



VİSUAL İDENTITY GUIDELİNES



Prof. Dr. Emre Ş. ASLAN
Acting Dean

MESSAGE FROM THE DEAN

Dear students, esteemed graduates and all members of our great family;

The age in which we live is one where the forms and methods of communication are being transformed at a dizzying pace, and where the channels through which information is produced, shared and consumed are redefined with every passing day. This rapid transformation not only offers new opportunities to faculties active in the field of communication, but also places great responsibilities upon them. Conscious of this responsibility, our Faculty is founded on an understanding of education that is attentive to the changing needs of the sector and to social expectations, and that meets the requirements of our age.

We design our academic programmes so as to blend a solid theoretical foundation with applied skills in a balanced manner, and we review our curriculum regularly in the light of current developments in the sector. Our aim is to raise well-equipped individuals who think, question and produce; who command not only today's but also tomorrow's language of communication; and who have internalised ethical values. So that our students may acquire academic knowledge and practical experience together, we continuously renew our studios, laboratories and technological infrastructure; and through collaborative projects with sector representatives, workshops and internship opportunities we prepare the ground for them to gain professional experience before graduation.

We embrace an innovative outlook as one of the core values of our Faculty. We support research and production activities in new-generation fields such as artificial intelligence, digital media, data journalism, content production, digital advertising, cinema with its shifting dynamics, and interactive platforms; and we aim to raise our students not merely as individuals who adapt to this transformation, but as individuals who guide it. Through the quality publications of our academic staff and our national and international collaborations, we continue to contribute to science and to the sector.

For us the Faculty is not only an educational institution; it is also a family. With its academics, its administrative staff, its students and its graduates, we are an interwoven whole. Creating an environment in which the voice of every member of this large family is heard and every idea is valued, and in which a culture of unity, togetherness and solidarity is kept alive, is among our foremost priorities. We strive to reflect the same warmth in the partnerships we have built with our external stakeholders - sector representatives, public institutions, non-governmental organisations, other universities and the various segments of society. For we believe that quality communication education finds its true meaning only as part of a strong ecosystem.

Communication is the ground not only of the transfer of information, but also of the production and construction of meaning, value and conscience. For this reason, the responsibility borne by the communicator extends far beyond the technical requirements of the profession. We endeavour to educate every student of our Faculty as an individual who uses the power of the word and the image to build what is good, who takes a stand on the side of truth, and who does not withhold their voice against evil in any of its forms. To be the voice of the silenced, the image of those rendered invisible and the defender of the oppressed is, in our view, the most honourable burden a communicator can carry. Communication is, moreover, among the most powerful instruments shaping and constructing the memory, the aesthetics and the common sense of a society. We therefore consider it our duty to raise our students not only as professionals who produce news, prepare content, create advertising and design messages, but also as responsible individuals who undertake the construction of culture and of the message, and who preserve the values of society and carry them into the future. For the responsibility of the pen, the microphone and the camera is not merely to narrate, but to defend what is true, what is right and what is just.

To sustain an academic tradition that places critical thinking, a sense of social responsibility and professional ethics above all else, and to give our students not only a profession but also a new perspective, is our greatest aspiration. Remaining faithful to the values we have inherited from the past, I offer my heartfelt thanks to everyone who accompanies us - and who is considering joining us - on this journey of building the future; and I wish success, health and wellbeing to our entire faculty family.

With my kindest regards,

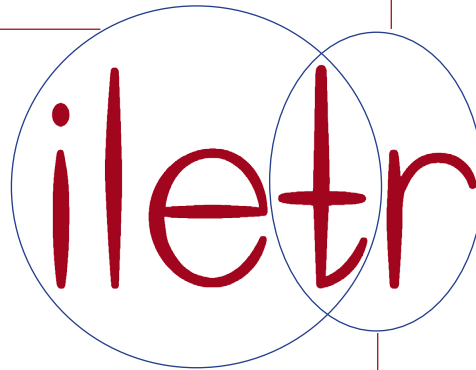
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OUR STORY

İLETİŞİM
COMMUNICATION



[TR] INTERNATIONAL ABBREVIATION
OF TURKISH / TÜRKİYE

TRABZON

OUR STORY





OUR LOGO

TRABZON
ÜNİVERSİTESİ
İLETİŞİM
FAKÜLTESİ



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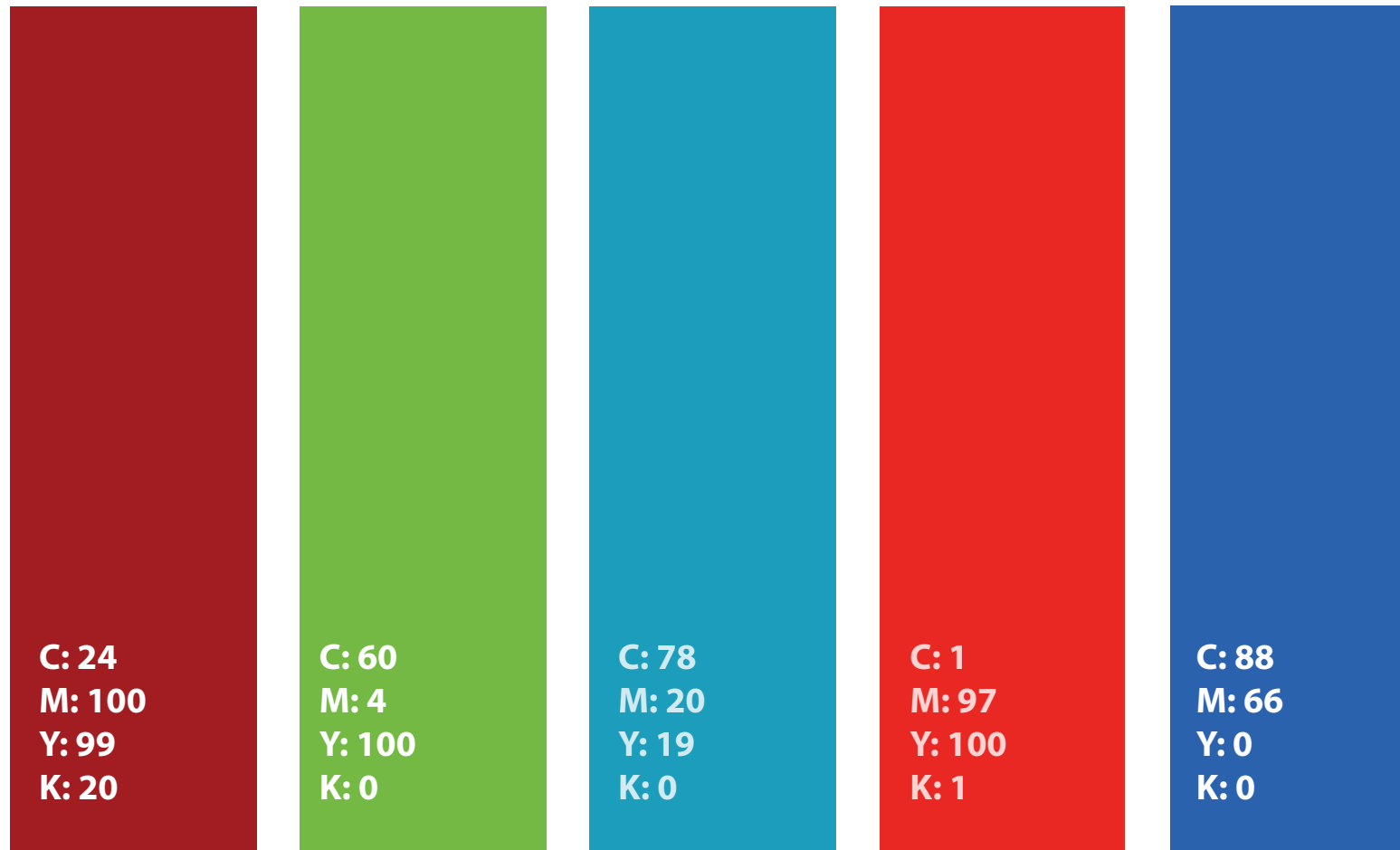
OUR LOGO



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OUR COLOUR CODES



TYPEFACE USAGE

Myriad Pro - Regular

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhiijklmnoöprsştuüvyz
1234567890!'^+%&/()=?

Myriad Pro - Bold

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhiijklmnoöprsştuüvyz
1234567890!'^+%&/()=?

Myriad Pro - Italic

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhiijklmnoöprsştuüvyz
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BLACK & WHITE USAGE

TRABZON
ÜNİVERSİTESİ
İLETİŞİM
FAKÜLTESİ

The logo consists of four black diamonds stacked vertically, with a small black dot positioned to the right of the top diamond.

iletr

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The logo consists of four white diamonds stacked vertically, with a small white dot positioned to the right of the top diamond.

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DEPARTMENT LOGO USAGE



hir
Halkla İlişkiler
ve Reklamcılık

iletr

gzt
Gazetecilik

iletr

rts
Radyo, Televizyon
ve Sinema

iletr



MEDIA CENTRE LOGO USAGE

ajans*iletr*

haber*iletr*

radio*iletr*

webtv*iletr*

**CORPORATE
IDENTITY
SAMPLE
APPLICATIONS**

BUSINESS CARD

Card Front



8.2 cm

4.6 cm

Card Back



LETTERHEAD

21 cm



TRABZON
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📍 Trabzon University Faculty of Communication Fatih Campus 61335 Söğütü/Trabzon

29.7 cm





DIPLOMAT ENVELOPE

11 cm

23 cm





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NAME PLATE

PROF. DR.
EMRE Ş. ASLAN

PROF. DR.
AYNUR KÖSE

Asst. Prof. Dr.
MURAT TOPAL


DEAN


HEAD OF DEPARTMENT


VICE DEAN

 **PROF. DR.**
EMRE Ş. ASLAN



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SLOGAN

