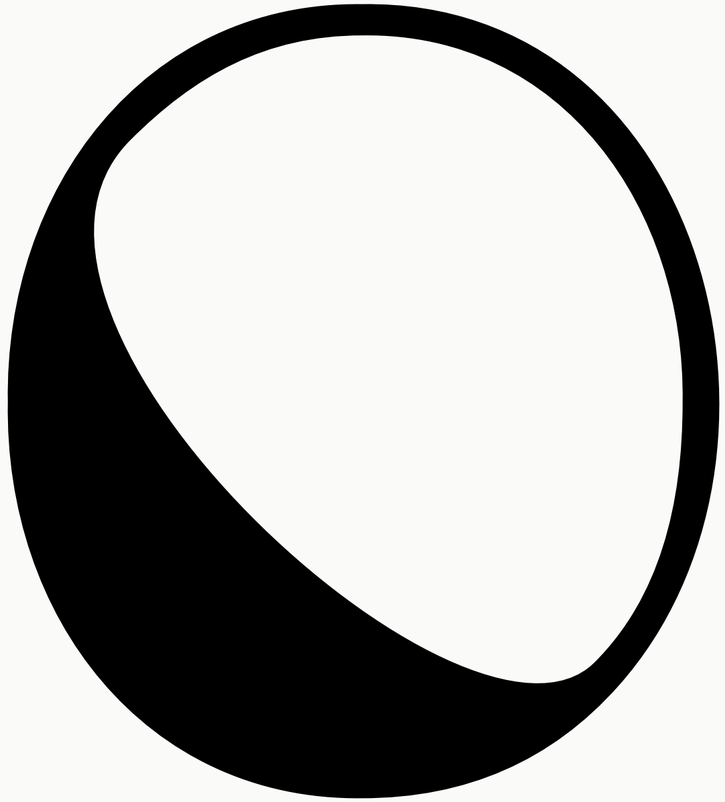
ARTOPIA



BRAND GUIDELINES

Artopia Sanat Galerisi — Visual identity manual, edition 01

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02 Logo

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01

THE BRAND

A quiet frame that lets the art speak first.

Artopia is a gallery identity built on restraint. A single aperture, two neutral tones and a hairline typeface step back so every exhibition can carry its own voice — while the gallery remains recognisable as the signature.

Restraint

Black, paper and space. Nothing competes with the work.

The aperture

One shape that frames, crops and reveals.

Artist first

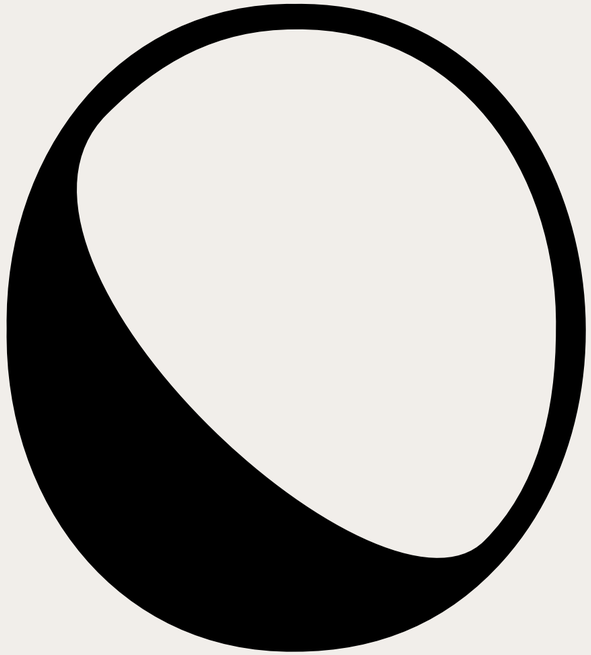
Exhibitions lead; Artopia signs.



LOGO

The Aperture

Taken from the O of the wordmark, the mark is an open ring with a crescent of shadow — a frame, an eye, a moment of light falling on a canvas. It is used alone as the gallery's signature and as the window through which artwork is shown.



The wordmark is drawn in Artopia Sans with the Aperture as its O. Never retype it.

Wordmark — primary



Headers, signage, digital

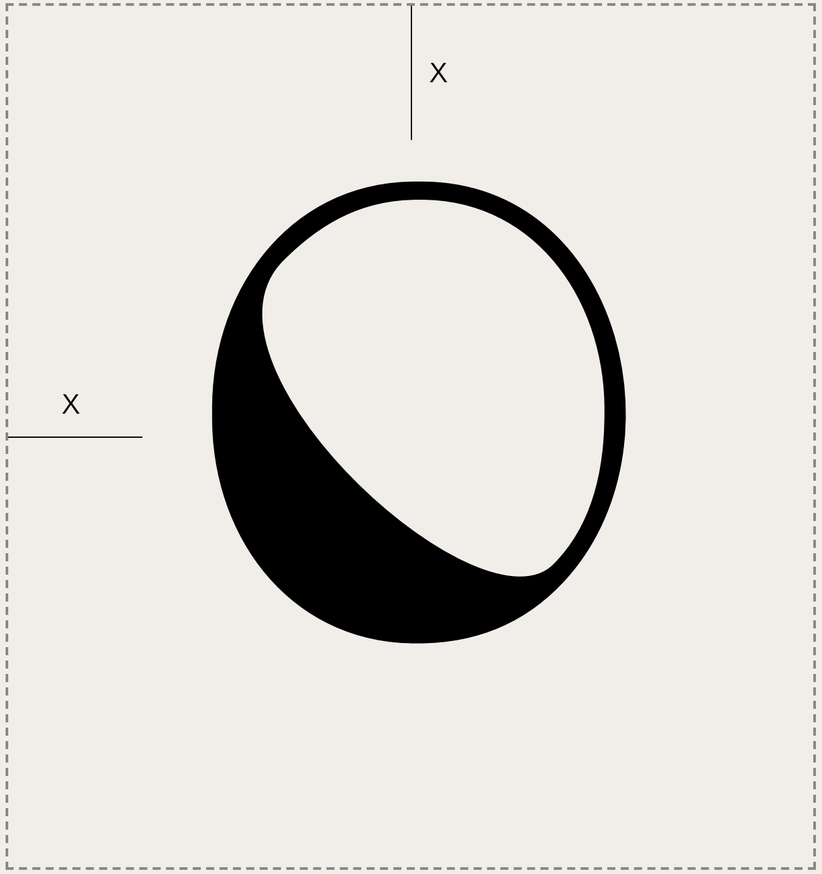
Lockup — with descriptor



Posters, catalogues, stationery

02 — CLEAR SPACE & MINIMUM SIZE

Keep a clear zone of x on every side — x equals one quarter of the mark's width. No text, image edge or graphic enters this zone.



Mark

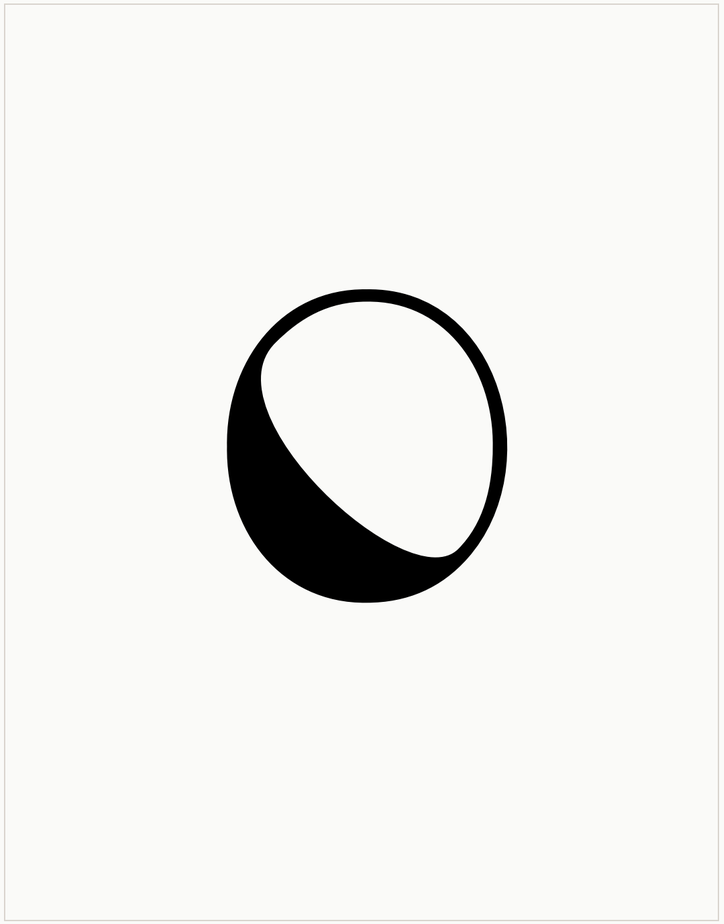
Print 12 mm · Screen 48 px

Wordmark

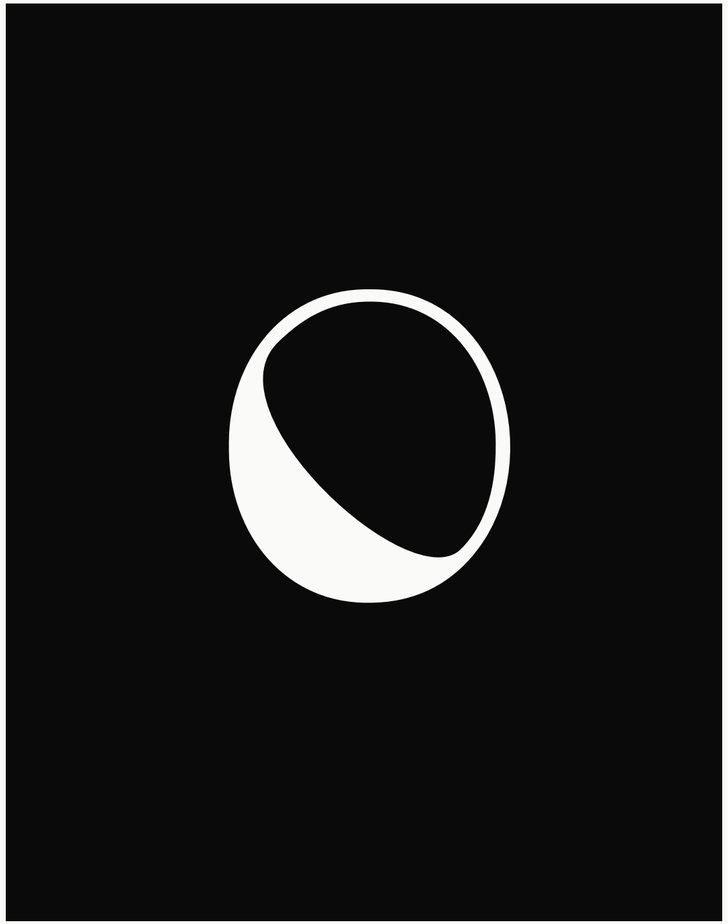
Print 30 mm · Screen 120 px

02 — LOGO COLOUR VERSIONS

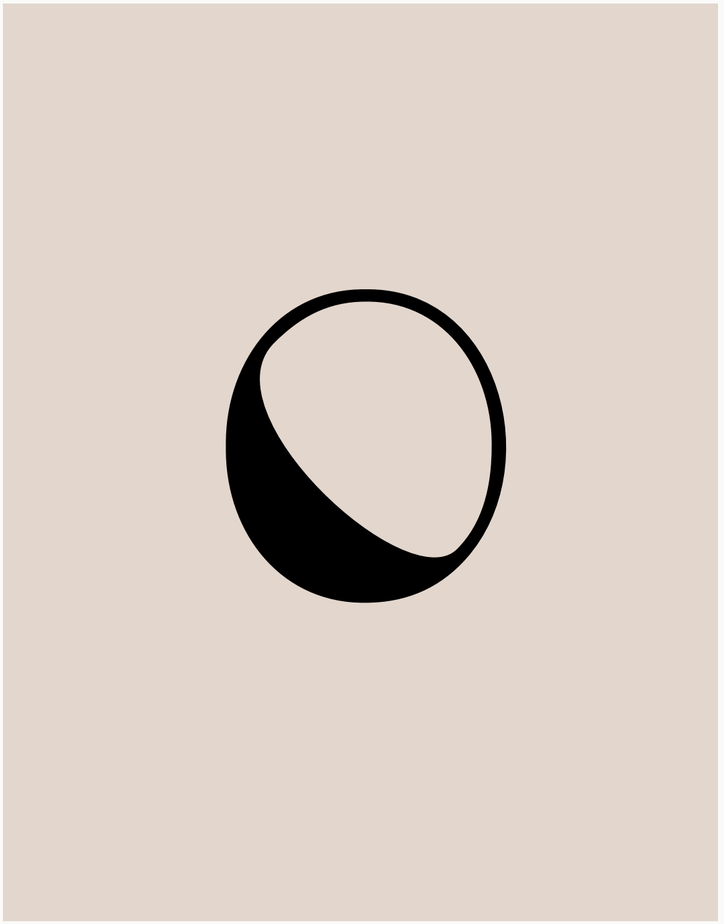
The logo is always a single flat tone: Ink or Paper.



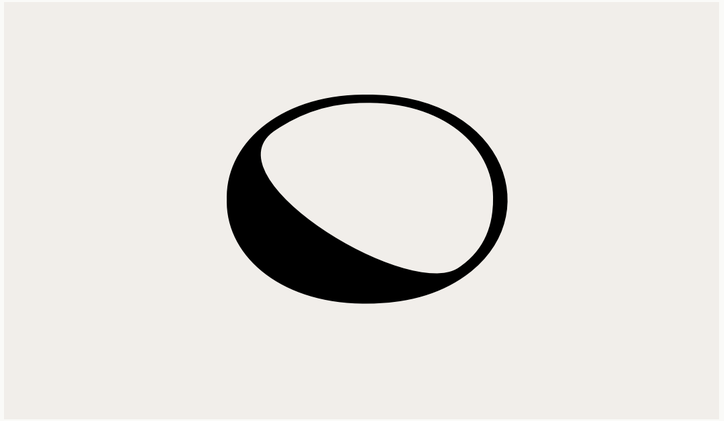
Ink on Paper — primary



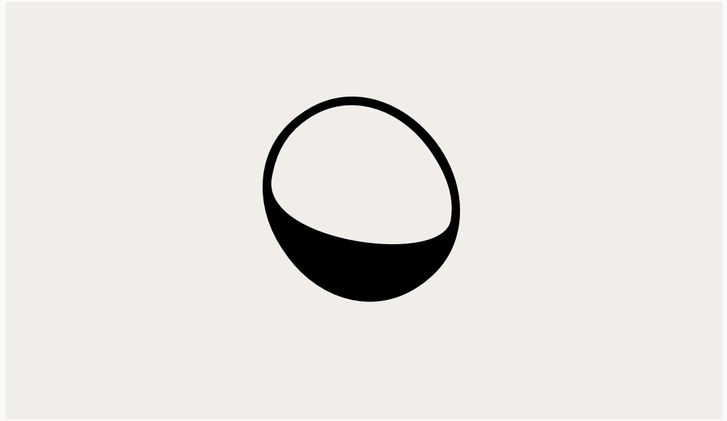
Paper on Ink — reversed



Ink on Canvas — secondary



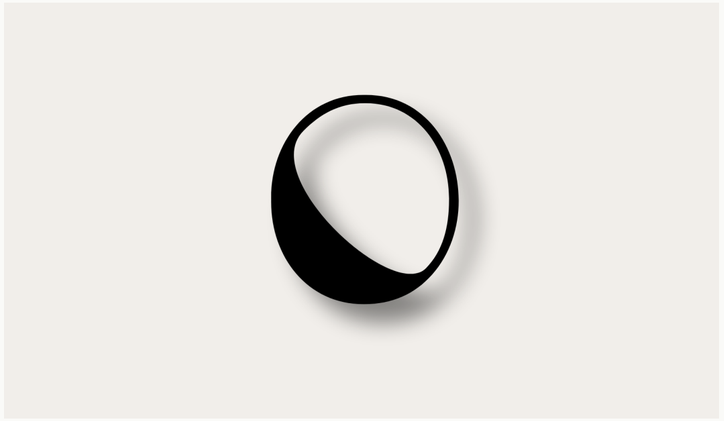
✕ Don't stretch or distort



✕ Don't rotate



✕ Don't recolour



✕ Don't add effects



✕ Don't place on busy imagery



✕ Don't retype the wordmark

03

COLOUR

Monochrome by design — colour belongs to the artwork.

Ink

HEX	#0B0A0A
RGB	11 10 10
CMYK	0 9 9 96
Use	Logo, type, dividers

Paper

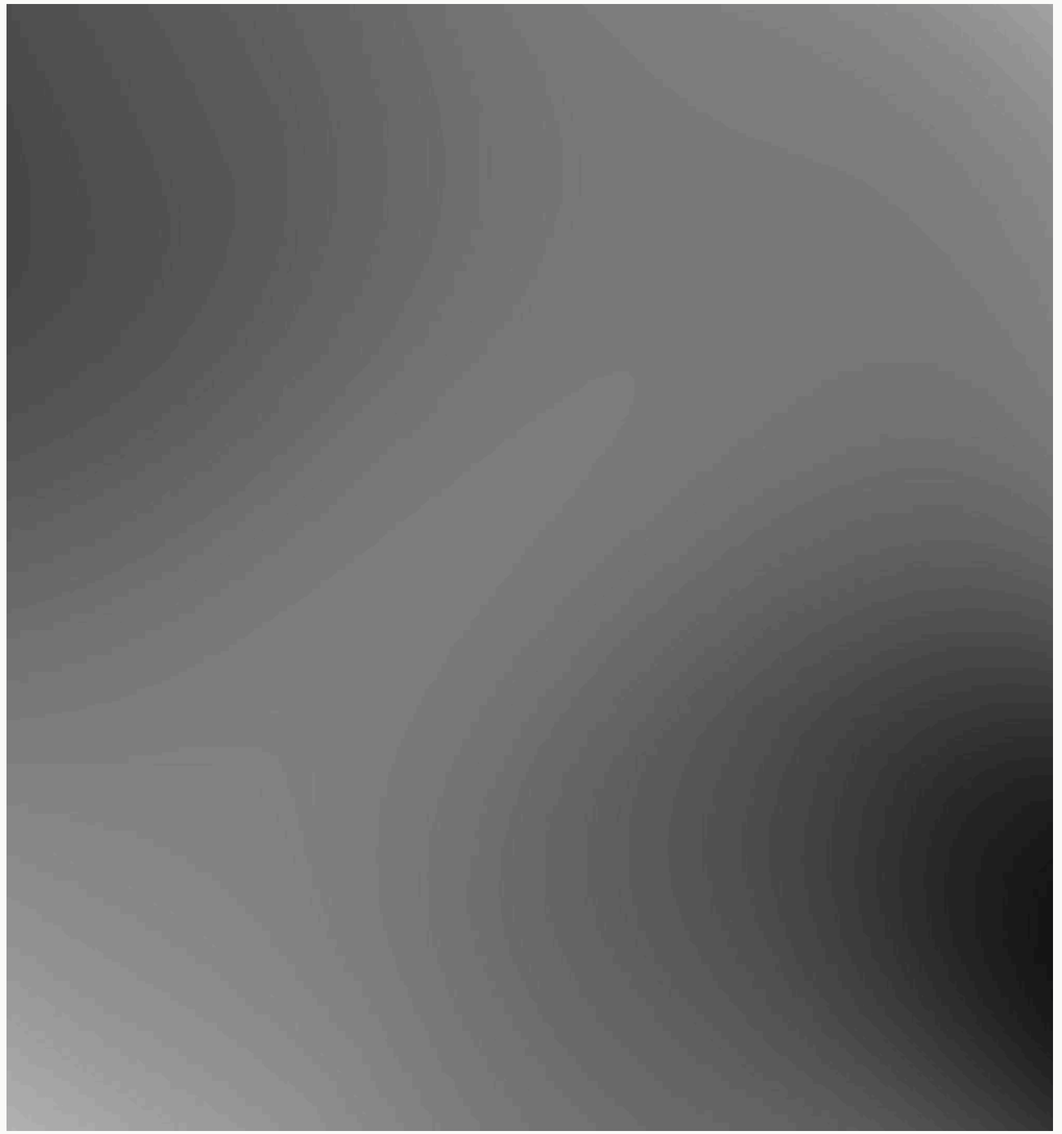
HEX	#FAFAF8
RGB	250 250 248
CMYK	0 0 1 2
Use	Backgrounds, posters

Canvas

HEX	#E2D6CD
RGB	226 214 205
Use	Accent surfaces

Ink dissolving into paper.

The only tonal effect in the system: the Aperture blurred from Ink to Paper. Used as a moving background for opening announcements, screens and social — never behind body text.



04

TYPOGRAPHY

Custom-drawn for Artopia · Full Latin incl. Turkish

Artopia Sans

ABCÇDEFGĞHIİJKLMNOÖPRSŞTU
ÜVYZ abcçdefgğhıijklmnoöprsştuüv
yz 0123456789 &?!@

A hairline geometric sans with sharp apexes and open counters. Use for headlines, exhibition titles and signage at 48 pt and above — never for running text.

Neue Haas Display

The workhorse for information: artist names, dates, wall texts, captions and digital UI. Light is the house weight.

Thin	Sanat Galerisi
Light — house	Sanat Galerisi
Roman	Sanat Galerisi
Medium	**Sanat Galerisi**

Title · Artopia Sans

İBRAHİM ÇALLI

Subtitle · NHD Light 48

Resim Sergisi

Info · NHD Light 32

13 Temmuz – 18:00

Caption · NHD Roman 24

İbrahim Çallı, Portrait of a Young Man, oil on canvas. Courtesy of the collection.

Two faces, few sizes. Uppercase for names and titles, sentence case for everything else. Tracking stays at zero; the hairline does the work.

05

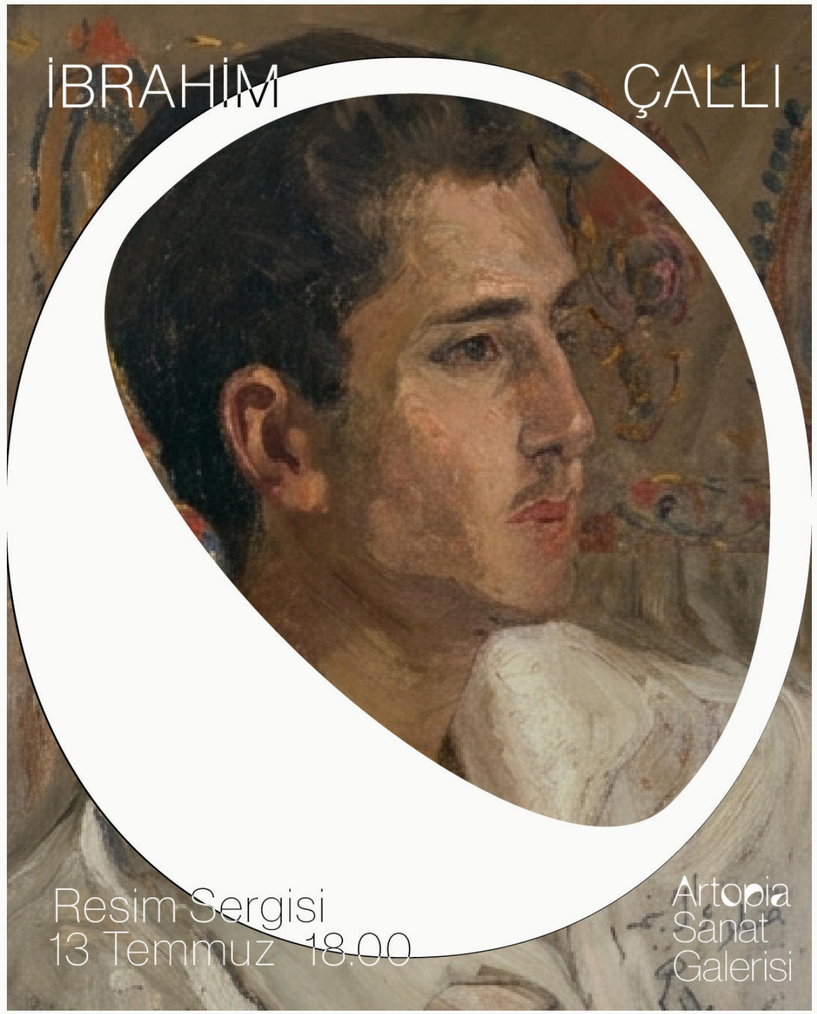
APPLICATIONS

1 Artist name split across the top edge.

2 Artwork revealed through the Aperture — as a ring or a solid crop.

3 Event info bottom left, lockup bottom right.

4 4:5 ratio, Paper background.







Repetition at scale — the Aperture becomes a pattern on the street.

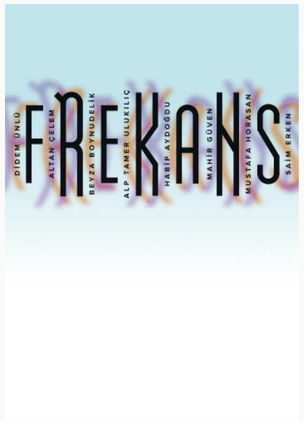
A lighter hand for workshops.

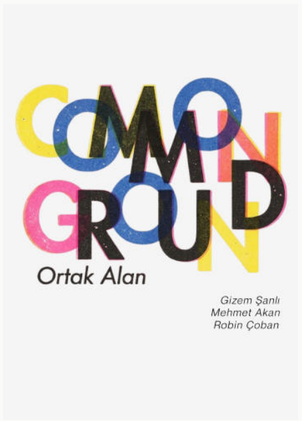
Programmes for the public use single-weight line illustration, a star in place of the mark, and the same hairline type. Ink on Paper only.

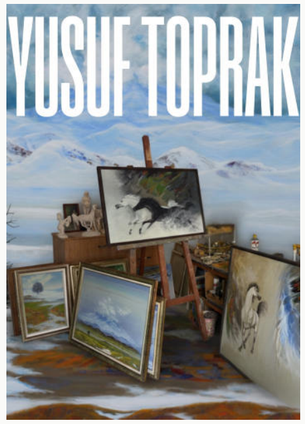


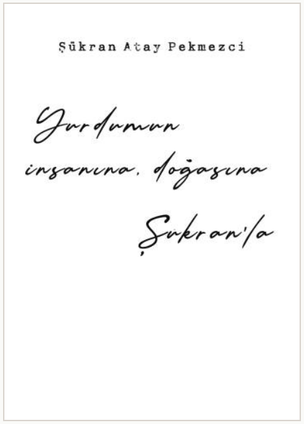


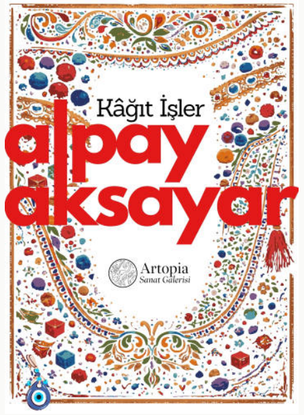
The artist leads the cover. Artopia signs it.













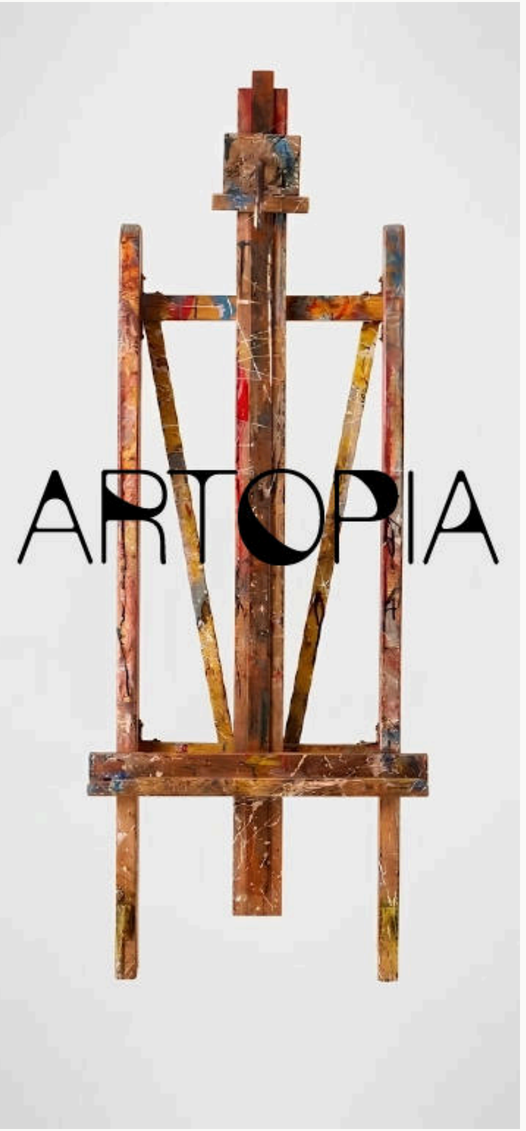


05 — ART DIRECTION

Photograph the object, not the room. Soft daylight, neutral grounds, generous negative space and close details of surface and frame.







06

SPACE

The room is the frame.

The gallery and its window follow the same rule as the identity: step back so the art stays at the centre. The space is designed as a quiet frame, and Artopia is recognised by how calm it feels.

Quiet surfaces

White walls, a dark grey floor, a black ceiling. Nothing in the room competes with the work.

Light on the work

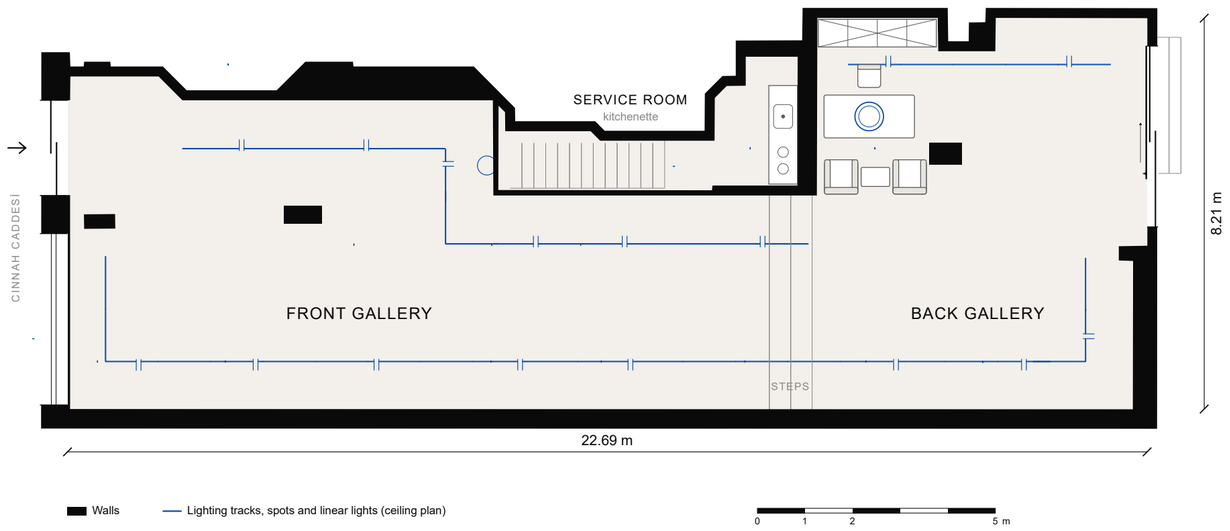
Track spots for the art, linear light for the room. The work is always the brightest thing.

A sequence, not a hall

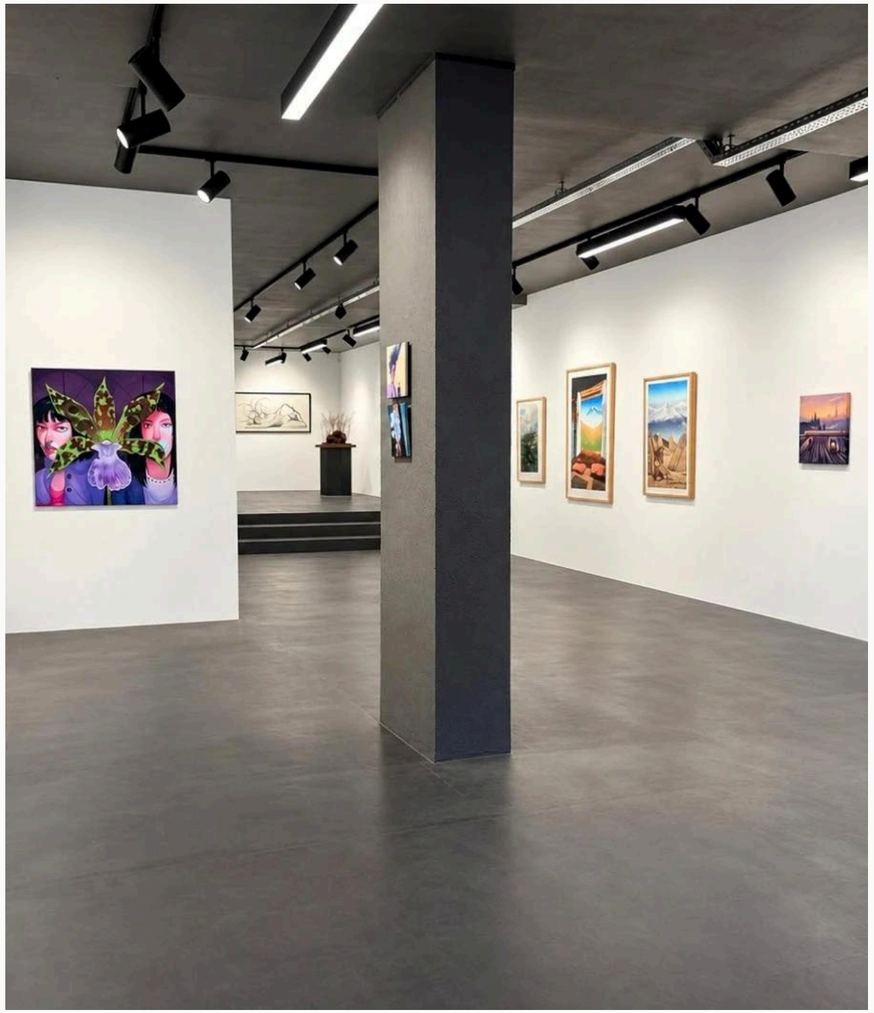
Rooms and walls are arranged so a show unfolds in order, from the street to the last work.

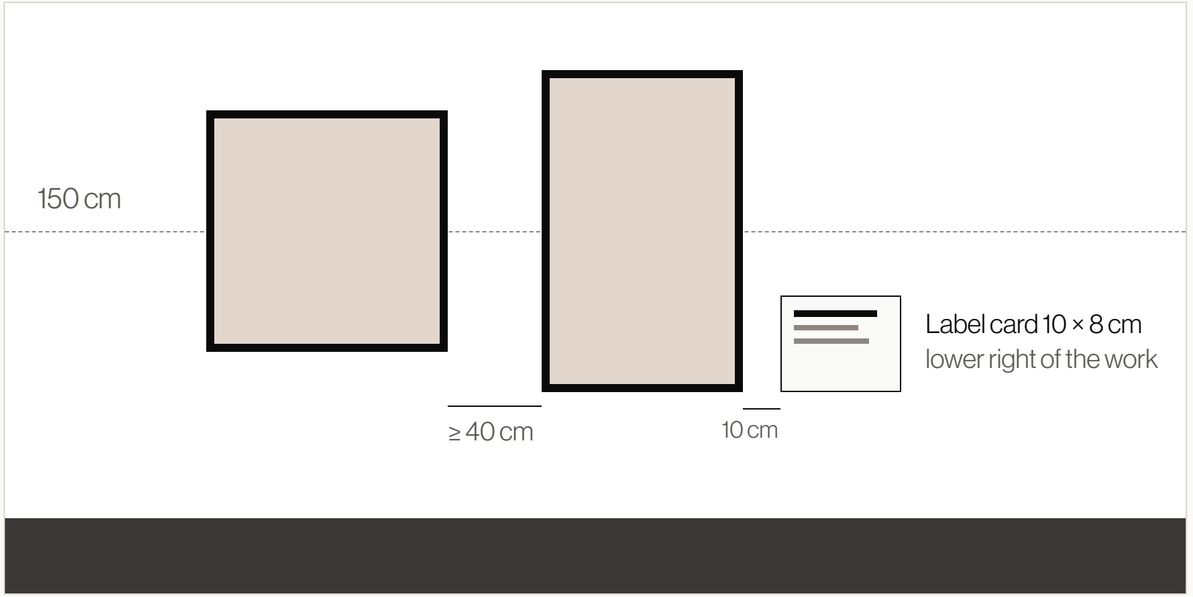
Cinnah Caddesi, Ankara · about 22 m long · two rooms divided by a new partition wall

Plan with lighting



Street window · front gallery · steps · back gallery · back room





1 Hang on one centre line, 150 cm from the floor.

2 Keep at least 40 cm between works; one work per wall when it needs the room.

3 Each work has a 10 × 8 cm label card at its lower right, 10 cm from the frame.

4 The show title opens the first wall in Artopia Sans; all other text is NHD Light.

Wall title	LIVING WITH ART
Label card	Artist name, Title, 2025 — oil on canvas, 100 × 120 cm

06 — WINDOW & FACADE

The window is the first poster.

The name sits on the facade in Artopia's letters. Each exhibition takes over the street window with its own graphics, so the show is announced before the door opens.







artopiasanat.com