

SAMSUNSPOR FC

SM TEMPLATES 25-26

Corporate Identity Guide
June 2025



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MANIFESTO

WE

are the modern and rising face of Turkish football.
move together.

set an example both on and off the field.

follow Atatürk's legacy and values.

believe in clean football and friendship.

raise the athletes of tomorrow.

stand for inclusivity in sports.

win with competition.

| HASHTAGS

AtatürklüArma

KuzeyinKralı

KingoftheNorth

| NAME USAGE

Official Team Name: Samsunspor FC

Team Short Name: Samsunspor

Trigram: SAM

BRAND COLOR PALETTE



PRIMARY COLORS

	CMYK	:	C0	M95	Y94	K22
	PANTONE	:	3546 C			
	RGB	:	R 199	G 10	B 12	
	WEB	:	#C70A0C			
	CMYK	:	C0	M0	Y0	K0
	PANTONE	:	000 C			
	RGB	:	R 255	G 255	B 255	
	WEB	:	#FFFFFF			
	CMYK	:	C100	M100	Y100	K100
	PANTONE	:	Black 6 C			
	RGB	:	R 0	G 0	B 0	
	WEB	:	#000000			

SECONDARY COLORS

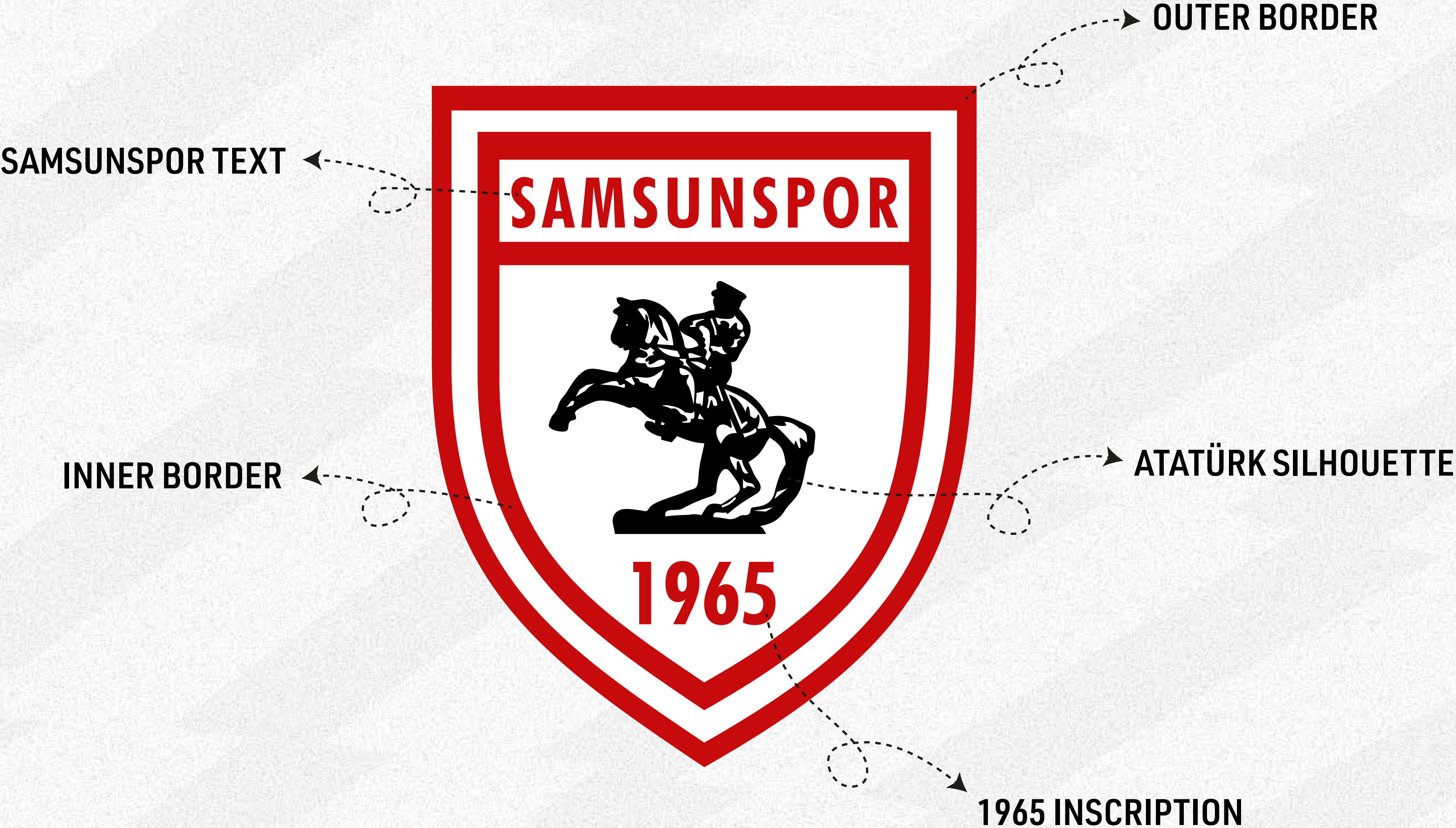
	CMYK	:	C85	M99	Y23	K14
	PANTONE	:	269 C			
	RGB	:	R 75	G 39	B 104	
	WEB	:	#4B2768			
	CMYK	:	C62	M51	Y46	K40
	PANTONE	:	11 C			
	RGB	:	R 85	G 86	B 90	
	WEB	:	#55565A			
	CMYK	:	C23	M33	Y68	K10
	PANTONE	:	P 15-13 C			
	RGB	:	R 194	G 159	B 93	
	WEB	:	#C29F5D			



OLD LOGOS



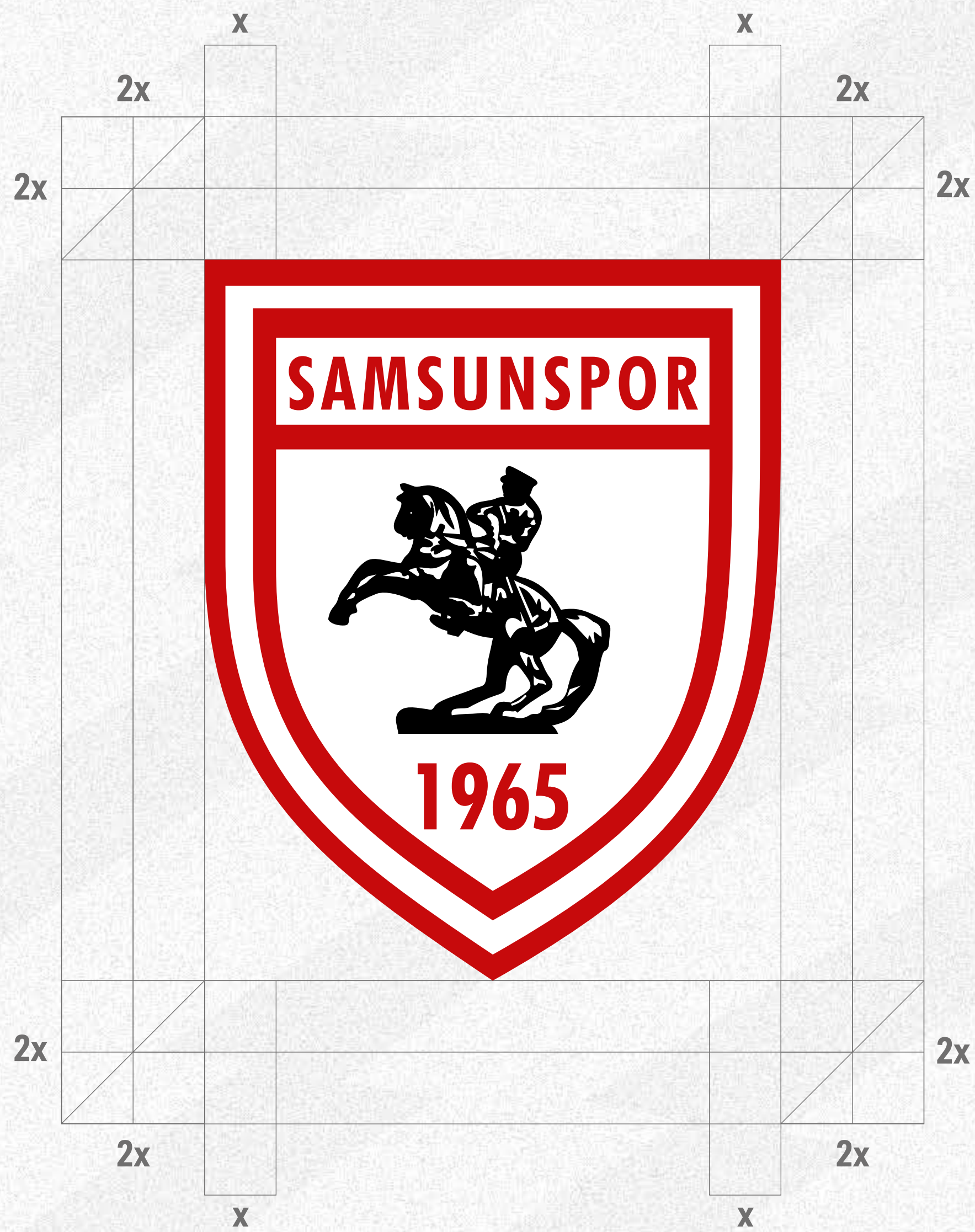
LOGO



LOGO COMPONENTS



CLEAR SPACE



DUAL LOGO USAGE



1,5x 1,5x

In dual logo usage, Samsunspor's logo must not be resized smaller than the height defined.
Maintain a 1.5x spacing guideline.

LOGO USAGE ON DIFFERENT BACKGROUNDS



INCORRECT LOGO USAGE



WRONG LOGOS



Logos from 1970



Logos with irregular framing



Logos with cut corners



Logos with incorrect frames



BRAND COMMUNICATION CHANNELS



WEBSITE

<https://www.samsunspor.com.tr>



YOUTUBE

<https://www.youtube.com/@samsunspor>



INSTAGRAM

<https://www.instagram.com/samsunspor>



FACEBOOK

<https://www.facebook.com/samsunspor>



TIKTOK

<https://www.tiktok.com/@samsunspor>



X

<https://www.twitter.com/samsunspor>



LINKEDIN

<https://www.linkedin.com/company/samsunspor>

