IDEC

IDEC Basic Design Guidelines

2005.09.16E

Corporate Symbol
Basic Form

The corporate symbol is the core of the new CI design and its role is to convey IDEC's policy and purpose in a condensed and easy-to-understand form. The corporate symbol shall be used for all communication media.

For information on printing colors, see "Color Reproduction Rules" on page 02.

When tint representation is impossible in monochrome applications, such as printing on products, use the monochrome version of the corporate symbol.

Monochrome Version

Use the monochrome version corporate symbol on applications where tint representation is impossible, such as labels, silk screen printing, and marking on products.

Corporate Colors

Basic colors convey the corporate image of IDEC. The basic colors for the corporate symbol are IDEC Red and IDEC Gray. Two sub-colors are also provided.

For information on printing colors, see "Color Reproduction Rules" on page 02.

IDEC Red
PANTONE 187 C

IDEC Gray
PANTONE 423 C

Corporate Name Logo Version

The corporate name logo version is used to ensure easy recognition of IDEC's corporate name using letters. The special font is designed in consideration of harmony with the corporate symbol.

The corporate name logo version is used in all visual communication pieces in combination with the corporate symbol.

Japanese

IDEC株式会社

English

IDEC CORPORATION

Corporate Colors

IDEC Red
PANTONE 187C

4-color Reference Value:
C20%+M100%+Y100%+K20%
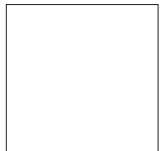
IDEC Gray
PANTONE 423C

4-color Reference Value:
K55%

IMPORTANT:
Notes for Color Reproduction

Even if the color codes or reference values are used, the correct colors may not be reproduced, depending on the material of the printed surface and printing method. Above values are for guidelines only.

When instructing printing agents and contractors, not only designate the color codes and reference values, but also perform color control to make sure that the final print colors are as close as possible to the designated corporate color.

Sub-colors

Black

White

Corporate Symbol

Two Designated Colors
4-color Process Print

IDEC Red

IDEC Gray

IDEC Gray
Tint 50%

IDEC Gray   IDEC Gray Tint 50%

1-color Representation
When only one color can be used, select the color in the following priority order.

First Priority

IDEC Red

IDEC Red
Tint 50%

IDEC Red
Tint 30%

IDEC Red Tint 50%   IDEC Red Tint 30%

Second Priority

IDEC Gray

IDEC Gray
Tint 50%

IDEC Gray
Tint 30%

IDEC Gray Tint 50%   IDEC Gray Tint 30%

Monochrome Representation

Black

Black
Tint 50%

Black
Tint 30%

Black Tint 50%   Black Tint 30%

Corporate Name Logo Type

IDEC株式会社

IDEC CORPORATION

IDEC Gray

IDEC株式会社

IDEC CORPORATION

IDEC Red

IDEC株式会社

IDEC CORPORATION

IDEC Gray

IDEC株式会社

IDEC CORPORATION

Black

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Application Examples of the Corporate Symbol

The basic representation style is: the corporate symbol is placed to the left edge of the application area.

Alternative styles can be used depending on the application area sizes and design purposes, such as signboards and package boxes. The gray pattern of the basic form can be expanded, the basic form can be placed away from the left edge, and the monochrome version can be used instead.

In either case, make sure that the design image of the IDEC corporate symbol is not impaired.

Basic Representation Style

Place the corporate symbol to the left edge of the application area.

Left Edge of the Application Area

Application Examples
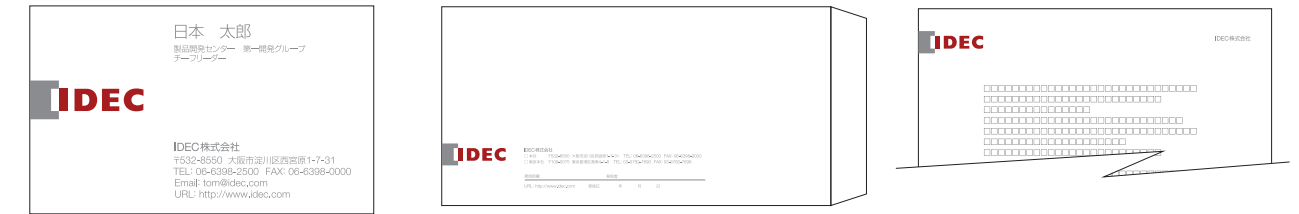
Expanded Gray Pattern Style

Expand the gray pattern of the basic form to the three edges of the surface area in order to split the background.

Application Examples

Plaque

Signboard
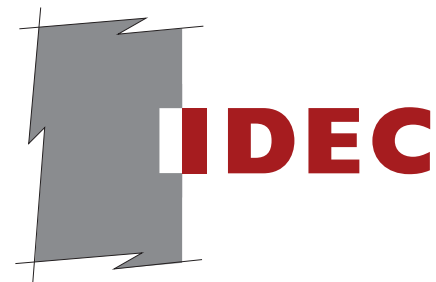
Alternative Representation Style of the Basic Form

When placing the corporate symbol to the left edge is impossible or ineffective, the corporate symbol can be placed at other positions.

Application Examples
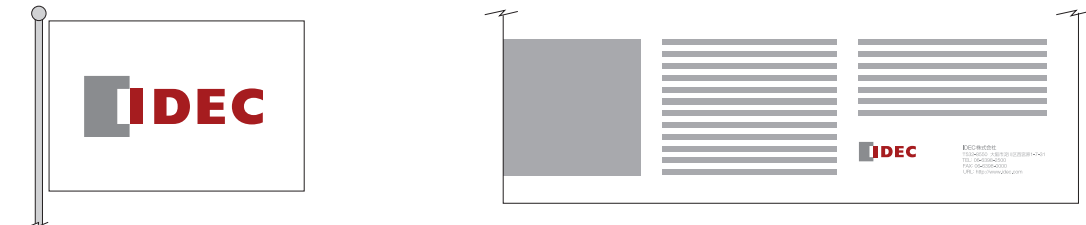
Monochrome Version

Use the monochrome version corporate symbol for indication on products.

Application Example

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Margin Rules

The margin rules are provided to ensure easy visual recognition of the corporate symbol by keeping sufficient space around the symbol.

The figures on the right show the minimum space between the corporate symbol and other objects.

Make sure that any large and dramatic letters and figures are not placed near the corporate symbol in and around the margin areas.

Only when the application area is limited, such as on the edge of an application area or on a signboard, do not stick to the margin rules and observe respective design rules.

Minimum Margins around the Corporate Symbol

0.8A Minimum   Margin   A Minimum

A Minimum

A
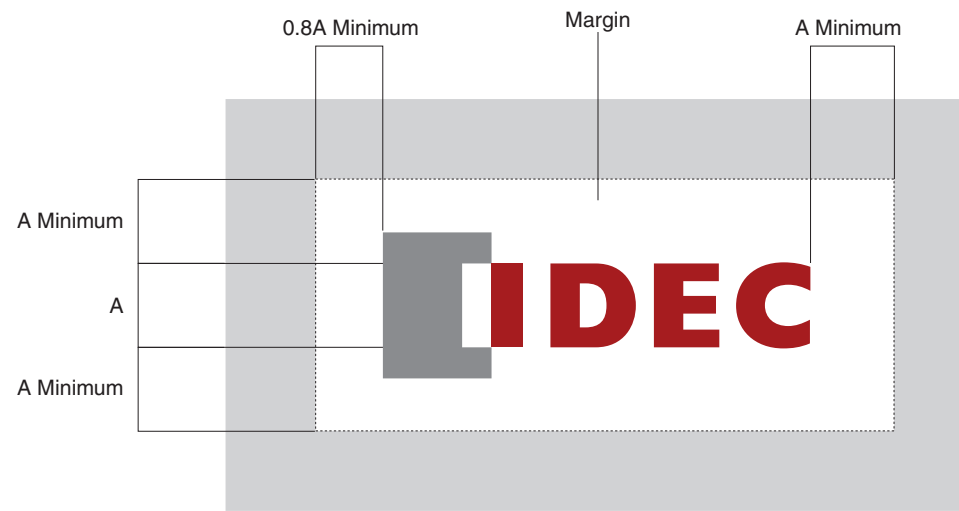
A Minimum

Minimum Margins for Basic Representation Style

Application Area Edge   Margin   A Minimum

A Minimum

A
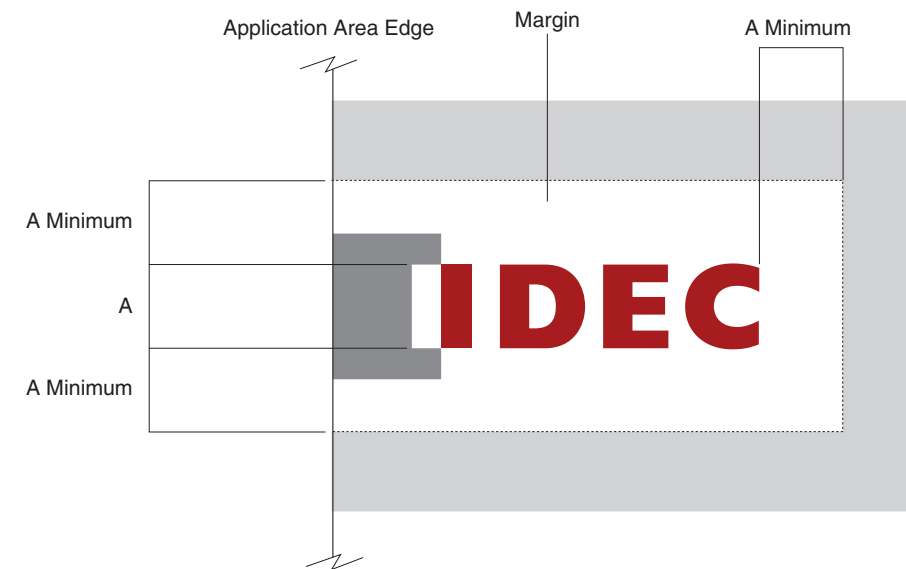
A Minimum

Exceptions

The margin rules do not have to be applied to the edge of the application area when the minimum margin cannot be secured because of other crucial indication elements.

Incorrect Example

The following example is an incorrect application because figures and letters are placed inside the minimum margins.

Alignment Rules

The alignment rules set the standard for relative locations of the corporate symbol, corporate name logo version, and address. Relative locations and sizes of the corporate symbol, corporate name logo version, and address vary with the application are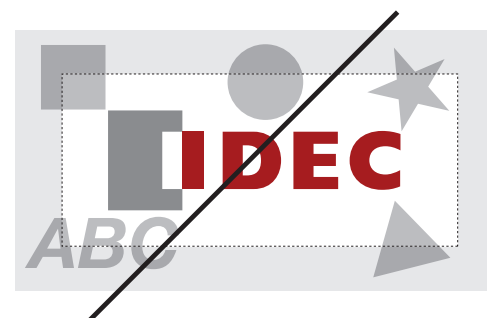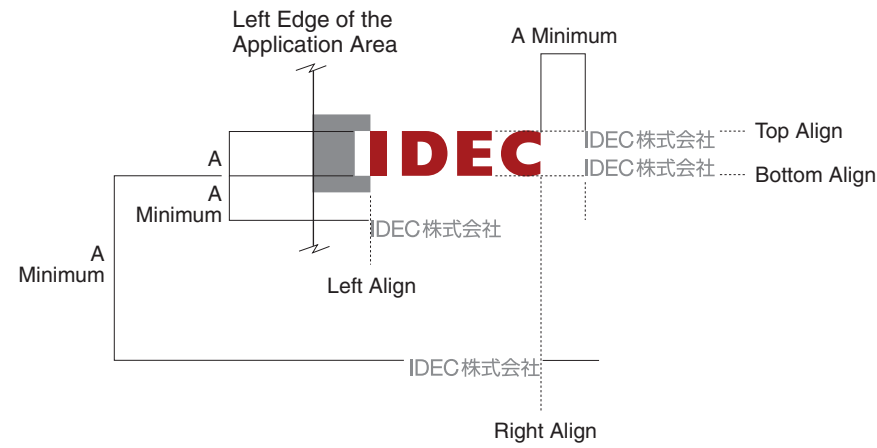a size, function, and purpose of each application. So the best balanced layout must be determined for each individual application.

Figures on the right show some frequently used examples and can be used as a guideline for presenting the corporate symbol; not intended to restrict the application layout.
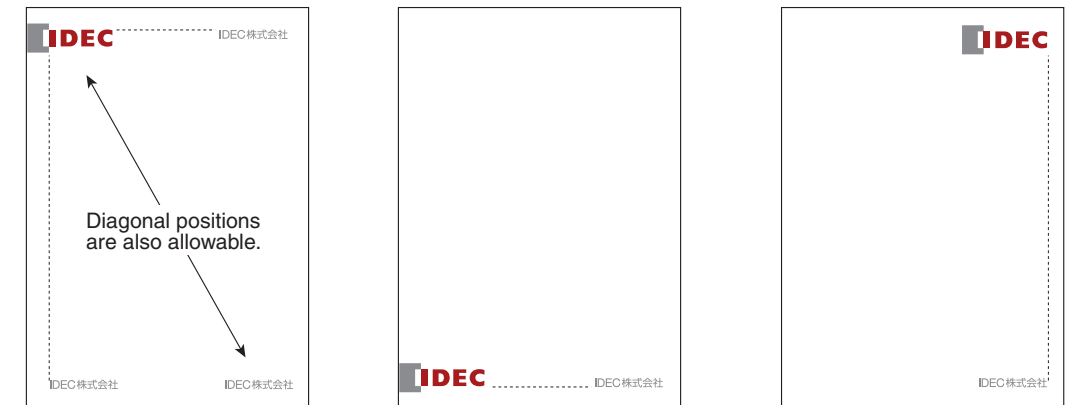
The figures show the basic representation style located at the left edge. For other applications, also use the same rules to ensure consistent look of the corporate symbol.

The figure below shows the standard relative locations of the corporate symbol and corporate name logo version which are indicated on the same plane. Depending on the application area size and conditions, adjust the balance and sizes accordingly.

Basic Representation Style

Application Examples

Left Edge of the Application Area

A Minimum

IDEC

IDEC株式会社 — Top Align
IDEC株式会社 — Bottom Align

A
A Minimum

A Minimum

IDEC株式会社

Left Align

IDEC株式会社

Right Align

Diagonal positions are also allowable.

The figure below shows the standard relative locations of the corporate symbol, corporate name logo version, and address which are indicated on the same plane. Depending on the application area size and conditions, adjust the balance and sizes accordingly.
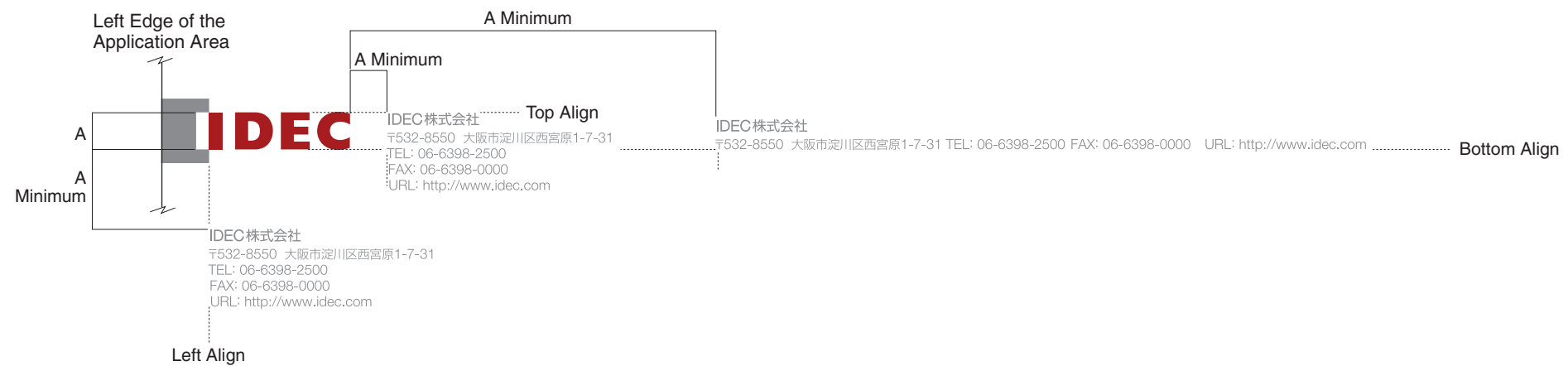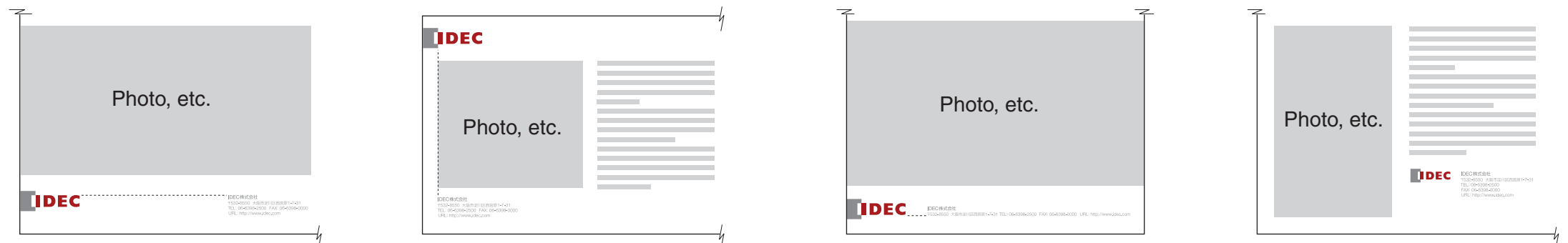
Basic Representation Style

Left Edge of the Application Area

A Minimum

A Minimum

IDEC

IDEC株式会社
〒532-8550 大阪市淀川区西宮原1-7-31
TEL: 06-6398-2500
FAX: 06-6398-0000
URL: http://www.idec.com

Top Align

A
A Minimum

IDEC株式会社
〒532-8550 大阪市淀川区西宮原1-7-31 TEL: 06-6398-2500 FAX: 06-6398-0000 URL: http://www.idec.com — Bottom Align

IDEC株式会社
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FAX: 06-6398-0000
URL: http://www.idec.com

Left Align

Application Examples

Photo, etc.

Photo, etc.

Photo, etc.

Photo, etc.

Prohibition Rules

The corporate symbol, corporate name logo version, and address must be used correctly to achieve the intended effect and convey the desired image to viewers. Incorrect usage of these elements not only loses the consistency of the presentation image, but also negatively impacts the corporation image.

When indicating the corporate symbol and corporate name logo version, be sure to observe the rules of the IDEC Basic Design Guidelines and reproduce these elements.

This page shows prohibited examples of the corporate symbol, corporate name logo version, and address.

Do not use other colors.

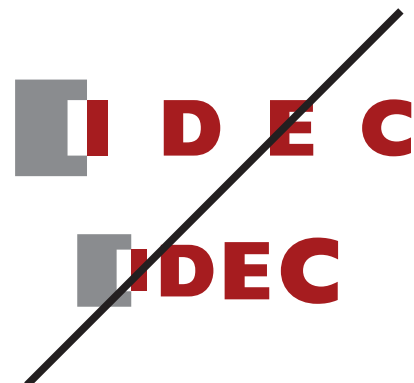Do not use two colors for the monochrome version.

Do not separate the corporate symbol or use only a part of the corporate symbol to make another symbol.
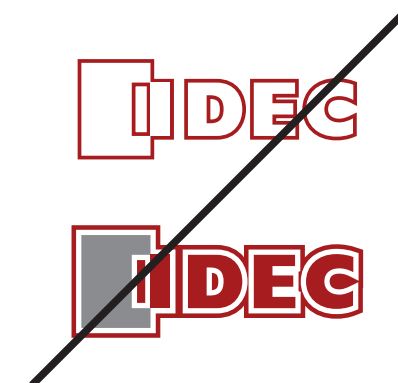
Do not alter the the corporate symbol.

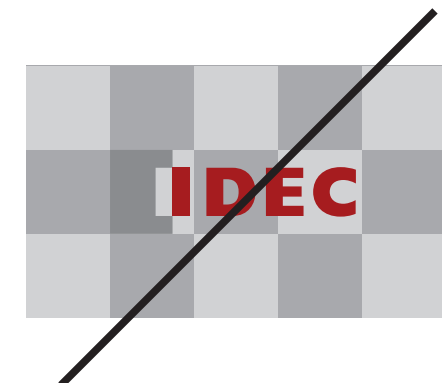Do not change the proportion or spacings.

Do not change the shape of the gray pattern, except for using the expanded gray pattern style.

Do not outline the corporate symbol or add a shadow.

Do not place the corporate symbol on a background which interferes with the visibility, except on patterned backgrounds.

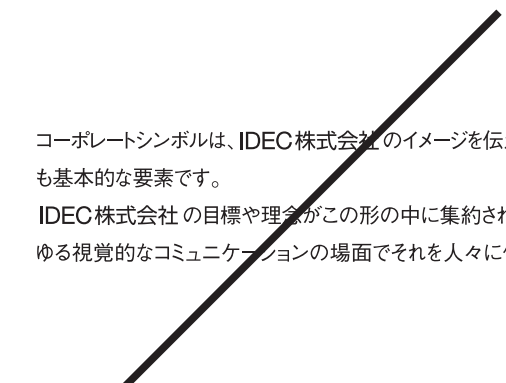Do not change the combination or spacings.

Do not alter the corporate name logo version.

Do not use other fonts for the address.

Do not use the corporate name logo version in text. Use the same font as with the text to represent the corporate name.

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