



BRAND IDENTITY

JULY 2024





A. BRAND

1. ESSENCE
2. CORE VALUES
3. VISION
4. MISSION
5. PERSONALITY
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A. BRAND

1. BRAND ESSENCE

At IDEF, we believe in the power of innovation, the importance of collaboration, and the necessity of progress in the defence and security sectors. We are dedicated to creating a platform where the brightest minds and the most advanced technologies come together to shape the future of global defence. Our mission is to foster an environment of trust, innovation, and excellence, where industry leaders, policymakers, and visionaries can connect, share insights, and forge partnerships that enhance global security. **Strength for stability** is at the heart of our efforts, as we recognize that **peace needs protection**.

IDEF is more than an event; it's a commitment to a safer, more secure world. We stand for integrity, transparency, and the relentless pursuit of excellence. Join us in Istanbul, where tradition meets innovation, and together, let's build the future of defence.

2. CORE VALUES

Innovation: Embracing cutting-edge technology and ideas to lead the future of defence.

Inclusivity: Welcoming diverse perspectives and encouraging global participation.

Collaboration: Building strong partnerships and fostering cooperation among industry leaders and stakeholders.

Excellence: Committing to the highest standards in all aspects of the event.

Integrity: Upholding honesty, transparency, and ethical practices.

Security: Prioritizing global safety and security through advanced solutions and strategies.

STRENGTH FOR STABILITY



3. VISION

Our vision at IDEF is to become the world's foremost defence and security event, setting the standard for excellence and innovation. We aspire to be the premier global platform where industry leaders, policymakers, and innovators come together to shape the future of defence and security. By fostering a collaborative environment and showcasing cutting-edge technologies, we aim to drive progress and enhance global security. **Peace needs protection**, and our ultimate goal is to create a safer, more secure world through the power of innovation, partnership, and strategic dialogue.

4. MISSION

Our mission at IDEF is to create the premier global platform for defence and security, where innovation meets collaboration. We aim to bring together industry leaders, policymakers, and visionaries to share knowledge, showcase cutting-edge technologies, and forge strategic partnerships that advance global security. **Strength for stability** and **strength for peacekeeping** are core to our purpose, ensuring that **hard power serves soft power**. Through our event, we strive to drive progress, inspire excellence, and contribute to a safer, more secure world.

An aerial photograph of the Bosphorus Bridge in Istanbul at sunset. The bridge is a suspension bridge with two large blue towers. It is filled with cars, their headlights and taillights creating a streak of light. The bridge spans a body of water, and a small boat is visible on the right. In the background, the city skyline is visible with many tall buildings. The sky is a mix of orange, yellow, and blue.

***PEACE
NEEDS
PROTECTION***

5. PERSONALITY

Innovative: Always forward-thinking and embracing new technologies and ideas.

Authoritative: A trusted leader in the defense and security sectors.

Collaborative: Open and engaging, fostering partnerships and cooperation.

Professional: Upholding the highest standards of professionalism and expertise.

Inclusive: Welcoming diverse viewpoints and fostering an inclusive environment.

Visionary: Looking ahead to future challenges and opportunities in global defence.

6. POSITIONING

IDEF stands at the crossroads of East and West, leveraging Istanbul's unique geographic and cultural position to create a truly global defence and security event. Unlike other defense fairs, IDEF offers unparalleled access to emerging markets and the latest technological advancements in the defence sector. Our event is a hub for innovation, collaboration, and strategic dialogue, making it the go-to destination for industry leaders and stakeholders seeking to shape the future of defence and security.

7. PROMISE

At IDEF, we promise to deliver an exceptional experience that exceeds expectations. Our commitment is to provide a world-class platform where innovation thrives, partnerships flourish, and new opportunities emerge. We ensure a secure, professional, and inclusive environment that fosters meaningful connections and drives the advancement of global defence and security.

8. KEY MESSAGES

Global Hub for Defense and Security: IDEF is where the world's defence and security leaders converge to shape the future.

Innovation at the Forefront: Showcasing the latest advancements and cutting-edge technologies in the defence sector.

Strategic Partnerships: Facilitating meaningful connections and collaborations that drive global security.

Excellence and Professionalism: Upholding the highest standards in all aspects of the event.

Inclusive and Diverse: Welcoming diverse perspectives from around the world to foster an inclusive environment.

Future-Focused: Anticipating and addressing future challenges and opportunities in global defence.

Strength for Peacekeeping: Emphasizing the importance of defence in maintaining global peace and security.



9. STORY

IDEF was born out of a vision to create a world-class defence and security event that bridges continents and cultures. Set in Istanbul, a city that has been a crossroads of civilizations for centuries, IDEF leverages Türkiye's strategic geographic and cultural position to unite the global defence community. Turkey, with its rich history of military innovation and its pivotal role in global security, provides a unique backdrop that underscores the importance of defence and stability.

From its inception, IDEF has brought together the brightest minds and the most advanced technologies in the defence sector. Over the years, IDEF has grown in stature and influence, becoming a crucial meeting point for industry leaders, policymakers, and innovators. Our journey is one of continuous growth and dedication to excellence, driven by our unwavering commitment to global security and innovation.

As we look to the future, IDEF remains committed to fostering an environment where innovation thrives, partnerships flourish, and new opportunities emerge, all against the vibrant and historically rich backdrop of Türkiye. Join us in Istanbul, where tradition meets innovation, and together, let's build the future of defence.

B. BRAND ITEMS

1. EMBLEM

- 1.1. STORY
- 1.2. USAGE GUIDE
- 1.3. COLORS
- 1.4. REVERSE LOGO USAGE
- 1.5. USAGE EXAMPLES
- 1.6. USAGE MISTAKES

2. TYPE

- 2.1. FONT
- 2.2. REVERSE USAGE
- 2.3. USAGE EXAMPLES
- 2.4. USAGE MISTAKES

3. LOGO

- 3.1. FONT
- 3.2. USAGE GUIDE
- 3.3. USAGE MISTAKES
- 3.4. USAGE WITH OTHER LOGOS
- 3.5. FAIR LOGO

4. COLOR

5. TYPOGRAPHY

- 5.1. CORPORATE FONT FAMILY
- 5.2. USAGE PRINCIPLES

B1. AMBLEM

1.1. STORY

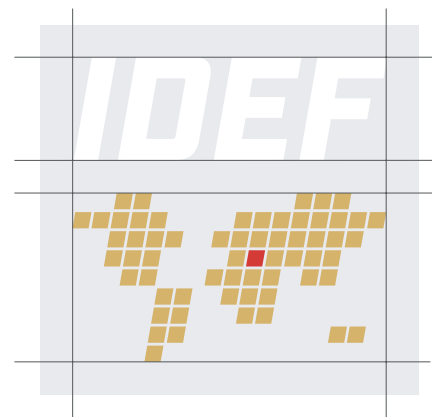
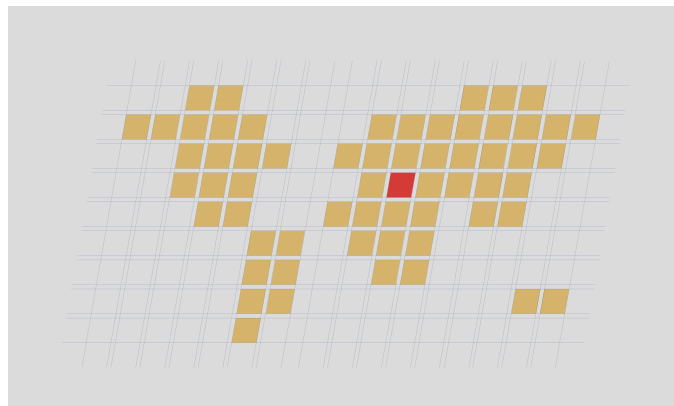
TSKGV (Turkish Armed Forces Foundation) is a shareholder, directly or indirectly, in 61 companies, each of which plays a critical role in key areas of the Turkish defense industry. The IDEF symbol is a world map containing 61 repetitions of the number 61, representing the 61 companies. The square representing Turkey is marked in red to distinguish it from the others.



B1. EMBLEM

1.2. USAGE GUIDE

In the emblem, each rhombus has an angle of 80° . When ordered horizontally, the starting corner of the right one aligns with the ending corner of the left one. The vertical order follows the inclination.



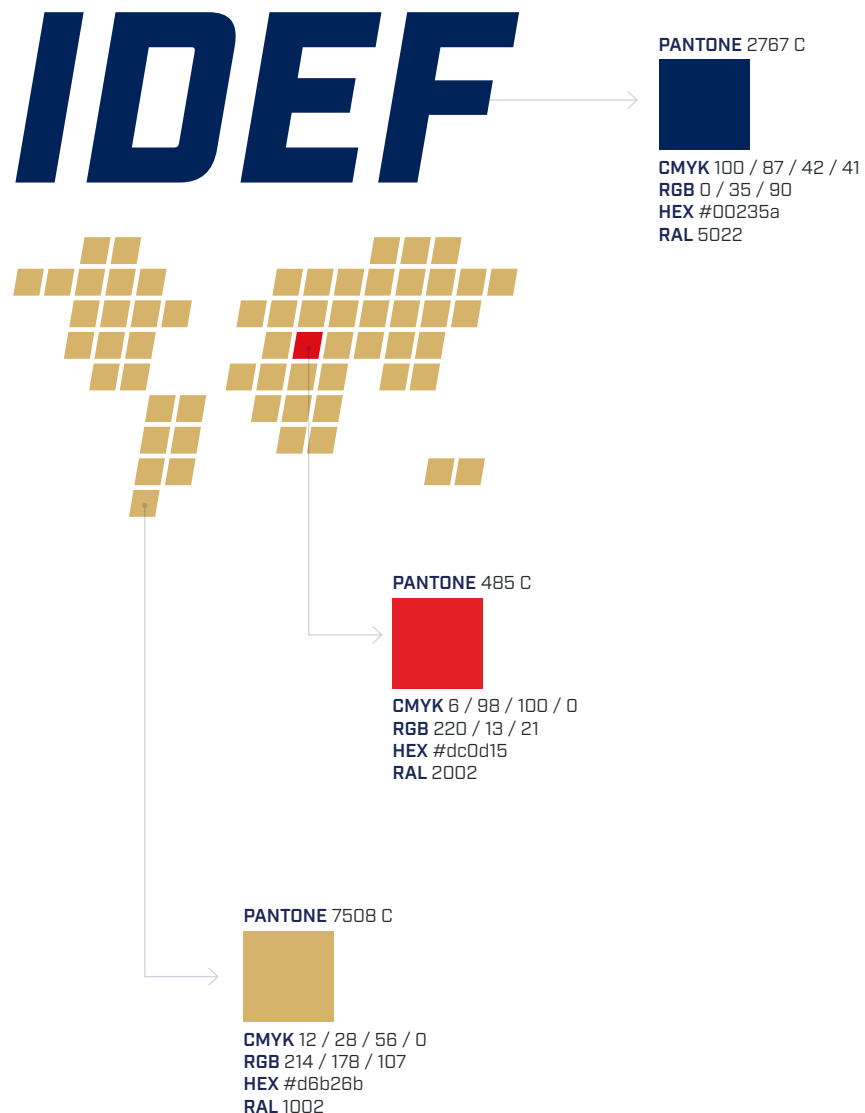
1.3. COLORS

Emblem has two main colors: Rojo and Ecrú.

Rojo: Pantone 485 C

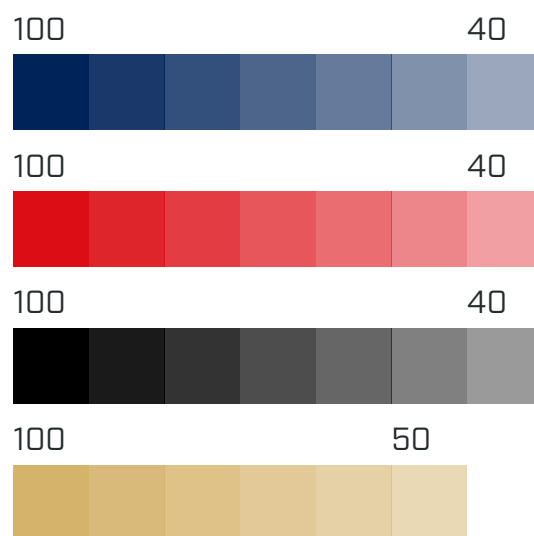
Ecrú: Pantone 7508 C

The color details are explained above. The emblem cannot be used without adhering to these standards.



1.4. REVERSE LOGO USAGE

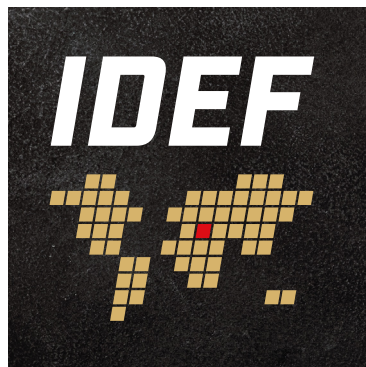
Reverse logo usage is available on Penn Blue, Rojo, Ecrú, and Black. This usage can be up to 40% for Penn Blue, Rojo, and Black, and up to 50% for Ecrú.



B1. EMBLEM

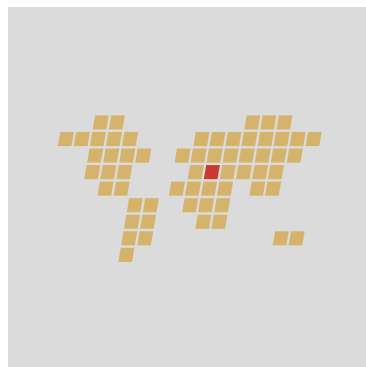
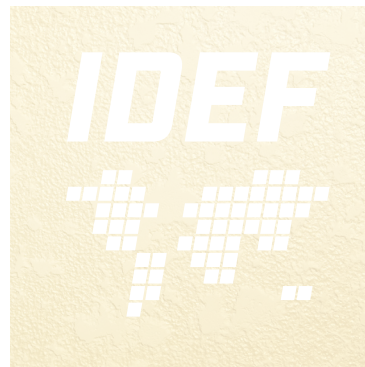
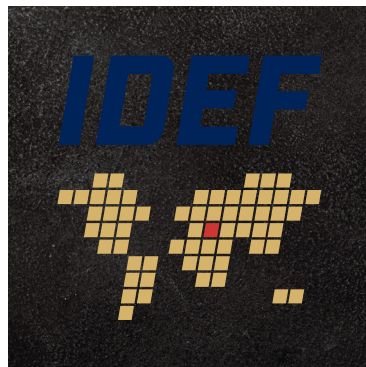
1.5. USAGE EXAMPLES

Standard and reverse amblem usage examples at below.



1.6. USAGE MISTAKES

Usage mistakes are exemplified below.



B2. TYPE

2.1. FONT

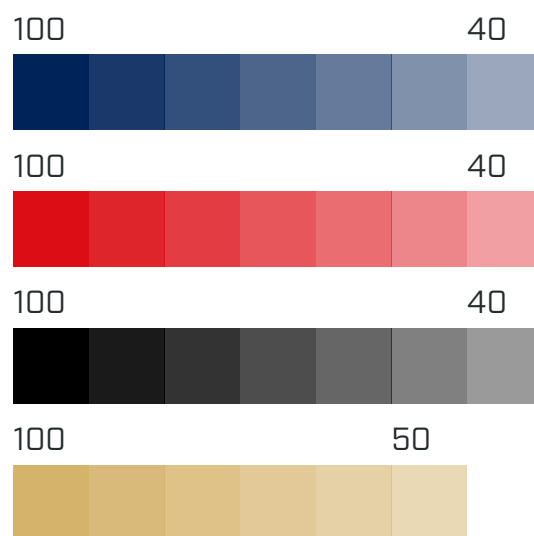
The IDEF type is written by Industry Black Italic.

IDEF

→ Industry Black Italic

2.2. REVERSE USAGE

In the emblem, each rhombus has an angle of 80°. When ordered horizontally, the starting corner of the right one aligns with the ending corner of the left one. The vertical order follows the inclination.



2.3. USAGE EXAMPLES

Standard and reverse ambler usage examples at below.



2.4. USAGE MISTAKES

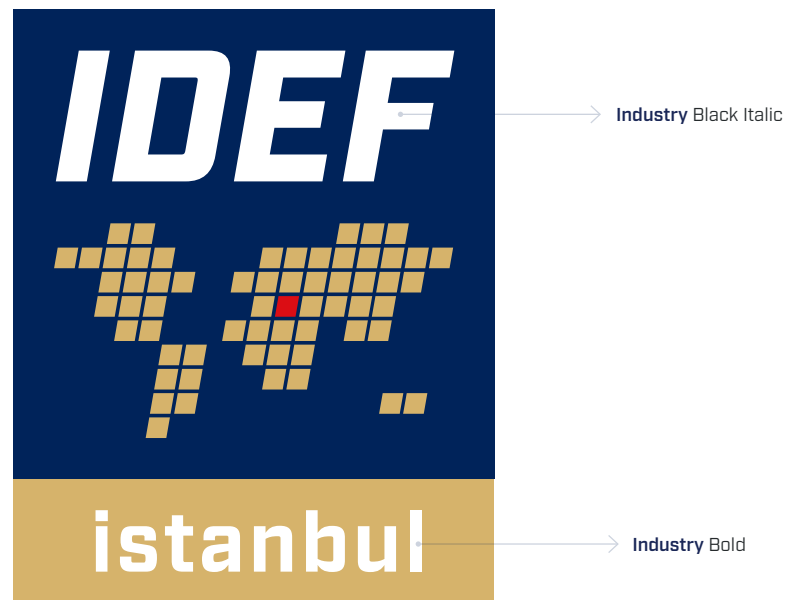
Usage mistakes are exemplified below.



3.1. FONT

The IDEF type is written by Industry Black Italic.

The Istanbul type is written by Industry Bold.



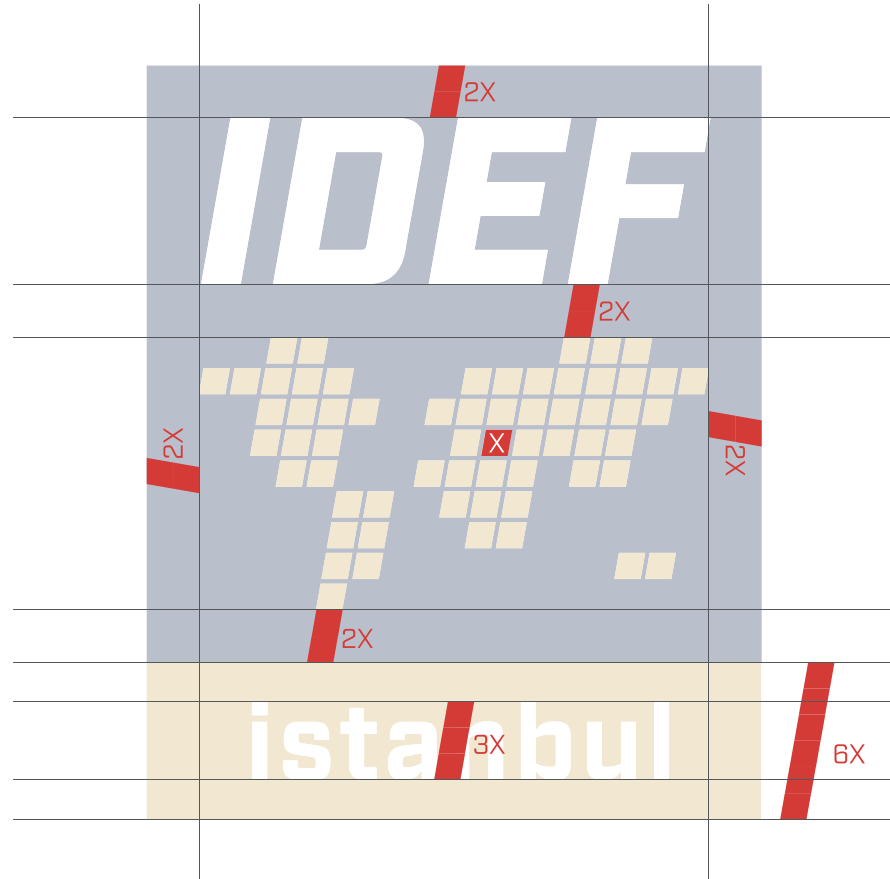
Industry Thin
Industry Light
Industry Book
Industry Medium
Industry Demi
Industry Bold
Industry Black
Industry Ultra

Thin Italic
Light Italic
Book Italic
Medium Italic
Demi Italic
Bold Italic
Black Italic
Ultra Italic

B3. LOGO TYPE

3.2. USAGE GUIDE

The logo ratios based on rhombus at the center. There is double rhombus between outline and the emblem.



3.3. USAGE MISTAKES

Usage mistakes are exemplified below.



B3. LOGOTYPE

3.4. USAGE WITH OTHER LOGOS

Exemplified below.



3.5. FAIR LOGO

The IDEF type is written by Industry Black Italic.

The Istanbul type is written by Industry Bold.



17th

International Defence
Industry Fair

July 22-27, 2025



4.1. MAIN COLORS

Main colors.

PANTONE 2767 C



PANTONE 2767 C

CMYK 100 / 87 / 42 / 41

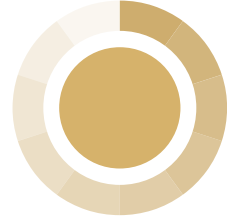
RGB 0 / 35 / 90

HEX 00235a

RAL 5022

penn blue

PANTONE 7508 C



PANTONE 7508 C

CMYK 12 / 28 / 56 / 0

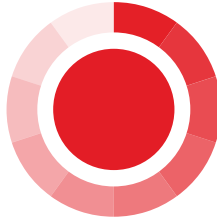
RGB 214 / 178 / 107

HEX d6b26b

RAL 1002

ecru

PANTONE 485 C



PANTONE 485 C

CMYK 6 / 98 / 100 / 1

RGB 220 / 13 / 21

HEX dc0d15

RAL 2002

rojo

3.5. ASSISTANT COLORS

Other colors.



PANTONE 288

CMYK 100 / 80 / 0 / 50

RGB 0 / 35 / 90

HEX 303132

RAL

dark gray

5.1. CORPORATE FONT FAMILY

IDEF's corporate font family name is Arimo.

Arimo Regular
Arimo Medium
Arimo SemiBold
Arimo Bold

Arimo R. Italic
Arimo M. Italic
Arimo S. Italic
Arimo S. Italic

5.2. USAGE PRINCIPLES

It is strictly prohibited to extend or shorten the text in both majuscule and minuscule writings, as this would alter its character.

Quick brown fox jumps over the lazy dog.

Quick brown fox jumps over the lazy dog.



Quick brown fox jumps over the lazy dog.

Quick brown fox jumps over the lazy dog.

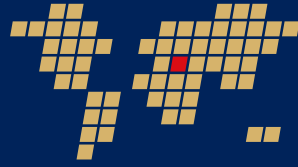


Quick brown fox jumps over the lazy dog.

Quick brown fox jumps over the lazy dog.



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idef.com.tr