Turkish Automotive

CORPORATE IDENTITY

CI Guide

DATE	START	VENUE
19 November 2026	12:00	Berlin Marriott Hotel

The logo.

The summit is organized by **Turkish Automotive**. The logo consists of the gold brand mark and the two-line wordmark. Always use the original files supplied with this kit.



PRIMARY · FULL COLOR ON LIGHT BACKGROUNDS



WHITE-GOLD · ON DARK BACKGROUNDS



WHITE · SINGLE COLOR ON DARK BACKGROUNDS

Clear space & size

Keep a clear space equal to the height of the brand mark (the gold circle) around the logo, free of text, images and edges.

Recommended minimum width: **30 mm** in print, **140 px** on screen.

Don'ts

- × Distort the proportions or rearrange elements
- × Change the colors or add gradients/shadows
- × Place the full-color logo on dark or busy backgrounds
- × Copy the logo from screenshots or websites

Color palette.

Navy is the foundation; **gold** adds accents for key moments. White and warm paper tones create calm. Rule of thumb: plenty of navy and white, gold used sparingly.

Navy
HEX #013566
RGB 1 · 53 · 102
Primary color, surfaces, headlines

Navy Deep
HEX #001E3F
RGB 0 · 30 · 63
Deep surfaces, gradients

Navy Soft
HEX #0A4A82
RGB 10 · 74 · 130
Gradient highlights, accents on dark

Gold
HEX #BE9D70
RGB 190 · 157 · 112
Accent, brand mark, highlights

Gold Soft
HEX #D4BC95
RGB 212 · 188 · 149
Gold on dark backgrounds

Gold Pale
HEX #F0E7D6
RGB 240 · 231 · 214
Subtle surfaces, backgrounds

Logo Blue
HEX #0F5BAA
RGB 15 · 91 · 170
Logo wordmark only

Ink Body
HEX #2A3F55
RGB 42 · 63 · 85
Body text

Paper Soft
HEX #FAF8F4
RGB 250 · 248 · 244
Light surfaces, cards



PROPORTIONS · NAVY 50 · NAVY DEEP 20 · WHITE 22 · GOLD 8

Typefaces.

Four typefaces with clear roles. The title “Automotive Summit” is always set in one color and never in italics. All are available free of charge (Google Fonts or Fontshare).

Automotive Summit

Newsreader

Main title “Automotive Summit”, always one color and upright · Regular 400–500 · Google Fonts

17 Days

Cabinet Grotesk

Headlines, sublines, figures and countdown · Medium 500, Bold 800 · fontshare.com

2026

Newsreader Italic

Only for the year and individual gold accents · Italic 400–500 · Google Fonts

Body text and interface

DM Sans

Body text, buttons, navigation · Regular 400 – Bold 700 · Google Fonts

DATE · 12:00

JetBrains Mono

Labels, dates, times · capitals with wide tracking · Google Fonts

EXAMPLE

2nd German-Turkish

Automotive Summit

2026

The German-Turkish Automotive Summit brings together leading representatives from industry, science and politics of both countries.

Elements & partners.



KEY VISUAL · NAVY
GRADIENT WITH LIGHT
FROM THE LEFT

LABEL

Fine hairlines

1 px, navy at 10 % or gold

LABELS, LINES,
GENEROUS WHITE SPACE

Partner logos

Partner logos are placed side by side with equal weight and the same optical height. On dark backgrounds, use the white versions.

Turkish Automotive

QUESTIONS ON USAGE

We are happy to help.

PRESS
presse@turkishautomotive.de

GENERAL
kerem@turkishautomotive.de

WEB
turkishautomotive.de