

# **Visual Identity Basic Manual**

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(English Edition)



**ALESKO**

**KANSAI PAINT GROUP**

# Chapter 1 : Section 1 - Positioning ALESCO

ALESCO is the corporate brand logotype for Kansai Paint and its affiliated companies. Each company in the Kansai Paint Group strives to express its posture in three fundamentals: Science, Trust and Growth, with paint at the core of everything we do.



Logotype

## Explanation of Terms

### Corporate Brand

Kansai Paint and its affiliated companies do not just use the Kansai Paint name to provide products and services. All of our corporate activities are carried out under the banner of this trade name. Accordingly, this trade name should not be used in conjunction with other original corporate trade names for individual companies in the Kansai Paint Group and should be used as separate to the trade names and marks used on specific products and services.

### Kansai Paint Group

The group consists of Kansai Paint itself and the companies affiliated to and capitalized by Kansai Paint, which share a common corporate philosophy and a close, cooperative relationship in terms of the manner in which they carry out their corporate activities. Each company in the Kansai Paint Group is able to use their own fixed corporate brands with their products and services, but these cannot be used together with the ALESCO logotype.

### Group Brand

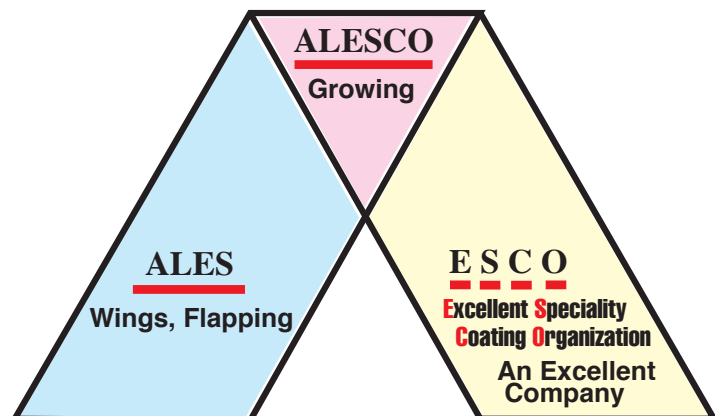
The Kansai Paint Group trade name exists to express the corporate activities of each company as a member of the Kansai Paint Group. Accordingly, each company in the Kansai Paint Group is able to use this brand logotype when they are looking to develop their business activities. However, in the event that a company outside of the Kansai Paint Group wishes to use this brand for a product or service that they have developed originally, permission from Kansai Paint has to be granted prior to use.

# Chapter 1 : Section 2 - The Meaning of ALESCO

The ALESCO brand name is formed from the Latin word “ALES” meaning “wing” or “flap” and “ESCO”, which stands for “Excellent Company”. In ancient Latin alesco itself means to grow. Therefore the corporate brand ALESCO expresses the concept of Kansai Paint growing continuously and flying with its wings spread toward the future as a leading, excellent company.



A company spreading its wings and flying into the sky of a bright future



# Chapter 1: Section 3 – The Design Concept

The design concept for the logotype is based on the image created by 3 key words: Science, Trust, and Growth. This logotype is used as the corporate brand of Kansai Paint as well as the Group brand, in order to express that each company that uses this logotype is a member of the Kansai Paint Group.

## The Square = Science

The rationality and practicality of science, which will grant dreams of the future, are shaped in this form.



## A = Growth

The two A's stand for the flapping of wings, and project movement upward and forward.

## The Red Bar of the Logotype

The red bar is a chemical symbol and acts as a motif to show the ties that bind us together.

Specifically this illustrates the bridge between man and man, man and science, man and the earth, the Kansai Paint Group of companies, and the Kansai Paint Group and society.

## The Red Bar Under the O

This symbolizes a cursor. The image and impression given by this red bar is to designate the whole logotype as in the present progressive form.

## Overall Shape = Reliability

Reliability is portrayed through the overall balance and stability of the logotype, expressing peace of mind through tried and tested technology.

## Chapter 2 : Section 1 - Basic Shape of the Logotype

The logotype expresses the shape of Kansai Paint and the Kansai Paint Group. As ALESCO is the symbol of the brand image of Kansai Paint, we ask that the logotype be displayed in the correct manner.

### 《Minimum Size》

In the event that the logotype is used, if the logotype is too small it can become difficult to distinguish the individual components. Depending on the quality of the surface being printed on and method of printing or reproduction, the minimum size of the logotype will vary and as a result we cannot state a minimum size. Please use your judgment and set your minimum size as that whereby the logotype can still be clearly made out and easily distinguished.

The basic shape or form of the logotype is as shown in A and B. However, in the event that a particular set of circumstances means that the basic shape and form of the design cannot be reproduced, please contact Head Office and receive permission before you implement any special reproduction of the logotype.

### A. Basic Form

This is the basic shape and form for the logotype when it is used as a trade name.



### B. Basic Form

This is the basic shape and form for the logotype when it is used in a horizontal, long space.



### C. Negative Reproduction

As a rule, the logotype shall be displayed as a positive image, but in the event that using the positive version makes it difficult to distinguish the logotype, the negative version of the logotype can be used in its place.



### D. Design

The basic shape and form of the logotype is fixed, consequently the proportions and positions of each item relative to the other items and to the form of the logotype as a whole should not be changed.

The logotype should be reproduced at a size that makes it possible for the individual components to be distinguished. Below are some examples of logotype use that should be avoided.



## Chapter 2 : Section 2 – Examples of How to Position the Logotype with the Company Name

The logotype is basically expressed in 4 colors.

In the event that the number of colors at your disposal is limited, there are 2-color, single color and negative variations of the logotype available.

The Company Name should be expressed basically in black.

The typeface for the Company Name should be Frutigaer 65.

### 《Examples of how the ALESCO logotype and Company Name can be combined》

The height of the yellow A (A) and the Company Name (A') are the same

The Company Name is centered and is positioned below the logotype at a distance equal to twice the height of the cursor (B x 2)

The height of the yellow A (A) and the Company Name (A') are the same

The Company Name is aligned with the center of the logotype

The Company Name is aligned with the center of the logotype

The Company Name is centered and is positioned below the logotype at a distance equal to twice the height of the cursor (B x 2)

The Company Name is positioned one cursor space to the right

An example with a longer Company Name

**ALESCO**

**KANSAI ALTAN BOYA SANAYI BE TICARET ANONIM SIRKETI**

### 《Examples of how the ALESCO logotype and Company Name can be combined》

Based on the height of the ALESCO text (A) as a standard value, a space (A') – equivalent to (A) measuring from the lower edge of the cursor – is left between the logotype and the Company Name. The height of the Company Name (A'') is the same as (A).

A

A'

A''

**ALESCO**

**KANSAI PAINT**

**KANSAI PAINT (AMERICA) INC.**

**ALESCO**

**KANSAI PAINT**

**KANSAI ALTAN BOYA SANAYI BE TICARET ANONIM SIRKETI**

## Chapter 2 : 3. Logotype Mark Colors

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The colors used on the ALESCO logotype are used to express our corporate image. Science Blue is used as the corporate color of the Kansai Paint Group.

### A. Basic Colors

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#### Corporate Color

This color is the most fundamental expression of the Kansai Paint Group. This color expresses a feeling of calmness and elegance; this is a color that is loved the world over.



Science Blue

#### Accent Colors

Used in conjunction with the corporate color, these accent colors serve to make the corporate color more distinctive.



Dynamic Red



Harvest Yellow

#### Logotype Color

This is the color used in the logo type.



Harmonic Gray

When the corporate color is used, please ensure that reproduction is based precisely on the reproduction criteria.

In the event that reproduction of colors is difficult, please contact the Kansai Paint Head Office and receive permission prior to use.

## B. Reproduction Criteria for each Color

		Science Blue	Dynamic Red	Harvest Yellow	Harmonic Grey
<b>Printing</b>	<b>PANTONE</b>	2757	711	7549	425
	<b>DIC</b>	899	F239	793	957
	<b>TOYO INK</b>	8498	8096	8180	8646
	Color separation (%)	M80, C100, BL40	Y100, M100	Y100, M30	C10, BL70
<b>Paint</b>	<b>MUNSELL</b>	7.5PB 2.5/5	7.5R 5/14	10YR 8/13	2.5PB 3.5/0.7
	<b>RETAN PG80</b> Mass (100g)				
	365 Fast Blue				2.66
	481 Rape Yellow				
	531 White	8.22	11.33	1.34	63.13
	582 Tinting Black				30.56
	584 Indian Red				3.65
	609 Royal Red		4.00		
	618 Deep Green			0.07	
	620 Strong Red	11.18			
621 Oriental Blue	64.15				
626 Raddish Violet	16.45				
645 Bright Yellow			77.13		
631 Lebanon Yellow			21.46		
681 Laib Orange		84.67			
<b>SD MARINE</b> (approximate colors)					
Yellow			97.4		
Blue	71.2				
Orange		76.3	2.6		
Red	20.0	15.8			
Black				52.4	
White	8.8	7.3		42.8	
Yellow Ocher				3.6	
Red Rust				1.2	

