

FNSS



We have always strived toward innovation and betterment for our customers with every step we have taken forward. With every step we take, we seek what is new and better for our country.

With 25 years already behind us, our young, dynamic, and forward-looking spirit has found a new body and form.

Today, we are proud and glad to share with you our renewed corporate identity, through which we define our philosophy with a more contemporary language.

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1.0

STRUCTURE OF FNSS BRAND IDENTITY

INTRODUCTION



The new logo of FNSS will symbolize the determination, dynamism and reputation of our brand

FNSS Savunma Sistemleri A.S., the international defense systems company and a major land systems manufacturer of Turkey, was built with a culture of growth, development and transformation. Today, as the company celebrates its 25 year history, FNSS signifies this evaluation by the introduction of its redesigned logo.

General Manager and CEO of FNSS Mr. K. Nail Kurt expressed his thoughts about the philosophy of new the logo: "We consider change as an opportunity for continuous development. Since production began in 1990, we have constantly improved our products and services. Recently adding new export contracts by competing with major defense companies in the global arena. FNSS` new logo will symbolize our capability on development and evolution, which has brought us here today and will carry us into the future."

FNSS designed a logo that symbolizes the strength and reputation of the company. The newly designed FNSS logo in red letters, represents unlimited energy, a new generation, dynamism, agility and determination. The underlining steel arrow stands for "our faith in continuous development.

At FNSS "Change" has always been welcomed

FMC-NUROL Savunma Sanayii A.S. was established in 1989 with the aim of manufacturing tracked armored combat vehicles for the Turkish Armed Forces, which was renamed as FNSS Savunma Sistemleri A.S. in 1997.

That same year, FNSS also received Turkey's first complete weapon system export contract. Since 2000, FNSS has extended its product range by adding its indigenous designed wheeled and tracked armored combat vehicles including weapon systems.

With facilities and headquarters based in Ankara, Turkey, FNSS is also exporting technologies by extending its design and manufacturing capabilities with local partnerships in the Middle East and South East Asia. In addition, FNSS provides integrated logistics support services in three continents for the thousands of armored combat vehicles the company has provided to its global customers.



To watch the FNSS Logo Launch video, scan the QR code with your smart phone.

MESSAGE FROM
THE GENERAL MANAGER & CEO



We wholeheartedly believe that our new logo symbolizes the dreams of our company, as well as those of our country, for the 2020s.

FNSS, a strategic industrial corporation of Turkey, is in a wind of change... We rapidly accommodate constantly changing external circumstances, and we undergo changes to renew ourselves in an endlessly competitive environment.

Our Company's Logo is also an Element of This Change.

Our logo, the symbol of our company, has taken on a new form in this changing world. While the color red in our new logo reflects our spirit of endless energy, courage and perseverance, the pointed arrow right beneath relays the message to the whole world, "forward, always forward, we will fight with determination!" ... Our red logo on the black background conveys a message of quality and gravity to the audience... On a white background, the red color of our logo reflects our endless energy, youthfulness, dynamism, and resoluteness, signifying our energy, combined with our caliber and integrity. In short, we wholeheartedly believe that our new logo will communicate the dreams of our company, as well as of our country in the 2020s.

Leaving 25 years behind, we are deeply honored and pleased to be sharing our new logo with you, which we believe reflects our philosophy of life and business with a more contemporary style.

Yours sincerely,

Kadir Nail KURT

General Manager & CEO
FNSS Savunma Sistemleri A.Ş.

VISION AND MISSION STATEMENTS

A large, three-dimensional logo of the letters 'FNSS' is displayed on a dark, textured surface. The letters are white with a slight shadow, giving them a 3D appearance. The background is a dark, possibly metallic or stone, surface with some faint grid lines.

VISION

*Globally trusted and respected
Turkish partner in defense*

MISSION

*We protect and add value to our
users and stakeholders by creating
innovative solutions*

CORPORATE VALUES



FNSS will continue to be the number one land combat system solutions provider for the Turkish Armed Forces and the local supplier of choice for armed forces around the world.

HUMAN RESOURCES

We, the employees of FNSS, ***embrace our corporation*** by being aware of our responsibilities and constantly improving ourselves.

CUSTOMERS

In order to gain and maintain the confidence of our customers, we always satisfy their needs through ***high-quality and reliable solutions***.

MAKING A DIFFERENCE

In order to create a business environment of choice, ***we provide creative solutions that address the needs of our customers and suppliers***.

INTEGRITY AND CONSISTENCY

We are always straightforward with our business, team, customers, suppliers and our country. ***We obey laws and rules unconditionally***.

SHAREHOLDERS

Meeting the expectations of our shareholders, ***adding value to their investments and ensuring continuity of their trust, is our priority***.

PRINCIPLES

FNSS rapidly adapts to ever changing external circumstances owing to its commitment to its corporate principles, renews itself under a constantly competitive environment, and improves itself accordingly.

CREATIVITY

We encourage creativity and novel ideas, and value contributions by everyone.

COMMUNICATION

We are impartial and communicate openly and clearly. We check that we understand one another.

DECISION MAKING

We make timely decisions based on experience and by consulting each other. We take ownership, share and stand by our decisions.

FAIRNESS

We ensure fairness by being impartial, transparent and accountable.

PRODUCTIVITY

We use all of our resources efficiently in FNSS's best interests.

CHANGE

We change, lead change, develop and lead development.

TEAM WORK

We work one for all and all for FNSS.

THE PRONUNCIATION AND SPELLING OF FNSS

ON THE PRONUNCIATION AND SPELLING OF FNSS

In this section, the accurate pronunciation and spelling of FNSS is illustrated with examples. To ensure and maintain the corporate integrity, observing these rules are as important as visual practices.

THE USE OF FNSS IN COLLOQUIAL LANGUAGE

Turkish: FNSS should be read according to Turkish phonetics. In all conversations held in Turkish, it should be pronounced in Turkish phonetics as “FE”, “NE”, “SE”, “SE”.

While speaking Turkish, these sounds should not be pronounced as “F”, “N”, “S”, “S” as they are pronounced in English.

English: FNSS should be read according to English phonetics. In all conversations held in English, it should be pronounced in English phonetics as “F”, “N”, “S”, “S”.

THE USE OF FNSS IN WRITTEN LANGUAGE

In all Turkish texts and **official correspondences**, the name of the company will be **written** as “FNSS Savunma Sistemleri A.Ş.”

If the abbreviation “FNSS” is used between parenthesis next to the name “FNSS Savunma Sistemleri A.Ş.” where it appears in the text for the first time, the name of the company can be written as FNSS for the remainder of the text.

The name of the company should be **written** in Turkish as “FNSS Savunma Sistemleri A.Ş.” in English texts as well.

In English texts, the company name should be written in Turkish as “FNSS Savunma Sistemleri A.Ş.”, not as “FNSS Defence Systems”!

CORRECT USE in official correspondences

As a joint venture of Nurol Holding A.Ş. and BAE Systems, **FNSS Savunma Sistemleri A.Ş.** is a leading company in the design and manufacturing of tracked and wheeled armored combat vehicle families and weapon systems for the Turkish and allied armed forces.

INCORRECT USE in official correspondences

~~As a joint venture of Nurol Holding A.Ş. and BAE Systems, **FNSS** is a leading corporation in the design and manufacturing of tracked and wheeled armored combat vehicle families and weapon systems for the Turkish and allied armed forces.~~

CORRECT USE in English

FNSS Savunma Sistemleri A.Ş. is a Turkish joint venture company owned by Nurol Holding of Turkey and BAE Systems, Inc., with facilities located in Gölbaşı, Ankara, Turkey.

INCORRECT USE in English

~~FNSS Defence Systems is a Turkish joint venture company owned by Nurol Holding of Turkey and BAE Systems, Inc., with facilities located in Gölbaşı, Ankara, Turkey.~~

MAIN VISUAL ELEMENTS OF THE BRAND

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, while the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

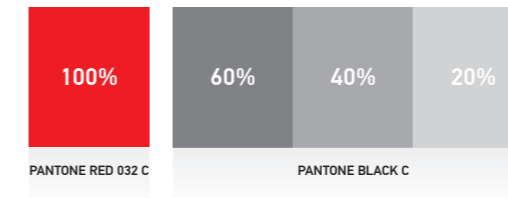
In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.



Logo



Steel Spear



Colors

PF DIN TEXT PRO

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
 abcçdefgğhiijklmnoöprsştuüvyz
 1234567890

Fonts

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2.0

MAIN VISUAL ELEMENTS OF THE BRAND

FNSS LOGO

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.



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FNSS LOGO

Logo Proportions

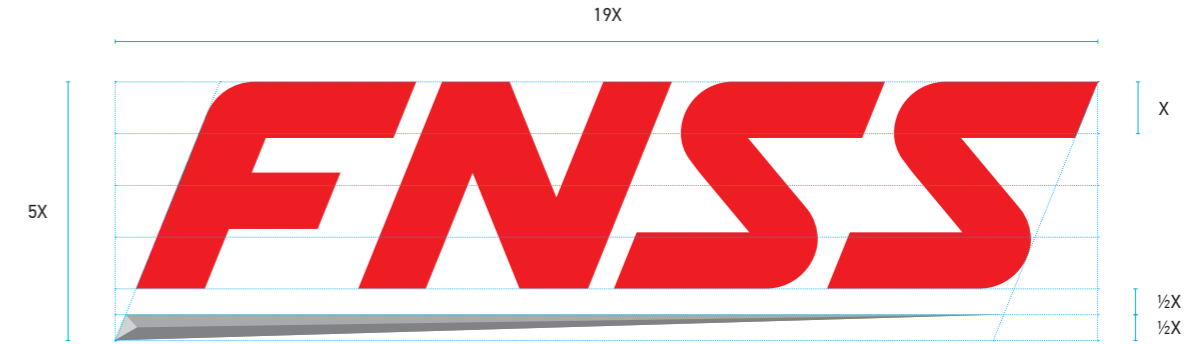
ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.



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FNSS LOGO

Protected Space of the Logo

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

FNSS LOGO PROTECTED SPACE

The protected space of FNSS logo is shown in detail on the next page. Any graphic or text may be placed around FNSS logo at the distances specified on the next page.



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FNSS LOGO

Vertical Use of the Logo

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

VERTICAL USE OF THE LOGO

FNSS logo may be used vertically when required. Use is mainly horizontal

The FNSS text may be used in bottom-up design, not in top-down design.



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FNSS LOGO

Vertical Protected Space of the Logo

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

FNSS LOGO VERTICAL PROTECTED SPACE

The protected space of FNSS logo used vertically is shown in detail on the next page. Any graphic or text may be placed around FNSS logo at the distances specified on the next page.



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FNSS LOGO

Use of Monochromatic and White Logo on Corporate Colors

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF MONOCHROMATIC AND WHITE LOGO ON CORPORATE COLORS

The correct use of the FNSS logo on corporate colors is shown in detail on the next page.

Pantone Red 032 C

On Pantone Red 032 C (Red) background

Pantone BLACK C

On Pantone BLACK C (Black) background



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FNSS LOGO**Use of the Logo
in Metallic Colors and
on Metallic Backgrounds****ABOUT THE FNSS LOGO**

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF THE LOGO IN METALLIC COLORS AND ON METALLIC BACKGROUND

The correct use of the FNSS logo on metallic colored backgrounds is shown in detail on the next page.

*The Pantone color codes of metallic colors are shown on the next page.
No color other than these two metallic colors will be used.*

Pantone 871 C

On Pantone 871 C (Gold bronze) background

Pantone 877 C

On Pantone 877 C (Bright Silver) background.



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FNSS LOGO

Use of the Logo on Corporate Colors

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF THE FNSS LOGO ON CORPORATE COLORS

The correct use of the FNSS logo on corporate colors is shown in detail on the next page.

Use of the Logo on Red Background

The FNSS text and spear will be used in white on a red background.

Use of the FNSS Logo on red background



Use of the Logo on a Black Background

The FNSS text will be used in red on a black background. The three-dimensional version of the FNSS spear in grey tones, as shown on the right, will be used.

The FNSS LOGO on black background



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FNSS LOGO

Use of the Logo on Backgrounds in Shades of Red

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF THE FNSS LOGO ON BACKGROUNDS IN SHADES OF RED

The correct use of the FNSS logo on backgrounds in shades of red is shown in detail on the next page.

The FNSS logo will be used in **corporate colors** on 1%-29% red backgrounds, and in **white** on 30%-90% red backgrounds.

Use on 100% red background is shown on page 35.



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FNSS LOGO

Use of the Logo on Backgrounds in Shades of Grey

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF THE FNSS LOGO ON BACKGROUNDS IN SHADES OF GREY

The correct use of the FNSS logo on backgrounds in shades of grey is shown in detail on the right.

The FNSS logo will be used in **corporate colors** on 1%-19% grey backgrounds, in **white** on 20%-89% grey backgrounds and in **corporate colors** again on 90% or above grey backgrounds.

Use on 100% grey background is shown on page 37.



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FNSS LOGO

Use of the Logo on Basic Colors

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF THE FNSS LOGO ON BASIC COLORS

The correct use of the FNSS logo on basic colors is shown in detail on the right. These rules should be observed during use on colors other than corporate colors.

The use on red and black backgrounds are shown in detail on pages 35, 37, and 39.



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FNSS LOGO

Use of the Logo on Color Photographic Background

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF THE FNSS LOGO ON COLOR PHOTOGRAPHIC BACKGROUND

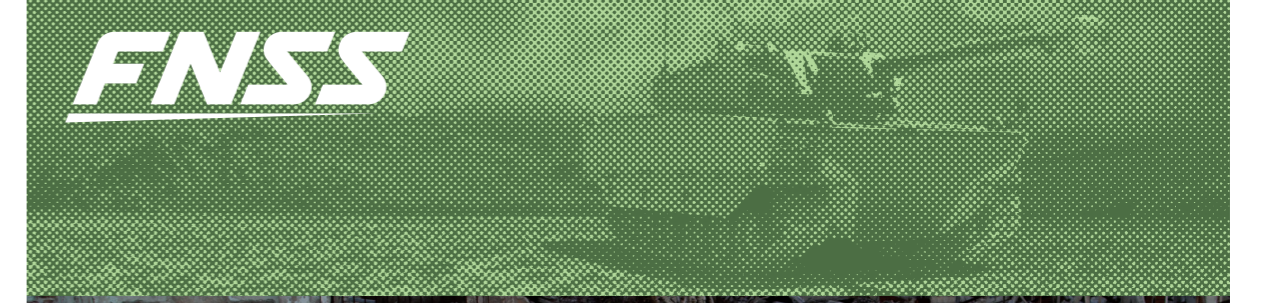
When the FNSS logo is applied on a photographic background, the version that has the highest contrast with the background should be used. **The correct use** of the FNSS logo on photographic backgrounds is shown in detail on the right.

When the FNSS logo is not legible on the background, white should be used.

Use on Light-Colored Photographic Background
The FNSS logo will be used in corporate colors on a light-colored photographic background.



Use on Dark-Colored Photographic Background
The FNSS logo will be used as white on a dark-colored photographic background.



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FNSS LOGO

Use of the Logo on Photographic Backgrounds in Shades of Grey

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF THE FNSS LOGO ON A PHOTOGRAPHIC BACKGROUND IN SHADES OF GREY

When the FNSS logo is applied on a photographic background in shades of grey, the version that has the highest contrast with the background should be used.

The correct use of the FNSS logo on photographic backgrounds in shades of grey is shown in detail on the right.

When the FNSS logo is not legible on the background, white should be used.

Use on Light Grey Photographic Backgrounds
The FNSS logo will be used in corporate colors on a light grey photographic background.

Use on Dark Grey Photographic Backgrounds
The FNSS logo will be used in white on a dark grey (25% grey or above) photographic background.



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FNSS LOGO

Use of the Logo in Minimum Size

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

Color Use in Printed Materials

In printed materials, the FNSS logo must not be smaller than 8 mm.

**Monochromatic Use in Printed Materials**

In printed materials, the FNSS logo must not be smaller than 5 mm in monochromatic format.

**Color Use in Digital Materials**

In digital materials, the FNSS logo must not be smaller than 30 pixels.

**Monochromatic Use in Digital Materials**

In digital materials, the FNSS logo must not be smaller than 20 pixels in monochromatic format.



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FNSS LOGO

Minimum Logo Sizes Recommended for Use According to Document Size

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

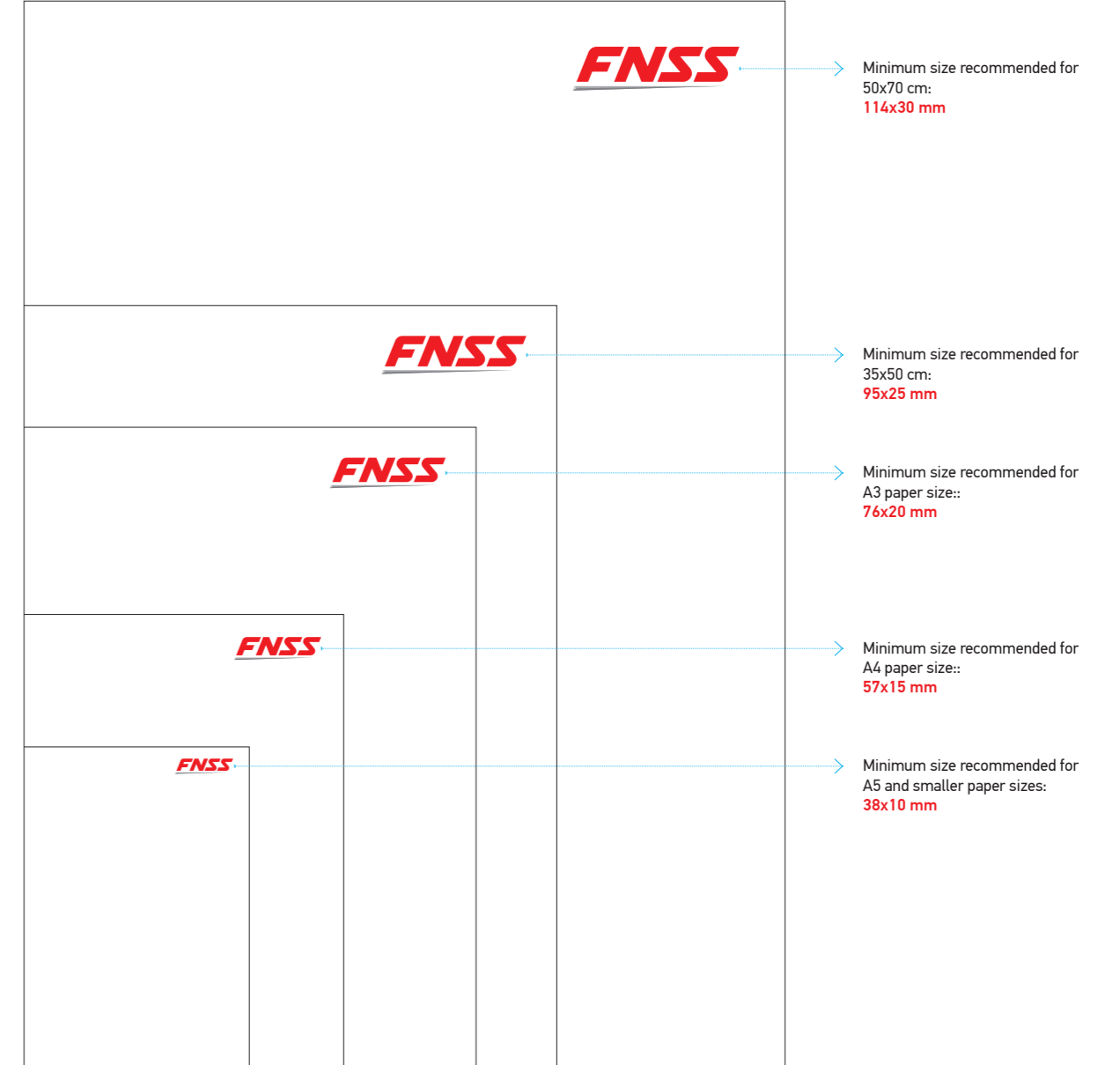
VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

MINIMUM LOGO SIZES RECOMMENDED FOR USE BY DOCUMENT SIZE

Minimum logo sizes recommended for use by document size are shown in detail on the right.

Except special cases, the specified logo sizes are recommended for use.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fns.com.tr

FNSS LOGO

The Position of the Logo by Media

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

THE POSITION OF THE FNSS LOGO BY MEDIA

The position of the FNSS logo may change according to the type of media used. Except for special cases, *the ideal position* of the FNSS logo is shown in detail on the right.

The size of the FNSS logo may change according to the document size.

1. Internet
2. PowerPoint Presentation
 - News Bulletin
 - Leaflet
 - Direct Mail
3. Leaflet
 - Advert



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

FNSS LOGO

Incorrect Use of the Logo

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

The text "Savunma Sistemleri A.Ş." should not be used with the logo!



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

Proportions should not be changed!



FNSS logo and spear should not be drawn differently!



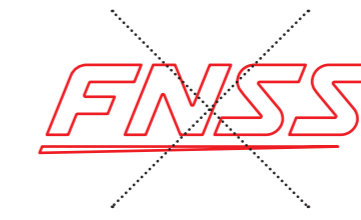
Colors should not be changed!



It should not be used inclined!



It should not be applied in outline form!



No shadow should be used!



The positions of FNSS text and the spear should not be changed!



The FNSS spear should not be used with a product logo!



The FNSS spear should not be used upside-down!



FNSS LOGO

Use of the Logo with Social Responsibility Logos

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF FNSS LOGO WITH SOCIAL RESPONSIBILITY LOGOS

In social responsibility projects (Corporate or external) carried out under the main sponsorship of FNSS, the FNSS logo will be used on the left with the proportions shown in the next page.



The size towards the right may change depending on the length of the project logo.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

FNSS LOGO

Use of the Logo with the Names of Corporate Departments

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

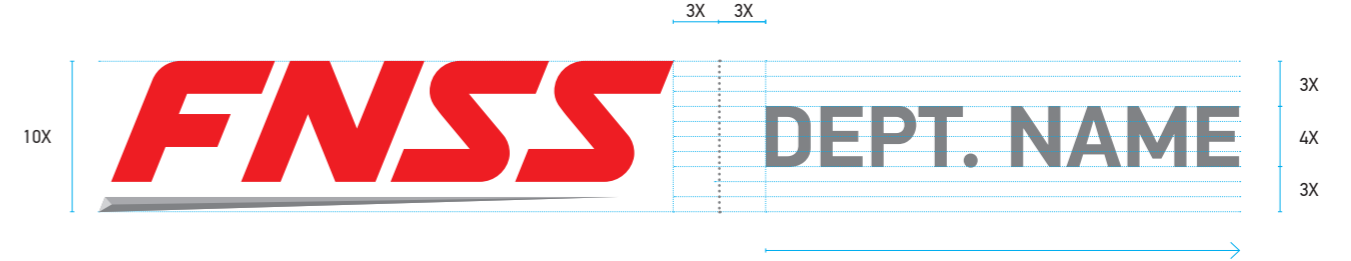
The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF THE LOGO WITH THE NAMES OF CORPORATE DEPARTMENTS

When the FNSS logo is used with corporate department names, the FNSS logo will be used on the left with the proportions shown on the next page.



The size may change towards the right depending on the length of the department name.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

FNSS LOGO

Logo Application Examples

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

FNSS LOGO APPLICATION EXAMPLES

Examples of FNSS logo applications in different media and on different materials are shown on the next page. The rules followed in this Brand Identity should be taken as basis in all logo applications.

For applications which are not specified in this document, please contact FNSS.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

FNSS LOGO

On Corporate Covers Position of the Logo

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

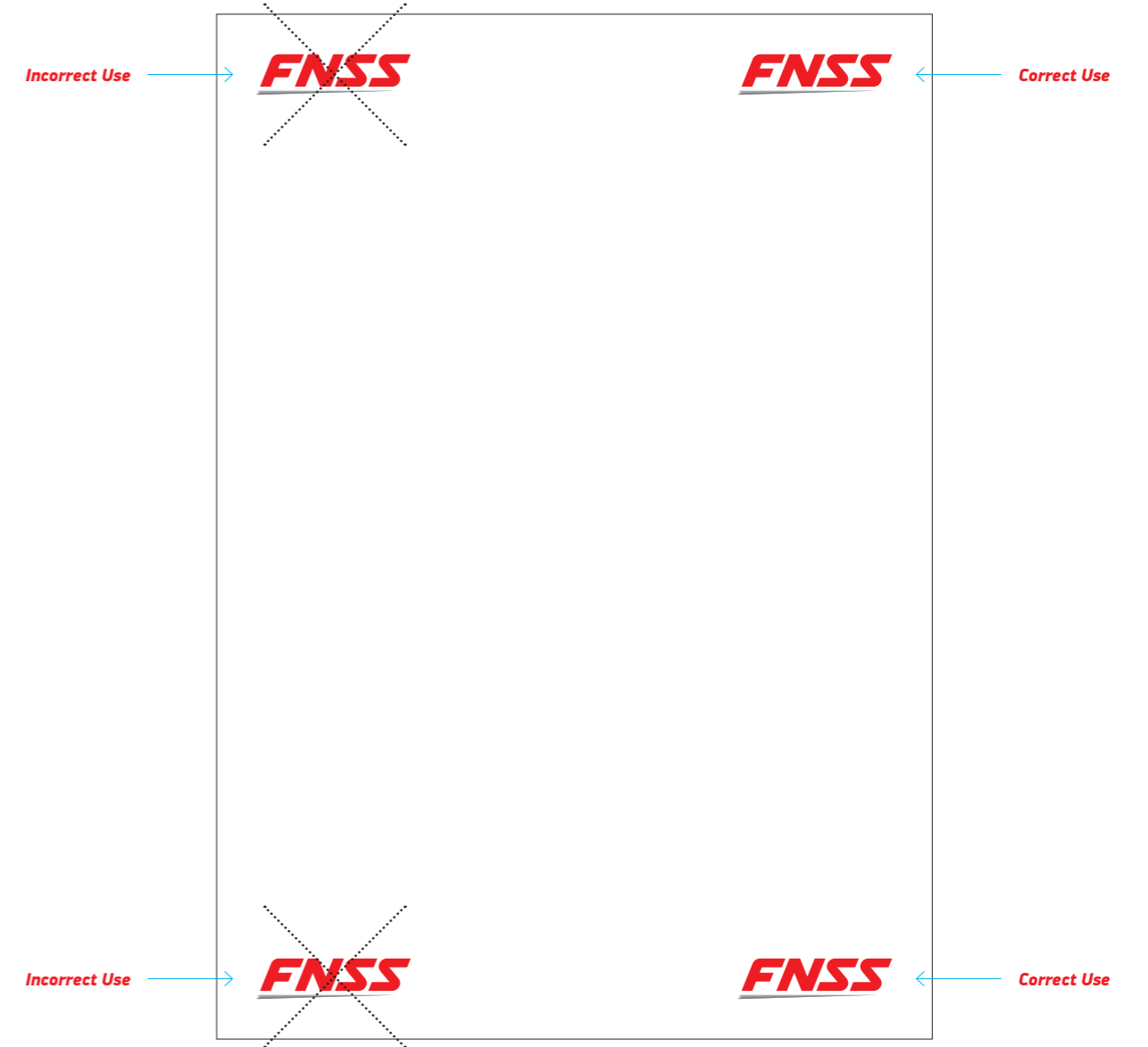
VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

THE POSITION OF THE LOGO ON CORPORATE COVERS

Correct and incorrect uses of the FNSS logo on corporate covers are illustrated in detail on the next page.

Considering the protected space of the FNSS logo, the logo will be used on top right or bottom right corners at the recommended size. It should never be used on the left-hand side.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

FNSS CORPORATE BANNER

Proportions of the Corporate Banner

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

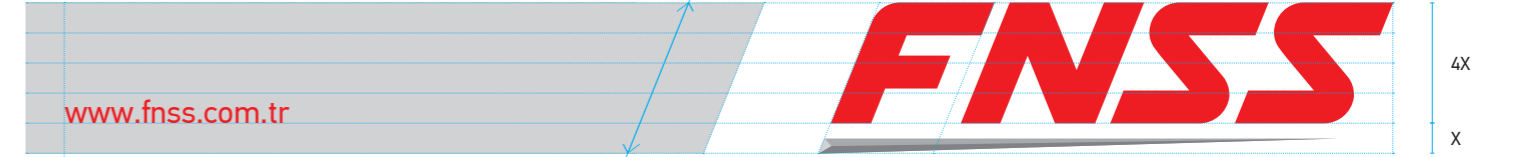
In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

PROPORTIONS OF THE FNSS CORPORATE BANNER

FNSS corporate banner may be used as a graphic element on printed materials in corporate and external means of communication. Its proportions and rules are shown in detail on the next page.

The FNSS Logo will always be used on the right corner of the corporate banner and as shown on the next page. The proportions, color, and the distance to the FNSS logo of the corporate banner must not be altered.

The banner may stretch towards the left.



Address information, font size and length may vary according to design. The text should be justified towards the bottom row of FNSS text.

The banner may be used as an image field or a graphic element by expanding its right corner at an angle of 22°.

This is shown on page 67 in detail.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

FNSS CORPORATE BANNER

The Protected Space of the Corporate Banner

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

THE PROTECTED SPACE OF THE FNSS CORPORATE BANNER

The protected space of the FNSS logo and the corporate banner are shown in detail on the next page. Any graphic or text may be placed around FNSS logo at the distances specified on the next page.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

FNSS CORPORATE BANNER

Examples of Incorrect Use of the Corporate Banner

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

EXAMPLES OF INCORRECT USE OF THE CORPORATE BANNER

Correct and incorrect uses of the FNSS corporate banner are illustrated in detail on the next page.

The FNSS logo should always be on the right corner of the corporate banner and used as shown on the next page. Proportions, color and the distance to the FNSS logo of the corporate banner should not be changed.

Correct Use

The FNSS logo will be used on the right and in its own colors.

The corporate banner should be 20% black and the color must never be changed.

The proportions and rules on use are shown on page 63 in detail.



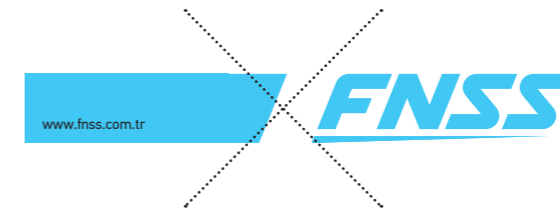
Incorrect Use

The position and proportions of the FNSS logo and the FNSS corporate banner must not be altered.

Corporate colors of FNSS will not be used in the FNSS corporate banner.

Colors of the FNSS logo and the FNSS corporate banner should not be changed.

Grey should never be used on the FNSS logo and the FNSS corporate banner.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

FNSS CORPORATE BANNER

Use of Corporate Banner on Covers

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF CORPORATE BANNER ON COVERS

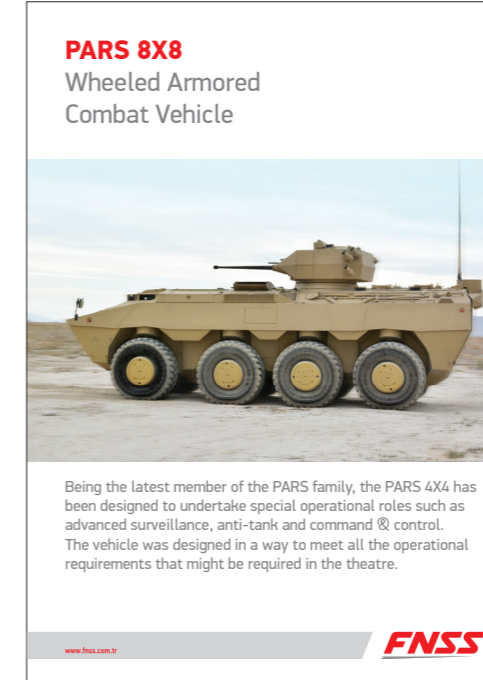
The use of the corporate banner along with the FNSS logo is shown in detail on the next page.

1. The corporate banner will be used as shown on the right in its plain form. The FNSS logo should always be located on the right-hand side of the banner. The height of the banner should be equal to the height of the FNSS logo, and the distance between the banner and the logo should be equal to the width of the letter "F".

2. In special cases (on certain printed materials such as the Corporate Bulletin), the corporate banner may be used on the top in plain form as shown on the right. The FNSS logo should always be located on the right-hand side of the banner. The height of the banner should be equal to the height of the FNSS logo, and the distance between the banner and the logo should be equal to the width of the letter "F".

The proportions of the banner must not be altered, and the banner should not be redrawn. The proportions and rules of the corporate band are shown in detail on page 63.

1



The corporate banner will be used at the bottom in its plain form as shown above. The FNSS logo will always be on the right-hand side of the banner. The height of the banner will be equal to the height of the FNSS logo, and the distance between the banner and the logo should be equal to the width of the letter "F".

See page 63 for the rules on the use of the banner.

2



In special cases (on certain printed materials such as the Corporate Bulletin), the corporate banner may be used on the top in plain form as shown above.

See page 63 for the rules on use.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

FNSS CORPORATE BANNER

Use of Corporate Banner as a Graphic Element

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

USE OF CORPORATE BANNER AS A GRAPHIC ELEMENT

The use of FNSS corporate banner as a graphic element is shown on the right in detail with two examples.

1. As shown in the example on the right, the corporate banner may be stretched upwards or downwards. Provided that its distance to the FNSS logo is not changed proportionally, the banner can be used as a graphic element.
2. As shown in the example on the right, the corporate banner can be used as an image field, provided that its distance to the FNSS logo is not changed proportionally.

The size of the FNSS logo may vary according to the field, while its distance to the banner or the graphic field is left unaltered proportionally. The distance between the banner and the logo should be equal to the width of the letter "F".

The proportions of the banner must not be altered, and the banner should not be redrawn. The proportions and rules of the corporate band are shown in detail on page 63.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

2



The corporate banner can be stretched upwards or downwards. Provided that its distance to the FNSS logo is not changed proportionally, the banner can be used as a graphic element. The distance between the banner and the logo will be equal to the width of the letter "F".

See page 63 for the rules on the use of the banner.

3



The size of the FNSS logo may vary according to the field, while its distance to the banner or the graphic field is left unaltered proportionally. The distance between the banner and the logo should be equal to the width of the letter "F".

See page 63 for the rules on the use of the banner.

FNSS COLORS

Logo Colors and Color Codes

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

LOGO COLORS AND COLOR CODES

The FNSS logo and corporate colors are defined on the right in terms of Pantone (extra color), CMYK, RGB, Hex and RAL color codes. These color codes are valid for use in printed and digital materials.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

EXTRA COLOR
Pantone Red 032 C



EXTRA COLOR
Pantone Black C 60%



EXTRA COLOR
Pantone Black C 40%



EXTRA COLOR
Pantone Black C 20%



CMYK	RGB	Hex	RAL
0, 100, 100, 0	239, 51, 64	#ef3340	3024

CMYK	RGB	Hex	RAL
0, 0, 0, 60	128, 129, 128	#808180	7037

CMYK	RGB	Hex	RAL
0, 0, 0, 40	174, 175, 175	#aeafaf	7042

CMYK	RGB	Hex	RAL
0, 0, 0, 20	216, 216, 216	#d8d8d8	7047

FNSS COLORS

FNSS Product Group Colors and Color Codes

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

FNSS PRODUCT GROUP COLORS AND COLOR CODES

FNSS product group colors and color codes are defined on the right in terms of CMYK, RGB, Hex and RAL color codes, and these color codes should be used in printed and digital materials.

Pantone (extra color) will not be used in FNSS product group colors.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

TRACKED VEHICLES

CMYK
100, 20, 0, 0

RGB
0, 146, 202

Hex
#0092ca

RAL
5012



WHEELED VEHICLES

CMYK
70, 30 85, 0

RGB
96, 141, 76

Hex
#608d4c

RAL
6017



ENGINEERING

CMYK
0, 40, 100, 0

RGB
247, 165, 0

Hex
#f7a500

RAL
1003



WEAPON SYSTEMS

CMYK
0, 90, 75, 15

RGB
203, 58, 54

Hex
#cb3a36

RAL
3028



MODERNIZATION

CMYK
20, 47, 75, 38

RGB
143, 100, 55

HEX
#8f6437

RAL
8000



TYPOGRAPHY

Main Fonts

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

FNSS MAIN FONTS

PF Din Text Pro font family is the corporate font of FNSS Savunma Sanayi A.Ş. This font family is employed in all corporate or external communications, and printed materials concerning all products and services.

Despite its rigid, strong and infrangible appearance, the DIN font family is rather flexible. Even though it seems to be firmly dependent on the conventions of calligraphy, it is “the font of all times.”

PF DinText Pro

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890

Hairline

ExtraThin
ExtraThinItalic

Thin
ThinItalic

Light
LightItalic

Regular
Italic

Medium
MediumItalic

Bold
BoldItalic

Black
BlackItalic

ExtraBlack
ExtraBlackItalic



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

TYPOGRAPHY

Auxiliary Fonts (1)

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

FNSS AUXILIARY FONTS

PF Din Text Condensed Pro font family is the corporate auxiliary font of FNSS Savunma Sanayi A.Ş. This font family is employed in all corporate or external communications, and printed materials concerning all products and services.

Due to its structure, PF Din Text Condensed Pro fonts can especially be used in small fields with rich textual content.

Despite its rigid, strong and infrangible appearance, the DIN font family is rather flexible. Even though it seems to be firmly dependent on the conventions of calligraphy, it is “the font of all times.”

PF DinTextCondensed Pro

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890

Hairline

ExtraThin

ExtraThinItalic

Thin

ThinItalic

Light

LightItalic

Regular

Italic

Medium

MediumItalic

Bold

BoldItalic

Black

BlackItalic

ExtraBlack

ExtraBlackItalic



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

TYPOGRAPHY

Auxiliary Fonts (2)

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

FNSS AUXILIARY FONTS

PF Din Text Display Pro font family is the corporate auxiliary font of FNSS Savunma Sanayi A.Ş. This font family is employed in all corporate or external communications, and printed materials concerning all products and services.

Due to its structure, PF Din Display Pro font family is especially suitable for use in titles and captions.

Despite its rigid, strong and infrangible appearance, the DIN font family is rather flexible. Even though it seems to be firmly dependent on the conventions of calligraphy, it is “the font of all times.”

PF DinDisplay Pro

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890

Hairline

ExtraThin

ExtraThinItalic

Thin

ThinItalic

Light

LightItalic

Regular

Italic

Medium

MediumItalic

Bold

BoldItalic

Black

BlackItalic



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

TYPOGRAPHY

Office Software Fonts

ABOUT THE FNSS LOGO

The FNSS logo comprises the FNSS text and spear. The color of the FNSS text is red, whereas the spear is a shade of grey. This logo will be used in accordance with the specifications set out in these guidelines, in all communications within and outside the company, and on any visual material for all kinds of products and services.

The logo may not be altered or redrawn.

VISUAL INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, the FNSS logo must be replicated using its original digital copy.

FONTS FOR OFFICE SOFTWARE

Calibri is the font family that will be used by FNSS Savunma Sanayi A.Ş. in all corporate and external correspondences.

Arial font family will be used in PowerPoint presentations only.

Calibri is a modern, sans serif font family. It has a humanist appearance with brilliantly designed round edges.

Calibri

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890

Regular

Italic

Bold

BoldItalic



Calibri font family will be used in Word documents only.



The Calibri font family will be used in PowerPoint presentations only.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

3.0 IN-HOUSE MATERIALS

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3.0
IN-HOUSE MATERIALS

CORPORATE MATERIALS

Letterhead

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

LETTERHEAD SPECIFICATIONS

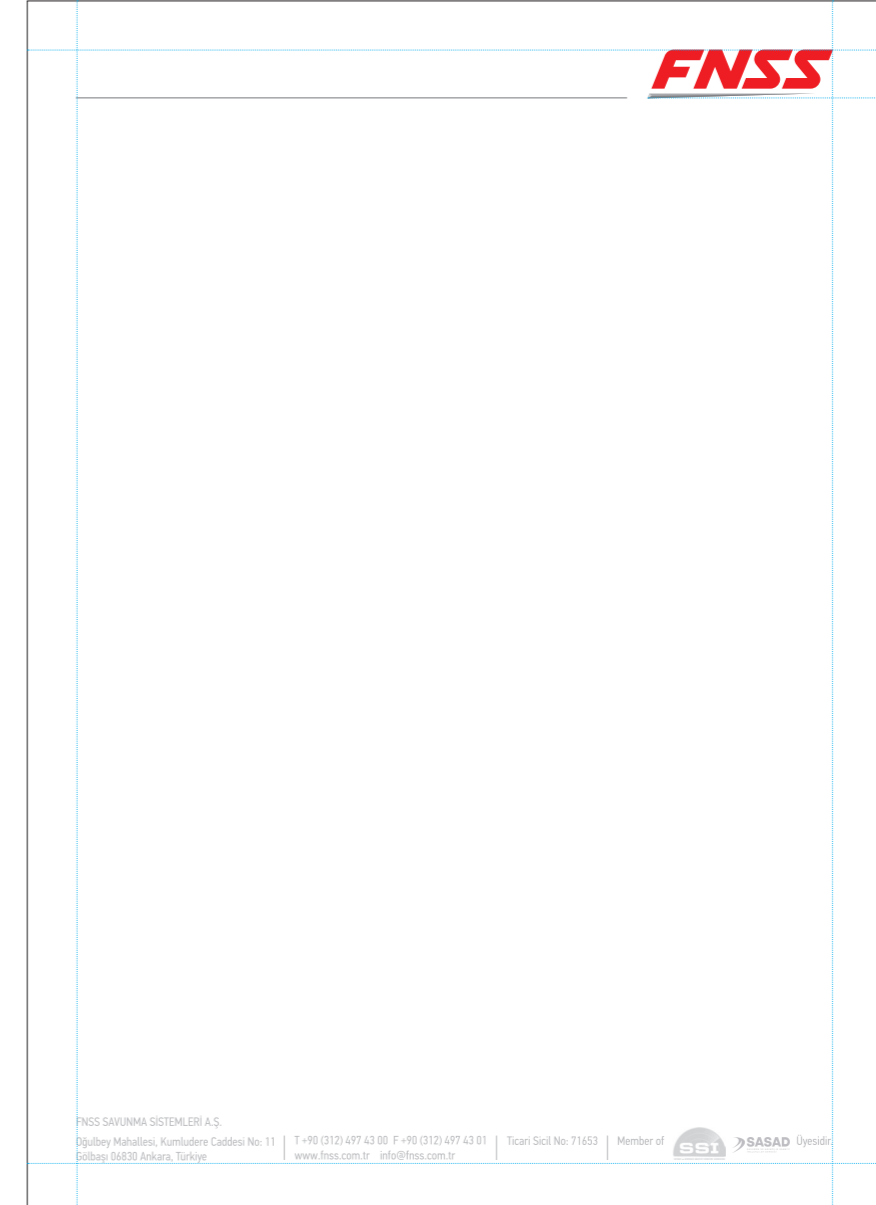
Size : 210x297 mm
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 90 g - High grade
 Font : PF Din Text Cond. Pro Regular - 8.5 pt



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

12 mm

12 mm



12 mm

12 mm

FNSS SAVUNMA SİSTEMLERİ A.Ş.

Düğubey Mahallesi, Kumludere Caddesi No:11
Göğbaşı 06830 Ankara, TürkiyeT +90 (312) 497 43 00 F +90 (312) 497 43 01
www.fnss.com.tr info@fnss.com.tr

Ticari Sicil No: 71653

Member of

SSI

SASAD

Üyesidir

12 mm

CORPORATE MATERIALS
Letterhead Continuous Stationery

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

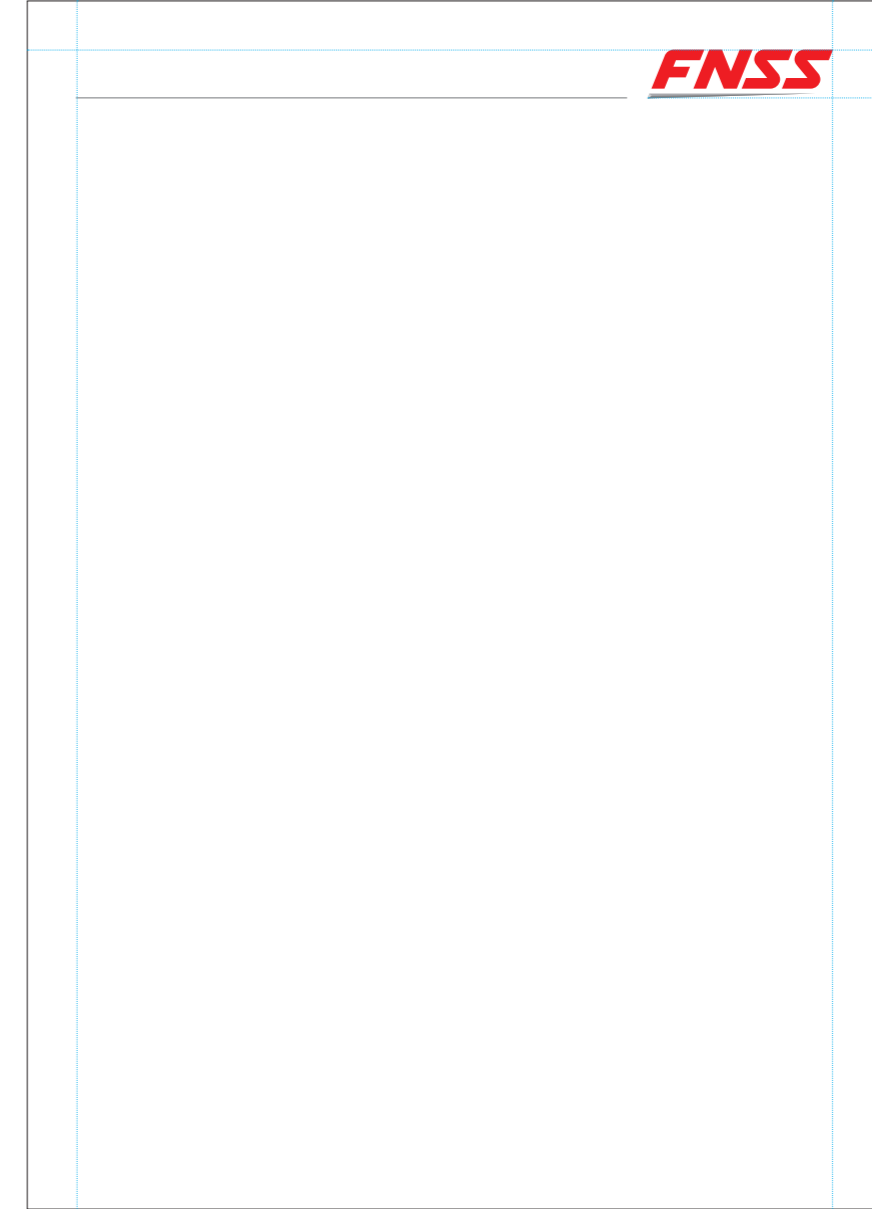
CONTINUING PAGE LETTERHEAD SPECIFICATIONS

Size : 210x297 mm
Color : Pantone Red 032 C and Pantone Black C
Paper type : 90 g - High grade

For letters longer than one page, "FNSS Letterhead Continuing Page" will be used.

12 mm

12 mm



12 mm

12 mm



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

CORPORATE MATERIALS

Letterhead Format

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

LETTERHEAD FORMAT SPECIFICATIONS

Font: Calibri - 12 pt

In all internal and external corporate correspondences, "FNSS Letterhead Paper" will be used. For correspondences longer than one page, "FNSS Letterhead Continuing Pages" will be used except the first page. Calibri is the corporate font to be used in all correspondences.

Calibri fonts and the rules on use are shown in detail on pages 82 and 83.







To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

25 mm

25 mm

1 Line Spacing

1 Line Spacing

		
	<p>10 Dec. 2015, Thursday</p> <p>Murat Özgül Özgül Tasarım ve Sonrası Hizmetler</p>	50 mm
	<p>Mr. Özgül</p>	50 mm
	<p>FNSS Savunma Sistemleri A.Ş. (FNSS), a joint venture company owned 51 percent by Nurol Holding Inc. and 49 percent by BAE Systems Inc., is a leading manufacturer and supplier of tracked and wheeled armoured vehicles and weapon systems for the Turkish and Allied Armed Forces.</p> <p>Starting off by manufacturing Armoured Combat Vehicles in 1988, FNSS has today become a world class company capable of designing and manufacturing a broad range of land systems, modernising existing vehicles, and providing the necessary training and integrated logistic support for these systems. FNSS develops its wide range of indigenously-designed tracked and wheeled vehicles and weapon systems at its own R&D Centre, and using its own engineering experience. FNSS also holds the AQAP-2010, which is the highest level of quality assurance certification from NATO, and has been awarded BVQI quality certification ISO 9001-2008. With production facilities in two overseas countries, over 200 local subcontractors, and more than 4,000 armoured combat vehicles used by various countries across the world, FNSS stands today as one of the world's leading companies in its field.</p>	
	<p>FNSS conducts its activities by focusing on protecting and adding value to its users and stakeholders by creating innovative solutions. With its superior performance in the export of defence systems, FNSS will continue to be globally trusted and respected Turkish partner in defence</p> <p>Saygılarımla,</p>  <p>İsim ve Soyisim Ünvan, Bölüm Adı</p>	
	<p>FNSS SAVUNMA SİSTEMLERİ A.Ş. Öğulbey Mahallesi, Kumudere Caddesi No: 11 T +90 (312) 497 43 00 F +90 (312) 497 43 01 Ticari Sicil No: 71653 Member of   Üyesidir. Gölbagı 06830 Ankara, Türkiye www.fnss.com.tr info@fnss.com.tr</p>	

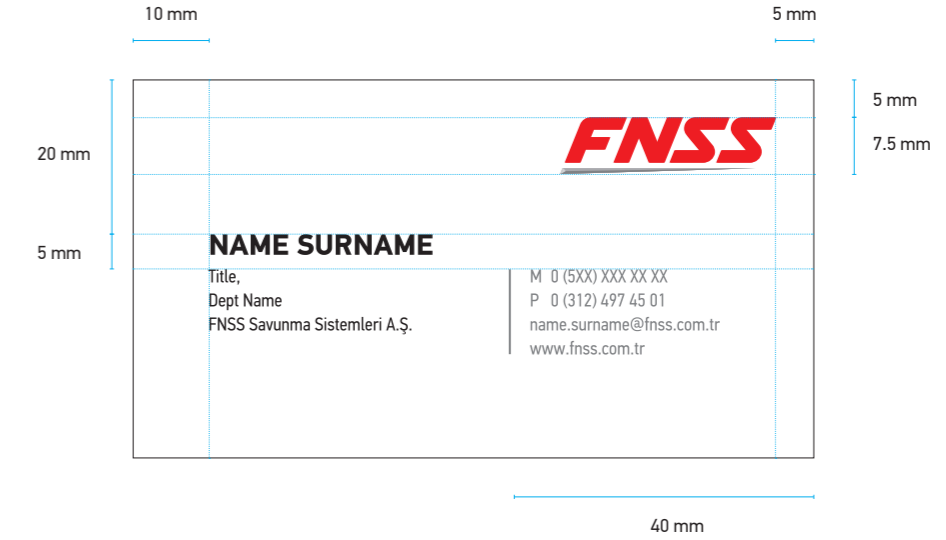
CORPORATE MATERIALS**Business Card (Turkish + English)****CORPORATE INTEGRITY**

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

BUSINESS CARD (TURKISH + ENGLISH) SPECIFICATIONS

Size : 90x50 mm
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 350 g - Conqueror Design Bright White 660
 Font : PF Din Text Pro Bold, PF Din Text Cond. Pro Regular - 7 pt and 11 pt

**Turkish (Front)****English (Back)**

To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

CORPORATE MATERIALS

Company Envelope

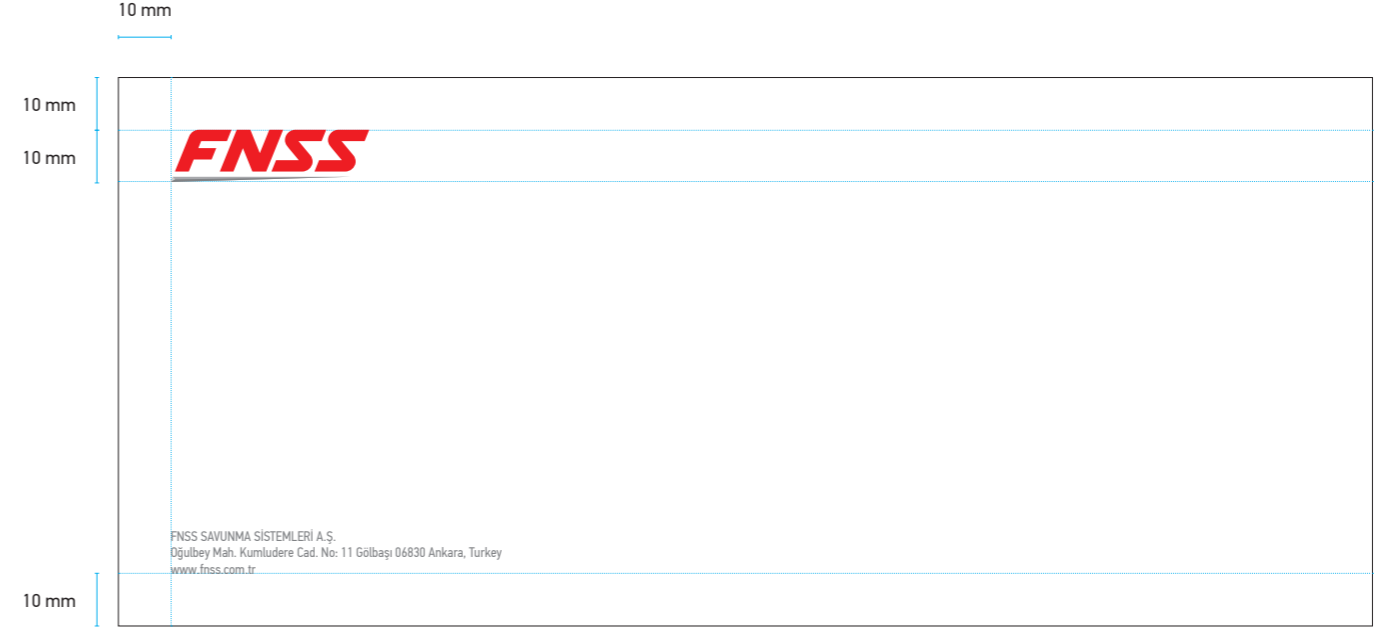
CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

COMPANY ENVELOPE SPECIFICATIONS

Size : 240x105 mm
Color : Pantone Red 032 C and Pantone Black C
Paper type : 100 g - High grade (Self adhesive)
Font : PF Din Text Cond. Pro Regular - 7.5 pt



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

CORPORATE MATERIALS

E-mail Signature

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

E-MAIL SIGNATURE SPECIFICATIONS

Size : 600x45 pixels

Color : Pantone Red 032 C and Pantone Black C

Font : Arial Regular, Italic and Bold - 12 pt and 22 pt

İSİM SOYİSİM

Unvan, *Bölüm Adı*
Title, *Department Name*

M +90 (5XX) XXX XX XX
T +90 (312) 497 45 01
isim.soyisim@fnss.com.tr
www.fnss.com.tr



45 pixels

600 pixels



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

CORPORATE MATERIALS

Fax Cover

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

FAX PAPER SPECIFICATIONS

Size : 210x297 mm

Color : Pantone Black C

Paper type : 90 g - High grade

Font : PF Din Text Cond. Pro Regular, Medium and Bold - 9 pt and 15 pt



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

20 mm

15 mm

15 mm

15 mm

12.5 mm

FAKS MESAJI TELEFAX MESSAGE

FNSS

	KİME TO	KİMDEN FROM
İSİM NAME		
ŞİRKET COMPANY		
BÖLÜM DEPARTMENT		
TELEFON TELEPHONE		+90 312 497 43 00
FAKS FAX		+90 312 497 43 01-02
BELGE No. FILE No.		
REFERANS REFERENCE	Sayfa: Kapak + () # of Pages: Cover + ()	
KONU SUBJECT		
TARİH DATE		

AÇIKLAMA STATEMENT

Bu mesaj ile ilgili herhangi bir problemle karşılaşırsanız, lütfen gönderen kişiyle bağlantıya geçiniz!..
If you have any problems concerning this message, please notify the sender!..

FNSS SAVUNMA SİSTEMLERİ A.Ş.
Oğutbey Mahallesi, Kumludere Caddesi No: 11 Gölbaşı 06830 Ankara, Türkiye
T. +90 (312) 497 43 00 F. +90 (312) 497 43 01 - 02

15 mm

CORPORATE MATERIALS

Cargo Envelope (White)

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

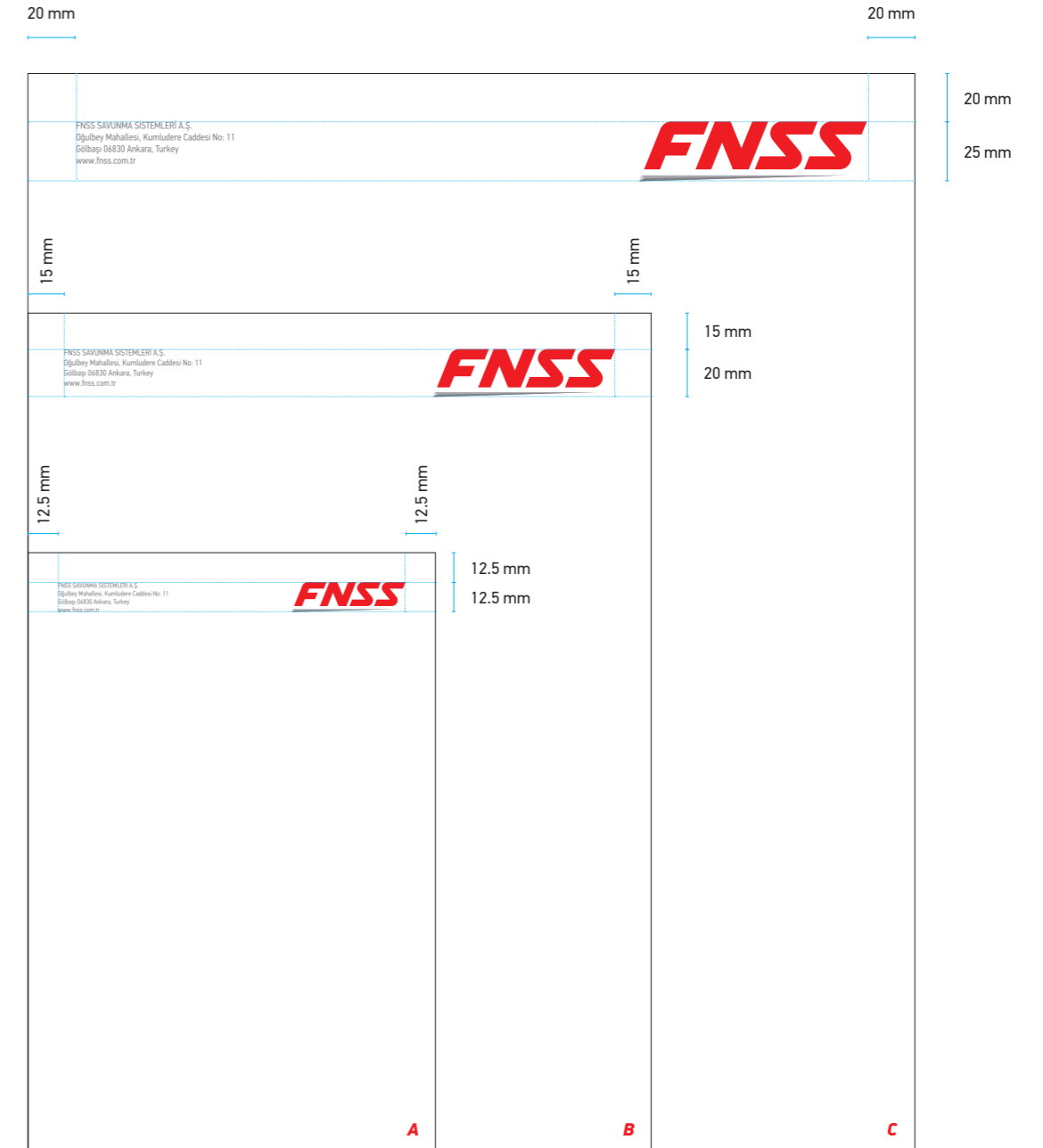
Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

CLASSIFICATION ENVELOPE (WHITE) SPECIFICATIONS

Size : 170x250 mm (A), 260x350 mm (B), 370 x 450 mm (C),
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 120 g - High grade (Self adhesive)
 Font : PF Din Text Cond. Pro Regular - 8 pt (A), 10 pt (B), 11.5 pt (C),



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



CORPORATE MATERIALS

Cargo Envelope (Kraft)

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

CLASSIFICATION ENVELOPE (KRAFT) SPECIFICATIONS

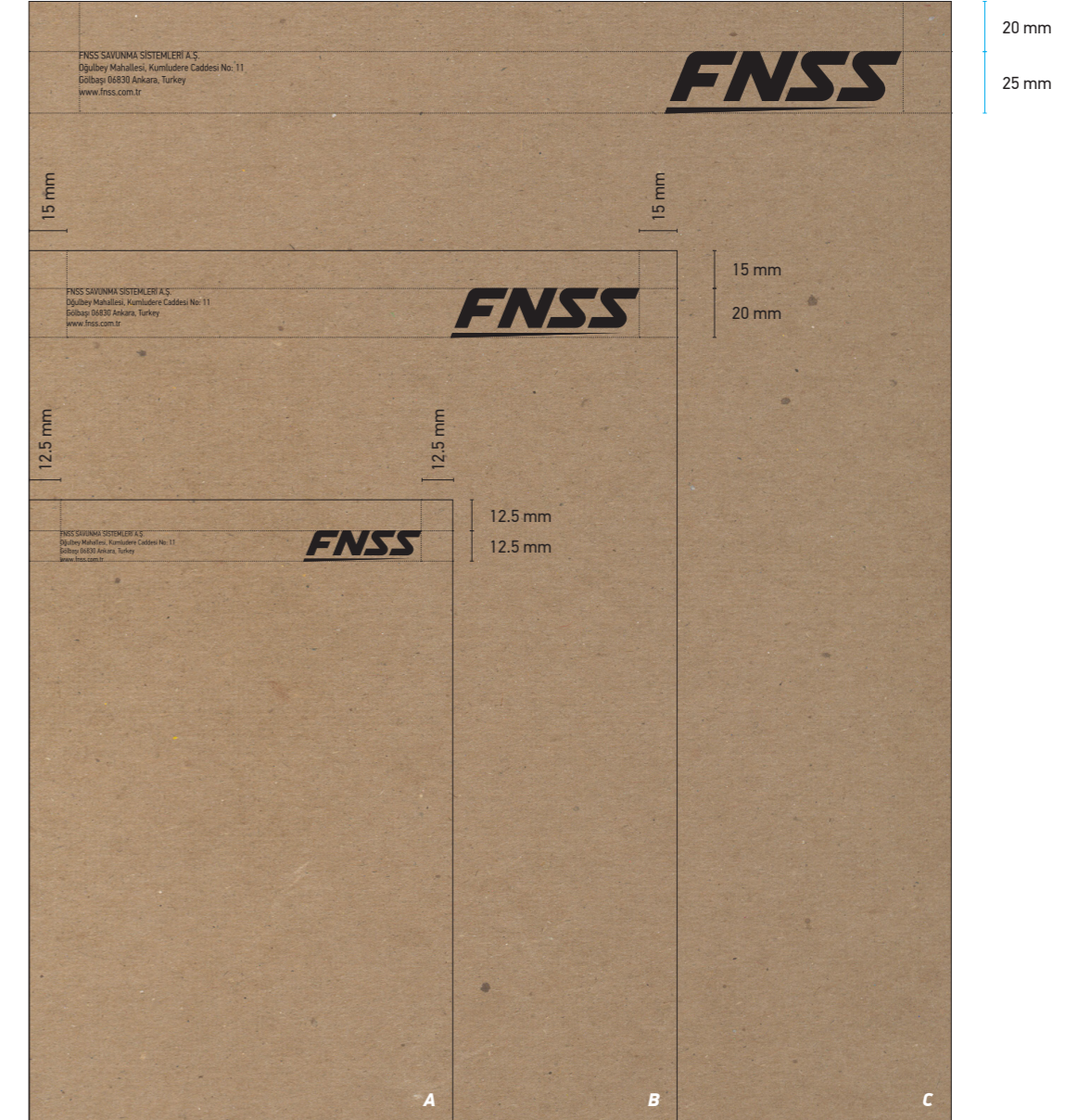
Size : 170x250 mm (A), 260x350 mm (B), 370 x 450 mm (C),
 Color : Pantone Black C
 Paper type : 120 g - Kraft (Self adhesive)
 Font : PF Din Text Cond. Pro Regular - 8 pt (A), 10 pt (B), 11.5 pt (C),



To access to the original document and for further information, please contact Corporate Communication Department at pr@fns.com.tr

20 mm

20 mm



CORPORATE MATERIALS

File(White)

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

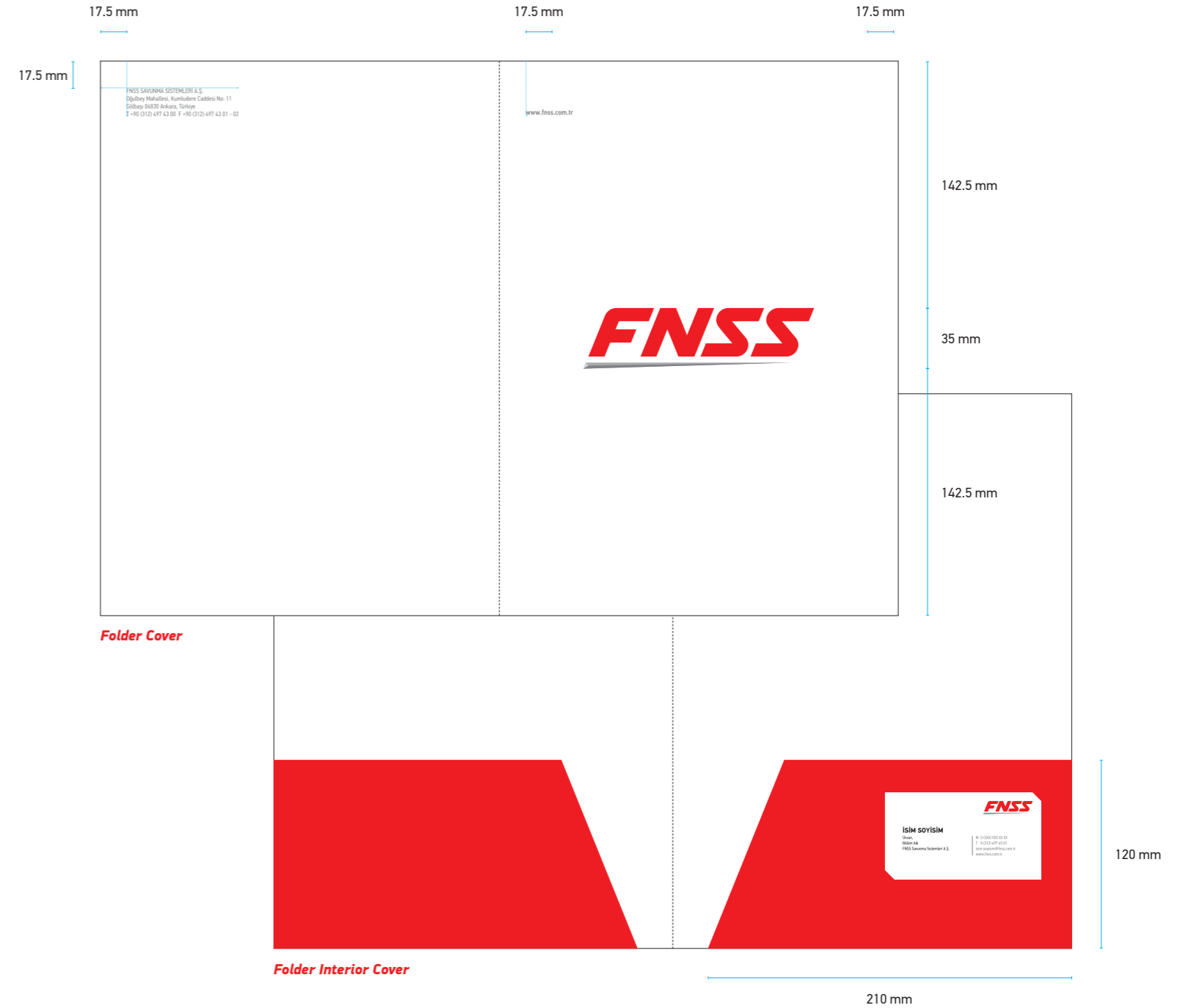
FOLDER (WHITE) SPECIFICATIONS

Size : 460x320 mm
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 400 g - Matte Coated Paper
 Font : PF Din Text Cond. Pro Regular - 10.5 pt

The folder pocket will be cut with a 22-degree angle, which is the angle of the FNSS logo.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



CORPORATE MATERIALS

File (Black)

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

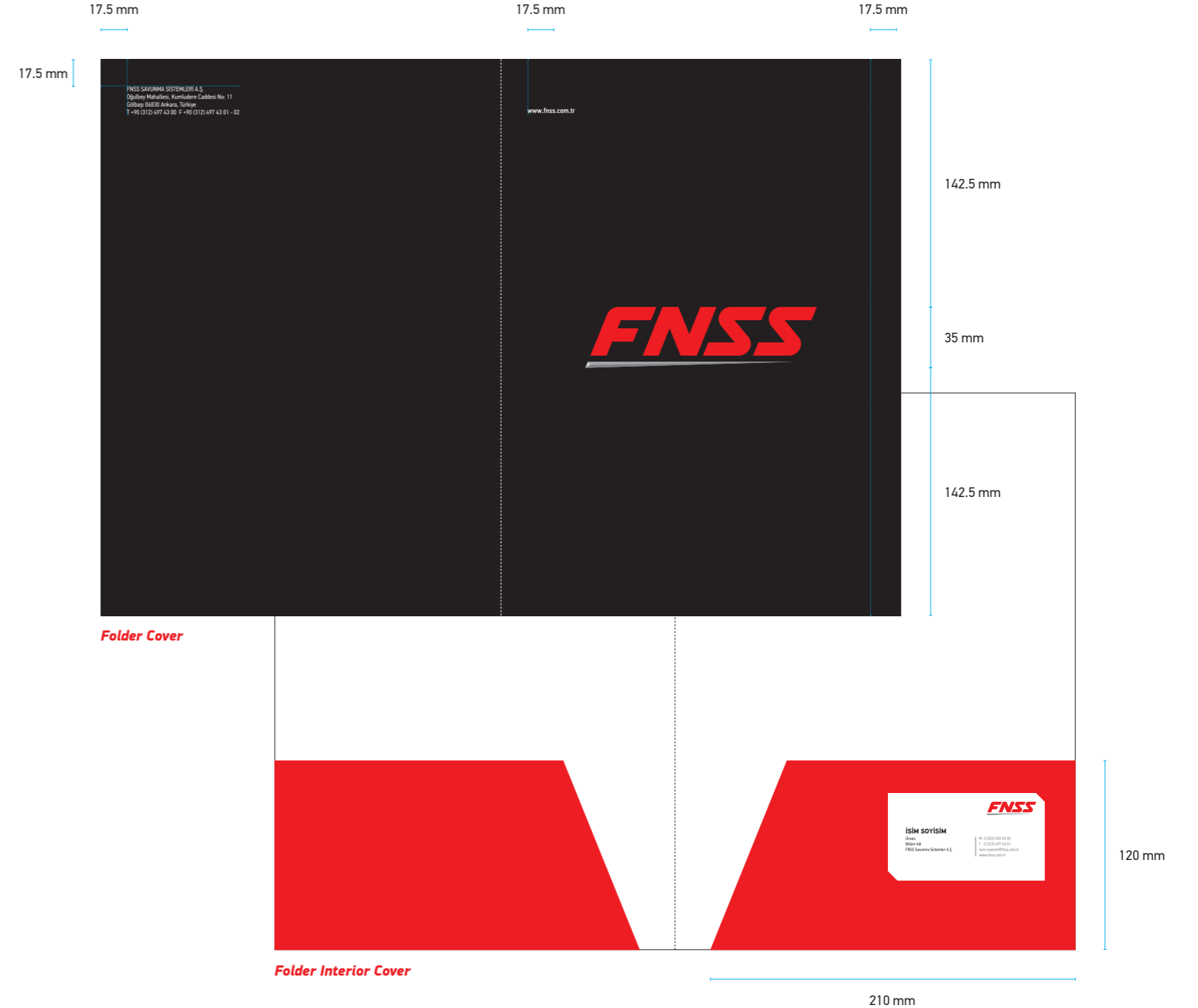
FOLDER (WHITE) SPECIFICATIONS

Size : 460x320 mm
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 400 g - Matte Coated Paper
 Font : PF Din Text Cond. Pro Regular - 10.5 pt

The folder pocket will be cut with a 22-degree angle, which is the angle of the FNSS logo.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



CORPORATE MATERIALS

CD Case and Cover

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

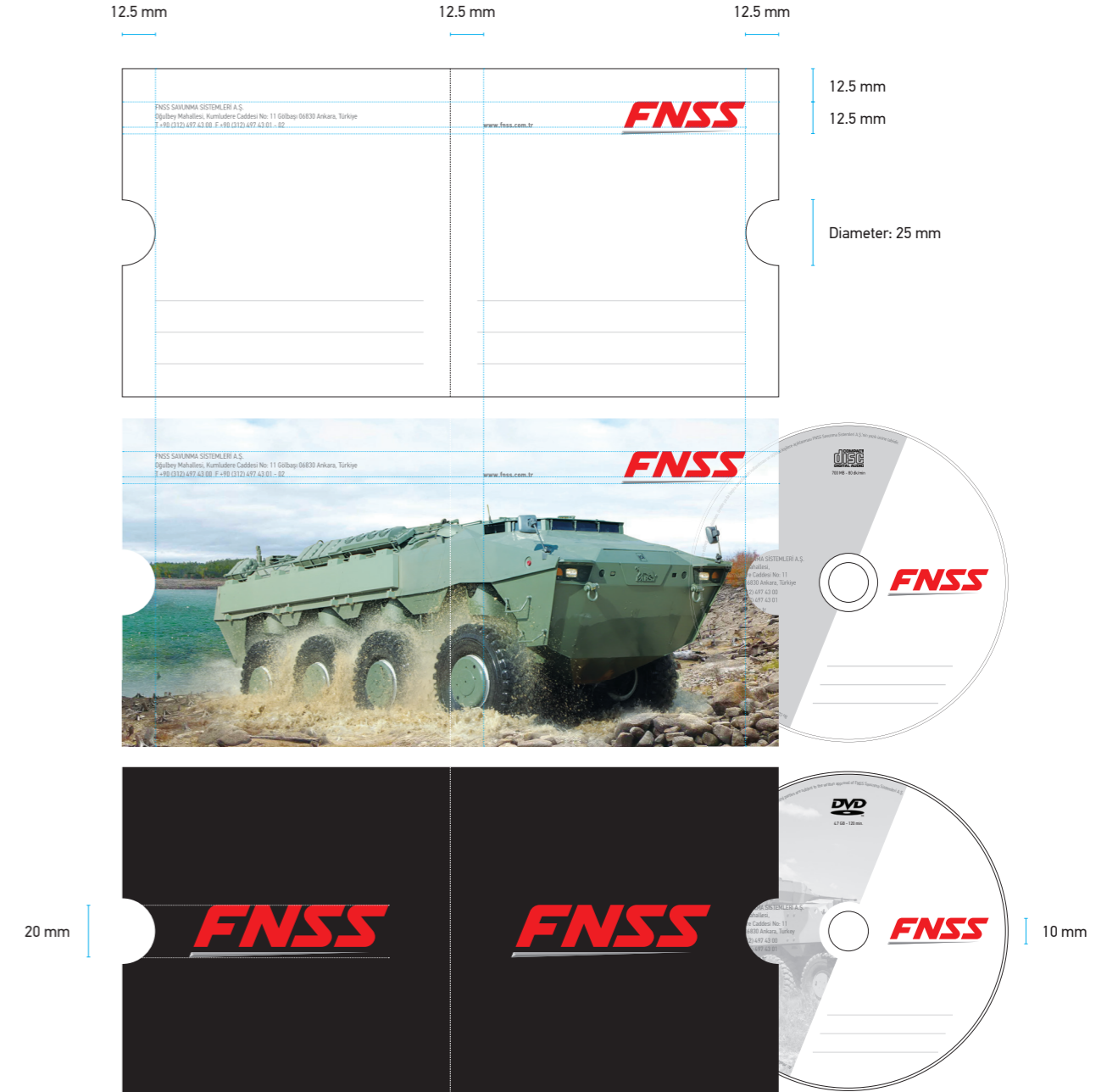
CD CASE SPECIFICATIONS

Size : 250x125 mm (While open), 125x125 mm (While closed)
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 300 g - Matte Coated Paper
 Font : PF Din Text Cond. Pro Regular ve Bold - 7 pt and 8 pt

CD cases and images on the CD may vary.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



CORPORATE MATERIALS

With Compliments Card

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

GREETING CARD SPECIFICATIONS

Size : 210x100 mm
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 300 g - Matte Coated Paper
 Font : PF Din Text Cond. Pro Regular, PF Din Text Pro Regular - 8 pt and 14 pt



To access to the original document and for further information, please contact Corporate Communication Department at pr@fns.com.tr



CORPORATE MATERIALS

Gift Card

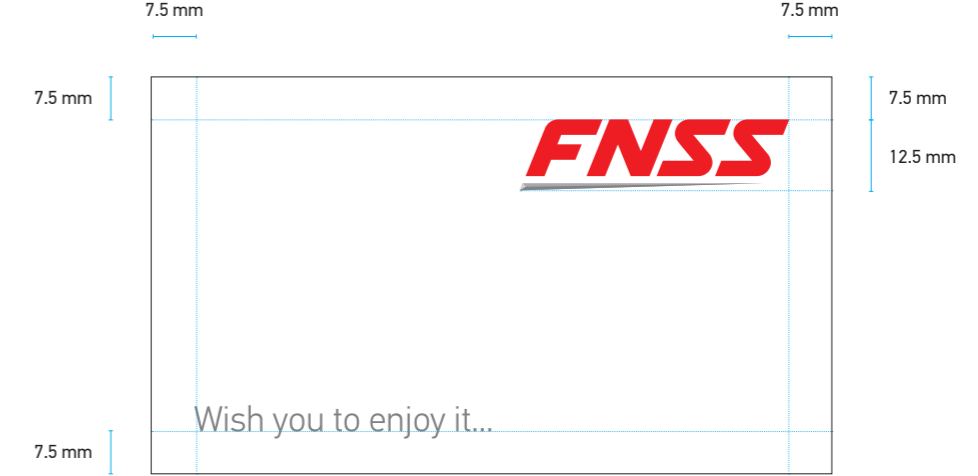
CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

GIFT CARD SPECIFICATIONS

Size : 130x70 mm
Color : Pantone Red 032 C and Pantone Black C
Paper type : 300 g - Matte Coated Paper
Font : PF Din Text Pro Regular - 14 pt



To access to the original document and for further information, please contact Corporate Communication Department at pr@fns.com.tr

CORPORATE MATERIALS

Gift Card (Customized)

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

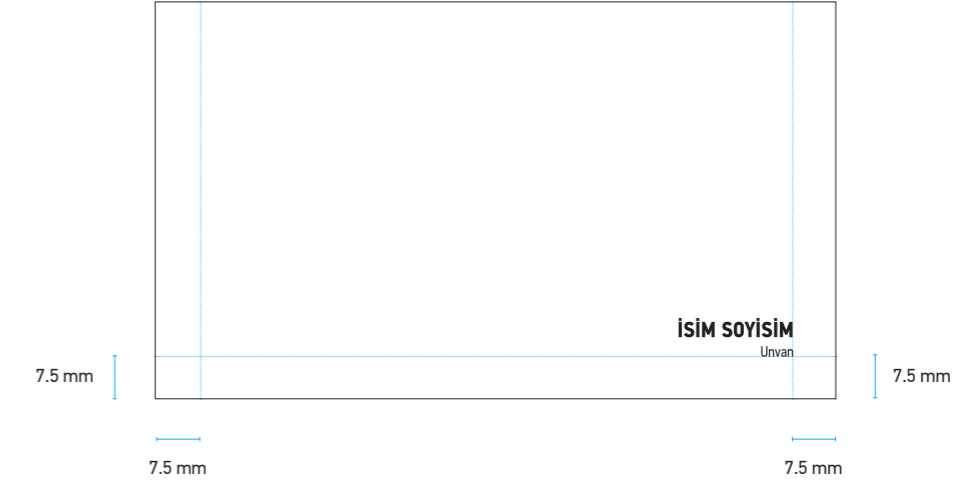
GIFT CARD (CUSTOMIZED) SPECIFICATIONS

Size : 130x70 mm

Color : Pantone Red 032 C and Pantone Black C

Paper type : 300 g - Matte Coated Paper

Font : PF Din Text Cond. Pro Regular and Bold - 7.5 pt and 11 pt



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

CORPORATE MATERIALS**Notepad with Cover
(Front - Back Cover)****CORPORATE INTEGRITY**

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

NOTEPAD WITH COVER (FRONT - BACK COVER) SPECIFICATIONS

Size : 210x297 mm
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 350 g - Matte Coated Paper
 Font : PF Din Text Cond. Pro Regular and Bold - 8 pt and 12 pt

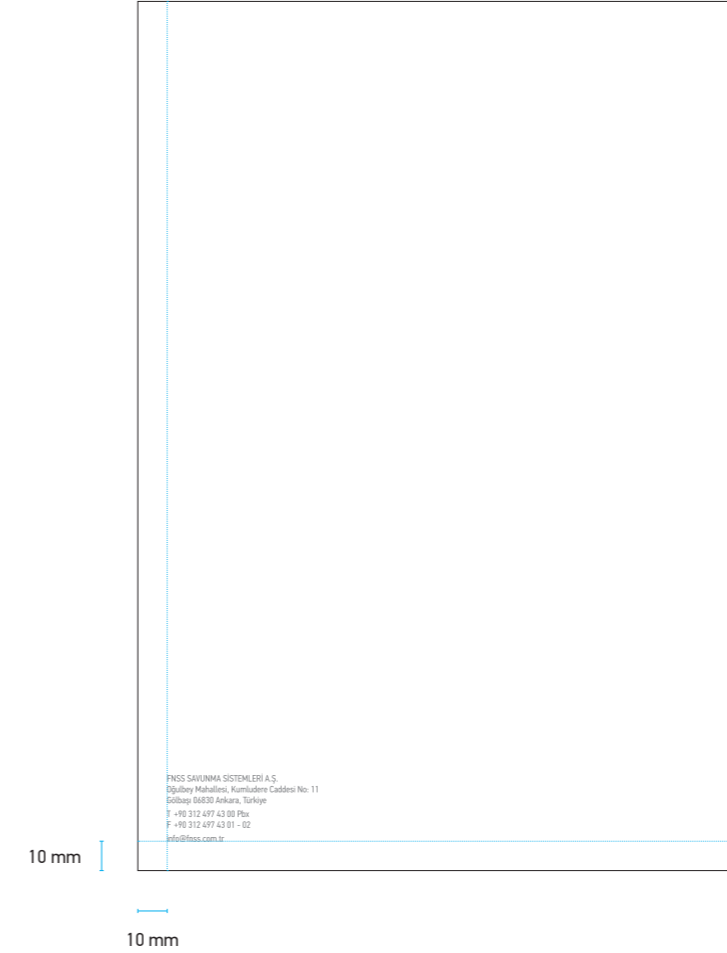
The cover photo may vary according to design. Color and black-and-white photos can be used. The size of the FNSS logo may vary according to the field, while its distance to the banner or the graphic field is left unaltered proportionally.

The proportions of the banner must not be altered, and the banner should not be redrawn.

The proportions and rules of the corporate band are shown in detail on page 63.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

Back Cover**Front Cover**

CORPORATE MATERIALS

Notepad with Cover (Sheets)

CORPORATE INTEGRITY

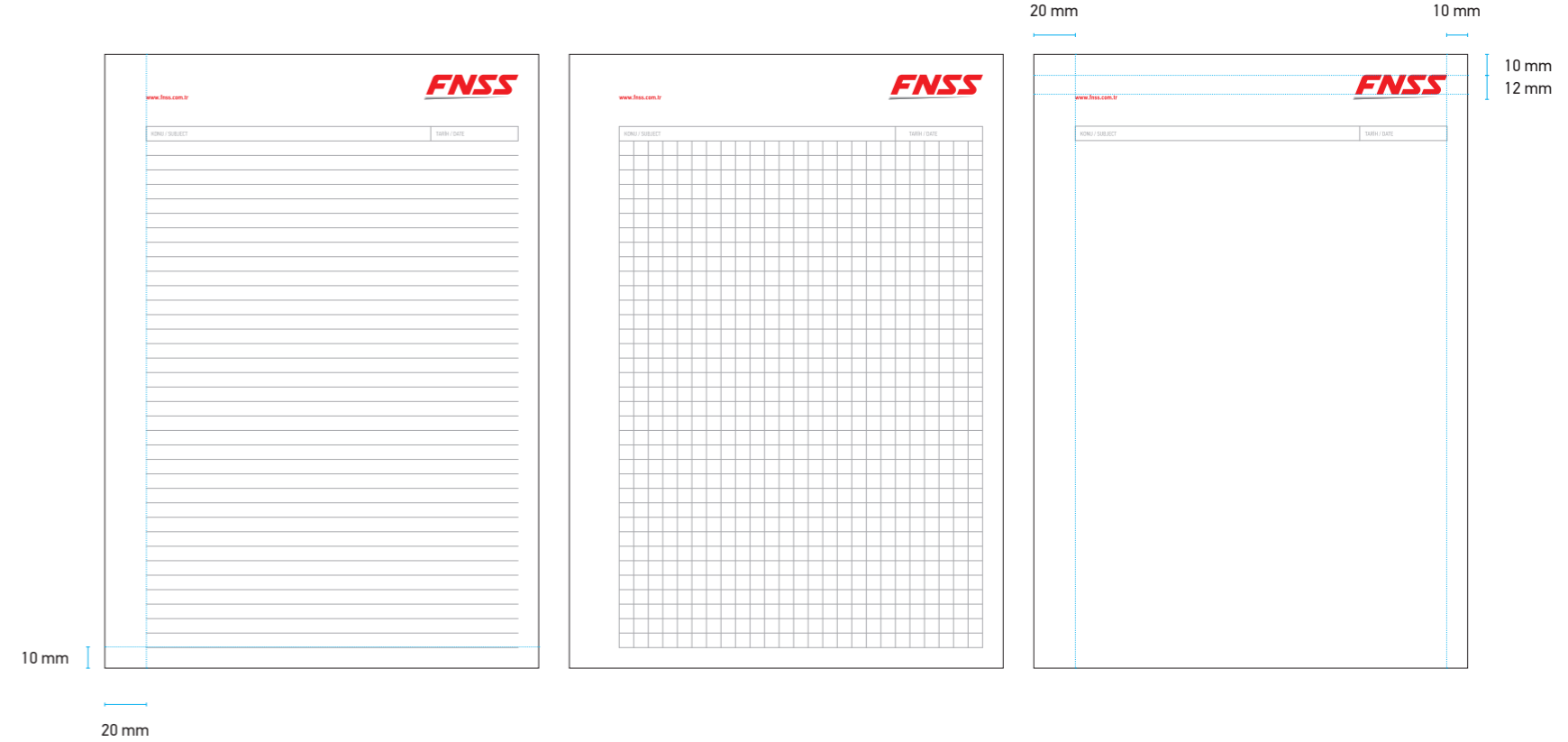
In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

NOTEPAD WITH COVER (SHEETS) SPECIFICATIONS

Size : 210x297 mm
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 90 g - High grade
 Font : PF Din Text Cond. Pro Regular and Bold - 8 pt and 9 pt

Notepad sheets may be lined or blank. Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

CORPORATE MATERIALS

Invitation (VIP)

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

INVITATION (VIP) SPECIFICATIONS

Size : 210x100 mm
 Color : Pantone 871 C and Pantone Black C
 Paper type : 350 g - Matte Coated Paper
 Font : PF Din Text Cond. Pro Light, Regular and Bold - 8 pt, 9 pt, 15 pt and 20 pt

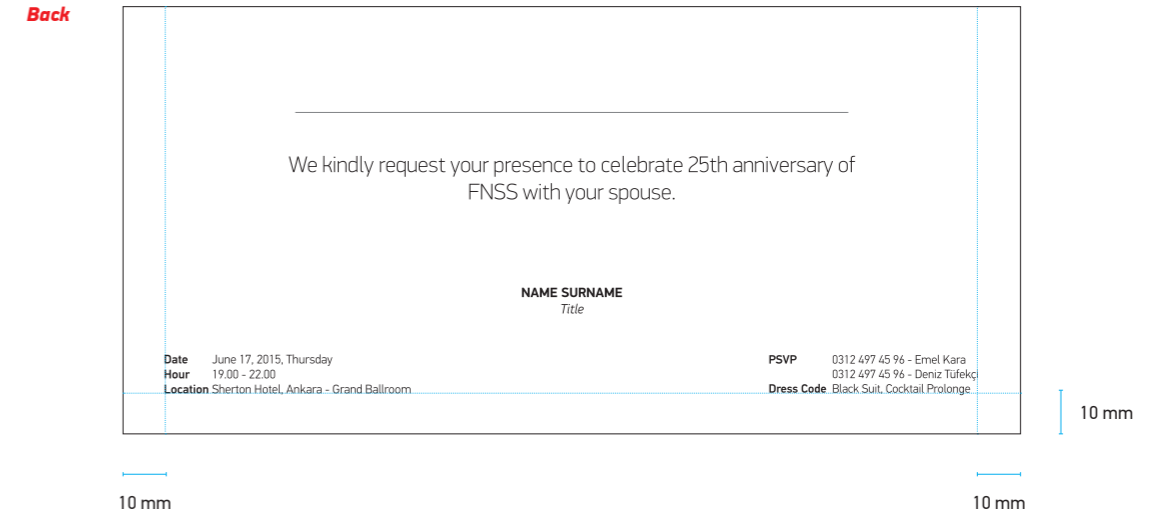
The size of the FNSS logo may vary according to the field, while its distance to the banner or the graphic field is left unaltered proportionally.

The proportions of the banner must not be altered, and the banner should not be redrawn.

The proportions and rules of the corporate band are shown in detail on page 63.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fns.com.tr



CORPORATE MATERIALS

Invitation

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

INVITATION SPECIFICATIONS

Size : 210x100 mm
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 350 g - Matte Coated Paper
 Font : PF Din Text Cond. Pro Light, Regular and Bold - 8 pt, 9 pt and 15 pt

The photo credits on the front may vary according to the event. The logo of the event will be used on top left. The logo of the event will not be positioned higher than the FNSS logo. Color and black-and-white photos can be used. The size of the FNSS logo may vary according to the field, while its distance to the banner or the graphic field is left unaltered proportionally.

The proportions of the banner must not be altered, and the banner should not be redrawn.

The proportions and rules of the corporate banner are explained in detail on page 61.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

10 mm

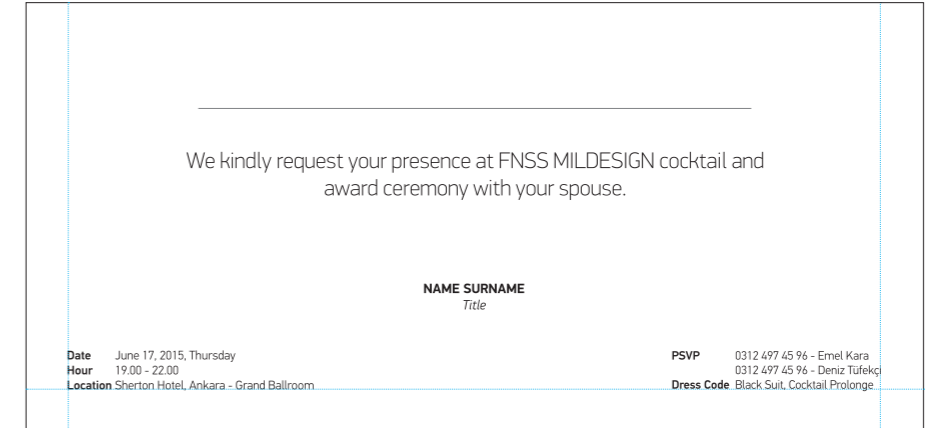
10 mm

Front

10 mm

15 mm

10 mm

Back

10 mm

10 mm

10 mm

CORPORATE MATERIALS

Greeting Card for Special Occasions

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

GREETING CARD FOR SPECIAL OCCASIONS SPECIFICATIONS

Size : 210x100 mm
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 350 g - Matte Coated Paper
 Font : PF Din Text Pro Light and Bold - 8 pt and 17 pt

The size of the FNSS logo may vary according to the field, while its distance to the banner or the graphic field is left unaltered proportionally.

The proportions of the banner must not be altered, and the banner should not be redrawn.

The proportions and rules of the corporate band are shown in detail on page 63.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



CORPORATE MATERIALS

Greeting Card for Special Occasions (Digital)

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

GREETING CARD FOR SPECIAL OCCASIONS (DIGITAL) SPECIFICATIONS

Size : 800x600 pixels

Color : Pantone Red 032 C and Pantone Black C

Font : PF Din Text Pro Light and Medium - 12 pt and 22 pt

The size of the FNSS logo may vary according to the field, while its distance to the banner or the graphic field is left unaltered proportionally.

The proportions of the banner must not be altered, and the banner should not be redrawn.

The proportions and rules of the corporate band are shown in detail on page 63.

50 pixels

50 pixels

50 pixels



60 pixels

50 pixels



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



CORPORATE MATERIALS

Folder Label

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

FOLDER LABEL SPECIFICATIONS

Size : 25x300 mm (A) and 45x300 mm (B)

Color : Pantone Red 032 C and Pantone Black C

Paper type : 120 g - High grade

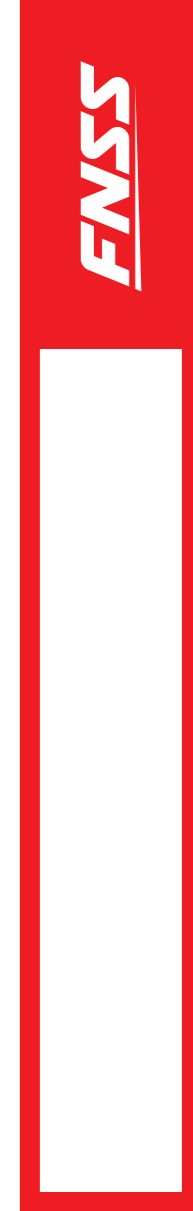


To access to the original document and for further information, please contact Corporate Communication Department at pr@fns.com.tr

15 mm

**A**

15 mm

**B**

CORPORATE MATERIALS

Corporate Stamp

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

STAMP SPECIFICATIONS

Size : 50x25 mm, 35 mm (Diameter)

Color : Black

Font : PF DinText Pro Regular - 8 pt and 9 pt



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

CORPORATE MATERIALS

Encoloring Techniques

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

ENCOLORING TECHNIQUES

The encoloring techniques of photos (except color photos) to be used in promotional materials for any FNSS products are shown in detail on the next page.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

Black-and-White Photo

On black-and-white photos, the FNSS product will have a different color than the shades of grey on the background.

BLACK-AND-WHITE PHOTO



Monotone Photo

Photos may also be used in monotone format. These should be used as background in printed materials. They will not be used as the main image.

MONOTONE PHOTO



Duotone Photo

Photos may also be used in duotone format. These should be used as background in printed materials. They will not be used as the main image.

DUOTONE PHOTO



CORPORATE MATERIALS

Use of Product Photos on Printed Materials

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

Any FNSS product to be used in promotional leaflets should be presented in its natural environment.

Vehicles that cannot be photographed in their natural environments, as shown in the two examples on the right, should be animated in such environments by using any image processing software.



ORIGINAL PHOTO



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

CORPORATE MATERIALS

Size Preference in Frequently Generated Printed Materials

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

SIZE PREFERENCE IN FREQUENTLY GENERATED PRINTED MATERIALS

In frequently generated printed materials, the ISO 216 international standard paper sizes will be used.

Except for special cases, “vertical” formats should be used in printed materials. “Horizontal” formats should be preferred in special printed materials with lower circulation such as invitations, greeting cards or certificates.

1. 100X210 mm

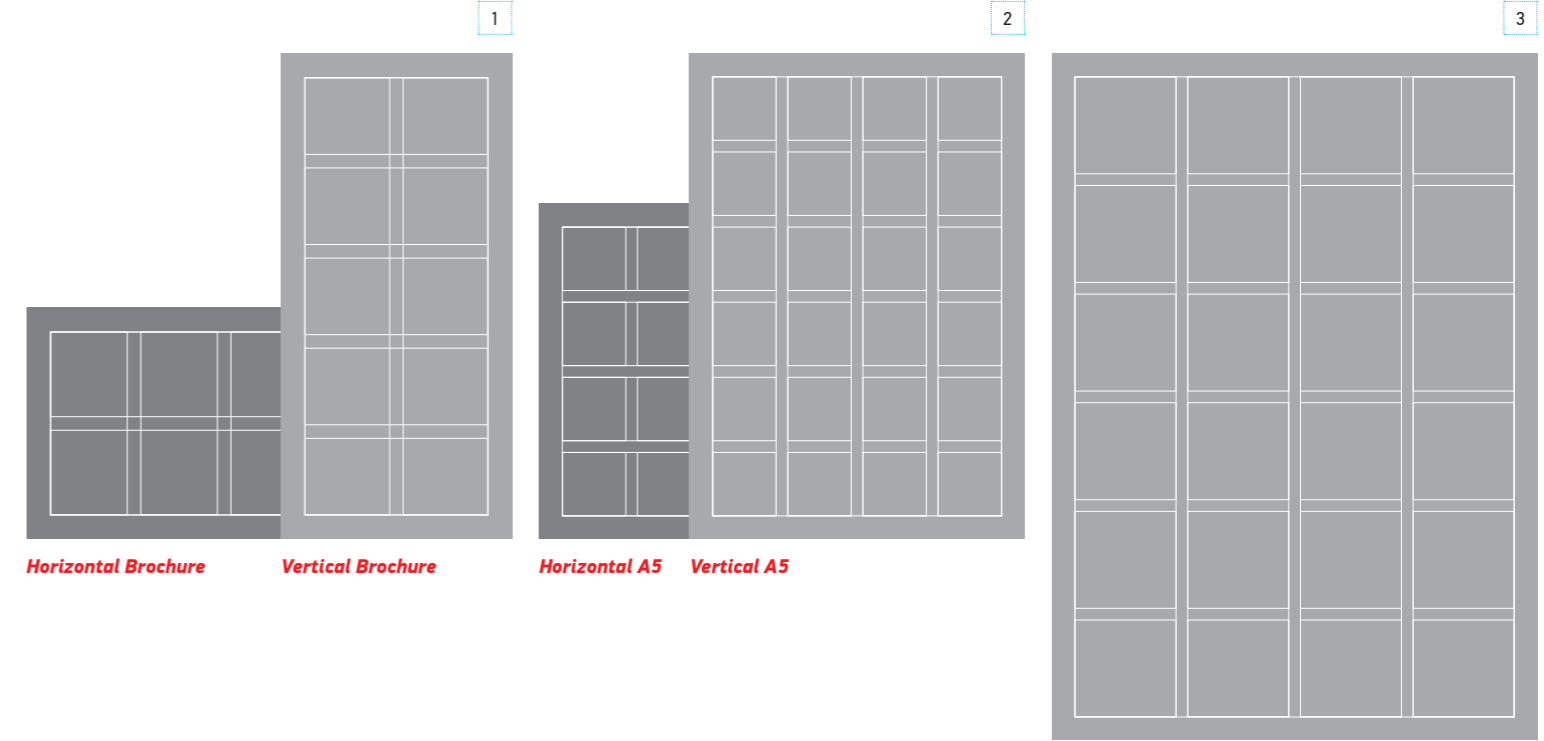
Information leaflets should be produced as a single sheet or folded brochures with 100x210 mm size, and in a vertical format. For special printed materials with lower circulation such as invitations or greeting cards, the horizontal format of the same size should be preferred.

2. 145X210 mm (A5)

Any FNSS leaflet or product catalog may also be produced in A5 size and vertical format when required. For special printed material with lower circulation, such as invitations or greeting cards, the A5 format should be preferred.

3. 210X297 mm (A4)

Publicly available FNSS leaflets or product catalogs should be produced in A4 size and vertical format. Except for specially designed promotional materials that are only generated once, the horizontal format should not be used. The horizontal A4 format should be preferred for valuable/important documents such as certificates or diplomas.



Horizontal Brochure

Vertical Brochure

Horizontal A5

Vertical A5

A4

Single sheet or folded brochures should be generated with a 100x210 mm size and in vertical format.

For special printed materials with lower circulation such as invitations or greeting cards, the horizontal format should be preferred.

Any FNSS leaflet or product catalog may be produced in A5 size and vertical format when required.

For special printed materials with lower circulation such as invitations or greeting cards, the horizontal format should be preferred.

Publicly available FNSS leaflets or product catalogs should be produced in A4 size and vertical format.

Except for specially designed promotional materials that are only generated once, the horizontal format should not be used. The horizontal A4 format should be preferred for valuable/important documents such as certificates or diplomas.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

CERTIFICATES

Special Award Certificate

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

SPECIAL AWARD CERTIFICATE SPECIFICATIONS

Size : 210x297 mm
Color : Pantone Red 032 C, Pantone Black C and Pantone 871 C
Paper type : 170 g - Leykam Matte Coated Paper
Font : Calibri Regular and Bold

The FNSS logo will be applied with embossed printing.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fns.com.tr



CERTIFICATES

Training Certificate

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

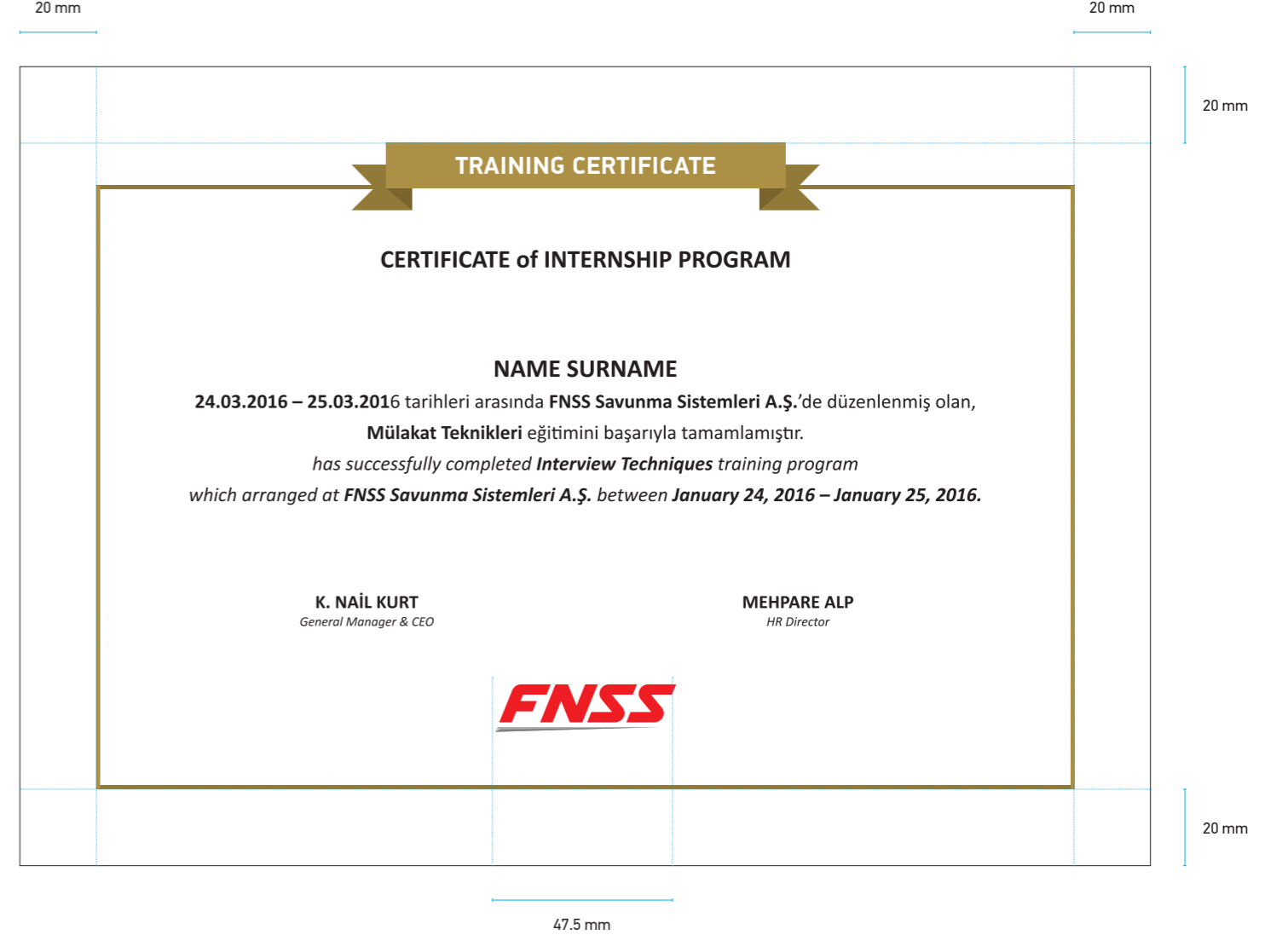
Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

TRAINING CERTIFICATE SPECIFICATIONS

Size : 210x297 mm
 Color : Pantone Red 032 C, Pantone Black C and Pantone 871 C
 Paper type : 170 g - Leykam Matte Coated Paper
 Font : Calibri Regular and Bold



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



CERTIFICATES

Internship Certificate

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

INTERNSHIP CERTIFICATE SPECIFICATIONS

Size : 210x297 mm
 Color : Pantone Red 032 C, Pantone Black C and Pantone 877 C
 Paper type : 170 g - Leykam Matte Coated Paper
 Font : Calibri Regular and Bold



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



BULLETINS

Corporate Bulletin (Digital)

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

CORPORATE BULLETIN (DIGITAL) SPECIFICATIONS

Size : 210x297 mm

Color : Pantone Red 032 C and Pantone Black C

Font : Calibri

The FNSS Corporate Bulletin will be generated within the office and sent via e-mail in PDF format.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



Front Cover



Continuation Page

BULLETINS

Corporate Bulletin

CORPORATE INTEGRITY

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NEWS FROM US SPECIFICATIONS

Color : Pantone Red 032 C and Pantone Black C

The size of the FNSS logo may vary according to the field, while its distance to the banner or the graphic field is left unaltered proportionally.

The proportions of the banner must not be altered, and the banner should not be redrawn.

The proportions and rules of the corporate band are shown in detail on page 63.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



BULLETINS

Press Release

CORPORATE INTEGRITY

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PRESS BULLETIN SPECIFICATIONS

Size : 210x297 mm

Color : Red and Black (Color printout)

Font : Calibri

FNSS Press Bulletin will be printed on FNSS letterhead paper and generated within the office. While the "FNSS Letterhead" will be used for the cover page, the "FNSS Continuing Page Letterhead" will be used for continuation pages.



PRESS RELEASE

May 9, 2017

FNSS Showcases the Future of Land Platforms at IDEF

Continuing to expand its product family with innovative products, FNSS is launching new vehicles and displaying the latest situation with its new platforms at IDEF 2017. Visitors of FNSS' stand will also find the opportunity to directly see and touch the future of land platforms.

Displaying its broad range of solutions and capabilities, which include logistic support and modernisation for land platforms, FNSS will feature at its stand the following vehicles and weapons systems, which are all in the highest segment of their respective classes:

- KAPLAN MT Modern Medium Weight Tank
- KAPLAN-30 New Generation Armoured Fighting Vehicle
- KAPLAN-20 New Generation Armoured Fighting Vehicle
- PARS III 8x8 Tactical Wheeled Armoured Vehicle
- PARS III 6x6 Tactical Wheeled Armoured Vehicle
- PARS SCOUT 6x6 Special Purpose Tactical Wheeled Armoured Vehicle
- PARS 4x4 Anti-Tank Vehicle
- TEBER-30 Two-Man Turret
- TEBER-30 Remote Controlled Turret

At the exhibition, FNSS will be launching the KAPLAN-30, the PARS III 8x8 and PARS III 6x6 Tactical Wheeled Armoured Vehicles, the PARS SCOUT 6x6 Special Purpose Tactical Wheeled Armoured Vehicle, the ACV Modernisation, and the TEBER-30 Two-Man Turret. Following the initial launch of its design concept in Indonesia, the KAPLAN MT Medium Weight Tank prototype will be showcased for the first time in this event.

K. Nail Kurt, General Manager and CEO of FNSS, summarised the progress FNSS has made thus far as follows: "In line with the strategic plan we laid out five years ago, we acted proactively by investing in the technologies and capabilities required by both the Turkish Armed Forces and armies around the world. The result was our family of tracked armoured combat vehicles from 15 to 30 tons, capable of responding to different requirements; our family of wheeled armoured vehicles from 4x4 to 8x8; and our family of armoured engineering vehicles that comprises the SAMUR and KUNDUZ. In addition to these already existing families, we are now preparing to introduce the KAPLAN MT Modern Medium Weight Tank and the ZAHA Amphibious Armoured Assault Vehicle. Furthermore, we also meet our customers' weapon-related

FNSS SAVUNMA SİSTEMLERİ A.Ş.
 Dışbüyük Mahallesi, Kumbuladere Caddesi No: 11 | T: +90 312 497 43 00 F: +90 312 497 43 01 | Ticari Sicil No: 271653 | Member of   Üyesidir.
 Gölbaşı 06830 Ankara, Türkiye | www.fnss.com.tr | info@fnss.com.tr



needs through our manned and unmanned turrets equipped with 25, 30 and 40 mm weapons. Today, with its wide-ranging product family, and the effectiveness and technology that characterises its products, FNSS stands as one of the world's leading land platform manufacturers."

Concerning the future, Kurt also gave the following clues indicating a larger FNSS: "In recent times, FNSS took part in various projects involving the design and serial production of the PARS 4x4, KAPLAN 15, ACV 30 and ZAHA vehicles in Turkey. Overseas, it also achieved a new and significant export success with the PARS 6x6 and PARS 8x8. All these accomplishments will, within a period of one or two years, take the company's annual turnover to the region of \$500 million. Under our new strategic plan, our goal for the upcoming period is to reach a turnover of \$1 billion. We will achieve this both with our current product family and the new platforms we will be introducing to this family. Over the past years, FNSS have shown itself to be a company capable of laying out the right strategies and becoming successful by implementing them. There is no doubt in my mind that the company will once again do the same within the period covered by our new strategic plan."

Kurt's concluding remarks were concerning FNSS' customers – the company's raison d'être: "FNSS is a company which has handled each one of its business endeavours with great diligence and attention since the day it was founded. We add value to our customers, starting all the way from the tender process. And even when we are not the one to win a tender, we know that FNSS' inputs and approaches have the effect of improving the tender's schedule, budget and quality parameters. FNSS is the Turkish Armed Forces' largest supplier in terms all the different parameters, such as the number and types of vehicles in inventory. Moreover, FNSS has always ensured the continuity of its contacts with the foreign countries it is doing business with. Even after the initial contracts are executed, it continues to forge new deals and to maintain its presence in that country through integrated logistic support activities. We are working on joint developments projects for the AV8 in Malaysia and the KAPLAN MT in Indonesia. In Saudi Arabia, we are operating a state facility with our local partner. FNSS offers its overseas clients the best solution for armed forces, as well as the most suitable collaboration models for local defence industries. The prime reason why we are looking to the future with confidence is the satisfaction of our customers. I can confidently state that in the coming period, we will continue to keep customer satisfaction at the highest level."

NAME SURNAME

FNSS Savunma Sistemleri A.Ş.

Title

T +90 000 00 00 00 Direkt

M +90 000 000 00 00

name.surname@fnss.com.tr



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

ANNOUNCEMENTS

Job Posting

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

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JOB POSTING SPECIFICATIONS

Size : Miscellaneous

Color : Red (CMYK 0,100, 100, 0) and Black (CMYK 0, 0, 0, 100)

Font : PF Din Text Cond. Pro Regular, Medium and Bold

The size of the FNSS logo may vary according to the size of the posting. Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.

The proportions of the banner must not be altered, and the banner should not be redrawn.

The proportions and rules of the corporate banner are explained in detail on page 61.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

www.fnss.com.tr

QUALIFICATIONS

- Bachelor's degree in an engineering field
- Experience in Configuration Management Process
- Knowledge and experience in processing engineering, production, and document changes
- Hands-on PLM/MRP/ERP systems experience, knowledge of Enovia, and/or IFS is a plus.
- Demonstrated understanding of product release cycle as it relates to the creation and change management of parts and BOM structures
- Ability to work with a high work load with interruptions and deadlines in an open environment
- Excellent communication skills
- High level of written and spoken English is mandatory

The candidates who has complete qualification must apply "Project Support Engineering" job posting on www.fnss.com.tr/kariyer website. This application ensures that the candidates will reach us directly, and their informations always will be on process in our system and will keep updated.

Black-and-white

www.fnss.com.tr

QUALIFICATIONS

- Bachelor's degree in an engineering field
- Experience in Configuration Management Process
- Knowledge and experience in processing engineering, production, and document changes
- Hands-on PLM/MRP/ERP systems experience, knowledge of Enovia, and/or IFS is a plus.
- Demonstrated understanding of product release cycle as it relates to the creation and change management of parts and BOM structures
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The candidates who has complete qualification must apply "Project Support Engineering" job posting on www.fnss.com.tr/kariyer website. This application ensures that the candidates will reach us directly, and their informations always will be on process in our system and will keep updated.

Color

ANNOUNCEMENTS

Full Page
Newspaper Advertisement

CORPORATE INTEGRITY

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FULL PAGE NEWSPAPER ADVERTISEMENT SPECIFICATIONS

Size : 354x520 mm (9x52 column/cm)



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



12.5 mm

12.5 mm

25 mm

12.5 mm

ANNOUNCEMENTS

Half Page
Newspaper Advertisement

CORPORATE INTEGRITY

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HALF PAGE NEWSPAPER ADVERTISEMENT SPECIFICATIONS

Size : 354x250 mm (9x25 column/cm)



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ANNOUNCEMENTSQuarter Page Newspaper
Advertisement (Vertical)**CORPORATE INTEGRITY**

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QUARTER PAGE NEWSPAPER ADVERTISEMENT (VERTICAL) SPECIFICATIONS

Size : 215x290 mm (5x29 column/cm)



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



ANNOUNCEMENTS

Magazine Advertisement

CORPORATE INTEGRITY

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Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

MAGAZINE ADVERTISEMENT SPECIFICATIONS

Size : 210x297 mm

Since it is mandatory to use the FNSS logo on the bottom right corner, pages on the right should always be preferred in magazine advertisements.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



LOGO APPLICATIONS ON VEHICLES

The FNSS Logo Application on Vehicles

CORPORATE INTEGRITY

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Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

SPECIFICATIONS FOR FNSS LOGO APPLICATION ON VEHICLES

Size : May vary according to the size of the vehicle.

Application: Embossing on the vehicle body in the same color as the vehicle



The size of the FNSS logo may vary according to the size of the vehicle.
Rules for protected space will apply.
The distance to the upper edge must be equal to the height of the logo at a minimum!



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

LOGO APPLICATIONS ON VEHICLES

Model Name Application on Vehicles

CORPORATE INTEGRITY

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SPECIFICATIONS FOR MODEL NAME APPLICATION ON VEHICLES

Size : May vary according to the size of the vehicle.
Color : Black
Font : PF Din Text Pro Medium

X **FNSS** | ^{1/2X 1/2X} **PARS 8x8**

May vary according to the number of letters according to design.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

PROMOTIONAL MATERIALS

Cardboard Bag

CORPORATE INTEGRITY

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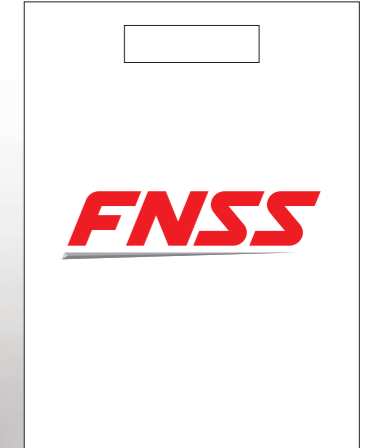
CARDBOARD BAG SPECIFICATIONS

Size : Varies according to the bag size.
 Color : Pantone Red 032 C and Pantone Black C
 Paper type : 400 g - Matte Coated Paper
 Font : PF Din Text Pro Medium - Font size may vary according to the bag size.

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr



PROMOTIONAL MATERIALS

Cloth Bag

CORPORATE INTEGRITY

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Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

CLOTH BAG SPECIFICATIONS

Size : Varies according to the bag size.

Color : Pantone Red 032 C and Pantone Black C

Font : PF Din Text Pro Medium - Font size may vary according to the bag size.

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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PROMOTIONAL MATERIALS

Cup and Cup Box

CORPORATE INTEGRITY

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Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

CUP AND CUP BOX SPECIFICATIONS

Size : Varies according to cup size.

Color : Pantone Red 032 C and Pantone Black C

Paper type : 400 g - Matte Coated Paper

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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PROMOTIONAL MATERIALS

Hat

CORPORATE INTEGRITY

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HAT SPECIFICATIONS

Color : Pantone Red 032 C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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PROMOTIONAL MATERIALS

T-shirt (Crew and Polo Neck)

CORPORATE INTEGRITY

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T-SHIRT SPECIFICATIONS

Color : Pantone Red 032 C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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PROMOTIONAL MATERIALS

External Hard Drive

CORPORATE INTEGRITY

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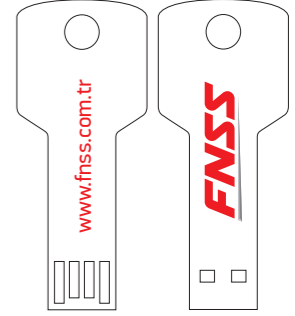
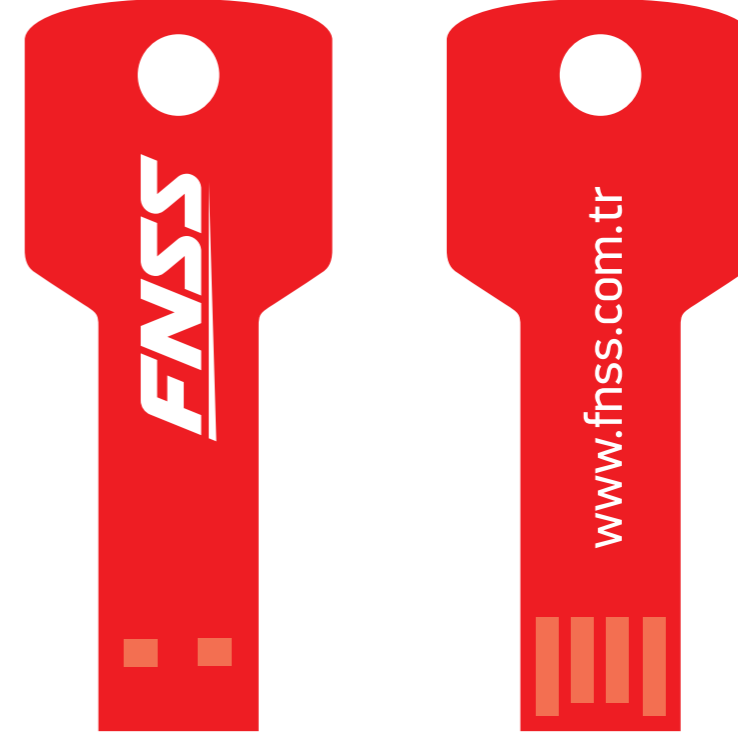
EXTERNAL HARD DRIVE SPECIFICATIONS

Size : Varies according to the size of the external hard drive.

Color : Pantone Red 032 C and Pantone Black C

Font : PF Din Text Pro Medium

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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PROMOTIONAL MATERIALS

Pen

CORPORATE INTEGRITY

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PEN SPECIFICATIONS

Size : Varies according to the size of the pen.

Color : Pantone Red 032 C and Pantone Black C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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PROMOTIONAL MATERIALS

Penholder

CORPORATE INTEGRITY

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PENHOLDER SPECIFICATIONS

Size : Varies according to the size of the penholder.

Color : Pantone Red 032 C and Pantone Black C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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PROMOTIONAL MATERIALS

Keychain

CORPORATE INTEGRITY

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KEYCHAIN SPECIFICATIONS

Size : Varies according to the size of the keychain.

Color : Pantone Red 032 C and Pantone Black C

The materials used may vary.

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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PROMOTIONAL MATERIALS

Badge

CORPORATE INTEGRITY

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BADGE SPECIFICATIONS

Size : Varies according to the size of the badge.

Color : Pantone Red 032 C and Pantone Black C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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PROMOTIONAL MATERIALS

Pin

CORPORATE INTEGRITY

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PIN SPECIFICATIONS

Size : Varies according to pin size.

Color : Pantone Red 032 C and Pantone Black C

The flag of the other country varies.

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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LOGISTICS

Wooden Box

CORPORATE INTEGRITY

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WOODEN BOX SPECIFICATIONS

Size : Varies according to wooden box size.

Color : Pantone Red 032 C and Pantone Black C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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LOGISTICS

Package Watermark

CORPORATE INTEGRITY

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PACKAGE WATERMARK SPECIFICATIONS

Color : Pantone Red 032 C and Pantone Black C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.

Watermark

The watermark is a duplication of the FNSS logo, and it can be printed on any material at any size of choice as shown on the right.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fnss.com.tr

FLAGS

Pennant

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

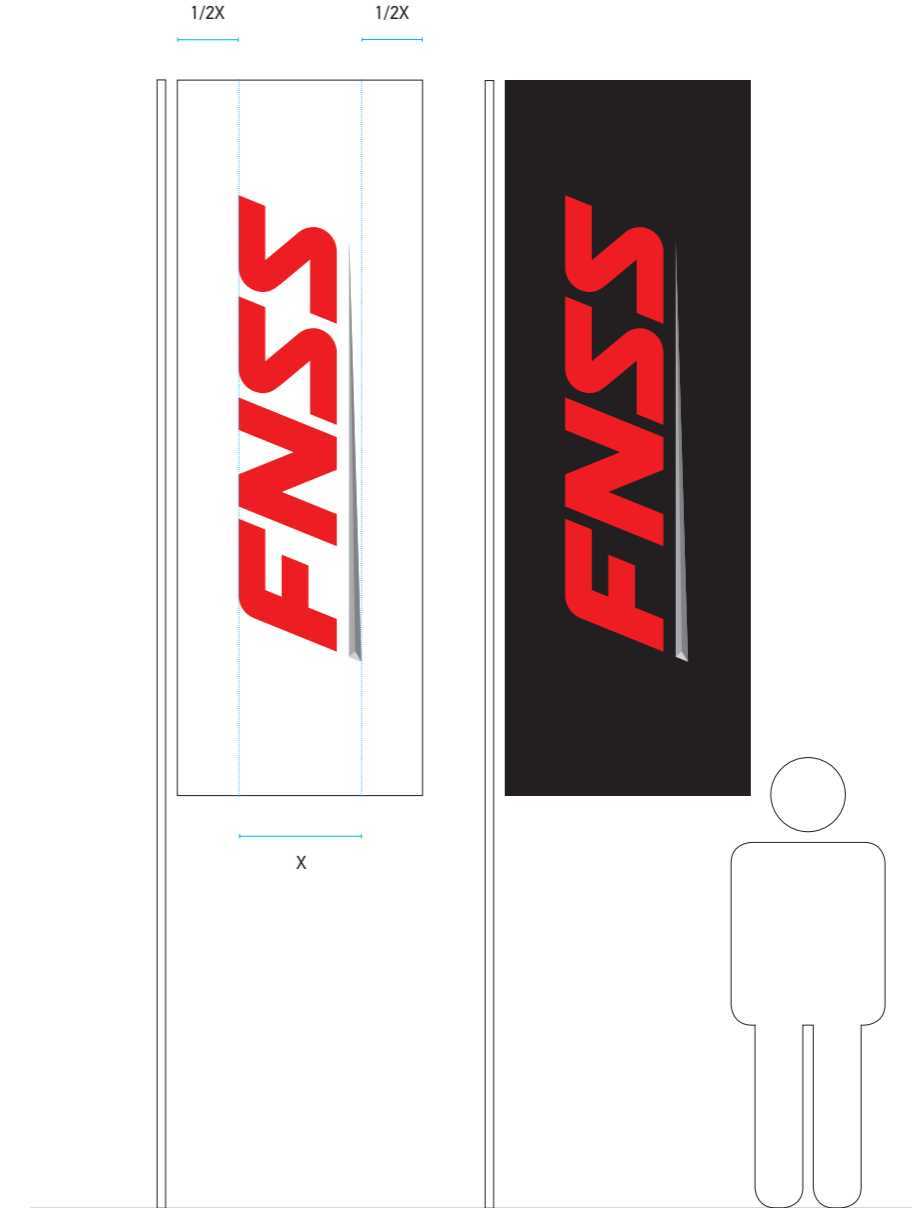
Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

PENNANT SPECIFICATIONS

Size : Varies according to the pennant size.

Color : Pantone Red 032 C and Pantone Black C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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FLAGS

Sail

CORPORATE INTEGRITY

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SAIL SPECIFICATIONS

Size : Varies according to the sail size.

Color : Pantone Red 032 C and Pantone Black C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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FLAGS

Pole Flag

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

POLE FLAG SPECIFICATIONS

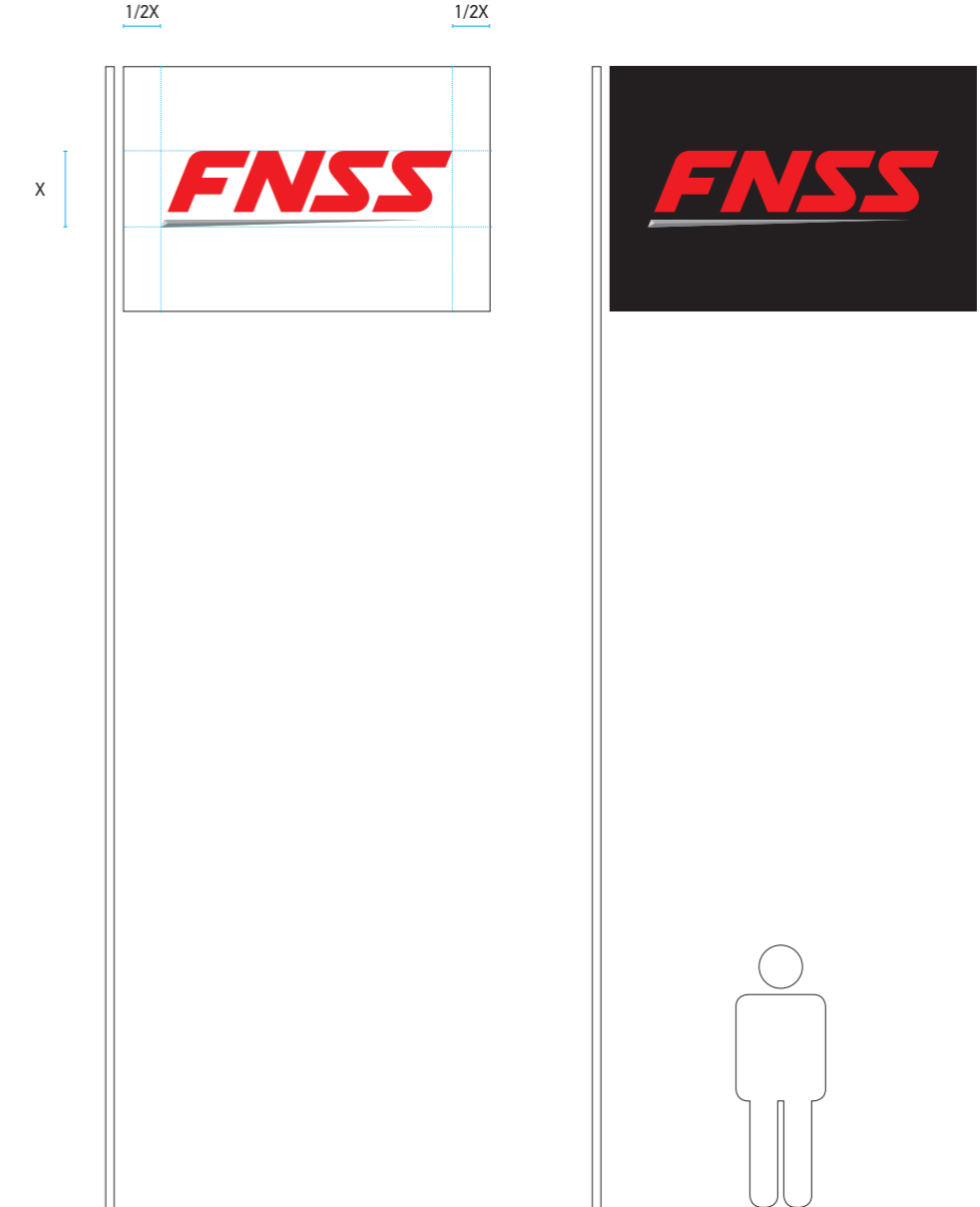
Size : Varies according to the flag size.

Color : Pantone Red 032 C and Pantone Black C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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FLAGS

Swallowtail Flag

CORPORATE INTEGRITY

In order to maintain and protect the corporate integrity of FNSS, all digital and printed material incorporating the FNSS logo must be replicated using the original digital copy.

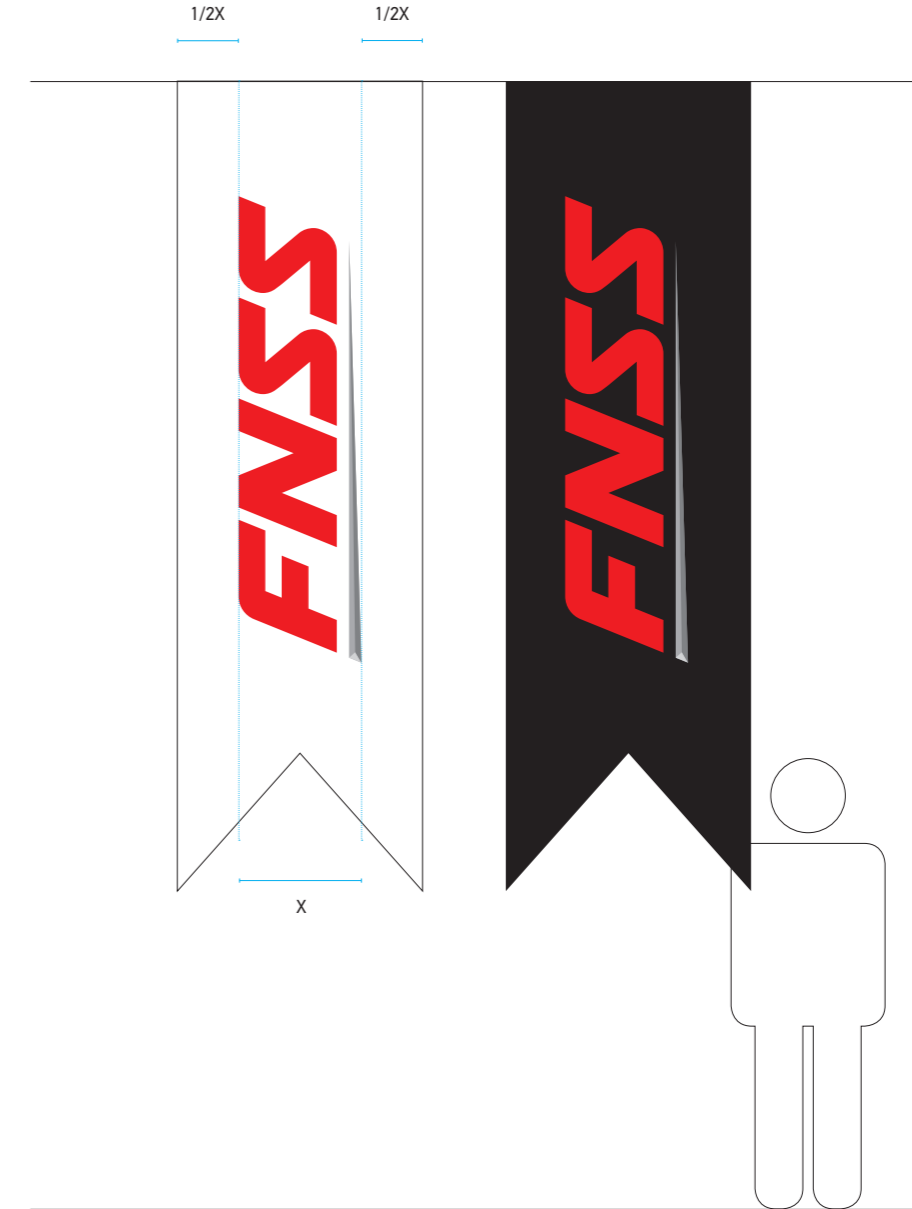
Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

SWALLOWTAIL FLAG SPECIFICATIONS

Size : Varies according to the swallowtail flag size.

Color : Pantone Red 032 C and Pantone Black C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



To access to the original document and for further information, please contact Corporate Communication Department at pr@fns.com.tr

FLAGS

Desk Flag

CORPORATE INTEGRITY

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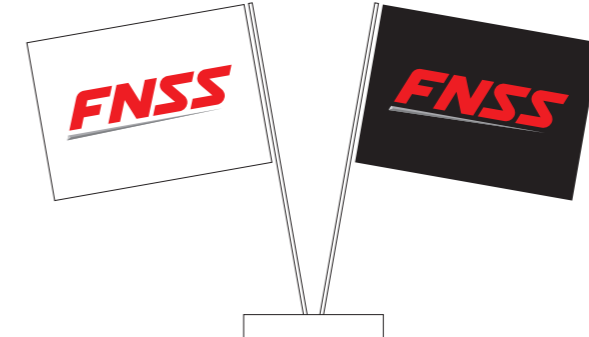
Rules concerning the use of the FNSS logo may not be altered, and the logo should not be redrawn.

DESK FLAG SPECIFICATIONS

Size : Varies according to the desk flag size.

Color : Pantone Red 032 C and Pantone Black C

Rules on the use of the FNSS logo will apply. These rules are explained in detail in Section 1.



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APPROVAL AND SUPPORT

This guideline, which defines the characteristics of the FNSS brand's visual identity, was prepared to provide support to creative efforts and applications, conducted within or outside the organization.

The works presented in this guideline cover only basic needs. If you think that your work does not have similar characteristics, or you have doubts or reservations on this matter, please consult with the Brand Management Team.

Please send your messages on the subject to pr@fnss.com.tr Providing comprehensive information while defining your question or problem as much as possible would make it easier to find a solution. Please do not forget to include images (Jpeg or PDF) on the issue if necessary. Furthermore, specify the urgency and schedule of the issue as well. As the Brand Management Team, we will make every effort to get back to you as soon as possible.

Thank you for your understanding and cooperation.

Brand Management Team

