



## KOMATSU LOGOTYPE MANUAL



## About the Komatsu Logotype Manual

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This manual is a compilation of rules governing the use of the Komatsu Logotype and the representation of the Komatsu corporate name.

The current Komatsu Logotype, created in 1991, is designed as a symbol of the company's long, distinguished history and appreciated by customers, distributors, shareholders, suppliers and other stakeholders worldwide. It reflects the Komatsu image of reliability, stability, and strength. The well-balanced sophistication of the Komatsu Logotype, the unique design of the letter "T" symbolizes dynamic growth, a spirit of challenge and a leadership in technological innovation. Its color is a vivid, deep blue which is called Gloria Blue. This Komatsu-original color of bright, rich blue reminds you of glory and praise. The Komatsu Logotype represents a major global enterprise and provides the assurance that this is the Komatsu.



Recently, we have seen instances of prohibited use of the Komatsu Logotype. Examples include changing the shape of the Komatsu Logotype and placing other design elements too close. In order to remedy this problem and ensure that the rules for using the Komatsu Logotype are clear and easy to understand, we have revised the Komatsu Logotype Manual by adding practical application designs.

We would like to ask you to check the Komatsu Logotype currently in use at your operations by referring to this manual. You might find it slightly crooked, in different colors rather than our corporate color of Gloria Blue, or used too close to other design elements such as symbols and letters. Prohibited use of the Komatsu Logotype is equivalent to tarnishing the Komatsu brand; therefore, its correct use is very important.

The correct use of the Komatsu Logotype alone will not lead directly to an increase in brand value. It is essential for all employees to show the determination to improve the Komatsu brand. We would like everyone in the Komatsu Group to join in the effort to elevate the Komatsu brand, and thus increase our corporate value.

April 2009  
Corporate Communications Department  
Komatsu Ltd.

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Procedures for obtaining approval to use the Komatsu Logotype are outlined in the corporate regulations of Komatsu Ltd. Other companies, including Komatsu Group companies, should follow these regulations when seeking approval to use the Komatsu Logotype. For questions concerning the Komatsu Logotype, contact the following:

Corporate Communications Department, Komatsu Ltd.  
Tel: 81-3-5561-2617  
Fax: 81-3-3505-9662  
E-mail: komatsulogo@komatsu.com

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**Basic Design**  
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- The Komatsu Logotype is the most basic design for expressing the Komatsu brand. It reflects the Komatsu image of reliability, stability, and strength. The well-balanced sophistication of the Komatsu Logotype, the unique design of the letter "T" symbolizes dynamic growth, a spirit of challenge and a leadership in technological innovation.

- The basic model is Komatsu Logotype in Gloria Blue, Komatsu's corporate color, on a white background (positive display).
- When displaying the Komatsu Logotype, the form should be reproduced accurately through the use of digital data. For the color, check with the color sample and ensure that the color is the nearest to Gloria Blue to the maximum extent possible.

Positive display: Basic model



Negative display: Alternative model



- If the basic model cannot be used, it is permitted to use the alternative model on the left.

- With respect to products with a high risk of getting our trademark infringed upon, use of the R mark, which indicates that the logotype is registered, is highly recommended. In the United States, for example, the related law prescribes that no one can claim damages unless the R mark is indicated on products or by arguing the fact that the logotype is registered.

- When the R mark is added to the positive display Logotype, display it in Gloria Blue or black in the position shown below. When the R mark is added to the negative display Komatsu Logotype, display it in white.

With R mark: Positive display



With R mark: Negative display



- Komatsu's corporate color is a vivid, deep blue, which is called Gloria Blue.
- When designating Gloria Blue, use the printing ink color or process color shown below. Among them, the preferred color is PANTONE 072C. When using any of them, however, check with the color sample and ensure that the color is the nearest to Gloria Blue to the maximum extent possible.

Gloria Blue



Preferred approximate color

- PANTONE 072C (printing ink color)

Other approximate colors

- Process color (CMYK) C100%, M90%
- Munsell value 7.2PB 2.2/15.6 (painting combination ratio)
- RGB R14 G18 B113 (monitor display value)

### Basic color display

- The display color for the Komatsu Logotype is basically Gloria Blue. In the case of black and white printing, the display can be in black.
- It is also permitted to use gold and silver (including material colors, such as stainless). However, when using gold, silver, or other colors than Gloria Blue or black, inquire with Corporate Communications Department, Komatsu Ltd.

- When displaying the Komatsu Logotype, the form should be reproduced accurately through the use of digital data. For the color, check with the color sample and ensure that the color is the nearest to Gloria Blue to the maximum extent possible.

Gloria Blue



Black



### Background color standard 1

- When the Komatsu Logotype is Gloria Blue or black, the background color should be basically white. However, it is also permitted to use a light color approximating white.
- When the background color is Gloria Blue, black, or a dark color approximating black, the Komatsu Logotype should be displayed in white (negative display).

Logotype Display Color Background Color	Gloria Blue	Black	White
White or light background color (0-20%)	<b>KOMATSU</b>	<b>KOMATSU</b>	<del>KOMATSU</del>
Gloria Blue	<del>KOMATSU</del>	<del>KOMATSU</del>	<b>KOMATSU</b>
Black or dark background color (70-100%)	<del>KOMATSU</del>	<del>KOMATSU</del>	<b>KOMATSU</b>

## Background color standard 2

- When the background color is other than background color standard 1, display the Komatsu Logotype as shown below.
- In the case of a positive display, basically the background should be white. However, it is also permitted to use a light color as shown below. In this case, make sure that the Komatsu Logotype can be clearly seen.

- Natural Yellow (standard color for construction machinery) : A positive display is allowed.
- Natural Yellow: Approximate color (PANTONE 124C) (printing ink color)



Opacity	0%-20%	30%-40%	50%	60%	70%-80%	90%-100%

•Do not display in blue other than Gloria Blue.

## Special background

- In the case of a special background, such as a photograph or illustration, select either Gloria Blue or white according to the special features of the background. And in either case, avoid backgrounds with complex patterns and make sure that the Komatsu Logotype can be clearly seen.

Light background



Dark background

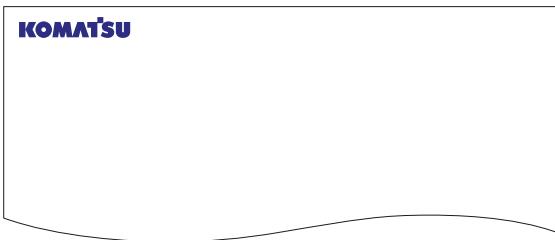


- When displaying the Komatsu Logotype against background colors other than the standard colors, see below for sample displays for your reference to ensure a proper display.
- When displaying the Komatsu Logotype against background colors other than the standard colors as well as complex patterns, first create a content box of a standard color and then display the Komatsu Logotype inside the box. The basic format calls for a

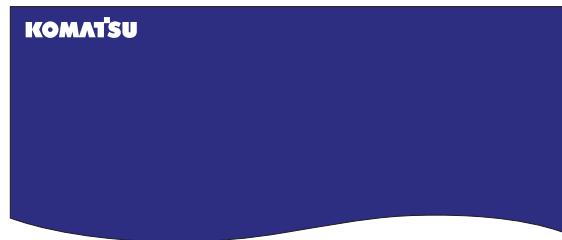
positive display (Gloria Blue) of the Komatsu Logotype in a white box.

- In the case of a negative display of the Komatsu Logotype against any blue background, use only Gloria Blue.
- With respect to the clear space under the Komatsu Logotype inside the content box, secure a space which is larger than the letter height of "K" i.e., A as indicated below.

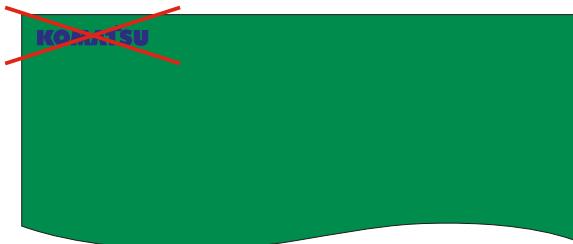
Basic pattern / Positive display



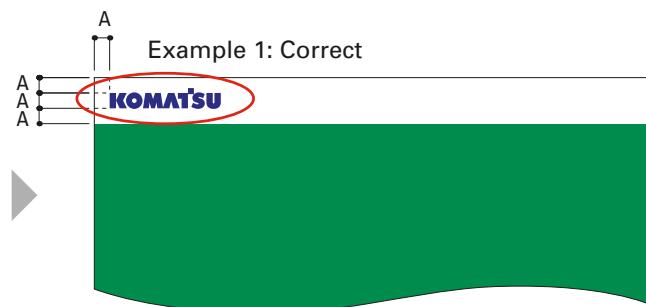
Alternative pattern / Negative display



Example 1: Prohibited



Example 1: Correct



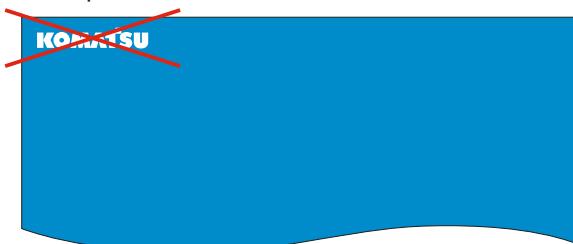
Example 2: Prohibited



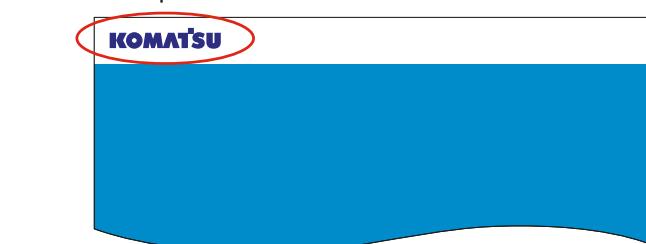
Example 2: Correct



Example 3: Prohibited



Example 3: Correct



Example 3: Correct



Representation of Komatsu corporate name

- When displaying the Komatsu corporate name, reproduce it accurately through the use of digital data.
- Inquire with Corporate Communications Department, Komatsu Ltd. for digital data.

Representation of Komatsu corporate name

# Komatsu Ltd.

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Representation of corporate names for Komatsu Group companies

- When Komatsu Group companies display their corporate names, use the digital font Univers 67 Condensed Bold. The display examples are shown below.
- In the case of representing corporate and facility names together, use the same digital font above.

## Komatsu America Corp.

## Komatsu Europe International N.V.

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Display of corporate names in text produced on a personal computer (Alternative)

- The following table shows alternative font names for the display of corporate names in text produced on a personal computer in everyday business.
- No alternative fonts can be used for products, signs or printed material.

	Macintosh font	Windows font
Representation of corporate names	<b>Univers 67 Condensed Bold</b>	<b>Arial Narrow Bold*</b>

\*To indicate this font, make  
Arial Narrow boldfaced on your  
personal computer.

### Minimum clear space

- The minimum clear space for the Komatsu Logo-type is stipulated as shown below. Do not put any other elements (photographs, illustrations, text, etc.) in this space.
- The minimum clear space is set as a minimum limit. In practice, it is desirable to leave larger space than this standard.

- The minimum clear space stipulated here is mainly for printed materials. There are separate stipulations for products, signboards, etc.
- For details, inquire with Corporate Communications Department, Komatsu Ltd.

Minimum clear space



### Minimum use size

- The minimum size is set for the use of the Komatsu Logotype.
- Even with a size within the standard, take an utmost care that the Komatsu Logotype is clearly seen.

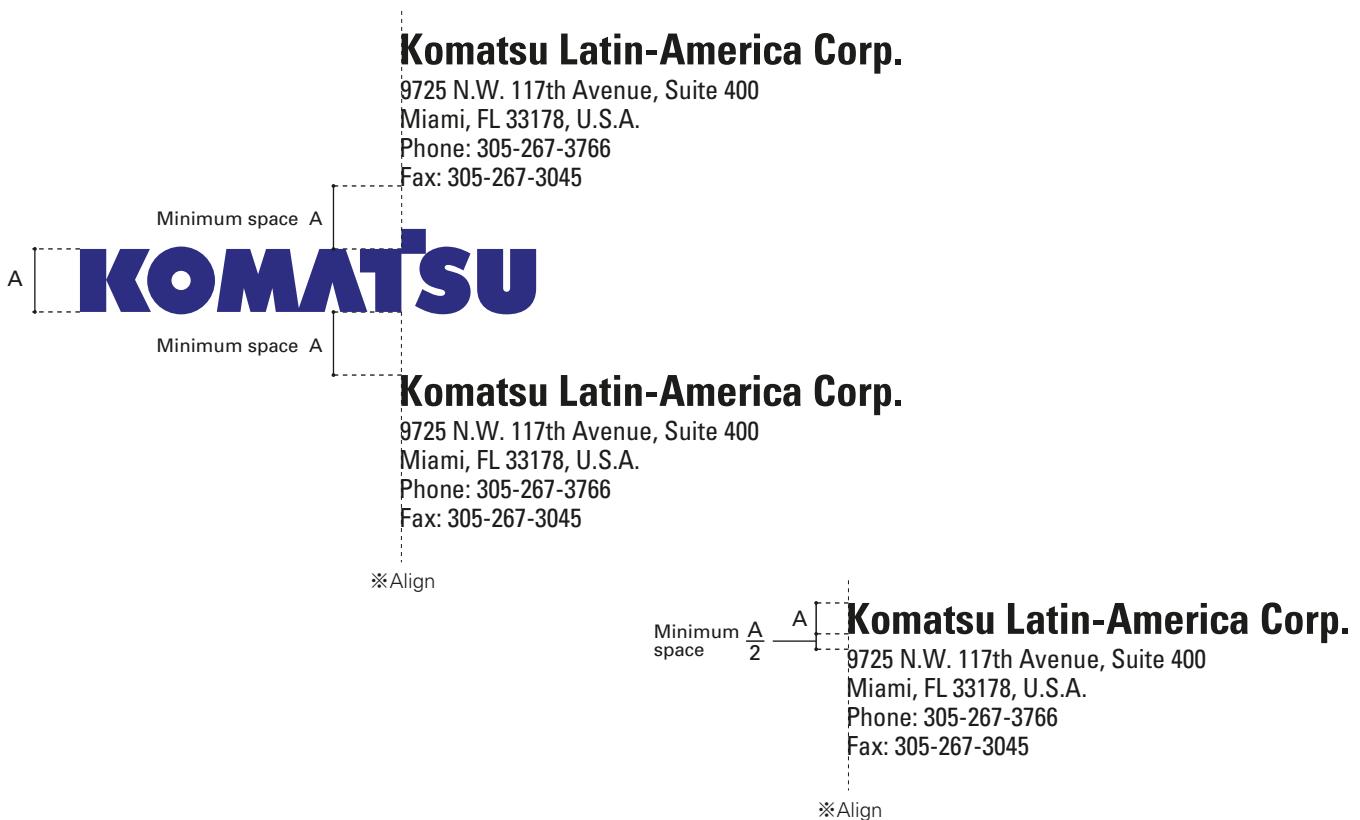
Minimum use size



- Standards are set for the concurrent display of the Komatsu Logotype, corporate name, address, etc. on business cards, envelopes, catalogs, etc.
- The position of corporate name, address, etc. must be aligned.



An example for Komatsu Group companies



- The Komatsu Logotype must be used accurately, consistently, and effectively.
- Do not use the examples such as shown below on any account, because they damage the originality of the Komatsu Logotype and at the same time give people a wrong image of the Komatsu brand.
- Also, it is prohibited to produce your own font with the purpose of displaying the Komatsu Logotype on a personal computer, etc.



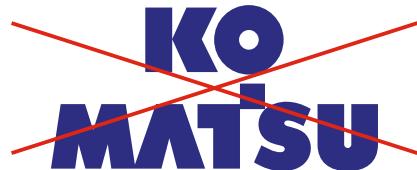
Do not distort (condense, expand, italicize, etc.) the Logotype.



Do not alter the size of part of the Logotype.



Do not use a font similar to the Logotype.

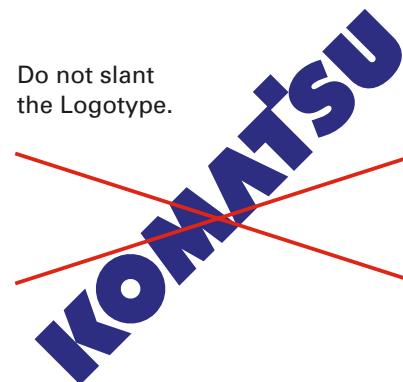


Do not split the Logotype to more than one line.



Do not change the spacing between letters.

Do not slant the Logotype.



Do not produce a design similar to the Logotype.



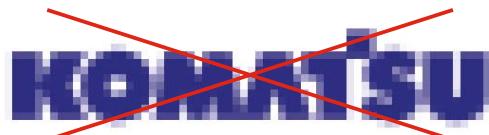
Do not add special effects, such as shadow, three-dimension, etc.



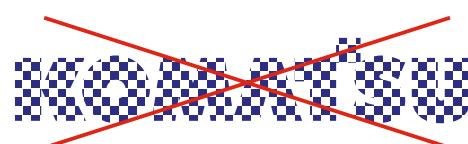
Do not display part of the Logotype in negative and part in positive.



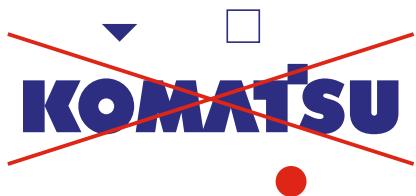
Do not use low resolution data.



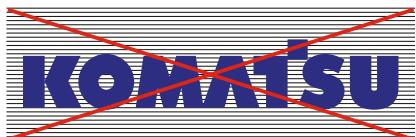
Do not display in such a way as to reduce recognition, such as halftone screening.



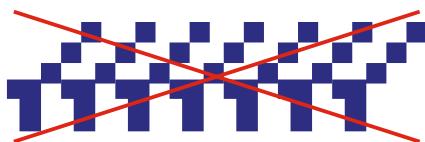
Even if the clear space meets the standards, do not display other elements (photographs, illustrations, text, etc.) nearby.



Do not display in such a way that it is difficult to distinguish the Logotype and the background.



Do not make patterns out of part of the Logotype.



Do not use part of the Logotype as another design.



Do not produce a new logomark by using part of the Logotype.



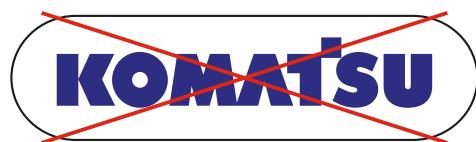
Do not display patterned or lined letters.



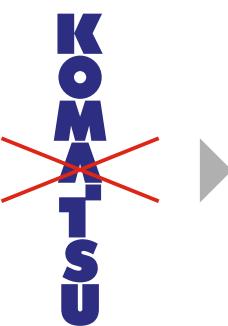
Do not display any elements inside the minimum clear space.



Do not add any other design to the Logotype.



Do not display the letters vertically.



#### Vertical Display

The vertical display of the Logotype is only permitted when a horizontal display cannot be used. In this case, the K comes at the bottom as a general rule. (The K can come at the top when the Logotype is used on the spine of books, manuals, etc.)



- Do not use prohibited colors such as shown below on any account, because they damage the originality of the Komatsu Logotype and at the same time give people a wrong image of the Komatsu brand.

Do not display in prohibited colors.



Do not partially change the color.



Do not use a positive display on prohibited background color.



Do not display in colors that reduce recognition.



Do not change the display colors, such as having two display colors.



Do not use a negative display on a prohibited background color.



Do not use a negative display on a background color that reduces recognition.



Do not display on a background with a complex pattern.



Do not use a positive display on a complex design or dark tone.



Do not use a negative display on a light tone.



- Modification of the Komatsu Logotype damages the originality of the Komatsu Logotype, gives people a wrong brand image, or emphasizes and conveys just a part of the whole message contained in the Komatsu brand. Therefore, do not modify the Komatsu Logotype under any circumstances.

Do not add perspective.



Do not transform.



Do not change part of the Logotype into a separate element (photograph, illustration, etc.).



Do not use a three-dimensional effect.



Do not use a metallic effect.



Do not outline the letters.

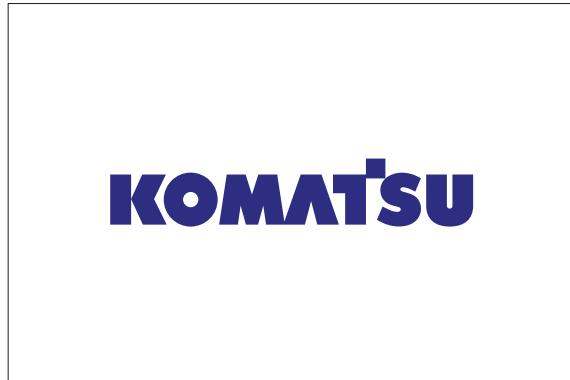


Do not add blurred edges to the Logotype.



- When animating the Komatsu Logotype, such as in videos, commercials, and websites, observe regulations concerning the end cut.
- As a general rule, the end cut should show the Komatsu Logotype in Gloria Blue on a white or near-white background (positive display). It is also possible to show the end cut in white on a Gloria Blue background (negative display).

End cut: Basic model



End cut: Alternative model



Gloria Blue on a white or near-white background

White on a Gloria Blue background

- When the Komatsu brand or company name is referred to in text, it should be displayed in the same font as the surrounding text.
- The Komatsu Logotype must not be used in text.

Examples of prohibited display in text

~~The establishment of **KOMATSU** dates back to 1921. At present, our headquarters are located in Akasaka, Tokyo. You will find a "Forest of Life" atop the roof of the building.~~



Examples of correct display in text

~~The establishment of Komatsu dates back to 1921. At present, **our** headquarters are located in Akasaka, Tokyo. You will find a "Forest of Life" atop the roof of the building.~~

~~The establishment of Komatsu dates back to 1921. At present, our headquarters are located in Akasaka, Tokyo. You will find a "Forest of Life" atop the roof of the building.~~



The establishment of Komatsu dates back to 1921. At present, **our** headquarters are located in Akasaka, Tokyo. You will find a "Forest of Life" atop the roof of the building.

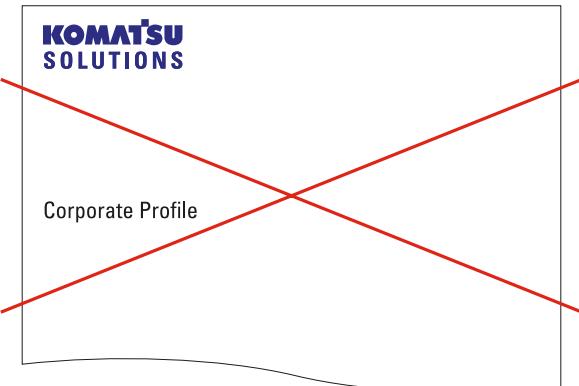
- Use of the Komatsu Logotype in combination with or very close to the names of products or facilities is prohibited. Also prohibited is combined use of the Komatsu Logotype as part of company, facility, product name or any other elements under any circumstances.

- Incorrect combination with the Komatsu Logotype or other elements not only damages its originality but also gives a wrong image of the Komatsu brand. Therefore, it is strictly prohibited.

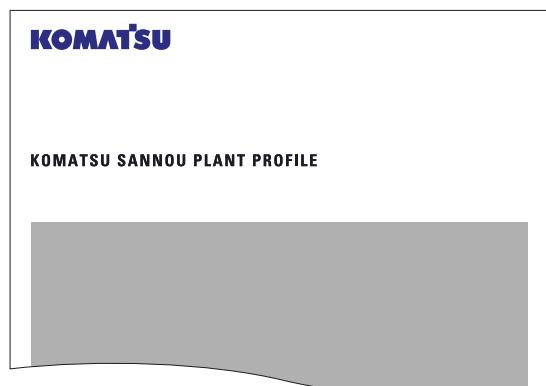
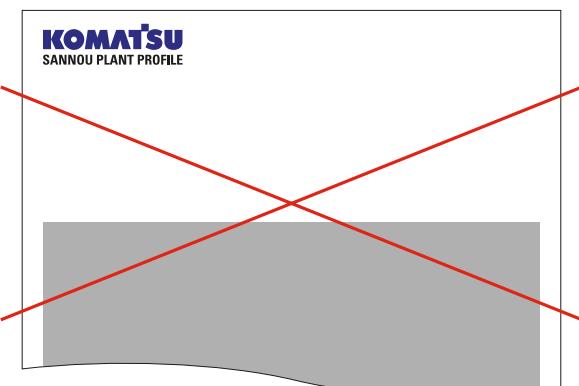
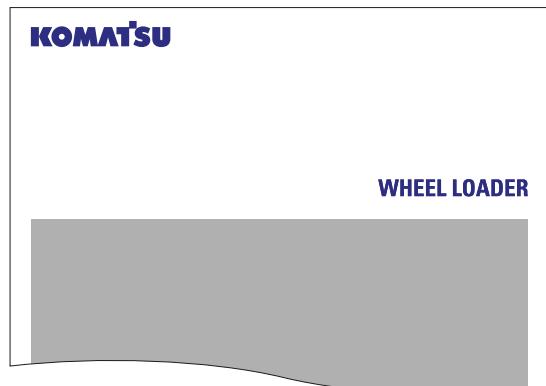
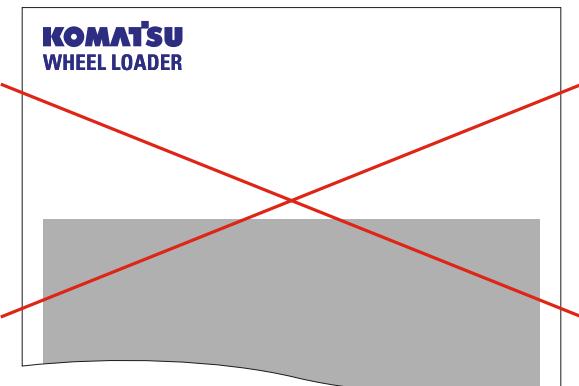


- To display the Komatsu Logotype in catalogues, see below for sample displays to ensure an appropriate way.

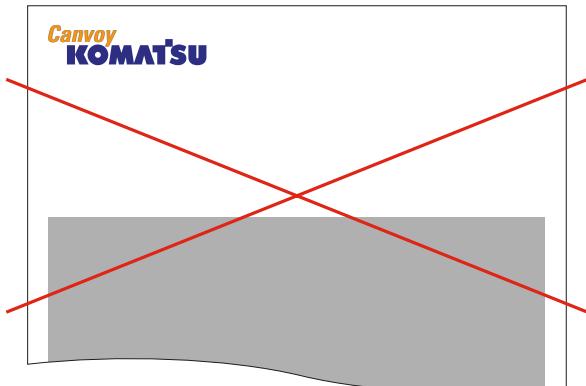
Do not combine other elements with the Logotype.



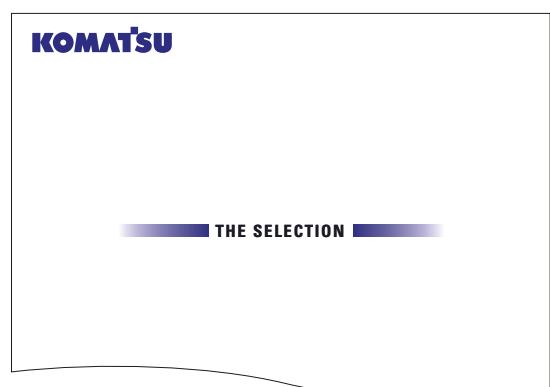
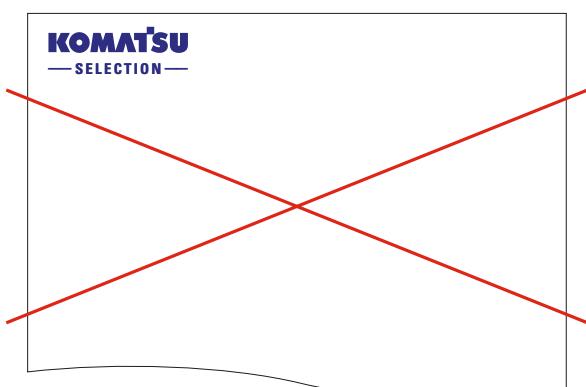
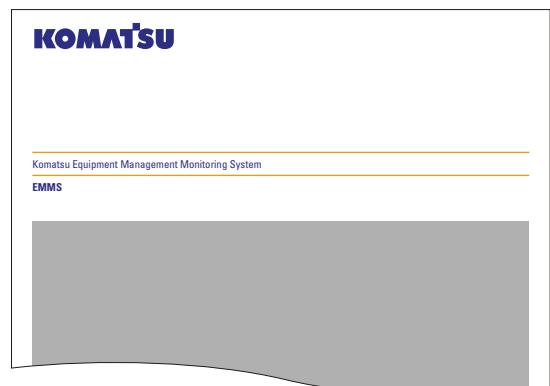
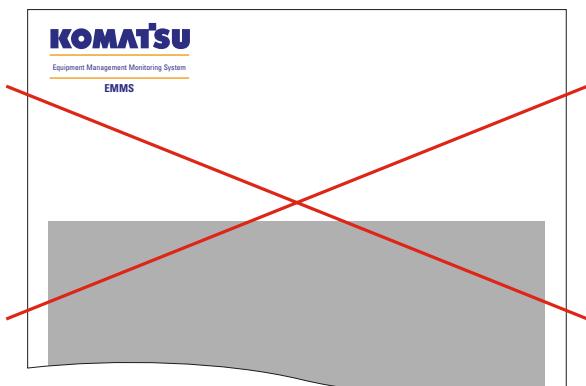
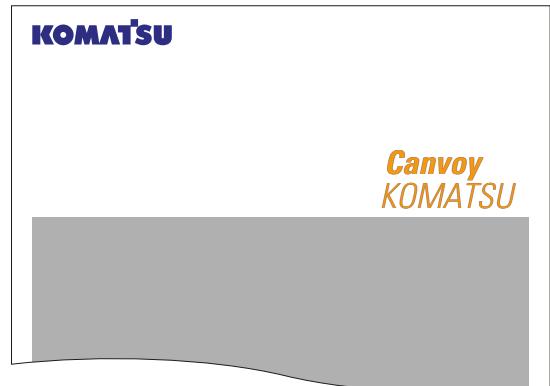
The Logotype must stand alone.



Do not combine other elements with the Logotype.



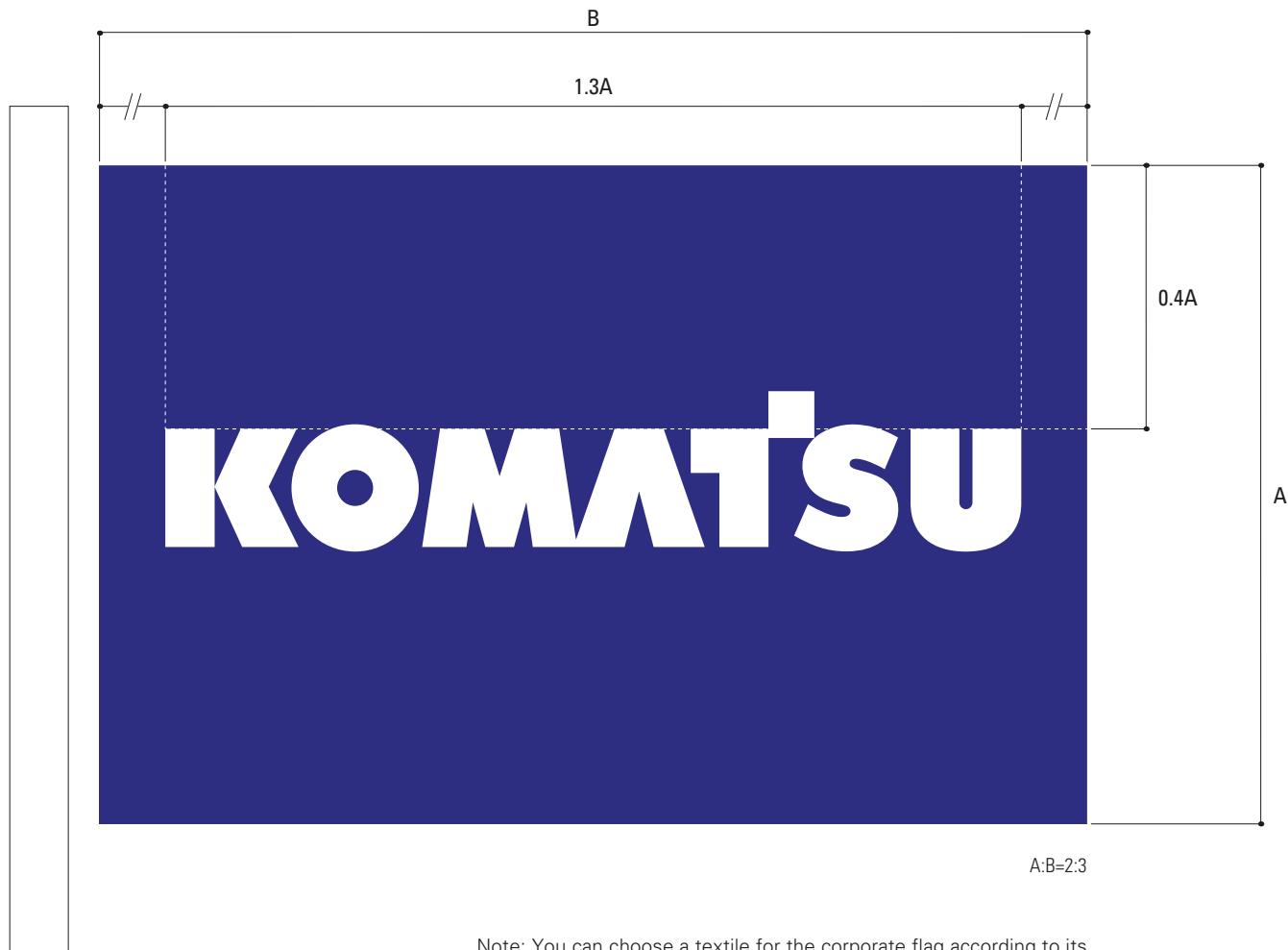
The Logotype must stand alone.



**Application Design**  
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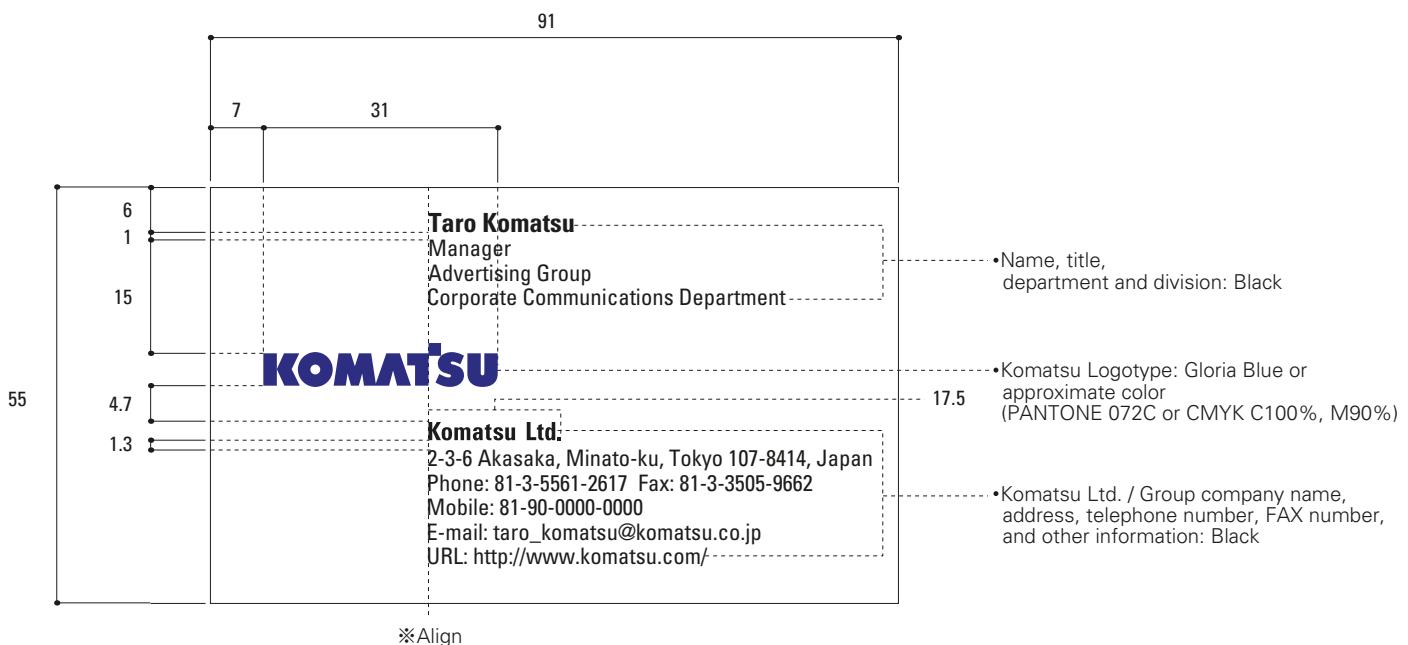


- Komatsu corporate flags showing the white Komatsu Logotype on Gloria Blue background can be used in a diverse range of corporate activities as a symbolic source of Komatsu Group's reliability and unified power.



Note: You can choose a textile for the corporate flag according to its use, and dye (or print) the textile in the Gloria Blue.

- Business cards are used in communication on a daily basis. Therefore, they are one of the important media to form and appeal Komatsu Group's correct and integrated image. The following design standards specify the contents, their layout and typefaces as well as other requirements in detail.



#### Notes

- Secure a space of 1mm between name and title / department / division, and the last three items must be confined within **three lines**.
- Secure a space of 1.3 mm between official company name and address / telephone number / FAX number, and the last three items must be confined in **five lines**. (If they fit in six or more lines in a conventional way, make changes for the five-line requirement, for example, by putting two items in one line.)

#### Typefaces and Points

Name: 9.9 point, Univers 67 Condensed Bold

Title, department, division: 8.5 point, Univers 57 Condensed, with a line spacing of 9.2 point

Komatsu Ltd.: Use the digitalized logotype data for official company name in English.

Group company name: 9.9 point, Univers 67 Condensed Bold

Address, telephone number, FAX number, and other information: 8.5 point, Univers 57 Condensed, with a line spacing of 9.2 point

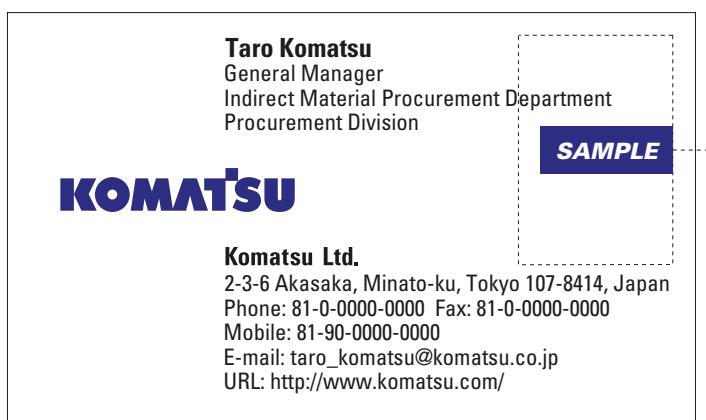
- You can use the clear space of the business cards, as indicated below, to include a promotional campaign design, ISO certification mark or other important information. Ensure that such an addition will not hide any part of the original letters such as for names.

Example 1

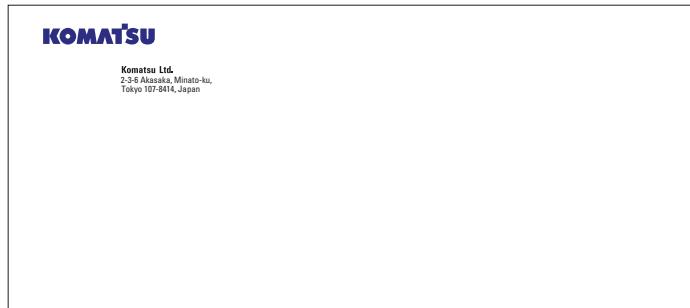


- To display a promotional campaign design, ISO certification mark or other important information, place it inside the frame as shown on the left. Ensure that such an addition will not hide any part of the original letters such as for names.

Example 2



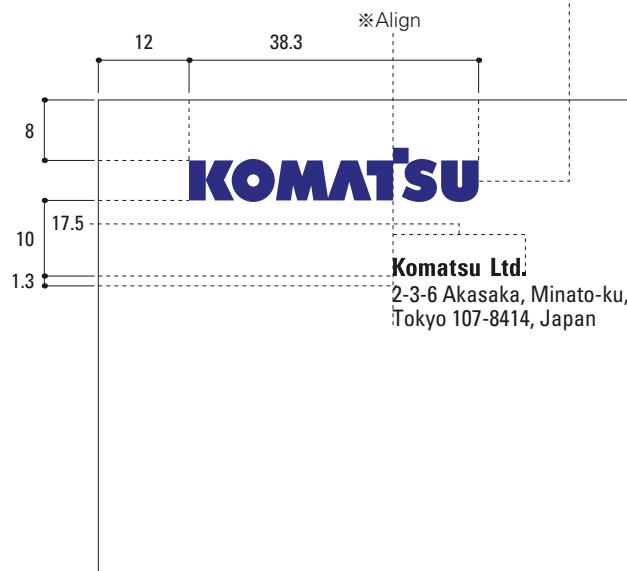
- See below for the layout rules concerning small envelopes.
- We recommend white for the color of envelopes.



**KOMATSU**

Komatsu Ltd.  
2-3-6 Akasaka, Minato-ku,  
Tokyo 107-8414, Japan

-----• Komatsu Logotype: Gloria Blue or  
approximate color (PANTONE 072C or CMYK C100%, M90%)



#### Typefaces and Points

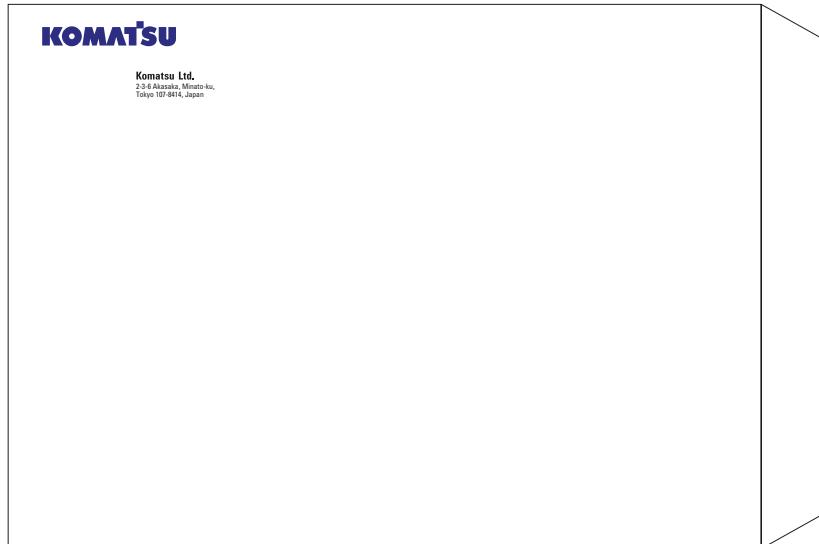
Komatsu Ltd.: Use the digitalized logotype data for official company name in English.  
Group company name: 9.5 point, Univers 67 Condensed Bold  
Address: 8.5 point Univers 57 Condensed, with a line spacing of 9.2 point

#### Colors

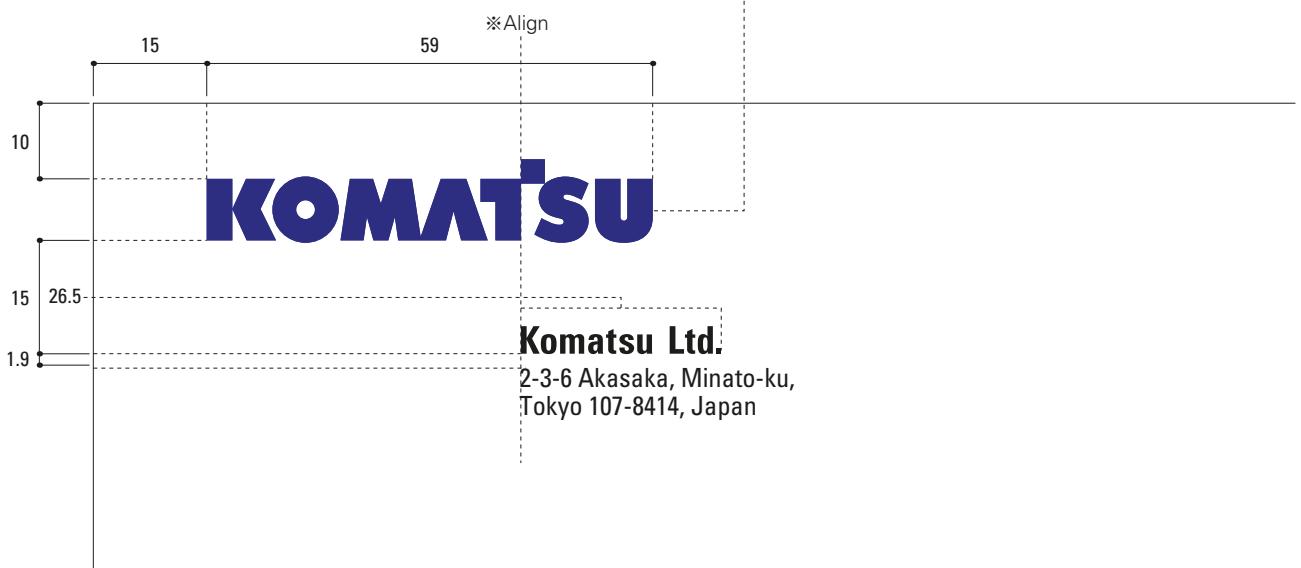
Komatsu Ltd. / Group company name,  
address: Black

(Unit:mm)

- See below for the layout rules concerning large envelopes.
- We recommend white for the color of envelopes.



• Komatsu Logotype: Gloria Blue or approximate color (PANTONE 072C or CMYK C100%, M90%)



#### Typefaces and Points

Komatsu Ltd.: Use the digitalized logotype data for official company name in English.  
Group company name: 14.3 point, Univers 67 Condensed Bold  
Address: 9.9 point Univers 57 Condensed, with a line spacing of 10.6 point

#### Colors

Komatsu Ltd. / Group company name,  
address: Black

(Unit:mm)

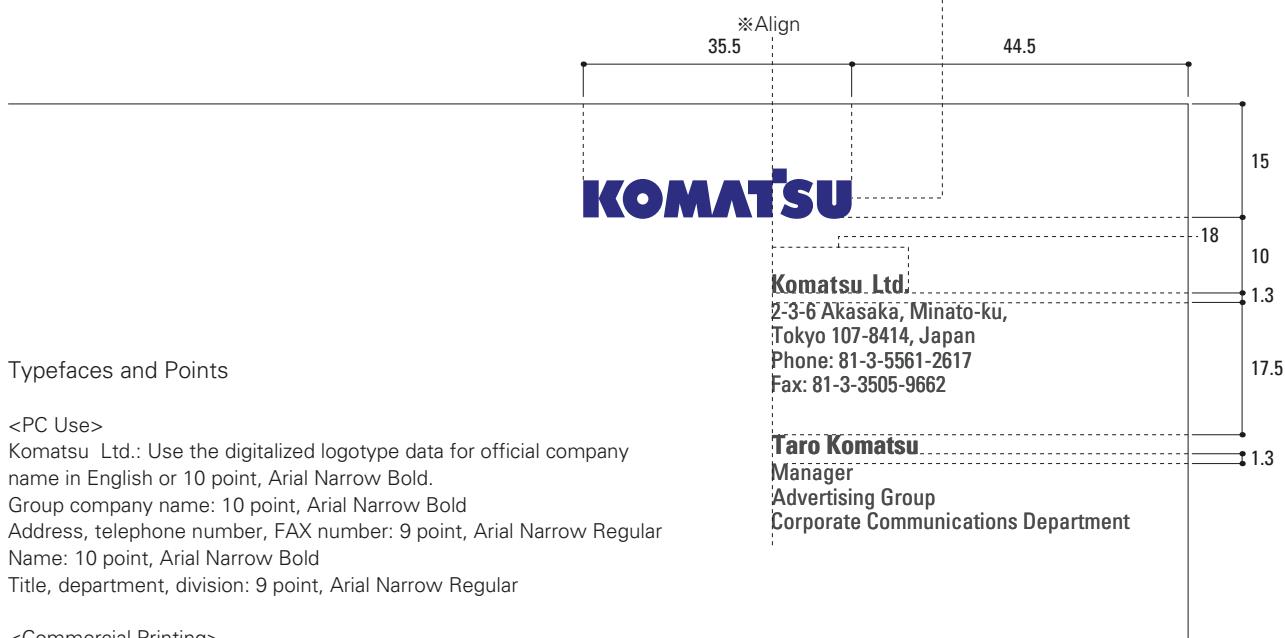
- See below for the layout rules concerning the letterhead.
- The rules are applicable to both A4 and US Letter sizes.

A4 (297×210)



- The Komatsu Logotype and the official name of a company must appear in top right area as specified below.
- Inquire with Corporate Communications Department, Komatsu Ltd. for the template of the letterhead.

- Komatsu Logotype: Gloria Blue or approximate color (PANTONE 072C or CMYK C100%, M90%) or black



#### Typefaces and Points

##### <PC Use>

Komatsu Ltd.: Use the digitalized logotype data for official company name in English or 10 point, Arial Narrow Bold.  
 Group company name: 10 point, Arial Narrow Bold  
 Address, telephone number, FAX number: 9 point, Arial Narrow Regular  
 Name: 10 point, Arial Narrow Bold  
 Title, department, division: 9 point, Arial Narrow Regular

##### <Commercial Printings>

Komatsu Ltd.: Use the digitalized logotype data for official company name in English.  
 Group company name: 9.9 point, Univers 67 Condensed Bold  
 Address, telephone number, FAX number: 8.5 point, Universe 57 Condensed, with a line spacing of 9.2 point  
 Name: 9.9 point, Univers 67 Condensed Bold  
 Title, department, division: 8.5 point, Univers 57 Condensed, with a line spacing of 9.2 point

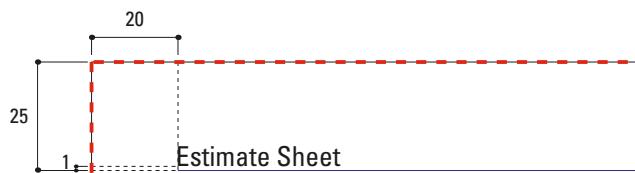
#### Colors

Komatsu Ltd. / Group company name, address, telephone number, FAX number, name, title, department, division:  
 PANTONE 405C or black

(Unit:mm)

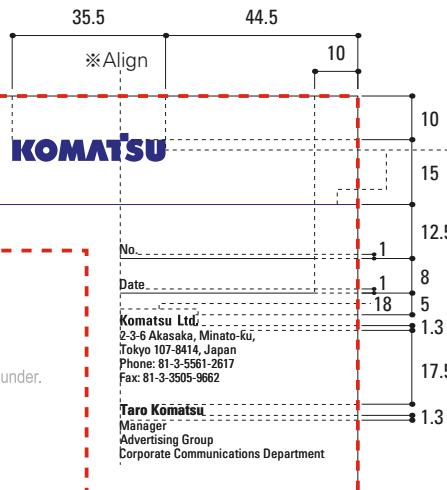
- See below for the layout rules concerning the estimate sheet. The rules apply to the area inside the red dotted line.
- Concerning the layout for other business forms,

A4 (297×210)



Dear \_\_\_\_\_

In reply to your valued inquiry, we are pleased to show you our price hereunder.



- (1) Model :
- (2) Specifications :
- (3) Packing Charges :
- (4) Cargo Ready :
- (5) Terms of Payment :
- (6) Clients :
- (7) Destination :
- (8) Warranty :
- (9) Expiry :
- (10) Price :

(Sample)

Model	Unit	FOB Gross (Per Unit)	FOB Gross (Total Amout)	Cargo Ready (Ex-Works)	Specs	M <sup>3</sup>

Name \_\_\_\_\_

- (11) Specs :

## Typefaces and Points

## &lt;PC Use&gt;

Form titles: 18 point Arial Narrow Regular  
No.: 9 point, Arial Narrow Regular  
Date: 9 point, Arial Narrow Regular  
Komatsu Ltd.: Use the digitalized logotype data for official company name in English or 10 point, Arial Narrow Bold.  
Group company name: 10 point, Arial Narrow Bold  
Address, telephone number, FAX number: 9 point, Arial Narrow Regular  
Name: 10 point, Arial Narrow Bold  
Title, department, division: 9 point, Arial Narrow Regular

## &lt;Commercial Printing&gt;

Form titles: 18 point, Univers 57 Condensed  
No.: 9 point, Univers 57 Condensed  
Date: 9 point, Univers 57 Condensed  
Komatsu Ltd.: Use the digitalized logotype data for official company name in English.  
Group company name: 9.9 point, Univers 67 Condensed Bold  
Address, telephone number, FAX number: 8.5 point, Univers 57 Condensed, with a line spacing of 9.2 point  
Name: 9.9 point, Univers 67 Condensed Bold  
Title, department, division: 8.5 point, Univers 57 Condensed, with a line spacing of 9.2 point

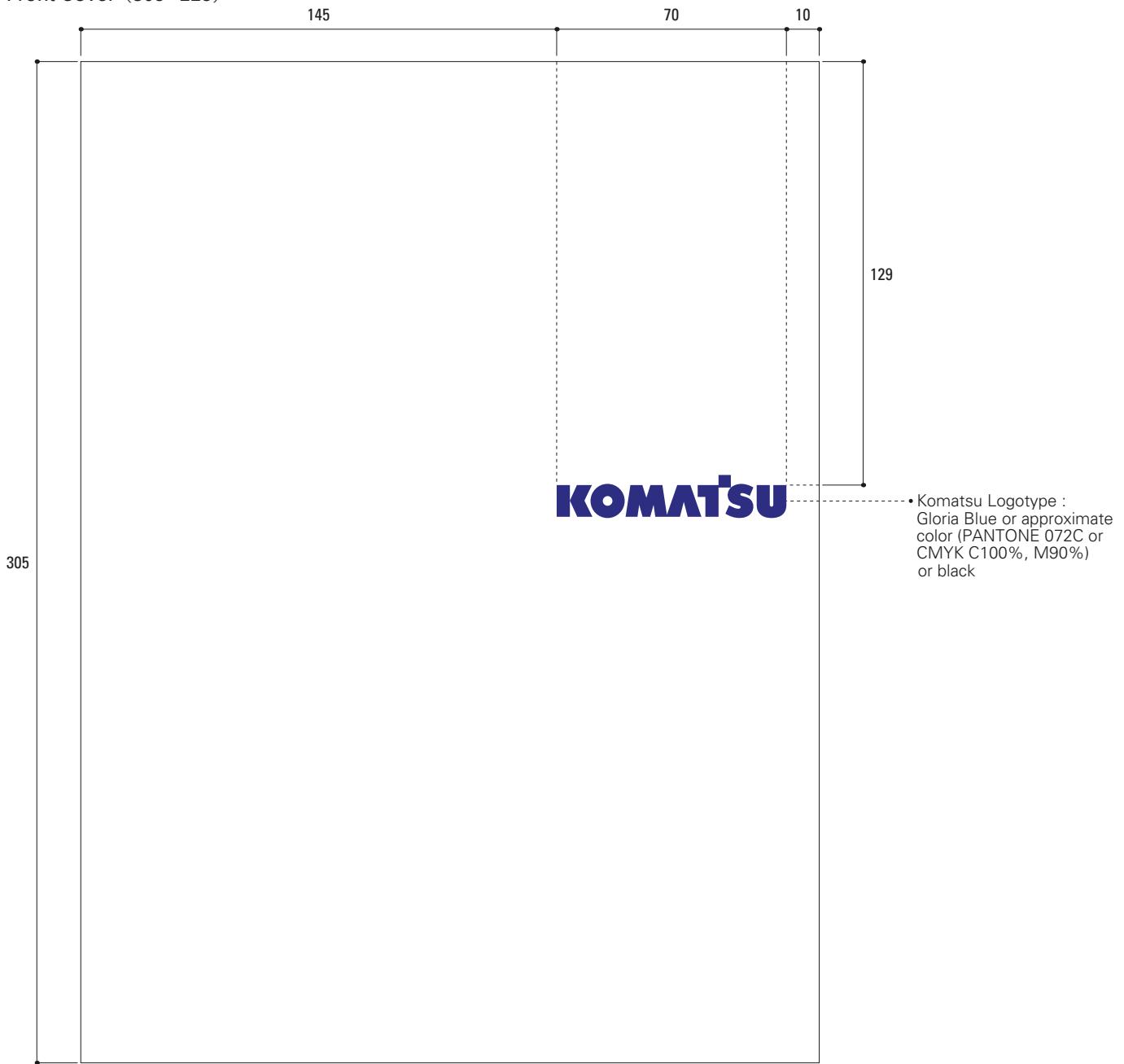
## Colors

Form titles, No., Date, Komatsu Ltd. / Group company name, address, telephone number, FAX number, name, title, department, division: Black

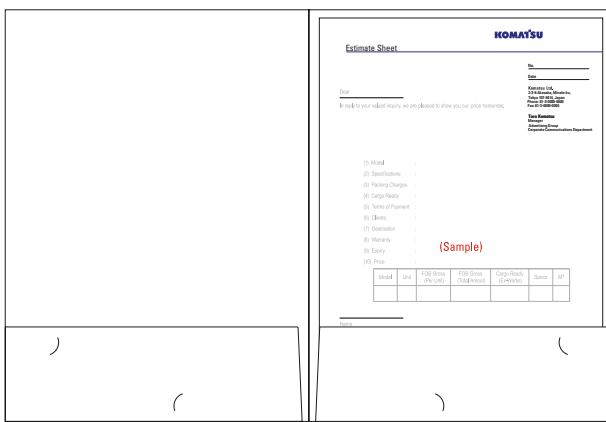
(Unit:mm)

- See below for the recommended layout for a file folder.
- The recommended color is white.

Front Cover (305×225)



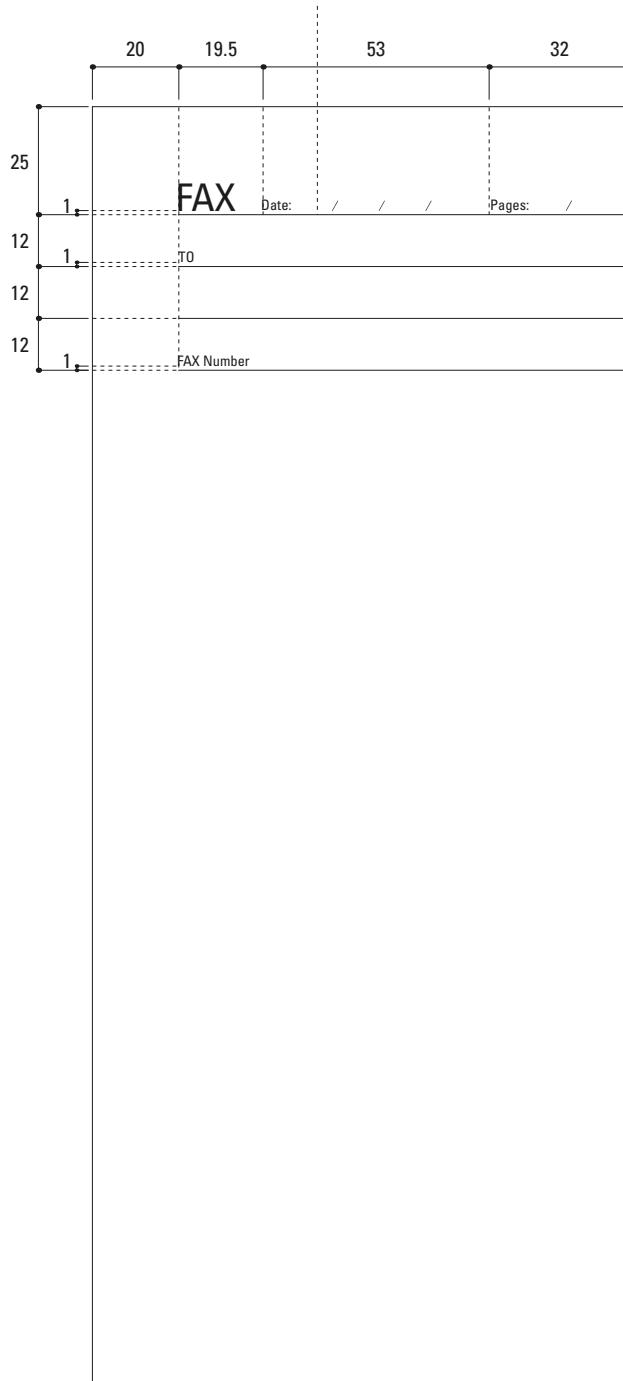
Inside



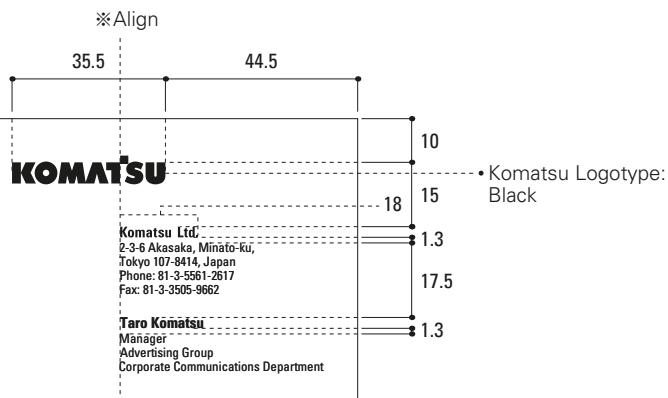
(Unit:mm)

- See below for the layout rules concerning cover letter for the fax transmission sheet.
- The layout applies to both A4 and US Letter sizes.

A4 (297×210) 0.1mm-wide line: Black



- Inquire with Corporate Communications Department, Komatsu Ltd. for the template of cover letter for the fax transmission sheet.



## Typefaces and Points

## &lt;PC Use&gt;

FAX title: 25 point, Arial Narrow Regular  
 Date, pages, to, FAX number: 10 point, Arial Narrow Regular  
 Komatsu Ltd.: Use the digitalized logotype data for official company name in English or 10 point, Arial Narrow Bold.  
 Group company name: 10 point, Arial Narrow Bold  
 Address, telephone number, FAX number: 9 point, Arial Narrow Regular  
 Name: 10 point, Arial Narrow Bold  
 Title, department, division: 9 point, Arial Narrow Regular

## &lt;Commercial Printing&gt;

FAX title: 25pt Univers 57 Condensed  
 Date, pages, to, FAX number: 9.5 point, Univers 57 Condensed  
 Komatsu Ltd.: Use the digitalized logotype data for official company name in English.  
 Group company name: 9.9 point, Univers 67 Condensed Bold  
 Address, telephone number, FAX number: 8.5 point, Univers 57 Condensed, with a line spacing of 9.2 point  
 Name: 9.9 point, Univers 67 Condensed Bold  
 Title, department, division: 8.5 point, Univers 57 Condensed, with a line spacing of 9.2 point

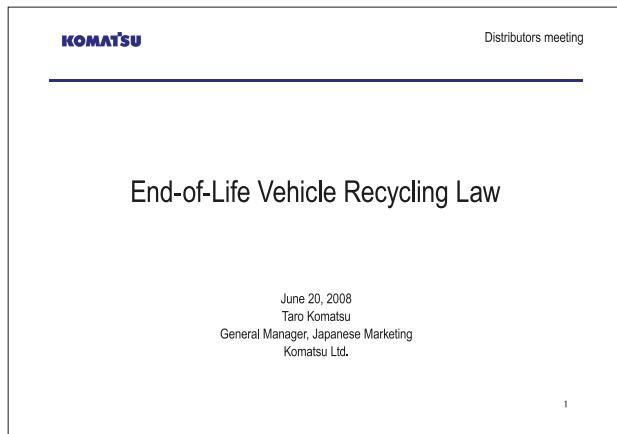
## Colors

FAX title, date, pages, to, FAX number, Komatsu Ltd. / Group company name, address, telephone number, FAX number, name, title, department, division: Black

(Unit:mm)

- See below for the recommended formats of presentation documents with the Komatsu Logotype. Three different formats (A, B and C) are available to choose from, depending on the purpose of use.

#### Type A: Cover

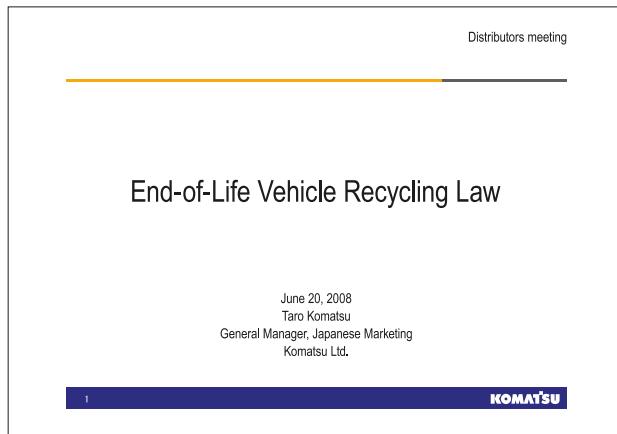


- Allow a minimum clear space around the Komatsu Logotype to keep it from getting hidden by the contents of presentation.
- Inquire with Corporate Communications Department, Komatsu Ltd. for the templates of presentation documents.

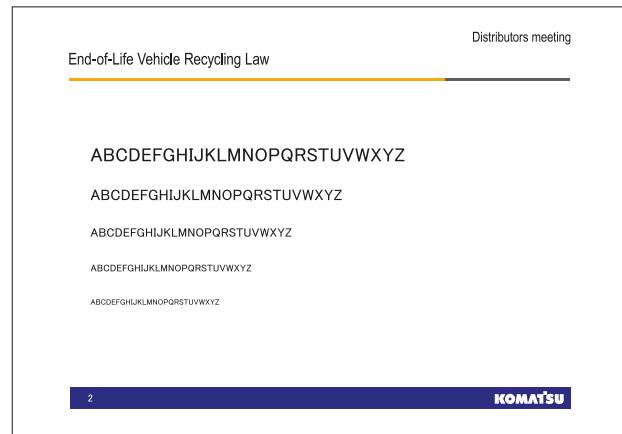
#### Type A: Inside page



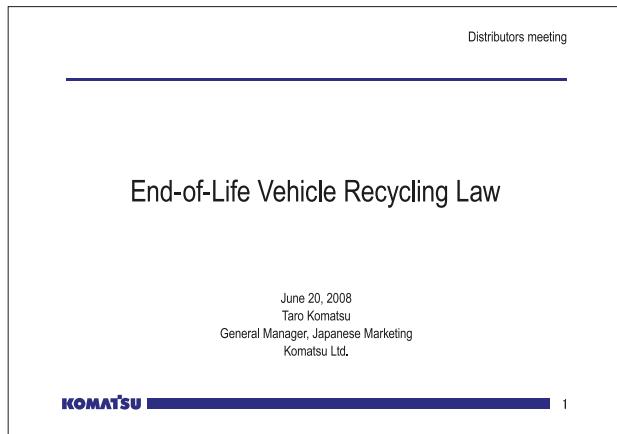
#### Type B: Cover



#### Type B: Inside page



#### Type C: Cover

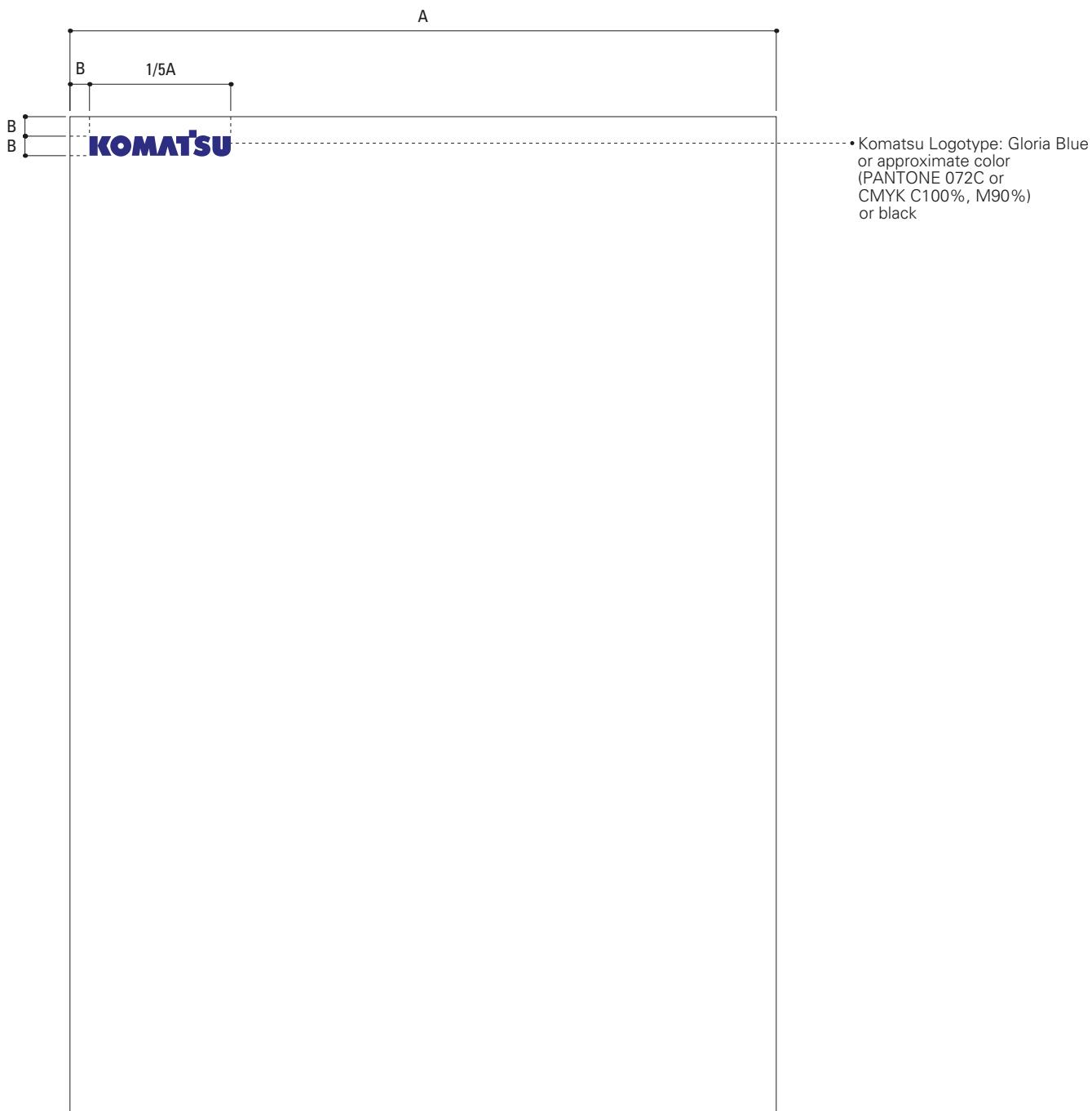


#### Type C: Inside page



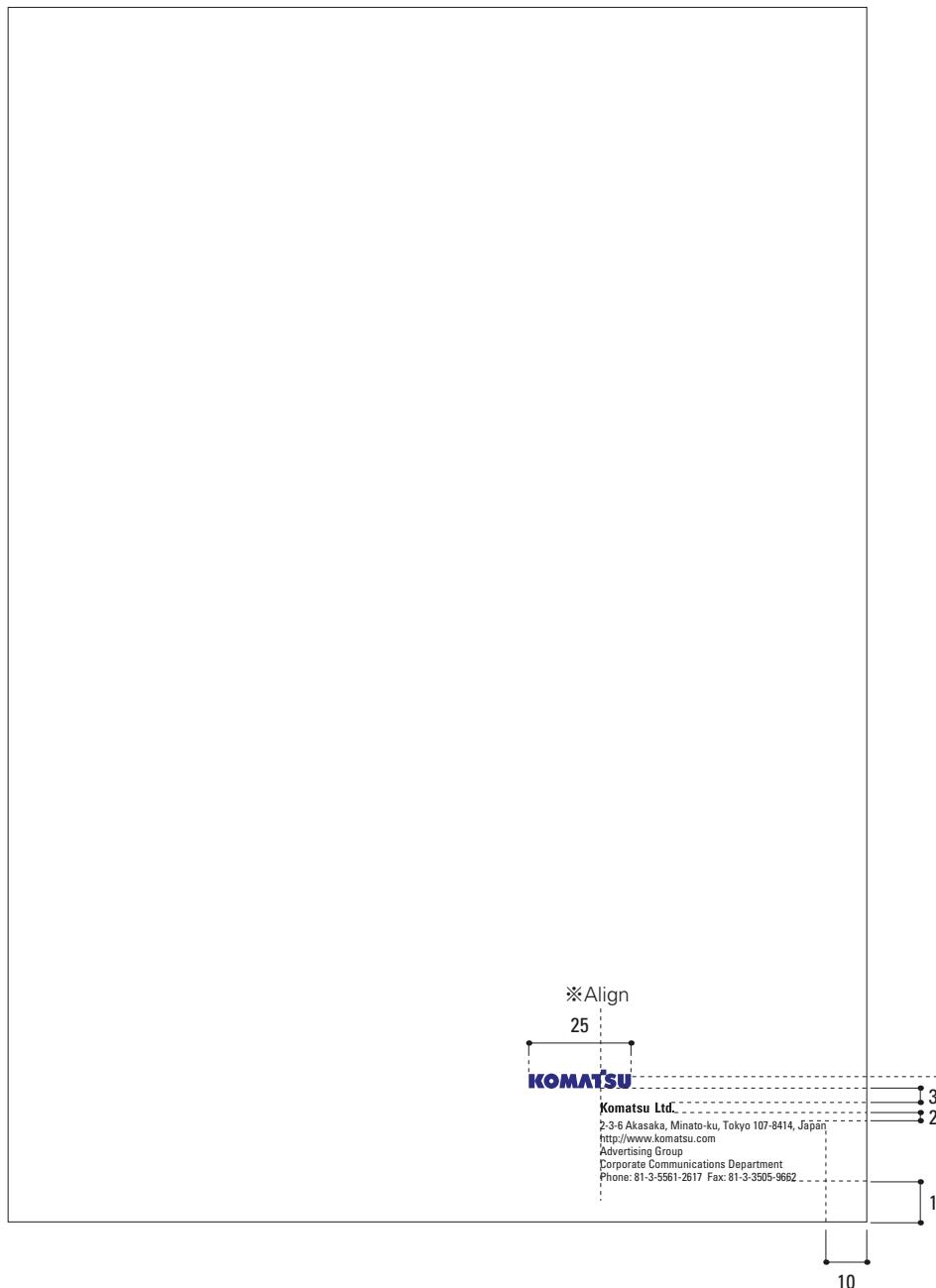
- See below for the basic design format of a front cover of corporate-level publications, such as annual reports and fact books.

- The displayed size of the Komatsu Logotype is determined by the entire width (A) of the publication, specifically one fifth (1/5) of the entire width of the publication. Then, the height (B) of the letter K of the Komatsu Logotype is proportionally determined. As shown in the diagram below, the Komatsu Logotype must be placed at the distance of B from both the top edge and left edge of the front cover.



- See below for the basic design format (A) of a back cover for corporate-level publications, such as annual reports and fact books.
- The position of the official company name, address and the like, when used in combination with the Komatsu Logotype, is specified in the diagram below.
- For publications other than those in A4 size, determine the position by keeping the distance of 10mm from both the bottom edge and right edge of the back cover.

Back cover A4 (297×210)



## Typefaces and Points

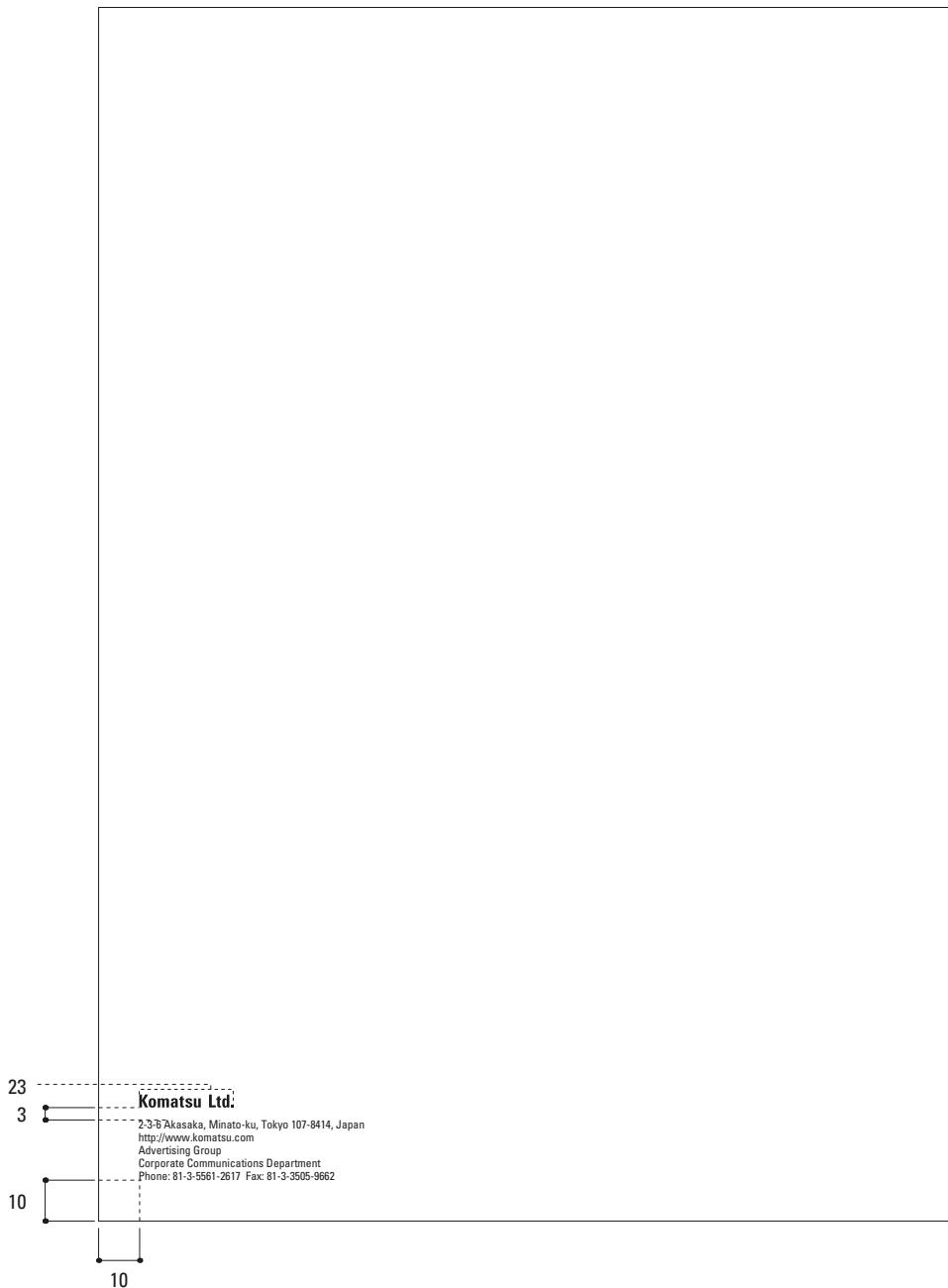
Komatsu Ltd.: Use the digitalized logotype data for official company name in English.  
Use 18mm(width)  
Group company name: 10 point Univers 67 Condensed Bold  
Address, URL, department, division, telephone number, FAX number: 8 point  
Univers 57 Condensed, with a line spacing of 9 point

## Colors

Komatsu Ltd. /  
Group company name,  
address, URL,  
department, division,  
telephone number,  
FAX number: Black

- See below for the basic design format (B) of a back cover for corporate-level publications, such as annual reports and fact books.
- The position of the official company name, address and the like, when not used with the Komatsu Logotype, is specified in the diagram below.
- For publications other than those in A4 size, determine the position by keeping the distance of 10mm from both the bottom edge and left edge of the back cover.

Back cover A4 (297×210)



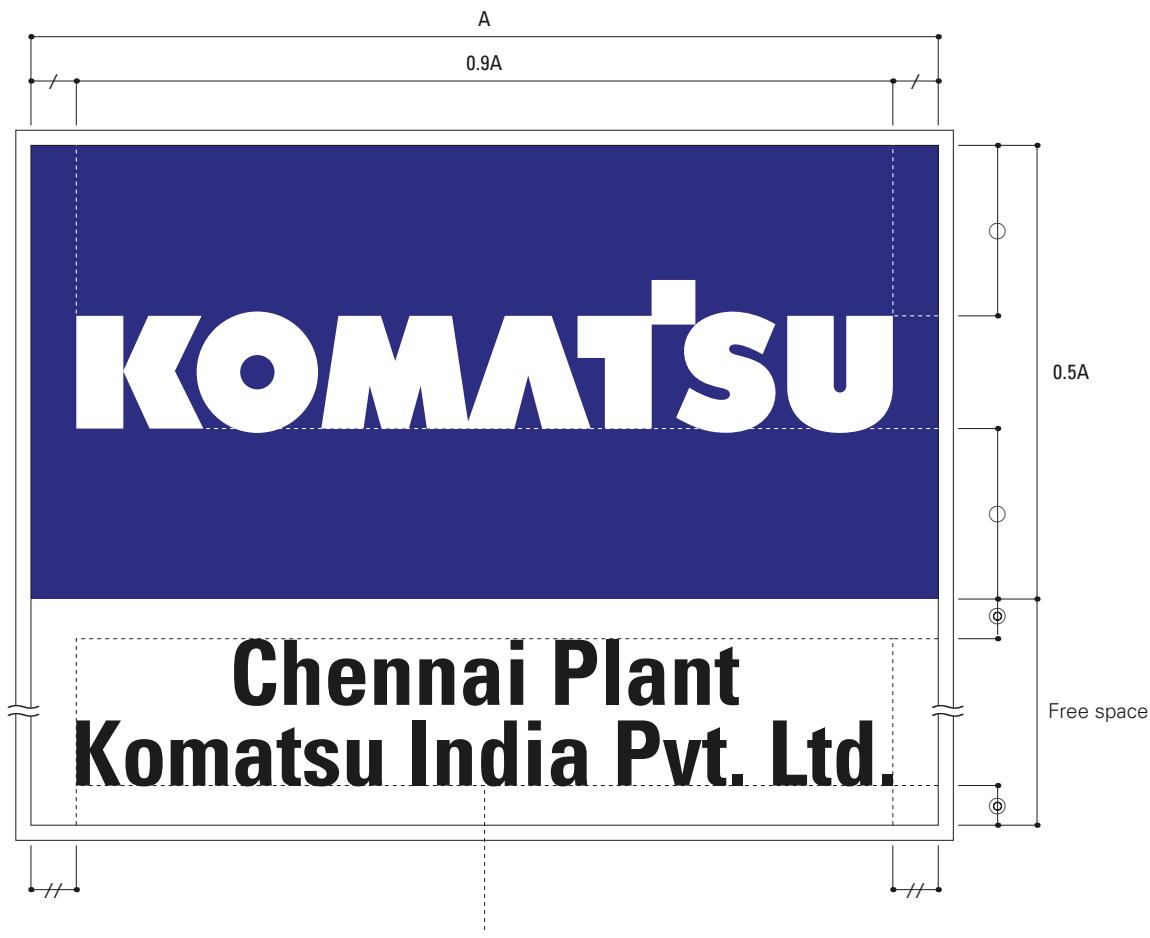
## Typefaces and Points

Komatsu Ltd.: Use the digitalized logotype data for official company name in English.  
 Group company name: 13pt Univers 67 Condensed Bold  
 Address, URL, department, division, telephone number, FAX number:  
 8 point Univers 57 Condensed, with a line spacing of 9 point

## Colors

Komatsu Ltd. /  
 Group company name,  
 address, URL,  
 department, division,  
 telephone number,  
 FAX number: Black

- See below for the layout rules concerning rooftop signboards of plants and other facilities.
- When displaying the Komatsu Logotype on a signboard, a negative Logotype must be shown against the Gloria Blue background as a general rule.



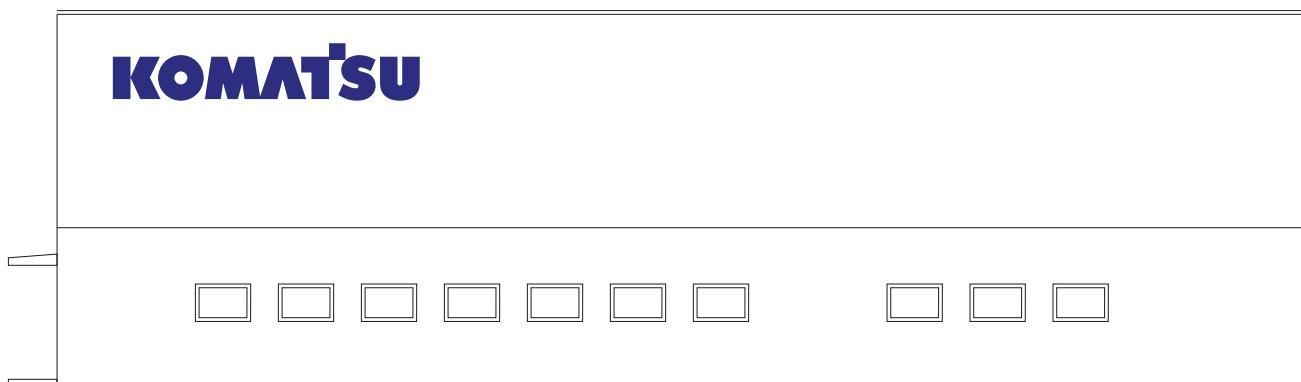
Background color: Gloria Blue

Komatsu Logotype (Negative display)

Approximate colors

PANTONE	Munsell value
072C	7.2PB2.2/15.6 (Coating mix ratio)

- See below for the layout rules concerning signboards displayed on the exterior wall of plants and other facilities.



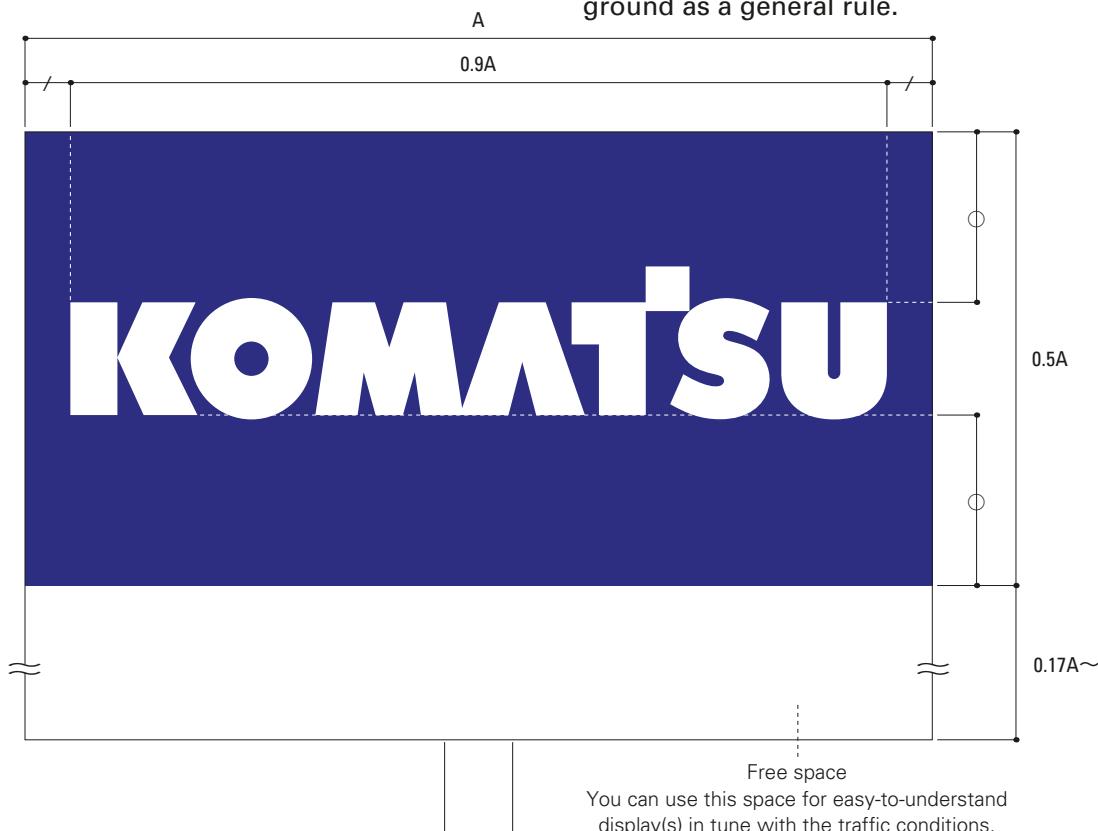
Komatsu Logotype  
Gloria Blue

Approximate colors

PANTONE	Munsell value
072C	7.2PB2.2/15.6 (Coating mix ratio)

- See below for the layout rules concerning directional signboards along the roads.

- When displaying the Komatsu Logotype on a direction-giving signboard, a negative Logotype must be shown against the Gloria Blue background as a general rule.



## Examples



Typeface: Univers 67 Condensed Bold



Background color: Gloria Blue

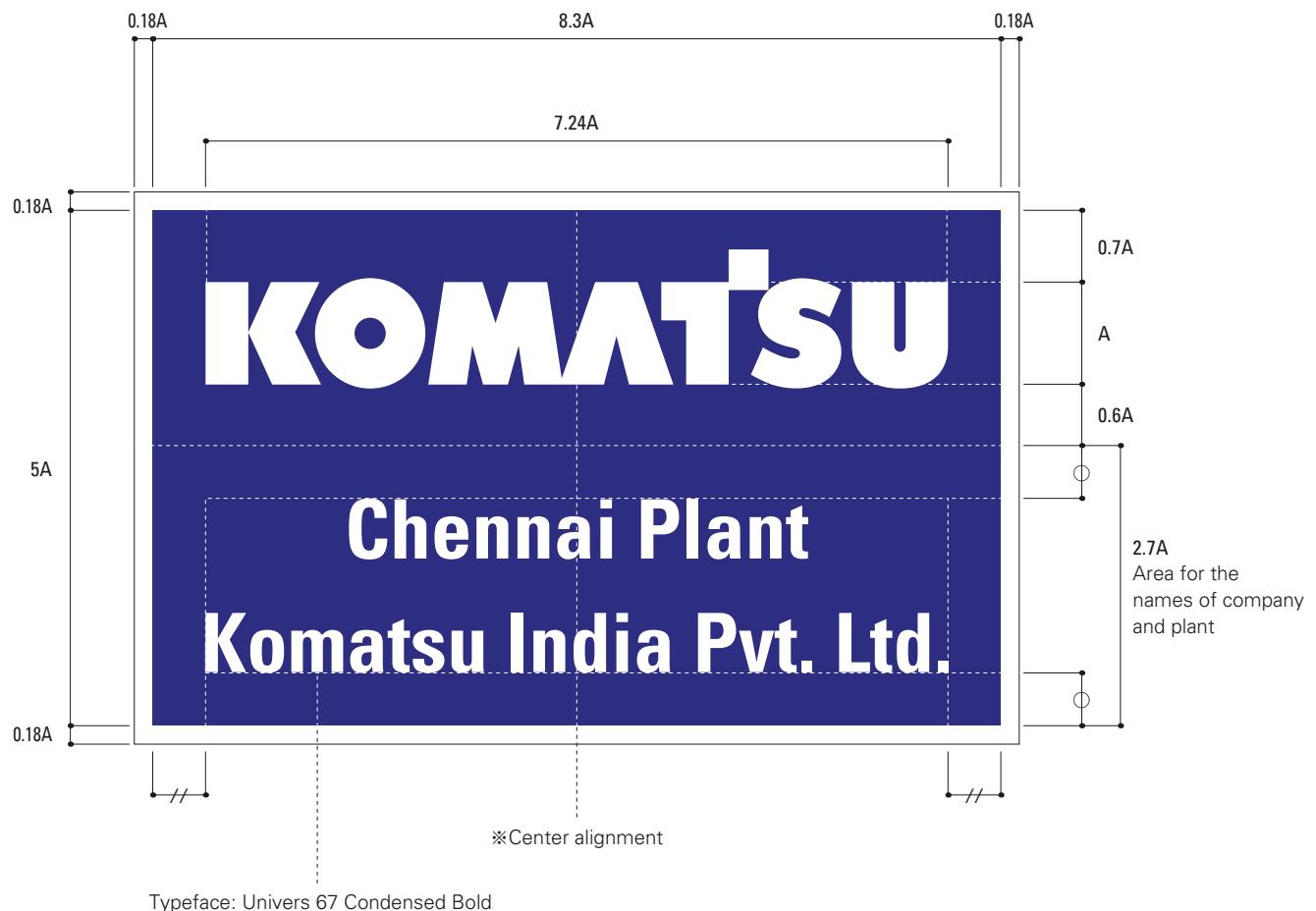
Komatsu Logotype (Negative display)

Approximate colors

PANTONE	Munsell value
072C	7.2PB2.2/15.6 (Coating mix ratio)

Typeface: Univers 67 Condensed Bold

- See below for the layout rules concerning name plates to be installed at the gates of plants and other facilities.



You are allowed to use white or gold or silver plating (including the original colors of materials such as stainless steel). Please align the names of company and plant at the center within the given area.

Background color: Gloria Blue

Komatsu Logotype (Negative display)

Approximate colors

PANTONE	Munsell value
072C	7.2PB2.2/15.6 (Coating mix ratio)

**KOMATSU**

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