



*Identity Standards*

Version 3.0 / Updated 11.02.11

# A new signature for our new brand platform

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Our new visual brand identity reflects the vision, mission and values of our organization. It draws on the equity of our roots in farming. Though Tiryaki has expanded its business to all aspects of food production, processing and distribution, our company and people remain true to our beginnings.

These Identity Standards will help you properly apply the new Tiryaki brand signature to all communication materials so that we present a consistent identity that becomes immediately recognizable.



**The landmark** represents the company's strength, innovation and focus, while at the same time looking forward and upward to reflect our collective vision of becoming the preferred partner and dominant supplier of staple foods in our marketing region.

**The overlapping shapes** of the landmark symbolize collaboration, partnership and transparency. The dark blue created by the overlapping shapes signifies Tiryaki's position at the center of food origination, production and our distribution system.

**The distinctive color palette** of our new landmark, ranging from light blue to green to dark blue, captures the essence of our company: honesty, fairness and respect for both land and people, the foundation of the way Tiryaki conducts business.

# Tiryaki signatures

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The Tiryaki signature consists of the brandmark, logotype, registered trademark symbol and an optional tagline.

## There are 2 versions of the signature:

### Stacked

- Tiryaki signature with Turkish tagline below
- Tiryaki signature with English tagline below

### Horizontal

- Tiryaki signature with Turkish tagline to the right
- Tiryaki signature with English tagline to the right

The signature may also appear without a tagline.



Tiryaki signature — no tagline

The brandmark may appear alone, but is not recommended due to current lack of recognizability.



Tiryaki brandmark — no logotype or tagline

## The Tiryaki Signature Defined



## Tiryaki Signature Variations

Stacked Signature with Turkish tagline



Stacked Signature with English tagline



Horizontal Signature with Turkish tagline



Horizontal Signature with English tagline



# Tiryaki signature colors

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Tiryaki signatures should only appear on white or light colored backgrounds using these specific colors:

- **Color Tiryaki Signature:** Sky Blue, Growth Green and Tiryaki Blue appear in the brandmark. The logotype and tagline always appear in Tiryaki Blue.
- **Halftone Tiryaki Signatures:** Use when printing in a single color, either Tiryaki Blue or black
- **Line Art Tiryaki Signatures:** Use when halftone (screen tint) is not available.

Signature artwork is available in stacked or horizontal versions.

## Color Tiryaki Signature

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## Halftone Tiryaki Signatures

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## Line Art Tiryaki Signatures

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# Tiryaki reverse signature colors

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Tiryaki reverse signature options should only appear on dark colored backgrounds using the following colors:

- **Color Tiryaki Reverse Signature:** Sky Blue and Growth Green appear in the brandmark. The upper right portion of the brandmark, the logotype and tagline appear in white.
- **Halftone Tiryaki Reverse Signature:** Use a 1-color signature option when printing a halftone (screen tint) is available. This signature may be used on Tiryaki Blue or black backgrounds.
- **Line Art Tiryaki Reverse Signature:** Use a 1-color line art signature option when printing a halftone (screen tint) is not available.

## Color Tiryaki Reverse Signature



## Halftone Tiryaki Reverse Signature



## Line Art Tiryaki Reverse Signature



# Tiryaki signature on an image background

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When using the color signature on an image background, it's important to ensure there is a significant amount of contrast between the image and the signature.

The examples here show both positive and reverse color signatures on light, medium and dark background images.

## Positive Signature on Image Backgrounds

In the examples at right, only the light-colored background offers enough contrast.

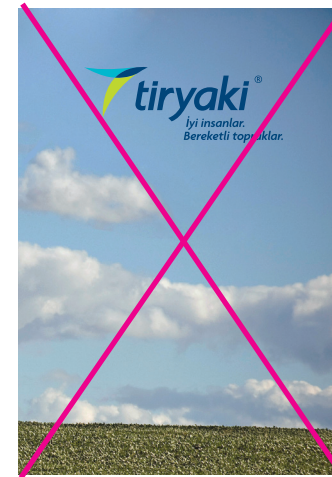
## Reverse Signature on Image Backgrounds

In the examples at right, only the dark-colored background offers enough contrast.

Light-colored background



Medium-colored background



Not recommended

Dark-colored background



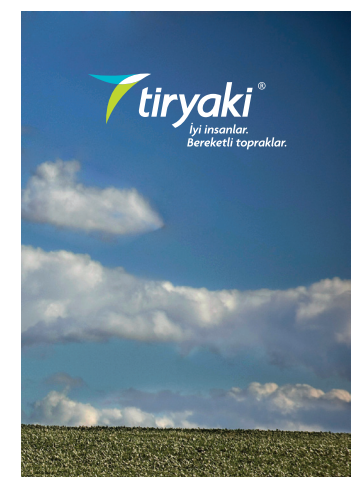
Not recommended



Not recommended



Not recommended



# Tiryaki color specifications

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Use these formulas for print projects (PMS Coated, PMS Uncoated, and CMYK) and electronic projects (RGB) when reproducing the Tiryaki signature. Printers, fabricators or other vendors will need to know the color formulas specified here.



Sky Blue

## Formulas for print:

PMS Coated: **638 C**  
PMS Uncoated: **638 U**  
C: **80**, M: **00**, Y: **20**, K: **00**

## Formula for electronic use:

R: **00**, G: **183**, B: **206**

Growth Green

## Formulas for print:

PMS Coated: **583 C**  
PMS Uncoated: **583 U**  
C: **30**, M: **00**, Y: **100**, K: **00**

## Formula for electronic use:

R: **191**, G: **215**, B: **48**

Tiryaki Blue

## Formulas for print:

PMS Coated: **7692 C**  
PMS Uncoated: **301 U**  
C: **95**, M: **55**, Y: **00**, K: **42**

## Formula for electronic use:

R: **00**, G: **69**, B: **122**

Note: CMYK tints are not direct conversions noted in the Pantone Color Bridge.  
RGB values are direct conversions from the custom CMYK tints specified here.

CMYK: C=cyan M=magenta Y=yellow K=black  
RGB: R=red G=green B=blue

The Tiryaki corporate typeface is called Apex New. It was selected to complement the logotype. Apex New should be used on all printed and professionally-created communications. It is used in three weights to provide flexibility in our communications: Apex New Book, Apex New Medium and Apex New Bold.

**Note:** When setting text in Apex New be sure to change the OpenType Feature preference to “Tabular Lining.” See sample setting below:

Tabular Lining numerals: 0 1 2 3 4 5 6 7 8 9

Do not typeset documents using the “Default Figure Style” preference. This preference setting will result in typesetting old style numerals. See sample setting below:

Old Style (default) numerals: 0 1 2 3 4 5 6 7 8 9

## Type in digital applications

Apex New should be used wherever possible, however for some electronic applications — such as Microsoft Office-based applications and website content — the Tiryaki corporate font Arial should be used.

### Apex New Book

ABCabc  
0123456789

### Apex New Medium

ABCabc  
0123456789

### Apex New Bold

ABCabc  
0123456789

### Arial Regular

ABCabc  
0123456789

### Arial Bold

ABCabc  
0123456789

## Headline copy in Apex New Bold

### Subhead copy in Apex New Apex New Bold or Medium

Body copy in Apex New Book

#### How to acquire the Apex New font

Apex New is a licensed font available for purchase at <http://www.vllg.com>.

## Headline copy in Arial Bold

### Subhead copy in Arial **Bold**

Body copy in Arial Regular



# Minimum clear space and size

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## Minimum clear space:

The minimum clear space refers to the space around the signature that should be free of any distracting elements. Providing this space around a signature helps to avoid legibility problems.

## Minimum reproduction size:

The minimum reproduction size refers to the smallest size a signature should be reproduced to avoid legibility problems. The standard reproduction sizes are determined by the width of the brandmark and logotype, and does not include the registered trademark symbol or tagline. The brand signature with the Turkish or English taglines should never be reproduced smaller than 25 mm wide. If the brand signature is reproduced without a tagline, the minimum reproduction size is 20 mm wide.



## Minimum clear space:

The example at left illustrates how to create the minimum clear space around a signature. Allow the lowercase x-height — the height of the letter “i” — without the dot — around all four sides of the signature.



25 mm wide



25 mm wide



20 mm wide



## Minimum reproduction size:

The examples at left illustrate the minimum reproduction size for each signature.

# Incorrect use

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Keeping the signature clearly visible and free from visually-distracting elements is important to the integrity of the Tiryaki brand. On this page are examples of incorrect usage.



## DO NOT...

crowd the Tiryaki signature with other logos or text. In this example, the minimum clear space around the signature is not used.



## DO NOT...

use the Tiryaki signature on top of a photograph or background that does not offer enough readability or contrast.



## DO NOT...

use the Tiryaki signature on top of a heavily-textured or patterned background.



## DO NOT...

change the Tiryaki signature colors.



## DO NOT...

distort the Tiryaki signature to fit into a smaller or larger space.



## DO NOT...

change the font in the Tiryaki signature.