



v1.1
2025

Hitit University Communication Office

Hitit University
Corporate Identity Guide
v1.1

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As new needs develop over time, updated designs will be added to this guide.
This guide you are reading is the version dated 2025 v1.1.

www.hitit.edu.tr



Logo

A university logo defines the institution's visual identity, increasing its recognizability. A strong logo reflects the institution's values and creates an image for faculty, students, and the community.

Corporate Logo



Hitit University Corporate Logo



In order not to disrupt the holistic perception of the logo, a 1-unit empty space should be left around the 3-unit logo as shown above, and no graphic elements should be used in this area.



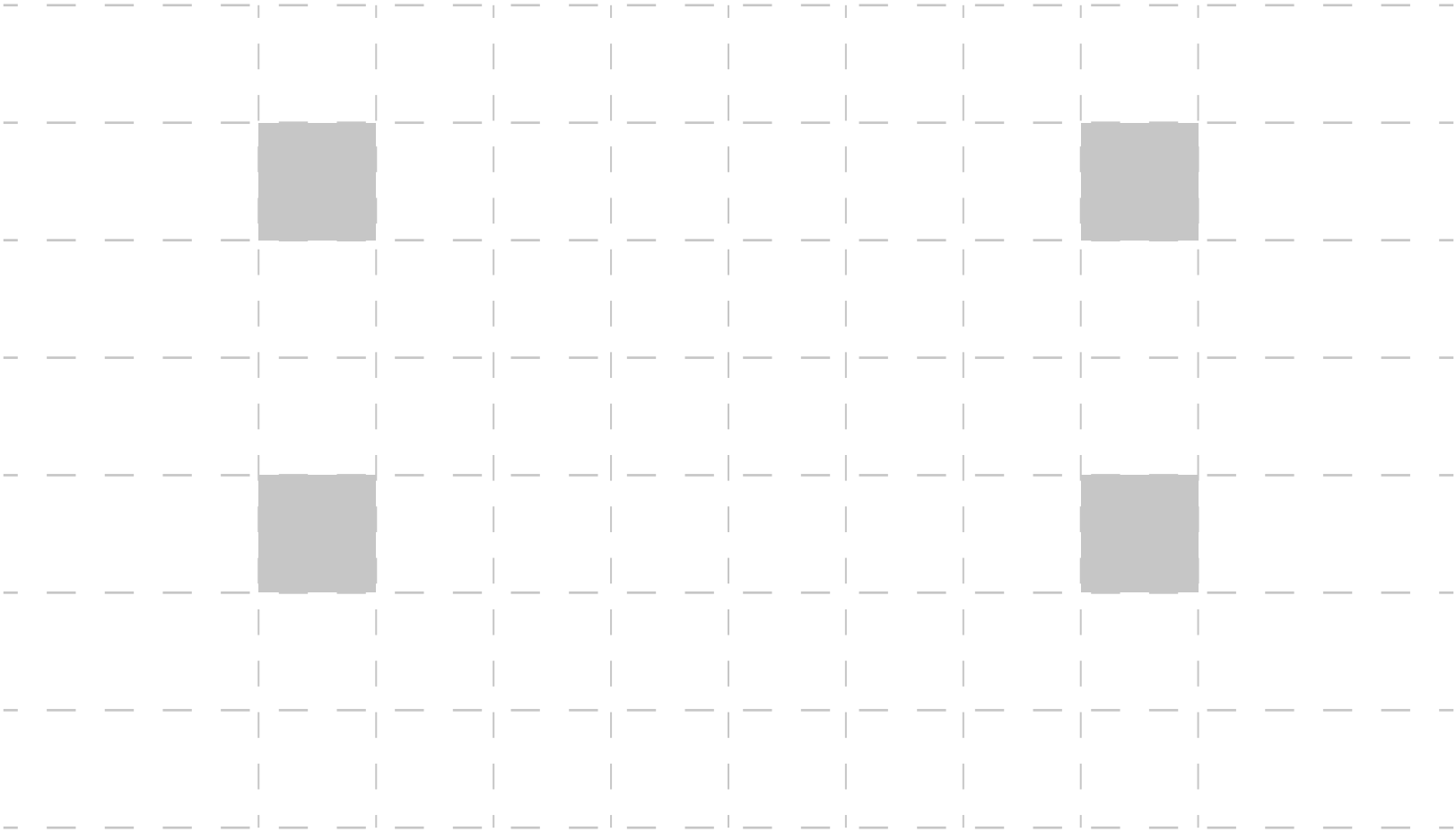
Horizontal Logo

Horizontal logos should be used on social media, websites, and digital platforms. Horizontal logos should be used in areas where the corporate logo cannot be used or if it falls below the specified minimum size.



Amblem

It should be used in areas where the corporate logo and horizontal logo are too small or unsuitable for use.



In order not to disrupt the holistic perception of the logo, a 1-unit empty space should be left around the logo, which has a height of 2 units as shown above, and no graphic elements should be used in this area.

Logo Colors
Corporate Logo



Light Background

Color Scheme for White and Light
Gray Backgrounds



Dark Background

Color Scheme for Dark and
Black Backgrounds

Logo Colors
Horizontal Logo



Light Background

Color Scheme for White and Light
Gray Backgrounds



Dark Background

Color Scheme for Dark and
Black Backgrounds

Turkish

Corporate and Horizontal Logo



Use of the Logo

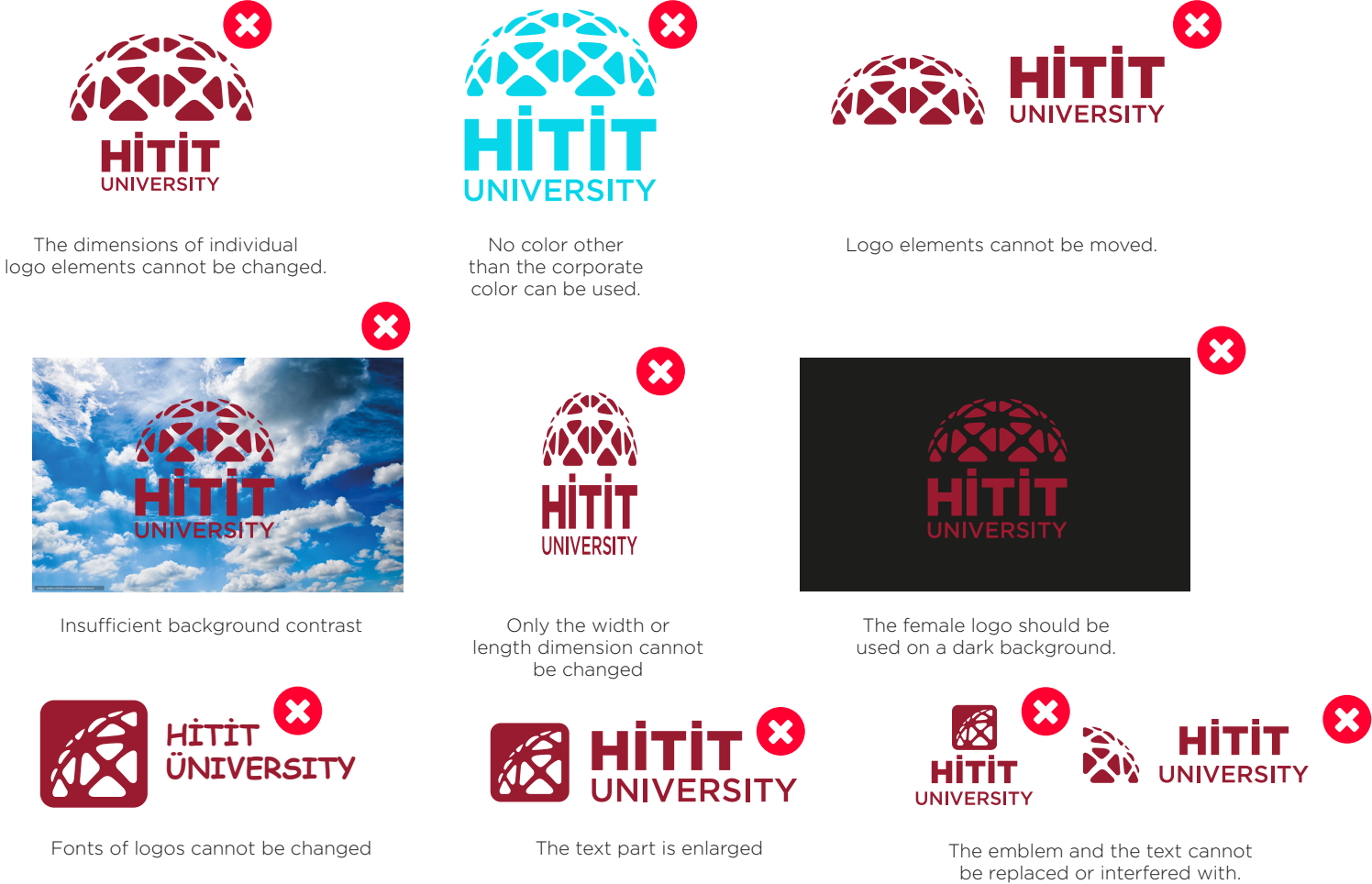
It's crucial to maintain the corporate identity framework across all media where the company's logo is used. This section includes details such as logo size, colors, and placement, aiming to portray a professional and effective image across all communication channels.

Use of the Logo

Correct Uses



Incorrect Uses



Sizing the Logo



The minimum dimensions required for clear and legible logo use are shown above.

A large, faint, light red watermark of an institutional logo is centered in the background of the slide. The logo features a shield with a cross, topped by a crown, and surrounded by circular elements.

Color Palette

Institutional Colors and Color Codes

Our Color Palette

The color palette defined in the university’s corporate identity reflects the institution’s character and values, creating a powerful visual experience. Color choices contribute to emotional connection and a consistent appearance, emphasizing the university’s unique identity.

Primary Color

Main Color - Dark

Special

Gray

Primary Color



PANTONE P 58-16 C
C:26 **M:**100 **Y:**73 **K:**25
R:154 **G:**23 **B:**47
#9A172F

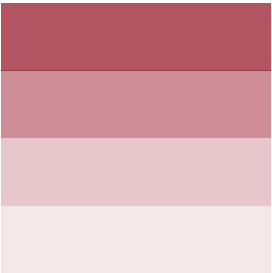
Color Palette
Toning

01

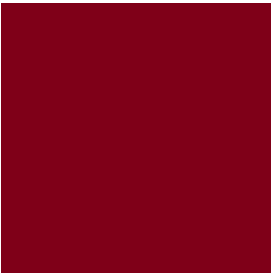


Primary Color

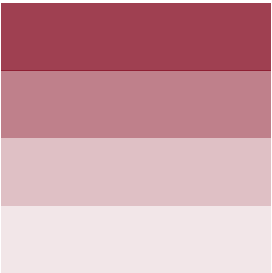
75%
50%
25%
10%



02



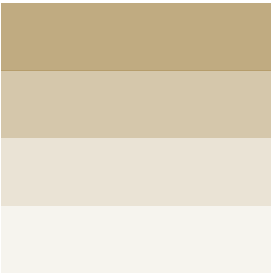
Main Color - Dark



03



Special



04



Gray

75%
50%
25%
10%



Color Palette
Color Codes

Primary Color



Hex #9A1A2F
R154, G26, B47
C26, M100, Y81, K23

Main Color - Dark



Hex #7F0018
R127, G0, B24
C29, M100, Y93, K38

Special



Hex #AC9058
R172, G144, B88
C32, M39, Y75, K5

Gray



Hex #C6BAB5
R198, G186, B181
C23, M24, Y24, K0

Font

A specific typeface reflects an organization's corporate identity, ensuring brand integrity. Inconsistent use of typefaces can undermine the perception of professionalism and credibility in an organization's communications.

Gotham Family

The Gotham Family typeface maintains our institutional integrity by providing a consistent visual presentation across all our communications. This typeface should be used across communication materials and/or platforms, including websites, digital presentations, email signatures, announcements and notices, printed materials, social media graphics, and on-campus signage and signage.

Gotham Light

a b c d e f g h i j k l
m o p q r s t u v w x y z

Gotham Medium

a b c d e f g h i j k l
m o p q r s t u v w x y z

Gotham Ultra

a b c d e f g h i j k l
m o p q r s t u v w x y z

Bodoni Moda Family

To strengthen our university's corporate identity and provide flexibility in various communication materials, a new alternative typeface is also being used. This auxiliary typeface should be used particularly on certificates of appreciation and participation, award certificates, plaques, and similar documents.

Bodoni Moda Regular
a b c d e f g h i j k l
m o p q r s t u v w x y z

Bodoni Moda Bold
a b c d e f g h i j k l
m o p q r s t u v w x y z

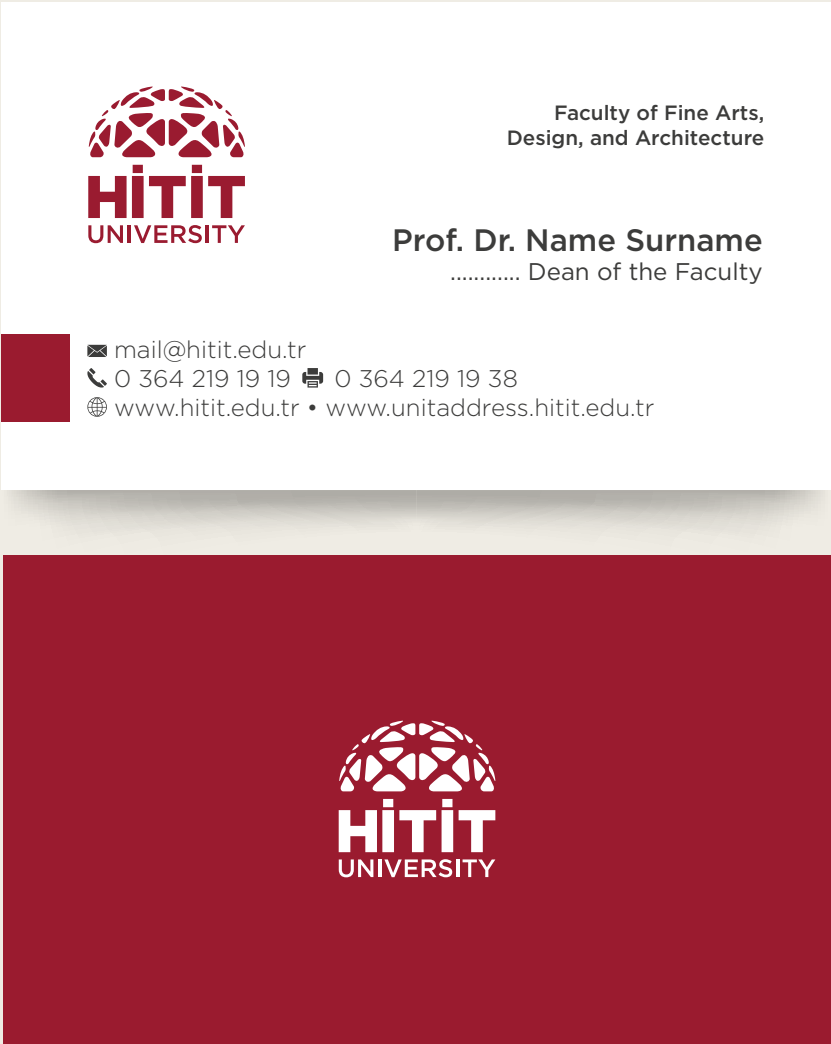
Bodoni Moda Black
a b c d e f g h i j k l
m o p q r s t u v w x y z

Printed and Digital Materials

Materials such as business cards, letterheads, etc.

Business Card

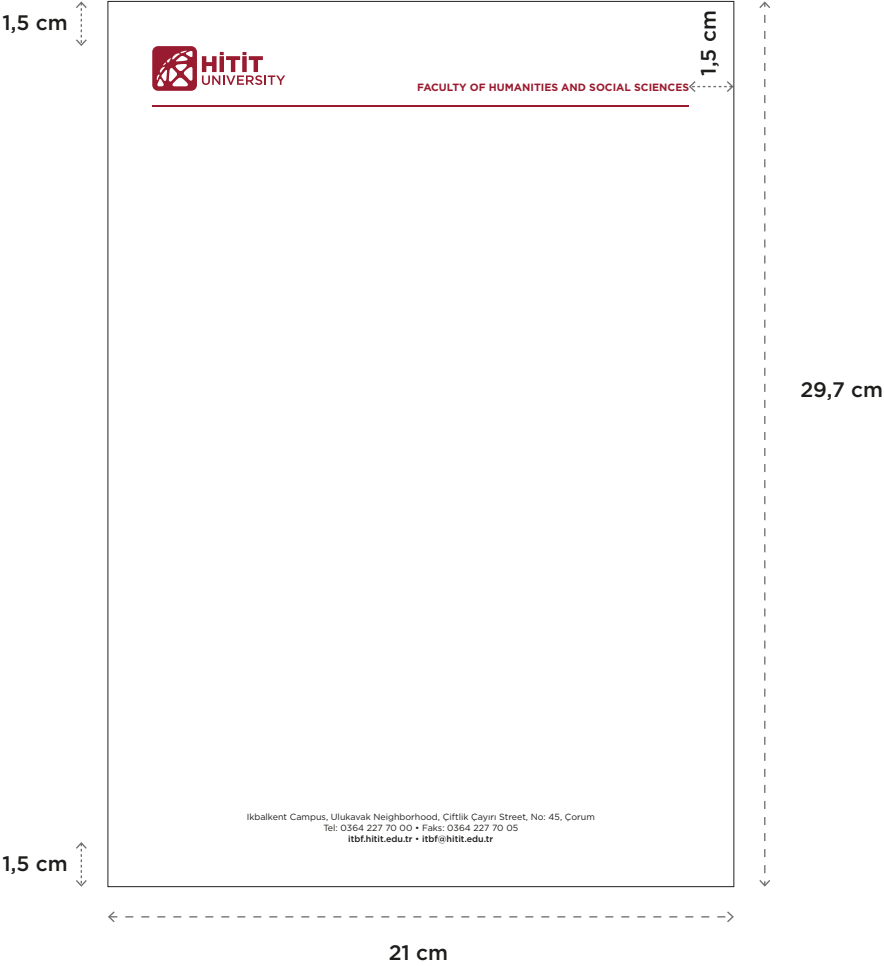
Size : 8,5 x 5 cm



Letterhead



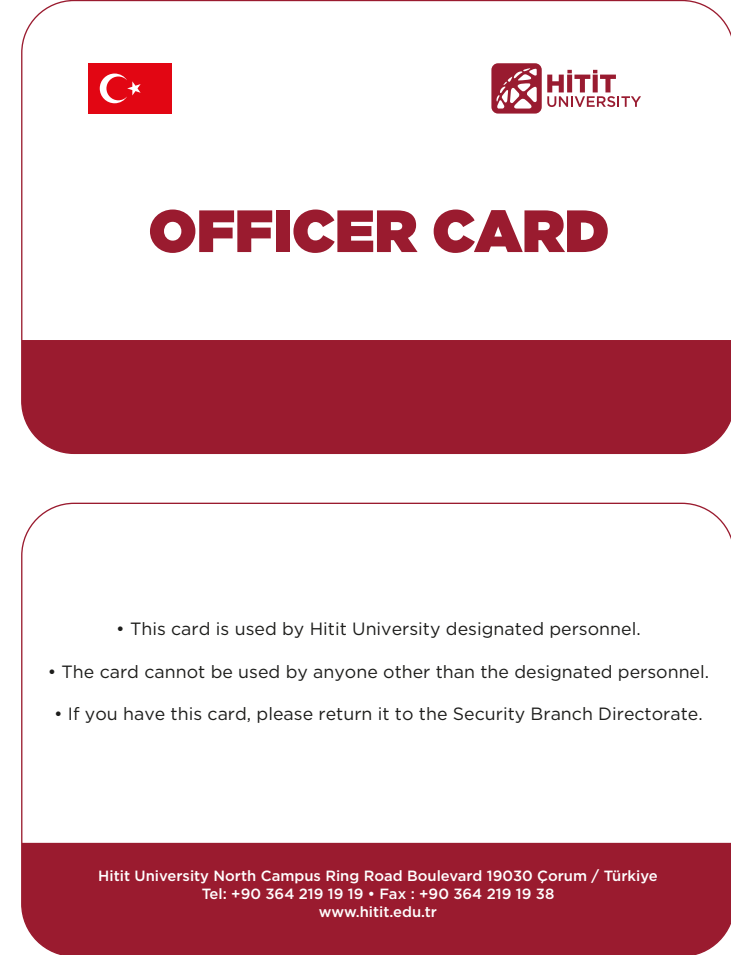
Unit Letterhead



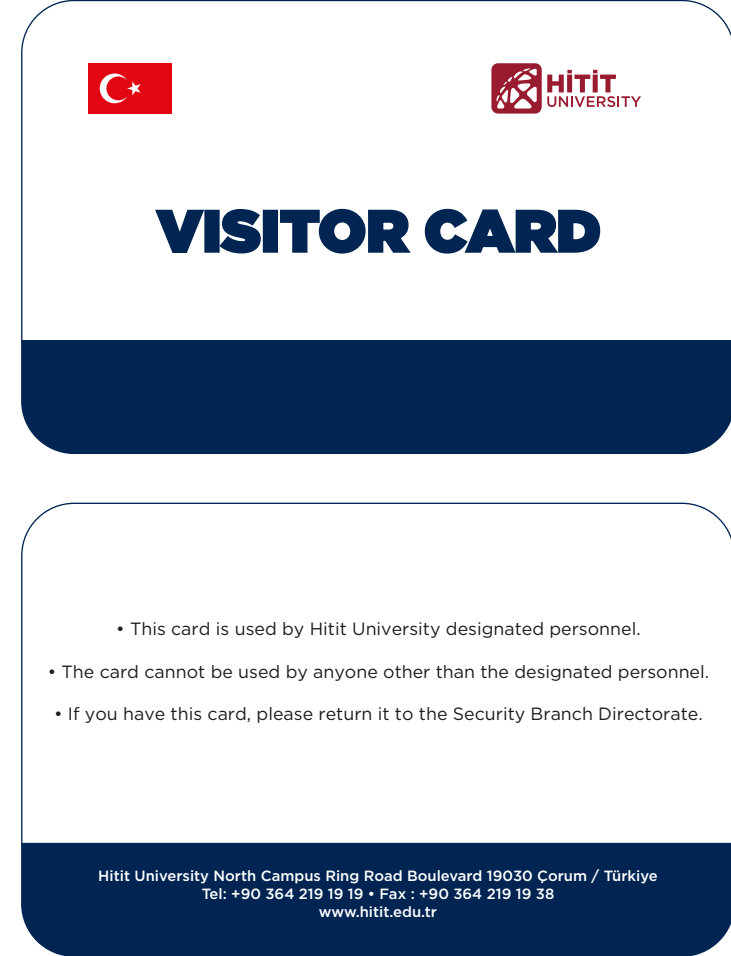
Pocket File



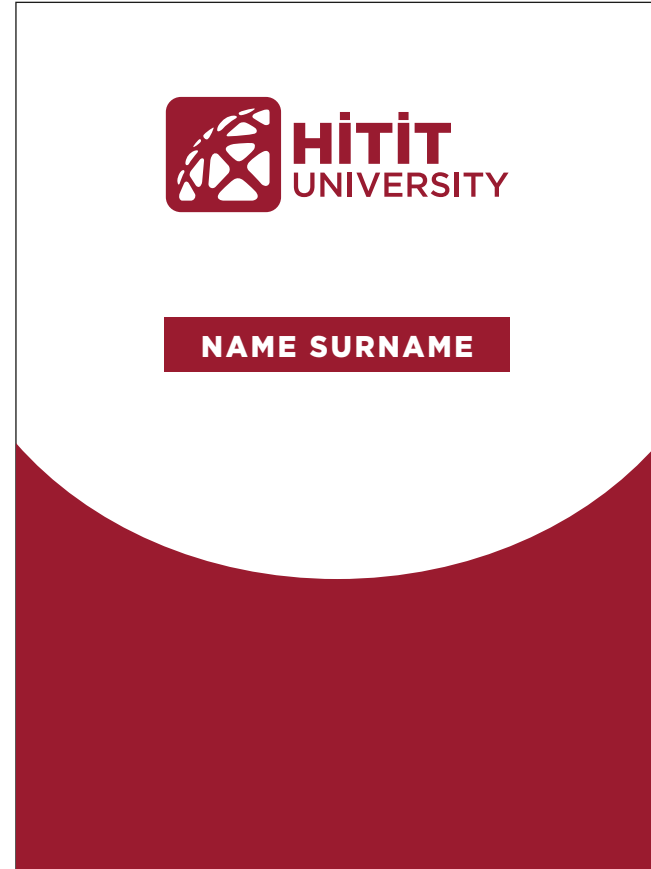
Officer Card



Visitor Card

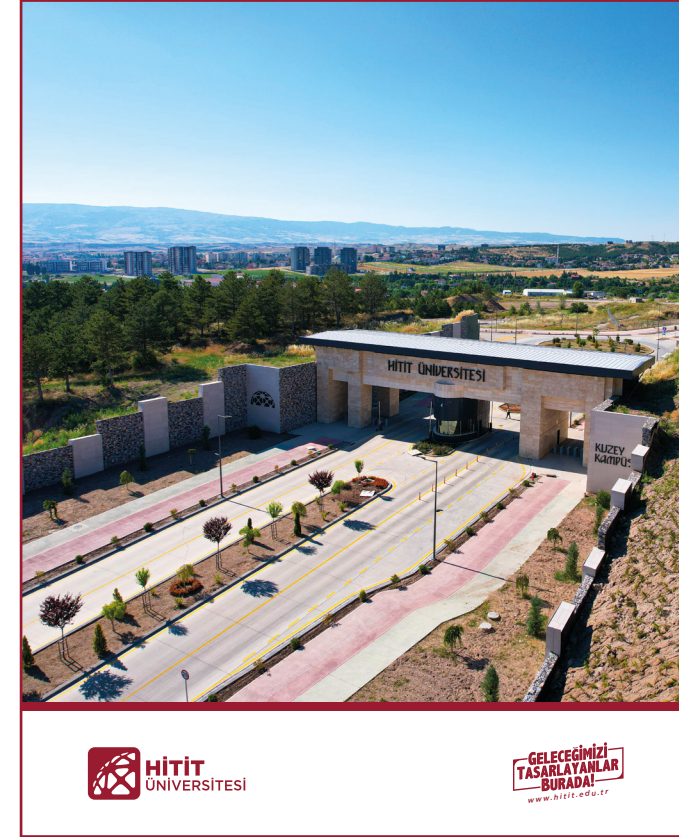


Name Badge



Social Media

A horizontal logo is used in social media posts. Faculty or unit names are also used to the right of the logo, as shown below.



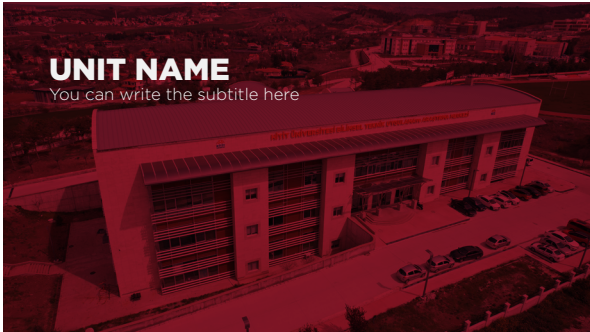
Presentation File

The pages that can be used in the presentation file are shown on the right. A text-editable version of the presentation file can be found separately in Powerpoint (PPT) format on the corporate identity page of our website.

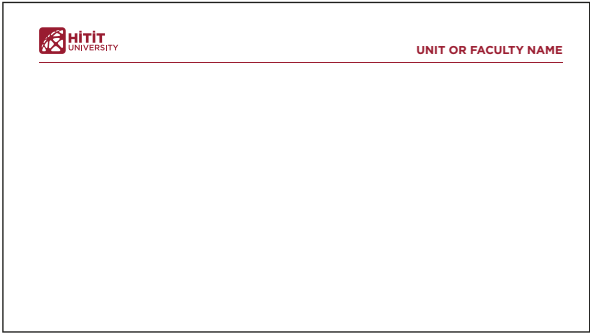
Front Cover



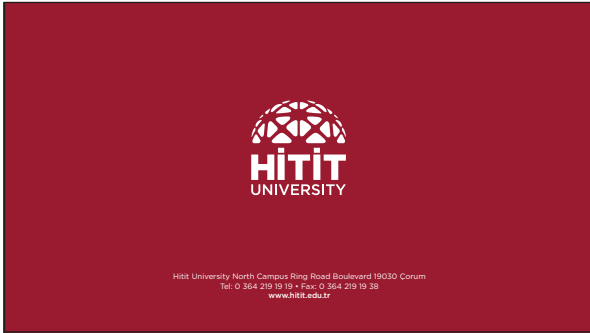
Separator



Page



Last Page, Back Cover



Certificate of Appreciation

Font : **Bodoni Moda**

Certificate of Appreciation Title: Bodoni Moda Black - 35pt

Dear Name and Surname: Bodoni Moda Bold - 20pt

Acknowledgement Text: Bodoni Moda Medium Italic - 15pt

Name and Surname: Bodoni Moda Black - 15pt

Title: Bodoni Moda Medium - 15pt

Editable Adobe Illustrator (Ai), Adobe Photoshop, and Word formats are available on our website's corporate identity page.



Certificate of Participation

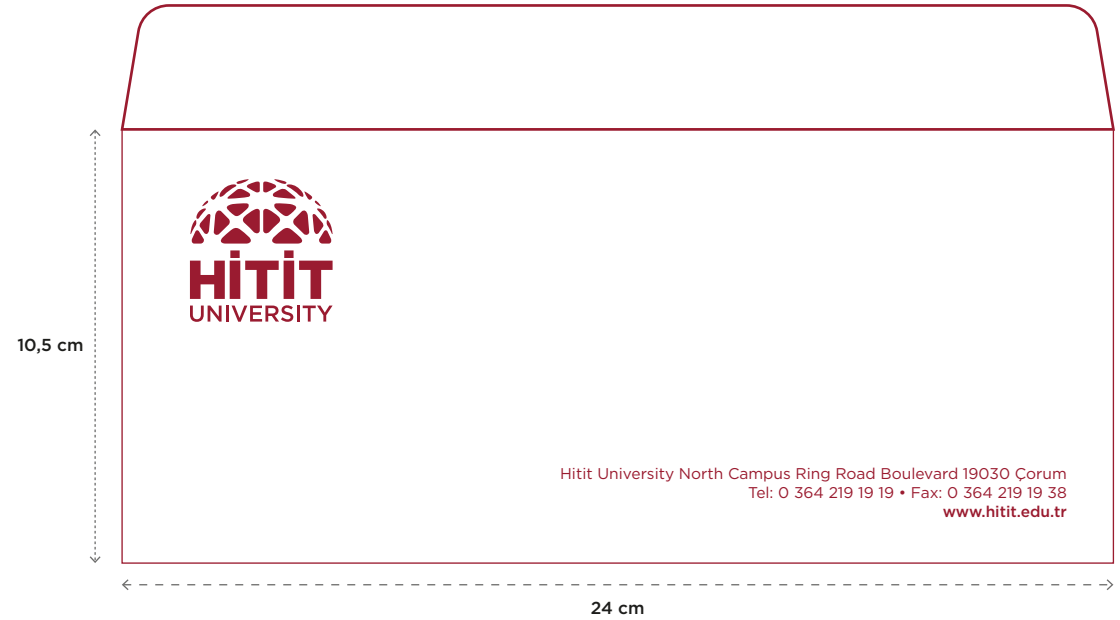
Font : **Bodoni Moda**

Certificate of Participation Title: Bodoni Moda Black - 35pt
Dear Name and Surname: Bodoni Moda Bold - 20pt
Thank You Text: Bodoni Moda Medium Italic - 15pt
Name and Surname: Bodoni Moda Black - 15pt
Title: Bodoni Moda Medium - 15pt

Editable Adobe Illustrator (Ai), Adobe Photoshop, and Word formats are available on our website's corporate identity page.



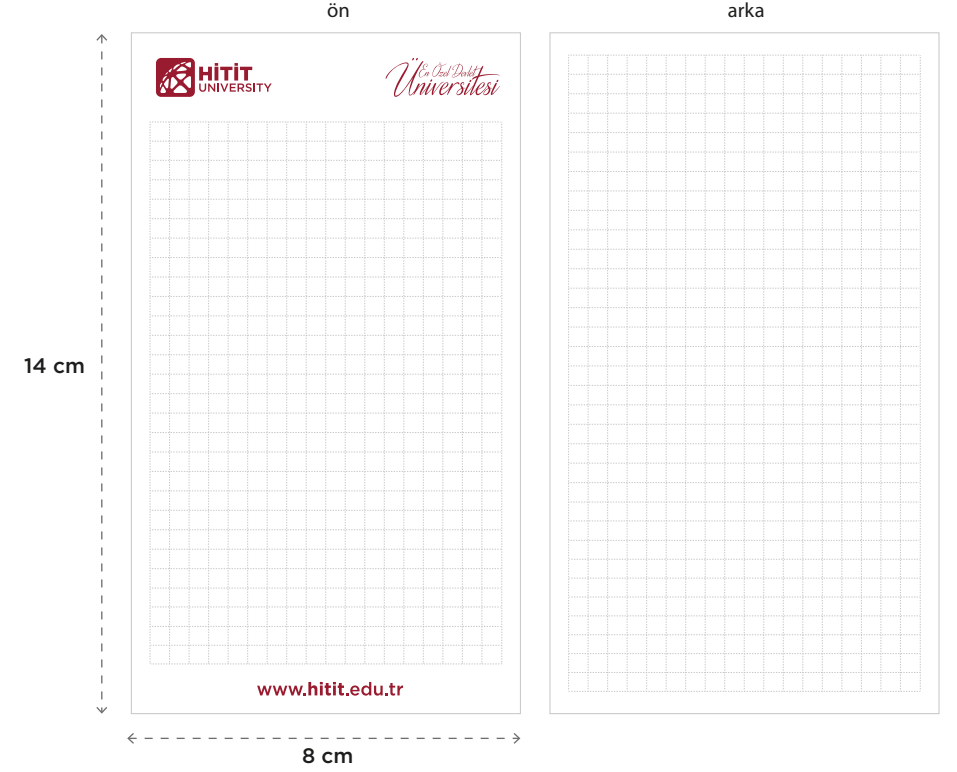
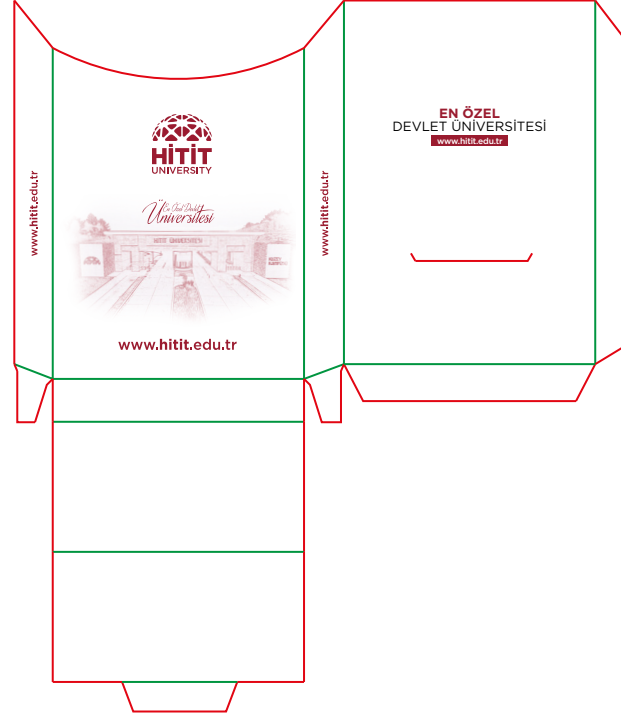
Diplomat Envelope



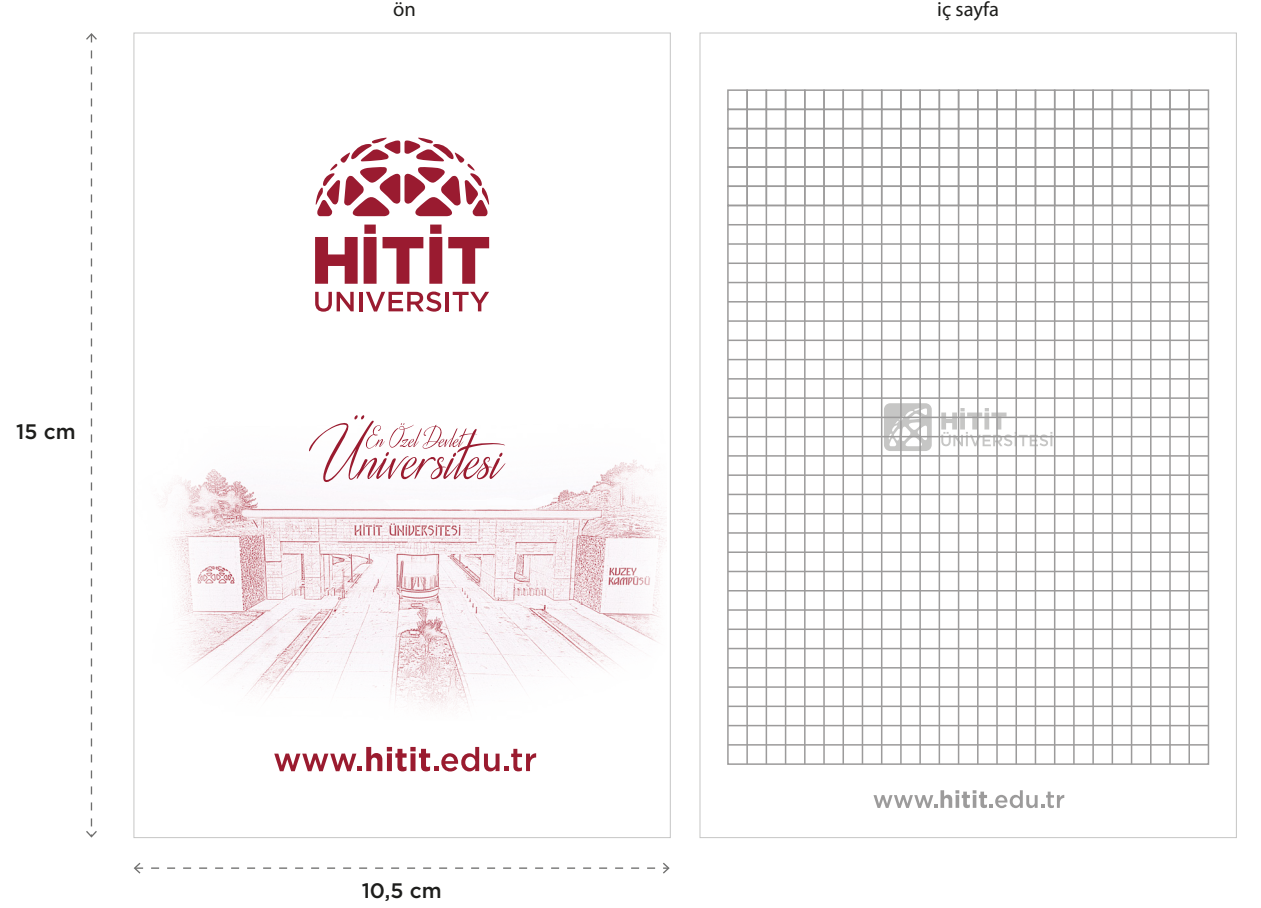
Bag



Notepad



Writing Pad



Talking Card



Üniversitesi

Roll Up

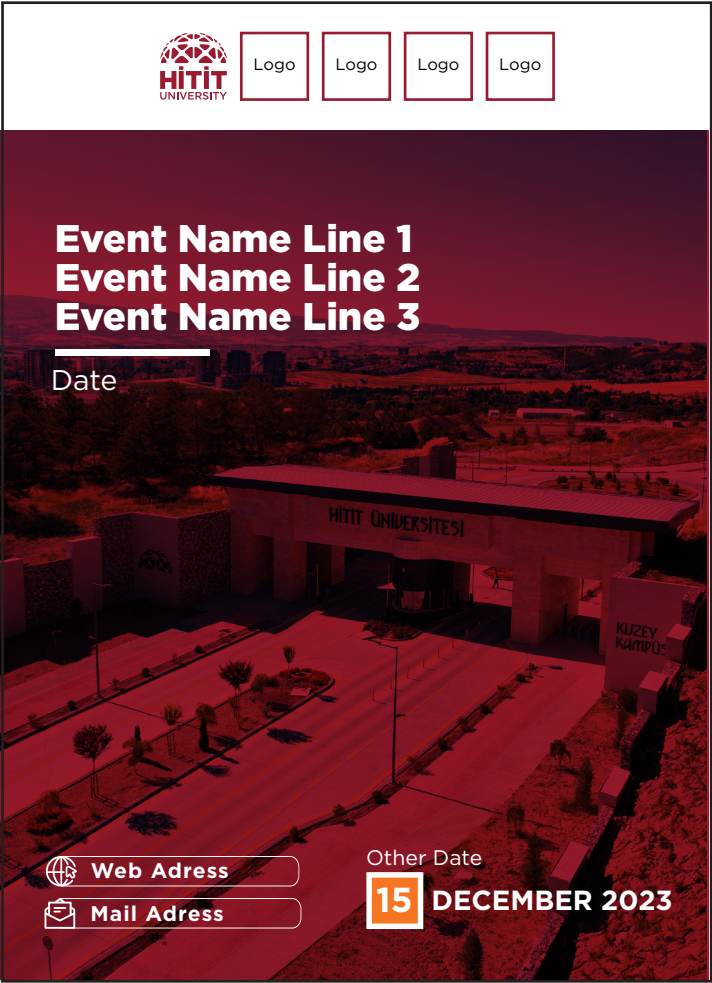


Billboard



Banner

Logos are used at the top and in equal proportion in poster designs. Poster templates for shared event use are available separately on our website's corporate identity page in Adobe Illustrator (Ai) and Adobe Photoshop (PSD) formats.



Pen

Our horizontal logo is used in the pen design.



Mug

Our corporate logo is used in the mug design.



Email Signature

The signature format to be used in corporate emails will be like this.

Prof. Dr. Name Surname		 HİTİT UNIVERSITY
Title		
✉ mailaddress@mail.com	Faculty of Economics and Administrative Sciences	
☎ 0(555) 555 55 55	Department of Business Administration	
☎ 0(364) 555 55 55		
☎ 0(364) 555 55 55		
📍 Üçtutlar Mah. Kuzey Kampüsü Çevre Yolu		
Bulvarı 19030 - ÇORUM		

Flag



Swallowtail Flag



Table Flag





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