



IE 477 – IE 478 Systems Design

Principles on Using Company Names and Setting Project Titles

Last Update May 4, 2026

The project titles in Turkish and English are scheduled to be finalized by the Progress Meetings and Presentations. These titles along with the company names will be used in the Project Fair invitations as well as Projects Booklet and various other documents. This document covers certain principles that should be followed while referring to a company and setting project titles.

Project Titles

- Project titles should never contain company name or product brand. Company names will be located right before the project titles so this will create redundancy.

BAD EXAMPLE	CORRECTED VERSION
Production Allocation of Forecasted Refrigerator Demand to Facilities of Arçelik Global	Allocation of Forecasted Refrigerator Demand to Production Facilities

- Project titles should be self-explanatory yet should not contain any redundant words.

BAD EXAMPLE	CORRECTED VERSION
Predictive Maintenance Estimation Using Dump Truck Data of Demir Export Kangal Coal Mine	Dump Truck Predictive Maintenance Estimation

- Titles should not contain uncommon or company specific abbreviations. Remember that the booklet is targeted to a general audience who is assumed not to have a very detailed knowledge about company specific abbreviations.

BAD EXAMPLE	CORRECTED VERSION
Strategizing Budget Allocations to Boost SDG Progress	Strategic Budget Allocations for Sustainable Development Goals

- Titles should not exceed 90 characters with spaces.

Company Names

- Company names should not contain company type details and abbreviations like A.Ş. LTD... etc.

ETİ Gıda Sanayi ve Ticaret A.Ş. ✘ ETİ Gıda ✔

GAMA Güç Sistemleri Mühendislik ve Taahhüt A.Ş. ✘ GAMA Güç Sistemleri ✔

- If the company has more than one facility that provided a project then you need to include the facility name in the title. Examples: *Arçelik Buzdolabı İşletmesi, Arçelik Bulaşık Makinesi İşletmesi*
- If the company has the same name internationally, you should add “Türkiye” at the end of the title if the project is done with the domestic branch of that company. Examples: *Unilever Türkiye, MAN Germany*
Please see the list of company names at the end to this document. If your company does not exist on this list, then consult your CC.

Company Name List

3M	Emeklilik Gözetim Merkezi	Oyak Renault
A101 Yeni Mağazalık	Enerjisa	Pegasus
Abdi İbrahim	Erkunt Traktör	Philsa
Akbank	Ersil	Roketsan
Altunbilekler	Eti Gıda	Seçil Giyim
Anadolu Jet	FNSS	Shell and Turcas Petrol
Aselsan	Ford Otosan	SunExpress
Avivasa	GAMA Güç Sistemleri	Solvoyo
Ata Teknoloji	GSK	SCW.AI
Bakioğlu Holding	Güven Hastanesi	T.C. Kalkınma Bakanlığı
Beko Bulaşık Makinesi İşletmesi	Havelsan	TAI
Beko Buzdolabı İşletmesi	Hayat Finans	TeklifimGelsin
Beko Elektronik İşletmesi	IBM	Teknopar Endüstriyel Otomasyon
Beko Garage	ING Bank	Tepe Betopan
Beko Kurutma Makinesi İşletmesi	Invent Analytics	Tepe Home
Beko Pişirici Cihazlar İşletmesi	İşbir Yatak	Tepe Kurumsal Çözümler
BigChefs	Karel	TPI Kompozit
Brisa	Limak Çimento	Türk Hava Yolları Teknik
BSH Ev Aletleri	MAN Türkiye	Türk Hava Yolları Teknoloji
Buluttan Weather Intelligence	Mavi	Türk Kızılayı
Coca-Cola İçecek	Meteksan Savunma	Türk Patent ve Marka Kurumu
Demir Export	Nesco Gıda	Türk Traktör
DHL	Nestle Türkiye	Türkiye Finans Katılım Bankası
Doğadan	Norm Fasteners	Türkiye İş Bankası
Dönmez Debriyaj	Nurol Makina	UNDP
Durukan Şekerleme	Oplog	Unilever Türkiye
Eczacıbaşı Artema	Optimal	Unliever Ev ve Kişisel Bakım
Ekol Lojistik	ORS	Ürünleri Fabrikası