



# LOGO USAGE GUIDE

## CORPORATE IDENTITY

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## 1- LOGO USAGE GUIDE: PURPOSE AND SCOPE

The GNA Environmental Solutions R&D Ltd. co. Logo Usage Guidelines create a visual element that defines the corporate identity of GNA Çevre Çözümleri.

The GNA Environmental Solutions R&D Ltd. co. Logo Usage Guidelines have been prepared to prevent fundamental issues that may arise in logo applications and to provide guidance for proper use.

The primary purpose of this guide is to ensure that core elements such as the logo and emblem are obtained from designated sources and to prevent these elements from being created or modified through individual initiative.

## 2- BASIC RULES

GNA Environmental Solutions R&D Ltd. co. the logo should be reduced in size by a minimum of 2.4 - 0.95 cm.



While establishing the logo-writing relationship, turquoise green and gray tones were used. No changes should be made to the logo other than the specified color and typography.



### 3- LOGO CORPORATE COLORS

#### PRIMARY COLORS

GNA Environmental Solutions R&D Ltd. Co. logo has 2 main colors.



**TURQUOISE  
GREEN**

CMYK: %77, %4, %47, %0

RGB: %0, %169, %154



**DARK  
GRAY**

CMYK: %60, %50, %47, %40

RGB: %88, %88, %90

## 4- STANDARDS FOR LOGO USAGE ON DIFFERENT BACKGROUNDS

GNA Environmental Solutions R&D Ltd. co. The uses of their logo on different floors are shown below. Logo in turquoise green-dark gray on white colored grounds; It can also be used as turquoise green-white on dark colored grounds, and as all white or turquoise green-white on visual and colorful grounds. A different color is definitely not used when using all these versions.



## 5- INCORRECT LOGO USAGE

GNA Environmental Solutions R&D Ltd. co. No changes should be made to the colors, sizes, locations and directions of their logo. Representations about the use of non-exemplary logos are indicated below.



## 6- LOGO STRUCTURE AND PROPORTIONS





**GNA Environmental Solutions R&D Ltd. co.**

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