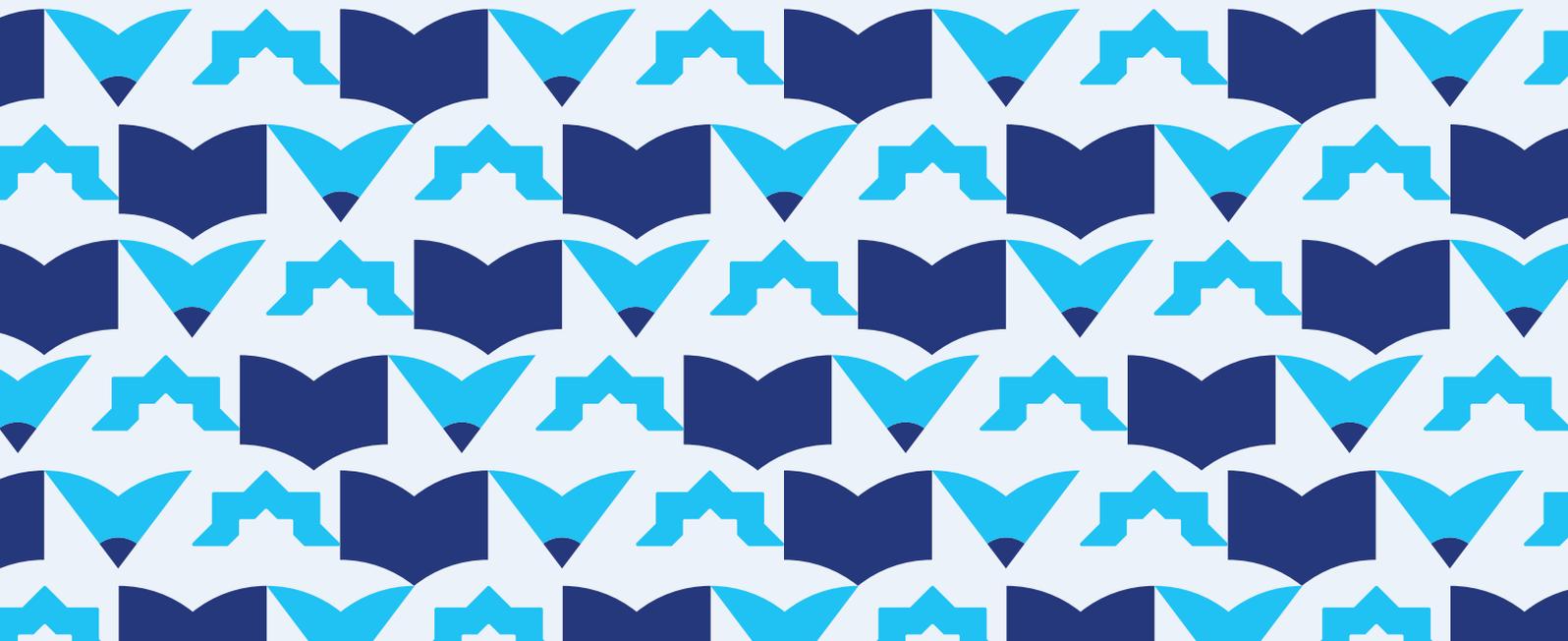
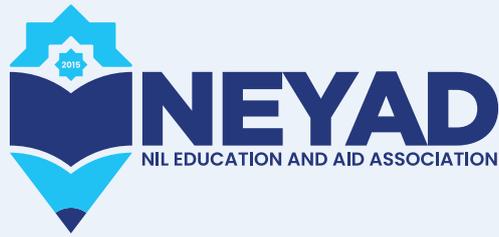
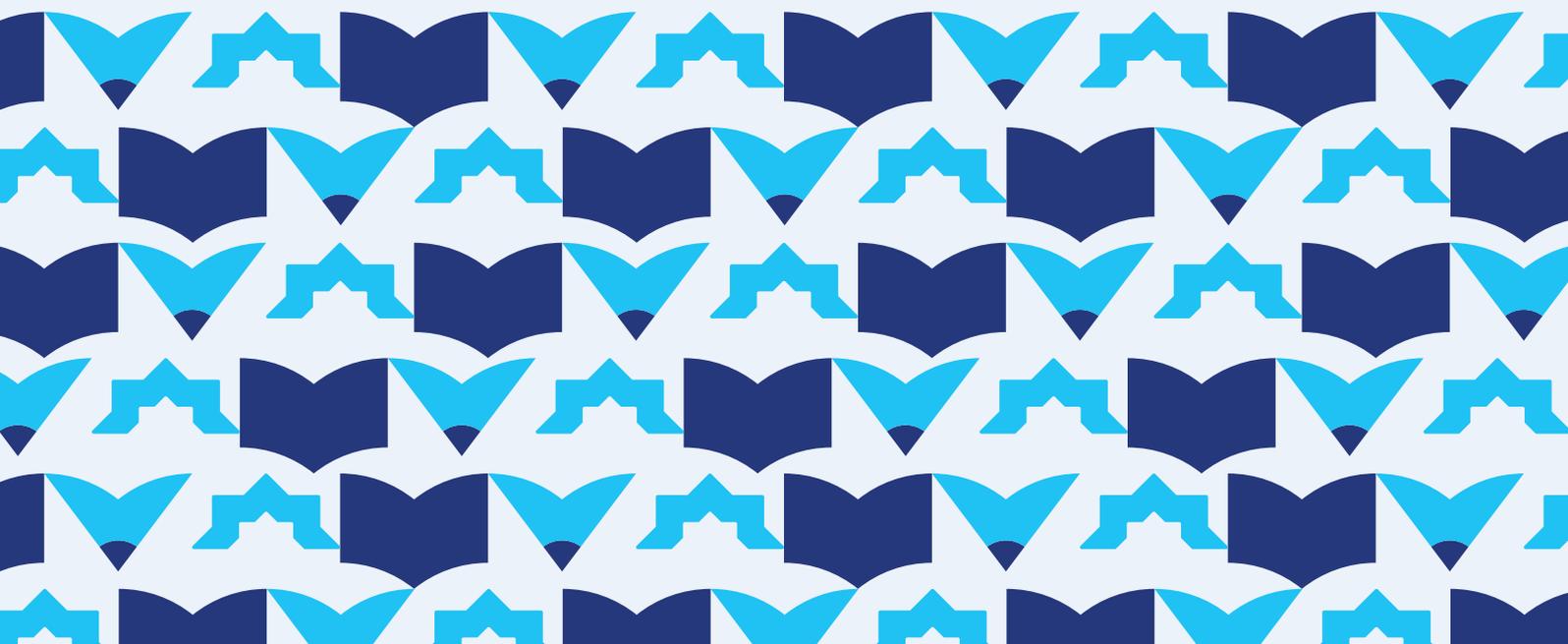


CORPORATE IDENTITY
GUIDE



Women of the future, the future of Turkey



About Us

We set out with the intention and effort to be the best of people, based on the idea that "the best of men is what benefits the people." the principle of aiding and serving to everywhere is another motto of our movement. It has become widespread enough to be daily information that people in today's world need a lot of help from a material and spiritual point of view. In today's world, where there are so many people in need of help, it is also understood from the demand for help that aid is not enough. Our assistance will continue sometimes economically, sometimes socially-politically and sometimes psychologically.

As a member of this nation, as our ancestors did; after meeting all the needs of all people; meeting the needs of all living things, such as migratory birds and animals starving in nature in winter, are some of the meaningful activities to be done for us.

When we do these charities, our goal is that the left hand does not hear what the right hand gives.

Based on the above statements, in order to know ourselves and to be one of the best people, we came together with people who had a clean heart and no intentions and implemented this association. We would like to take this opportunity to express our eternal respect and gratitude to all of our members, who have contributed to the establishment of this association and its charitable activities.

Logo ID

Logo symbol





NEYAD Logo Symbol

NEYAD logo symbol is usually used with NEYAD writing, as can be seen in the following pages of the manual.

While representing our civilization by containing "Seljuk Star" and "Sun", it wants to express education from the basic services of the association with the forms "Book and "Pen".

Logo ID

Logo

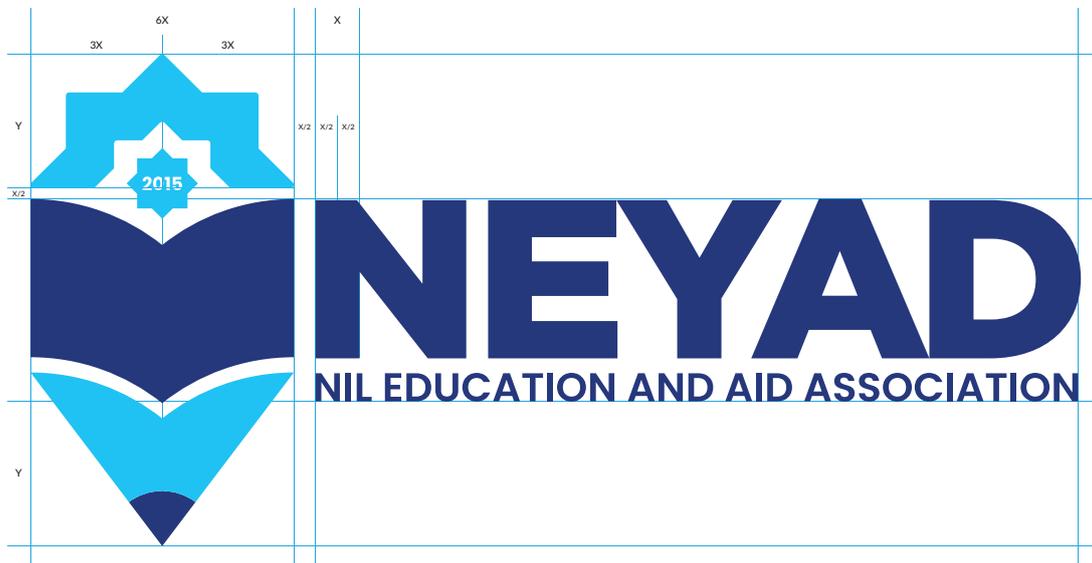


NEYAD Logo

The NEYAD logo consists of the combination of NEYAD logo symbol and neyad logo type.

Logo ID

Logo proportions



Grid System

Grid system for logo, creates the geometric harmony between elements in the logo creation process. This system helps protect logo project work and ensures that the logo is simple, flexible and time-independent.

The grid grids we see here are the grid system that shows the logo symbol and logo font. The system brought the proportional ratio which is shown on the system.

Usage on different scales

Stationery Size

20—55^{mm}

Logo height from 20 to 55 mm; is usually used in office stationery, letterheads, packaging (etc.)

The smallest size of the logo is 20 mm in width to ensure its visibility and recognition in different applications without other design elements.

Print Size

65—85^{mm}

Logo height from 65-85 mm; can be used for medium and large stationery such as print covers, flyers, brochures.

Banner Size

>100^{mm}

Logo height of over 100 mm is applied for large-scale printing formats such as outdoor advertising and posters.

The logo size can be adjusted under different conditions to maximize usability.

Logo Sizes

Logo ID



20mm



55mm



65mm



85mm



100mm



130mm

Logo ID

Logo alternative uses

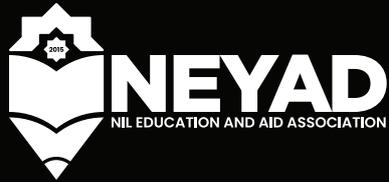
Logo Type

NEYAD logo type can be used as a female on certain different grounds depending on the neyad logo symbol. NEYAD logo type cannot be used without NEYAD logo symbol, regardless of the ground.

Logo Symbol

NEYAD logo symbol can be used as a female on certain different grounds. The neyad logo symbol can be used normally and as a female in many specific floors, even without NEYAD logo inscription.

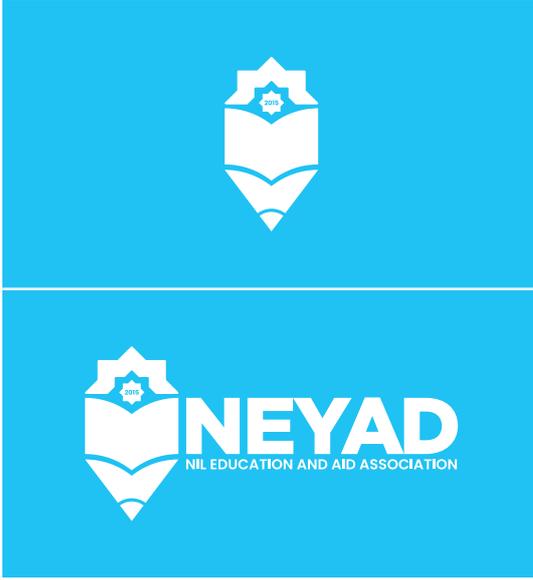
Logo Versions



Logo ID

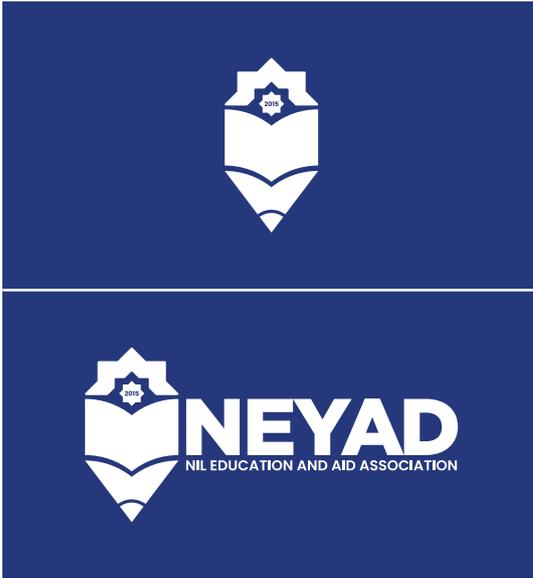
Logo alternative uses

Color Versions



Attention

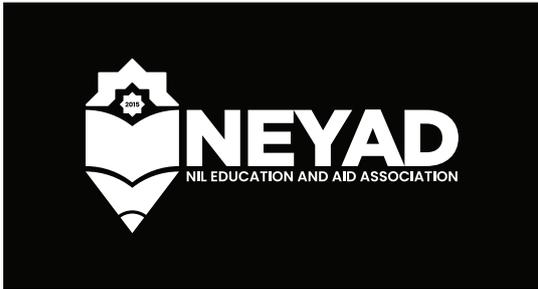
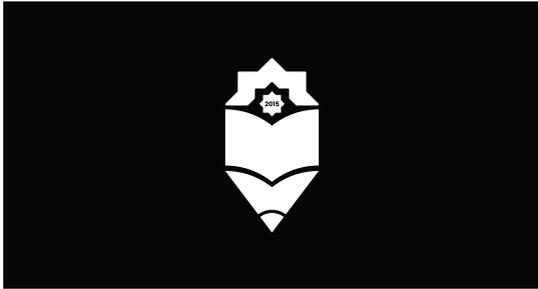
If not obliged, the NEYAD logo and the NEYAD logo symbol should not be used on grayscale floors.



Logo Versiyonları

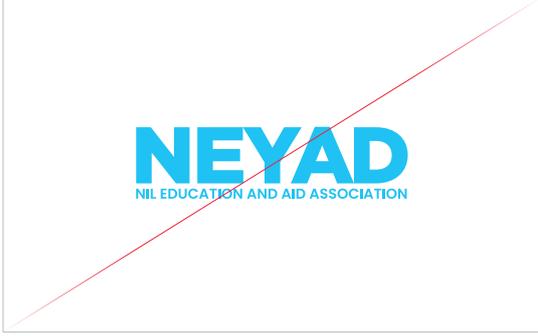
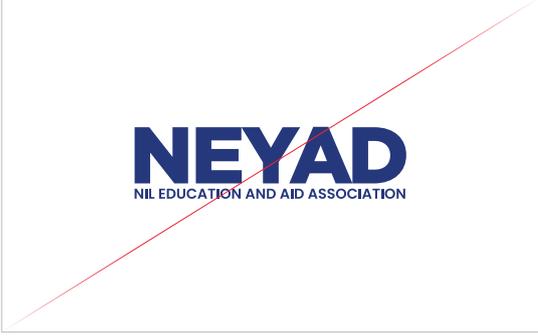
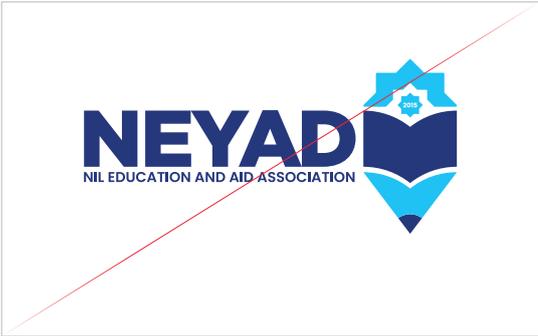
Logo ID

Black&White Versions



Logo ID

Logo misuse

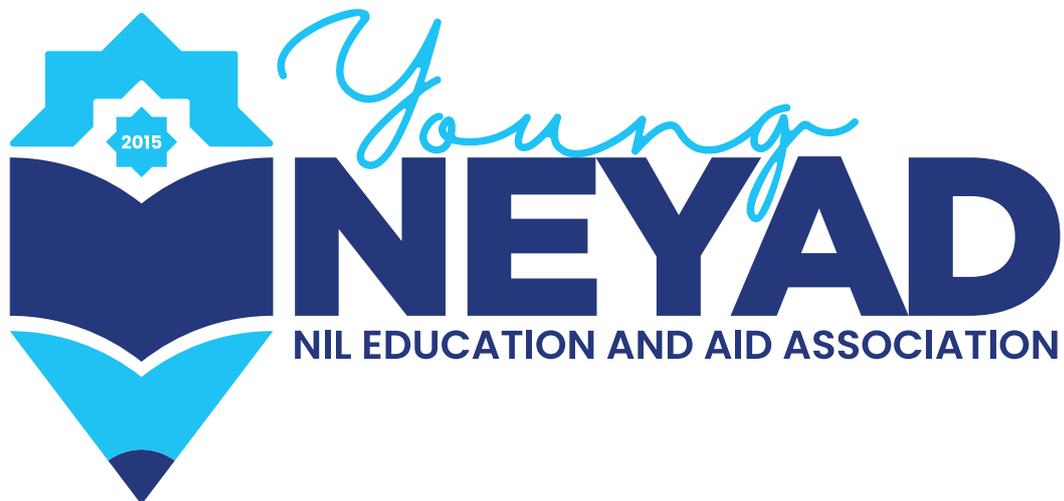


Logo ID



Logo ID

Logo

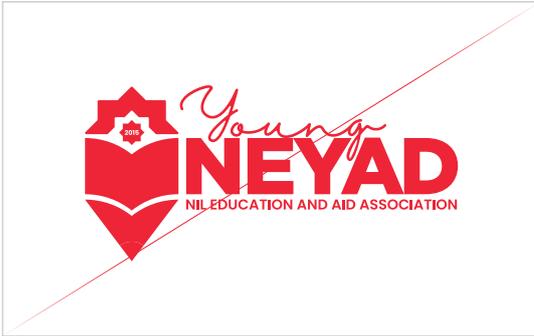
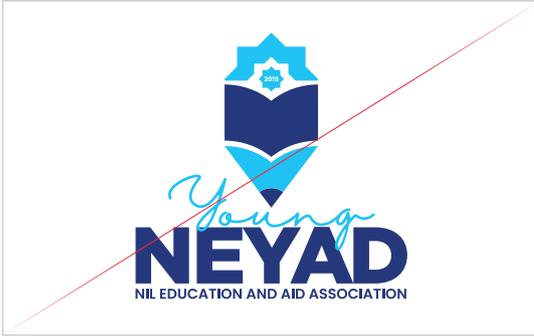
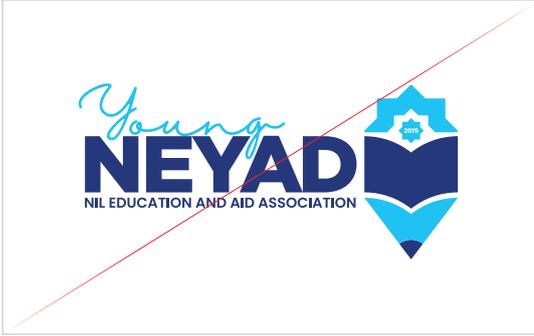


Young NEYAD Logo

The Young NEYAD logo is formed by writing "young" typography on the NEYAD logo symbol and NEYAD logo. The preferred application of the young NEYAD logo has been created as shown above. Alternative color applications and logo rules are the same as the NEYAD logo. Their misuse is given on the side

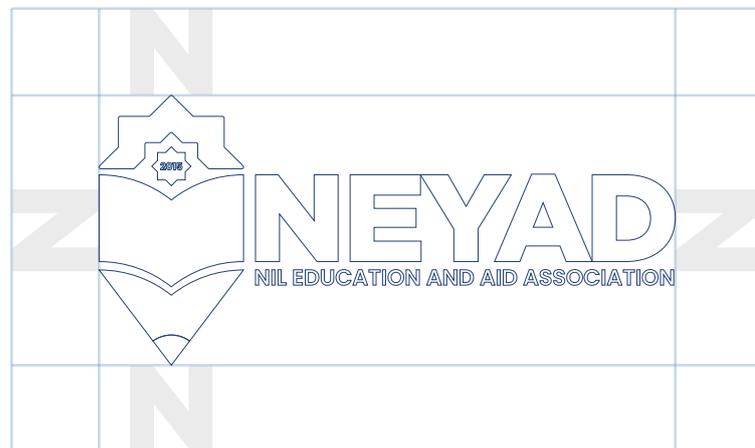
Logo ID

Logo misuse



Logo ID

Logo safety area



Approach Distances (Clearspace)

Logo ID

Clearspace, is the area where the symbol is left, which determines the security area around the logo.

Safety Area

It is advisable to leave free space around the NEYAD logo and not to enter any foreign elements.



Usage

In the use of the NEYAD logo, no writing, symbols or materials should be brought into the designated security area. It may not be possible to apply the security area rule on the edges in tight spaces.

Measurement

The recommended minimum area (security area) should be as high as the height indicated by the letter "N" in the NEYAD logo caption.

Color ID

Color structures



Midnight Blue

CMYK	Pantone
100, 93, 20, 7	2757 UP

RGB	HEX
40, 56, 124	28387c

Ice Blue

CMYK	Pantone
68, 0, 0, 0	P 115-6 C

RGB	HEX
0, 194, 243	00c2f3

Colour Palette

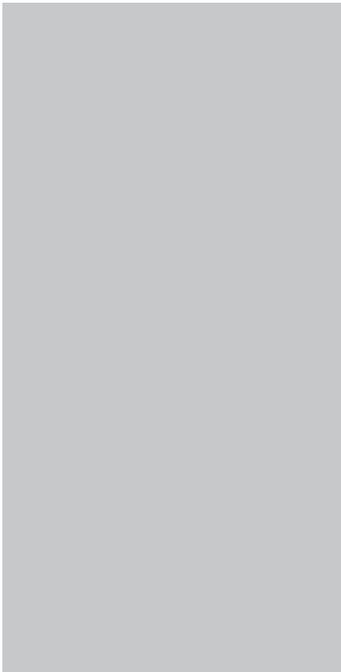
Color ID

Grayscale CMYK

**Silver
Gray**

CMYK
0, 0, 0, 25

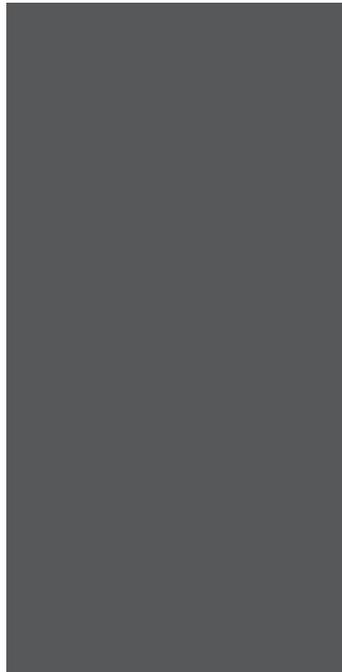
RGB **HEX**
199, 200, 202 c7c8ca



**Dark
Gray**

CMYK
0, 0, 0, 80

RGB **HEX**
88, 89, 91 58595b



Black

CMYK
0, 0, 0, 100

RGB **HEX**
33, 30, 22 231f20



Attention

It is useful to print pro before printing.

Font ID

Typography

Main Font

Prelo font family used in designs of Nil Education and Aid Association corporate identity materials.

The Prelo font family is also used to write text.

Prelo

ABCDR
12348
Prelo
(HAIRLINE)

ABCDR
12348
Prelo
(HAIRLINE ITALIC)

ABCDR
12348
Prelo
(EXTRA LIGHT)

ABCDR
12348
Prelo
(EXTRA LIGHT ITALIC)

ABCDR
12348
Prelo
(LIGHT)

ABCDR
12348
Prelo
(LIGHT ITALIC)

ABCDR
12348
Prelo
(BOOK)

ABCDR
12348
Prelo
(BOOK ITALIC)

ABCDR
12348
Prelo
(MEDIUM)

ABCDR
12348
Prelo
(MEDIUM ITALIC)

ABCDR
12348
Prelo
(BOLD)

ABCDR
12348
Prelo
(BOLD ITALIC)

ABCDR
12348
Prelo
(EXTRA BOLD)

ABCDR
12348
Prelo
(EXTRA BOLD ITALIC)

ABCDR
12348
Prelo
(BLACK)

ABCDR
12348
Prelo
(BLACK ITALIC)

Font ID

Logo Font

Gotham Black font is used in NEYAD logo design. The font is included in enterprise fonts but is not the main font. It can be used as an additional font **when it is not possible to use the main font.**

**Gotham
Black**

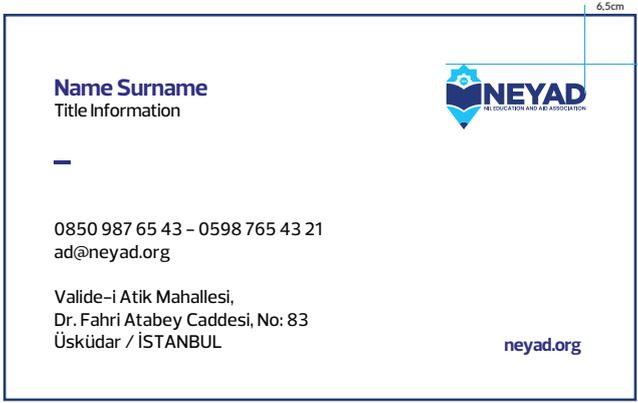
**ABCDR
12348
Gotham**
(Black)

Font Family

Corporation ID

Personal business card

Personal business cards are issued in person by their owners. They must specify the employee's name, phone number, and e-mail address.



Technical Details

Size: 83 mm x 51 mm

Paper: Hardcover, 700g/m2, Double-Sided

Color: White - Navy blue

Font: Prelo Bold/Medium 7-9 pt.

Name Surname
Title Information

—

0850 987 65 43 - 0598 765 43 21
ad@neyad.org

Valide-i Atik Mahallesi,
Dr. Fahri Atabey Caddesi, No: 83
Üsküdar / İSTANBUL



neyad.org



Corporation ID

Letterhead

The NEYAD logo should be centered on the paper, and the address, phone, site and mail block should be centered under the letterhead. Letterheads of A4 standards should be printed on the first piece of dough paper.



Technical Details

Size: 210 mm x 297 mm

Paper: 90-120 g/m2, High-Grade Paper Pulp

Color: White

Subblock: Prelo/Medium, 10 pt,



+90 (216) 695 15 01

www.neyad.org

neyad@deniz



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad elit ea commodo consequat. Duis aute...

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad elit ea commodo consequat. Duis aute...

+90 (216) 695 15 01

info@neyad.com.tr
www.neyad.com.tr

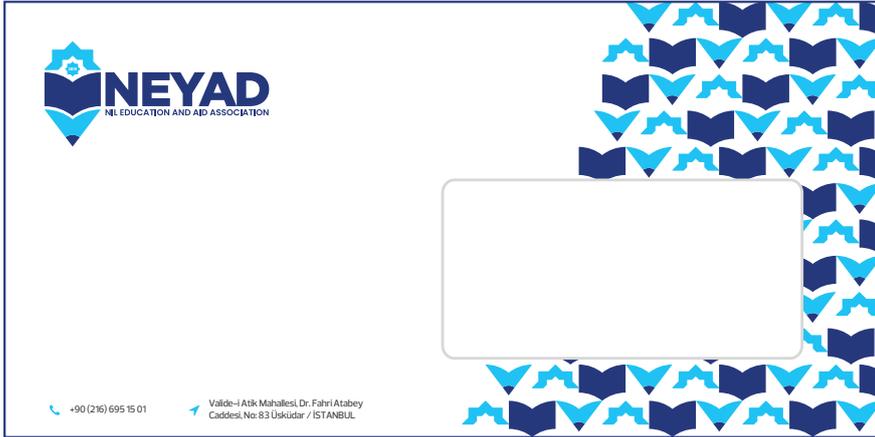
Sir Maden Mahallesi, Oğuzhanbey Sok. No: 1/1, Beşiktaş / İstanbul / Türkiye (Sakarya) / Türkiye
1061001967 08 43

Corporation ID

DL envelope

Envelopes are used for daily business correspondence. The full-color logo can be placed on a white background. In euros, the E65 format is placed on the tripleD A4 structure.

These envelopes are used to send cards, packing slips, tickets or some documents printed on a paper.



Technical Details

Size: E65 (110 × 220 mm)

Material: White Paper 80-90 gr / m2

Color: 2+2

Font: Prelo/Medium, 7 pt,



 **NEYAD**
THE EDUCATION AND AID ASSOCIATION

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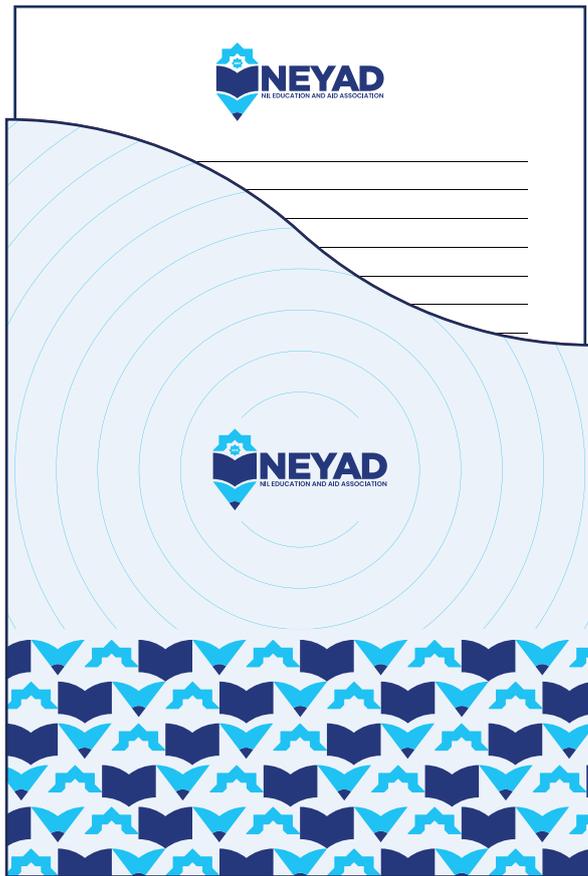
Yolide - Mlk Mahallesi Dr. F. Atıf Akbay
Caddesi No: 63 Üsküdar / İSTANBUL



Corporation ID

Footed upright notepaper

The box of notepaper is arranged according to our corporate cover design application.



Technical Details

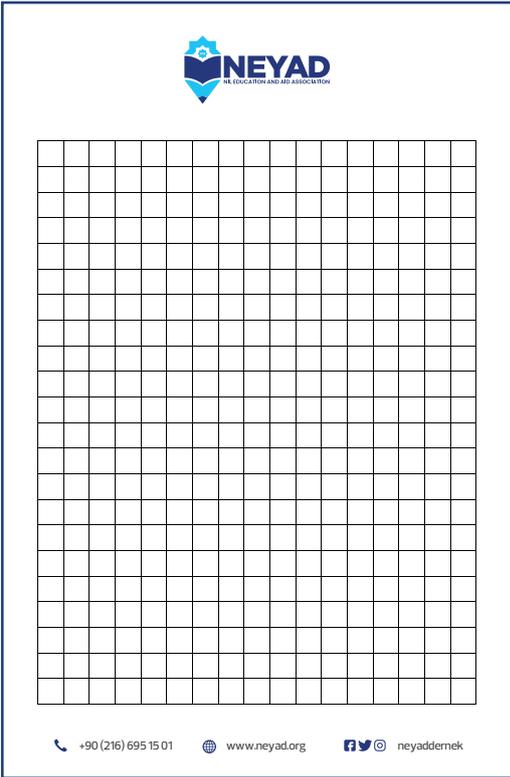
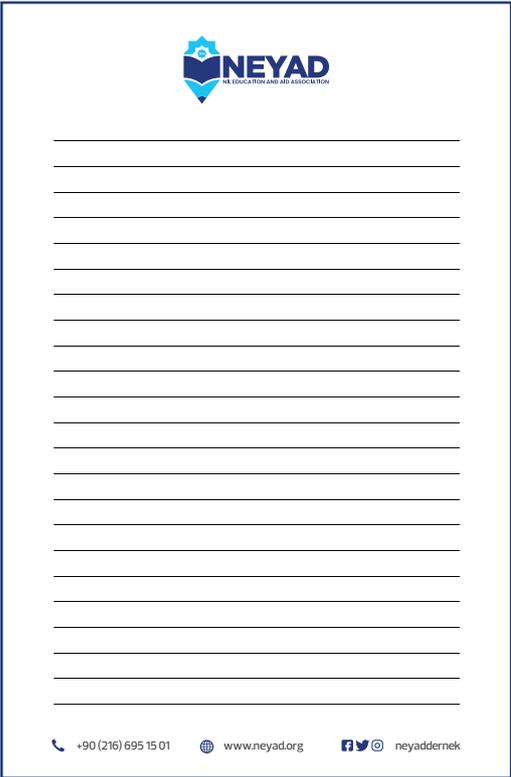
Paper: High-Grade Paper Pulp

Weight: 70 gr. / 200 pc veya 110 gr. 120 pc

Color: 2+2

Corporation ID

Notepaper is designed vertically footed. The logo is positioned in the middle at the top, the site, social media accounts and phone number are positioned by using the bottomt.



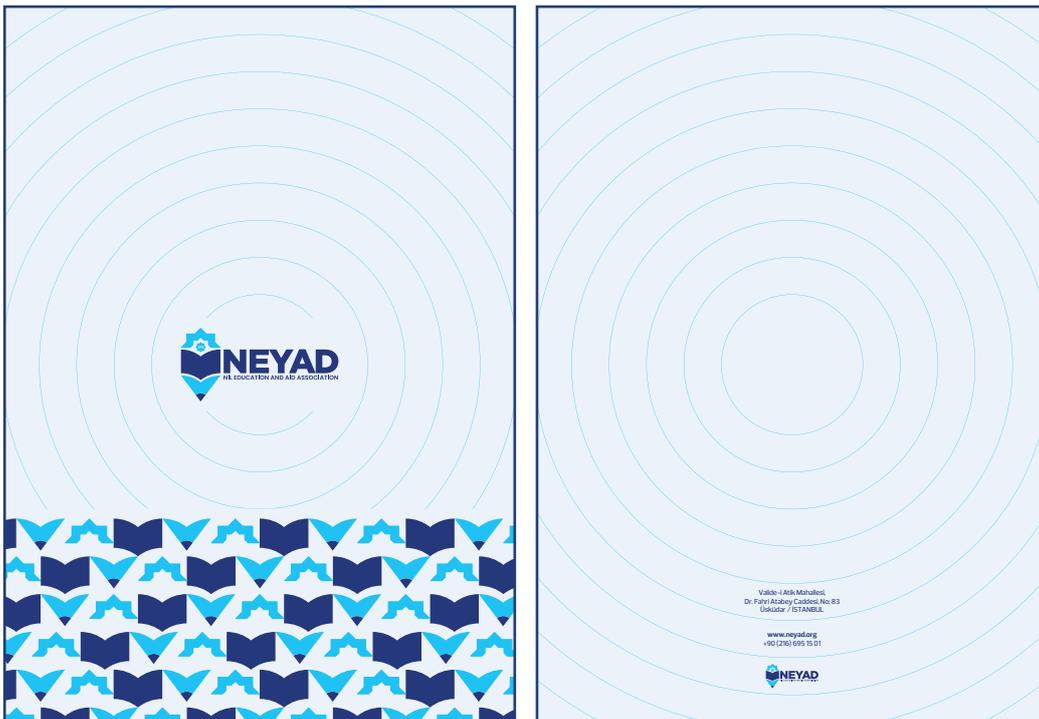
Technical Details

- Paper Size:** 75 mm x 115 mm
- Box Size:** 11,5 x 8 x 1 cm
- Box Paper:** 270 gr. American Bristol
- Box Lamination:** Glossy Cellophane
- Box Color:** 2+2

Corporation ID

A5 notepad

The integrity of NEYAD's corporate identity also works in the notepad. the notepad is in dimensions A5. The cover is again arranged according to our corporate cover design application.



Technical Details

Size: (A5) 210 mm x 148,5 mm
Paper: 90-120 g/m2, High-Grade Paper Pulp
Color: 2+2
Font: Prelo Medium, 10 pt,



Corporation ID

A4 notebook

The A4-sized notebook, which NEYAD can use or present in private organizations, is adapted according to the footy upright note paper, which is one of the corporate materials.



Technical Details

Size: 210 mm x 297 mm

Paper: 90-120 g/m2, High-Grade Paper Pulp

Color: White

Info Block: Prelo/Medium, 10 pt,

Corporation ID

Plaque

It is a mold consisting of crystal glass with corporate logo and greeting text to be presented on behalf of NEYAD in special cases.



Technical Details

Dimension: Width: 10 cm

Boy : 20 cm

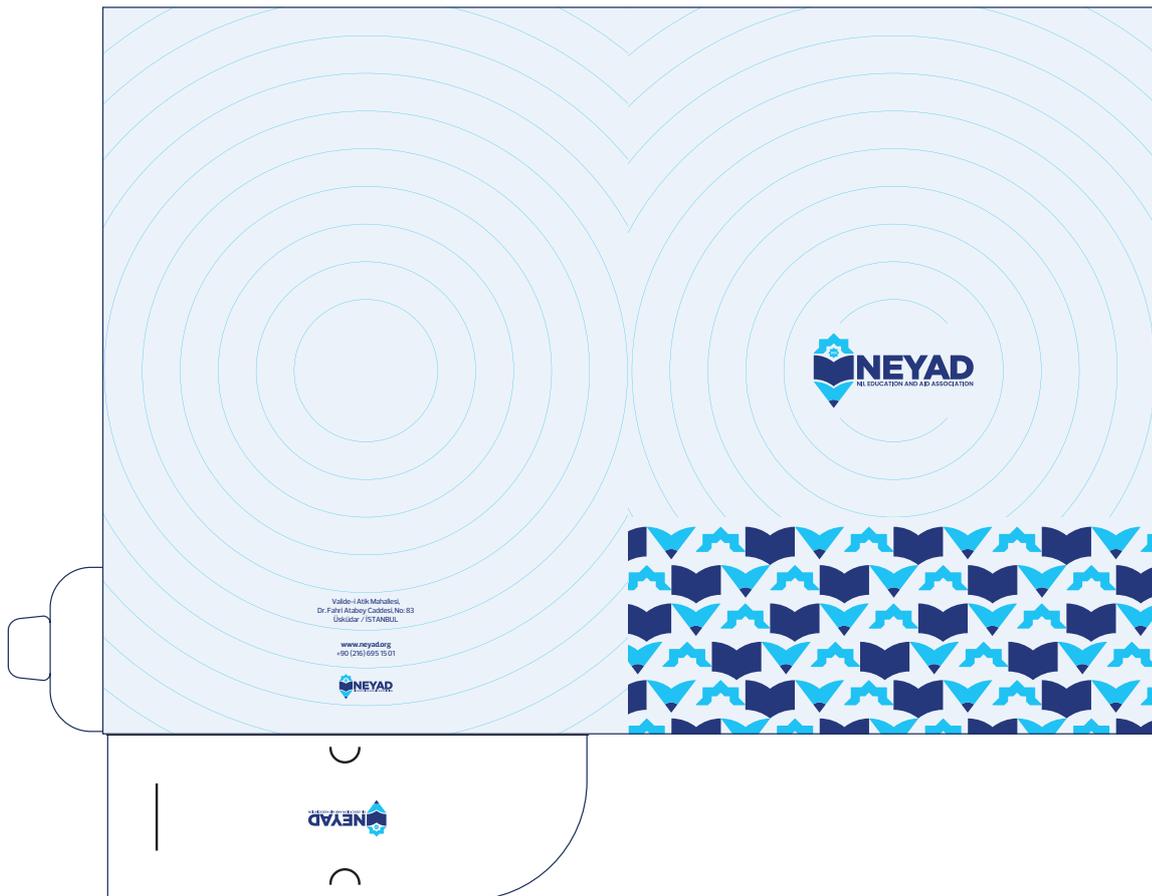
Base Dimensions : 5,5 x 11,5 cm

Print Area : 10 x 18,5 cm

Corporation ID

Pocket file

A cover design designed for NEYAD is available on the front of a standard pocket file. On the back, our corporate navy-blue color is in the background and contains address and phone information. There is a hole in the folder for business cards.



Technical Details

Size: 220 mm x 305 mm

Paper: White Cardboard 80-90 gr / m2

Color: 2+2

Font: Prelo Medium, 8,5 pt,



Valide-i Atik Mahallesi
Dr. Fahri Atabey Caddesi, No: 83
Üsküdar / İSTANBUL

www.neyad.org
+90 (216) 695 15 01



Corporation ID

Cloth bag

Cloth bags are more environmentally friendly corporate material for the transportation of brochures, catalogs, pencils, notebooks, plaques or souvenirs to be presented.



Technical Details

Size: 300 x 360 mm



 **NEYAD**
NILE EDUCATION AND AID ASSOCIATION

Corporation ID

Paper bag

Paper bags are corporate material created for the transportation of brochures, catalogs, pencils, notebooks, plaques or souvenirs to be presented.



Technical Details

Size: 260 x 395 x 80

Color: 4+0 CMYK

Paper: 300 gr. , American Bristol

Lamination: Matte Cellophane

Rope Color: White (Alternatif: Navy blue)



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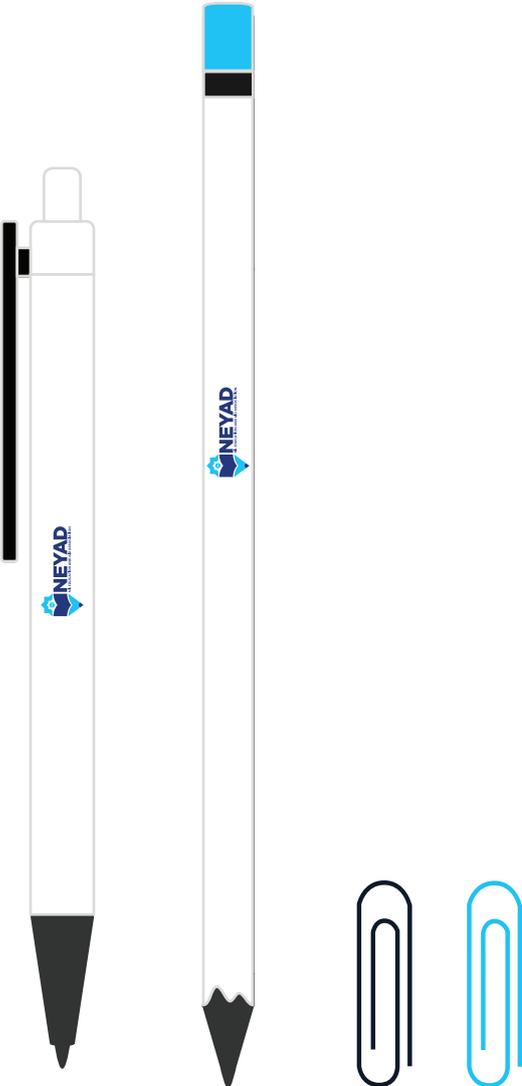
bilgi@neyad.org
www.neyad.org

Validi-i Atik Mahallesi, Dr. Fahri Atabey
Caddesi, No: 83 Üsküdar / İSTANBUL

Corporation ID

Pen

The company's pens have a horizontal layout logo. pens are still among the promotional products and are used to take notes or to sign company documents at meetings to be held.





Pen Techniques

Drawing: Buffer Printing, UV Printing
Color: 2 + 2

Corporation ID

T-shirt

Branded t-shirt, NEYAD logo is embroidered with left top. It is recommended that the t-shirt use two colors: navy blue and white.





Corporation ID

Mug

Mugs, which are one of NEYAD's promotional branded products, are applied in lavicert and white only using the NEYAD logo.

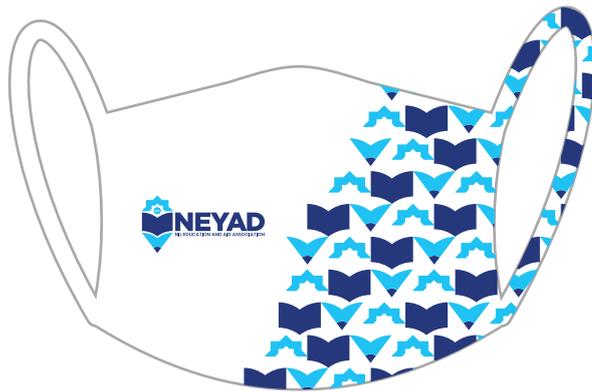




Corporation ID

Medical mask

NEYAD medical masks have the NEYAD logo and pattern on them. The medical mask is presented to the guests.



Technical Details

Size: 35 x 13 cm

Material: Cotton

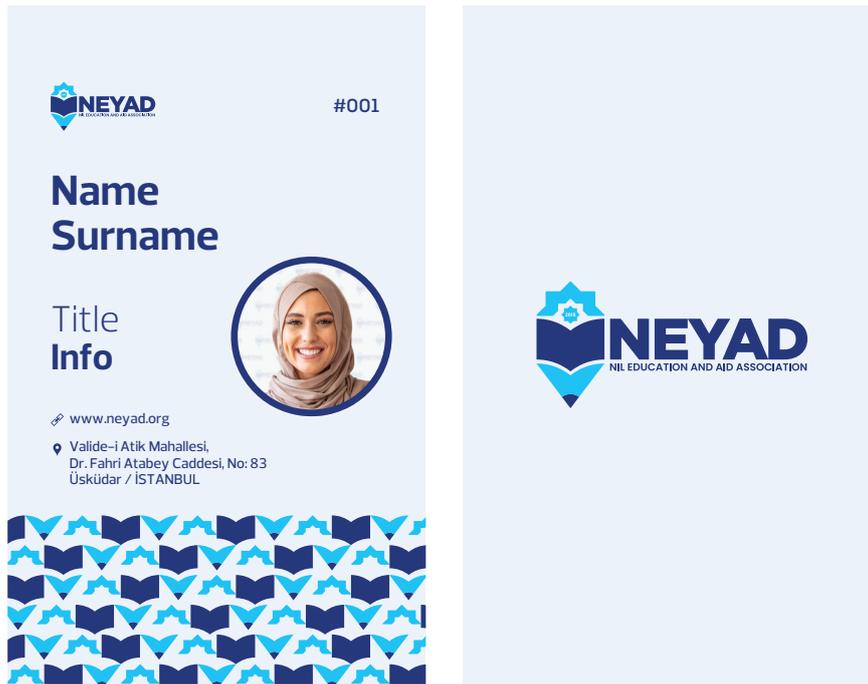


Corporation ID

Cards

Personnel ID Card

Staff ID cards can only be issued by the corporation. The card can be prepared with the same design, preferably with a chip. The personnel id cards contain the name, photo, surname, title or unit and card number of the personnel.



Technical Details

Size: 90 x 55 mm

Color: 2+2

Type Sizes: 5.5, 7, 15, 17



#001

Name
Surname



Title
Info

www.neyad.org

Valide-i Atik Mahallesi,
Dr. Fahri Atabey Caddesi, No: 83
Üsküdar / İSTANBUL



Corporation ID

Cards

Visitor Card

Visitor cards can only be issued by the corporation. The card can preferably be prepared with the same design as a chip.



Technical Details

Size: 90 x 55 mm

Color: 2+2

Type Sizes: 5.5, 7, 30

NEYAD



NEYAD



NEYAD



#001

Visitor Card

www.neyad.org

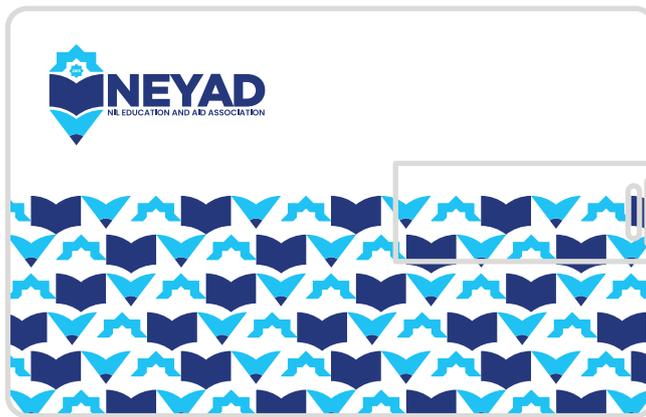
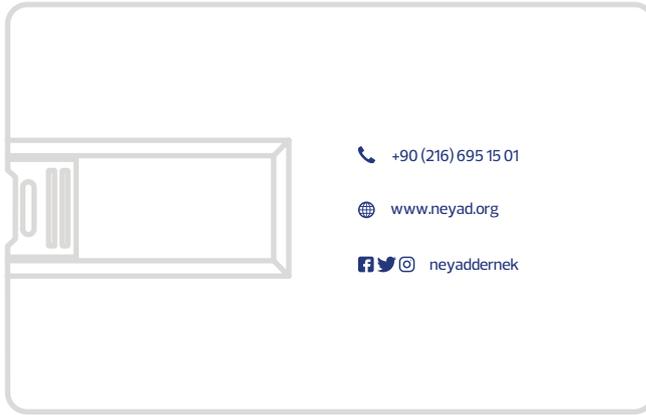
Valide-i Atik Mahallesi,
Dr. Fahri Atabey Caddesi, No: 83
Üsküdar / İSTANBUL



Corporation ID

Flash memory card

Flash drives are a branded product item that can be gifted. The flash drive contains the logo on the front. It contains NEYAD phone information, website and social media accounts in the back.



Technical Details

Size: 55 × 85 mm

Material: White material

Color: 2 + 2



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neyaddernek

Flags

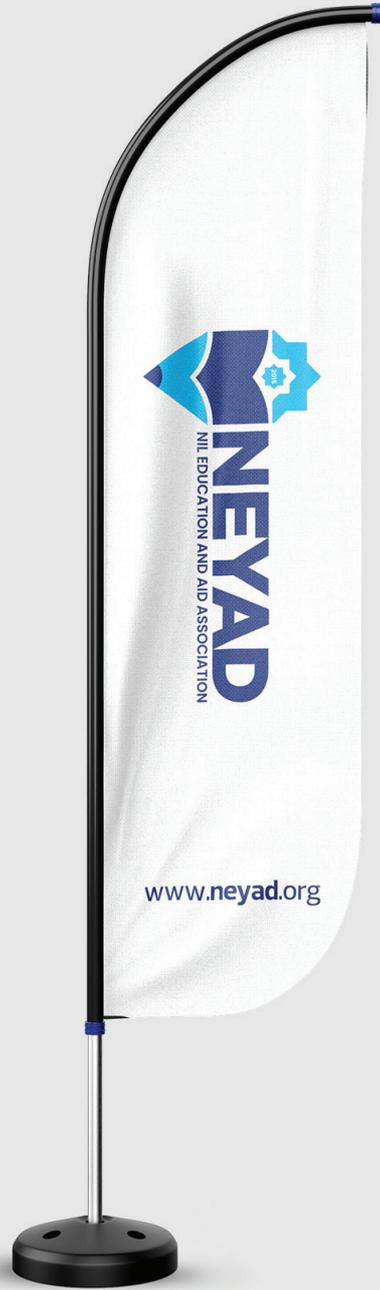
Beach Flag

Beach flags are portable flags that can be used in the field of Nil Education and Aid Association. The flags contain the NEYAD logo and are also used as females.



Attention

Beach flags must be adapted to the dimensions of the flagman.



Corporation ID

Flags

Post flag

Post flags are the built-in flag that can be used in the field of Nil Education and Aid Association. The flag contains the NEYAD logo. It can not be used as a female.



Attention

Post flags must be adapted to the dimensions in the flagman.



NEYAD
NIL EDUCATION AND AID ASSOCIATION

Corporation ID

Flags

Swallow Flag

Swallow flags are one of the important factors that NEYAD can use in organizations, projects or projects it has with it. Swallow flags can also be used as females.



Attention

Swallow flags must be adapted to the dimensions in the flagman.



Corporation ID

Flags

Roll-Up

Roll-Ups are a vertical, two-legged pennant-shaped branded product in programs such as fairs and organizations that NEYAD participated in or made.



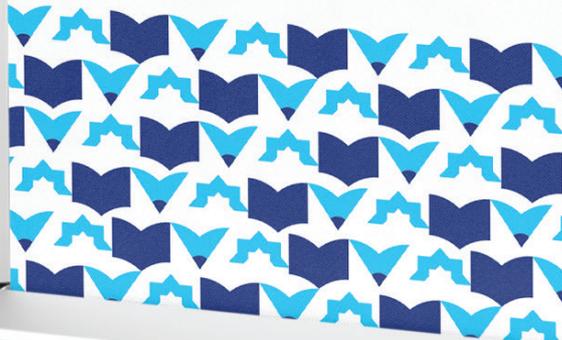
Technical Details

Size: 200 x 100 cm

Color: 2+2



**Lorem
Ipsum Dolor
Sit Amet**



Corporation ID

Coaster

Coasters with NEYAD logo are a promotional product prepared for putting tea, coffee and similar hot drinks underneath.



Technical Details

Size: 90 × 90 mm

Material: MDF

Color: 2 + 2



Corporation ID

Certificate

It is a document that will be presented to the participants or trainees in trainings, seminars, conferences or workshops on behalf of the Association.

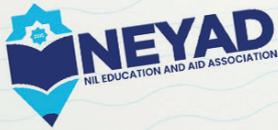


Technical Details

Size: 210 × 297 mm

Paper: 350 gr. , Matte Coated

Lamination: Matte Varnish



CERTIFICATE

Name Surname

Tincidunt efficitur felis. Sed et felis quis lorem iaculis dignissim.
Duis venenatis tincidunt nisl, vitae dapibus dolor vehicula eget.
Nullam vel mauris ac ex pellentesque pellentesque. Donec molestie
aliquet congue. Vivamus sit amet diam justo. Quisque et egestas
purus, sed iaculis sem. Maecenas viverra ultricies semper.

Signature

Chairman of the
Board

Corporation ID

Racket ads

Racket ads are one of the effective areas where outdoor advertising is used. Sometimes these areas are alone on roadsides, sidewalks, walking areas, and sometimes with bus stops. The racket ad designed for NEYAD is adapted to the corporate identity, but the ads to be redesigned may differ without leaving the corporate identity lines.



Attention

Sizes may vary by outdoor advertising providers.



**Lorem
Ipsum Dolor
Sit Amet**



Corporation ID

Badges

Badges can contain the logo or logo symbol. Casting is made on metal mold, on zamak or in drop lacquer.



Technical Details

Size: 20 x 20 mm

Material: Zamak, Drop Lacquer



Attention

Only symbols should preferably be used in badge works.

Corporation ID

e-mail signature

It is used as a personal digital signature in internal and non-institutional electronic correspondence. Designed for NEYAD, the e-mail signature contains logo, name, surname, title, address, phone and e-mail information.

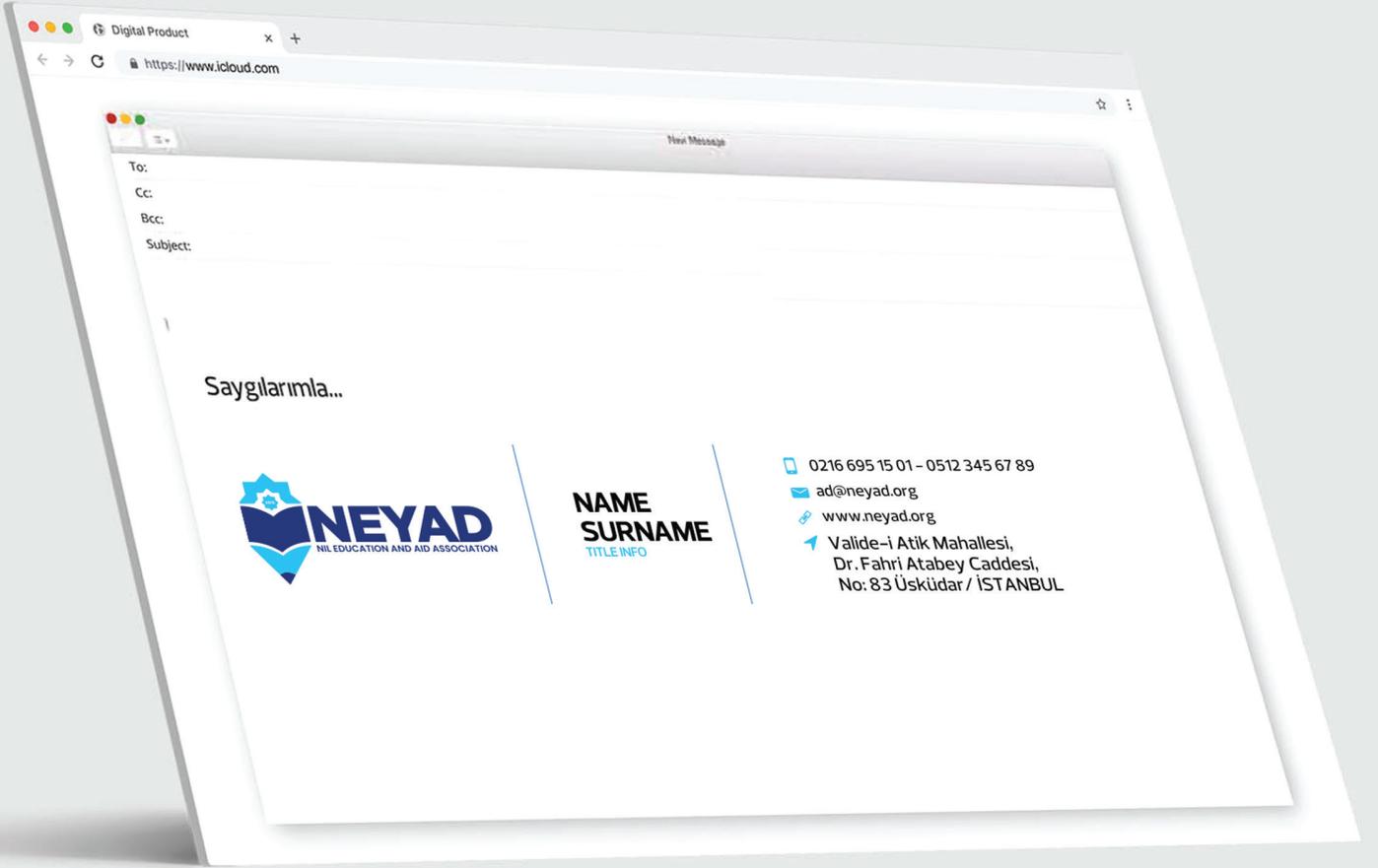


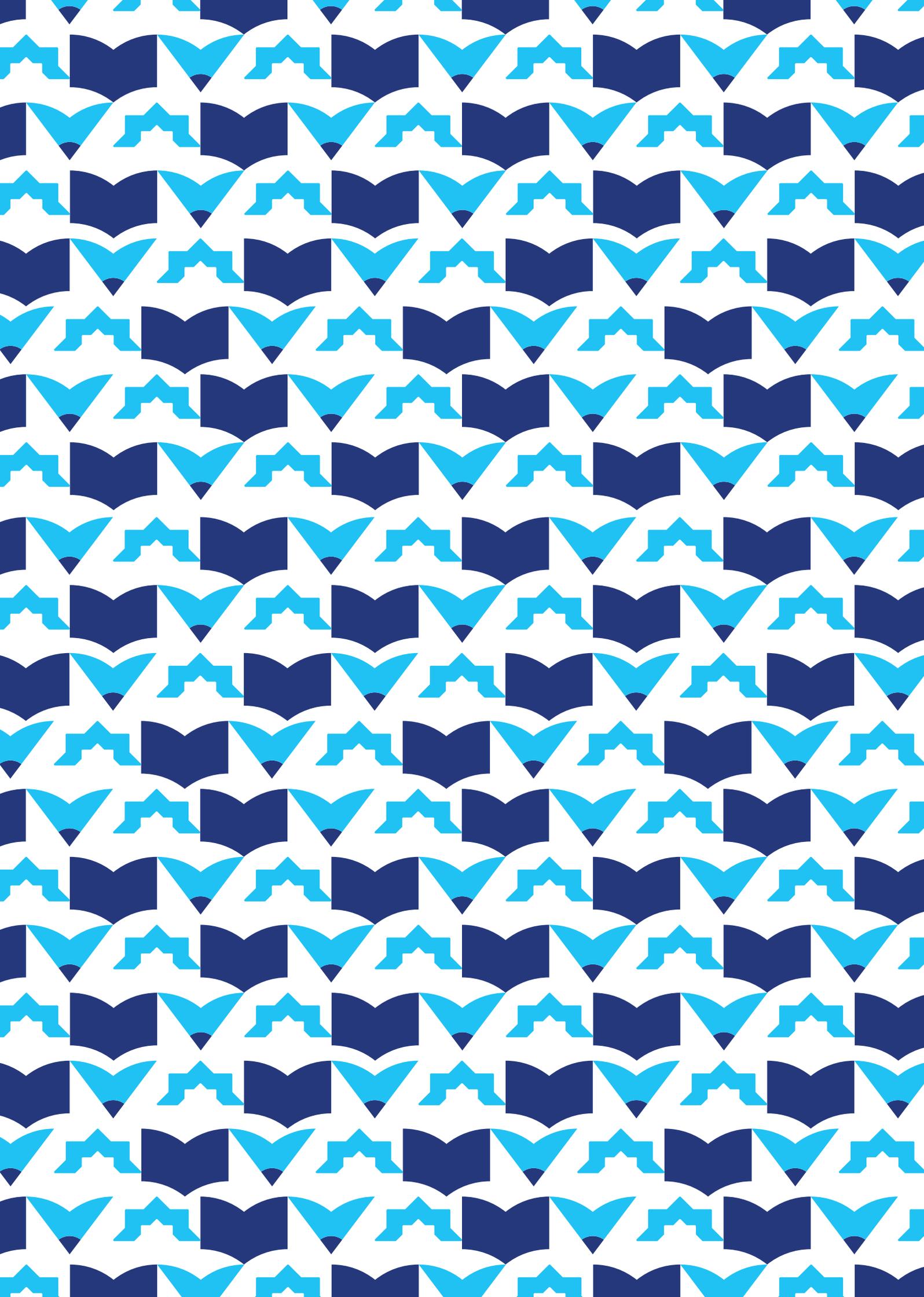
NAME
SURNAME
TITLE INFO

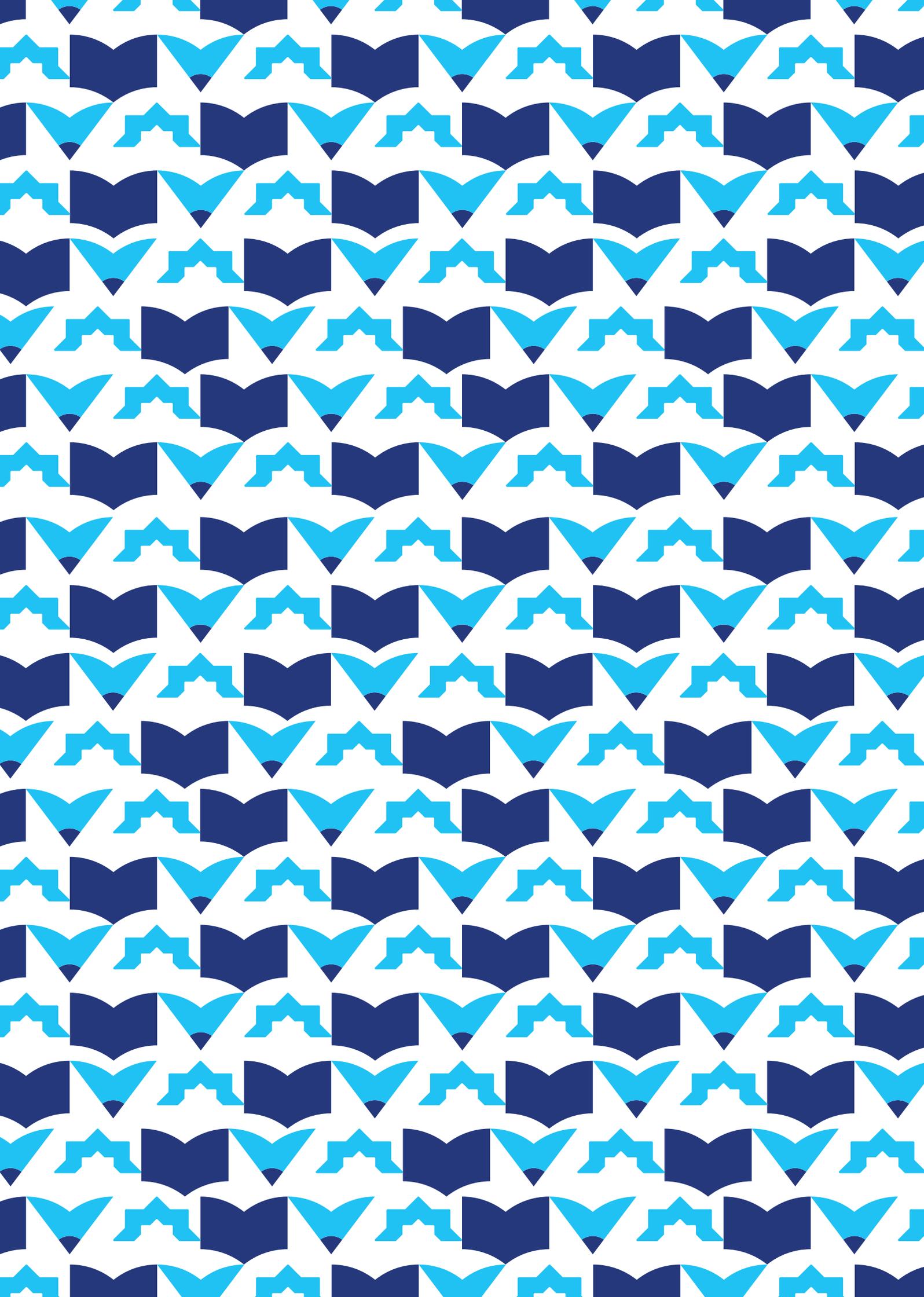
0216 695 15 01 – 0512 345 67 89
ad@neyad.org
www.neyad.org
Valide-i Atik Mahallesi,
Dr. Fahri Atabey Caddesi,
No: 83 Üsküdar / İSTANBUL

Attention

Signature widths can be extended or shortened according to the details of the personnel name and information.







Valide-i Atik Mahallesi,
Dr. Fahri Atabey Caddesi, No: 83
Üsküdar / İSTANBUL

www.neyad.org
+90 (216) 695 15 01

