



EDITION 1.0
NOVEMBER 2026

ANTALYA GLOBAL FOUNDATION

Brand Book

Global Hearts, Together for Antalya



PEOPLE · IDEAS · PLACES

ANTALYA.FOUNDATION

A brand made of people, ideas and places

This book holds the visual and verbal identity of the Antalya Global Foundation. It shows how the foundation looks, how it sounds and how it carries the name of Antalya, Türkiye to every reader in the world.

It is written for everyone who speaks for AGF: our founders and partners, the designers and writers who prepare our documents, the builders of our websites, and every friend who shares our work. Its rules are simple on purpose. A foundation that lives across languages and borders needs a few clear decisions that everyone can keep.

The book opens with who we are and what we stand for, then presents the mark, the colors, the type, the voice and the pictures, and closes with the way these come together in documents, stationery and on screen.

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A global circle of people who love Antalya

The Antalya Global Foundation is a global circle of people who love Antalya, Türkiye, and who believe that the city deserves to be seen, understood and celebrated as a meeting point of people, ideas and places.

AGF was founded on 07.07.2025 by Prof. Bassem K. Khafagy and Dr. Nurgül Karahan. It is a US non-profit, headquartered in San Diego, California, working in Antalya through a strategic partnership with the Rising Crescent Association.

AGF is a bridge between the world and Antalya. It welcomes visitors who carried the city home with them, residents who chose it as their home, friends who return every year and readers who have only dreamed of it. Each of them is an ambassador of the city, and each has a place in the foundation.

Antalya to the world

We present Antalya to the world through books, stories, pictures and gatherings that honor the depth of the city.

The world to Antalya

We bring the world to Antalya: visitors, thinkers, artists, institutions and ideas that enrich the city and its people.

Initiatives

We create original initiatives, projects and ideas that serve both directions, from gatherings and publications to new ways of sharing the city.

A think tank

We act as a global think tank on the relationship between Antalya and the world, and as a model other cities may follow.

Antalya matters. To me, to us, and to the world.

People · Ideas · Places

Three words sit at the heart of the mark and of everything AGF does. Together they describe how a city lives: through the people who make it, the ideas it holds and the places that keep its memory.

People

Residents, visitors, artists, scholars and friends of the city in every country. AGF begins with them and speaks to them first.

Ideas

Antalya is a city to think with as well as to see. AGF gathers reflections, research and new initiatives that carry its meaning further.

Places

From Kaleiçi to the Taurus Mountains and the Mediterranean shore, every place in the province holds a story worth telling well.

OUR VALUES

VALUE	WHAT IT MEANS FOR THE BRAND
Respect	We honor Antalya as it is, and every person and institution that serves it.
Reflection	We invite pause and depth; our words and pictures are calm, never loud.
Connection	Every piece we publish links the city and the world in both directions.
Beauty	Elegance is part of the message: in type, in space and in every picture.

These values shape the brand as much as any color. They are the reason our pages are white and open, our pictures quiet, and our words measured. A reader should feel, before reading a single line, that AGF treats Antalya with care.

Global Hearts, Together for Antalya

Our lead line names the people we gather and the city we gather for. It appears on covers, on the home page and wherever AGF introduces itself in a few words.

LEAD LINE · ENGLISH

Global Hearts, Together for Antalya

LEAD LINE · TURKISH

Küresel Gönüller, Antalya için Birlikte

LEAD LINE · ARABIC

قلوب من العالم، معًا لأنطاليا

FORMAL LINE

Connecting the World to Antalya and Presenting Antalya to the World

OUR THREE WORDS

PEOPLE · IDEAS · PLACES

The lead line keeps its fixed wording in English, Turkish and Arabic, the three languages in which the foundation first spoke. In other languages it is translated with care and approved before use.

For formal letters, partner agreements and institutional pages, the formal line states the mission in full: Connecting the World to Antalya and Presenting Antalya to the World. The three words People, Ideas, Places belong to the mark and keep that order everywhere.

A mark drawn from the city

The AGF mark joins the name of the city with the spirit of the foundation. Each of its parts carries a meaning, and together they form one composition that is never redrawn.



ANTALYA

The city's name in a classical serif. Its letters alternate between Antalya Blue and Antalya Brick: the Mediterranean and the land around it.

Global Foundation

Spaced capitals in Antalya Blue, calm and open, name the foundation.

People · Ideas · Places

Our three words in Antalya Brick, joined by blue points.

Rules and flourishes

Two fine brick rules frame the name; a brick flourish above and a blue one below recall the ornament of the region.

Three versions for every size

The mark comes in three versions. Each keeps the same letters, colors and proportions; only the ornament around the name changes with the space available.



VERSION	USE IT FOR	SMALLEST SIZE
Full mark, framed	Covers, certificates, the home page, social profiles	35 mm wide in print, 160 px on screen
Open mark	Pages where the frame would crowd the layout	35 mm, 160 px
Compact mark	Headers, footers, small print, the site menu	25 mm, 110 px

Colorways

Use the mark in full color whenever possible. When printing allows one color only, or on a dark ground, use the one-color versions below. Never invent new color combinations.



- Full color on white is the first choice for every document and page.
- Frame Navy, one color, for embossing, engraving and single-color print.
- Black for newspapers, forms and faxes.
- White, reversed, only inside a Frame Navy tile or on a dark photograph with calm areas.

The framed full mark keeps its white field in every colorway, so it reads the same on any ground. The open and compact marks have no ground of their own and sit directly on the page.

Clear space and minimum size

Give the mark room. Clear space keeps it legible and lets it carry the dignity the foundation asks for.



The clear space around every version equals the height of the letter A in ANTALYA, measured from the outer edge of the mark. No text, picture, rule or other mark enters this space.

Below the minimum sizes the spaced capitals lose their shape. When space is smaller still, use the AGF icon instead of the mark.

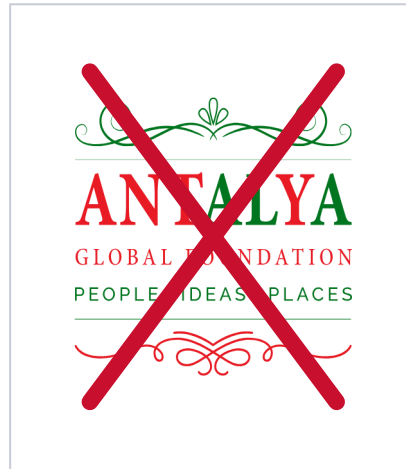
WHERE	VERSION	SIZE
Document cover	Full mark, framed	80 to 90 mm wide
Document header	Compact mark	8.5 mm high
Letterhead	Open mark	40 to 50 mm wide
Website menu	Compact mark	36 to 48 px high

What we never do

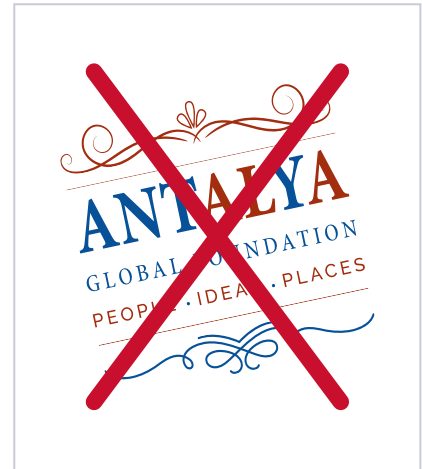
The mark is one drawing. Every change, however small, weakens the recognition we build with each reader. These are the mistakes to avoid.



✗ Do not stretch or squeeze



✗ Do not change the colors



✗ Do not rotate



✗ Do not add shadows or effects



✗ Do not fade or tint

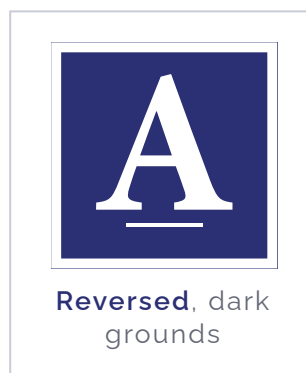
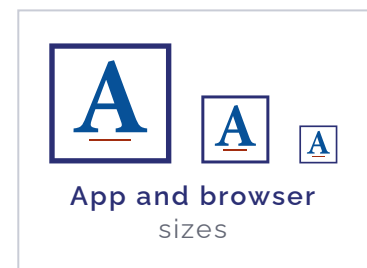


✗ Do not crowd the clear space

When in doubt, use the master files exactly as supplied in the brand folder, in the version and colorway that fit the place.

The AGF icon

Where the mark cannot be read, the icon stands for the foundation: the first letter of ANTALYA in Antalya Blue, with the brick rule beneath it, inside the navy frame of the full mark.



The icon is used as the browser icon of our websites, as the app icon on phones and as the profile picture on social networks. It is never used beside the full mark, never replaces the mark on a cover and never carries extra words.

- Always inside its navy frame, on white or reversed on Frame Navy.
- Never rounded, cropped or placed on a picture without its white field.
- Supplied ready for screens at 32, 180 and 512 pixels.

Edition 1.0 presents the icon for approval together with this book.

The colors of the coast

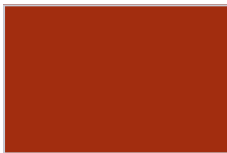
Our palette comes from the mark itself: the deep blue of the Mediterranean, the warm brick of the land and its roofs, and the navy of the frame. Three supporting tones complete it.



Antalya Blue

HEX #075198 · RGB 7, 81, 152 · CMYK 100, 47, 0, 40

Lead color: headings, links, the large letters of the mark



Antalya Brick

HEX #A22D0F · RGB 162, 45, 15 · CMYK 0, 72, 91, 36

Accent: rules, labels, squares, the small letters of the mark



Frame Navy

HEX #2B2F74 · RGB 43, 47, 116 · CMYK 63, 59, 0, 55

Frame of the mark, footers, dark grounds on screen



Ink

HEX #1E2230 · RGB 30, 34, 48 · CMYK 38, 29, 0, 81

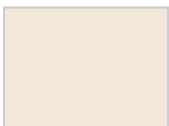
Reading text



Stone

HEX #646875 · RGB 100, 104, 117 · CMYK 15, 11, 0, 54

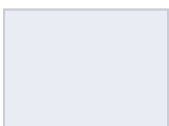
Secondary text and captions



Sand

HEX #F3E7DA · RGB 243, 231, 218 · CMYK 0, 5, 10, 5

Screen only: quiet bands behind content



Mist

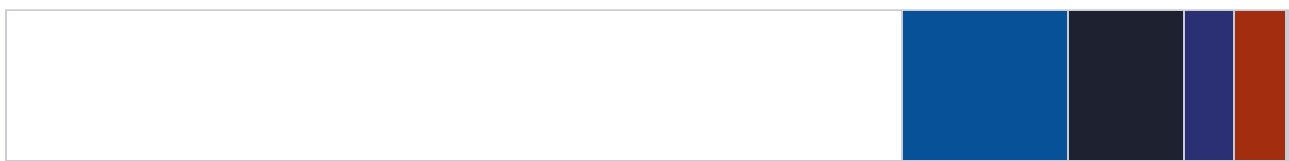
HEX #E9ECF3 · RGB 233, 236, 243 · CMYK 4, 3, 0, 5

Screen only: forms and panels

Antalya Blue leads: headings, links and the large letters of the mark. Antalya Brick accents: short rules, labels and small squares. Frame Navy frames: borders, footers and dark grounds on screen.

Color in use

Color works best in small, sure amounts on a white page. Our pages are printed on ordinary office printers as often as they are read on screens, so white carries most of every page.



White

Antalya Blue Ink

About how much of a typical page each color takes: Antalya Brick 4 percent and Frame Navy 4 percent, at the right of the bar.

PAIRING	CONTRAST	USE
Antalya Blue on white	Aa 8.0 : 1 · AAA	Headings, links, body text
Antalya Brick on white	Aa 7.2 : 1 · AAA	Labels, rules, short text
Ink on white	Aa 15.8 : 1 · AAA	Reading text
Stone on white	Aa 5.6 : 1 · AA	Secondary text, captions
White on Frame Navy	Aa 11.9 : 1 · AAA	Screens only: footer, buttons

Antalya Blue and Antalya Brick never sit directly on each other as text and ground. Sand and Mist are screen tones only and never fill a printed page.

On paper, color lives in type, thin rules, small squares, the mark and pictures. There are no colored panels, no full color pages and no tinted backgrounds, so every document prints cleanly on an office printer and reads the same as on screen.

Two families, one voice

A classical serif for what we say and a clear sans for how we label it. Both are free to use in print and on the web, so every document and every page looks the same.

HEADINGS AND READING

Aa

Crimson Text

A classical serif in the tradition of the letters of the mark, warm and very readable in long text.

Regular · *Italic* · **Semibold** · **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ç ğ ı ö ş ü İ

Antalya is a meeting place of sea and mountains, of memories and discoveries, of people who arrive from everywhere and somehow feel at home.

LABELS AND NAVIGATION

Aa

Raleway

A clean sans with the open capitals of People, Ideas, Places. Set in capitals and tracked for labels, menus and buttons.

Regular · Medium · Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ç ğ ı ö ş ü İ

WHO WE ARE

ABOUT · INITIATIVES · BOOKS · JOIN

BECOME A FRIEND

Minion Pro, the serif of the word ANTALYA, lives only inside the mark and is never set as text. Word editions of our documents use Arial, which every computer has, so that any reader can open and print them unchanged.

The type scale

A short scale keeps every page calm and easy to follow. Nothing in print is set smaller than 10 points; reading text is never smaller than 12.

Cover title

Crimson Text Semibold 44
pt

Antalya Global Foundation

Headline

Crimson Text Semibold 27
pt, brick rule below

A city of stories

Lead

Crimson Text Regular 15.5
pt

The opening sentence that invites the reader in.

Subhead

Crimson Text Semibold 15
pt

People, ideas and places

Reading text

Crimson Text Regular 12.5
pt, leading 150 percent

Antalya, Türkiye has welcomed travelers for more than two thousand years.

Label

Raleway Semibold 10 pt,
capitals, tracking 22
percent

WHO WE ARE

Footer and captions

Raleway Regular 10 pt

Page 4 of 24 · November 2026

How AGF speaks

AGF speaks the way a good host welcomes a guest: warmly, clearly and with respect. Our words honor the city rather than sell it.

Reflective

We write to invite a pause. We prefer meaning to noise and depth to speed.

Positive

We say what Antalya is and what we build. We never measure the city against others or suggest that anyone falls short.

Global

We write for a reader anywhere in the world, in plain English that travels well.

Explaining

We explain our ideas and invite questions. We never argue or defend.

WE SAY

A city of stories, ideas and memory

Join us, take part, share your Antalya

We complement every effort for the city

Plans stated as plans: we will publish

WE AVOID

A hidden gem, a must see, paradise

Hurry, last chance, exclusive deal

Unlike others, we finally

Numbers or promises we cannot prove

IN OUR VOICE

Antalya is more than a city. It is a meeting place of sea and mountains, of memories and discoveries, of people who arrive from everywhere and somehow feel at home.

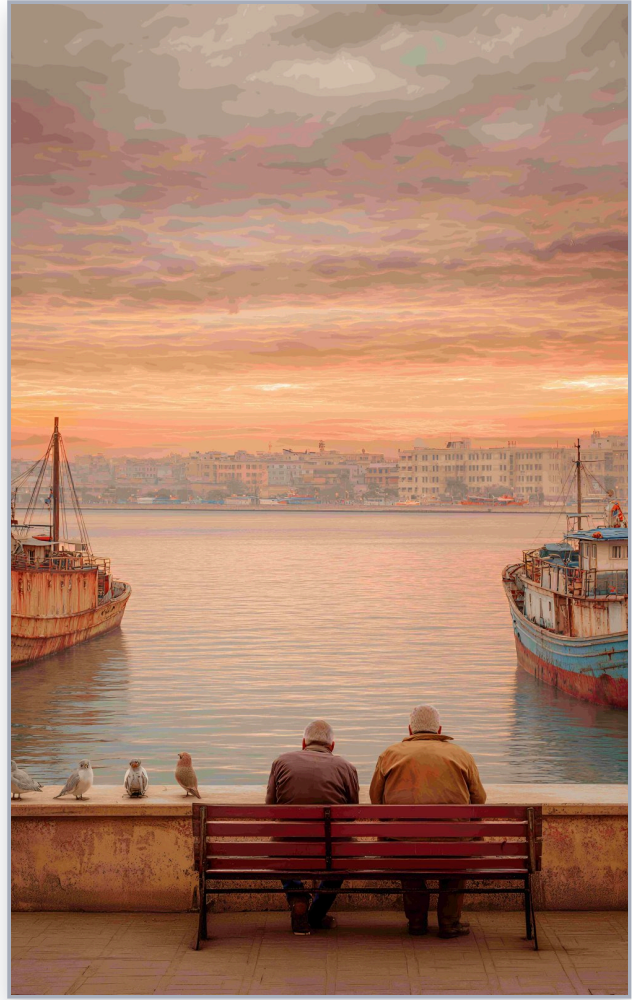
Our style sheet

Small rules, kept every time, make a large organization sound like one person.

TOPIC	RULE
Name	Antalya Global Foundation in full at first mention, then AGF. The name stays in English in every language.
Place	Antalya, Türkiye in full at the first mention on each page; San Diego, California in full at its first mention.
Language	American English. Arabic numerals: 1, 7, 12, 2027.
Punctuation	No dashes between clauses and no exclamation marks. A sentence never begins with And or But.
Dates	Day, month, year: 1 November 2026.
Founders	Prof. Bassem K. Khafagy and Dr. Nurgül Karahan, founders of AGF.
Our three words	People · Ideas · Places, always in this order, joined by a middle dot.
Numbers	Only figures we can show the source of. Plans are written as plans.
Headings	Sentence case or title case, never italic, never in capitals except labels.
Lines	Global Hearts, Together for Antalya leads; the formal line for formal pages only.
Initiatives	Named in full at first mention, with the line: An initiative of the Antalya Global Foundation.
Web address	Antalya.Foundation, written with a capital A and F.
Email	Connect@Antalya.Foundation, the one address for every reader.

Our way of seeing

AGF pictures show Antalya as people live it: quiet streets, open water, light on stone, and the faces and gestures of those who love the city. Photographs and abstract art sit side by side, as they do in our books.



Pictures are calm and true to life, in natural light. They leave room for the reader's own memory of the city. One picture serves one place across all our documents.

Picture rules

Every picture is checked at full size before use. A picture that breaks one of these rules is replaced, never retouched into compliance.

Always

Real places and real people of every age and origin; natural light; room around the subject; a grey frame of 1.8 points and a soft shadow in every document.

Never

Religious symbols or buildings, flags, logos, readable text, people holding drinks, or captions placed under artwork.

Crops

A crop never cuts a head or a face. People are never cut at the edge of the frame in a way that looks accidental.

Sources

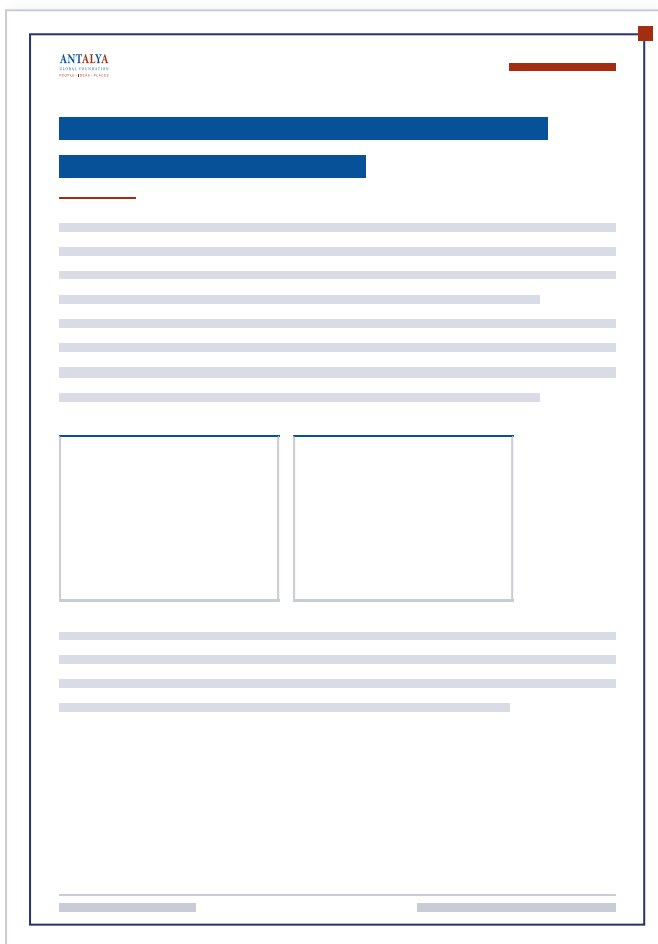
Our own photographs and abstract art come first. Generated pictures are used only when they look real and pass the full check.

Each picture is reviewed in four quarters at 600 pixels or more, and every check is recorded. The same rules apply on our websites, in our books and on social networks.

STEP	THE CHECK
1. Whole	Does the picture show Antalya, or a scene true to it, in a calm and honest way?
2. Quarters	Is every corner free of text, symbols, flags, logos, towers and drinks?
3. People	Are faces, hands and bodies natural, and is every person shown with dignity?
4. Place	Does the crop keep every head whole on the page where it is used?
5. Record	Is the check written in the picture register with the date?

The document page

Every AGF document shares one page system. It is designed for white paper and ordinary printers, and it keeps the brand present on every page without filling it.



Frame Navy border, 0.9 pt

Brick square at the top right corner

Compact mark, top left

Section label in brick capitals, top right

Headline in Antalya Blue

Short brick rule beneath every headline

Cards with a blue top edge

and a brick corner square

Footer in Raleway 10 pt

page, month, name and domain

- A thin Frame Navy border with a small Antalya Brick square at its top right corner.
- The compact mark at the top left; the section label in brick capitals at the top right.
- An Antalya Blue headline with a short brick rule beneath it.
- The footer: page number, month and year, Antalya Global Foundation, Antalya.Foundation.

Letters and signatures

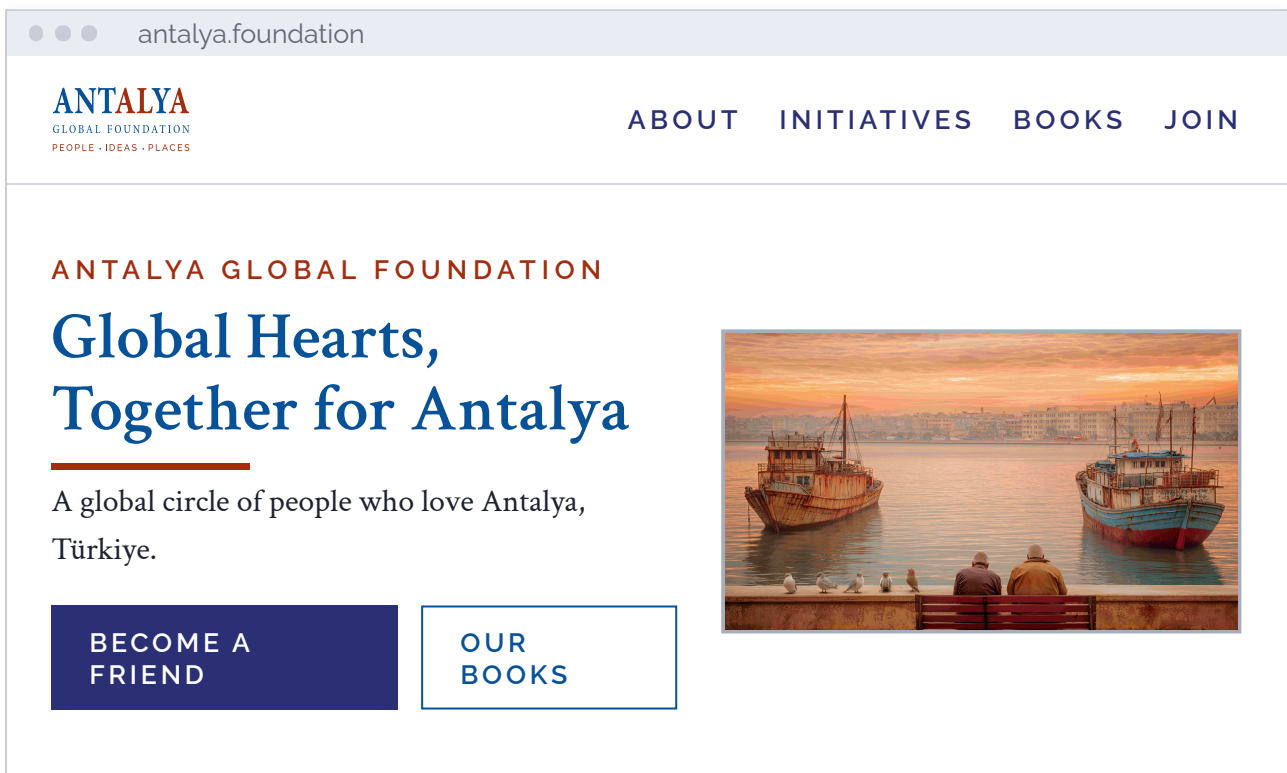
Our letters and emails carry the same calm order: the mark, a clear hierarchy and nothing that competes with the message.



Letters use the open mark at the top left, the formal line in brick capitals, and the foundation's contact line at the foot. Email signatures use the compact mark at 160 pixels, never larger, with the name, role and Antalya.Foundation.

On screen

On the web the brand keeps its white pages and its calm. Color guides the eye to what matters: the next step, the link, the call to join.



ELEMENT	TREATMENT
Background	White; Sand or Mist for alternate bands on screen only
Headings	Crimson Text, Antalya Blue
Labels and menu	Raleway, capitals, tracked
Buttons	Frame Navy with white Raleway capitals; outline buttons in Antalya Blue
Links	Antalya Blue, underlined on hover
Icon	The AGF icon as browser and app icon

Initiatives and the foundation

AGF gives life to initiatives, publications and gatherings that may grow an audience of their own. Each may carry its own mark; the foundation stands behind every one of them in the same consistent way.

INITIATIVE MARK

An initiative of the Antalya Global Foundation

ANTALYA
GLOBAL FOUNDATION
PEOPLE · IDEAS · PLACES

Initiatives and gatherings

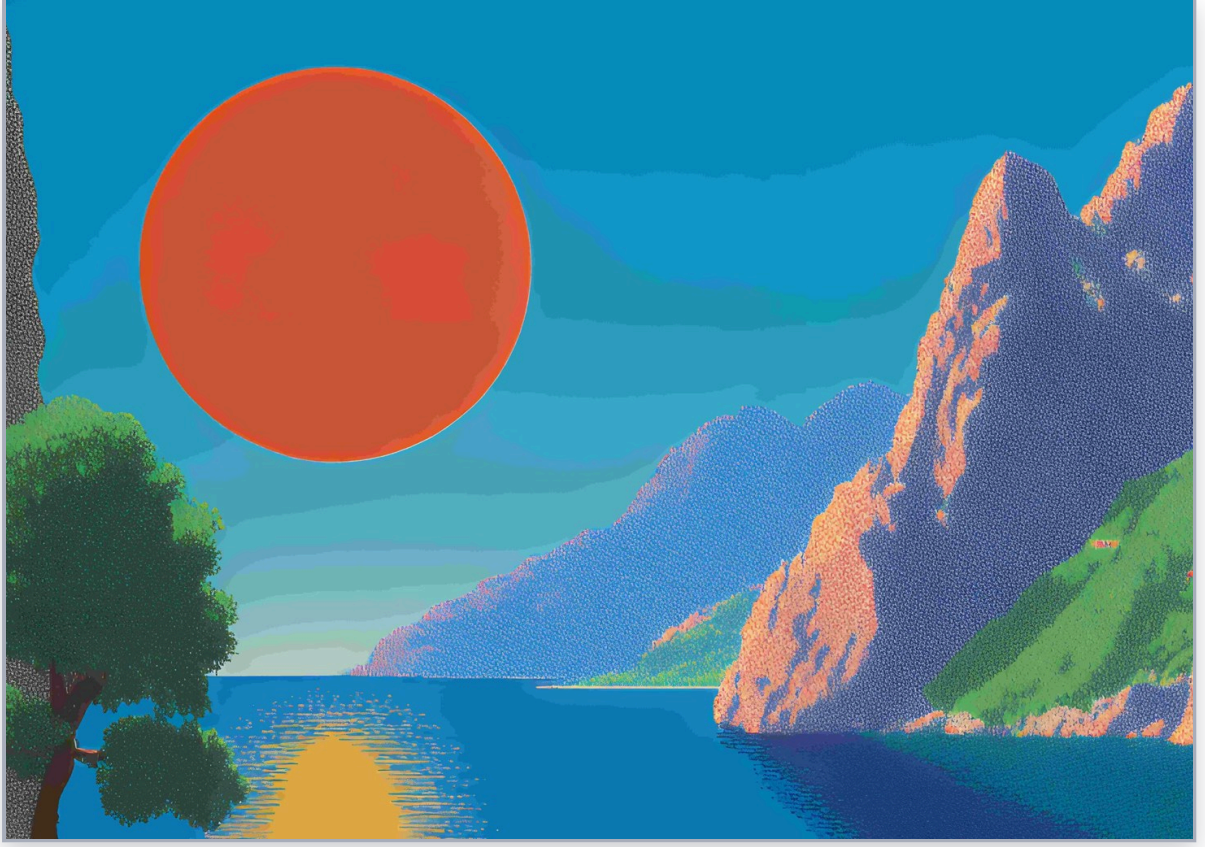
An initiative may carry its own mark, drawn in harmony with the AGF palette, with the AGF endorsement at the foot.

Publications

A publication carries its own cover design, with the AGF line and the compact mark on the back cover and the title page.

- An initiative mark never borrows the AGF mark, its flourishes or its frame.
- Wherever an initiative appears, the line "An initiative of the Antalya Global Foundation" and the compact AGF mark appear at the foot of the page.
- Initiative documents follow this book for type, voice and picture rules, and choose their own colors in harmony with the AGF palette.

In this way every reader, whether they meet AGF through a book, a day of celebration or a gathering, finds the same foundation behind it, and every initiative strengthens the name of the Antalya Global Foundation.



Global Hearts, Together for Antalya

Küresel Gönüller, Antalya için Birlikte

قلوب من العالم، معًا لأنطاليا

Connecting the World to Antalya and Presenting
Antalya to the World

PEOPLE ■ IDEAS ■ PLACES

VISIT

Antalya.Foundation

WRITE

Connect@Antalya.Foundation

FIND US

Antalya, Türkiye
San Diego, California