



Estenext Corporate Identity Design Works
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It is to provide equal and highest level of health services that are compatible with developing and technology, modern and universal principles.

Today, while people are looking for solutions to their health problems, it is not just our own problems; Real people are modern, state-of-the-art, specialist doctors or those who are popular with expensive products.

We, as Estenext; We aim to “provide high-quality service to patients under appropriate conditions”.

With expert service, comprehensive service quality is maintained.

Our main aim is to improve the patient's work and quality of life for the most appropriate methods for our treatment methods.

As Estenext; We are in the service understanding that you consider and from the eyes of our patients who are with us

Mehmet Şahin
Estenext Owner



CORPORATE CONTACT INFO

Estenext Corporate Communications Unit



Corporate Communications Unit

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 venorecreativetr



CMYK

Cyan	0
Magenta	0
Yellow	0
Black	90



CMYK

Red	30
Green	100
Blue	60
	40

estenext.com



What's Brand?

Generally, people consider a name, logo, colour, and even sound to be a brand. While they're partially correct as these do form elements of a brand, they are just scratching the surface.

The brand is an intangible asset inherent to the offering, forming its identity, experience, and/or characteristic(s) that differentiates it from others in the market.

But still, branding is a term rarely understood – majorly because the lack of a proper definition of brand that clearly explains what it exactly is and why is it important to know the difference between a brand and its elements.

So, here's a guide explaining what is a brand, its importance, types, and elements.

Görkem Güvendi

Venore Creative Worldwide Founder



History of Branding?

The concept of branding goes back to 2,700 BCE when ancient Egyptians used to burn their mark (or brand) onto their cattle to differentiate them from other people's cattle.

In fact, even the term brand is derived from the Old Norse word “brandr” meaning ‘to burn’.

The modern practice of branding, however, started in the late 1800s when Coca-Cola decided to differentiate its products from other generic products by painting everything in its brand colour, developing the patented design of its bottles, and printing logos on company-owned products. Taken the fact that most of the markets today are saturated with companies offering similar products, developing a brand has become imperative to develop a favourable perception of the offering in the market and stand out.



Estenext Infography

Please note this is an interactive (so clickable) guideline.

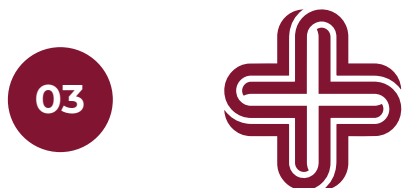
Thank you for reviewing this important document.

Visual Identity

The logo is the core of a brand's identity.
Find out about the logo's elements, variations and
how to apply it in a consistent way.

PRIMARY LOGOTYPES

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Estenext brand. It is essential that the logo is always applied with care and respect.

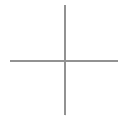


LOGO CREATION

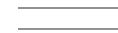
In the Estenext emblem logo typography, hair forms, which are the professional symbols, were prioritized. The plus emblem is made up of hair forms.



Hair Form



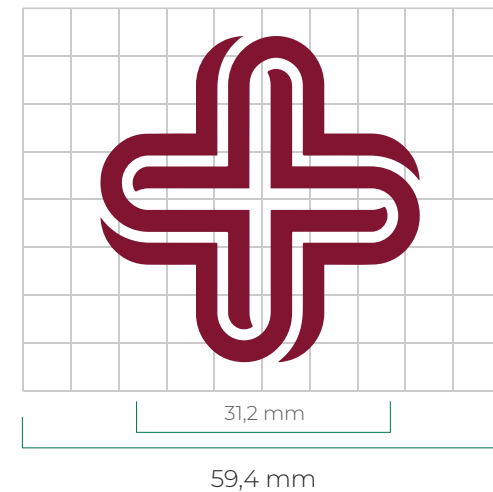
Plus Formation



Estenext

LOGO PROPORTION

The emblem was designed by keeping the propeller and oven form in the foreground in the logo design. The structures of the elements are structured by separating them from each other. The reason for this is that when it comes to stove production, apart from hood production, the emblem is separated and gains meaning in 2 areas.



LOGO PROPORTION

Estenext has placed the Logotype Black and white toning in the background. The basic ratios of the typography structure are indicated on the side. The ratios should not be reduced or enlarged accordingly, and they are never changed. For details on design and use, information should be obtained from Estenext tbrand consultant Venore Creative Worldwide.



Black and White Negative



Black and White Positive

LOGO PROPORTION

Estenext, logo ratios should be used as indicated below. The typography of the Achtecon text is specially prepared and there is no font match.



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Correct Logo Usage



Correct Emblem Usage

COLOR USAGE

Estenext, logo ratios should be used as indicated below. The typography of the Estenext text is specially prepared and there is no font match.



Pantone
Solid Coated

**Pantone
2336 C**

<u>CMYK</u>		<u>RGB</u>	
Cyan	0	Red	60
Magenta	0	Green	60
Yellow	0	Blue	59
Black	90		



Pantone
Solid Coated

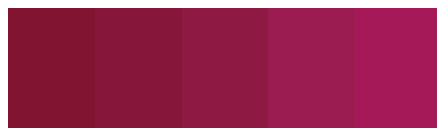
**Pantone
1955 CC**

<u>CMYK</u>		<u>RGB</u>	
Cyan	30	Red	128
Magenta	100	Green	20
Yellow	60	Blue	49
Black	40		

SHADE COLOR VARIATION



TINT COLOR VARIATION





Solidarity

We put people and relationships at the centre of what we do.
Team work and connecting with partners, distributors and world thinkers are crucial to us.
We believe in solidarity with Turkey – and with the rest of the world.

Share!



On certain occasions we can use the logo in white, so long as the background is an authorised colour.

STANDART LOGO BACKGROUND USAGE

In some cases, we may use the logo in Grey shades as long as the background is an authorized color. In negative applications, we give priority to the gray application of the logo. Applications such as documents or faxes to be printed in black and white are limited by the printing method used. In these cases, we only use the black and white version of the logo. The silver color use of the logo can be used to identify specific business units, anniversaries, etc. can be used to mark. Authorized for very rare applications. Authorized for use in corporate attire.

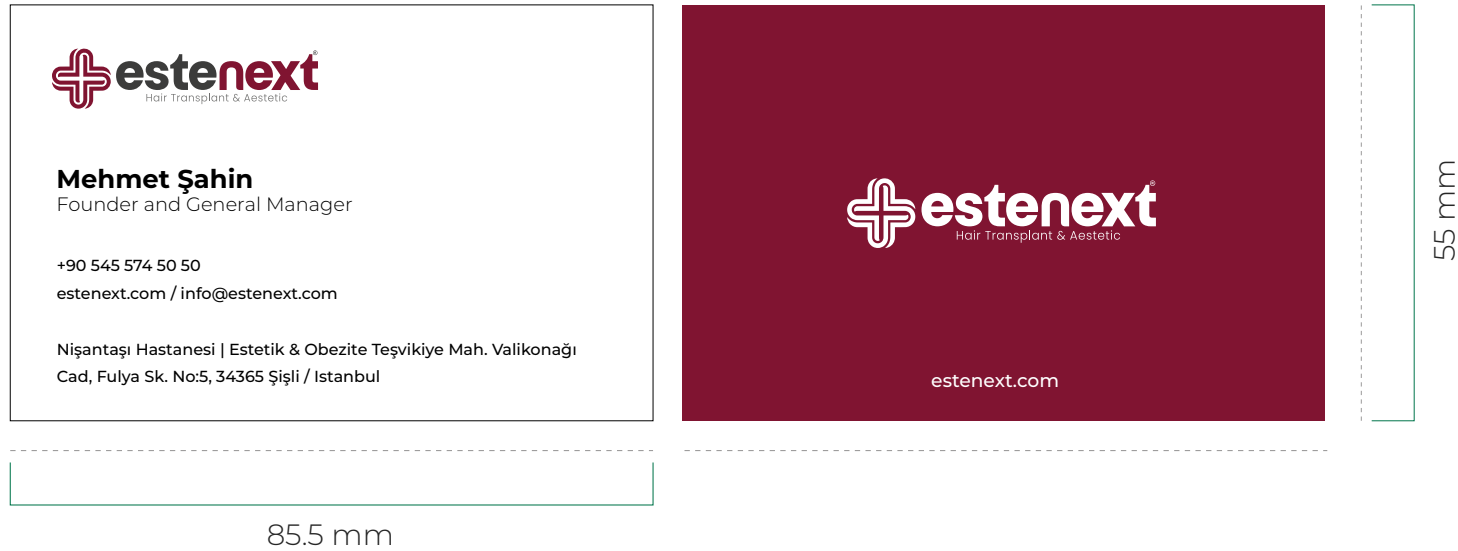


CORPORATE MATERIAL

Printed Corporate Products
Presentation Standards
Promotional Items

CORPORATE BUSINESS CARD

Estenext corporate business card design should be used as indicated below. There is no external use.







estenext[®]

Hair Transplant & Aesthetic