

SINCER LOGISTIC

CORPORATE IDENTITY
GUIDE



DELIVERING
WITH
SINCERITY

About Us.

SINCER Logistics Limited Company is based in Mersin was established in 2007. Sector adopting the understanding of quality service in while continuing to grow with its structure, Istanbul and service network with Ashgabat offices has expanded. Our company is in three different locations. Offices, well-trained and experienced staff, wide agency network and strong organization. It aims to provide the best service with its structure.

SINCER Logistics in the future as in the past in line with changing customer demands. Continuing its investments and transportation its existence as a strong player in the sector will continue. SINCER Logistics has been serving customers for many years. Road Transport provided by in addition to the service of Air and Sea Freight increased its investments. Our company in 2021 TIO Authorization Certificate (Transportation Organization) is entitled to receive. Our country in recent years its economic development in parallel, Project Transportation service gained importance in our fields. of customers It aims to be a solution partner in all transports.

SINCER Logistics, which has acquired in order to meet the transportation demands. He established the Project Department in 2019.



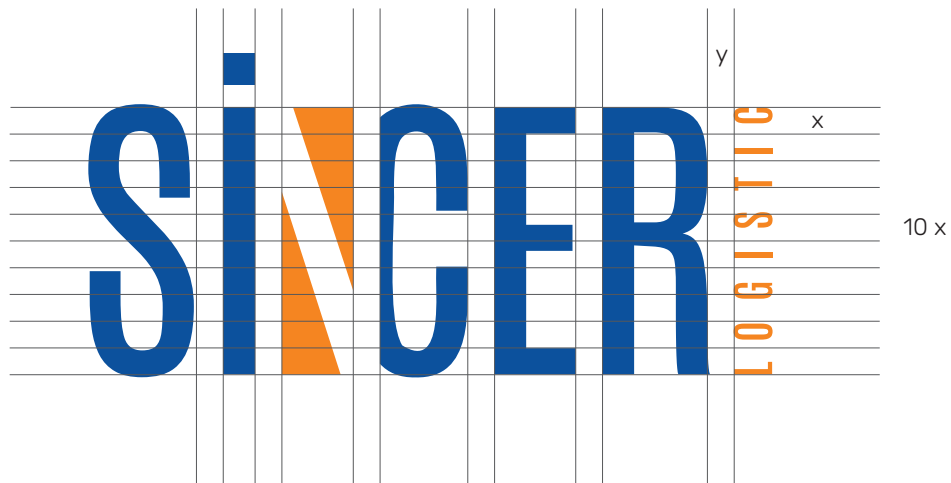
Sincer Logistics Logo

Sincer Logistics logo design of modern lines while it consists of its integrity, its main emphasis is placed in it. He does it with the letter 'N' he hides, symbolizing logistics Sincer Corporate in holistic perception with direction arrows while defining the sectoral emphasis in sub-details and different represents the point of view.

SINCER 10151907

SINGER LOGISTIC

Logo Ratio-Proportion System



Grid System

Grid system for the logo, in the logo creation process, creates the geometric harmony between the elements. This system, the protection of the logo project work, the logo simple, flexible and time-independent it helps.

The grid grids we see here are the symbols of the logo and the grid system that displays the logo font. System, brought with it odds ratio and the system shown on.

Usage at Different Scales

Stationery Size

20 - 55 mm

Logo height from 20 to 55 mm; usually office stationery, letterheads, used in packaging (etc.). The smallest of the logo size, other design elements in different applications to ensure its visibility and recognition without width is 20 mm.

Print Size

65 - 85 mm

Logo height between 65-85 mm; printing covers, hand medium and large stationery such as flyers, brochures can be used for materials.

Banner Size

< 100 mm

Large-scale printing, such as outdoor advertising, poster logo height over 100 mm for formats is implemented. Maximize availability logo size in different conditions to remove adjustable.

Usage at Different Scales

SINCER LOGISTIC

20 mm

SINCER LOGISTIC

30 mm

SINCER LOGISTIC

45 mm

SINCER LOGISTIC

55 mm

SINCER LOGISTIC

65 mm

SINCER LOGISTIC

75 mm

SINCER LOGISTIC

85 mm

SINCER LOGISTIC

100 mm

Use of Black and White



The logo for Singer Logistic is displayed on a solid black rectangular background. The word "SINGER" is written in a large, bold, white, sans-serif font. The letter "N" is uniquely styled, with its left vertical stroke in white and its right vertical stroke in orange. To the right of "SINGER", the word "LOGISTIC" is written in a smaller, orange, sans-serif font, oriented vertically.

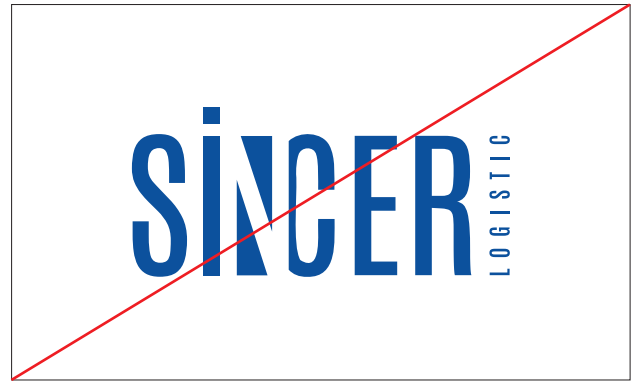


The same logo for Singer Logistic is shown on a white rectangular background. In this version, the word "SINGER" is rendered in a bold, black, sans-serif font, while the word "LOGISTIC" remains in orange and is oriented vertically to the right of "SINGER". The "N" in "SINGER" maintains its orange and white color scheme.

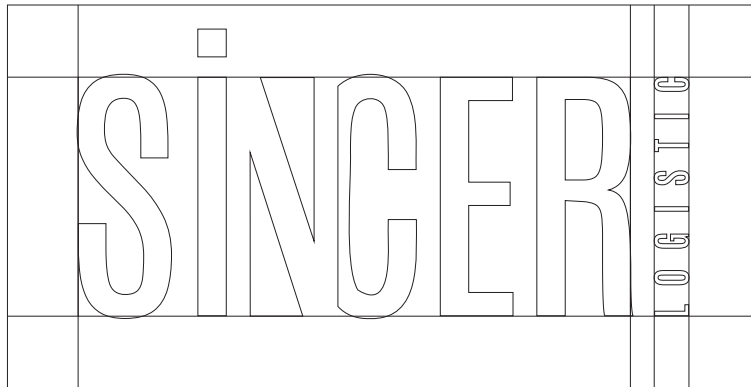
Logo Alternative Use



Logo Misuses

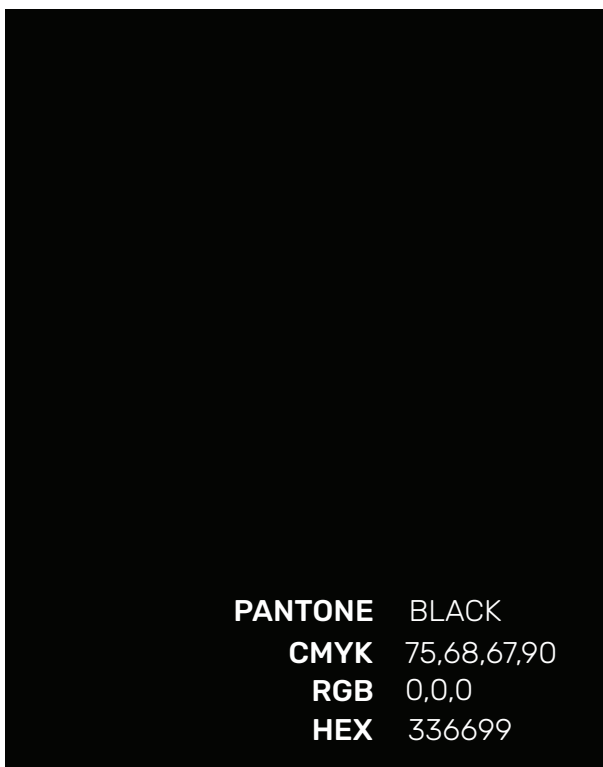


Logo Security Area



Approach Distances

Color Palette



ATTENTION

It is beneficial to take proprint before print it.

Typography

Main Font

Sincer Logistics company corporate identity materials Rubik font family is used in the designs.

The Rubik font family is also used for writing texts.

Rubik

Rubik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Rubik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Rubik Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Rubik SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Rubik Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Rubik ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Rubik Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%

Typography

Logo Font

Sincer Logistics logo design, Antonio SemiBold font is used. Font included with corporate fonts but it is not the main font. Using the main font as an additional font when not possible available.

Antonio Semibold

Antonio Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstu vwxyz
0123456789? !&%

Personal Business Card

Personal business cards are issued personally by their owners. Employee's name, phone number, and email address they should specify.



Technical Details

Size: 9 x 5 cm

Font: Rubik



Letterhead



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B Blok K3 D:11 Yenışehir / Mersin



sincerlogistics

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Technical Details

Size: 21 x 29,7 cm

Font: Rubik

SINCER
LOGISTICS

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Diplomats Envelope

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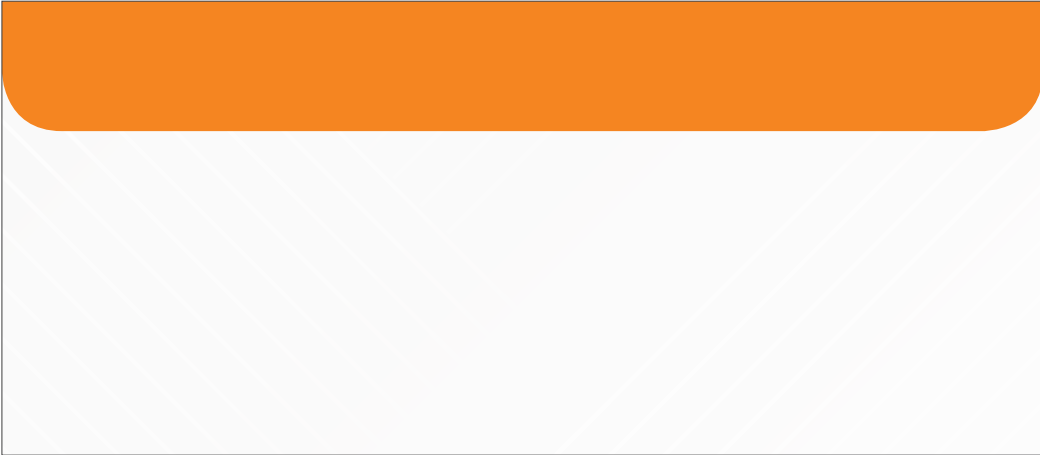
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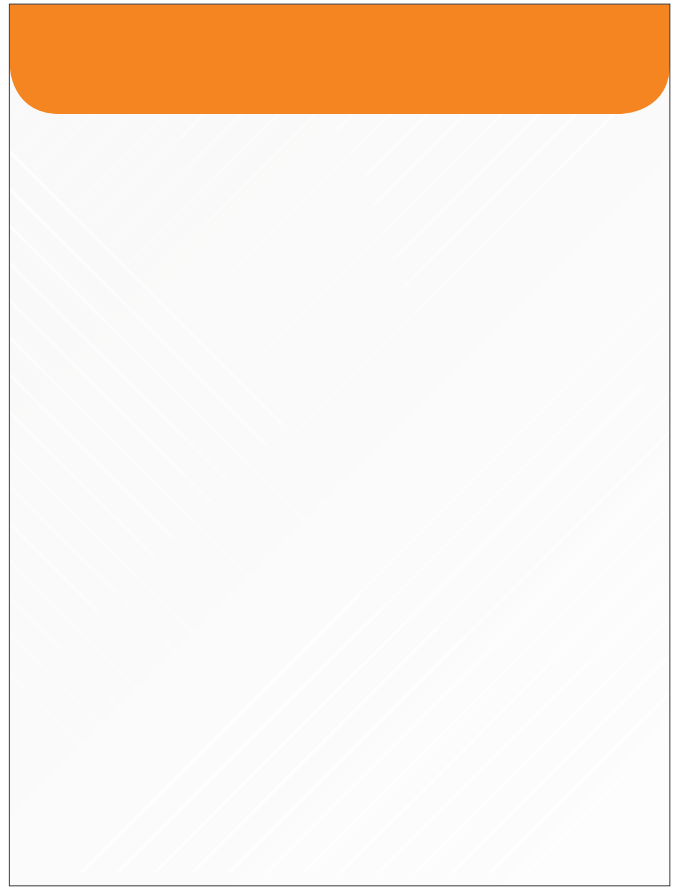
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Vertical Square Flap Envelopes



SINCER
LABORATORIES

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Folders



Folders



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Paper Bags



T-shirt

Branded T-shirt, embroidery with Sincer Logistics logo on top right makes. It is recommended that the T-shirt use two colors: navy blue and white.





SINCER LOGISTIC

Mug





— USB



PEN



Personal Id Card

Personnel ID cards can only be issued by the institution. Employee the name, photograph, surname, title or it contains the unit and the card number.





#001



**HASAN
TUTAN**

Genel Müdür /
General Manager

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Swallow Flags

Swallow flags in organizations organized by Sincer Logistics, important items that can be used in projects or accompanying projects is one of the factors. Swallow flags can also be used as female.





E-Mail Signature

Personal digital signature in internal and external electronic correspondence used as. E-mail signature logo designed for Sincer Logistics, name, surname, title, address, telephone and e-mail information accommodates



HASAN TUTAN

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