



# KURUMSAL KİMLİK KILAVUZU

KURUMSAL FONT

# Gotham Narrow

Thin Light Book Medium **Bold Black Ultra**

Aa Bb Cc Çç Dd Ee Ff Gg Hh Iı İi Jj Kk Ll Mm Nn

Oo Öö Pp Qq Rr Ss Şş Tt Uu Üü Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

**Aa**

## KURUMSAL RENKLER



**#011E41**



**#E02A2E**

LOGO

The logo is centered on a solid dark blue square background. It consists of a white crescent moon and a white five-pointed star positioned to the left of the word "TIKA". The word "TIKA" is written in a bold, white, sans-serif font.

**C★TIKA**

The logo is centered on a white square background with a thin black border. It consists of a red crescent moon and a red five-pointed star positioned to the left of the word "TIKA". The word "TIKA" is written in a bold, dark blue, sans-serif font.

**C★TIKA**

# LOGO - KTB + TİKA POZİTİF KULLANIM

TÜRKÇE



İNGİLİZCE



FRANSIZCA



ALMANCA



ARAPÇA



İSPANYOLCA



PORTEKİZCE



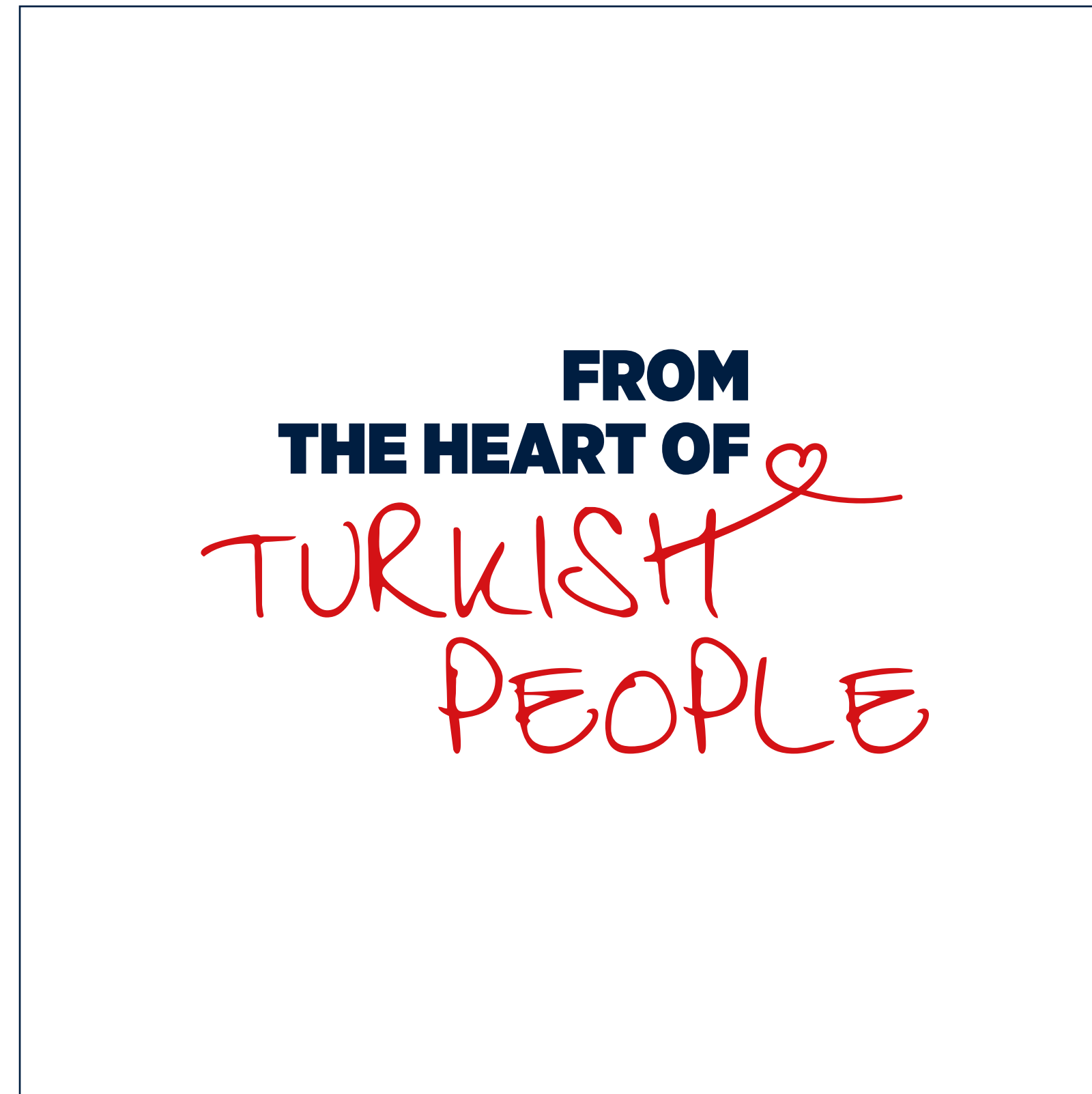
RUSÇA



# LOGO - KTB + TİKA NEGATİF KULLANIM



**SLOGAN - FROM THE HEART OF TURKISH PEOPLE**



**SLOGAN - ALL FOR A SMILE**

***“All for a smile”***

A white, thick, curved line forming a simple smile shape, positioned below the text.

***“All for a smile”***

A blue, thick, curved line forming a simple smile shape, positioned below the text.





Ç\*TIKA



TikaTurkiye



TikaTurkiye



tika\_turkey



Tika\_Turkiye