

BRAND GUIDELINES

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Welcome Message

Founded in 1976, Petlas has grown steadily, establishing itself as a reliable and innovative tire manufacturer. Our journey has been built on a commitment to quality, safety, and performance. Over the years, we have developed a diverse range of tire products, catering to the needs of passenger vehicles, light trucks, commercial trucks, buses, agricultural machinery, industrial vehicles, off-road vehicles, aircraft, and special applications.

Each of our tire lines is designed with the highest standards of durability and reliability, ensuring performance in even the most demanding conditions.

At Petlas, we take great pride in our research and development (R&D) capabilities. Through continuous investment in cutting-edge technology, we are able to design and produce tires that not only meet industry standards but push the boundaries of what is possible. Our R&D team works tirelessly to improve tire performance, enhance safety features, and reduce environmental impact. This allows us to deliver products that provide greater efficiency, longer lifespan, and a superior driving experience.

Our product range reflects our dedication to meeting the varied needs of our customers. Whether it's the comfort and safety of our passenger car tires, the strength and endurance of our commercial truck tires, or the specialized requirements of agricultural and off-road applications, Petlas products are engineered to offer a balanced combination of performance, safety, and durability.

With a strong presence in over 130 countries, Petlas has built an extensive distribution network, forming lasting partnerships with dealers and customers alike. We believe in working closely with our partners to ensure that Petlas tires are not only available but also supported with exceptional customer service and expertise.

As we continue to grow and expand, we remain focused on maintaining our core values of quality, innovation, and customer satisfaction. Our goal is to consistently provide tire solutions that meet the diverse needs of our customers while upholding the trust and reputation we've built over the years. We are excited about the future and the opportunity to grow alongside our partners, offering products that continue to deliver value, reliability, and performance.

INTRODUCTION

Overview of Petlas and its Vision for Dealers

Brand History

Founded in 1976, Petlas has earned a reputation for producing reliable and high-performance tire solutions. From the outset, our goal has been to deliver products that not only meet but exceed the expectations of our customers. Over the years, we have expanded our product range to include tires for passenger vehicles, commercial trucks, agricultural machinery, off-road vehicles, buses, and even aircraft. Today, With a footprint in over 130 countries, Petlas continues to build strong, lasting relationships with dealers and customers around the world, ensuring that our tires provide optimal performance in a variety of demanding conditions.

Mission

At Petlas, our mission is to provide tire solutions that deliver lasting value to our customers. We focus on designing and manufacturing products that combine performance, safety, and sustainability. Through innovation and technology, we aim to meet the evolving needs of the global market while maintaining our commitment to quality and customer satisfaction.

Vision

Our vision is to be globally recognized for creating tire solutions that exceed customer expectations in terms of quality, performance, and sustainability. We strive to continuously improve and innovate, ensuring our products provide unmatched reliability and efficiency, contributing to a more sustainable and efficient future for our customers and the industry.

Values

Reliability and Performance: We prioritize quality, safety, and performance in every tire, ensuring our customers can rely on our tires for superior results.

Innovation: We invest in continuous research and development to stay ahead of industry trends, providing our customers with the latest tire technologies.

Sustainability: We are dedicated to reducing our environmental impact through eco-friendly practices in both design and manufacturing, contributing to a more sustainable future.

Customer-Centric Approach: Our customers are at the heart of everything we do. We listen to their needs and provide superior solutions that exceed expectations.

Integrity and Transparency: We operate with honesty, transparency, and ethical practices, building long-term trust with our customers, partners, and employees.

What Makes Petlas Unique / Core Brand Promise

What sets Petlas apart is our commitment to producing tire solutions that combine performance, reliability, and sustainability. We prioritize the development of tires that not only perform exceptionally well but also offer long-lasting value for our customers. Our focus on durability, fuel efficiency, and innovation ensures that our tires perform optimally in any condition while helping customers reduce long-term costs and environmental impact.

Our core brand promise is to deliver trustworthy performance in every tire we produce. Petlas tires are engineered to provide superior safety, durability, and efficiency, giving customers peace of mind and a reliable driving experience. By continuously innovating and improving our products, we aim to offer tire solutions that contribute to a more sustainable, efficient, and cost-effective driving experience for our customers.

Purpose of the Brand Identity Guide

At Petlas, our brand represents more than just high-quality tires. It stands for reliability, innovation, and performance that customers can trust in all conditions. Our commitment to excellence is embedded in everything we do—from the products we design to the relationships we build. This brand identity is central to how we connect with our customers, dealers, and partners across the globe. It's what sets us apart and ensures that every experience with Petlas reflects our core values of safety, durability, and customer satisfaction.

This Brand Identity Guide is created to provide clear and consistent direction on how to present the Petlas brand. It defines the visual and verbal elements that make our brand recognizable and respected in the marketplace. By following these guidelines, you will help ensure that Petlas is always represented in a cohesive, professional, and impactful way.

Whether you're using our logo, selecting colors, or communicating with customers, this guide is your go-to resource to ensure alignment with the Petlas brand. It's designed to support our growth and strengthen our presence, ensuring that every interaction—whether in print, digital, or on-site—is true to our brand's values and vision.

We encourage you to embrace this guide fully and use it as a tool to deliver the Petlas message confidently and consistently. By doing so, we'll build a stronger, more unified brand presence, fostering greater trust and loyalty among those who interact with Petlas. Together, let's ensure that Petlas remains synonymous with excellence in every tire we produce and every interaction we have.

CORE BRAND ELEMENTS

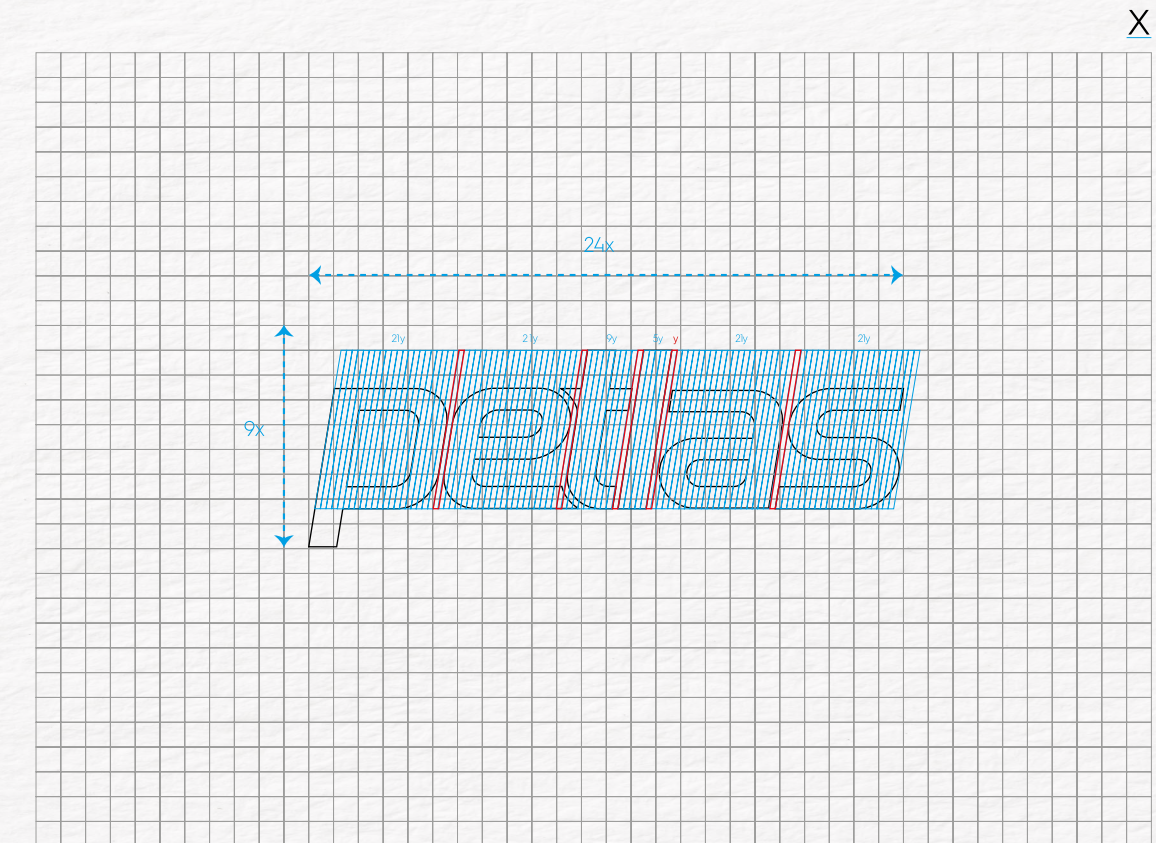
LOGO GUIDELINES

Logotype Structure



LOGO GUIDELINES

Sketching



LOGO GUIDELINES

Logo Type



LOGO GUIDELINES

Usage Size

The minimum clear space around the logo with tagline is defined by “y”, derived from the height of the lowercase “e”, “t”, and “s”. This space must remain free of any text, graphics, or other elements to ensure the logo’s clarity and impact.

0,5 cm



1 cm



2,5 cm



4 cm



LOGO GUIDELINES

Safe Space

The minimum clear space around the logo is defined by “y”, derived from the height of the lowercase “e”, “t”, and “s”. This space must remain free of any text, graphics, or other elements to ensure the logo’s clarity and impact.



LOGOTYPE WITH TAGLINE

Motto

A brand is more than a name or a symbol—it is the embodiment of its purpose, its promise, and its philosophy. For Petlas, that purpose is Trust. It is the guiding force behind everything we do, the foundation of every tire we create, and the essence of every road you take with us.

“Track of Trust” is not just a tagline; it’s a belief. It’s the reassurance you feel when every mile ahead is built on reliability. It’s the invisible companion that ensures you reach the moments and destinations that matter most, free of worry and full of confidence.

Trust is the path we pave—one that adapts to your journey, evolves with your needs, and reflects the precision and care we pour into every tread. It is the link between where you are and where you dream of being, the connection that turns a road into a route home, a drive into an adventure.

It is a path we share with millions around the world. A path that breathes, evolves, and carries the promise of safety, innovation, and resilience. It is the light that guides your way and the strength that ensures you arrive.

Because with every tire we craft, we’re not just building products; we’re building trust—mile after mile, journey after journey.

LOGOTYPE WITH TAGLINE

Logo Type

The logo paired with the tagline “Track of Trust” should always be used as provided, without any alterations to alignment, spacing, or proportions.



LOGOTYPE WITH TAGLINE

Safe Space

The minimum clear space around the logo with tagline is defined by “y”, derived from the height of the lowercase “e”, “a”, and “s”. This space must remain free of any text, graphics, or other elements to ensure the logo’s clarity and impact.



LOGOTYPE WITH TAGLINE

Vertical Use

In vertical use, the logo and tagline “Track of Trust” must follow the provided format. Always maintain the correct alignment, spacing, and proportions to ensure a consistent and professional appearance.

petlas
TRACK OF TRUST



LOGO USAGE

Misuse



Never compress or stretch the logo



Never compress or stretch the logo



Never use any height less than 0.5 cm of the logo



Never use other colors



Never use any gradient effect on the color of the logo



Never use the logo on a round background



Never change the color of the letters



Never modify the proportions of the logo

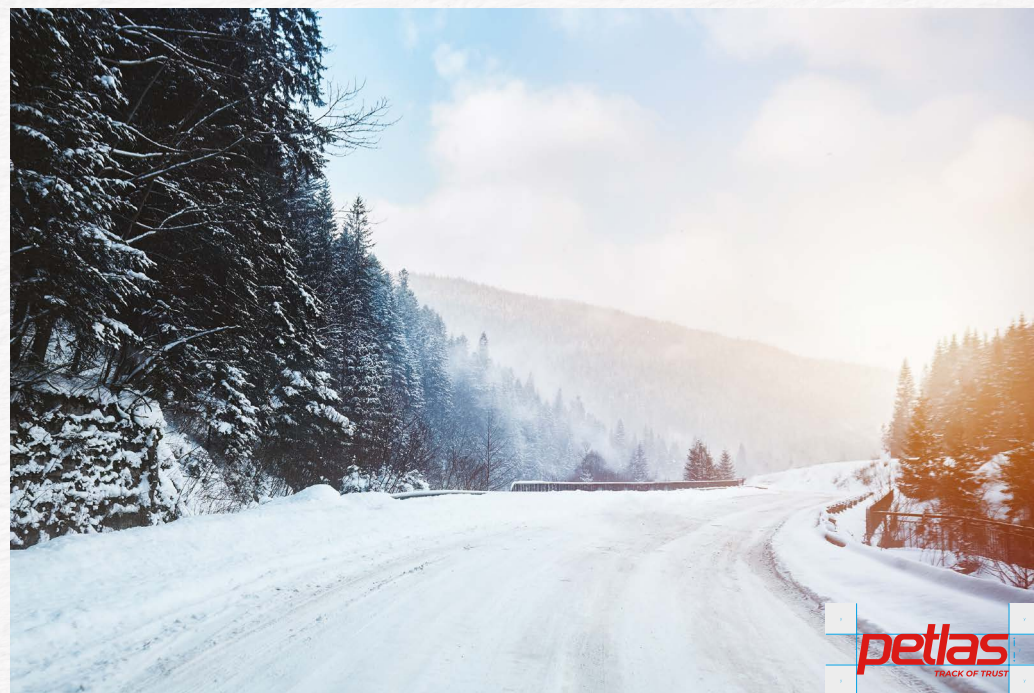


Never use cutouts from the logo

LOGO USAGE

Proper Logo Usage on Images

When placing the logo on pictures, ensure it remains clearly visible and legible. Use high-contrast areas and avoid busy backgrounds to maintain its impact and integrity. Refer to the examples for correct placement.



LOGO USAGE

Improper Logo Usage on Images



LOGO USAGE

Proper Logo Usage on Textiles

Ensure the logo is clearly visible, high-contrast, and correctly placed, as shown in the examples.



LOGO USAGE

Improper Logo Usage on Textiles

Do not use unapproved colors, distort the logo, or place it on low-contrast or busy backgrounds. Always adhere to brand guidelines to ensure clarity and consistency.



LOGO USAGE

Color Usage

Pantone		485 C							
CMYK		0 - 100 - 100 - 0		CMYK 100 - 100 - 100 - 100		CMYK 0 - 0 - 0 - 50		CMYK 0 - 0 - 0 - 50	
RGB		237 - 28 - 36		RGB 0 - 0 - 0		RGB 157 - 157 - 156		RGB 157 - 157 - 156	
HEX		#e30613		HEX #000000		HEX #000000		HEX #000000	

TYPOGRAPHY

Primary Type

Petlas uses the **Montserrat** font families in all of its corporate identity elements. Depending on the appliation, some of the bold or thin options available in the font family can be used individually or in combination.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

// Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

// Extra Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

// Bold Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

// SemiBold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

// Extra Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

// Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

// Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

// Light Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

// Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

// Extra Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

// Light

TYPOGRAPHY

Primary Type

TYPOGRAPHY

Supporting Type

Petlas uses the **Sofia Sans** font families in all of its corporate identity elements. Depending on the appliation, some of the bold or thin options available in the font family can be used individually or in combination.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Semibold

TYPOGRAPHY

Supporting Type

Petlas uses the **Sofia Sans** font families in all of its corporate identity elements. Depending on the appliation, some of the bold or thin options available in the font family can be used individually or in combination.

TYPOGRAPHY

Font Usage Guidelines

Primary Font

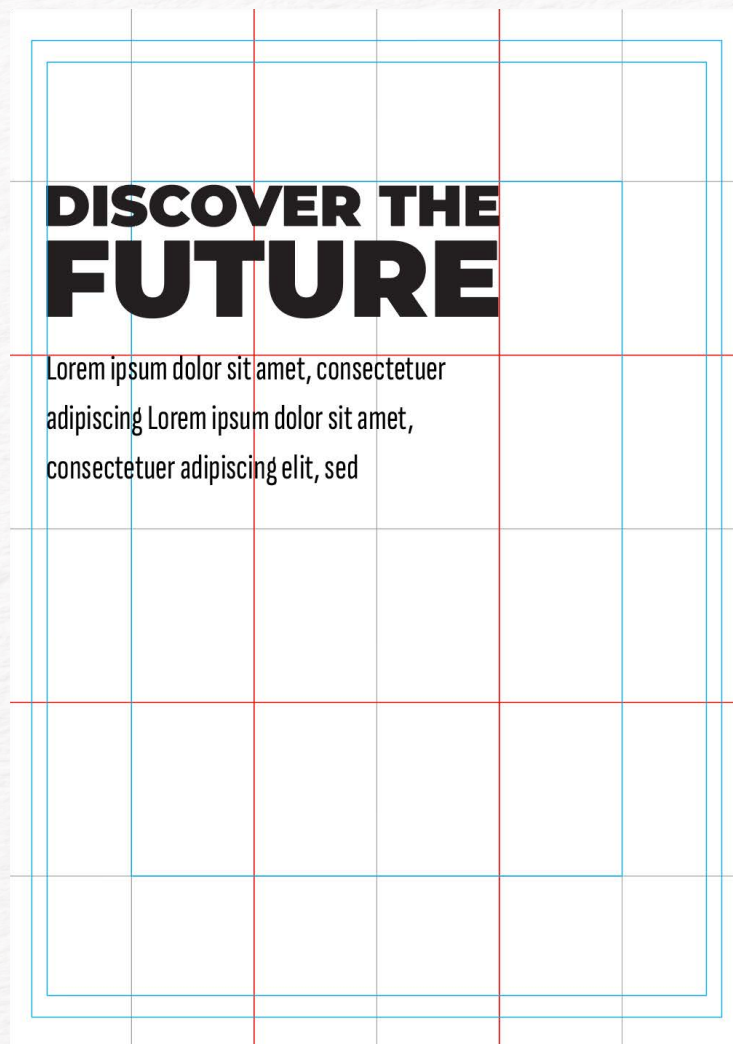
Use Montserrat Font for headings and main text to maintain a consistent look.

Secondary Font

Sofia Sans can be applied to highlight elements or for supporting text.

Font Pairing

The primary and secondary fonts can be combined harmoniously to create a cohesive design.



TYPOGRAPHY

Usage Examples

Font Weights

Use light, regular, or bold weights to emphasize text hierarchy. For example, primary fonts (headlines) should utilize bold for prominence, while secondary fonts (body text) may use regular or light weights for subtlety.

Size Guidelines

Maintain proportional text sizing to support visual balance and readability.

For example:

Headlines: Approximately 1.5x the body text size (e.g., 18pt if the body text is 12pt).

Subheadings: Between the headline and body text size (e.g., 14pt).

Body Text: 12pt or as per accessibility standards.

Color and Contrast

Always use the brand's color palette, ensuring adequate contrast between text and background for readability.

Primary text (headlines) may use darker tones, while secondary text (body) can adopt lighter shades within the palette.



IMAGERY GUIDELINE

The Usage of Directional Tires

In advertising and communication materials, directional tire patterns must always face towards the viewer to ensure accuracy and consistency. Refer to the examples below for proper alignment and representation.



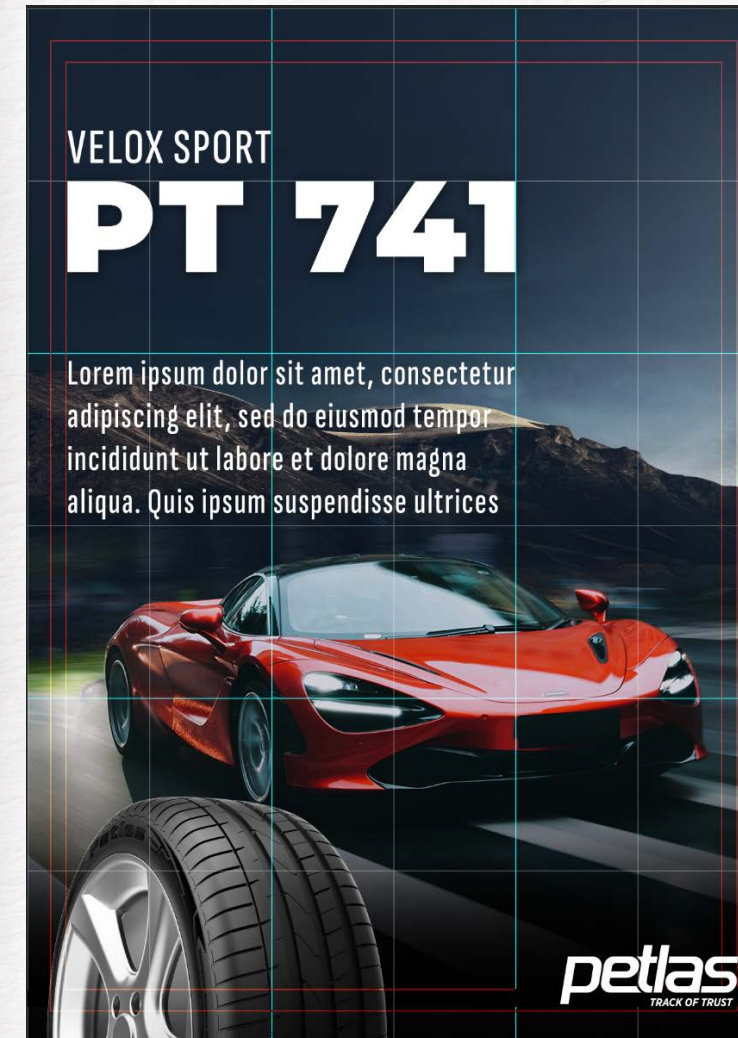
The Usage of Asymmetrical or Non-Directional Tires

asymmetrical or non-directional tire patterns can be displayed with the tread facing either direction in marketing and communication materials. See the examples below for proper representation.



IMAGERY STYLE

Ensure all visuals reflect a dynamic and premium aesthetic, aligning with Petlas's brand identity. Use high-quality images with balanced composition, proper alignment, and a focus on performance-driven elements. Refer to the gridlines and examples for consistent execution.



CO-BRANDING GUIDELINES

CO-BRANDING LOGO USAGE

Primary Usage of Petlas Logo

Proportional Sizing and Prominence:

The Petlas logo must always be positioned as the primary brand element in all co-branded materials. This can be achieved through its size, placement, or central positioning, ensuring it maintains prominence over the dealer's logo.

Placement:

The Petlas logo should be placed above, alongside, or in a central position relative to the dealer's logo, but never below. Adequate spacing must be maintained to ensure a clean and balanced visual hierarchy.

Color and Alteration:

The Petlas logo must always appear in its original colors and proportions without modifications. Dealer logos should also remain unaltered but must align harmoniously within the design.

Background and Visibility:

Ensure both logos are placed on backgrounds that provide sufficient contrast for maximum visibility. Avoid busy or textured backgrounds that may compromise clarity.

Usage Guidelines:

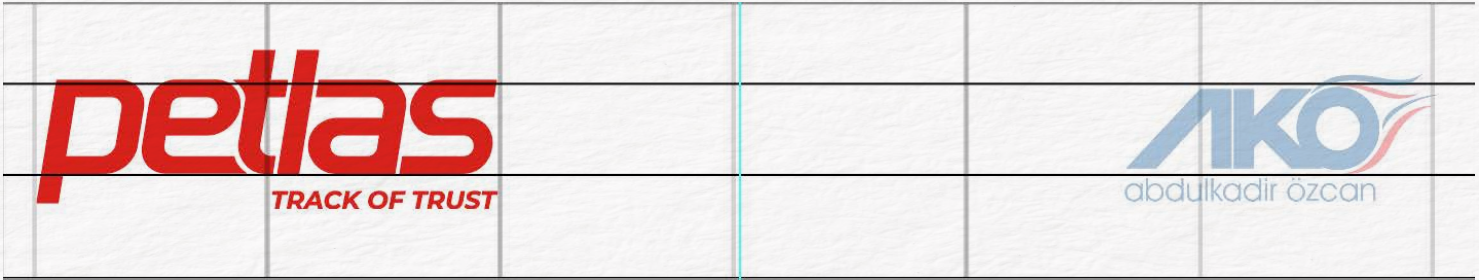
All co-branded materials must comply with Petlas's branding standards for logo placement, size, and prominence. Final designs must be reviewed and approved by the Petlas marketing team to ensure alignment with brand guidelines.

CO-BRANDING LOGO USAGE

Primary Usage of Petlas Logo

Size hierarchy and alignment

When using the Petlas logo alongside the other logos, the Petlas logo must always be the most prominent. Ensure proper alignment, with the Petlas logo positioned as the primary element, maintaining clear space and balance between both logos. Refer to the provided examples for correct proportions and placement.



STATIONERY TEMPLATES

Letter

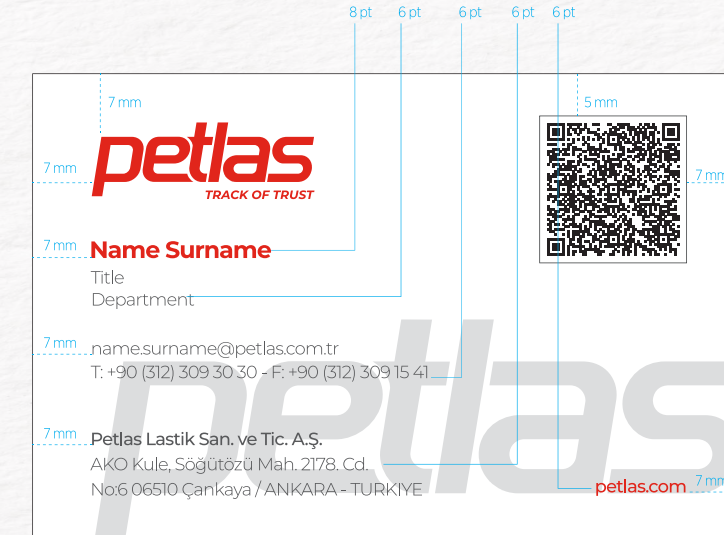
Size: 210 mm x 297 mm
Color: Defined Petlas colors
Paper: 80 gr 1. Dough
Font: Gotham Narrow
6-8 p



STATIONERY TEMPLATES

Business Card

Size: 85 mm x 55 mm
Color: Defined Petlas colors
Paper: (preferably) 300 gr Double Sided Bristol
Font: Monserrat
6-8 pt



STATIONERY TEMPLATES

Catalougues, Brochures and Flyers

Catalogs and flyers are essential tools for showcasing products and services while reinforcing the brand identity. To ensure consistency and effectiveness:

Design and Layout

Use a clean and organized layout to highlight key information. Maintain a consistent visual style that reflects the brand's aesthetics. Utilize the grid system to ensure alignment and balance.

Typography

Use the primary and secondary fonts according to the typography guidelines.

Maintain a clear hierarchy with readable font sizes for headings and body text.

Imagery

Incorporate high-quality, brand-aligned visuals to complement the content. Avoid clutter; allow space for images and text to breathe.

Color and Branding

Stick to the brand's color palette to maintain visual consistency. Use accent colors sparingly for emphasis without overpowering the design.

Content Clarity

Ensure all text is concise and to the point, focusing on key messages.

Include contact details, call-to-actions, or QR codes to encourage engagement.

Logo Placement

Position the logo prominently yet unobtrusively, following the branding guidelines.

Printing Specifications

Use high-quality printing to reflect the premium nature of the brand. Ensure colors and materials are consistent with the brand's standards.

STATIONERY TEMPLATES

Catalougues, Brochures and Flyers



STATIONERY TEMPLATES

Poster/Print Ads

Logo Placement

The logo must be positioned clearly and prominently in a designated area without dominating the design. Preferred positions for the logo are the top-right, top-left, or center of the layout, depending on the ad's composition.

Product Placement

Tires should be visually emphasized and placed in the lower sections of the ad:

Right Bottom: Best for dynamic and action-oriented layouts.

Left Bottom: Works well for balanced, informational designs.

Bottom Center: Ideal for creating focus and symmetry.

Design Guidelines

Adhere to the grid system to align visual elements for a polished look.

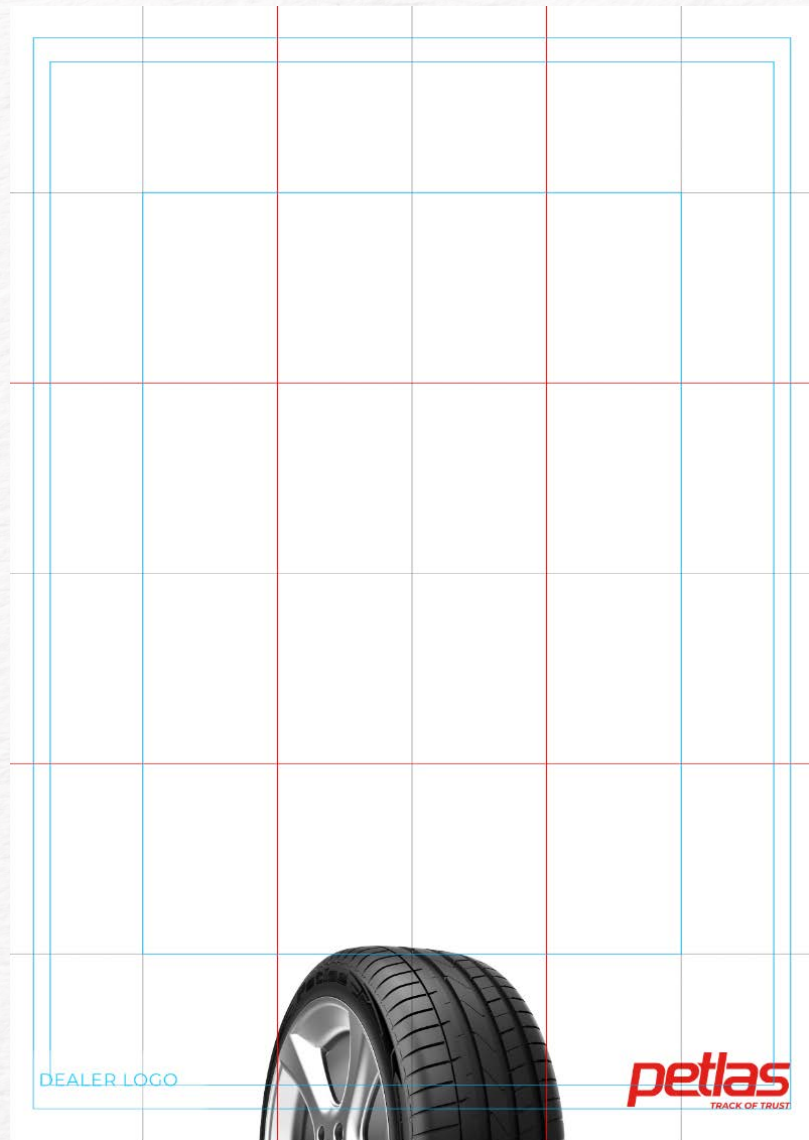
Use brand colors and typography to ensure alignment with brand identity.

High-resolution images of tires or related products should be used to maintain quality.

Key Messaging

Headlines and taglines should be concise, compelling, and legible.

Keep supporting text minimal, prioritizing clarity over detail.



STATIONERY TEMPLATES

Poster/Print Ads



DIGITAL TEMPLATES

Digital Marketing Assets

Digital marketing assets play a crucial role in promoting the brand online. To ensure consistency and effectiveness, follow these guidelines:

Design and Layout

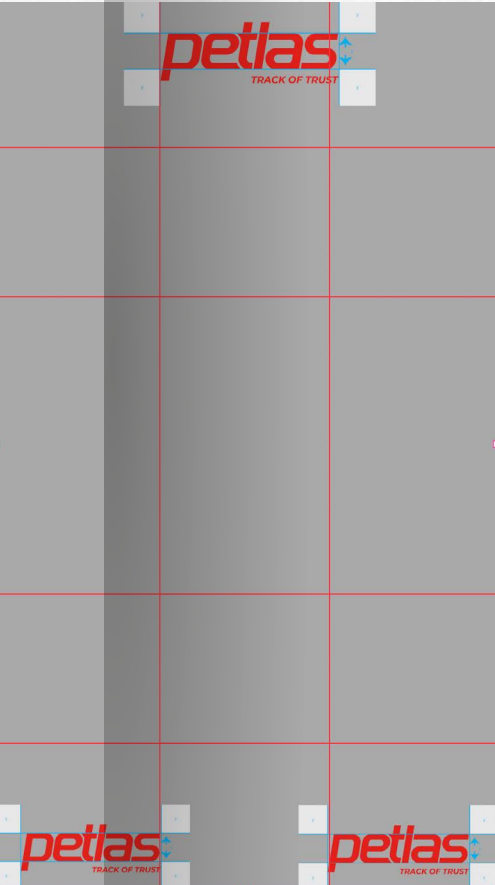
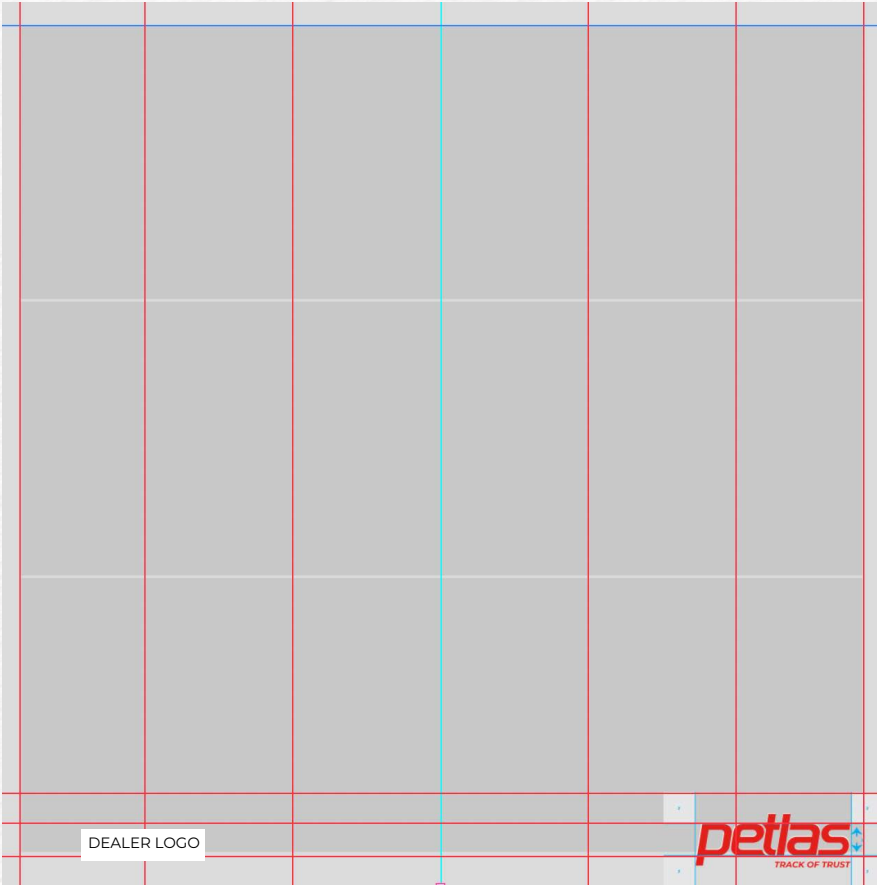
Maintain a clean, visually appealing layout optimized for digital platforms. Use the grid system for consistent alignment and spacing. Adapt designs to different formats, such as banners, social media posts, and email headers, while keeping a cohesive style.

Typography and Branding

Use the primary and secondary fonts as per brand guidelines. Keep text clear and concise, ensuring readability on smaller screens. Always incorporate the brand's logo and color palette prominently but unobtrusively.

Imagery and Graphics

Use high-quality visuals with appropriate resolution for digital displays. Avoid excessive elements; maintain focus on the key message or product. Include product images, such as tires, placed strategically to draw attention.



DIGITAL TEMPLATES

Digital Marketing Assets

When designing digital materials, follow these guidelines to ensure consistency, clarity, and visual impact:

Product Visibility

The tire must always be a prominent element in the design, clearly showcasing its features and tread patterns. Use high-resolution images and avoid cropping important parts of the tire.

Logo Placement

The Petlas logo should be placed in a prominent and balanced position, maintaining adequate clear space around it. Avoid placing the logo on low-contrast areas, which may reduce its visibility.

Typography and Text Layout

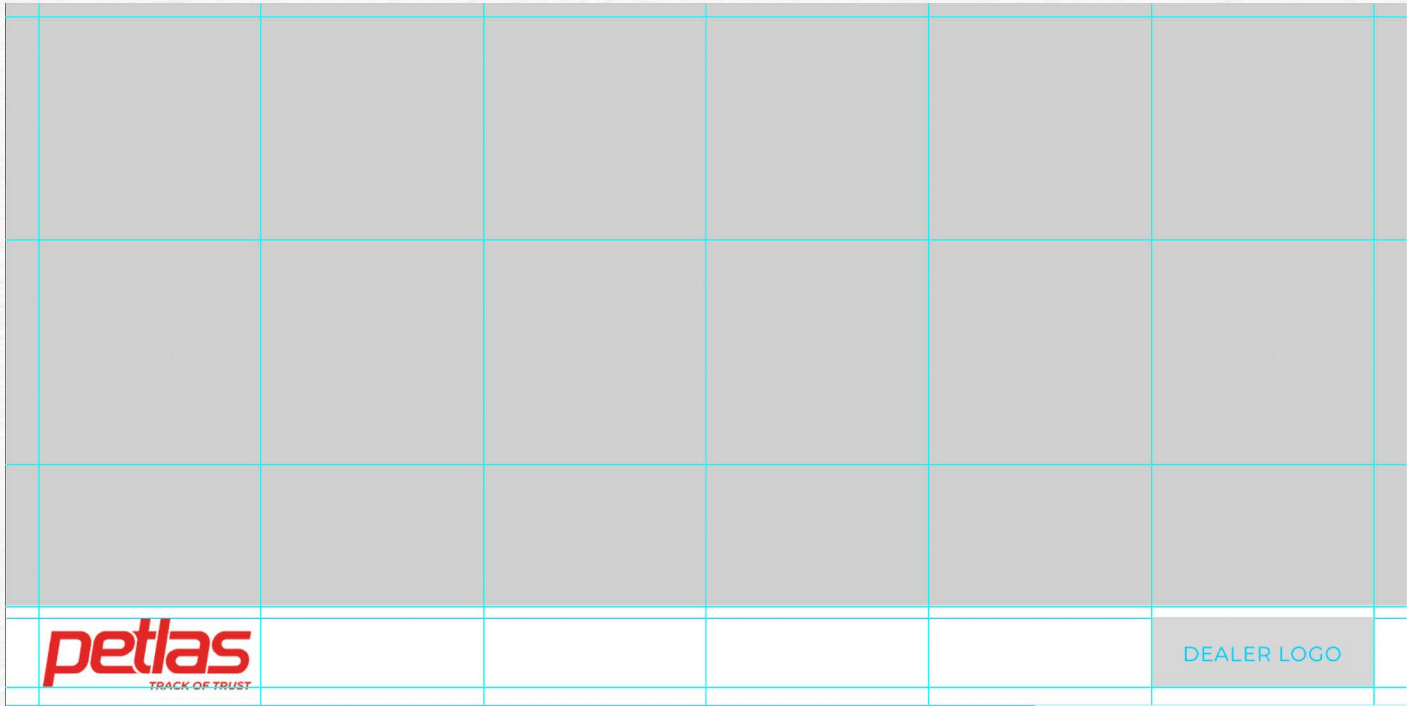
Text should be legible, with a proper contrast against the background. Maintain a clean hierarchy between headings, subheadings, and body text to guide the viewer's focus. Avoid placing text on areas where it may overlap with critical visual elements, such as the tire or background imagery.

Background and Contrast

Use simple and clean backgrounds to enhance the tire's visibility and focus. Avoid overly busy or distracting backgrounds that compete with the product or logo.

SIGNAGE AND OUTDOOR APPLICATIONS

Billboard Grid System



SIGNAGE AND OUTDOOR APPLICATIONS

Totem

Size: Various

While designing the totem, the totem dimensions can be positioned in accordance with the design of the logo, aligned with the safety areas of the logo regardless of the design being done. The name of the dealer can be aligned with the logo within the safety area.



SIGNAGE AND OUTDOOR APPLICATIONS

Outdoor Sign

Ensure the Petlas logo is prominently displayed with proper spacing and alignment. Use high-quality tire imagery and a clean, high-contrast background for clear visibility. Text and elements must be readable from a distance. Follow the layout and design shown in the example for correct application.



SIGNAGE AND OUTDOOR APPLICATIONS

Outdoor Sign

Size: 700x100

The Petlas logo must be prominently displayed. Ensure the dealer logo is clear and secondary to the Petlas branding. Use high-quality tire imagery and approved colors. Follow the examples for proper layout and alignment.



SOCIAL MEDIA TEMPLATES

Social media templates are designed to reflect the brand identity consistently and attractively across digital platforms. To ensure effective use of these templates, the following guidelines should be followed:

Design and Layout

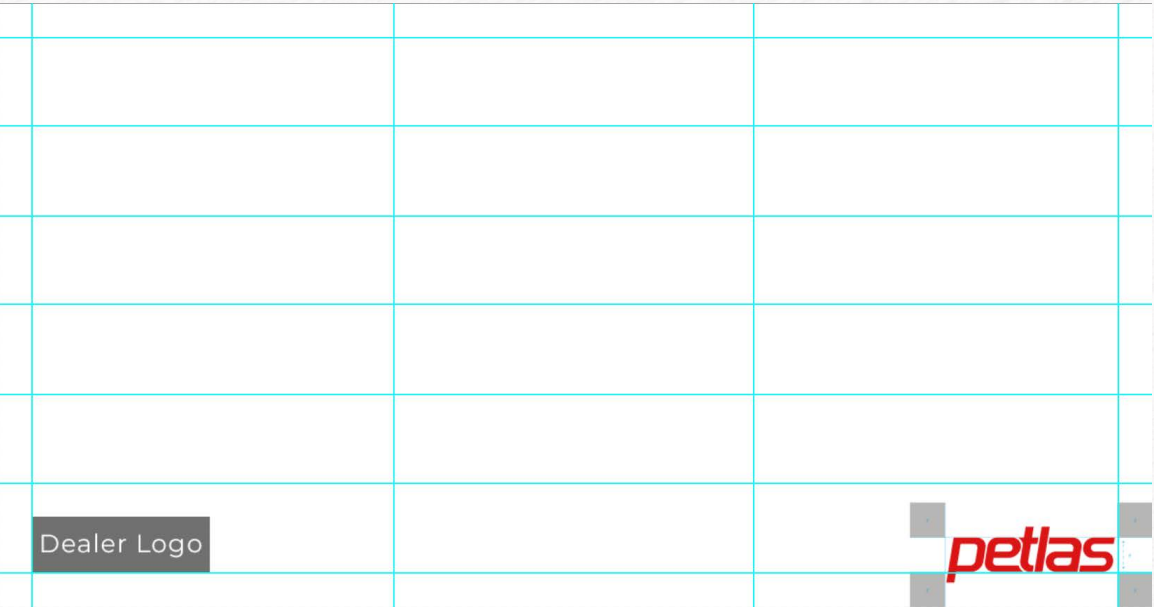
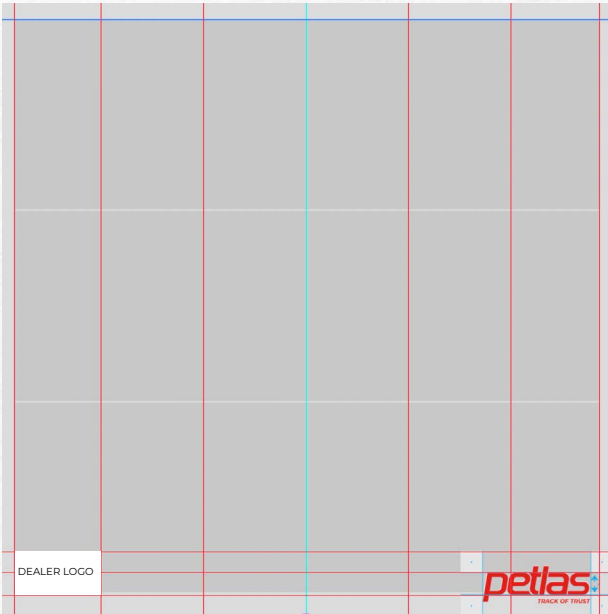
Templates must align with the brand color palette and typography guidelines. Utilize a grid system to achieve a clean and organized look. Balance text and visuals to avoid clutter and maintain focus.

Logo Usage

The Petlas logo must always be visible, appropriately sized, and well-positioned. The logo should never be distorted or overlap with the main visual elements of the template.

Text and Messaging

Messages should be short, clear, and engaging. The main message should be placed centrally or at the top of the visual for maximum readability. Calls-to-action (CTAs) should be distinct and easy to understand.



SOCIAL MEDIA TEMPLATES

Visual Selection

Images should be high-quality and aligned with the brand's aesthetic. Tires, roads, or other product-related themes can be used as key focal points.

Format and Platform Optimization

Templates should adhere to platform-specific aspect ratios (e.g., square for Instagram, horizontal for LinkedIn). Ensure templates look sharp and appealing on both mobile and desktop devices.

Consistency and Variety

All templates should maintain a cohesive overall look while offering variations for different content types (e.g., campaign announcements, product highlights, celebration posts).

By following these guidelines, social media templates will effectively represent the brand while ensuring a professional and visually appealing presence across digital platforms.

INTERIOR BRANDING

Color Scheme

Floors, walls, and furniture should adhere to the approved color palette:

Floors: Neutral tones (gray, black).

Walls: White, gray, or black for a clean and modern look.

Office Furniture: Use red and black accents to align with the Petlas brand identity.

Tire Stands and Fixtures

Use the approved tire stand designs to display products professionally.
Ensure proper spacing between stands to avoid clutter and maintain a sleek appearance.
Follow the provided measurements and color specifications for uniformity.

Branding Elements

Include the Petlas logo prominently on tire stands, shelves, and other fixtures.
Ensure the logo is in its original color and proportions without alterations.

Layout and Organization

Organize tires and products in a structured, visually appealing manner.
Avoid overloading shelves or displays, maintaining a clean and spacious environment.

Visual Consistency

Ensure all branding and interior elements follow the provided examples and measurements.
Maintain a harmonious balance between branding, product displays, and customer accessibility.

INTERIOR BRANDING



INTERIOR BRANDING STANDARDS

Floor:



Wall:

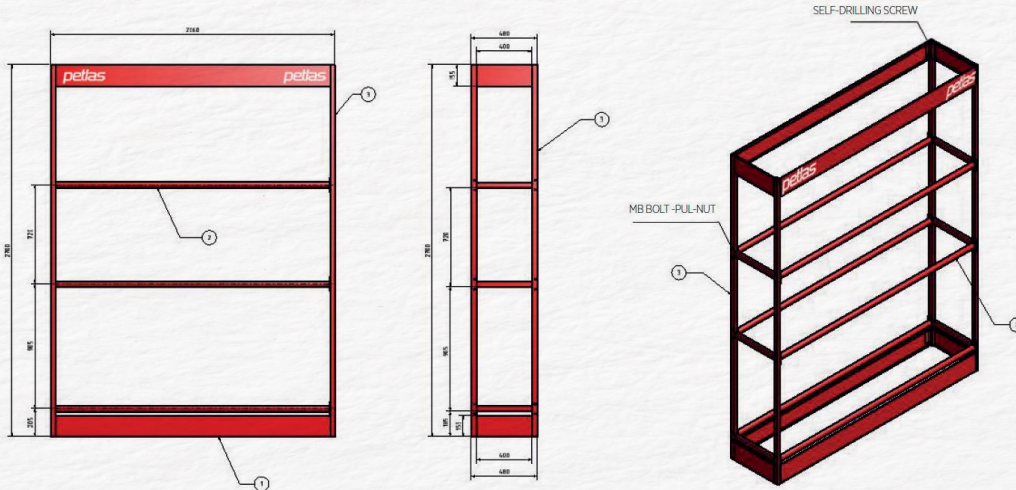


Office Furniture



INTERIOR BRANDING STANDARDS

Tire Stands



VEHICLE BRANDING TEMPLATES

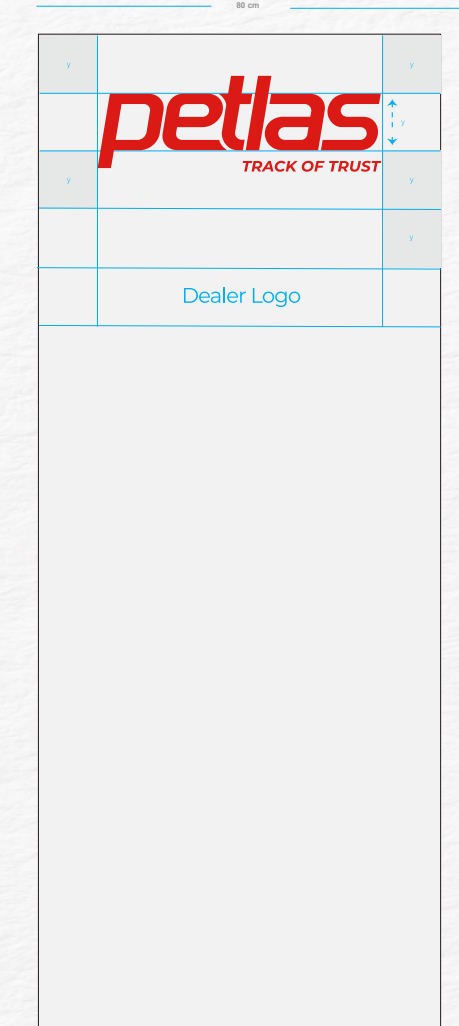
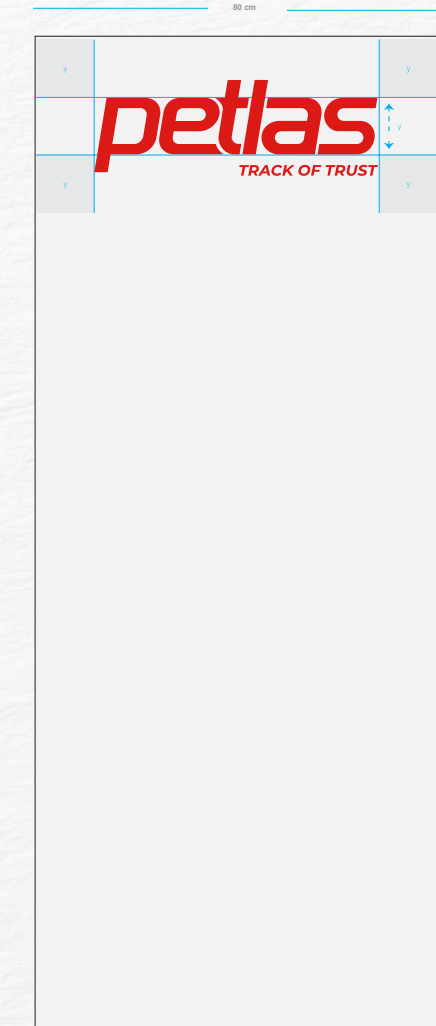


PROMOTIONAL ITEMS

Roll-Up

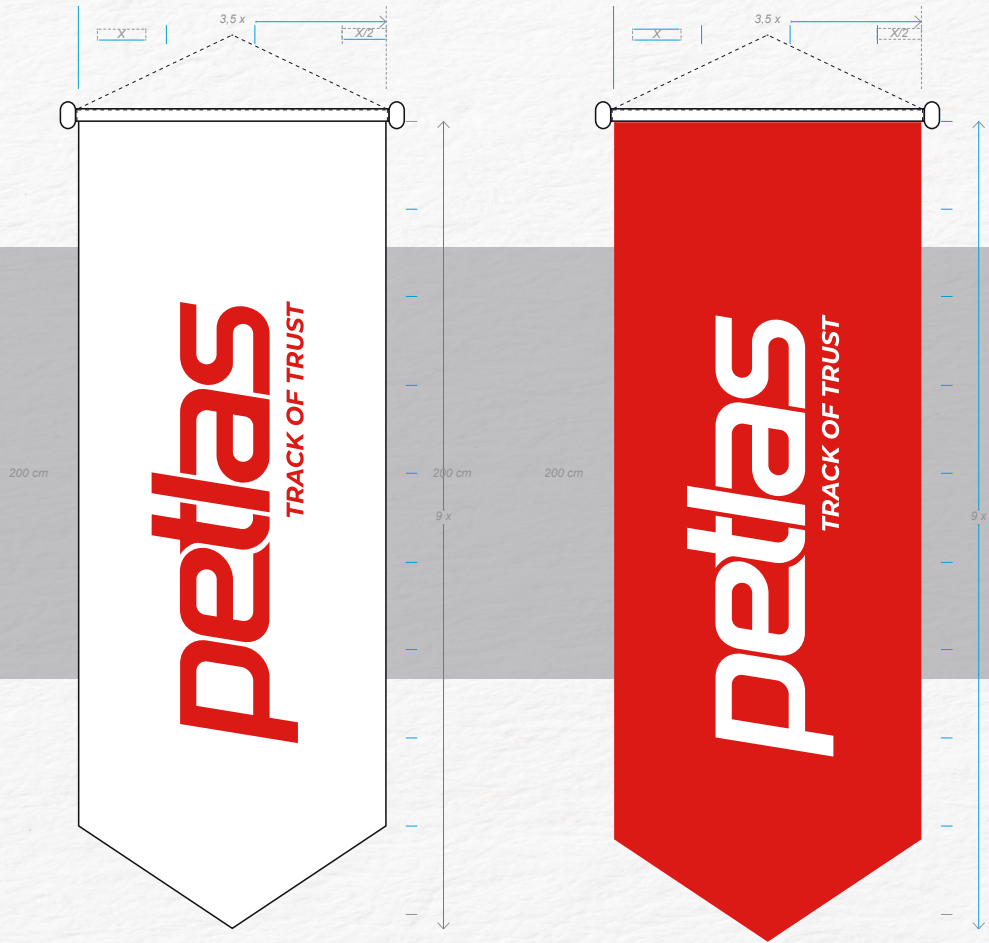
Size: 80 cm x 200 cm
Color: Defined Petlas colors

While designing roll ups, the roll up measurements can be positioned in accordance with the security areas of the logo and to be compatible with the logo design, regardless of the design being done.



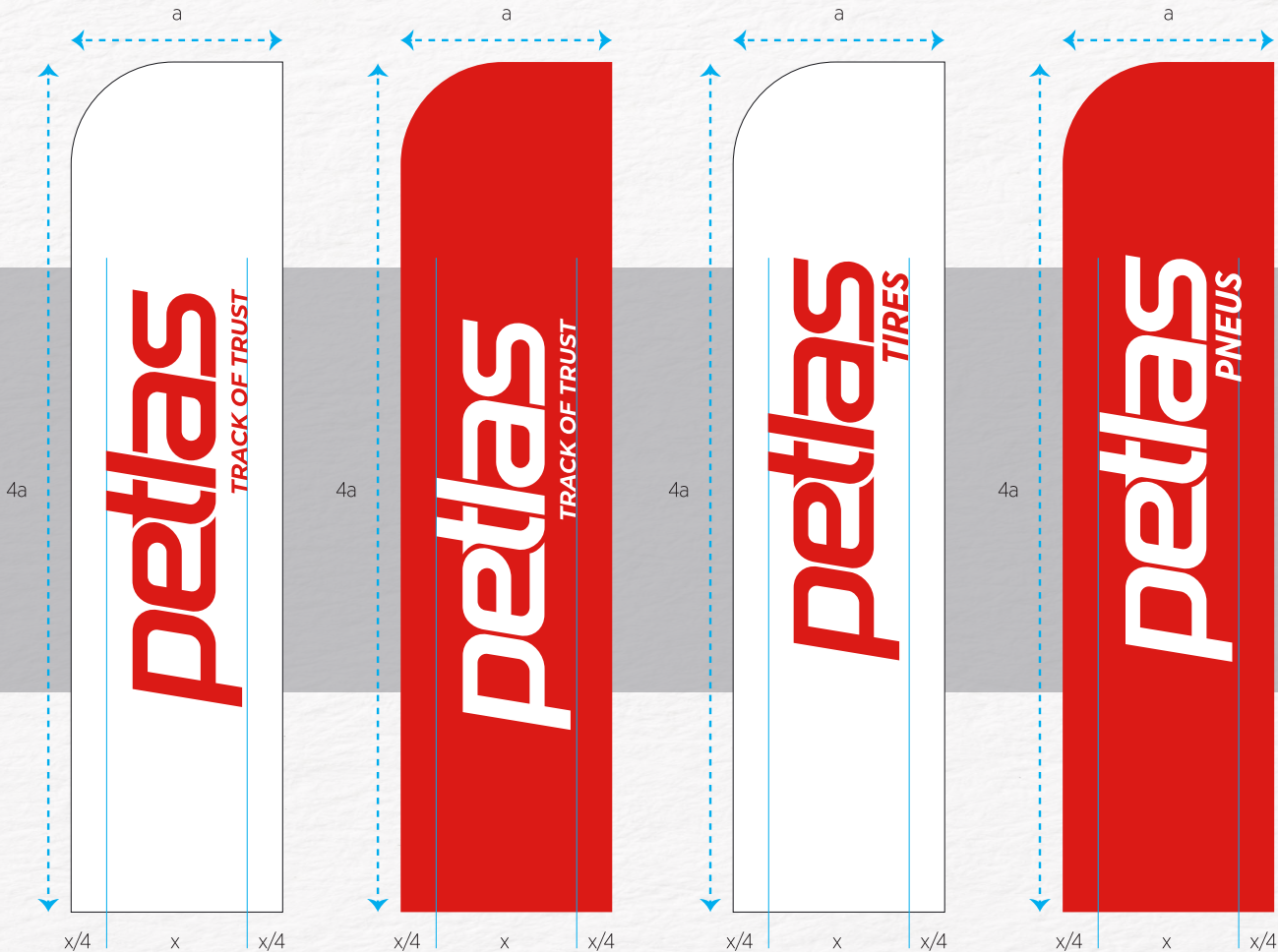
PROMOTIONAL ITEMS

Pennants



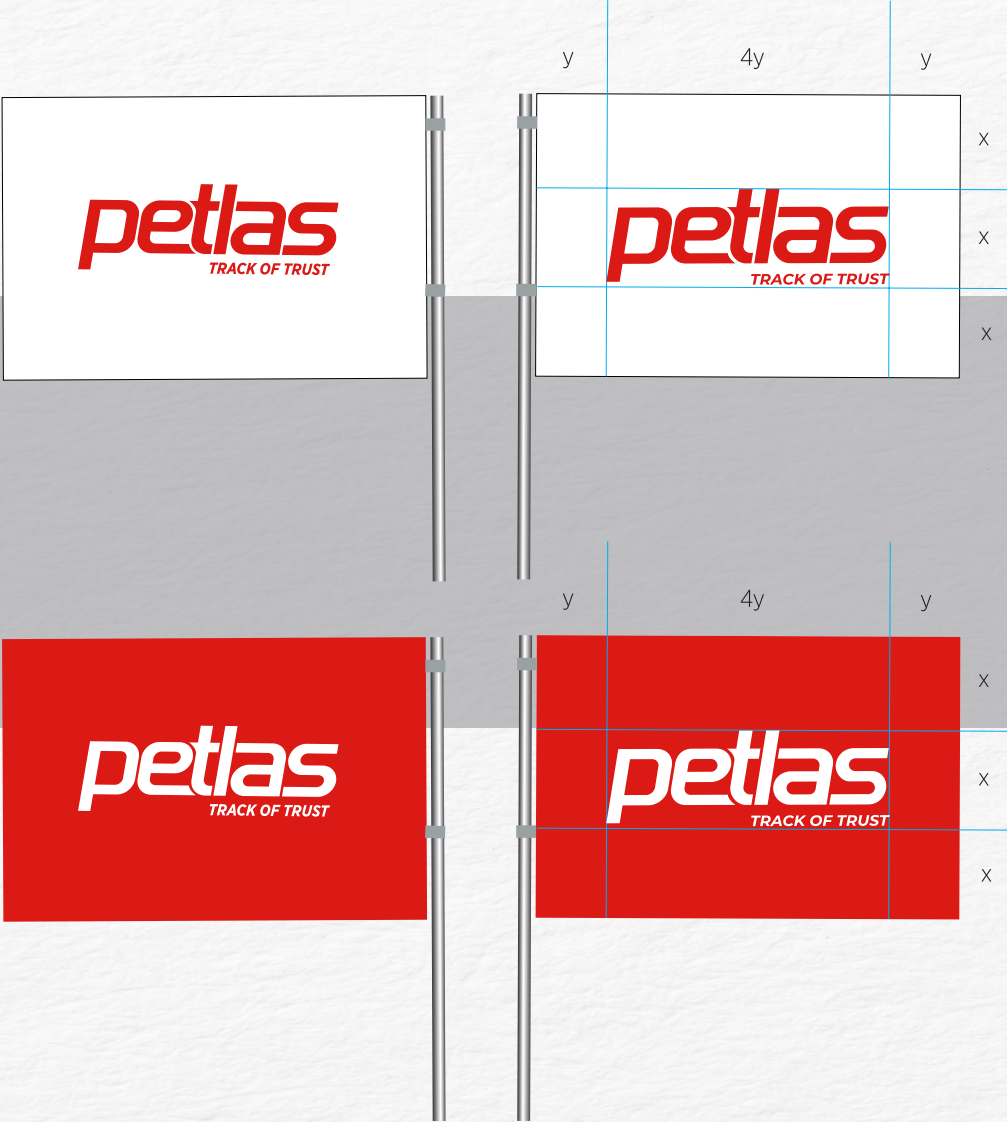
PROMOTIONAL ITEMS

Sail Pennant



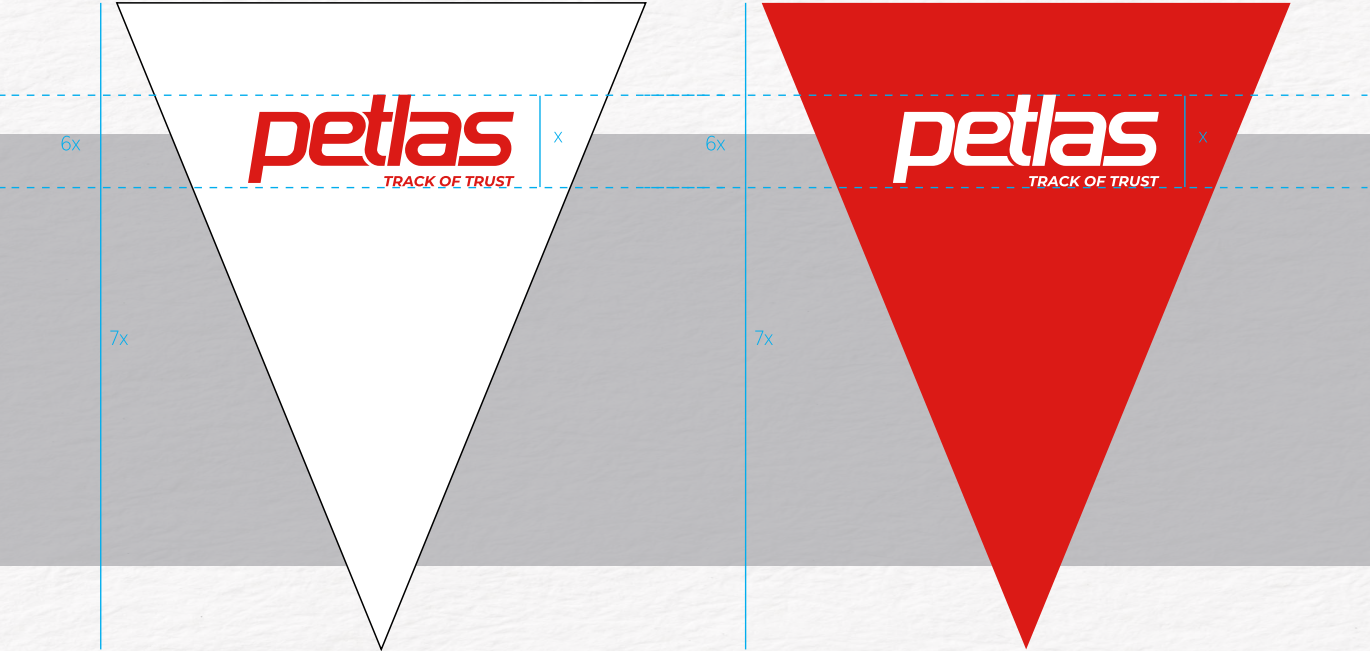
PROMOTIONAL ITEMS

Desk Flag



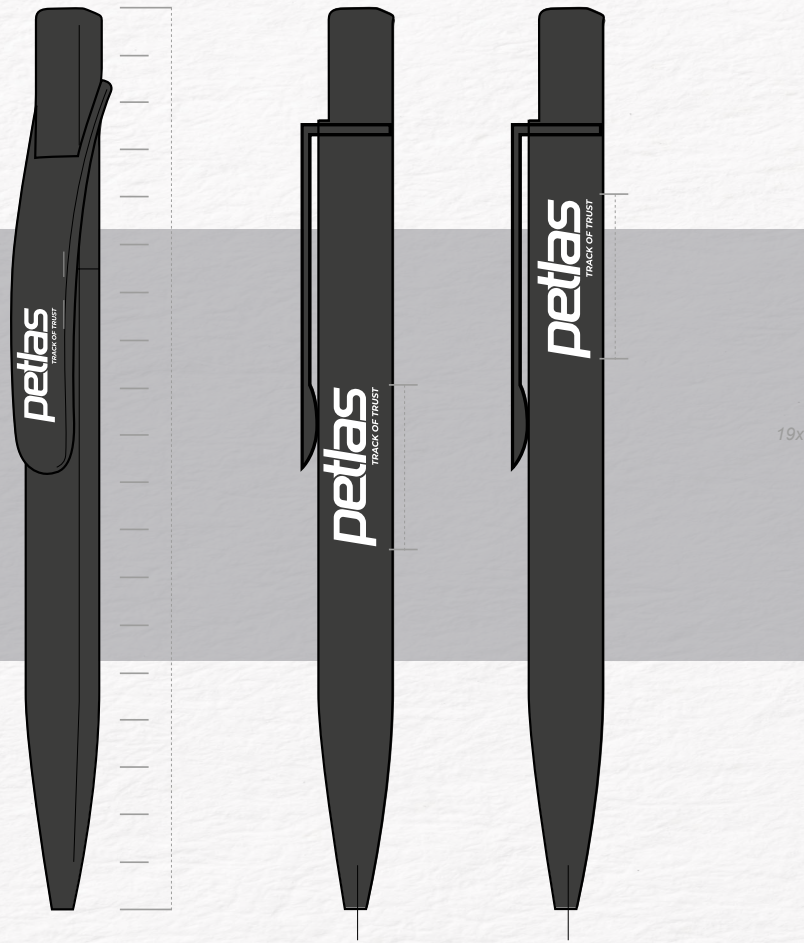
PROMOTIONAL ITEMS

Triangle Flag



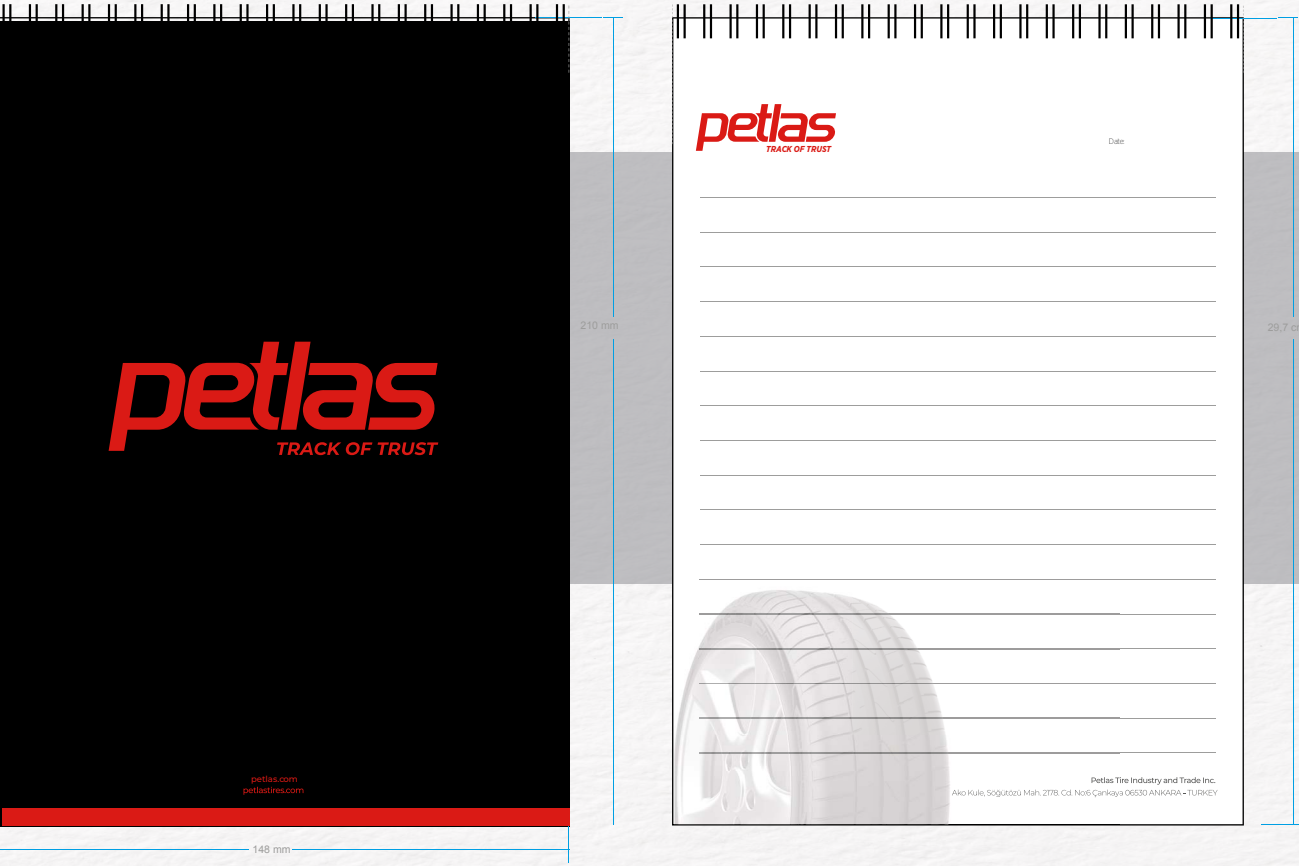
PROMOTIONAL ITEMS

Pen



PROMOTIONAL ITEMS

Note book



PROMOTIONAL ITEMS

Bag



PROMOTIONAL ITEMS

Backpack



PROMOTIONAL ITEMS

T-shirt



PROMOTIONAL ITEMS

T-shirt



PROMOTIONAL ITEMS

Clothing / Jacket-1



PROMOTIONAL ITEMS

Clothing / Jacket-2



PROMOTIONAL ITEMS

Clothing / Jacket-2



PROMOTIONAL ITEMS

Softshell Cap



PROMOTIONAL ITEMS

T-shirt



PROMOTIONAL ITEMS

Ball



REVIEW AND SUPPORT

Approval Processes and Guidelines

To streamline your creative process, we have prepared a library of example templates to help you design materials that align with Petlas's branding standards. You can access the templates at the following link:

LINK

To ensure co-branded materials align with the Petlas brand identity and highlight your business effectively, please follow these steps:

Share Your Materials

Designs, such as signage, promotional visuals, or advertisements, should be prepared in high-quality formats (e.g., PDF, AI, or JPEG) and sent to sema.oner@petlas.com.tr for review. Please include a brief description of the intended use of the materials.

Review by Marketing Team

Our team will evaluate the materials for brand consistency, including logo placement, color usage, and overall design.

Feedback and Adjustments

If changes are needed, we will provide clear guidance and suggestions to refine the design for optimal impact.

Final Approval

Once materials meet branding standards, approval will be provided, allowing you to confidently use them across all channels.

CONTACT

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