

HEMEL[®]

Corporate Identity Guideline

The purpose of this guideline is to guide the basic application questions that may arise in logo applications in visual materials, to use essential elements such as logotype and logo from a specific source, and to prevent the production of these elements by using initiative. To protect the brand image, these technical rules must be strictly adhered to when preparing corporate communication products, and only digital files provided by HEMEL should be used.

For assistance and information beyond the HEMEL Corporate Identity Guideline, please contact the Technical Marketing Department at 444 98 48 or by e-mail at tp@hemel.com.tr.

Corporate Identity Guideline

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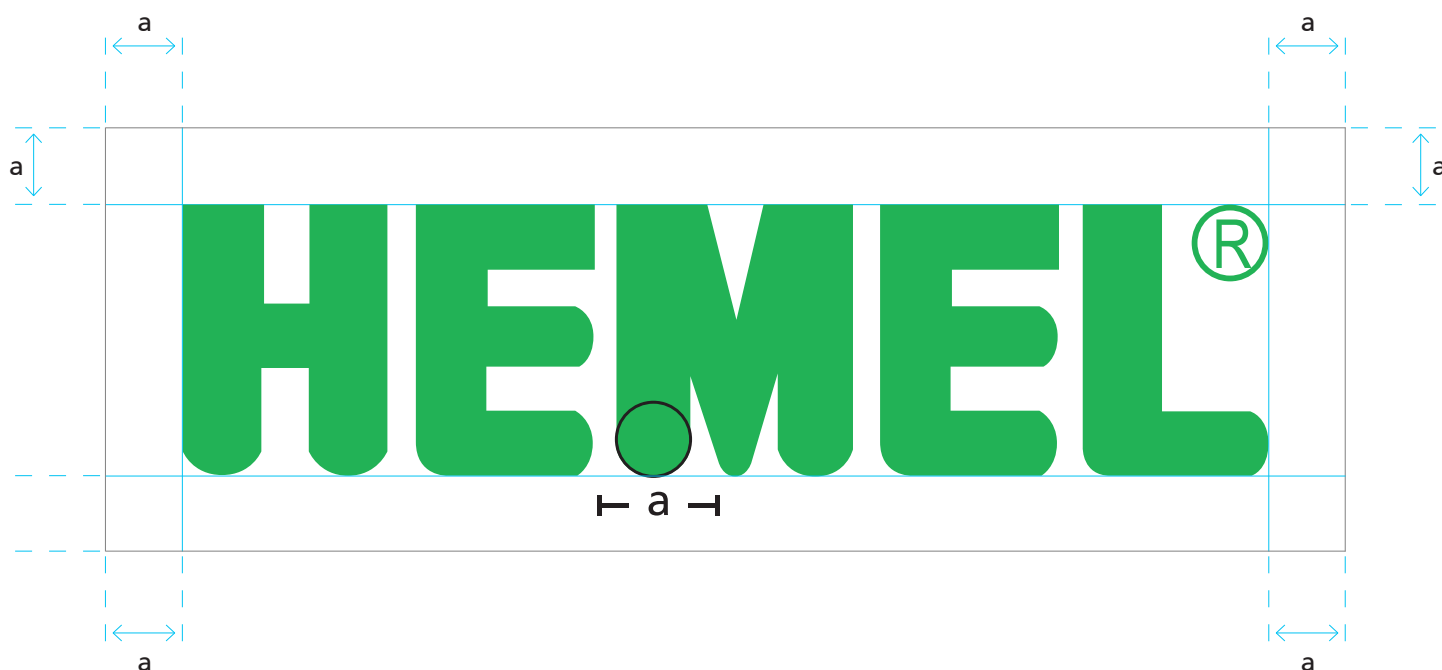
LOGO

1.1 Logo Story

Our company's founding title in 1966, "Hickson's Emprenye Maddeleri Endüstrisi Limited Şirketi," initials form the main shape of our logo. Our mission, "Leaving a heritage of green forests and livable cities to the coming generations by achieving the more efficient utilization of wood as a renewable material through technology." gives our logo its green color.

1.2 Logo

An exclusion zone around the logo has been created to protect its integrity and ensure the logo is easy to read. The height of the “a” of the logo is taken as a guide to define the exclusion zone. HEMEL logo was created through typographic manipulation to reflect our company’s dynamism and high energy. Therefore, there is no specific font that makes up the logo. In all kinds of use, the logo should be spaced at least as far apart from the text, drawing, shape, picture, etc., around it as indicated below. For the continuity of the integrity of the visual identity, here are the rules described, logo exclusion zone must be respected, and applications must be rigorously controlled.



1.3

Logo With Slogan

A slogan may also accompany the logo. In such a case, it should be positioned as follows.



1.4

Vertical Version

The horizontal version of the logo is the official version and should be used in all media. However, in exceptional cases where there is not enough space for the usual logo, you can use the vertical version of the HEMEL logo.

You should avoid using this version unless it is strictly necessary.



1.5 Background Colors

The version of the logo with the green background is the official version and must be used in all media. However, in exceptional cases where the use of the green background logo is not appropriate, the following versions of the HEMEL logo may be used to meet some specific print requirements. In other cases, they should not be used.



HEMEL®

HEMEL logo and text color used in white
background



HEMEL®

HEMEL logo and text color used in black
background

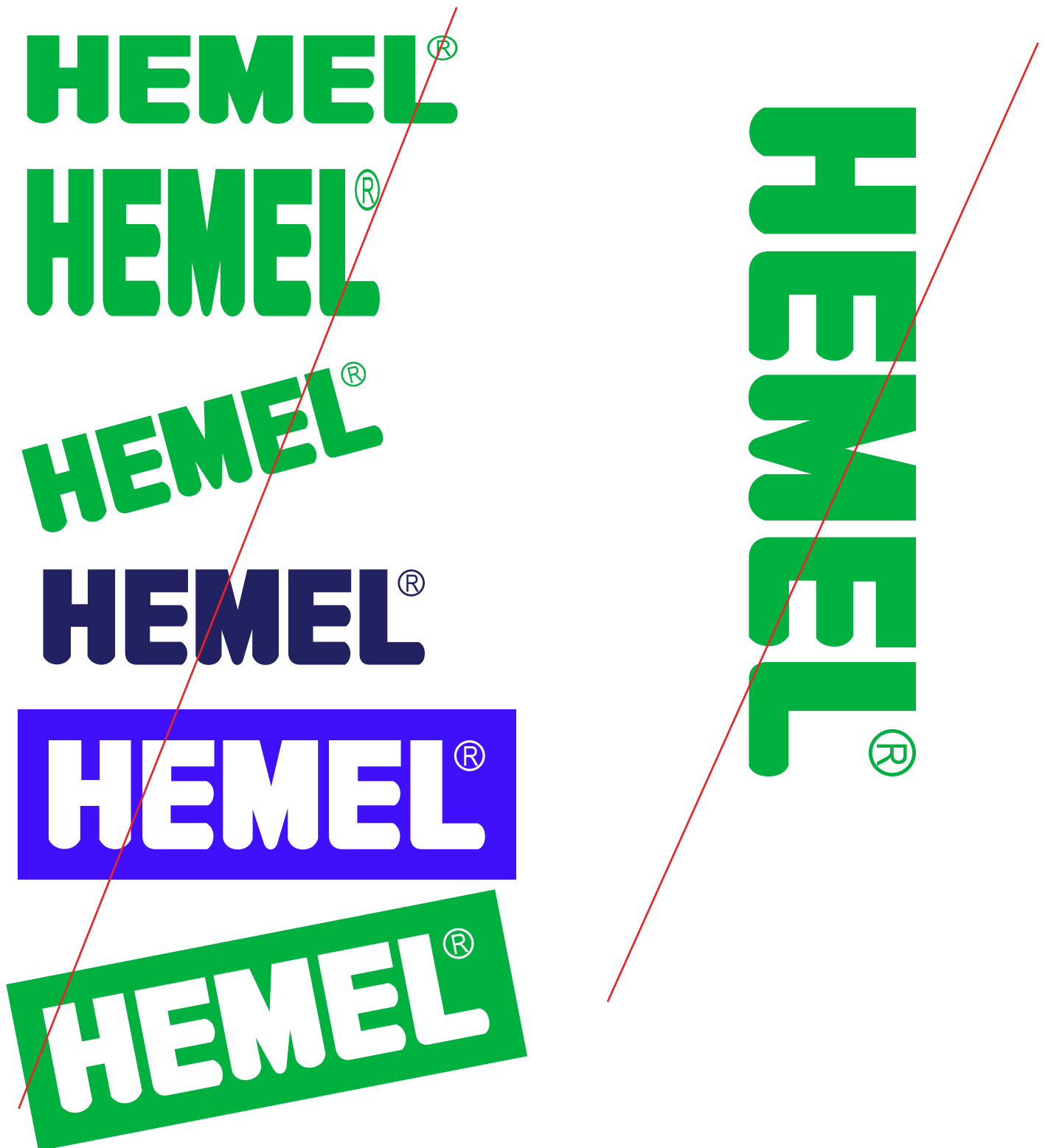


HEMEL®

HEMEL logo and text color used in gray
background

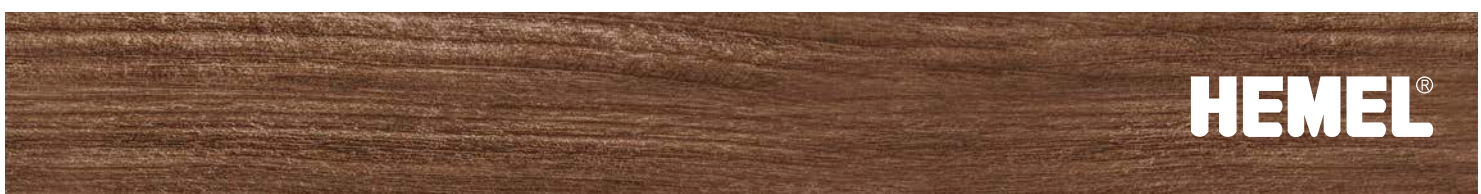
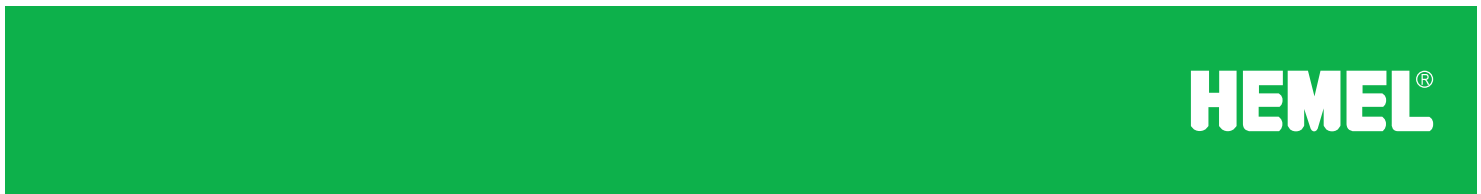
1.6 Misuses

The HEMEL logo may not be crept horizontally or vertically, rotated in any direction, or positioned vertically against the reading direction, as shown below.



1.7 Background Images

The following examples illustrate the use of the HEMEL logo on a photographic background.



The green logo is used only on images with a white background.

1.8

Minimum Size

The HEMEL logo cannot be used smaller than 1.5 cm in height (H).



When the HEMEL logo is used with the background, the height (H) cannot be smaller than 2.5 cm.



When the HEMEL logo with the slogan is used with the background, the height (H) cannot be smaller than 2.5 cm.



TYPOGRAPHY

2.1

Frutiger Font Family

The font family designated for all printed media of HEMEL is Frutiger Font Family.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Frutiger Light

Frutiger Regular

Frutiger Bold

Frutiger Black

Frutiger Italic

Frutiger Bold Italic

2.2

Nunito Sans Font Family

The font family designated for the website of HEMEL is Nunito Sans Font Family.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans Extra Light

Nunito Sans Light

Nunito Sans Regular

Nunito Sans Semi Bold

Nunito Sans Bold

Nunito Sans Extra Bold

2.3

Calibri Font Family

HEMEL's designated font family for internal correspondence, ISO documentation, and product technical data sheets is Calibri Font Family.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri Regular

Calibri Bold

2.4 Frutiger Font Family Text Font

In the use of text, the heading and reading sizes should be used, as shown below. The minimum font size for printed materials is 8pt, the minimum for mobile applications is 11pt, and the minimum reading font size for digital media is 14pt.

64 pt Frutiger Regular

56 pt Frutiger Regular

48 pt Frutiger Regular

36 pt Frutiger Regular

24 pt Frutiger Regular

18 pt Frutiger Regular

14 pt Frutiger Regular

11 pt Frutiger Regular

8 pt Frutiger Regular

2.5

Nunito Sans Font Family Text Font

In the use of text, the heading and reading sizes should be used, as shown below. The minimum font size for printed materials is 8pt, the minimum for mobile applications is 11pt, and the minimum reading font size for digital media is 14pt.

64 pt Nunito Sans

56 pt Nunito Sans

48 pt Nunito Sans

36 pt Nunito Sans

24 pt Nunito Sans

18 pt Nunito Sans

14 pt Nunito Sans

11 pt Nunito Sans

8 pt Nunito Sans

2.6

Calibri Font Family Text Font

In the use of text, the heading and reading sizes should be used, as shown below. The minimum font size for printed materials is 8pt, the minimum for mobile applications is 11pt, and the minimum reading font size for digital media is 14pt.

64 pt Calibri Regular

56 pt Calibri Regular

48 pt Calibri Regular

36 pt Calibri Regular

24 pt Calibri Regular

18 pt Calibri Regular

14 pt Calibri Regular

11 pt Calibri Regular

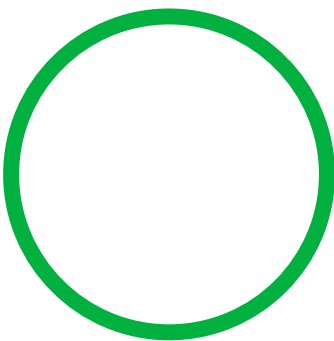
8 pt Calibri Regular

COLOR PALETTE

3.1

Renk Paleti

HEMEL has 4 colors, 2 primary and 2 secondary colors.



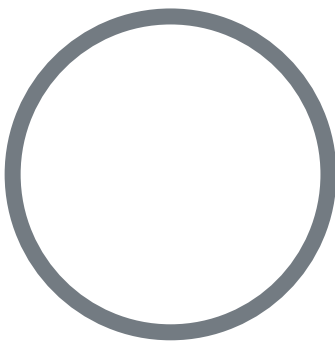
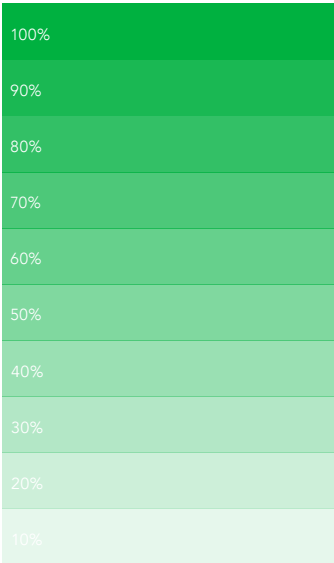
1st Primary Color

CMYK
C80/M0/Y100/K0

Pantone
354 C

Web
#00b140

RGB
R0/G177/B64



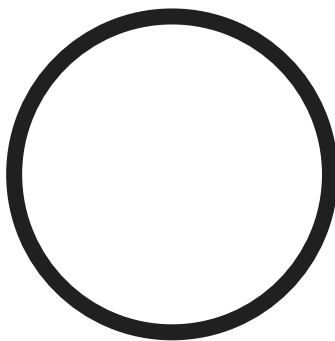
2nd Primary Color

CMYK
C58/M45/Y40/K8

Pantone
431 U

Web
#737b82

RGB
R115/G123/B130



1st Secondary

CMYK
C71/M66/Y64/K72

Pantone
Neutral Black C

Web
#232222

RGB
R35/G34/B34



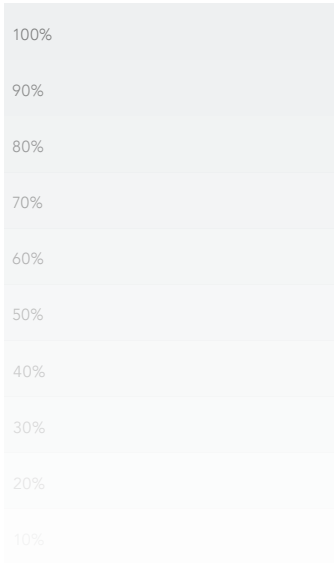
2nd Secondary

CMYK
C5/M3/Y3/K0

Pantone
663 C

Web
#eff0f1

RGB
R239/G240/B241



DIGITAL

4.1

Social Media Post

In HEMEL social media post standards, the logo should be aligned at the bottom right, and the motto on the left should be aligned with the logo from below.



HEMEL Wood Coatings

4.2 Social Media Story

In HEMEL social media post standards, the logo should be aligned at the bottom right, and the motto on the left should be aligned with the logo from below.

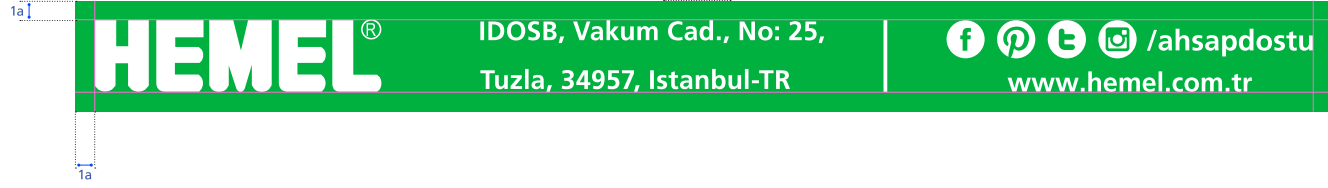


4.3 Email Signature

HEMEL Email Signature should be used as follows.

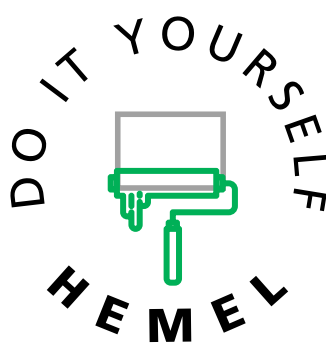
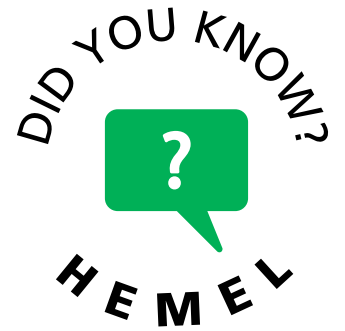
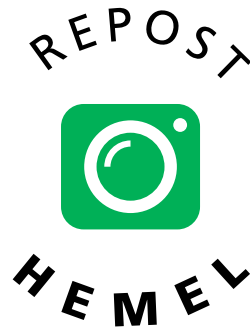
Name Surname I Title

E: name.surname@hemel.com.tr I T: 444 98 98 I M: 0123 456 78 90



4.4 Icons

Social media icons should be used as follows.



PRINTED MATERIALS

5.1 Business Card

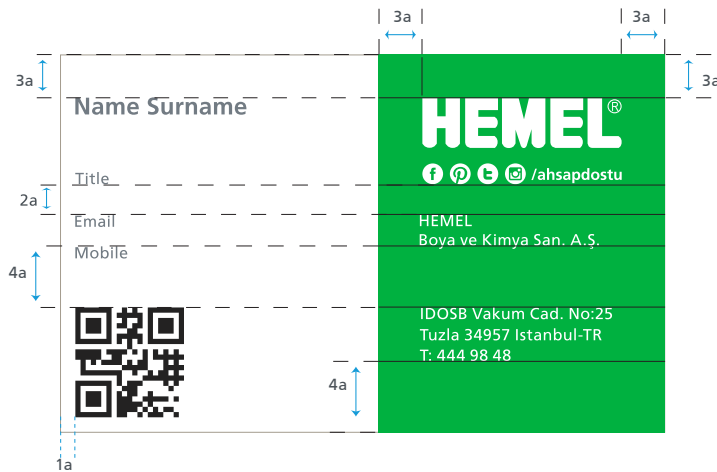
The business card is two-sided in Turkish or the Local Language and English and consists of three main parts as follows:

Name-Title,

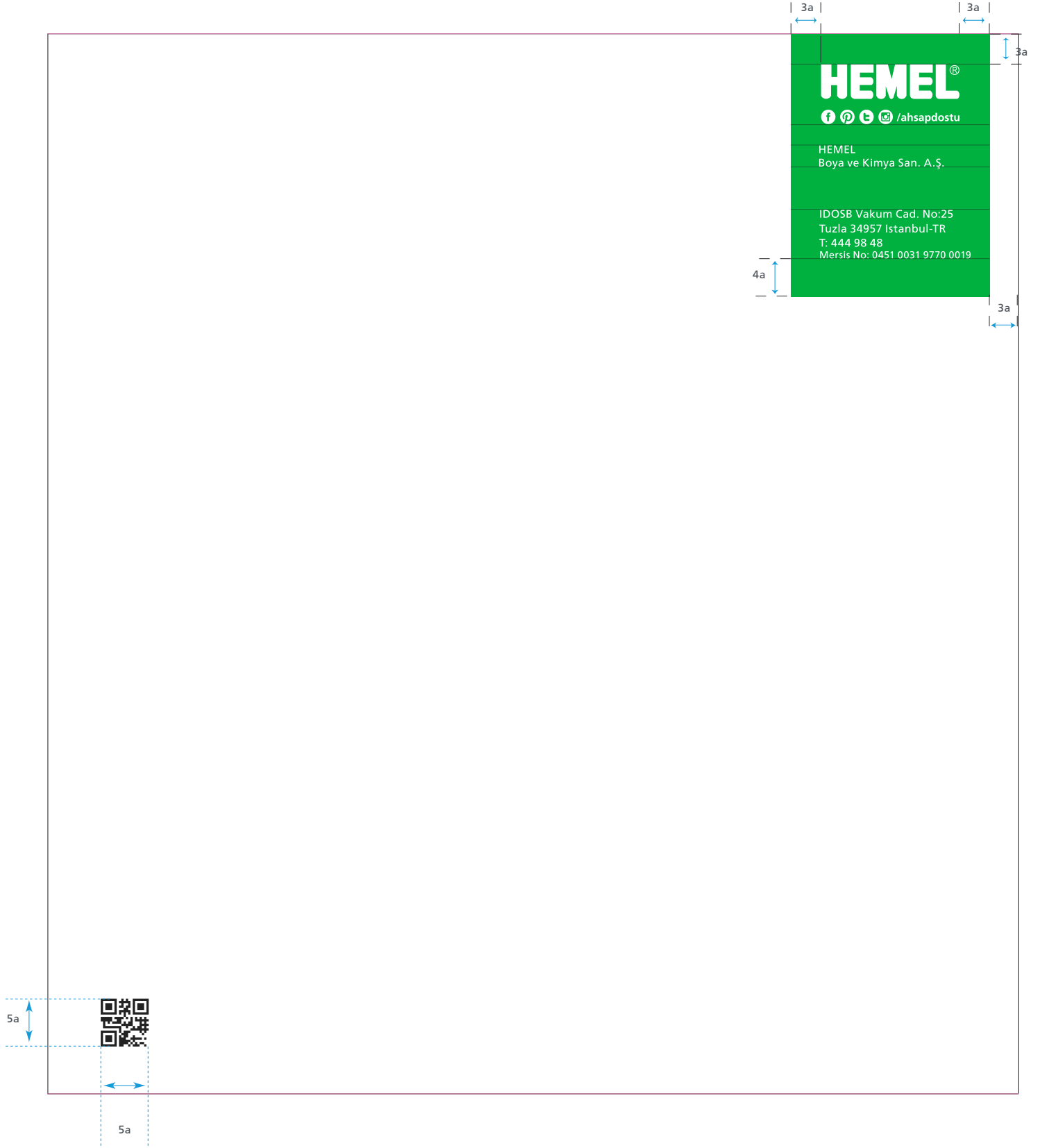
Logo,

Contact information

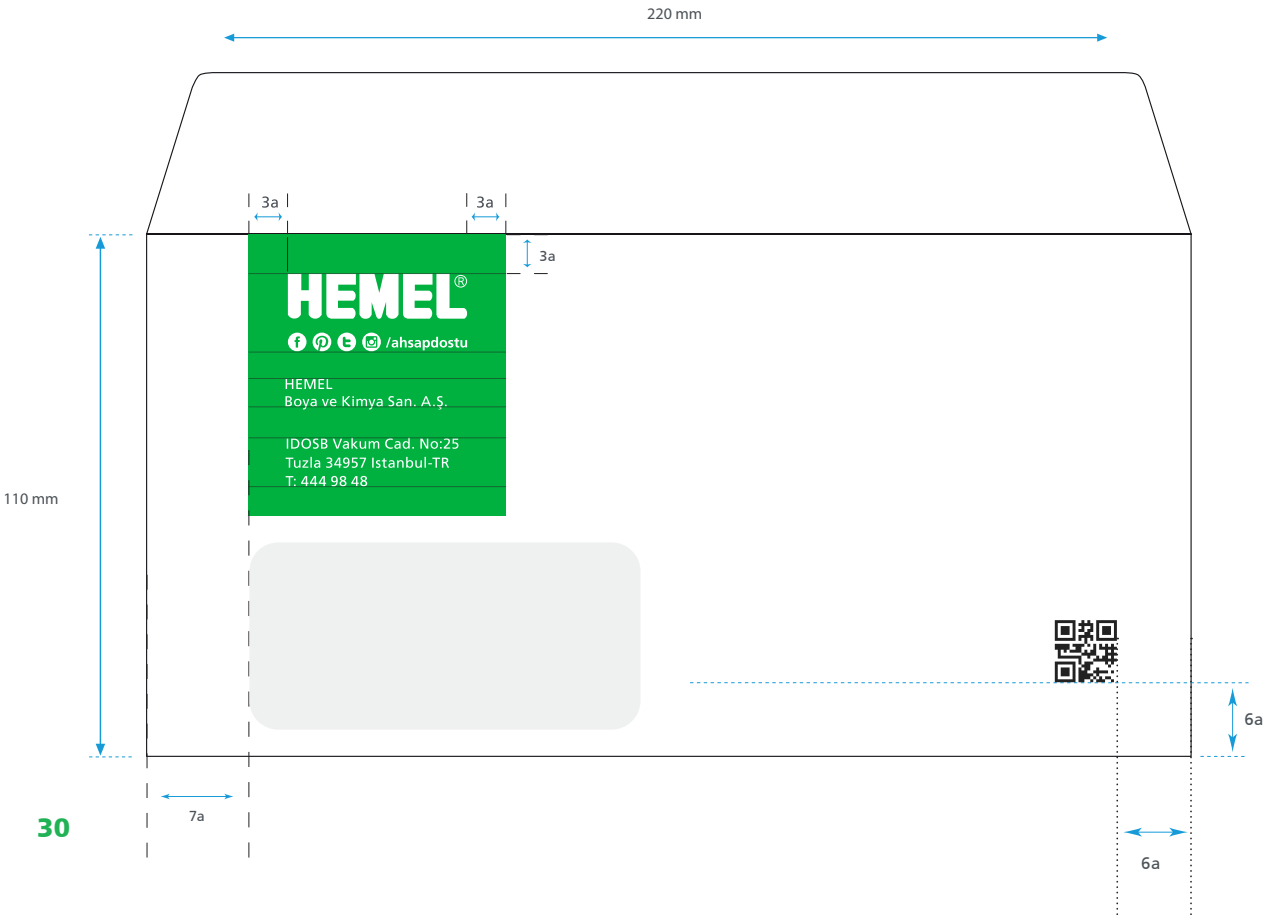
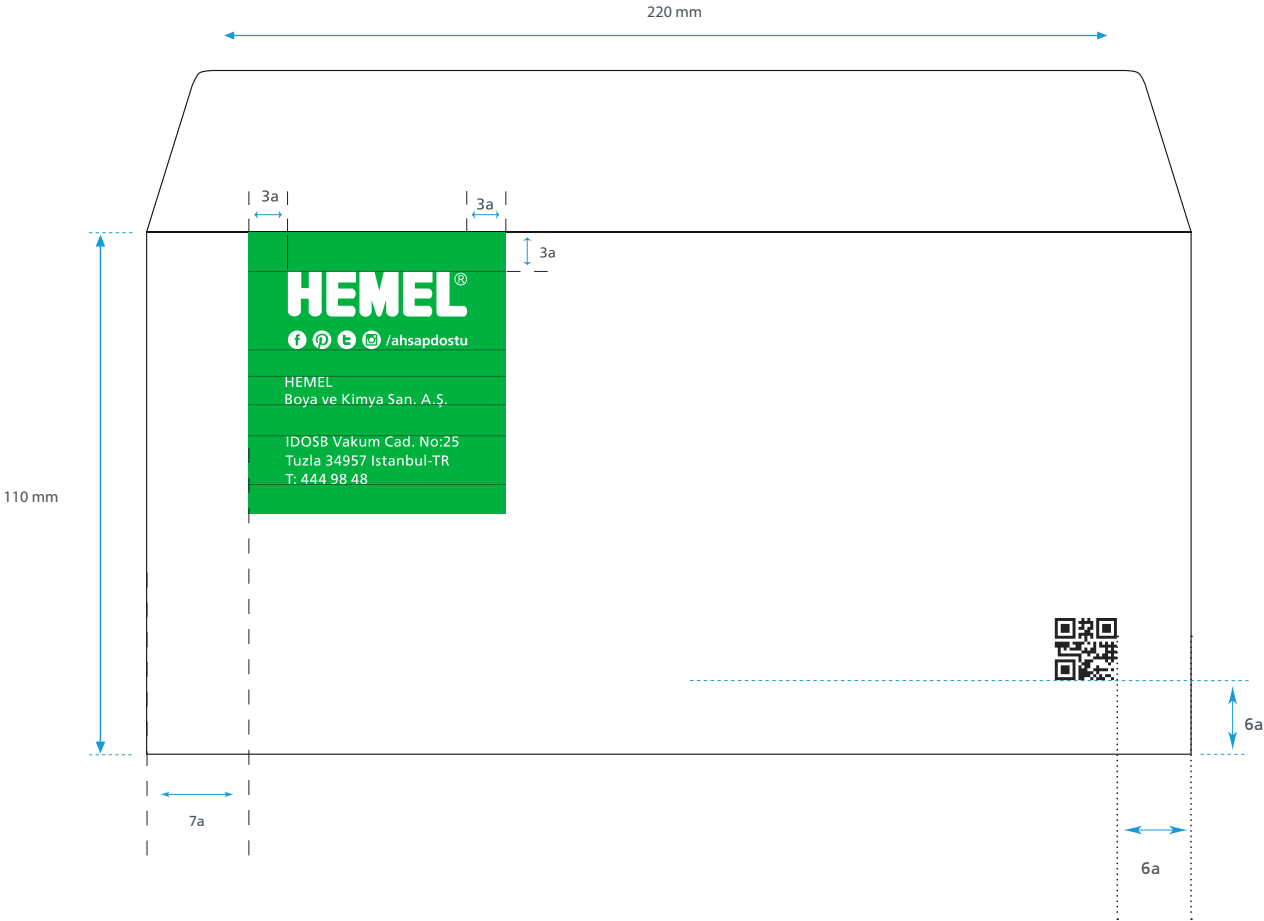
The relationship and ratios of these three main parts are as follows, and these ratios cannot be changed.



5.2 Letterhead



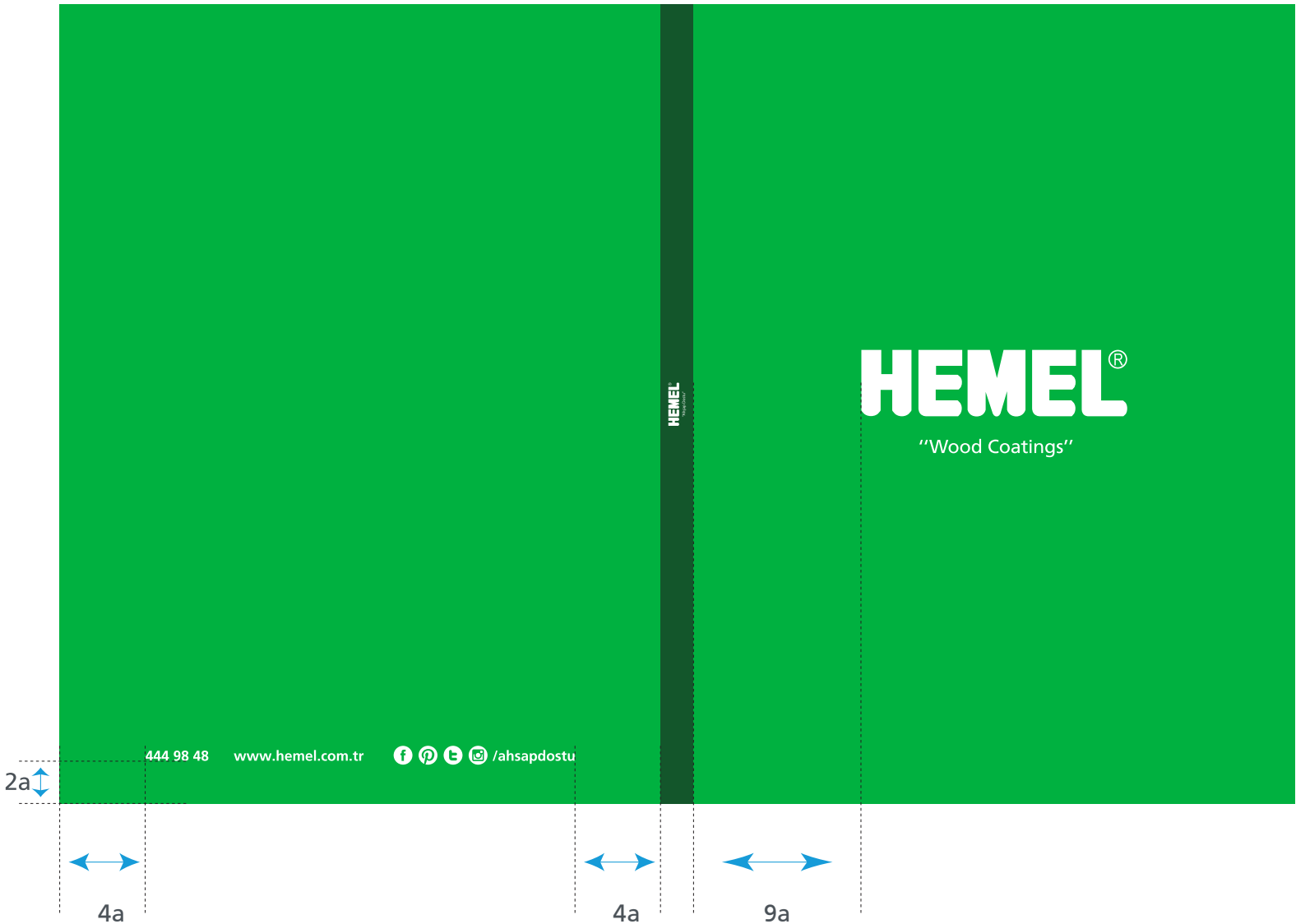
5.3 Diplomat Envelope



5.4
Basic Fold



5.5
Letterhead



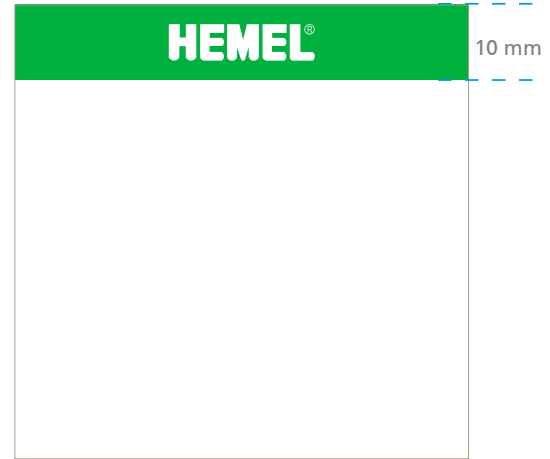
5.6 Notepads

A5 Bloknot

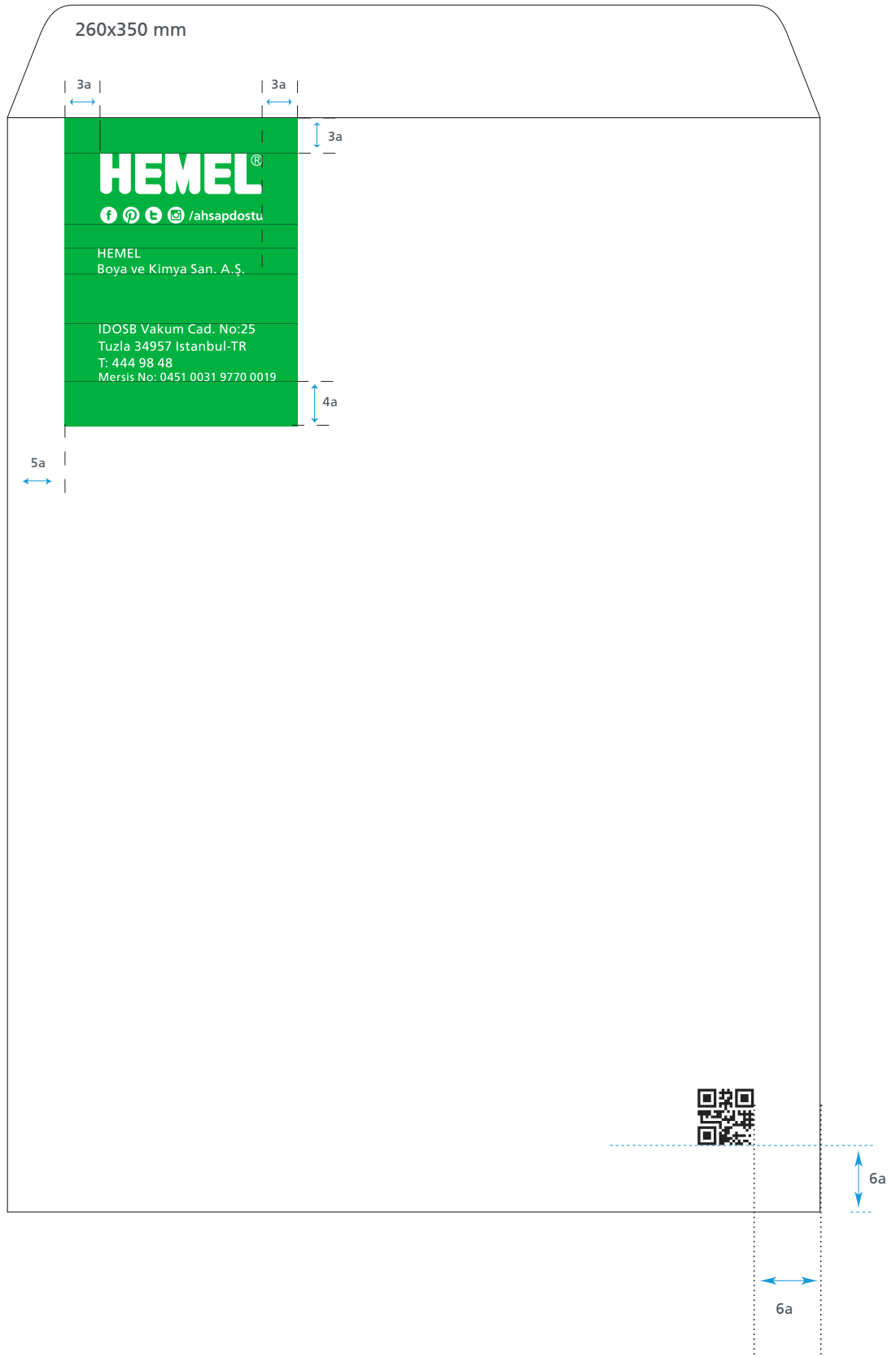


A series of horizontal lines for writing on the A5 Bloknot notepad.

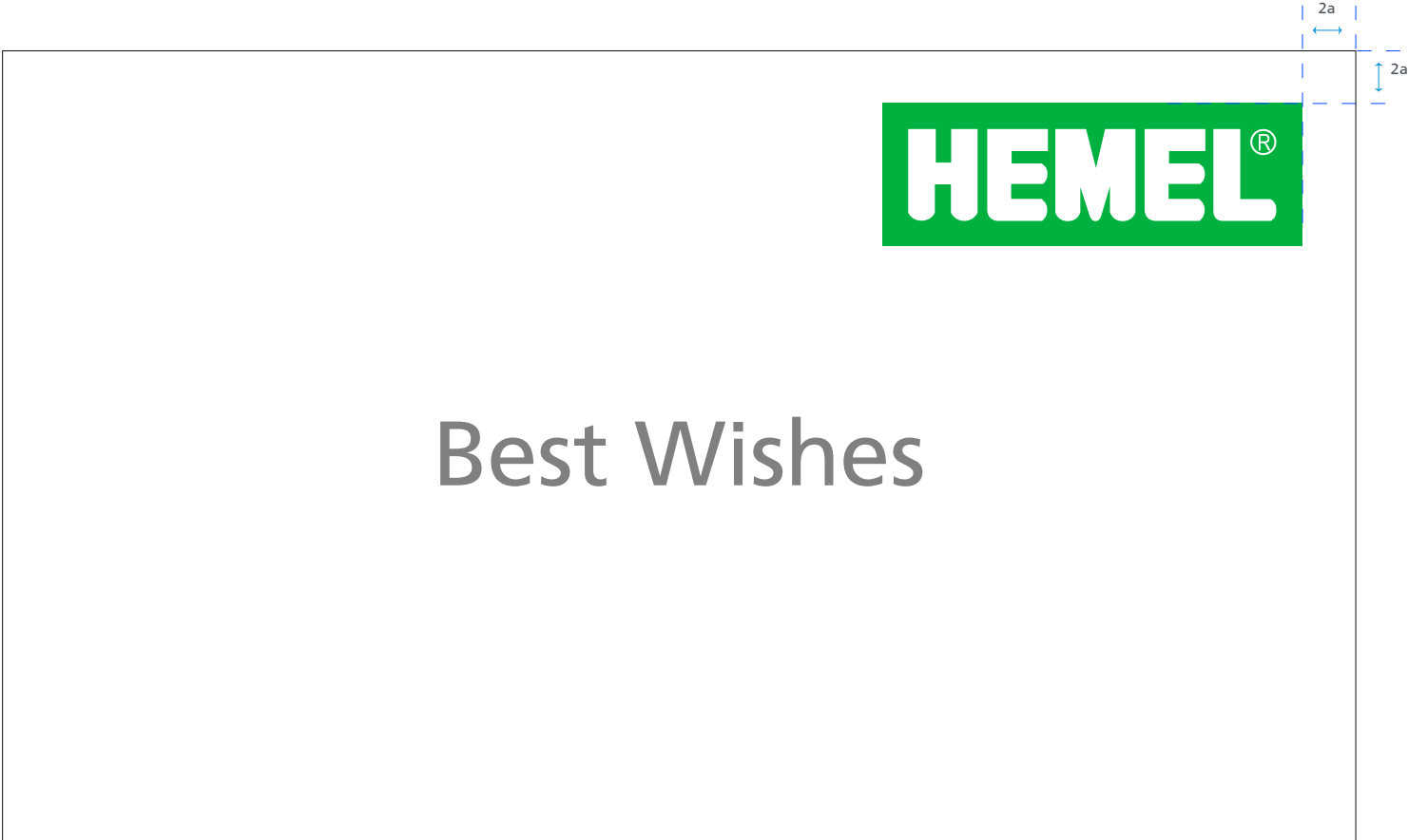
Cube Pad



5.7 A3 Envelope



5.8
Greeting Card



MARKETING

6.1
Certificate of Dealership



6.2 Rollup



6.3 Totem



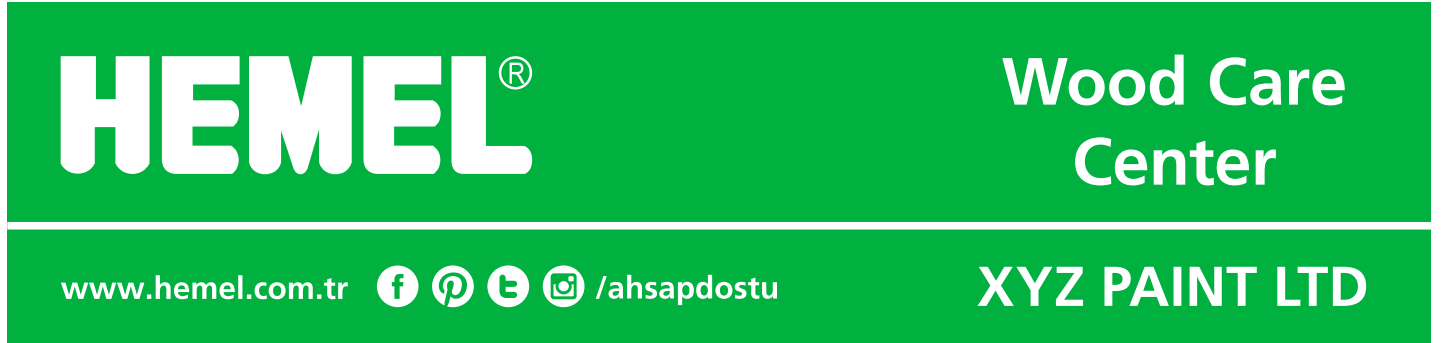
6.4

Store Entrance Signage and One Way Vision Applications

B1



B2



B3



B4

HEMEL®

Wood Care Center

www.hemel.com.tr

XYZ PAINT LTD

B5

Wood Care
Center

HEMEL®

XYZ PAINT LTD

HEMEL®

"Wood Coatings"

B6

6.5

Product-Oriented One Way Vision Applications

The following products may change according to the authorized dealer product range and regional dynamics.

B7

Wood Care Center



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B8

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/ahsapdostu

XYZ PAINT LTD

B9

Wood Care Center



HEMEL®

XYZ PAINT LTD

B10

HEMEL®
"Wood Coatings"



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XYZ PAINT LTD

B11

Wood Care Center



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XYZ PAINT LTD

B12

HEMEL®
"Wood Coatings"



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XYZ PAINT LTD

B13

Wood Care Center



HEMEL®

XYZ PAINT LTD

B14

HEMEL®

"Wood Coatings"



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XYZ PAINT LTD

B15

Wood Care Center

Exterior	Decking	Interior
<div><p>Hickson Decor® Wood Stain Exterior high-performance translucent wood stains that allows the wood to breathe</p></div> <div><p>Hickson Decor® Breather Paint Exterior weatherproof high-performance opaque wood paints</p></div> <div><p>HEMEL® Deck Restorer Restores weathered decks and garden furniture without sanding</p></div> <div><p>HEMEL® Exotic Oil Pigmented penetrating oil especially for hardwoods, ThermoWood®, decks, and garden furniture</p></div> <div><p>HEMEL® Teak Oil Premium teak oil for exterior wood and garden furniture maintenance</p></div> <div><p>HEMEL® Home High-performance water-based one-component varnish for wood floorings</p></div> <div><p>HEMEL® Ultramat® Water-based one/two-component ultra-matt varnish for interior wooden surfaces and flooring</p></div>		
<div><p>Prime Wood Stain Water-based stain that protects, colors, revitalizes wood</p></div>	<div><p>HEMEL® Deck Stain Semi-transparent water-based anti-slip stain for wooden decks</p></div> <div><p>HEMEL® Deck Oil Pigmented penetrating oil for long-lasting protection of wooden decks</p></div>	<div><p>HEMEL® Heavy Traffic Extreme-performance water-based two-component varnish for wood floorings</p></div>

HEMEL®     /ahsapdostu
www.hemel.com.tr

XYZ PAINT LTD

B16

HEMEL®

"Wood Coatings"

Exterior	Decking	Interior
<div><p>Hickson Decor® Wood Stain Exterior high-performance translucent wood stains that allows the wood to breathe</p></div> <div><p>Hickson Decor® Breather Paint Exterior weatherproof high-performance opaque wood paints</p></div> <div><p>HEMEL® Deck Restorer Restores weathered decks and garden furniture without sanding</p></div> <div><p>HEMEL® Exotic Oil Pigmented penetrating oil especially for hardwoods, ThermoWood®, decks, and garden furniture</p></div> <div><p>HEMEL® Teak Oil Premium teak oil for exterior wood and garden furniture maintenance</p></div> <div><p>HEMEL® Home High-performance water-based one-component varnish for wood floorings</p></div> <div><p>HEMEL® Ultramat® Water-based one/two-component ultra-matt varnish for interior wooden surfaces and flooring</p></div>		
<div><p>Prime Wood Stain Water-based stain that protects, colors, revitalizes wood</p></div>	<div><p>HEMEL® Deck Stain Semi-transparent water-based anti-slip stain for wooden decks</p></div> <div><p>HEMEL® Deck Oil Pigmented penetrating oil for long-lasting protection of wooden decks</p></div>	<div><p>HEMEL® Heavy Traffic Extreme-performance water-based two-component varnish for wood floorings</p></div>

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XYZ PAINT LTD

B17

HEMEL®

"Wood Coatings"

Exterior

Decking

Interior



Hickson Decor® Wood Stain
Exterior high-performance translucent wood stains that allows the wood to breathe



Hickson Decor® Breather Paint
Exterior weatherproof high-performance opaque wood paints



HEMEL® Deck Restorer
Restores weathered decks and garden furniture without sanding



HEMEL® Exotic Oil
Pigmented penetrating oil especially for hardwoods, ThermoWood®, decks, and garden furniture



HEMEL® Teak Oil
Premium teak oil for exterior wood and garden furniture maintenance



HEMEL® HOME
High-performance water-based one-component varnish for wood floorings



HEMEL® ULTRAMAT®
Water-based one/two-component ultra-matt varnish for interior wooden surfaces and flooring



Prime Wood Stain
Water-based stain that protects, colors, revitalizes wood



HEMEL® Deck Stain
Semi-transparent water-based anti-slip stain for wooden decks



HEMEL® Deck Oil
Pigmented penetrating oil for long-lasting protection of wooden decks



HEMEL® Heavy Traffic
Extreme-performance water-based two-component varnish for wood floorings

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XYZ PAINT LTD

6.6

Image-Oriented One Way Vision Applications

G1



G2



G3



G4



G5

Wood Care Center



Ultra protection in one coat!

HEMEL Wood Oil 2C is a two-component natural oil developed by HEMEL. Protects, colors, and revitalizes your wood floor and furniture in one coat.



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HEMEL®

G6

#woodcoatings



Our customers have been using the right, high-quality wood care products for their wooden doors, windows, pergolas, decks, shutters, and floors for 56 years, minimizing the use of new wood and helping to protect our forests.

HEMEL®

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f p t @ /ahsapdostu

G7

LET THE GREEN COMEBACK!



By choosing quality wood varnishes and paints, you can ensure the long-term protection of your wood. Thus, you can protect our forests by preventing the re-use of wood. With the power we receive from you, we help our country become greener by throwing seed balls into nature with recording ecodrones.

Scan the QR code to throw free seed balls



HEMEL®
"Wood Coatings"

G8

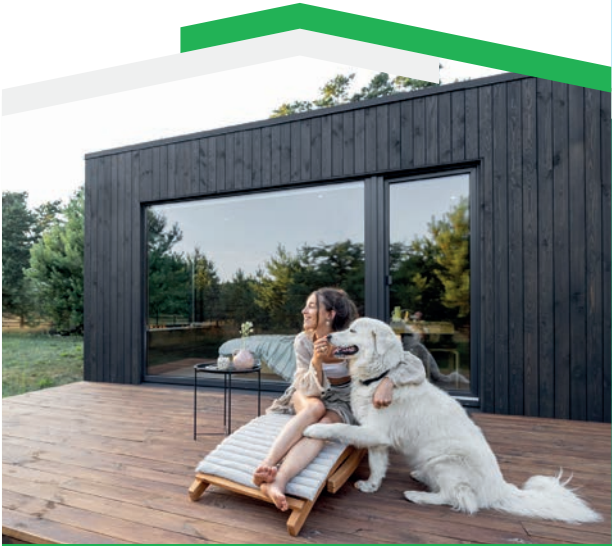
Solution Partner for Wood Protection



HEMEL® XYZ PAINT LTD

G9

With 55 years of
experience, we take care
of your wood!



HEMEL® XYZ PAINT LTD

G10

Wood Care Center



HEMEL® HICKSON® DECOR XYZ PAINT LTD

6.7

Round Store & Plant Entrance Signage

Y1



6.8 Store Dangler Applications



6.9 Spider Stand



6.10
Business Flags



6.11 Flag



6.12 Swallow Flag



6.13
Shelves



E Type Mini Metal Shelf



A Type Shelf



B Type Shelf



C Type Shelf - Old Version



C Type Shelf - New Version

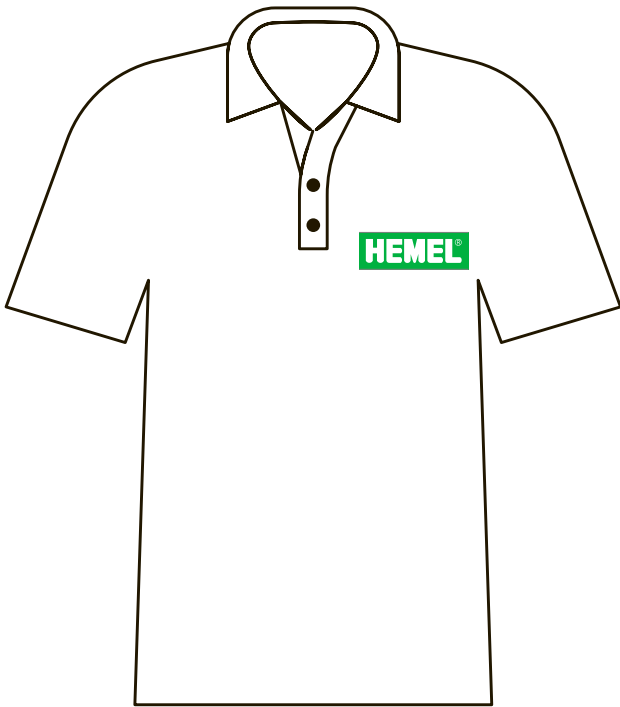


P1 Type Shelf

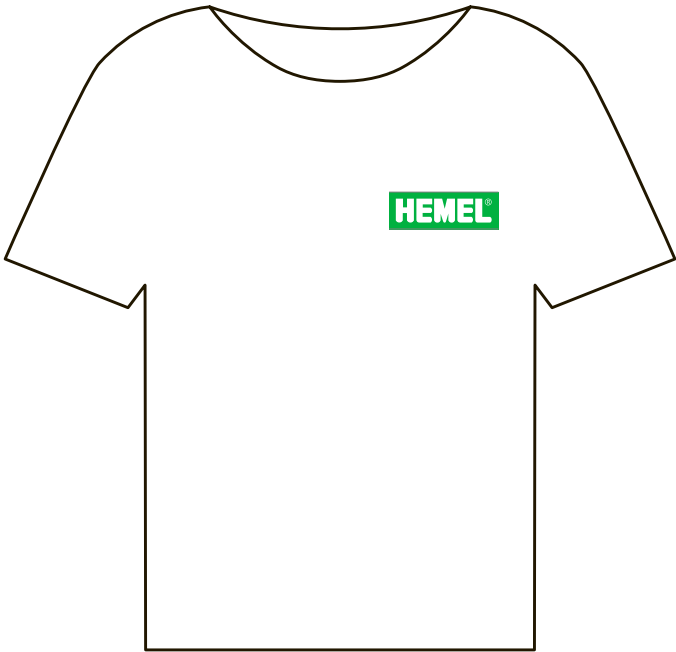
6.14 Vehicle Wrapping



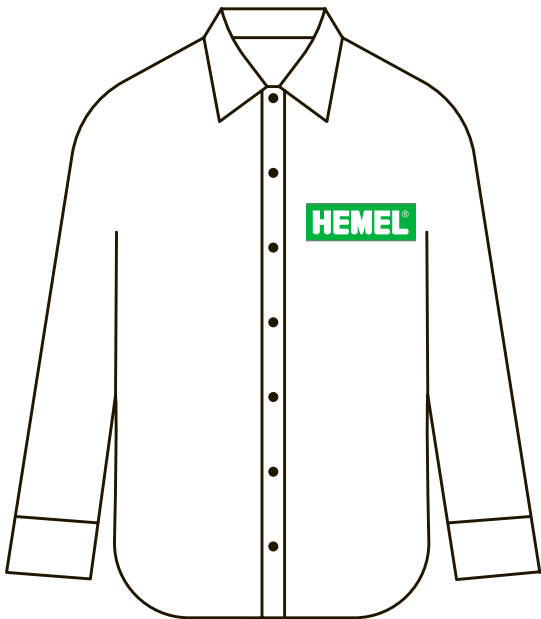
6.15
Uniforms



White Polo Neck
T-Shirt



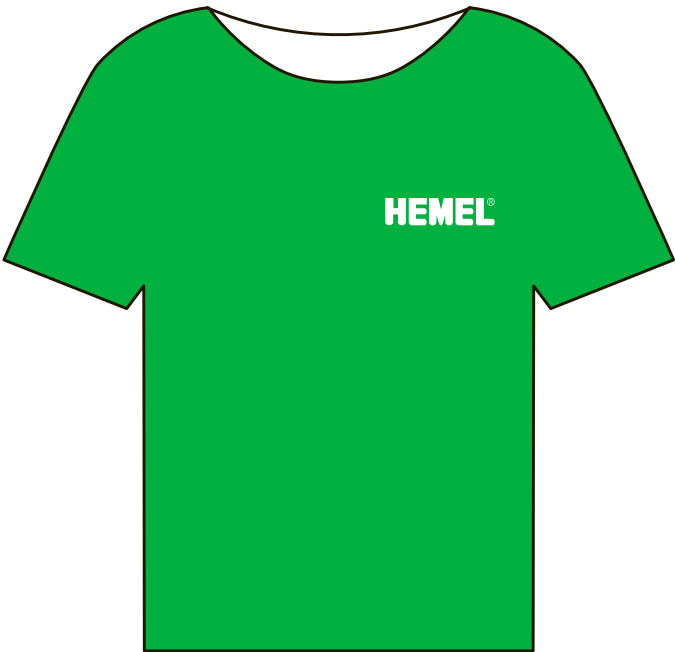
White Crew Neck
T-Shirt



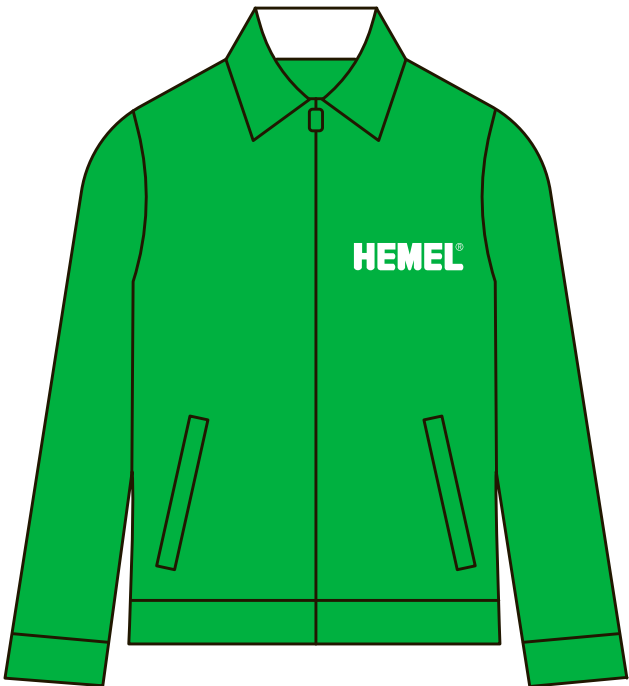
White Shirt



Green Polo Neck
T-Shirt



Green Crew Neck
T-Shirt



Green Polar
Jacket

HEMEL BOYA VE KİMYA SAN. A.Ş.

İDOSB Vakum Caddesi, No: 25, Özel Parsel, Tuzla 34957 İstanbul-TR

Mersis No: 0461 0031 9770 0019

HEMEL®

444 98 48

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[f](#) [p](#) [t](#) [i](#) /ahsapdostu

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