



# AKINSOFT

CORPORATE IDENTITY WORK



Corporate Identity

The Future Is With You

# We are AKINSOFT

Turkiye's largest software brand AKINSOFT, as a private sector enterprise with its own equity capital, has been on many platforms since the day it was founded with its professional business approach, young and dynamic staff, the value it gives to humanity, its structure that never compromises its goals and principles, and with its works around the world, managed to reach the top.

AKINSOFT, which was established on April 12, 1995, today serves more than 180,000 small, medium and large scale businesses with more than 1500 dealers and support points in 81 cities in Türkiye and 36 countries around the world.

AKINSOFT stands by businesses with its software solutions, addressing 141 different sectors with ERP Solutions, Accounting Software, Commercial Software, Sectoral Software, Web Software, Mobile Software, e-Commerce Solutions, and e-Transformation Solutions.

AKINSOFT, which broke new ground in Türkiye, produced Türkiye's first humanoid robots in 2009 and started mass production of robots in 2015 by laying the foundations of Türkiye's first humanoid robot factory AKINROBOTICS. Within the scope of the value it gives to science and education, it opened the Istanbul Robot Museum, the world's first humanoid robot museum, in order to share all technological development processes with technology lovers.

AKINSOFT, which determined its 28-year visions on the day it was founded, has successfully completed its 2000, 2005, 2010, and 2015 visions and accelerated its efforts to realize the 2023 vision and strengthened its experience of 30 years

AKINSOFT and AKINROBOTICS were established with their own capital and grew without any support and have become one of the important dynamics of Türkiye today.

It has fulfilled each of the visions it set in the days it was founded and started the plans to offer AKINSOFT and AKINROBOTICS to the public and to establish AKINSPACE High Technology Institute, which is aimed at in the days of its establishment.





## 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

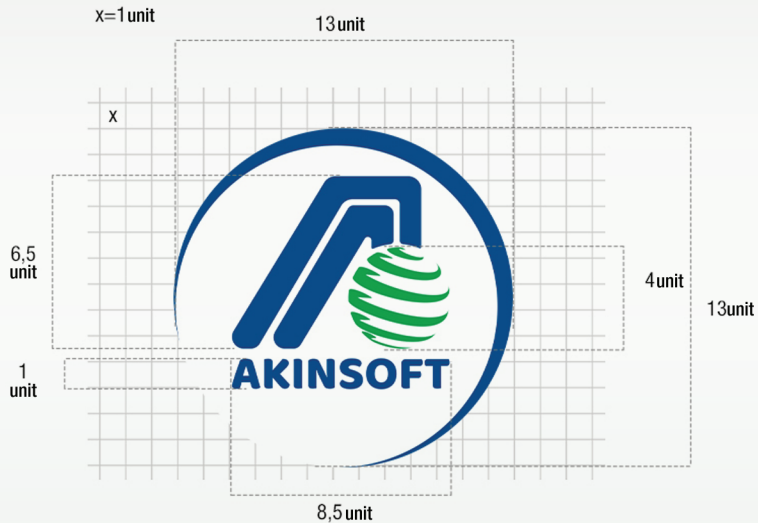
Pantone	-
CMYK	99 71 14 2
RGB	1 77 142
Html	#014d8e
Ral	-

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



## AKINSOFT Circle Logo Usage

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- 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 be at the same line.
- 3 The Patent mark must be at the same height with upper fingernail of the letter "T".

### Color Codes

Pantone	-	Pantone	-
CMYK	99 71 14 2	CMYK	80 3 88 0
RGB	1 77 142	RGB	7 163 79
Html	#014d8e	Html	#07a34f
Ral	-	Ral	-





Corporate Identity

## AKINSOFT Corporate Font

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**AKINSOFT : Baloo Chettan Regular**





## Wrong Usage of AKINSOFT Logo

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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 Corporete Identity Guide, can not be accepted as a "true" usage.



## Corporate Identity

### 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

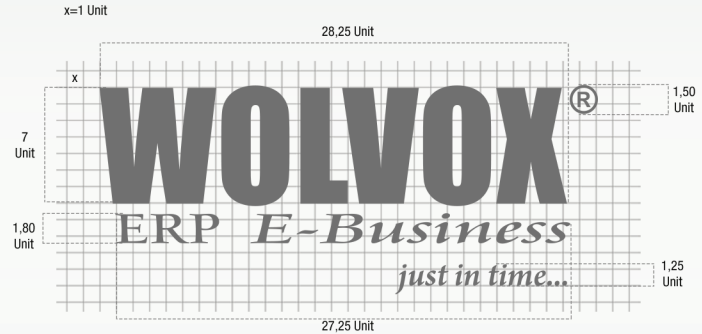
C:89 M:70 Y:29 K:14 #334b76







## WOLVOX Logo



### Gradient Effects

#### Color Codes

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

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

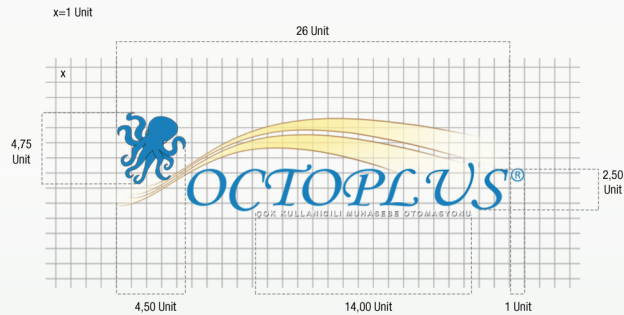


- 1 Length has to be start from letter "W" left top side and finish at letter "X" right bottom side.
- 2 Letter "X" right bottom side and Register's left mid point has to be at the same line.
- 3 Height has to be measured according to letter "O" top and bottom point.
- 4 Position of the ® sign has to 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



Pantone 7690 C  
CMYK 92 47 15 1  
RGB 0 118 169  
Html # 0076a9

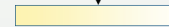
Pantone 7682 C  
CMYK 32 35 4 0  
RGB 101 145 197  
Html # 6591c5

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

### Color Codes

Pantone 730 C  
CMYK 30 60 94 16  
RGB 160 103 46  
Html # a0672e

### Gradient Effectst



Pantone -  
CMYK 1 2 37 0  
RGB 255 241 177  
Html # fff1b1

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



## OCTOPLUS Logo

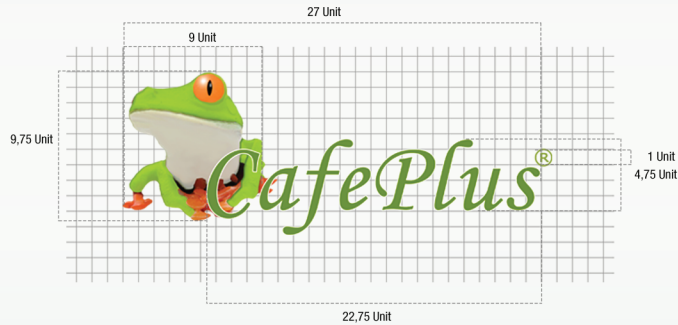
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- ① Length must start from left top side of icon and ends with ® sign.
- ② Height starts from ending section of left top arm of icon and ends with the "Multi-Purpose Accounting Software" inscription
- ③ Location of ® sign must start in the same alignment with the top section of the letter "S" and must be the size of one fourth of Octoplus font size.
- ④ 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

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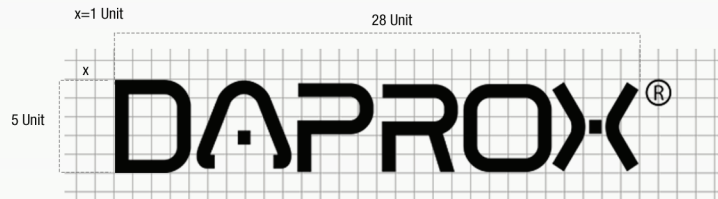
- ❶ Length must start from the left feet of the Cafeplus Icon and must end at the end of the top section of letter s.
- ❷ Height must start at the end of the top section of Cafeplus Icon and must end at the bottom section of letter f.
- ❸ The top section section of ® sign must be in alignment with the top section of the letter C.
- ❹ Font: Monotype Corsiva





## DAPROX Logo

DAPROX®



### Color Codes

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

### Gradient Effectst



Pantone	425 C
CMYK	63 55 55 30
RGB	87 87 87
Html	# 575757

Pantone	Black 6 C
CMYK	79 74 58 76
RGB	20 19 30
Html	# 575757

Pantone	423 C
CMYK	50 42 42 6
RGB	133 133 133
Html	# 858585

Pantone	Cool Gray 6C
CMYK	37 30 30 0
RGB	166 166 166
Html	# a6a6a6



## DAPROX Logo

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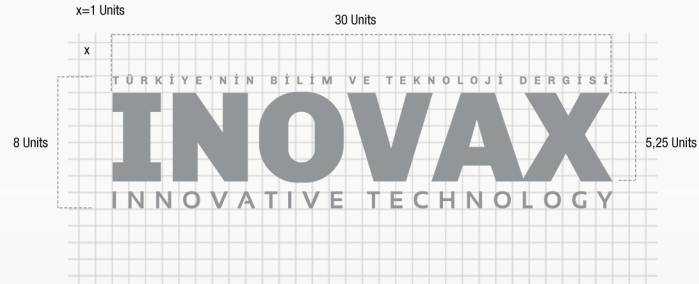
- ❶ Length must start at the ending point of the letter "D" and must end at the ending point of the letter "X"
- ❷ Height must be measured according to the bottom and top points of the letter "D"
- ❸ Register sign must be in alignment with the top point of the letter "D" and it must be one third of the letter "D"
- ❹ Font : Digitall





Corporate Identity

## INOVAX Logo



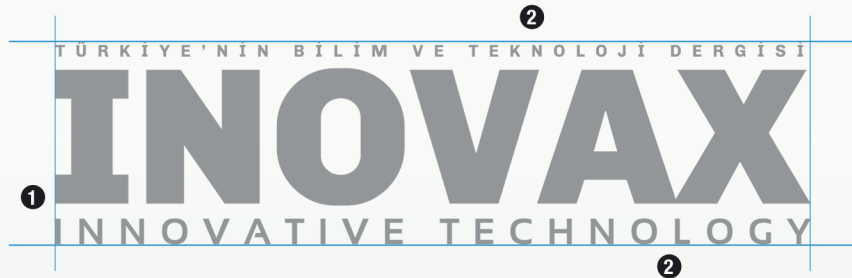
RGB 255 255 255  
CMYK 0 0 0 0  
Html #ffffff

RGB 0 0 0 0  
CMYK 75 68 67 90  
Html #000000



INOVAX Logo

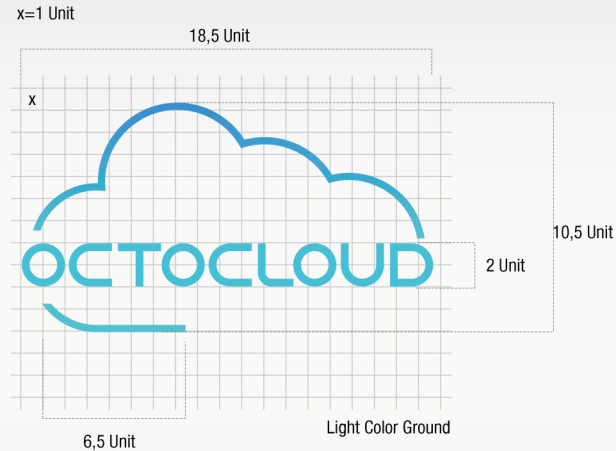
- 1 The length must start from the letter "I" and end to the right of the letter "X".
- 2 "Türkiye's science and technology magazine" and "innovative technology" articles should be placed at the top and bottom throughout the INOVAX article.





## OCTOCLOUD Logo

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### Color Codes

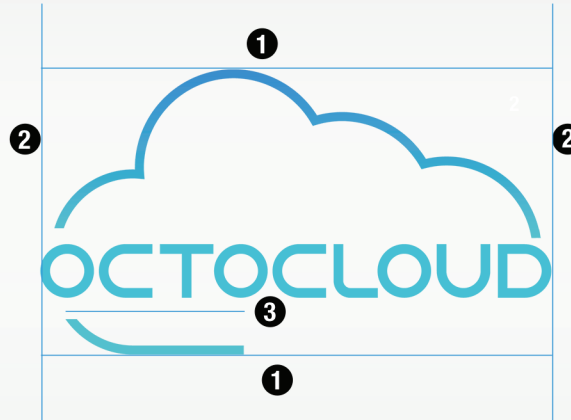
Pantone	-
CMYK	73 - 34 - 1 - 0
RGB	64 - 143 - 204
Html	#408fcc
Ral	-

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



## OCTOCLOUD Logo

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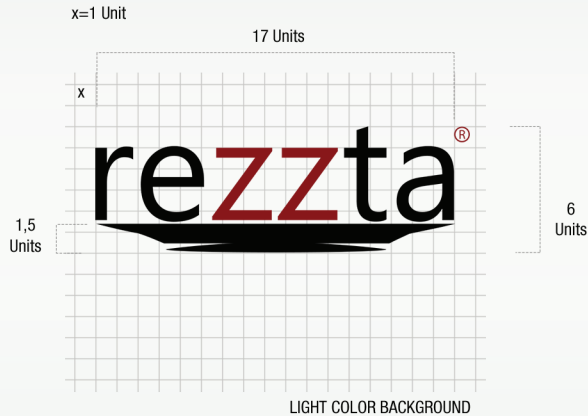
- ❶ Letter "O" and letter "D" ending points must be based on for logo length.
- ❷ Top and bottom point of cloud shapes must be based on for height
- ❸ Bottom small part of the cloud shape must start and end on 1st and 2nd middle of "O" letters.
- ❹ Font: Azonix





## Rezzta Logo

rezzta®



### 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 -



## TaskPano Logo



### 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	-



## TaskPano Logo

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① Tick must be aligned with TaskPano letters.

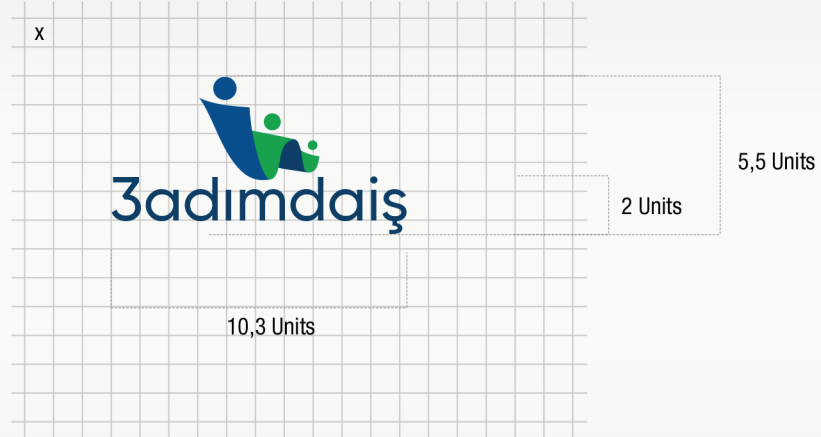
② The word Task must be Black and the word Pano must be Semibold  
Font: (Task) Outfit Black  
(Pano) Outfit Semibold





## 3adımdaiş Logo

x=1 Unit



### Renk Kodları

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	-



## 3adımdaiş Logo

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① Logotype and shape must be centered.

② 3adımdaiş text font: Gilroy



## Corporate Identity

### AKINSOFT Personnel Business Card

#### Turkish



8,5cm

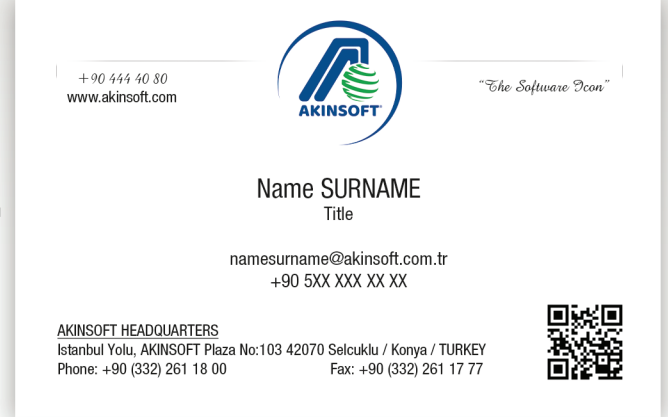


C:99 M:71 Y:14 K:2 Pantone:-

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

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

#### English



#### 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  
Ünvan  
isimsoyisim@akinsoft.com.tr 7pt  
05xx xxx xx xx

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





## AKINSOFT Solution Partner Signboard

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



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

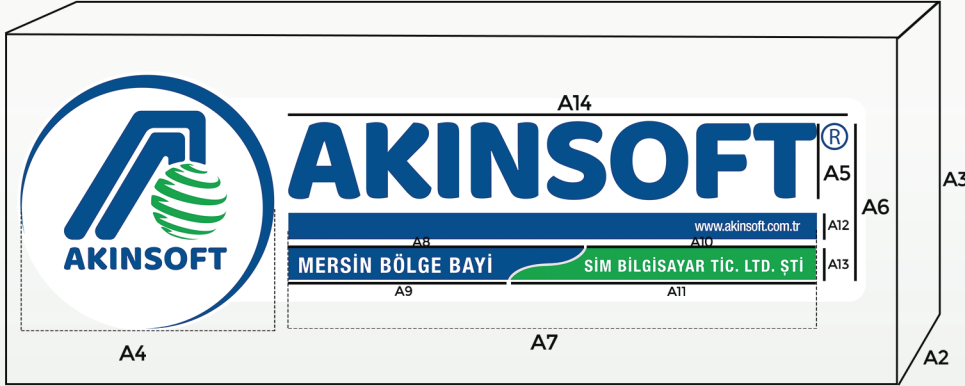


C:80 M:3 Y:88 K:0 Pantone:355



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)



A1



### AKINSOFT Corporate Web Standards

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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](http://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](http://www.akinsoft.com.t) for logos and banners that you can use in your works for AKINSOFT corporate identity.



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 İNŞANSİ ROBOT FAKİKASI**

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

*“Türkiye'nin Vizyonu”*

FONT:00717 Punto:11



## Corporate Identity

### AKINSOFT File



"Türkiye'nin Vizyonu"

FONT:00717 Punto:40

444 40 80

www.akinsoft.com.tr

f akinsoft t akinsoftyazilim

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



Background



## Corporate Identity

### 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 İSTANBUL

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



## Corporate Identity

### AKINSOFT Corporate Vehicles

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Corporate Identity

## AKINSOFT Corporate Vehicles

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## Corporate Identity

### AKINSOFT and WOLVOX Swallowtail Flag

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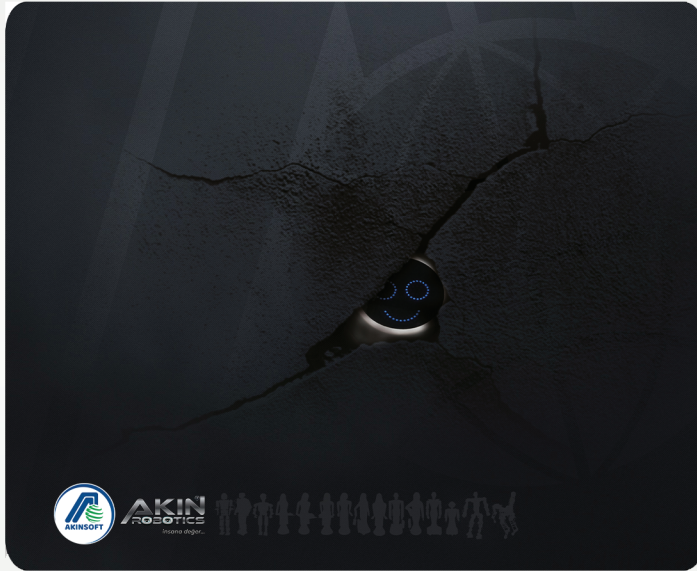




Corporate Identity

## AKINSOFT Mousepad

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Corporate Identity

AKINSOFT Auto Smell

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9cm x 9cm