



YÜNSA

CREATION OF FABRICS

BRAND GUIDELINE

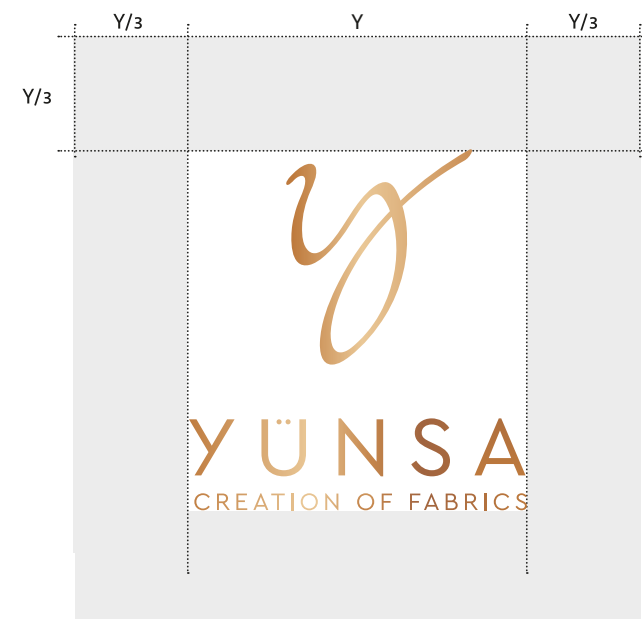
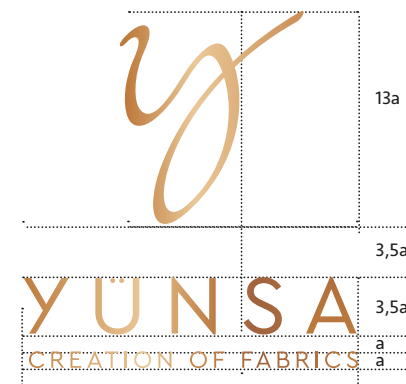
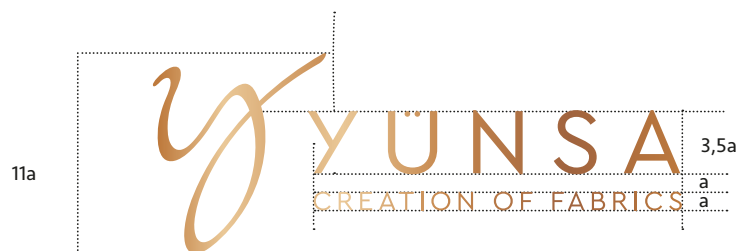
BRANDMARK - Logo Versions, Construction & Protection Area

Logo

There are two versions (horizontal/vertical) of the master brandmark. Depending on the layout/available space of/on the usage area, one of the logos can be chosen.

This rose gold color is the main color of the logo, but the color may vary on different background colors and in different categories. (Details to be shown in coming associated pages)

The color code of Yünsa Logo is shown at the bottom of the page.



Protection area

To enhance brand presence and visual standout, there should be a defined minimum clear zone around the brandmark.

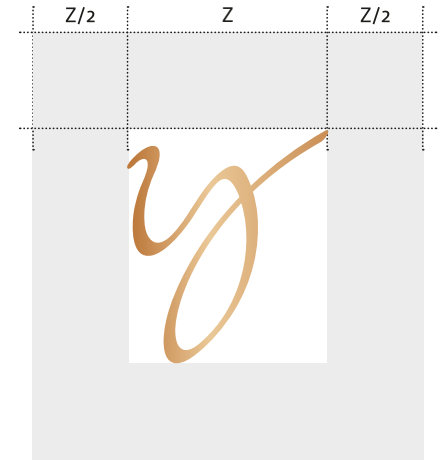
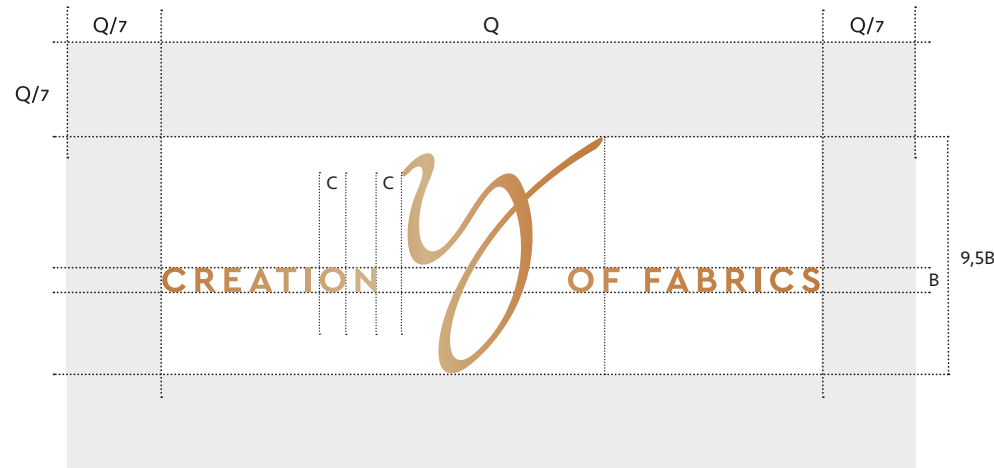
This clear zone defines the area into which no other graphic element, such as text, imagery or other brands, can invade.

SON FOIL STM-16

BRANDMARK - Slogan, Symbol & Minimum Size

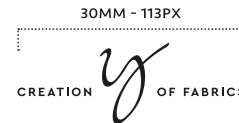
Slogan & Symbol

In order to enrich the visual universe, the slogan of Yünsa is created with the «Y» symbol of Yünsa to be used in materials, where Yünsa is already existing. This is also valid for the standalone usage of the «Y» symbol. In using both elements, the rules shown on side need to be taken into consideration.



Minimum size

To ensure legibility, the brandmarks cannot be used under the written sizes (shown by side) for print and digital media respectively.



BRANDMARK - Forbidden Usage



Do not change the size of logo elements.



Do not change the layout of logo elements.

YÜNSA

Do not use "YÜNSA" without logo elements*.



Do not change the typeface.



Do not change colors.

YÜNSA
CREATION OF FABRICS

Do not add any elements.

**EXCEPTIONAL CASE: Yünsa logo will be used without the "Y" icon, just as text only in embroidery*



BRANDMARK - Logo on Backgrounds & Background Colors

In addition to the rose gold color, there are also two other colors assigned to Yünsa Logo which are white and black depending on the background colour to achieve legibility.

In corporate materials, categories, Yünsa Logo will be used with the original rose gold color. This rule is also valid for the slogan and the standalone use of the «Y» symbol.

In terms of background colors three different colors are assigned to different categories in line with the brand architecture.

In order to secure consistency of the brand universe and the required contrast between logo and background color, Yünsa Logo will be used only on these colors with the assigned logo color.

If Yünsa Logo will be applied on a photographic background, then the rule of securing the contrast between the logo and the background to achieve legibility, must be obeyed.

PANTONE 2767 C
#12284C

PANTONE BLACK C
#2D2A26

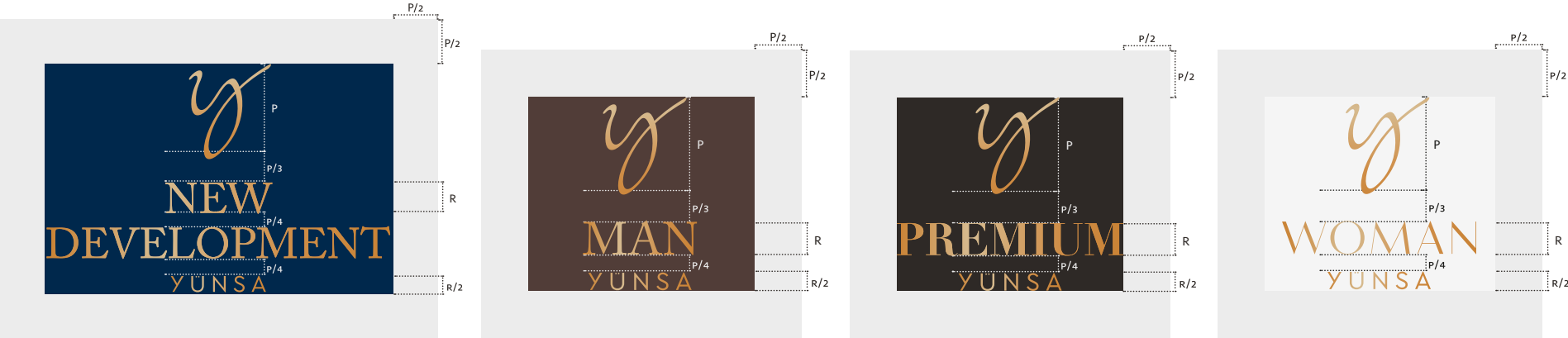
PANTONE 7540 C
#4A4F54

CO M0 Y0 K0
#ffffff

PANTONE P 44-16U
#513d38



BRANDMARK - Brand Architecture



COLOR USAGE - Color Reference

COLOR

Color is an essential asset of our visual identity.

In order to set recognition as Yünsa and enable navigation across categories, two main & one secondary background color are assigned to Yünsa as corporate colors, whereas for category differentiation, a unique color is assigned to each category as shown on side.

The main color for Yünsa logo to be applied on selected backgrounds is the Rose Gold Color (Son Foil STM-16)

For text writing;

- On primary color 1, primary color 2, Premium, Men and Women category backgrounds text will be written.
- In PANTONE 3596 C if text needs to be edited.
- In SON OF FOIL STM-16 if text is fixed.

-On secondary color backgrounds, text will be written in Black or Son Foil STM-16

CORPORATE COLORS			
	PRIMARY COLOR 1	PRIMARY COLOR 2	SECONDARY COLOR
BACKGROUND COLORS	<div>PANTONE 2767 C C100 M87 Y41 K41 R19 G41 B75</div>	<div>PANTONE 7540 C C69 M59 Y52 K33 R75 G79 B84</div>	<div>WHITE C0 M0 Y0 K0 R255 G255 B255</div>
	<div>SON FOIL STM-16</div>		
TEXT COLORS	<div>PANTONE 3596 C</div>	<div>PANTONE BLACK C</div>	
	<div>SON FOIL STM-16</div>		

CATEGORY COLORS			
	PREMIUM	MEN	WOMEN
BACKGROUND COLORS	<div>PANTONE BLACK C C167 M64 Y67 K68 R45 G41 B38</div>	<div>PANTONE P 44-16U C50 M60 Y57 K60 R81 G61 B56</div>	<div>WHITE C0 M0 Y0 K0 R255 G255 B255</div>
	<div>SON FOIL STM-16</div>		
TEXT COLORS	<div>PANTONE 3596 C</div>		
	<div>SON FOIL STM-16</div>		

TYPOGRAPHY - Corporate

Seravek will be the main typeface to be used in all associated corporate communication.

Cera Pro Bold font will be used as a supporting typography.

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

For categories different fonts are assigned as detailed in the coming page.

For external and internal mailings / presentations, it is recommended to proceed with a standard font - ARIAL - to avoid "font not supported" problems, which may arise due to computers, that do not have Seravek downloaded.

Aa123

SERAVEK LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Aa123

SERAVEK REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Aa123

CERA PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Aa123

ARIAL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Aa123

SERAVEK MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Aa123

SERAVEK BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Aa123

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

TYPOGRAPHY - Categories


DIDOT
BOLD — **PREMIUM**
YÜNSA


CASLON PRO
REGULAR — **NEW
DEVELOPMENT**
YÜNSA


VANITAS
REGULAR — **WOMAN**
YÜNSA


CASLON PRO
REGULAR — **MAN**
YÜNSA

CERA PRO
BOLD — **CREATION**  **OF FABRICS**

CREATION  OF FABRICS

PHOTOGRAPHIC STYLE

Photography plays a key role in creating the overall impression of YÜNSA.

By following the values of the brand in this guideline, it is ensured that YÜNSA has a distinctive and recognizable visual style.

The criteria that defines the different photography styles:

1. YÜNSA BRAND

2. CATEGORIES

YÜNSA values must be transmitted by the image visuals: Premium, Creative, Global & Modern.

1. YÜNSA BRAND

YÜNSA creates a range of quality fabrics, a great asset and point of differentiation of the brand.

Close ups of the noble materials are used underline the delicate work of textile conception, the knowledge of the manufacture and the variety.



The use of reference pictures, shown on side, are subject to licence fee (details to be found on associated diabanks)

PHOTOGRAPHIC STYLE

2. CATEGORIES

PREMIUM

Studio photographs are used to present the premium collections and inspire costumers through the high aesthetic quality of the clothes.

To focus on the high quality of the products it is important to work indoor with studio light. Plain backgrounds with neutral colors should be used to make the look protagonist.

The model should have natural beauty. The outfit, make up and hairstyle have to inspire and express an aspirational look.

A natural and self-confident attitude with a casual and stand straight pose is needed to ensure the entire outfit is visible.



The use of reference pictures, shown on side, are subject to licence fee (details to be found on associated diabanks)

PHOTOGRAPHIC STYLE

2. CATEGORIES

MAN and WOMAN

To introduce the Men and Women categories outdoor natural light, an urban touch and a casual pose need to be added to the photographs.

Outdoor scenarios with recognizable and plain urban backgrounds.

Models should also have natural beauty. The outfit, make up and hairstyle need to show a style that everyone would like to wear everyday.

Urbanite, natural and self-confident attitude that manifests elegance without scarifying comfort is needed.



The use of reference pictures, shown on side, are subject to licence fee (details to be found on assosicated diabanks)

APPLICATIONS - Business Card



For this application the rules and typographic details shown above need to be taken into consideration.
On back panels logo should be placed centrally aligned.

APPLICATIONS - Business Card Holder



APPLICATIONS - Brochure / Catalogue Cover



APPLICATIONS - Letterhead

	<p>Seravek Medium 10pt ————— Yünsa Yünlü Sanayi ve Ticaret A.Ş.</p> <p>Seravek Regular 8pt ————— Head Office / Merkez:</p> <p>Vadistanbul 1B Blok Kat: 23 34396 Ayazağa / İstanbul T: +90 (212) 365 65 00 F: +90 (212) 282 50 68 yunsa@yunsa.com www.yunsa.com</p> <p>Mill / Fabrika:</p> <p>Çerkezköy OSB 2. Cadde No:9 59500 Çerkezköy / Tekirdağ T: + 90 (282) 726 80 01 F: + 90 (282) 726 63 85 Ticaret Sicil No: 122890 Mersis No: 0995-0030-6040-0017</p>
<hr/>	
<p>CREATION  OF FABRICS</p>	

APPLICATIONS - E-mail Signature



Efe ÖCALAN
Uzman
Kurumsal İletişim



Yünsa Yünlü Sanayi ve Ticaret A.Ş.
Vadistanbul 1B Blok Kat: 23
34396 Ayazağa İstanbul

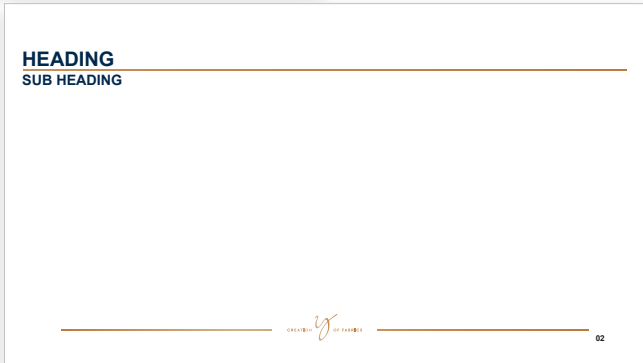
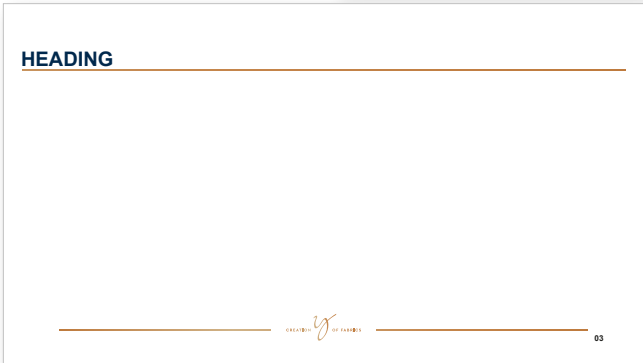
T. +90 (212) 365 65 00
F. +90 (212) 282 50 68

www.yunsa.com



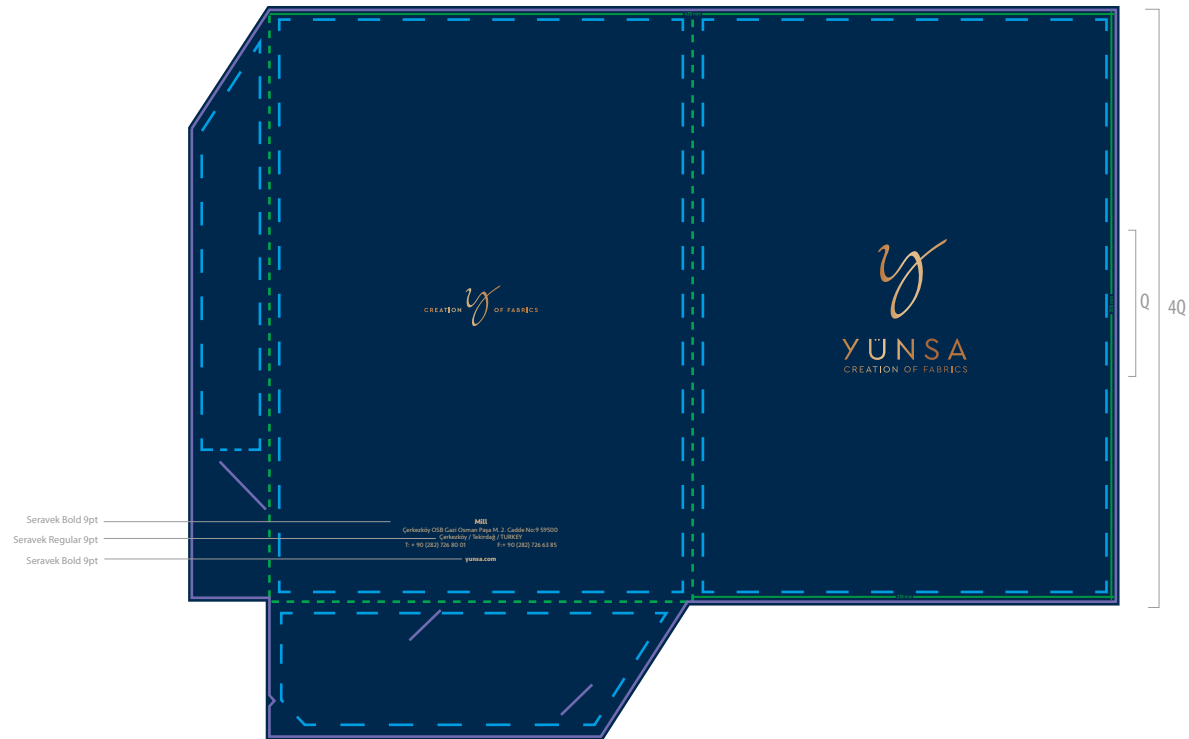
For this application the rules and typographic details shown above need to be taken into consideration.

APPLICATIONS - PPT Template



In presentations Arial font will be used.
Text font size may vary depending on the information to be given on each page.

APPLICATIONS - Folder



For this application the rules and typographic details shown above need to be taken into consideration.
On front panel logo should be placed centrally aligned.



APPLICATIONS - Pin



APPLICATIONS - Flag & Roll Up



Exceptional Case: In small flags, where we have very limited area, YÜNSA brandmark will be used in maximum size, which the flag area allows. In this case the protection area rule of the brand mark will be exceptionally disregarded.

APPLICATIONS - Dangler



APPLICATIONS - Uniforms



EXCEPTIONAL CASE: Yünsa logo will be used without the corporate slogan in embroidery

APPLICATIONS - Reference Material Card (One Pager)

For this application the rules and typographic details shown on side need to be taken into consideration.
Logo should be placed centrally aligned.

Seravek Medium 10pt
Seravek Medium 10pt
Seravek Regular 8pt

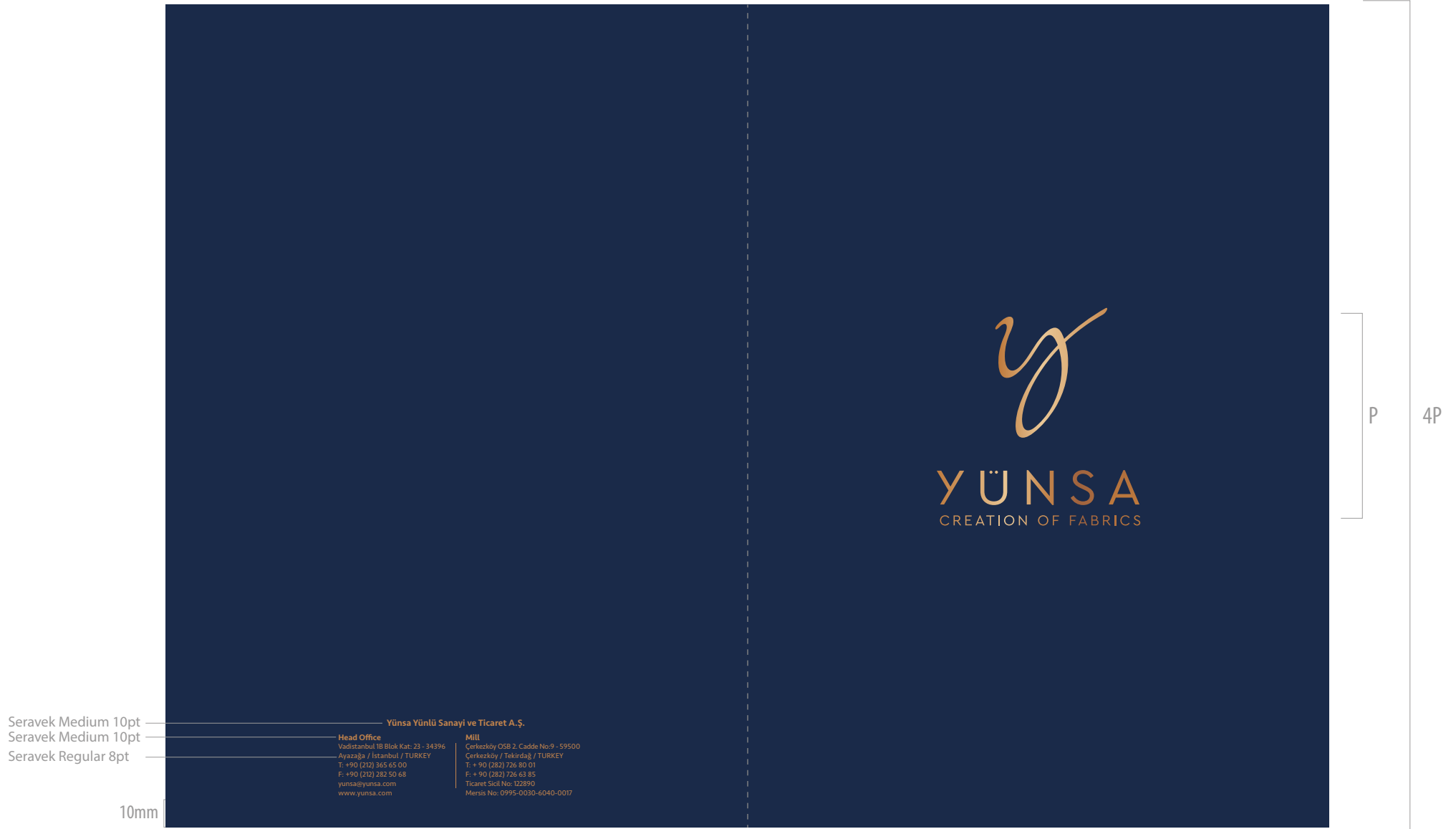
10mm



P

4P

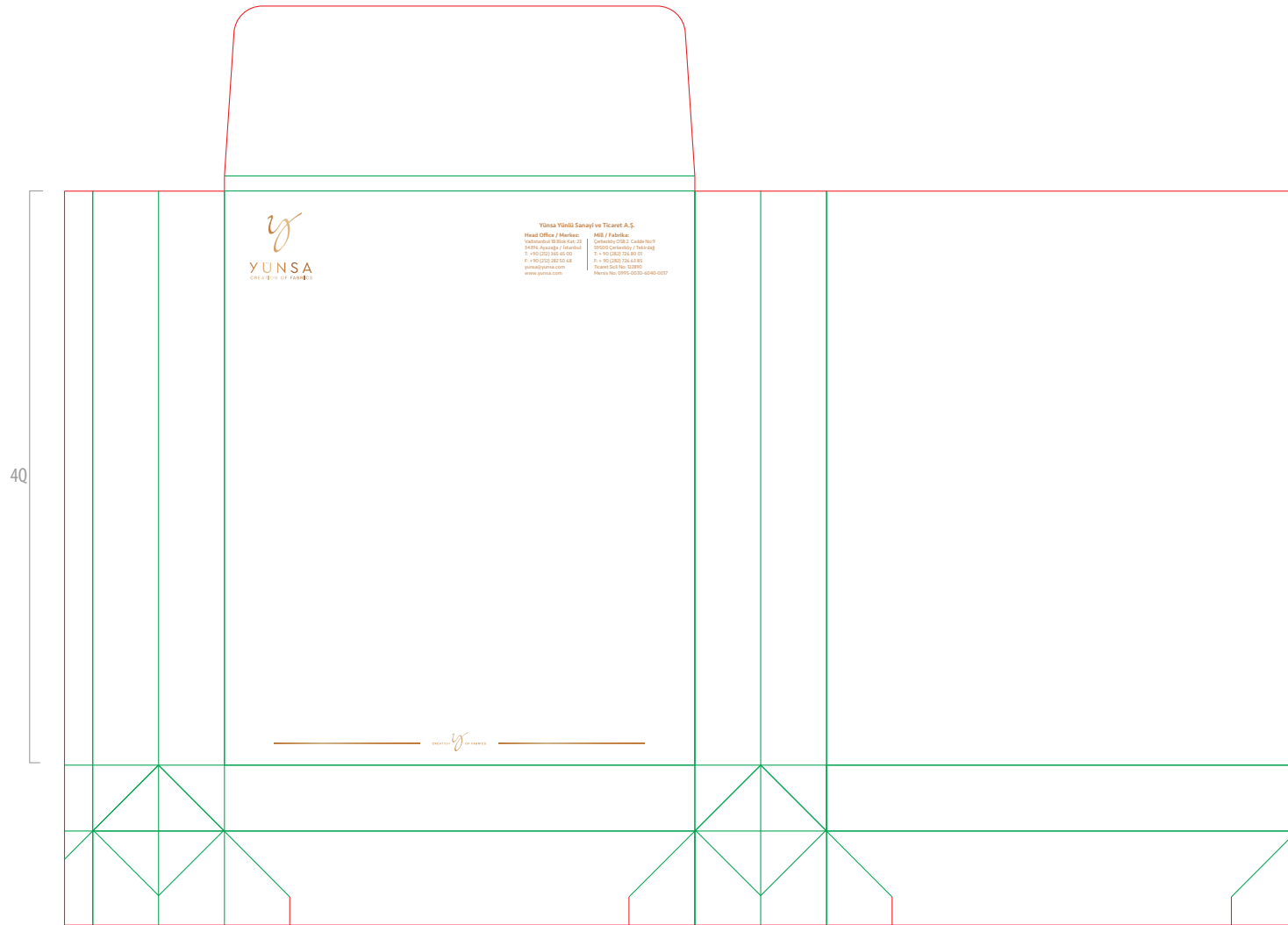
APPLICATIONS - Reference Material Card (Two Pages)



For this application the rules and typographic details shown above need to be taken into consideration.
On front panel logo should be placed centrally aligned.



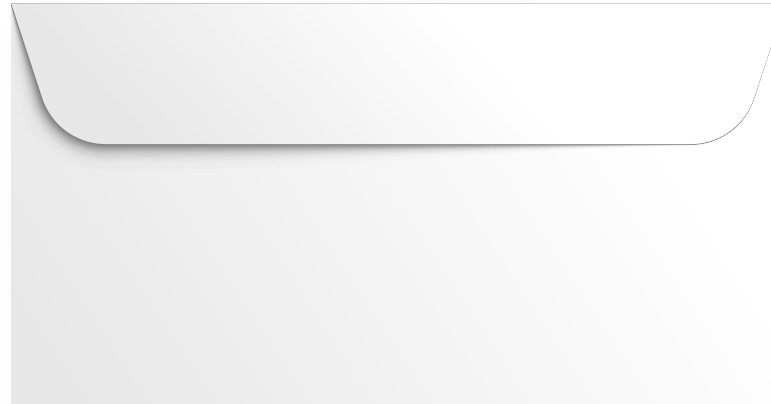
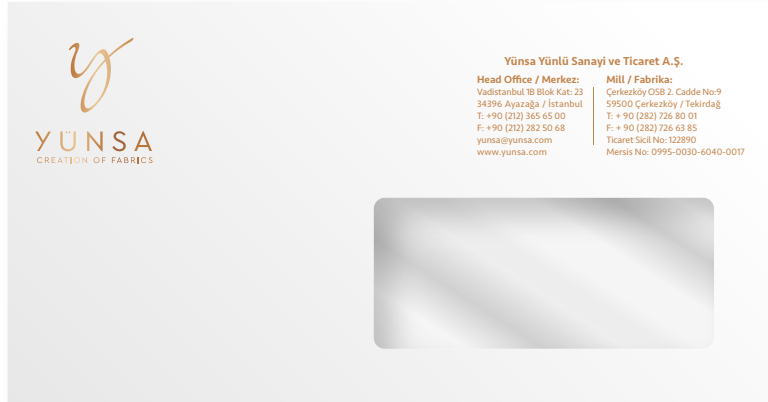
APPLICATIONS - A4 Envelope



For this application the rules and typographic details shown above need to be taken into consideration.
On front panel logo should be placed centrally aligned.

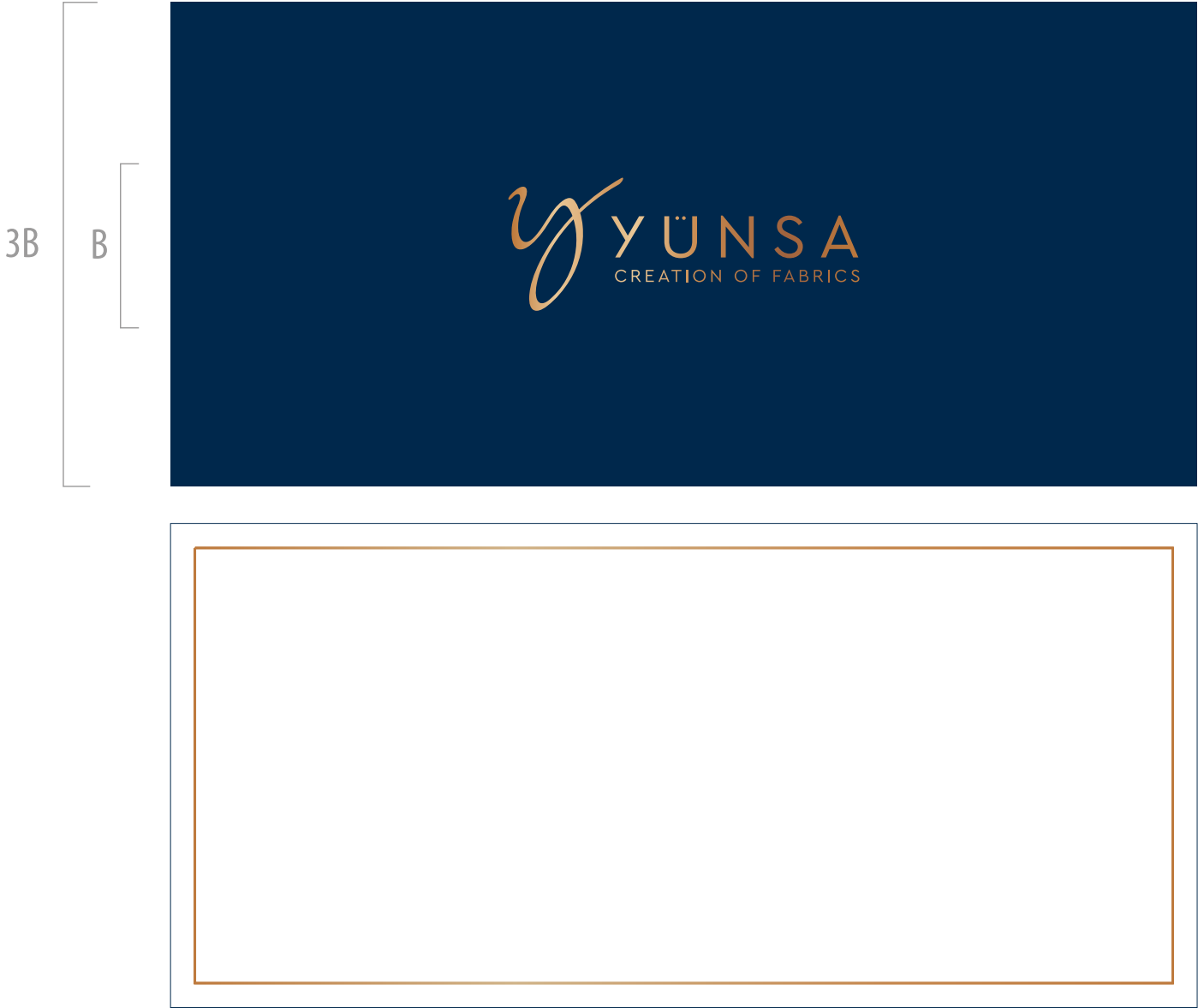
APPLICATIONS - Envelope

For this application the rules and typographic details shown on side need to be taken into consideration.
On front panel logo should be placed centrally aligned.



APPLICATIONS - Greeting Card

For this application the rules and typographic details shown on side need to be taken into consideration.
On front panel logo should be placed centrally aligned.





...../...../.....

Yünsa Yünlü Sanayi ve Ticaret A.Ş.

Fabrika:
Çerkezköy OSB 2. Cadde No:9 / 59500 Çerkezköy / Tekirdağ
T: +90 (282) 726 80 01 - F: +90 (282) 726 63 85

TECHNICAL DATA

Season	
Article	
Design / Color	
Composition	
Price	
Lead time	
Made in	
Gross width	
Net width	
Weight (square meter)	
Weight	
Warp & Weft yarn	
Weaving	
Dying method	
Finishing	

Notes:

FATURA

Yünsa Yünlü Sanayi ve Ticaret A.Ş.

Fabrika:

Çerkezköy OSB 2. Cadde No:9 / 59500 Çerkezköy / Tekirdağ
T: + 90 (282) 726 80 01 - F: + 90 (282) 726 63 85
Büyük Mükellefler V.D.:995 003 0604

SERİ, SIRA NO. :A

REFERANS NO. :

FATURA TARİHİ :

İL KODU 34

VERGİ DAİRESİ / HESAP NO.:

MAL KODU	MALIN CİNSİ	MİKTAR	FİYAT	TUTAR

İRSALİYE NO. VE TARİHİ :



TEDİYE ŞEKLİ :

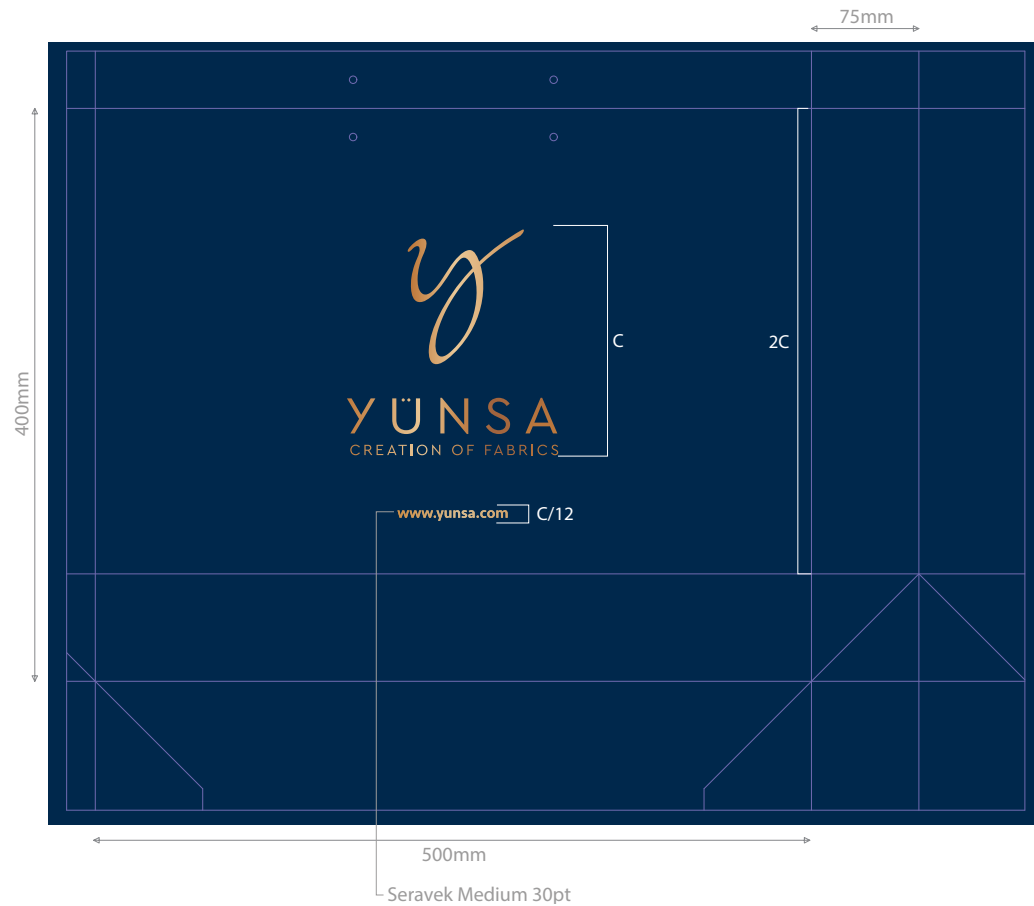
NOT :

- [illegible]

PENFORM MATBAACILIK NECMETTİN TOPAL

1 Asıl 2 Suret Basılmıştır.

APPLICATIONS - Bag



For this application the rules and typographic details shown above need to be taken into consideration.
On both sides logo should be placed centerally aligned.

APPLICATIONS - Plastic Bag



For this application the rules and typographic details shown above need to be taken into consideration.



Yünsa Yünlü Sanayi ve Ticaret A.Ş.

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Ticaret Sicil No: 122890

Mersis No: 0995-0030-6040-0017