



RISO Corporate Logo Guidelines for Overseas Subsidiaries

Preface to the RISO Corporate Logo Guidelines

RISO has defined the “Basic format for displaying the corporate logo of the RISO Group” for the purpose of communicating our corporate identity (CI) in a clearer way.

Our CI was established in January 1980.* Both the “RISO Symbol” and the “RISO Logo Mark” were designed by Shigeo Fukuda, one of Japan’s foremost graphic designers, to express our founding principle of “pursuing our ideals to ensure the future,” as well as our determination to “build the future through development.” We will retain the designs of both the “RISO Symbol” and the “RISO Logo Mark” into the future, and also unify their displaying format. Unifying how the corporate logo is displayed to the world is our initiative to raise our brand value. I would like to ask you to use the “Basic format for displaying the corporate logo of the RISO Group” in accordance with the RISO Corporate Logo Guidelines. Consistent use of this format by each and every one of you will increase RISO brand penetration and enhance the awareness of RISO as a corporation.

October 2015

Akira Hayama, President & CEO

*See the Guidelines p.8, “Reference: CI Establishment of RISO KAGAKU CORPORATION.”

RISO Corporate Logo Guidelines

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Corporate identity guidelines

The RISO Symbol | The RISO Logo Mark | The corporate name logotype

The “Basic format for displaying the corporate logo of the RISO Group”

The Corporate Color

Regarding corporate identity, contact Corporate Public Relations Department.

The RISO Symbol | The RISO Logo Mark | The corporate name logotype

RISO KAGAKU CORPORATION established the RISO Symbol, the RISO Logo Mark and the corporate name logotype in 1980, as explained below.

The RISO Symbol



The circle symbolizes the wide world, and illustrates the hopes and technological perfection embodied in our corporate philosophy. The symbol consists of the lower-case letters of the word “riso,” harmoniously superimposed within the circle.

The RISO Logo Mark



The RISO Logo Mark, used on all RISO products, is taken from the Japanese word pronounced “riso,” or “ideal.” The design is original and abstract, while the letters remain legible.

The corporate name logotype

RISO KAGAKU CORPORATION

The corporate name logotype expresses a strong and indomitable attitude which continues to pursue our ideals as well as the friendly image of the company.

※The corporate name logotype is for RISO KAGAKU CORPORATION (RKC) only.

The “Basic format for displaying the corporate logo of the RISO Group”

The basic format for displaying the corporate logo of the RISO Group is defined as the form of the RISO Symbol and the RISO Logo Mark placed side by side in a row. The corporate logo displayed on the objects shall be unified to the basic format as of October 1, 2015.

The “Basic format for displaying the corporate logo”



The RISO Symbol

The RISO Logo Mark

The Corporate Color

We have used purple as our corporate color, to indicate “great knowledge,” an expression of our corporate philosophy.



Corporate Color

Reference: CI Establishment of RISO KAGAKU CORPORATION
(Corporate Design Manual issued in 1980)

Preface

The CI era at RISO has begun.

RISO KAGAKU CORPORATION has continued to focus on stencil printing and pursued new technologies, which are reflected in all of our products, believing in the dawn of the stencil printing business. Our company philosophy expressing “idealism” has begun gaining the understanding of people outside RISO as well.

In founding RISO, I believed that Japan needed a company in pursuit of the ideal, and we are sincerely grateful that this startup concept has been appreciated. Excellence and idealism of RISO deserve even greater recognition by our customers and society in more efficient way, and now we have that chance. Shigeo Fukuda, a renowned graphic designer, fully grasped that concept and eagerly agreed to visually express the very heart of RISO.

Everything in this manual, including the logo and mark, was passionately created by Mr. Fukuda, and has impressed me to the core. While everything necessary for the time being for CI promotion is shown here, additional designs by him will appear in the future.

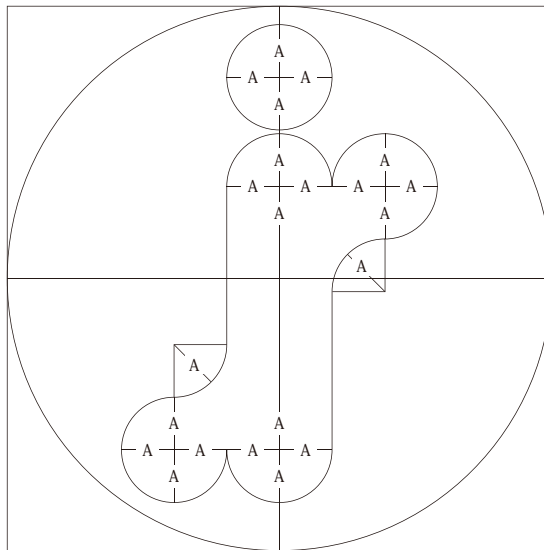
I hereby announce the first year of RISO CI era, in hopes that all employees and related persons will respect this manual, using it as the constitution for corporate design of RISO.

January 1980

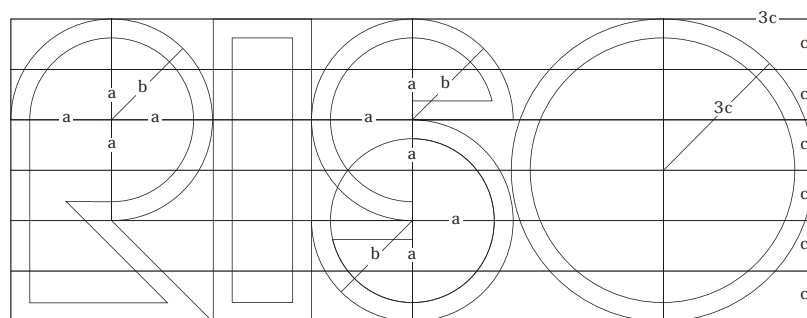
Noboru Hayama, President&CEO

Logo design

Grid scale of the RISO Symbol



Grid scale of the RISO Logo Mark



Guidelines on use of the corporate logo

Proportion of the corporate logo | Clear space
Minimum size | Vertical display
Display color and background color standard
Examples of prohibited use

Examples of use [general]

Corporate flag | Corporate badge
Business card
Envelope
Letterhead
Formats of presentation documents
Monitor display

Examples of use [sales promotion]

Poster
Brochure | Leaflet
Exhibition site

Examples of use [signboard]

Gate plate
Window
Entrance
Outdoor signboard

※ Hereafter, the “Basic format for displaying the corporate logo of the RISO Group” is expressed as “the corporate logo.”
Regarding use of the corporate logo, contact Advertising Department.

■ Proportion of the corporate logo

To standardize visual images of the corporate brand, follow the rules below and display the corporate logo in a precise manner. When scaling it, the aspect ratio should be kept the same.



■ Clear space

Clear space is the area that is required around the outside of the corporate logo. It should be kept free of other elements and the outside edge of materials. The minimum required clear space for the corporate logo is defined by the measurement "A" as shown. This measurement is equal to the height of the RISO Symbol in the logo.

Try to set a margin larger than the indicated space below in an actual layout of the corporate logo.



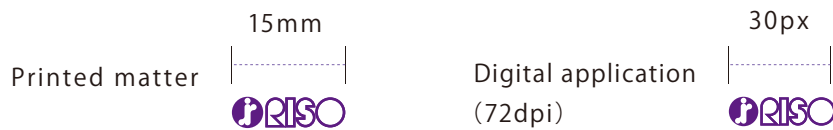
Minimum size | Vertical display

■ Minimum size

In using the corporate logo on printed matter, the width should be 15 mm or more.

When showing the corporate logo on displays of digital applications such as web content, it should be set at 30 px or more.

If the size is smaller, the details may be unclear, resulting in deterioration in reproducibility and appearance. Be sure to follow the instructions on the minimum use size.



■ Vertical display

As for vertical rendering, two types – A and B – are allowed depending on the target of use.

Follow the rules below.



A. For an object standing on the ground or set up in a low place



B. For an object hanging from a ceiling or set up in a high place

※ However, do not apply both A and B on the same site; apply one of the two types.

Display color and background color standard

■ Display color of the corporate logo

The corporate color should be used to display the corporate logo.

The corporate color is DIC188. Select an approximate color if DIC188 cannot be selected.



Corporate color DIC 188
 Approximate color PANTONE 527

Other approximate color CMYK (process color) C80% M90%
 RGB (monitor display value) R93 G28 B130

■ Background color standard

If the background is white or light color, use the corporate color as the display color.

If the background is white or light gray and only black can be used as the display color, use black.

If the background is black, another dark color or one that is the same as the corporate color, use white as the display color.

If a transparent color, not white, can only be selected, or when using metallic colors such as gold and silver or colors of materials such as glass or wood, contact Advertising Department.

Display color \ Background color	Corporate color	White	Black
White or light background			
Black or dark background			
Corporate color			

■ Background color density guide

Using colors as background of the corporate logo is allowed. Refer to the background color density guide below to ensure the visibility of the corporate logo. If dark color or special material such as a picture or illustration is used as the background, select white as the display color of the corporate logo, while areas and backgrounds with complicated patterns should be avoided.

10%	20%	30%	40%	50%	80%	100%

Background color density guide

Examples of prohibited use

Do not stretch, compress or skew the corporate logo.



Do not change the size relationship of the RISO Symbol to the RISO Logo Mark.



Do not create, retype or redraw the corporate logo.



Do not display part of the corporate logo in negative and part in positive.



Do not use another font for the RISO Logo Mark.



Do not use low resolution data.



Do not split the corporate logo to more than one line.



Do not add lines or patterns to the corporate logo.



Do not increase or decrease the spacing between letters.



Do not place the corporate logo over busy pattern background.



Do not add graphics to the corporate logo.



Do not use part of the corporate logo as another design.



Do not create a pattern with the RISO Symbol.



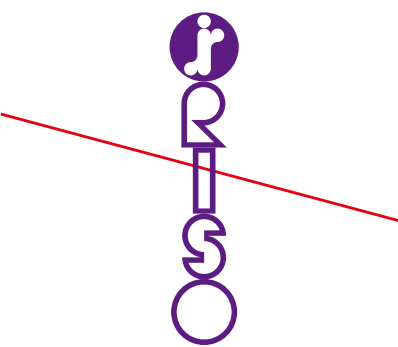
Do not combine the corporate logo with another word. / Do not use the corporate logo in a sentence.



Do not use perspective effect.



Do not display the letters vertically.



Do not partially change the color or add different element.




Do not use graphic effects on the corporate logo.



Do not use a three-dimensional effect.





Examples of use [general]

Corporate flag | Corporate badge

Business card

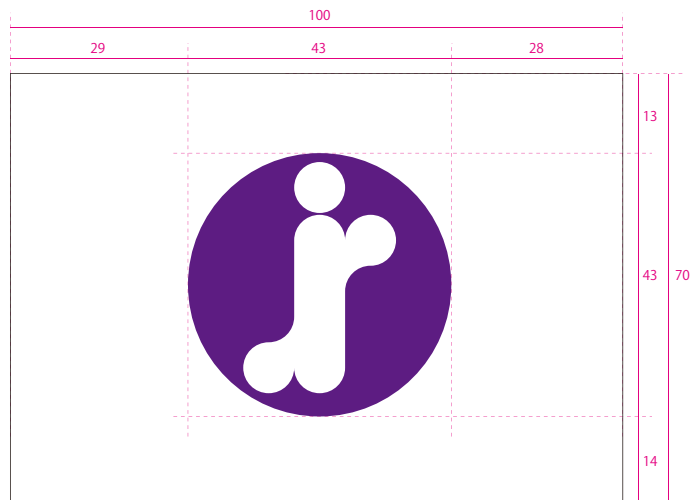
Envelope

Letterhead | Proposal

Monitor display

■ Corporate flag

The RISO Symbol is placed in the optimal position in a field with an aspect ratio of 10:7. Display the RISO Symbol in the corporate color.



■ Corporate badge

Display the RISO Symbol in the color of the material.



Business card

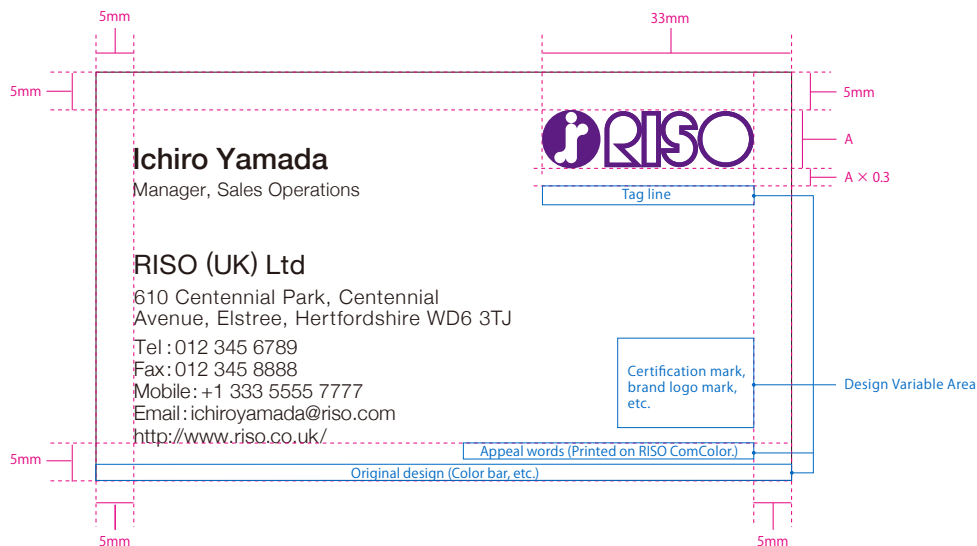
Business card design (position, size, font type, color) and display elements are prescribed and unified in the RISO Group.

RKC prepares five standard formats with different cut sizes, and each subsidiary can design its own business card based on the format.

The reverse side of the card can be designed freely at the discretion of each company.

The display elements: Corporate logo of the RISO Group, full name, title, division name, corporate name, contact information (address, phone number, FAX number, mobile number, email address, corporate website URL).

Basic layout



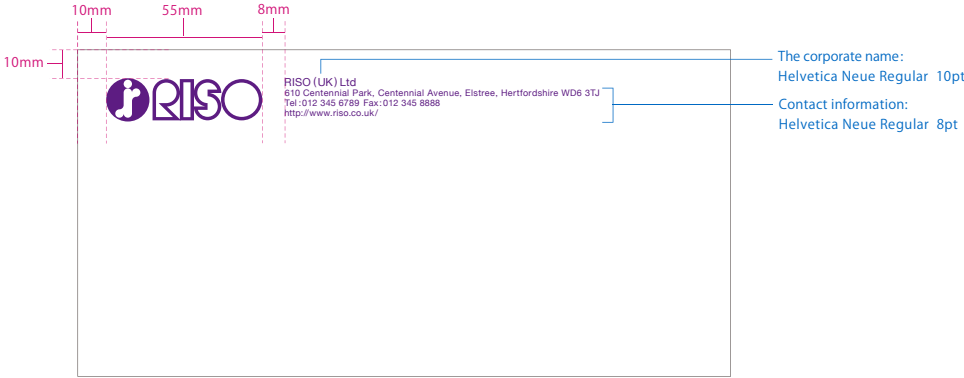
In the Design Variable Area, indicated display elements or designs can be displayed at the discretion of each subsidiary under certain conditions. These elements don't have to be displayed unless needed.

Basic font type(Except the corporate name):

1. English, European languages: Helvetica Neue (DTP) or Arial (Microsoft software)
2. Russian, Korean, Thai and other languages: Arial or the font type similar to Helvetica Neue
3. Chinese language: Century or MS UI Gothic.

Envelope

The corporate logo of the RISO Group shall be printed on the upper or lower left corner of envelopes with an adequate margin. The corporate name and contact information shall be placed on the right side of the corporate logo. RKC prepares the design layout in two sizes: large and small. Either size can be chosen according to the size of envelopes. RKC provides envelope formats for each subsidiary and it can design its own envelope based on the format.



■ Letterhead



Lay out the corporate logo of the RISO Group on the upper left corner of letters.

■ Proposal



Lay out the corporate logo of the RISO Group on the lower corner of proposal.

Monitor display

■ Website

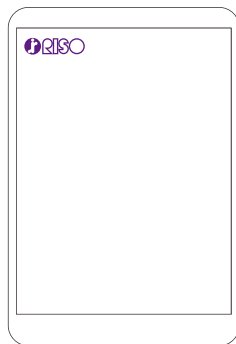
Lay out the corporate logo in the specified size on the upper left space and use RGB for displaying.

Contact Corporate Public Relations Department regarding the display of the corporate logo on the homepage.

PC



Tablet



Smart phone




■ Video

Lay out the corporate logo in the center of the screen with 8% of size for screen size.



Screen aspect ratio: 16:9



Examples of use [sales promotion]

Poster

Brochure

Leaflet

Exhibition site

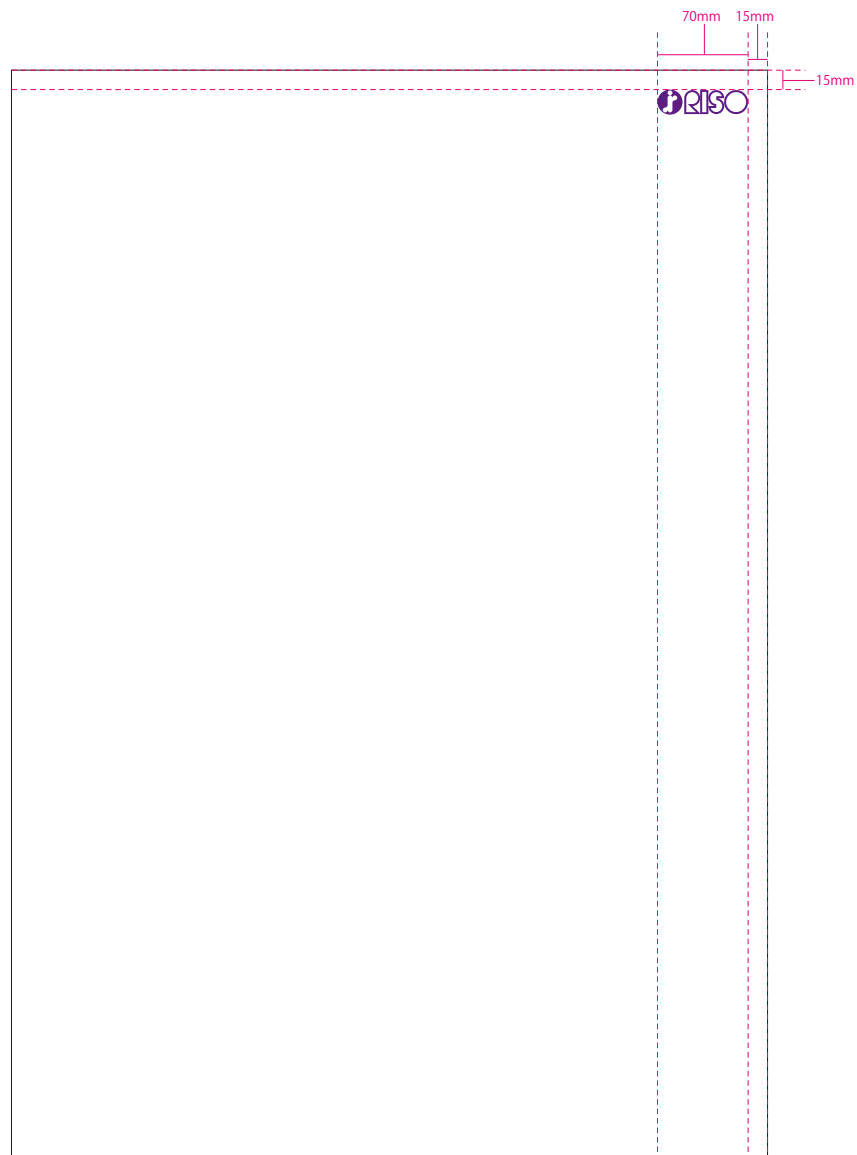
Poster

Lay out the corporate logo according to the standard for showing on advertising or sales promotion materials.

Display size and margin standard

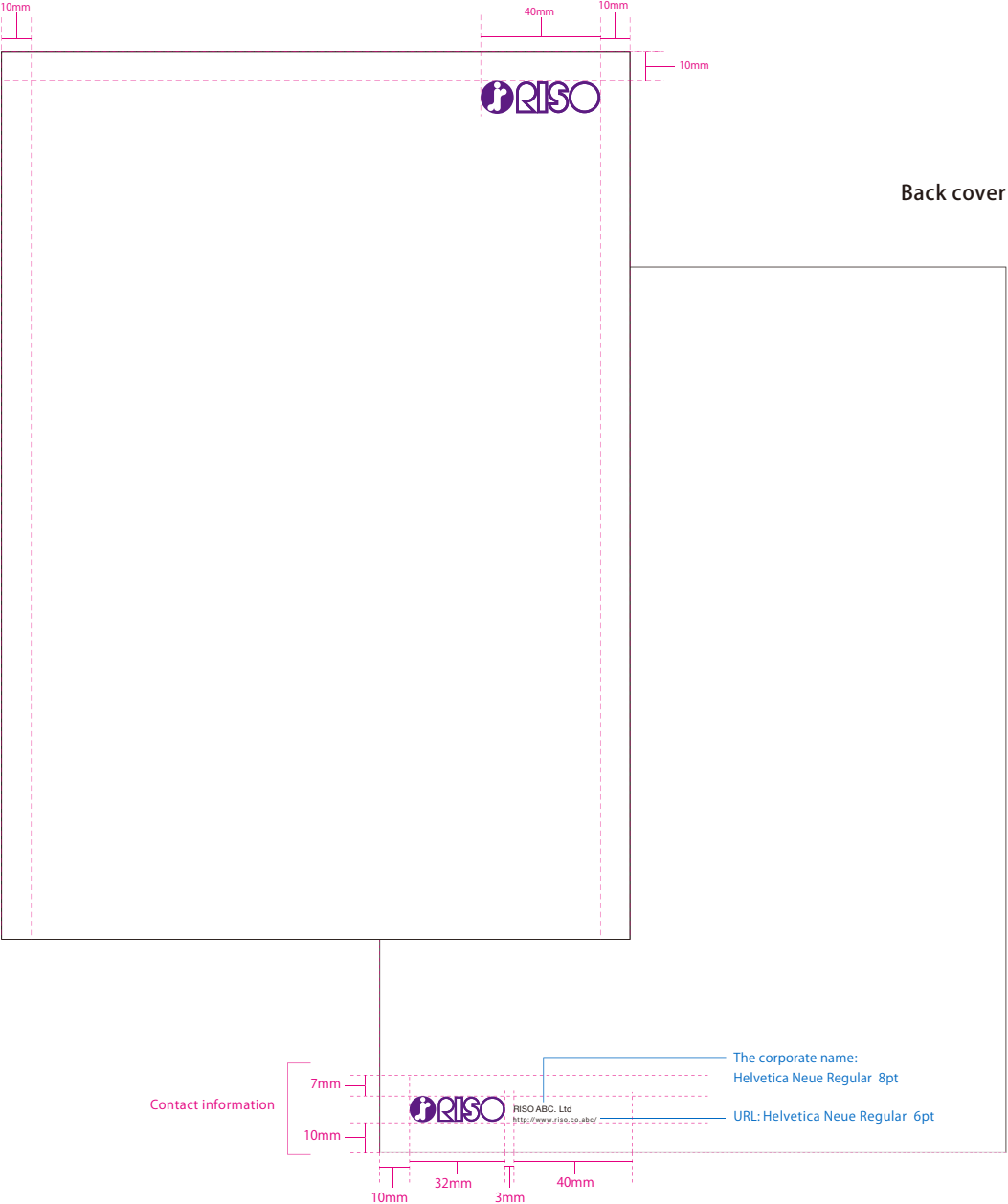
Paper size	A0/B0 or more	A1/B1	A2/B2	A3/B3	A4/B4	A5/B5	A6/B6	A7/B7 or less
Logo size	80mm or more	70mm	60mm	50mm	40mm	30mm	20mm	15mm
Margin	15mm or more	15mm	15mm	10mm	10mm	5mm or more	5mm or more	5mm or more

Paper size: A1

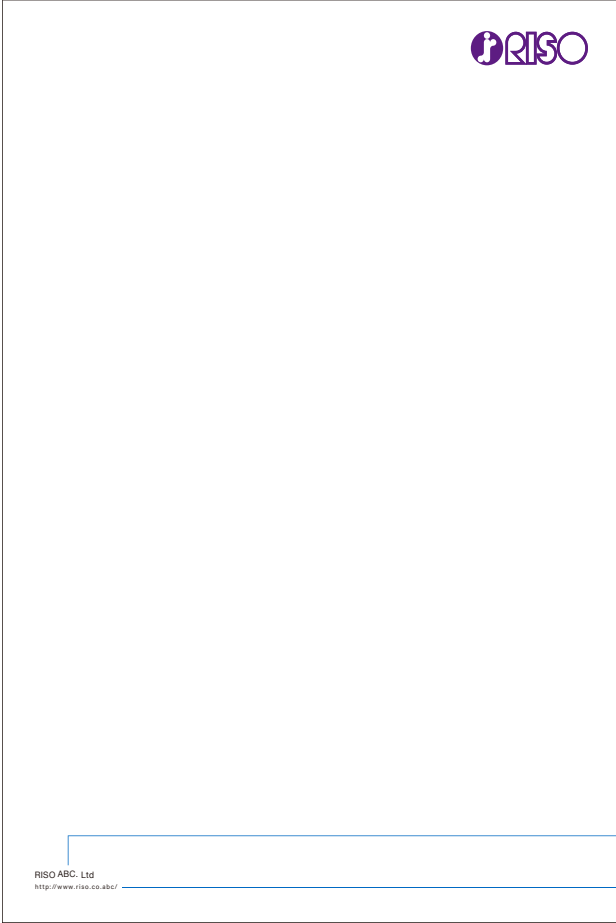


Brochure

Cover(paper size: A4)



Leaflet

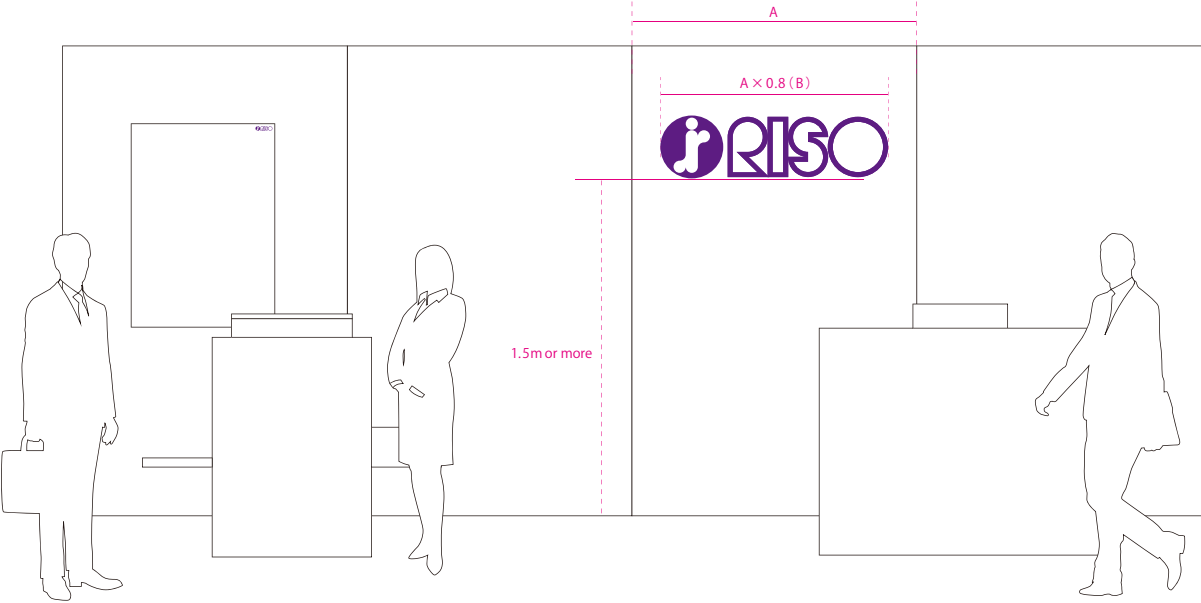


The corporate name:
Helvetica Neue Regular 8pt

URL: Helvetica Neue Regular 6pt

Exhibition site

In the exhibition site, display the corporate logo in corporate color and specified balance.





Examples of use [signboard]

Window

Interior wall

Gate plate

Door

Outdoor signboard(China)

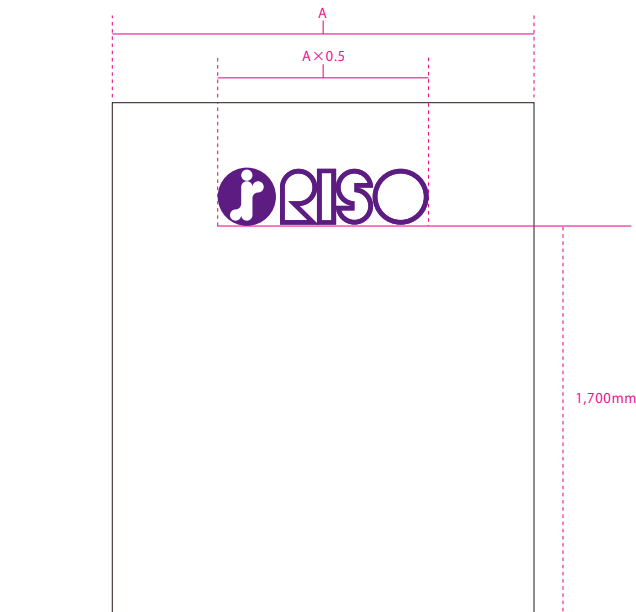
Window

Display the corporate logo on the center of windows or walls in corporate color and specified balance.

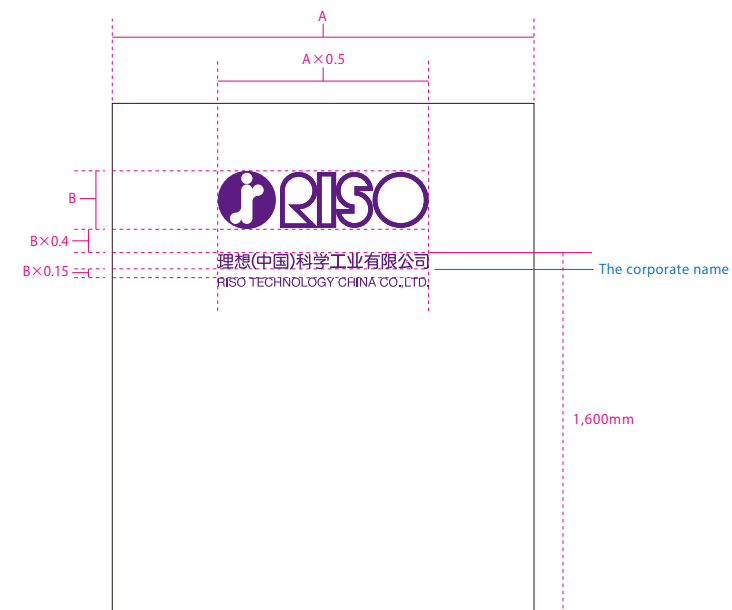


Interior wall

Basic example

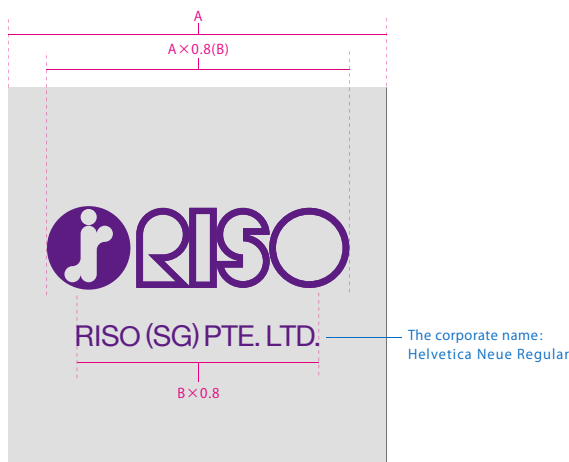
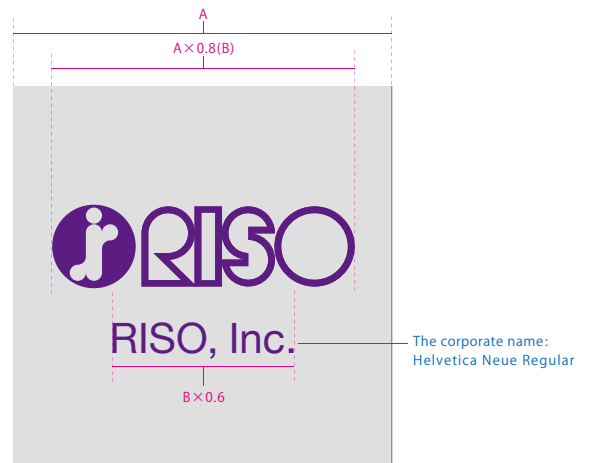
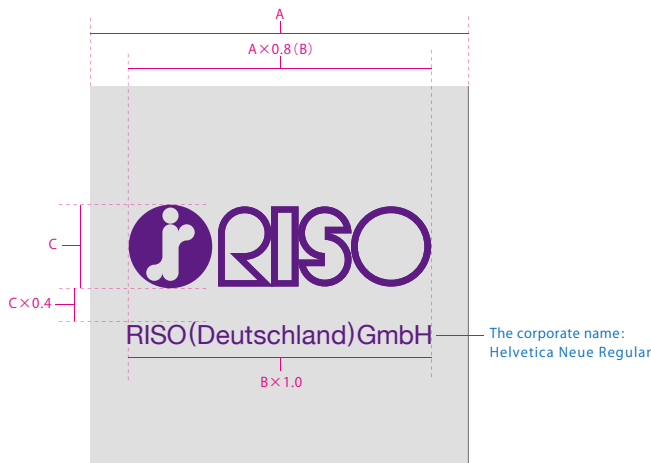


The display guideline of the corporate name below the corporate logo.



Gate plate

Display the corporate name at the ratio of 60%, 80% or 100% of the width of the corporate logo. Basically use the corporate name with the width same as the corporate logo unless the corporate name is short. See the examples below.



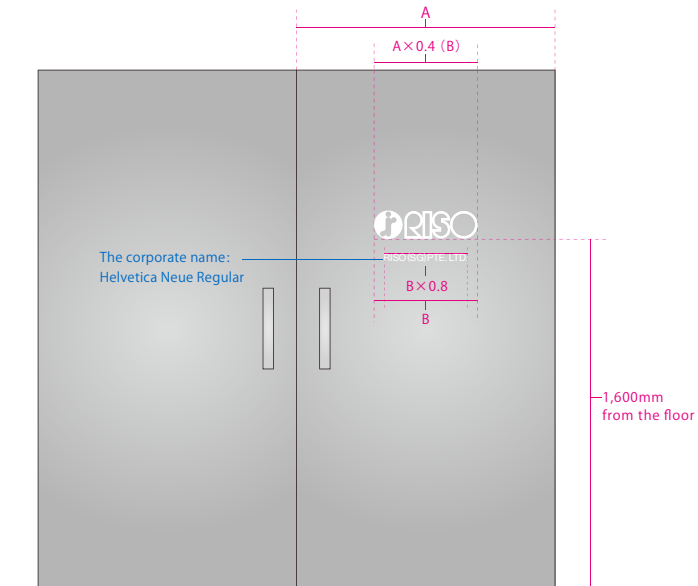
理想工業(香港)有限公司
理想工業(深圳)有限公司
理想(上海)印刷器材有限公司

※RKC provides a set of letters of the corporate name in chinese characters using the font of Hiragino Maru Gothic Std W5.

Door

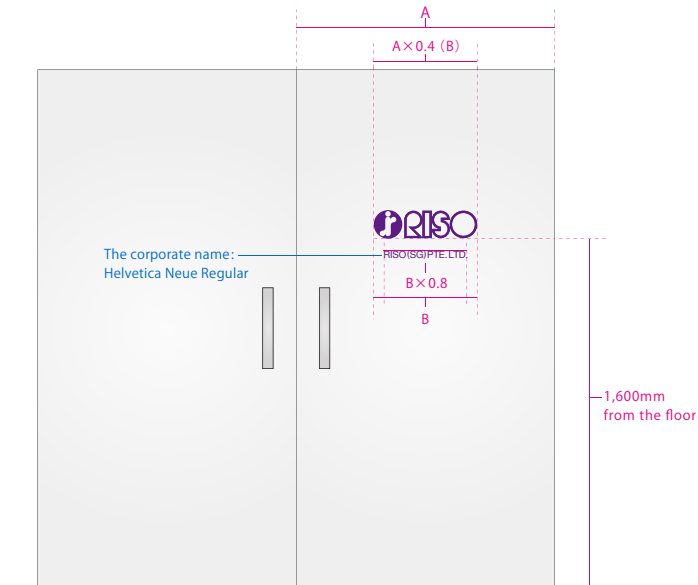
■ Front entrance facing outdoors (clear glass)

Display the corporate name at the ratio of 60%, 80% or 100% of the width of the corporate logo.
Basically use the corporate name with the width same as the corporate logo unless the corporate name is short.



■ Interior door (glass)

Display the corporate name at the ratio of 60%, 80% or 100% of the width of the corporate logo. Basically use the corporate name with the width same as the corporate logo unless the corporate name is short.

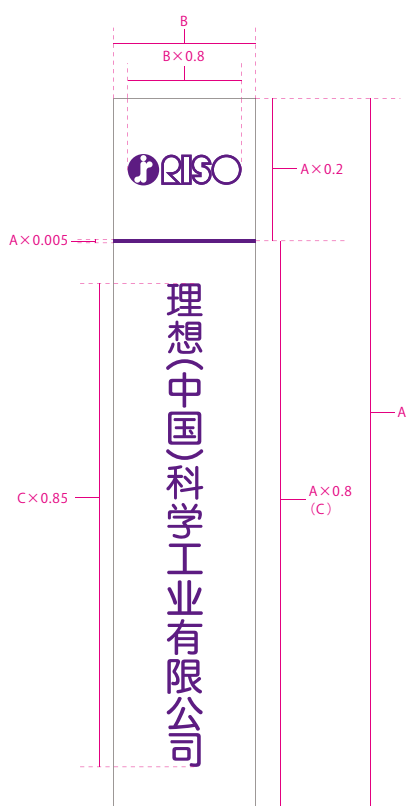


If rendering on the door surface is impossible, it is permissible to put a plate beside the door. In such case, the layout should be as follows:



Outdoor signboard

■ Signboard on building



理想(中国)科学工业有限公司
理想工业(深圳)有限公司
理想工业(香港)有限公司

