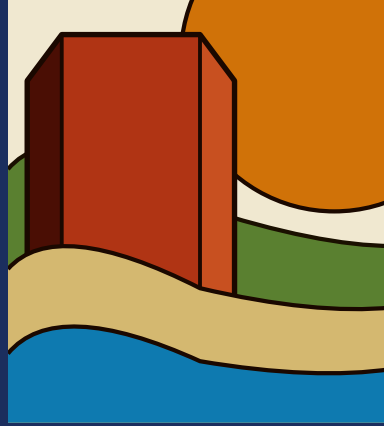




ALTİD

Brand Identity Presentation

Alanya Turistik Otelciler Derneği • June 2026

Contents

01 Vision & Mission

02 Color System

03 Logo Design

04 Typography

05 Website Design

01 Vision & Mission

The purpose and direction of ALTiD

Vision Statement



To be the leading voice of hospitality excellence in the Eastern Mediterranean — elevating Alanya as a world-class destination through sustainable tourism, cultural heritage, and the spirit of Turkish hospitality.

Where Alanya Speaks to the World

Mission Statement

ALTİD unites Alanya's tourism professionals to champion quality standards, advocate for sector interests, and connect members with global markets — fostering collaboration between hoteliers, government, and international tourism bodies.

A

Advocacy

Representing member interests
with government & global
bodies

C

Collaboration

Bridging hoteliers, agencies &
destination stakeholders

E

Excellence

Promoting quality standards &
best hospitality practices

S

Sustainability

Supporting eco-responsible
tourism for future generations

02 Color System

A palette grounded in Alanya's landscape, history, and culture

The ALTiD Color Palette

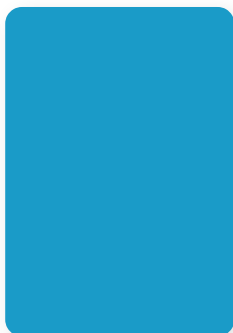


PRIMARY

Mediterranean Navy

#1B2E5E

PMS 281 C



SECONDARY 1

Mediterranean
Turquoise

#1A9BC8

PMS 7459 C



SECONDARY 2

Alanya Terracotta

#C4421A

PMS 7526 C



ACCENT

Saffron Gold

#E8920A

PMS 1375 C

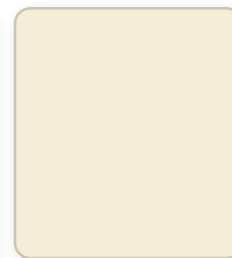


SUPPORTING

Taurus Olive

#5A7A3A

PMS 364 C

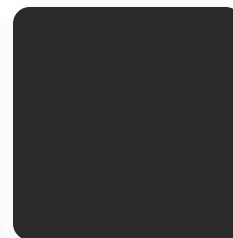


NEUTRAL LIGHT

Aegean Sand

#F5EDD8

—



NEUTRAL DARK

Deep Charcoal

#2A2A2A

Black

Color Rationale — Each Color Tells a Story



Navy

The deep Mediterranean at dusk and Alanya's evening sky. Anchors trust, professionalism, and institutional credibility — echoing İznik tile tradition.



Turquoise

The crystal-clear coastal waters that define the Turkish Riviera. Communicates sea, warmth, and vacation to any audience worldwide.



Terracotta

Literal color of Alanya Castle walls and the Kızılkuş (Red Tower, 1226 CE). Evokes sun-baked Anatolian clay and the historical dimension of the brand.



Gold

Alanya's 300+ sunny days and the richness of Turkish cuisine — saffron, baklava, honey. Replaces the old muted amber with a confident, digitally-optimized value.



Olive

The Taurus Mountains rising behind the city. Brings the land narrative missing from the original logo, plus gastronomical significance: world-class olive oil region.

Color Usage Guidelines

Hierarchy of Use



60–70% Mediterranean Navy



15–20% Turquoise + secondary palette



5–10% Saffron Gold (CTAs & accents)



~5% Supporting / contextual colors

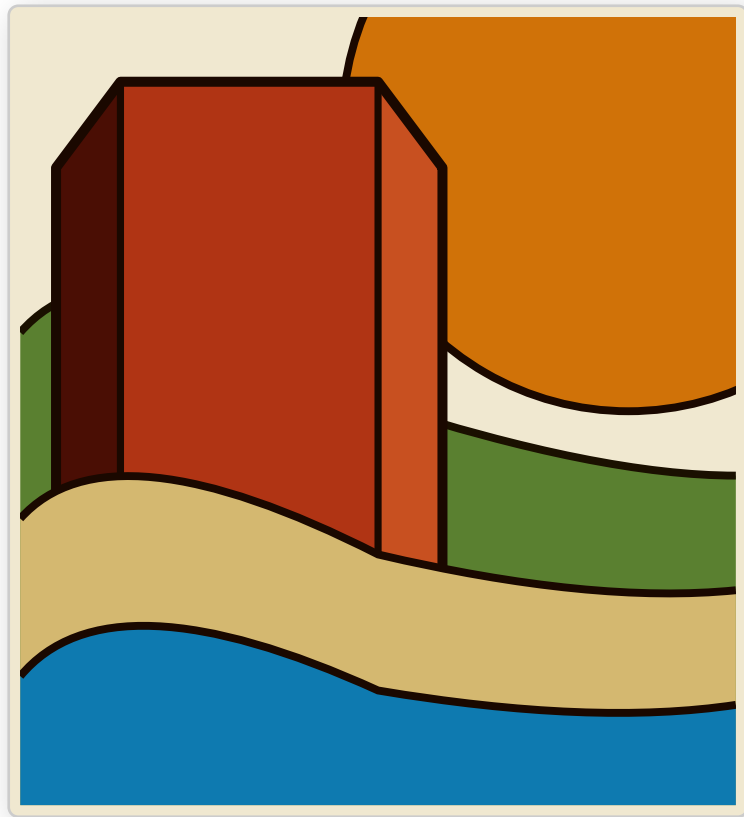
Combinations to Avoid

- ✗ Terracotta text on Saffron Gold backgrounds
- ✗ Navy text on Turquoise (insufficient contrast)
- ✗ Olive as small body text on light backgrounds
- ✗ More than 3 brand colors in a single panel
- ✗ Saffron Gold as a large-area background fill

03 Logo Design

From legacy identity to modern emblem

The ALTİD Logo — Woodcut Emblem



- **Amber Sun**
300+ sunny days · digital-first warm amber (#D07208)
- **Red Tower**
Kizilkule (1226 CE) · 3-face flat shading from sun
- **Nature Band**
Taurus vegetation · quadratic Bezier wave crest
- **Sand Band**
Kleopatra Beach · warm golden coastal strip
- **Sea Band**
Mediterranean · 32px equidistant right-edge bands

Design Philosophy & Continuity

Continuity with Legacy

- Red Tower (Kızılküle) remains the central icon — instantly recognizable continuity
- Mediterranean turquoise retained as secondary brand color
- Horizontal band structure (sky/land/sea) preserved as compositional language
- Amber/gold sun maintained — refined from muted original to digitally-optimized value

Graphic Design Best Practices

- ✓ Woodcut/linocut aesthetic — timeless craft quality, human warmth over corporate gloss
- ✓ Flat fills only — no gradients; faithful reproduction in print, embroidery, engraving
- ✓ Diagonal composition — upper-left to lower-right flow creates visual tension and energy
- ✓ Equidistant band spacing at right edge — creates rhythm and reduces visual noise at small sizes

Legacy Logo vs. New Identity

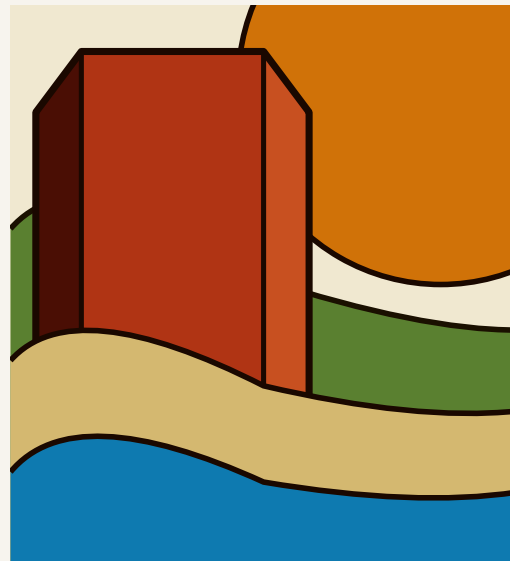
CURRENT LOGO



*Established identity — recognized
by current stakeholders & members*

Evolution

NEW LOGO — v10



*Modernized emblem — built
on the same visual DNA*

Maintaining Audience Mind Space

A brand logo carries accumulated recognition built over years of exposure. Radical redesigns risk breaking the mental association audiences have already formed — the unconscious link between a visual mark and what an organization stands for.

What is preserved

- Red Tower (Kizilkule) remains the dominant icon at left — the single most recognizable element of the current logo
- Horizontal band structure (nature / sand / sea) maintained as the core compositional language
- Amber sun disc retained in the upper-right — same position, refined value
- Turquoise sea band color carried forward from the existing palette

What is modernized

- Woodcut / linocut aesthetic replaces flat vector — adds warmth, craft character, and timeless quality
- Diagonal wave crests and tapered bands replace rigid horizontal stripes — more dynamic and organic
- Color values refined for digital screens and WCAG contrast compliance
- Proportions rebalanced: tower enlarged, bands equalized for legibility at small sizes

Why continuity matters

- Hotel operators and government partners have years of brand exposure — continuity reduces re-introduction cost
- Tourists who have visited Alanya carry a visual memory; the new logo remains instantly connectable
- A redesign that looks like an evolution — not a replacement — signals growth, not instability
- Shared visual DNA across old and new enables a phased rollout without abrupt discontinuity

Logo Variations & Reproduction Contexts

SIZE SCALE



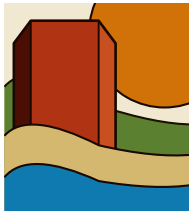
16px
Favicon



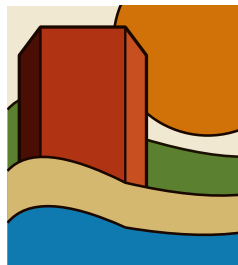
32px
Small



64px
Icon

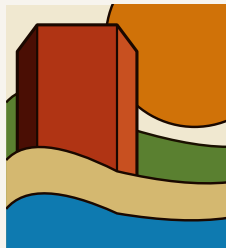


128px
Standard



256px
Large

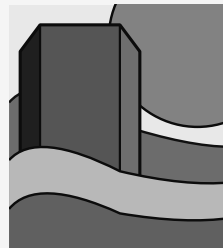
SINGLE-COLOR & GRAYSCALE REPRODUCTION



Full Color (reference)



B&W Silhouette



Grayscale



Reversed (white field)

Flat fills only — no gradients, no transparency. Faithful reproduction across print, embroidery, signage, and digital at any scale.

Logo Construction Principles

W

Woodcut Aesthetic

SVG displacement-map filters (feTurbulence) simulate ink-bleed and edge roughness of hand-cut linocut print. Seed values are locked to preserve exact character.

D

Diagonal Flow

Sun upper-right, tower upper-left, all three band boundaries descend left→right. Creates visual tension and a sense of motion — a place alive with energy.

T

3-Face Tower

Three progressively lighter reds (shadow → mid → highlight) simulate a 3D octagonal tower lit from the sun's position. Depth achieved through color alone, no gradients.

~

Wave Crests

Each band uses quadratic Bézier curves with a pronounced crest peak on the left that flattens to the right. Avoids static stripe appearance; adds organic rhythm.

F

Reproduction Safe

No transparency, no gradients. All fills are flat colors. Reproduces identically in full color, single-color, embroidery, engraving, and digital screens.

≡

Equidistant Bands

At the right canvas edge, the three band upper boundaries are exactly 32px apart (green→sand→sea). Creates visual order and clear rhythm at reduced sizes.

04 Typography

Cormorant Garamond × Lato — elegance and clarity

Typography System

Display

Cormorant
Garamond

H1 Heading

H2 Section Title

H3 Subsection

Display caption — light weight (300)

Ideal for pull quotes & hero text

Body

Lato

Body text — Regular 400

Lato brings clarity and warmth to all running text, captions, and UI labels. Its humanist shapes bridge the elegance of Cormorant with reader-friendly legibility.

BOLD 700 • for labels and emphasis

Light 300 • for captions and footnotes

16px body • 1.65 line height • optimized for web

Why These Fonts?

Cormorant Garamond

Heritage • Elegance • Mediterranean Character

- Old-style serif with roots in 16th-century French typography — carries centuries of cultural prestige
- Italic forms ideally suited for tourism brand voice: inviting, lyrical, aspirational
- Strong differentiation from generic sans-serif competitors; projects authenticity
- Open license (Google Fonts) — zero cost for web, print, and digital deployments
- Light 300 weight creates refined display text that pairs perfectly with photography

Lato

Clarity • Warmth • Universal Readability

- Humanist sans-serif designed by Polish designer Łukasz Dziedzić — warmth not coldness
- Exceptional legibility across all screen resolutions, sizes, and environments
- Multiple weights (300–900) provide flexible typographic hierarchy
- Originally designed for a corporate client — proven in institutional contexts
- Open license (Google Fonts); widely supported across all platforms and browsers

Typographic Scale

Display	32pt	Light 300	<i>Alanya — Where the Mediterranean Comes Alive</i>
H1	24pt	Regular 400	Tourism Excellence on the Turkish Riviera
H2	18pt	SemiBold 600	Member Hotels & Partnership Program
H3	14pt	Regular 400	<i>Alanya Region Overview</i>
Body	12pt	Regular 400	ALTİD supports over 200 member hotels in Alanya. Our mission spans quality standards, advocacy, and international promotion of the region as a year-round destination.
Caption	10pt	Light 300	Source: ALTİD Annual Tourism Statistics Report 2025 - alanya.org.tr

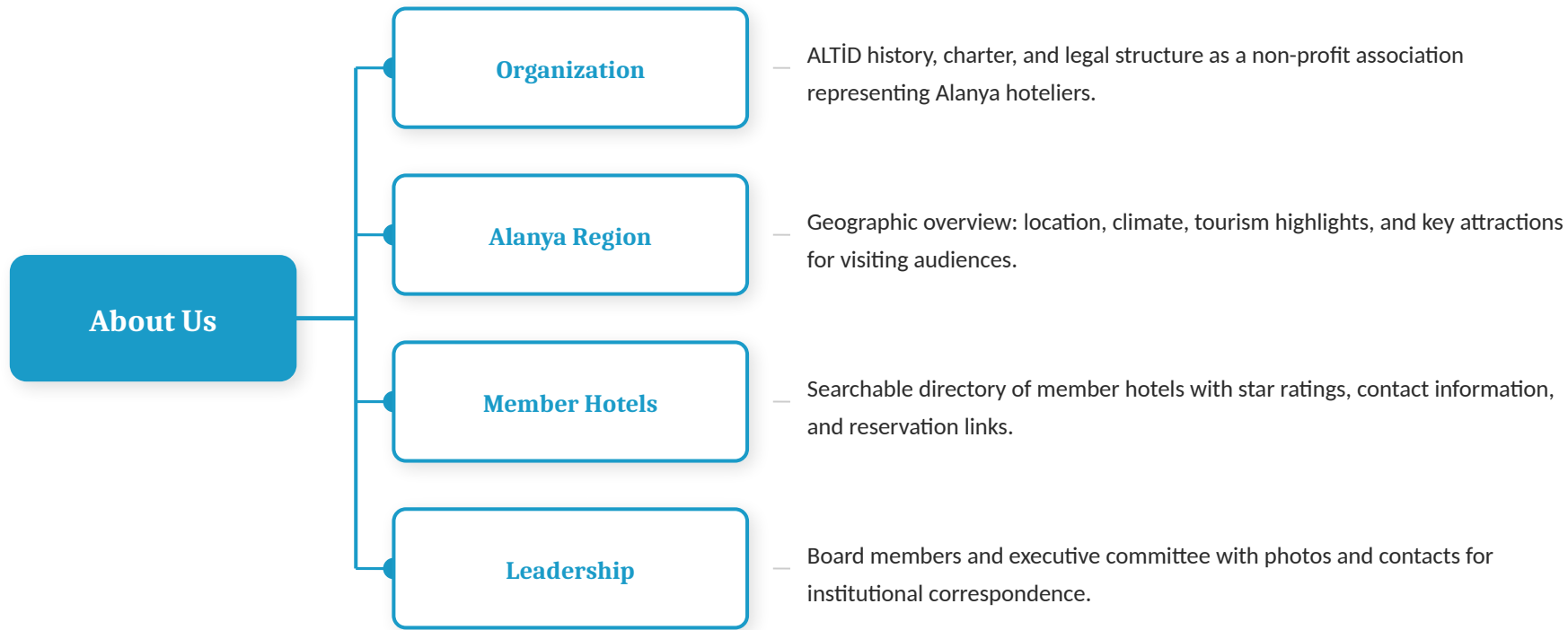
05 Website Design

WordPress-based multilingual platform for diverse audiences

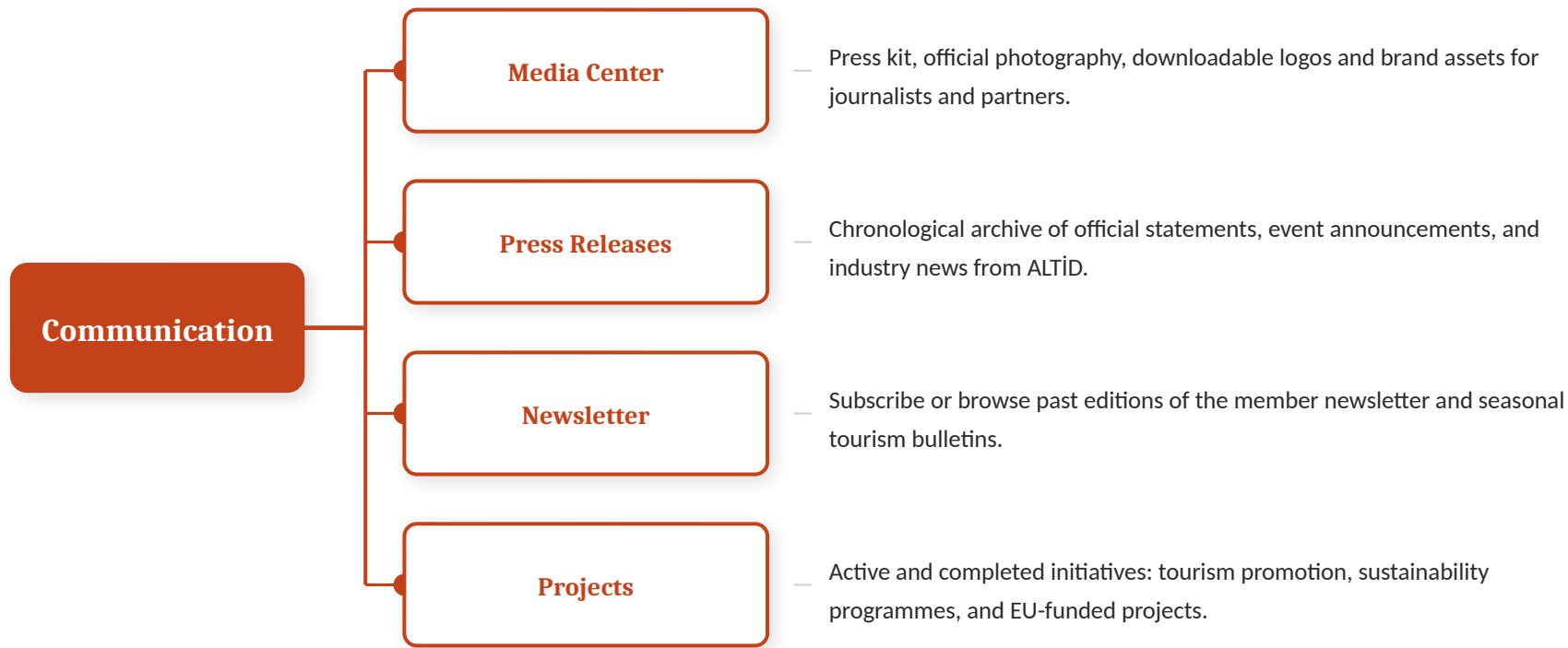
Site Map — altid.org.tr



About Us



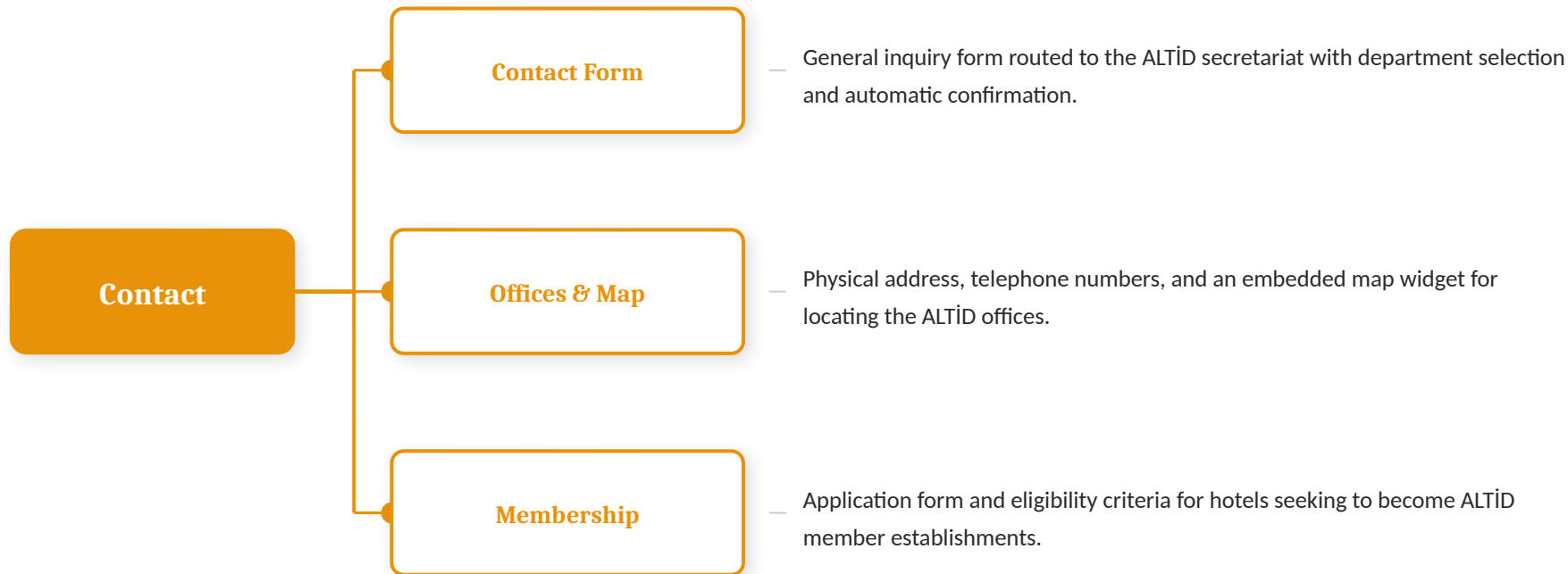
Communication



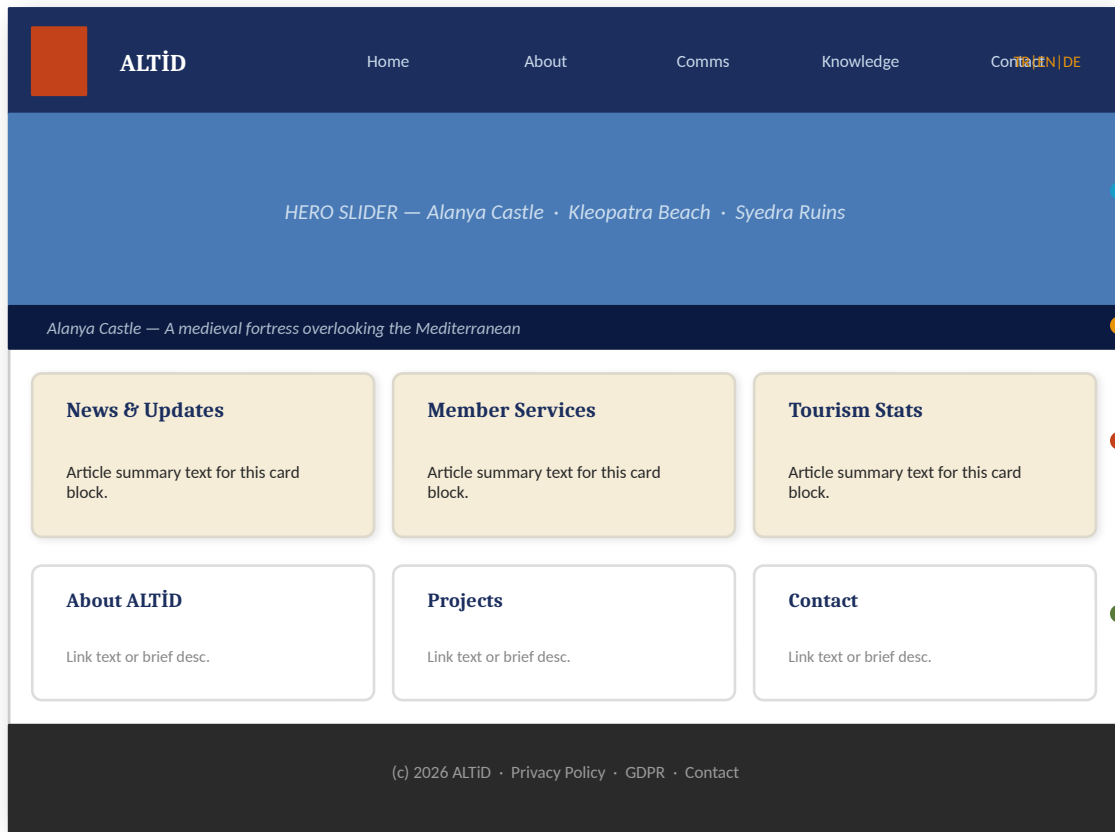
Knowledge Base



Contact



Standard Page Layout



Sticky Header

Logo · Primary nav · Language switcher (TR/EN/DE/RU)

Hero Slider

Full-width auto-rotating slider · 3 landmark photos · prev/next dots

Caption Bar

Slide title + subtitle. Navy dark background, muted text

Content Grid

Responsive 3-col cards — news, member services, statistics

Quick Links

Secondary row — About, Projects, Contact

Footer

Legal: Privacy, GDPR, cookies. Charcoal background

Website Design Principles



Multilingual

Turkish, English, German, Russian. Language switcher in header. Polylang WordPress plugin. All content fully translated for each target audience segment.



Responsive

Mobile-first design. Fluid grid collapses to single column on small screens. Touch-friendly navigation with hamburger menu toggle.



Brand Consistent

Mediterranean Navy header. Aegean Sand content backgrounds. Saffron Gold CTAs. Cormorant Garamond headings. Lato body text throughout.



Accessible

WCAG 2.1 AA compliant contrast ratios. Semantic HTML5 structure. ARIA labels on interactive elements. Keyboard navigation support.



Performance

SVG logo — zero pixel degradation at any size. Optimized hero images served as WebP. WordPress with caching layer via Nginx reverse proxy.



Audience-Driven

Three audience segments: tourists (discover), hoteliers (members/statistics/laws), government (press/projects). Navigation architecture mirrors these needs.

A Brand That Is Alanya

Every color has a referent. Every design choice has a reason.

This identity is Alanya as a visual map.



Vision & Mission



Color System



Logo Design



Typography



Website

06 Social Media Templates

Brand-consistent post templates for all major platforms

Social Media Post Templates — Overview

Four ready-to-use templates apply the full ALTİD brand system — color palette, logo emblem, Cormorant Garamond / Lato typography — across every major platform format.



Instagram Square

1080 × 1080 px • 1:1

Instagram Feed • Facebook Feed

Tourism scenes, event announcements,
member spotlights

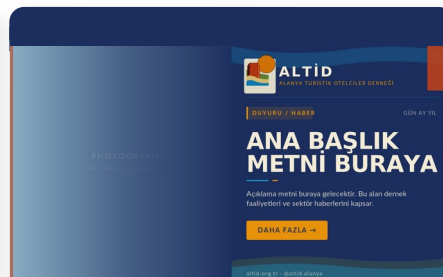


Instagram Story

1080 × 1920 px • 9:16

Instagram Stories • Facebook Stories •
WhatsApp Status

Time-sensitive updates, event promotions,
tourism highlights



Facebook / LinkedIn

1200 × 630 px • 1.91:1

Facebook Feed • LinkedIn Feed • FB Event
Cover

Institutional announcements, press releases,
sector news



Twitter / X

1200 × 675 px • 16:9

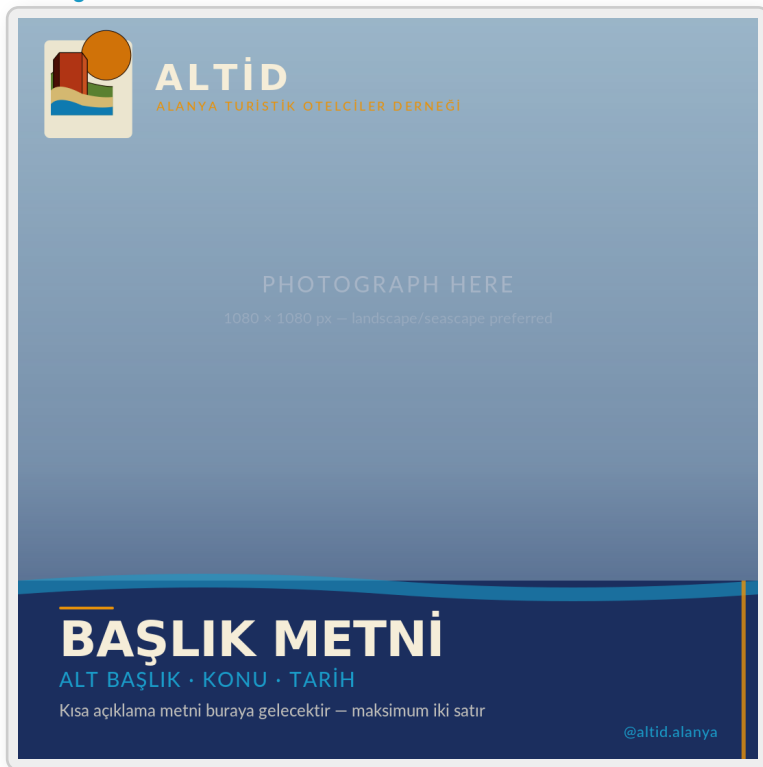
Twitter / X • YouTube Thumbnail

Statistics, quotes, quick updates, sector data

Edit in Figma, Adobe Illustrator, or Inkscape • Export as PNG at native resolution • Source SVG files in posts/ folder

Instagram Square — 1080 × 1080 px

Instagram Feed • Facebook Feed



LAYOUT ZONES

Identity Zone

Logo emblem in cream pill frame + ALTİD wordmark in Cormorant Garamond 700 + gold sub-brand line in Lato 300.

Photo Area

Full-bleed photograph (1080 × 1080 px). Navy gradient overlay deepens from 10% at top to 82% at base for text contrast.

Content Band

Navy panel at base: gold accent rule, Cormorant Garamond headline (72 pt), turquoise sub-headline (Lato 300), body copy (Lato 400).

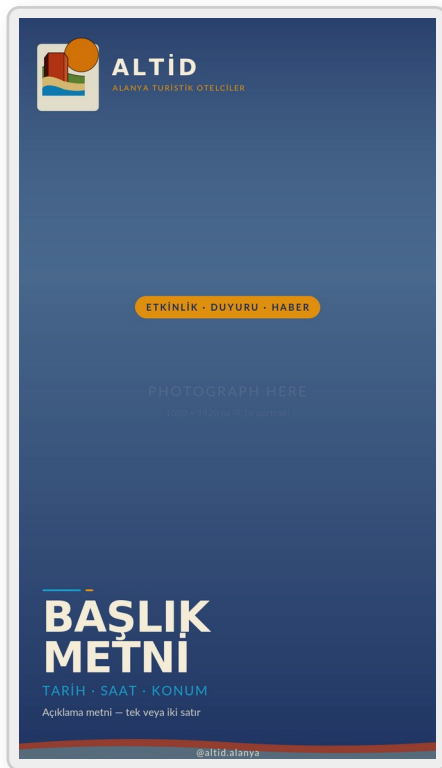
Handle

@altid.alanya in turquoise bottom-right. Saffron gold accent bar at right edge reinforces brand column identity.

Edit: BAŞLIK METNİ → headline · ALT BAŞLIK · KONU · TARİH → sub-headline · Body copy → two lines max · @altid.alanya → handle

Instagram Story — 1080 × 1920 px

Instagram Stories · Facebook Stories · WhatsApp Status



LAYOUT ZONES

Top Zone

Logo emblem + wordmark on navy. Top-safe area respects 250 px UI margin. Heavy navy gradient overlay protects readability.

Event Badge

Centered gold pill badge in upper-mid area. Use for category label: ETKİLİK / DUYURU / HABER.

Photo Window

Full-bleed portrait photo (1080 × 1920 px). Dual gradient: heavy navy top + heavy navy bottom, clear in centre.

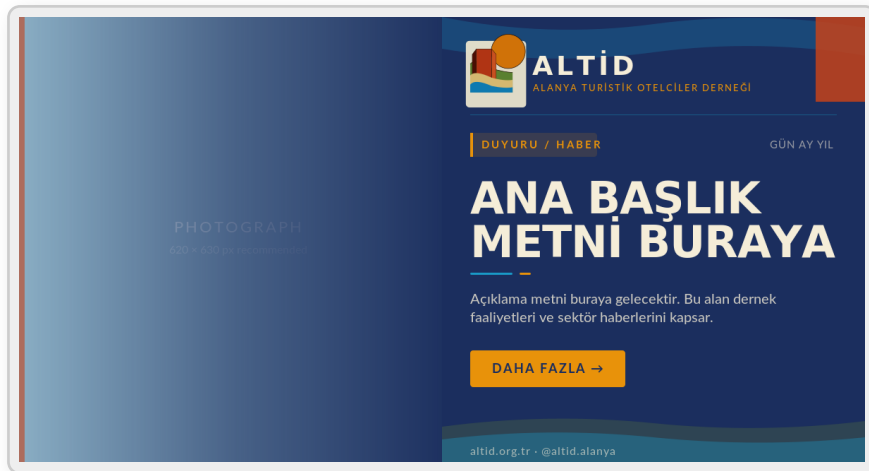
Content Block

Bottom 440 px: turquoise + gold accent rules, large Cormorant headline (2–3 lines), Lato body text, CTA button.

Edit: ETKİNLİK · DUYURU · HABER → badge category · BAŞLIK METNİ → headline (2 lines) · Body text → two lines · DAHA FAZLA → → CTA text

Facebook / LinkedIn — 1200 × 630 px

Facebook Feed • LinkedIn Feed • Facebook Event Cover



LAYOUT ZONES

Photo Half

Left 620 px: full-height photograph with horizontal fade gradient (clear at left → navy at right), blending into content panel.

Navy Panel

Right 600 px: Mediterranean Navy background. Turquoise wave accent top edge. Terracotta corner block top-right.

Logo + Wordmark

Logo emblem (62% scale) + ALTİD wordmark in Cormorant Garamond, Lato sub-brand line in gold. Turquoise divider rule below.

Content Area

Gold category tag with left accent bar. Date top-right. Cormorant Garamond headline (62 pt, two lines). Body text + handle.

Edit: DUYURU / HABER → category label • GÜN AY YIL → date • ANA BAŞLIK METNİ BURAYA → headline
• Body text → 3 lines max • @altid.alanya → handle

Twitter / X — 1200 × 675 px

Twitter / X • YouTube Thumbnail



LAYOUT ZONES

Navy Header

Full-width navy bar (130 px). Logo emblem at left. ALTİD wordmark + gold sub-brand. Date and category pill tag at right.

Aegean Sand BG

Warm sand background (#F5EDD8) with subtle diagonal turquoise line texture. Turquoise + gold accent lines below header.

Left Column

Large Cormorant Garamond headline (82 pt, navy on sand). Turquoise + gold paired accent row. Body text in Lato 300.

Right Accent

Navy accent panel right side. Statistics or pull-quote in large display type. Turquoise wave strip and handle at bottom.

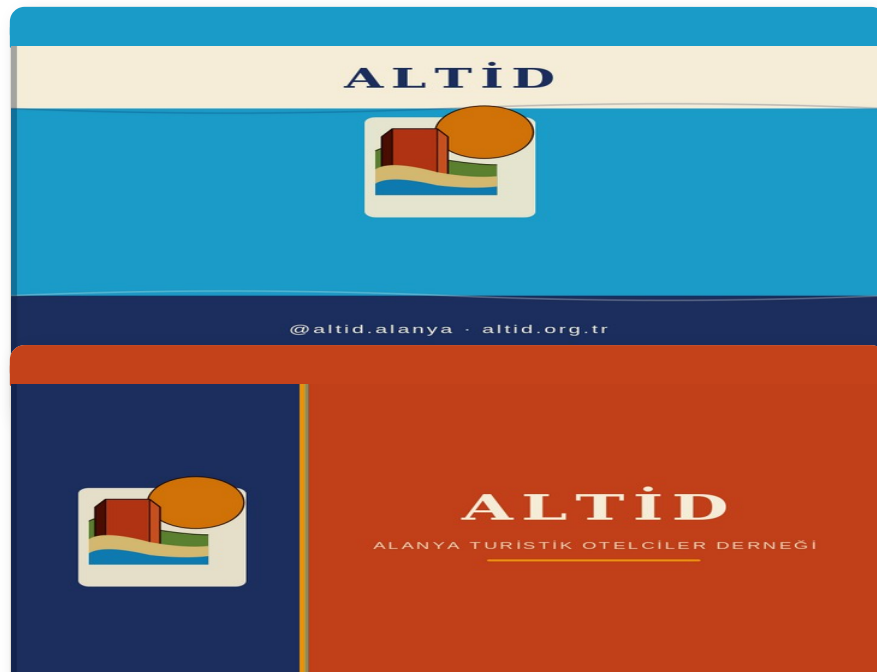
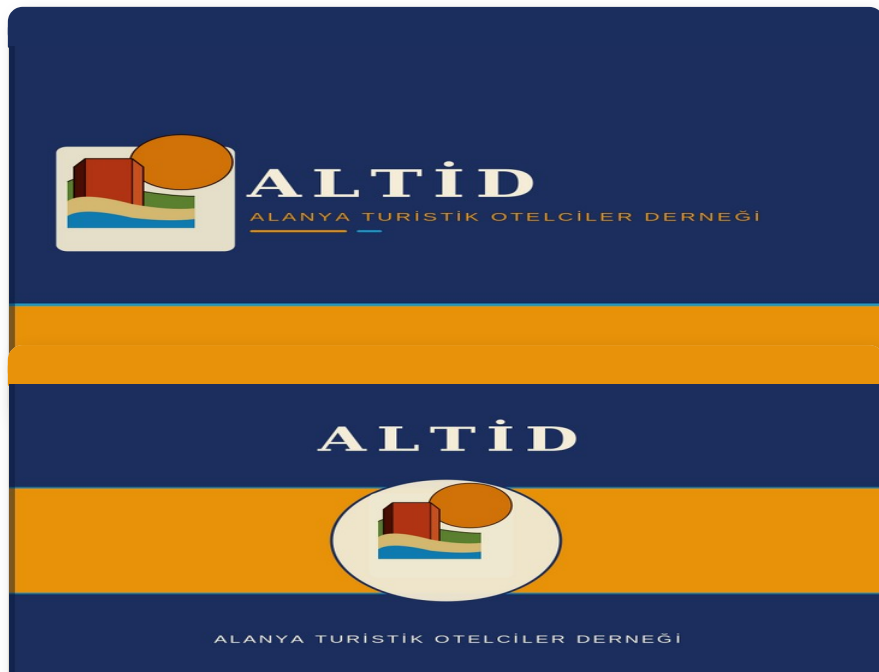
Edit: KATEGORİ → category tag • GÜN AY YIL → date • ANA BAŞLIK → headline • STAT / QUOTE area → large number or pull-quote • @altid.alanya → handle

07 Flag Design Examples

Brand identity applied to institutional and event flags

Flag Design Examples — Overview

Four flag concepts apply the ALTİD brand system to physical identity contexts. Each variant is optimised for a specific setting — from formal governmental liaison to beachside hospitality venues.



All flags use standard 3:2 proportions (900 × 600 px) • SVG source files available for print and fabrication

Flag A — Institutional / Official

Government offices • Municipal liaison • Headquarters entrance • Formal correspondence backgrounds



DESIGN RATIONALE

Mediterranean Navy dominates the field — the primary brand colour communicating authority and institutional trust. The Saffron Gold base stripe (1/6 height) echoes the sun and warmth motif without compromising the formal register. A Turquoise rule separates the two zones. The logo emblem sits left-of-field in a cream pill frame, paired with the full wordmark in Cormorant Garamond.

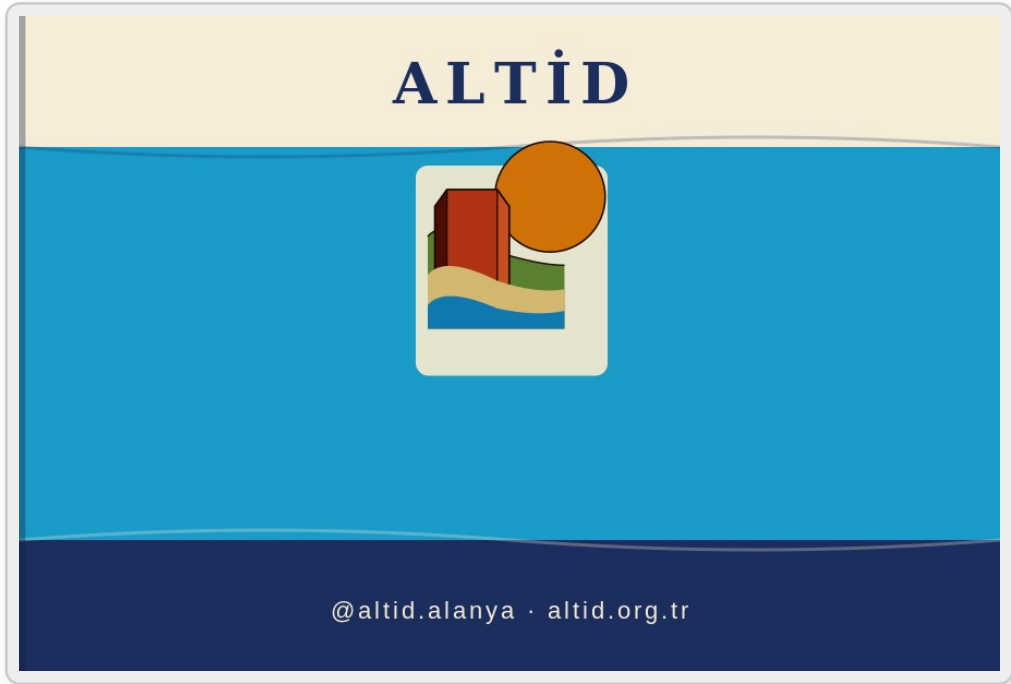
SPECIFICATIONS

Field	Mediterranean Navy #1B2E5E
Base stripe	Saffron Gold #E8920A (1/6 height)
Accent rule	Mediterranean Turquoise #1A9BC8
Wordmark	Cormorant Garamond 700 • Aegean Sand
Sub-brand	Lato 300 • Saffron Gold
Proportions	3:2 (900 × 600 px)

Context: Government offices • Municipal liaison • Headquarters entrance • Formal correspondence backgrounds

Flag B — Tourism / Hospitality

Hotel entrances • Beach venues • Tourism fairs • Marina berths • Resort signage



DESIGN RATIONALE

Mediterranean Turquoise takes the field — the colour most viscerally associated with Alanya's coastal waters. An Aegean Sand header band carries the wordmark in Navy, evoking beach and sky. The Navy base stripe grounds the design and anchors the ALTİD handle. Subtle wave-curve dividers reference the logo's landscape bands. The logo emblem is centred prominently on the turquoise field.

SPECIFICATIONS

Field	Mediterranean Turquoise #1A9BC8
Header band	Aegean Sand #F5EDD8 (1/5 height)
Base stripe	Mediterranean Navy #1B2E5E (1/5 height)
Wave dividers	Navy / Sand 25–30% opacity
Wordmark	Cormorant Garamond 700 • Mediterranean Navy
Proportions	3:2 (900 × 600 px)

Context: Hotel entrances • Beach venues • Tourism fairs • Marina berths • Resort signage

Flag C — Ceremonial / Events

Galas • Award ceremonies • Annual congresses • Trade fair stands • Stage dressing



DESIGN RATIONALE

A triband of Navy–Gold–Navy creates maximum visual impact at distance. The proportions are equal thirds, giving the gold centre band strong presence. The logo emblem is set inside a cream circle on the gold band — a medallion motif that reads well both close-up and at height. ALTİD wordmark occupies the top navy band in large display size; the full organisation name anchors the bottom band in Lato light.

SPECIFICATIONS

Top / Bottom	Mediterranean Navy #1B2E5E (1/3 each)
Centre band	Saffron Gold #E8920A (1/3 height)
Band dividers	Mediterranean Turquoise #1A9BC8 (3 px)
Badge	Cream circle #F0E8D0 r=118 px
Wordmark	Cormorant Garamond 700 • Aegean Sand 64 pt
Proportions	3:2 (900 × 600 px)

Context: Galas • Award ceremonies • Annual congresses • Trade fair stands • Stage dressing

Flag D — Heritage / Kızılkule

Cultural heritage events · Kızılkule (Red Tower) site · Castle festivals · Archaeological contexts



DESIGN RATIONALE

Alanya Terracotta references the literal colour of the Red Tower (Kızılkule, 1226 CE) and the castle walls. A Navy hoist panel (1/3 width) carries the logo emblem — creating a canton-style layout familiar from traditional flags. The Saffron Gold vertical divider with a Turquoise inner line separates the two zones with brand precision. The full wordmark is centred on the terracotta fly field in sand-cream.

SPECIFICATIONS

Fly field	Alanya Terracotta #C4421A
Hoist panel	Mediterranean Navy #1B2E5E (1/3 width)
Divider	Saffron Gold #E8920A (9 px) + Turquoise (3 px)
Wordmark	Cormorant Garamond 700 · Aegean Sand 68 pt
Sub-brand	Lato 300 · Aegean Sand 19 pt
Proportions	3:2 (900 × 600 px)

Context: Cultural heritage events · Kızılkule (Red Tower) site · Castle festivals · Archaeological contexts