

2026



BRAND IDENTITY

GUIDELINES

CATALOG



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LOGO SYSTEM

LOGO SYSTEM

1. PRIMARY LOGO

The primary logo is the main representation of the TechNarts brand. It should be used whenever there is enough **horizontal space**, especially across websites, presentations, reports and corporate communication materials.



LOGO SYSTEM

2. SECONDARY LOGO

The secondary logo is designed for layouts where a stacked composition creates better balance. It may be used in **square or vertical spaces**, cover layouts, social profile areas and applications where the primary logo does not fit comfortably.



LOGO SYSTEM

3. *ICON*

*The **logomark*** is the symbolic form of the **TechNarts identity**. It may be used independently in limited-space applications such as **favicons, app icons, social media profile images** and branded graphic details.



Logomark

LOGO SYSTEM

4. LOGO SET

Use the logo variation that best fits the **layout, language and communication** context. If a motto-based version is used, **ensure the motto remains clearly legible** at the intended display size.



Primary Logo — Without Motto



Primary Logo — With Motto/Tr



Primary Logo — With Motto/Eng



Logomark/Icon



Secondary Logo — Without Motto



Secondary Logo — With Motto/Tr



Secondary Logo — With Motto/Eng

LOGO SYSTEM

5.1 LOGO USAGE

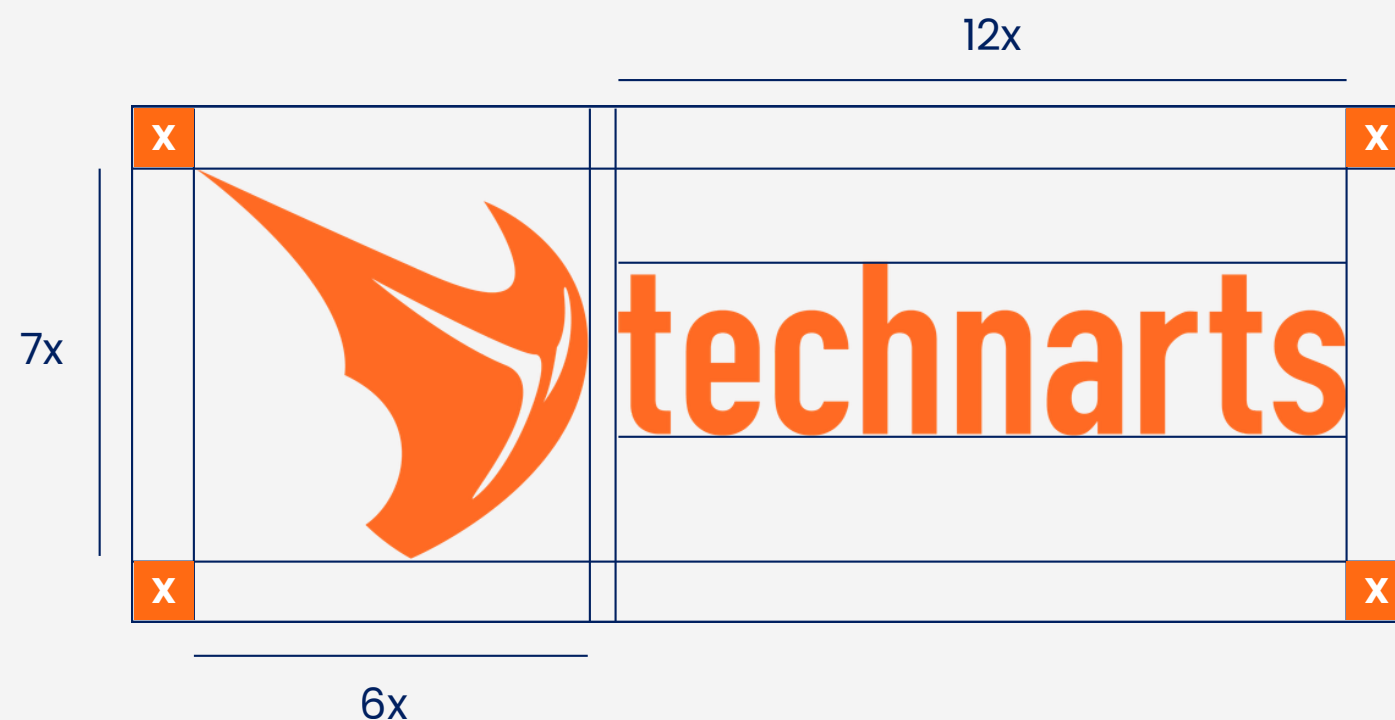
Logo proportions must remain consistent across all applications. **Do not stretch, compress or manually rearrange the relationship between the logomark and wordmark.**

The primary and secondary logo versions should always be scaled proportionally, using the original master artwork files.

PRIMARY LOGO

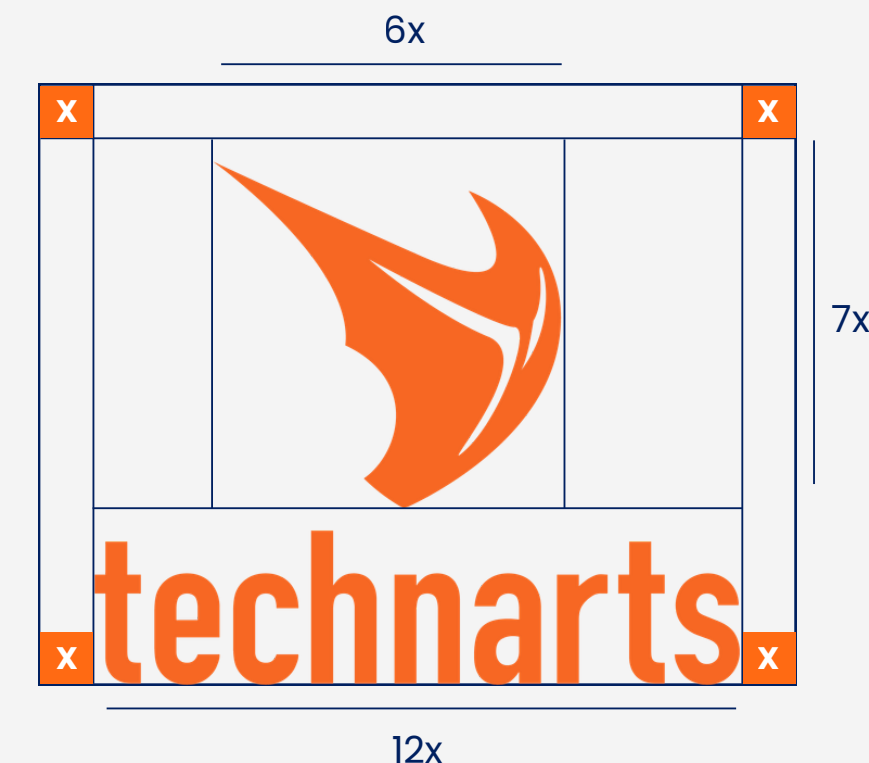
The primary logo is the main horizontal version of the TechNarts identity.

Its logomark, wordmark and spacing must remain fixed. Do not alter the proportions or manually reposition any element.



SECONDARY LOGO

The secondary logo is the stacked version of the TechNarts identity. It should be used only when the primary logo does not fit comfortably. The logomark, wordmark and spacing must always remain proportional.



LOGO SYSTEM

5. CLEAR SPACE

Maintain a minimum clear space around the logo equal to 50% of the logomark width.

No text, images or graphic elements should enter this area.

This rule ensures that the TechNarts logo remains visible, balanced and clearly recognizable across all applications.



PRIMARY LOGO



SECONDARY LOGO



Keep a clear space of %50 of the icon size around the logo all time

LOGO SYSTEM

5.2. LOGO COLOR

The official TechNarts logo color is **TechNarts Orange: #FF6A13**.

The orange logo should be used on white or light backgrounds.

The black logo is reserved exclusively for condolence or mourning-related communications and should not be used in any other context.

Avoid placing the logo on low-contrast backgrounds that reduce its visibility.





LOGO SYSTEM

5.2. BRAND NAME USAGE

Always write the brand name as **TechNarts** in all written communications.

The lowercase version (technarts) is reserved exclusively for the logo artwork and should not be used in running text.

❌ **Incorrect: Technarts, TECHNARTS, techNarts**

✅ **Correct: TechNarts**



Typography

TYPOGRAPHY

1. LOGO TYPOGRAPHY

Helvetica Neue LT Pro & 77 Bold Condensed: This is the font for our logo.

**Helvetica Neue LT Pro
& 77 Bold Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789.

TYPOGRAPHY

2.PRIMARY BRAND TYPEFACE

Poppins is the primary brand typeface. It is used across corporate materials, presentations, reports, marketing visuals and general brand communication.

Poppins

Thin	ExtraLight	Light	Regular	Medium	SemiBold	Bold
ABCDEFGHIJKLMN OPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLMN OPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLMN OPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLMN OPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLM NOPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLM NOPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLM NOPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =
A	A	A	A	A	A	A

TYPOGRAPHY

2.1.SECONDARY BRAND TYPEFACE

Montserrat is the secondary brand typeface. It supports the visual identity across corporate and marketing materials, especially for headings, emphasis and alternative brand applications.

Montserrat

Thin

ABCDEFGHIJKL
MNOPRSTUVYZX
0123456789.
! ? @ # \$ % & * () - _
+ =

A

ExtraLight

ABCDEFGHIJKL
MNOPRSTUVYZX
0123456789.
! ? @ # \$ % & * () -
_ + =

A

Light

ABCDEFGHIJKL
MNOPRSTUVYZX
0123456789.
! ? @ # \$ % & * () -
_ + =

A

Regular

ABCDEFGHIJKL
MNOPRSTUVYZX
0123456789.
! ? @ # \$ % & * () -
_ + =

A

Medium

ABCDEFGHIJKL
MNOPRSTUVYZX
0123456789.
! ? @ # \$ % & * () -
_ + =

A

SemiBold

ABCDEFGHIJKL
MNOPRSTUVYZX
0123456789.
! ? @ # \$ % & * () -
_ + =

A

Bold

**ABCDEFGHIJKLM
NOPRSTUVYZX
0123456789.
! ? @ # \$ % & * ()
- _ + =**

A

TYPOGRAPHY

3. WEBSITE TYPEFACE

Inter is used exclusively for the TechNarts website. Its clean and highly readable structure supports a modern, accessible and consistent web experience.

Inter

Thin	ExtraLight	Light	Regular	Medium	SemiBold	Bold
ABCDEFGHIJKLM NOPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLM NOPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLM NOPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLM NOPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLM NOPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLM NOPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =	ABCDEFGHIJKLM NOPRSTUVYZX 0123456789. ! ? @ # \$ % & * () - _ + =
A	A	A	A	A	A	A



COLOURS

COLOR

1. PRIMARY COLORS

Inter is used exclusively for the TechNarts website. Its **clean and highly** readable structure supports a **modern, accessible** and **consistent** web experience.

TechNarts Orange

#FF6A13

TechNarts Orange is the primary brand color. It represents **energy, motion and innovation, creating a strong and recognizable visual identity** across digital and printed materials.

Pantone 1655 C – HEX #FF6A13

RGB 255 / 106 / 19

CMYK 0 / 69 / 91 / 0

Motto Gray

#878787

Motto Gray is used as a supporting color within logo **variations, especially for motto text.** It should be used carefully to maintain readability and visual balance.

Pantone Cool Gray 8 C – HEX #878787

RGB 135 / 135 / 135

CMYK 47 / 37 / 37 / 17

COLOR

1. SECONDARY COLORS

The secondary color palette supports TechNarts’ modular product structure and brand applications. Each color has a specific role, helping create a **flexible, recognizable and consistent visual system**.



#18204B

TechNarts Midnight

RGB 24 / 32 / 75

CMYK 68 / 57 / 0 / 71

#F4F4F4

Foundation Light

RGB 244 / 244 / 244

CMYK 0 / 0 / 0 / 4

#5C93FD

Fulfillment Blue

RGB 92 / 147 / 253

CMYK 64 / 42 / 0 / 1

#1D4289

Resource Navy

RGB 92 / 147 / 253

CMYK 79 / 52 / 0 / 46

#A084E8

Assurance Violet

RGB 160 / 132 / 232

CMYK 31 / 43 / 0 / 9

#FFB13B

Plug-in Amber

RGB 255 / 177 / 59

CMYK 0 / 31 / 77 / 0



BRAND FOUNDATION

BRAND FOUNDATION

1. GUIDELINES

These guidelines define the core visual principles of the TechNarts brand. They ensure that our logo, colors, typography and visual assets are used consistently across all communication channels.

By following these standards, every TechNarts touchpoint maintains a **clear, professional and recognizable identity** while supporting the company's position as a **trusted technology partner** in telecom network operations.

BRAND FOUNDATION

2. BRAND STORY

TechNarts brings together **technology** and **art**, reflecting the belief that every powerful solution requires both technical precision and creative vision. This idea forms the foundation of our motto: ***Technology is an Art.***

The word “**Nart**” refers to the heroic figures of Caucasian mythology, symbolizing courage, resilience and determination. Inspired by this heritage, the TechNarts logomark carries a shield-like form that represents protection, movement and the confidence to face complex challenges



BRAND FOUNDATION

3. BRAND APPROACH

TechNarts approaches technology as a **modular and scalable system**. Instead of one-size-fits-all solutions, we build **adaptable OSS platforms** that connect processes, vendors and network domains under a unified operational structure.

Our visual and verbal identity follows the same principle: **clear, modular** and **consistent**. Each element works as part of a **larger system, creating a structured, modern and easy-to-navigate brand experience.**



 / technarts

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THANK YOU

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