

Variations on Logo Alternative 2 for the Project:

Toplam Faktör Verimliliğinin Artırılması
Politika Çerçevesi Geliştirilmesi

Support to Development of a Policy Framework
on Total Factor Productivity

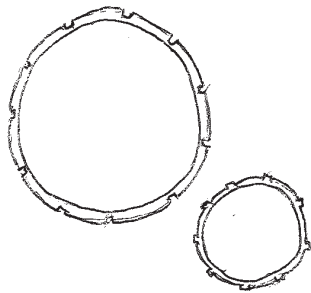
March 2016

Variations on Logo Alternative 2

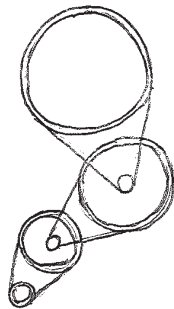
The following shows variations on logo alternative 2 presented on Friday February 5th. The requests from project stakeholders were the following:

1. “Include the replacement of the circles with teeth; gear like but not really gear and flat teeth.”
2. “As an alternative you can sketch bubbles connected with belt drive. This should look like rotations transferred to circles getting ever larger, representing growth.”
3. “The via green color has been approved and liked.”

Images provided as a guide are:

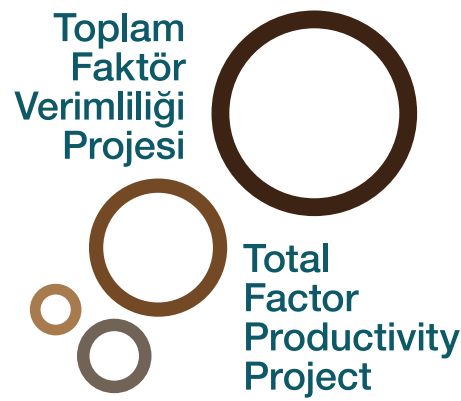


GEAR WITH LITTLE FLAT TEETH
(ENLARGED TO ILLUSTRATE)



BELT DRIVE RUN DISCS (BUBBLES)
(DELIBERATELY ENLARGED TO ILLUSTRATE)

Alternative 1:

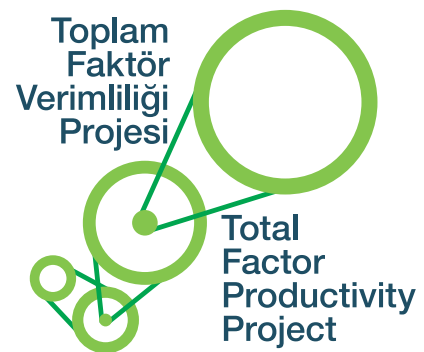


Initial Design



Variation 1

Replacement of the circles with teeth; gear like but not really gear and flat teeth.



Variation 2

Circles connected with lines representing a belt drive. This should look like rotations transferred to circles getting ever larger, representing growth.

Finish