



Corporate Identity Guide





Emblem

“The emblem of ‘ENOLA TEKNİK’ was specially designed by SMG AJANS. In creating the emblem, the letter ‘e’, the initial of Enola Teknik’s name, was chosen as the inspiration, based on customer expectations and desires. The circular motion of the emblem reflects the opening and closing movement of the valves and other components produced by the company, symbolizing Enola Teknik’s quality and precision.

The world map within the ‘e’ highlights the company’s international export and import activities. The dark grey colors used in the logo represent metal and components, symbolizing robustness and durability, while the orange color reflects the corporate identity of the company. This color harmony underscores Enola Teknik’s strong and professional stance in the industry.”





ENOLA Name

The Bank Gothic Medium BT font from the Bank Gothic family was chosen for the logo type. The colors used in the logo type were selected to match the colors in the company's logo. A typographic design was applied to the font to reflect the company, ensuring that the corporate structure of the firm is conveyed.





Logotype

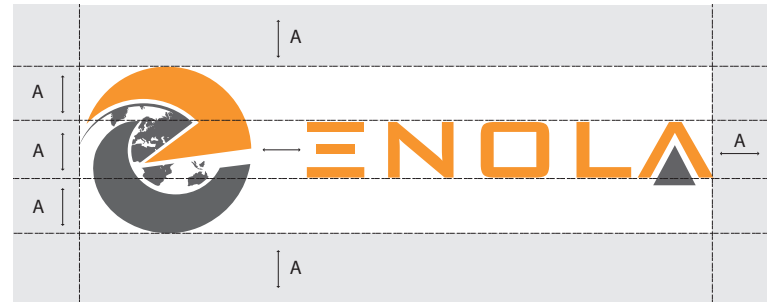
The combination of the emblem and the name ENOLA creates the logotype. The correct use of the logotype with the primary colors is as shown on this page.





Safe Area

The ENOLA TEKNİK logotype should be used within the specified grey area, and no other design element should intrude into this area. To determine this area, you can use the height of the emblem as shown in the diagram. The emblem should not exceed three times the height of the Enola name or be used smaller. There should also be a space equal to the height of the name between the emblem and the Enola name.





Minimum Size

The logotype should be used at a minimum width of 25mm for printed materials.

In printed media, the logotype should have a minimum width of 25mm.

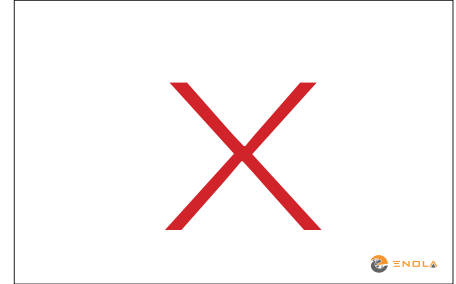
25mm



25mm



85mm



*Kartvizit görselleri ve boyutları temsildir



Minimum Size

The logotype should be used at a minimum width of 100 pixels on digital screens.

In digital media, the logotype should have a minimum width of 100 pixels.

100px



100 Px





Corporate Colors

The primary corporate colors of ENOLA TEKNİK are orange and dark grey, as specified in the diagram.



C 0 M 49 Y 92 K 0

R 247 G 149 B 46

F7952E

C 0 M 0 Y 0 K 75

R 98 G 99 B 102

626366



Usage on Different Backgrounds

The ENOLA TEKNİK logotype should be used as shown for white and black backgrounds.

The ENOLA TEKNİK logotype should be used on white backgrounds as specified.



The ENOLA TEKNİK logotype should be used on black backgrounds as specified.





Typeface Used in Logotype

The ENOLA TEKNİK name uses the Bank Gothic Medium BT font from the Bank Gothic family. The use of uppercase letters and typographic design creates the corporate identity.

BANK GOTHIC MEDIUM BT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0



Primary Typeface Used in Communication Materials

For all communication materials, options from the Arial font family should be used.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ARIAL NARROW ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ARIAL BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890



Incorrect Uses of the Emblem



The aspect ratio of the emblem should not be changed, and the emblem should not be distorted.



The width-to-height ratio of the emblem should not be altered, and the emblem should not be distorted.



No outline should be used around the edges of the emblem.



The interior color of the emblem should not be used as an outline around its empty edges.



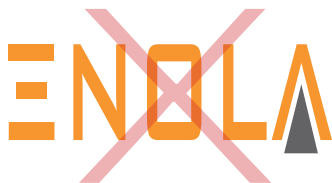
Different colors should not be used in the emblem.



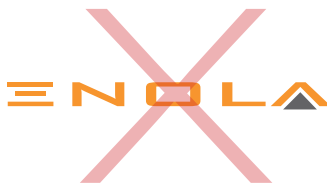
Gradient colors and color transitions should not be used in the emblem.



Incorrect Uses of the Logotype



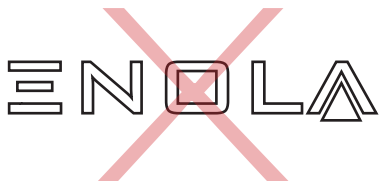
The aspect ratio of the emblem should not be changed, and the emblem should not be distorted.



The aspect ratio of the emblem should not be changed, and the emblem should not be deformed.



No outline should be used around the edges of the emblem.



The interior color of the emblem should not be used as a contour around its empty edges.



Different colors should not be used in the emblem.



Gradient colors and color transitions should not be used in the emblem.



Business Card Design

Size: 85 mm x 55 mm

Font: Arial - Bold - Black - İtalic - Narrow -
Regular 12/8/7/6/6,5 pt

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// ENOLA ENDÜSTRİYEL ÜRÜNLER SAN. TİC. LTD. ŞTİ.

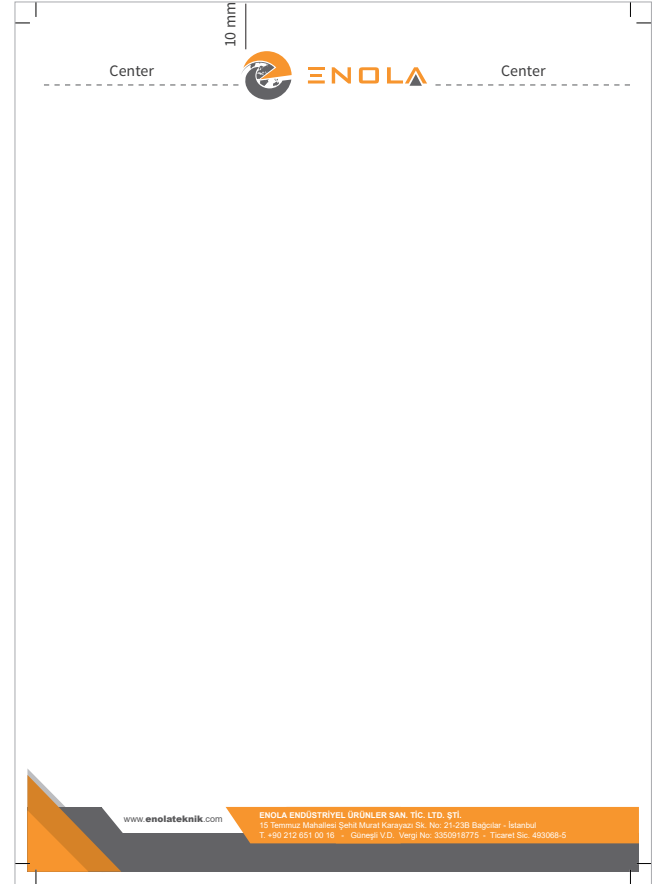
www.enolateknik.com



Letterhead Design

Size: 210 mm x 297 mm

Font: Arial - Bold - Black - İtalic - Narrow -
Regular 12/8/7/6/6,5 pt





Diplomatic Envelope Design

Size: 240 mm x 105 mm

Font: Arial - Bold - Black - İtalic - Narrow -
Regular 12/8/7/6/6,5 pt





Signage / Office





Promotional Materials





T-shirt





T-shirt



**ENOLA ENDÜSTRİYEL ÜRÜNLER
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ENOLA