



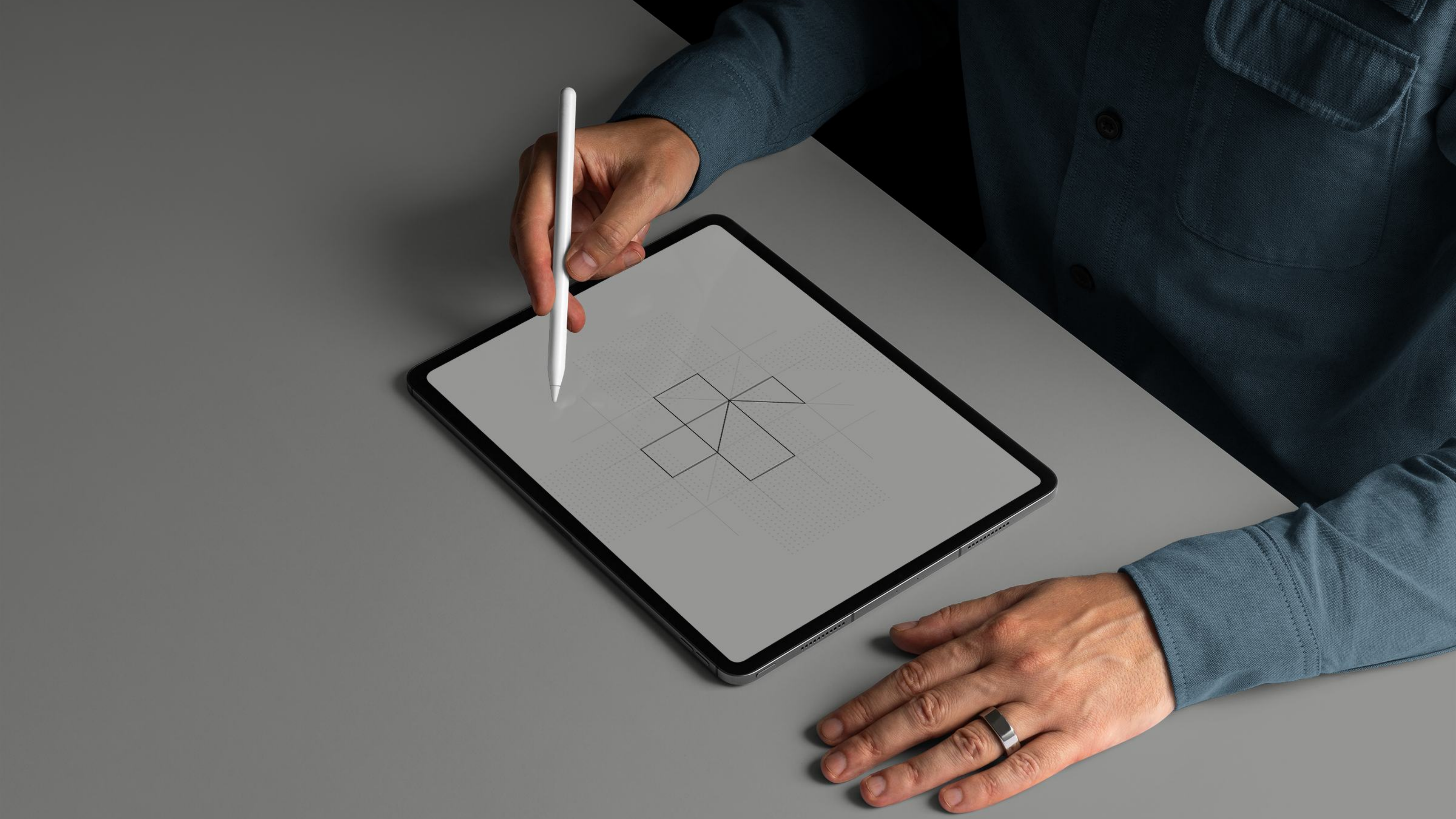
Brand Guideline

Welcome to the Brand Guidelines

media@tetalog.com

The information in this document will help us all tell a coherent and cohesive **tetalog** story.

If you have any questions about the brand or need support, please email us below.



Strategy

Vision

To be the address of trust, speed, and solution-oriented approach in sea, air, and land transportation, redefining the customer experience with transparent, guarantor, innovative, and sustainable logistics solutions.

Description

With our systematic structure and innovative vision, we transform not only cargo but also perceptions of the logistics industry. Through our "Moves Beyond Borders" approach, we provide strategic solutions that extend beyond limits for our customers.

We in 20 words

Tetalog is an innovative brand that goes beyond borders in logistics with a spirit of innovation and exploration, offering solution-oriented and disciplined services.

Communication Strategy

Avoid using too technical and cold language, saying the same things that everyone else says.

Visionary

We deliver a transportation experience that goes beyond borders."

Solution-Oriented & Inspiring

"We transform even the most complex logistics processes into a seamless journey."

Dynamic & Intriguing

"Every delivery is the beginning of a new discovery. Get ready to move beyond borders with us."

Value Proposition

Tetalog provides fast, disciplined, and solution-oriented logistics solutions in sea, air, and land transportation. With a guarantor approach, it minimizes extra costs and ensures transparency. Through an innovative and exploratory vision, it goes beyond transportation to offer strategic solutions that enhance competitiveness. A systematic and sustainable logistics approach transforms every delivery into a seamless value chain.

Core Brand Values

Explore & Transform

Develop new solutions, shape the logistics world, and lead change.

Build Trust & Maintain Transparency

Establish trust with determination and make processes clear and predictable.

Respect Rules & Challenge Limits

Act with ethics, discipline, and structure while redefining boundaries for growth.

Typography

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02

Helvetica Now Display

Bold
Medium
Light

Aa

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Our font is the Now Display family,
one of the updated libraries of one of
the most traditional fonts, Helvetica.

Colors

PANTONE
Pantone 172 U

HEX RGB CMYK
#FF4C24 255, 76, 36 0, 70, 86, 0

Flame Orange

800

600

300

Black

PANTONE
Pantone 2767 U

HEX RGB CMYK
#102949 16, 41, 73 78, 44, 0, 71

Midnight Navy

800

600

300

W

G

Accessibility

5.61:1

WCAG AAA



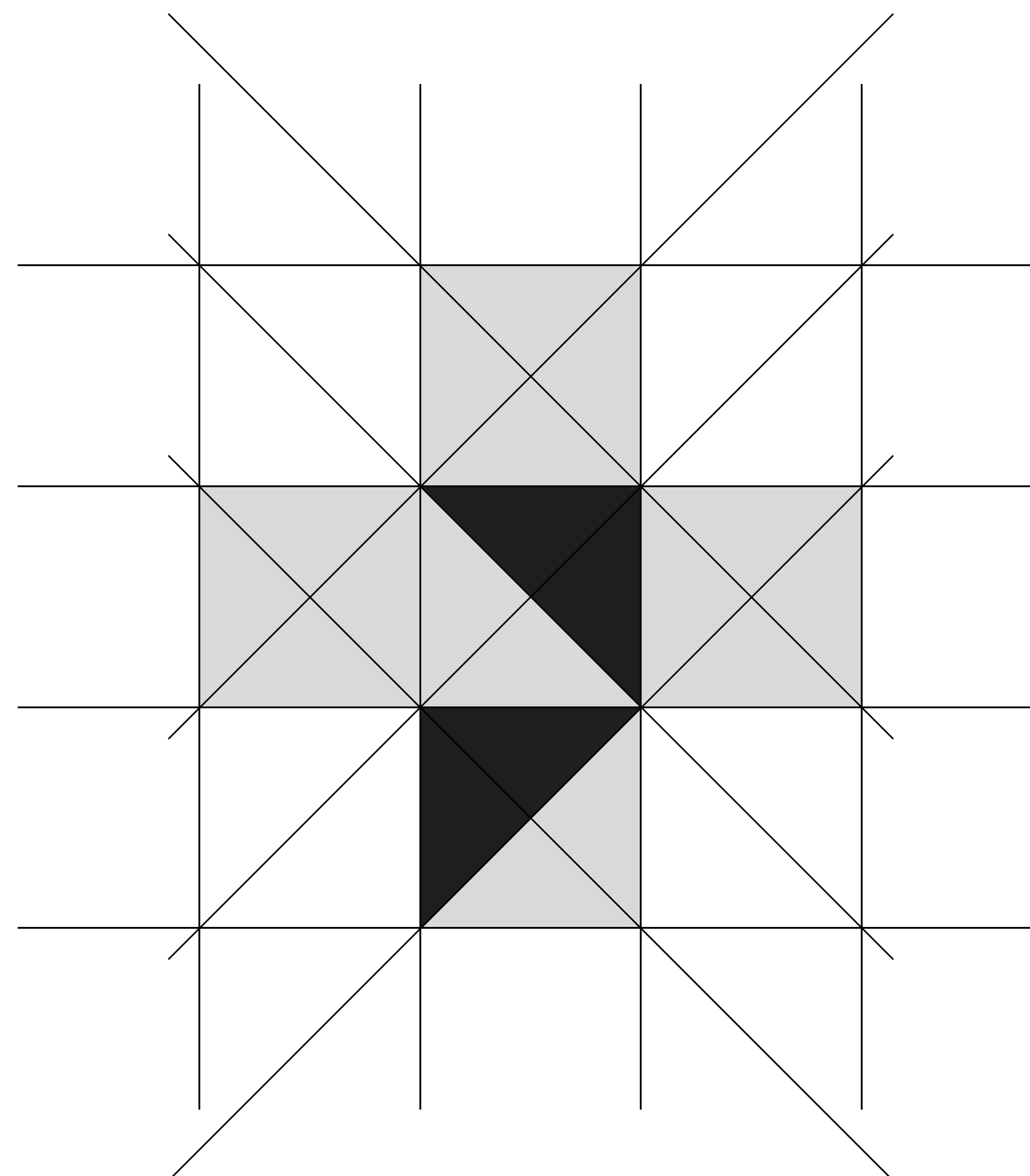
Logo

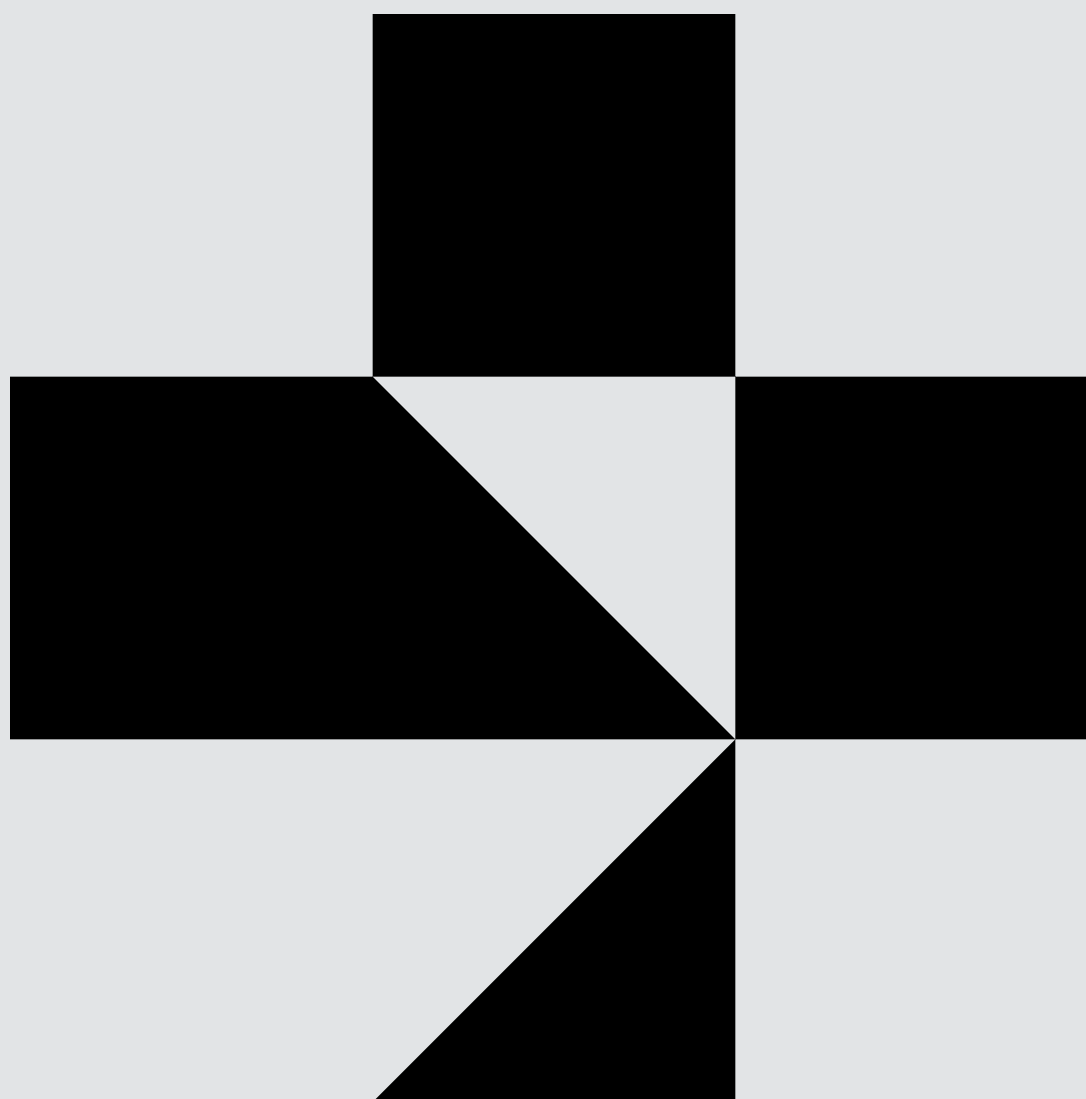
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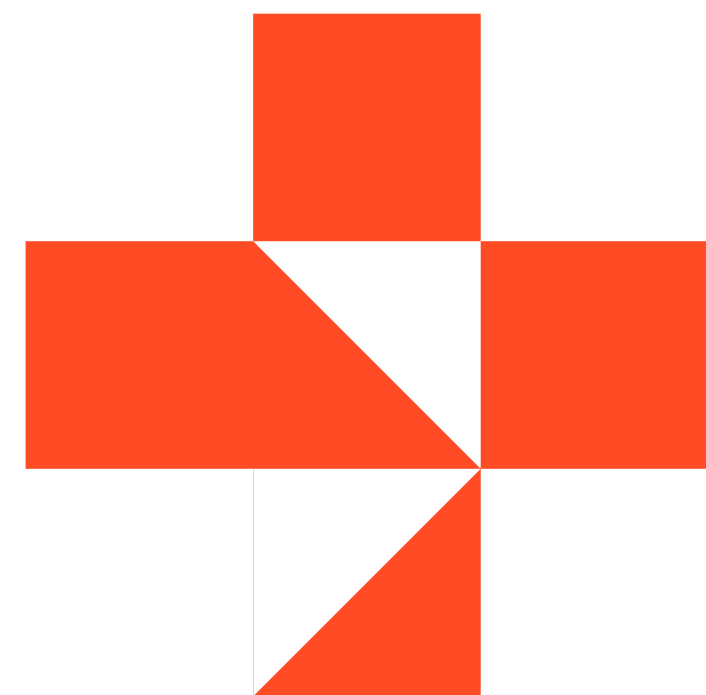
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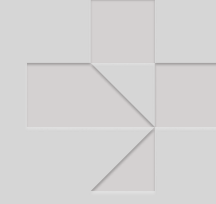


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Assets

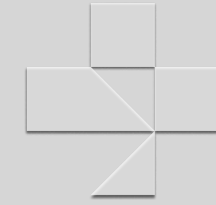
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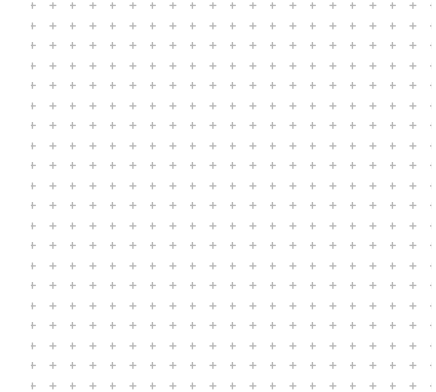


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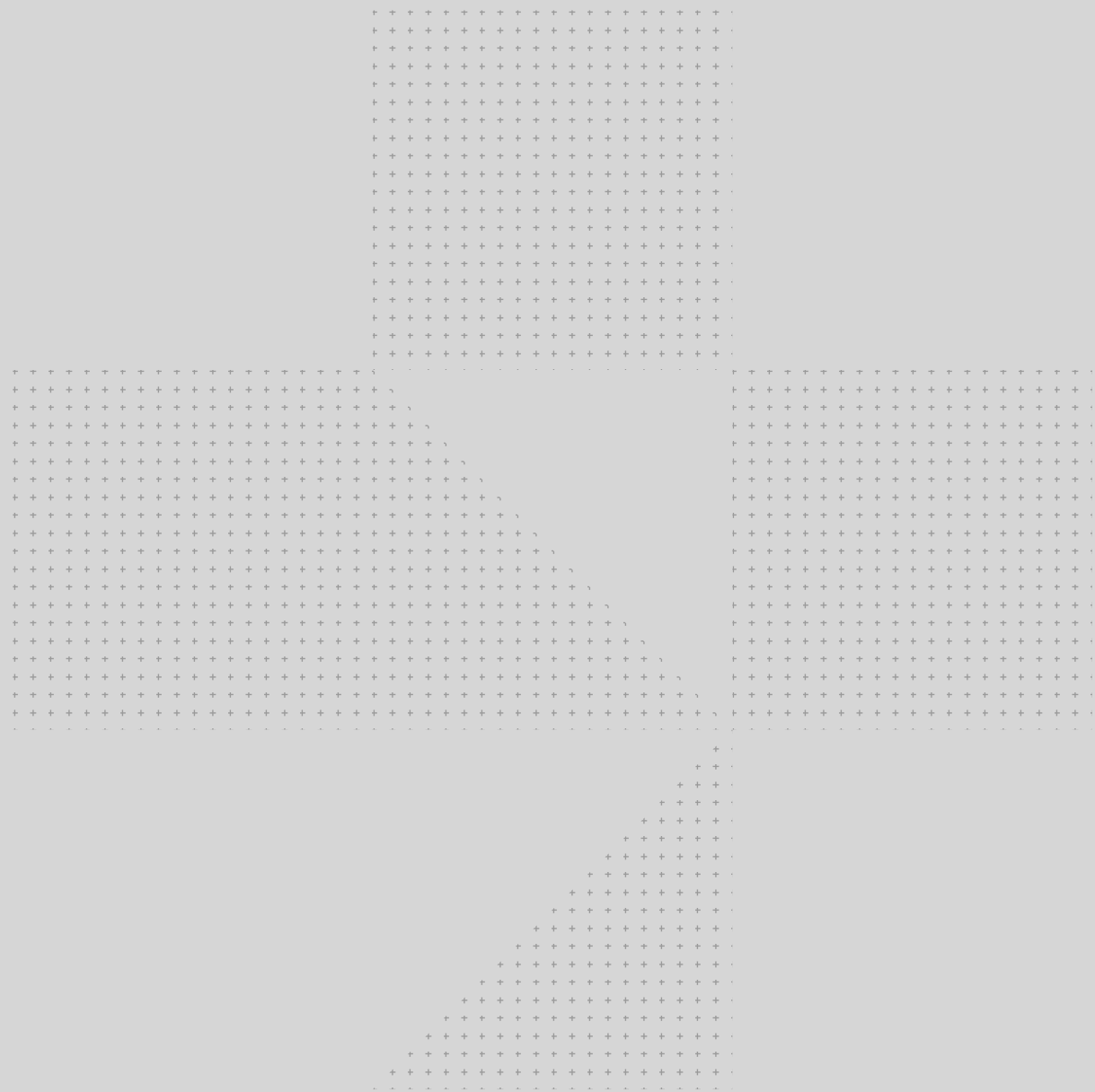
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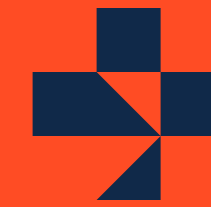


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HEAD QUART IN TURKEY

LOGISTIC SERVICES

tetalog



moves beyond borders

0 4 1 2 2 3 4 1 S H I P P I N G R U B B E R

E X P O R T S E R V I C E S

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thx