



CORPORATE IDENTITY GUIDE

April 2021

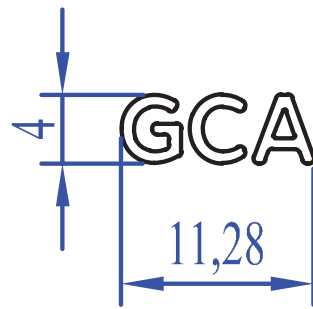
LOGO



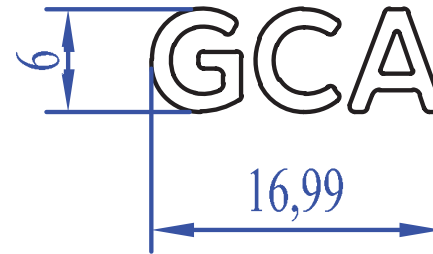
As it is one of the most important elements of the corporate identity, the logo for Gürok Cam Ambalaj is designed to have the utmost graphic compatibility with the company principles. The efficient and neat design renders it highly perceptible and reflects the secure and balanced structure of the establishment. The logo uses the glass GCA emblem as a supporting component and its bold typography highlights the strong, sturdy and stable features of the corporate identity.

Our well-known 'GCA' logo will be applied on Gürok Cam Ambalaj products with the following measurements.

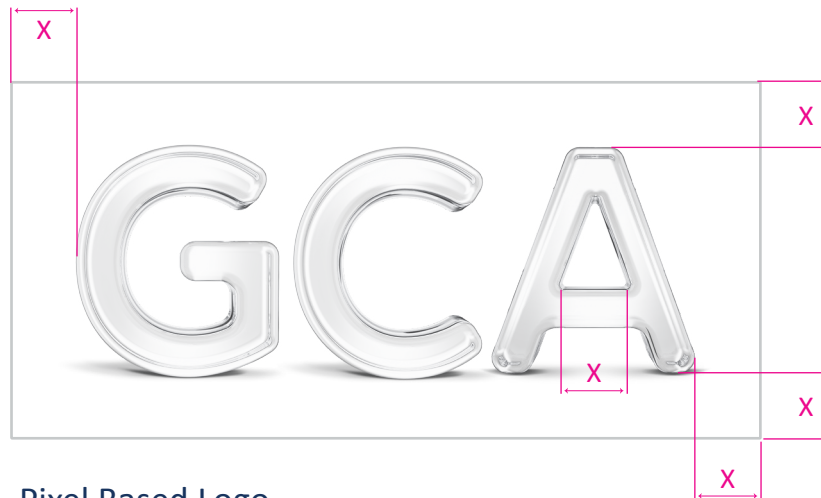
Smaller 150 ml



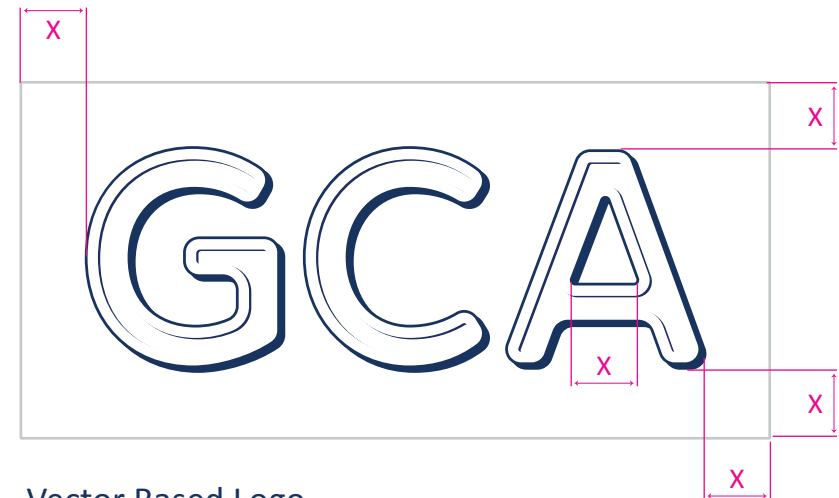
Bigger 150 ml







Pixel Based Logo



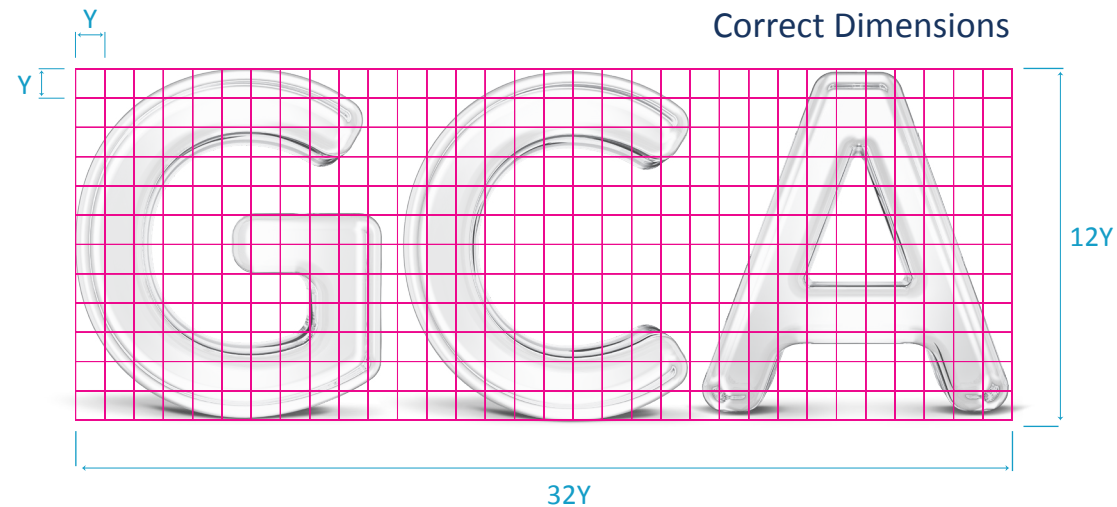
Vector Based Logo

Pantone: 534 C

There are two versions of the logo, one pixel-based logo and a vector, depending on the desired medium of application. The pixel-based logo should be used when possible, and vector version is preferred for media where a pixel-based version would be deformed or can not be used.



Logo grid illustration and proportionate technical drawing is as below. The logo dimensions should be changed in proportion to the dimensions of the areas to be used.





Main brand colors are indicated above. Pantone color codes are also introduced for extra color use. These colors should be used primarily for the designs. The glass effect should be applied to prints and other various productions.



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C: 0 M: 0 Y: 0 K: 100

						
						
C: 85 M: 0 Y: 41 K: 0 R: 0 G: 175 B: 169 Pantone: 326 C	C: 80 M: 20 Y: 100 K: 0 R: 53 G: 144 B: 68 Pantone: 7740 C	C: 36 M: 23 Y: 11 K: 0 R: 163 G: 178 B: 201 Pantone: 536 C	C: 0 M: 64 Y: 100 K: 0 R: 238 G: 119 B: 0 Pantone: 716 C	C: 19 M: 79 Y: 100 K: 10 R: 185 G: 71 B: 0 Pantone: 1525 C	C: 77 M: 21 Y: 12 K: 0 R: 7 G: 157 B: 198 Pantone: 7459 C	C: 45 M: 34 Y: 34 K: 0 R: 138 G: 141 B: 143 Pantone: 877 C

The secondary brand colors for GCA are indicated above. Pantone color codes are also introduced for extra color use. If other colors besides the main colors are wished to be used in designs, the colors indicated above must be used, other color tones should not be used.

Monochrome use of GCA logo on blue and white background is as the following.

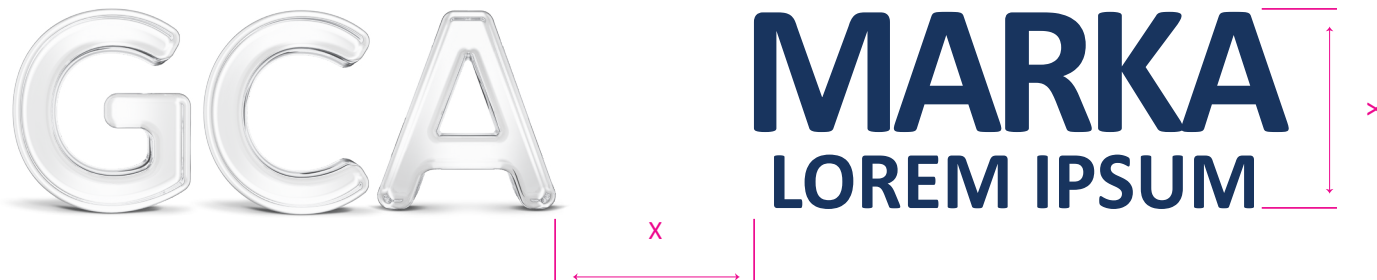


The GCA logo must always be on left. The other logo to be used should not be larger than GCA logo and the logo height should be the same. There must be x units of space left between the two logos. If the GCA is the main sponsor of an event, the GCA logo should always be positioned larger than other brand logos.



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There must be x units of space left between the two logos.
If the GCA is the main sponsor of an event, the GCA logo should always be positioned larger than other brand logos.



Logo is to be used in its own color when suitable.
Please refer to the “What to Avoid” page with regards to suitability.
(See page 20). The monochrome logo use is illustrated.



Vector Logo is to be used in its own color when suitable. Please refer to the “What to Avoid” page with regards to suitability. (See page 20). The monochrome logo use is illustrated.



Logo on photographic visual material is used in its own color when suitable. Please refer to the “What to Avoid” page with regards to suitability. (See page 20). The monochrome logo use is illustrated.



Vector Logo is to be used in its own color when suitable.
Please refer to the “What to Avoid” page with regards to
suitability. (See page 20).
The monochrome logo use is illustrated.



When using GCA logo, **avoid making the mistakes** illustrated on the examples.



The colors of the logo should not be changed.



Complex backgrounds where the logo can not be distinguished are to be avoided.



The vector logo should be used instead of the main logo, on the background colors that make the outlines difficult to see.



Logo should not be tilted.



Logo should not be deformed.



Logo should not be deformed.

