

**GRAPHTEC**

# **CORPORATE IDENTITY MANUAL**

**August, 2003**

## **New Graphtec Logos**

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**The Graphtec logos were changed in August, 2003, with the aim of updating the company's image and to show a new, revitalized Graphtec.**

**This manual provides explanations on the new logotypes, and the standards for using the corporate brand mark, the corporate name, and the symbol mark.**

**If you have any questions about the correct use of the new logotypes, please contact your sales representative in the Overseas Marketing Division.**

**Graphtec Corporation**

# GRAPHTEC

**New Corporate Brand Logotype**



**Symbol Mark**  
(no change)

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## ■ New Corporate Logotypes and Corporate Color

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### (1) New corporate brand logotype

Use of the old logotype is prohibited

**GRAPHTEC**

OLD

**GRAPHTEC**

### (2) New corporate logotype

Use of the old logotype is prohibited

GRAPHTEC CORP.

GRAPHTEC CORP.

### (3) New corporate color

Use of the old color is prohibited



C=100 M=60 Y=0 K=0  
(PANTONE 293M)  
(RGB #0066B3)



PANTONE 300C

**(4) Symbol Mark**

(Used only on buildings and for the corporate flag)



**(5) Old Corporate Brand Logo**

(Use Prohibited)





## **Correct Use of the Corporate Logotypes and Color**

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- Basic Configurations
- Isolation Zone
- Corporate Colors
- Examples of Prohibited Usage

## ● Basic Configurations

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The permissible configurations and colors are shown below.

Corporate brand logotype

**GRAPHTEC**

**GRAPHTEC**  
K=100

**GRAPHTEC**  
K=60

Corporate logotype

**GRAPHTEC CORP.**

**GRAPHTEC CORP.**  
K=60

**GRAPHTEC CORP.**

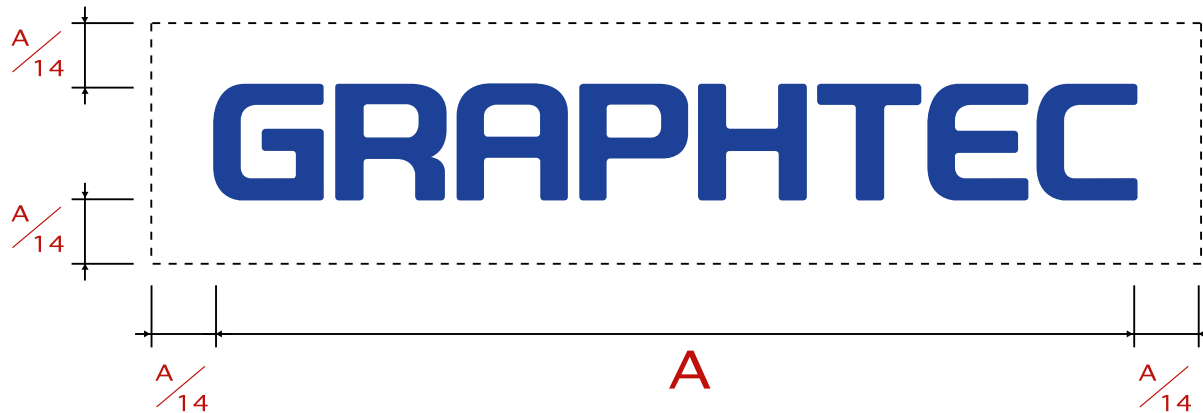
Negative reproduction (when the background color density is at least 40%)



## ● Isolation Zone

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Always ensure that there is extra space around the corporate brand logotype as defined in the diagram below, to maintain the dignity of the corporate brand name. Do not place any other text or artwork within this space.



## ● Corporate Colors

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The Graphtec corporate colors are defined as follows.

### Corporate Color

Graphtec Blue



C=100 M=60 Y=0 K=0

### Sub-Color

Gray 60%



C=0 M=0 Y=0 K=60

### Sub-Color

Black



C=0 M=0 Y=0 K=100

### Sub-Color

White



C=0 M=0 Y=0 K=0

## ● Examples of Prohibited Usage

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The corporate brand logotype and corporate logotype must not be expanded, contracted, or used in an altered format.

### Corporate brand

Altered formats



Not corporate colors



The logo cannot be seen clearly



### Corporate name

Altered formats

