



Brand Guidelines



This document has been created to ensure the consistency of the identity and communication of the Forenzone brand.

01 Our Brand

- About Us
- Our Mission
- Our Vision
- Our Strategy
- Our Values

02 Logo

- Logo
- Lettermark
- Logo Usage
- Minimum Size & Safe Zone
- Incorrect Usage
- Social Icon

03 Color

- Color Palette
- Tint and Shades

04 Typography

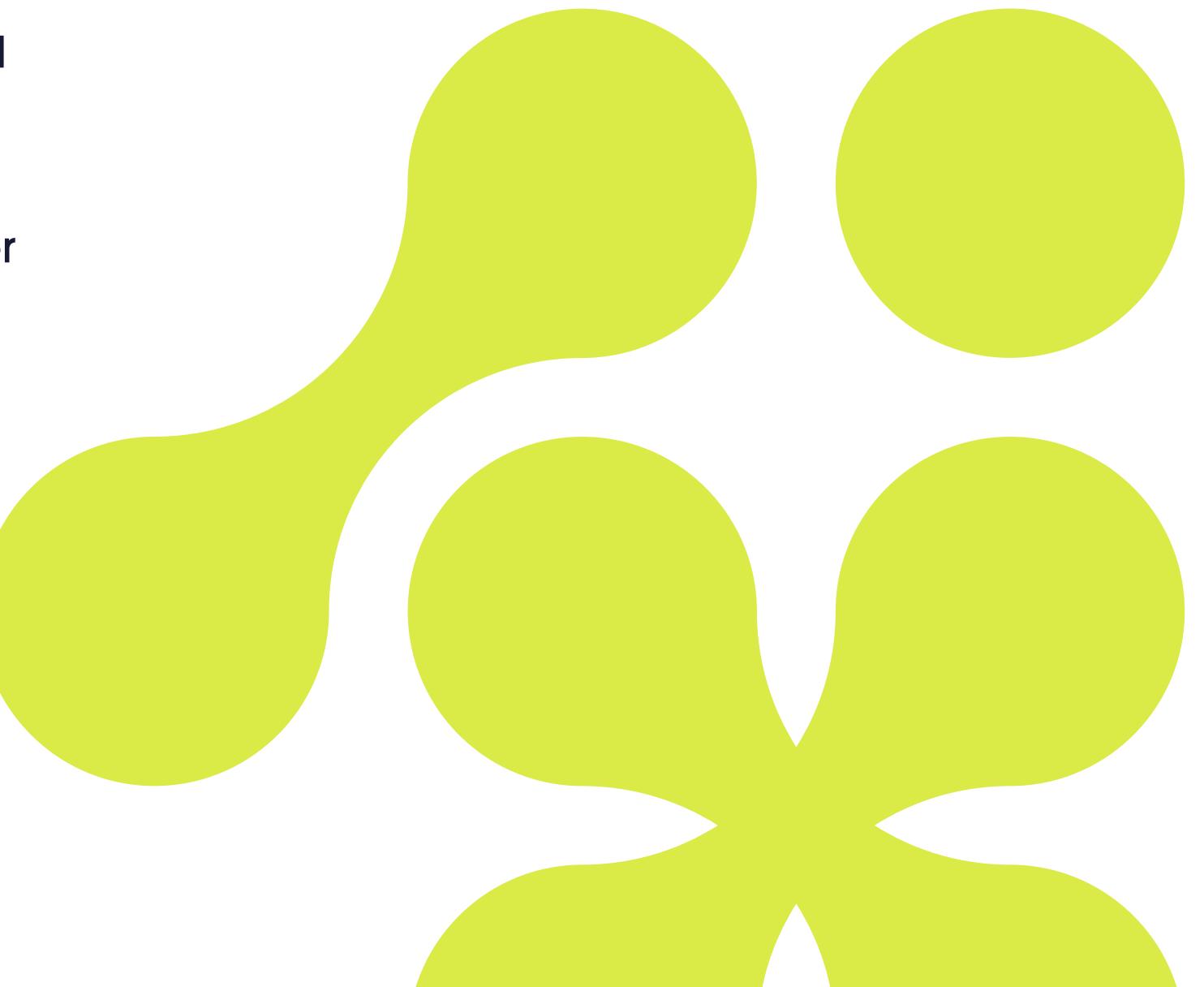
- Primary Typeface
- Secondary Typeface
- Hierarchy

05 Graphic Elements

- Basic Elements
- Paterns
- Pattern Usage

06 Applications

- Tote Bag
- Bussines Card
- Water Bottle
- Name Tag
- Sample Poster
- Booklet



01 Our Brand

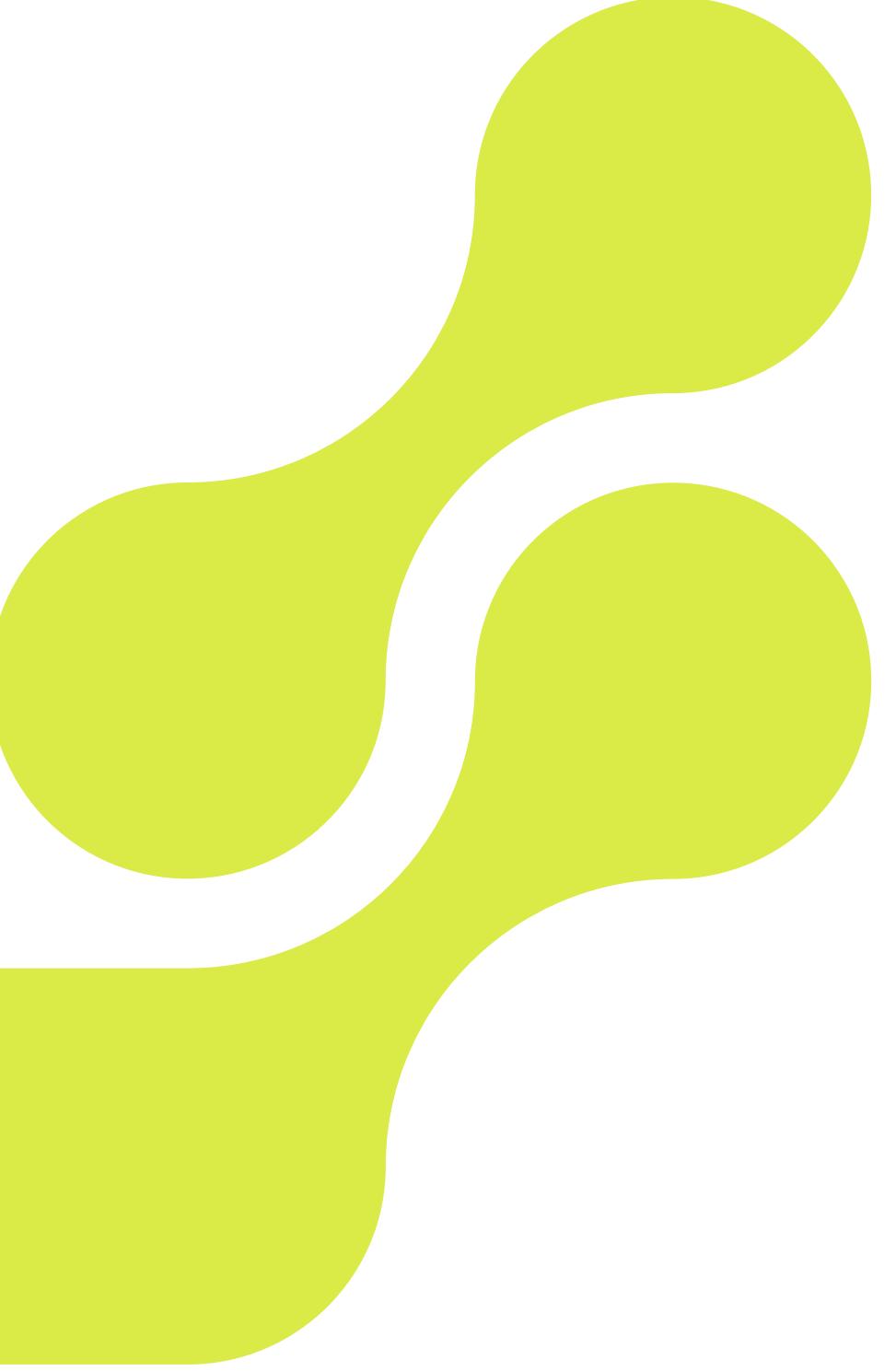
About Us

Practise Based Innovation Engine For Future of Work

Forenzone consists of technology development laboratories that facilitate the preparation of sectors and institutions for the future of work by being ambassadors of change for young talents. It operates technology research and development areas that disrupt the industry's routine through the processes of talent acquisition and development, transforming experience into talent value, and project development.

Our Mission

Youth and Talent Empowerment: The Connector & Curator & Creator Of Future Of Work



Empowering the youth and talents to play a significant role in shaping the future, utilizing their potential, creative energies, and awareness as catalysts in the transformation of business, systems, and institutions.

Our Vision

**Those who have a word in
designing the future should be
those who actually live it!**

Youth's potential, creative energy, meaning and common sense awareness have the power to transform the future of work, systems and institutions.

Our Strategy

**We are adopting a strategy
that will make the power of
youth the fuel of the future
we want to build.**

Tomorrow's life is not based on yesterday's mind and blind spots;
It is designed by the hands of generations that deserve to have a say
in their own future.

Our Values

Out of Box Thinking	Improve
Talent Empowerment	Develop
Collaboration	Leadership
Authenticity	Unity
Foresight Mindset	Innovation
Adaptability	Connection
Community Engagement	System Design
Empathy	Change Making
Social Impact	Strategy

02 Logo

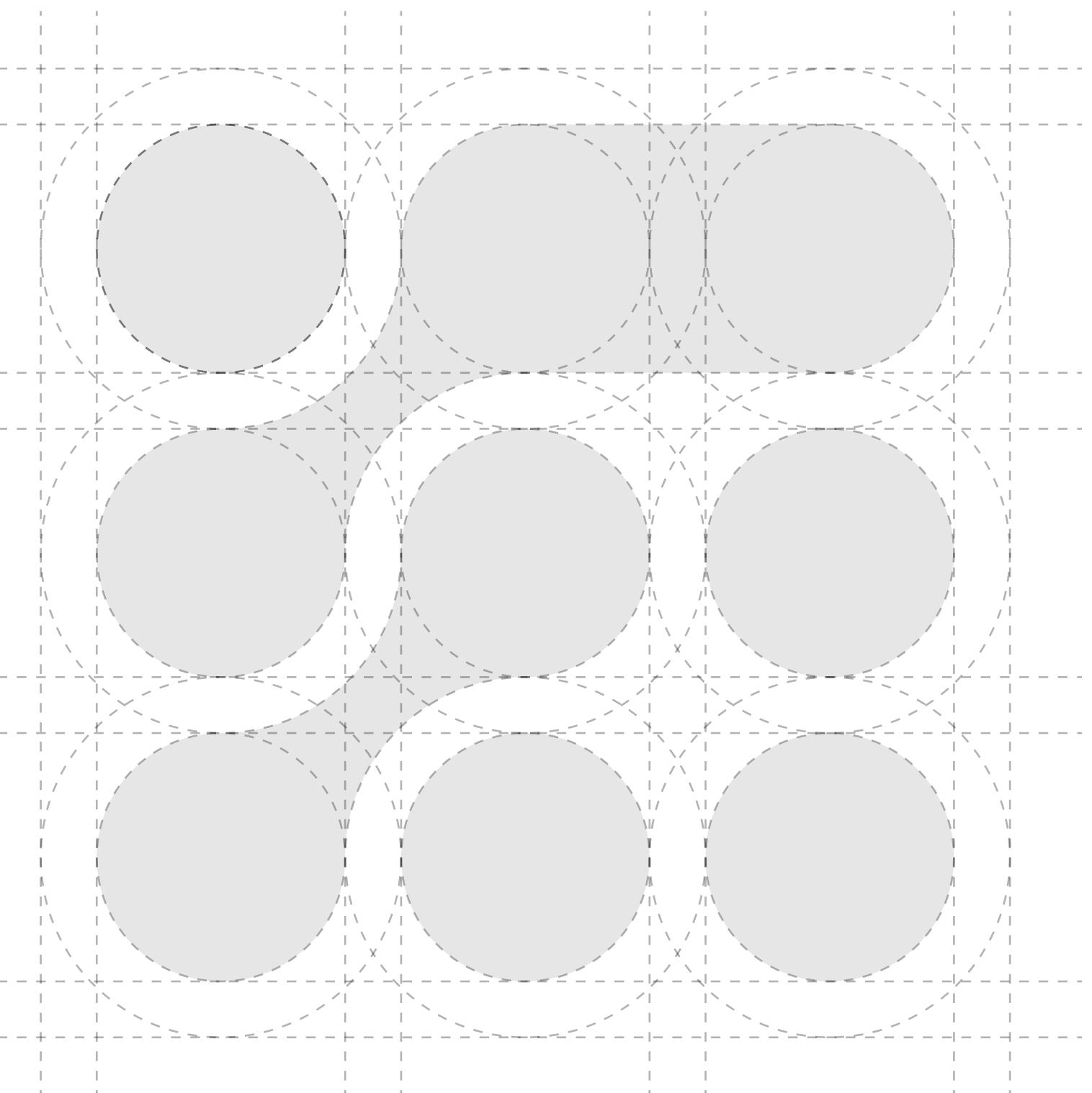
Logo



Lettermark

Forenzone's lettermark is made up of talent empowerment zones.

Talent empowerment zones are forces that brings together young people of different colors, backgrounds, experiences, talents and perspectives, fostering change and shaping the future.



Logo Usage

The logo should be in our brand colors whenever possible. It can also be used entirely in black or white, depending on the background color.

Ensure sufficient contrast between logo colors and background to enhance readability.



Minimum Size & Safe Zone

Minimum Size

A minimum size has been defined for both screen and print to ensure legibility.

Logo Minimum Size

For screen: 50 px height
For print: 5 mm height



Lettermark Minimum Size

For screen: 50 px height
For print: 5 mm height



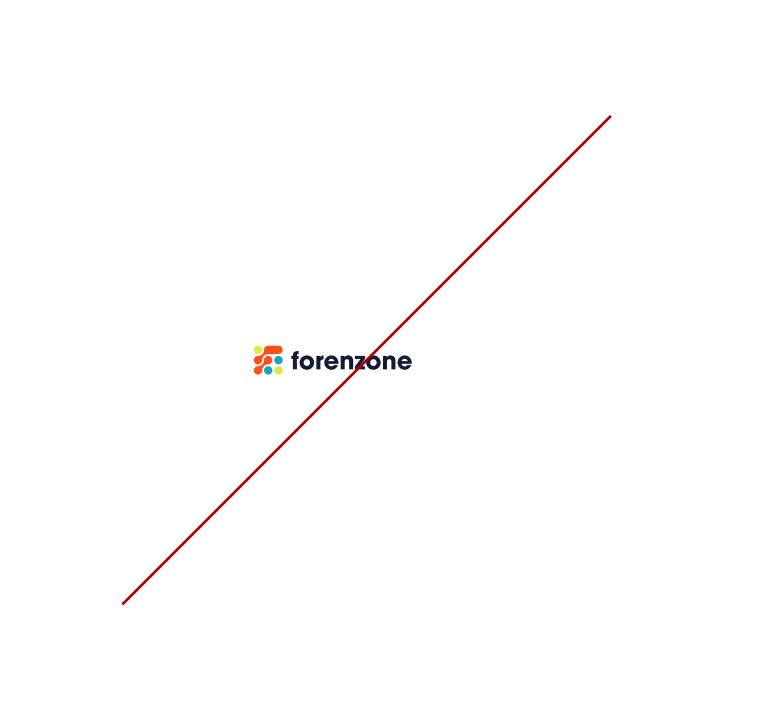
Safe Zone

When using the Forenzone logo, the specified safe space should be taken into consideration to ensure the visibility and legibility. The safe space has been created using the lettermark unit.



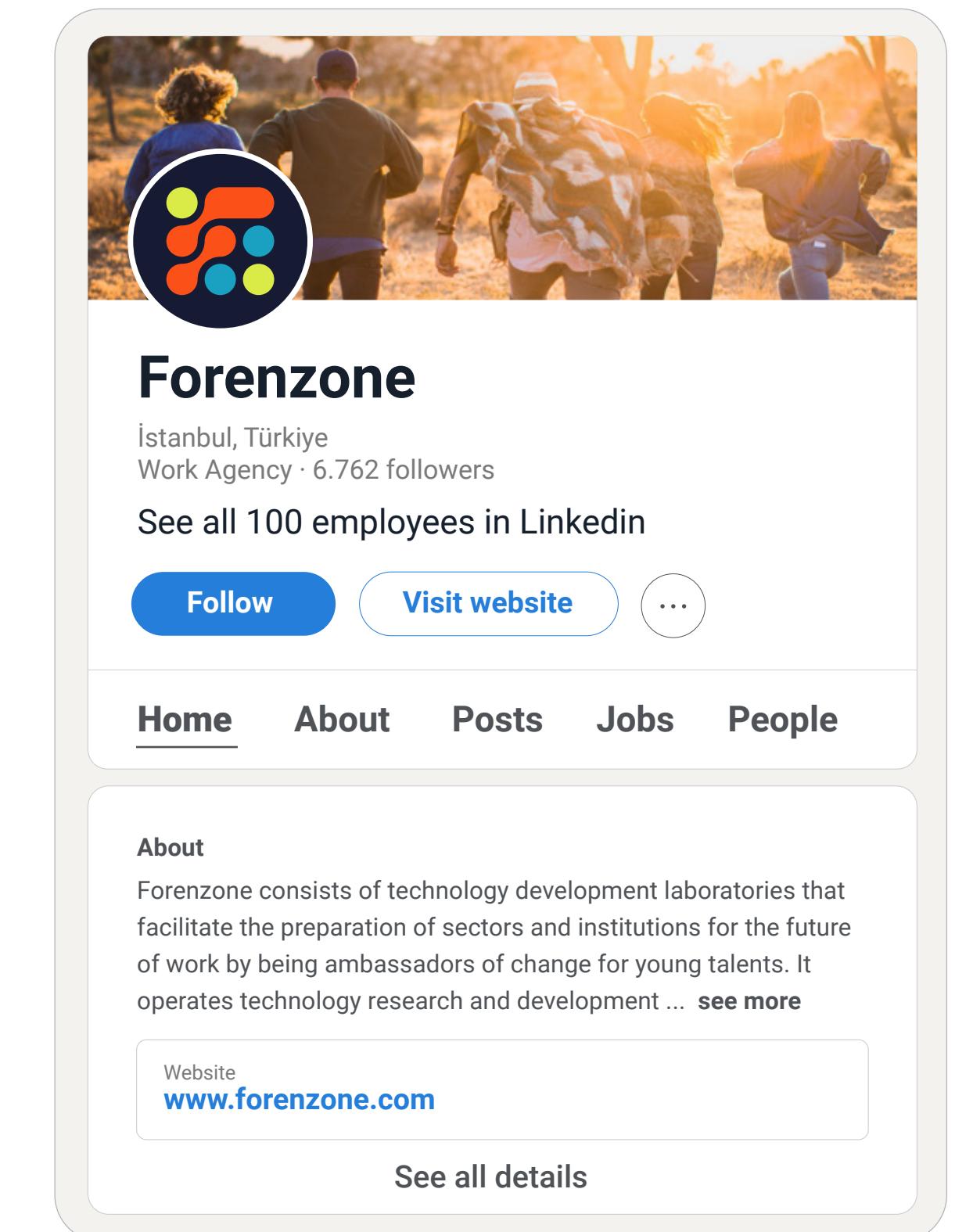
Incorrect Usage

The following examples depict incorrect usage of our logo and should not be used in any condition.

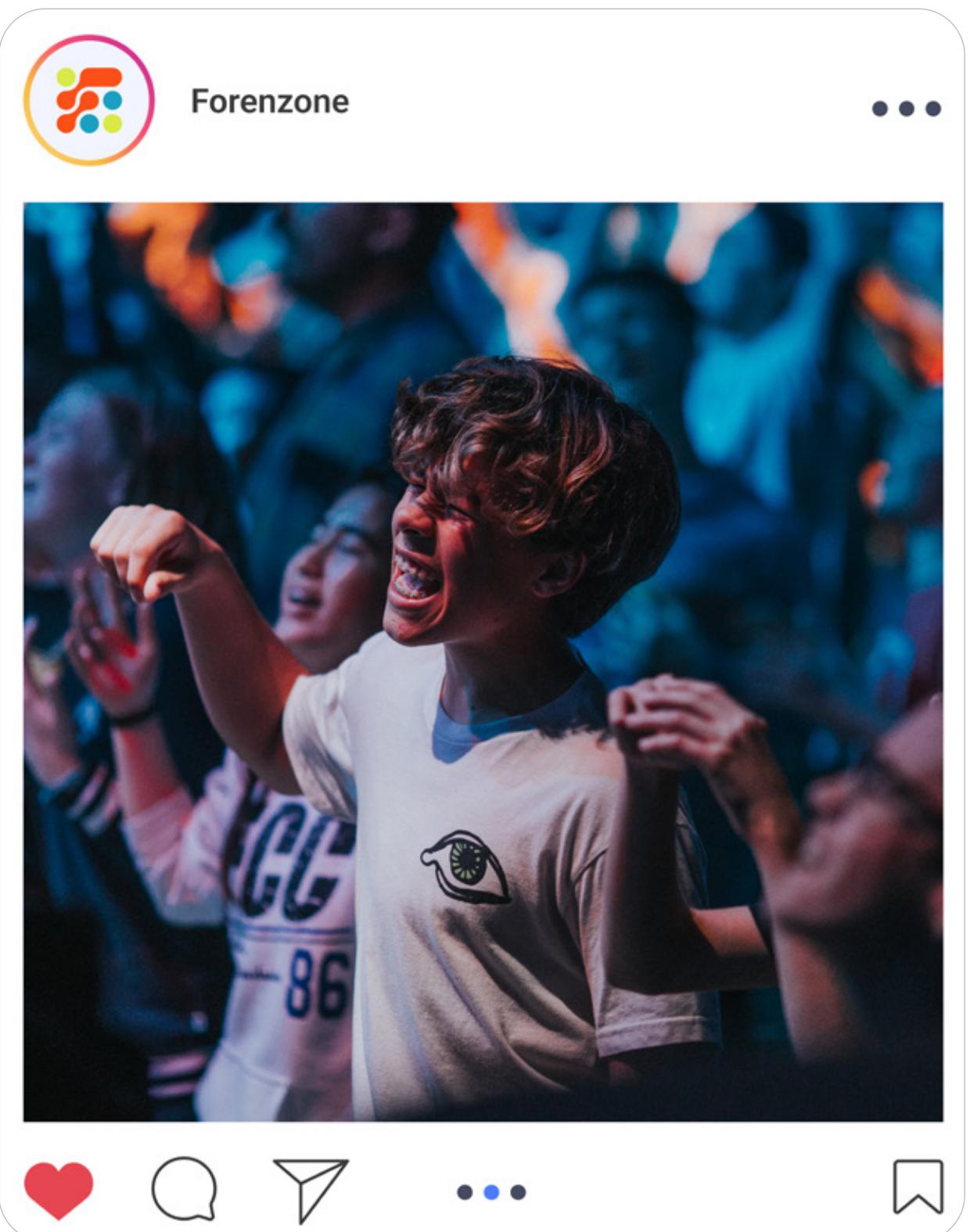
			
Scaling too small	Stretching or distorting the logo in any way	Using non-brand colours	Rotating or reflecting the logo
			
Editing position of the logo elements	Adding effects or drop shadows	Framing the logo	Using the logo over areas that does not provide enough contrast

Social Icon

On social media only use the lettermark for profile picture as it makes optimal use of the limited space.



A screenshot of a LinkedIn profile for 'Forenzone'. The profile picture is the circular lettermark icon. The profile name is 'Forenzone', located in 'İstanbul, Türkiye', described as a 'Work Agency' with 6.762 followers. It shows a link to 'See all 100 employees in LinkedIn'. Below the profile picture, there are tabs for Home, About, Posts, Jobs, and People. The 'About' section describes Forenzone as technology development laboratories preparing sectors and institutions for the future of work by being ambassadors of change for young talents. It includes a 'Website' link to www.forenzone.com and a 'See all details' button.



A screenshot of an Instagram post from the account 'Forenzone'. The post features a large image of a young man cheering at a sports event. The post includes the Forenzone lettermark icon in the top right corner. Below the image, there are standard Instagram interaction icons for heart, comment, share, and more.

03 Color

Color Palette

Orange R251 G80 B24 C0 M68 Y90 K2 #FB5018 PMS 172 C	Starship R218 G234 B71 C7 M0 Y70 K8 #DAEA47 PMS 380 C	Eastern Blue R26 G161 B193 C87 M17 Y0 K24 #1AA1C1 PMS 2200 C	Mirage R22 G27 B51 C57 M47 Y0 K80 #161B33 PMS 4146 C	Zircon R242 G245 B255 C5 M2 Y0 K0 #F2F5FF PMS 656 C
01	02	03	04	05

Tint and Shades

Tint and shade variations of the color palette can be used for applications.



04 Typography

Primary Typeface

ITC Avant Garde Gothic by Monotype is the primary typeface for Forenzone. It is built from circles and clean lines and complements the lettermark well.

It is used for logotype and also body text.

License/Download: [Adobe Font](#)

ITC Avant Garde Gothic

A B C D E F G H I J K L M N O P R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 , ; ! ? () / &

Book

Medium

Bold

Secondary Typeface

Degular by OH no Type Co..
is the secondary typeface for Forenzone.

It can be used only for headings,
statements and subtitles.

License/Download: Adobe Font

Degular

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 , ; ! ? () / &

Thin	<i>Medium Italic</i>
<i>Thin Italic</i>	Semibold
Light	Semibold Italic
<i>Light Italic</i>	Bold
<i>Italic</i>	Bold Italic
Regular	Black
Medium	Black Italic

Hierarchy

In order to create a typographic hierarchy and ensure the readability; use Degular for headlines and subtitles and ITC Avant Garde for body text and call to action.

Headline
Degular set in Bold

Subtitle
Degular set in Medium

Body Text
ITC Avant Garde
set in Book

Call to Action
ITC Avant Garde
set in Bold

Headline Style Example

**Lore ipsum dolor sit amet, consectetur adipiscing elit.
Suspendisse sit amet purus euarcu imperdi et pretium
vel vitae enim.**

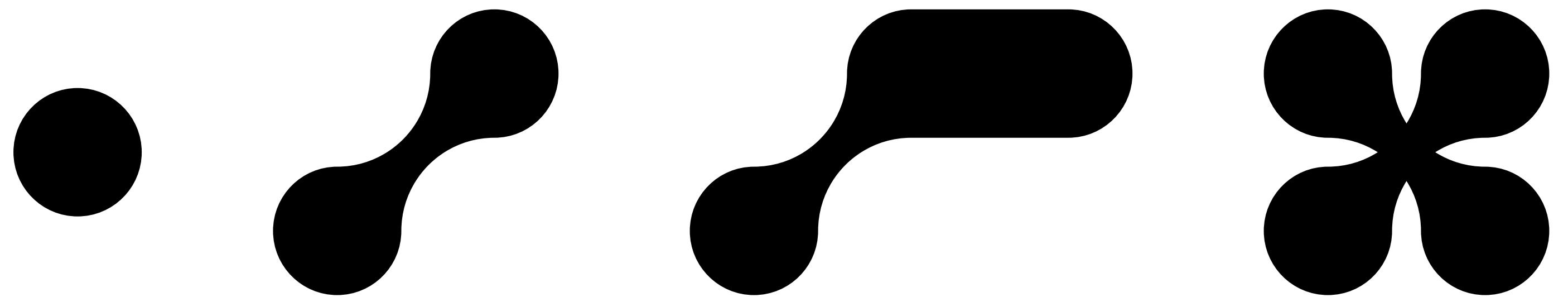
Lore ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sit amet purus euarcu imperdi et pretium vel vitae enim. Nam a augue ac purus ornare hendrerit. Etiam luctus nunc vel massauctor mattis. Aliquam erat volut pat. Suspendisse potenti. Integer mollis tempus consequat. Lore ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sit amet purus euarcu imperdiet pretium vel vitae enim.

CLICK TO LEARN MORE

05 Graphic Elements

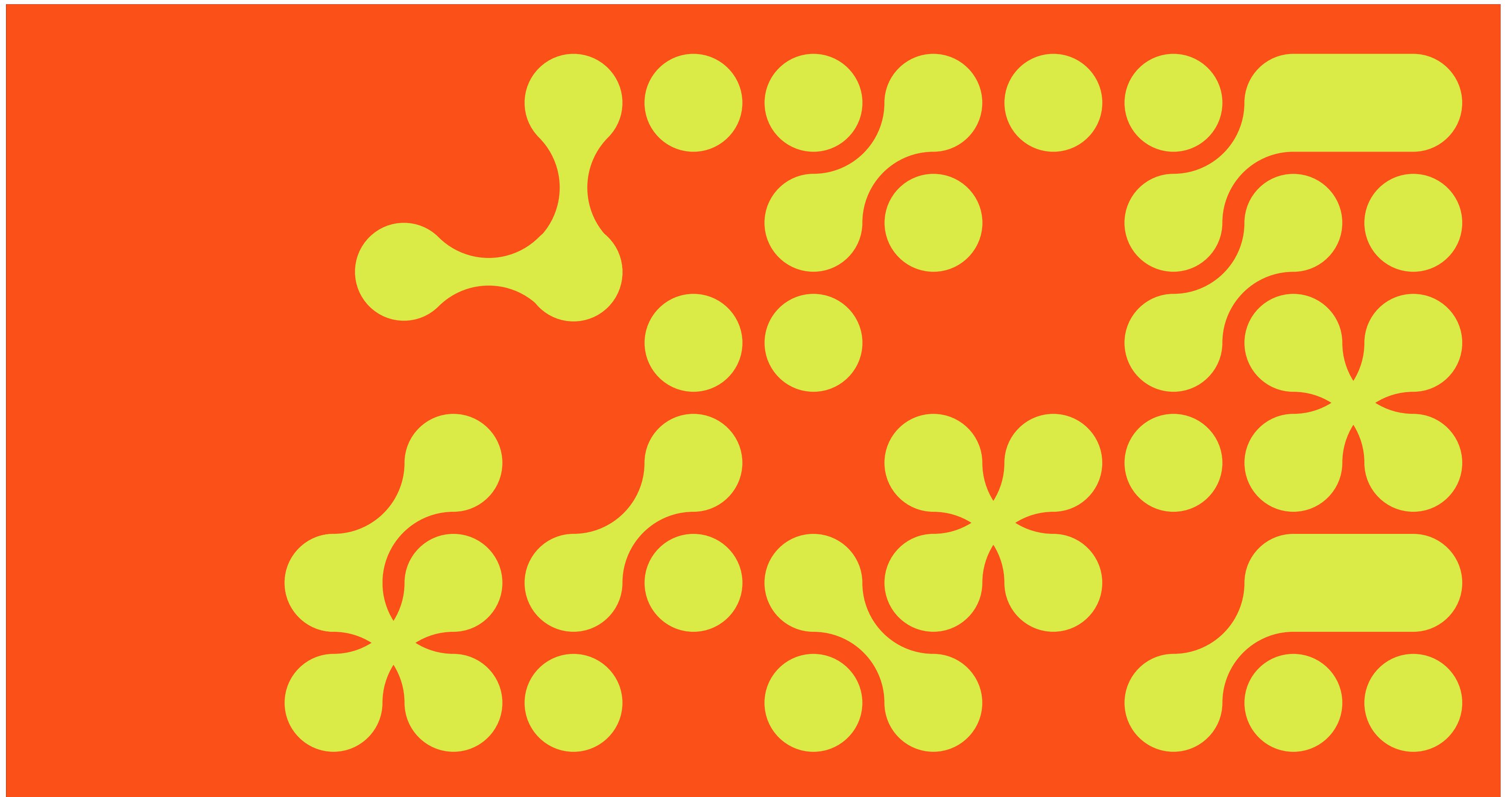
Basic Elements

The shapes on the right are
the basic brand elements of Forenzone.



Pattern

The pattern on the right is made of the basic brand elements of Forenzone and can be applied throughout our marketing and communications efforts across platforms.



Pattern

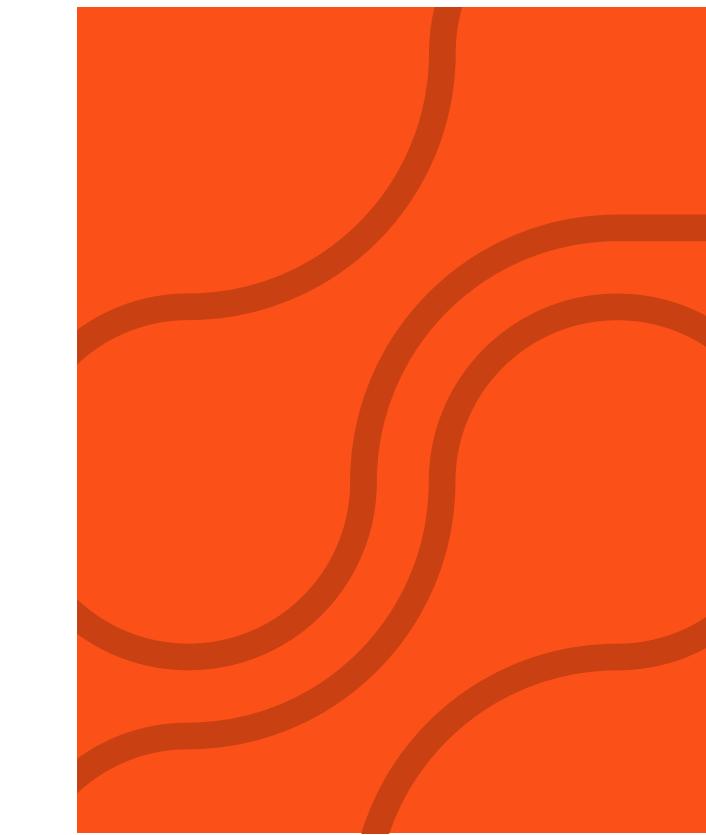
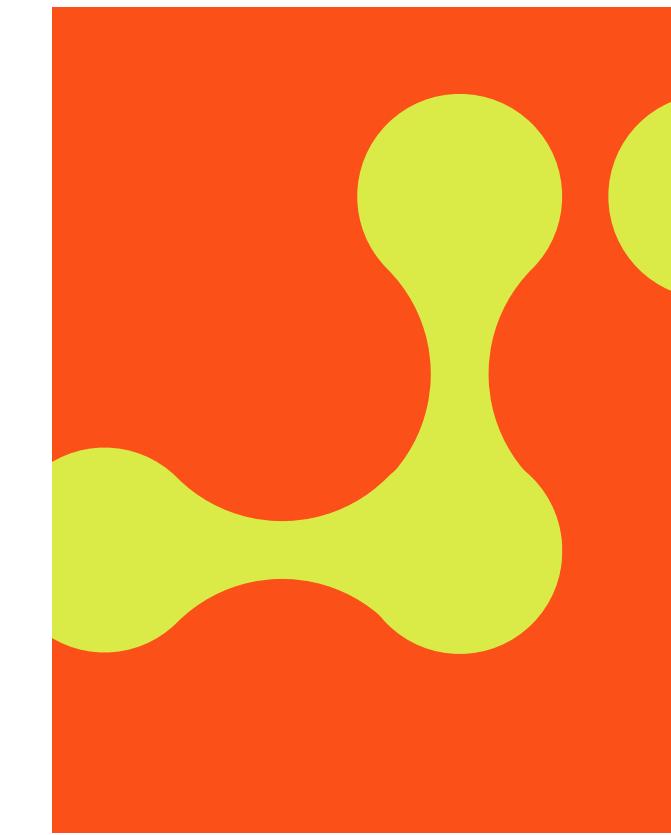
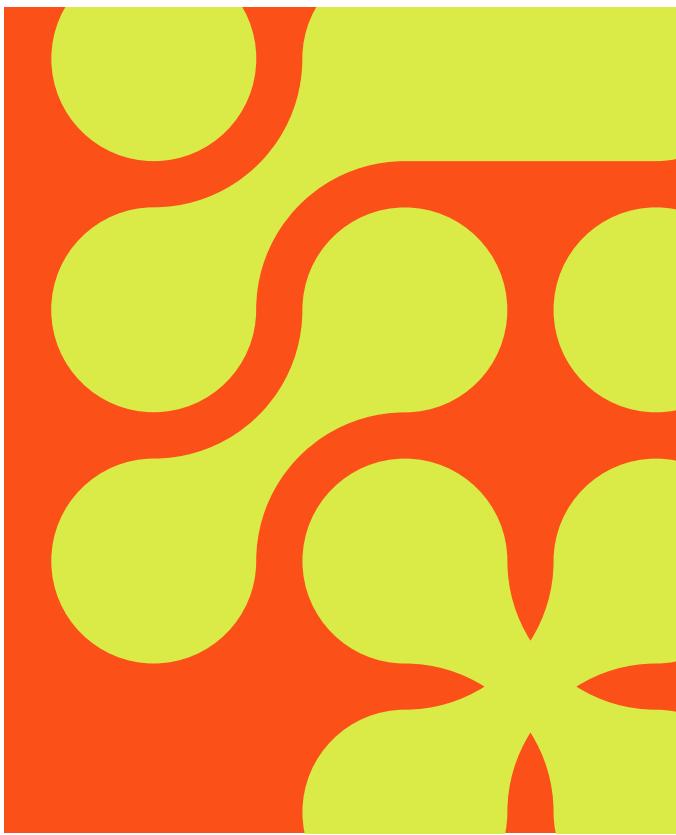
The pattern on the right is made of the basic brand elements of Forenzone and can be applied throughout our marketing and communications efforts across platforms.



Pattern Usage

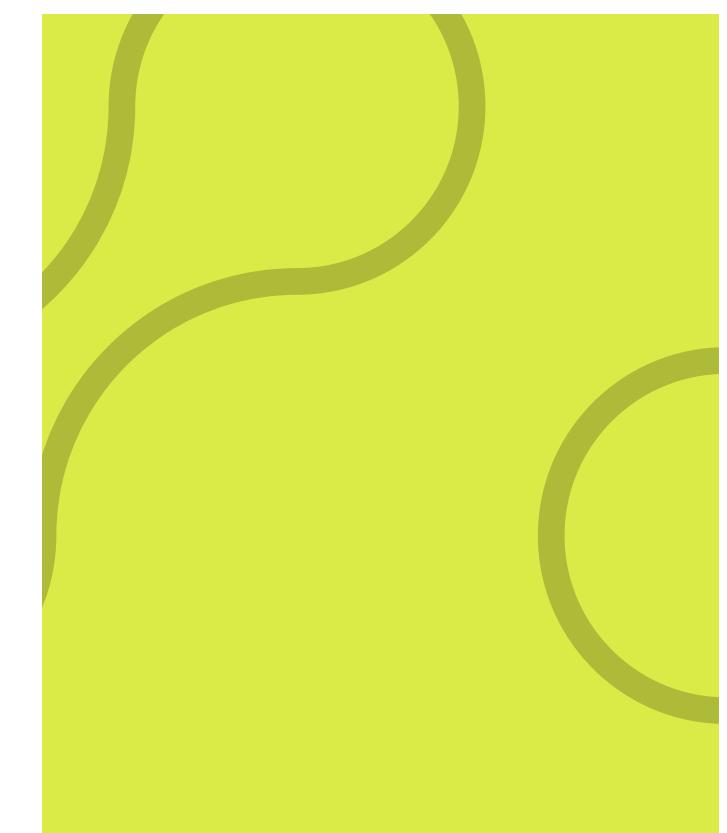
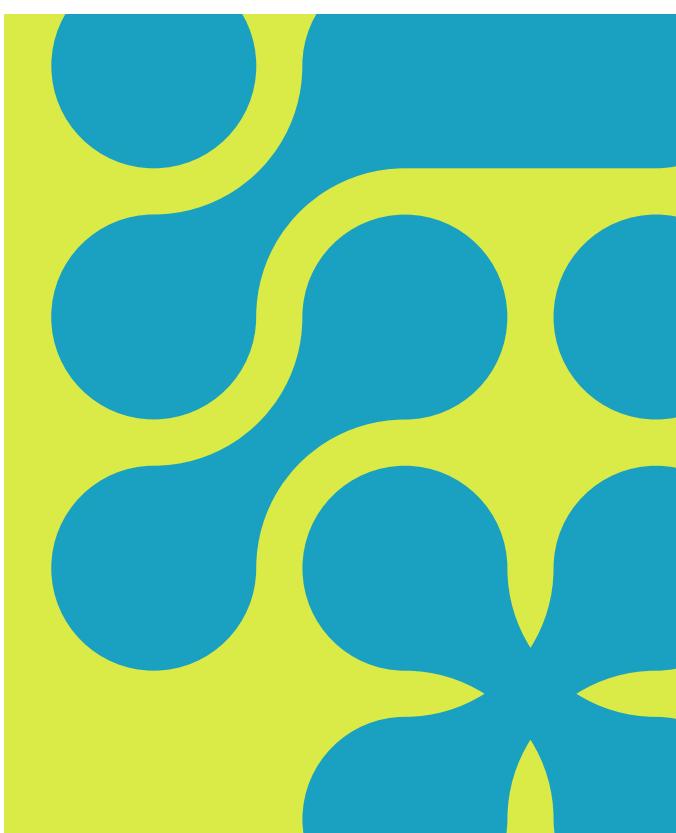
Patterns can be cropped.

Make sure to leave sufficient clear space to ensure that the shapes do not overlap with other shapes or text.



Patterns can be used with other colors from the palette.

Ensure sufficient contrast between shape colors and background to enhance readability.



06 Applications

Tote Bag

Bag Size

30 x 34 cm



Tote Bag



Bussines Card

Card Size

85 x 55 mm

Includes

Name

Title

Contact





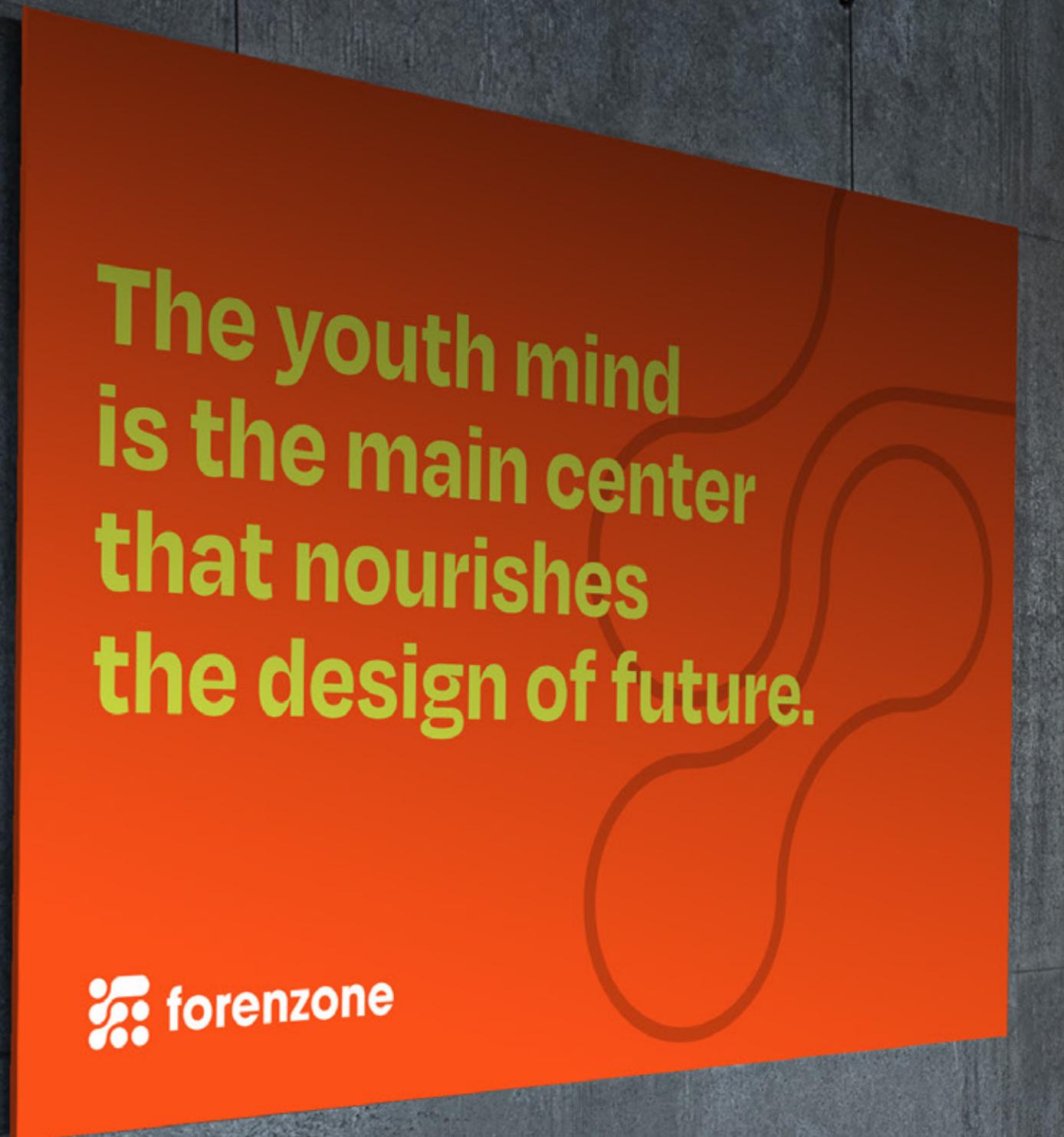
Water Bottle



Name Tag



Sample Poster



Booklet



made for Forenzone by

