AKINSOFT

CORPORATE IDENTITY WORK

"Software Icon"

We are AKINSOFT

We achieved to be at the top with our professional business approach, young and dynamic staff, the value we give humanity, targets, the structure without making concessions from our principles since the day AKINSOFT was established.

As AKINSOFT, we determined our 28 years of visions at the day it was founded.

After completing 2000, 2005, 2010 and 2015 visions, our firm sped up the works to realize the 2023 vision. We are sure that we will provide the best service for humanity and we always prioritize the satisfaction of our customers who will benefit from our quality and increase their success with AKINSOFT softwares.

With the aim of operating in all the sectors, our company keeps producing new software for new fields through the high performance of R&D and Quality Control Departments. We aspire to deliver our software to business life all over the world, and keep expanding our Partner Network both domestically and internationally.
We are growing as adding new solution partners and end users to our network.

We believe in our staff, solution partners and end users; we believe in AKINSOFT Family. We trust the power of being together for 25 years.

AKINSOFT Circle Logo Usage

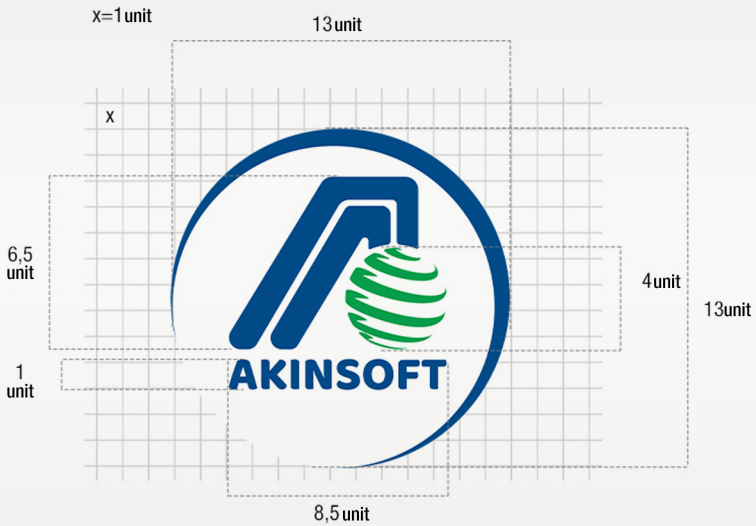
1. AKINSOFT "T" letter must be at the same vertical line with right point of earth
2. AKINSOFT "A" letter must be at the same vertical line with earth "A" letter's left end point
3. AKINSOFT font - Baloo Chettan - regular

Color Codes

Pantone	-
CMYK	99 71 14 2
RGB	1 77 142
Html	#014d8e
Ral	-

Pantone	-
CMYK	80 3 88 0
RGB	7 163 79
Html	#07a34f
Ral	-

AKINSOFT Circle Logo Usage



1. Logo width and height must be equal to each other and number of units have to same with each other.
2. AKINSOFT inscription must be 1 unit large.
3. When the logo is enlarged or compressed the procedure must be applied proportionally.

AKINSOFT Circle Logo Usage

1. Logo top point and AKINSOFT text top point have to be at the same line
2. Logo bottom point and earth have to at the same line.
3. The Patent mark must be at the same height with upper fingernail of the letter " T".

Color Codes

Pantone	-
CMYK	99 71 14 2
RGB	1 77 142
Html	#014d8e
Ral	-

Pantone	-
CMYK	80 3 88 0
RGB	7 163 79
Html	#07a34f
Ral	-

AKINSOFT Corporate Font

AKINSOFT : Baloo Chettan Regular

Wrong Usage of AKINSOFT Logo

Usage Standards of AKINSOFT logo has been showed in previous pages. Rate, color and ground can not be out of standard.

On the left side you can see wrong usage types. If it is not definated in AKINSOFT Corparete Identity Guide, can not be accepted as a "true" usage.

AKINSOFT Corporate Mail Signature

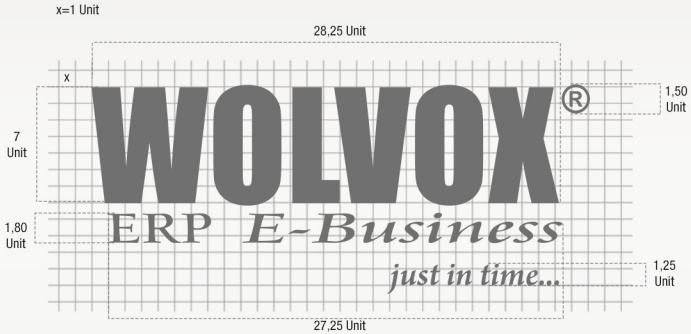
Corporate Communication Department	:	**Helvetica Neue LT Pro-77 Bold Condensed 8,77**
www.akinsoft.com.tr	:	**Helvetica Neue LT Pro-47 Light Condensed 13,53**
444 40 80	:	**Helvetica Neue LT Pro-77 Bold Condensed 16,24**
Extension (1224)	:	**Helvetica Neue LT Pro-57 Condensed 12,07**

Icon Usage

Color Codes

C:89 M:70 Y:29 K:14 #334b76

WOLVOX Logo



Color Codes

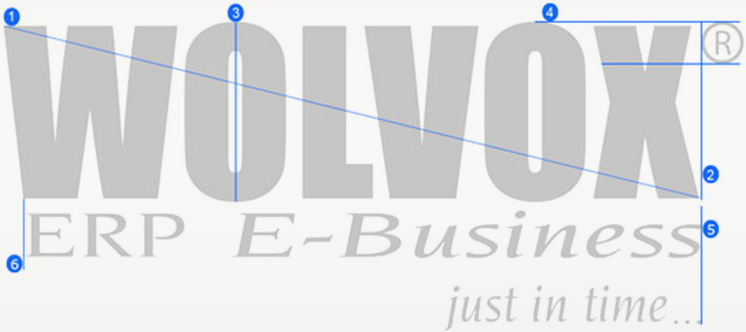
Pantone	428 C
CMYK	22 17 18 0
RGB	198 198 198
Html	# c6c6c6

Gradient Effects

Pantone	Cool Gray 9C
CMYK	53 47 45 11
RGB	122 118 119
Html	# 7a7677

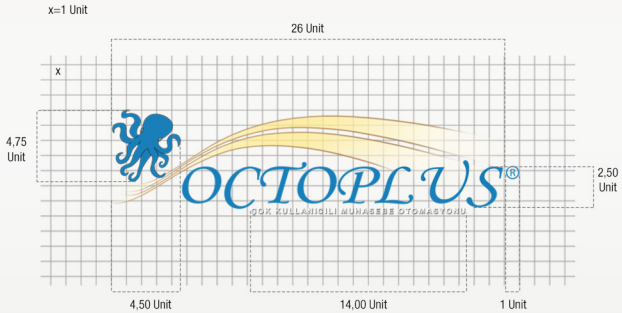
Pantone	663 C
CMYK	2 1 2 0
RGB	44 154 66
Html	# f7f7f6

WOLVOX Logo



1. Length has to be start from letter "W" left top side and finish at letter "X" right bottom side.
2. Letter "X" right bottom side and Register's left mid point has to be at the same line.
3. Height has to be measured according to letter "O" top and bottom point.
4. Position of the ® sign has to be from top side of letter "O" to half of right top nail of letter "X".
5. Right bottom point of letter "X" and end part of "..." must be at the same vertical line.
6. "ERP E-Business" inscription must start at the same line with left bottom side of letter "W"

OCTOPLUS Logo



Gradient Effects

Gradient Effectst

Color Codes

Pantone 7690 C	Pantone 7682 C	Pantone -	Pantone 730 C	Pantone -	Pantone -
CMYK 92 47 15 1	CMYK 32 35 4 0	CMYK 0 0 0 0	CMYK 30 60 94 16	CMYK 1 2 37 0	CMYK 0 0 0 0
RGB 0 118 169	RGB 101 145 197	RGB 255 255 255	RGB 160 103 46	RGB 255 241 177	RGB 255 255 255
Html # 0076a9	Html # 6591c5	Html # ffffff	Html # a0672e	Html # fff1b1	Html # ffffff

OCTOPLUS Logo

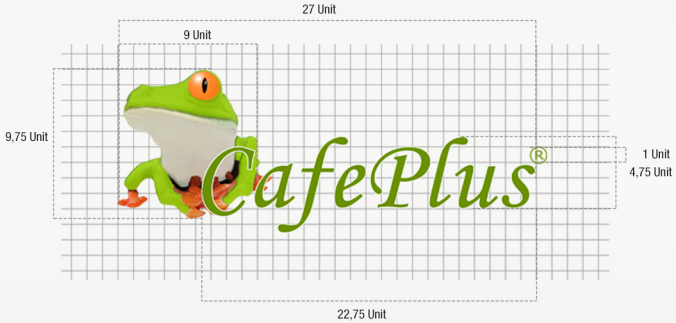
❶ Lenght must starts from left top side of icon and ends with ® sign.

❷ Height starts from ending section of left top arm of icon and ends with the "Multi-Purpose Accounting Software" inscription

❸ Location of ® sign must start in the same alignment with teh top section of the letter "S" and must be the size of one fourth of Octoplus font size.

❹ Font: Monotype Corsiva

CafePlus Logo



Color Codes

Pantone	377 C
CMYK	63 24 100 7
RGB	107 145 0
Html	# 6b9100

Gradient Effectst

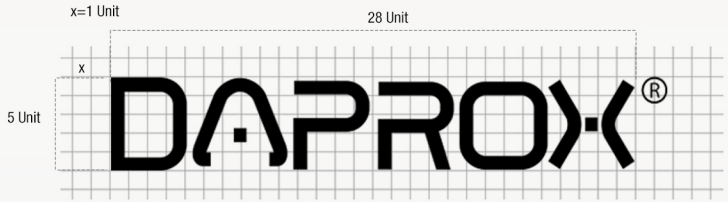
Pantone	-
CMYK	69 38 100 27
RGB	77 104 2
Html	# 4d6802

Pantone	-
CMYK	69 38 100 27
RGB	77 104 2
Html	# 4d6802

CafePlus Logo

1. Lenght must start from the left feet of the Cafeplus Icon and must end at the end of the top section of letter s.
2. Height must start at the end of the top section of Cafeplus Icon and must end at the bottom section of letter f.
3. The top section section of ® sign must be in alignment with the top section of the letter C.
4. Font: Monotype Corsiva

DAPROX Logo



Color Codes

Pantone	-
CMYK	73 69 64 86
RGB	10 4 8
Html	# 0a0408

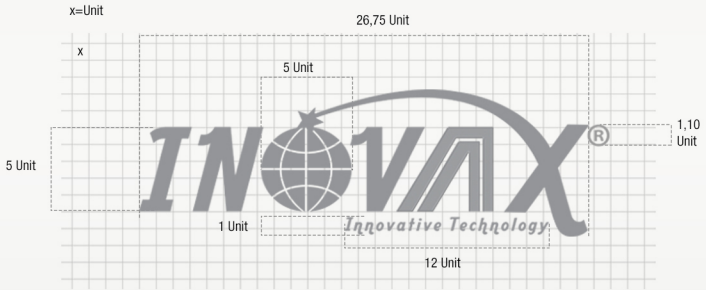
Gradient Effectst

Pantone	425 C	Pantone	Black 6 C	Pantone	423 C	Pantone	Cool Gray 6C
CMYK	63 55 55 30	CMYK	79 74 58 76	CMYK	50 42 42 6	CMYK	37 30 30 0
RGB	87 87 87	RGB	20 19 30	RGB	133 133 133	RGB	166 166 166
Html	# 575757	Html	# 575757	Html	# 858585	Html	# a6a6a6

DAPROX Logo

1. Lenght must start at the ending point of the letter "D" and must must end at the ending point of the letter "X"
2. Height must be measured according to the bottom and top points of the letter "D"
3. RRegister sign must be in alignment with the top point of the letter "D" and it must be one third of the letter "D"
4. Font : Digitall

INOVAX Logo



Gradient Effectst

Pantone 428 C	Pantone 425 C	Pantone -	
CMYK 22 17 18 0	CMYK 53 47 45 11	CMYK 2 1 2 0	
RGB 198 198 198	RGB 87 87 87	RGB 247 247 246	
Html # c6c6c6	Html # 575757	Html # f7f7f6	

Gradient Effectst

Pantone 7686	Pantone 534 C	Pantone -	Pantone 660 C
CMYK 100 84 20 6	CMYK 100 88 30 25	CMYK 99 78 3 0	CMYK 83 56 0 0
RGB 28 68 130	RGB 29 50 97	RGB 3 78 162	RGB 48 110 182
Html # 1c4482	Html # f7f7f6	Html # 034ea2	Html # 306eb6

INOVAX Logo

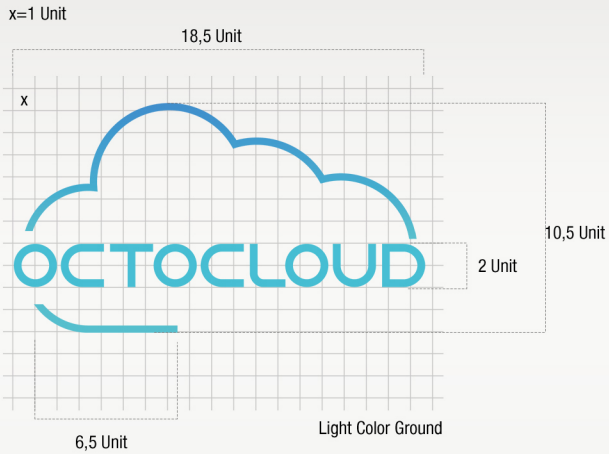
❶ Lenght must start from the letter "I" end it must end at the bottom section of the letter "X"

❷ Height must start at the top ending point of the letter "X" and must end with the right left section of the letter "X"

❸ Location of ® sign must start at the top section of the letter "X" and its size must be half of the nail of the letter "X"

❹ Font: Aardvark Cafe

OCTOCLOUD Logo

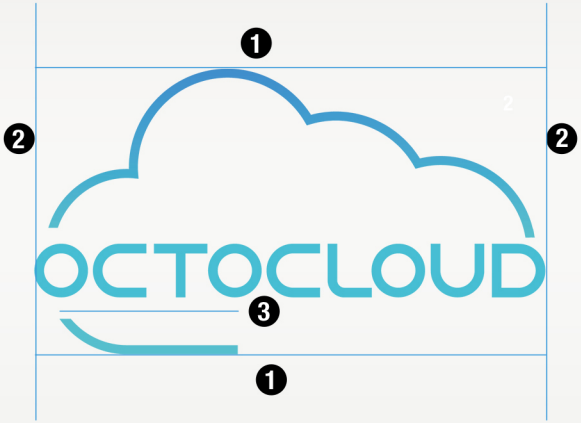


Color Codes

Pantone	-
CMYK	73 - 34 - 1 - 0
RGB	64 - 143 - 204
Html	#408fcc
Ral	-

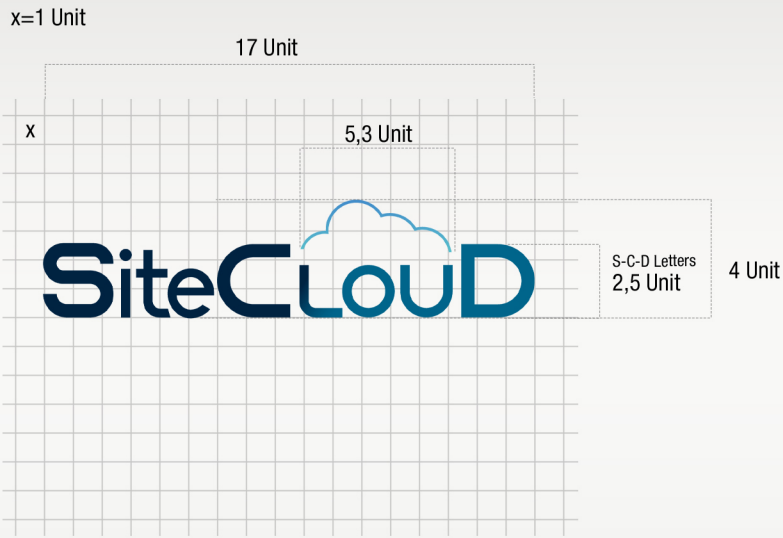
Pantone	-
CMYK	63 - 0 - 21 - 0
RGB	86 - 191 - 206
Html	# 56bfce
Ral	-

OCTOCLOUD Logo



1. Letter "O" and letter "D" ending points must based on for logo lenght.
2. Top and bottom point of cloud shapes must be based on for height
3. Bottom small part of the cloud shape must start and end on 1st and 2nd middle of " O " letters.
4. Font: Azonix

SiteCloud Logo

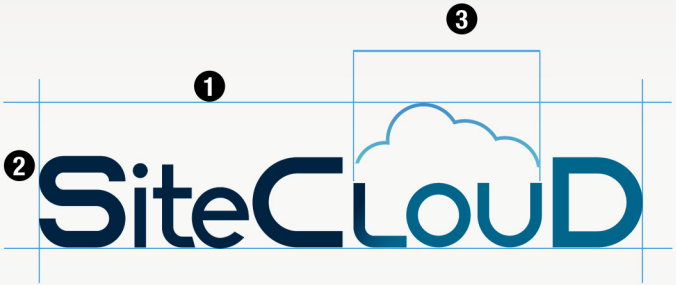


Gradient Effectst

Color Codes

Pantone	-	Pantone	-	Pantone	-
CMYK	100 44 45 50	CMYK	96 61 32 19	CMYK	90 50 27 31
RGB	0 6 67	RGB	0 80 116	RGB	0 101 139
Html	#002443	Html	# 005074	Html	#00658b

SiteCloud Logo



1. Letter "S" and letter "D" ending points mustbased on for logo lenght.
2. Top and bottom point of cloud shapes must be based on for height.
3. Cloud Shape must be at in the middle of letter "C" and letter "D" and in alignment with letter "L" and letter "U".
3. Font: Site: Biko ClouD: Azonix

AKINSOFT Personnel Business Card

Turkish

5,5cm

8,5cm

English

C:99 M:71 Y:14 K:2 Pantone:-

C:80 M:3 Y:88 K:0 Pantone:355

C:2 M:2 Y:2 K:0 Pantone:7541

Helvetica Neue LT Pro-57 Condensed-6pt

AKINSOFT GENEL MERKEZ
İstanbul Yolu, AKINSOFT Plaza No:103 42070 Selçuklu / Konya / TÜRKİYE
Kurumsal: +90 (332) 261 18 00 Faks: +90 (332) 261 17 77

444 40 80
font: 00717 pt:6

Helvetica Neue LT Pro-57 Condensed

İsim SOYİSİM 10pt
Ünvanı
isimsoyisim@akinsoft.com.tr 7pt
05xx xxx xx xx

"Türkiye'nin Vizyonu"
font: 00717 pt:6

AKINSOFT Solution Partner Business Card

Turkish

5,5cm

8,5cm

English

C:99 M:71 Y:14 K:2 Pantone:-

C:80 M:3 Y:88 K:0 Pantone:355

C:2 M:2 Y:2 K:0 Pantone:7541

Helvetica Neue LT Pro-57 Condensed-6pt

AKINSOFT ÇÖZÜM ORTAĞI
Firma İsmi
Adres:
Tel: x xxx xxx xx xx Faks: x xxx xxx xx xx

444 40 80
font: 00717 pt:6

Helvetica Neue LT Pro-57 Condensed

İsim SOYİSİM 10pt
Ünvanı
isimsoyisim@akinsoft.com.tr 7pt
05xx xxx xx xx

"Türkiye'nin Vizyonu"
font: 00717 pt:6

AKINSOFT Solution Partner Signboard

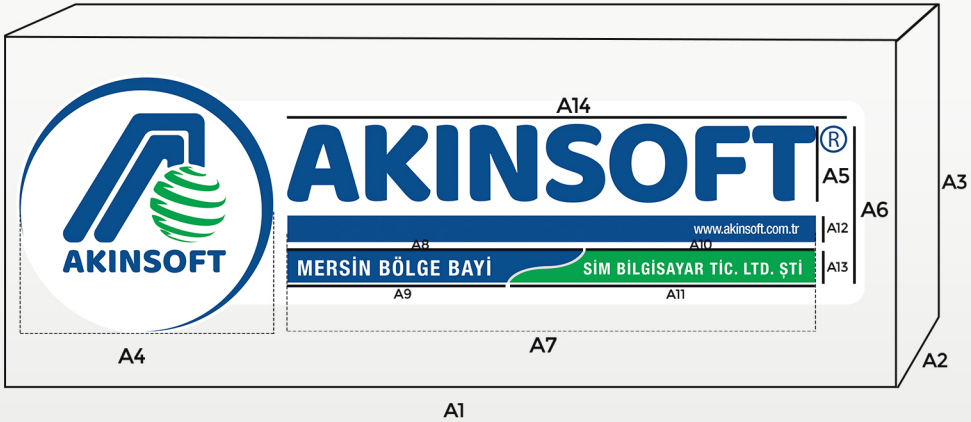
A0	3 cm		**A7**	240 cm
A1	380 cm		**A8**	135 cm
A2	25 cm		**A9**	115 cm
A3	110 cm		**A10**	115 cm
A4	100 cm		**A11**	135 cm
A5	38 cm		**A12**	14 cm
A6	75 cm		**A13**	15 cm
A14	Including Register 250 cm / Excluding Register 240 cm			

C:99 M:71 Y:14 K:2 Pantone:-

C:80 M:3 Y:88 K:0 Pantone:355

C:2 M:2 Y:2 K:0 Pantone:7541

A0 = The cut that separates the text on the signboard from the main surface of the signboard (Chromed leg)



AKINSOFT Corporate Web Standards

Standards AKINSOFT solution partners must use on their websites.

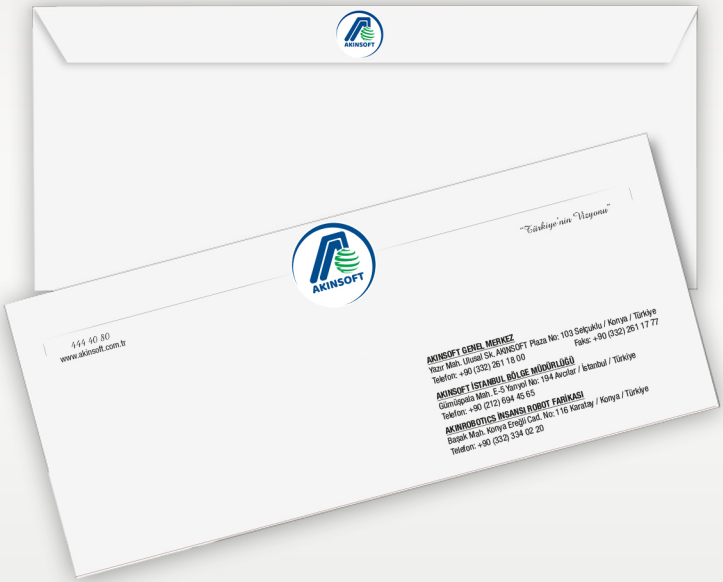
Your Website;

1.AKINSOFT Logo and text on the homepage
2.A sub-page for Logo and text we place on the homepage,
3.You can link to the page www.akinsoft.com.tr

The above mentioned substances are listed for sampling purposes only. Besides these, you can do different works about AKINSOFT.
Note: Examples of links you can put on sub-pages or on your homepage;
a.Customer Log-in,
b.Dealers Map
c.List of our Programs,(Commercial - Sectoral - Apparatus)
d.Campaigns,
e.Banner works,
f.Frequently asked questions,
g.Program news,
h.Request / Suggestion Part...

Please visit www.akinsoft.com.t for logos and banners that you can use in your works for AKINSOFT corporate identity.

AKINSOFT Company Envelope



Title
FONT:Helvetica Neue LT Pro-77 Bold Condensed Punto:9

Sub Text
FONT:Helvetica Neue LT Pro-57 Condensed Punto:9

AKINSOFT GENEL MERKEZ
Yazır Mah. Ulusal Sk. AKINSOFT Plaza No: 103 Selçuklu / Konya / Türkiye
Telefon: +90 (332) 261 18 00 Faks: +90 (332) 261 17 77

AKINSOFT İSTANBUL BÖLGE MÜDÜRLÜĞÜ
Gümüşpala Mah. E-5 Yanyol No: 194 Avcılar / İstanbul / Türkiye
Telefon: +90 (212) 694 45 65

AKINROBOTICS İNSANSI ROBOT FARİKASI
Başak Mah. Konya Ereğli Cad. No: 116 Karatay / Konya / Türkiye
Telefon: +90 (332) 334 02 20

"Türkiye'nin Vizyonu"
FONT:00717 Punto:11

AKINSOFT File

"Türkiye'nin Vizyonu"

FONT:00717 Punto:40

444 40 80

www.akinsoft.com.tr

akinsoft akinsoftyazilim

FONT:Helvetica Neue LT Pro-67 Medium Condensed Punto:23,5

Background

AKINSOFT Letterhead

"Türkiye'nin Vizyonu"
font: 00717 pt:6

444 40 80
font: 00717 pt:6

Font: Times New Roman - Regular 7pt

AKINSOFT KONYA
İstanbul Yolu, AKINSOFT Plaza No: 103 42070 Selçuklu / Konya / Türkiye
Kurumsal: +90 (332) 261 18 00 (pbx) Faks: +90 (332) 261 17 77

AKINSOFT ISTANBUL
Gümüşpala Mah. E-5 Yan Yol Şair Nedim Sk. AKINSOFT Plaza No:2 Avcılar / İstanbul / Türkiye
Kurumsal: +90 (212) 694 45 65 (pbx) Faks: +90 (212) 676 67 73

C:99 M:71 Y:14 K:2 Pantone:-

C:80 M:3 Y:88 K:0 Pantone:355

C:2 M:2 Y:2 K:0 Pantone:7541

AKINSOFT Corporate Presentation Inner Page

Presentation Inner Page

AKINSOFT Corporate Vehicles

AKINSOFT Corporate Vehicles

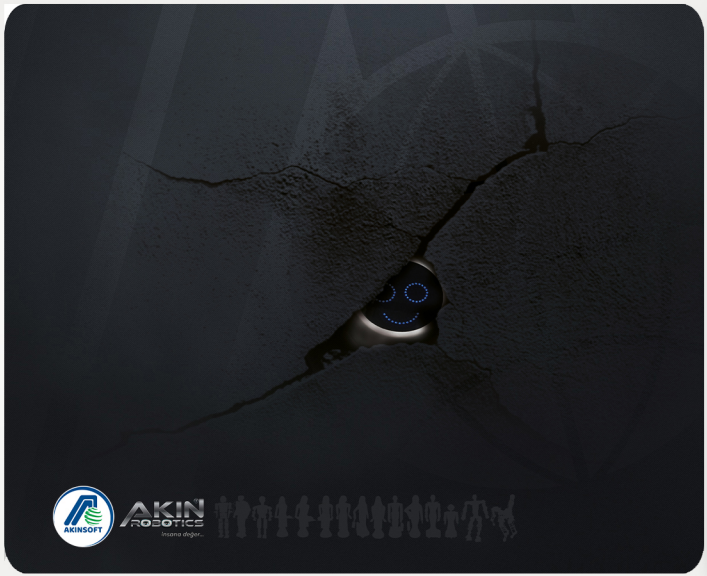
AKINSOFT and WOLVOX Swallowtail Flag

AKINSOFT Cloth Bag

AKINSOFT Promotional Calendar

AKINSOFT Notepad

AKINSOFT Mousepad



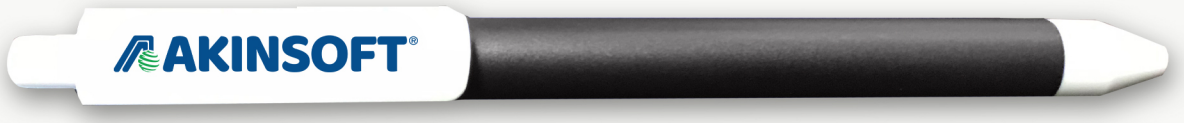
AKINSOFT Auto Smell

9cm x 9cm

AKINSOFT Spiral Notepad

AKINSOFT Footprint

AKINSOFT Pen



AKINSOFT Sailing Flag

AKINSOFT Agenda

AKINSOFT INOVAX Magazine

AKINSOFT A5 Notepad

AKINSOFT Folder

AKINSOFT Coaster

AKINSOFT Umbrella

AKINROBOTICS

CORPORATE IDENTITY WORK

AKINROBOTICS Logo

Color Codes

Pantone	447 C	Pantone	425 C	Pantone	Black C	Pantone	Cool Gray 6 C
CMYK	23 16 17 0	CMYK	72 64 61 61	CMYK	68 59 54 35	CMYK	37 30 30 0
RGB	196 199 200	RGB	45 47 49	RGB	76 77 81	RGB	166 166 166
Html	# C4C7C8	Html	#2D2F31	Html	#4C4D51	Html	#A6A6A6

Gradient Transitions

AKINROBOTICS Logo

1. The length should begin from the letter "A" on the left end point and end with the letter "N" on the right end point.
2. The height must begin at the top end point of the letter "N" and end at the bottom end point of the letter "S".
3. The middle of the letter "R" in the register should be in line with the upper end point of the letter "A" and the left end point of the register circle is in line with the right end points of the letter "C".
4. "Worth to Human" text should start from the left endpoint of the letter "O" and end at the end point of the letter "S".
5. Font: Montserrat

AKINOID Logo

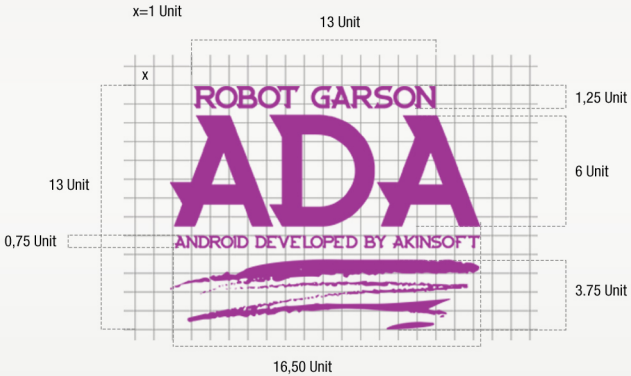
Color Codes
Gradient Transitions

Pantone -	Pantone 425 C	Pantone Black C	Pantone Black 6C	Pantone 423 C	Pantone Cool Gray 6C
CMYK 0 0 0 0	CMYK 63 55 55 29	CMYK 70 64 65 68	CMYK 80 74 58 76	CMYK 50 42 42 6	CMYK 37 30 30 0
RGB 255 255 255	RGB 89 89 88	RGB 40 40 39	RGB 20 20 31	RGB 133 133 133	RGB 166 166 166
Html # ffffff	Html # 595958	Html # 282827	Html # 14141f	Html # 858585	Html # a6a6a6

AKINOID Logo

1. Length must start from the edge point of the oval area and end at the opposite edge point.
2. Height must start from the top edge point of the letter "A" and end at the bottom edge point of the letter "O".
3. Register location; must be aligned with the inner oval of the letter "D" and the bottom edge point of the letter "A".
4. Text Font: CYBERTOOTH

ROBOT WAITRESS ADA



Color Codes

Pantone	514 C
CMYK	42 93 0 0
RGB	159 54 148
Html	# 9f3694

ROBOT WAITRESS ADA

❶ Length starts from the edge point of the letter "A" and ends at the last edge point of the letter "A".

❷ Height starts from the edge point of "ROBOT WAITRESS" and ends at the bottom edge point of the brush effect.

AKINROBOTICS Personnel Business Card

Turkish

English

8,5cm

5,5cm

Font: Times New Roman - Regular

Name SURNAME..... 8,67pt
TITLE 5,78pt

444 40 80 ..... 6,26pt

(332) 261 11 77..... 6,3pt

namesurname@akinrobotics.com 6,3pt

www.akinrobotics.com 6,26pt

AKINROBOTICS 5,89pt
Başak Mahallesi Konya Ereğli Caddesi ... 6,26pt
No:116 Karatay KONYA

C:72 M:61 Y:41 K:34
#4a4d5e

C:33 M:22 Y:23 K:3
#b3b8ba

C:65 M:0 Y:30 K:0
#4fbcbe

AKINROBOTICS Corporate E-Mail Signature

Department : **Helvetica Neue LT Pro-77 Bold Condensed 13,53**
www.akinsoft.com : **Helvetica Neue LT Pro-47 Light Condensed 11,73**
444 40 80 : **Helvetica Neue LT Pro-77 Bold Condensed 16,24**

Use of Icon

Color Code

C:71 M:63 Y:58 K:74 #292727

AKINSOFT Business Vehicles

AKINSOFT Business Vehicles

AKINROBOTICS Beanie – Gloves – Scarf

AKINROBOTICS T-Shirt

AKINROBOTICS T-Shirt

AKINROBOTICS T-Shirt

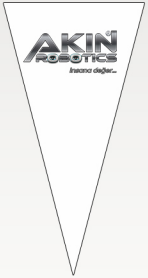
AKINROBOTICS Cup

AKINROBOTICS Key Chain

AKINROBOTICS Pencil

AKINROBOTICS Footstep

AKINROBOTICS Swallowtail Flag



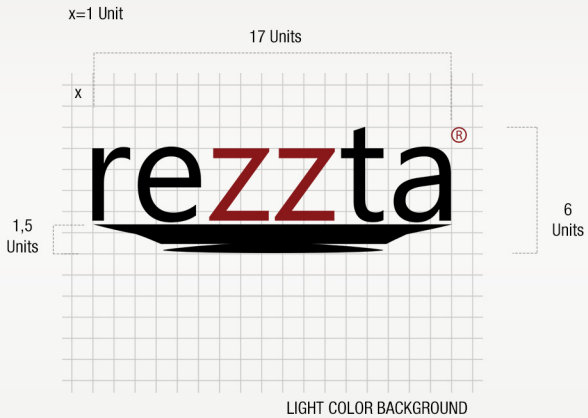
AKINROBOTICS Feather Flag

rezzta®

REZZTA

CORPORATE IDENTITY WORK

Rezzta Logo



LIGHT COLOR BACKGROUND

DARK COLOR BACKGROUND

Color Codes

Pantone	7622C
CMYK	29 100 90 35
RGB	136 24 26
Html	#88181a
Ral	-

Pantone	-
CMYK	100 100 100 100
RGB	0 0 0
Html	#000000
Ral	-

Pantone	-
CMYK	0 0 0 0
RGB	255 255 255
Html	#ffffff
Ral	-

Rezzta Business Card

Ön Sayfa

5,5 cm

8,5 cm

Arka Sayfa

5,5 cm

8,5 cm

C: 29 M: 100 Y: 90 K: 35
#87181b

metropolis - extra bold / 7
İsim SOYİSİM

metropolis - bold / 5,91
Rezzta ... Bölge Sorumlusu
.....@rezzta.com
0.xxx.xxx.xx.xx

metropolis - medium / 3,69
Yemek Sipariş Vermenin En Hızlı ve En Kolay Yolu

metropolis - bold / 3,91
Sosyal medyalar ve telefon numaraları

Rezzta Business Vehicle

Online Yemek Sipariş Sistemi
Calibri - Bold

Yemek Siparişi Vermenin
En Hızlı ve En Kolay Yolu
Calibri - Bold

www.rezzta.com
Montserrat - Medium

0850 441 4000
Montserrat - Medium

rezzta rezztacom
Montserrat - Medium

Rezzta Rezzta Swallowtail Flag

Rezzta Feather Flag

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