



## İNDEKS

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Logotayp

Logotype



İngilizce Logotayp

English Logotype



## Güvenlik Alanı

### Safety Area

Logonun dört tarafından 0,5 cm olmak üzere belirlenen alan güvenlik alanıdır ve diğer tüm öğelerden bu bölge kadar uzaklıkta yer almalıdır.

The specified area on all four sides of the logo with a tolerance limit of 0.5 cm is called the safety zone and all other elements are required to keep this minimum distance.

Y = 0,5 cm



Logo Oranları

Logo Proportions

Selçuklu Holding Logo ve İlko İlaç Logo bir arada kullanıldığında logo oranları 1'e 2 olup aşağıda gösterildiği şekildedir.

Selçuklu Holding Logo and İlko Pharmaceuticals Logo proportions, when used together, are 1 to 2 as stated below.



Renk  
Color

Logo renkleri Pantone, CMYK ve RGB,  
kodları ile ařađıda belirlenen řekildedir.

Logo colors are stated below with  
Pantone, CMYK and RGB codes.

<b>Mavi</b>	<b>PANTONE</b>	<b>CMYK</b>	<b>RGB</b>
Blue	280C	C = %100 M = %66 Y = %0 K = %50	R =0 G =43 B =127

Kurumsal Yazı Karakteri

Primary Typeface

Kurumsal yazı karakteri Adobe  
Helvetica ailesidir.

Corporate typeface is Adobe  
Helvetica family.

## Helvetica

abcçdefgğhijklmnoöpqrstuüvwxyz

ABCÇDEFGĞHIİJKLMNOÖPQRSŞT

UÜVWXYZ 1234567890

## Helvetica Bold

abcçdefgğhijklmnoöpqrstuüvwxyz

ABCÇDEFGĞHIİJKLMNOÖPQRSŞT

UÜVWXYZ 1234567890

## Helvetica Italic

abcçdefgğhijklmnoöpqrstuüvwxyz

ABCÇDEFGĞHIİJKLMNOÖPQRSŞT

UÜVWXYZ 1234567890



Kurumsal Materyaller

Corporate Materials



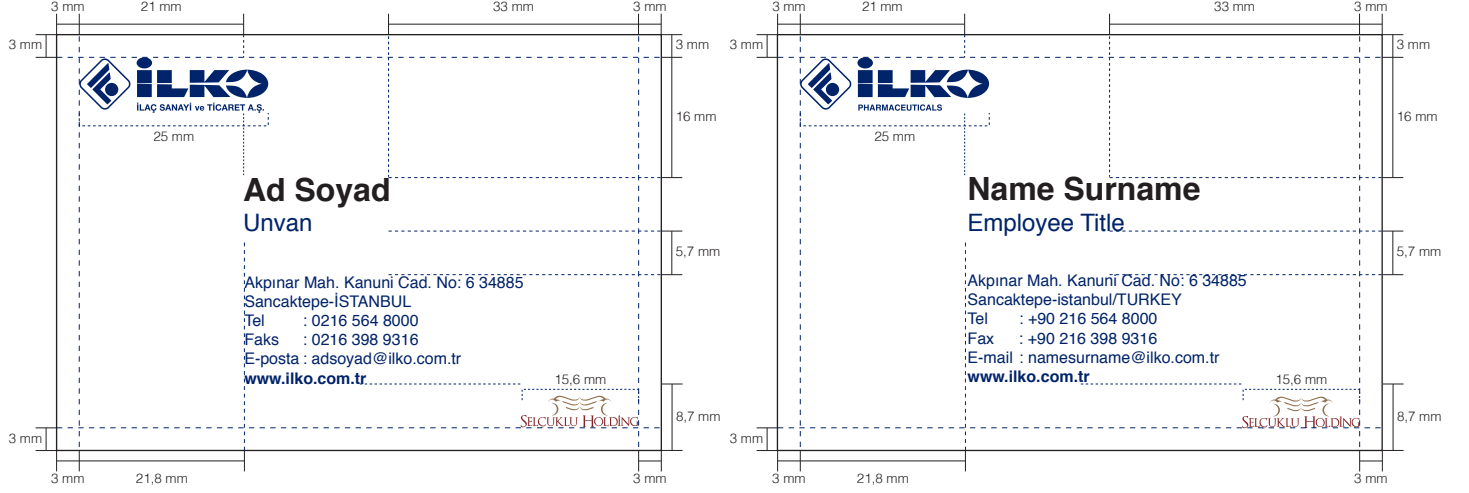
## Kartvizit

### Business Card

Boyut: 80 mm x 55 mm

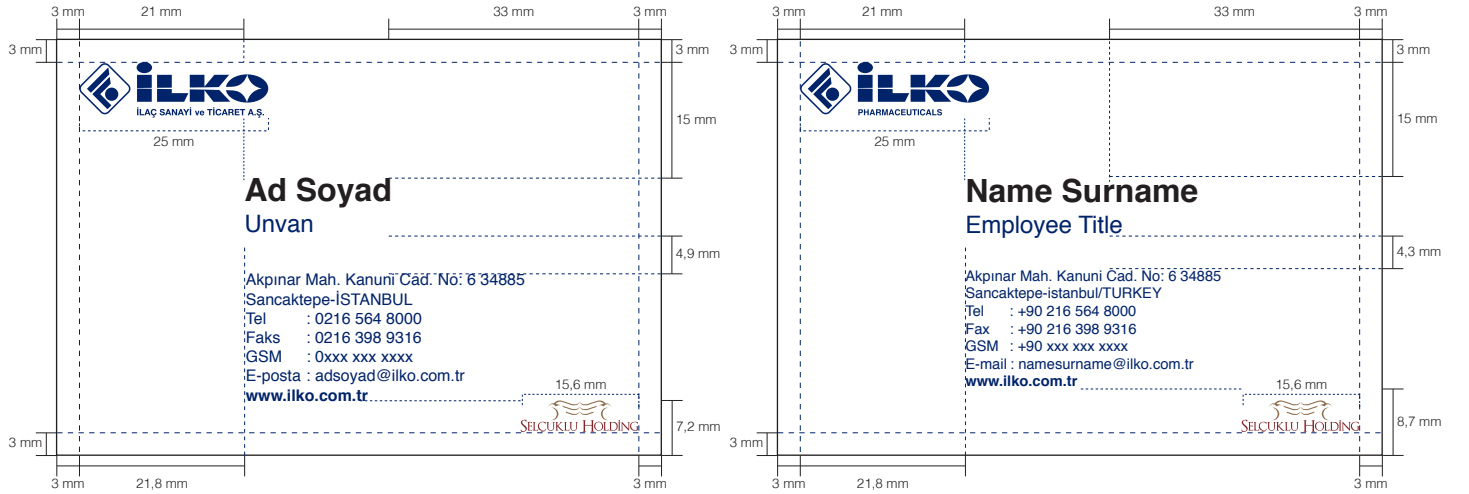
Ölçek: %100

Renk: Pantone 280C ■ Pantone 1815C ■ Pantone 873C ■



Kartvizit (GSM Eklî):

Business Card (GSM Included):



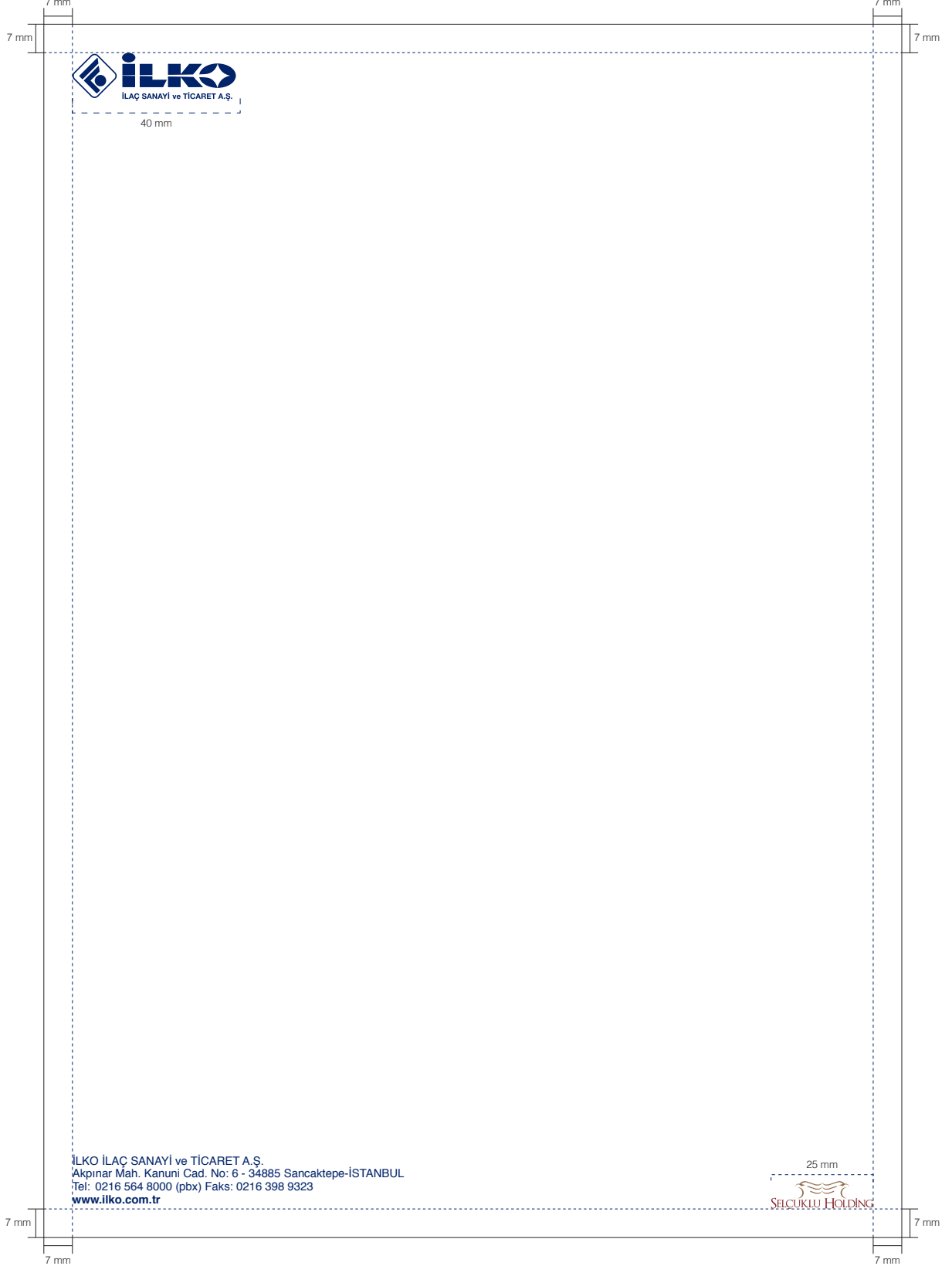
## Antetli Kağıt

### Letterhead

Boyut: 210 mm x 297 mm

Ölçek: %70

Renk: Pantone 280C ■ Pantone 1815C ■ Pantone 873C ■



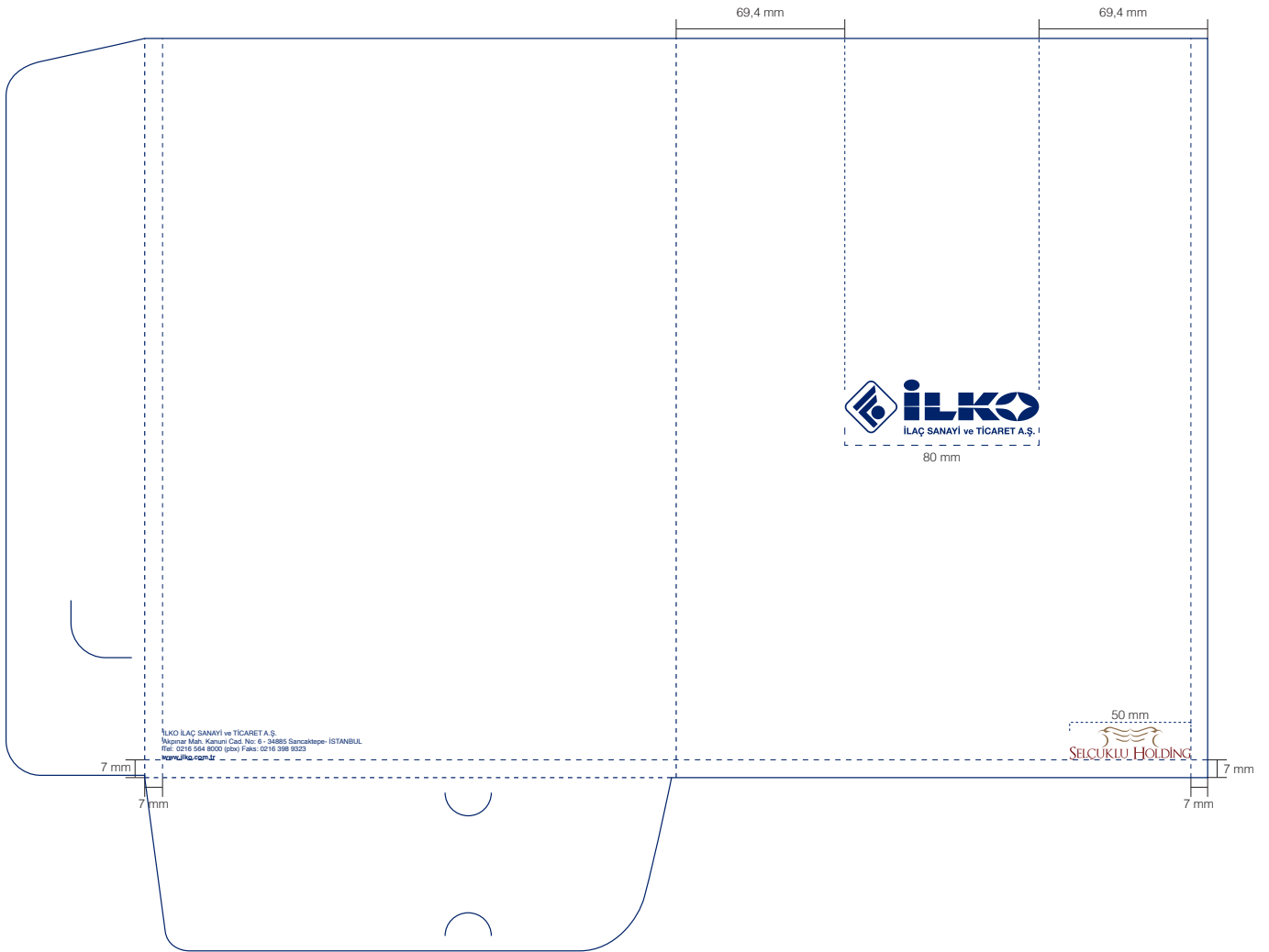
Dosya

Folder

Boyut: Açık 496,5 mm x 376 mm - Kapalı 219 mm x 304,5 mm

Ölçek: %70

Renk: Pantone 280C ■ Pantone 1815C ■ Pantone 873C ■



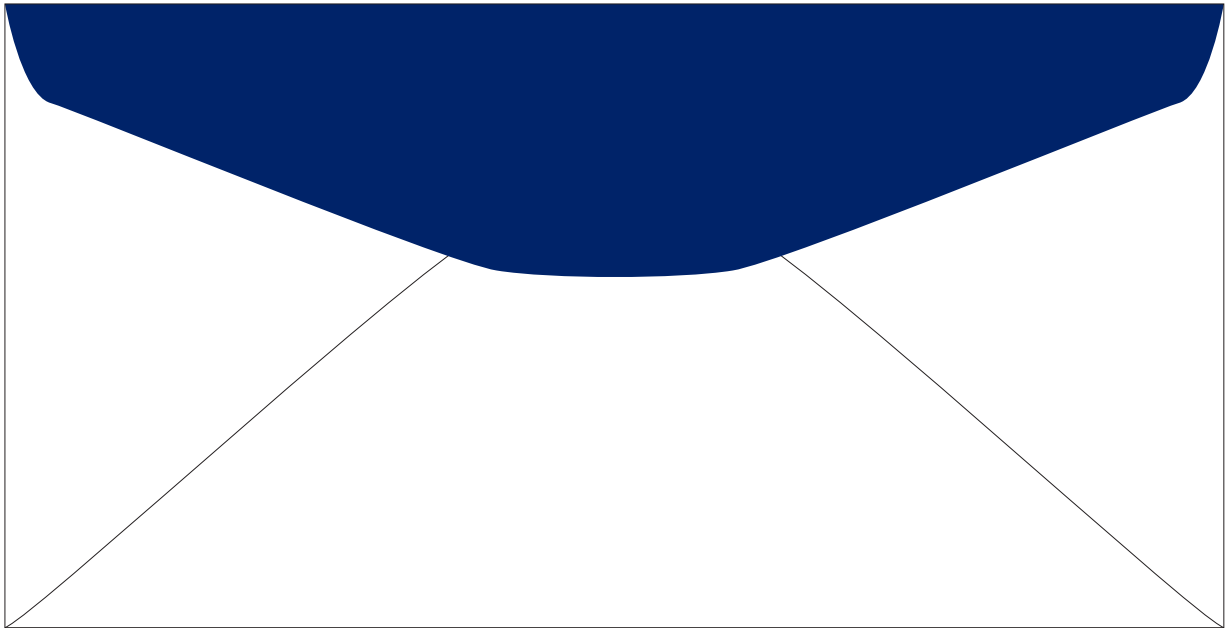
## Diplomat Zarf

### DL Envelope

Boyut: 215 mm x 110 mm

Ölçek: %75

Renk: Pantone 280C ■ Pantone 1815C ■ Pantone 873C ■



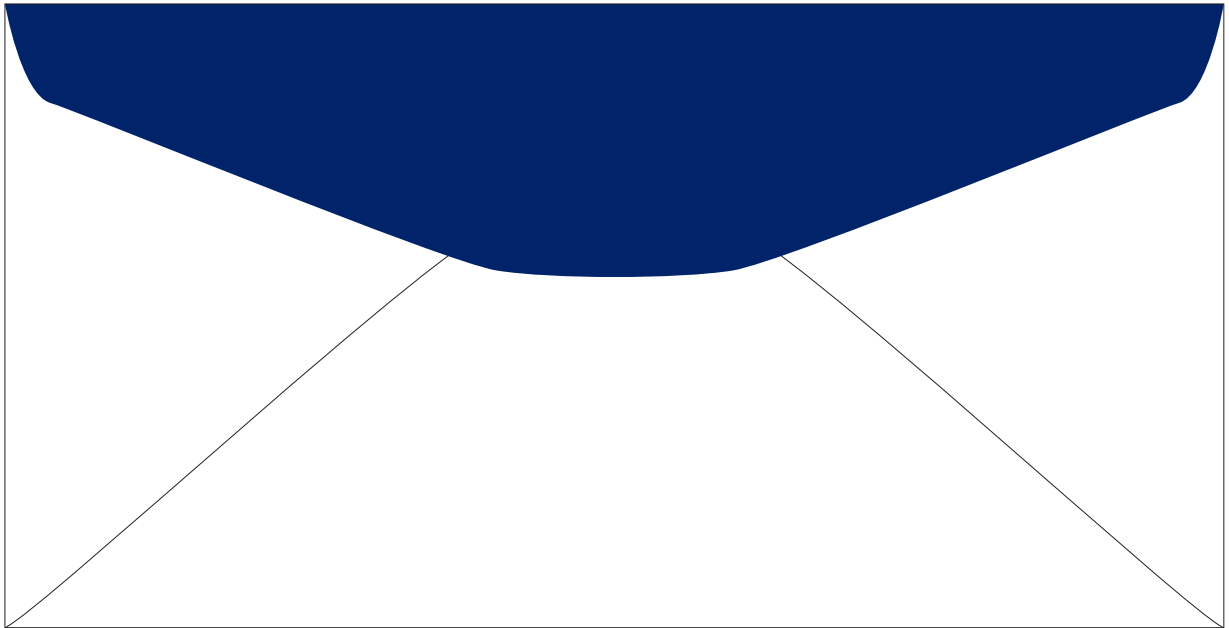
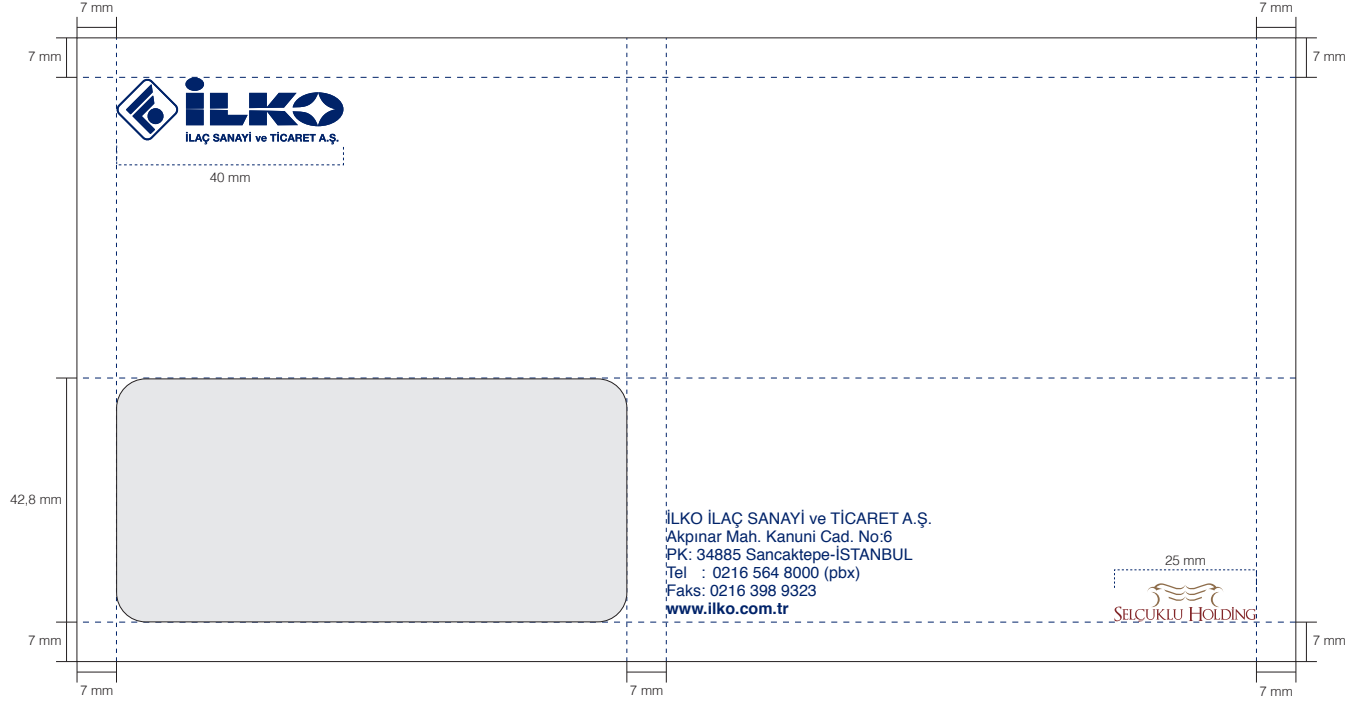
## Pencereli Diplomat Zarf

### DL Window Envelope

Boyut: 215 mm x 110 mm

Ölçek: %75

Renk: Pantone 280C ■ Pantone 1815C ■ Pantone 873C ■





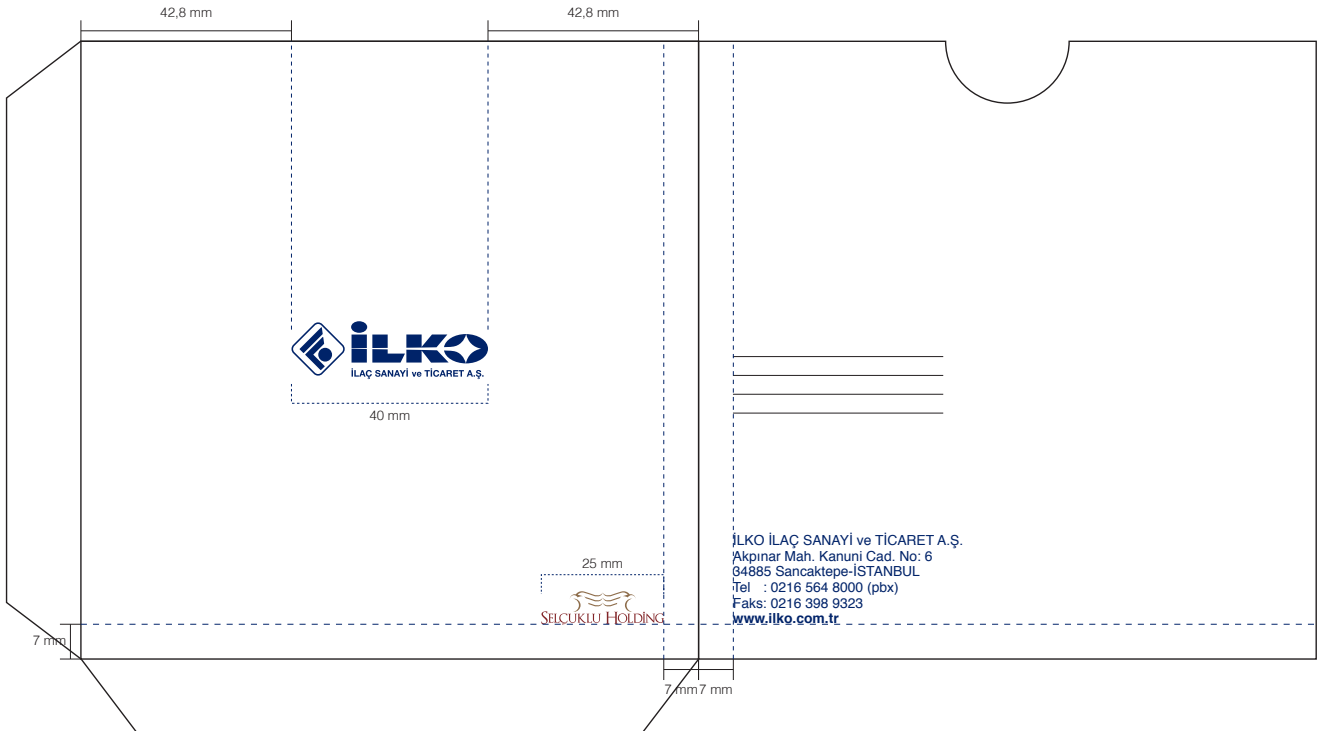
## CD Üzeri Zarf

## CD Cover

Boyut: Açık 266,5 mm x 140,8 mm - Kapalı 125,7 mm x 125,7 mm

Ölçek: %65

Renk: Pantone 280C ■ Pantone 1815C ■ Pantone 873C ■





Sunum Şablonu  
Presentation Template



