KYB Design Manual

KYB Basic Design Manual (Temporary Version)

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1 KYB Basic Design Manual

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The KYB Logo visually symbolizes the KYB Corporation and is the core element of the KYB CI System. It can not be displayed smaller than the minimum size, 12 mm in width, as indicated below. When using the KYB Logo, follow the guidelines in this manual and use the appropriate data.

Minimum size

12mm

The Corporate Color, KYB Red, represents the corporate image of KYB. Follow the guideline below for the most appropriate color for applications.

KYB RED

This Munsell value is the benchmark color:

Munsell	6R 4.5/15

Refer to these color values for various applications:

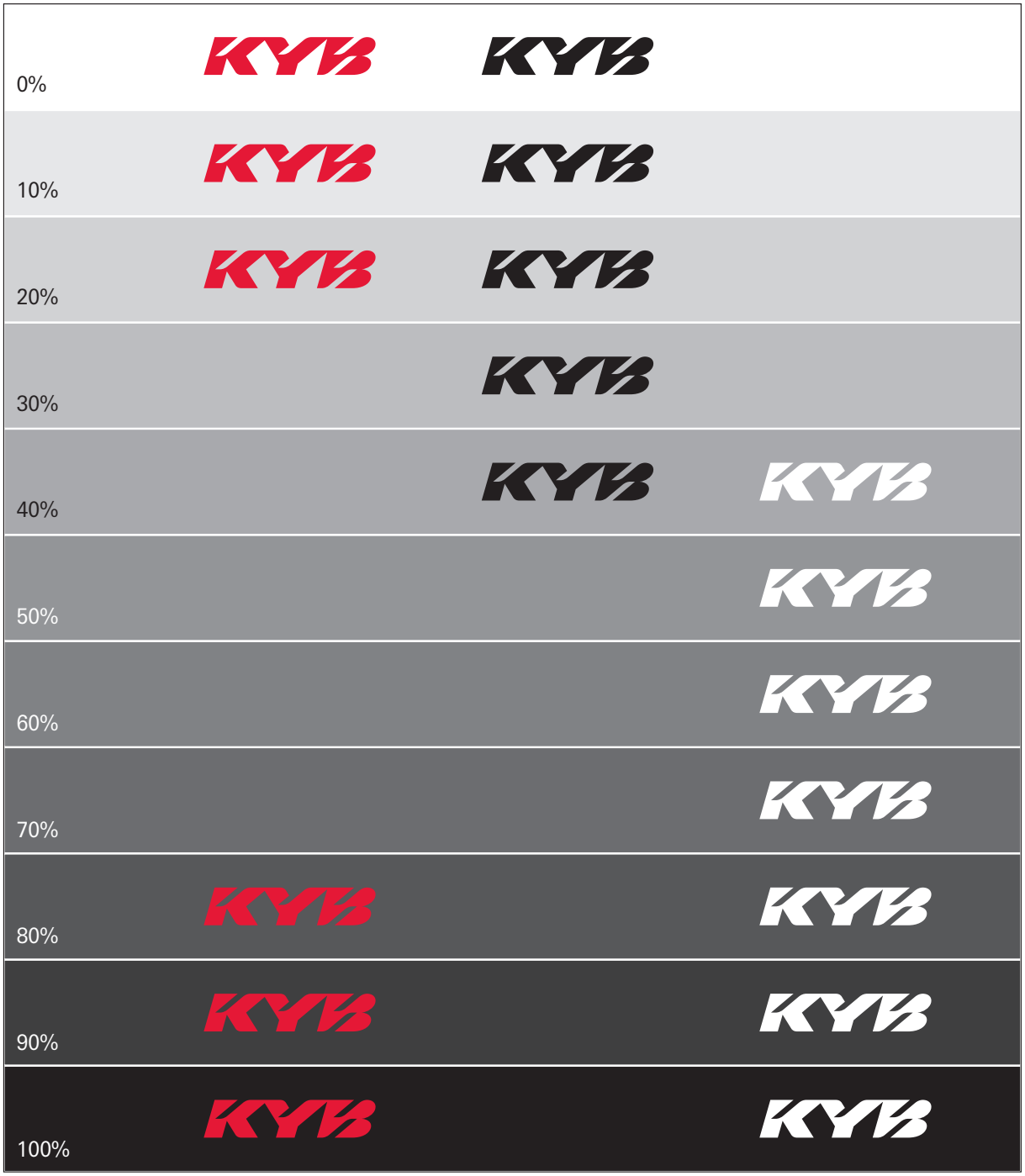
Spot Color	PANTONE 186C
Process Color	M100% + Y81% + K4%
RGB	R=204 G=0 B=51
Web Safe Color	#CC0033

Scotchcal Film	Autumn Red JS-1234（Opaque type） TL-5208（Transparent type） JS-1234SCL（SCL type）

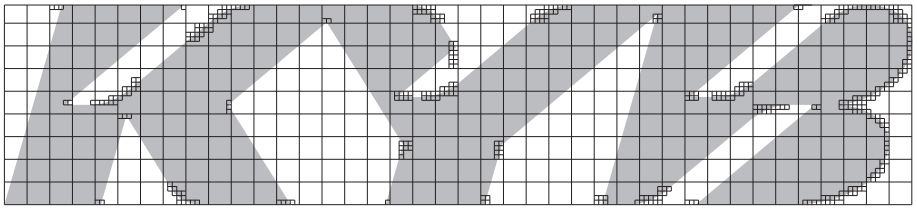
There are four types of the KYB Logo. Use the basic type in KYB Red with the first priority. Follow the guidelines below and select the most appropriate type according to usage and select the correct data for reproduction.

Type	Display color	Background color	Usage
Basic	KYB RED	**Background color:** • Use white with the first priority • Monochromatic color with 0 to 20% density • Surface color of materials such as cardboard box is allowed	Basic type of the KYB Logo. Use this type with the first priority
Variations	Black	**Background color:** • Monochromatic color with 0 to 40% density	Use monochromatic or metallic color when KYB Red can not be used due to printing or background color limitation, or when use of monochromatic or metallic colors are more effective in particular design applications.
	White	**Background color:** • Monochromatic color with 40 to 100% density (black)	
	Gray	**Background color:** • At least 40% contrast between display color and background color	

The gray scale shown below are the relationship of the KYB Logo and its background color. Follow the guidelines below in cases where chromatic color, metallic color, or a photo is used in the background. Do not use a background color that would impair KYB's corporate image.



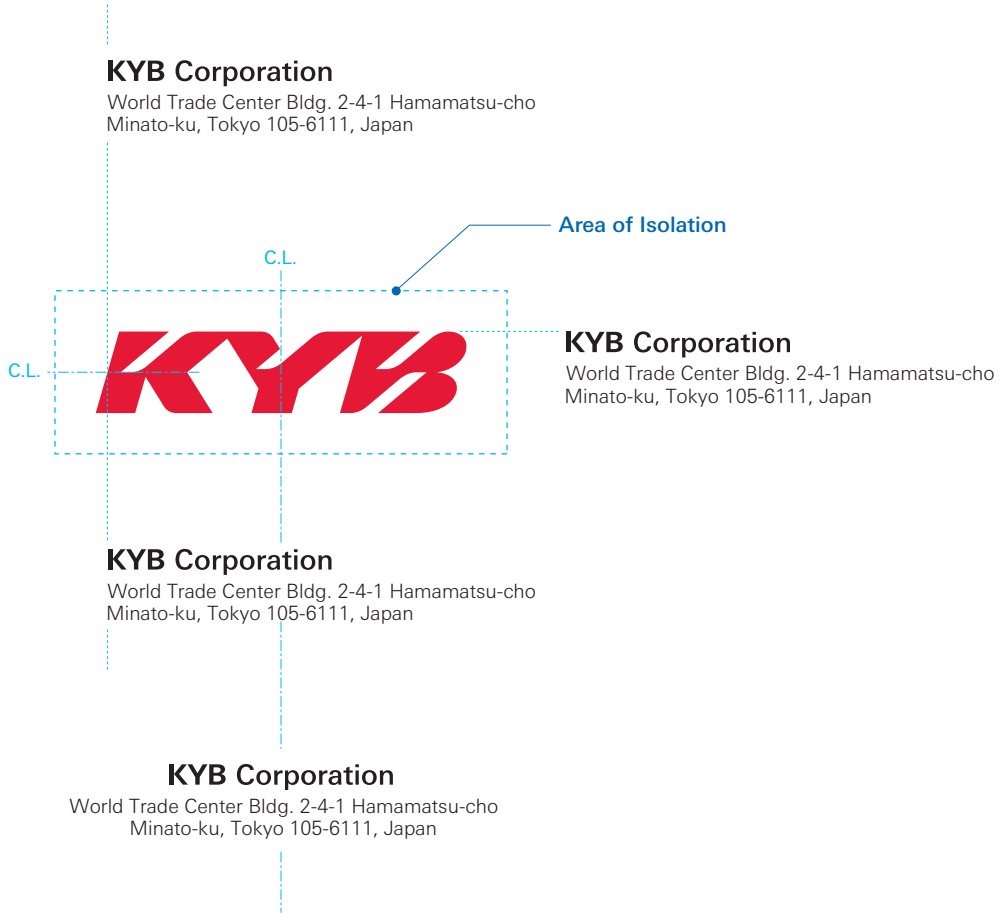
When producing large scale application items such as sign board, use the grid scale below to determine the proportion of the KYB Logo.



KYB Logo Area of Isolation

Area of Isolation is designated in order to maintain the visibility and legibility of the KYB Logo.
As a unit of measurement, “H” equals the cap-height of the Corporat Symbol. It is prohibited to display any other graphic elements within the Area of Isolation, a distance of “0.5H” surrounding all sides of the KYB Logo.

The Signature System combines the KYB Logo, Company Name Logotype and contact information. Consider the purpose and display area, and select the most appropriate type.



Shown below are the examples of prohibited usage of the KYB Logo.

Do not alter the letter space of the KYB Logo

Do not alter the proportion of the KYB Logo

Do not use "K" as the KYB Logo

Do not modify any part of the KYB Logo

Do not alter the angle of the KYB Logo

Do not use colors other than those designated

Do not display the KYB Logo in other shapes

Do not outline the KYB Logo

Do not display the KYB Logo on a background color with inadequate contrast

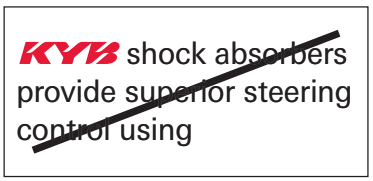
Do not display the KYB Logo on a background color that would impair the legibility

Do not display the KYB Logo on a background that would impair the legibility

Do not display the KYB Logo on a complex background

Do not display the KYB Logo on multiple background colors

Do not combine the KYB Logo with other graphic elements



Do not use the KYB Logo within text

The corporate statement of KYB is: *Our Precision, Your Advantage*.
The KYB Statement Logo has been designed to display the corporate statement on corporate publications and advertisements. The display color is limited to monochromatic colors such as black, white, gray and silver.

The KYB Set Logo combines the KYB Logo and corporate statement. When displaying the corporate statement, use KYB Set Logo with the first priority.

KYB Statement Logo

Our Precision, Your Advantage

KYB Set Logo

KYB

Our Precision, Your Advantage

KYB Set Logo application chart

The KYB Set Logo should be used according to the following principles:
1. Whenever possible, use the KYB Set Logo on medium where the message can be effectively delivered.
2. Do not display the KYB Set Logo on application items which require large amount of investment, or on items such as signs and stamping on products, which are not easily replaceable.

Items		Guideline
Flag/badge	Corporate flag	○
	Corporate badge	○
	Employee identification card	○
Business card		●
Stationery	Envelope	●
	Letterhead	●
	PowerPoint Template	●
Office documents		○
Uniforms		○
Corporate Communications	News release	●
	Annual report	●
	Guide book/manual	●
	Newsletter/other publicity documents	●
	Web	●
Advertisement and sales promotion	Print advertisement(Newspaper/magazine/transportation)	●
	TV commercial/video	●
	Poster	●
	Catalogue	●
	Flyer	●
	Paperbag	●
	Wrapping paper	○
Signage		○
Vehicle identification		○
Exhibition/event	Exibition/event booth	●
	Uniform	○
Packaging materials for distribution		○
Products		○

● : Use whenever possible

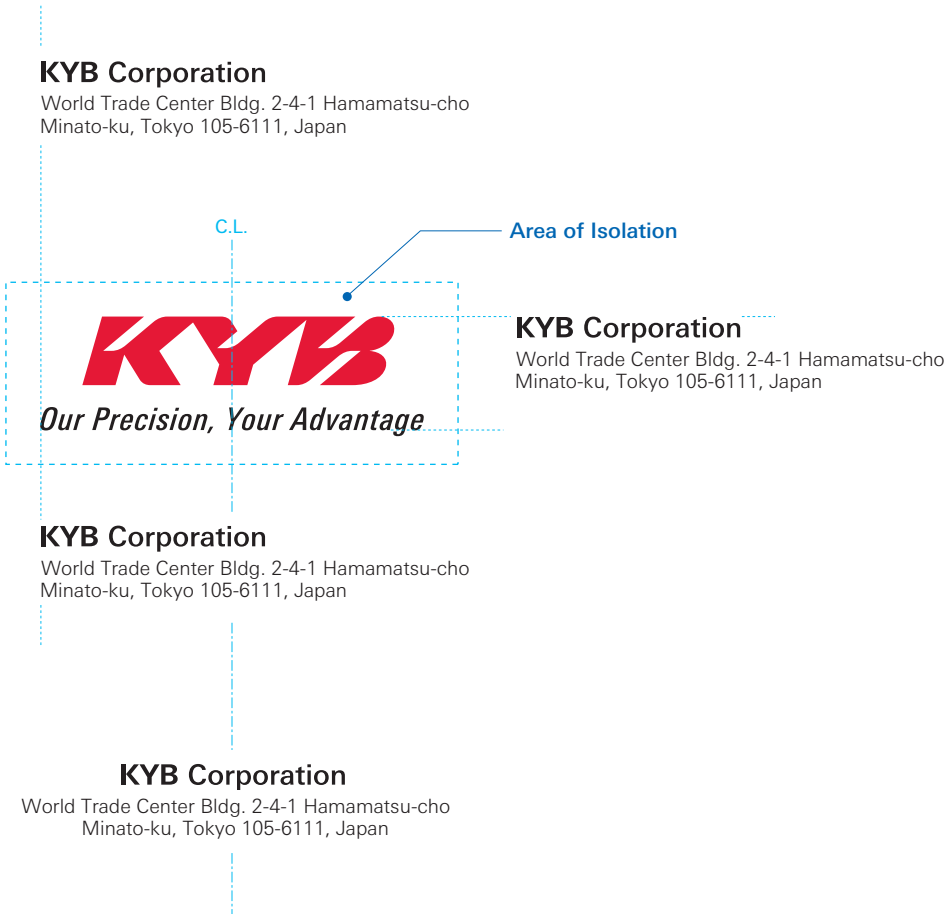
○ : Usage NOT allowed

There are 4 variations of KYB Set Logo. As a principle, use the Basic type in KYB Red and black with the first priority.
Follow the guidelines below and use the most appropriate type according to usage and select the correct data for reproduction.

Type	Display color	Background color	Usage
Basic	KYB RED + Black Our Precision, Your Advantage	**Background color:** • Use white with the first priority • Monochromatic color with 0 to 20% density • Surface color of materials such as cardboard box is allowed	Basic type of the KYB Logo. Use this type with the first priority
Variations	Black Our Precision, Your Advantage	**Background color:** • Monochromatic color with 0 to 40% density	Use monochromatic or metallic color when KYB Red can not be used due to printing or background color limitation, or when use of monochromatic or metallic colors are more effective in particular design applications.
	White Our Precision, Your Advantage	**Background color:** • Monochromatic color with 40 to 100% density (black)	
	Gray Our Precision, Your Advantage	**Background color:** • At least 40% contrast between display color and background color	

Area of Isolation is designated in order to maintain the visibility and legibility of the KYB Set Logo. As a unit of measurement, “H” equals the cap-height of the Corporat Symbol. It is prohibited to display any other graphic elements within the Area of Isolation, a distance of “0.5H” surrounding all sides of the KYB Set Logo.

The Signature System combines the KYB Set Logo, Company Name Logotype and contact information. Consider the purpose and display area, and select the most appropriate type.



Shown below are the examples of prohibited usage of KYB Set Logo.

Do not alter the space between the KYB Logo and the Corporate Statement

Do not alter the proportion of the KYB Logo and the Corporate Statement

Do not alter the configuration of the Corporate Statement of KYB Set Logo

Do not display the Corporate Statement in any other typefaces

Do not alter the angle of the KYB Set Logo

Do not use colors other than those designated

Do not highlight the Corporate Statement by displaying it in a shape

Do not display the KYB Set Logo in other shapes

Do not outline the KYB Set Logo

Do not display the KYB Set Logo on a background color with inadequate contrast

Do not display the KYB Set Logo on a background color that would impair the legibility

Do not display the KYB Set Logo on a background that would impair the legibility

Do not display the KYB Set Logo on a complex background

Do not display the KYB Set Logo on multiple background colors

Do not combine the KYB Set Logo with other graphic elements

The official Company Name Logotype is designed for legibility and its unity when displayed with the Corporate Symbol. Use the appropriate data for reproduction.

Company Name Logotype (English)

KYB Corporation

Univers family is the recommended typeface, and it should be used on all KYB corporate and brand communications in order to maintain a consistent typographic identity. Select the appropriate weight from the typeface family.

Univers family

Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789