



# rovenma

## **Logotype Usage Guide**

has three section.

- 1 Basic Rules of Logotype Usage
- 2 Corporate Color Separation Preferences
- 3 Typographic Information



rovenma

## Logotype Usage Guide

Logotype

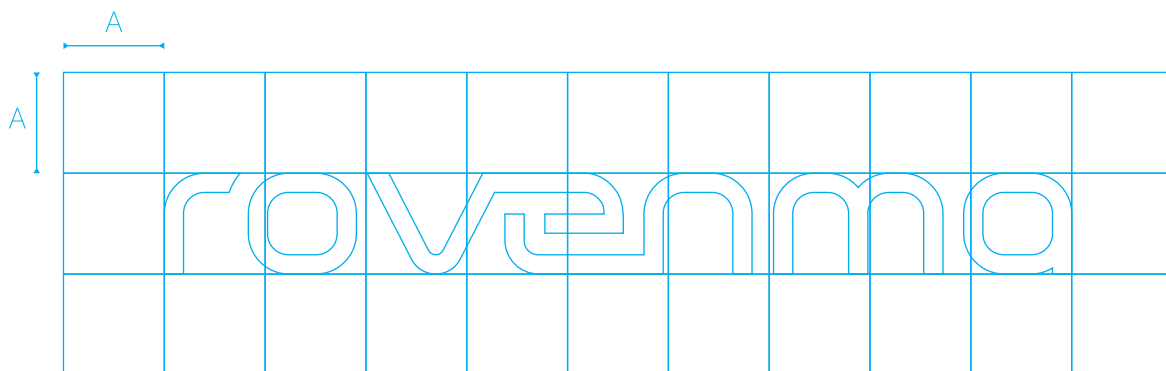
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rovenma

## Logotype Usage Guide

Logotype size scaling and proportion are in the technical drawing

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## Logotype Usage Guide

The logotype's **area space** created with the logotype **size reference** and the **minimum usage size** are shown

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rovenma 2.5 mm

The minimum usage size of the logotype is 2.5 mm (height)

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## Logotype Usage Guide

Proper Usage

Colorful logotype has been shown on white background at the corporate color separation

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rovenma

**WHITE**

CMYK  
0 0 0 0

RGB  
255 255 255

#ffffff

**RAL K5 Classic**  
RAL 9016  
Traffic White

**GRAYSCALE**

CMYK  
0 0 0 0

RGB  
255 255 255

#ffffff

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rovenma

## Logotype Usage Guide

Proper Usage

White logotype has been shown on claret red background at the corporate color separation

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**PANTONE**  
Color Bridge Coated  
201 CP

CMYK  
0 100 70 50

RGB  
139 0 33

#8b0021

**RAL K5 Classic**  
RAL 3003  
Ruby Red

rovenma

**GRAYSCALE**

CMYK  
0 0 0 100

RGB  
35 31 32

#231f20

rovenma

rovenma

rovenma

## Logotype Usage Guide

Proper Usage

White logotype has been shown on dark gray background at the corporate color separation

rovenma

**PANTONE**  
Color Bridge Coated  
4286 CP

CMYK  
10 0 0 82

RGB  
73 81 86

#495156

**RAL K5 Classic**  
RAL 7015  
Slate Grey

rovenma

rovenma

rovenma

**GRAYSCALE**

CMYK  
0 0 0 84

RGB  
79 79 81

#4f4f51

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rovenma

rovenma

## Logotype Usage Guide

Proper Usage

Colorful logotype has been shown on gray background at the corporate color separation

rovenma

**PANTONE**  
Color Bridge Coated  
Cool Gray 5 CP

CMYK  
5 0 0 30

RGB  
177 186 191

#b1babf

**RAL K5 Classic**  
RAL 7040  
Window Grey

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rovenma

rovenma

**GRAYSCALE**

CMYK  
0 0 0 33

RGB  
182 184 186

#b6b8ba

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rovenma

rovenma



## Logotype Usage Guide

Proper Usage

Colorful logotype has been shown on light gray background at the corporate color separation

rovenma

**PANTONE**  
Color Bridge Coated  
Cool Gray 1 CP

CMYK  
0 0 0 10

RGB  
230 231 232

#e6e7e8

**RAL K5 Classic**  
RAL 7035  
Light Grey

rovenma

rovenma

rovenma

**GRAYSCALE**

CMYK  
0 0 0 10

RGB  
230 231 232

#e6e7e8

rovenma

rovenma

rovenma

## Logotype Usage Guide

Proper Usage

White logotype has been shown on orange background at the corporate color separation

rovenma

PANTONE  
Color Bridge Coated  
172 C

CMYK  
0 90 100 0

RGB  
239 65 35

#ef4123

RAL K5 Classic  
RAL 2005  
Luminous Orange

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GRAYSCALE

CMYK  
0 0 0 59

RGB  
130 132 135

#828487

rovenma

rovenma

rovenma

## Logotype Usage Guide

Proper Usage

White logotype has been shown on turquoise background at the corporate color separation

rovenma

PANTONE  
Color Bridge Coated  
7714 C

CMYK  
100 45 55 0

RGB  
0 117 123

#00757b

RAL K5 Classic  
RAL 5021  
Water Blue

rovenma

GRAYSCALE

CMYK  
0 0 0 74

RGB  
101 102 104

#656668

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rovenma

rovenma

## Logotype Usage Guide

Proper Usage

White logotype has been shown on black at the corporate color separation

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**K BLACK**

CMYK  
0 0 0 100

RGB  
35 31 32

#231f20

**RAL K5 Classic**  
RAL 9017  
Traffic Black

rovenma

**GRAYSCALE**

CMYK  
0 0 0 100

RGB  
35 31 32

#231f20

rovenma

rovenma

rovenma

## Logotype Usage Guide

Proper Usage

White logotype has been shown on dark black at the corporate color separation

rovenma

CMYK BLACK

CMYK  
50 50 50 100

RGB  
0 0 0

#000000

RAL K5 Classic  
RAL 9005  
Jet Black

rovenma

GRAYSCALE

CMYK  
0 0 0 100

RGB  
35 31 32

#231f20

rovenma

rovenma

rovenma

Logotype Usage Guide

Incorrect Usage

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Do not change the angle



Do not use mirror effect



Do not use other colors instead of corporate color separation



Do not use other background colors instead of corporate color separation



Do not use any effect which creates deformation



Do not use shadows which affect visibility



Do not change height proportion



Do not change width proportion



Do not use incorrect color



Do not curve

## Logotype Usage Guide

Proper logotype usage on  
texture background

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**Logotype Usage Guide**

Corporate's primary font  
at communication, marketing  
and advertising projects

**SF PRO DISPLAY**

Font Preview

**Rovenma Lorem Ipsum  
Dolor Sit Amet**

Rovenma lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis exerci tation ullamcorper suscipit lobortis ex ea.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

ABCÇDEFGĞHIİJKLMNOÖPQRSŞTUÜVWXYZ  
 abcçdefgğhijklmnoöpqrşstuüvwxyz  
 0123456789  
 . , ; " ! ? " = + - ' \* # % & \_ / | \ ( ) [ ] { } < > @ £ \$ ½

Ultra Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Thin	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Regular	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Medium	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
<b>Bold</b>	<b>AaBbCc</b>	<b><i>Italic</i></b>	<b><i>AaBbCc</i></b>
<b>Heavy</b>	<b>AaBbCc</b>	<b><i>Italic</i></b>	<b><i>AaBbCc</i></b>
<b>Black</b>	<b>AaBbCc</b>	<b><i>Italic</i></b>	<b><i>AaBbCc</i></b>



## Logotype Usage Guide

Corporate's secondary font  
at communication, marketing  
and advertising projects

Suitable for open source use as  
'Google Fonts'

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# SAIRA

Font Preview

## Rovenma Lorem Ipsum Dolor Sit Amet

Rovenma lorem ipsum dolor sit amet, consec-  
tetuer adipiscing elit, sed diam nonummy nibh eu-  
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nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam  
erat volutpat. Ut wisi enim ad minim veniam.

ABCÇDEFGĞHIİJKLMNOÖPQRSŞTUÜVWXYZ  
abcçdefgğhiijklmnoöpqrştuüvwxyz  
0123456789  
. , : ; " ! ? " = + - ' \* # % & \_ / | \ ( ) [ ] { } < > @ £ \$ ½

Ultra Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Thin	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Regular	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Medium	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
<b>Bold</b>	<b>AaBbCc</b>	<b><i>Italic</i></b>	<b><i>AaBbCc</i></b>
<b>Heavy</b>	<b>AaBbCc</b>	<b><i>Italic</i></b>	<b><i>AaBbCc</i></b>
<b>Black</b>	<b>AaBbCc</b>	<b><i>Italic</i></b>	<b><i>AaBbCc</i></b>

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## Logotype Usage Guide

It is used as the corporate primary font in computers are working 'MacOS' system where the SF Pro Display can not be used

# HELVETICA NEUE

Font Preview

## Rovenma Lorem Ipsum Dolor Sit Amet

Rovenma lorem ipsum dolor sit amet, consec-  
tetuer adipiscing elit, sed diam nonummy nibh  
euismod tincidunt ut laoreet dolore magna  
aliquam erayat volutpat. Ut wisi enim ad minim  
veniam, quis nostrud exerci tation ullamcorper  
suscipit lobortis ex ea.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam  
nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam  
erat volutpat. Ut wisi enim ad minim veniam.

ABCÇDEFGĞHIJKLMNOÖPQRSŞTUÜVWXYZ  
abcçdefgğhijklmnoöpqrşstuüvwxyz  
0 1 2 3 4 5 6 7 8 9  
. , ; : " ! ? " = + - ' \* # % & \_ / | \ ( ) [ ] { } < > @ £ \$ ½

Ultra Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Thin	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Regular	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Medium	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
<b>Bold</b>	<b>AaBbCc</b>	<b><i>Italic</i></b>	<b><i>AaBbCc</i></b>

## Logotype Usage Guide

It is used as the corporate primary font in computers are working 'Windows' system where the SF Pro Display can not be used

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## CALIBRI

Font Preview

### Rovenma Lorem Ipsum Dolor Sit Amet

Rovenma lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis ex ea.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

ABCÇDEFGĞHIİJKLMNOÖPQRSŞTUÜVWXYZ  
 abcçdefgğhiijklmnoöpqrssştuüvwxyz  
 0123456789  
 . , ; : " ! ? " = + - ' \* # % & \_ / | \ ( ) [ ] { } < > @ £ \$ ½

Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Regular	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
<b>Bold</b>	<b>AaBbCc</b>	<i><b>Italic</b></i>	<i><b>AaBbCc</b></i>

## Logotype Usage Guide

It is used as the corporate primary font in the media where the SF Pro Display can not be used.

Suitable for open source use as 'Google Fonts'

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# ROBOTO

Font Preview

## Rovenma Lorem Ipsum Dolor Sit Amet

Rovenma lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis ex ea.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

ABCÇDEFGĞHIİJKLMNOÖPQRSŞTUÜVWXYZ  
 abcçdefgğhıijklmnoöpqrştuüvwxyz  
 0 1 2 3 4 5 6 7 8 9  
 . , ; : " ! ? " = + - ' \* # % & \_ / | \ ( ) [ ] { } < > @ £ \$ ½

Thin	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Light	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Regular	AaBbCc	<i>Italic</i>	<i>AaBbCc</i>
Medium	<b>AaBbCc</b>	<i><b>Italic</b></i>	<i><b>AaBbCc</b></i>
<b>Bold</b>	<b>AaBbCc</b>	<i><b>Italic</b></i>	<i><b>AaBbCc</b></i>

## Logotype Usage Guide

Visual Design Sample

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## Logotype Usage Guide

Visual Design Sample

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**We added a new one**  
into our award collection.

We would like to thank  
International Design Awards, IDA and  
our whole team for this proudest award.


rovenma

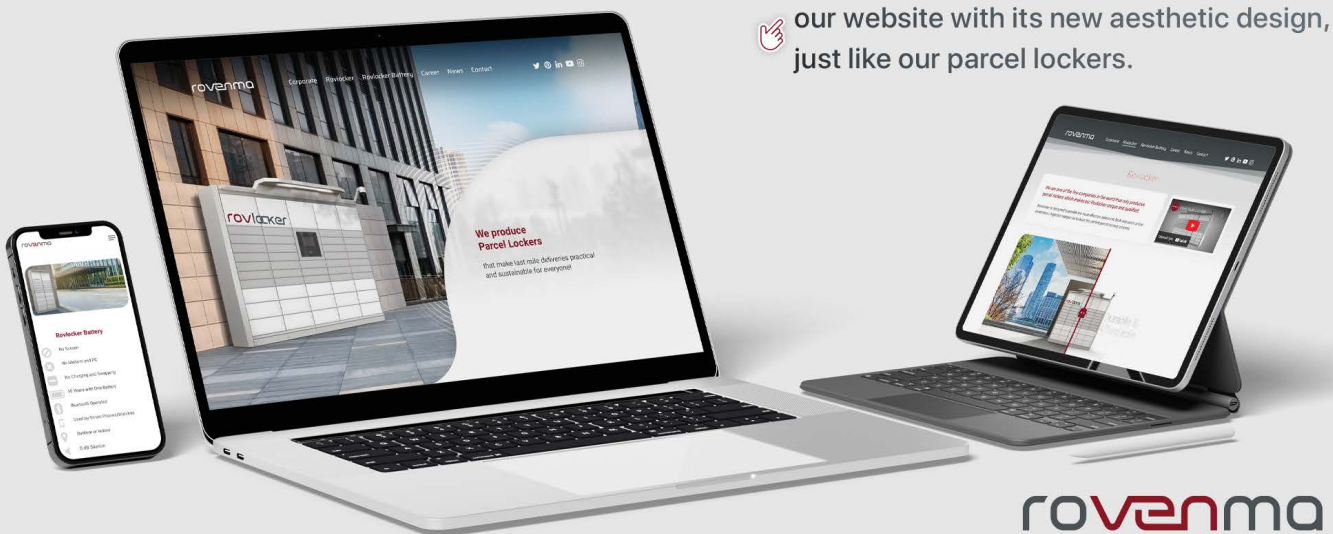
## Logotype Usage Guide

Visual Design Sample

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**Do not forget to check out**

 our website with its new aesthetic design,  
just like our parcel lockers.



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 [www.rovenma.com](http://www.rovenma.com)

 Üniteler Mahallesi 1596. Cadde, Hacettepe Teknokent 6. Ar-Ge  
A Blok No: 28, 9. Kat, 06800, Beytepe / Çankaya / Ankara / Türkiye  
 +90 312 397 5454  +90 312 397 0770  [info@rovenma.com](mailto:info@rovenma.com)