



ELSA Turkey

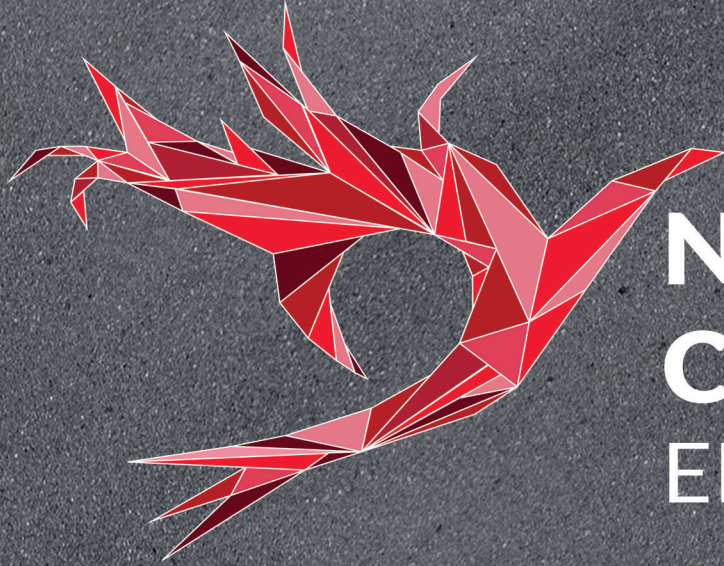
# Brandbook

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The European Law Students' Association

TURKEY

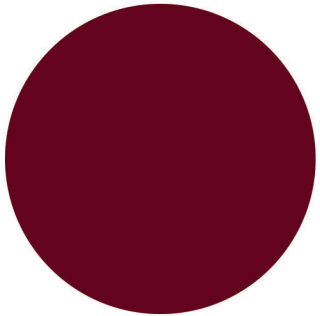




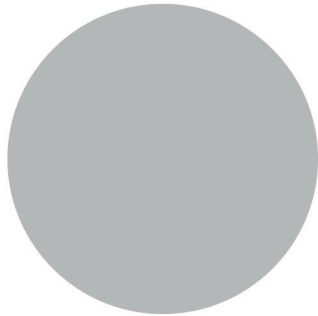
**NATIONAL  
COUNCIL MEETING  
ELSA TURKEY**



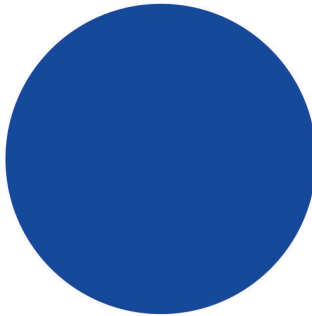
# BRAND COLOURS



RGB: 105 5 27  
CMYK: 0 95 74 58  
HEX: #69051b



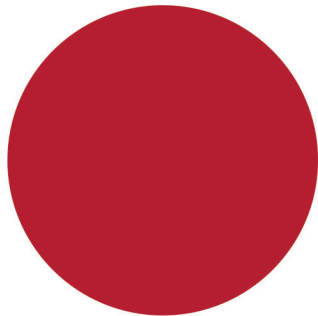
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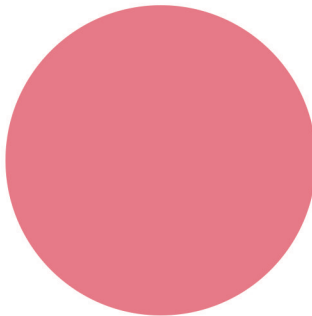
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HEX: #0b3698



RGB: 50 51 52  
CMYK: 3 1 0 79  
HEX: #323334



RGB: 182 20 37  
CMYK: 0 89 79 28  
HEX: #b61425



RGB: 229 121 136  
CMYK: 6 64 32 0  
HEX: #e57988

# FONTS

Lato (all weights)

# KEY SELLING POINTS

1. Meeting of National Group with the Local Groups of ELSA Turkey
2. Attending to Area Workshops
3. Getting to know the Turkish network
4. Increasing the ELSA knowledge

# ELEMENTS

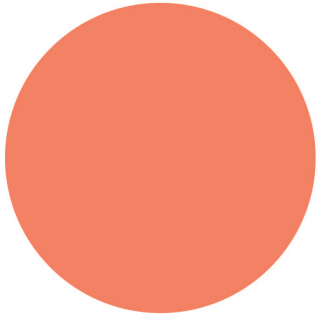
1. Crossroads
2. City images of the hosting Local Group
3. Meeting



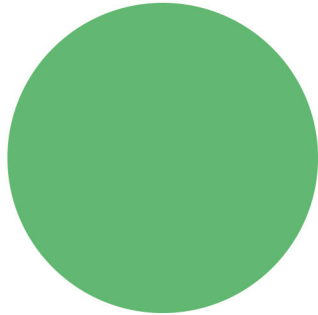
**Gender  
Sensitive**



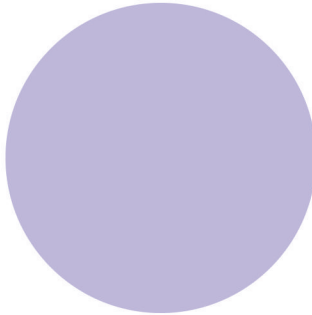
# BRAND COLOURS



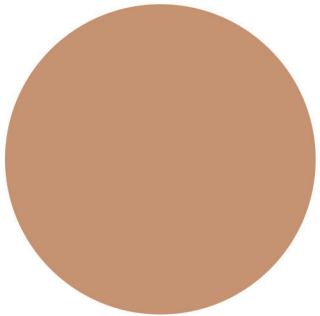
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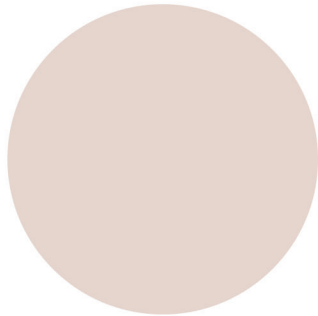
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HEX: #69b366



RGB: 205 196 255  
CMYK: 23 25 0 0  
HEX: #cdc4ff



RGB: 204 153 116  
CMYK: 18 42 55 6  
HEX: #cc9974



RGB: 234 221 215  
CMYK: 10 14 15 0  
HEX: #eaddd7

# FONTS

**Heebo**

**Lato Bold**

Lato Regular

Lato Light

# KEY SELLING POINTS

1. Advocacy on gender matters
2. Supporting gender equality and solidarity against discrimination
3. Providing visibility for marginalized groups
4. Being up-to date with current issues concerning gender equality

# ELEMENTS

1. Gender terminology and gender issues
2. Reports/graphs
3. Advocacy videos

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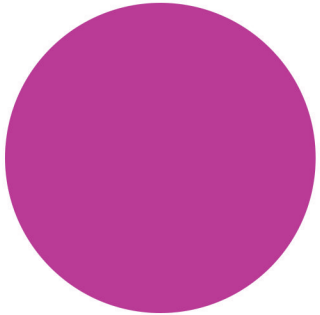


ELSA TURKEY  
**WEBINARS**

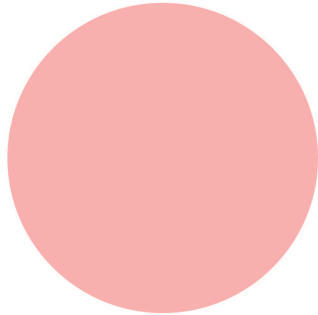




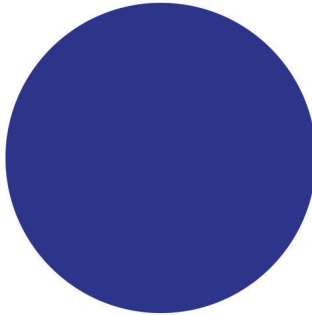
# BRAND COLOURS



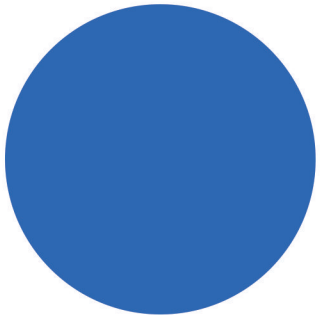
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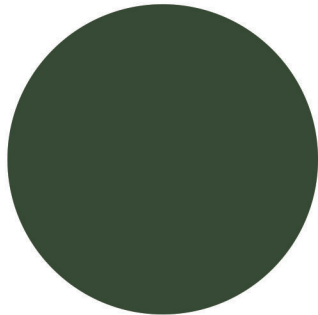
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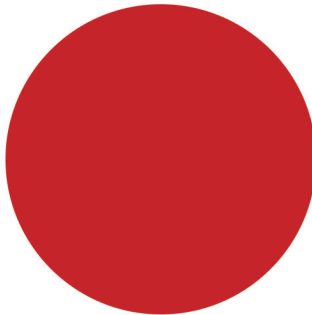
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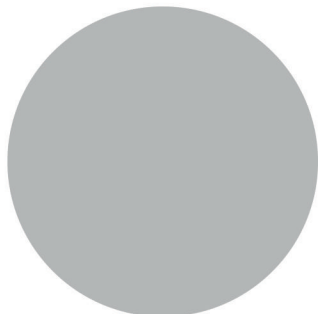
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CMYK: 84 61 0 0  
HEX: #3762ac



RGB: 64 78 54  
CMYK: 70 47 75 48  
HEX: #404e36



RGB: 196 29 30  
CMYK: 16 98 96 6  
HEX: #c41d1e



RGB: 191 190 191  
CMYK: 28 21 22 3  
HEX: #bfbebf

# FONTS

Lato Bold  
Lato Regular  
Lato Light

# KEY SELLING POINTS

1. Online events
2. Attending events with the comfort of your home
3. Being able to attend events in any condition

# ELEMENTS

1. Hexagon
2. Computer
3. Seminars and discussions



ETLR

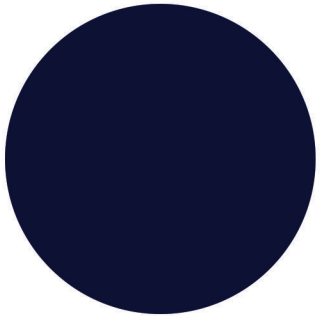


ELSA TURKEY LAW REVIEW

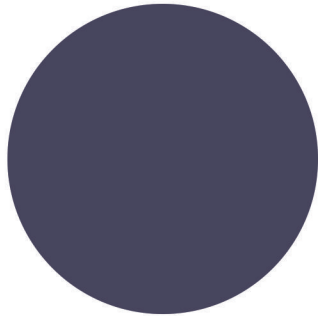




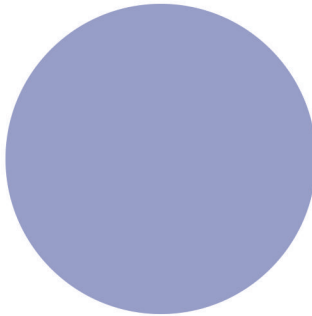
# BRAND COLOURS



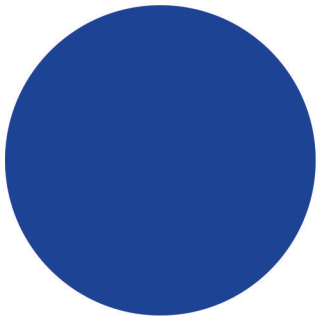
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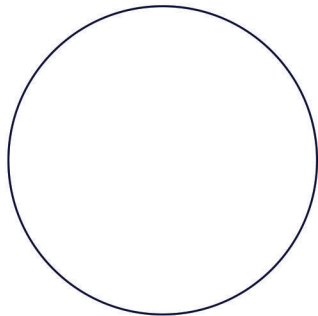
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HEX: #504a62



RGB: 165 166 206  
CMYK: 39 32 2 4  
HEX: #a5a6ce



RGB: 35 57 136  
CMYK: 100 86 7 1  
HEX: #0b3087



RGB: 255 255 255  
CMYK: 0 0 0 0  
HEX: #ffffff

# FONTS

Lato (all weights)

**Times New Roman Bold**

Times New Roman Regular

# KEY SELLING POINTS

1. Enhancing your CV with a publication
2. Legal research
3. Academic support

# ELEMENTS

1. Chessboard
2. Chess pieces
3. Squares
4. Writing
5. Computer

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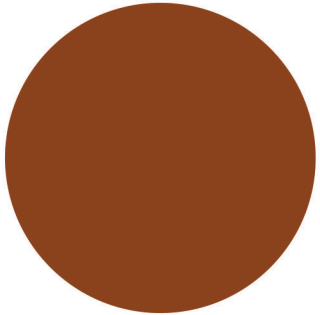
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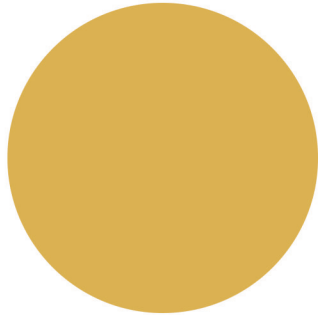




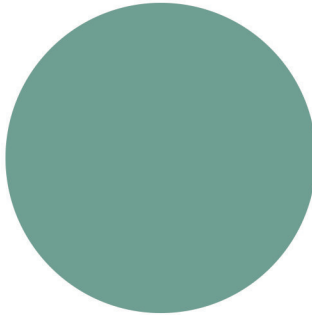
# BRAND COLOURS



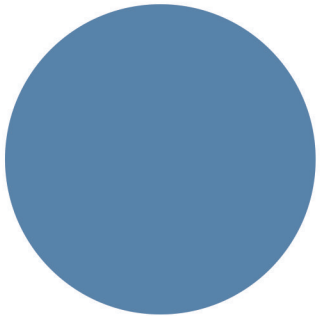
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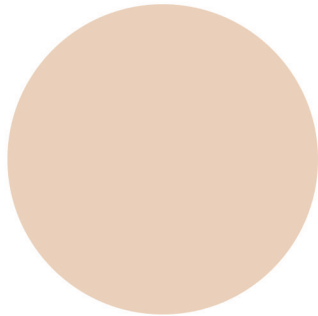
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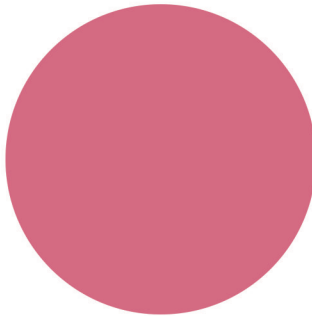
RGB: 118 161 148  
CMYK: 58 22 44 4  
HEX: #76a194



RGB: 92 133 174  
CMYK: 68 41 16 3  
HEX: #5c85ae



RGB: 238 216 196  
CMYK: 7 17 24 0  
HEX: #eed8c4



RGB: 215 104 130  
CMYK: 13 70 31 2  
HEX: #d76882

# FONTS

Lato (all weights)

**Times New Roman Bold**

Times New Roman Regular

# KEY SELLING POINTS

1. A wide variety of legal topics
2. Awareness and interest in the legal profession
3. Legal education

# ELEMENTS

1. Books
2. Scales
3. Academy
4. Themis statue

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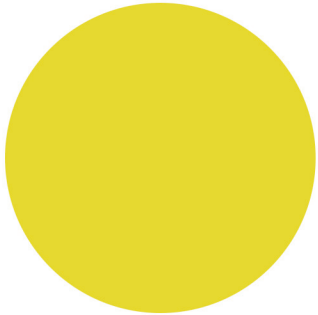


**ELSA TURKEY  
SURVEYS**

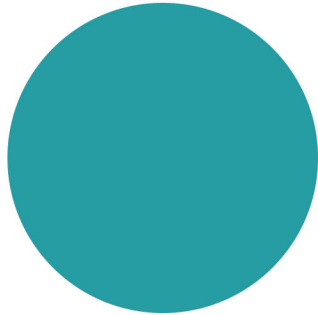




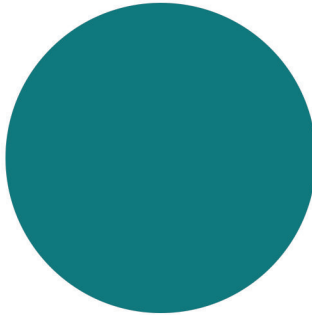
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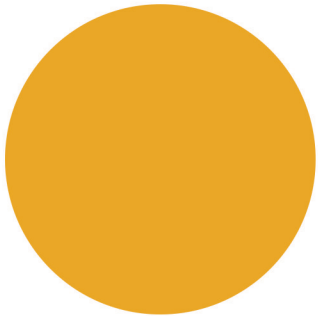
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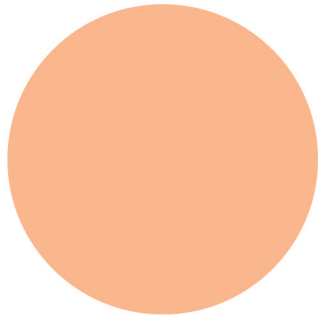
RGB: 25 154 163  
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HEX: #199aa3



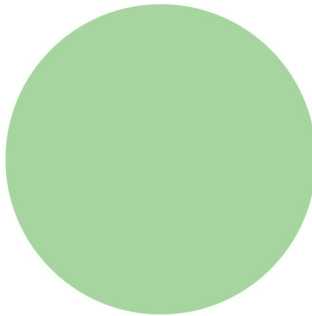
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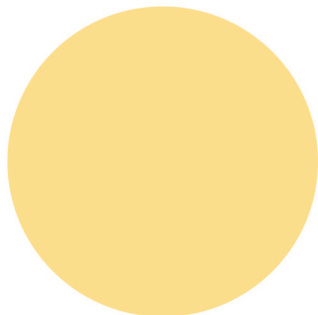
RGB: 235 169 1  
CMYK: 7 37 97 1  
HEX: #eba901



RGB: 249 189 148  
CMYK: 0 33 44 0  
HEX: #f9bd94



RGB: 181 214 160  
CMYK: 36 0 47 0  
HEX: #b5d6a0



RGB: 254 226 142  
CMYK: 1 11 53 0  
HEX: #fee28e

# FONTS

Lato Bold  
Lato Regular  
Lato Light

# KEY SELLING POINTS

1. Observing the audience
2. Analysing the current structure
3. Understanding the strenghts and weaknesses of the association
4. Constructing survey methods

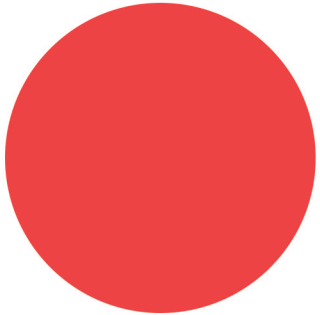
# ELEMENTS

1. Graphs and charts
2. Calculations
3. Mathematical symbols

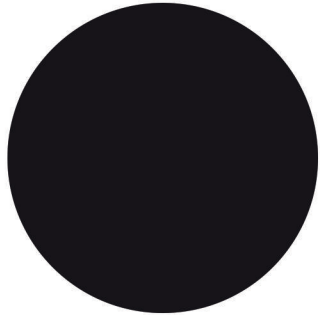


**MARKETING  
TAKEOVER**  
WEEKEND

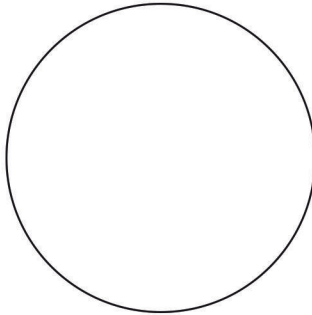
# BRAND COLOURS



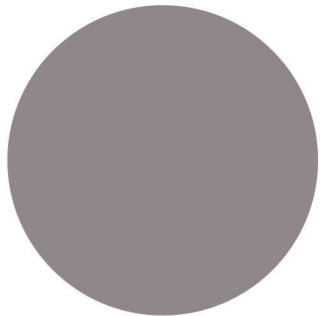
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HEX: #ee3638



RGB: 35 32 32  
CMYK: 72 67 59 79  
HEX: #231f20



RGB: 255 255 255  
CMYK: 0 0 0 0  
HEX: #ffffff



RGB: 157 146 145  
CMYK: 32 32 29 22  
HEX: #9d929

# FONTS

Lato Bold  
Lato Regular  
Lato Light

# KEY SELLING POINTS

1. Developing the Marketing knowledge
2. Attending Marketing Workshops
3. Being a part of creating new Marketing strategies
4. Getting to know the network

# ELEMENTS

1. Camera and computer
2. Teamwork
3. Discussion



“A JUST WORLD IN WHICH THERE IS RESPECT FOR  
**HUMAN DIGNITY AND CULTURAL DIVERSITY**”

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