



NEW WORLD'S
NEW MEDIA

CORPORATE IDENTITY GUIDE

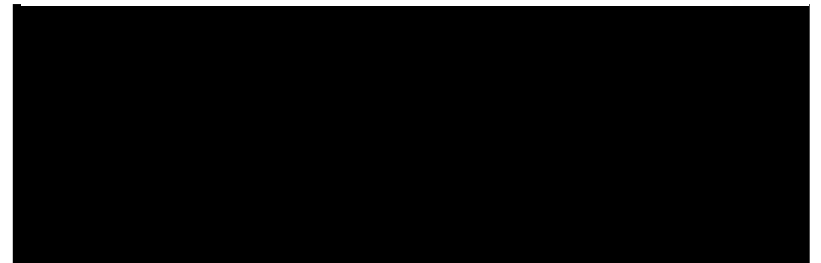
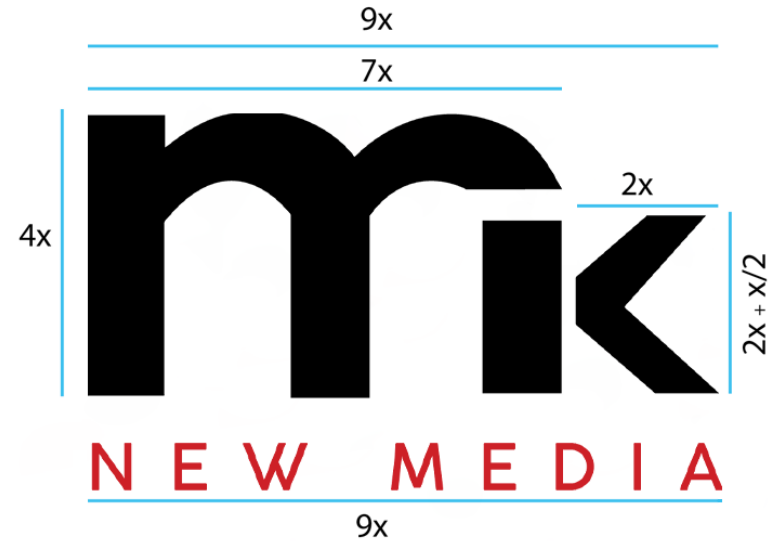
LOGO

'M K' logo that made of specially designed letters; the name of the founder Metehan Karataş and It consists of the first letters of the surname.

Measure and rates should be maintained as shown on the right. 'X' 1 unit expression shown in dimensioning.

'New Media of the New World' that aligned below its slogan is its place in the media of the future tells. Equal with the slogan logo, 9 units should be written in width.

Logo and slogan together, Its dimensions are proportionally reduced and enlarged, Without misalignment should be used.



FONTS

MK logo is a special design,
belongs to any font family is not.

Slogan Font: Cocogoose



LOGO COLORS



Usage on black
background



Usage on white
background

Color Codes



CMYK

18-100-100-11



CMYK

0-0-0-0

Color Codes



CMYK

100-100-100-100



CMYK

18-100-100-11

CMYK

0-0-0-0

CORPORATE IDENTITY PRODUCTS



BUSINESS CARD



Back Side

Square shapes with transition from gray to black on a black background used.



Front Side

Square shapes that used on the back is also used for the front to have an integrity.

Icons in the red of the logo and desired highlights writings are used. All other information written in black.

Name on business card is written by using Cocogoose. All other information is written by TR Century Gothic font.

LETTERHEAD

The design squares on the front of the business card are also used on letterhead paper for integrity.

Logo is used with 15% opacity in the middle and 100% opacity in the upper left part of the paper.

Icons and articles to be emphasized are written in the red of the logo.

All other information is written in black of the logo.

All information is written in TR Century Gothic font.



DIPLOMATS ENVELOPE



Square shapes with transition from gray to black are used on black background.

The red of the logo is used in icons and texts to be emphasized. All other information is written in white of the logo.

All information is written by TR Century Gothic font.

CERTIFICATE

Top down on white background the title in the red of the logo, respectively, black text, MK New World logo, founder his name and signature are centered and aligned written.

Corporate identity to the right and left of the page standard design for integrity has been placed.



POST FRAME

The thin bezel in red tone used in the logo and the MK logo are used in the lower center.





All these rules belong to the logo and designs of MK New Media organization.

The use of logo and designated designs should be used without going beyond the rules.