

VISUAL IDENTITY GUIDELINES

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THE STORY BEHIND THE LOGOTYPE CHANGE

The story of change for Turkish Higher Education Quality Council logo and type is stated below.



We are proud to introduce the renewed Turkish Higher Education Quality Council logo design, which is a contemporary, eye-catching, direct and dramatic iteration respectful to the original design.

The shades of blue in the symbol of the logo emphasize trust, freedom and quality in Turkish history. Design language emphasises these references which are responsibilities and the principles of the Council, acquired as a result of the nature of its duty.

The logo symbol bears the symbolic depiction of a flying bird, which inspires a concept of quality encompassing both liberation and individuality, the wings of the flying bird denote the momentum of elevation and carry the meaning of approval which are the main functions of the Council in the higher education landscape.

The used font-family contributes to the logotype outlook with a clear and direct stance with simplicity, stability, reliability, and innovation. The logo symbol, logotype, and color chart complement each other and convey the attitude and the idea as a whole which reminds us of perfection and modernity.

LOGOTYPE

The ratios of the logotype, text of the THEQC and the ratios of the concept logotype should be equal in the ratios indicated by "x".



LOGOTYPE EXCLUSION ZONE

The exclusion zone is the minimum area around the logo that should remain clear of text and other graphic elements. This increases the visibility of the logo and prevents it from getting mixed with other graphic elements. The size of the exclusion zone is based on the width of one block of the logo (marked with x).



LOGOTYPE MINIMUM SIZE

Minimum dimensions THEQC logotype in printed materials is 30 mm,
In digital media, it should be a minimum of 70 pixels.



INCORRECT LOGOTYPE USAGE

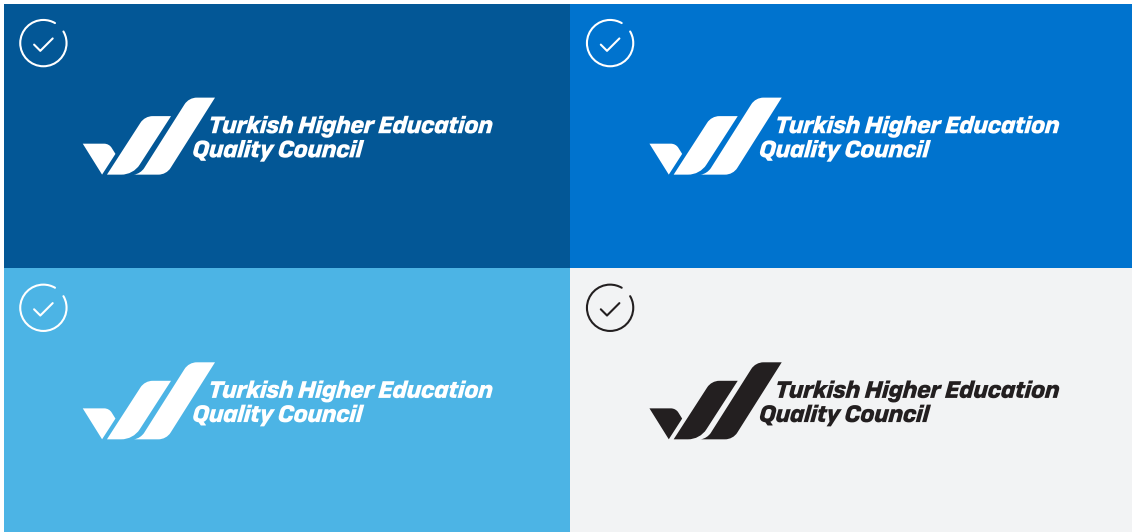
THEQC symbol cannot be used separately.
The logotype should never be changed or deformed for any reason.



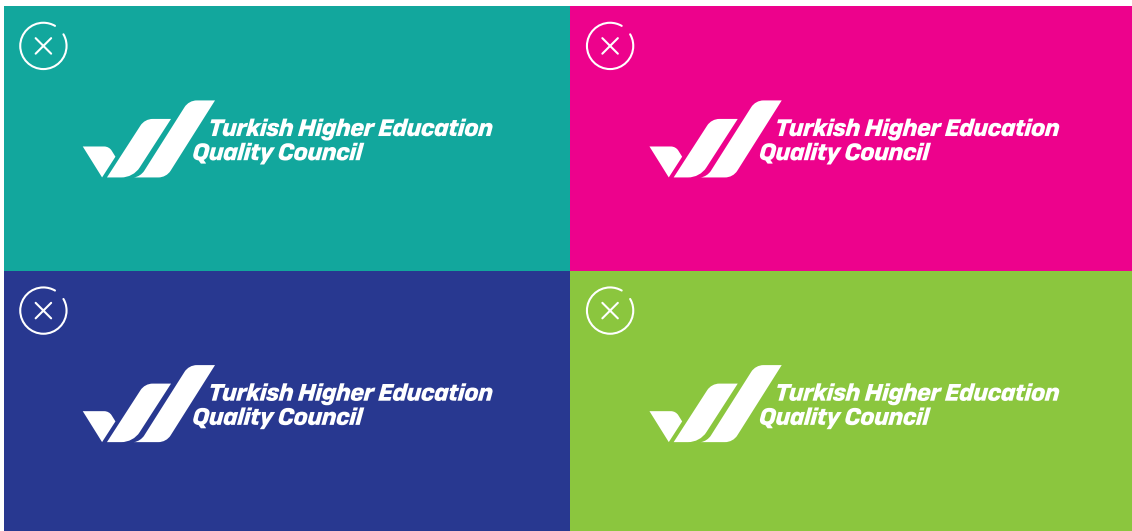
COLOR VARIATIONS OF LOGOTYPE

The correct use of THEQC logotype implementations on single color and unique color backgrounds should be applied as follows.

Correct Usage



Incorrect Usage Patterns



GRADIENT USE OF LOGOTYPE

The gradient usage of the THEQC logotype should be applied as follows.



PANTONE 7685C

2b5597



C 91 M 69 Y 15 K 2

R 43 G 85 B 151

PANTONE 285C

006eb7



C 91 M 50 Y 0 K 0

R 0 G 110 B 183

MAIN AND SECONDARY COLOURS

The colors of the logotype should be applied as defined in the manual.

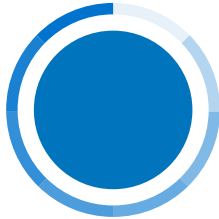


PANTONE 7685C

C 91 M 69 Y 15 K 2

R 43 G 85 B 151

2b5698

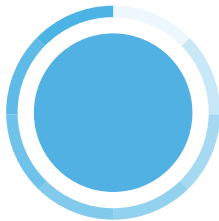


PANTONE 285C

C 91 M 50 Y 0 K 0

R 0 G 110 B 183

0071ce



PANTONE 2915C

C 62 M 14 Y 1 K 0

R 94 G 179 B 228

5eb3e4



MAIN FONT & SECONDARY FONT

In harmony with the institutional logo, Camber font was defined as the default font family of the THEQC.

CAMBER

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ

abcçdefgğhijklmnoöprsştuüvyz

0123456789 !*"'[/]_ %:@&

MAIN FONT & SECONDARY FONT

The different uses of the Camber Font Family, which is defined as the default corporate font family of THEQC, are as follows.

LIGHT

ABCÇDEFGĞHIJKLMNOÖPRSŞTUŪVYZ
abcçdefgğhijklmnoöprsştuūvyz
0123456789 !*"'[/]_:@&

LIGHT ITALIC

*ABCÇDEFGĞHIJKLMNOÖPRSŞTUŪVYZ
abcçdefgğhijklmnoöprsştuūvyz
0123456789 !*"'[/]_:@&*

REGULAR

ABCÇDEFGĞHIJKLMNOÖPRSŞTUŪVYZ
abcçdefgğhijklmnoöprsştuūvyz
0123456789 !*"'[/]_:@&

REGULAR ITALIC

*ABCÇDEFGĞHIJKLMNOÖPRSŞTUŪVYZ
abcçdefgğhijklmnoöprsştuūvyz
0123456789 !*"'[/]_:@&*

MEDIUM

ABCÇDEFGĞHIJKLMNOÖPRSŞTUŪVYZ
abcçdefgğhijklmnoöprsştuūvyz
0123456789 !*"'[/]_:@&

MEDIUM ITALIC

*ABCÇDEFGĞHIJKLMNOÖPRSŞTUŪVYZ
abcçdefgğhijklmnoöprsştuūvyz
0123456789 !*"'[/]_:@&*

BOLD

**ABCÇDEFGĞHIJKLMNOÖPRSŞTUŪVYZ
abcçdefgğhijklmnoöprsştuūvyz
0123456789 !*"'[/]_:@&**

BOLD ITALIC

***ABCÇDEFGĞHIJKLMNOÖPRSŞTUŪVYZ
abcçdefgğhijklmnoöprsştuūvyz
0123456789 !*"'[/]_:@&***

SECONDARY FONT

The secondary font of the THEQC corporate font family has been defined as DIN PRO.

DIN PRO

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ

abcçdefgğhijklmnoöprsştuüvyz

0123456789 !*"'(/) _%: @ &

SECONDARY FONT

The different uses of the DIN PRO Font Family are as follows

LIGHT

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
 abcçdefgğhiijklmnoöprsştuüvyz
 0123456789 !*"'(/)_%:।&

LIGHT ITALIC

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhiijklmnoöprsştuüvyz
0123456789 !"'(/)_%:।&*

REGULAR

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
 abcçdefgğhiijklmnoöprsştuüvyz
 0123456789 !*"'(/)_%:।&

REGULAR ITALIC

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhiijklmnoöprsştuüvyz
0123456789 !"'(/)_%:।&*

MEDIUM

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
 abcçdefgğhiijklmnoöprsştuüvyz
 0123456789 !*"'(/)_%:।&

MEDIUM ITALIC

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhiijklmnoöprsştuüvyz
0123456789 !"'(/)_%:।&*

BOLD

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
 abcçdefgğhiijklmnoöprsştuüvyz
 0123456789 !*"'(/)_%:।&

BOLD ITALIC

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhiijklmnoöprsştuüvyz
0123456789 !"'(/)_%:।&*

BLACK

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
 abcçdefgğhiijklmnoöprsştuüvyz
 0123456789 !*"'(/)_%:।&

BLACK ITALIC

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhiijklmnoöprsştuüvyz
0123456789 !"'(/)_%:।&*

INSTITUTIONAL ACCREDITATION SEAL

The following logos should be used for 5 (five) years full accreditation and 2 (two) years provisional accreditation logo for the Higher Education Institutions. Printed documents should be prepared using foil gilding (gold and silver) and CMYK printing. (Available only in Turkish)



INSTITUTIONAL ACCREDITATION SEAL

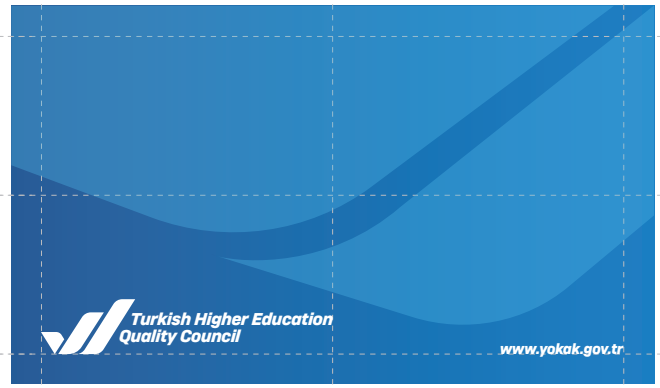
The following logos should be used for 5 (five) years full accreditation and 2 (two) years provisional accreditation logo for the Graduate Schools. Printed documents should be prepared using foil gilding (gold and silver) and CMYK printing., (Available only in Turkish)



**INSTITUTIONAL
DOCUMENT PRINTS &
IMPLEMENTATIONS**

BUSINESS CARD

The following design should be used as a guide for THEQC Business Cards.



Printing Specifications

Paper : 350g coated paper / Printing : Front and back / Colour : CMYK / Lamination : Matte cellophane

LETTERHEAD

The following design should be used as a guide for THEQC Letterhead format.



Printing Specifications

Paper : 90g High Grade / Printing : Single Sided / Colour : CMYK

SUPPLEMENTARY PAPER

The following design should be used as a guide for THEQC supplementary papers.



Printing Specifications

Paper : 90g High Grade / Printing : Single Sided / Colour : CMYK

DIPLOMAT ENVELOPE

The following design should be used as a guide for THEQC Diplomat Ropelomat A9 Envelope.



Printing Specifications

Paper : 115g coated paper / Printing : Single Sided / Colour : CMYK

A4 ENVELOPE

The following design should be used as a template guide for A4 Envelope.

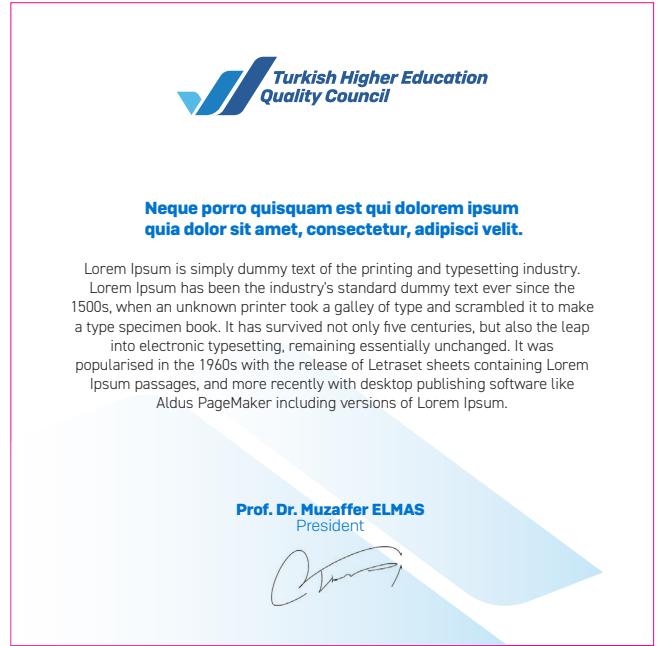


Printing Specifications

Paper : 115g coated paper / Printing : Single Sided / Colour : CMYK

INVITATION CARD

The following design should be used as a template guide for THEQC Invitation Cards.

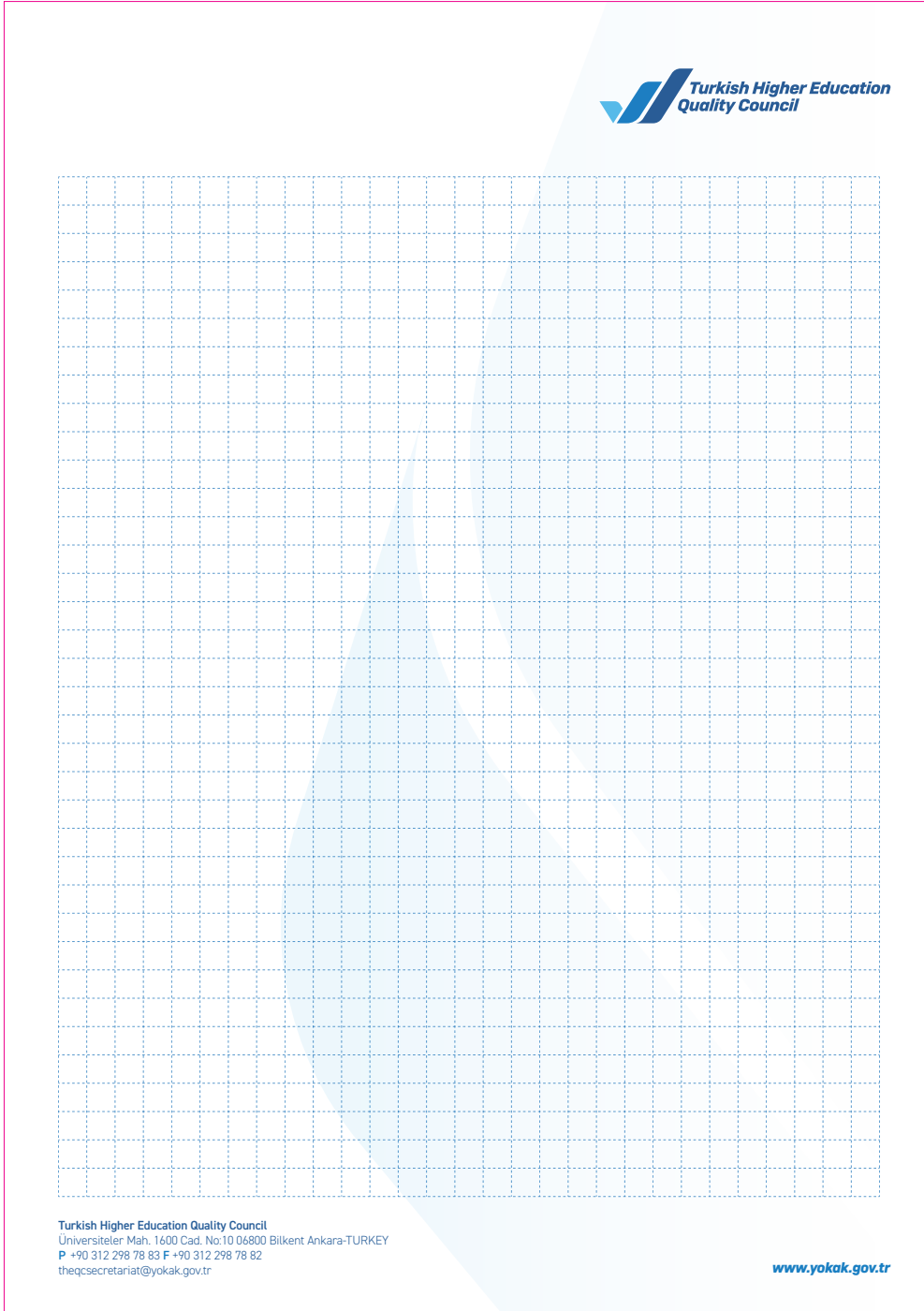


Printing Specifications

Paper : 350g coated paper / Printing : Front and back / Colour : CMYK

A4 BLOCKNOTE

The following design should be used as a template guide for THEQC A4 Blocknotes.



Turkish Higher Education Quality Council
Üniversiteler Mah. 1400 Cad. No:10 06800 Bilkent Ankara-TURKEY
P +90 312 298 78 83 F +90 312 298 78 82
theqcsecretariat@yokak.gov.tr

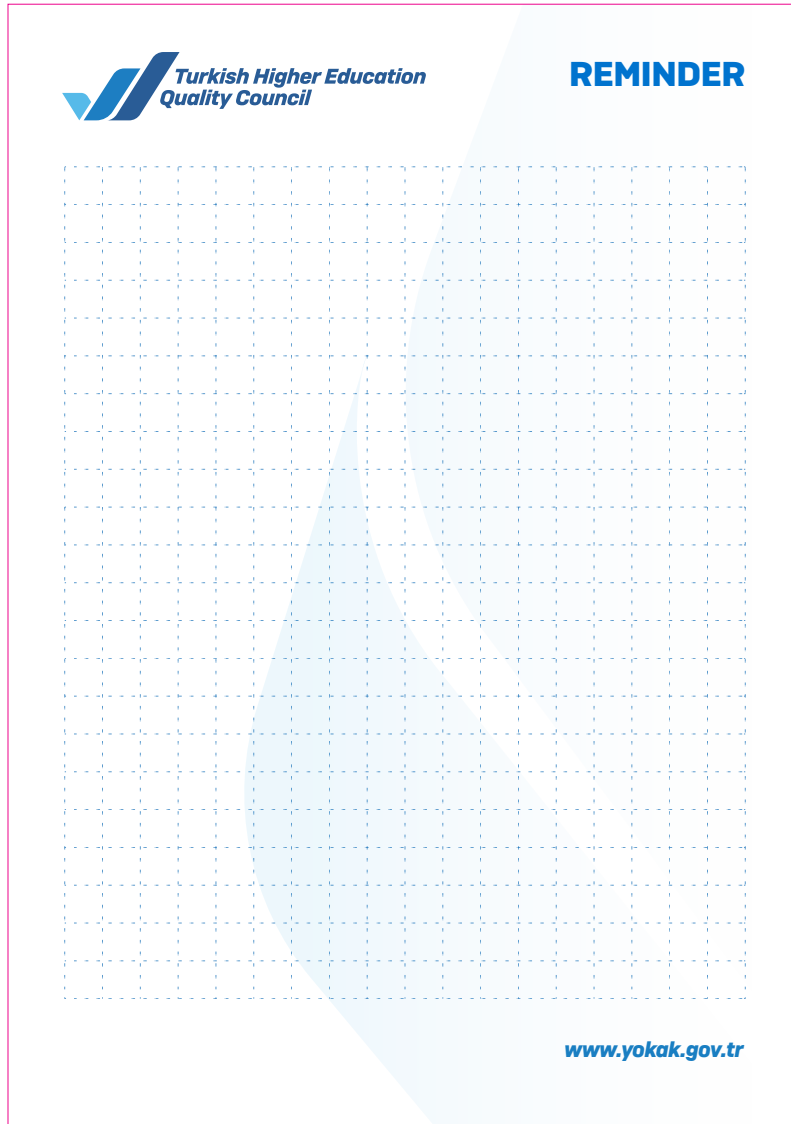
www.yokak.gov.tr

Printing Specifications

Paper : 90g High Grade Paper / Printing : Single Sided / Colour : CMYK / Volume: Overhead glue

REMINDER CARD

The following design should be used as a template guide for Reminder Card

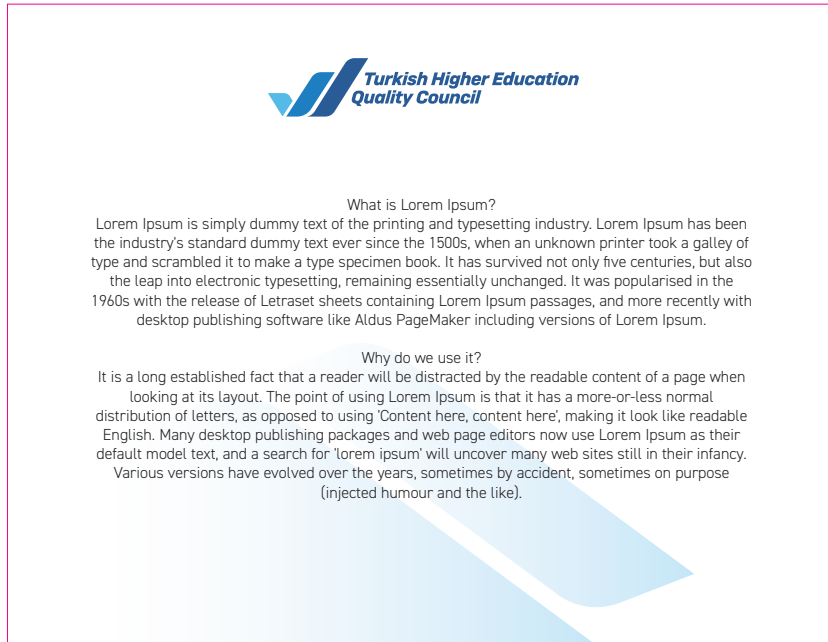


Printing Specifications

Paper : 200g High Grade Paper / Printing : Single Sided / Colour : CMYK

SPEECH CUE CARDS

The following design should be used as a template guide for THEQC Speech Cue Cards.



Printing Specifications

Paper : 350g coated paper / Printing : Front and back / Colour : CMYK

STICKERS & POST-IT

The following design should be used as a template guide for THEQC Stickers and Post-its.

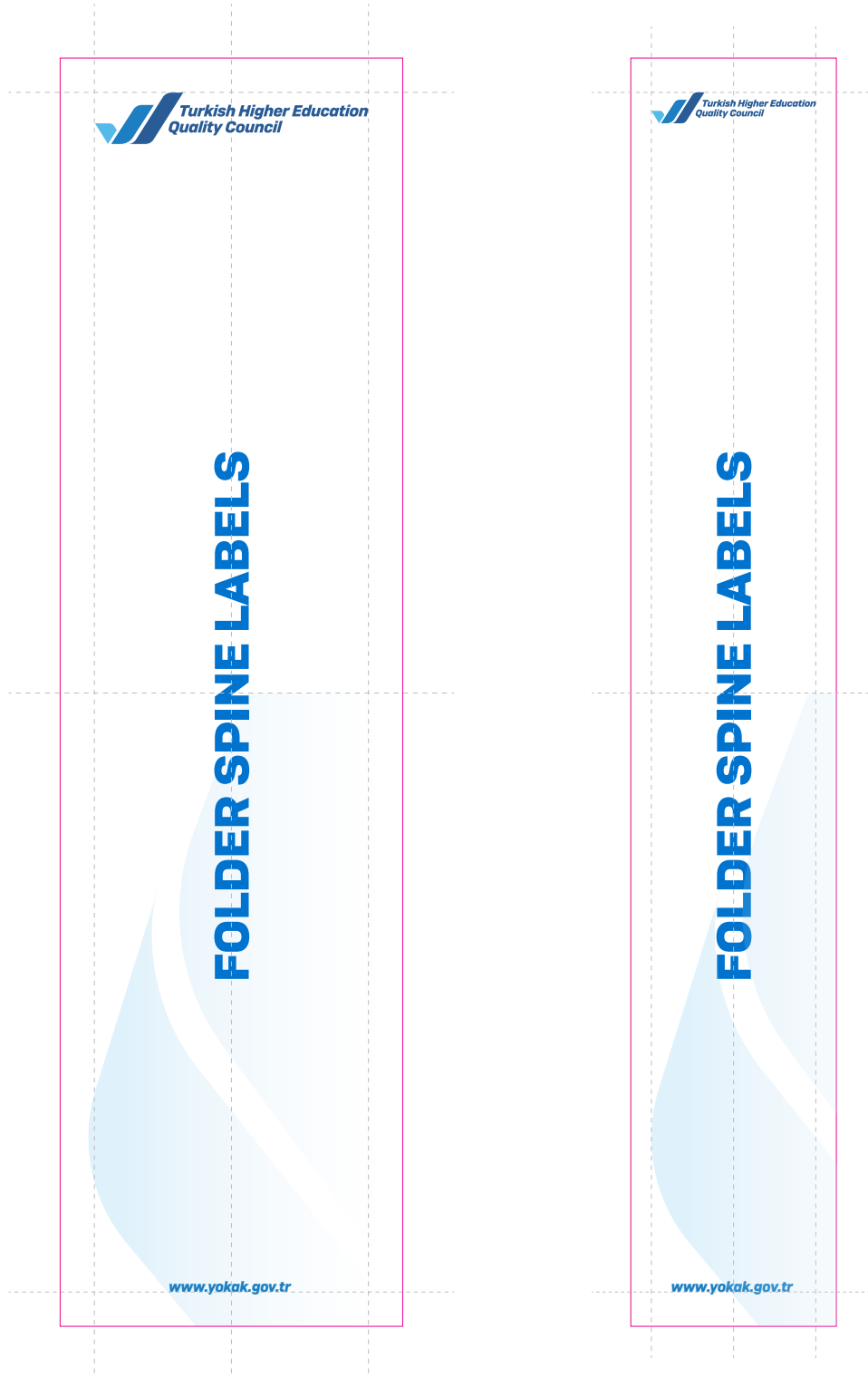


Printing Specifications

Paper : Sticker / Printing : Single Sided / Colour : CMYK

FOLDER LABELS

The following design should be used as a guide for THEQC Folder Labels in vertical form, complying with the guideline and measurements.



Printing Specifications

Paper : 200g coated paper / Printing : Single Sided / Colour : CMYK

MAGAZINE TEMPLATE

The following design should be used as a template guide for THEQC Magazines.

MAPPED VISUAL

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit Neque porro quisquam est qui dolorem ipsum

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit Neque porro quisquam est qui dolorem ipsum

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit Neque porro quisquam est qui dolorem ipsum

PHOTO

Neque porro quisquam est qui dolorem Ropesum quia dolor sit amet, consecte-

What is Lorem Ipsum?
 Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Why do we use it?
 It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Where does it come from?
 Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line

22

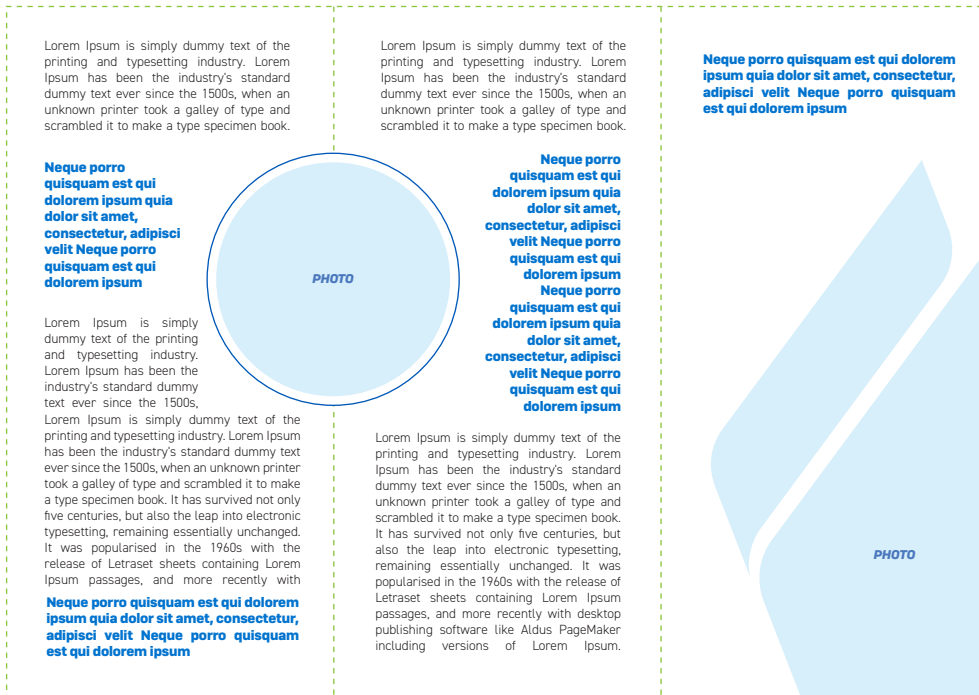
Turkish Higher Education Quality Council

Printing Specifications

Paper : 115g coated paper / Printing : Single Sided / Colour : CMYK

TRI-FOLD BROCHURE

The following design should be used as a guide for THEQC Tri-fold brochures.

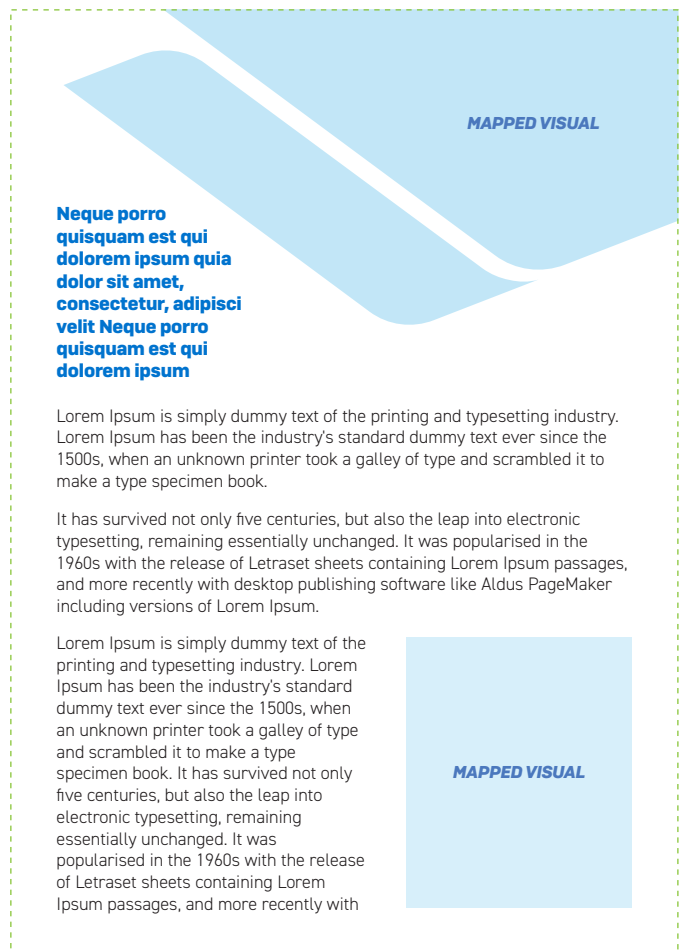
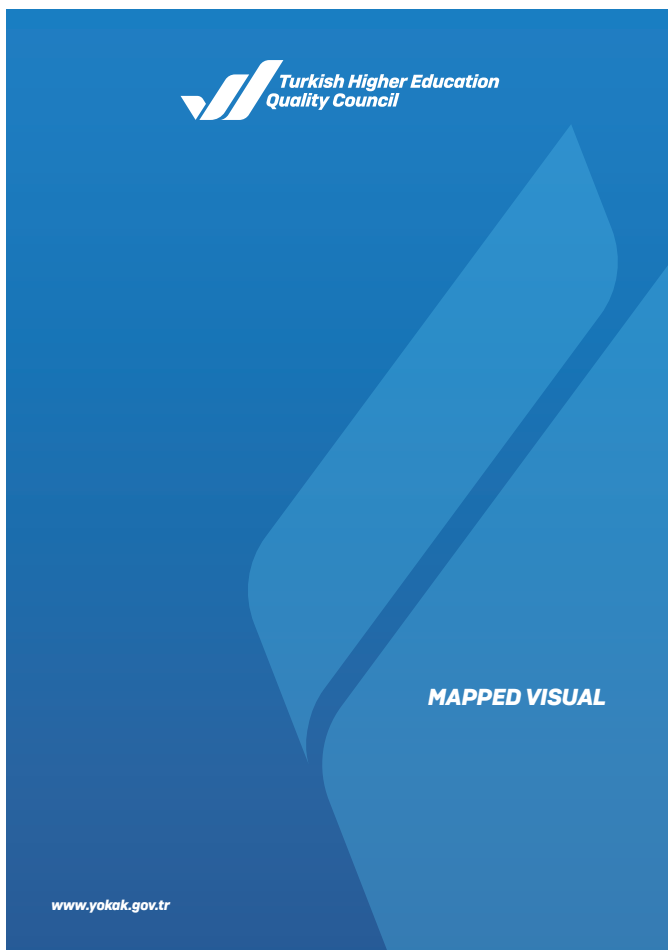


Printing Specifications

Paper : 115g coated paper / Printing : Single Sided / Colour : CMYK

FLYER

The following design should be used as a guide for THEQC Flyers.



Printing Specifications

Paper : 115g coated paper / Printing : Front and back / Colour : CMYK

BANNER (HORIZONTAL)

The following design should be used as a guide for THEQC Banners in horizontal form.

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

MAPPED VISUAL



Printing Specifications

Paper : 115g coated paper / Printing : Single Sided / Colour : CMYK

BANNER (VERTICAL)

The following design should be used as a guide for THEQC Banners in vertical form.

**Neque porro quisquam est qui
dolorem ipsum quia dolor sit amet,
consectetur, adipisci velit.**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

MAPPED VISUAL



Printing Specifications

Paper : 115g coated paper / Printing : Single Sided / Colour : CMYK

POCKET FOLDER

The following design should be used as a guide for THEQC Pocket Folders.



Printing Specifications

Paper : 300g coated paper / Printing : Single Sided / Colour : CMYK / Lamination : Matte cellophane / Cutting : Privacy Cutting

BAG (CARDBOARD)

The following design should be used as a guide for THEQC cardboard bags.



Printing Specifications

Paper : 200g coated paper / Printing : Single Sided / Colour : CMYK / Lamination : Matte cellophane / Cutting : Privacy Cutting / Rope Color: White

FLAG (VERTICAL)

The following design should be used as a guide for THEQC Flags in vertical form.



Printing Specifications

Printing : Single Sided / Colour : CMYK

FLAG (HORIZONTAL)

The following design should be used as a guide for THEQC Flags in horizontal form.



Printing Specifications

Printing : Single Sided / Colour : CMYK

SWALLOW FLAG

The following design should be used as a guide for THEQC Swallow Flags.



Printing Specifications

Printing : Single Sided / Colour : CMYK

DESKTOP FLAG

The following design should be used as a guide for THEQC Desktop Flags.



Printing Specifications

Printing : Front and back / Colour : CMYK

EVENT POSTER

The following design should be used as a guide for THEQC event posters.



Printing Specifications

Printing : Front and back / Colour : CMYK

ROLL UP BANNER

In THEQC roll up banners, the example below should be used as a guide.



Printing Specifications

Printing : Single Sided / Colour : CMYK

STAFF ID CARD

The following example should be used in the THEQC Staff ID card.

(Available only in Turkish)



KİMLİK BİLGİLERİ	
Baba Adı :	Ana Adı :
Doğum Yeri :	Doğum Tarihi :
Cüz. Ver. Tar. :	ONAY
E.M. / Sig. Sic. No:	
Kan Grubu:	
<p>Kartın bir başkası tarafından bulunması halinde adresimize iadesini rica ederiz. If you find this card, please deliver to our addresse.</p>	
<p>Yükseköğretim Kalite Kurulu Başkanlığı Üniversiteler Mah. 1600 Cad. No:10 06800 Bilkent Ankara-Türkiye T 0 312 298 78 83 F 0 312 298 78 82 yokak@yokak.gov.tr</p>	

Printing Specifications

Paper : PVC Plastic Card / Printing : Front and back / Colour : CMYK

EVENT PARTICIPANT CARD

The following event participant card template should be used as an example guide.



Printing Specifications

Paper : PVC Plastic Card / Printing : Single Sided / Colour : CMYK / Rope : Printing

VISITOR CARD

The following example should be used as a guide for THEQC Visitor Cards.



Printing Specifications

Paper : PVC plastic card / Printing : Single Sided / Colour : CMYK / Rope : Printing

VEHICLE CARD

The following example should be used as a guide in the THEQC vehicle cards.

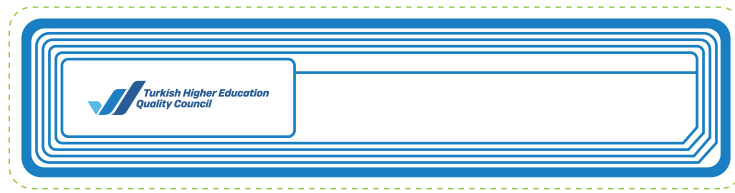


Printing Specifications

Paper : 300g coated paper / Printing : Single Sided / Colour : CMYK / Lamination: Matte cellophane

VEHICLE STICKERS

The following example should be used as a guide in vehicle stickers and RFID vehicle tags



Printing Specifications

Paper : PVC Trasparent sticker / Printing : Single Sided / Colour : CMYK / Rope : Printed

CERTIFICATE OF APPRECIATION

The following design in THEQC Certificate of Appreciation should be used as an example guide.



Printing Specifications

Paper : High Grade Paper 300gr / Printing : Single Sided / Colour : CMYK

CERTIFICATE OF PARTICIPATION

The following design in THEQC Certificate of Participation should be used as an example guide.



Printing Specifications

Paper : High Grade Paper 300gr / Printing : Single Sided / Colour : CMYK

INSTITUTIONAL ACCREDITATION CERTIFICATE

Full Accreditation (valid for 5 years)

The following example should be used as a guide for THEQC Institutional Accreditation Certificate (Available only in Turkish)



Karar Tarihi: 23/06/2021
Son Geçerlilik Tarihi: 07/2026

KURUMSAL AKREDİTASYON BELGESİ

EGE ÜNİVERSİTESİ

Yükseköğretim Kalite Kurulu (YÖKAK) tarafından yürütülen 2020 Yılı Kurumsal Akreditasyon Programı kapsamında 5 (beş) yıl süreyle tam akreditasyon almaya hak kazanmıştır.

Prof.Dr. Sibel Aksu YILDIRIM
Kurumsal Dış Değerlendirme ve Akreditasyon
Komisyonu Başkanı

Prof.Dr. Muzaffer ELMAS
Yükseköğretim Kalite Kurulu Başkanı

Soğuk Damga

Belge: Y7B7A53E239400A13BD6BE6C91C4F6C4E - TB9FD81843AD7F202F26C1A174C7357585

Printing Specifications

Paper : High Grade Paper 300gr / Printing : Single Sided / Colour : CMYK / Yıldız: Bronz

INSTITUTIONAL ACCREDITATION CERTIFICATE

Provisional Accreditation (valid for 2 years)

The following example should be used as a guide for
THEQC Institutional Accreditation Certificate
(Available only in Turkish)



Karar Tarihi: 23/06/2021
Son Geçerlilik Tarihi: 07/2026

KURUMSAL AKREDİTASYON BELGESİ

EGE ÜNİVERSİTESİ

Yükseköğretim Kalite Kurulu (YÖKAK) tarafından yürütülen 2020 Yılı Kurumsal Akreditasyon Programı kapsamında 2 (iki) yıl süreyle koşullu akreditasyon almaya hak kazanmıştır.

Prof.Dr. Sibel Aksu YILDIRIM
Kurumsal Dış Değerlendirme ve Akreditasyon Komisyonu Başkanı

Prof.Dr. Muzaffer ELMAS
Yükseköğretim Kalite Kurulu Başkanı

Soğuk Damga

Belge: Y7B7A53E239400A13BD6BE6C91C4F6C4E - TB9FD81843AD7F202F26C1A174C7357585

Printing Specifications

Paper : High Grade Paper 300gr / Printing : Single Sided / Colour : CMYK / Yıldız: Gümüş

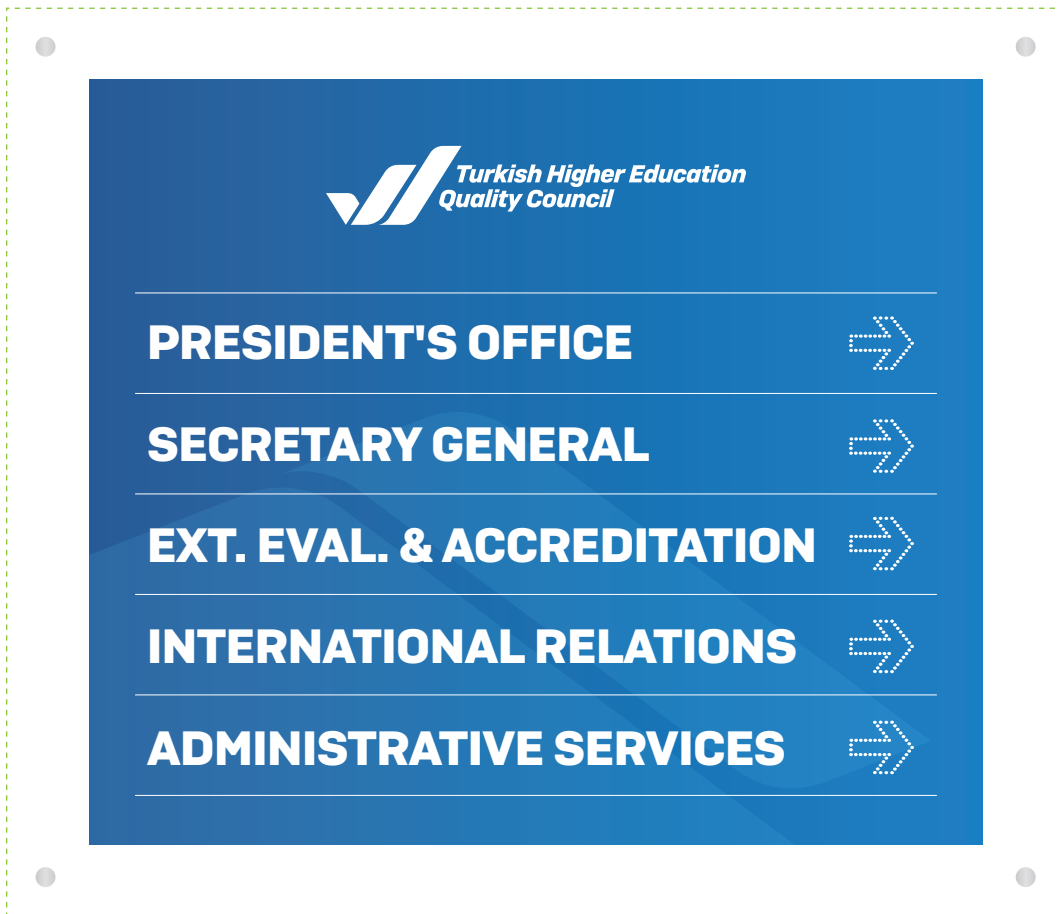
NAME PLATES

The following example should be used as a guide in the THEQC name plates.



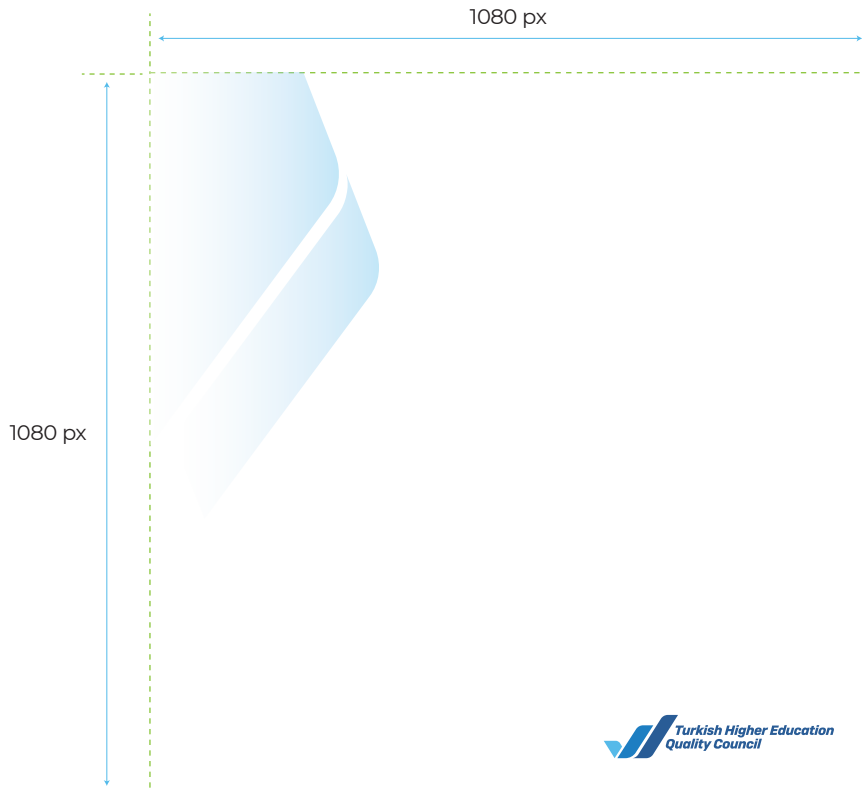
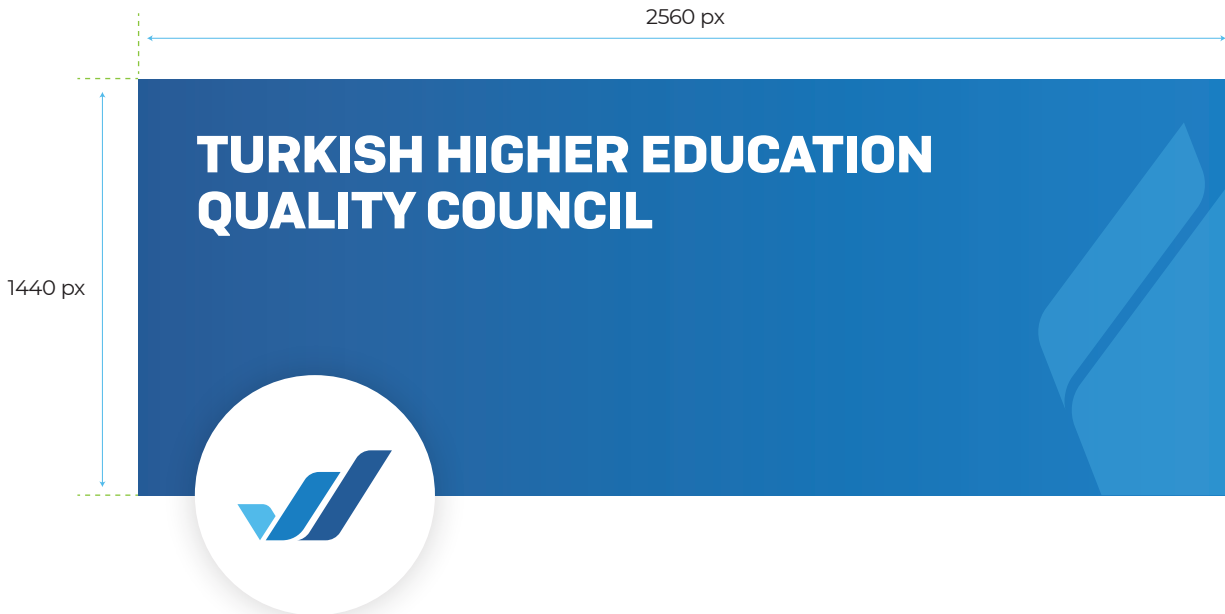
SIGNBOARD

The following signboard application should be used as an example guide.



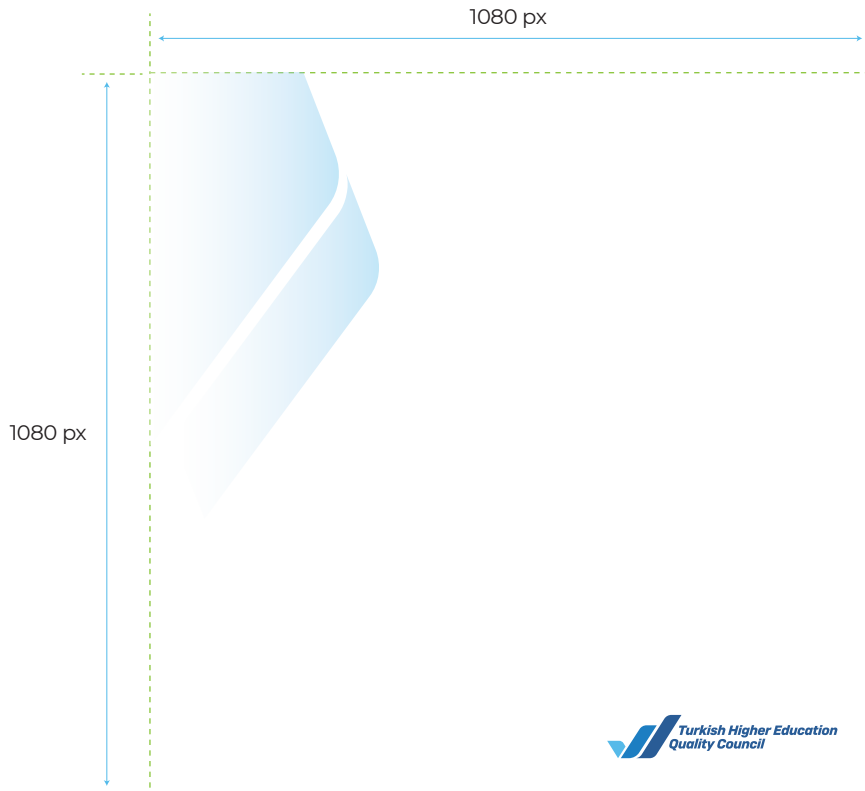
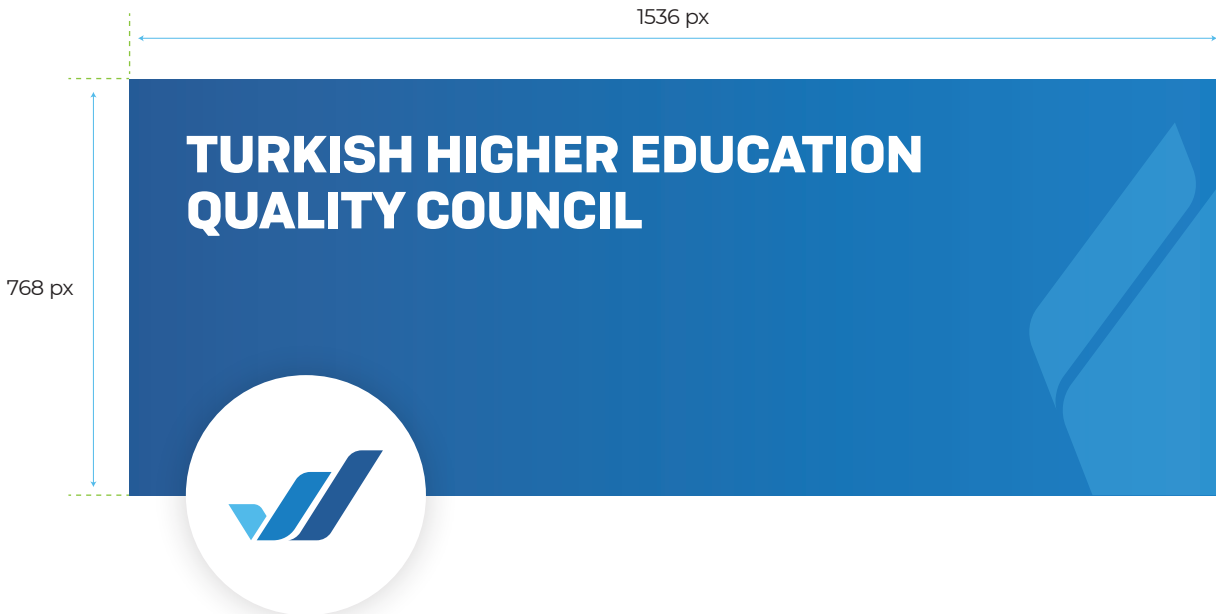
INSTAGRAM

The following example should be used in the Instagram accounts, complying with the guideline and measurements



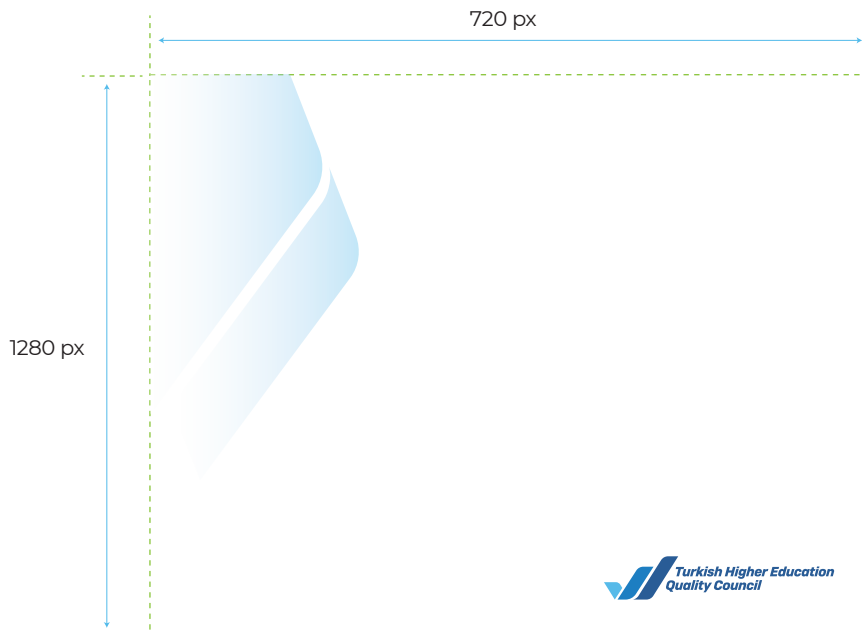
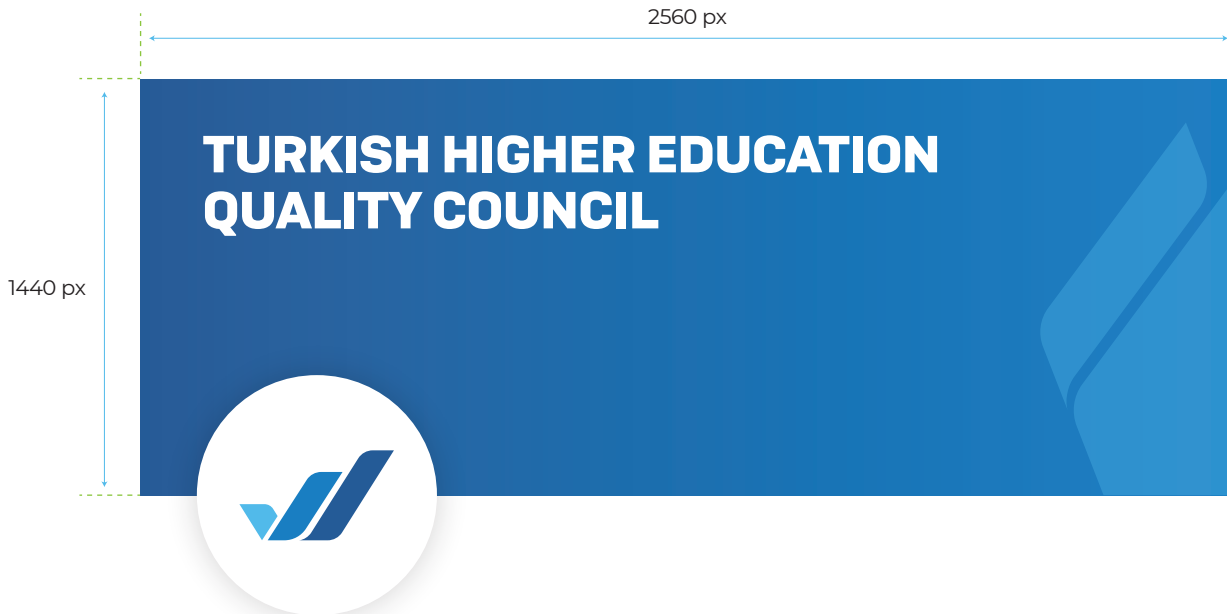
LINKEDIN

The following example should be used in the LinkedIn accounts, complying with the guideline and measurements.



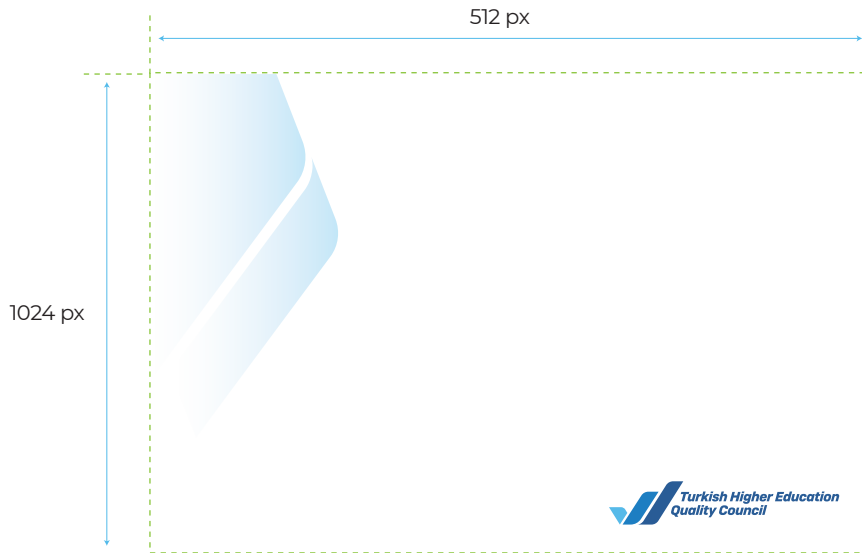
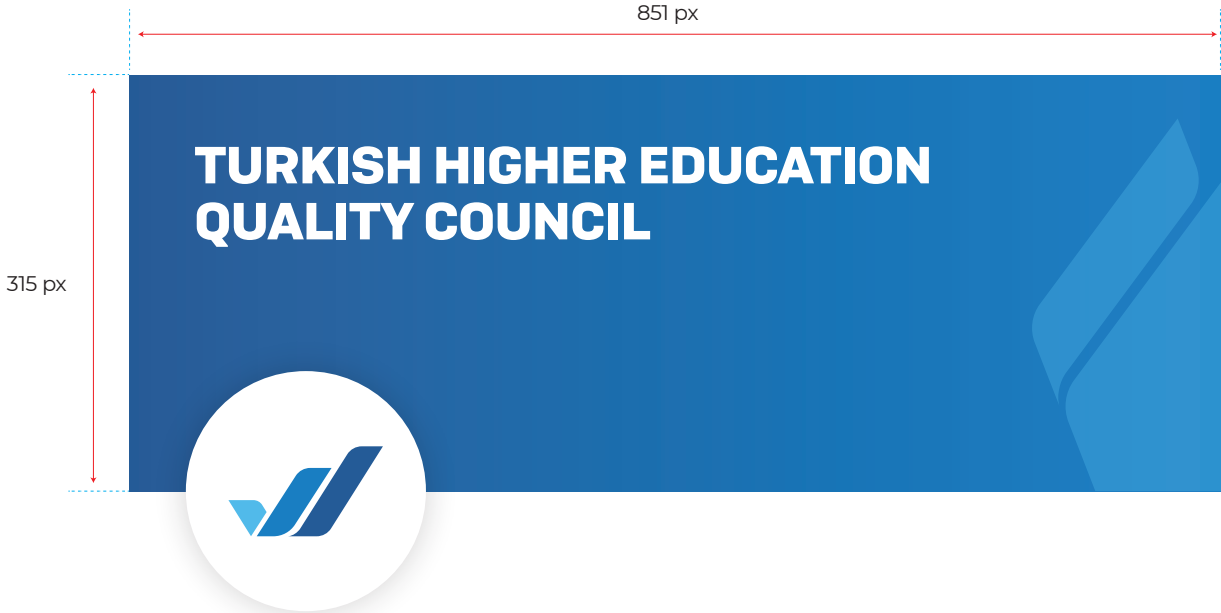
YOUTUBE

The following example should be used in the Youtube channel, complying with the guideline and measurements



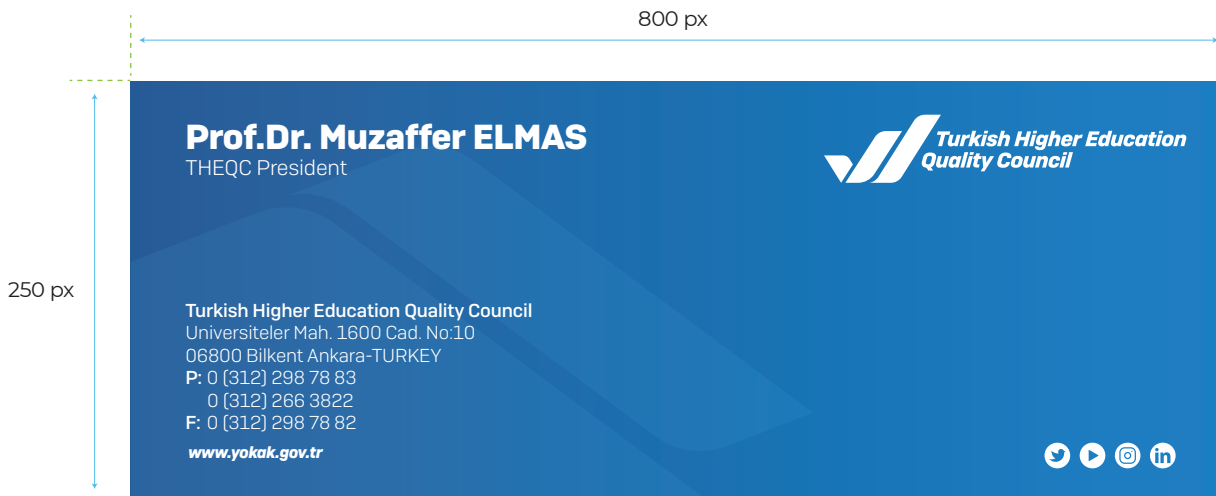
TWITTER

The following example should be used in the Twitter accounts, complying with the guideline and measurements




E-MAIL SIGNATURE

The following example should be used in the Turkish Higher Education Quality Council e-mail signatures, complying with the guideline and measurements.



PRESS RELEASE

In THEQC press releases, the following template should be used as a guide..


15.06.2021


TURKISH HIGHER EDUCATION QUALITY COUNCIL PRESS RELEASE

What is Lorem Ipsum
 Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.



Prof. Dr. Muzaffer ELMAS
THEQC President

www.yokak.gov.tr

Printing Specifications

Paper : 90g High Grade / Printing : Single Sided / Colour : CMYK

VEHICLE BRANDING

Following design pattern should be used as a guide in THEQC vehicle branding applications.



VEHICLE BRANDING

Following design pattern should be used as a guide in THEQC vehicle branding applications.



