



CORPORATE IDENTITY GUIDE

2019



CONALT[®]
CONSUME FOR HEALTH

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About Us

Foundation Journey:

CONALT was founded in 2019 by leading experts in the industry in the United Kingdom and Turkey. The company is active in the production, import and export of all types and varieties of nutritional supplements and cosmetics. Operating in accordance with the UK's high quality standards, CONALT aims to facilitate access to general health worldwide. CONALT aims to create a strong brand in the global market by producing original, innovative, high quality products in accordance with FDA and GMP standards. In order to make a difference in its sector, the company has adopted the principles of sustainability, continuous improvement and innovation and recognised these values as the cornerstones of its business processes. CONALT aims to be a leader in the sector with continuous development and innovative solutions and aims to contribute to health both locally and globally.

Why CONALT® ?

The CONALT® symbol signifies that our brand is more than just a name, but a registered symbol of trust. The "®" symbol underlines the protection of the values created by CONALT® through its innovative approach and its global recognition.

This symbol indicates that our brand is legally protected and is a reflection of our commitment to quality, reliability and authenticity. CONALT® is committed to ensuring that the services we provide to all our customers and business partners are based on a recognised ethos of excellence and in accordance with the highest UK quality standards.

The "R" is not just a letter, it is the seal of CONALT®, proving that it is a brand that inspires confidence worldwide.

Brand Pronunciation

Brand Name: CONALT

Pronunciation: Kon-alt

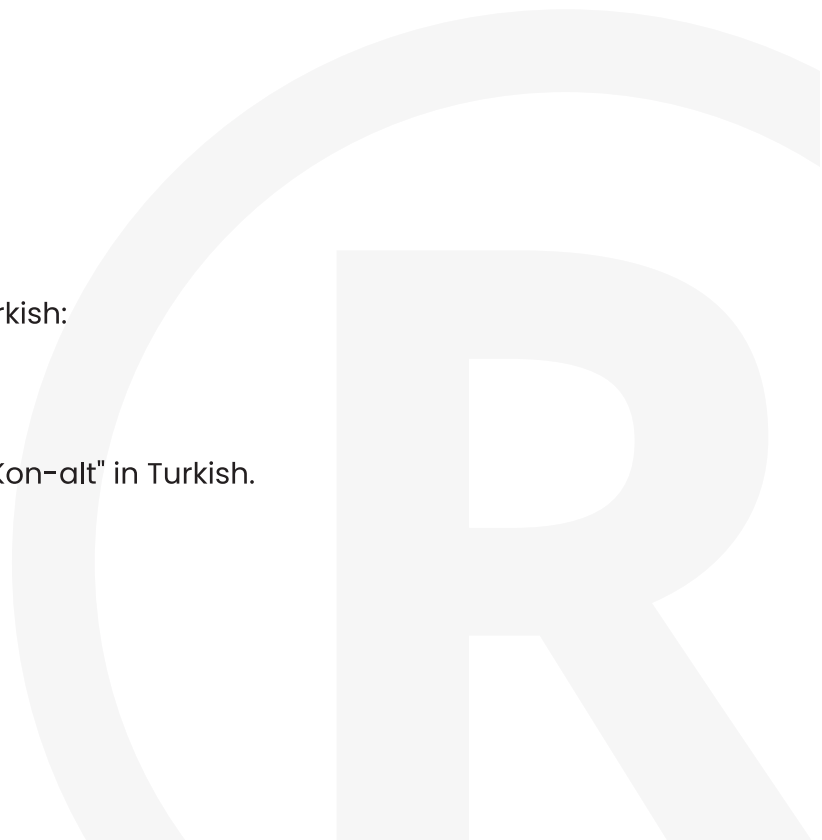
Description:

The brand name CONALT is pronounced in Turkish:

CON → "Kon" (like the Turkish word "kon") ALT

"Alt" → (like the Turkish word "alt")

Note: Please pronounce the brand name as "Kon-alt" in Turkish.





01

Brand



1.1 Brand Strategy

At CONALT, we are strengthening our position in the industry every day with the aim of becoming not only a food supplement brand, but also a global representative of healthy living. Our strategy, which enables us to achieve this goal, is based on a number of important principles that make us a pioneer in the sector and lead us to long-term success:

Global Impact with Strength from Our Roots: Founded in 2019 as a UK-based brand, CONALT has placed this diversity and knowledge at the heart of its vision as a brand that feeds on the health approaches of different cultures. This strong infrastructure, based on global innovations as well as compliance with the UK's high quality standards, serves CONALT's mission of sustainable growth and global impact. Driven by our multicultural perspective, we strive to be a brand that makes every customer feel valued and recognised globally as an ambassador for healthy living.

Leadership in Science and Innovation: CONALT adopts R&D and innovation as the most prioritised elements in the food supplement sector and leads the changes and innovations in the sector by incorporating the latest scientific findings into product development processes. With our expert staff, we continuously follow scientific research, anticipate future health trends and offer innovative solutions. This endeavour enables us not only to offer the most effective and high quality products to our customers, but also to create a sustainable and lasting difference in the sector.

Our Mission: CONALT's mission is to provide high standard food supplements that improve the health and quality of life of our customers based on the latest scientific research and sustainable practices. In line with this mission, while developing our innovative and reliable products, we adhere to our ethical values and always strive to offer our customers the best.

Our Vision: Our vision is to be a leading brand in the global food supplements sector, recognised for our commitment to quality, innovation and satisfaction. CONALT aims to be a reference point for healthy lifestyle solutions and to be recognised as a respected health brand worldwide. We are shaping the future of healthy living with our innovative approaches and customer-oriented service approach.

1.2 Brand Values

Brand Values We Adopt as CONALT:

Quality: We are committed to providing our customers with the highest quality. All of our products are manufactured through extensive testing and rigorous quality control processes. In order not to compromise on quality, we carry out detailed examinations at every stage and strive to ensure the highest standards. In this way, we aim to provide our customers with reliable, effective and high quality products.

Innovation: We closely follow ever-changing customer needs and industry trends. Our R&D department pioneers innovative product development processes, enabling us to provide better service to our customers. We closely follow the developments in technology and design innovative supplementary products that will make a difference in the sector. Thus, we are constantly developing to offer solutions that will exceed the expectations of our customers.

Customer Orientation: We recognise customer satisfaction as our primary goal. In this direction, we work meticulously to offer the most suitable products for customer needs and expectations. We aim to protect the health of our customers and provide them with a reliable experience by producing supplements that comply with health and safety standards. We continuously improve our service quality by taking into account the feedback we receive from our customers.

Transparency: We provide our customers with clear and understandable information about the ingredients, production processes and quality standards of our products. In this way, we contribute to our customers making informed decisions when using our products. Transparency is a value that we see as a fundamental element of gaining customer trust and we adhere to this principle in all our processes.

Sustainability: Aware of our environmental responsibility, we adhere to sustainable practices at every stage from production to packaging. We do our part to protect natural resources by using environmentally friendly materials. We aim to leave a more livable world to future generations with production principles that respect nature, and we see sustainability as an integral part of our brand values.

1.3 Target Audience

Our View of Our Target Audience as CONALT:

It consists of individuals who prioritise their health, aim to improve their quality of life and want to make natural supplements a part of their daily routine. This audience consists of people who make conscious choices about healthy living, pay attention to their nutrition and lead a healthy lifestyle. Our customers are individuals who give high importance to product quality and reliability and prefer to make meticulous choices about supplements.

We cater for a wide range of ages; we offer products to suit the needs of everyone from young to middle age groups. In this way, we aim to support the health and wellness goals of individuals at different stages of life. In particular, our target group includes athletes who aim to improve their physical performance, professionals who want to maintain their health in a busy work environment and individuals who want to live their lives in a more energetic, balanced and healthy way.

In summary, CONALT aims to meet the needs of everyone who adopts healthy living as a philosophy of life, takes care and prefers quality products. We are committed to providing reliable support to our customers' healthy life journeys with our products developed by taking into account their expectations and lifestyle.

1.4 Personal Characteristics of the Brand

Reliability: We recognise quality and reliability as our top priority in the products we offer to our customers. We aim to contribute to the health of our users by offering supplements that have been proven effective by scientific research and comply with high quality standards. Gaining and maintaining the trust of our customers is an indispensable part of every product development and production process.

Naturalness: We attach great importance to the use of natural ingredients in the formulation of our products. Inspired by nature's rich resources, we focus on developing environmentally friendly and health-friendly supplements. From the selection of raw materials, we prioritise naturalness and serve our customers with sustainable and clean ingredients. This approach reflects CONALT's commitment to a healthy lifestyle in harmony with nature.

Leadership: As CONALT, we aim to be a brand that leads the sector in the field of healthy living and to be taken as an example with our reliability. We aim to make a difference in the sector with our innovative approach and quality standards. By providing the best service to our customers, we are determined to be a leader in our field and contribute to the development of the sector.

1.5 Brand and Tone of Voice

Our Tone of Voice: The voice of a trusted guide who takes health and well-being seriously. We use a friendly and accessible language that makes our customers feel that we are on their side while providing reliable information based on scientific foundations.

Our aim is: To adopt an approach that motivates, supports and encourages them on their health journey. To this end, we always endeavour to present our messages in a clear, professional and understandable manner.

When our customers contact us or choose our products, they should feel as if they are getting advice from a friend they can trust. We guide them in their journey towards health and well-being and provide them with the information they need in a clear and empathetic manner. Thus, CONALT aims to be not only a brand but also a reliable source of support and information in their health journey.

1.6 Communication Strategy

At CONALT, we base our communication strategy on a deep understanding of our target audience. By analysing the needs, expectations and lifestyles of our customers, we aim to establish an effective, empathetic and meaningful connection with them. We tailor our communication strategies based on these analyses and develop approaches that address their values and expectations in each interaction.

By taking steps to increase our social media engagement rate, we take care to ensure a continuous and two-way communication with our followers. We not only convey information on social media platforms, but also listen carefully to the opinions, feedback and expectations of our customers. We evaluate these feedbacks as strategic data and continuously improve our communication language and methods in order to maximise customer satisfaction.

As CONALT, we develop innovative approaches to increase customer satisfaction and offer the most appropriate solutions to their needs. Our communication strategy, which we carry out in order to understand and add value to each of our customers, enables us to establish a relationship based on trust between our brand and our customers. In order to maintain and develop this relationship, we adopt a transparent, sincere and solution-oriented approach in all our communication channels.



02



Logo



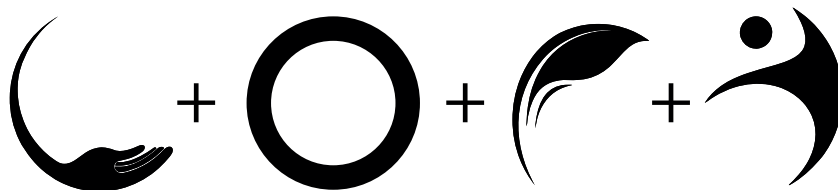
2.1 Logotype

The logotype, which is formed by the combination of CONALT brand's emblem and name, is one of the basic elements of our brand's visual identity. The logotype design uses primary colours and aims for a simple, professional and memorable look that reflects the brand message in the most effective way. The use of the CONALT logotype in a correct, consistent and supportive way for the image of our brand is of great importance for our visual integrity.



2.2 Emblem of the Logo

The CONALT emblem consists of an embracing hand, a human figure and a leaf placed inside the letter "O". This emblem visually symbolises our brand slogan "Healing Embracing People and Nature". The embracing hand figure reflects our commitment to our purpose of protecting human health and well-being, while the leaf symbol represents the healing power of nature and our belief in natural health. The human figure emphasises the focus of our brand on human health and well-being.



2.3 Logo Meaning

The CONALT brand is designed as a name that reflects the idea of "consume for health". It is a combination of the syllables "con", derived from the English word "consume", which refers to the act of taking or consuming a food or supplement for health purposes, and "alt", short for "health". Thus, CONALT is a unique name that expresses the idea of consuming supplements to maintain or improve health.



2.4 Using the Logo on Different Grounds

The use of the logo on different backgrounds should be carefully optimised to ensure consistency and visibility of the brand. Appropriate choice of background colour and contrast guarantees that the logo is clear and legible in any environment.



The emblem and CONALT text should be used as corporate colours on a white background.



The emblem and CONALT lettering should be white on a corporate coloured background.



The emblem and CONALT text must be used in full white on a black background.



The emblem and CONALT text must be used in full black on a white background.

2.5 Wrong Uses of the Logo

Improper use of the logo damages the brand's image. Distortions in colour, proportion or shape, incorrect placement and inappropriate backgrounds negatively affect the consistency of the brand.



The logo should not be shadowed.



The logo should not be used in colours other than the specified corporate colours.



The logo must not be deformed.



The logo must not be used in combination with other shapes.

2.6 Logo Alternatives

The use of the logo on different backgrounds should be carefully optimised to ensure consistency and visibility of the brand. The appropriate choice of background colour and contrast guarantees that the logo is clear and legible in any environment.



Corporate colourful floor on emblem and CONALT lettering can be used completely white.



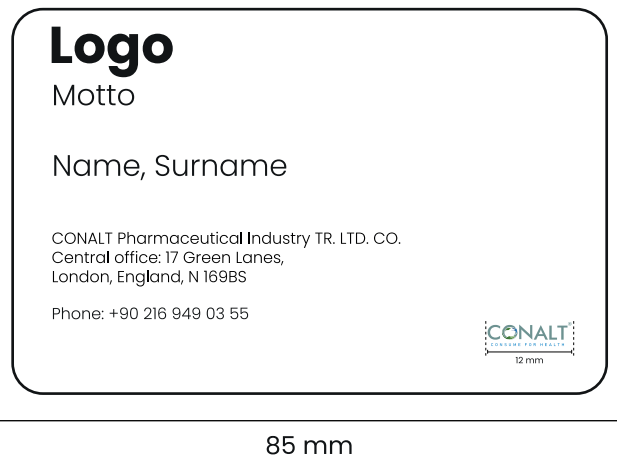
The emblem can be used in corporate colours on a corporate coloured background.



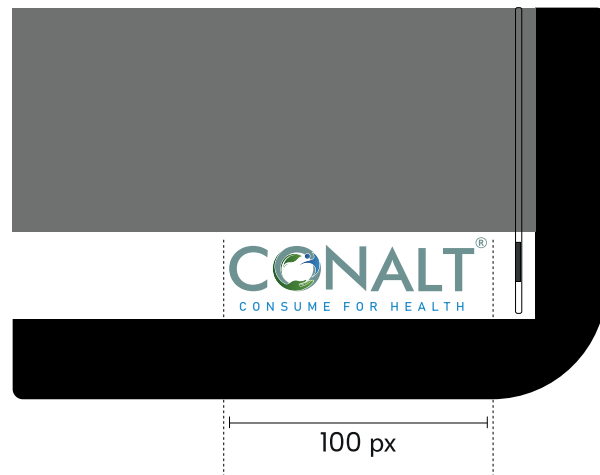
Only the emblem can be used as a logo.

2.7 Minimum Dimensions of the Logo

Business card images and sizes are representative.



The logo should be used in printed materials with a minimum width of 12 mm.



The logo must be used on digital screens with a minimum width of 100 px.

2.8 Secure Area

Logo Design and Safe Area Usage: The CONALT logo has been carefully designed to ensure the recognition and visual integrity of our brand. During the use of the logo, there is an obligation to leave a "safe area" around the logo. This area is defined as the minimum space around our logo and maximises the visual impact of our brand by preventing distractions around the logo. The logo safe space is necessary to ensure that the logo is clearly perceived and distinguished from other graphic or text elements. Respecting this space ensures that our logo stands strong in every use.

Brand Icon Usage: "R" Icon The letter "R" used as CONALT's brand icon is an iconic symbol that symbolises the essence and identity of our brand. The "R" icon can be used both as a standalone brand symbol and as a complement to our logo. Using our brand icon in the right scale and in accordance with the established colour standards allows CONALT to present a consistent visual language across all platforms. When used independently, it also increases our recognition as a symbol representing the brand and reinforces our corporate seriousness with simplicity.

Slogan Usage: Our slogan, located just below our logo, is an important element that expresses CONALT's vision and commitment to healthy living. The slogan is placed under our logo and presented in a visual hierarchy in harmony with the logo. The slogan creates a holistic structure together with the logo and reinforces the mission of our brand in the minds of the target audience. The use of this arrangement in all media increases the recognition of CONALT and contributes to the perception of our brand as a reliable voice.





03

Colour and Typography



3.1 Corporate Colours



The main colours and features of the logo are indicated in the figure.



The colour and features of the slogan used in the logo are specified in the figure.



The colour and features of the human figure used in the logo are indicated in the figure.

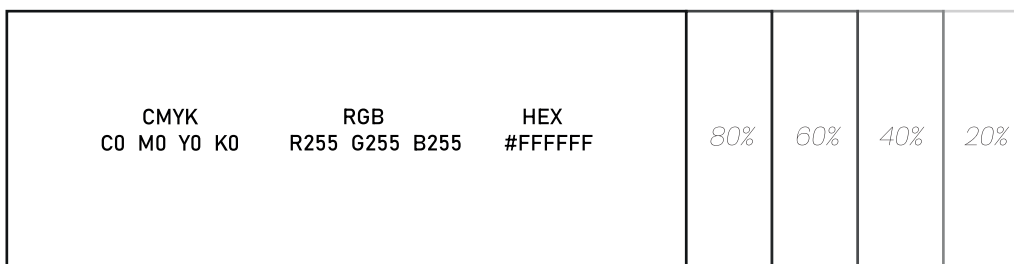


The colour and features of the leaf and embracing hand figure used in the logo are specified in the figure.

3.2 Alternative Colours

CONALT's corporate alternative colour palette consists of green, black and white colours that support the visual identity of the brand. These colours are the basic tones that reflect the strength and professionalism of the brand and can be used in communication and design elements, carefully selected according to different media and communication purposes.

Green symbolises harmony with nature, freshness and sustainability, while black represents cleanliness, seriousness and elegance. White symbolises cleanliness, simplicity and clarity. These colours should be strategically incorporated into design elements and communication in order to effectively convey the brand's messages, establish a strong bond with the target audience and reinforce the corporate identity.



3.3 Brand Font

The name CONALT was designed using the Futura Md Bt Bold font. In order to add originality to the logo, arrangements were made on the letters.

The slogan "CONSUME FOR HEALTH" is written in Bahnschrift font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa Bb

3.4 Corporate Font

Calibri, Times New Roman and Poppins fonts were used in all communication activities.

A a B b

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



04



Documents





Eltun KAZIMLI
MED. SAĞLIK UZMANI

CONALT
CONSUME FOR HEALTH


• 0212 250 00 00
• 0212 250 00 01
• 0212 250 00 02
• 0212 250 00 03
• 0212 250 00 04
• 0212 250 00 05
• 0212 250 00 06
• 0212 250 00 07
• 0212 250 00 08
• 0212 250 00 09
• 0212 250 00 10



CONALT
CONSUME FOR HEALTH


www.conalt.eu

CONALT
CONSUME FOR HEALTH



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Tatlısu Mah. Arif Ay Sokak No: 10 Ümraniye, İstanbul, Türkiye

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CONALT İLAÇ SANAYİ TİC. LTD. ŞTİ.
Tatlısu Mah. Arif Ay Sokak No: 10 Ümraniye, İstanbul, Türkiye

4.1 Corporate Pattern



4.2 Business Card

Size: 85 mm x 51 mm

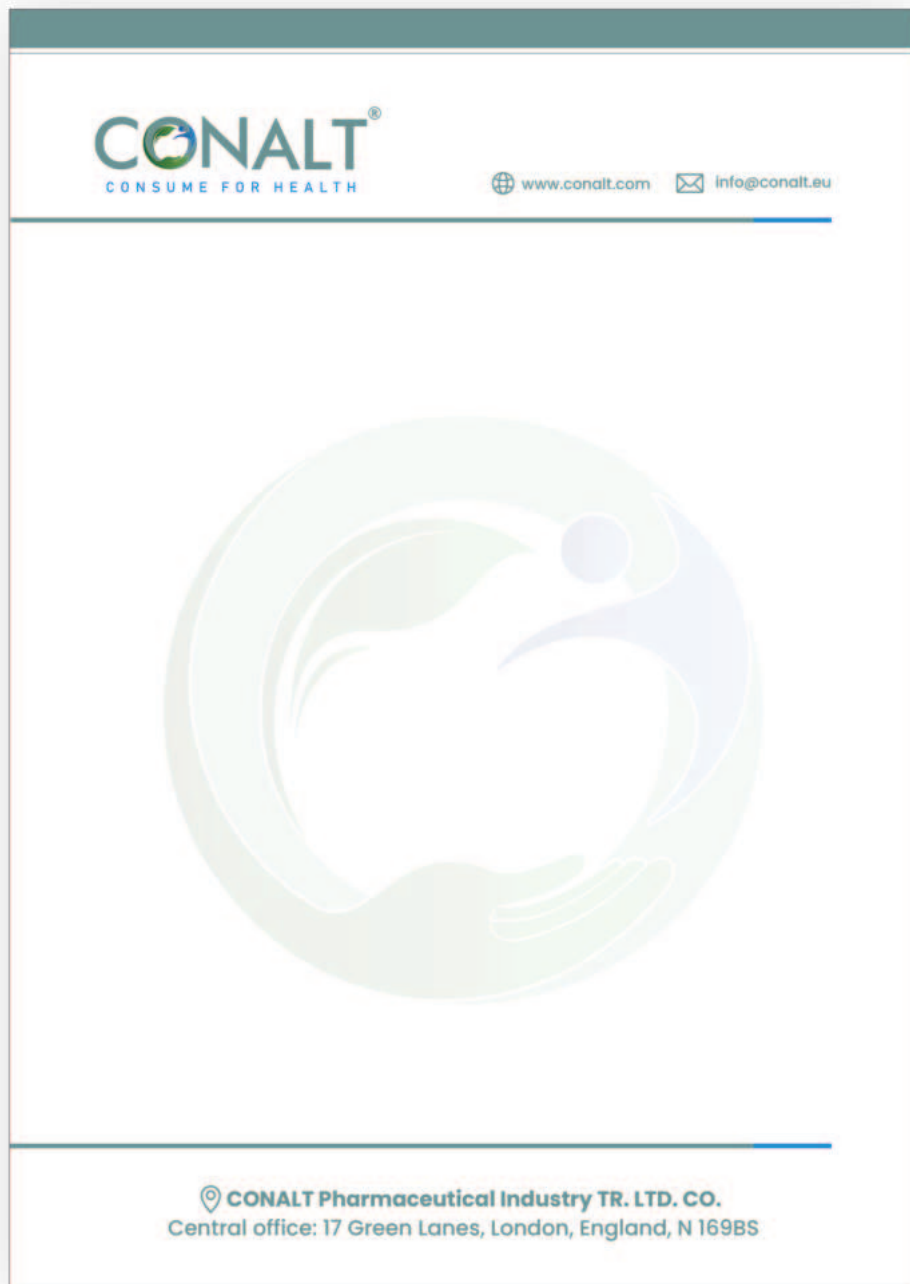
Font: Poppins Semibold/Regular



4.3 Letterhead

Size: 210 mm x 297 mm

Font: Poppins Medium/Bold



4.4 A4 Envelope

Size: 210 mm x 297 mm


Font: Poppins Medium/Bold



4.5 Job Application Form

Size: 210 mm x 297 mm

Font: Poppins Medium/Bold



CONALT
CONSUME FOR HEALTH

JOB APPLICATION FORM

PHOTO

PERSONAL INFORMATION

NAME SURNAME	
GENDER	MEN () WOMEN ()
BIRTH DATE	
MARITAL STATUS	
NUMBER OF CHILDREN	
ADDRESS	
HOME/WORK TEL.	() ()
MOBILE PHONE	
PROFESSION and WORK EXPERIENCE	

EDUCATION STATUS

	SCHOOL NAME	SECTION
FIRST SCHOOL		
MIDDLE SCHOOL		
HIGH SCHOOL		
LICENCE		
PRE-HIGH SCHOOL		

PLACES HE WORKED BEFORE

WORKPLACE NAME	DEPARTMENT/POSITION	DATES

YOUR MILITARY SERVICE : Completed () Deferred until
 Exempt () Reason :

DRIVER'S CERTIFICATE : YES () NO ()

DRIVER'S CERTIFICATE : YES () NO () IF THERE IS AN APOLOGY:

IS THERE A HEALTH REPORT FOR YOUR DISABILITY : YES () NO ()

WHETHER EX-CONVICT OR NOT : YES () NO ()

COURSES ATTENDED

COURSES ATTENDED	INSTITUTION OFFERING THE COURSE	DATES

PEOPLE TO GET INFORMATION ABOUT YOU

NAME SURNAME	OCCUPATION/TITLE	WORKPLACE	BUSINESS TEL.

4.6 Invitation, Greeting and Thank You Card

Size: 82 mm x 50 mm

Font: Poppins Regular/Bold





05

Packaging and Wrapping



CONALT®

CONSUME FOR HEALTH



5.1 Cover

"The Golden Ratio of Nature"

Inspired by the essence of nature, Conalt offers golden solutions for a healthy life. Conalt reflects the perfect balance of nature in its products, presented with an elegant gold cap on each product. These formulas, in which the most natural ingredients are carefully balanced for your health, are called "Nature's Golden Ratio". is committed to being in harmony with nature and offering the purest solutions.

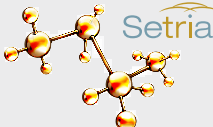


5.2 Label


Size: 145 mm x 48 mm

Font: Calibri Bold/Regular/4pt/Times New Roman

Supplement Facts/içerikler		
Conalt L-Glutatyon İçeren Takviye Edici Gıda		
Serving size 1 capsules / Porsiyon boyutu 1 kapsül		
ETKEN MADDE	1 Kapsüldeki Miktar	%BRD
L-Glutathione	255 mg	
<p>İçindekiler: İçerik Arttırıcı: Maltodekstrin, Topaklanma Önleyici: Silikon Dioksit E 551, Magnezyum Stearat, Etken: L-Glutatyon (Setria)</p> <p>Tavsiye edilen günlük alınm dozu: Yetişkinler için günde 1 ölçek kullanılması tavsiye edilir.</p>		
<p>Menge Ülke: Türkiye (Etken maddelerin menşe ülkesi Avrupa'dır.) Net miktar: 60 kapsül</p>		



L-Glutathione




DIETARY SUPPLEMENT
MANUFACTURED IN CONALT LABORATORY


60 CAPSULES by Capsugel

Saklama koşulları:
25°C'nin altında serin ve kuru yerlerde muhafaza ediniz.

Uyarılar:
Tavsiye edilen günlük dozu aşmayın. Takviye edici gıdalar normal beslenmenin yerine geçmez. Çocukların ulaşamayacağı yerde saklayınız. Hastalıkların önlenmesi veya tedavi amacıyla kullanılmaz. Hamilelik ve emzirme dönemi ile hastalık veya ilaç kullanılması durumunda doktorunuza danışın.

Merkez Ofis:
CONALT Pharmaceutical Industry TRD LTD CO,
17 Green Lanes, London, England, N16 9BS 
centraloffice@conalt.eu
www.conalt.eu

Üretici firma adı / adresi:
CONALT İlaç Sanayi TIC. LTD ŞTİ.
Tatlısu Mah. Arif Ay Sokak No: 10 Ümraniye, İstanbul, Türkiye
info@conalt.eu



İşletme kayıt no: tr-34-k-267888
Takviye edici gıda no:

BR



5.3 Box



Conalt Vitelal
200 ML

Conalt Zinc Potent
30 ML



Conalt D3 and K2
10 ML



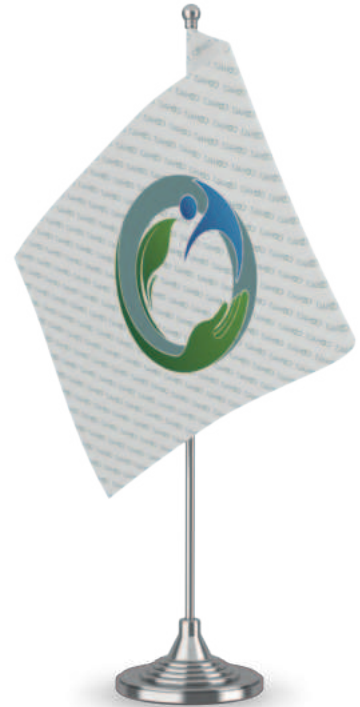
06

Promotion Products





6.1 Flag



White - Turquoise

Turquoise - White

Icon - Pattern



6.2 Uniform



PRODUCTION UNIFORM



LABORATORY UNIFORM



SOCIAL AREA UNIFORM



SOCIAL AREA UNIFORM

6.3 Agenda

Size: 120 mm x 170 mm

Font: Poppins Medium



6.4 Cardboard Bag





07

Website and Social Media



MANUFACTURING PREMIUM SUPPLEMENTS WITH THE PRECISION OF NATURE'S GOLDEN RATIO



Featured Categories



Functional
Products

READ MORE



Specialised
Products

READ MORE



Fitness and
Energy Products

READ MORE

Most Featured Products



CONALT[®] Vitamin B
Complex



CONALT[®]
Glukotera



CONALT[®] Preprost
30 Capsules



CONALT[®] Alvikid
Smart 150 ML



CONALT D-
Mannose 500 Mg

VIEW ALL

VIEW ALL

7.1 Website

Our website is not just a digital business card, but a strategic tool that strengthens our brand and improves our customer relations. By launching Conalt's website, we aim to promote our brand on a dynamic digital platform, showcase our products in an impressive way and strengthen our position in the industry by offering our customers a unique online experience.

Our Website Address:






www.conalt.com

Our Website QR Code:



7.2 Social Media

Conalt uses our social media accounts to showcase our innovative approach to healthcare, increase the global impact of our brand and provide an inspiring experience for our community.

	Conalt Pharmaceutical
	@conalt-eu
	conalt_global
	Conalt Pharmaceutical
	conaltilac



CONALT İLAÇ SANAYİ TİC. LTD. ŞTİ.

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