

A large, grayscale fingerprint image serves as the background for the central part of the page. The fingerprint is a latent print, showing clear ridge and valley patterns. A solid blue rectangular box is overlaid on the right side of the fingerprint, containing the title text.

# Visual & brand identity

One unified brand – one look  
Version 2020

# Daikin Logo

## Basic rules

This manual provides the common basic rules on the Daikin VI System which must be followed by the entire Daikin Group. The basic rules, which are the

same worldwide, specify how to use and display the basic elements. The Daikin VI is made up of four basic elements: the Daikin Logo, the corporate colours, the company name logotype, and the designated typefaces.

### Basic elements of the Daikin VI

Daikin Logo



Company name logotypes

**DAIKIN INDUSTRIES, LTD.**

Designated typefaces

ABCdef123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01293456789

Corporate colors



### The Daikin Logo is a valuable asset of the Daikin Group

It must be treated with utmost care. The Daikin Logo is composed of the triangle and logotype. The Daikin Logo symbolises Daikin's corporate and brand image. It's imperative that the Daikin Logo is always displayed correctly and looks great. That way, every time people see it, the positive impression they have of Daikin will grow even stronger.

### Ideas and aspirations symbolised by the Daikin Logo

The Daikin Logo is the symbol of our bold, continuous pursuit of high ideals. The sharp triangle, composed of two colours, Daikin Light Blue and Black, represents the three technological fields of machinery, chemicals, and electronics, and the integrated technologies that Daikin develops in those fields. The logo's orientation, up and to the right, expresses the pioneering spirit of the Daikin Group, forging ahead into the future.



## Most important rules

These are the most important rules for ensuring that the Daikin Logo is displayed correctly and looks great.

### 1 Maintain the combination

#### Never use any part of the logo by itself

The triangle and the logotype should never be used separately.



### 2 Maintain relative size

#### Never change the relative size of the parts

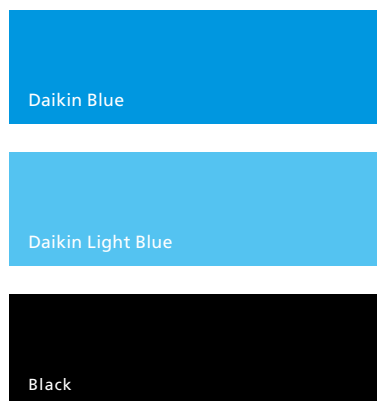
The combination of the triangle and the logotype and the relative size of the two parts should never be changed.



### 3 Use the right colours

#### Strictly use the corporate colours

The Daikin Logo should be displayed using corporate colours. Corporate colours should always be reproduced correctly, using the proper specifications.



### 4 Maintain clear space

#### Observe the clear space rules

When displaying the Daikin Logo, maintain the specified clear space, and clearly display the logo separate from all other elements.



## The Daikin corporate colours

The Daikin corporate colours have a special meaning and are used to express the image of Daikin.

The Daikin corporate colours for the Daikin Logo are: Daikin Blue, Daikin Light Blue and Black.



Daikin Blue

**Intelligence, Brightness**



Daikin Light Blue

**Intelligence, Brightness**



Black

**Robustness, Presence, Stability**

The colour of the Daikin Logo, like its shape, conveys our corporate and brand image at a glance. It also differentiates us from other companies. Actively using the corporate colours in materials and settings is important to maximise the impact of our visual identity.

### Meaning behind the corporate colours

Daikin Blue and Daikin Light Blue suggest the unique intelligence and brightness of the Daikin Group as it leverages its technological capabilities to pioneer the future. Black expresses the robustness, presence, and stability of the Daikin Group.

## Most important design elements of the Daikin VI

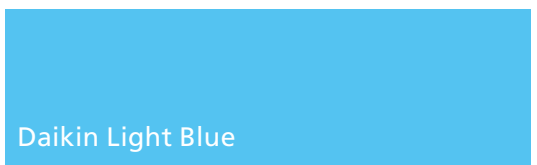
### 1 Daikin Logo

This element maximises the visual appeal of the corporate and brand image of the Daikin Group.



### 2 Corporate colours

This element conveys the corporate and brand image of the Daikin Group at a glance.



### 3 Company name logotypes

This logotype uses a typeface originally produced for the Daikin Group to communicate the company name accurately.

**DAIKIN INDUSTRIES, LTD.**

### 4 Designated typefaces

These typefaces build and maintain a consistent corporate and brand image for the Daikin Group.

ABCdef123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01293456789

## The Corporate Symbol Mark

The Corporate Symbol Mark of the Daikin Group is the vertical type of the Daikin Logo. It should always be used on the corporate flag and employee badges.

**For subsidiaries, with more than 50% investment, within the Daikin Group:** Advance approval is required to use the Daikin logo.

**For affiliated companies, with 50% or less investment, within the Daikin Group:** the usage of this logo is not permitted.

In some cases, the vertical type of the Daikin Logo is used as the Daikin Symbol Mark representing Daikin (outdoor units, business cards, etc).



## The Daikin Symbol Mark

As the symbol of the Daikin Group or of Daikin brand products, the Daikin Symbol Mark should be used on advertisements, websites, signage, pamphlets, envelopes, business forms, and promotional items. In promotional activities for Daikin brand products, approval for limited use may be granted to dealers outside the Daikin Group in certain cases. E.g. when the Daikin logo is displayed as the product brand mark.



In some cases, the vertical type of the Daikin Logo is used as the Daikin Symbol Mark representing Daikin (outdoor units, business cards, etc).



## Minimum size

This is the minimum size for the Daikin Logo to ensure it does not smudge or become too small to see.

### Printed materials

22 mm



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

### Screens

71 pixels

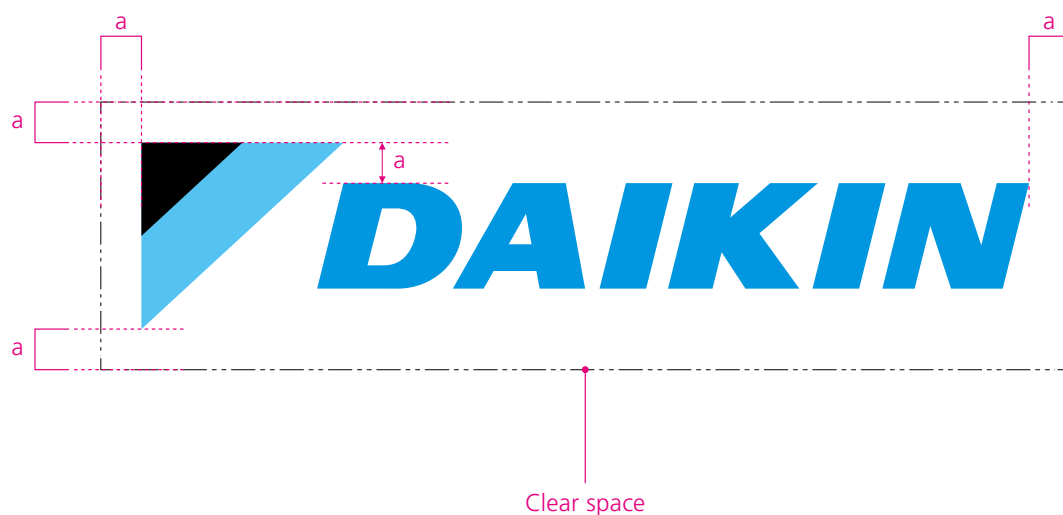


The minimum size shown here assumes a standard display resolution of 72 dpi. As a result, in other environments, such as on high-resolution displays or smartphones, the Daikin Logo can appear too small, or when zoomed into, can appear pixelated. Avoid cases like this by displaying the Daikin Logo bigger than the minimum size if needed to ensure that it is clearly visible.

## Clear space rules

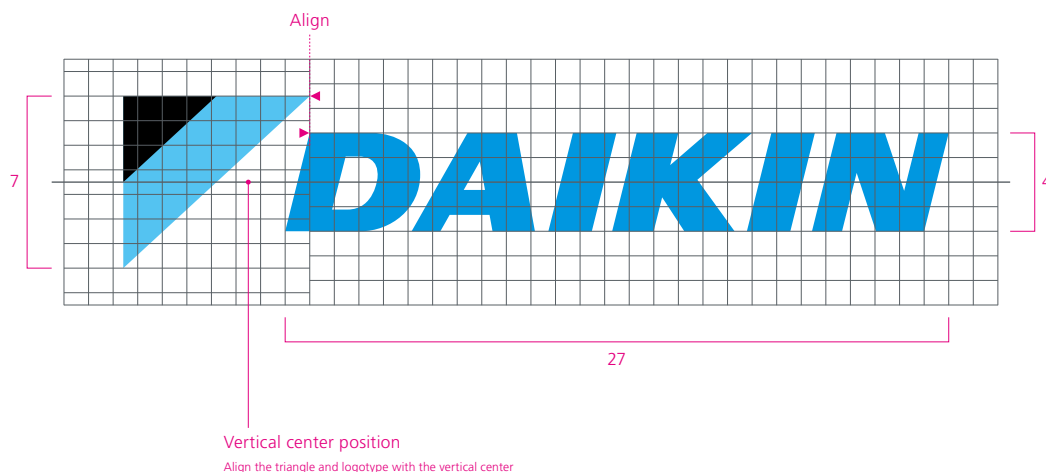
Be sure to leave the specified clear space blank all around the Daikin Logo to ensure that its colour and form stand out and it is unaffected by any other element. Avoid positioning elements in a way that

compromises the visibility or independence of the Daikin Logo, even if they are outside the specified clear space.



## When the logo cannot be reproduced from data

When the logo cannot be reproduced from data on items such as large signs, use the grid scale below to be sure it is correctly reproduced.



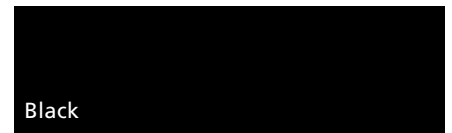
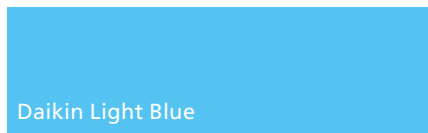
# Daikin Logo

## Different types of publications

### Full colour

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

The full colour display, which includes all three of the corporate colours for maximum expression of the aspirations symbolized by the Daikin Logo, should be used whenever possible because it conveys the Daikin corporate and brand image most accurately. Although the colour and form of the Daikin Logo stand out best against a white background, it may also be displayed on other light backgrounds that properly maintain its visibility.



### Single colour

These are the alternative colour treatments that are permitted **when full colour is not possible, for instance in single colour printing.**

#### Single colour (with screening)

Use this alternative when printing is limited to a single colour and screening can be rendered cleanly.



#### Single colour (with slit)

Use this alternative when printing is limited to a single colour but screening cannot be rendered cleanly.



#### Single colour (with slit, reversed)

Use this alternative when displaying the Daikin Logo on the corporate colours or a dark background.



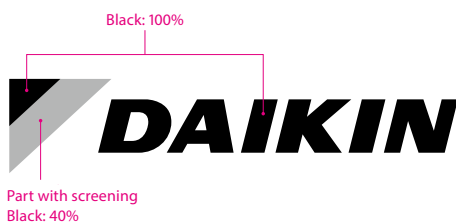


### Single colour (with screening)

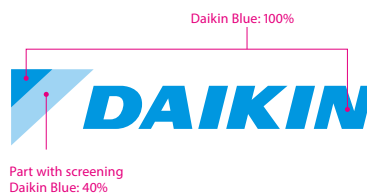
This alternative is used **in single colour printing when screening can be rendered cleanly.**

This alternative is used when reproduction is limited to a single colour and screening can be rendered cleanly, such as in advertisements in newspapers and magazines. If two-colour printing using Daikin Blue and black is possible, use black in the upper left

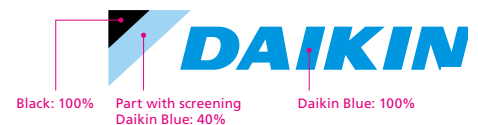
part of the triangle. Although the form of the Daikin Logo stands out best against a white background, it may also be displayed on other light coloured backgrounds that properly maintain its visibility.



Example using black



Example using Daikin Blue



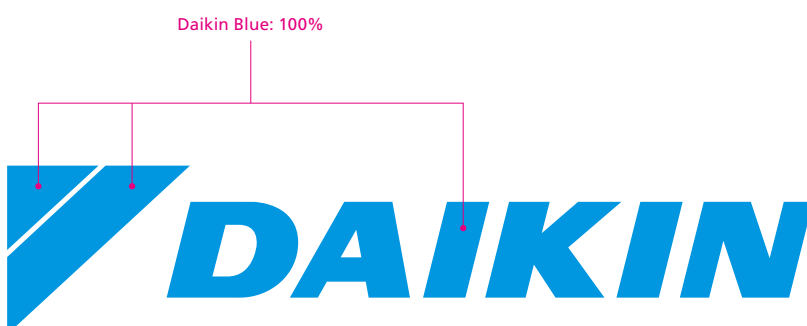
Two-colour printing example using Daikin Blue and black

### Single colour (with slit)

This alternative is used **when printing in a single colour but screening cannot be rendered cleanly.**

This alternative is used when reproduction is limited to a single colour and screening cannot be rendered cleanly. The recommended display colours are the corporate colours or similar colours. Since there is

a risk of the slit smudging when printing the logo in a size less than 50 mm wide, apply the small size usage one, which has a wider slit. Although the form of the Daikin Logo stands out best against a white background, it may also be displayed on other light coloured backgrounds that properly maintain its visibility.



Example using Daikin Blue

#### Small size usage

Features a wider slit in the triangle

Width: 22mm–50mm



## Daikin Logo: single colour (with slit, reversed)

This alternative is used **when displaying the single colour Daikin Logo on the corporate colours, similar colours, or a dark background.**

Before using this alternative, examine the possibility of using the full colour Daikin Logo, leaving the specified clear space white. When using this alternative, the corporate colours are the optimal

background colours for conveying the Daikin corporate and brand image. When the corporate colours cannot be used, select a colour as similar as possible. Since there is a risk of the slit smudging when printing the logo in a size less than 50 mm wide, apply the small size usage one, which has a wider slit.



Example using Daikin Blue

### Small size usage

Features a wider slit in the triangle

Width: 22mm-50mm



## Selecting background colours

When selecting background colours, it is vital to ensure that the Daikin Logo is used correctly and looks great.

The full colour display on a white background is optimal.

It is best to employ a design treatment that enables the Daikin Logo to appear on a white background.

Examples

Left: Use two different colours

Right: Use a gradient

The Daikin Logo can be difficult to see, depending on the combination of background colour and display colour, and this can give the wrong impression. Refer to the examples of proper usage, and employ design treatments, etc., to avoid displaying the logo improperly as in the examples on the right

### Examples of proper usage



### Examples of improper usage



Reversed display on colours different from the corporate colours risks conveying an improper corporate and brand.



Displaying the full colour on a bright background irritates the eye.



Reversed display on a yellow background, even if it has a high intensity, makes it difficult to see the Daikin Logo.

## Examples of proper and improper usage

K 10%							K 60%
K 20%							K 70%
K 30%							K 80%
K 40%							K 90%
K 50%							K 100%

## Examples of improper usage

If the Daikin Logo is not always displayed correctly, it is impossible to build a consistent visual image or strengthen the corporate or brand image. On the contrary, it can actually damage the Daikin

brand. The types of improper usage shown here are only examples. Gain a good understanding of the principles and be sure to display the logo correctly at all times.



Do not separate the parts.  
(Never use any part of the logo by itself)



Do not modify the shape by elongating, flattening, or using italics.



Do not display at an angle.



Do not outline.



Do not apply a shadow.



Do not use a 3D or other dimensional effect.



Do not position other elements inside the clear space.



Do not display in a manner that makes the logo appear to be joined as a single element with any other element, even if it is outside the specified clear space.



Do not add any other element to the Daikin Logo, even if it is outside the specified clear space.



Do not change the relative size of the parts.



Do not use the single colour version when printing conditions permit use of the full colour.



Do not combine the Daikin Logo as a part of other marks.

## Selecting background photographs

When selecting background photographs, it is vital to ensure that the Daikin Logo is used correctly and looks great.

### Examples of proper usage

The full colour display on a white or other light coloured background is optimal.



### Examples of improper usage

The Daikin Logo can be difficult to see, depending on the combination of background photograph and display colour, and this can convey an improper impression. Refer to the examples below, and employ design treatments, etc., to avoid displaying the logo improperly.



The busy background photograph reduces the visibility of the Daikin Logo.



## The Daikin Logo on special materials

As an exception to the normal rule, the Daikin Logo can be displayed on special materials, for instance using stamped foil or relief processing on metal materials. When displaying the Daikin Logo on metals or special materials, ensure that the Daikin Logo remains distinct by using a different finish for the

Daikin Logo and the surrounding material, applying a relief treatment to the Daikin Logo, or using another such technique. In a size less than 50 mm wide, the slit can lose definition, so apply the small size usage one, which has a wider slit.

### Gold



Width: 22mm–50mm



#### Small size usage

Features a wider slit in the triangle

### Silver



Width: 22mm–50mm



#### Small size usage

Features a wider slit in the triangle

## Alternative logos

These are the alternative colour treatments that are permitted when full colour is not possible, for instance in single colour printing.

### Single colour (with screening)



### Single colour (with slit)



#### Small size usage

Features a wider slit in the triangle

### Single colour (with slit, reversed)



#### Small size usage

Features a wider slit in the triangle

## Daikin Logo vertical type

These are the rules for displaying the Daikin Logo Vertical Type as the Daikin Symbol Mark.



### Minimum size



Printed materials



Screens

### Colour display

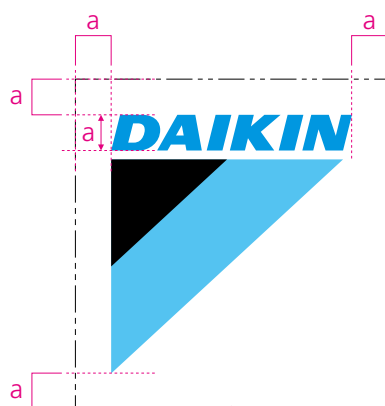


Full colour



Single colour (with screening)

### Clear space



Clear space



Single colour (with slit)



Small size usage

Features a wider slit in the triangle



Single colour (with slit, reversed)



Small size usage

Features a wider slit in the triangle

## The company name logotypes

The company name logotypes are used to publically or legally indicate a company name, and are used in designs with an address block. These logotypes use a typeface originally produced for the Daikin Group to ensure that the names of companies in the Daikin Group are accurately communicated. They should be displayed in Black as a general rule. Always use the correct data supplied by Daikin Industries, Ltd.

for the company name logotypes. Never change the form or combination. Company name logotypes are produced by Daikin Industries, Ltd. Group companies, etc., other than Daikin Industries, Ltd. are not permitted to produce company name logotypes on their own using a similar typeface. When there is a need to produce a company name logotype, contact:

### Examples of proper company name logotypes

***DAIKIN INDUSTRIES, LTD.***

***DAIKIN EUROPE N.V.***

***DAIKIN AMERICA, INC.***

### Examples of improper company name logotypes

If the company name logotypes are not displayed correctly, legibility is compromised, and it can convey an improper corporate and brand image. The company name logotypes not only serve to maintain the corporate and brand image of the

Daikin Group, they also accurately communicate company names. The types of improper usage shown here are only examples. Always be sure they are displayed correctly.

***DAIKIN  
INDUSTRIES,  
LTD.***

Do not change the combination, size, or position.

***DAIKIN INDUSTRIES, LTD.***

***DAIKIN INDUSTRIES, LTD.***

Do not change the character spacing, use italics, change weight, or apply any other treatment.

***DAIKIN INDUSTRIES***

Do not abbreviate company names.

***DAIKIN INDUSTRIES, LTD.***

Do not display in two or more colors.

***DAIKIN INDUSTRIES, LTD.***

Do not combine with the triangle.

## Building signage

The recommended display of the Daikin Logo on building exteriors: use the full colour display - which includes all three of the corporate colours for the maximum expression of the aspirations symbolized by the Daikin Logo - because it conveys the Daikin corporate and brand image most accurately.

### Specified colour codes for the corporate colours

#### Daikin Blue

DIC: 577  
PANTONE: Process Blue  
Munsell: 7.5 B 5.3 / 12.9

#### Daikin Light Blue

DIC: 68  
PANTONE: 306C  
Munsell: 5.2 B 6.8 / 9.1

#### Black

DIC: 582  
PANTONE: Process Black  
Munsell: N1.1



### Background specifications

Although the colour and form of the Daikin Logo stand out best against a white background, it may also be displayed on other light backgrounds that properly maintain its visibility.

The specified clear space must be maintained around the Daikin Logo on dark backgrounds that compromise the visibility of the Daikin Logo, as well as other backgrounds whose colours do not match the colour tone of the Daikin Logo.

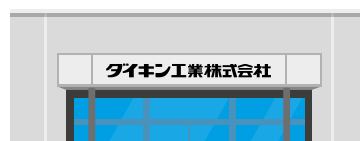
Be sure not to place anything - including lighting and exhaust ports - inside the specified clear space for the Daikin Logo.



Bright colours like Daikin Blue become noticeably discoloured over time. When the Daikin Logo is used on building exteriors, perform proper maintenance on it because faded blue colours create an antiquated impression.



If the company name needs to be displayed on the front of the building or in a similar place, instead of directly affixing the company name to the building, installing Daikin Group signage is recommended to maintain a sense of unity.





## Company logotype on doors and company name boards

If the company name logotype is used on doors and company name boards, display it in black without omitting "Ltd."

If any modification is needed - such as omitting "Ltd.," using a colour other than black, using the reversed logo, inserting a line break and so on - use the designated typefaces or a similar sans-serif typeface instead of the company name logotype.

**DAIKIN INDUSTRIES, LTD.**

**ダイキン工業株式会社**

~~**DAIKIN INDUSTRIES**~~

~~**ダイキン工業**~~

~~**ダイキン・  
コンシューマ・マーケティング**~~

→ **DAIKIN INDUSTRIES** (Frutiger family)

→ **ダイキン工業** (Shin Go family)

→ **ダイキン・  
コンシューマ・マーケティング** (Frutiger family)