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# **BRAND AND LOGO USAGE INSTRUCTIONS**

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## 1. PURPOSE

This instruction aims to explain the requirements for the use of the TÜRKAĞ brand and logo during inspection activities carried out within ESTKOM Energy.

## 2. RESPONSIBILITIES

ESTKOM Energy staff and customers

## 3. DOCUMENTS

R10.06 Conditions Guide for the Use of TÜRKAĞ Accreditation Mark by Organizations Accredited by TÜRKAĞ


## 4. DETAIL OF THE INSTRUCTION

### 4.1 Inspection Activities

#### Logo and Brand Usage

- TÜRKAĞ Accreditation Mark R10.06 is used in the format, size and color described in detail in the Conditions Guide for the Use of TÜRKAĞ Accreditation Mark by Organizations Accredited by TÜRKAĞ.
- If the TÜRKAĞ Accreditation mark is printed on a consumable material no larger than A4 size, its width cannot be larger than 30 mm, provided the aspect ratio is fixed.
- TÜRKAĞ Accreditation Mark can also be used on stationery materials. However, the brand; It is used together with ESTKOM Energy's logo or name on the printed document and cannot be more dominant than the ESTKOM Energy logo or name.
- TÜRKAĞ Accreditation Mark cannot be used in the form of embossing or hologram.
- Reproductions of the TÜRKAĞ Accreditation Mark in electronic media are accepted provided that the TÜRKAĞ Accreditation Mark meets the conditions listed below in addition to all the conditions in the relevant guide.
  - a) ESTKOM ENERJİ 's accreditation number is written centrally under the brand.
  - b) There has been no tampering with the TÜRKAĞ logo.
  - c) No changes have been made to the format of the brand.
  - d) document background on which the TÜRKAĞ Accreditation Mark will be used is colored, the TÜRKAĞ Accreditation Mark is framed with a white background.
  - e) Trademarks prepared in computer environment are prepared within the framework of the formats specified in the relevant guide or within the framework of the formats provided by TÜRKAĞ in electronic environment.
  - f) ESTKOM Energy uses the TÜRKAĞ brand and logo on certificates as in the sample image below, if the inspections carried out within the scope of Accreditation are successful.



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- ESTKOM Energy uses the TÜRKAK brand and logo in reports as in the example image below, in case the inspections carried out within the scope of Accreditation are successful/unsuccessful.





## İÇİNDEKİLER

A. Test Katılımcı Listesi	...
B. Teknik Veriler	...
C. Aşırı İkaz Bölgesi Testleri	...
D. Düşük İkaz Bölgesi Testleri	...
E. Reaktif Güç Desteği Sağlanmasına Dair Performans Testlerinin Değerlendirmesi	...
F. Sonuç	...

### **EKLER:**

1. Generatör Yüklenme Eğrisi (... sayfa)
2. CSV Formatındaki Ham Dataları (Kayıt Dosyaları), PDF formatındaki imzalanmış Reaktif Güç Desteği Sağlanmasına Dair Performans Testleri Tutanağını ve PDF formatındaki Reaktif Güç Desteği Sağlanmasına Dair Performans Testleri Raporunu içeren CD/DVD.

- TÜRKAK Accreditation Mark is not used in a way that may cause misunderstanding about the status of ESTKOM Enerji.
- Provided that the TÜRKAK Accreditation Trademark meets the conditions in the relevant guide, ESTKOM Energy has the right to use the TÜRKAK Accreditation Trademark in relevant promotional/advertising materials.
- TÜRKAK Accreditation Mark used on letterheads complies with the format specified in the relevant guide and transmitted to ESTKOM Enerji electronically. TÜRKAK Accreditation Brand is not more prominent than ESTKOM Energy's logo.
- TÜRKAK Accreditation Mark cannot be used on business cards printed for ESTKOM Energy's personnel. There is no reference to ESTKOM Energy's accreditation on the business cards. Signatures/business cards used in e-mails are also considered in this context.
- ESTKOM Enerji obtains TÜRKAK's approval regarding the relevant material before using any material on which it will use the TÜRKAK Accreditation Mark.
- TÜRKAK Accreditation Mark cannot be used on vehicles, except for advertising materials containing the TÜRKAK Accreditation Mark in accordance with the conditions specified in the relevant guide as part of an advertising campaign.
- TÜRKAK Accreditation Mark is not used on buildings or flags.
- TÜRKAK Accreditation Mark can be used on the interior walls and doors of ESTKOM Energy's building or on promotional stands at fairs.
- TÜRKAK Accreditation Mark is not used in a way that could mean that TÜRKAK approves or recommends any product or service.

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- TÜRKAK Accreditation Mark cannot be used in a way that implies that TÜRKAK takes responsibility for inspection activities within the scope of accreditation .
- All activities accredited by TÜRKAK are clearly stated in any document and report containing the TÜRKAK Accreditation Mark.
- TÜRKAK Accreditation Mark given to ESTKOM Enerji cannot be placed on an inspected material or product. It is also not used to imply product certification or approval.
- When accreditation is suspended by TÜRKAK, various certificates, reports, etc. containing the TÜRKAK Accreditation Mark can be issued. ceases its publication immediately.
- When accreditation is canceled by TÜRKAK, all kinds of certificates, reports, promotions, advertising materials, etc. containing the TÜRKAK Accreditation Mark will be removed. immediately stops distribution.
- TÜRKAK Accreditation Mark is not used to imply that the material/product subject to inspection has been approved by TÜRKAK.
- ESTKOM Enerji uses letterheads bearing the TÜRKAK Accreditation Mark in the letters it will send with its reports or certificates that do not contain accredited results; A warning is included in the text stating that the results in the attached report/certificate are not within the scope of accreditation.
- When a common report/certificate is issued regarding activities that are within the scope of accreditation and those that are not, ESTKOM Energy ensures that the customer can easily distinguish between activities that are within the scope of accreditation and those that are not.
- TÜRKAK Accreditation Mark is not used in certificates/reports issued for inspection activities that are not within the scope of accreditation.
- If ESTKOM Enerji accidentally publishes a report/certificate containing the TÜRKAK brand outside the scope of its accreditation, it must immediately withdraw the report/certificates in question and warn its customers not to refer to the accreditation. In addition, ESTKOM Energy makes an assessment/risk analysis as to whether similar situations exist, submits corrective action plans to TÜRKAK and sends the results to TÜRKAK in a timely manner.
- Brand/Logo is not used in offers and contracts.
- Brand/Logo is used in TEİAŞ reports, based on the article with the number "E-97706696-204.99-2283686" and the subject title "About the Use of Türkak Logo in TEİAŞ Reports" from TEİAŞ institution.

## 5. Revision History

<b>Revision No.</b>	<b>Revision date</b>	<b>Reason for Revision</b>
01	25.03.2021	Company name and logo change
02	26.01.2024	Definite provisions were included in the predicates. 2 items added to 4.1.