# V A L E R O N



Corporate Identity Guidelines Original Logo

The dimensions of the Valeron logo have been standardized and are indicated below. The technical specifications of the three types of grey in the logo are "Silver Leaf", "40% Black", and "PANTONE 877 C".



12.3(x) -

3 (x) —



# Corporate Identity Guidelines | Proper Use of the Logo

Examples of the proper use of the emblem logo on different grounds are given here. The technical specifications of the three types of grey in the emblem logo are "Silver Leaf", "40% Black", and "PANTONE 877 C".

### Proper use of the logo:

- 1) The logo's original ("Silver Leaf") grey should be used on white grounds.
- 2) On grounds where the use of neither the original logo nor the illustrated logo is feasible, the "40% Black" or "PANTONE 877 C" versions should be used.
- 3) On light-colored grounds, the "40% Black" version of the logo should be used.
- 4) In areas where the logo must be used on grounds that are the same color as the logo itself, the logo must be negative.
- 5) On predominantly light-colored visuals, the "40% Black" version of the logo should be used.
- 6) On predominantly dark-colored visuals, the logo may either be affixed as a "Silver Leaf" sticker or else negative.
- 7) On black grounds, the "Silver Leaf" or "PANTONE 877 C" versions of the logo should be used; an illustration creating the impression of the "Silver Leaf" version is also possible.



















# Corporate Identity Guidelines | Proper Use of

# the Emblem

The Valeron logo is always monochrome. The technical specifications of the three types of grey in the emblem logotype are "Silver Leaf", "40% Black", and "PANTONE 877 C". Examples of the proper use of the emblem on different grounds are given here.

### Proper use of the emblem:

- 1) The logo's original ("Silver Leaf") grey should be used on white grounds.
- 2) On grounds where the use of neither the original emblem nor the illustrative emblem is feasible, the "40% Black" or "PANTONE 877 C" versions should be
- 3) On light-colored grounds, the "40% Black" version of the logo should be used.
- 4) In areas where the emblem must be used on grounds that are the same color as the emblem itself, the emblem must be negative.
- 5) On predominantly light-colored visuals, the "40% Black" or PANTONE 877 C"  $\,$ versions of the emblem should be used.
- 6) On predominantly dark-colored visuals, the logo may either be affixed as a "Silver Leaf" sticker or else debossed.
- 7) On black grounds, the "Silver Leaf" or "PANTONE 877 C" versions of the logo should be used; an illustration creating the impression of the "Silver Leaf" version is also possible.













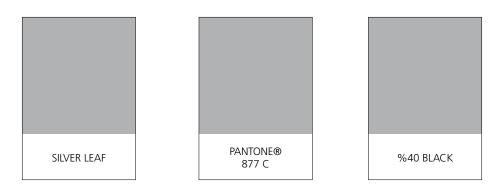






The Valeron logo is always monochrome. The technical specifications of the three types of grey in the logo logotype are "Silver Leaf", "40% Black", and "PANTONE 877 C".

These guidelines apply to all grounds.



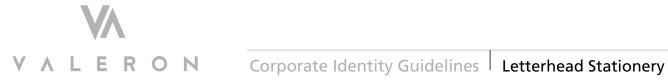


The Frutiger series has been selected as the standard font (typeface) to be used in order to ensure consistency of appearance in all Valeron-related correspondence and printed materials.

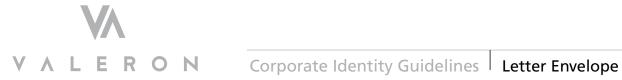
Frutiger 45 Light abcdefghijklmnoprstuvwxyz **ABCDEFGHIJKLMNOPRSTUVWXYZ** 1234567890

Frutiger 55 Roman abcdefghijklmnoprstuvwxyz **ABCDEFGHIJKLMNOPRSTUVWXYZ** 1234567890

Frutiger 65 Bold abcdefghijklmnoprstuvwxyz **ABCDEFGHIJKLMNOPRSTUVWXYZ** 1234567890



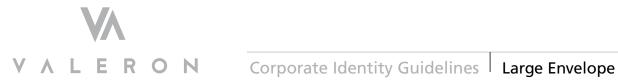


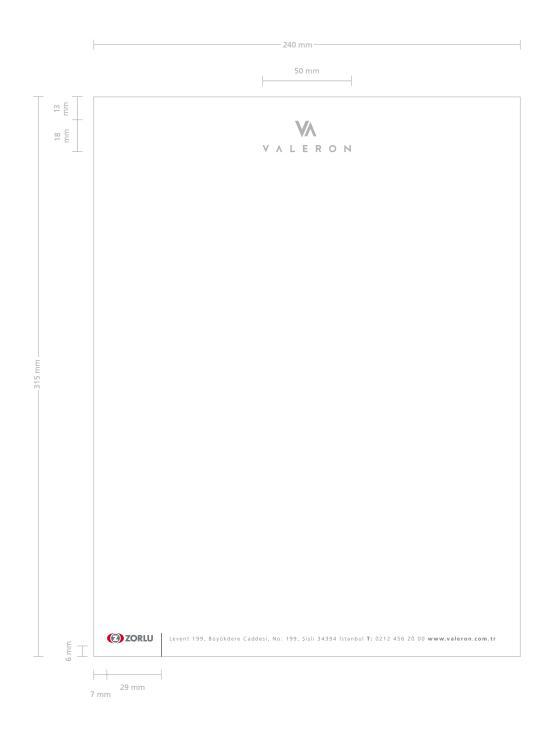






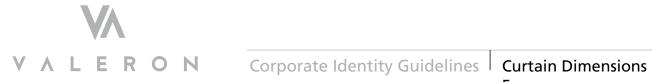






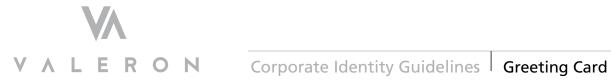


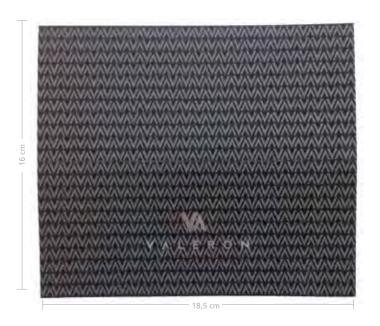
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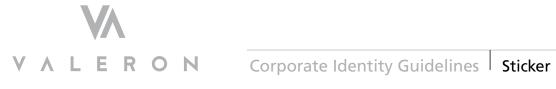
















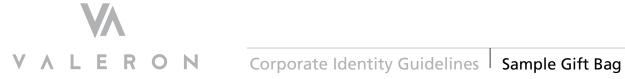


















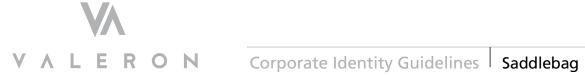


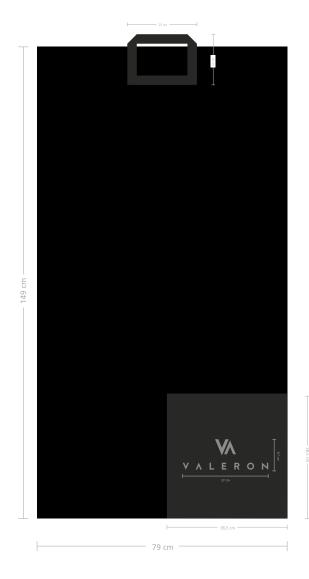
# **Envelope Package Sizes**

: 25x35,5x8 cm Small Medium : 33,5x48x8 cm Large : 48x40x13 cm













# E R O N Corporate Identity Guidelines Cardboard & Fabric

# **Tote Bags**

### Cardboard Tote Bags

X-Small Cardboard Tote Bag : 23 x 25 x 13 cm

(ribbon-holed)

Small Cardboard Tote Bag : 33.5 x 26 x 13 cm Medium Cardboard Tote Bag: 42 x 35 x 12 cm Large Cardboard Tote Bag : 42 x 35 x 12 cm

### Fabric Tote Bags

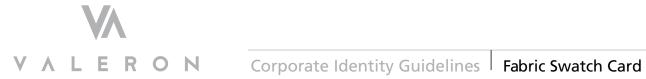
Large Fabric Tote Bag : 64 x 47 x 9 cm

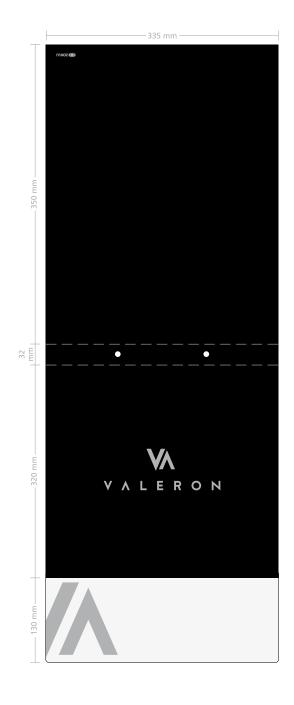
(comforter size)

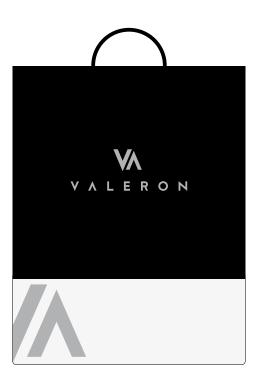
XL wide, accordion tote bag: 64 x 47 x 22 cm

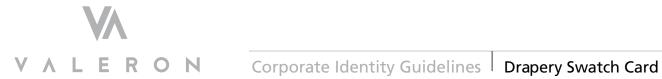






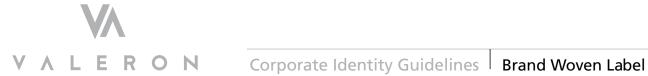












Tag as Unfolded





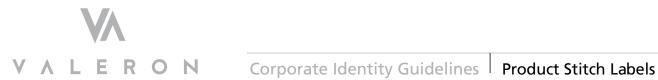
Tag as On The Product











0 100% COTTON / COTTONE / COTON / PAMUK / BAUMMOULE! / ALDODON / BAWEMY!

MADE IN TURNOY! / PATTO IN TURNOY! FOR TURNOYE!

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Z Valeron brings you the joy of pure, highest quality cotton. In this collection offering limitless choices of colors and opatterns, you're sure to find the perfect match for your house. Romantic, chic or contemporary...

D becide on the style that suits you the most and wrap yourself in the luxery of cotton.

Wateron size, en sattleti saf parrugiun keyfini yapatir. Sinnesz enni ve desen segonegi sunan bu koleksiyonda, centrol en urgan dom bulceaginzaten em oldsteininiz. Promise en urgan dom bulceaginzaten em oldsteininiz.

Çift Kişilik Nevresim Seti (200x220+270x280+4\*50x70+40x40)

Double Duvet Set (200X220+270x280+4\*50x70+40x40)

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٧X VALERON

100% COTTON / COTTONE / COTON / PAMUK /BAUMWOLLE / ALGODON / BAWEŁNY / BAMBAKI / XЛОПОК /佛

Bathrobe Bornoz "L"

> ٧x VALERON

100% COTTON / COTTONE / COTON / PAMUK/BAUMWOLLE / ALGODON / BAWELNY / BAMBAKI / XJIOTIOK / M

Hand Towel El Havlusu 30x50 cm.

> W VALERON

100% COTTON / COTTONE / COTON / PAMUK /BAUMWOLLE /

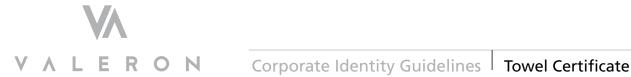
Bathrobe & Towel Set (2\*Bathrobes+2\*100x150+2\*50x100+2\*30x50)

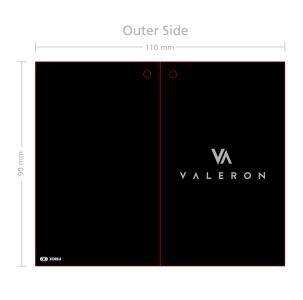
Bornoz & Havlu Seti (2\*Bornoz+2\*100x150+2\*50x100+2\*30x50)



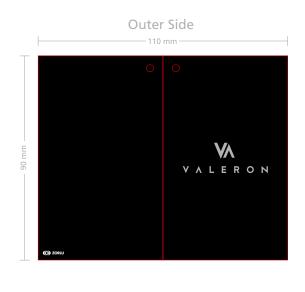
# (International)



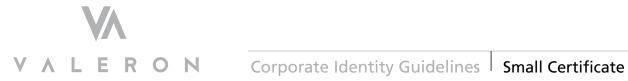




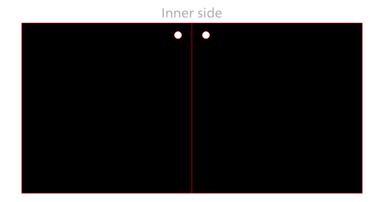












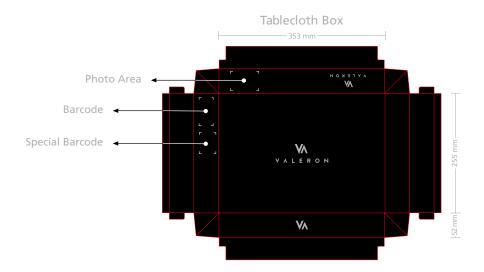


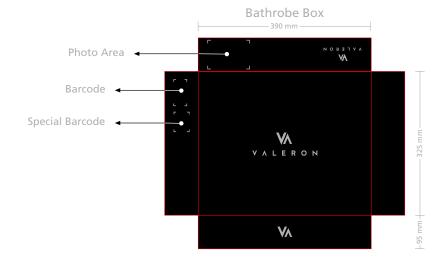




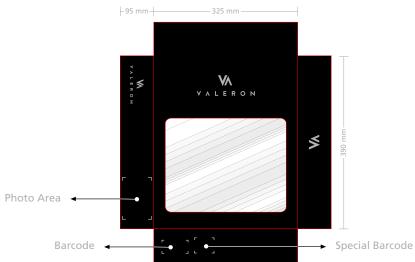


# E R O N Corporate Identity Guidelines Product Boxes

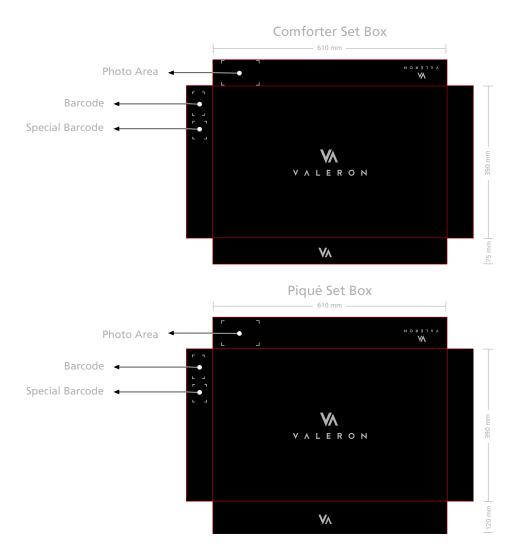




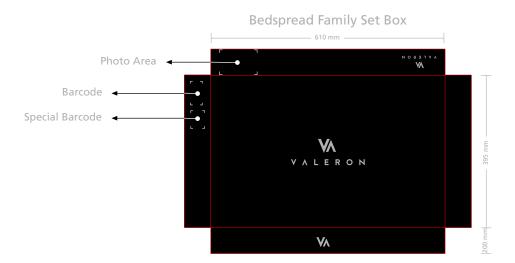
### Bathrobe Box (windowed)

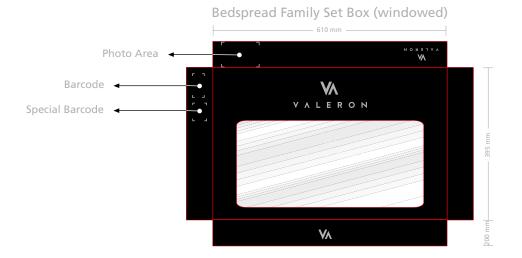


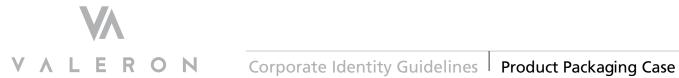


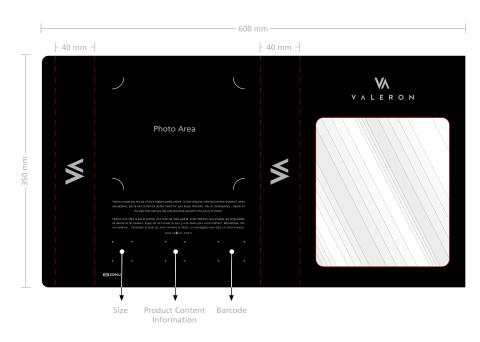




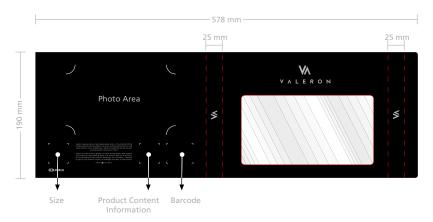


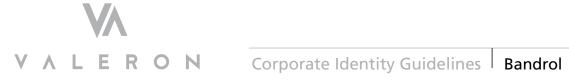














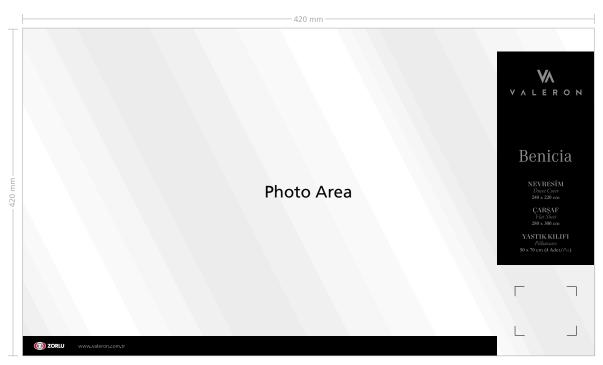


**Inside Labels** 

### Printed Comforter Label



## **Printed Comforter Label**





Corporate Identity Guidelines

Box and Packaging Labels









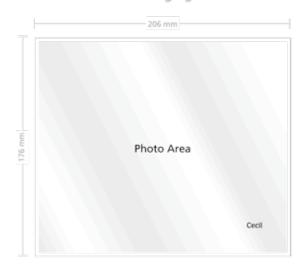




Pillow Packaging Case Visual



Comforter Packaging Case Visual





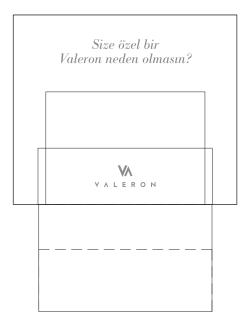








# Bespoke Service pouched plexiglass

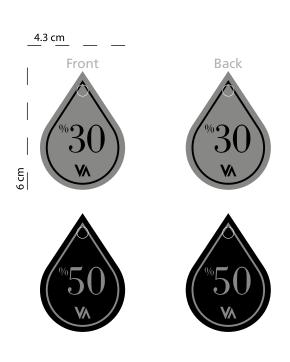






Corporate Identity Guidelines

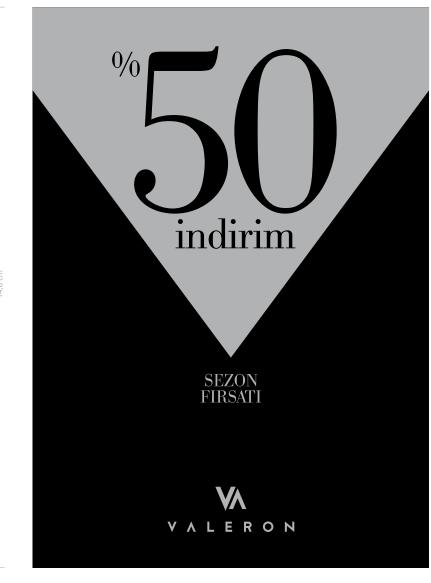
Hangtags (campaignspecific materials)







Hangtags (campaign-specific materials)





R O N Corporate Identity Guidelines

Hangtags (campaignspecific materials)



29,7 cm



Hangtags (campaign-specific materials)

