



Branding. Guidelines

Key Concepts

Scope of the Guidelines

- 01 Our Values
- 02 Our Logo
- 03 Color Guidance
- 04 Typography
- 05 Social Media Posts



Our Values

Musical traditions with modern currents

A musical meeting point where horizons broaden and traditions find new life. 12 years of history starting from det turkise telt, but also a new leap, new currents, and a new house. Embracing concert spaces where music is both seen, heard, felt and shared in an atmosphere full of life, rhythm, energy and new ideas.



Our logo and the meaning behind it

The logo is inspired by the environment created by det turkise telt at the concerts and festivals. The inspiration comes from covering dancefloor and stage with persian carpets.



Logo Full Color

Should be used in documents
or black & white photos



Logo Turkis

Should be used on black & white photos

The logo consists of the word "turkis" in a bold, lowercase, sans-serif font. The letter "k" is stylized with four small squares arranged in a 2x2 grid above and below it.

turkis

Logo Black

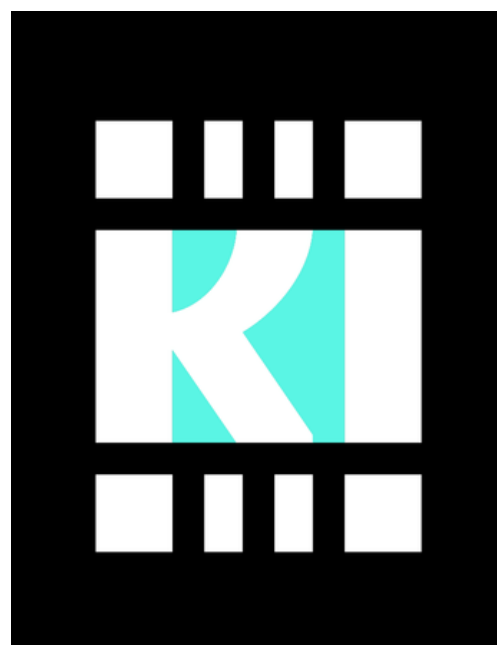
Should be used on colourful backgrounds
from our palette

The logo is centered over a dark, vibrant photograph of a DJ in a white shirt performing at a night event. A crowd of people is visible in the background, some with their hands raised. The scene is lit with warm, orange and red lights, creating a lively atmosphere.

turkis

Logo White

Should be used on colourful photos



Logo Icon

Proposition to consider



Logo Icon

Proposition to consider

DO NOT deform

stretched webpage icon should be changed

Exclusion Zones

The safe distance to put your logo in

To protect the clarity of the logo and ensure it has as much impact as possible, it should be surrounded by an area of space known as the exclusion zone. The exclusion zone is measured at the same size as the 'ki' in the turkis name.

The minimum of safe space.



Proper Use

Branding Dos & Don'ts



DO NOT change the background colors.
Use colors in the palette.



DO NOT rotate the logo.
Keep the logo vertical and horizontal

The only exemption is
a rounded sticker



DO NOT cut the logotype nor deform the shape

It can't be handpainted without the stencil



DO NOT use tint or opacity.

Color Palette

<div>HEX CODE #000000</div> <div>RGB: 100 100 100</div> <div>CMYK: 80 80 80 80</div>	<div>HEX CODE #BF3F2D</div> <div>RGB: 191 63 45</div> <div>CMYK: 18 89 93 7</div>	<div>HEX CODE #5146AE</div> <div>RGB: 81 70 174</div> <div>CMYK: 80 82 0 0</div>	<div>HEX CODE #4B131A</div> <div>RGB: 75 19 26</div> <div>CMYK: 43 87 71 65</div>	<div>HEX CODE #CAC3C1</div> <div>RGB: 202 195 193</div> <div>CMYK: 21 20 19 0</div>
<div>HEX CODE #39C699</div> <div>RGB: 57 198 153</div> <div>CMYK: 67 0 54 0</div>	<div>HEX CODE #000000</div> <div>RGB: 100 100 100</div> <div>CMYK: 80 80 80 80</div>	<div>HEX CODE #E43BA8</div> <div>RGB: 228 59 168</div> <div>CMYK: 11 87 0 0</div>	<div>HEX CODE #323B17</div> <div>RGB: 50 59 23</div> <div>CMYK: 68 52 94 59</div>	
<div>HEX CODE #008180</div> <div>RGB: 0 129 128</div> <div>CMYK: 86 31 50 8</div>	<div>HEX CODE #FF7800</div> <div>RGB: 255 120 0</div> <div>CMYK: 0 66 100 0</div>	<div>HEX CODE #FFECC7</div> <div>RGB: 255 236 199</div> <div>CMYK: 0 6 24 0</div>	<div>HEX CODE #E2F000</div> <div>RGB: 226 240 0</div> <div>CMYK: 17 0 100 0</div>	

AFRONAUT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use in titles, short texts, artist names and dates

Typography.

Type family.

Natom Pro

Light

Regular

Medium

Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

Type family



Social Media Posts

Don't cut posters. Use big letters in short titles.

17.03.2022 SOFA PEOPLE
AND LONGER NAME IN HERE



turkis

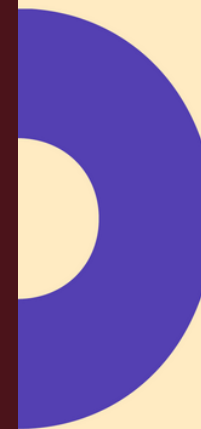
17.03.2022
SOFA PEOPLE

additional text
if needed could be here



turkis

turkis



00.00.2022 HERE IS THE NAME OF
THE ARTIST SO THERE IS A SPACE

Social Media Posts Artists

Experiment with frames and colors



Keep in touch

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