



Daikin Logo Manual

for Business Partners

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Publicity Group, General Affairs Department,
Daikin Industries, Ltd.

Introduction

● Purpose

This manual describes the conditions and design methods, etc., for when business partners of Daikin Group companies can use the Daikin Logo. The Daikin Logo is an essential element conveying the brand image of the Daikin Group, and we ask that you observe the rules set forth in this manual with an understanding that its proper use links directly to sales promotion of Daikin brand products.

● Basic Principles for Use of the Daikin Logo

Daikin Industries and Daikin Group companies use the logo to visually express the image of the Daikin Group. However, in exceptionally cases, business partners of Daikin Group companies can use the Daikin Logo in sales promotion activities of Daikin brand products when the specified conditions are met.

● Special Cases for Use of the Daikin Logo

Business partners of Daikin Group companies can use the Daikin Logo in a limited manner in sales promotion activities for the following two intended uses to promote Daikin brand products without need for concluding a trademark license agreement. Please follow the instructions from this manual and each of the Daikin Group companies in which you have regular transactions and use the data provided by Daikin Group companies without performing any alterations or changes.

■ Intended Use 1

When placing the Daikin Logo with the brand logos of other companies (one or more companies) in signboards, advertisements, PR material, websites, etc., to express the fact that your company handles Daikin products

When only handling Daikin brand products, we ask that the Daikin Logo not be used.

■ Intended Use 2

When using the Daikin Logo in the creation of advertisements, PR material, and websites that link Daikin brand products to the selling of products that your company handles

● Prohibited Expression of the Daikin Logo

Even when used for the intended purposes stated above, the Daikin Logo may not be used in any of the following manners of prohibited expressions.

■ Prohibited Expression 1

Manner suggesting that the Daikin Group supports, endorses, or approves of any products or services other than those provided under the Daikin brand.

■ Prohibited Expression 2

Manner suggesting that a capital relationship exists between your company and the Daikin Group or that your company has received approval, endorsement, or guarantee from the Daikin Group in contradiction to the fact.

■ Prohibited Expression 3

Manner suggesting that Daikin has created, issued, or conveyed information such as in the use of the Daikin Logo as the main or most prominent element in your company's own marketing material (advertisements, PR material, websites, etc.).

■ Prohibited Expression 4

Manufacture as well as the distribution and sale of promotional goods that use the Daikin Logo.

■ Prohibited Expression 5

Other manners of expressions that the Daikin Group considers inappropriate.

If any action is discovered falling under the above-listed Prohibited Expressions 1-5, the Daikin Group will provide a corrective instruction. Those who receive the instruction are required to make corrections without delay according to the instruction. If a violation is not corrected by the time specified in the corrective instruction, the Daikin Group may require you to suspend or terminate use of the Daikin Logo. The Daikin Group is not liable for any damages incurred as a result of the correction, suspension, or termination of use of the Daikin Logo. Once a transaction with the Daikin Group is completed or terminated, stop using the Daikin Logo immediately.

● Contact Address for Inquiries




Questions regarding this manual should be directed to the following:


■ Daikin Industries, Ltd.

Publicity Group, General Affairs Department

E-mail: vis@daikin.co.jp

Scope of Use of the Daikin Logo

Scope of use of the Daikin Logo by the Daikin Group	Corporate Symbol Mark	Logo	
	Daikin Group Symbol		Product Brand Symbol
	Corporate flag and employee badges	Business cards, envelopes, official forms/signboards/vehicles, etc.	Advertisements, promotional materials, etc. for Daikin brand products
Daikin Industries, Ltd. and Daikin Group companies			

Scope of use of the Daikin Logo by business partners of Daikin Group	Corporate Symbol Mark	Logo	
	Daikin Group Symbol		Product Brand Symbol
	Corporate flag and employee badges	Business cards, envelopes, official forms/signboards/vehicles, etc.	Advertisements, promotional materials, etc. for Daikin brand products
Business partners of Daikin Group companies	Use not allowed (Use your own corporate logo)	Use not allowed (Use your own corporate logo)	

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Examples Using the Daikin Logo

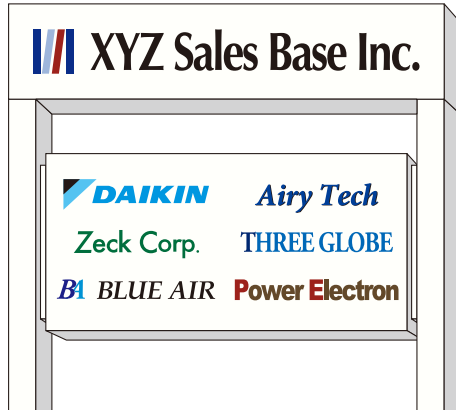
Business partners of Daikin Group companies can use the Daikin Logo in a limited manner in sales promotion activities for Daikin products as described in this manual.

Specific examples of these uses are indicated here.

When using the logo, please follow the instructions from this manual and each of the Daikin Group companies in which you have regular transactions and use the data provided by the Daikin Group without performing any alterations or changes.

When placing the Daikin Logo with the brand logos of other companies (one or more companies) in signboards, advertisements, PR material, websites, etc., to express the fact that the company handles Daikin products.

Examples of using store signboard



● Use on a store signboard expressing brands that are handled

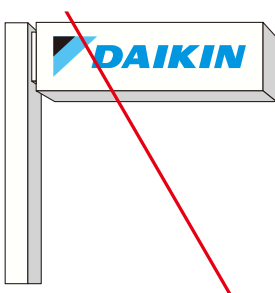
These are examples of use of the Daikin Logo in signboards as one of the brands handled by a business partner of a Daikin Group company.

When using the Daikin Logo, please follow the instructions from this manual and each of the Daikin Group companies in which you have regular transactions.

- ❗ When displaying the Daikin Logo, balance, including positioning and size of the logo, is considered, and the brand logo and company name of the business partner are displayed so that they are the foremost and most prominent in the same field of vision.
- ❗ The Daikin Logo is placed with the brand logos of other companies (one or more companies) that the business partner of a Daikin Group company handles.
- ❗ The Daikin Logo is placed so it appears as being visually equal to the brand logos of other companies.
- ❗ When only handling Daikin brand products, we ask that the Daikin Logo not be used.

Examples of prohibited display

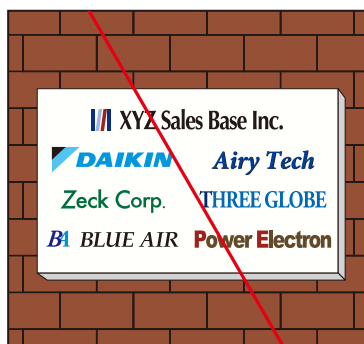
Singular display of Daikin



Large display of only the Daikin Logo



Displaying the Daikin Logo in same size as the company name and logo



When placing the Daikin Logo with the brand logos of other companies (one or more companies) in signboards, advertisements, PR material, websites, etc., to express the fact that the company handles Daikin brand products

Example of using website



The Daikin Logo is used to inform customers that Daikin brand products are one of multiple brands being handled.

● Use on a website expressing brands that are handled

This is an example of use of the Daikin Logo in websites as one of the brands handled by a business partner of a Daikin Group company.

When using the Daikin Logo, please follow the instructions from this manual and each of the Daikin Group companies in which you have regular transactions.

- ❗ When displaying the Daikin Logo, balance, including positioning and size of the logo, is considered, and the brand logo and company name of the business partner are displayed so that they are the foremost and most prominent in the same field of vision.
- ❗ The Daikin Logo is placed with the brand logos of other companies (one or more companies) that the business partner of a Daikin Group company handles.
- ❗ The Daikin Logo is placed so it appears as being visually equal to the brand logos of other companies.
- ❗ When only handling Daikin brand products, we ask that the Daikin Logo not be used.

Example of prohibited display



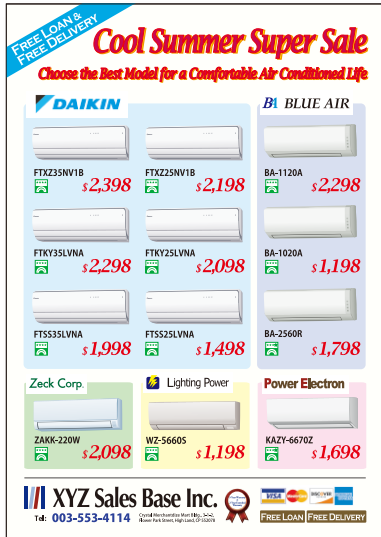
When singularly displaying the Daikin Logo for a company that only handles Daikin brand products, even if it is displayed to inform customers of product brands, there is a possibility of suggesting that a capital relationship exists between the company and the Daikin Group or that the company has received approval, endorsement, or guarantee from the Daikin Group in contradiction to fact.

This type of use of the Daikin Logo is prohibited.

When using the Daikin Logo in the creation of advertisements, PR material, and websites that link Daikin brand products to the selling of products that the company handles.

Examples of using newspaper advertisements/leaflets

Including with other company's products



The Daikin Logo is used to identify which of the listed products are Daikin brand products.

Singular listing of Daikin brand products



The Daikin Logo is used to identify that the listed products are Daikin brand products

Use in newspaper advertisements and leaflets to sell Daikin brand products

These are examples of using the Daikin Logo in the creation of advertisements, PR material, and websites that link Daikin brand products to the selling of products that the company handles

When using the Daikin Logo, please follow the instructions from this manual and each of the Daikin Group companies in which you have regular transactions.

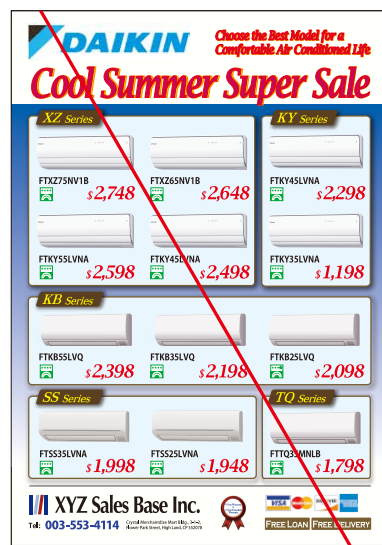
When displaying the Daikin Logo, balance, including positioning and size of the logo, is considered, and the brand logo and company name of the business partner are displayed so that they are the foremost and most prominent in the same field of vision.

The Daikin Logo is expressed in a manner that prevents any misunderstanding that the Daikin Group endorses, supports, or approves of any products or services other than those provided under the Daikin brand or that it endorses, supports, or approves of the conduct of business performed by the business partner.

Prohibited use

When the Daikin Logo is positioned to be even more conspicuous than the brand logo of the business partner of a Daikin Group company, there is a possibility of suggesting that the information was created, issued, or conveyed by the Daikin Group.

This type of use of the Daikin Logo is prohibited.





Rules for Displaying the Daikin Logo

These rules specify the usage of the Daikin Logo for business partners of Daikin Group companies.

Please properly use the Daikin Logo by observing the rules expressed here.

Daikin Logo



● Daikin Logo

Please use the data provided from the Daikin Group for the Daikin Logo without modifying the shape or applying any other treatment.

Access the Daikin Logo download page
http://www.daikin.co.jp/vi_logo/index.html

Minimum size

Printed materials



Screens



● Minimum Size

The minimum size is set to ensure visibility.

Printed materials

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

Screens

The minimum size shown here assumes a standard display resolution of 72 dpi. In other environments, such as on high-resolution displays or smartphones, the Daikin Logo can appear too small or blurry.

*1 pixel = approximately 0.353mm. Pixel size varies according to resolution.
If the resolution is 72ppi (pixels to an inch), there will be 72 pixels to an inch.
(approximately 2.54cm)

Clear space



● Clear space

This is the clear space which must be left blank around the Daikin Logo to ensure that its independence from all other elements is preserved and that its color and form stand out.

Be sure to leave the specified clear space blank all around the Daikin Logo. 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.

Examples of misuse related to the specified clear space

Other graphic elements must not be positioned within the specified clear space.



Even when a wider area than the specified clear space is used and blank space is maintained, other graphic elements must not be added that can be perceived as being integrated with the Daikin Logo.



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

Color schemes of the full color



● Full color

The full color display includes all three of the corporate colors for the maximum expression of the aspirations symbolized by the Daikin Logo.

The Daikin Logo should be displayed in full color whenever possible.

Reference examples with different color density levels of the background

0%



The background of the Daikin Logo must be white because the color and form of the Daikin Logo stand out best against a white background.

When other colors are used around the symbol, be sure to leave the specified clear space white. (Refer to B-02)

20%



50%

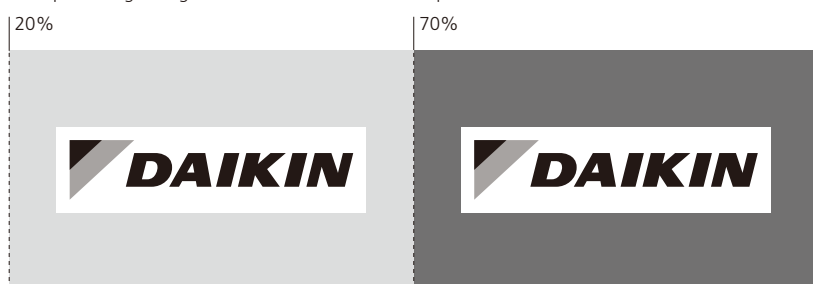


This alternative is used in single color printing when screening can be rendered cleanly.

Color schemes of the single color (with screening)



Examples using backgrounds with different color depths



● Single color (with screening)

This alternative is used when printing is limited to a single color and screening can be rendered cleanly.

To use this alternative, please ask a Daikin Group company that you have regular transactions with and receive data from the company.

The background of the Daikin Logo must be white because the color and form of the Daikin Logo stand out best against a white background.

When other colors are used around the symbol, be sure to leave the specified clear space white. (Refer to B-02)

Components must not be used separately.



Relative proportions must be maintained.



The relative positioning and character spacing must be maintained for the triangle and the logotype.



Shape must not be distorted.



Other graphic elements must not be positioned within the specified clear space.
(Refer to page B-02)



Even when a wider area than the specified clear space is used and blank space is maintained, other graphic elements must not be added that can be perceived as being integrated with the Daikin Logo.
(Refer to page B-02)



● Examples of Misuse of the Daikin Logo

Always ensure that the Daikin Logo is displayed correctly. Improper use of the Daikin Logo may damage the image of the Daikin brand.

Uses and expressions as shown to the left and on the next page are not acceptable. The types of misuse shown here are only examples. Gain a good understanding of the principles and be sure to display the Daikin Logo correctly at all times.

The logo must not be tilted, rotated, or flipped upside down. (Maintains horizontal position)



No alteration of logo is permitted including effects, 3D, or gradations.



Corporate colors and color scheme must not be altered or changed.



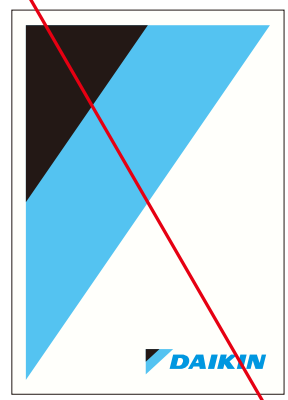
Density levels for the single color display (with screening or slit) must be maintained, and reverse print must not be used.



Colors other than white and photos may not be used for background.



Graphic elements resembling the triangle may not be created.



Components must not be displayed with an outline.

