

**KODSAN**

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BRAND GUIDELINES

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## INTRODUCTION

Kodsan is the first and largest enamel covered hot water storage tank manufacturer in Turkey. It was founded in 1984 in order to provide solutions for challenging hot water system projects as well as to make life easier. Functioning in a closed area of 20.000 meter square with more than 150 experienced employees, Kodsan manufactures enamel/ non-enamel covered water heaters, flat stations and installment protection equipments. Additionally, with its extensive technical service network, Kodsan provides service for energy consumption management and heat meter inspection which enables the company to reach an entire circle of clients in the heating sector.

Kodsan began to its export operations in 2000, and became one of Turkey's leading brands at the hot water sector with its 300.000 actively working products and making their services reach more than 50 countries.

Kodsan builds close relationships with its customers and associates, and prioritizes their satisfaction under a principle of combining high production capacity with punctual delivery.

Adopting the rule that constant improvement is the only way to reach permanent success, Kodsan aims to deliver their services to the whole world and become one of the top five manufacturers in Europe for short-term plans.



## COMPANY LOGO

This section deals with the various forms that the KODSAN logo can take.

The wordmark should be used whenever possible to officially represent the company. This can be used in:

1 Colour-on-white

**KODSAN**

2 White-on-colour

**KODSAN**

3 White-on-black

**KODSAN**

4 Black-on-white

**KODSAN**

5 White-on-gray

**KODSAN**

## LOGO CLEARSPACE

All forms of the KODSAN logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.



# LOGO TREATMENT

The logo must be used as is and not be altered in any way. This means that you must not:

- 1 Change the logo's orientation or rotation.
- 2 Disproportionately scale or resize the logo.
- 3 Change the logo's colors.
- 4 Display the logo with colour combinations not previously specified.
- 5 Display the logo in a configuration not previously specified.
- 6 Attempt to recreate the logo.
- 7 Make alterations to the logo's text.
- 8 Add special effects to the logo.
- 9 Add an outline to the logo or display the logo as an outline.
- 10 Use the logo on top of busy photography.
- 11 Display other elements within the logo's designated clear space.
- 12 Crop the logo in any way.



# TYPOGRAPHY

Our primary typeface for print materials is Helvetica Neu Font Family. We use the Light weight for standard text and the Medium weight for anything more important than that.

Main font for web materials is PT Sans Regular.

## HELVETICA NEU LIGHT (Main Print Text in Regular Font Size)

Aa	Bb	Cc	Çç	Dd	Ee	Ff	Gg	Ğğ	Hh	ıı	İi	Jj	Kk	Ll	Mm
Nn	Oo	Öö	Pp	Qq	Rr	Ss	Şş	Tt	Uu	Üü	Vv	Ww	Xx	Yy	Zz
1	2	3		4	5	6	7	8	9	0					

## HELVETICA NEU REGULAR (Main Print Text If Smaller Font Size Requires)

Aa	Bb	Cc	Çç	Dd	Ee	Ff	Gg	Ğğ	Hh	ıı	İi	Jj	Kk	Ll	Mm
Nn	Oo	Öö	Pp	Qq	Rr	Ss	Şş	Tt	Uu	Üü	Vv	Ww	Xx	Yy	Zz
1	2	3		4	5	6	7	8	9	0					

## HELVETICA NEU MEDIUM (Main Print Headings)

Aa	Bb	Cc	Çç	Dd	Ee	Ff	Gg	Ğğ	Hh	ıı	İi	Jj	Kk	Ll	Mm
Nn	Oo	Öö	Pp	Qq	Rr	Ss	Şş	Tt	Uu	Üü	Vv	Ww	Xx	Yy	Zz
1	2	3		4	5	6	7	8	9	0					

## PT SANS REGULAR (Web Texts)

Aa	Bb	Cc	Çç	Dd	Ee	Ff	Gg	Ğğ	Hh	ıı	İi	Jj	Kk	Ll	Mm
Nn	Oo	Öö	Pp	Qq	Rr	Ss	Şş	Tt	Uu	Üü	Vv	Ww	Xx	Yy	Zz
1	2	3		4	5	6	7	8	9	0					

## COLOURS

Our company colours are professional and modern, expressing who we are.

**1** Our main logo colour is an active blue, to signify the modern and active nature of our company, as well as the trustworthiness we want to portray.

**2** Our main blue is complemented by a more subdued special color such as silver metallic.



KODSAN LOGO BLUE

**CMYK** 100, 30, 0, 0  
**RGB** 0, 137, 207  
**HEX** #0089cf





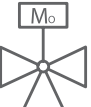
















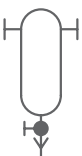







KODSAN SILVER METALLIC

**Pantone®** 877C



# ICONOGRAPHY

We use icon sets for installation diagrams in product catalogues.

**KODSAN**

[www.kodsan.com.tr](http://www.kodsan.com.tr)