

# Brand Guidelines



# Welcome to TÜRK HAYATT

TÜRK HAYATT strives to establish itself as the foremost service provider in Türkiye, offering a diverse array of services to both local residents and international visitors. The company prides itself on being a comprehensive solution, encompassing Tourism, Education, Health, Translation, Counseling, Rent and hotel reservations, Government inquiries such as residence permits, and more. The primary objective is to establish trust, curate memorable experiences, and foster enduring relationships with clients.

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# 01. Wordmark



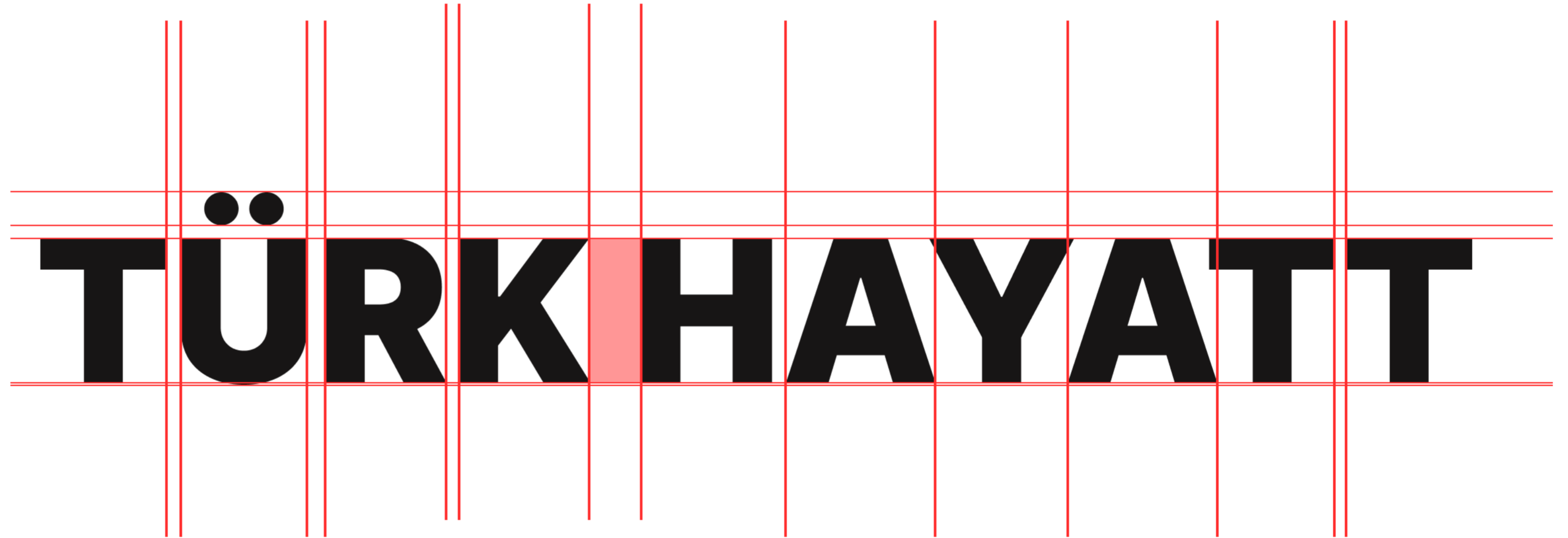
# Wordmark

The wordmark features the agency's name, showcasing a clean and contemporary font that radiates professionalism, balance, and clarity in communication.

**TÜRK HAYATT**

# Construction

The letters are thoughtfully spaced for optimal legibility, with a subtle play on font weight to create a balanced visual appeal.



# Safety Zone

The letters are thoughtfully spaced for optimal legibility, with a subtle play on font weight to create a balanced visual appeal.



## Wordmark on White Background

**TÜRK HAYATT**



## Red Wordmark on White Background

**TÜRK HAYATT**

## Grey Wordmark on White Background

**TÜRK HAYATT**

## Wordmark on Dark Background

**TÜRK HAYATT**

## Red Wordmark on Dark Background

**TÜRK HAYATT**

## Grey Wordmark on Dark Background

TÜRK HAYATT

# 02. Logomark



# Logomark

The logomark encapsulates the essence of the Foreign Service Agency through a sleek fusion of the letters "T," "H," and "the airplane" symbol. It symbolizes global connectivity, efficiency, and a commitment to exceptional service.



T + H + ✈️

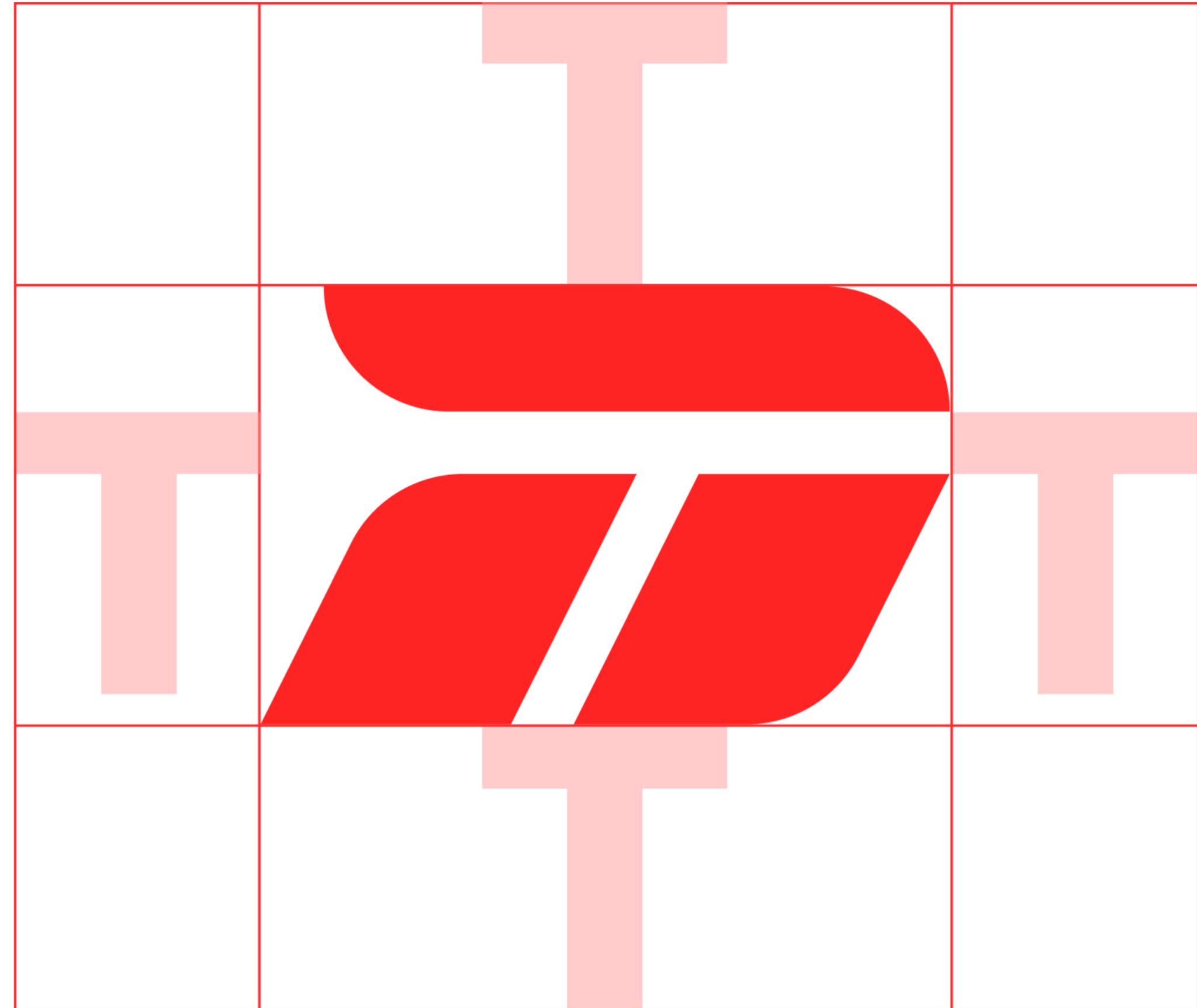
# Construction

The logomark is meticulously crafted with clean lines, ensuring a cohesive and recognizable form. The intertwining of letters seamlessly merges with the airplane, creating a visually harmonious and dynamic symbol.



# Safety Zone

Maintain a clear space around the logomark, to ensure visibility and prevent visual clutter.



# Logomark on White Background



## Dark Logomark on White Background



## Grey Logomark on White Background





# Logomark on Dark Background



# White Logomark on Dark Background



# Grey Logomark on Dark Background



# 03. Combination Mark

# Combination mark

A horizontal combination mark arranges the logomark adjacent to the wordmark, providing a versatile and compact representation of the Foreign Service Agency's identity.

The logomark and wordmark are horizontally aligned, creating a balanced composition. The proportional spacing and alignment contribute to a cohesive and visually pleasing combination mark.



# Combination mark

The vertical combination mark seamlessly integrates the logomark above the wordmark. This arrangement enhances brand recognition and flexibility in various design contexts.

The logomark sits gracefully above the wordmark, creating a vertically aligned, visually cohesive unit. Proportional spacing and alignment ensure a harmonious relationship between the two elements.





# Wordmark on White Background



## Wordmark on White Background



## Red Wordmark on White Background



## Grey Wordmark on White Background



## Wordmark on Dark Background



## Wordmark on Dark Background





## Wordmark on Dark Background



## Grey Wordmark on Dark Background



## Wordmark on White Background



**TÜRK HAYATT®**

## Wordmark on White Background



**TÜRK HAYATT®**

## Red Wordmark on White Background



**Light Grey Wordmark on White Background**



## Wordmark on Dark Background



**TÜRK HAYATT** ©

## Wordmark on Dark Background



**TÜRK HAYATT** ©



## Wordmark on Dark Background



## Light Grey Wordmark on Dark Background



**TÜRK HAYATT** ©

# 04. Color Palette

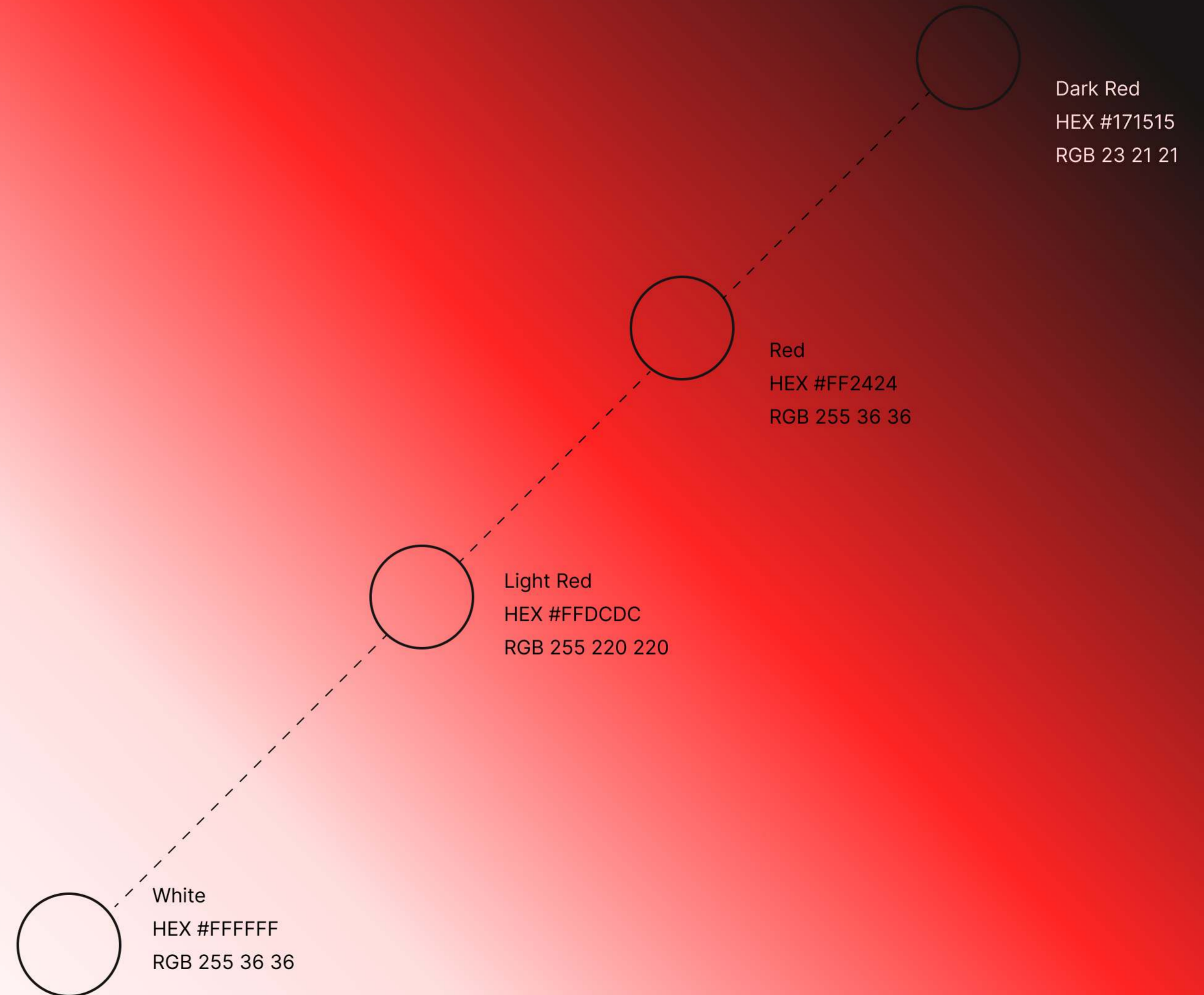
# Color Palette

Our brand palette captures the essence of our agency with a sophisticated blend of colors. The primary color, a bold and confident red, reflects our agency's dynamism and determination. Paired with a deep, grounding dark shade, it signifies our stability and commitment. The white, representing clarity and openness, underscores our transparent communication. Finally, the light red adds a subtle touch of warmth, symbolizing the hospitality at the core of our foreign service. Together, these colors create a cohesive and memorable brand identity that resonates with professionalism, trust, and a global perspective.



# Color Gradient

Our gradient palette transitions seamlessly between the rich, bold red to a deep, grounding dark tone, echoing the dynamic nature and stability of our agency. This gradient infuses our visuals with a modern, sophisticated edge, while maintaining a harmonious balance. The gradient is a visual representation of our commitment to progress, stability, and excellence in foreign service.



# 05. Typography

# Typeface

Our main typeface, Inter, epitomizes our brand's commitment to clarity, modernity, and universal appeal. With its balanced proportions and clean lines, Inter ensures seamless readability across various platforms. The versatile font family embodies professionalism and contemporary design, reflecting our agency's dedication to clear communication and global accessibility.

Primary Typeface – Inter

**INTER**

A B C D E F G H I J K L M N O P Q R S T U  
 V W X Y Z a b c d e f g h i j k l m n o p q  
 r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 ? !



# Typescale

We employed the **8pt system** type scale, a meticulously crafted range of font sizes, to ensure harmonious and legible typography throughout our design. This approach maintains visual coherence and enhances the overall user experience.

Headline 1

Type size: 90

Headline 2

Type size: 64

Headline 3

Type size: 45

Headline 4

Type size: 32

Headline 5

Type size: 22.62

Text 1

Type size: 16

Text 2

Type size: 11.32

Text 3

Type size: 8

Button Text

Type size: 16





**THANK YOU**