

İZMİR

Visual Identity Guidelines



Fair Logo

ttiizMiR

Logo Usage Guidelines

Proper Usage



Logo Usage Guidelines

Improper Usage



- The dark version of our logo must not be placed on dark backgrounds. **A light version should be used to ensure optimal readability.**



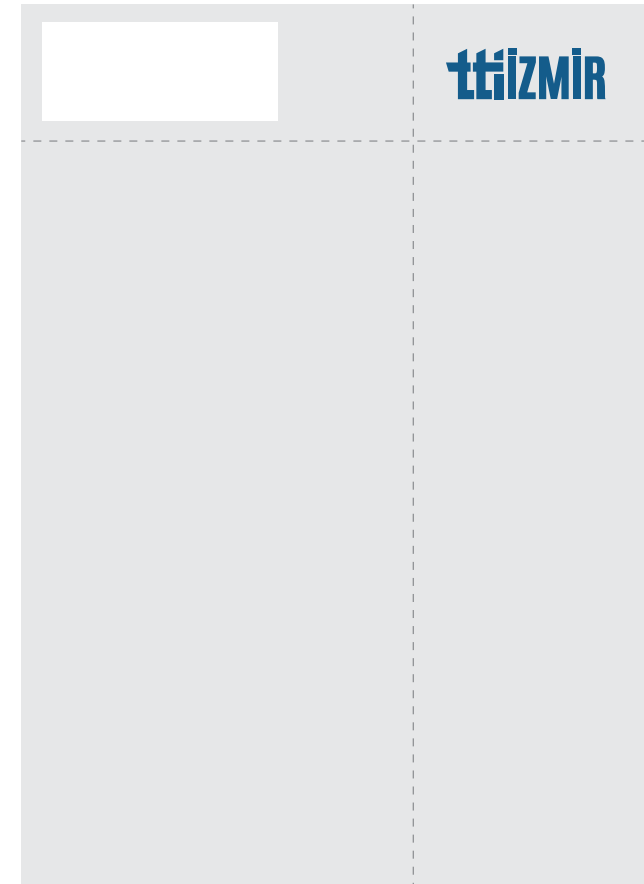
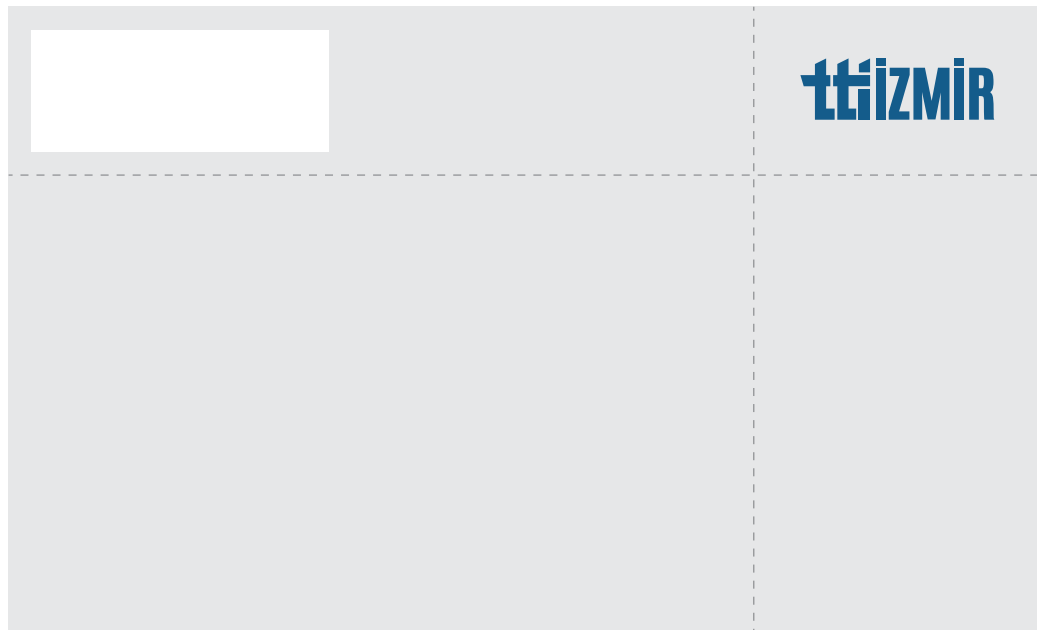
- Using the logo on patterned or highly textured backgrounds **should be avoided, as it compromises visibility.**



- The light version of our logo must not be placed on light backgrounds. **The dark version should be used to ensure stronger visibility.**

Logo Usage Guidelines

- **The fair logo must be placed in the upper right corner of the design,** in accordance with the usage guidelines of the corporate logo.



Our Logos



Fair Concept Design



Social Media Assets



Canva Post Template for Exhibitors



Click here to download the Canva template.



- By inserting your corporate logo into the template, **you can easily prepare your social media post.**
- **Place your corporate logo here.**
- **Enter your booth number and hall information in this area.**

Banner Designs

160x600



1920x800



300x250



TTI İzmir 2025 Promotional Video





- You can enhance social media engagement by tagging the **@ttiizmir** account in your posts.
- **You can access all visual and video materials** included in this kit through the link below.

TTI İZMİR



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