

Investment & Finance Office Corporate Brandbook



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History

Our identity has evolved alongside the organization itself — from its earliest days as an investment promotion agency to the unified office it is today. Each iteration builds on the one before it, carrying forward the button symbol as a constant thread through every chapter of our story.



2006

The button imagery is introduced as the agency's logo, inspired by the "Push the Button" campaign that shaped its original identity, back when the organization was known as the Investment Support and Promotion Agency.



2017

The button transitions from a realistic 3D rendering to a flatter, more contemporary treatment, simplifying the mark for broader and more consistent use.



2018

The agency is renamed the Investment Office, and the button is temporarily set aside in favor of the presidential seal, aligning the identity directly with the Office of the Presidency.



2021

The button returns at a larger scale, now encircled by the presidential stars — merging the agency's original symbol with its renewed presidential affiliation.



2025

Following the reorganization of the Investment Office and the Finance Office, the word "Finance" is added to the 2021 logo, reflecting the organization's expanded mandate.



2025

The Office undergoes its first major rebranding project. The button is reimagined with a deliberate design language, marking a new chapter for the identity.

Elements overview

Together, the office logo, the Invest in Türkiye logo, the wordmark, and the button make up our identity suite. The office logo is used most often in institutional and in-house communications, representing the Presidency and the Office directly. The Invest in Türkiye logo takes its place in international-

facing contexts, where we represent Türkiye as an investment destination rather than the Office itself. The wordmark and button are used more sparingly, applied on their own once the audience is already familiar with the full identity.

OFFICE LOGO

Used most often



INVEST LOGO

Used most often



INVEST WORDMARK

Used often



BUTTON

Used most often



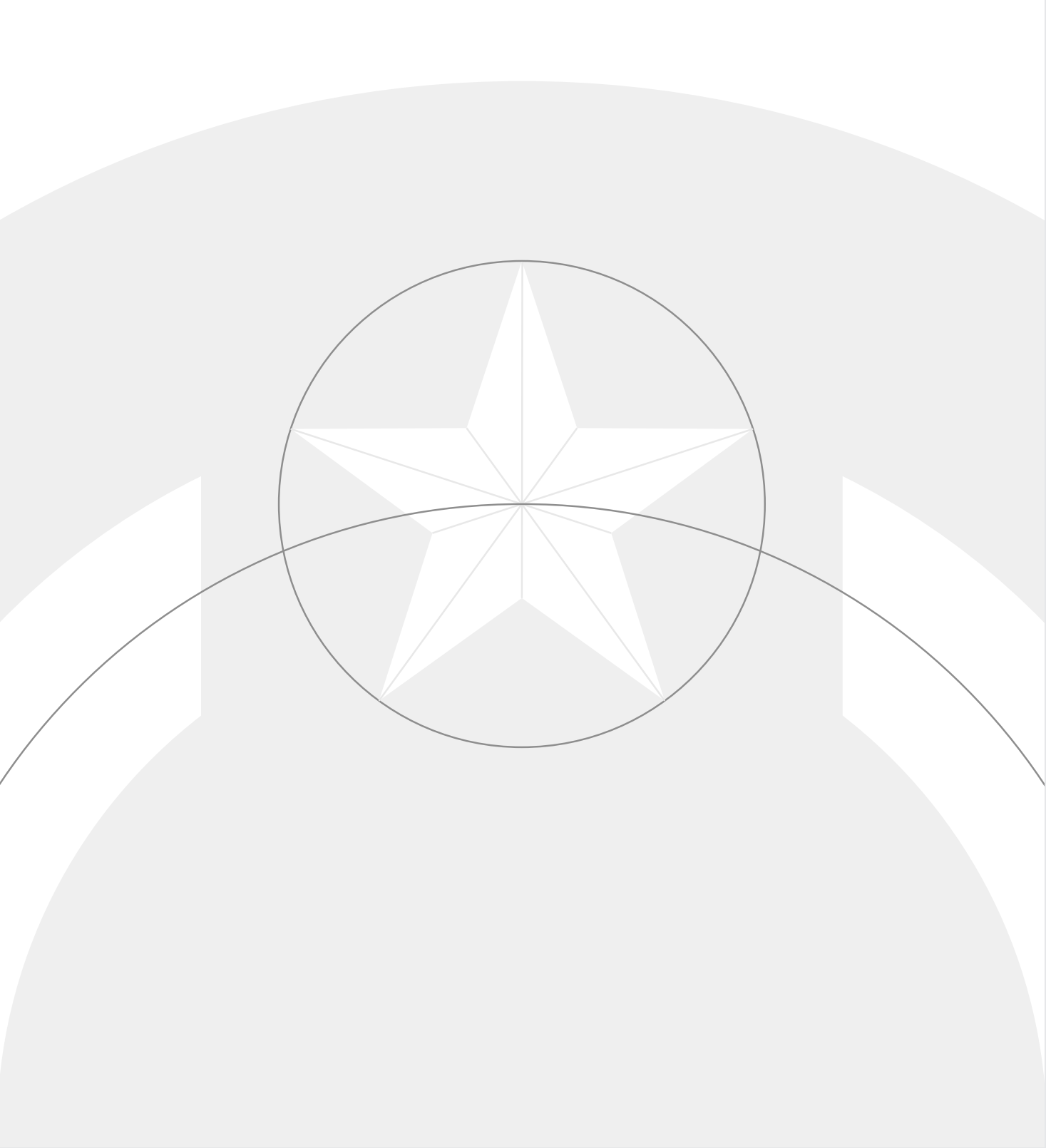
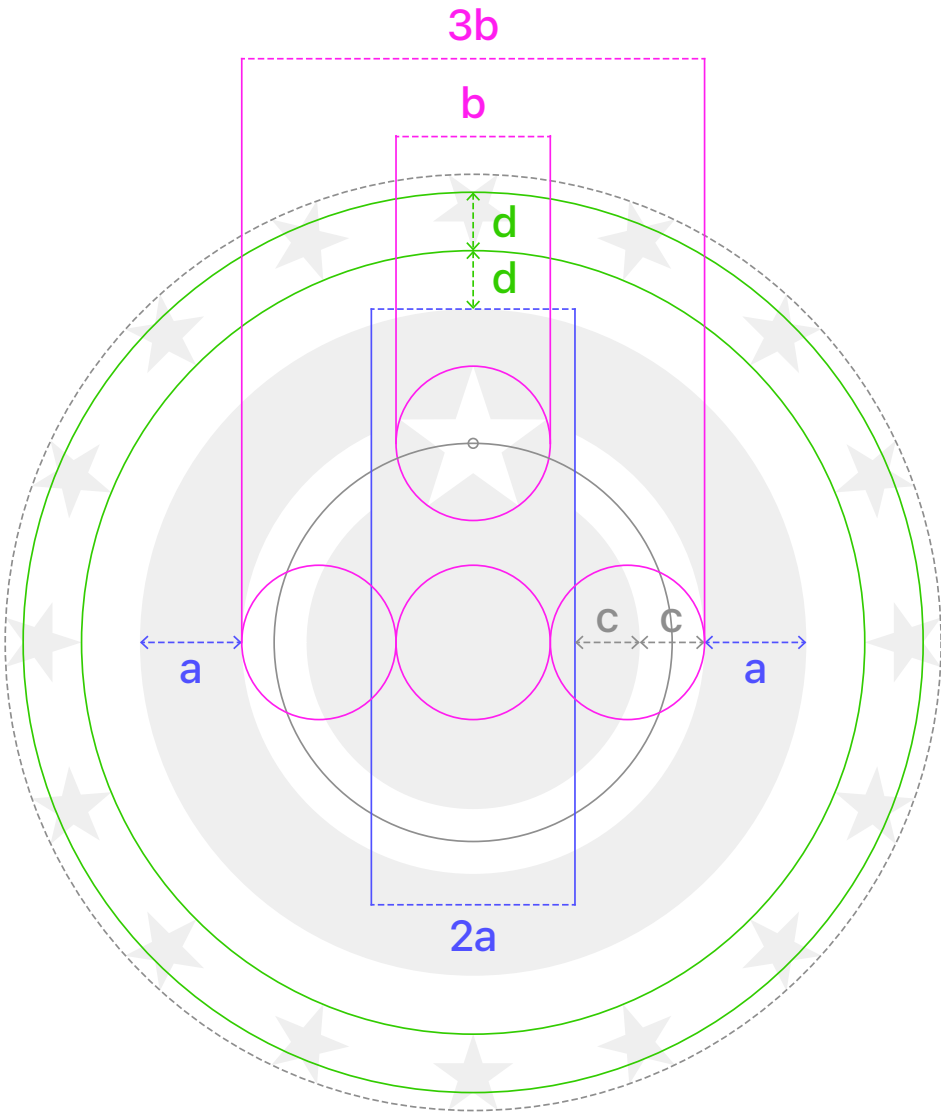
Symbol

The symbol combines the button — our longest-standing brand mark — with the presidential stars, forming the most recognized element of our identity. It carries both our heritage and our connection to the Office of the Presidency.



Symbol construction

The symbol's proportions, spacing, and star placement have been precisely calculated to ensure consistency across every application. Do not redraw, recreate, or alter its construction — always use the provided master files.



Invest logo

The invest logo combines the symbol and the Invest in Türkiye wordmark into a single, locked unit. Together they form our international identifier and should be used whenever we represent Türkiye as an investment destination rather than the Office itself.

LOGO



SYMBOL (THE BUTTON)

**INVEST IN
TÜRKİYE**

WORDMARK

Invest logo construction

The relationship between the symbol and wordmark is fixed by a defined clearspace and alignment grid, based on the width of the capital "E" in the wordmark. This spacing must never be adjusted or approximated.



Invest logo variations

The logo is available in a vertical, horizontal and wide format. Choose the version that best fits the proportions of the layout, prioritizing legibility and balance over decoration.

HORIZONTAL



VERTICAL



WIDE



Invest wordmark

The wordmark is used on its own when the focus is on Türkiye as a destination rather than on the Office as an institution. It carries the “Invest in Türkiye” message without the button, offering a lighter, more flexible option for contexts where the full identity isn’t required.

INVEST IN
TÜRKİYE

Office logo

The office logo pairs the symbol with our full institutional name and departmental title. It should be used in official, formal, or governmental contexts where the source of the communication must be unambiguous.



Office logo construction

As with the primary logo, the office logo follows a strict alignment grid anchored to the symbol. The title, department name, and symbol must maintain their fixed proportions and spacing at all times.



Office logo variations

The office logo can appear in a vertical, horizontal, wide or circular emblem format depending on the application. The circular version is reserved for formal seals, certificates, and ceremonial use.

HORIZONTAL



VERTICAL



WIDE



EMBLEM



Localizations

Our office logo is localized into the languages of the audiences we serve. Each localized wordmark follows the same construction rules as the original, ensuring consistency regardless of language.

TURKISH



ARABIC



JAPANESE



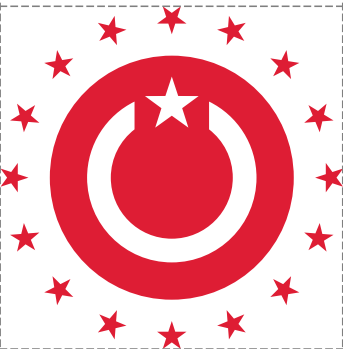
CHINESE



Scaling limitations

To preserve legibility, the symbol and logo must never be reproduced below their defined minimum size. Scaling below this threshold risks losing critical detail in the symbol's fine linework.

Minimum size
19 mm



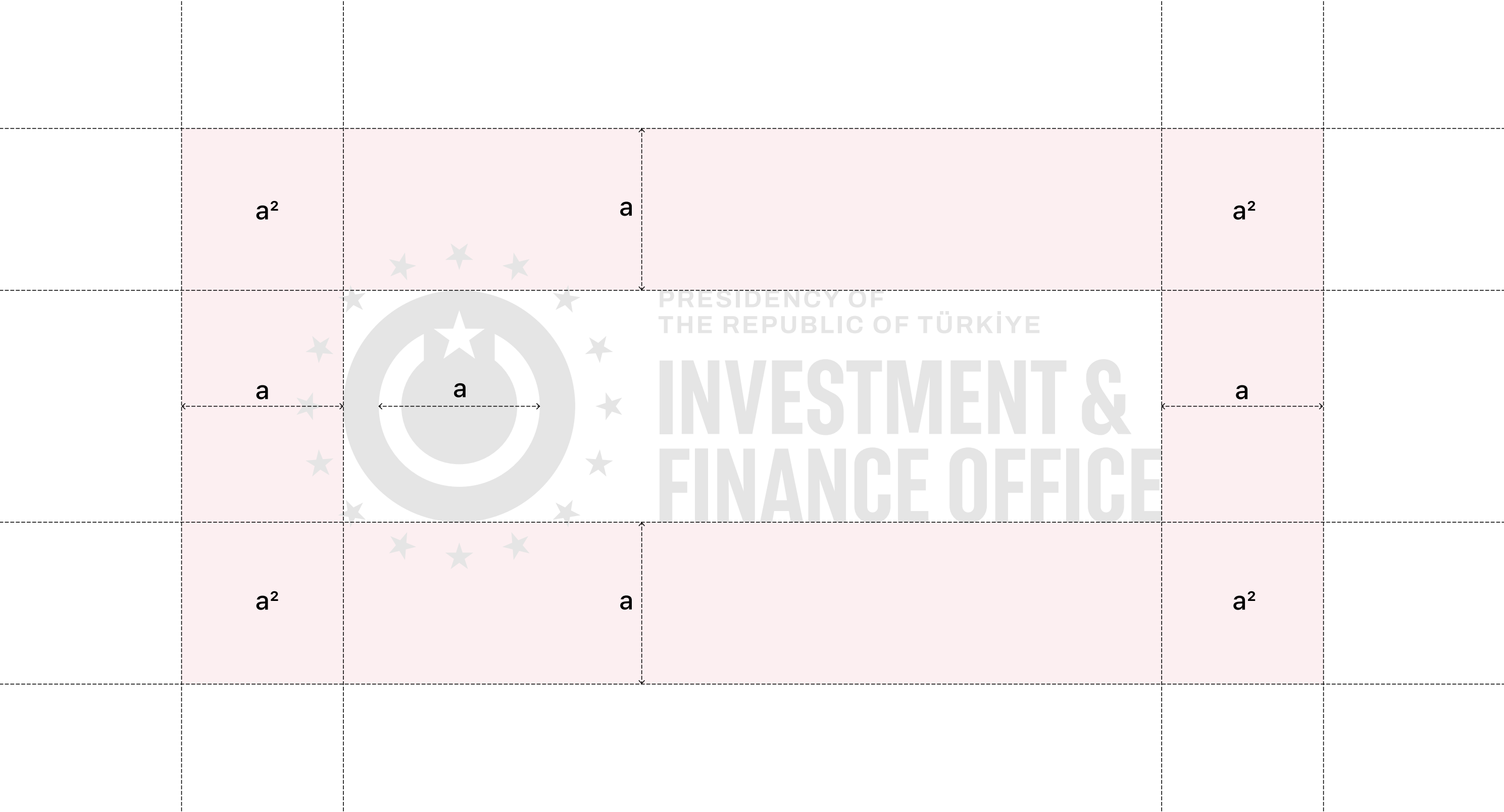
Minimum size
19 mm



**INVEST IN
TÜRKİYE**

Clearspace

A minimum clearspace must always surround the logo to protect it from competing visual elements. This space is calculated relative to the height of the symbol and should never be reduced.



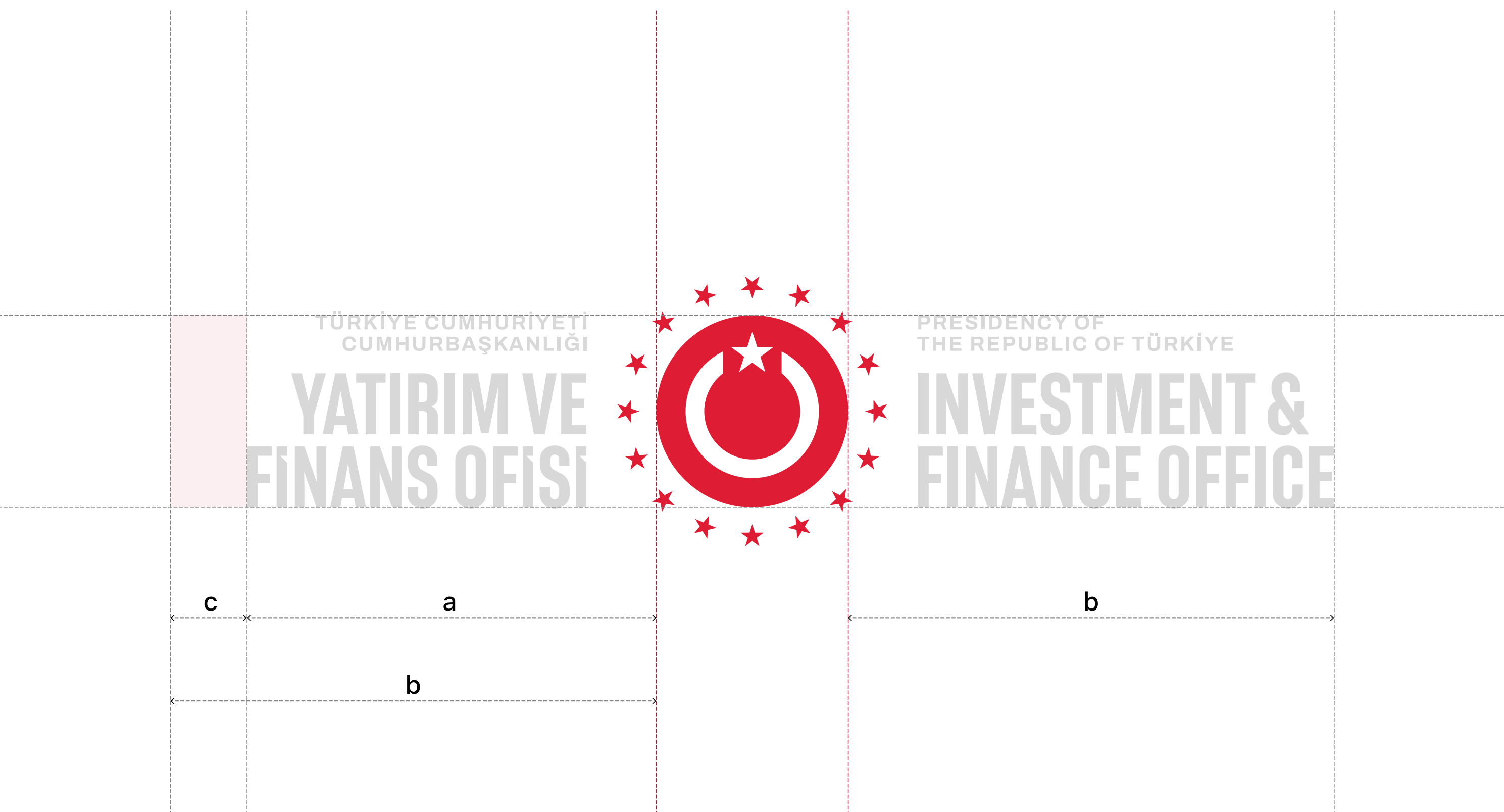
Bilingual logo

The bilingual logo pairs the Turkish and English wordmarks around a shared symbol, allowing us to address both local and global audiences within a single, unified mark.



Bilingual logo alignment

Bilingual lockups are always centered on the symbol, not on the combined width of the two wordmarks. Use the “c” offset to correct for optical imbalance between languages of different lengths.



Additional don'ts

These are common misuses to avoid when applying our identity. Improper colors, effects, distortions, or placements weaken the recognition and integrity of the mark, so the identity should always be reproduced exactly as specified in this guide.



Do not use unapproved colors.



Do not mix color applications.



Do not apply effects.



Do not adjust the scale of the button.



Do not stretch or distort.



Do not outline.



Do not use the colored logo on non-white backgrounds. Always use the all-white version.



Do not place the logo on busy backgrounds.



Do not adjust the perspective.

Color

22	Identity and color
23	Color palette

Identity and color

The identity can be reproduced in full color, all-white, or reversed formats depending on the background. Always choose the version that offers the strongest contrast and preserves brand recognition. The following are the most frequent colors for our identity.



Color palette

Our color palette is organized into three layers. The core palette holds our primary corporate colors and should dominate any official application. The extended palette gives us flexibility across our website and presentations,

offering additional tones for secondary use. The campaign palettes are reserved for our communication campaigns, providing distinct color sets for individual initiatives without diluting our core identity.

CORE PALETTE

Invest Red RGB CMYK HEX PMS 219, 0, 50 5, 100, 100, 0 #DB0032 199 C	Ink Black RGB CMYK HEX PMS 5, 20, 31 100, 58, 21, 92 #05141F 7547 C	White RGB CMYK HEX PMS 255, 255, 255 0, 0, 0, 0 #FFFFFF Bright White	Gray RGB CMYK HEX PMS 195, 195, 200 21, 13, 8, 0 #C3C3C8 428 C
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EXTENDED PALETTE

Blue Slate RGB CMYK HEX PMS 53, 105, 121 82, 48, 41, 14 #356979 2180 C	Pacific Blue RGB CMYK HEX PMS 103, 181, 192 58, 11, 23, 0 #67B5C0 7709 C	Golden Orange RGB CMYK HEX PMS 255, 180, 73 0, 34, 80, 0 #FFB449 1365 C	Parchment RGB CMYK HEX PMS 242, 238, 233 4, 4, 6, 0 #F2EEE9 Warm Gray 1C	Pale Oak RGB CMYK HEX PMS 200, 190, 173 22, 21, 31, 0 #C8BEAD 4246 C
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Campaign palettes

Our color palette is organized into three layers. The core palette holds our primary corporate colors and should dominate any official application. The extended palette gives us flexibility across our website and presentations,

offering additional tones for secondary use. The campaign palettes are reserved for our communication campaigns, providing distinct color sets for individual initiatives without diluting our core identity.

NEXUS OF THE WORLD CAMPAIGN

Nexus Blue

RGB39, 38, 149
CMYK100, 98, 11, 1
HEX#272695
PMS2370 C

Mobility

HEX#009EC9

Finance

HEX#3369FF

Growth

HEX#00CCA5

Innovation

HEX#7C52FF

Investment

HEX#EFB206

Talent

HEX#F9880D

Technology

HEX#CA66FF

Logistics

HEX#FF6C6C

Manufacturing

HEX#7282B5

Digital

HEX#15D3FF

Resilience

HEX#A6CE3A

Sustainability

HEX#00C559

Value Chains

HEX#272695

POWERHOUSE CAMPAIGN

P4I Lavender

RGB216, 225, 242
CMYK13, 7, 0, 0
HEX#D8E1F2
PMS657 C

P4I Sky

RGB200, 234, 249
CMYK18, 1, 0, 0
HEX#C8EAF9
PMS290 C

P4I Melon

RGB208, 233, 216
CMYK14, 0, 10, 0
HEX#D0E9D8
PMS566 C

P4I Linen

RGB245, 237, 228
CMYK4, 4, 6, 0
HEX#F5EDE4
PMSWarm Gray 1C

Typography

25	Primary typeface
26	Weights in use
27	Secondary typeface

Primary typeface

Area is our primary typeface, used across headlines and key messaging. Its bold, geometric character reflects the confidence and clarity of our brand voice.

Area
AaBbCc
&?!0123

Weights in use

Type weight helps differentiate between different pieces of information, create contrast, and establish hierarchy. Use weight deliberately — pairing bold and regular styles — to guide the reader through that hierarchy rather than relying on size alone.

Area Normal
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Area Normal
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Area Normal
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Secondary typefaces

Alongside Area, we use Inter and Montserrat to support different contexts. Inter is our body text typeface, used for longer passages of copy where readability matters most. Montserrat is reserved for PowerPoint presentations, ensuring consistency across a platform where Area isn’t always available.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Montserrat

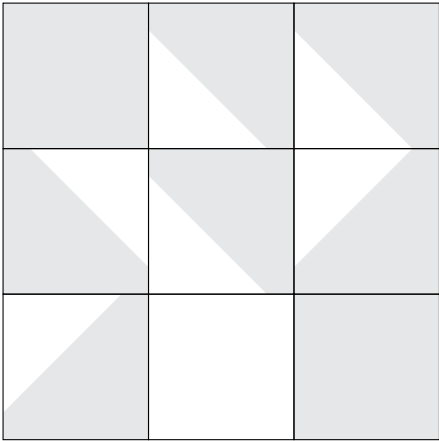
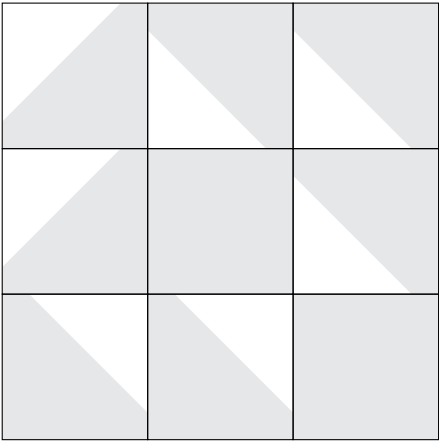
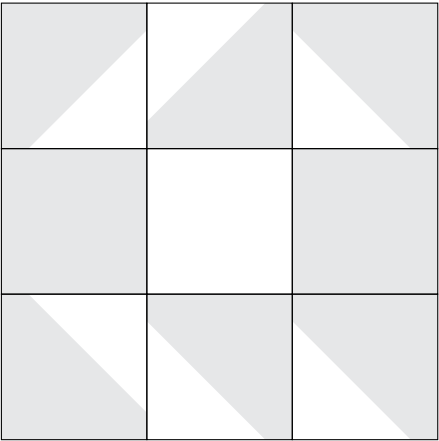
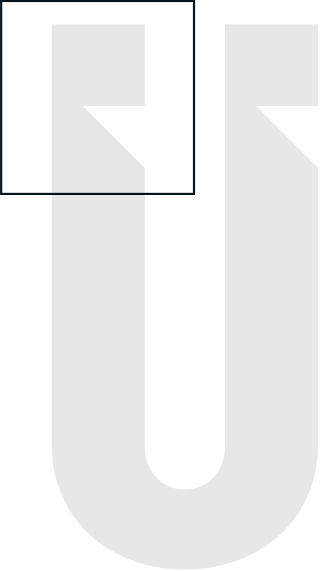
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Graphic elements

30 Pattern system

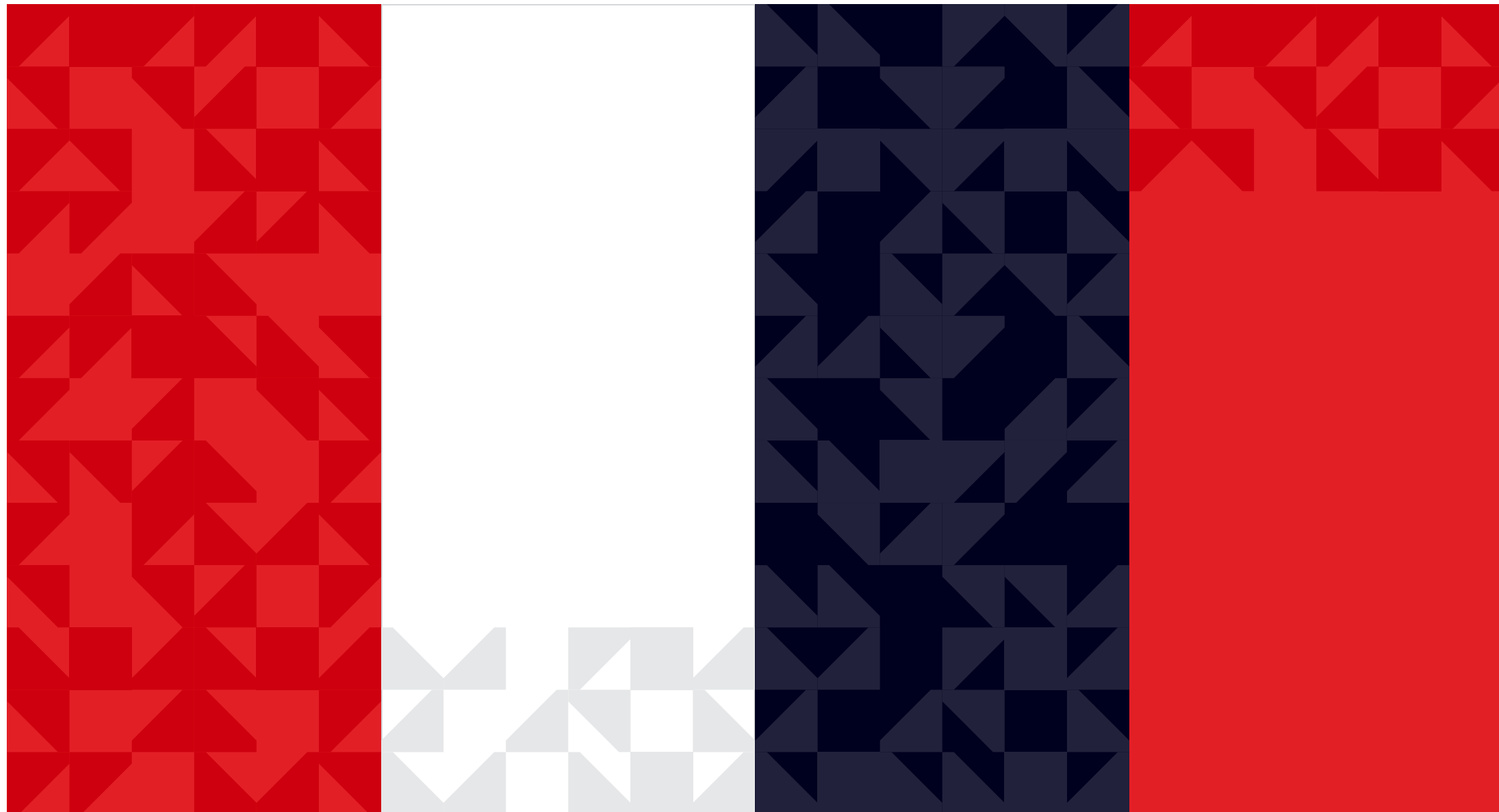
Pattern system

Our pattern system is derived from a single geometric notch — taken from the dots of the letters “Ü” and “İ” in our wordmark. This modular unit can be rotated, mirrored, and repeated to build a wide range of custom patterns, giving us a flexible graphic language.



Pattern system

The pattern should be used with care. Its density can quickly become visually overwhelming, so it should be applied sparingly and never compete with the content it accompanies.



In use applications

33 Identity in practice

Identity in practice

These examples include large-scale application, such as event stands and roll-up banners; and small-scale, including stationery and printed collateral.



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PRESIDENCY OF
THE REPUBLIC OF TÜRKİYE

**INVESTMENT &
FINANCE OFFICE**

**INVEST IN
TÜRKİYE**