



C O R P O R A T E I D E N T I T Y

MINI GUIDE

# MAY

**We are excited to announce that some changes about our company names in the international era as “MAY Seed” effective since 2014 January.**

Therefore;

- Regarding our company presentations to the customers, sub-distributors, distributors, etc. our company name should be used “MAY Seed”.
- Regarding any news, interviews or presentation at the press, our company name will appear as “MAY Seed”.
- Our company name also should be used as “MAY Seed” with all media and marketing materials that organised by distributors
- All country managers should use our company name as MAY Seed, all verbal and oral introductions and articles that will used at the public.

Thank you for your considerations.

  
**MAY Seed**

  
**MAY SEED**

  
**May Seed**

# Logo



# Quality Seed



**Quality Seed**

# Logo Colors



## Quality Seed



---

Pantone	300 C
CMYK	C:100 M:43 Y:0 K:0

---



---

Pantone	368 C
CMYK	C:60 M:0 Y:100 K:0

---



---

Pantone	356 C
CMYK	C:100 M:0 Y:100 K:30

---

## The Use of Color Logo



Using logo on light color background



Using logo on dark color background

## The Use of Black & White Logo



Using logo on light color background



Using logo on dark color background

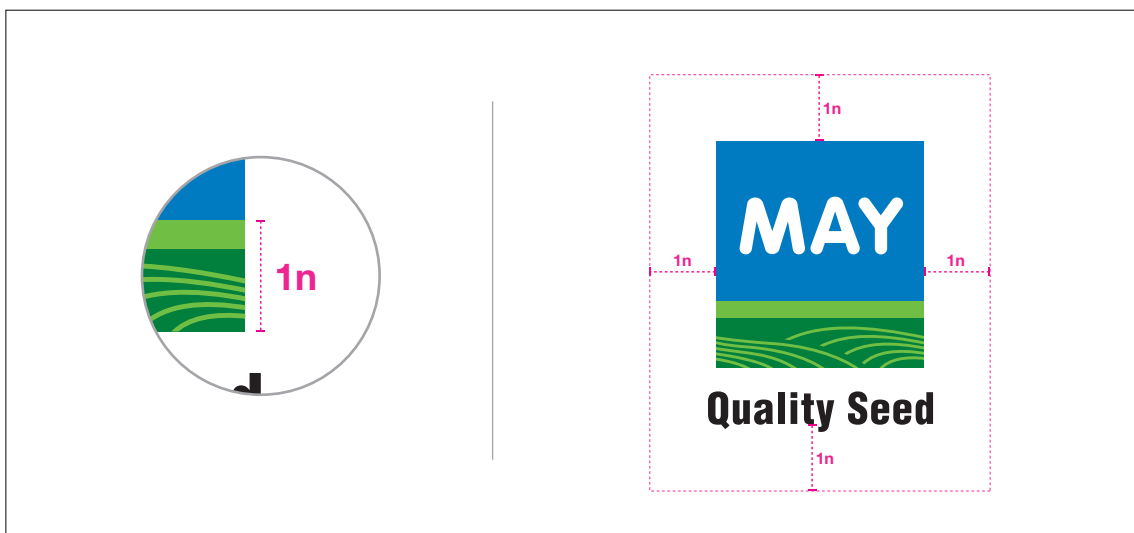
## Incorrect Use Samples of Logo



## Ratios of Logo



## Secure space to leave around the logo



# Fonts



Quality Seed

## VAG Rounded

abcçdefgğhijklmnoöprsştuüvwxyz  
 ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ  
 1234567890

## VAG Rounded Black

**abcçdefgğhijklmnoöprsştuüvwxyz**  
**ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ**  
**1234567890**

## Helvetica

abcçdefgğhijklmnoöprsştuüvwxyz  
 ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ  
 1234567890

## Helvetica Light

abcçdefgğhijklmnoöprsştuüvwxyz  
 ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ  
 1234567890

## Helvetica Bold

**abcçdefgğhijklmnoöprsştuüvwxyz**  
**ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ**  
**1234567890**

## Helvetica Condensed

abcçdefgğhijklmnoöprsştuüvwxyz  
 ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ  
 1234567890

## Helvetica Condensed Light

abcçdefgğhijklmnoöprsştuüvwxyz  
 ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ  
 1234567890

## Helvetica Condensed Bold

**abcçdefgğhijklmnoöprsştuüvwxyz**  
**ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ**  
**1234567890**

## Helvetica Condensed Black

**abcçdefgğhijklmnoöprsştuüvwxyz**  
**ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVWXYZ**  
**1234567890**



# Business Card

with single language



Front side



Back side

with two languages



Front side



Back side

# Advertising Sample



**Sample header**

**Sample subtext sample subtext sample subtext sample subtext sample subtext sample subtext sample subtext sample subtext sample subtext.**

Sample text sample text.

+90 224 351 45 00 | [www.may.com.tr](http://www.may.com.tr)

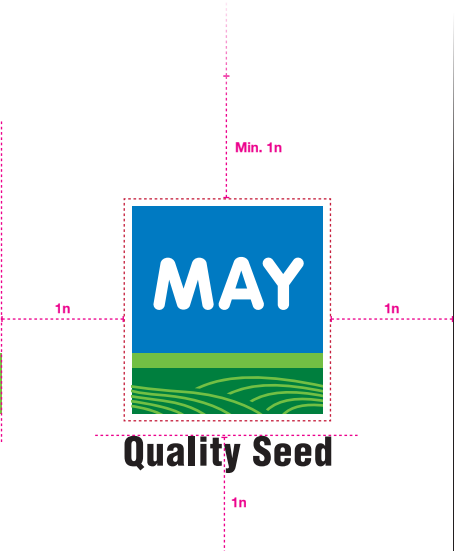


**Quality Seed**

**Sample subtext sample subtext sample subtext sample subtext sample subtext sample subtext sample subtext sample subtext sample subtext.**

Sample text sample text.

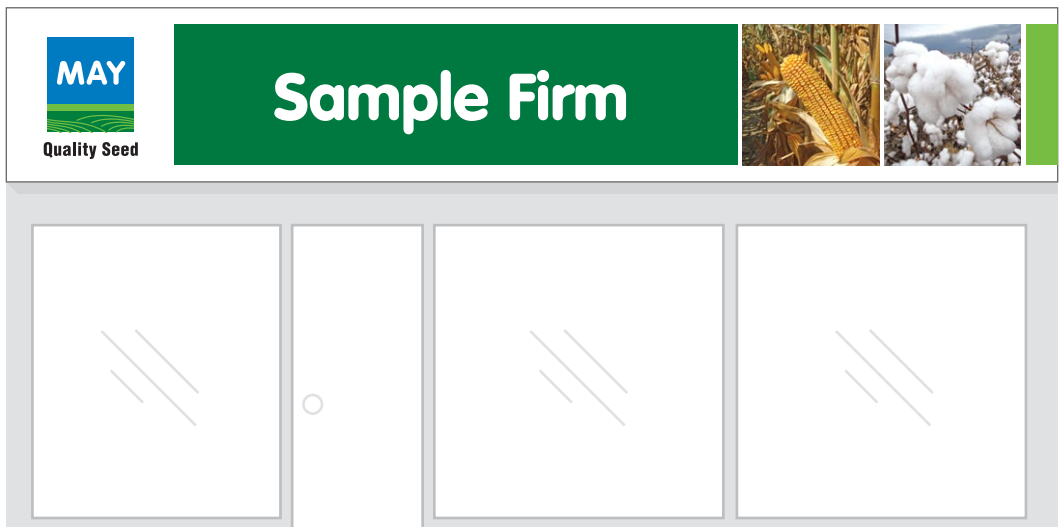
+90 224 351 45 00 | [www.may.com.tr](http://www.may.com.tr)



**Quality Seed**



# Distributor Sign Samples



# Modular Fair Stand Logo Application Samples

logo where it will be implemented



logo will be applied areas



# Modular Fair Stand Logo Application Samples With Distributor

logo where it will be implemented



logo will be applied areas



# Modular Fair Stand Logo Application Samples

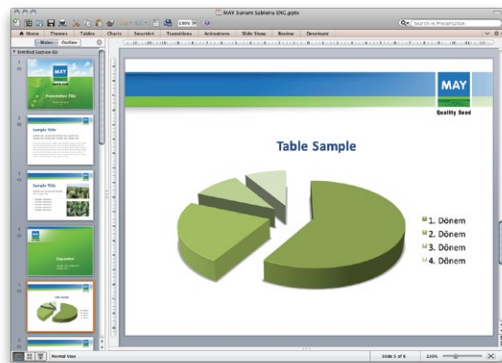
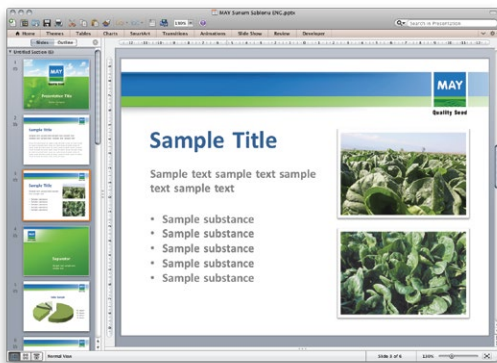
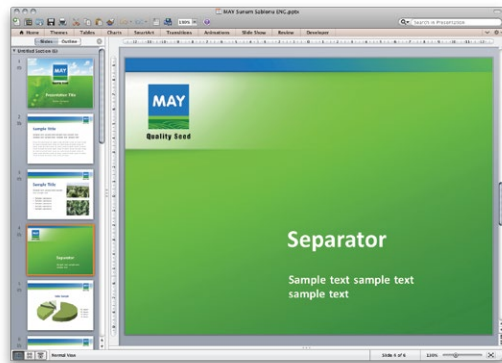
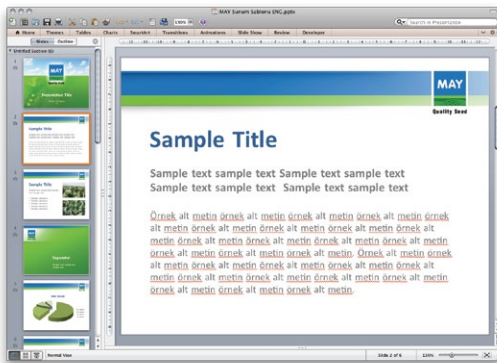


# Fair Stand Logo Application Sample





# Presentation Sample



## e-mail Signature Sample



### Actual Dimensions

