



## **SAHA 2026 BRAND USAGE GUIDELINES**

# 1. Logo Versions

The SAHA 2026 logo has four main versions to be used on different backgrounds:

- Colored Version (Main Logo): Navy blue text and turquoise line on a white background.
- Negative Version: White text and turquoise line on a navy blue background.
- Black Version: Single-color black application.
- White Version: White logo on black or dark backgrounds.



## 2. Logotype & Typeface

The word SAHA is designed with a modern, angular typeface that evokes technology. The number 2026 is placed below the logo, following the same typographic style.

Tagline:

Turkish: Uluslararası Savunma, Havacılık ve Uzay Sanayi Fuarı  
English: International Defence & Aerospace Exhibition

The tagline may be used in either language, but never independently from the logo or in a different font.

## 3. Color Palette

Corporate colors:

SAHA Navy Blue:

- HEX #28347D
- RGB 40-52-125
- CMYK 68 C / 58 M / 0 Y / 51 K

SAHA Turquoise:

- HEX #7CC8CF
- RGB 124-200-207
- CMYK 40 C / 3 M / 0 Y / 19 K

Black: HEX #000000 | RGB 0-0-0 | CMYK 0/0/0/100

White: HEX #FFFFFF | RGB 255-255-255 | CMYK 0/0/0/0

Pantone (spot colors): Closest Pantone equivalents must be verified using a physical Pantone guide (recommended method: Illustrator "Recolor Artwork").



## 4. Clear Space & Minimum Size

- Always leave a clear space equal to the height of the “S” in SAHA around the logo.
- Minimum usage size: 25 mm width (print) / 150 px width (digital).
- For smaller applications, the tagline must be removed.



## 5. Correct & Incorrect Usage

### Correct Usage:

- Apply the defined color palette.
- Maintain proportions and spacing.
- Use on corporate background colors.



### Incorrect Usage:

- Changing colors (e.g., red, green, etc.).
- Skewing, rotating, or distorting the logo.
- Removing or recoloring the turquoise line.
- Changing the typeface.
- Using opacity or transparency effects.



## 6. Background Usage

- Light backgrounds: Use the colored logo.
- Dark backgrounds: Use the negative (white) version.
- Photographs: Place the logo on clear, high-contrast areas to ensure legibility.
- If necessary, use a semi-transparent white/navy box behind the logo.

## 7. Digital & Print Applications

- Print Materials: Catalogs, brochures, fair materials, roll-ups, business cards, etc.
- Digital Materials: Website, social media, e-mail signatures, digital presentations.
- Video & Motion Graphics: The logo may be animated with the turquoise line, but typographic integrity must be preserved.

## 8. File Formats

Logos are provided on our website in the following formats:

- AI / .EPS: For vector and print works.
- .PNG (transparent): For digital platforms.
- .JPG: For standard images.
- .SVG: For scalable web usage.

## Contact & Legal Notice

For all questions regarding brand usage:  
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Last Update: 25.08.2025