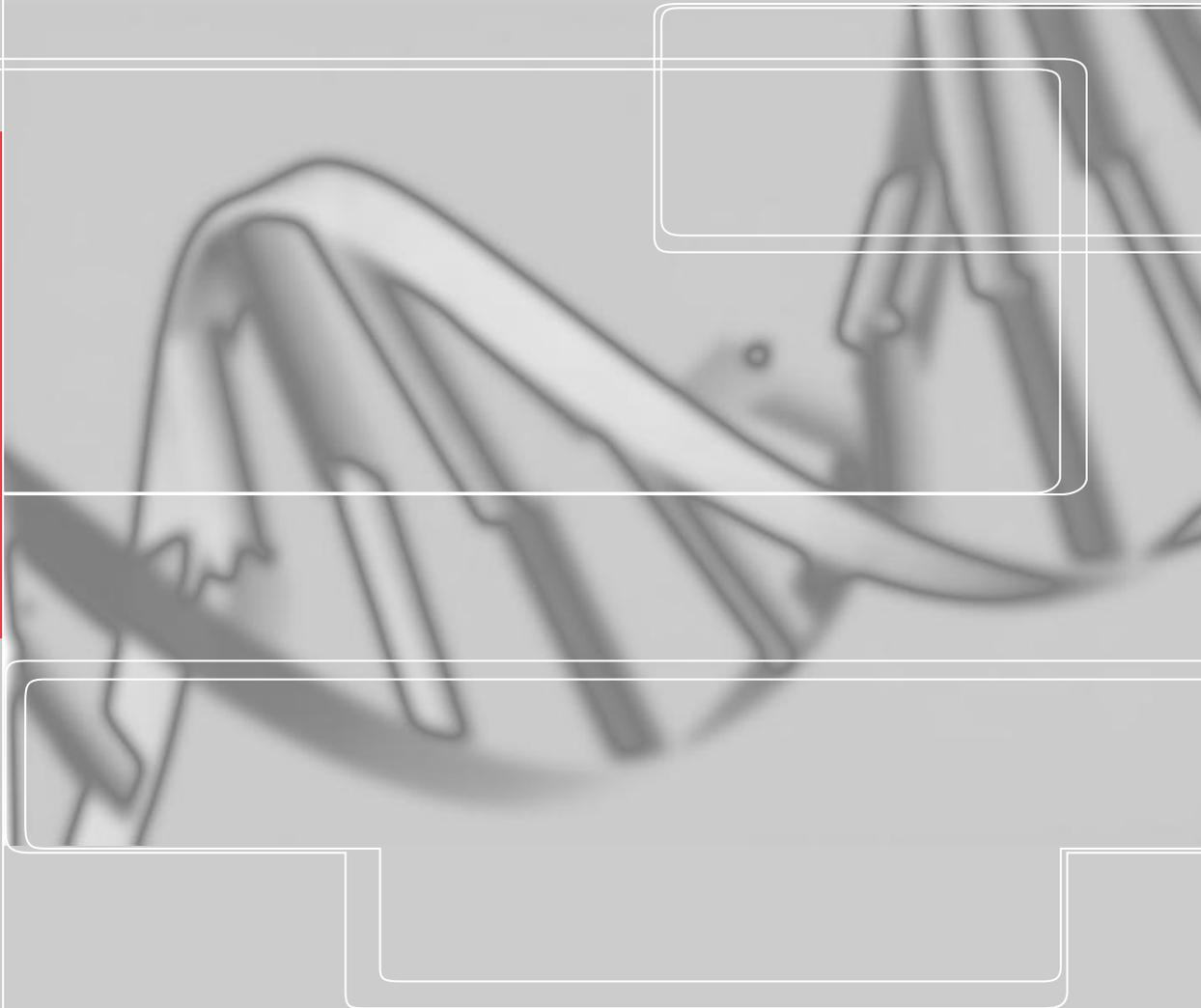


**HITACHI**

# Graphic Standards Manual

**Vol.1**  
Basic Elements



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# Using our Identity

Hitachi is a global company operating in many of the world's most competitive markets. The company's most visible symbol to our customers and potential customers is the Hitachi name.

Brands and brand names have grown to be vitally important assets of a company. Among several important characteristics, our name stands for quality and reliability. Today, good branding is becoming a competitive edge. The effective and proper use of our name and logo is part of "good" branding in today's global marketplace.

This Hitachi Graphics Standard Manual was developed by Hitachi America as a guideline for the use and management of the Hitachi name. Our purpose in publishing this guide is to ensure that the name Hitachi is used properly, boldly and effectively in every communications vehicle employed by every Hitachi Group Company in North America.

We welcome your close participation in assuring that the Hitachi identification is clear and compelling in all communications to all of our stakeholders.

# What is a brand?

It is a company's most valuable intangible asset, often transcending the equity in tangibles such as real estate, financial holdings or products. The brand embodies the company's personality. A strong brand enables a company to forge alliances, expand into new markets, weather difficulties and generate loyalty with both customers and employees. It's the big idea.

A vital step in creating a strong brand is consistent and powerful visual representation. The look and feel of brand communications, products and environments contribute greatly to the customer's perception and awareness of the brand. These guidelines will create an understanding of the the visual components - the building blocks - of our brand and how to use them.

For the most part, we talk about our logo-the Hitachi Wordmark-and all its possible iterations. The Hitachi Wordmark is the primary expression of the brand and its proper use is key to creating a strong and lasting brand image. Also discussed are color, typography, clear area and incorrect use—all vital components of a company's identity.

By following these guidelines, you will help create a brand that's as powerful as the company it represents.

“

...an understanding of the the visual components-

the building blocks

- of our brand ...”

# HITACHI

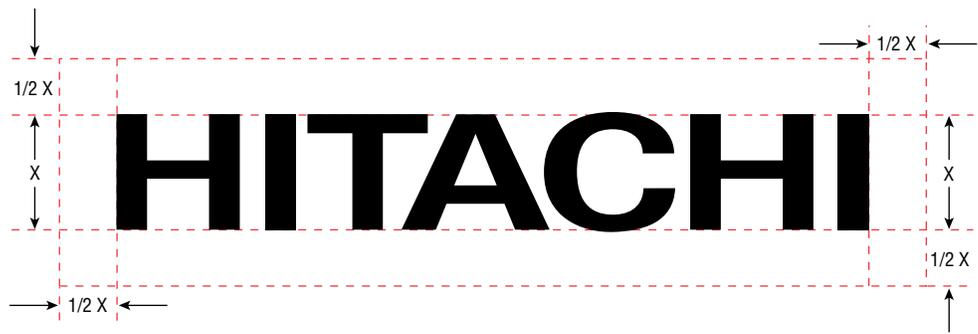
## The Hitachi Logo

The Hitachi Wordmark shown here is the preferred presentation. It is a proprietary logotype that is uniquely Hitachi.

The Hitachi Wordmark is the sole visual identifier for Hitachi Group Companies. It should be used on all brochures, catalogs, spec sheets, signage, stationery, vehicles, on-line applications and presentations. Using the wordmark correctly is a vital part of consistent and positive Hitachi brand presentation. It is a proprietary logotype and cannot be reproduced with typesetting. This ensures a higher level of ownability and recognition in the marketplace.

Only authorized camera-ready or electronic artwork should be used when reproducing the Hitachi Wordmark. Information on acquiring artwork can be found on page 1.12.

When mentioning Hitachi Group Company names in text, the Hitachi name should be set in upper and lower case, as illustrated in these paragraphs. The Hitachi Wordmark should not be inserted in sentences or blocks of text.



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### Clear Area

The preferred clear area is illustrated above. The minimum allowable clear area is illustrated below, along with applications of the Hitachi Wordmark in a frame or box.

An important part of maintaining a consistent presentation of the Hitachi Wordmark is keeping a clear area around it from other text, graphics or illustrations. Crowding the Hitachi Wordmark detracts from its legibility and impact.

The preferred amount of clear area surrounding the Hitachi Wordmark is equal to one-half the height of the “H” in Hitachi, as illustrated above. In extreme circumstances, the minimum allowable clear area of one-third the height of the “H” may be used.

Ideally, the Hitachi Wordmark should stand alone. Use of frames or boxes is not encouraged. However, in instances when a frame is necessary, it should be placed outside the minimum allowable clear area. The reverse Hitachi Wordmark may also be used on a single colored background within the frame. All backgrounds must follow the corporate color palette guidelines on page 1.6.



**HITACHI**

**HITACHI**

## Primary Color Palette

Hitachi Red is a bold, powerful color that embodies the strength and dynamism of Hitachi Group Companies and should be used whenever a graphic vibrancy is desired in a communication.

Hitachi Silver is a strong support color that speaks to the innovative and technological side of Hitachi. Use of Hitachi Silver in print materials or packaging can lend a tactile and contemporary quality to a piece, as well as helping to create a unique look for Hitachi Group Companies.

Color is a key identifier for the Hitachi Wordmark. The Hitachi color palette consists of a primary color, 3 secondary colors and a broad palette of ancillary colors. The primary color of Hitachi Group Companies is Hitachi Red (PMS 185c). When reproducing Hitachi Red, always match to the Pantone® coated equivalent. The secondary colors are Hitachi Silver (PMS 8180), black and white. The ancillary palette is not mandated, but is a guide to presenting the Hitachi brand most effectively.

The purpose of the ancillary palette is to have a range of colors that support and complement the primary colors. Use of bright colors as backgrounds detracts from the Hitachi Wordmark and is prohibited. Strong, rich colors that balance and complement Hitachi Red should be used. A selection of approved colors is listed below. Also listed are a selection of non-recommended colors. Though not a complete list, it is a representation of the bright palette of colors that should be avoided in Hitachi Group Company communications. *Note: These color guides pertain to solid areas, text and graphics, they do not pertain to photographs or illustrations.*

Recommended	Not Recommended		
PMS 195	PMS 021	PMS 206	
PMS 229	PMS 123	PMS 213	PMS 368
PMS 286	PMS 130	PMS 226	PMS 375
PMS 295	PMS 137	PMS 2395	PMS 382
PMS 309	PMS 144	PMS 299	PMS 396
PMS 425	PMS 151	PMS 3135	PMS 513
PMS 432	PMS 158	PMS 3272	PMS 583
PMS 445	PMS 165		PMS 605
PMS 534	PMS 172		PMS 717
PMS 5535			PMS 710
PMS 647			Rhodamine Red
			Rubine Red

Helvetica Light

*Helvetica Light Oblique*

Helvetica Regular

*Helvetica Oblique*

**Helvetica Bold**

***Helvetica Bold Oblique***

**Helvetica Black**

***Helvetica Black Oblique***

# Helvetica



## Corporate Typefaces

Helvetica and Sabon are both available as Postscript or TrueType™ fonts, to be compatible with both PC and Macintosh platforms. For information on receiving licensed versions of the corporate typefaces, contact Hitachi America Corporate Communications.

Typography and consistent use of typefaces is a key element in creating a cohesive look across all communications. The only fonts that may be used for corporate communications are the Helvetica Family and the Sabon Family.

Helvetica, a sans serif font, has a precise, technical feel that matches the company's technological base. It is ideal for captions, headings, technical information and signage. The captions in these guidelines are set in Helvetica Bold.

Sabon is a warm, elegant serif font that reflects the human side of the company. It is highly legible and should be used for longer texts, such as reports, proposals and publications. The copy in these guidelines is set in Sabon Regular. *Note: If Sabon is not available in certain desktop publishing applications, New Times Roman may be substituted.*

# Sabon

Sabon Regular

*Sabon Italic*

**Sabon Bold**

***Sabon Bold Italic***



# HITACHI

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## The Positive Hitachi Wordmark

The positive versions of the Hitachi Wordmark on white, above, and on colored backgrounds, below.

Whenever possible, the Hitachi Wordmark should appear in positive form. Guidelines for limited use of the reverse version are handled on page 1.9.

The preferred presentation of the Hitachi Wordmark is in Hitachi Red. If Hitachi Red is not available, then Hitachi Silver or black may be used, as illustrated above. The Hitachi Wordmark should not appear in any other colors. The only color backgrounds the Hitachi Red Wordmark may appear on are Hitachi Silver and black, as illustrated below. This preferred version of the Hitachi Wordmark may not appear on any other backgrounds.

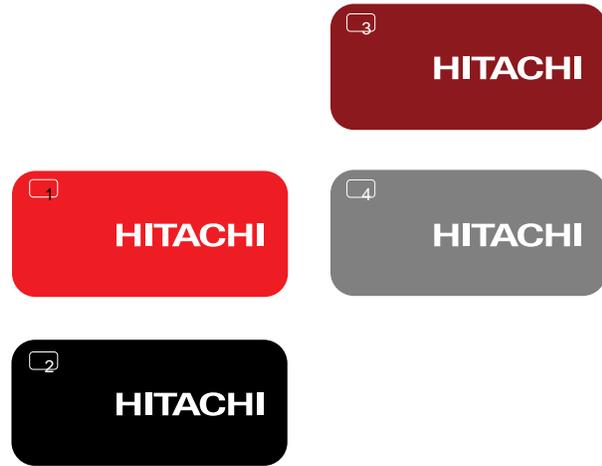
# HITACHI

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### The Reverse Hitachi Wordmark

1. The reverse version on Hitachi Red
2. The reverse version on Hitachi black.
3. The reverse version on Pantone® 195 (simulated)
4. The reverse version on Pantone® 445 (simulated)
5. The reverse version on an image.



The Hitachi Wordmark may appear in white on a variety of backgrounds. The simplicity and weight of the Hitachi letterforms enables the wordmark to read well on solid color backgrounds, photographs, and illustrations. Keep in mind that the positive version of the logo should be used whenever possible.

The Hitachi Wordmark may appear in white on Hitachi Red. It may also appear in white, if Hitachi Red is not available, on black backgrounds. When appearing on background colors from the ancillary color palette, only the reverse version of the wordmark may be used.

Presenting the Hitachi Wordmark in white(reverse) on photographs or illustrations should be avoided. When necessary, make sure the portion of the photograph or illustration the wordmark appears on is dark enough for the wordmark to read clearly, as illustrated below.

## Incorrect Use

Examples 1-8 illustrate incorrect reproduction of the Hitachi Wordmark.

1. Do not add drop shadows.
2. Do not set the Hitachi Wordmark in type.
3. Do not alter the spacing of the wordmark.
4. Do not fill the wordmark with patterns or gradations.
5. Do not outline the Hitachi Wordmark.
6. Do not reproduce the wordmark in any colors apart from the approved colors.
7. Do not print the Hitachi Wordmark in multiple colors.
8. Do not alter or distort the artwork.
9. Do not add other graphic elements to the Hitachi Wordmark.
10. Do not add words or modifiers to the Hitachi Wordmark.

Examples 11-13 illustrate violations of the clear area.

1 **HITACHI**

2 **HITACHI**

3 **H I T A C H I**

4 **HITACHI**

5 **HITACHI**

6 **HITACHI**

7 **HITACHI**

8 **HITACHI**

Presentation of the Hitachi Wordmark must be carefully monitored and controlled. Incorrect use can undermine the identity system through mixed and unclear messages.

Keep in mind that every piece of communication, regardless of the specific message, should represent the Hitachi brand. The Hitachi brand should never be compromised to accommodate a certain layout or concept. When creating communications, ask yourself—am I communicating Hitachi?

This page illustrates a number of incorrect presentations of the Hitachi Wordmark. They range from reproduction of the wordmark itself, to violations of clear space and additional graphics. This is not a complete list.

9 **HITACHI**

10 **HITACHI NEWS**

11 **HITACHI**

abcdefghijklmnopqrstuvwxyz1234567890[];':<>:"{}  
 uvvwxyz1234567890[];':<>:"{}  
 abcdefghijklmnopqrstuvwxyz1234567890[];

12 **HITACHI**  
 Hitachi America, Ltd.  
 50 Prospect Avenue  
 Tarrytown, NY 10591

13 **HITACHI**  
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## Incorrect Use

1. Do not use the positive version of the Hitachi Wordmark over an illustration or photograph.
2. Do not use the reverse version of the Hitachi Wordmark on a background with insufficient contrast.
3. Do not print the black version of the wordmark on a Hitachi Red background.
- 4-5. Do not print the Hitachi Silver version of the wordmark on any colored backgrounds.
6. Do not print the Hitachi Red version of the wordmark on any colors other than Hitachi Silver or black.



# HITACHI

Understanding when to use the different versions of the Hitachi Wordmark is important in maintaining clarity and consistency.

The examples on this page illustrate incorrect applications of the various versions of the Hitachi Wordmark. Again, keep in mind that one of the primary goals of communications is clear representation of the Hitachi brand.



T.O.C.

# Questions?

For more information on the proper use of the Hitachi logo, or to obtain logo art, please contact:

Corporate Communications  
Hitachi America, Ltd.  
2000 Sierra Point Parkway  
Brisbane, CA 94005-1835  
(650) 244-7900