

**Istanbul Gelisim University
Logotype colors
Pantone Reflex Blue C**

Color is one the most important elements that provides consistency in Corporate Identity Logotype color is detemined as blue (Reflex Blue C).

Tone differencies must be avoided.

If it is needed to produce Logotype in the color of the material (molten, sanding, embossing) it must be made a point of the color choice of the material.



**Istanbul Gelisim University
Logo for Vertical use**



**Istanbul Gelisim University
Logo for Horizontal use**

Color	PANTONE	C	M	Y	K	R	G	B
	Reflex Blue C	100	75	0	0	0	84	166

Istanbul Gelisim University Black color

For using black color it must be paid attention for black not to turn any other color

In exceptional cases that is used for single color newspapers Pantone Reflex Black C must be used instead of Pantone Reflex Blue



Color

PANTONE

C

M

Y

K



Process Black C

0

0

0

100