

Daikin Logo

Basic rules

This manual provides the common basic rules on the Daikin VI System which must be followed by the entire Daikin Group. The basic rules, which are the

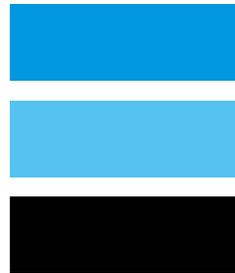
same worldwide, specify how to use and display the basic elements. The Daikin VI is made up of four basic elements: the Daikin Logo, the corporate colours, the company name logotype, and the designated typefaces.

Basic elements of the Daikin VI

Daikin Logo



Corporate colors



Company name logotypes

DAIKIN INDUSTRIES, LTD.

Designated typefaces

ABCdef123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01293456789

The Daikin Logo is a valuable asset of the Daikin Group

It must be treated with utmost care. The Daikin Logo is composed of the triangle and logotype. The Daikin Logo symbolises Daikin's corporate and brand image. It's imperative that the Daikin Logo is always displayed correctly and looks great. That way, every time people see it, the positive impression they have of Daikin will grow even stronger.

Ideas and aspirations symbolised by the Daikin Logo

The Daikin Logo is the symbol of our bold, continuous pursuit of high ideals. The sharp triangle, composed of two colours, Daikin Light Blue and Black, represents the three technological fields of machinery, chemicals, and electronics, and the integrated technologies that Daikin develops in those fields. The logo's orientation, up and to the right, expresses the pioneering spirit of the Daikin Group, forging ahead into the future.



Most important rules

These are the most important rules for ensuring that the Daikin Logo is displayed correctly and looks great.

1 Maintain the combination

Never use any part of the logo by itself

The triangle and the logotype should never be used separately.



2 Maintain relative size

Never change the relative size of the parts

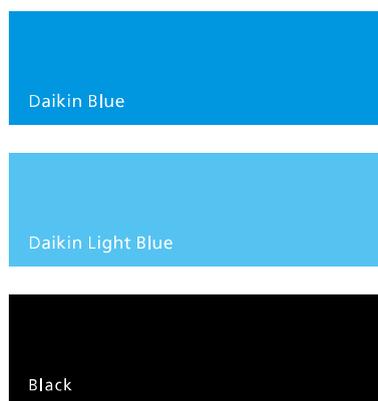
The combination of the triangle and the logotype and the relative size of the two parts should never be changed.



3 Use the right colours

Strictly use the corporate colours

The Daikin Logo should be displayed using corporate colours. Corporate colours should always be reproduced correctly, using the proper specifications.



4 Maintain clear space

Observe the clear space rules

When displaying the Daikin Logo, maintain the specified clear space, and clearly display the logo separate from all other elements.



The Daikin corporate colours

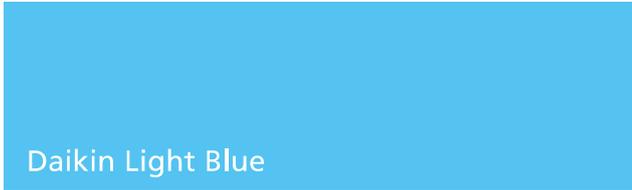
The Daikin corporate colours have a special meaning and are used to express the image of Daikin.

The Daikin corporate colours for the Daikin Logo are: Daikin Blue, Daikin Light Blue and Black.



Daikin Blue

Intelligence, Brightness



Daikin Light Blue

Intelligence, Brightness



Black

Robustness, Presence, Stability

The colour of the Daikin Logo, like its shape, conveys our corporate and brand image at a glance. It also differentiates us from other companies. Actively using the corporate colours in materials and settings is important to maximise the impact of our visual identity.

Meaning behind the corporate colours

Daikin Blue and Daikin Light Blue suggest the unique intelligence and brightness of the Daikin Group as it leverages its technological capabilities to pioneer the future. Black expresses the robustness, presence, and stability of the Daikin Group.

Most important design elements of the Daikin VI

1 Daikin Logo

This element maximises the visual appeal of the corporate and brand image of the Daikin Group.

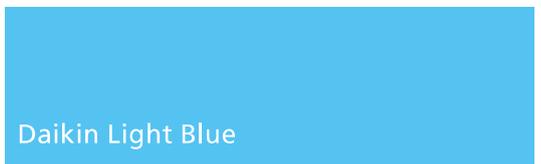


2 Corporate colours

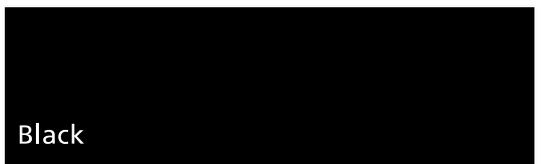
This element conveys the corporate and brand image of the Daikin Group at a glance.



Daikin Blue



Daikin Light Blue



Black

3 Company name logotypes

This logotype uses a typeface originally produced for the Daikin Group to communicate the company name accurately.

DAIKIN INDUSTRIES, LTD.

4 Designated typefaces

These typefaces build and maintain a consistent corporate and brand image for the Daikin Group.

ABCdef123

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wx**yz
 01293456789

The Corporate Symbol Mark

The Corporate Symbol Mark of the Daikin Group is the vertical type of the Daikin Logo. It should always be used on the corporate flag and employee badges.

For subsidiaries, with more than 50% investment, within the Daikin Group: Advance approval is required to use the Daikin logo.

For affiliated companies, with 50% or less investment, within the Daikin Group: the usage of this logo is not permitted.

In some cases, the vertical type of the Daikin Logo is used as the Daikin Symbol Mark representing Daikin (outdoor units, business cards, etc).



The Daikin Symbol Mark

As the symbol of the Daikin Group or of Daikin brand products, the Daikin Symbol Mark should be used on advertisements, websites, signage, pamphlets, envelopes, business forms, and promotional items. In promotional activities for Daikin brand products, approval for limited use may be granted to dealers outside the Daikin Group in certain cases. E.g. when the Daikin logo is displayed as the product brand mark.

In some cases, the vertical type of the Daikin Logo is used as the Daikin Symbol Mark representing Daikin (outdoor units, business cards, etc).



Minimum size

This is the minimum size for the Daikin Logo to ensure it does not smudge or become too small to see.

Printed materials

22 mm



Depending on the printing conditions, the Daikin Logo can smudge or become difficult to see, even at sizes above the minimum size. Avoid cases like this by printing the Daikin Logo bigger than the minimum size if needed to ensure that it is clearly visible.

Screens

71 pixels

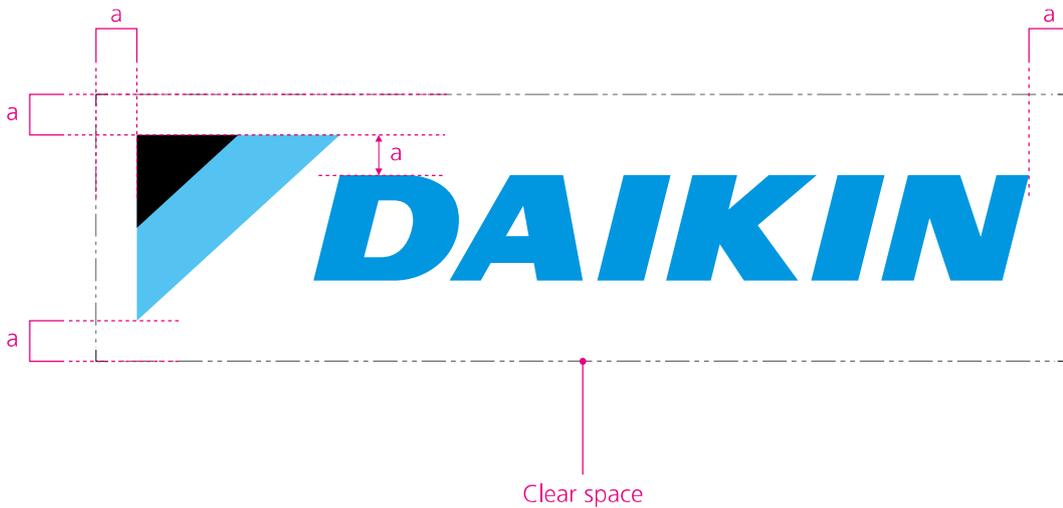


The minimum size shown here assumes a standard display resolution of 72 dpi. As a result, in other environments, such as on high-resolution displays or smartphones, the Daikin Logo can appear too small, or when zoomed into, can appear pixelated. Avoid cases like this by displaying the Daikin Logo bigger than the minimum size if needed to ensure that it is clearly visible.

Clear space rules

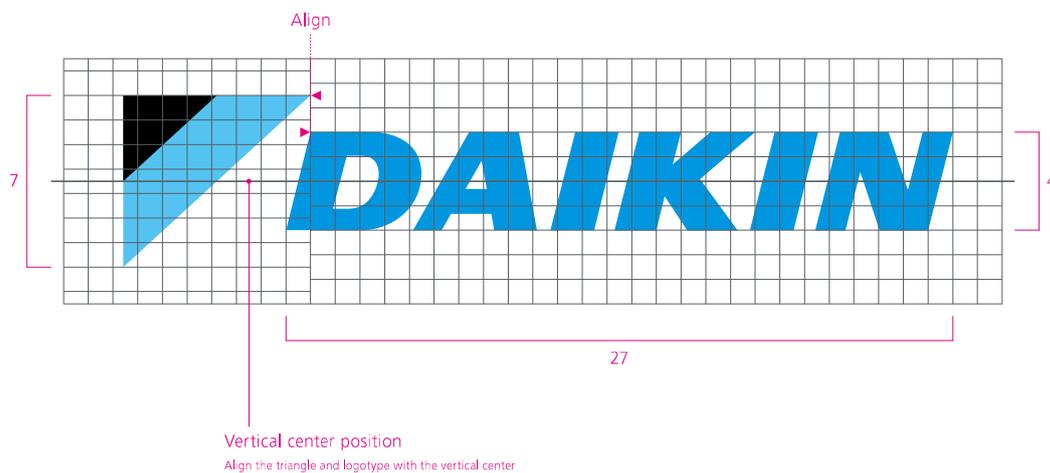
Be sure to leave the specified clear space blank all around the Daikin Logo to ensure that its colour and form stand out and it is unaffected by any other element. Avoid positioning elements in a way that

compromises the visibility or independence of the Daikin Logo, even if they are outside the specified clear space.



When the logo cannot be reproduced from data

When the logo cannot be reproduced from data on items such as large signs, use the grid scale below to be sure it is correctly reproduced.



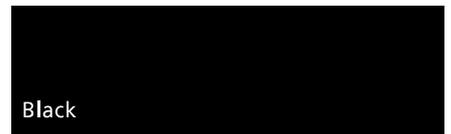
Daikin Logo

Different types of publications

Full colour

This is the **full colour display of the Daikin Logo, which should be used whenever possible** because it most accurately conveys the image of Daikin.

The full colour display, which includes all three of the corporate colours for maximum expression of the aspirations symbolized by the Daikin Logo, should be used whenever possible because it conveys the Daikin corporate and brand image most accurately. Although the colour and form of the Daikin Logo stand out best against a white background, it may also be displayed on other light backgrounds that properly maintain its visibility.



Single colour

These are the alternative colour treatments that are permitted **when full colour is not possible, for instance in single colour printing.**

Single colour (with screening)

Use this alternative when printing is limited to a single colour and screening can be rendered cleanly.



Single colour (with slit)

Use this alternative when printing is limited to a single colour but screening cannot be rendered cleanly.



Single colour (with slit, reversed)

Use this alternative when displaying the Daikin Logo on the corporate colours or a dark background.

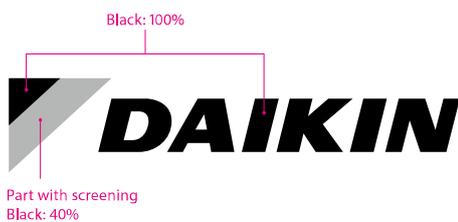


Single colour (with screening)

This alternative is used **in single colour printing when screening can be rendered cleanly.**

This alternative is used when reproduction is limited to a single colour and screening can be rendered cleanly, such as in advertisements in newspapers and magazines. If two-colour printing using Daikin Blue and black is possible, use black in the upper left

part of the triangle. Although the form of the Daikin Logo stands out best against a white background, it may also be displayed on other light coloured backgrounds that properly maintain its visibility.



Example using black



Example using Daikin Blue



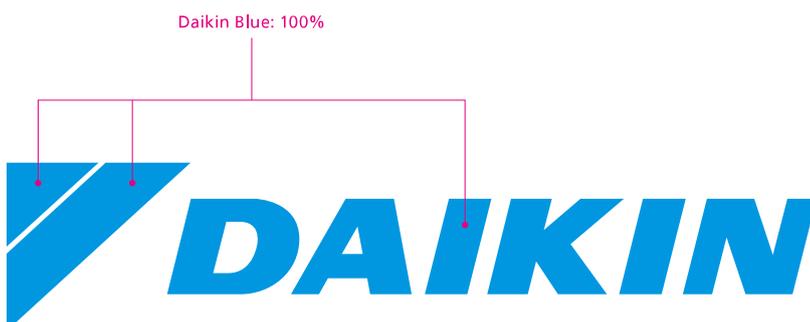
Two-colour printing example using Daikin Blue and black

Single colour (with slit)

This alternative is used **when printing in a single colour but screening cannot be rendered cleanly.**

This alternative is used when reproduction is limited to a single colour and screening cannot be rendered cleanly. The recommended display colours are the corporate colours or similar colours. Since there is

a risk of the slit smudging when printing the logo in a size less than 50 mm wide, apply the small size usage one, which has a wider slit. Although the form of the Daikin Logo stands out best against a white background, it may also be displayed on other light coloured backgrounds that properly maintain its visibility.



Example using Daikin Blue

Small size usage

Features a wider slit in the triangle

Width: 22mm–50mm



Daikin Logo: single colour (with slit, reversed)

This alternative is used **when displaying the single colour Daikin Logo on the corporate colours, similar colours, or a dark background.**

Before using this alternative, examine the possibility of using the full colour Daikin Logo, leaving the specified clear space white. When using this alternative, the corporate colours are the optimal

background colours for conveying the Daikin corporate and brand image. When the corporate colours cannot be used, select a colour as similar as possible. Since there is a risk of the slit smudging when printing the logo in a size less than 50 mm wide, apply the small size usage one, which has a wider slit.



Example using Daikin Blue

Small size usage
Features a wider slit in the triangle

Width: 22mm-50mm



Selecting background colours

When selecting background colours, it is vital to ensure that the Daikin Logo is used correctly and looks great.

The full colour display on a white background is optimal.

It is best to employ a design treatment that enables the Daikin Logo to appear on a white background.

Examples

Left: Use two different colours
Right: Use a gradient

Examples of proper usage



The Daikin Logo can be difficult to see, depending on the combination of background colour and display colour, and this can give the wrong impression. Refer to the examples of proper usage, and employ design treatments, etc., to avoid displaying the logo improperly as in the examples on the right

Examples of improper usage



Reversed display on colours different from the corporate colours risks conveying an improper corporate and brand.



Displaying the full colour on a bright background irritates the eye.



Reversed display on a yellow background, even if it has a high intensity, makes it difficult to see the Daikin Logo.

Examples of proper and improper usage



Examples of improper usage

If the Daikin Logo is not always displayed correctly, it is impossible to build a consistent visual image or strengthen the corporate or brand image. On the contrary, it can actually damage the Daikin

brand. The types of improper usage shown here are only examples. Gain a good understanding of the principles and be sure to display the logo correctly at all times.

