

brand design communication



THE-RANDOME CONCEPTO

 engine



brand identity preview.





// landmark.





// logotype.



The arrow mark, which resembles the cursor used in the ngine logo, promotes forwardness, technology, and dynamism.





The space between the nginge brandmark and its inscription, used in the logotype with the space  $x$  between the letters, the width and aspect ratio of the symbol to equal degrees and is denoted by  $y$ .



// logotype security area explained.



Leaving around the nginge logo recommended safety area. The area should be indicated by x (5 mm). This ratio must be complied with in every application where the logo is used.





// min. logotype printing size.

27 mm



minimum usable size

27 mm

**Tahir YILMAZ**  
General Manager



6,7 mm

Eskişehir yolu 9.Km No:266  
Tepe Prime A- Blok Kat:11 No:71  
Çankaya/Ankara  
Pbx: 0.312.284 3 555  
Fax: 0.312.284 3 551  
tahir.yilmaz@engine.com.tr



Nengine logotype minimum usable size for printing is: 27 mm X 6.7 mm.





**Pantone 1505C**

**CMYK**

**RGB**

C: 94

R: 27

M: 69

G: 82

Y: 0

B: 160

K: 0



**Pantone Pro  
Black PC**

**CMYK**

**RGB**

C: 0

R: 28

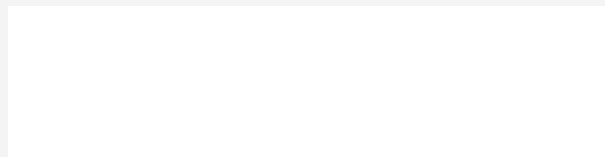
M: 0

G: 28

Y: 0

B: 27

K: 100



**CMYK**

**RGB**

C: 0

R: 255

M: 0

G: 255

Y: 0

B: 255

K: 100

Color preferences when used on different backgrounds otherwise, no changes should be made. The main colour used in the nging logo is Pantone 1505C.





// use of logotype on different backgrounds.



Example on PANTONE 1505C background.



Example on dark background.



Example on light background.

Nengine logotype and brandmark on different backgrounds when using: contrast using white, magenta, and grey colours are ensured.



// example use of logotype on the photo/raphics.



On a background with a photo/graphic of the nginge logo, its correct use is exemplified on the side. It is imperative to use it in the proportional area of the composition.



Frankin Gothic Book

abcdefghijklmnopörsştuüvwyz  
ABCDEFGHIJKLMOÖPRSŞTUÜVWYZ  
1234567890.,:;!'^+%&/()=?

*Frankin Gothic Book Italic*

*abcdefghijklmnopöprstuüvwyz  
ABCDEFGHIJKLMOÖPRSTUÜVWYZ  
1234567890.,:;!'^+%&/()=?*

**Franklin Gothic Demi**

**abcdefghijklmnopörsştuüvwyz  
ABCDEFGHIJKLMOÖPRSŞTUÜVWYZ  
1234567890.,:;!'^+%&/()=?**

Frankin as ngine's corporate typeface Gothic was chosen. According to the place of use, book, italic and demi bold type are preferred.



// examples of logotype misuses.



**wrong.**



Examples for applications in which the symbol and logotype are meaningless on the image. The appearance is reduced, the contrast does not create, and the ground is mixed with the content.



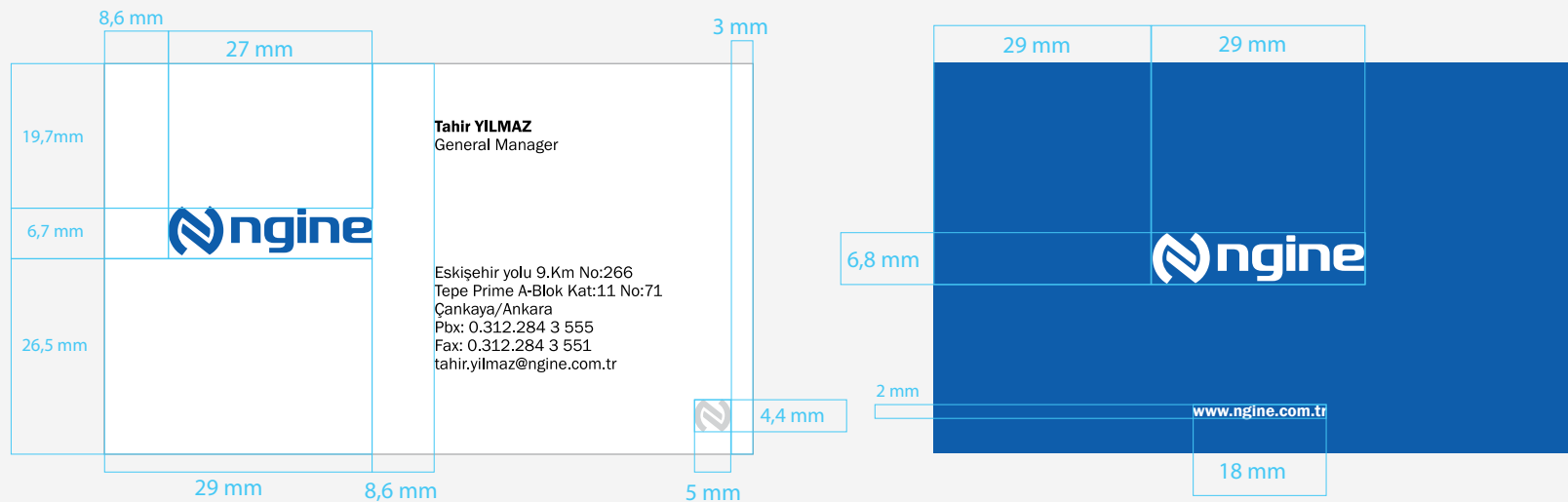


// improper use the logotype on backgrounds/grapgics.



In the following examples; on which the nengine logotype becomes meaningless, its visibility decreases do not create contrast, mixes with the contents of the floor applications are given. It is necessary to avoid this type of use.

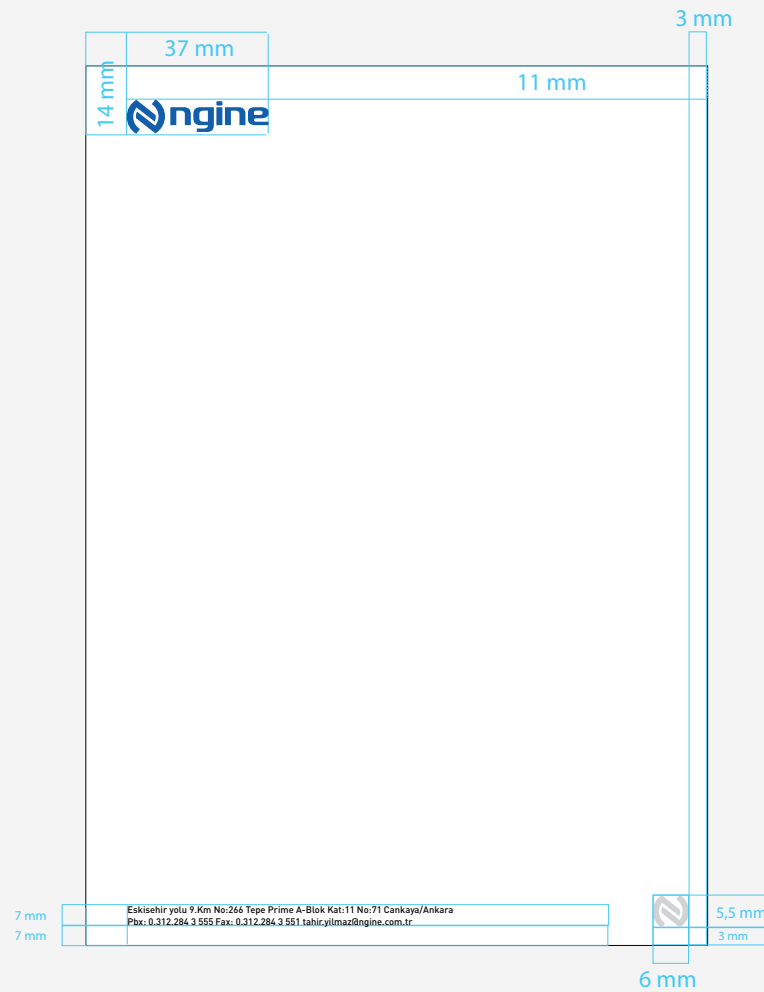




Dimension: 88 mm x 53 mm. Paper: 350 grams white matte coated. Double gauge matte cellophane. Bump lacquer on front face logotype and emblem. Spotlight on the back face emblem and inscription  
Font: Franklin Gothic Book / Franklin Gothic.



// letterhead example.



Dimension: 210 mm x 297 mm. Paper: 90 gr Conqueror white Font: Franklin Gothic Book / Franklin Gothic Demi 9 pt.



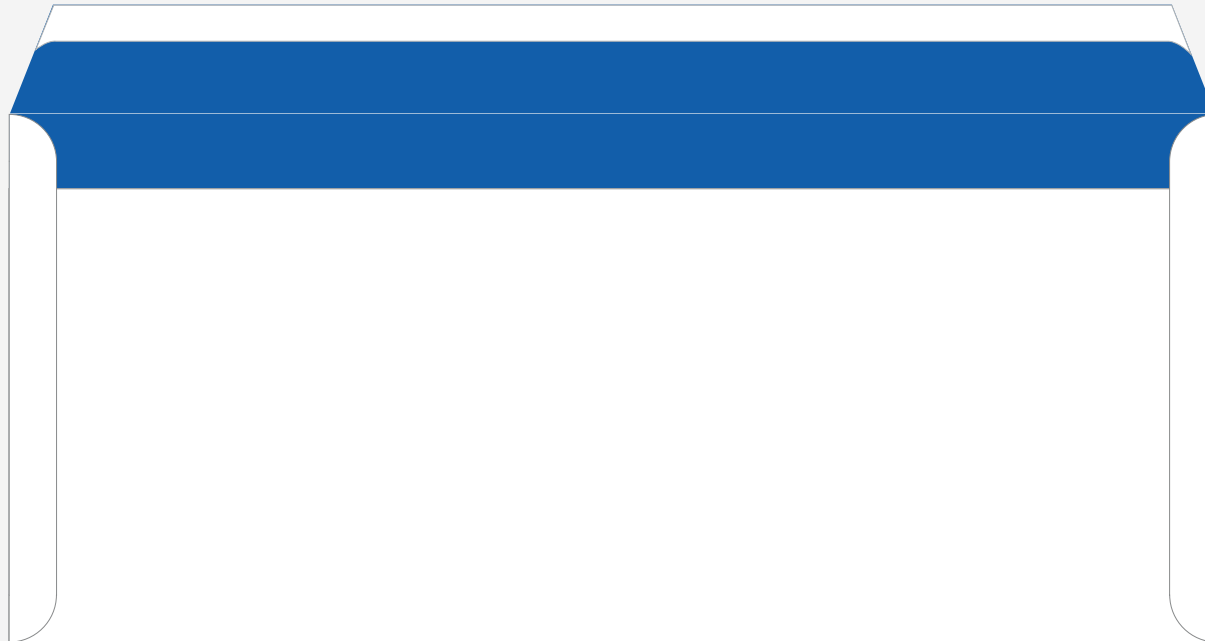
// envelope example.



Size: 240 mm x 105 mm. Paper: 90 g Conqueror white. Font: Franklin Gothic Book / Franklin Gothic Demi 9 pt.



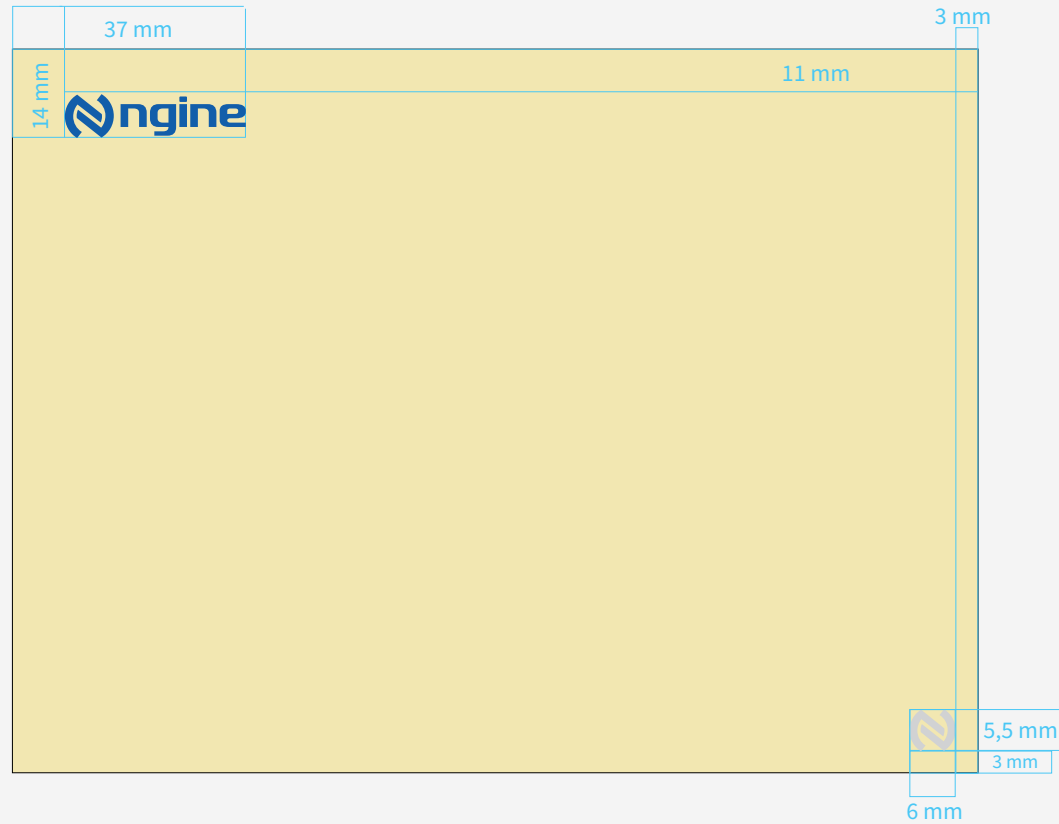




For security purposes, magenta is applied to the envelope. On the right inner side is the arrow sign with nginge's brandmark and on the left is nginge's slogan "inspired by future".



// landmark.



Size: 317 mm x 241 mm. Paper: 90 gr Conqueror. Font: Franklin Gothic Book / Franklin Gothic Demi 9 pt.





// fax form example.




Dimension: 210 mm x 297 mm. Paper: 90 gr Conqueror white Font: Franklin Gothic Book / Franklin Gothic Demi 9 pt.






// invoice example.

37 mm	
14 mm	11 mm



### İRSALİYELİ FATURA



İL KODU: 34 SERİ: A

Sıra No:

Düzenlenme Tarihi :  
Fili Sevi: Tarihi :  
Düzenlenme Saati :  
Günlük Kur 5 :  
Günlük Kur C :

SAYIN: V.NO:

KODU	CİNSİ	ADEDİ	FIYATI	TUTARI

Valör

1- Sıra detayları tablosunda belirtilmeyen kalemler için ilgili %12 vade farkı uygulanır.  
2- 3. bu fatura muhtasiri mal ve hizmetlerin ibrazından itibaren 8 gün içinde itiraz edilmediği takdirde ayın sonuna kabul edilmiş sayılır.  
3- Bu belgeyi çek edilen banka hesabına tahsilatı yapıldığı anında şirketimize teslim ediniz.

TESLİM ALAN	TESLİM EDEN

**BANKA HESAPLARI**

**Garanti Bankası Beylikdüzü Şubesi - 106**

TL HESABI	63071001	BANKA	1940 0000 0000 1000 0000 2971 90
USD HESABI	90912001	BANKA	1921 0000 0000 1000 0000 0917 20
EURO HESABI	90921001	BANKA	1940 0000 0000 1000 0000 0917 10

**TİB Nispetiye Şubesi - 004**

TL HESABI	279900 1	BANKA	1983 0003 0000 0040 0000 2799 00
USD HESABI	90912001	BANKA	1966 0003 0000 0040 0000 2799 07
EURO HESABI	90921001	BANKA	1983 0003 0000 0040 0000 2799 07

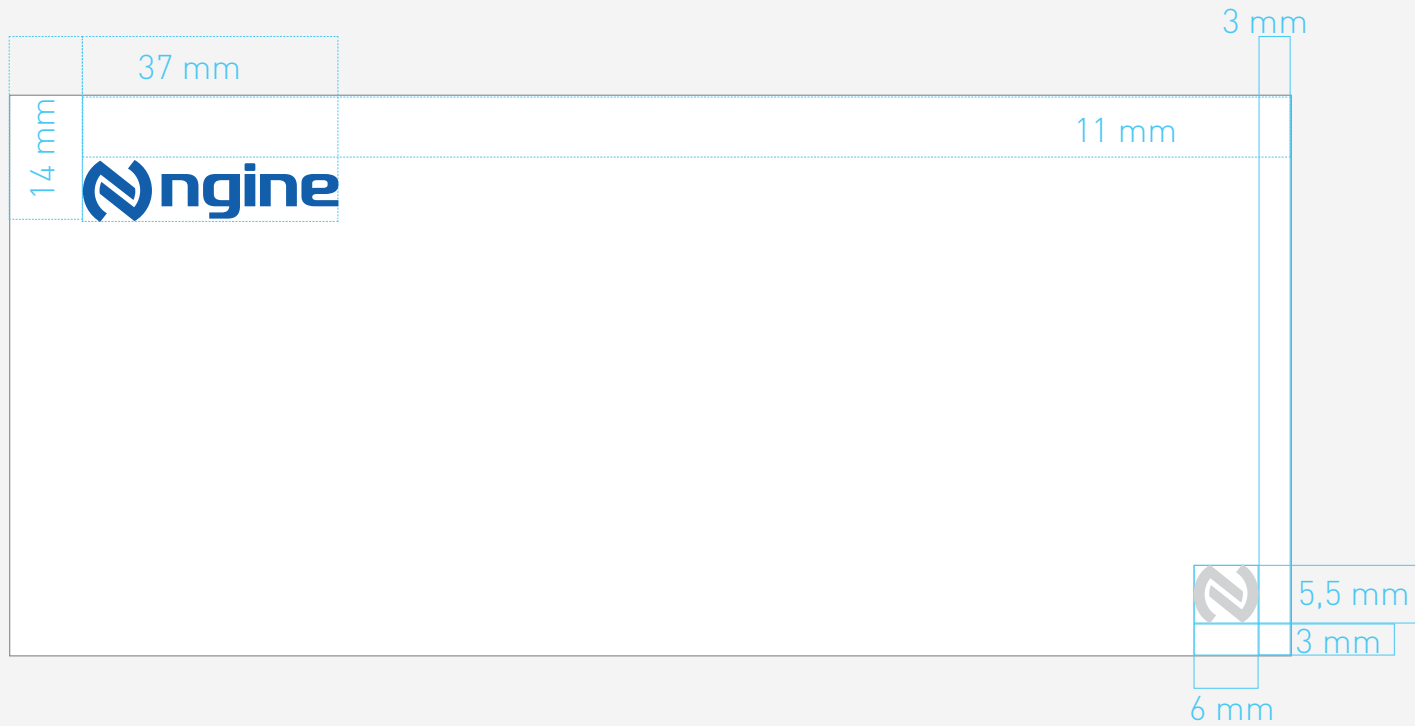
7 mm  
7 mm

Size: 210 mm x 297 mm.Paper: 90 g Conqueror white. Font: Franklin Gothic Book / Franklin Gothic Demi 9 pt.





// example of thank-you card.

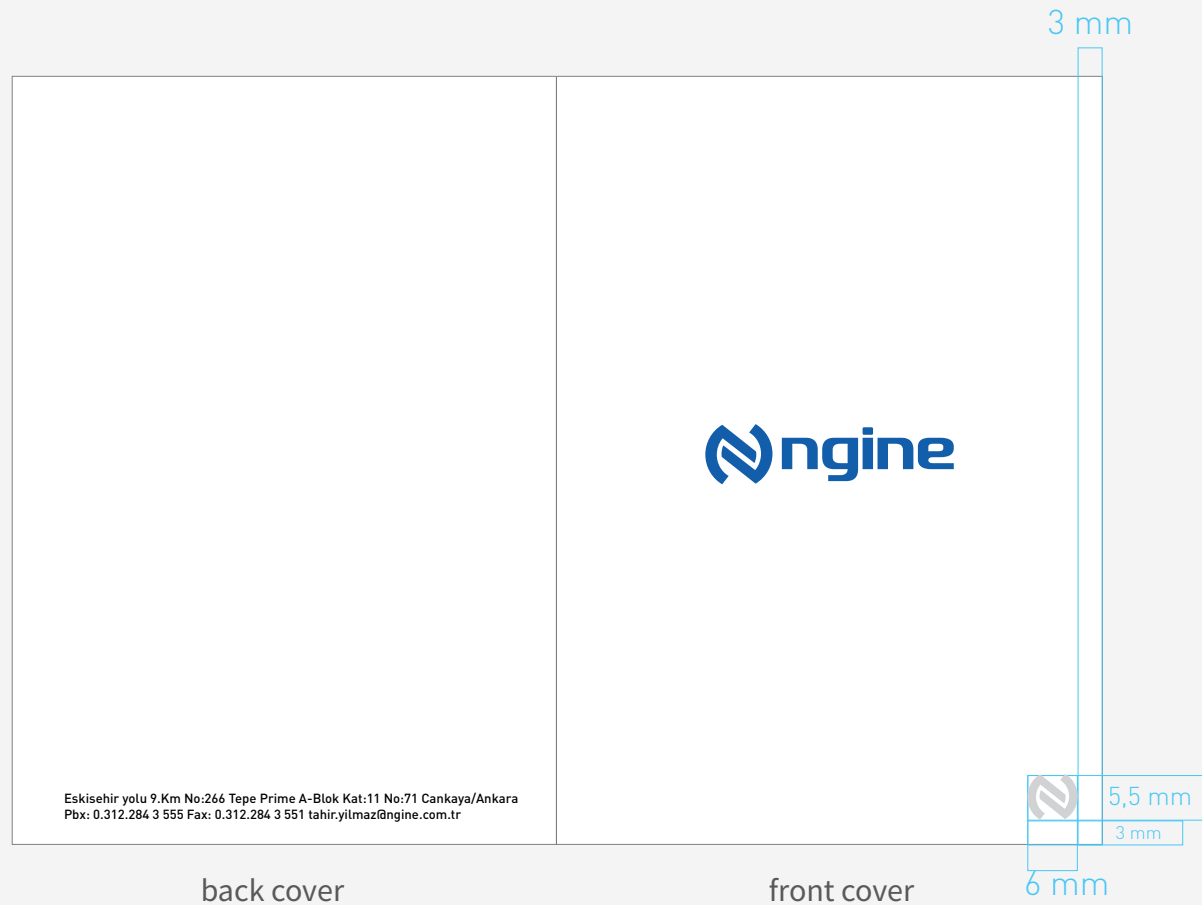


Size: 230 mm x 100 mm. Paper: 110 g Conqueror white.



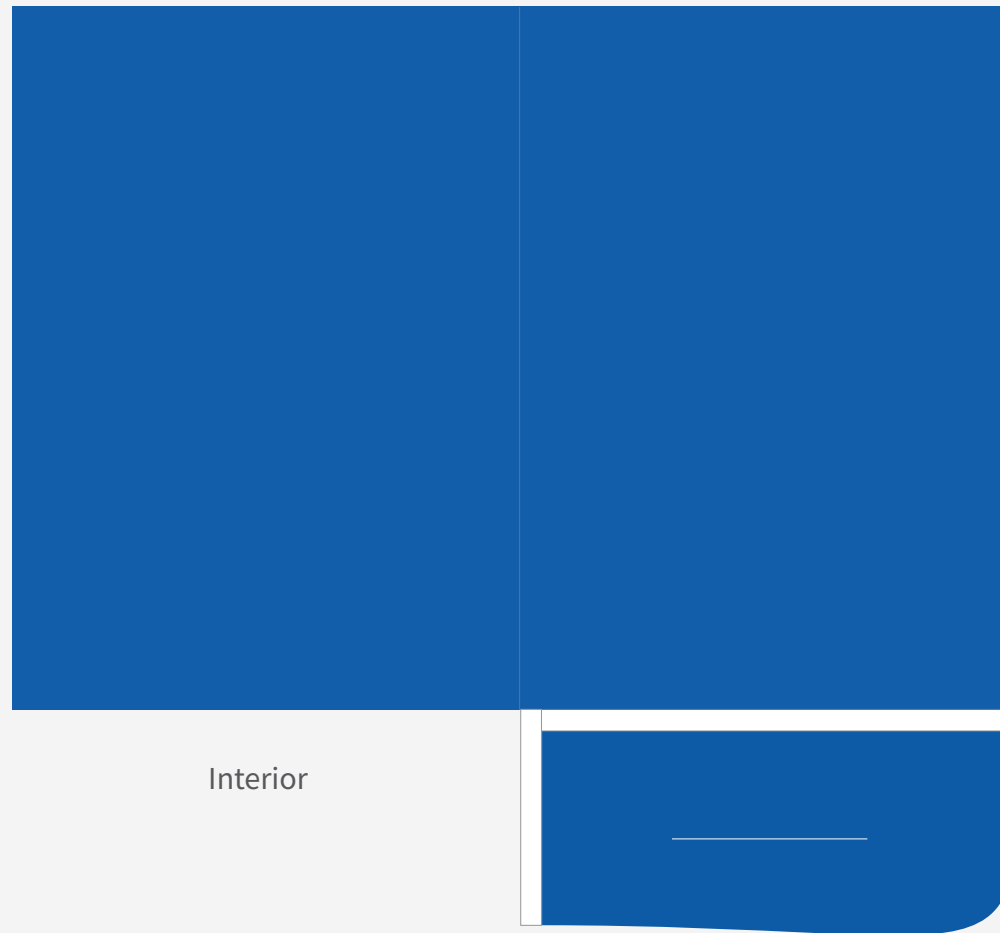


// file cover example.



Size: 440 mm x 310 mm. Paper: 350 g Conquerormat lamination, local lacquer on the logo.  
Font: Franklin Gothic Book / Franklin Gothic Demi 12 pt.

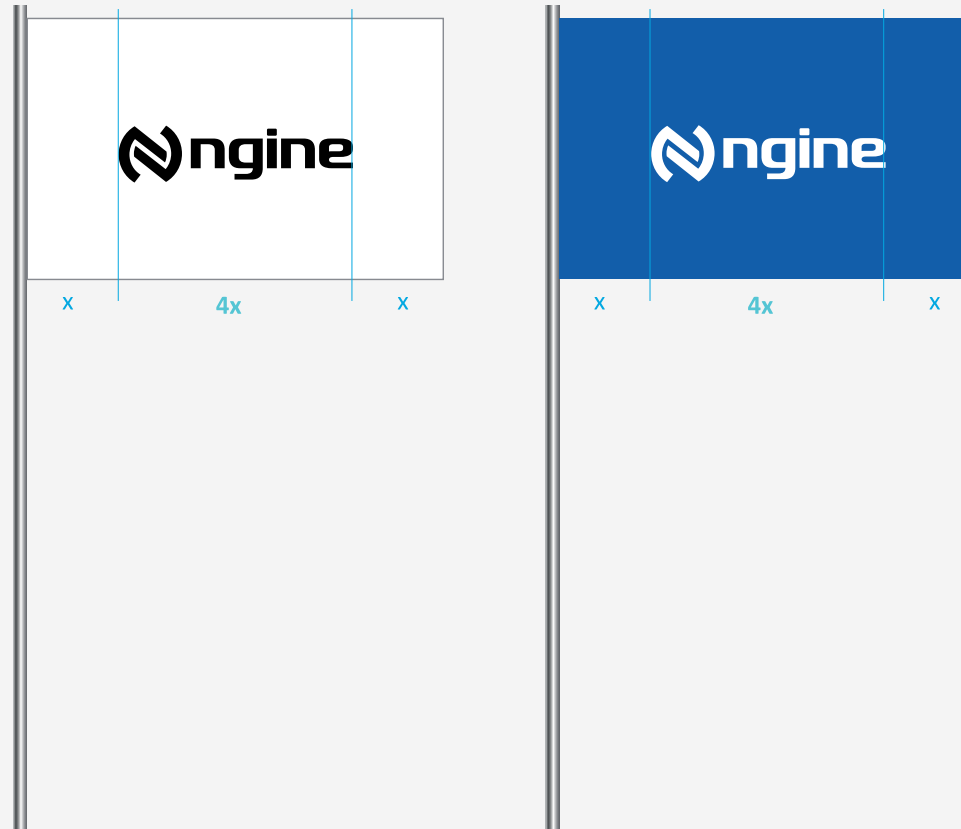




Size: 430 mm x 320 mm. The address block is located behind the file.



// flag examples.

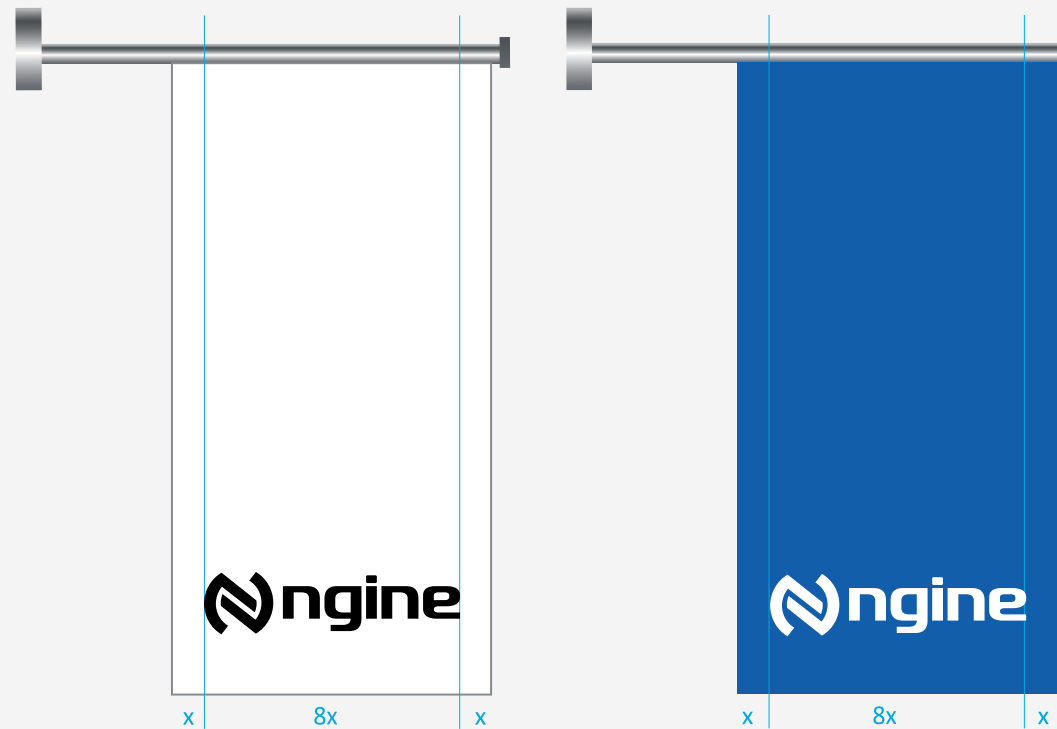


Size: miscellaneous. On the side are Ngine's flag designs for white and black backgrounds.





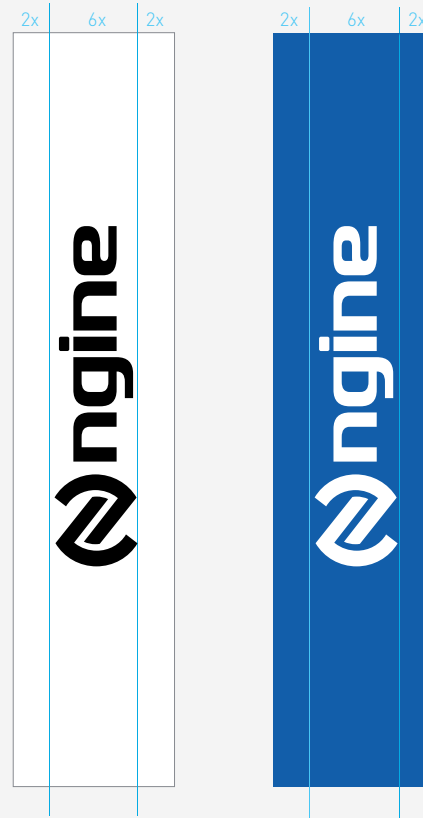
// vertical banner example.



Size: miscellaneous. On the side are Ngine's flag designs for white and black backgrounds.



// flag example.

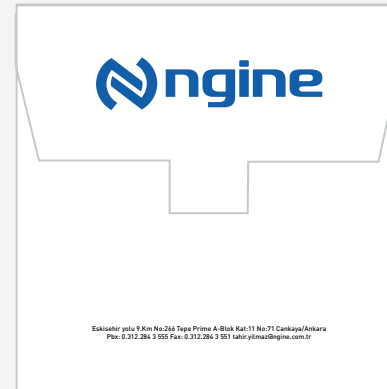


Size: miscellaneous. On the side are pennant designs on white and black background.





// CD/DVD cover example.



Size: miscellaneous. On the side, CD cover and CD designs are included.



// brandmark.



Home example



Continuation page

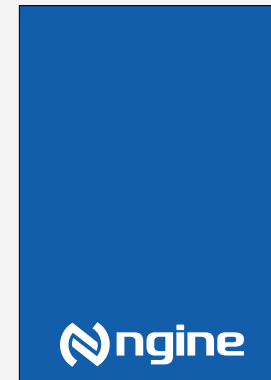
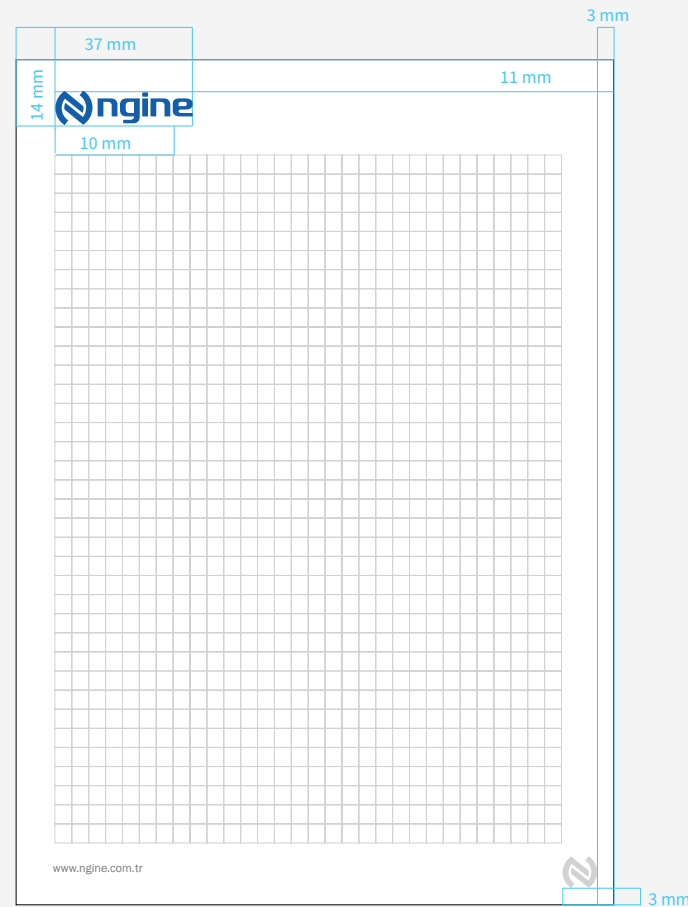


Brackets

Home, continuation page, and parentheses. Presentation page templates are included on the side.



// notepad example.



Lid

Size: 148 mm x 210 mm. Paper: 90 g Conqueror white, checkeredFont: Franklin Gothic Book / Franklin Gothic Demi 9 pt.



[www.therandomeconcepto.co.uk](http://www.therandomeconcepto.co.uk)

[og@therandomeconcepto.co.uk](mailto:og@therandomeconcepto.co.uk)

 /the.randome.concepto

 /the.randome.concepto

 /randomeconcepto

