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DEFINITION OF CORPORATE IDENTITY

The corporate identity is a *system of strong, stable and sustainable identity indicators*, which is built on a corporate / enterprise / organization / company that has defined itself and its objectives, and which reflects its corporate distinctive features and covers basic signs.

The Corporate Identity appeals not only to the company's target group but also to the company itself. By regenerating itself on a continuous basis, it also affects both corporate and individual behaviors. In this sense, an identity and a company are always in interaction with each other. Therefore, the Corporate Identity should refer not only to its today but also to its yesterday. It also involves the logic of implementation/generation of identity-generating elements in various fields of application throughout the process. In order to create a sustainable identity system, the Corporate Identity takes advantage of all modern methods of communication and semiotics, including cultural codes and socio-psychological memory.

IMPORTANCE OF CORPORATE IDENTITY

The corporate identity design is the exposed face of a company/brand. It visually narrates the brand's values. The directives for the corporate identity design will delineate the visual productions and define the invariables and principles. The continuity in the brand's communication activities is ensured by complying with the Corporate Identity Guidelines.

With the corporate identity designs, the brand image will be imprinted on the mind of customers/consumers. The corporate identity design is the driver of brand image and values. From this aspect, it is one of the most striking investments allowing the brand roll-out to be successful.

LOGOTYPE AND CORPORATE IDENTITY

The corporate identity design is based on the logo design and its use under strict rules. For example, the printing of the logo design colors in identical values and the never-changing typefaces will maintain visual continuity of the corporate identity and strengthen the brand's power. The relationship of logotype with corporate identity design may be summarized as follows: "Logo design is a thing, but corporate identity design is everything."

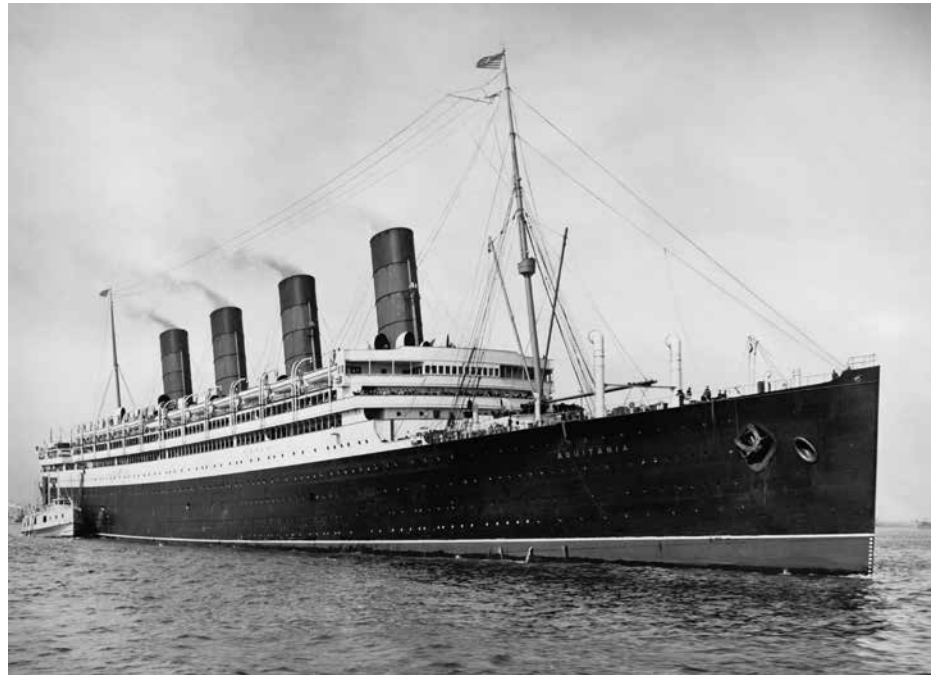


RATIONALE OF THE LOGO DESIGN

For modern ships, the funnel has grown into an integral part of the naval mechanics and design. It used to be in a thin, long and cylindrical form at the beginning, while a broad range of funnels have been designed and used in time. Today, we may see funnels with a cross section in a rectangular, elliptical and drop form.

The high funnels were necessary when the ships were steam operated. With the increased engine power and the improved energy requirements, the number of such funnels increased in the advancing years by types or sizes. In the early 20th century, for high-capacity passengers ships with three or four funnels, such funnel used to signify the power of steam engines. For example, Titanic constructed in 1912 had four high funnels that are slightly inclined astern, signifying this giant ship's powerful steam station.

The improvements in the ship mechanic and modern engine technology as well as the use of various energy systems such as diesel and electric have led to the gradually reduced height and number of funnels. However, the funnels have maintained their functions and existence so that they would ensure the flow of exhaust gases through turbulence zone. Furthermore, it is highly accepted that the existence and height of funnels would significantly contribute to the prevention of decks, upper decks and entire superstructure from contamination of exhaust gases and sediments.



For removal of fumes, a different system is used especially in military ships and submarines. On the other hand, what has steered the global maritime industry and what has led the way for design development are passenger ships and cargo ships. While certain improvements have been made in appearance of funnels on such ships, no radical change is observed. What's more, funnels are constructed as an aerodynamically decorative item even on those ships that use exceptionally different methods to discharge gases.

As the funnels have such a deep-rooted tradition in a ship's appearance, the company's logotypes have indispensably stood out on such fields on commercial ships as well. Historically, the funnels have been, at all time, a place to display illuminated letters and figures, symbols, signs, birds, animals, knight badges, dragons, etc.

BASIC CONCEPT OF LOGO DESIGN

It is aimed to build the Devbulk identity by handling the Deval Shipping's Logo with a contemporary interpretation, maintaining its essence, and getting rid of its redundancy. This approach maintains the company's culture and philosophy and is also a graphical demonstration of future orientation.

MEANINGS OF THE LOGO COLORS

The colors used in the Devbulk's logo are, in some ways, a testament to the idea underlying the logotype in their own language. Everybody who sees the logo gets in contact with colors as well, without even realizing it. Every color is a separate code of communication and has an interrelated meaning.

- **Optimism**
- **Well-Discipline**
- **Ripeness**
- **Wisdom**
- **Self-Confidence**
- **Endurance**

MEANING OF CLARET RED

The first feeling aroused by claret red in someone is optimism. If all character traits of claret were materialized in an individual, that person would - above all - be skillful, competitive and challenging.

A claret red person is well-prepared to hold his/her ground, is ambitious, and has a tendency to aim at noble causes. S/he does not place emphasis on short-term and temporary outcomes. S/he goes after his/her ultimate target. It is the favorite color of those who have great potential to survive the hardship and who have succeeded in getting over the difficulties brought by life. It signifies a well-disciplined person who has grown and ripened in time, with some scratches caused from tough times.

Claret red is widely preferred by those who have distinguished themselves with their leadership features in business life.

MEANING OF BLACK

Colors emerge depending on the wavelength of light reflected by pigments. Pigments or dyes that absorb light rather than reflect it back to the eye "look black". When there is no light in a place, everything looks black as no light is reflected. In other words, no color object becomes visible.

Black is associated with loyalty, persistence, endurance, caution, wisdom, and reliability. It signifies oversight and power. Many people wear clothes in black color. Black clothes are worn to look strong and serious.

This color is widely acclaimed by those who wish to make their own judgments, who have high level of self-confidence, and who are determined and strong-minded.

LOGO DESIGN

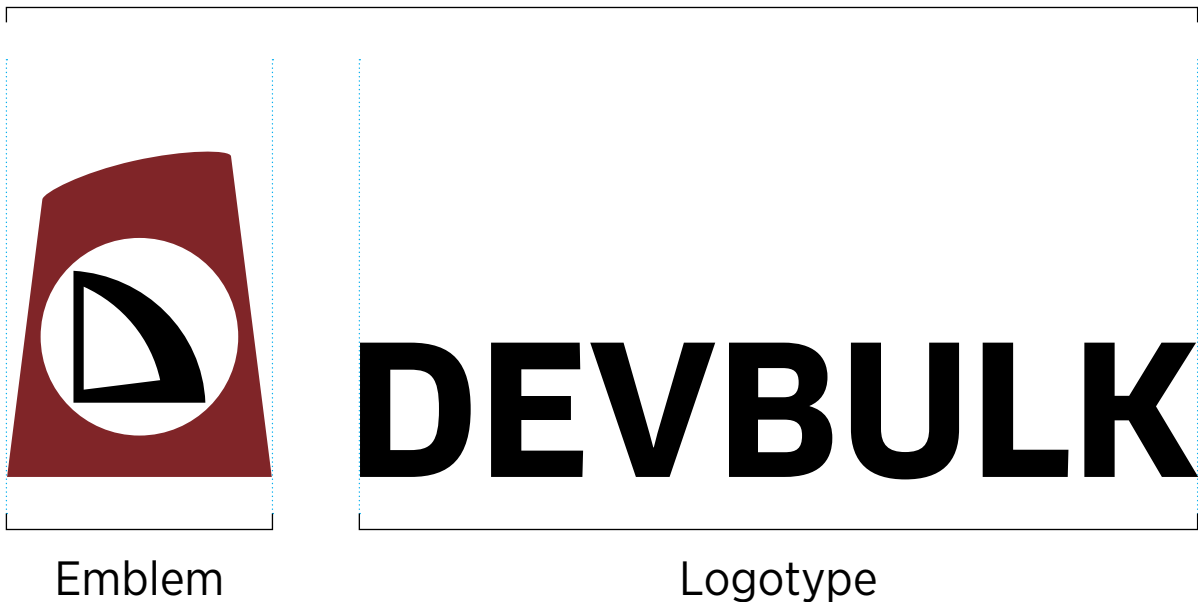
The Devbulk's logo underlies the Corporate Identity Guidelines.

The logo design consists of a combination of emblem and logotype. Detailed information on emblem and logotype will be given on the following pages.

In order to maintain visual continuity of the corporate identity, it is important to use the logo design accurately.

LOGO

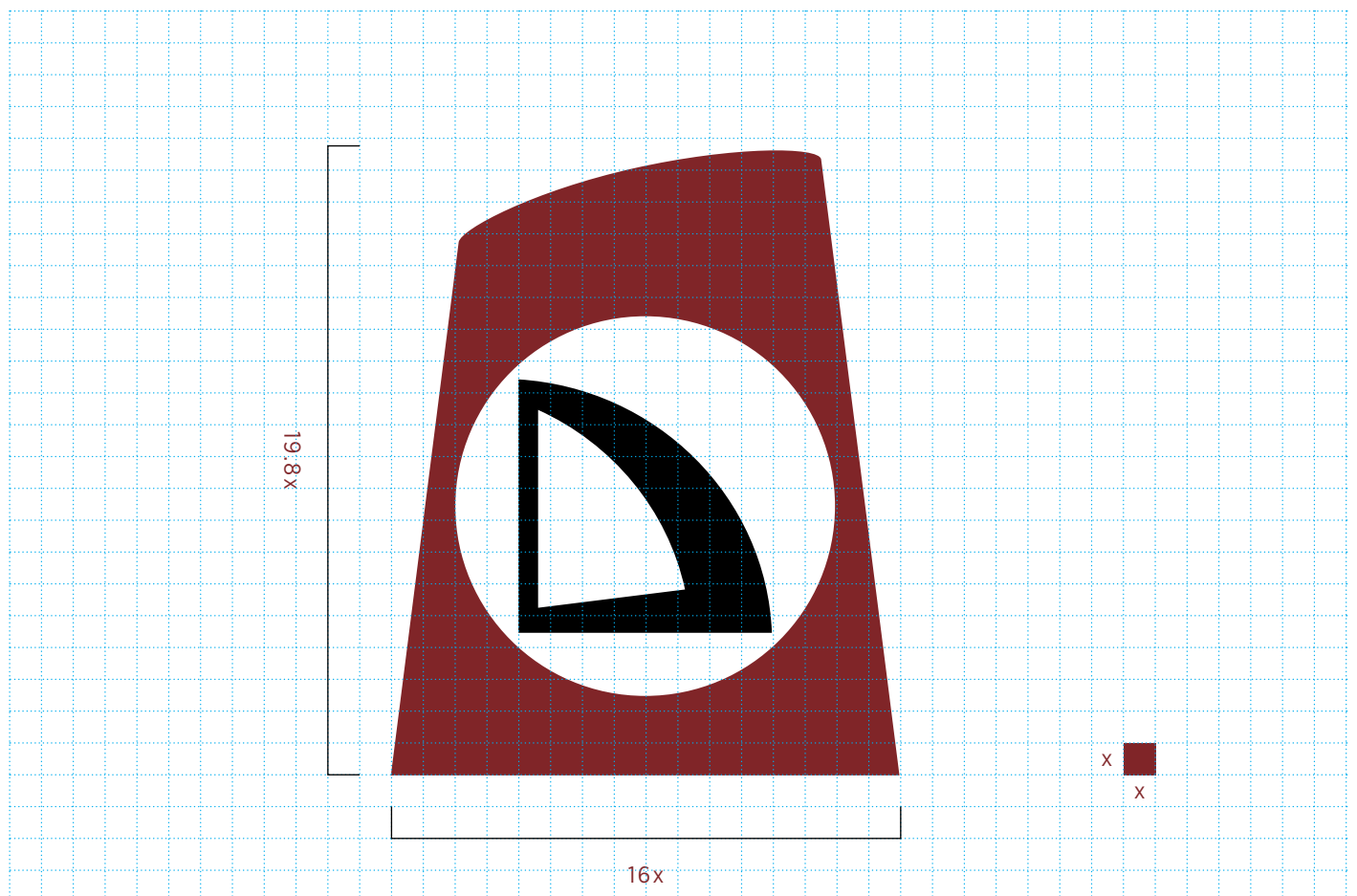
Emblem + Logotype



EMBLEM

The Devbulk's emblem underlies the graphical images that constitute the Corporate Identity Guidelines.

In order to remain faithful to the emblem design, it is required to use the original vector graphic available in the Corporate Identity Guidelines of Devbulk. **Never attempt to create the emblem anew, with relevant software!**



LOGOTYPE

The Devbulk's logotype is the foundation of the graphic images constituting the Corporate Identity Guidelines, along with the emblem. The logotype of Devbulk has been generated by interfering with the typeface ClanPro Bold, with spacing adjusted specially. Thus, **it is prohibited to use the typeface ClanPro Bold literally or another typeface, as this would be considered a breach of the Corporate Identity Guidelines!**

It is essential to obtain the original vector document from Devbulk so that the typeface is not corrupted when used in the logo or logotype.

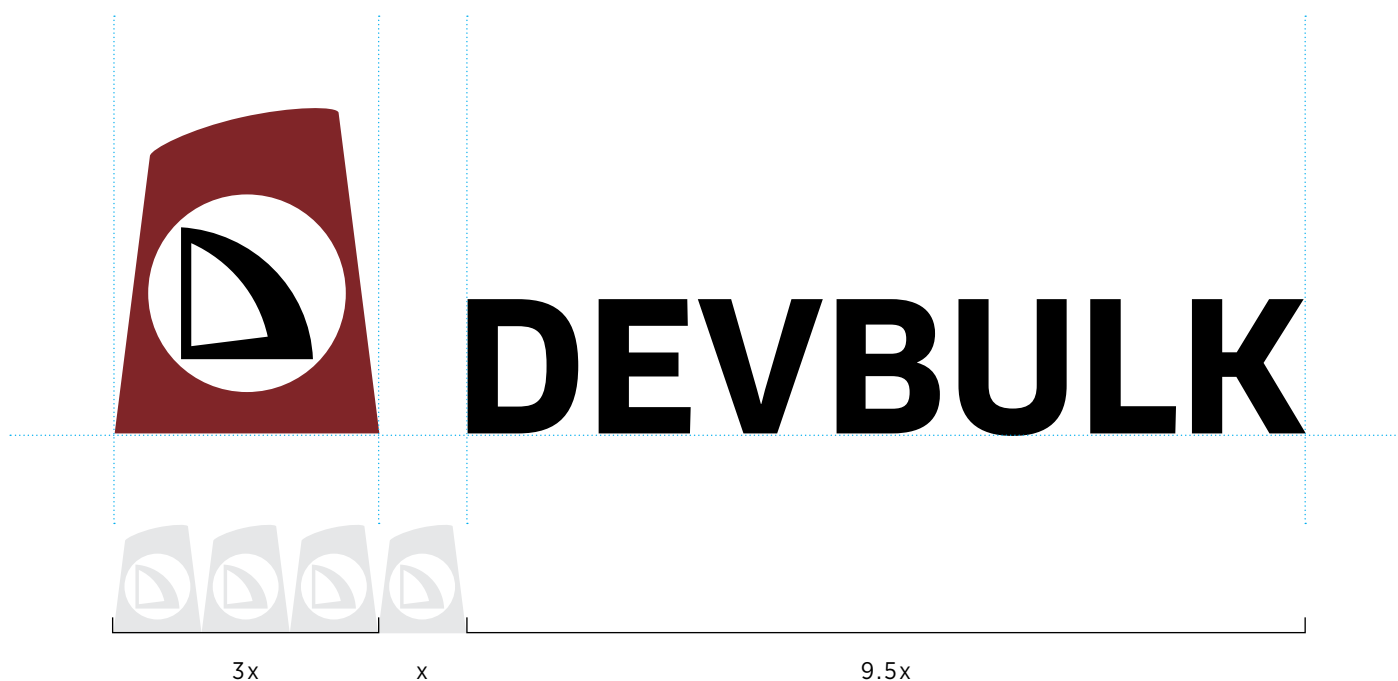
Basic sizes and proportions of the logotype are shown below. These values must NOT be changed!



HORIZONTAL USE

The sizes and proportions of symbol/letter for horizontal use of the logo are shown below. These values must NOT be changed. In order to remain faithful to the emblem-logotype proportion, it is essential to obtain the original vector document from Devbulk.

Never create the logo anew, with relevant software!



VERTICAL USE

The Devbulk's logo may be used vertically in case of necessity. Basic sizes and proportions for vertical use of the logo are shown below. These values must NOT be changed. **In order to remain faithful to the emblem and logo design, it is essential to obtain the original vector document from Devbulk. Never create the logo anew, with relevant software!**



SECURITY AREA (HORIZONTAL)

A spacing must be left around the logo design so that it is not confused with other items when it comes side by side with them!

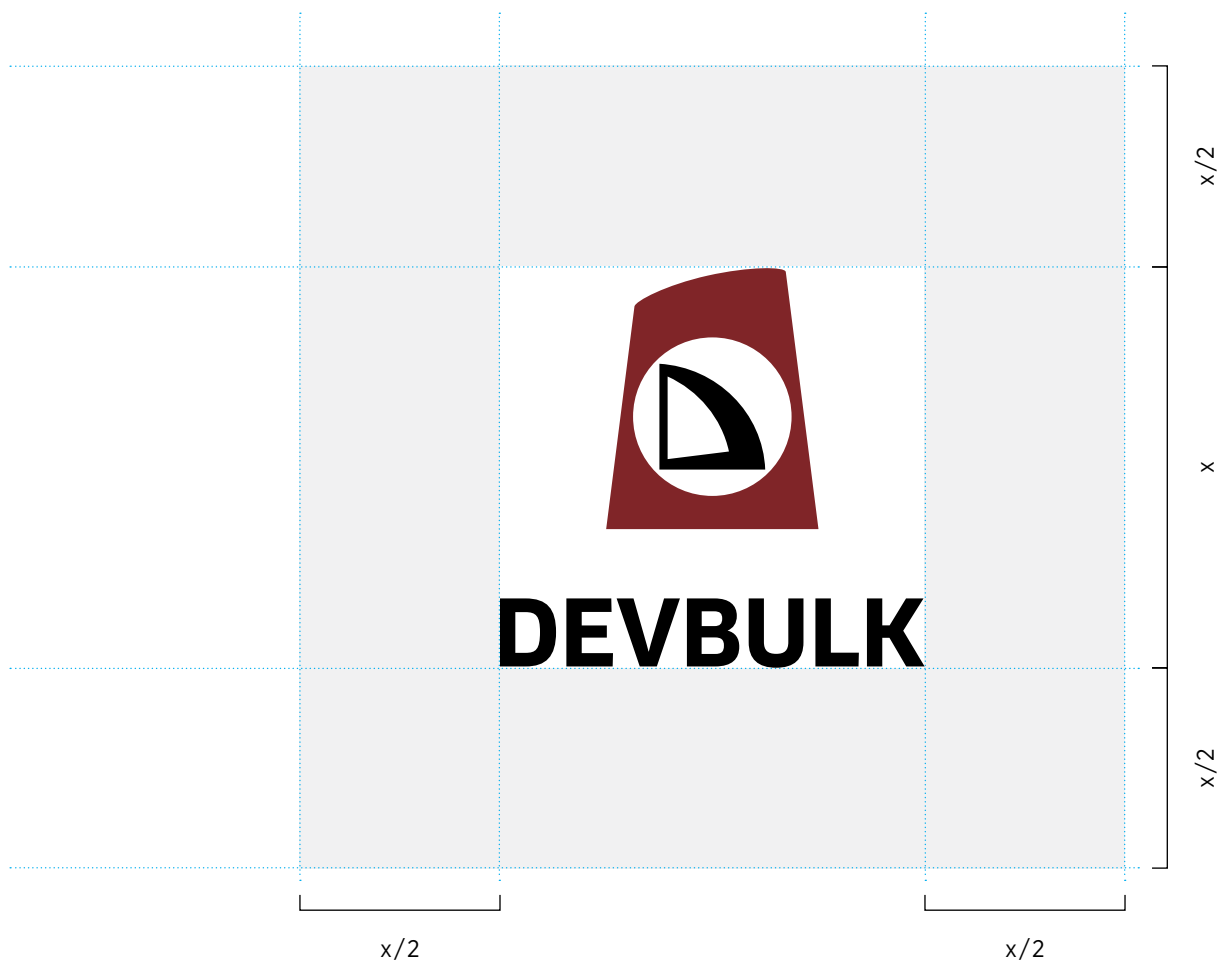
It must not be passed in beyond this spacing. The spacing around the logo, which will be used in printed material and digital media must be in the following proportions. **No visual image, symbol, letter, picture, etc. must be incorporated into the indicated spacing!**



SECURITY AREA (VERTICAL)

A spacing must be left around the logo design so that it is not confused with other items when it comes side by side with them!

It must not be passed in beyond this spacing. The spacing around the logo, which will be used in printed material and digital media must be in the following proportions. **No visual image, symbol, letter, picture, etc. must be incorporated into the indicated spacing!**



MINIMUM SIZE OF THE LOGO

The minimum size of the logo, which can be used in printed materials and digital media, is shown below. **The logo must not be smaller in size!**



20 mm



200 px

BLACK-AND-WHITE USE

In case of necessity, the Devbulk's logo must be monochrome as 100% black (Pantone Black) or 65% black (Pantone Cool Gray 9).

100% Black Logo



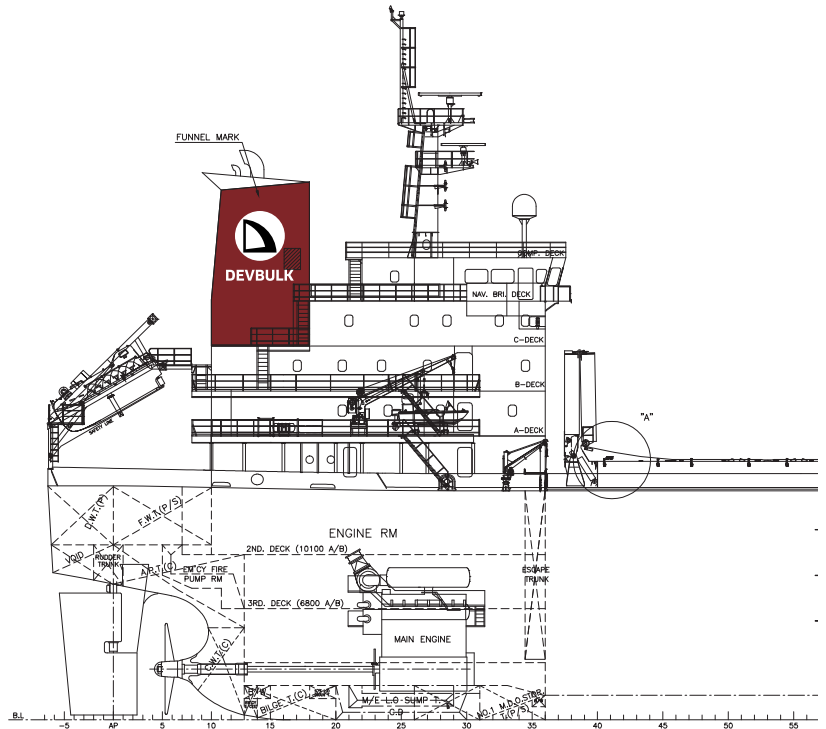
65% Gray Logo



THE ONLY EXCEPTION FOR THE LOGO USE

The logo application on ships' funnels is the only exception in "Basic Principles for Use of the Logo". The funnel form in the emblem is not again used on the ship's funnels. Instead of it, the funnel background is dyed in Claret Red (Pantone 1815) with a letter "D" inside a white circle as well as a white logotype. The Devbulk's logo is used without the funnel symbol.

In order to remain faithful to the logo application on funnel, it is essential to obtain the original vector document from Devbulk. Never create the logo anew, with relevant software!



**USE OF LOGOTYPE ON
BACKGROUNDS**

The use of the Devbulk's logo on a background must be as shown here.

The logo must be used on a background in corporate colors and in accordance with the "Black-and-White Use" rules.

The logo must be in white color if used on a background in 100% to 50% black, while it must be in 100% black if used on a background in tinted color of less than 50%.

Pantone 1815 Background



100% Black Background



75% Gray Background



50% Gray Background



25% Gray Background



USE OF LOGOTYPE ON PHOTOS

The use of the Devbulk's logo on a photo must be as shown here. The white version must be used on photos with intensive dark color shading, while it is required to use the monochrome black version on photos with intensive light color shading.

The monochrome 65% gray version and the color version of the logo may in no way be used on photos! The logo's color version may be used on grounds or photos as long as it is used with its Security Area.

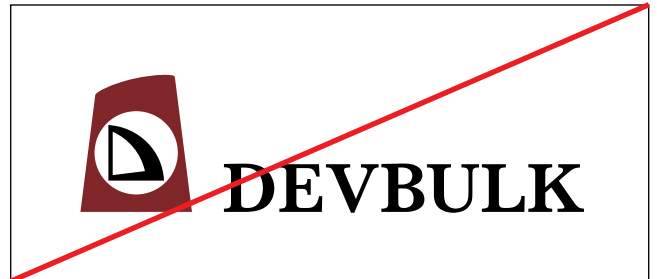


MISUSE OF LOGOTYPE

The Devbulk's logo must not be used in such proportions, colors, horizontal and vertical uses other than those defined on the foregoing pages. There is no other way of using the logo beyond the defined standards.

The Devbulk's logo may in no way be used beyond the defined standards. The examples of misuse are shown here.

Those applications not mentioned in the Corporate Identity Guidelines or the applications beyond the defined standards are not acceptable.



MISUSE OF LOGOTYPE

The Devbulk's logo must not be used in such proportions, colors, horizontal and vertical uses other than those defined on the foregoing pages. There is no other way of using the logo beyond the defined standards.

The Devbulk's logo may in no way be used beyond the defined standards. The examples of misuse are shown here.

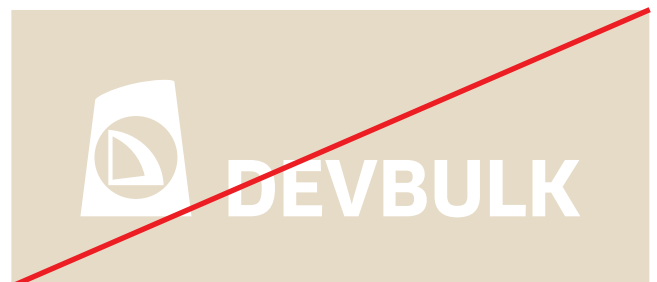
Those applications not mentioned in the Corporate Identity Guidelines or the applications beyond the defined standards are not acceptable.



**MISUSE OF LOGOTYPE ON
BACKGROUNDS**

Some misuses of the Devbulk's logo on color backgrounds are illustrated on this page. The white version must be used on background with intensive dark color shading, while it is required to use the monochrome black version on photos with intensive light color shading.

The monochrome 65% gray version and the color version of the logo may in no way be used on color grounds!

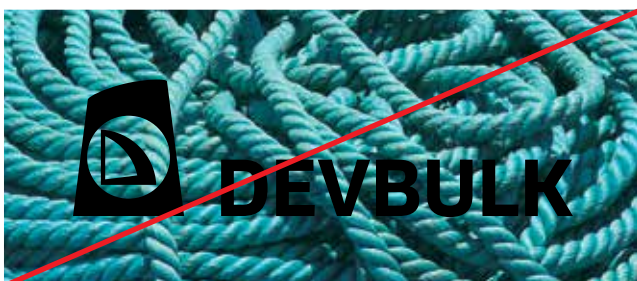


MISUSE OF LOGOTYPE ON PHOTOS

Some misuses of the Devbulk's logo on photos are illustrated on this page.

The white version must be used on photos with intensive dark color shading, while it is required to use the monochrome black version on photos with intensive light color shading.

The monochrome 65% gray version and the color version of the logo may in no way be used on photos! The logo's color version may be used on grounds or photos as long as it is used with its Security Area.



COLOR CODES

The corporate-specific colors of Devbulk are claret red, black, and gray. These corporate colors have been selected in terms of their psychological implications and meaning.

It is mandatory to keep the color shades unchanged in order to maintain the correct and consistent image of Devbulk in its communication channels! For this reason, it is prohibited to go beyond the defined color codes.

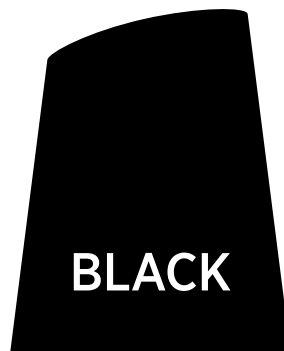


PANTONE 1815

CMYK: 0 - 90 - 85 - 51

RGB : 126 - 12 - 19

HTML : #7e0c13

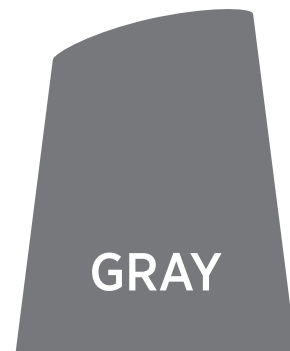


PANTONE BLACK

CMYK: 63 - 62 - 59 - 94

RGB : 45 - 41 - 38

HTML : #2d2926



P. COOL GRAY 9

CMYK: 30 - 22 - 17 - 57

RGB : 117 - 120 - 123

HTML : #75787b

MAIN TYPEFACE

Along with the logo design and the corporate color standards, the third basic element of the Corporate Identity Guidelines is the corporate typeface.

The corporate typeface of the Devbulk's Identity is Gotham Narrow. For maintenance of the visual continuity, this typeface must be used in all written messages for Devbulk. Gotham typeface is a family of various fonts: Regular, Italic, Bold, Bold Italic. Gotham may be used in all introductory activities and publications.

Gotham Narrow Light

ABCÇDEFGĞHIİJKLMNOPSŞTUÜVYZ
abcçdefgğhiijklmnoprsştuüvyz
1234567890 :;.,/*”%() {}!/?+= <>≤≥

Gotham Narrow Light Italic

ABCÇDEFGĞHIİJKLMNOPSŞTUÜVYZ
abcçdefgğhiijklmnoprsştuüvyz
1234567890 :;.,/”%() {}!/?+= <>≤≥*

Gotham Narrow Bold

ABCÇDEFGĞHIİJKLMNOPSŞTUÜVYZ
abcçdefgğhiijklmnoprsştuüvyz
1234567890 :;.,/*”%() {}!/?+= <>≤≥

Gotham Narrow Bold Italic

ABCÇDEFGĞHIİJKLMNOPSŞTUÜVYZ
abcçdefgğhiijklmnoprsştuüvyz
1234567890 :;.,/*”%() {}!/?+= <>≤≥

SUPPORTING TYPEFACE (SANS)

The supporting typeface of the Devbulk's Corporate Identity is Klavika. Klavika may be used as Gotham Narrow's complement and vice-versa.

Klavika Light

ABCÇDEFGĜHIĪJKLMNOPSŞTUÜVYZ
 abcçdefgğhiijklmnoprsştuüvyz
 1234567890 ;:.,/*"%() {}!?!+= <>≤≥

Klavika Light Italic

*ABCÇDEFGĜHIĪJKLMNOPSŞTUÜVYZ
 abcçdefgğhiijklmnoprsştuüvyz
 1234567890 ;:.,/*"%() {}!?!+= <>≤≥*

Klavika Bold

**ABCÇDEFGĜHIĪJKLMNOPSŞTUÜVYZ
 abcçdefgğhiijklmnoprsştuüvyz
 1234567890 ;:.,/*"%() {}!?!+= <>≤≥**

Klavika Bold Italic

***ABCÇDEFGĜHIĪJKLMNOPSŞTUÜVYZ
 abcçdefgğhiijklmnoprsştuüvyz
 1234567890 ;:.,/*"%() {}!?!+= <>≤≥***

SUPPORTING TYPEFACE (SERIF)

The supporting serif typeface of the Devbulk’s Corporate Identity is Baskerville Ten Pro. For any introduction material to be developed for Devbulk, the family of Baskerville Ten Pro must be used where Serif typeface is needed.

Baskerville Ten Pro Regular _____

ABCÇDEFGĞHIİJKLMNOPRSŞTUÜVYZ

abcçdefgğhiijklmnoprsştuüvyz

1234567890 ;:./”%() {}!?”+= <>≤≥

Baskerville Ten Pro Italic _____

ABCÇDEFGĞHIİJKLMNOPRSŞTUÜVYZ

abcçdefgğhiijklmnoprsştuüvyz

1234567890 ;:./”%() {}!?”+= <>≤≥

Baskerville Ten Pro Bold _____

ABCÇDEFGĞHIİJKLMNOPRSŞTUÜVYZ

abcçdefgğhiijklmnoprsştuüvyz

1234567890 ;:./”%() {}!?”+= <>≤≥

Baskerville Ten Pro Bold Italic _____

ABCÇDEFGĞHIİJKLMNOPRSŞTUÜVYZ

abcçdefgğhiijklmnoprsştuüvyz

1234567890 ;:./”%() {}!?”+= <>≤≥

BUSINESS CARD

Sizes are as shown:
85 x 55 mm. These proportions must not be changed.

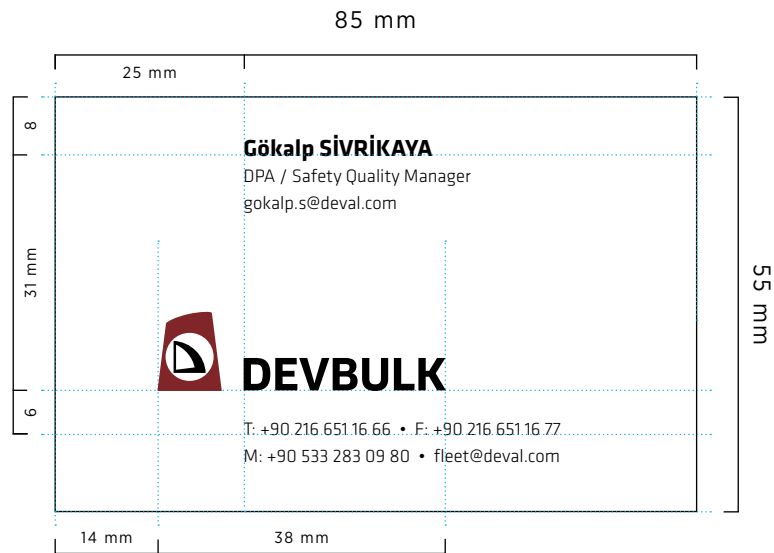
350 g of matt glossy paper must be used.
Pantone color codes of the logo must be taken as a reference to avoid variable color shading as the paper will be of matt nature.
Front/rear offset printing and 2+1 colors would be acceptable.

Front Side Typography: Name in Klavika Bold 9 pt; title, personal email address, phone, fax, and department email address in Klavika Light 7 pt; spacing is 10 pt.

Rear Side Typography: Address block in Klavika Light 7 pt; spacing is 8.4 pt.

The relevant design is available in the CD, which comes with the Corporate Identity Guidelines.

Front Side of Business Card



Rear Side of Business Card



LETTERHEAD

Sizes are as shown.

A4, 210 x 297 mm.

110 g of high-grade paper pulp must be used. Pantone color codes of the logo must be taken as a reference to avoid variable color shading as the paper will be of matt nature. Offset printing and 2 colors would be acceptable.

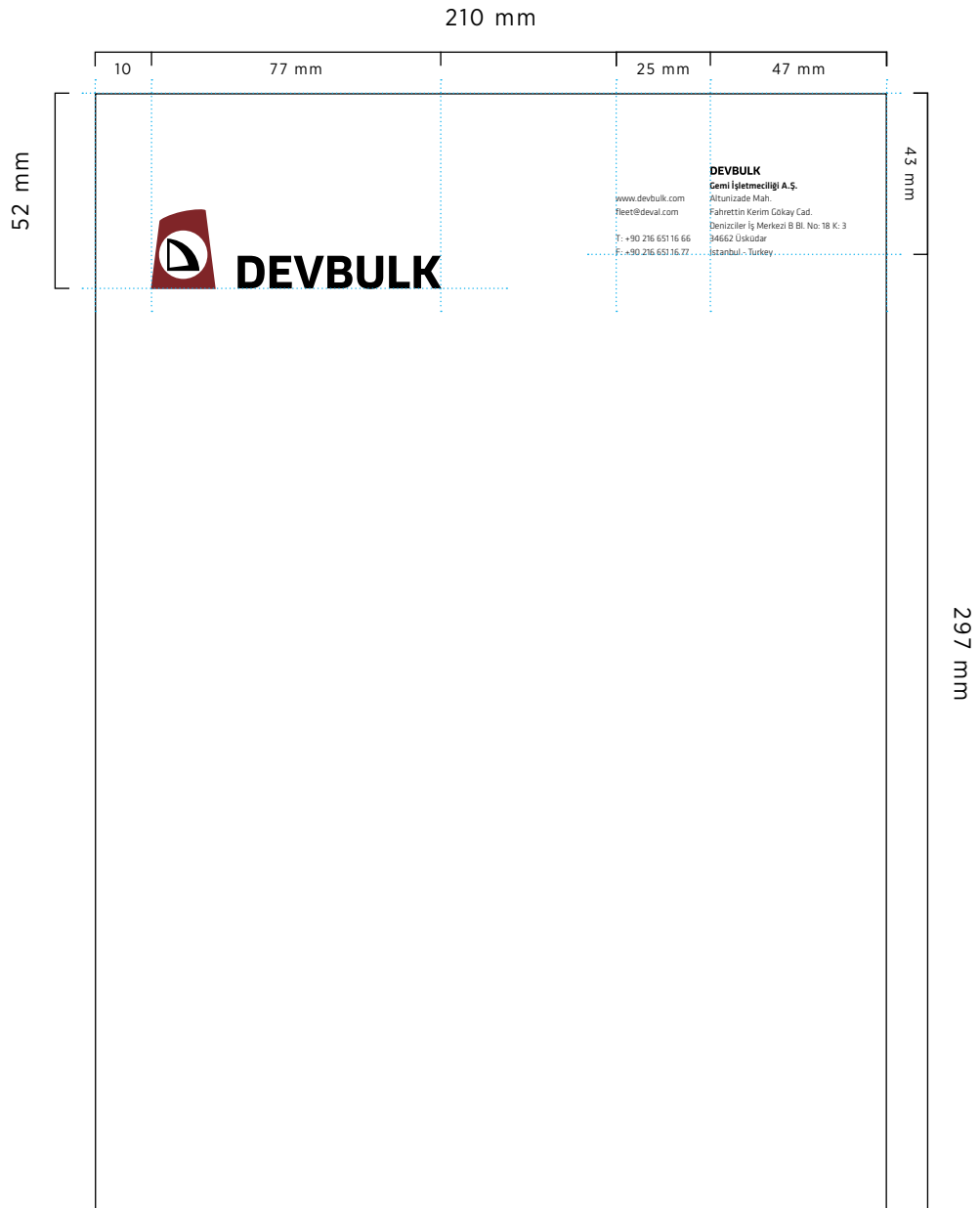
Typography used for address:

Klavika Light 7 pt; spacing is 10 pt.

The company's name only in Klavika

Medium.

**Letterhead design is also in Word document, apart from printed materials.
The relevant designs are available in the CD, which comes with the Corporate Identity Guidelines.**



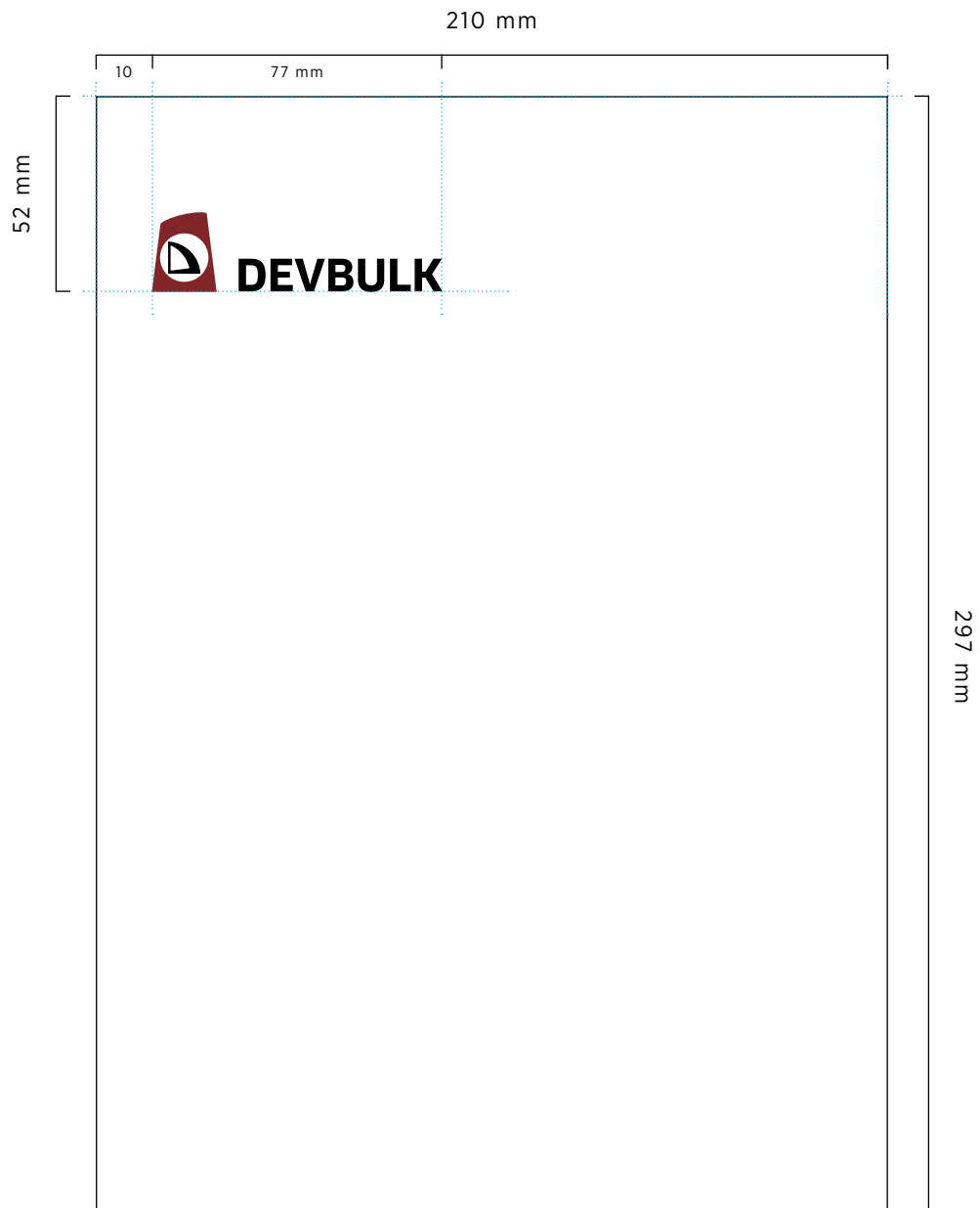
LETTERHEAD SECOND PAGE

Sizes are as shown.

A4, 210 x 297 mm.

110 g of high-grade paper pulp must be used. Pantone color codes of the logo must be taken as a reference to avoid variable color shading as the paper will be of matt nature. Offset printing and 2 colors would be acceptable.

Letterhead second page design is also in Word document, apart from printed materials. The relevant designs are available in the CD, which comes with the Corporate Identity Guidelines.



LETTERHEAD CORRESPONDENCE LAYOUT

Sizes are as shown.

Typography used for correspondence:

Times New Roman 10 pt; spacing 12 pt.



DL ENVELOPE

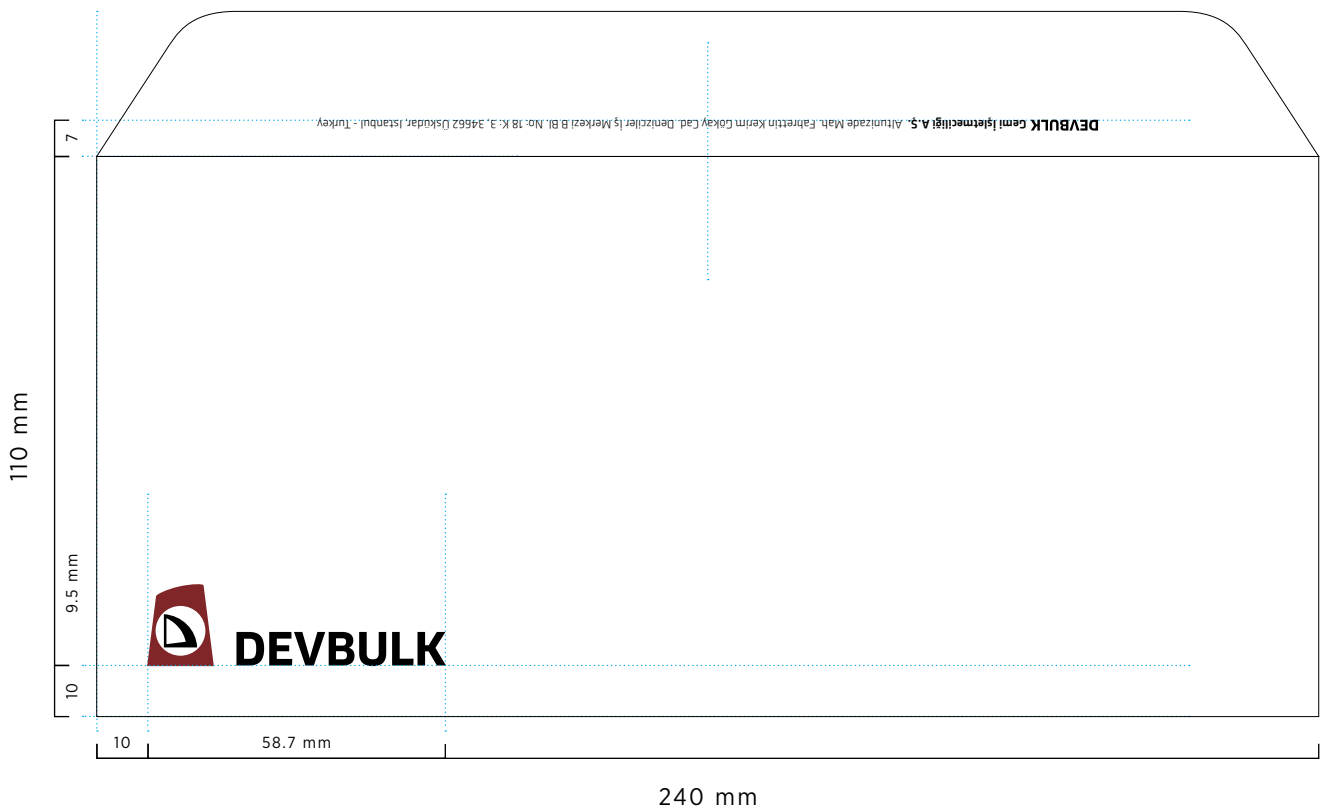
Sizes are as shown.

240 x 105 mm

110 g of high-grade paper pulp must be used. Pantone color codes of the logo must be taken as a reference to avoid variable color shading as the paper will be of matt nature. Offset printing and 2 colors would be acceptable.

Typography used for address: Klavika

Light; 5.4 pt. The company's name in Klavika Medium.



FAX PAPER

Sizes are as shown.

A5, 210 x 148 mm.

110 g of high-grade paper pulp must be used. Pantone color code of the logo must be taken as a reference to avoid variable color shading as the paper will be of matt nature. Monochrome, offset printing would be acceptable. Pantone Black.

Typography and layout of the logo and address information would be the same as with letterhead. The logo only is monochrome.

Typography used for fax form:

Klavika Medium and Klavika Light 11 pt; spacing 24 pt.

Fax paper design is also in Word document, apart from printed materials. The relevant designs are available in the CD, which comes with the Corporate Identity Guidelines.

210 mm

10 77 mm 25 mm 47 mm

52 mm

43 mm

148 mm

The diagram shows a rectangular fax form with a total width of 210 mm and a total height of 148 mm. The form is divided into several sections by vertical and horizontal lines. The top section contains the DEVBULK logo and company name, followed by contact information. Below this is a section for the fax message, including fields for receiver, firm, CC, from, date, and page(s). The dimensions of the various sections are indicated by dashed lines and labels.

DEVBULK
Gemi İşletmeciliği A.Ş.
Altunizade Mah.
Fahrettin Kerim Gökay Cad.
Denizciler İş Merkezi B Bl. No: 18 K: 3
34662 Üsküdar
İstanbul - Turkey

www.devbulk.com
fleet@deval.com
T: +90 216 651 16 66
F: +90 216 651 36 77

FAX MESSAGE / FAKS MESAJI

RECEIVER / ALICI _____

FIRM / FİRMA _____

CC / BİLGİ İÇİN _____

FROM / GÖNDEREN _____

DATE / DATE _____

PAGE(S) / SAYFA _____

EMAIL SIGNATURE

It has been prepared for use by the Devbulk's senior management and administrative staff for correspondences via internet and intranet. The staff correspondences with corporate representation must be also conducted in accordance with the Corporate Identity.

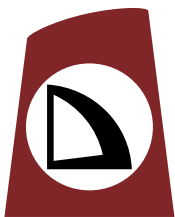
The original document of the relevant design for use in correspondences is given in the CD, which comes with the Guidelines.

From:
Sent:
To:
Subject:
Importance:

Dear Ms. Sevinc,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Curabitur pretium tincidunt lacus. Nulla gravida orci a odio. Nullam varius, turpis et commodo pharetra, est eros bibendum elit, nec luctus magna felis sollicitudin mauris. Integer in mauris eu nibh euismod gravida. Duis ac tellus et risus vulputate vehicula. Donec lobortis risus a elit. Etiam tempor. Ut ullamcorper, ligula eu tempor congue, eros est euismod turpis, id tincidunt sapien risus a quam. Maecenas fermentum consequat mi. Donec fermentum. Pellentesque malesuada nulla a mi. Duis sapien sem, aliquet nec, commodo eget, consequat quis, neque. Aliquam faucibus, elit ut dictum aliquet, felis nisl adipiscing sapien, sed malesuada diam lacus eget erat. Cras mollis scelerisque nunc. Nullam arcu. Aliquam consequat. Curabitur augue lorem, dapibus quis, laoreet et, pretium ac, nisi. Aenean magna nisl, mollis quis, molestie eu, feugiat in, orci. In hac habitasse platea dictumst.



Regards
Gokalp Sivrikaya
DPA — Safety Quality Manager
DEVBULK
Tel: +90 216 6511666 — Ext: 138 • Mob: +90 533 2830980
www.devbulk.com

COMPLIMENTS CARD

Sizes are as shown.

160 x 100 mm

350 g of matt glossy paper must be used.

Pantone color codes of the logo must be taken as a reference to avoid variable color shading as the paper will be of matt nature.

Offset printing and 2 colors would be acceptable.

Typography and layout of the address information would be the same as with letterhead. 6 pt; spacing 8.5 pt.

The words "With Compliments" in 18 pt; letter spacing 100.

The relevant design is available in the CD, which comes with the Corporate Identity Guidelines.



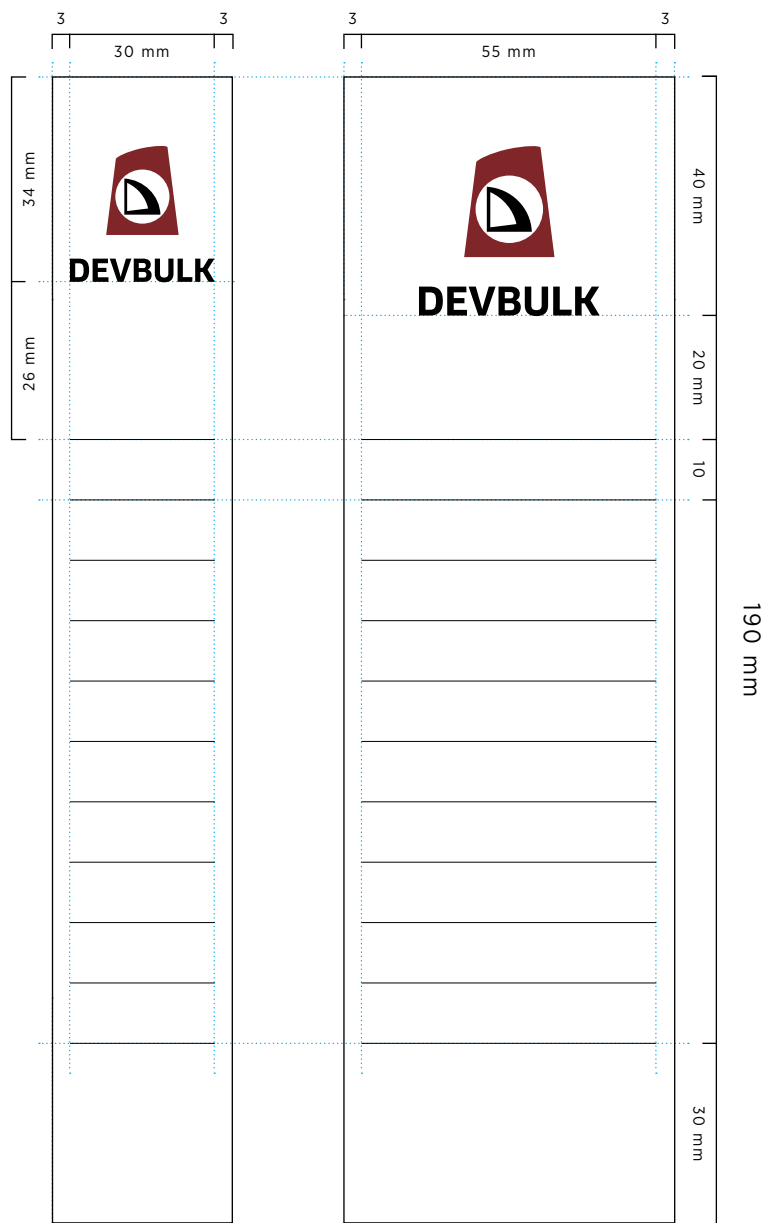
FOLDER STICKER

Sizes are as shown below, by folder thickness.

30 x 190 mm

55 x 190 mm

The relevant design is available in the CD, which comes with the Corporate Identity Guidelines.



INVOICE

Sizes are as shown.
A4, 210 x 297 mm

**The relevant design is available in the CD,
which comes with the Corporate Identity
Guidelines.**

110 g of high-grade paper pulp must be used. Pantone color codes of the logo must be taken as a reference to avoid variable color shading as the paper will be of matt nature. Offset printing and 2 colors would be acceptable.



T-SHIRT

The logo design may be colored or monochrome. For female uses, the t-shirt color must be preferred from among the Devbulk's corporate colors. They may be manufactured separately for women and men, or in unisex.

The logo is implemented through screen printing.

The production document of the relevant design is available in the CD, which comes with the Guidelines.



SWEATSHIRT

The logo design may be colored or monochrome female. For female uses, the t-shirt color must be preferred from among the Devbulk's corporate colors. They may be manufactured separately for women and men, or in unisex.

The logo is implemented through screen printing or embroidery method.

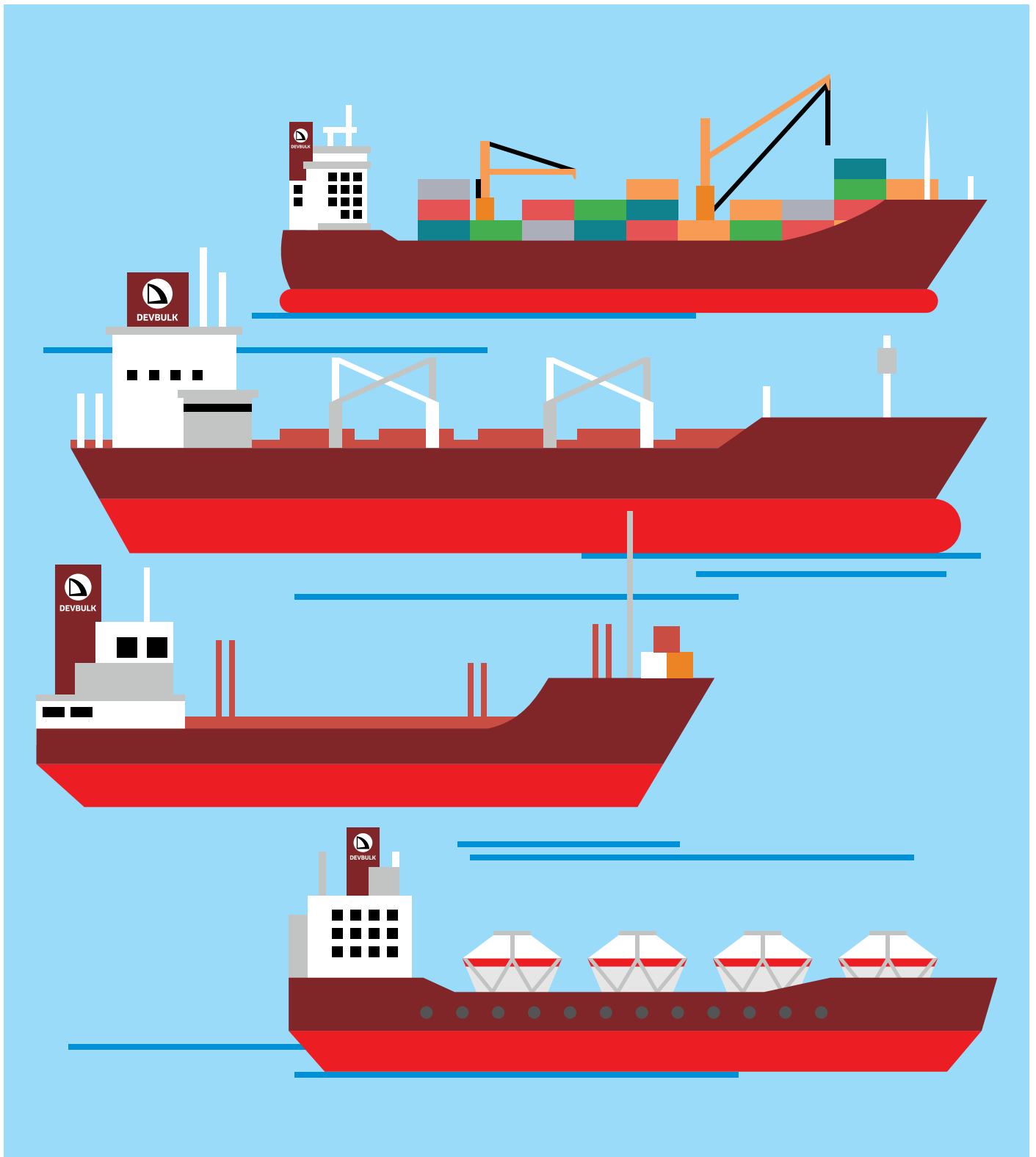
The production document of the relevant design is available in the CD, which comes with the Guidelines.



SHIPS

The ship's funnel bears the Devbulk's logo*.
The ship's bodies must be dyed in the Devbulk's corporate colors.

(*) The principles for implementation of the logo on the ship's funnel is given on the page of *The Only Exception for the Logo Use*. (See page 14).



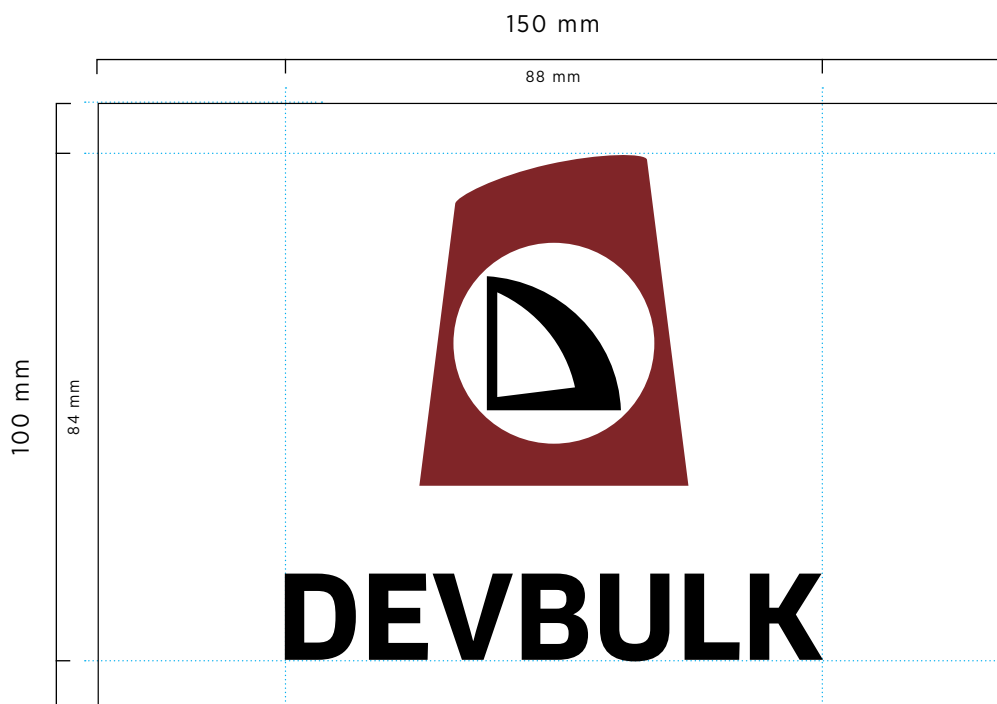
FLAG AT STAFF

Sizes are as shown.

150 x 100 mm

Pantone color codes of the logo must be taken as a reference. The logo is implemented through screen printing, transfer or digital printing method.

The production document of the relevant design is available in the CD, which comes with the Guidelines.



PROVISION OF TECHNICAL INFORMATION AND DOCUMENTS

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