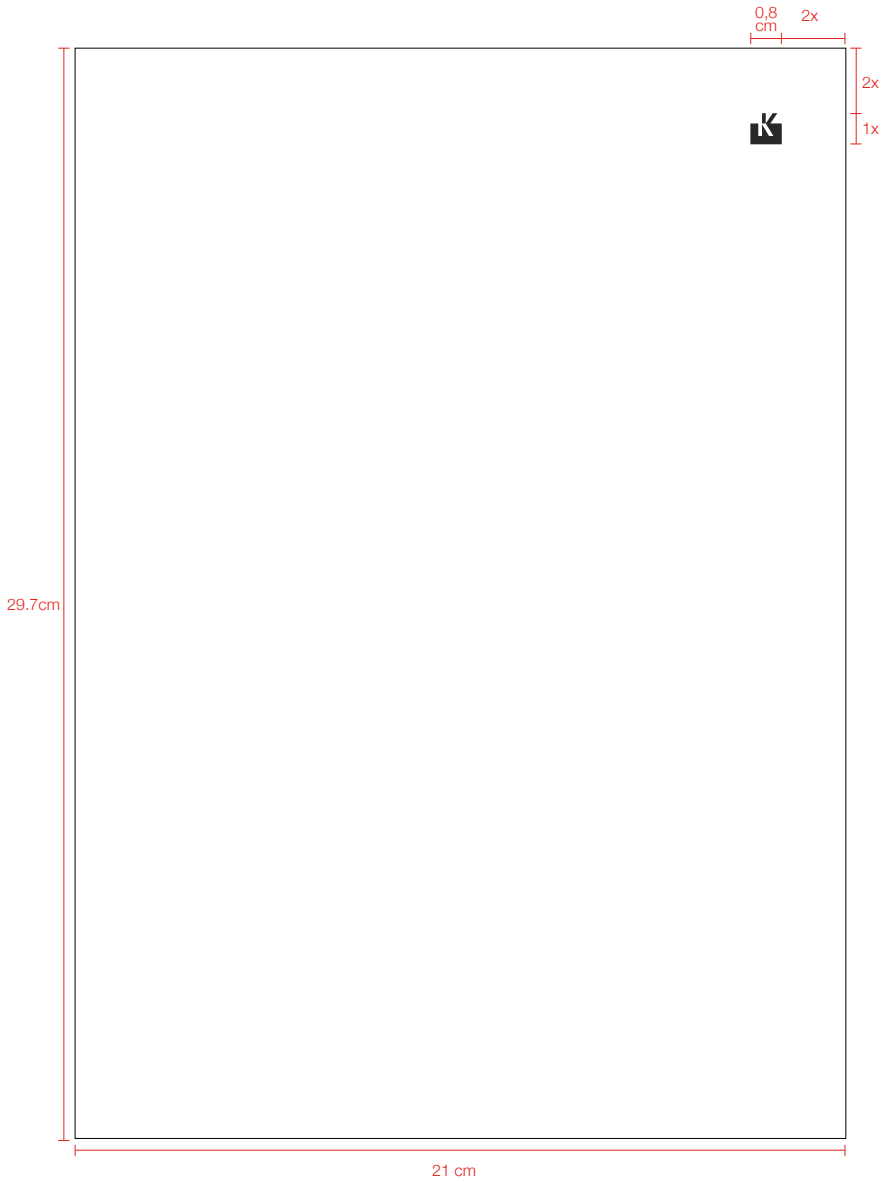
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhıijklmnoöprsştuüvyz
0123456789
!@$%^&*()-=©®?

Lemon Milk Pro Light

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhıijklmnoöprsştuüvyz
0123456789
!@$%^&*()-=©®?

Letter Headed Paper

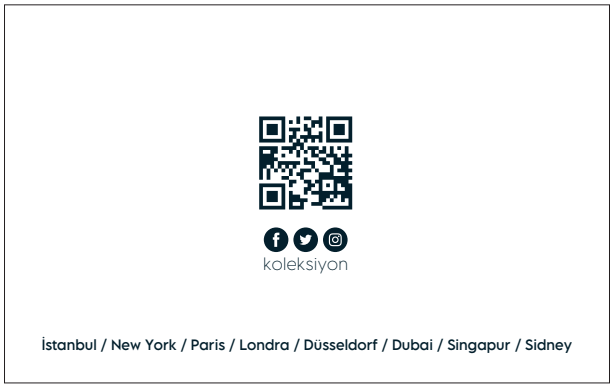




Dimensions
21cm X 29.7 cm (A4)

Paper
110 gr. high-grade paper

5 cm
KOLEKSİYON
Ezel Akıntürk
Pazarlama Müdürü / Marketing Manager
Cumhuriyet Mah. Hacı Osman Bayırı Cad. No: 25 Sarıyer / İstanbul
+90 850 450 30 69
+90 530 660 11 87
ezel.akinturk@koleksiyon.com.tr
koleksiyon.com.tr
8 cm


koleksiyon
İstanbul / New York / Paris / Londra / Düsseldorf / Dubai / Singapur / Sidney

English

Saygılarımla;

Ad Soyad
Görev Tanımı
Departman Tanımı

KOLEKSİYON

Koleksiyon Mobilya San. A.Ş.
Cumhuriyet Mah. Hacı Osman Bayırı Cad. No:25
34457 Tarabya - Sarıyer / İstanbul

T: 0212 363 63 63 / 2111
F: 0212 223 48 25

www.koleksiyon.com.tr

Kind regards;

Name Surname
Title
Department

KOLEKSİYON

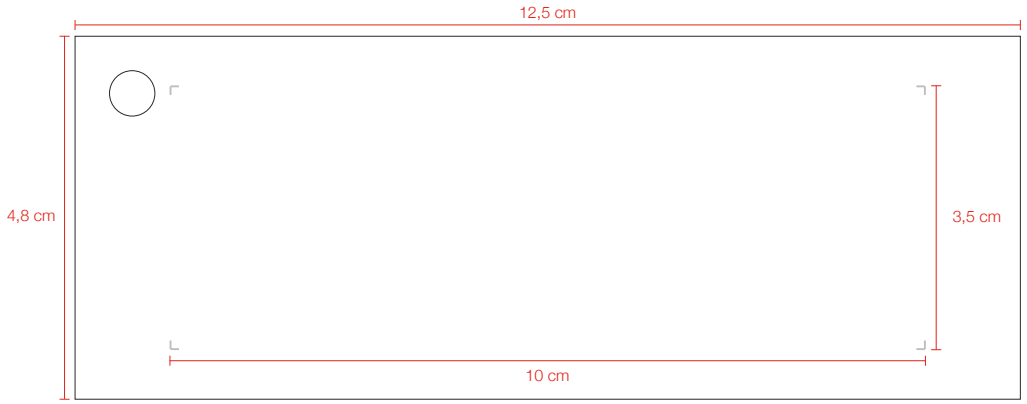
Koleksiyon Furniture Limited
Brewhouse Yard 9 London EC1V 4JR
United Kingdom

T: +44 (0)20 3405 1885

www.koleksiyoninternational.com

Dimensions
A5 (21cm X 14,8 cm)

Color
%95 Black


12,5 cm
4,8 cm
3,5 cm
10 cm

KOLEKSİYON
www.koleksiyon.com.tr
6 cm

Customer Information Card

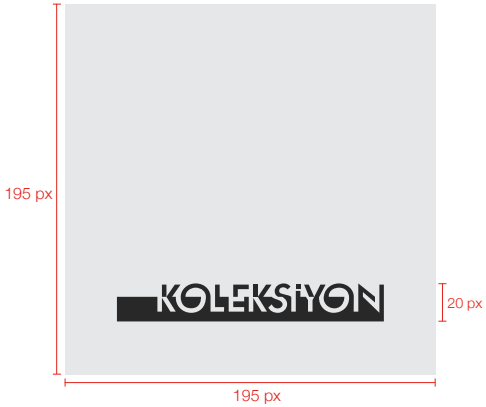
Color

%95 Black

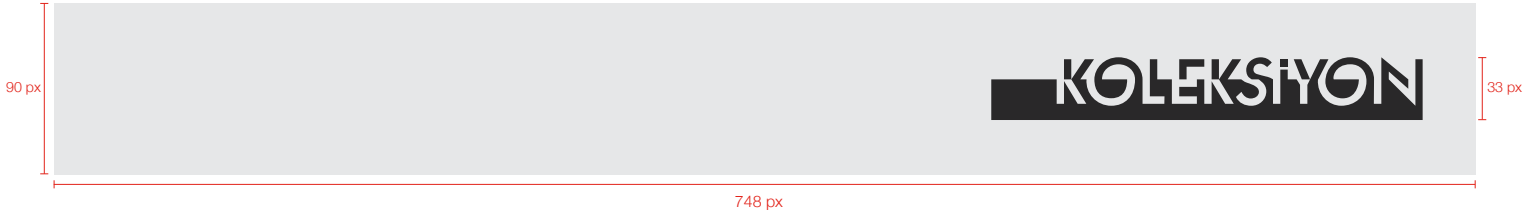
Font

10 Pt Helvetica Neue Light

Banner 1



Banner 2



Banner 1

Dimensions
195 x 195 px

In banner designs up to 250 x 250 px, the logo height should be 20 px. The logo should be horizontally centered. The margin below the logo should be the same size as the margin on the right hand side of the logo.

Banner 2

Dimensions
90 x 748 px

In horizontal banners, the logo height should be 33 px. The logo should be vertically centered. The margin above the logo should be the same size as the margin on the right hand side of the logo.

Text for Use with

facebook.com/koleksiyonmobilya

twitter.com/koleksiyon

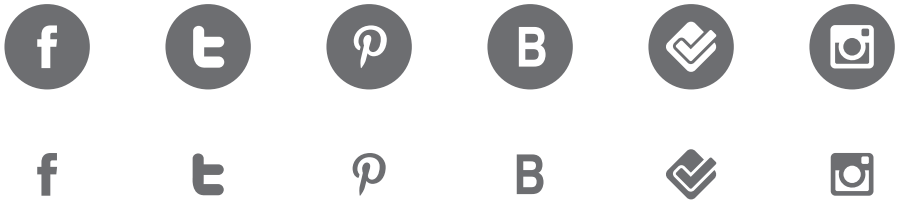
pinterest.com/koleksiyon

blog.koleksiyon.com.tr

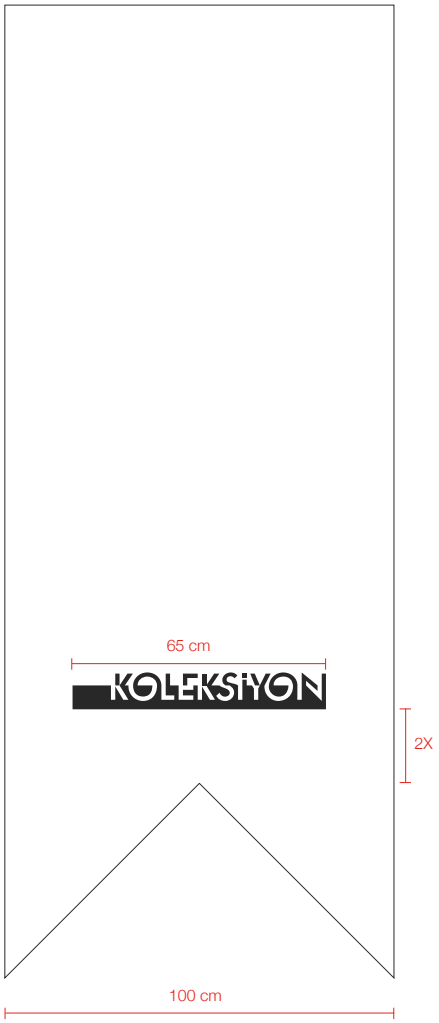
foursquare.com/koleksiyon

instagram.com/koleksiyon

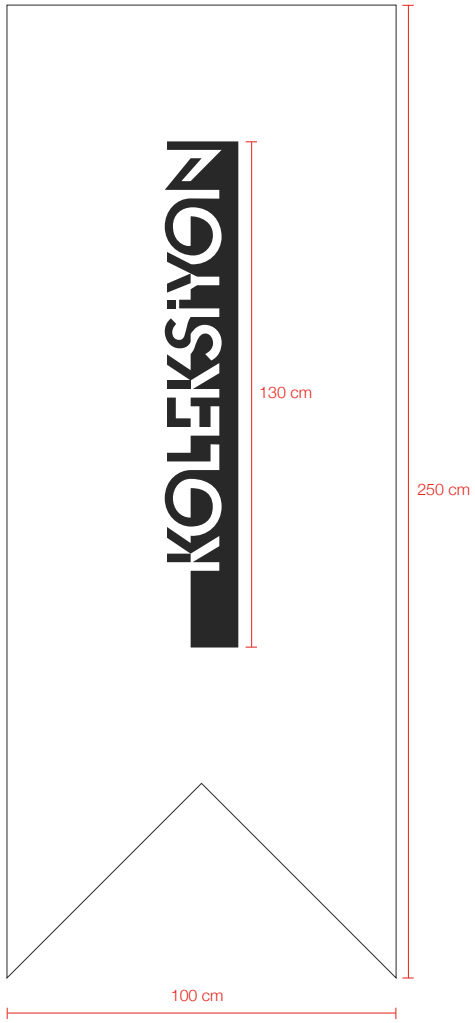
Icons of Use



1



2

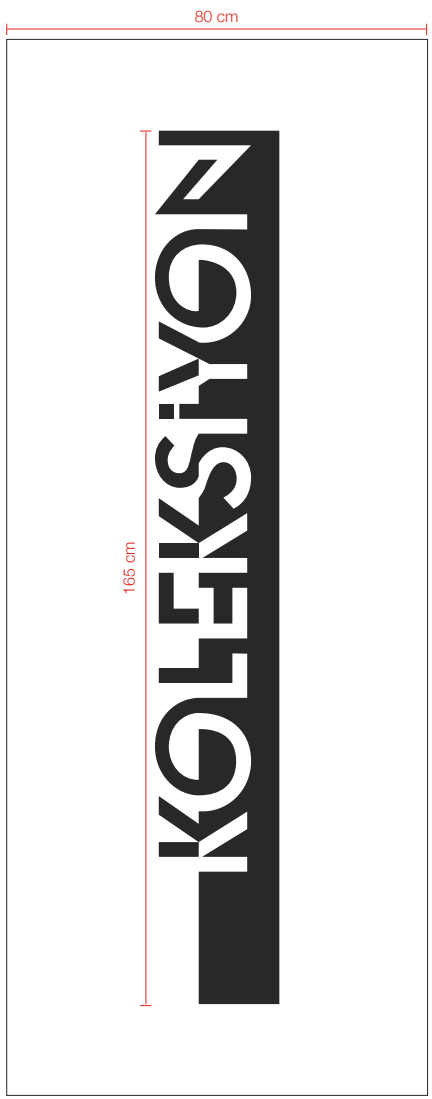


Swallowtail Flag 1
Dimensions
100 cm X 2X cm

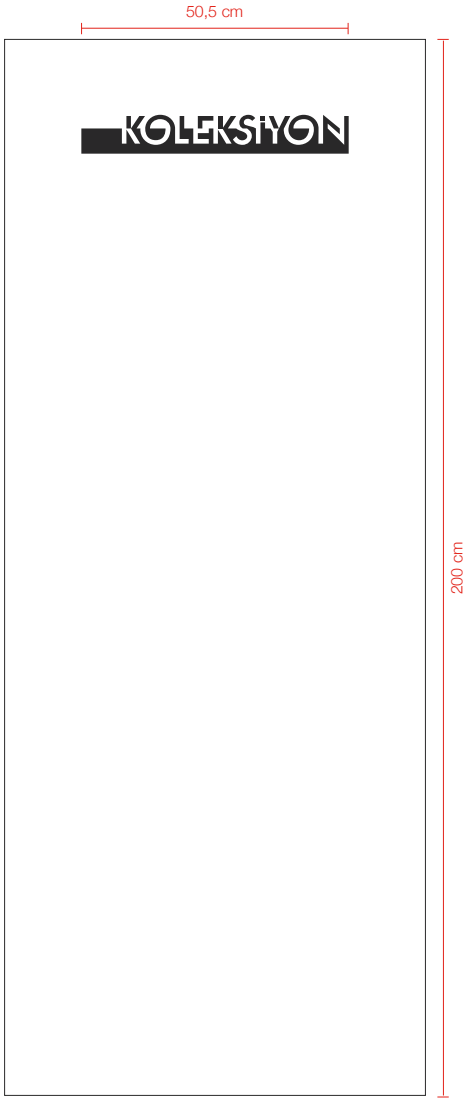
When he swallowtail flag is 100 cm in width, our logo could be 65 cm. It should be justified from right and left corners and should be aligned by leaving 2X space from below side. These dimensions could be used as an example for flags with varying width.

Swallowtail Flag 2
Dimensions
100 cm X 250 cm

In a 100 X 250 cm swallowtail flag, our logo could be 130 cm and vertical.



Logolu

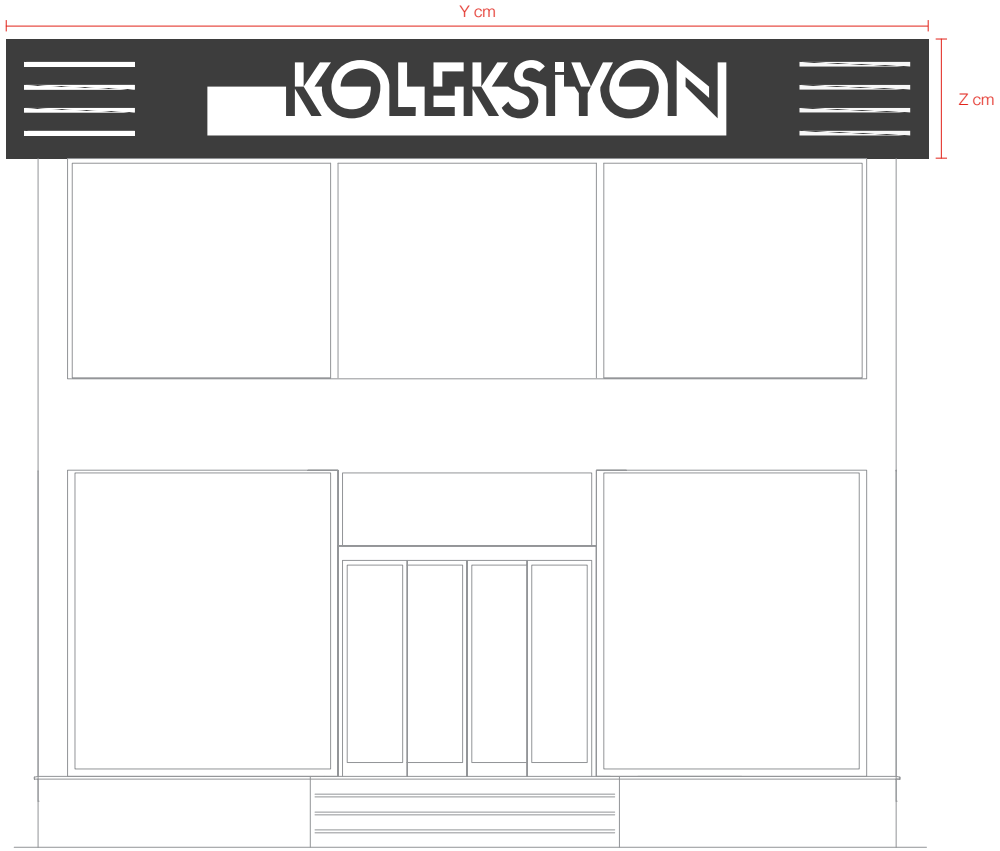


Görselli

Dimensions

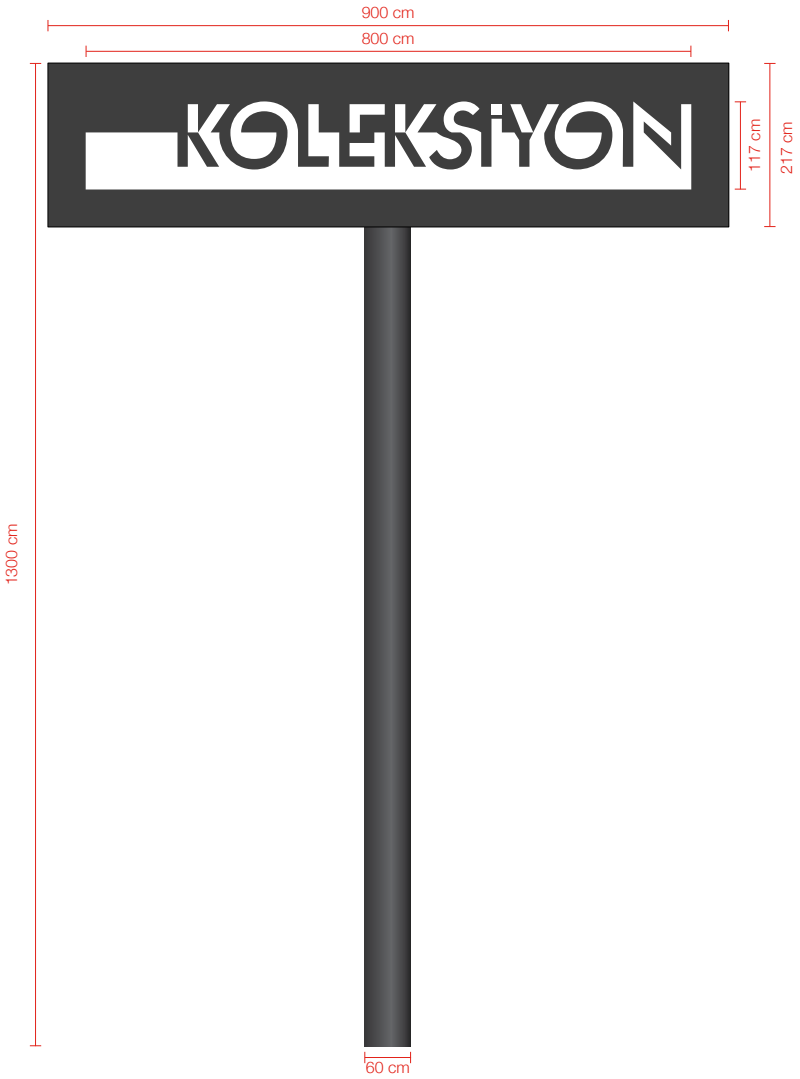
80 cm X 200 cm

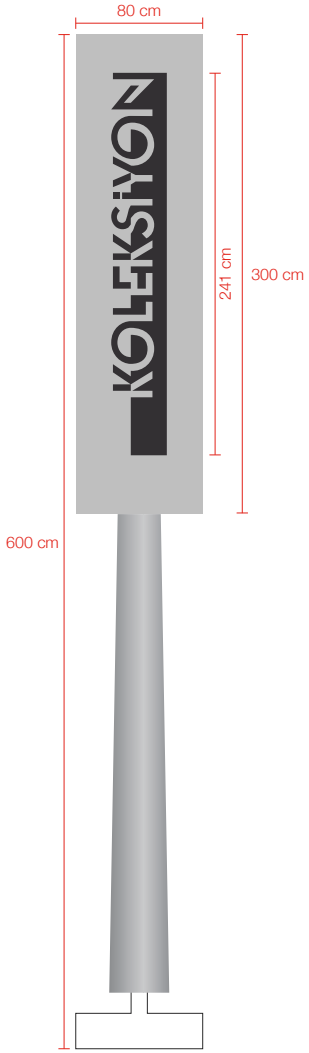
Roll-up designs are shown in 2 versions:
one being with an image and one with the logo.

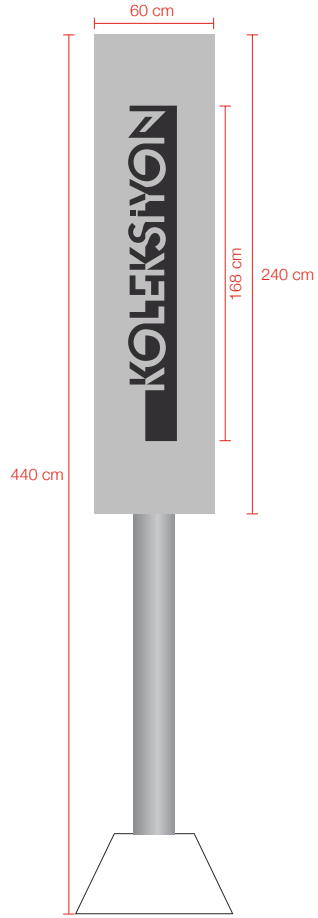


Specifications

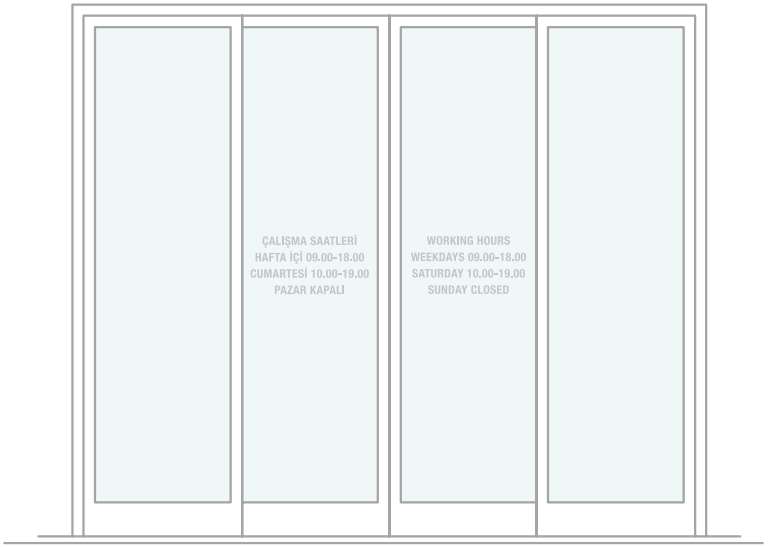
Decoupage with laser and LED illuminated from inside,
logo and stripes on 3mm diffused plexiglas surface (white RAL9016 matte), (daylight color: daylight should be spread homogenously)


900 cm
800 cm
KOLEKSİYON
117 cm
217 cm
1300 cm
60 cm


80 cm
KOLEKSİYON
241 cm
300 cm
600 cm


60 cm
KOLEKSİYON
168 cm
240 cm
440 cm

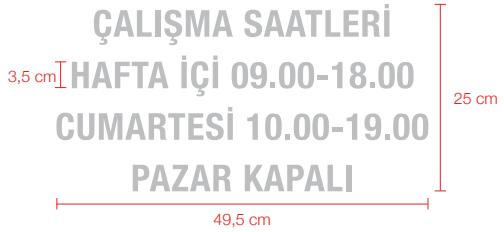
Double Doors



Single Door

Turkish

Turkish



English

English

Font
Helvetica Neue Condensed Bold

Color
%30 Black

In-store signage should be decal sticker.

www.koleksiyon.com.tr