

SABANCI UNIVERSITY VAVCD Department Project Studio Fall 2009 Student Projects

Instructors ELIF AYITER ONUR YAZICIGIL

Teaching Assistants EMRE PARLAK MURAT DURUSOY In VA301 PROJECT STUDIO course offered in FALL 2009 students developed and created a corporate identity which they collectively decide the corporations.

The imaginary corporate identities for this semester are, a second hand design and clothing store called BIT PAZARI, and a chinese cuisine restourant ÇUBUK.

In the brief of BIT PAZARI, students expected to create a corporate identity to a store which is a boutique store whose target audience is young adults. The products consists of extraordinary, hand-made products which can be fresh of the oven, or second hand.

On the other hand for the ÇUBUK, a Chinese Cuisine franchise, students expected to create a corporate identity aiming at people over 15 who has mid-level income.

In the light of these briefs, students started the design process with creating a logotype for the label. After that, they designed business cards and stationaries for the companies. Besides that, students prepared a supposed identity manual for their corporate identities.

Design ELVİN AKKAN

Principal Type ALBER and CUSTOM



Design CEYLAN ALP

Principal Type LETTER GOTHIC and CUSTOM



Design GİZEM APAK

Principal Type GILL SANS and CUSTOM



Design

Principal Type GILL SANS and CUSTOM

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Çubuk Gida ve Eglence Isletmeleri A.S.

Telefon: 0090 (0212) 259 55 55-56

URL: www.cubuk-ist.com

Çubuk Restoran

Muallim Naci Cad. Katmer Sok. No: 5 Ortaköy

Client ÇUBUK

GİZEM APAK

Design YAĞMUR BAŞPINAR

Principal Type AVENIR and CUSTOM



Design EZGİ GİZEM DAĞCI

Principal Type ANIVERSE and CUSTOM



Design DİLARA IRMAK

Principal Type NEWS 702 BT and CUSTOM

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	Atatürk cad. Hacı T +90 212 345 İşhanı No:231 F +90 212 345 34549 Levent İstanbul E email@cubu	7782

Design DILARA IRMAK

Principal Type NEWS 702 BT and CUSTOM



Design ZEYNEP KINLI

Principal Type MYRIAD and CUSTOM



Design ZEYNEP KINLI

Principal Type MYRIAD and CUSTOM



Design SERTAÇ SEKMEN

Principal Type FRANKLIN GOTHIC and CUSTOM



Design MERVE SERT

Principal Type ALBER and CUSTOM



Design BARIŞ YILMAZ GÜNDÜZ

Principal Type HUMANIST 777 and CUSTOM



Design MERVE YILDIZ

Principal Type FRUTIGER and CUSTOM



Design MERVE YILDIZ

Principal Type FRUTIGER and CUSTOM



Design BERRİN SUN

Principal Type MUSEO and CUSTOM

Client ÇUBUK

çubuk

Sayın Pınar İnci,

Franchise bilgi alma talebiniz doğrultusunda aşağıdaki bilgileri şahsınıza sunarız.

İstanbul genelinde toptan ve perakende franchise ortakları aramaktayız. Anahtar teslim işinizi şirketimiz kurmaktadır. Franchise bedeli anlaştığımız taktirde anlaşmalı bankalar aracılığıyla kredilendirilecek ve ödemeler aylara bölünüp cironuz üzerinden kesilecektir.

Başlangıç bedeli ve kullanma bedeli alınmayacaktır fakat anlaşma olduğu taktirde kârdan belli bir miktar pay alınacaktır. Bu kâr bedeli anlaşma sırasında belirlenecek olup, sözlesme süresi de anlaşma sırasında belirlenecektir.

çubuk

Personel eğitimi şirl değişimi haklarını e malzemeyi (mutfak sağlayacaktır. Tüm ı yazılımlardan fayda

Bulunduğunuz bölg yapılmadan önce ba

Bilgilerinize arz ede

Ogan Özbay Genel Sekreter

apatily

Çubuk Gida İşletmeleri A.Ş. Nisbetiye Caddesi 22/11 34337 Etiler İstanbul Türkiye Tel: +90212 265 2089/2090

> Çubuk Gida İşletmeleri A.Ş. Nisbetiye Caddesi 22/11 54337 Etiler İstanbul Türkiye Tet: +90212 265 2089/2090 Faks: 0212 265 2091 Urt: http://www.cubuk.com



Ömer Şimşek Genel Müdür

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Design BERRİN SUN

Principal Type MUSEO and CUSTOM



Design GENCAY KARAKUŞ

Principal Type AVENIR and CUSTOM

Client BİT PAZARI

> **bitpazarı** tekstil san. ve tic. ltd. sti. tel :+902122120000 faks :+902122120010

bilpazarı

November 21,2010

Jean E. Robillard, MD Carver Textile 12st Manhattan, NY

Dear Dean Robillard:

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bilpazarı

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Sincerely,

Karakuş, Gencay

bitpazarı tekstil san. ve tic. İtd. sti. levent cad. no:14/5 levent 34330 ist./türkiye t:+902122120000 f:+902122120010 www.bitpazari.com

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Design GENCAY KARAKUŞ

Principal Type AVENIR and CUSTOM



Design RAİF CEYHUN ŞAHİN

Principal Type GOTHAM and CUSTOM

				С	Raif Ceyhun Sahin Muhasebe Müdürü
	Lars Ulrich, A4Tech. Computer Co.			A.	
	Washingtan Dc 34567. Luther A jefferson.	we.		Adres: Nispetiye Caddesi,	Tel. +90 212 267 9842
	Attention Lars Ulrich			Bahtiyar Sokak, Kazan ishani No.18/12 Levent 34343 Istanbul, Türkiye.	Tel. +90 212 267 9842 Fax. +90 212 267 9845 Gsm +90 532 345 5666 http://www.cubuk.com/
	Dear Lars Ulrich				
	[SUBJECT]				
	The main characteristic of f preprinted letterhead) is flu- formal than modified block	BUK			
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	Raif Ceyhun Sahin				
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Design RAİF CEYHUN ŞAHİN

Principal Type GOTHAM and CUSTOM



Design SEDEF AYDOĞAN

Principal Type FRANKLIN GOTHIC and CUSTOM



Design SEDEF AYDOĞAN

Principal Type FRANKLIN GOTHIC and CUSTOM



Design YAMAN TERZİOĞLU

Principal Type CHOLLA and CUSTOM

Client BİT PAZARI

Bit Pazari Tekstil Ltd. Sti

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Yaman Terzioglu

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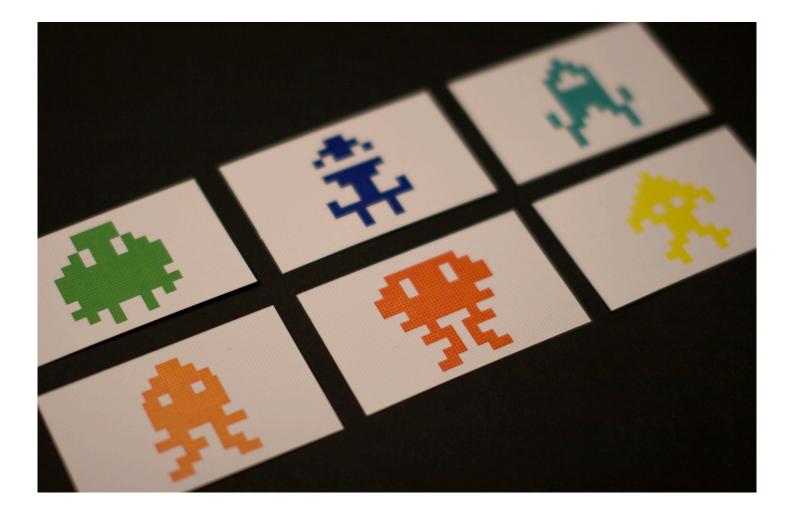
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Design YAMAN TERZİOĞLU

Principal Type СНОLLA and CUSTOM



Design ÖZGÜN KILIÇ

Principal Type UNIVERS and CUSTOM

