

Basic Elements and Design Principles



TEPE SAVUNMA

Version 1.0



ÜNAL BAY
Tepe Savunma ve Güvenlik Sistemleri
Genel Müdürü

Gelişen dünyada güvenlik ihtiyacı bugün artık her alanın gereksinim duyduğu bir kavram haline geldi. Teknolojinin de hayatımızda oldukça fazlasıyla yer alması nedeniyle sunulan çözümler daha da dijitalleşiyor. Ülkemizde özel güvenlik sektörünü başarılı bir şekilde temsil eden ve 30 yıl önce yıl önce vizyoner bir bakış açısıyla kurulan, yüzde 100 Türk sermayeli Tepe Savunma olarak, Bilkent Holding'ten aldığımız tecrübe ve özveriyle, Türkiye'nin 81 ilinde 15 bini aşkın personelimizle faaliyetlerimize devam ediyoruz.

Tepe Savunma ve Güvenlik olarak, 30 yıllık deneyimimizle sektörde adımımızdan güvenle söz ettiriyoruz. Sürdürülebilir yaşam kalitesine katkıda bulunmak için sosyal sorumluluk faaliyetlerini en üst seviyede sürdürmeye gayret ediyoruz. Böylece ülkemizin sosyal ve ekonomik yönden gelişimine de etkili bir şekilde katkıda bulunuyoruz.

Sunduğumuz her hizmette paydaşlarımızın istek ve önerileri kapsamında 360 Derece Güvenlik Çözümleri üreterek, memnuniyetlerini artırmayı hedefliyoruz. 2019 yılında başladığımız "Dijital Dönüşüm" yolculuğumuzda; müşterilerimizin iş güvenliğini güçlendirmek, operasyon maliyetlerini azaltmak, yüksek kapasiteli bilgi teknolojileri altyapısı sağlamak, dış kaynakları verimli kullanarak süreçleri hızlandırmak ve yalınlaştırmak en önemli ilkelerimiz arasındaydı. Dijital Dönüşüm kapsamında geliştirdiğimiz tüm projeleri de bu ilkelerden ilham alarak hazırlıyoruz. Böylece müşterilerimizin ihtiyaçları doğrultusunda dijital çağa uygun farklı çözümler uygulayarak sektördeki öncü konumumuzu güçlendiriyoruz.

30 senedir özveriyle çalışan, birbirine bağlı bir aile olarak büyüyoruz. Tepe Ailesi'nin bireyleri olan çalışanlarımızın kariyerlerini en doğru ve etkin devam edebilmelerini ve kendilerini geliştirmeleri için çalışmalar gerçekleştiriyoruz. Bu kapsamda hayata geçirdiğimiz "Tepe Akademi" platformu üzerinden hem mesleki hem de güncel konularda bilgi sahibi olmalarına imkân sunuyoruz. Belirli aralıklarla düzenlediğimiz "Memnuniyet Anketleri" sayesinde tüm olanakların çalışanlarımıza eşit uygulanıp uygulanmadığı konularında ölçümlendirmeler yapıyoruz.

Tepe Savunma olarak, sürekli değişen ve dönüşen güvenlik sektörünün ihtiyaçlarını karşılamak adına yeni ürün ve hizmetler sunmaya gayret ediyoruz. Böylece geleceğe dönük yenilikçi güvenlik çözümleri geliştiriyor; müşterilerimizin, çalışanlarımızın ve diğer tüm paydaşlarımızın ekonomik, sosyal ve çevresel sürdürülebilirliğine katkı sunmayı hedefliyoruz.

01.

Basic

Elements

Basic elements overview

The basic design elements are the core characteristics of Tepe Savunma visual language.

They allow to effectively distinguish the brand from a range its competitors.

The system includes the Tepe Savunma signature, typography, color palette, corporate graphics, photographic styles and the ways of their proper usage

NB: The wordmark can work without other elements in case of limited space

NB: The house/foundation cannot be used without the wordmark.

NB: The cat is an optional graphic element.

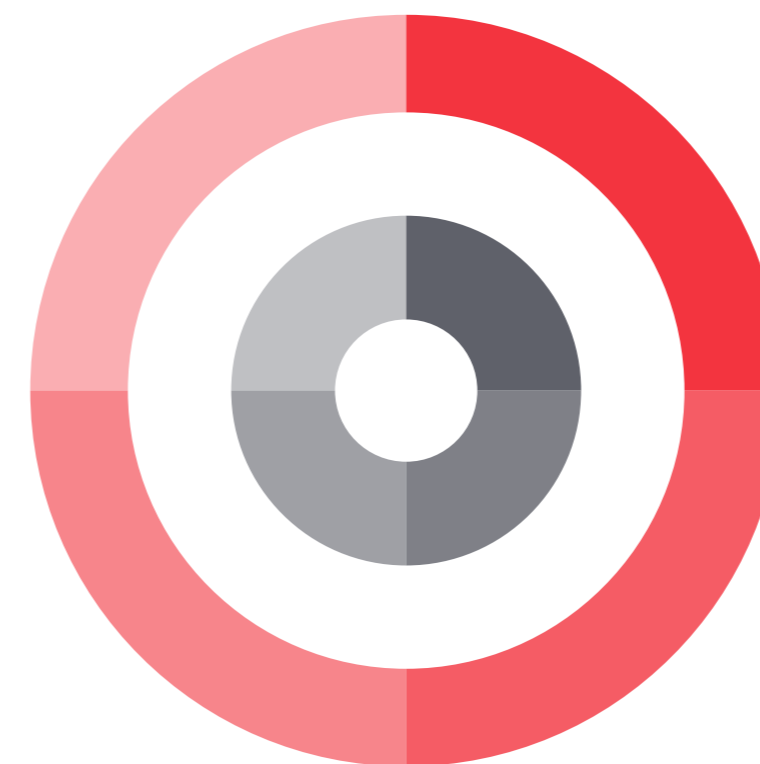
Wordmark



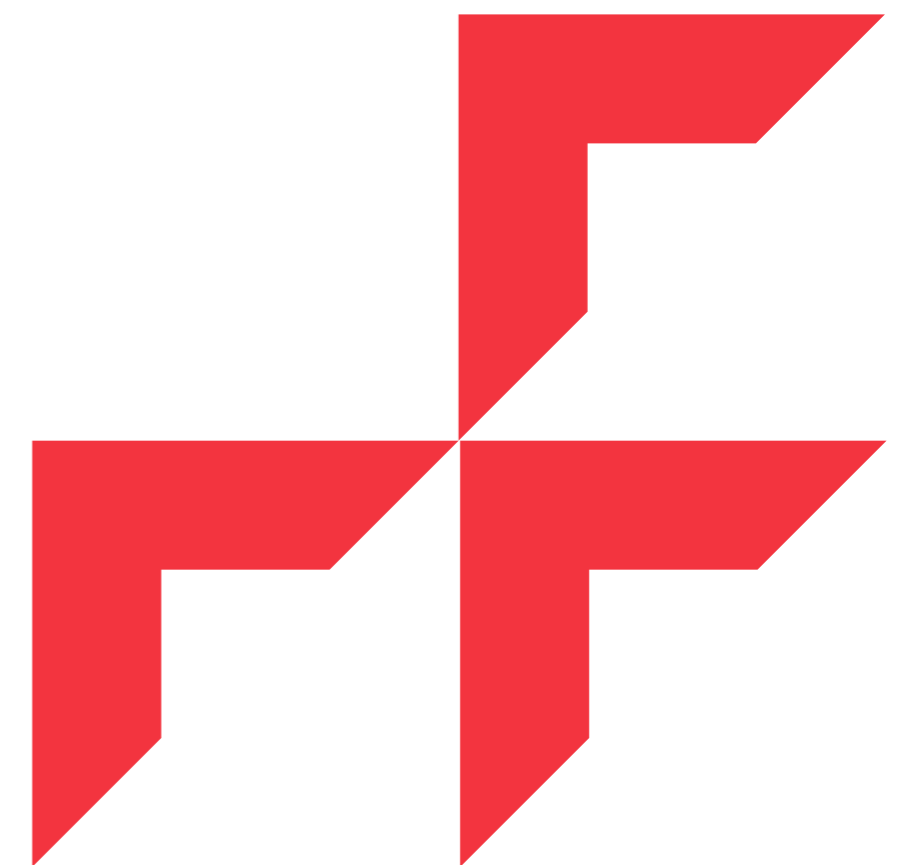
Typography

Museo Sans

Color Palette



Triangle Arrows



Wordmark

The Tepe Savunma's wordmark looks sharp and modern. Smooth shapes and soft rounded corners express customer focus. Gray color symbolizes expertise and perfection, red color symbolizes our attention to world.



TEPE SAVUNMA

Wordmark. Colourways

The Tepe Savunma's wordmark should be used consistently to ensure that it retains its value. It can be used in 7 different colourways.

Only use the black version when you are printing in one colour black.

Colour versions

Black & white versions

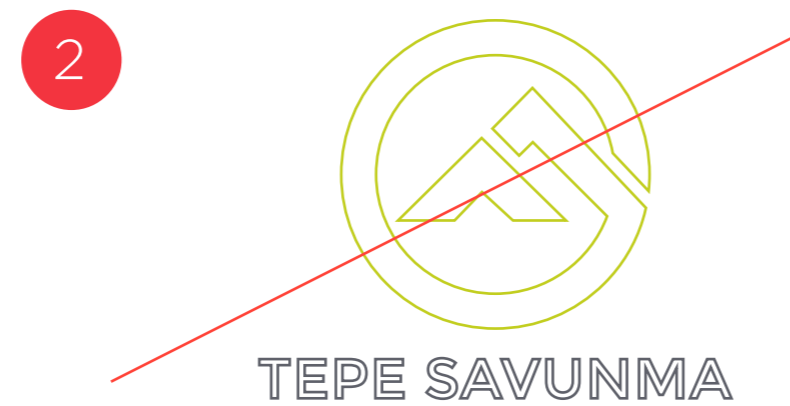


— Different light colours and dark colours —

Wordmark. Don't use it in this way

As Tepe Savunma delivers its message across a wide range of media and applications there is a risk of the wordmark being mistreated, pushed, pulled and generally abused.

1. Do not use different colour versions.
2. Do not create outline versions.
3. Do not stretch the wordmark.
4. Do not skew the wordmark.
5. Do not use too detailed pictures with no filter.
6. Do not put any way text too close to the wordmark.
7. Do not make the wordmark bolder.



The photographic examples on this page are for conceptual and design reference only. The image rights belong to the corresponding sources or authors.

Colour palette

The colour palette is simple, natural and contemporary. It represents open and strong character of the company. The primary colour is red, the secondary colour is gray.

Tepe Savunma Red

PANTONE RED 032 C
M88 Y68
#e14747

Tepe Savunma Gray

PANTONE COOL GRAY
C60 M50 Y40 K30
#62626b

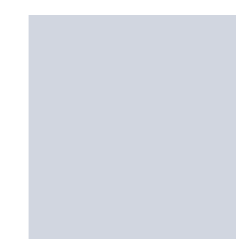
Third Color



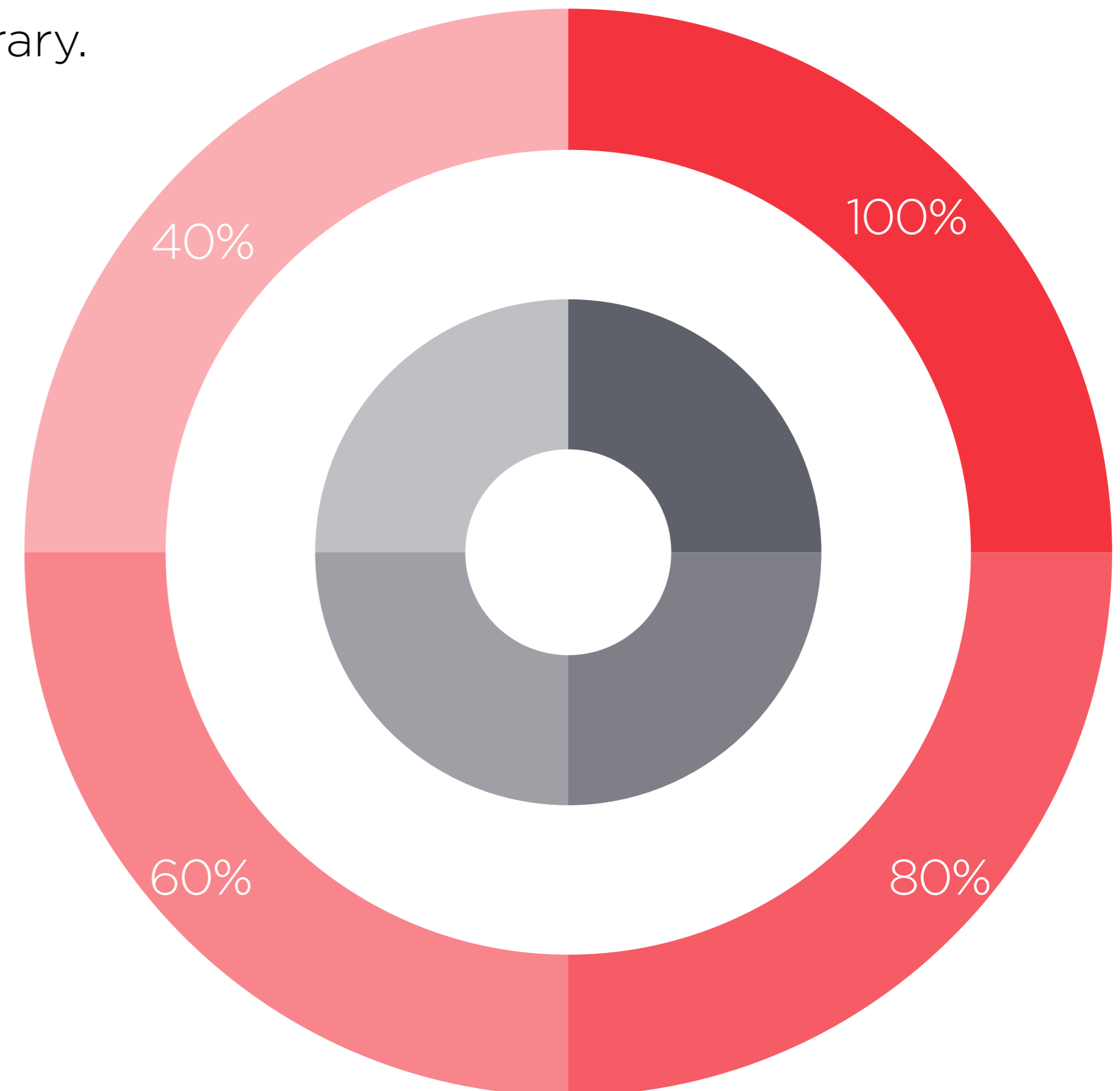
PANTONE 534 C
C100 M75 Y30 K20
#062c99



PANTONE DARK BLUE C
C100 M87 Y14 K01
#062c99



PANTONE 642 C
C22 M13 Y9 K03
#d1d6e0



Typography. Fonts

Museo Sans 700

ABCÇDEFGHIJKLMNOÖPRSSSTUÜVYZ

0123456789

Museo Sans 500

ABCÇDEFGHIJKLMNOÖPRSSSTUÜVYZ

0123456789

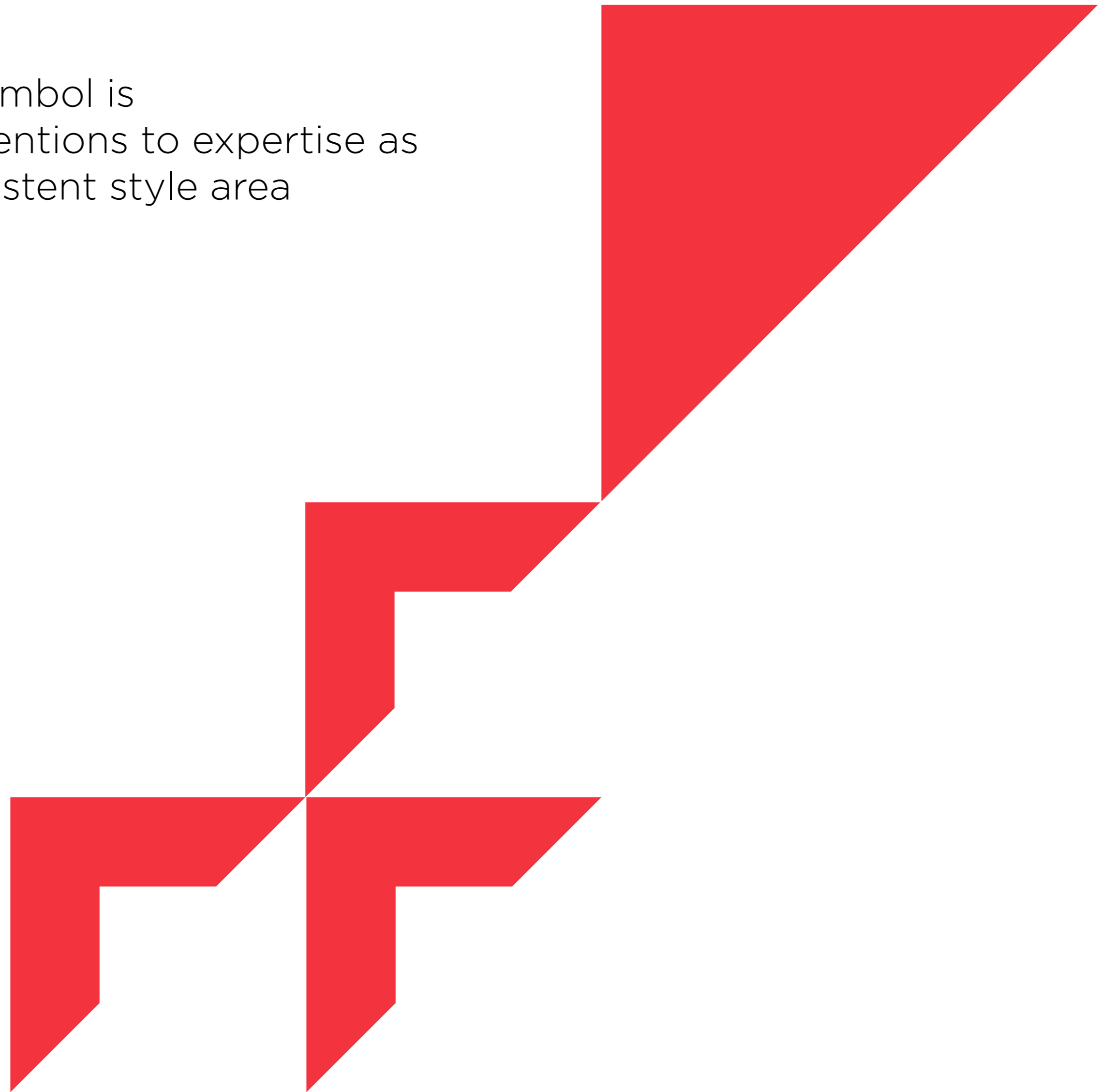
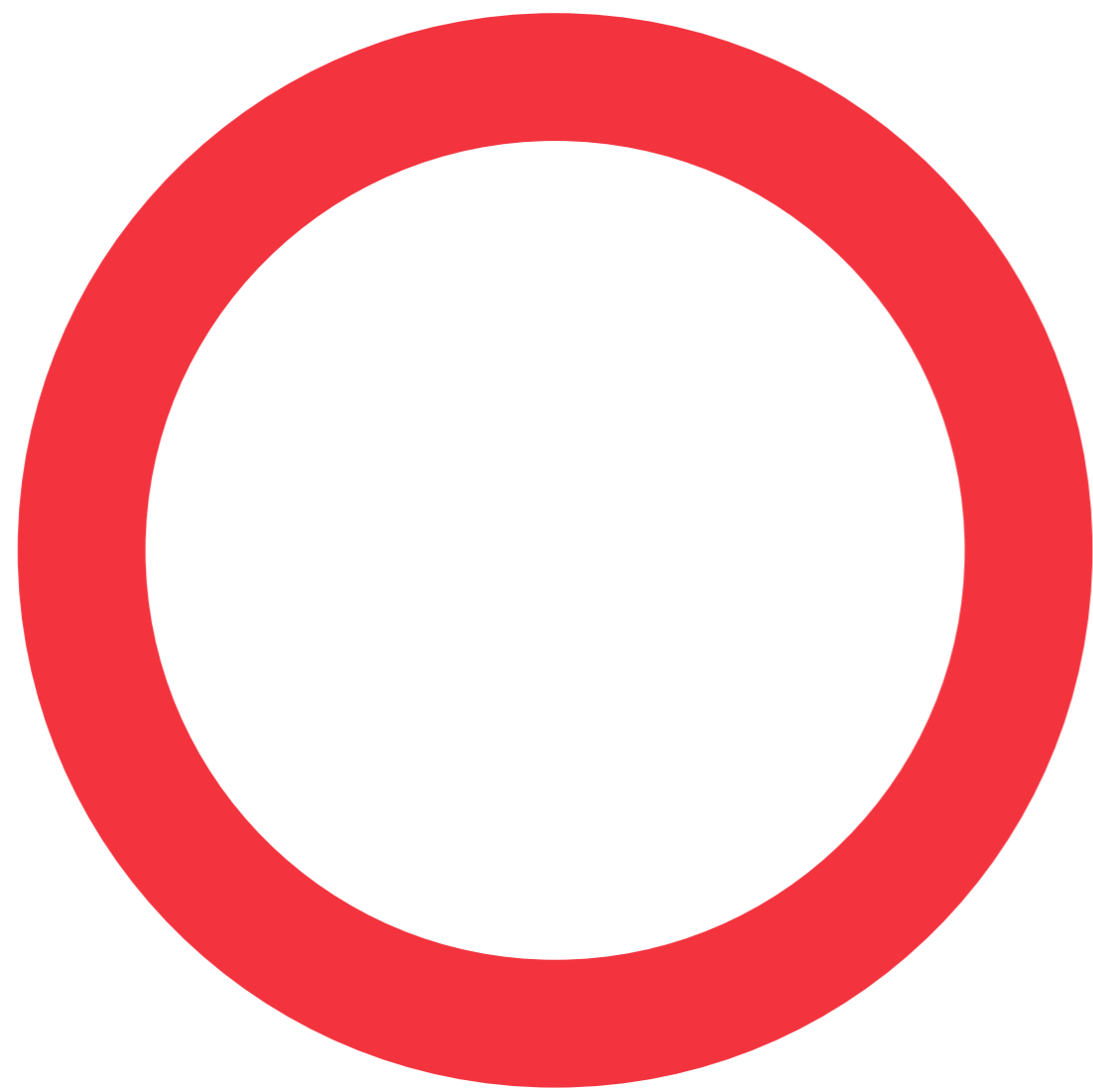
Museo Sans 300

ABCÇDEFGHIJKLMNOÖPRSSSTUÜVYZ

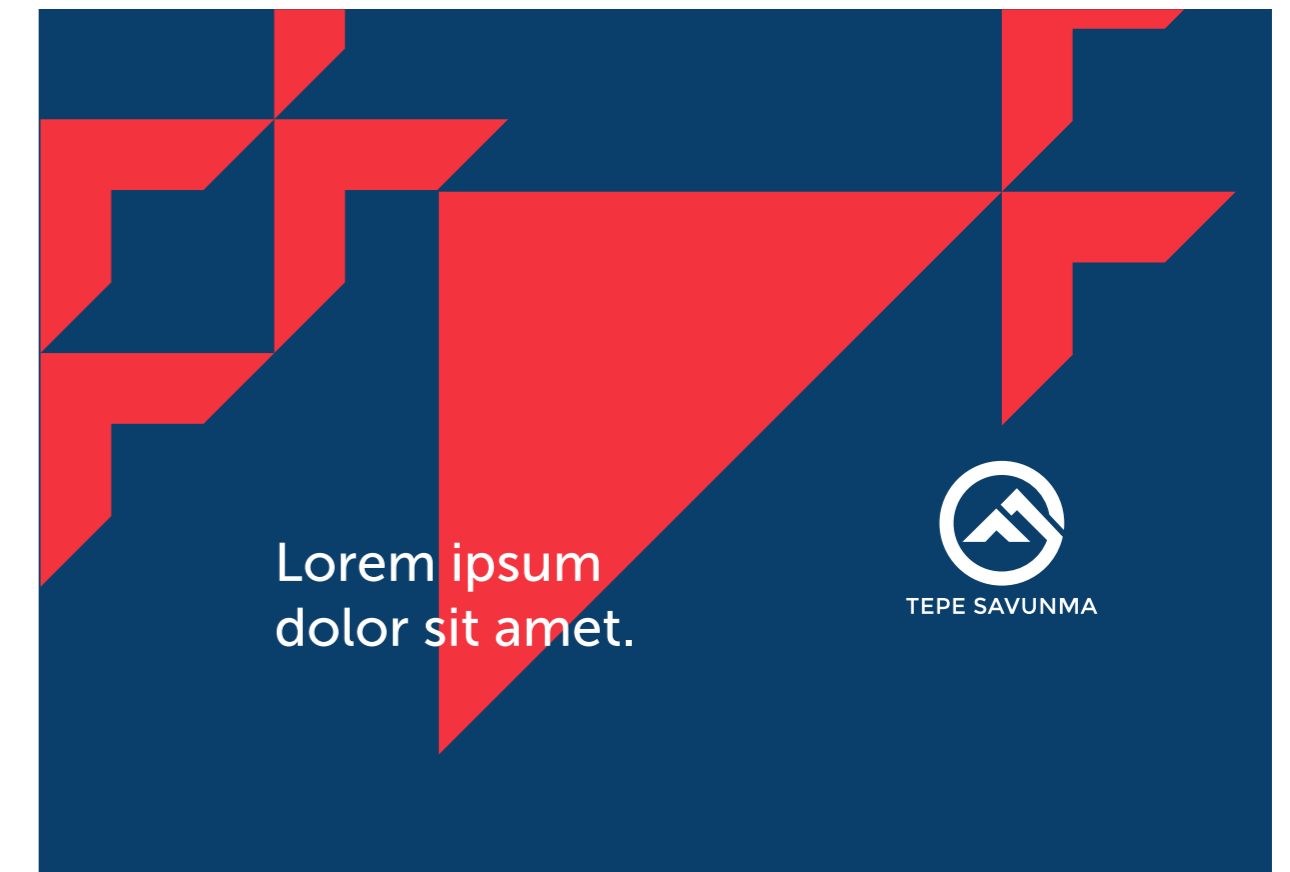
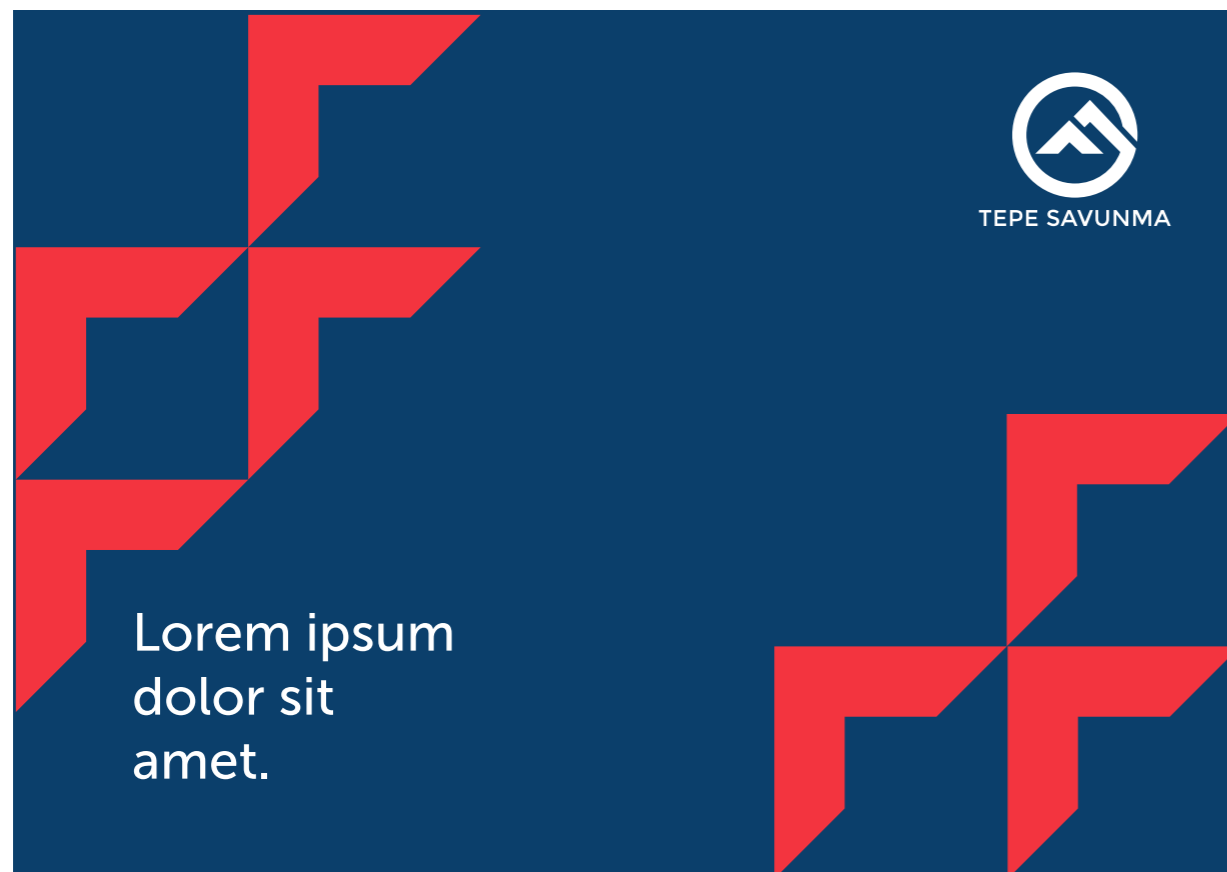
0123456789

Triangle Lines & Geometric Shapes

The schematic shape of the triangle arrow symbol is an important element for layouts to draw attentions to expertise as a core value of the brand and provide a consistent style area for any format.

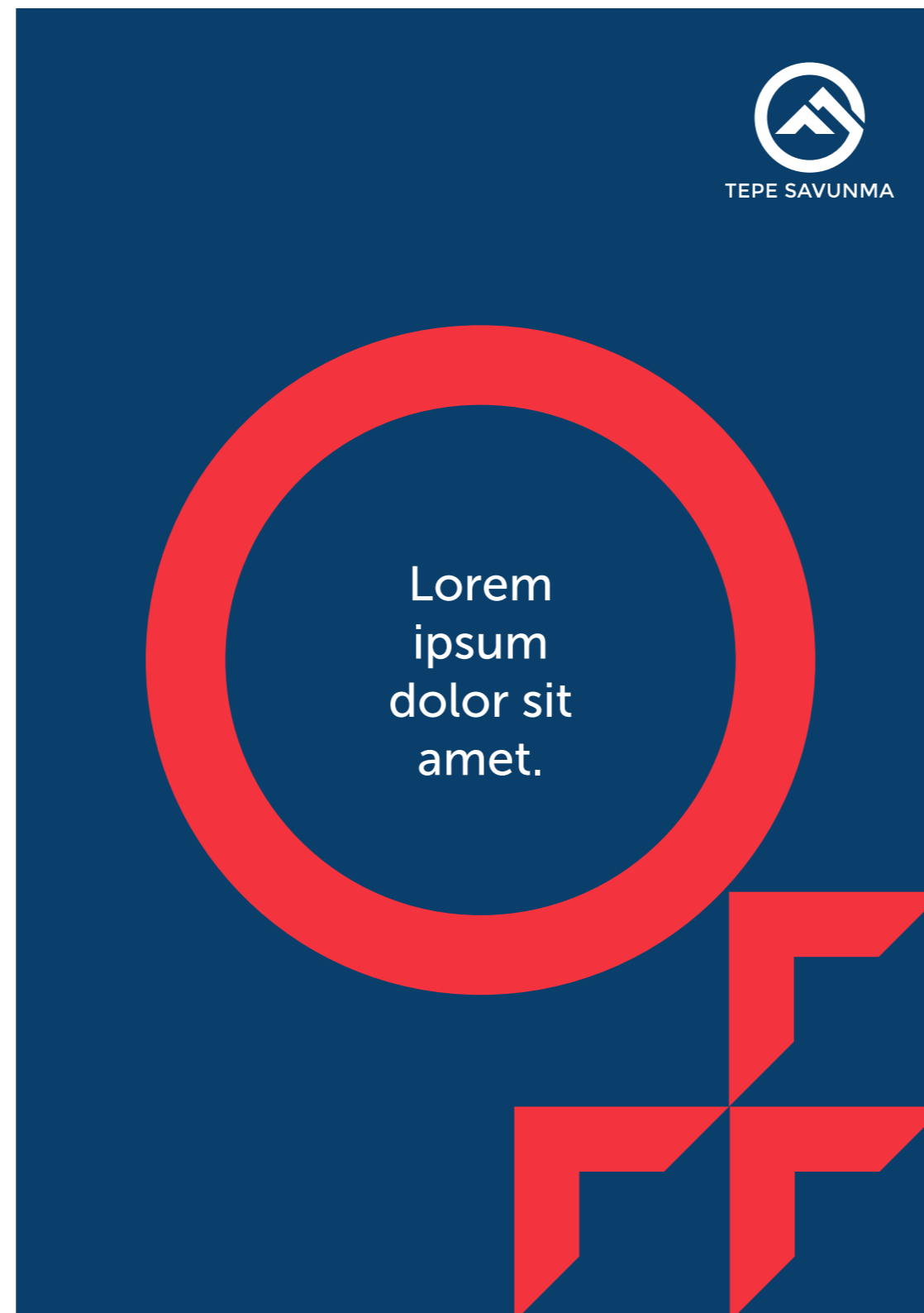


Triangle Lines & Shapes Usage with Image



Triangle Lines & Shapes Usage with Typographic Design

It can adapt to image pictures put inside.
but by using the triangle shape in typography etc. we intensify this powerful effect.



Triangle Lines & Shapes Usage with Typographic Design

It can adapt to image pictures put inside.
but by using the triangle shape in typography etc. also we intensify this powerful effect.



Photography. Photo Filter

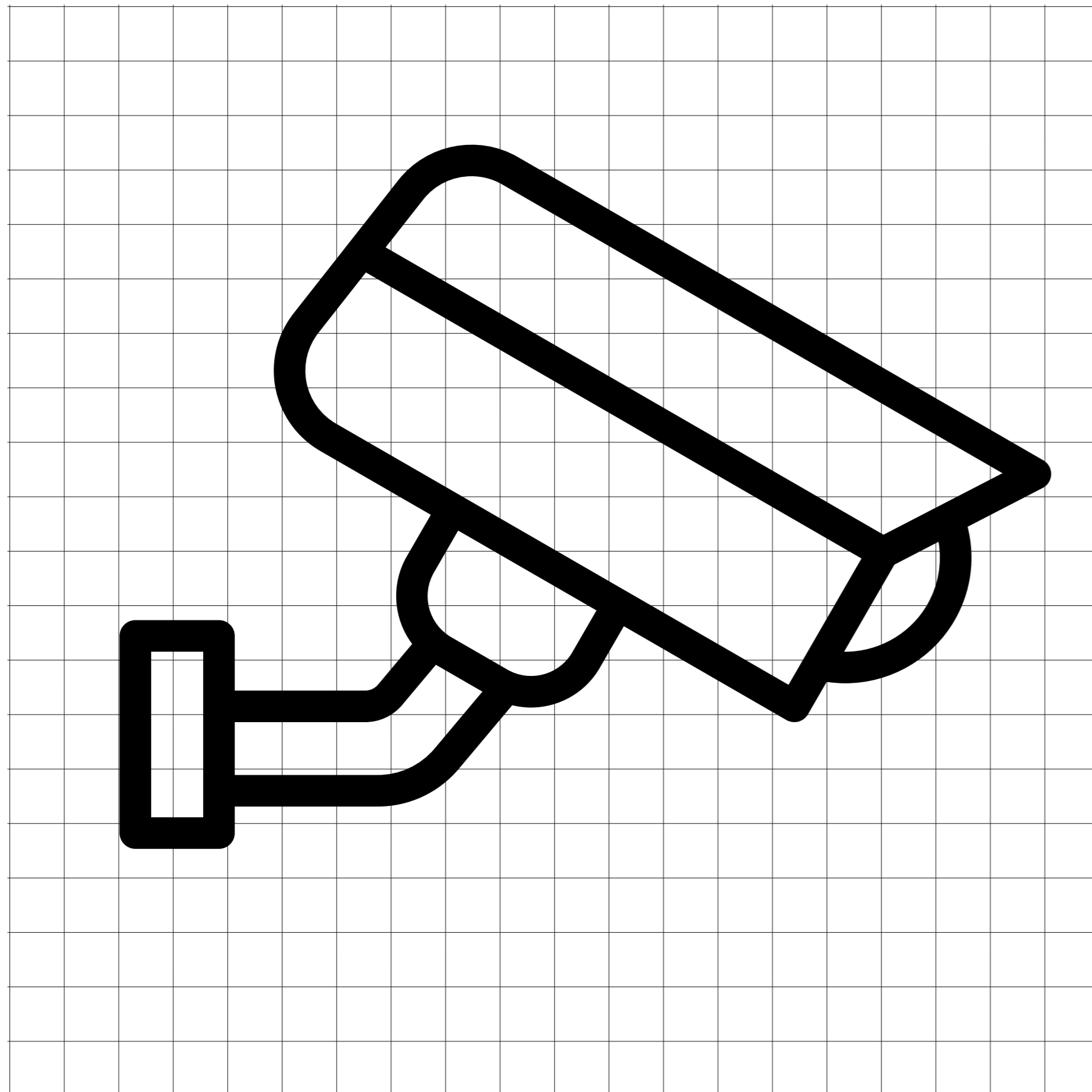
A semi-transparent grey color layer allows to smooth the contrast of photographs. As a result, the graphic content readability improves and becomes more attractive.

Use the black filter layer with a regular blending mode above the photo layer. The filter opacity should be from 20% to 50% depending on the brightness of a photograph in the background..

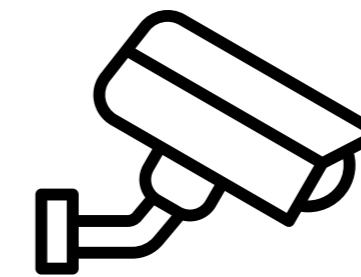
PANTONE Process Black C
RGB 44; 42; 41
CMYK 0; 0; 0; 100
#231f21



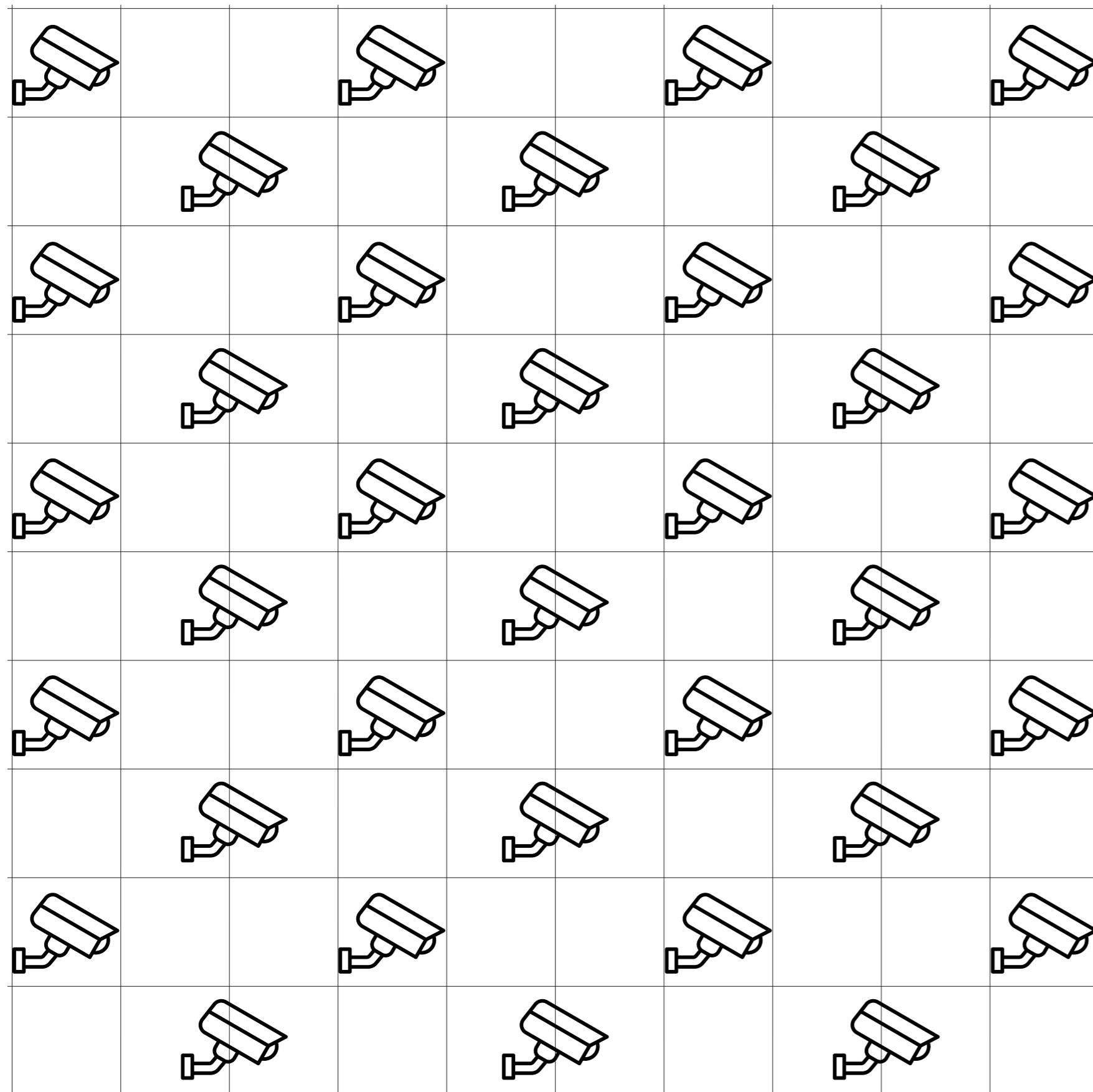
Icons.



All icons are designed based on a 400-square grid where the stroke weight equals 0,5 square. They can be used for a variety of functions including signage, print and digital applications.



Patterns.



Any icon can be used to generate a pattern.
The pattern is based on a simple grid
so that it can be replicated as many times as necessary.

Sticker in use.

The sticker underlines messages that are important and need attention. It is not used in any color other than the specified color and white. Typography is used in large cases and bold.

Sticker Color

PANTONE RED 032 C

M88 Y68

#e14747

Specifications

Font | Museo Sans 500



02.

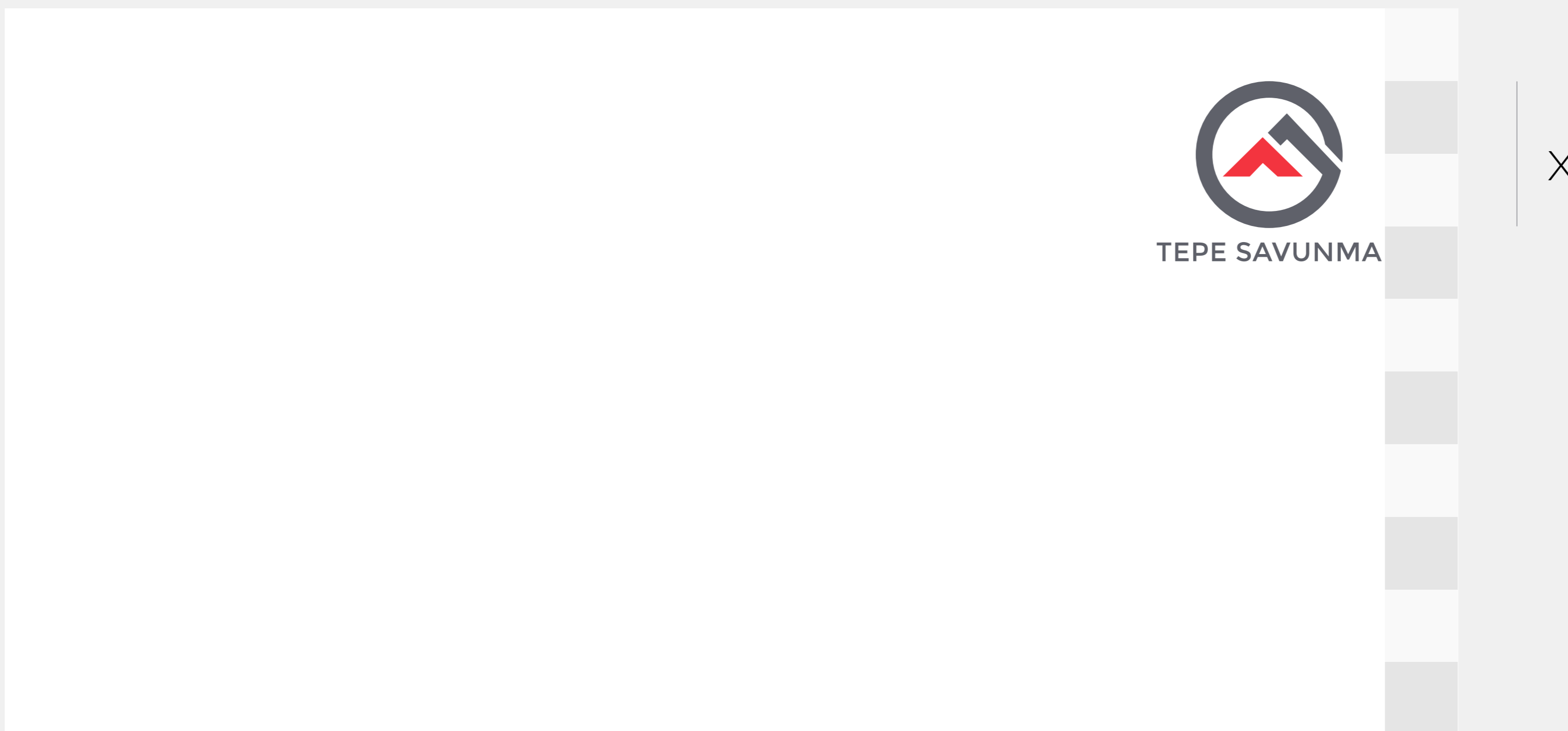
Design

Principles

Grids. Margins

This overview shows the measurements for the margins. Each margin equals double $x/2$ -height of the wordmark.

NB: All margins are measured by x -height of the wordmark.

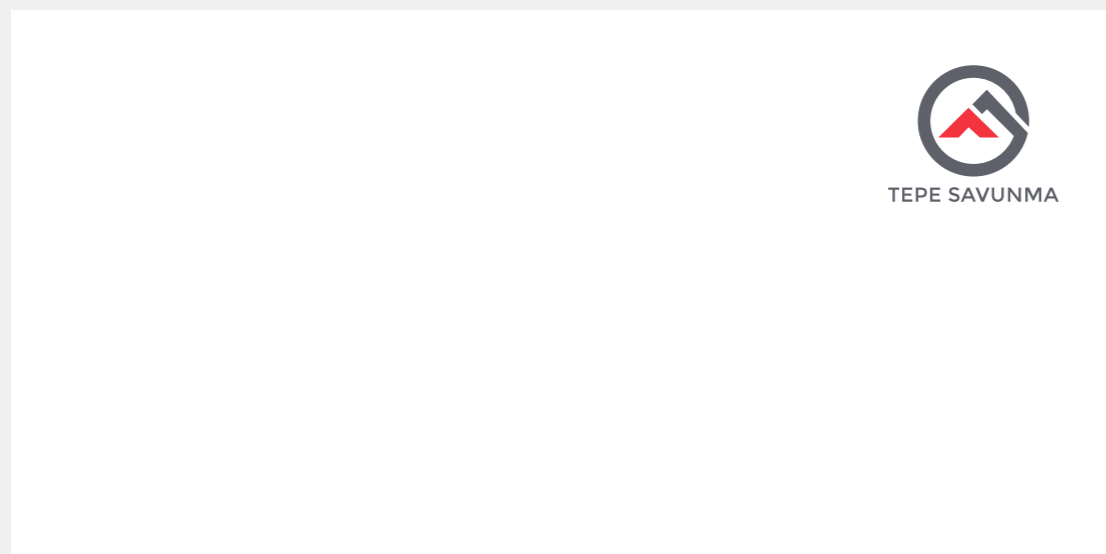


Print Formats

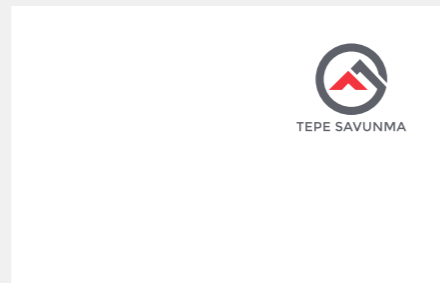
This overview shows a range of existing grid layout types designed for different print formats.

1. DL envelope
2. Business card 85 x 55
3. Poster A4
4. Poster A3

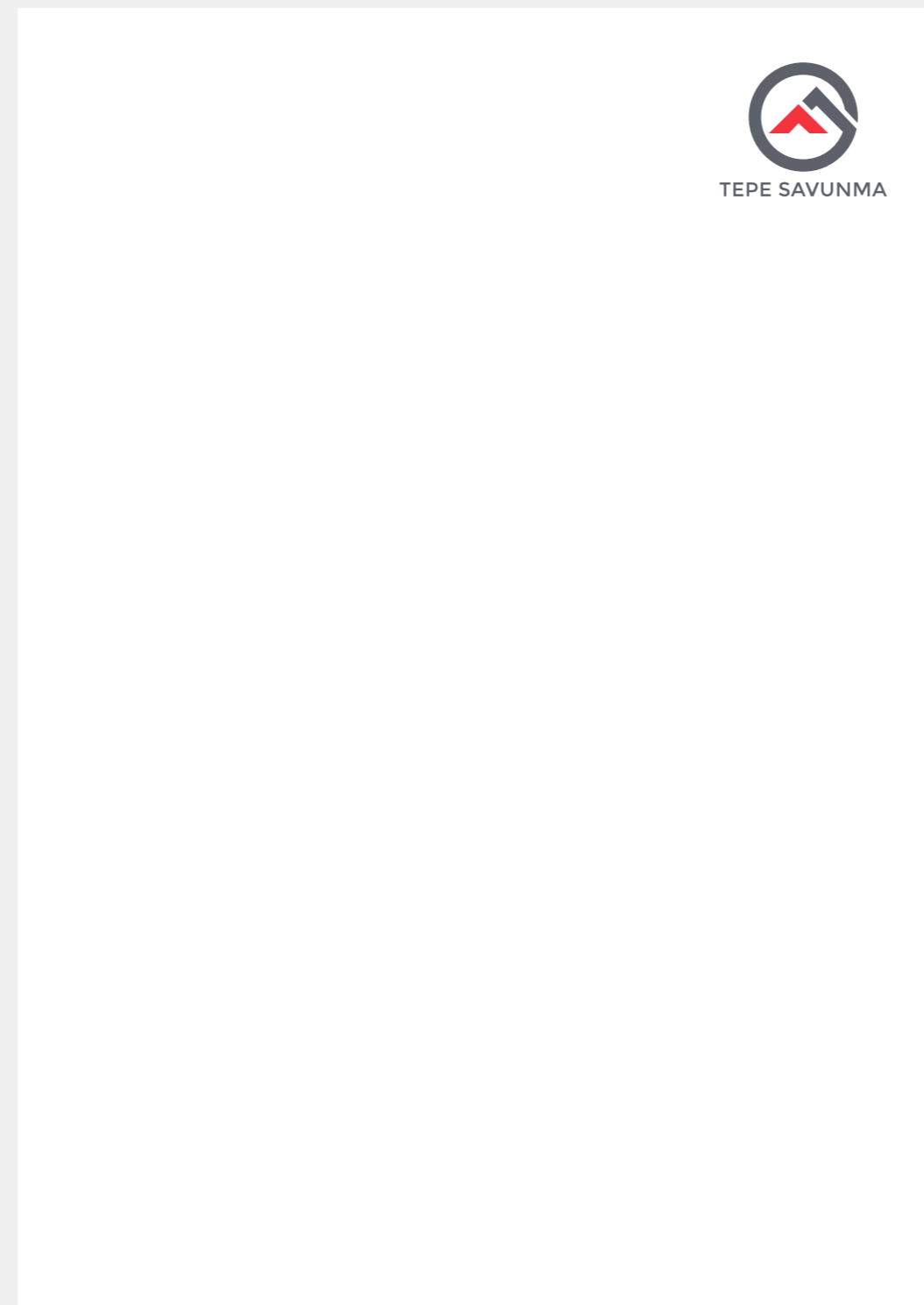
1



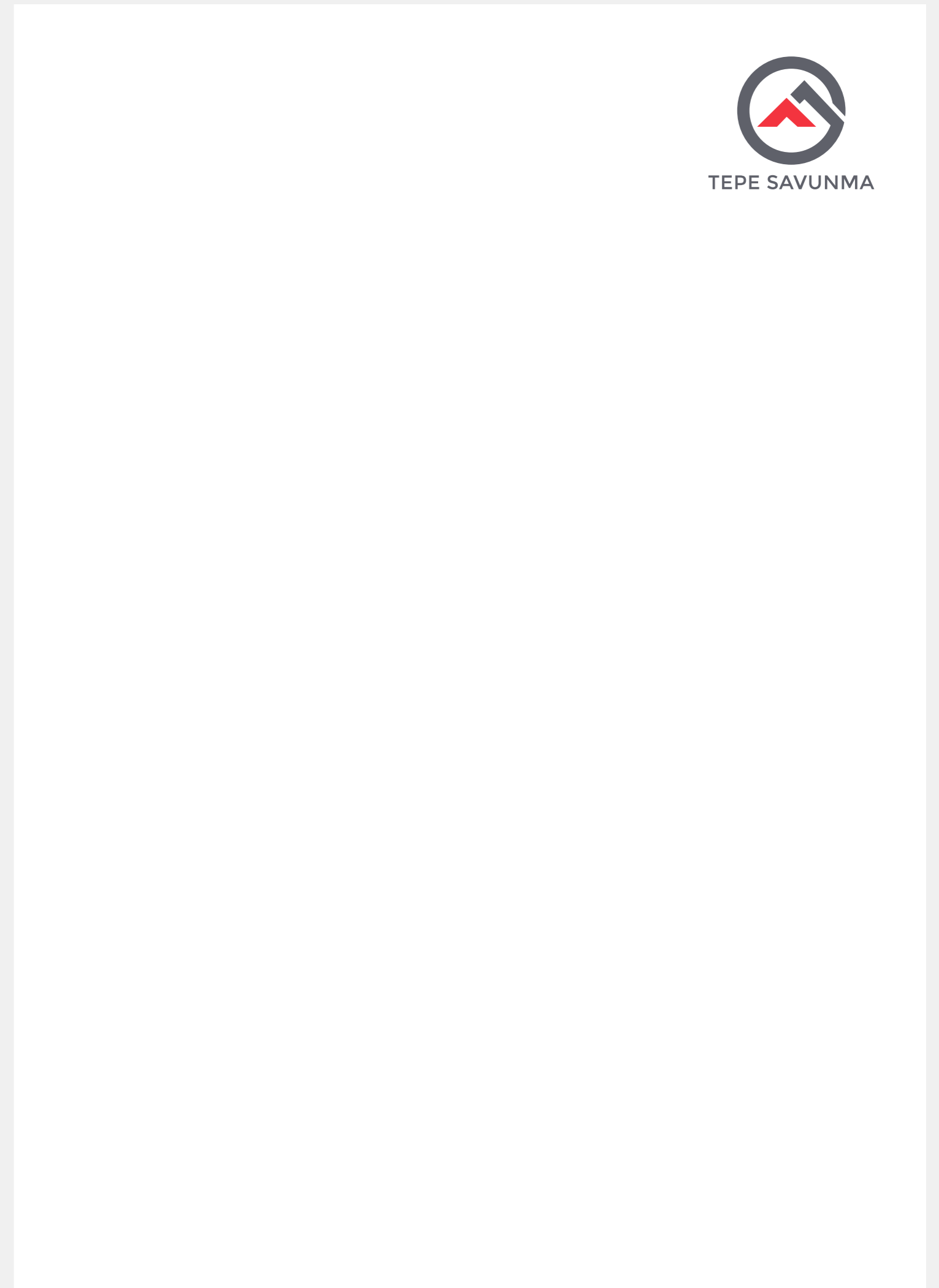
2



3



4



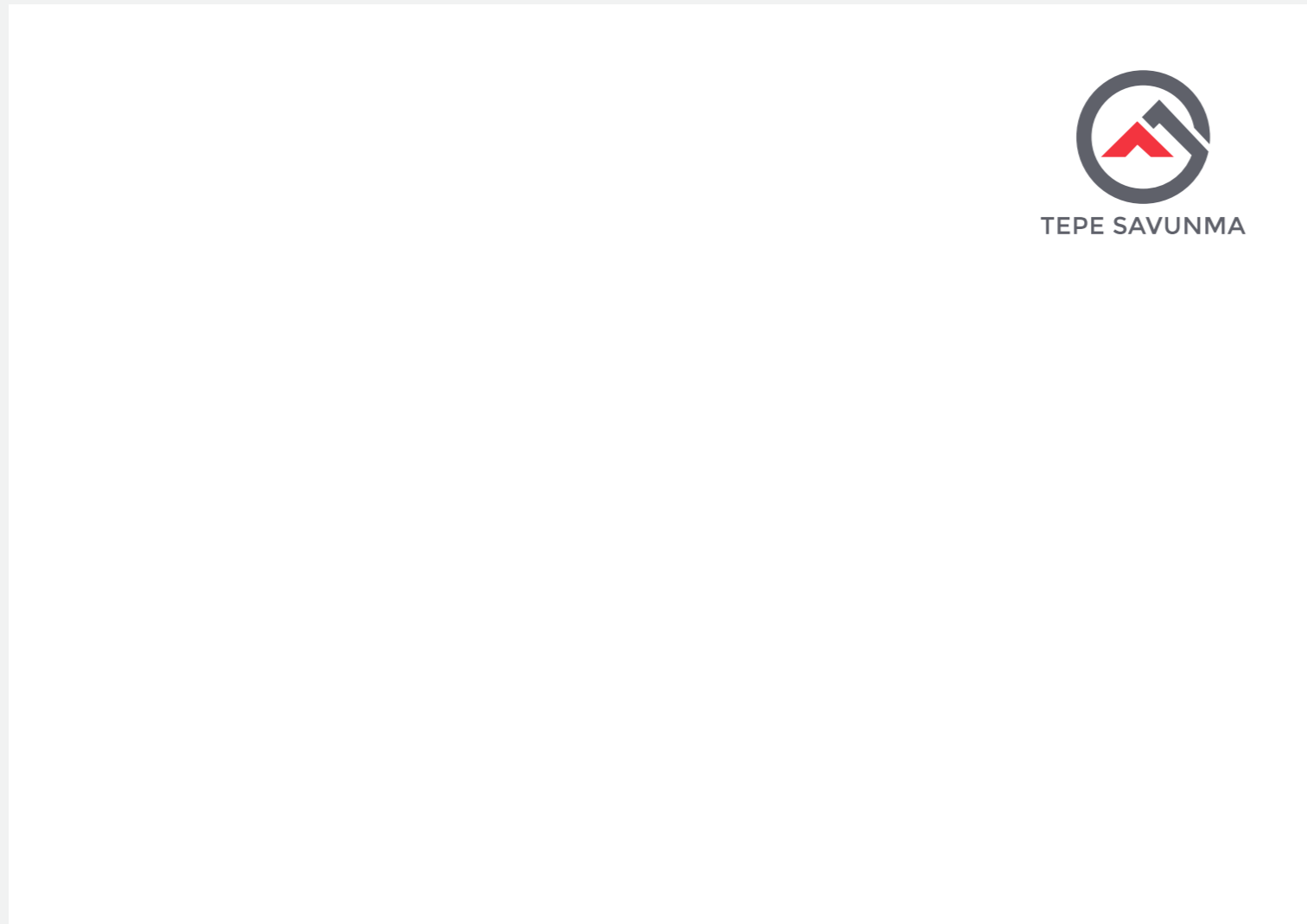
Outdoor Formats

This overview shows a range of existing grid layout types designed for different outdoor formats.

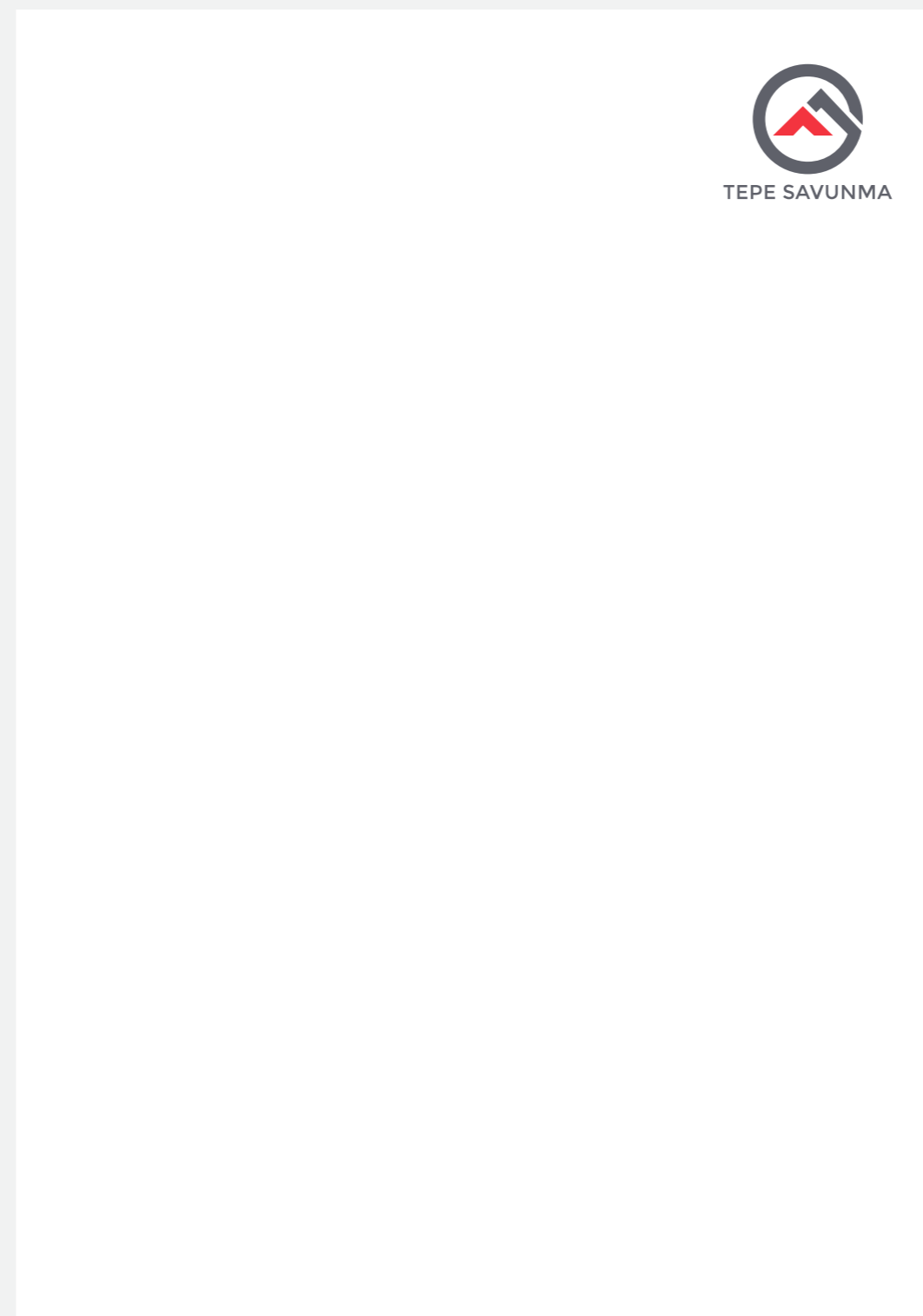
NB: The layout is based on the 24 pt grid instead of a standard 6 pt one.

1. Poster A0 (horizontal)
2. Poster A0 (vertical)
3. Citylight

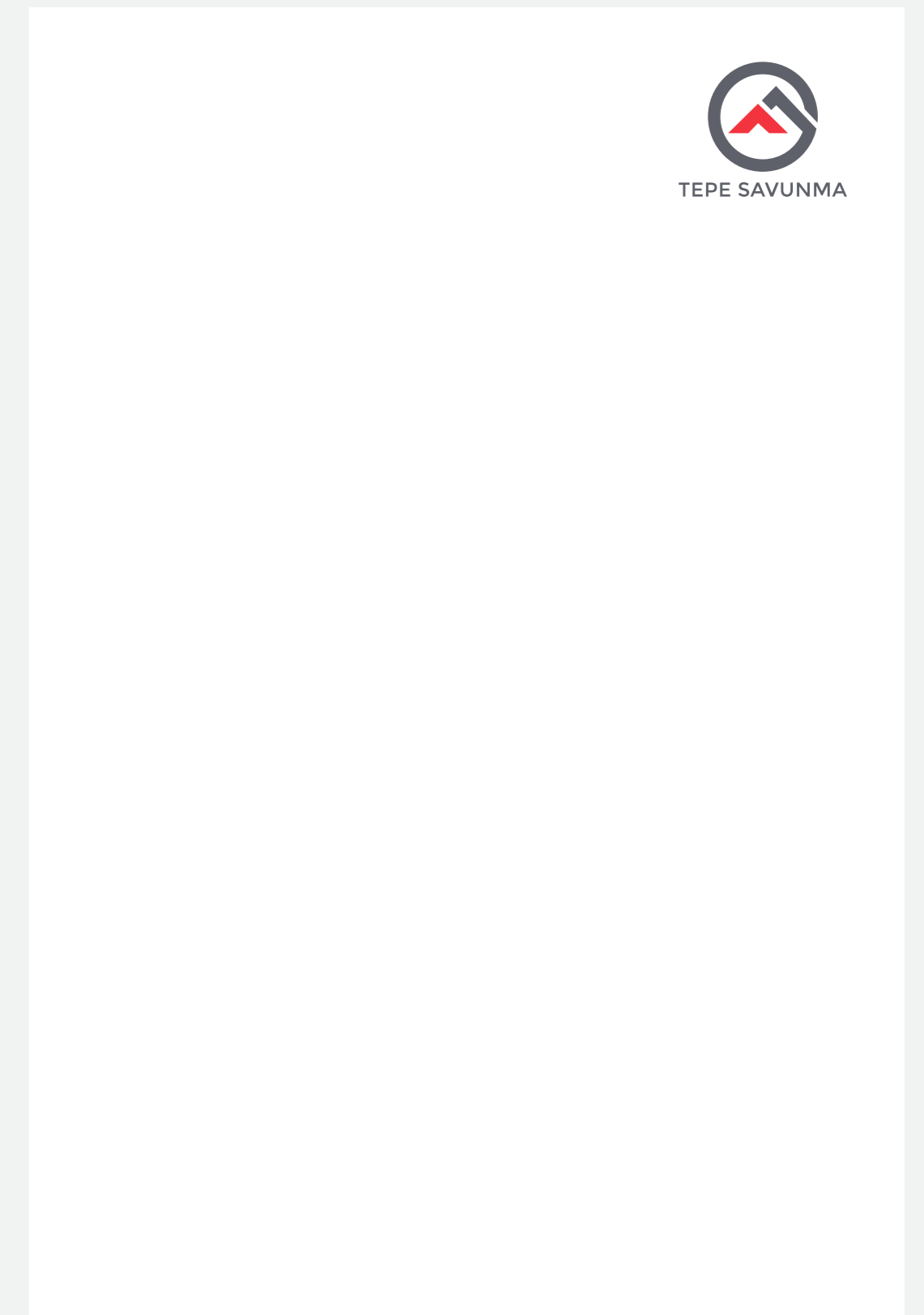
1



2



3



Outdoor formats. Billboard

The standart size for a billboard is 6x3 metres, therefore it is the largest printed medium available. Nevertheless, its grid will follow the same design principiles as the smaller formats.



03.

Applications

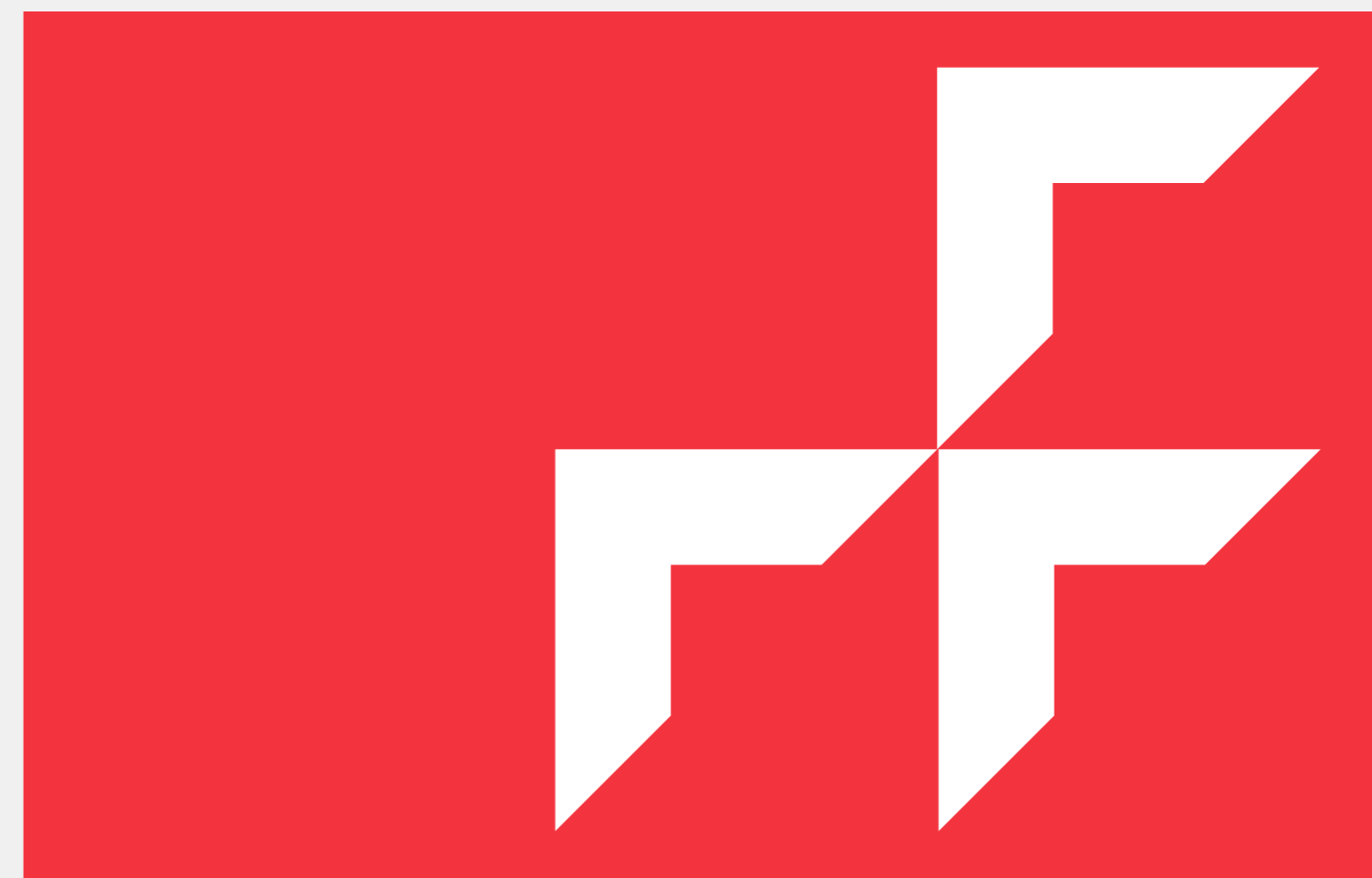
Stationery. Business card

Specifications

1. Name | Museo Sans 300 pt 30
2. Position | Museo Sans 300 pt 22
3. Contacts | Museo Sans 300 pt 14
4. Website | Museo Sans 300 pt 18

Size

85 55 mm





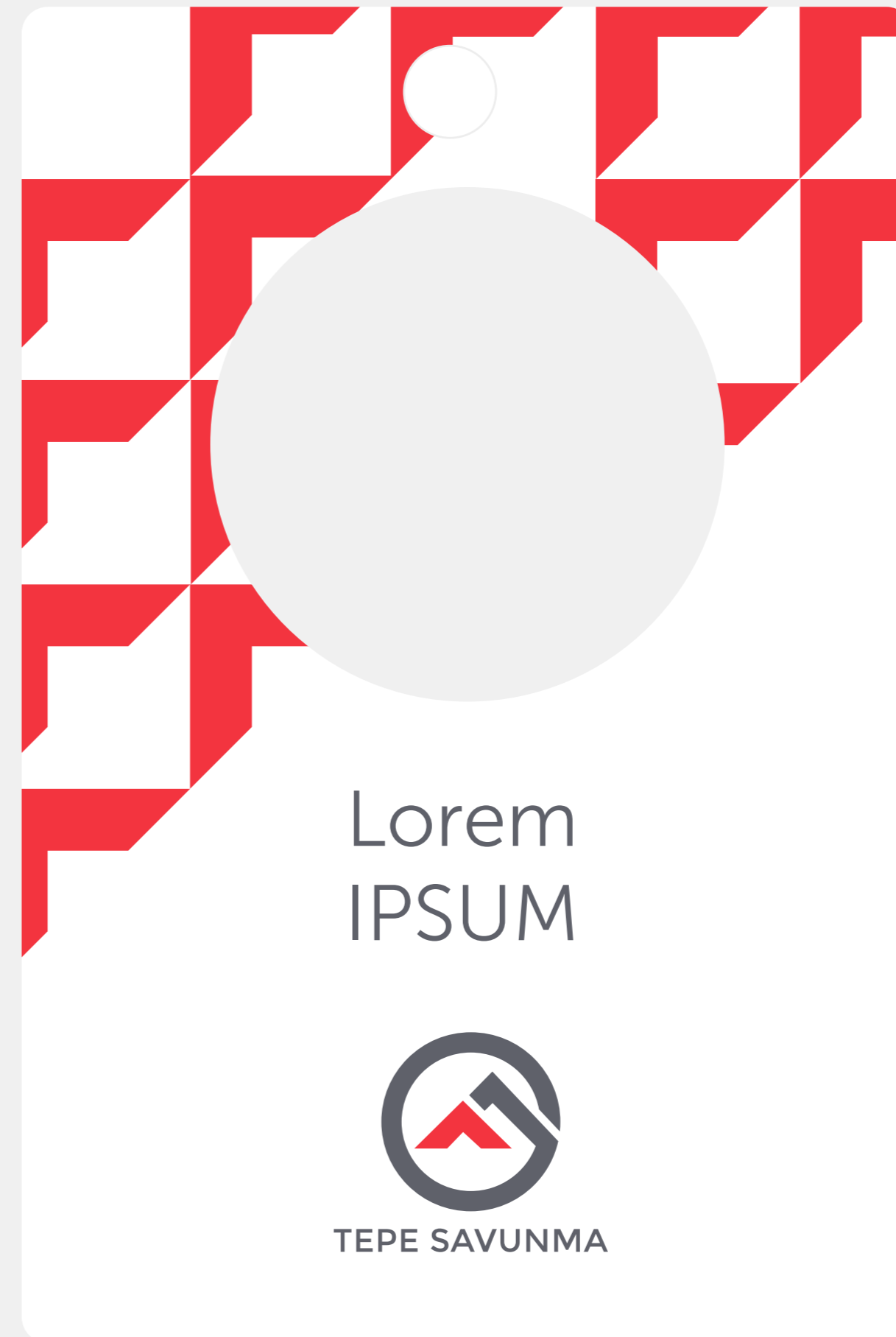
Stationery. Business badge

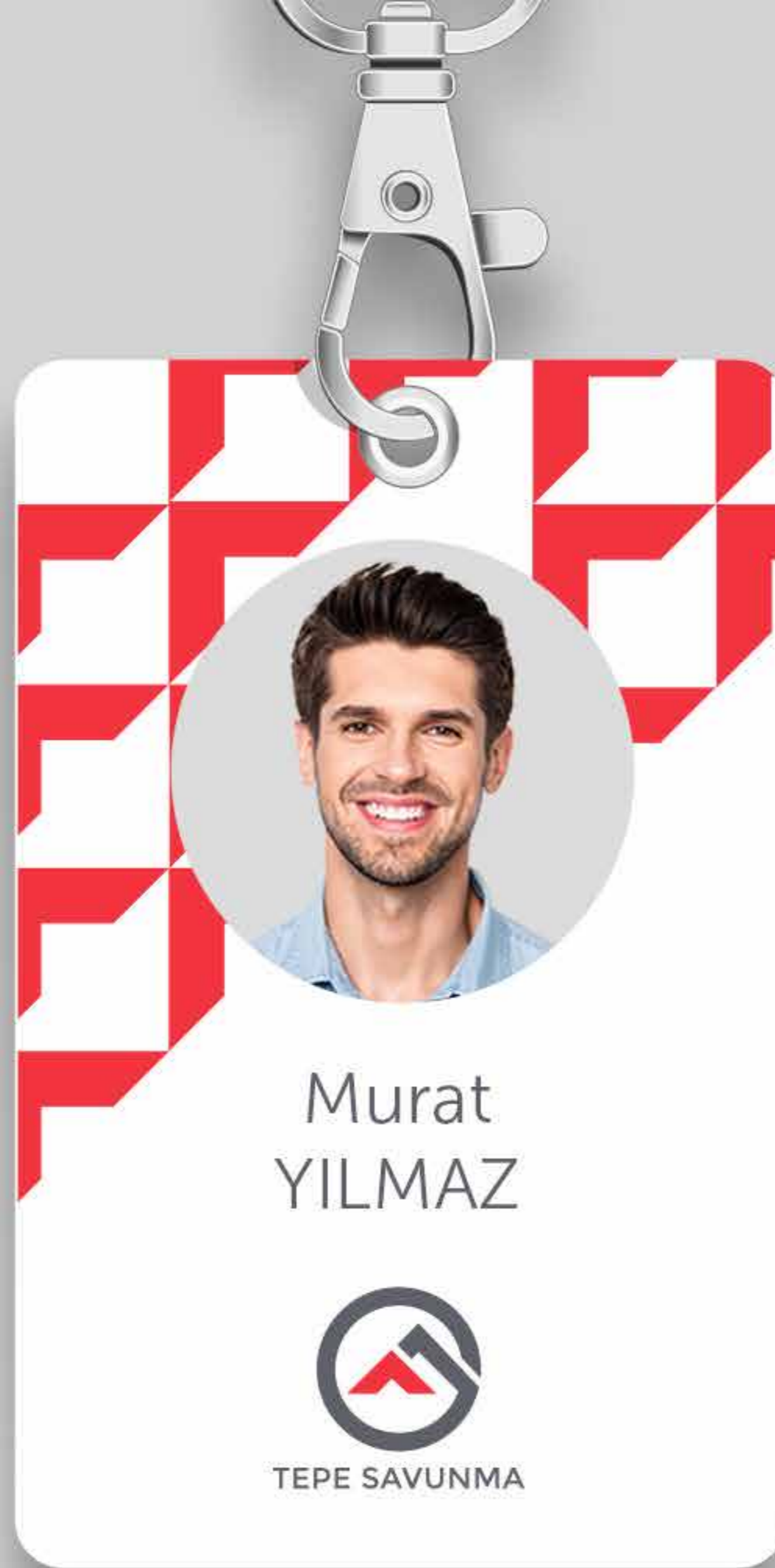
Specifications

Name | Museo Sans 300 pt 40

Size

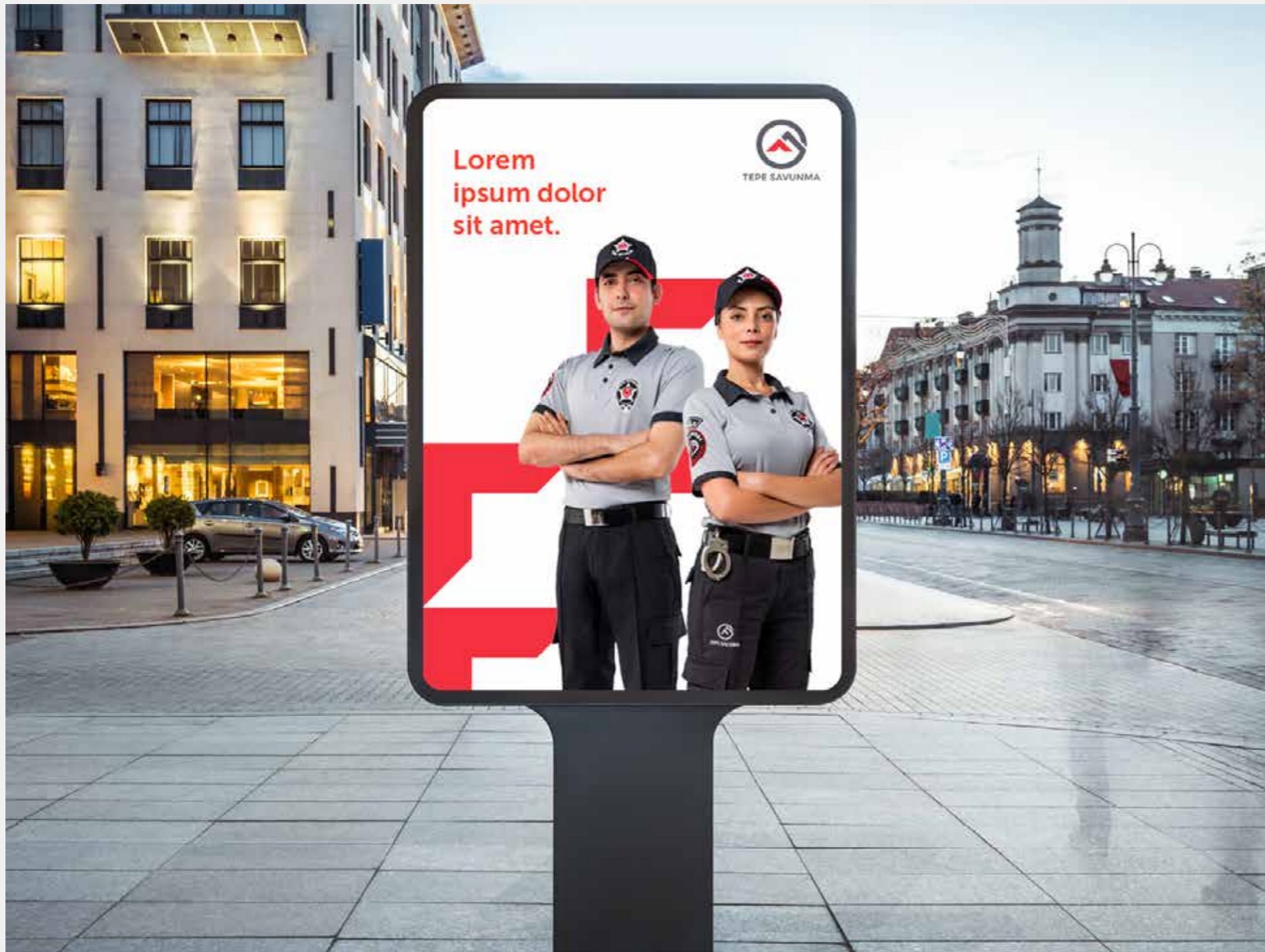
120 80 mm





04.

Look & Feel





Basic Elements and Design Principles

Look & Feel



MEETING
ROOM

01

Lorem ipsum dolor
 sit amet, consecte-
 tur adipiscing elit.

Tepe Savunma

t. 0850 522 83 73

f. 0850 221 05 70

www.tepesavunma.com.tr