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# 1. BRANDMARK



This is the master brandmark.
The elements of the logo can not be seperated and should be used together all the time as shown.

#### MINIMUM SIZE

The minimum size of the logo may vary on different media, to ensure legibility. In all applications the safety area defined for "E" icon and Ekol Logistics logo should be respected.

- On printed materials the height of "E" icon and Ekol Logistics logo can not be shorter than 1 cm.
- On outdoor applications the size "E" icon and Ekol Logistics logo should be as follows:
- If it will be lighted, than taking the LED cable size into consideration, the thin line of "E" should not be less than 1.5cm, which makes the size of "E" 85x43cm at a minumum.
- If it will be not lighted, than the minimum size of the logo should be defined with respect to the legibility constraint specifically for each location.







To maximize brand presence there should be a minimum clear zone around the brandmark as shown.

This clear zone defines the area into which no other graphic element, such as text, imagery or other brands, can invade.





Color is a crucial element of the visual identity.

The pantone colors should be used in printed documents.

In cases, where pantone colors can not be used then the CMYK or RGB colors should be used as shown.

In exceptional cases, where it is an obligation to proceed with either a plain black or plain white logo on black&white backgrounds, these logos can be used.



#### **BLACK AND WHITE VERSION**















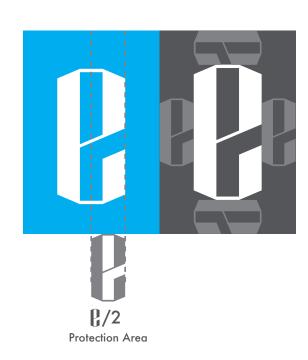


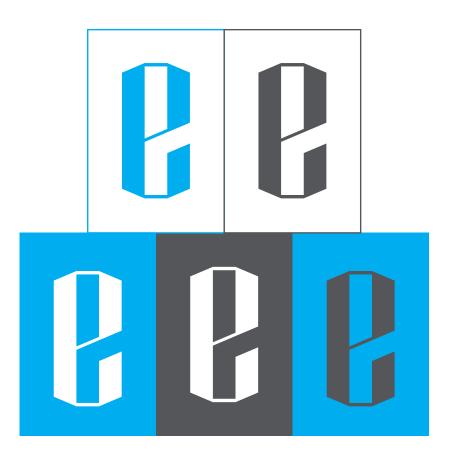
The general rule is to make the brandmark legible all the time.

In line with the visual identity, the main background colors should be selected in line with Ekol Brand Universe.

The alternative logo color usage on various backgrounds is as shown.







"E" of Ekol brandmark can be used stand alone as an iconic element in Ekol Brand Universe.

The color usage and protection area of the icon is as shown.



The selling line can be written both horizontally and vertically.

If it will be written vertically, than the words should be aligned to left.

The typography should be Futura Bold.

The alternative colors to be used in selling line are the colors of Ekol brand universe:







# INTEGRATED. INTERCONNECTED. INNOVATIVE.

# INTEGRATED. INTERCONNECTED. INNOVATIVE.

#### **FORBIDDEN USAGE**



Don't use different colors for logo.



Don't change the position of logo elements.



Don't rotate the logo.



Don't squeeze or stretch the logo.



Don't use any text or shape in the protection area.



Don't use the logo without Logistics 4.0

# Aa 123

Futura Medium
ABCDEFGHIJKLMNOPQRSTUVYWXZ
abcdefghijklmnopqrstuvywxz
0123456789?!&%

# **Aa123**

Futura Medium
ABCDEFGHIJKLMNOPQRSTUVYWXZ
abcdefghijklmnopqrstuvywxz
0123456789?!&%

# Aa123

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVYWXZ
abcdefghijklmnopqrstuvywxz
0123456789?!&%

# **Aa123**

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVYWXZ
abcdefghijklmnopqrstuvywxz
0123456789?!&%

Futura will be the main typeface. It should be used in all associated communication.

For external communication (mailing and presentations), it is recommended to use a standard font CALIBRI, to avoid "font not supported" problems.



A/123

ABCDEFGHIJKLMNOPQRSTUNYWX

ABCDEFGHIJKLMNOPQRSTUNYWX

0123456789P!8%



Aal23

Expansiva Regular
ABCDEFGHIJKLMNOP(
abcdefghijklmnopqrs
0123456789?!&%

The font "Vermin Vibes 4 Helium" can be used in ramp numbers.

The font "Expansiva Regular" can be used on the facility walls when we need to stress "technology".





## **VALUES**



C5 M92 Y91 K1 R229 G60 B46





C4 M32 Y97 K0 R242 G178 B38





C65 M15 Y100 K2 R104 G164 B60





C3 M65 Y99 K0 R237 G119 B35





C80 M32 Y7 K0 R21 G142 B195





C48 M94 Y5 K0 R148 G54 B141



Icons are generated for six different values of Ekol, each assosicated with a unique color code as shown.



## **SERVICES**



C10 M100 Y78 K2 R214 G8 B59





C0 M86 Y100 K0 R254 G72 B18





C100 M82 Y10 K2 R0 G57 B166





C98 M10 Y100 K1 R0 G152 B71





C65 M35 Y15 K0 R94 G144 B180





C82 M2 Y4 K0 R0 G180 B229



Icons are generated for six different service areas of Ekol, each assosicated with a unique color code as shown.





A unique brandmark is generated for EKOL Customs together with an icon and an associated color as shown.

The icon and the logo can be used separately.



## **SECTORS**

C83 M0 Y42 K0
R0 G197 B180

PANTONE 3265C

C17 M90 Y88 K6
R193 G61 B51

PANTONE 180C

C60 M50 Y15 K0
R119 G127 B169

PANTONE 2108C

PANTONE 2597C



INDUSTRY

C80 M100 Y7 K3 R91 G14 B139



AUTOMOTIVE

C0 M73 Y94 K0 R255 G105 B32

C100 M67 Y5 K1



PANTONE 2935C

Unique icons are generated for seven different sectors of Ekol, each associated with unique color codes as shown.



## **ONE EKOL**



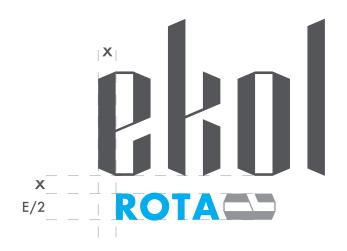


The identity of ONE Ekol has been uplifted in line with the new visual identity of Ekol.

The color usage should be as shown.

On white/dark backgrounds the identity will be applied differently as shown to secure the legibility.





This brandmark template is generated for all non-commercial initiatives of EKOL.

The elements of the visual identity can not be seperated and should be used as shown at all times.



# 1. BRAND UNIVERSE



Size: 55 mm x 85 mm

Material: 350g Matte Coated Cellophane Double Sided Paper

#### FRONT PANEL

Logo will be positioned centerally aligned and the protection area of the logo needs to be considered in placing the blue bar.

Name and title will be written on the blue bar as shown and the edge of the blue bar will be cut with an angle of 25 degrees.

Name Surname: Futura Medium 10pt.

Title: Futura Medium 9pt.

Department: Futura Medium 7pt. Location: Futura Medium 9pt. Contact Details: Futura Medium 8pt.

#### **BACK PANEL**

The "E" icon should be placed on the back panel in line with the protection area.











#### **ENVELOPES**



Ekol logo will be placed on the blue bar taking the protection area into consideration as shown.

Diplomatic Envelope Size: 240 mm x 110 mm Material: Standart 110g Paper

A4 Envelope

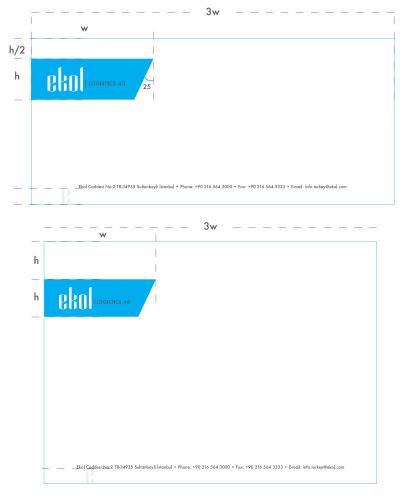
Size: 240 mm x 320 mm Material: Standart 110g Paper

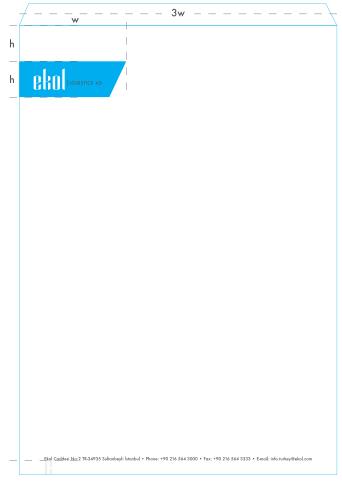
A5 Envelope

Size: 220 mm x 160 mm Material: Standart 110g Paper

Contact Details: Futura Medium 8pt. Contact details line should be positioned centerally aligned and put with a protection area of the height of "E" from the bottom.

Blue bar will be positioned as aligned to left with a protection area of the same or h/2 height from top and the edge of the blue bar will be cut with an angle of 25 degrees. The width of the bar will be 1/3 of the envelope width.







Size: 210 mm x 297 mm Material: A4 80g Paper

On single page letterhead/first page of letterheads, blue bar will be positioned as aligned to left with a protection area and the edge of the blue bar will be cut with an angle of 25 degrees.

The length of the bar will be 15"E" as shown.

On following letterhead pages a single "E" icon should be used instead of the blue bar.

The "E" icon should be centerally aligned and positioned with a protection area as shown.

The text area for both type of pages should be placed as shown.

Text: Futura Regular 12 pt. Contact Details: Futura Medium 8pt.



2 Mayıs 2017

Değerli CEO Club üyesi,

Endüstri 4.0, bilgi teknolojileri ile donatılmış insan odaklı bir çağ. Kendi kendini yönetbilen üretim süreçlerinin olduğu akıllı fabrikalar, birbirleriyle haberleşen, sensörlerle ortamı algılayabilen ve veri analizi yaparak ihtiyaçları fark edebilen robotların olduğu akıllı bir dünya... Sonuç; daha kaliteli, daha verimli, daha hızlı ve kayıpısız bir üretim modeli.

Endüstri 4.0, bir ürünün ilk üreticiden son tüketiciye ulaşıncaya kadar olan tüm süreçlerini karşılayan lojistik sektörü için de sonsuz fırsatlar sunuyor. Doğru ürünün, doğru miktarda, doğru biçimde, doğru zamanda, doğru kaynaktan, doğru yolla, doğru fiyata sağlanması yanı lojistiğin 7 doğrusu yeniden sekilleniyor.

Taşımacılık, kontrat lojistiği, intermodal, dış ticaret, gümrük ve tedarik zinciri yönetimi alanında 15 ülkede kendi tesislerinde, kusursuz hizmet anlayışı ile faaliyet gösteren entegre bir lojistik şirketi olarak, Endüstri 4.0'dan aldığımız ilhamla bugün, sektöre yeni nesil bir bakıs acısı qetiriyoruz.

Ekol olarak, Endüstri 4.0 çağında daha iyiye ulaşmanın sürekli ve dinamik dönüşümden geçtiğine inanıyoruz. Aklı, duyguyu ve bilinci birleştiren yaklaşımımızı, tecrübemiz ve uzmanlığımızla harmanlayarak yalnızca sektörümüzün geleceğini değiştirmeye değil, dünyalı dönüştürmeye hazırız.

Alişagelmiş iş yapış modellerini "Lojistik 4,0" stratejimiz ile kökten değiştirecek, her daim en iyiyi hak eden siz müşterilerimiz için ENTEGRE, ESNEK ve ETKİN çözümler sunacağız. Gücümüze güç katanı ileri teknolojimizi, müşterilerimize kusursuz hizmet anlayışımızla gelişmiş çözümler sunmak için kullanacağız. Etik değerlerimiz ve sürdürülebilirliğe olan adanmışlığımız sayesinde çevresel, finansal ve sosyal faydalar da sağlayacağız. En önemlisi birlikte değer yaratacağız.

Sektörümüze ilham kaynağı olacak bu heyecan verici yolculuğumuzu sizlerle paylaşmaktan büyük mutluluk duyuyor, birlikte değer yaratacağımız yarınlar diliyorum.

Saygılarımla,



TR-34935 İstanbı www.ekol.com Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla hendrerit a ex ullamcorper tempor. Curabitur non sagititis augue, vitae pellentesque ipsum. Suspendisse vitae lacinia eros. Pellentesque nec dapibus leo. Donec condimentum nibh nec dolor sagittis mattis id faucibus ligula. Nulla ultrices ex lobortis, ornare tellus ut, pulvinar ipsum. Nunc consectetur sodales fringilla. Cras ullamcorper sed ante eget aliquet. Proin vulputate enim lacus, ut sagittis ex sollicitudin in. Nullam ut blandit ex, ac consequat metus. Curabitur id nisl eu lorem ultricies placerat accumsan in augue. Maecenas tempor placerat dignissim. Nullam eu viverra felis, convallis fermentum tellus. Donec euismod mi non ante fermentum tempus vitae ac quam. Cras tempus malesuada erat, ac cursus neque viverra sed.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla hendrerit a ex ullamcorper tempor. Curabitur non sagitis augue, vitae pellentesque ipsum. Suspendisse vitae lacinia eros. Pellentesque nec dapibus leo. Donec condimentum nibh nec dolor sagitis mattis id faucibus ligula. Nulla ultrices ex lobortis, ornare tellus ut, pulvinar ipsum. Nunc consectetur sodales fringilla. Cras ullamcorper sed ante egget aliquet. Proi vulputate enim lacus, ut sagitis ex sollicitudin in. Nullam ut blandit ex, ac consequat metus. Curabitur id nisl eu lorem ultricies placerat accumsan in augue. Maecenas tempor placerat dignissim. Nullam eu viverra felis, convallis fermentum tellus. Donec euismad mi non ante fermentum tempus vitae ac quam. Cras tempus malesuada erat, ac cursus neque viverra sed. Cras ullamcorper sed ante eget aliquet. Proin vulputate enim lacus, ut sagittis ex sollicitudin in. Nullam ut blandit ex, ac consequat metus. Curabitur id nisl eu lorem ultricies placerat accumsan in augue, vitae ac quam.



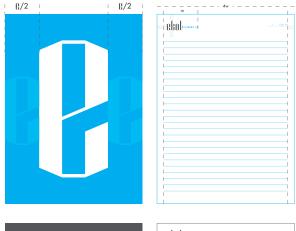
## **NOTEBOOKS**

Size: 148,5mm x 210 mm Material: A5 80g Paper

The "E" icon should be placed on the cover page centerally aligned with a safety area of "E"/2.

In terms of color two options might be used; Cyan or PCoolGray 11C. In leather cover usage the color should be protected in emboss.

The size of the Ekol logo should be 1/4 of the paper width and it should be placed taking the protection area into consideration as shown.



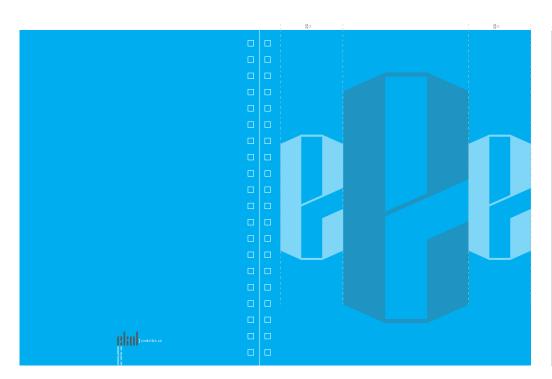




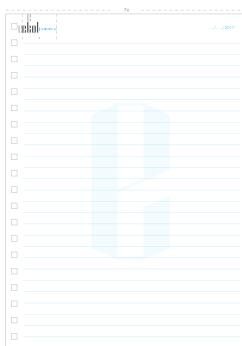




# **NOTEBOOKS**







CD - CD COVER

Size: 127 mm x 127 mm

Material: 300g Bristol Carton Paper

The "E" icon should be placed on the front panel of the cover centerally aligned with a safety area of "E"/2 as shown.

Ekol logo should be placed on the back panel of the cover centerally aligned as shown.

#### **FOLDER**

Size: 220 mm x 305 mm

Material: 300g Bristol Carton Paper

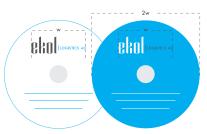
The "E" icon should be placed on the front panel centerally aligned with a safety area of "E"/2 as shown.

Ekol logo should be placed on the back panel of the cover page centerally aligned as shown.

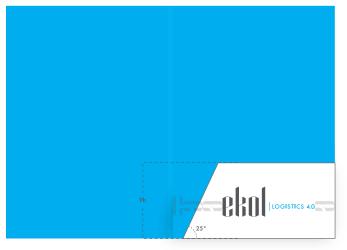














## E-MAILING, **BADGES, PIN**

#### **E-MAIL SIGNATURE**

Name Surname: Calibri Bold 10pt.

Title: Calibri Regular 9pt. Ekol Logo: 200px.

Contact Details: Calibri Regular 8pt.

The protection area of Ekol logo should be considered under web site address.

The height of the gender icon will be the same as the letter height. There should be a space left between the last letter and the gender icon, with a size of 1/2 "E" height of Ekol logo.

#### **BADGES**

Size: 86mm x 54mm

The "E" icon will be used in a size as shown with a 1/4 ratio of the badge height. Here an exceptional rule is valid in terms of the protection area of the cut "E" icon as shown. There should be an area left blank on the right side with 1/3 of the width of the column size of E icon.

The width of the picture to be used on ID card, should be scaled base on the width of the "E" column.

Name Surname: Futura Medium 10pt. Title: Futura Medium 7pt. Visitor: Futura Medium 20 pt. (50% opacity) and centerally aligned.

#### PIN

The "E" icon will be 1/3 of the total pin area.

#### E-MAILING

# Arzu Tan 🔉

Director
Corporate Communications

M. + 90 506 564 3231 T. + 90 216 564 3231



#### Mehmet Kaplan

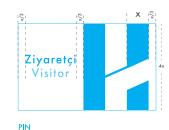
Director Corporate Communications HQ\_\_\_

M. + 90 506 564 3231 T. + 90 216 564 3231

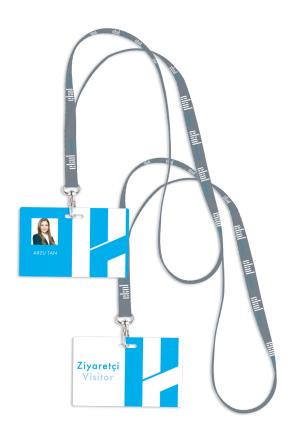
ekol.com\_











# PRESENTATION TEMPLATE

Size: 210 mm x 297 mm Material: A4 80g Paper

On single page letterhead/first page of letterheads, blue bar will be positioned as aligned to left with a protection area of the same height from top and the edge of the blue bar will be cut with an angle of 25 degrees.

The width of the bar will be 1/3 of the paper width.

On following letterhead pages a single "E" icon should be used instead of the blue bar.

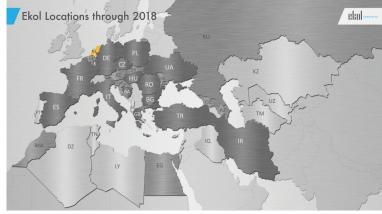
The "E" icon should be centerally aligned and positioned with a protection area as shown.

The text area for both type of pages should be placed as shown.

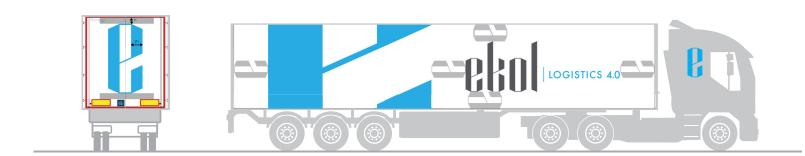
Text: Futura Regular 12 pt.
Contact Details: Futura Medium 8pt.
Contact details line should be
positioned centerally aligned and put
with a protection area of the height
of "E" from the bottom









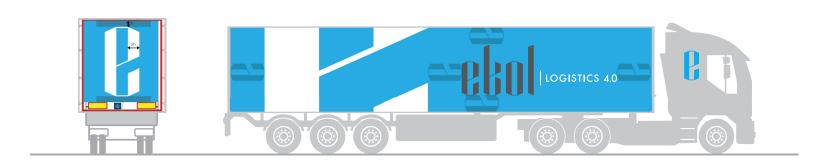


An "E" logo must be added to the front side of the trailer. Due to the free space on that area, the size of "E" can vary.



Here an exceptional rule is valid in terms of the protection area of the "E" icon on the top branding of truck as shown.







Here an exceptional rule is valid in terms of the protection area of the "E" icon on the top branding of truck as shown.



# **VEHICLE BRANDING**





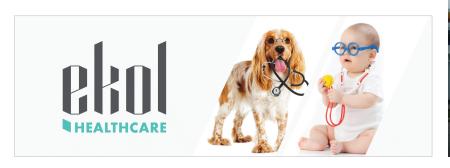




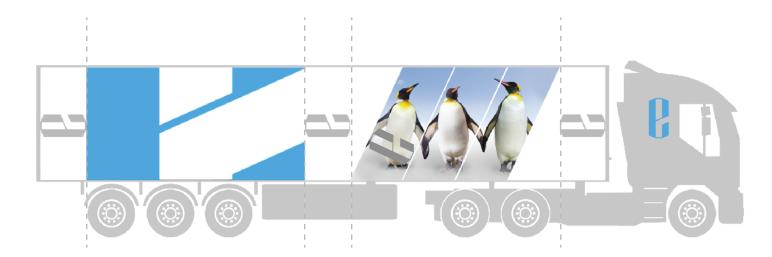




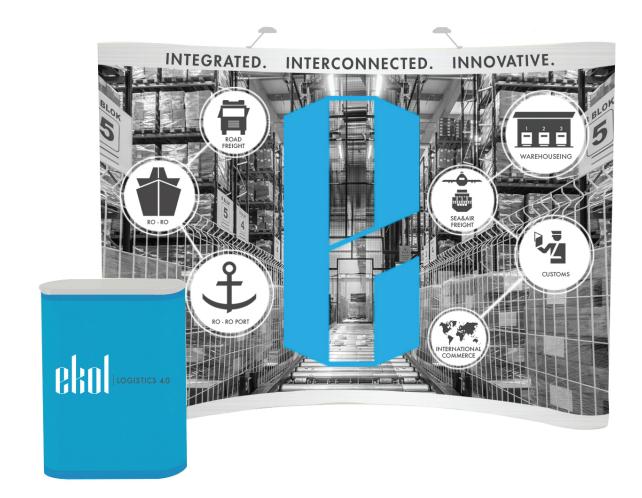
# **VEHICLE BRANDING**







## **VENUE BRANDING**



In all displays visual identity usage rules apply.

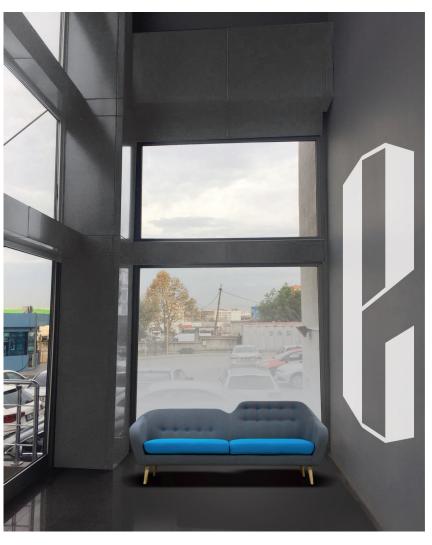
In each display the sizes of the logo and other icons should be adjusted upon the exact dimension of the display.



# ARCHITECTURAL INTEGRATION







Here an exceptional rule is valid in terms of the protection area of the "E" icon on the top branding of truck as shown.



#### PRINT AD TEMPLATE

There are two alternative templates for Ekol Logistics Print Advertisements.

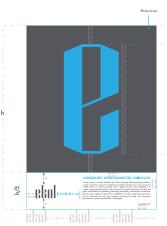
In the alternative shown on the left (referring to the template on top, the white bar allocated to logo and text, should have a height of 1/5 of the page height. The "E" icon should be placed as shown and the color is Cyan 100. The selling line and the text should be placed next to the Ekol logo with the protection area as shown. Ekol logo must be vertically centered.

In the alternative shown on the right (referring to the template on the bottom), the "E" icon, selling line and text should be placed centerally aligned taking the protection area into consideration as shown.

The width of the logo should be 1/3 of the total page width. The protection area should be considered as shown.

Picture should be used in B&W.













#### NTEGRATED INTERCONNECTED INNOVATIVE

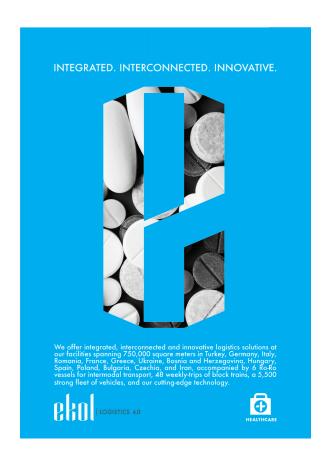
We offer integrated, interconnected and innovative logistic solutions at our facilities spanning 750,000 square meters i Turkey, Germany, Italy, Romania, France, Greece, Ukrain Bosnia and Harzegovina, Hungary, Spain, Poland, Bulgaria Czechia, and Iran, accomponied by 6 Ro-Ro vessels for intermedal transport, 48 weekly-trips of block trains, a 5,50

www.ekol.co

For Sector Print Ad's, there is only one template to be used. The picture usage is limited with the area of "E" icon. Picture should be converted to B&W.

The associated sector icon should be placed as aligned to the right in white color only with the protection area as shown.







# INTERNAL ANNOUNCEMENTS Education, Sport, Happy Hour





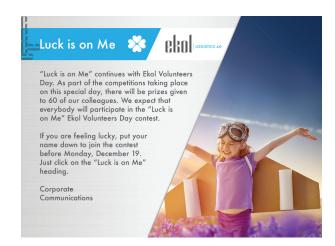
There is a standart announcement template developed to be used for various internal communication.

The announcement type will be written on a colored bar next to Ekol logo bar, taking the protection area of "E" into consideration.

In cases, where date and venue information is provided, this text will be written on a bar with respect to the protection area as shown.

The header should be written with Futura Bold size 14pt and body text with Futura Medium size 10pt.









Here an exceptional rule is valid in terms of the protection area of the "E" icon on the top branding of truck as shown.



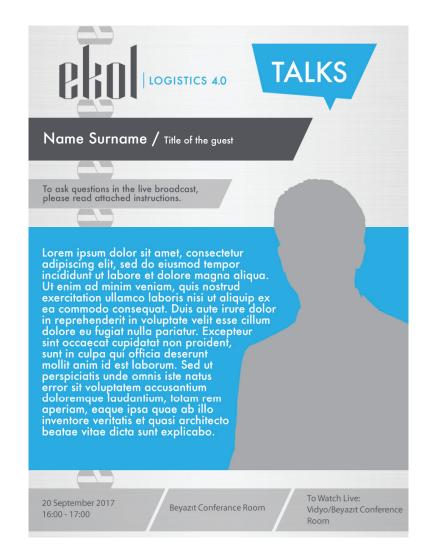
# INTERNAL ANNOUNCEMENTS Talks Template

In Talks Announcement template, the logo will be placed in the upper left corner in line with the protection area.

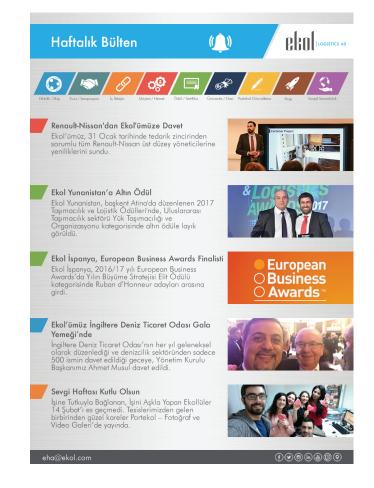
Between each text bar, an area in size of the horizontal "E" icon should be left.

The texts should be written as aligned to the left and sizes are flexible depending on the total length of the text.





# INTERNAL ANNOUNCEMENTS Newsletter Template





For logo and bar placements in Newsletter and Weekly communication the protection area and size should be taken into consideration as shown.



### **QUARTERLY CUSTOMER NEWSLETTER**

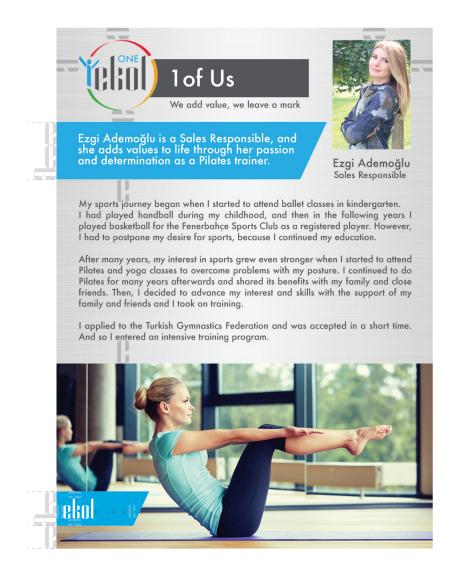


This newsletter template shows an exceptional usage.

The recommended version for newsletter is the one on the previous page.



#### INTERNAL ANNOUNCEMENTS



For logo and bar placements in "1 of Us" communication the protection area should be taken into consideration as shown.



### INTERNAL ANNOUNCEMENTS

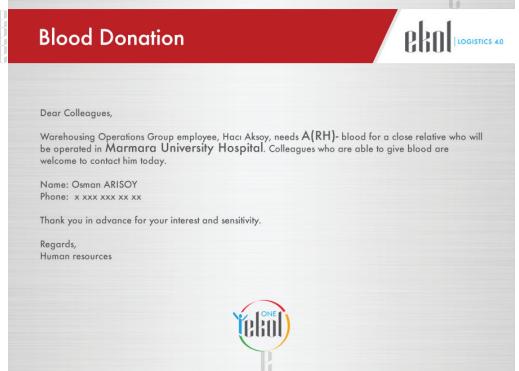
There is a standart announcement template developed to be used for various communication.

The announcement type will be written on a colored bar next to Ekol logo bar, taking the protection area of "E" into consideration.

The color of the bar may vary depending on the type of the communication.

ONE Ekol logo will be placed at the bottom of the page centerally aligned.

The header should be written with Futura Bold size 14pt and body text with Futura Medium size 10pt.v







#### INTERNAL ANNOUNCEMENTS

### Job Opportunity



#### Dear colleagues,

We are looking for a colleague in the position of SUPPLIER RELATIONS EXPERT to be assigned to our RF Supplier Relations department, which is connected to our company's Transportation group. The criteria expected for the opinions of candidates who have adopted corporate culture, corporate strategy and values are as follows:

#### General Qualifications:

- · Undergraduate graduate,
- · Good grades of English speaking,
- · Having minimum 1 year experience in the logistics sector,
- · Human relationships and communication skills are strong,
- · Analytical direction is strong, solution oriented,
- · Class B driver's license and active vehicle,
- Travel is not disabled.
- · Completed military service for male candidates

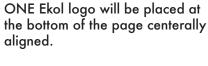
#### Job description:

- To ensure that relations are maintained with our company and suppliers in line with our company's policies and targets,
- · Providing the creation and updating of the procurement plan,
- In the scope of procurement and budget, to be in supplier investigation and to manage related tender, operations,
- Take the suppliers to work within the framework of legal and mandated rules, ensure that limited audits take place,
- To ensure that operational targets are reported and developed,
- Develop supplier evaluation and performance management system,
- · Support to determine the targets and strategies to be purchased.

We ask all applicants to submit their application to the address of Aysu Yavuz (aysu.yavuz@ekol.com) by the end of the working day on Friday, February 24, 2017. The applications will be kept confidential or evaluated by Human Resources. Positive candidates will be contacted with the department manager. The process of purchasing the jewelery will be evaluated on the same conditions as domestic and external sources.

#### Regards,

Human resources



There is a standart announcement template developed to be used for

The announcement type will be written on a colored bar next to Ekol

The color of the bar may vary

depending on the type of the

logo bar, taking the protection area

various communication.

of "E" into consideration.

communication.

The header should be written with Futura Bold size 14pt and body text with Futura Medium size 10pt.



BRAND GUIDELINE

#### SOCIAL MEDIA POST TEMPLATE

There are two alternative templates for Social Media posts.

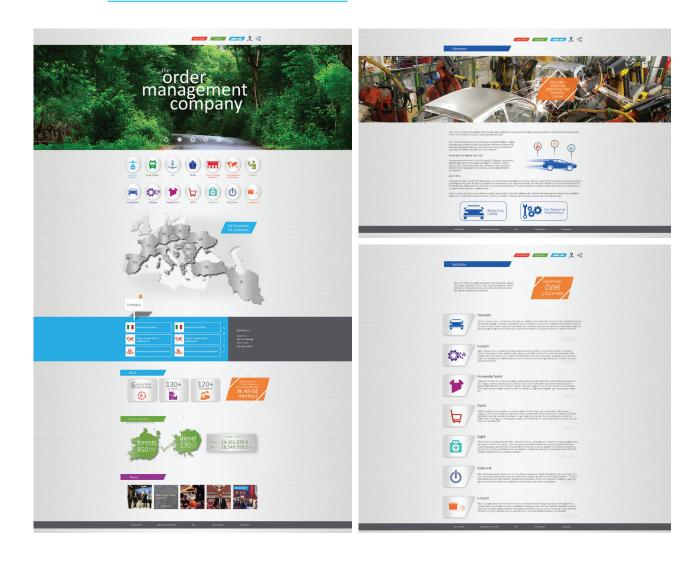
In the example shown on the left hand side, will be used as regular social media communication template, where the "E" icon will be used on a blue bar. There should be a protection area as shown with a size of "E"/2. The height of the bar will be 3"E/2". The text will be written with Futura Medium size 10pt.

In the example shown on the right hand side, will be used in Special Days communication, where the "E" icon will be used on a grey bar in the upper left corner. There should be a protection area as shown with a size of "E"/2. The height of the bar will be 3"E/2". The text will be written with Futura Medium size 12pt.





### **WEBSITE LOOK & FEEL**





### PHOTOGRAPHIC STYLE









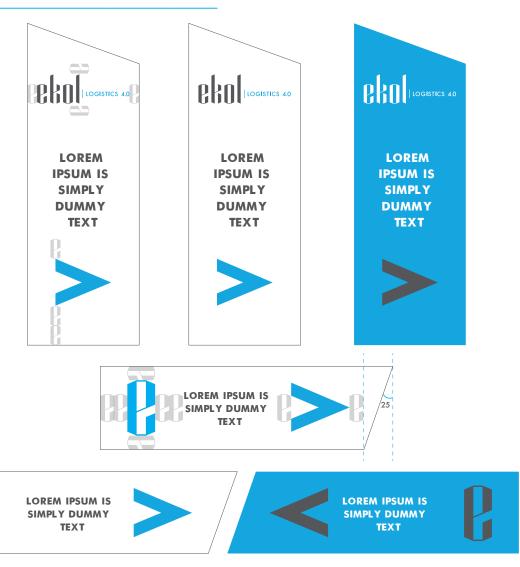




Photos should be preferred at perspective.



### **DIRECTIONS SIGNS**



The direction signs can be used in two different colors.

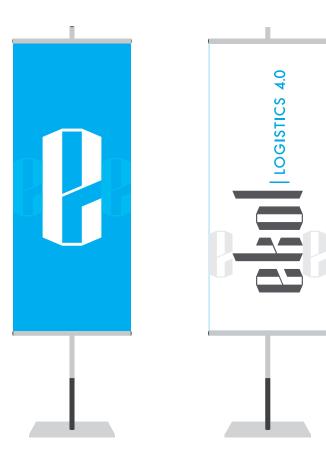
In each template the protection area should be respected as shown.

The text should be written with Futura Bold and the font size should be selected to secure the legibility.



#### WATERMARK







There are two alternative versions generated for flags/roll-ups.

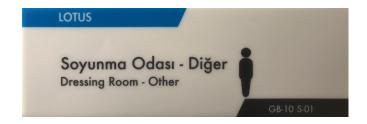
In one alternative "E" icon should be used on a blue background, in the other alternative Ekol logo will be used vertically on a white background in line with the protection area as shown.



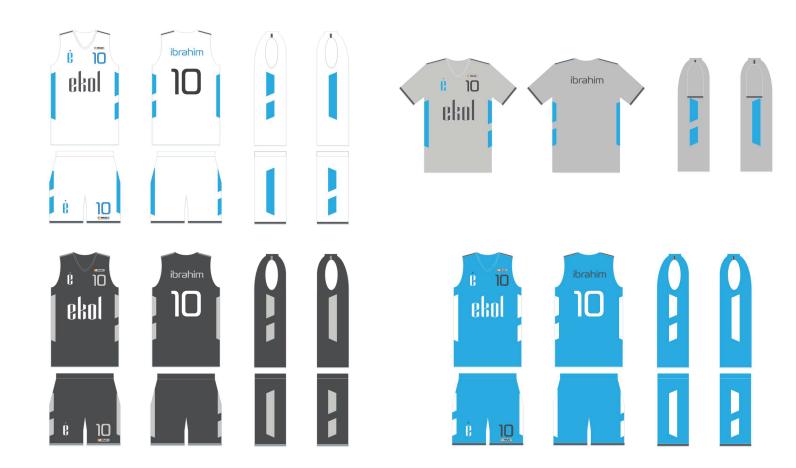
### DOOR NAME TAGS

Yönetim Kurulu Başkanı Chairman









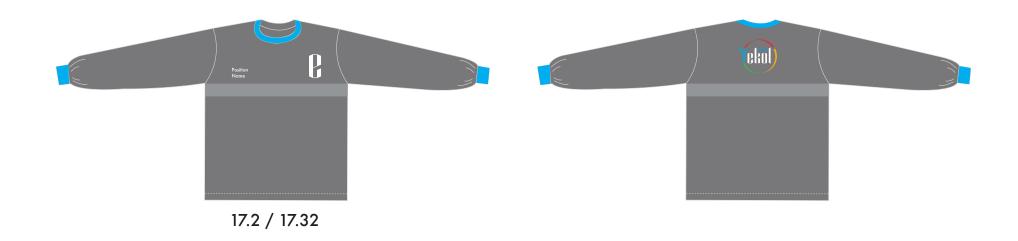
Font: Zektron RG abcdefghijklmnoöprstuüvyz 1234567890

Colors: Pantone Process CYAN C Pantone Cool Gray 11 C Pantone Cool Gray 3 C White



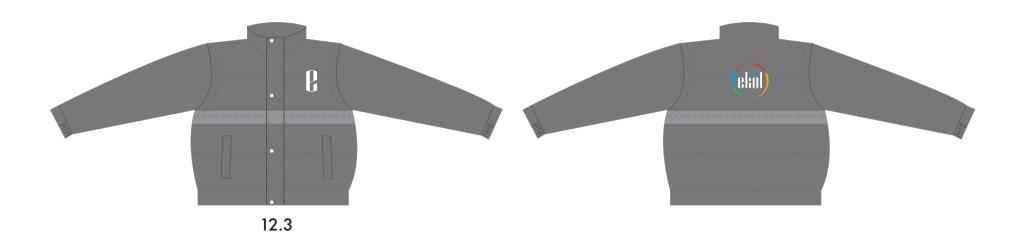


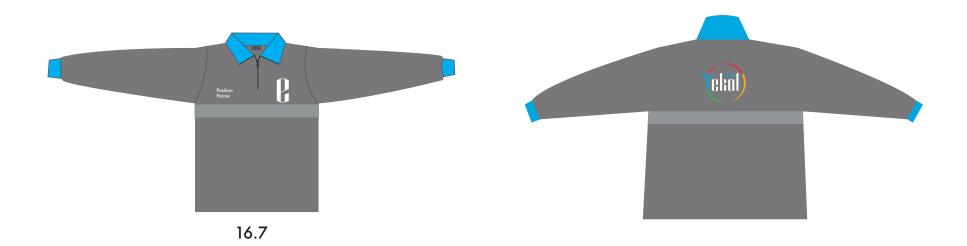


















20.16





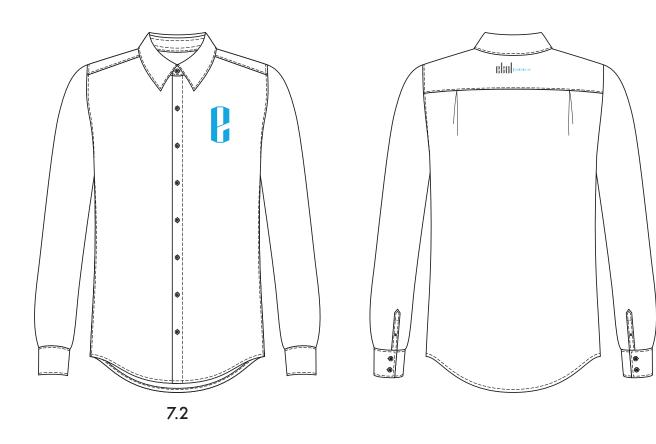
20.14



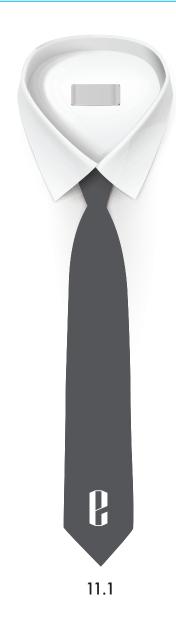








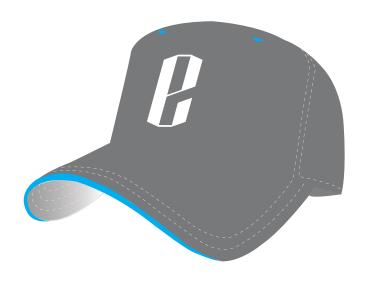






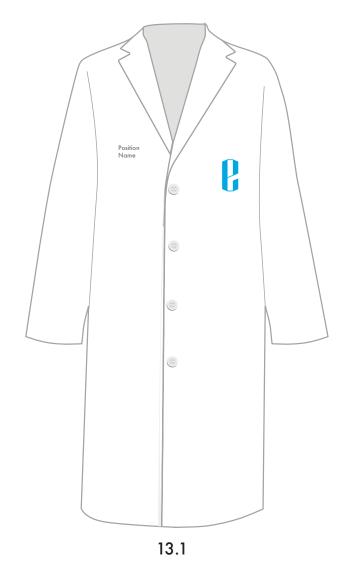


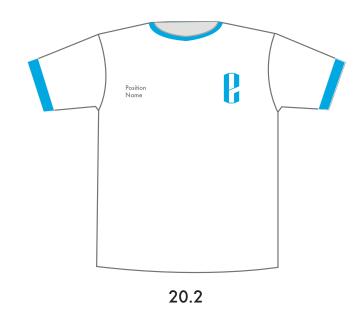






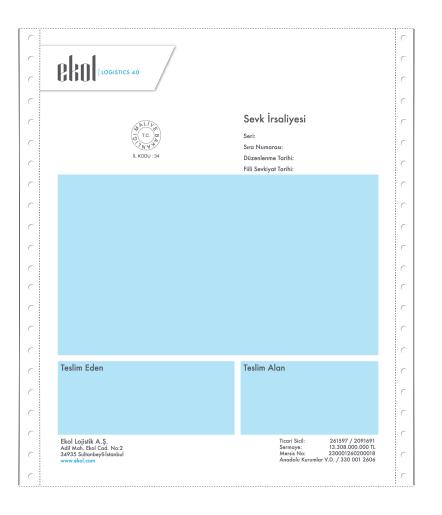
18.1







### **DELIVERY NOTE**





# INVOICE e-INVOICE





