

K A R | HEAT
Y E R | EXCHANGERS

KURUMSAL KİMLİK KİLAVUZU

INDEX

3 LOGOS

6 YERLEŞİM | PLACEMENT

9 RENK SKALASI | PRIMARY COLORS

10 DÜZ ZEMİN ÜZERİNE RENK UYGULAMALARI | COLOR APPLICATIONS ON FLAT BACKGROUND

12 FOTOĞRAF ÜZERİNE UYGULAMA | APPLICATION ON PHOTO

14 YAPILMAMASI GEREKENLER | DO'S & DON'TS

17 KURUMSAL YAZI KARAKTERİ | CORPORATE FONT FAMILY

18 YARDIMCI YAZI KARAKTERİ | SECONDARY FONT FAMILY

19 KURUMSAL KİMLİK MALZEMELERİ | CORPORATE IDENTITY MATERIALS

KÄR | HEAT
YER EXCHANGERS

K A R
Y E R

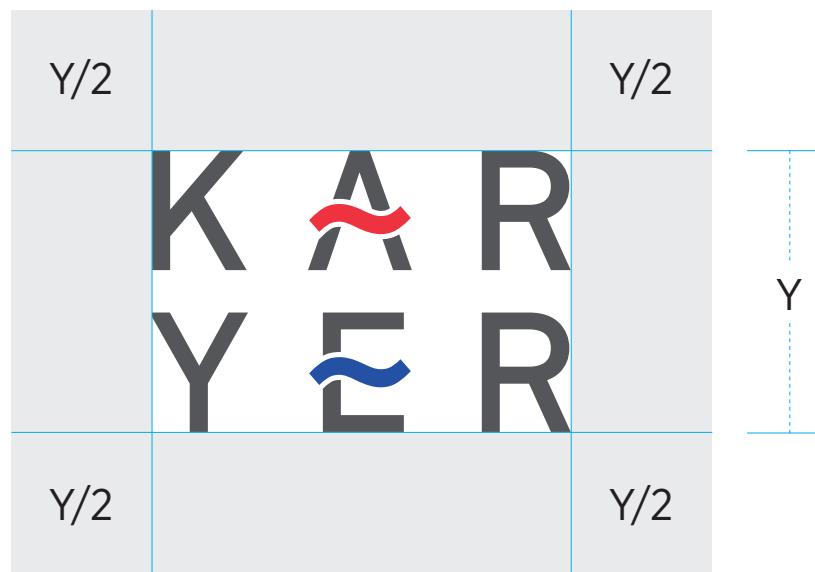
LOGO V3



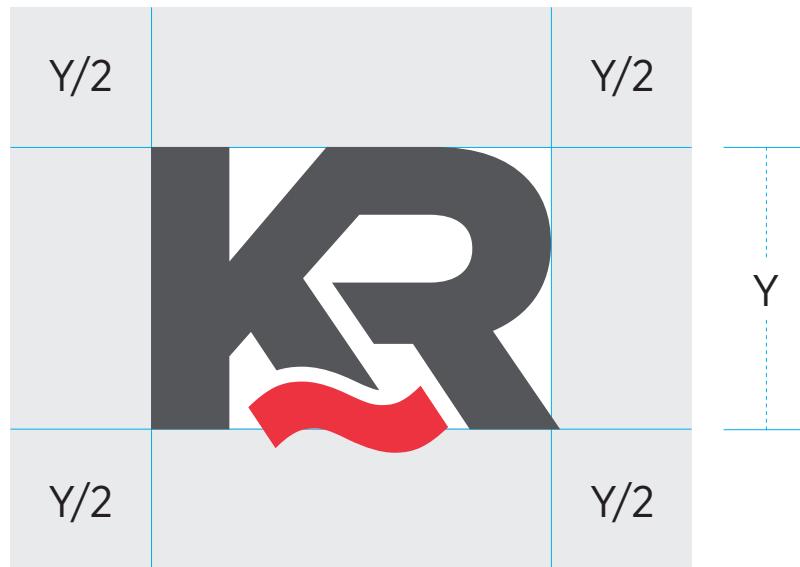
LOGO V1 - YERLEŞİM | PLACEMENT



LOGO V2 - YERLEŞİM | PLACEMENT



LOGO V3 - YERLEŞİM | PLACEMENT



RENK SKALASI | PRIMARY COLORS

PANTONE RED 032 C
PANTONE RED 032 U

CMYK
0 / 96 / 90 / 2

RGB
238 / 51 / 66

WEB
#ee3342

PANTONE 2728 C
PANTONE 286 U

CMYK
100 / 69 / 0 / 0

RGB
39 / 81 / 164

WEB
#2751a4

PANTONE COOL GRAY 11 C
PANTONE 433 U

CMYK
0 / 0 / 0 / 85

RGB
85 / 86 / 90

WEB
#55565a



DÜZ ZEMİN ÜZERİNE RENK UYGULAMALARI | COLOR APPLICATIONS ON FLAT BACKGROUND



FOTOĞRAF ÜZERİNE UYGULAMA | APPLICATION ON PHOTO

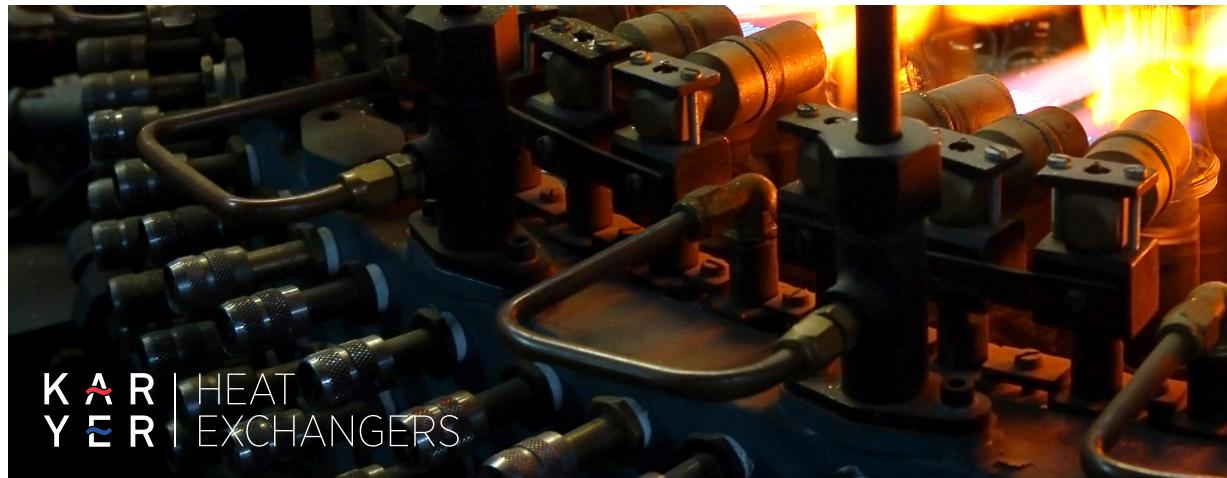


K A R
Y E R | HEAT
EXCHANGERS



K A R
Y E R

FOTOĞRAF ÜZERİNE UYGULAMA | APPLICATION ON PHOTO



YAPILMAMASI GEREKENLER | DO'S & DON'TS

K A R
Y E R

Excestioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro

K A R
Y E R

Excestioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro

K A R
Y E R

Excestioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro

K A R
Y E R

Excestioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro

K A R
Y E R

Excestioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro

K A R
Y E R

Excestioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro

K A R
Y E R

Excestioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro

K A R Y E R

Excestioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro

K A R Y E R

Excestioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro

YAPILMAMASI GEREKENLER | DO'S & DON'TS



Excessioreres delluptate non rem. Bus aut anditatis acia at voluptum accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatis acia at voluptum accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatis acia at voluptum accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatis acia at voluptum accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatis acia at voluptum accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatis acia at voluptum accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatis acia at voluptum accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatis acia at voluptum accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatis acia at voluptum accus dissimillaut et mo culpa volo ea nis volupta sperro

YAPILMAMASI GEREKENLER | DO'S & DON'TS



Excessioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro



Excessioreres delluptate non rem. Bus aut anditatiis acia at voluptium accus dissimillaut et mo culpa volo ea nis volupta sperro

Gotham Narrow Bold

abcçdefgğhijklmnoöprsştüüvyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
0123456789

Gotham Narrow Medium

abcçdefgğhijklmnoöprsştüüvyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
0123456789

Gotham Narrow Book

abcçdefgğhijklmnoöprsştüüvyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
0123456789

Gotham Narrow Light

abcçdefgğhijklmnoöprsştüüvyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
0123456789

Roboto Condensed Bold

abcçdefgğhijklmnoöprsştuüvyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
0123456789

Roboto Condensed Regular

abcçdefgğhijklmnoöprsştuüvyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
0123456789

Roboto Condensed Light

abcçdefgğhijklmnoöprsştuüvyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
0123456789



Umut Bilir

Reklam ve Pazarlama Departmanı
Advertising & Marketing Department

u.bilir@karyergroup.com

Karyer Isı Transfer San. ve Tic. A.Ş.

Topçular Mah. Tikvesli Sokak No.8
34055 Eyüp, İstanbul / Türkiye

T | +90 212 567 55 09 - 123

F | +90 212 576 23 45

www.karyergroup.com

K A R | HEAT
Y E R | EXCHANGERS

KARYER İŞİ TRANSFER
SAN. VE TİC. A.Ş.

Topcular Mah. Tıkkesli Sokak No:8
34055 Eyüp, İstanbul / Türkiye

T | +90 212 567 55 09
F | +90 212 576 23 45

www.karyergroup.com
info@karyergroup.com

K A R
Y E R | HEAT
EXCHANGERS

Karyer Isı Transfer San. ve Tic. A.Ş.
Topçular Mah. Tıkeşli Sokak No.8 34055 Eyüp, İstanbul / Türkiye
T | +90 212 567 55 09 www.karyergroup.com
F | +90 212 576 23 45 info@karyergroup.com

K A R
Y E R | HEAT
EXCHANGERS

Karyer Isı Transfer San. ve Tic. A.Ş.
Topçular Mah. Tıkeşli Sokak No.8 34055 Eyüp, İstanbul / Türkiye
T | +90 212 567 55 09 www.karyergroup.com
F | +90 212 576 23 45 info@karyergroup.com

FATURA | INVOICE

|  <p>KAR YER HEAT EXCHANGERS</p> <p>Sayın,</p> <p>Müşteri V.D. No / T.C. No:</p> | | <p>Karyer İst Transfer San. ve Tic. A.Ş. Topçular Mah. Tıkeşli Sokak No:8 34055 Eyüp, İstanbul / Türkiye T: +90 212 567 55 09 F: +90 212 576 23 45 info@karyergroup.com finans@karyergroup.com www.karyergroup.com</p> <p>Ticaret Sicil No. 241252 Sanayi Sicil No. 17333 Boğazıcı Kurumlar V.D. 526 065 0413</p> <p>İl Kodu 34 FATURA</p> <p>Seri M Sıra No: _____ Tarih: _____ İrsaliye No: _____ İrsaliye Tarihi: _____</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|-------------------------|--|--------------------------------------|------------------------------|--|--|-------|------|----------|--|--|--|--|------------|-------------------|-----|-------------------------------------|--|--|--|------------|-------------------|-----|--------------------------------------|--|--|--|------------|-------------------|-----|--------------------------------------|--|--|--|-----|-------------------|-----|-------------------------------------|--|--|--|-----|-------------------|-----|--------------------------------------|--|--|--|-----|-------------------|-----|--------------------------------------|--|--|--|--------------------|----------------------|-----|-------------------------------------|--|--|--|--------------------|----------------------|-----|--------------------------------------|--|--|--|--------------------|----------------------|-----|--------------------------------------|--|--|--|----------|------------|----|-------------------------------------|--|--|--|----------|------------|----|--------------------------------------|--|--|--|----------|------------|----|--------------------------------------|--|--|--|
| Üretici Kodu Man. Code | Açıklama Description | Miktar Quantity | Fiyat Price | Toplam Fiyat Total Amount | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Banka</th> <th>Şube</th> <th>Şh. Kodu</th> <th colspan="4"></th> </tr> </thead> <tbody> <tr> <td>Finansbank</td> <td>Gaziosmanpaşa Şb.</td> <td>863</td> <td colspan="4">TR56 0011 1000 0000 0001 9226 22 TL</td> </tr> <tr> <td>Finansbank</td> <td>Gaziosmanpaşa Şb.</td> <td>863</td> <td colspan="4">TR56 0011 1000 0000 0001 9226 22 EUR</td> </tr> <tr> <td>Finansbank</td> <td>Gaziosmanpaşa Şb.</td> <td>863</td> <td colspan="4">TR56 0011 1000 0000 0013 8911 21 USD</td> </tr> <tr> <td>TEB</td> <td>Boğaziçi Kurumsal</td> <td>432</td> <td colspan="4">TR95 0003 2000 4320 0000 0562 88 TL</td> </tr> <tr> <td>TEB</td> <td>Boğaziçi Kurumsal</td> <td>432</td> <td colspan="4">TR77 0003 2000 4320 0000 0586 49 EUR</td> </tr> <tr> <td>TEB</td> <td>Boğaziçi Kurumsal</td> <td>432</td> <td colspan="4">TR77 0006 7010 0000 0600 3890 01 USD</td> </tr> <tr> <td>Yapı Kredi Bankası</td> <td>Topçular - Ramii Sz.</td> <td>755</td> <td colspan="4">TR63 0006 7010 0000 0000 5599 61 TL</td> </tr> <tr> <td>Yapı Kredi Bankası</td> <td>Topçular - Ramii Sz.</td> <td>755</td> <td colspan="4">TR51 0006 7010 0000 0002 8911 67 EUR</td> </tr> <tr> <td>Yapı Kredi Bankası</td> <td>Topçular - Ramii Sz.</td> <td>755</td> <td colspan="4">TR20 0006 7010 0000 0029 9161 31 USD</td> </tr> <tr> <td>Citibank</td> <td>Bayrampaşa</td> <td>46</td> <td colspan="4">TR08 0009 2000 0000 0600 3890 01 TL</td> </tr> <tr> <td>Citibank</td> <td>Bayrampaşa</td> <td>46</td> <td colspan="4">TR08 0009 2000 0000 0600 3680 36 EUR</td> </tr> <tr> <td>Citibank</td> <td>Bayrampaşa</td> <td>46</td> <td colspan="4">TR30 0009 2000 0000 0600 3680 28 USD</td> </tr> </tbody> </table> | | | | | | | Banka | Şube | Şh. Kodu | | | | | Finansbank | Gaziosmanpaşa Şb. | 863 | TR56 0011 1000 0000 0001 9226 22 TL | | | | Finansbank | Gaziosmanpaşa Şb. | 863 | TR56 0011 1000 0000 0001 9226 22 EUR | | | | Finansbank | Gaziosmanpaşa Şb. | 863 | TR56 0011 1000 0000 0013 8911 21 USD | | | | TEB | Boğaziçi Kurumsal | 432 | TR95 0003 2000 4320 0000 0562 88 TL | | | | TEB | Boğaziçi Kurumsal | 432 | TR77 0003 2000 4320 0000 0586 49 EUR | | | | TEB | Boğaziçi Kurumsal | 432 | TR77 0006 7010 0000 0600 3890 01 USD | | | | Yapı Kredi Bankası | Topçular - Ramii Sz. | 755 | TR63 0006 7010 0000 0000 5599 61 TL | | | | Yapı Kredi Bankası | Topçular - Ramii Sz. | 755 | TR51 0006 7010 0000 0002 8911 67 EUR | | | | Yapı Kredi Bankası | Topçular - Ramii Sz. | 755 | TR20 0006 7010 0000 0029 9161 31 USD | | | | Citibank | Bayrampaşa | 46 | TR08 0009 2000 0000 0600 3890 01 TL | | | | Citibank | Bayrampaşa | 46 | TR08 0009 2000 0000 0600 3680 36 EUR | | | | Citibank | Bayrampaşa | 46 | TR30 0009 2000 0000 0600 3680 28 USD | | | |
| Banka | Şube | Şh. Kodu | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Finansbank | Gaziosmanpaşa Şb. | 863 | TR56 0011 1000 0000 0001 9226 22 TL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Finansbank | Gaziosmanpaşa Şb. | 863 | TR56 0011 1000 0000 0001 9226 22 EUR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Finansbank | Gaziosmanpaşa Şb. | 863 | TR56 0011 1000 0000 0013 8911 21 USD | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TEB | Boğaziçi Kurumsal | 432 | TR95 0003 2000 4320 0000 0562 88 TL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TEB | Boğaziçi Kurumsal | 432 | TR77 0003 2000 4320 0000 0586 49 EUR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TEB | Boğaziçi Kurumsal | 432 | TR77 0006 7010 0000 0600 3890 01 USD | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yapı Kredi Bankası | Topçular - Ramii Sz. | 755 | TR63 0006 7010 0000 0000 5599 61 TL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yapı Kredi Bankası | Topçular - Ramii Sz. | 755 | TR51 0006 7010 0000 0002 8911 67 EUR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yapı Kredi Bankası | Topçular - Ramii Sz. | 755 | TR20 0006 7010 0000 0029 9161 31 USD | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Citibank | Bayrampaşa | 46 | TR08 0009 2000 0000 0600 3890 01 TL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Citibank | Bayrampaşa | 46 | TR08 0009 2000 0000 0600 3680 36 EUR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Citibank | Bayrampaşa | 46 | TR30 0009 2000 0000 0600 3680 28 USD | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

|  <p>KAR YER HEAT EXCHANGERS</p> <p>Karyer İst Transfer San. ve Tic. A.Ş. Topçular Mah. Tıkeşli Sokak No:8 34055 Eyüp, İstanbul / Türkiye T: +90 212 567 55 09 F: +90 212 576 23 45 info@karyergroup.com finans@karyergroup.com www.karyergroup.com</p> <p>Ticaret Sicil No. 241252 Sanayi Sicil No. 17333 Boğazıcı Kurumlar V.D. 526 065 0413</p> <p>İl Kodu 34 SEVK İRSALİYESİ</p> <p>Fatura Akışı Consignee _____</p> <p>Sevk Adresi Delivery Address _____</p> | | <p>Fatura Akısı Consignee _____</p> <p>Sevk Adresi Delivery Address _____</p> <p>Seri F Sıra No: _____</p> | | | | |
|--|-------------------------|---|----------------|------------------------------|--|--|
| Üretici Kodu Man. Code | Açıklama Description | Miktar Quantity | Fiyat Price | Toplam Fiyat Total Amount | | |



Date / /

K A R
Y E R

WE CONFIRM YOUR ORDER

Manufacturing code

Delivery Date / /

Sarven Agopoğlu Note
Sales Division Manager

Kayer Isı Transfer
Sanayi ve Ticaret A.Ş.

Tarih / /

K A R
Y E R

SİPARİŞİNİZİ TEYİT EDERİZ

İmalat no

Teslim Tarihi / /

Sarven Agopoğlu Not
Satış Bölüm Müdürü

K A R
Y E R