DRAAI DÖNER

Logo user manual 2024

Draai Döner logo usage guide contains the usage order and rules of the Draai Döner logo on all visual materials within the scope of Draai Döner corporate identity.

This guide, which is a shortened version of the Draai Döner corporate identity guide, has been prepared to guide the basic application questions that may arise in logo applications in visual materials.

The main purpose of the guide is to ensure that basic elements such as emblems, logotypes and logos are taken from a specific source and to prevent the production of these elements by using initiative.

You may contact Draai Döner Marketing Communication Directorate for any questions not covered in the Guide.

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Marketing Communications and Brand Management
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DRAAI DONER LOGO

The combination of the Draai Döner symbol and the Draai Döner lettering forms the Draai Döner logotype.

The phrase “Draai Döner Logo” on the following pages refers to this combination.The preferred application of the Draai Döner logo consists of the symbol used to represent the orange - black letter “DD” exemplified below and the Draai Döner text next to it.

Alternative color applications of these three basic elements are given on the following pages of the guide.

① 

② 

③ 

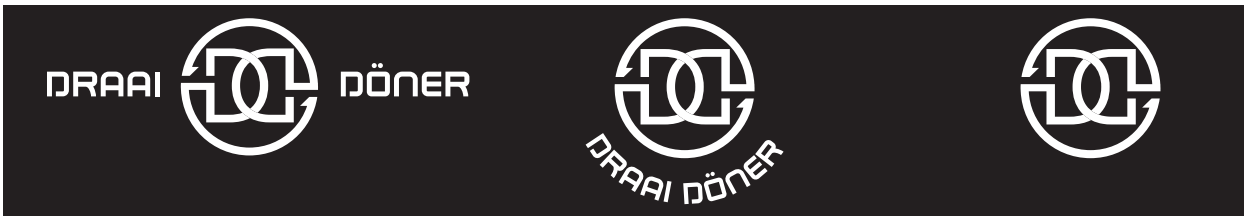
BLACK & WHITE LOGO USAGE

Positive and negative versions of the logo should be used in limited special cases or only when black and white printing is required.

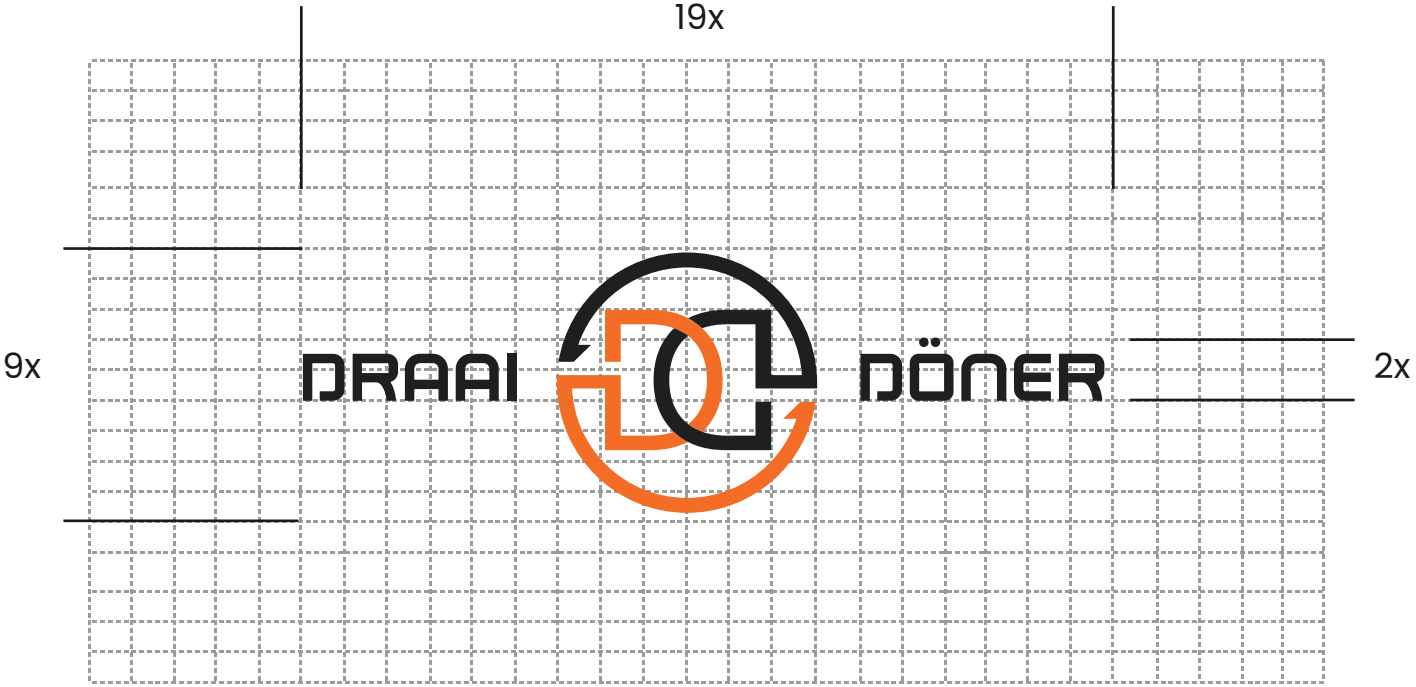
BLACK VERSION



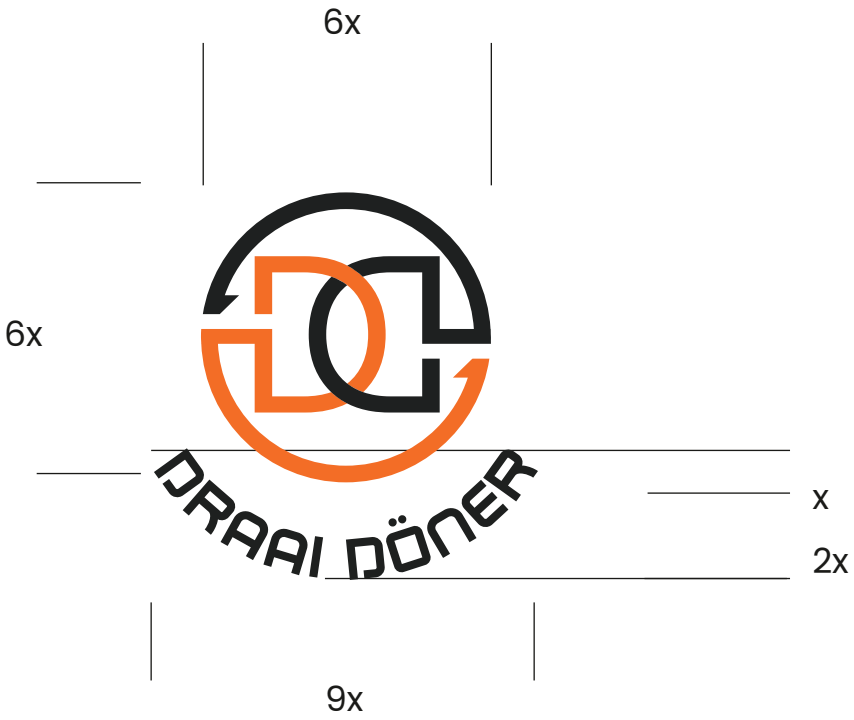
WHITE VERSION



Proportion and Scaling - 1



Proportion and Scaling – 2

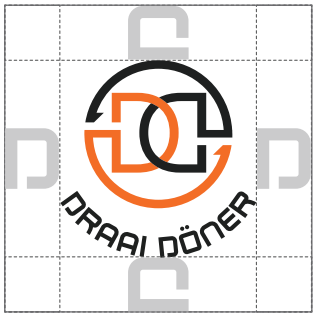


LOGO SECURITY AREA

To ensure the prominence and readability of the logo, it should always be surrounded by a blank area.

This area is measured using the height of the letter P in the logo, as shown below.







MINIMUM SIZE

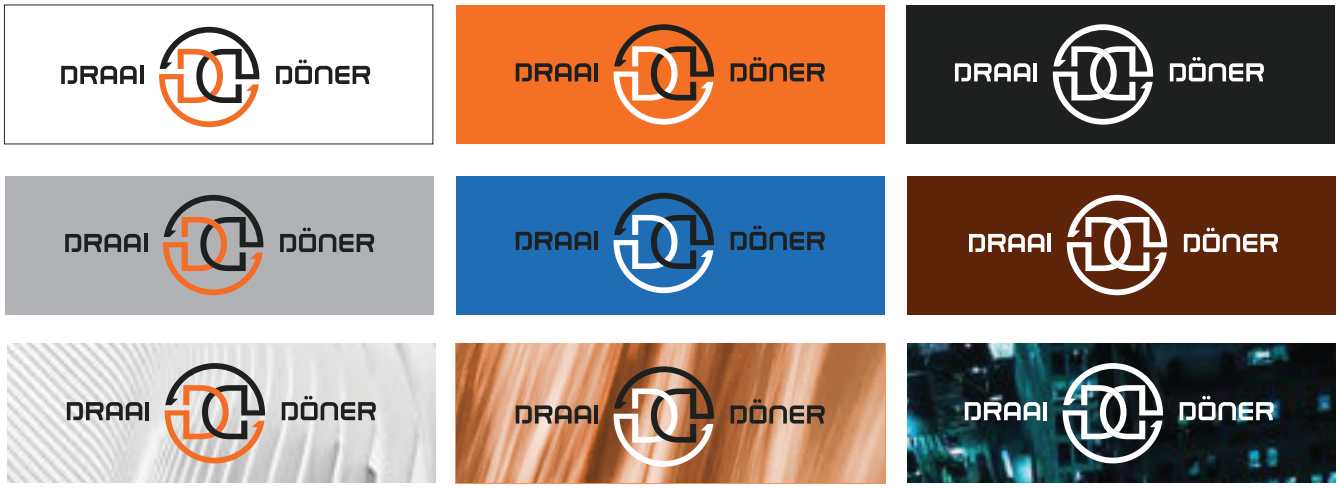
Minimum size refers to the smallest dimensions allowed for the Procenne logo.

The minimum dimensions for each logo configuration are listed below.

Printed Use: 1" minimum Web Use: 100 pixel minimum	Printed Use: 0.75" minimum Web Use: 60 pixel minimum	Printed Use: 0.25" minimum Web Use: 30 pixel minimum
		

CORRECT LOGO USAGE

The logo can be placed on one of the colors in the primary or secondary color palette, as well as on a background or over images, but there must be sufficient contrast between the image and the logo.



WRONG LOGO USE

The Draai Döner logo should not be adjusted or edited in any way. Here are some examples of what not to do:

Do not change the colors of the logo.

Do not place items in the empty space of the logo.

Disproportionate logo
Do not compress, expand or deform in any way.

Do not add drop shadow, bevel and emboss, inner glow or any other text effect to the logo.









Do not adjust the placement of the logo icon.

Do not place the logo on an image with poor contrast and readability.

Do not resize individual elements of the logo.

Do not rotate the emblem.

Do not crop the logo.











AUXILIARY TYPEFACES

The auxiliary typeface helps the Draai Doner logo to maintain its visual freshness, quality and to ensure the consistency of its visual image.

The recommended typeface for all document correspondence is the Calibri family, while the web-friendly font is the Poppins family.

Calibri

Aa

ABCÇDEFGGHIJKLMNOPQRSTUVWXYZ
abcçdefgghıjklmnopqrstuvwxyz
1234567890

ABCÇDEFGGHIJKLMNOPQRSTUVWXYZ
abcçdefgghıjklmnopqrstuvwxyz
1234567890

ABCÇDEFGGHIJKLMNOPQRSTUVWXYZ
abcçdefgghıjklmnopqrstuvwxyz
1234567890

Poppins

Aa

ABCÇDEFGGHIJKLMNOPQRSTUVWXYZ
abcçdefgghıjklmnopqrstuvwxyz
1234567890

ABCÇDEFGGHIJKLMNOPQRSTUVWXYZ
abcçdefgghıjklmnopqrstuvwxyz
1234567890

ABCÇDEFGGHIJKLMNOPQRSTUVWXYZ
abcçdefgghıjklmnopqrstuvwxyz
1234567890

COLOR PALETTE

The logo can be placed on one of the colors in the primary or secondary color palette, as well as on a background or over images, but there must be sufficient contrast between the image and the logo.

CMYK 00 | 71 | 98 | 00
RGB 255 | 110 | 31
HEX #ff6e1f

CMYK 00 | 00 | 00 | 95
RGB 51 | 49 | 50
HEX #333132

CMYK 05 | 09 | 26 | 00
RGB 241 | 226 | 193
HEX #f1e2c1

CMYK 03 | 04 | 13 | 00
RGB 247 | 239 | 241
HEX #f6efdd

HEX #0C4F60

HEX #007A5A

HEX #ECB22E

HEX #611F69

HEX #E01E5A

HEX #36C5F0

FOR CONTACT

Please contact us for your questions about Draai Döner corporate color and logo usage.

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