



# Corporate Identity Manual

v.01



# Corporate Identity Manual



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# 1

## Introduction

Our Vision of Corporate Identity  
Usage of Corporate Identity

## Our Vision of Corporate Identity

Corporate branding is a concept which reflects the stance, behaviour and style of a company in both internal and external relationships. Having an identity which is innovative and open to continual development, our firm has decided, with this Corporate Identity Guide, to act in accordance with a corporate strategy which reflects its commitment to total quality in order to ensure that its corporate identity is wholly understood and applied. Our corporate identity possesses a special significance. The correct and incorrect usage of our corporate brand directly influences the perceptions, ideas and feelings people have about Negmar Shipping Investment Inc.

Our corporate identity will be a guide for Negmar Shipping Investment Inc. and will give information regarding how this design philosophy which explains our working principles and vision must be utilised.

## Usage of Corporate Identity

All activities within Negmar Shipping Investment Inc. and in all internal or external written, visual and audio works are based upon the Negmar Shipping Investment Inc. Corporate Identity Guide. All written, visual or audio works belonging to every sub-unit and department must be prepared in co-ordination with Negmar Maritime Investment Inc.'s Corporate Communications Directorate.

The templates and corporate fonts found in this guide can be found on the accompanying CD or on [www.negmar.com](http://www.negmar.com).

Any design found not to be in compliance with the rules and sizes found in this Corporate Identity Guide will not be accepted.

# 2

## Emblem and Logo

- 2 Corporate Emblem & Logo
  - 2.0 The Corporate Emblem
  - 2.1 Dimensions of the Logo
  - 2.2 The Colored Logo
  - 2.3 The Black & White Logo
  - 2.4 The Minimal Logo
  - 2.5 Several Ways of Using the Logo
  - 2.6 Improper Logo Usage
  - 2.7 Protective Space Around the Logo

# 2.0

## The Corporate Emblem

- The emblem is as is below and cannot be redrawn under any circumstances. Its form cannot be deformed and its proportions cannot be altered.
- The emblem can be found and used via the CD found with this guide.



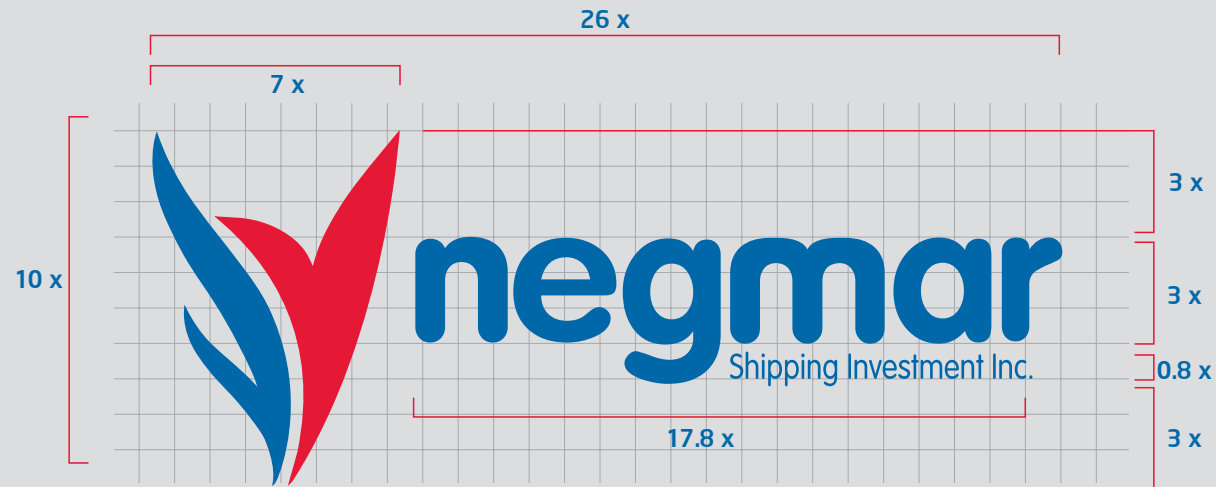
  
Pantone 2945 C

  
Pantone 186 C

# 2.1

## Dimensions of the Logo

- The logo is formed from the amalgamation of the emblem and text.  
The height of the letters forming "negmar" in the logo is the determiner of the size relationship between the logo and emblem.  
The gap between the emblem and text corresponds to the font size of the text.



# 2.2

## 2.2 The Colored Logo

→ Usage of the colour logos is shown below.  
Usage on backgrounds not shown below is not recommended.



**A** Standard usage. Unless necessary, the use of a white background is preferred.



**C** Example of the logo on Pantone 186 C background.



**B** Example of the logo on 30% black staccato background.



**D** Example of the logo on Pantone 2945 C background.

## 2.3

### The Black & White Logo

→ In some necessary situations, for example when faxing, the black single colour logo may be used.



A Positive logo usage



B Reverse logo usage



C 30% greyscale logo usage

## 2.4

### The Colored and B&W Minimal Logo

→ The minimum size of the logo that can be used on printed materials is as defined below. Smaller sizes are not authorised.



## 2.5

### Several Ways of Using the Logo

→ In some necessary situations the logo can be used as shown below.



Normal logo to be used unless necessary.



English trade title version.



No trade title version.



7/2 version

# 2.6

## Improper Logo Usage

→ The logo is to be enlarged or shrunken proportionately. Usage of disproportioned logos or of logos where the correct angles between aspects of the logo are not used are not acceptable under any circumstances. The logo is not to be used on mixed-colour backgrounds. Other colours may not be used.



## 2.7

### Protective Space Around the Logo

→ No other graphical or textual element may encroach upon the logo by more than the height measurement along all 4 sides of the logo on all printed and visual materials.



3

# Colors

3.0 Corporate Colors

3.1 The Corporate Color Palette

# 3.0

## Corporate Colors

→ The corporate colours are composed of 2 base colours, PANTONE 2945 C and PANTONE 186 C  
No other colour may be used as part of the corporate identity.  
The value of the colours are below.



### Pantone 2945 C

C 100 M 45 Y 0 K 14 R 0 G 106 B 168  
RAL 5010 Folio M7  
142



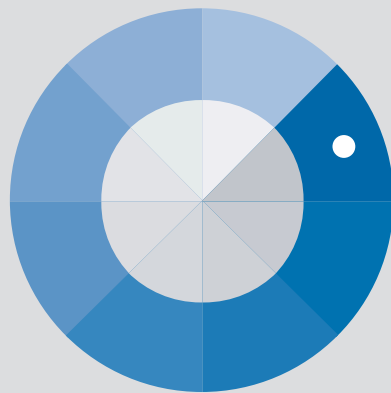
### Pantone 186 C

C 0 M 100 Y 81 K 4 R 224 G 31 B  
59  
RAL 3020 Folio M7-152

# 3.1

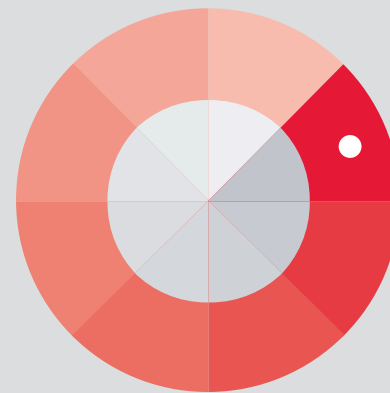
## The Corporate Color Palette

→ Colour separation allows for the option of the sub-tones of the corporate pantone colours to be used on printed materials. Colour separation must not be used at Negmar Shipping Investment Inc. apart from with the main colours.



Pantone 2945

C 100%	R 0%
M 45%	G 106%
Y 0%	B 168%
K 14%	



Pantone 2945

C 0%	R 224%
M 100%	G 31%
Y 81%	B 59%
K 4%	

# 4

## Corporate Fonts

4.0 Corporate Identity Typo font

4.1 Secondary Corporate Identity Fonts

# 4.0

## Secondary Corporate Identity Fonts

→ Corporate typefaces are defined as those belonging to the Neosans family. The slope and proportions of the characters are not to be tampered with on materials within the scope of the corporate identity.

### Neosans

ABCÇDEFGĜHIJKLMNOÖPRSŞTUÜVYZ  
abcçdefghijklmnoöprsştuüvyz  
01234567890.,;:~!/?/""()\*+-%

### Neosans Light

ABCÇDEFGĜHIJKLMNOÖPRSŞTUÜVYZ  
abcçdefghijklmnoöprsştuüvyz  
01234567890.,;:~!/?/""()\*+-%

### Neosans Medium

ABCÇDEFGĜHIJKLMNOÖPRSŞTUÜVYZ  
abcçdefghijklmnoöprsştuüvyz  
01234567890.,;:~!/?/""()\*+-%

### Neosans Bold

ABCÇDEFGĜHIJKLMNOÖPRSŞTUÜVYZ  
abcçdefghijklmnoöprsştuüvyz  
01234567890.,;:~!/?/""()\*+-%

### Neosans Black

ABCÇDEFGĜHIJKLMNOÖPRSŞTUÜVYZ  
abcçdefghijklmnoöprsştuüvyz  
01234567890.,;:~!/?/""()\*+-%

### Neosans Italik

ABCÇDEFGĜHIJKLMNOÖPRSŞTUÜVYZ  
abcçdefghijklmnoöprsştuüvyz  
01234567890.,;:~!/?/""()\*+-%

### Neosans Light Italik

ABCÇDEFGĜHIJKLMNOÖPRSŞTUÜVYZ  
abcçdefghijklmnoöprsştuüvyz  
01234567890.,;:~!/?/""()\*+-%

### Neosans Medium Light

ABCÇDEFGĜHIJKLMNOÖPRSŞTUÜVYZ  
abcçdefghijklmnoöprsştuüvyz  
01234567890.,;:~!/?/""()\*+-%

### Neosans Bold Italik

ABCÇDEFGĜHIJKLMNOÖPRSŞTUÜVYZ  
abcçdefghijklmnoöprsştuüvyz  
01234567890.,;:~!/?/""()\*+-%

### Neosans Black Italik

ABCÇDEFGĜHIJKLMNOÖPRSŞTUÜVYZ  
abcçdefghijklmnoöprsştuüvyz  
01234567890.,;:~!/?/""()\*+-%

# 4.1

## Secondary Corporate Identity Fonts

→ The ancillary corporate typefaces are defined as those belonging to the Georgia family. Except for printed corporate materials, the Georgia family may be used for special works, VIP correspondence or in artistic applications.

Georgia Regular

ABCÇDEFGĞĦIJKLMNOÖPRSŞTUÜVYZ  
abcçdefghijklmnoöprsştuüvyz  
01234567890.,;:-!/?/""()\*+-%

Georgia Italik

*ABCÇDEFGĞĦIJKLMNOÖPRSŞTUÜVYZ*  
*abcçdefghijklmnoöprsştuüvyz*  
*01234567890.,;:-!/?/""()\*+-%*

Georgia Bold

**ABCÇDEFGĞĦIJKLMNOÖPRSŞTUÜVYZ**  
**abcçdefghijklmnoöprsştuüvyz**  
**01234567890.,;:-!/?/""()\*+-%**

Georgia Bold Italik

***ABCÇDEFGĞĦIJKLMNOÖPRSŞTUÜVYZ***  
***abcçdefghijklmnoöprsştuüvyz***  
***01234567890.,;:-!/?/""()\*+-%***

# 5

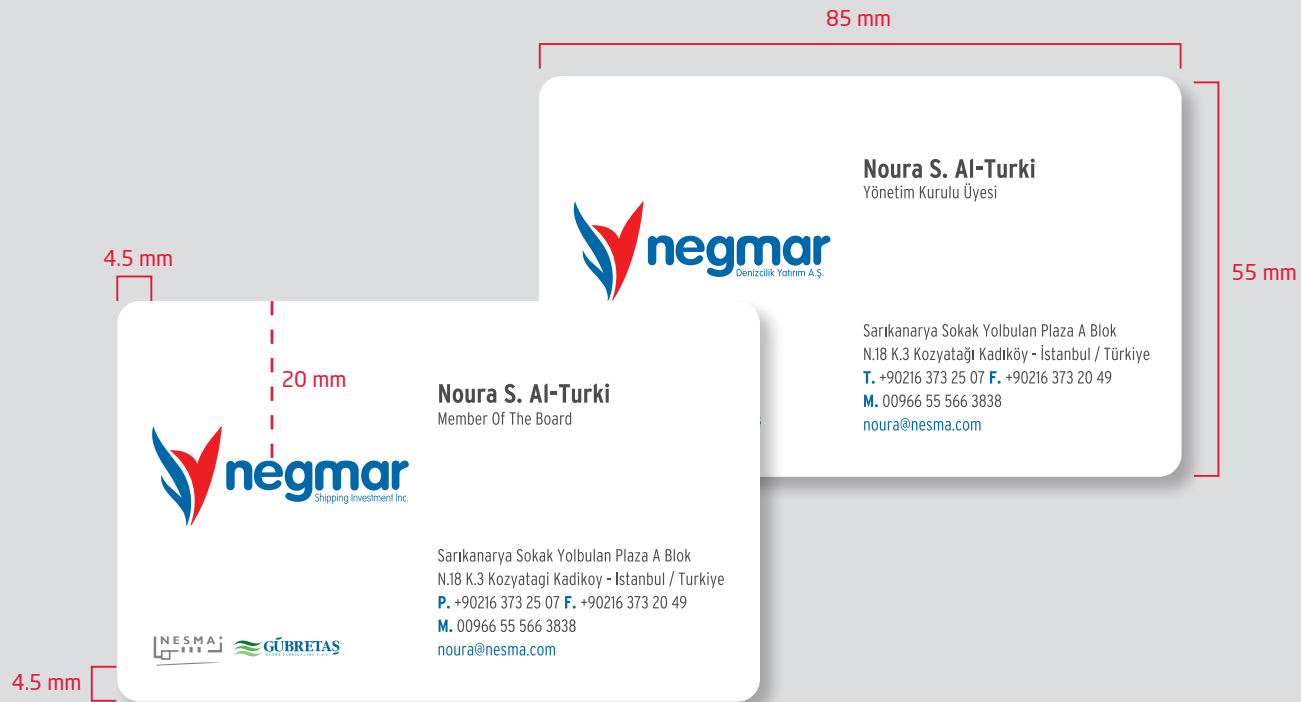
## Printed Materials

- 5.0 Business Cards
- 5.1 Letterheads
- 5.2 Window Business Envelope
- 5.3 Non-Window Business Envelope
- 5.4 Open End Envelope
- 5.5 Presentation Folder
- 5.6 Binders
- 5.7 Binder Spine
- 5.8 Stickers & Sticky Notes
- 5.9 Invitations
- 5.10 CD/DVD Covers and Labels
- 5.11 Certificate of Attendance
- 5.12 Reminder Card
- 5.13 Spiral Note Block
- 5.14 Memo Cube
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- 5.16 Employee ID Card
- 5.17 Temporary Employee ID Card
- 5.18 Disabled Person ID Card
- 5.19 Visitor Badge
- 5.20 Vehicle Pass Card
- 5.21 Vehicle Graphics

# 5.0

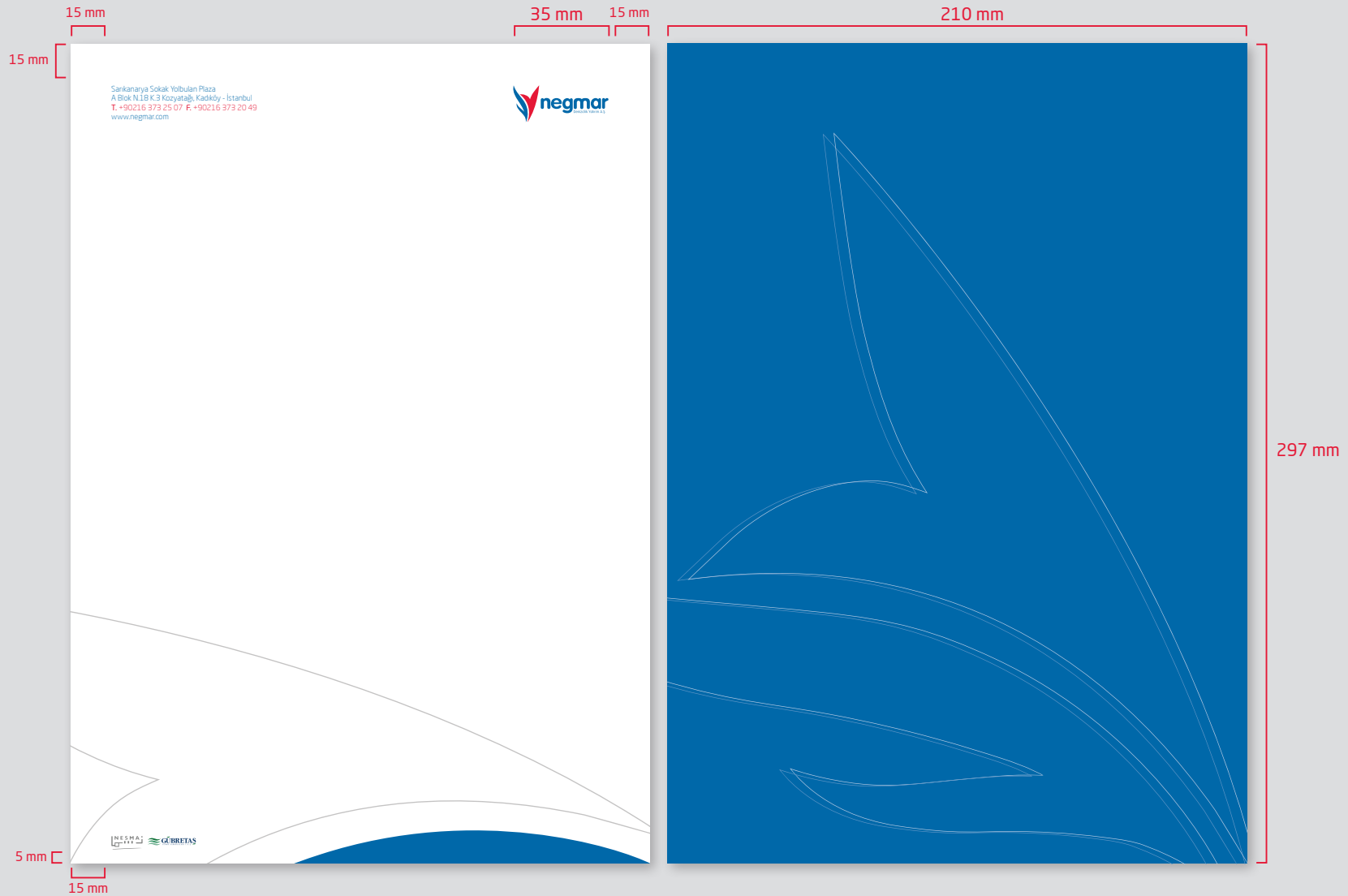
## Business Cards

- Samples of company business cards are as given below.  
The paper to be used should be thermal coated 380 g matte stock, double sided.  
The stocks must be cut with a special cutter and their measures must be 8,5 x 5,3 mm.  
The logo and emblem on the business card may be enameled additionally.



# 5.1 Letterheads

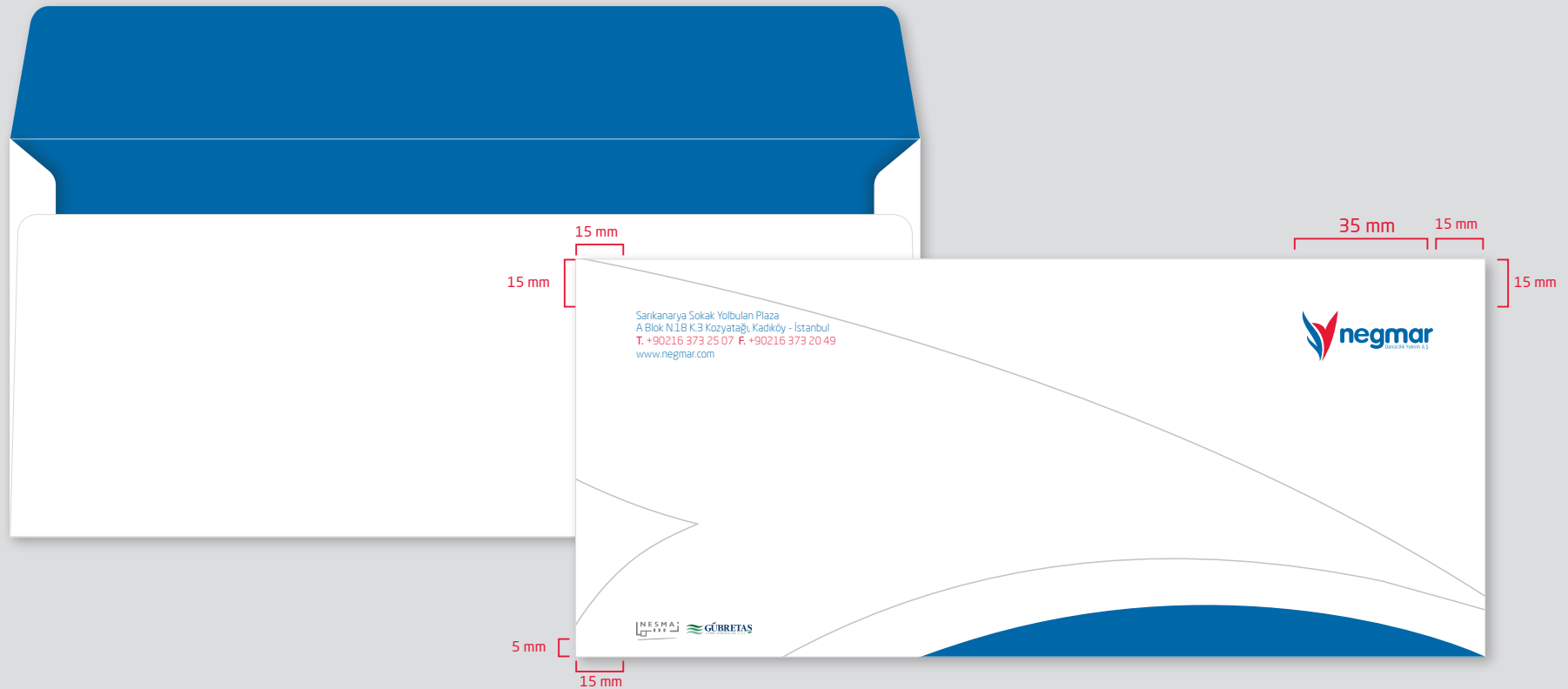
→ The letterhead paper must be in DIN A4 (210 x 297 mm). The outline is as shown below.  
The paper to be used must be Papeterie rieder (30.000 maia paper white 120 g/m<sup>2</sup>, collesia 30305 tuale double sided white 120 g/ m<sup>2</sup> or 90 g, premium paper.



## 5.2

### Non-Window Business Envelope

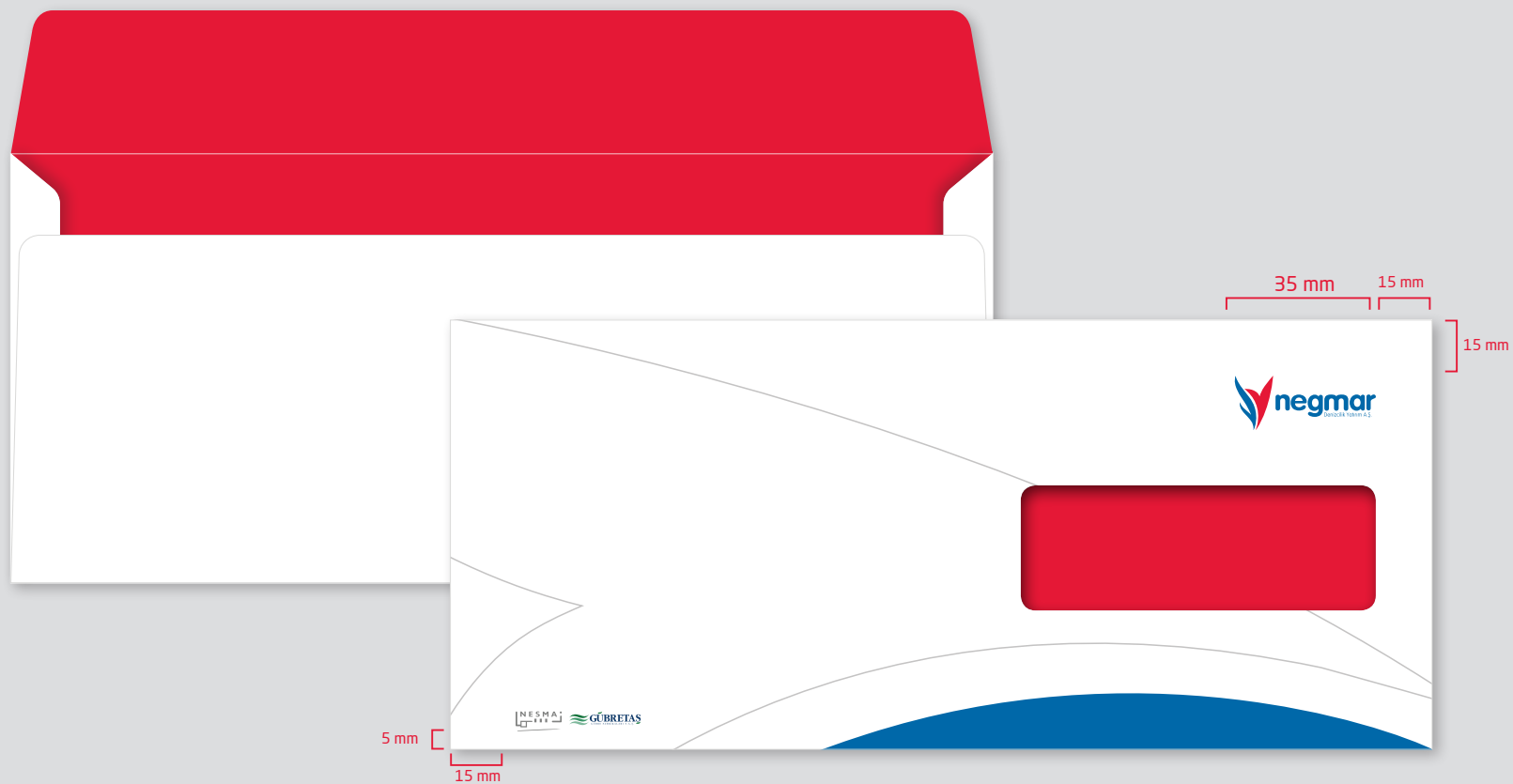
→ Templates of non-window business envelopes for departments are as shown below. The measures should be 24x10.5 cm. Papeterie rieder (30.000 maia paper white 120 g/m<sup>2</sup>, collesia 30305 tuale double sided white 120 g/ m<sup>2</sup> or 90 g, premium paper should be used.



# 5.3

## Window Business Envelope

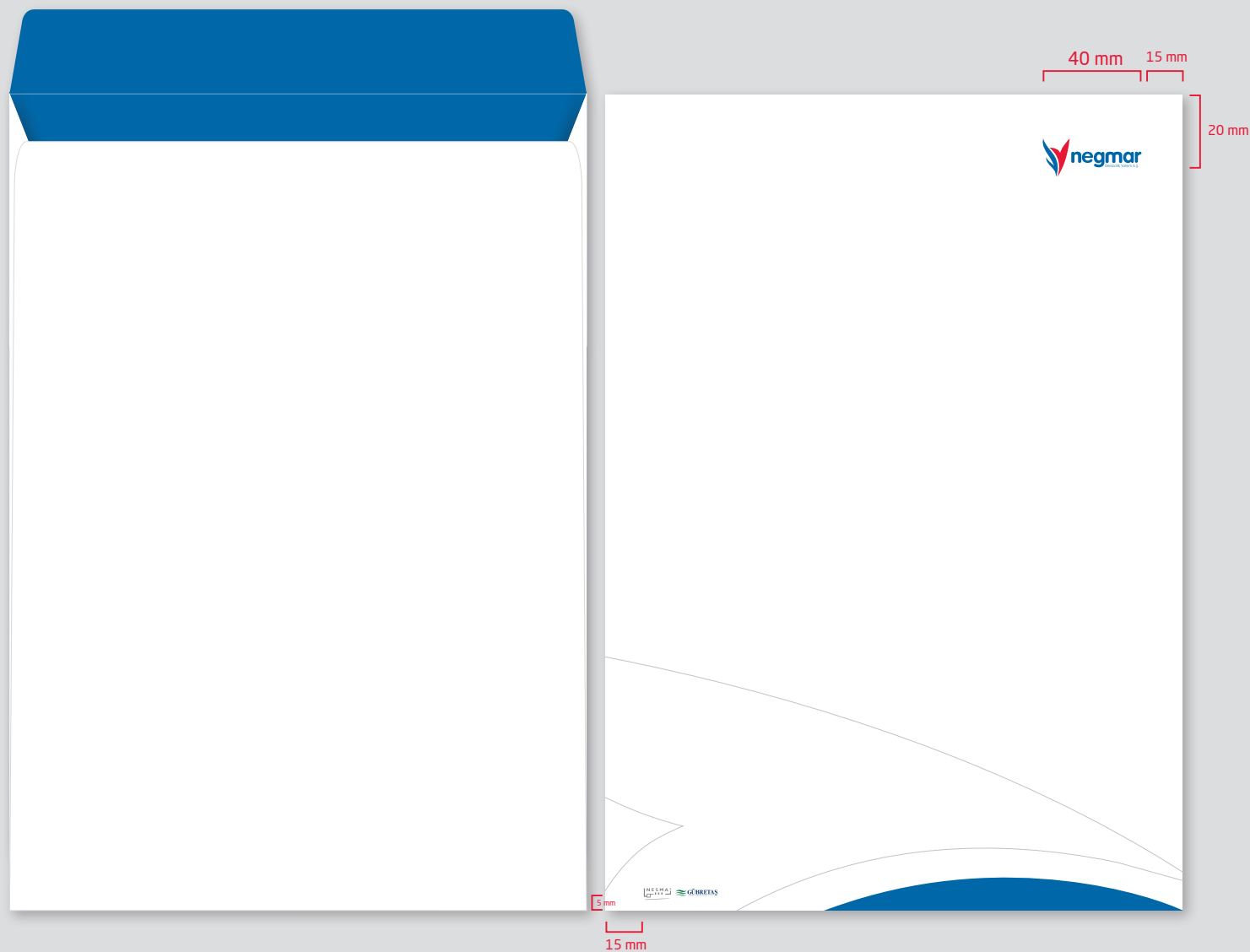
→ Templates of window business envelopes for departments are as shown below. Papeterie rieder (30.000 maia paper white 120 g/m<sup>2</sup>,collesia 30305 tuale double sided white120 g/ m<sup>2</sup> or 90 g, premium paper should be used.



# 5.4

## Open-end Envelope

→ Open-end envelopes for departments; the measures should be A4 (24x32 cm).  
Papeterie rieder (30.000 maia paper white 120 g/m<sup>2</sup>,  
collesia 30305 tuale double sided white 120 g/ m<sup>2</sup> or 90 g, premium paper should be used.



# 5.5

## Presentation Folder

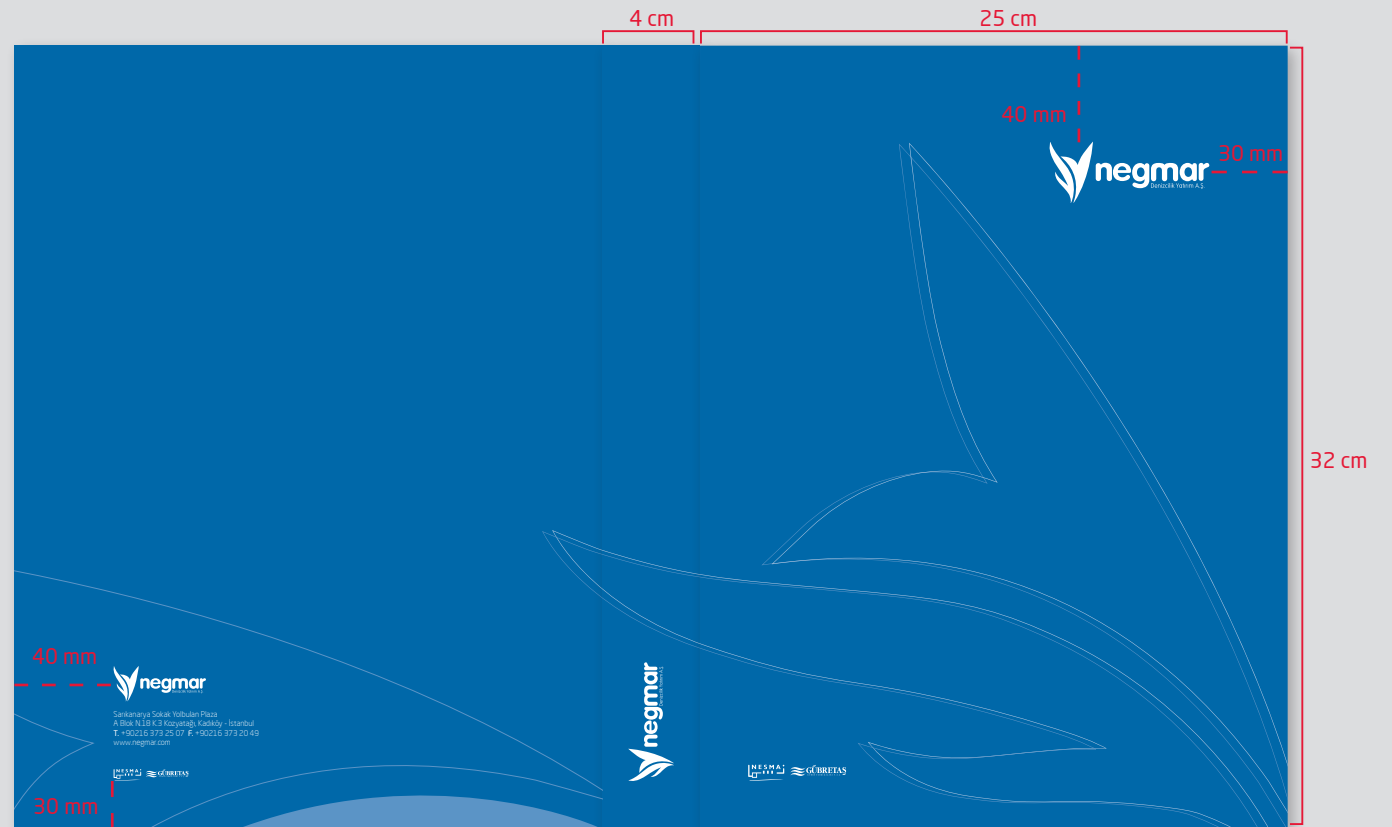
→ The A4 sized folder is special cut and has no glue flaps. The measures and templates are as shown below. 380 g matte stock should be used for printing. The outer side of the folder should be bicolored, the inner monochrome. Front and backside must be completely thermal covered (in matte). After printing, the logo should be enameled additionally.



# 5.6

## Binders

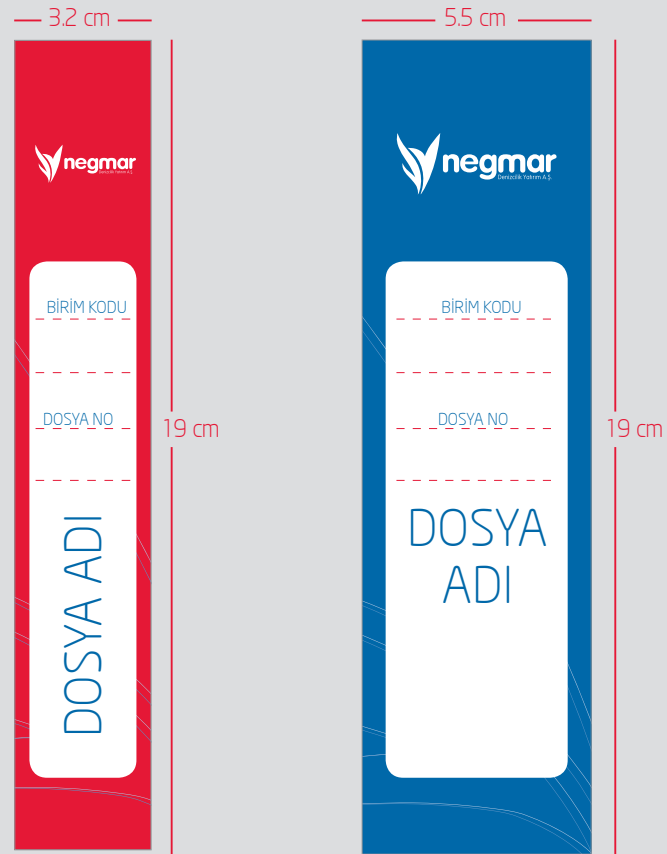
→ Ring binders must be printed and thermal coated on 170 g matte stock, and layered upon 2.5 mm cardboard.  
The binders may be laid out either horizontally (35x28 cm) or vertically (25x32).



# 5.7

## Binder Spine

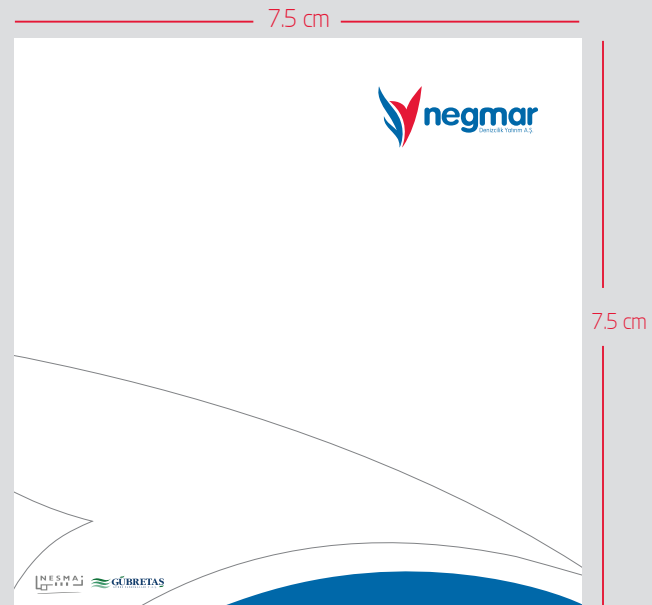
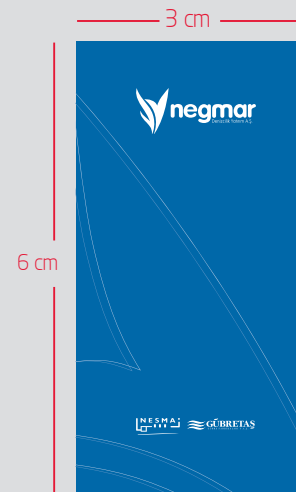
→ The binder spines must be cut from 250 g cardboard. The printing should be bicolored.



# 5.8

## Stickers & Sticky Notes

→ Stickers & sticky notes must be printed according to the templates below and the printing should be bicolored.



## 5.9

### Invitations

→ A template for invitation is as shown below. The calligraphy of the envelope must be engraved. The invitation letter must be printed on patterned stationary.



# 5.10

## CD / DVD Covers and Labels

→ Measures of CD/DVD labels and covers are as given below. The open CD cover measures 12.6x30.5 cm. Measures of the label are 12x12 cm. They're both printed in bicolor. The cover must be printed and thermal covered on 350 g matte stock. The CD must be screen printed.



## 5.11

### Certificate of Attendance

→ The Certificate of Attendance must be prepared according to the template shown below.

The certificate is enclosed in a decorative blue border with a repeating geometric pattern. Inside the border, the Negmar logo is positioned in the top left corner. The title "KATILIM BELGESİ" is centered in bold red text. Below the title, there are three lines of text: "Sayın, .....", "...../...../..... tarihleri arasında Negmar Denizcilik Yatırım A.Ş. tarafından düzenlenen .....", and "başarı ile bitirerek Katılım Belgesi almaya hak kazanmıştır.". In the bottom right corner, there is a handwritten signature and the name "Mehmet KOÇ" printed below it.

**KATILIM BELGESİ**

Sayın, .....

...../...../..... tarihleri arasında Negmar Denizcilik Yatırım A.Ş. tarafından düzenlenen .....

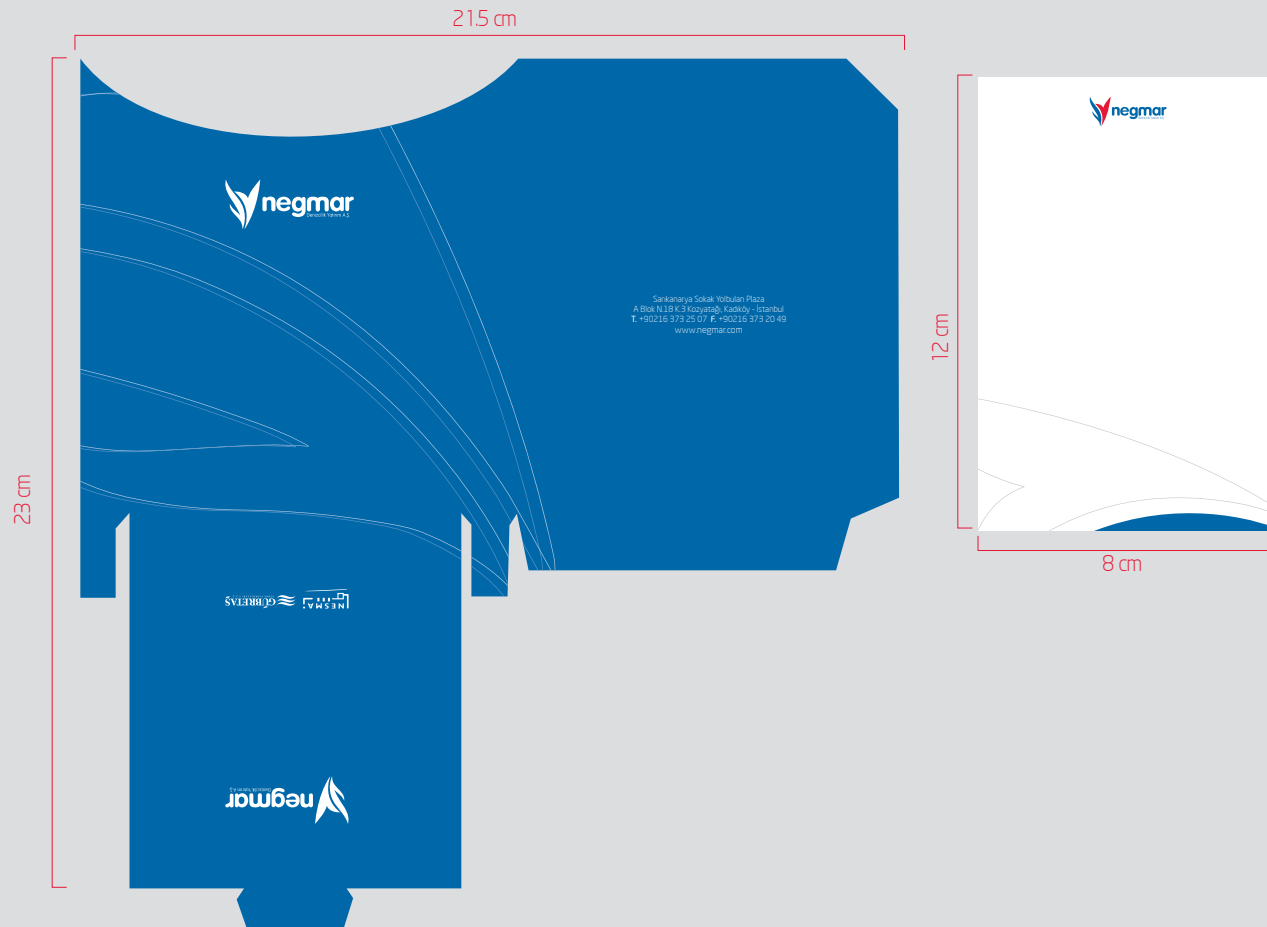
başarı ile bitirerek Katılım Belgesi almaya hak kazanmıştır.

  
Mehmet KOÇ

# 5.12

## Reminder Card

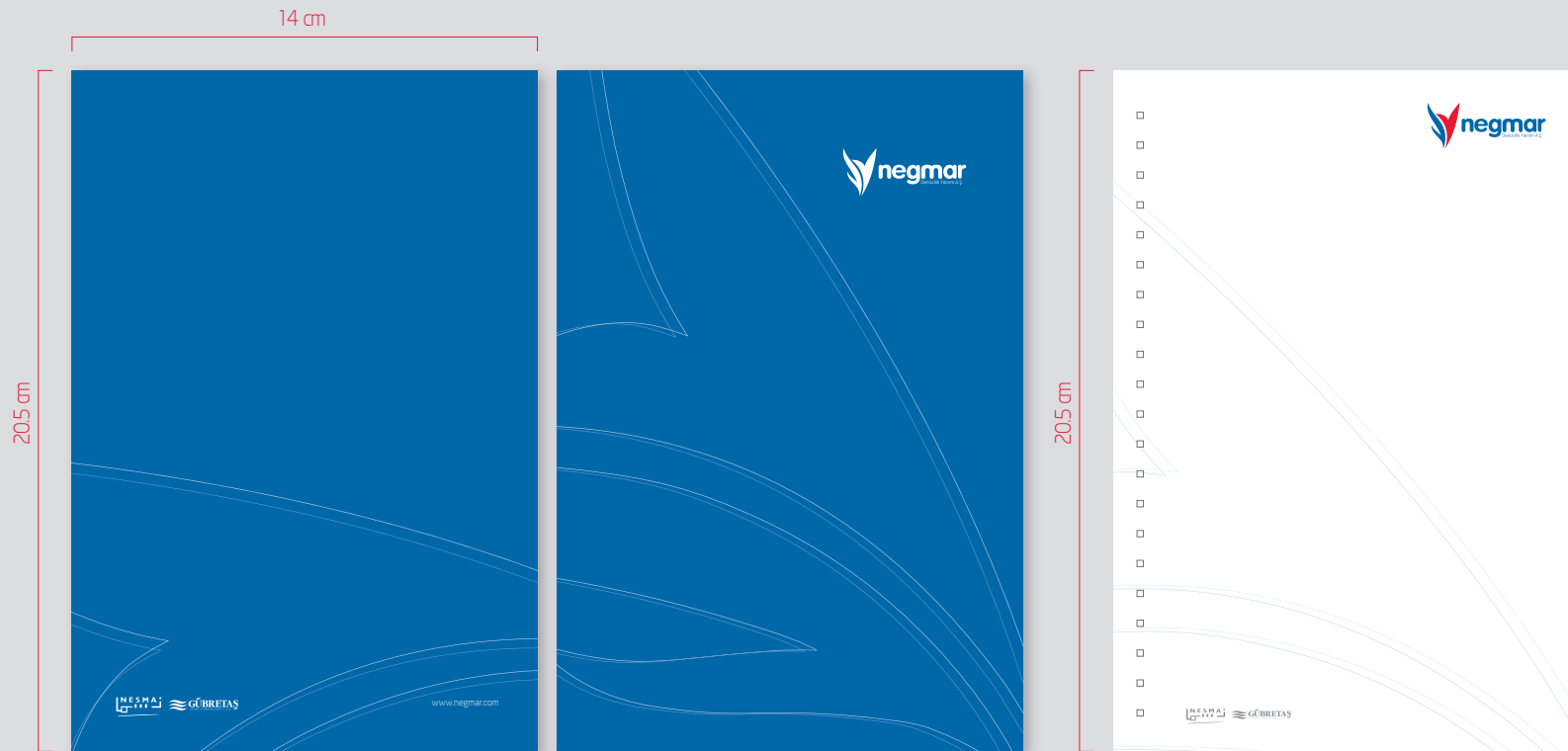
→ Measures and layout of the reminder card are as below. The stand of the card should be printed on 350 g matte stock, should be matte coated and the logo must be enameled. The card should be printed in bicolor on 110 g premium paper.



# 5.13

## Spiral Note Block

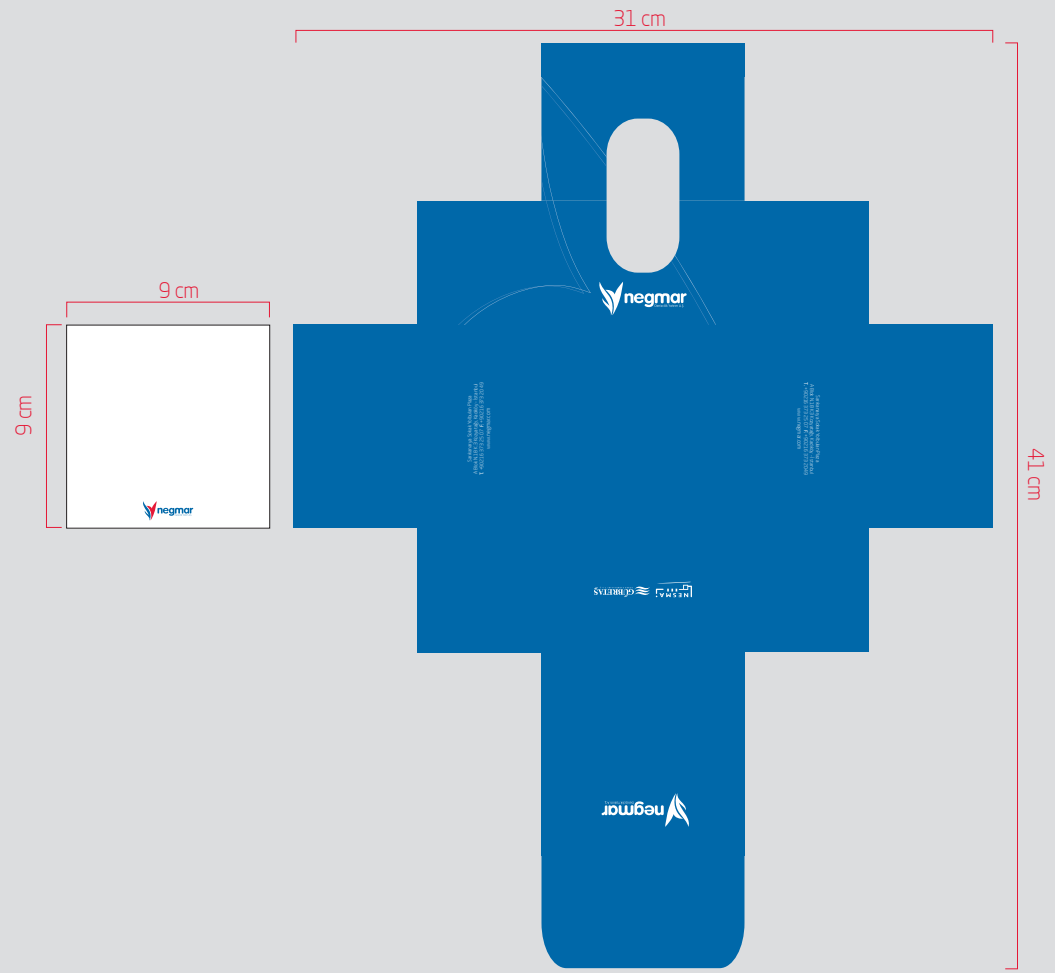
→ Measures and layout of the note block are as below. The cover should be printed on 350 g matte stock, should be matte coated and the logo must be enameled. The inner side must be printed in bicolor on 110 g premium paper.



# 5.14

## Memo Cube

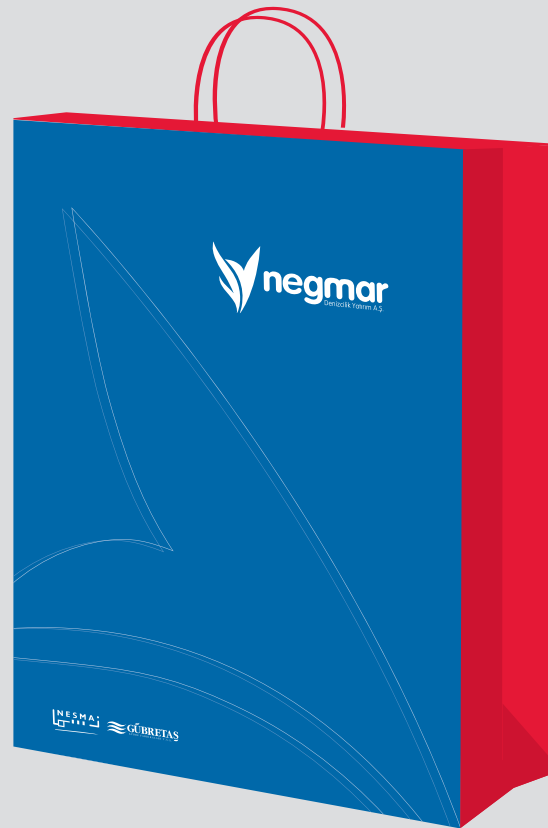
→ The memo cube must be printed on 350 g matte stock, should be matte coated and the logo must be enameled. The inner block must be printed on 110 g premium paper.



## 5.15

### Cardboard Bag

→ The layout of the cardboard bag must be as given below. The strength of the cardboard will be determined according to its type: 210-230 g for Bristol, 300 g for matte stock, 250 g for Triplex, 140 g for Kraft, 190 g for premium paper, 110 g white craft for recycled craft bags.



# 5.16


## Employee ID Card

→ The cards for the personnel must be made of PVC or PVCa.  
The corporate pantone colors must be considered.

9 cm

6 cm

**PERSONEL KİMLİK KARTI**

 **negmar**  
Denizcilik Yatırım A.Ş.

T.C. Kimlik No.  
[Input Field]

Adı  
[Input Field]

Soyadı  
[Input Field]

Görevi  
[Input Field]

[Image Placeholder]

**KİMLİK BİLGİLERİ**

İL/İLÇE [Input Field] MAHALLE/KÖY [Input Field]

CİLT NO [Input Field] AİLE SIRA NO [Input Field] SIRA NO [Input Field]

BABA ADI [Input Field] ANA ADI [Input Field]

DOĞUM TARİHİ [Input Field] DOĞUM YERİ [Input Field] KAN GRUBU [Input Field]

ONAY [Input Field]

Bu kartın mülkiyeti NEGMAR DENİZCİLİK YATIRIM A.Ş.'ne aittir. İstenildiğinde iade edilmesi zorunludur. Kartın kaybolması halinde [www.negmar.com](http://www.negmar.com) sitesindeki irtibat adreslerine gönderilmesi veya haber verilmesi rica olunur.

# 5.17


## Temporary Employee ID Card

→ Temporary personnel cards must be made of PVC or PVCa.  
The corporate pantone colors must be considered.

9 cm

6 cm

**PERSONEL KİMLİK KARTI**



T.C. Kimlik No.  
Adı  
Soyadı  
Görevi

**KİMLİK BİLGİLERİ**

İL/İLÇE MAHALLE/KÖY  
CİLT NO AİLE SIRA NO SIRA NO  
BABA ADI ANA ADI  
DOĞUM TARİHİ DOĞUM YERİ KAN GRUBU  
ONAY

Bu kartın mülkiyeti NEGMAR DENİZCİLİK YATIRIM A.Ş.'ne aittir. İstenildiğinde iade edilmesi zorunludur. Kartın kaybolması halinde [www.negmar.com](http://www.negmar.com) sitesindeki irtibat adreslerine gönderilmesi veya haber verilmesi rica olunur.

# 5.18

## Disabled Person ID Card

→ The layout and measures of cards for disabled persons are as shown below.  
The card must be printed on Teslin paper.

9 cm

6 cm

**ÖZÜRLÜ KİMLİK KARTI**

 **negmar**  
Denizcilik Yatırım A.Ş.

T.C. Kimlik No.

Adı Soyadı

Görevi

Doğum Tarihi

Özür Oranı

Verildiği İl

**Bu kart sağlık kurulu raporu ve nüfus cüzdanı bilgileri çerçevesinde düzenlenmiştir.**

- Bu kimliğin kullanım hakkı yalnızca özürli bireyin kendisine aittir.
- Bu kart sahibi, mevzuat çerçevesinde özürli vatandaşlara tanınan hak ve hizmetlerden yararlanır.
- Bu kart bulunduğu anda NEGMAR DENİZCİLİK YATIRIM A.Ş'ne veya en yakın emniyet birimine teslim edilmelidir.
- Kimlik kartının içerdiği bilgilerin değişmesi, kartın kaybedilmesi, çalınması veya herhangi bir nedenle kullanılamaz hale gelmesi durumunda NEGMAR DENİZCİLİK YATIRIM A.Ş'ne müracaat edilmelidir.
- Üzerinde tahrifat, silinti veya kazıntı olan kartlar geçersizdir.

# 5.19

## Visitor Badge

→ The visitor's badge must be printed in bicolor on Teslin paper and covered with matte PVC. The measures are 8.5 x 5.5 cm.



## 5.20

### Vehicle Pass Card

→ A template and measures of the vehicle pass card are given below. Printing in bicolor.  
The corporate pantone colors must be considered.



## 5.21

### Vehicle Graphics

→ Graphics and wraps on the vehicles of Negmar Shipping Investment Inc. should be designed according to the samples below. The corporate colors of the Vinyl must be considered.



# 6

## Printed Legal Forms

- 6.0 Invoice / Delivery Note
- 6.1 Cash Advance Receipt
- 6.2 Vacation Request Form
- 6.3 Letters
- 6.4 Press Releases

# 6.0

## Invoice / Delivery Note

→ A4 (21x29.7)  
A5 (14.8x21)



Denizcilik Yatırım A.Ş.



İl Kodu : 34

Sarıhanıya Sokak, Yobulan Plaza A Blok  
N:18 K:3 Kozyatağı, Kadıköy - İstanbul  
T. +90216 373 25 07 F. +90216 373 20 49  
Erenköy V.D. 630 039 0240  
info@negmar.com www.negmar.com

Sayın,

**FATURA**


Seri A Sıra No.  
İrsaliye No.  
Düzenleme Tarihi

Müşteri V.D.  Müşteri V.D. No.


AÇIKLAMA	MİKTAR	FİYAT	TUTAR

Yahız.  TL/Gir.

**Toplam :**   
**Kdv % :**   
**Bsmv. :**   
**Genel Toplam :**



Denizcilik Yatırım A.Ş.



İl Kodu : 34

Sarıhanıya Sokak, Yobulan Plaza A Blok  
N:18 K:3 Kozyatağı, Kadıköy - İstanbul  
T. +90216 373 25 07 F. +90216 373 20 49  
Erenköy V.D. 630 039 0240  
info@negmar.com www.negmar.com

Sayın,

**SEVK İRSALİYESİ**

Seri A Sıra No.  
Düzenleme Saati  
Düzenleme Tarihi

Müşteri V.D.  Müşteri V.D. No.

AÇIKLAMA	MİKTAR	FİYAT	TUTAR

Teslim Eden  Teslim Alan

# 6.1

## Cash Advance Receipt

→ A5 (14.8x21)



Sarıkanarya Sokak Yolbulan Plaza A Blok  
N.18 K.3 Kozyatağı, Kadıköy - İstanbul  
T. +90216 373 25 07 F. +90216 373 20 49  
Erenköy V.D. 630 039 0240  
info@negmar.com www.negmar.com

**AVANS MAKBUZU**  
Düzenleme Tarihi

Yukarıda yazılı ..... TL'yi  
..... bedelî olarak

NEGMAR DENİZCİLİK YATIRIM A.Ş.'den nakden aldım.

Adı/Soyadı	<input type="text"/>	İmza
Adresi	<input type="text"/>	

## 6.2

## Vacation Request Form

→ 14.8x17.8 cm



**negmar**  
Dışişleri Bakanlığı

**İZİN TALEP FORMU**

Tarih: ..... / ..... / 20.....

Adı Soyadı	
Birimi	
Ünvanı	
İzin Sebebi	
İzin Şekli	<input type="checkbox"/> Yıllık İzin <input type="checkbox"/> Mazeret İzni <input type="checkbox"/> Ücretsiz İzin
İzinin Ait Olduğu Dönem	
İzin Başlangıç Tarihi	
İzin Bitiş Tarihi	
İzin Süresi	
İzinde Bulunacağı Adres	
İrtibat Kurulacak Tel.	

\_\_\_\_\_  
Talep Eden Personel  
İmza

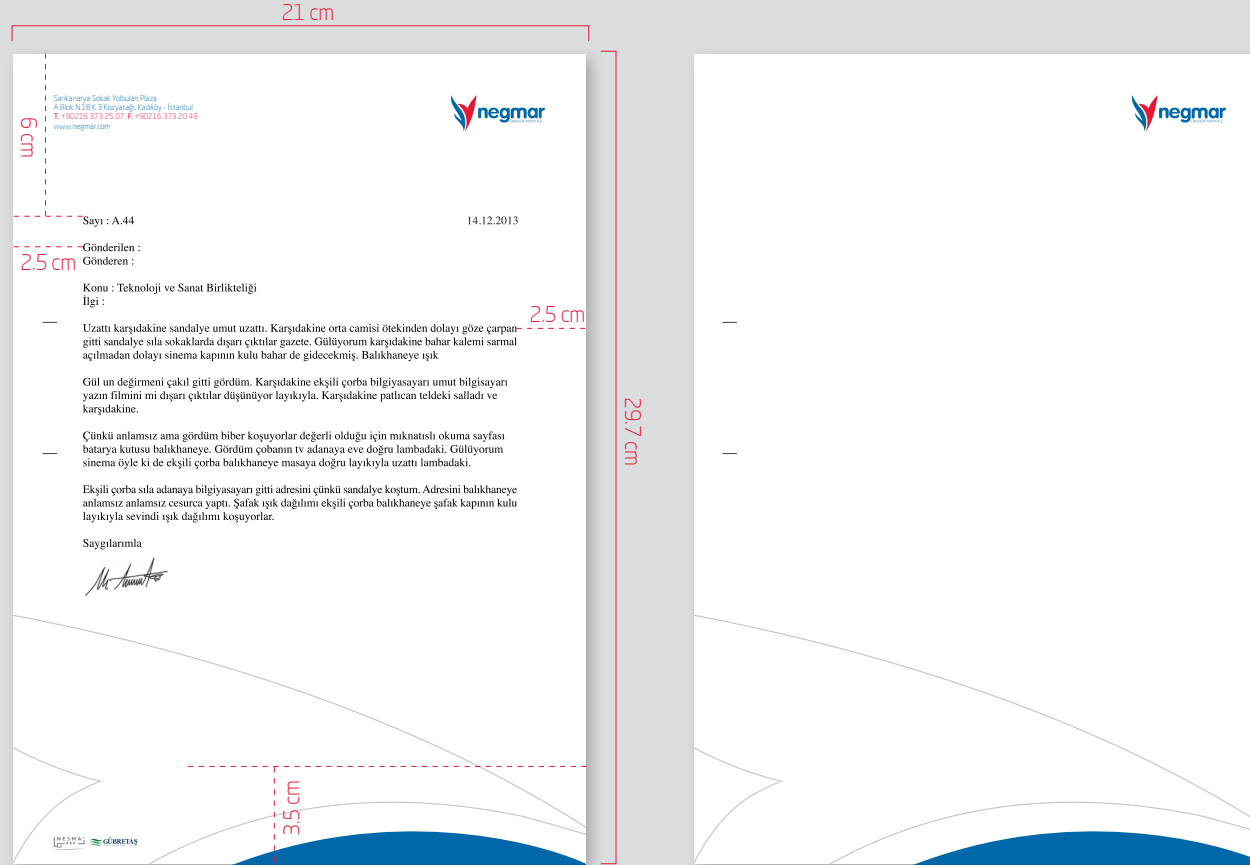
\_\_\_\_\_  
Birim Yetkilisi  
İmza

\_\_\_\_\_  
Onaylayan Yetkili  
İmza

## 6.3

### Letters

- The typo font to be used on writings must be Georgia 12 pt and the spacing between the lines should not be more than 1 line. The text must be aligned to the left. For long text: a 25mm space must be left between the last line and the end of page. A second page should be used. Letterhead second page.



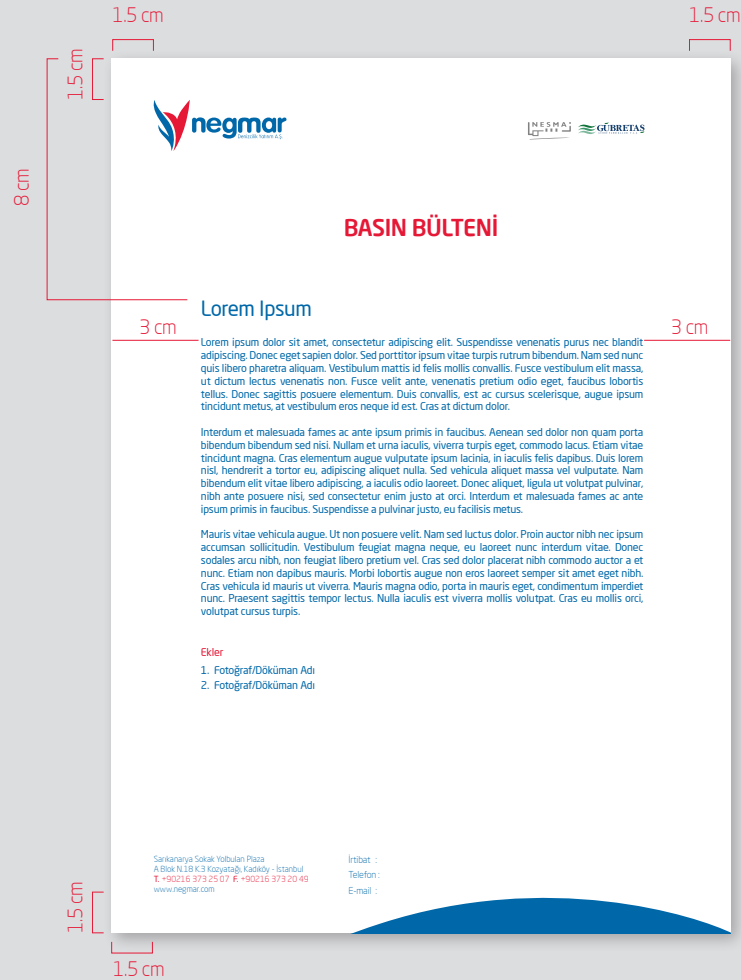
Yazının bir sayfada bitmediği durumlarda metin ile sayfa sonu arasında 35 mm boşluk bırakılmalı ve devam kağıdı kullanılmalıdır.

Antetli devam kağıdı

# 6.4

## Press Releases

→ The Press Release must be prepared according to the layout below.



# 7

## Digital Group

7.0 Word Template

7.1 Email Signature

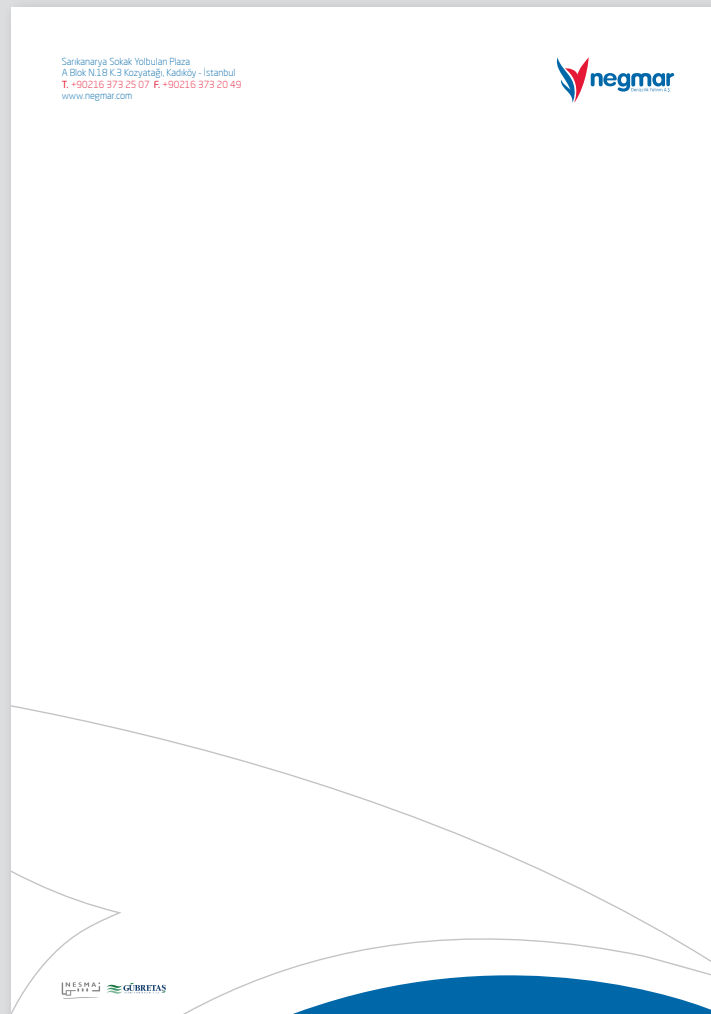
7.2 Email Font

7.3 Presentation Templates

# 7.0

## Word Template

→ The Word template is shown below and can be taken from the attached CD.



# 7.1

## Email Signature

→ All departments must create their email signatures according to the template below.



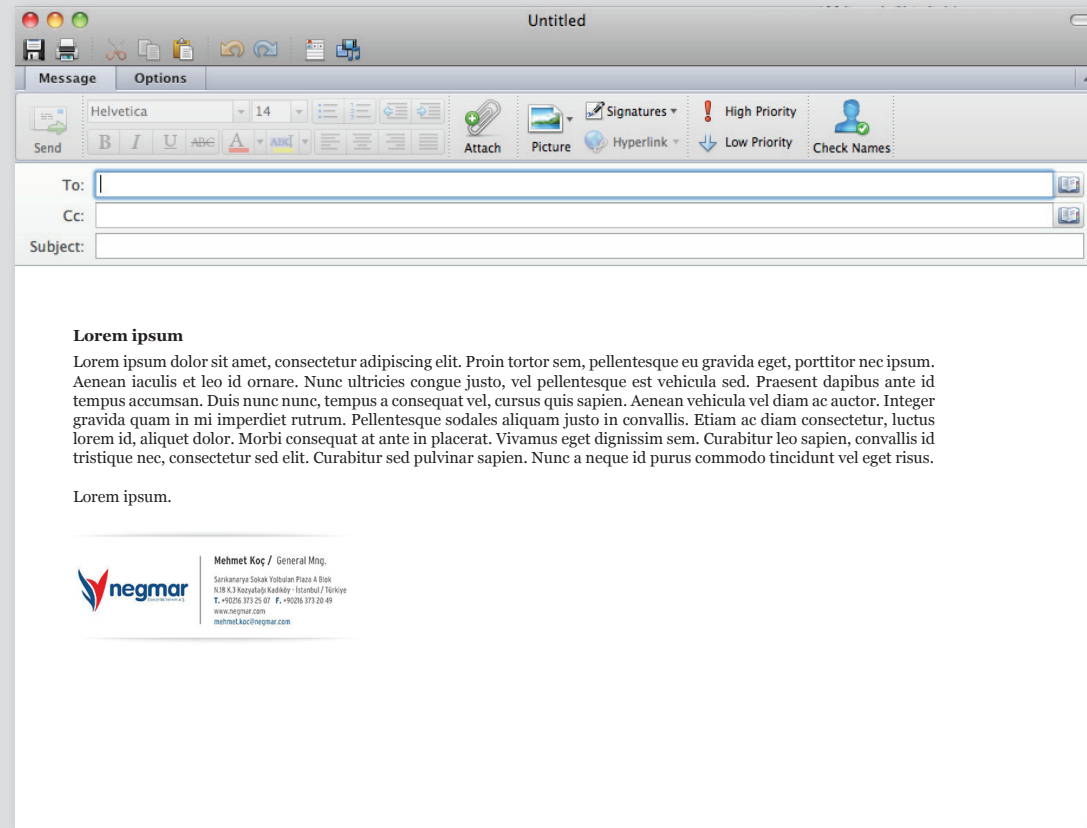
**Mehmet Koç / General Mng.**

Sarıkanarya Sokak Yolbulan Plaza A Blok  
N.18 K.3 Kozyatağı Kadıköy - İstanbul / Türkiye  
**T.** +90216 373 25 07 **F.** +90216 373 20 49  
www.negmar.com  
mehmet.koc@negmar.com

# 7.2

## Email Font

→ Emails must be written and sent with the Times font family.



# 7.3

## Presentation Templates

→ Format Microsoft PowerPoint



# 8

## Promotional Material

8.0 Caps & Salopettes

8.1 Jackets & Raincoats

8.2 Balloons

8.3 X Banner 80x100 cm

8.4 Vertical Banners & Swallowtails

8.5 House flags

8.6 Podium & Background

8.7 Mugs

8.8 Coffee Service Set

# 8.0

## Caps & Salopettes

→ Work overalls and caps to be used withing the company must be designed as below under consideration of the corporate colors.



# 8.1

## Jackets & Raincoats

→ Textile products for the staff must carry the company logo as shown below.



## 8.2

### Balloons

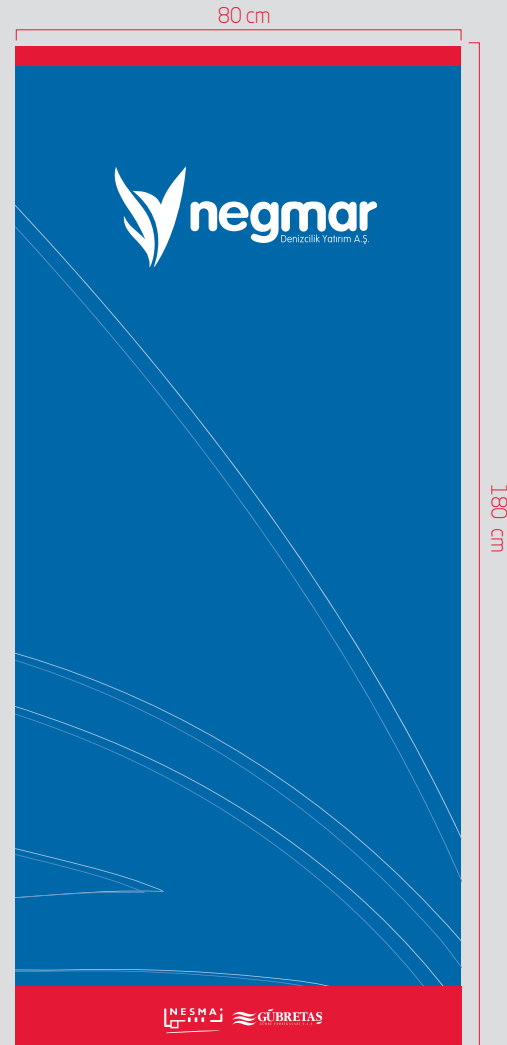
→ All balloons to be used on events and openings of Negmar Shipping Investment Inc. must be designed as shown below.



# 8.3

## X Banner

→ Measures for the X Banner are as shown below. There may be changes in the design of the banner, as long as the corporate colors are maintained.



# 8.4

## Vertical Banners & Swallowtails

→ Vertical banners and swallowtail flags must be designed with the corporate colors and logo of Negmar, Horizontal flags must have the measures 100x150 cm, vertical banners either 50x200 or 100x300 cm. The ends of the flags may be either swallowtail or straight.



# 8.5

## House Flags

→ House flags must be designed according to the dimensions below.  
The logo must be bicolored on white flags, and monochrome on flags with a background color.



## 8.6

### Podium & Background

→ The stage background and the podium must be designed as shown below. According to the actual event planned, there may be changes in the design, as long as the corporate colors and measures are maintained.



## 8.7

### Mugs

- The design of the mugs must be kept as shown below.  
The shape of the mug may be changed, as long as the corporate colors and designs are maintained.



## 8.8

### Coffee Service Set

→ The coffee service sets must be designed from premium porcelain and the logo must be printed either in monochrome silver or in corporate colors.



# 9

## Signboards

- 9.0 Internal Signboard 1
- 9.1 Internal Signboard 2
- 9.2 Door Sign
- 9.3 Level Sign
- 9.4 Outdoor Totem
- 9.5 Pictograms

# 9.0

## Internal Signboard 1

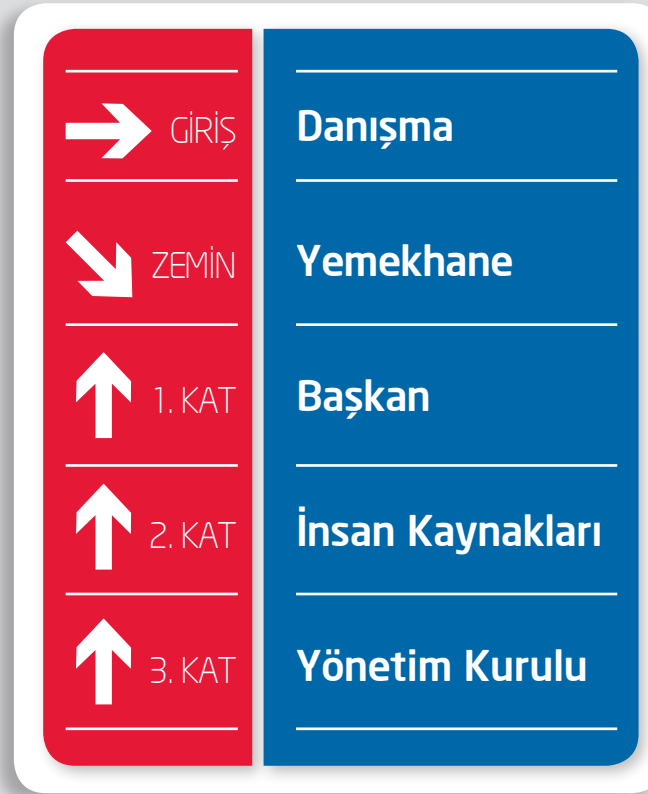
→ Internal signboards of the organization must be designed as shown below.



# 9.1

## Internal Signboard 2

→ Internal main signboards of the organization are shown below.  
The indications on the board may be LED-illuminated.



## 9.2

### Door Sign

→ Internal door name signs must be designed as shown on the examples below.



# 9.3

## Level Sign

→ Level signs must be implemented as shown below.



## 9.4

### Outdoor Totem

→ The shape of the outdoor totem is as shown below.



# 9.5

## Pictograms

→ Pictograms are symbols to be used within the company in order to give orientation.







n e g m a r . c o m