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TÜRKİYE CUMHURİYETİ DIŞİŞLERİ BAKANLIĞI  
**STRATEJİK ARAŞTIRMALAR MERKEZİ**  
**KURUMSAL KİMLİK REHBERİ**

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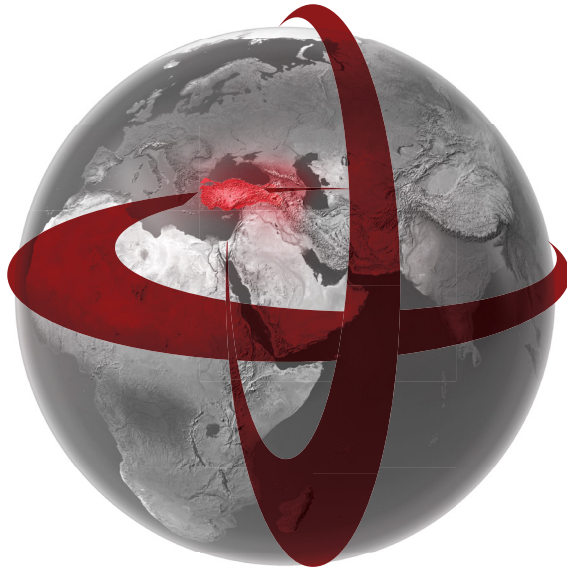
## Kurum Üst Kimliđi

Türkiye Cumhuriyeti  
Dışışleri Bakanlıđı  
**Stratejik  
Arařtırmalar  
Merkezi**

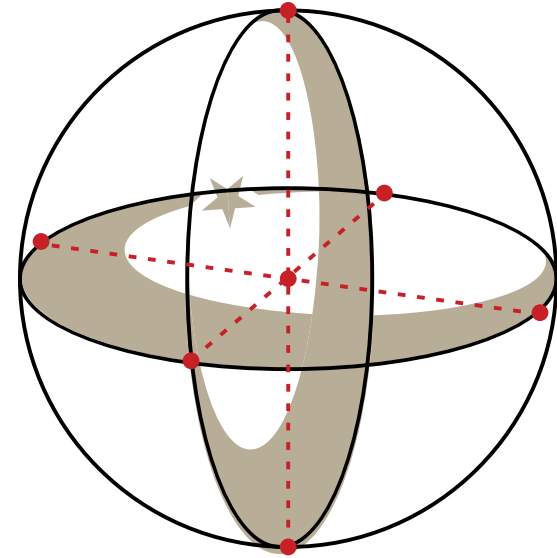
Türk bayrađının bir parçası olan hilalin dünyayı enlem ve boylamlarında çevrelemesi Stratejik Arařtırmalar Merkezi'nin dünyayla iş birliđi içinde olduđunu ifade etmektedir.

Türkiye'nin dünya üzerindeki konumunda yer alan Türk bayrađındaki yıldız ise kurumun stratejik arařtırmalar kapsamında dünyada merkezi bir yere sahip olduđuna vurgu yapmaktadır.

## Kurum Üst Kimliđi



+



# TEMEL ÖĞELER

Amblem

Logo/Yatay Kullanım

Logo/Yatay Kullanım/İngilizce

Logo/Dikey Kullanım

Logo/Dikey Kullanım/İngilizce

Arma

Arma/İngilizce

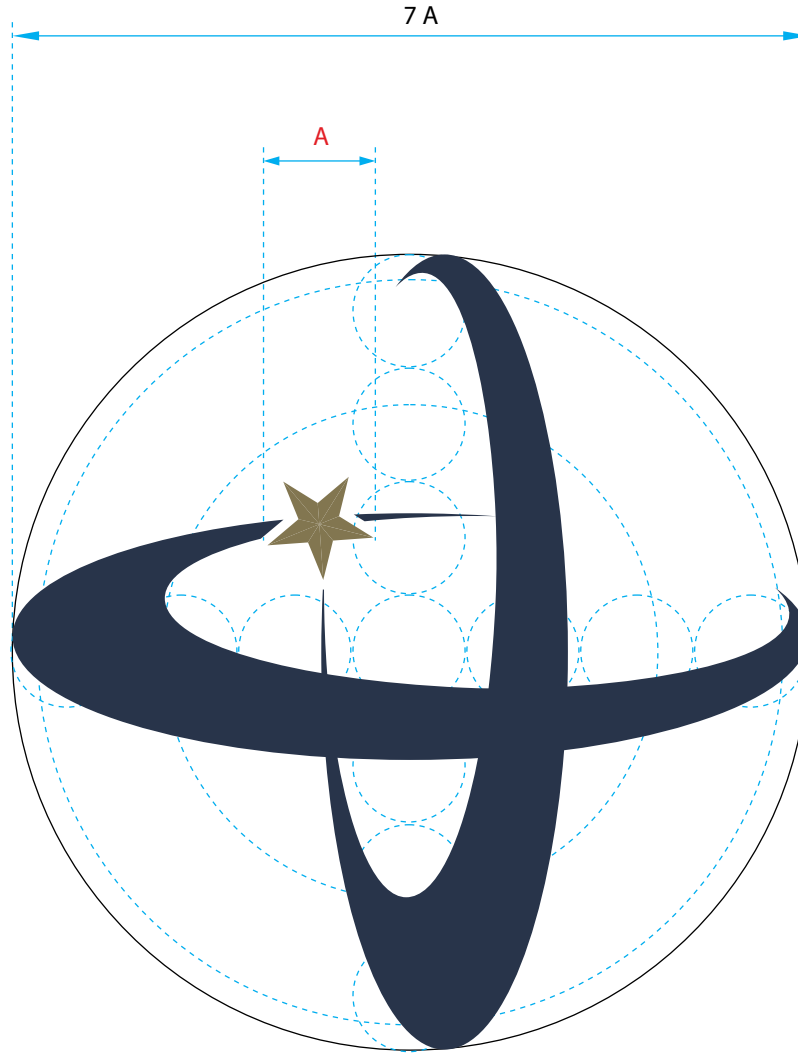
Hareketli Zeminde Logo Kullanımı

Video Fligranı

Yazı Karakterleri

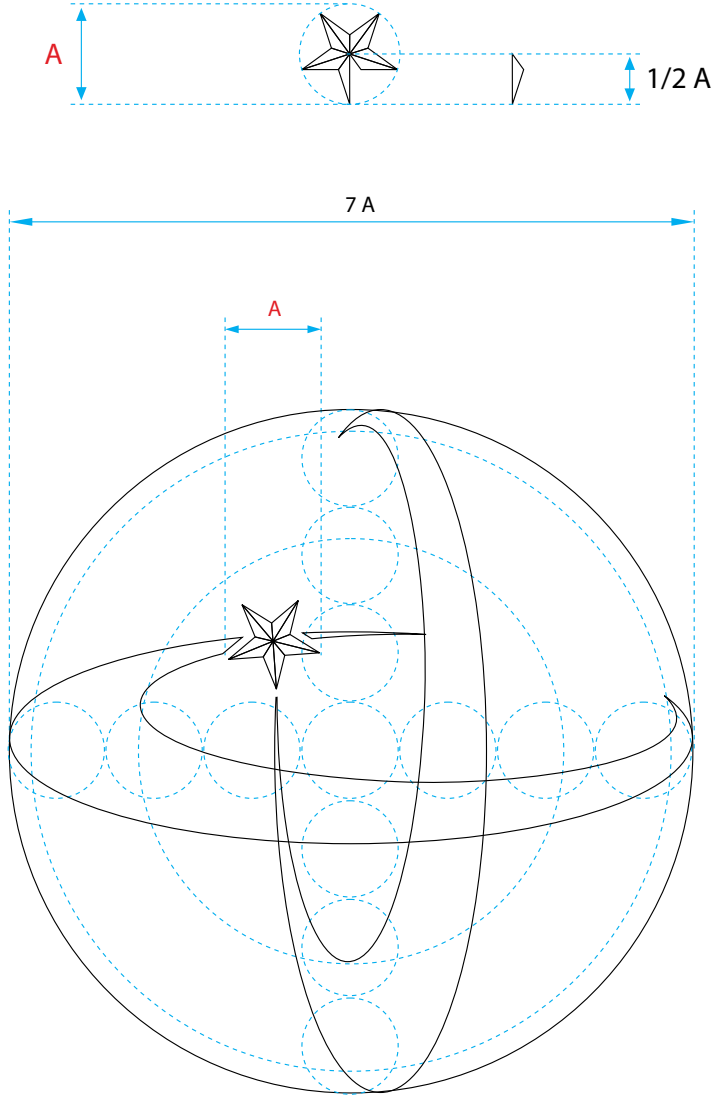
Kurumsal Renk Kullanımları

## Amblem

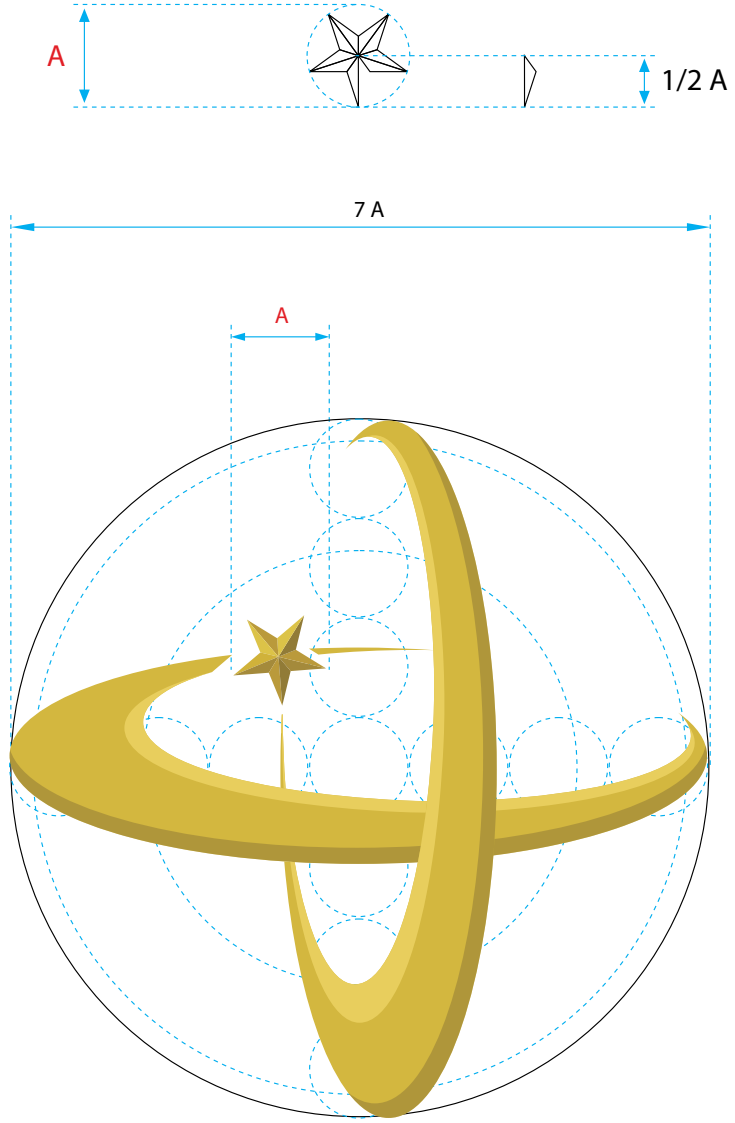


## Amblem/ Teknik Yapı

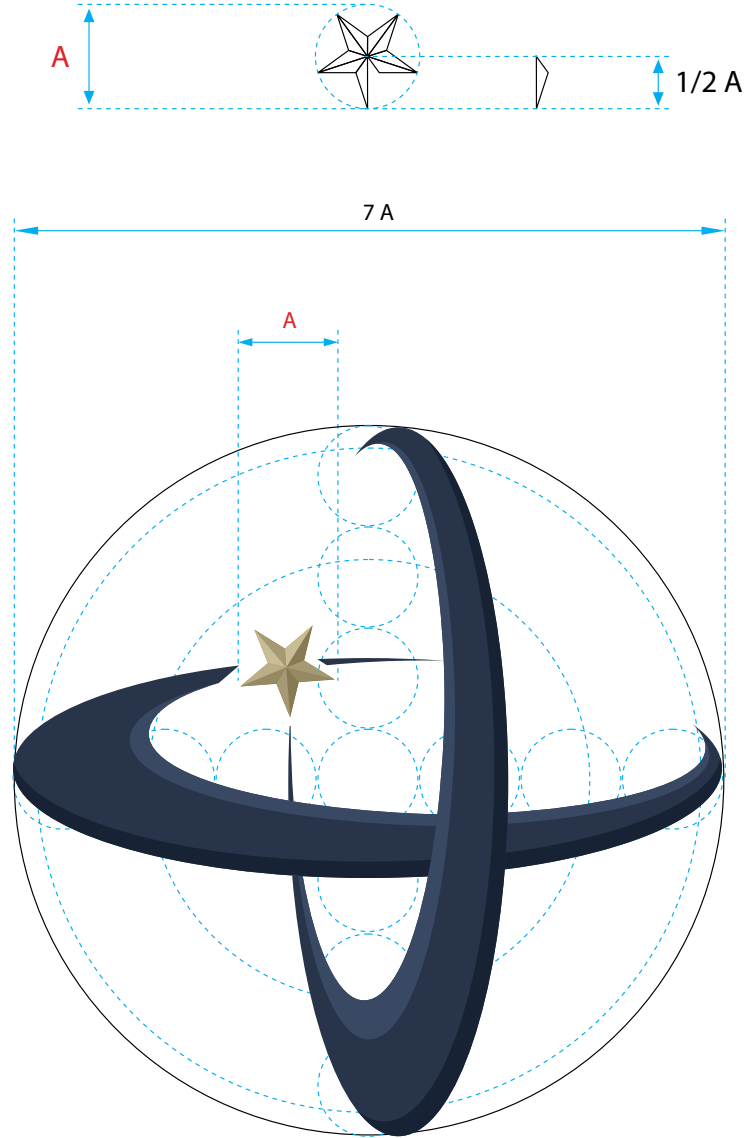
**A:** Yıldızın sivri uçlarından geçen çemberin çapı.



## Amblem/ Rölyef Klişe

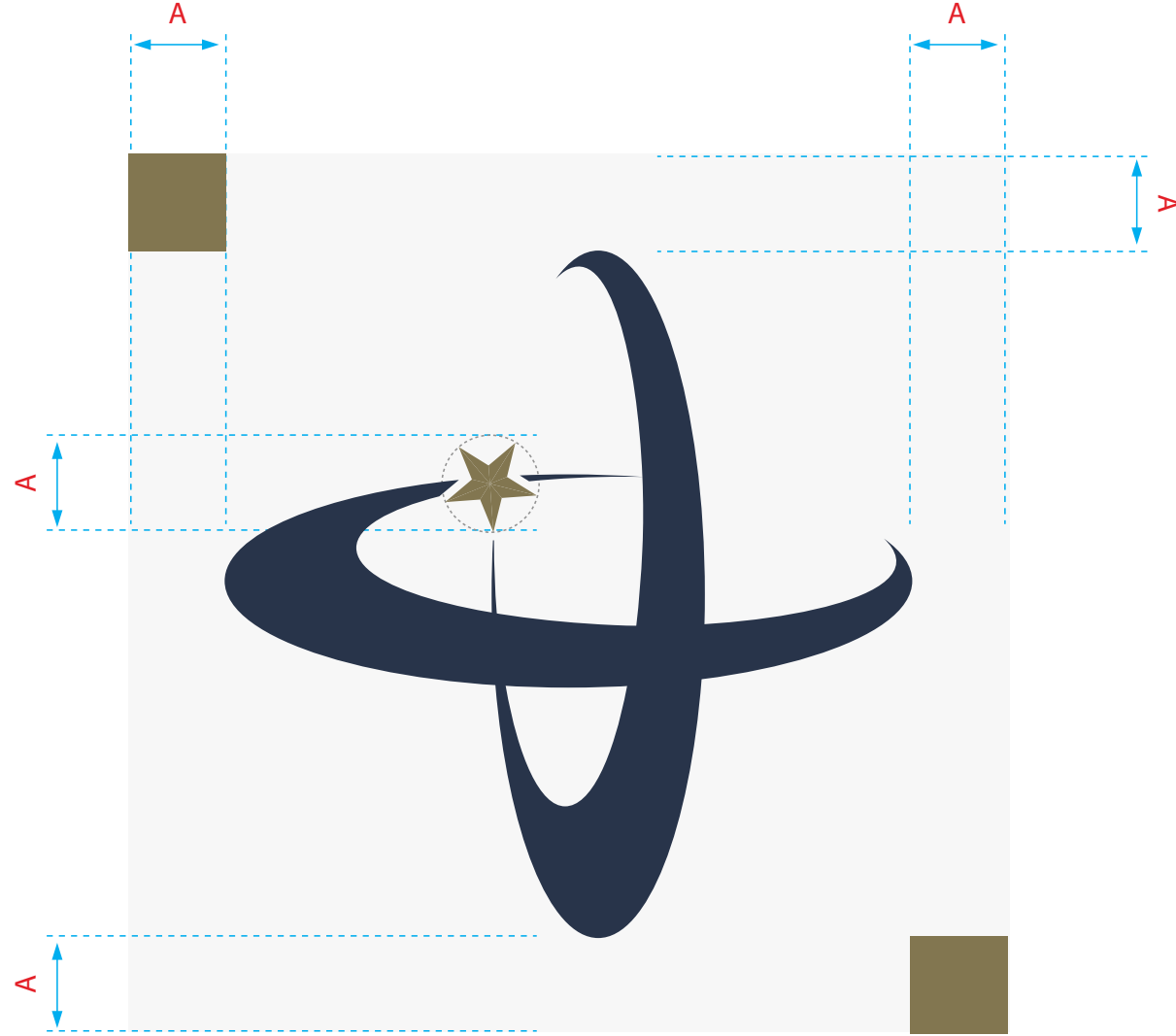


## Amblem/ Boyutlu Kullanım

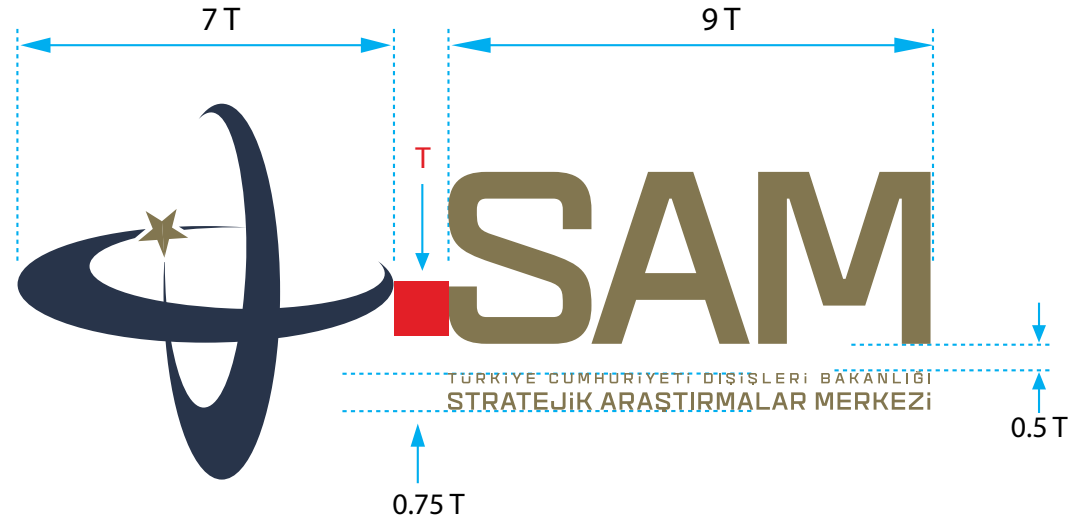




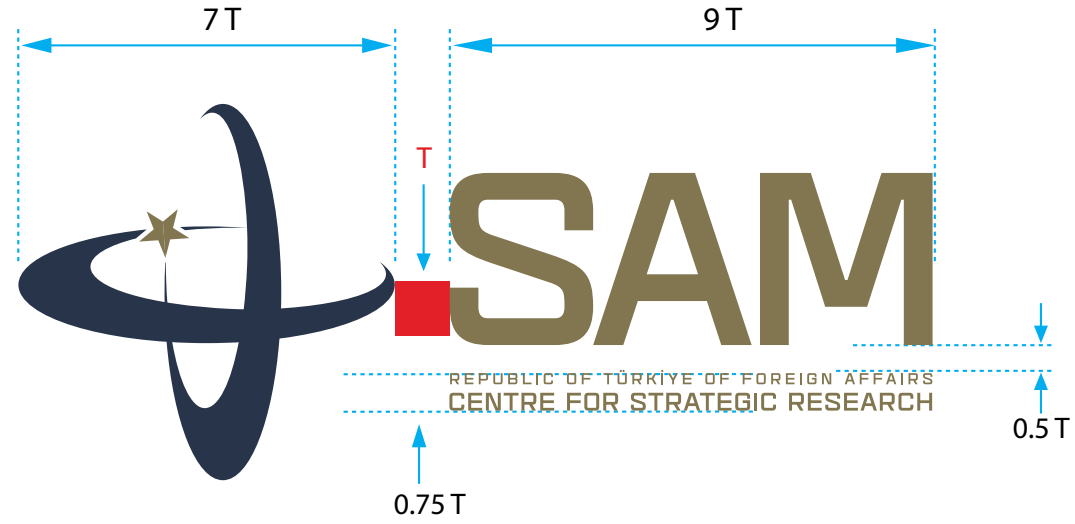
## Amblem/ Güvenlik Alanı



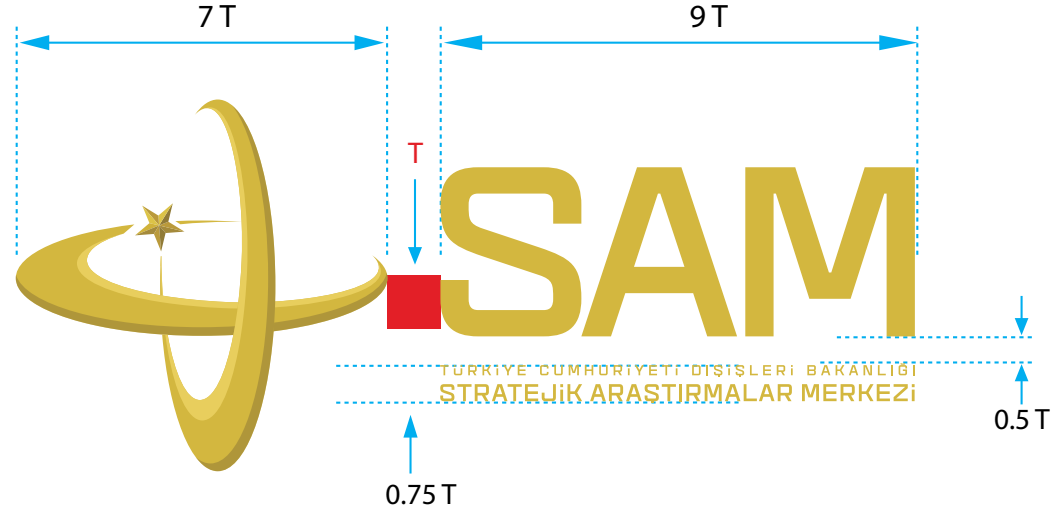
## Logo/ Yatay Kullanım



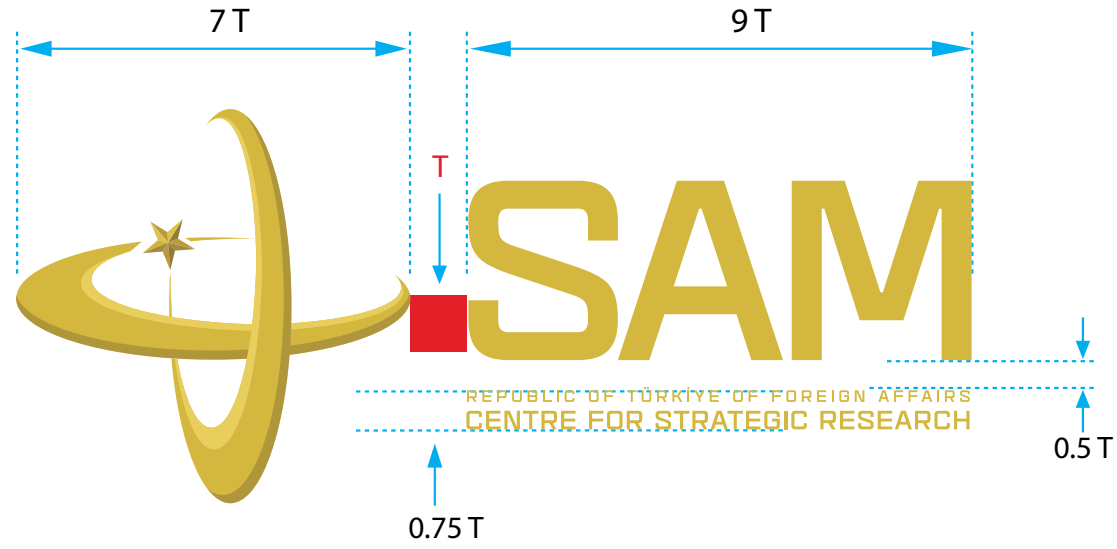
Logo/  
Yatay Kullanım/  
İngilizce



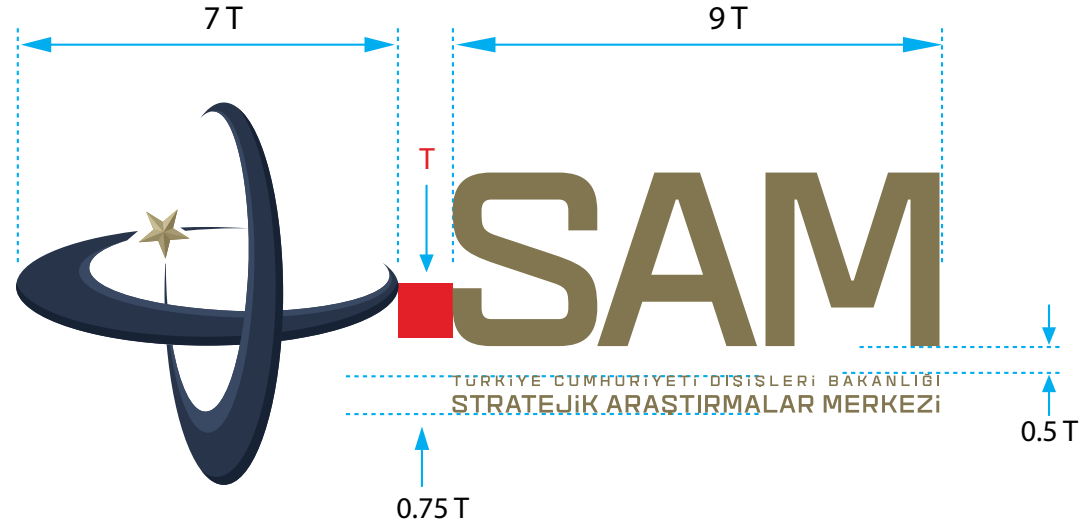
Logo/  
Yatay Kullanım/  
Rölyef Klîşe



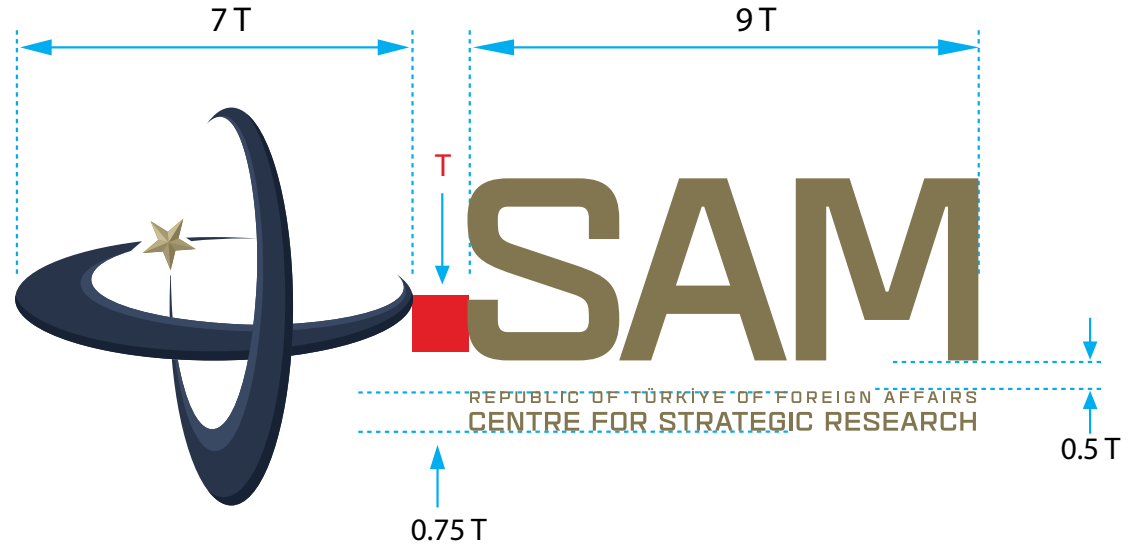
Logo/  
Yatay Kullanım/  
Rölyef Klişe/  
İngilizce



Logo/  
Yatay Kullanım/  
Boyutlu Kullanım



Logo/  
Yatay Kullanım/  
Boyutlu Kullanım/  
İngilizce



Logo/  
Yatay Kullanım/  
Güvenlik Alanı

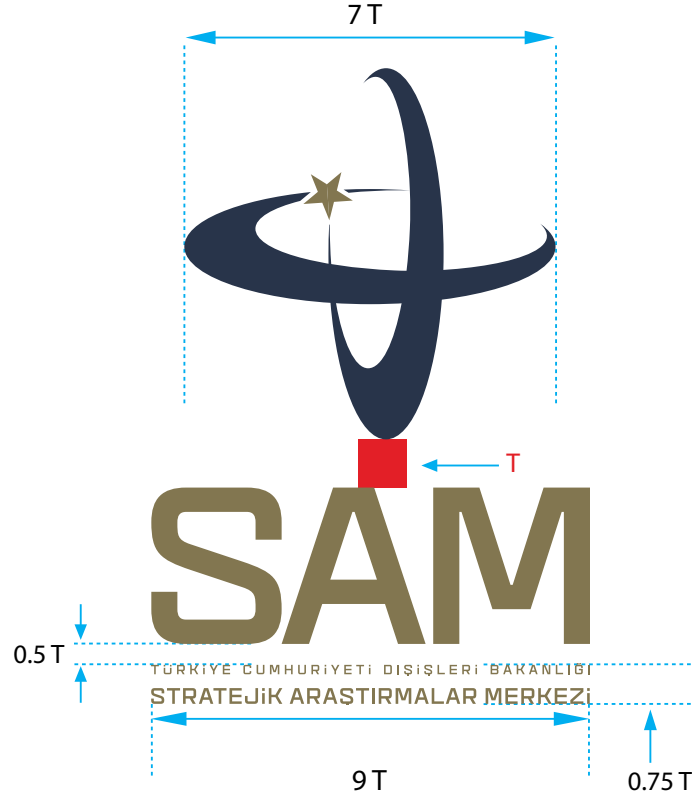




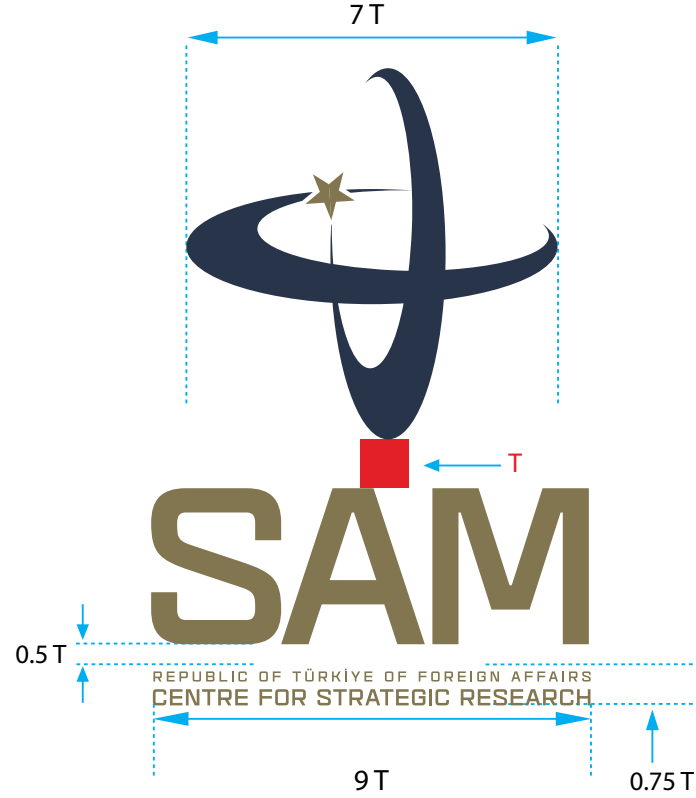
Logo/  
Yatay Kullanım/  
Güvenlik Alanı/  
İngilizce



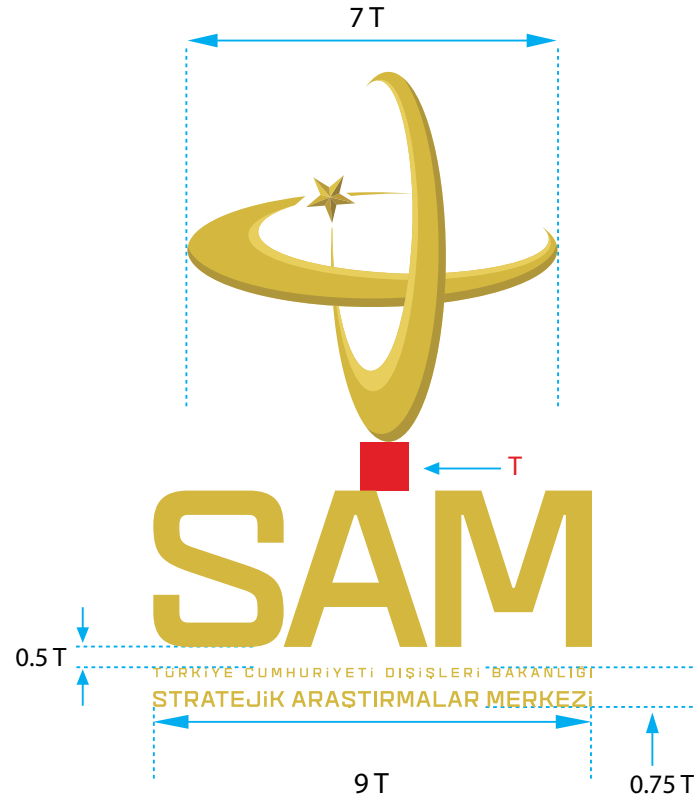
## Logo/ Dikey Kullanım



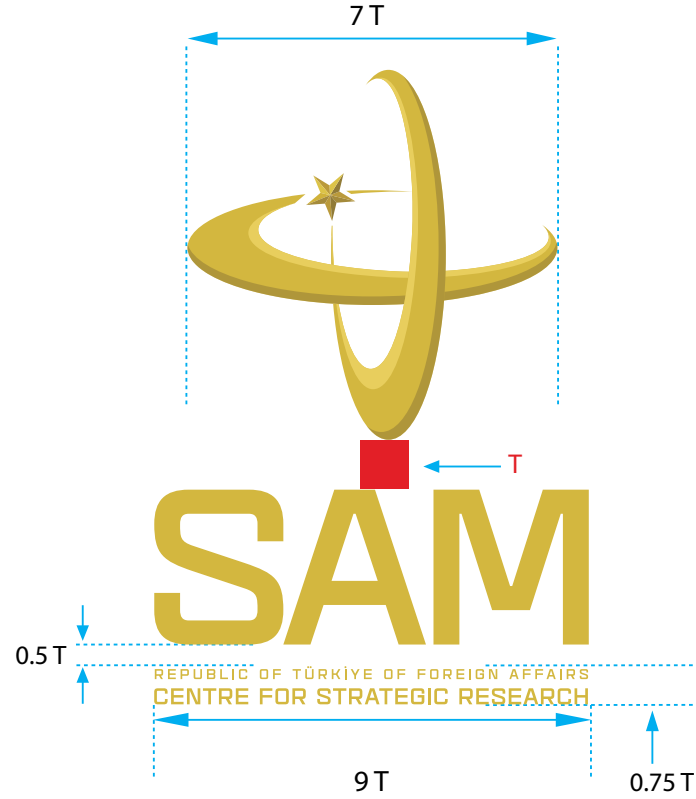
Logo/  
Dikey Kullanım/  
İngilizce



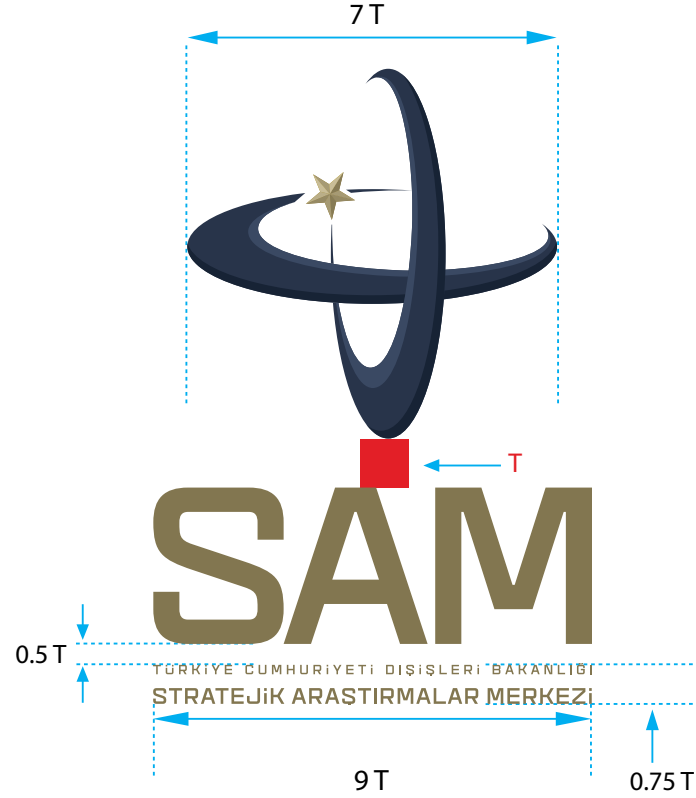
Logo/  
Dikey Kullanım/  
Rölyef Klişe



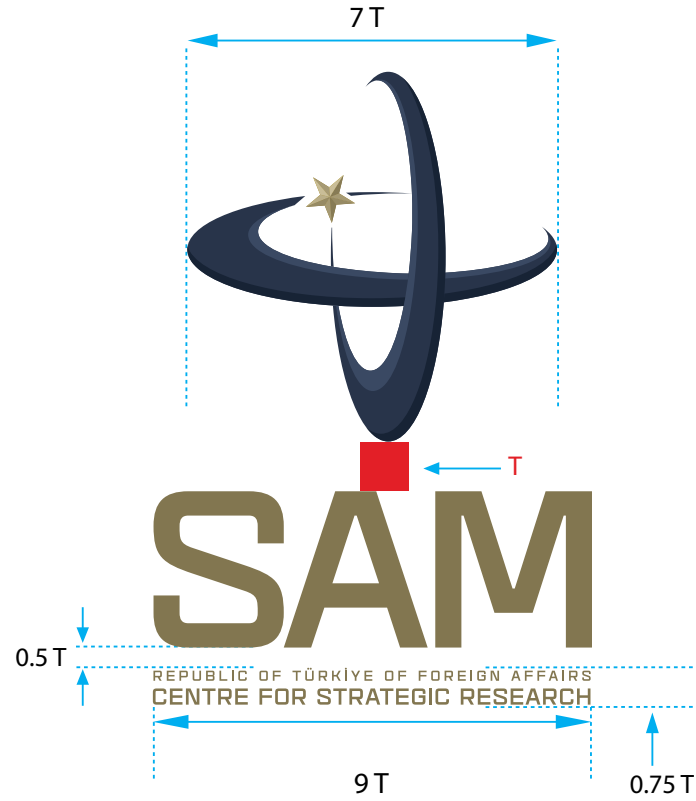
Logo/  
Dikey Kullanım/  
Rölyef Klişe/  
İngilizce



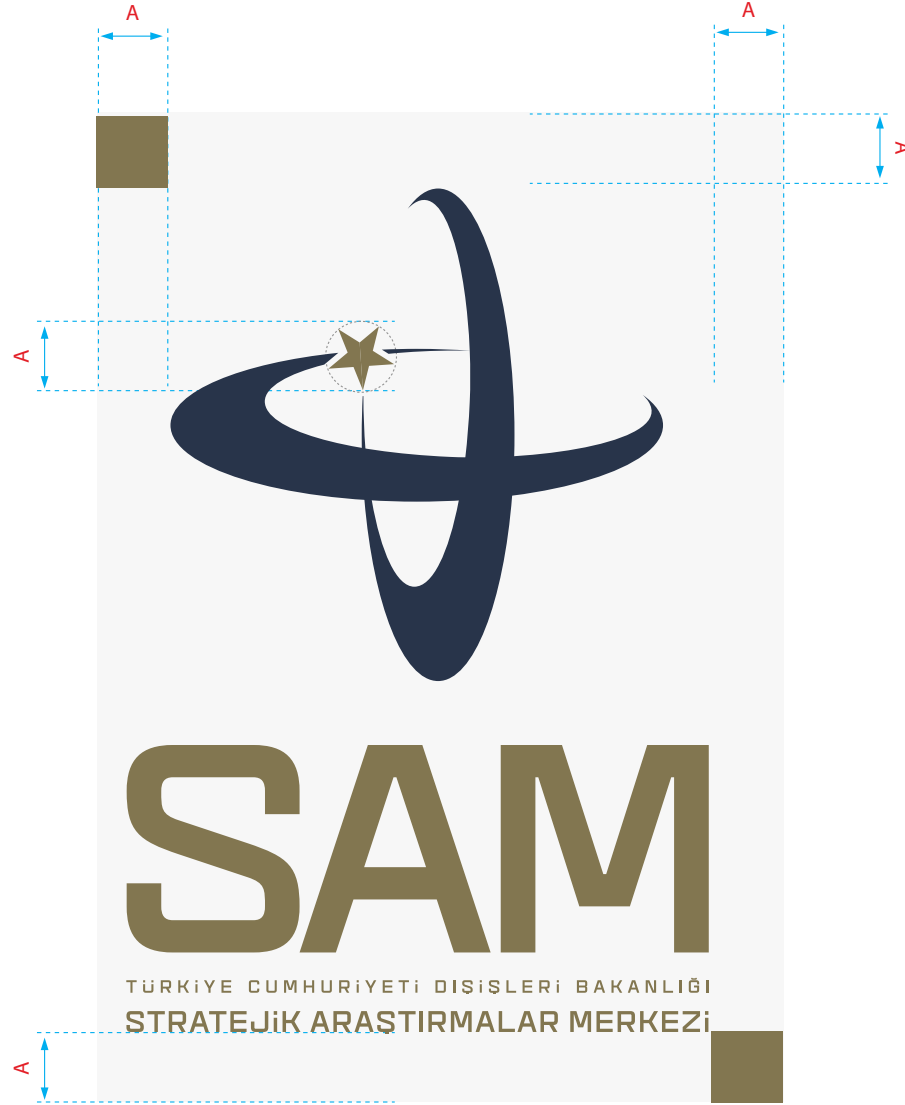
Logo/  
Dikey Kullanım/  
Boyutlu Kullanım



Logo/  
Dikey Kullanım/  
Boyutlu Kullanım/  
İngilizce

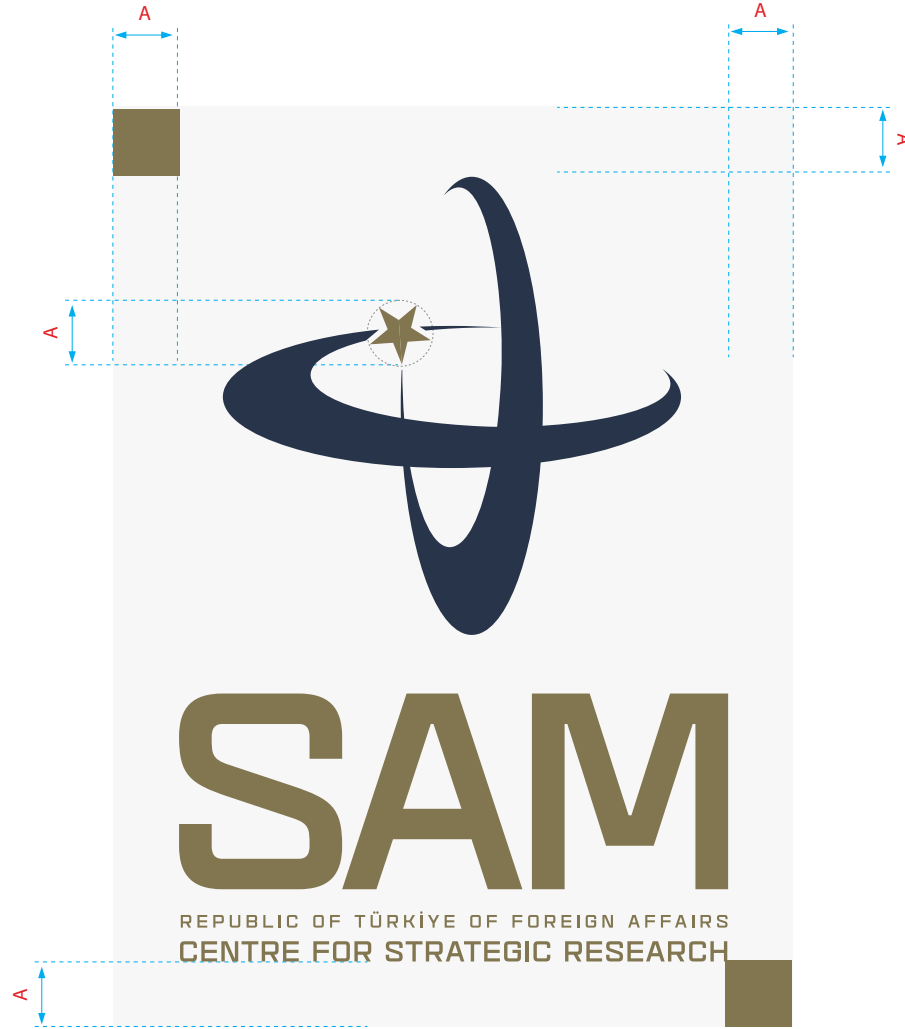


Logo/  
Dikey Kullanım/  
Güvenlik Alanı





Logo/  
Dikey Kullanım/  
Güvenlik Alanı/  
İngilizce



## Arma

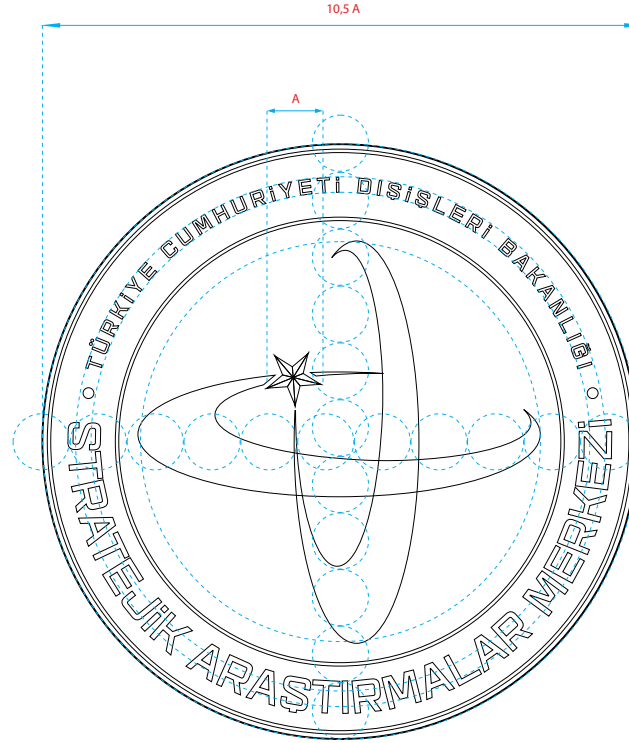
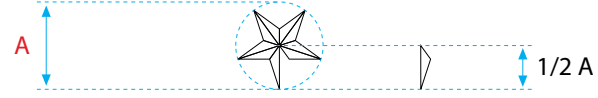


Arma/  
İngilizce



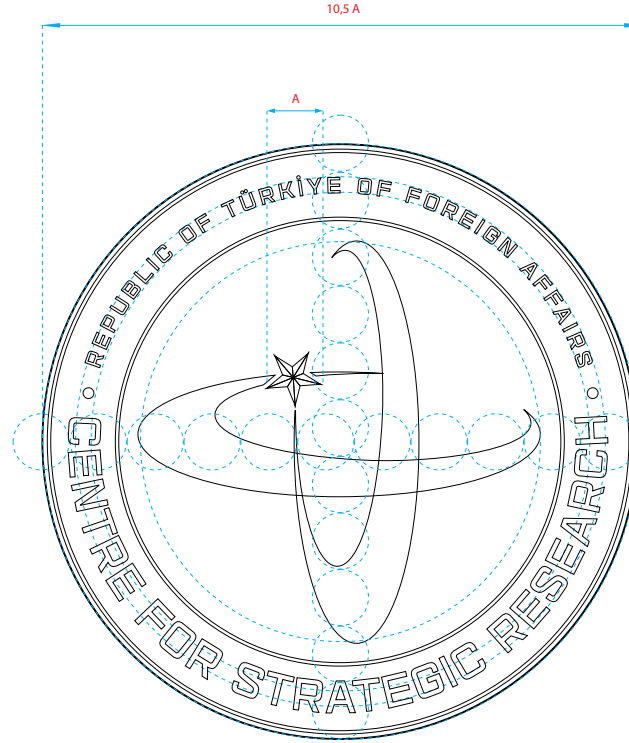
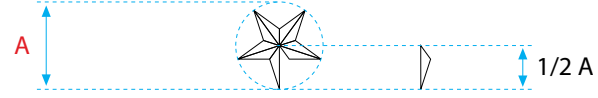
## Arma/ Teknik Yapı

**A:** Yıldızın sivri uçlarından geçen çemberin çapı.



**Arma/  
Teknik Yapı/  
İngilizce**

**A:** Yıldızın sivri uçlarından geçen çemberin çapı.



## Arma/ Rölyef Klişe



Arma/  
Rölyef Klişe/  
İngilizce



## Arma/ Güvenlik Alanı

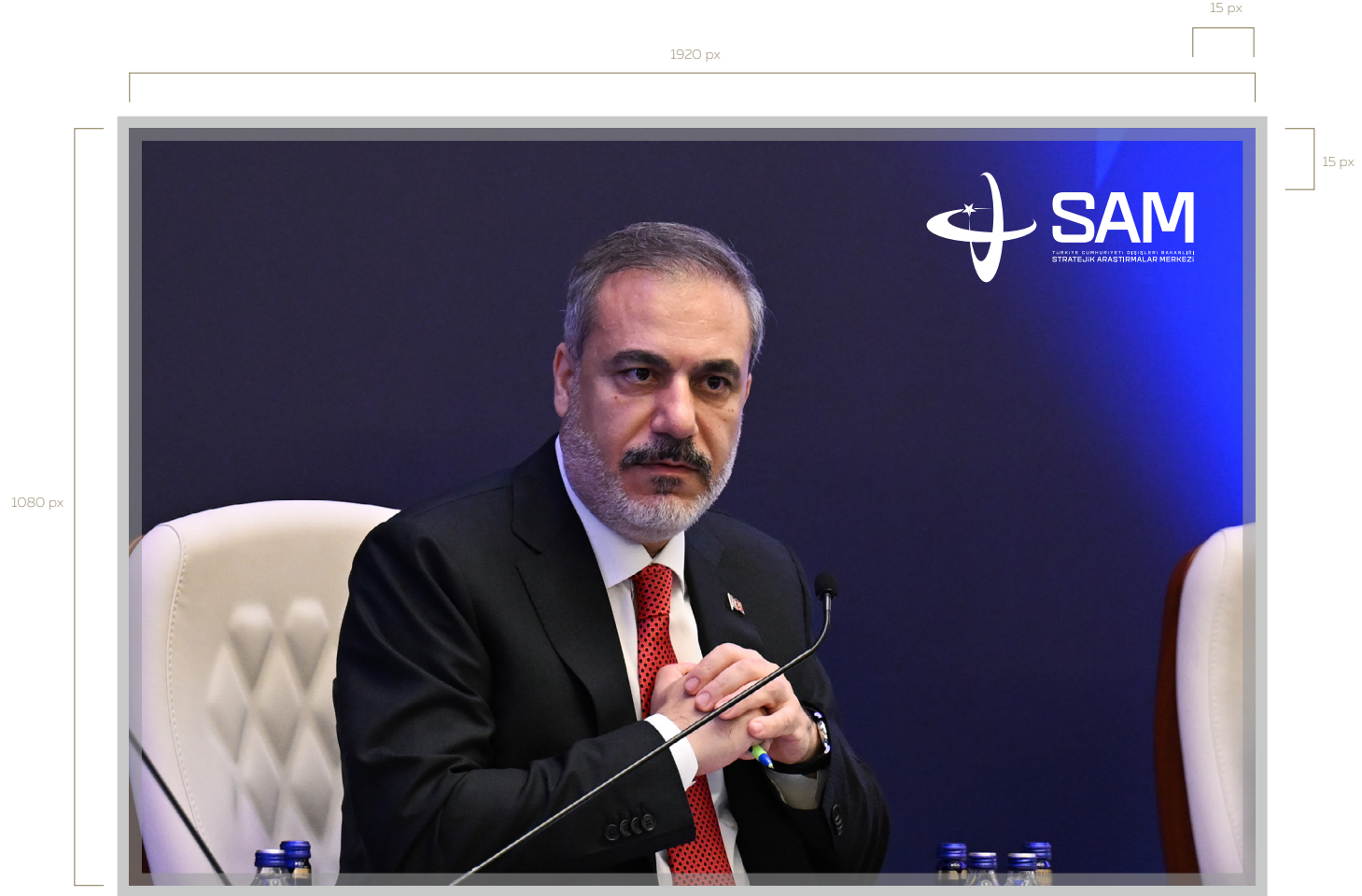




Arma/  
Güvenlik Alanı/  
İngilizce



## Hareketli Zeminde Logo Kullanımı



## Video Fligranı

1920 px

1080 px



## Yazı Karakterleri 1

### 1. Muller

2. Aguda

3. Times New Roman

0  
Karakter aralığı

Muller

Muller Ultra Light

ABCÇDEFGĞHIİJKLMN  
OÖPQRSŞTUÜVYWXYZ  
abcçdefgğhiijklmn  
oöpqrsştuüvwxyz

0123456789

Muller Light

ABCÇDEFGĞHIİJKLMN  
OÖPQRSŞTUÜVYWXYZ  
abcçdefgğhiijklmn  
oöpqrsştuüvwxyz

0123456789

Muller Regular

ABCÇDEFGĞHIİJKLMN  
OÖPQRSŞTUÜVYWXYZ  
abcçdefgğhiijklmn  
oöpqrsştuüvwxyz

0123456789

**Muller Bold**

**ABCÇDEFGĞHIİJKLMN  
OÖPQRSŞTUÜVYWXYZ  
abcçdefgğhiijklmn  
oöpqrsştuüvwxyz**

**0123456789**

## Yazı Karakterleri 2

1. Muller

**2. Aguda**

3. Times New Roman

0

Karakter aralığı

Aguda

Aguda Light

ABCÇDEFG⊗HI⊗JKLMN  
OÖPQRS⊗TUÜVWXYZ  
abcçdefg⊗hijklmn  
oöpqrstuüvwxyz

0123456789

Aguda Regular

ABCÇDEFG⊗HI⊗JKLMN  
OÖPQRS⊗TUÜVWXYZ  
abcçdefg⊗hijklmn  
oöpqrstuüvwxyz

0123456789

Aguda Medium

ABCÇDEFG⊗HI⊗JKLMN  
OÖPQRS⊗TUÜVWXYZ  
abcçdefg⊗hijklmn  
oöpqrstuüvwxyz

0123456789

Aguda Bold

ABCÇDEFG⊗HI⊗JKLMN  
OÖPQRS⊗TUÜVWXYZ  
abcçdefg⊗hijklmn  
oöpqrstuüvwxyz

0123456789

## Yazı Karakterleri 3

1. Muller
2. Aguda
3. Times New Roman

○  
Karakter aralığı

# Times New Roman

### Times New Roman Regular

ABCÇDEFGĞHİJKLMN  
OÖPQRSŞTUÜVYWXYZ  
abcçdefgğhiijklmn  
oöpqrştuüvwxyz

0123456789

### *Times New Roman İtalik*

*ABCÇDEFGĞHİJKLMN  
OÖPQRSŞTUÜVYWXYZ  
abcçdefgğhiijklmn  
oöpqrştuüvwxyz*

*0123456789*

### Times New Roman Bold

**ABCÇDEFGĞHİJKLMN  
OÖPQRSŞTUÜVYWXYZ  
abcçdefgğhiijklmn  
oöpqrştuüvwxyz**

**0123456789**

### *Times New Roman Bold İtalik*

***ABCÇDEFGĞHİJKLMN  
OÖPQRSŞTUÜVYWXYZ  
abcçdefgğhiijklmn  
oöpqrştuüvwxyz***

***0123456789***

## Kurumsal Renk Kullanımları



**Hex** : #28334a  
**Rgb** : rgb(40,51,74)  
**Hsl** : 221° , 30% , 22%  
**HsvColor** : 221° , 46% , 29%  
**CIE L\*a\*b\*** : 21.26, 2.44, -15.67

#28334a									
#f7f8fa	#f1f3f7	#eceff4	#e7eaf2	#e1e6ef	#dce1ec	#d7dde9	#d1d8e6	#ccd4e3	#c7cfe0
#c2cbde	#bcc6db	#b7c2d8	#b2bdd5	#acb9d2	#a7b4cf	#a2b0cc	#9dabca	#97a7c7	#92a2c4
#8d9ec1	#8799be	#8295bb	#7d90b8	#778cb5	#7287b3	#6d82b0	#687ead	#6279aa	#5d75a7
#5871a4	#556d9e	#536999	#506694	#4d628f	#4a5e89	#475b84	#44577f	#415379	#3e5074
#3c4c6f	#394969	#364564	#33415f	#303e5a	#2d3a54	#2a364f	#28334a	#252f44	#222b3f
#1f283a	#1c2434	#19202f	#161d2a	#141925	#11151f	#0e121a	#0b0e15	#080a0f	#05070a

## Kurumsal Renk Kullanımları



Pantone  
**871 C**

**Hex** : #84754e  
**Rgb** : rgb(132,117,78)  
**Hsl** : 43° , 26% , 41%  
**HsvColor** : 43° , 41% , 52%  
**CIE L\*a\*b\*** : 49.71, -0.14, 23.64

#84754E									
#faf9f7	#f7f5f2	#f4f2ed	#f1eee7	#eeeebe2	#ebe7dd	#e8e3d8	#e5e0d3	#e2dcce	#dfd9c9
#dcd5c4	#d9d1be	#d6ceb9	#d3cab4	#d0c6af	#ccc3aa	#c9bfa5	#c6bca0	#c3b89a	#c0b495
#bdb190	#baad8b	#b7aa86	#b4a681	#b1a27c	#ae9f77	#ab9b71	#a8986c	#a59467	#a29062
#9f8c5d	#99885a	#948357	#8f7f54	#8a7a51	#85764e	#80714b	#7b6d48	#756845	#706442
#6b5f3f	#665a3c	#615639	#5c5136	#574d33	#524830	#4c442d	#473f2a	#423b27	#3d3624
#383221	#332d1e	#2e281b	#292418	#231f15	#1e1b12	#19160f	#14120c	#0f0d09	#0a0906



# BASILI ÖĞELER

Kartvizit

Antetli Kağıt/A4

Antetli Kağıt/A5

Diplomat Zarf

Torba Zarf/A4

Torba Zarf/17 x 25 cm

Cepli Dosya

Mekanizmalı Dosya

Arz Dosyası

Bloknot/A5

Taçlı Bloknot/A4

Taçlı Bloknot/A5

Çizgili Not Kartı/A5

Not Kartları/ 85 x 135 mm

Notluk Kutusu

Sunucu Kartı

Konuşmcı Kartı

Davetiye

Davetiye Zarf

Klasör Sırtı

Kaşe/Mühür

Tebrik Kartı

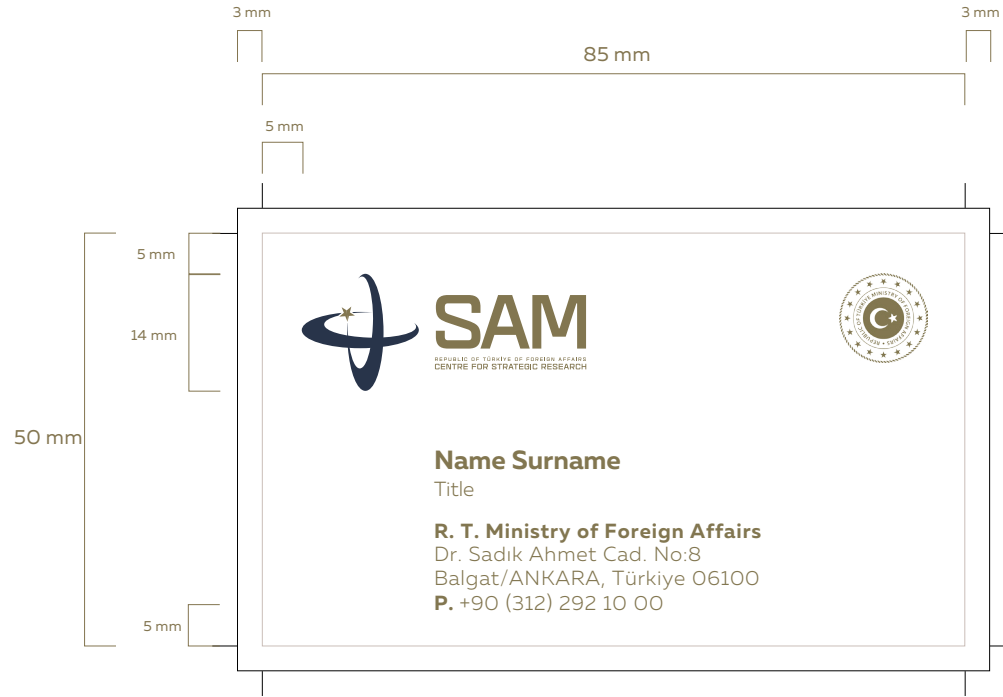
Hediye Kartı ve Zarfı

Bayram Tebrik Kartı

## Kartvizit



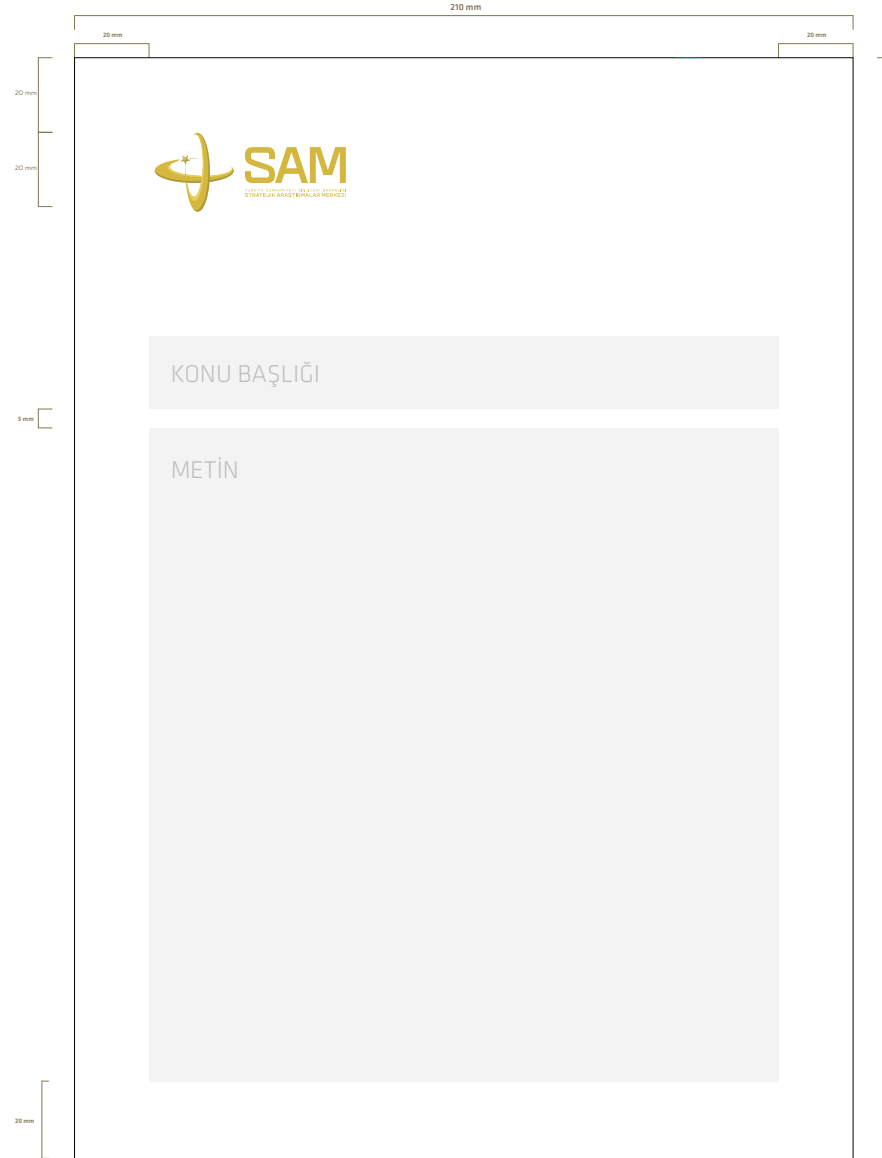
## Kartvizit İngilizce



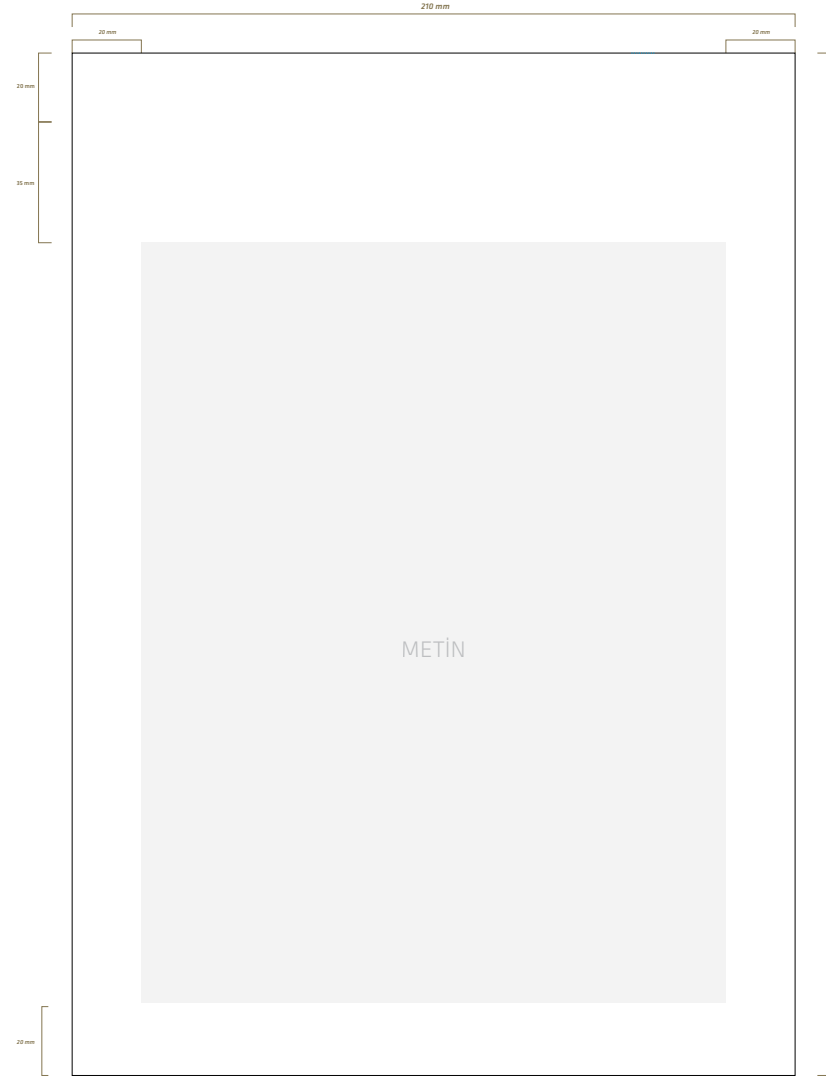
## Antetli Kağıt/ A4



## Antetli Kağıt/ A4/ Rölyef Klîşe

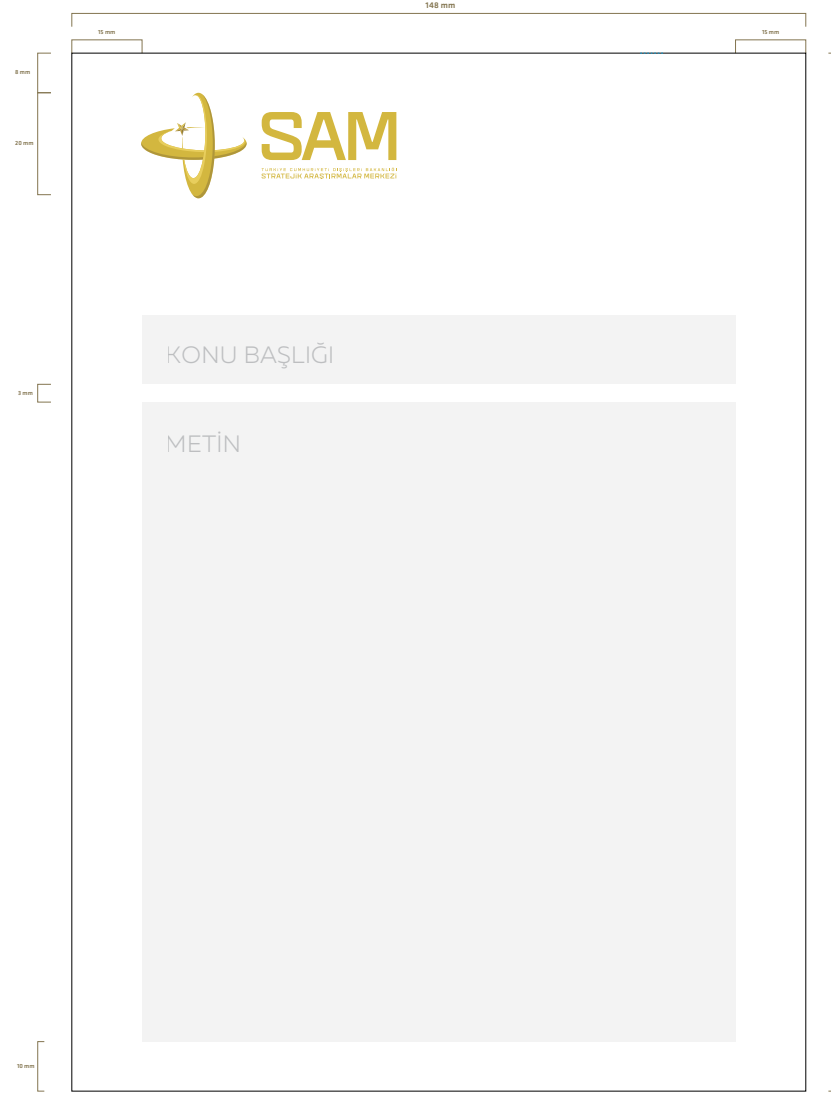


## Antetli Devam Kağıdı



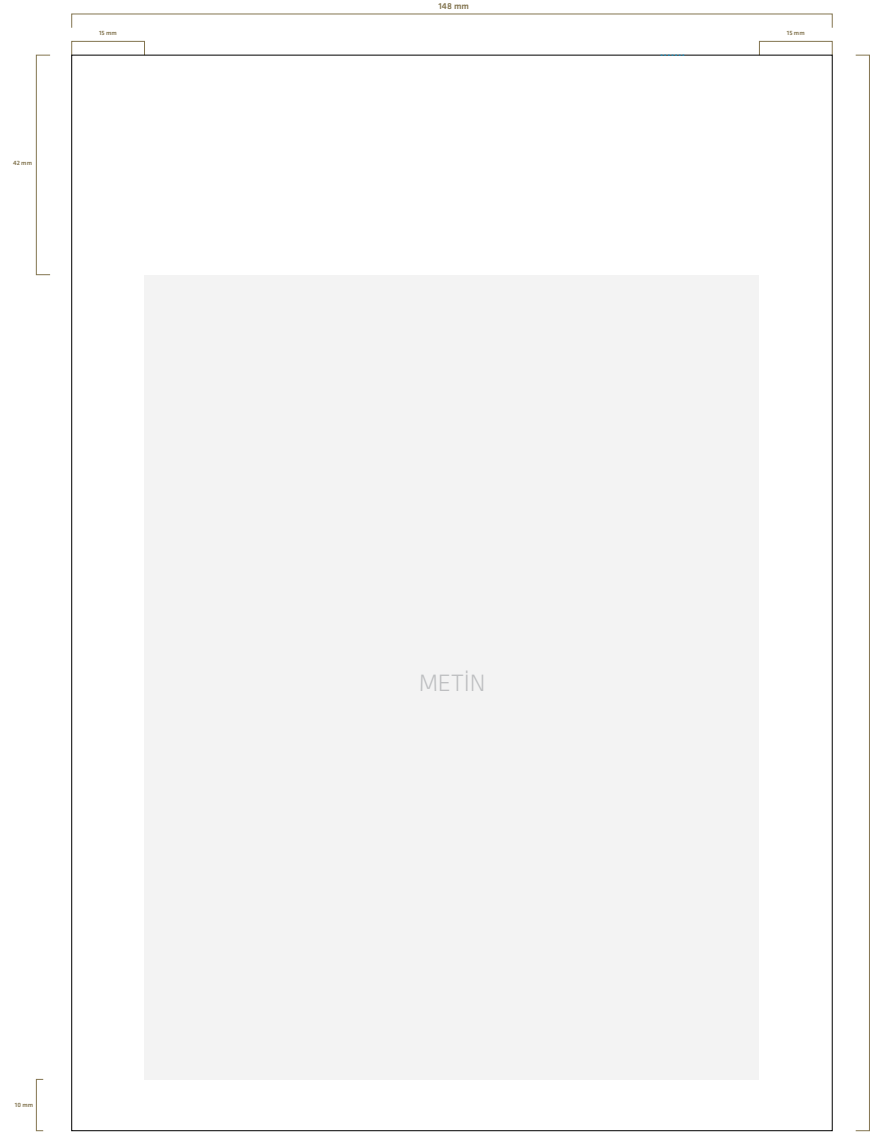


## Antetli Kağıt/ A5/ Rölyef Klîşe





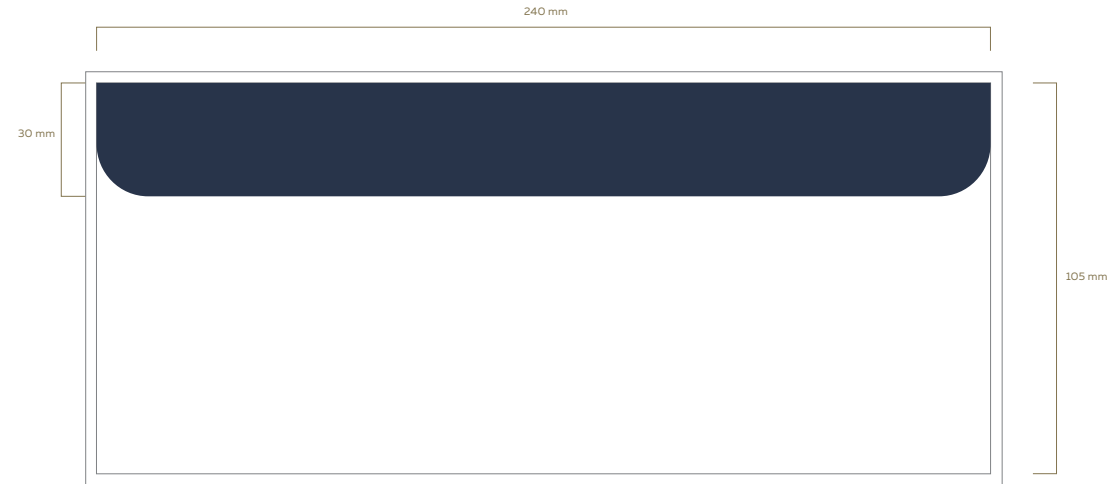
## Antetli Devam Kağıdı/ A5



## Diplomat Zarf

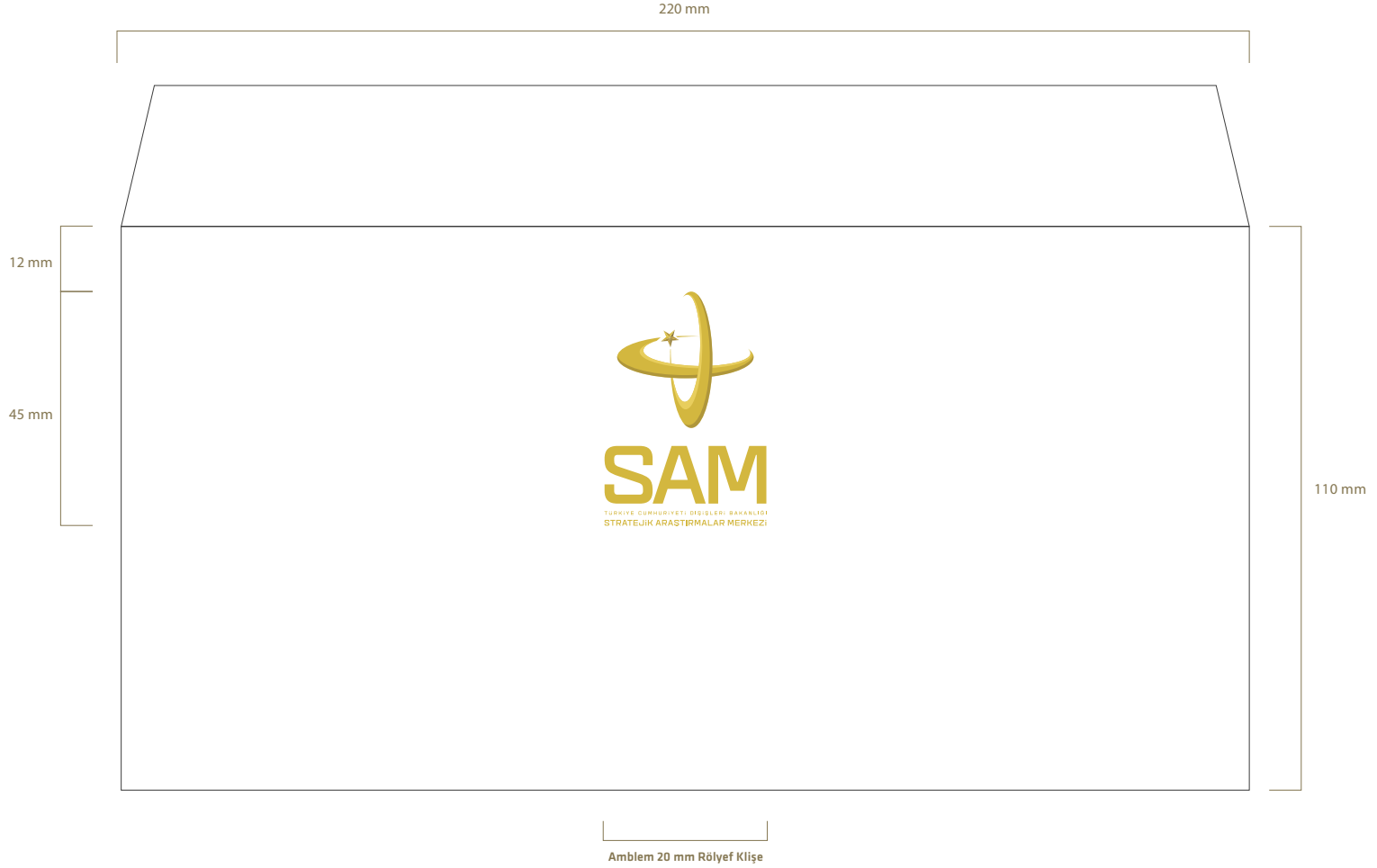


Zarf Ön



Zarf Arka

## Diplomat Zarf/ Rölyef Klişe



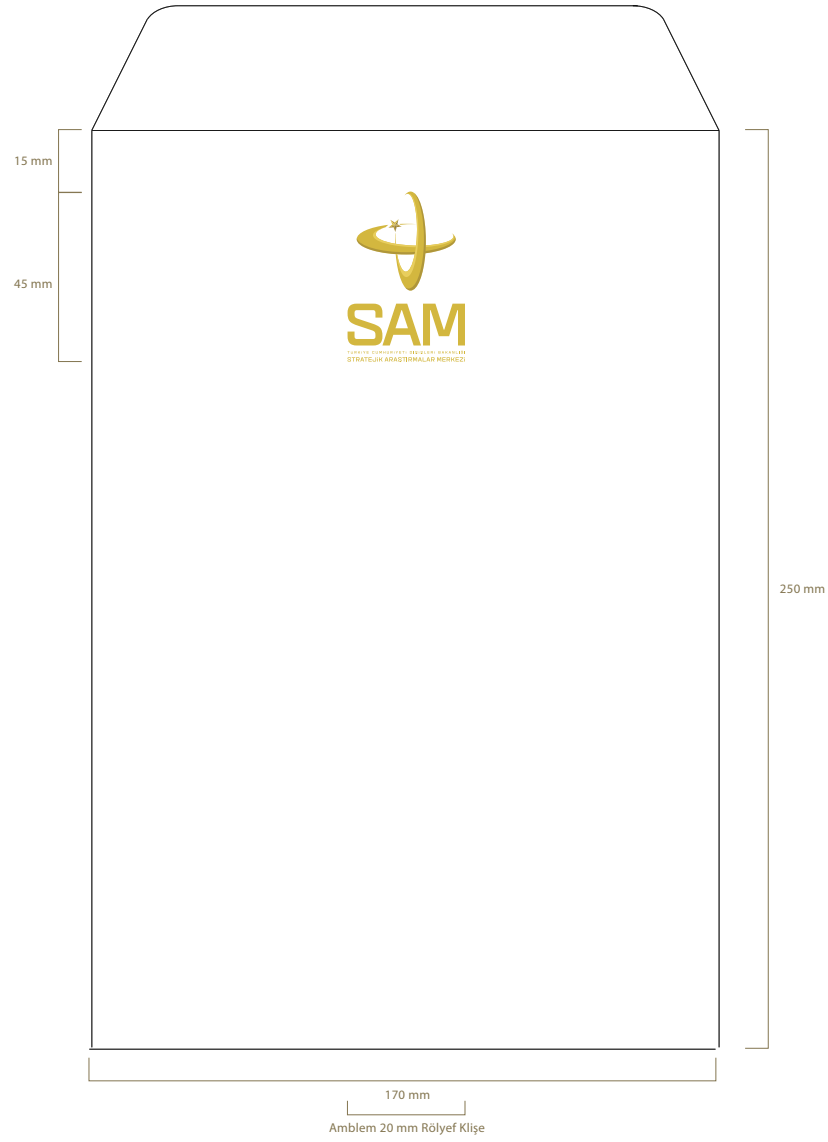
## Torba Zarf/ A4



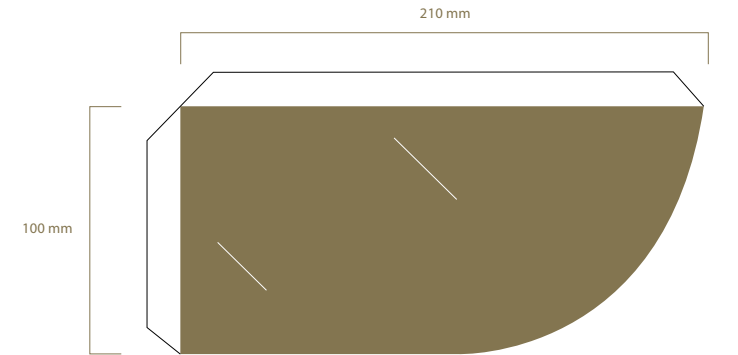
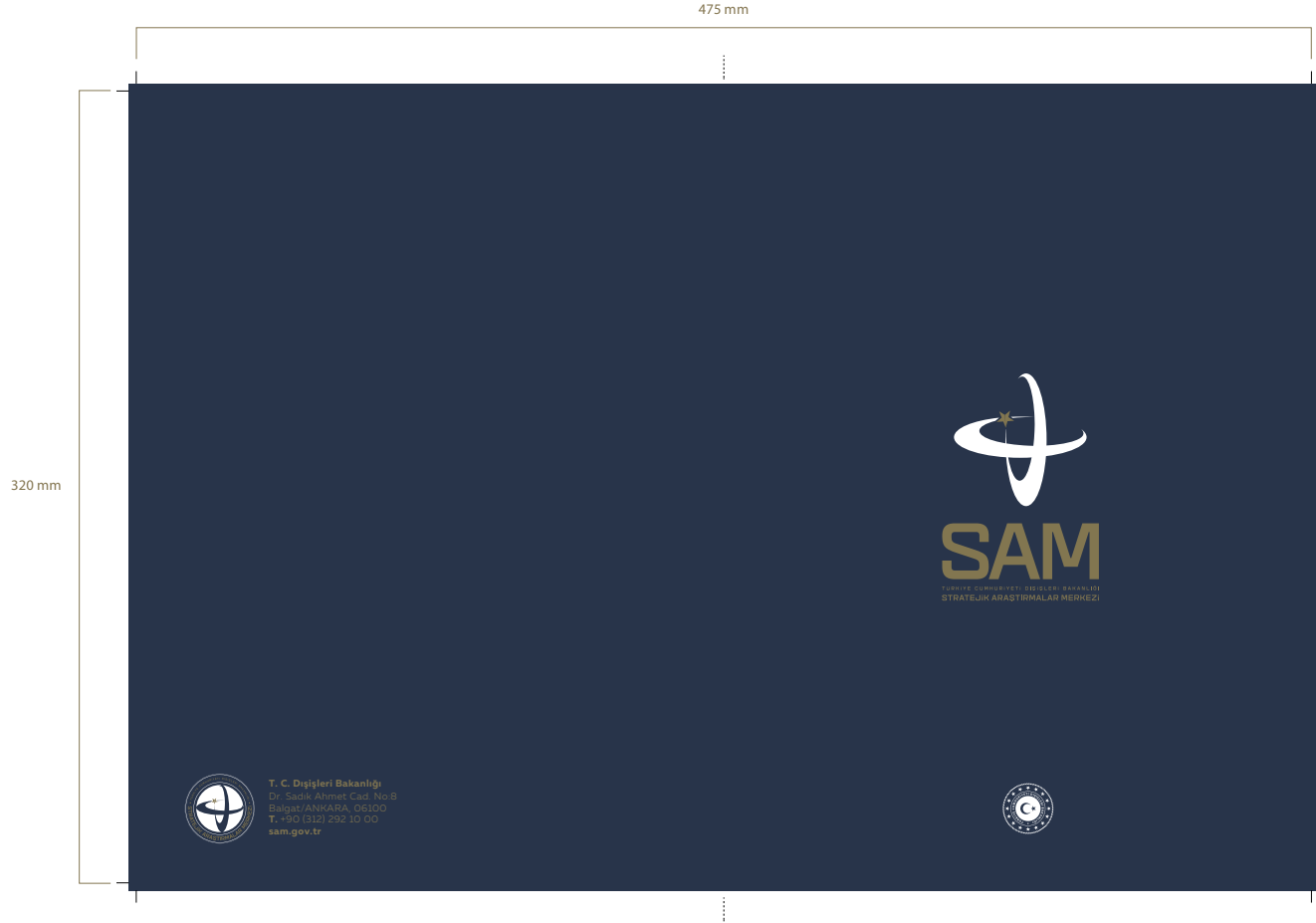
## Torba Zarf/ A4/ Rölyef Klişe



**Torba Zarf/  
17x25 cm/  
Rölyef Klişe**



## Cepli Dosya

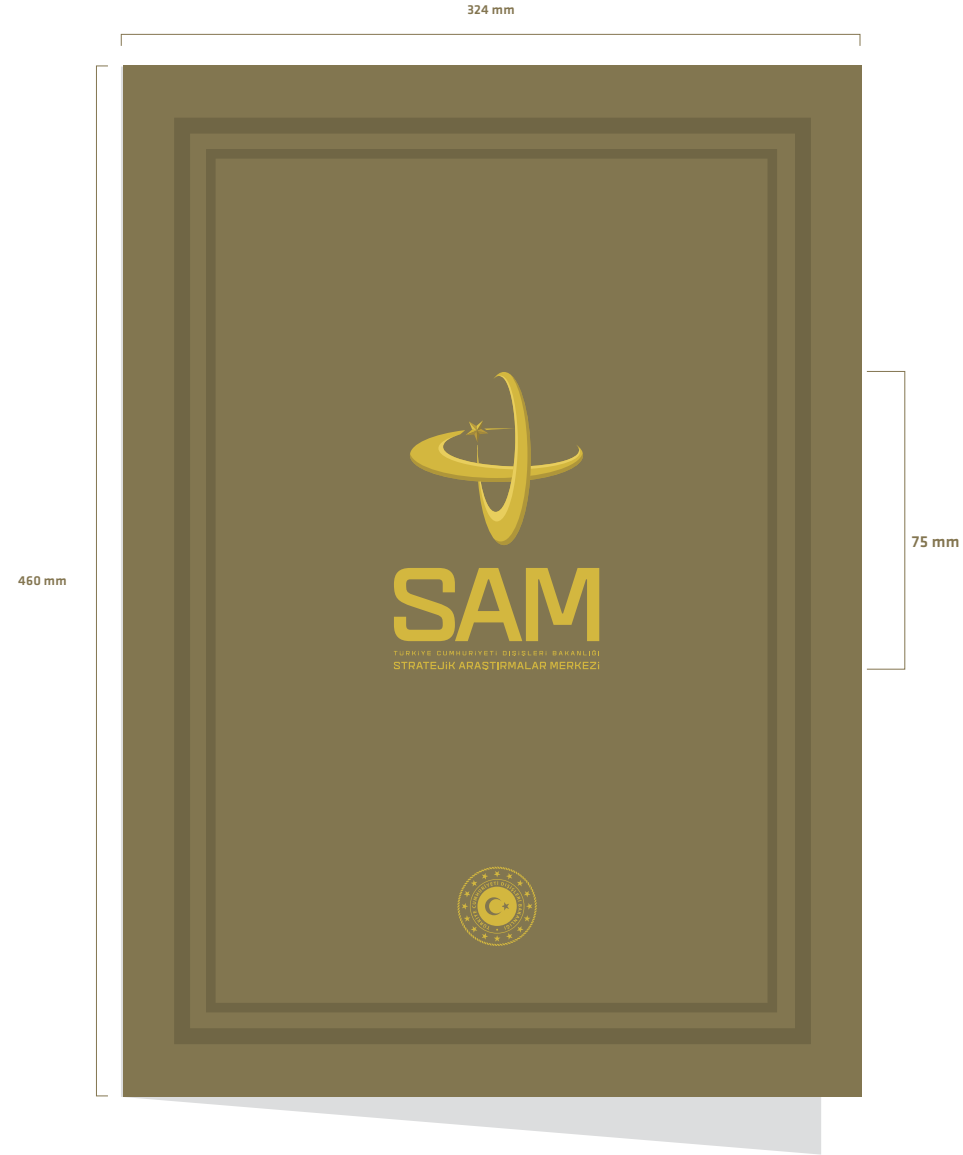


## Mekanizmalı Dosya/ Rölyef Klişe

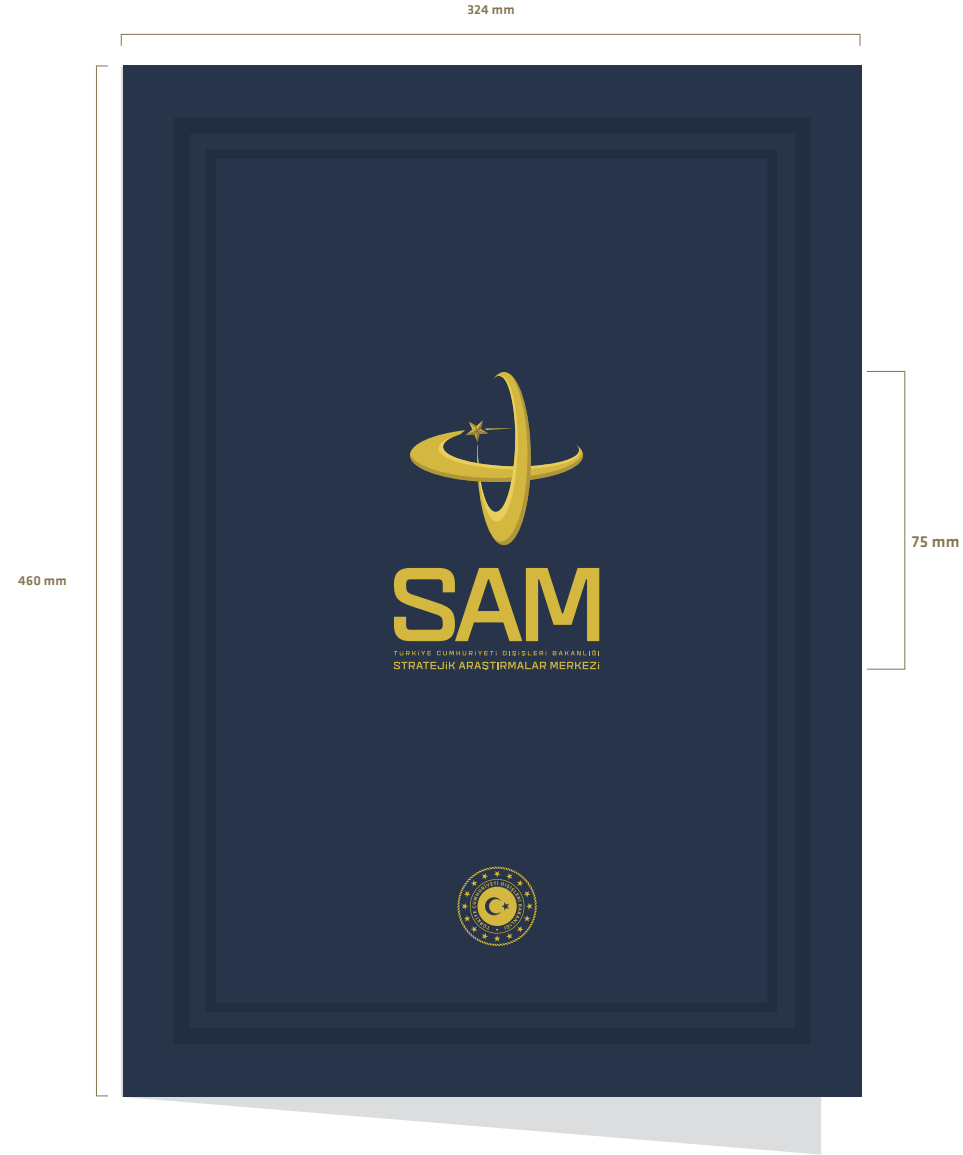




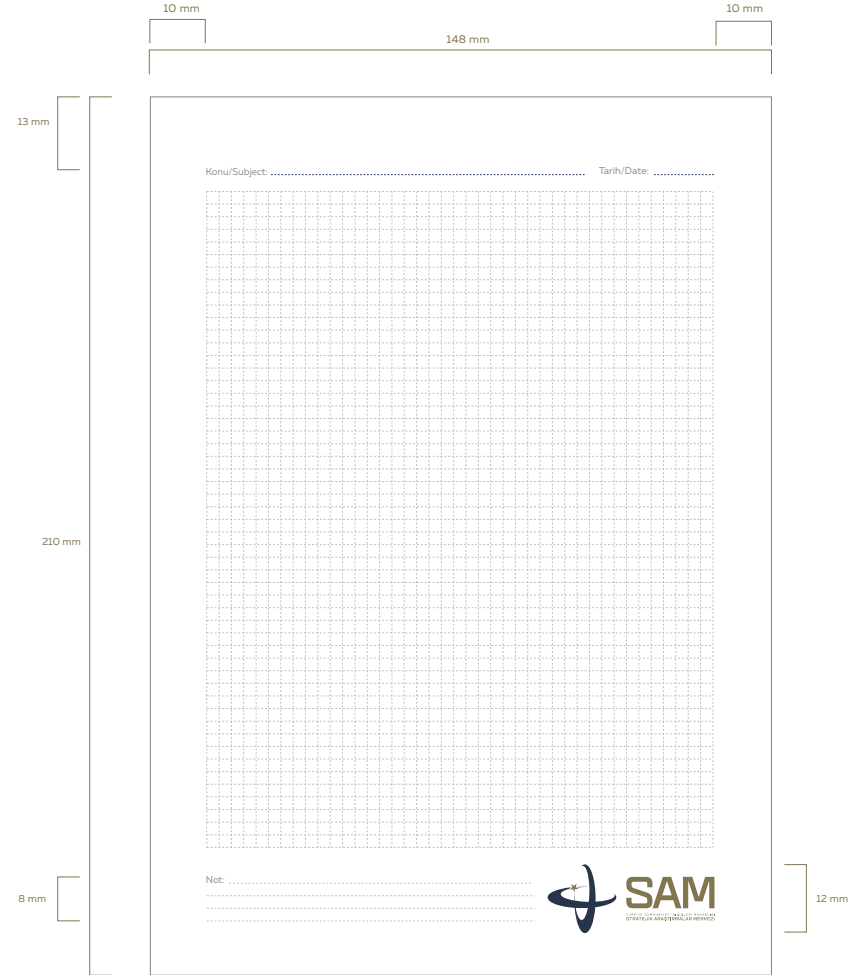
## Arz Dosyası/ Rölyef Klişe



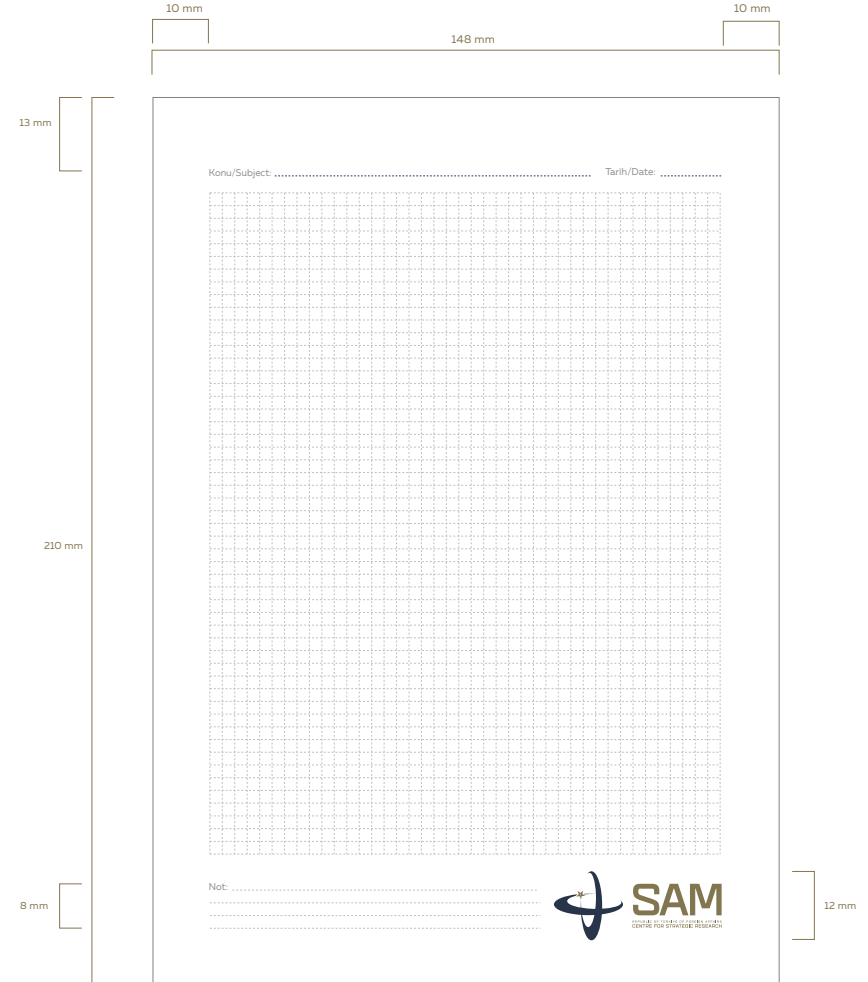
## Arz Dosyası/ Rölyef Klişe



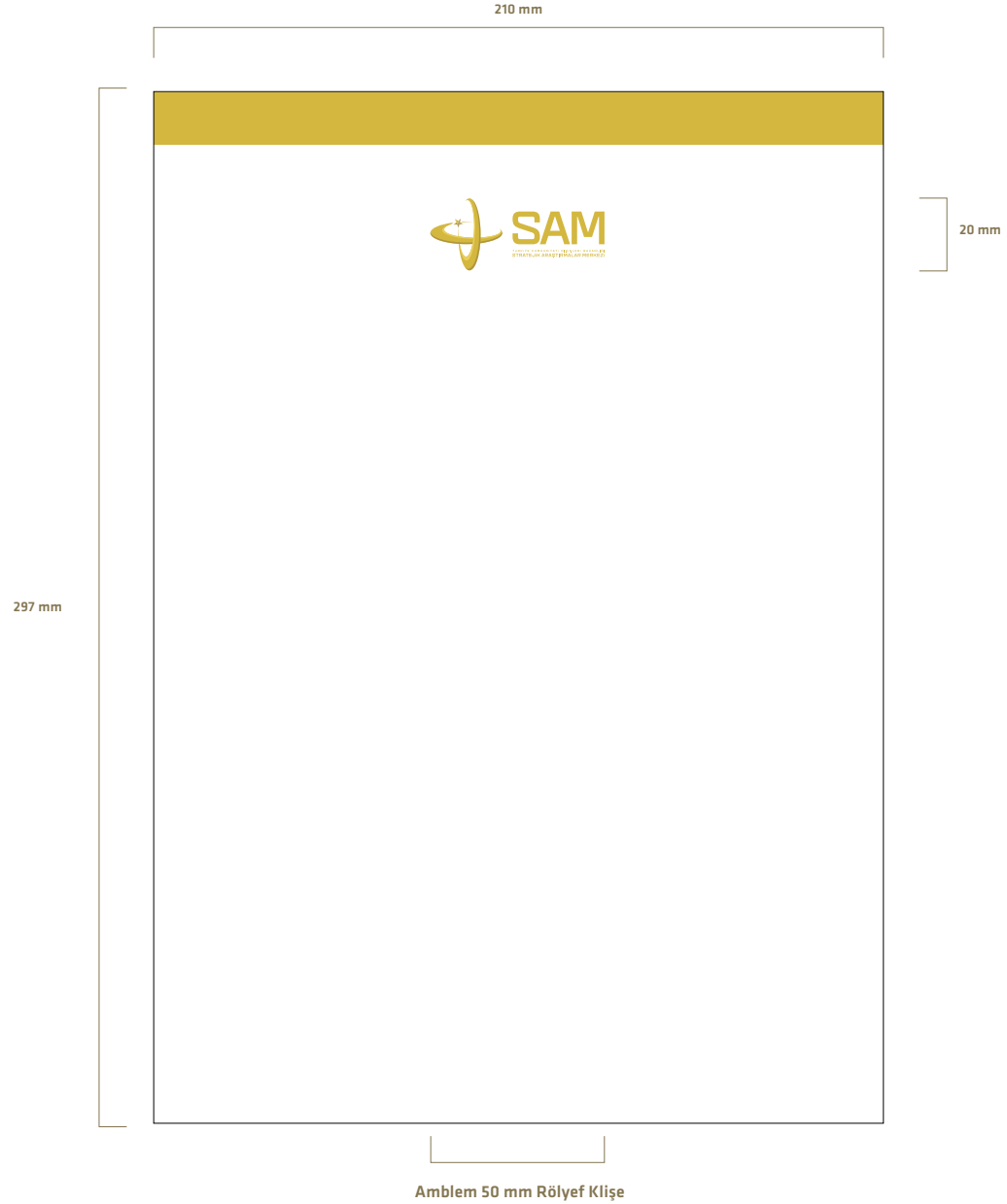
**Bloknot/  
A5/  
Sıvama Defter**



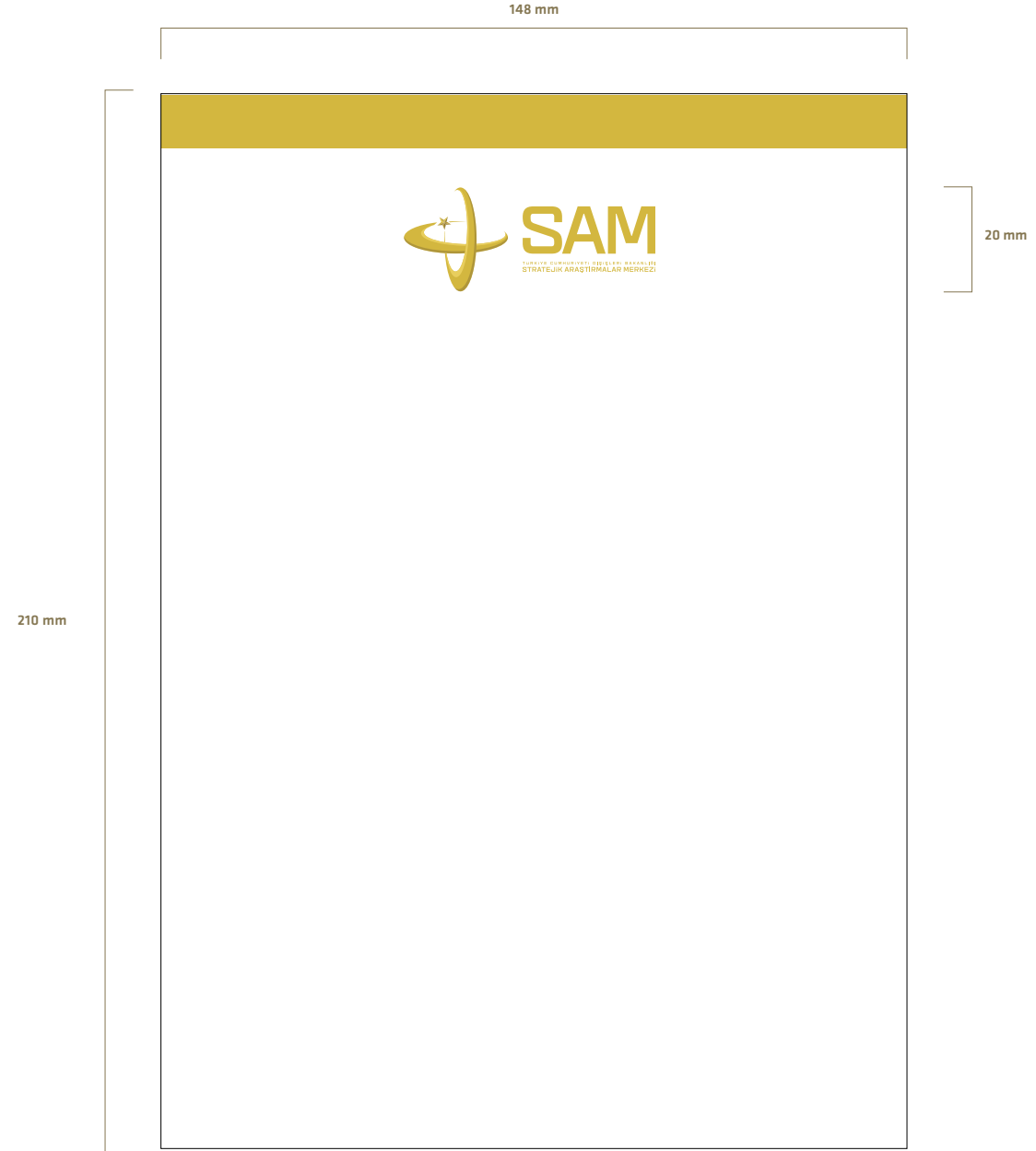
**Bloknot/  
A5/  
Sıvama Defter  
İngilizce**



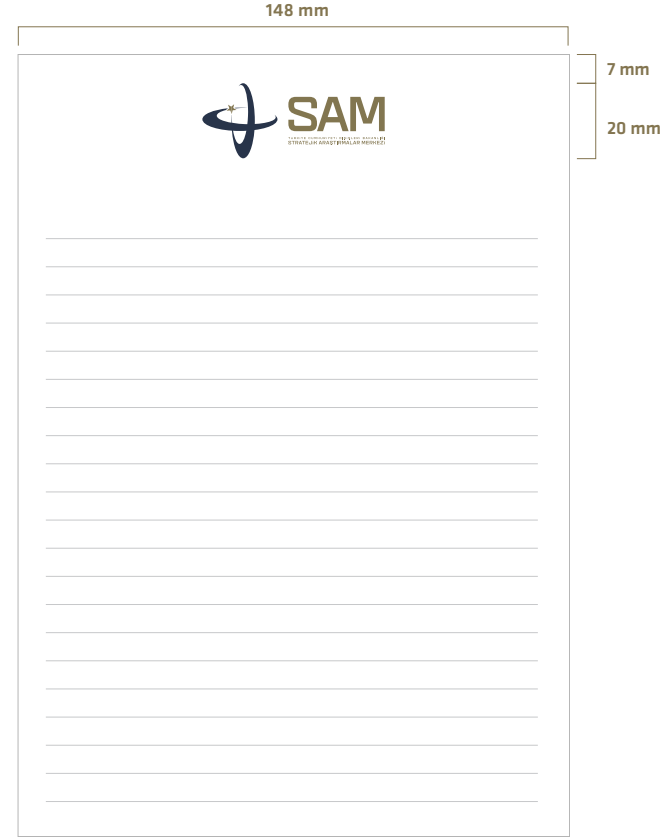
**Taçlı Bloknot/  
A4/  
Rölyef Klişe**



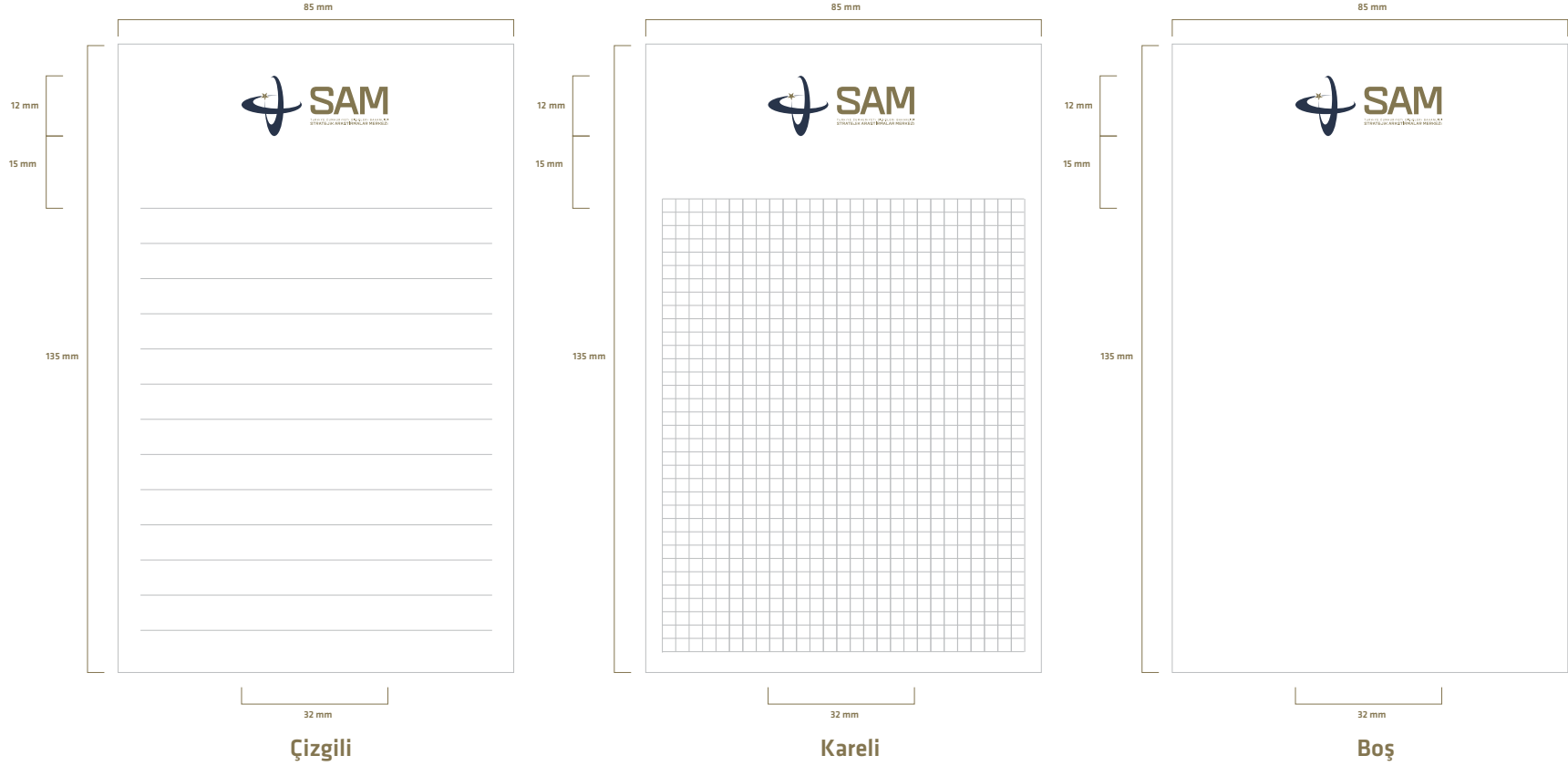
**Taçlı Bloknot/  
A5/  
Rölyef Klişe**



## Çizgili Not Kartı/ A5



## Not Kartları/ 85 x 135 mm

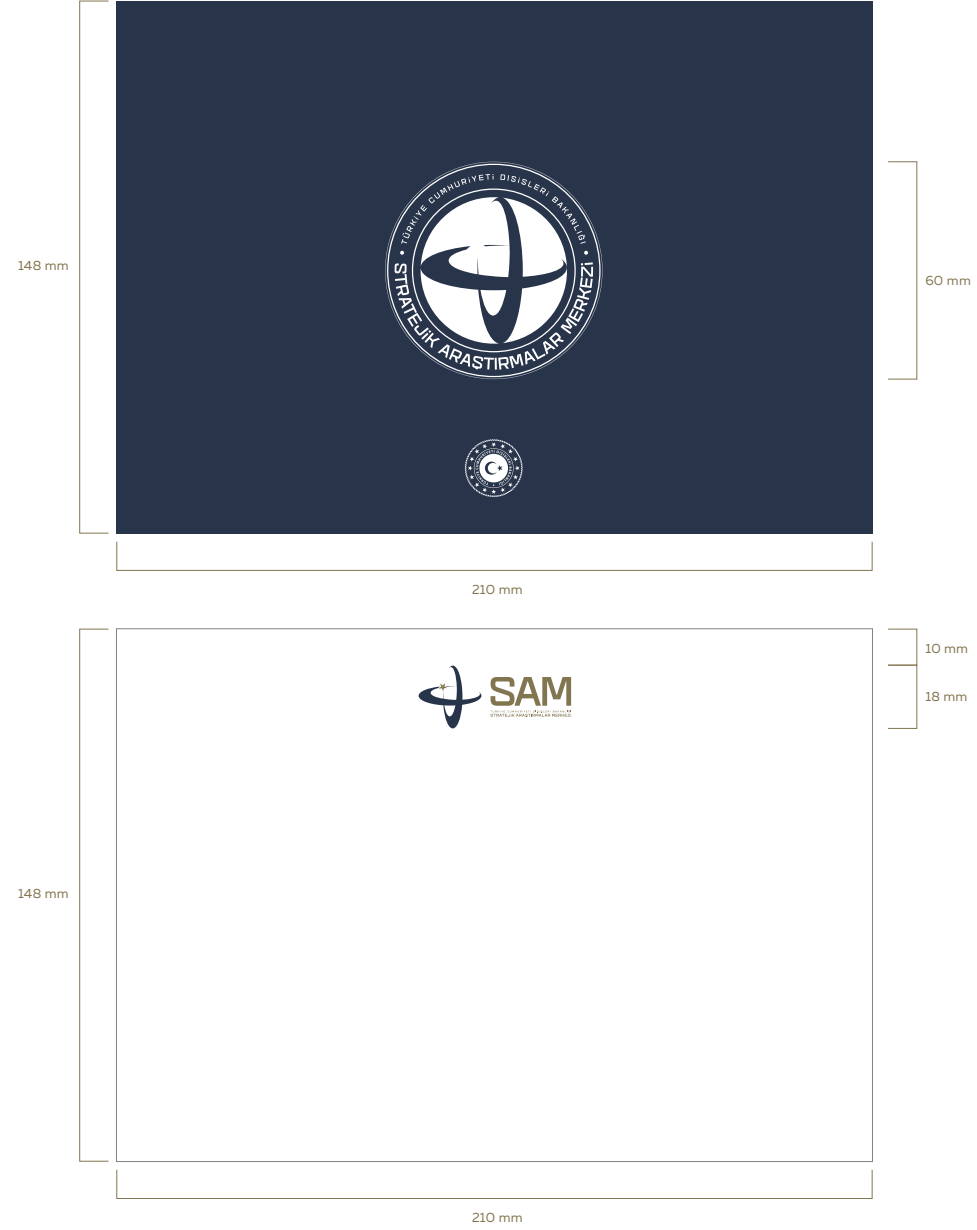




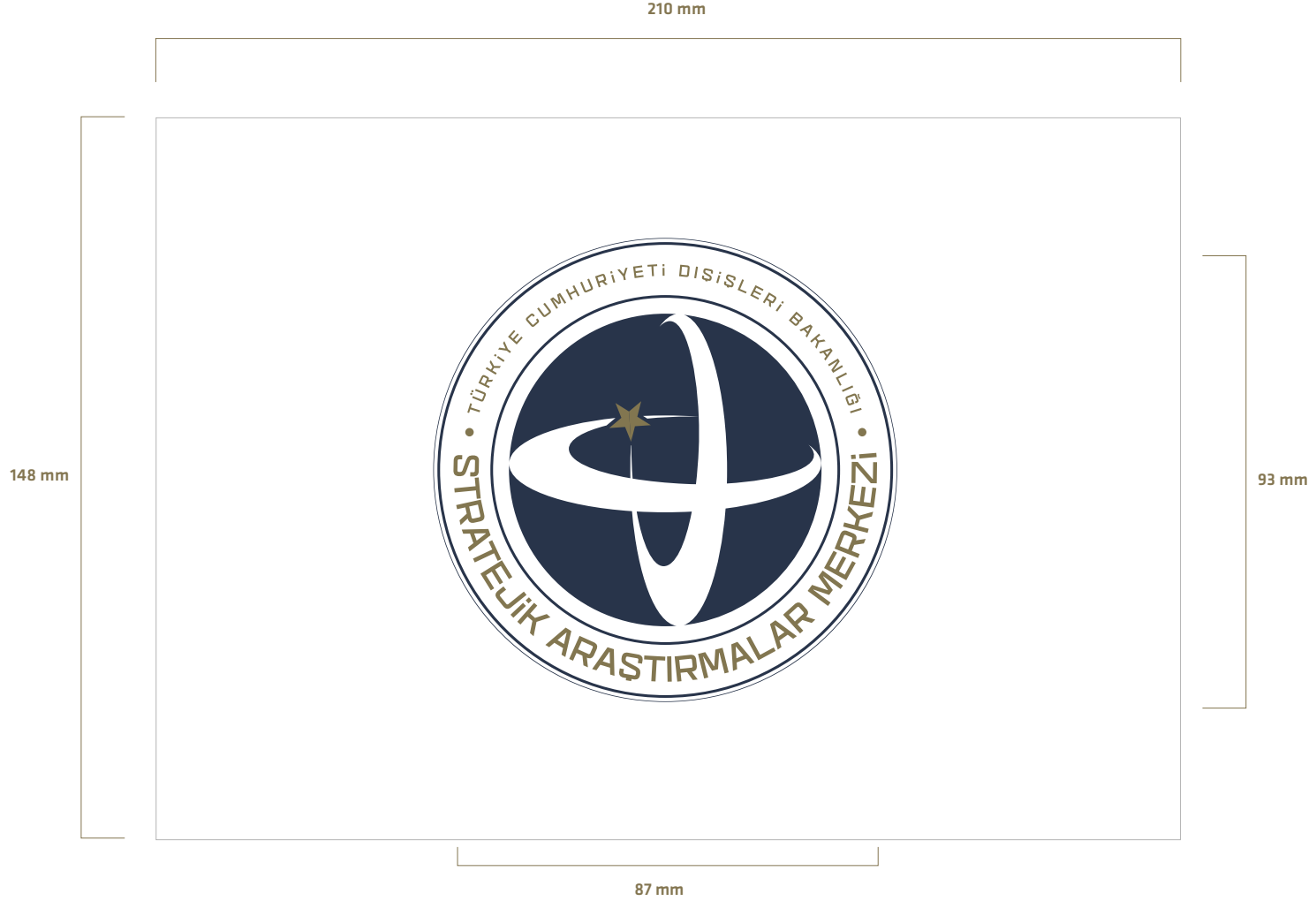
## Notluk Kutusu/ Rölyef Klişe



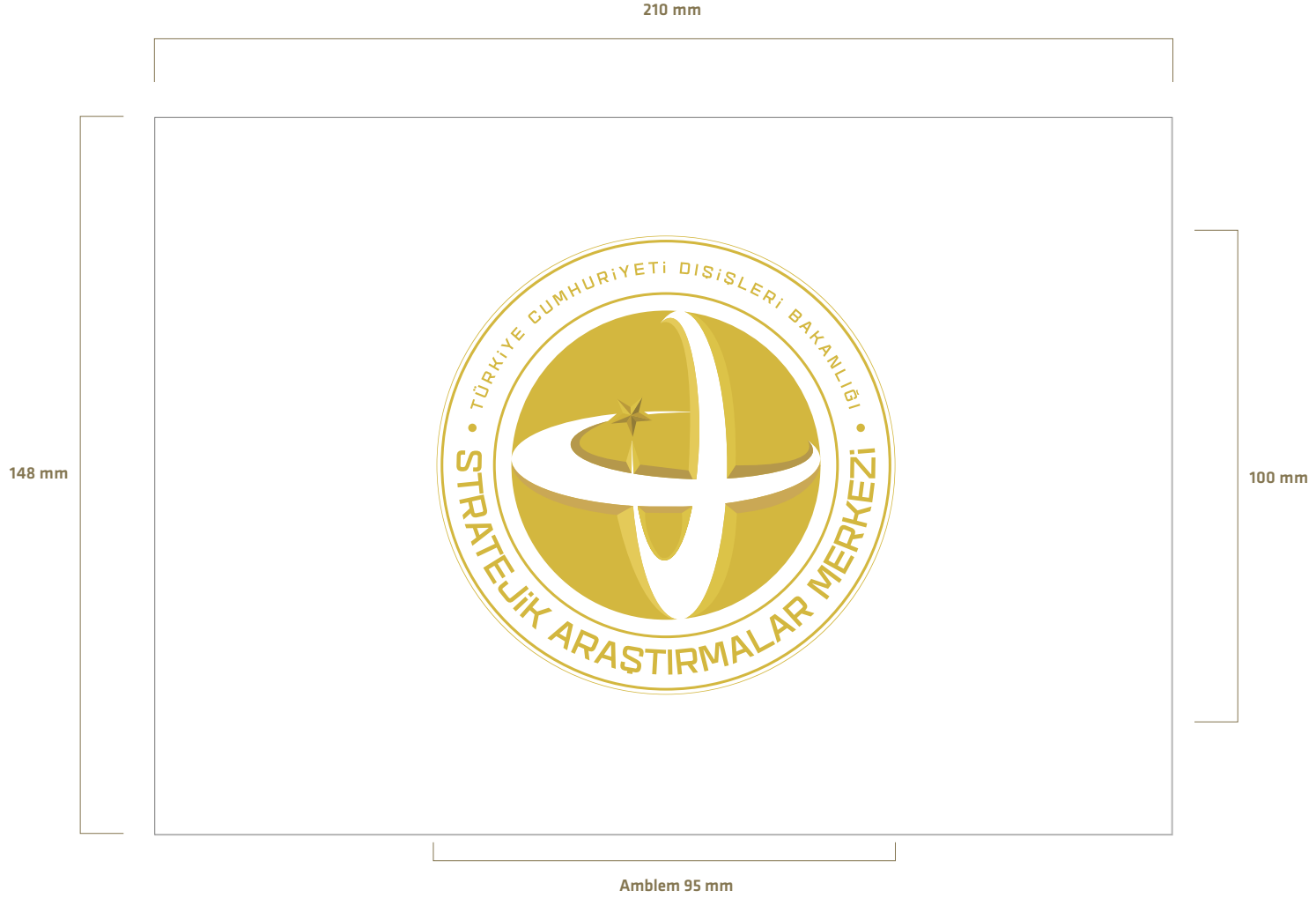
## Sunucu Kartı



## Konuřmacı Kartı



## Konuřmıcı Kartı/ Varak Kliőe



## Davetiye Baskı Formatı



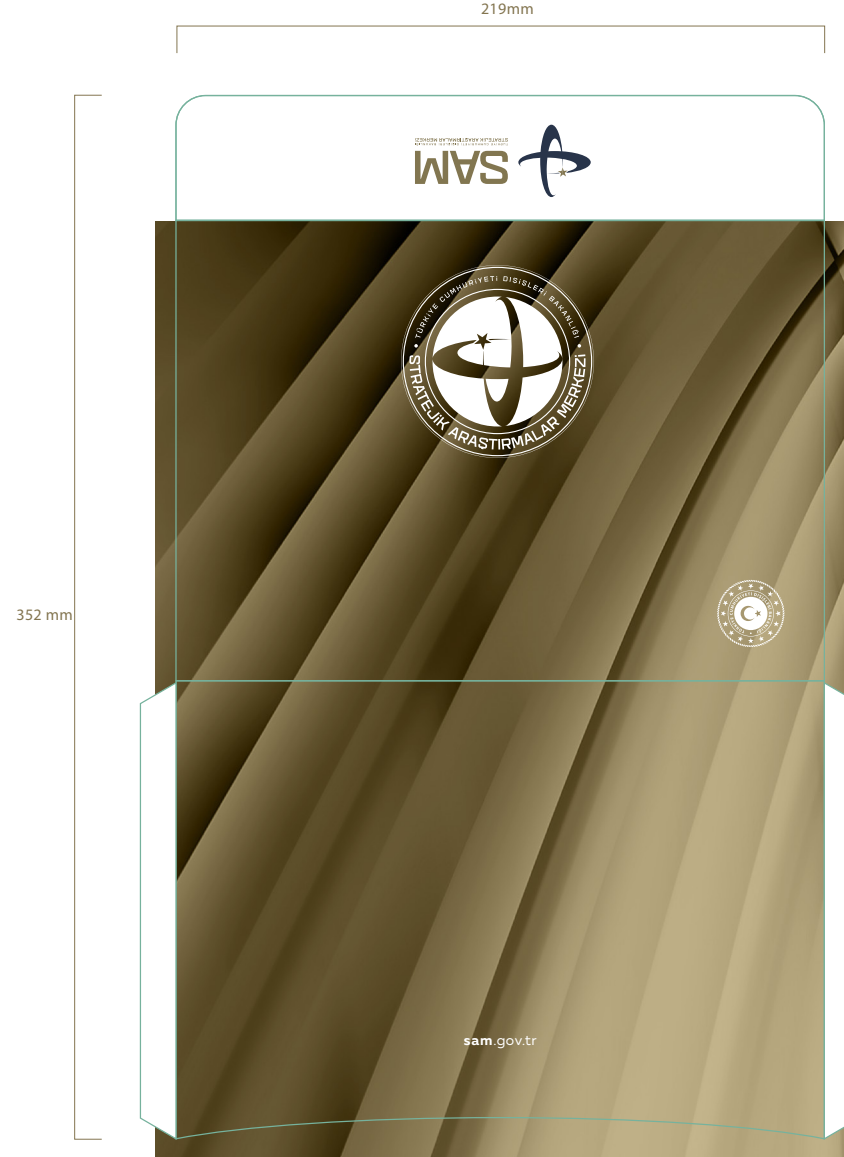
## Davetiye Dijital Format

1080 px

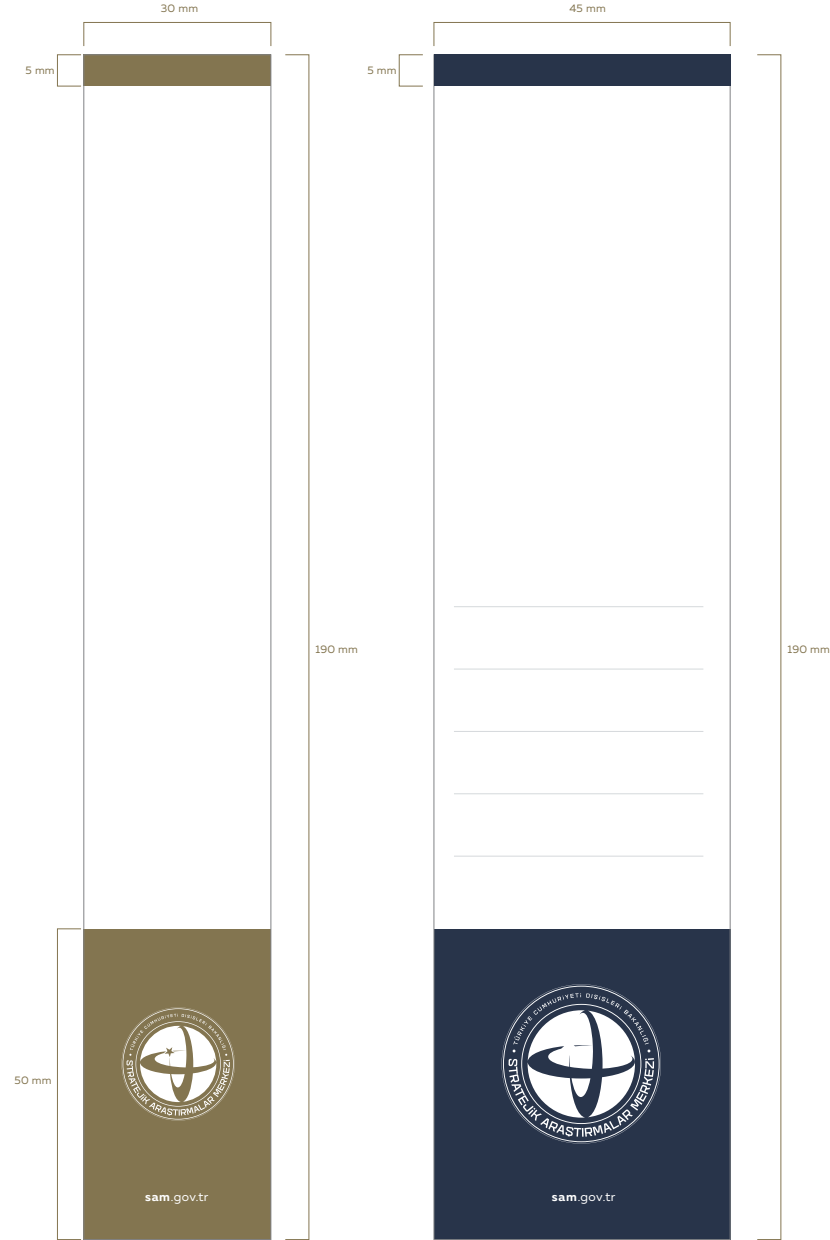
1900 px



## Davetiye Zarf



## Klasör Sırtı





## Kaşe/ Mühür

mühür

33 mm



23 mm

kaşe



53 mm

## Tebrik Kartı

205 mm

**SAM**  
STRATEJİK ARAŞTIRMALAR MERKEZİ

*Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo*

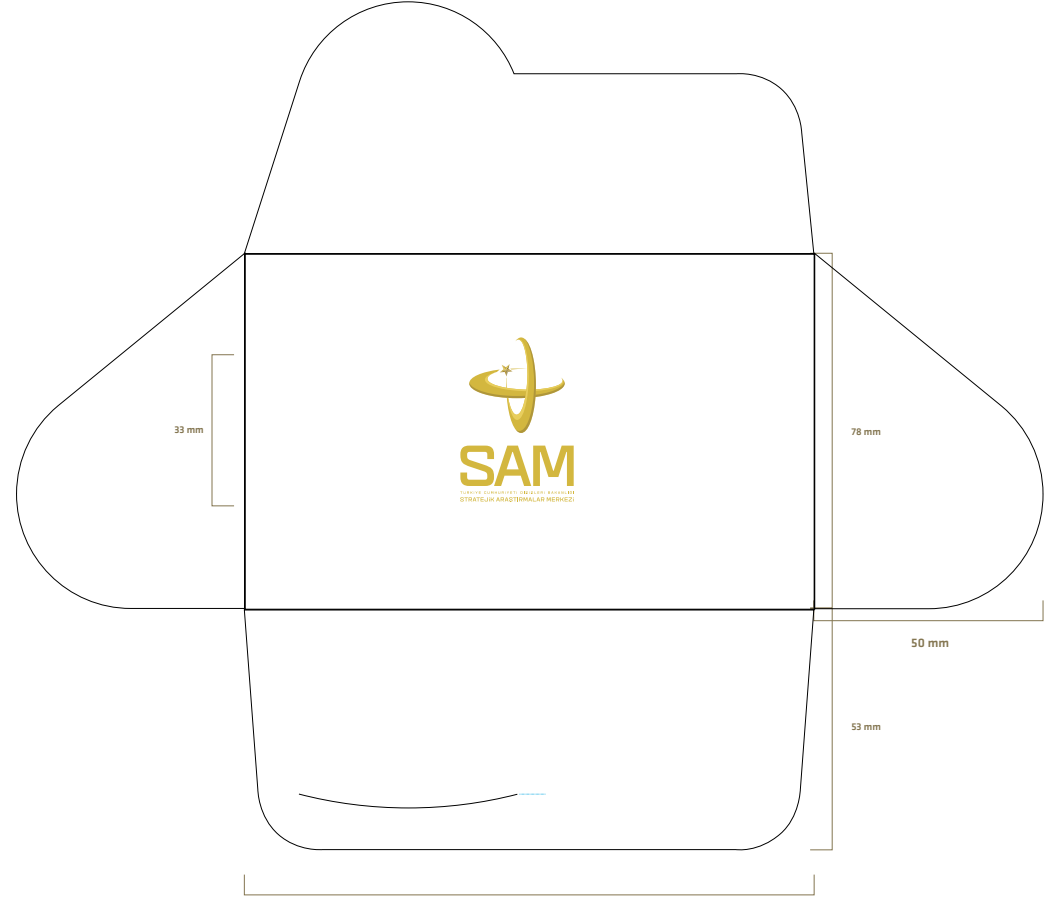
*Dr. Nuh Yılmaz*

**Dr. Nuh Yılmaz**  
Başkan / Stratejik Araştırmalar Merkezi  
Chairman / Center for Strategic Research

**T. C. Dışışleri Bakanlıđı**  
Dr. Sadık Ahmet Cad. No:8  
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T. +90 (312) 292 10 00  
[sam.gov.tr](http://sam.gov.tr)

410 mm

## Hediye Kartı ve Zarfı/ Rölyef Klişe



## Bayram Tebrik Kartı



Ramazan Bayramınızı en kalbi duygularıyla  
tebrik eder, sağlık ve huzur içinde  
daha nice bayramlar yaşamanızı dilerim.

I extend my sincere congratulations to you on the occasion of Eid al-Fitr and  
wish you to have many more Eid holidays in good health and peace.

Dr. Nuh Yılmaz

Başkan / Stratejik Araştırmalar Merkezi  
Chairman / Center for Strategic Research

# SERTİFİKALAR

Başarı Belgesi  
Katılım Belgesi  
Eğitim Sertifikası  
Staj Belgesi  
Sertifika Kabı

## Başarı Belgesi

297 mm



## Katılım Belgesi

297 mm



## Eđitim Sertifikası

297 mm



210 mm



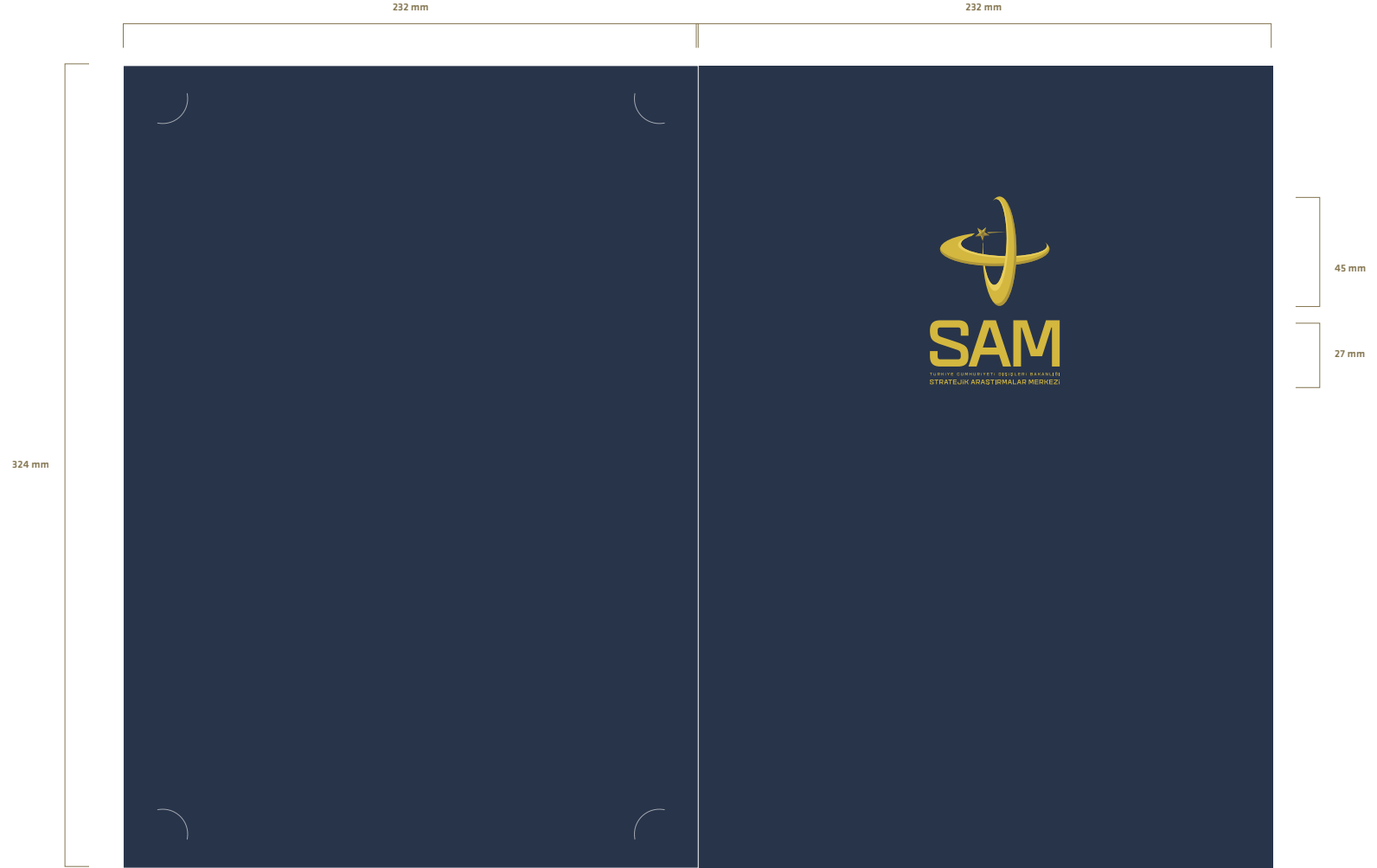
## Staj Belgesi

297 mm



210 mm

## Sertifika Kabı/ Rölyef Klişe



# KURUMSAL BAYRAKLAR

Makam Bayrađı

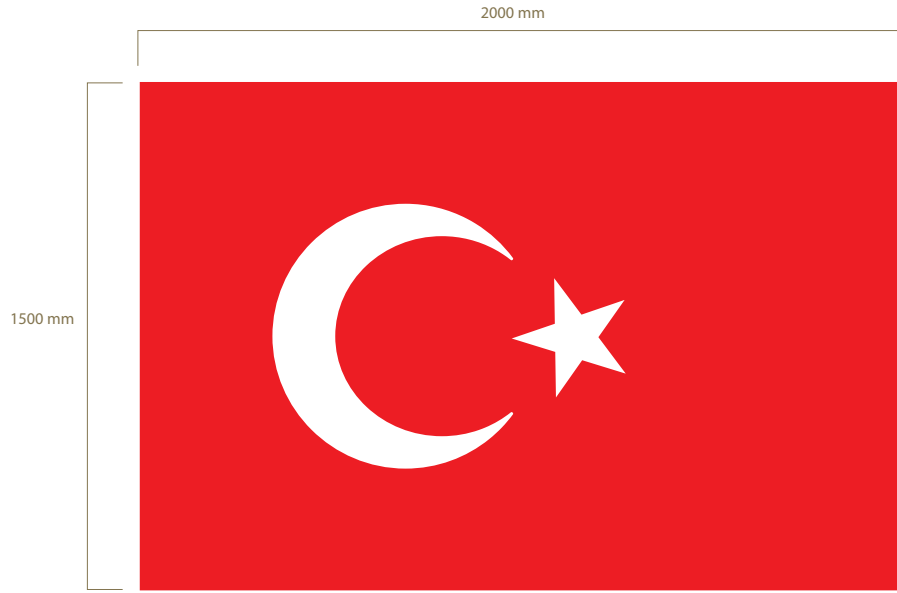
Gönder Bayrađı

Masa Bayrađı

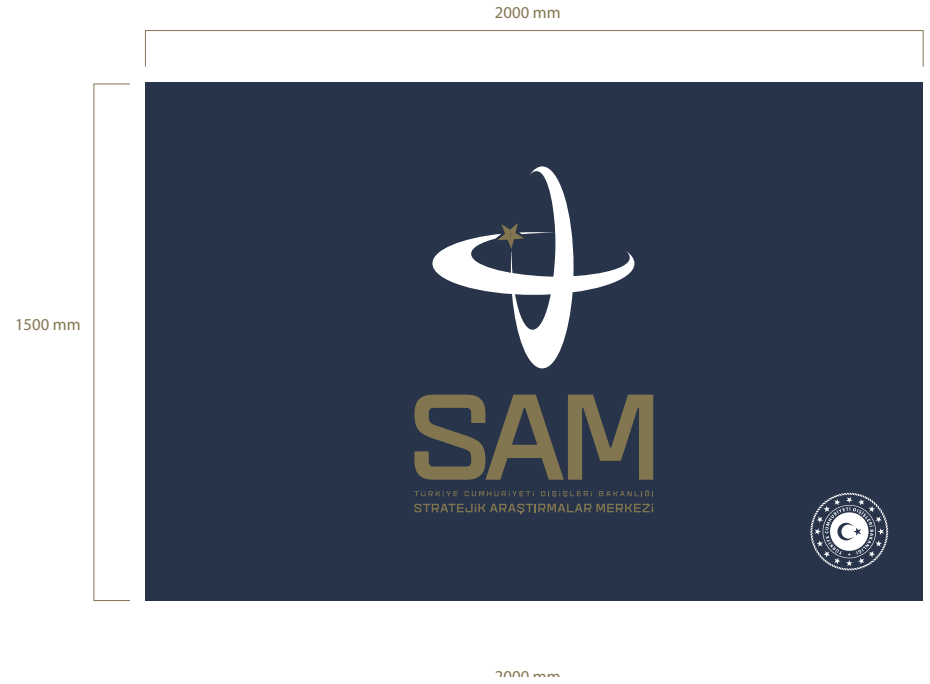
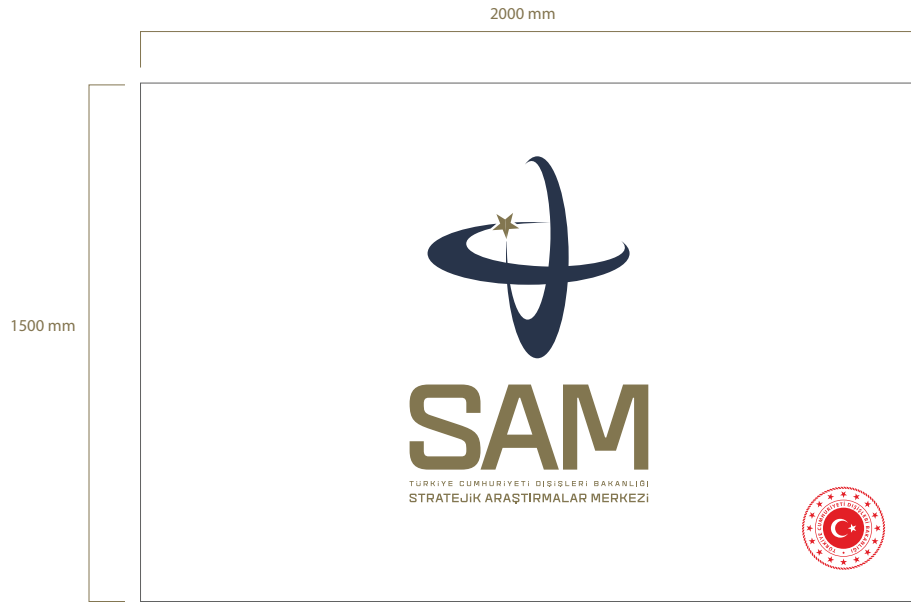
Kırlangiç Bayrak

Etkinlik Bayrađı

## Makam Bayrağı



## Gönder Bayrağı



## Masa Bayrağı



## Kırlangıç Bayrak



## Etkinlik Bayrağı





# FORMLAR ve RAPORLAR

Toplantı Hazırlık Raporu

Toplantı Bilgi Formu

Bilgi Notu

Duyuru

Proje Formu





## Bilgi Notu



# Duyuru

20 mm 210 mm 20 mm

10 mm

80 mm

24.01.2020

## Duyuru

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?"

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

**Saygılarımla.**

**Adı Soyadı**  
**Birimi**  
**Ünvanı**

Bilgi için \_\_\_\_\_ / \_\_\_\_\_

297 mm

15 mm



# TANITIM MATERYALLERİ

Ajanda  
Karton Çanta  
Bez Çanta  
PowerBank  
USB Disk  
Tükenmez Kalem  
Kurşun Kalem  
MousePad  
Kupa / Bardak

## Ajanda





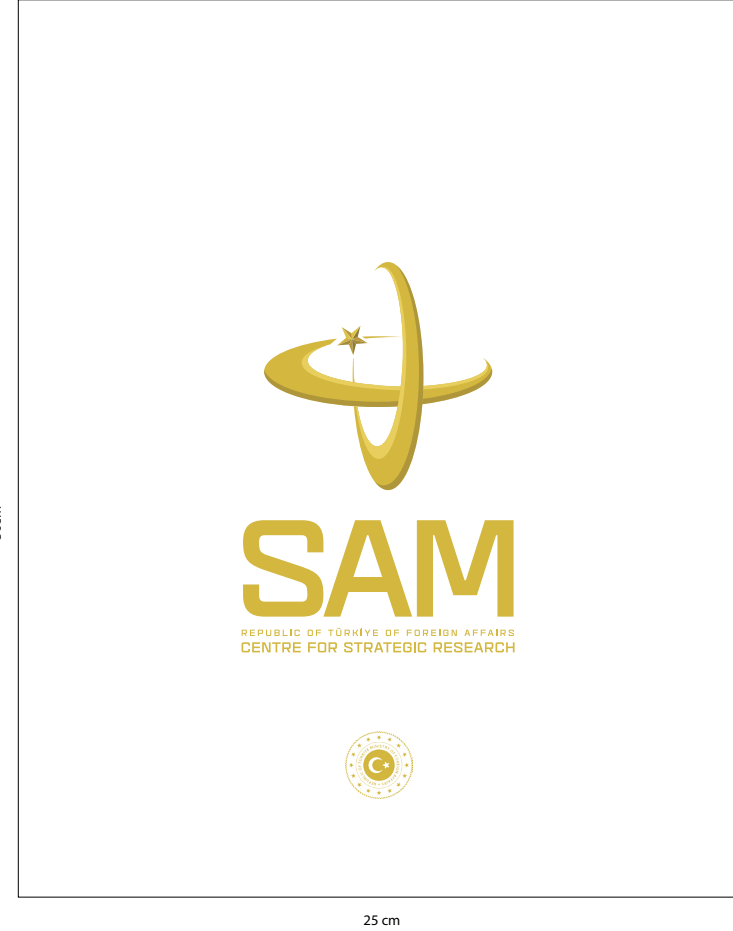
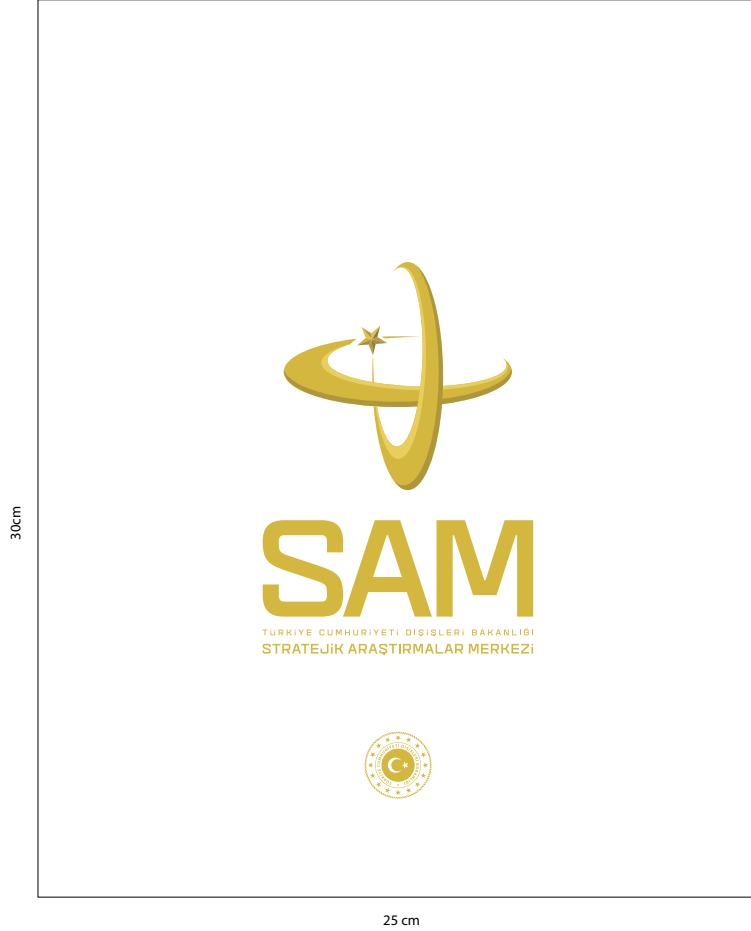
## Karton Çanta 1



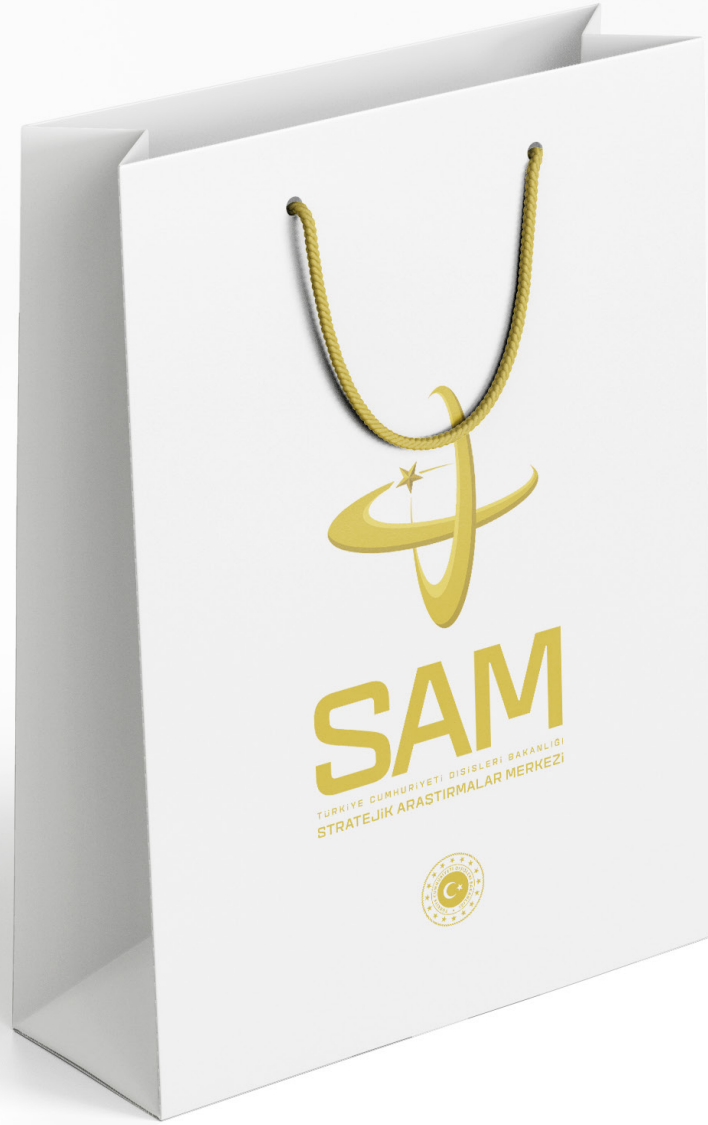
## Karton Çanta 1 / Uygulama Örneği



## Karton Çanta 1 / Rölyef Klişe



**Karton Çanta 1 /  
Rölyef Klişe /  
Uygulama Örneği**



## Karton Çanta 2



## Karton Çanta 2 / Uygulama Örneği



## Karton Çanta 2/ Rölyef Klişe



**Karton anta 2 /  
Rölyef Klişe /  
Uygulama Örneęi**





## Bez Çanta



Bez Çanta  
İngilizce



## PowerBank



## USB Disk



## Tükenmez Kalem



## Tükenmez Kalem 2



## Kurşun Kalem



## Mouse Pad





## Kupa/Bardak



# ETKİNLİK MATERYALLERİ

Sahne/Arka Fon Tasarımı

Rollup

Kürsü Giydirme

## Sahne/Arka Fon Tasarımı



## Rollup



## Kürsü Giydirme



# • DİJİTAL KULLANIMLAR

Sosyal Medya Duyuru

E-Posta İmza

Facebook Kapak

Twitter Kapak

Youtube Kapak

## Sosyal Medya Duyuru

1200 px



1200 px

## E-Posta İmza

115 px

40 px



**İsim SOYİSİM**  
Unvan/Title

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140 px

40 px



**İsim SOYİSİM**  
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## Facebook Kapak



## Twitter Kapak



## Youtube Kapak





TÜRKİYE CUMHURİYETİ DIŐIŐLERİ BAKANLIĐI  
**STRATEJİK ARAŐTIRMALAR MERKEZİ**