A large, abstract graphic on the left side of the page consists of several overlapping geometric shapes. It includes a circle at the top left, a grid of squares above it, a series of horizontal bars, a stack of concentric diamonds in the center, and a grid of triangles at the bottom left.

Corporate Identity Guidelines

KOCAER
STEEL

Dear Stakeholders,

As Kocaer Çelik, the effort to create a new and better world with the goal of continuous growth, development, change and becoming a brand that creates value in order to achieve success above competition in the business world is an important basis for realizing our vision.

In addition, the willingness of our stakeholders to come together and share a common goal plays an important role in improving internal and external collaboration and business results.

Our company's transformation into a global brand is based on continuous effort, vision and strategic is a long-term goal that requires management. To achieve this goal, all The contribution of our stakeholders, teamwork and continuous development are of great importance.

The creation and development of the Kocaer Çelik Corporate Identity Guide is to protect the Kocaer Çelik brand, which reflects the vision and values of the organization, and to carry it safely into the future. The main purpose of this study is to create a design architecture that will contribute positively to the communication of the organization by ensuring the balanced use of the Kocaer Çelik logo and visual materials.

With detailed guidelines on the use of the Kocaer Çelik logo and visual materials and the meticulous implementation of these guidelines, our company aims to protect the place of use and integrity of the logos and encourages the appropriate use of logos in its communications. Our guide is therefore intended as a guideline for strengthening the overall corporate identity and building a brand image together.

This guide aims to protect and strengthen Kocaer Çelik's corporate identity. It is a tool to maintain the integrity and consistency of the brand. Preparing future communication activities in accordance with this guide will contribute to maintaining Kocaer Çelik's strong brand image.

Another issue that is as important as the quality of this meticulously prepared guide is its correct application and continuous use as a reference. In this context, regular communication meetings will be organized with relevant professionals in our company to ensure the effective use of our guide. These communication meetings will contribute to the guide becoming a sustainable reference source and to the effective management of our company's corporate identity.

Our achievements are fully integrated into our company identity and we are committed to preserving it. We are confident that by acting together and preserving these values, we will maintain our strong position in the future.

For all our corporate processes, you can visit kurumsal.iletisim@kocaersteel.com, contact us at cc@kocaersteel.com and get information.

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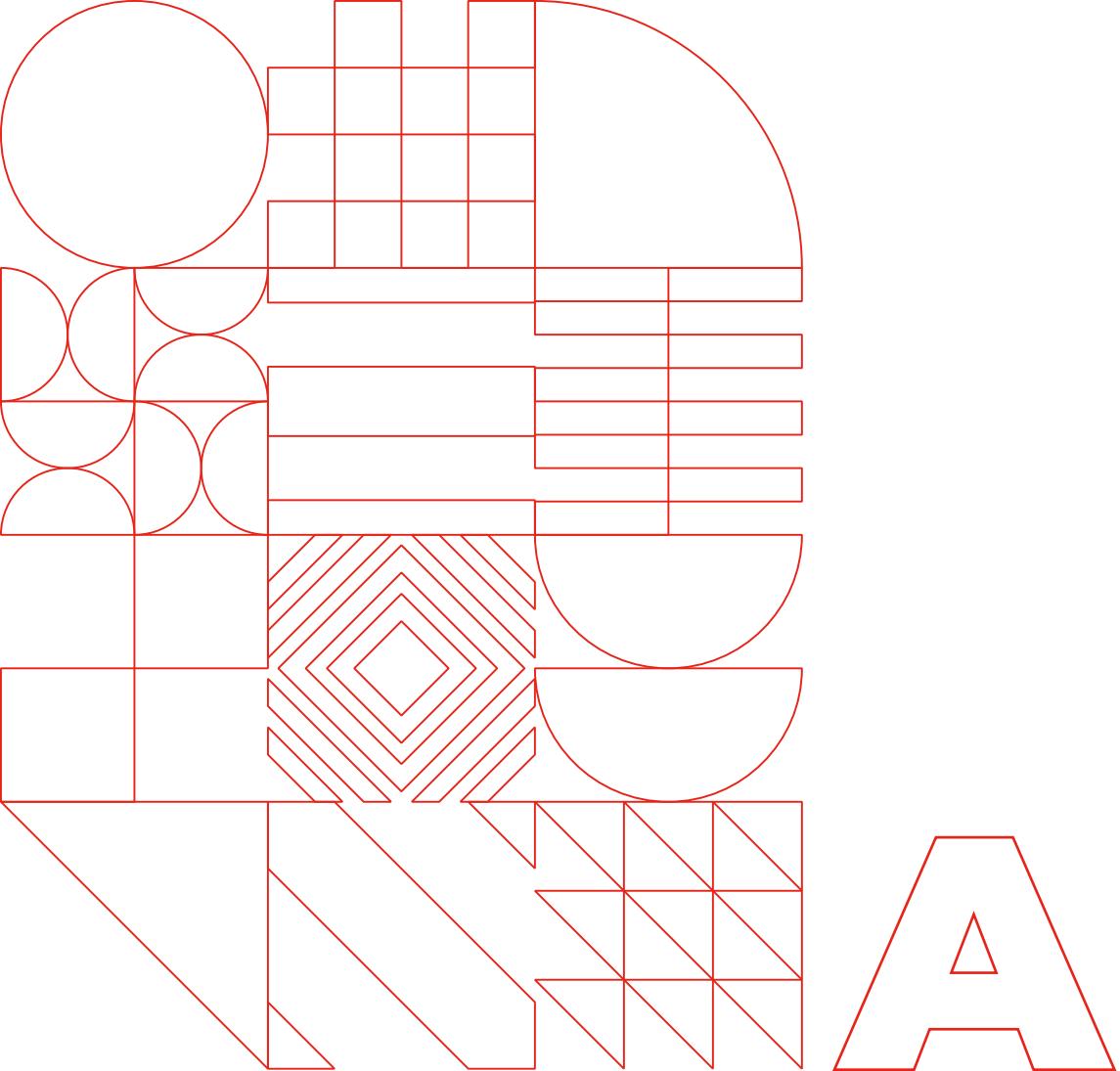
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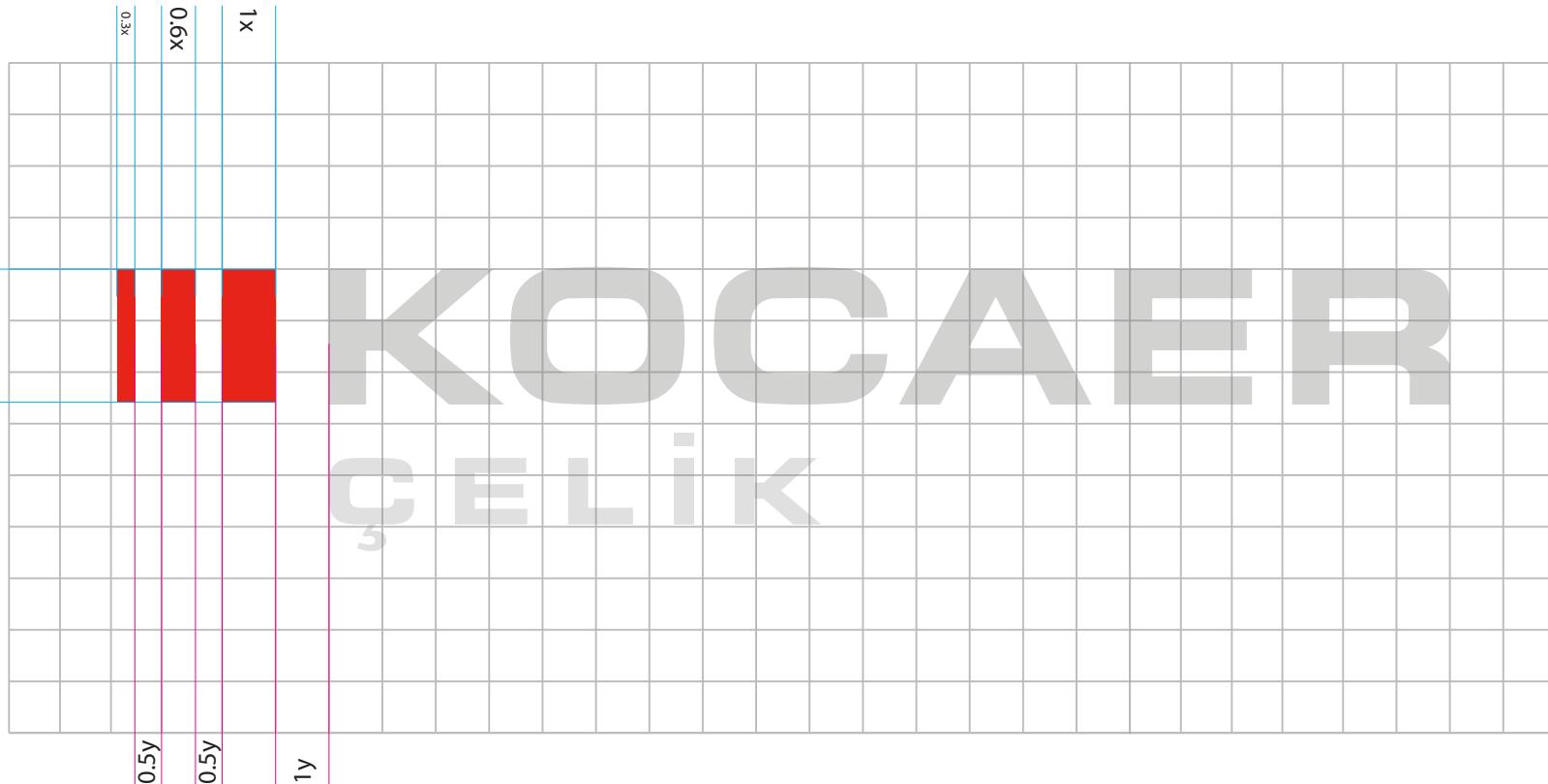
index



Basic Elements



Logo, emblem.





Logo Turkish

The Kocaer logo stands as the most foundational element of the identity. All other design components are shaped around the logo. The given X and Y values are equal, where X represents the widths of the parts and Y represents the spaces between them.



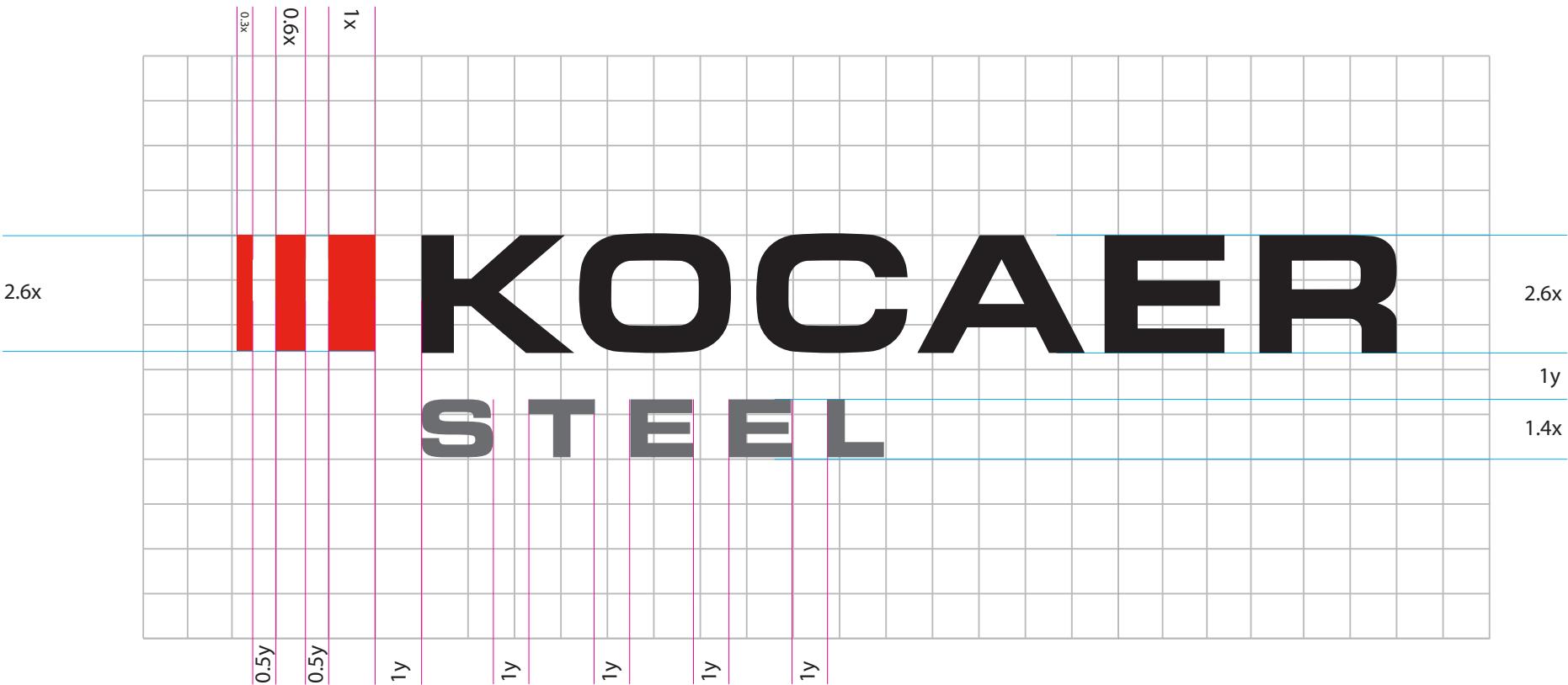
Minimum height





Logo English

The Kocaer logo stands as the most foundational element of the identity. All other design components are shaped around the logo. The given X and Y values are equal, where X represents the widths of the parts and Y represents the spaces between them.



Minimum height





Logo with Slogan

The Kocaer logo stands as the most foundational element of the identity. All other design components are shaped around the logo. The given X and Y values are equal, where X represents the widths of the parts and Y represents the spaces between them.

The slogan should align perfectly at the exact midpoint between the logo and the type



Minimum height



7mm

A5

Usage of Multi-Colored and Reserved Logo



Multi-Colored



Reserved Logo



Use of Logo Color

The Kocaer logo must be used on a white background, adhering strictly to its original colors. When used on black or dark colors, the emblem should be in PMS 485 color. For vibrant colors like PMS 485, the entirely reserved version of the logo should be used.



Usage on a White Background



Usage on a Black Background



Usage on PMS 485



Use of Logo Color

The Kocaer logo must be used on a white background, staying true to its original colors. When used on black or dark backgrounds, the emblem should be in PMS 485 color. On vibrant colors like PMS 485, the full reserved version of the logo should be used.



Usage on a White Background



Usage on a Black Background



Usage on PMS 485

A8

The Use of the Kocaer Logo on Photos





Misuse of the Kocaer Logo





Corporate Typeface

AaBb123

Montserrat

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat ExtraBold Italic

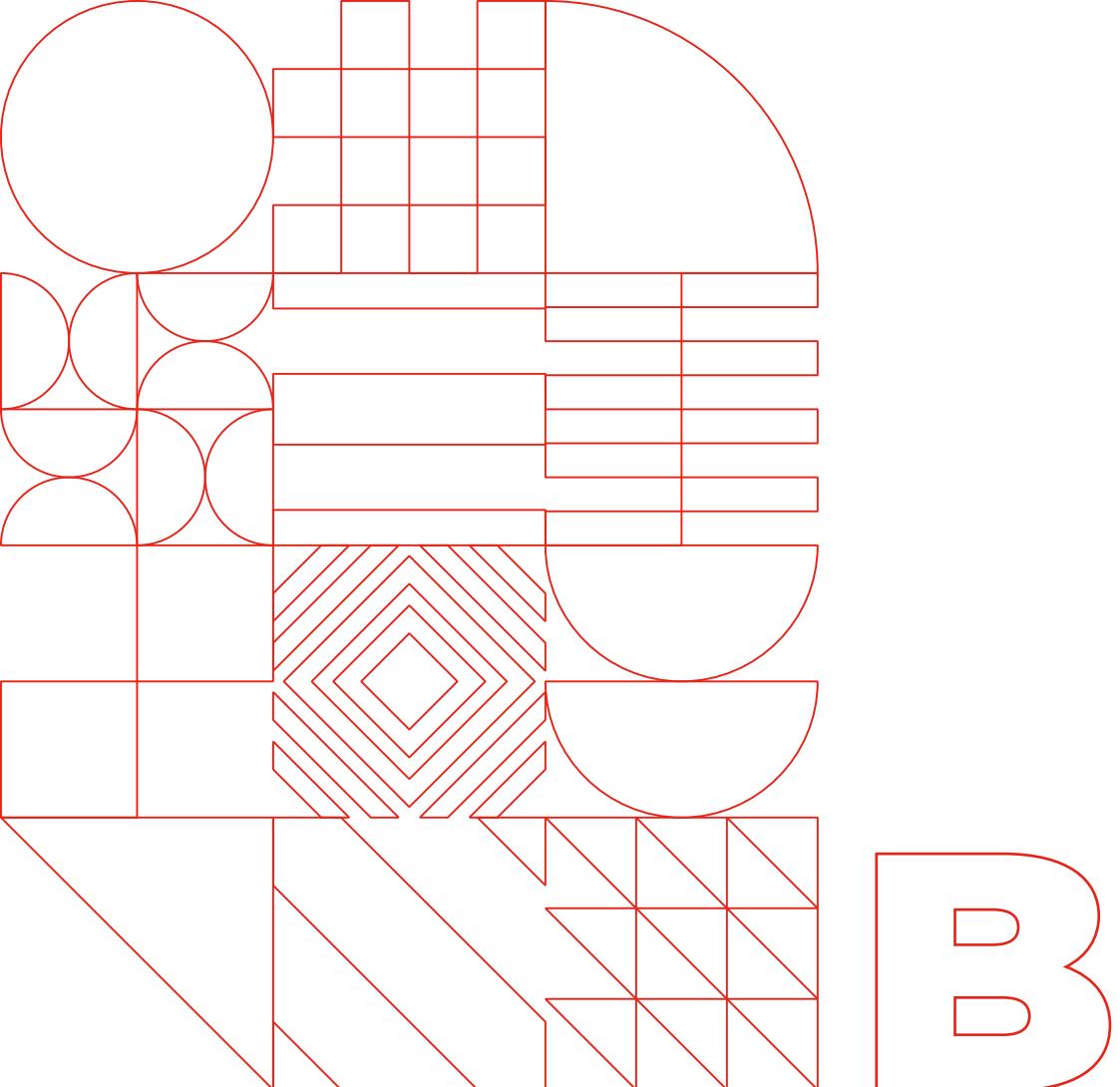
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789



Corporate Colors

PMS 485
C: 0 M: 95 Y: 100 K: 0
R: 218 G: 41 B: 28
WEB: #DA291C
RAL 3026
ORAFOL 032

PMS BLACK
C: 0 M: 0 Y: 0 K: 100
R: 44 G: 42 B: 41
WEB: #2C2A29



Printed Materials



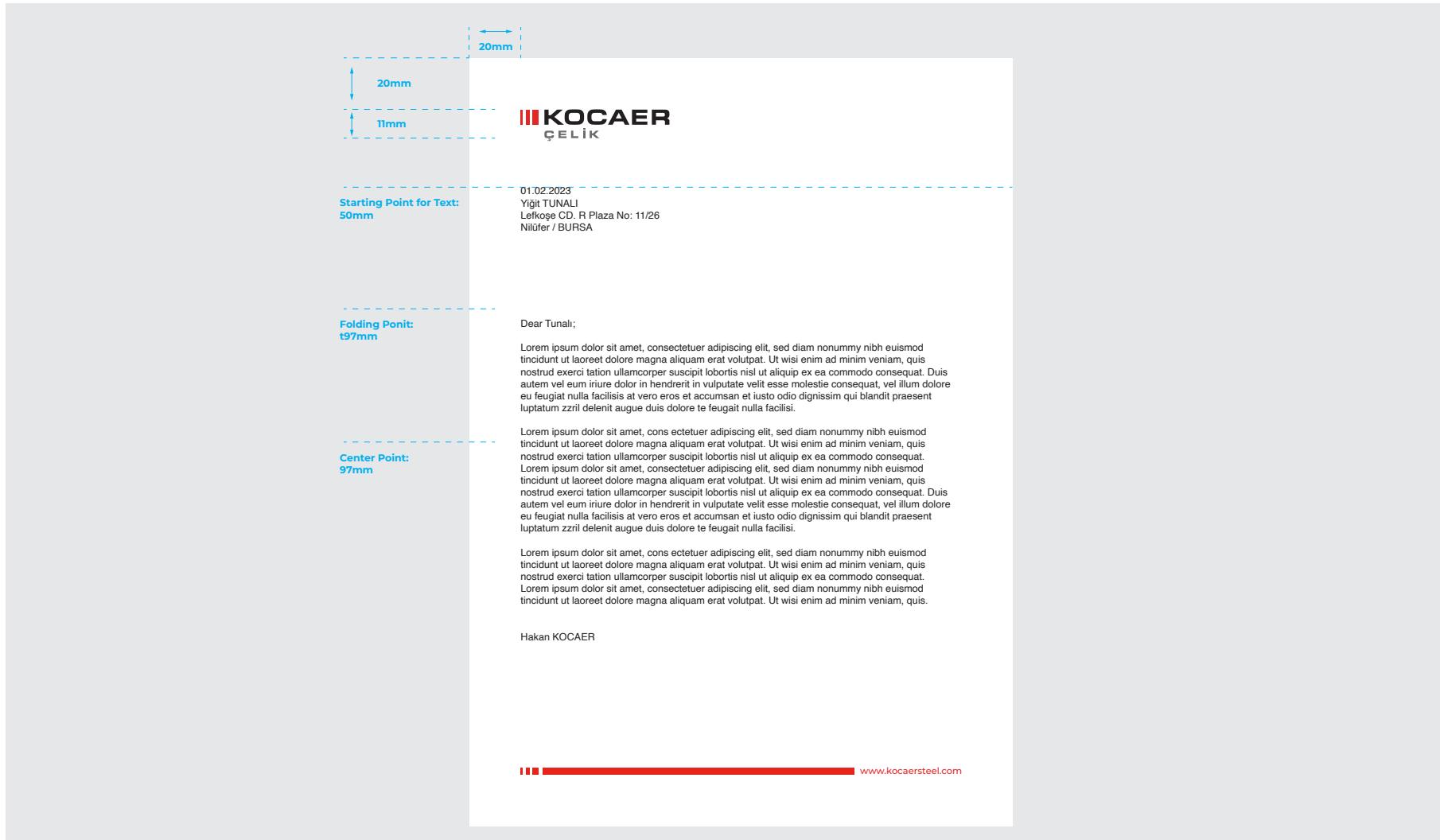
Letterhead Paper

Size:
210 mm x 297 mm

Paper:
High-grade paper pulp

Color:
PMS 485, PMS Black

Text:
Helvetica 11 pt



B2

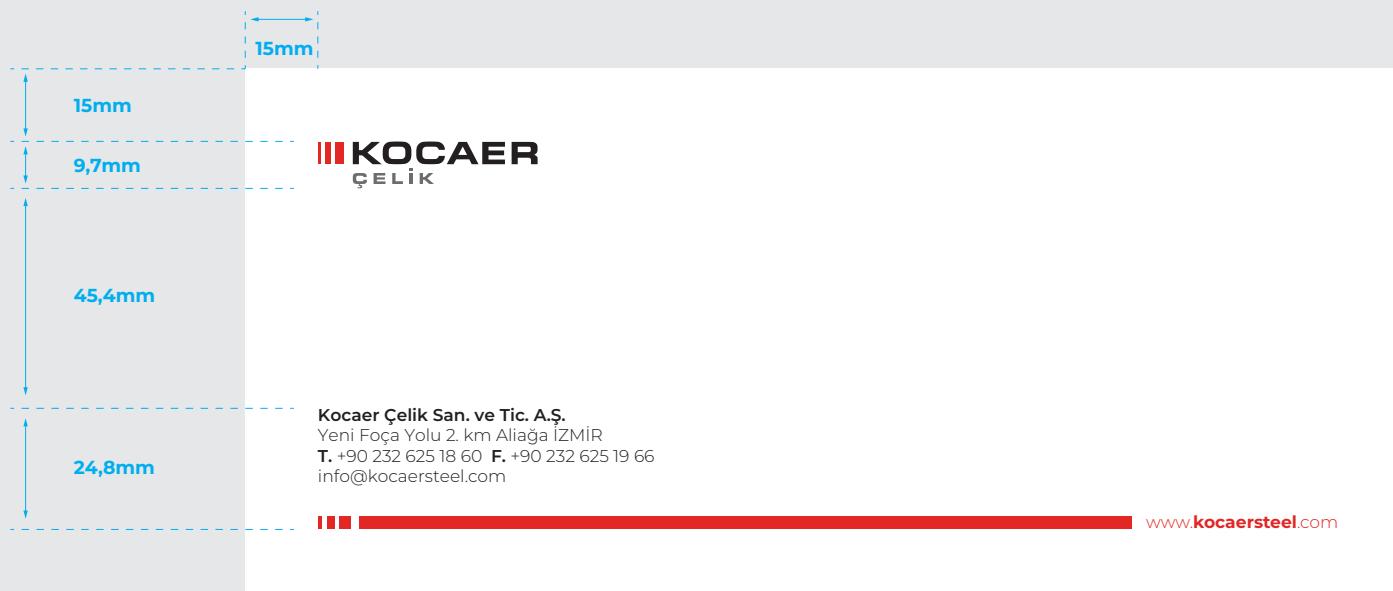
Diplomat Envelope

Size:
220 mm x 110 mm

Paper:
High-grade paper pulp
110 gsm

Color:
PMS 485, PMS Black

Contact Information:
Montserrat S. Bold 10 pt,
Line Spacing 12 pt,
Montserrat Light 10 pt,
Line Spacing 12 pt,
Tracking 50, PMS Black



B3

Business Card

Size:
90 mm x 55 mm

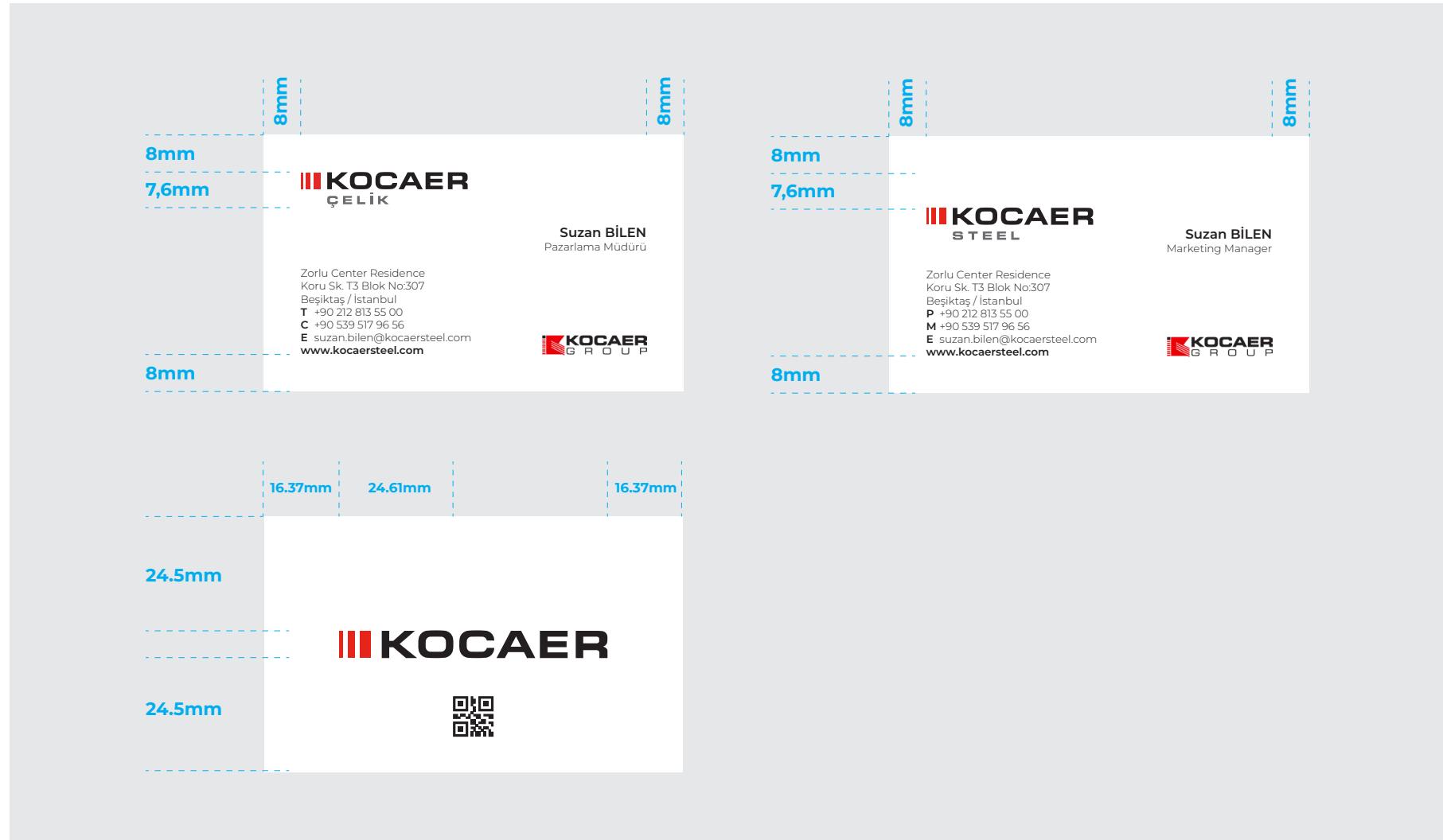
Paper:
350 gsm glossy coated
paper

Color:
PMS 485, PMS Black

Printing:
Matte lamination
on front and back

Name and Title:
Montserrat S. Bold 8 pt,
Line Spacing 8 pt,
Montserrat Light 6.5 pt,
PMS Black

Contact Information:
Montserrat S. Bold 6,5 pt,
Line Spacing 7,8 pt,
Montserrat Light 6.5 pt,
PMS Black





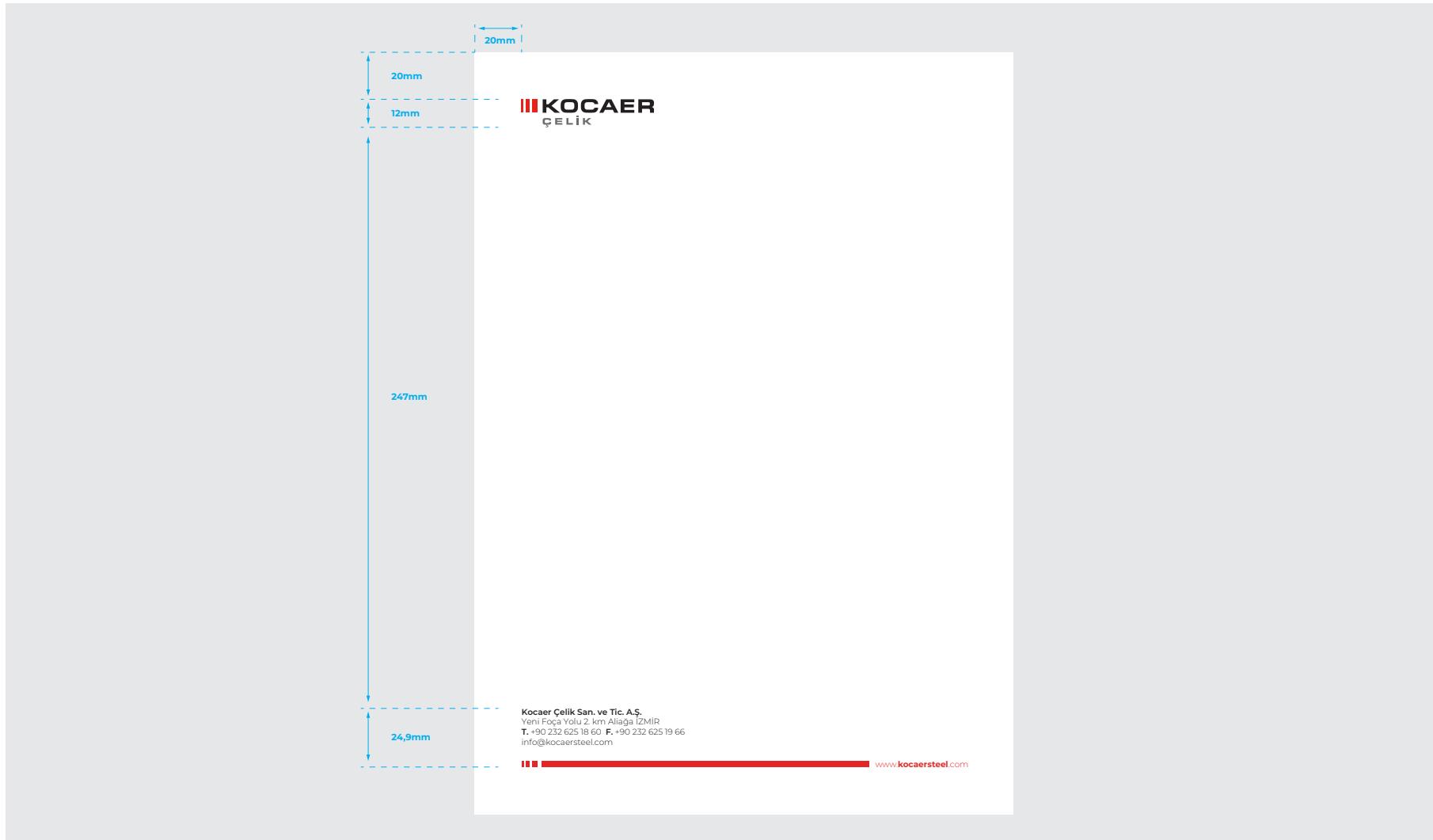
A4 Envelope

Size:
229 mm x 324 mm

Paper: High-grade paper
pulp
110 gsm

Color:
PMS 485, PMS Black

Contact Information:
Montserrat S. Bold 10 pt,
Line Spacing 12 pt,
Montserrat Light 10 pt,
Line Spacing 12 pt,
Tracking 50, PMS Black



B5

A3 Envelope

Size:

330 mm x 450 mm

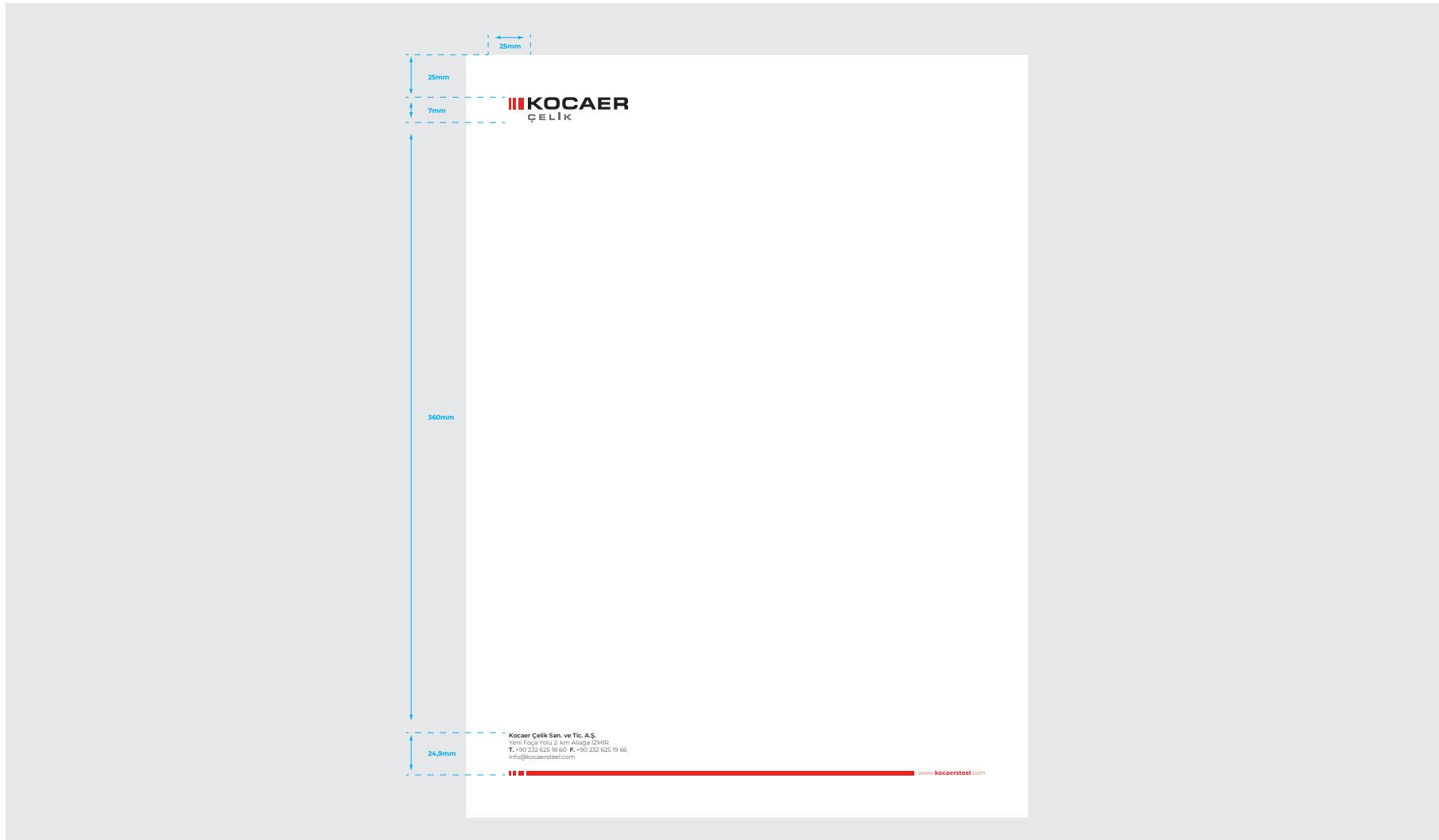
Paper:

High-grade paper pulp
110 gsm

Color:

PMS 485, PMS Black

Contact Information:
Montserrat S. Bold 10 pt,
Line Spacing 12 pt,
Montserrat Light 10 pt,
Line Spacing 12 pt,
Tracking 50, PMS Black



B6

Folder with a Cover

Size:

Open 595 mm x 457 mm

Closed 220 mm x 307 mm

Paper:

350gsm glossy coated

Color:

PMS 485, PMS Black

Printing:

Matte lamination

Contact Information

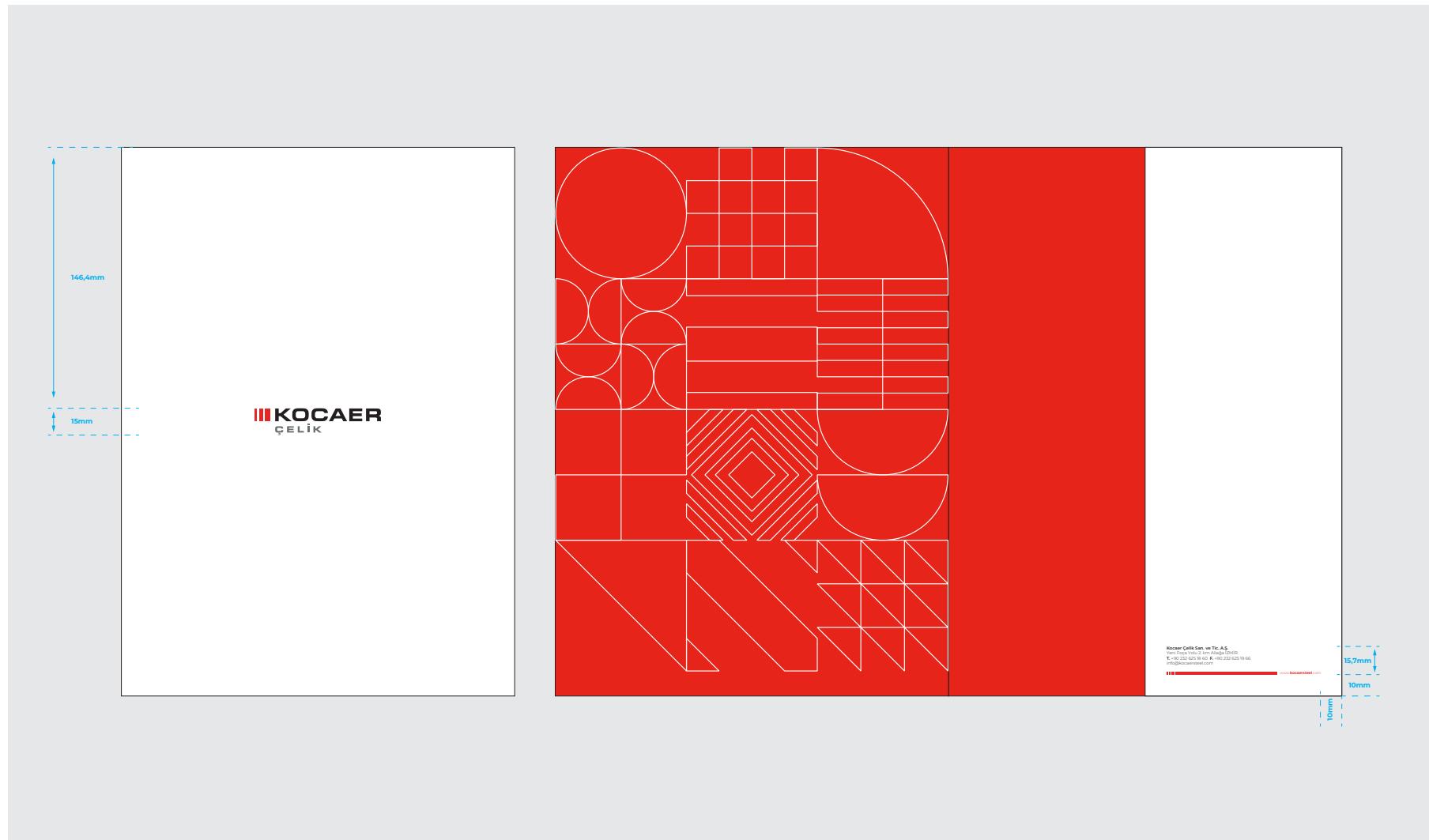
Montserrat S. Bold 6,76 pt,

Line Spacing 8,12 pt,

Montserrat Light 6,76 pt,

Line Spacing 8,12 pt,

Tracking 50, PMS Black



B7

Folder with a Cover

Size:

Open 595 mm x 457 mm

Closed 220 mm x 307 mm

Paper:

350gsm glossy coated

Color:

PMS 485, PMS Black

Printing:

Matte lamination

Contact Information

Montserrat S. Bold 6,76 pt,

Line Spacing 8,12 pt,

Montserrat Light 6,76 pt,

Line Spacing 8,12 pt,

Tracking 50, PMS Black



B8

Notebook with Spiral

Size:
148 mm x 210 mm

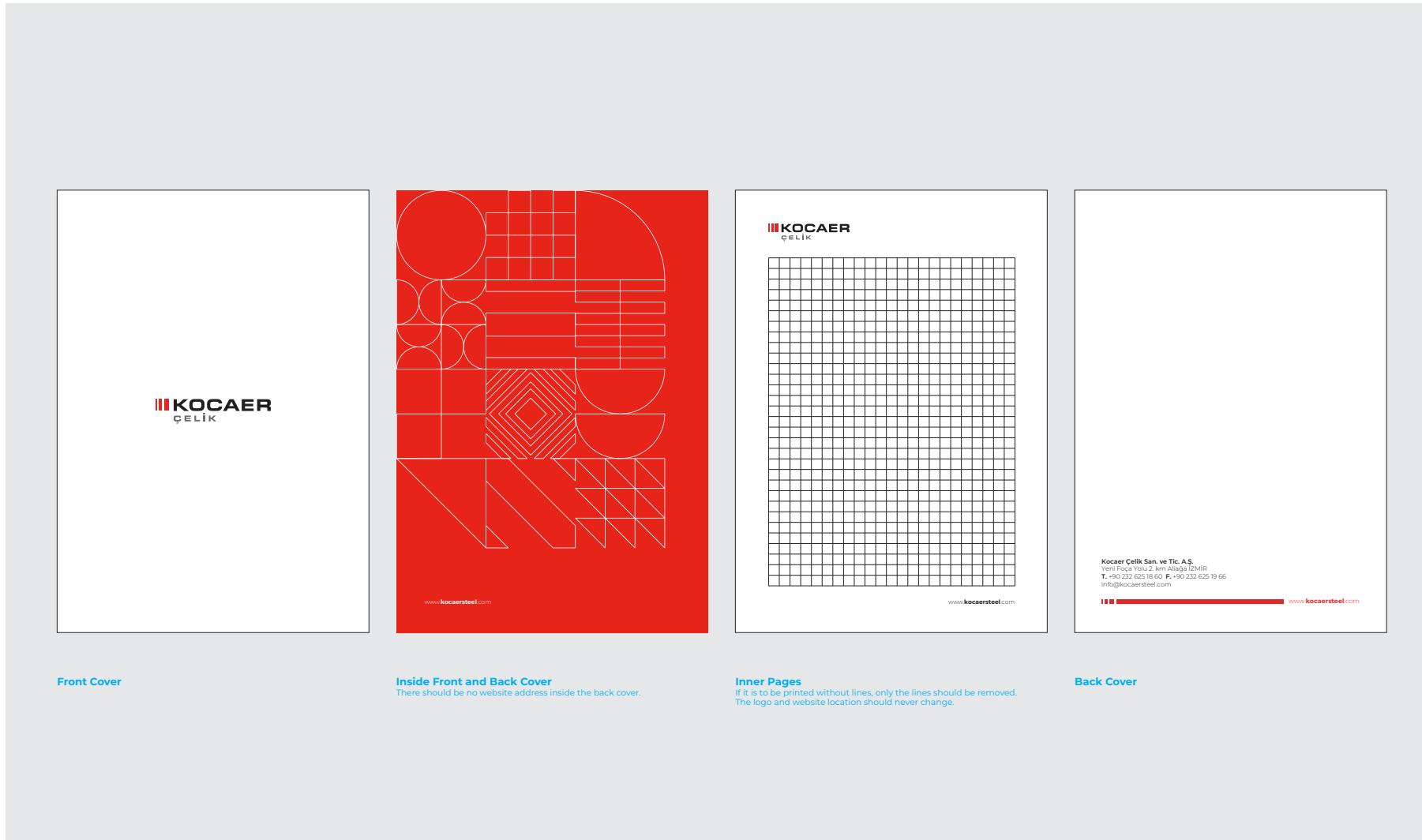
Covers: Board wrapped
200 gsm glossy coated

Color:
PMS 485, PMS Black

Inner Page Printing:
90 gsm Coated Paper

Cover Printing:
Matte lamination

Spiral Binding: Side



B9

Notebook with Spiral

Size:
148 mm x 210 mm

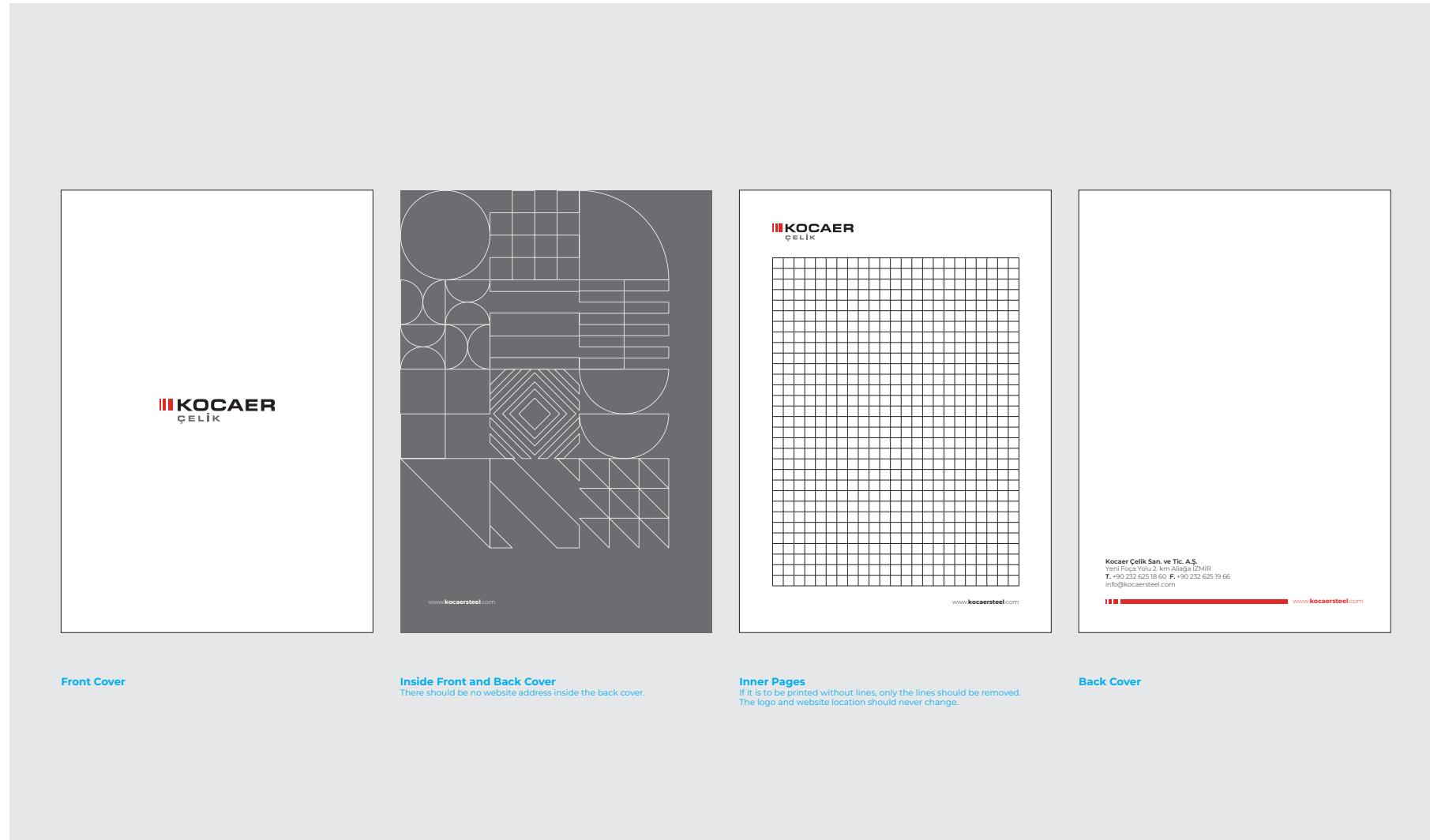
Covers: Board wrapped
200 gsm glossy coated

Color:
PMS 485, PMS Black

Inner Page Printing:
90 gsm Coated Paper

Cover Printing:
Matte lamination

Spiral Binding: Side



B10

Pen



Min. Width 3cm

B11

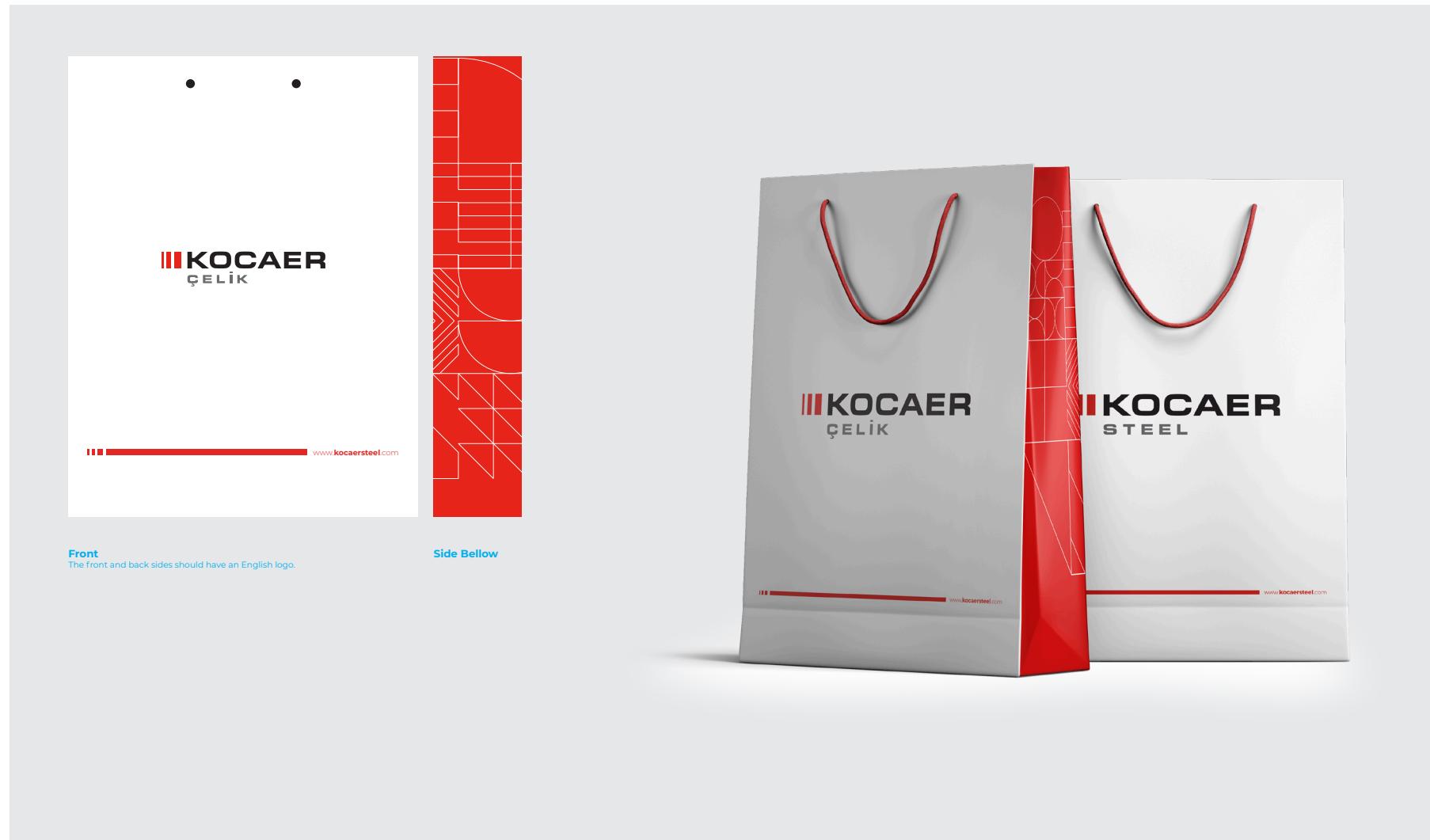
Cardboard Bag

Size:
315 mm x 415mm

Paper:
350Gr glossy coated

Color:
PMS 485, PMS Black

Printing:
Matte lamination



B12

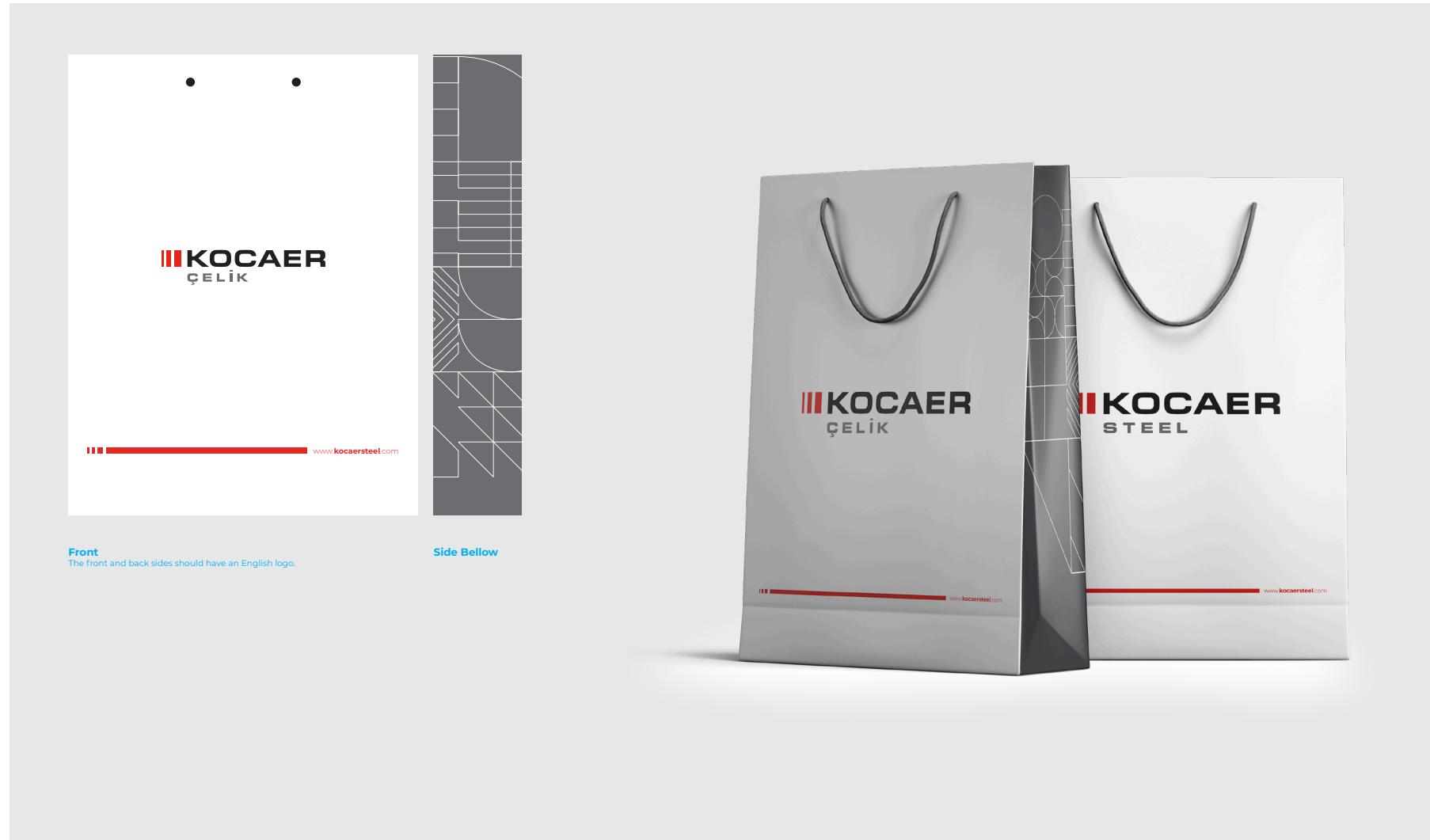
Cardboard Bag

Size:
315 mm x 415mm

Paper:
350Gr glossy coated

Color:
PMS 485, PMS Black

Printing:
Matte lamination



B13

Cube Notepad

Inner:

77mm x 77mm
80gsm High-grade
paper pulp

Color:

PMS 485, PMS Black

Outer Box:

Paper:
350gsm glossy coated

Color:
PMS 485, PMS Black

Printing:
Matte lamination



B14

Cube Notepad

Inner:

77mm x 77mm
80gsm High-grade
paper pulp

Color:

PMS 485, PMS Black

Outer Box:

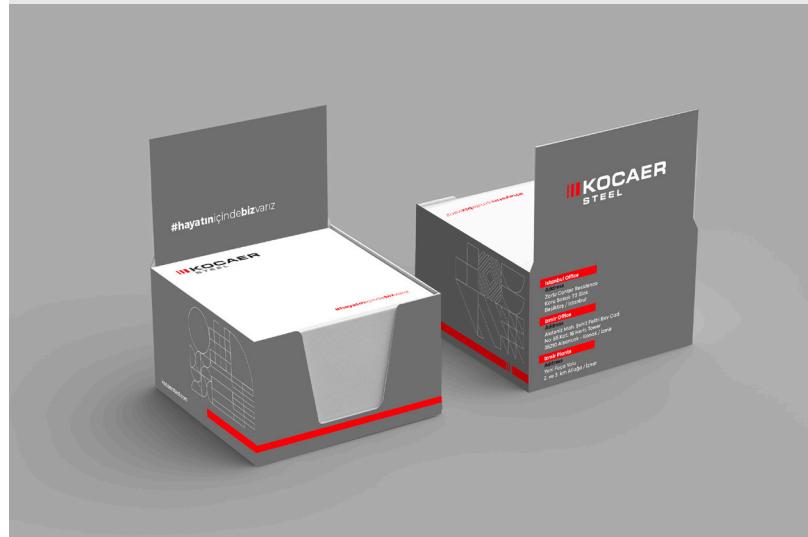
Paper:
350gsm glossy coated

Color:

PMS 485, PMS Black

Printing:

Matte lamination



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kocaersteel.com

B15

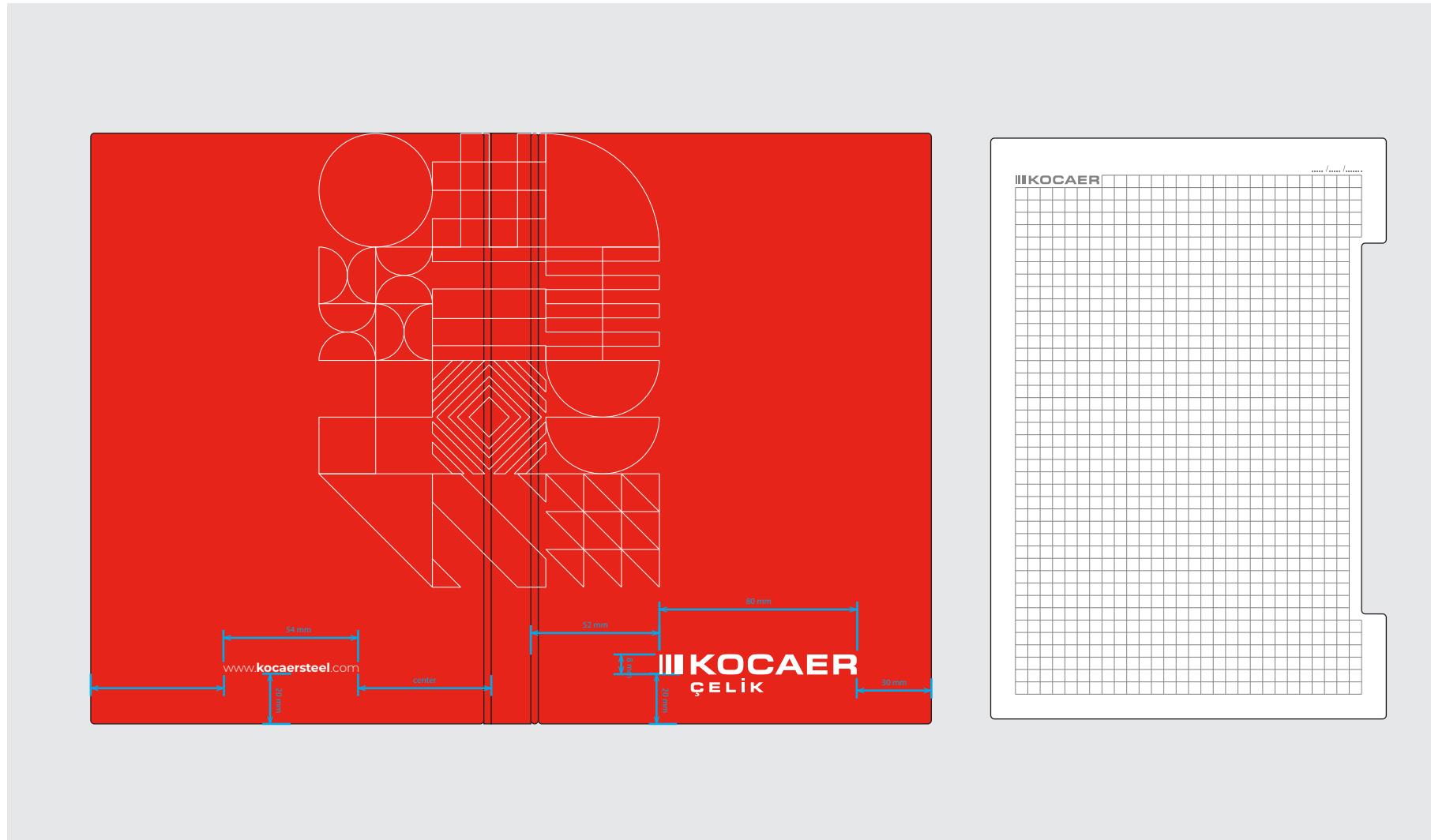
Planner

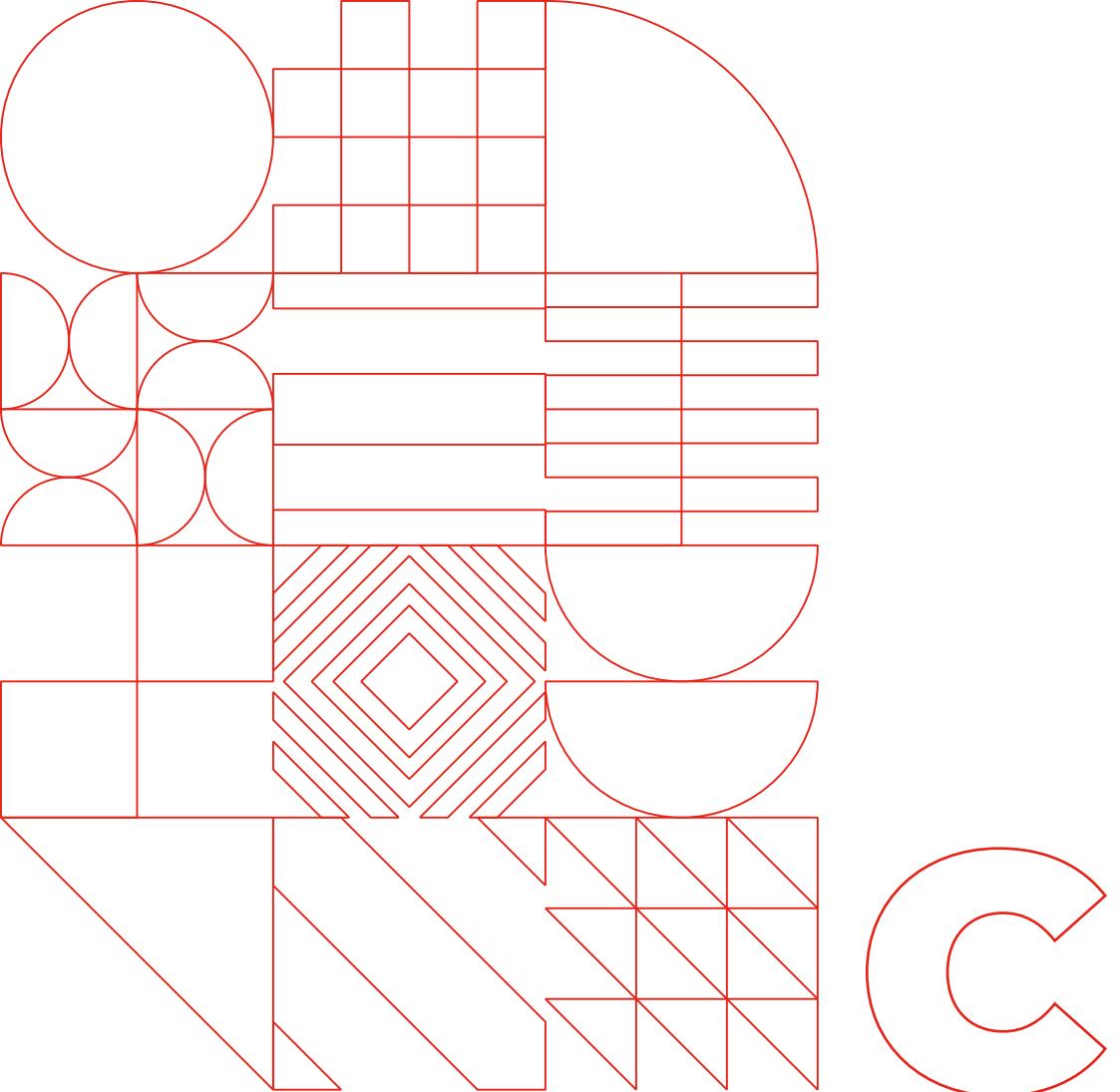
Finished Closed Size:
160 mm x 235 mm

Inner Paper:
80gr High-grade
paper pulp

Kapak:
Cover: Wrapped over
cardboard. 200gr glossy
coated with matte
lamination.

Color:
PMS 485, PMS Black





C

Digital Materials



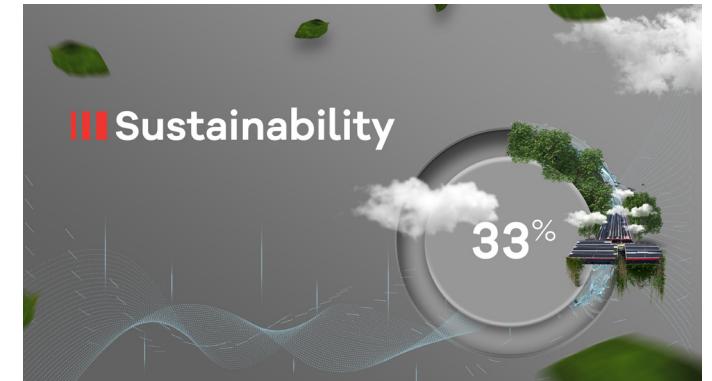
MS Powerpoint Covers and Separators

The corporate font family to be used for company presentations should be the Montserrat family.

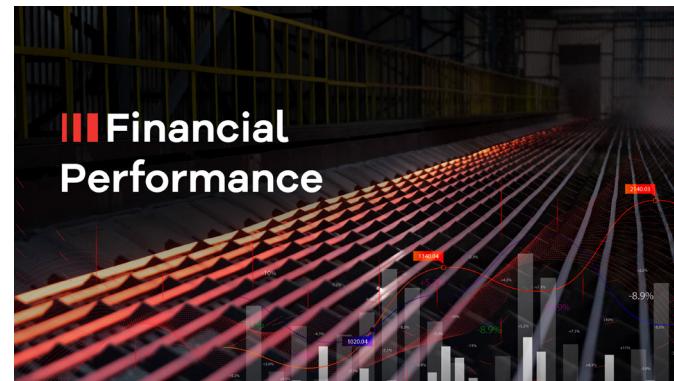
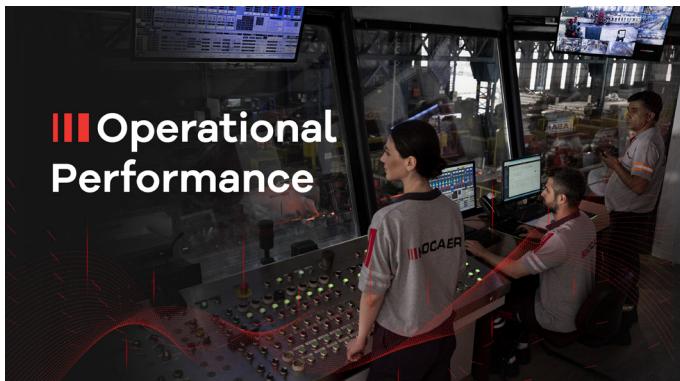
Montserrat should be the first choice for internal layouts. In the absence of the font, Calibri can be used as an alternative font family.



Cover

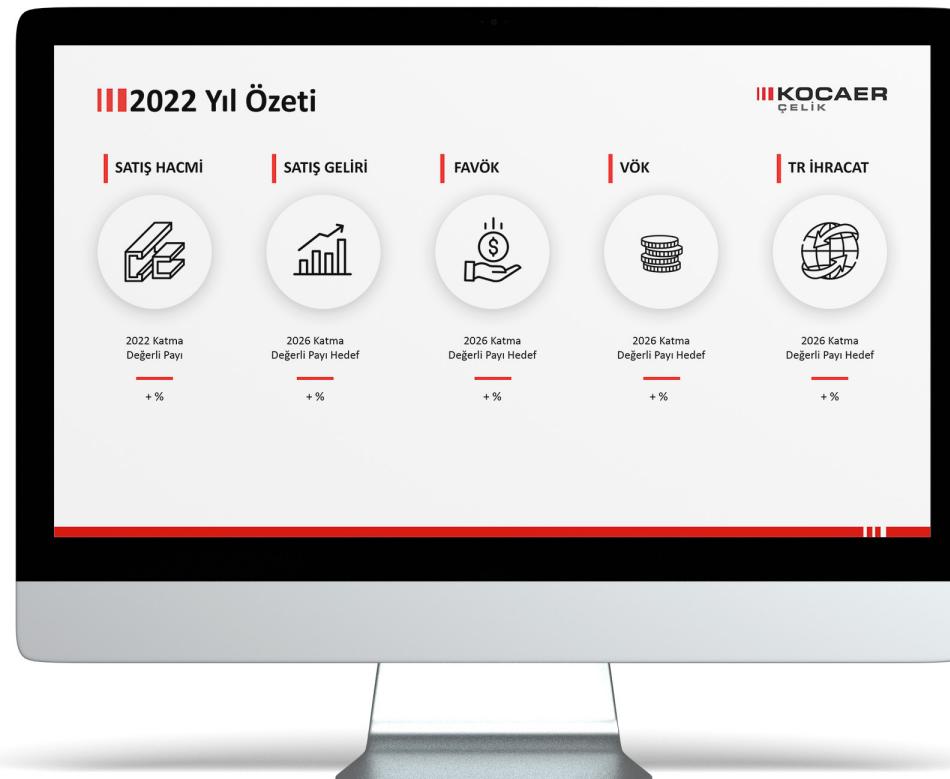


Separators





MS Powerpoint Inner Pages





III Şirkete Genel Bakış

YÖNETİM KURULU

- Hakan Kocaer – YKB
- İbrahim Kocaer - Kurucu Üye
- Dr. Yılmaz Argüden – Üye
- Ferda Besli – Üye
- İbrahim Kumsal - Bağımsız Üye
- Orhan Timurhan - Başkan Vekili, Genel Müdür
- Füsun Akkal Bozok - Bağımsız Üye
- Tuğrul Fadilioğlu - Bağımsız Üye

ORTAKLIK YAPISI

ORTAKLIK YAPISI	DEĞERLENDİRME
21% Halka Açık Kısmı	21%
79% Hakan Kocaer	79%

*2 yeni bağımsız Yönetim Kurulu Üyesi Genel Kurul onayının ardından göreve başlayacaktır.



ESG

Sürdürülebilirlik Yaklaşımı

Kocaer Çelik, sürdürülebilir kalkınma amaçları çerçevesinde, küresel rekabet gücünün korunması ve geliştirilmesi amacıyla tüm ihtiyaçları gözterek ve paydaşlarının bekleyicilerini analiz ederek sürdürülebilirlik yolculuğunda öncelikli olarak yönetmesi gereken konuları belirlemiştir.

Yönetim Sorumluluğu ve Sürrekli Gelişim

Yönetim Sorumluluğu ve Sürekli Gelişim: Kocaer Çelik, sürrekliliğinin sağlanması için, ürün ve hizmet kalitesini sürekli olarak iyileştirmeyi, tüm paydaşları ile işbirlik ve gelir paylaşımını, çevreyi, müşteri memnuniyetini sağlanmayı, uluslararası standartlara uyumu, risk ve fırsat analizlerinin tüm süreçlere entegrasyonunu iyi bir yönetim anlayışının sorumluluğu olarak görmektedir.

İklim Değişikliği ile Mücadele ve Çevresel Sorumluluklar

İklim Değişikliği ile Mücadele ve Çevresel Sorumluluklar: Birleşmiş Milletler'e göre İklim Değişikliği en büyük küresel sorular arasında yer almaktadır. İklim değişikliği, ikinci etkili yaşamak ve ekonomik, sosyal ve sosyal faaliyetleri de doğrudan etkilemektedir. İklim krizi ülkelere olduğu kadar küresel yaşamın da etkileşim alanında bulunan ve önceliklendirilmesi gerekken en önemli konulardan biri olarak görülmektedir. Kocaer Çelik tüm faaliyetlerini, çevresel sorumluluklarının farklında olarak bugün ve gelecekte geveye ve doğal kaynaklara sahibi bir üretim anlayışı ile gerçekleştirmektedir.

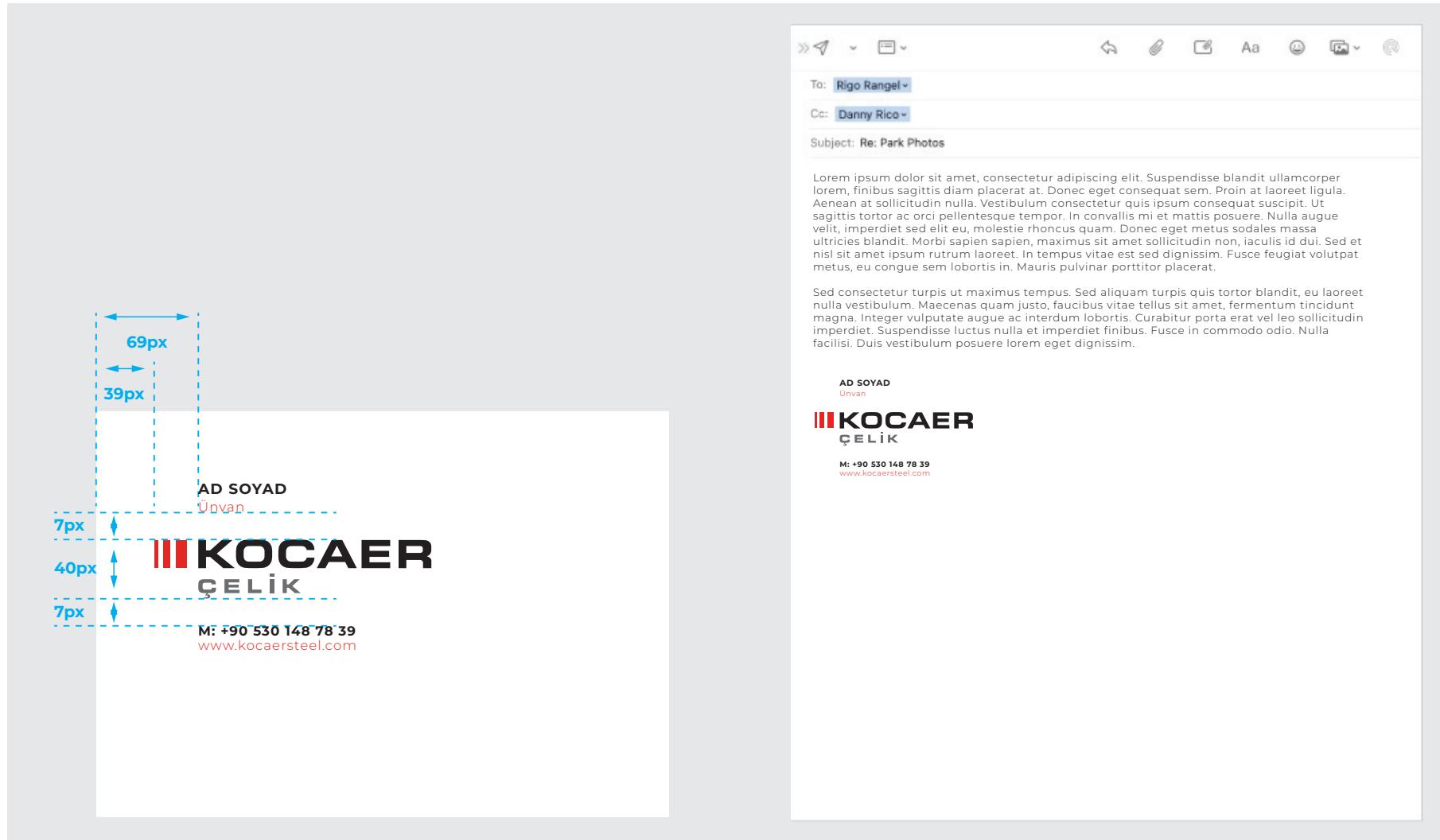
İnsan Kaynağına Yatırım ve Sosyal Sorumluluk

İnsan Kaynağına Yatırım ve Sosyal Sorumluluk: Kocaer Çelik'te sürdürülebilirliğin önemini öncelikli paydaş çalışmalarıdır. Çalışanlara güvenli, sahilgi ve motive etkileyici çalışma ortamları, insanı dair sorumlulukları en başında getirmektedir. Kocaer Çelik, insanı merkezde tutan yapısı ve yeni yeteneklerin gelişmesi için gerekli zeminin oluşturmakta ve bu yönde sürdürülebilirliğin ivmelenerek artması için çalışmalarını sürdürmektedir. Kocaer Çelik varattığı istihdam, kurumsal kalite standartları ve hizmet anlayışı ile gerekse faaliyette bulunduğu bölgelerde yerel ekonomisinin gelişmesine sağladığı katkıları sosyal ve ekonomik kalkınmanın öncülüğünü yapan lider şirketlerden biri olmayı hedeflemektedir.

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Email Signature

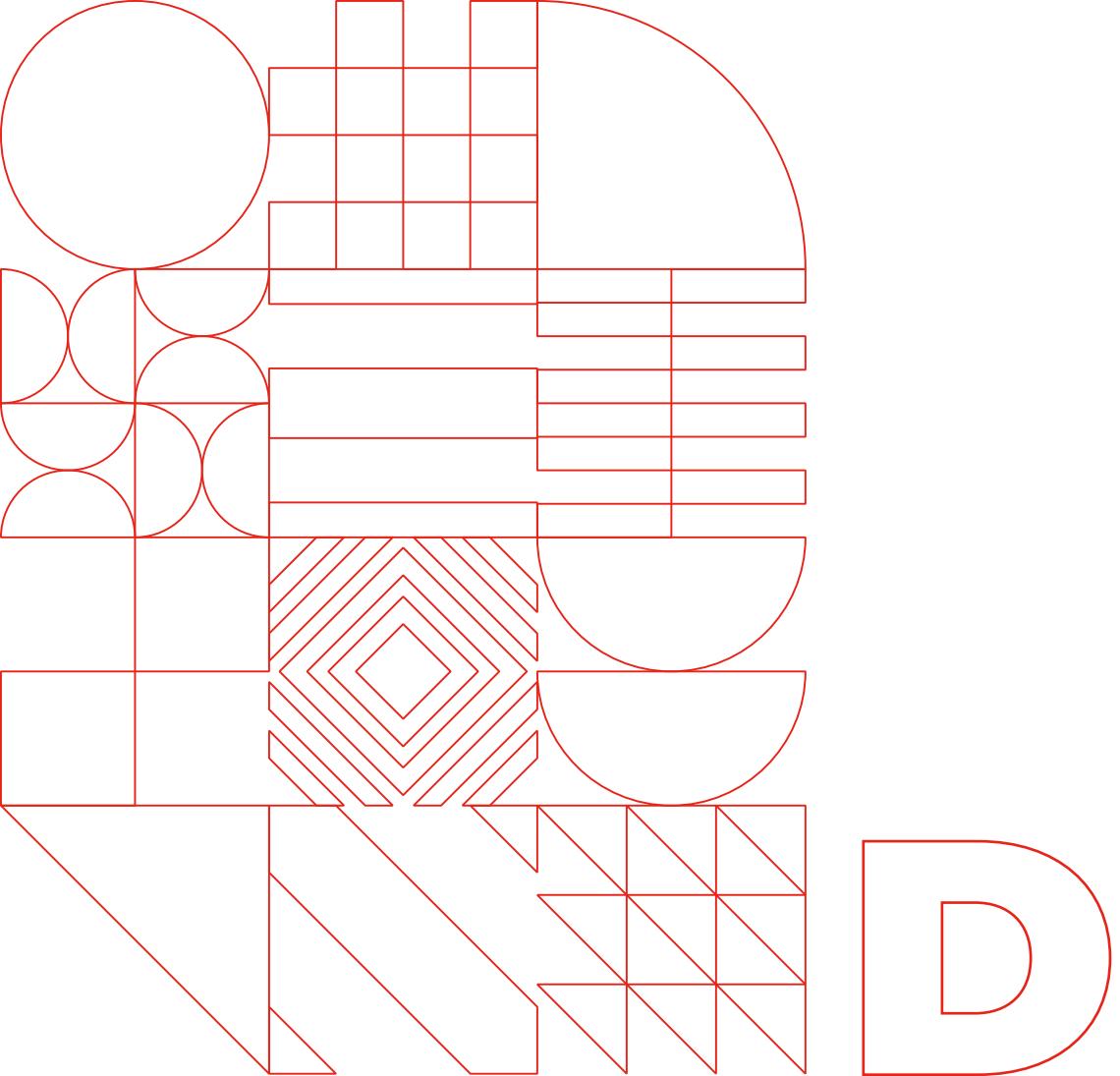




Personnel ID Badge

Staff name badges must be UV printed on PVC plastic.
Its dimensions are 5.4X8.6cm, the same as world standards.





D

Visual Presentation Elements

D1

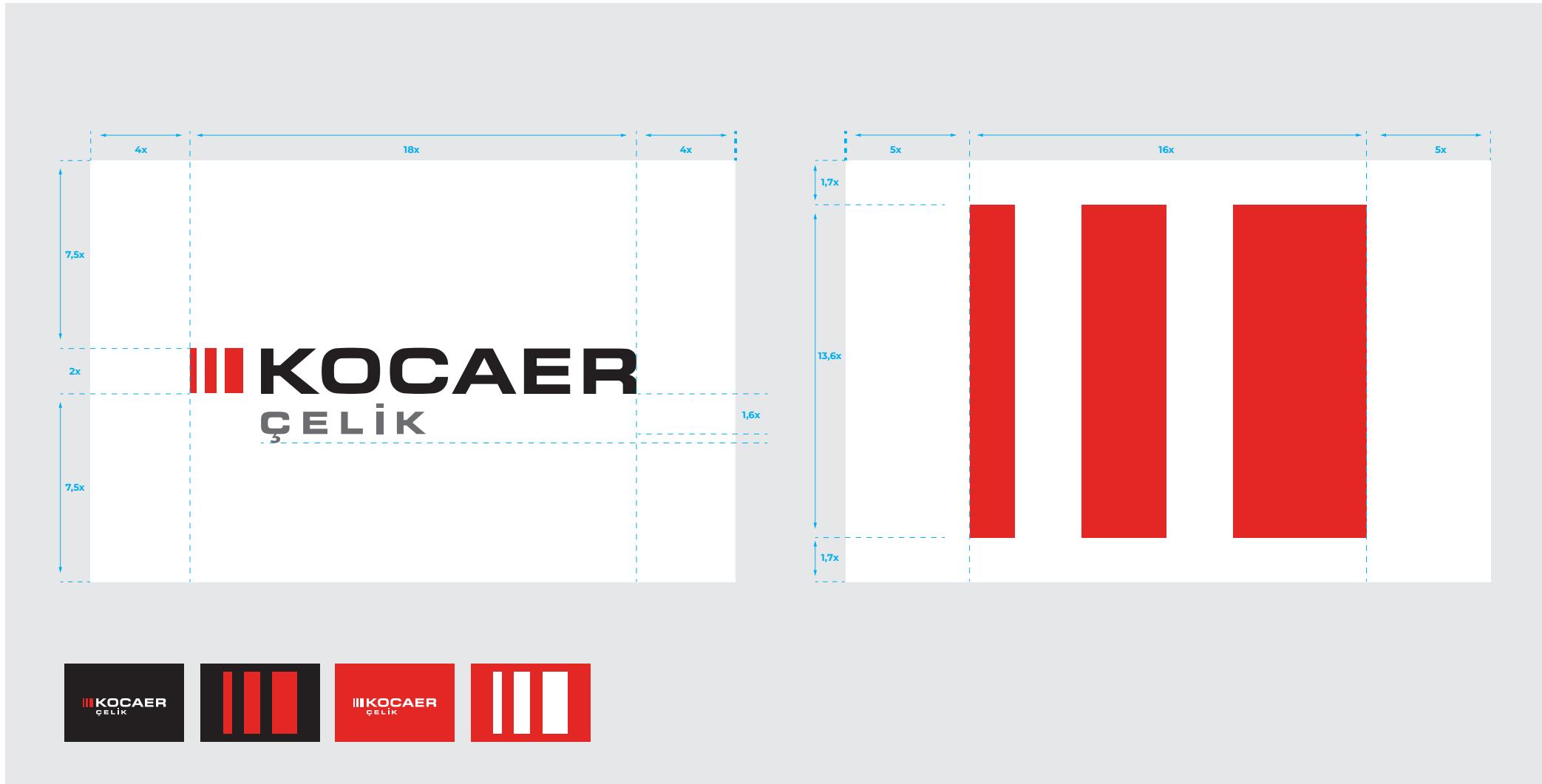
Roll Up Banner

For use in events, only one size of roll-up has been specified:
85x200cm. Any other size is strictly not suitable for use.



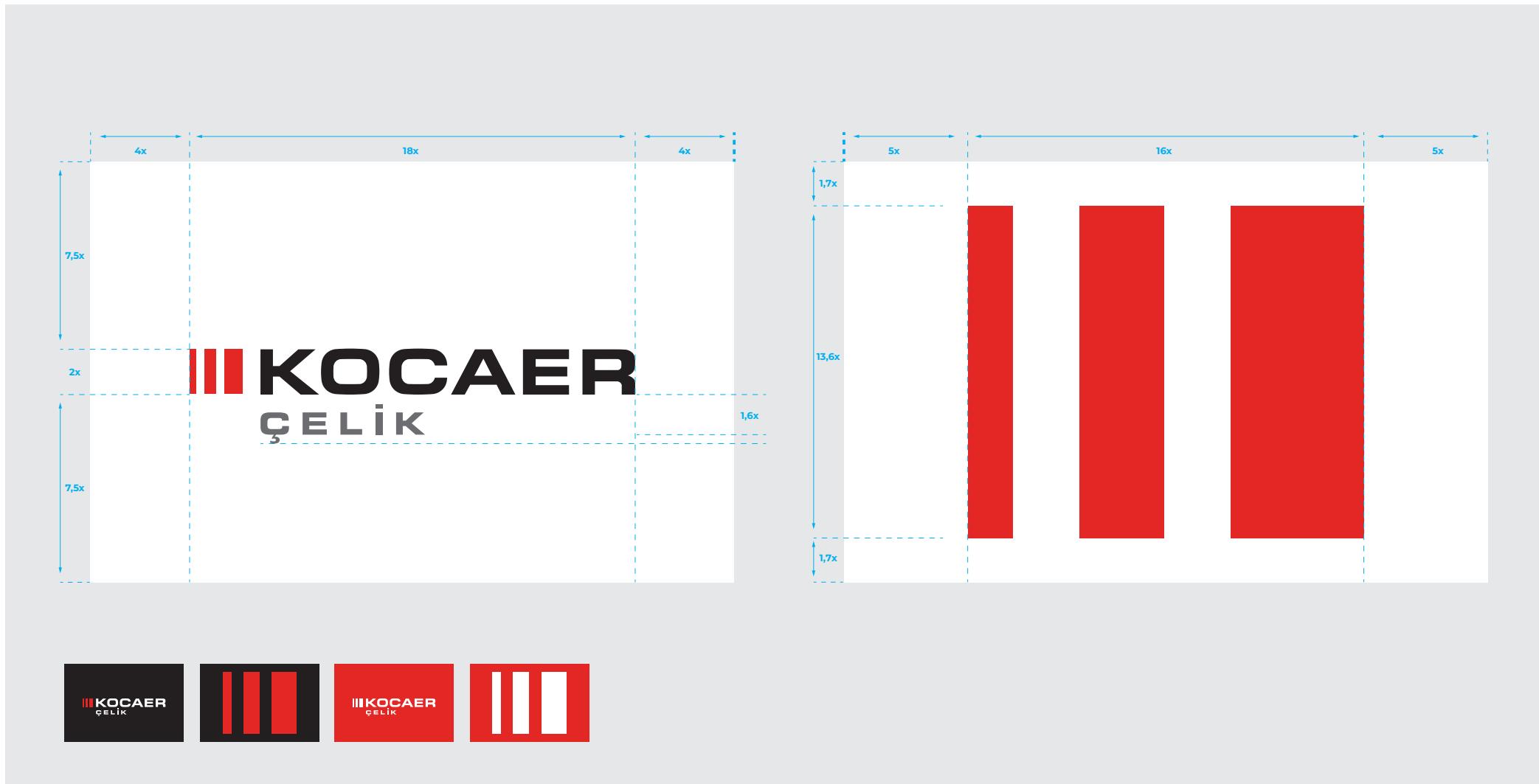
D2

Flag



D3

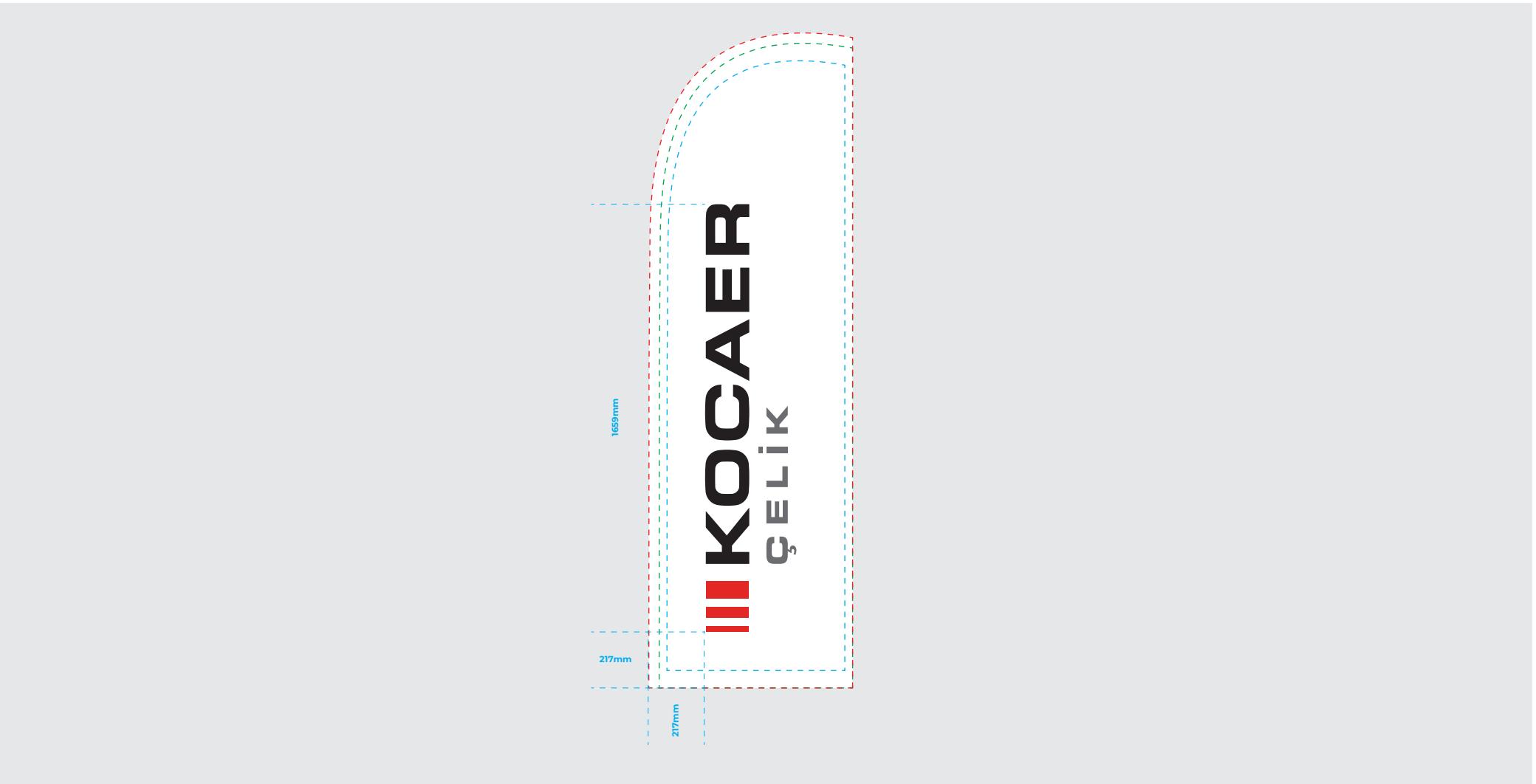
Desk Flag





Swallowtail Flag

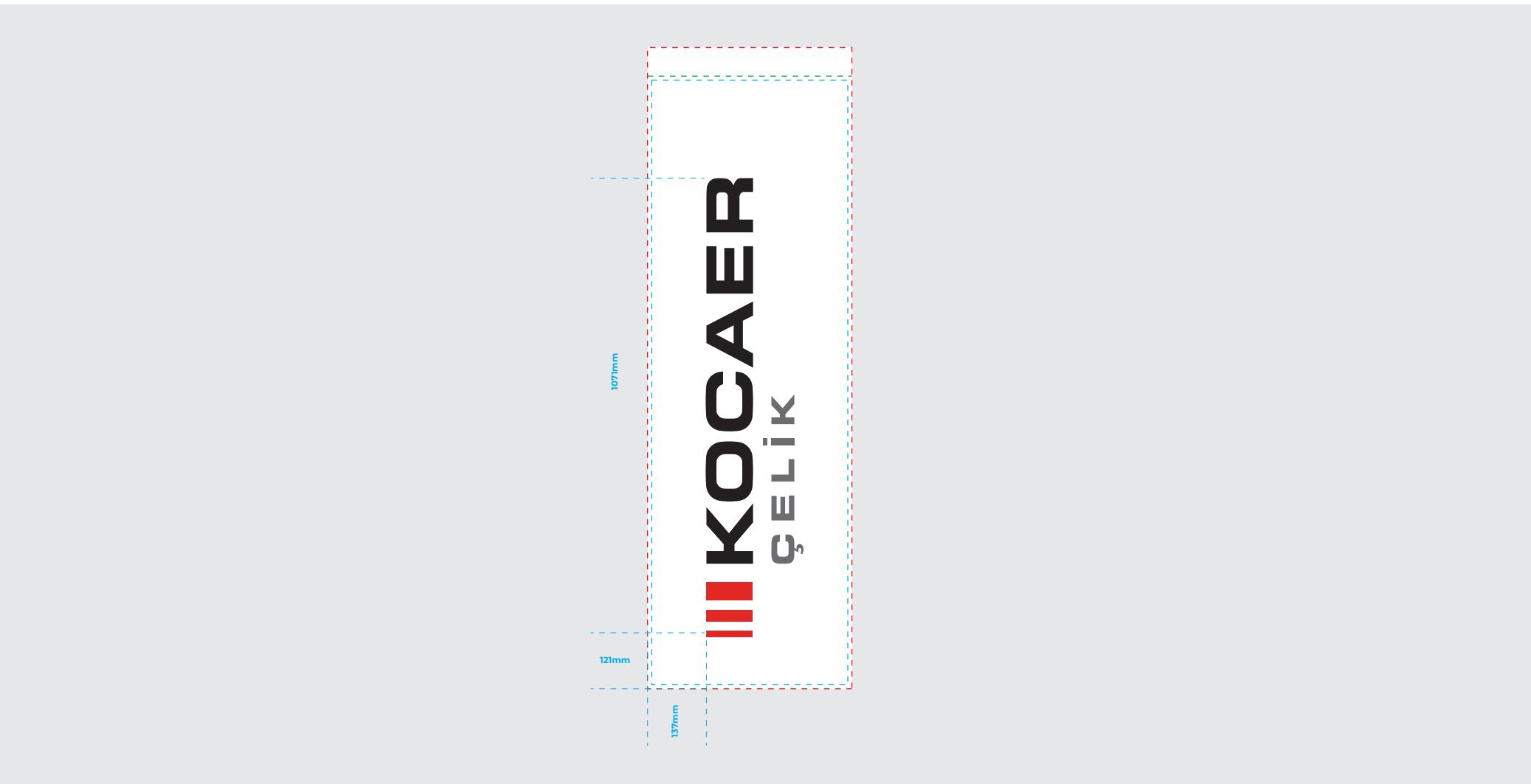
Dış etkinliklerde kullanılmak üzere, sadece tek ölçü bayrak belirlenmiştir. 75x250cm bayrak dışında kullanım kesinlikle uygun değildir.



D5

Swallow Flag

Only one size flag has been determined to be used in internal events. It is absolutely not suitable for use other than 50x150cm flags.



D6

Door, Interior and Floor Signs

Min 30 cm

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NO:226



ingboard Material: 10mm white glossy plexi
Logo Material: 5mm glossy plexi or foil print cut
Nor Material: Foil print cut

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NO:226



Facade Signboards

Façade Signboards have been added to Kocaer Corporate Identity Guide will be produced using existing signage files. Facade the min. height of the sign is 60 cm.

In special cases, the minimum height may be a multiple of the minimum height and is produced considering the area of influence.



Signboard Material: Composite min. 10cm
Logo Material: 10mm glossy plexi embossing.

D8

Unit Signboard

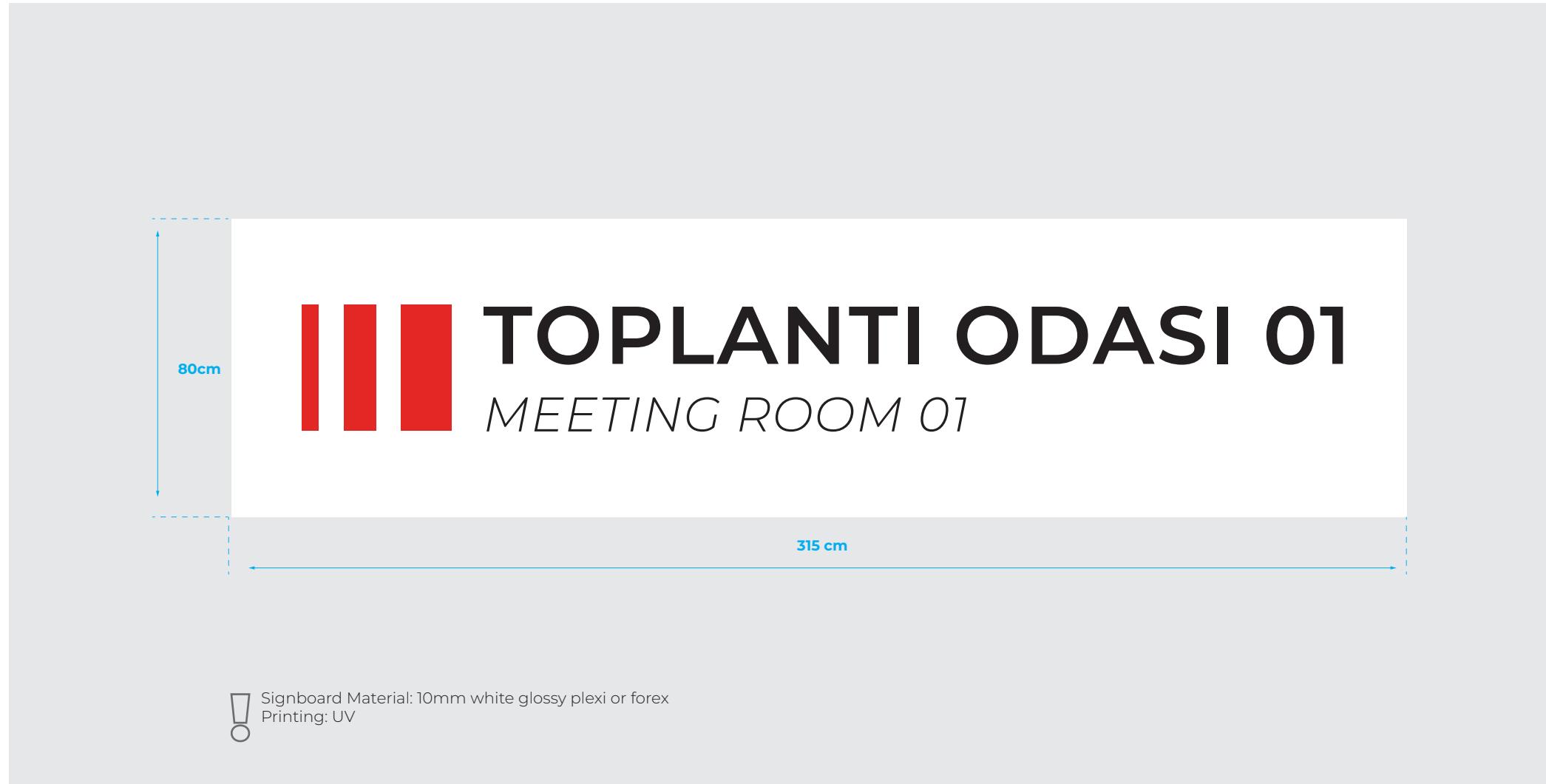
Unit Signboard added to Kocaer Corporate Identity Guide
will be produced using existing signage files. Unit the min.
height of the sign is 300 cm.

The bottom line of the sign must be 120 cm above the
ground.



D9

Door Signboard

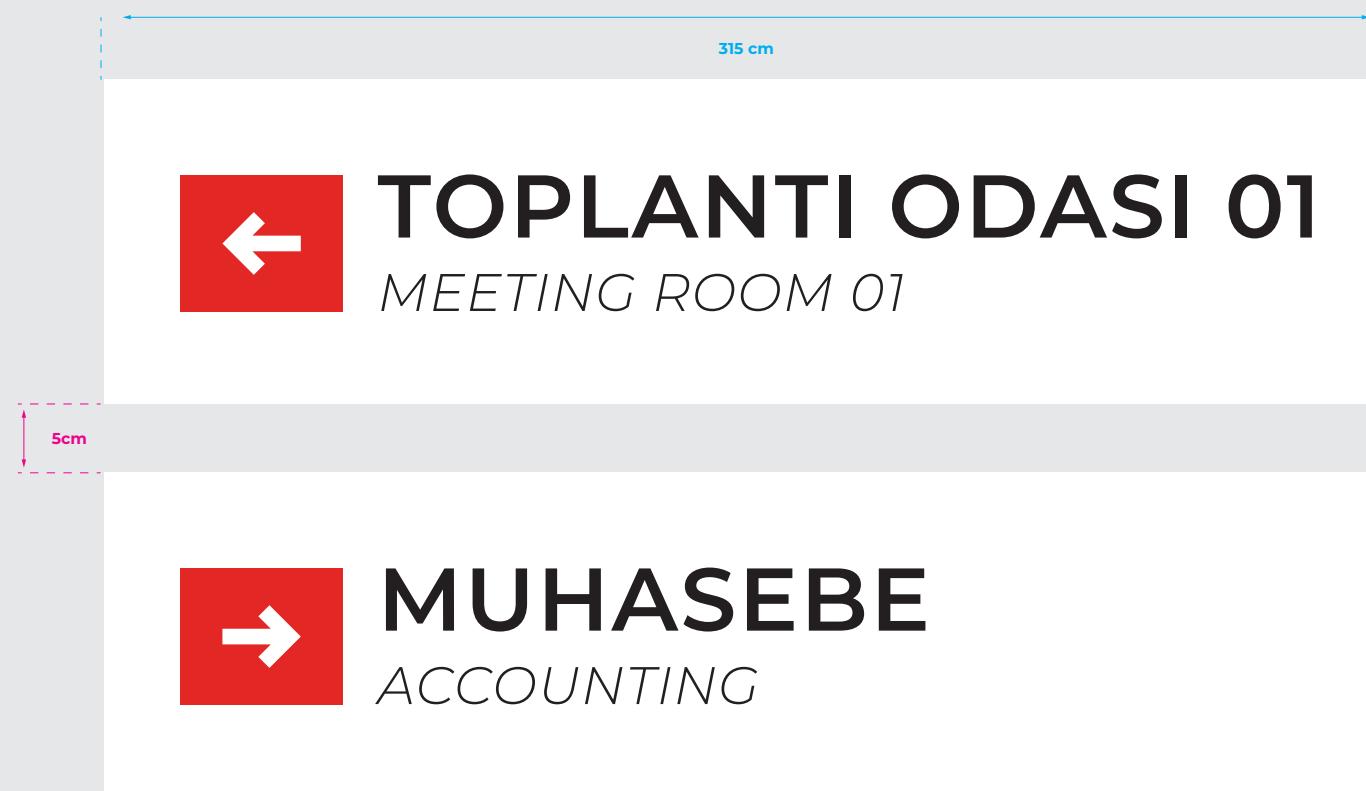


D10

Routing Table

The "Signboard Guide for Corporate Identity" states that the Door Sign should have the same characteristics as the guide, but instead of an emblem, it should include a box with an arrow in the same width-to-height ratio.

Each directional sign should be freestanding and hung at 5 cm intervals from top to bottom.



Signboard Material: 10mm white glossy plexi or forex
Printing: UV



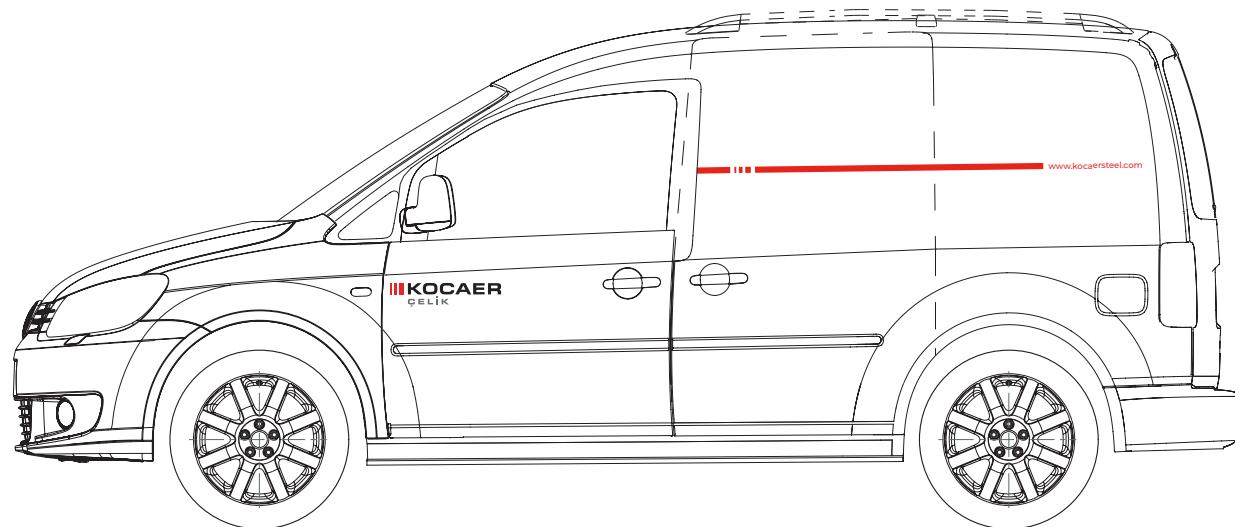
Logo Application on Vehicles / Automobile



Logo Material: Print- cut outdoor foil
Tape Material: Print- cut outdoor foil
Logo Width min. must be 30cm

D12

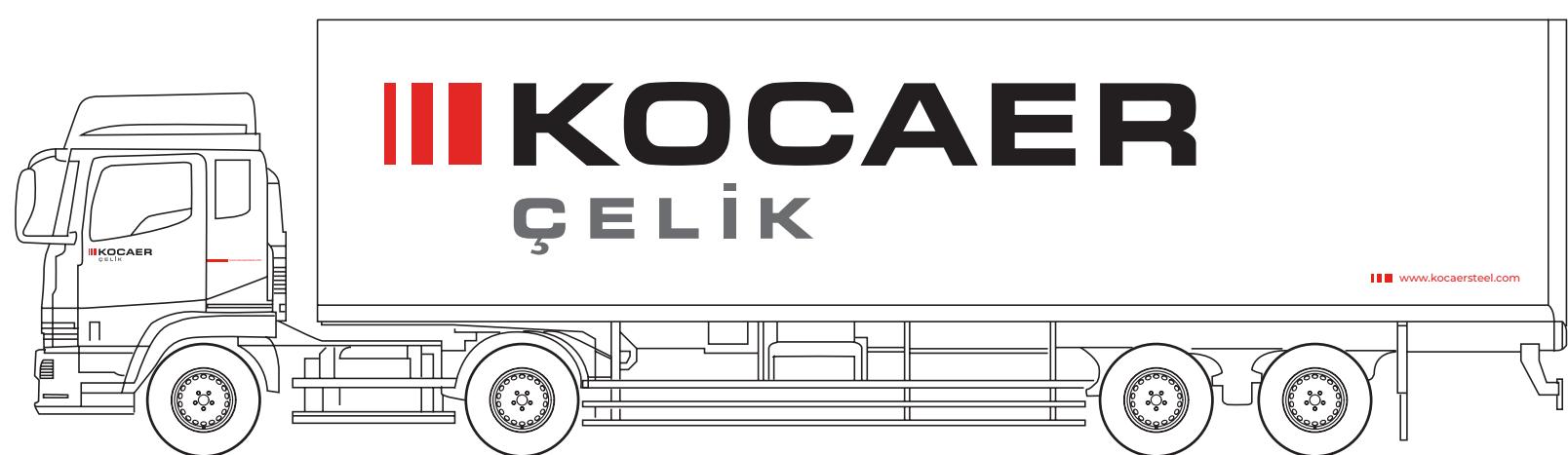
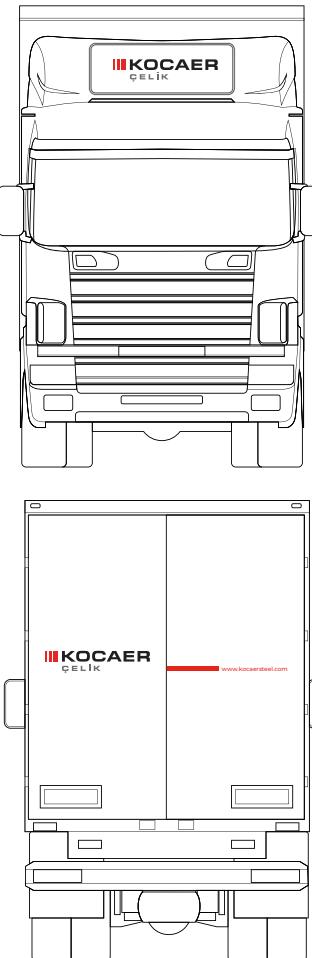
Logo Application on Vehicles / Van



Logo Material: Print- cut outdoor foil
Tape Material: Print- cut outdoor foil
Logo Width min. must be 30cm

D13

Logo Application on Vehicles / Truck

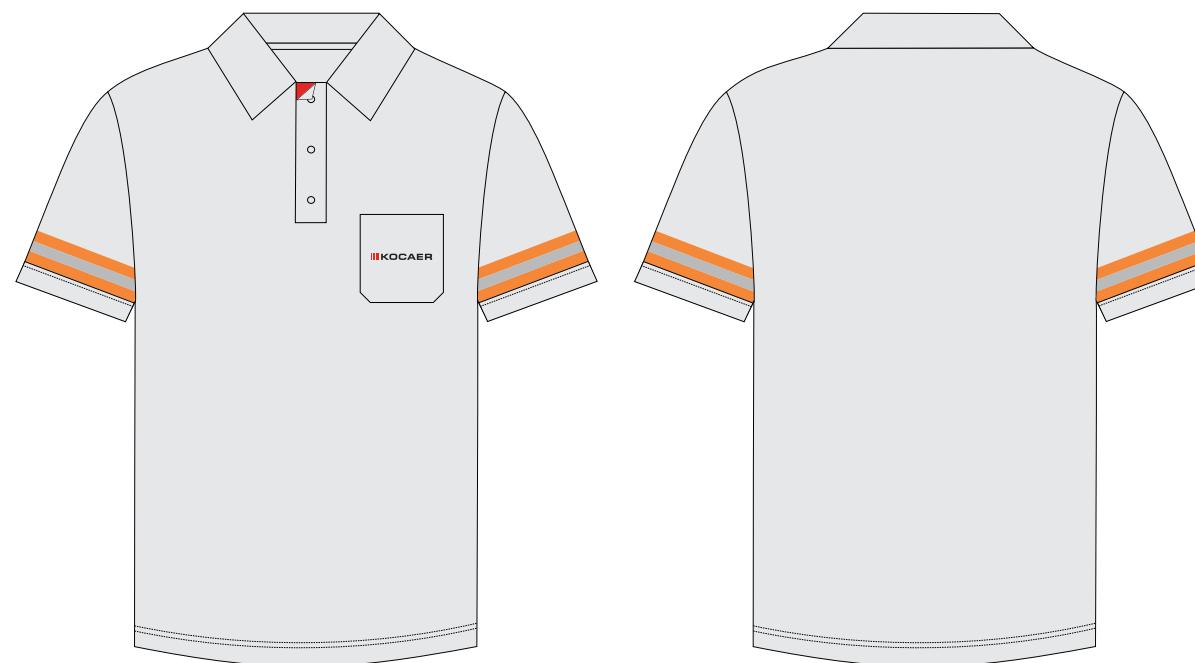


Logo Material: Print- cut outdoor foil
Tape Material: Print- cut outdoor foil
Logo Width min. must be 30cm



Corporate Clothing / T-Shirt

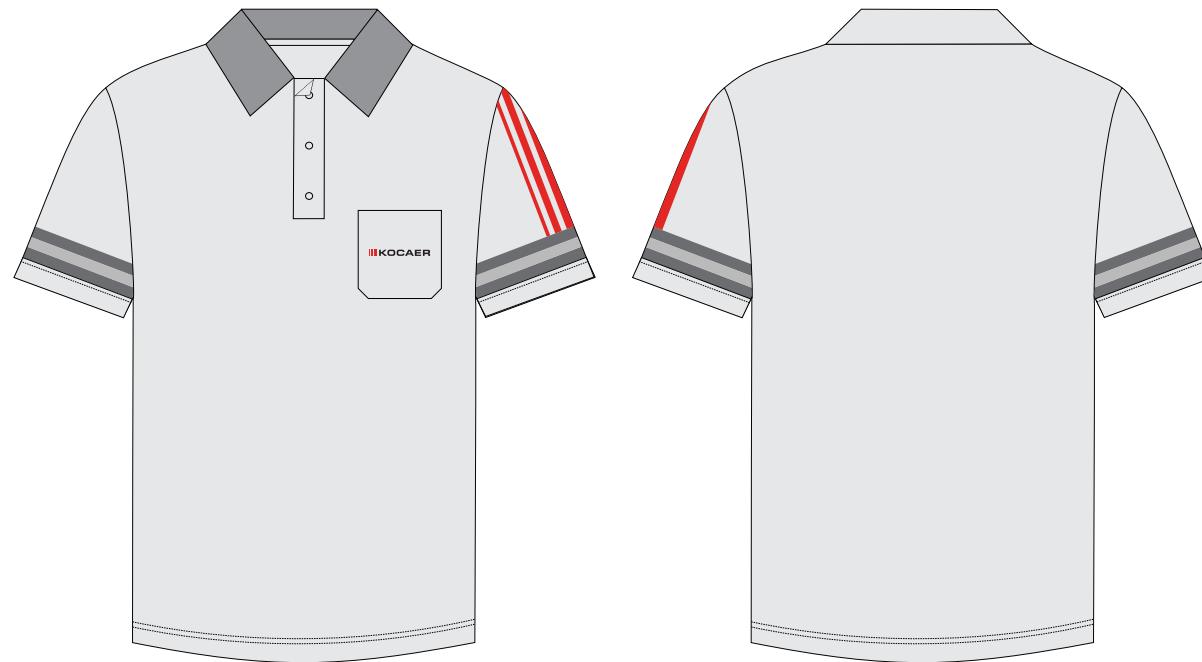
Emblems and logos should be used as embroidery on the pocket of the garment. The striped areas at the very end of the sleeves should be reflective for occupational safety.



D15

Corporate Clothing / T-Shirt

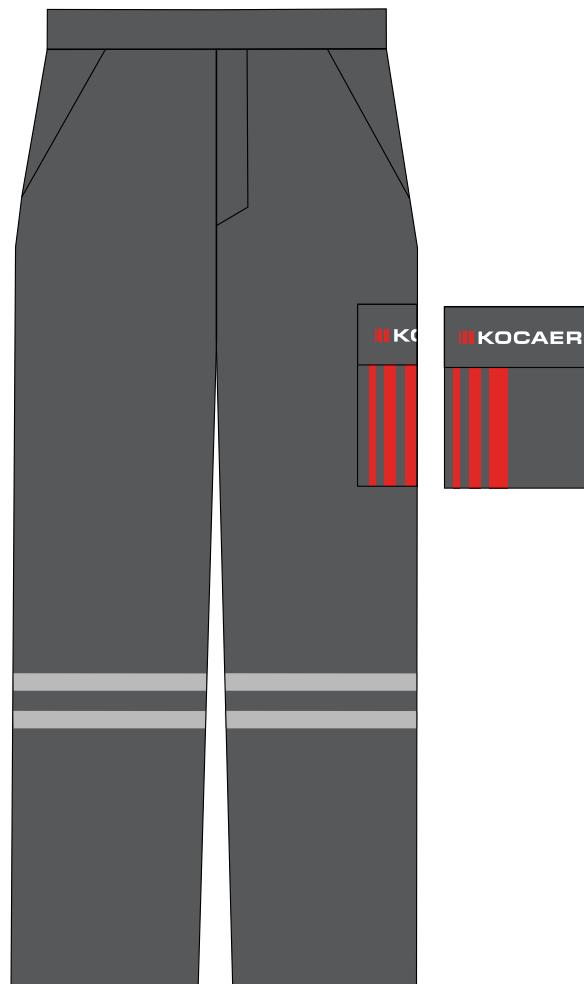
Embroidery should be used to embroider emblems and logos on certain parts of garments. Reflectors should be used to reach below the knee.





Corporate Clothing / Trousers

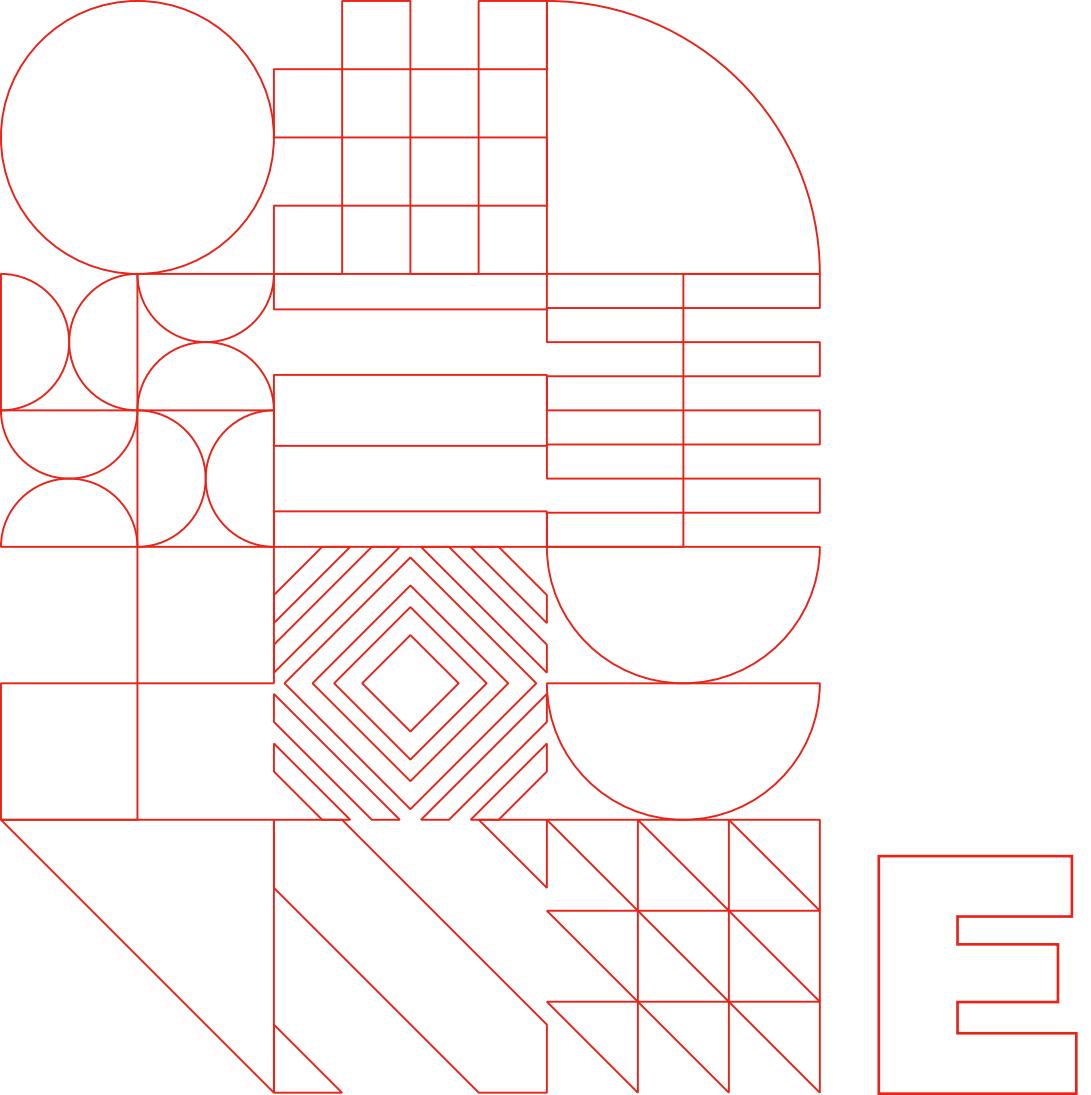
The emblem and type should be used as embroidery in the specified places on the clothes. The reflector should be used below the knee.



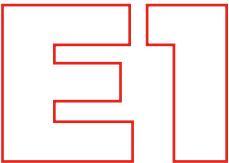
D17

Safety Hat





Advertising Applications



Decease Announcement

ACI KAYBIMIZ

Değerli çalışma arkadaşımız,

LOREM IPSUM'u

kaybetmiş olmanın
derin üzüntüsü içindeyiz.

Merhumeye / Merhuma Allah'tan rahmet,
kederli ailesine ve tüm yakınlarına
başsağlığı dileriz.

KOCAER
ÇELİK



Condolence Announcement

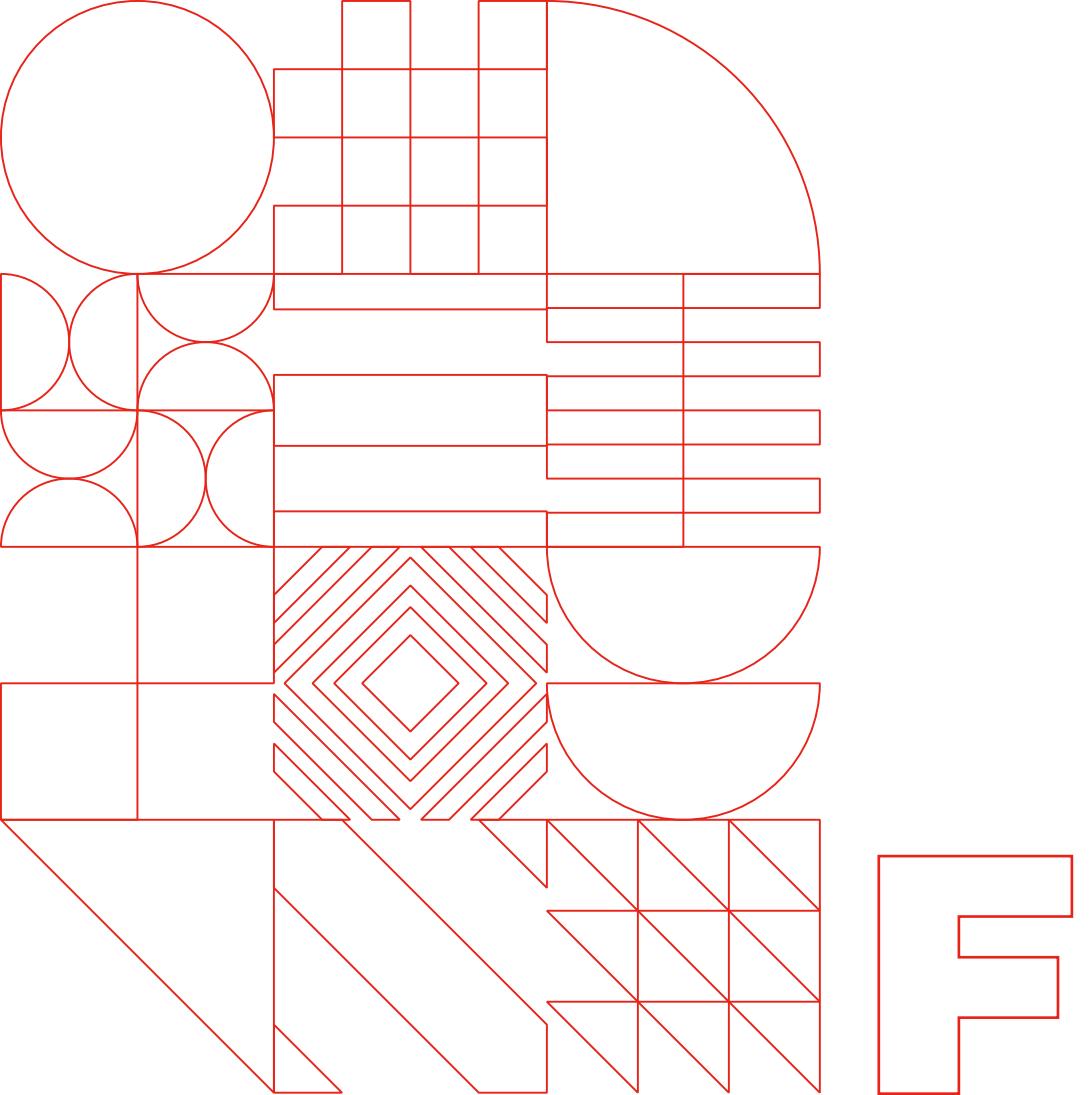
BAŞSAĞLIĞI

Değerli çalışma arkadaşımız,
Dolor Sit Amet'in annesi / babası

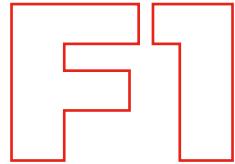
LOREM IPSUM'un
vefatını üzüntüyle öğrenmiş
bulunmaktayız.

Merhumeye / Merhuma Allah'tan rahmet,
kederli ailesine ve tüm yakınlarına
başsağlığı dileriz.

KOCAER
ÇELİK



H.R. Information Staff



Birthday Mail

Sayın Lorem İPSUM;

Kocaer ailesinin bir parçası olduğunuz için
teşekkür ederiz. **Doğum gününüz kutlu olsun;
sağlıklı, mutlu ve başarılarla dolu bir yıl sizin olsun.**

 KOCAYER
ÇELİK



Assignment Statement / Mail

Sayın Lorem İPSUM;

Kocaer ailesinin bir parçası olduğunuz için
teşekkür ederiz. **Yeni görevinizin hayırlı olmasını
diler, başarılar temenni ederiz.**

The logo features three vertical red bars of increasing height followed by the word 'KOCAER' in a bold, black, sans-serif font. Below 'KOCAER' is the word 'ÇELİK' in a smaller, black, sans-serif font.





Birth Mail

Sayın Lorem İPSUM;

Kocaer ailesinin bir parçası olduğunuz için
teşekkür ederiz. **Yeni doğan çocuğuz için sizleri
tebrik eder, mutlu, huzurlu ve sağlıklı bir gelecek dileriz.**



KOCAER
ÇELİK



Job Advert / Job Posting (Blue Collar)

Attiği her adımda ve yaptığı her işte
her zaman ülke ekonomisine ve
çalışanlarına artı değer katmayı
temel hedef edinen Kocaer Çelik,

**Demir, çelik ve döküm
sektöründe tecrübeli,**

- Kaynakçı
- Dökümcü
- Forklift Sürücü

aranmaktadır.

Aktif sürücü ehliyeti olan, askerliğini
tamamlamış adaylar, CV'lerini
ik@kocaersteel.com adresine gönderebilir.

KOCAER
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