



AE ARMA-ELEKTROPANÇ

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In October 2001 **Arma Mühendislik Sanayi ve Ticaret A.Ş.** and **Elektropanç Elektrik Sanayi ve Ticaret Ltd.** companies, joined their capabilities and resources to establish **AE Arma-Elektropanç Elektromekanik Sanayi Mühendislik Taahhüt ve Ticaret A.Ş.**. The registered trademark is "**AE Arma-Elektropanç**".

The correct usage of the company trademark is listed below. Any other usage is totally unacceptable and incorrect.

1. As abbreviation "**AE**",
2. In general "**AE Arma-Elektropanç**" or "**AE ARMA-ELEKTROPANÇ**",
3. For public enterprises "**AE Arma-Elektropanç Elektromekanik Sanayi Mühendislik Taahhüt ve Ticaret A.Ş.**".

The below listed usage of the company trademark is totally unacceptable and incorrect :

Arma (Another company)
Elektropanç (Another company)
AE Arma (-Elektropanç is missing)
AE Elektropanç (Arma- is missing)
Arma-Elektropanç (AE is missing)
AE-Arma-Elektropanç ("- " misusage of the hyphenation mark)
AE-Arma Elektropanç ("- " misusage of the hyphenation mark)
AE Arma Elektropanç ("- " hyphenation mark is not used between Arma and Elektropanç)
AE Arma-Elektronik (Use of other words instead of Elektropanç)
AE Arma-Elektropanç A.Ş. (incorrect)
EA Arma-Elektropanç (incorrect) etc...

AE Arma-Elektropanç is a Turkish company and its headquarters is located in Istanbul. Additionally, it has 4 different branches, located in TRNC, Azerbaijan, Abu Dhabi and in Moscow.

Istanbul Headquarters : Fulya Mah. Vefa Deresi Sok. No: 11 Şişli 34394, İstanbul / TURKEY • Tel: 0212 275 54 84 • Fax: 0212 274 06 41

Nicosia / TRNC Branch Office : Şehit Osman Yusuf Sokak No.1 Yenişehir, Nicosia / TRNC • Tel: 0392 227 87 56 / 228 06 56 • Fax: 0392 228 93 93 / 227 57 44

Baku / Azerbaijan Branch Office : Uzeyir Hajibeyov Street 46/50, Baku / AZERBAIJAN • Tel: +994 12 - 497 35 94 • Fax: +994 12 - 497 12 19

Abu Dhabi / UAE Branch Office : Al Otaiba Tower, Flat No: 1201 Electra Street, P.O.Box: 111246, Abu Dhabi / UAE • Tel: +971 2 628 22 40 • Fax: +971 2 628 22 41

Moscow / Russian Federation Branch Office: BC "Grand Setun Plaza" 121596, Gorbunova Street Bld. 2/204, Office B-408, 121596, Moscow / RUSSIAN FEDERATION
Tel: +7 495 - 775 01 49 • Fax: +7 495 - 775 01 49

AE Arma-Elektropanç has 4 subsidiaries :

Russian Federation : 000 AE ARMA-ELEKTROPANC ELEKTROMEKANİK

Contact : BC "Grand Setun Plaza" 121596, Gorbunova Street Bld. 2/204, Office B-408, 121596, Moscow / RUSSIAN FEDERATION
Tel: +7 495 - 775 01 49 • Fax: +7 495 - 775 01 49

Dubai : ARMA ELEKTROPANC ELECTROMECHANICAL CO. L.L.C.

Contact : Bayan Business Center Office No: 407 - 4th Floor Plot No: 598-1192 Dubai Investment Park First P.O. Box: 74428, Dubai / UAE
Tel: +971 2 628 22 40 • Fax: +971 2 628 22 41

Lebanon : AE ARMA-ELEKTROPANC ELECTROMECHANICAL CONTRACTING LEBANON S.A.R.L.

Contact : Blue Building, 5th Floor, Abdelaziz Street, Hamra, Beirut / LEBANON
Tel: +961 1 863 563 • Fax: +961 1 863 563

United Kingdom : AE ARMA-ELEKTROPANC BUILDING SERVICES LIMITED

Contact : 52 Grosvenor Gardens, 6th Floor London, SW1W 0AU - UNITED KINGDOM
Tel: +44 (0) 203 874 8787

The font family used for logo, advertisement, web site and in other visual works of **AE** is FF DIN Pro.

Examples :

FF DIN Pro Light

This is an example text.

FF DIN Pro Regular

This is an example text.

FF DIN Pro Medium

This is an example text.

FF DIN Pro Bold

This is an example text.

FF DIN Pro Black

This is an example text.

The registered logo of **AE** is seen below.



Ratio & Dimension of the Logo

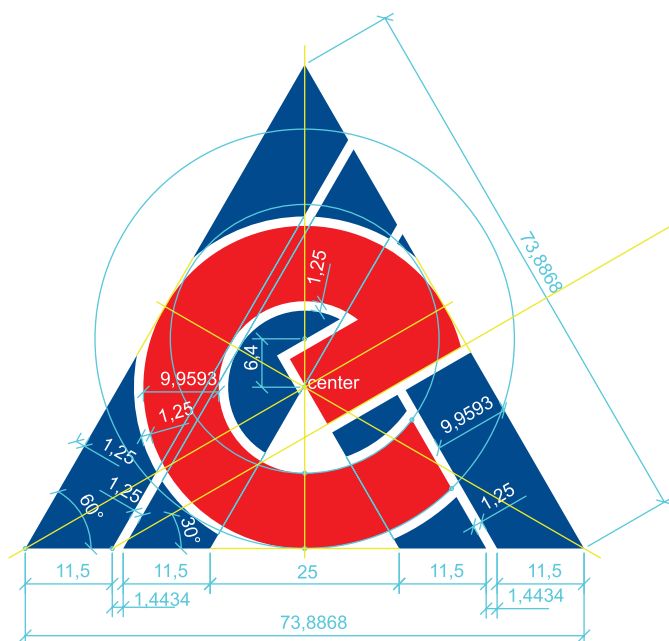
An important visual element of **AE Arma-Elektropanç** corporate identity, logo is based upon some standards and measures.

Basic way of using **AE Arma-Elektropanç** amblem and logotype is to use them one under the other.

The distance between **AE Arma-Elektropanç** amblem and logotype is shown below. Proportions except the below mentioned cannot be used.

Space between **AE Arma-Elektropanç** letters and words are shown below, logotype and web site should definitely not extend beyond the logo.

Below proportions should be taken into consideration for the web site used optionally under **AE Arma-Elektropanç** amblem and logotype.



Notes :

- The dimensions of the logo are given at the left side. However, it is possible to change dimensions with linear coefficients according to the area of usage, provided that the ratios of width and length do not change.
- The outer border lines form an equilateral triangle.
- Lines form 30, 60 and 120 degree angles with the base.
- The "e" in the middle is formed with the circles in the centre of the equilateral triangle that are tangent to the 60 and 120 degree lines.
- To make the extension of "e", we use arcs that fit in the length that is obtained with a vertical line that is formed with coefficient of 6,4 from the centre of the equilateral triangle and that begin from the points in the bottom part of the extension of "e" and end at the tip of the extension.
- The width of the white spaces for filling has been determined with the coefficient of 1,25.

The principle use of the logo in colour is navy and red (please refer to Logo A).

Apart from that, it could be used in black colour only for black/white printings and in cases such as obituary notices (please refer to Logo B).

The principal colours of the logo is indicated below in accordance with the double colour systems.

Colour values should not be changed and any other colours should not be used.



PANTONE 288 C
C: 100 M: 67 Y: 0 K: 23
R: 0 G: 30 B: 110



PANTONE 186 C
C: 0 M: 100 Y: 100 K: 0
R: 0 G: 30 B: 110



PANTONE Black C
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0



(A)



(B)

Use of logo of **AE** is shown below. The logo on the left (please refer to Logo A and B) is used on white and light colour shade bases and the logo on the right (please refer to Logo C and D) is used on dark coloured and on coloured bases. The same method is applicable for branch and group logos. Logo usage in any other forms is incorrect.



(A)



(B)



(C)

(D)

4 4 Logos of Branch Offices and Usage

Nichosia / TRNC branch logo use:



Baku / Azerbaijan branch logo use:



Abu Dhabi / UAE branch logo use:



Algiers / Algeria branch logo use:



Moscow / Russian Federation branch logo use:



000 AE Arma-Elektropanc Elektromekanik subsidiary logo use:



Arma Elektropanc Electromechanical CO. L.L.C. subsidiary logo use:



AE Arma-Elektropanc Electromechanical Contracting Lebanon S.A.R.L subsidiary logo use:



AE Arma-Elektropanc Building Services Limited subsidiary logo use:



The emblem should not be used on its own, the correct form of using is emblem + logo type:



The emblem and the logo should be in equal widths and any other inscription should be included near to it:



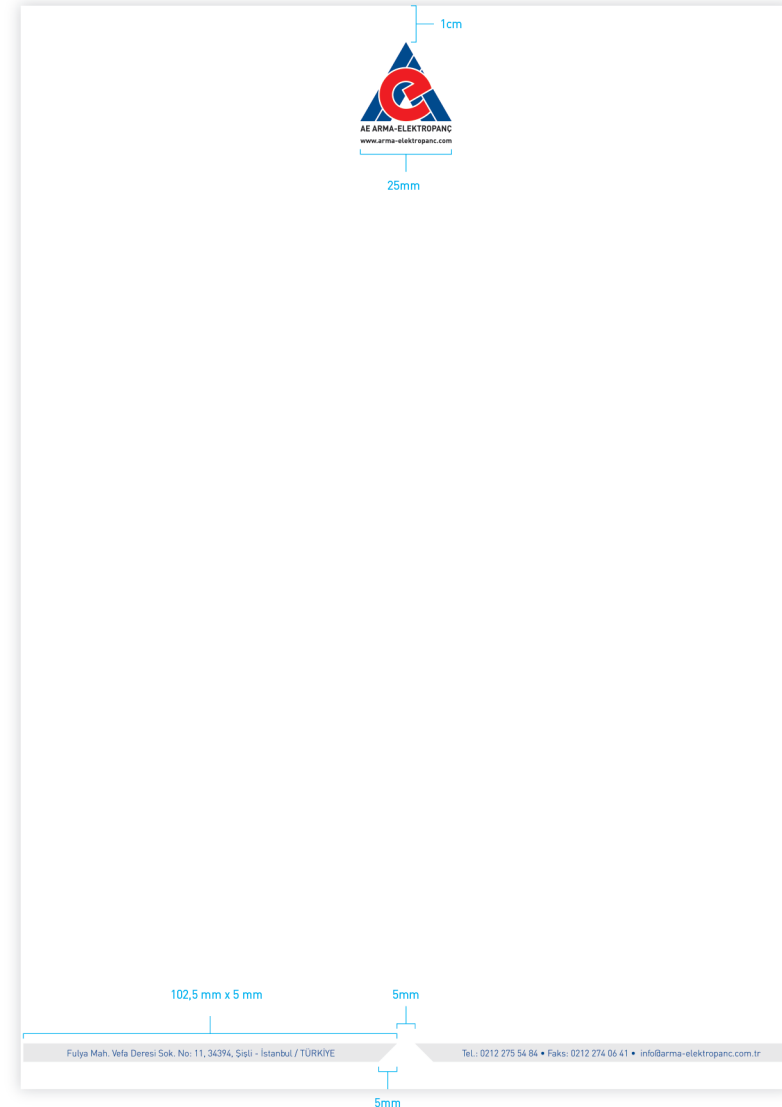
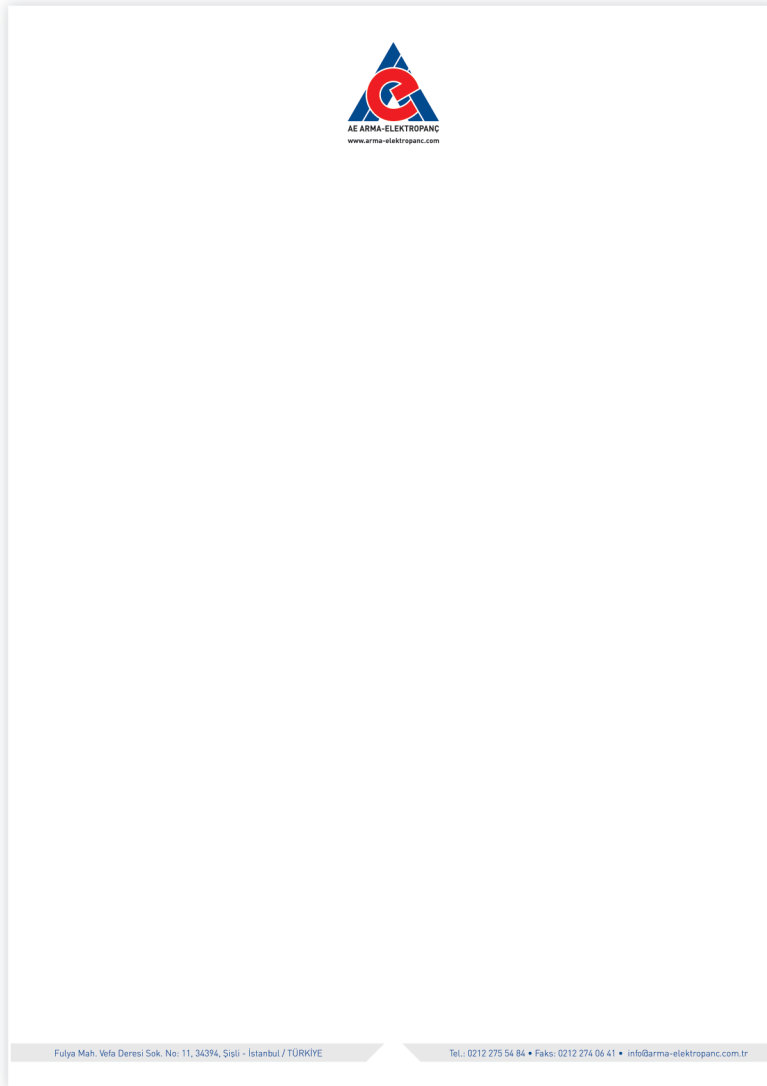
The logo should not be stretched any horizontal or vertical way:



Old logos:



Letterhead papers is available for each branch offices and local company of **AE**. The example of letterhead stationery, which is for headquarters use, is as shown on the left. Its mathematical expansion is shown on the right. It will be possible to create letterhead stationeries for every branch and company in compliance with this expansion. The mathematical expansion has been calculated by considering A4 paper dimensions.



Please contact below Corporate Communications responsables for further information :



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