

The name, emblem/logotype is the first medium where we encounter potential customers and it is highly valuable.

That is why designs that solely prioritize aesthetics and neglect the advertising/communication aspect should not be entrusted.

Because the name/visual identity should facilitate communication.







Sofia Cleaning Doors was a brand that was on the shelves in many important markets, including Migros and Carrefour, but was very weakly sold off the shelf.

90% of their sales were through checkout discount activities (... with big discounts to the shopper.)

Our client wanted to advertise and increase sales/market share.

We should have given the consumer a meaningful argument about why they should buy us instead of our competitors.







Dardanel Group wanted to enter the growing pet food market.

The recent depreciation of the TL against the Dollar and the Euro has made the brands perceived as foreign/high quality very expensive, and there was no brand perceived as high quality with its packaging/perception among the domestic brands. We should seize this opportunity.

#### **SOLUTION:**

We needed a brand name that was unlike any local or foreign competitor in the market. This name should be easily memorable and also convey a sense of strength.

We found the **GENERAL DOG / GENERAL CAT**brand names. We have a brand that is easily distinguishable from competitors, expresses power, gives an international brand feeling and is easily registered.

Our packaging designs should have been as aesthetic as the packaging of foreign/quality perceived brands.

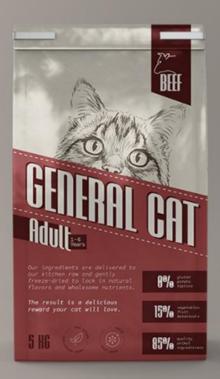
We have provided this in our design details. And aiming to create a remarkable differentiation with both its name and design on the shelf, we used realistic illustrations of cat and dog photos used by everyone.

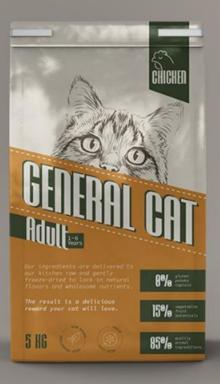


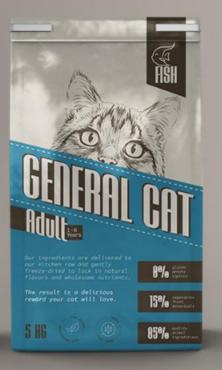


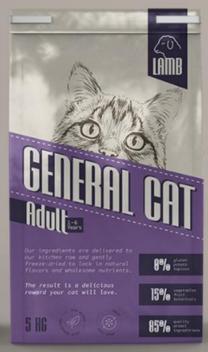
## GENERAL CAT

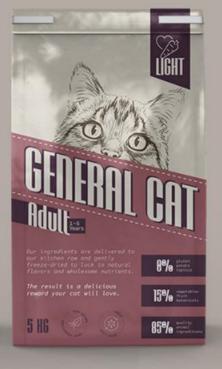
KEDÎ ÜRÛNLERÎ-ADULT AMBALAJ TASARIMI





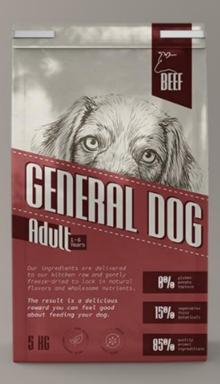


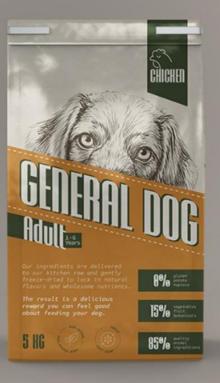


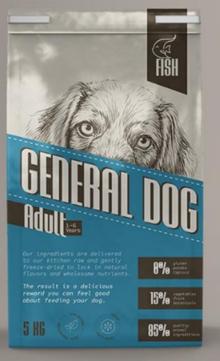


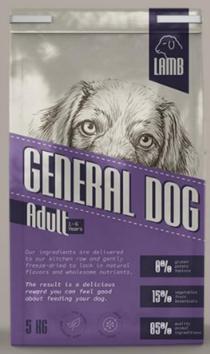
## G E N E R A L D O G

KÕPEK ÜRÜNLERÍ-ADULT AMBALAJ TASARIMI













Compared to Dardanel, the clear leader of the tuna market, lower priced brands (Superfresh, Fide, Harras and private label market brands) began to show presence and steal Dardanel's market share.

In order not to remain unconcerned to this trend any longer *Dardanel, wanted to launch a new brand against its affordable rivals.* 



It was also a fact that this new affordable brand of Dardanel could not put big budgets on the mass media.

Therefore, we designed a brand name/logo and packaging that quickly differentiates on the shelf and speaks to the consumer.

Although it is very new (in some markets), the sales figures seem very successful.

It is reported that Dardanel sells more than its affordable competitors combined at the points where it is sold.

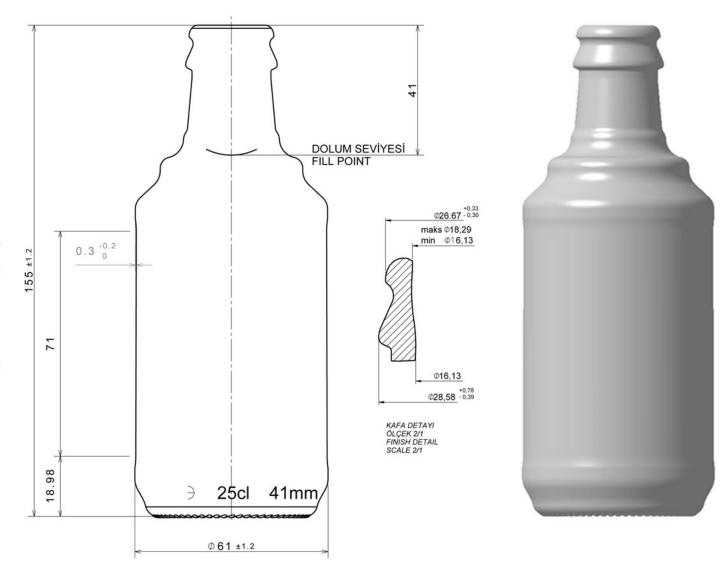




# PROBLEM: How would we draw attention? Differentiate and position ourselves in the gazoz market where there are many competitors such as big national brands (Sprite, Fruko, Uludağ, 7up) and local brands of almost every city (Ankara Gazozu, Zafer Gazozu, Bade Gazozu, Saki Gazozu, Saki Gazozu ...)

We first designed the bottle with the understanding of "We need a very different, minimalist and youthful bottle design besides the old-fashion bottles, almost all of which are made with the old generation design approach".

The main idea of the bottle design was to add a spout to the top of the body in the form of 330 ml soft drink cans.



Our brand name should also support our strategy above.

We realized that despite many children calling to Gazoz as 'Gagoz,' no one had obtained a trademark registration for it until now. The trademark registration for GAGOZ was available. We easily obtained the registration.

Our logo and label design with the same minimalist approach. And our new brand has found a strong response in the market among young people and those who always feel young.



DIŞINDAKİLER: DOĞALA ÖZDEŞ KARİZMA, RENKLİ MENKLİ BİR HAYAT, COOL KIZLAR, DÜNYAYI KURTARAN ADAMLAR... MATRAK ASİT İÇERİR. TEK YAN ETKİSİ: GEĞİRTİR... TİKİLERİN ULAŞAMAYACAĞI YERLERDE SAKLAYINIZ. GAGOZ... BİR FEZA MARKASI!











...And we received
2 international awards at the
USA Pentawards and the
German Design Award
competitions, as well as
2 awards from
Turkey.





GAGOZ... BİR FEZA MARKASI!



ZENCEFİL: ZENCE VE FİL KELİMELERİNIN
BİRLEŞMESINDEN MEYDANA GELMİŞ
OLUP FİLLERLE HİÇBİR İLGİSİ OLMAYAN
BİR BİTKİDİR. ANCAK YİNE DE DİKKAT
ÇÜNKÜ FİL GİBİ GEĞİRTEBİLİR... YARASIN!
ZENCEFİL / GINGER ALE





We were going to design a name and packaging for a product group that would enter the "Vitaminized Water" category, which is not available in Turkey, as the first brand.



Our brand name should have defined the name of the category and we should have had an umbrella brand that would distinguish us from other "Vitaminized Waters" that would be released after the category was formed.

"SAOL", which we converted from the word "thank you" as the brand name, and integrated the category name as "VITAMIN WATER" with our SAOL brand.



Our packaging designs "should not resemble soft drink packaging designs that have no benefit/function, nor should they be like pharmaceutical packaging.

We finalized our designs with an understanding that includes both. Thus, we have packages that give the feeling of both soft drinks and food supplements, and that both differentiate and speak to the consumer on the shelf.



Saot

WOMEN FIT /

0 3 Z 0 ₹ z 8 3 Z

MEN POWER / men power Z

C+mix VITAMINI

CT. HSS II THE water antioxidant NTIOXIDA Ker E+C VITAMINI SE O VITAMINI

Saol w multi-v S VITAMIN B3, BS. BT. B12

O ZNG (DME)

**MOMEN FIT** 

\ WEN BOMEB \

TNAGIXOITNA



Starting with Starbucks in Turkey and Gloria Jeans, Cafe In the growing market with Nero and Kahve Dünyası, over 40 large and small cafe chain brands were formed. But the market was still growing.

A group that sells coffee machines to these chains and provides the operation and maintenance services of the machines wanted to establish their own cafe chain and needed to create a brand and brand visual identity for this.

We created a brand name that would be valid both in Turkey and internationally, stand out from competitors, and be eligible for trademark registration in every country around the world:

BLACKBOMB.

We designed a black and beautiful woman illustration as a visual hammer that will make the name memorable.

We designed the visual world of our BLACKBOMB brand by combining this visual appeal with a strong, reassuring typography.





PANTONE 478 C

PANTONE 726 C

PANTONE Black 4 C

PANTONE 730 C

DUDAK PANTONE 478 C %40 TINT

















#### **SOLUTION:**

We first agreed with our customer on the IGA PASS brand name.

With a typography and color selection (smoked, dark blue and gold colors) that will be perceived as much more premium by inheriting the genes of the IGA Airport operation logo.







# I GA PAS











#### 2 0 2 2

# KEYVISUAL

VISUAL WORLD

### Mass Services

#### **IGA SLEEPOD - Be Comfy - Be Restful!**

After the time spent resting in the Sleepod area, our guests will be able to continue the rest of the day energetically and refreshed.

#### iGA MEETING LOUNGE - Be Serene! - Be Exceptional!

Our guests will be able to start their journey exactly as they planned in the special meeting area, away from the clutter and in an organized manner.

#### **IGA LEFT LUGGAGE - Be Dynamic! - Be Lively!**

Our guests will be able to move freely at the airport without carrying heavy luggage, trusting that their belongings are securely stored.

#### G 0 L 0 R

# MASS

C: 0 M: 59 Y: 58 K: 0

R: 232 G: 139 B: 110

C: 25 M: 0 Y: 16 K: 0

R: 208 G: 234 B: 226

C: 0 M: 47 Y: 91 K: 0

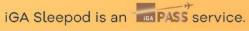
R: 246 G: 161 B: 59



# BENERGETICS

# RENEWE

A nap in iGA SLEEPODS will make you feel recharged and refreshed for the upcoming part of your journey.









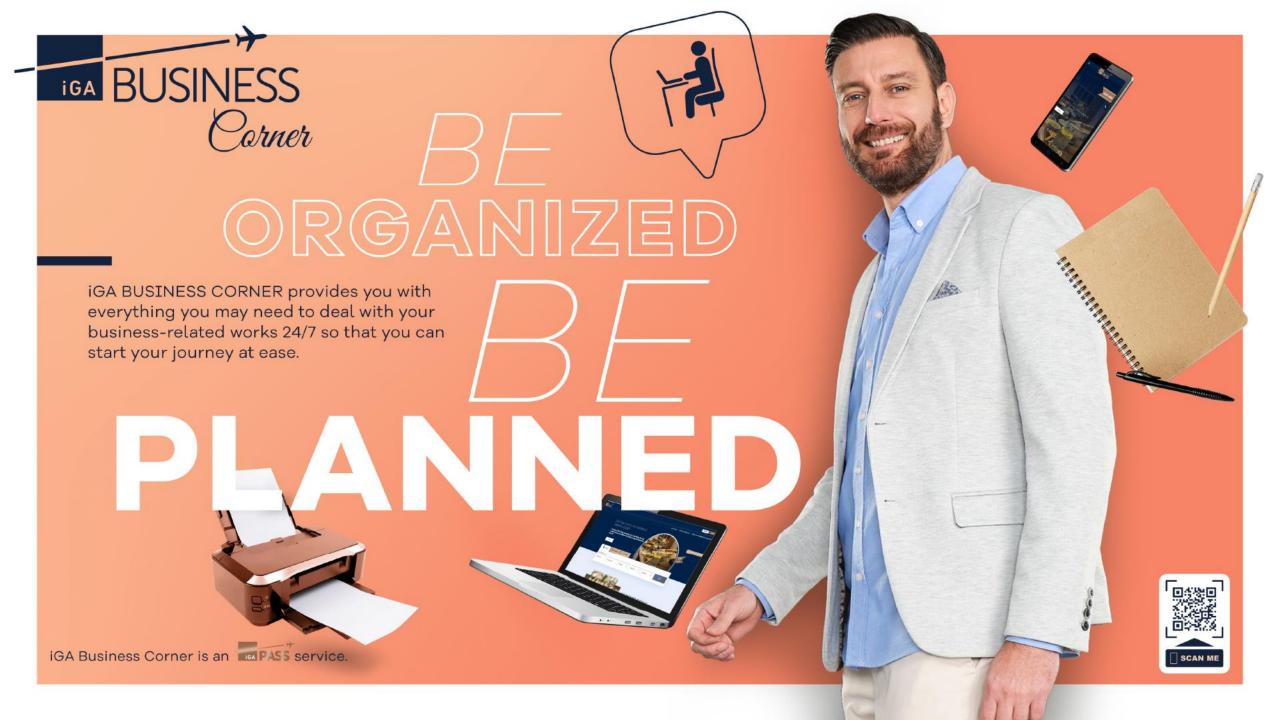
iGA LEFT LUGGAGE gives you the opportunity to leave your luggage in safe storage and stroll around the airport without having to carry your heavy bags around.

MOBILE









## Premium Services

#### **IGA FAST TRACK - Be Quick - Be Ready!**

With the privilege of fast transition, our guests can get ready for their journey by quickly getting on their planes away from the crowd.

#### iGA BUGGY - Be Punctual! - Be Free!

Buggy vehicles, our guests will be able to catch their planes in a very comfortable way without getting into a hustle and bustle just in time.

#### **IGA LOUNGE - Be Cool! - Be Gourmet!**

Our guests can have a gourmet experience with delicious tastes from Turkish and world cuisine in the lounge area and have a very pleasant time with other facilities.

# Premium Services

#### IGA DOMESTIC LOUNGE - Be Cool! - Be Glamorous!

Domestic Our guests can have a gourmet experience with delicious tastes from Turkish and world cuisine in the lounge area and have a very pleasant time with other facilities.

#### **IGA MEET&GREET - Be Glad! - Be Iconic!**

Our guests are very well received by special assistants, and all their transactions are handled by special assistants until they start their journey with the help of which they can easily handle it.

#### **IGA MEET&GREET VIP – Be VIP – Be Remarkable!**

Our guests will be welcomed by special assistants and will feel that they are special guests of a privileged journey in the special area reserved for them.

#### **IGA VALE & OTOPARK - Be Ready! - Be Favored!**

Our guests can continue their journey practically by leaving their vehicles in the car park before the journey and can pick up their vehicles from here in a prepared manner after the journey.

# ALTERNATIVE COLOR

C: 8 M: 33 Y: 38 K: 0

R: 225 G: 185 B: 100

C: 22 M: 20 Y: 36 K: 3

R: 202 G: 194 B: 170

C: 0 M: 13 Y: 22 K: 0 R: 2

R: 249 G: 229 B: 207











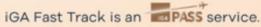
Privileged fast pass enables our guests to make their entrance into the airport much more conveniently, without having to go into the crowd.

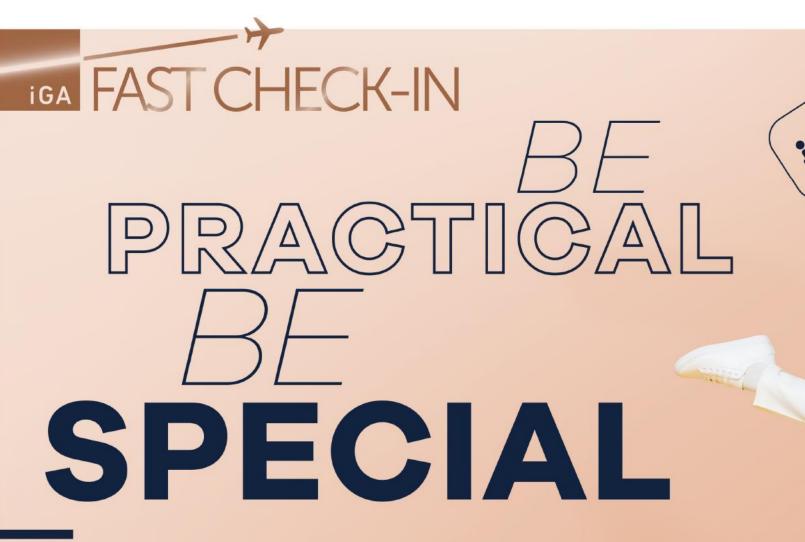






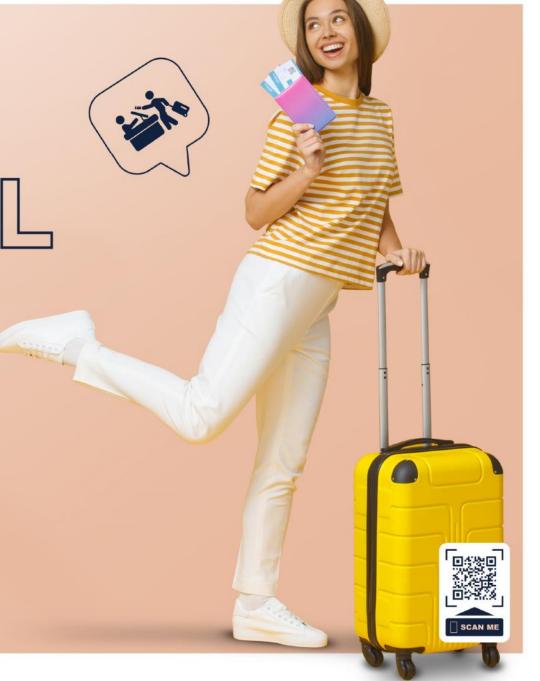
igapass.com





Our guests won't waste time for check-in procedures, and never ever compromise on their style.







#### PROBLEM:

We had a new product that would create a new category that own the category. In Turkey, there was no category that we call "Pre-Toilet Deodorizing Spray". There were very few examples even in the world.

Therefore, we had to create a fun brand name/identity for our product, which is intended to be used both in the name of the category and in unpleasant situations.



#### **SOLUTION:**

Based on the contrast of poop or the smell of poop, we wanted the name of our product to directly indicate what it does. We have determined the phrase "Tukaka", which children say for unwanted things, as our brand name. We made the subject fun with the characters and colorful brand identity we prepared for each of our products, which differ according to their scents.

By carrying our cheerful and playful attitude to the shelves with our packaging, we have obtained packaging that attracts attention and communicates with people.





Zor tabii, yapıp çıkmakla bitmiyor ki misafirliktesin ya da sevgilinin evindesin. Tuvaletten çıktıktan sonra arkanda nasıl bir dünya bırakacaksın? O yüzden sen en iyisi tukaka'yı aç, yapmadan klozete 3-4 fis sık. Sonra yarınlar yokmuşçasına rahat ol. Senden geriye sadece mis gibi okaliptüs kokusu ve güzel hatıralar kalacak.

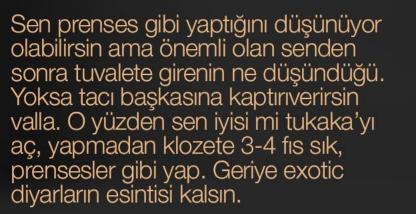






#### Prenses Gibi Yapanlar







Τυκακα ναρ κότϋ κοκυ τοκ • τυκακα ναρ κότϋ κοκυ τοκ • τυκακα ναρ κότϋ κοκυ τοκ • τυκακα ναρ κότϋ κοκυ τοκ • τυκακα ναρ κότϋ κοκυ τοκ •



#### Uzun Yapanlar

İnsanın kendi kendine yaptığını kimse yapmıyor. Tamam uzun yapmayı seviyor olabilirsin ama senin ki de çiçek kokmuyor ki kaptan. Kendinle yüzleşmeden ve bu uzun yolculuğa çıkmadan önce tukaka'yı aç, yapmadan klozete 3-4 fis sık. Fırtınalar kopmasın. Senden geriye okyanus kokusu kalsın.



Τυκακα ναρ κότϋ κοκυ γοκ • τυκακα ναρ κότϋ κοκυ γοκ • τυκακα ναρ κότϋ κοκυ γοκ • τυκακα ναρ κότϋ κοκυ γοκ • τυκακα γαρ κότϋ κοκυ γοκ •

#### Tam Saatinde Yapanlar

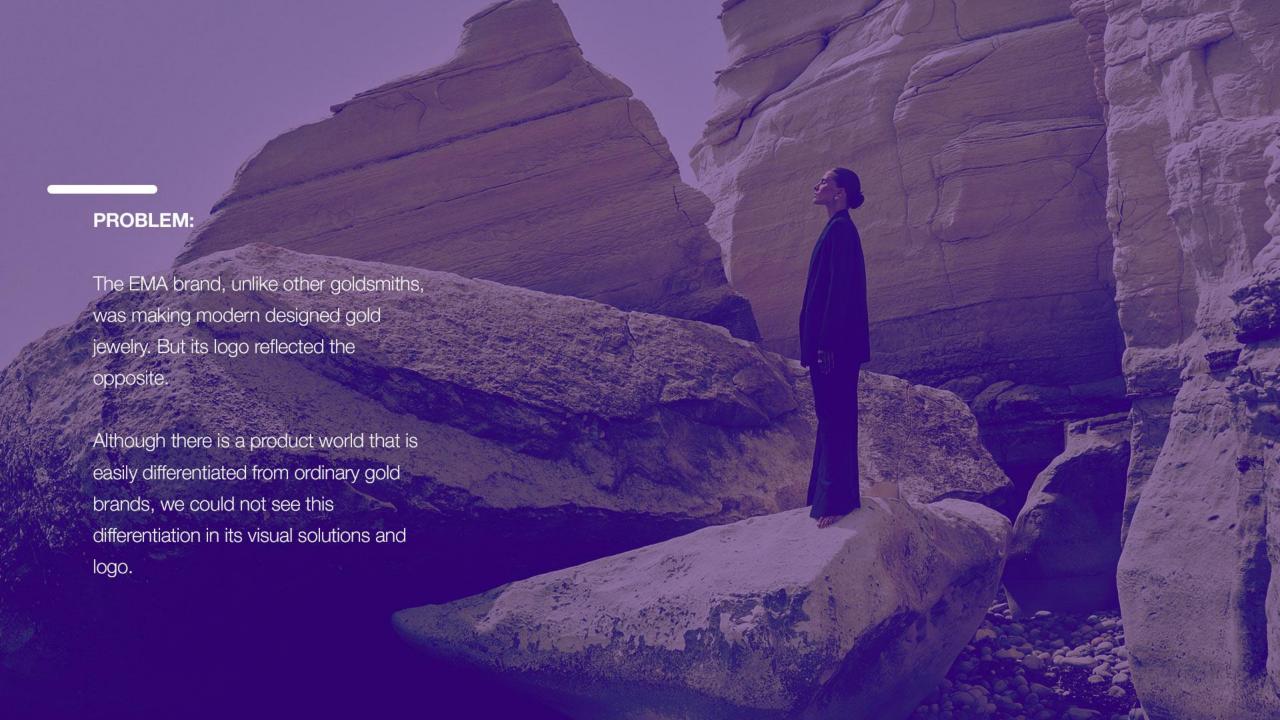
Tutmayacaksın, vakti geldi mi yapacaksın ama asıl mesele vaktinin nerede geldiği. Mesela patronun evinde misafirlikteyken geldiyse, gitti güzelim terfi. Sen en iyisi neticeni sağlama al yanına tukaka al. Yapmadan klozete 3-4 fis sık. Sonra yap gitsin. Geriye sadece citrus esintisi kalsın.



• ΤυκΑΚΑ ΥΑR ΚΌΤÜ ΚΟΚυ ΥΟΚ • ΤυΚΑΚΑ ΥΑR ΚΌΤÜ ΚΟΚυ ΥΟΚ • ΤυΚΑΚΑ ΥΑR ΚΌΤÜ ΚΟΚυ ΥΟΚ • ΤυΚΑΚΑ ΥΑR ΚΌΤÜ ΚΟΚυ ΥΟΚ • ΤυΚΑΚΑ ΥΑΡ ΚΌΤÜ ΚΟΚυ ΥΟΚ •

• TUKAKA VAR KÖTÜ KOKU YOK • TUKAKA VAR KÖTÜ KOKU YOK • TUKAKA VAR KÖTÜ KOKU YOK • TUKAKA VAR KÖTÜ KOKU YOK • TUKAKA VAR KÖTÜ KOKU YOK •























# HEADLINE LUST SANS Font Family

# PREMIUM ELEGANT & LUXURY BRAND

SCRIPTS HERTINE

istanbul

BODY & DETAIL MONTSERRAT

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## PANTONE 2865 C ALPHA COLOR

### EMA COLOR'S

#### PANTONE 7436 C

ALPHA II COLOR

PANTONE 7436 C

BETA COLOR

WHITE











JEWELLERY isfanbul





DIAMOND

#### CERTIFICATE OF AUTHENTICITY

This Certificate of Authenticity guaranteed that you have purchased an original creation of

Name		Design Details		
Design Name	GOLD	SILVER	DIAMOND	
Code				
Date		Color Stone		
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#### **PROBLEM**

Yapı Kredi's World card was ranked second right after Bonus in the category of installment-based shopping creditcards. However, while competitors such as Garanti, işbankası MAXIMILES, and Akbank WING cards had already entered the market and made significant progress, Yapı Kredi had just recently introduced its travel card.

Similarly, they were also late in launching their youth card and private banking cards compared to their competitors.

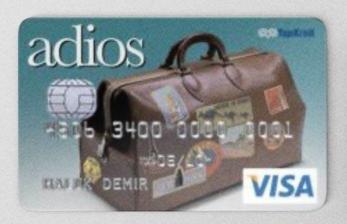


They made an agreement with the foreign design agency Interbrand to design this entire card architecture, and they had the following card architecture made for a very high price in a year and released these cards to the market.

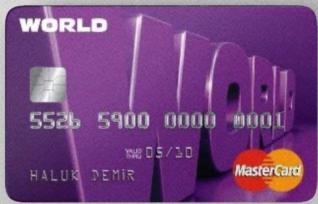
The sales and growth of these cards have been very weak in the past 2 years and they have been unhappy with this work. They assigned M.A.R.K.A. the task of designing a new card architecture with more identity and more useful.

#### SOLUTION

We identified that the main problem was the use of the WORLD brand for all cards in different categories (travel, private, youth).







Because all their cards were the same name and same design. WORLD (whether yellow, purple, or magenta) is WORLD.

In other words, the same person does not have a different personality by wearing shirts of different colors.

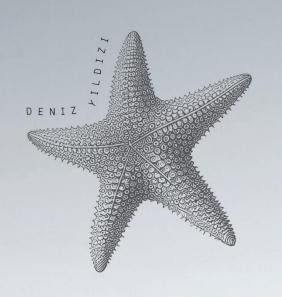


For this reason, we suggested that the WORLD brand cease to be an umbrella brand and remain only as an installment card, and make Yapı Kredi an umbrella brand and give each of our children a different name.

We have adapted the logo and card design ethics of the names we recommend to both their category and their target audience.

And all of them started to run under the Yapı Kredi umbrella brand, but with their original names and characters.

VOLONY // YALIKAVAK // CORPORATE IDENTITY







#### TYPOGRAPHY

## GULTIC FONT REGULAR

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# LUNGO MARE

YALIKAVAK

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# VOLONY

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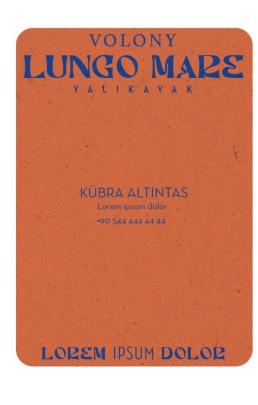


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PLEASE DO NOT DISTURB

PLEASE DO NOT DISTURB



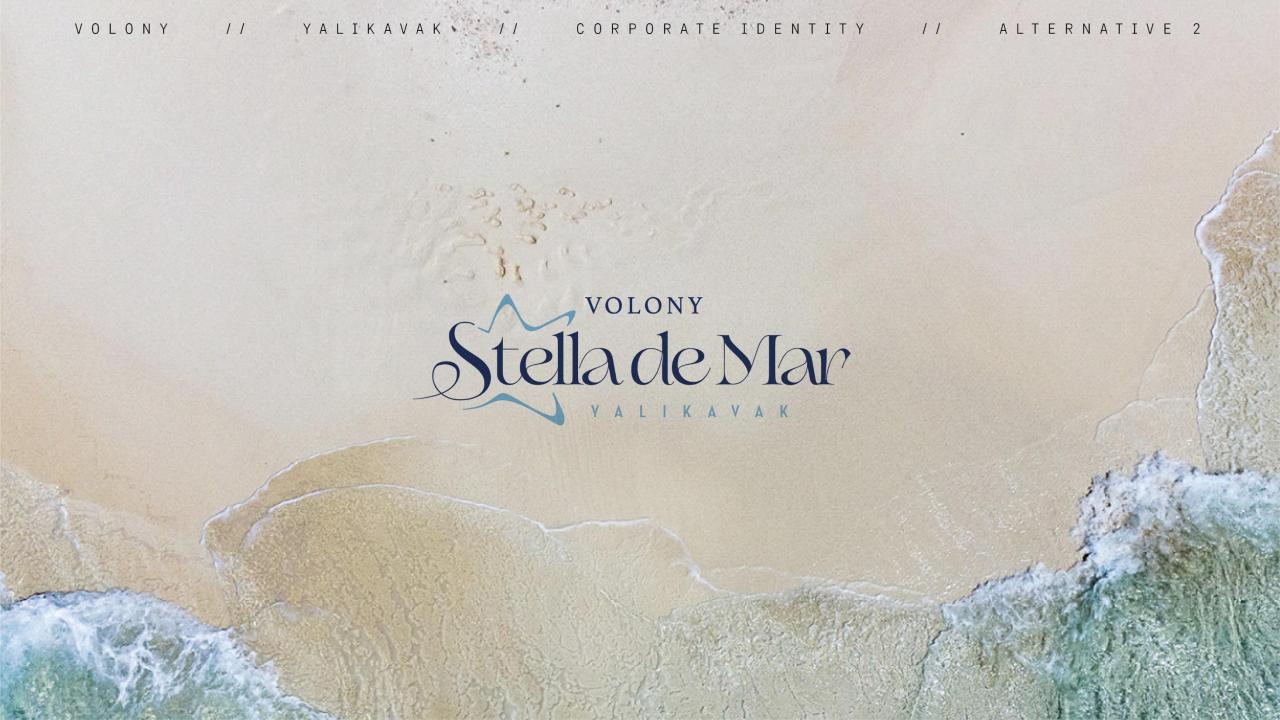


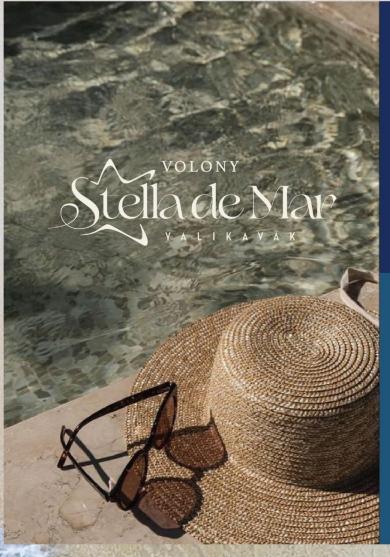






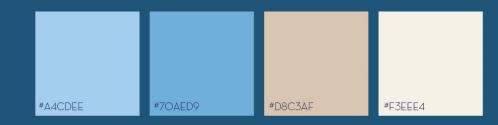








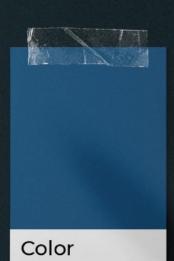
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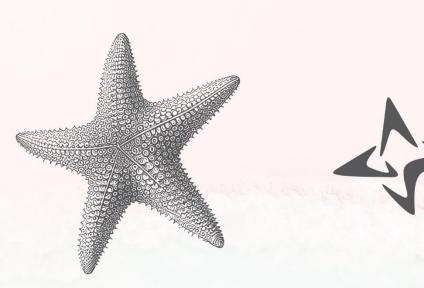




















### LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT.

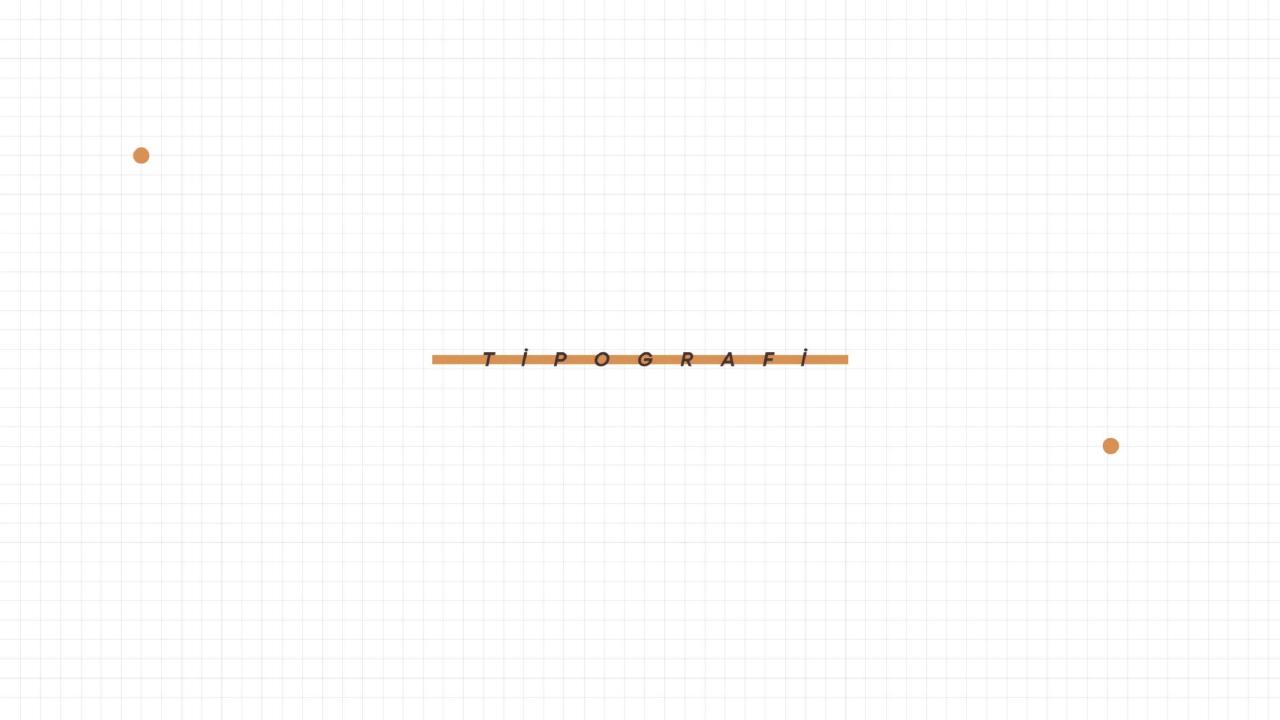
UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT.

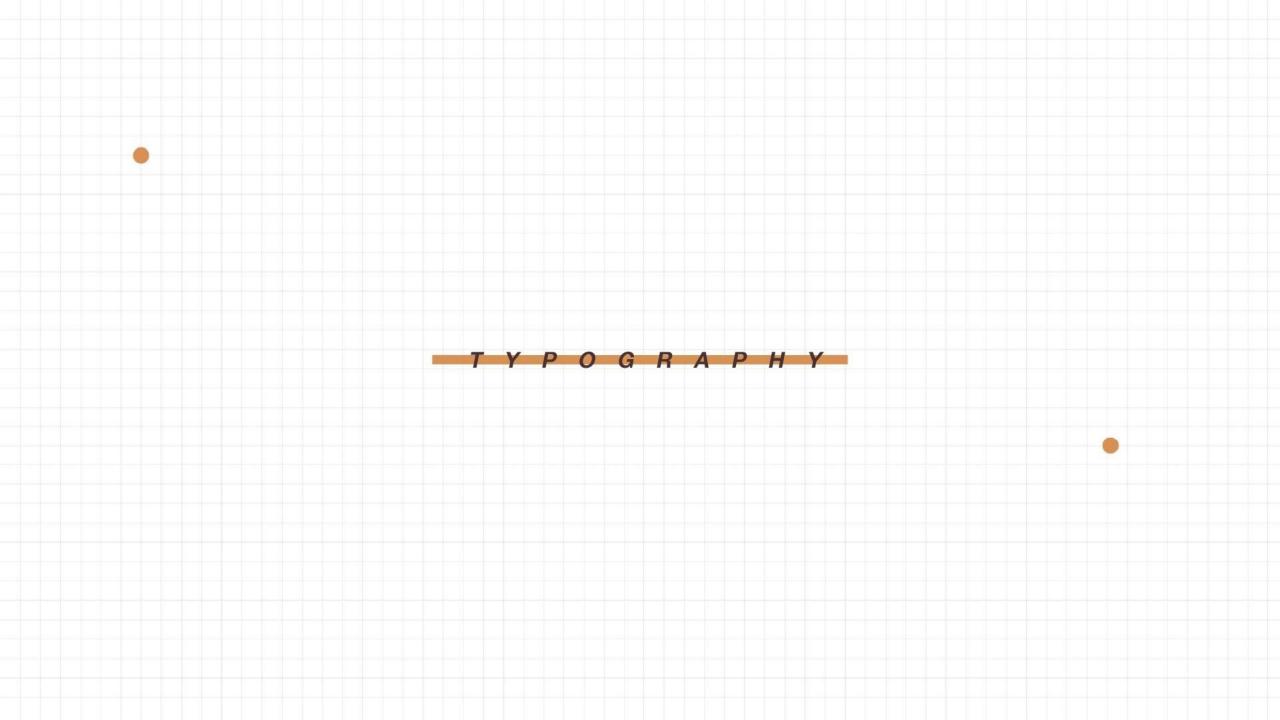


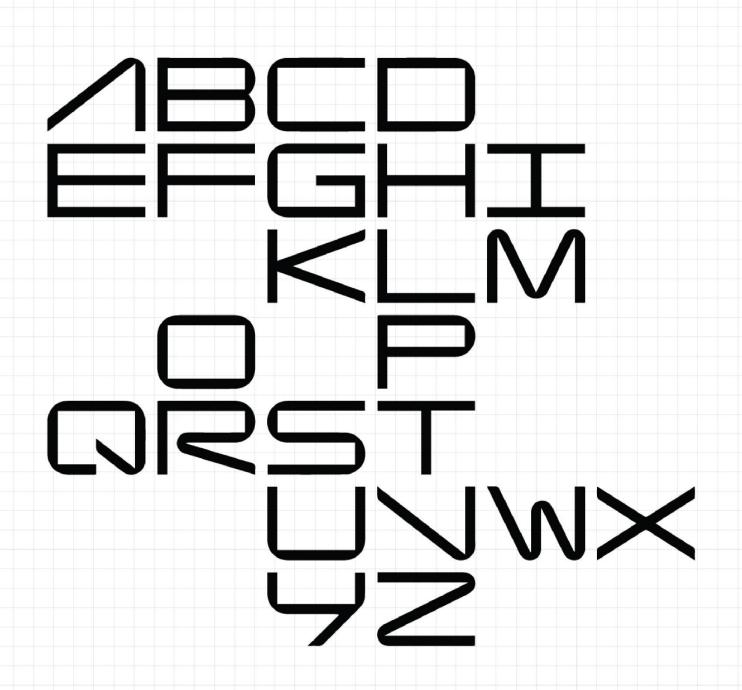
VOLONY Estrella de Mar

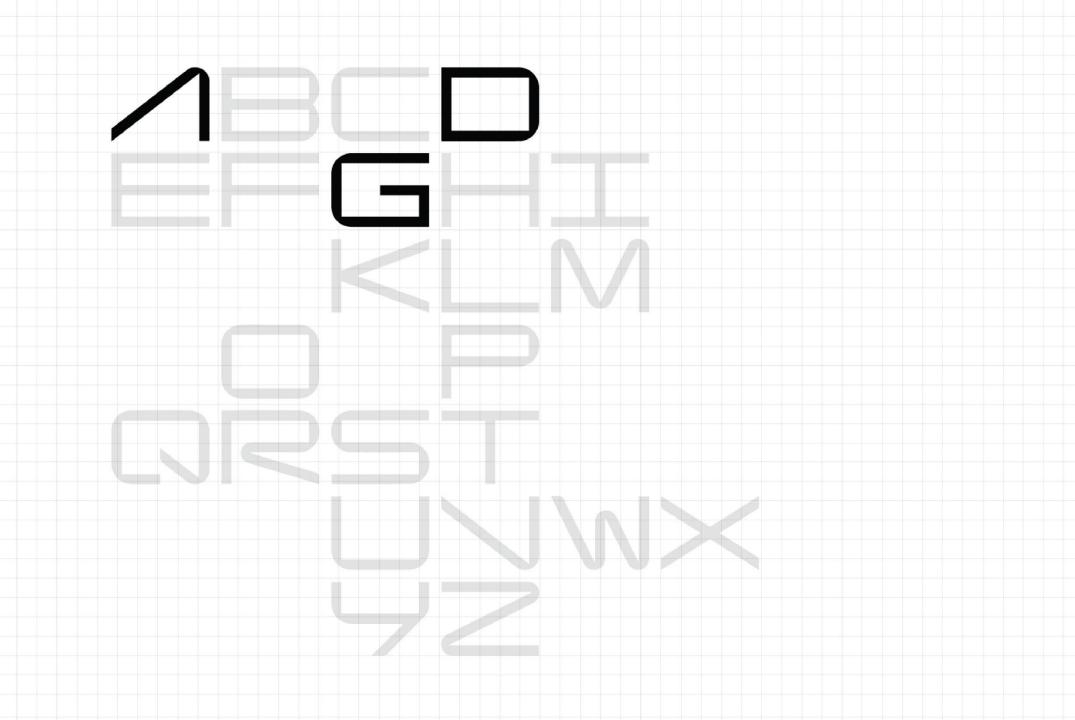








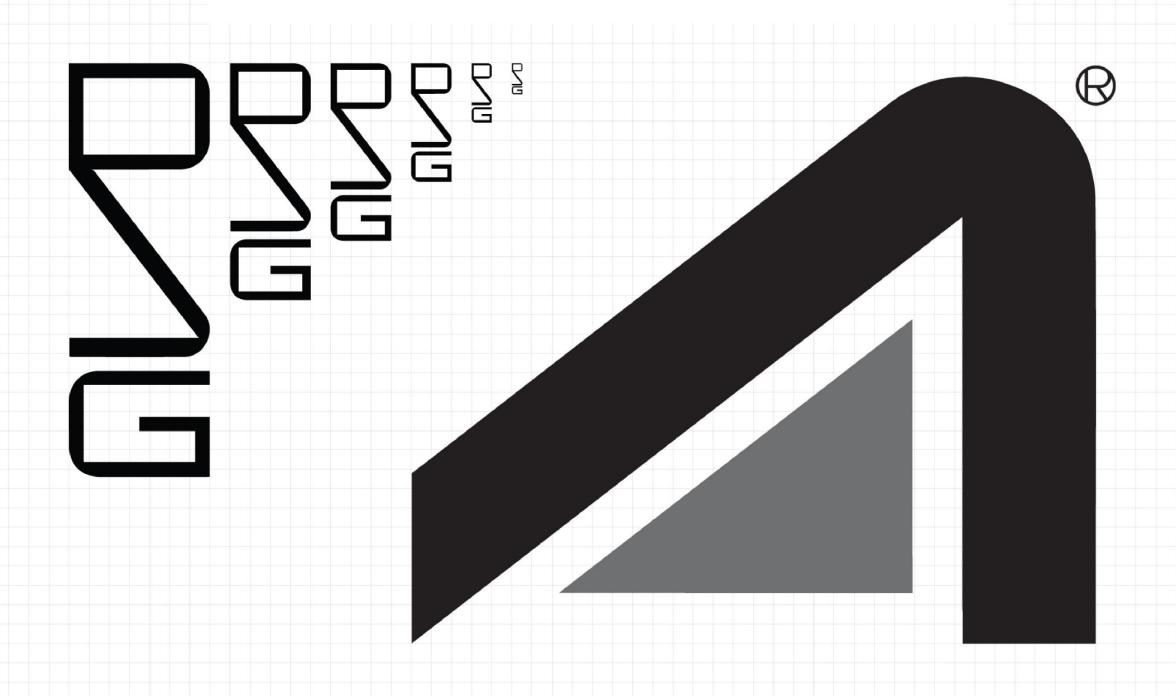








cypograpiny & cipocy HandMade / Corporate Identity



















FARKLI TÜKETİCİLER

PARMAK IZI

## OUR LANGUAGE AND TONES

IsteGelsin, we prefer the language of YOU in our communication language.

Because this language is already in our name.

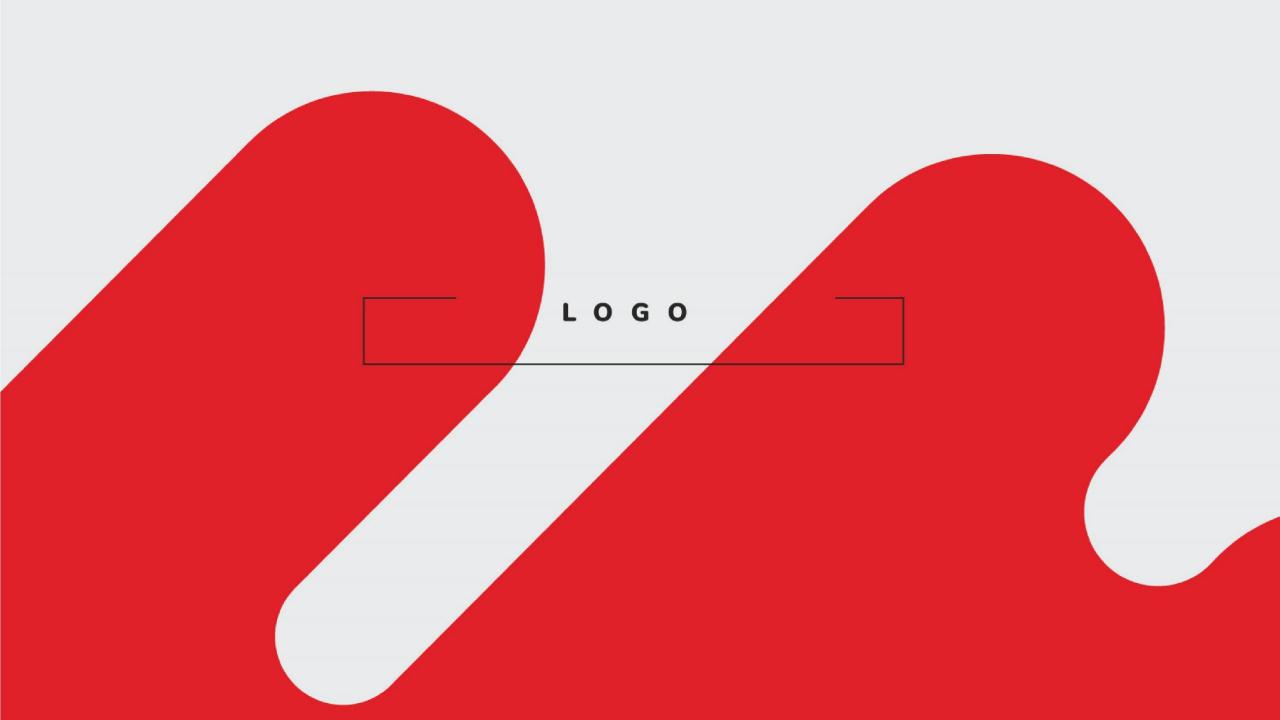
By using Sen language, we also remove the distance
between us and our happy customers and establish a sincere and closer relationship with them.

We also underline that we are a brand that fulfills the wishes of our customers

completely, just in time, and that they feel close to.

In our communications, we use a striking, sincere, humorous tone that always offers different solutions to our customers' needs.

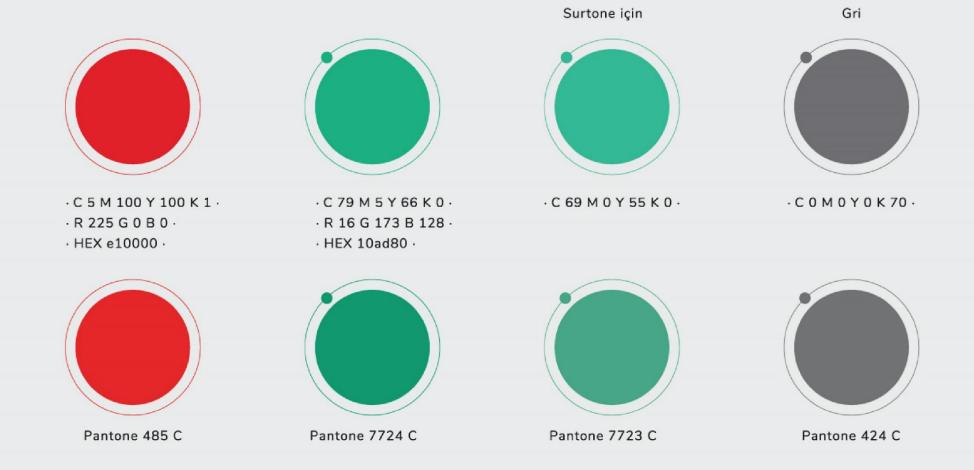
As the IsteGelsin brand, we tell our customers that we stand by our customers with our wide product range, technological infrastructure, privileged services, and different campaigns.







### Renk Paleti

















# CORPARATE







### **Kartvizit**



İsteGelsin kartvizit ölçü 6,5x5,9 cm olmalıdır.

### Koli Bandı





**Naylon** Poşet











Sticker













