

CORPORATE IDENTITY MANUAL

**YERYUZU
DOKTORLARI**



Corporate Identity Manual



This manual is prepared in January 2019 to be used as a guide in every advertising and communication work. It is a must to follow the measurements given in this manual on the matter of colors and sizes of the logo. The association should be contacted in case of the new projects not mentioned in this manual.

Logotype

YERYUZU
DOKTORLARI

Logotype Sizes

x= 1 Unit



The logo of Yeryüzü Doktorları is an inseparable whole. Typography cannot be used apart from red band and its proportions should be conserved. The size of X equals to the height of U letter when X is considered as an unit.

Logotype Sizes



The logo of Yeryüzü Doktorları should be used with protective space around it, which is in the size of $x/2$.

Logo
Color
Values

**YERYÜZÜ
DOKTORLARI**

185 C

Cool Gray 10 C

100M 100Y

C61 M52 Y48 K20

The logo of Yeryüzü Doktorları consists of 2 colors. CMYK and Pantone color scales of red and anthracite colors are stated above.

Logo Versions

**YERYÜZÜ
DOKTORLARI**

**YERYÜZÜ
DOKTORLARI**
DOCTORS WORLDWIDE TURKEY

**YERYÜZÜ
DOKTORLARI**
أطباء حول العالم تركيا

Yeryüzü Doktorları conducts many operations in different regions of the world. In communication works of these operations, English or Arabic versions of the logo should be used.

Feminine

Design of the Logo

YERYÜZÜ
DOKTORLARI

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DOCTORS WORLDWIDE TURKEY

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Feminine

Design of the Logo

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Font Family

Proxima Nova Light

Proxima Nova Light Italic

Proxima Nova Regular

Proxima Nova Regular Italic

Proxima Nova Regular

Proxima Nova Regular Italic

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova ExtraBold

Proxima Nova Black

The determined font family for communication works of Yeryüzü Doktorları is Proxima Nova.

Prohibited Uses of the Logo



The logo of Yeryüzü Doktorları cannot be used by changing its proportions, colors or removing its protective space.

GençYYD Logo Versions



The logo of Genç Yeryüzü Doktorları is an inseparable whole. The icon of "Genç" cannot be used apart from the icon of Yeryüzü Doktorları and its proportions should be conserved.

GençYYD Logo Color Values



185 C

Cool Gray 10 C

100M 100Y

C61 M52 Y48 K20

The logo of Genç Yeryüzü Doktorları consists of 2 colors. CMYK and Pantone color scales of red and anthracite colors are stated above.