

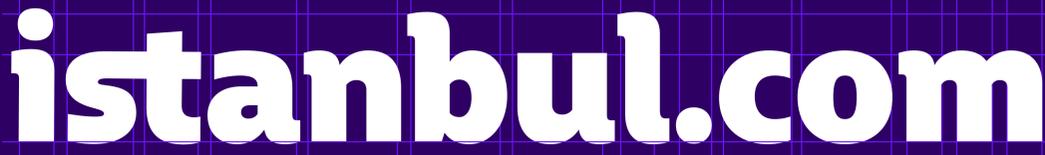
# Logo

Optical kerning, refined weight, and defined clearspace, as well as well-delineated placement in relation to other content, all help to make our logo as instantly recognizable as possible at all sizes and in all contexts.

**istanbul.com**

## Construction

Our logo is based on organic rhythms. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.



istanbul.com



ist

## Clear Space

Clearspace around the logo is equal to the cap height of the i.



istanbul.com



ist

## Clear Space Exceptions

Maintaining clearspace with the İstanbul.com logo depends on the type of communication and use.



App Icons



istanbul.com

Signage with Limited Space



Social Icons

# Color

The logo should be used as white/black on imagery, but can be used in different colors depending on the design asset.



# Placement

The logo placement depends on the type of communication and use

**Et vit aperere it  
ne et auditcot.**

Dilit volora dolestrum autates  
sendend antitat lationsed.

**istanbul.com**

## Bottom left

Digital communications such as calls to action and websites, as well as functional applications such as environmental signage, place the logo at the bottom left of your composition.

نك مي نكلو  
ةاي حل ااضيأ

ةعوم جم زوه دجبا

**istanbul.com**

## Bottom right

For communications in languages that read from right to left, place the logo at the bottom right of your composition.

**Et vit aperere it  
ne et auditcot.**

Dilit volora dolestrum autates  
sendend antitat lationsed.

**istanbul.com**

## Centered

Compositions using a bold I-frame can have a center-aligned logo. Depending on the composition's image(s), the logo can be placed either south or north of the frame

**istanbul.com**

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## Top left

Digital communications such as calls to action and websites, as well as functional applications such as environmental signage, place the logo at the top left of your composition.

# Partnerships

Aligning partnership logos should follow clearspace rules.

## Full size logo

Full size partnerships adhere to clearance rules as well. You can use two “i” glyphs to create a separator line if needed.



## Responsive logo

Responsive size partnerships adhere to 2x clearance rules. You can use two “i” glyphs to create a separator line if needed.



# Social Icons

Align the logo optically to the center vertically & horizontally in the icon shape.



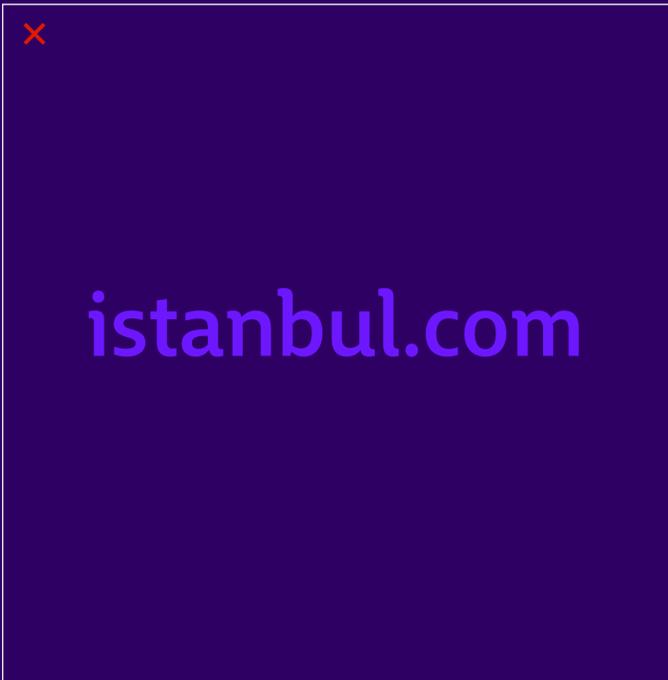
# Typeface as logo

The heavy weight of BigCity Grotesque is the same weight as the logo, but our logo has been optically kerned and customized for optimal use. When the sizing does not allow for a logo, our display typeface can act a safety net.

**experience istanbul your way**



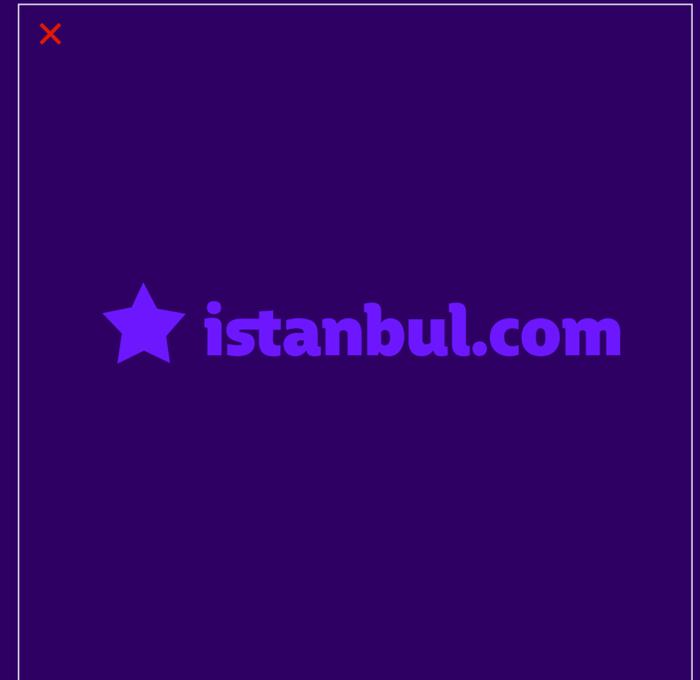
# Guidance



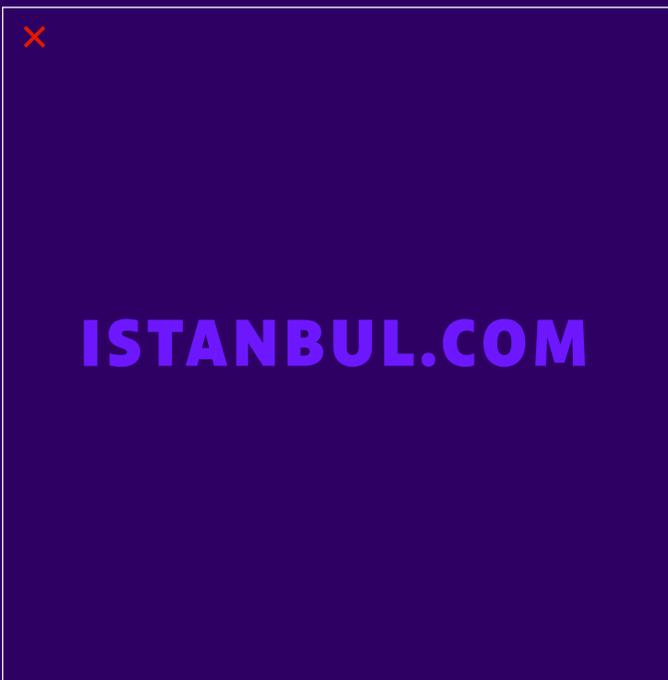
Use the istanbul glyph; don't type out istanbul.com in other weights.



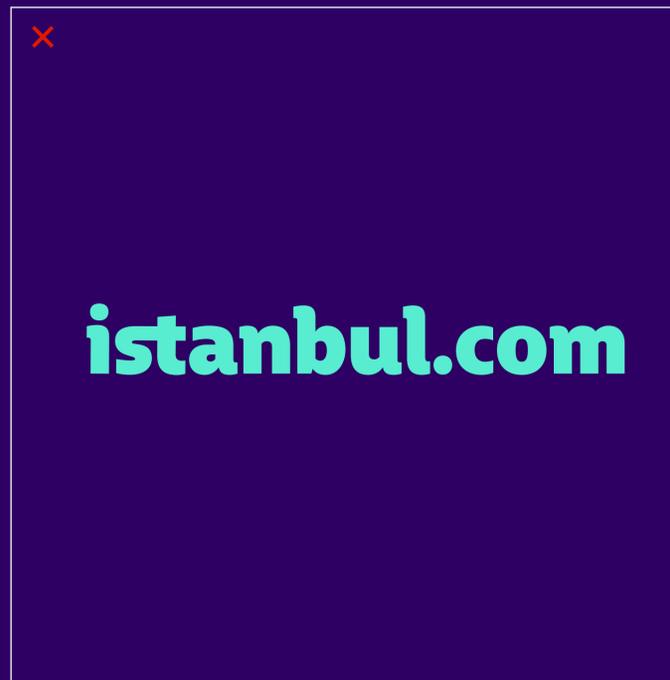
Do not stretch or manipulate the logo



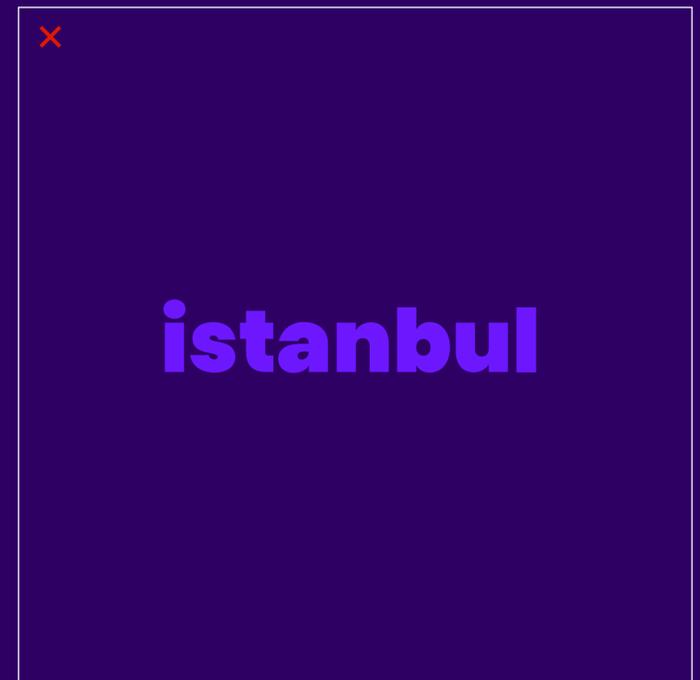
Do not pair the logo with marks that may be confused as part of the logo



Don't type out Istanbul.com in all caps or intial caps.



Make sure you create enough contrast with the background color when using.



Do not type out istanbul.com as any other typeface to use in place of the logo