



**ARUCAD**  
Arkin University  
of Creative Arts and Design

Visual Identity | 2020

# Index

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Why Visual Identity

Logo

Colour

Typography

Corporate Projects

Marketing Projects

# Why Visual Identity

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Every company has a story to tell. Creation, management, activity: it's all done for a reason. To tell a story and make themselves known, a company first needs to develop its own identity. Cultural identity, also called 'corporate culture' is the first step. It governs the positioning, operation and strategies of the organisation and influences decisions. The second step is the visual identity. It adds more depth and gives people something to remember the company by. In this article, we are going to explore the value of visual identity and why it is essential if you wish to succeed in business.

## What is visual identity?

To function properly, a company must develop its own identity, based on a unique design and well-defined graphics. All of these components make up the 'visual identity'. Consisting of the name, logo, font, colour and signature style, the visual identity is essentially the story of a company and the values that it wishes to convey. It is essential for a brand asserting themselves through both print and online media, and is one of the fundamental pillars of the communication strategy of an organisation.

A key element of the visual identity is, of course, the logo. It allows an organisation to not only be recognised, but remembered. The creation of a logo is not something to be taken lightly, and it is always a good idea to meet with professional designers. Specialists in communication and design identify your needs, tastes and personality and bring them together to build a powerful logo. An integral part of visual identity, it gives you the opportunity to differentiate yourself from competitors.

In order to remain uniform in its communication, it is necessary to follow graphic standards. Effective graphic standards are crucial for a company wishing to maintain consistency in their graphic identity. Do not hesitate to contact our creative team who can assist you in this process and offer more information.

## The benefits of a strong visual identity

Today, a company no longer builds its reputation solely on products or services. The image that it conveys is also seen to be a measure of its success. Before embarking on the creation of a visual identity, you must explicitly and precisely identify the strategic goals of your business: Why is it so important? Which media should I utilise? Why is having a visual identity so important?

### A visual identity must fulfill three essential functions:

- It is recognisable: by being simple and clear
- It gives your business personality
- It stands out from competitors

### If you properly develop your visual identity, you will draw many benefits, including:

**Awareness:** as your identity becomes more developed and thus recognisable, awareness of your business will grow.

**Positioning:** symbols, values, culture, projects. All of these help to encourage and foster any progressions within your business.

**A bond:** from the customer's point of view, a strong identity creates a sense of belonging and reliability.

**Staying Power:** Control over your identity will allow you to respond quickly and effectively to changes, thus ensuring the immortality of your organisation.

**Savings:** a well-designed early identity will save you lots of money! No need to constantly reinvent graphics, your identity is well-established and solid.

# Logo

The Arucad Logo  
International Use  
Turkish Use  
Alternative Uses  
Don't Use

# The Arucad Logo

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# The Arucad Logo

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## Font

## Punto Büüklüğü

A	Source Code Pro Bold	32 punto
B	Myraid Pro Semi Bold	17 punto
c	Myraid Pro Semi Bold	10 punto



## Font

## Punto Büüklüğü

A	Source Code Pro Bold	32 punto
B	Myriad Pro Semi Bold	12 punto
c	Myriad Pro Semi Bold	12 punto

# International Use

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Primary Logo



Grayscale Logo in Pantone



Stamp Logo in Pantone



Stamp Logo in Pantone



Logo for Dark Background



CMYK Logo



White Logo



## Turkish Use

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Primary Logo



Grayscale Logo  
in Pantone



Stamp Logo  
in Pantone  
100% all in 7540C



Stamp Logo  
in Pantone  
100% all in 7540C



Logo for  
dark background  
20% : type 7540C



CMYK Logo



White Logo





## Alternative Uses

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## Alternative Uses

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# Don't Use

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# Colour

Primary Colours


# Primary Colours

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## Pantone Color Book: Solid Coated

	Pantone	<b>185C</b>
	RGB	<b>228 0 43</b>
	CMYK	<b>0 93 79 0</b>
	HEX/HTML	<b>E4002B</b>




	Pantone	<b>Blue 072C</b>
	RGB	<b>16 6 159</b>
	CMYK	<b>100 95 0 3</b>
	HEX/HTML	<b>10069F</b>



	Pantone	<b>107C</b>
	RGB	<b>251 225 34</b>
	CMYK	<b>0 0 92 0</b>
	HEX/HTML	<b>FBE122</b>



	Pantone	<b>7540C</b>
	RGB	<b>75 79 84</b>
	CMYK	<b>41 28 22 70</b>
	HEX/HTML	<b>4B4F54</b>



Logo and Academic Fonts

Primary Font

Secondary Font

Handwriting Fonts

**Ty-**

**pog-**

**raphy**

# Logo and Academic Fonts

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## Source Code Pro Bold

**AaBbCc0123**

ABCÇDEFGHIİJKLMNOÖPQRSŞTUÜVWXYZ  
abcçdefghıijklmnoöpqrştuüvwxyz  
0123456789 .,:;-!?' ”()\*+-%

## Myraid Pro Semi Bold

**AaBbCc0123**

ABCÇDEFGHIİJKLMNOÖPQRSŞTUÜVWXYZ  
abcçdefghıijklmnoöpqrştuüvwxyz  
0123456789 .,:;-!?' ”()\*+-%

## Century Gothic

**AaBbCc0123**

ABCÇDEFGHIİJKLMNOÖPQRSŞTUÜVWXYZ  
abcçdefghıijklmnoöpqrştuüvwxyz  
0123456789 .,:;-!?' ”()\*+-%

## Times New Roman

**AaBbCc0123**

ABCÇDEFGHIİJKLMNOÖPQRSŞTUÜVWXYZ  
abcçdefghıijklmnoöpqrştuüvwxyz  
0123456789 .,:;-!?' ”()\*+-%

# Primary Font

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Montserrat Regular

**AaBbCc0123**

ABCÇDEFGHIİJKLMNOÖPQRSŞTUÜVWXYZ

abcçdefghijklmnoöpqrştuüvwxyz

0123456789 .,:-!/?/ ' "()\*+-%

Montserrat Semibold

**AaBbCc0123**

ABCÇDEFGHIİJKLMNOÖPQRSŞTUÜVWXYZ

abcçdefghijklmnoöpqrştuüvwxyz

0123456789 .,:-!/?/ ' "()\*+-%

Montserrat Bold

**AaBbCc0123**

ABCÇDEFGHIİJKLMNOÖPQRSŞTUÜVWXYZ

abcçdefghijklmnoöpqrştuüvwxyz

0123456789 .,:-!/?/ ' "()\*+-%

Montserrat ExtraBold

**AaBbCc0123**

ABCÇDEFGHIİJKLMNOÖPQRSŞTUÜVWXYZ

abcçdefghijklmnoöpqrştuüvwxyz

0123456789 .,:-!/?/ ' "()\*+-%

Montserrat Italic

*AaBbCc0123*

*ABCÇDEFGHIİJKLMNOÖPQRSŞTUÜVWXYZ*

*abcçdefghijklmnoöpqrştuüvwxyz*

*0123456789 .,:-!/?/ ' "()\*+-%*



## Secondary Font

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Oswald Light

AaBbCc0123

ABCÇDEFGHIJKLMNOPÖPQRSŞTUÜVWXYZ

abcçdefghijklmnoöpqrşstuüvwxyz

0123456789 .,:-!?'/''()\*+-%

Oswald Regular

AaBbCc0123

ABCÇDEFGHIJKLMNOPÖPQRSŞTUÜVWXYZ

abcçdefghijklmnoöpqrşstuüvwxyz

0123456789 .,:-!?'/''()\*+-%

Oswald Medium

AaBbCc0123

ABCÇDEFGHIJKLMNOPÖPQRSŞTUÜVWXYZ

abcçdefghijklmnoöpqrşstuüvwxyz

0123456789 .,:-!?'/''()\*+-%

Oswald Bold

AaBbCc0123

ABCÇDEFGHIJKLMNOPÖPQRSŞTUÜVWXYZ

abcçdefghijklmnoöpqrşstuüvwxyz

0123456789 .,:-!?'/''()\*+-%

# Hand Writing Fonts

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Rhapsody

ABC Ç DEFGHI ĆJKLMNO ÖPQRS ŒTU ÜVWXYZ  
abc ç defgh i jklmno öpqrs œtu üvwxyz  
0123456789 .,:;-!/?/'"()\*+-%

*Lemon Tuesday (for Russian)*

ABC Ç DEFGHI ĆJKLMNO ÖPQRS ŒTU ÜVWXYZ  
abc ç defgh i jklmno öpqrs œtu üvwxyz  
0123456789 .,:;-!/?/'"()\*+-%