bodrum.solutions

Bodrum Solutions brand guidelines

Version 1.0 · October 2026

Brand Resources

Official logo files, colours and basic usage rules for partners, suppliers and press. Please use the files on this page rather than recreating the logo.

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Identity

The identity consists of two parts: a symbol and the wordmark “bodrum.solutions”. Together, stacked vertically, they form the primary logo. The symbol alone is the secondary asset for small and square formats.



Primary logo
Symbol centred above the wordmark. Use this version wherever there is room.



Symbol
For favicons, app icons, avatars, product labels and other square or very small formats.



Wordmark
For narrow horizontal spaces such as website headers and document footers.

Logo versions

Black and white are the primary colours of the logo. Choose the version with the strongest contrast against its background.



Positive
Default. On white, light and photographic backgrounds with enough contrast.



Reversed
On black, dark and green surfaces.



On Brand Sage
Black logo on Brand Sage for applications and branded surfaces.



Single colour
Pure black for one-colour print, products, equipment and laser marking.

Clear space & minimum size



x = wordmark height

Keep a clear area around the logo equal to the height of the wordmark (x). Nothing else — text, edges or other graphics — should enter this area.

PROPOSED VALUES

Primary logo, digital	minimum 120 px wide
Primary logo, print	minimum 30 mm wide
Symbol, digital	minimum 16 px high
Symbol, print	minimum 6 mm high
Wordmark, digital	minimum 140 px wide

Clear space and minimum sizes below are proposals derived from the logo's proportions and are pending approval.

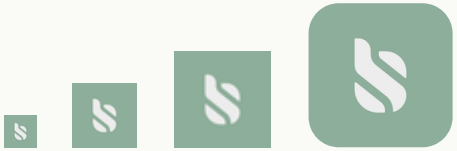


Symbol

The symbol can be used on its own once the brand has been introduced, or where space is square or very small.



- ✓ Favicon and app icon
- ✓ Social media avatar
- ✓ Product and equipment labels
- ✓ Laser marking and embossing
- ✓ Stamps and seals



> On a Brand Sage background the light symbol has low contrast (2.3:1). For accessibility-critical uses prefer the black symbol on sage or the white symbol on black.

Colour

A restrained palette: black and white carry the identity, Brand Sage is used for applications and surfaces, Sand for supporting backgrounds.

Brand Black

Logo, text, primary surfaces

HEX #0B0B0B
RGB 11,11,11
CMYK* 0 / 0 / 0 / 96

Brand White

Backgrounds, reversed logo

HEX #FAFAF7
RGB 250,250,247
CMYK* 0 / 0 / 1 / 2

Brand Sage

Applications, surfaces, accents

HEX #8DAE9A
RGB 141,174,154
CMYK* 19 / 0 / 11 / 32

Sand

Supporting backgrounds

HEX #D9D6CC
RGB 217,214,204
CMYK* 0 / 1 / 6 / 15

NEUTRAL SCALE · PROPOSED FOR INTERFACES AND DOCUMENTS.

0	50	100	200	300	400	500	600	700	800	900	950
#FFFFFF	#FAFAF7	#F1F0EA	#E4E2DA	#D9D6CC	#B5B4AD	#8A8A84	#6B6A64	#55554F	#2A2A27	#151514	#0B0B0B

*CMYK values are approximate conversions. Confirm with your printer using a physical proof.

Contrast

FOREGROUND	BACKGROUND	RATIO	WCAG 2.2	
Brand Black	Brand White	18.82:1	AAA	Aa
Brand Black	Brand Sage	8.11:1	AAA	Aa
Brand White	Brand Sage	2.32:1	Fail	Aa
Brand Sage	Brand White	2.32:1	Fail	Aa
Brand White	Brand Black	18.82:1	AAA	Aa
Brand Sage	Brand Black	8.11:1	AAA	Aa
Neutral 700	Brand White	7.18:1	AAA	Aa
Neutral 600	Brand White	5.19:1	AA	Aa
Neutral 500	Brand White	3.32:1	AA large / UI	Aa
Neutral 400	Brand Black	9.46:1	AAA	Aa
Brand Black	Sand	13.53:1	AAA	Aa
Success	Brand White	5.84:1	AA	Aa
Warning	Brand White	5.67:1	AA	Aa
Danger	Brand White	6.28:1	AA	Aa
Info	Brand White	6.78:1	AA	Aa

INTERFACE STATES

Proposed for product interfaces only. Not part of the logo.

	Success	#3E6B54
	Warning	#8A5A00
	Danger	#A33A2B
	Info	#3B5B7A

Typography

Manrope for headings, Inter for running text. Both are open-source (SIL Open Font License).

HEADINGS · MANROPE 600

One Place. Every Solution.

Aa Bb Çç Ğğ İı Öö Şş Üü 0123456789

TEXT · INTER 400 / 600

From engineering and technology to property and lifestyle, we bring expertise, people and solutions together.

Aa Bb Çç Ğğ İı Öö Şş Üü 0123456789

display	Manrope 600 · clamp(40px, 5.4vw, 76px) / 1.02 · -0.035em
h2	Manrope 600 · clamp(30px, 3.3vw, 46px) / 1.08 · -0.028em
h3	Manrope 600 · clamp(22px, 1.9vw, 27px) / 1.2 · -0.018em
h4	Manrope 600 · 19px / 1.3 · -0.01em
lead	Inter 400 · clamp(18px, 1.35vw, 20px) / 1.55
body	Inter 400 · 17px / 1.65
small	Inter 400 · 14.5px / 1.55
caption	Inter 500 · 12–13px / 1.4
label	Inter 600 · 12.5px / 1.4 · 0.14em · uppercase

> The typeface of the wordmark is not confirmed. The closest match is Manrope; the wordmark is artwork and must never be retyped — always use the supplied files.

Usage

DO

- ✓ Use the supplied files without changes
- ✓ Keep the clear space around the logo
- ✓ Use black on light, white on dark backgrounds
- ✓ Use the symbol alone only in square or small formats

DON'T



✗ Stretch, squash or rotate the logo



✗ Change the logo colours or add gradients



✗ Add shadows, outlines or other effects



✗ Rearrange the symbol and wordmark



✗ Add taglines or descriptors to the logo



✗ Place the logo on busy, low-contrast images

Downloads

Vector files (SVG, PDF) for print and design work, PNG and WebP for screens.

ASSET	FORMATS
Primary logo	SVG · PDF · PNG
Primary logo, reversed	SVG · PDF · PNG
Single colour	SVG · PDF
Symbol	SVG · PDF · PNG
Symbol, reversed	SVG · PNG
Wordmark	SVG · SVG reversed
App icon	PNG 512 · Favicon SVG
Colour tokens	JSON · CSS

https://bodrum.solutions/brand/

Questions about the brand?

For approvals, other formats or co-branding requests, write to us.

contact@bodrum.solutions

OPEN ITEMS

- ✓ The typeface of the wordmark is not confirmed.
- ✓ Clear space and minimum sizes are proposals pending approval.
- ✓ Neutral and interface colours are proposals.

Bodrum Solutions · Operated by İçerikçi Medya A.Ş.