



Media Guide

JUNE 2022

Table of Contents

Logo Guidelines

Our Symbols.....	4
Usage.....	5
The Four Main Rules.....	6
Clear Space.....	7
Minimum Size.....	8
Grid Scale.....	9
Full Color.....	10
Single Color.....	11
Single Color (with Screening).....	12
Single Color (with Slit).....	13
Single Color (with Slit, Reversed).....	14
Background Colors.....	15
Background Photographs.....	16
Examples of Improper Usage.....	17
Background Color Indications.....	18
Corporate Symbol Mark.....	19
The Daikin Marks.....	20
Company Logotypes.....	21
Daikin Group Member Logotype.....	22 – 23
Daikin <i>Kokoro</i>	24 – 32
Daikin + <i>Perfecting The Air We Share with Kokoro</i>	33 – 36
Daikin <i>Comfort Pro</i>	37 – 40
Daikin <i>Ductless Design Pro</i>	41 – 44
Daikin <i>VRV Design Pro</i>	45 – 48
Daikin Logos: Data Downloads.....	49

Design Guidelines

Corporate Colors.....	51
Corporate Colors and Secondary Color Values.....	52 – 53
Typography.....	54
Photographic Style.....	55
Promotional Items and Wearable Goods.....	56 – 58

Marketing Contact

Contact.....	59
--------------	----

A photograph of a woman with her hair in a bun, smiling as she reads a book to two children sitting on a bed. The scene is set in a bedroom with a wooden headboard and a window with blinds. The entire image is overlaid with a semi-transparent blue filter. The text 'Logo Guidelines' is centered in white.

Logo Guidelines

Our Symbols

The Daikin logo is a valuable asset of the Daikin Group. It must be treated with the utmost care. It is used broadly on advertisements, websites, signage, pamphlets, and more.



The Daikin Mark

Usage

Advance approval¹ is required to use the Daikin logo.

Letterhead | Signage | Vehicles/Vehicle Graphics | Promotional Items | Wearable Goods | Advertising | Promotions

PRIMARY LOGO



¹For obtaining approval, contact Daikin Comfort Technologies:
Sarah Windsor, Technical Publications Manager
Email: sarah.windsor@daikincomfort.com

The Four Main Rules

These are the most important rules for ensuring that the Daikin logos are displayed correctly and look great.

1 Maintain the combination
Never use any part of the logo by itself

The triangle and the logotype may never be used separately.



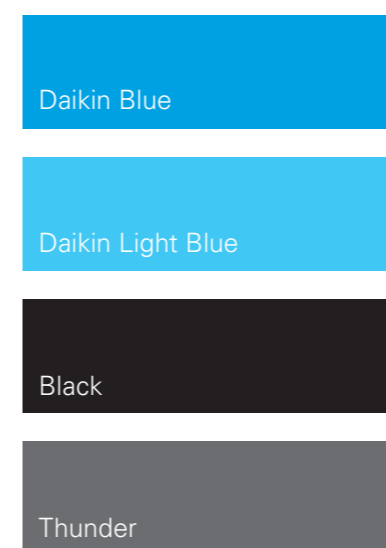
2 Maintain relative size
Never change the relative size of the parts

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



3 Use the right colors
Only use the corporate colors

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



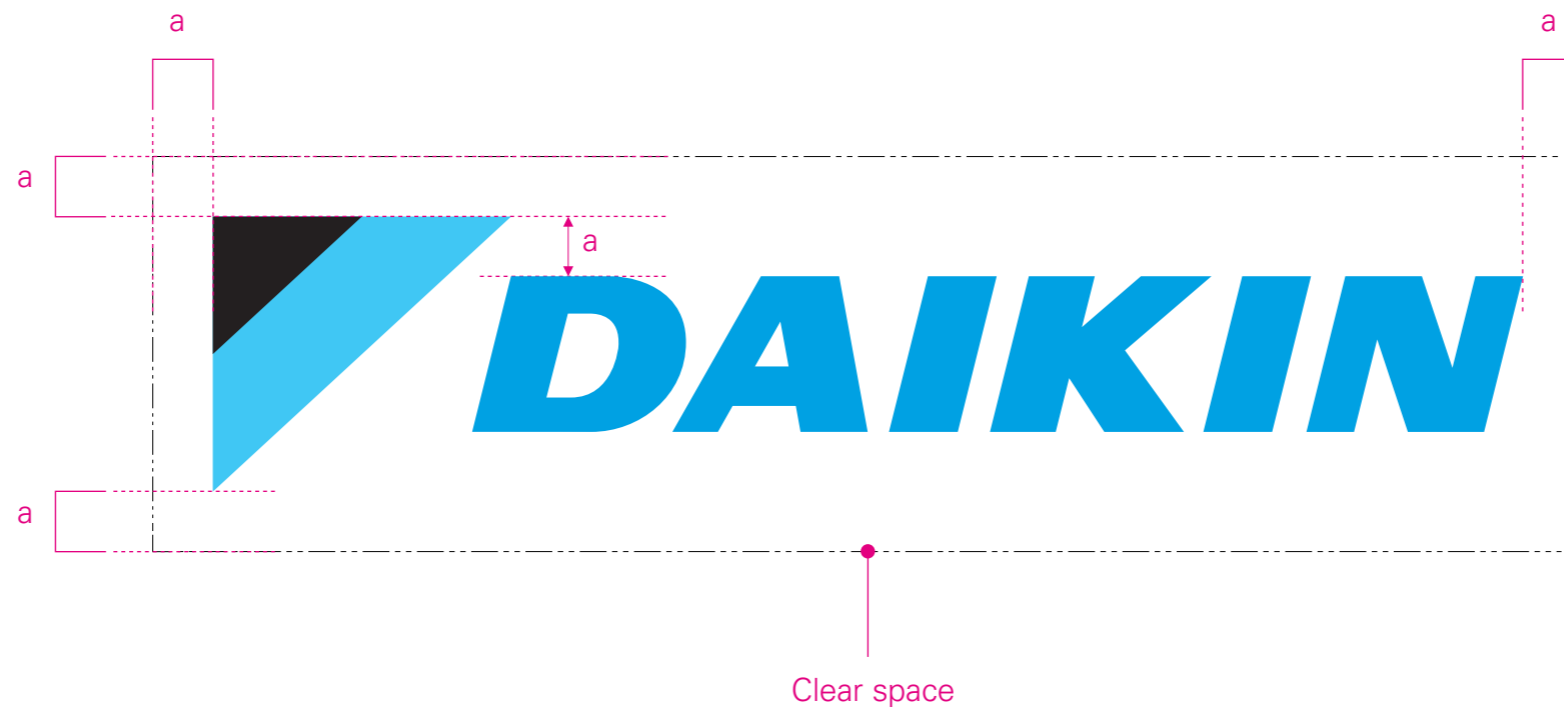
4 Maintain clear space
Observe the clear space rules

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



Clear Space

This is the clear space that must be left blank around the Daikin logo to ensure its independence from all other elements is preserved and that its color and form stand out.



Be sure to leave one "a" length around the Daikin logo to ensure its color and form stand out and it is unaffected by any elements around it. The "a" height is equal to the space between the cap height of the "D" and the top of the Daikin triangle.

Minimum Size

This is the minimum size specified to ensure that the Daikin logo does not smudge or become difficult to see.

Print Materials

22 mm (.86")



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. For needs where the minimum size is needed, always use the Daikin logo without the tagline.

Screen

71 pixels



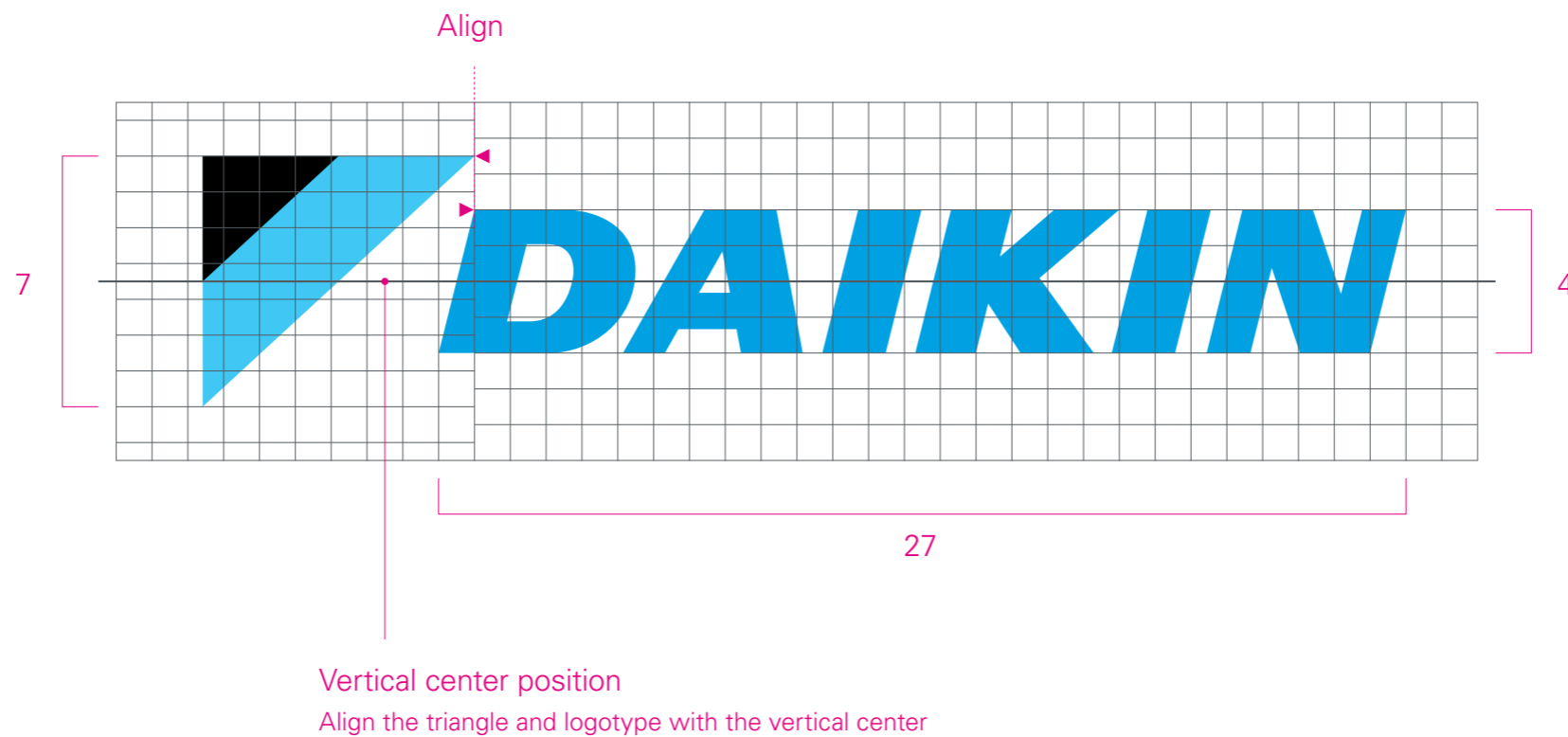
The minimum size shown here assumes a standard display resolution of 72 dpi. In other environments, such as on high-resolution displays or smartphones, the Daikin logo can appear too small or blurry.

When the Daikin logo is displayed on a screen, there may be various other limitations and issues, other than size, depending on the environment and applications. When the rules shown here do not address your situation, please inquire.

Contact Daikin Comfort Technologies:
Sarah Windsor, Technical Publications Manager
Email: sarah.windsor@daikincomfort.com

Grid Scale

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.



Full Color

This is the full-color display of the Daikin logo, which should be used whenever possible because it most accurately conveys the image of Daikin.



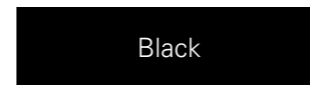
Daikin Blue

CMYK: C100/M10/Y0/K0
Pantone: Process Blue
RGB: R0/G151/B224
HEX: 0097E0
DIC: 577



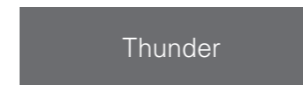
Daikin Light Blue

CMYK: C60/M0/Y0/K0
Pantone: 306C
RGB: R84/G195/B241
HEX: 54C3F1
DIC: 68



Black

CMYK: C0/M0/Y0/K100
Pantone: Process Black
RGB: R0/G0/B0
HEX: 000000
DIC: 582



Thunder

CMYK: C0/M0/Y0/K70
Pantone: 7540C
RGB: R109/G110/B113
HEX: 6D6E71
DIC: 582

CMYK Color View



The full-color display, which includes all three of the corporate colors for maximum expression of the aspirations symbolized by the Daikin logo, should be used whenever possible because the full-color display conveys the Daikin corporate and brand image most accurately. Although the color 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 full-color version of the logos should be used wherever possible. This assures brand recognition and maximum impact.

If the full-color version of the logos cannot be used, there are the alternative color treatments that are permitted when full color is not possible.

Single Color

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

Single color (with screening)

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



Single color (with slit)

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



Single color (with slit, reversed)

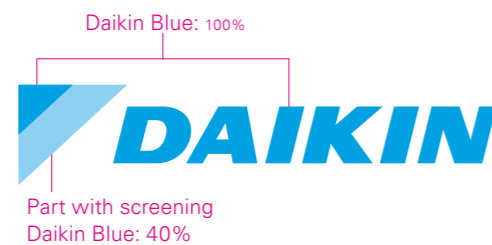
Use this alternative when displaying the Daikin logo on the corporate colors or a dark background.



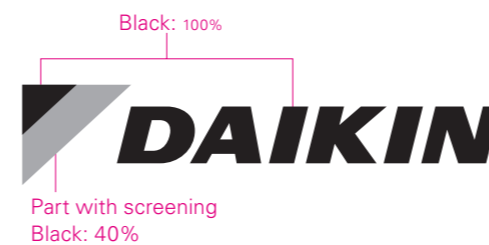
Single-Color Screening

This alternative is used in single-color printing when screening can be rendered cleanly.

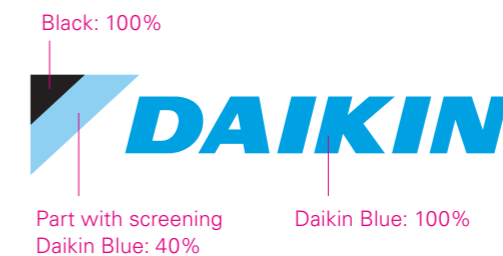
Example using Daikin Blue



Example using black



Two-color printing example using Daikin Blue and black



This alternative is used when reproduction is limited to a single color and screening can be rendered cleanly, such as in advertisements in newspapers and magazines.

If two-color 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-colored backgrounds that properly maintain its visibility.

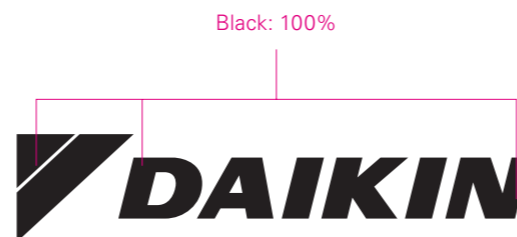
Single Color (with slit)

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

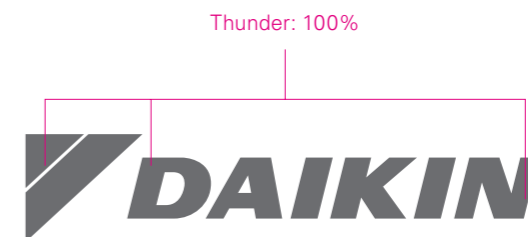
Example using Daikin Blue



Example using black



Example using Thunder



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

Since there is a risk of the slit smudging when printing the logo in a size less than 50mm (1.96") wide, apply the small-size usage version that 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-colored backgrounds that properly maintain its visibility.

Small size usage

Features a wider slit in the triangle

Width: 22mm – 50mm
(.86" – 1.96")



Single Color (with slit, reversed)

This alternative is used when printing in a single color when screening cannot be rendered cleanly.



This alternative is used when displaying the single-color Daikin logos on the corporate colors, similar colors, or a dark background. Before using this alternative, examine the possibility of using the full-color Daikin logo, leaving the specified clear space white.

When using this alternative, the corporate colors are the optimal background colors for conveying the Daikin corporate and brand image. When the corporate colors cannot be used, select a color as similar as possible.

Since there is a risk of the slit smudging when printing the logo in a size less than 50mm (1.96") wide, apply the small-size usage version that has a wider slit.

Small-size usage

Features a wider slit in the triangle

Width: 22mm – 50mm
(.86" – 1.96")

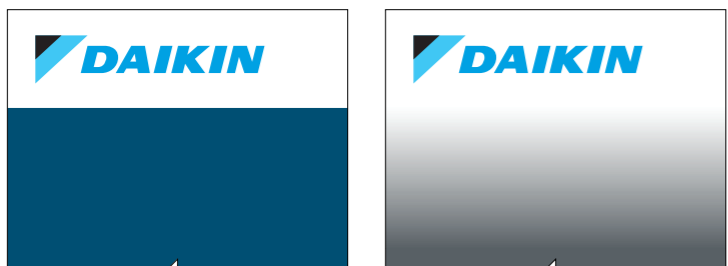


Background Colors

When selecting background colors, it is vital to ensure that the Daikin logo can be recognized correctly and looks great.

Examples of proper usage

The full-color 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 colors
 Right: Use a gradient

Examples of improper usage

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



Displaying the full color 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.



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

Background Photographs

When selecting background photographs, it is vital to ensure that the Daikin logo can be recognized correctly and looks great.

Examples of proper usage

The full-color display on a white or other light-colored background is optimal.



Examples of improper usage

The Daikin logo can be difficult to see, depending on the combination of background photograph and display color, 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 visibility of the Daikin logo.

Improper Usage

If the Daikin logos are not correctly displayed, they fail to convey a positive corporate or brand image.



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 change the relative size
of the parts.



Do not outline.



Do not apply a shadow.



Do not use a 3D or other
dimensional effect.



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



Do not position other elements
inside the clear space.



Do not display in a manner that makes the
logo appear to be joined any other element.



Never add any other element to
the Daikin logo.



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

If the Daikin logos are not displayed correctly, it is impossible to build a consistent visual image of the brand, and it can actually damage the Daikin brand. The types of improper usage shown here are only examples and apply to the Daikin logo with and without the tagline. Gain a good understanding of the principles and be sure to display the logo correctly at all times.

Background Color Indications

When selecting background colors, it is vital to ensure that the Daikin logo always displays clearly. Refer to the color intensity chart below.

Example: Gray background



Corporate Symbol Mark

To represent the Daikin Group, the Corporate Symbol Mark is used only on the corporate flag and employee badges. This mark **may not be used** in any other circumstances.



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.

Advance approval is required to use the Daikin Logo, as stipulated under the Daikin Marks Regulations.

The Daikin Marks

Corporate Symbol Mark



Daikin Symbol Mark








Company name logotypes

DAIKIN COMFORT TECHNOLOGIES NORTH AMERICA, INC.

For procedures for obtaining approval to use the Daikin Marks, contact:

Publicity Group, General Affairs Department
 Daikin Industries, Ltd.
 Email: vis@daikin.co.jp

Scope of usage determined by capital relationship

Capital Relationship with DIL			Corporate Symbol Mark Corporate flag / employee badges / stock certificates	Daikin Symbol Mark Envelopes and various other business forms / signage / vehicles / advertisements / promotional items, etc.
The Daikin Group	Daikin Industries, Ltd.			
	Group Company	Subsidiary More than 50% investment	 *1	 *1
		Affiliated Company 50% or less investment	Usage not permitted	
Dealer	Non-Capital Relationship	Usage not permitted	Usage not permitted *2	

*1 - Advance approval is required to use the Daikin Logo, as stipulated under the Daikin Marks Regulations.

*2 - In promotional activities for Daikin brand products, approval for limited use may be granted to dealers outside the Daikin Group in certain cases, such as when the Daikin Logo is displayed as the product brand mark. For details, refer to the Daikin Logo Manual for Business Partners and the VI Manual for Daikin Certification Symbol.

Company Logotypes

The company name logotypes are used to publicly or legally indicate a company name, and when developing designs where a company name is included in an address block.

DAIKIN COMFORT TECHNOLOGIES NORTH AMERICA, INC.

DAIKIN COMFORT TECHNOLOGIES CANADA, U.L.C.

DAIKIN COMFORT TECHNOLOGIES DISTRIBUTION, INC.

DAIKIN COMFORT TECHNOLOGIES MANUFACTURING, L.P.

Examples
of company
name
logotypes

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:

Publicity Group, General Affairs Department
Daikin Industries, Ltd.
Email: vis@daikin.co.jp

Daikin Group Member Logotype

The Daikin Group member logotype must be combined with the Group company's logo. The Daikin Group member logotype cannot be used independently.

*a member of **DAIKIN** group*

Example of combination with the Group company's logo



*a member of **DAIKIN** group*



ABCDEF is a manufacturer that has joined the Daikin Group. The company does not use "Daikin" for its trade name, but it obtained permission for use of the Daikin Logo as the Corporate Symbol Mark and the Daikin Group member logotype according to procedures stipulated in the Daikin Marks Regulations. The company uses the same logo for both the corporate brand logo and product brand logo.

As a general rule, the Daikin Group member logotype should be displayed in black only.

a member of ~~DAIKIN~~ group

a member of ~~DAIKIN~~ group

If the visibility of the logotype is compromised for reasons such as that the corporate logo is displayed on a dark background, the logotype should be reversed into white.



Daikin Group Member Logotype

Based on a request from the Parent Business Management Division of a Group company, the Publicity Group will create a logo combining the Daikin Group member logotype with the Group company's corporate logo. Assuming various usage scenarios, the Publicity Group will create three combination variations in addition to the basic combination.

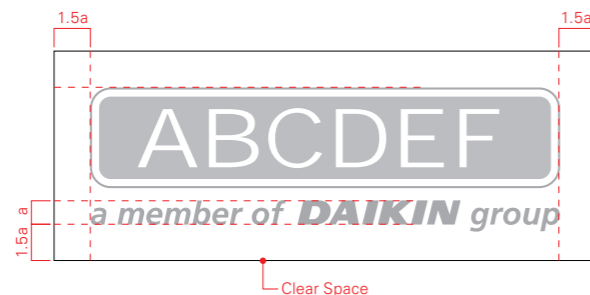
Fully Justified (Basic Combination)



Specified Combination



Clear Space

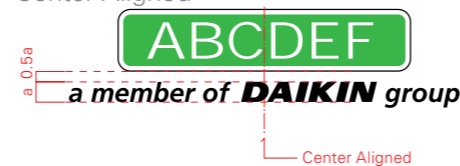


Combination Variations

Left Aligned



Center Aligned



Right Aligned



As shown in the figure on the left, the combination of Group company's logo with the fully justified Daikin Group member logotype is recommended as the basic combination.

Combination variations should be used if the basic combination above cannot ensure the visibility of the Daikin Group member logotype for reasons such as that a small sized logo is used.

Be sure to leave one and a half "a" length around the Daikin logo to ensure its color and form stand out and it is unaffected by any elements around it. The "a" height is equal to the height of the "a member of DAIKIN group" tagline.

One Company. One Expression.

The Daikin logo is the brand symbol recognized around the world, conjuring strength, technology, and our pioneering spirit.

We exist in a complex world of brands competing for attention.

We know we can't move mountains overnight, but we're committed.

We know that small changes, made every day, can yield a ...

True And Tremendous Impact

We demonstrate that commitment with an ever-present expression.

Of nature. Of the environment. Of effort. Of beauty.

A representation of the delicate balance of our world.

One that helps people not only understand our commitment, but feel it.



Meet Kokoro

Japanese for “heart, mind, spirit,” Kokoro helps us tell our story of environmental stewardship in a new and powerful way.

Kokoro is a monarch butterfly, made in Daikin Blue. The monarch has a delicate and harmonious relationship with its natural environment. It thrives in clean air, and migrates during the summer and winter, establishing a tie between our brand and the continuous rhythm of nature.

The monarch’s sensitivity to imbalances in nature make it a living, breathing representation of the health of the environment. It also carries with it the beauty of metamorphosis, having gained its wings through effort and development, literally working to perfect itself.

The name, “Kokoro” ties the monarch’s unique traits to our brand. Our hearts, minds, and spirits are clear, aligned and set to a single purpose: *Perfecting The Air We Share*.

This is the ultimate expression of our devotion to constant innovation, environmental stewardship, and the growth and development of our people.

Kokoro is our promise, visualized.



How is *Kokoro* used?

The Daikin Blue Monarch communicates our harmonious relationships with nature, technology, and community. It can be featured in messaging in a variety of ways. We have created three different versions to be used throughout marketing and corporate communications.



Photo-Real *Kokoro*



Kokoro Mark

Perfecting The Air We Share 

Perfecting The Air
We Share 

Perfecting
The Air
We Share 

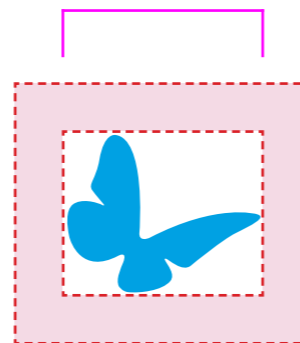
Primary and Stacked Versions of *Perfecting The Air We Share* taglines with *Kokoro*

Note on *Kokoro* 2D or full 3D render:

- Note that there are multiple approved versions. These variations of the mark are available to accommodate the variety of print environments and applications where *Kokoro* may be executed.
- *Kokoro* is authorized for use within Daikin promotions only; for example, independent distributors cannot use it to promote their company alone (must include/be within a Daikin element), HR programs, or any other programs (e.g., environmental initiatives) not tied to Daikin.
- *Kokoro* 2D or full 3D render may only be used on its own by Daikin internally for corporate purposes.
- *Kokoro* 2D or full 3D render may not be used on its own externally (e.g., independent distributors, contractors, etc.) — as to guarantee its usage is always associated with Daikin.

Daikin *Kokoro* Clear Space

1" minimum mark width



.25" minimum clear space

When *Kokoro* is to be used, a clear space wider than the stipulated minimum area must be left, to ensure that other graphic elements are not perceived as part of this logo. Please leave an adequate clear space even when the mark is to be positioned in a corner of the page or screen.

This clear space must be left blank around *Kokoro* to ensure its independence from all other elements is preserved and that its color and form stand out.

If the Daikin *Kokoro* mark is to be used on its own, this rule may be waived when there are spatial constraints.

Color Options

Primary Color Option: 4-color process (CMYK), 1-spot Pantone, or web version

The 4-color process mark can be used when printing collateral on laser printers, desktop printers, and digital/offset printing presses. This mark may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Kokoro* mark is preserved.



Daikin Blue
CMYK: C100/M10/Y0/K0
PANTONE: Process Blue
RGB: R0/G151/B224
HEX: 0097E0
DIC: 577

Secondary Color Options: Monochrome versions

If the physical constraints or cost considerations of the application design preclude the use of the 4-color process or spot version, and halftone screening is not possible, the monochrome version may be used.

The monochrome version can be reproduced using one of the two formulas — black or Daikin Blue. This version may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Kokoro* mark is preserved.



100% DAIKIN BLUE



100% DAIKIN LIGHT BLUE
(40% DAIKIN BLUE)



100% BLACK



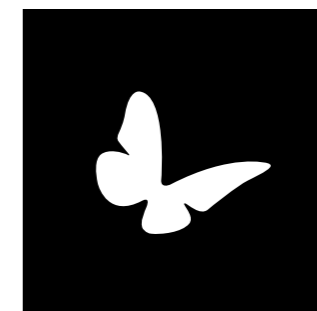
100% THUNDER
(70% BLACK)

Reverse-Printed Monochrome Version

The reverse-printed monochrome version is to be used when the background color is one of the corporate colors, a concentrated color, or when a photograph or pattern, against which the Daikin *Kokoro* mark will stand out less distinctly.



DAIKIN BLUE BACKGROUND



BLACK BACKGROUND

Kokoro with Tagline Clear Space

.25" minimum clear space on all sides



PRIMARY VERSION



STACKED VERSION



.25" minimum clear space on all sides



ALT STACKED VERSION

When the Daikin *Kokoro* mark and tagline is to be used, a clear space wider than the stipulated minimum area must be left, to ensure that other graphic elements are not perceived as part of this lockup. Please leave an adequate clear space even when the mark is to be positioned in a corner of the page or screen. Always use the Primary version unless space for placement doesn't permit (as in digital banners or other small applications), then the Stacked version is allowed.

The prescribed clear space is the minimum area of white space around the tagline, stipulated in order to ensure that the logo is always reproduced with good visibility.

If the Tagline mark is to be used in broadcast/video applications, this rule may be waived when there are spatial constraints.

Color Options

Primary Color Option:

4-color process (CMYK), 1-spot Pantone, or web version

The 4-color process version of the *Kokoro* mark with Tagline, both Primary and Stacked versions, can be used when printing collateral on laser printers, desktop printers, and digital/offset printing presses. This lockup may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Kokoro* mark with Tagline is preserved.



DAIKIN BLUE
 CMYK: C100/M10/Y0/K0
 Pantone: Process Blue
 RGB: R0/G151/B224
 HEX: 0097E0
 DIC: 577



Secondary Color Options:

Monochrome versions

If the physical constraints or cost considerations of the application design preclude the use of the 4-color process or spot version, and halftone screening is not possible, the monochrome version may be used.

The monochrome version can be reproduced using one of the two formulas — black or Daikin Blue. This version may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Kokoro* mark and Tagline are preserved. Secondary color options are approved for Primary, stacked and Alt-Stacked versions.

100% DAIKIN BLUE



100% DAIKIN LIGHT BLUE
(40% DAIKIN BLUE)



100% BLACK



100% THUNDER
(70% BLACK)

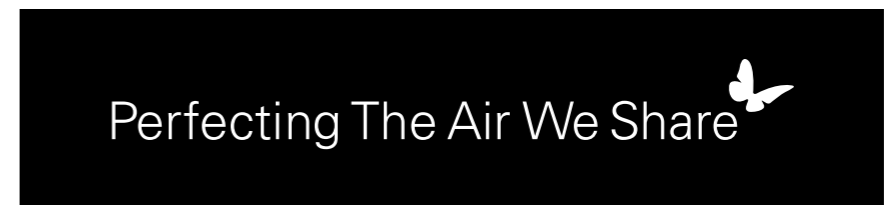


Reverse-Printed Monochrome Version

The reverse-printed monochrome version is to be used when the background color is one of the corporate colors, a concentrated color, or when a photograph or pattern, against which the Daikin *Kokoro* mark and tagline will stand out less distinctly.



DAIKIN BLUE BACKGROUND



BLACK BACKGROUND

Tagline Usage Example

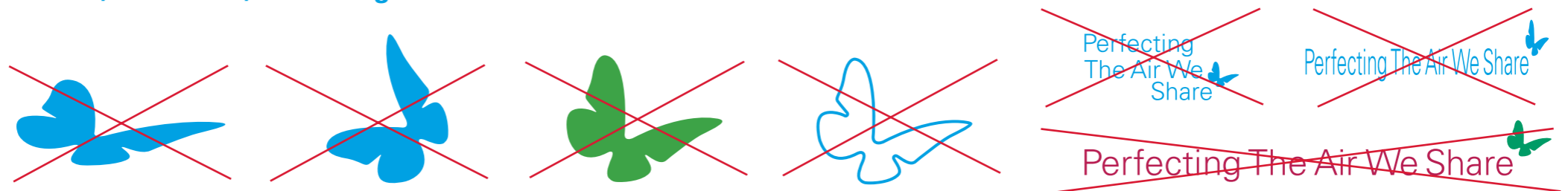


Improper Usage

The Daikin *Kokoro* mark and tagline must always be used correctly.

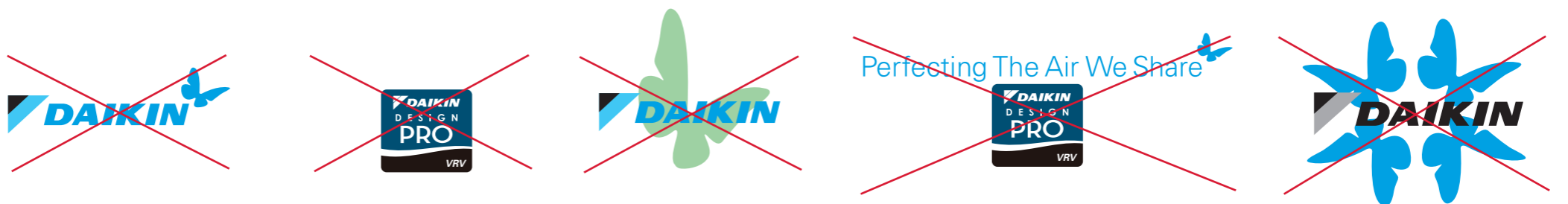
Using the mark and *Perfecting The Air We Share* tagline in ways that contravene the rules make it much less distinctive, and can convey the wrong corporate image.

Altered, Stretched, or Misaligned



The relative proportions of the mark and tagline may not be altered, stretched, or rotated. The mark and tagline may not be altered outside of approved usage. Secondary color options are approved for Primary, Stacked, and Alt-Stacked versions.

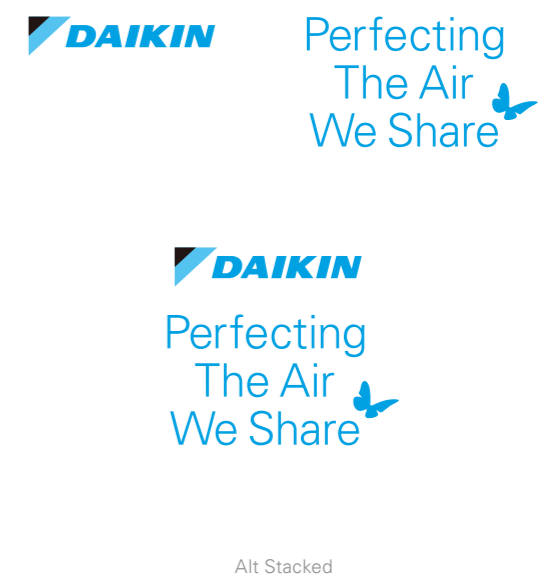
Combined Elements



Never combine with unapproved elements or in any way that violates the previous color and clear space rules.

Daikin + *Perfecting The Air We Share* with Kokoro Combo Logo

To ensure both marks maintain proper standards when used outside of the corporate environment, we have developed several Daikin + *Perfecting The Air We Share* with Kokoro combo logo options.



Daikin + *Perfecting The Air We Share* with *Kokoro* Combo Logo: The Four Main Rules

These are the most important rules for ensuring that the Daikin + *Perfecting The Air We Share* with *Kokoro* combo logos are displayed correctly and look great.

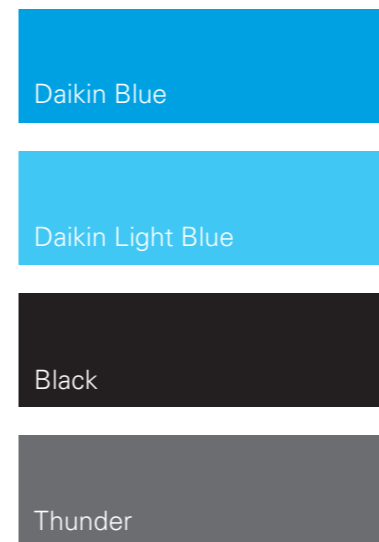
1 Maintain the combination
Never alter the combo options



2 Maintain relative size
Never change the relative size of the parts beyond what has been set



3 Use the right colors
Only use the approved logo color options (full color and/or single color reversed)



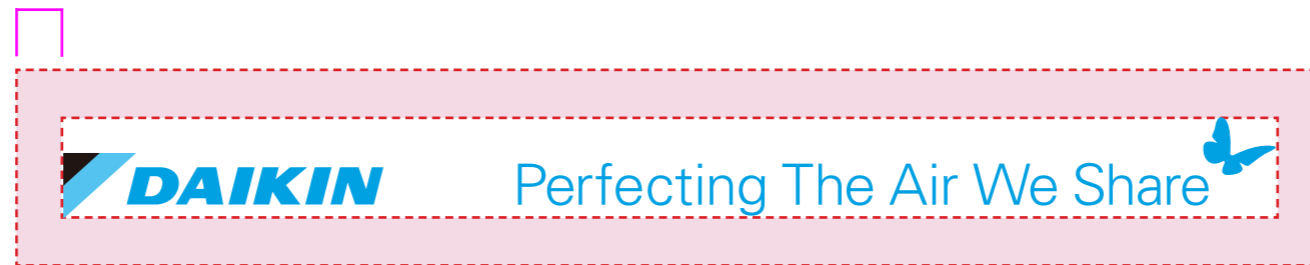
4 Maintain clear space
Observe the clear space rules

When displaying the Daikin + *Perfecting The Air We Share* with *Kokoro* combo logo, maintain the specified clear space and clearly display the logo separate from all other elements.



Daikin + *Perfecting The Air We Share* with Kokoro Combo Logo Clear Space

.25" minimum clear space on all sides



PRIMARY VERSION



STACKED VERSION

ALT STACKED VERSION

When the Daikin + *Perfecting the Air We Share* with Kokoro combo logo is to be used, a clear space wider than the stipulated minimum area must be left, to ensure that other graphic elements are not perceived as part of this lockup. Please leave an adequate clear space even when the mark is to be positioned in a corner of the page or screen. Always use one of the Primary versions unless space for placement doesn't permit (as in digital banners or other small applications), then the Stacked versions are allowed.

The prescribed clear space is the minimum area of white space around the combo logos, stipulated in order to ensure that these logos are always reproduced with good visibility.

If the Daikin + *Perfecting The Air We Share* with Kokoro combo logos are to be used in broadcast/video applications, this rule may be waived when there are spatial constraints.

Color Options

Primary Color Option:

4-color process (CMYK), 1-spot Pantone, or web version

The 4-color process version of the Daikin + *Perfecting The Air We Share* with *Kokoro* combo logo, both Primary and Stacked versions, can be used when printing collateral on laser printers, desktop printers, and digital/offset printing presses. This lockup may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin + *Perfecting The Air We Share* with *Kokoro* combo logo is preserved.



Daikin Blue
 CMYK: C100/M10/Y0/K0
 Pantone: Process Blue
 RGB: R0/G151/B224
 HEX: 0097E0
 DIC: 577

Daikin Light Blue
 CMYK: C60/M0/Y0/K0
 Pantone: 306C
 RGB: R84/G195/B241
 HEX: 54C3F1
 DIC: 68

Black
 CMYK: C0/M0/Y0/K100
 Pantone: Process Black
 RGB: R0/G0/B0
 HEX: 000000
 DIC: 582

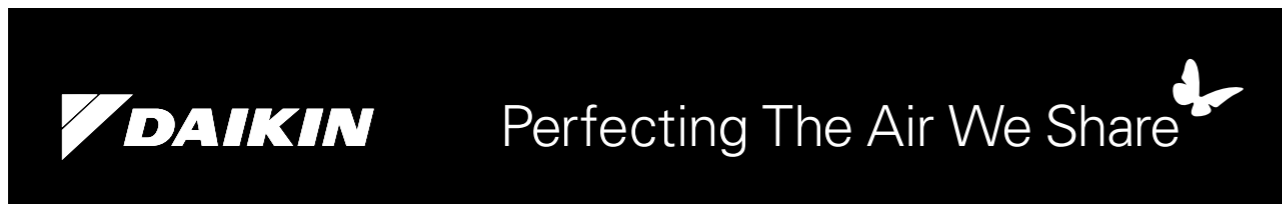
Secondary Color Options:

Reverse-Printed Monochrome Version

The reverse-printed monochrome version is to be used when the background color is one of the corporate colors, a concentrated color, or when a photograph or pattern, against which the Daikin + *Perfecting The Air We Share* with *Kokoro* combo logo will stand out less distinctly.



DAIKIN BLUE BACKGROUND



BLACK BACKGROUND

Daikin *Comfort Pro* Logo Usage

The Daikin *Comfort Pro* logo is an important part of the Daikin brand and the Daikin *Comfort Pro* Program. It has been carefully designed to represent both the program and the brand, and should be accurately reproduced.



Note that there are multiple approved versions. These variations of the logo are available to accommodate the variety of print environments and applications where the Daikin *Comfort Pro* Program logo may be executed.

The logo is available in electronic form from the Online Marketing Toolkit at <https://daikin.marketing>.

Daikin *Comfort Pro* Clear Space

1" minimum logo width



.25" minimum clear space

When the Daikin *Comfort Pro* logo is to be used, a clear space wider than the stipulated minimum area must be left, to ensure that other graphic elements are not perceived as part of this logo. Please leave an adequate clear space even when the logo is to be positioned in a corner of the page or screen.

The prescribed clear space is the minimum area of white space around the Daikin *Comfort Pro* logo, stipulated in order to ensure that the logo is always reproduced with good visibility.

If the Daikin *Comfort Pro* logo is to be used on its own, this rule may be waived when there are spatial constraints.

Color Options

Primary Color Option:

4-color process (CMYK), 2-spot Pantone, or web version

The 4-color process logo can be used when printing collateral on laser printers, desktop printers, and digital/offset printing presses. This logo may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Comfort Pro* logo is preserved.



Daikin Blue
 CMYK: C100/M10/Y0/K0
 Pantone: Process Blue
 RGB: R0/G151/B224
 HEX: 0097E0
 DIC: 577

Black
 CMYK: C0/M0/Y0/K100
 Pantone: Process Black
 RGB: R0/G0/B0
 HEX: 000000
 DIC: 582

Secondary Color Options:

Monochrome halftone screen versions

If the physical constraints or cost considerations of the design application preclude the use of the 4-color process or spot version, the monochrome halftone screen version is to be used when halftone screening is possible.

The monochrome halftone screen version can be reproduced using one of the two formulas — black or Daikin Blue. This version may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Comfort Pro* logo is preserved.



Monochrome Versions

If the physical constraints or cost considerations of the application design preclude the use of the 4-color process or spot version, and halftone screening is not possible, the monochrome version may be used.

The monochrome version can be reproduced using one of the two formulas — black or Daikin Blue. This version may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Comfort Pro* logo is preserved.



Reverse-Printed Monochrome Version

The reverse-printed monochrome version is to be used when the background color is one of the corporate colors, a concentrated color, or when a photograph or pattern, against which the Daikin *Comfort Pro* logo will stand out less distinctly, has to be used as the background.

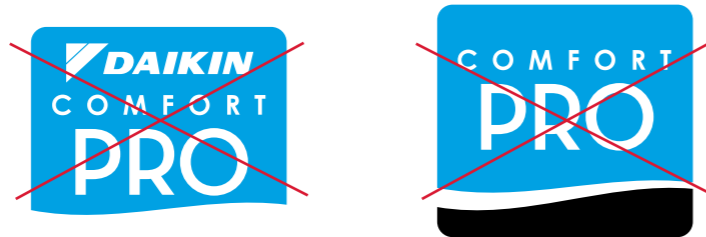


Improper Usage

The Daikin *Comfort Pro* logo must always be used correctly.

Using the logo in ways that contravene the rules make it much less distinctive, and can convey the wrong corporate image.

Omitted Elements



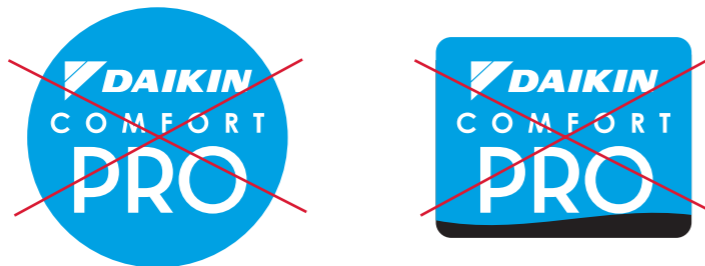
Never omit component elements.

Extended and Condensed



The relative proportions of the component elements may not be altered.

Altered



Component elements may not be altered and/or used alone.

Daikin *Ductless Design Pro* Logo Usage

The Daikin *Ductless Design Pro* logo is an important part of the Daikin brand and the Daikin *Ductless Design Pro* Program. It has been carefully designed to represent both the program and the brand, and should be accurately reproduced.



Note that there are multiple approved versions. These variations of the logo are available to accommodate the variety of print environments and applications where the Daikin *Ductless Design Pro* Program logo may be executed.

The logo is available in electronic form from the Online Marketing Toolkit at <https://daikin.marketing>.

Daikin *Ductless Design Pro* Clear Space

1" minimum logo width



.25" minimum clear space

When the Daikin *Ductless Design Pro* logo is to be used, a clear space wider than the stipulated minimum area must be left, to ensure that other graphic elements are not perceived as part of this logo. Please leave an adequate clear space even when the logo is to be positioned in a corner of the page or screen.

The prescribed clear space is the minimum area of white space around the Daikin *Ductless Design Pro* logo, stipulated in order to ensure that the logo is always reproduced with good visibility.

If the Daikin *Ductless Design Pro* logo is to be used on its own, this rule may be waived when there are spatial constraints.

Color Options

Primary Color Option:

4-color process (CMYK), 2-spot Pantone, or web version

The 4-color process logo can be used when printing collateral on laser printers, desktop printers, and digital/offset printing presses. This logo may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Ductless Design Pro* logo is preserved.



Euro Green
 CMYK: C65/M0/Y100/K0
 RGB: R98/G187/B70
 HEX: 62BB46

Black
 CMYK: C0/M0/Y0/K100
 RGB: R0/G0/B0
 HEX: 000000

Secondary Color Options:

Monochrome Versions

If the physical constraints or cost considerations of the application design preclude the use of the 4-color process or spot version, the monochrome versions may be used.

The monochrome version can be reproduced using one of the two formulas — Black or Euro Green. This version may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Ductless Design Pro* logo is preserved.



100% BLACK
(WITH FILL)



100% EURO GREEN
(WITH FILL)

Reverse-Printed Monochrome Version

The reverse-printed monochrome version is to be used when the background color is one of the corporate colors, a concentrated color, or when a photograph or pattern, against which the Daikin *Ductless Design Pro* logo will stand out less distinctly, has to be used as the background.



100% BLACK



100% DAIKIN BLUE



PATTERN



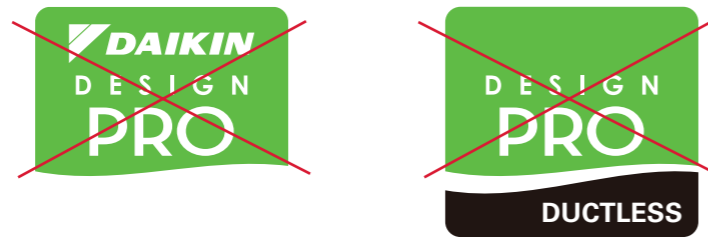
PHOTOGRAPH

Improper Usage

The Daikin *Ductless Design Pro* logo must always be used correctly.

Using the logo in ways that contravene the rules make it much less distinctive, and can convey the wrong corporate image.

Omitted Elements



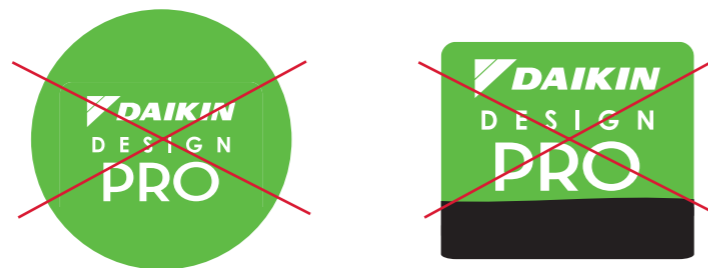
Never omit component elements.

Extended and Condensed



The relative proportions of the component elements may not be altered.

Altered



Component elements may not be altered and/or used alone.

Daikin VRV Design Pro Logo Usage

The Daikin VRV Design Pro logo is an important part of the Daikin brand and the Daikin VRV Design Pro Program. It has been carefully designed to represent both the program and the brand, and should be accurately reproduced.



Note that there are multiple approved versions. These variations of the logo are available to accommodate the variety of print environments and applications where the Daikin VRV Design Pro Program logo may be executed.

The logo is available in electronic form from the Online Marketing Toolkit at <https://daikin.marketing>.

Daikin VRV Design Pro Clear Space

1" minimum logo width



.25" minimum clear space

When the Daikin VRV Design Pro logo is to be used, a clear space wider than the stipulated minimum area must be left, to ensure that other graphic elements are not perceived as part of this logo. Please leave an adequate clear space even when the logo is to be positioned in a corner of the page or screen.

The prescribed clear space is the minimum area of white space around the Daikin VRV Design Pro logo, stipulated in order to ensure that the logo is always reproduced with good visibility.

If the Daikin VRV Design Pro logo is to be used on its own, this rule may be waived when there are spatial constraints.

Color Options

Primary Color Option:

4-color process (CMYK), 2-spot Pantone, or web version

The 4-color process logo can be used when printing collateral on laser printers, desktop printers, and digital/offset printing presses. This logo may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin VRV Design Pro logo is preserved.



Astronaut Blue

CMYK: C100/M10/Y0/K63
 RGB: R0/G79/B115
 HEX: 004F73

Black

CMYK: C0/M0/Y0/K100
 RGB: R0/G0/B0
 HEX: 000000

Secondary Color Options:

Monochrome Versions

If the physical constraints or cost considerations of the application design preclude the use of the 4-color process or spot version, the monochrome versions may be used.

The monochrome version can be reproduced using one of the two formulas — Daikin Black or Astronaut Blue. This version may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin VRV Design Pro logo is preserved.



100% DAIKIN BLACK
(WITH FILL)



100% ASTRONAUT BLUE
(WITH FILL)

Reverse-Printed Monochrome Version

The reverse-printed monochrome version is to be used when the background color is one of the corporate colors, a concentrated color, or when a photograph or pattern, against which the Daikin VRV Design Pro logo will stand out less distinctly, has to be used as the background.



100% DAIKIN BLACK



100% DAIKIN BLUE



PATTERN



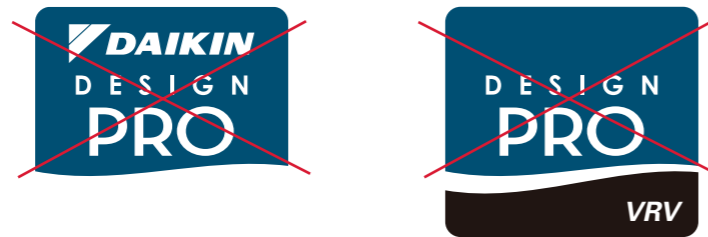
PHOTOGRAPH

Improper Usage

The Daikin *VRV Design Pro* logo must always be used correctly.

Using the logo in ways that contravene the rules make it much less distinctive, and can convey the wrong corporate image.

Omitted Elements



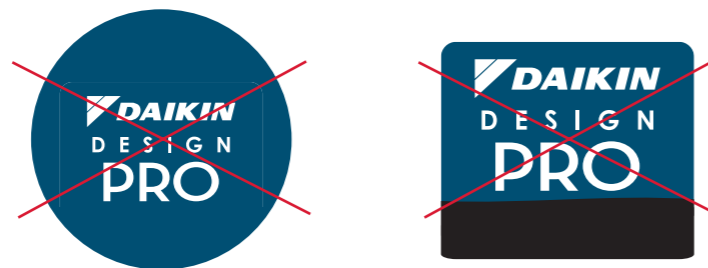
Never omit component elements.

Extended and Condensed



The relative proportions of the component elements may not be altered.

Altered



Component elements may not be altered and/or used alone.

Daikin Logo Downloads

All Daikin logo assets can be downloaded from Partnerlink's Marketing Toolkit or in the Daikin City library.



The logos are available in electronic form from the Online Marketing Toolkit at <http://daikinpartnerlink.com>.

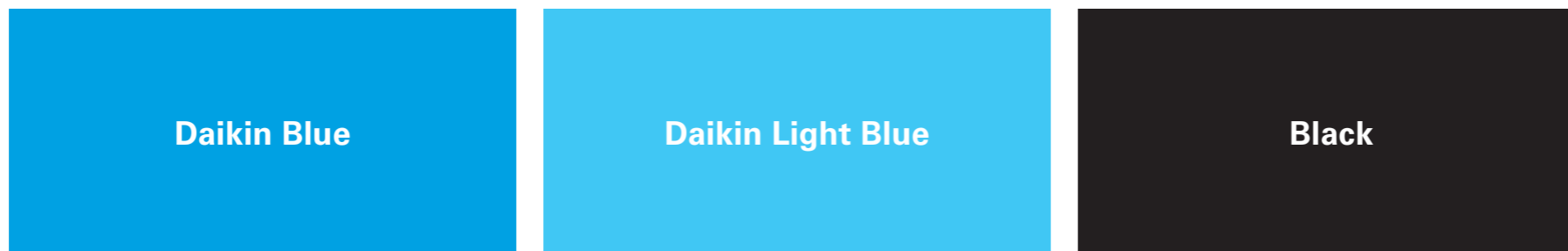
A photograph of a man with a beard and a young child sitting on a couch, both laughing joyfully. The man is holding the child, and they are both looking at each other. The scene is set in a living room with a window in the background. The entire image is overlaid with a semi-transparent blue filter.

Design Guidelines

Corporate Colors

The Daikin Corporate colors are used not only in the Daikin logo, but also in other ways that help to convey the image of the Daikin Group.

The Daikin corporate colors are Daikin Blue, Daikin Light Blue and Black, which are used in the Daikin Logo.



The color of the logo, like its shape, conveys our corporate and brand image at a glance. It also differentiates us from other companies. Actively use the corporate colors in all manner of materials and settings in order to maximize the impact of our visual identity.

Meaning behind the corporate colors

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.

Corporate and Secondary Color Values



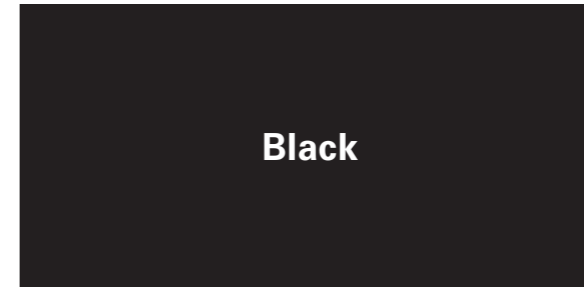
Daikin Blue

CMYK: C100/M10/Y0/K0
 Pantone: Process Blue
 RGB: R0/G151/B224
 HEX: 0097E0
 DIC: 577



Daikin Light Blue

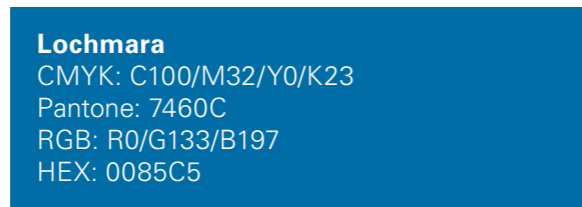
CMYK: C60/M0/Y0/K0
 Pantone: 306C
 RGB: R84/G195/B241
 HEX: 54C3F1
 DIC: 68



Black

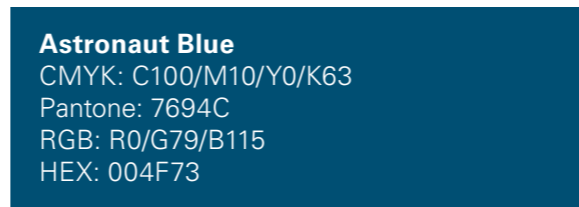
CMYK: C0/M0/Y0/K100
 Pantone: Process Black
 RGB: R0/G0/B0
 HEX: 000000
 DIC: 582

Secondary Colors



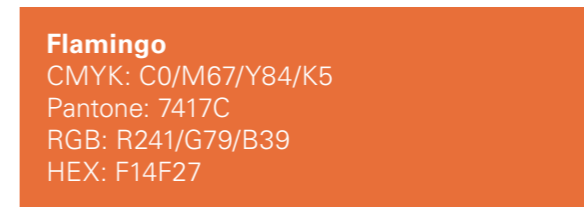
Lochmara

CMYK: C100/M32/Y0/K23
 Pantone: 7460C
 RGB: R0/G133/B197
 HEX: 0085C5



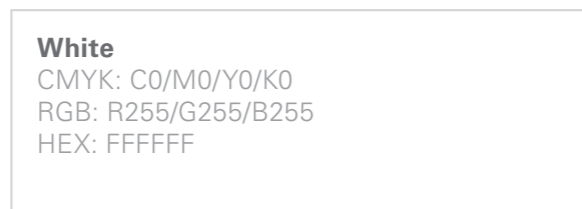
Astronaut Blue

CMYK: C100/M10/Y0/K63
 Pantone: 7694C
 RGB: R0/G79/B115
 HEX: 004F73



Flamingo

CMYK: C0/M67/Y84/K5
 Pantone: 7417C
 RGB: R241/G79/B39
 HEX: F14F27



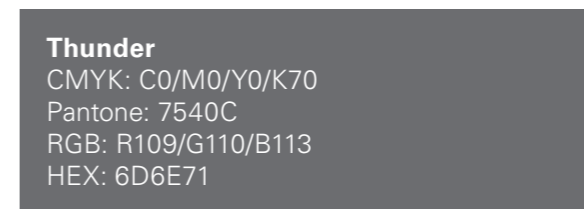
White

CMYK: C0/M0/Y0/K0
 RGB: R255/G255/B255
 HEX: FFFFFFFF



Stack

CMYK: C0/M0/Y0/K45
 Pantone: 877C
 RGB: R140/G140/B140
 HEX: 8C8C8C



Thunder

CMYK: C0/M0/Y0/K70
 Pantone: 7540C
 RGB: R109/G110/B113
 HEX: 6D6E71

Color Value Overview:

- **CMYK:** Cyan, Magenta, Yellow, and Black (CMYK) are used for printing.
- **PANTONE (PMS):** Pantone colors, Pantone, PMS - all refer to a matching system for inks and other materials. This matching system

- was created to ensure consistent color when printing because each PMS color refers to a very specific ink color not a build of CMYK.
- **RGB:** Red, Green, and Blue (RGB) values are used for screens like a monitor, a cellphone, and other electronic devices. RGB is not

- recommended for printing purposes.
- **HEX:** HEX, or hexadecimal is used for coding websites and is for use with screen and electronic devices. HEX values are not recommended for printing purposes.



1. The **Daikin Blue** is the primary brand color. This color should be used for emphasis on things such as calls to action, headlines, and links. Tints and shades of this color should be used for clicked states in calls to action and links, as well as in drop-down menus to signify depth.



2. **White** should be used for typography on colored backgrounds and images, and also should be used largely as a background color to create breathing room in layouts.



3. **Flamingo** is a compound of the Daikin Blue. This should be used sparingly as a supporting color.



4. **Stack** and **Thunder** should be used for headline typography, icons, and other elements on lighter backgrounds. They can be used in addition to White as a background color to enhance page flow and to separate sections.



Text over Daikin Blue

Header H1 // Univers LT 45 Light

Subheader H2 // Univers LT 45 Light

Alternate Subhead H3 // Univers LT 55 Roman

Body // Univer LT 45 Light

 **Colors:** Use white for all Headers, Subheads and Body text.

Text on white

Header H1 // Univers LT 45 Light

Subheader H2 // Univers LT 45 Light

Alternate Subhead H3 // Univers LT 55 Roman

Body // Univer LT 45 Light

 **Colors:** For all Headers and Subheads, use Thunder, Stack or Daikin Blue. Use the color Stack for Body Text.

The Daikin brand typeface is Univers LT, left aligned whenever possible.

Headlines (H1) should be set in Univers LT 45 Light with standard kerning and approximate leading of 1.75 the point size.

Subheads (H2) are set in Univers LT 65 Bold, left aligned whenever possible. H3 subheads can be set in Univers LT 55 Roman.

Body text is set in Univers LT 45 Light, with standard kerning and leading of no greater than 1.5x the point size and no less than 1.15x the point size. If the body copy is set over a photograph and needs more weight, it may be set in Univers LT 55 Roman. But please try to maintain it in a 45 Light as the standard.

Note: URLs are set in Univers LT 65 Bold in most cases.

When/if the Univers Font Family cannot be licensed, the following fonts can be used:

Arial - Available on most platforms

Roboto - Available for free from Google: <https://fonts.google.com/specimen/Roboto?category=Sans+Serif,Display>

San Francisco - Available for free from Apple Developer: <https://developer.apple.com/fonts/>

Roboto is the recommended typeface for Android. / SF Pro is the recommended typeface native to iOS.



Photographic Style

Daikin imagery should feel clean and refreshing. Household scenes should be light and airy, portraying modern families in modern households. Business shots should feel in-the-moment and easygoing. Images should not appear overly staged or posed in any way. Scenes should feel natural with no one looking directly at the camera. People should be enjoying their lives, looking relaxed and comfortable in their everyday indoor environments. *Perfecting The Air We Share* is about bringing people together. We encourage showing people together, rather than alone.

Do not show people in uninspiring, outdated households or offices. Residential and business imagery should always be modern and aspirational.

For more details see the Appendix.

Promotional Goods

The recommended display of the Daikin Logo on promotional goods



The full-color display — which includes all three of the corporate colors for the 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 color 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.



If the full-color display is not possible due to limitations in materials and production methods, use alternatives that comply with the limitations.

If the slit in the single color Daikin Logo smudges due to limitations in materials and production methods, apply the logo with a wider slit in the triangle shown on the left regardless of the logo size.



Single-color silk-screen printing

Laser processing of metals

Laser processing of wooden materials

Single color (with slit)
Standard Logo



Logo with a wider slit in the triangle
Width: 22mm – 50mm



Wearables

The recommended display of the Daikin Logo on wearables. Work clothes and caps, employee uniforms, event staff shirts and caps, sponsored sports team uniforms, etc.



Full-color embroidered display



Rugby team uniform

Work cap for service engineers

Full color display in stitched woven labels

Work clothes for service engineers



Work cap at plants

Single color embroidered display

Exhibition staff uniform

Single color (with slit) Standard Logo



Logo with a wider slit in the triangle Width: 22mm – 50mm



The full-color display — which includes all three of the corporate colors for the 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. Special attention should be paid especially when the Daikin Logo is embroidered or stitched, to ensure that the color and form of the Daikin Logo are rendered accurately.

Although the color 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 colors do not match the color tone of the Daikin Logo.

If the full-color display is not possible due to limitations in materials and production methods, use alternatives that comply with the limitations. In the single-color display, the recommended color is Daikin Blue, or a similar shade of blue.

If the slit in the single color Daikin Logo smudges due to limitations in materials and production methods, use the logo with a wider slit in the triangle shown on the left regardless of the logo size.

Gifts

When the Daikin Logo is used to show the name of the giver on gifts and souvenirs for special customers — but not on promotional goods and giveaways for Daikin brand products — the full-color Daikin Logo may not be appropriate for the value of the gift. In that case, the “Exceptional Display in Gold/Silver (Material Colors)” can be applied, as they are exceptional cases.



See earlier pages for logo guidelines.

Thank you. If there are any questions or comments, please reach out.

Sarah Windsor
Technical Publications Manager
sarah.windsor@daikincomfort.com