IASOS

CORPORATE IDENTITY GUIDELINE

SOHEP PROJESİ
(Sosyal Hizmetlere Erişimin Artırılması Projesi)

IASOS PROJECT
(Increase Accessibility of the Social Services)

USE OF LOGO

EU-Turkey Partner Logo| Emblem

The Emblem of the European Union Delegation to Turkey comprises of stylized forms of the Turkish and European Union flags. While the wavy form manifests a dynamic structure, standing in an integrated order of the Turkish and European Union flags is an indicator of an institutional and organic relationship. No other logo could be used next to/under/above/near the EU-Turkey joint logo anywhere. Flags are used in their original colurs and their colour codes are identified in the section below..

Logotype |Allocation

Arial-Regular font is selected for Logotype. Used font is a common font that could be found both in operating systems of Windows and MacOS. The logotype is centered on the emblem. It is recommended that users should use the attached pathed form instead of reproducing the logotype. Proportions of the logotype shall not be changed, shaded and contoured. Emblem and logotype could not be used separately in institutional representations. However, feature of using the emblem like a vignette is left to designer's opinion.
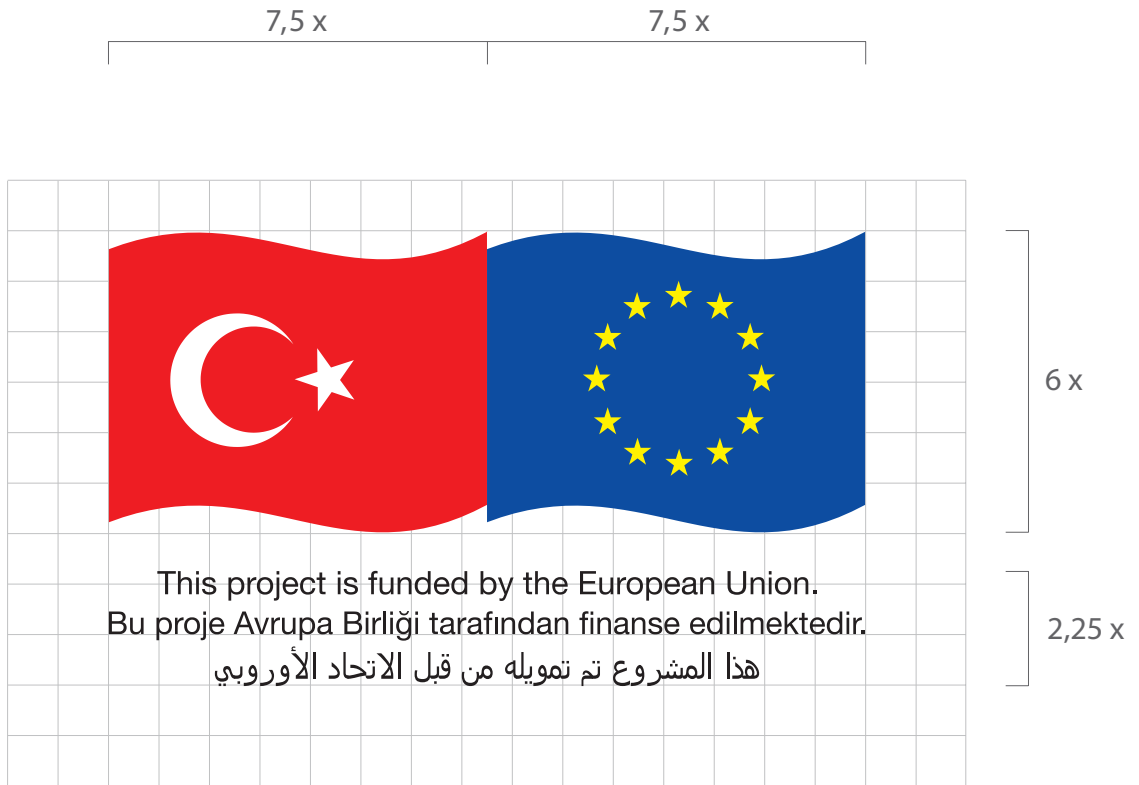
Institutional Fonts

Arial-Regular used in Logotype, besides being a widely used font, creates a strong impression due to its lines and letter sessions. In institutional representations, characters from the Arial font family shall be selected. However, the use of fonts is left to the designer in the displays involving aesthetic concerns (slogan, other title and so on).

Emblem and Logotype | Colour Codes

The colours used in the emblem and logotype are very important in terms of ensuring consistency in the institutional identity. Specified pantone codes or trichrome equivalents shall be used.

Emblem and logotype could only be used in black/white tones (tones have been determined), except for the specified colours. Colours other than these should not be selected.

USE OF LOGO

7,5 x　　　　7,5 x

6 x

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هذا المشروع تم تمويله من قبل الاتحاد الأوروبي

2,25 x

CORPORATE FONT: Arial-Regular

PANTONE 485 C　　　PANTONE 2738 C　　　PANTONE Yellow

C : 0	C : 100	C : 0
M : 95	M : 80	M : 0
Y : 100	Y : 0	Y : 100
K : 0	K : 0	K : 0
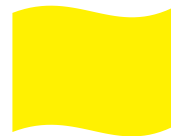
EU-Turkey Partner Logo | Emblem and Logotype | Black/White Shades

The colours used in the emblem and logotype are very important in terms of ensuring consistency in the corporate identity. If the emblem and logotype are to be printed in one colour other than the specified colors, the use of gray/black should definitely be selected. In single colour usage, the parts except the Turkish flag is 100% black. The Turkish flag is 75% black.

USE OF LOGO

7,5 x | 7,5 x

6 x

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2,25 x

PANTONE Black % 75
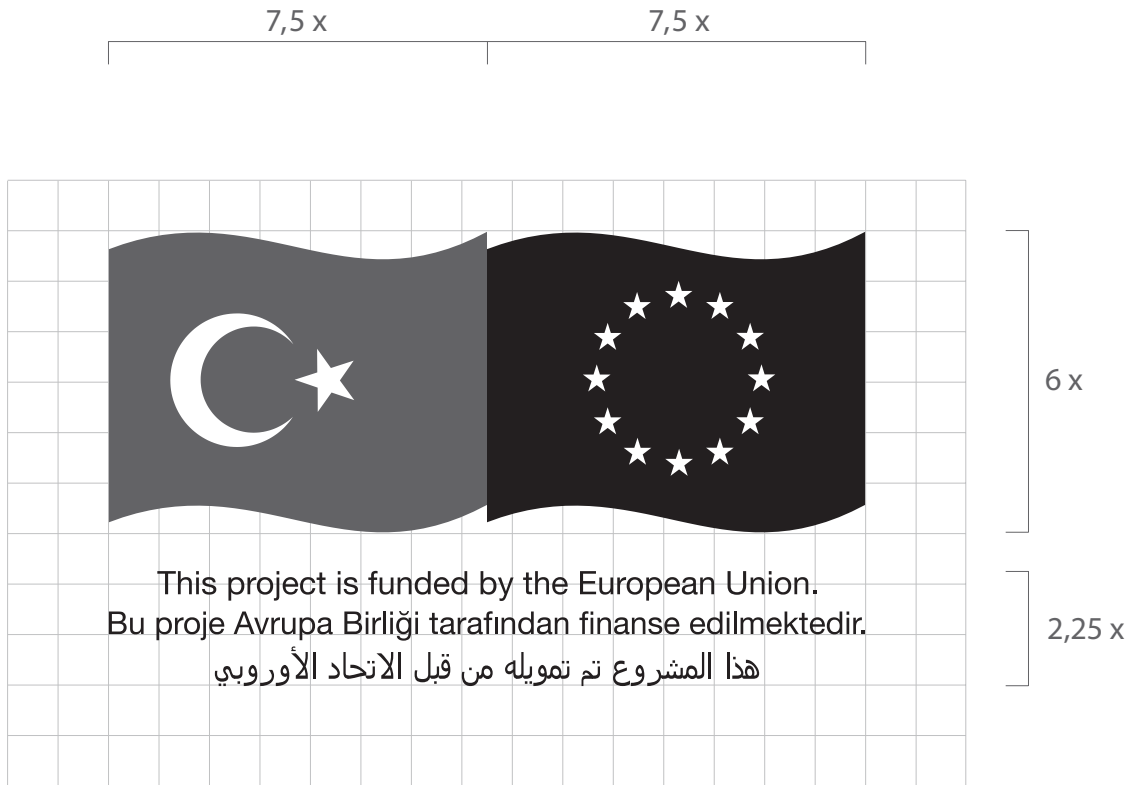
PANTONE Black % 100

C : 0
M : 0
Y : 0
K : 75

C : 0
M : 0
Y : 0
K : 100

USE OF LOGO

EU-Turkey partner logo

In order to ensure the correct use of the EU-Turkey joint logo, the logo should not be copied. Various formats of the error-free EU flag could be found at: http://www.avrupa.info.tr/en/learn-about-eu-visibility-guidelines-16 or HYPERLINK "**http://www.echo-visibility.eu" www.echo-visibility.eu.**

Other logos

Third Party logos are accepted provided they are clearly and distinctly separate from the EU-Turkey joint logo, placed centered between each other and preferably half the size of each flag.

Emblem and Logotype| Colour Codes

The colors used in the emblem and logotype are very important in terms of ensuring consistency in the corporate identity. Specified pantone codes or trichrome equivalents should be used. Emblem and logotype can only be used in black/white tones (tones have been determined), except for the specified colors. Colors other than these should not be chosen.

Other logos | Colour Codes

REPUBLIC OF TURKEY MINISTRY OF FAMILY AND SOCIAL SERVICES LOGO
PANTONE 199 C

SOHEP LOGO
PANTONE 199 C

C: 5
M: 100
Y: 100
K: 0

C: 5
M: 100
Y: 100
K: 0

USE OF LOGO

7,5 x   7,5 x

6 x

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2,25 x

IASOS

3,5 x

4,5 x
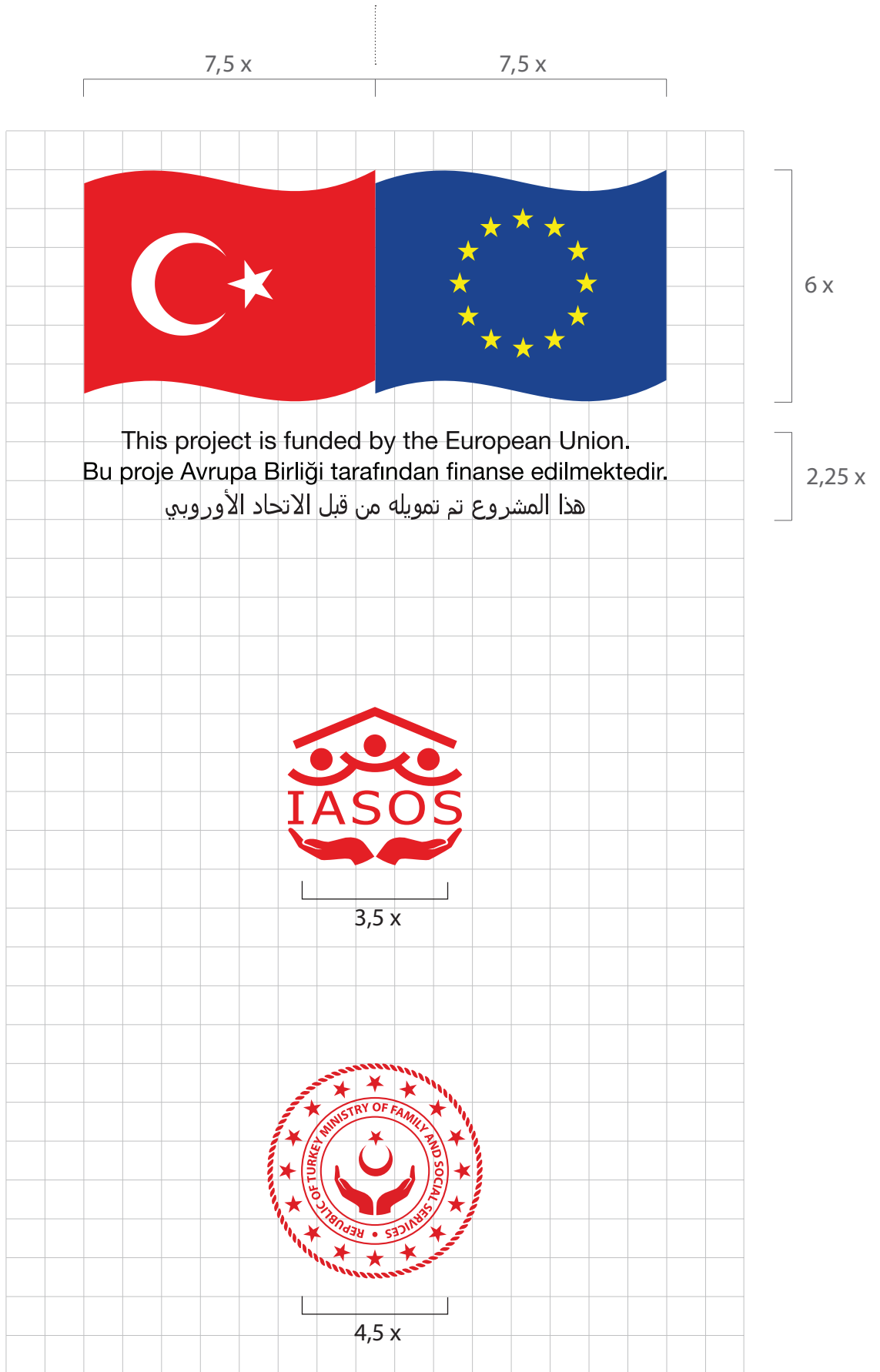
USE OF LOGO

EU-Turkey partner logo

In order to ensure the correct use of the EU-Turkey partner logo, the logo shall not be copied. For various formats of the EU flag:

http://www.avrupa.info.tr/en/learn-about-eu-visibility-guidelines-16 or

available at www.echo-visibility.eu.

Other logos

OtherThird Party logos are accepted if they are clearly and distinctly separated from the EU-Turkey joint logo, and they shall be placed and centered between each other and preferably half the size of each flag.

Emblem and Logotype| Colour Codes

The colors used in the emblem and logotype are very important in terms of ensuring consistency in the corporate identity. Specified pantone codes or trichrome equivalents shall be used. Emblem and logotype could only be used in black/white tones (tones have been determined), except for the specified colors. Colors other than these should not be selected.

Other logos | Colour Codes

C :   0
M :   0
Y :   0
K : 100

REPUBLIC OF TURKEY MINISTRY OF FAMILY AND SOCIAL SERVICES LOGO
SOHEP LOGO
PANTONE Black % 100

USE OF LOGO

7,5 x   7,5 x

6 x

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2,25 x

3,5 x

4,5 x
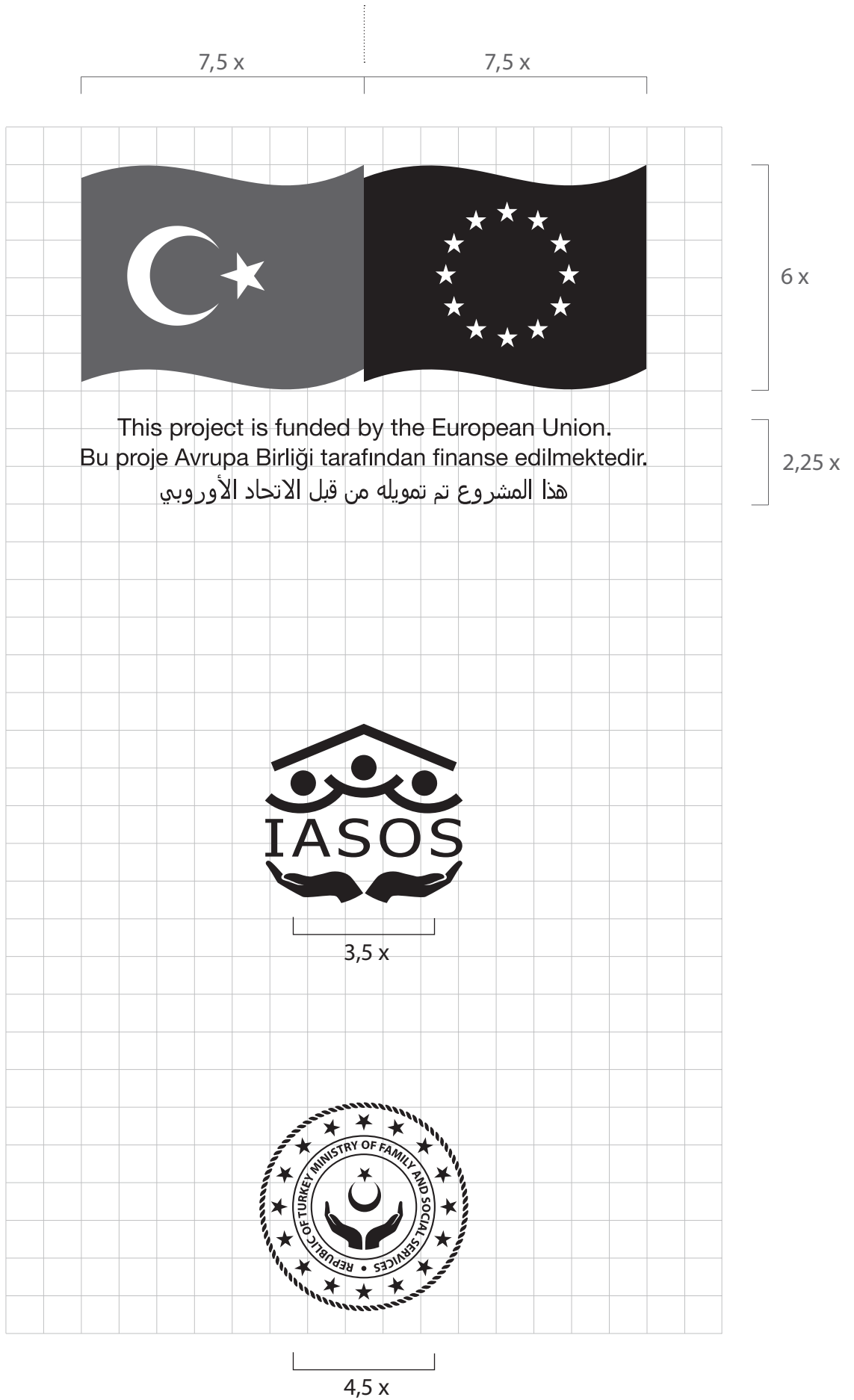
EU- Turkey Partner Logo| Other Logo
Embossed Use
Embossed use is as follows. Applications other than these usage shall not be selected.

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SOHEP PROJESİ
(Sosyal Hizmetlere Erişimin Artırılması Projesi)

IASOS PROJECT
(Increase Accessibility of the Social Services)

EU-Turkey Partner Logo | Other Logo
Use of Termal Press
Use of Termal Press is as follows. Applications other than these shall not be selected.

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SOHEP PROJESİ
(Sosyal Hizmetlere Erişimin Artırılması Projesi)

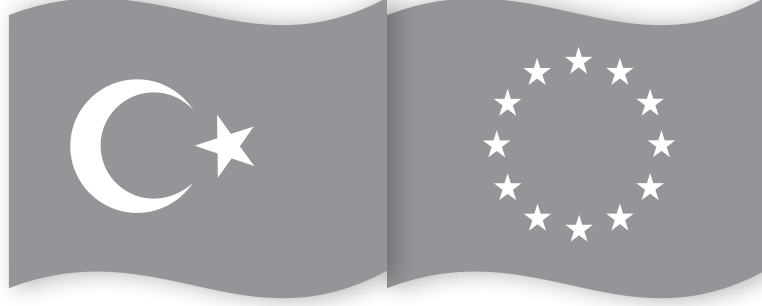**IASOS PROJECT**
(Increase Accessibility of the Social Services)

USE OF LOGO

Layout of logos

Third Party logos are accepted if they are clearly and distinctly separate from the EU-Turkey joint logo, placed and centered between each other and preferably half the size of each flag.

The project name should be written in Turkish and English with Myriad Pro font, centered and equidistant from the logos (Myriad Pro Bold in Turkish, Myriad Pro Italic in English).

It is obligatory to be written the following text in all printed and visual media containing information and knowledge (brochure, leaflet, compendium, website, video and so on.) and disclaimer should take place in the language of the material.

Disclaimers

For publications in print or electronic format:

'This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union';

For websites and social media accounts:

'This <website/account> was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union'

For videos and other audio-visual material:

'This <video/film/programme/recording> was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner > and do not necessarily reflect the views of the European Union.'

This publication has been produced with the financial support of the European Union. The content shall be completely under the joint responsibility of the Ministry of Family and Social Services and does not necessarily reflect the views of the European Union.
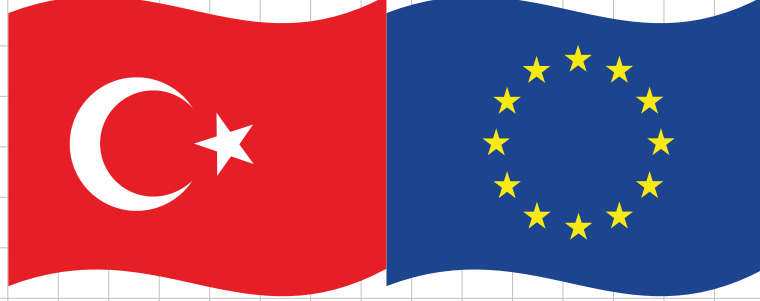
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SOHEP PROJESİ
(Sosyal Hizmetlere Erişimin Artırılması Projesi)

IASOS PROJECT
(Increase Accessibility of the Social Services)

Visual Theme of the Project

The visual theme of the Project for Increase Accessibility of the Social Services is as follows.

The usage/location details of the image will be shown on the following pages.

USE OF THEME

USE OF CORPORATE IDENTITY

Business card

Business card layouts are seen on the side. It is bidirectional, prepared in Turkish and English. Placement and font sizes are important in terms of reflecting corporate identity. Hence, it is important not to prefer to different applications. The business card will be printed on 300 g matte coated while using corporate colours.

Dimensions are w: 90 x h: 55 mm. Text other than the Delegation logotype shall be 100% black. The Myriad Pro font family is used as the font.

x   x

0,5 mm

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Hüseyin DEDE
Communication and Visibility Expert

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Increase Accessibility of the Social Services

Gazi Mustafa Kemal Bulvarı Kat: 2 No: 6 Çankaya / ANKARA
T +90 321 .... **M** +90 546 710 41 25
F +90 312 .... **E-mail:** huseyin.dede@aile.gov.tr

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Hüseyin DEDE
İletişim ve Görürünürlük Uzmanı

12 punto Myriad Pro Bold
7 punto Myriad Pro İtalik

7 punto Myriad Pro Semibold İtalik

8 punto Myriad Pro İtalik
8 punto Myriad Pro

Sosyal Hizmetlere Erişimin Artırılması Projesi

Gazi Mustafa Kemal Bulvarı Kat:2 No:6 Çankaya / ANKARA
T +90 321 .... **M** +90 546 710 41 25
F +90 312 .... **E-mail:** huseyin.dede@aile.gov.tr

0,5 mm   0,5 mm

USE OF CORPORATE IDENTITY

Letterhead Paper(A4)

In the letterhead paper, the emblem / logotype shall be placed 10 mm from the right and from the top. The horizontal dimension of the emblem / logotype will be 30 mm, the address is positioned centered on the logo.

10 mm

10 mm

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7 punto Myriad Pro Semibold İtalik
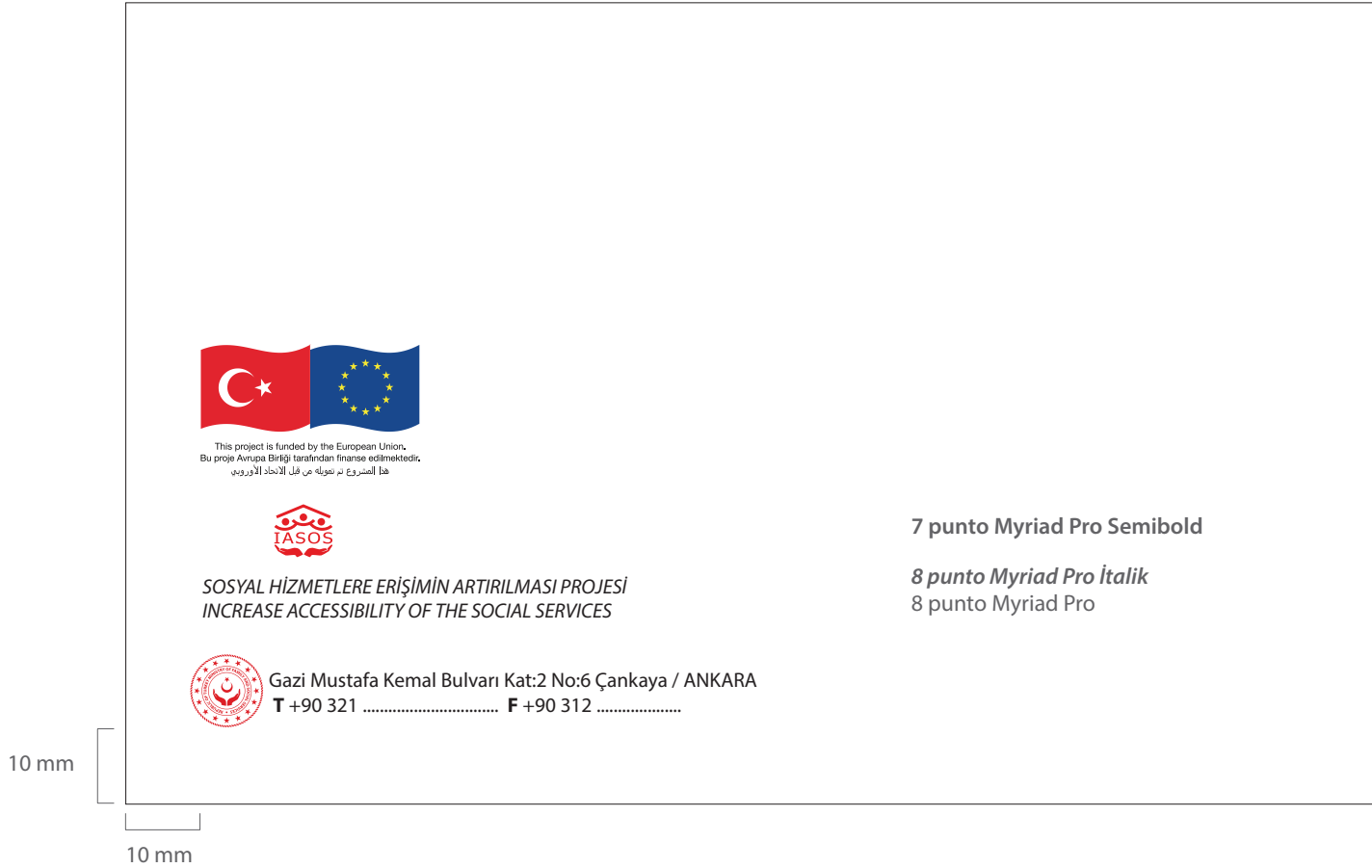
8 punto Myriad Pro İtalik
8 punto Myriad Pro

SOSYAL HİZMETLERE ERİŞİMİN ARTIRILMASİ PROJESI / INCREASE ACCESSIBILITY OF THE SOCIAL SERVICES
Gazi Mustafa Kemal Bulvarı Kat:2 No:6 Çankaya / ANKARA **T** +90 321 .... - 26 **F** +90 312 ....

USE OF CORPORATE IDENTITY

Headed Envelope (Diplomat)

Emblem / logotype placement will be made in the envelope with a title, leaving 10 mm from the left and bottom. The horizontal dimension of the emblem / logotype will be 30 mm, the address, should be blocked the logo from the left.
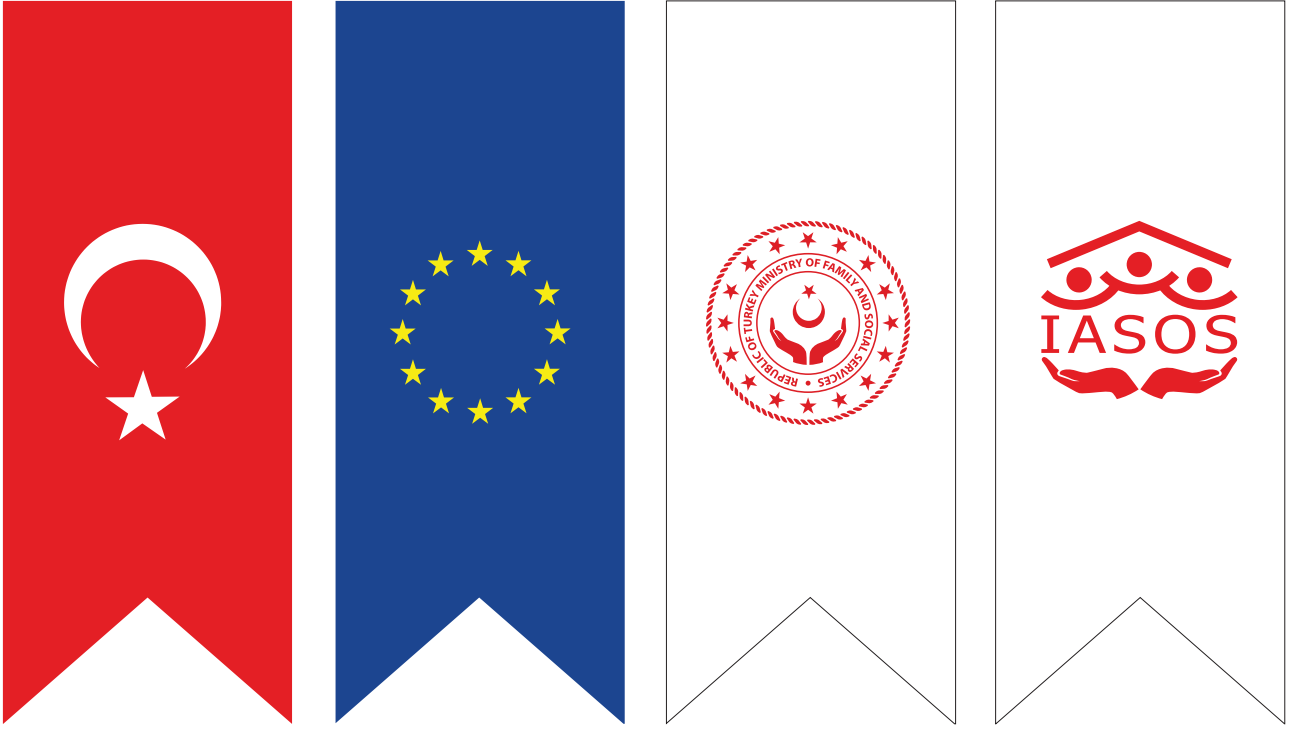
This project is funded by the European Union.
Bu proje Avrupa Birliği tarafından finanse edilmektedir.
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SOSYAL HİZMETLERE ERİŞİMİN ARTIRILMASI PROJESİ
INCREASE ACCESSIBILITY OF THE SOCIAL SERVICES

Gazi Mustafa Kemal Bulvarı Kat:2 No:6 Çankaya / ANKARA
T +90 321 .... **F** +90 312 ....

7 punto Myriad Pro Semibold

8 punto Myriad Pro İtalik
8 punto Myriad Pro

10 mm

10 mm

USE OF CORPORATE IDENTITY

Plexi Signage

Recommended size w: 35 x h: 30 cm, 10 mm thick frosted, opaque or transparent plexiglass should be applied as reverse UV printing. It could be mounted from four corners with stainless screws. The font used except the logo is the Myriad Pro font family.

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INCREASE ACCESSIBILITY OF THE SOCIAL SERVICES

USE OF CORPORATE IDENTITY

Swallowtail Flag

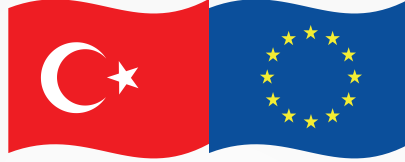Recommended size is w: 80 x h: 200

Label Usage

A square with a minimum size of 5 x 5 cm was prepared.

USE OF CORPORATE IDENTITY

Roll Up

Recommended size: w: 85 x h: 200 cm

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USE OF CORPORATE IDENTITY

File

Recommended size w: 23x h: 32 cm. It is prepared with pockets.

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SOSYAL HİZMETLERE ERİŞİMİN ARTIRILMASI PROJESİ

INCREASE ACCESSIBILITY OF THE SOCIAL SERVICES

USE OF CORPORATE IDENTITY

Notebook

Recommended size w: 16 x h: 24 cm, prepared with side spirals.

USE OF CORPORATE IDENTITY

Backpack

Backpack top placement

It was prepared in dimensions w: 30 x h: 32.5 cm. Adapts to the largest visible place of the bag.

It can be sized proportionally, provided that it is not less than one-fifth of the entire surface to be printed.

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SOSYAL HİZMETLERE ERİŞİMİN ARTIRILMASI PROJESİ

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INCREASE ACCESSIBILITY OF THE SOCIAL SERVICES

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SOSYAL HİZMETLERE ERİŞİMİN ARTIRILMASI PROJESİ

INCREASE ACCESSIBILITY OF THE SOCIAL SERVICES

USE OF CORPORATE IDENTITY

Cloth Bag

It was prepared in dimensions w: 35 x h: 50 cm. Adapts to the largest visible place of the bag.

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INCREASE ACCESSIBILITY OF THE SOCIAL SERVICES

USE OF CORPORATE IDENTITY

ROSETTE

It was prepared in dimensions w: 5 x h: 5 cm.

USE OF CORPORATE IDENTITY

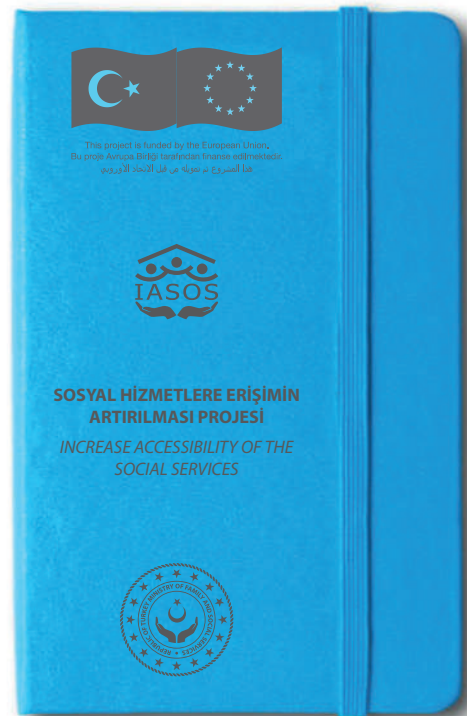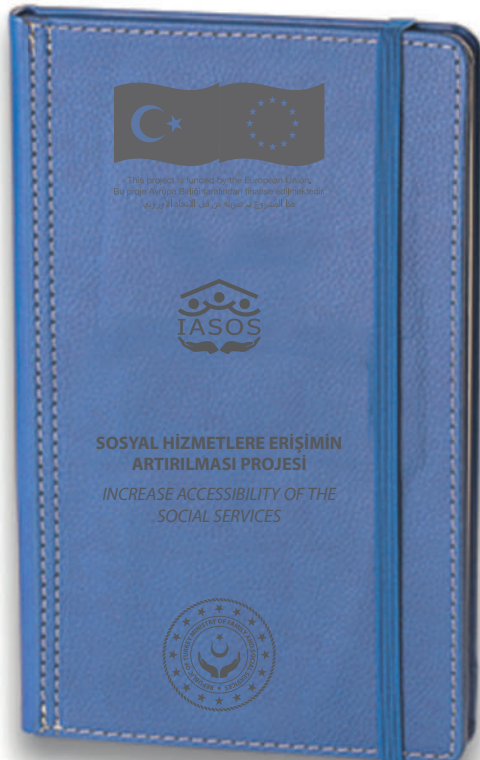### Note Holder
It is prepared in 8x8 cm dimensions.

500 sheets.

Reminder Note Paper
It is prepared in 8,4 x 15,6 cm dimensions.

50 sheets.

Agenda Notebook
It is prepared in 13x21 cm dimensions. 112 sheets.

Thermoleather soft double cover notebook with business card slot. The cover is prepared

as hot printing or UV printing.

USE OF CORPORATE IDENTITY

Flash Memory

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SOSYAL HİZMETLERE ERİŞİMİN
ARTIRILMASI PROJESİ
*INCREASE ACCESSIBILITY OF THE
SOCIAL SERVICES*

USE OF CORPORATE IDENTITY

Ballpoint Pen / Pencil

USE OF CORPORATE IDENTITY

CUP

Front Face

Back Face

USE OF CORPORATE IDENTITY

Hat

USE OF CORPORATE IDENTITY

T-shirt

USE OF CORPORATE IDENTITY

Polo collar T-shirt

SOHEP VISIBILITY RULES

Annex to the Communication and Visibility Manual on the External Actions of the European Union Projects financially supported under the EU Facility for Refugees in Turkey

February 2022

I Abstract

These guiding principles are part of the European Commission's Contract Procedures Implementation Manual for External Actions. It has been prepared to complement the Communication and Visibility Manual on the External Activities of the European Union with its section titled 2.3.5, and the activities managed by the General Directorate of European Neighborhood Policy and Enlargement (DG NEAR) within the scope of the Project for Increasing Access to Social Services (SOHEP), both these activities and also aims to ensure that these activities include information and communication activities aimed at raising awareness about the purpose and their effects in Turkey. It includes projects financed under SOHEP, including those implemented under the European Union's Regional Trust Fund for the Crisis in Syria (MADAD). These guiding principles are funded under the Financial Assistance Programme; however, it does not apply to humanitarian projects managed by the European Commission Directorate General for Civil Protection and Humanitarian Aid (ECHO).

The provisions laid down in the Communication and Visibility Manual for the European Union's External Actions and complementary guiding principles include all beneficiary(1) institutions/organisations, contractors, public or private sector entities receiving financial assistance from the EU (other than those financed and managed by ECHO). These are mandatory rules to be followed by all entities that carry out an activity financed or co-financed by international organizations and the EU. These guiding principles shall come into effect in February 2022.

II General Structure

1.For projects other than humanitarian aid, implementing partners and their contracting partners that have signed financial agreements with the European Union, both of which are qualified as 'Third Parties', must fulfill the requirements set forth in the Communication and Visibility Manual(2) for External Actions of the European Union. The Third Party is obliged to ensure that the communication and visibility activities carries out complying with the complementary guiding principles.

2.Before implementing the Third Party's visibility and communication activities, it will consult the EU Delegation to Turkey. For communication and visibility activities of projects financed and managed by ECHO, the ECHO Office in Ankara will be consulted.

3. The Third Party develops a communication and visibility plan at the beginning of the non-humanitarian project and submits it to the EU Delegation for approval. Once all parties have agreed on the plan, the Third Party is expected to implement communication and visibility activities in coordination with the EU Delegation.

4. The Third Party agrees to develop, maintain and consolidate an action plan for all information and communication activities arising from projects financed by the EU, and to cooperate with the Press Information and Communication Department of the EU Delegation to Turkey (Berna Çetin, berna.cetin@eeas.europa.eu). It undertakes to be in regular contact and to exchange views with the Delegation.

5. Third Party consults ECHO regarding projects falling within the scope of EU humanitarian aid. (Mathias Eick, Global Information Officer, Mathias.Eick@echofield.eu or Begum Iman, Information and Communications Assistant HYPERLINK "mailto:Begum.Iman@echofield.eu" Begum.Iman@echofield.eu)

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1. "Beneficiary" also corresponds to the final beneficiaries.
2. The Third Party is the responsible for project visibility-related materials and activities; therefore, it is responsible for the control, administration and implementation of the visibility studies related to the project.

SOHEP VISIBILITY RULES

6.In the case of all non-humanitarian projects, the Third Party must obtain the 'consent' of the EU Delegation to Turkey regarding the design before all visibility materials are printed and distributed. The EU Delegation to Turkey may wish to take part in the preparation and implementation of events and activities, especially in cases where the communication campaign is of particular importance or where EU representatives will attend the events. In such a case, the Third Party sends the required documents and information to the Delegation and fulfills any possible change requests. Materials must be submitted at least ten working days prior to the visibility and communication activity in question, to allow possible suggestions by the EU Delegation to Turkey(3) to be considered.

III Supplement to the Manual

The following provisions shall complement the Communication and Visibility Manual for the External Actions of the European Union.

EU-Turkey cooperation logo

A common logo shall be designed for projects other than humanitarian aid implemented in Turkey within the scope of SOHEP. Featuring the Turkish and EU flags, this logo represents EU-Turkey cooperation as a joint response to the Syrian refugee crisis in Turkey. EU-funded or co-financed non-humanitarian projects in Turkey are requested to use this logo in all their visibility activities.(4)

The EU-Turkey partner logo must be accompanied by the following in English, Turkish and Arabic (and any other language as needed):

This project is funded by the European Union.(5)

Example:

This project is funded by the European Union.
Bu proje Avrupa Birliği tarafından finanse edilmektedir.
هذا المشروع تم تمويله من قبل الاتحاد الأوروبي

In order to ensure the correct use of the EU-Turkey joint logo, the logo should not be copied; instead, the link of European Union Delegation to Turkey, where the logo can be found in different formats, should be downloaded from http://www.avrupa.info.tr/en/learn-about-eu-visibility-guidelines-16 link.

For ECHO's visibility guidelines and logos to be used in humanitarian projects, please visit: www.echovisibility.eu

Materials, products or partners intended for the use of the beneficiary purchased with EU funds will be used by English, Turkish and Arabic (and any other language needed), should display the EU flag accompanied by the following phrase:

"Funded by the European Union"

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3. EU Delegation to Turkey may also choose to obtain visibility materials directly from the entity that produced these materials (eg contractors, technical assistance teams).
4. An exception to this rule is possible only with the approval of the EU Delegation to Turkey.
5. Exceptions to this rule may be made depending on financing arrangements.

SOHEP VISIBILITY RULES

Example:

Funded by the European Union.
Avrupa Birliği tarafından finanse edilmiştir.
بتمويل من قبل الإتحاد الأوربي

If the Third Party is unable to use the design in question for materials and products, its justification must be submitted to the EU Delegation and accepted by the Delegation. For humanitarian aid projects, please get in contact with ECHO's Ankara Office.

Whether the EU-Turkey joint logo is used on informational materials or separately during activities, the size and position of each of the EU and Turkish flags relative to the other logos on display. In terms of both size and location. In accordance with the Communications and Visibility Handbook for their activities should be visible at every event and on all materials . If it is not possible to display the EU-Turkey joint logo in double size of the logos of the partners, it should not be displayed in the same size, larger, or on the same line as the EU-Turkey joint logo. Visibility of Turkish and EU flags must be displayed prominently and separately from all other logos.

The EU flag

Avoiding mistakes that are often made such as mispresentation of the flag, the unpositioning of the stars, and the angle, at any time and under any circumstances, they must be used correctly. All EU flags that will be displayed will be used for communication and communication-relative to External Activities of the European Union. In accordance with the characteristics specified in the Visibility Manual, it should be checked. It is highly recommended that flag manufacturers be consulted before production to ensure that the correct template is used. Various formats of the EU flag: http://www.europe.info.en/learn-about-eu-visibility-guidelines-16 or www.echo-visibility.eu can be accessed from the link.

Other Logos

Logos of beneficiary organization and Third Party in projects other than humanitarian aid implemented under SOHEP, clearly separate placement and dimensions from the EU-Turkey joint logo, preferably half of each flag size is acceptable. In case the contractor is a consortium, only the consortium leader

logo is displayed. Logos should be placed at the top of the front or back page of the publication, according to the design of the product to be used for visibility. It could be located below or in the publication.

In the case of small visibility products in question such as stickers, pens, logos are not accompanied by any written text. For larger products such as invitations, brochures, event programmes, a phrase which indicates the role of EU fund and Third Party, may be added in the publication.

This project is funded by the European Union.
Bu proje Avrupa Birliği tarafından finanse edilmektedir.
هذا المشروع تم تمويله من قبل الاتحاد الأوروبي

SOSYAL HİZMETLERE ERİŞİMİN ARTIRILMASI PROJESİ

INCREASE ACCESSIBILITY OF THE SOCIAL SERVICES