



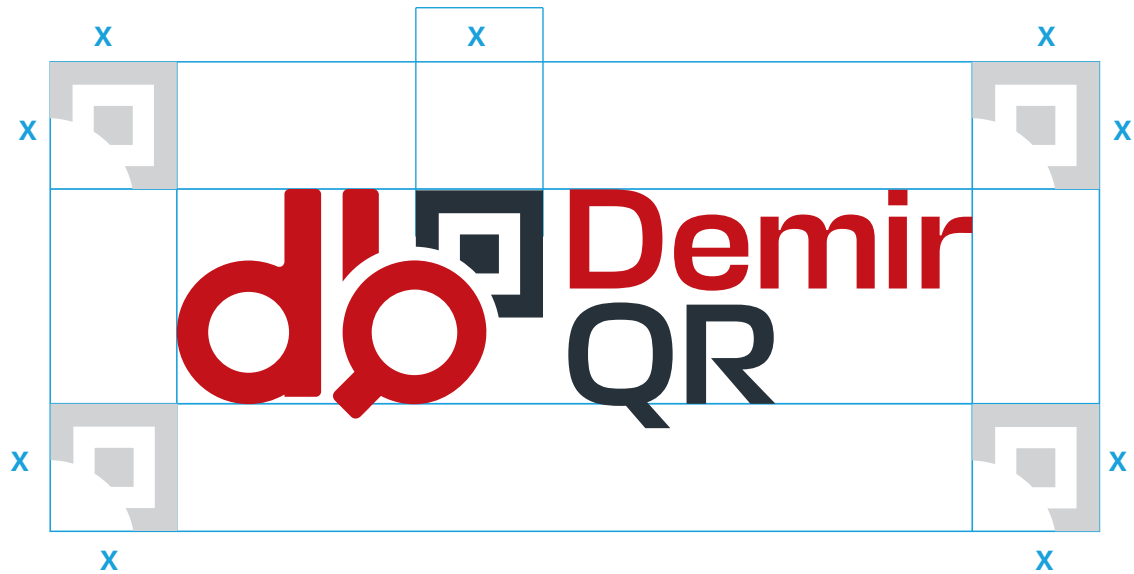
BRAND
GUIDELINES

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Basic Requirements

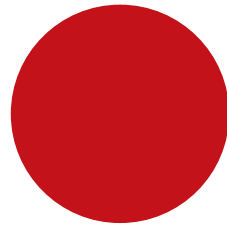
To ensure the logo stands out from its surroundings, maintain a clear space around it. No other elements should enter this area.

The minimum distance from the logo to other objects (top, bottom, and left) must not be less than the diameter of the QR symbol □ within the logo.



BRAND COLOR PALETTE

02



Red

R 175

G 37

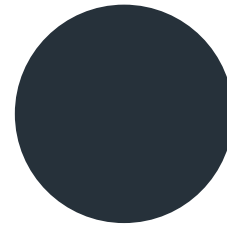
B 28

C 00

M 100

Y 100

K 20



Graphite

R 45

G 53

B 64

C 80

M 70

Y 50

K 50

INCORRECT USAGE

03



Not allowed

1. Changing the size of individual logo elements.
2. Distorting the shape of the logo or its parts.
3. Changing the logo colors.
4. Using gradient fills.
5. Applying visual effects such as shadows or glows.
6. Adding outlines.

COLOR AND MONOCHROME LOGO VERSIONS

04



Calibri regular

АБВГДЕЖЗИКЛМНОПРСТУФЧЦЧШЩЪЬЮЯ
абвгдежзиклмнопрстуфчцчшщъьюя
1234567890

Calibri italic

*АБВГДЕЖЗИКЛМНОПРСТУФЧЦЧШЩЪЬЮЯ
абвгдежзиклмнопрстуфчцчшщъьюя
1234567890*

Calibri Bold

**АБВГДЕЖЗИКЛМНОПРСТУФЧЦЧШЩЪЬЮЯ
абвгдежзиклмнопрстуфчцчшщъьюя
1234567890**

Calibri Bold Italic

***АБВГДЕЖЗИКЛМНОПРСТУФЧЦЧШЩЪЬЮЯ
абвгдежзиклмнопрстуфчцчшщъьюя
1234567890***

The main font for the text is Calibri.
Minimum accept size for using in the Internet is 10 pt.

Cambria regular

АБВГДЕЖЗИКЛМНОПРСТУФЧЦЧШЩЪЬЮЯ
абвгдежзиклмнопрстуфчцчшщъьюя
1234567890

Cambria italic

*АБВГДЕЖЗИКЛМНОПРСТУФЧЦЧШЩЪЬЮЯ
абвгдежзиклмнопрстуфчцчшщъьюя
1234567890*

Cambria Bold

**АБВГДЕЖЗИКЛМНОПРСТУФЧЦЧШЩЪЬЮЯ
абвгдежзиклмнопрстуфчцчшщъьюя
1234567890**

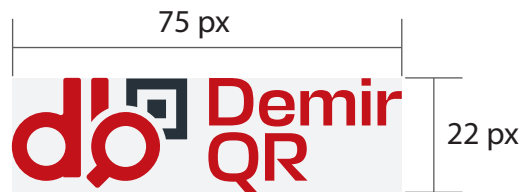
Cambria Bold Italic

***АБВГДЕЖЗИКЛМНОПРСТУФЧЦЧШЩЪЬЮЯ
абвгдежзиклмнопрстуфчцчшщъьюя
1234567890***

Additional Cambria font used in special cases

MINIMUM SIZE

06





PLACEMENT ON NON-UNIFORM BACKGROUNDS

08





Payment method

For individuals

For legal entities

DEMIR QR

Cash

Cashless payment

Bank cards



Transfer

Instant

Payment method

☐ Use another card

☒ Other payment methods 

Total amount: 675, 61 com

Confirm and pay

Способ оплаты

☐  Demir QR

☐  Cash

☐  Bank card

Show other payment methods

Pay

<

Payment confirmation

Mastercard

Service

QR purchase

Details

Recipient

Payment amount

999,00 ₺

Commission

Total charged

999,00 ₺

Confirm and pay

Cancel payment

