



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".





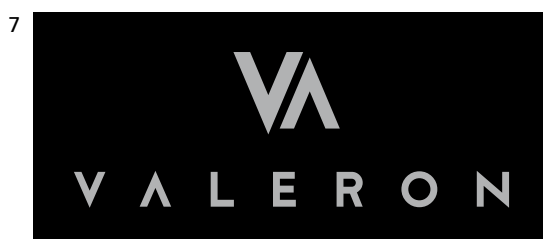
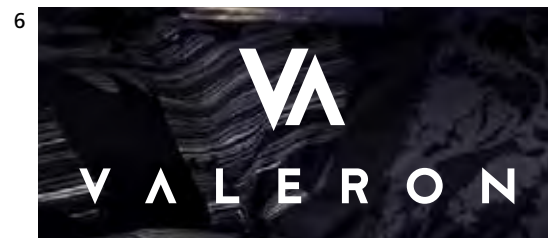
Corporate Identity Guidelines

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.



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 used.
- 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.

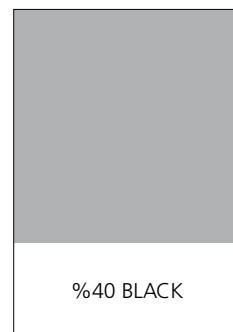
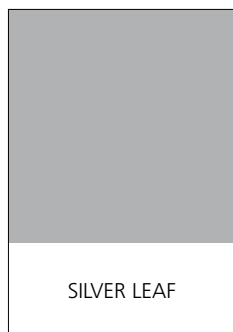




Corporate Identity Guidelines | Colors

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.

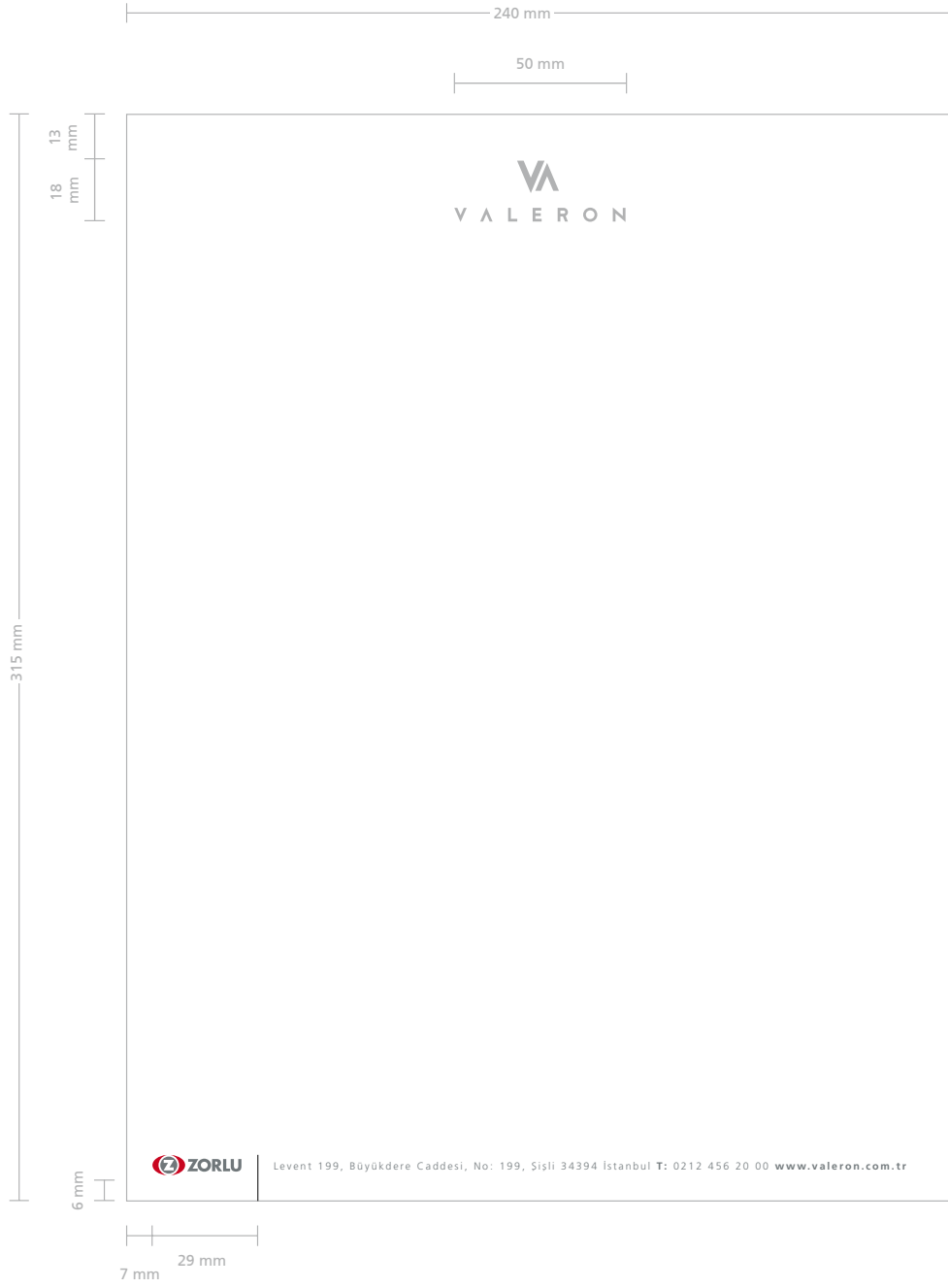
Frutiger 45 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger 55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger 65 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890









V A L E R O N

MÜŞTERİ
SİPARİŞ FORMU

$$N^{\Omega} :$$

MÜŞTERİ NO. : MÜŞTERİ ADRESİ :

MÜŞTERİ ADI :

SİPARİŞ TARİHİ : / / 20.... MÜŞTERİ TEL. :

[illegible]

CARİ HESAP TAKİBİ

[illegible]

MÜŞTERİ İMZASI

SATICI ADI
SATICI İMZASI



Zorluteks Tekstil Tic. San. A.Ş. (İstanbul Şube)
Levent 199, Büyükdere Caddesi, No: 199, Şişli 34394 İstanbul T: 0212 456 20 00 F: 0212 422 22 38 www.valeron.com.tr

210 mm

PERDE ÖLÇÜ FORMU

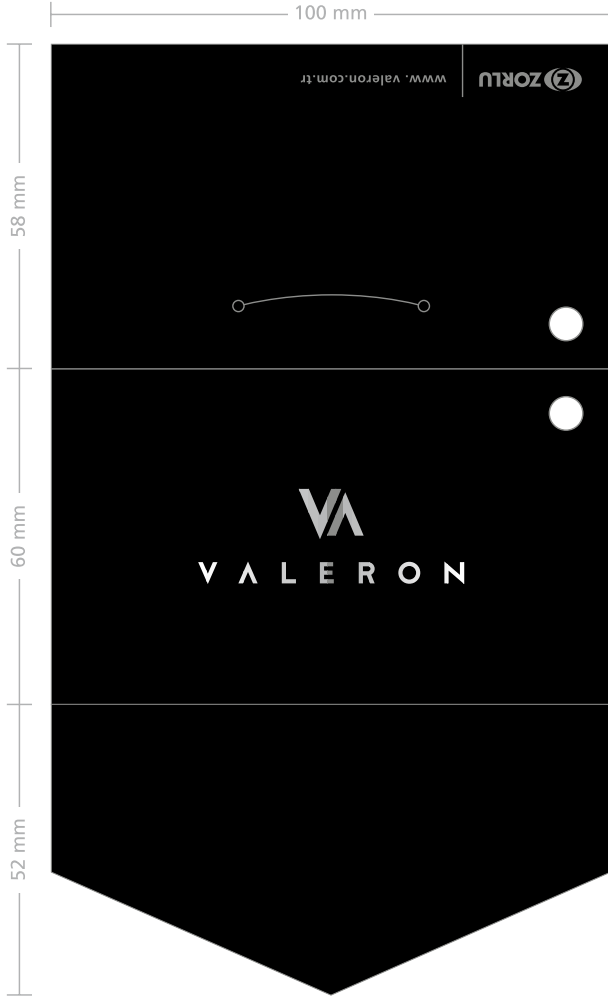
ADI ve SOYADI :	ÖLÇÜ TARİHİ :	SERİ
TEL :	AÇIKLAMA :	
ADRESİ :		
SİPARİŞİ ALAN		ÖLÇÜLER TEYİT EDİLMİŞTİR.

Zorluteko Tekstil Tic. San. A.Ş. (İstanbul Şube)
Levent 199, Büyükdere Caddeesi, No: 199, Şişli 34394 İstanbul T: 0212 456 20 00 F: 0212 422 22 38 www.valeron.com.tr

297 mm



Exterior



Interior









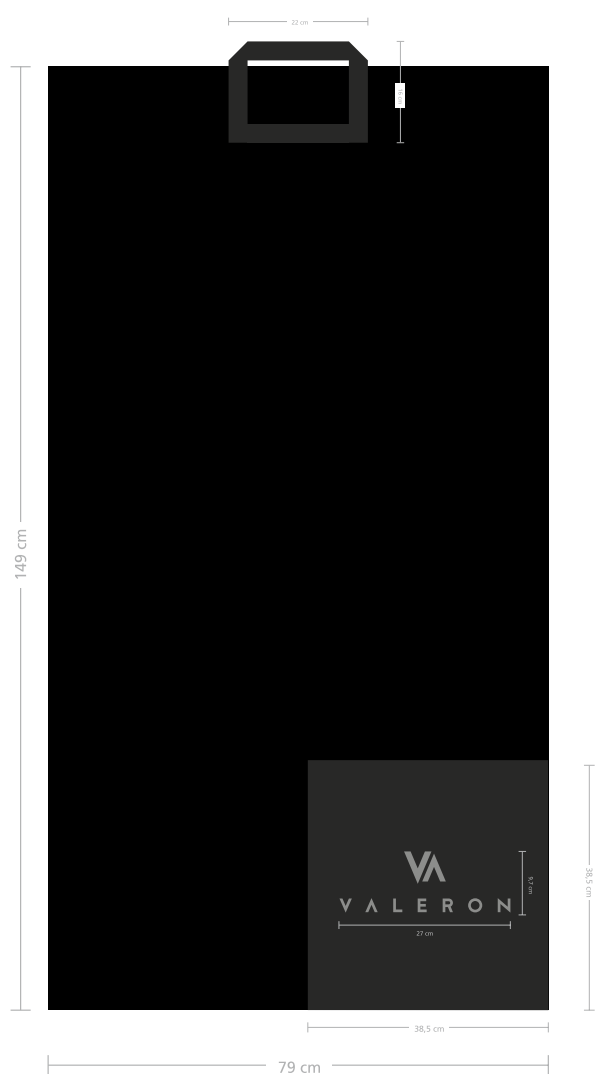
Envelope Package Sizes

Small : 25x35,5x8 cm

Medium : 33,5x48x8 cm

Large : 48x40x13 cm





Cardboard Tote Bags

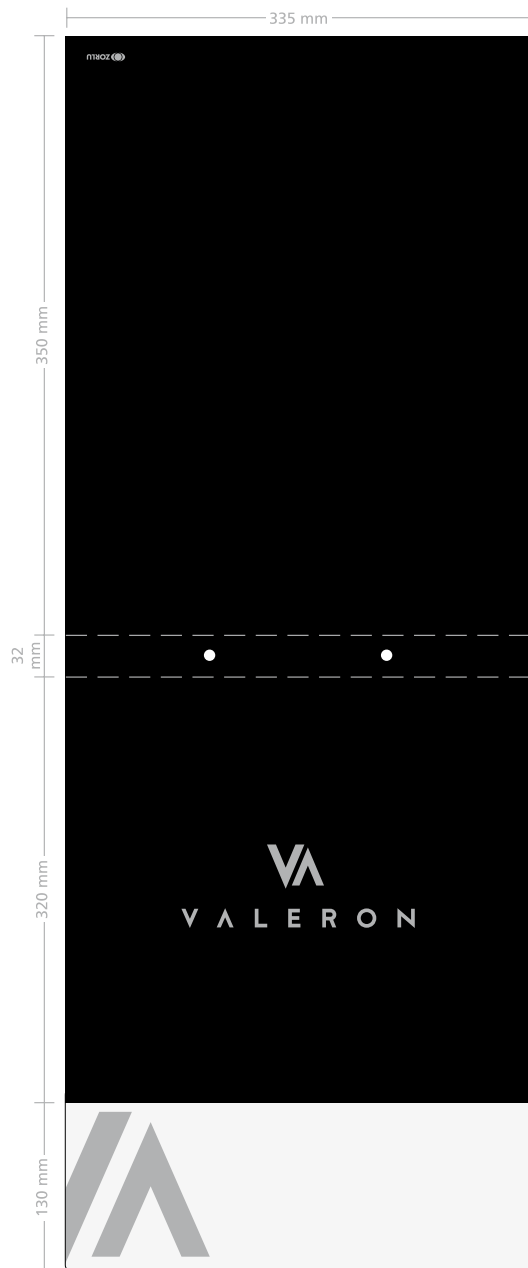
X-Small Cardboard Tote Bag : 23 x 25 x 13 cm
(ribbon-holed)
Small Cardboard Tote Bag : 33.5 x 26 x 13 cm
Medium Cardboard Tote Bag: 42 x 35 x 12 cm
Large Cardboard Tote Bag : 42 x 35 x 12 cm



Fabric Tote Bags

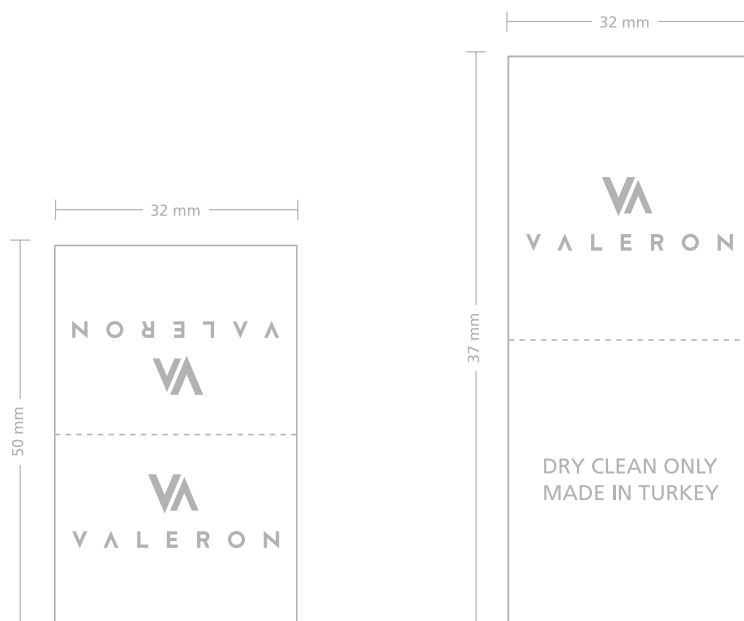
Large Fabric Tote Bag : 64 x 47 x 9 cm
(comforter size)
XL wide, accordion tote bag : 64 x 47 x 22 cm



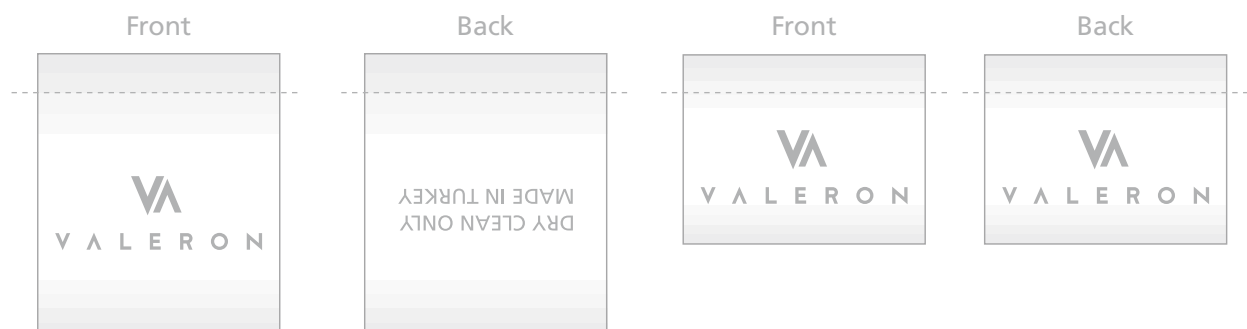


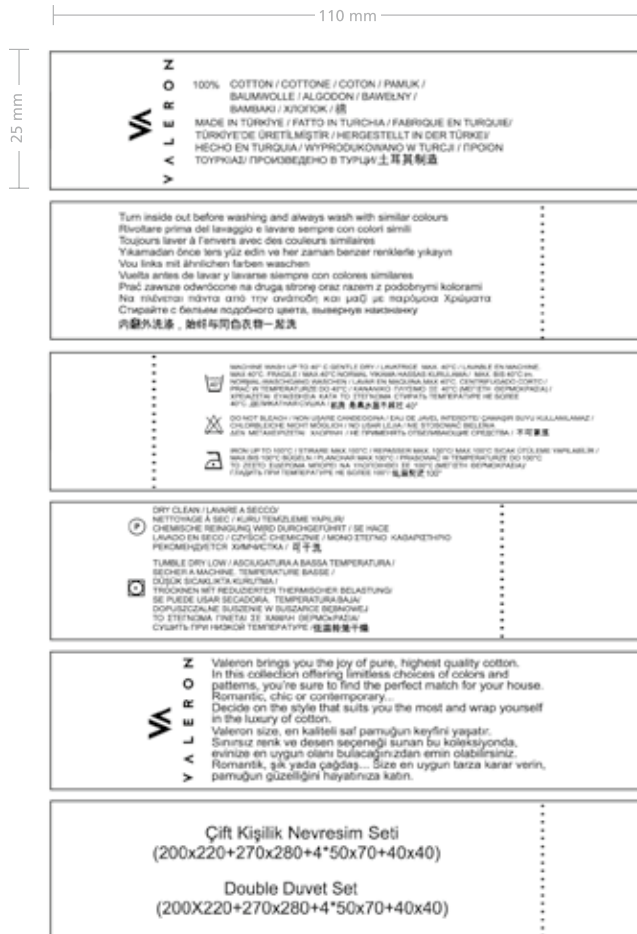


Tag as Unfolded



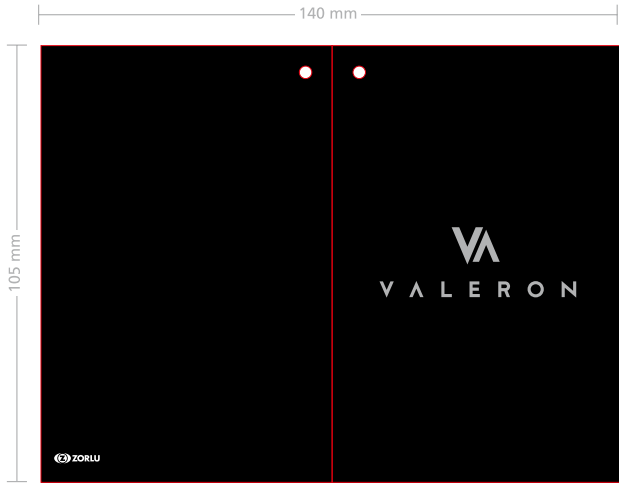
Tag as On The Product





Bed Cover Tag

Outer Side

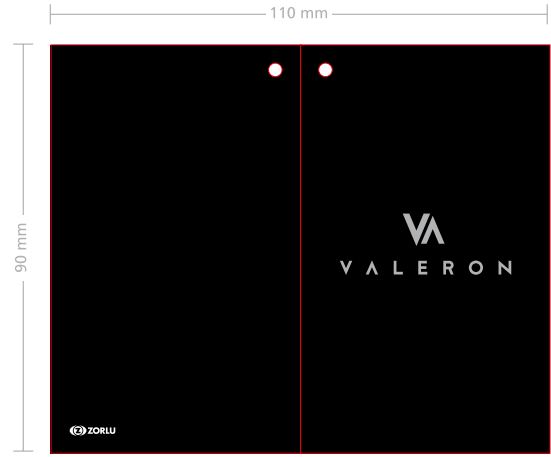


Inner side



Curtain Tag

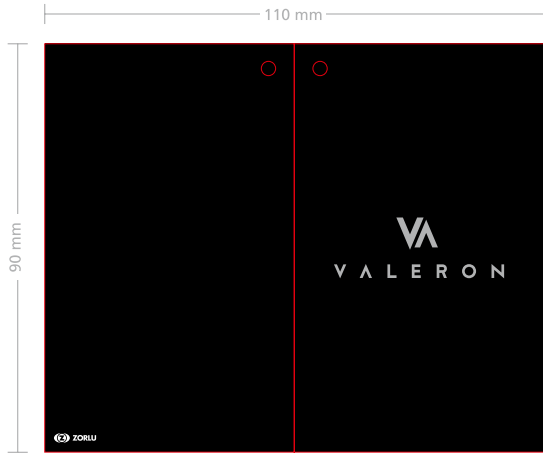
Outer Side



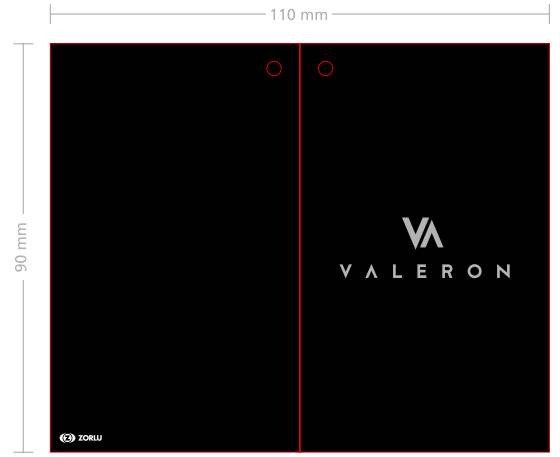
Inner side



Outer Side



Outer Side

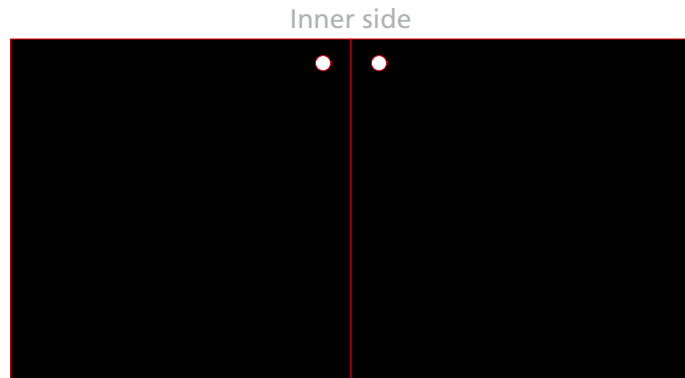
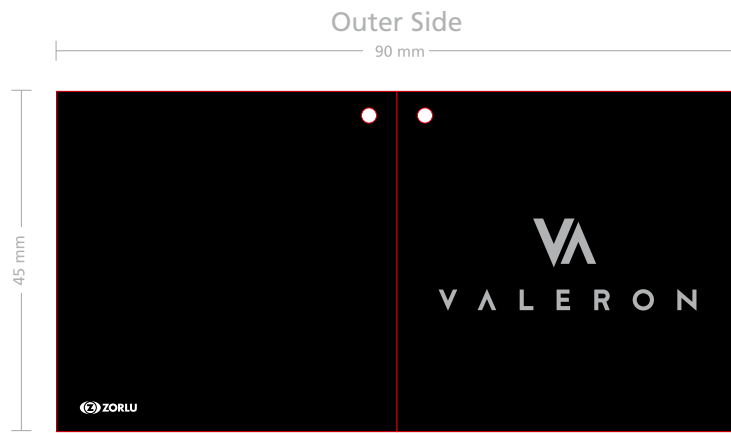


Inner side

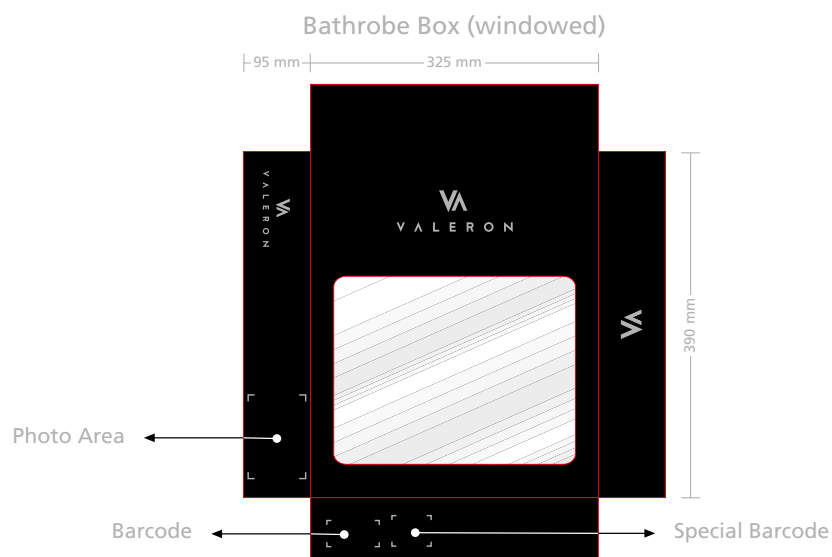
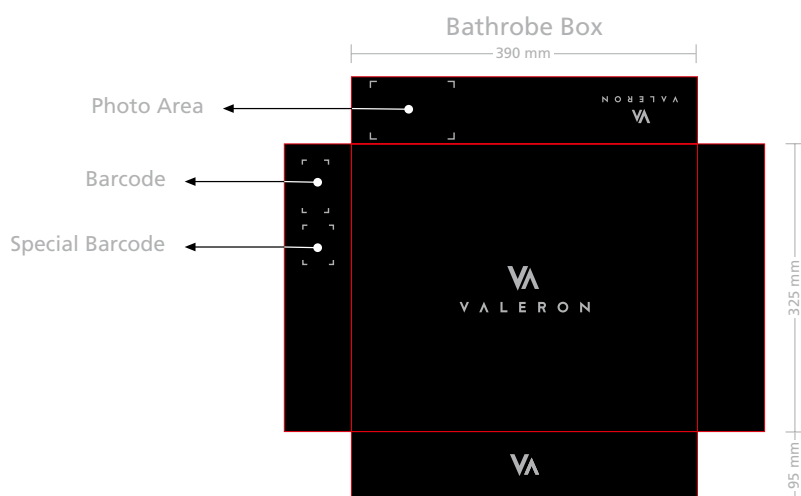
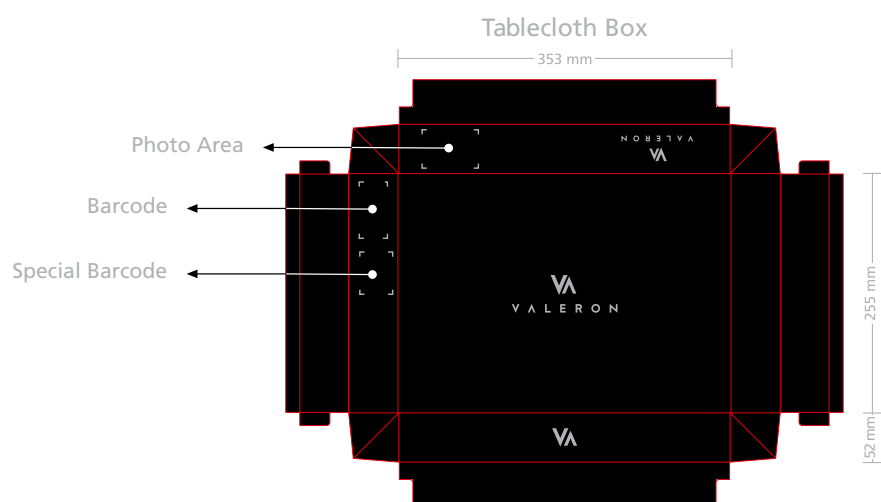


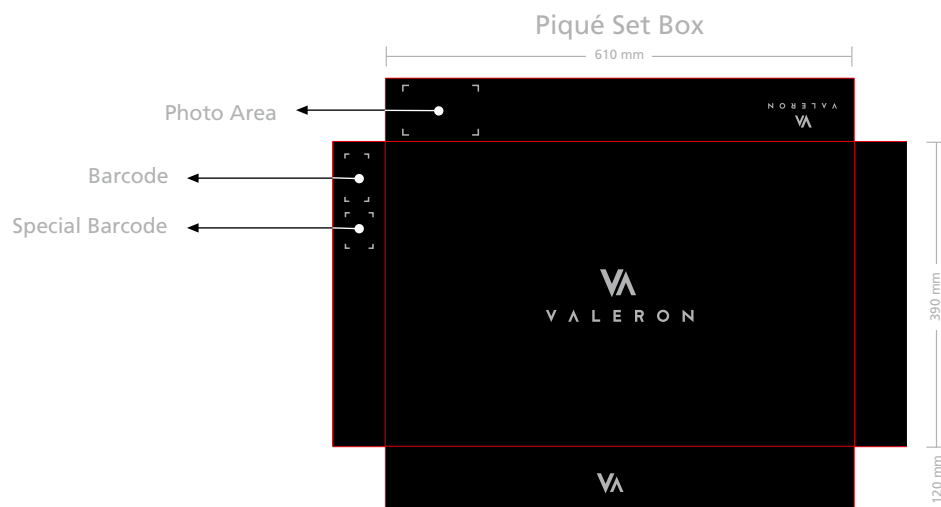
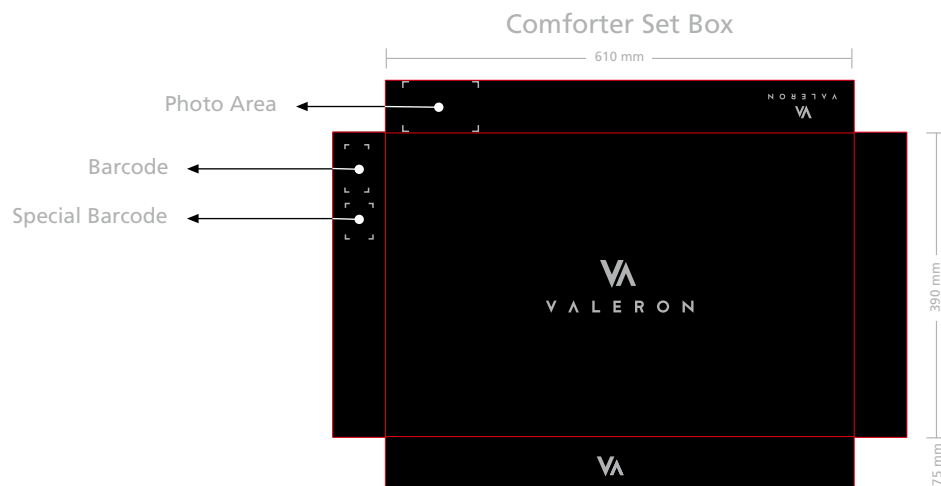
Inner side

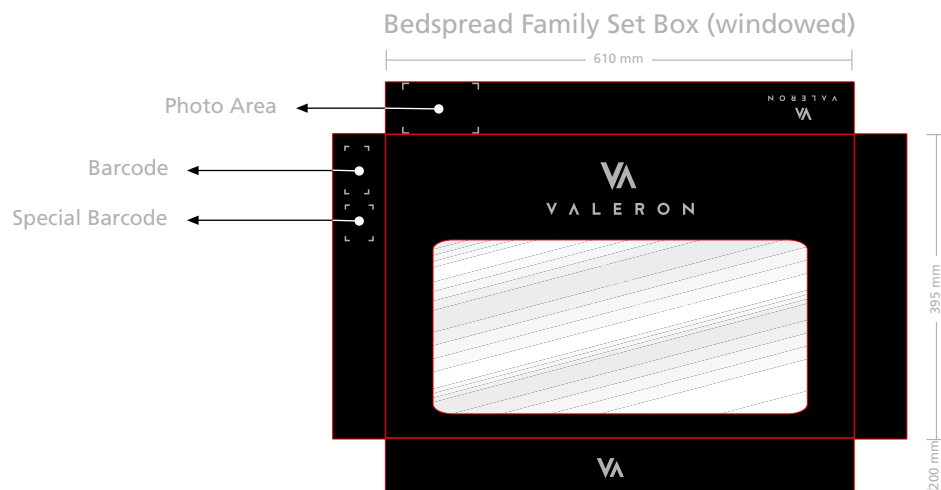
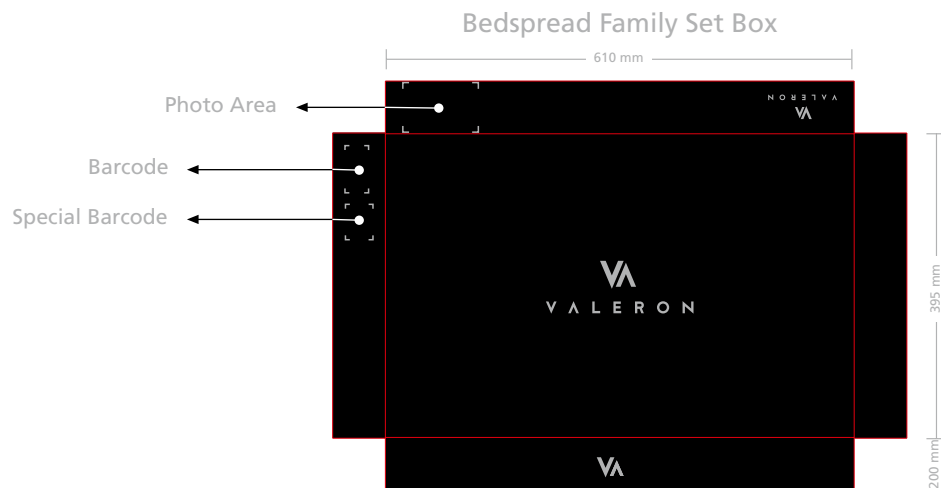


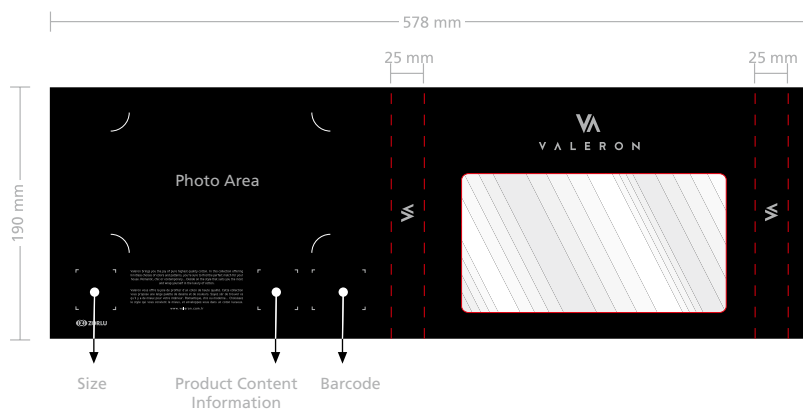
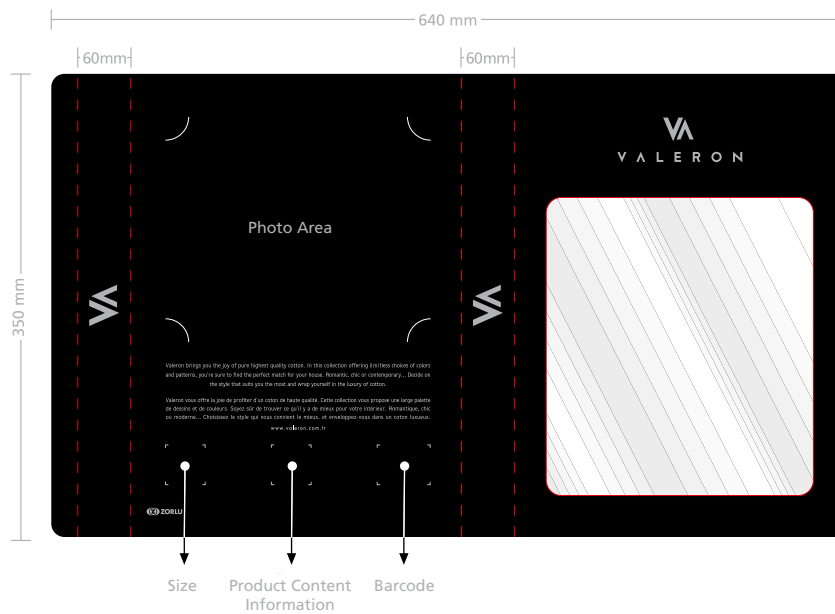
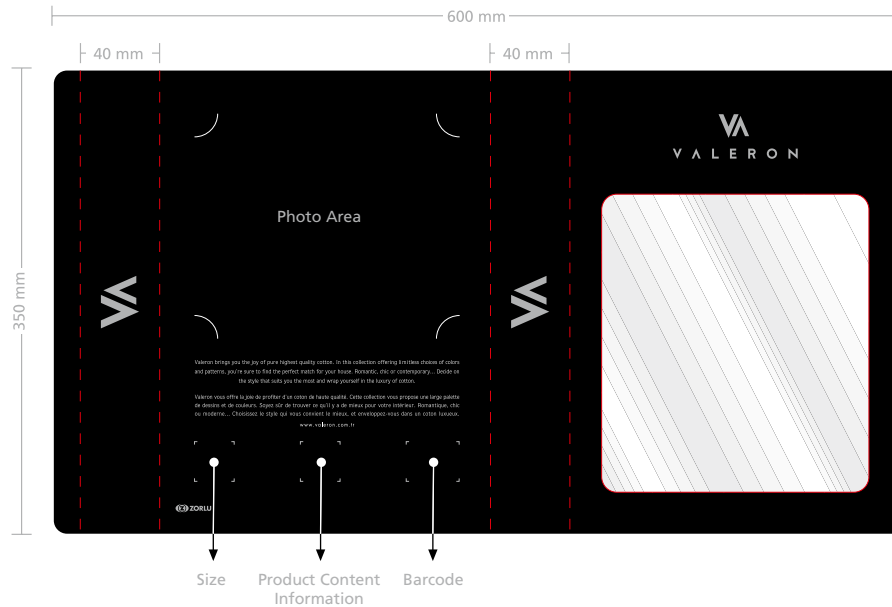




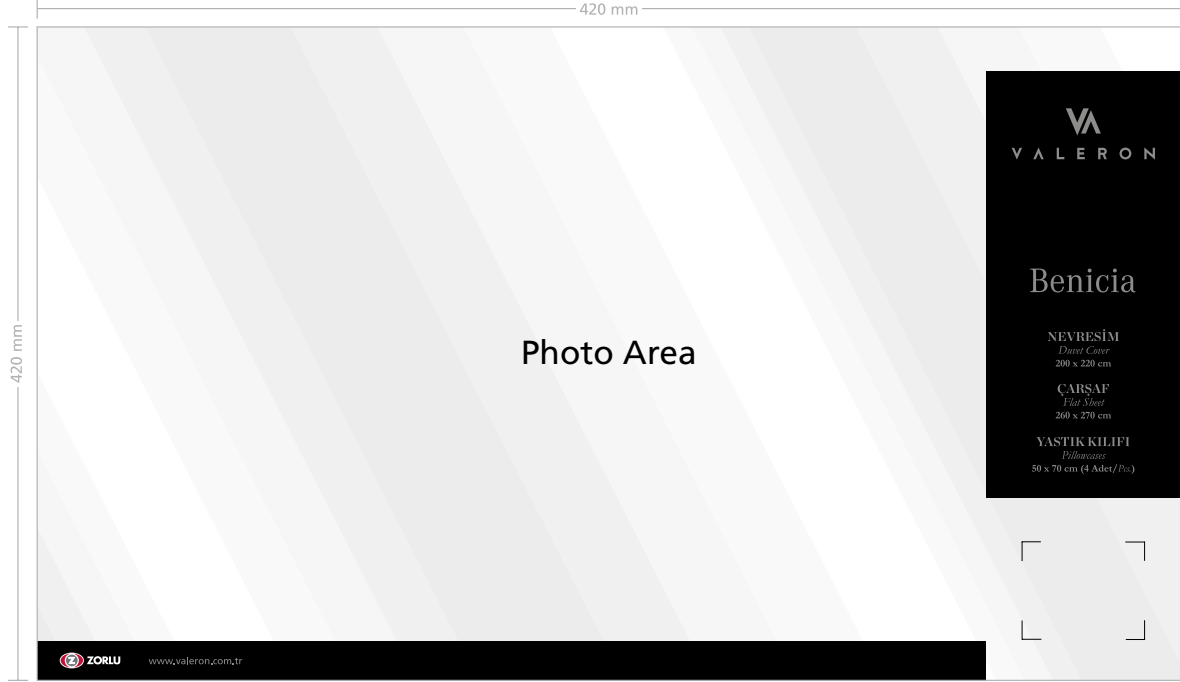




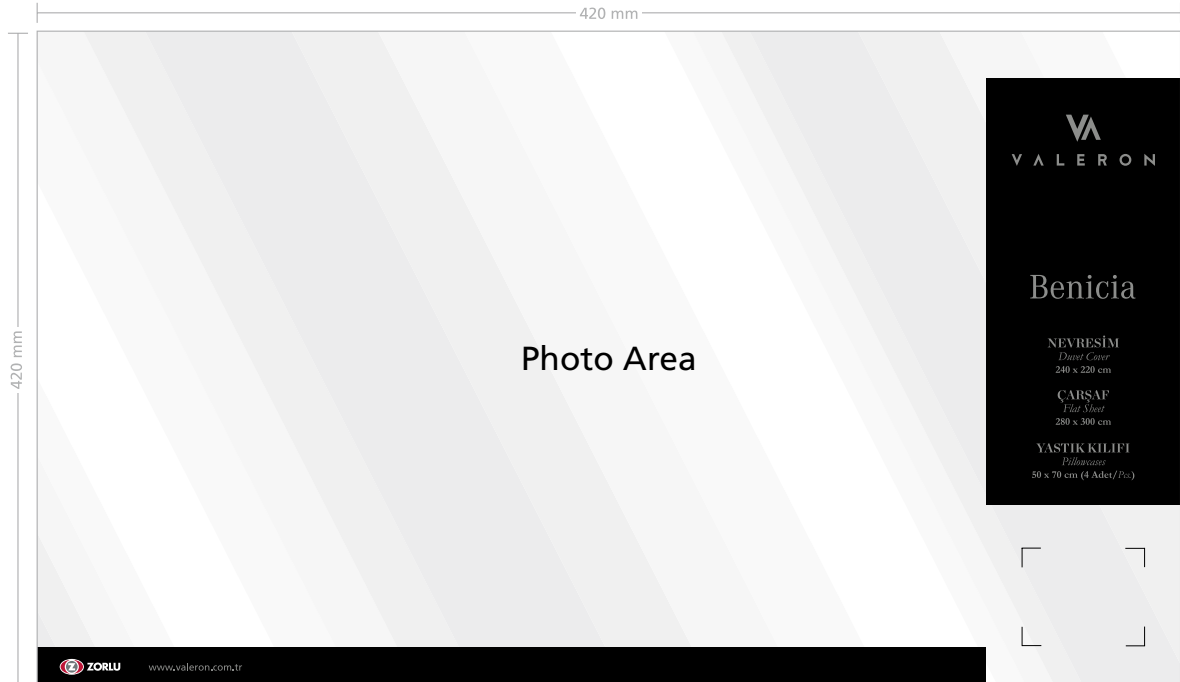




Printed Comforter Label



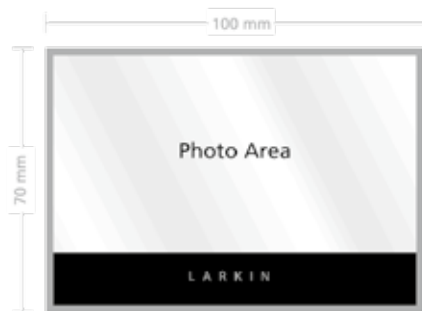
Printed Comforter Label



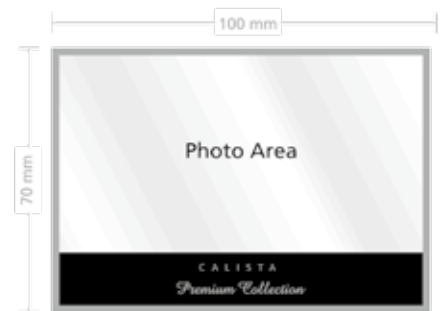
Comforter Box Label



Piqué Box Label



Premium Collection Box Label



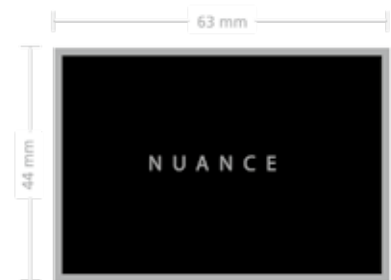
Bedspread Box Label



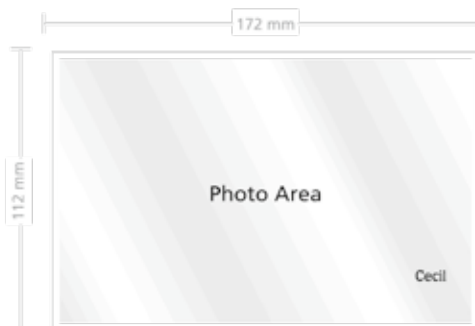
Towel Box Label



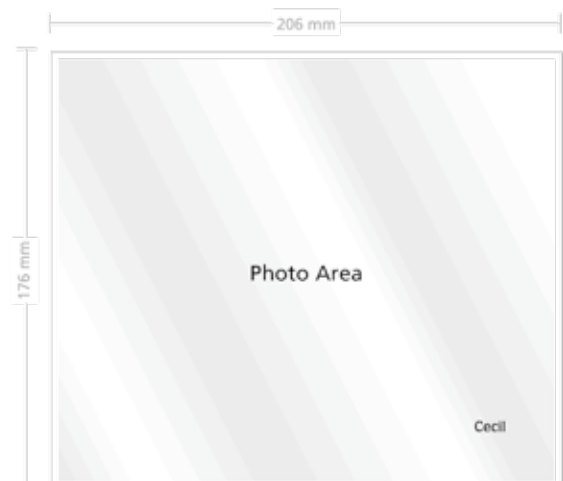
Tablecloth Box Label



Pillow Packaging Case Visual



Comforter Packaging Case Visual



Swallowtail Flag
70x200 cm



Table Flag
225x150 cm





