



Logo & Corporate Identity Guidelines

How to use the inMOLA symbol, wordmark, colours and typography correctly

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inMOLA Teknoloji Yazılım Hizmetleri A.Ş. | inmola.com

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About these guidelines

The inMOLA logo is the most visible expression of our brand. Using it consistently — on our product, website, documents, presentations, events and partner materials — builds recognition and trust. These guidelines apply to everyone who uses the inMOLA identity: our team, agencies, partners, resellers and the press.

For original logo files (SVG, PDF, EPS, PNG, favicon and app icons), contact the inMOLA marketing team. Never recreate the logo from a screenshot.

inMOLA Symbol



The inMOLA symbol is a continuous ribbon drawn as an infinity / Möbius form. It expresses the never-ending loop at the heart of inMOLA: data becomes insight, insight becomes a decision, and every decision creates new data.

The symbol is the basic mark of inMOLA and its products. It is usually accompanied by the inMOLA wordmark, as shown on the following pages. On its own, it is used where space is limited or the brand is already established — app icons, favicons, social media avatars and product interfaces.

inMOLA Wordmark

inMOLA

Aa Bb Cc Çç Dd Ee Ff Gg Ğğ Hh Iı İi

Jj Kk Ll Mm Nn Oo Öö Pp Rr Ss Şş

Tt Uu Üü Vv Yy Zz Ww Qq Xx

0 1 2 3 4 5 6 7 8 9 ! ? & @ % +

The inMOLA wordmark is set in **Poppins Bold** and outlined to paths in all master files, so it never depends on an installed font.

The name is always written **inMOLA**: “in” in lowercase, “MOLA” in capitals. This casing is part of the identity and must be kept in the logo and in running text alike (never “Inmola”, “INMOLA” or “InMola”).

Poppins is also the brand typeface for headlines and digital surfaces. The full alphabet, including Turkish characters, is shown above.

inMOLA Logotype



The inMOLA symbol and the inMOLA wordmark together make up the **inMOLA logotype** (primary lockup). “Logotype” on the following pages refers to this combination.

The preferred identity is the **full-colour logotype**: the symbol in the inMOLA gradient (teal at the top, violet at the bottom) with the wordmark in inMOLA Navy, side by side in a horizontal arrangement. Navy, black and white versions are given on the following pages.

Proportions



The size relationship and spacing between the symbol and the wordmark have been carefully determined and must not be altered. Taking the height of the symbol as **H**:

- The space between the symbol and the wordmark is **$0.22 H$**
- The cap height of "MOLA" is **$0.64 H$** , and the wordmark is vertically centred on the symbol
- The total width of the logotype is approximately **$5.2 H$**

Always use the master files. Never rebuild the logotype by placing the symbol and the wordmark side by side by eye.

Clearspace



Keep a minimum clear area around the logotype and the symbol, free of text, images and other graphic elements. The clearspace (**x**) is **one quarter of the symbol's height** on all sides.

In narrow columns or tight digital components it may not be possible to keep the full clearspace on both sides. In such cases keep it at least on the side facing other content.

Minimum Size



To keep the logo legible, do not use it smaller than the sizes below.

	Print	Digital
Symbol (icon)	8 mm high	24 px high
Logotype (lockup)	25 mm wide	90 px wide

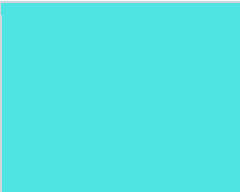
Below these sizes, use the symbol on its own. For favicons, use the dedicated icon-32 and icon-48 files, which are optimised for very small sizes.

Colour

The inMOLA identity is built on one gradient and one ink colour. The gradient always runs **vertically: Teal at the top, Blue in the middle, Violet at the bottom**. Its colours and direction must never be changed.



inMOLA gradient: Teal → Blue → Violet

	Gradient Teal HEX #4FE3E2 · RGB 79 227 226 CMYK C65 M0 Y1 K11 · Closest PMS 3115 C
	Gradient Blue HEX #4D9AE8 · RGB 77 154 232 CMYK C67 M34 Y0 K9 · Closest PMS 279 C
	Gradient Violet HEX #4632B4 · RGB 70 50 180 CMYK C61 M72 Y0 K29 · Closest PMS 2118 C
	inMOLA Navy (Ink) HEX #101D3F · RGB 16 29 63 CMYK C75 M54 Y0 K75 · Closest PMS 282 C

Apart from the full-colour version, the logo may only be used in **inMOLA Navy, black or white**. Pantone values are closest references; always check them against a physical Pantone swatch with your printer before spot-colour production. For serigraphy, engraving, embroidery and promotional items, use the single-colour (navy, black or white) versions.

Use on Different Backgrounds 1

On white, off-white and light backgrounds, use the **full-colour logotype**. Use the navy or black version for single-colour printing. On dark or coloured backgrounds, use the **white** version, or the navy version on light brand colours.



Full colour on white (preferred)



Full colour on light grey



Navy — one-colour print



Black — one-colour print



White on inMOLA Navy



White on black



White on the inMOLA gradient



White on Violet



Navy on Teal

Use on Different Backgrounds 2

Which version to use depends on the tone of the background. Always choose the version with the **most contrast** to the background, for maximum legibility. As a rule, use the full-colour or navy logotype up to a 30–40% tone, and the white logotype from 50% upwards.



10% Navy: full colour



30% Navy: full colour



50% Navy: white



60% Navy: white



80% Navy: white



100% Navy: white

Use on Photographs

When placing the logotype on a photograph, choose the version that gives the **most contrast** with the image, and place it on a calm, even area of the photo.



Light, calm image: full-colour logotype



Dark, calm image: white logotype

If the full-colour symbol is not legible on the image, use the all-white or all-navy logotype. Never apply effects to improve legibility; choose a different area of the image or a different image instead.

Misuse of the Symbol

The inMOLA symbol must never be altered or distorted, for any reason.



Do not use non-approved colours.



Do not replace the gradient with a single, non-approved colour.



Do not change the direction or order of the gradient.



Do not stretch or distort the symbol.



Do not rotate the symbol.



Do not blur the symbol.



Do not add drop shadows or other effects.



Do not add outlines or strokes.

Misuse of the Logotype 1



Do not set the wordmark in all capitals.



Do not reverse the order of the symbol and the wordmark.



Do not set the wordmark in another typeface.



Do not change the space between the symbol and the wordmark.



Do not change the size relationship between the symbol and the wordmark.

Misuse of the Logotype 2



Do not reverse the colours of the symbol and the wordmark.



Do not skew, italicise or distort the logotype.



Do not place the logotype inside a shape or badge.



Do not create new colour combinations beyond those on the "Colour" and "Backgrounds" pages.

Misuse on Images and Backgrounds

The examples below show situations where the logotype loses legibility because the background is too complex or the contrast is too low. Avoid similar uses.



Full colour on a busy image



Navy on a dark image



White on a light image



Full colour on the inMOLA gradient



Navy on a dark background

App Icon, Favicon and Files

On digital product surfaces — app stores, browser tabs, social media avatars — the symbol is used on its own, centred on a square with rounded corners and generous padding.



White symbol on Navy (store default)



White symbol on the gradient



Full-colour symbol on white

Which file for which job

Format	Use
SVG	Web, apps, presentations, Office: infinitely scalable, preferred everywhere digital
PDF	Print masters for full-colour offset or digital print; preserves the gradient exactly
EPS	Serigraphy, engraving, promotional items, signage: use the single-colour (navy, black, white) versions
PNG 300 dpi	Quick placement in documents when vector is not accepted; transparent background, never scale up
Favicon / App icon	icon-32 / icon-48 favicons, icon-192 / icon-512 PWA, appicon-navy-1024 for app stores

Typography

Poppins is the inMOLA brand typeface (Bold for headlines and the wordmark; Regular and Medium for body text in digital and designed materials). Where Poppins is not available, such as in everyday Office documents and email, use **Arial**.

Contact

For logo files and any question about the inMOLA identity:

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