



turKis

Branding. Guidelines

Key Concepts

Scope of the Guidelines

- 01 Our Values
- 02 Our Logo
- 03 Color Guidance



Our Values

Musical traditions with modern currents

turkis is a musical meeting point where horizons boughen and traditions find new life. 16 years of history starting from det turkise telt, and now a new leap, new currents, and a new house.

turkis embrace concert spaces where music is both seen, heard, felt and shared in an atmosphere full of life, rhythm, energy and new ideas. Covered in Persian rugs, soft cushions, and flowing drapes, turkis creates a musical meeting place where you can truly feel at home.



CORPORATE BRANDING GUIDELINES

Our logo and the meaning behind it

The logo is inspired by the environment created by det turkise telt at the concerts and festivals. The inspiration comes from covering the dancefloor and the stage with persian carpets.



Logo Full Color

Should be used in documents
or black & white photos



Logo Turkis

Should be used on black & white photos



turKis

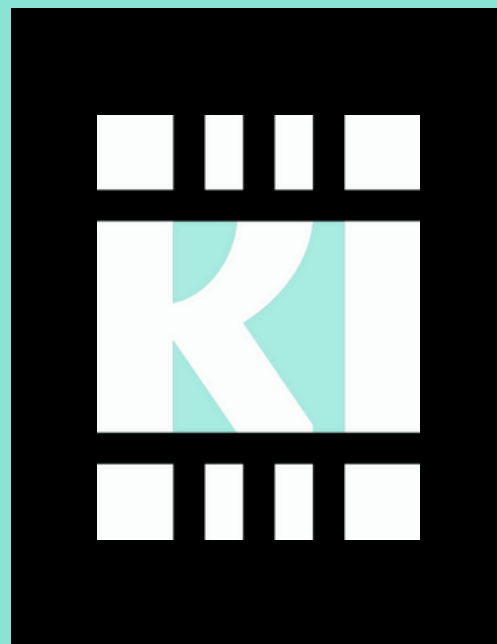
Logo Black

Should be used on colourful backgrounds
from our palette

turKis

Logo White

Should be used on colourful photos



Logo Icon

Proposition to consider



Logo Icon

Proposition to consider

DO NOT deform

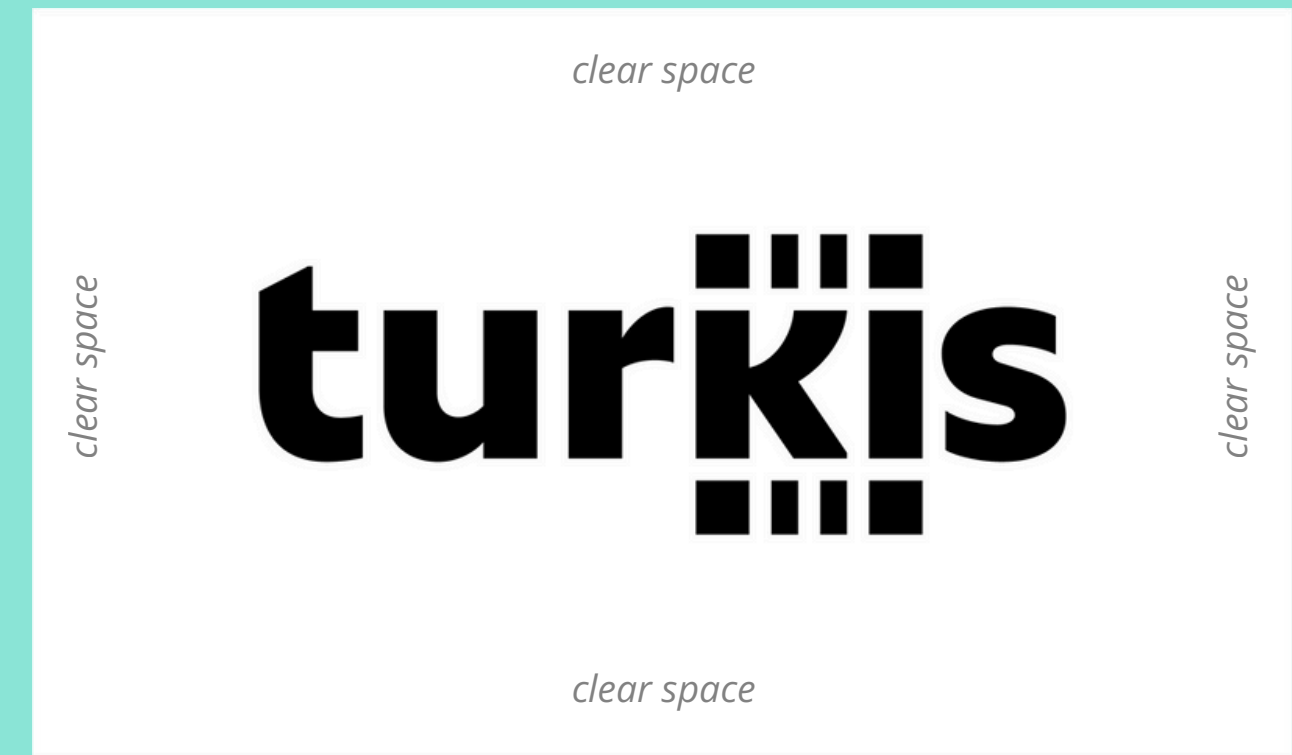
stretched webpage icon should be changed

Exclusion Zones

The safe distance to put your logo in

To protect the clarity of the logo and ensure it has as much impact as possible, it should be surrounded by an area of space known as the exclusion zone. The exclusion zone is measured at the same size as the 'ki' in the turkis name.

The minimum of safe space.



Proper Use

Branding Dos & Don'ts



DO NOT change the background colors. Use colors in the palette.



DO NOT rotate the logo. Keep the logo vertical or horizontal

The only exception is a rounded sticker



DO NOT cut the logotype nor deform the shape

It can't be handpainted without the stencil



DO NOT use tint or opacity.

Color Palette

HEX CODE #4962DC CMYK: 67 56 0 14	RGB: 73 98 220	HEX CODE #459A98 CMYK: 55 0 1 40	RGB: 69 154 152	HEX CODE #8AE4D6 CMYK: 40 0 6 11	RGB: 138 228 214	HEX CODE #68C29D CMYK: 46 0 19 24	RGB: 104 194 157
HEX CODE #FFFFA1 CMYK: 0 0 37 0	RGB: 255 255 161	HEX CODE #FFFF84 CMYK: 0 0 48 0	RGB: 255 255 132	HEX CODE #EE8031 CMYK: 0 46 79 7	RGB: 238 128 49	HEX CODE #B14A38 CMYK: 0 58 68 31	RGB: 177 74 56
HEX CODE #E7B6CD CMYK: 0 21 11 9	RGB: 231 182 205	HEX CODE #FAFCD4 CMYK: 1 0 16 1	RGB: 250 252 212	HEX CODE #614942 CMYK: 0 25 32 62	RGB: 97 73 66	HEX CODE #3C2517 CMYK: 0 38 62 77	RGB: 60 37 23



Thank you for your attention

PLEASE REACH OUT TO OUR HEAD OF
COMMUNICATIONS FOR ANY QUESTIONS:
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