

Sumitomo Electric Group
Visual Identity Guidelines

SUMITOMO ELECTRIC INDUSTRIES, LTD.

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Introduction

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i Introduction

In what way is a brand made? People build up an image of a company or product through a variety of experiences. As a result of the accumulation of such experiences, the images and expectations created within people's minds form the basis for brand image. Upon leaving an impression in people's minds, the brand then becomes firmly established by providing products that live up to people's expectations, offering services and promoting brand messages.

In order to create an image of, or a sense of expectations for the Sumitomo Electric Group among customers, and establish it as a brand, the entire group must present a standardized impression, or Visual Identity (VI) of the brand, across all media.

To give the customers the unified and consistent brand image of the Sumitomo Electric Group which the Group intend to, these guidelines give you a guiding principle when you prepare any media. The guidelines must be followed in managing the brand and media designs, upon acquiring an adequate understanding of Sumitomo Electric Group's brand concept as defined in the Brand Driver Platform.

In "A. Basic Elements," the fundamental principles and designs of the Sumitomo Electric Group's VI are laid down, while "B. Application Designs" offers ideas for specific ways to use the designs. "C. FAQ" provides answers to anticipated questions concerning VI. "D. Master Files" provides a list of original data for the various design elements shown in the guidelines.

These principles offer guidelines on designing a variety of materials, but in reality it may not be possible at times to fulfill the requirements due to functional, cost or production restrictions. In these cases, adjustments may be made in a way that adheres to the guidelines laid down here as much as possible to present a standardized impression.

ii Brand Driver Platform

Tagline

Ingenious Dynamics

Brand Statement

The markets that we conduct our business operations in are witnessing radical changes, including accelerated pace of motorization, increased energy consumption, and growing demand for sophisticated information and communication networks. These changes may be attributed to factors such as significant advances in technology, progressing globalization, rapid economic growth of emerging nations and expansion of urban areas. While on the one hand people all over the world are pursuing more affluent lifestyles, environmental degradation on a global scale has intensified the need to establish sustainable business environments and urban infrastructure in order to cope with climatic changes, water and atmospheric pollution, and other related issues.

Based on the concept of “Connect, Communicate and Create”, the Sumitomo Electric Group has established a leading presence in the energy, communication and mobility business fields. We will continue to demonstrate our prowess in each of these areas, while also drawing on our consolidated strengths to fulfill our ever-increasing global responsibility, transcending national borders, to help improve the global environment and create a better world for present and future generations.

The history of the Sumitomo Group can be traced back over 400 years to the late 16th century when after considerable effort a revolutionary copper smelting technology called “Nanban-buki (Western Refining)” was perfected. The driving force behind the Sumitomo Electric brand lies in this kind of competence, demonstrated since that time, to support the advances in society by creating new value through core technologies. We will strive to keep the Sumitomo Electric brand name synonymous with advanced technology throughout the world at all times.

The Sumitomo Electric Group is committed to becoming a “Glorious Excellent Company” that contributes to the creation of a new society. To achieve this, we set our sights on global markets and develop innovative technologies that are not bound by stereotypical thinking, paying heed to the needs of our customers and of society at large.

Visual BrandDriver™



Brand Attributes

Visionary

Committed

Diverse

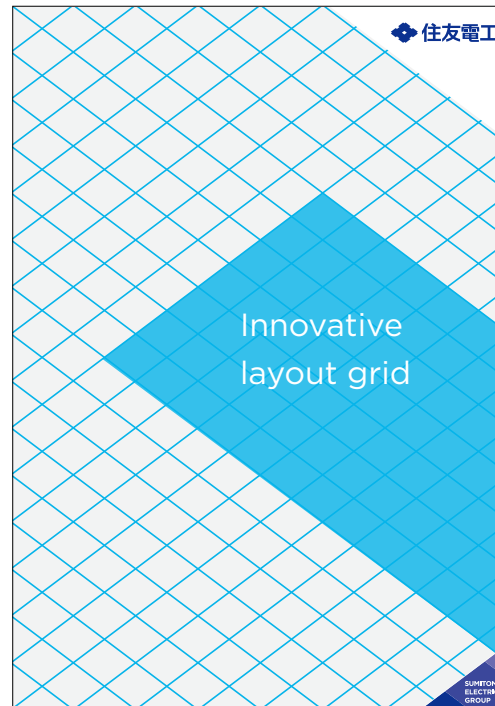
Innovative

iii About the Grid Design

The VI of the Sumitomo Electric Group was developed around the concept of the “grid design” based on the Brand Driver Platform. The concept is represented by four key words, “Visionary”, “Innovative”, “Diverse”, and “Committed”, which are described as below.

The copper wire-like lines that radiate out in four directions portray the company’s long-term and continual vision, the path that leads into the future, and Sumitomo’s innovative power in creating new businesses and value stemming from the copper wire manufacturing segment. Displaying photos, text, and colors based on the color palette in alignment with the grid created by these lines enables design that captures the diverse image of Sumitomo Electric.

The bluish purple used in the traditional Sumitomo Igeta mark has been defined as, “Sumitomo Electric Blue,” and it portrays the company’s social responsibilities, reliability, “banji-nissei” attitude (doing your best in not only business but also in every other aspect of life) and commitment to sincerity. Furthermore, secondary colors are used to further accentuate the Sumitomo Electric Blue and portray the wide range of businesses, in order to express the uniqueness of the Sumitomo Electric Group.



iv Regulations Regarding Use of Sumitomo Electric Group's VI Elements

When implementing the Sumitomo Electric Group VI, group companies are to follow these guidelines to ensure they are using the correct elements for all items they produce.

Visual Elements	Sumitomo Electric Industries, Ltd	Group companies that are allowed to use the Sumitomo Igeta mark	Group companies that are not allowed to use the Sumitomo Igeta mark
Corporate symbol mark (Sumitomo Igeta mark)		Allowed	Not allowed
Brand mark		Allowed	Not allowed
Tagline	Ingenious Dynamics	Allowed	Allowed
Corporate logotype	住友電気工業株式会社 SUMITOMO ELECTRIC INDUSTRIES, LTD.	Recommended Japanese font: Original font Recommended English font: Gotham	Recommended Japanese font: UD Shin-Go Pro (UD 新ゴ Pro) Recommended English font: Gotham
Sumitomo Electric grid logo		Allowed	Not allowed
Group grid logo		Allowed	Allowed
Grid Design		Allowed	Allowed

* As a general rule, the insertion of a group company logo within the grid logo is not permitted.

v Use of the Brand Mark by Group Companies

Group companies can use the elements shown in the table below when producing various design applications. As a general rule, in the case of group companies producing items which are not indicated in the table below, the Sumitomo Electric brand mark portion is to be replaced with the company's own logo.

	Sumitomo Electric Industries, Ltd	Group companies that are allowed to use the Sumitomo Igeta mark	Group companies that are not allowed to use the Sumitomo Igeta mark
Employee IDs and other items Office supplies	 <p>Use the brand mark, and group grid logo</p>	 <p>Use Sumitomo Igeta mark + abbreviated name or corporate logotype, and group grid logo</p>	 <p>Use abbreviated name or corporate logotype, and group grid logo</p>
Advertisements, posters, brochures, PowerPoint files, exhibition panels, etc.	 <p>Use the Sumitomo Electric grid logo, and group grid logo</p>	 <p>Use the Sumitomo Igeta mark + abbreviated name or corporate logotype, and group grid logo</p>	 <p>Use abbreviated name or corporate logotype, and group grid logo</p>

vi Sumitomo Electric Group Visual Identity Overview

Brand Driver Platform

The markets that we conduct our business operations in are witnessing radical changes, including accelerated pace of motorization, increased energy consumption, and growing demand for sophisticated information and communication networks. These changes may be attributed to factors such as significant advances in technology, progressing globalization, rapid economic growth of emerging nations and expansion of urban areas. While on the one hand people all over the world are pursuing more affluent lifestyles, environmental degradation on a global scale has intensified the need to establish sustainable business environments and urban infrastructure in order to cope with climatic changes, water and atmospheric pollution, and other related issues.



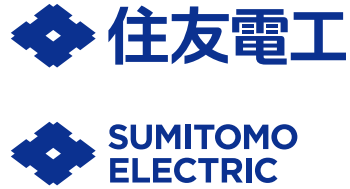
Based on the concept of "Connect, Communicate and Create", the Sumitomo Electric Group has established a leading presence in the energy, communication and mobility business fields. We will continue to demonstrate our prowess in each of these areas, while also drawing on our consolidated strengths to fulfill our ever-increasing global responsibility, transcending national borders, to help improve the global environment and create a better world for present and future generations.

The history of the Sumitomo Group can be traced back over 400 years to the late 16th century when after considerable effort a revolutionary copper smelting technology called "Nanban-buki (Western Refining)" was perfected. The driving force behind the Sumitomo Electric brand lies in this kind of competence, demonstrated since that time, to support the advances in society by creating new value through core technologies. We will strive to keep the Sumitomo Electric brand name synonymous with advanced technology throughout the world at all times.

The Sumitomo Electric Group is committed to becoming a "Glorious Excellent Company," that contributes to the creation of a new society. To achieve this, we set our sights on global markets and develop innovative technologies that are not bound by stereotypical thinking, paying heed to the needs of our customers and of society at large.

Visionary
Committed
Diverse
Innovative

Brand mark (A.01.02)

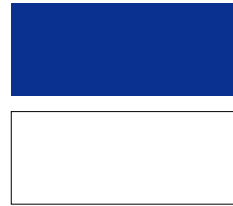


Sumitomo Electric grid logo (A.01.21)



Color palette (A.01.19)

Brand color



Secondary colors



Corporate Logotype (A.01.06)

In Japanese

住友電気工業株式会社

In English

SUMITOMO ELECTRIC INDUSTRIES, LTD.

Recommended font (A.01.16)

UD Shin-Go Pro

札幌仙台盛岡東京名古屋大阪広島福岡那覇
あいうえおかきくけこさしすせそたちつと
アイウエオカキクケコサシスセソタチツテト

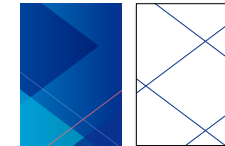
Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,
0123456789

Grid Design format (B.03.07)



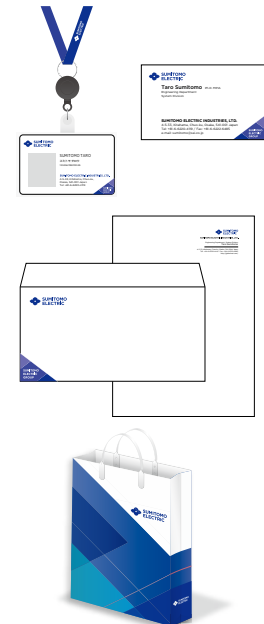
Grid Design: Graphic pattern (A.01.28)



Photo, illustration etc (A.01.29)



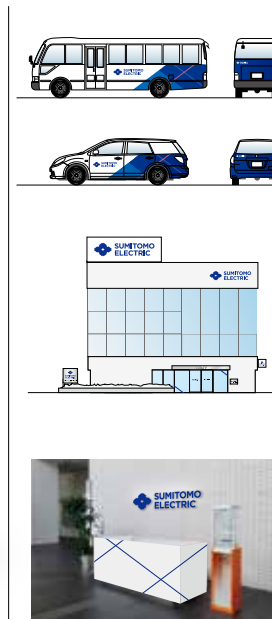
Employee ID / Office supplies (B.01, B.02)



Advertisements / PR (B.03)



Signs / Vehicle (B.04, B.05)



Exhibitions (B.06)



A large, white, sans-serif outline letter 'A' is positioned in the upper left quadrant of the page. The background consists of several overlapping geometric shapes in various shades of blue, creating a modern, abstract design.

Basic Elements

A.01

Basic Elements

- A.01.01 Corporate Symbol Mark (Sumitomo Igeta Mark)
- A.01.02 Brand Mark (Japanese)
- A.01.03 Brand Mark (English)
- A.01.04 Brand Mark (Chinese)
- A.01.05 Brand Mark (Japanese and English Written Together)
- A.01.06 Corporate Logotype
- A.01.07 Combination of the Corporate Symbol Mark and Corporate Logotype
- A.01.08 Displaying of the Corporate Logotype by Group Companies (English)
- A.01.09 Clear Space (Japanese)
- A.01.10 Clear Space (English)
- A.01.11 Clear Space (Chinese)
- A.01.12 Sumitomo Electric Group Logotype
- A.01.13 Color Variations
- A.01.14 Color System Chart
- A.01.15 Incorrect Usage of the Brand Mark
- A.01.16 Recommended Fonts
- A.01.17 Signature System (English)
- A.01.18 Tagline (Ingenious Dynamics)
- A.01.19 Color Palette
- A.01.20 General Rules of Color Palette Usage
- A.01.21 Grid Design: Sumitomo Electric Grid Logo
- A.01.22 Grid Design: Incorrect Usage of the Sumitomo Electric Grid Logo
- A.01.23 Grid Design: Group Grid Logo
- A.01.24 Grid Design: Incorrect Usage of the Group Grid Logo
- A.01.25 Grid Design: Relation to the Background Color
- A.01.26 Grid Design: Grid Pattern (Line Type)
- A.01.27 Grid Design: Grid Pattern (Solid Color Type)
- A.01.28 Grid Design: Graphic Pattern
- A.01.29 General Guidelines of Photography, Illustration, and Design Style
- A.01.30 Example-1 Using Basic Elements
- A.01.31 Example-2 Using Basic Elements

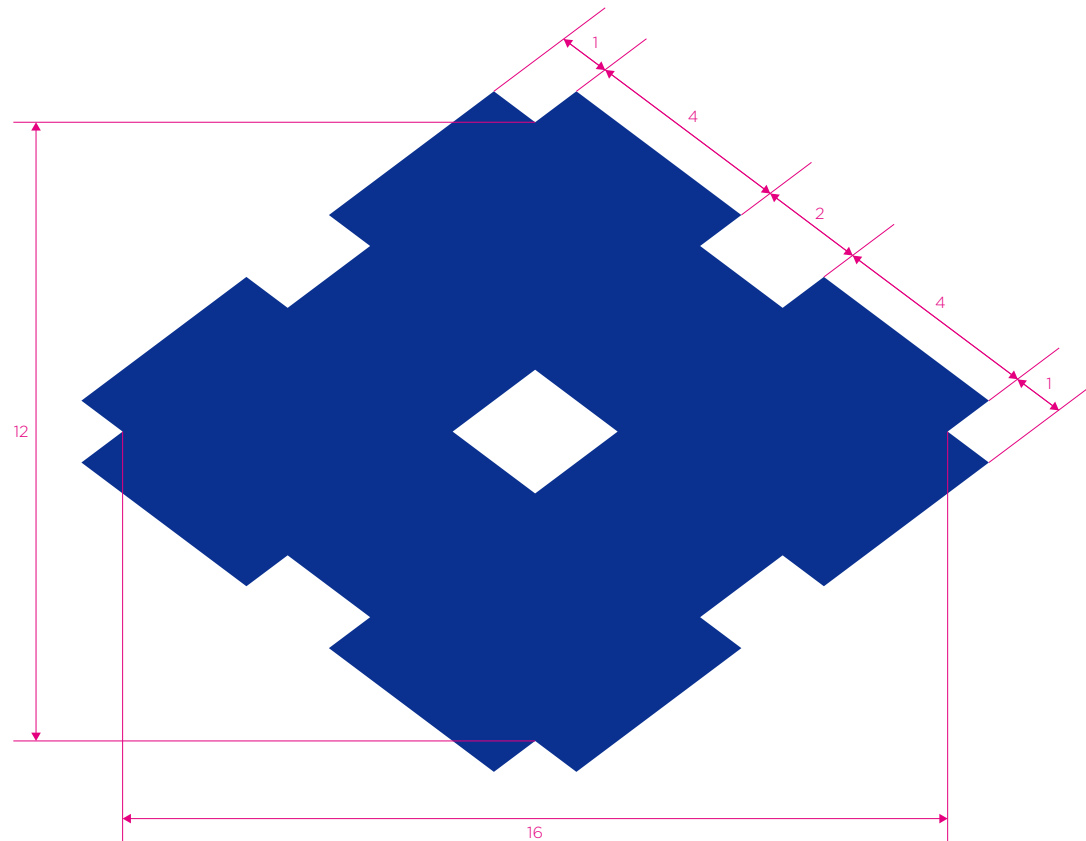
A.01.01

Basic Elements

Corporate Symbol Mark (Sumitomo Igeta Mark)

The corporate symbol mark (the Sumitomo Igeta mark) is a vital element that symbolizes the Sumitomo Electric Group. Regardless of application or size, the shape must be accurately recreated. As a general rule, the mark is displayed in color. The use of the corporate symbol mark (Sumitomo Igeta mark) by itself is generally not permitted. The supplied

file must be used at all times when displaying the corporate symbol mark (Sumitomo Igeta mark). Recreating or modifying the symbol mark in any way is prohibited.



*Measurements are in ratios

Color



CMYK C: 100 M: 90 Y: 0 K: 0
RGB R: 11 G: 49 B: 143
PANTONE 2735 C
DIC F209

A.01.02

Basic Elements

Brand Mark (Japanese)

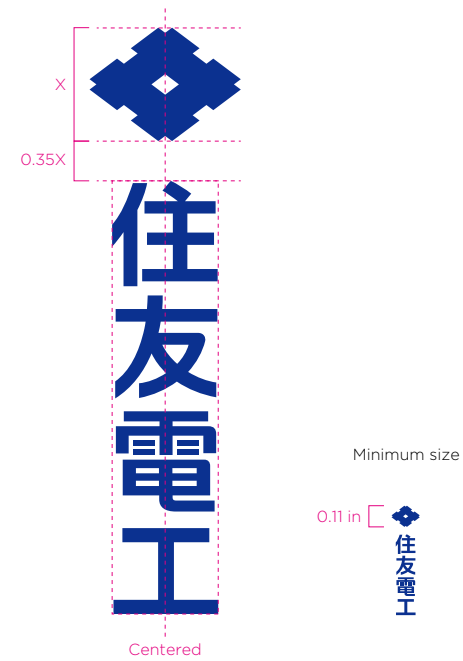
The brand mark is a vital element that symbolizes Sumitomo Electric. Regardless of application or size, the shape must be accurately recreated. The supplied file must be used at all times when displaying the brand mark. Recreating or modifying the brand mark in any way is prohibited. To ensure a certain level of visibility, the minimum size has been specified

for each type of the brand mark. Reproducing the brand mark in smaller sizes is not permitted.

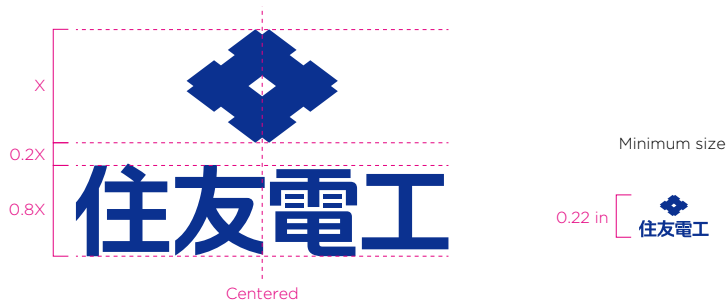
Horizontal type (preferred use)



Vertical type



Double-line type



Color



CMYK C: 100 M: 90 Y: 0 K: 0
RGB R: 11 G: 49 B: 143
PANTONE 2735 C
DIC F209

*Unspecified measurements are in ratios

A.01.03

Basic Elements

Brand Mark (English)

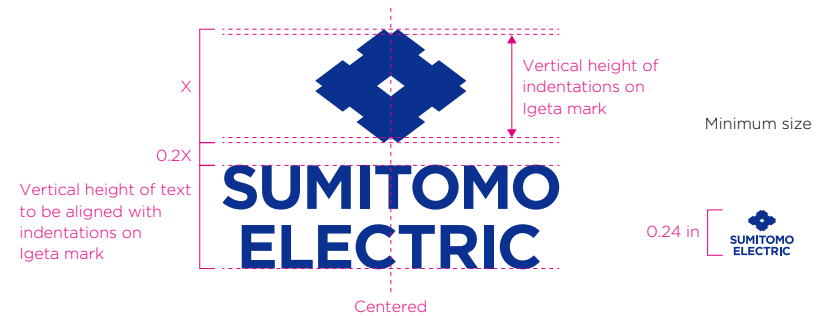
The brand mark is a vital element that symbolizes Sumitomo Electric. Regardless of application or size, the shape must be accurately recreated. The supplied file must be used at all times when displaying the brand mark. Recreating or modifying the brand mark in any way is prohibited. To ensure a certain level of visibility, the minimum size has been specified

for each type of the brand mark. Reproducing the brand mark in smaller sizes is not permitted.

Horizontal type (preferred use)



Double-line type



Single-line type



Color



CMYK C: 100 M: 90 Y: 0 K: 0
 RGB R: 11 G: 49 B: 143
 PANTONE 2735 C
 DIC F209

*Unspecified measurements are in ratios

A.01.04

Basic Elements

Brand Mark (Chinese) *

The brand mark is a vital element that symbolizes Sumitomo Electric. Regardless of application or size, the shape must be accurately recreated. The supplied file must be used at all times when displaying the brand mark. Recreating or modifying the brand mark in any way is prohibited. To ensure a certain level of visibility, the minimum size has

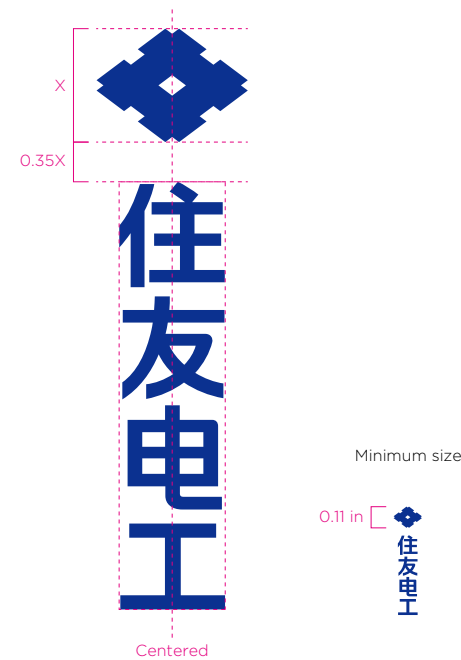
been specified for each type of the brand mark. Reproducing the brand mark in smaller sizes is not permitted.

* Only simplified Chinese characters are used in these guidelines.

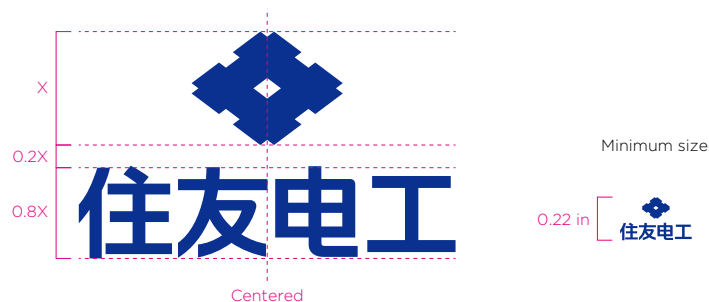
Horizontal type (preferred use)



Vertical type



Double-line type



*Unspecified measurements are in ratios

Color



CMYK C: 100 M: 90 Y: 0 K: 0
RGB R: 11 G: 49 B: 143
PANTONE 2735 C
DIC F209

A.01.05

Basic Elements

Brand Mark (Japanese and English Written Together)

The brand mark is a vital element that symbolizes Sumitomo Electric. Regardless of application or size, the shape must be accurately recreated. The supplied file must be used at all times when displaying the brand mark. Recreating or modifying the brand mark in any way is prohibited.

Horizontal type



Clear space



Color



CMYK C: 100 M: 90 Y: 0 K: 0
RGB R: 11 G: 49 B: 143
PANTONE 2735 C
DIC F209

*Unspecified measurements are in ratios

A.01.06

Basic Elements

Corporate Logotype

The supplied file must be used at all times when displaying the logotype. Recreating or modifying the logotype in any way is prohibited. To ensure a certain level of visibility, the minimum size has been specified for each type of logotype. Reproducing the logotype in smaller sizes is not permitted.

Japanese (horizontal)

住友電気工業株式会社

Minimum size 0.08 in □ 住友電気工業株式会社

English

SUMITOMO ELECTRIC INDUSTRIES, LTD.

Minimum size 0.05 in □ SUMITOMO ELECTRIC INDUSTRIES, LTD.

Chinese (horizontal)

住友电气工业株式会社

Minimum size 0.08 in □ 住友电气工业株式会社

Japanese (vertical)

住友電気工業株式会社

Minimum size

0.08 in □ 住友電気工業株式会社

Chinese (vertical)

住友电气工业株式会社

Minimum size

0.08 in □ 住友电气工业株式会社

A.01.07

Basic Elements

Combination of the Corporate Symbol Mark and Corporate Logotype

The supplied file must be used at all times when displaying the corporate symbol mark in combination with the corporate logotype. Recreating or modifying the logotype in any way is prohibited. To ensure a certain level of visibility, the minimum size has been specified for each type of logotype. Reproducing the logotype in smaller sizes is not permitted.

Japanese (horizontal)

Vertical height of text to be aligned with indentations on Igeta mark

Minimum size 0.11 in [◆ 住友電気工業株式会社]

English

0.8X --- Centered

Minimum size 0.11 in [◆ SUMITOMO ELECTRIC INDUSTRIES, LTD.]

Chinese (horizontal)

Vertical height of text to be aligned with indentations on Igeta mark

Minimum size 0.11 in [◆ 住友电气工业株式会社]

Japanese (vertical)

0.35X

Minimum size 0.11 in [◆ 住友電気工業株式会社]

Chinese (vertical)

0.35X

Minimum size 0.11 in [◆ 住友电气工业株式会社]

A.01.08

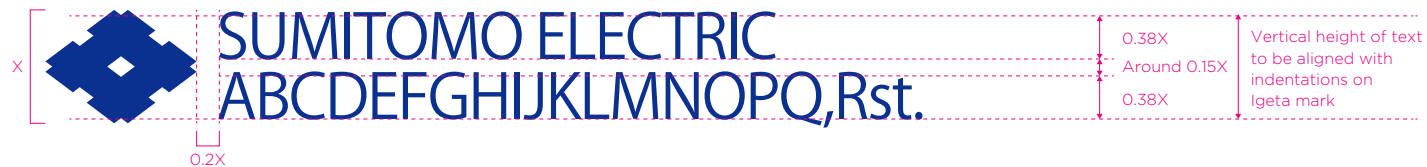
Basic Elements

Displaying of the Corporate Logotype by Group Companies (English)

The guidelines below must be followed when group companies create a corporate logotype.

Companies that are allowed to use the Sumitomo Igeta mark

In combination with the corporate logotype



Criteria for spacing between characters

Font	Gotham Bold*
Kerning setting for spacing between characters	Automatic
Tracking	-30

* Refer to "A.01.16 Recommended Fonts"

Adjust the spacing between characters after making the settings above when necessary.

Example



Companies that are not allowed to use the Sumitomo Igeta mark

Corporate logotype
ABCDEFGHIJKLMN O P Q, Rst.

Example

ENGINEERED SINTERED COMPONENTS

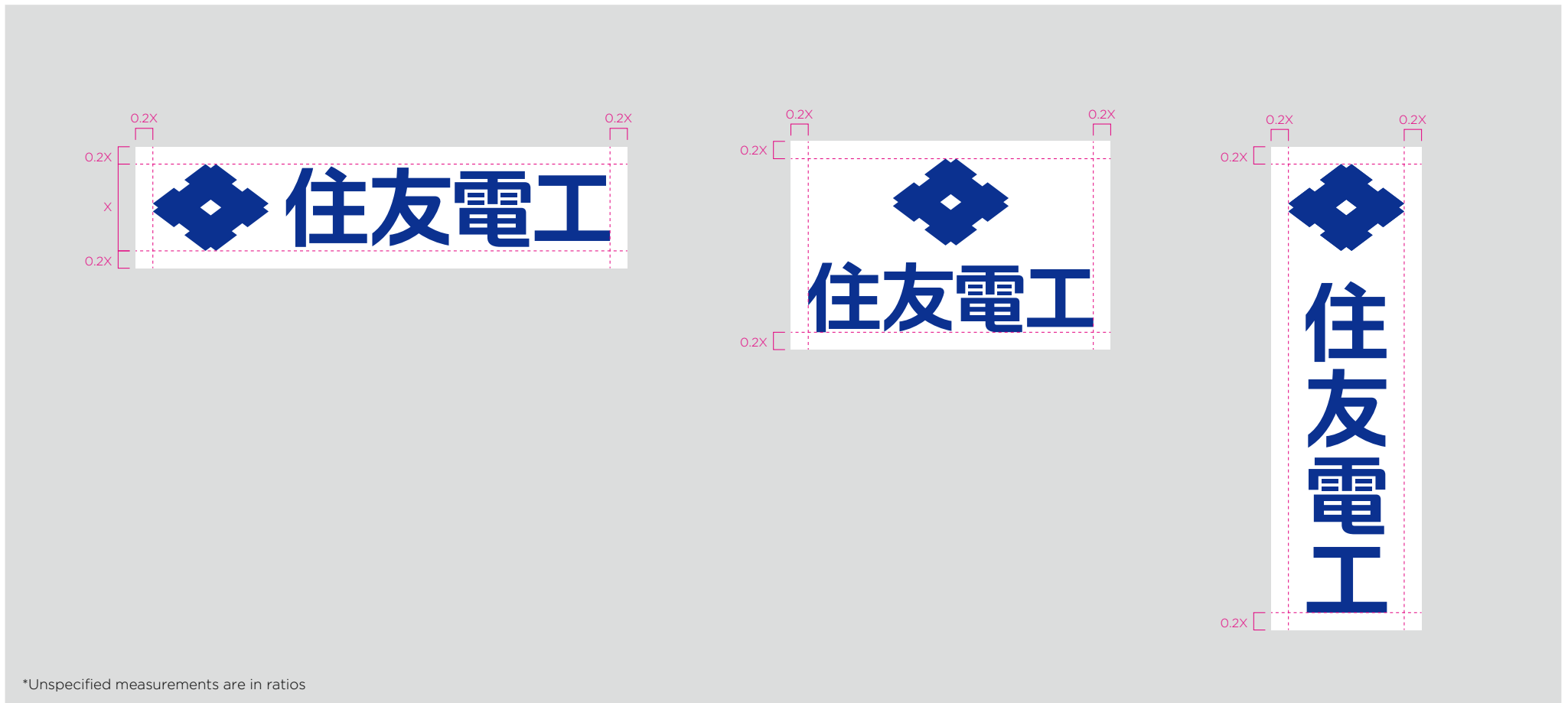
*Unspecified measurements are in ratios

A.01.09

Basic Elements

Clear Space (Japanese)

When displaying the brand mark, there must be a clear space around the brand mark as specified here. Avoid placing highly distinctive letters or diagrams near the brand mark even if sufficient clear space is provided. Furthermore, if there is a photograph or illustration in the background, choose a spot which is less busy in the image to ensure adequate visibility.

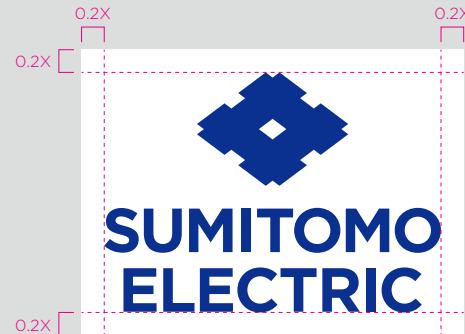
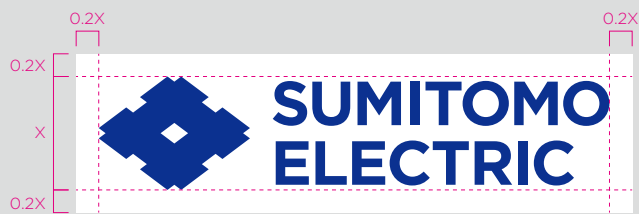


A.01.10

Basic Elements

Clear Space (English)

When displaying the brand mark, there must be a clear space around the brand mark as specified here. Avoid placing highly distinctive letters or diagrams near the brand mark even if sufficient clear space is provided. Furthermore, if there is a photograph or illustration in the background, choose a spot which is less busy in the image to ensure adequate visibility.



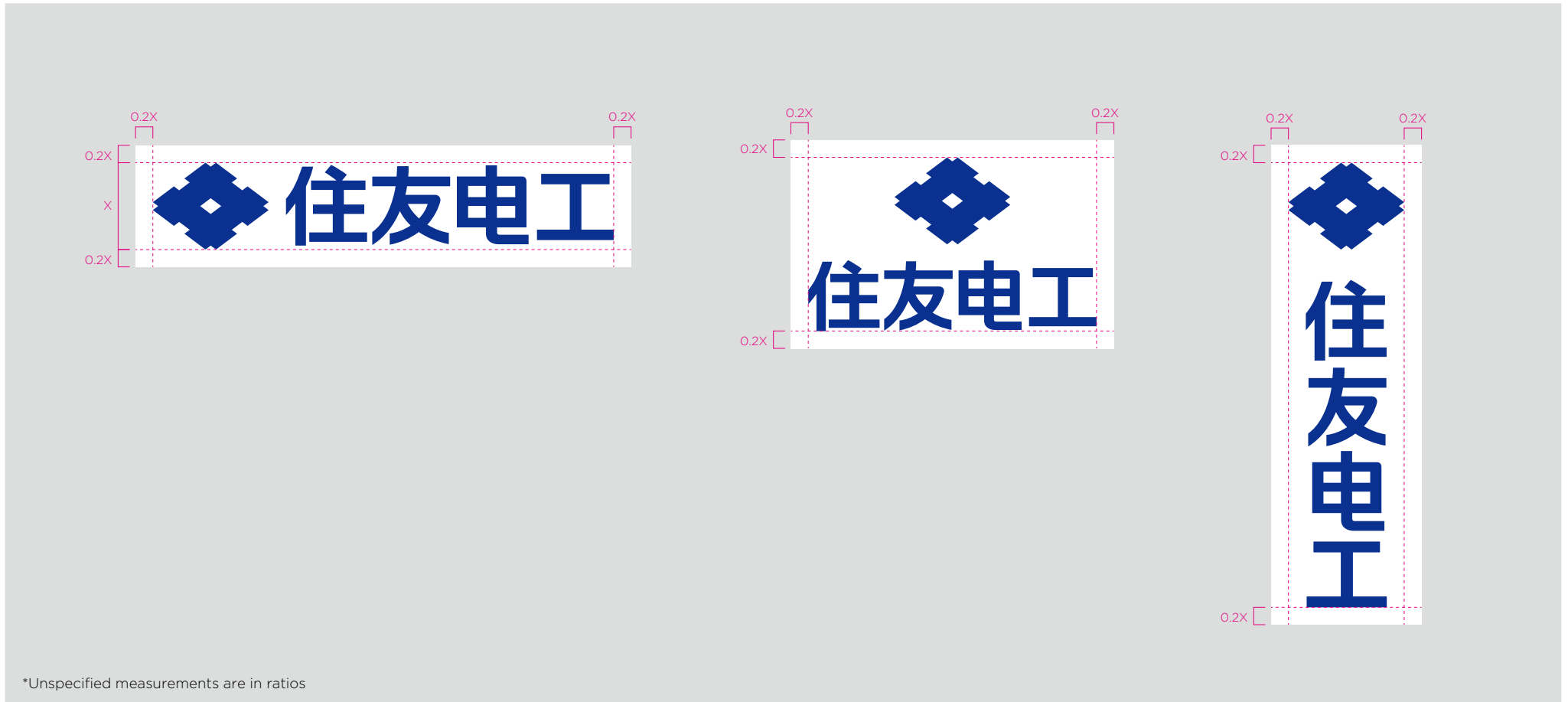
*Unspecified measurements are in ratios

A.01.11

Basic Elements

Clear Space (Chinese)

When displaying the brand mark, there must be a clear space around the brand mark as specified here. Avoid placing highly distinctive letters or diagrams near the brand mark even if sufficient clear space is provided. Furthermore, if there is a photograph or illustration in the background, choose a spot which is less busy in the image to ensure adequate visibility.



A.01.12

Basic Elements

Sumitomo Electric Group Logotype

The supplied file must be used at all times when displaying the Sumitomo Electric Group logotype. Recreating or modifying the logotype in any way is prohibited. To ensure a certain level of visibility, the minimum size has been specified for each type of logotype. Reproducing the logotype in smaller sizes is not permitted. The Sumitomo Electric Group logotype cannot be used in combination with the Sumitomo Igeta mark. Corporate

logotypes and product trademarks of Sumitomo Electric Group companies must not be displayed close to the Sumitomo Electric Group logotype. When using the Sumitomo Electric Group logotype, the group company name must also be displayed on the same surface. Use of the Sumitomo Electric Group logotype on its own is prohibited.

Japanese

住友電工グループ

Minimum size 0.08 in  住友電工グループ

English

SUMITOMO ELECTRIC GROUP

Minimum size 0.05 in  SUMITOMO ELECTRIC GROUP

Chinese

住友电工集团

Minimum size 0.08 in  住友电工集团

A.01.13

Basic Elements

Color Variations

The brand mark should be displayed in color wherever possible. When it cannot be displayed in color, monochrome options are available. Consult the Public Relations Department if the brand mark must be displayed in the material color, such as metal.

Color

Positive

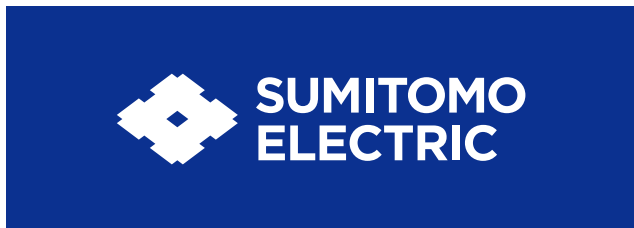


Monochrome

Positive



Reverse



Reverse

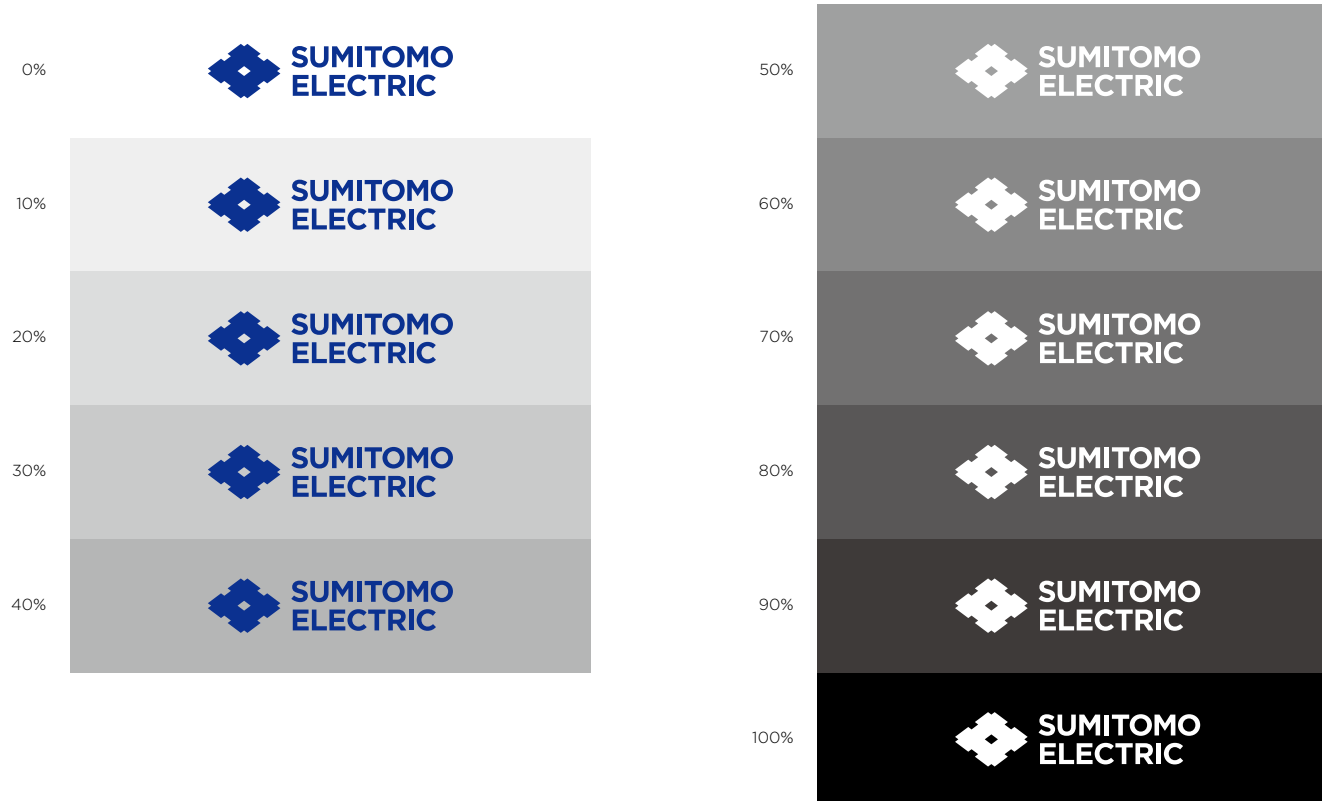


A.01.14

Basic Elements

Color System Chart

This is a chart that shows the relationship between the brand mark and the background color. Refer to this color system chart when displaying the brand mark, and use the appropriate color to ensure a certain amount of visibility.



The brand mark is to be displayed as a reverse image if the darkness of the background color exceeds 50%, regardless of its color.

A.01.15

Basic Elements

Incorrect Usage of the Brand Mark

The supplied file must be used at all times when displaying the brand mark. Recreating or modifying the brand mark in any way is prohibited. Incorrect modifications of the brand mark include, but are not limited to, the following examples.



Do not distort



Do not use shadows



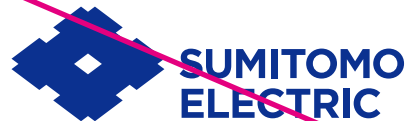
Do not apply graphic processing



Do not change font



Do not use undesignated colors



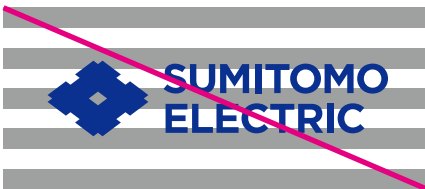
Do not change combination and size criteria



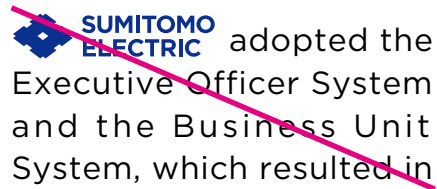
Do not change spaces between characters



Do not outline



Do not display on complex patterns that lower the visibility of the mark



Do not use within text

A.01.16

Basic Elements

Recommended Fonts

The recommended fonts are used for messages conveyed by the Sumitomo Electric Group. As a general rule, they are used mainly for office supplies, catalogs, signboards and other items conveying basic information on the company, such as the address and contact information. The use of these fonts is also recommended for use in externally facing material such as advertisements and printed material, but other fonts may also be used in

accordance with requirements. Substitute fonts are chosen for instances where the recommended fonts are not installed as standard fonts on a Windows operating system.

Recommended Japanese fonts

UD Shin-Go Pro (UD新ゴPro)

大阪東京伊丹横浜あいうえおかきくけこ
さしすせそアイウエオカキクケコサシスセソ

モリサワ UD新ゴPro L
モリサワ UD新ゴPro R
モリサワ UD新ゴPro M
モリサワ UD新ゴPro DB
モリサワ UD新ゴPro B

Substitute Japanese fonts

Meiryo (メイリオ)

大阪東京伊丹横浜あいうえおかきくけこ
さしすせそアイウエオカキクケコサシスセソ

Recommended English fonts

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz,.0123456789

Gotham Light
Gotham Book
Gotham Medium
Gotham Bold

Substitute English font

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz,.0123456789

* When using both the Microsoft Office 2003 and 2010 versions, use MSP Gothic.

A.01.17

Basic Elements

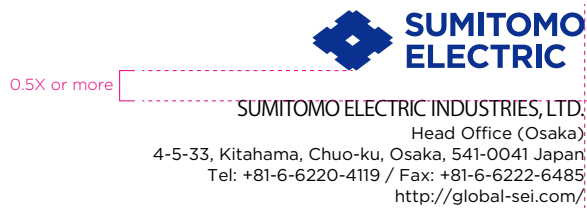
Signature System (English)

Here are the regulations on displaying the brand mark in combination with company information (corporate logotype name, address, telephone number, fax number, URL). Information must be aligned with the dotted lines.

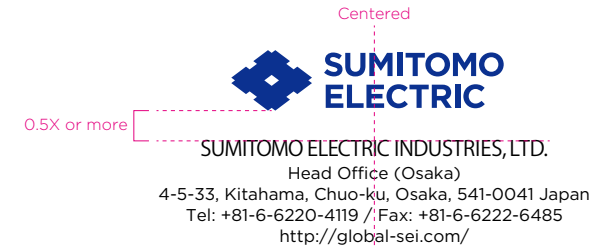
Vertically aligned (left-justified)



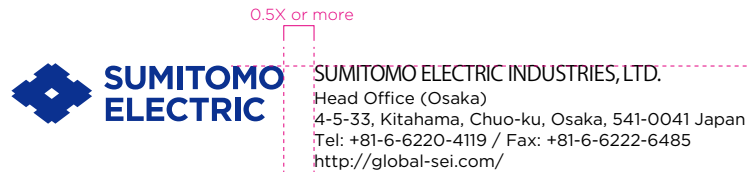
Vertically aligned (right-justified)



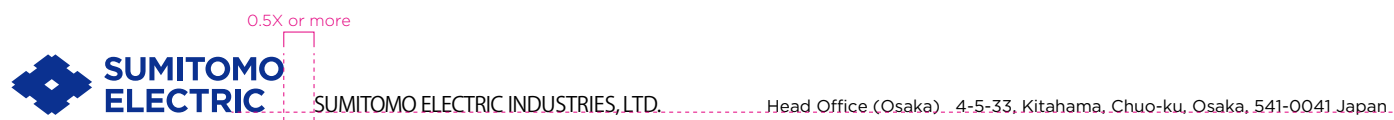
Vertically aligned (centered)



Horizontally aligned (top-justified)



Horizontally aligned (bottom-justified)



*Unspecified measurements are in ratios

A.01.18

Basic Elements

Tagline (Ingenious Dynamics)

The tagline conveys the spirit of the Sumitomo Electric Group in a brief sentence. The supplied file must be used at all times when displaying the tagline. Recreating or modifying the tagline in any way is prohibited. As well as the use of the tagline in any way that may result in a negative image of the brand, are prohibited.

Tagline

Ingenious Dynamics

Incorrect usage

Do not show across two lines

~~Ingenious
Dynamics~~

Color variations

Color

Ingenious Dynamics

Monochrome

Positive

Ingenious Dynamics

Positive

Reversed

Ingenious Dynamics

Reversed

Ingenious Dynamics

A.01.19

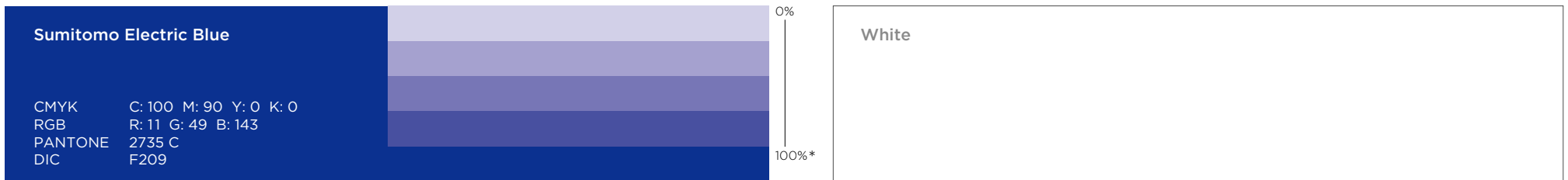
Basic Elements

Color Palette

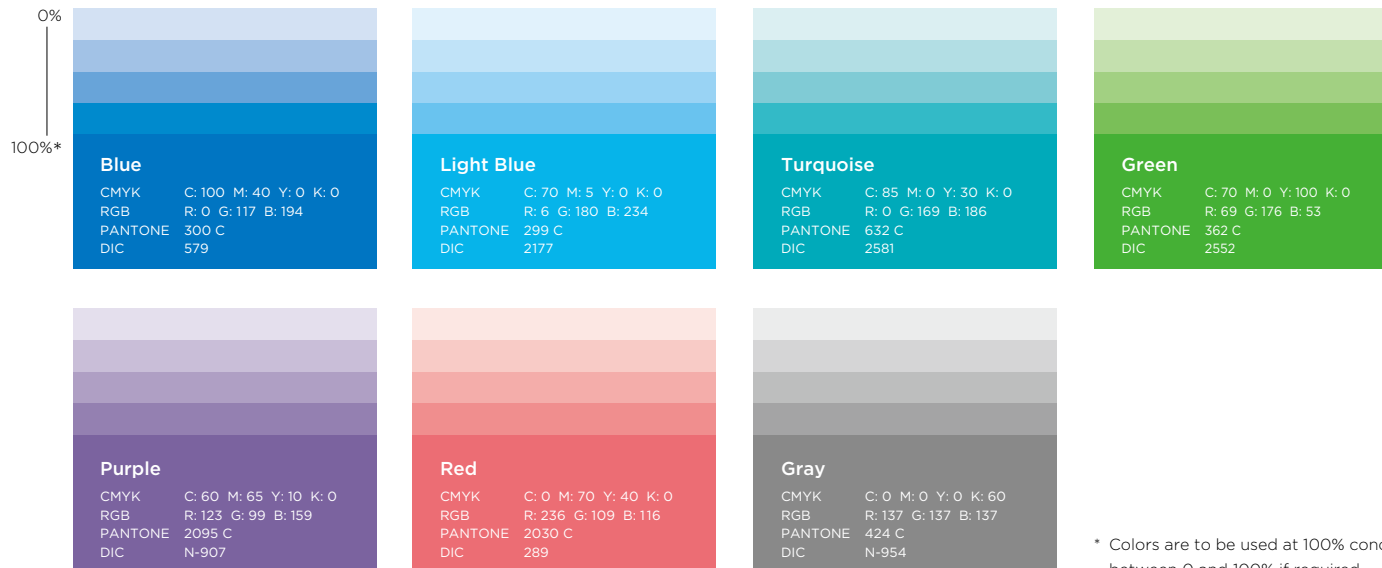
The color palette is designed to convey the uniqueness of the Sumitomo Electric Group through color. Brand colors are used for the brand mark and the Sumitomo Electric grid logo, and must be primarily used. The secondary colors are used for the grid design, diagrams and graphic elements. As a general rule, the colors shown in the color palette must be used for the various applications including, for example, the layout

designs of catalogs. Adjust the color if necessary as the color may appear differently depend on the material and medium. Please contact the Public Relations Department if color sample is needed.

Brand colors



Secondary colors



* Colors are to be used at 100% concentration as a general rule, but they may be used at any concentration between 0 and 100% if required.

A.01.20

Basic Elements

General Rules of Color Palette Usage

The following general rules must be followed when using the color palette.

Brand colors are primarily used.



Sumitomo Electric Blue and White brand colors are primarily used as key colors that symbolize the entire Sumitomo Electric Group.



E.g., when expressing the entire Sumitomo Electric Group through company brochures, comprehensive product catalogs, PowerPoint files.

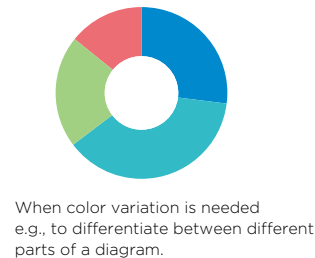
Secondary colors are to be used when color variations other than the brand colors are required.



Secondary colors are to be used in brochures and other materials that need to be differentiated by color, or when greater color variation is necessary. It can also be used when other colors are needed for design purposes. When you need more colors, use the secondary colors at different concentrations rather than use any colors not included in the secondary color palette.



When greater differentiation is needed e.g., in product brochures.



When color variation is needed e.g., to differentiate between different parts of a diagram.



Secondary colors are to be used at different concentrations when numerous colors are needed.

As a general rule, same color tones must be used on the same layout.



Combining blue color tones with red color tones at similar quantities creates a visually strong contrast, so the same color tones should be used when combinations of different colors is required. The use of blue color tones in combination with red color tones on the same layout must be limited to use as accents in thin lines, dots or diagrams. The combination must not be used over a large surface area.

Not Allowed

Red color tones must not be combined with blue color tones to cover large surface areas.



Allowed

The combination of Red color tones with blue color tones must only be used as accents.



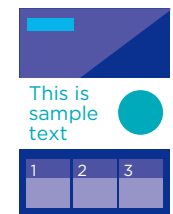
Not Allowed

Avoid use of too many colors.



Allowed

Same color tones are to be used.



A.01.21

Basic Elements

Grid Design: Sumitomo Electric Grid Logo

The Sumitomo Electric grid logo is used in various formats to enhance the visibility of the brand mark and leave a stronger impression. The following guidelines must be followed when using the Sumitomo Electric grid logo. The supplied file must be used at all times when displaying the logo.

Japanese

English

* When a bleed is necessary or the cutline accuracy is poor, a bleed area may be added to the logo.

Variations of the Sumitomo Electric grid logo

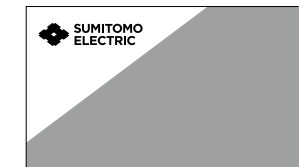
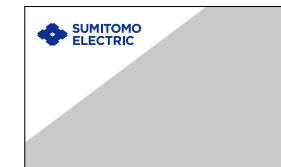
The position and shape of the Sumitomo Electric grid logo must be chosen from the four options shown.

Variations in color

Color

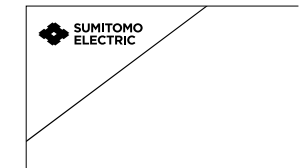
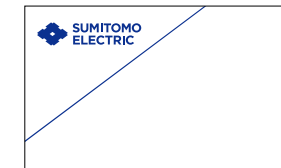
Monochrome

When the display surface is colored

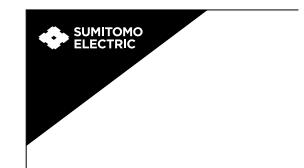
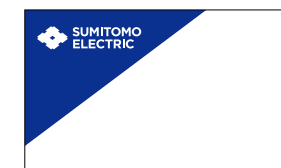


Color: Base (White), brand mark (Sumitomo Electric Blue)
 Monochrome: Base (White), brand mark (K100%)

When the display surface is white (the thickness of the line in the supplied file must not be changed)



Color: Base (White), brand mark (Sumitomo Electric Blue)
 Monochrome: Base (White), brand mark (K100%)



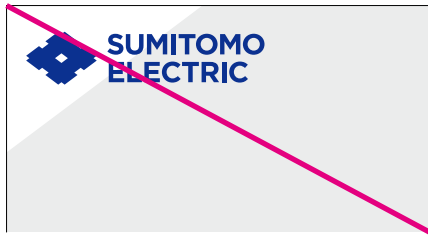
Color: Base (Sumitomo Electric Blue), brand mark
 Monochrome: Base (K100%), brand mark (White)

A.01.22

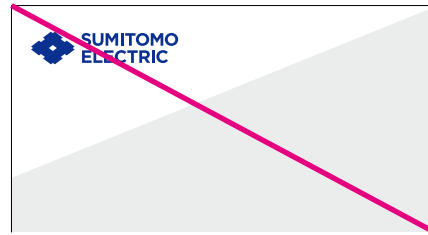
Basic Elements

Grid Design: Incorrect Usage of the Sumitomo Electric Grid Logo

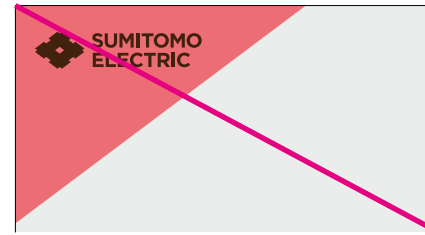
The supplied file must be used at all times when displaying the Sumitomo Electric grid logo. Recreating or modifying the Sumitomo Electric grid logo in any way is prohibited. Incorrect modifications of the logo include, but are not limited to, the following examples.



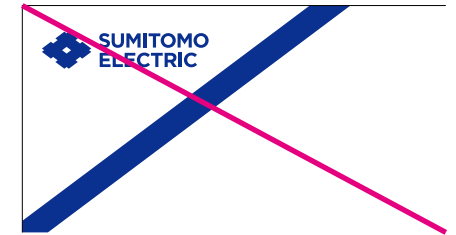
Do not display the grid below the brand mark



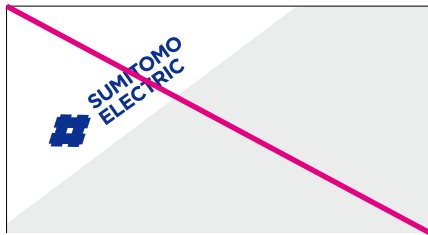
Do not change the height-to-width ratio of the grid



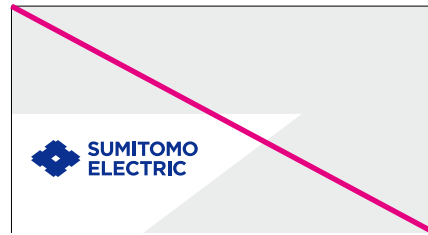
Do not use undesignated colors



Do not change line thickness



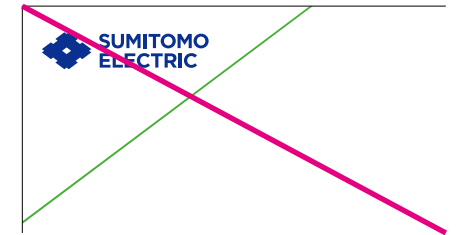
Do not place brand mark diagonally



Do not position the brand mark in places other than the four corners



Do not use of trimmed patterns or photos



Do not change line to an undesignated color

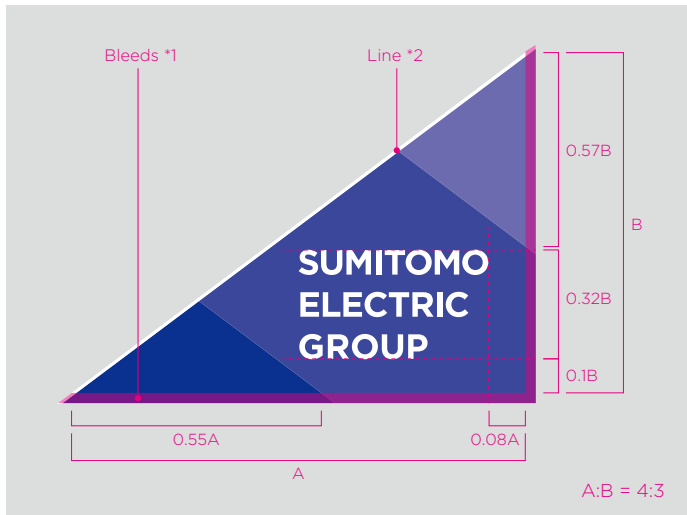
A.01.23

Basic Elements

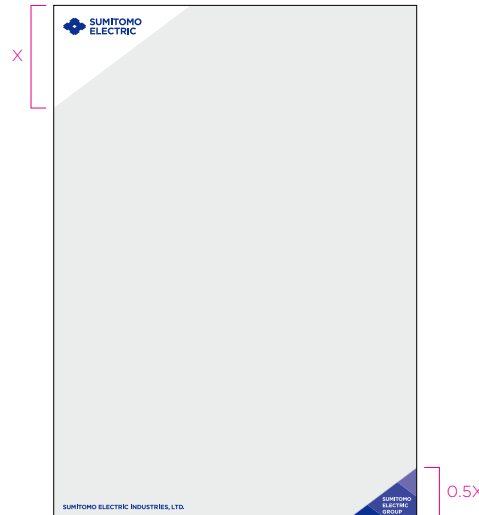
Grid Design: Group Grid Logo

The Group grid logo is used in various formats to enhance the visibility of Sumitomo Electric Group and leave a stronger impression. The following guidelines must be followed when using the Group grid logo. The supplied file must be used at all times when displaying the logo.

Group grid logo



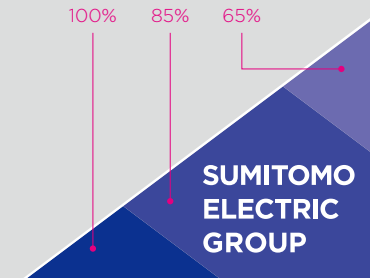
General size rules to follow when displaying the Sumitomo Electric grid logo with the Group grid logo



Variations in color

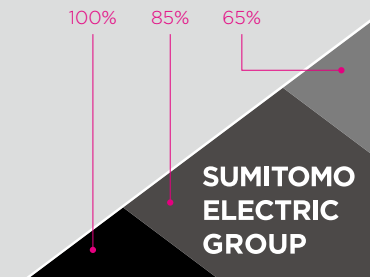
Color

Base: Sumitomo Electric Blue
Group logo type, Line: White



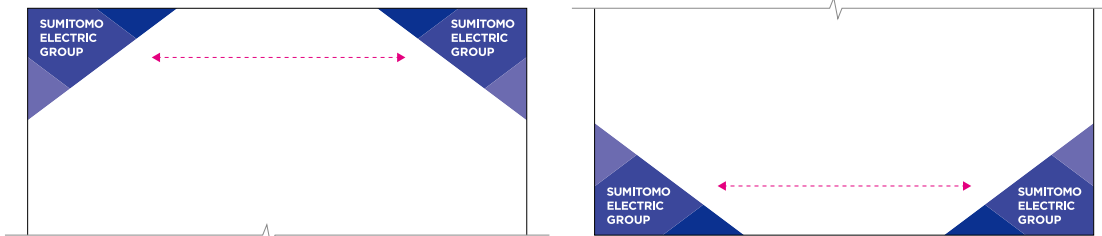
Monochrome

Base: Black
Group logo type, Line: White



- *1 When a bleed is necessary or the cutline accuracy is poor, a bleed area may be added to the logo.
- *2 The thickness of the line in the original data must not be changed.

Variations The position and shape of the Group grid logo must be chosen from the four options shown below.



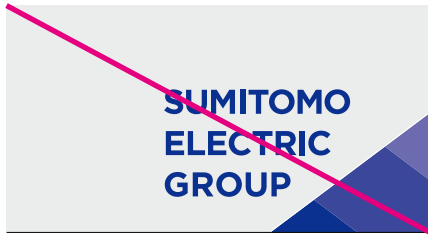
*Unspecified measurements are in ratios

A.01.24

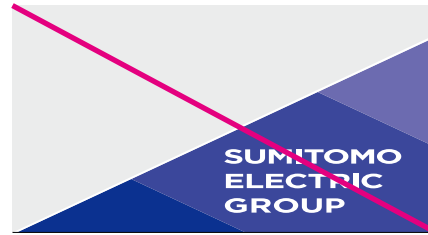
Basic Elements

Grid Design: Incorrect Usage of the Group Grid Logo

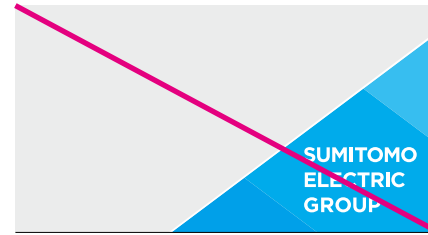
The supplied logo must be used at all times when displaying the Group grid logo. Recreating or modifying the Group grid logo in any way is prohibited. Incorrect modifications of the logo include, but are not limited to, the following examples.



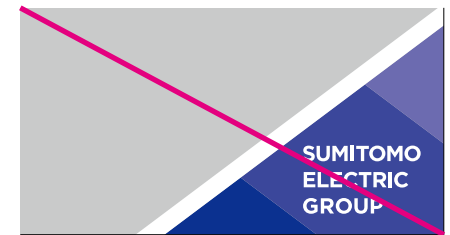
Do not modify the positioning



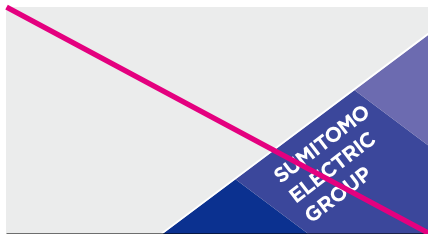
Do not modify the shape



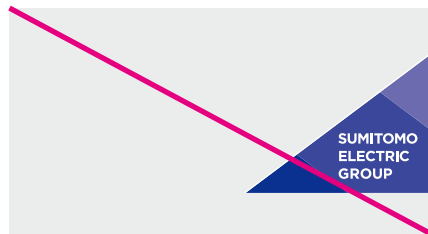
Do not use undesignated colors



Do not change line thickness



Do not change layout



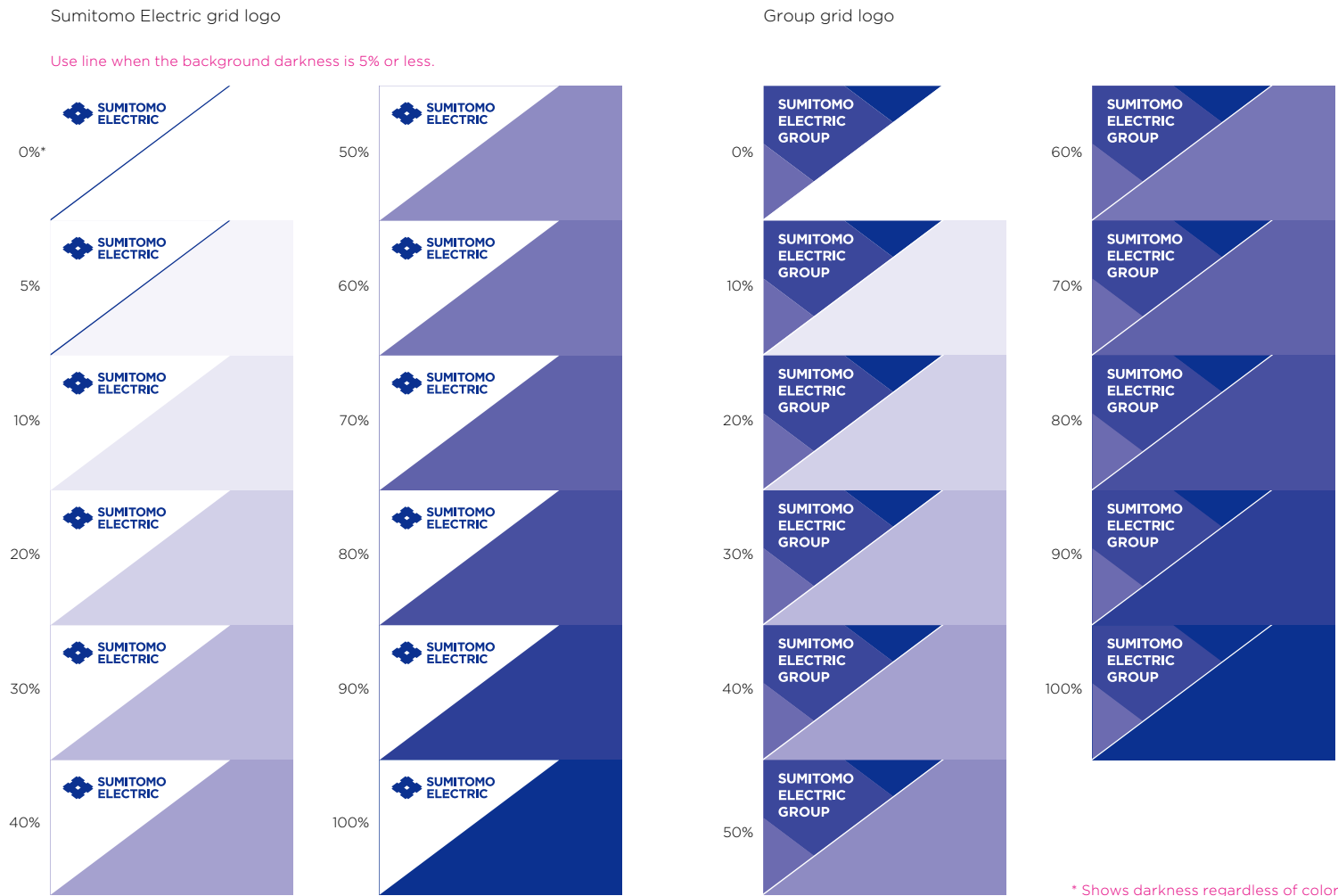
Do not display the group grid logo in positions other than the four corners

A.01.25

Basic Elements

Grid Design: Relation to the Background Color

This chart shows the relationship between the Sumitomo Electric grid logo and the Group grid logo, and the background color. Refer to this color system chart when displaying the Sumitomo Electric grid logo or the Group grid logo to select colors that will ensure a certain amount of visibility.

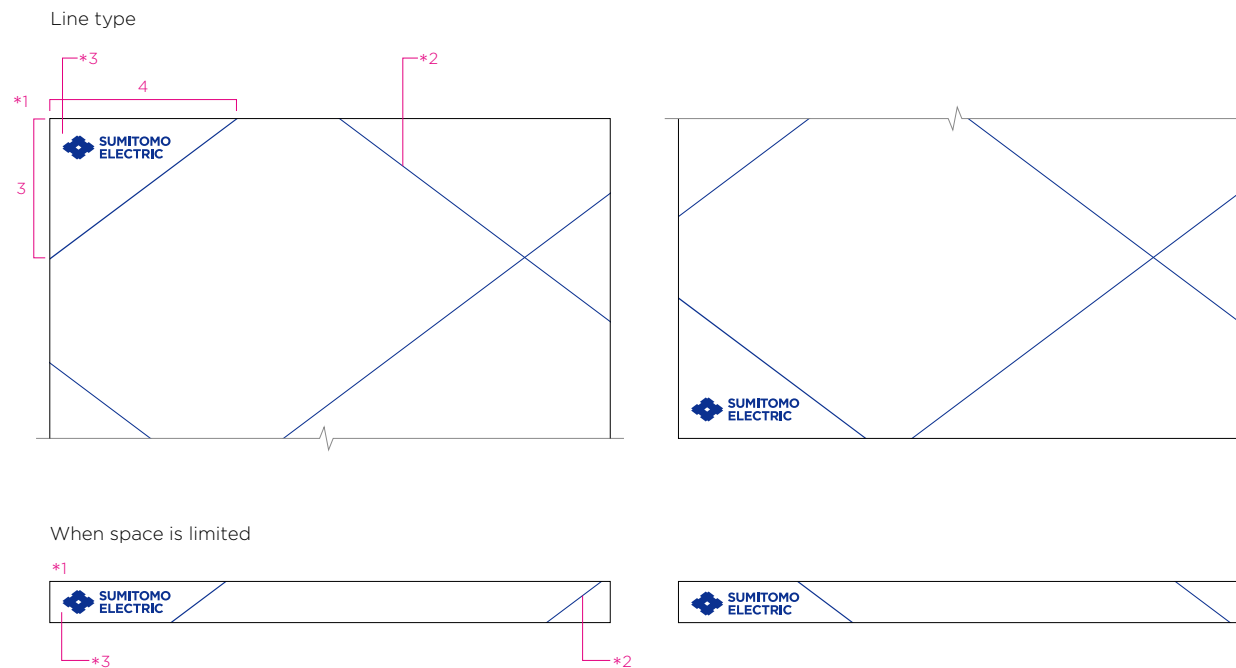


A.01.26

Basic Elements

Grid Design: Grid Pattern (Line Type)

The grid pattern is used in various formats to create a standardized impression of the Sumitomo Electric Group. Other than the predetermined angle of the grid pattern, it may be arranged in the ways shown below. Refer to the examples shown here when using the grid pattern.



- *1 The line is to be drawn so that it intersects a rectangle with a vertical-to-horizontal ratio of 3:4 diagonally (the line may be laterally inverted, but its angle must not be changed).
- *2 Line positions may be changed.

Example



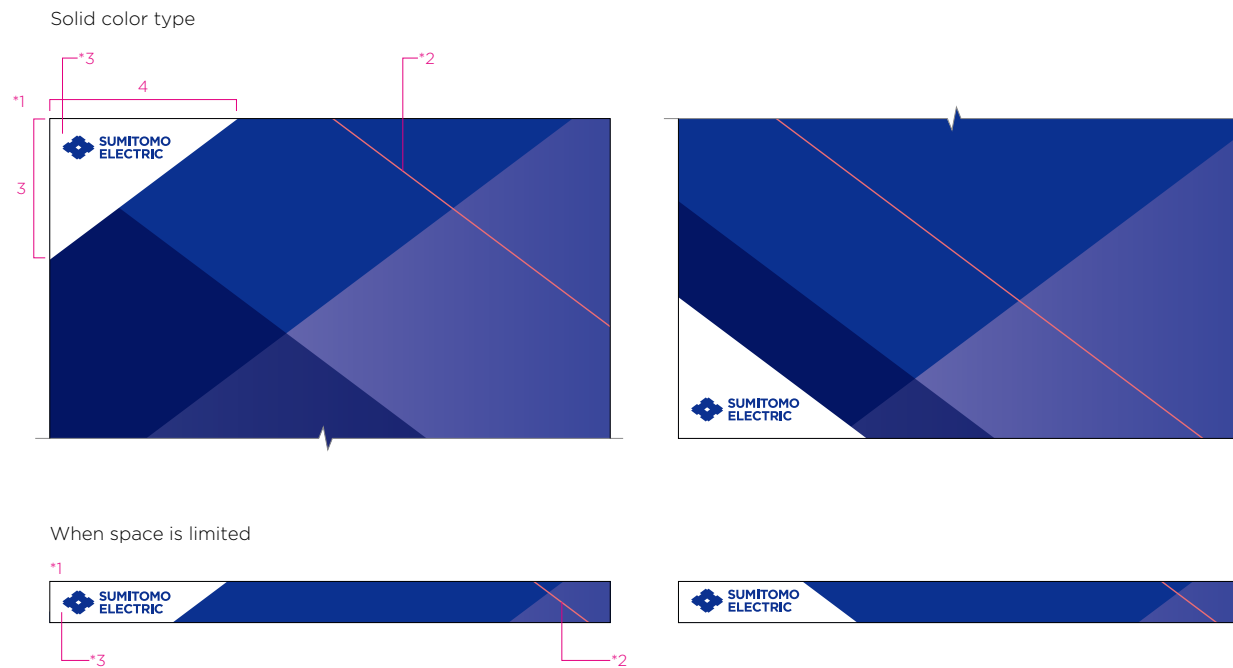
*Unspecified measurements are in ratios

A.01.27

Basic Elements

Grid Design: Grid Pattern (Solid Color Type)

The grid pattern is used in various formats to create a standardized impression of the Sumitomo Electric Group. Other than the predetermined angle of the grid pattern, it may be arranged in the ways shown below. Refer to the examples shown here when using the grid pattern.



Example



- *1 The line is to be drawn so that it intersects a rectangle with a vertical-to-horizontal ratio of 3:4 diagonally (the line may be laterally inverted, but its angle must not be changed).
- *2 Line positions may be changed.
- *3 Only the brand mark may be displayed within the Sumitomo Electric grid logo (refer to A.01.21) area.

*Unspecified measurements are in ratios

A.01.28

Basic Elements

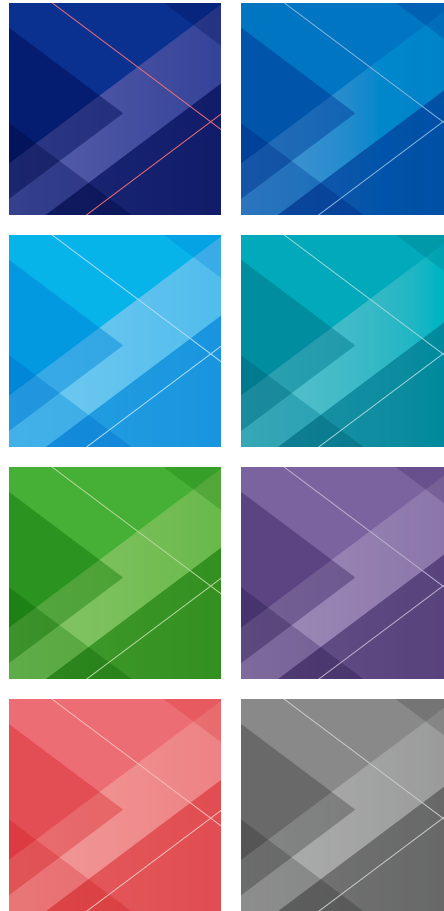
Grid Design: Graphic Pattern

The predetermined graphic pattern may be trimmed and used on a variety of printed materials. The color or shape must not be changed.

Pattern 1



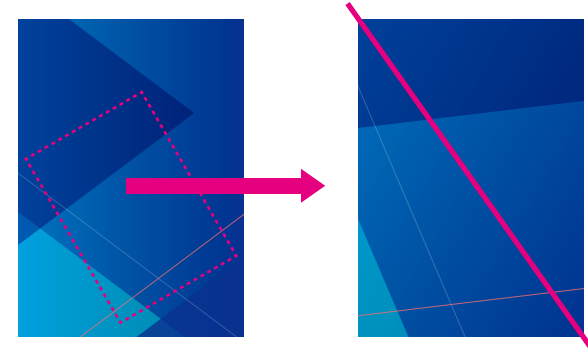
Pattern 2



Trimmed example of pattern 1



Not Allowed Do not change trimming angle



Any area may be trimmed and used.
The angle must not be changed when trimming and the area must be trimmed symmetrically.

A.01.29

Basic Elements

General Guidelines of Photography, Illustration, and Design Style

When developing various photography, illustration, and design, please be wary of the following to ensure the creation of a positive image for the Sumitomo Electric Group.

The Image of the Sumitomo Electric Group

Visionary

Committed

Diverse

Innovative

The Tone of photography, illustration, and design of the Sumitomo Electric Group

Lightheartedness

Build a lighthearted feel, rather than heavy, industrial products, to give the impression of being a visionary company that provides innovative solutions.

Natural and real

Build a realistic and natural impression, rather than unnatural or relying too heavily on filters/effects, in order to convey sincerity as a company.

Simple

Do not rely too heavily on artificial graphics or color effects, but use a clean and simple style that directly conveys the charms of the motif, in order to show the inherent value of Sumitomo Electric Group's products and services.

On Brand

Examples of photos that match the tone of the brand
(Photos are used as means to show general graphic styling.)

People



People blend in naturally with scenery, which is lighthearted, but has depth



Evoke images of a natural and real conversation



Real movement and depth

Products



The products are 3-dimensional with depth in the layout.



The image is simple, and the shape and color of the product are easily discernable.



A feeling of depth and quality

Scenery



The colors are natural and the image has depth and lightheartedness.



The colors are natural and the image has depth and expansiveness.



The colors are natural and there is depth in the image layout.

Off Brand

Examples of photos that do not match the tone of the brand
(Photos are used as means to show general graphic styling.)



Overly dramatic and unnatural



Unrealistic and artificially synthesized



Use of CG over the entire product



A complex background overly processed with CG making it difficult to see the product



Excessive use of filters



Unnatural montage using other photos, or use of filters leading to loss of natural colors

A.01.30

Basic Elements

Example-1 Using Basic Elements

These are examples of using basic elements. Refer to the examples below and Sumitomo Electric Group Visual Identity Overview examples when using the basic elements on various materials so that they match the brand image.



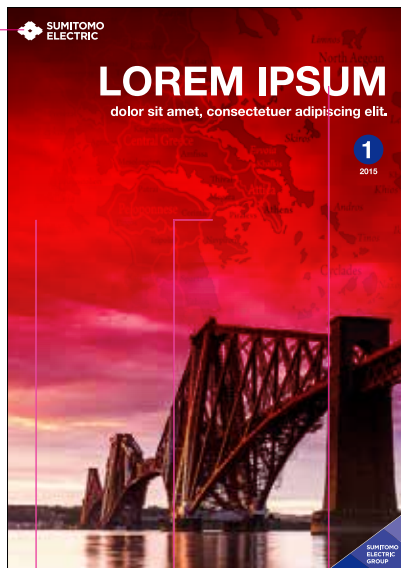
A.01.31

Basic Elements

Example-2 Using Basic Elements

Here are examples of basic element use which do not match the brand image, and examples in which the guidelines are followed. Refer to the examples below when using the basic elements on various materials so that they match the brand image.

Not Allowed



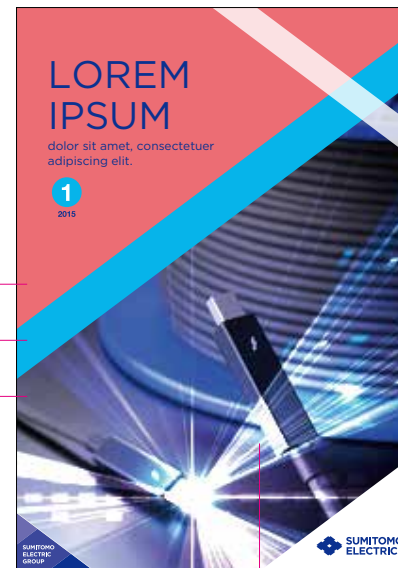
- Excessive use of color filters leading to loss of natural colors in the photo (the sky is unnaturally pink)
- Excessive use of artificial CG
- Change of font
- Failure to use the Sumitomo Electric grid logo

Allowed



- Correct use of the grid design to enhance uniqueness
- Use of a natural and real photo (a photo of a naturally pink sky)
- Use of the designated font
- Use of the Sumitomo Electric grid logo

Not Allowed



- The combination of solid red with a bluish colour over a large surface area
- Excessive use of artificial CG
- Use of a photo with a bluish tone that contrasts sharply against the reddish color

Allowed



- Secondary colors in combination with red are to be limited to use in accents such as lines and dots.
- Use of a photo with the same tone
- Use of a natural and real photo
- Use of a color with the same tone as the photo

B

Application Design

- B.01 Employee IDs and Other Items
- B.02 Office Supplies
- B.03 Advertising and Public Relations
- B.04 Signs
- B.05 Vehicles
- B.06 Exhibitions

B.01

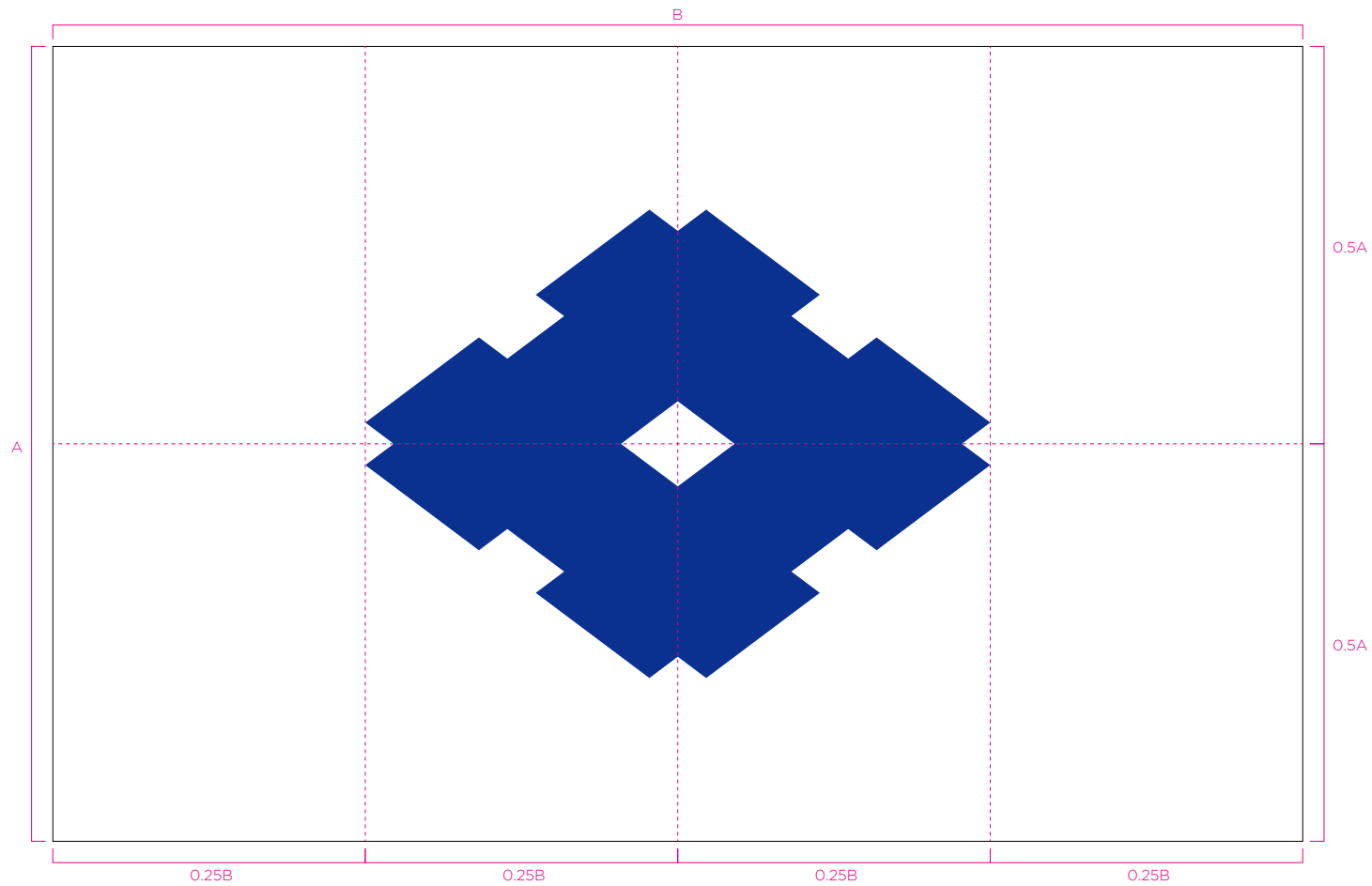
Employee IDs and Other Items

- B.01.01 Company Flag
- B.01.02 Employee IDs, Straps (Sumitomo Electric)
- B.01.03 Employee IDs (Group Company Examples)
- B.01.04 Examples of ID Cards

B.01.01

Application Design

Company Flag



A:B=7:11

*Unspecified measurements are in ratios

Color



Sumitomo Electric Blue

CMYK	C: 100 M: 90 Y: 0 K: 0
RGB	R: 11 G: 49 B: 143
PANTONE	2735 C
DIC	F209

B.01.02

Application Design

Employee IDs, Straps (Sumitomo Electric)

Japanese



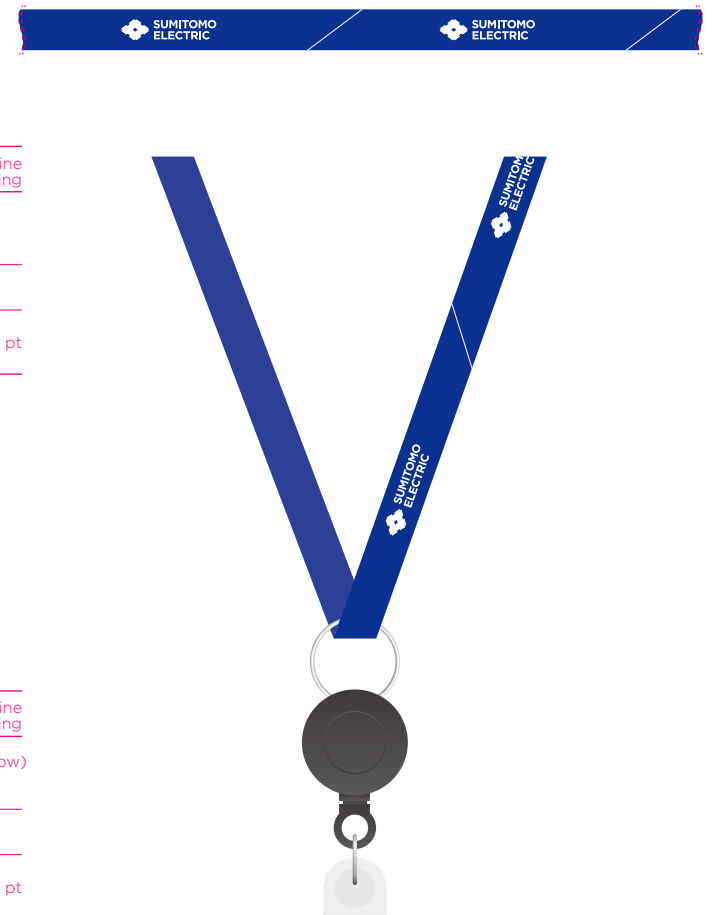
	Font	Size	Line spacing
Full name	Japanese: UD Shin-Go Pro R	15 pt	
	English: Gotham Book	7.5 pt	
Employee No.	Gotham Book	6 pt	
Address and phone No.	UD Shin-Go Pro R	6.5 pt	8.5 pt

English



	Font	Size	Line spacing
Full name	English: Gotham Book	11 pt (Narrow)	
	Japanese: UD Shin-Go Pro R	7 pt	
Employee No.	Gotham Book	6 pt	
Address and phone No.	Gotham Book	6.5 pt	8 pt

Neck strap (example)



Size: 3.38 X 2.12 mm (100%)

B.01.03

Application Design

Employee IDs (Group Company Examples)

* These designs are only examples of recommended use. Refer to these examples when making employee IDs.

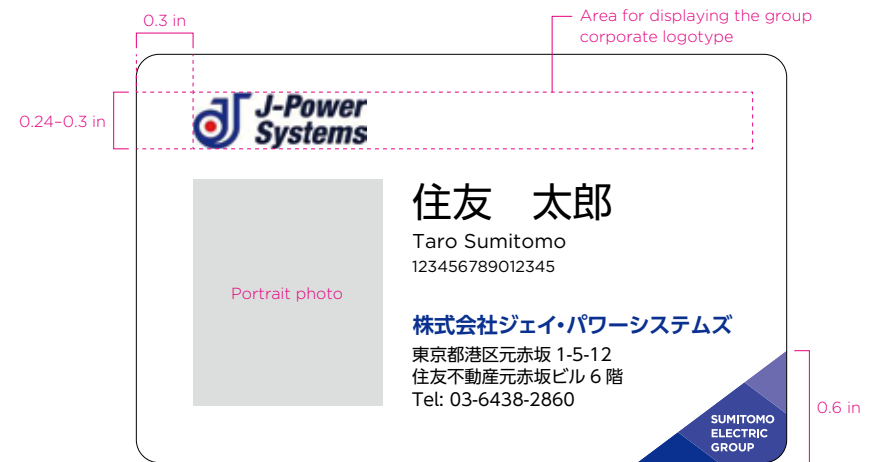
Companies that are allowed to use the Sumitomo Igeta mark

Japanese



Companies that are not allowed to use the Sumitomo Igeta mark

Japanese



English



English

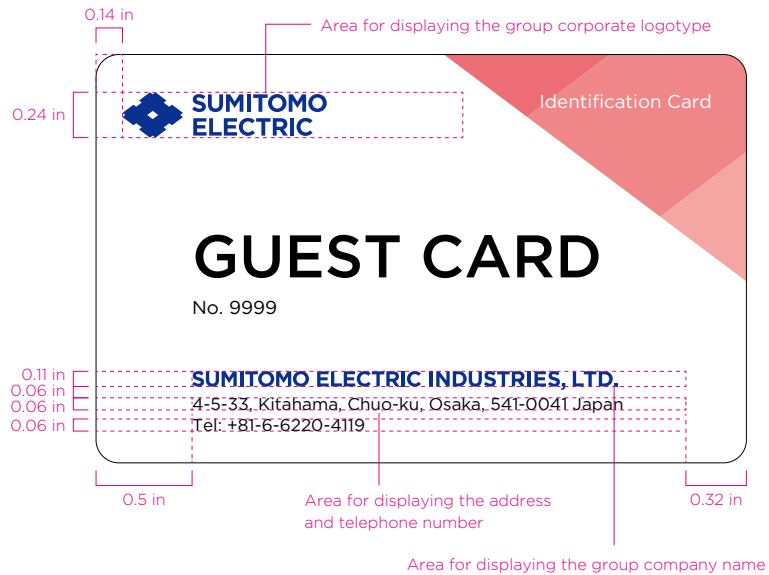


B.01.04

Application Design

Examples of ID Cards

* These designs are only examples of recommended use. Refer to these examples when making ID cards.

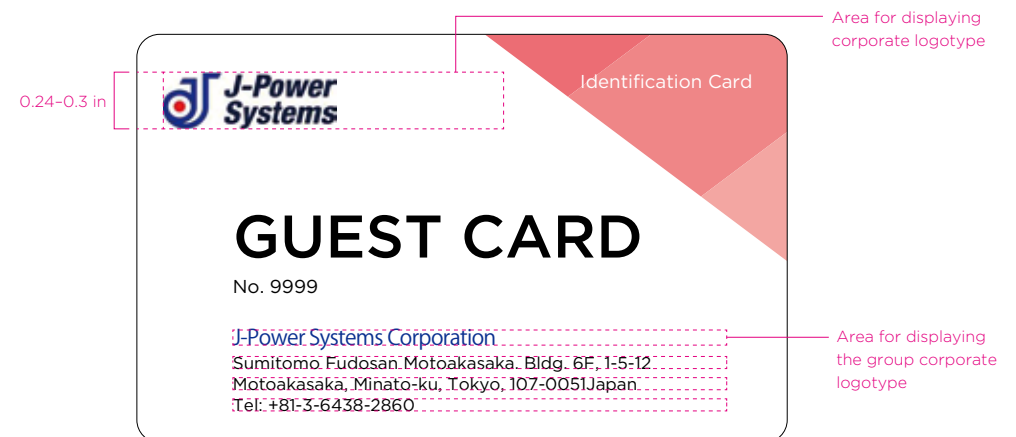


Examples of use

Companies that are allowed to use the Sumitomo Igeta mark



Companies that are not allowed to use the Sumitomo Igeta mark



B.02

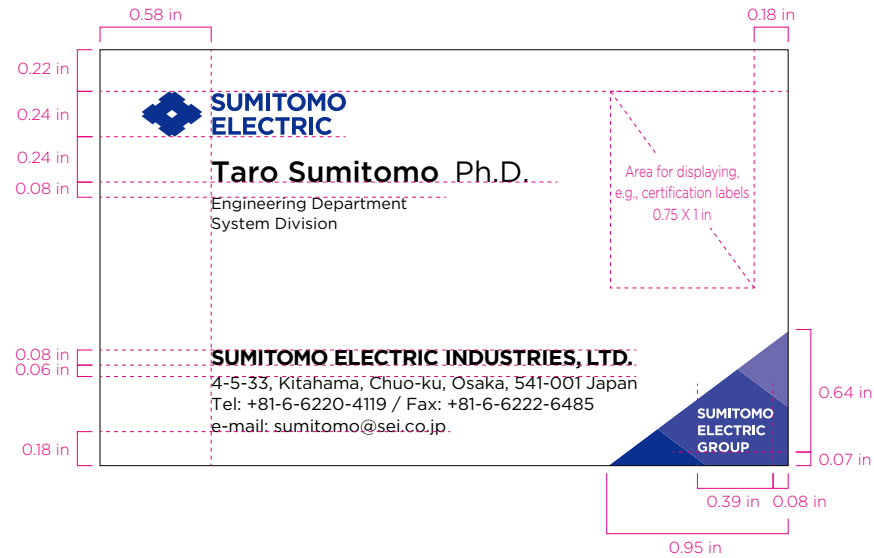
Office Supplies

- B.02.01 Business Cards (English) Sumitomo Electric
- B.02.02 Business Cards (US Size) Sumitomo Electric
- B.02.03 Business Cards (European Size) Sumitomo Electric
- B.02.04 Business Cards Example (Chinese)
- B.02.05 Business Card Formats for Group Companies (English)
- B.02.06 Letterheads
- B.02.07 Fax Cover Sheets
- B.02.08 Small Envelopes Example
- B.02.09 Large Envelopes Example
- B.02.10 Paper Bag Example

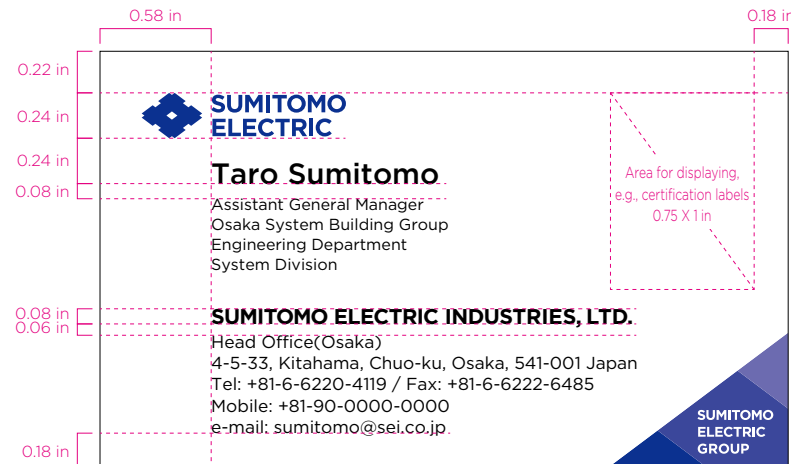
B.02.01

Application Design

Business Cards (English) Sumitomo Electric



When there is a lot of information to be displayed



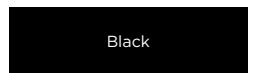
Criteria for printing text

	Font	Size	Line spacing
Title and Department	Gotham Book	6 pt	7.5 pt
Full name	Gotham Medium	11 pt	
Address, URL, etc.	Gotham Book	6.5 pt	8 pt

Color



CMYK C: 100 M: 90 Y: 0 K: 0
 PANTONE 2735 C
 DIC F209



CMYK C: 0 M: 0 Y: 0 K: 100
 PANTONE Process Black

Size: 3.58 X 2.17 in (100%)

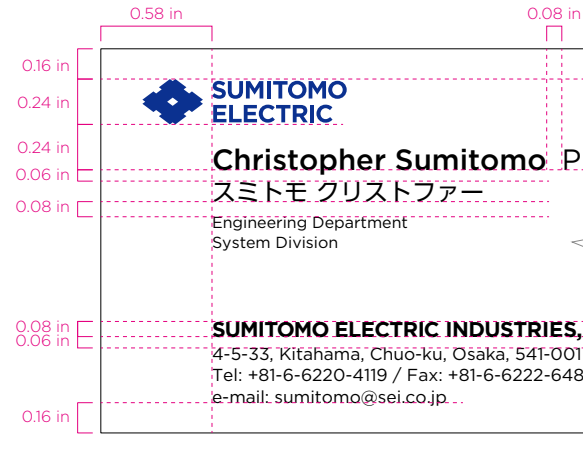
B.02.02

Application Design

Business Cards (US Size) Sumitomo Electric



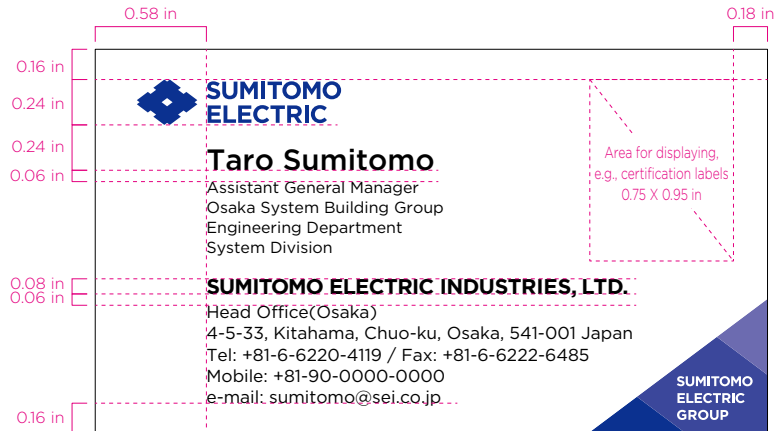
Full name
Printed in Japanese and English or Chinese and English



Criteria for printing text

	Font	Size	Line spacing
Title and Department	Gotham Book	6 pt	7.5 pt
Full name	Gotham Medium	11 pt	
Printed in Japanese and English			
English:			
	Gotham Medium	11 pt	
Japanese:			
	UD Shin-Go Pro R	9 pt	
Address, URL, etc.	Gotham Book	6.5 pt	8 pt

When there is a lot of information to be displayed



Size: 3.5x2 in (100%)

Color



CMYK C: 100 M: 90 Y: 0 K: 0
PANTONE 2735 C
DIC F209

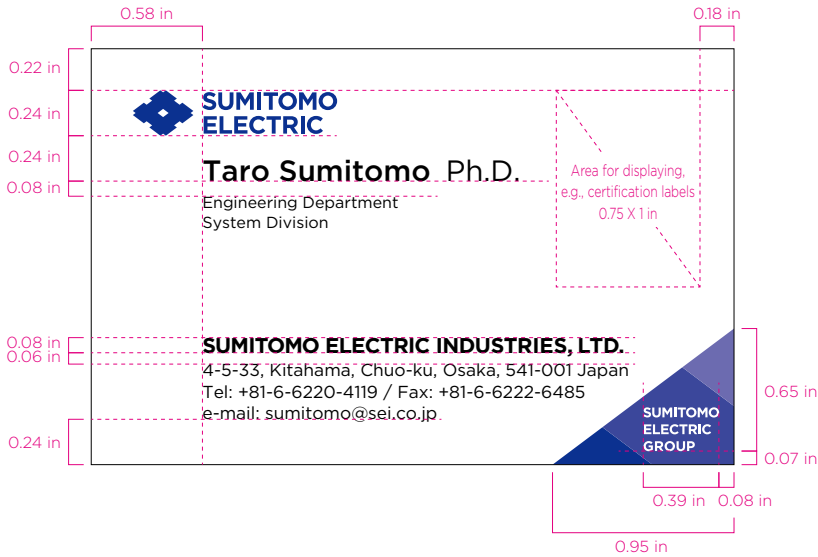


CMYK C: 0 M: 0 Y: 0 K: 100
PANTONE Process Black

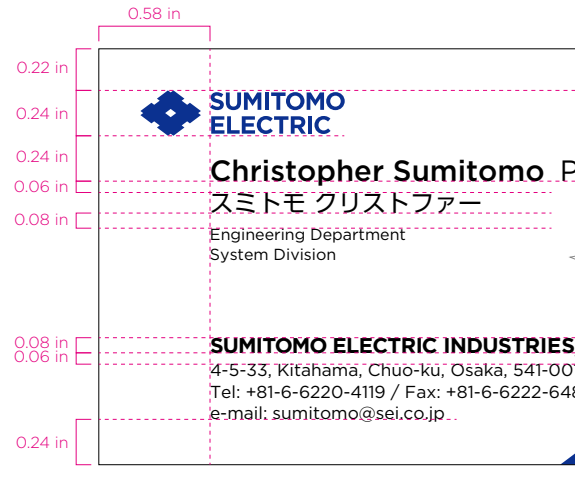
B.02.03

Application Design

Business Cards (European Size) Sumitomo Electric



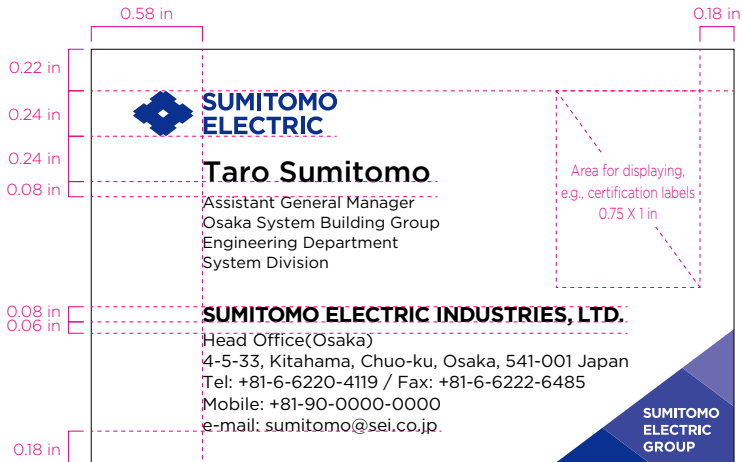
Full name
Printed in Japanese and English or Chinese and English



Criteria for printing text

	Font	Size	Line spacing
Title and Department	Gotham Book	6 pt	7.5 pt
Full name	Gotham Medium	11 pt	
Printed in Japanese and English			
English:	Gotham Medium	11 pt	
Japanese:	UD Shin-Go Pro R	9 pt	
Address, URL, etc.	Gotham Book	6.5 pt	8 pt

When there is a lot of information to be displayed

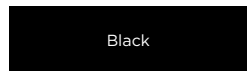


Size: 3.35×2.17 in (100%)

Color



CMYK C: 100 M: 90 Y: 0 K: 0
PANTONE 2735 C
DIC F209



CMYK C: 0 M: 0 Y: 0 K: 100
PANTONE Process Black

B.02.04

Application Design

Business Cards Example (Chinese)

* This design is an example in simplified Chinese characters. Refer to the example shown here when making business cards. When creating a business card locally, select a Gothic-type font and refer to the Japanese business card layout to decide on the size of characters and spaces.



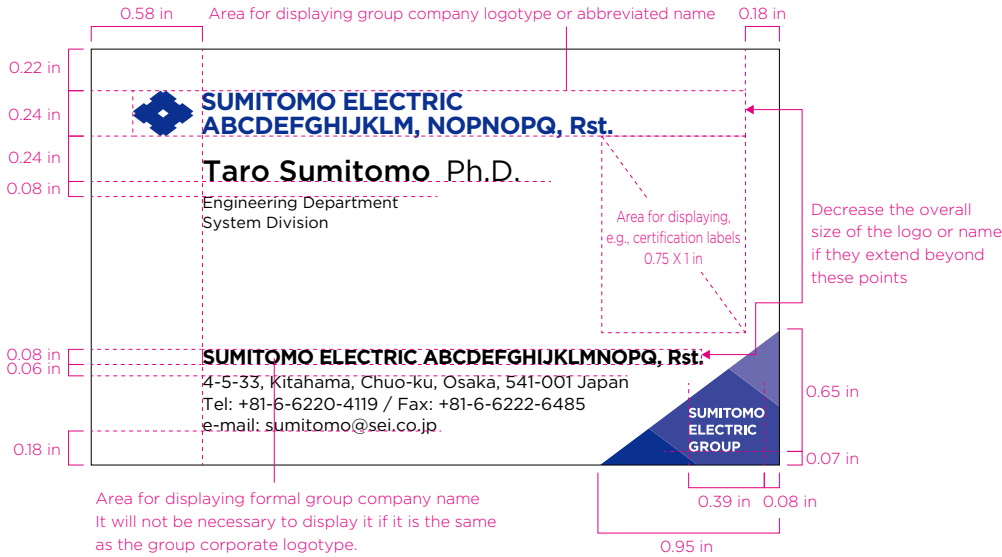
Size: 3.58 X 2.16 in (100%)

B.02.05

Application Design

Business Card Formats for Group Companies (English)

Pattern 1 (Companies that are allowed to use the Sumitomo Igeta mark)

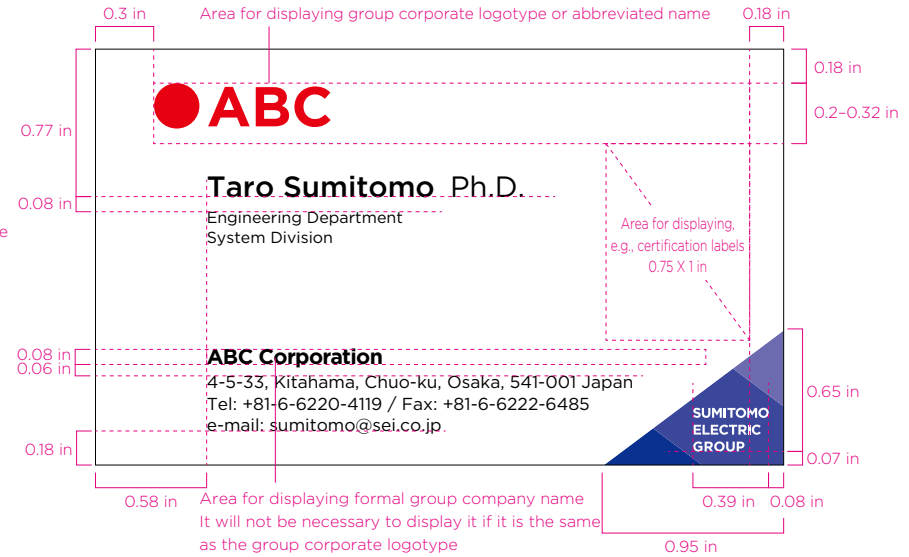


Example



Size: 3.58 X 2.17 in (100%)

Pattern 2 (Companies that are not allowed to use the Sumitomo Igeta mark)



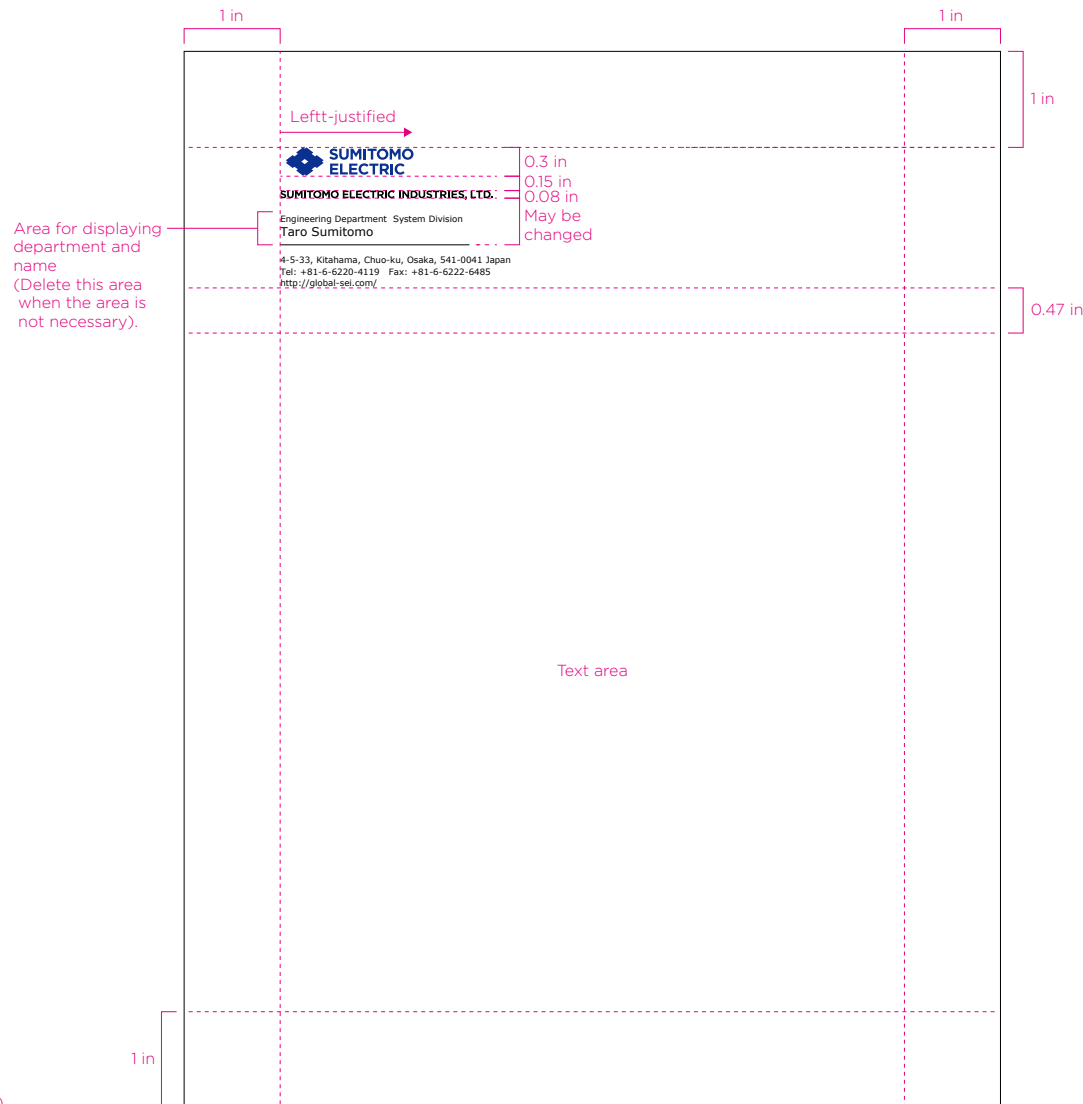
Example



B.02.06

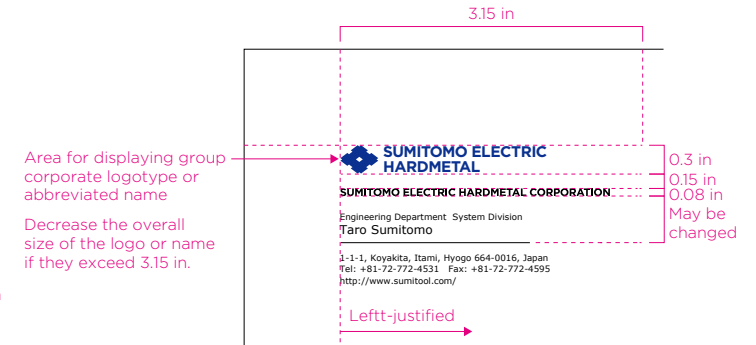
Application Design

Letterheads

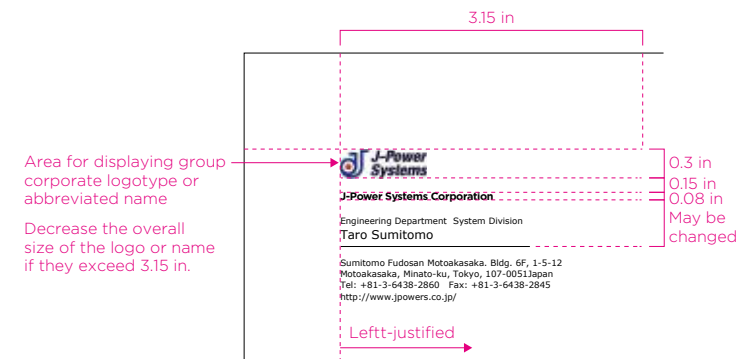


Example of displaying group company name

Companies that are allowed to use the Sumitomo Igeta mark



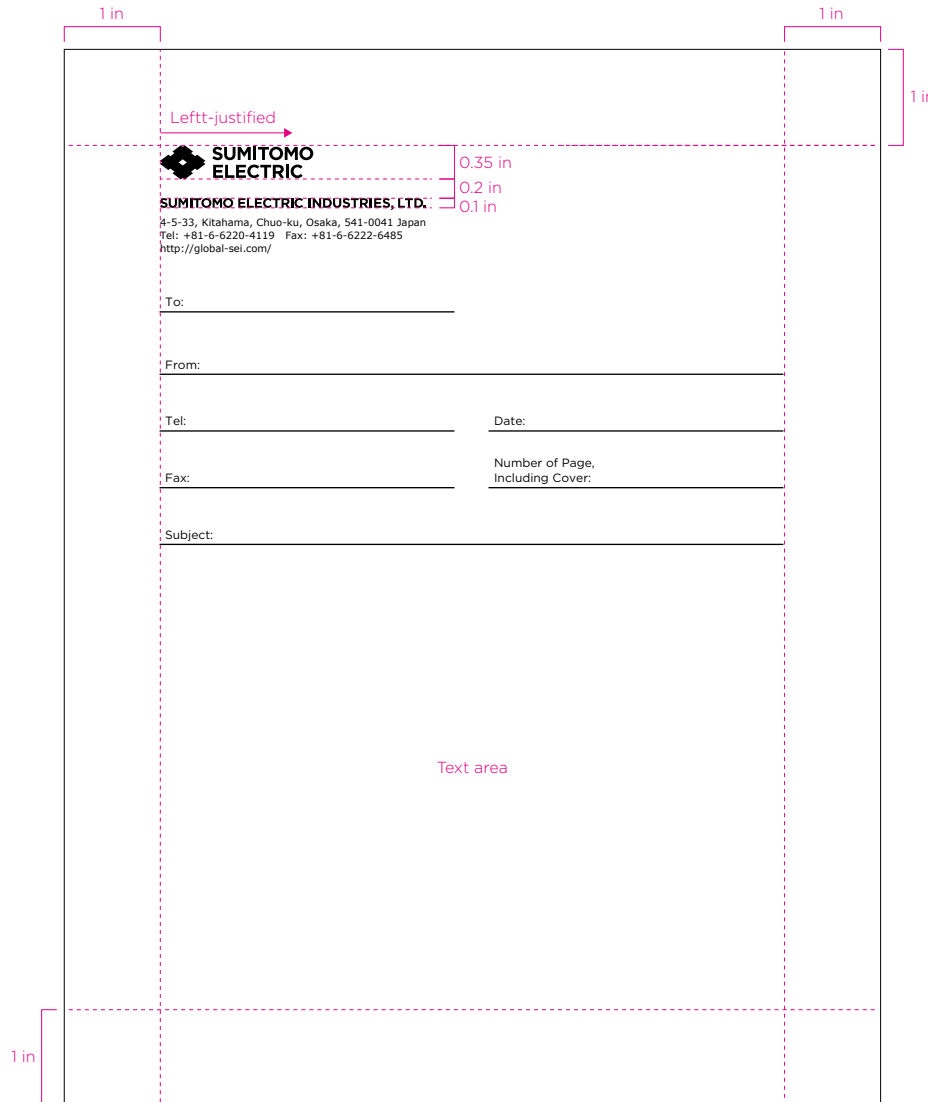
Companies that are not allowed to use the Sumitomo Igeta mark



B.02.07

Application Design

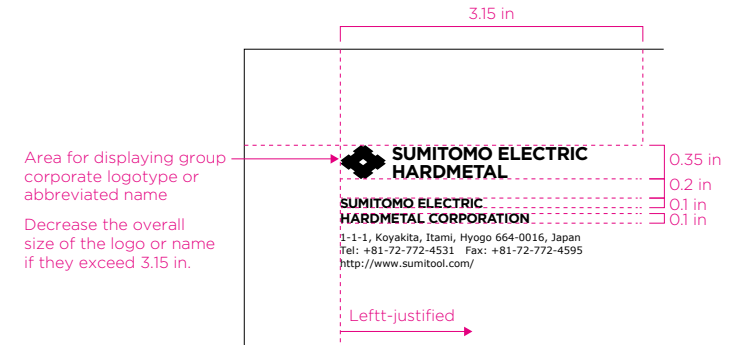
Fax Cover Sheets



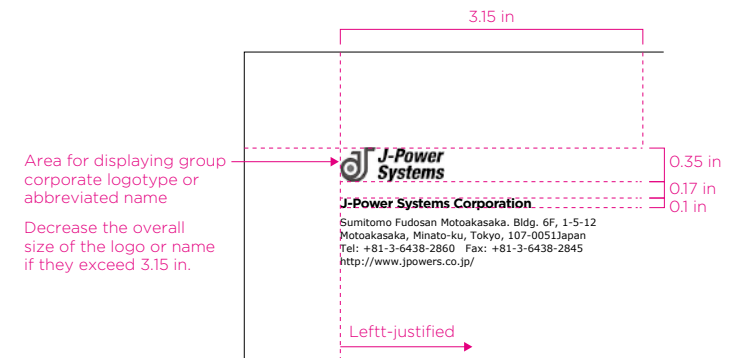
Size: 8.5 x 11 in (50%)

Example of displaying group corporate logotype

Companies that are allowed to use the Sumitomo Igeta mark



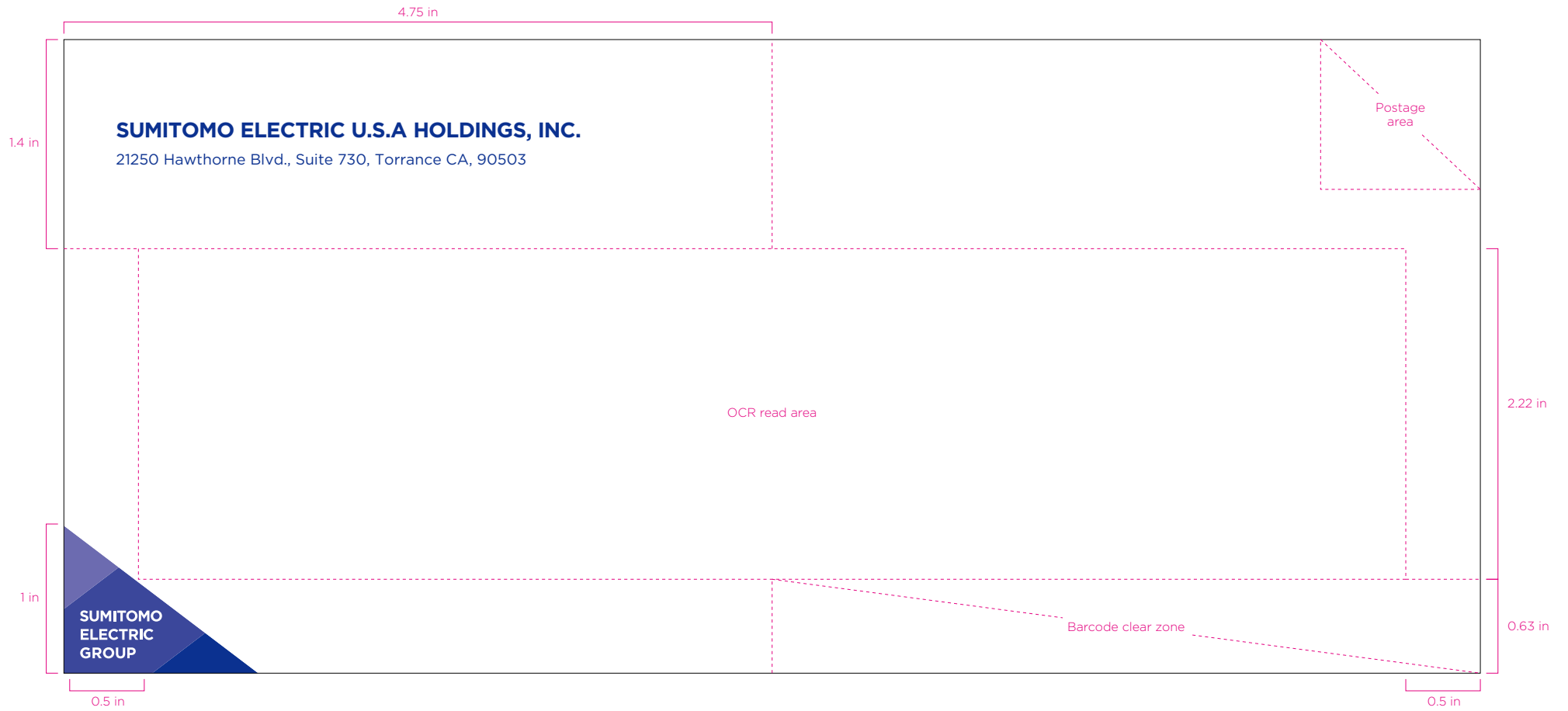
Companies that are not allowed to use the Sumitomo Igeta mark



B.02.08

Application Design

Small Envelopes Example

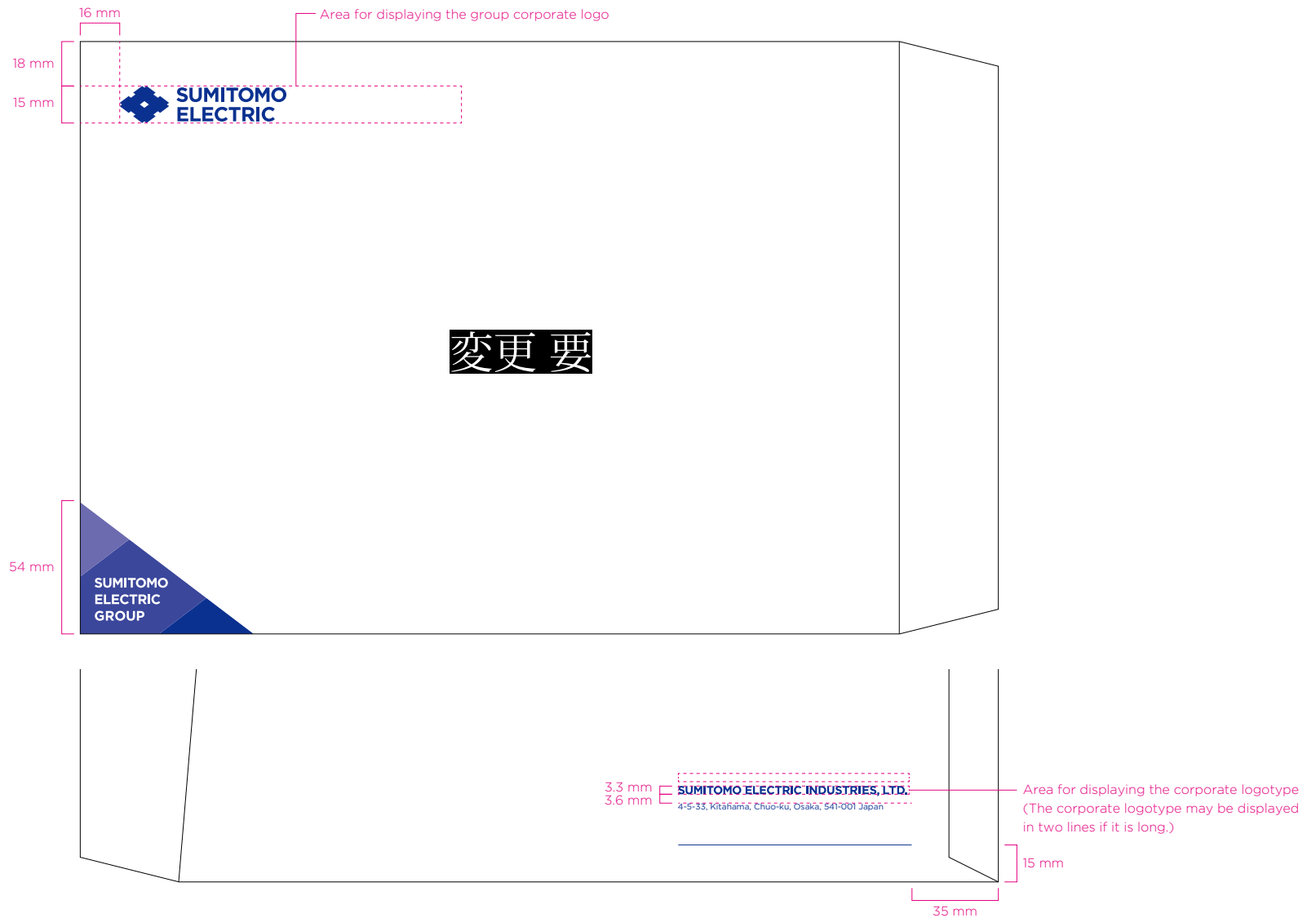


Size: 9.5 x 4.25 in (100%)

B.02.09

Application Design

Large Envelopes Example



Font for the address
Gotham Book 9.6pt

Size: 332 x 240 mm (40%)

B.02.10

Application Design

Paper Bag Example

* This design is only an example of the recommended use. Refer to the example shown here when making paper bags.



B.03

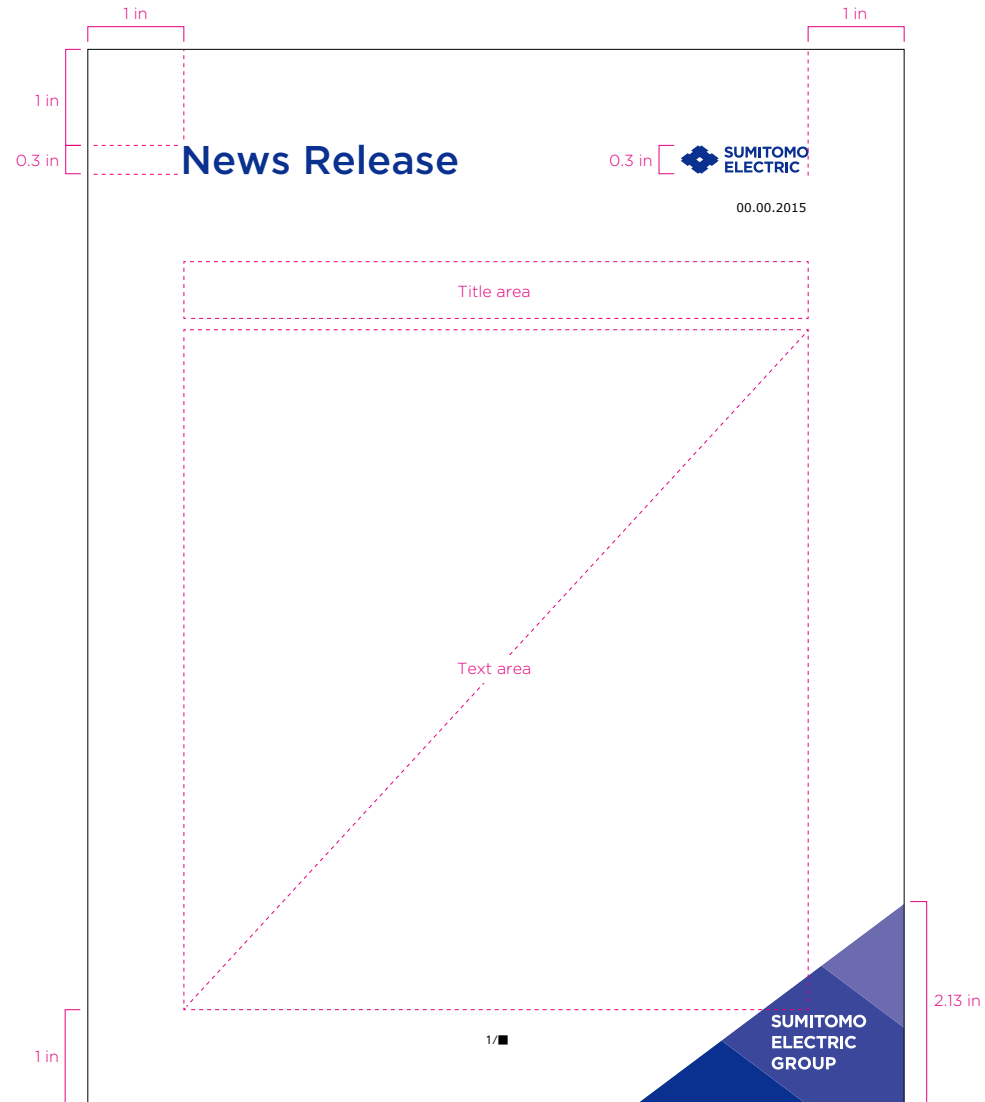
Advertising and Public Relations

- B.03.01 News Releases
- B.03.02 Advertising Formats (Mark Layout Criteria)
- B.03.03 Tagline Layout Criteria
- B.03.04 Poster Formats
- B.03.05 Newspaper Ad Formats
- B.03.06 Magazine Ad Formats
- B.03.07 Brochure Cover Formats
- B.03.08 Brochure Cover Format Examples
- B.03.09 Examples of Brochure Cover Format Color Variations
- B.03.10 PowerPoint Templates (Sumitomo Electric Industries, Ltd. and Group Companies)
- B.03.11 Website Format Example
- B.03.12 Website Banner
- B.03.13 Example of Use on a Product
- B.03.14 Novelty Examples
- B.03.15 Product Packaging Examples

B.03.01

Application Design

News Releases



Size: 8.5 x 11 in (50%)

*Margins should be 1in all around

In developing the design layout in different size and proportion other than this example, please refer this format and adjust the size and placement of each elements so that the approximate ratio is consistent.

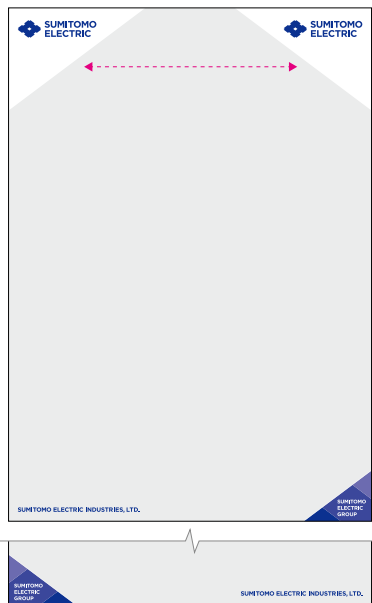
B.03.02

Application Design

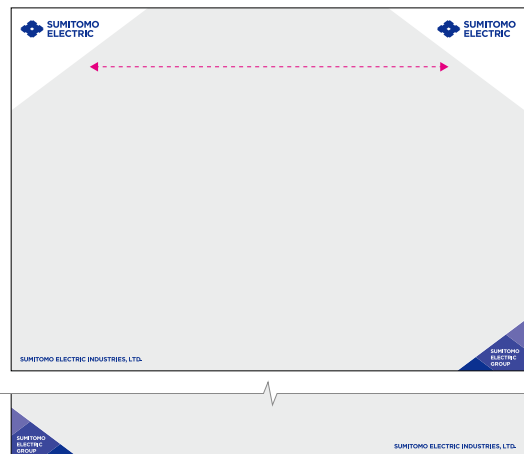
Advertising Formats (Mark Layout Criteria)

Sumitomo Electric grid logo layout criteria

Portrait

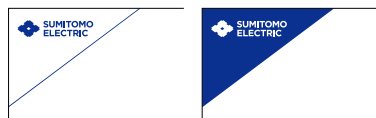


Landscape



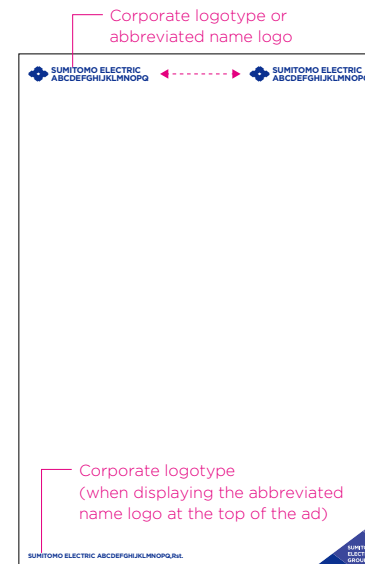
The positioning of the Sumitomo Electric grid logo may be in one of the two top corners.

Choose a color for the Sumitomo Electric grid logo to match the design of the page.



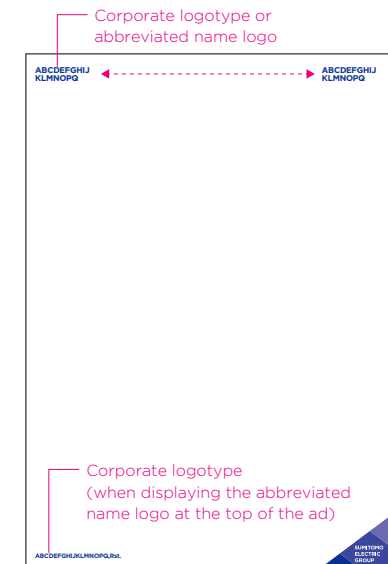
Group company logo layout criteria

Companies that are allowed to use the Sumitomo Igeta mark



Choose from the two top corners.

Companies that are not allowed to use the Sumitomo Igeta mark



Choose from the two top corners.



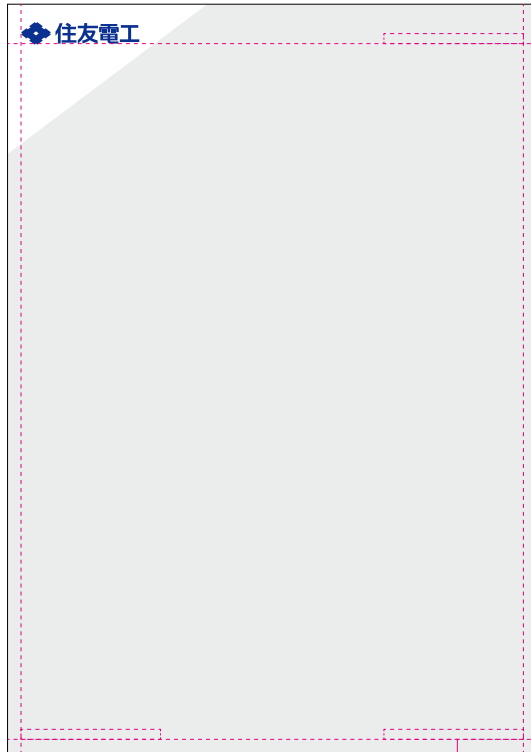
Position: Display in same position as Sumitomo Electric brand mark.
Size: Same as the vertical height of the Igeta mark of the Sumitomo Electric brand mark (may be changed if the mark becomes too big or too small)

B.03.03

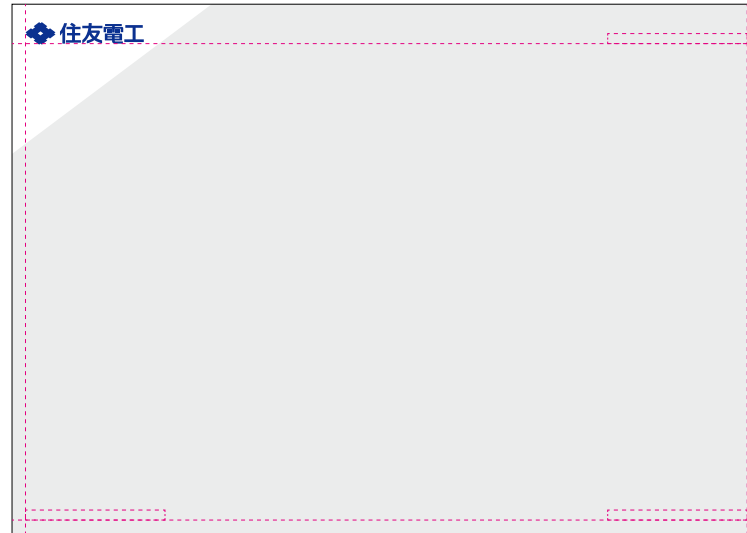
Application Design

Tagline Layout Criteria

Portrait



Landscape



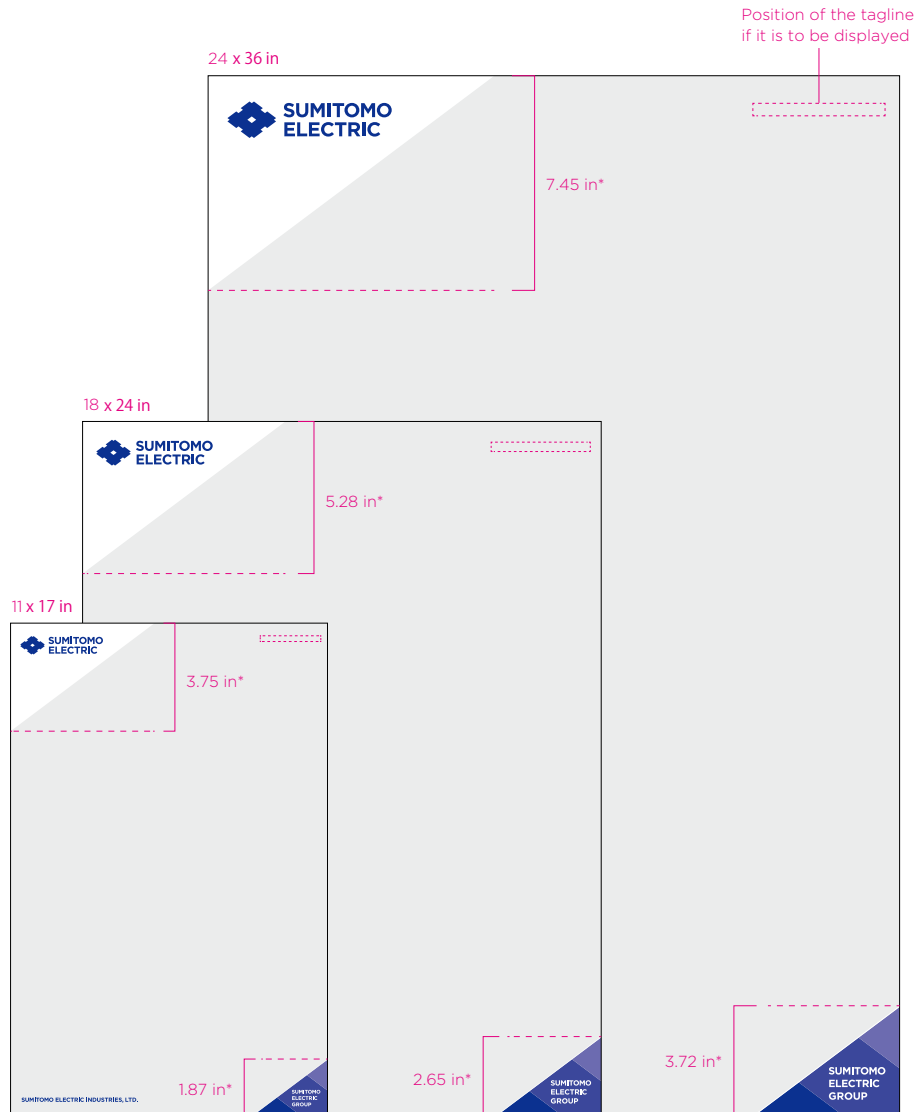
The tagline may be displayed in any of the three corners other than the one in which the Sumitomo Electric grid logo is displayed.

B.03.04

Application Design

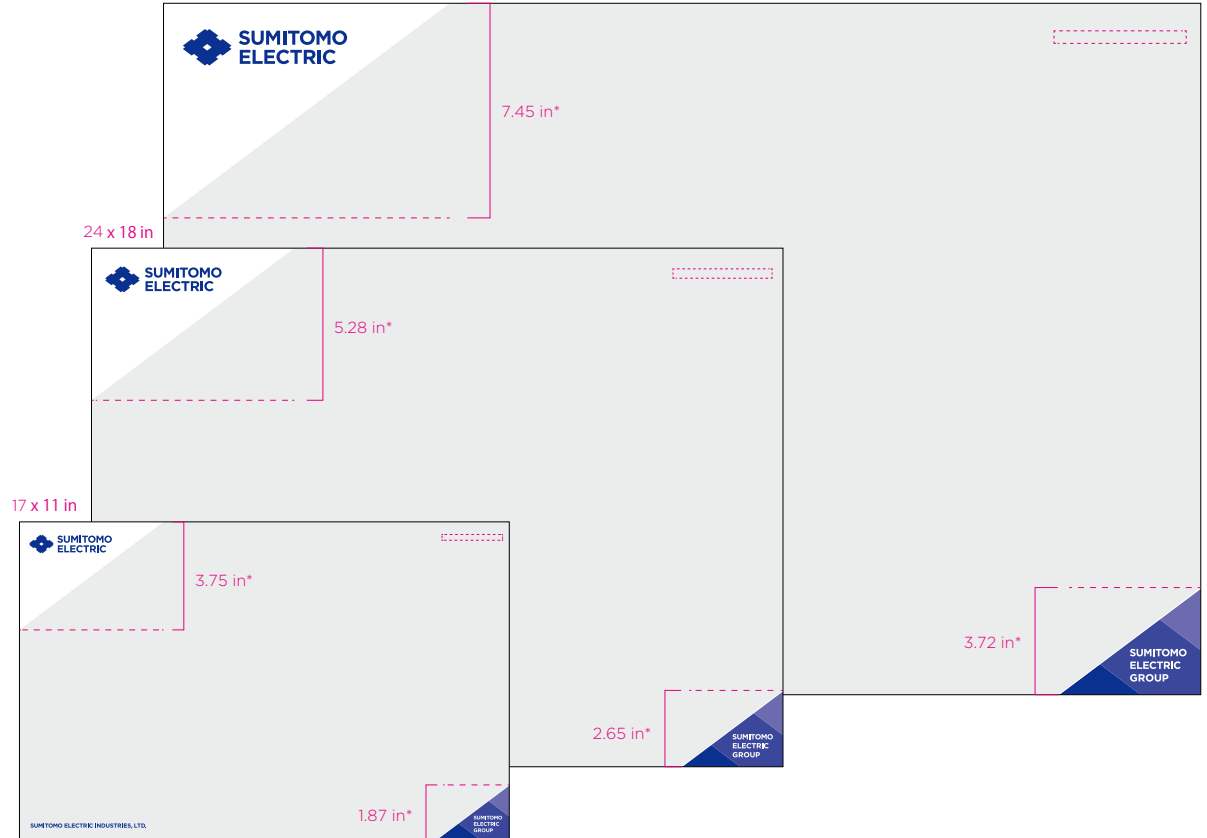
Poster Formats

Portrait



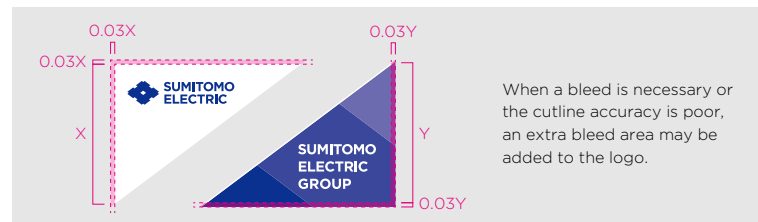
(Reduced scale 15%)

Landscape 36 x 24 in



The Sumitomo Electric grid logo may be displayed either in the top left or top right corner. Refer to B.03.02. When printing on A-sized paper, adjust the size of the logo while maintaining the same ratio as shown here between the B-sized paper and the Sumitomo Electric grid logo. Refer to B.03.02 when displaying the group corporate logotype.

* The sizes shown include the extra blank spaces indicated below.



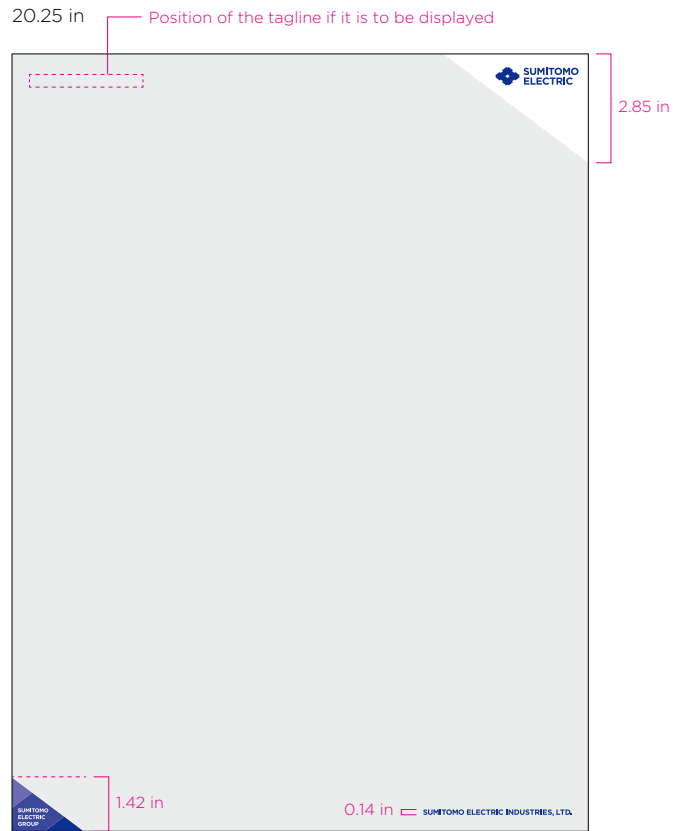
When a bleed is necessary or the outline accuracy is poor, an extra bleed area may be added to the logo.

Set the height of Sumitomo Electric grid logo as 1/7 of the page height for portrait format, and 1/5 of the page height for landscape format. Set the Group grid logo as half of the height of Sumitomo Electric grid logo.

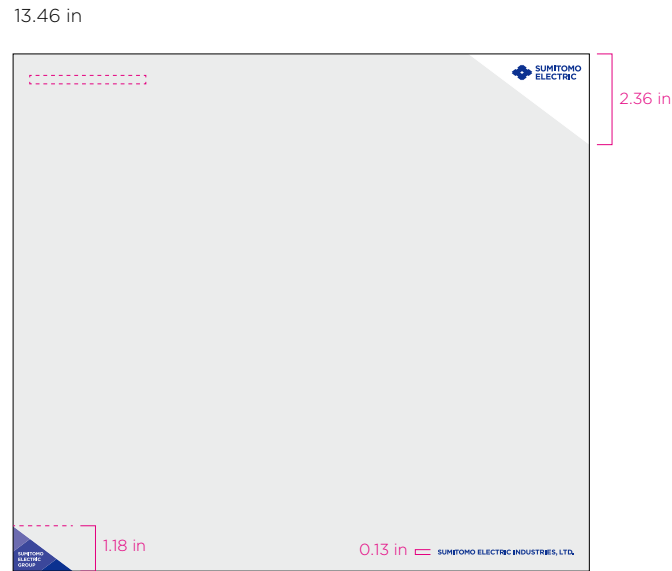
B.03.05

Application Design

Newspaper Ad Formats



Size: 15 x 20.25 in (20%)



Size: 15 x 13.46 in (20%)



Size: 15 x 9.41 in (20%)



Size: 15 x 6.7 in (20%)

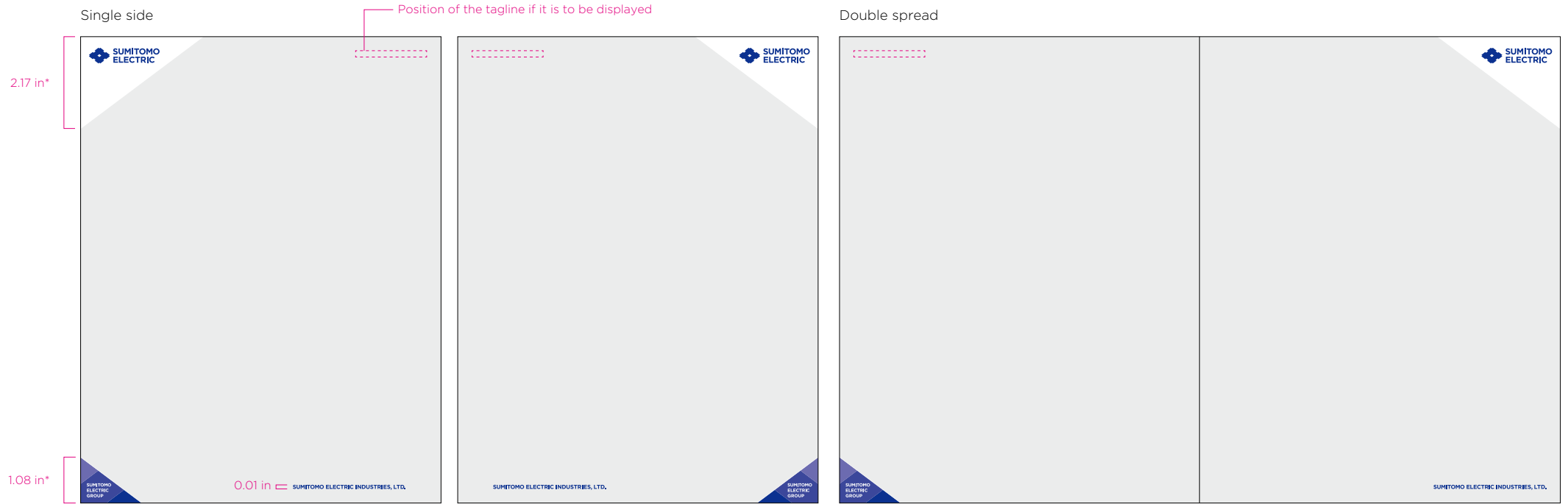
The Sumitomo Electric grid logo may be displayed either in the top left or top right corner.
Refer to B.03.02 when displaying the group corporate logotype.

In developing the design layout in different sizes and proportions than in these guidelines, please refer to this format and adjust the size and places of each element so that the approximate ratio is consistent.

B.03.06

Application Design

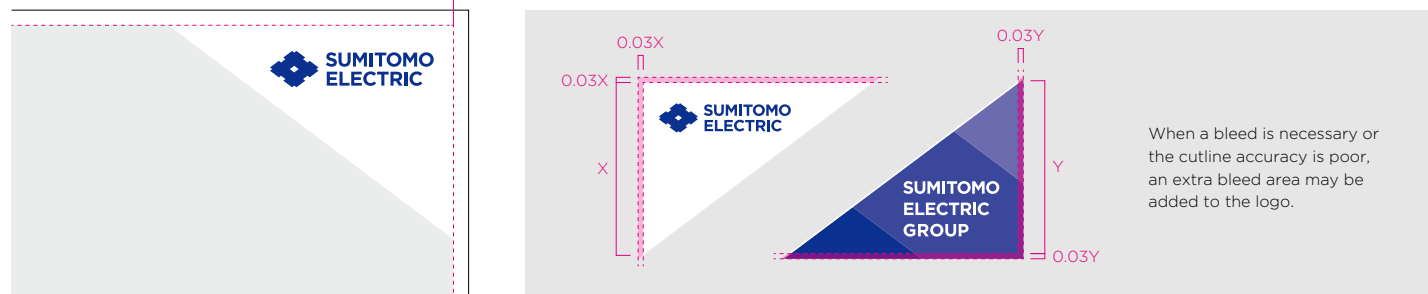
Magazine Ad Formats



Size: 8.5 x 11 in (30%)

The Sumitomo Electric grid logo may be displayed either in the top left or top right corner. Refer to B.03.02 when displaying the group corporate logotype.

When a margin is needed *Align with the inside edge of the margin.* * The sizes shown include the extra blank spaces indicated below.



In developing the design layout in different sizes and proportions than in these guidelines, please refer to this format and adjust the size and places of each element so that the approximate ratio is consistent.

B.03.07

Application Design

Brochure Cover Formats

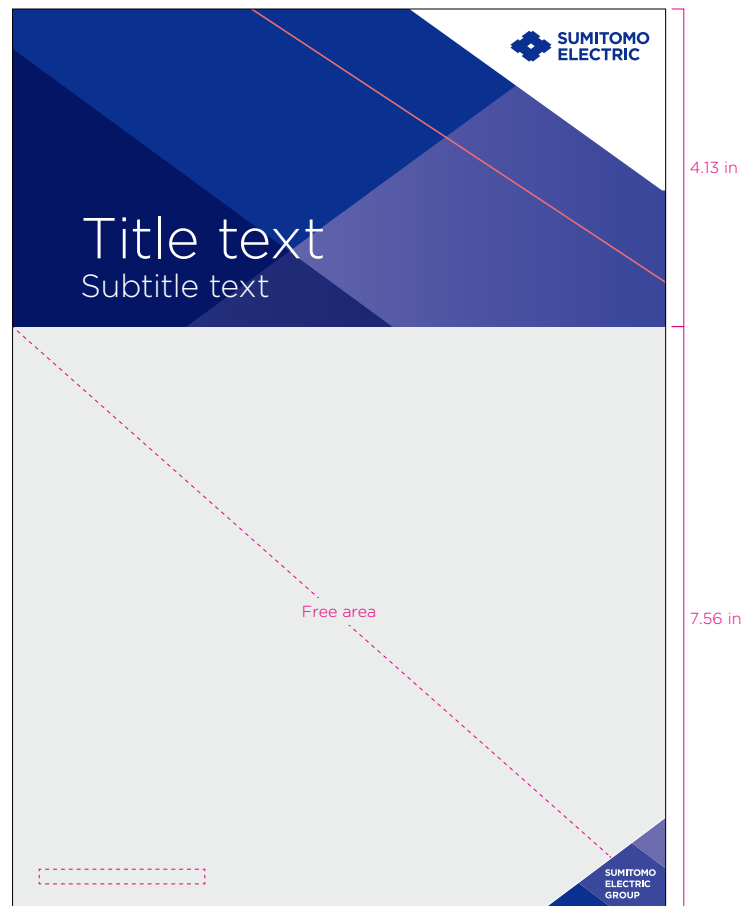
Brochure cover format 1



Refer to B.03.02 when displaying the group corporate logotype.

Size: 8.5 x 11 in (40%)

Brochure cover format 2 (example) * Optional



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なりません。

In developing the design layout in different sizes and proportions than in these guidelines, please refer to this format and adjust the size and places of each element so that the approximate ratio is consistent.

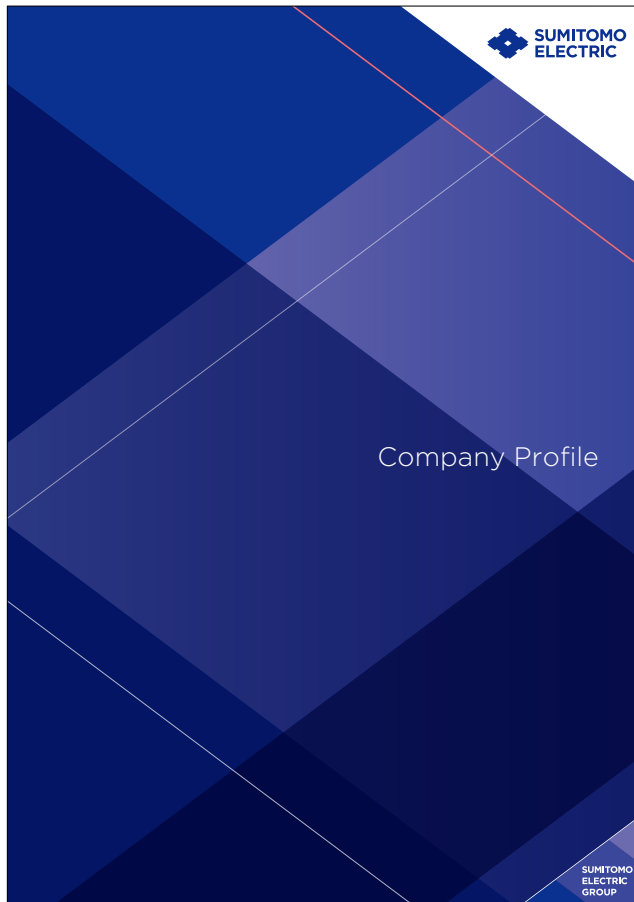
B.03.08

Application Design

Brochure Cover Format Examples

* This design is only an example of the recommended use. Refer to the example shown here when making brochures.

Brochure cover format 1



Brochure cover format 2



Size: 8.5 x 11 in (40%)

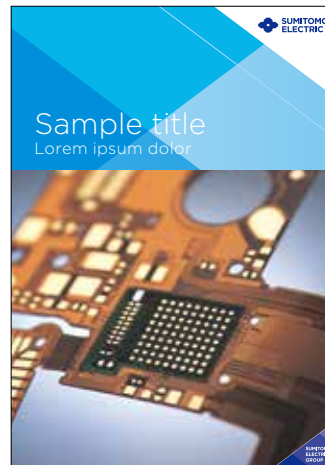
B.03.09

Application Design

Examples of Brochure Cover Format Color Variations

* These designs are only examples of the recommended use. Refer to the examples shown here when making color brochures.

* These designs may be used when color variations are required.

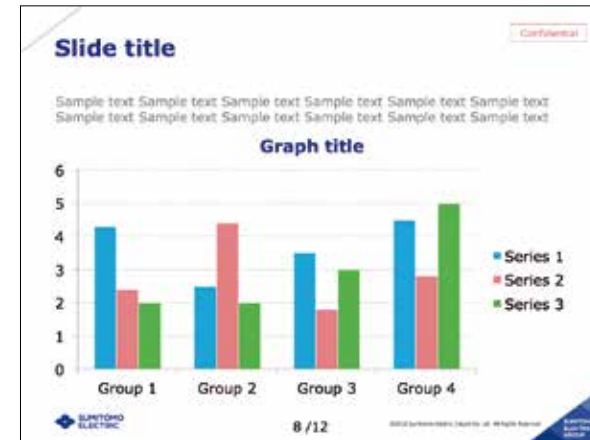
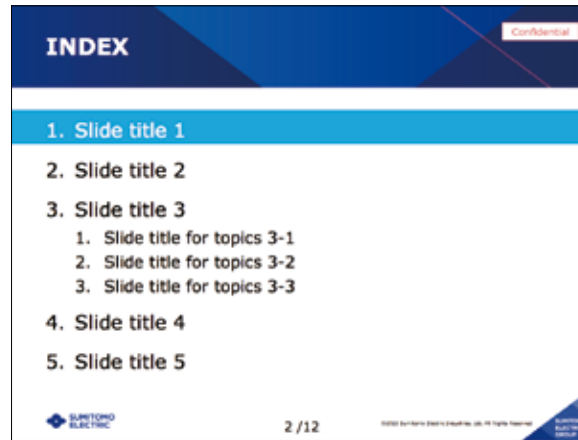


B.03.10

Application Design

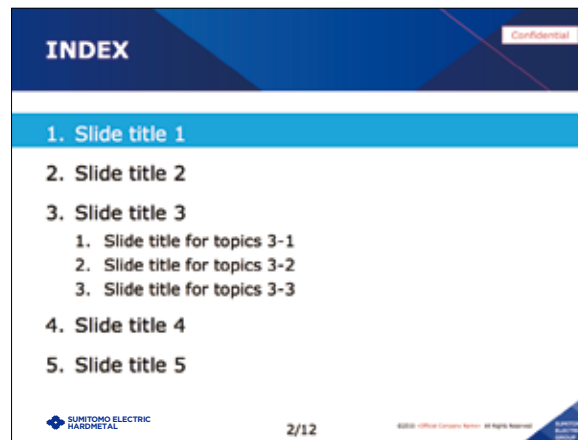
PowerPoint Templates (Sumitomo Electric Industries, Ltd. and Group Companies)

Sumitomo Electric



Refer to A.01.21 for the colors that may be used

Group companies

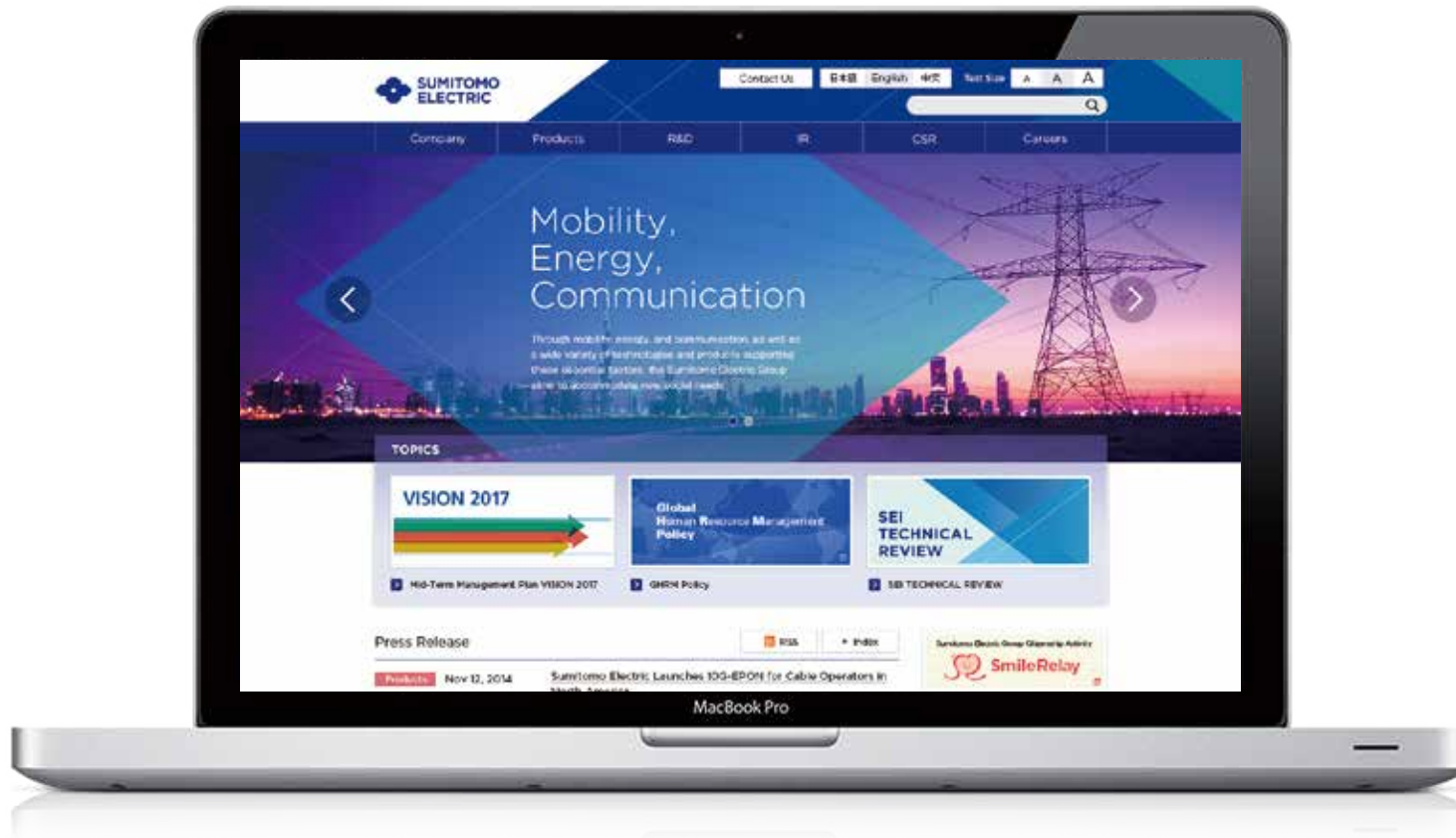


B.03.11

Application Design

Website Format Example

* This design is only an example of the recommended use. Refer to the example shown here when designing websites.



B.03.12

Application Design

Website Banner

* px=pixels

Website banner (Japanese)

With border



190 X 56 px

Without border



190 X 56 px



142 X 42 px



142 X 42 px



80 X 24 px



80 X 24 px

Website banner (English)

With border



190 X 56 px

Without border



190 X 56 px



142 X 42 px



142 X 42 px



80 X 24 px



80 X 24 px

Website banner (Chinese)

With border



190 X 56 px

Without border



190 X 56 px



142 X 42 px



142 X 42 px

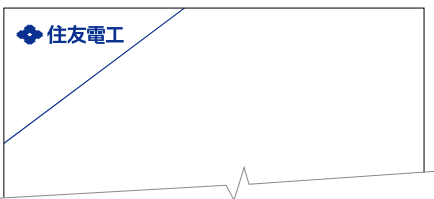


80 X 24 px



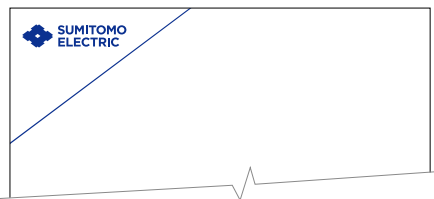
80 X 24 px

Website banner ad format (Japanese)



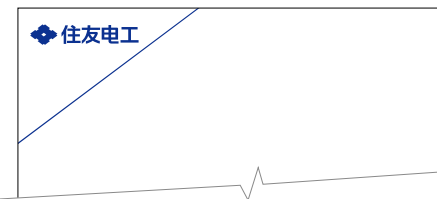
When the width is 300 px

Website banner ad format (English)



When the width is 300 px

Website banner ad format (Chinese)



When the width is 300 px

B.03.13

Application Design

Example of Use on a Product

* This design is only an example of the recommended use. Refer to the example shown here when using marks on products.



B.03.14

Application Design

Novelty Examples

* These designs are only examples of the recommended use. Refer to the examples shown here when using marks.

Bags



Plastic folder



A5 spiral notebooks



Moleskine® notebooks



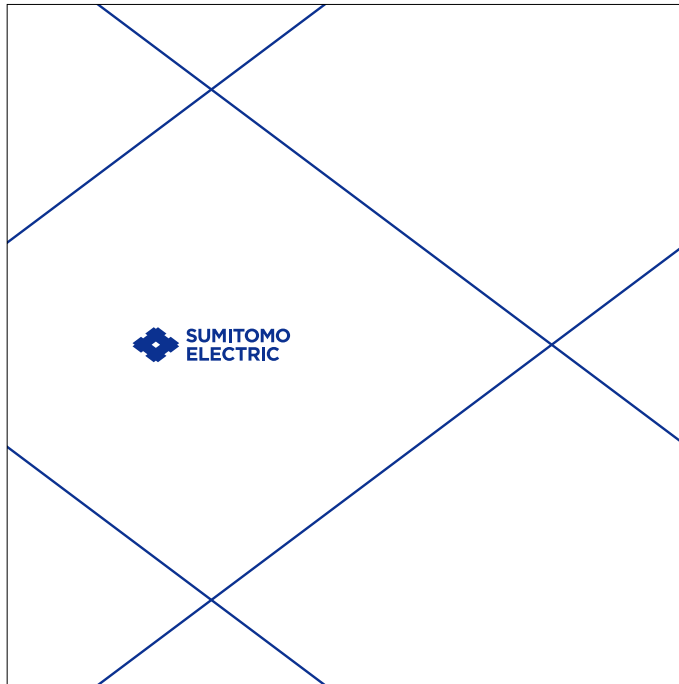
B.03.15

Application Design

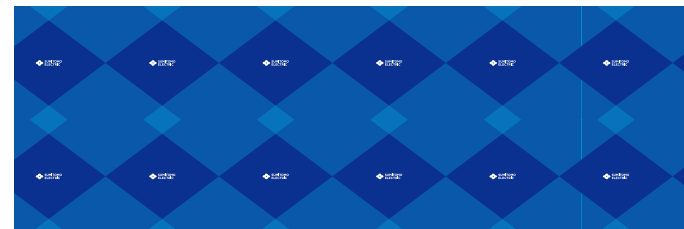
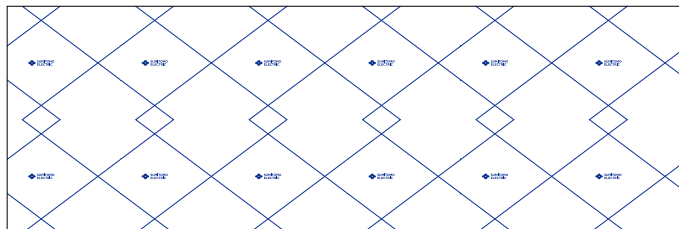
Product Packaging Examples

* These designs are only examples of the recommended use. Refer to the examples shown here when designing packaging.

Line-type wrapping paper



Solid color-type wrapping paper



B.04

Signs

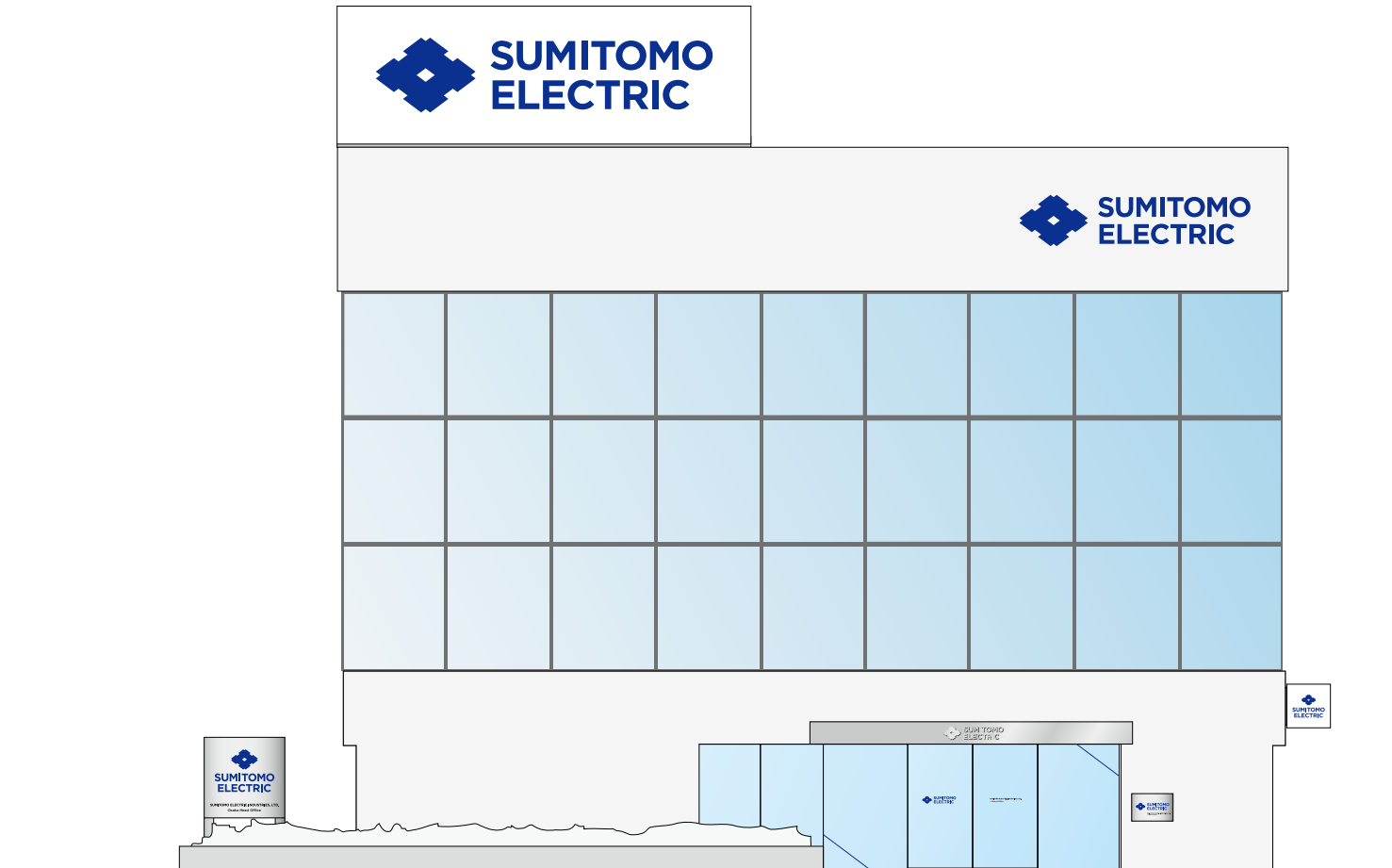
- B.04.01 Overall Sign Layout Example
- B.04.02 Sign System Vertical Type Examples
- B.04.03 Sign System Horizontal Type Examples
- B.04.04 Sign System Horizontal Type 2 Examples
- B.04.05 Exterior Sign Example
- B.04.06 Nameplate Example
- B.04.07 Door Sign Example
- B.04.08 Reception Area Example
- B.04.09 Floor Guide Sign Example

B.04.01

Application Design

Overall Sign Layout Example

* These designs are only examples of the recommended use. Refer to the examples shown here when designing signs.

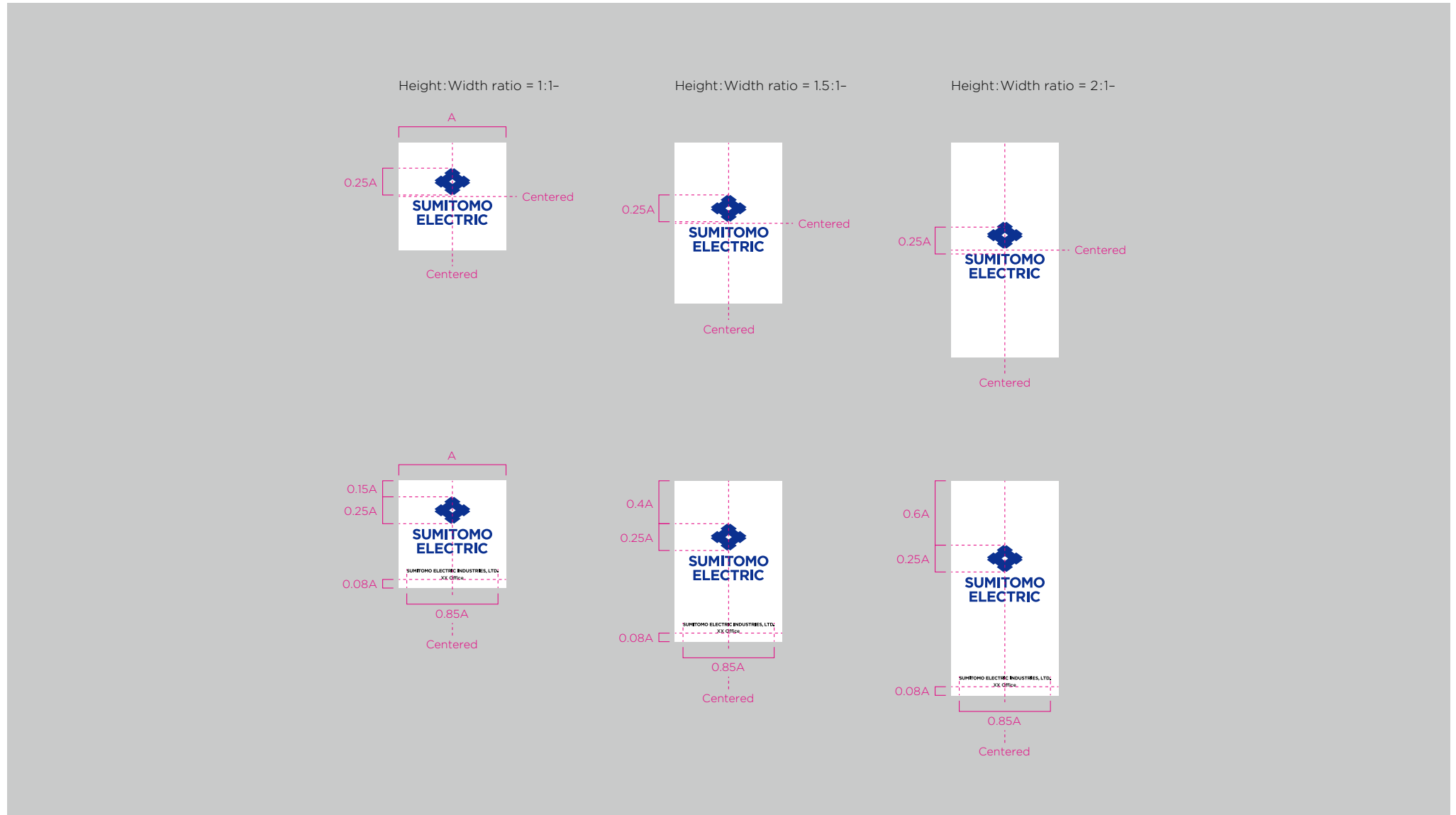


B.04.02

Application Design

Sign System Vertical Type Examples

* These designs are only examples of the recommended use. Refer to the examples shown here when designing signs.

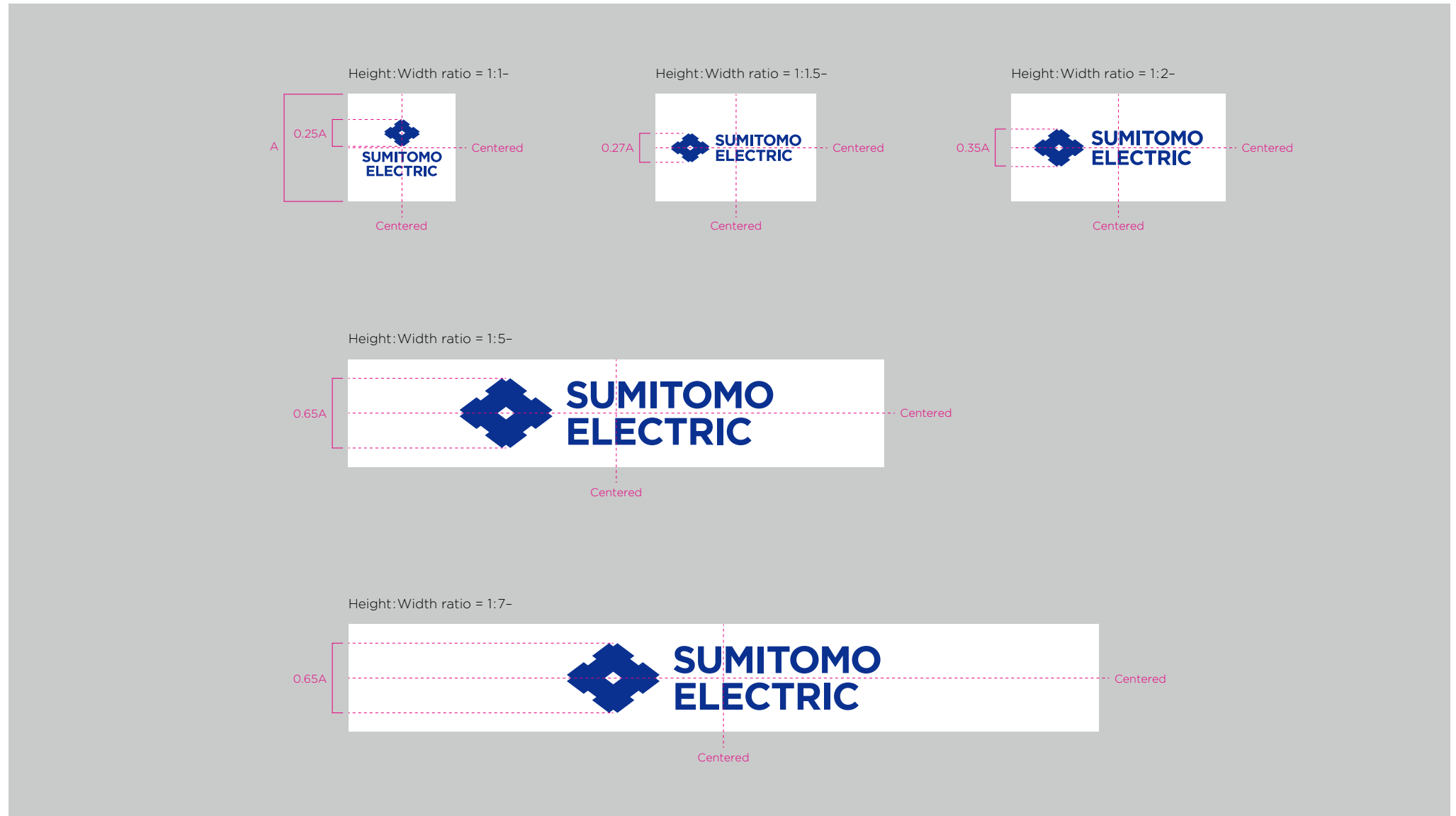


B.04.03

Application Design

Sign System Horizontal Type Examples

* These designs are only examples of the recommended use. Refer to the examples shown here when designing signs.

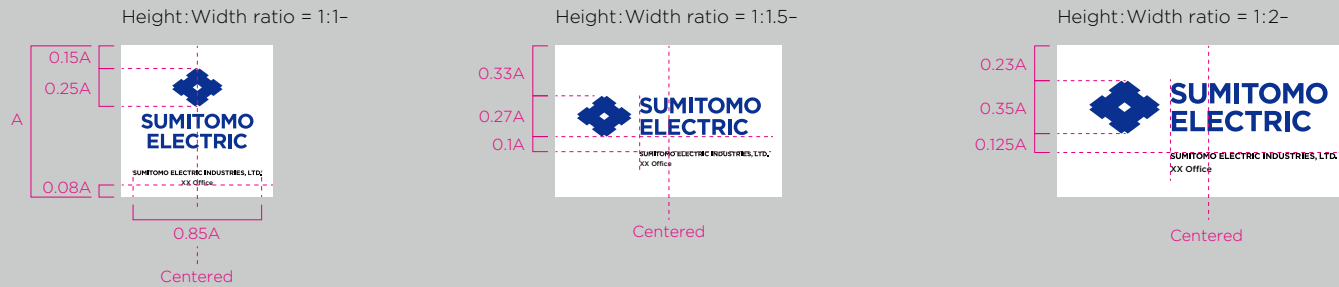


B.04.04

Application Design

Sign System Horizontal Type 2 Examples

* These designs are only examples of the recommended use. Refer to the examples shown here when designing signs.



Corporate logotype: Gotham Bold
Branch name: Gotham Medium
Refer to [A.01.16 Recommended Fonts].

B.04.05

Application Design

Exterior Sign Example

* These designs are only examples of the recommended use. Refer to the examples shown here when designing signs.



Corporate logotype: Gotham Bold
Branch name: Gotham Medium
Refer to [A.01.16 Recommended Fonts].

B.04.06

Application Design

Nameplate Example

* These designs are only examples of the recommended use. Refer to the examples shown here when designing signs.



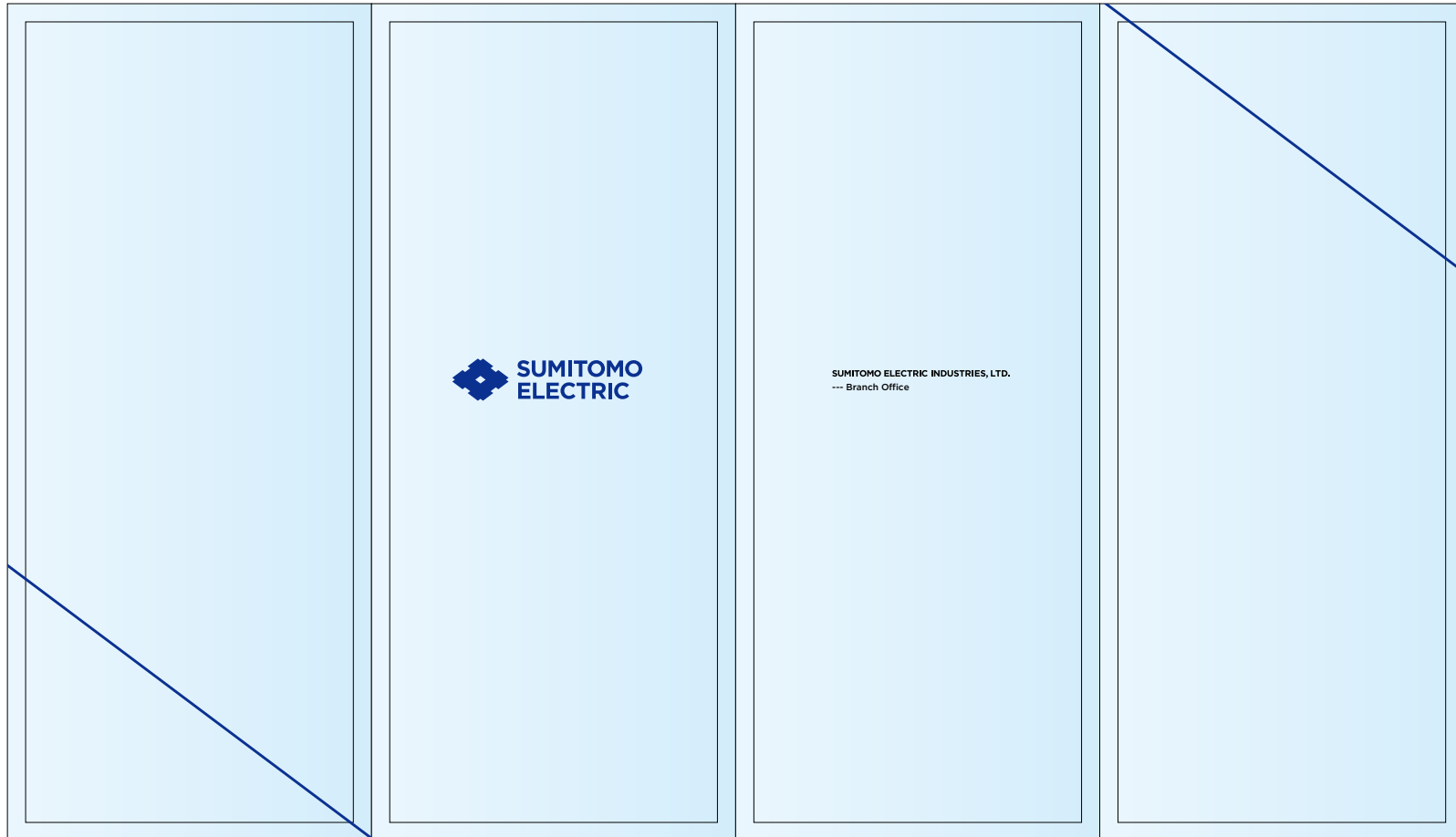
Corporate logotype: Gotham Bold
Branch name: Gotham Medium
Refer to [A.01.16 Recommended Fonts].

B.04.07

Application Design

Door Sign Example

* These designs are only examples of the recommended use. Refer to the examples shown here when designing signs.



Corporate logotype:
Gotham Bold
Branch name:
Gotham Medium
Refer to
[A.01.16 Recommended Fonts].

B.04.08

Application Design

Reception Area Example

* These designs are only examples of the recommended use. Refer to the examples shown here when designing signs.

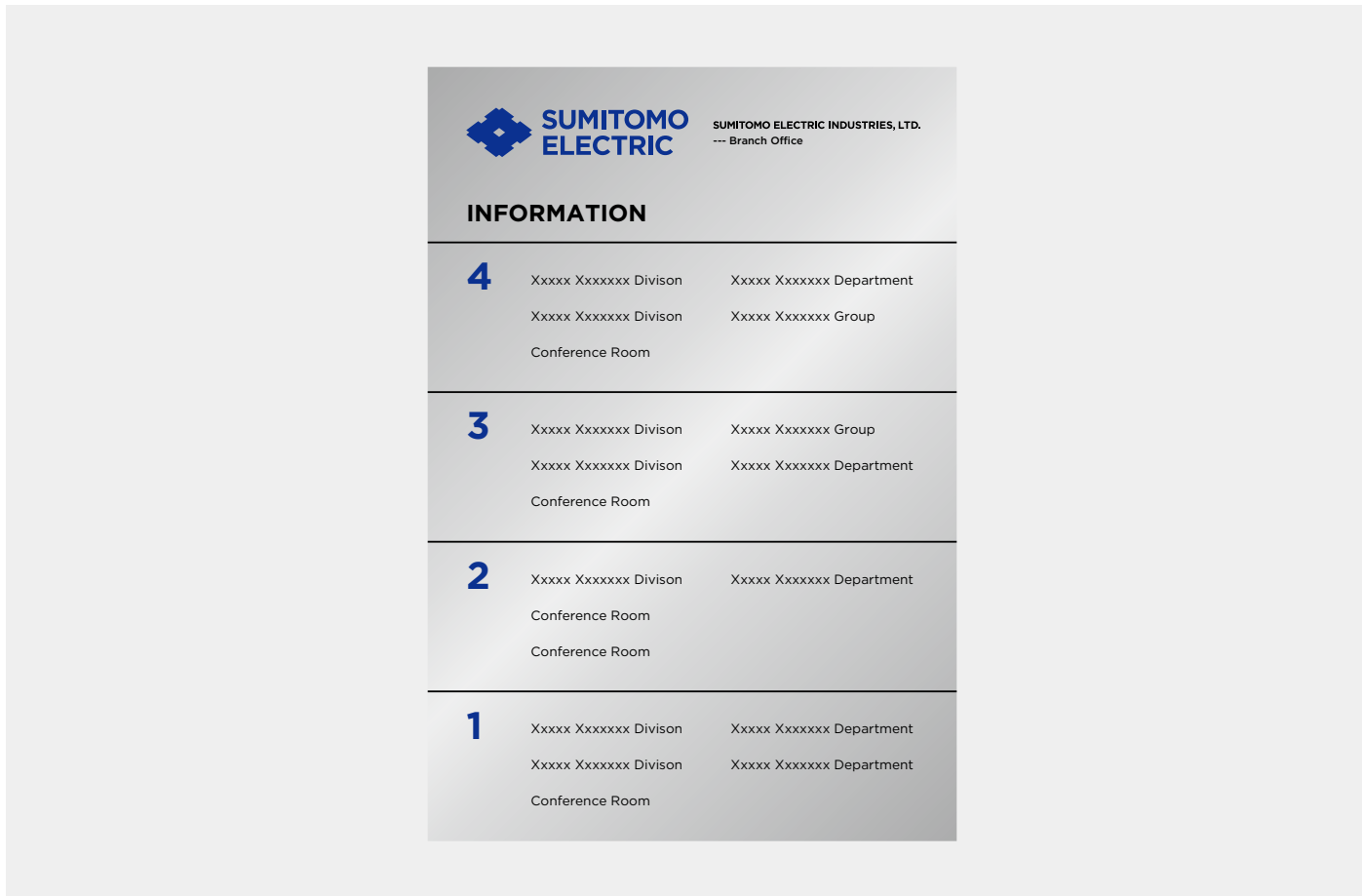


B.04.09

Application Design

Floor Guide Sign Example

* These designs are only examples of the recommended use. Refer to the examples shown here when designing signs.



Corporate logotype: Gotham Bold
Branch name: Gotham Medium
English: Gotham
Refer to [A.01.16 Recommended Fonts].

B.05

Vehicles

- B.05.01 Vehicle Examples
- B.05.02 Shuttle Bus Examples

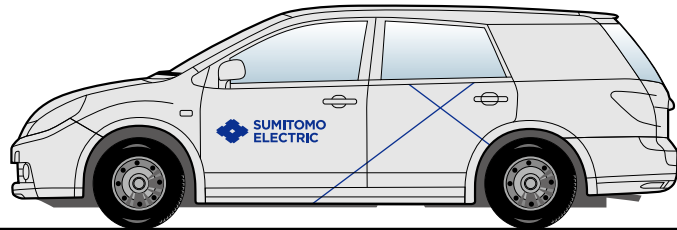
B.05.01

Application Design

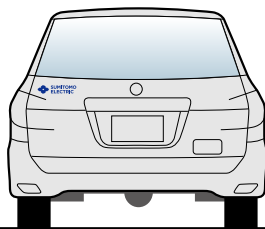
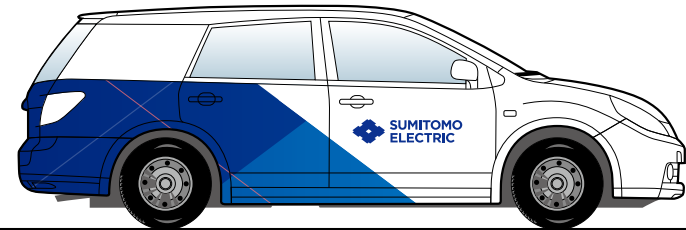
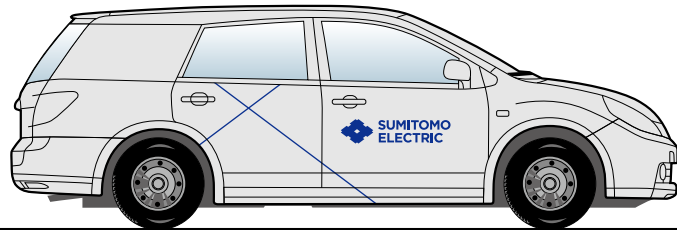
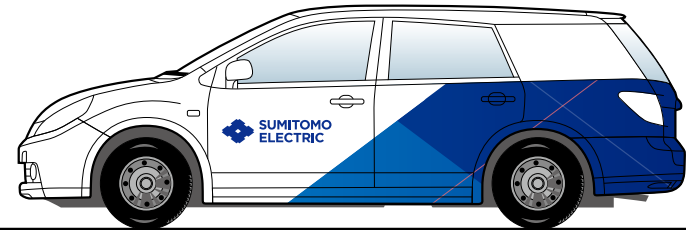
Vehicle Examples

* These designs are only examples of the recommended use. Refer to the examples shown here when designing signs for vehicles.

A Type



B Type



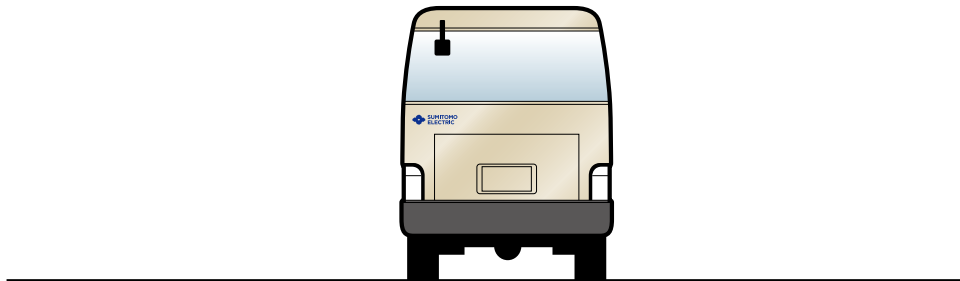
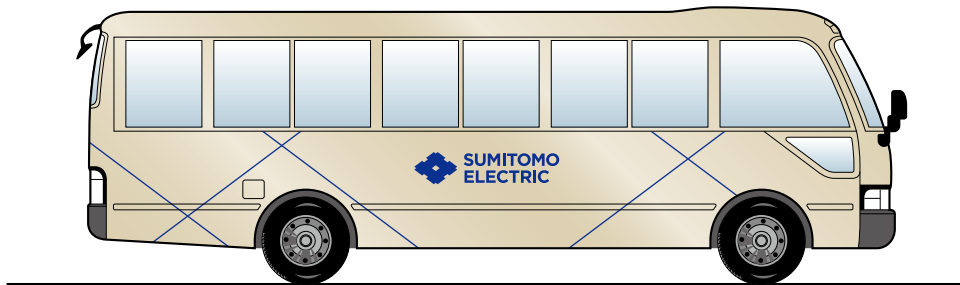
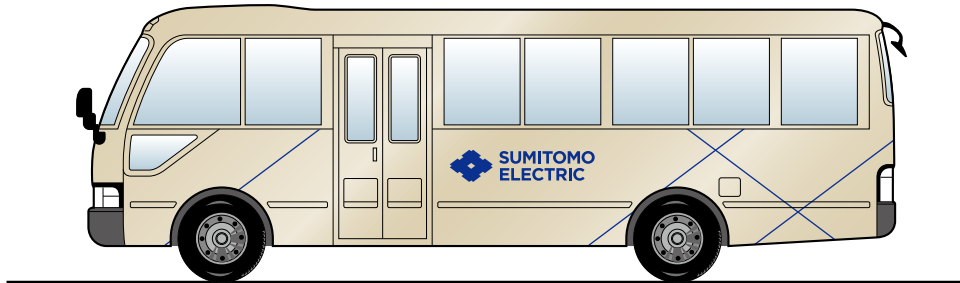
B.05.02

Application Design

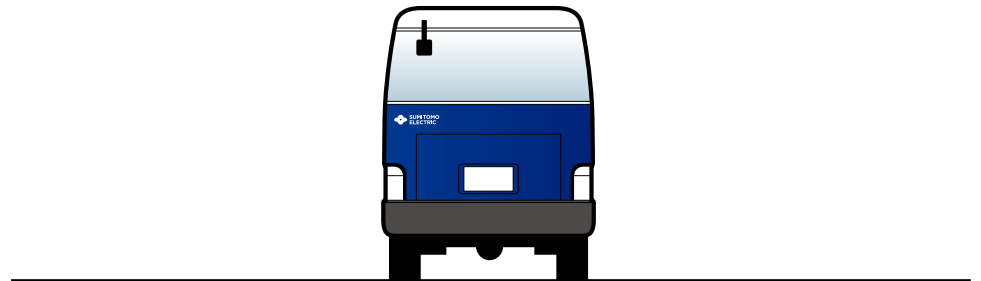
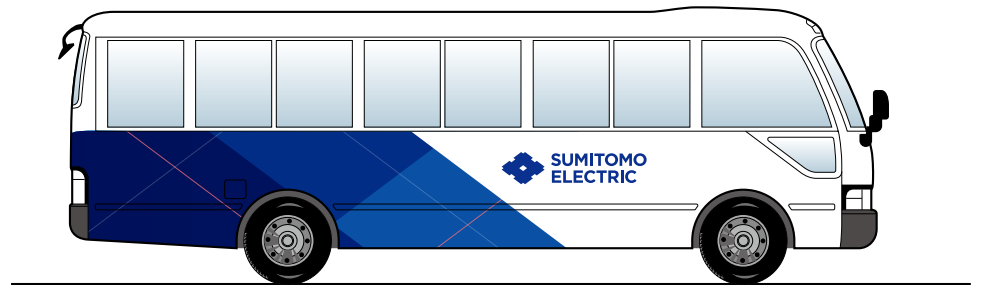
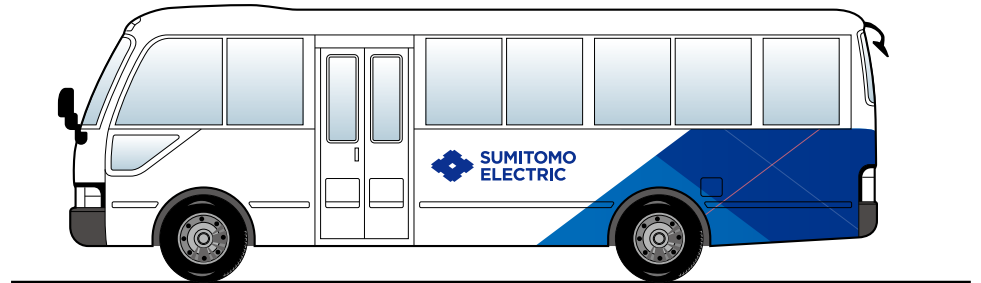
Shuttle Bus Examples

* These designs are only examples of the recommended use. Refer to the examples shown here when designing signs for shuttle buses.

A Type



B Type



B.06

Exhibitions

B.06.01 Exhibition Booth Example

B.06.02 Exhibition Panel Formats

B.06.01

Application Design

Exhibition Booth Example

* These designs are only examples of the recommended use. Refer to the example shown here when designing signs for exhibition booths.



B.06.02

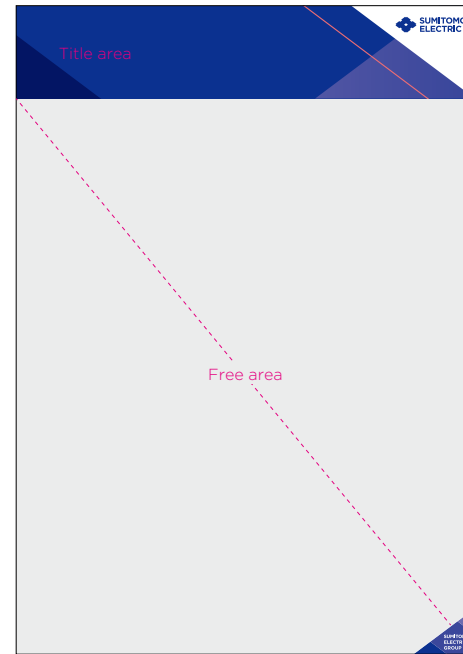
Application Design

Exhibition Panel Formats

Type 1



Type 2



Group company Type 1 example



Group company Type 2 example



The Sumitomo Electric grid logo may be displayed in any of the four corners.

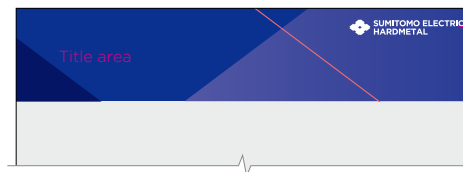
The group grid logo must always be displayed.

As a general rule, the Sumitomo Electric grid logo size is to be 1/7 of the vertical height of the paper. The size can be adjusted in cases of landscape format or different format as necessary.

Group company Type 1 example

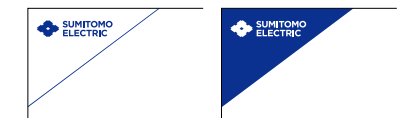


Group company Type 2 example



Display in the same place and size as the Sumitomo Electric brand mark. This may be changed if it becomes too big or too small due to the length of the company name.

Choose a color for the Sumitomo Electric grid logo to match the design of the page.



A large, white, outline-style capital letter 'C' is positioned in the upper left quadrant of the page. The background consists of several overlapping geometric shapes in various shades of teal and blue, creating a modern, abstract design.

FAQ

C.01.01

FAQ: Frequently Asked Questions and Answers on VI in General

Q1 To what extent should the recommended fonts be used? Should they also be used in letters of greeting, testimonials, etc.?

A1 As a general rule they should be used in all printed materials. However, other fonts may be used, for example, in testimonials where the use of non-traditional fonts may seem highly unnatural, or under other special circumstances.

Q2 Which fonts should be used for other languages such as Chinese or Vietnamese for which no rules have been laid down in the guidelines?

A2 Choose fonts that are similar in style to UD Shin-Go Pro or Gotham, as recommended by the local company in charge of graphic design.

Q3 Fonts are available in different styles such as “Light” and “Regular.” How many of these styles are needed?

A3 The “Gotham 1” set available from Hoefler & Co. covers all the basic font-weight styles (Light, Light Italic, Book, Book Italic, Medium, Medium Italic, Bold, Bold, Italic).
<http://www.typography.com/fonts/gotham/styles/gotham1>

Q4 Are there priorities for the use of different font-weights?

A4 No. Font-weights may be chosen according to the purpose of their use.

Q5 Should Gotham be used for English letters, numbers, punctuation marks, parentheses, etc., included in Japanese text?

A5 Use UD Shin-Go Pro for all Japanese text including English letters, numbers, punctuation marks, parentheses, etc.

Q6 Can colors other than those designated in the color palette be used?

A6 Yes. The colors designated in the color palette are those that are recommended, but the use of other colors is not prohibited.

Q7 Should all design elements be based on the grid pattern in accordance with the Grid Design? Can squares and circles be used, too?

A7 The grid logo defined in the application design must be used as it is. The Grid Design is also recommended as a general rule for other parts of the design. However, other patterns may be used if they are deemed particularly necessary for the integrity of the overall design.

Q8 Can gradation or transparent effects be used on colors of the color palette?

A8 Yes.

C.01.02

FAQ: Frequently Asked Questions and Answers on VI in General

Q9 Can the mark of SEI (communication mark) be used?

A9 No. It can not be used.

Q10 Which font should be used when printing branch name on a signboard?

A10 Use the company logotype for “Sumitomo Electric, Ltd.,” and Gotham Medium for the branch name.

Q11 Where should marks such as ISO marks be displayed?

A11 Display them in accordance with the rules stipulated for business cards.

Q12 Can product logos be used?

A12 Yes. Use them on items covered by these guidelines, in accordance with the stipulated rules. Regarding other items, use them in accordance with the rules stipulated for basic elements.

Q13 What should be done with the former CI manual?

A13 It may no longer be used. Follow the guidelines in this manual at all times.

Q14 How should the grid logo be used when developing the size of an envelope which is not included in the guidelines?

A14 Please refer the format that is the closest in size and adjust the size and placement of each elements so that the ratio and appearance is consistent.

D

Master File

D.01

Master Files

The Public Relations Department holds the master files, including all the data shown below, necessary for printing everything covered by these guidelines. Modification of master data is prohibited.

Original data					Template files	
Basic elements	AI	JPEG	PSD	PNG	PowerPoint files (Japanese/English)	Microsoft PowerPoint
Corporate symbol mark (Sumitomo Igeta mark)	✓	✓	✓	✓	Letterhead News releases Fax Cover Sheets	Microsoft Word
Brand mark (Japanese, English, Chinese, and Japanese and English written together)	✓	✓	✓			
Corporate logotype (Japanese, English, Chinese)	✓	✓	✓	✓	Sumitomo Electric Group VI Guidelines	PDF files
Corporate symbol mark combined with the corporate logotype (Japanese, English, Chinese)	✓	✓	✓	✓	* Contact the Public Relations Department of Sumitomo Electric if the AI data of application design examples are required.	
Tagline	✓	✓	✓	✓	<Terminology> AI files Data used mainly for printed media.	
Sumitomo Electric Group logo (Japanese, English, Chinese)	✓	✓	✓	✓	JPEG files Light data used for general purposes.	
Grid design - Sumitomo Electric grid logo - Group grid logo	✓	✓	✓	✓	PNG files Data in which the blank spaces behind images are transparent. The data is used mainly for creating, e.g., Microsoft PowerPoint or Microsoft Word documents.	
- Graphic patterns	✓				PSD files Data mainly used for viewing on monitors, such as websites.	

✓ = Available