

Ray

Usage Guidelines

Ray Co., Ltd. 2017.

Corporate

Identity

Agenda

Overview

Design Concept

Basic System

Application System

Overview

**CI Is An Important Brand Asset,
Representing Our Corporate Image.**

It cannot be modified or damaged under any circumstances.



**The World
Full of Happiness
Made by Happy People**

Design Concept

H*A*P*P*Y* Ray

The World Full of Happiness Made by Happy People



Our logo, reflecting the spirit of future-oriented and conative Ray with graceful curves, symbolizes the ideal to achieve harmony with the world through respect for life and positive communication.

With a tooth, mouth, heart and water drop motif, it symbolizes passion for creative changes, and the beautiful curves and subtle spacing represent the excellence of Ray differentiated in the global market. It also symbolizes the pride as a global leader who makes the world a better place, representing our will to create the best value, respect human life, and contribute to the world with cutting-edge technologies. The logo also contains youthful Ray's honest promise of always remembering our corporate social responsibility.

The Ray Blue, a symbol of stability and confidence, is a color representing high technology, and it symbolizes the water that spreads and absorbs from the highest to the lowest places over the world and gives birth to life. It also symbolizes Ray's humble commitment to connect and communicate between Ray and the rest of the world.



Ray



Ray

Logo Type

Elegant and sophisticated curves reflect the spirit of future-oriented and conative Ray, and the thick and straight lines of each letter represents Ray that is spreading through the world.

The soft rhythm visualized by the curves and subtle spacing of the entire logo aesthetically symbolizes Ray's excellence in the global market.

The logo also represents our pride as a global leader making the world a better place to live in.



Word Mark

It symbolizes the ideal to achieve harmony with the world through respect for life and positive communication. The logo, with a tooth, mouth, heart and water drop motif, symbolizes passion for creative changes, The unstructured curves emphasize the open mind of Ray, while it represents our will to create the best value, respect human life, and contribute to the world with cutting-edge technologies. Emphasizing the corporate social responsibility, it also represents an honest and youthful corporate image.



Color Concept

The Ray Blue, a symbol of stability and confidence, represents state-of-the-art technology, and it symbolizes the water that spreads and absorbs from the highest to the lowest places over the world and gives birth to life.

It also symbolizes Ray's humble commitment to connect and communicate between Ray and the rest of the world.

Pantone 286C / C100% + M80%

Basic System

The Ray CI is more than a logo: it stands for who we are.
Its use should be carefully controlled.

Basic System / 1. Safe Area

It is very important for a corporate logo to secure the Safe Area around itself as promised.

The Safe Area is a clearspace to keep the original design and its unique characteristics.

No other elements may be placed in the 'Safe Area'.

1. Safe Area

- 1) Clearspace
- 2) Grid
- 3) Minimum Size

2. Color Palette

- 1) Basic Color
- 2) Sub Color
- 3) Special Color

3. Background Color Palette

- 1) Basic
- 2) Special(Mono, Negative)
- 3) Special(Basic Word Mark)

4. Unacceptable Use

- 1) Form
- 2) Background

Basic System / 1. Safe Area

A clearspace equal to **half of the vertical height of the Ray Letters** must be maintained around the Ray logo in every application.

No other visual element may intrude within this clearspace.

1) Clearspace



Word Mark



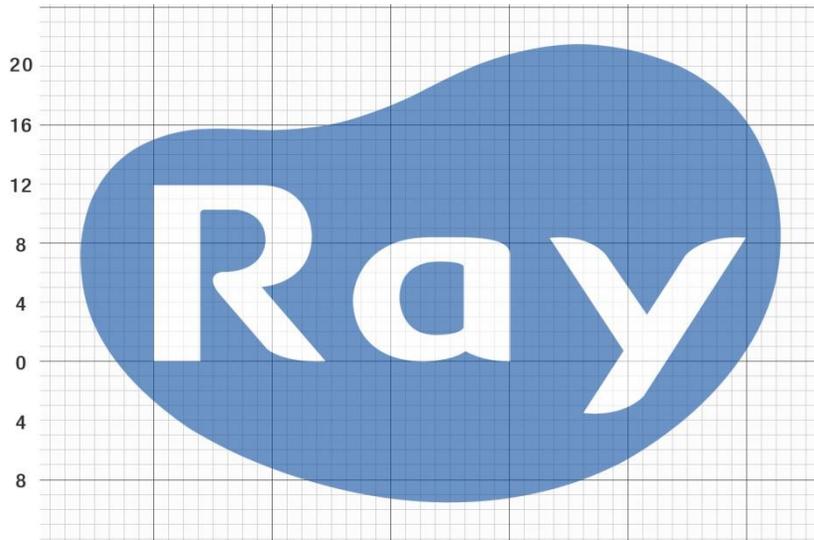
Logo Type

Basic System / 1. Safe Area

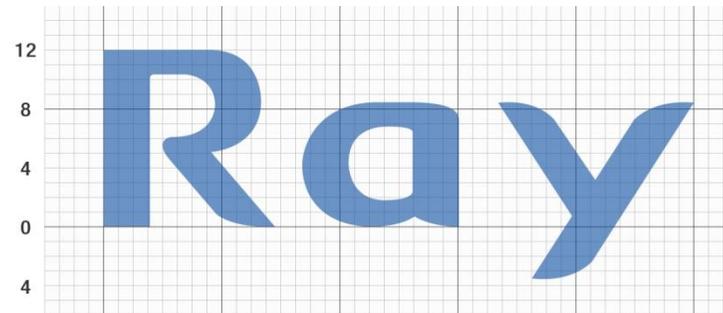
The provided CI file may ONLY be used in every application.

But in case computer printing is not available due to size of the printed material,
the grid shown below may ONLY be applied.

2) Grid



Word Mark



Logo Type

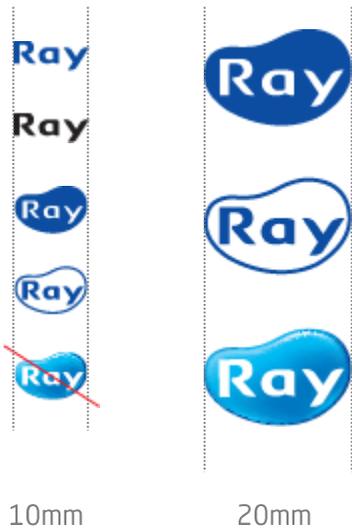
Basic System / 1. Safe Area

It is prohibited to use the Ray logo below the minimum size shown here.

- Logo Type & Solid Word Mark: 10mm,

- Basic Word Mark: 20mm

3) Minimum Size



Basic System / 2. Color Palette

The Ray Blue delivers Ray's Identity in all application systems as well as basic elements.

1. Safe Area

- 1) Clearspace
- 2) Grid
- 3) Minimum Size

2. Color Palette

- 1) Basic Color
- 2) Sub Color
- 3) Special Color

3. Background Color Palette

- 1) Basic
- 2) Special(Mono, Negative)
- 3) Special(Basic Word Mark)

4. Unacceptable Use

- 1) Form
- 2) Background

Basic System / 2. Color Palette

The Ray CI should basically be used in **Ray Blue** in every application.

1) Basic

Spot Color Printing

Process Printing



Ray Blue



Basic System / 2. Color Palette

The Ray CI should basically be used in **Ray Blue** in every application.

The Ray Logo Type may **ONLY** be used in the color combinations shown here.

2) Sub

Spot Color Printing

Process Printing

Ray

Ray Black



Pantone Process Black C

Ray Black



Black(K) 100%

Ray

Ray Light Gray



Pantone Cool Gray 5C

Ray Light Gray



Black(K) 30%

Ray

Ray Dark Gray



Pantone Cool Gray 10C

Ray Dark Gray



Black(K) 70%

Ray

Ray Gold



Pantone 875C

Ray

Ray Silver



Pantone 877C

Basic System / 2. Color Palette

The Ray CI should basically be used in **Ray Blue** in every application.

The Ray Word Mark may **ONLY** be used in the color combinations shown here.

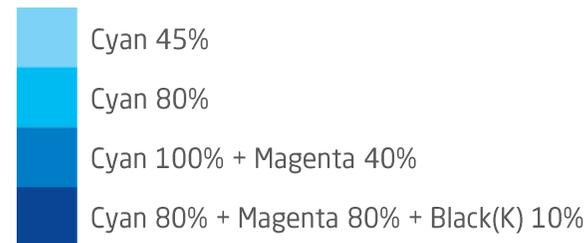
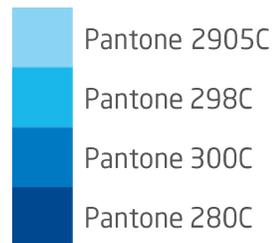
3) Special

Spot Color Printing

Process Printing



Ray Happy BLUE



Basic System / 3. Background Color Palette

The background color of the Ray CI must be chosen to create a unique, distinctive mark under any circumstances.

The background color must possibly be white, but the following guidelines may be used **in case other color options are necessary.**

1. Safe Area

- 1) Clearspace
- 2) Grid
- 3) Minimum Size

2. Color Palette

- 1) Basic Color
- 2) Sub Color
- 3) Special Color

3. Background Color Palette

- 1) Basic
- 2) Special(Mono, Negative)
- 3) Special(Basic Word Mark)

4. Unacceptable Use

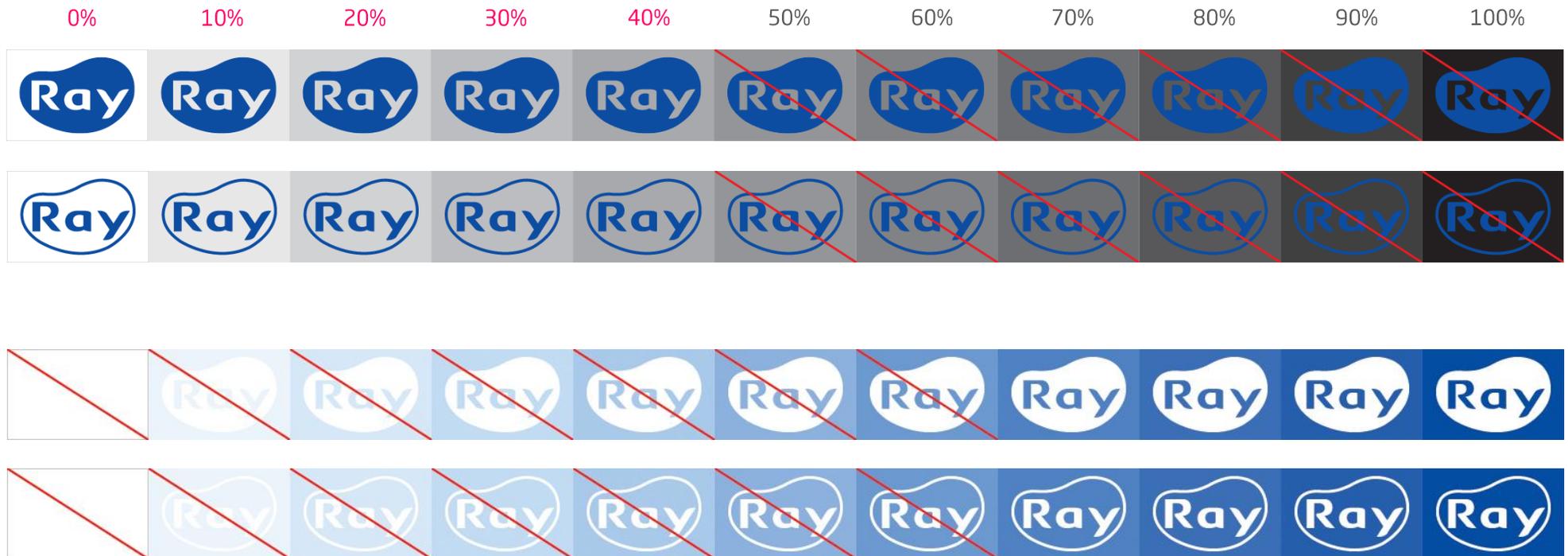
- 1) Form
- 2) Background

Basic System / 3. Background Color Palette

The background color must possibly be white.

But in case white isn't available, **black or another color** may ONLY be used in the brightness shown here.

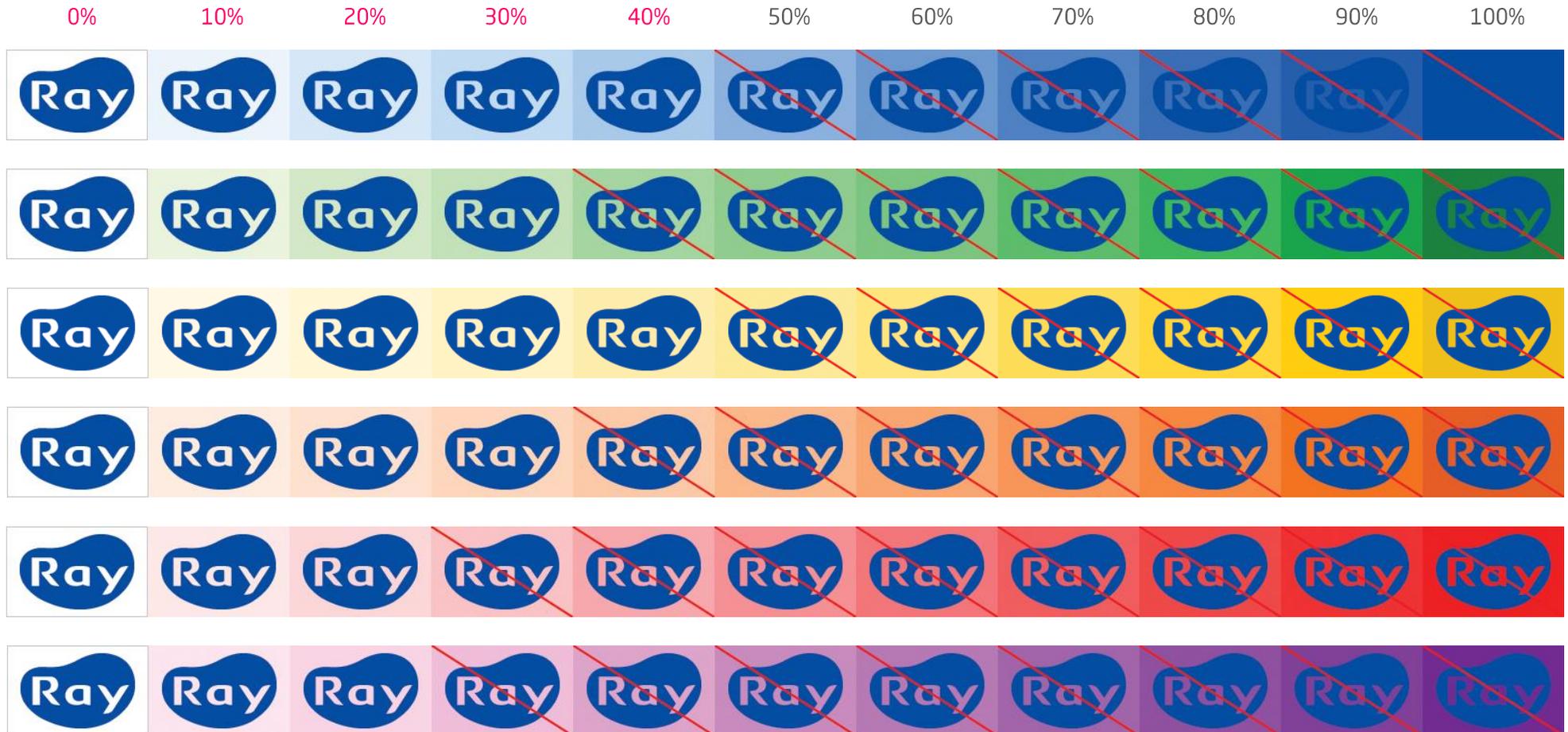
1) Basic



Basic System / 3. Background Color Palette

The background color must possibly be white. But in case white isn't available, colors may ONLY be used in the brightness shown here.

1) Basic

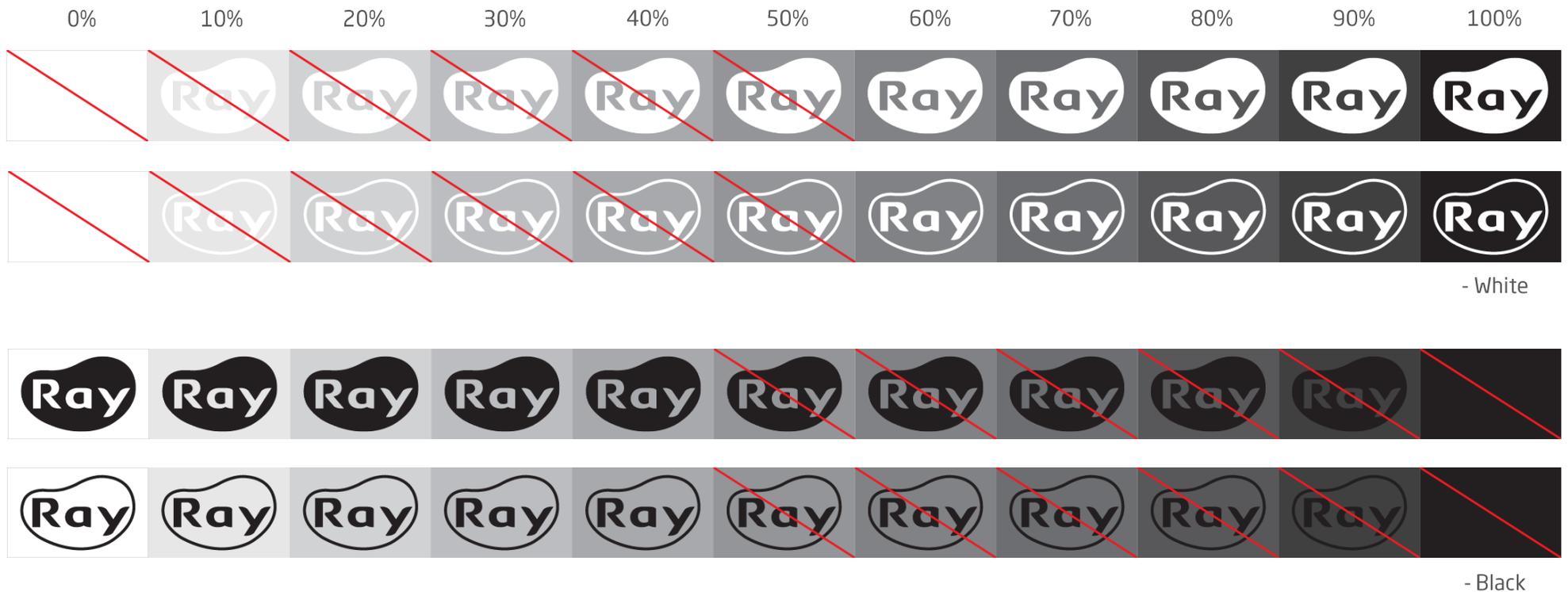


Basic System / 3. Background Color Palette

The background color must possibly be white.

But in case white isn't available, mono or negative options may ONLY be used in the combinations shown here.

2) Special(Mono, Negative)



Basic System / 3. Background Color Palette

The background color must possibly be white.

But in case white isn't available, mono or negative options may ONLY be used in the combinations shown here.

2) Special(Mono, Negative)



Basic System / 3. Background Color Palette

The background may possibly be in white.

But in case white isn't available, CY modification may ONLY be used in **Cyan 10% or Yellow 10% shown here.**

3) Special(Basic Word Mark)



white



Cyan 10%



Yellow 10%

Basic System / 4. Unacceptable Use

The relationship between each element of our CI must be carefully considered.

In addition to colors, the relative size and position of the elements is fixed and should not be changed.

1. Safe Area

- 1) Clearspace
- 2) Grid
- 3) Minimum Size

2. Color Palette

- 1) Basic Color
- 2) Sub Color
- 3) Special Color

3. Background Color Palette

- 1) Basic
- 2) Special(Mono, Negative)
- 3) Special(Basic Word Mark)

4. Unacceptable Use

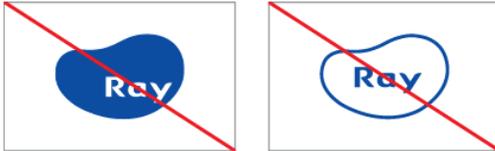
- 1) Form
- 2) Background

Basic System / 4. Unacceptable Use

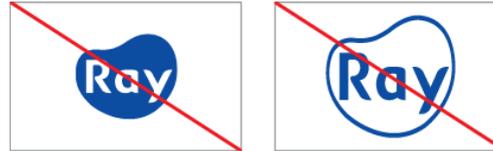
The Ray CI cannot be modified or damaged under any circumstances. Refer to the following examples:

1) Form

a. Position modified



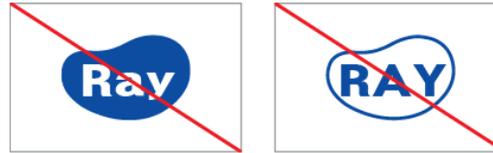
b. Relative size modified



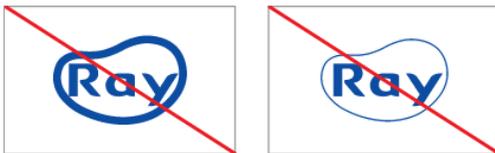
c. Letters added



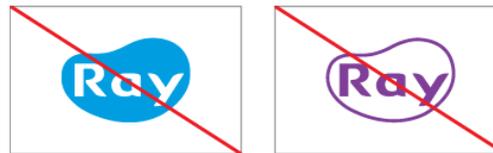
d. Font modified



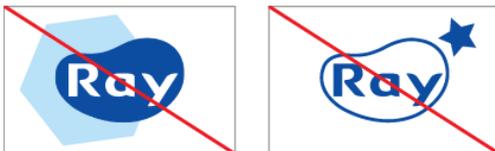
e. Thickness modified



f. Color modified



g. Other element added

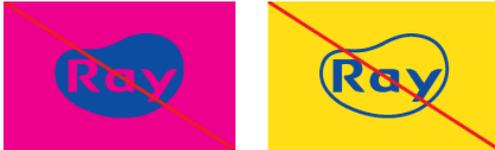


Basic System / 4. Unacceptable Use

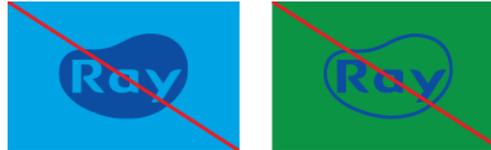
The Ray CI cannot be modified or damaged under any circumstances. Refer to the following examples:

2) Background

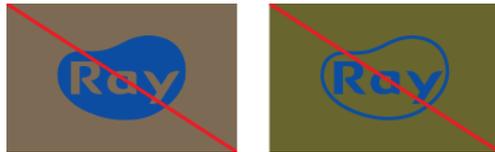
a. Complementary colors



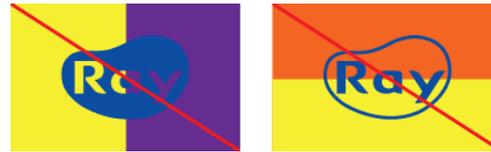
b. Similar colors



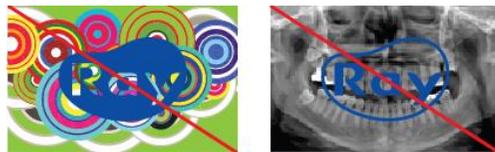
c. Turbid colors



d. Divided



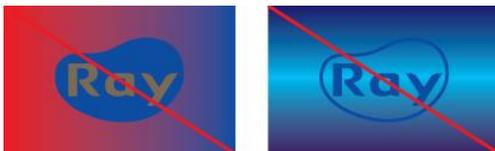
e. Patterned or image



f. Above 20% brightness gap



g. Poor legibility



Regional Offices

USA, EUROPE, JAPAN 16.09.26

AUSTRALIA 16.10.20

The basic rules are the same as the HQ CI guidelines,
but each logo of our regional offices contains an additional regional office title next to the original logo.

- Use the attached *.ai (for printing), *.png (transparent background), and *.jpg file.

1. Figure

- 1) Ray America
- 2) Ray Europe
- 3) Ray Japan
- 4) Ray Australia
- 5) Ray Mexico

2. Safe Area

3. Color Palette

4. Text

- 1) Ray America
- 2) Ray Europe
- 3) Ray Japan
- 4) Ray Australia
- 5) Ray Mexico



Basic System / 1-1. USA

1) Word Mark Basic



Basic System / 1-1. USA

2) Word Mark Solid



Basic System / 1-1. USA

3) Logo Type Basic

Ray America

Basic System / 1-2. Europe

1) Word Mark Basic



Basic System / 1-2. Europe

2) Word Mark Solid



Basic System / 1-2. Europe

3) Logo Type Basic

Ray Europe

Basic System / 1-3. Japan

1) Word Mark Basic



Basic System / 1-3. Japan

2) Word Mark Solid



Basic System / 1-3. Japan

3) Logo Type Basic

Ray Japan

Basic System / 1-4. Australia

1) Word Mark Basic



Basic System / 1-4. Australia

2) Word Mark Solid



Basic System / 1-4. Australia

3) Logo Type Basic

Ray Australia

Basic System / 1-5. Mexico

1) Word Mark Basic



Basic System / 1-5. Mexico

2) Word Mark Solid



Basic System / 1-5. Mexico

3) Logo Type Basic

Ray Mexico

Regional Offices

The basic rules are the same as the HQ CI guidelines,
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- Use the attached *.ai (for printing), *.png (transparent background), and *.jpg file.

1. Figure

- 1) Ray America
- 2) Ray Europe
- 3) Ray Japan
- 4) Ray Australia
- 5) Ray Mexico

2. Safe Area

3. Color Palette

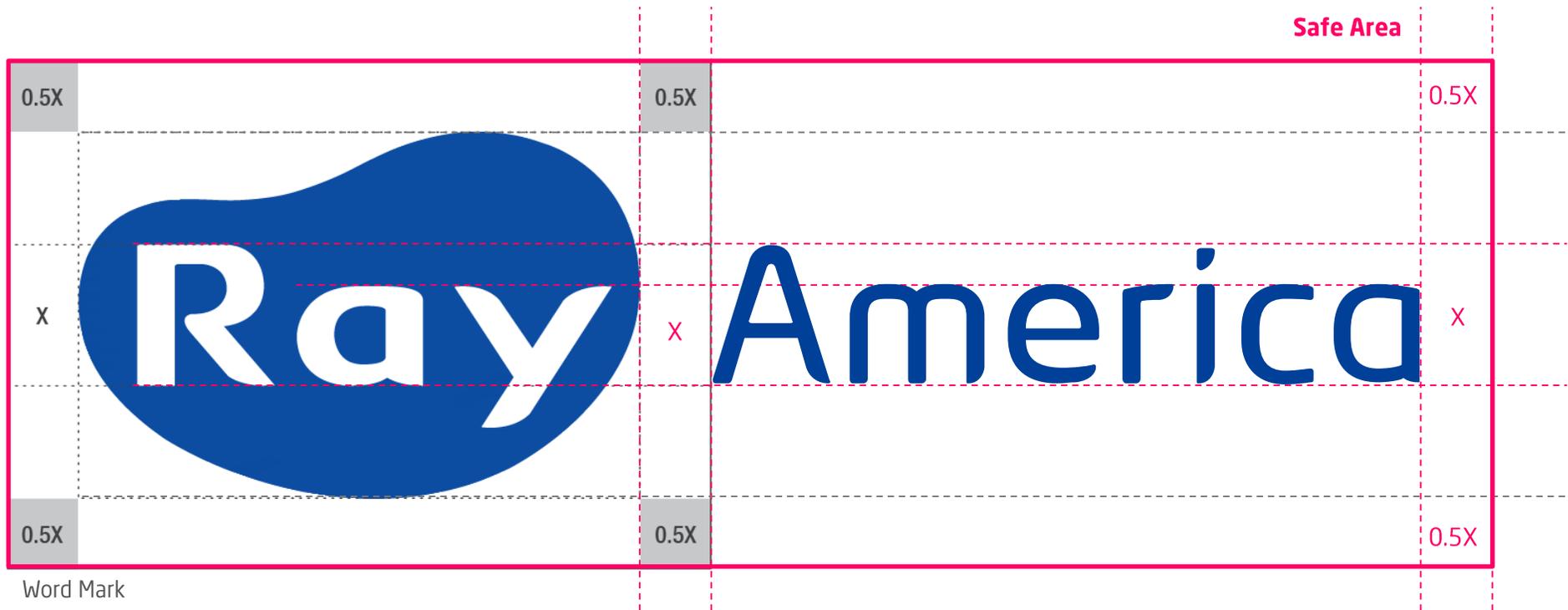
4. Text

- 1) Ray America
- 2) Ray Europe
- 3) Ray Japan
- 4) Ray Australia
- 5) Ray Mexico

Basic System / 2. Safe Area (Refer to P12, 13)

1) Clearspace

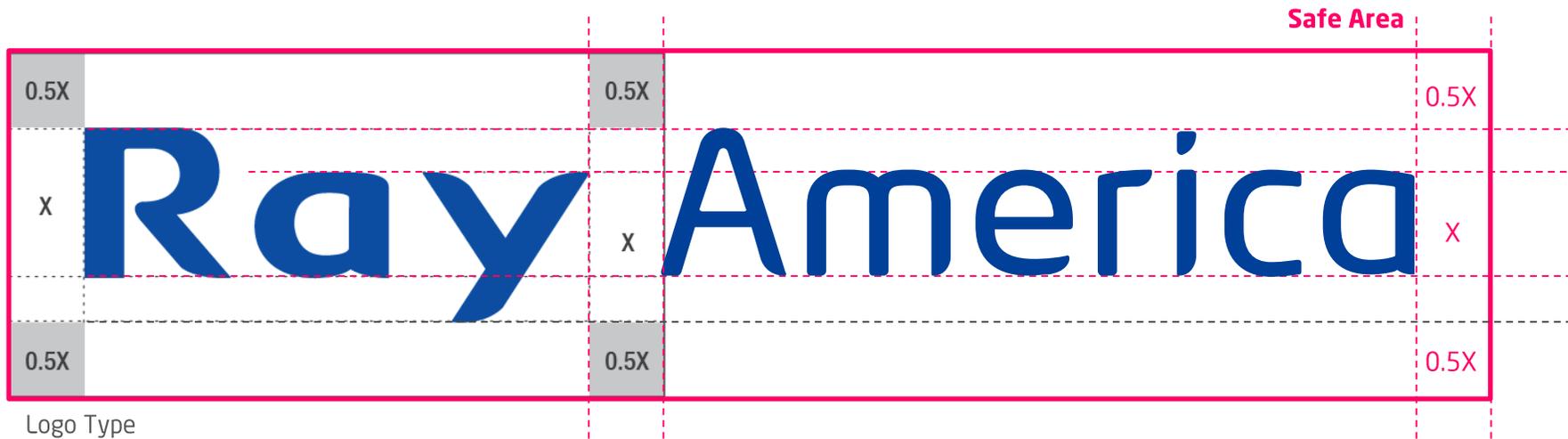
A clearspace equal to **half of the vertical height of the Ray Letters** must be maintained around the Ray logo in every application. No other visual element may intrude within this clearspace.



Basic System / 2. Safe Area (Refer to P12,13)

1) Clearspace

A clearspace equal to **half of the vertical height of the Ray Letters** must be maintained around the Ray logo in every application. No other visual element may intrude within this clearspace.



Regional Offices

The basic rules are the same as the HQ CI guidelines,
but each logo of our regional offices contains an additional regional office title next to the original logo.

- Use the attached *.ai (for printing), *.png (transparent background), and *.jpg file.

1. Figure

- 1) Ray America
- 2) Ray Europe
- 3) Ray Japan
- 4) Ray Australia
- 5) Ray Mexico

2. Safe Area

3. Color Palette

4. Text

- 1) Ray America
- 2) Ray Europe
- 3) Ray Japan
- 4) Ray Australia
- 5) Ray Mexico

Basic System / 3. Color Palette

Light Blue may be used for the logos of the regional offices.

The logos may **ONLY** be used in **the colors shown here**.

The color of the additional office title **should be lighter** than the company name.

1) Regional Office

Spot Color Printing

Process Printing

Ray Japan

Ray Light Blue



Pantone Process Cyan C

Ray Light Blue



Cyan(C) 100% + Magenta(M) 10%

2) Color Combination

Ray Japan



Pantone 286C
Cyan 100% + Magenta 80%

Pantone Process Cyan C
Cyan 100% + Magenta 10%

Ray Japan



Pantone Process Black C
Black(K) 100%

Pantone 286 C
Cyan 100% + Magenta 80%

Ray Japan



Pantone Process Black C
Black(K) 100%

Pantone Cool Gray 10C
Black(K) 70%

Regional Offices

The basic rules are the same as the HQ CI guidelines,
but each logo of our regional offices contains an additional regional office title next to the original logo.

- Use the attached *.ai (for printing), *.png (transparent background), and *.jpg file.

1. Figure

- 1) Ray America
- 2) Ray Europe
- 3) Ray Japan
- 4) Ray Australia
- 5) Ray Mexico

2. Safe Area

3. Color Palette

4. Text

- 1) Ray America
- 2) Ray Europe
- 3) Ray Japan
- 4) Ray Australia
- 5) Ray Mexico

Basic System / 4. Text : Ray America

The typed text of the regional office tile should be a combination of small and capital letters.

NeoSans and NeoTech fonts may ONLY be used, and the two fonts must be used together as specified below.

The company title "Ray" must be differentiated with a second step bolder font than the regional office title.

1) Text

Ray America

Medium+Light

NeoTech

NeoSans

NeoSans

NeoTech

Ray America

Bold+Regular

Basic System / 4. Text : Ray Europe

The typed text of the regional office tile should be a combination of small and capital letters.

NeoSans and NeoTech fonts may ONLY be used, and the two fonts must be used together as specified below.

The company title "Ray" must be differentiated with a second step bolder font than the regional office title.

1) Text

Ray Europe

Medium+Light

NeoTech

NeoSans

NeoTech

Ray Europe

Bold+Regular

Basic System / 4. Text : Ray Japan

The typed text of the regional office tile should be a combination of small and capital letters.

NeoSans and NeoTech fonts may ONLY be used, and the two fonts must be used together as specified below.

The company title "Ray" must be differentiated with a second step bolder font than the regional office title.

1) Text

Ray Japan

Medium+Light

NeoTech

NeoSans

NeoSans

NeoTech

Ray Japan

Bold+Regular

Basic System / 4. Text : Ray Australia

The typed text of the regional office tile should be a combination of small and capital letters.

NeoSans and NeoTech fonts may ONLY be used, and the two fonts must be used together as specified below.

The company title "Ray" must be differentiated with a second step bolder font than the regional office title.

1) Text

Ray Australia

Medium+Light

NeoTech

NeoSans

NeoSans

NeoTech

Ray Australia

Bold+Regular

Basic System / 5. Text : Ray Mexico

The typed text of the regional office tile should be a combination of small and capital letters.

NeoSans and NeoTech fonts may ONLY be used, and the two fonts must be used together as specified below.

The company title "Ray" must be differentiated with a second step bolder font than the regional office title.

1) Text

Ray Mexico

Medium+Light

NeoTech

NeoSans

NeoTech Pro

NeoTech

Ray Mexico

Bold+Regular

Thank

You

Innovation in Imaging 