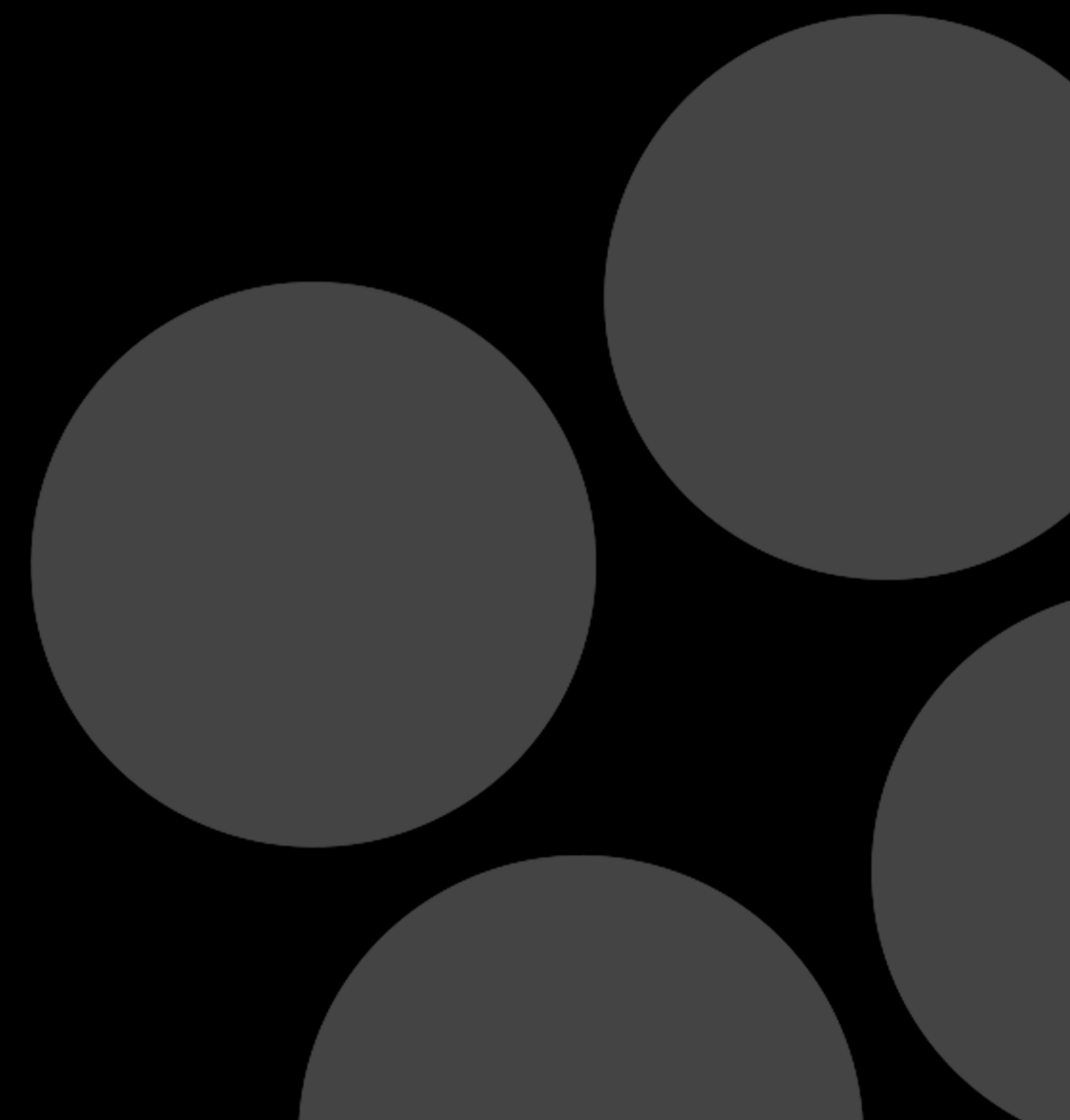


SCENT::LINQ<sup>PRO</sup>

# Brand Guidelines

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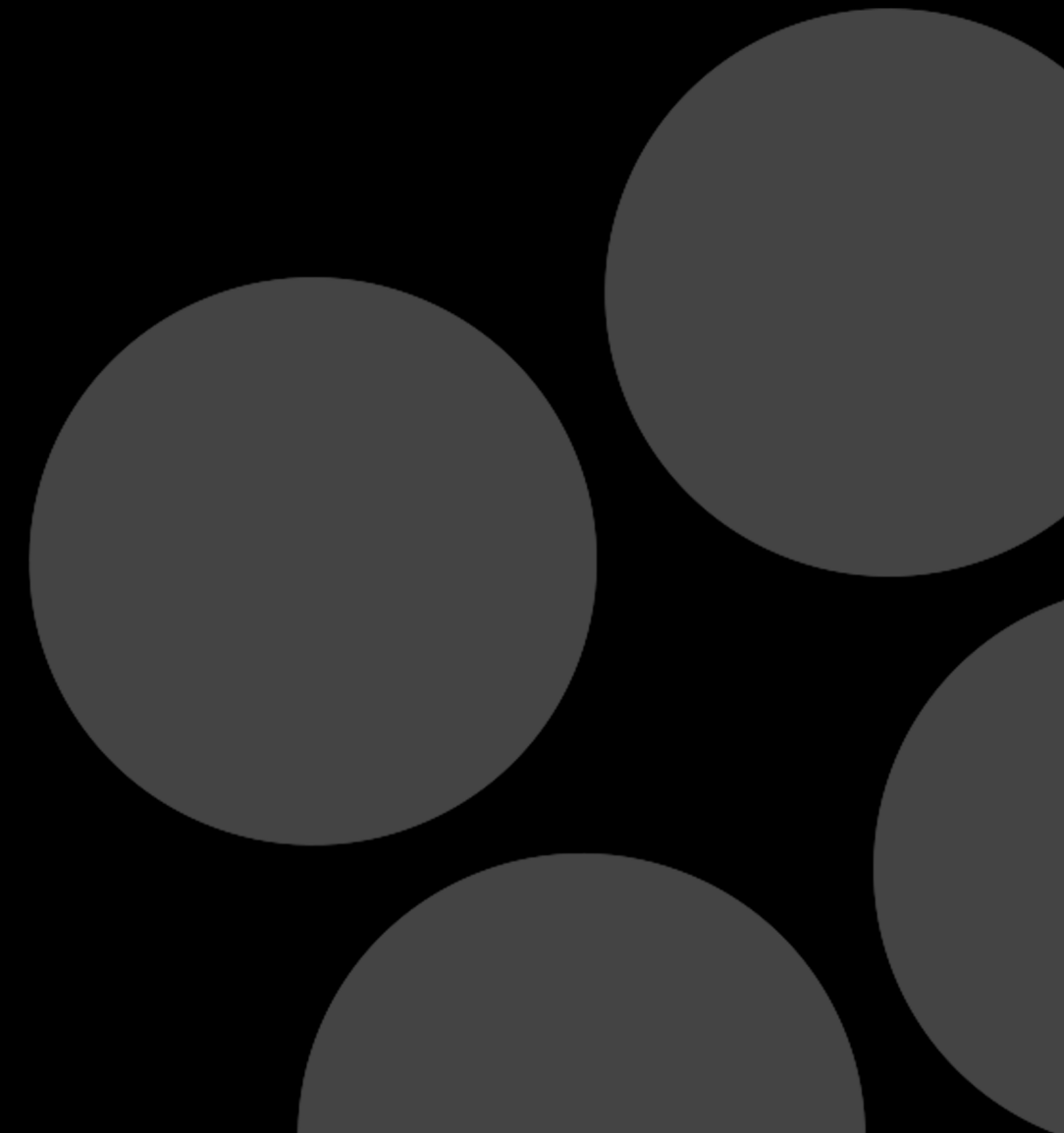
2026



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# About Us

*The invisible force; ambient scenting.*

Our journey, which began in Turkey in 2008 under the SCENTLINQpro brand, has now expanded to more than 40 countries. Together with our global distributors, we deliver sophisticated corporate scenting solutions to distinguished brands around the world.

We recognize the vital role that scent plays as a key element of interior design. Our experienced scent consultants are committed to identifying the most effective and tailored solution for each client.

Our mission is to connect emotions and memories stored deep within the olfactory archive—on a subliminal level—through the most direct and powerful of all senses: the sense of smell. With our meticulously crafted fragrances, we bring these emotions to life and create meaningful, lasting impressions.



# Our Approved Logo

1

**SCENT::LINQ<sup>PRO</sup>**

2



Our logo is composed of two key elements: our brandmark, represented by four solid circles, and our wordmarks—SCENTLINQ and pro.

We use two primary logo variations: one designed for light or white backgrounds, and another optimized for dark or visually complex backgrounds.

Proper use of our logo is essential to maintaining accurate brand representation. We believe that consistent and correct application of our logo strengthens brand recognition and reinforces our visual identity.

# Proper Logo Use



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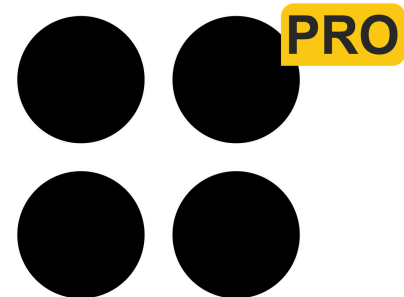
SCENT::LINQ<sup>PRO</sup>



SCENT::LINQ<sup>PRO</sup>  
PROFESSIONAL SCENTING SOLUTIONS



SCENT::LINQ<sup>PRO</sup>  
PROFESSIONAL SCENTING SOLUTIONS



# Misuse of Logo



SCENT::LINQ<sup>PRO</sup>

Do not change the color of "pro"



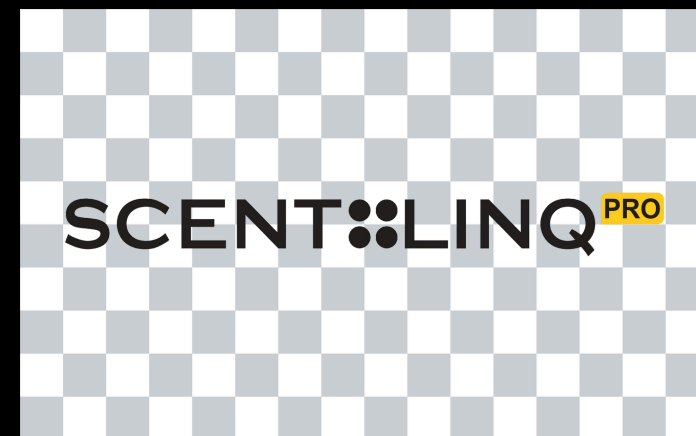
SCENT::LINQ

Do not remove the "pro"



SCENT  
::LINQ<sup>PRO</sup>      SCENT::  
LINQ<sup>PRO</sup>

Do not stack the logo



Do not use this version on busy background



SCENT::LINQ<sup>PRO</sup>

Do not rotate the logo

# Color Palettes

1



#FCC917

R: 252 G: 201 B: 23

2



#2B2A29

R: 43 G: 42 B: 41

# Typography

The “Media Gothic” font is used for wordmarks(SCENT and LINQ) of our logo.

## MEDIA GOTHIC REGULAR

AA

SCENTLINQ

The “Inter” font and its variations are used for text contents in digital and printed materials.

Inter Light **Aa** Helping brands find their soul.

Inter Regular **Aa** Helping brands find their soul.

*Inter Italic* **Aa** *Helping brands find their soul.*

Inter Bold **Aa** **Helping brands find their soul.**

# Typography

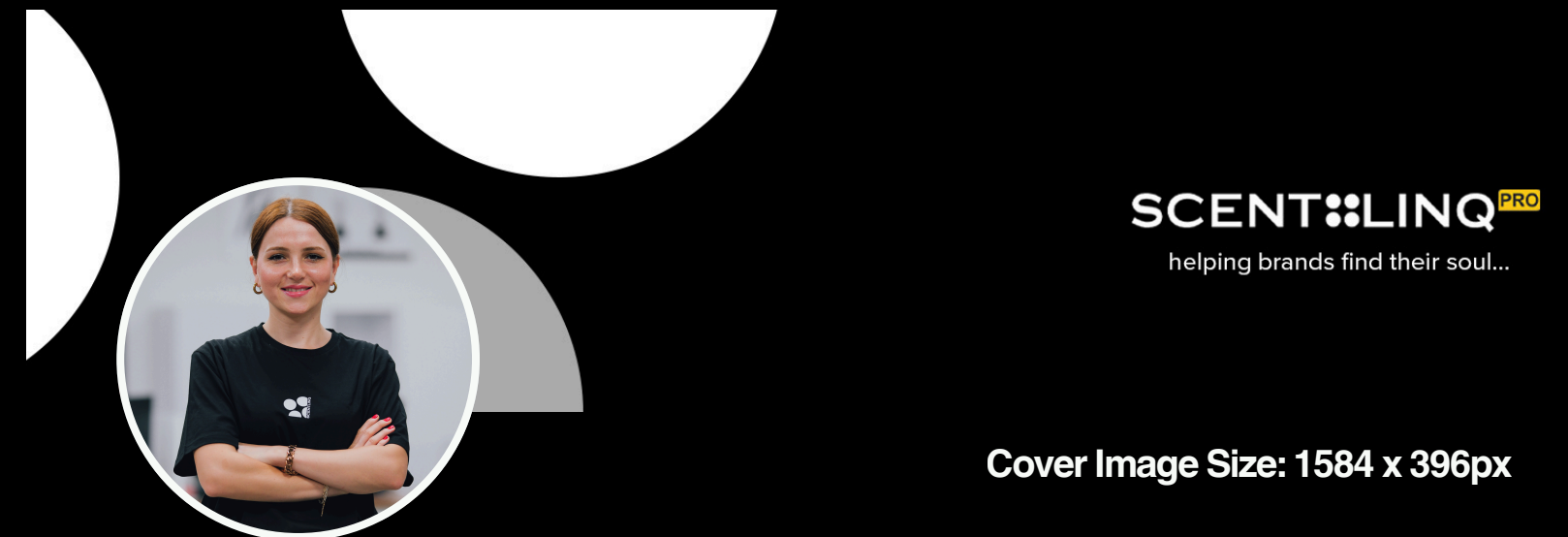
Inter Light	Aa	abcçdefgğhijklmnoöprsştuüvyz ABCÇDEFGĞHIİJKLMNOÖPRSŞTYZ 0123456789 (!'^+%&/=?*)	Helping brands find their soul.
Inter Regular	Aa	abcçdefgğhijklmnoöprsştuüvyz ABCÇDEFGĞHIİJKLMNOÖPRSŞTYZ 0123456789 (!'^+%&/=?*)	Helping brands find their soul.
Inter Italic	<i>Aa</i>	<i>abcçdefgğhijklmnoöprsştuüvyz ABCÇDEFGĞHIİJKLMNOÖPRSŞTYZ 0123456789 (!'^+%&amp;/=?*)</i>	<i>Helping brands find their soul.</i>
Inter Bold	<b>Aa</b>	<b>abcçdefgğhijklmnoöprsştuüvyz ABCÇDEFGĞHIİJKLMNOÖPRSŞTYZ 0123456789 (!'^+%&amp;/=?*)</b>	<b>Helping brands find their soul.</b>

# LinkedIn Guidelines

The expected format for all SCENTLINQpro representatives is as follows:

- Your LinkedIn profile must include the official SCENTLINQpro cover image as designated by the brand.
- Your LinkedIn profile photo should be either a black-and-white individual portrait or the SCENTLINQpro logo.
- A dedicated LinkedIn page representing SCENTLINQpro in the country you operate in must be available.

Note: You may receive the necessary support from our marketing partner.



Profile Image Size: 400 x 400 px

Cover Image Size: 1584 x 396px

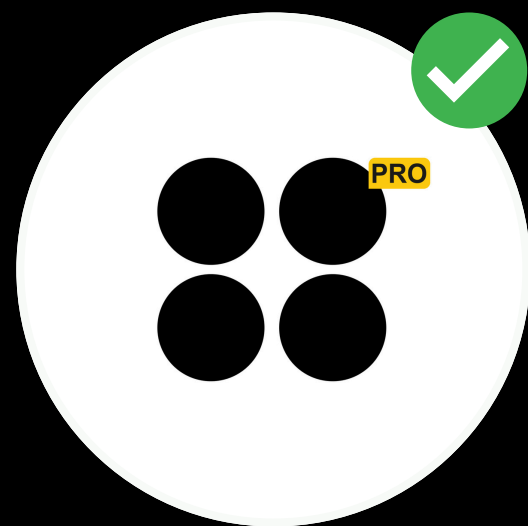
## LinkedIn Dimensions

The shared folder includes visuals in the following formats: wide-angle, color square, and black-and-white square.

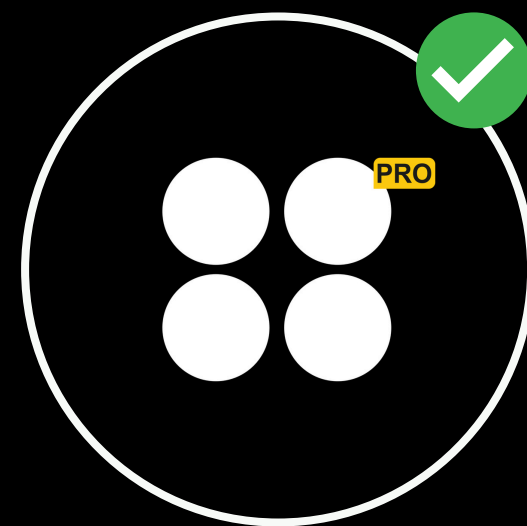
You may choose the cover image that best suits you and combine it with your profile image for a consistent appearance.

# Social Media Guidelines

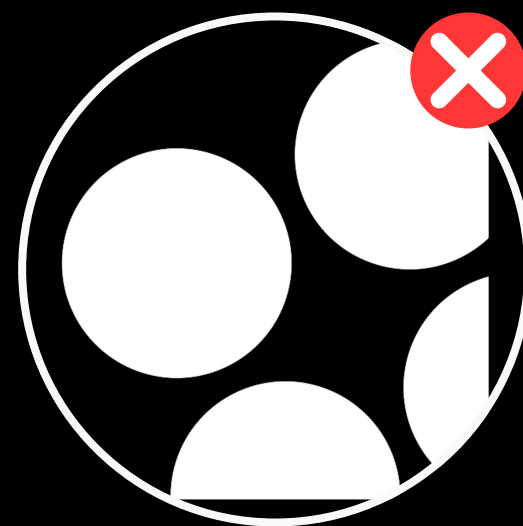
Correct Usage



Correct Usage



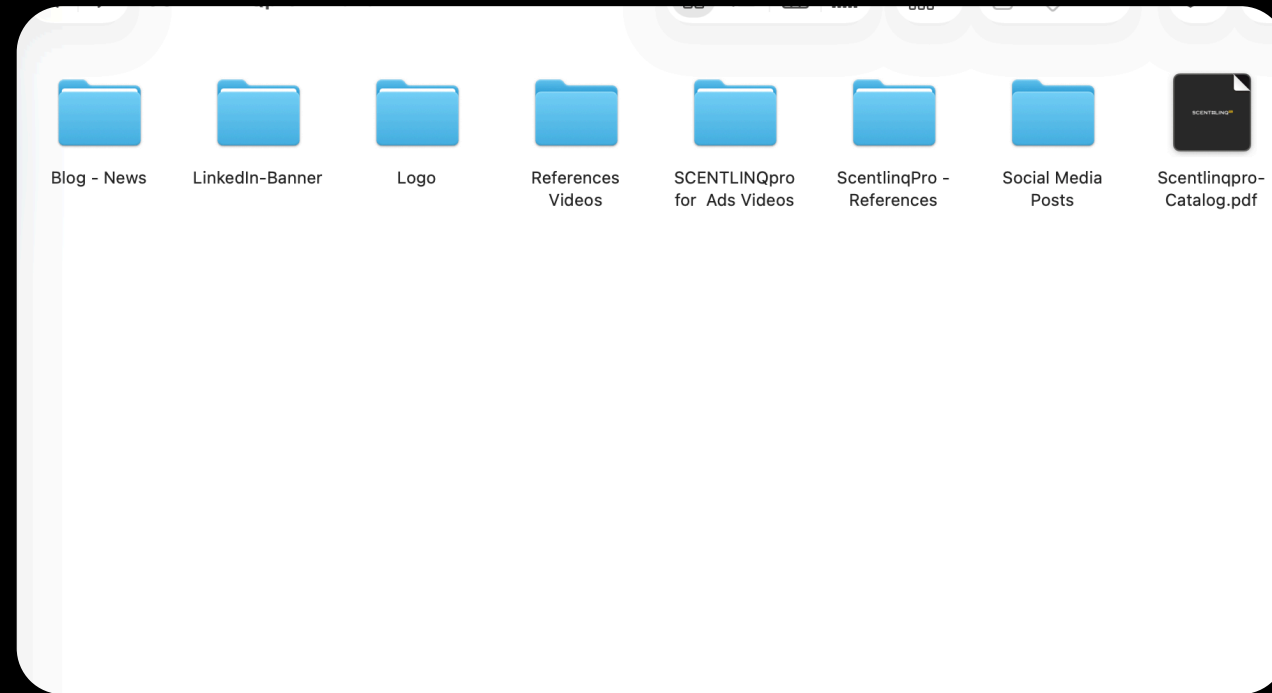
Incorrect Usage



- The profile image used on social media accounts must be our official logo as provided.
- Our diagonal logo may only be used as a supporting element in visual designs, not as a primary logo.
- Please ensure correct logo usage in all social media posts.



### Brand Folder (Will be sent via email, country-specific.)



### Example Video Content (YouTube)



- Social media content will be distributed to all distributors from a shared content pool.
- Distributors who wish to have custom social media templates designed may simply email the **Marketing Partner**.
- Videos provided by us may be used on your social media channels after language localization according to your region.

A style we **don't** prefer.



A style we **don't** prefer.



A style we **don't** prefer.



- While we do not find it appropriate to frequently share SCENTLINQpro scent machines on social media, we strongly recommend reference-based posts showcasing projects and clients.



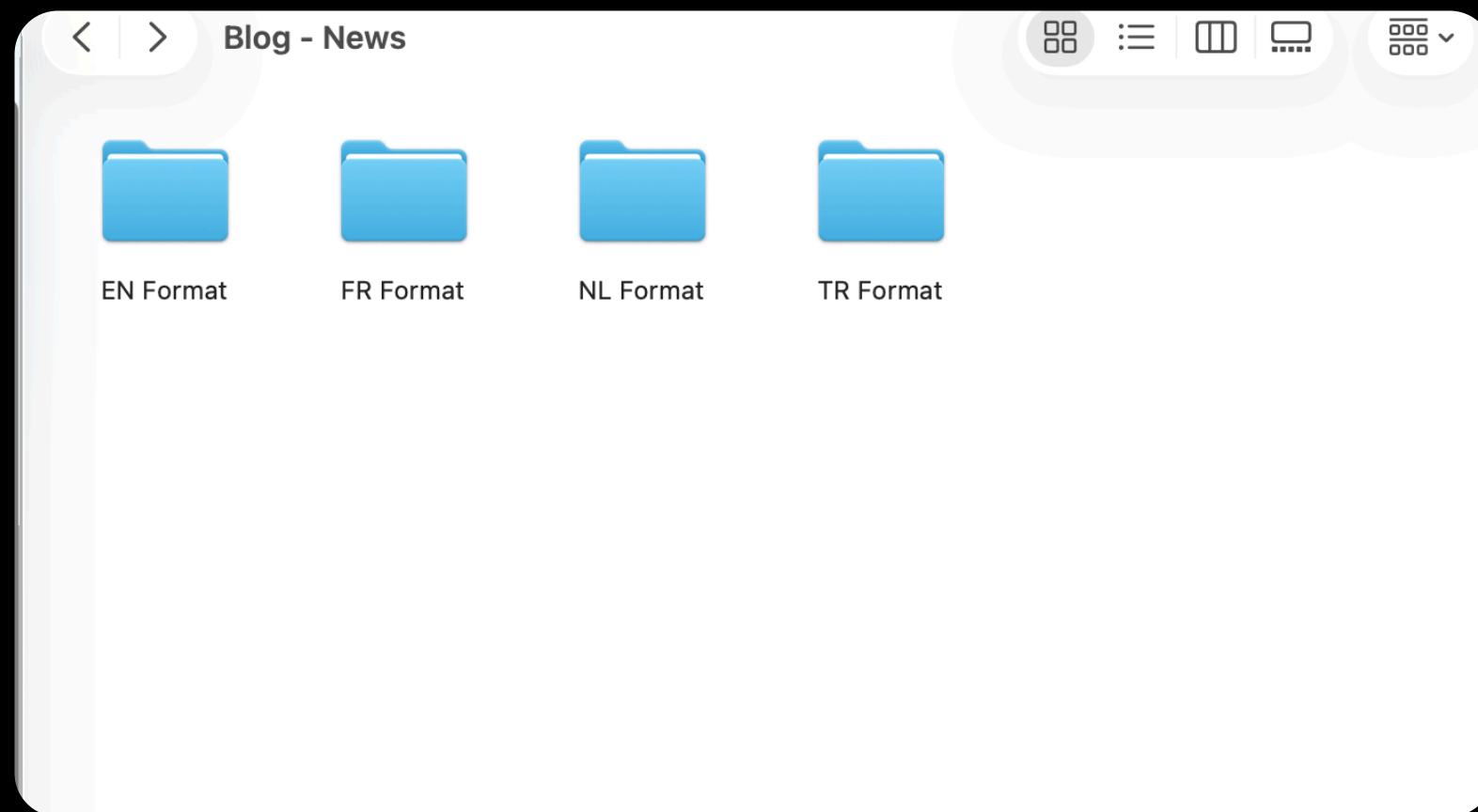
## Blog & Article Information

- Currently, updated files are shared with each of our dealers and country representatives whenever new scents are added.
- Based on the fragrance notes and short descriptions, blog posts and articles are prepared.
- For SEO purposes, these contents are uploaded to your websites by our Marketing Partner.
- In the initial phase, 125 blog and article pieces are prepared for the websites of all our representing dealers.
- Upon request, custom blog and article content tailored specifically to your references can also be created.

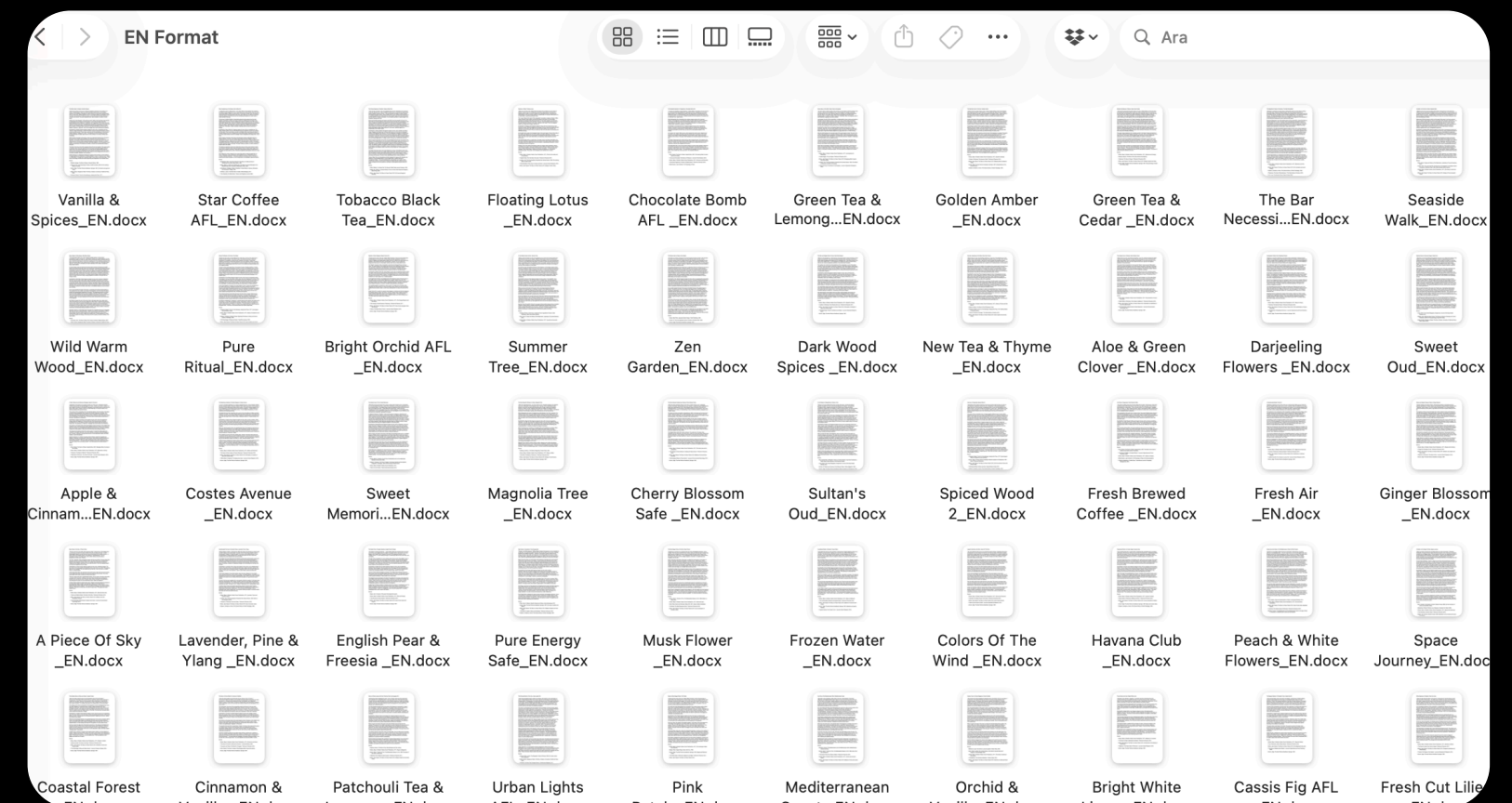
Note: Specially provided artificial intelligence technologies by the SCENTLINQpro family are used in this process.

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# Blog & Article Information



They are prepared and organized in different languages.



The entire fragrance library is actively in use.

# SCENT::LINQ<sup>PRO</sup>



[scentlinqpro.com](https://scentlinqpro.com)



+90 212 321 36 00



[info@scentlinqpro.com](mailto:info@scentlinqpro.com)

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