

# Karga Cooperation

VISUAL IDENTITY, BRAND GUIDELINES & COMMUNICATION  
PRINCIPLES



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1.12.2025

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# 1. Brand Guidelines

Our brand is more than just a logo. It is a system of elements which, used together, create a recognisable look and feel. This document outlines these elements and provide guidance to use them consistently with certain degree of creative flexibility.



# 1.1. Logo

Our logotype is a flexible system. The following pages provide a series of rules for a correct usage of the logo depending on the application.



# 1.1. Logo



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## 1.2. Color Palette

Karga Cooperation builds its identity on precision, transparency, and interdisciplinary engineering excellence. Our brand reflects intelligent coordination, data-driven decision-making, and a commitment to delivering sustainable value in every project.



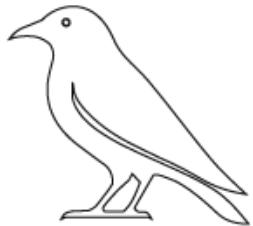
## 1.2. Color Palette



Crow Black - #111111



Techno Blue - #2980b9



Minimalist White - #ffffff



Anatolian Brick - #c0392b



Concrete Grey - #7f8c8d



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# 1.3. Font

Our typographic style is built on clarity, precision, and modern engineering aesthetics. The chosen typefaces ensure professionalism, readability, and a consistent visual identity across all platforms.



# 1.3. Font



Rubik Bold

Titles, section headers

Rubik Medium

Body text, paragraphs

*Rubik Italic*

Highlighted notes, secondary emphasis



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