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[www.hollgraphic.com.tr](http://www.hollgraphic.com.tr)

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# Tasarıma farklı bir bakış açısı



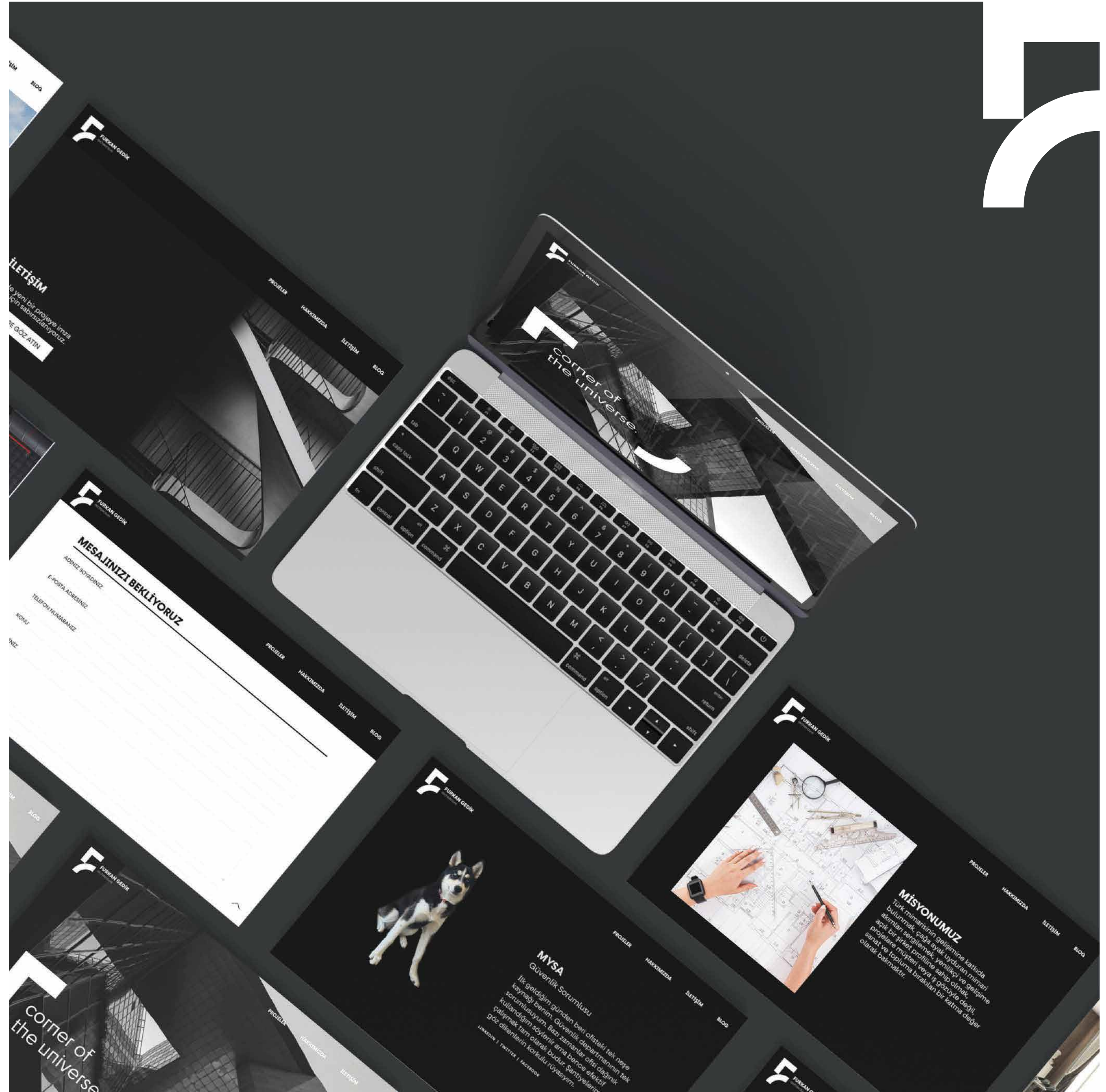
# Seçtiğimiz işler...

2020- 2022



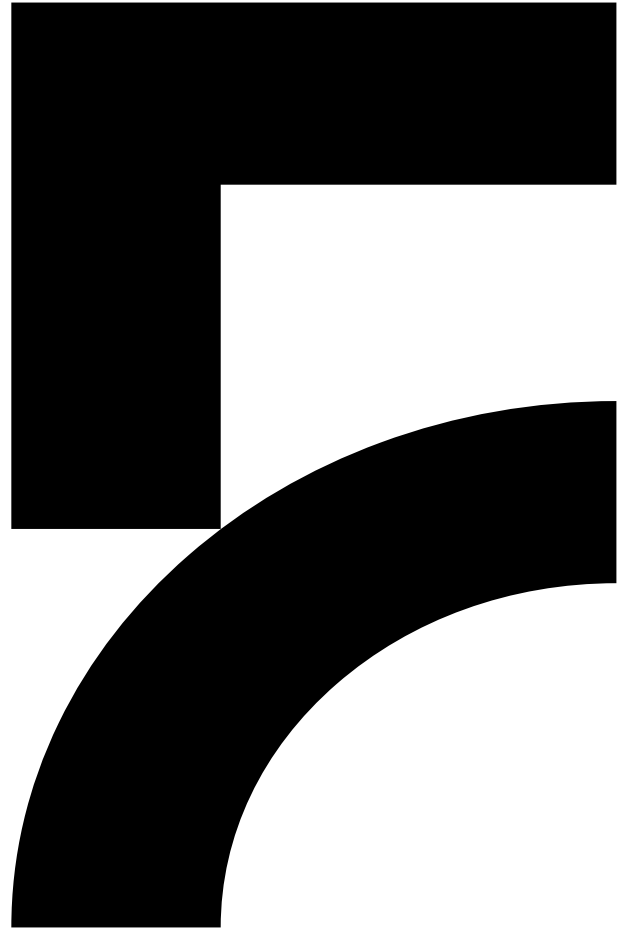
# Furkan Gedik

- ▣ logo tasarımı
- Kurumsal kimlik tasarımı
- Poster tasarımı
- Banner tasarımı
- Web site tasarımı
- Sosyal medya tasarımı





# logo tasarımı



**FURKAN GEDİK**  
architecture



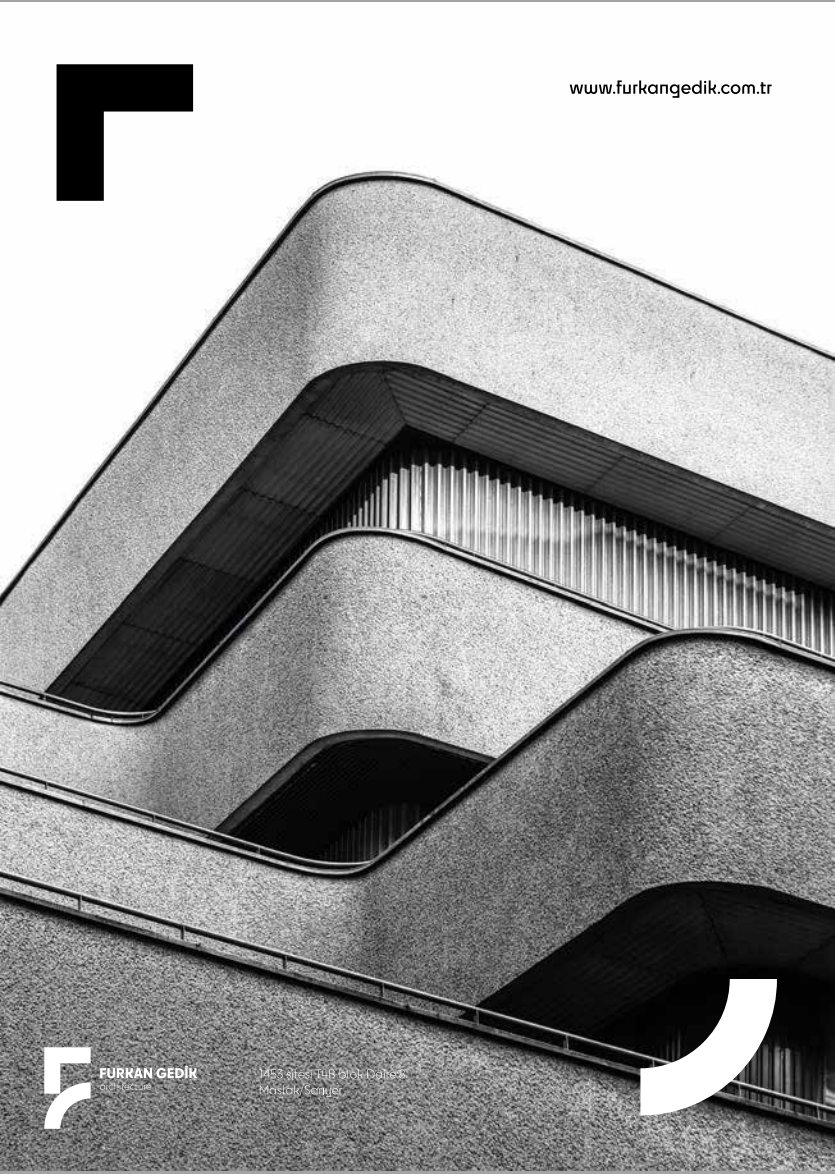
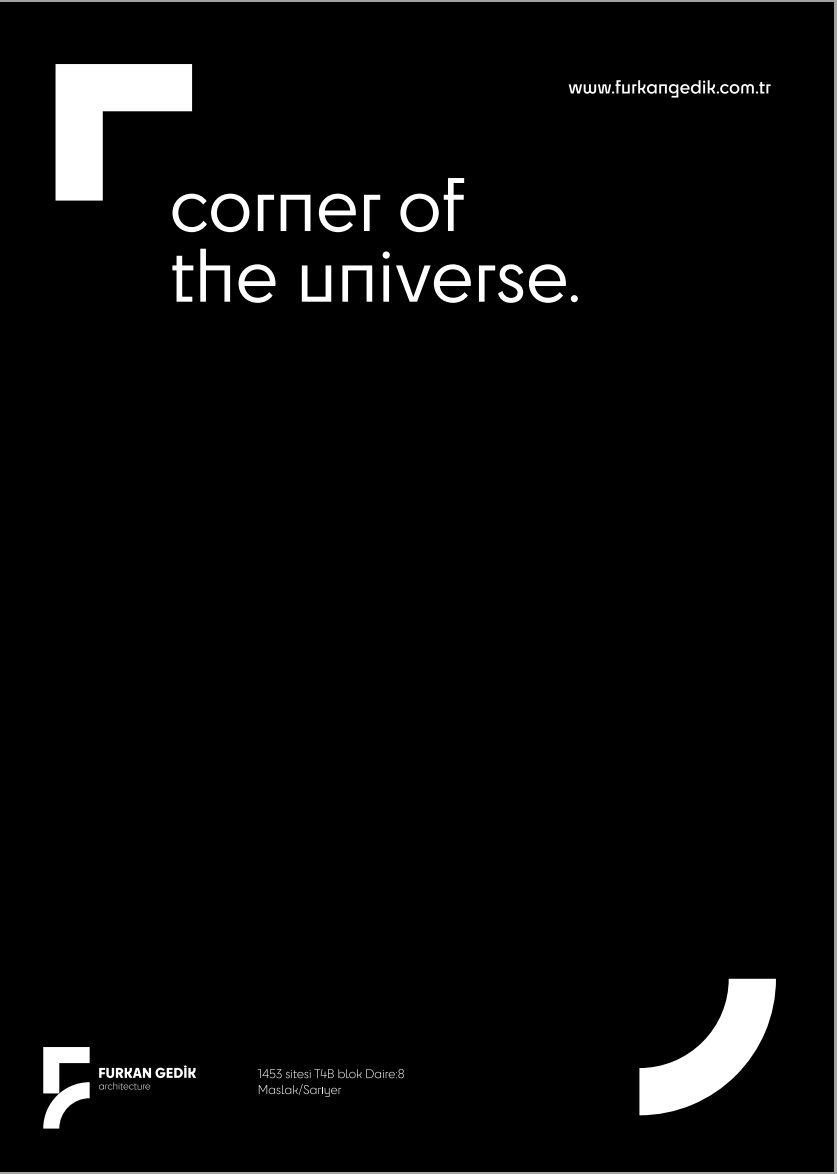
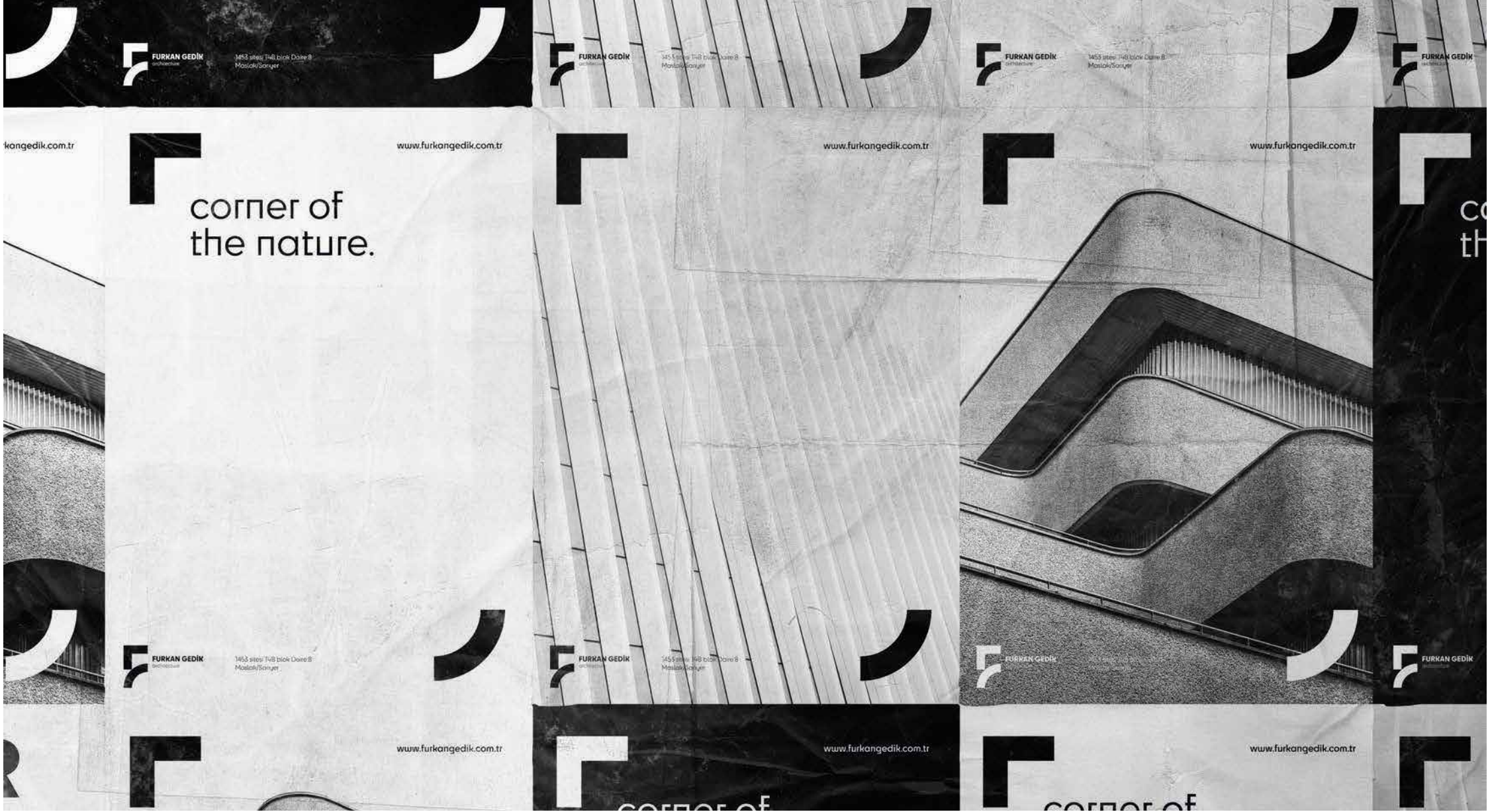
**FURKAN GEDİK**  
architecture

# Kurumsal kimlik tasarımı



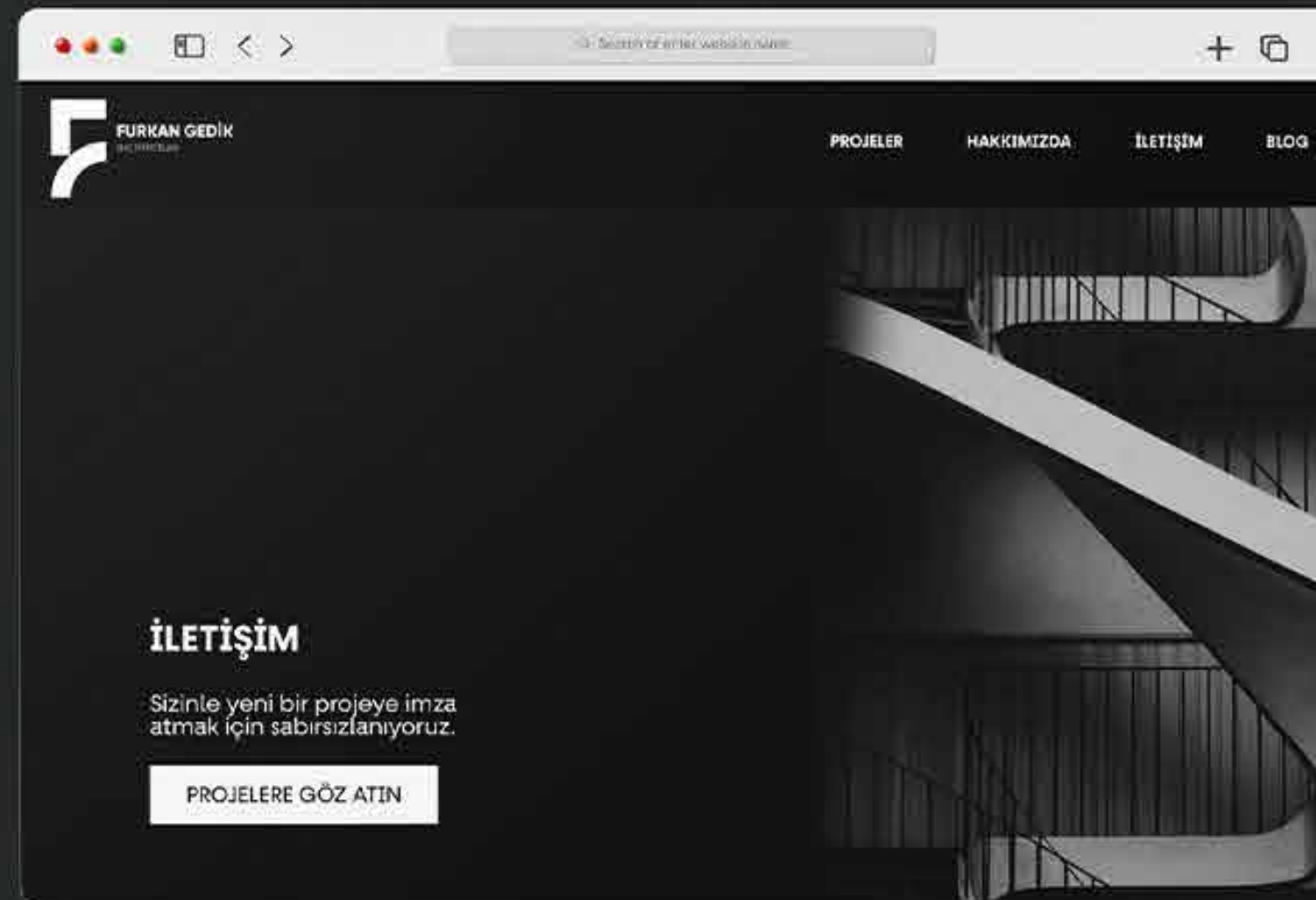
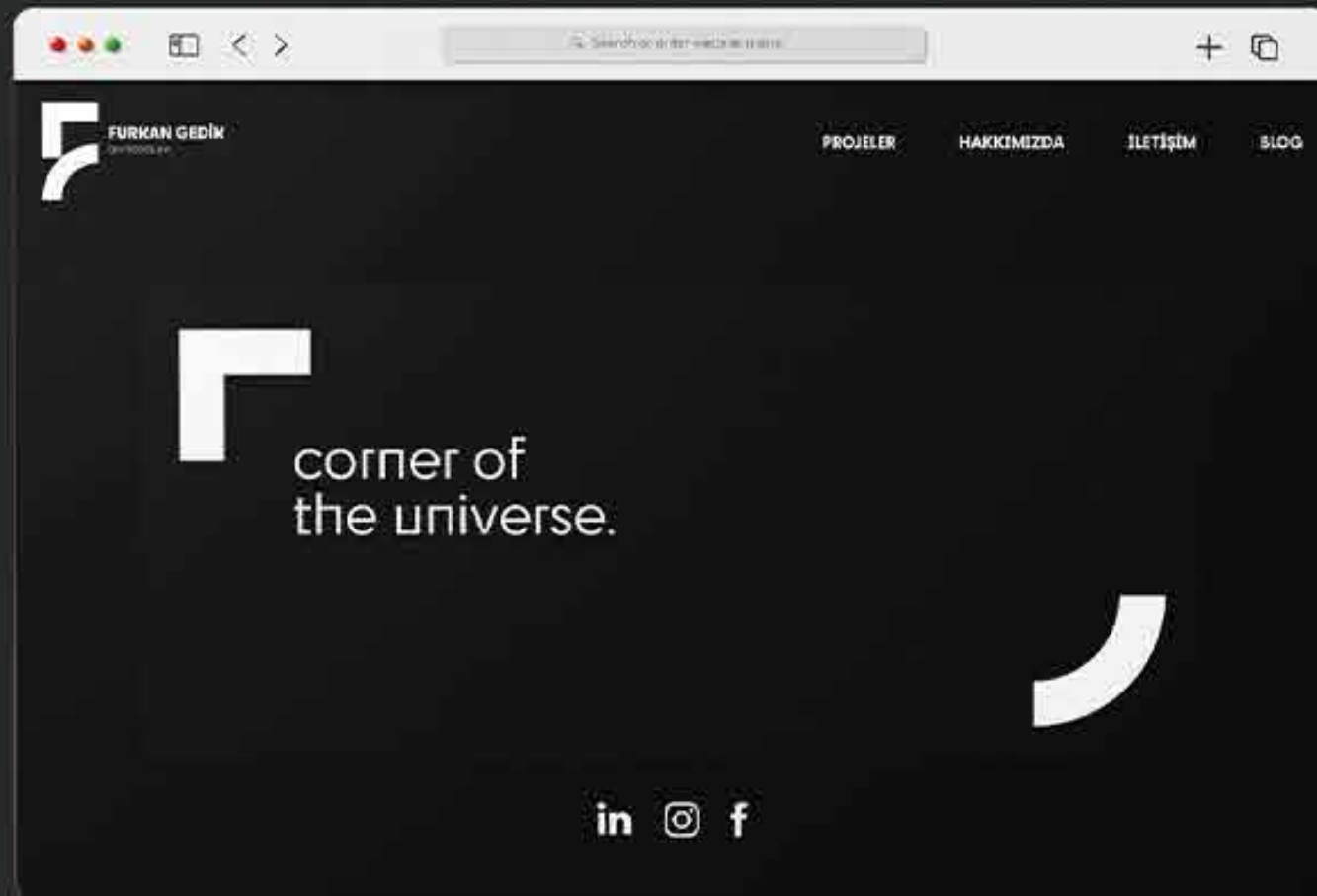
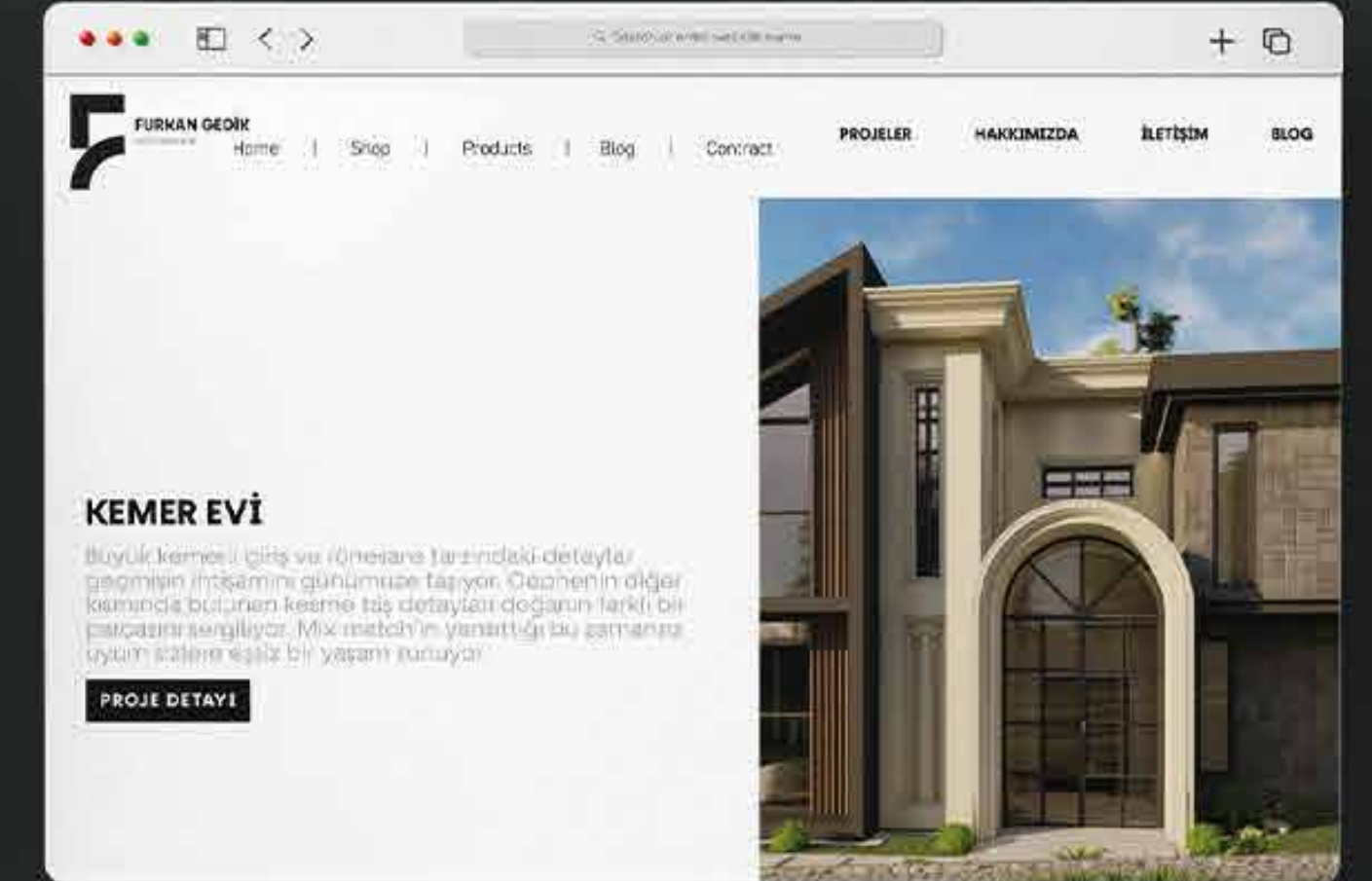


# Poster tasarımı





# Web site tasarımı





# Jaqar



Web site tasarımı

Sosyal medya tasarımı

Katalog tasarımı



logo tasarımı

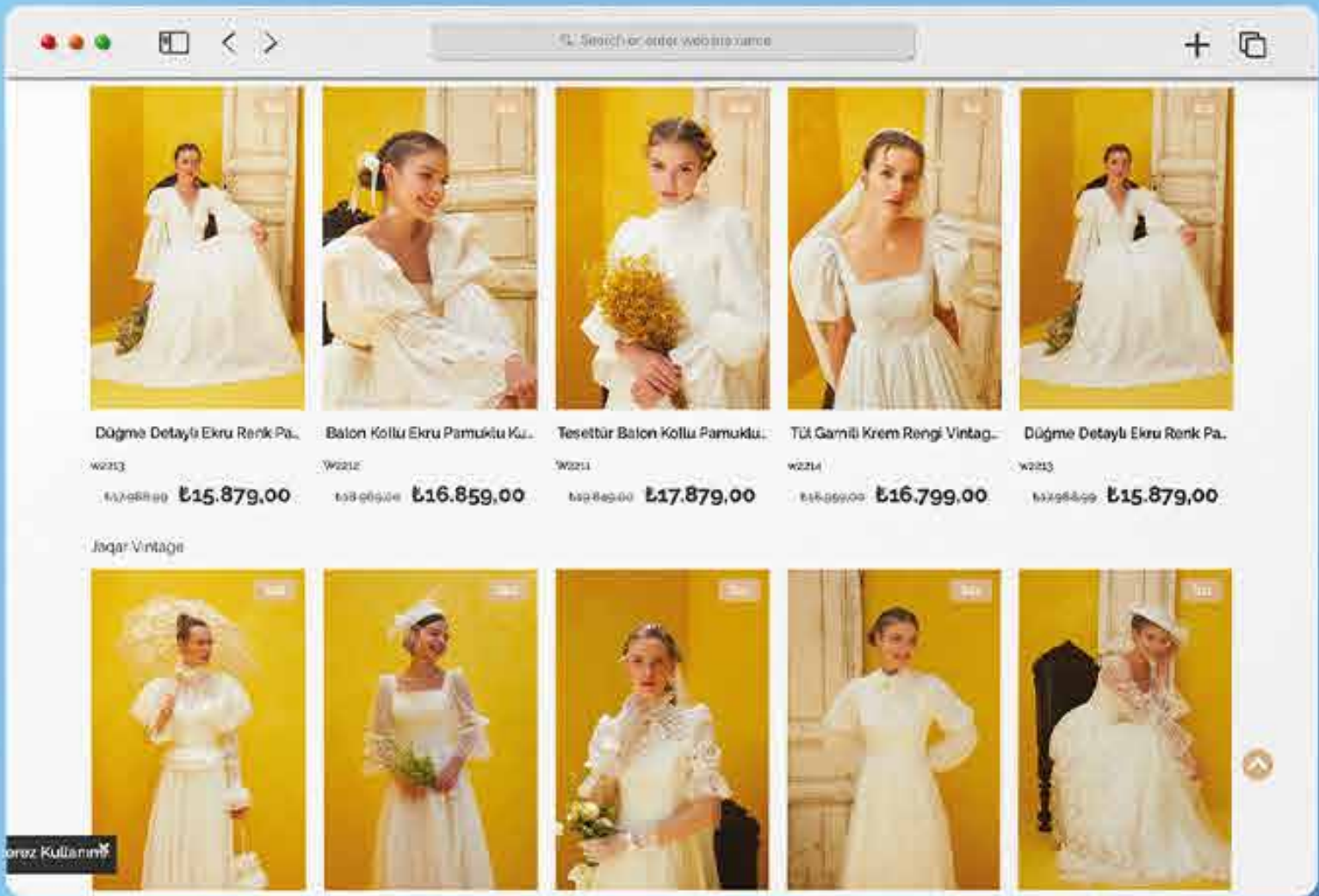
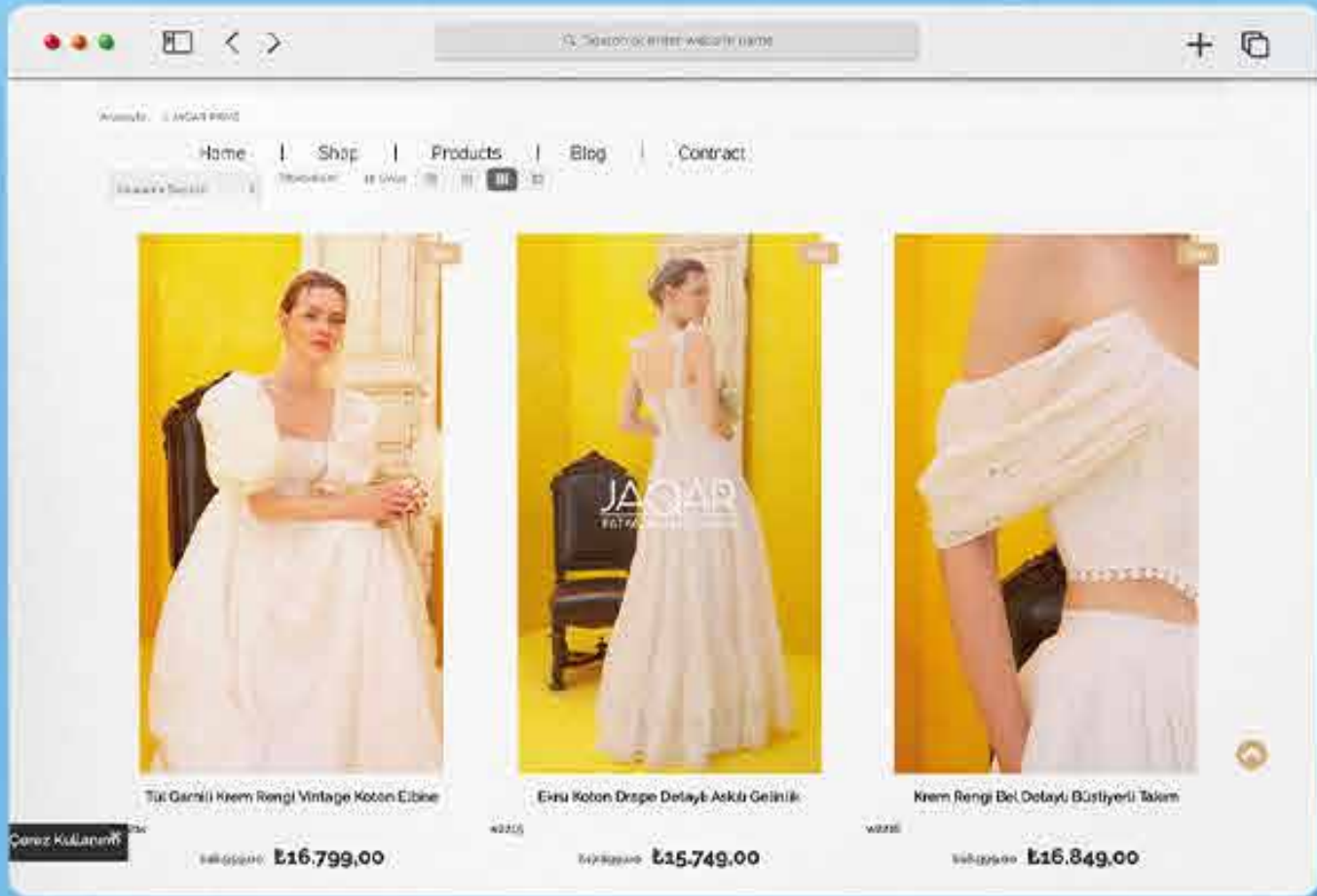
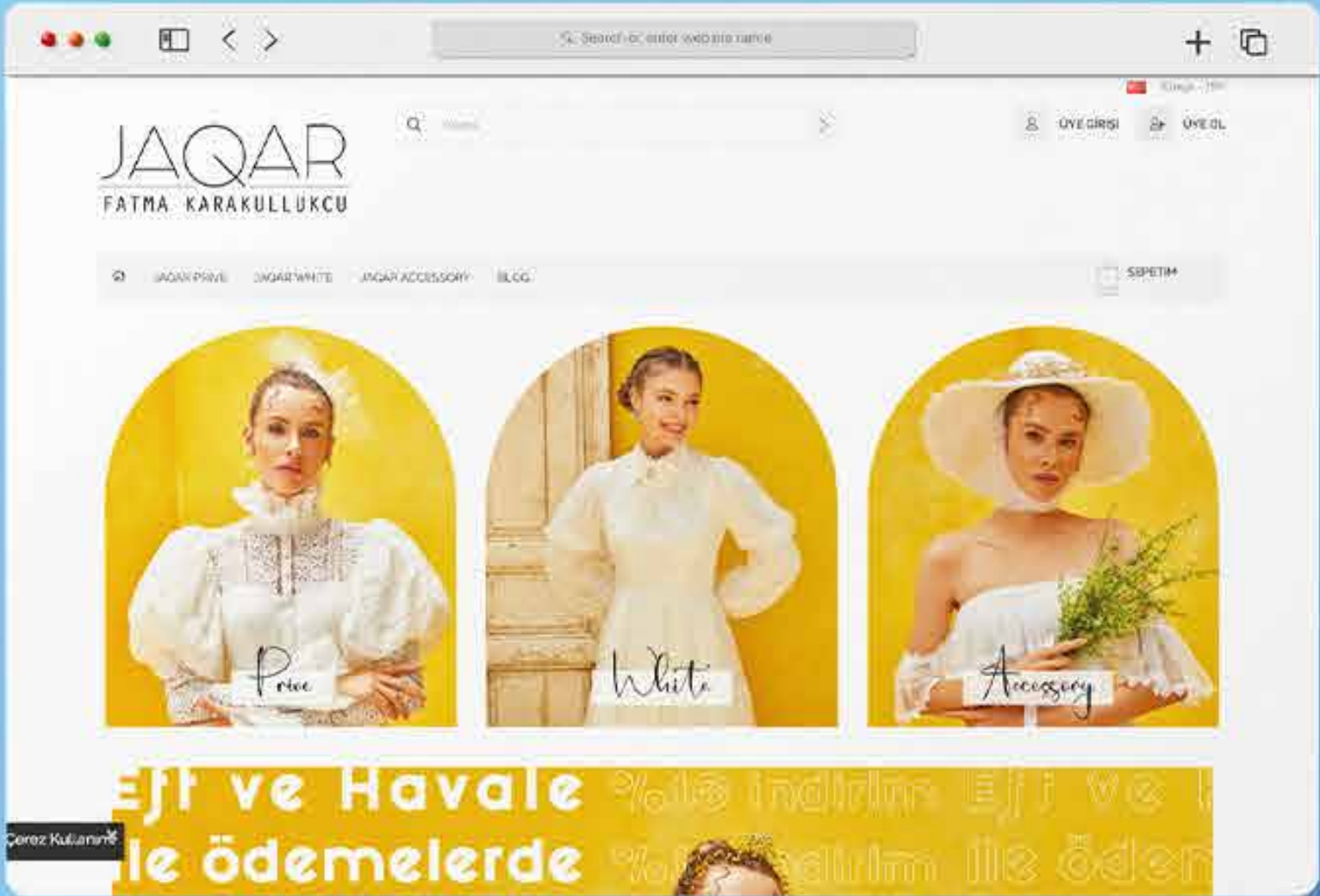
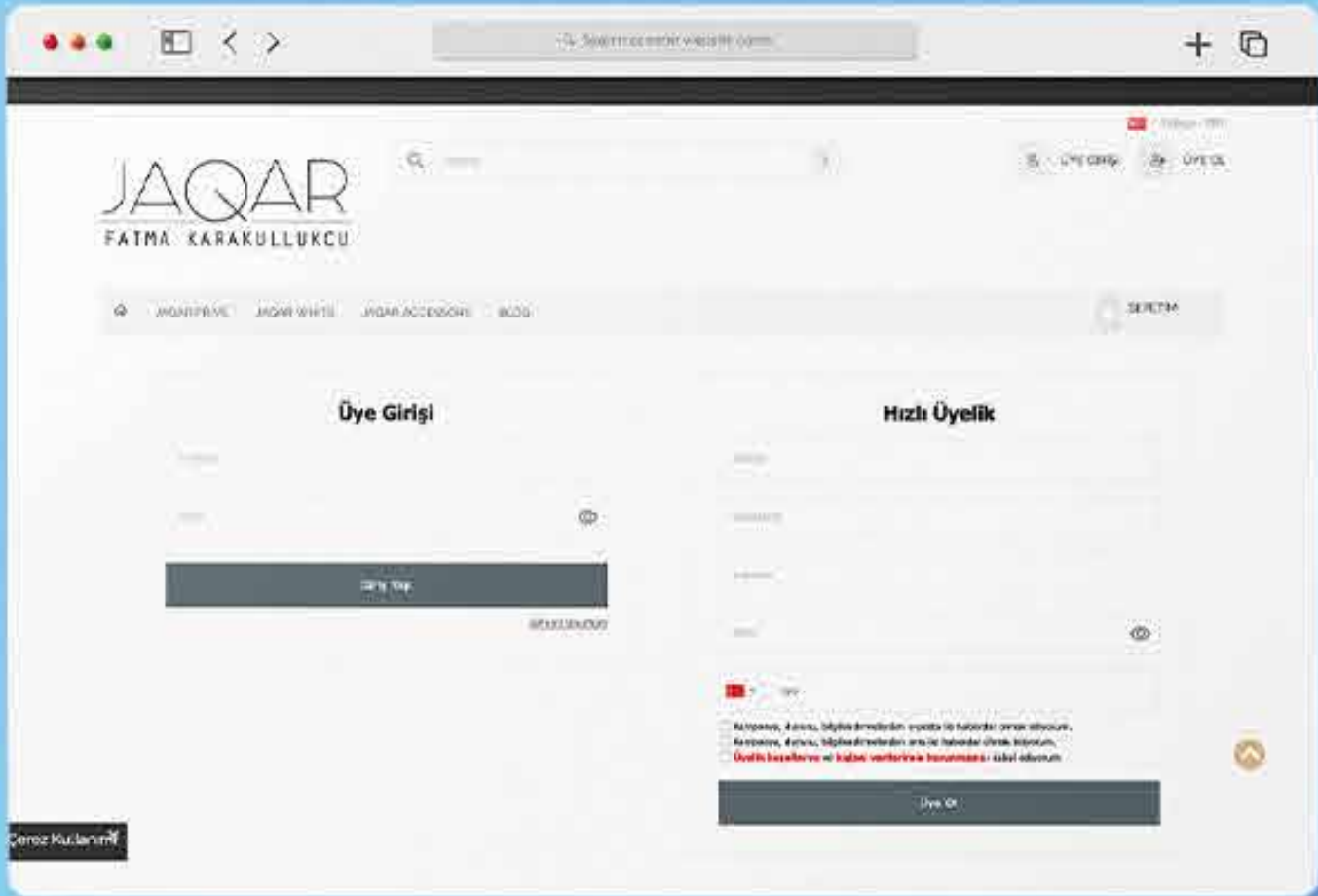
J A Q A R

---

FATMA KARAKULLUKCU



# Web sitesi tasarımı





# Sosyal medya tasarımı





# Katalog tasarımı





# Karaburun mandırası/ Bekirağā



Font tasarımı

logo tasarımı

Kurumsal kimlik tasarımı

Ambalaj tasarımı



BEKİRAGĀ

1974



# Font tasarımı

A B C C D E F G  
Ĉ Ħ İ Ĵ K L M N O  
Ŏ P R S S T U Ũ  
V Y Z W X Q

A B C C D E F G  
Ĉ Ħ İ Ĵ K L M N O  
Ŏ P R S S T U Ũ  
V Y Z W X Q

## Logo tasarımı

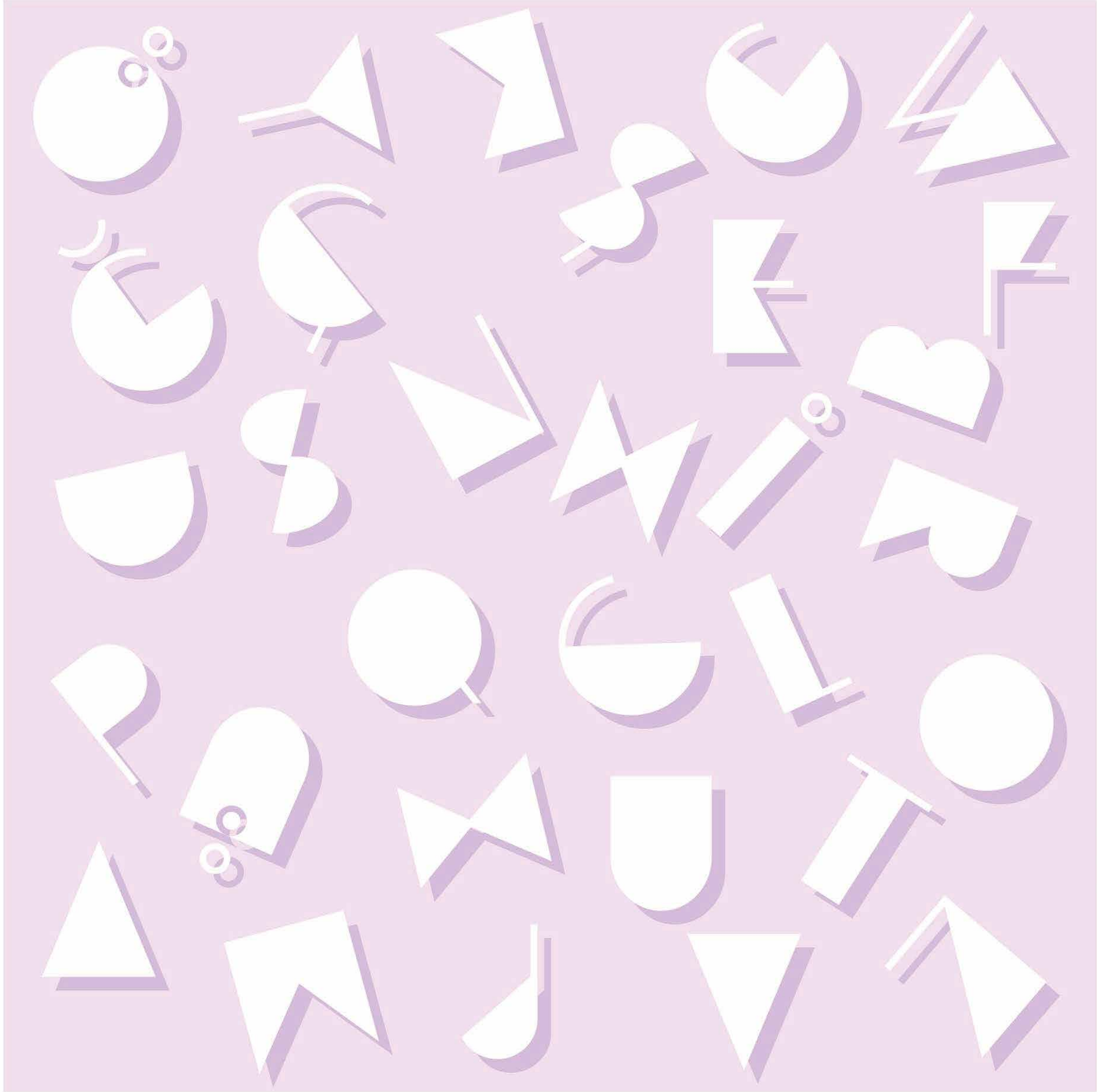
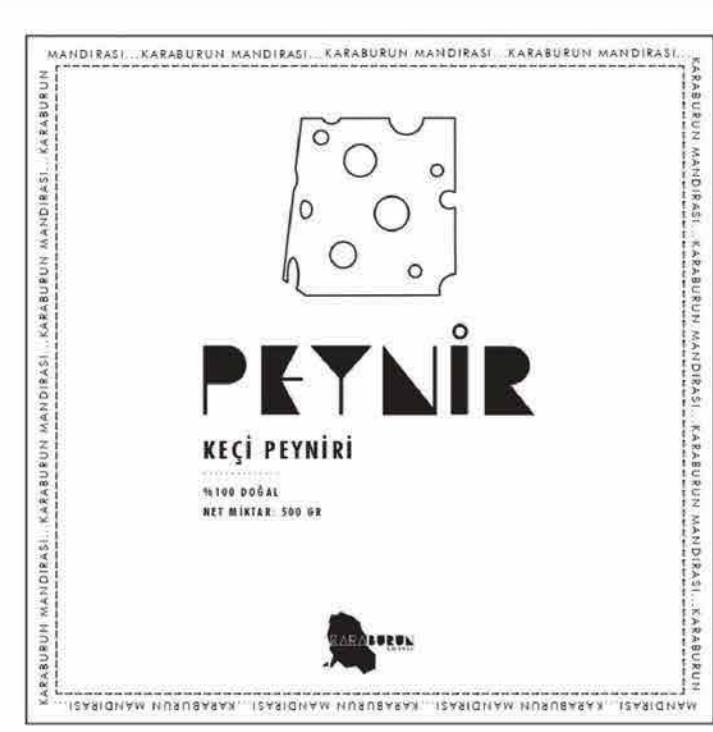
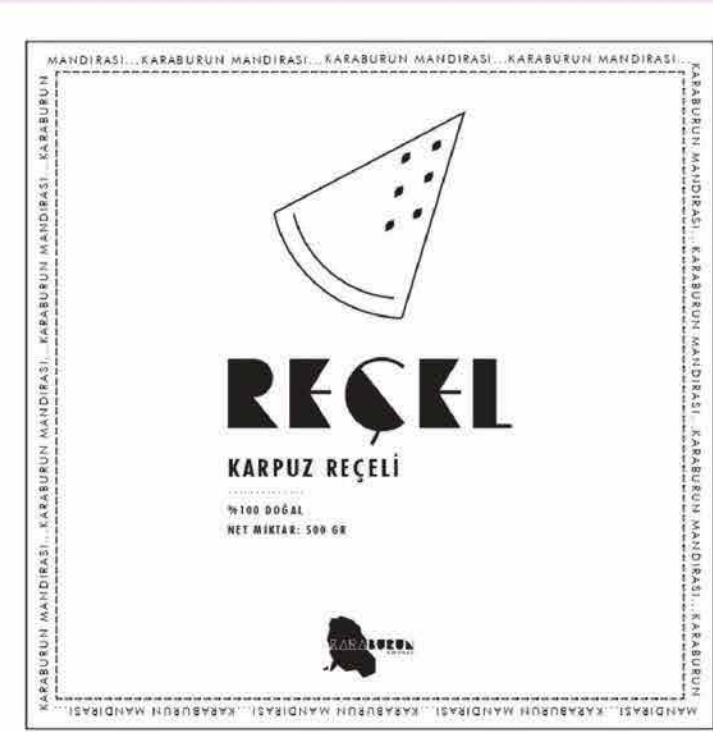
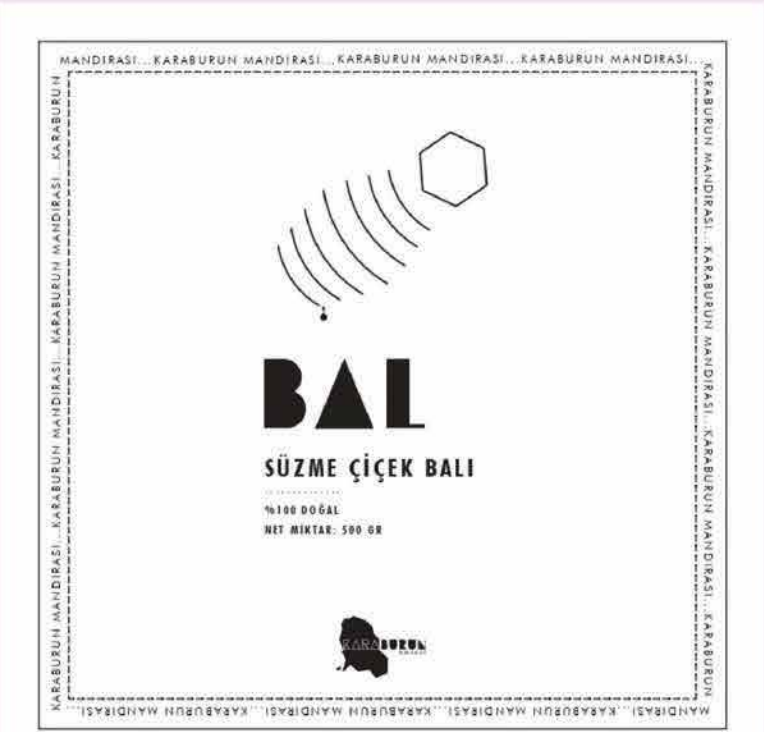




# Kurumsal kimlik tasarımı



# Etiket tasarımı





# Ambalaj tasarımı





# İtikam

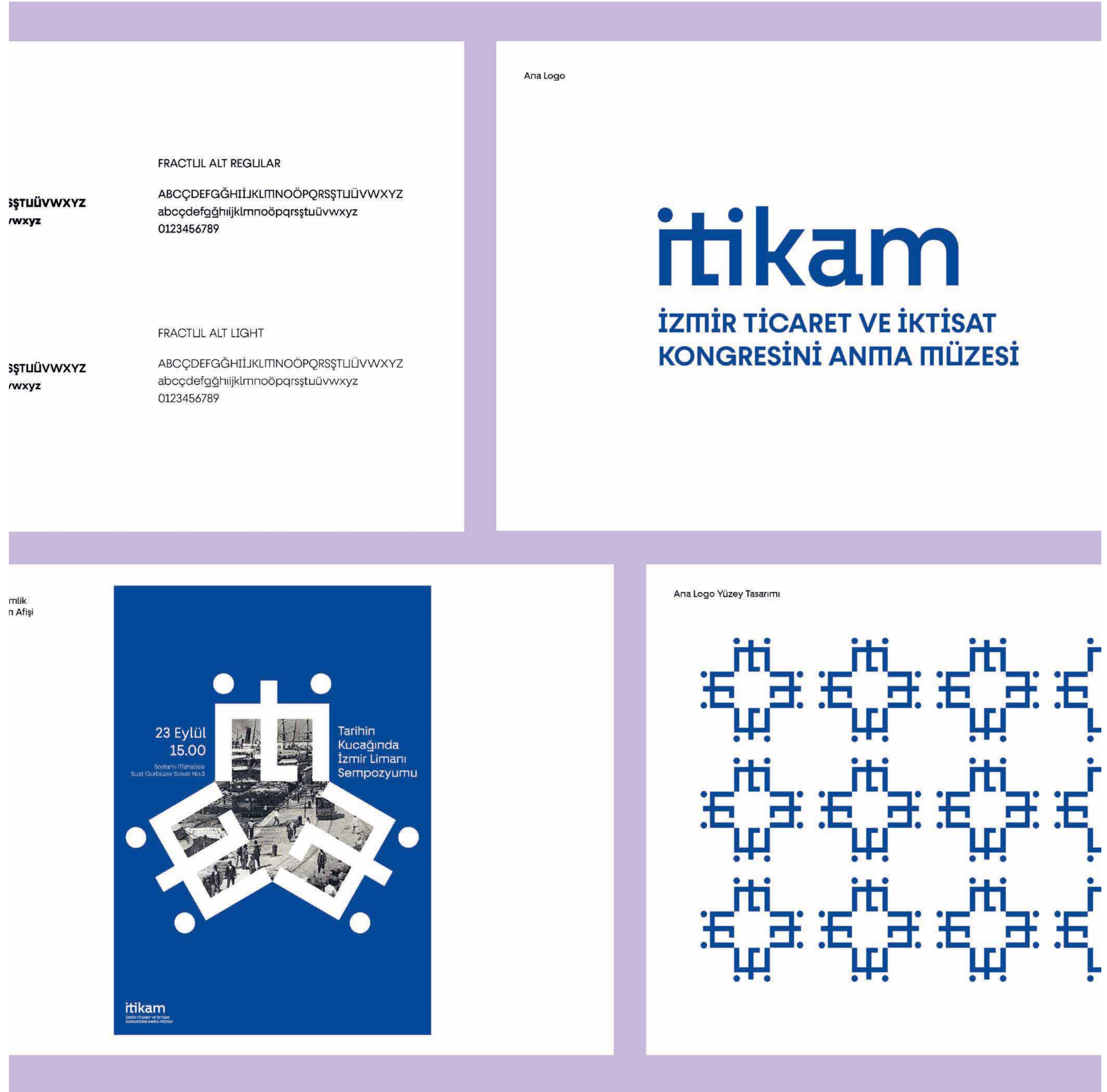
izmir ticaret ve iktisat  
kongresini anma müzesi



Logo tasarımı

Kurumsal kimlik tasarımı

poster tasarımı





# Logo tasarımı

Ana Logo

# itikam

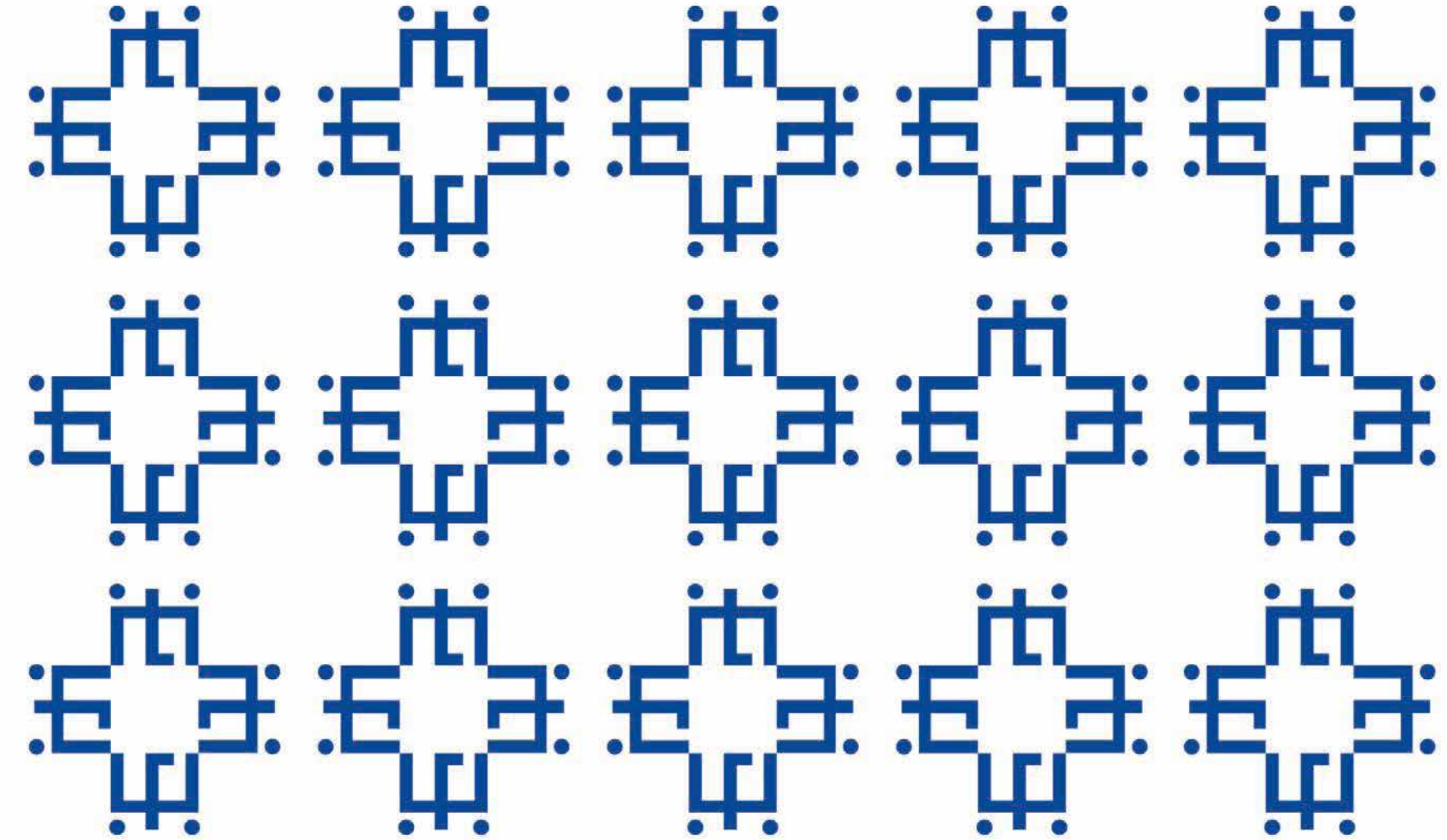
İZMİR TİCARET VE İKTİSAT  
KONGRESİNİ ANMA MÜZESİ



C - 100  
M - 75  
Y - 0  
K - 0

#004899

iti





# Kurumsal kimlik tasarımı





# Kurumsal kimlik tasarımı





# Poster tasarımı





# Kumu



Logo tasarımı

Kurumsal kimlik tasarımı

poster tasarımı





## Logo tasarımı

U

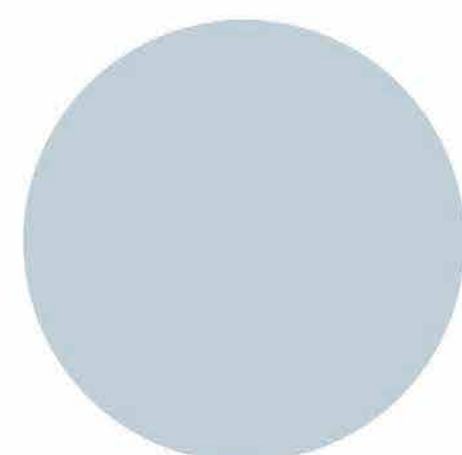
Um

KUMU

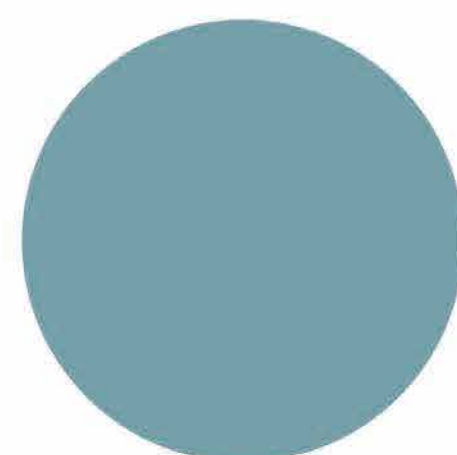
KUMU



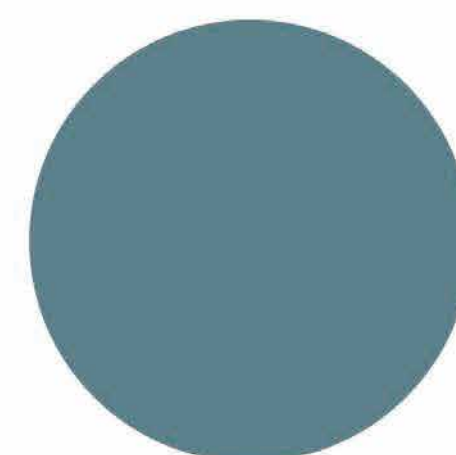
KUmmU



#C2D0D9



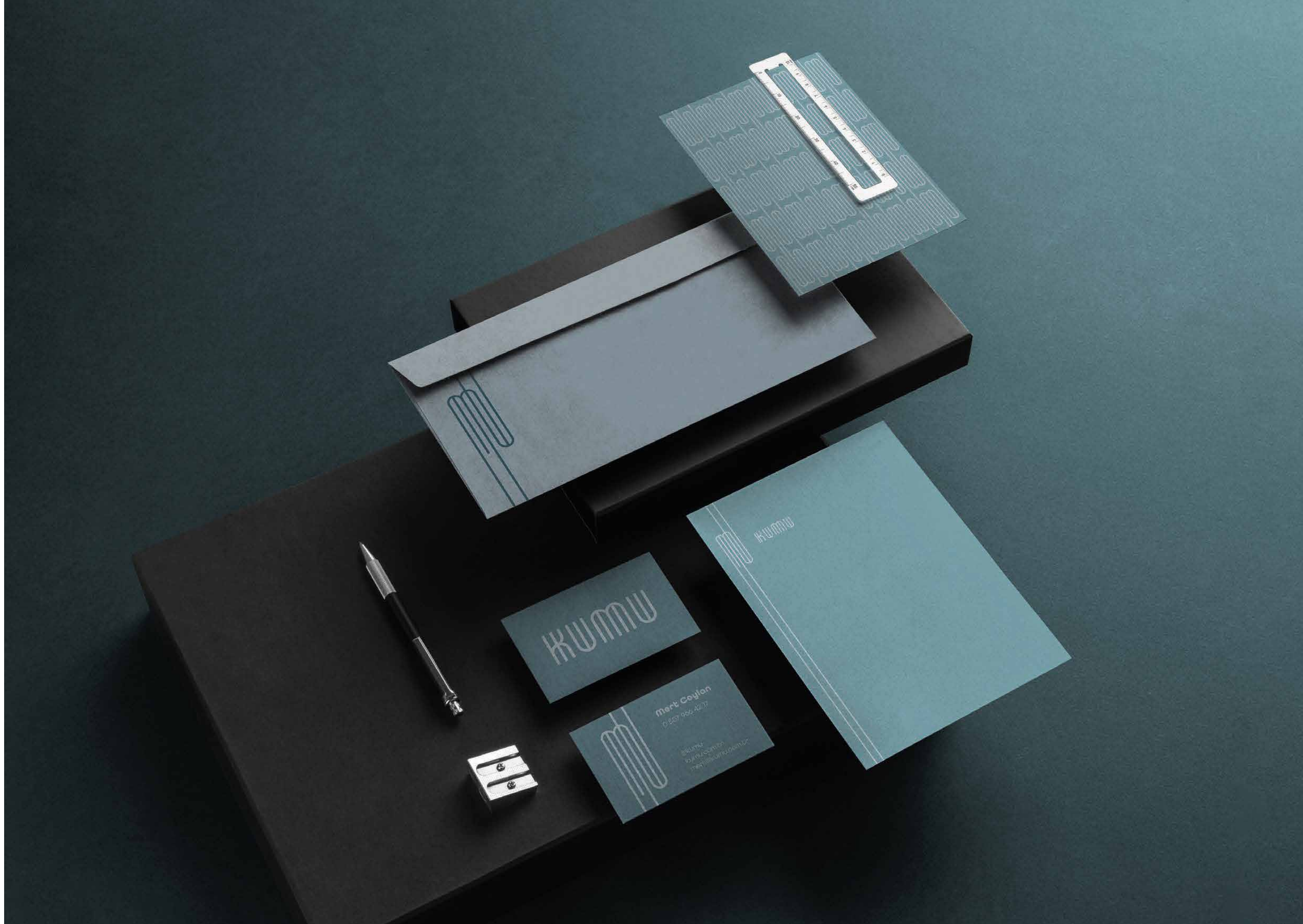
#789FA8



#5E818C



# Kurumsal kimlik tasarımı





# Poster tasarımı



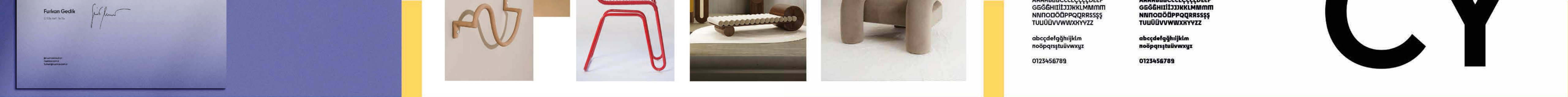


# Nuance

- Logo tasarımı
- Kurumsal kimlik tasarımı







Kurumsal Kimlik Tasarımı

Logo

Font ailesi 2.0

2

Regular

AAAA BBBB CCC CEEF  
GĞĞHHİİJJKKLMMM  
NNNOÖÖPPQRRSSŞ  
TUUUÜVVVWXXYYZZ

abcçdefğğhijklm  
noöpqrsştüüvwxyz

0123456789

Black

AAAA BBBB CCC CEEF  
GĞĞHHİİJJKKLMMM  
NNNOÖÖPPQRRSSŞ  
TUUUÜVVVWXXYYZZ

abcçdefğğhijklm  
noöpqrsştüüvwxyz

0123456789

Cy font ailesi  
sağladığı harf ve aile  
çeşitliliği ile oluşturulan  
kimliği desteklemektedir.

CY

Kurumsal Kimlik Tasarımı

İsim

Logo 1.0

1

NUANCE

interior solution

Kurumsal Kimlik Tasarımı

Logo

Tipografi 3.2

9

NUANCE

interior solution

7

NUANCE

interior solution

Kurumsal Kimlik Tasarımı

İsim

Logo 1.2

10

NUANCE

interior solution

Kurumsal Kimlik Tasarımı

Renk

Palet 5.0

9

NUANCE

interior solution

6.2

zarf

13

Kurumsal Kimlik Tasarımı

Logo

Tipografi 3.0

4

Kurumsal Kimlik Tasarımı

Kurumsal 6.1

Antetli kağıt

12



## Logo tasarımı

NUANCE  
interior solution



Logo tasarımı

NUANCE  
interior solution

NUANCE  
interior solution



NUANCE  
interior solution

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NUANCE  
interior solution

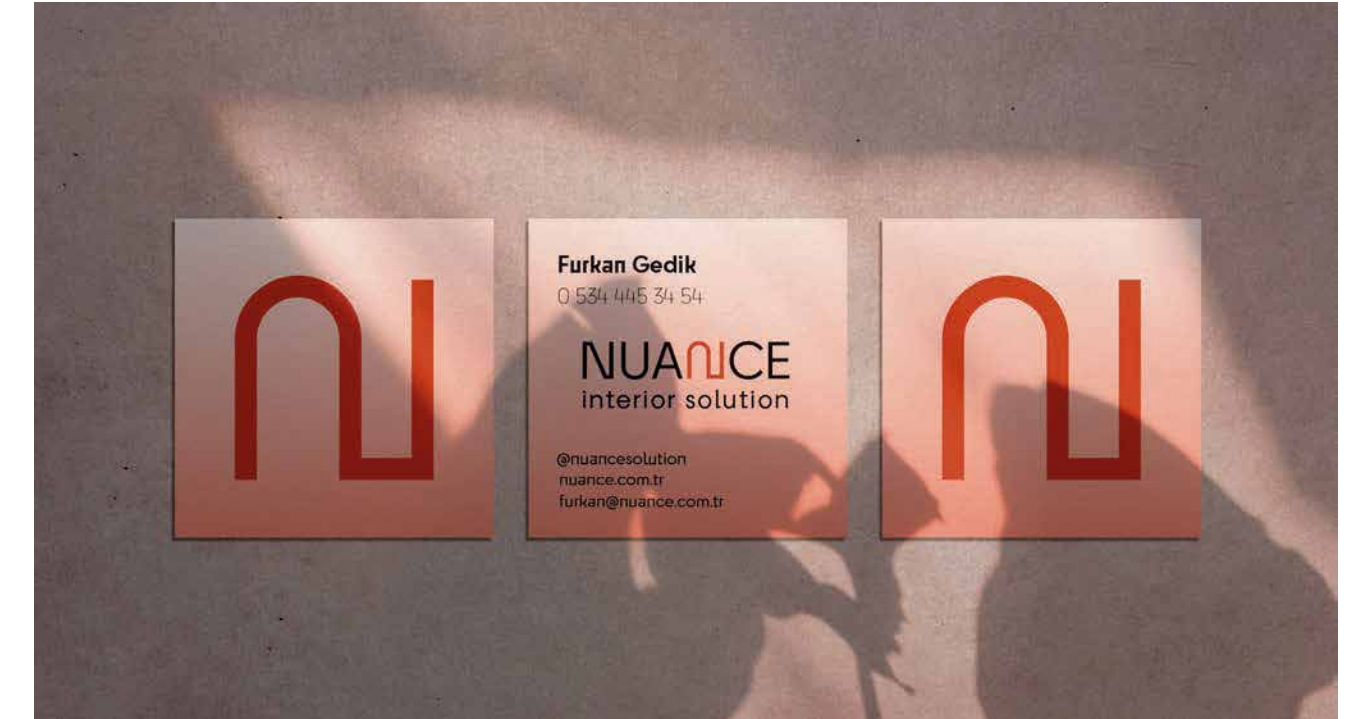
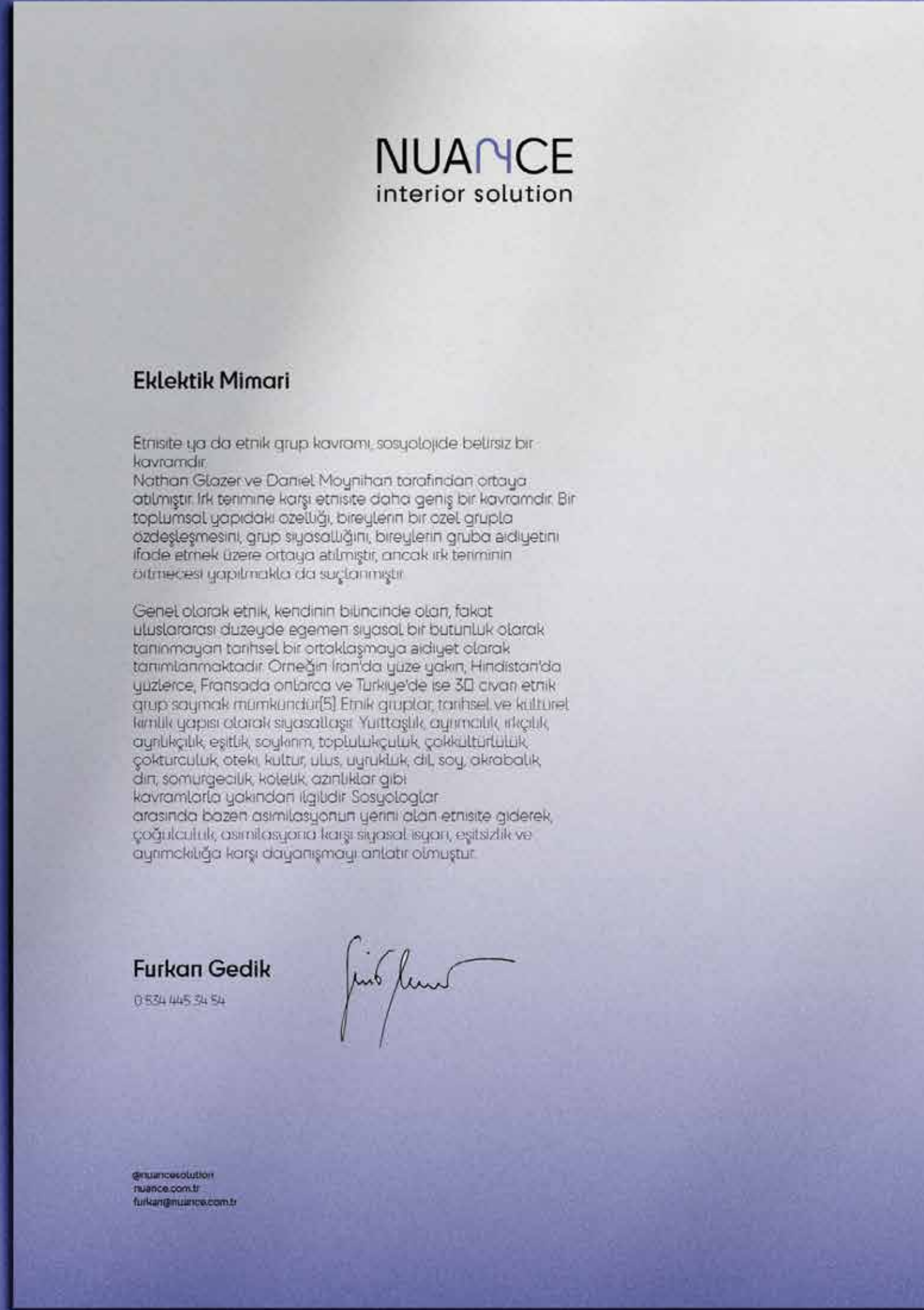
NUANCE  
interior solution



NUANCE  
interior solution



# Kurumsal kimlik tasarımı





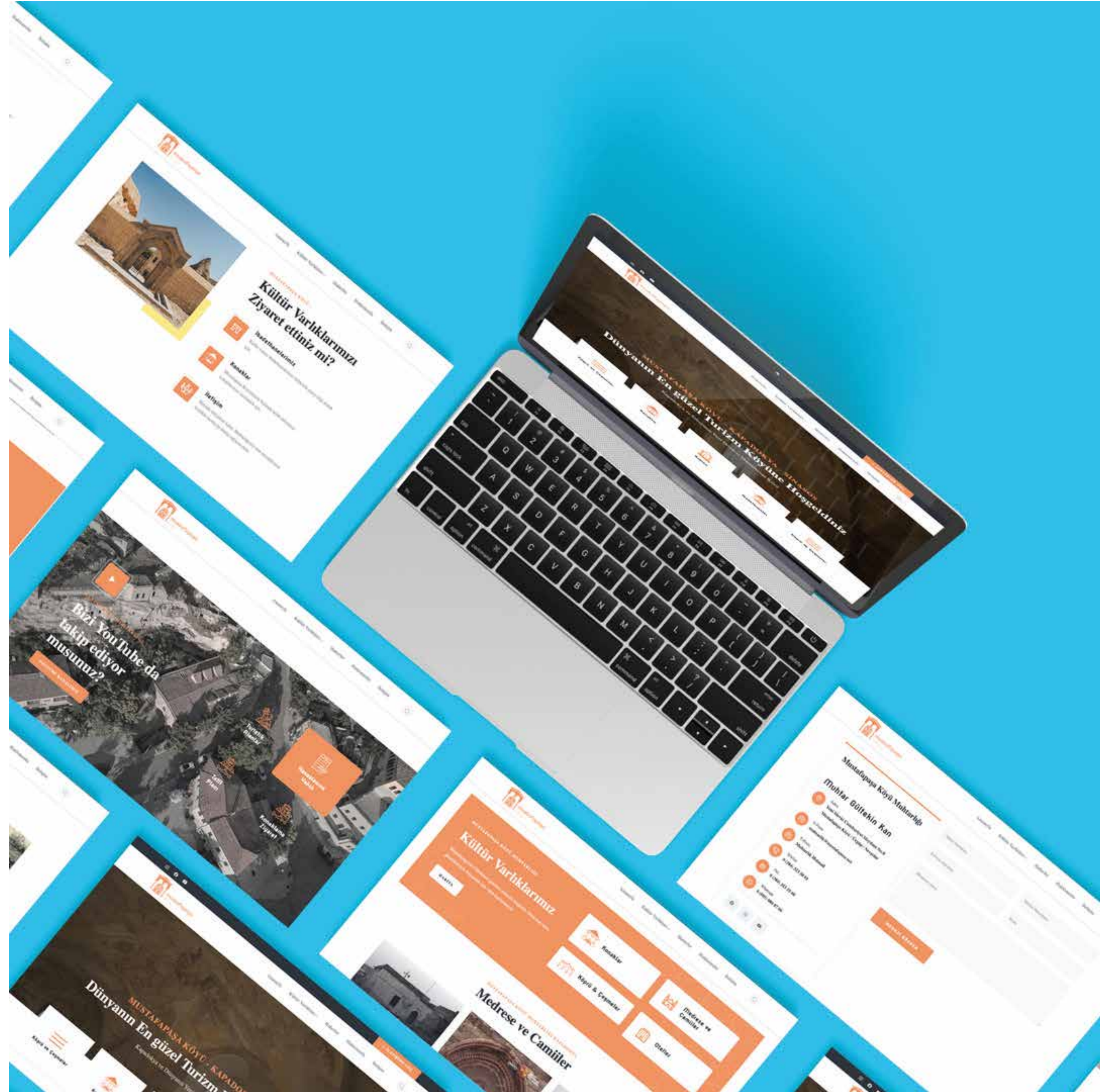
# Mustafapaşa



Logo tasarımı

Kurumsal kimlik tasarımı

Web sitesi tasarımı







Mustafapaşa



mustafapaşa



mustafapaşa



mustafapaşa

Logo sunum 0.1  
Logo 1.1  
Kurumsal Font:

All Round Gothic BOLD

ABCÇDEFGĞHİİJKLMN  
OÖPQRSŞTUÜVWXYZ  
0123456789

All Round Gothic MEDIUM

ABCÇDEFGĞHİİJKLMN  
OÖPQRSŞTUÜVWXYZ  
0123456789

All Round Gothic XLIG

ABCÇDEFGĞHİİJKLMN  
OÖPQRSŞTUÜVWXYZ  
0123456789

All Round Gothic MEDIUM 30pt

ABCÇDEFGĞHİİJKLMNOÖPQRSŞTUÜVWXYZ  
0123456789

All Round Gothic MEDIUM 20pt

ABCÇDEFGĞHİİJKLMNOÖPQRSŞTUÜVWXYZ  
0123456789

All Round Gothic MEDIUM 12

ABCÇDEFGĞHİİJKLMNOÖPQRSŞTUÜVWXYZ  
0123456789

All Round Gothic MEDIUM 8pt

ABCÇDEFGĞHİİJKLMNOÖPQRSŞTUÜVWXYZ  
0123456789

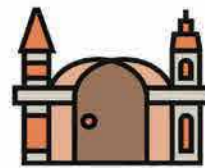
m

Logo sunum 0.1  
Logo 0.5



mustafapaşa

Logo sunum 0.1  
Logo 0.9



mustafapaşa

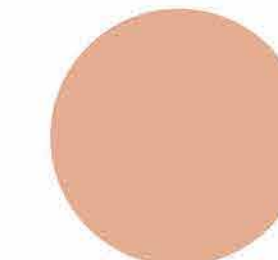
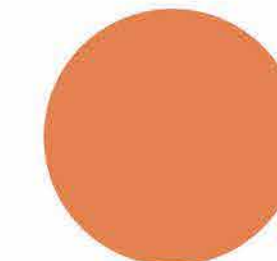
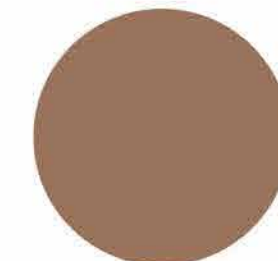
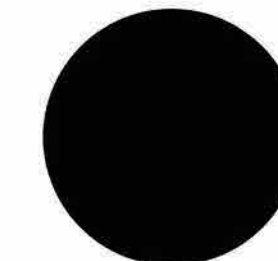


mustafapaşa



mustafapaşa

Logo sunum 0.1  
Logo 1.2  
Kurumsal renk paleti



Logo sunum 0.1  
Logo 0.8



mustafapaşa

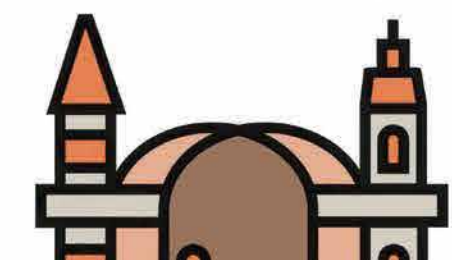


mustafapaşa



mustafapaşa

mustafapaşa







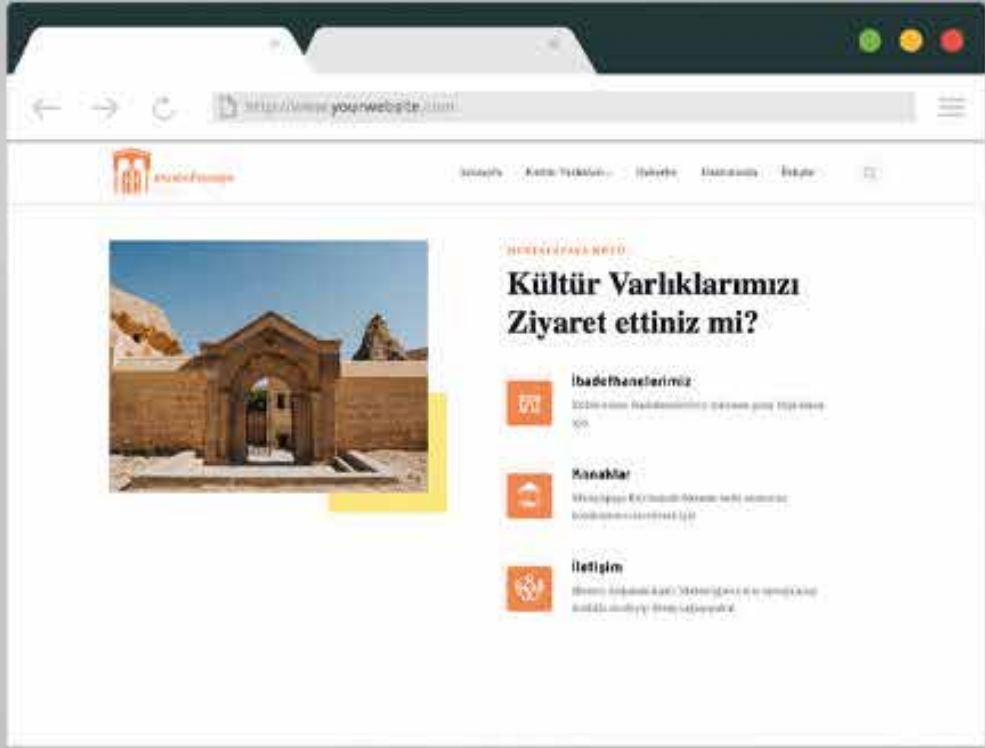
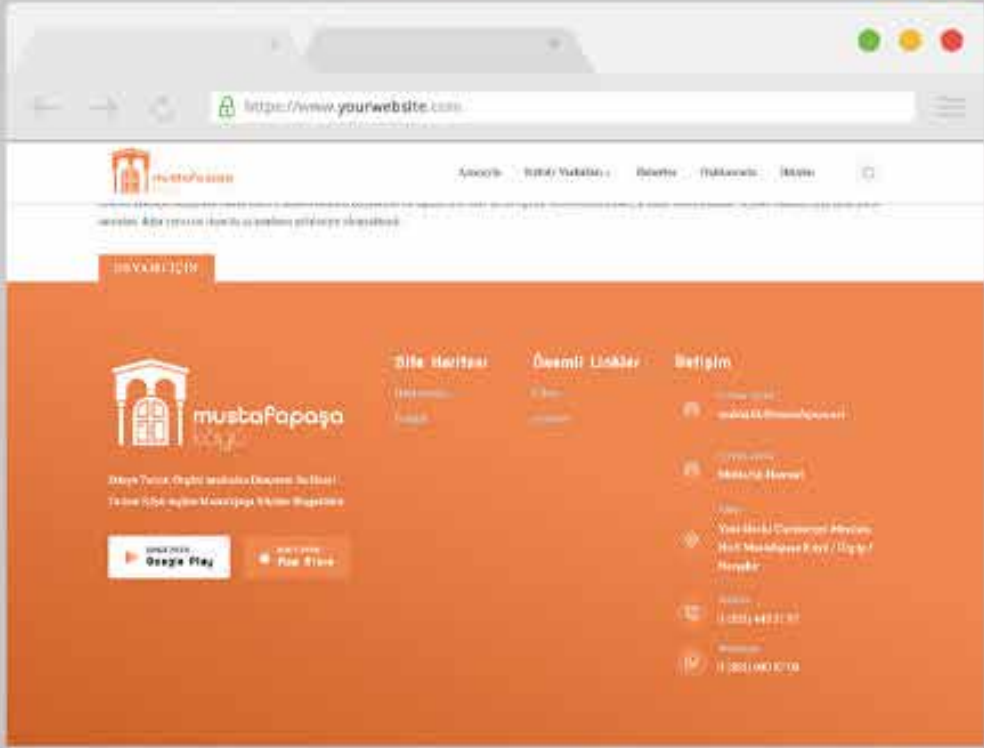
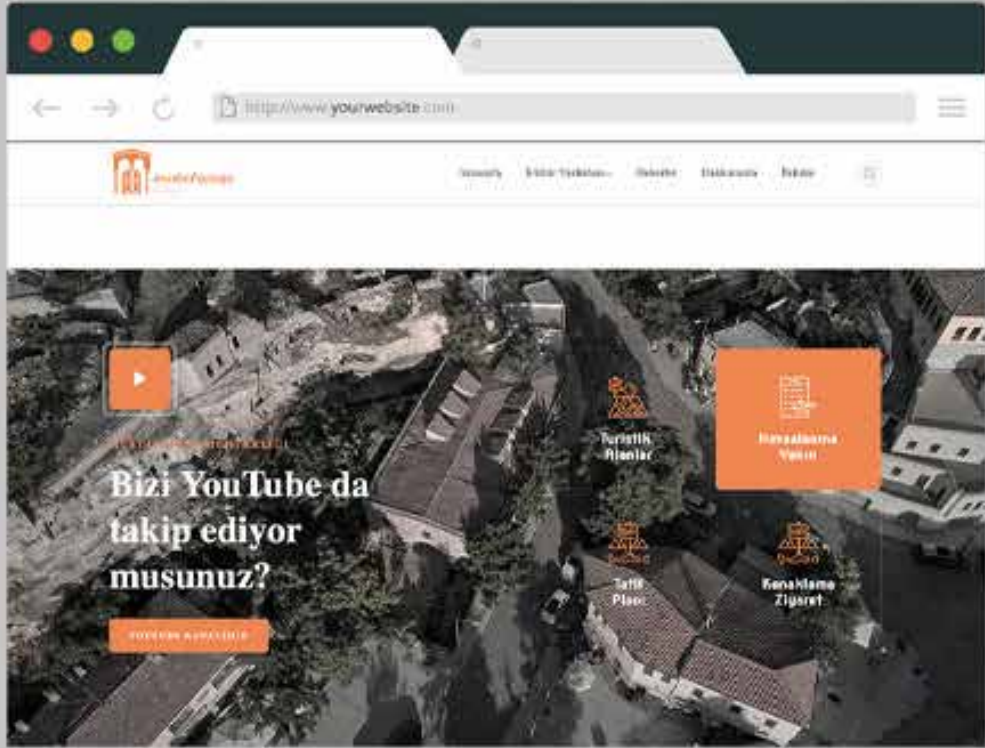


# Logo tasarımı





# Web sitesi tasarımı





# STF

Yaşar Üniversitesi

Sanat ve Tasarım Fakültesi



Logo tasarımı

Kurumsal kimlik tasarımı



# Logo tasarımı





# Kurumsal kimlik tasarımı



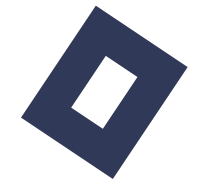
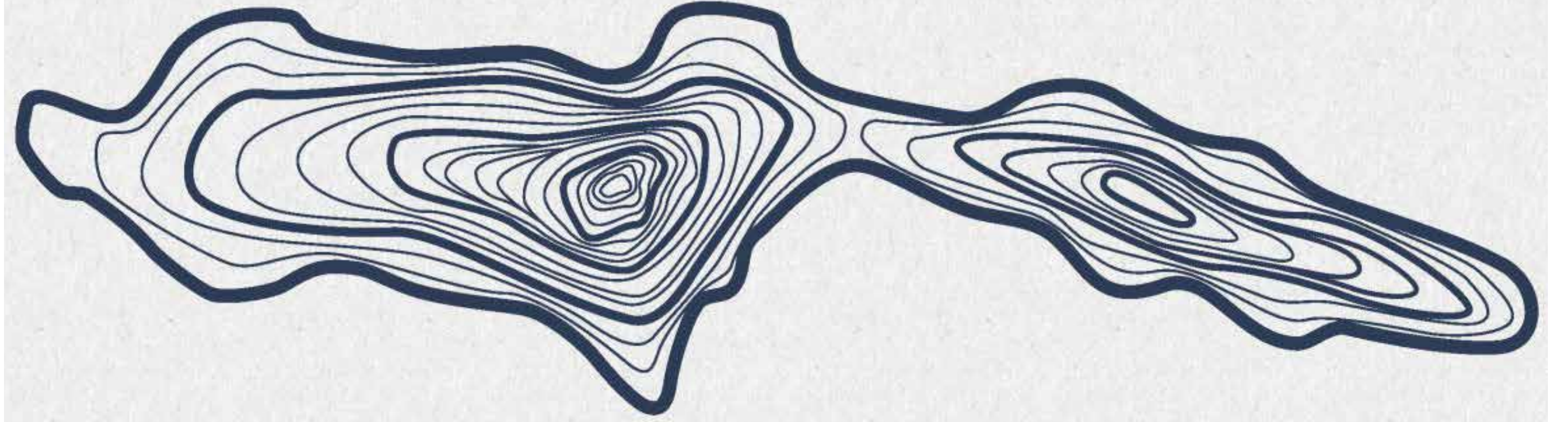


# Kurumsal kimlik tasarımı





# Özlü Datça



Logo tasarımı

Kurumsal kimlik tasarımı

Ambalaj tasarımı



## Logo Tasarımı

1975  
ÖZLÜ  
DATÇA

1975  
ÖZLÜ  
DATÇA



# Logo Tasarımı

A B C Ç D E F  
G Ğ H I İ J K L  
M N O Ö P Q R S Ş  
T U Ü V W X Y Z  
1 2 3 4 5 6 7 8 9 0

1975  
ÖZLÜ  
DATÇA

A B C Ç D E F  
G Ğ H I İ J K L  
M N O Ö P Q R S Ş  
T U Ü V W X Y Z  
1 2 3 4 5 6 7 8 9 0



# Kurumsal kimlik tasarımı





# Ambalaj tasarımı

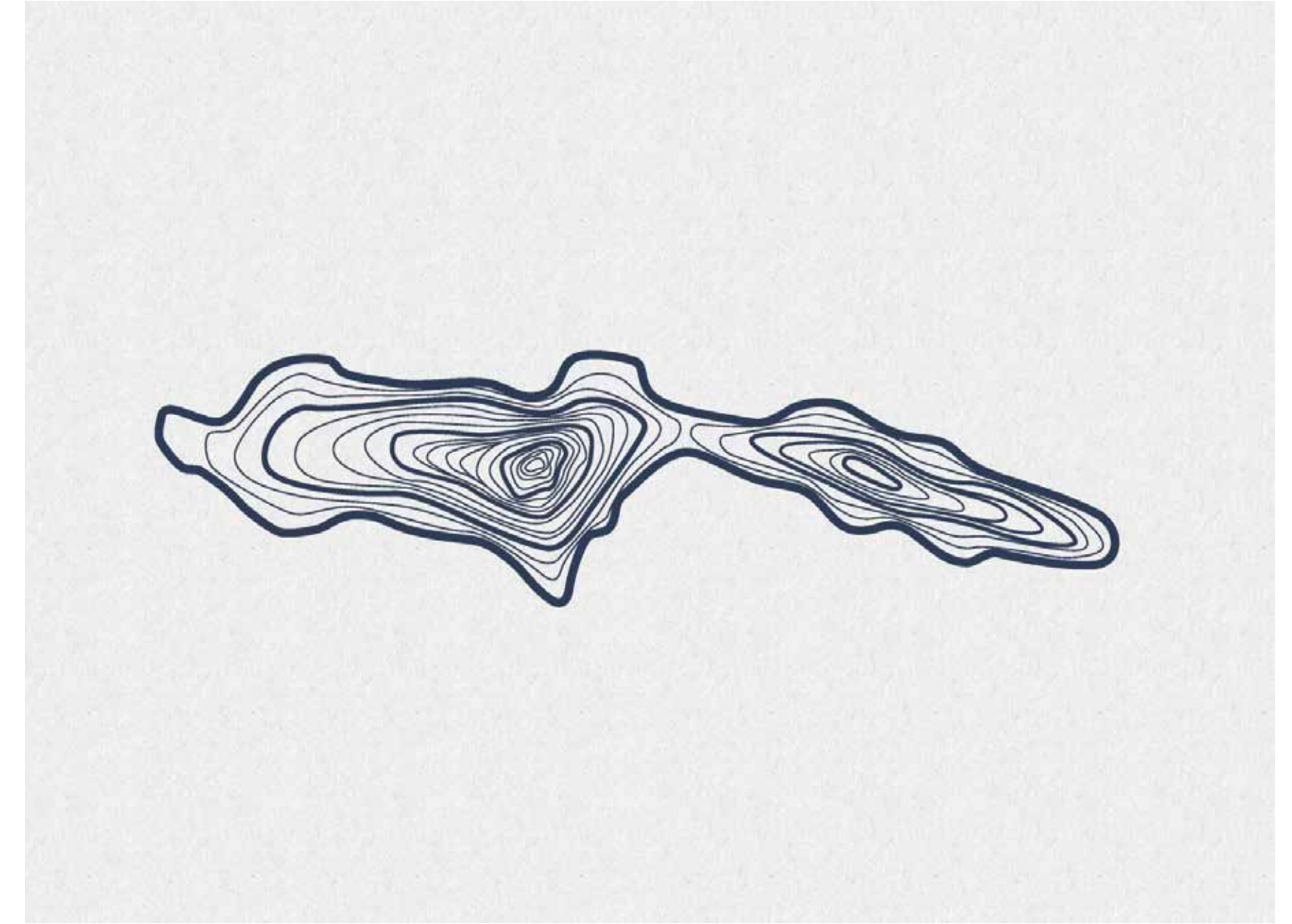
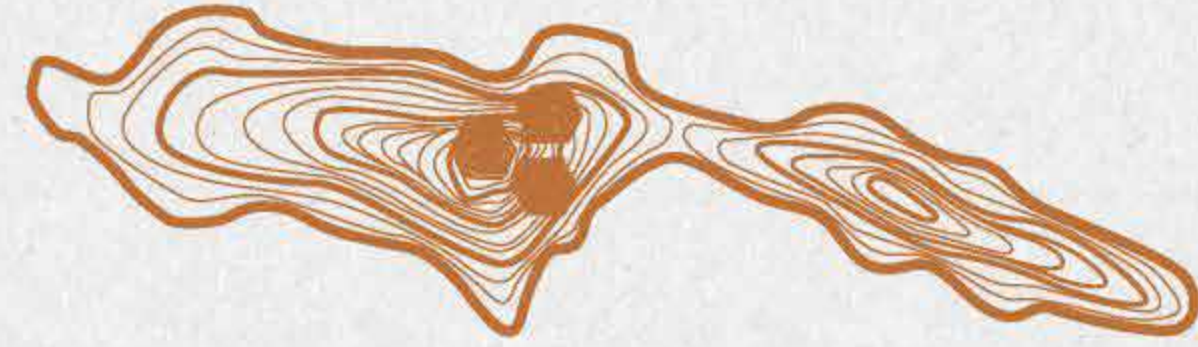
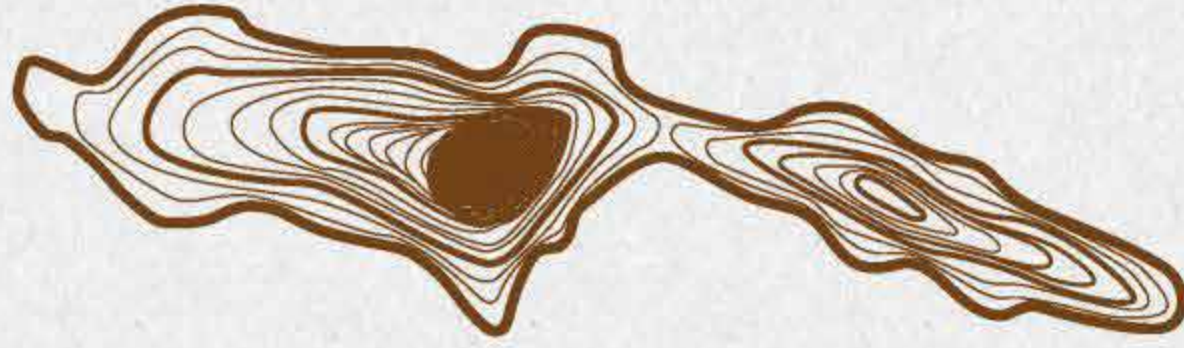
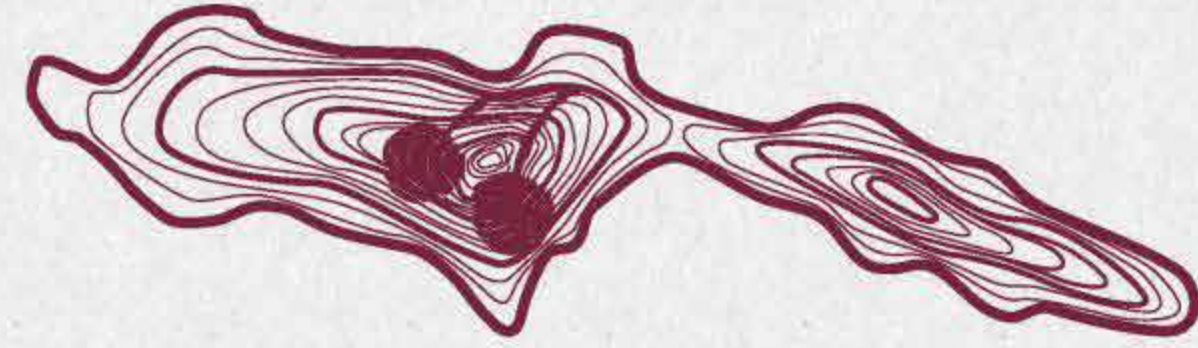
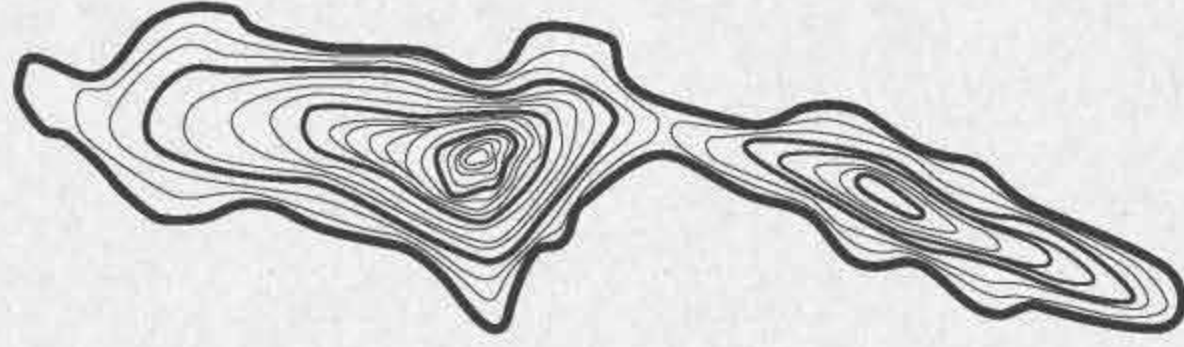
## HEDEF

Özlü Datça firmasının, "Özlü olma", "Özünden gelme" gibi durumları içerisinde barındıran "Özlü" kelimesini ambalaja yansıtmak. Bu doğrultuda Datça'nın coğrafi görünümü ile oluşturduğum bu çalışmaları, ambalajın genel formuyla ve içerisindeki ürünle ilişki kurdurma üzerine çalıştım.

Her bir etiketi, ürünün kendi rengini kullanarak oluşturmak yerine; Etikette bulunan öğelerin içlerini boşaltarak, etiketin rengini camın içerisindeki üründen almasını amaçladım.

Bu doğrultuda "özlü olma", "özünden gelme" gibi yaklaşımlar, ürün ve etiketin etkileşimi sonucunda daha çok ön plana çıkmaktadır.

Kullanılan tipografik öğeler de bu doğrultuda hazırlanmıştır.  
(Sunumun devamında detaylı bir şekilde bulunmakta.)





# Ambalaj tasarımı





# Ambalaj tasarımı





# Fiove l'artisanal

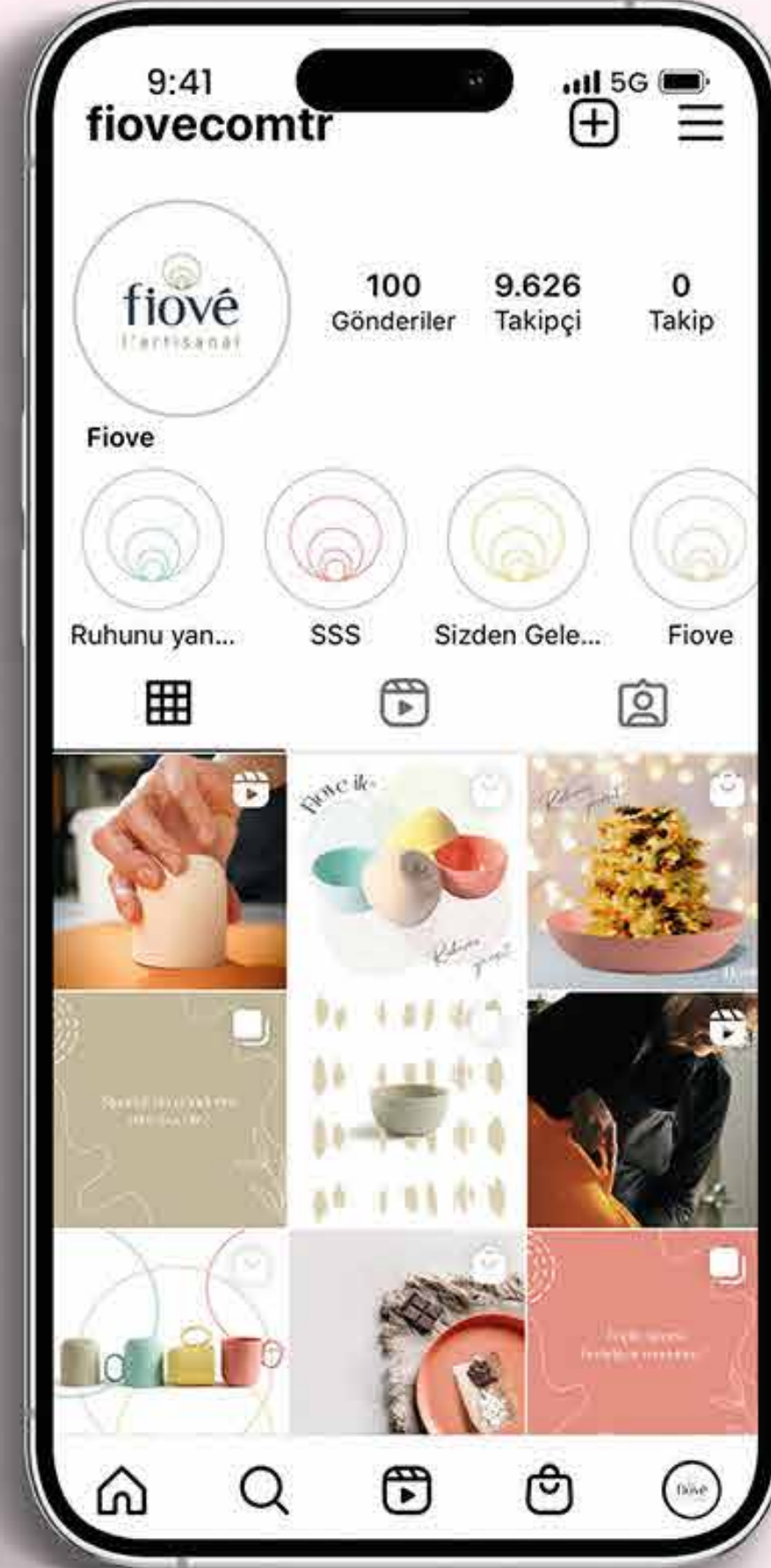
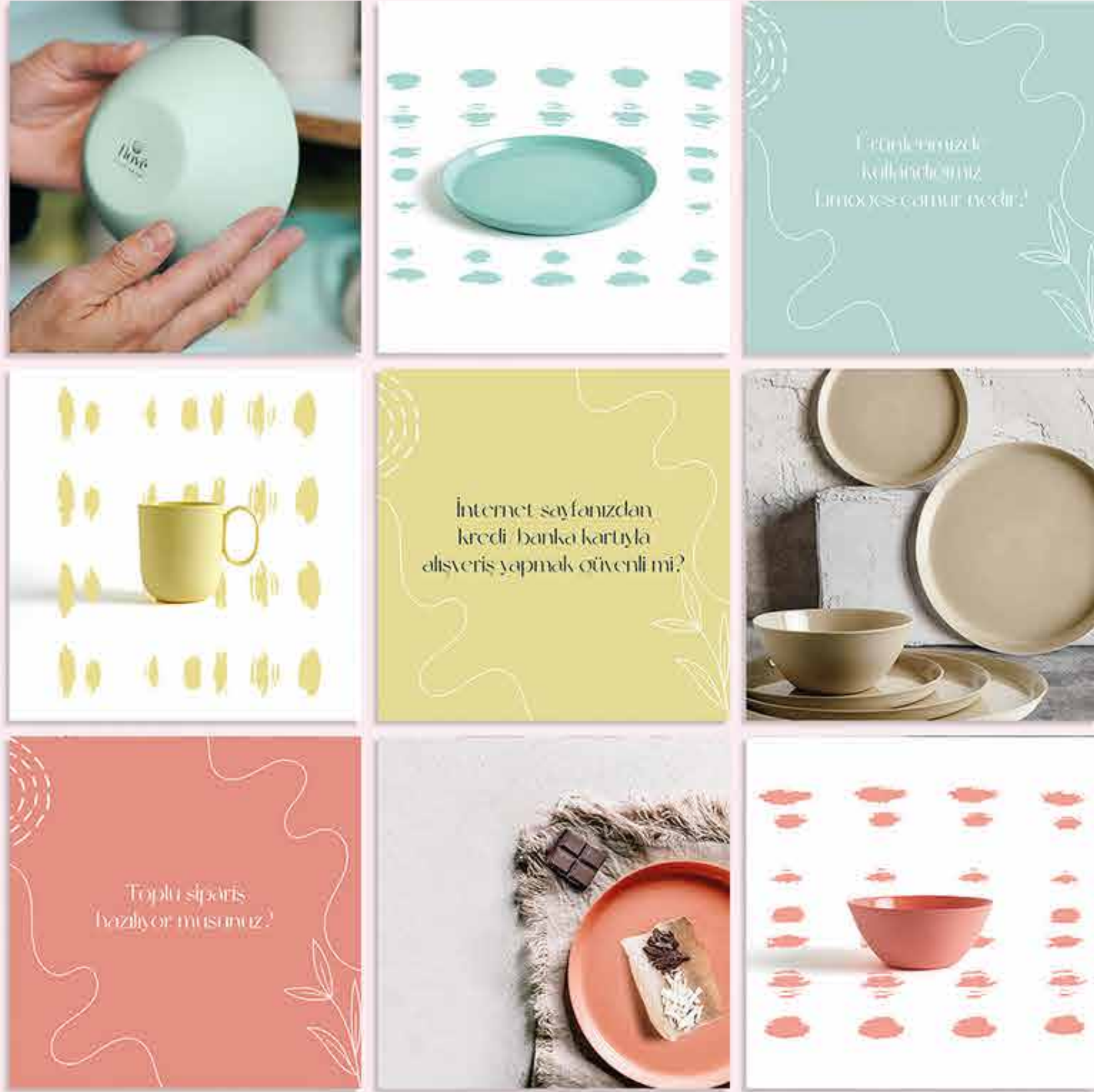


Sosyal medya tasarımı

Web site tasarımı

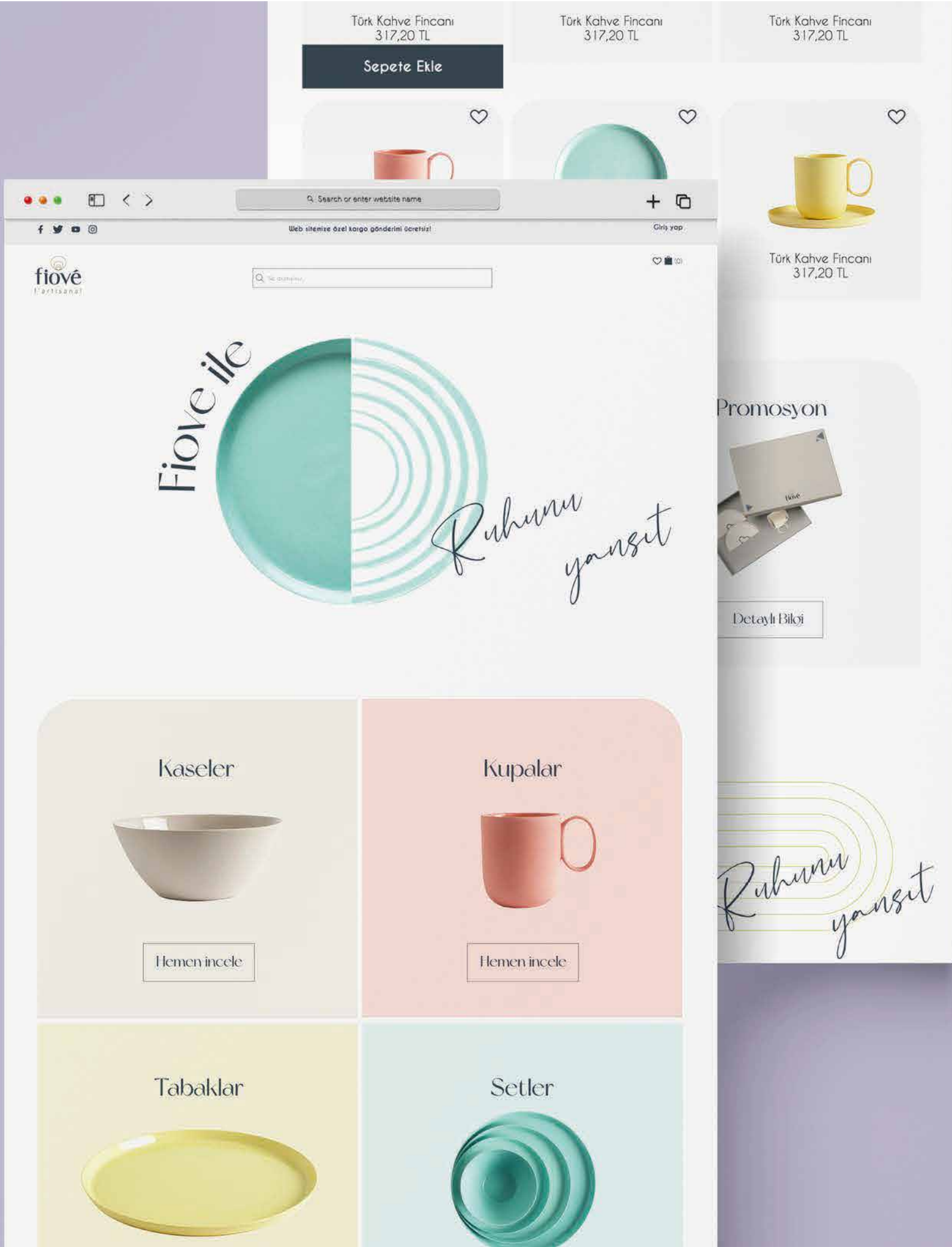
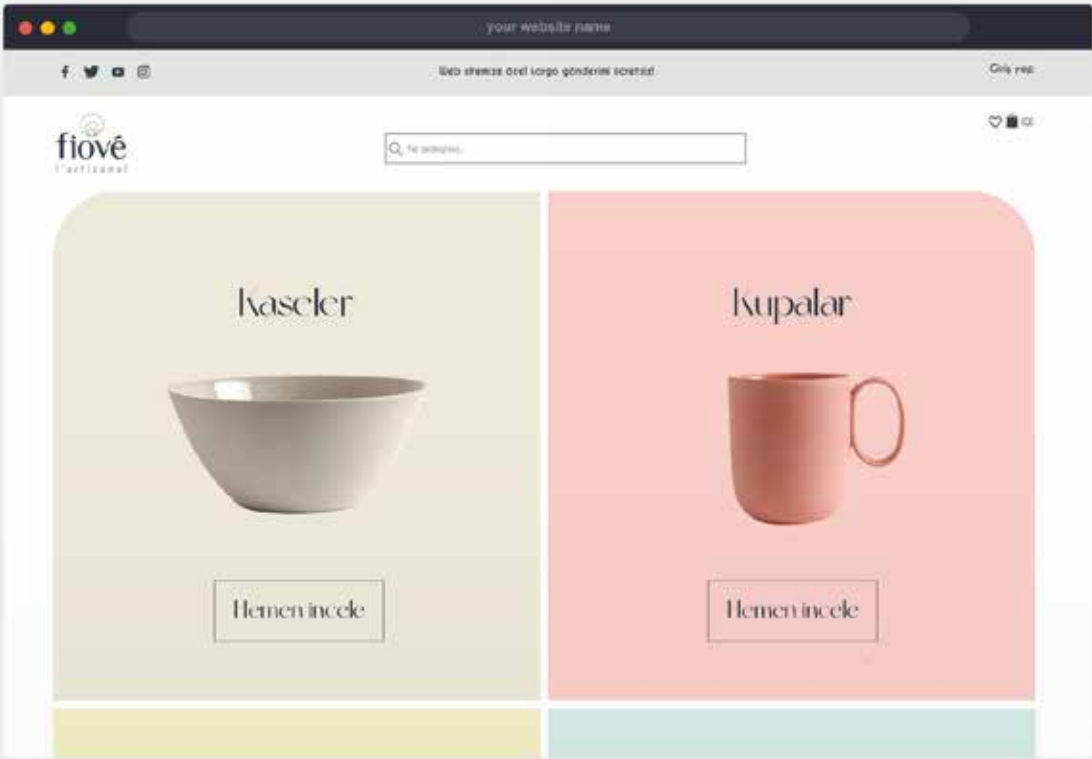
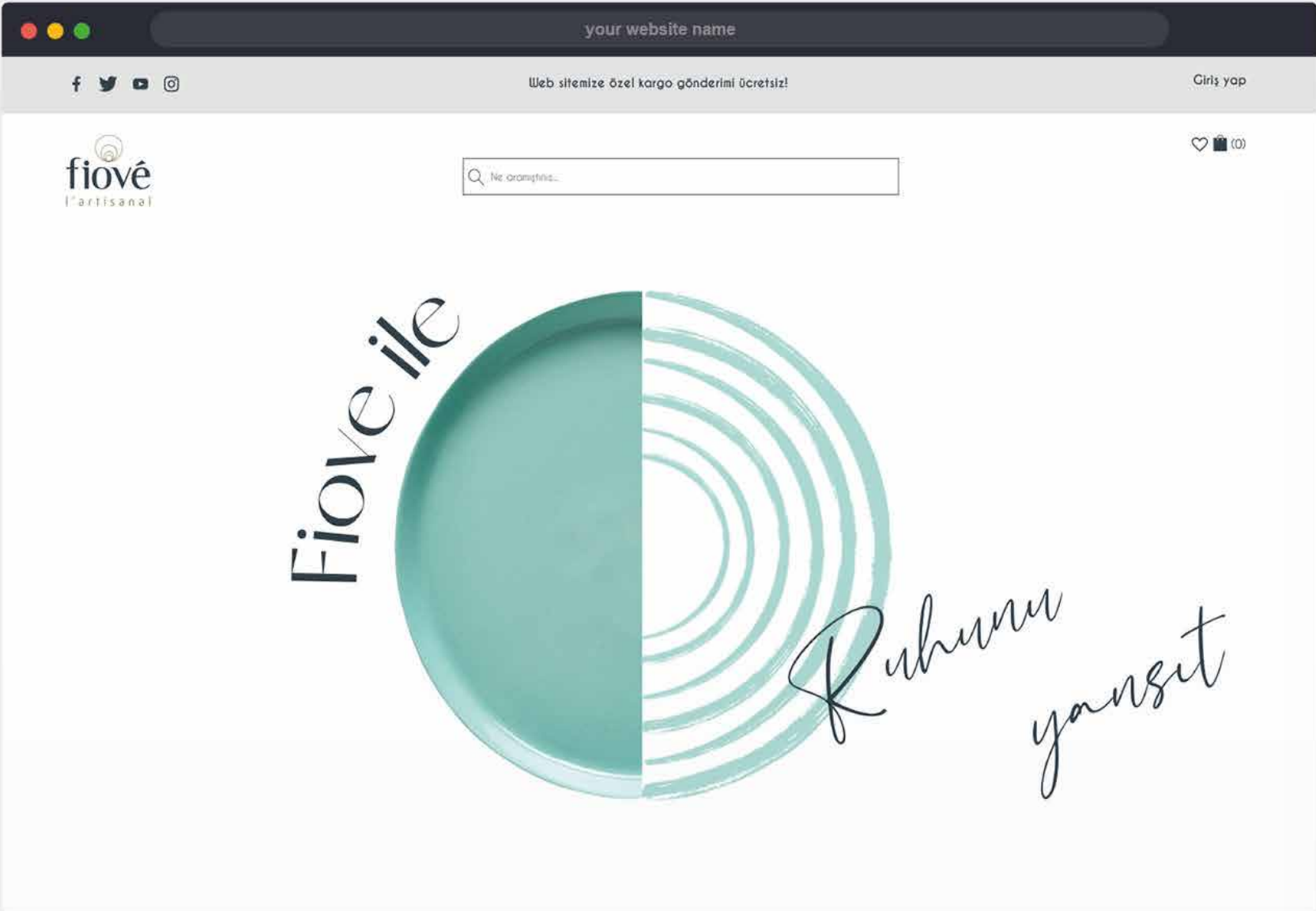


# Sosyal medya tasarımı





# Web sitesi tasarımı





# Teşekkürler...

Ege Sun Plaza, Mansuroğlu Mahallesi 295  
Sokak No:1 B Blok Kat 5 D:544, 35535  
Bayraklı/İzmir

instagram  
Behance

info@hollgraphic.com  
0545 443 35 10

