

— BRAND GUIDELINE —



ALMALAK TURİZM
SEYAHAT AÇENTASI HAC VE UMRE

LOGO



Sketch



Design

THE MEANING OF LOGO



ALMALAK TURİZM
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The logo was inspired by the faster bird in the world " Peregrine falcon " with Turkish fez on his head, and the five curved lines in his body on the right refers to Speed, security, experience, comfort, premium services

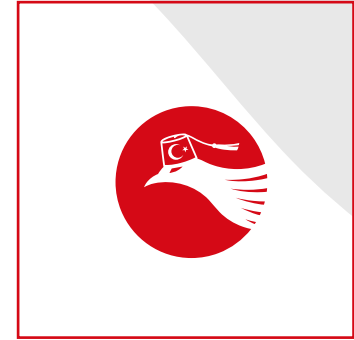
— ANOTHER FORMATION OF LOGO —



LOCKUP



LOCKUP 2



AVATAR



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SEYAHAT ACENTASI HAC VE UMRE



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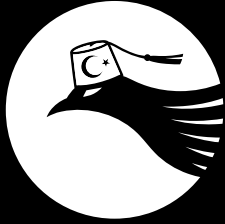
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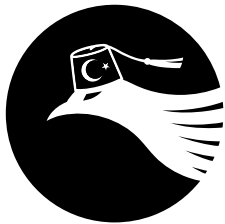
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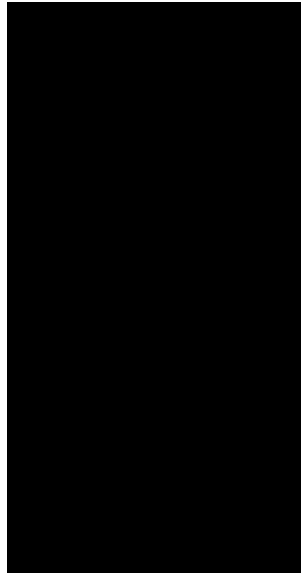


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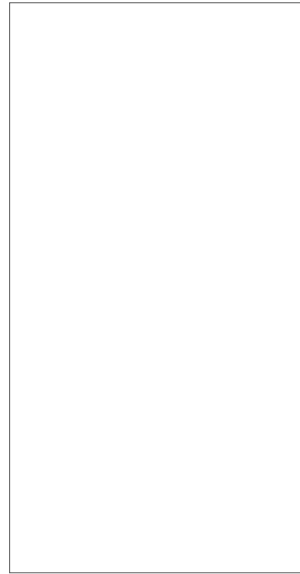
COLOR PALETTE



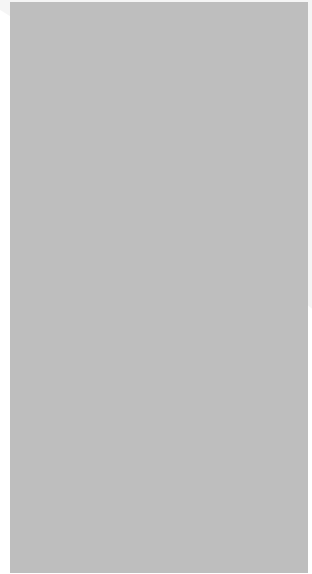
#e30a17



#000000



#ffffff



#cccccc

• TYPOGRAPHY •

ENGLISH

Aa.

Mondia

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

Aa. Aa. Aa. Aa. Aa. Aa. Aa. Aa.

• TYPOGRAPHY •

TURKISH

Aa.

Mondia

A B C Ç D E F G Ğ H I J K L M N O Ö P R S Ş T U Ü V Y Z
a b c ç d e f g ğ h i j k l m n o ö p r s ş t u ü v y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

Aa. Aa. Aa. Aa. Aa. Aa. Aa. Aa.

• TYPOGRAPHY •

عربي

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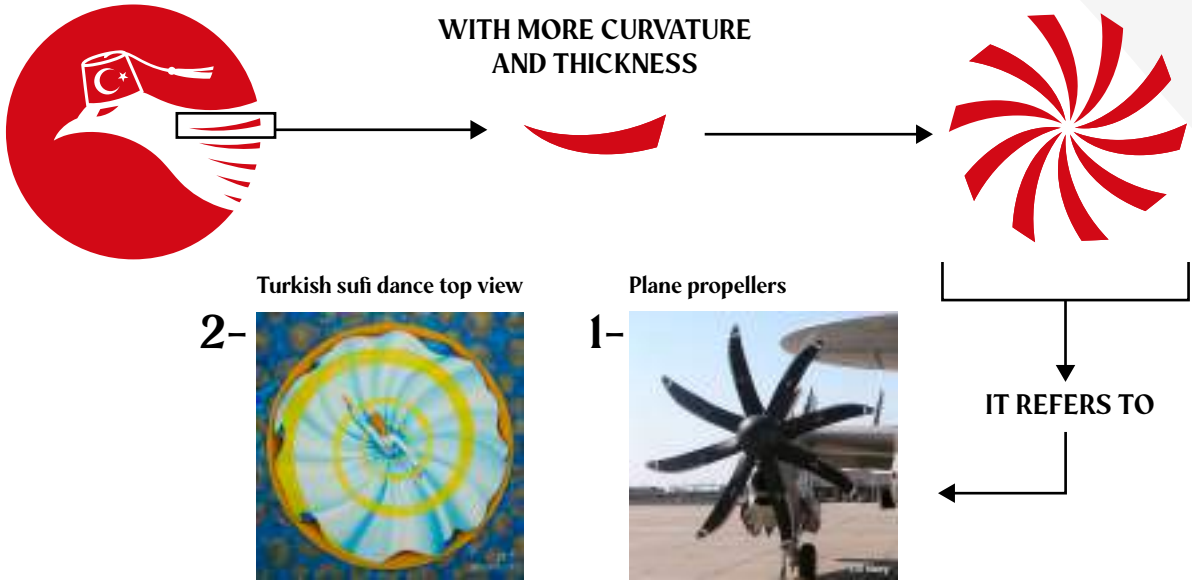
أ.ب

Al-Jazeera-Arabic

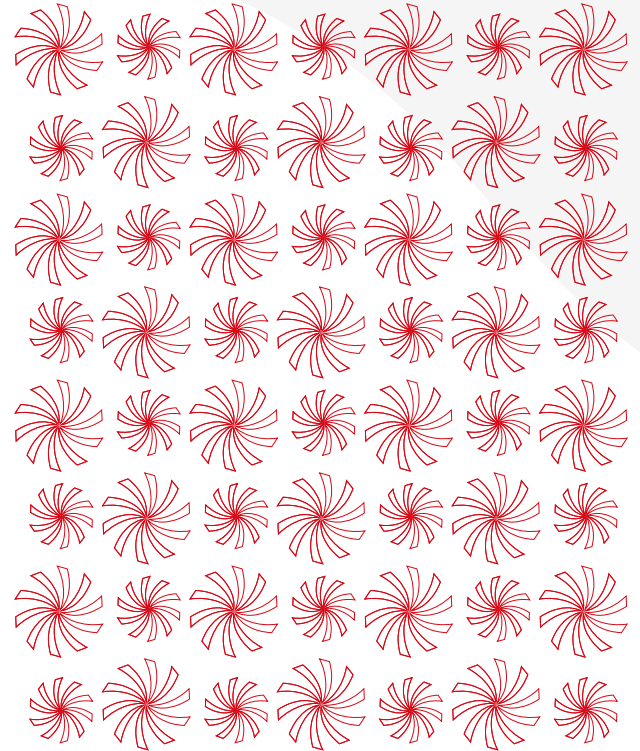
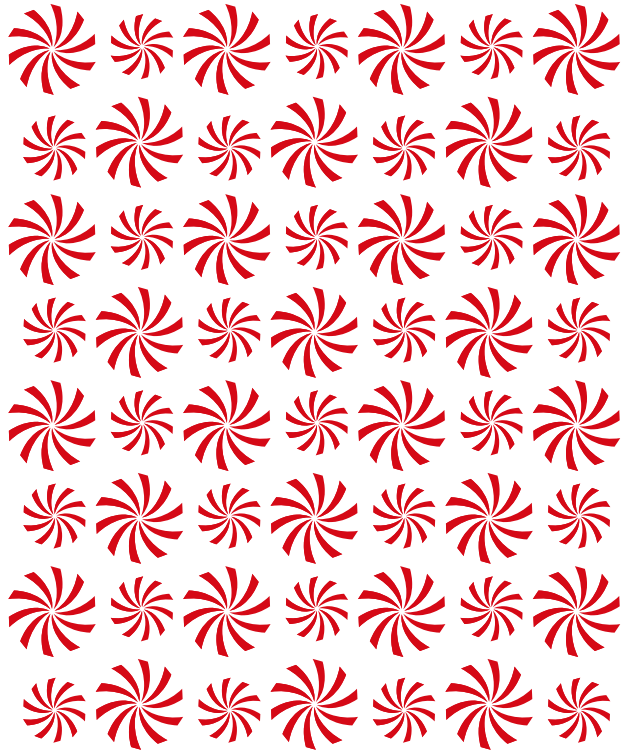
أ.ب. أ.ب. أ.ب.

PATTERN

ELEMENT



PATTERN





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ALMALAK TURİZM
SEYAHAT AJANSI HAC VE UMRE





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ALMALAK TURİZM
SENARAY AÇIKLAMA VE LİZANS

ENG. AHMAD FAHRI
Owner & CEO



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THANK YOU