

azbil

CORPORATE IDENTITY MANUAL

Yamatake Group YGS-501A-019 2006.08

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1.1.1

The Logo

The logo is the most significant element for design system and it represents the brand image. The logo, therefore, must always be identical and consistent to the following guidelines. Refer to this manual for proper usage of the logo.

Meaning of the logo

azbil is an acronym for Automation Zone Builder and the meaning is derived from our group principle – “Automation by the people.” We hope to deliver reassurance, comfort, and a sense of accomplishment and also contribute to the environment. The rounded lower case letters represent friendliness and the elliptical typeface with an angle resembles a bouncing rhythm, which suggests an infinite possibility.



azbil

1.1.3

Isolation

A logo that maintains its independence (or isolation) is significant in presenting a strong impression of the brand image. The most important factor in presenting the logo is to make it stand out on its own. Avoid other elements (such as text, photos, figures, etc.) from attracting attention, and prevent the logo from being absorbed (or shadowed) by these elements.

About Isolation

The azbil logo isolation requires a margin on all sides equal to at least $A/14$ of the logo's width (A =width). The example here shows the minimum margin and more space is preferred in actual design.



1.1.4

Display on negative film

When the logo is used for a rectangular-shaped sticker, it is a general rule to reverse the isolation area. Remember to leave $A/10$ space after the last letter "l." As mentioned before, $A/14$ space is the minimum margin space and more space is preferred.

Bluelines

A designated blueline is provided for camera-ready copies to reproduce the original accurately. To display the logo in reverse, do not use the positive blueline to create a negative but instead, use the blueline designated for a negative film.

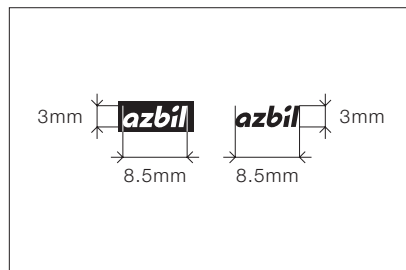


Display models



Minimum size of the logo

When the size of the logo is reduced too much, it may drop the quality of the logo. Therefore, the minimum width of the logo will be no less than 8.5mm and the height no less than 3mm.



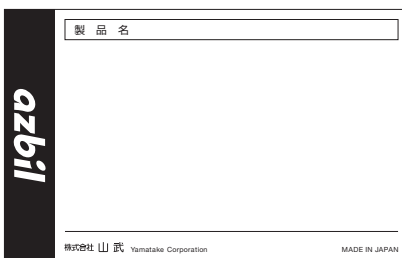
1.1.5

Vertical display

Vertical display of the logo is restricted to a certain format. When a vertical display is required, the logo may only be rotated 90 degrees clockwise. The first letter “a” must be at the top. No other format is acceptable.



Display models



1.2.1

Color (azbil red)

azbil red

The color of the logo is as important as the logo itself. It is very important to achieve recognition (of the brand). azbil red has been very carefully selected and demands an accurate color reproduction at all times to maintain the consistency of the brand.

azbil red (designated color)

CMYK	M100%+Y100%+K35%	RGB	R165 G0 B0	Cutting	3M Cardinal Red
DIC(Ed. #3)	2485	Munsell Color Systems	7.1R3.5/12.2	Sheet	Non permeable JS-1217 Permeable TP-3213
PANTONE	1805C	WEB Color	#990000		



1.2.2

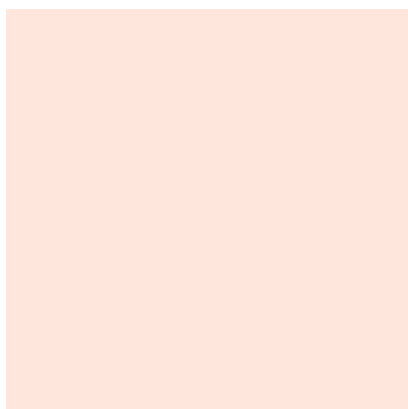
Subcolors

Subcolors are provided to be used with or as an alternate color for azbil red. Subcolor 1 (black) may be used for the logo but Subcolors 2 and 3 may not be used alone. They must be used in combination with azbil red and the usage is restricted. Please contact us for instructions and details.



Subcolor 1

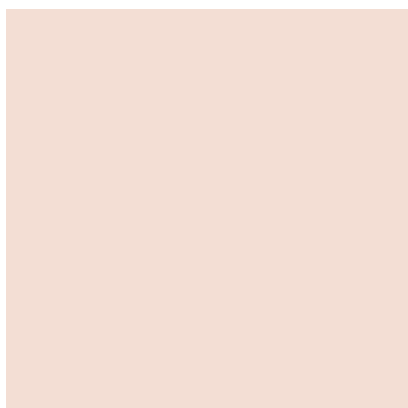
Black 100% ~10%. May be used in 10% increments. Be careful with the display balance when in use.



Subcolor 2

CMYK	M10%+Y10%
DIC (Ed. #3)	2018
RGB	R255 G240 B230
Muncell Color Systems	0.8 YR 8.7 / 2

Basically to be used only with azbil red. Please contact us for more information.



Subcolor 3

Designated color - azbil red 10% screen

When printing one or two colors and depending on the usage, 10% screen of azbil red may be used as an exception. Please contact us for more information.

1.3.1

Japanese logotype

Japanese logotype · Western typeface

When a company or factory name needs to be printed with our logo, a certain typeface is recommended for an appropriate combination. Japanese logotype is recommended for Japanese text but Shin Go M, Gakken Gona DB (DNAG) may also be used. For Western text, Shin Go M, Helvetica, Universe, Arial and other similar sans serif fonts are recommended. Condensed and narrow types may be used for Western text but italic types are not permitted.

株式会社 山武 Yamatake Corporation	安全センター株式会社 Safety Service Center Co., Ltd.
株式会社 山武商会 Yamatake & Co., Ltd.	株式会社イー・エス・ディ ESD Co., Ltd.
山武コントロールプロダクト株式会社 Yamatake Control Products Co., Ltd.	セキュリティフライデー株式会社 Security Friday Co., Ltd.
山武エキスパートサービス株式会社 Yamatake Expert Services Co., Ltd.	株式会社 金門製作所 Kimmon Manufacturing Co., Ltd.
山武フレンドリー株式会社 Yamatake Friendly Co., Ltd.	株式会社 太信 Taishin Co., Ltd.
山武ケアネット株式会社 Yamatake Care-Net Co., Ltd.	山武グループ Yamatake Group

1.3.2

Recommended typeface

Aside from the use of Japanese or Western typeface, we recommend the following typeface for all information provided by azbil such as ads and internal newsletters. If the following fonts are not available, you may use a similar gothic type font. Condensed and narrow types may also be used but italics are not permitted.

Japanese typeface : Morisawa Shin go Family, Shaken Gona Family

Shin Go L

アイウエオあいうえお愛伊宇宮尾

Shin Go R

アイウエオあいうえお愛伊宇宮尾

Shin Go M

アイウエオあいうえお愛伊宇宮尾

Shin Go B

アイウエオあいうえお愛伊宇宮尾

Shin Go H

アイウエオあいうえお愛伊宇宮尾

Shin Go U

アイウエオあいうえお愛伊宇宮尾

Western typeface : Helvetica. Univers. Arial

Helvetica 35 Thin

ABCDEFabcdef1234567890

Helvetica 45 Light

ABCDEFabcdef1234567890

Helvetica 55 Roman

ABCDEFabcdef1234567890

Helvetica 65 Medium

ABCDEFabcdef1234567890

Helvetica 75 Bold

ABCDEabcde1234567890

Helvetica 85 Heavy

ABCDEabcde1234567890

Univers 45 Light

ABCDEFabcdef1234567890

Univers 55 Bold

ABCDEFabcdef1234567890

Univers 65 Bold

ABCDEFabcdef1234567890

Univers 75 Brack

ABCDEabcde1234567890

Arial Medium

ABCDEFabcdef1234567890

Arial Bold

ABCDEFabcdef1234567890

Arial Black

ABCDEabcd1234567890

1.4.1

The azbil arch

The azbil arch symbolizes the correspondence of the demands in the vast area of communications. Use the combination of the logo and the azbil arch to expand our desired image. The use of the azbil arch is limited but when in use, please follow our regulations and be careful not to overuse or abuse the azbil arch.

2

Basic Positioning

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2.1.1

Basic display color

There are two basic rules for the color display of the logo: 1. azbil red lettering with a white background. 2. reversed white lettering with azbil red background. However, when there's a difficulty in using azbil red, you may use black or white as a basic color. On a black ground, use white or azbil red logo. Please use the appropriate display methods according to the subject.

1. azbil red on white background.



2. reversed white on azbil red background.



azbil red or white logo on black background.



Following models are not acceptable



Black logo on azbil red.



Use of gradient



Logo on heavily patterned background.

2.1.2

Criterion for the background color 1

Logo and the background color

When a white background cannot be used due to printing restrictions or from material difficulties, refer to the following chart to display the logo correctly with enough contrast.

Criterion for gray background

When the background color is gray, the color of the logo is limited depending on the density of the background to maintain a consistent contrast with the symbol. Use the chart below as guidelines.

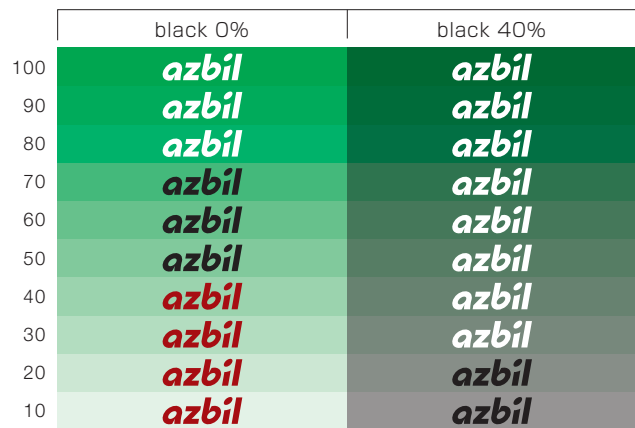
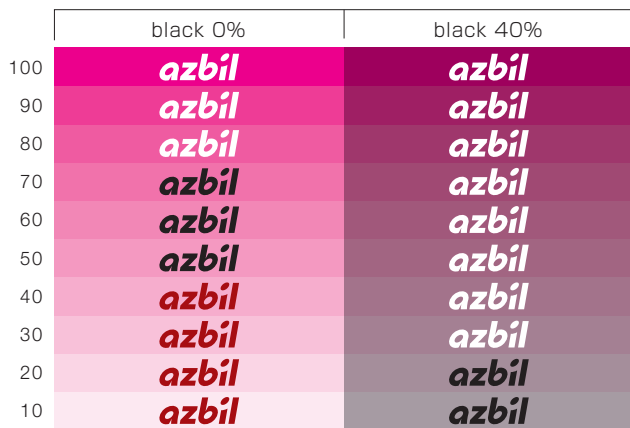
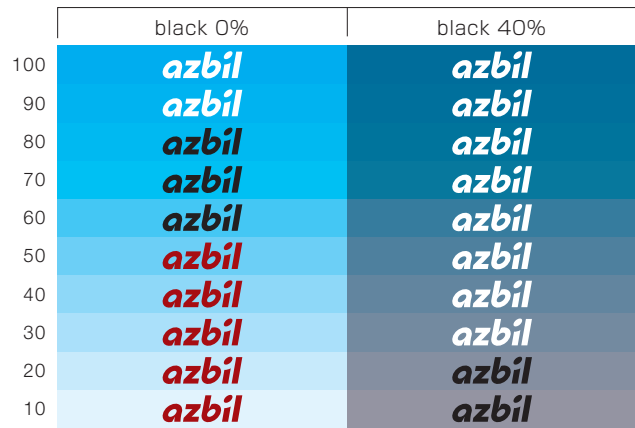
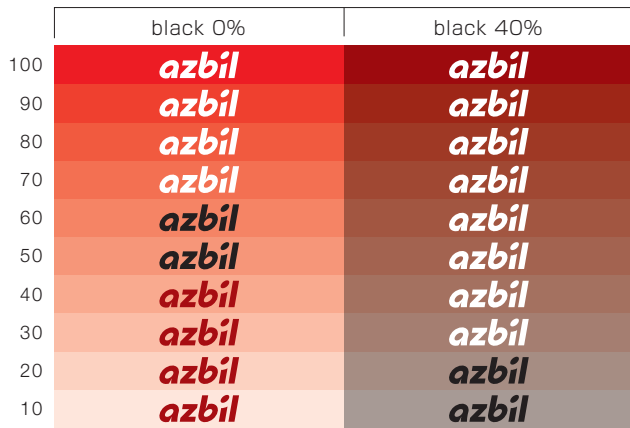
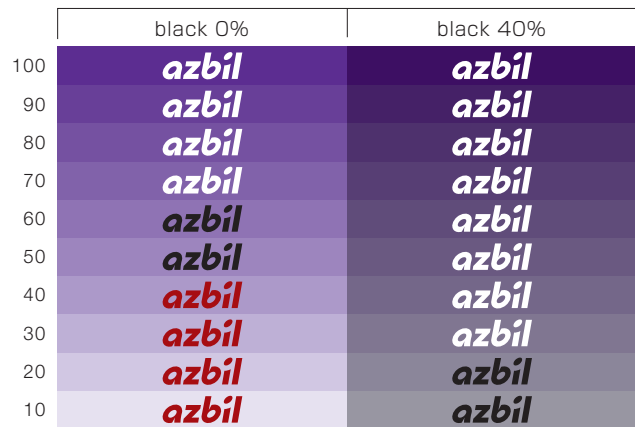
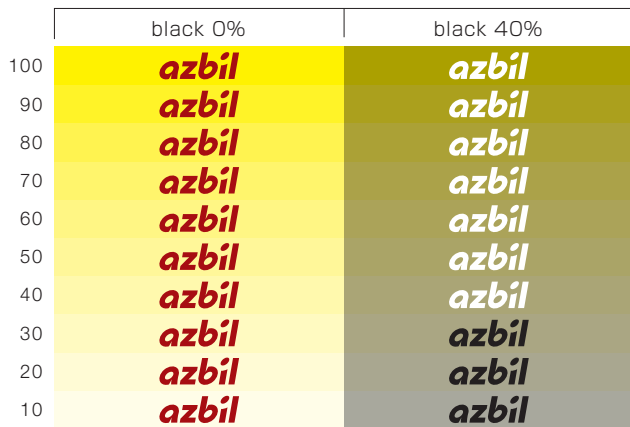
	azbil red	black	white
0	azbil	azbil	
10	azbil	azbil	
20	azbil	azbil	
30	azbil	azbil	
40	azbil	azbil	
50		azbil	azbil
60			azbil
70			azbil
80			azbil
90	azbil		azbil
100	azbil		azbil

2.1.3

Criterion for the background color 2

Criterion for chromatic color background

When the background color is a high density chromatic color and doesn't balance with azbil red, the logo will be displayed in white or black. If, however, the background is low density and therefore closer to white, the logo may be printed in azbil red. Follow the chart below as a model.



2.2.1

Signature Position of the logo and the company name

What is a signature?

In a design variation you often see a company name, group statement, or an address printed with the logo. Regulating the combination of these elements and standardizing the image is the purpose of a signature.

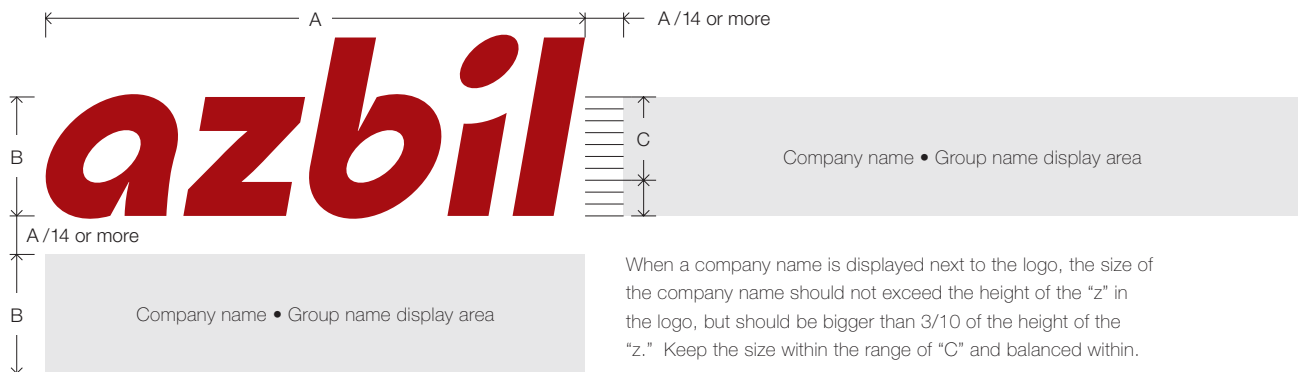
Here is an example of a possible combination of elements, position and size.

To display the company name with the logo in catalogues, pamphlets, or on signs, please refer to the following example as a guide. Size and balance of the logo and the company name depends on the length of the company name, but use the example shown below as a basis.

Typeface for the company name

- Japanese text: Japanese logo type, or typeface similar to Shin Go M.
- Western text: Helvetica, Universe, Arial or similar sans serif typeface.

Typeface or company names of each group within the same country or area should basically use the same typeface to standardize the group image.



When displaying underneath the logo, choose the appropriate combination from the two basic standards below. The text should be flushed to the left, right, or center, depending on the subject.

1. Establish standards on the width of the logo and a company name (A).
2. Establish standards on the percentage of the height of the "z" and the company name (B).

Use of the logo for companies not affiliated with the Yamatake Group

The use of the azbil logo is prohibited to companies not belonging to the Yamatake Group. For companies outside the group, follow the model for usage.

Display model



Type the related group name and balance the company name underneath with the recommended typeface.

Prohibited



Printing the company name alone without the related group name is not permitted.

2.2.2

Signature Models for the position of the logo and company name

When combining the logo and the company name, refer to the following models and position with balance.

1. Justify the width of the logo and the company name



2. Center with the baseline of the letter "i" of the logo



3. Using the height of the "z" as a basis, the height of the company name should be no less than the 3/10 of "z" but less than the actual size of "z."



4. Using the criterion of #3, place the company name underneath the logo flushed left, centered, or right.



Display in English text

If the company name in English is too long, you may use a narrow type of the same typeface group.



Prohibited models



May not print the company name excessively big.



May not place the company name within the isolation boundaries.



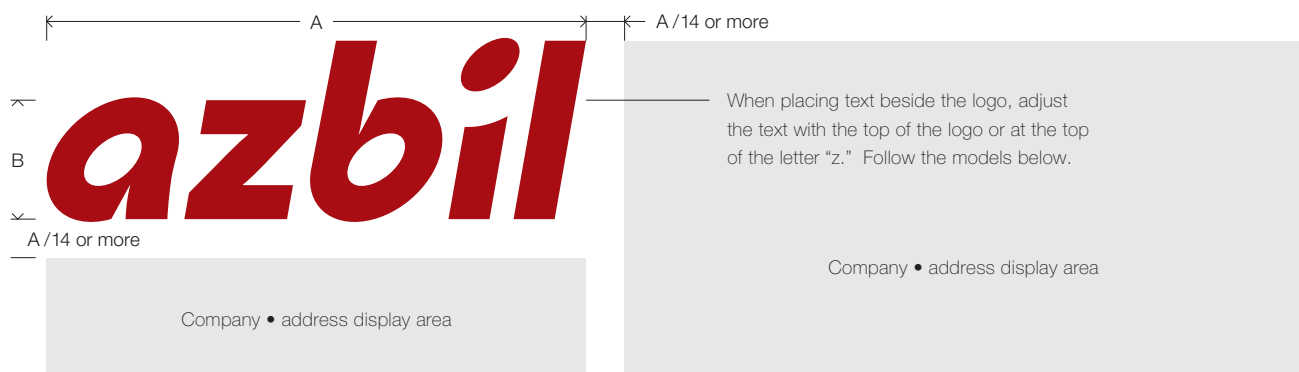
May not print the company name on top of the logo.

2.2.3

Signature

Positioning the logo and address

When placing the company name and address together on business cards, letterheads, or vouchers, refer to the recommended typeface and use gothic type typeface for the combination of text. The text should be flushed left, right or centered.



When placing text underneath the logo, flush left, right, or center the text. Follow the models below.

Basic text alignment

Left justify

株式会社 山武	ビルシステムカンパニー	4.5B/18
〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル		4.0B/18
TEL : 03-6810-1006		3.5B/18
		2.5B/18
		3.5B/18

Center justify

株式会社 山武	ビルシステムカンパニー
〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル	
TEL : 03-6810-1006	

Right justify

株式会社 山武	ビルシステムカンパニー
〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル	
TEL : 03-6810-1006	

2.2.4

Signature Positioning models for the logo and address

When placing text with the logo, refer to the models below and remember to keep the balance with the logo.

1. Three (basic elements) lines of text aligned with the height of letter "z."



株式会社 山武 ビルシステムカンパニー
〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル
TEL : 03-6810-1006



株式会社 山武 ビルシステムカンパニー
〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル
TEL : 03-6810-1006



株式会社 山武 ビルシステムカンパニー
〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル
TEL : 03-6810-1006



株式会社 山武 ビルシステムカンパニー
〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル
TEL : 03-6810-1006

2. Three (basic elements) lines of text aligned at the top of the letter "l."



株式会社 山武 ビルシステムカンパニー
〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル
TEL : 03-6810-1006



株式会社 山武 ビルシステムカンパニー
〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル
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〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル
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When adding text (elements), follow the basic models and position them balanced with the logo.



株式会社 山武 ビルシステムカンパニー
〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル
TEL. 03-6810-1006
FAX. 03-6810-1000
E-mail : t.suzuki@azbil.com
URL : http://jp.azbil.com/



株式会社 山武 ビルシステムカンパニー
〒100-6419 東京都千代田区丸の内 2-7-3 東京ビル
TEL. 03-6810-1006
FAX. 03-6810-1000
E-mail : t.suzuki@azbil.com
URL : http://jp.azbil.com/

2.3.1

Basic positioning of the logo

Following are models of the logo displayed on a printed material. Use these basic layout of the logo to standardize all printed material. These models are just guidelines for positioning the logo and are not to be scaled. Position the logo appropriately considering the nature of the product or design.

As a general rule, the logo should be placed on the upper left corner.



If there's a need to place the logo elsewhere, follow the example below for alternate positioning of the logo.



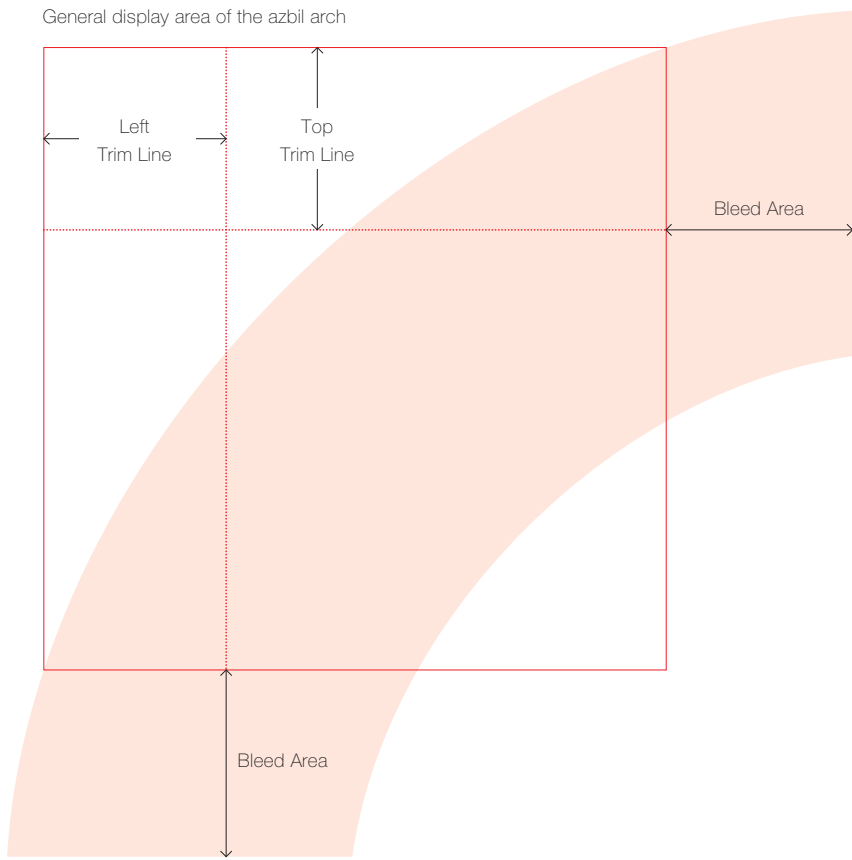
2.4.1

Basic layout of the azbil arch 1

The guidelines in this manual must be followed accurately for the use of the azbil arch.

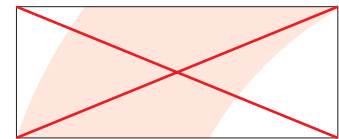
The general rule for the use of the azbil arch is to place the trimmed general display area of the azbil arch at the bottom right corner. When the azbil arch is enlarged, either the top or the left side may be trimmed at the trim line.

The use of the azbil arch is restricted.

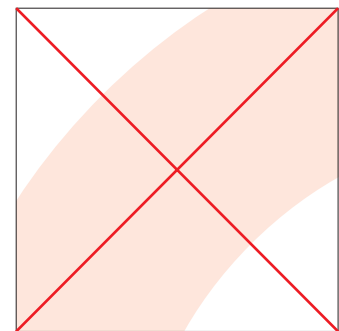


Inhibited

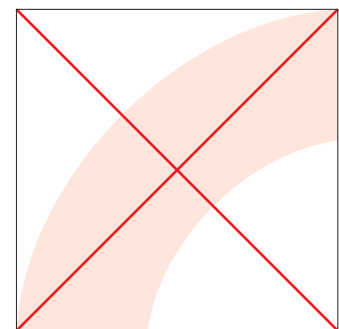
Do not exceed the trim line.



Do not trim at both left and top trim line.

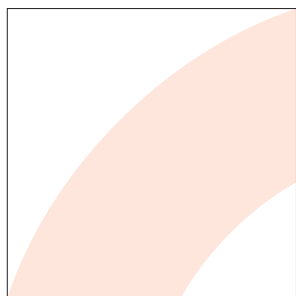


Do not display the bleed areas.



Basic display (layout)

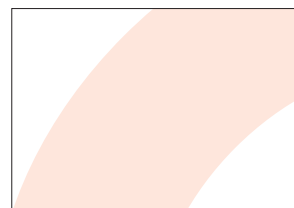
Complete display area



Trimmed at left trim line



Trimmed at top trim line

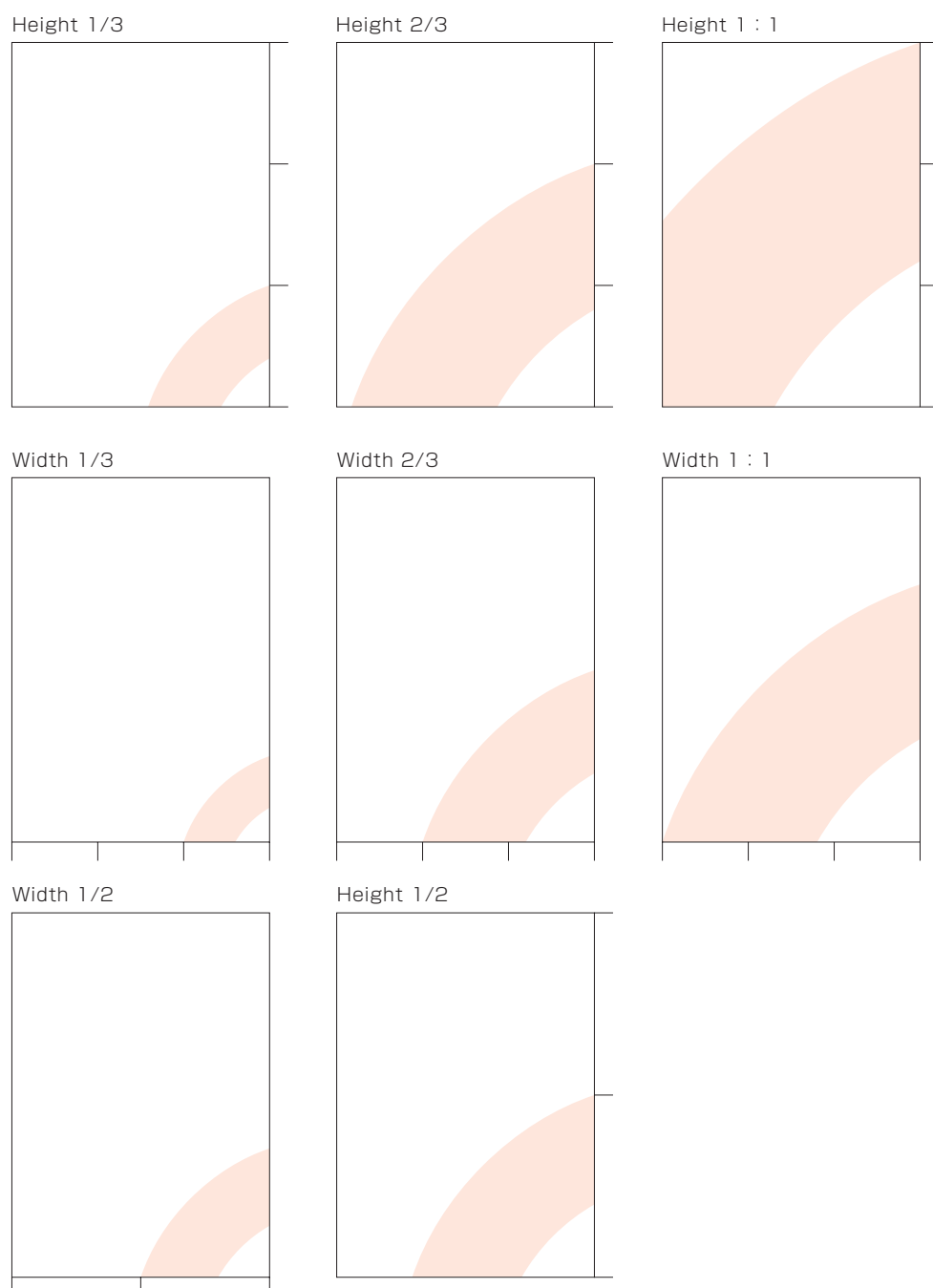


2.4.2

Basic layout of the azbil arch 2

The azbil arch is placed with a fixed ratio depending on the balance with the size of the print area. The maximum size of the arch equals the length or the width of the print area (1:1). When the arch is placed at its maximum length or width, the arch may be cropped at its trim line. The display ratio of the arch is as follows.

The use of the azbil arch is restricted.



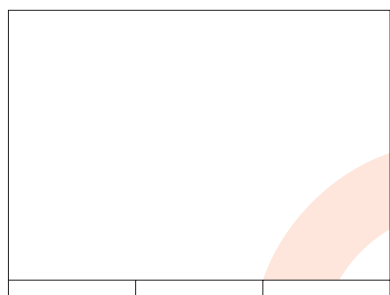
2.4.3

Basic layout of the azbil arch 3

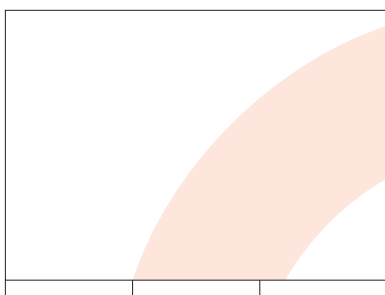
The azbil arch is placed with a fixed ratio depending on the balance with the size of the print area. The maximum size of the arch equals the length or the width of the print area (1:1). When the arch is placed at its maximum length or width, the arch may be cropped at its trim line. The display ratio of the arch is as follows.

The use of the azbil arch is restricted.

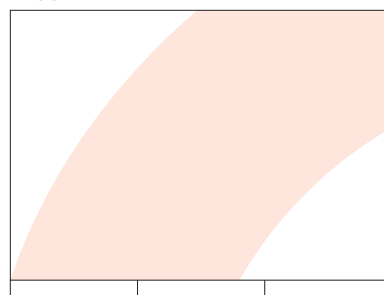
Width 1/3



Width 2/3



Width 1 : 1



Height 1/3



Height 1/2



Height 2/3



Width 1/2



Height 1 : 1



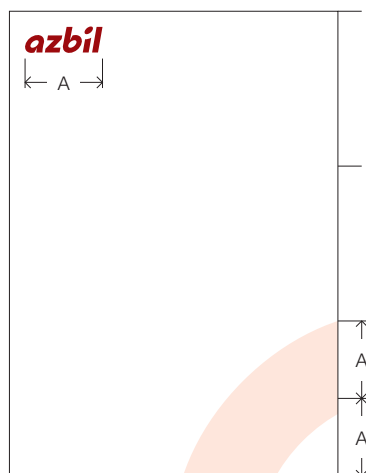
2.4.4

azbil arch and the logo 1

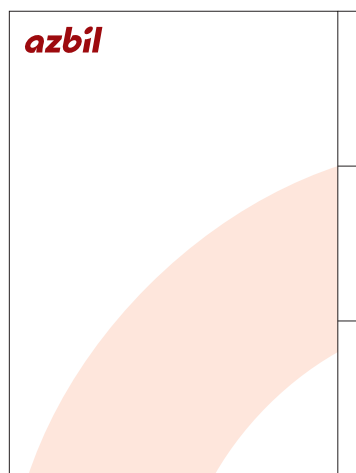
The ratio between the arch and the logo should be placed at a fixed balance. Follow the models below for basic layout and standardize the image.

The use of the azbil arch is restricted.

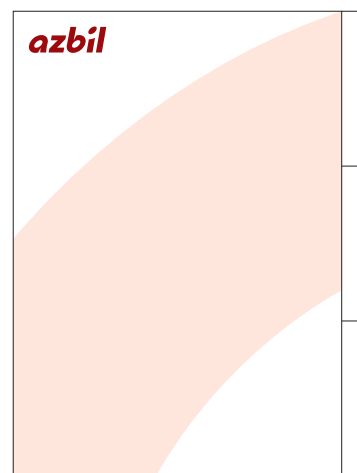
Arch Height 1/3 Logo 1/2



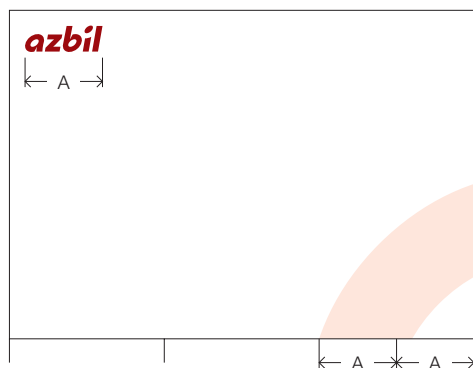
Height 2/3



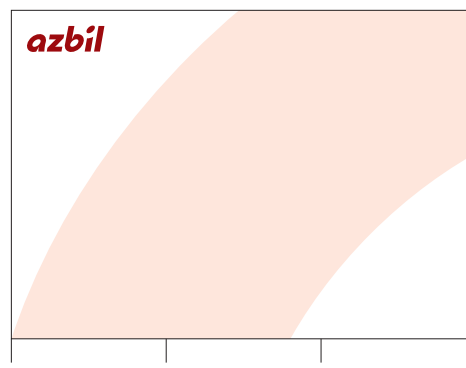
Height 1 : 1



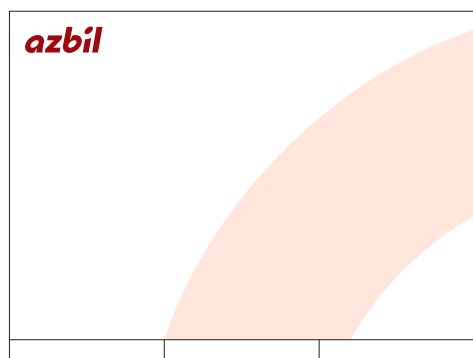
Width 1/3



Width 1 : 1



Width 2/3



Display models

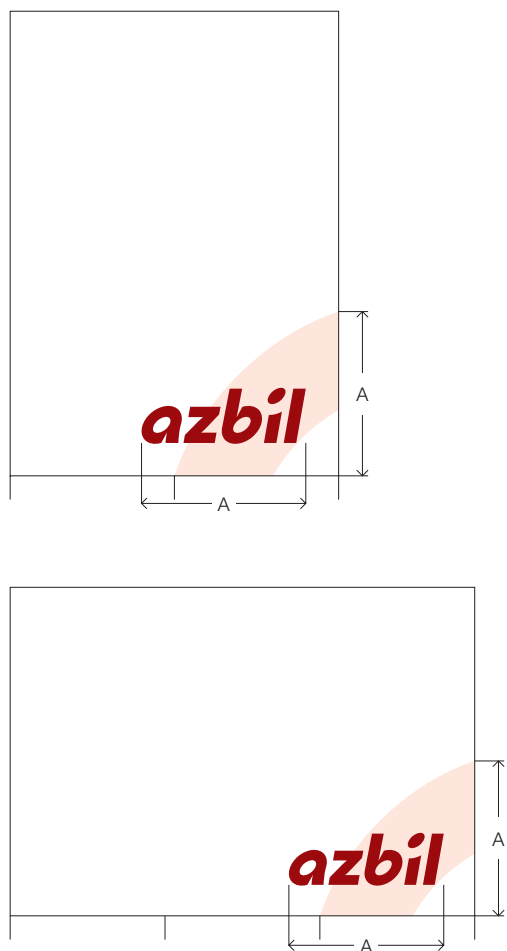


2.4.5

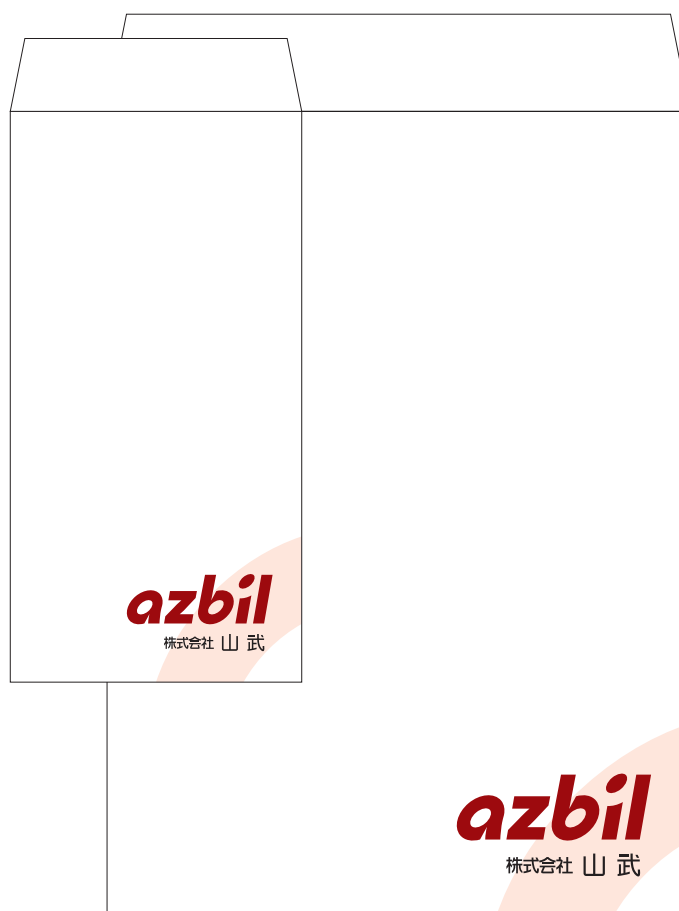
azbil arch and the logo 2

When placing the logo on top of the arch, the position of the logo should be at the bottom right corner. In such cases, we recommend that the height of the arch (A), and the length of the logo (A) should be the same.

The use of the azbil arch is restricted.



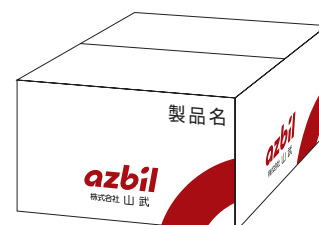
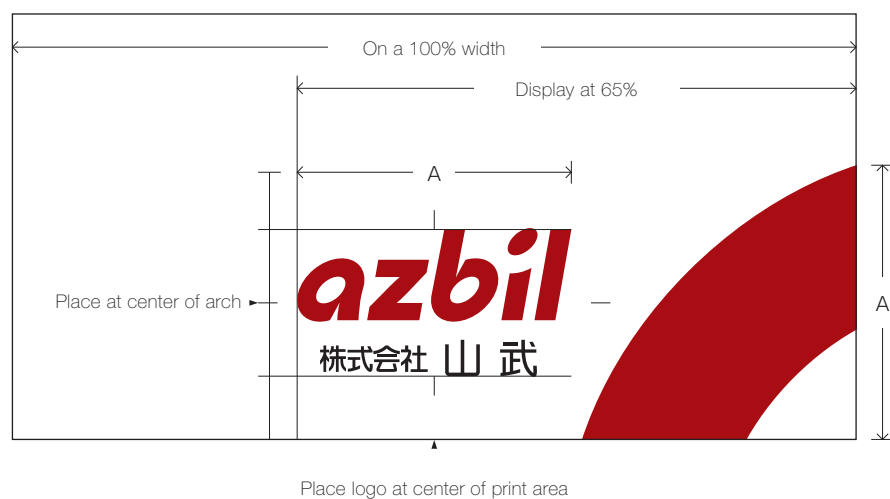
Display models



2.4.6

azbil arch and packaging box

Packaging boxes plays an important role in presenting a positive image of the Yamatake Group. (It is the face of the product.) There are two types of layout for the boxes. They are Group symbol with the azbil arch and Japanese logotype alone. When including the company name, place the Japanese logotype at the designated area. If the company name is too long, use the narrow gothic type font or reduce the type size to make sure the text does not run into the arch. Serif type fonts such as Mincho may not be used.

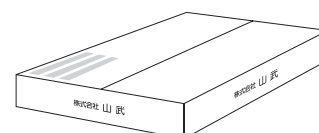
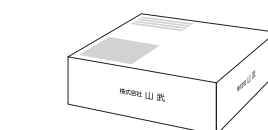


Designated reproduction proof for the logo and the azbil arch combined is provided for the packaging boxes. Place the combination (of logo and arch) at 65% width on a 100% width print area. When the logo is placed at the center of the print area, the arch should fit perfectly at the right.

General display rule



The color of the logo and the azbil arch is azbil red, and the company name in black. Under certain circumstances, they may be printed in black.



3

Alternate Variations

3.1 Office supplies

- 3.1.1 Japanese business cards
- 3.1.2 English business cards
- 3.1.3 Business card layout model 1
- 3.1.4 Business card layout model 2
- 3.1.5 Company envelopes 1
- 3.1.6 Company envelopes 2
- 3.1.7 Letterheads 1
- 3.1.8 Letterheads 2
- 3.1.9 Template for Power Point

3.2 Advertisement

- 3.2.1 Newspaper ads
- 3.2.2 B5 and A4 sized ads
- 3.2.3 Catalogue Covers

3.3 Signboards

- 3.3.1 Signboards - horizontal
- 3.3.2 Signboards - vertical
- 3.3.3 Company flag
- 3.3.4 Signboards - gate
- 3.3.5 Signboards - standing
- 3.3.6 Guide signs
- 3.3.7 Door signs

3.4 Vehicles

- 3.4.1 Vehicles 1
- 3.4.2 Vehicles 2

3.5 Uniforms

- 3.5.1 Uniforms

3.6 Product

- 3.6.1 Product Labels
- 3.6.2 Package Labels

3.7 Packages

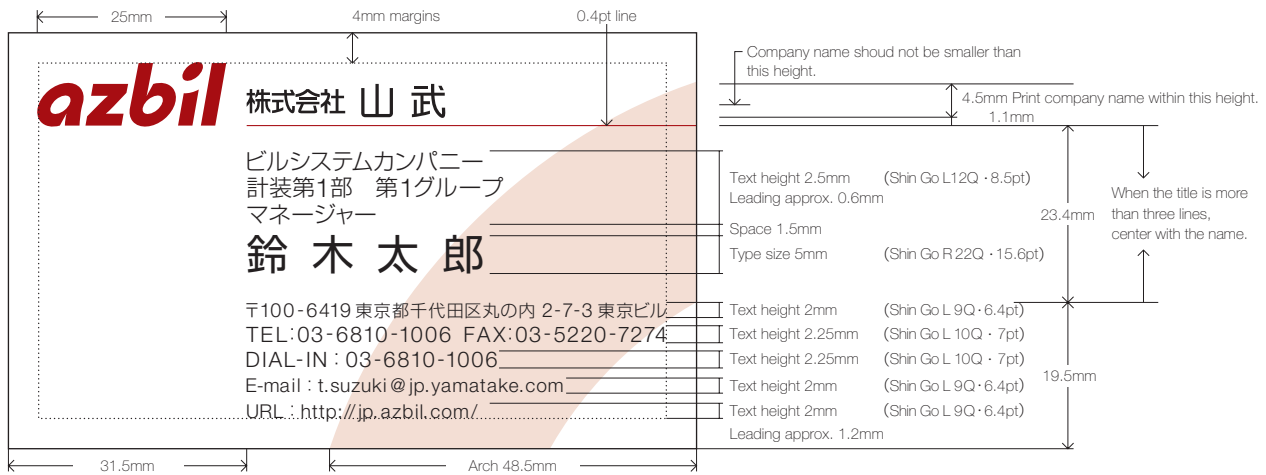
- 3.7.1 Packaging boxes
- 3.7.2 Packaging box (layout) models
- 3.7.3 Shopping Bags 1
- 3.7.4 Shopping Bags 2

3.1.1

Japanese business cards

Use the logo and the azbil arch for business card design. Changing the ratio between the logo and the azbil arch is prohibited. Each Yamatake Group companies will use the same layout for their business cards. Follow the model below for layout of text. Business cards will be printed on white paper, for best appearance of azbil red.

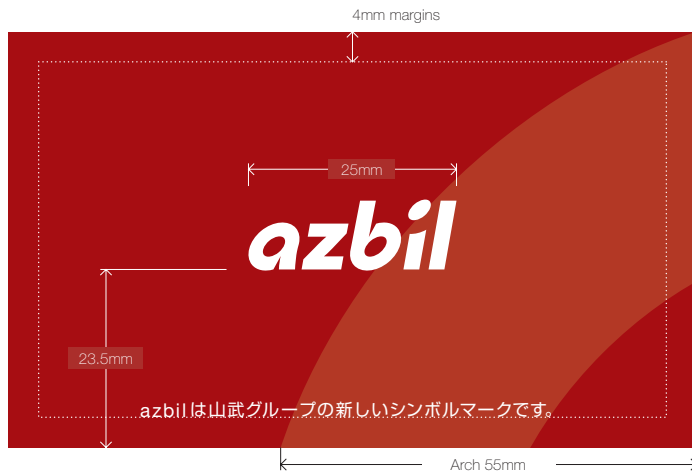
Japanese business card (front)



If the text is too tight, you may use condensed or narrow types.

Color designation : Spot color ■ DIC 2485 (Ed. #3) ■ Black text *For the arch, use DIC 2485 and 10% screen.

Japanese business card (back)



Text height 2mm (Shin Go L 9Q・6.4pt) Centered

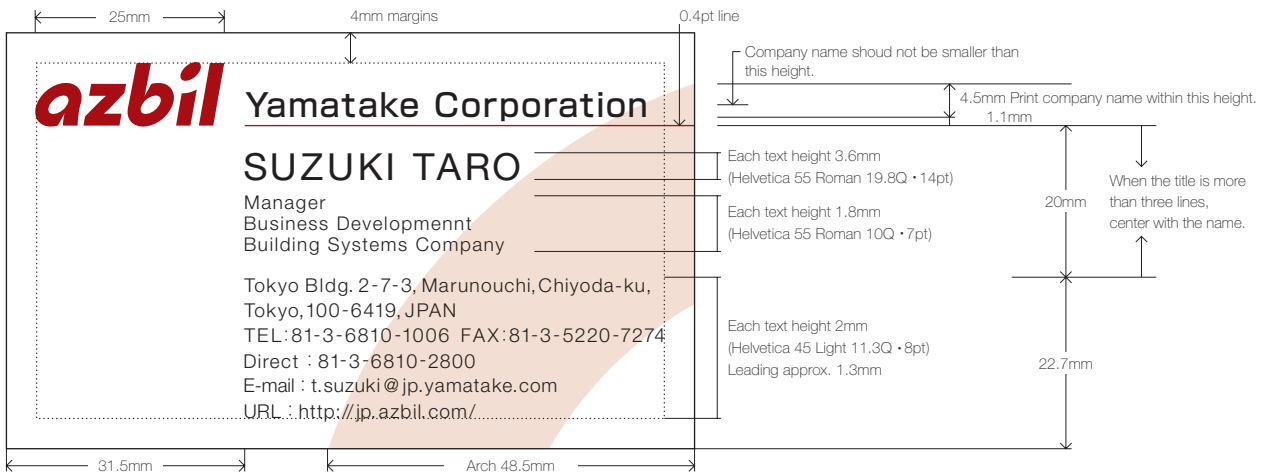
Color designation : Spot color ■ DIC 2485 (Ed. #3) *For the arch, use DIC 2485 90% screen recommended.

3.1.2

English business cards

Use the logo and the azbil arch for business card design. Changing the ratio between the logo and the azbil arch is prohibited. Each Yamatake Group companies will use the same layout for their business cards. Follow the model below for layout of text. Business cards will be printed on white paper, for best appearance of azbil red.

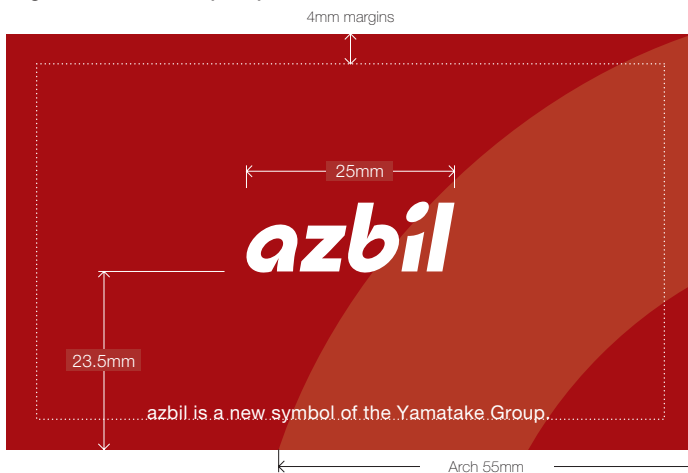
English business card (front)



If the text is too tight, you may use condensed or narrow types.

Color designation : Spot color ■ DIC 2485 (Ed. #3) ■ Black text *For the arch, use DIC 2485 and 10% screen.

English business card (back)



Text height 2mm (Shin Go L 9Q · 6.4pt) Centered

Color designation : Spot color ■ DIC 2485 (Ed. #3) *For the arch, use DIC 2485 90% screen recommended.

3.1.3

Business card layout model 1

If you want to enlarge the size of the phone number, or add more elements, etc., make necessary adjustments to make space, but remember to keep all elements balanced. When the text is too tight, you may use condensed or narrow types.

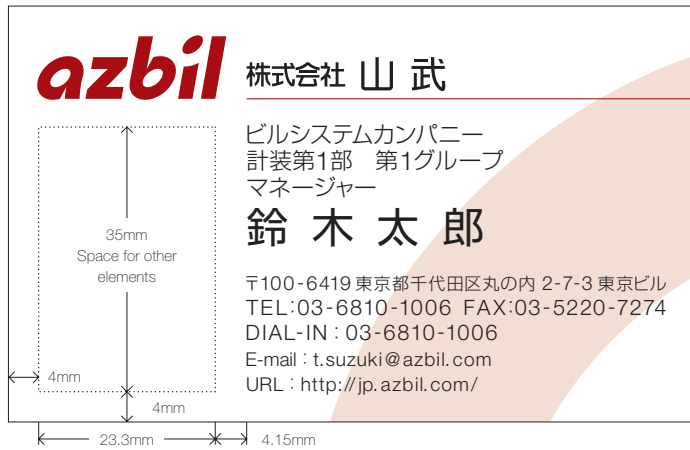
Display models



3.1.4

Business card layout model 2

Place other marks, ISO, etc., at the space underneath the logo. These marks should be placed at the lower left corner at an appropriate size. They may be printed in color but black or gray is recommended. Follow the models below for positioning.



Display models



3.1.5

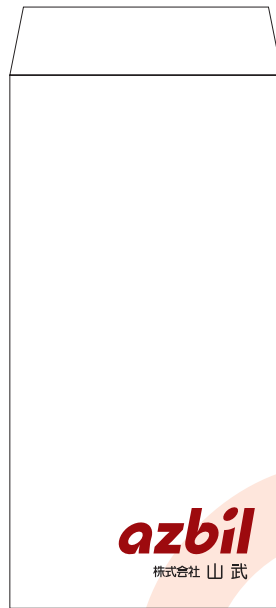
Company envelopes 1

Use the logo and the azbil arch for the front of the envelope. Changing the ratio between the logo and the azbil arch is prohibited. Use Japanese logotype for company names. If for some reason the designated data cannot be used, refer to the chart below to create the file. Use white printing paper for best appearance of azbil red.

Size #2



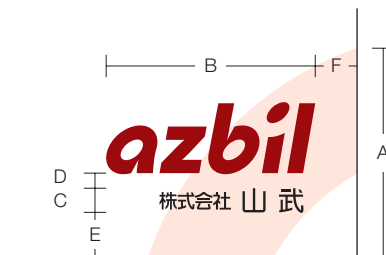
Size #3


Size #2 (240×332)
B4

A : 80mm
 B : 80mm
 C : 9.2mm
 D : 5.8mm
 E : 17.2mm
 F : 16mm

Size #3 (120×235)
A4 three-fold

A : 60mm
 B : 60mm
 C : 6.9mm
 D : 4.3mm
 E : 12.9mm
 F : 12mm



3.1.6

Company envelopes 2

Use the logo and the azbil arch for the front of the envelope. Changing the ratio between the logo and the azbil arch is prohibited. Use Japanese logotype for company names. If for some reason the designated data cannot be used, refer to the chart below to create the file. Use white printing paper for best appearance of azbil red.

120×235 A4 size



120×235 A4 three-fold



120×235 A4 three-fold

A : 60mm
B : 60mm
C : 5.3mm
D : 6mm
E : 13mm
F : 12mm

240×332 A4 size

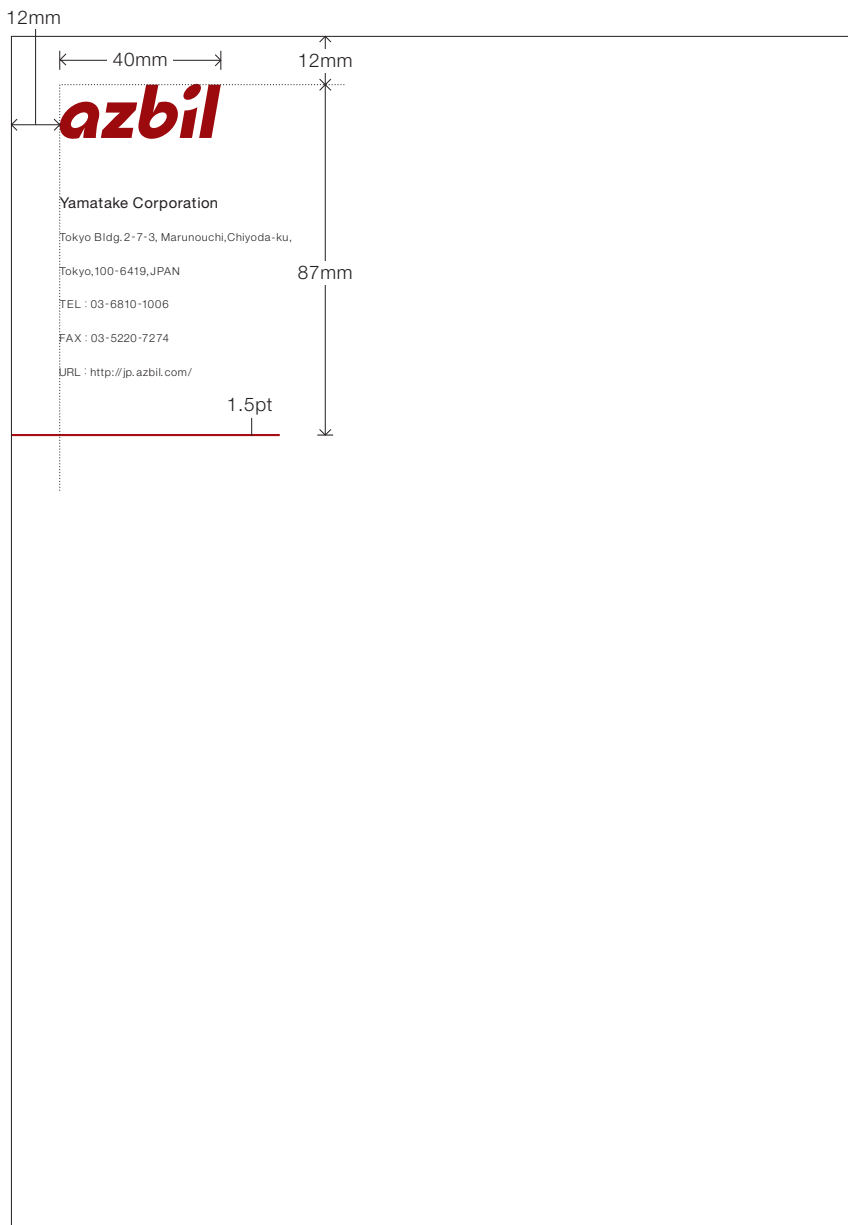
A : 80mm
B : 80mm
C : 7.1mm
D : 7.9mm
E : 17.2mm
F : 16mm



3.1.7

Letterhead 1

For letters going overseas, refer to the format below to create a letterhead. You may place the company name, address, URL in gothic type fonts. Company names in Japanese may be printed in bold gothic and for address, etc., any gothic type fonts installed in your PC may be used. Refer to the logo below for correct display size. Use white paper for best appearance of the azbil red.



3.1.8

Letterhead 2

Refer to the format below for regular letterheads. Include company name, address, and URL if necessary using gothic type fonts. Company names in Japanese may be printed in bold gothic and for address, etc., any gothic type fonts installed in your PC may be used. Refer to the logo below for correct display size. Use white paper for best appearance of the azbil red.



3.1.9

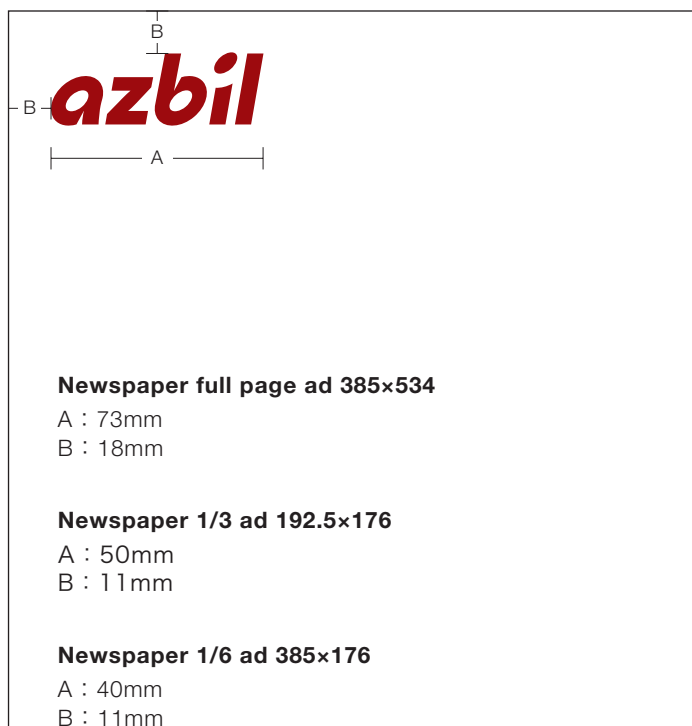
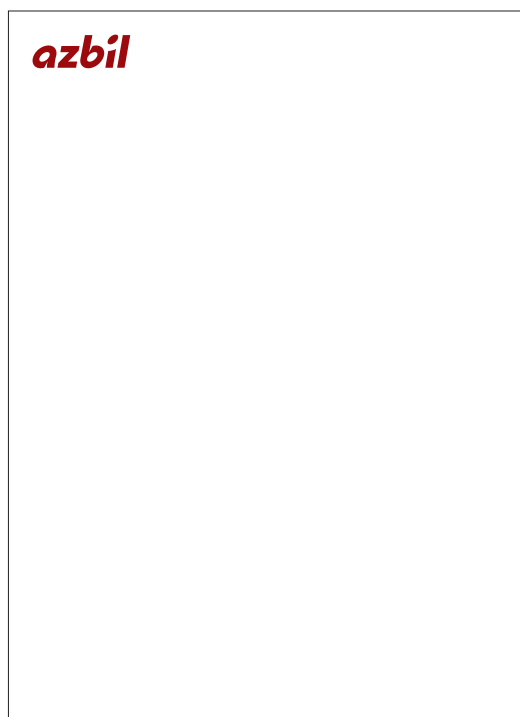
Template for PowerPoint

3.2.1

Newspaper ads

Refer to the sizes below for logos to be used in newspaper ads. Basic position for the logo is at the top left corner. If you must place the logo elsewhere, refer to section 2.3.1 in the manual.

Newspaper full page ad 385×534



Newspaper 1/3 ad 192.5×176



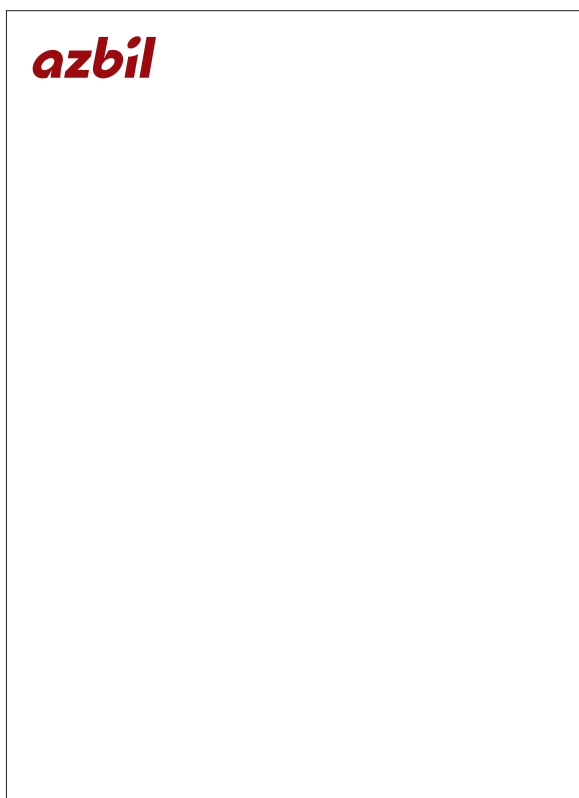
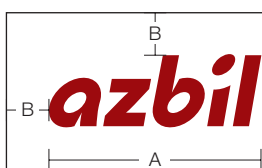
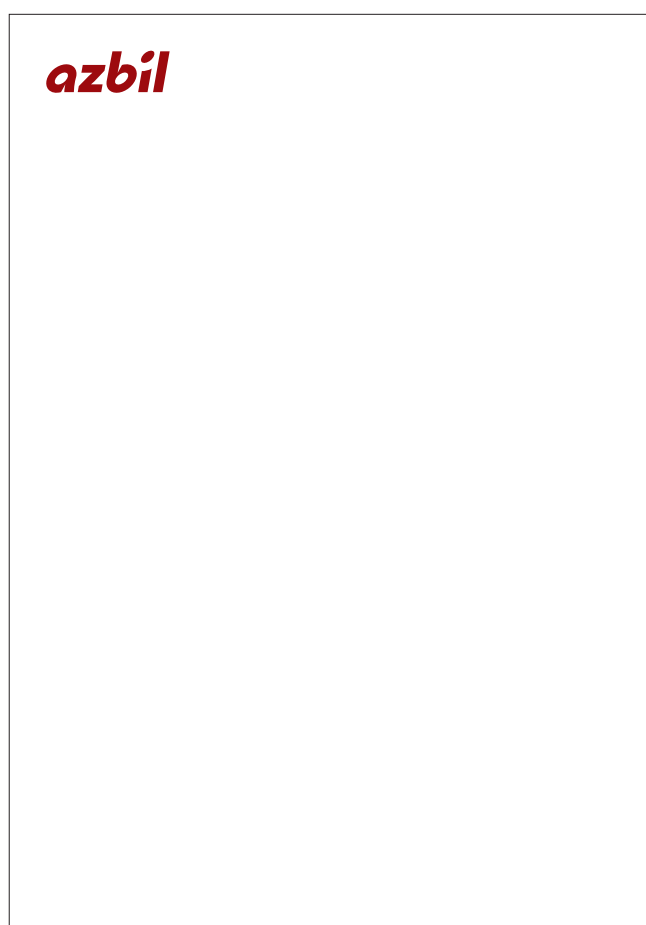
Newspaper 1/6 ad 385×176



3.2.2

B5 and A4 size ads

Refer to the sizes below for logos to be used in magazine ads. Basic position for the logo is at the upper left corner. If you must place the logo elsewhere, refer to section 2.3.1 in the manual.

B5 187×257**A4 210×297**

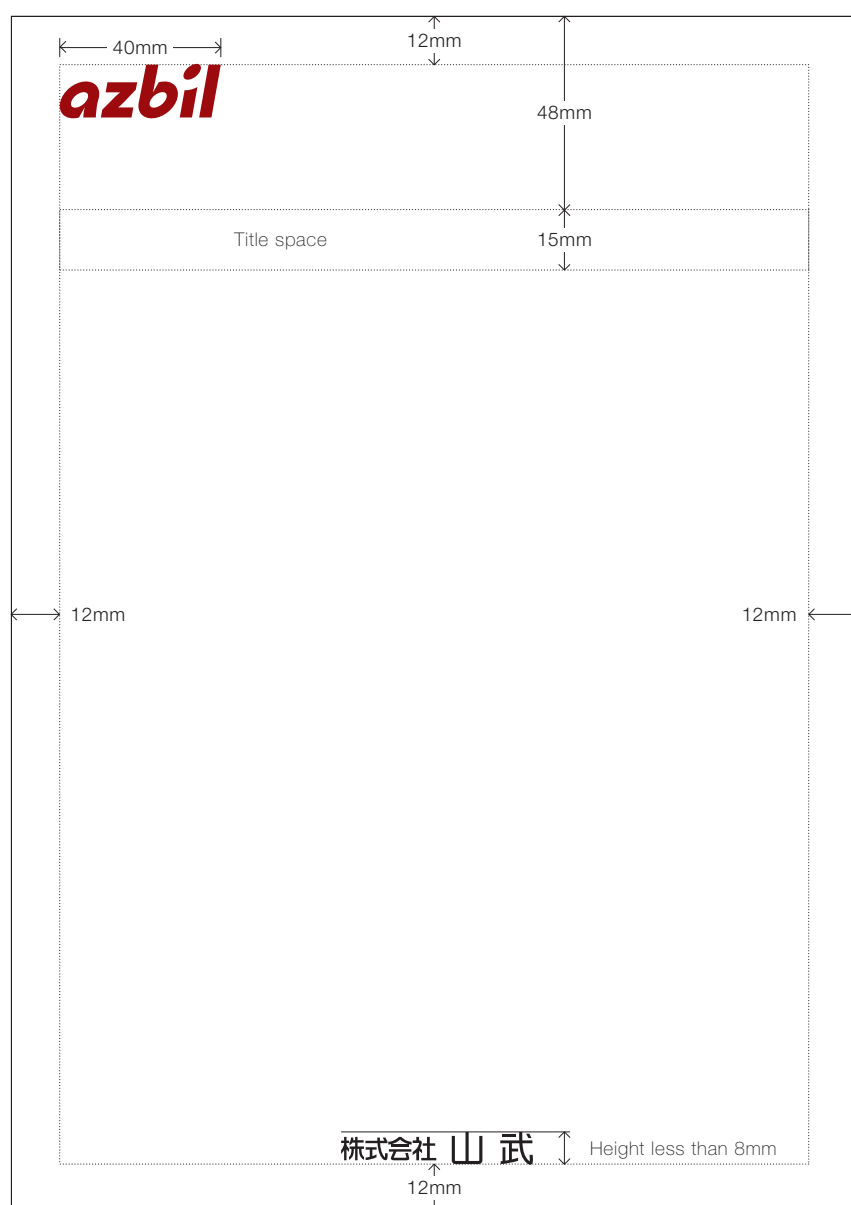
B5 187×257
A : 40mm
B : 10mm

A4 210×297
A : 40mm
B : 12mm

3.2.3

Cover for a catalogue

Create a specific design to use as a cover page for catalogues, etc., and standardize the image. Refer to the example below. If the logo cannot be placed at the upper left corner due to the nature of the design, you may place the logo at the upper right corner or at the bottom center. Refer to the "Development Standards for Product Instruction Manuals YGS-501A-027" for details on instruction manuals and spec sheets.

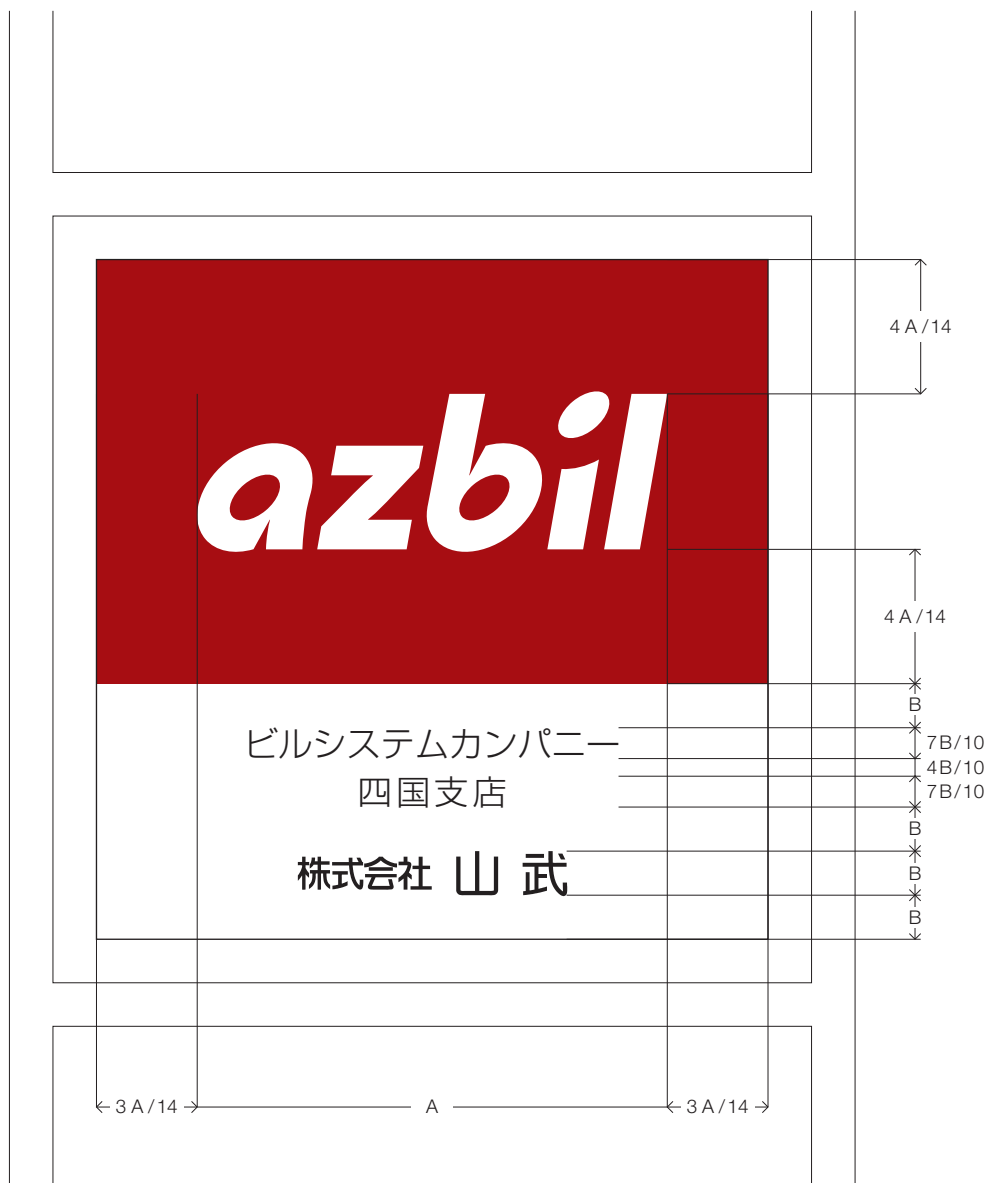


Place the company logo in Japanese logo type at 8mm or less in height.
4mm or less in height for English.

3.3.1

Signboards - horizontal

Refer to the standard design model below for signboards of a corporate, company, sales branch or factory (company name may be abbreviated). If the design interferes with the building regulations, prioritize the building regulations.

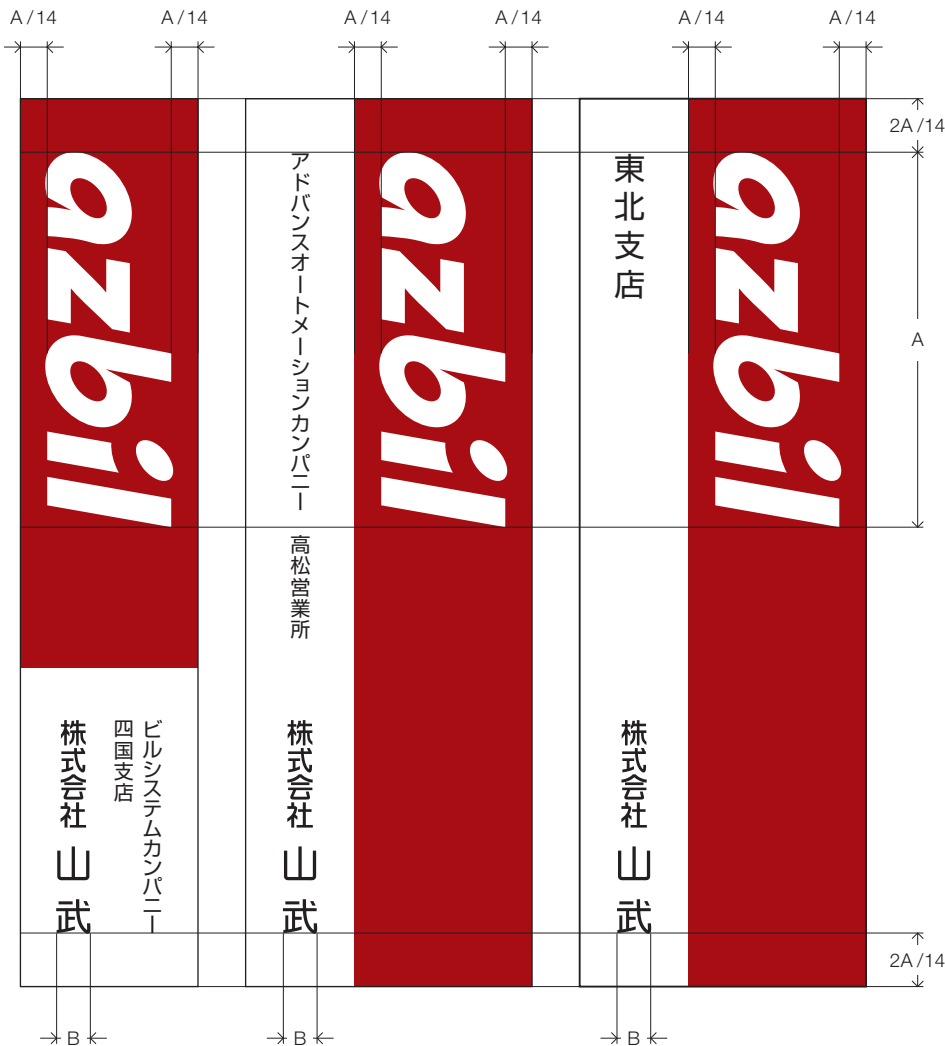


Even out the balance of company names in "B."

3.3.2

Signboards – vertical

Refer to the standard design model below for signboards of a corporate, company, sales branch or factory (company name may be abbreviated). If the design interferes with the building regulations, prioritize the building regulations.

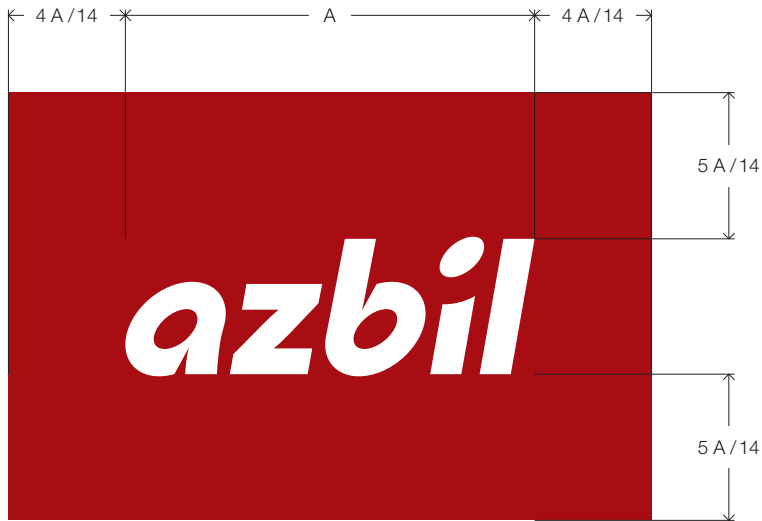


Even out the balance of company names in "B."

3.3.3

Company flag

Below is a sample of the company flag for Yamatake Group. Color of the flag is azbil red with reversed white logo. Any other color is prohibited. Refer to the sample with company name included when printing group company name with the logo. Place the company name at the designated area and use gothic type fonts.



No company name



With company name

Maintain a balance to the design for company names (B).

3.3.4

Signboards – gate

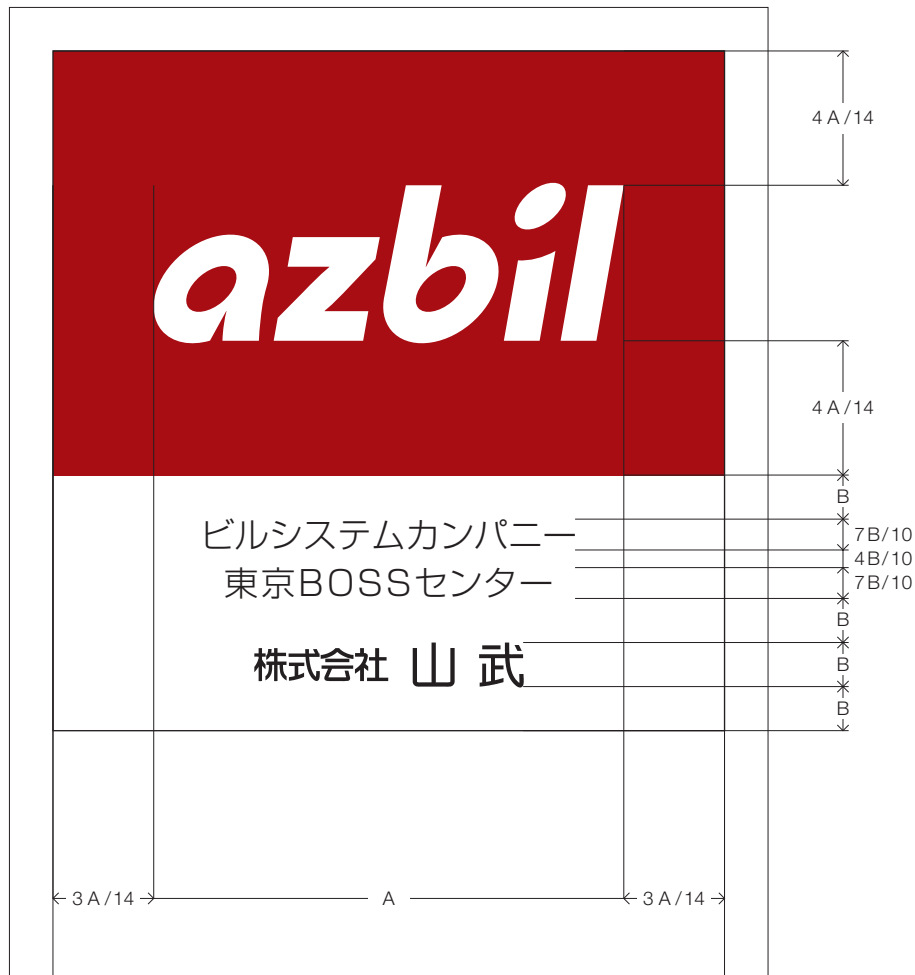
Refer to the standard design model below for signboards on gates of an entrance.
When printing on a ready-made signboard, remember to keep the elements such as the group symbol, corporate, company, branch, and factory name balanced and at an appropriate type size. (company name may be abbreviated).



3.3.5

Signboards – standing

For alternate designs for signboards, refer to the sample design below. The length of the signboard will depend on the length of the company name proportionately. Corporate name, company name, sales branch, factory name, etc., will each be placed individually on separate lines. (Company name may be omitted.)

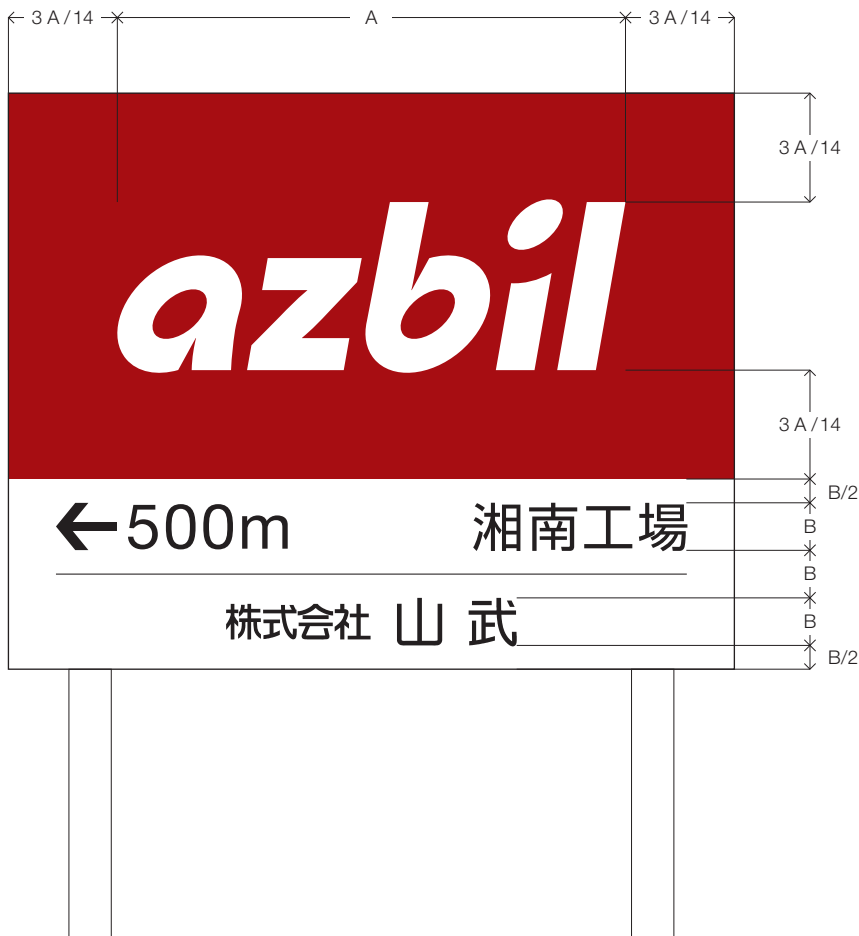


Balance the company logo at "B."

3.3.6

Guide signs

For alternate designs for signboards, refer to the sample design below. The length of the signboard will depend on the length of the company name proportionately. Corporate name, company name, sales branch, factory name, etc., will each be placed individually on separate lines. (Company name may be omitted.)



Balance the company logo at "B."

3.3.7

Door signs

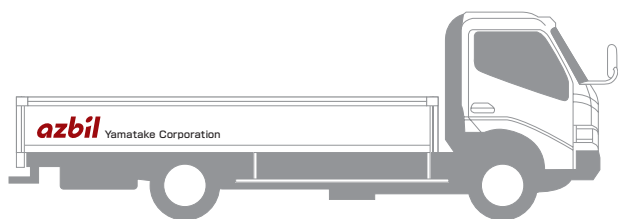
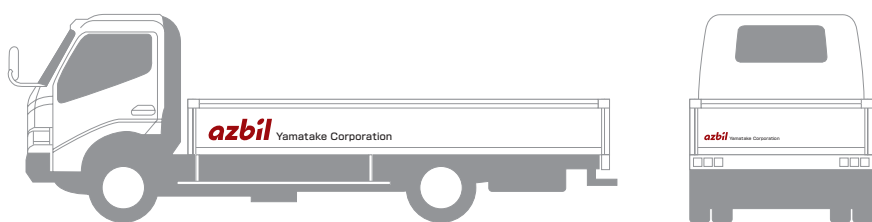
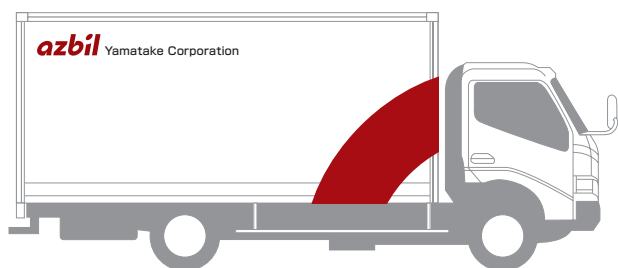
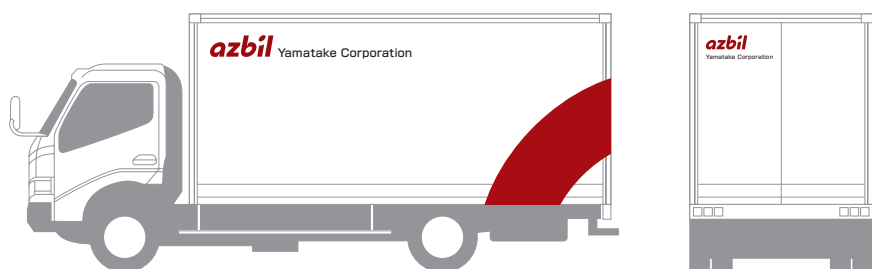
Refer to the standard design sample below for door signs. When printing on a ready-made signboard, remember to keep the elements such as the group symbol, corporate, company, branch, and factory name balanced and at an appropriate type size. (company name may be abbreviated).



Balance the company logo at "B."

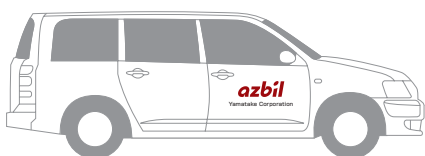
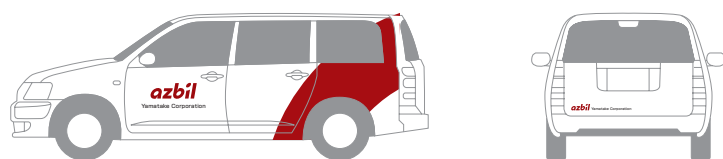
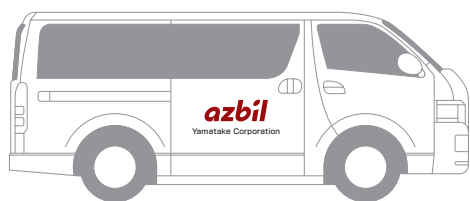
3.4.1

Vehicles 1



3.4.2

Vehicles 2



3.5.1

Uniforms

Refer to the sample below for design of patches and hats for the uniforms.

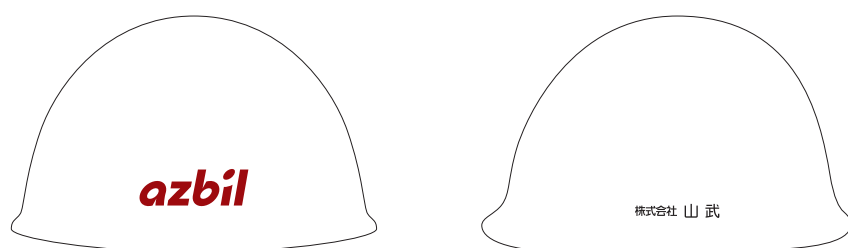
Name tag



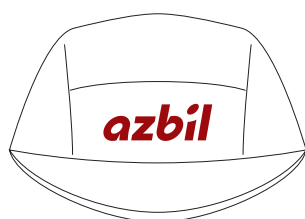
Patches



Helmets



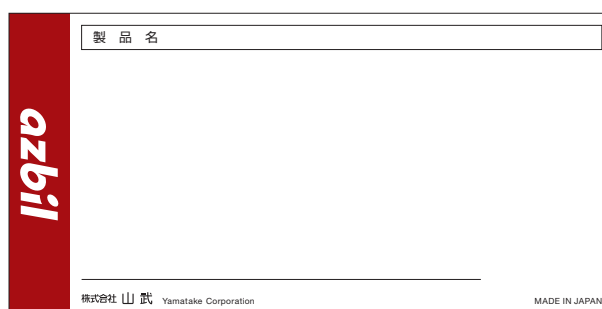
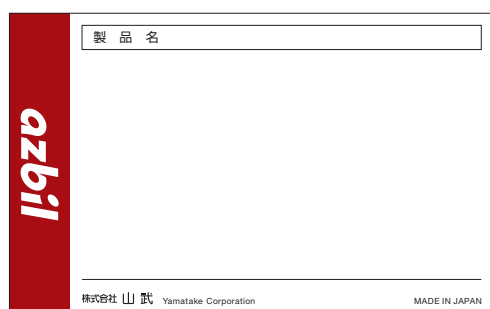
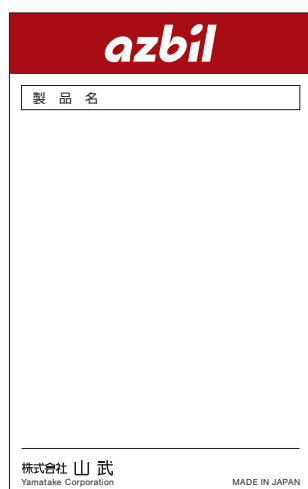
Hats



3.6.1

Product Labels

Print the group symbol and the company name on product labels. Each company is recommended to use their own company logos. There are also labels without company logos. Labeling will vary according to each company, system product, or comp. product. For details refer to our “Product and Company logo Regulations YGS-501A-018.”



3.6.2

Package labels

The layout for package labels focuses on the group symbol. Labeling will vary according to the Corporate name, company or system product, or comp. Product. For details refer to our "Product and Company logo Regulations YGS-501A-018."

Small label 40×40 83999908



Label size 75×44.45 83999910



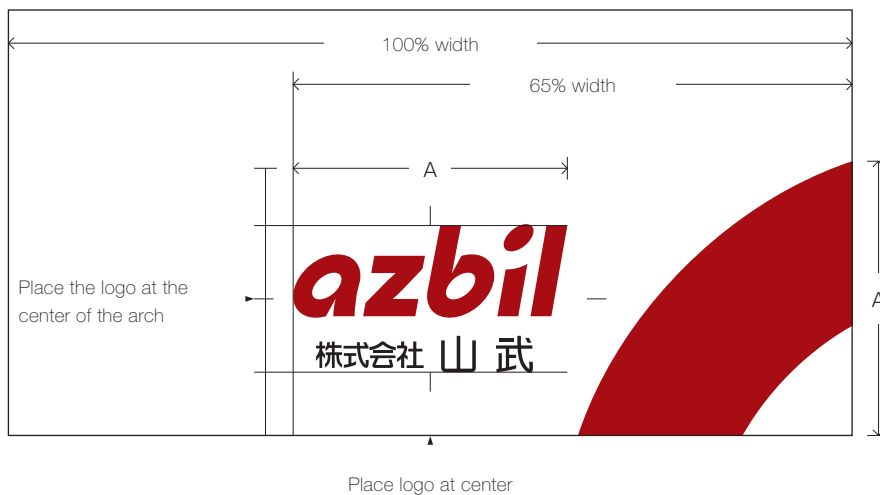
Label size 81.3×63.5 83999907



3.7.1

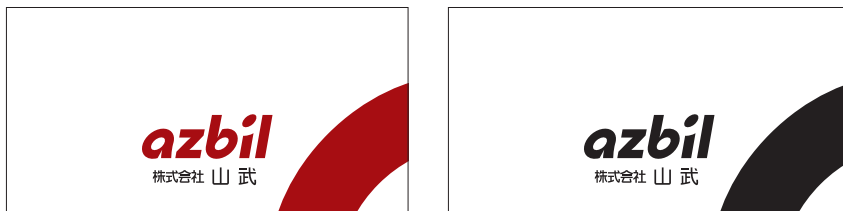
Packaging Boxes

Packaging boxes plays an important role in presenting a positive image of the Yamatake Group. There are two types of layout for the boxes. They are Group symbol with the azbil arch and Japanese logotype alone. When including the company name, place the Japanese logotype at the designated area. If the company name is too long, use the narrow gothic type font or reduce the type size to make sure the text does not run into the arch. Mincho typeface may not be used.



Designated reproduction proof for the logo and the azbil arch combined is provided for the packaging boxes. Place the combination (of logo and arch) at 65% width on a 100% width print area. When the logo is placed at the center of the print area, the arch should fit perfectly at the right.

General display rule



The color of the logo and the azbil arch is azbil red, and the company name in black. Under certain circumstances, they may be printed in black.

3.7.2

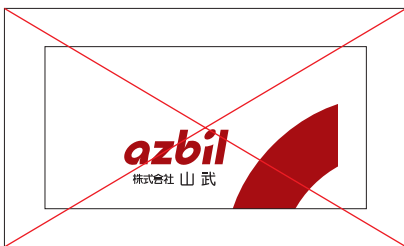
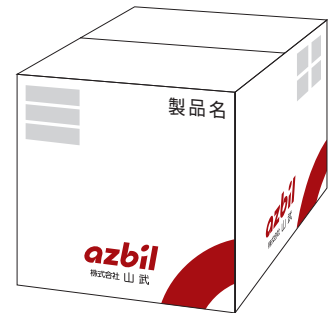
Packaging Box (layout) models

When the azbil arch and the logo is displayed on a long, narrow side of a box, and the arch does not balance with the face of the box, place the Japanese logotype alone. Consider the size and the balance of the box and make sure that the arch and the logo are neatly displayed.

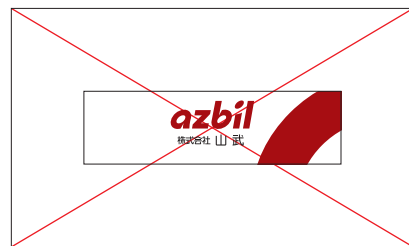
Display models



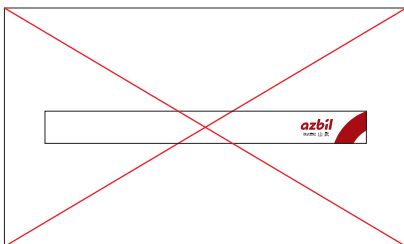
When the logo and arch width is 65% of the width of the box the minimum height of the box should be equal to the arch without cropping the top or bottom. You may leave extra space on top of the logo and arch. When the box is wide and the height is so short that a logo and arch at 65% would be cut off, use only the Japanese logotype at 30% of the width and centered.



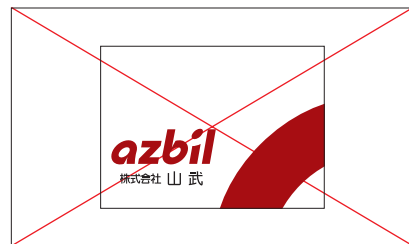
Do not display with the right size of the arch cut off.



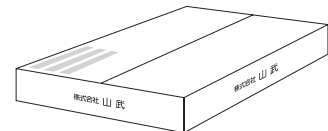
Do not display with the top or bottom of the arch cut off.



Do not display the logo and arch too small.



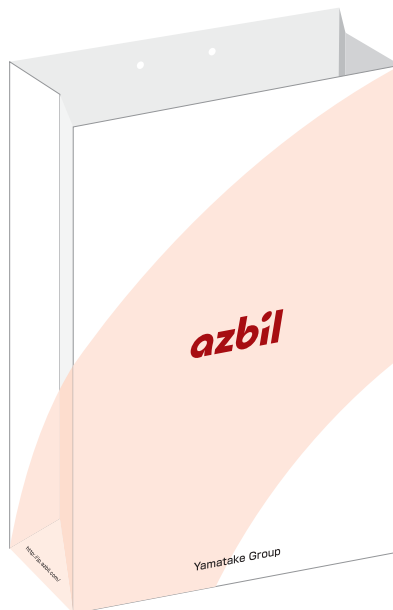
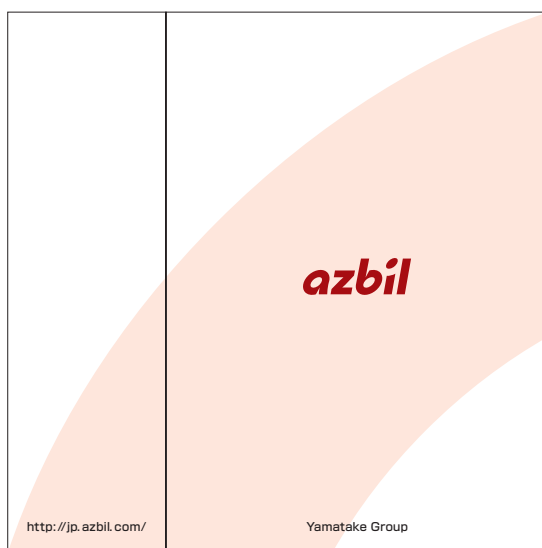
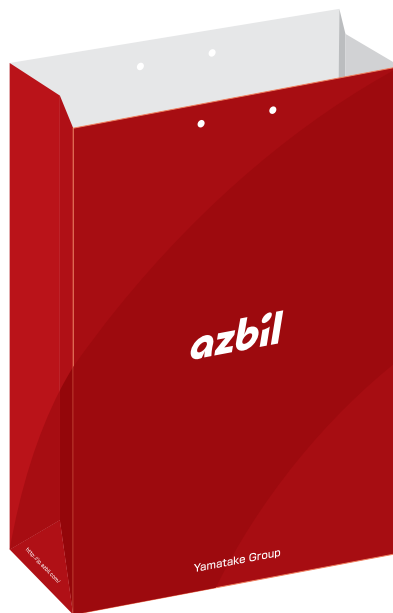
Do not display the logo off-centered.



3.7.3

Shopping Bags 1

Shopping bags to pass out at exhibitions serve as a walking advertisement. Refer to the design below and pay extra attention to create a striking but sensible design. Please contact us for information regarding the use of the azbil arch as its usage is restricted.



3.7.4

Shopping Bags 2

Shopping bags to pass out at exhibitions serve as a walking advertisement. Refer to the design below and pay extra attention to create a striking but sensible design. Please contact us for information regarding the use of the azbil arch as its usage is restricted.

