Brand Identity

Main Logo

Food Türkiye connects global buyers with trusted Turkish food producers.
A platform designed to simplify sourcing, discovery, and international trade.

Logo Structure

The Food Türkiye logo combines natural elements and modern typography to represent freshness, authenticity, and global food trade.

The leaf symbol reflects natural products and sustainability, while the clean typography ensures clarity and strong brand recognition across all platforms.

Single Color Logo Usage

The Food Türkiye logo can be used in single-color versions to ensure clarity and flexibility across different backgrounds.

These variations maintain strong visibility and consistent brand recognition across all platforms.

Correct Logo Application

PRIMARY USE

SECONDARY USE

ALTERNATIVE USE

inCorrect Logo Application

DO NOT ALTER LOGO COLORS

DO NOT PLACE THE LOGO IN A BOX

DO NOT STRETCH THE LOGO

DO NOT ROTATE THE LOGO

DO NOT PLACE THE LOGO ON BUSY BACKGROUNDS

DO NOT ADD OUTLINES OR EFFECTS

Color Palette

The Food Türkiye color palette is inspired by nature and the richness of Turkish cuisine.

Green represents freshness and natural products, while orange symbolizes warmth, flavor, and energy.

These colors ensure a strong and consistent brand presence across all platforms.

Fresh Leaf Green	62A40F
Spring Green	A1E633
Heritage Green	ED8423
Anatolian Orange	#655DC6
Deep Olive Green	1A4B3C

Logotype Font

The Food Türkiye logotype is built on the Ibrand typeface, chosen for its geometric clarity and modern character.

Certain letters were customized to create a unique wordmark.
The “o” characters integrate the leaf symbol, while the “t” was adjusted to improve visual balance within the logo.

These refinements strengthen the brand identity while preserving readability and consistency.

Ibrand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#()?!

Web Font - Inter

Inter is the primary typeface used across the Food Türkiye website and Shopify storefront.

Built for digital environments, it ensures excellent readability, fast loading performance, and a clean interface across all devices.

Its modern structure and multilingual support make it ideal for global e-commerce experiences.

INTER

ABCDEFGHIJLMOPQRSTUVWXYZ
abcdefghijlmopqrstuvwxyz
1234567890

Aa Regular | Aa Medium | Aa Semi-Bold | Aa Bold

Headlines

H1 Size : 130/ Height:210/	**Typography** Size : 130/ Height:210/
H2 Size : 80/ Height:130/	**Typography** Size : 80/ Height:130/
H3 Size :50 / Height:80/	**Typography** Size :50 / Height:80/
H4 Size :30 / Height:50/	**Typography** Size :30 / Height:50/
H5 Size : 19/ Height:30/	**Typography** Size : 19/ Height:30/
H6 Size : 12/ Height:19/	**Typography** Size : 12/ Height:19/

foodTürkiye

Thank you

Don’t forget follow and see our portfolio in

www.foodturkiye.com