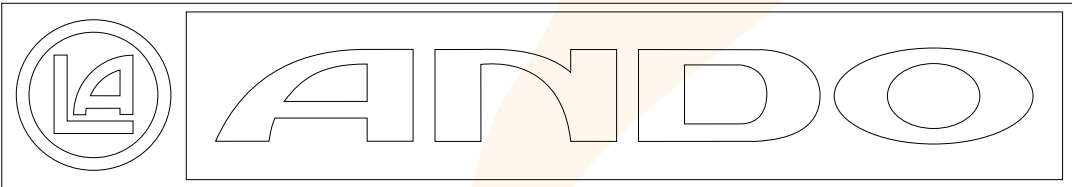


Basic Design Guidelines
For Ando Corporate Identity



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Introduction

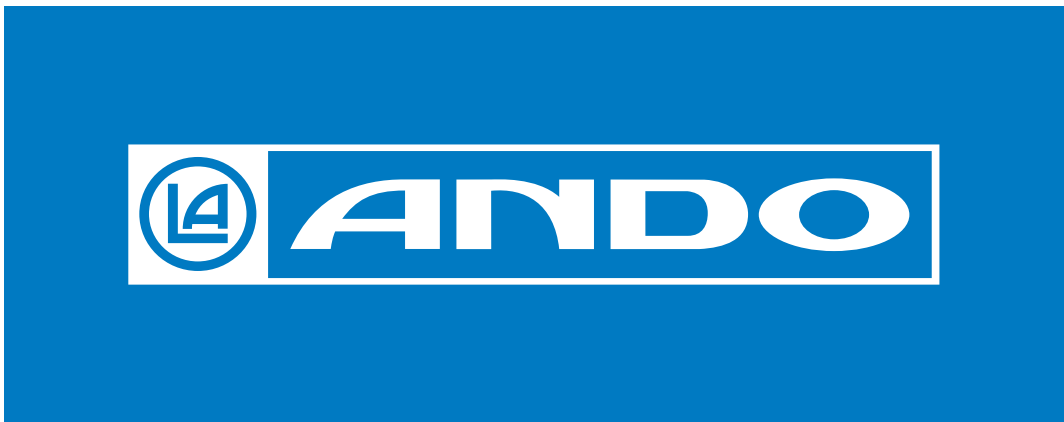
The purpose of the guidelines is to strengthen Ando's corporate image using a strong visual branding element. Our corporate mark has been created to fit the various environments in which our group evolves. The core of the design guidelines is the blue, framed Ando mark, but other colors may be used if they are better suited to a specific market or environment. Nevertheless, unity of the corporate image must be respected.

The following pages present design regulations concerning the Ando Mark, corporate names and standard colors. Please read the guidelines carefully to understand how the structure and idea of the design help global synergy for a stronger, more unified Ando image.

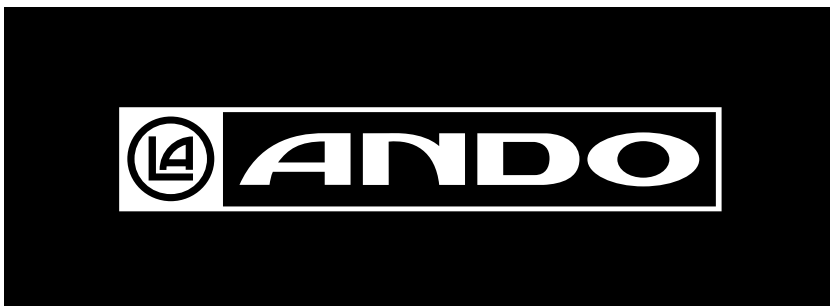
Ando Mark

The color of the Ando Mark must always be Ando Blue or white against Ando Blue background. However, when the blue color is not available or unsuited to the background, white or black colors may also be used in order to keep a contrast between the Ando Mark and the background.

Ando Blue



Black and white



Standard Color of Ando Mark

Ando Blue is the standard color for the Ando Mark. For some materials and processes, however, it is difficult to produce the identical color. In this case, the approximate colors given below are permissible.



Ando Blue: DIC182 (Munsell value; 5PB4/12.5)
Pantone 300
4-color separation; Cyan 100% + Magenta 40%

Corporate Names

The logos below are examples of Ando-affiliated corporate names to be used for official purposes. They should be reproduced from photostats or reproduction proofs. If you must resort to a typeface, please use Helvetica Regular.

Logos of corporate names: Helvetica Regular

Ando Electric Co., Ltd.

Ando Corporation

Ando Europe B.V.



Ando Electric Singapore Pte. Ltd.

Comparative Sizes of Ando Mark and Corporate Names

Whenever both logos appear together, the height of the corporate name must be at least 0.3A, and no greater than the height of the Ando Mark. Please use logo sizes that are suitable to the application.



Ando Mark



Height: 1/3A —  Ando Electric Co., Ltd.  1/3A


3-484, Tsukagoshi, Saiwai-ku, Kawasaki, Kanagawa, 212-8519 Japan Phone: +81 (0)44 549 7300 Fax: +81 (0)44 549 7467



Height: 1/3A —  Ando Electric Co., Ltd.  1/3A

3-484, Tsukagoshi, Saiwai-ku, Kawasaki, Kanagawa, 212-8519 Japan Phone: +81 (0)44 549 7300 Fax: +81 (0)44 549 7467



Ando Electric Co., Ltd.  Height: 1/3A

3-484, Tsukagoshi, Saiwai-ku, Kawasaki, Kanagawa, 212-8519 Japan Phone: +81 (0)44 549 7300 Fax: +81 (0)44 549 7467

Official Typefaces

Addresses, department names, logos, and other such items must be printed using one of the Helvetica typefaces below.

Helvetica Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Regular

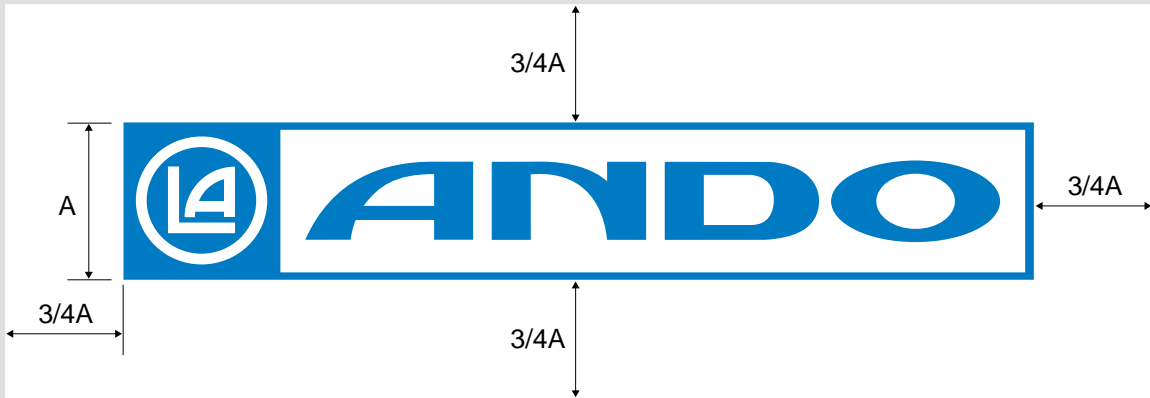
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Condensed Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890













Clear Space for Ando Mark

The amount of clear space shown below is a minimum requirement. More space should be used, when possible, to highlight the Ando Mark.


























Background Colors for Ando Mark

For clarity, there must always be a strong contrast between the colors of the Ando Mark and background, as in the examples shown below and on the following pages.

Density \ Background color	Ando Blue	
0%		Don't use
10%		Don't use
20%		Don't use
30%		Don't use
40%		
50%	Don't use	
60%	Don't use	
70%	Don't use	
80%	Don't use	
90%	Don't use	
100%	Don't use	

*For colors which do not display sufficient contrast on a medium to dark background, the Ando Mark should be displayed in white.

Black		Other colors
	Don't use	
	Don't use	
	Don't use	
	Don't use	
		
Don't use		
Don't use		
Don't use		
Don't use		
Don't use		
Don't use		

Dos and Don'ts for Ando Mark

Any alteration to the shape and color of the Ando Mark is prohibited. Below are some examples:

The Ando Mark should always be displayed in Ando Blue, with the field inside the frame in background color or image.

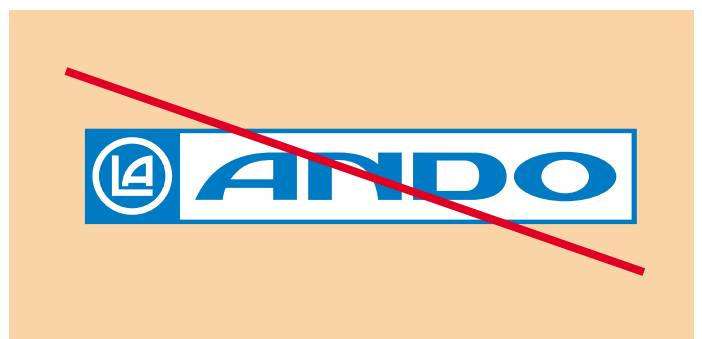
The Ando Mark (dark on light background)



The Ando Mark (light on dark background)



Do not leave the background in white inside the frame.





Do not use the Ando Mark without the frame.



Do not use the Ando Mark and symbol separately.



Do not use the Ando logo alone, except for special cases described on the following pages.



Do not use unauthorized colors.



Do not change proportions inside the frame.



Do not change character forms.



Character forms should not be changed.




The Ando Mark should not be used in combination with other typefaces.



Letters or shapes with a strong visual impact should not be displayed near the Ando Mark.



 are on the verge of the 21st century, and the economic and social systems of the globe are changing with astonishing rapidity.

Do not use the Ando Mark in ordinary text.



Do not use the symbol mark alone.



Do not alter the frame size.

Special Uses of Ando Mark

For some special cases such as outdoor signs, billboards, paper bags and novelties, the Ando Mark can be used without the symbol and frame due mainly to reproducibility.



Billboard



Exhibition signboard



Stadium wall/fences

Novelties





Ando Electric Co., Ltd.

3-484, Tsukagoshi, Saiwai-ku, Kawasaki, Kanagawa, 212-8519 Japan Phone: +81 (0)44 549 7300 Fax: +81 (0)44 549 7467

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Printed in Japan