



**FENERBAHÇE SK**

Brand and Logo Usage Guide



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## 1 | Brand and Official Title

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Founded in 1907, Fenerbahçe Sports Club is the biggest sports club, operating in 9 branches in total, such as; football, basketball, volleyball, table tennis, swimming, boxing, rowing and athletics and which sends the most athletes to the Olympics. Having 28 Turkish Championship trophies in its museum, Fenerbahçe, is the biggest non-governmental organization in Turkey with over 25 millions of fans and the sensitivity showing to social matters.

Serving to Turkish sport by also educating sportsman for other than football, having lots of European Championships in its history and always aiming for the top in every area with its competitive structure; Fenerbahçe Sports Club, carries on its activity by the vision of following both Atatürk's footsteps and values.

Administrative building is located in Istanbul. In correspondences and visual works, the brand of **Fenerbahçe SK** can be used in only in 3 following formats, the use of other formats is wrong:

1. **"FB"** and **"FB SK"** as abbreviations,
2. Generally **"Fenerbahçe"** or **"Fenerbahçe SK"**,
3. In official correspondence and media (for example, contract); it is possible to use **"Fenerbahçe Sports Club"**.

## 1.1 | Examples of Misusage of the Brand

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Except for the 3 uses of the **"Fenerbahçe"** brand mentioned on page 1 all usage is wrong. For instance;

**Fener** (Bahçe is missing)

**Bahçe** (Fener is missing)

**Fener Bahçe** (No space in between)

**Fener.Bahçe** (No point in between)

**Fenerbahçe Spor** (Club is missing)

**Fenerbahçe Club** (Sports is missing)

## 2 | Logo of Fenerbahçe SK

The registered logo of **Fenerbahçe Sports Club** is as seen below. Colors are yellow and navy blue. Consist of a special picture drawn on red background and a green oak branch in the middle of yellow-navy blue colors framed by a white circle. **White area** contains the name of the club and the date of establishment. It is an expression of pureness and candidness. **Red area** symbolizes purity and passion of the love and loyalty between Fenerbahçe and it's fan also symbolizing Turkish Nation Flag. **Navy blue field;** heart shaped dark blue represents nobility. **Yellow area;** It describes envy and jealousy against Fenerbahçe. **Green area;** oak branch symbolizes the power and the might of Fenerbahçe SK.



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## 2.1 | Logo Properties

It is the logo of **Fenerbahçe SK**.

- Except for the Turkish Flag, it can never be used on red and similar colored backgrounds.
- No changes can be made on the fonts and colors which take place in the the logo.
- The width and height of the logo should always be equal.
- The inscription in logo cannot be written in another font.



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## 2.2 | Logo Clear Space

The minimum recommended space (safety area) around the logo should be equal to the height of the white area which is marked as "B".



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## 2.3 | Color and Logo User Guide

Logo usage and registered CMYK color values are as follows. Color values cannot be manipulated and cannot be used in different colors.

**Colourful Use**      **Linear Use**      **Full Use**      **Full Use 2**      **Negative Use**

The diagram shows five variations of the Fenerbahçe SK logo. 1. **Colourful Use**: The logo with its original colors. 2. **Linear Use**: The logo in a single blue color. 3. **Full Use**: The logo in a single white color. 4. **Full Use 2**: The logo in a single dark blue color. 5. **Negative Use**: The logo in a single dark blue color with a white background.

**13-0858 TPX**  
YELLOW C  
C M Y K  
0 0 100 0

**19-3939 TPX**  
288 C  
C M Y K  
100 80 6 32

**BLACK**  
C M Y K  
0 0 0 100

**WHITE**

**18-5633 TPX**  
341 C  
C M Y K  
95 5 82 24

**19-1763 TPX**  
200 C  
C M Y K  
3 100 70 12

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## 2.4 | Examples of Proper Usage of the Logo

Proper usage samples of the logo are as follows.

### Proper usage



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## 2.5 | Examples of Misusage of the Logo

Misusage examples of the logo are as follows.

### Misusage



08



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