MARMARA MUNICIPALITIES UNION
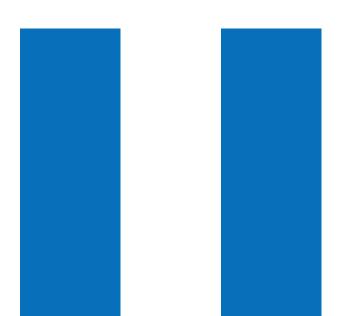# IDENTITY GUIDELINES

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

CONTENTS

BRAND

LOGO STANDARDS

CORPORATE MATERIALS

MMU & SUB-BRAND LOGOS AND USES

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 Bosporus 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

MARMARA MUNICIPALITIES UNION

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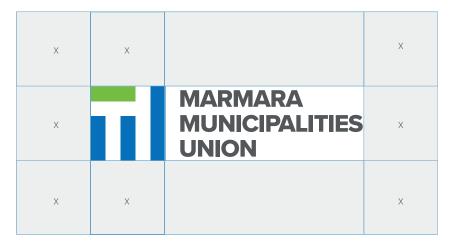
The 'elders', who have the most knowledge, experience and resources, are imagined as the mainstay/pillars.

1x 1x 1x 1x 1x 1x

1x

1x

3x

0.25x

0.5x

0.5x

0.25x

MARMARA MUNICIPALITIES UNION

1x 1x 1x 1x 1x 1x

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.

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

LOGO

MARMARA MUNICIPALITIES UNION

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.
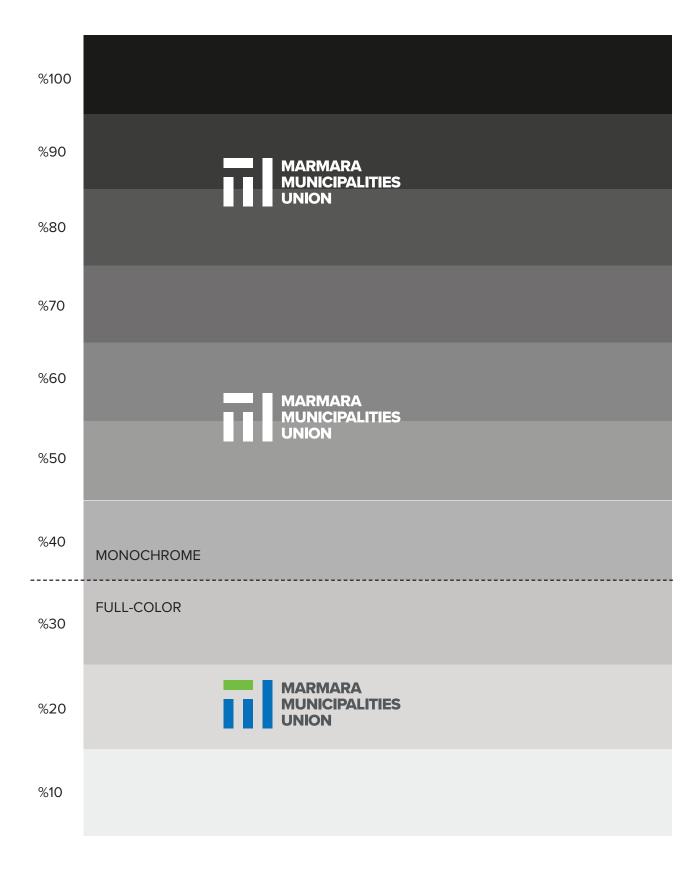
Minimum Size

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

23 mm

6 mm

MARMARA MUNICIPALITIES UNION

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.

%100

%90

MARMARA MUNICIPALITIES UNION

%80

%70

%60

MARMARA MUNICIPALITIES UNION

%50

%40

MONOCHROME

FULL-COLOR

%30

%20

MARMARA MUNICIPALITIES UNION

%10

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.
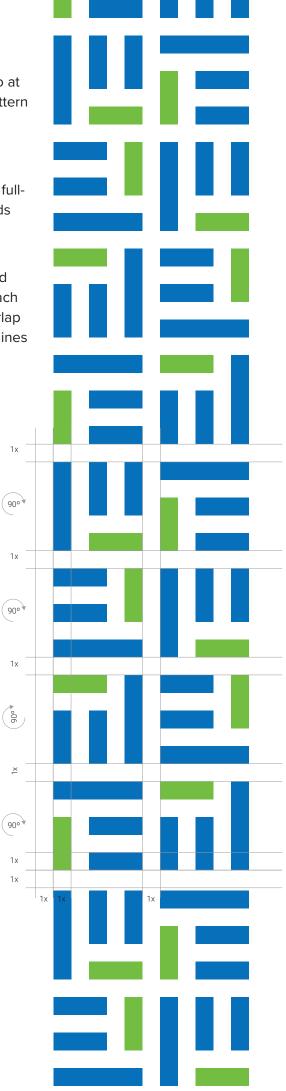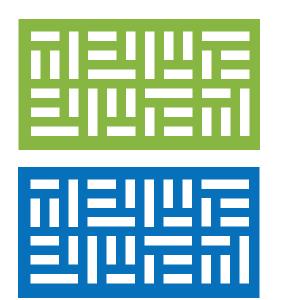
Patterns created from the Logo

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

MARMARA MUNICIPALITIES UNION

Name Surname

First Row Title
Second Row Title

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

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

MARMARA BELEDİYELER BİRLİĞİ

...d Soyad

Birinci Satır Unvan
İkinci Satır Unvan

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

Sarıdemir 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 BELEDİYELER BİRLİĞİ

Ad Soyad
Birinci Satır Unvan
İkinci Satır Unvan (Merkez)

ad.soyad@mbb.gov.tr
+90 212 402 1955

YGM
YÖNETİM GELİŞTİRME MERKEZİ

Sarıdemir 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

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

MARMARA MUNICIPALITIES UNION

Sarıdemir 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 located in the right corner.

Size: 210mm x 297mm

MARMARA MUNICIPALITIES UNION

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commo-do consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commo-do consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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

Pocket Envelope

Size: 320mm x 230mm

MARMARA MUNICIPALITIES UNION

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

MARMARA
MUNICIPALITIES
UNION

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

MARMARA
MUNICIPALITIES
UNION

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.

Full Name

DEPARTMENT
Name of the Department

TITLE: **TITLE**

NATIONAL ID: **1234567890**

REGISTRY NO: **00**

MARMARA MUNICIPALITIES UNION

This employee ID car belongs to Marmara Municipalities Union.
If you find this card please call 0212 402 1900.

MARMARA MUNICIPALITIES UNION
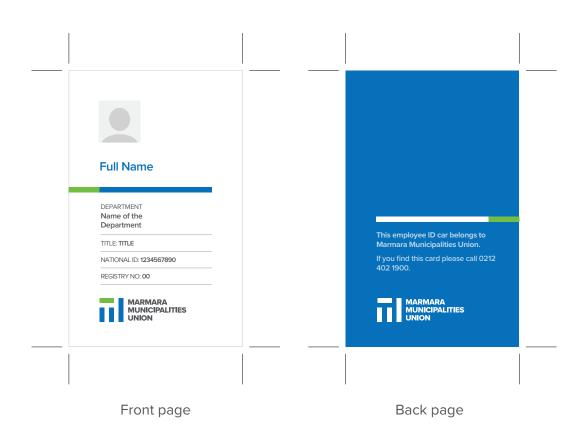
Employee ID Card

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.

Full Name

DEPARTMENT
Name of the Department

TITLE: **TITLE**

NATIONAL ID: **1234567890**

REGISTRY NO: **00**

**MARMARA
MUNICIPALITIES
UNION**

This employee ID car belongs to Marmara Municipalities Union.

If you find this card please call 0212 402 1900.

**MARMARA
MUNICIPALITIES
UNION**

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.
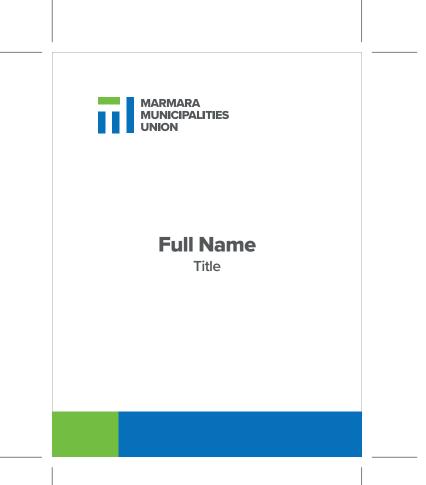
Name Badge

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.

MARMARA MUNICIPALITIES UNION

Full Name
Title

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

PARTICIPANT NAME

**MARMARA
MUNICIPALITIES
UNION**

Full Name
Title

Roll-up

The default version of the roll-uphas 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.
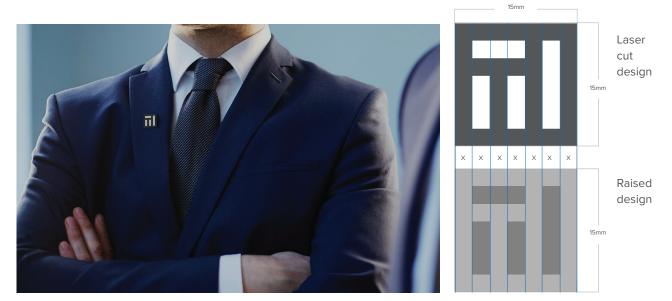
Certificate

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

MARMARA MUNICIPALITIES UNION

Membership Certificate

PROVINCE

....

FULL NAME
TITLE

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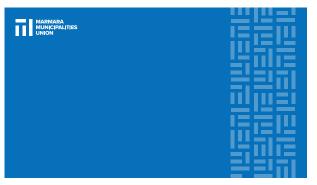
The badge is produced from metal and consists of MMU logomark.

15mm

15mm

x x x x x x x

Laser cut design

15mm

Raised design

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

Lorem ipsum dolor sit amet, consectetuer.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

IMAGE HERE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

IMAGE HERE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

IMAGE HERE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

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.
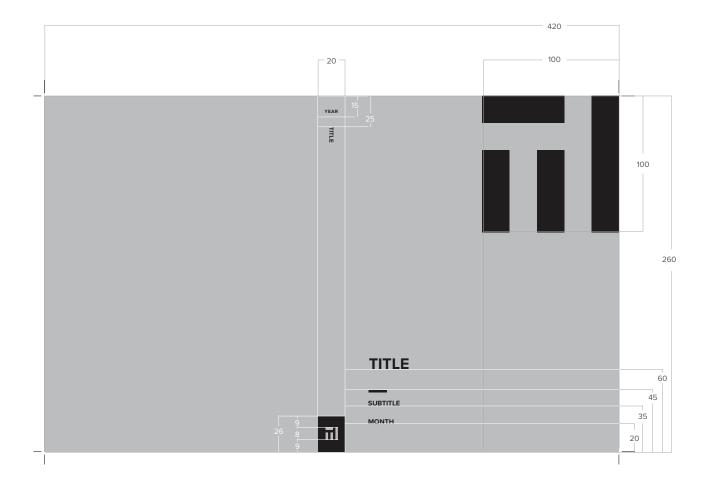
Report Cover and Inner Page Design

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

If necessary, reports in different colors can be produced close to these colors.
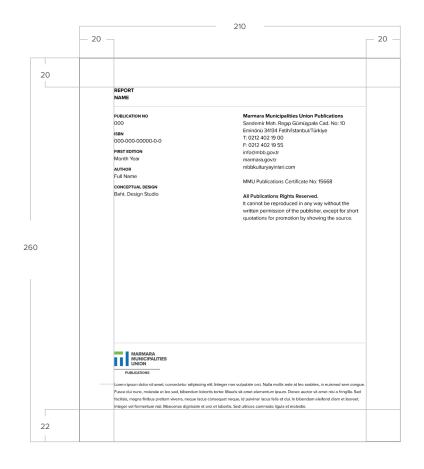
The last word of the main title should be 60 mm above the bottom edge, the subtitle should be 30 mm, and the date should be 20 mm above.

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

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

CMYK 0, 82, 100, 0	CMYK 100, 0 , 62, 0	CMYK 0, 72, 40, 0
PANTONE Orange 021 C	PANTONE Bright Green C	PANTONE 805 C

CMYK 2, 38, 100, 0	CMYK 100, 35, 7, 0	CMYK 21, 49, 76, 3	CMYK 70, 0, 83, 0
PANTONE 130 C	PANTONE Medium Blue C	PANTONE 722 C	PANTONE 368 C

TITLE

The inner page design will be
as follows.

REPORT
NAME

PUBLICATION NO
000

ISBN
000-000-00000-0-0

FIRST EDITION
Month Year

AUTHOR
Full Name

CONCEPTUAL DESIGN
Baht. Design Studio

Marmara Municipalities Union Publications
Sandemir Mah. Ragıp Gümüşpala Cad. No: 10
Eminönü 34134 Fatih/İstanbul/Türkiye
T: 0212 402 19 00
F: 0212 402 19 55
info@mbb.gov.tr
marmara.gov.tr
mbbkulturyayinlari.com

MMU Publications Certificate No: 15668

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.

**MARMARA
MUNICIPALITIES
UNION**
PUBLICATIONS

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. Maecenas dignissim et orci et lobortis. Sed ultrices commodo ligula et molestie.

210

20

20

20

260

22

00.
CHAPTER
NAME

Lorem ipsum dolor sit amet, consectetur

- Adipiscing elit

- Phasellus non sagittis dolor

- Ac sagittis nisl

Proin ut hendrerit massa, ullamcorper fermentum velit. Quisque quam ex, tincidunt vel vestibulum non, commodo vitae augue. Sed sit amet lorem lorem. In rutrum arcu purus, ac faucibus massa dictum non. Ut quis bibendum lacus. Donec in augue in dui lobortis suscipit quis nec enim. Nunc sed odio purus. Donec dignissim in felis nec maximus. Sed id suscipit magna. Aliquam euismod sem nec nunc porta, ut gravida ex sollicitudin.

Quisque tellus ligula, accumsan ac risus et, mattis pulvinar orci. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Maecenas rhoncus libero quis aliquet bibendum. Maecenas a neque odio. Fusce consequat, elit a rhoncus placerat, augue mauris condimentum purus, nec consectetur tortor nibh suscipit ante. Aliquam nec sapien sodales, condimentum leo ut, gravida lectus. Duis mattis neque eget interdum mollis. Cras quis est lacinia, pulvinar magna sit amet, ullamcorper lacus. Quisque quis ex sit amet diam commodo dapibus at non dolor. Phasellus dignissim libero bibendum sollicitudin malesuada. Donec consectetur euismod ligula quis finibus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non sagittis dolor, ac sagittis nisl. Proin ut hendrerit massa, ullamcorper fermentum velit. Quisque quam ex, tincidunt vel vestibulum non, commodo vitae augue. Sed sit amet lorem lorem. In rutrum arcu purus, ac faucibus massa dictum non. Ut quis bibendum lacus. Donec in augue in dui lobortis suscipit quis nec enim. Nunc sed odio purus. Donec dignissim in felis nec maximus. Sed id suscipit magna. Aliquam euismod sem nec nunc porta, ut gravida ex sollicitudin.

Quisque tellus ligula, accumsan ac risus et, mattis pulvinar orci. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenae-os. Maecenas rhoncus libero quis aliquet bibendum. Maecenas a neque odio. Fusce consequat, elit a rhoncus placerat, augue mauris condimentum purus, nec consectetur tortor nibh suscipit ante. Aliquam nec sapien sodales, condimentum leo ut, gravida lectus. Duis mattis neque eget interdum mollis. Cras quis est lacinia, pulvinar magna sit amet, ullamcorper lacus. Quisque quis ex sit amet diam commodo dapibus at non dolor. Phasellus dignissim libero bibendum solli-citudin malesuada. Donec consectetur euismod ligula quis finibus. Cras iaculis, libero sed tincidunt biben-dum, lorem orci consectetur ex, ut vehicula lectus leo eget ante. Suspendisse in pulvinar ipsum, ac malesu-ada nibh. Vestibulum semper, tortor quis consequat tincidunt, ex enim finibus ante, non posuere purus libero vitae est. Ut at ultricies libero.

Suspendisse in luctus felis. Nullam non mauris libero. Aliquam sed tristique nisl, eu sollicitudin orci. Morbi tempor a nibh ac facilisis. Donec aliquet sagittis nulla at faucibus. Curabitur viverra neque ac pharetra im-perdiet. Curabitur laoreet eu tellus ut bibendum. Nulla laoreet tempus turpis, id venenatis nisl venenatis in. Aenean sodales convallis mauris, in congue lacus facilisis a. Fusce hendrerit, arcu at aliquet hendrerit,

lorem nunc posuere velit, id molestie nunc dolor eu felis. Morbi nunc augue, porta a ullamcorper sed, venenatis vel mi.

Sed sit amet sodales dui. Nulla luctus ultricies tris-tique. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec mattis bibendum nunc, sed hendrerit urna dapibus quis. In in molestie tellus. Aliquam erat volutpat. In auctor pretium metus sit amet pretium. Suspendisse molestie viverra lectus, non laoreet augue elemen-tum eu. Mauris dictum lectus sit amet mauris egestas, eget molestie quam porta. Nulla facilisi. Etiam fringilla finibus justo, non fermentum augue facilisis in. Nullam ac diam in ligula aliquet tempor nec vel dui. Mae-cenas justo nunc, fermentum vitae justo ac, viverra ultrices mauris. Pellentesque eu eros aliquet, suscipit leo vel, consequat sapien. Nunc semper nibh ex, sed interdum enim consequat aliquam. Sed lobortis elit et bibendum ornare.

Etiam cursus sapien eget faucibus accumsan. Mauris pretium cursus eros id sagittis. Quisque in posuere felis, eu tempor felis. Vivamus vitae leo sed ante scelerisque aliquam. Donec vestibulum nibh eget ex maximus bibendum. Praesent sit amet quam eu purus pulvinar vestibulum. Donec est lacus, sagittis eu con-vallis sit amet, placerat ac est. Donec id urna rhoncus justo fermentum varius. Duis ac augue vitae lorem sollicitudin volutpat vitae quis dolor.

0.0.0. DUIS AC AUGUE

Quisque tellus ligula, accumsan ac risus et, mattis pulvinar orci. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenae-os. Maecenas a neque odio. Fusce consequat, elit a rhoncus placerat, augue mauris condimentum purus, nec consectetur tortor nibh suscipit ante. Aliquam nec

sapien sodales, condimentum leo ut, gravida lectus. Duis mattis neque eget interdum mollis. Cras quis est lacinia, pulvinar magna sit amet, ullamcorper lacus. Quisque quis ex sit amet diam commodo dapibus at non dolor. Phasellus dignissim libero bibendum solli-citudin malesuada. Donec consectetur euismod ligula quis finibus. Cras iaculis, libero sed tincidunt biben-dum, lorem orci consectetur ex, ut vehicula lectus leo eget ante. Suspendisse in pulvinar ipsum, ac malesu-ada nibh. Vestibulum semper, tortor quis consequat tincidunt, ex enim finibus ante, non posuere purus libero vitae est. Ut at ultricies libero.

Suspendisse in luctus felis. Nullam non mauris libero. Aliquam sed tristique nisl, eu sollicitudin orci. Morbi tempor a nibh ac facilisis. Donec aliquet sagittis nulla at faucibus. Curabitur viverra neque ac pharetra im-perdiet. Curabitur laoreet eu tellus ut bibendum. Nulla laoreet tempus turpis, id venenatis nisl venenatis in. Aenean sodales convallis mauris, in congue lacus facilisis a. Fusce hendrerit, arcu at aliquet hendrerit, lorem nunc posuere velit, id molestie nunc dolor eu felis. Morbi nunc augue, porta a ullamcorper sed, venenatis vel mi.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec mattis bibendum nunc, sed hendrerit urna dapibus quis. In in molestie tellus. Aliquam erat volutpat. In auctor pretium metus sit amet pretium. Suspendisse molestie viverra lectus, non laoreet augue elemen-tum eu. Mauris dictum lectus sit amet mauris egestas, eget molestie quam porta. Nulla facilisi. Etiam fringilla finibus justo, non fermentum augue facilisis in. Nullam ac diam in ligula aliquet tempor nec vel dui. Mae-cenas justo nunc, fermentum vitae justo ac, viverra ultrices mauris. Pellentesque eu eros aliquet, suscipit leo vel, consequat sapien. Nunc semper nibh ex, sed interdum enim consequat aliquam. Sed lobortis elit et bibendum ornare.

MATERIALS

45

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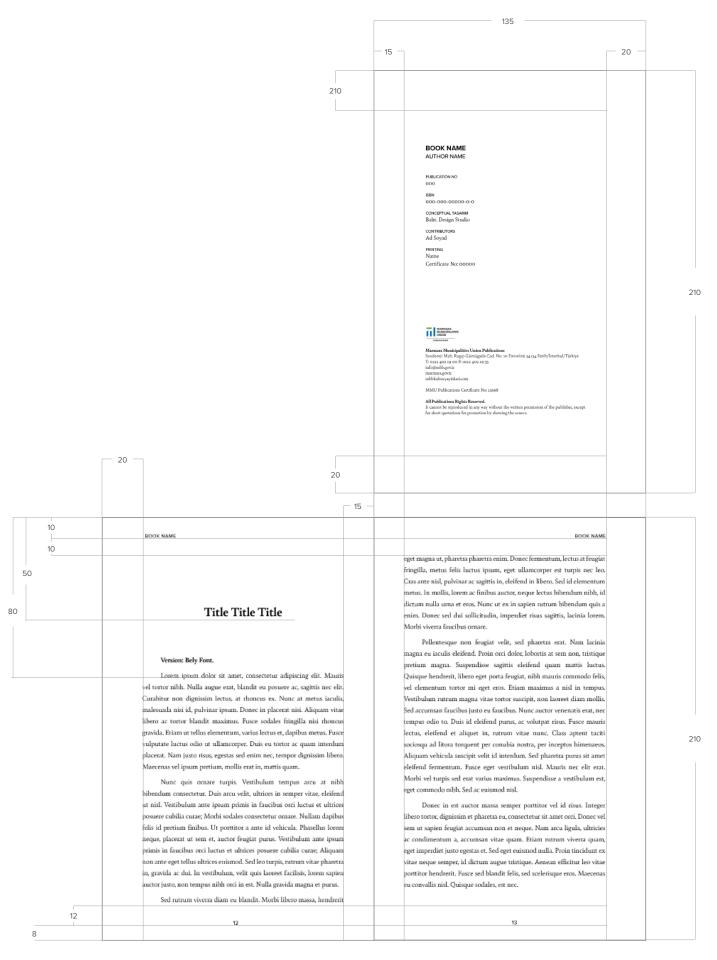
The colors and some combinations to be used in the book covers are as follows.

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

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

135

15   20

210

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
Sandemir Mah, Ragıp Gümüşpala Cad. No: 10 Eminönü 34134 Fatih/İstanbul/Türkiye
T: 0212 402 19 00 F: 0212 402 19 55
info@mbb.gov.tr
marmara.gov.tr
mbbkulturyayinlari.com

MMU Publications Certificate No: 15668

210

20

20

15

10

10

50

80

Title Title Title

Version: Bely Font.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vel tortor nibh. Nulla augue erat, blandit eu posuere ac, sagittis nec elit. Curabitur non dignissim lectus, at rhoncus ex. Nunc at metus iaculis, malesuada nisi id, pulvinar ipsum. Donec in placerat nisi. Aliquam vitae libero ac tortor blandit maximus. Fusce sodales fringilla nisi rhoncus gravida. Etiam ut tellus elementum, varius lectus et, dapibus metus. Fusce vulputate luctus odio ut ullamcorper. Duis eu tortor ac quam interdum placerat. Nam justo risus, egestas sed enim nec, tempor dignissim libero. Maecenas vel ipsum pretium, mollis erat in, mattis quam.

Nunc quis ornare turpis. Vestibulum tempus arcu at nibh bibendum consectetur. Duis arcu velit, ultrices in semper vitae, eleifend ut nisl. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Morbi sodales consectetur ornare. Nullam dapibus felis id pretium finibus. Ut porttitor a ante id vehicula. Phasellus lorem neque, placerat ut sem et, auctor feugiat purus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Aliquam non ante eget tellus ultrices euismod. Sed leo turpis, rutrum vitae pharetra in, gravida ac dui. In vestibulum, velit quis laoreet facilisis, lorem sapien auctor justo, non tempus nibh orci in est. Nulla gravida magna et purus.

Sed rutrum viverra diam eu blandit. Morbi libero massa, hendrerit

eget magna ut, pharetra pharetra enim. Donec fermentum, lectus at feugiat fringilla, metus felis luctus ipsum, eget ullamcorper est turpis nec leo. Cras ante nisl, pulvinar ac sagittis in, eleifend in libero. Sed id elementum metus. In mollis, lorem ac finibus auctor, neque lectus bibendum nibh, id dictum nulla urna et eros. Nunc ut ex in sapien rutrum bibendum quis a enim. Donec sed dui sollicitudin, imperdiet risus sagittis, lacinia lorem. Morbi viverra faucibus ornare.

Pellentesque non feugiat velit, sed pharetra erat. Nam lacinia magna eu iaculis eleifend. Proin orci dolor, lobortis at sem non, tristique pretium magna. Suspendisse sagittis eleifend quam mattis luctus. Quisque hendrerit, libero eget porta feugiat, nibh mauris commodo felis, vel elementum tortor mi eget eros. Etiam maximus a nisl in tempus. Vestibulum rutrum magna vitae tortor suscipit, non laoreet diam mollis. Sed accumsan faucibus justo eu faucibus. Nunc auctor venenatis erat, nec tempus odio to. Duis id eleifend purus, ac volutpat risus. Fusce mauris lectus, eleifend et aliquet in, rutrum vitae nunc. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Aliquam vehicula suscipit velit id interdum. Sed pharetra purus sit amet eleifend fermentum. Fusce eget vestibulum nisl. Mauris nec elit erat. Morbi vel turpis sed erat varius maximus. Suspendisse a vestibulum est, eget commodo nibh. Sed ac euismod nisl.

Donec in est auctor massa semper porttitor vel id risus. Integer libero tortor, dignissim et pharetra eu, consectetur sit amet orci. Donec vel sem ut sapien feugiat accumsan non et neque. Nam arcu ligula, ultricies ac condimentum a, accumsan vitae quam. Etiam rutrum viverra quam, eget imperdiet justo egestas et. Sed eget euismod nulla. Proin tincidunt ex vitae neque semper, id dictum augue tristique. Aenean efficitur leo vitae porttitor hendrerit. Fusce sed blandit felis, sed scelerisque eros. Maecenas eu convallis nisl. Quisque sodales, est nec.

210

12

8

12

13

MATERIALS

Nunc quis ornare turpis. Vestibulum tempus arcu at nibh bibendum consectetur. Duis arcu velit, ultrices in semper vitae, eleifend ut nisl. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Morbi sodales consectetur ornare. Nullam dapibus felis id pretium finibus. Ut porttitor a ante id vehicula. Phasellus lorem neque, placerat ut sem et, auctor feugiat purus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Aliquam non ante eget tellus ultrices euismod. Sed leo turpis, rutrum vitae pharetra in, gravida ac dui. In vestibulum, velit quis laoreet facilisis, lorem sapien auctor justo, non tempus nibh orci in est. Nulla gravida magna et purus maximus, et gravida enim placerat.

Sed rutrum viverra diam eu blandit. Morbi libero massa, hendrerit eget magna ut, pharetra pharetra enim. Donec fermentum, lectus at feugiat fringilla, metus felis luctus ipsum, eget ullamcorper est turpis nec leo. Cras ante nisl, pulvinar ac sagittis in, eleifend in libero. Sed id elementum metus. In mollis, lorem ac finibus auctor, neque lectus bibendum nibh, id dictum nulla urna et eros. Nunc ut ex in sapien rutrum bibendum quis a enim. Donec sed dui sollicitudin, imperdiet risus sagittis, lacinia lorem. Morbi viverra faucibus ornare.

Pellentesque non feugiat velit, sed pharetra erat. Nam lacinia magna eu iaculis eleifend. Proin orci dolor, lobortis at sem non, tristique pretium magna. Suspendisse sagittis eleifend quam mattis luctus. Quisque hendrerit, libero eget porta feugiat, nibh mauris commodo felis, vel elementum tortor mi eget eros. Etiam maximus a nisl in tempus. Vestibulum rutrum magna vitae tortor suscipit, non laoreet diam mollis. Sed accumsan faucibus justo eu faucibus. Nunc auctor venenatis erat, nec tempus odio. Vivamus in tellus arcu. Maecenas suscipit eleifend purus, in tempor nisl gravida at. Cras in nulla rutrum, pharetra metus in, sagittis neque. Mauris sit amet felis sed quam placerat feugiat. Pellentesque non viverra nisl, ullamcorper feugiat quam. Ut consectetur sed elit sed egestas.

Nunc scelerisque mi in urna luctus venenatis. Ut gravida nibh viverra est venenatis pharetra. Proin fringilla sodales arcu, sed commodo enim aliquet viverra. Suspendisse pulvinar nisl vel varius viverra.

In est sem, gravida nec viverra sit amet, facilisis eget nibh. Nam vulputate metus mi, a malesuada ipsum dictum sed. Morbi volutpat, eros vel dignissim viverra, mauris tellus commodo nisi, nec aliquet lectus ipsum et dolor. Sed interdum egestas pulvinar. Ut vel condimentum eros, nec malesuada orci. Ut vitae dictum leo, quis iaculis turpis. Aenean non vehicula purus, eget accumsan sem. Aliquam nec lorem urna.

Curabitur vitae mauris pharetra, imperdiet urna ut, feugiat lacus. Nulla ut luctus purus. Vivamus varius quam ut urna molestie ultricies. Aenean et auctor odio. Sed eros nulla, pulvinar nec sodales id, vulputate condimentum odio. Morbi cursus nibh odio, mattis lobortis tellus tristique facilisis. Etiam a volutpat dolor, vitae tempor mauris. Vestibulum id maximus mauris, ac lacinia ante. Nulla elementum lacus lorem, sit amet vestibulum lacus ornare in. Phasellus nunc mi, egestas quis ipsum eget, egestas condimentum quam. Aenean pretium volutpat urna vitae congue. Fusce sed accumsan sapien.

Nunc accumsan posuere nibh eget maximus. Vestibulum eu egestas ante, eu aliquet libero. Sed tincidunt euismod enim, at interdum erat tristique non. Praesent sodales leo sit amet ante sodales, eu sodales nisl vehicula. Cras leo nulla, egestas at ultricies in, vehicula id justo. Duis id eleifend purus, ac volutpat risus. Fusce mauris lectus, eleifend et aliquet in, rutrum vitae nunc. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Aliquam vehicula suscipit velit id interdum. Sed pharetra purus sit amet eleifend fermentum. Fusce eget vestibulum nisl. Mauris nec elit erat. Morbi vel turpis sed erat varius maximus. Suspendisse a vestibulum est, eget commodo nibh. Sed ac euismod nisl. Lorem ipsum dolor sit amet, consectetur. Turpis sed erat varius maximus.

MATERIALS

50

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

Fonts Used on Inner Pages
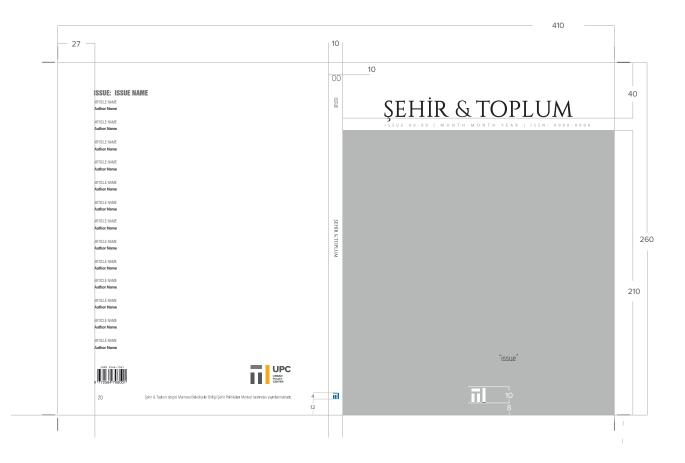
Headline: TTPhobos Regular 26 pt

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

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

400

38   30   30   18   20

8

ŞEHİR & TOPLUM

DENİZLERDE BAKTERİYOLOJİK FIRSATLAR: MARMARA DENİZİ MÜSİLAJ ÖRNEĞİ

Gülşen Altuğ*

Değişen dünya koşullarında deniz bakteri izolatlarının sunduğu fırsatların hangi alanlarda, hangi amaçlarla kullanılabileceğine yönelik doğa ile uyum sağlayan çevre dostu yöntemler geliştirmek, bakterilerin denizlerde sessiz bir şekilde saklı tuttukları fırsatları "doğru okuyabilmek" ile ilişkilidir. "Doğru okumak" ise deniz ekosisteminin maruz kaldığı bölgesel koşullara göre bakterilerin geliştirdiği farklı adaptasyonları ve bakteriyel metabolik rolleri tanımlamış olmak ve amaca uygun olarak bu bakteriyel cevapları değerlendirebilmekle

ilgilidir. Günümüzde küresel iklim değişiminin getirdiği çevresel problemler tüm dünyayı sürdürülebilir kalkınma hedeflerinin oluşturulması, AB yeşil mutabakatı ve 2050 sıfır karbon toplumu için hedef ve stratejiler örneğinde olduğu gibi farklı yönergeler ve uygulamalar geliştirerek önlemler konusunda uyum göstermeye zorlamaktadır. 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 problemine karşı deniz bakteri izolatlarının sunduğu fırsatlara değinilmiştir.

DENİZ BAKTERİLERİ ALGISI DÜN VE BUGÜN

Deniz ekosistemleri sahip olduğu değişken ve çevresel koşullar tarafından yönetilen bölgesel özgün süreçlerin yaşandığı dinamik ve özel ekosistemlerdir. Karasal kaynaklı değişkenlerin etkisi ve insan aktiviteleri ile üretilen koşullar bu ekosistemlerin sağlıklı ve sürdürülebilir varlığının temel bileşenlerini oluşturmaktadır. İnsanoğlu tarih boyunca özellikle kıyısal alanlarda denizi algılama biçimine bağlı olarak oluşturduğu etkilerle deniz ekosistemlerinde önemli değişikliklere neden olurken, denizlerin mikro bileşenleri bakteriler sahip oldukları metabolik yetenekleri sayesinde ekosistem döngülerinde aldıkları roller ile ortamda köklü değişikliklere neden olabilecek reaksiyonlar sergilemişlerdir. Denizlerde ekosistem

* Prof. Dr, İstanbul Üniversitesi Su Bilimleri Fakültesi Deniz ve İçsu Kaynakları Yönetimi Bölümü

...farklı disiplinlerin iş birliği ile gezegen sağlığının ele alındığı bütünsel yaklaşım risklerin tanımı ve yönetimini sağlarken, endüstri 4.0 çağının sunduğu biyoteknolojik yaklaşımlar ise fırsatları tanımlamaktadır...

260

61

10

MATERIALS

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

döngülerinde yer alan ve besin zincirinde temel roller üstlenen bakteriler ortamda yer alan organik maddenin çözünmesinde 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 başta olmak üzere, ortama giren bitkisel, hayvansal atıkları, organik ve inorganik maddeleri parçalayarak sistemin sağlıkla işlemesinde roller alırlar. Bu organik maddelerin farklı bileşenlerin farklı bakteriler tarafından parçalanıyor olması doğal çevrelerde birbirini takip eden süreçlerde farklı mikrobiyal süksesyonların varlığı ile gerçekleşmektedir. Deniz bakteri izolatları insan aktivitelerinin yoğun olduğu kıyısal alanlarda ortama giren kirlilik yüküne bağlı olarak metabolik adaptasyonlar ve direnç mekanizmaları geliştirerek ekosistem işleyişindeki önemli görevlerini sürdürürler. 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 Cretoiu, 2016; Kumar ve ark., 2019; Spang ve Offre, 2019; Ullah ve ark., 2019; Catão 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 insanoğlu denizlerle avcılık, taşımacılık, rekreasyonel kullanım amacıyla birlikte halk sağlığı kapsamında deniz kaynaklı olası bakteriyel hastalıklar açısından ilgilenmiştir. 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 dünyasında ulaşılan 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 sağlıklı gıdaların sürdürülebilir üretiminin sağlanması, deniz kaynaklı enerji üretimi, deniz canlılarından insan sağlığı için yararlanılacak 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 yarışı tüm dünya için geçerli bir konu haline gelmiştir. Ülkemizde de 2 Ekim 2014'te sayılı Resmi Gazete'de yayınlanarak yürürlüğe giren Türkiye Ulusal Deniz Araştırmaları Stratejisi, Ulusal Deniz Araştırmaları Programı (UDAP) kapsamında "Deniz Biyoteknolojisi Çalışmaları" başlığı altında biyoteknolojik uygulamaların geliştirilmesi konusu yer almaktadır.

Biyoçeşitlilik kayıpları, habitat tahribatı, aşırı avcılık, ötrifikasyon, ağır metal, petrol, deterjan, radyoaktivite, 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

düzeyde işaret etmektedirler. Örneğin Karadeniz'in oksijensiz tabakalarında azot konsantrasyonunun fazla bulunmasının nedeni moleküler tekniklerin gelişmesine kadar anlaşılamamış 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, demektedir. 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 tanımı ve yönetimini sağlarken, endüstri 4.0 çağının 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 sağlıkla sürdürülebilirliğini sağlamaktadır.

Deniz ortamına giren organik maddelerin farklı bileşenlerin 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 coğrafi alan için değişen çevresel koşullara adaptasyon sağlamaları nedeni ile 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 sektörlere yönelik çevre dostu ürünlerin temelini oluşturarak insanoğluna 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 kaynaklarının deniz bakteriyolojisi açısından ortaya çıkarmayı hedefleyen süreçte 2000 yılından bu yana Türkiye denizlerinde farklı proje çalışmaları 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 ürüne dönüşme yolculuğunun başlangıcını oluşturmuştur.
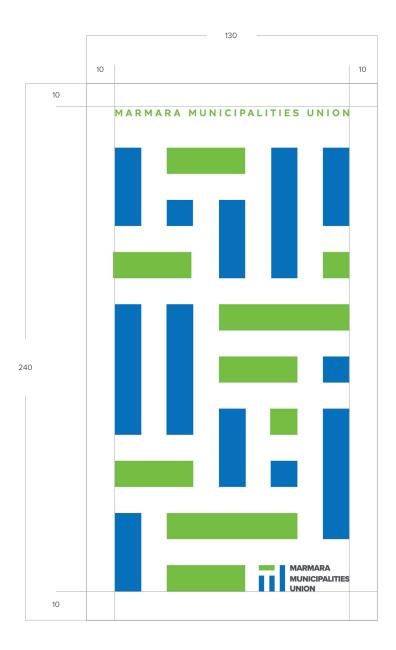
Bakteriler, deniz ekosistemlerinin sürdürülebilir kullanımında doğanın sessiz işçileri olarak bölgelere göre değişebilen özgün metabolik modeller sunmaktadır. Yaptığımız çalışmalar laboratuvar ortamında biyoadaptasyon çalışmaları ile bakterilerin sunduğu modellerin farklı sektörlere yönelik kullanımının geliştirilmesi ile yerli çevre dostu ürünler ve ekolojik kaygı taşımayan 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-

MATERIALS

55

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.

130

10

10

10

240

10

MARMARA MUNICIPALITIES UNION

MARMARA
MUNICIPALITIES
UNION

PLATFORMS

MMU Platforms consist of the representatives of the relevant departments of MMU's member municipalities. Platforms;
- 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.

- **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**

EVENTS

MARMARA URBAN FORUM (MARUF)

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.

www.marmaraurbanforum.org

MAYORS SUMMIT

The Mayors Summit is organized to bring together the member mayors with a specific agenda and provides ground for sharing experience and knowledge.

THREE

MMU & SUB-BRAND LOGOS

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.

MPC
MIGRATION AND
SOCIAL POLICY
CENTER

UPC
URBAN
POLICY
CENTER

SCC
SUSTAINABILITY
AND CLIMATE
CHANGE
CENTER

MDC
MANAGEMENT
DEVELOPMENT
CENTER

DTC
DATA AND
TECHNOLOGY
CENTER

LGA
LOCAL
GOVERNMENT
ACADEMY

MMU Publications Logo

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

**MARMARA
MUNICIPALITIES
UNION**

PUBLICATIONS

Center and Academy Logos with the Union Name

MPC
MIGRATION AND
SOCIAL POLICY
CENTER

UPC
URBAN
POLICY
CENTER

MARMARA MUNICIPALITIES UNION

SCC
SUSTAINABILITY
AND CLIMATE
CHANGE
CENTER

MARMARA MUNICIPALITIES UNION

MDC
MANAGEMENT
DEVELOPMENT
CENTER

MARMARA MUNICIPALITIES UNION

DTC
DATA AND
TECHNOLOGY
CENTER

MARMARA MUNICIPALITIES UNION

LGA
LOCAL
GOVERNMENT
ACADEMY
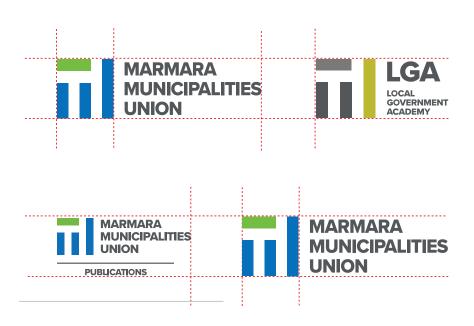
MARMARA MUNICIPALITIES UNION

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.

MARMARA MUNICIPALITIES UNION

LGA
LOCAL
GOVERNMENT
ACADEMY

MARMARA
MUNICIPALITIES
UNION
PUBLICATIONS

MARMARA MUNICIPALITIES UNION

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
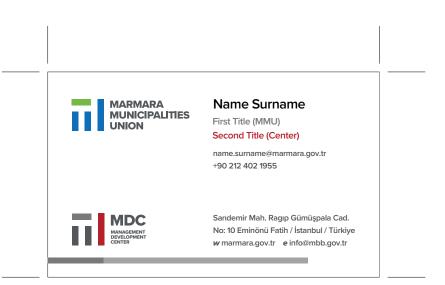
PANTONE
Cool Gray 9 C

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.

MARMARA MUNICIPALITIES UNION

Name Surname
First Title (MMU)
Second Title (Center)

name.surname@marmara.gov.tr
+90 212 402 1955

MDC
MANAGEMENT
DEVELOPMENT
CENTER

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

Business Card

MDC
MANAGEMENT
DEVELOPMENT
CENTER

MARMARA MUNICIPALITIES UNION

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

Wallet Flat Envelope

MDC
MANAGEMENT
DEVELOPMENT
CENTER

**MARMARA
MUNICIPALITIES
UNION**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commo-do consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commo-do consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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

Letterhead

MDC
MANAGEMENT
DEVELOPMENT
CENTER

MARMARA
MUNICIPALITIES
UNION

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

MDC
MANAGEMENT
DEVELOPMENT
CENTER

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.

Department of Corporate Communications

kurumsaliletisim@mbb.gov.tr

+90 212 402 19 00

Follow us

Web site
marmara.gov.tr

Twitter
 /marmarabb

Instagram
/marmarabelbir

YouTube
/marmarabb

Local Government Academy (LGA) website
yerelyonetimakademisi.com

LinkedIn
/marmarabelediyelerbirligi

Facebook
/marmarabb