





HAYAT

**CORPORATE
IDENTITY
GUIDE**

V I S I O N

BENEFITS FOR GENERATIONS TO COME



M I S S I O N

**TO SEIZE ALL OPPORTUNITIES
THAT MAY LIE BEYOND THE
HORIZON IN FULL COOPERATION
WITH OUR FELLOW TRAVELERS
AND THROUGH FULL
DETERMINATION, COURAGE
AND OPEN-MINDEDNESS,
AND TO TRANSLATE THESE
OPPORTUNITIES INTO CONCRETE
OUTCOMES FOR EVERYONE.**



V A L U E S

Entrepreneurship



Determination and Courage



Loyalty



Open-Mindedness



**Respect for people
and environment**



Fairness and integrity

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HAYAT

CORPORATE IDENTITY GUIDE

Emblem



Logotype

HAYAT

Logo



HAYAT

EMBLEM

It is the symbol on the Hayat logo specially designed for the Hayat brand.



HAYAT

STORY OF THE EMBLEM

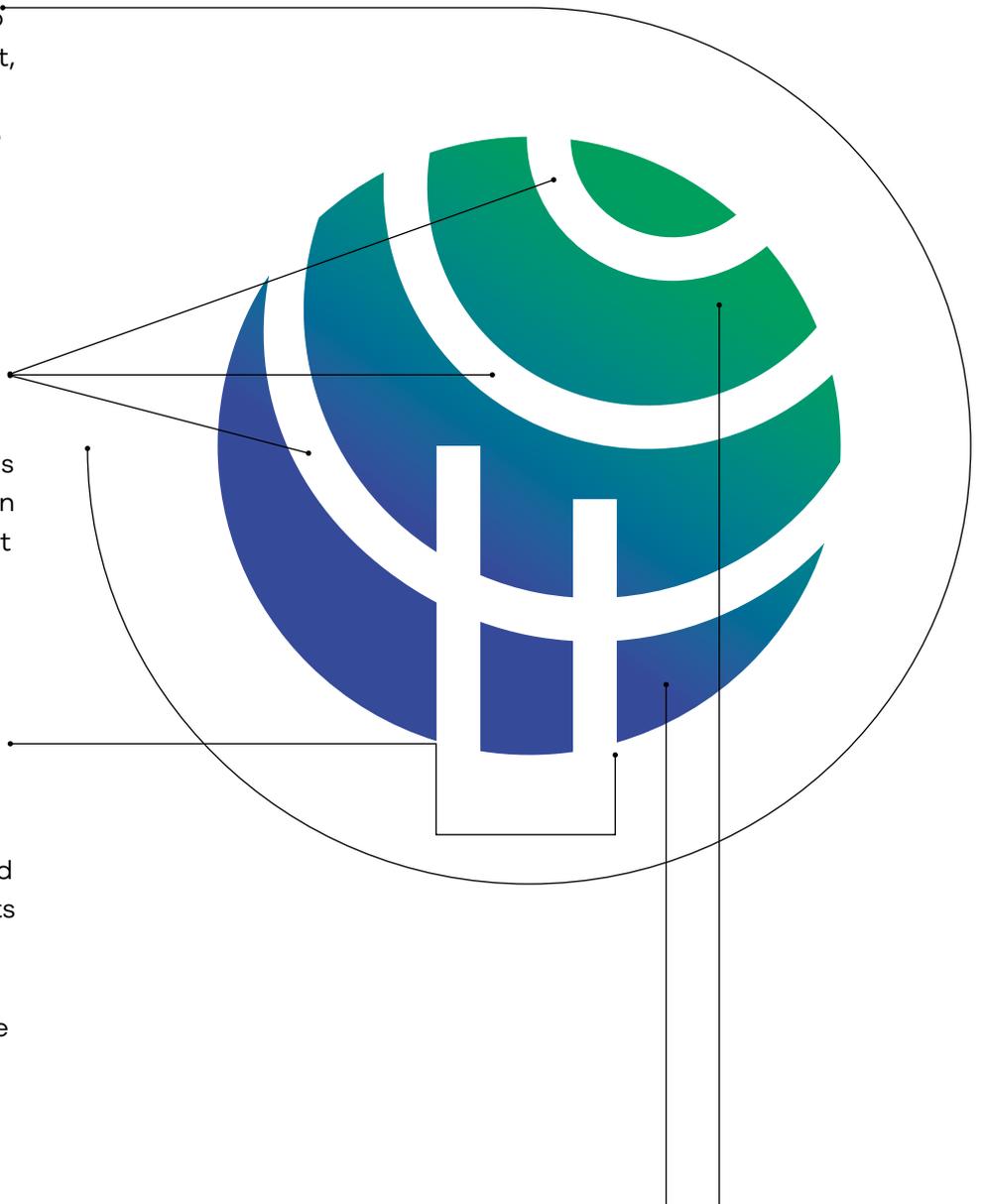
The origin story of the emblem can be found below.

Since the day we opened up to the world, we've brought Hayat, life, into millions of homes worldwide. That's why our logo is in the shape of the earth.

Inspired by the change and progress at the core of life, we continuously improve ourselves and go onward. This motivation inspired our logo elements that give a sense of upward and forward movement.

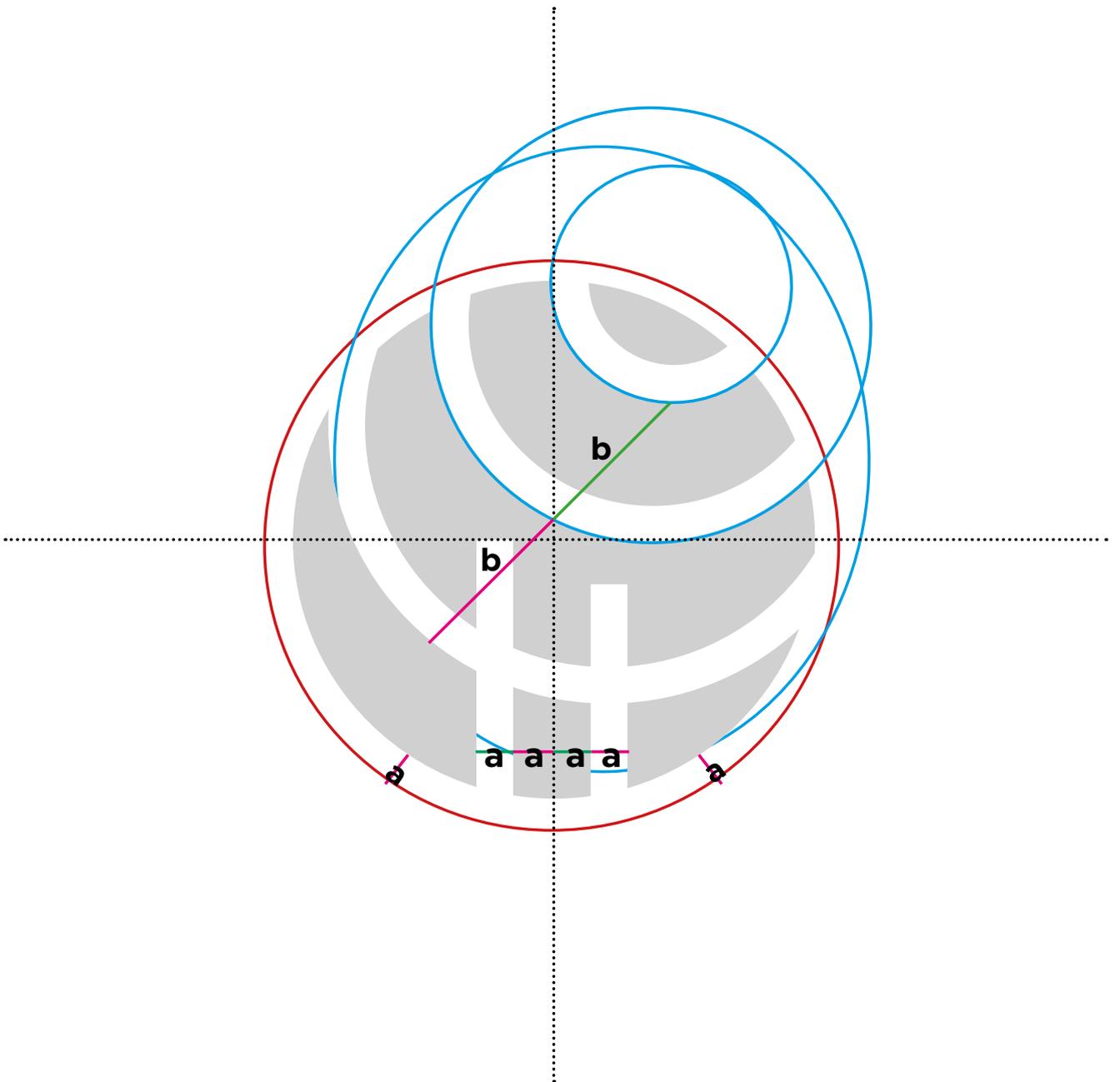
Believing that everyone has the right to access quality products, we bring the Hayat quality anywhere we go around the world. We bridge continents with our business, quality, and brands. With the letter H designed to act as a bridge, we encapsulate Hayat Holding's connectivity vision.

We work consciously about our impact on people's lives and living spaces. We channel our dream to provide products that benefit generations with the green and blue color found in nature. Inspired by nature and life, we presented Hayat to the world in every aspect of our logo from its shape to color...



EMBLEM / TECHNICAL DESCRIPTION

The emblem has been designed according to the dimensions stated below. In practice, these scales should be taken into account.



**HAYAT LOGO /
HORIZONTAL**

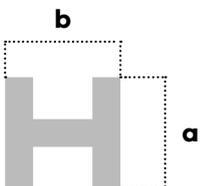
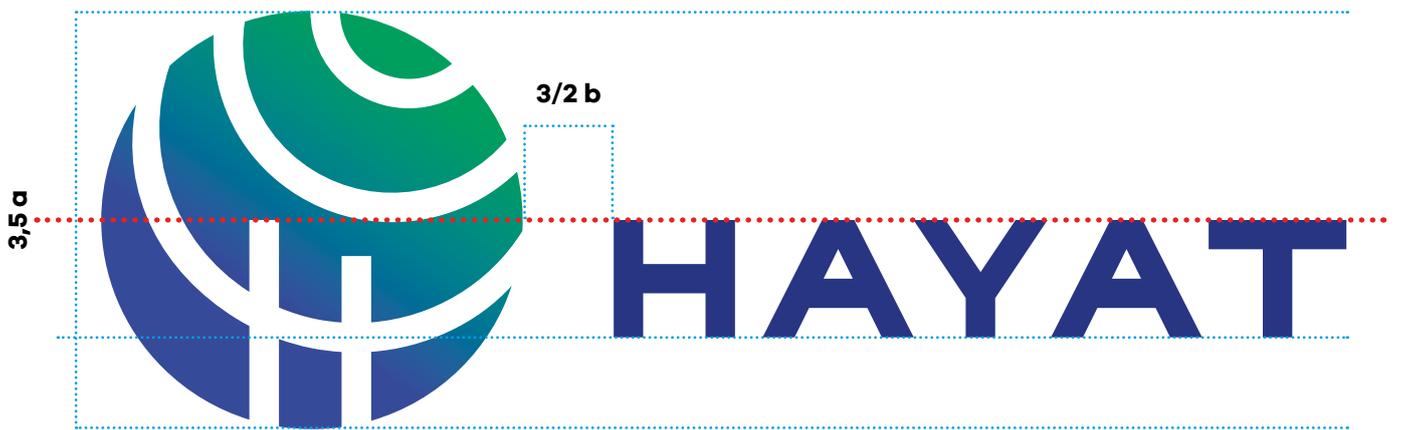
The primary version of the Hayat logo has the emblem and logotype side by side, as presented below. A version is also available in which the two logos are stacked on top of each other. However, this version should only be used in cases where there is limited space.



HAYAT

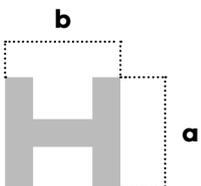
HAYAT LOGO / HORIZONTAL USE RATIOS

The logo is designed according to the following scales. In practice, these scales should be taken into account. Hayat Holding logotype is aligned under the axle (red dotted line), passing right through the middle of the Hayat emblem.



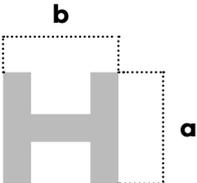
HAYAT LOGO / HORIZONTAL USE SAFETY AREA

When combining the logo with different elements, the following ratios should be used when calculating the amount of space to preserve around the logo.



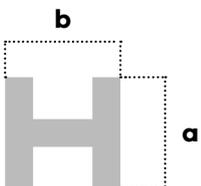
**HAYAT LOGO /
VERTICAL**

The secondary version of the Hayat logo is the following version, where the emblem and logotype are stacked together, as seen below. This version should only be used in cases where there is limited space.



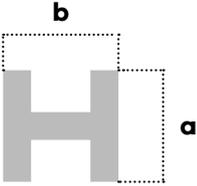
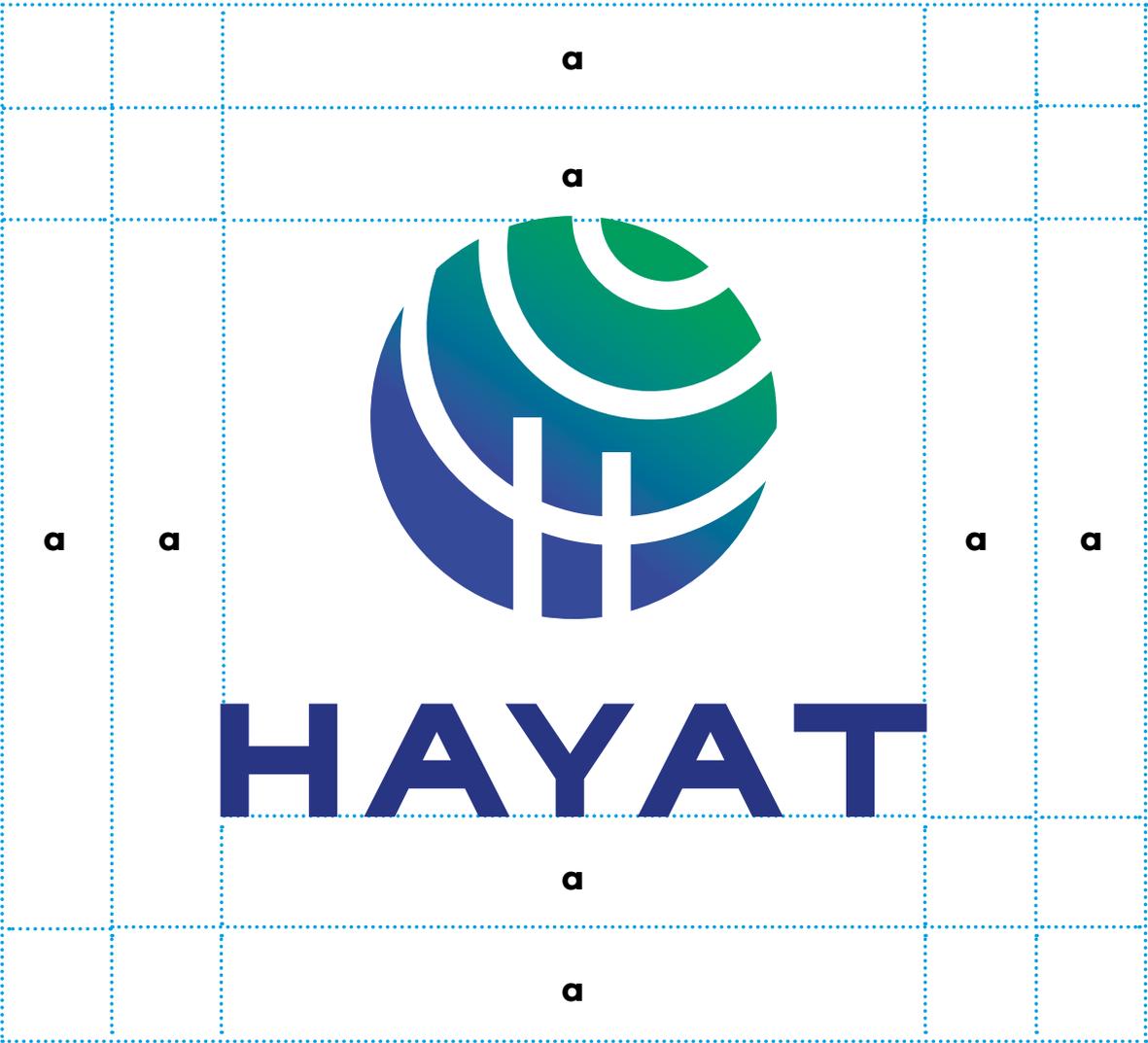
HAYAT LOGO / VERTICAL USE RATIOS

The logo is designed according to the following scales. In practice, these scales should be taken into account.



**HAYAT LOGO /
VERTICAL USE
SAFETY AREA**

When combining the logo with different elements, the following ratios should be used when calculating the amount of space to preserve around the logo.





The following codes should be referenced when using color. The gradient can be copied from any digital document. It cannot be given a numerical equivalent.

CMYK:
C: 100, M: 90, Y: 10, K: 0

RGB:
R: 6, G: 3, B: 141

Pantone:
2738 C / 2738 U

RAL:
5002 Ultramarinblau

HEX / HTML:
06038D

CMYK
C: 90 M: 0 Y: 80 K: 0

RGB
R: 0 G: 177 B: 64

Pantone:
345 C / 354 U

RAL:
6037 Reingrün

HEX / HTML:
00B140



The vector document of all material on this page can be accessed by scanning this QR code

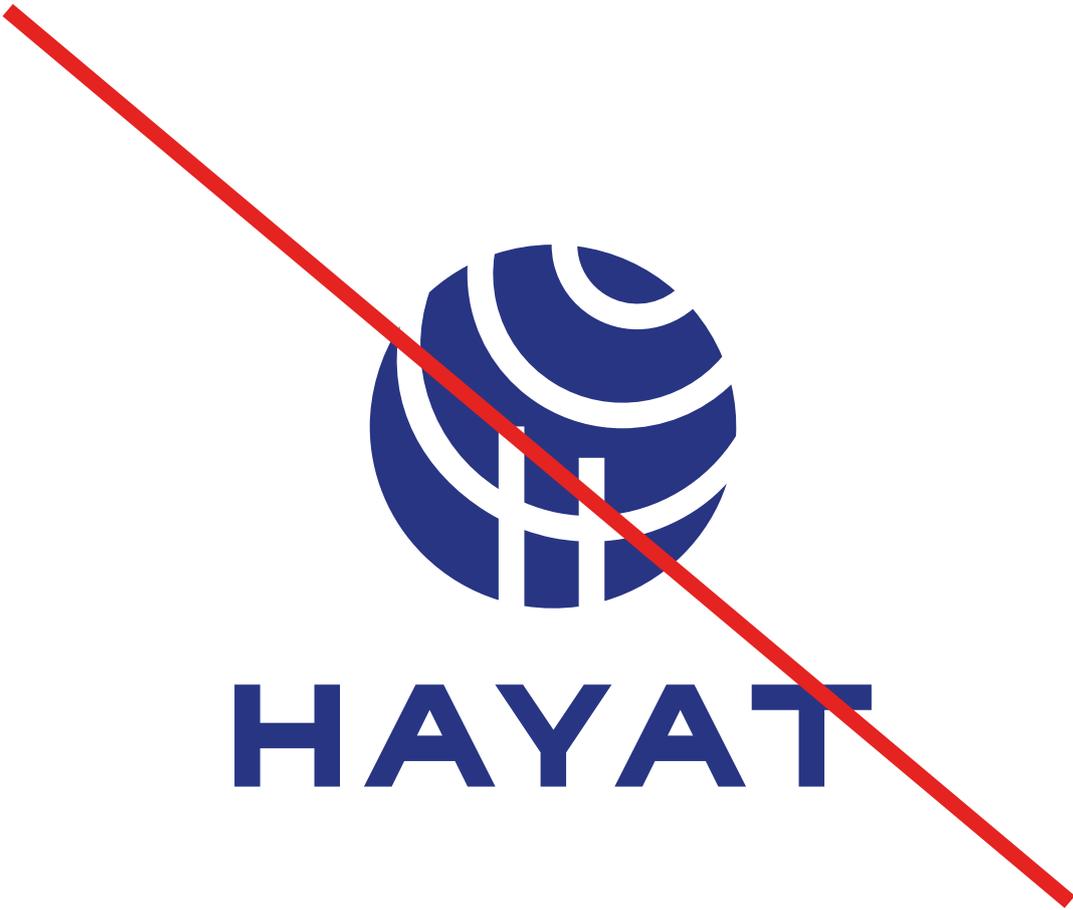
**HAYAT LOGO /
SOLID COLOR
HORIZONTAL USE**

For solid color uses, the logo can only be applied in "Hayat Holding Blue." This solid color version shouldn't be used except for when printing limitations require a single color version. It should not be used except under mandatory situations



**HAYAT LOGO /
SOLID COLOR
VERTICAL USE**

In cases where the logo will be used in a solid color, "Hayat Holding Blue" should be preferred. The logo shouldn't be used in the solid color version except for when needed due to single color printing requirements



HAYAT LOGO / ELLIPSE FORMAT

The ellipse format of the Hayat logo should be used on all colored backgrounds except white.



**HAYAT LOGO /
HORIZONTAL,
BLACK USE**

The logo's black application should only be used in limited cases where only black and white printing is applicable



**HAYAT LOGO /
VERTICAL,
BLACK USE**

The logo's black application should only be used in limited cases where only black and white printing is applicable.



HAYAT

**HAYAT LOGO /
SOLID COLOR
BLACK CODES**

The following color codes should be referenced in solid black color applications of the logo.



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

RGB:
R: 29 G: 29 B: 27

Pantone:
Black C

HAYAT LOGO / MINIMUM SIZE

The minimum dimensions of the horizontal and vertical versions of the logo are as stated below.



**HAYAT LOGO /
USE OVER
SOLID COLOR
BACKGROUND**

The Hayat logo should only be used on a solid white background. For all other background colors, the elliptical version of the Hayat logo should be used. Application examples can be found below.



HAYAT LOGO / EXAMPLES OF USAGE ON DIFFERENT BACKGROUND

When used on different backgrounds, the Hayat logo should be used, as in the examples below. The Hayat logo should only be applied on a white background with the original gradient values of the emblem. On other photographs and colored backgrounds, the ellipse format of the logo should be used.



On white backgrounds, the Hayat logo should be used in its original colors.



The logo's ellipse format should be used in photographs where the logo's visibility is not lost.



The logo's ellipse format should be used in photographs where the logo's visibility is not lost.



On black and white images, the ellipse format of the logo should be used.



On black backgrounds, the Hayat logo should be used in its original colors.



On backgrounds with gray values between 50% - 70%, the ellipse format of the logo should be used.

HAYAT LOGO / EXAMPLES OF MISUSE

Misuse examples of the Hayat Holding logo over various backgrounds can be seen below.



The logo's ellipse format should be used in photographs where the logo's visibility is not lost.



The logo's ellipse format should be used in photographs where the logo's visibility is not lost.



The emblem in no way can be used without the white space in its background



On black and white images, the ellipse format of the logo should be used.



The logo's ellipse format should be used in photographs where the logo's visibility is not lost.



The logo cannot be stretched for any purpose, such as fitting into the area, etc.



The angle of the logo cannot be changed.



The ellipse version of the logo cannot be used on a white background, and the emblem should remain in the original gradient values; the logotype should be applied in "Life Blue."



The logo proportions must be preserved.

The details shown in the yellow ring indicate the points where visibility and legibility are lost.

HAYAT LOGO / EXAMPLES OF MISUSE

Misuse examples of the Hayat Holding logo over various backgrounds can be seen below.



The logo can't be used in different colors, whether it's on the photo or not.



The entire logo cannot be used as a gradient.



Logo can not be used in its colors over gradient backgrounds.



The logo can not be used with any overlay to increase readability on the photo applications.



Any shadow effect on the bottom of the logo is not allowed.



The emblem in no way is to be used in solid colors except for black and white applications.



The logo can only be used in a solid color on white backgrounds.



Shades of 'Hayat Holding Blue' or 'Hayat Holding Green' can not be used as the background color either.



Shades of 'Hayat Holding Blue' or 'Hayat Holding Green' can not be used as the background color either

The details shown in the yellow ring indicate the points where visibility and legibility are lost.

HAYAT LOGO / EXAMPLES OF MISUSE

Misuse examples of the Hayat Holding logo over various backgrounds can be seen below



The direction of the logotype cannot be changed.



The emblem can not be contoured.



The colored emblem cannot be used over a "Hayat Holding Blue" colored background.



Application is not available for use other than the placements specified in the manual.



The logo can't be used transparently.



Transparent application of the logo on photos is not allowed.



The logotype can not be a color other than "Hayat Holding Blue."



The logo cannot be used in an outlined stylet.



Emblem and logotype ratios cannot be changed.

The details shown in the yellow ring indicate the points where visibility and legibility are lost.

Galano Grotesque - Bold

abcçdefgğhijklmnoöprsştuüvyz

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ

0123456789 .,:"'?'%&()

Galano Grotesque - SemiBold

abcçdefgğhijklmnoöprsştuüvyz

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ

0123456789 .,:"'?'%&()

Galano Grotesque - Medium

abcçdefgğhijklmnoöprsştuüvyz

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ

0123456789 .,:"'?'%&()

Arial - Bold

abcçdefgğhijklmnoöprsştuüvyz

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ

0123456789 .,:”?’%&()

Arial - Regular

abcçdefgğhijklmnoöprsştuüvyz

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ

0123456789 .,:”?’%&()

HAYAT / BUSINESS CARD

Size: 85 mm x 55 mm
Paper: 350g, Matte Glossy
Typeface: Galano Grotesque

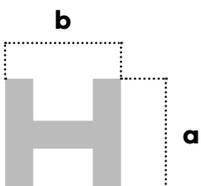
36



front



back



HAYAT SUBSIDIARIES / BUSINESS CARD

The subsidiaries's company name, address, and phone should be presented on subsidiaries business cards.

Size: 85 mm x 55 mm

Paper: 350g, Matte Glossy

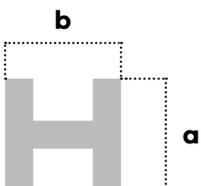
Typeface: Galano Grotesque



front



back



LETTERHEAD V1

Size: 210 mm x 297 mm

Paper: 80 gr 1. quality

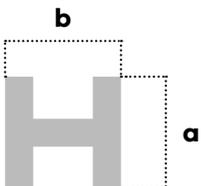
Font: Galano Grotesque Bold, Semibold, Medium 7 pt.

Arial should be used as a secondary typeface in 8 pt. and in Regular style.

38

The diagram illustrates the letterhead layout on a page. A large rectangular frame represents the page. At the top left, there is a logo consisting of a stylized globe with green and blue segments, followed by the word "HAYAT" in blue capital letters. The logo is positioned between two horizontal dashed lines. The top line is labeled "2b" and the bottom line is labeled "3b". At the bottom of the page, there is a block of text: "Hayat Kimya Sanayi A.Ş.
Mahir İz Caddesi, No: 25, 34662 Altunizade, Üsküdar, İstanbul
T. +90 216 554 40 00 W www.hayat.com". This text is positioned between two horizontal dashed lines, with the bottom line labeled "4b". A vertical dashed line is also present on the left side of the page.

The back can be used in white.

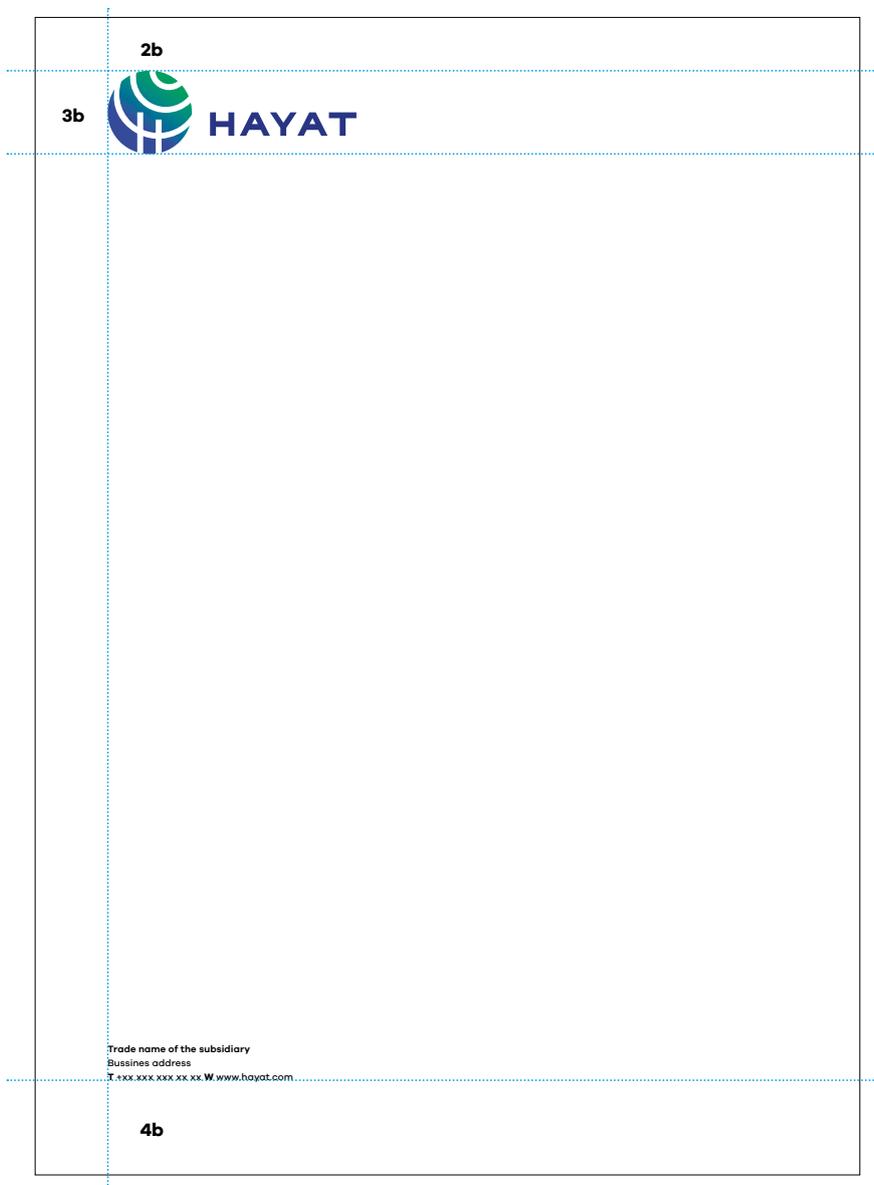


HAYAT SUBSIDIARIES / LETTERHEAD

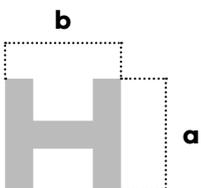
Size: 210 mm x 297 mm

Paper: 80 gr 1. quality

Font: Galano Grotesque Bold, Semibold, Medium 7 pt. Arial should be used as a secondary typeface in 8 pt. and in Regular style. The information contained in the subsidiaries documents is different from Hayat.



The back can be used in white.



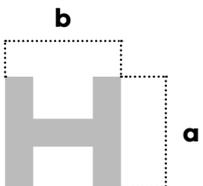
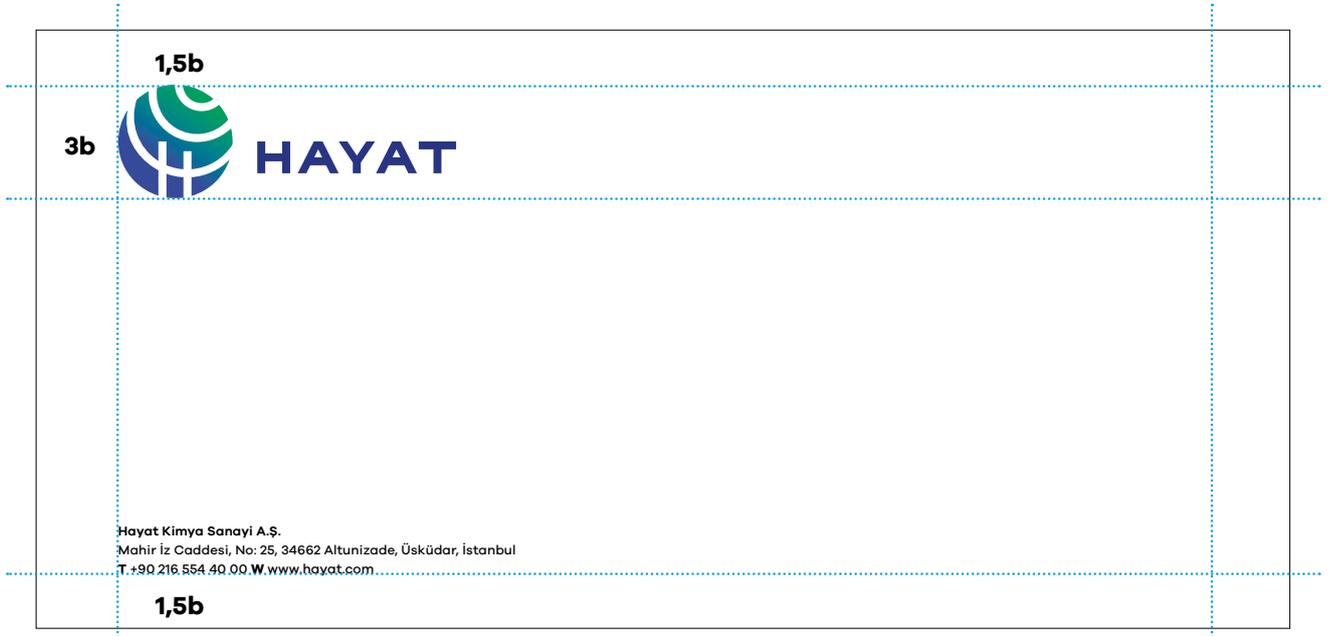
DIPLOMAT ENVELOPE

Size: 230 mm x 110 mm

Paper: 110 gr 1. quality

Font: Galano Grotesque Bold, Semibold, Medium 7 pt

40

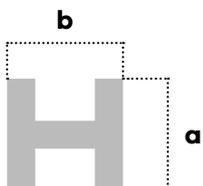
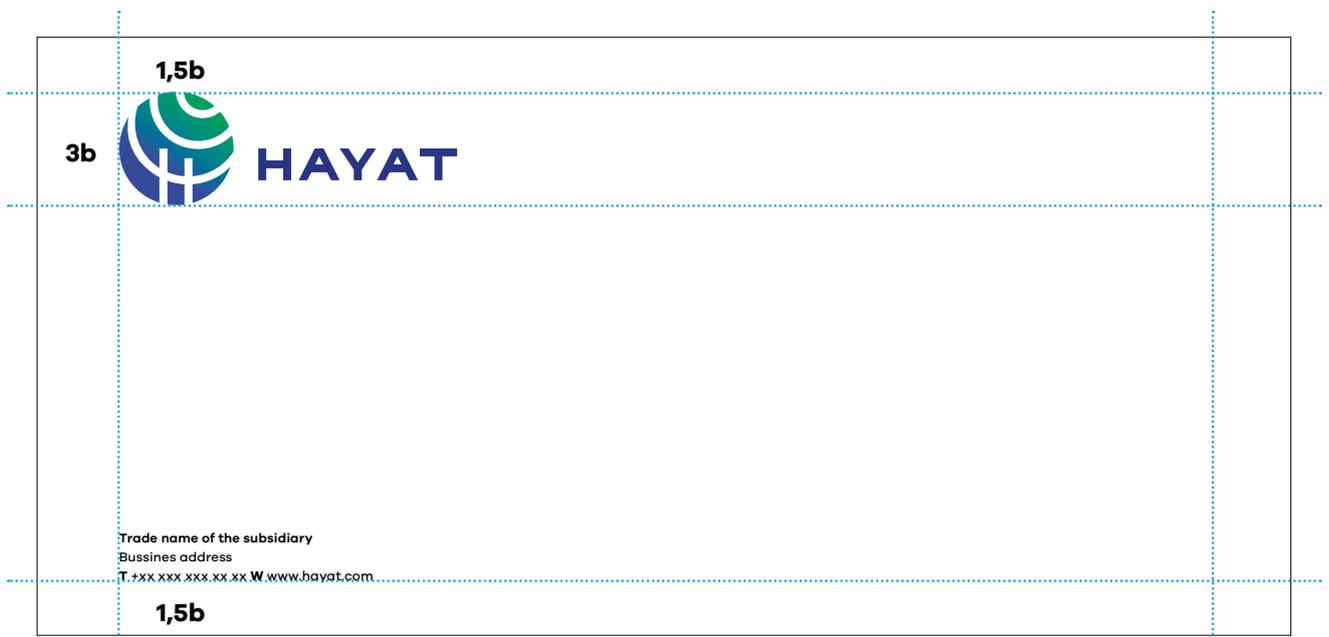


**HAYAT SUBSIDIARIES /
DIPLOMAT
ENVELOPE**

Size: 230 mm x 110 mm

Paper: 110 gr 1. quality

Font: Galano Grotesque Bold, Semibold, Medium 7 pt

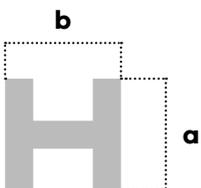


A4 ENVELOPE

Size: 225 mm x 300 mm

Paper: 110 gr, 1. quality

Font: Galano Grotesque Bold, Semibold, Medium 10.5 pt.

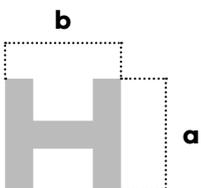


HAYAT SUBSIDIARIES / A4 ENVELOPE

Size: 225 mm x 300 mm

Paper: 110 gr, 1. quality

Font: Galano Grotesque Bold, Semibold, Medium 10.5 pt.

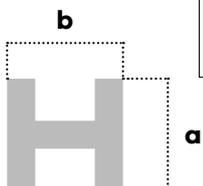
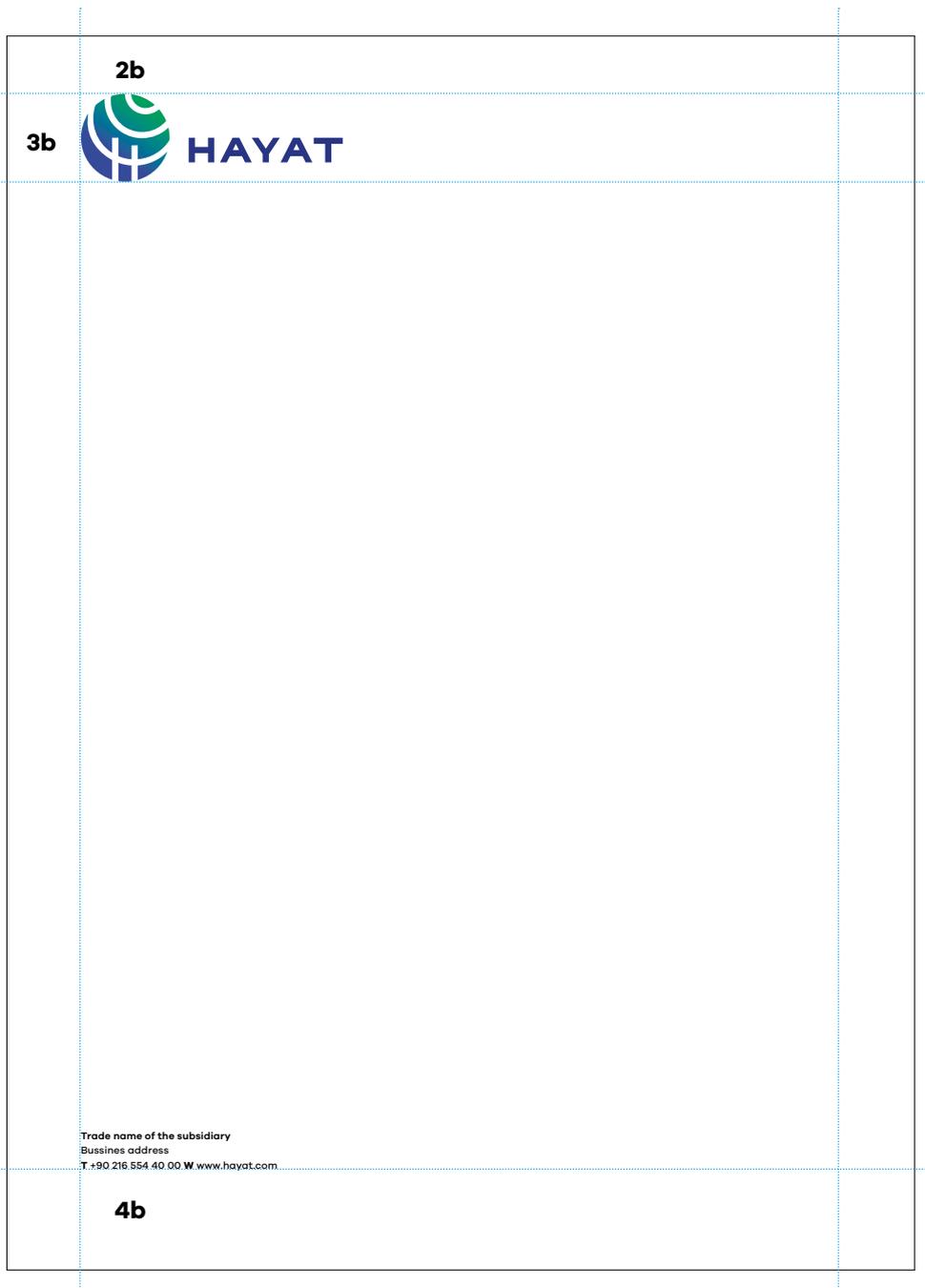


A3 ENVELOPE

Size: 330 mm x 450 mm

Paper: 110 g 1. quality

Font: Galano Grotesque Bold, Semibold, Medium 10.5 pt.



**HAYAT
SUBSIDIARIES /
A3 ENVELOPE**

Size: 330 mm x 450 mm

Paper: 110 g 1. quality

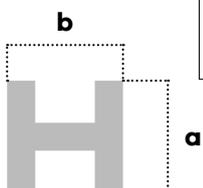
Font: Galano Grotesque Bold, Semibold, Medium 10.5 pt.

2b

3b  **HAYAT**

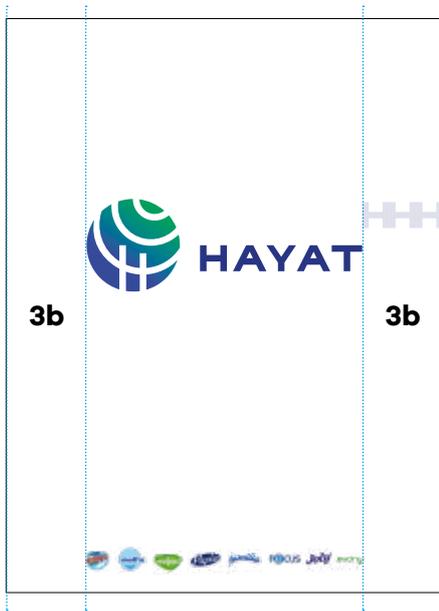
Trade name of the subsidiary
Business address
T: +xx xxx xxx xx xx W www.hayat.com

4b



POCKET FOLDER 1

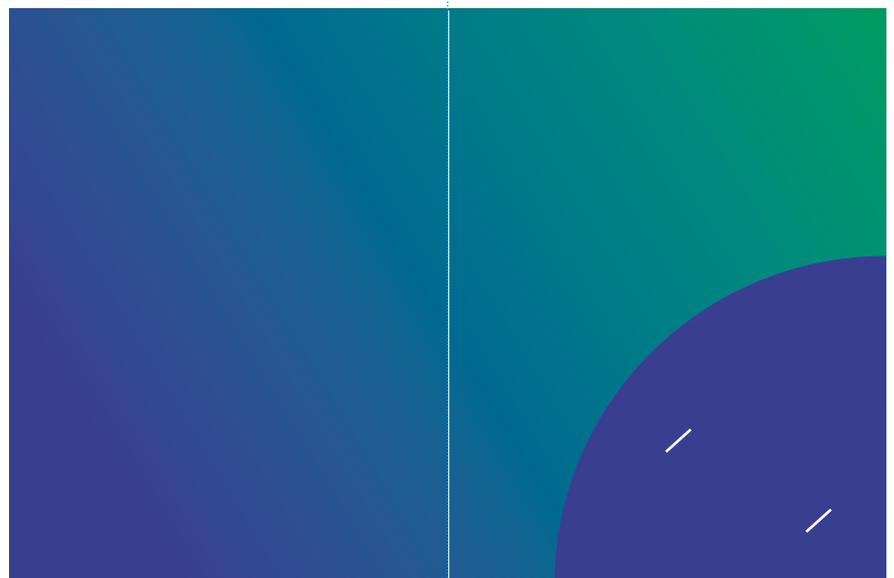
Size: 220 mm x 310 mm
Paper: 300g, 1. Quality



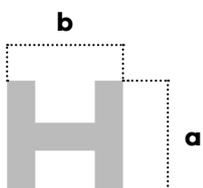
front



back

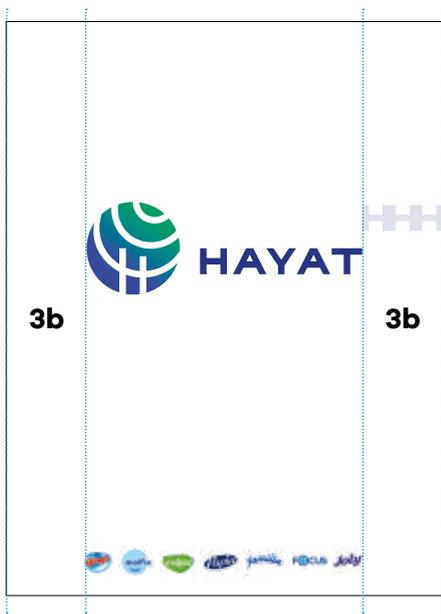


interior

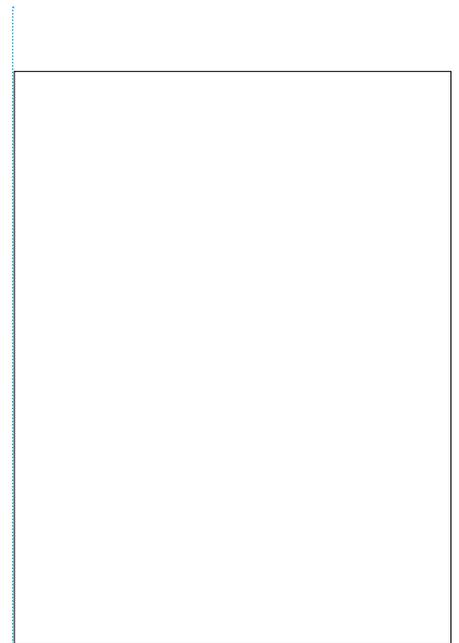


POCKET FOLDER 2

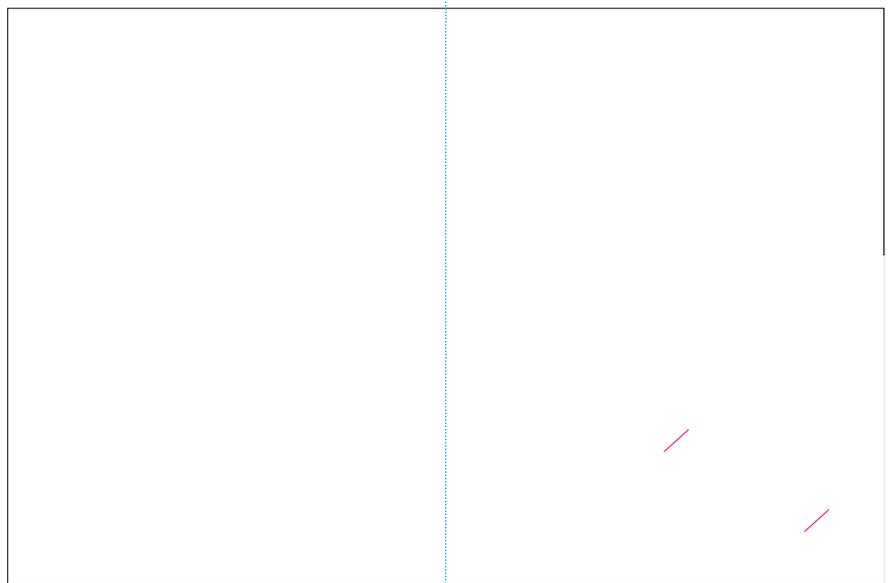
Size: 220 mm x 310 mm
Paper: 300g, 1. Quality



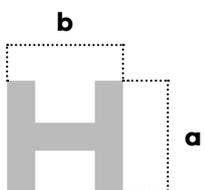
front



back



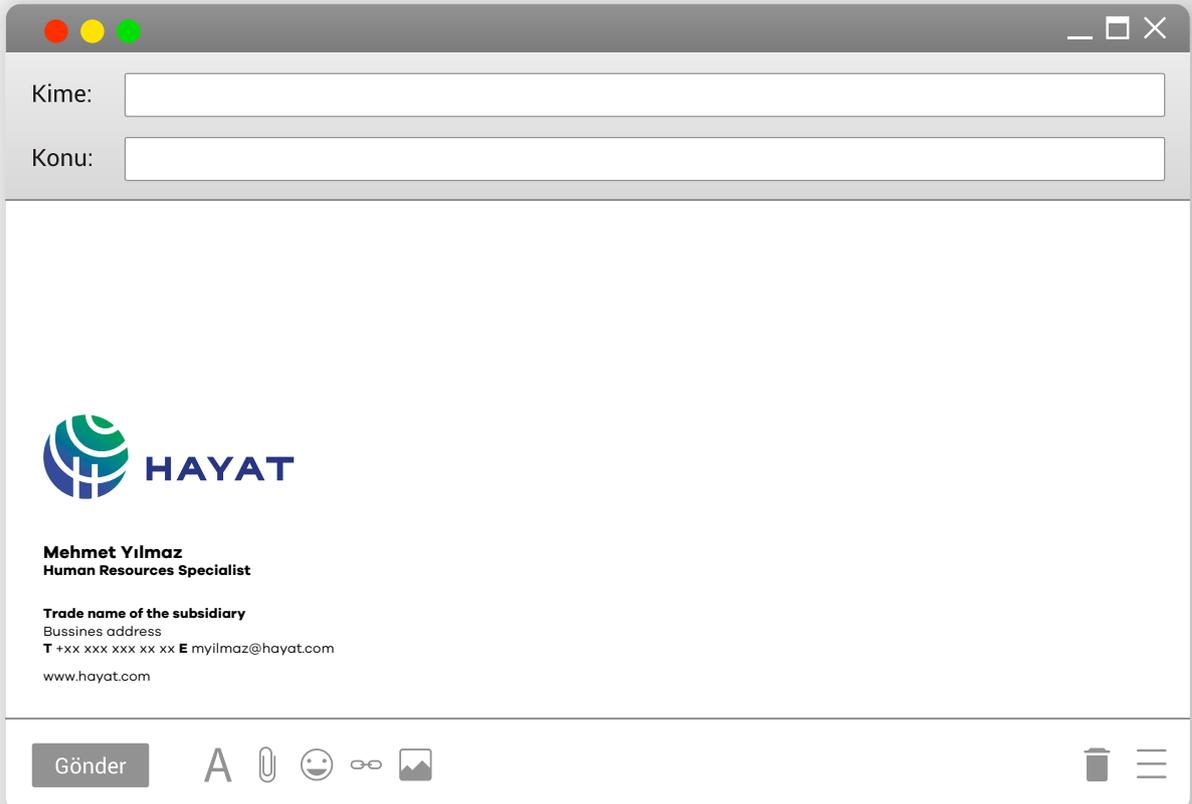
interior





11 pt ———— [**Mehmet Yılmaz**
9 pt ———— [**Human Resources Specialist**
9 pt

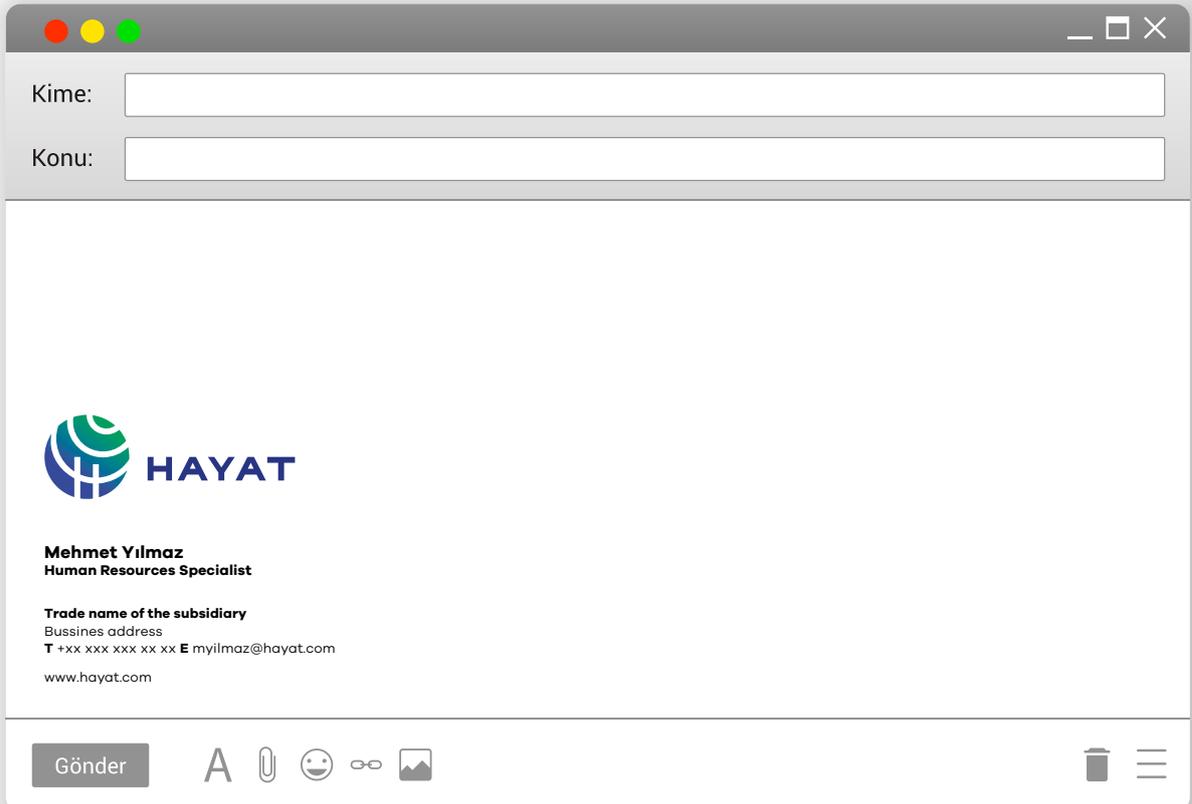
8,5 pt ———— [**Trade name of the subsidiary**
Bussines address
T +90 216 554 40 00 **E** myilmaz@hayat.com
www.hayat.com





11 pt ————— **Mehmet Yılmaz**
9 pt ————— **Human Resources Specialist**

8,5 pt ————— **Trade name of the subsidiary**
Bussines address
T +xx xxx xxx xx xx **E** myilmaz@hayat.com
www.hayat.com





HAYAT

PRESENTATION TITLE, LOREM IPSUM AN DOLOR SIT, SELIDPUT



PRESENTATION TITLE, LOREM IPSUM AN DOLOR SIT, SELIDPUT

- 1 PRESENTATION TITLE, LOREM IPSUM AN DOLOR SIT, SELIDPUT
- 2 LOREM IPSUM AN DOLOR SIT, SELIDPUT NULLA SIT AMET.
- 3 PRESENTATION TITLE, LOREM IPSUM AN DOLOR SIT, SELIDPUT
- 4 LOREM IPSUM AN DOLOR SIT, SELIDPUT NULLA SIT AMET.



PRESENTATION TITLE, LOREM IPSUM AN DOLOR SIT, SELIDPUT

1 SEPERATOR, LOREM IPSUM AN DOLOR SIT, SELIDPUT.



PRESENTATION TITLE, LOREM IPSUM AN DOLOR SIT, SELIDPUT

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR

Adipiscing elit, Nam eget accumsan enim. Nulla vestibulum enim nibh, eu consequat velit. Sed ut elit. Aliquam velit du, perfermentum placerat porta quis, tempus vel est. Proin imperdiet ligula ut amet suscipit congue. Integer et felis nulla, a tristique nulla. Quisque tristique enim nulla, nec maximus lorem facilisis ut. Praesent congue enim ut nisi.

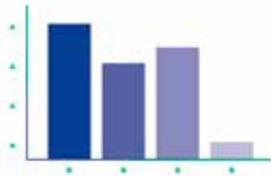


Fusce suscipit libero in mauris rhoncus, et rhoncus nulla perfermentum. Aliquam sagitta porta magna eu etiam. Mauris nulla, nec in felibus viverra, diam dolor hendrerit ipsum, ut leo. Sed ut elit.

Morbi tempus, lectus eu interdum aliquam, donec leo pellentesque porta, a pulvinar diam sagitta ut lacus. Quisque imperdiet enim nunc, nec maximus lorem facilisis ut. Praesent congue enim ut nisi. Sed in felibus viverra.

PRESENTATION TITLE, LOREM IPSUM AN DOLOR SIT, SELIDPUT

ADIPISCING ELIT, NAM EBET PRETIUM ELIT, NAM EBET PRETIUM ADIPISCING ELIT, NAM EBET



PRESENTATION TITLE, LOREM IPSUM AN DOLOR SIT, SELIDPUT

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR

Adipiscing elit, Nam eget accumsan enim. Nulla vestibulum enim nibh, eu consequat velit. Sed ut elit. Aliquam velit du, perfermentum placerat porta quis, tempus vel est. Proin imperdiet ligula ut amet suscipit congue. Integer et felis nulla, a tristique nulla. Quisque tristique enim nulla, nec maximus lorem facilisis ut. Praesent congue enim ut nisi.



Fusce suscipit libero in mauris rhoncus, et rhoncus nulla perfermentum. Aliquam sagitta porta magna eu etiam. Mauris nulla, nec in felibus viverra, diam dolor hendrerit ipsum, ut leo. Sed ut elit.

Morbi tempus, lectus eu interdum aliquam, donec leo pellentesque porta, a pulvinar diam sagitta ut lacus. Quisque imperdiet enim nunc, nec maximus lorem facilisis ut. Praesent congue enim ut nisi. Sed in felibus viverra.

PRESENTATION TITLE, LOREM IPSUM AN DOLOR SIT, SELIDPUT

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR	LOREM IPSUM DOLOR SIT AMET, CONSECTETUR	LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR	LOREM IPSUM DOLOR SIT AMET, CONSECTETUR	LOREM IPSUM DOLOR SIT AMET, CONSECTETUR

PRESENTATION TITLE, LOREM IPSUM AN DOLOR SIT, SELIDPUT

ADIPISCING ELIT, NAM EBET PRETIUM ELIT, NAM EBET PRETIUM ADIPISCING ELIT, NAM EBET



Adipiscing elit, Nam eget accumsan enim. Nulla vestibulum enim nibh, eu consequat velit. Sed ut elit. Aliquam velit du, perfermentum placerat porta quis, tempus vel est. Proin imperdiet ligula.



Adipiscing elit, Nam eget accumsan enim. Nulla vestibulum enim nibh, eu consequat velit. Sed ut elit. Aliquam velit du, perfermentum placerat porta quis, tempus vel est. Proin imperdiet ligula.



Adipiscing elit, Nam eget accumsan enim. Nulla vestibulum enim nibh, eu consequat velit. Sed ut elit. Aliquam velit du, perfermentum placerat porta quis, tempus vel est. Proin imperdiet ligula.



THANK YOU




LOGO USE IN PRESENTATIONS OF SUB-BRANDS

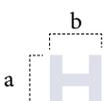
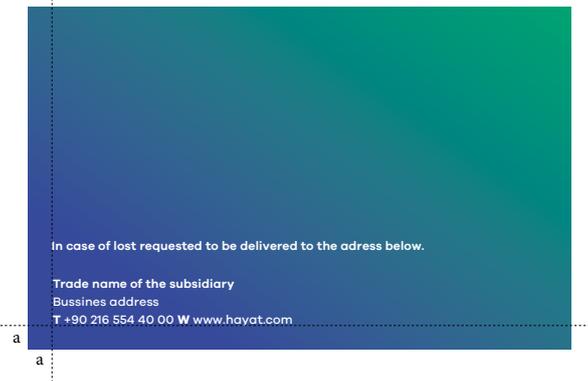
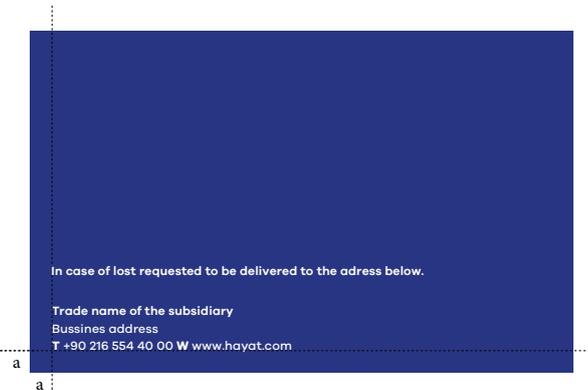
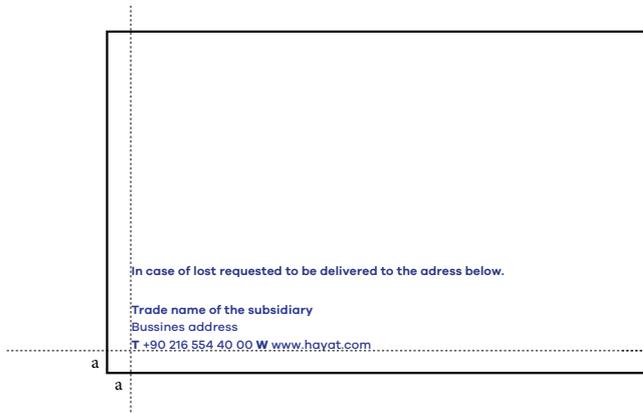
The logo should be separated from the bottom brand slides with a gradient colored strip at the top. Its position must always be fixed.







The following three alternatives of backside applications have been prepared to fit printing necessities.

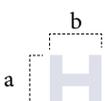
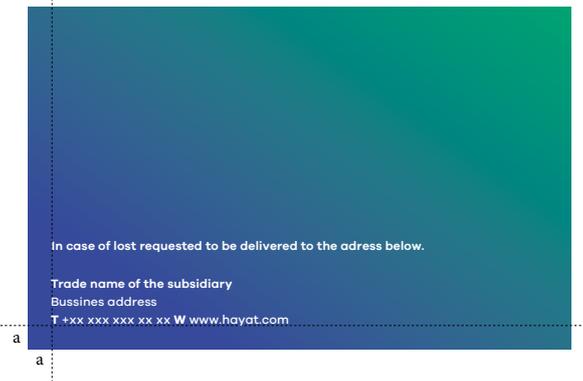
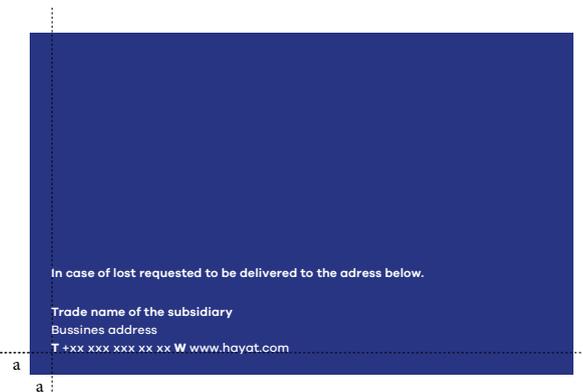
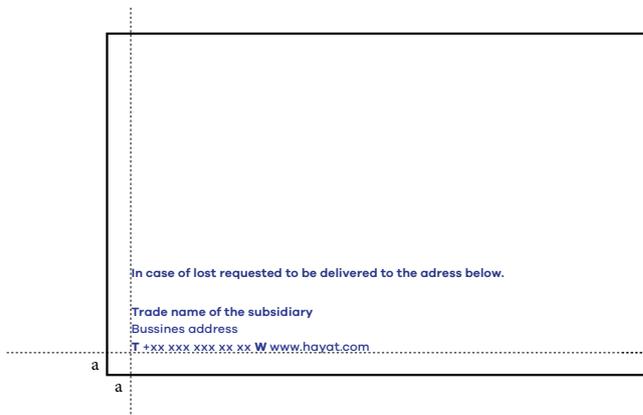


ID AND ENTRY CARD / SUBSIDIARIES

Front and back applications are illustrated below. The back side designs have alternates.



The following three alternatives of backside applications have been prepared to fit printing necessities.



**SPECIAL DAY
GREETING 1**

When photo use is needed, purchases are made and adapted from stock sites. (The text in the use case are solely representative.)



**Happy April 23rd, National
Sovereignty and Children's Day**



**SPECIAL DAY
GREETING 2**

When photo use is needed, purchases are made and adapted from stock sites. (The text in the use case are solely representative.)

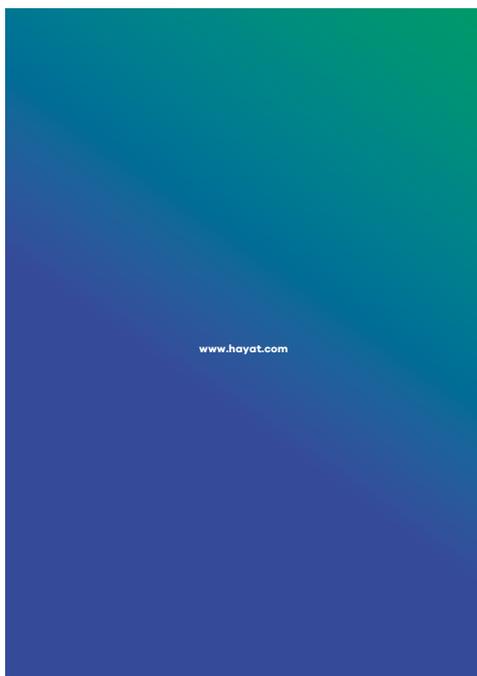
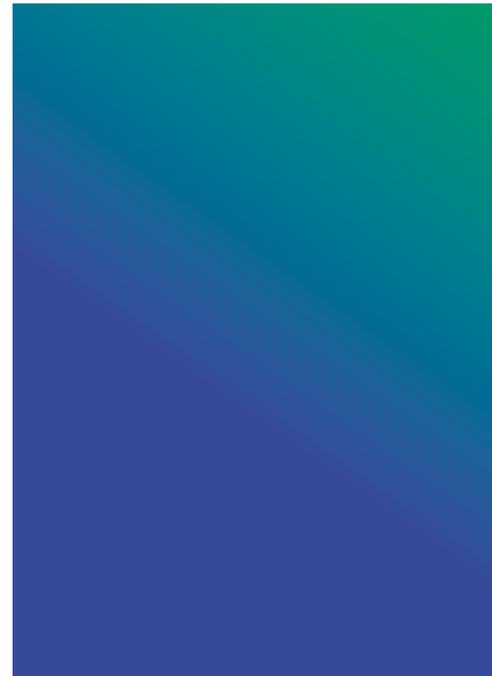


**Happy April 23rd, National
Sovereignty and Children's Day**

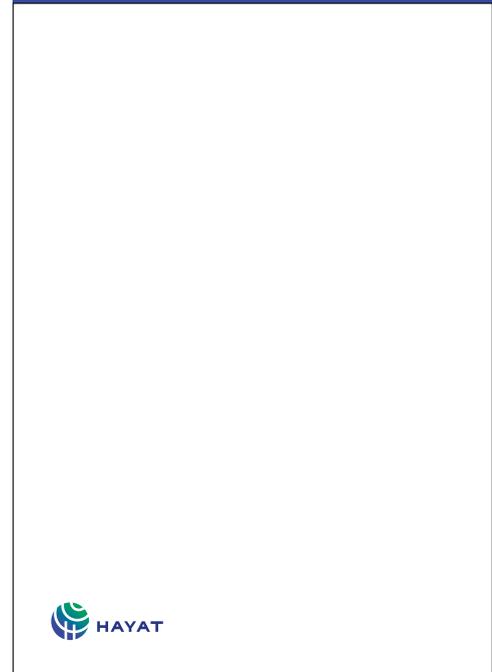




Cover



Back Cover



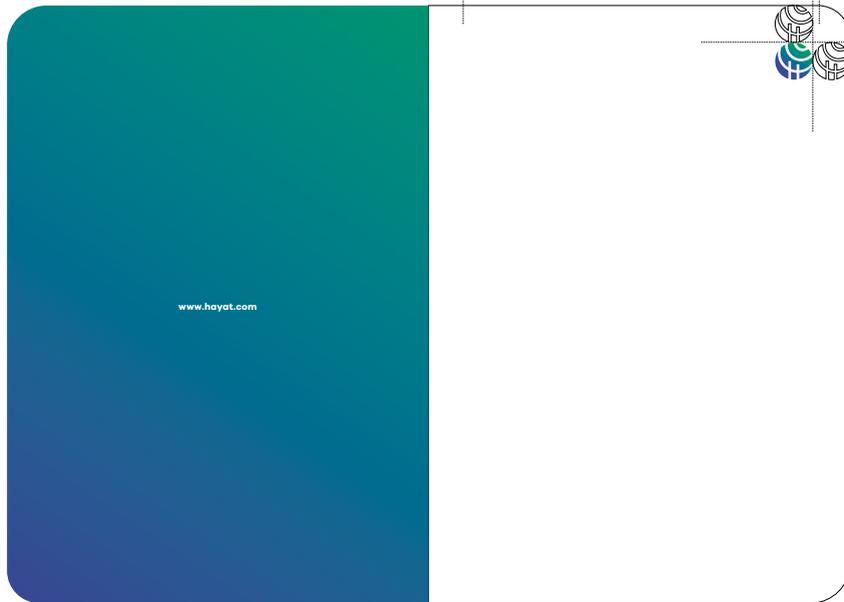
Page

PLANNER 1

Size: A5, Perfect Binding

Paper: May vary according to the stock
example of an inner cover page

front



example
of an inner
cover page

back

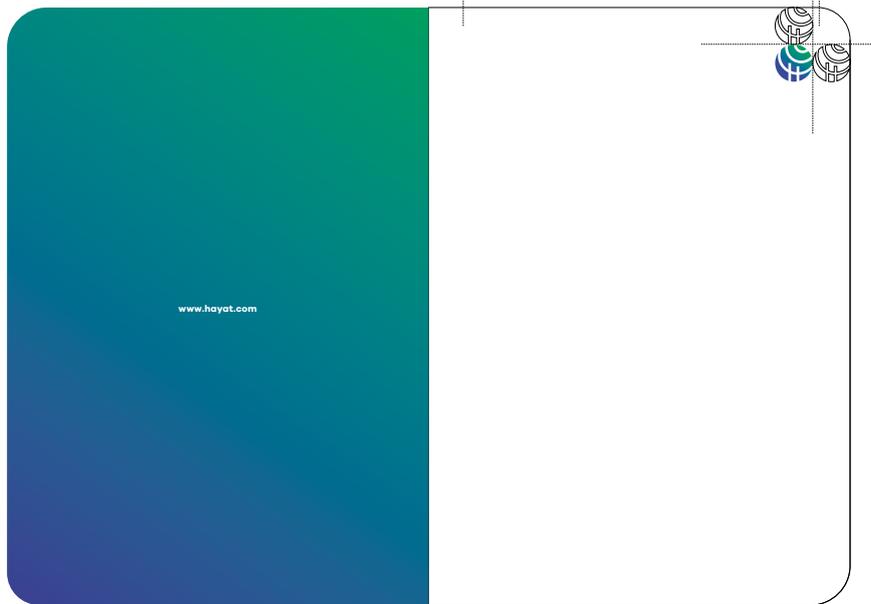
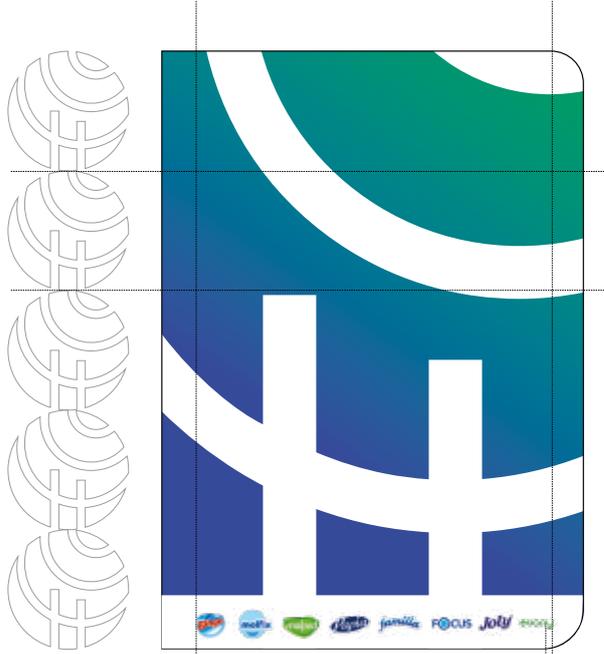


PLANNER 2

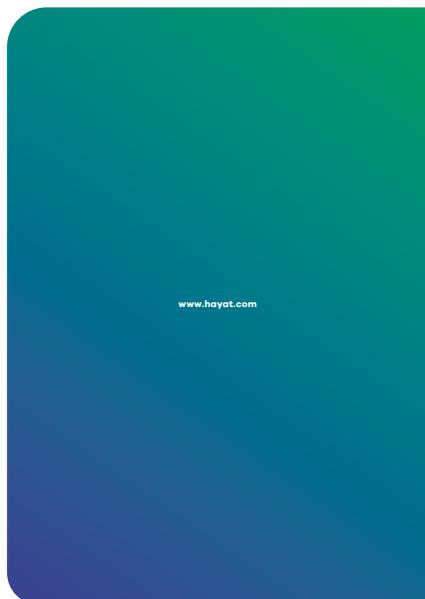
Size: A5, Perfect Binding

Paper: May vary according to the stock
example of an inner cover page

front



example
of an inner
cover page



back

PLANNER 3

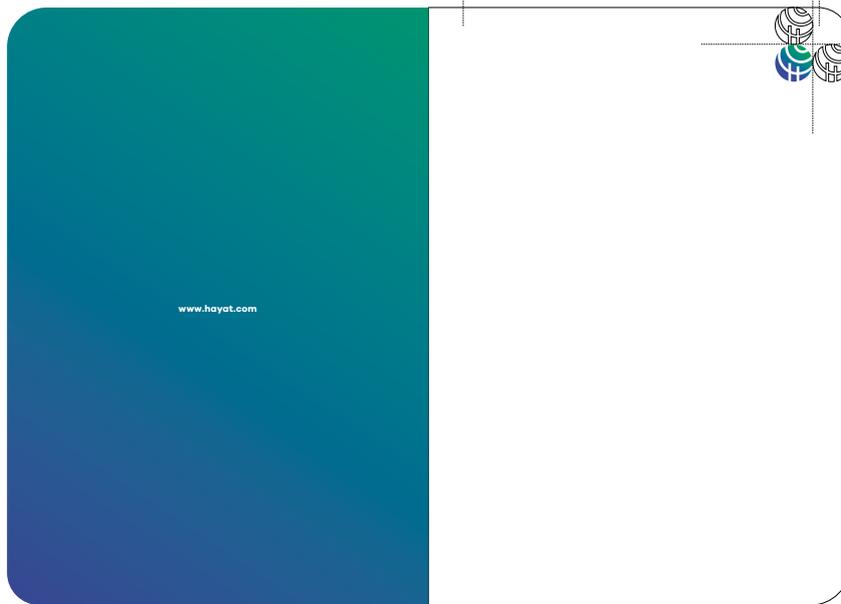
Size: A5, Perfect Binding

Paper: May vary according to the stock
example of an inner cover page

front



example
of an inner
cover page

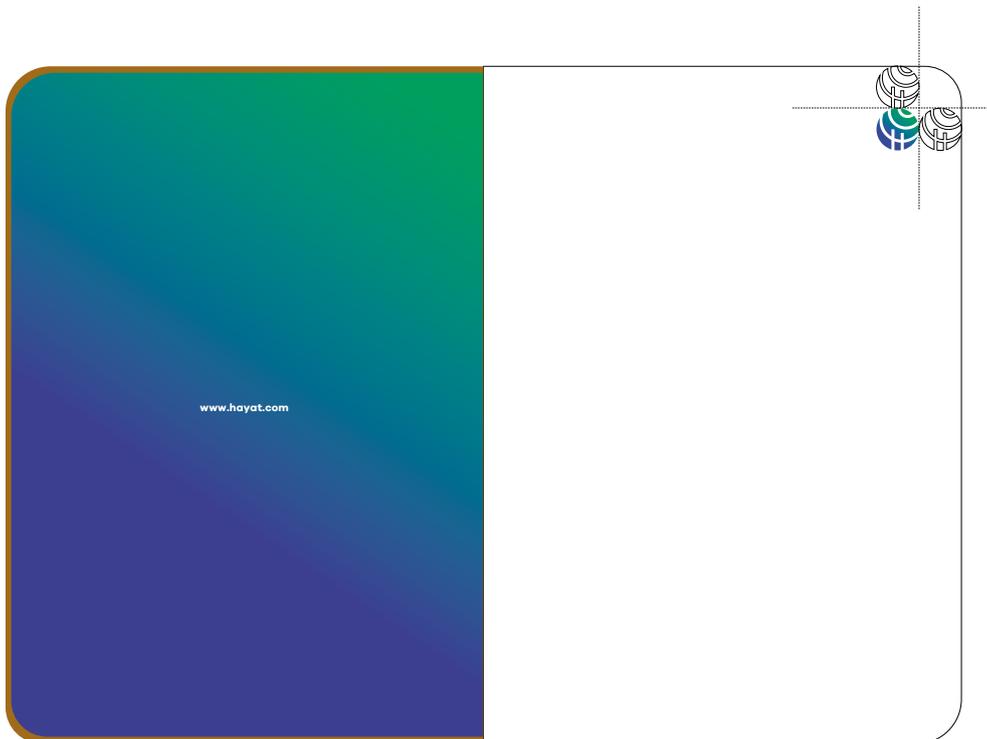


back



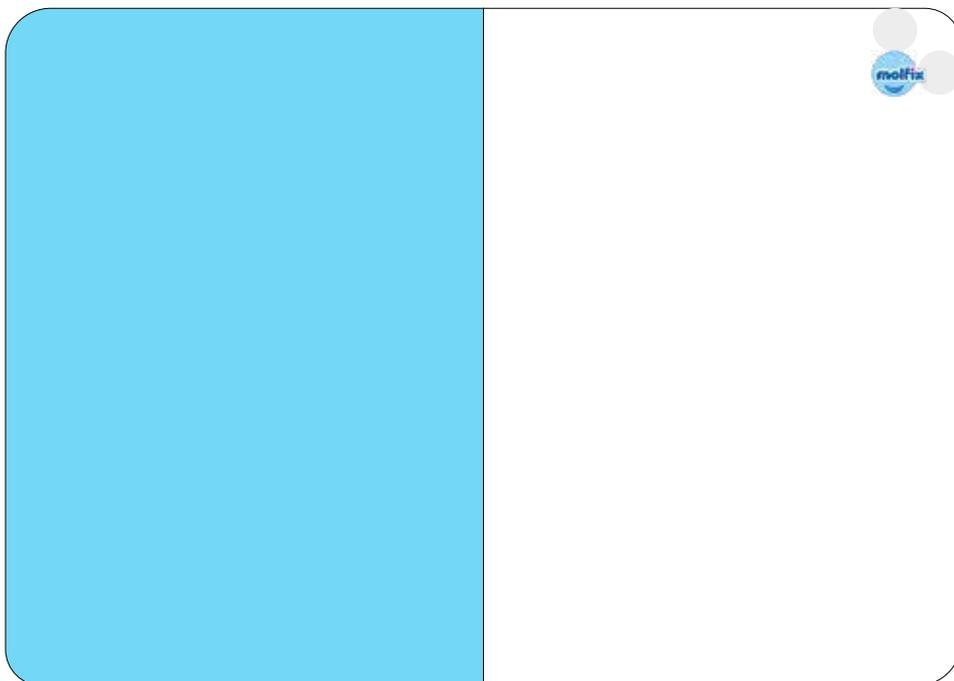
PLANNER 4

Size: A5, Perfect Binding
Leather Cover
Paper: May vary by supply.



HAYAT LOGO USAGE IN SUB-BRAND NOTEBOOKS

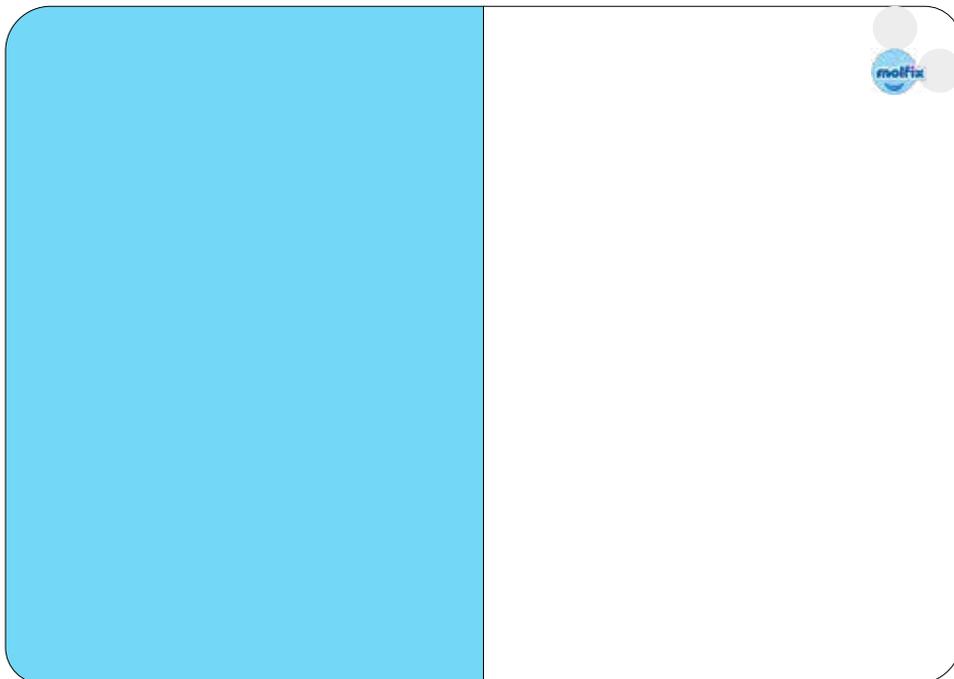
The logo on the book cover of Hayat and its sub-brands must be in the specified size and placing. To ensure standardization on the covers, the color logo should be applied on the white cover to work with each logo. For the inner cover, a color from the color palette of the sub-brand should be preferred.



HAYAT LOGO USAGE IN SUB-BRAND NOTEBOOKS EXAMPLE 2

In notebook designs where a subbrand's key visuals are used, the logo placing and size in the key visual should be used to reference ratio and positioning. See for Key Visual Logo Placement Page 107

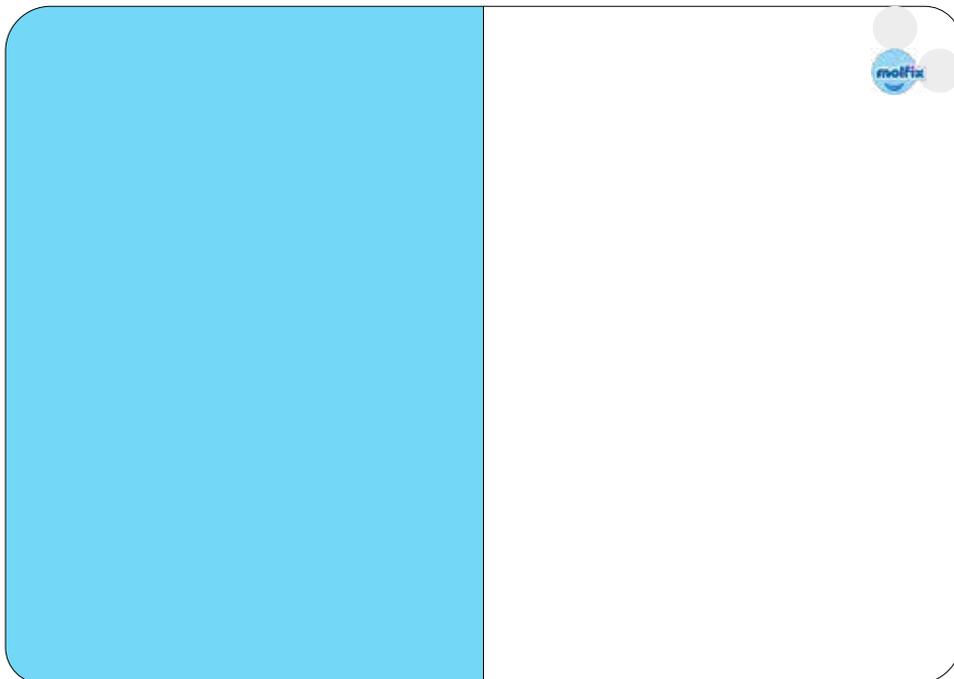
65



HAYAT LOGO USAGE IN SUB-BRAND NOTEBOOKS EXAMPLE 3

In notebook designs where a subbrand's key visuals are used, the logo placing and size in the key visual should be used to reference ratio and positioning. See for Key Visual Logo Placement Page 107

66



MAIL LABEL

Size: A5, Perfect Binding
Paper: May vary depending on supply
Typography: 7.5 pt, Galano



HAYAT

Trade name of the subsidiary
Business address
T +90 216 554 40 00 W www.hayat.com







Invitations can be digital or printed. Invite applications may vary depending on the printing technique. Suppose a custom design is to be made for the invitation. In that case, different arrangements can be made adhering to logo usage standards.

front



back

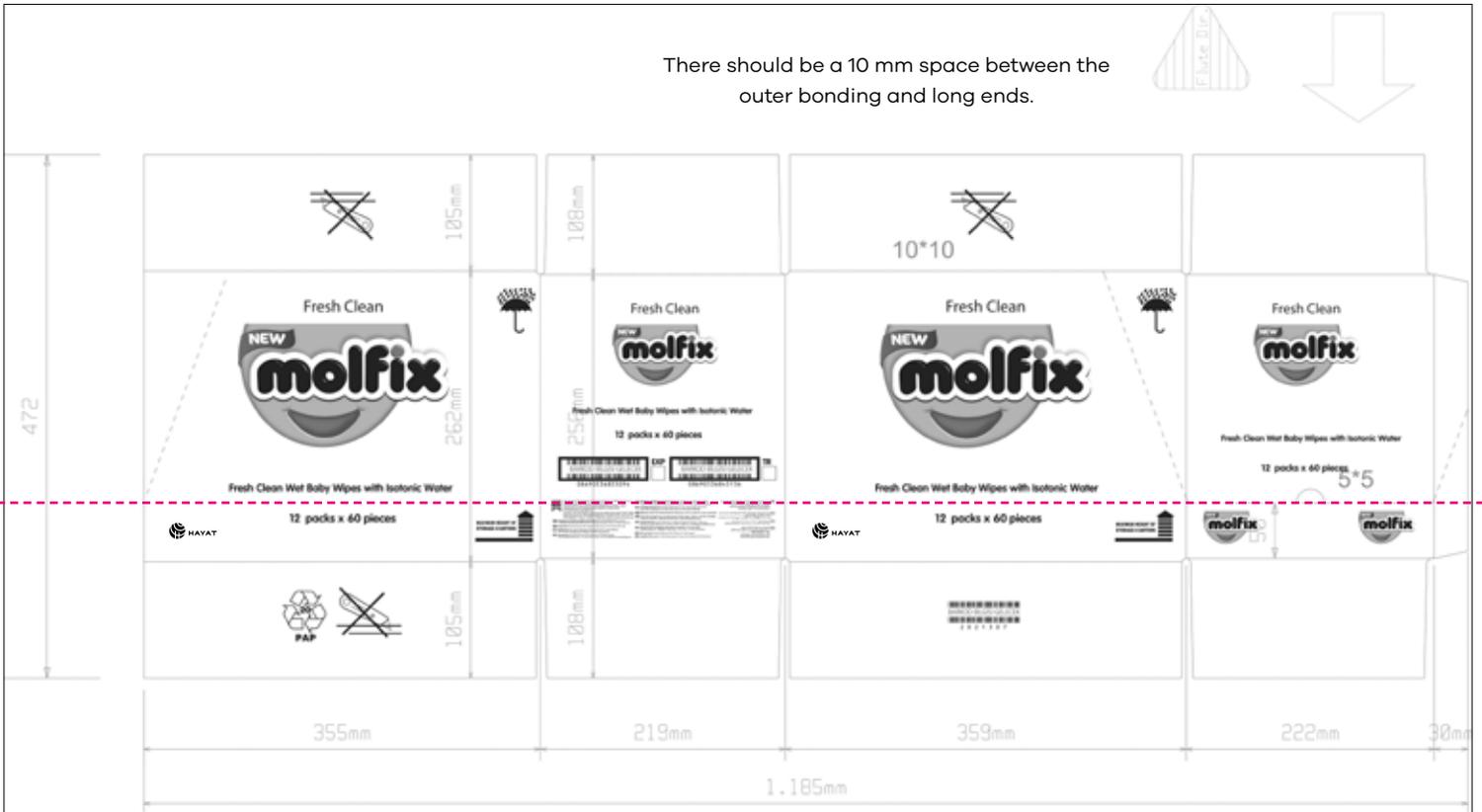
GIFT BOX

The following design should be referenced for the gift box.



SHIPPING PARCEL

For shipment parcels of products, the following design should be referenced.



BADGE

The following is the example model to be referenced during the manufacturing phase.



USB MEMORY

The following is the example model to be referenced during the manufacturing phase.



Choose from the following two formats according to the area in which the obituary notice will be featured. It can be applied according to the local procedure.

CONDOLENCE

Atemquid que audit Rae prat quodione poessiti aligend
aerferi beatur? Ex ent enti ut ratur andam, undae doluptat
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qui consend ustiore mporeseque eari re nullupta debitatum
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sincimu sciisci enimus et inctate mporiorporro.

NAME OF DECEASED PERSON

Ex ent enti ut ratur andam, undae doluptat
volupit evelest laut am hitemqui qui quiata necte voluptassi
corem qui consend ustiore mporeseque eari re nullupta debitatum
iliquibus que la destiur sum eossusdant eum dolupta dolore
optatusantem hit, illuptas et, sent.

 **HAYAT**

CONDOLENCE

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volupit evelest laut am hitemqui qui quiata necte voluptassi corem
qui consend ustiore mporeseque eari re nullupta debitatum
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sincimu sciisci enimus et inctate mporiorporro.

NAME OF DECEASED PERSON

Ex ent enti ut ratur andam, undae doluptat
volupit evelest laut am hitemqui qui quiata necte voluptassi
corem qui consend ustiore mporeseque eari re nullupta debitatum
iliquibus que la destiur sum eossusdant eum dolupta dolore
optatusantem hit, illuptas et, sent.

 **HAYAT**

SWALLOWTAIL FLAG

The following two versions can be applied to swallow flags



COMPANY FLAG

For the company flag, the following two options can be used. Required flag measurements, according to mast height, can be found below.

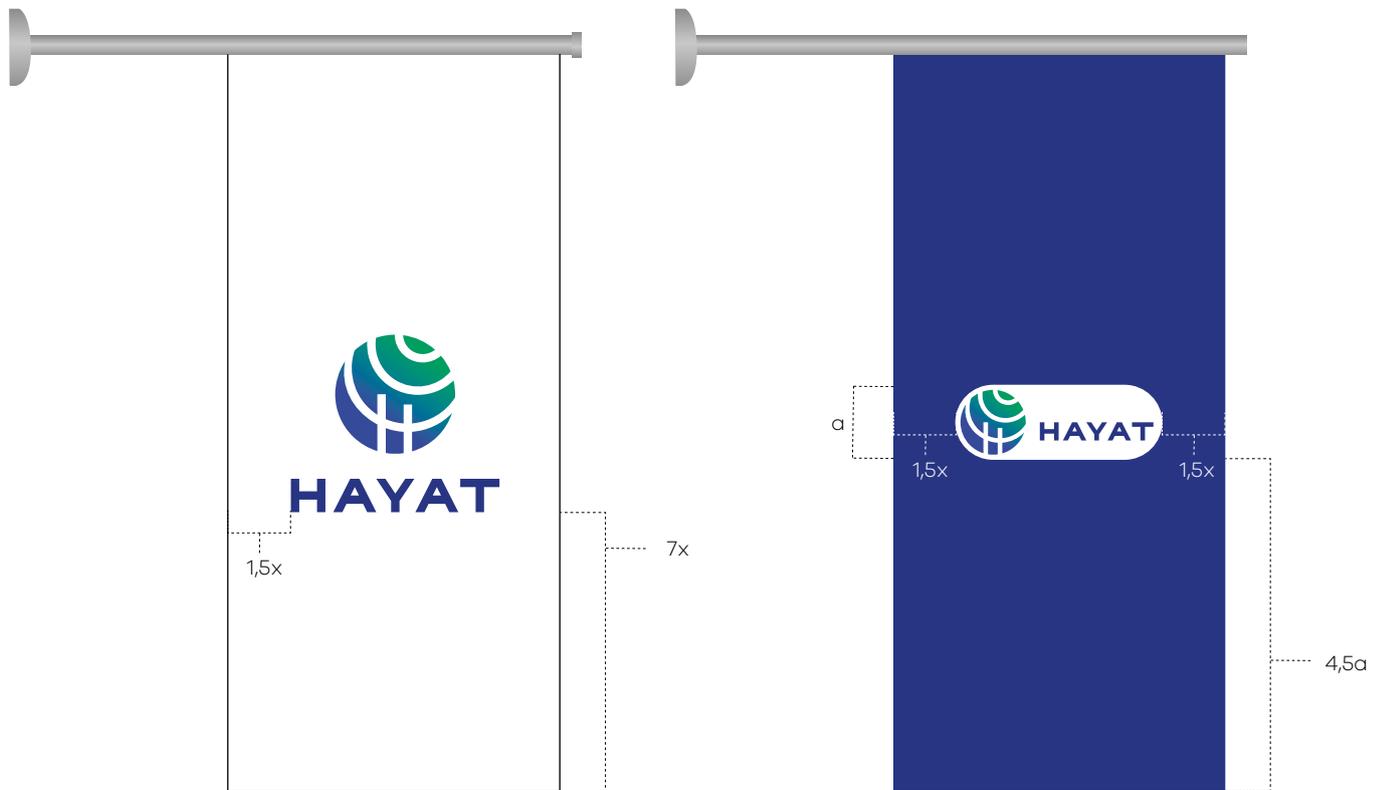


- 3 m = 70 x 105 cm / 80 x 120 cm
- 5 m = 100 x 150 cm
- 7 m = 150 x 225 cm / 200 x 300 cm
- 10 m = 300 x 450 cm



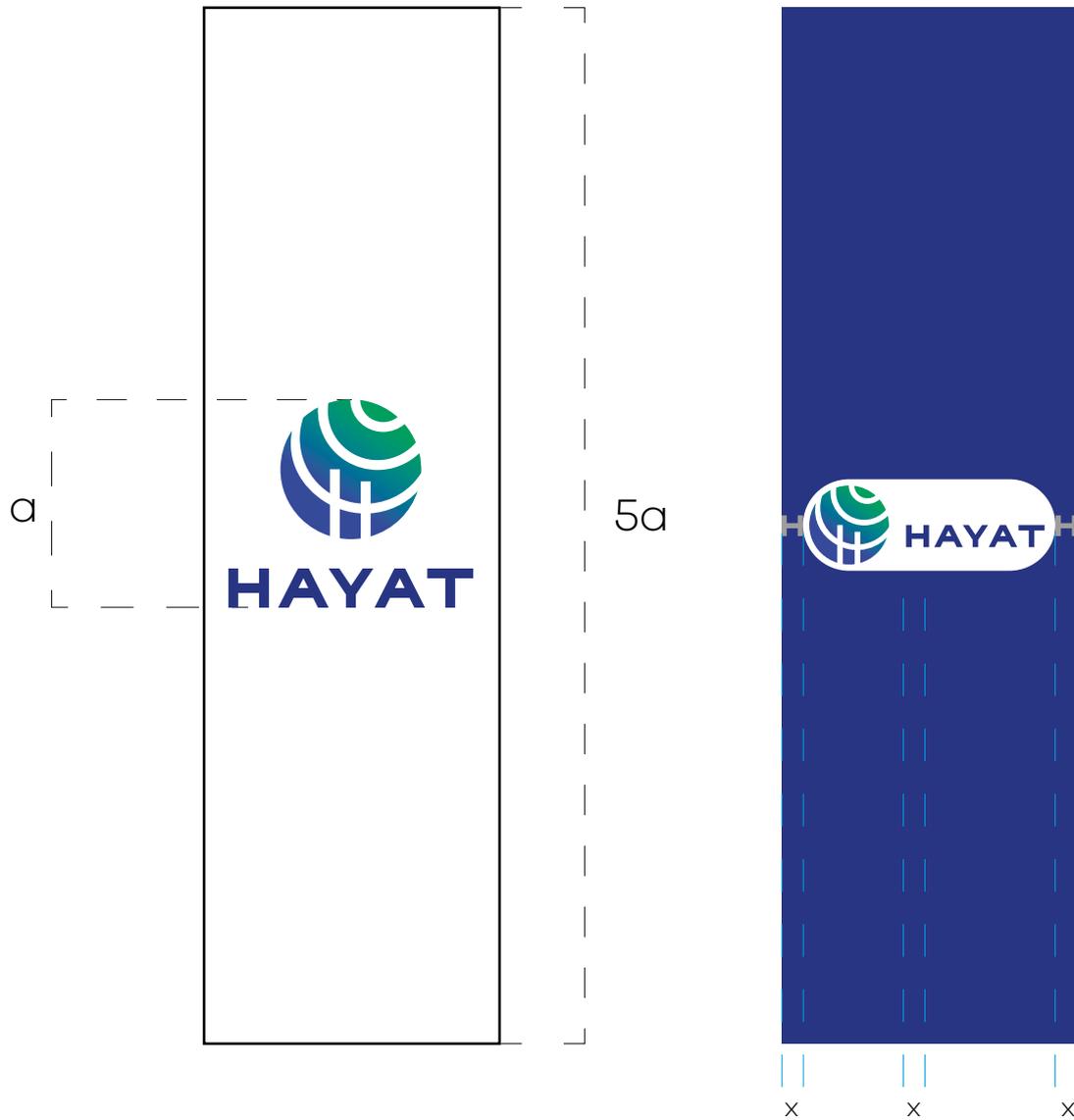
VERTICAL FLAG

Vertical flag applications should be made according to the following proportions.



STREAMER

Streamer applications should be made with reference to the following ratios.



PATTERN LOGO 1

All logos must always be used in pattern applications. Logos must be reproduced according to the following proportions.



PATTERN LOGO 2

Logos can be reproduced according to the following proportions. The Molfix logo is set as an example of sub-brand logos. It is designed only to represent a combination of a sub-brand and the Hayat logo.



LOGO USES

Except for pattern logo cases, the logos of 7 sub-brands should never be used together on any printed material. For pattern applications, the line up should be as stated below.



CLOTH BAG 1

The material and size are determined during production



front



back

CLOTH BAG 2

The material and size are determined during production



front



back

CLOTH BAG 3

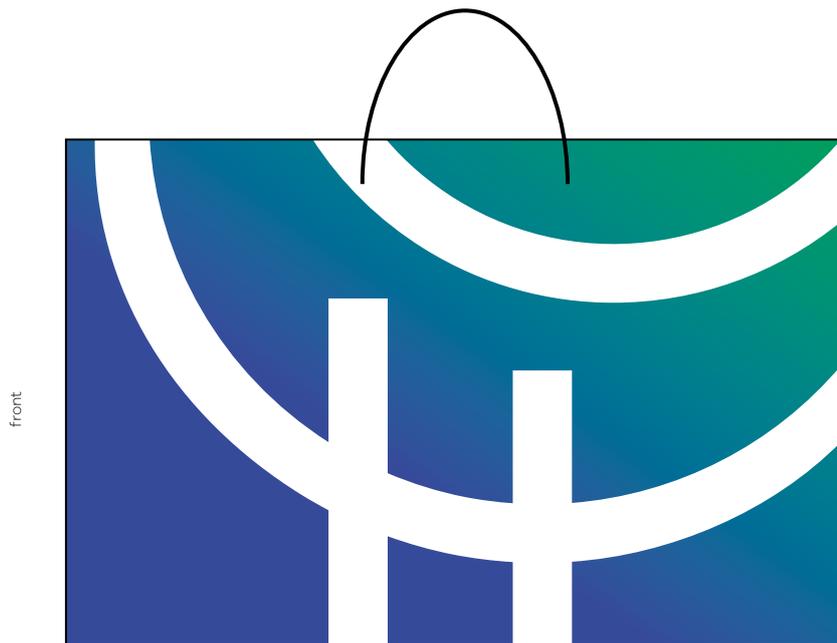
The material and size are determined during production



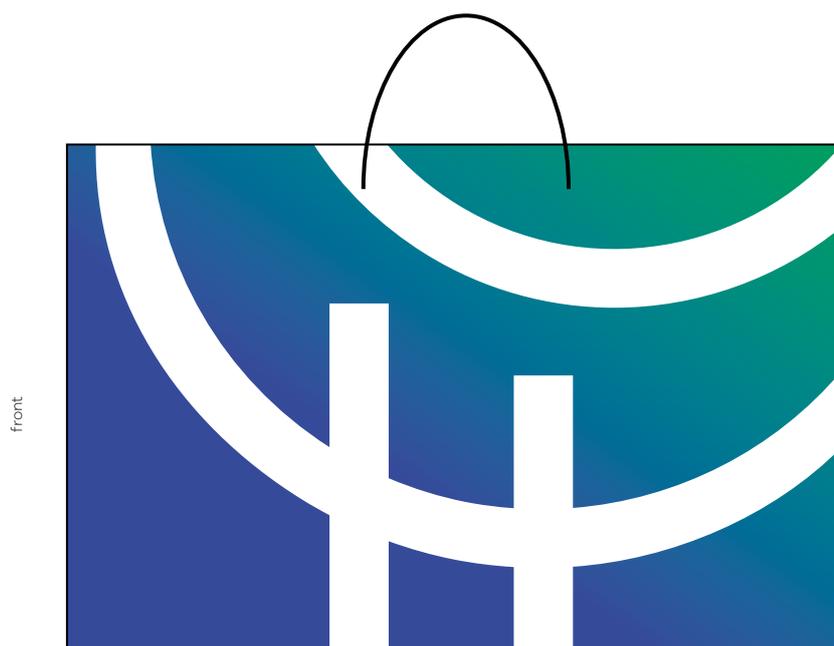
front



back

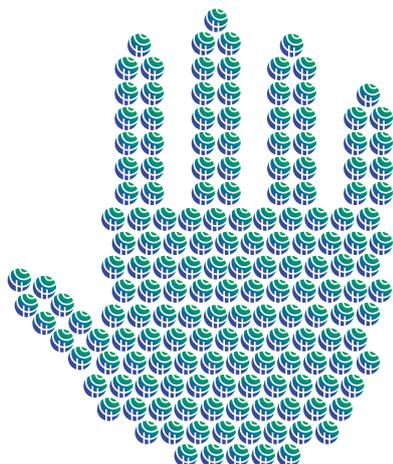
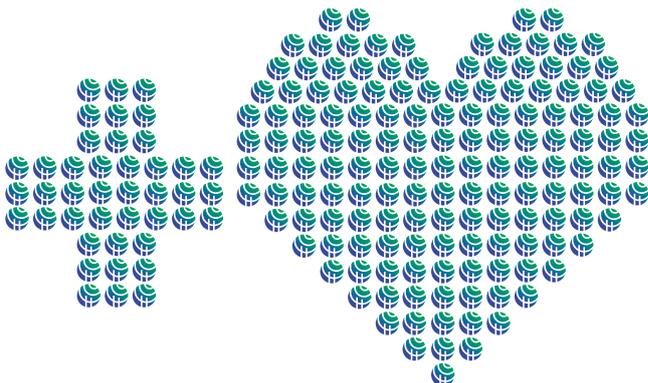
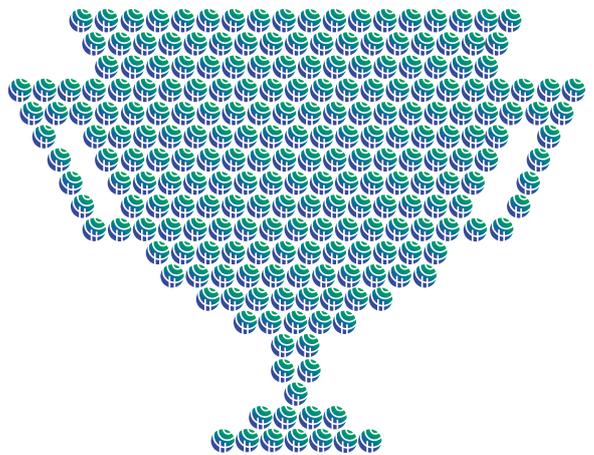
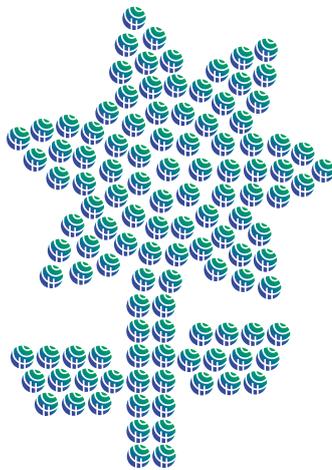
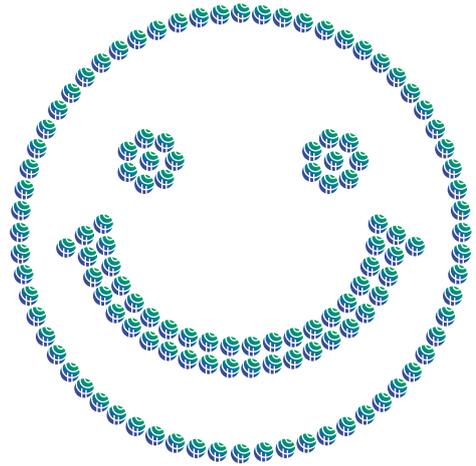
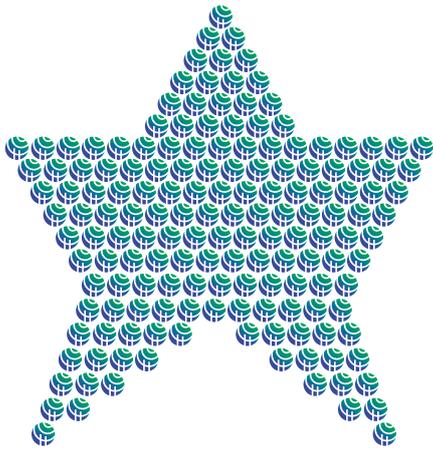






THE EMBLEM RELATED SHAPES LIBRARY

They have been designed to be used in exceptional situations.



HAYAT'A KATILANLAR



Ayşegül Yeşiloğlu
Pazarlama Direktörü

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec facilisis a massa nec venenatis. Vivamus porttitor ligula ipsum, amet portti ipsum.

Saygılarımızla



**MAILING:
"ADD TALENT TO
HAYAT"**

The design is a standard announcement.
When reproducing the item, only photo and text changes are allowed.



**HAYAT'A
YETENEK KAT**

**LOREM IPSUM DOLOR SIT AMET, LOREM
IPSUM DOLOR SIT AMET!**



MAILING SUCCESS ANNOUNCEMENT 1

The design is a standard announcement. It should be reproduced only with photo and text changes.



HAYAT

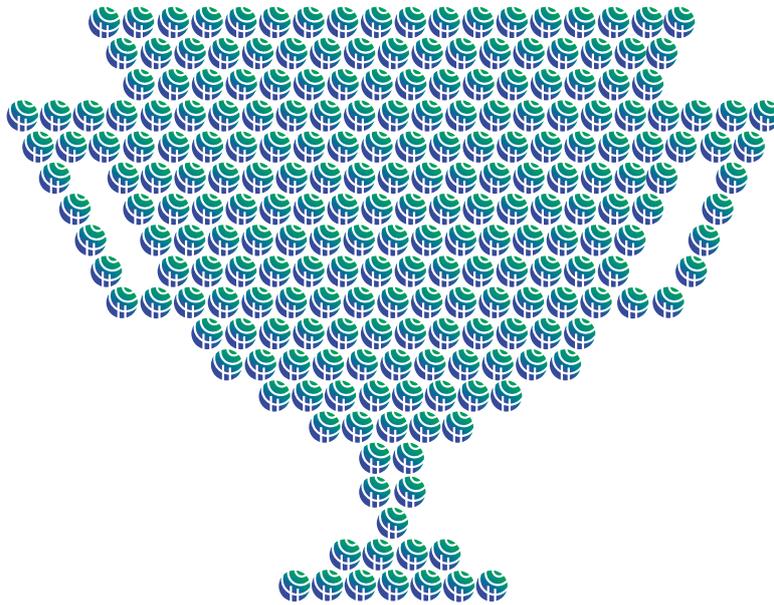
TURKEY'S 34th LARGEST EXPORT COMPANY

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
 Donec facilisis a massa
venenatis. Vivamus porttitor



MAILING SUCCESS ANNOUNCEMENT 2

The design is a standard announcement. It should be reproduced only with photo and text changes.



TURKEY'S 34th LARGEST EXPORT COMPANY

**LOREM IPSUM DOLOR SIT AMET, LOREM
IPSUM DOLOR SIT AMET!**



OBITUARY NOTICE

Lorem ipsum dolor,

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Donec facilisis a massa nec venenatis.**

**Vivamus porttitor ligula ipsum, sit amet porttitor lacus semper
quis. Aenean at lorem tincidunt, posuere lectus et.**

**Nam vel luctus neque. Cras hendrerit arcu et elit bibendum
congue. Donec facilisis a massa nec venenatis.**



NEW PRODUCT ANNOUNCEMENT

The design is for a standard announcement.
Only text changes are allowed when reproducing the item.

95



YENİ molfix KÜLOT BEZ

MOLFIX KÜLOT BEZ'İ DENEMEYEN KALMASINI!

Molfix ile yeni külot bez reklam filmimizi tüketicilerimizin beğenisine sunuyoruz...

Eğlenceli reklam filmimizde Molfix ARGE departmanının kapılarını aralıyor; Molfix'in küçük mucitleri, ürettikleri yeni Anatomik Fit teknoloji külot bezi, birbirinden eğlenceli testlerin bulunduğu platformlarda birçok açıdan test ediyorlar. Diğer bebeklerin ve annelerin de yardımıyla, küçük mucitlerimiz kendileri için en uygun bezi icat etmeyi başarıyorlar.

Reklam filmimizde, yeni ürünümüzü denemeyen bebek kalmaması diye standart bezimiz ile arasında fiyat farkı olmayacağı vurgusu da yapıyor.

Tüm ulusal kanallarda yayını başlayan reklam filmimizi izlemek için tıklayabilirsiniz.



YENİ molfix

Anatomik-Fit
Erişim Bel & Gövde Sızması

4 40

CAREER ANNOUNCEMENT

In career announcements, logo placements should be made as in the example.

The screenshot shows the top navigation bar of the Hayat website with the logo and menu items: Corporate, Our Brands, Hayat Around The Globe, Sustainability, Career, and Contact. Below the navigation is a large image of hands stacked together. The main content area features the heading 'Our People-Focused Approach' and a paragraph describing the company's human-focused strategy. Below this, three statistics are presented: 9,000 Total number of employees, 4,000/5,000 Domestic/Oversees number of employees, and 102,490 Hours allocated to training. The section concludes with the heading 'Experiencing Hayat'.

HAYAT Corporate Our Brands Hayat Around The Globe Sustainability Career Contact

Our People-Focused Approach

Our most important resource that makes Hayat successful in 5 continents and more than 100 countries is our dynamic employees who are open to innovation and development. Every individual working at Hayat stands together with each person he/she touches with the work he/she does here throughout his/her life, and provides benefit for generations by offering quality products while enriching their lives.

Hayat believes that for a sustainable future, it is necessary to jointly create a world where all people can live in better and healthier conditions and benefit from opportunities equally, and puts "human" at the center of its globalization journey. This human-focused approach also forms the basis of the Human Resources policy of the group.

9,000
Total number of employees

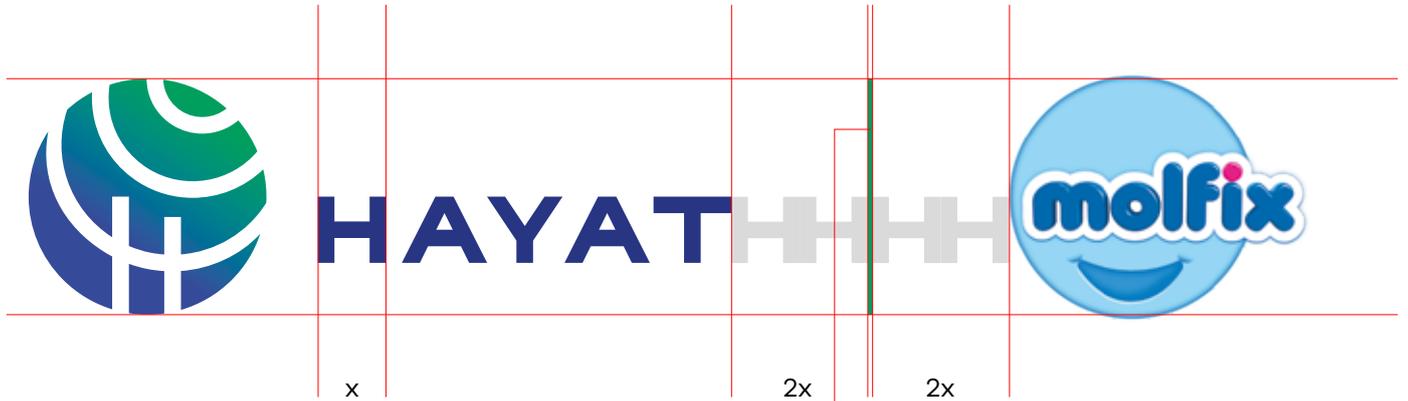
4,000/5,000
Domestic/Oversees number of employees

102,490
Hours allocated to training

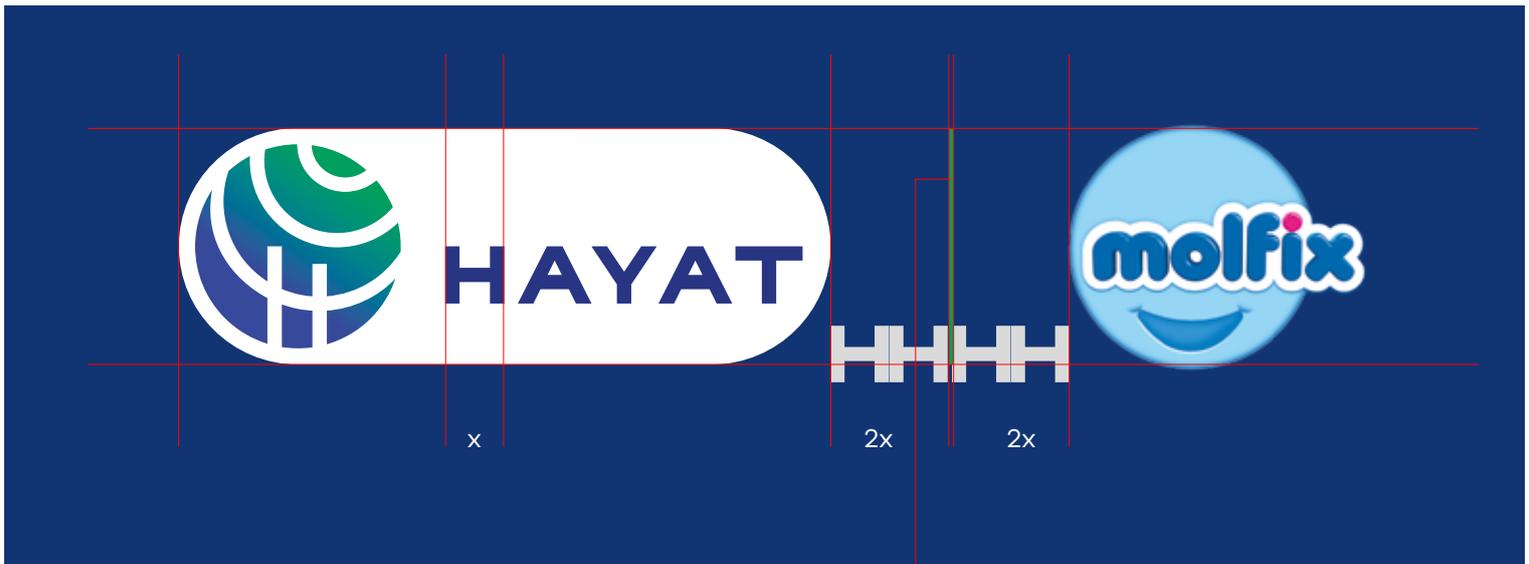
Experiencing Hayat

USE OF HAYAT AND SUB-BRAND LOGOS TOGETHER

Use cases for all the sub-brands that can be found below.



The thickness of the line between the two logos must be preserved when copied from this document. Height, thickness, and color information are fixed.



The thickness of the line between the two logos must be preserved when copied from this document. Height, thickness, and color information are fixed.

USE OF HAYAT AND SUB-BRAND LOGOS TOGETHER

These uses must be copied and reproduced from this document



CEREMONY RIBBON

The logo pattern reflected below should be used over the ribbon.



LOGO OVERLAY ON FACTORY VIEW

The following image is an example that has been applied digitally.

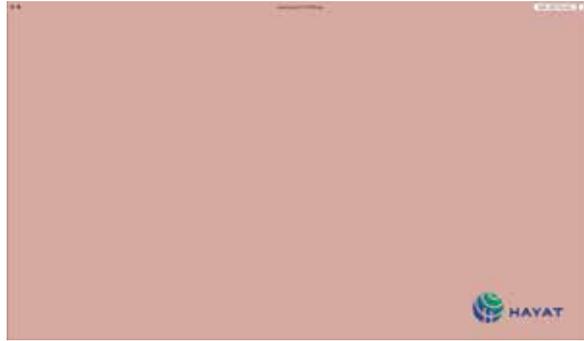
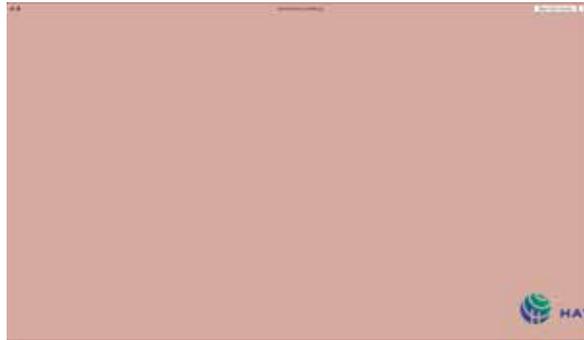
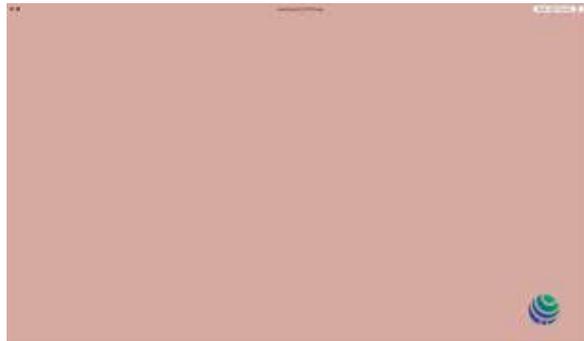
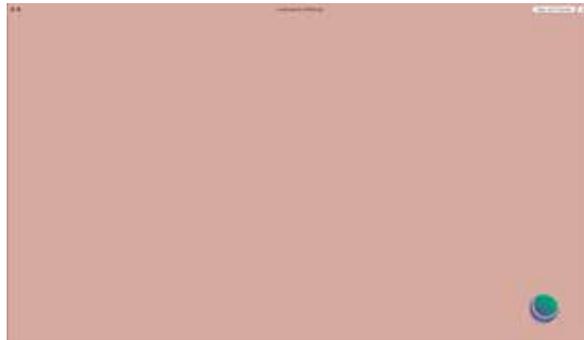


APPLICATION OF THE LOGO ON DIFFERENT MATERIALS

The images below have been applied in a digital environment and represent material choices for the logo's optimal visibility.

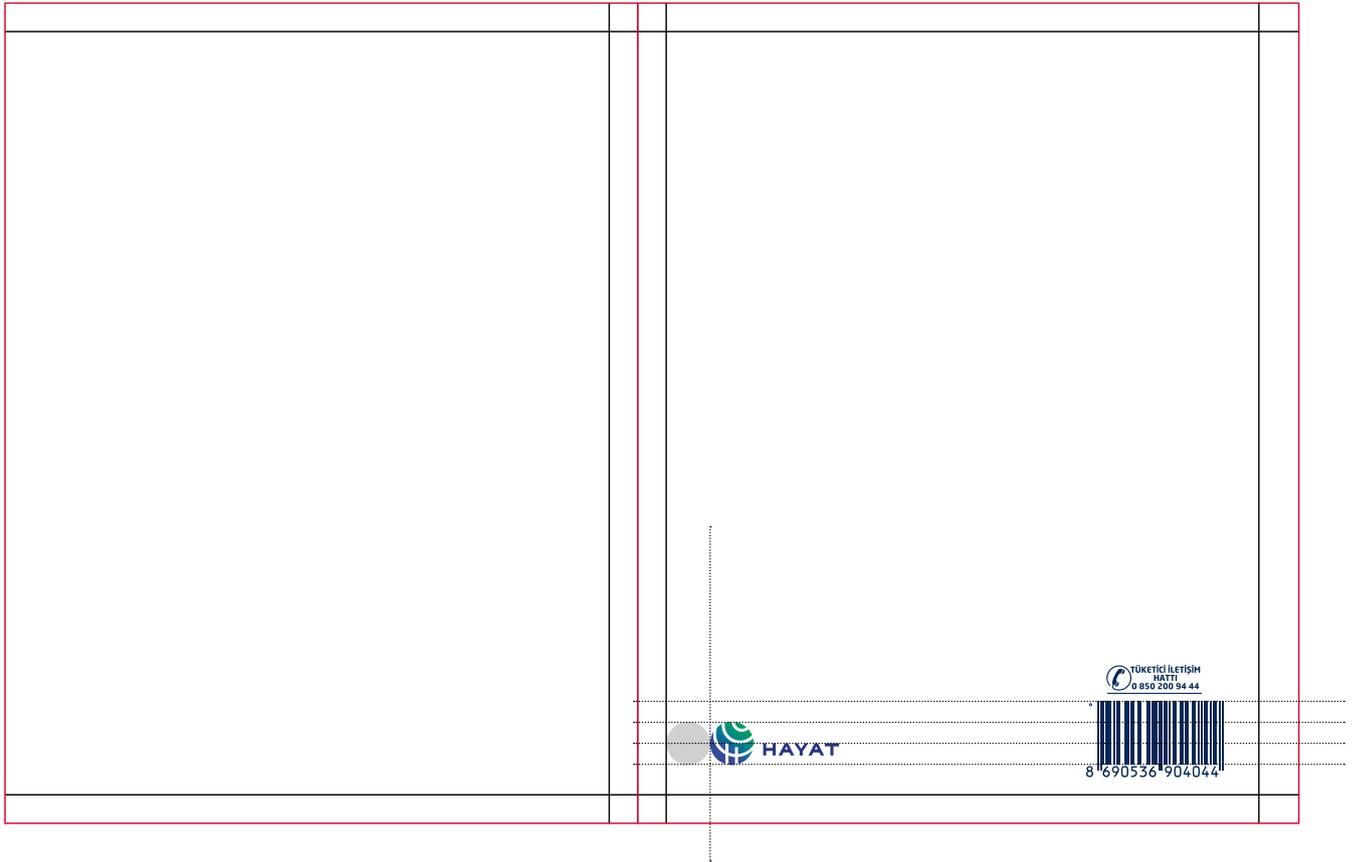


The occurrence frames of the image used in digital media, adapted to the 1920x1080 display format, can be seen below. Packshot must be obtained digitally.



LOGO POSITIONING ON THE BACK OF THE PACKAGING

Hayat logo should maintain its fixed position in the lower-left corner on the back of the packaging. The logo should be scaled to equal two-thirds of the barcode height in the package. There should be at least as much space as the emblem on the left side of the logo. The logo should be used in its original color overall applicable backgrounds; the emblem and logotype shouldn't be used side by side.



LOGO PLACEMENT IN PRINT ADS

The Hayat logo's placement to be used in all sub-brand communications can be seen in the print ad below, designed in standard dimensions (A4). The logo should be used in its minimum size.



LOGO PLACEMENT IN PRINT ADS 2

The position of the Hayat logo, which will be used in all sub-brand communications, is exemplified in the standard advertisement size (A4) below. The original version of the logo should be used in its minimum size and over a white background.

105

YENİ
molfix

**MOLFIX KÜLOT BEZ
TAM BANA GÖRE**

Molfix Külot Bez, Anatomic Fit teknolojisiyle bebeğinizin vücuduna tam oturur, bebeğiniz özgürce hareket eder.

molfix

YENİ
molfix
Külot Bez

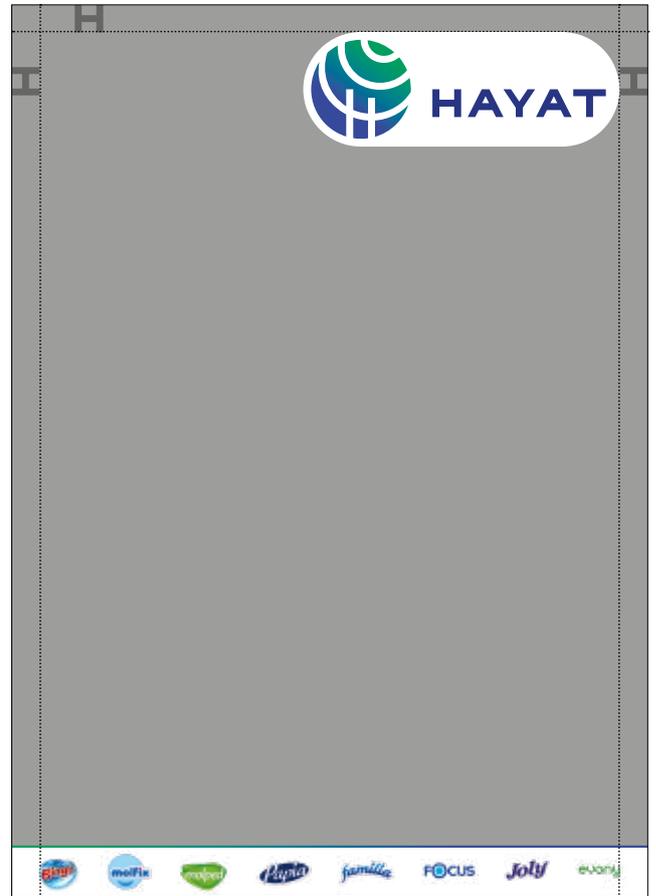
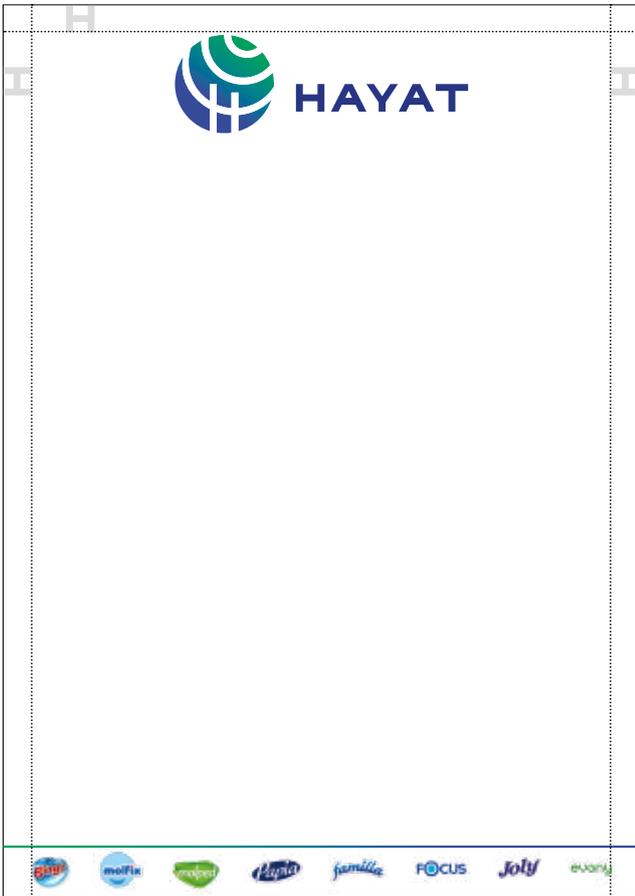
4 **40**
Külot Bez

HAYAT

The advertisement features a baby on the left, a large Molfix Külot Bez diaper in the center with a cartoon cat illustration, and a product box on the right. The Hayat logo is positioned at the bottom left of the ad.

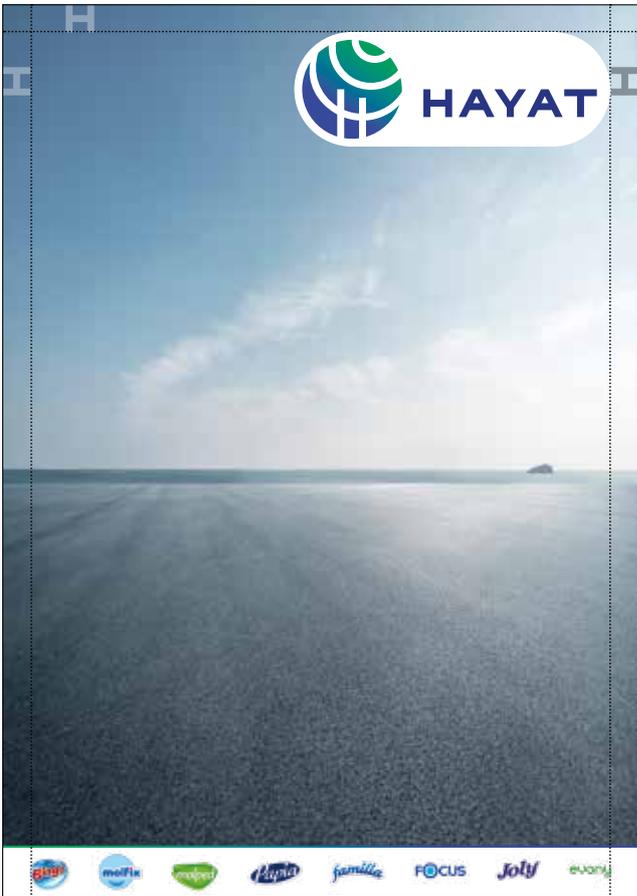
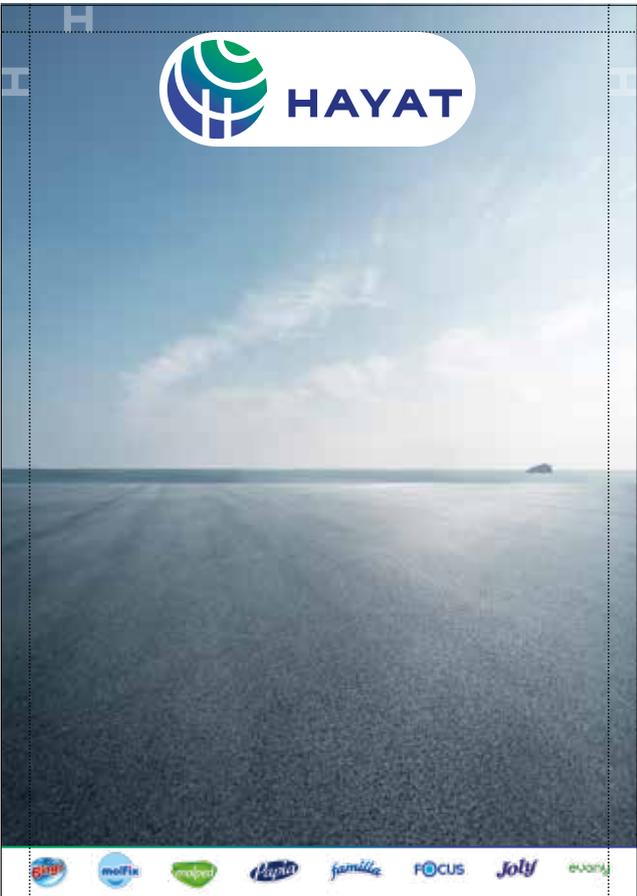
LISTING LOGO PLACEMENT 1 USAGE WITH SUB- BRANDS

The Hayat logo placement has been illustrated over the standard ad dimensions (A4) shown below. Sub-brand logos must be in minimum size and adhere to the following rules.



LISTING LOGO PLACEMENT 2 USAGE WITH SUB- BRANDS

The Hayat logo placement has been illustrated over the standard ad dimensions (A4) shown below. Sub-brand logos must be in minimum size and adhere to the following rules.





LOGO PLACEMENT ON TRUCK

While the logo can be featured on both sides of the truck, it can also be used on a single side, as seen in the version below.

