CKD CI DESIGN MANUAL

This CI Design Manual and the logo mark published therein are the property of CKD Corporation, copyright, trademark and all other intellectual property rights. CKD Corporation, in accordance with the SNS regulations, privacy policies, social media policies, and related laws and regulations, permits the use of the CI Design Manual and the posted logo mark. Although CKD Corporation will not exercise its rights to the use of the CI Design Manual and the posted logo mark by users under the following conditions, CKD Corporation reserves intellectual property rights.

CONFIDENTIAL

CKD Corporation 250, Ouji 2-chome, Komaki, Aichi 31.3.2025

<Usage Conditions>

① Users shall comply with the provisions of the SNS rules, privacy policies, social media policies, and related laws and regulations.

- ② It conforms to the product sales, service provision and other business purposes of CKD Corporation.
- ③ Use in usage and design that does not conflict with prohibited items, as directed in the CI Design Manual.

Logo Mark

Logo with the Brand Slogan





Creating Solutions Together

Variation A "Left-align"

Creating Solutions Together

Variation B "Horizontal alignment"



Creating Solutions Together

Minimum size to use

In order to ensure logo visibility.

1.5mm **____ckd**



Corporate color of CKD



Human & Techno-green

Printing ink

Color separation used for printing RGB value

DIC643 (DIC Corporation)
334C (Pantone)
C100% M0% Y80% K0%
R0 G155 B100 (#009B64)

Brand Slogan Type Design

Type Design 1 line

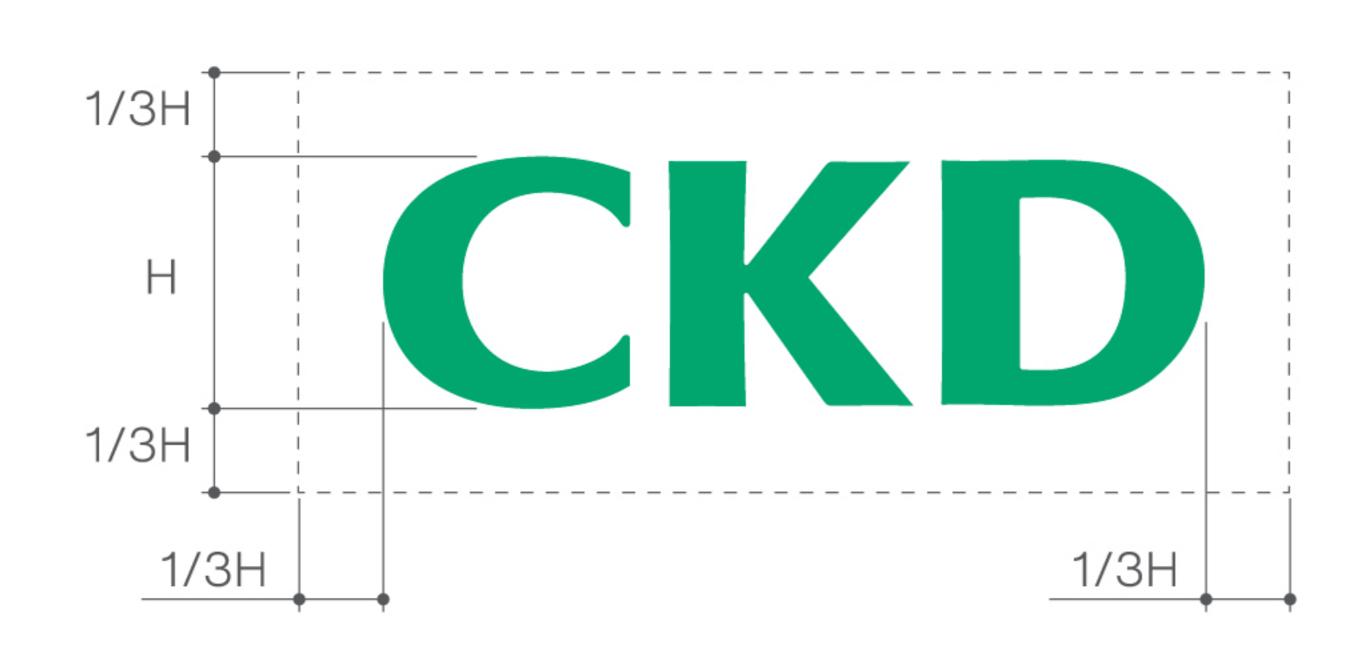
Creating Solutions Together

Type Design 3 line

Creating
Solutions
Together

Isolation

Indicate the logo mark independently from other image elements in order to increase its discriminability and effectively show it.Do not display any other elements (text, design, etc.) within the dotted line shown in the figure (1/3 of the logo height) as margin space.









^{*} Human & Techno Green has a color sample.

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Background color

Background color: White

The basic background color for logo Mark and logo with brand slogans should be white. As a rule, background colors other than white that make it difficult to recognize the logo mark or detract from the brand image are not acceptable.



Basic

Creating Solutions Together

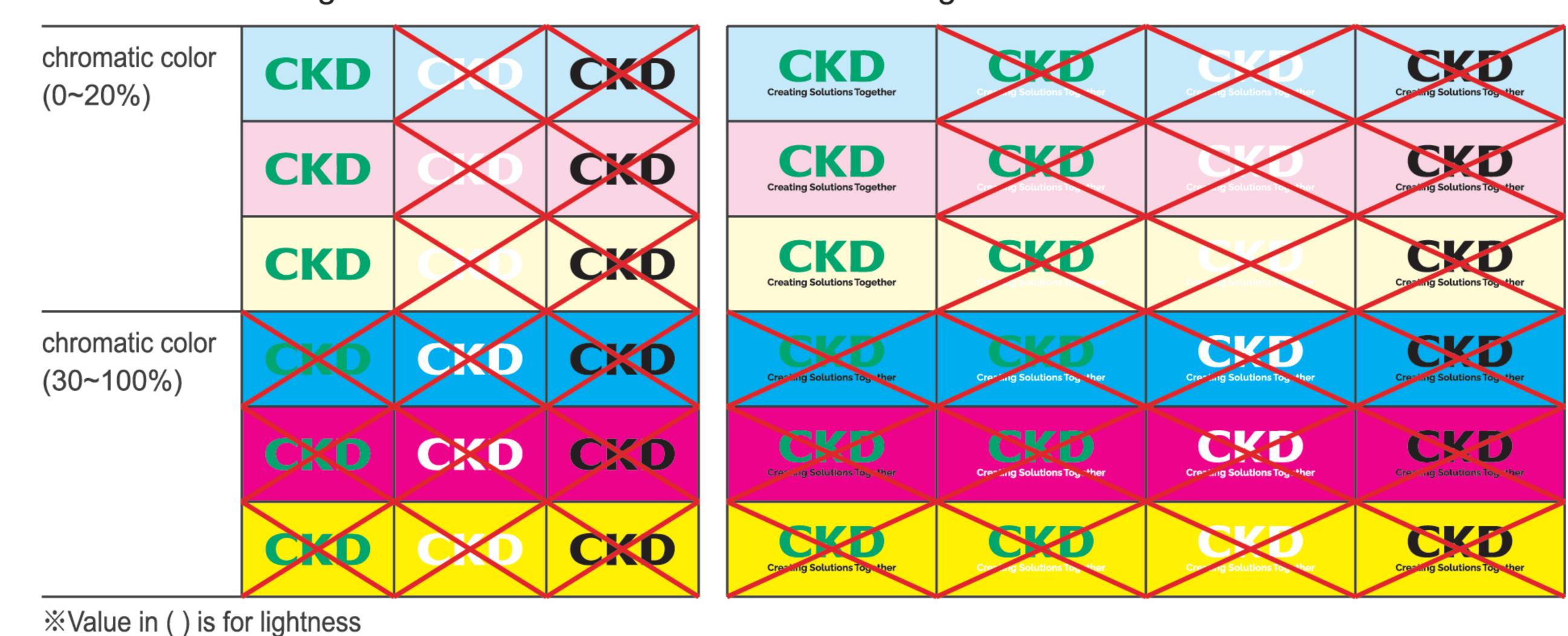
Logo: Human & Techno-green Brand Slogan : Black Background color: White

Guidelines for using Human & Techno-green or achromatic colors in the background

	Human & Techno-green	White	Black	Human & Techno-green + Black	Human & Techno-green + White	White	Black
Human & Techno-green		CKD	CKD	Cresting Solutions Tog ther	Creating Solutions Tog. ther	CKD Creating Solutions Together	CKD Creating Solutions Together
achromatic color (0~20%)	CKD		CKD	CKD Creating Solutions Together	Cre and Solutions log ther	Crewing Solutions Tog Ther	CKD Creating Solutions Together
achromatic color (30~40%)		CKD	CKD	CKD Creating Solutions Together	Creating Solutions Tog ther	Creating Solutions Tog ther	CKD Creating Solutions Together
achromatic color (50~70%)		CKD	CXO	Creating Solutions Tog ther	Cre-ting Solutions Tog: ther	CKD Creating Solutions Together	CICLO Creating Solutions Together
achromatic color (80~100%)	CKD	CKD		CKD	CKD Creating Solutions Together	CKD Creating Solutions Together	

※Value in () is for lightness

Guidelines for using chromatic or material colors for the background



Prohibition

Do not change the character spacing.



In order to write the company name in sentences, use a general typeface. Do not use the logo mark.



Do not transform the baseline.



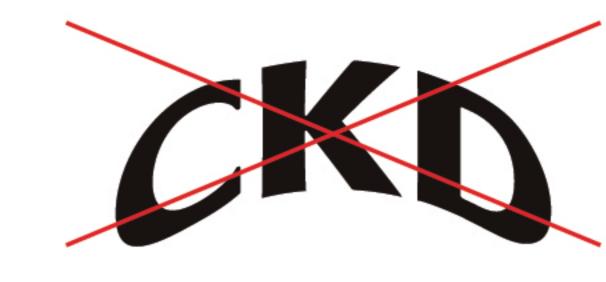
Do not special expressions such as shadows or 3D effects.



Do not thicking or thinning deformation.



Do not deform.



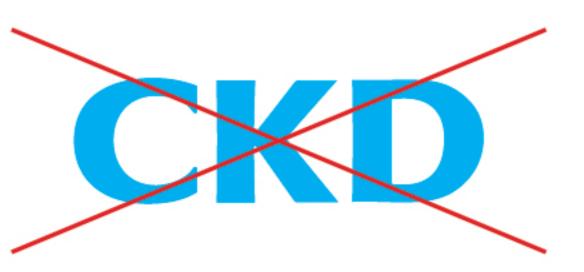
Do not replace part of the item with another element (photos, illustrations, etc.)



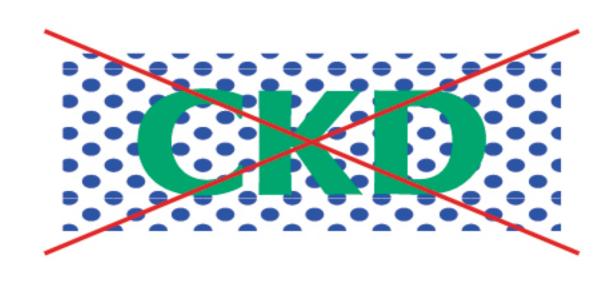
Do not green on Brand Slogan.



Do not represent the logo mark in any color other then the specified corporate color.



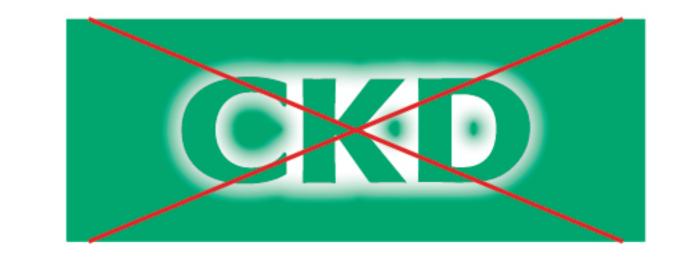
Do not use any pattern that is hardly identified for the background.



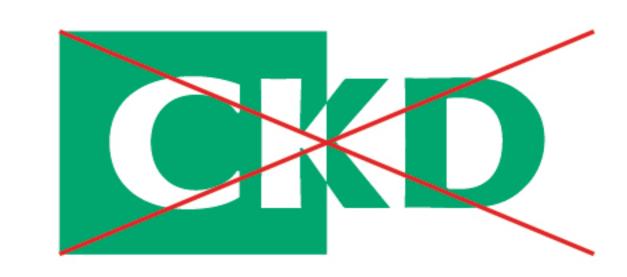
Do not use the logo mark to write the company name. To write it, use the company name logotype.



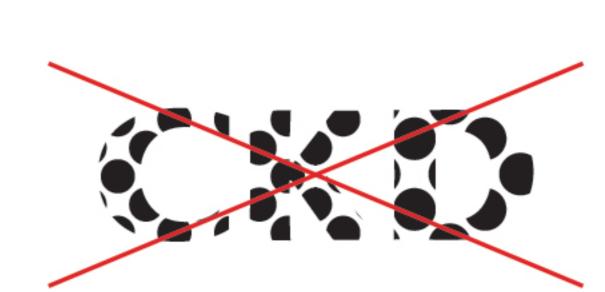
Do not blurring or other borders.



Do not make a part of the image negative.



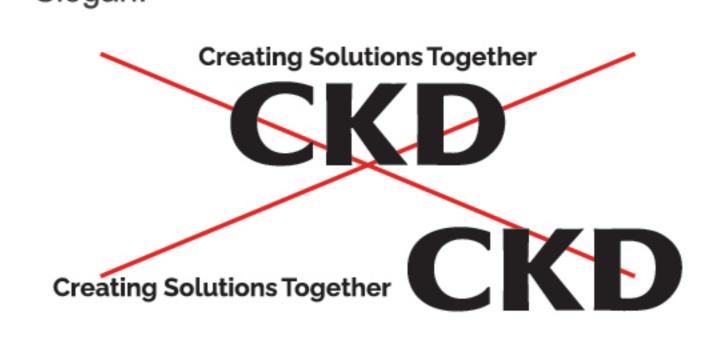
Do not display with shading, etc.



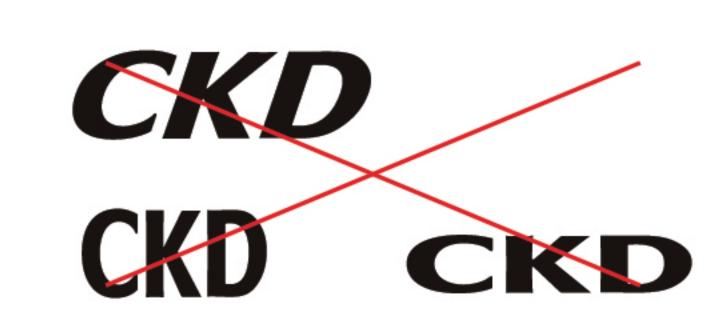
Do not use metallic or other metallic-looking expressions.



Do not change the position of the Brand



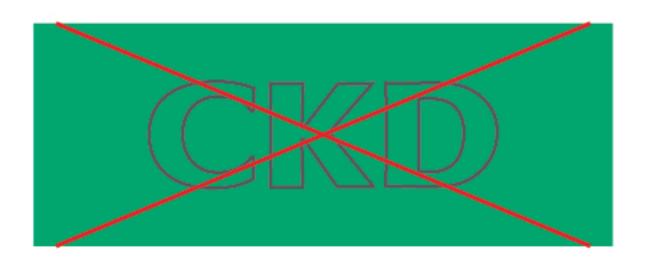
Do not change the character form.



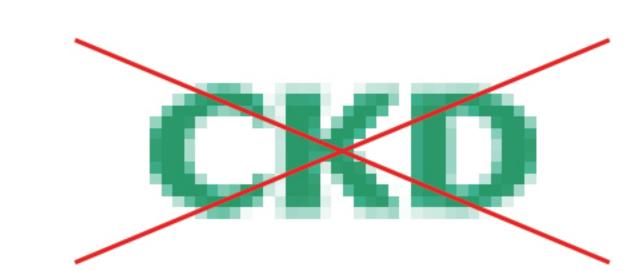
Do not make the logo mark a symbol by using it in combination with a graphic.



Do not use lines.



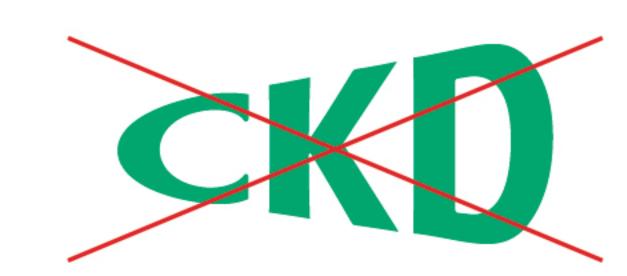
Do not use with inappropriate resolution.



Do not display diagonally.



Do not use perspective.



Do not use three-dimensional expressions.

