

MARMARA MUNICIPALITIES UNION

URBAN POLICY CENTER IDENTITY GUIDELINES



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LOGO STANDARDS

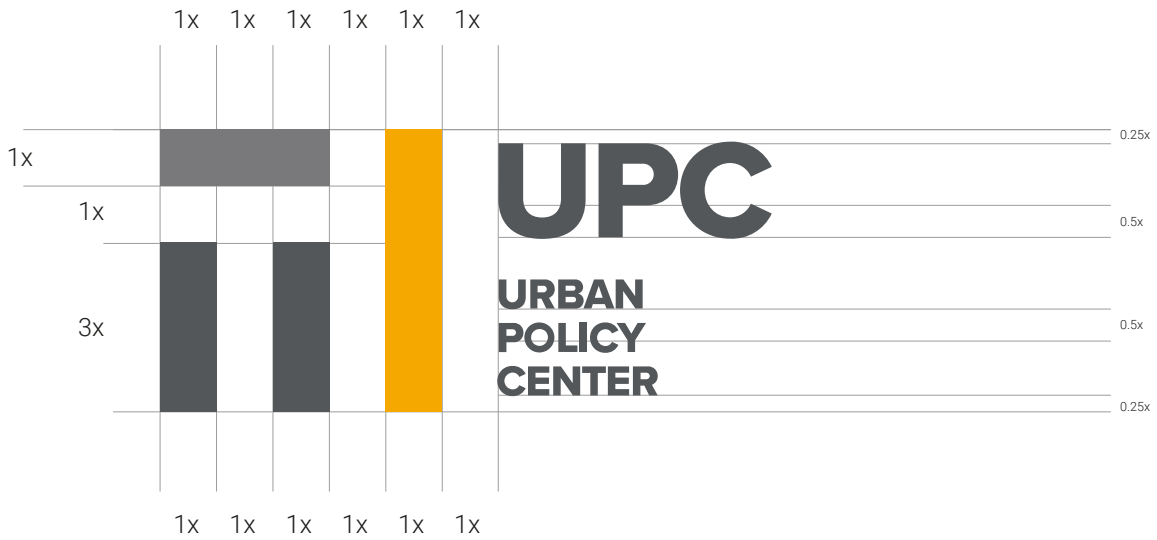
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UPC Logo

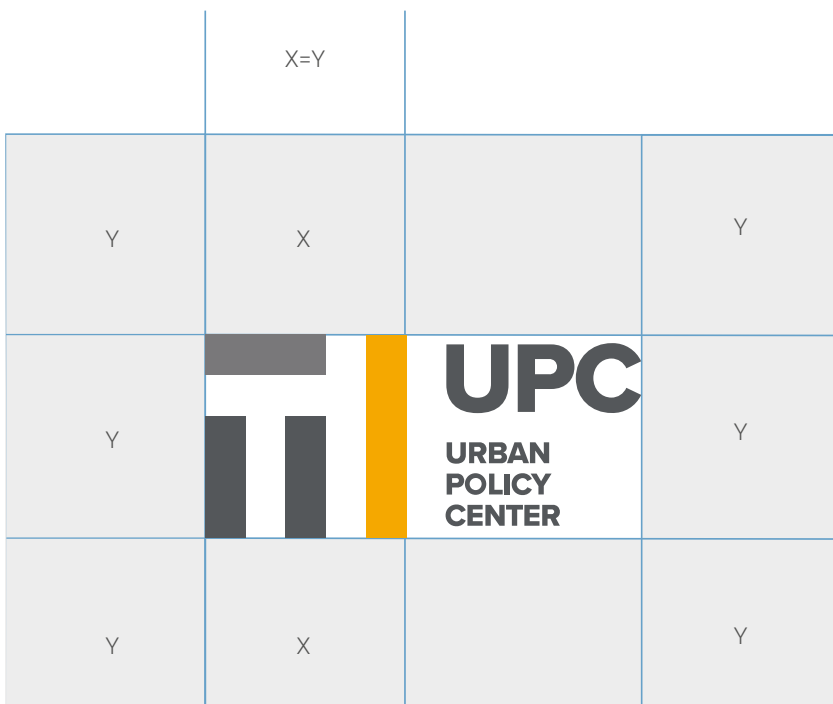
Urban Policy Center logo consists of the basic lines and font (Proxima Nova) of the MMU logo with the abbreviation of the center written in a larger font size and the name of the center below.

MMU colors are not included in the center logos, each center has its own unique colors.



Spacing between the Columns

Regardless of the level of cooperation, solidarity, sharing and support between cities, the autonomy of cities/ municipalities and their uniqueness are emphasized.



Clear Space

The minimum clear space around the logo is equivalent to the height indicated by "X". Where it is not possible to follow the clear space rule on both sides in confined spaces, the clear space can be X/2.

UPC Yellow

CMYK

2, 38, 100, 0

HEX

#f5a800

RGB

245, 168, 0

PANTONE

130 C

UPC Smoke Gray

CMYK

61, 50, 47, 40

HEX

#56585a

RGB

86, 88, 90

PANTONE

425 C

UPC Gray

CMYK

55, 46, 44, 10

HEX

#78787a

RGB

120, 121, 123

PANTONE

Cool Grey 9C

UPC Logo Colors

The main color of the UPC is the yellow above. Other colors are smoke gray and gray, which MMU also uses.

Marmara

PROXIMA BOLD

Urban

PROXIMA SEMIBOLD

Policy

PROXIMA MEDIUM

Urbanisation

PROXIMA REGULAR

Culture

PROXIMA LIGHT



Black Logo

The logo should be in its original colors when used in light backgrounds.

Only when the background causes poor legibility can the black version be used.

Icon Usage

UPC icon can be used alone. Only the icon should be used as a social media profile picture and favicon.



Minimum Size

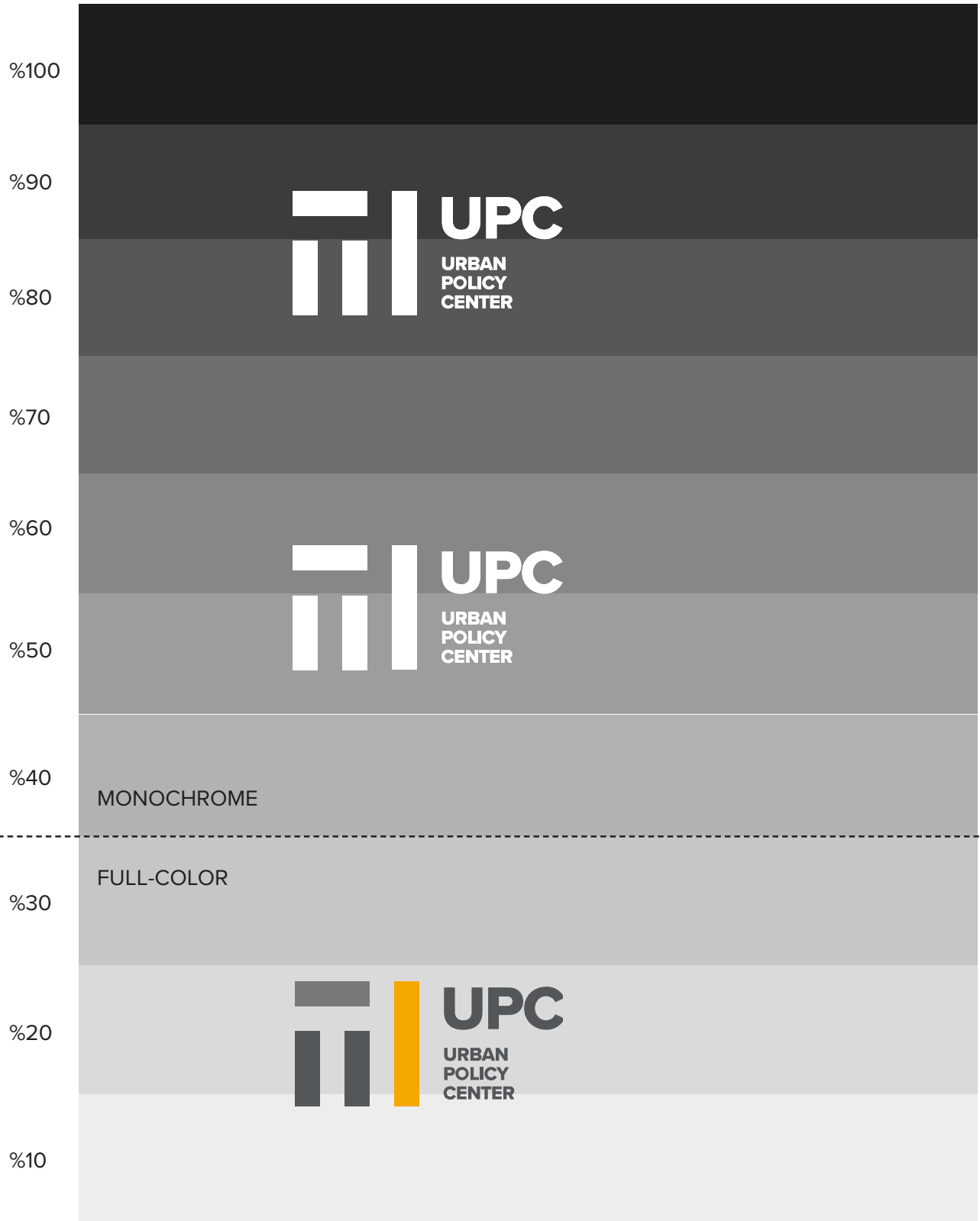
The minimum height of the logo is 10mm.



Different Backgrounds

The white logo should be used on dark, and UPC yellow backgrounds. On lighter backgrounds, when it is not required to use the logo in black or white due to illegibility, it should be in its original colors.

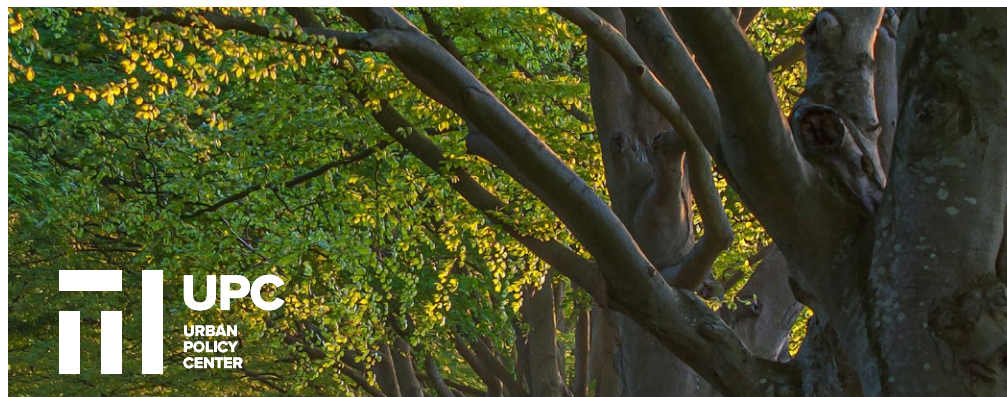
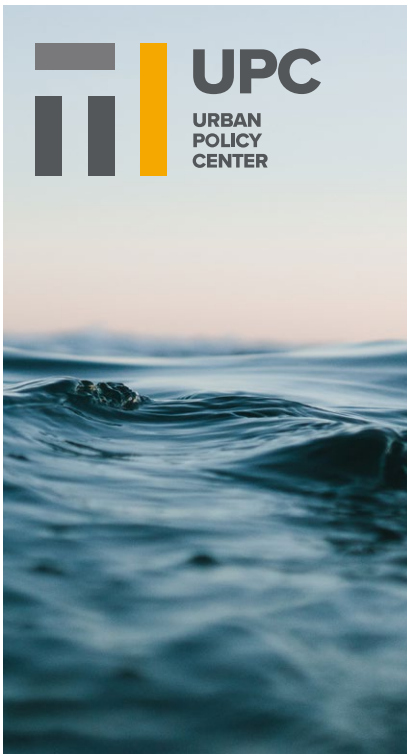
The correct use of the logo on different backgrounds is as follows.



Photography and the Logo

When used on photos, the logo should be positioned to provide maximum contrast with the background. Contrast ratios are shown in the previous page.

If the logo is not legible, all white version should be used. An alternative color preference or shading cannot be made.



Backgrounds Made of UPC Colors



The all-white version should be used on backgrounds that are UPC yellow.

There is no colored negative version of the logo.

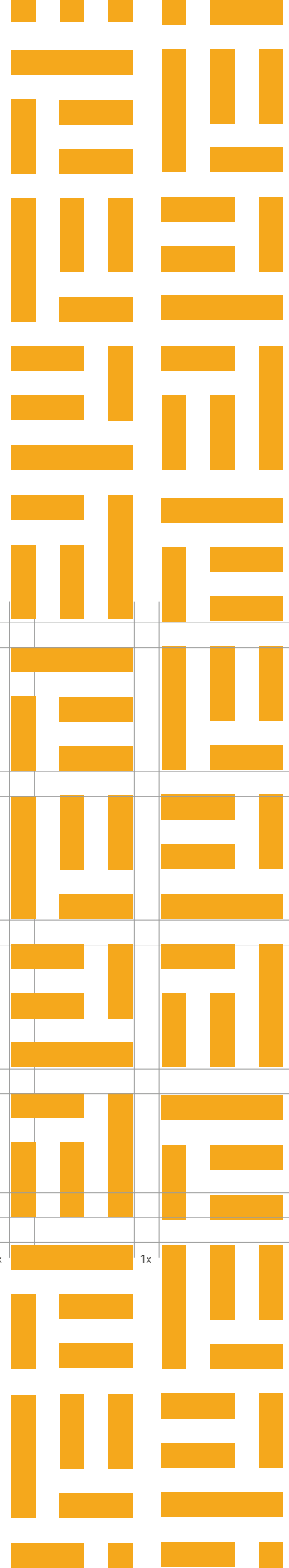
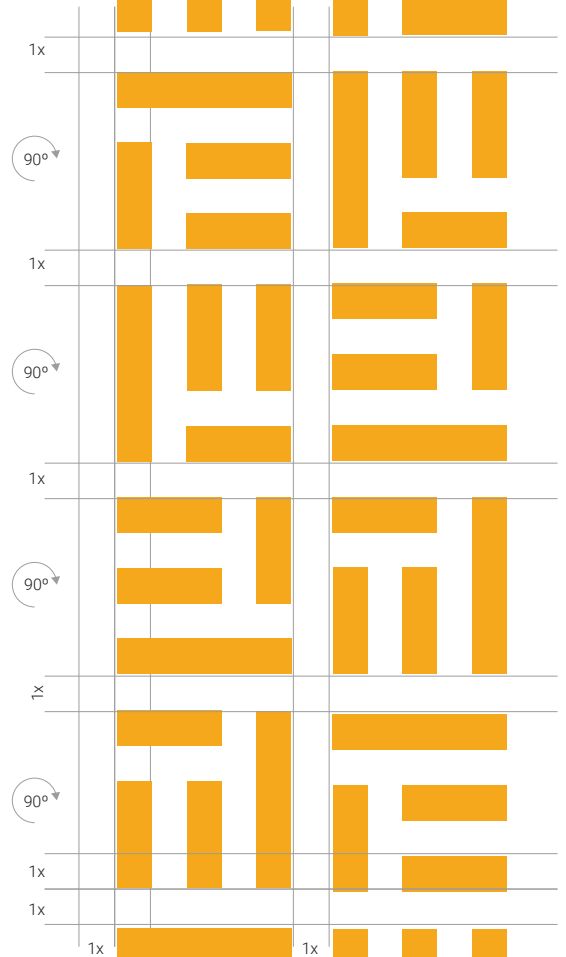
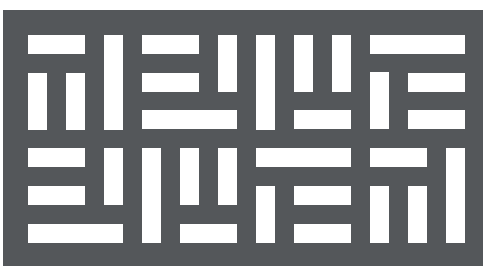
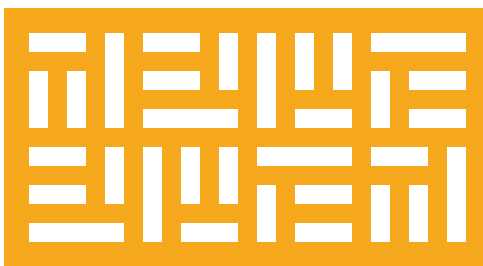
The white logo can also be used on UPC smoke gray or black backgrounds.

Patterns created from the Logo

The following pattern was created by rotating the logo at 90 degrees angles. The pattern can be extended in 4-piece blocks and can be used in multiple strips.

The pattern can be used in full-colors on white backgrounds and white on yellow and smoke gray backgrounds.

The logo and pattern should be used in harmony with each other. They should not overlap and the gaps between the lines should be as follows.



Don'ts

Do not alter UPC logo in any way.



Don't use all yellow logo.



Don't separate the icon from the word mark.



Don't relocate the logomark and the logotype.



Don't use the word mark alone.



Don't resize the logo.



Don't stretch or compress the logo.



Don't stretch or compress the logo.



Don't add drop shadows.



Don't add a glow effect.



Don't rotate the logo.



The logo should be used within the rules contained in this guide.

Contact

All designs and files in this guide are in the archive of the Marmara Municipalities Union.

If you need more information or have questions about using these guidelines, contact the MMU Department of Corporate Communications.

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