


Brand 2026 Guideline

troy[®]



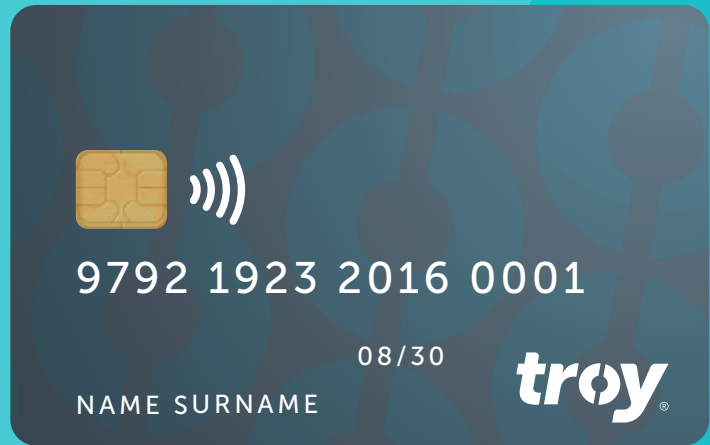
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TROY

Türkiye's Payment Method



troy



Logo Specifications

Size, Scale & Color

Logotype

Logo Sizing

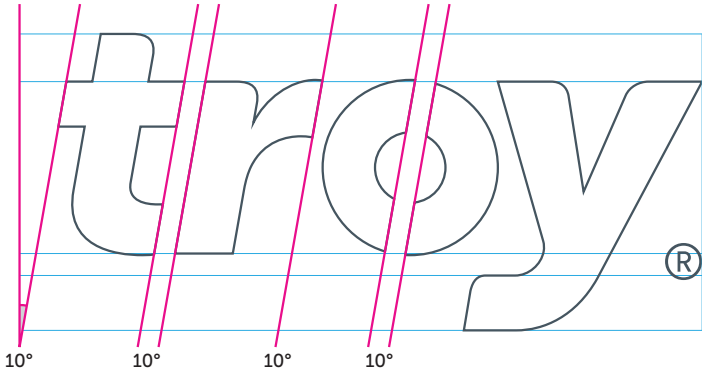
Logotype has no maximum size limitation. The minimum size limitation is 15mm.



Logotype

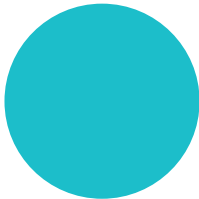
Logo Scaling

The logotype has a 10° angle. When positioning the logotype, it should be at least one 'o' away from other images and texts.



Colors

TROY Pantone, Spot and Trigromy Color Values



Pantone 7466 c



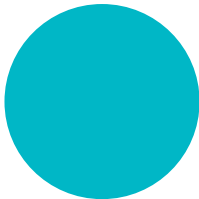
%75



%50



%25



C:80 M:0 Y:25 K:0



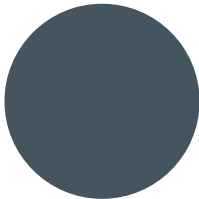
%75



%50



%25



Pantone 432 c



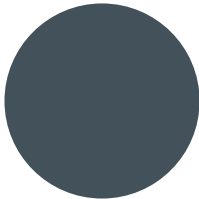
%75



%50



%25



C:20 M:0 Y:0 K:80



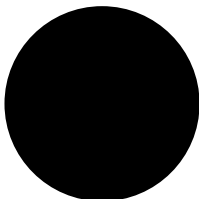
%75



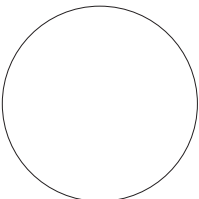
%50



%25



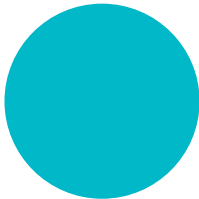
Black



White

Colors

TROY RGB and Hex Color Values



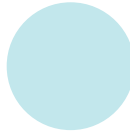
R:0 G:185 B:200
#00B9C8



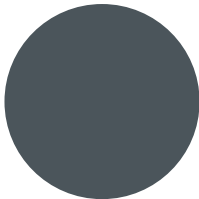
%75



%50



%25



R:75 G:85 B:90
#4B555A



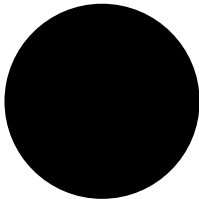
%75



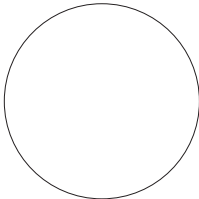
%50



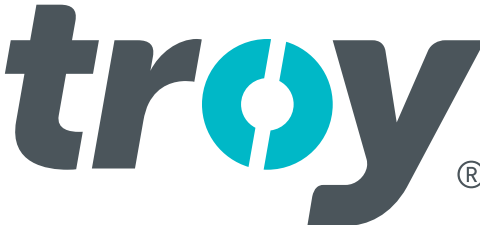
%25



R:0 G:0 B:0
#000000



R:255 G:255 B:255
#FFFFFF



RGB / For display-based uses



Corporate Font

Museo Sans

Corporate Font

"Museo" is the only font family to be used in TROY's Corporate Communications

Aa Bb Cc Dd

Museo Sans

300

For legal text

abcçdefgğhijklmnoöprsştuüvxyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVXYZ
0123456789 (!'^+%&/=?*.:;,:)

Museo Sans

500

For text body

abcçdefgğhijklmnoöprsştuüvxyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVXYZ
0123456789 (!'^+%&/=?*.:;,:)

Museo Sans

700

For headers

abcçdefgğhijklmnoöprsştuüvxyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVXYZ
0123456789 (!'^+%&/=?*.:;,:)

Museo Sans

900

For titles

abcçdefgğhijklmnoöprsştuüvxyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVXYZ
0123456789 (!'^+%&/=?*.:;,:)



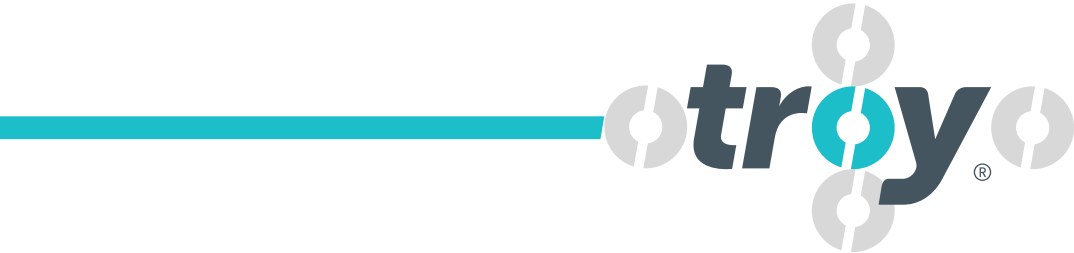
Brand Logo Application Rules

Print and Digital Media

Brand Logo Application Rules

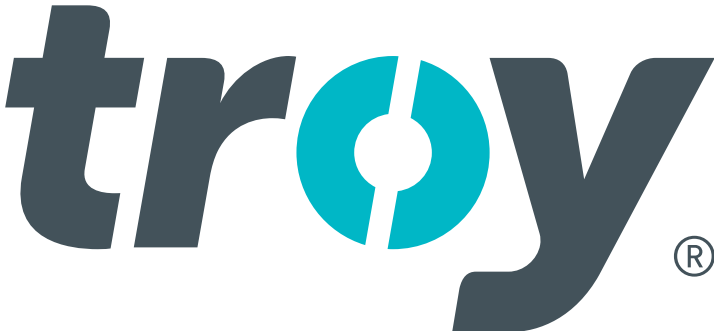
Print and Digital Media

The rules for logo usage in print and digital media are as follows



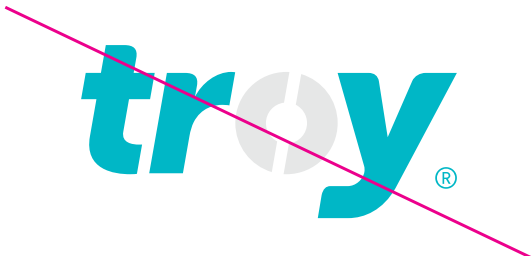
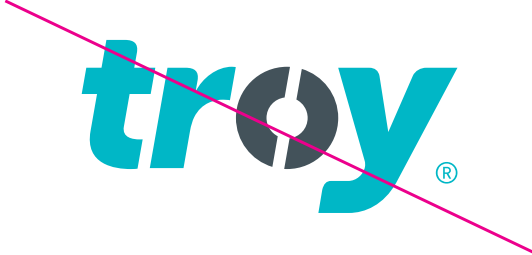
Brand Logo Application Rules

Proper Logo and Color Usage



Brand Logo Application Rules

Improper Logo and Color Usage



Brand Logo Application Rules

The tag-line usage of the TROY Logotype

The tag-line usage of the TROY Logotype is as follows:

Pantone



Trigromy/CMYK



Brand Logo Application Rules

Third Party Logo Application Standards



CMYK/Trigromy

Logo to be used on ATMs and POS devices. It must be used with a white background and colored frame without distortion.



CMYK/Trigromy

For logos smaller than 5 cm in width, the logo should be used without the tag-line.



Pantone

Logo to be used on ATMs and POS devices. It must be used with a white background and colored frame without distortion.



Pantone

For logos smaller than 5 cm in width, the logo should be used without the tag-line.

Brand Logo Application Rules

For Common Logo Placement Areas on ATMs and POS Devices / Horizontal Alignment

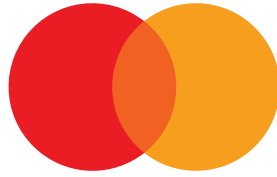
In horizontal applications, the TROY logotype must be used with other scheme logos in the format, size, and proportion specified below



Brand Logo Application Rules

For Common Logo Placement Areas on ATMs and POS Devices / Vertical Alignment

In vertical applications, the TROY logotype must be used with other scheme logos in the format, size, and proportion specified below



1 X



1 X

Brand Logo Application Rules

Store Sticker; TROY, Store 'ACCEPTANCE' Sticker Sizes



15 x 8,25 cm



10 x 5,5 cm



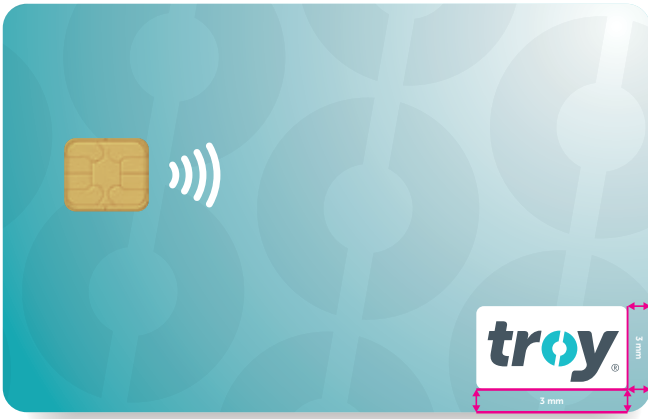
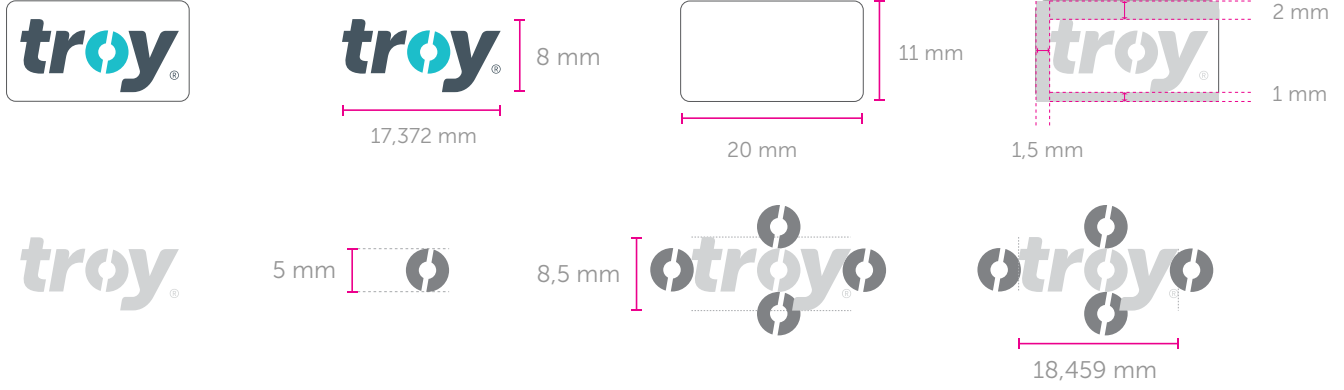
TROY Card

Print & Digital Media

TROY Card

Application, Scaling and Sizing of the Logo on Cards

The rules for using the logotype on the card with or without a white background are as follows:



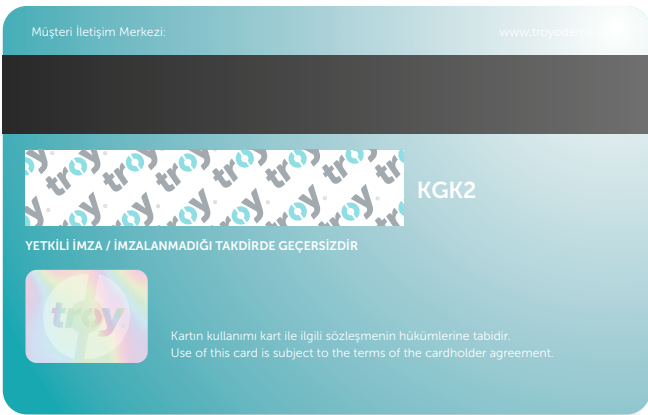
The TROY logo used in the creation of the diagonal logo pattern is angled at 45°. The minimum size limitation is 15mm.



Original color values at 50% opacity



Original color values at 25% opacity



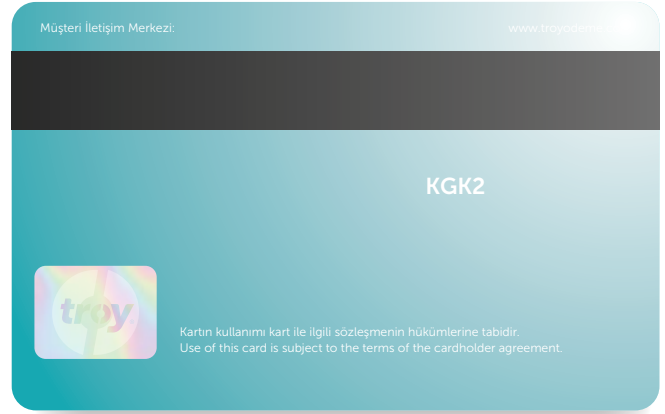
Use of signature panel is optional.

TROY Card

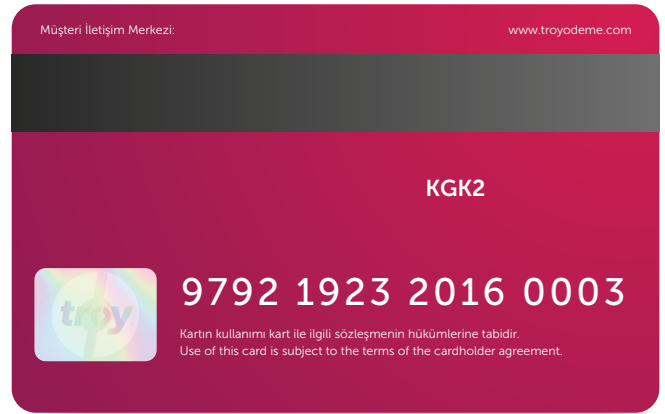
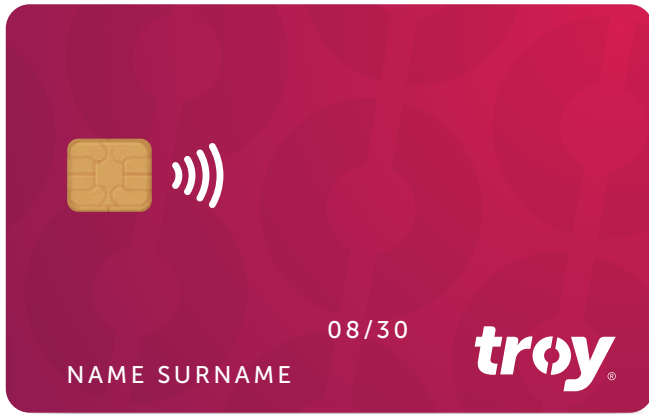
Card Logo Applications, Scaling&Sizing on Horizontal Cards

Unless otherwise required, the TROY logotype should be used in its base color.

Logotype must be placed on a white background if the card's background image or color hampers the its readability.



Logotype can be used in white on dark backgrounds.



Logotype can be used in its colored version on light background.



TROY Card

Card Logo Applications, Scaling&Sizing on Vertical Cards

Unless otherwise required, the TROY logotype should be used in its base color.

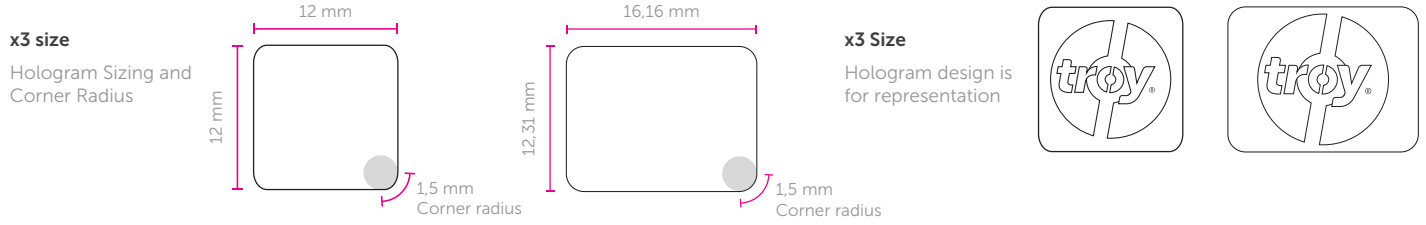
Cardholder's name, card number or expiration date may be placed on the front or back of the card. Logotype must be placed on a white background if the card's background image or color hampers the readability.



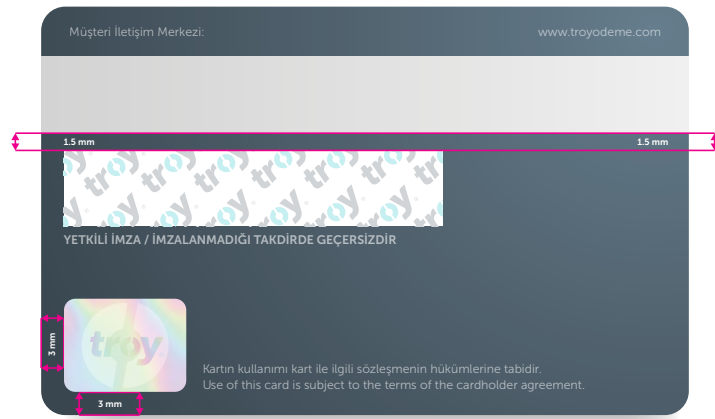
TROY Card

Hologram Placement

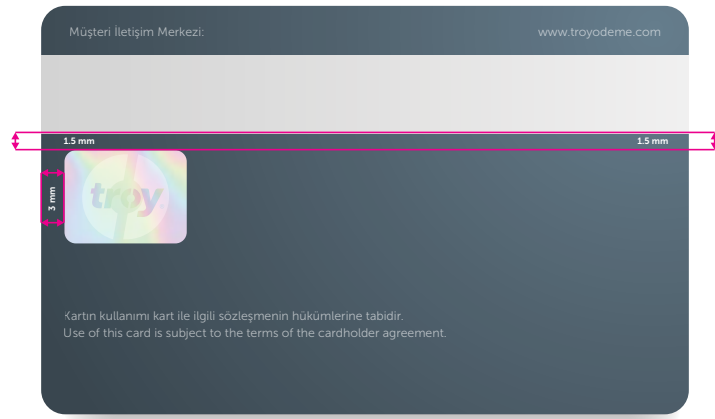
Hologram sizing and its placement on the back of the card are as shown below. In the back design, a square hologram is used for vertical positioning, while a rectangular hologram is used for horizontal positioning.



Hologram placement options #1



Hologram placement options #2

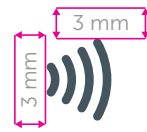


Hologram placement options #3



TROY Card

Placement of Contactless Payment Icon ty



x3 size

The minimum clear space around the contactless indicator is 3mm.

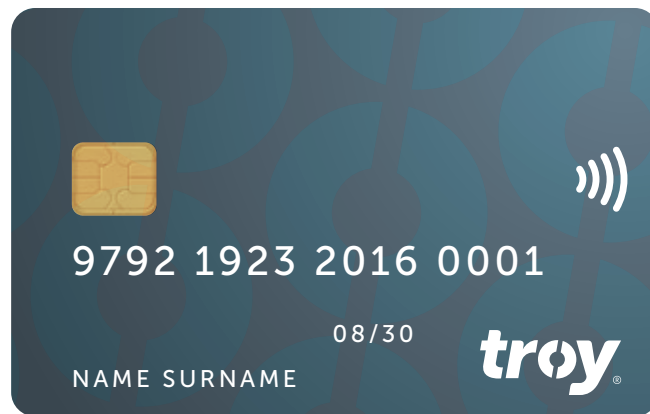


x3 size

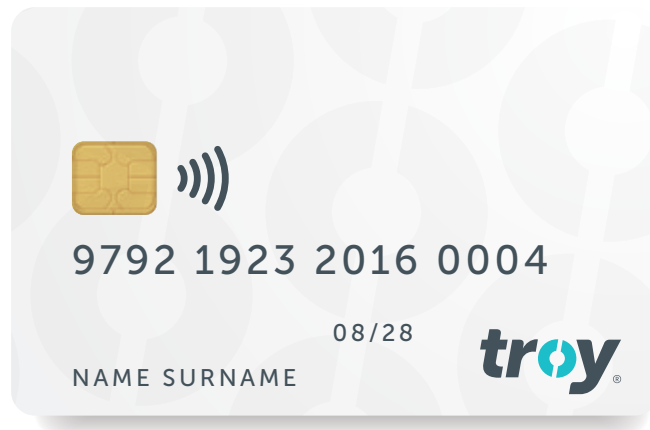
The minimum display size for the contactless indicator is 7mm.

The colors and design of the contactless payment icon must comply with EMVCo standards.

Contactless payment icon on a dark-colored background



Contactless payment icon on a light-colored background

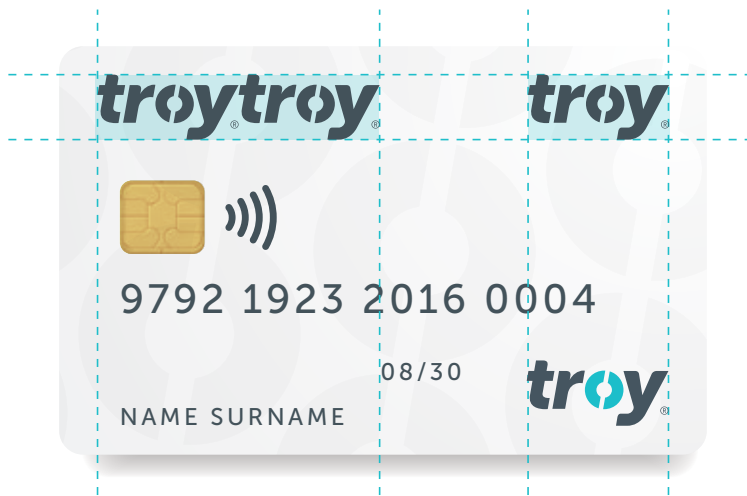


TROY Card

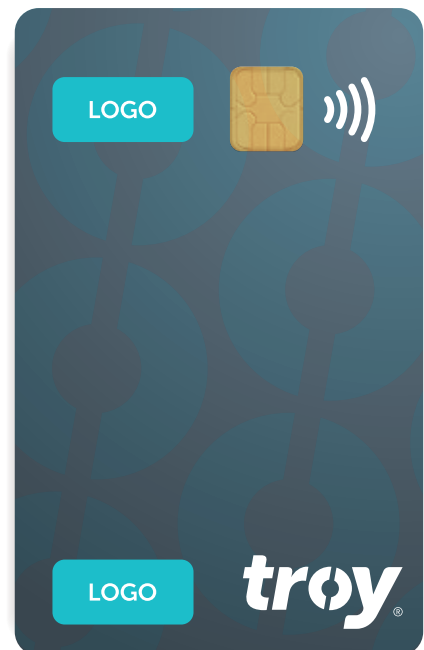
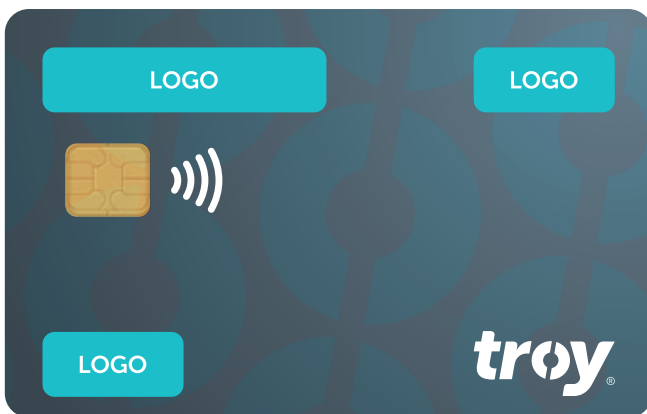
Co-Brands

TROY member's logo and the partner firm's logo can be placed in the top left and right corners of the card. Apart from these positions, they cannot be placed anywhere else on the front of the card.

The logo of a TROY member can be a up to twice the size of the TROY logotype. The brand partner logo cannot be larger than the TROY logotype.



A maximum of two additional logos can be displayed on the card.



TROY Card

Combo Cards

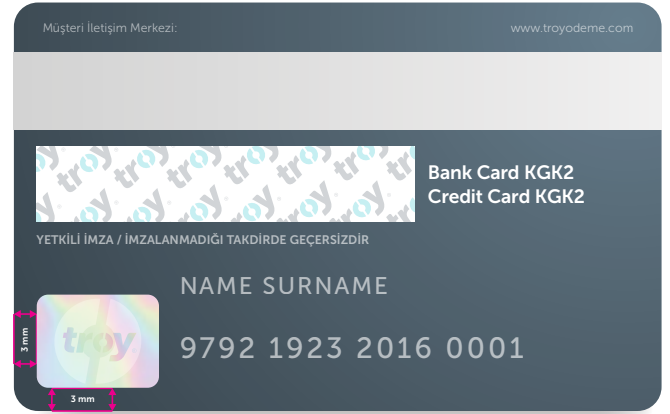
The combo card design must include both the credit card number and the debit card number.

- There must be two separate card security code (KGK2) for the debit card and the credit card.

Sample Design for the Front Face



Sample Design for the Back Face



Digital Cards

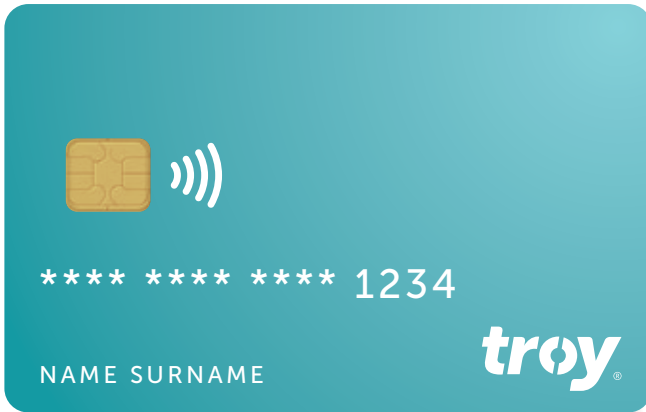
Digital Card Visualization

- The card number, expiration date, and KGK2 must be provided digitally.
- Display of the encrypted card number on the card is optional.

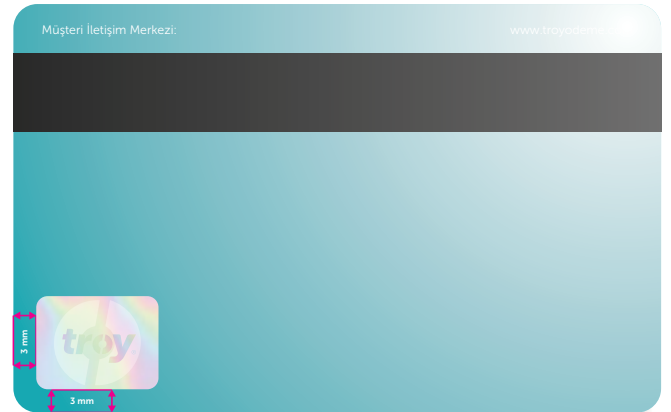
Elements to be excluded from the physical form of digital cards.

- Card number
- SKT (Expiration date)
- KGK2 (card security code)

Front Side Design Sample



Back Side Design Sample



TROY Card

Virtual Cards

- The card number, expiration date, and KGK2 must be provided digitally.
- Display of the encrypted card number on the card is optional.



If the TROY logo, TROY text, or TROY card image is added to a platform, it must be at least at the same size, color intensity, or frequency when compared with the other scheme elements that are displayed on the same platform.

TROY Card

Payment Stickers

- Payment stickers are next-generation payment devices that contain a TROY-approved chip and enable contactless payments via an NFC interface.
- There is no standard size for payment stickers.
- The use of the TROY logo on payment stickers is mandatory. Additionally, the design must comply with the following standards:
 - The logo height on 35x45 mm payment stickers should be 6.5 mm.
 - On payment tags of other sizes, the overlapping width of the TROY logo should be 1/2 of the total width.
 - The label must meet the safe area criteria specified below.
 - The use of the TROY logo on the payment label is subject to the rules defined in this Guideline, in the “Card Logo Applications, Scaling&Sizing on Horizontal Cards” subsection of the TROY Card section.
- The contactless payment icon must be used on the payment stickers.
 - The contactless payment icon on 35x45 mm payment stickers must be 7 mm high.
 - On payment tags of other sizes, the overlapping width of the contactless payment icon should be 1/3 of the total width.
 - The minimum edge margin is 3 mm.
 - It should be positioned parallel to the TROY logo.



Optional Elements:

- Cardholder's Name and Surname
- Card Number (Only the last 4 digits visible, masked)
- Card Security Code (KGK2)
- Expiration Date (SKT)
- Member Logo
- Co-branded Card Program Company Name/Logo
- Brand Program (World, Platinum etc.)
- Customer Service Contact Information



Print & Digital Media

Corporate Communications

Printed Material

Size & Placement

The TROY logotype should be positioned in the lower right or left corner of printed materials (banners, posters, etc.), considering the safe zone guidelines. The safe zone is derived from the 'O' letterform of the TROY logotype.



Printed Material

Printed Material Sample

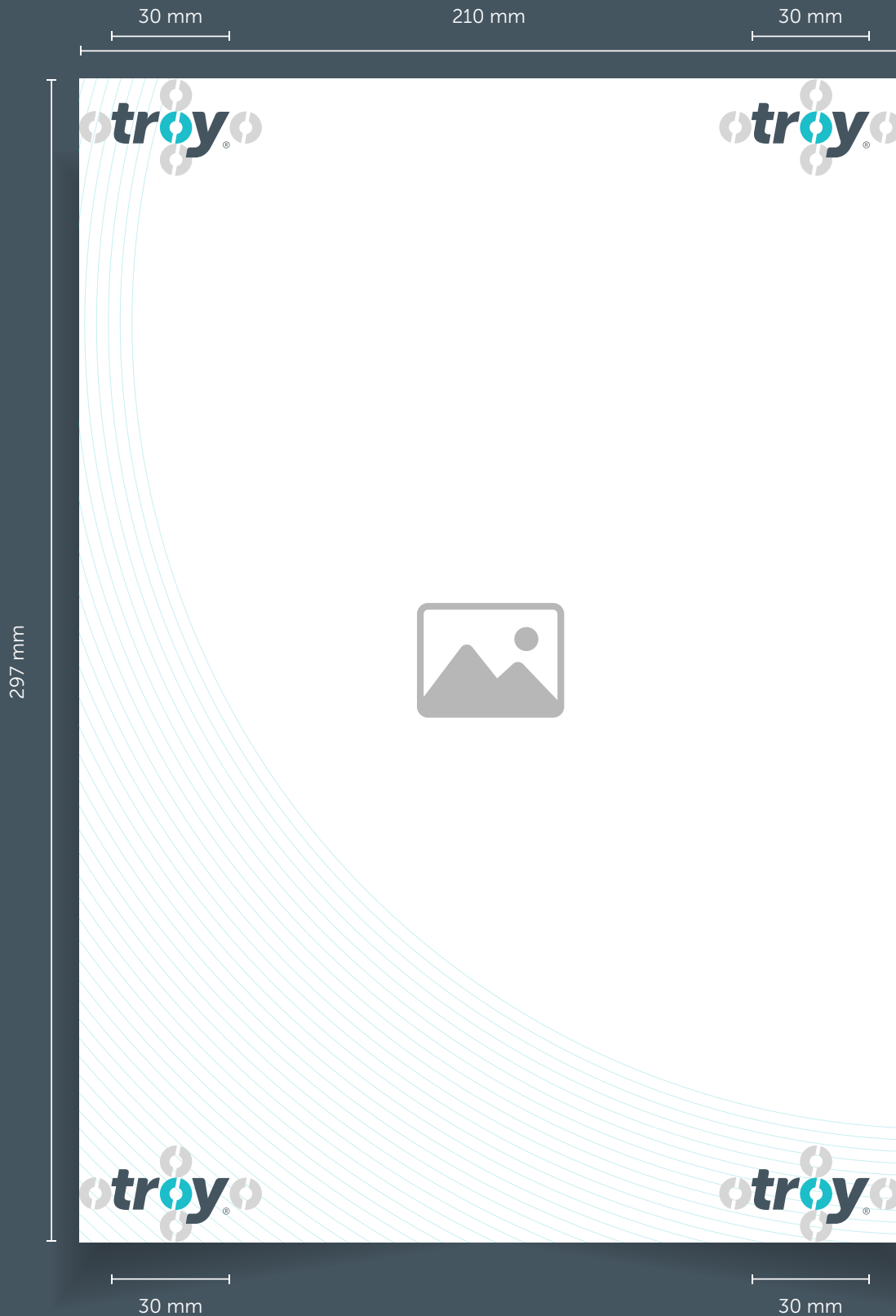
The TROY logotype should be positioned in the lower right or left corner of printed materials (banners, posters, etc.), considering the safe zone guidelines. The safe zone is derived from the 'O' letterform of the TROY logotype.



Printed Material

Logo Placement in Materials of Partner Institutions and Collaborations

The TROY logotype should be positioned in the corners of printed materials for partner organizations and collaborations, considering the safe zone guidelines. The safe zone is derived from the 'O' letterform of the TROY logotype.



Printed Material

Letterhead

The design and technical specifications of TROY letterhead are as follows:

Paper: Fedrigoni / Splendorgel / 1476
Weight: 115 gr
Size: 210mm x 297mm
Extra: Semböle Gofre

Color: Pantone 7466 c
 Pantone 432 c

troy[®]

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur. Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

Bankalararası Kart Merkezi A.Ş.
Nispetiye Cad. Akmerkez E3 Blok Kat: 5 34337
Etiler / İstanbul

T +90 212 350 7900 | F +90 212 282 1222

troyletsim@bkm.com.tr | troydeme.com

Printed Material

Letterhead Sample

troy®

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur. Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

Bankalararası Kart Merkezi A.Ş.
Ortaçy Caddesi Akmerkez E3 Blok Kat: 5 34337
/ İstanbul
212 350 7900 | F +90 212 282 1222

troyiletisim@bism.com.tr | troyodeme.com

Printed Material

Business Envelope

The design and technical specifications of the TROY business envelope are as follows:

Paper: Fedrigoni / Splendorgel / 1476
Weight: 115 gr
Size: 220mm x 110mm (Kapalı hali)
Extra: Semböle Gofre

Color: ■ Pantone 7466 c
□ Pantone 432 c



Printed Material

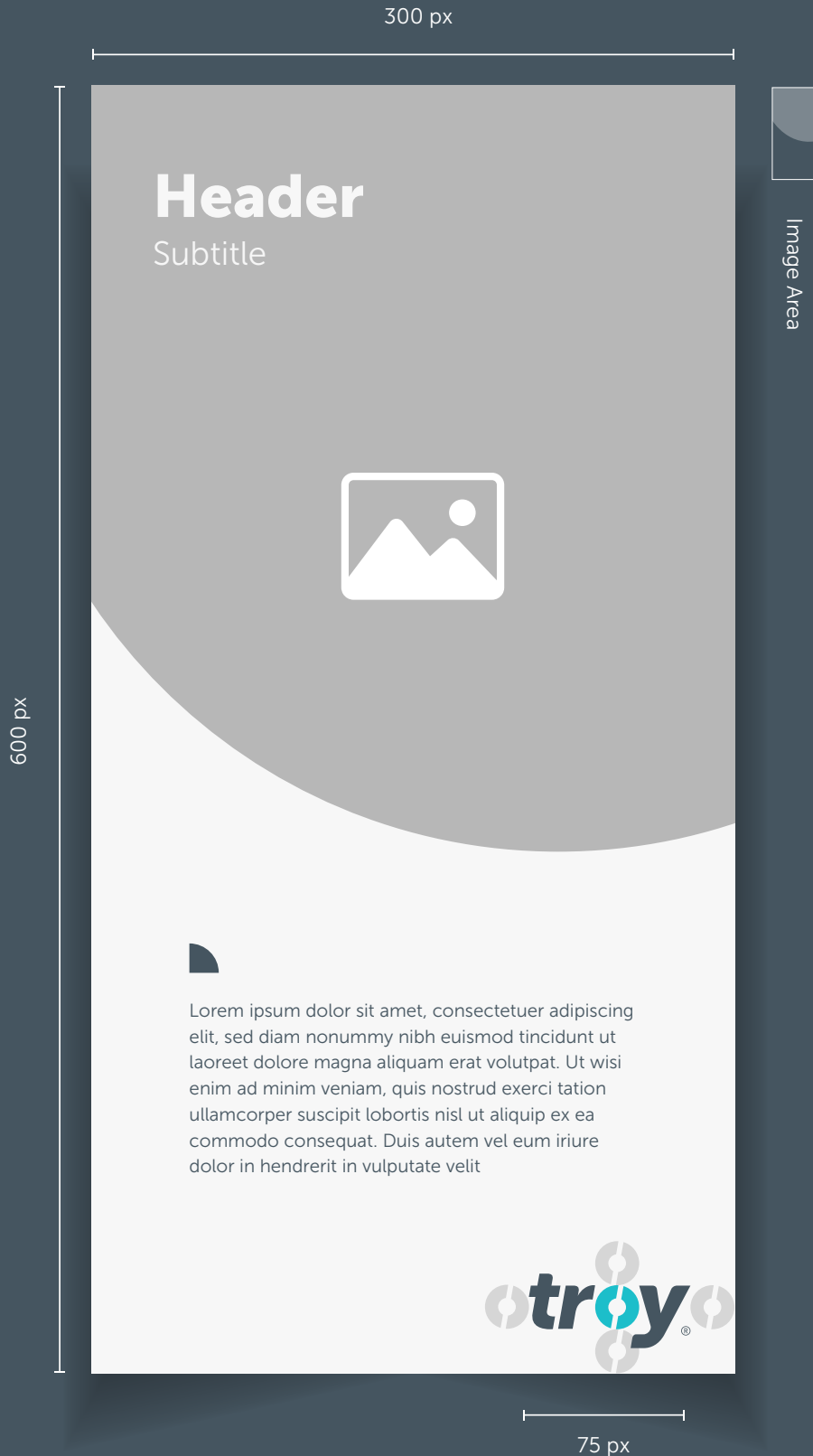
Business Envelope Sample



Digital Material

Vertical Placement Rules

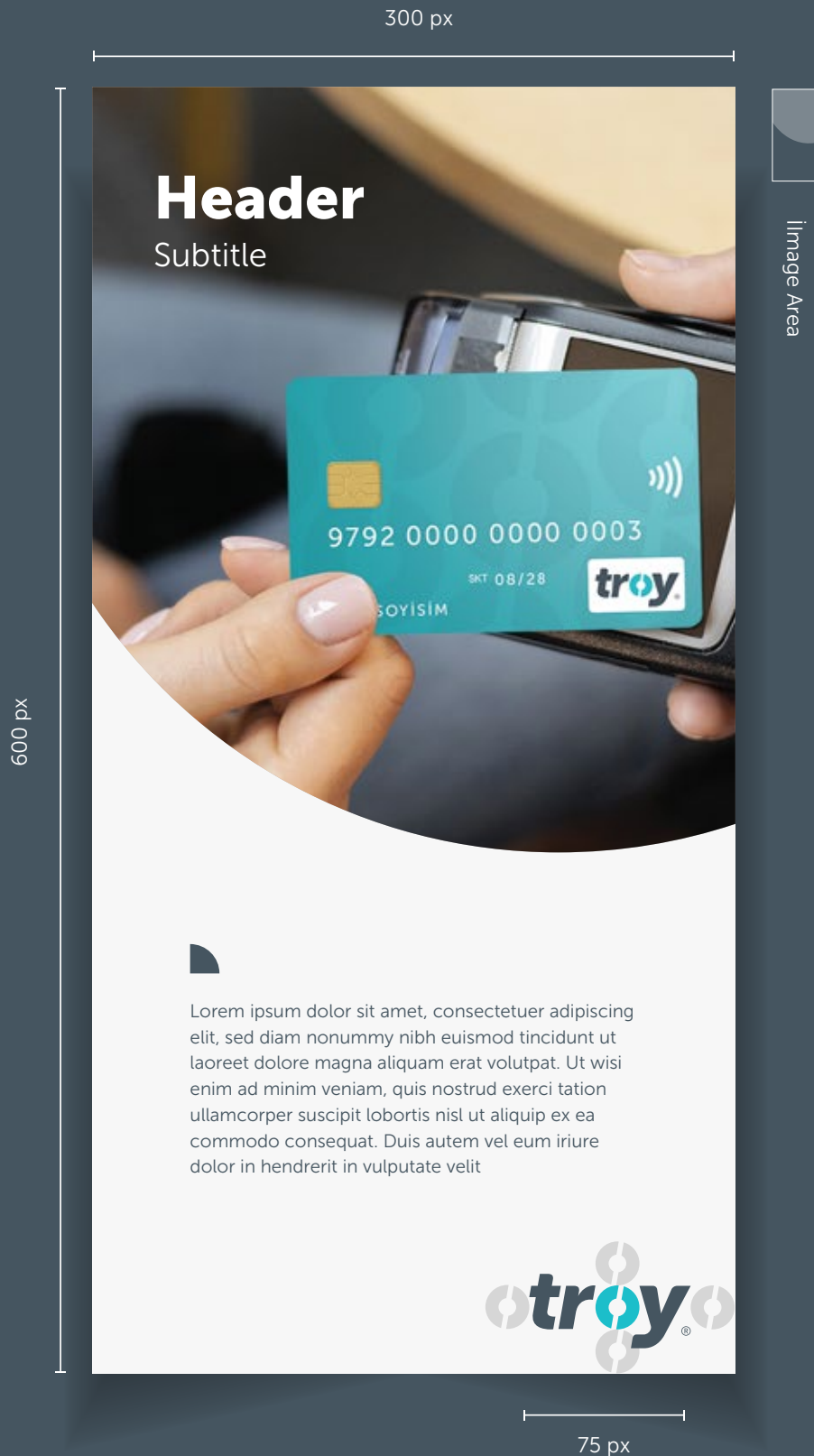
The TROY logotype should be positioned in the lower right or left corner of digital media (banners, etc.), considering the safe zone guidelines. The safe zone is derived from the 'O' letterform of the TROY logotype.



Digital Material

Sample Design for Vertical Placement

The TROY logotype should be positioned in the lower right or left corner of digital media (banners, etc.), considering the safe zone guidelines. The safe zone is derived from the 'O' letterform of the TROY logotype.

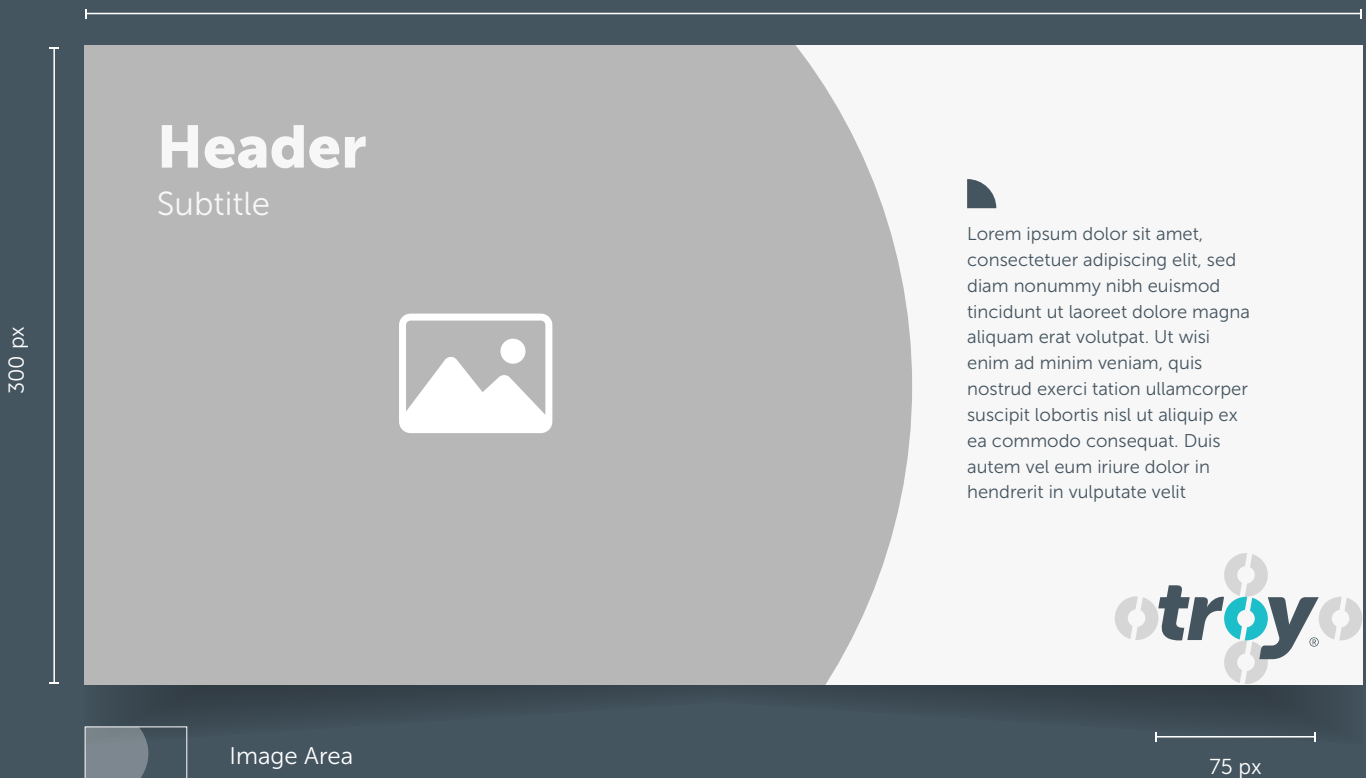


Digital Material

Horizontal Placement Rules

The TROY logotype should be positioned in the lower right or left corner of digital media (banners, etc.), considering the safe zone guidelines. The safe zone is derived from the 'O' letterform of the TROY logotype.

600 px



Digital Material

Sample Design for Horizontal Placement

The TROY logotype should be positioned in the lower right or left corner of digital media (banners, etc.), considering the safe zone guidelines. The safe zone is derived from the 'O' letterform of the TROY logotype.

600 px

300 px

Header

Subtitle



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit



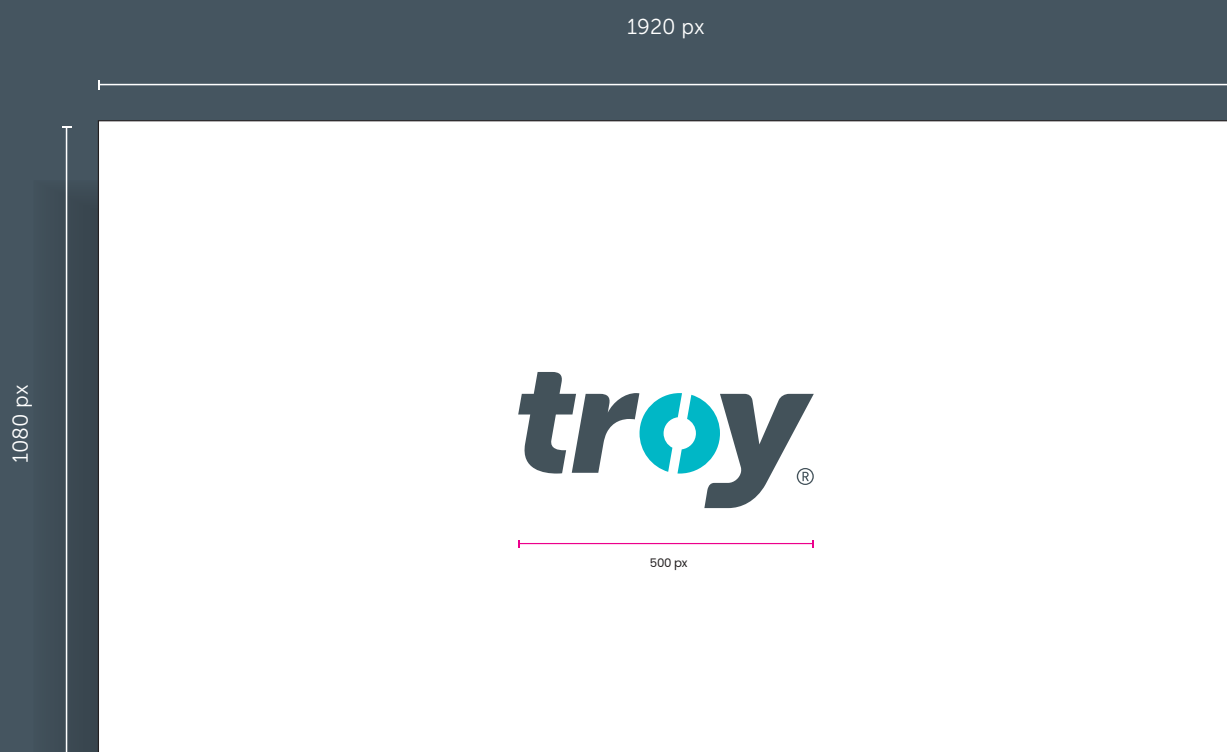
Image Area

75 px

TV LCD Screens

Logo Scale

The logo scale within a 1920 x 1080 px screen is as follows:



The logo for Troy, featuring the word "troy" in a bold, lowercase, sans-serif font. The letter 'o' is stylized with a circular cutout. A registered trademark symbol (®) is located to the right of the 'y'.

troy®

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