



Turkic Wikimedia Conference

Brand Guidelines

February 2023



WIKIMEDIANS
OF
TURKIC LANGUAGES
USER GROUP



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Please read before using:

The brand guidelines of the Turkic Wikimedia Conference is an inseparable whole with all its components.

It is strongly requested to comply with all the rules in this brand guidelines, which is the face of the Turkic Wikimedia Conference.

For all your questions about brand identity:
info@wmturkic.org

Logo



LOGO

The main logo of the Turkic Wikimedia Conference is as indicated on the page.

In order to protect the integrity of the brand, the logo should not be interfered with other than the brand guidelines rules.

The text in the logo is written using the Montserrat ExtraBold font.

Meaning

The logo consists of people united, derived from a letter of the Orkhon alphabet, and the text of the Turkic Wikimedia Conference.

People in unity represent a conference where participants from the Turkic world join together for a purpose.

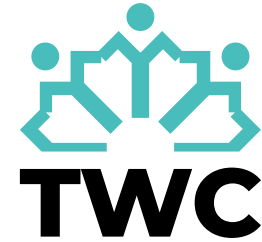


SECONDARY LOGOS

Secondary logos are as indicated on the page.

These logos are designed for use in areas where the main logo cannot be used.

Please inquire again whether the main logo is really suitable for the area where you will apply these logos.



CLEAR SPACE AND DIMENSIONS

In logo applications, attention should be paid to clean space and dimensions.

The rules stated on the page apply to all logo types.

Clear space

The clear area cannot be less than the dimensions specified on the sheet.

T = clear space

■ = The distance between the letter T and the icon.



BLACK AND WHITE USAGE

The use of the Turkic Wikimedia Conference logo in black and white areas is as indicated on the page.

The rules stated on the page apply to all logo types.



INCORRECT USAGE

Examples of incorrect usage of the Turkic Wikimedia Conference logo are as indicated on this page.

In order to protect the integrity of the brand, the logo should not be interfered with other than the brand guidelines rules.

Different uses in the brand guide are not within this scope.



The positions of the logo elements cannot be changed.



Logo ratio cannot be changed.



The logo cannot be shaded.



A color other than the brand colors cannot be used.



Logo orientation cannot be changed.



Font and thickness cannot be changed.

LOGO APPLICATIONS

Details on how the logo should be used on different surfaces are given on the page.



USE OF THE LOGO WITH OTHER LOGOS

Details on how the Turkic Wikimedia Conference logo should be used with other logos are as indicated on the page.

A space of 2 T size is placed between the logos.



Colors



COLORS

The main colors of the Turkic Wikimedia Conference corporate identity are turquoise and black.

In addition, the colors of the Wikimedia Foundation can be used alongside other secondary colors. However, it should be noted that the color values of the logo should never be changed.

To use more different colors, please contact us.

Turquoise

RGB (Digital)	HEX (WEB)
72 189 187	#48bdbb
CMYK (Print)	Pantone
66 0 30 0	3258 C

Black

RGB (Digital)	HEX (WEB)
00 00 00	#000000
CMYK (Print)	Pantone
60 40 40 100	Black 6 C

Red

RGB (Digital)	HEX (WEB)
153 00 00	#900000
CMYK (Print)	
24 100 100 25	

Green

RGB (Digital)	HEX (WEB)
51 153 102	#339966
CMYK (Print)	
67 00 33 40	

Blue

RGB (Digital)	HEX (WEB)
00 99 191	#0063BF
CMYK (Print)	
89 63 00 00	

Fonts



FONTS

The Montserrat font family, which is also used by the Wikimedia Foundation, is used in the corporate identity of the Turkic Wikimedia Conference.

For local communication works, the Noto Sans font family, which is also recommended by the Wikimedia Foundation, can be used for alphabets that are not supported by the Montserrat font family.

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

*Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.*

Noto Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.*

Event Design Rules



EVENT DESIGN RULES

In this section, there are design rules recommended to be used in Turkic Wikimedia Conference events to be held.

It is recommended that you consider these recommendations.

Please contact us for different usage requests than those in the guide.

EVENT LOGO

Details on how the Turkic Wikimedia Conference logo should be included in the logo of your event are as indicated on the page.

The TWC (Turkic Wikimedia Conference) icon should always be used on event logos.

The designs on this page are a suggestion only.

City names are indicated only for the purpose of differentiation.



COMMUNICATION LANGUAGE

The language of communication at Turkic Wikimedia Conference events should always be inclusive and based on a sense of unity.

Unity, which is also highlighted in our main logo, is the most important part of our community and events.

For this reason, natural photographs of the area where the activity is held and photographs that will further strengthen the sense of unity should be chosen in visual communication works.

Photographs must be Creative Commons licensed.



