



**Visual Identity  
System Manual**

**Abridged Version**

**IDEC CORPORATION**

## Corporate Logo

### Basic Type

The corporate logo is the core of the CI design, and its role is to convey IDEC's philosophy and purpose in a condensed and easy-to-understand manner.

The corporate logo shall be used for all communication media.

See page 5 for minimum sizing rules for the corporate logo.



## Corporate Logo

### Simple Type

The simple type corporate logo is used when 2-color representation and tinting are not possible.

#### Simple type 1



#### Simple type 2



#### Logo size

- When the width of the corporate logo is less than 11.0mm, use simple type 2 logo.
- There are no minimum size requirements, but when using a small size, please consult your design or printing agency to confirm the size limit and choose a size that can be accurately reproduced.



11.0mm



Less than 11.0mm

## Corporate Logotype

The corporate logotype ensures easy recognition of IDEC's corporate name using words and letters.

It uses a typeface that is specially designed to match the corporate logo.

The basic color should be black. Use IDEC Red or IDEC Gray when using a 1-color logotype.

See page 4 to 6 for guidelines on the use of the corporate logo and logotype in combination.

See page 5 for minimum sizing rules for the corporate logotype.

# IDEC CORPORATION

#### • Color

Black

IDEC CORPORATION

IDEC Red

IDEC CORPORATION

IDEC Gray

IDEC CORPORATION

## Corporate Logo Color

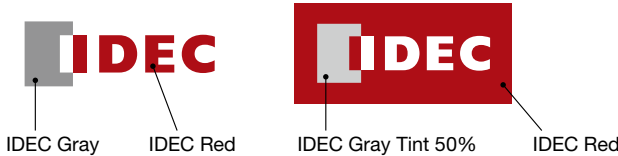
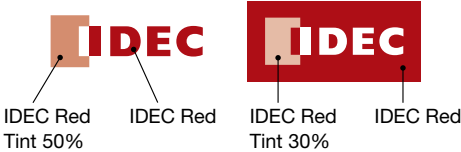
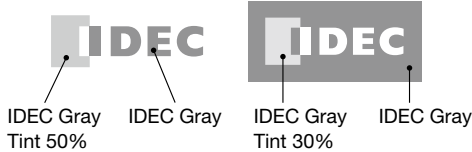
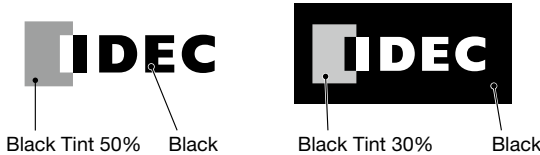


When using the corporate logo, please refer to the table on the right and below to specify the colors.

When giving instructions to design or printing agencies, provide the color numbers and reference values.

Also, please ensure that the colors are reproduced accurately, paying close attention to color adjustments so that the final colors closely match the specified color numbers. If it is not possible to accurately represent the corporate logo, use a simple type version.

## Corporate Colors

	IDEC Gray	IDEC Red
Printing	1. PANTONE 423C 2. DIC 652 3. 4-color: K55%	1. PANTONE 187C 2. DIC 2488 3. 4-color: C20%, M100%, Y100%, K20%
Digital	1. RGB: R145%, G145%, B145% 2. HEX code: #737373	1. RGB: R163%, G0%, B0% 2. HEX code: #a30000

Basic type	Usage
<p><b>1. Basic colors</b></p>  <p>IDEC Gray IDEC Red IDEC Gray Tint 50% IDEC Red</p>	<ul style="list-style-type: none"> <li>·Catalogs, flyers, etc.</li> <li>·Sales materials</li> <li>·Business cards</li> <li>·Website, email newsletters</li> <li>·Tradeshows</li> <li>·Signboards</li> </ul>
<p><b>2. When tinting is possible with 1-color</b></p> <p>When only 1-color can be used due to restriction in colors, select the color in the following order of priority.</p> <ul style="list-style-type: none"> <li>• First priority</li> </ul>  <p>IDEC Red Tint 50% IDEC Red IDEC Red Tint 30% IDEC Red</p> <ul style="list-style-type: none"> <li>• Second priority</li> </ul>  <p>IDEC Gray Tint 50% IDEC Gray IDEC Gray Tint 30% IDEC Gray</p>	<ul style="list-style-type: none"> <li>·Product package</li> <li>·Cardboard box</li> <li>·Instruction sheet</li> <li>·Labels</li> </ul>
<p><b>3. When tinting is possible with monochrome</b></p>  <p>Black Tint 50% Black Black Tint 30% Black</p>	<ul style="list-style-type: none"> <li>·Documents, etc.</li> </ul>
Simple type (Black or white color)	Usage
<p>Color: Black</p>  <p>Color: White</p> 	<ul style="list-style-type: none"> <li>·Direct printing on products (silk printing/offset printing/laser marking)</li> <li>·Labels attached to products</li> <li>·Metal engraved stickers</li> </ul>

## Using the Corporate Logo and Logotype Together

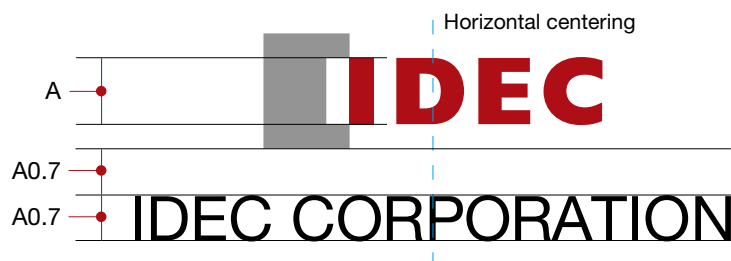
The corporate logotype is used in all visual communication pieces in combination with the corporate logo. This combination is the fundamental way to correctly represent each IDEC brand.

The logo and logotype can be arranged either horizontally or vertically, depending on the communication medium and purpose of use. In either case, follow the specified rules for positioning and size ratios.

- When arranged horizontally



- When arranged vertically



## Important Notes on Using the Corporate Logo and Logotype 1

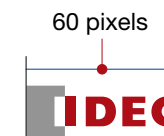
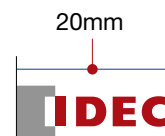
To maintain the visibility of both the corporate logo when used alone and the corporate logo and logotype when used together, follow the specified rules for minimum sizing.

### Minimum sizes

- Corporate logo

For print: at least 20mm wide

For on-screen display: at least 60 pixels wide



- Corporate logotype

For print: at least 2.5mm tall

For on-screen display: at least 15 pixels tall

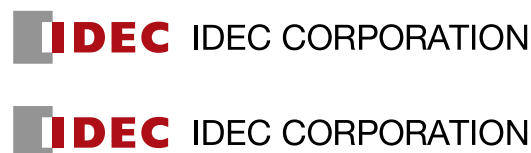


- Corporate logo and logotype (in combination)

(Horizontal arrangement)

For print: at least 7mm tall

For on-screen display: at least 20 pixels tall



(Vertical arrangement)

For print: at least 13mm tall

For on-screen display: at least 150 pixels tall



At sizes below these minimums, the corporate logo must be used by itself.

## Important Notes on Using the Corporate Logo and Logotype 2

### 1. Rules for correct usage

- Follow the specified rules for corporate logo and corporate logotype positioning and size ratios.
- Maintain sufficient isolation (margins) around the corporate logo and other visual elements to ensure legibility.

### 2. Prohibited use (additional examples)

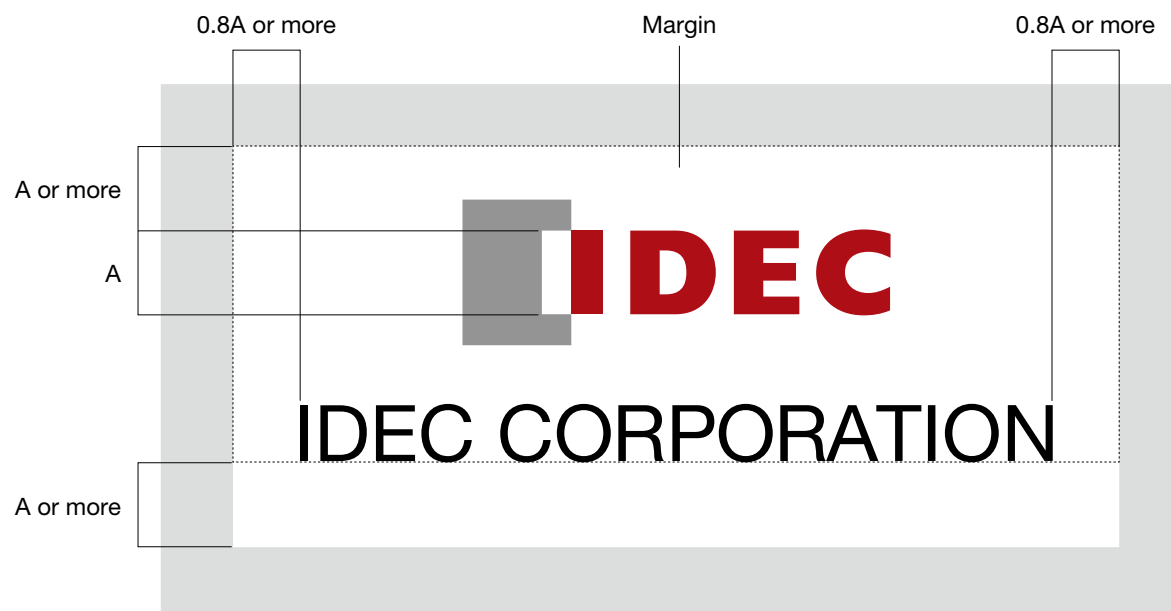
- Do not use the corporate logo or logotype at sizes below the specified minimum sizes (to prevent image squashing and illegibility).
- Do not change the corporate logo or logotype size proportions or add colors and shadows for emphasis.

### 3. Recommended use

- When the corporate logo and logotype are used internationally (e.g. on the Internet), adjust the sizing to ensure legibility at various device display resolutions.

### Isolation (margin) rules when using the corporate logo and logotype in combination

- Isolation area (identical for all Group company logo and logotype combinations)



If the corporate logotype for the company is wider than the corporate logo, the isolation area on both the left and right sides of the logotype should be at least 0.8A.

## Background

The standard background for corporate logos, taglines, and logotypes is white unless specified otherwise in this guideline.

However, this does not apply to package designs.

Please refer to the Packaging section for details.

The colors specified in the left chart can only be used for the simple type logo. Please refer to the 4-color values when adjusting the background color of the logo. Choose a black or white logo depending on the density of the color.

- Background colors that can be used for simple type corporate logo

	IDEC Red	IDEC Gray	Black	Blue	Light blue
100%					
90%					
80%					
70%					
60%					
50%					
40%					
30%					
20%					
10%					
0%					

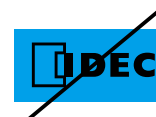
- 4-color

	Black	:K100%
	Blue	:C100%, M80%
	Light blue	:C100%

\*For IDEC Red and IDEC Gray, see page 3.

- Incorrect use

The black logo is placed on a dark colored background



The white logo is placed on a light colored background



## Incorrect Logo Use

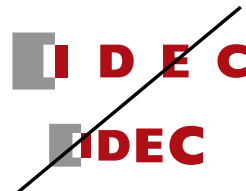
The corporate logo, logotype, and other elements can only effectively convey the desired message when used correctly. Incorrect usage can harm the brand's image.

Please follow the regulations and use the logos correctly. Here, you will find examples of misuse of the corporate logo and logotype.

Do not deform the logo



Do not change proportions or add spacing in between the logo elements



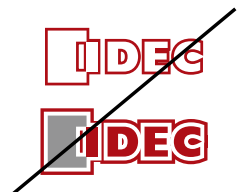
Do not enlarge a part of the logo



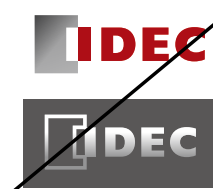
Do not deconstruct or use a part of the logo to make another logo (except when using it as a graphic element)



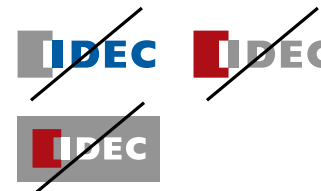
Do not outline the logo



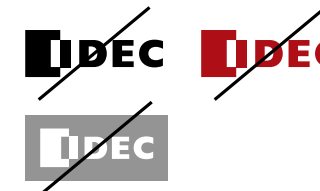
Do not use gradation effects



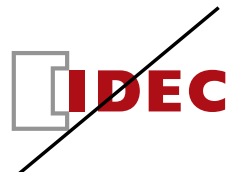
Do not use colors other than those specified in these guidelines



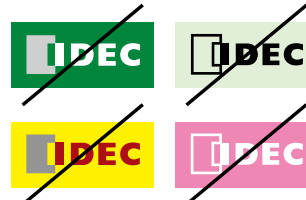
Do not change the color of the basic type logo to a single color



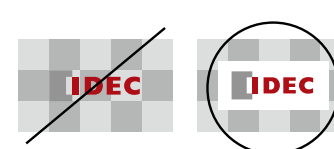
Do not change the color of the simple type logo to multi color



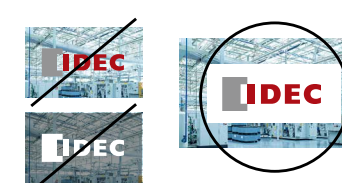
Do not use the corporate logo on colored backgrounds other than those specified in these guidelines



Do not place the logo on a background with patterns. Provide a clear area around the logo



Do not place the logo on a photo. Provide a clear area around the logo



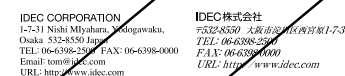
Do not deform the logotype



Do not change proportions or add spacing in between the logotype elements



Do not use add stylistic treatments or use typefaces other than those specified in these guidelines



Do not use the corporate logo or logotype as a replacement for IDEC in text (Use the same typeface as that of the text)

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

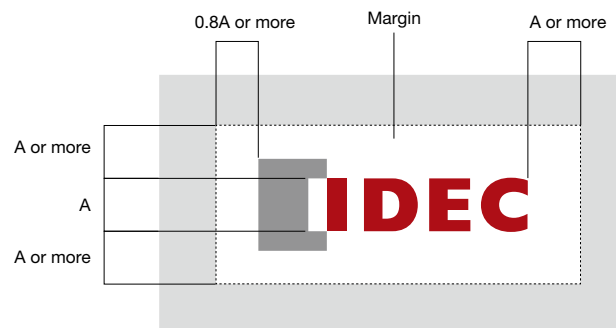


## Isolation (Margins)

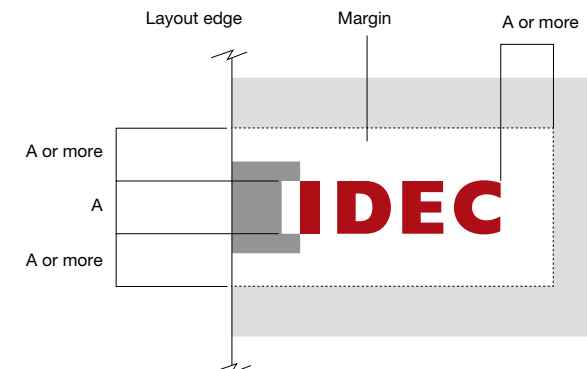
Isolation (margin) rules are in place to ensure enough space between the corporate logo and other visual elements, allowing for easy recognition of the logo.

The specifications indicate the minimum space required between the corporate logo and other elements. Do not display large or highly distinctive characters or graphics close to the corporate logo, even if they meet the isolation rules. However, in exceptional circumstances such as limited space (e.g., item edge, signs, etc.), follow the rules of each design instead of applying the isolation rules.

### • Margin



### • Margins at the edge



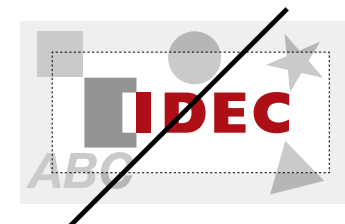
### • Exceptions

The rules for the isolation area do not apply to the edges of items (such as paper) when other essential visual elements prevent adequate spacing.



### • Incorrect example

This is an example of incorrect use, with shapes and letters placed within the isolation area.



## Signature System (Alignment Rules)

The alignment rules set the standard for positioning the corporate logo, logotype, and address. The relative positions and sizes of these elements may vary depending on the size, function, and purpose of each use case. Therefore, the best-balanced layout must be determined for each specific use case.

The illustrations guide you with frequently used examples for presenting the corporate logo. They are not intended to restrict the layout but to provide a clear direction on its usage.

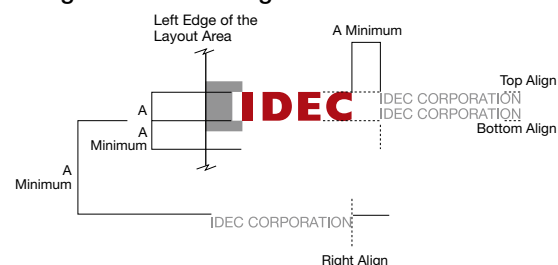
The examples show the basic representation style aligned to the left edge. For other cases, use the same rules to ensure a consistent look for the corporate logo.

### Corporate logo + corporate logotype

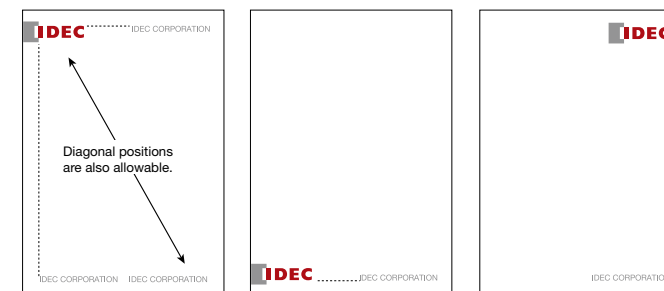
**Note:** these guidelines are for using (positioning) the corporate logo and corporate logotype as separate elements. See page 4 to 6 for guidelines on the use of the corporate logo and logotype in combination.

The illustration below shows the standard relative positions of the corporate logo and logotype, which are indicated on the same plane. Adjust the balance and size accordingly depending on the area size and characteristics.

#### • Alignment at the edges



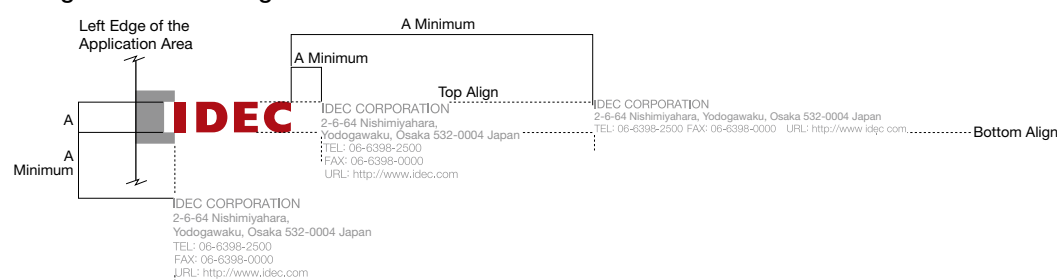
#### • Examples



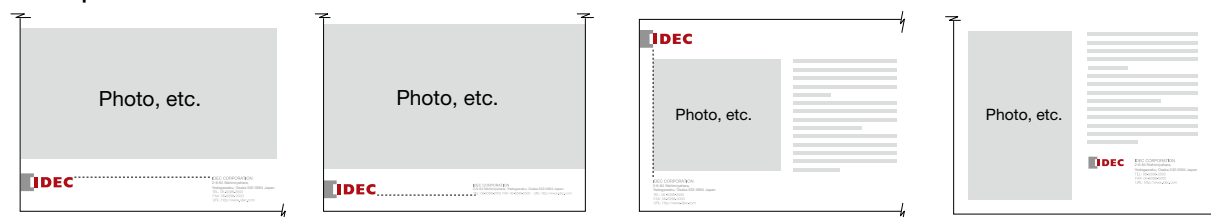
### Corporate logo + corporate logotype + address, etc.

The illustration below shows the standard relative positions of the corporate logo and corporate logotype, which are indicated on the same plane. Adjust the balance and size accordingly depending on the area size and characteristics.

#### • Alignment at the edges



#### • Examples



## Designated Typeface

The designated typeface is chosen from general typefaces to best match the corporate logo and corporate logotype and is positioned as a design element. By using a limited range of typefaces, the IDEC brand will have a consistent appearance, leading to effective communication. This will help establish the corporate image quickly.

Select the appropriate typeface from those on the right based on the purpose of use.

### • Standard font

Alphanumeric characters: Helvetica Neue family (or Helvetica)

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue 75 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Helvetica Neue 95 Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

When the standard font cannot be used, use the following recommended fonts instead.

### • Recommended fonts

Microsoft Sans Serifs, Arial, Univers

\*When the above fonts are not available on the PC you are using or for other reasons, use fonts that are most similar to the recommended fonts.

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