

MARMARA MUNICIPALITIES UNION IDENTITY GUIDELINES





**CREATING
COMPETENT LOCAL
GOVERNMENTS
AND SUSTAINABLE
CITIES WITH HIGH
QUALITY OF LIFE**





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Introduction

Renewal, rhythm and dynamism are a way of life in Marmara. Embracing this way of life, we have been working on developing the democratic local government movement in Türkiye since 1975, increasing the resources of the municipalities, developing environmental awareness in local administrations and adopting a sustainable urbanism approach, finding solutions to the common problems of the municipalities in cooperation, and increasing our administrative, financial and legal consultancy and education services day by day. We keep supporting scientific studies that will contribute to the region and

organizing events that bring together relevant stakeholders. Nearing our half-century mark, we present *you MMU Identity Guidelines*.

The blue and green colors of our logo symbolize the philosophy of MMU and the foundations on which it takes guidance to move forward with firm steps within the dynamism of the region. Blue, which emphasizes water, the source of life, and particularly the Marmara Sea; is in harmony with green, which emphasizes that urbanization should be in harmony with nature. The spaces between the lines symbolize the uniqueness of each city, and when all the lines come together, they form Marmara/MMU/M. If any of these foundations are missing, M is also missing.

We have updated our identity guidelines to preserve these values symbolized by our logo, to carry them into the future and to establish the new rules we need. We also standardized the corporate identities of MMU sub-brands in accordance with these values. This will be a living guide that continues to develop and diversify as in the dynamic structure of the Marmara Region.

We hope that it will guide us towards the goal of creating effective local governments and sustainable cities and that it will ensure the preservation of the corporate culture in the light of the foundations we have taken as a guide.

Best regards,

Marmara Municipalities Union

Who we are

MMU as the first regional association of municipalities in Türkiye, has been pioneering the development of the democratic local government movement in Turkey since 1975, increasing the powers and resources of municipalities, raising environmental awareness in local governments and adopting a sustainable urbanism approach, and finding solutions to common problems of municipalities in cooperation.

It provides managerial, financial, legal consultancy and training services, supports

scientific studies, organizes events and meetings that bring together relevant stakeholders in order to improve the institutional capacity of local governments in areas such as environmental management, urbanization, migration and social cohesion, local diplomacy, local development, urban technologies and innovation.

Consisting of 190+ member municipalities, Marmara Municipalities Union operates across 11 provinces, 6 of which are metropolitan municipalities.

History

45 municipalities on the shores of the Marmara Sea and the Straits came together and decided to act jointly in 1973 with the aim of adopting the concept of democratic local government, conducting the central-local relations within the framework of democratic principles, expanding the initiative area of local administrations and finding solutions to environmental problems, and especially the pollution of the Marmara Sea. As a result of these meetings, it was decided to establish an

“Union” under the scope of the 7th Chapter (Articles 133-148) of the Municipal Law No. 1580. Marmara Municipalities Union was established on 25 April 1975 under the name of “Marmara and Bosphorus Municipalities Union” following a 2-year preparation period. The center of the Union was originally chosen as Izmit; then it was moved to Istanbul upon the decision of the General Assembly of the Union dated 25 May 1977. The name of the Union was changed to “Marmara Municipalities Union” on 30 April 2009.

Mission

Our mission is to make research, raise awareness, share and support.

- To **make research** on recent developments and best practices in the field of local governments and urbanization at the global level
- To **raise awareness** about democratic and sustainable

development of cities, historical and natural heritage preservation, and environment

- To **share** information, experiences and resources
- To **support** capacity development of local governments

Vision

To be a pioneering institution that produces benefits on a global scale in order to make local

governments competent and to build sustainable cities with high quality of life.

ONE

LOGO STANDARDS

The Meaning of Our Logo

Spacing Between the Columns

Clear Space

Logo Colors

Fonts

Black Logo

Icon Usage

Minimum Size

Color Variations

Photography and the Logo

Backgrounds Made of MMU Colors

Patterns Created from the Logo

Don'ts

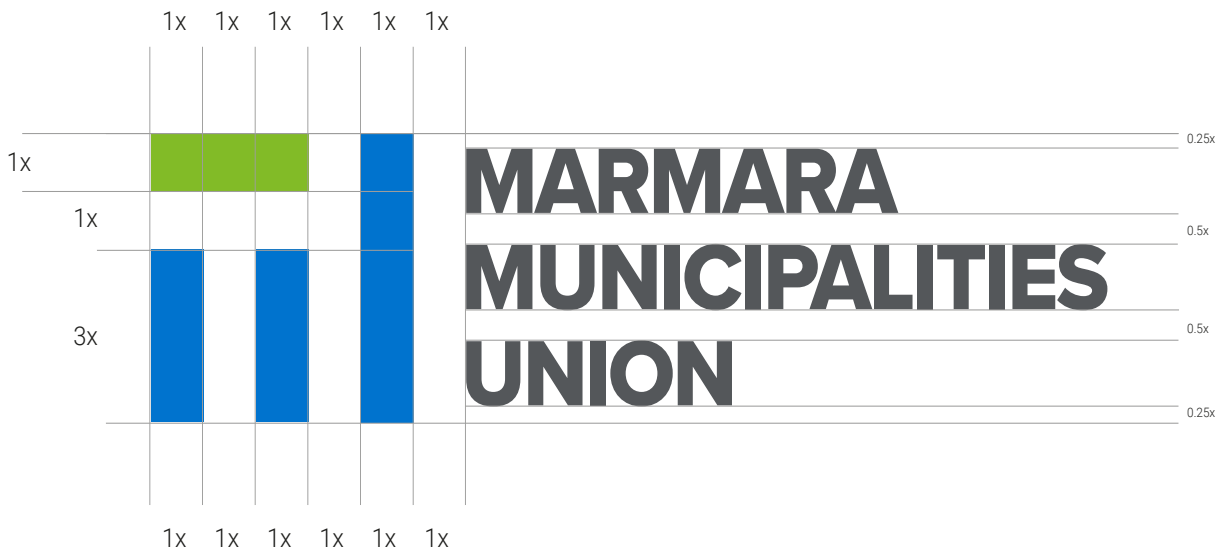


The Meaning of Our Logo

Marmara Municipalities Union serves municipalities of all sizes with the mission of making research, raising awareness, sharing, and supporting. Small cities with a few thousand inhabitants along with big cities with millions of people are represented on the same platform and are working to achieve the same goals.

Lines of different sizes represent municipalities of different scales. Cities/municipalities of different scales work for the same goal and support other stakeholders who need information, experience and resources.

The 'elders', who have the most knowledge, experience and resources, are imagined as the mainstay/pillars.



Spacing between the Columns

Regardless of the level of cooperation, solidarity, sharing and support between cities, the autonomy of cities/municipalities and their uniqueness are emphasized.

The important thing here is that when cities come together with all these distinctive features, they form Marmara/MMU/M. When any of these features are missing, M is also missing.

x	x		x
x		MARMARA MUNICIPALITIES UNION	x
x	x		x

Clear Space

The minimum clear space around the logo is equivalent to the height indicated by "X". Where it is not possible to follow the clear space rule on both sides in confined spaces, the clear space can be X/2.

MMU Blue

CMYK
84, 54, 0, 0

HEX
#0071ce

RGB
0, 113, 206

PANTONE
285 C

MMU Green

CMYK
59, 2, 100, 0

HEX
#76bc21

RGB
118, 188, 33

PANTONE
368 C

MMU Smoke Gray

CMYK
67, 56, 51, 28

HEX
54575a

RGB
83, 87, 91

PANTONE
425 C

Logo Colors

The colors of our logo emphasizes our philosophy. Blue emphasizes water as the source of life and the Marmara Sea in particular, and green symbolizes that urbanization should be in harmony with natural life and nature.

The colors of the logomark and the logotype are indicated above. They cannot be shown in any other color.

Fonts

The Proxima font family is to be used in all corporate materials.

In specific digital applications where the Proxima font family is not available, opt for Arial.

Marmara

PROXIMA BOLD

Sustainability

PROXIMA SEMIBOLD

Environment

PROXIMA MEDIUM

Urbanisation

PROXIMA REGULAR

Culture

PROXIMA LIGHT



Black Logo

The logo should be in its original colors when used in light backgrounds.

Only when the background causes poor legibility can the black version be used.

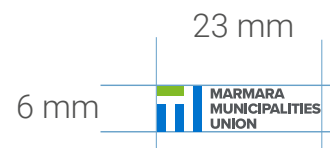
Icon Usage

MMU icon can be used alone. Only the icon should be used as a social media profile picture and favicon.



Minimum Size

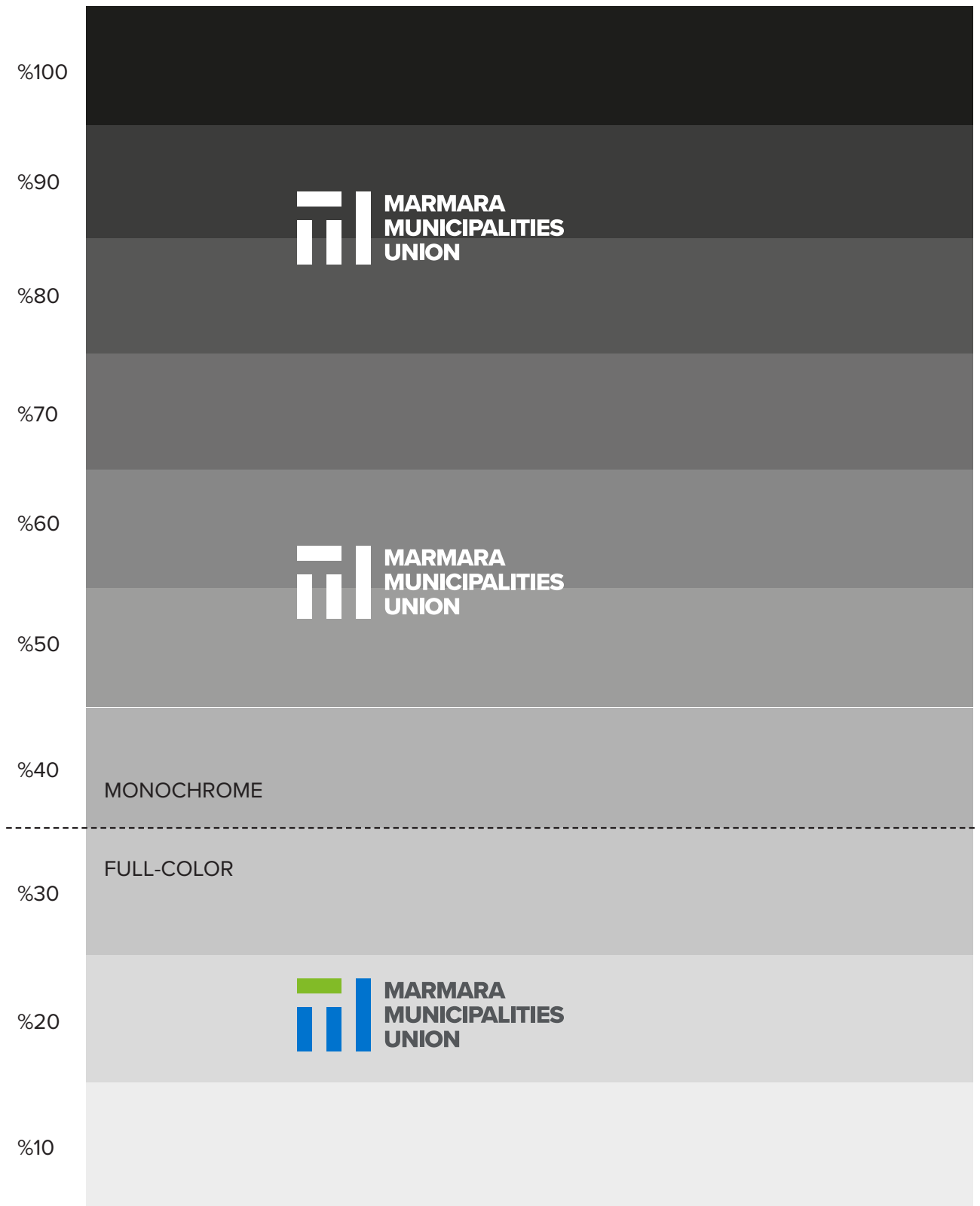
The minimum size of the logo is 20 mm x 6 mm.



Different Backgrounds

The white logo should be used on dark, MMU green, and MMU blue backgrounds. On lighter backgrounds, when it is not required to use the logo in black or white due to illegibility, it should be in its original colors.

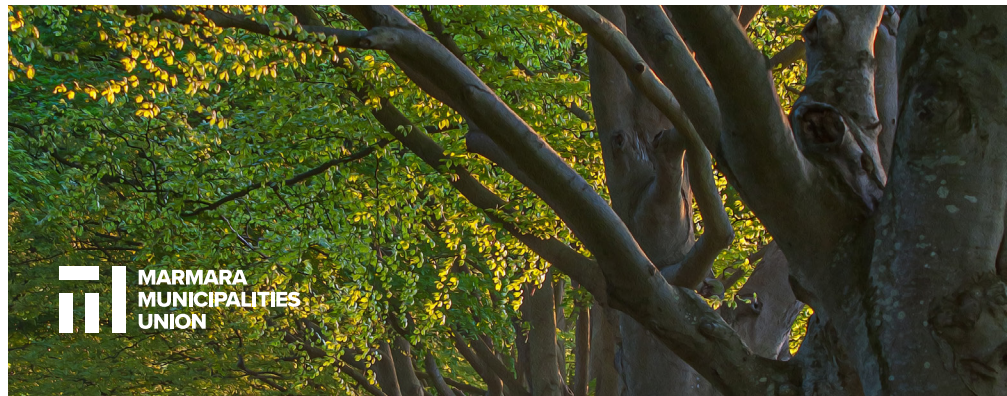
The correct use of the logo on different backgrounds is as follows.



Photography and the Logo

When used on photos, the logo should be positioned to provide maximum contrast with the background. Contrast ratios are shown in the previous page.

If the logo is not legible, all white version should be used. An alternative color preference or shading cannot be made.



Backgrounds Made of MMU Colors

The all-white version should be used on backgrounds that are MMU green/MMU blue.

There is no colored negative version of the logo.

The white logo can also be used on MMU smoke gray or black backgrounds.

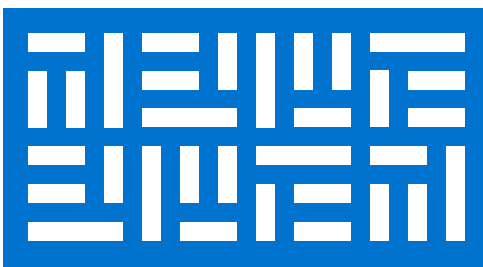
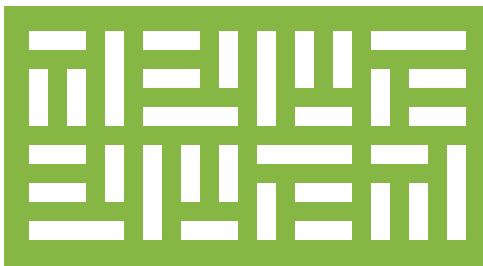
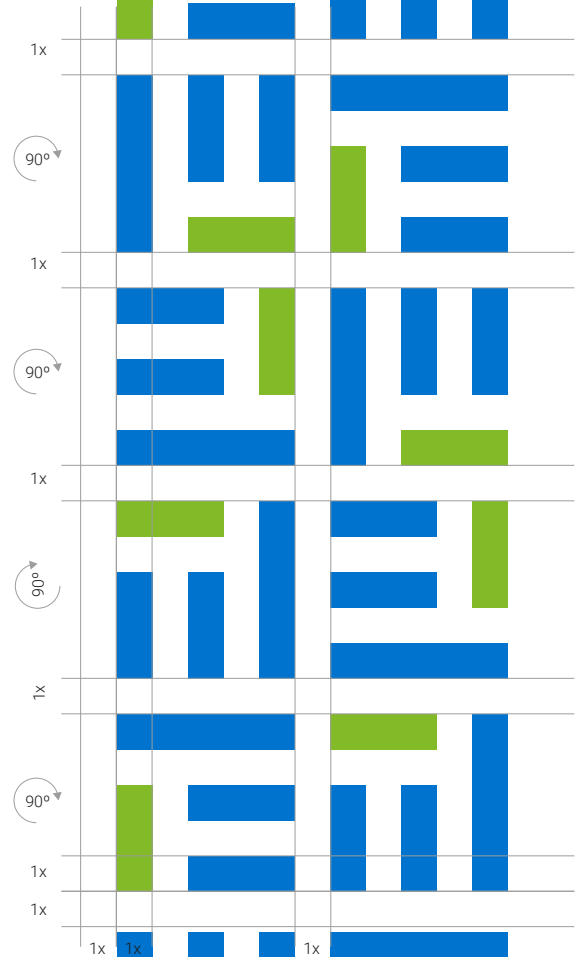
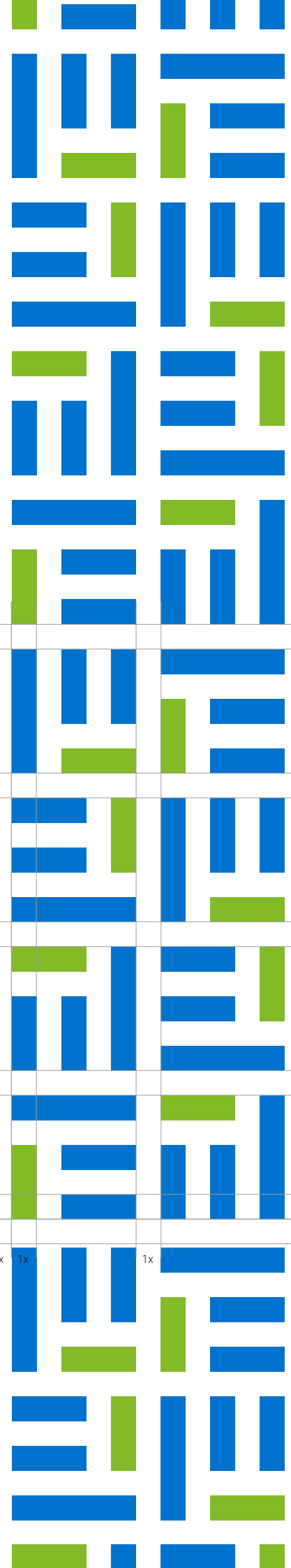


Patterns created from the Logo

The following pattern was created by rotating the logo at 90 degrees angles. The pattern can be extended in 4-piece blocks and can be used in multiple strips.

The pattern can be used in full-colors on white backgrounds and white on blue or green backgrounds.

The logo and pattern should be used in harmony with each other. They should not overlap and the gaps between the lines should be as follows.



Don'ts

Do not alter MMU logo in any way.



Don't use all blue logo.



Don't use all green logo.



Don't separate the icon from the word mark.



Don't relocate the logomark and the logotype.



Don't use the word mark alone.



Don't resize the logo.



Don't stretch or compress the logo.



Don't add a glow effect.



Don't add drop shadows.



Don't rotate the logo.



The logo should be used within the rules contained in this guide.

TWO

CORPORATE MATERIALS

Business Card

Wallet Flat Envelope

Letterhead

Pocket Envelope

Folder Cover and Inner Folder

A5 Notebook

Notepad

Pencil

Employee ID Card

Rectangle Flag

Desk Flag

Name Badge

Name Tag Sticker

Rollup

Tote Bag

Certificate

Badge

Virtual Backgrounds

Mailing Template

Presentation Template

Report Cover and Inner Page Design

Book Cover and Inner Page Design

Periodicals Cover and Inner Page Design

Brochure Design



MARMARA
MUNICIPALITIES
UNION

Name Surname

First Row Title

Second Row Title

name.surname@mbb.gov.tr
+90 212 402 1900

Sardemir Mah. Ragıp Gümüşpala Cad.
No: 10 Eminönü 34134 Fatih / İstanbul / Türkiye
w marmara.gov.tr e info@mbb.gov.tr



MARMA
BELEDİYE
BİRLİĞİ

Ad Soyad

Birinci Satır Unvan

İkinci Satır Unvan

ad.soyad@mbb.gov.tr
+90 212 402 1900


Sardemir Mah. Ragıp Gümüşpala Cad.
No: 10 Eminönü 34134 Fatih / İstanbul
w marmara.gov.tr e info@mbb.gov.tr

Business Card

The front side of the business card should be in Turkish and the back in English. The design is the same for both languages.

Size: 850 mm x 520 mm

 MARMARA BELEDİYELE BİRLİĐİ	Ad Soyad Birinci Satır Unvan İkinci Satır Unvan (Merkez) ad.soyad@mbb.gov.tr +90 212 402 1955
 YGM YÖNETİM GELİŐTİRME MERKEZİ	Sardemir Mah. Ragıp Gümüşpala Cad. No: 10 Eminönü Fatih / İstanbul / Türkiye w marmara.gov.tr e info@mbb.gov.tr

 MARMARA MUNICIPALITIES UNION	Name Surname First Title (MMU) Second Title (Center) name.surname@marmara.gov.tr +90 212 402 1955
 MDC MANAGEMENT DEVELOPMENT CENTER	Sardemir Mah. Ragıp Gümüşpala Cad. No: 10 Eminönü Fatih / İstanbul / Türkiye w marmara.gov.tr e info@mbb.gov.tr

 MARMARA MUNICIPALITIES UNION
Sardemir Mah. Ragıp Gümüşpala Cad. No: 10 Eminönü Fatih / İstanbul / Türkiye T: 0212 402 1900 info@mbb.gov.tr marmara.gov.tr

Wallet Flat Envelope

Size: 240mm x 110mm

Letterhead

The logo on the letterhead is Size: 210mm x 297mm located in the right corner.



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Sandemir Mah. Ragıp Gümüşpala Cad.
No: 10 Eminönü Fatih / İstanbul / Türkiye
T: 0212 402 1900 info@mbb.gov.tr
marmara.gov.tr



MARMARA
MUNICIPALITIES
UNION

Yenişehir Mah. Nispetiye Sokak No: 20
Etiler / Beşiktaş / İstanbul / Türkiye
T: +90 212 498 1000
www.marmaramunicipalitiesunion.com.tr

MARMARA
BELEDİYELER
BİRLİĞİ

YGM

Name Surname
First Last Initial
Second Last (Color)

www.marmaramunicipalitiesunion.com.tr
00 212 498 1000

Yenişehir Mah. Nispetiye Sokak No: 20
Etiler / Beşiktaş / İstanbul / Türkiye
T: +90 212 498 1000
www.marmaramunicipalitiesunion.com.tr

MARMARA
MUNICIPALITIES
UNION

MDC

Name Surname
First Last Initial
Second Last (Color)

www.marmaramunicipalitiesunion.com.tr
00 212 498 1000

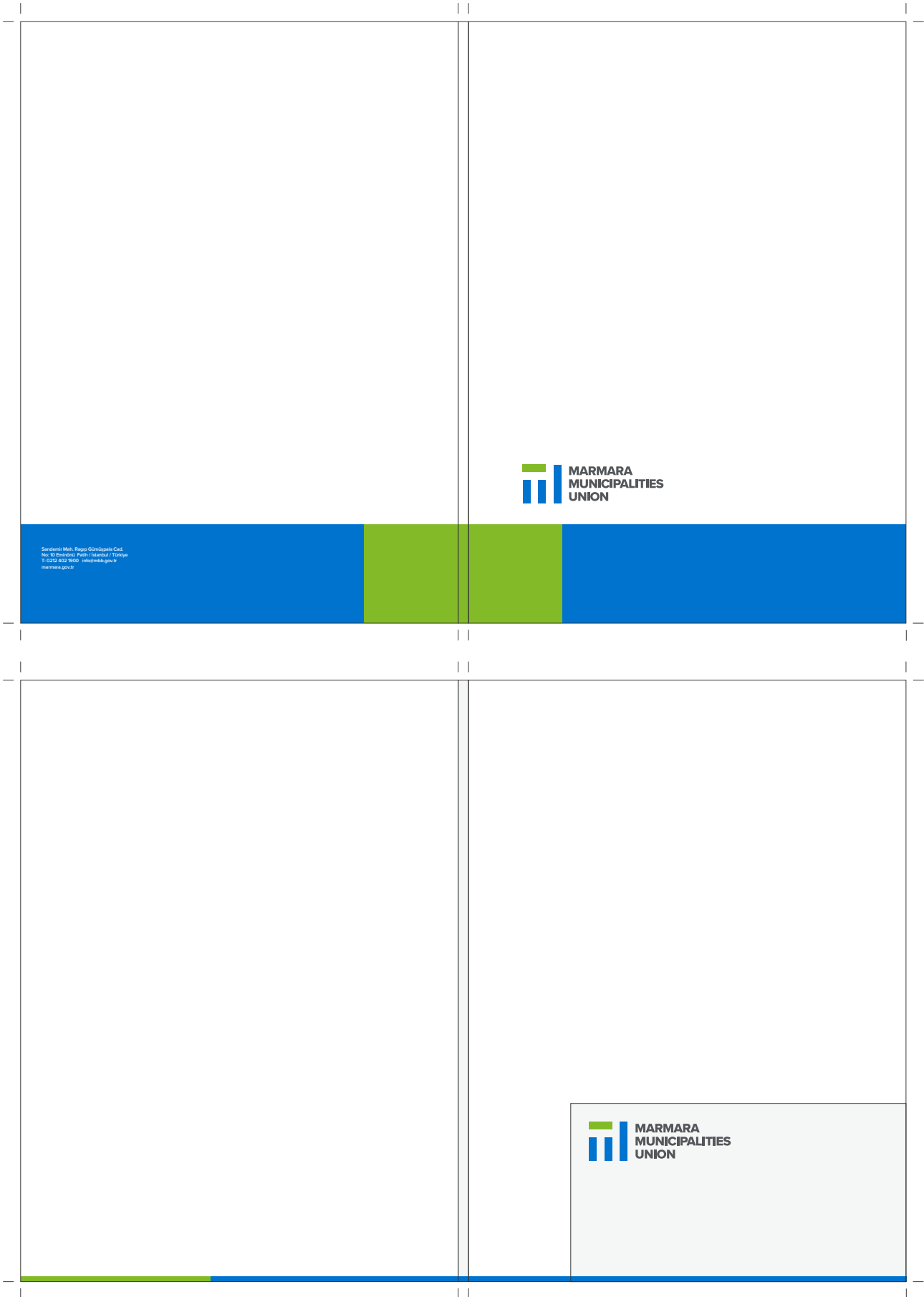
Yenişehir Mah. Nispetiye Sokak No: 20
Etiler / Beşiktaş / İstanbul / Türkiye
T: +90 212 498 1000
www.marmaramunicipalitiesunion.com.tr

Pocket Envelope

Size: 320mm x 230mm



Sandemir Mah. Ragıp Gümüşpala Cad.
No: 10 Eminönü Fatih / İstanbul / Türkiye
T: 0212 402 1900 info@mbb.gov.tr
marmara.gov.tr

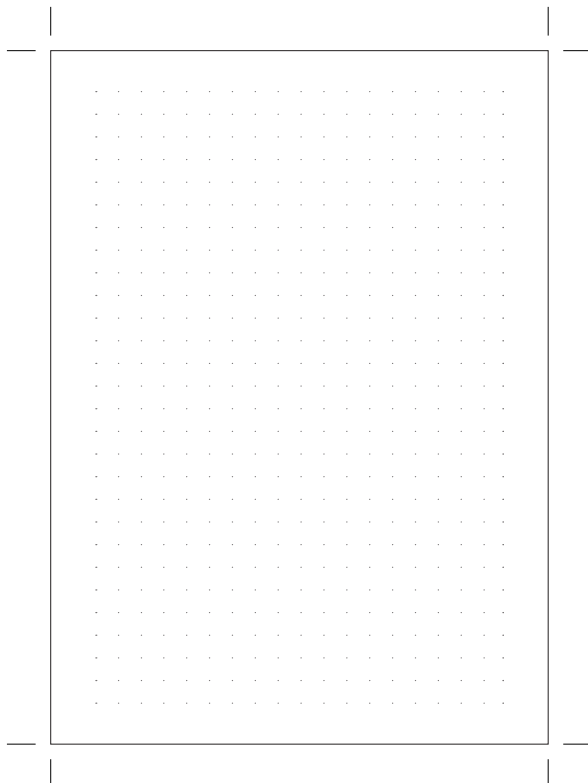


Folder Cover and Inner Folder

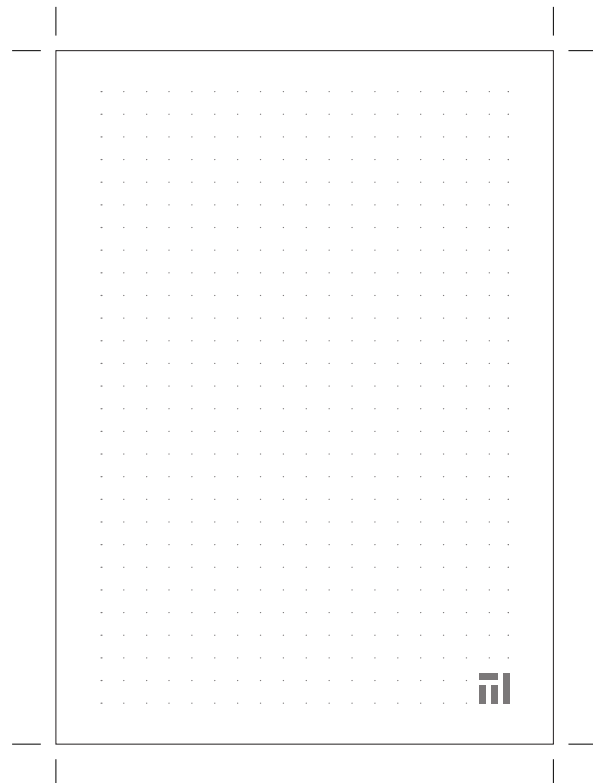
Size: 22x30 cm

A5 Notebook

The notebook can be used with a hard cover, cardboard cover or elastic band. The binding can be stabbed stitch or perfect binding. The wire-o binding is not suitable for this design. Inner pages are dotted, there is an MMU icon on the right side.



Left page

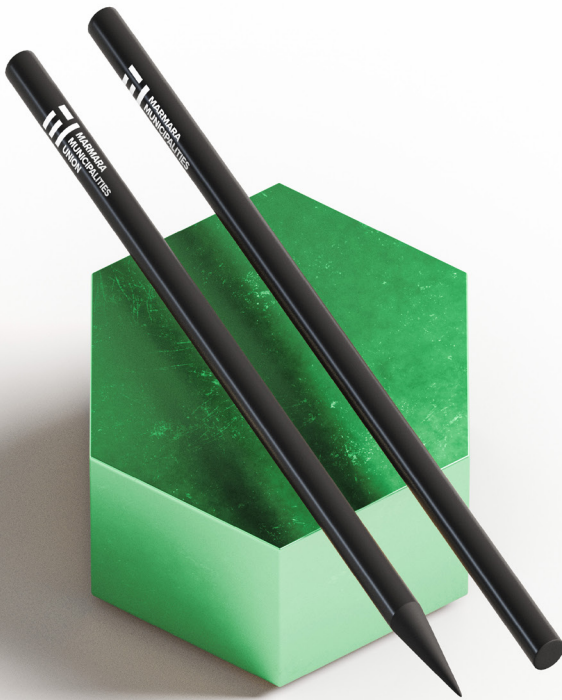


Right page



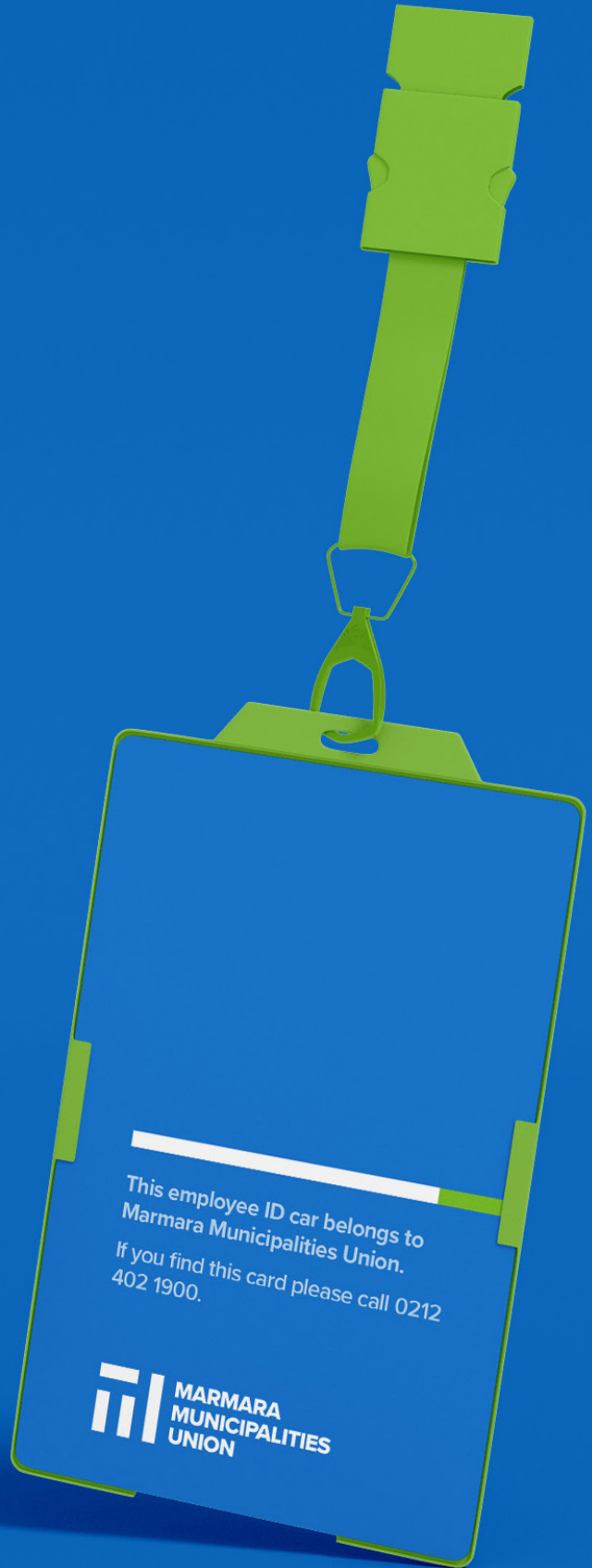
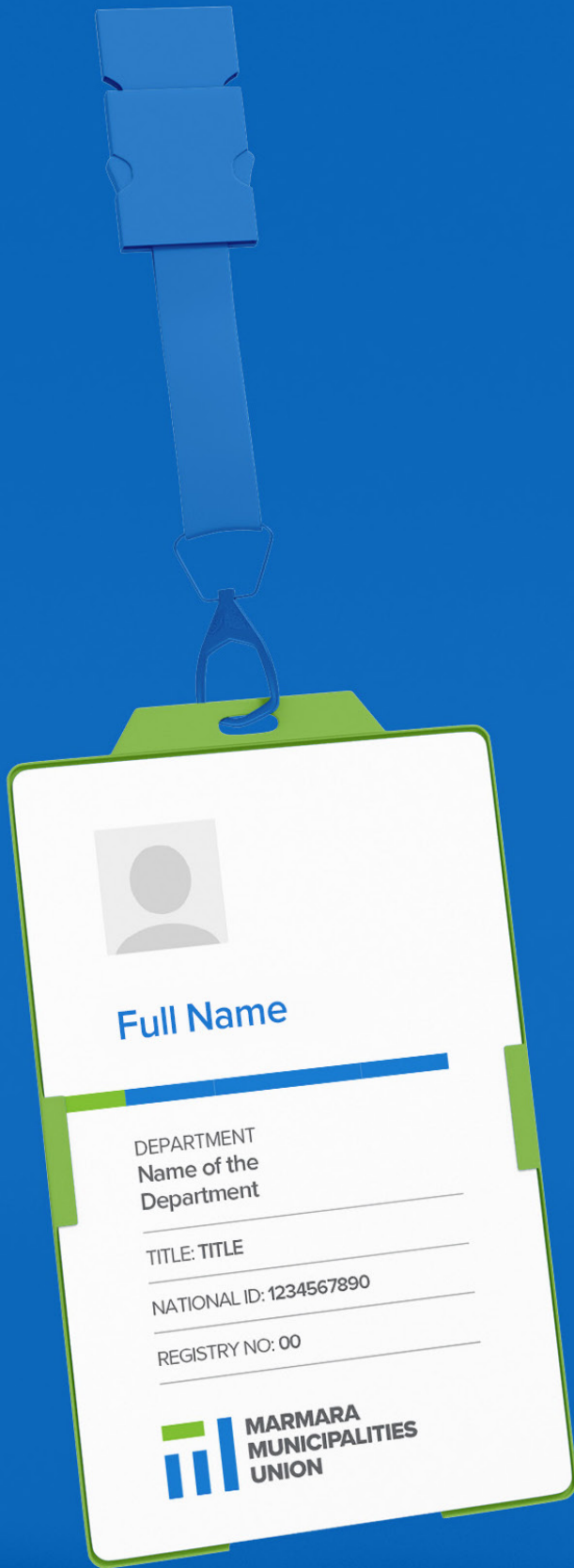
Notepad

Notepads should be in A5 size.



Pencil

White MMU logo is printed on black pencil. Logo should be white and of similar size for all alternative items to be produced. Laser scraping can be done on rollerball pens.

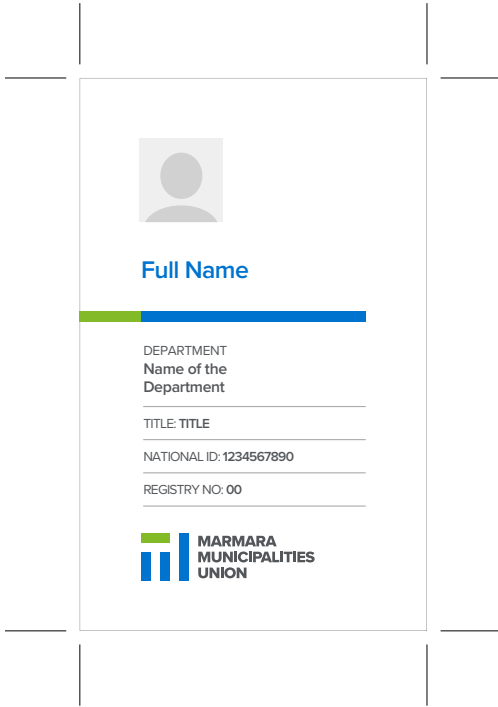


Employee ID Card

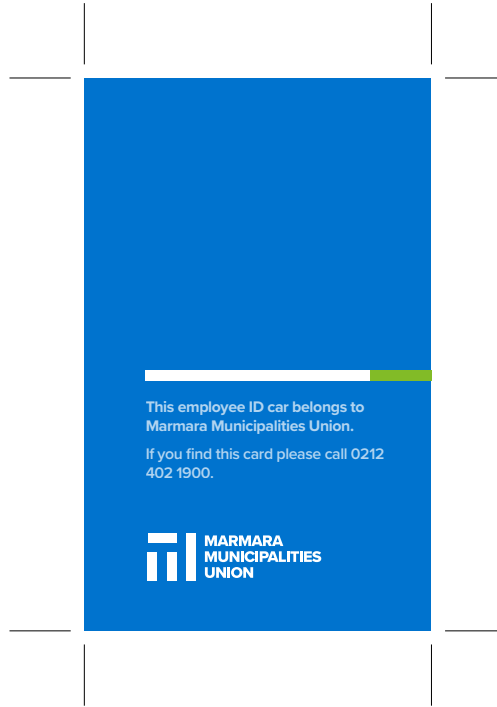
Employee ID card should be made of hard plastic.

The corners should be rounded.

The following areas will be centered according to the length of the information.



Front page



Back page



White card rope



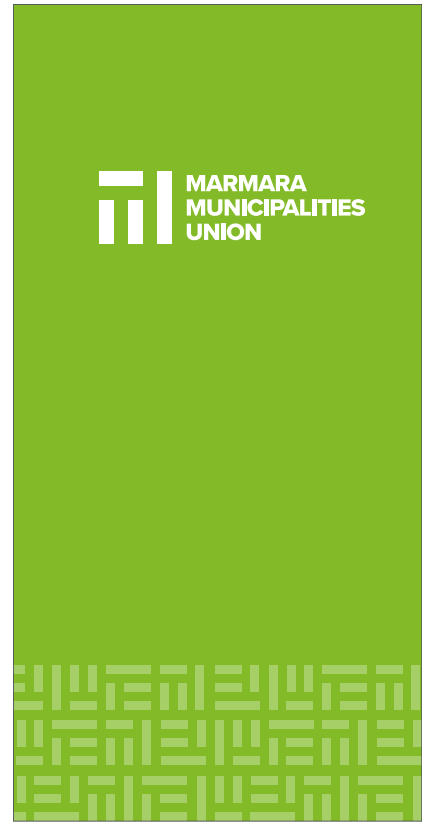
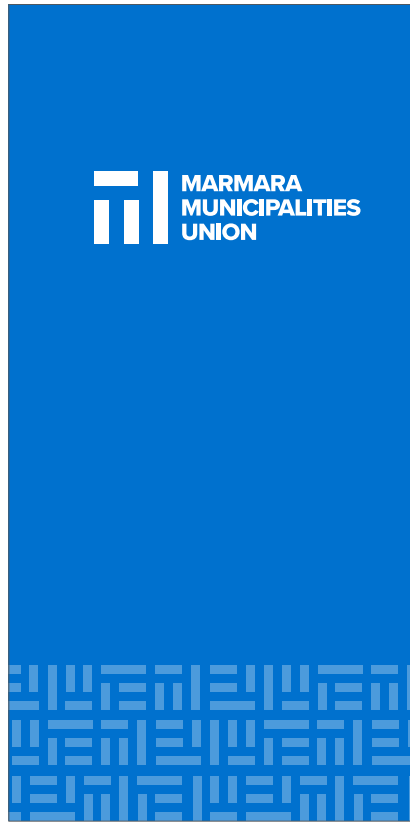
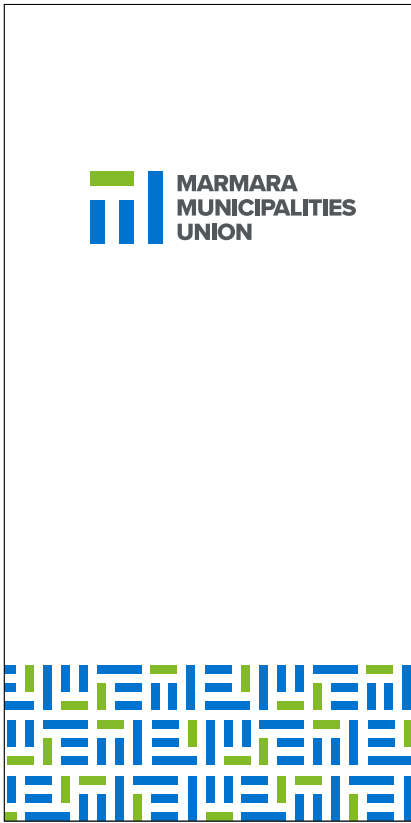
Blue card rope



Green card rope

The full-color MMU logo should be used on white card ropes.

The white MMU logo should be used on blue and green card ropes.



Rectangle Flags

The default version of the rectangle flag has the full-color logo on a white background, but the other two versions shown above can also be used.

Aspect ratio of the flag is 1:2. Swallowtail flag is not appropriate for this pattern.



Deskflag

The desk flag consists of placing the logo within the clear space according to the size of the flag.

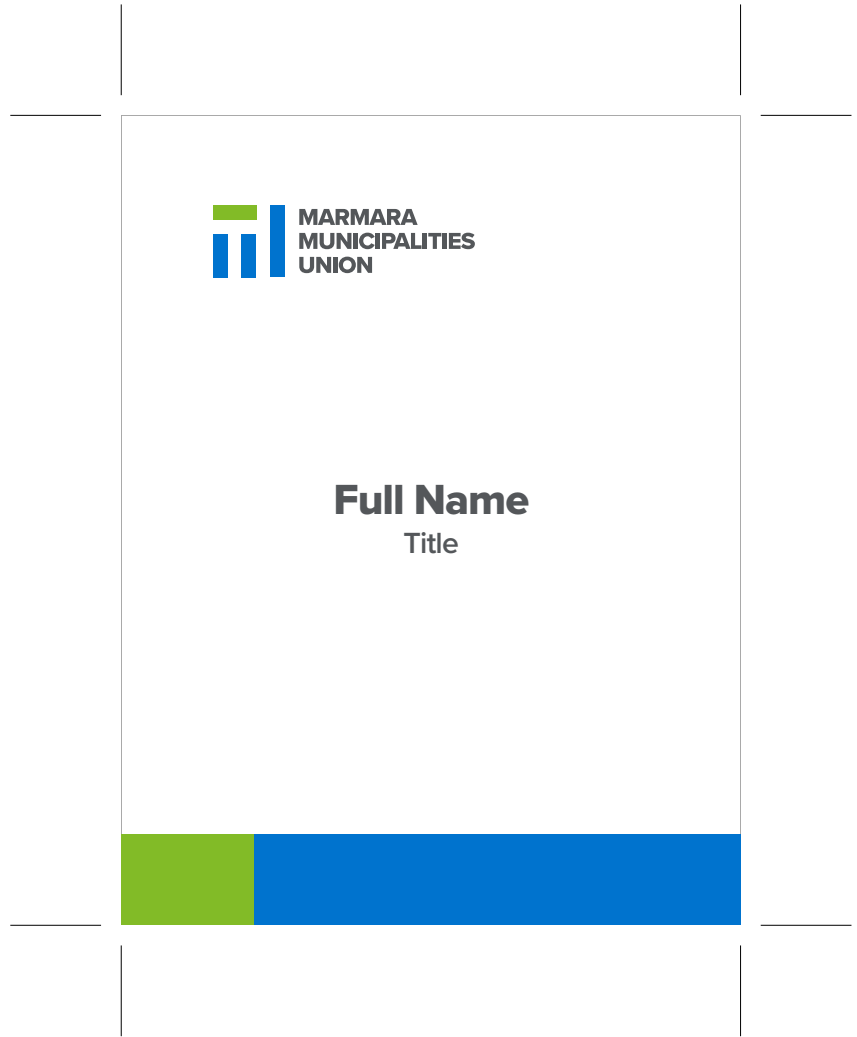
A green banner hangs from a ceiling with a black grid pattern. The banner features a white logo on the left, consisting of three vertical bars of varying heights and a horizontal bar at the top. To the right of the logo, the text "MARMARA MUNICIPALITIES UNION" is printed in white, uppercase letters. The bottom of the banner has a pattern of small, light green geometric shapes.

**MARMARA
MUNICIPALITIES
UNION**

Name Badge

Name badge design to be used in various events are shown here. It can be PVC-coated or placed in a ready-made plastic envelope.

It will be provided to participants with card ropes.



Name Tag Sticker

The name tag sticker design is shown here.

The names are handwritten and the sticker is self-adhesive.

Size: 85x55mm





 MARMARA
MUNICIPALITIES
UNION

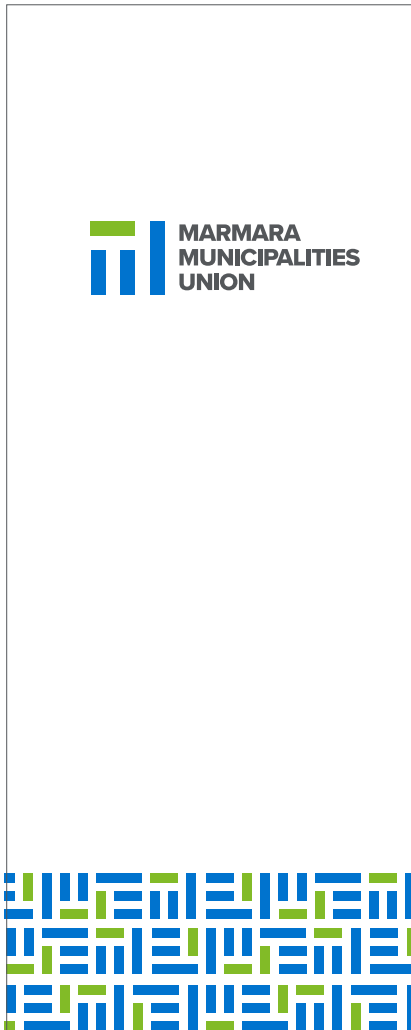
Full Name
Title

Roll-up

The default version of the roll-up has the full-color logo on a white background, but the other two versions shown below can also be used.

Roll-up size is 200x80 cm. If necessary, the distance between the logo and the pattern can be increased.

The pattern is designed in line with the roll-up stand, if necessary, the number of rows of the pattern can be increased for the area that will remain inside the rollup mechanism.



 MARMARA
MUNICIPALITIES
UNION



Totebag

The all-white logo will be printed on one side of blue or green tote bags.

The fabric can be canvas or gabardine.



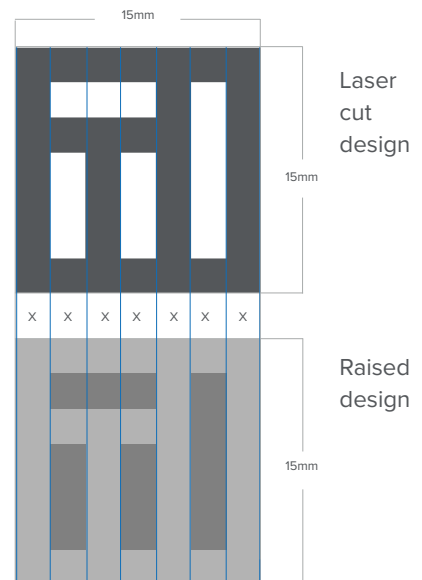
Certificate

The membership certificate is prepared in silver tones and is specific to this material only.



Badge

The badge is produced from metal and consists of MMU logomark.



Virtual Backgrounds

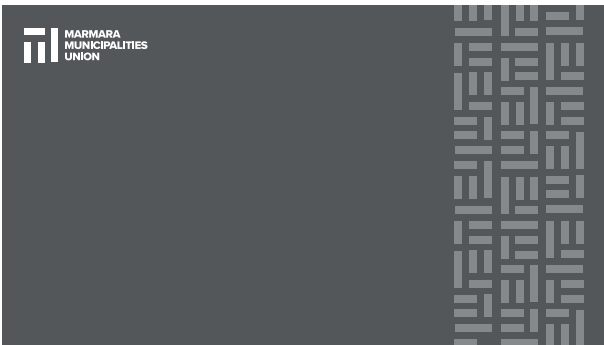
Virtual backgrounds are as follows.



MMU Blue



MMU Logo Colors



MMU Smoke Gray



Mailing Template


The logo and mail body will be used as showed here, within the limits of HTML.

Arial is the default font for presentations since it is a safe font to use in all systems. No other font can be used.

From info@mbb.gov.tr _ X

To mail@mail.com Cc Bcc

Subject MMU July Bulletin



**MARMARA
MUNICIPALITIES
UNION**

**NEWSLETTER
JULY '22**

IMAGE HERE

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IMAGE HERE

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IMAGE HERE

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IMAGE HERE

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IMAGE HERE

Click to add title

Click to add subtitle



03

Click to add chapter title



Click to add title

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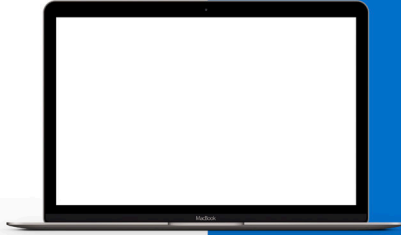
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Click to add chapter title



Click to add title

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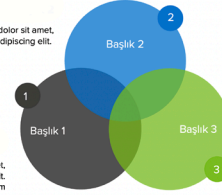


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4

Presentation Template

Presentation template has different slides that are included in the PPT file as a Master Slide.

The position and height of the title and logo should not be changed. Similar pages can be made depending on the content.

Although MMU colors are predominantly used, center colors can also be used in data visualizations.



About us

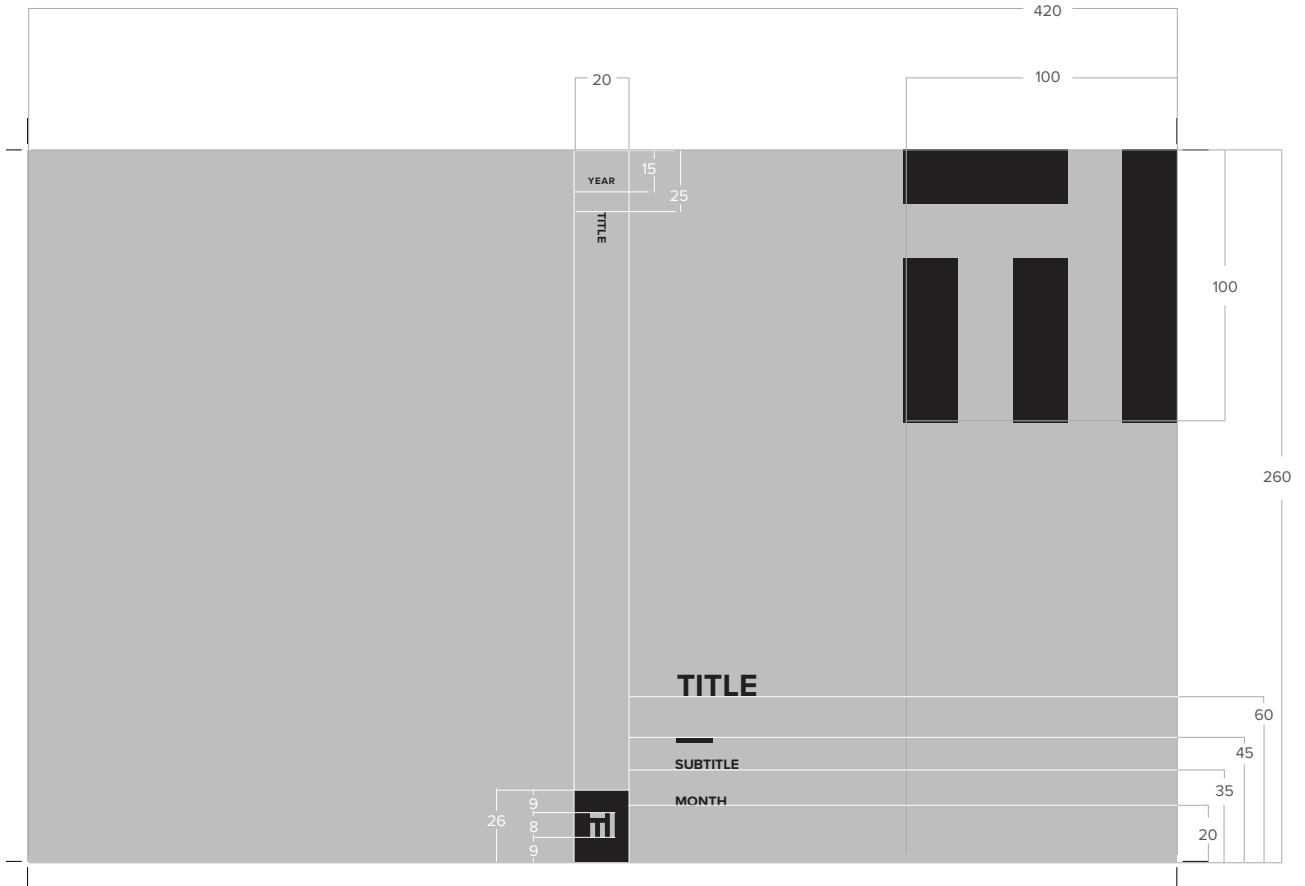
Marmara Municipalities Union (MMU) is the first and the largest regional Local Government Association in Turkey with more than 190 members from the Marmara Region which is the center of scientific, cultural and high-value-added activities as well as of commerce, finance and industry. MMU's center is located in Istanbul. The Marmara Region inhabits around 25 million residents, making up one third of the population of Turkey. At the center of the region is the Sea of Marmara, which is an inland sea connecting Turkey's Asian and European parts.



Report Cover and Inner Page Design

The design format and color of the reports are as follows.

If necessary, reports in different colors can be produced close to these colors.



The last word of the main title should be 60 mm above the bottom edge, the subtitle should be 30 mm, and the date should be 20 mm above.


All measurements given in the report cover design are written in mm.

The spine includes the name and date of the report and they are centered according to the thickness of the spine.

	<p>CMYK 0, 82, 100, 0</p> <p>PANTONE Orange 021 C</p>	<p>CMYK 100, 0, 62, 0</p> <p>PANTONE Bright Green C</p>	<p>CMYK 0, 72, 40, 0</p> <p>PANTONE 805 C</p>
<p>CMYK 2, 38, 100, 0</p> <p>PANTONE 130 C</p>	<p>CMYK 100, 35, 7, 0</p> <p>PANTONE Medium Blue C</p>	<p>CMYK 21, 49, 76, 3</p> <p>PANTONE 722 C</p>	<p>CMYK 70, 0, 83, 0</p> <p>PANTONE 368 C</p>



The inner page design will be as follows.

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		REPORT NAME	
		PUBLICATION NO 000	Marmara Municipalities Union Publications Sandemir Mah. Ragıp Gümüşpala Cad. No:10 Eminönü 34134 Fatih/İstanbul/Türkiye
		ISSN 000-000-00000-0-0	T: 0212 402 19 00 F: 0212 402 19 55
		FIRST EDITION Month Year	info@mbb.gov.tr marmara.gov.tr mbbkulturayinlari.com
		AUTHOR Full Name	MMU Publications Certificate No: 15668
		CONCEPTUAL DESIGN Baht. Design Studio	All Publications Rights Reserved. It cannot be reproduced in any way without the written permission of the publisher, except for short quotations for promotion by showing the source.
260			
		 MARMARA MUNICIPALITIES UNION PUBLICATIONS	
		<small>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer non vulputate orci. Nulla mollis ante at leo sodales, in euismod sem congue. Fusce dui nunc, molestie et leo sed, bibendum lobortis tortor. Mauris sit amet elementum ipsum. Donec auctor sit amet nisi a fringilla. Sed facilisis, magna finibus pretium viverra, neque lacus consequat neque, id pulvinar lacus felis et dui. In bibendum eleifend diam et laoreet. Integer vel fermentum nisl. Malesenas dignissim et orci et lobortis. Sed ultrices commodo ligula et molestie.</small>	
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REPORT NAME

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CHAPTER
NAME**

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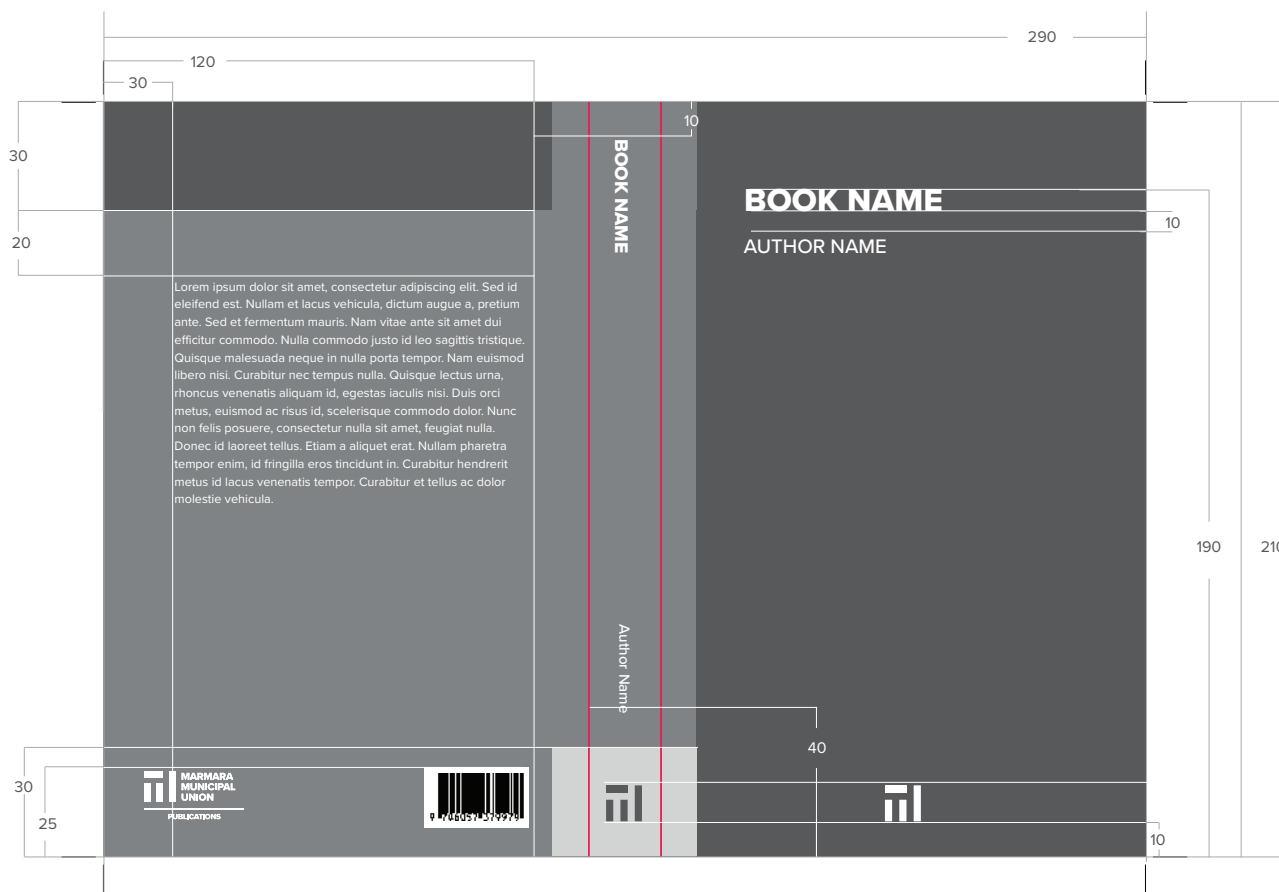
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Book Cover and Inner Page Design

Book covers will be prepared in the following design format and in triple combinations of the specified colors.

The main color will be used both on the front and back covers. The spine will be a close color to the cover and the part where the logo is located in will be the complementary color of the cover.



The name of the book should start from a maximum of 20 mm from the top.

The spine includes the name of the book aligned from the top, and the name of the author aligned from the bottom.

The text boundaries, the location of the logo and the barcode area are indicated on the back cover.

The book cover can be monochrome, illustrated or photographed.

A part of the illustration can be used on the back cover.

The photo should cover the entire main color area of the book cover. A part of the photo should also be used in the small area on the back cover.



The colors and some combinations to be used in the book covers are as follows.

CMYK 96, 65, 34, 15	CMYK 89, 55, 1, 0	CMYK 73, 41, 13, 0	CMYK 60, 17, 42, 0	CMYK 13, 13, 33, 0	CMYK 7, 37, 63, 0
PANTONE 7701 C	PANTONE 307 C	PANTONE 7697 C	PANTONE 556 C	PANTONE 7500 C	PANTONE 7411 C
CMYK 84, 78, 38, 27	CMYK 75, 100, 25, 13	CMYK 0, 70, 42, 0	CMYK 6, 47, 51, 0	CMYK 40, 77, 47, 18	CMYK 21, 49, 76, 3
PANTONE 5265 C	PANTONE 2623 C	PANTONE 805 C	PANTONE 486 C	PANTONE 4985 C	PANTONE 722 C
CMYK 55, 23, 63, 2	CMYK 70, 0, 83, 0	CMYK 11, 19, 72, 0	CMYK 27, 28, 76, 1		
PANTONE 617 C	PANTONE 360 C	PANTONE 459 C	PANTONE 617 C		



The copyright page and inner page designs are shown here, variations can be made when necessary.

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BOOK NAME
AUTHOR NAME


PUBLICATION NO
000

ISBN
000-000-00000-0-0

CONCEPTUAL TASARIM
Baht. Design Studio

CONTRIBUTORS
Ad Soyad

PRINTING
Name
Certificate No: 00000



Marmara Municipalities Union Publications
Sarıdemir Mah. Rağıp Gümüşpala Cad. No: 10 Eminönü 34134 Fatih/İstanbul/Türkiye
T: 0212 402 19 00 F: 0212 402 19 95
info@mbkgovtr
marmara.gov.tr
mbbkulturyayinlari.com

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Periodicals Cover and Inner Page Design

Urban Magazine

The cover of “Urban”, a periodical of MMU Publications, is as follows.

Each issue has a different image on the cover.

Below is the content of that issue. The inner pages have a three-column layout.

Although changes are made depending on the content, the basic color, font, and placement should be as stated here.

URBAN YELLOW

CMYK
2, 16, 93, 0

HEX
fbd129

RGB
251, 209, 41

PANTONE
122 C



Fonts Used on Cover

Headline: Montserrat Medium 12 pt

Issue and year: Garamond Premier Pro Bold 8 pt

Issue number: Garamond Premier Pro Regular 35 pt

Article headlines: Montserrat Semibold 11 pt

Article body: Garamond Premier Pro Medium

Headline on the spine: Montserrat Regular 7 pt

Other texts on the spine: Montserrat Regular 8 pt

Page layouts are shown here.

Although changes are made depending on the content, the basic color, font, and placement should be as stated here.

Size: 220mm * 280mm

DREAM CITIES: IDEAS, DESIGNS AND INTERVENTIONS FOR MODERN CITIES

BY SEBASTIAN HUNTER
WITH ILLUSTRATIONS BY QUINN TAYLOR

The Dream Cities, Houston and public design projects that have influenced urban planning in the city. Each chapter explores design ideas from a different perspective and includes the names of the designers and architects who created them. The book is a collection of ideas and interventions that have shaped the city and its future. It is a guide for urban designers and architects who want to create a better city for the future.

Seven Urban Ideas That Shape the World

Wade Graham

Public space and urban design are essential to the quality of life in a city. The city is a place where people live, work, and play. It is a place where we can build a better future for ourselves and for our children. The city is a place where we can create a better world for all of us.

The design of a city is a complex task that requires a deep understanding of the city's history, culture, and needs. The design of a city is a process that involves many different stakeholders, including architects, urban planners, and the public. The design of a city is a process that is constantly evolving and changing.

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Fonts Used on Inner Pages

Headline: TTPhobos Regular 26 pt

Sub-head: TTPhobos DemiBold 12 pt

Author Name: TTPhobos Regular 8 pt

Reading Time: Garamond Premier Pro 6.5 pt

Body: TTPhobos Regular 9.3 pt

Header: TTPhobos DemiBold 7 pt

Footer: Garamond Premier Pro Bold Subhead 8 pt

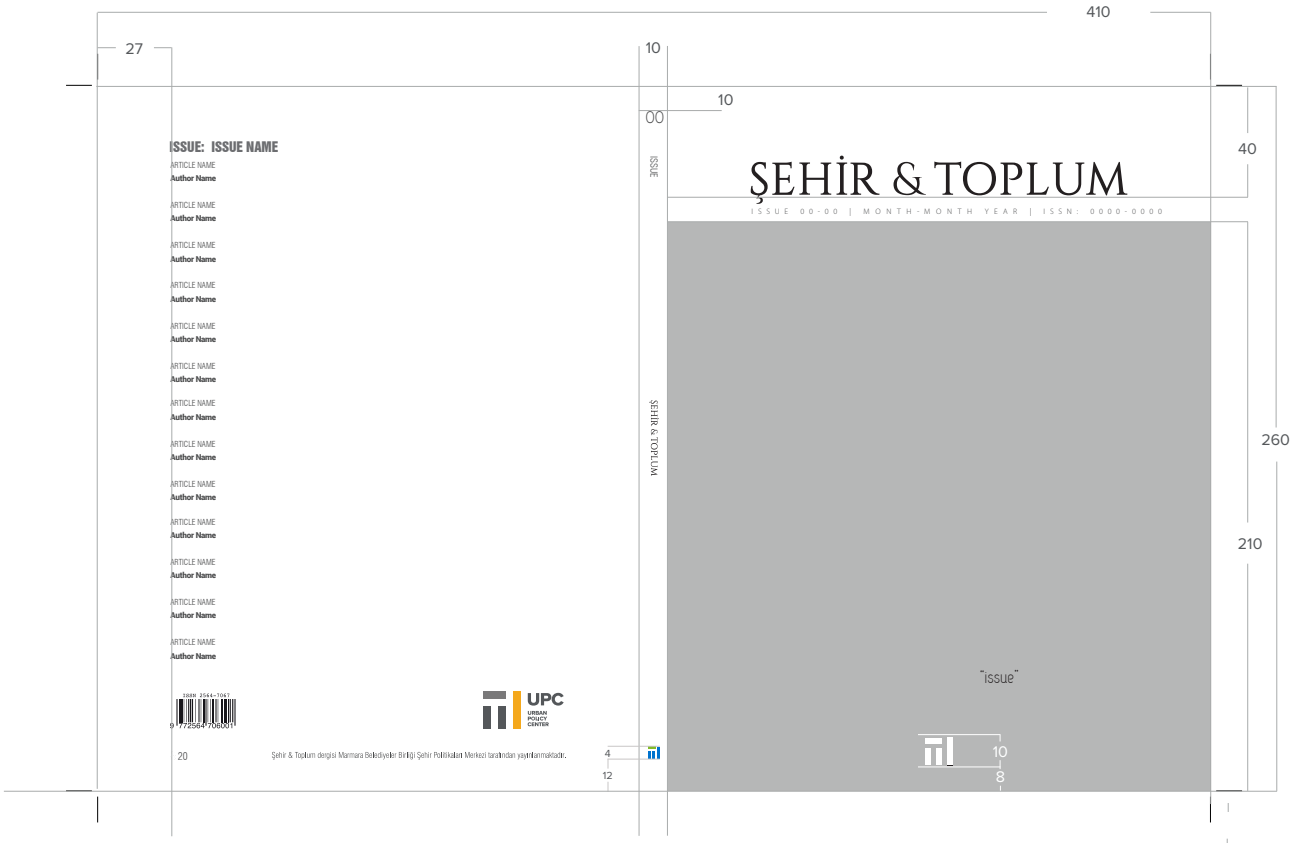
Featured text: TTPhobos Bold 17 pt

<p>17</p> <p>COVID-19 epidemic, the speakers emphasized the necessity of producing solutions by rethinking and acting together for better cities.</p> <p>Charles Landry stated that in today's world of needs, an organization type that works better for everyone can be built instead of the classical bureaucracy understanding. He stated that the construction is only possible if resources is provided by going through an awakening and this awakening is now a necessity. He emphasized that the result of the forum is a society where we can be met by thinking about a new bureaucracy model and acting together.</p> <p>Blas Tikhil argued that municipality, which has a basic and final service understanding, should include a service strategy that can be diversified according to the needs and structure of people. He stated that the strategy of building a community with people in a relationship will provide an opportunity to share feelings between individuals. He emphasized that it is possible to raise the concept of community at the neighborhood level to the city level, and that this is a very important need. Tikhil has stated that the lockdown during the pandemic has clearly proved the urgent need for public space by saying "There is often a misconception that people assume that when they increase the comfort of their private spaces, they improve their quality of life. This is not true. Only the comfort in this area makes you imprisoned in your private areas. Your freedom begins at the point you enter the public area". Referring to the matter, Re-shik, Co-act, he expressed that the conventional understanding of municipalities should be rethought and that new studies should be carried out on the production of public space where the society can act together and act.</p> <p>Baki Akhtar stated that thinking is a necessity on the understanding of municipalities in a world where it is discussed that there is a need for a new form of administration that does not only consist of local services, together with metropolitan city structures, the necessity of carrying out some tasks that were not under the responsibility of municipalities before, and that it is not possible to produce a model of metropolitan-social power without the involvement of local governments.</p> <p>Baki Akhtar stated that rethinking municipalities is a must, there is a need for a new form of administration that does not only consist of local services, and</p> <p>it is not possible to create a model of reconciliation and social power without local governments. He also said municipalities should carry out some tasks that were not under their responsibilities before. Thus, the sociology politics and management style of the municipal system should be rethought. Akhtar stated that there are many parameters about the city that need to be rethought such as "rethinking participation, redefining centralization, reorganizing authority and power sharing".</p> <p>PHD SHOWCASE</p> <p>The second of the PhD Showcase special session was held within the scope of MARUF21. Discussed themes on environment, climate change, biodiversity, sustainability, urbanization, transportation, resilience, infrastructure, social services, migration, urban design, smart urbanities, local governments,</p>	<p>17</p> <p>30</p> <p>18</p> <p>19</p> <p>20</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p>
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City & Society Magazine

The cover and page templates of “City & Society” are as follows.

Although iterations are made depending on the content, the basic color, font and placement should be as stated here.



Every issue of City & Society has an illustration on the cover, the issue name can be moved accordingly.

The contents are on the back cover.

FRONT COVER

Issue Name: Capsula 8 pt

Details: Myriad Pro Light 8.3 pt

SPINE

Year: Gilroy Light 17.5 pt

Issue Name: Swis721 LtCn BT
Light 10 pt

BACK COVER

Issue Name: Swiss921BT
RegularA 14 pt

Article Name: Swiss721BT
LightCondensed 8.5 pt

Author name : Roboto Black 8.5
pt

The inner pages have a two-column layout.

Size: 200mm*260mm

38		30	30	400	18	20	8
	MARMARA DENİZİ & MÜSİLAJ KRİZİ			SEHR & TOPLUM			
				DENİZLERDE BAKTERİYOLOJİK FIRSATLAR: MARMARA DENİZİ MÜSİLAJ ÖRNEĞİ			
				İlgildir. Günümüzde küresel iklim değişiminin getirdiği çevresel problemler tüm dünyayı sardırılabılır kalkınma hedeflerinin oluşturulması, AB yeşil mutabakatı ve 2050 sıfır karbon toplumu için hedef ve stratejiler örneğinde olduğu gibi farklı yönergeler ve uygulamalar geliştirilerek önlemler konusunda uyum göstermeye zorlanmaktadır. Bu uyum önlemlerinin ortak bileşeni çevre dostu uygulamaların geliştirilmesi olup bu konuda bilimsel önceliklerini ve farkındalıklarını geliştiren ve konuya erken adapte olan ülkeler önemli avantaj sağlayacaktır. Bu nedenle, bu metinde, deniz bakterilerinin farklı kullanım alanları için sunduğu çevre dostu fırsatlara yönelik çalışma örneklerimizi özetleyerek, Marmara Denizi'nde 2020 Kasım ayından bu yana gözlenen müsilaj problemlerine karşı deniz bakteri izolasyonunda sunduğu fırsatlara değinilmştir.			
				DENİZ BAKTERİLERİ ALGISI DÜN VE BUGÜN			
				Gülşen Altuğ *			
				D eğişen dünya koşullarında deniz bakteri izolasyonunda sunduğu fırsatların hangi alanlarda, hangi amaçlarla kullanılabileceğine yönelik doğa ile uyum sağlayan çevre dostu yöntemler geliştirmek, bakterilerin denizlerde sessiz bir şekilde saklı tutulduğu fırsatları "görürü okuyabilmek" ile ilgilidir. "Doğru okumak" ise deniz ekosistemlerinin maruz kaldığı bölgesel koşullara göre bakterilerin geliştirdiği farklı adaptasyonları ve bakteriyel metabolik rolleri tanımlamak ve amaca uygun olarak bu bakteriyel cevapları değerlendirebilmektir.			
				Deniz ekosistemleri sahip olduğu değişken ve çevresel koşullar tarafından yönetilen bölgesel ölçekli süreçlerin yaşandığı dinamik ve özel ekosistemlerdir. Karasal kaynaklı değişkenlerin etkisi ve insan aktiviteleri ile üretilen koşullar bu ekosistemlerin sağlığı ve sürdürülebilirliğinin temel bileşenlerini oluşturmaktadır. İnsanoğlu tarih boyunca özellikle kırsal alanlarda denizi algılama biçimine bağlı olarak oluşturduğu ekolojik deniz ekosistemlerinde önemli değişikliklere neden olurken, denizlerin mikro bileşenleri bakterilerle sahip oldukları metabolik yetenekleri sayesinde ekosistem döngülerinde aldıkları roller ile ortama köklü değişikliklere neden olabilecek reaksiyonlar sergilemişlerdir. Denizlerde ekosistem			
				* Prof. Dr. İstanbul Üniversitesi Su Bilimleri Fakültesi Deniz ve İçsu Kaynakları Yönetimi Bölümü			
				ISSN: 2564-7067 - SAYI: 20-21 OCAK - NİSAN 2022			
					61		260
							10

Fonts Used on Inner Pages

Headline: Playfair Display 27 pt Header : Gotham Narrow 9 pt

Author name and body text: Gotham Narrow 9.5
Cutline and footnotes : Gotham Narrow 8 pt

Introduction (left page): Gotham Narrow 11 pt
Copyright page: Gotham Narrow 8 pt

MARMARA DENİZİ & MÜSLAJ KRİZİ

döngülerinde yer alan ve besin zincirinde temel roller üstlenen bakteriler ortamda yer alan organik maddelerin çözümünde rol alarak başka organizmaların kullanımına sunmaktadır (Azam ve Cho, 1987; Heissenberger ve ark. 1996). Bu nedenle insan aktivitesinin olmadığı bir alanda bakteriler ölü organizma parçaları bosta olmak üzere, ortama giren bitkisel, hayvansal atıklar, organik ve inorganik maddeleri parçalayarak sistemin sağlıklı işleminde roller alırlar. Bu organik maddelerin farklı bileşenlerinin farklı bakteriler tarafından parçalanıyor olması doğal çevrelerde birbirini takip eden süreçlerde farklı mikrobiyal süksesyonların varlığı ile gerçekleşmektedir. Deniz bakteri izolatları insan aktiviteilerinin yoğun olduğu kıyılarda ortama giren kirli yüküne bağlı olarak metabolik adaptasyonlar ve direnç mekanizmaları geliştirerek ekosistem işleyişindeki önemli görevlerini sürdürdüler. Son yıllarda yeni nesil analiz metotlarının da gelişmesiyle tespit edilen bakteriyolojik çeşitlilik verileri ve bakteriyel metabolik özelliklerin detaylandırılması bakterilerin besin zinciri üzerindeki rollerinin belirlenmesi konusunda önemli veriler sağlamıştır (Taylor ve ark., 2007; Altuğ ve ark., 2012; Bolhuis ve Cretou, 2016; Kumar ve ark., 2019; Spang ve Offre, 2019; Ullah ve ark., 2019; Cato ve ark., 2019; Antunes ve ark., 2019; Altuğ ve ark., 2020). Bu veriler aynı zamanda denizlerin bakteriyolojik açıdan içerdiği fırsatların anlaşılmasına yönelik temel bilgileri sunmaktadır.

Bu sürecin başında insanlığı denizlerde avcılık, taşımacılık, rekreasyonel kullanım amacıyla birlikte halk sağlığı kapsamında deniz kaynaklı olası bakteriyel hastalıklar açısından ilgilennmiştir. Su ve buhar gücü kullanarak mekanik üretim sistemlerinin ortaya çıkışı olan endüstri 1.0 çağından, 19. yüzyılda endüstri 2. sanayi devrimi çağına,

Louis Pasteur'ün "bazı mikroorganizmaların diğerlerini öldürdüğü" şeklindeki gözlemi ve antibiyotiklerin keşfi çağına giriş olan endüstri 3.0 çağından, günümüz dünyesinde ulusal endüstri 4.0 sürecinde deniz sektörlerinin akıllı, sürdürülebilir ve kapsayıcı büyümesi için "deniz araştırmaları 4.0" kavramı gündeme gelmiştir. Bu kavram kapsamında ele alınan konular, deniz kaynaklı gıdaların sürdürülebilir üretiminin sağlanması, deniz kaynaklı enerji üretimi, deniz canlılarından insan sağlığı için yararlanacak biyomoleküllerin elde edilme yollarının keşfedilmesi ve metodolojilerin geliştirilmesi, denizel çevre sağlığı kapsamında deniz ekosistemlerinin yönetilmesi ve korunması, endüstriyel kullanım amaçlı enzimler, biyo-polimerler ve biyolojik materyaller geliştirilmesi olarak kategorize edilmiştir.

Bu gündem kapsamında da faydalı deniz bakterilerinin farklı yeteneklerinden yararlanarak mavi biyoteknoloji alanında çevre dostu ürünler üretme yarıştı tüm dünya için geçerli bir konu haline gelmiştir. Ülkemizde de 2 Ekim 2014'te 29137 sayılı Resmi Gazete'de yayınlanarak yürürlüğe giren Türkiye Ulusal Deniz Araştırmaları Stratejisi, Ulusal Deniz Araştırmaları Programı (UDAP) kapsamında "Deniz Biyoteknolojisi Çalışmaları" başlığı altında biyoteknoloji uygulamalarının geliştirilmesi konusu yer almaktadır.

Biyoçeşitlilik kayıpları, habitat tahribatı, aşırı avcılık, ötrifikasyon, ağır metal, petrol, deterjan, radyoaktifite, pestisit, plastik kirliliği ve patojenlerin yayılımı küresel iklim değişimi süreci beraberinde yeni boyutlar kazanmaktadır. Bakteriler maruz kaldıkları çevresel değişikliklere göre metabolik değişimler gösterirken aynı zamanda bölgesel değişiklikleri mikro

SEHİR & TOPLUM

düzeyde işaret etmektedirler. Örneğin Karadeniz'in oksijensiz tabakalarında azot konsantrasyonunun fazla bulunmasının nedeni moleküler tekniklerin gelişmesine kadar anlaşılabilen anaerobik metan ve amonyum oksidasyonunun bakteriyel işleyişinin bulunması ile karbon ve azot döngüleri arasında daha net denge kurulabilmiştir. Bu nedenle denizler bakteriyolojik çalışmalar için ilginç laboratuvarlardır.

DENİZ BAKTERİ İZOLATLARININ SUNDUĞU FIRSATLAR

Hipokrat (M.Ö. 370) "Havada, suda ve yerde" adlı metinlerinde halk sağlığı temiz bir çevreye bağlı, demektir. Bugün COVID-19 pandemisi süreci çok net göstermiştir ki yerel, ulusal ve küresel düzeylerde insanlar, hayvanlar ve çevre bakımından farklı disiplinlerin iş birliği ile gezegen sağlığının ele alındığı bütünsel yaklaşım (tek sağlık veya one health yaklaşımı) risklerin tanımla ve yönetimini sağlarken, endüstri 4.0 çağına sunduğu biyoteknolojik yaklaşımlar ise fırsatları tanımlamaktadır.

Denizlerde insan aktiviteleri kaynaklı hastalık yapıcı bakterilerin varlığı risk faktörleri kapsamında değerlendirme alanı sunarken, ekosistem işleyişinde önemli roller üstlenen patojen olmayan bakterilerin varlığı, bu bakterilerin kendi coğrafik alanlarında maruz kaldıkları çevresel faktörlere göre kazandıkları metabolik yetenekler sayesinde ekosistem işleyişinin sağlıklı sürdürülebilirliğini sağlamaktadır.

Deniz ortamına giren organik maddelerin farklı bileşenlerinin enzim özelliklerine göre farklı bakteriler tarafından parçalanması (Danovaro, 2005) doğal çevrelerde birbirini takip eden süreçlerde farklı mikrobiyal

süksesyonların varlığı ile gerçekleşmektedir. Bu süreçler deniz bakteri izolatlarının coğrafik alanlara göre değişen çevresel koşullara adaptasyon sağlanmaları nedeniyle denizlerin sunduğu bakteriyolojik fırsatların "özgün" nedenini oluşturmaktadır. Bu süreçte sergilenen bakteriyel faaliyetlerin bilinmesi, deniz alanlarından izole edilen bakterilerin güçlü metabolik özelliklerinin çevre, tarım ve sağlık gibi farklı sektörlerle yönelik çevre dostu ürünlerin teminini oluşturarak insanlığın ilham ve fırsatlar sunmaktadır.

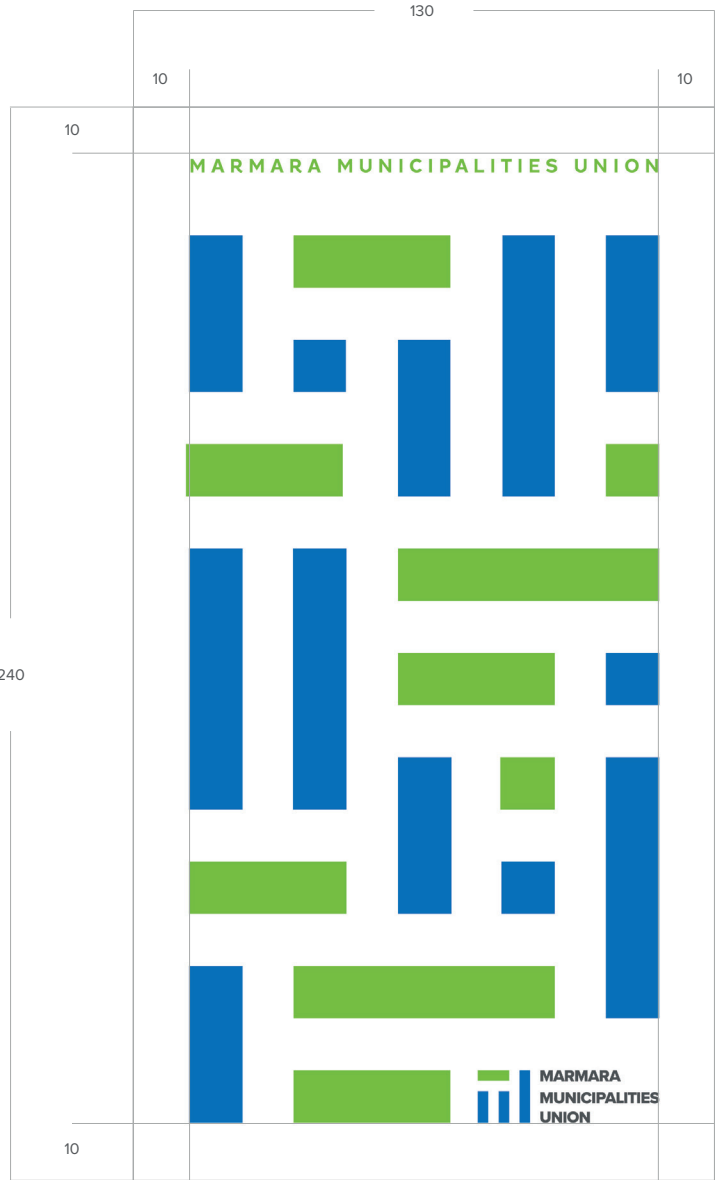
Mavi biyoteknoloji kapsamında deniz bakterilerinin doğru ve uygun kullanımı, her coğrafi alan için benzersiz bölgesel fırsatlar içermektedir. Üç tarafı denizlerle çevrili ülkemizin kaynaklarını deniz bakteriyolojisi açısından ortaya çıkarmayı hedefleyen süreçte 2000 yılından bu yana Türkiye denizlerinde farklı proje çalışmalarını ile elde ettiğimiz bakteriyolojik veriler, denizlerden izole edilmiş bakterilerin ekolojik, klinik, endüstriyel vb. alanlarda, biyolojik iyileştirme, kompleks bileşiklerin parçalanması, antibakteriyel bileşikler elde etme gibi amaçlarla kullanım yollarının araştırılması ile bu fırsatları ortaya koyarak bakterilerin önüne dönüştürme yolculuğuna başlangıcını oluşturmuştur.

Bakteriler, deniz ekosistemlerinin sürdürülebilir kullanımında çoğalmış işçileri olarak bölgelere göre değişebilen özgün metabolik modeller sunmaktadır. Yaptığımız çalışmalar laboratuvar ortamında biyoadaptasyon çalışmalarını ile bakterilerin sunduğu bu modellerin farklı sektörlerle yönelik kullanımının geliştirilmesi ile yerli çevre dostu ürünler ve ekolojik kayıtları taşıyan çözümler olarak insanlığın hizmetine sunulmasını amaçlamaktadır.

Sağlık, çevre ve tarım gibi temel sektörlerde ürün ve süreçlerin üretimi, geliştirilmesi ve modifiye edilmesi konusunda Türkiye'nin de

Brochure Design

The cover of the brochure is as follows. Examples of inner pages are also included on the next page. Standard sizes of the brochure are 13x24 cm.



			260	
	13	26	30	13
15	<h2>PLATFORMS</h2> <p>MMU Platforms consist of the representatives of the relevant departments of MMU's member municipalities. Platforms;</p> <ul style="list-style-type: none"> • pave the way for the exchange of experience and knowledge, • disseminate good practices, • ensure coordination among municipalities, • conduct investigations and researches, • develop medium and long-term strategies. <ul style="list-style-type: none"> • Audit Platform • Corporate Communications Platform • Culture and Art Platform • Environment Platform • Financial Services Platform • Human Resources and Training Platform • Information Technology Platform • Legal Affairs Platform • Libraries and Information Centers Platform • Local Diplomacy Platform • Migration Platform 		<h2>EVENTS</h2> <h3>MARMARA URBAN FORUM (MARUF)</h3> <p>The Marmara Urban Forum (MARUF) is a biennial international urban forum, the first of which was held in 2019. MARUF aims to seek solutions to the economic, political, social, ecological problems caused by the urbanization process in the lives of individuals and societies and to examine these problems in solidarity and cooperation at local, regional, national and international levels.</p> <p>www.marmaraurbanforum.org</p> <h3>MAYORS SUMMIT</h3> <p>The Mayors Summit is organized to bring together the member mayors with a specific agenda and provides ground for sharing experience and knowledge.</p>	
240	12	12		13

THREE

MMU & SUB-BRAND LOGOS

Center and Academy Logos

MMU Publications Logo

Center and Academy Logos with the Union Name

Using MMU and Sub-brand Logos Together

Colors of the Sub-brands Logos

Corporate Materials of the Sub-brands

Center and Academy Logos

MMU center and academy logos are as follows.

Each brand has a defined color. The initials and full names of the brands are included in the logo.

The blue and green of MMU are not included in the center logos.



MMU Publications Logo

MMU Publications logo is the MMU logo with a line and the text "Publications" under it.



Center and Academy Logos with the Union Name



Using MMU and Sub-brand Logos Together

MMU and sub-brand logos should have the same height and equal hierarchy.

Similarly, the MMU Publications logo is aligned according to height.

The center logo can be larger in their corporate identity materials.



MPC Red

CMYK
2, 74, 94, 0

HEX
ec672c

RGB
236, 103, 44

PANTONE
7578 C

UPC Orange

CMYK
2, 38, 100, 0

HEX
f5a800

RGB
245, 168, 0

PANTONE
130 C

SCC Green

CMYK
74, 3, 100, 0

HEX
43b02a

RGB
67, 176, 42

PANTONE
361 C

LGA Green

CMYK
30, 17, 100, 0

HEX
beb906

RGB
190, 185, 6

PANTONE
397 C

DTC Turquoise

CMYK
80, 21, 32, 0

HEX
009aa8

RGB
0, 154, 168

PANTONE
320 C

Sub-brand Logos

Colors of the sub-brand logos are shown here. Each brand can use its own defined colors in its corporate identity materials.

MDC Maroon

CMYK
20, 100, 91, 11

HEX
b6172c

RGB
182, 23, 44

PANTONE
187 C

MBB Smoke Gray

CMYK
67, 56, 51, 28

HEX
54575a

RGB
83, 87, 91

PANTONE
425 C

Gray 2

CMYK
54, 46, 44, 10

HEX
76777a

RGB
120, 121, 123

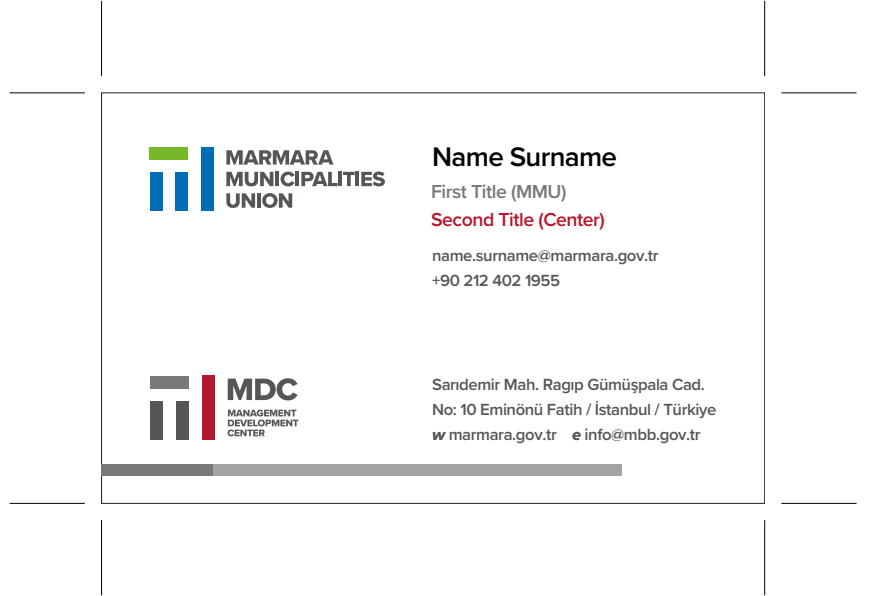
PANTONE
Cool Gray 9 C

Sub-Brand Materials

All the centers have their own corporate identity materials.

The same template, layout, font, and sizes apply to all centers, only the center logo, and the primary colors change.

Some design examples of the Management Development Center are shown on the following pages, however, each center has its own identity guide.



Business Card



Wallet Flat Envelope

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Folder Cover and Inner Folder

Contact

All designs and files in this guide are in the archive of the Marmara Municipalities Union.

If you need more information or have questions about using these guidelines, contact the MMU Department of Corporate Communications.

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