

Brand Guideline.

Logo

Main Logos

Yatay Logo: Mümkmün olan her yerde kullanılacak olan logo türüdür.

Dikey Logo: Yatay boşluğun az olduđu yerlerde kare ve yuvarlak alanlarda kullanılan logo türüdür.

Yatay

badi | next

Dikey

badi
next

Main Logos

Yatay Logo: Mmkn olan her yerde kullanılacak olan logo trdr.

Dikey Logo: Yatay bořluęun az olduęu yerlerde kare ve yuvarlak alanlarda kullanılan logo trdr.

Yatay



badi | next

Dikey



badi
next

Typography

Family of typfaces

Başlık,motto ve vurgu metinlerinde kullanılır.

Gövde metinlerinde açıklamalarda ve paragraf yazılarında düz metinlerde kullanılır.

HEADLINES

Roc Grotesk

BODY COPY

Inter

Inter

Gövde metinlerinde açıklamalarda ve paragraf yazılarında düz metinlerde kullanılır.

SECONDARY TYPEFACE

UPPERCASE

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

LOWERCASE

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

NUMERALS

0 1 2 3 4 5 6 7 8 9 1/4 1/2 3/4
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

PUNCTUATION

% & " ' ^ ° * ! ; ? ; @ () / | : \ [] { } %
§ ¶ © ® ™ • … — — —
· , ; : … < > « » ‘ ’ “ ” „

SYMBOLS

∫ Δ Π Σ √ μ π + - × ÷ = ≠ > < ≤ ≥ ± ≈
~ ¬ ∞ ↑ ↗ → ↘ ↓ ↙ ← ↖ ↔

Color

Core palette

YELLOW
HEX #FFBD00
RGBA(255, 189, 0, 1)

YELLOW

MACENTA
HEX #D60057
RGBA(214, 0, 87, 1)

MACENTA

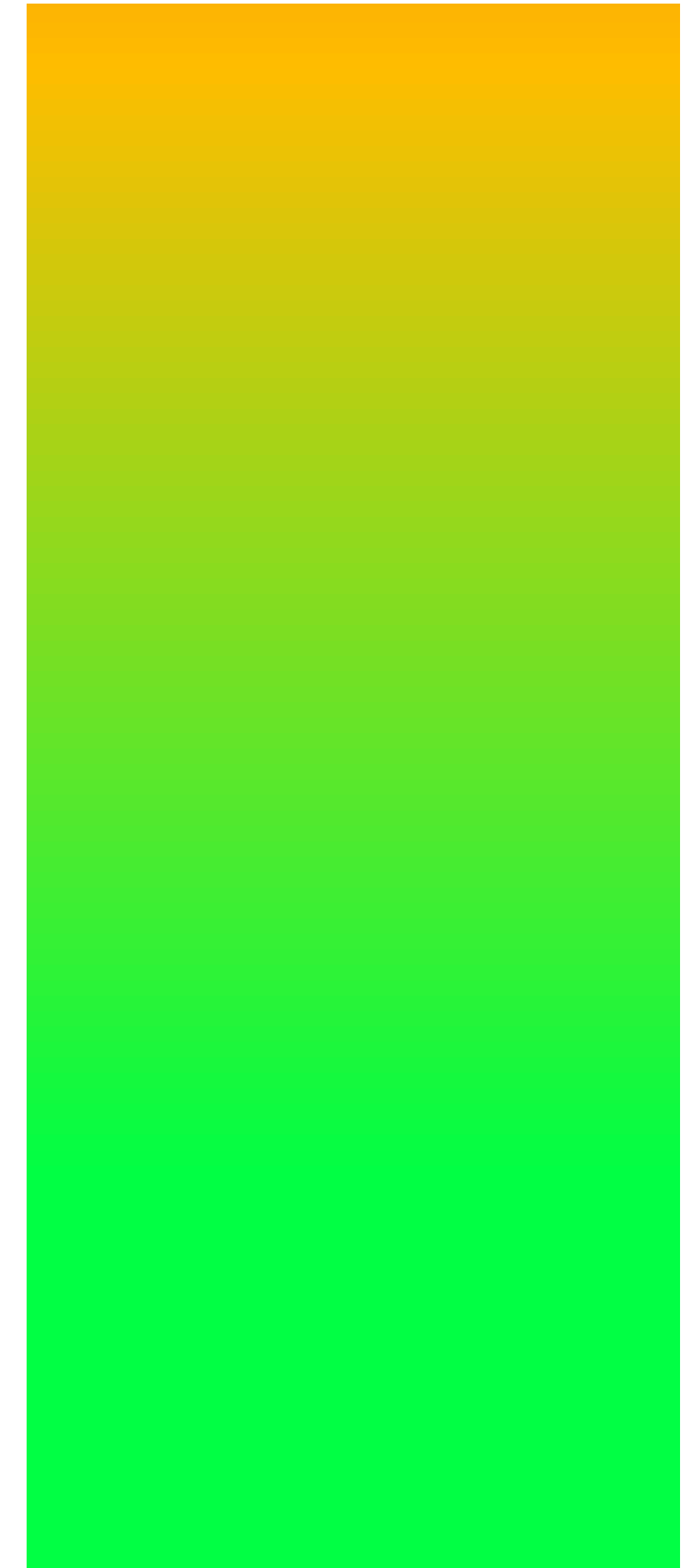
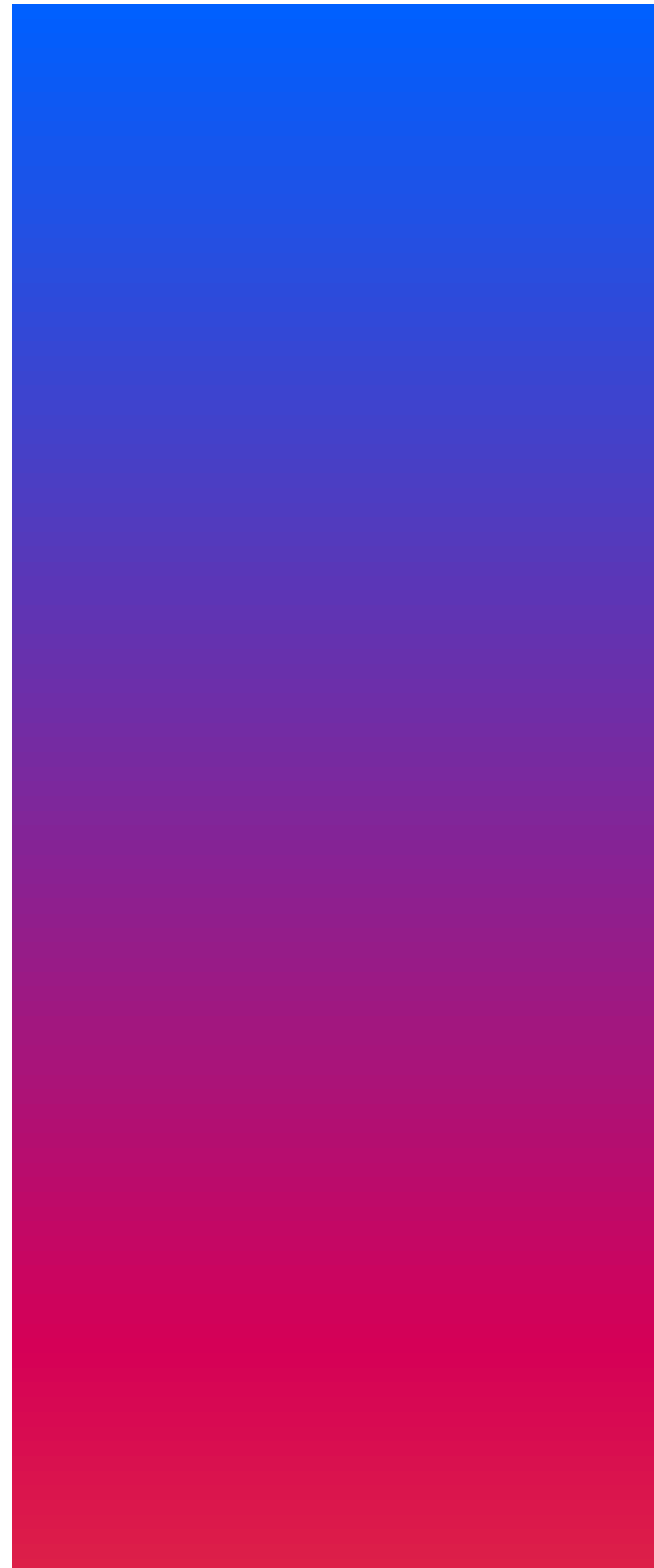
BLUE
HEX #0060FF
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BLUE

ORANGE
HEX #FF3D00
RGBA(255, 61, 0, 1)

ORANGE

Primary Gradients

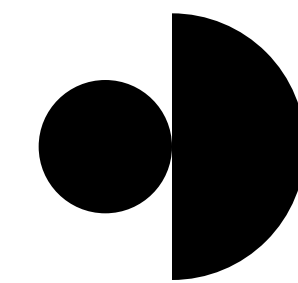
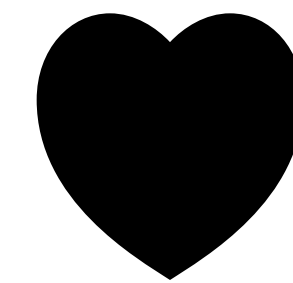
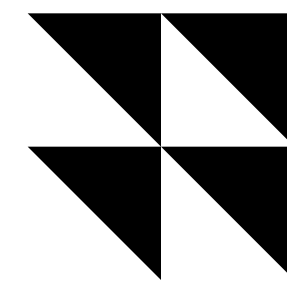
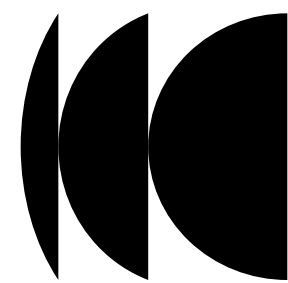
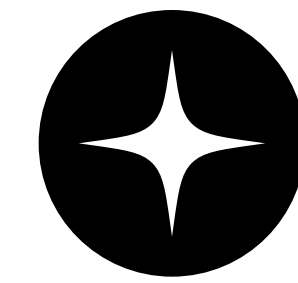
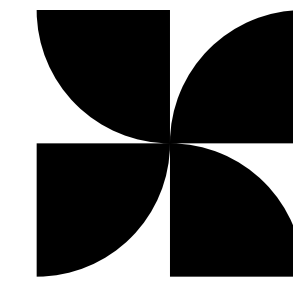
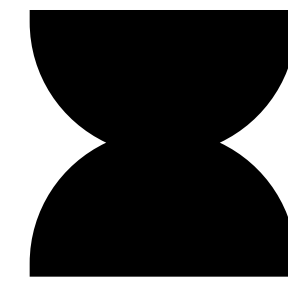
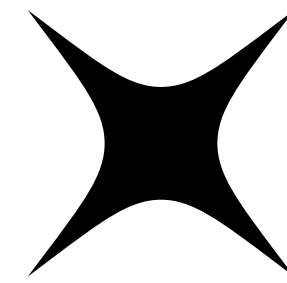
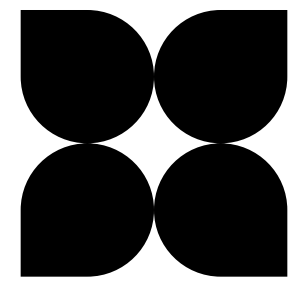
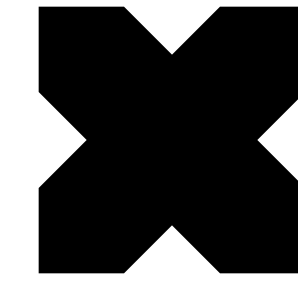
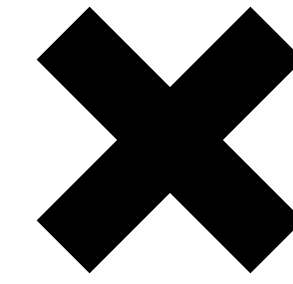
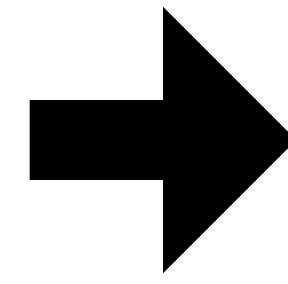
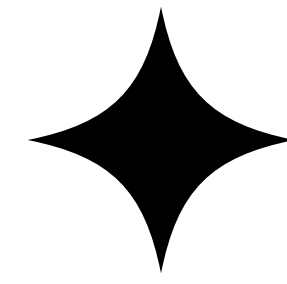
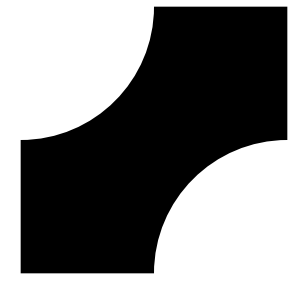
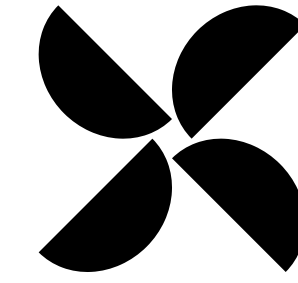
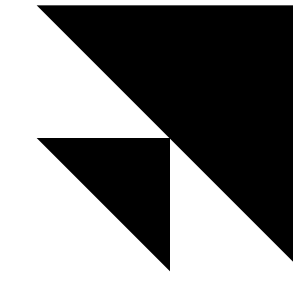
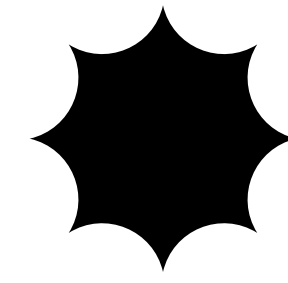
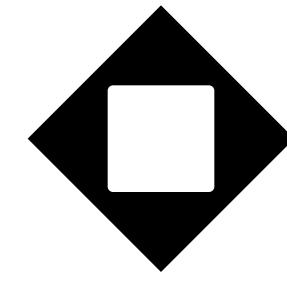
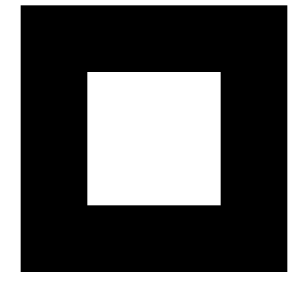
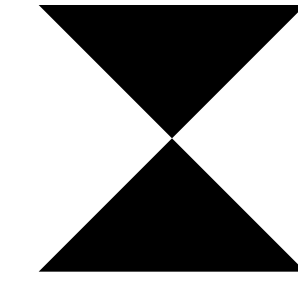
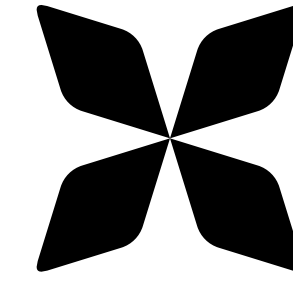
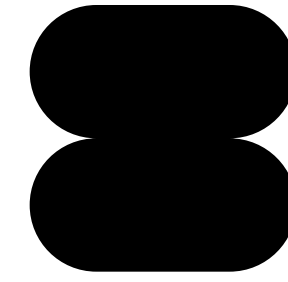
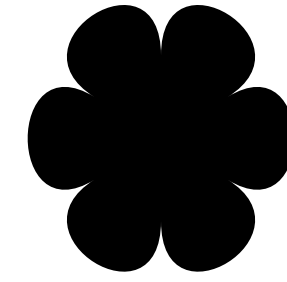
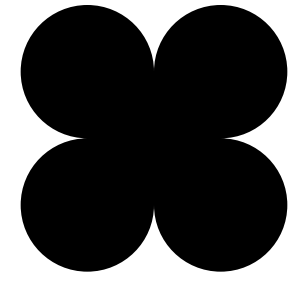


Iconography

Iconography

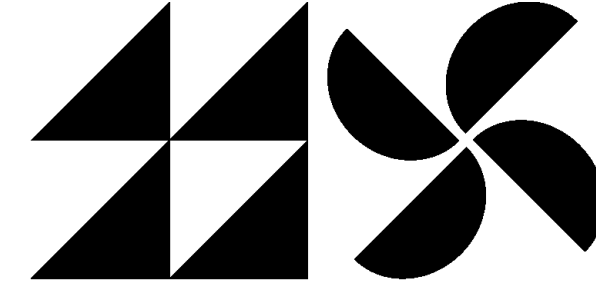
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ICONOGRAPHY

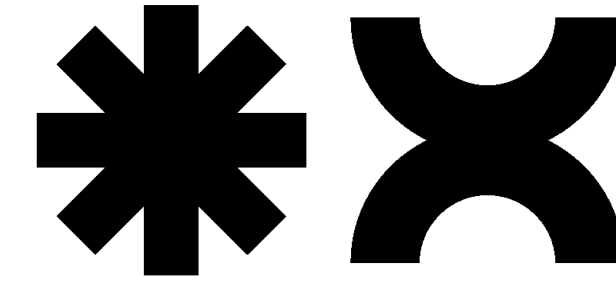


Iconography

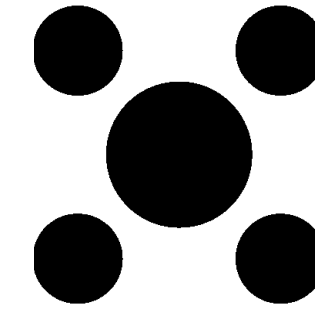
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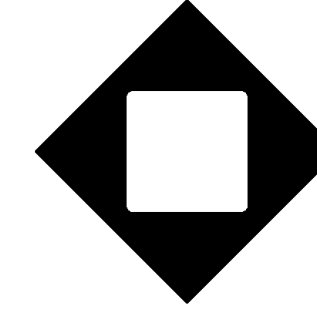
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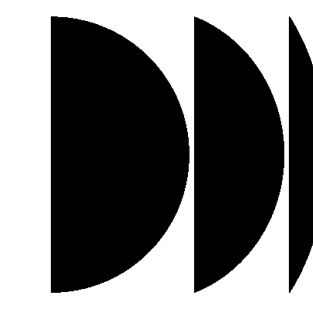
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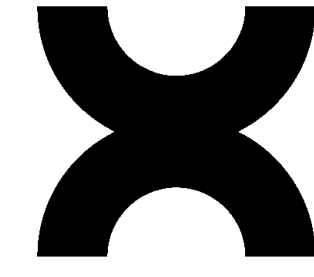
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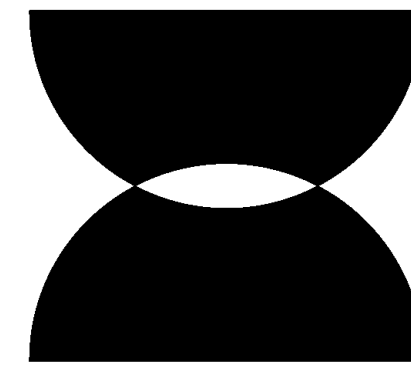
Kazanç



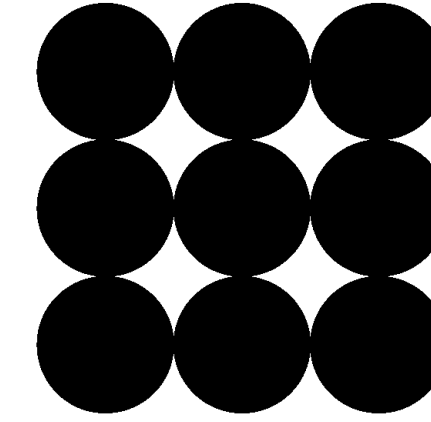
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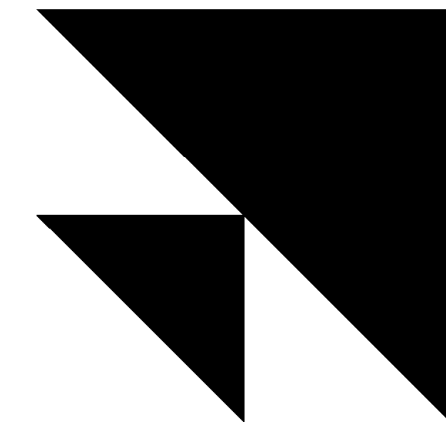
Dönüşüm



İş Birliği



Topluluk



Büyüme

badi | **next**

Youth Experience Platform