AKINSOFT

CORPORATE IDENTITY WORK

"Software Icon"

We are AKINSOFT

Turkiye's largest domestic software brand AKINSOFT, as a private sector enterprise with its own equity capital, has been on many platforms since the day it was founded with its professional business approach, young and dynamic staff, the value it gives to humanity, its structure that never compromises its goals and principles, and with its works around the world, managed to reach the top.

AKINSOFT, which was established on April 12, 1995, today serves more than 160,000 small, medium and large scale businesses with more than 2000 dealers and support points in 81 cities in Turkiye and 36 countries around the world.

AKINSOFT stands by businesses with more than 120 software, including ERP Solutions, Accounting Programs, Commercial Programs, Sectoral Programs, Web Programs, Mobile Programs, E-Commerce solutions, and E-Transformation solutions.

AKINSOFT, which broke new ground in Turkiye, produced Turkiye's first humanoid robots in 2009 and started mass production of robots in 2015 by laying the foundations of Turkiye's first humanoid robot factory AKINROBOTICS. Within the scope of the value it gives to science and education, it opened the Istanbul Robot Museum, the world's first humanoid robot museum, in order to share all technological development processes with technology lovers. AKINSOFT, which determined its 28-year visions on the day it was founded, has successfully completed its 2000, 2005, 2010, and 2015 visions and accelerated its efforts to realize the 2023 vision.

AKINSOFT and AKINROBOTICS were established with their own capital and grew without any support and have become one of the important dynamics of Turkiye today.

It has fulfilled each of the visions it set in the days it was founded and started the plans to offer AKINSOFT and AKINROBOTICS to the public and to establish AKINSPACE High Technology Institute, which is aimed at in the days of its establishment.

AKINSOFT Circle Logo Usage

❶ AKINSOFT "T" letter must be at the same vertical line with right point of earth

❷ AKINSOFT "A" letter must be at the same vertical line with earth "A" letter's left end point
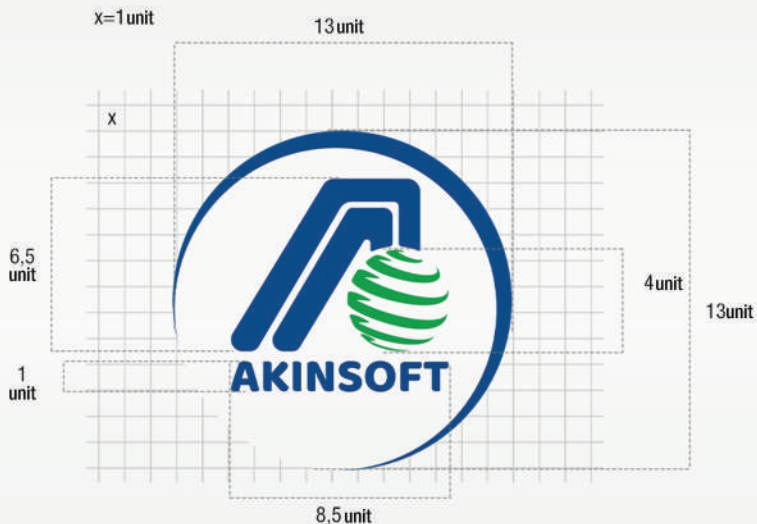
❸ AKINSOFT font - Baloo Chettan - regular

Color Codes

Pantone -	Pantone -
CMYK 99 71 14 2	CMYK 80 3 88 0
RGB 1 77 142	RGB 7 163 79
Html #014d8e	Html #07a34f
Ral -	Ral -

AKINSOFT Circle Logo Usage

x=1 unit

13 unit

x

6,5 unit

1 unit

4 unit

13 unit

8,5 unit

❶ Logo width and height must be equal to each other and number of units have to same with each other.

❷ AKINSOFT inscription must be 1 unit large.

❸ When the logo is enlarged or compressed the procedure must be applied proportionally.

AKINSOFT Circle Logo Usage

x=1 unit

24 unit

x

3 unit

AKINSOFT®

3 unit

3,6 unit

19,8 unit

❶ Logo top point and AKINSOFT text top point have to be at the same line

❷ Logo bottom point and earth have to at the same line.

❸ The Patent mark must be at the same height with upper fingernail of the letter " T".

Color Codes

Pantone	-		Pantone	-
CMYK	99 71 14 2		CMYK	80 3 88 0
RGB	1 77 142		RGB	7 163 79
Html	#014d8e		Html	#07a34f
Ral	-		Ral	-

❶ **AKINSOFT**®❸

❷

AKINSOFT Corporate Font

AKINSOFT : Baloo Chettan Regular

Wrong Usage of AKINSOFT Logo

Usage Standards of AKINSOFT logo has been showed in previous pages. Rate, color and ground can not be out of standard.

On the left side you can see wrong usage types. If it is not definated in AKINSOFT Corparete Identity Guide, can not be accepted as a "true" usage.

AKINSOFT Corporate Mail Signature

Kurumsal İletişim Departmanı

🌐 www.akinsoft.com.tr

444 40 80
Dahili (1210)

Corporate Communication Department :	**Helvetica Neue LT Pro-77 Bold Condensed 8,77**
www.akinsoft.com.tr :	**Helvetica Neue LT Pro-47 Light Condensed 13,53**
444 40 80 :	**Helvetica Neue LT Pro-77 Bold Condensed 16,24**
Extension (1224) :	**Helvetica Neue LT Pro-57 Condensed 12,07**

Icon Usage

Color Codes

C:89 M:70 Y:29 K:14   #334b76

WOLVOX Logo

x=1 Unit

28,25 Unit

x

1,50 Unit

7 Unit

1,80 Unit

27,25 Unit

1,25 Unit
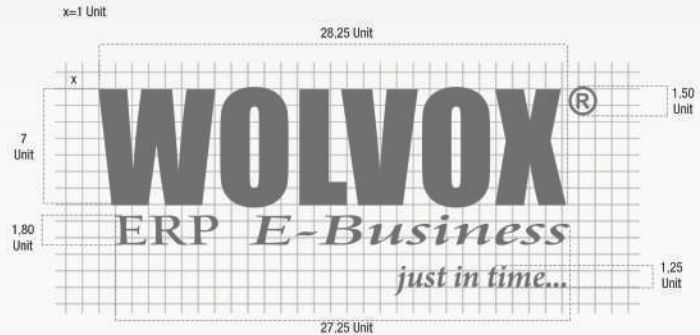
Gradient Effects

Color Codes

Pantone	428 C
CMYK	22 17 18 0
RGB	198 198 198
Html	# c6c6c6

Pantone	Cool Gray 9C
CMYK	53 47 45 11
RGB	122 118 119
Html	# 7a7677

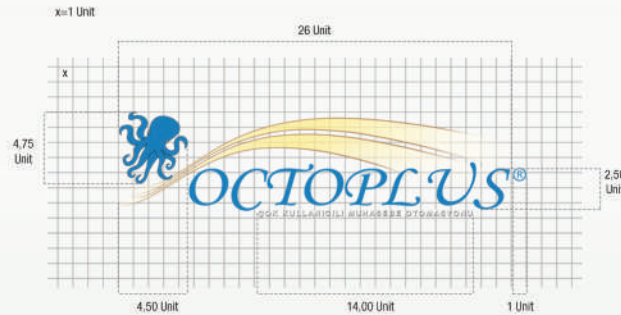| Pantone	663 C
CMYK	2 1 2 0
RGB	44 154 66
Html	# f7f7f6

WOLVOX Logo
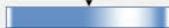

❶ Length has to be start from letter "W" left top side and finish at letter "X" right bottom side.

❷ Letter "X" right bottom side and Register's left mid point has to be at the same line.

❸ Height has to be measured according to letter "O" top and bottom point.

❹ Position of the ® sign has to be from top side of letter "O" to half of right top nail of letter "X".

❺ Right bottom point of letter "X" and end part of "..." must be at the same vertical line.

❻ "ERP E-Business" inscription must start at the same line with left bottom side of letter "W"

OCTOPLUS Logo

x=1 Unit

26 Unit

x

4,75 Unit

2,50 Unit

4,50 Unit   14,00 Unit   1 Unit

Gradient Effects

Gradient Effectst

Color Codes

| Pantone	7690 C	Pantone	7682 C	Pantone	-	Pantone	730 C	Pantone	-	Pantone	-
CMYK	92 47 15 1	CMYK	32 35 4 0	CMYK	0 0 0 0	CMYK	30 60 94 16	CMYK	1 2 37 0	CMYK	0 0 0 0
RGB	0 118 169	RGB	101 145 197	RGB	255 255 255	RGB	160 103 46	RGB	255 241 177	RGB	255 255 255
Html	# 0076a9	Html	# 6591c5	Html	# ffffff	Html	# a0672e	Html	# fff1b1	Html	# ffffff

OCTOPLUS Logo

❶ Lenght must starts from left top side of icon and ends with ® sign.

❷ Height starts from ending section of left top arm of icon and ends with the "Multi-Purpose Accounting Software" inscription

❸ Location of ® sign must start in the same alignment with teh top section of the letter "S" and must be the size of one fourth of Octoplus font size.

❹ Font: Monotype Corsiva

CafePlus Logo

27 Unit

9 Unit

9,75 Unit

1 Unit
4,75 Unit

22,75 Unit
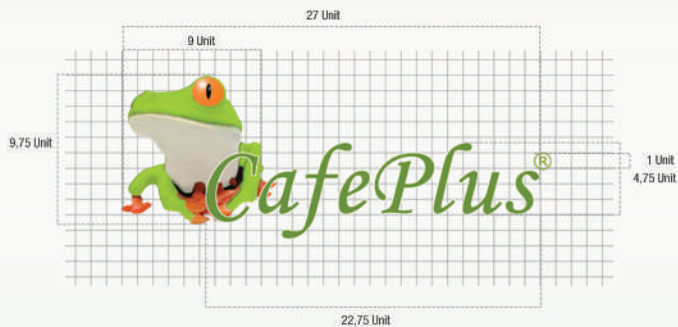
Color Codes

Pantone	377 C
CMYK	63 24 100 7
RGB	107 145 0
Html	# 6b9100

Gradient Effectst

Pantone	-
CMYK	69 38 100 27
RGB	77 104 2
Html	# 4d6802

Pantone	-
CMYK	69 38 100 27
RGB	77 104 2
Html	# 4d6802

## CafePlus Logo

❶ Lenght must start from the left feet of the Cafeplus Icon and must end at the end of the top section of letter s.

❷ Height must start at the end of the top section of Cafeplus Icon and must end at the bottom section of letter f.

❸ The top section section of ® sign must be in alignment with the top section of the letter C.

❹ Font: Monotype Corsiva

DAPROX Logo

DAPROX®

x=1 Unit

28 Unit

x

5 Unit

DAPROX®
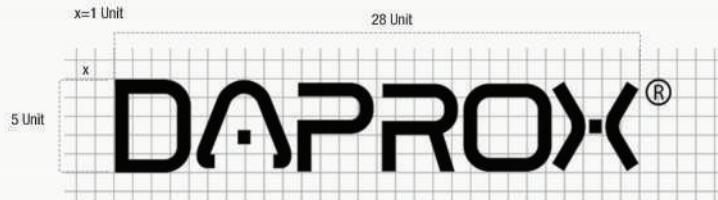
Color Codes

Pantone	-
CMYK	73 69 64 86
RGB	10 4 8
Html	# 0a0408

Gradient Effectst

Pantone	425 C
CMYK	63 55 55 30
RGB	87 87 87
Html	# 575757

Pantone	Black 6 C
CMYK	79 74 58 76
RGB	20 19 30
Html	# 575757

Pantone	423 C
CMYK	50 42 42 6
RGB	133 133 133
Html	# 858585

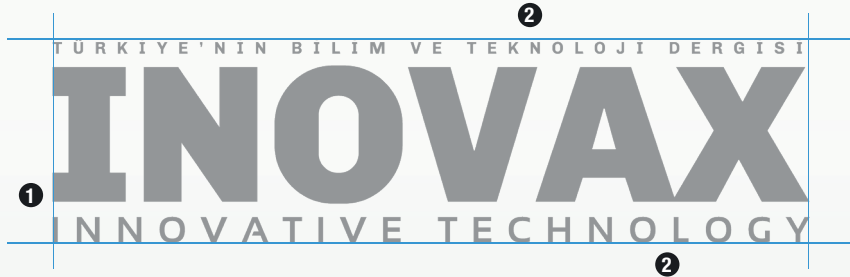| Pantone	Cool Gray 6C
CMYK	37 30 30 0
RGB	166 166 166
Html	# a6a6a6

DAPROX Logo

❶ Lenght must start at the ending point of the letter "D" and must must end at the ending point of the letter "X"

❷ Height must be measured according to the bottom and top points of the letter "D"

❸ RRegister sign must be in alignment with the top point of the letter "D" and it must be one third of the letter "D"
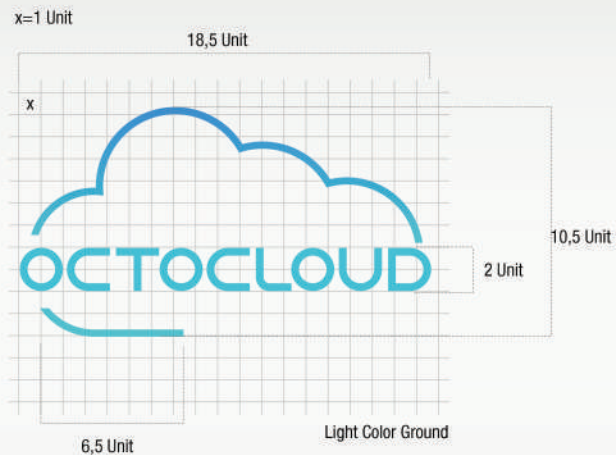
❹ Font : Digitall

INOVAX Logo

RGB	255 255 255
CMYK	0 0 0 0
Html	#ffffff

RGB	0 0 0 0
CMYK	75 68 67 90
Html	#000000

INOVAX Logo

❶ The length must start from the letter "I" and end to the right of the letter "X".
❷ "Turkiye's science and technology magazine" and "innovative technology" articles should be placed at the top and bottom throughout the INOVAX article.
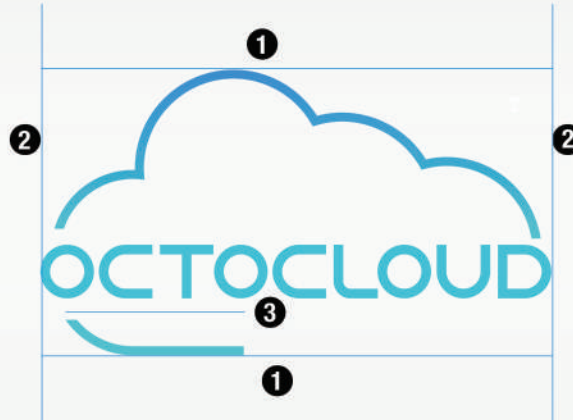
TÜRKIYE'NIN BILIM VE TEKNOLOJI DERGISI

INOVAX

INNOVATIVE TECHNOLOGY

OCTOCLOUD Logo

x=1 Unit

18,5 Unit

x

10,5 Unit

2 Unit

OCTOCLOUD

6,5 Unit

Light Color Ground

Color Codes

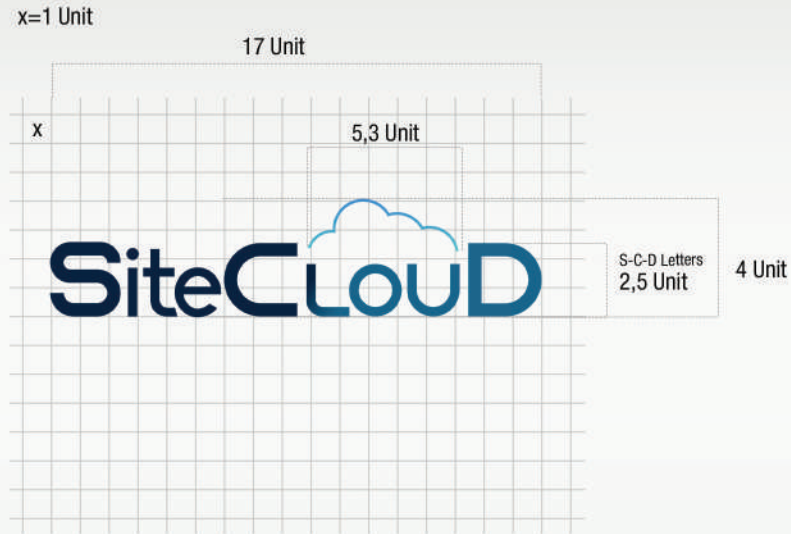| Pantone	-	Pantone	-
CMYK	73 - 34 - 1 - 0	CMYK	63 - 0 - 21 - 0
RGB	64 - 143 - 204	RGB	86 - 191 - 206
Html	#408fcc	Html	# 56bfce
Ral	-	Ral	-

OCTOCLOUD Logo
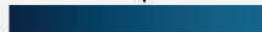

❶ Letter "O" and letter "D" ending points must based on for logo lenght.

❷ Top and bottom point of cloud shapes must be based on for height

❸ Bottom small part of the cloud shape must start and end on 1st and 2nd middle of " O " letters.
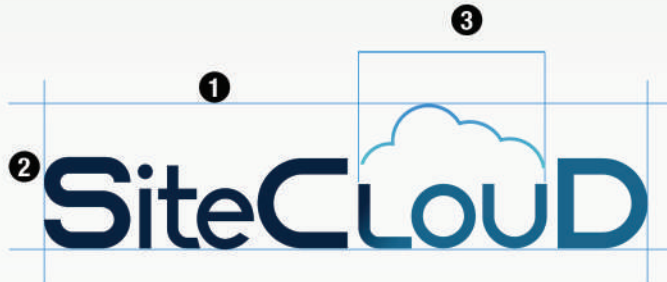
❹ Font: Azonix

SiteCloud Logo

x=1 Unit

17 Unit

x

5,3 Unit

S-C-D Letters
2,5 Unit

4 Unit

Gradient Effectst

Color Codes

Pantone	-
CMYK	100 44 45 50
RGB	0 6 67
Html	#002443

Pantone	-
CMYK	96 61 32 19
RGB	0 80 116
Html	# 005074

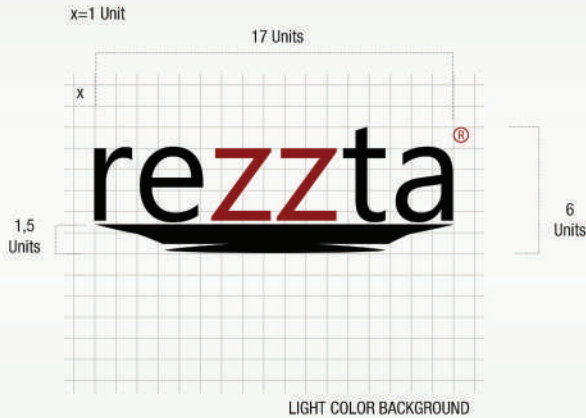|	
Pantone	-
CMYK	90 50 27 31
RGB	0 101 139
Html	#00658b

SiteCloud Logo

❶ Letter "S" and letter "D" ending points mustbased on for logo lenght.

❷ Top and bottom point of cloud shapes must be based on for height.

❸ Cloud Shape must be at in the middle of letter "C" and letter "D" and in alignment with letter "L" and letter "U".

❸ Font: Site: Biko ClouD: Azonix

Rezzta Logo

rezzta®

x=1 Unit

17 Units

x

1,5
Units

6
Units

LIGHT COLOR BACKGROUND

18,5 Units

0,25
Units
Stroke

7,5
Units

1
Unit

DARK COLOR BACKGROUND

Color Codes

Pantone 7622C	Pantone -	Pantone -
CMYK 29 100 90 35	CMYK 100 100 100 100	CMYK 0 0 0 0
RGB 136 24 26	RGB 0 0 0	RGB 255 255 255
Html #88181a	Html #000000	Html #ffffff
Ral -	Ral -	Ral -

TaskPano Logo

x=1 Unit

17 Units

x

2 Units

4,2 Units

12 Units

Color Codes

Pantone -	Pantone -
CMYK 99 71 14 2	CMYK 80 3 88 0
RGB 1 77 142	RGB 7 163 79
Html #014d8e	Html #07a34f
Ral -	Ral -

TaskPano Logo

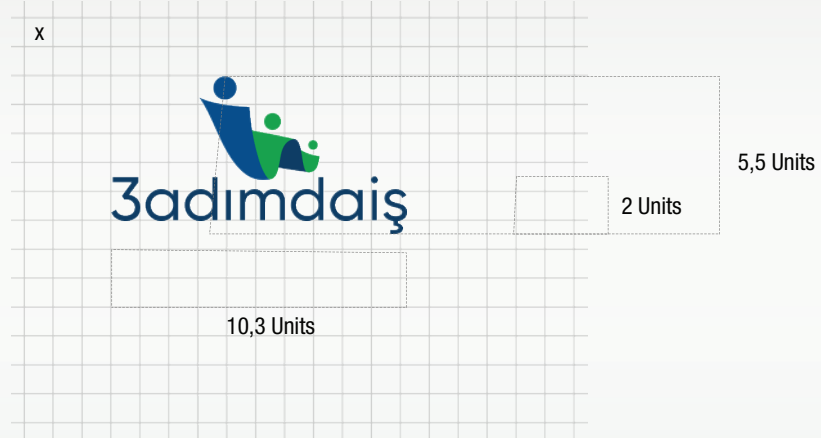❶ Tick must be aligned with TaskPano letters.

❷ The word Task must be Black and the word
   Pano must be Semibold
   Font: (Task) Outfit Black
         (Pano) Outfit Semibold

❶

❷

3adımdaiş Logo

x=1 Unit

x

3adımdaiş

5,5 Units

2 Units

10,3 Units

Renk Kodları

Pantone	-	Pantone	-
CMYK	99 71 14 2	CMYK	80 3 88 0
RGB	1 77 142	RGB	7 163 79
Html	#014d8e	Html	#07a34f
Ral	-	Ral	-

3adımdaiş Logo

❶ Logotype and shape must be centered.

❷ 3adimdaiş text font: Gilroy

Corporate Identity

AKINSOFT Solution Partner Business Card

Turkish

444 40 80
www.akinsoft.com.tr

"Türkiye'nin Vizyonu"

AKINSOFT

İsim SOYİSİM
Ünvan

Çözüm Ortağı
Logo
(1.5x1.5)

mail@akinsoft.com.tr
O XXX XXX XX XX

AKINSOFT ÇÖZÜM ORTAĞI
Adres:
Tel: +90 (xxx) xxx xx xx   Faks: +90 (xxx) xxx xx xx
Web: www.xxxxxxxx.com

English

+90 444 40 80
www.akinsoft.com

"The Software Icon"

AKINSOFT

Name SURNAME
Department

Çözüm Ortağı
Logo
(1.5x1.5)

mail@akinsoft.com.tr
+90 xxx xxx xx xx

AKINSOFT SOLUTION PARTNER
Address:
Phone: +90 (xxx) xxx xx xx   Fax: +90 (xxx) xxx xx xx
Web: www.xxxxxxxx.com

5,5cm

8,5cm

▇ (blue)	C:99 M:71 Y:14 K:2 Pantone:-
▇ (green)	C:80 M:3 Y:88 K:0 Pantone:355
▢ (white)	C:2 M:2 Y:2 K:0 Pantone:7541

Helvetica Neue LT Pro-57 Condensed-6pt
AKINSOFT ÇÖZÜM ORTAĞI
Firma İsmi
Adres:
Tel: x xxx xxx xx xx   Faks: x xxx xxx xx xx

444 40 80
font: 00717   pt:6

Helvetica Neue LT Pro-57 Condensed
İsim SOYİSİM   10pt
Ünvanı
isimsoyisim@akinsoft.com.tr   7pt
05xx xxx xx xx

"Türkiye'nin Vizyonu"
font: 00717   pt:6

AKINSOFT Solution Partner Signboard

A0	3 cm	A7	240 cm
A1	380 cm	A8	135 cm
A2	25 cm	A9	115 cm
A3	110 cm	A10	115 cm
A4	100 cm	A11	135 cm
A5	38 cm	A12	14 cm
A6	75 cm	A13	15 cm
A14	Including Register 250 cm / Excluding Register 240 cm		

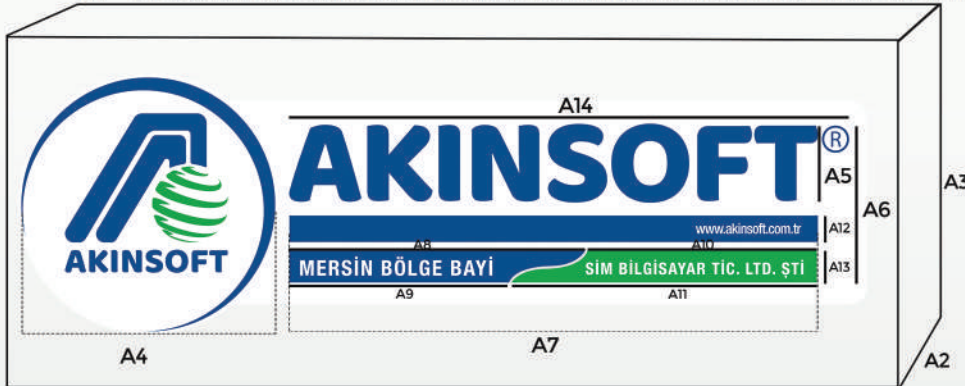C:99 M:71 Y:14 K:2 Pantone:-

C:80 M:3 Y:88 K:0 Pantone:355

C:2 M:2 Y:2 K:0 Pantone:7541

A0 = The cut that separates the text on the signboard from the main surface of the signboard (Chromed leg)

AKINSOFT®

www.akinsoft.com.tr

MERSIN BÖLGE BAYİ   SİM BİLGİSAYAR TİC. LTD. ŞTİ

AKINSOFT Corporate Web Standards

Standards AKINSOFT solution partners must use on their websites.

Your Website;

1.AKINSOFT Logo and text on the homepage
2.A sub-page for Logo and text we place on the homepage,
3.You can link to the page www.akinsoft.com.tr

The above mentioned substances are listed for sampling purposes only. Besides these, you can do different works about AKINSOFT.
Note: Examples of links you can put on sub-pages or on your homepage;
a.Customer Log-in,
b.Dealers Map
c.List of our Programs,(Commercial - Sectoral - Apparatus)
d.Campaigns,
e.Banner works,
f.Frequently asked questions,
g.Program news,
h.Request / Suggestion Part...

Please visit www.akinsoft.com.t for logos and banners that you can use in your works for AKINSOFT corporate identity.

AKINSOFT Company Envelope

Title
FONT:Helvetica Neue LT Pro-77 Bold Condensed Punto:9

Sub Text
FONT:Helvetica Neue LT Pro-57 Condensed Punto:9

AKINSOFT GENEL MERKEZ
Yazır Mah. Ulusal Sk. AKINSOFT Plaza No: 103 Selçuklu / Konya / Türkiye
Telefon: +90 (332) 261 18 00   Faks: +90 (332) 261 17 77

AKINSOFT İSTANBUL BÖLGE MÜDÜRLÜĞÜ
Gümüşpala Mah. E-5 Yanyol No: 194 Avcılar / İstanbul / Türkiye
Telefon: +90 (212) 694 45 65

AKINROBOTICS İNSANSI ROBOT FARİKASI
Başak Mah. Konya Ereğli Cad. No: 116 Karatay / Konya / Türkiye
Telefon: +90 (332) 334 02 20

"Türkiye'nin Vizyonu"
FONT:00717 Punto:11

AKINSOFT Dosya

gelecek seninle

FONT: Roundkey Punto: 49

akinsoft
akinsoftyazilim

FONT:Helvetica Neue LT Pro-67 Medium Condensed Punto:17

Background

Corporate Identity

AKINSOFT Letterhead

2,55cm

2cm   2cm

444 40 80
www.akinsoft.com.tr

"Türkiye'nin Vizyonu"

1,39cm AKINSOFT KONYA   AKINSOFT İSTANBUL   1,39cm

"Türkiye'nin Vizyonu"
font: 00717   pt:6

444 40 80
font: 00717   pt:6

Font: Times New Roman - Regular 7pt

AKINSOFT KONYA
İstanbul Yolu, AKINSOFT Plaza No: 103 42070 Selçuklu / Konya / Türkiye
Kurumsal: +90 (332) 261 18 00 (pbx)   Faks: +90 (332) 261 17 77

AKINSOFT ISTANBUL
Gümüşpala Mah. E-5 Yan Yol Şair Nedim Sk. AKINSOFT Plaza No:2 Avcılar / İstanbul / Türkiye
Kurumsal: +90 (212) 694 45 65 (pbx)   Faks: +90 (212) 676 67 73

C:99 M:71 Y:14 K:2 Pantone:-

C:80 M:3 Y:88 K:0 Pantone:355

C:2 M:2 Y:2 K:0 Pantone:7541

AKINSOFT Corporate Vehicles

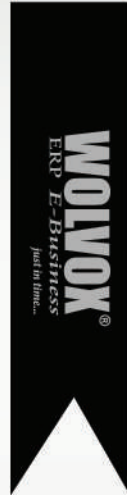# AKINSOFT Corporate Vehicles

AKINSOFT and WOLVOX Swallowtail Flag

AKINSOFT Promotional Items

Coaster

A5 Notepad

Pen

Sailing Flag

Agenda

Mousepad

Footprint

INOVAX

AKINSOFT ISTANBUL REGIONAL DIRECTORATE

📍 Gümüşpala Mahallesi E-5 Yanyol Caddesi
E-5 Yanyol Caddesi AKINSOFT Plaza No: 194
Avcılar / İstanbul / TÜRKİYE

📞 +90 (212) 694 45 65 pbx

🎧 444 40 80

🌐 www.akinsoft.com

AKINSOFT HEADQUARTERS

📍 Yazır Mahallesi Ulusal Sokak
AKINSOFT Plaza No: 103
Selçuklu / Konya / TÜRKİYE

📞 +90 (332) 261 18 00 pbx

🎧 444 40 80

🌐 www.akinsoft.com.tr

AKINROBOTICS HUMANOID ROBOT FACTORY

📍 Başak Mahallesi Konya Ereğli
Caddesi No: 116
Karatay / Konya / TÜRKİYE

📞 +90 (332) 334 02 20 pbx

🎧 444 40 80

🌐 www.akinrobotics.com