Electric Vehicles World - Antalya

Brand Book.

The logo, colors, type, voice and pictures of EVWA: one look for the Forum, the festival and everything that carries our name.



Antalya, Türkiye

CONTENTS

Everything that makes EVWA recognizable.

These pages hold the rules that let a visitor, a maker or a buyer recognize EVWA at once, on a page, on a screen, on a banner or on a badge.

01 **The idea** 4
Who we are, the two meetings and how we write our name

02 **The logo** 8
Its parts, its measures, its versions, its space and its misuse

03 **Color** 14
Three colors, the quiet colors beside them and how much of each

04 **Type and voice** 17
Two typefaces, one scale, and the way EVWA speaks

05 **Pictures** 22
Our way of seeing, with the Forum, the festival and the products

06 **In use** 27
Documents, letters, screens and the EVWA family

ABOUT THIS EDITION

Edition 2.2 replaces every earlier edition. It presents the EVWA logo chosen in November 2026 and the colors and type that follow from it, and it names the Antalya Global Foundation as the owner of EVWA. Earlier logos and colors are retired and are not used in new work.

WHO THIS BOOK IS FOR

Everyone who speaks for EVWA: our team in Antalya, the designers and writers of our documents, the builders of our website, our partners, and every company that shows its products with us.

BEFORE YOU READ

One name, one look, everywhere.

EVWA is new. Every page, post and banner is a first meeting with someone, and a first meeting happens once.



This book exists so that the first meeting is always the same one. Whether a person finds EVWA on a phone in Almaty, on a letter in Munich or on a banner in Antalya, they see the same four letters, the same three colors and hear the same calm, clear voice.

The rules are few on purpose. A small set of rules, kept every time, builds recognition faster than a large set kept sometimes.

The book moves from the idea to the logo, then to color, type and voice, then to pictures, and closes with the way they come together in real documents and on real screens.

Where these pages give no answer, use the short test on this page. If the answer is no, choose again.

> **Would a maker in Seoul and a family in Antalya both recognize this as EVWA, and both feel welcome?**

01

SECTION 1 OF 6

The idea

Who we are, what happens at our two meetings, and the one way we write our name.



05 **Who we are**
The meeting place of the electric vehicle world

06 **Two meetings, one year**
The Forum in March, the festival in the fall

07 **Our name**
How we write EVWA

WHO WE ARE

The meeting place of the electric vehicle world.

EVWA, Electric Vehicles World - Antalya, brings together the makers of everything in the electric vehicle world and the people who buy, sell, drive and use it.

IN MARCH

EVWA Forum

An Exclusive B2B Platform for Industry Leaders. Makers and buyers meet in private, one table at a time. First edition: 14 to 17 March 2027.

IN THE FALL

The EVWA festival

The festival of electric vehicles in Antalya, for families, visitors and the industry. First edition, EVWA27: 30 September to 3 October 2027.

OUR HOME

Antalya, Türkiye

A short flight from Europe, the Middle East, Africa, the Caucasus, Central Asia and the Balkans, on the Mediterranean coast.

OUR OWNER

Antalya Global Foundation

EVWA is owned by the Antalya Global Foundation (AGF). The name, the logo and the content of EVWA belong to it.

WHAT WE STAND FOR

01	**We bring people together**	Makers meet the buyers of a whole region; families meet the vehicles they will drive next.
02	**We stay objective**	The same public guidance for makers and buyers alike. We never rank makers and never take a side.
03	**Meetings are private**	What two companies discuss belongs to them. We give them the place and the time.
04	**Everyone is welcome**	Every age, every origin, every language of our region. Our events serve no alcohol.

TWO MEETINGS, ONE YEAR

Trust in March. Joy in the fall.

The Forum and the festival are one system. In March people meet and agree; in the fall they return to show, to try and to celebrate.





	EVWA FORUM	THE EVWA FESTIVAL
When	March, three nights	Late September and early October, four days
For whom	Makers and qualified buyers	Families, visitors, the industry and the press
What happens	Private meetings booked in advance, guidance sessions, dinners by the sea	Vehicles to see, sit in and drive, products to try, food from Antalya's hotels, an evening program
Makers bring	Brochures, catalogs and samples	Vehicles, stands and launches
The feeling	Calm, discreet, exact	Warm, open, full of fun
Its line	An Exclusive B2B Platform for Industry Leaders	Feel the EV Future

Both meetings are EVWA. The brand in this book stands above both; each meeting has its own version of the logo, shown on page 31.

OUR NAME

Four capital letters, always.

We write our name the same way in every language, every document and every post.



THE LOGO: ARTWORK ONLY, FROM THE FILES

EVWA

THE NAME IN TEXT: PLAIN LETTERS, THE TEXT FONT

FORM	WHEN TO USE IT
EVWA	Everywhere, after the full name has been given once.
Electric Vehicles World - Antalya	The full name: at the first mention in a document, on covers and in formal text.
EVWA Forum	The March meeting of makers and buyers.
EVWA27	The 2027 edition of the festival: EVWA plus the year, with no space and no apostrophe.
evwa.net	Our web address, in lower case in running text.

- EVWA is always in capitals: never Evwa, E.V.W.A. or E-VWA.
- EVWA is said as one word of two syllables: EV-wah.
- In running text EVWA is plain text. Only the logo files show the logo; nobody retypes it in a font.
- The word festival is used in every language and every market, never show, fair or expo.

02

SECTION 2 OF 6

The logo

Four letters that carry the whole idea: electric, charging, and at home in Antalya.



09 **Anatomy**
Four letters, a bolt and a socket

10 **Construction**
The measures behind the drawing

11 **Versions**
Eight files for every situation

12 **Space and size**
Room to breathe, and the smallest sizes

13 **Misuse**
What we never do

ANATOMY

Four letters, a bolt and a socket.

The EVWA logo is the name itself, drawn letter by letter. Two of the letters carry a sign, and each sign does a job.



1 · THE LETTERS

Round and even

Soft corners and one stroke for all four letters. Friendly and simple, easy to read from across a hall.

2 · THE BOLT

Energy in the V

A lightning bolt stands in the V with a thin channel of white around it. Electricity is part of the name, not added beside it.

3 · THE SOCKET

Charging in the A

The A has no crossbar. In its place sits the face of a Type 2 charging socket, the one every electric car driver in our region knows.

4 · THE COLORS

Three, never more

Terracotta, olive and ochre: the roofs, the groves and the sun of Antalya. Two letters each, and the two signs in ochre.

WHAT IT SAYS AT A GLANCE

01	**Electric**	The bolt says it before a word is read, in any language.
02	**Ready to charge**	The socket is the everyday sign of electric driving: familiar, practical, friendly.
03	**From Antalya**	The warm colors belong to this coast, and to no other event in our industry.

CONSTRUCTION

The measures behind the drawing.

The logo is supplied as finished artwork and is never redrawn. These measures explain it, and let anyone check that a file is true.



MEASURE	VALUE
Letter height	H, the unit for every other measure. All four letters stand between one top line and one baseline.
Stroke	One sixth of H, the same in every letter.
The bolt	As tall as the letters and a little more: its tip rises just above the top line. The white channel around it is one thirtieth of H.
Proportion	The whole logo is 4.07 times as wide as it is high.

THREE CHECKS FOR ANY FILE

01	**The proportion**	Measure the width and the height. The width is 4.07 times the height, never more, never less.
02	**The bolt**	Its tip stands a little above the top line of the letters, and a white channel runs all around it.
03	**The socket**	A flat top and seven contacts in rows of two, three and two. If one is missing or filled, the file is wrong.

The master files are built from these measures by a script, so every copy is the same drawing.

VERSIONS

Eight files for every situation.

Use full color wherever you can. When printing allows one color only, or the ground is dark, choose from the versions below. Never invent a new one.



FULL COLOR · FIRST CHOICE



REVERSED · LIGHTER TINTS ON DARK



OLIVE, ONE COLOR



TERRACOTTA, ONE COLOR



BLACK, ONE COLOR



WHITE ON TERRACOTTA



WHITE ON OLIVE



COLOR ON A WHITE PANEL

VERSION	USE IT FOR
Full color	Every document, page, product and sign on white or a light ground.
Reversed	Dark grounds: screens, stages and calm, dark parts of a photograph. The three colors are lightened so they hold.
One color	Stamps, embroidery, engraving and single-color print: olive first, then terracotta, then black.
White	On terracotta, on olive or on a photograph, where color would not read.

SPACE AND SIZE

Give it room to breathe.

Clear space keeps the logo legible and lets the bolt and the socket be seen.



X IS HALF THE HEIGHT OF THE LETTERS, ON EVERY SIDE

SMALLEST IN PRINT

20 mm

EVWA

SMALLEST ON SCREEN

80 px

EVWA

No text, picture, rule or other logo enters the clear space. Below the smallest size the contacts of the socket close up, so the logo is never used smaller.

WHERE	WIDTH OF THE LOGO
Document cover	110 to 130 mm
Document header	23 mm
Letterhead	38 mm
Business card	30 mm
Website menu	110 to 140 pixels
Profile picture	The full logo centered on white, 80 percent of the square

PLACEMENT

Top left first

On pages and screens the logo sits at the top left. On covers and signs it may be centered.

PHOTOGRAPHS

On a calm area

Place the logo on white, on a quiet, even part of a picture, or on a small white panel.

PARTNERS

Side by side

Our logo and a partner's stand at equal height, never joined, never inside one frame.

MISUSE

What we never do.

The logo is one drawing. Every change, however small, weakens the recognition we build with each person who meets it.



NEVER STRETCH OR SQUEEZE IT



NEVER ROTATE OR LEAN IT



NEVER CHANGE ITS COLORS



NEVER ADD A SHADOW, GLOW OR OUTLINE



NEVER PLACE IT ON A BUSY PICTURE



NEVER SET IT INSIDE A SHAPE



NEVER RETYPE IT IN A FONT



NEVER FADE IT OR SET IT BEHIND TEXT



NEVER CROP IT

- Never add a fifth letter, a word or a line to it.
- Never add a fourth color, a gradient or a texture.
- Never rearrange the letters, change their order or stack them.
- Never use the earlier blue and copper logo. It is retired.

WHEN IN DOUBT

Use the files exactly as supplied in the brand folder, in the version that fits the place. If none fits, ask before making a new one.

03

SECTION 3 OF 6

Color

Three colors from the land around Antalya, and the quiet colors that let them work.



15 **The palette**
Terracotta, olive and ochre

16 **Color in use**
How much of each, and which pairs read well

THE PALETTE

Terracotta, olive, ochre.

Our three colors come from the land around Antalya: the tiled roofs of the old town, the olive and citrus groves, and the sun on stone. They are warm, and nobody else in our industry uses them.

EVWA Terracotta

HEX #C8553D · RGB 200 85 61 · CMYK 0 58 70 22

The lead color. The letters E and W, headline accents, large numerals, short rules.

EVWA Olive

HEX #5C6B2A · RGB 92 107 42 · CMYK 14 0 61 58

The steady color. The letters V and A, labels, links, the top rule of a tile.

EVWA Ochre

HEX #D49B3A · RGB 212 155 58 · CMYK 0 27 73 17

The spark. The bolt and the socket, small squares and bullets. Never used for text.

QUIET COLORS

Ink #262A1E
All reading text and headlines

Stone #6B6E60
Secondary text, footers, labels

Line #DAD8CC
Thin rules and borders

Ivory #FAF7F0
Soft panels, a pale tint only

FOR TEXT AND FOR DARK GROUNDS

Terracotta Text #A8432E
Terracotta deep enough for small text

Night #20261A
Dark grounds on screen

Light tints #E27D62
On Night: #E27D62, #AEBB6B, #E6B85C

Print values are starting points. Confirm them with the print shop on the first proof.

COLOR IN USE

Mostly white, a little color.

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



White and Ivory, about 82 percent

Terracotta 7 · Olive 6 · Ochre 2 · Ink 3

PAIRING	CONTRAST	USE
Ink on white	**14.7 : 1**	Reading text and headlines
Olive on white	**5.8 : 1**	Labels, links, short text
Terracotta Text on white	**6.0 : 1**	Labels and short lines in terracotta
Terracotta on white	**4.4 : 1**	Large type and numerals only, 18 points and above
Stone on white	**5.2 : 1**	Secondary text, footers
White on Olive	**5.8 : 1**	Buttons and small labels on screen
Ochre on white	**2.5 : 1**	Never for text: shapes and bullets only

ON PAPER

- The ground is white, on every page, cover included.
- No full pages, bands or panels of solid color: they print badly on office printers.
- Color goes into type, thin rules and small squares.
- A panel that must stand out gets a thin line or the pale Ivory tint.

EVERYWHERE

- Three colors, never a fourth, and never a gradient.
- Terracotta leads; olive steadies; ochre is used least.
- Never place terracotta type on olive, or olive on terracotta.
- Photographs supply the blues and greens of sea and sky.

04

SECTION 4 OF 6

Type and voice

Two typefaces, one short scale, and a voice that is clear, sure and welcoming.



18 **Typefaces**
Bricolage Grotesque and Inter

19 **The type scale**
Sizes, weights and rhythm

20 **Voice**
How EVWA speaks

21 **Style sheet**
Small rules, kept every time

TYPEFACES

One to announce, one to explain.

EVWA uses two typefaces. A condensed display face gives our headlines their energy; a clear text face carries the reading.

DISPLAY · HEADLINES, NUMERALS, LABELS

Bricolage Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ÇĞİÖŞÜ çğıöşü

Condensed Bold, for headlines and numerals and, in spaced capitals, for labels.

TEXT · READING, TABLES, FORMS

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ÇĞİÖŞÜ çğıöşü

Regular for reading text, SemiBold for emphasis. Both typefaces are free and open, so every partner and printer can use them.

Feel the EV Future.

WHERE	TYPEFACE
Designed documents and the website	Bricolage Grotesque and Inter, as shown here.
Word and office files	Arial Narrow Bold for headlines and Arial for text, which every computer has.
Email	The reader's own text font. The logo is attached as a picture in the signature.
Other alphabets	Both typefaces cover Turkish, German, Polish and the other Latin languages of our visitors. Russian and Arabic text use a matching family chosen for each document.

THE TYPE SCALE

A short scale keeps every page calm.

Nothing in print is set smaller than 10 points. Reading text is never smaller than 11, and nothing on screen is smaller than 14 pixels.

LEVEL	SAMPLE	SETTING
Section title	**The logo**	Display Bold, 45 pt
Headline	**Give it room to breathe.**	Display Bold, 27 pt, one word in terracotta
Tile title	**Energy in the V**	Display Bold, 15.5 pt
Lead	The first lines of a page, a little larger.	Inter Regular, 13.6 pt
Text	Reading text, set for comfort.	Inter Regular, 11.5 pt, lines of 60 to 75 characters
Label	SMALLEST IN PRINT	Display Bold capitals, 10 to 10.5 pt, spaced wide
Numeral	04	Display Bold, terracotta

RHYTHM

- Every page opens with a small label, then a headline, then a lead.
- One word of a headline may be terracotta; never more.
- Paragraphs are separated by space, never by indents.
- Headlines are set in sentence case and end with a period.

RULES AND SQUARES

- Thin rules in Line separate; a thick short rule in terracotta opens a page.
- A tile carries a colored rule along its top, never a filled box.
- A small ochre square opens a label; small terracotta or olive squares open the lines of a list.
- Large numerals number sections, steps and lists.

VOICE

Clear, sure and welcoming.

EVWA speaks like a confident host who knows the electric vehicle world well: plain words, facts first, and a welcome for everyone.

Clear

Short sentences, plain words. We explain how things work and what people gain, in language every visitor and every buyer understands.

Confident

We state what we do without hedging. We explain a claim; we never defend it and never shout it.

Objective

The same public guidance to makers and buyers alike. We never rank makers, and we never take sides in a deal.

Welcoming

At the festival we are warm and full of fun; at the Forum we are calm and discreet. Both are EVWA.

WE SAY	WE AVOID
Festival, every time and in every language	Show, fair or expo, for the festival
Makers and buyers	Exhibitors and visitors, for the Forum
Electric vehicles, EV	E-cars; e-mobility as a name
Meet, see, try, drive	Hype: revolutionary, game-changing, disruptive
Charging made easy	Range worry, countdowns, waiting
Plain words anyone can follow	Technical terms left without an explanation

> **We give them a platform. They announce.**

EVWA never announces a deal. An agreement belongs to the two companies that made it, and they choose whether and when to speak.

STYLE SHEET

Small rules, kept every time.

These are the details that make many writers sound like one voice.

TOPIC	RULE
Name	Electric Vehicles World - Antalya in full at the first mention, then EVWA.
Editions	EVWA27 for the 2027 festival: no space, no apostrophe.
Forum	EVWA Forum, with its line: An Exclusive B2B Platform for Industry Leaders.
Festival line	Feel the EV Future. It belongs to the festival, not to the Forum.
Festival claim	The Most Enjoyable Family EV Festival in the World.
Place	Antalya, Türkiye, with the dots on the ü.
Language	American English: color, center, program, traveler.
Numbers	Arabic numerals: 1, 14, 2027. Only figures whose source we can show.
Dates	Day, month, year: 30 September 2027.
Money	Euro only; a price in lira only as a guide for local visitors.
Punctuation	No dashes between clauses and no exclamation points.
Logo	We say logo. We never call it by any other word.
Others	We never name other events or competitors in what we publish.
Privacy	Meetings are private. We never publish terms, prices of deals or who met whom.
Web	evwa.net in running text; EVWA.NET in capitals only in designed lines.
Owner	The Antalya Global Foundation (AGF), registered in the United States and in Türkiye, with offices in San Diego, USA, and Antalya, Türkiye.
Headlines	Sentence case, never all capitals. A designed headline ends with a period.

When the style sheet is silent, choose the plainer word and write it the way you would say it to a guest.

05

SECTION 5 OF 6

Pictures

Real people, real vehicles and the light of Antalya.



23 **Our way of seeing**
What every EVWA picture has, and never has

24 **The Forum**
Calm, private, exact

25 **The festival**
Open, warm, busy

26 **Products**
Up close, in real hands

OUR WAY OF SEEING

Bright, clean and full of people.

EVWA pictures show real electric vehicles, real products and real people in the light of Antalya. They leave room for the words, and they need no caption.





ALWAYS

Light, people, place

Natural light, clear subjects, the coast and the city of Antalya, people of every age and origin enjoying the day.

NEVER

What stays out

Religious symbols or buildings, towers, flags, readable text, other companies' logos, real car brands, alcohol, or a caption under a picture.

VEHICLES

Clean and whole

Shown complete and in good light. Charging is shown as easy and calm, never as a countdown or a wait.

CHECKED

One by one

Every picture is checked at full size before use, and each is used in one place only across our documents.

Our events serve no alcohol, so no picture shows it: tables carry water, juice, tea and coffee. Until our own photographs exist, we use the EVWA picture library, made for EVWA and checked one by one.

THE FORUM

Calm, private, exact.

Tables for two, light from the sea, people in real conversation.







Forum pictures are quiet: few people in each, natural light, papers and products on the table, never a crowd around a deal.

THE FESTIVAL

Open, warm, busy.

Families, vehicles and light, from the morning into the night.







Festival pictures are full: many people, many ages, movement and color, with a vehicle or a product somewhere in every frame.

PRODUCTS

Up close, in real hands.

Chargers, cables and vehicles, shown clearly and with the people who use them.







Product pictures show the thing at work and a person beside it. No studio shots on white, and no brand badge that is not our own.

06

SECTION 6 OF 6

In use

How the logo, the colors and the type come together on paper, on screen and across the EVWA family.



28 **Documents**
One page system for everything we print

29 **Letters and cards**
The stationery

30 **On screen**
The website and social posts

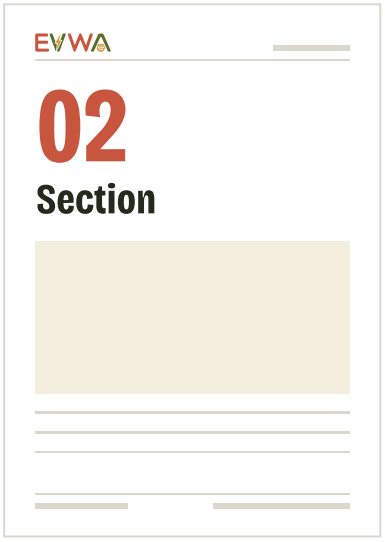
31 **The family**
EVWA, the Forum and the festival

DOCUMENTS

One page system for everything we print.

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







THE PAGE

- A4, white, with wide margins on every side.
- The logo at the top left, 23 mm wide; the section label at the top right.
- A thin rule under the header, opened by a short thick rule in terracotta.
- The footer: page number, month and year, then EVWA, the full name and evwa.net.
- Pictures stay inside the margins and carry no caption.

THE RULES WE PRINT BY

- Page counts in multiples of four, so every document prints as a booklet.
- A white ground on every page, the cover and the back included.
- No large areas of solid color; color lives in type, rules and small squares.
- Nothing smaller than 10 points; reading text at 11 points or more.
- Every page is well filled: space is planned, never left over.

CHECKED BEFORE RELEASE

Every document is checked four ways before it leaves us: the page count, the smallest type, large solid areas, and the words.

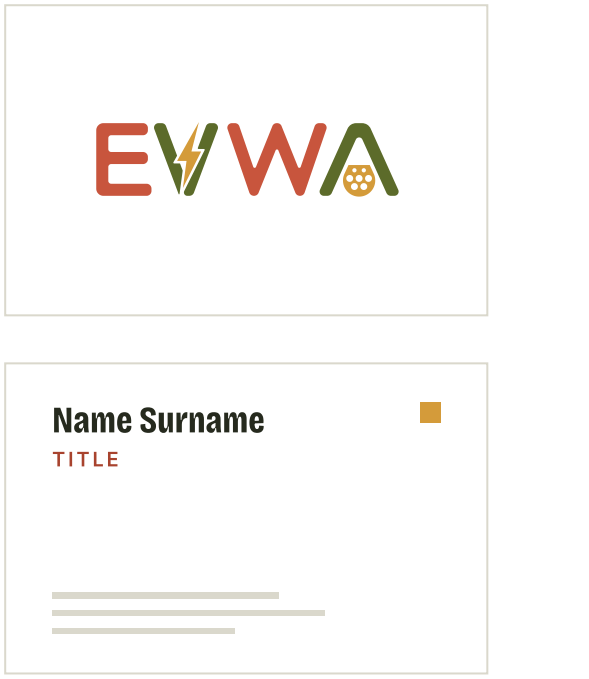
LETTERS AND CARDS

The same hand on every sheet.

Stationery is where partners and officials meet EVWA first. It is plain, white and exact.



LETTERHEAD, A4



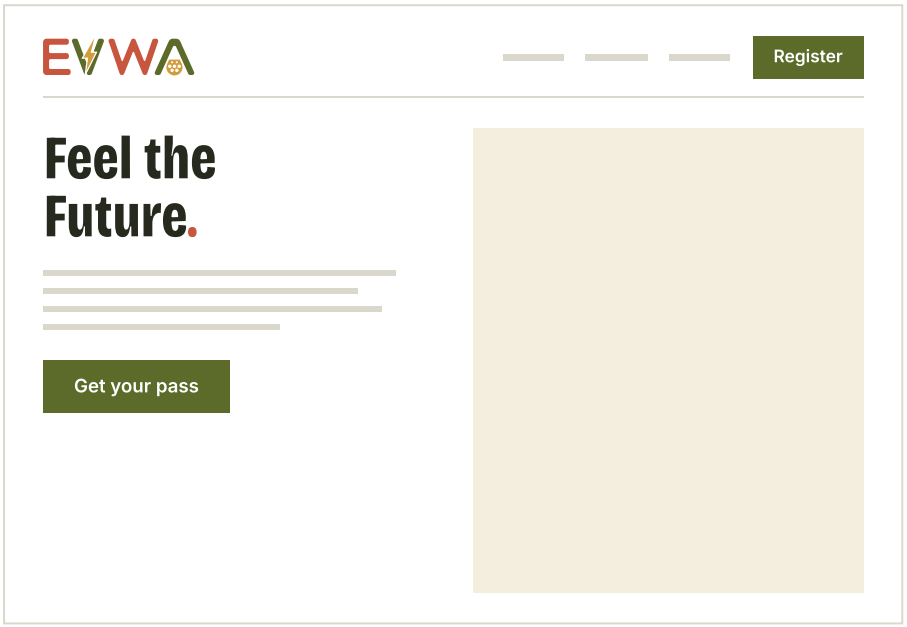
BUSINESS CARD, 85 BY 55 MM, BOTH SIDES

ITEM	SETTING
Letterhead	The logo at the top left, 38 mm wide. Text in Inter, 11 points. At the foot: a short terracotta rule, then EVWA, Antalya, Türkiye and evwa.net.
Business card	One side holds the logo alone, centered, 30 mm wide. The other holds the name in the display typeface, the title in spaced capitals, and the contact lines.
Envelope	The logo at the top left, 30 mm wide, with evwa.net under it. Nothing else is printed.
Email signature	Name, title, EVWA, evwa.net, in the reader's text font, with the color logo as a picture 120 pixels wide.
Badges and passes	The logo at the top; the person's name in the display typeface; one colored rule shows the kind of guest.

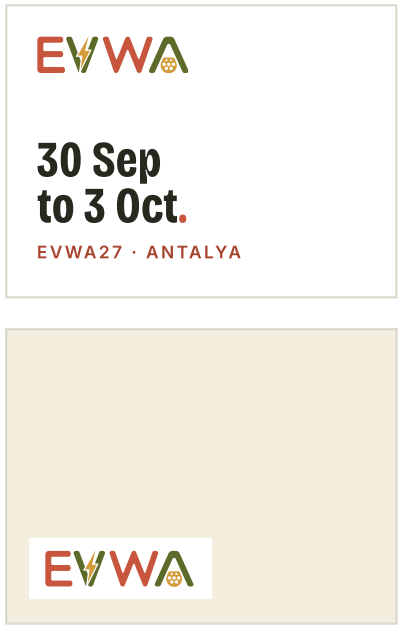
ON SCREEN

White pages, clear steps.

On the web the brand keeps its white pages and its order. Olive guides the eye to the next step; terracotta gives headlines their accent.



THE WEBSITE



SOCIAL POSTS

ELEMENT	TREATMENT
Background	White; Ivory for soft panels; Night for the footer and dark sections.
Logo	Full color in the menu; reversed on Night.
Headlines	Bricolage Grotesque, condensed Bold, Ink, with one word or the period in terracotta.
Reading text	Inter Regular, Ink, at 17 pixels or more.
Buttons and links	Olive with white text; links in olive, underlined.
Social posts	A white card with the logo, or a photograph with the logo on a small white panel. Never text typed over a busy picture.
Motion	Calm and short: a fade or a slide. Nothing bounces, flashes or spins, and the logo itself never moves.

THE FAMILY

EVWA, the Forum and the festival.

EVWA is the brand above its two meetings. Each meeting carries its own version of the logo, so people know at once which one they are looking at, and see EVWA behind both.



EVWA · THE BRAND ABOVE BOTH



EVWA27 · ONE EDITION OF THE FESTIVAL



EVWA FORUM · THE NAME IN OLIVE



EVWA FESTIVAL · THE NAME IN TERRACOTTA

- Both versions keep the EVWA logo exactly as it is: the same letters, bolt, socket and colors.
- Under the logo each adds its name in the display typeface, in capitals, spread to the full width of the logo: FORUM in olive, FESTIVAL in terracotta.
- The name stands a quarter of the letter height below the logo and is a third as tall, its first and last letters in line with the E and the A.
- An edition adds its two-digit year after the logo, as tall as the letters: EVWA27. In text it is written without a space.
- Smaller than 35 mm in print or 140 pixels on screen, use the EVWA logo alone.

The family versions are supplied as finished files beside the logo, in the same eight versions. Nobody retypes or rebuilds them.

THE BOOK ON ONE PAGE

If you remember six things.

Everything in this book, in six lines.

01	**The name**	EVWA, in four capital letters. Electric Vehicles World - Antalya in full, once, at the first mention.
02	**The logo**	Four letters, a bolt in the V, a socket in the A. Used from the files, with room around it, never changed.
03	**The colors**	Terracotta, olive and ochre on a white page. Three colors, never a fourth.
04	**The type**	Bricolage Grotesque to announce, Inter to explain. Nothing smaller than 10 points.
05	**The voice**	Clear, sure and welcoming. Facts first, no hype, and meetings stay private.
06	**The pictures**	Real people and real vehicles in the light of Antalya. No caption, no alcohol, no other brand.

WHERE THE FILES ARE

THE LOGO

Finished files

Eight versions, each as SVG, PDF and PNG, for screens and for print. Ask for the EVWA logo folder.

COLORS AND TYPE

One small file

The color values in this book as a token file, and the two typefaces, both free and open.

PICTURES

The EVWA library

Pictures made for EVWA and checked one by one. Each is used in one place only.

EVWA

Electric Vehicles World - Antalya
Antalya, Türkiye
evwa.net
EVWA is owned by the Antalya Global Foundation.