



**VISIOTT | TPS**

**Corporate Logo User Guide**

**VISIOTT TPS's primary colors are Pantone 661 C and Pantone Blue 1235 C.**


VISIOTT TPS Corporate Color System has been created to specify the values of corporate colors in Pantone, CMYK, RGB, and HTML standards for all types of print and electronic productions in any environment.


When checking color application in printed materials, it is essential to consider the type of paper used. For glossy surface papers, Pantone C (coated) color values should be employed, while for matte surface papers, Pantone U (uncoated) color values are recommended.



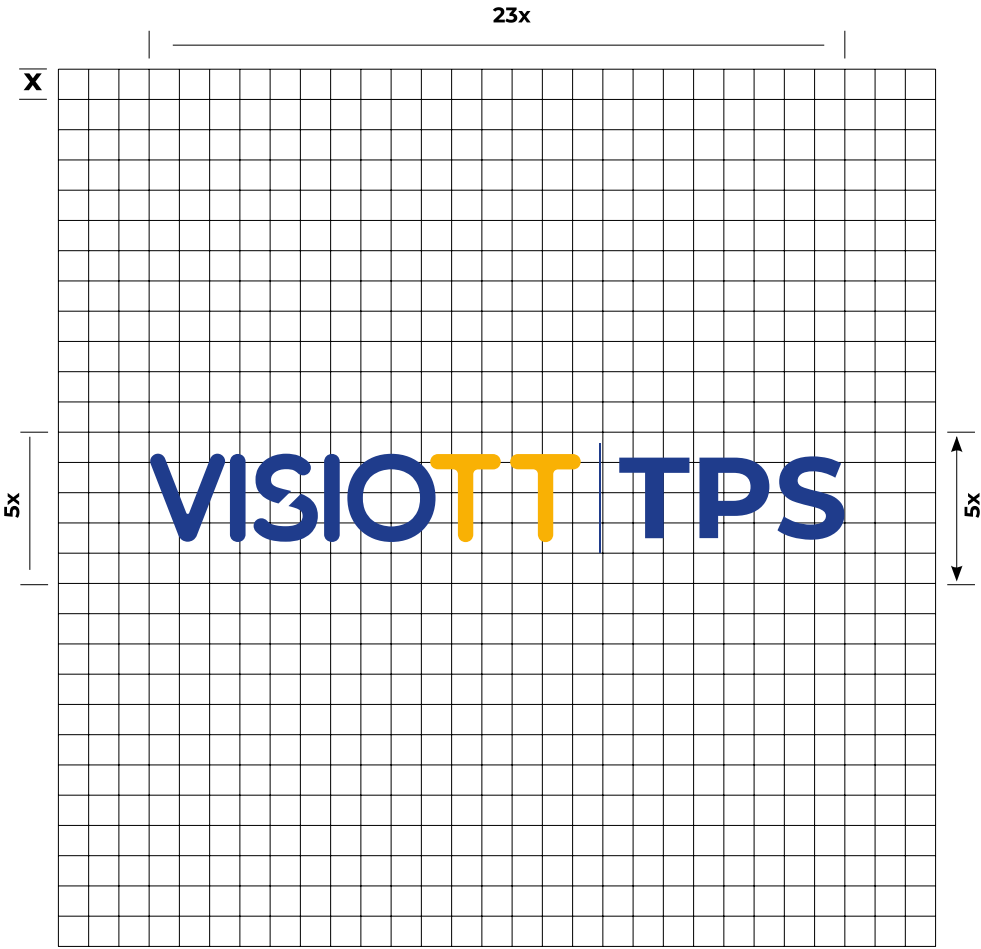
Colors are fundamental elements of corporate identity. The accuracy of their use in different standards (CMYK, RGB, HTML) is crucial for effective corporate communication.

VISIOTT TPS colors' values according to CMYK, RGB, and HTML standards are specified in the chart below.

	C: 98	R: 36
	M: 85	G: 69
	Y: 4	B: 152
	K: 0	
	HTML: #244598	

	C: 0	R: 252
	M: 35	G: 175
	Y: 100	B: 23
	K: 0	
	HTML: #FCAF17	

The technical drawing of the VISIOTT TPS logo is provided below, ensuring a cohesive representation in accordance with the specified shapes and proportions in the logo design.



THE CORRECT USE OF THE LOGO

VISIOTT | TPS

VISIOTT | TPS

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## THE INCORRECT USE OF THE LOGO

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## The Usage of the Word 'VISIOTT'

The Correct Spelling:

VISIOTT should be written in the same manner as used in our logo. Whether in internal or external email communications, social media posts, WhatsApp communication, or any other written contexts, the correct usage should be VISIOTT. It is important to pay attention to the proper use for corporate identity purposes.

Common misspellings	The correct spelling
visiott - Visiott - VISIOTT - Visiot - Visio tt - Visio TT - VISIO TT - VISIO TT - visio tt	<b>VISIOTT</b>

The Correct Pronunciation:

As an international company, we have opted for English in our nomenclature, the global language. As you may know, English is not a phonetic language. To ensure the widespread and accepted correct pronunciation, it is crucial for our staff to be particularly mindful of this. The correct pronunciation of our company name, spelled as VISIOTT, is 'VIZYOTITI'.

Incorrect Pronunciations	The correct pronunciation
VIZYOT, FIZYOT, FIZYOTITI, VIZIOT, FIZYOT, FIZIOT, VISIOT	<b>vIZYOTIti</b>



Scan the QR code to download  
the VISIOTT TPS logo in **.png** format.

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