

TURKISH SHIPOWNERS' ASSOCIATION

BRAND IDENTITY STYLE GUIDE



INTRODUCING

TURKISH SHIPOWNERS' ASSOCIATION

The Turkish Shipowners' Association, established in 1939, is a prominent organization representing the maritime sector in Turkey. The association aims to protect the interests of Turkish shipowners, enhance maritime trade, and ensure the sustainability of the maritime sector. It provides advisory services to its members on various issues, conducts activities to promote the development of the sector, and represents Turkish maritime interests internationally. This association is involved in projects aimed at increasing Turkey's international competitiveness in the maritime sector and raising industry standards.

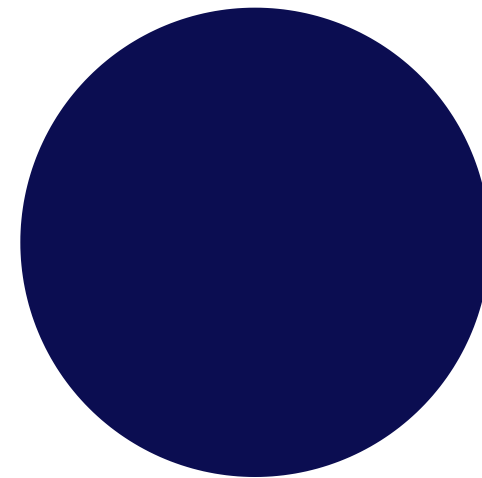


COLORS

COLORS

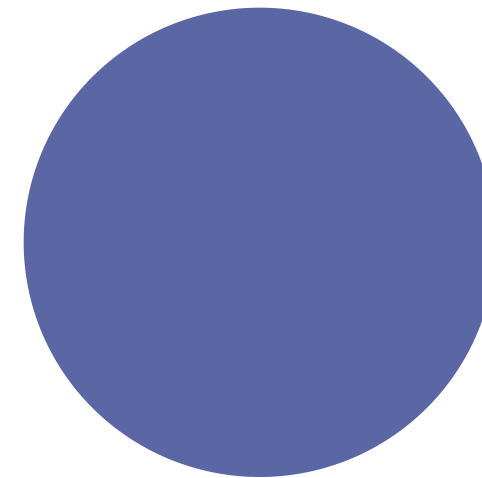
MAIN COLORS

#0B0D51



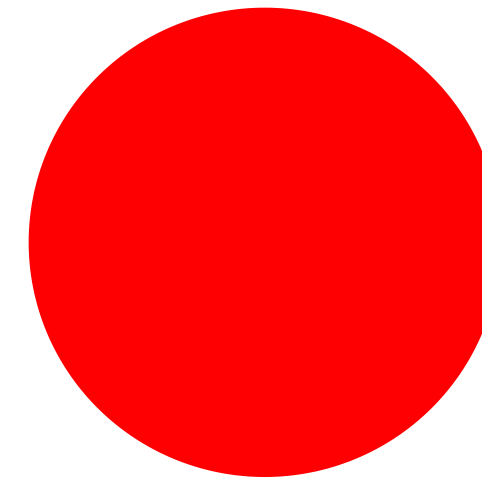
NAVY
BLUE

#5B66A4



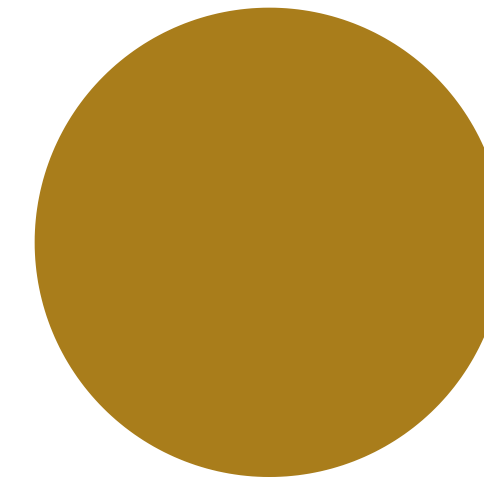
DEEP
WATER

#FF0002



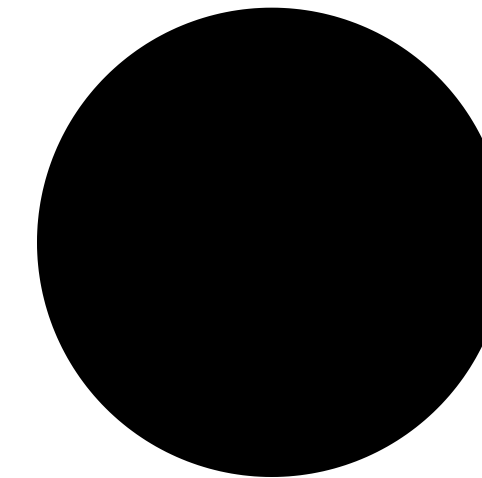
FLAME
RED

#A97D1B



GOLD
METAL

#000000

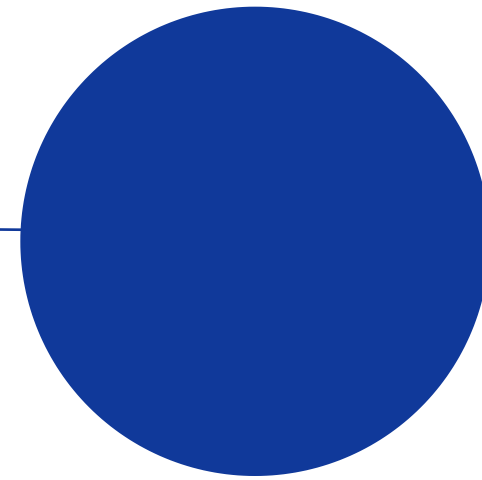


NIGHT
BLACK

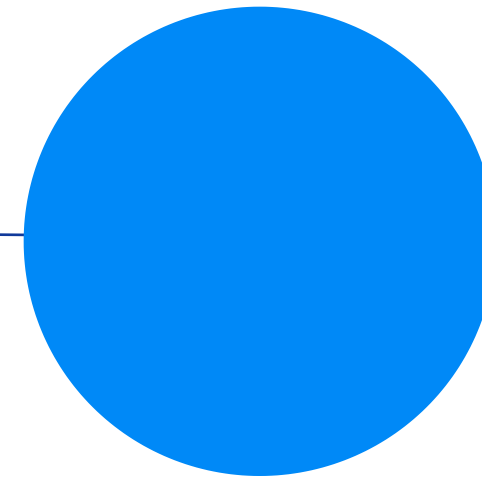
COLORS

AUXILIARY COLORS

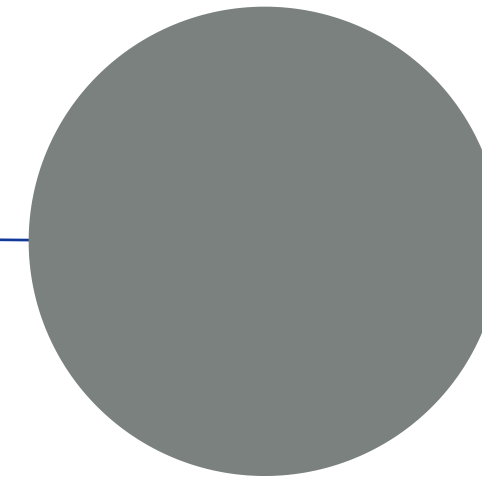
#10399A



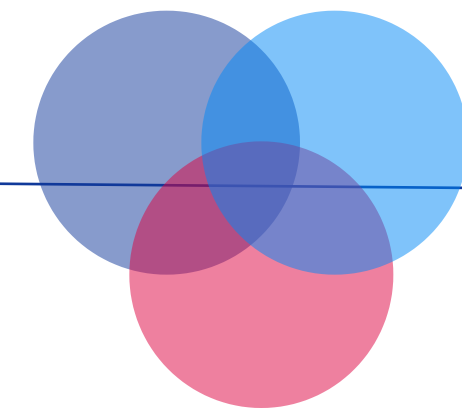
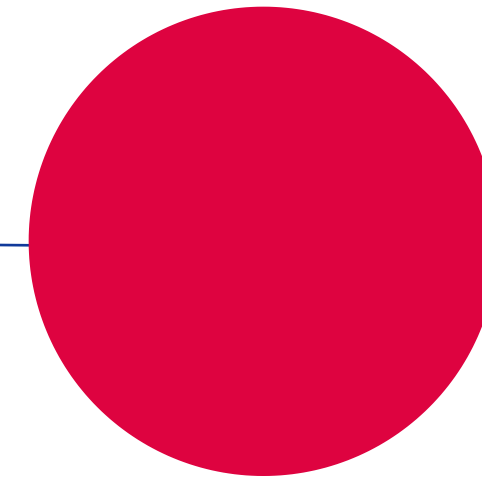
#0089F7



#7A817F



#DE0340



LOGO

LOGO



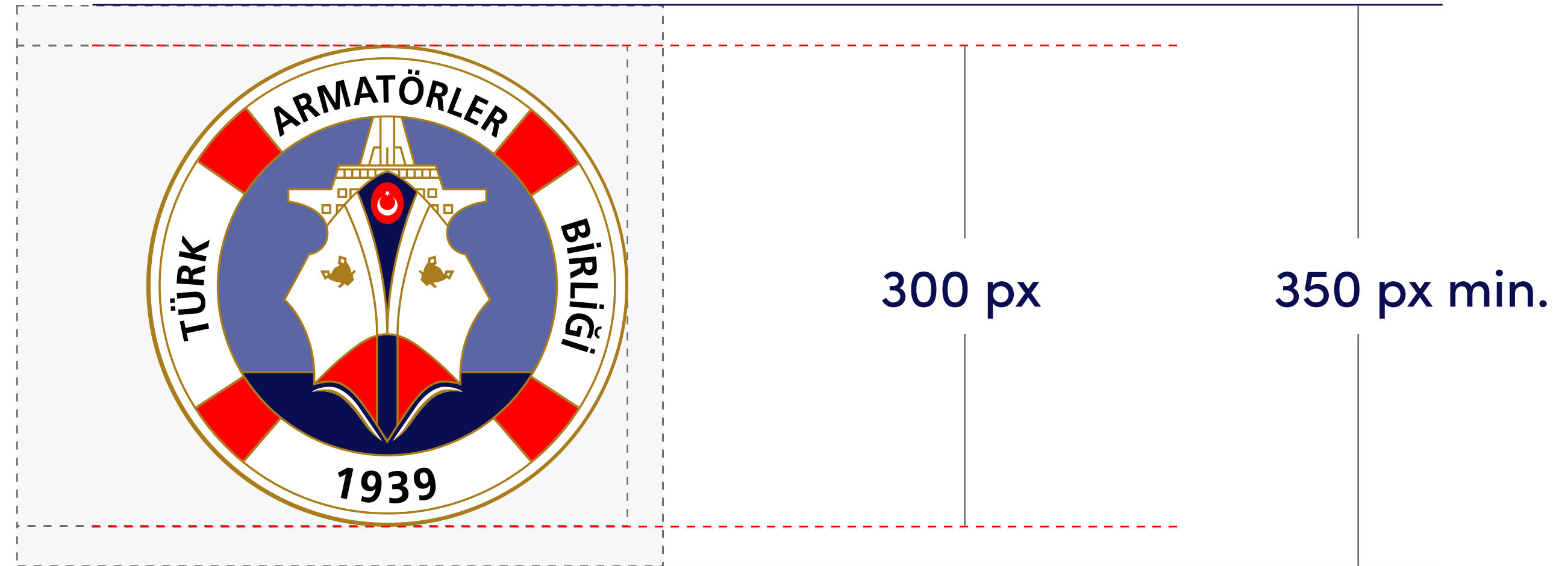
ORIGINAL



ENGLISH VERSION

LOGO

SAFE AREAS WITH SIZE



DIAGONAL

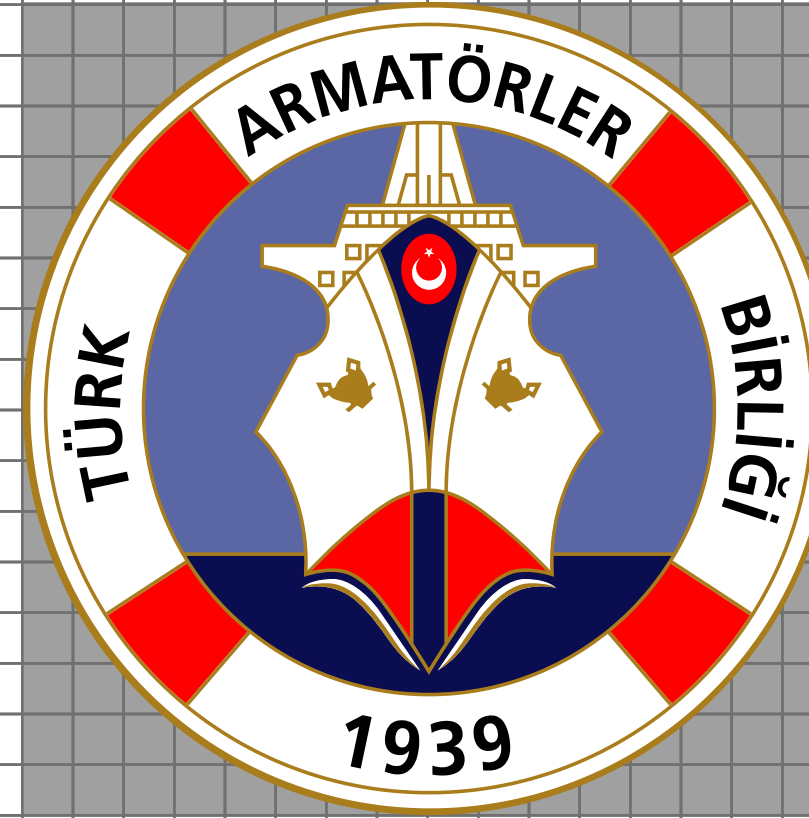


Logo size max. - 110 px
110 px cannot be reduced

+ Safe areas total : 150 px

LOGO

IN DPI (SQUARE)



LOGO

LOGO USE 



LOGO

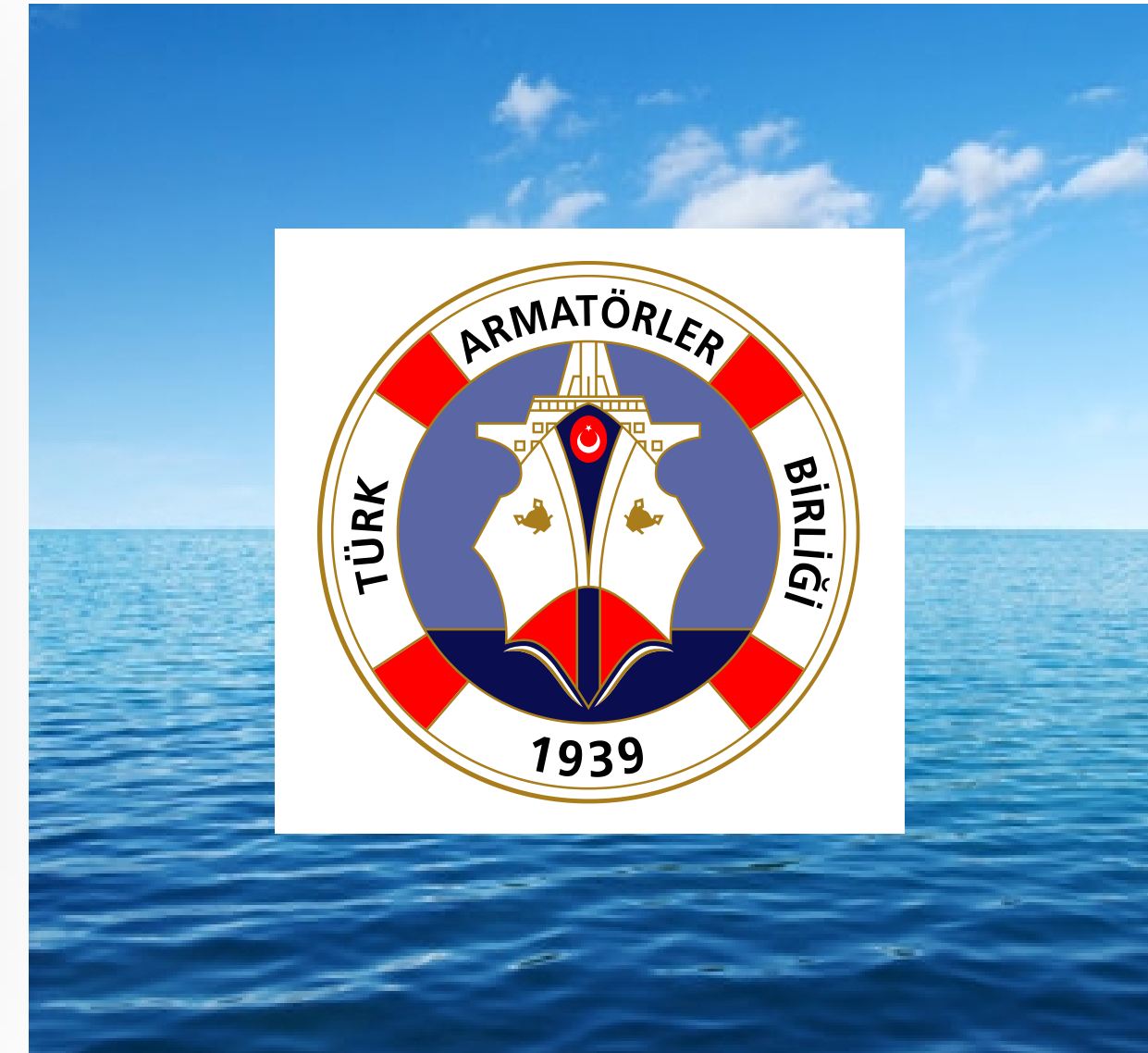
THINGS YOU SHOULD NEVER DO WITH THE LOGO ❌



Rotate ❌



Stretching ❌



Background ❌

TYPOGRAPHY

TYPOGRAPHY

TYPE

DESIGN
& DIGITAL

 Google Fonts

POPPINS FAMILY

ABCDEFGHIĜHIJKLMNOÖPRȘTUÜVYZ
abcdefghijklmnoöprștuüvyz

CORPORATE
CORRESPONDENCE

ARIAL FAMILY

ABCDEFGHIĜHIJKLMNOÖPRȘTUÜVYZ
abcdefghijklmnoöprștuüvyz

DECORATIVE

 Google Fonts

PLAYFAIR DISPLAY FAMILY

ABCDEFGHIĜHIJKLMNOÖPRȘTUÜVYZ
abcdefghijklmnoöprștuüvyz

DESIGNS

BUSINESS CARD

FRONT

John Doe
GENEL MÜDÜR



Hasanpaşa Eğitim Mahallesi, Ahsen Sokak Sadıkoğlu-5 Plaza
No:12 Daire:41 Kat:2 34676 Kadıköy / İSTANBUL – TÜRKİYE

T + 90 (216) 504 94 00 T/F + 90 (216) 504 94 08
armatorlerbirligi.org.tr info@armatorlerbirligi.org.tr

8.5 X 5.3 CM

BACK

John Doe
GENERAL MANAGER



Hasanpaşa Eğitim Mahallesi, Ahsen Sokak Sadıkoğlu-5 Plaza
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MIN. 350 GR MATT PAPER

ENVELOPE

STANDARD SIZES



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LETTERHEAD / ENVELOPE

STANDARD SIZES



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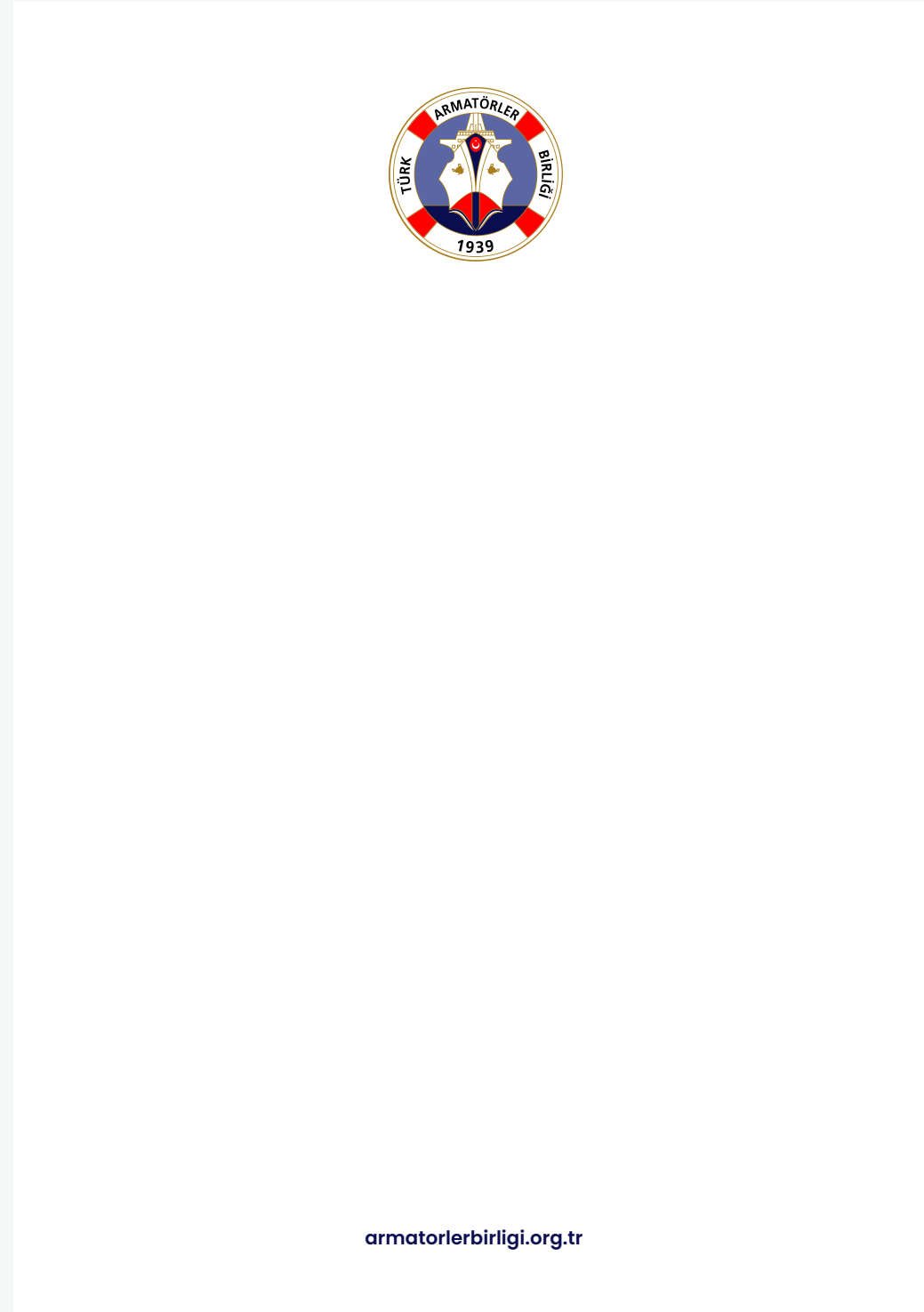
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LETTERHEAD NEXT

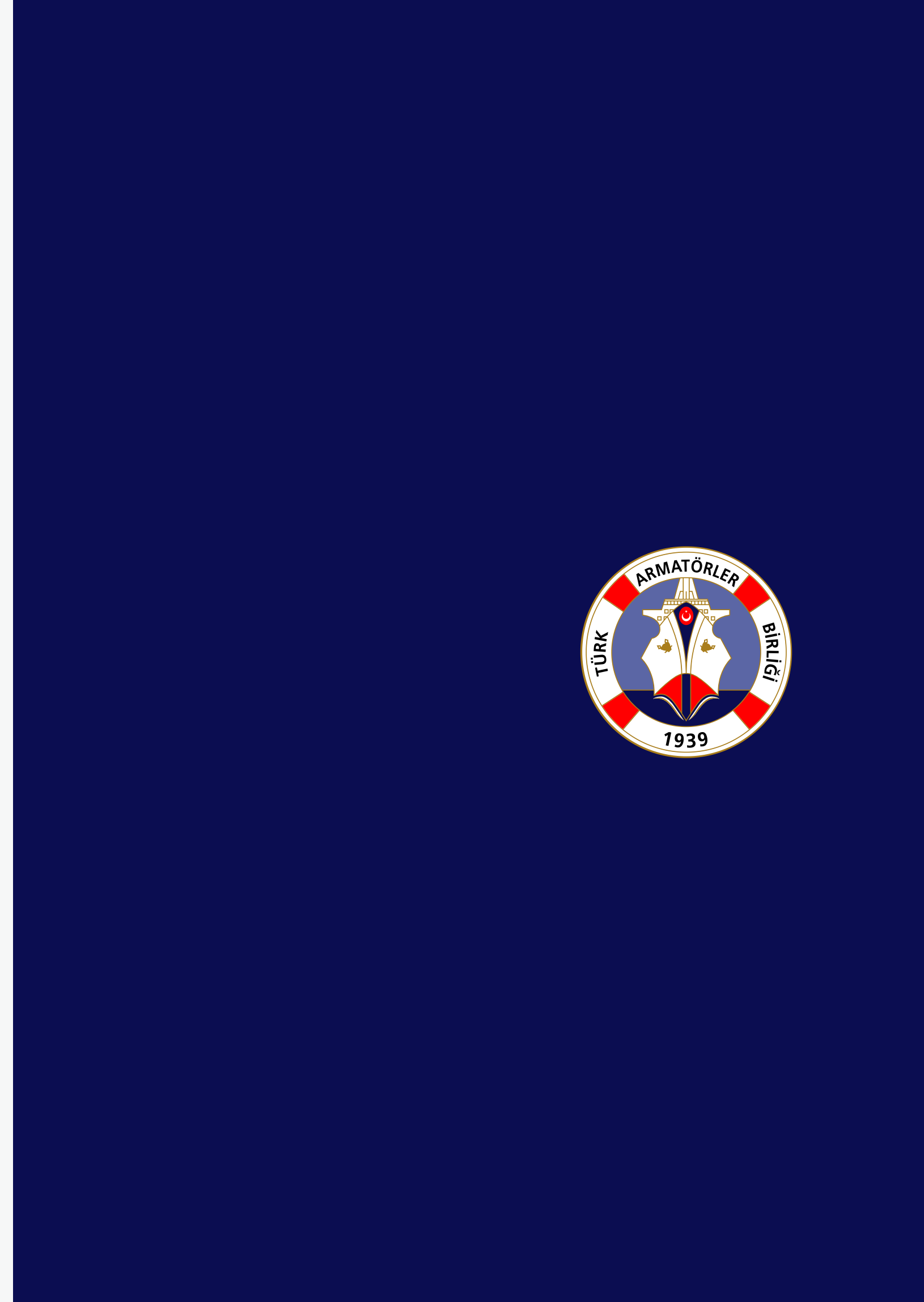


LETTERHEAD / ENVELOPE

NOTEBOOK



POCKET FOLDER



LETTERHEAD / ENVELOPE

STICKER



CERTIFICATE

SERTIFICATE NUMBER
12346T99



SERTIFICATE DATE
22 / 09 / 2025

Certificate

John Doe

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sed lacus sed libero commodo feugiat. Fusce molestie nunc ex, sit amet tempor lacus aliquam quis. Ut a justo condimentum, maximus ante ac, iaculis dolor.

NAME SURNAME
GENERAL MANAGER

FLAGS



MUG / BAG

MUG
EXAMPLE



PAPER BAG
KRAFT IS SAME
BUT GRAYSCALE



EMAIL SIGNATURE

WHITE



John Doe

DANIŞMAN / CONSULTANT

Hasanpaşa Eğitim Mahallesi, Ahsen Sokak Sadıkoğlu-5 Plaza
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DARK



John Doe

DANIŞMAN / CONSULTANT

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PRESENTATION FORMATS


This is Presentation Subject

22 / 11 / 2026



This is Presentation Second Subject

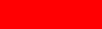

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TURKISH SHIPOWNERS' ASSOCIATION

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TURKISH SHIPOWNERS' ASSOCIATION

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TURKISH SHIPOWNERS' ASSOCIATION

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SOCIAL MEDIA ICON



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