AKINSOFT
Global

AKINSOFT

CORPORATE IDENTITY WORK

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 190,000 small, medium and large scale businesses with more than 1500 dealers and support points in 81 cities in Turkiye 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 Turkiye, produced Turkiye's first humanoid robots in 2009 and started mass production of robots in 2015 by laying the foundations of Turkiye'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 Turkiye 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

❶ AKINSOFT "T" letter must be at the same vertical line with right point of earth

❷ AKINSOFT "A" letter must be at the same vertical line with earth "A" letter's left end point
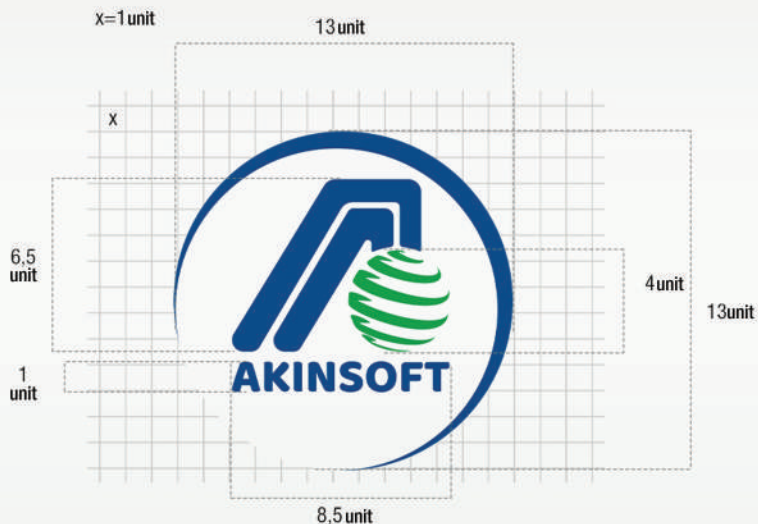
❸ AKINSOFT font - Baloo Chettan - regular

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 Global

Corporate Identity

AKINSOFT Circle Logo Usage

x=1 unit

13 unit

x

6,5 unit

1 unit

4 unit

13 unit

8,5 unit

❶ Logo width and height must be equal to each other and number of units have to same with each other.

❷ AKINSOFT inscription must be 1 unit large.

❸ When the logo is enlarged or compressed the procedure must be applied proportionally.

AKINSOFT Circle Logo Usage

x=1 unit

24 unit

x

3 unit

3 unit

3,6 unit

19,8 unit

❶ Logo top point and AKINSOFT text top point have to be at the same line

❷ Logo bottom point and earth have to at the same line.

❸ 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	-

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

444 40 80
Dahili (1210)

Kurumsal İletişim Departmanı
www.akinsoft.com.tr

AKINSOFT

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

WOLVOX®
ERP E-Business   *just in time...*

x=1 Unit

x

27 Units

4 Units

WOLVOX®

6 Units

1.25 Units

ERP E-Business   *just in time...*

28 Units

Gradient Transitions   **Color Codes**

	Pantone	Cool Gray 11 U
CMYK		0 0 0 0.745
RGB		65 65 65
Html		#414141

	Pantone	Cool Gray 1 U
CMYK		0 0 0 0.157
RGB		215 215 215
Html		#D7D7D7

	Pantone	Cool Gray 9 U
CMYK		0.01 0 0 0.624
RGB		95 96 96
Html		#5F6060
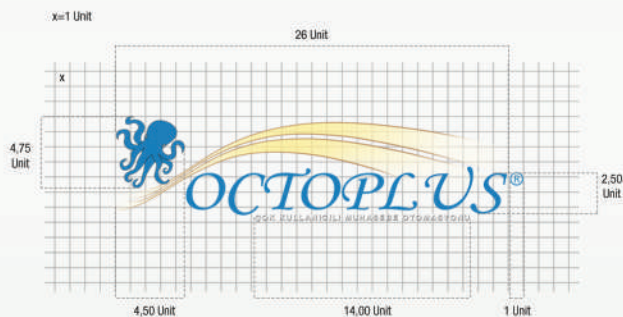
Corporate Identity

OCTOPLUS Logo

x=1 Unit

26 Unit

x

4,75 Unit

2,50 Unit

4,50 Unit   14,00 Unit   1 Unit

Gradient Effects

Gradient Effectst

Pantone 7690 C	Pantone 7682 C	Pantone -
CMYK 92 47 15 1	CMYK 32 35 4 0	CMYK 0 0 0 0
RGB 0 118 169	RGB 101 145 197	RGB 255 255 255
Html # 0076a9	Html # 6591c5	Html # ffffff

Color Codes
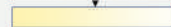
Pantone 730 C	Pantone -	Pantone -
CMYK 30 60 94 16	CMYK 1 2 37 0	CMYK 0 0 0 0
RGB 160 103 46	RGB 255 241 177	RGB 255 255 255
Html # a0672e	Html # fff1b1	Html # ffffff

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

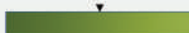27 Unit

9 Unit

9,75 Unit

1 Unit
4,75 Unit

22,75 Unit

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

❶ Lenght 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 of ® sign must be in alignment with the top section of the letter C.
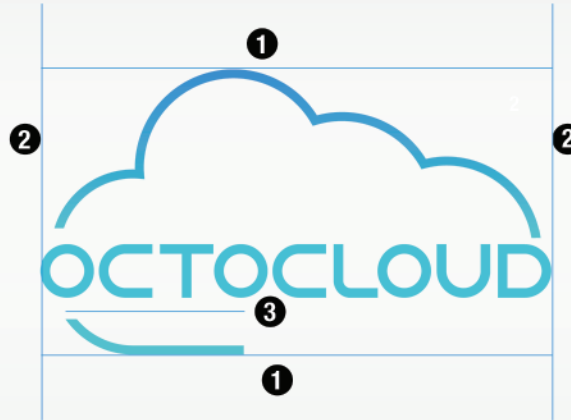
❹ Font: Monotype Corsiva

OCTOCLOUD Logo

x=1 Unit

18,5 Unit

x

OCTOCLOUD

2 Unit

10,5 Unit

6,5 Unit

Light Color Ground
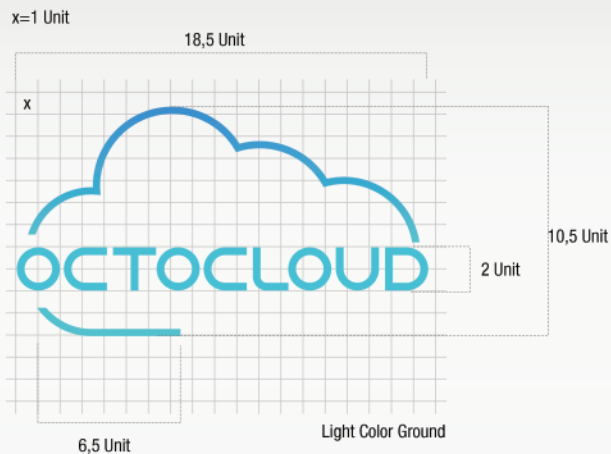
Color Codes

Pantone	-		Pantone	-
CMYK	73 - 34 - 1 - 0		CMYK	63 - 0 - 21 - 0
RGB	64 - 143 - 204		RGB	86 - 191 - 206
Html	#408fcc		Html	# 56bfce
Ral	-		Ral	-

OCTOCLOUD Logo

❶ Letter "O" and letter "D" ending points must based on for logo lenght.

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

TaskPano Logo

x=1 Unit

17 Units

x

2 Units

4,2 Units

12 Units

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	-

TaskPano Logo

❶ Tick must be aligned with TaskPano letters.

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

AKINSOFT Kültür Yayınları Logo

x=1 Unit

1
Unit

x

6,5
Units

5
Units

3
Units

8,25
Units

AKINSOFT
Kültür
Yayınları

Color Codes

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

Pantone	-
CMYK	70 67 64 74
RGB	35 31 32
Html	#231f20
Ral	-

Corporate Identity

AKINSOFT Personnel Business Card

Turkish

444 40 80
www.akinsoft.com.tr

gelecek seninle

İsim SOYİSİM
Ünvan

isimsoyisim@akinsoft.com.tr
0 5XX XXX XX XX

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

English

+90 444 40 80
www.akinsoft.com

future is with you

Name SURNAME
Title

namesurname@akinsoft.com.tr
+90 5XX XXX XX XX

AKINSOFT HEADQUARTERS
İstanbul Yolu, AKINSOFT Plaza No:103 42070 Selcuklu / Konya / TURKEY
Phone: +90 (332) 261 18 00   Fax: +90 (332) 261 17 77

5,5cm

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

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

Helvetica Neue LT Pro-57 Condensed 10pt
İsim SOYİSİM
Ünvanı
isimsoyisim@akinsoft.com.tr 7pt
05xx xxx xx xx

444 40 80
font: 00717   pt:6

gelecek seninle
font:Roundkey   pt:7

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:-

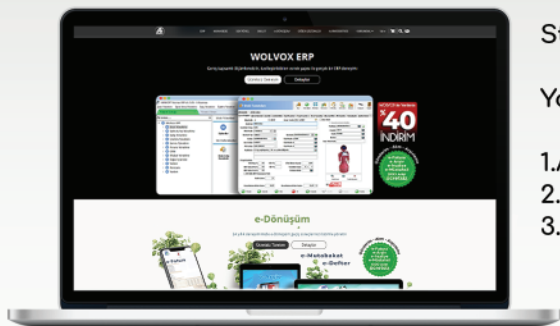C:80 M:3 Y:88 K:0 Pantone:355

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®

www.akinsoft.com.tr

MERSİN BÖLGE BAYİ   SİM BİLGİSAYAR TİC. LTD. ŞTİ
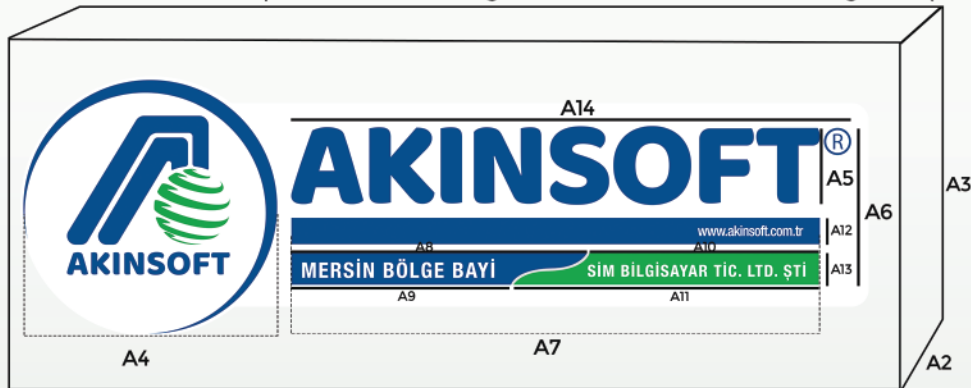
AKINSOFT Corporate Web Standards

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

1,5cm

1,4cm

AKINSOFT GENEL MERKEZ
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

1,4 cm   1,4 cm

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 Vehicles

AKINSOFT Corporate Vehicles

AKINSOFT and WOLVOX Swallowtail Flag

AKINSOFT Mousepad

GELECEK
**ELİNİN
ALTINDA**
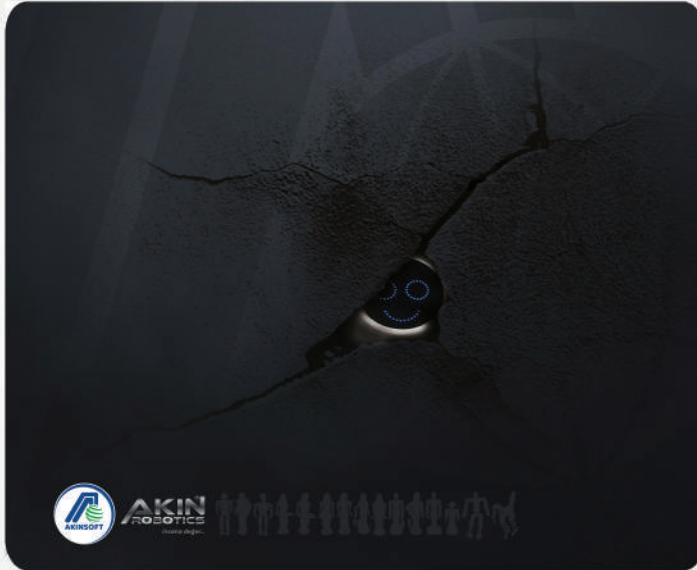
AKINSOFT Auto Smell

9cm x 9cm