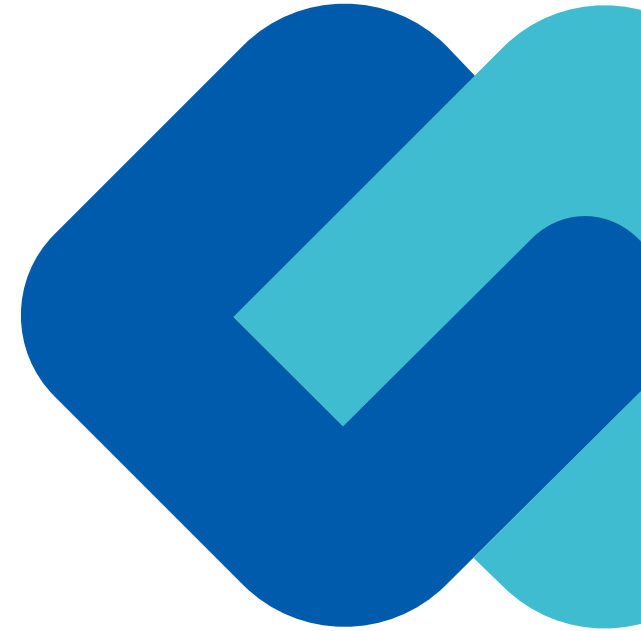


GMO Sign Brand Guidelines

GMO Sign

2024.02.09



Logo

GMO Sign

Logo Color

Color

GMOSign



Logo Color Code

GMO Blue
HEX #005bac
RGB R0/G91/B172
CMYK C100/M60/Y0/K0
PANTONE 2175
DIC 579

Trust Navy
HEX #101d32
RGB R16/G29/B50
CMYK C55/M30/Y0/K90
PANTONE 2175
DIC 579

Color (Monotone)



Monochrome Printing



Isolated Area



Minimum Size



Logo Colors Within Background



GMOSign

GMOSign

GMOSign

GMOSign



GMOSign

GMOSign



GMOSign

GMOSign

GMOSign

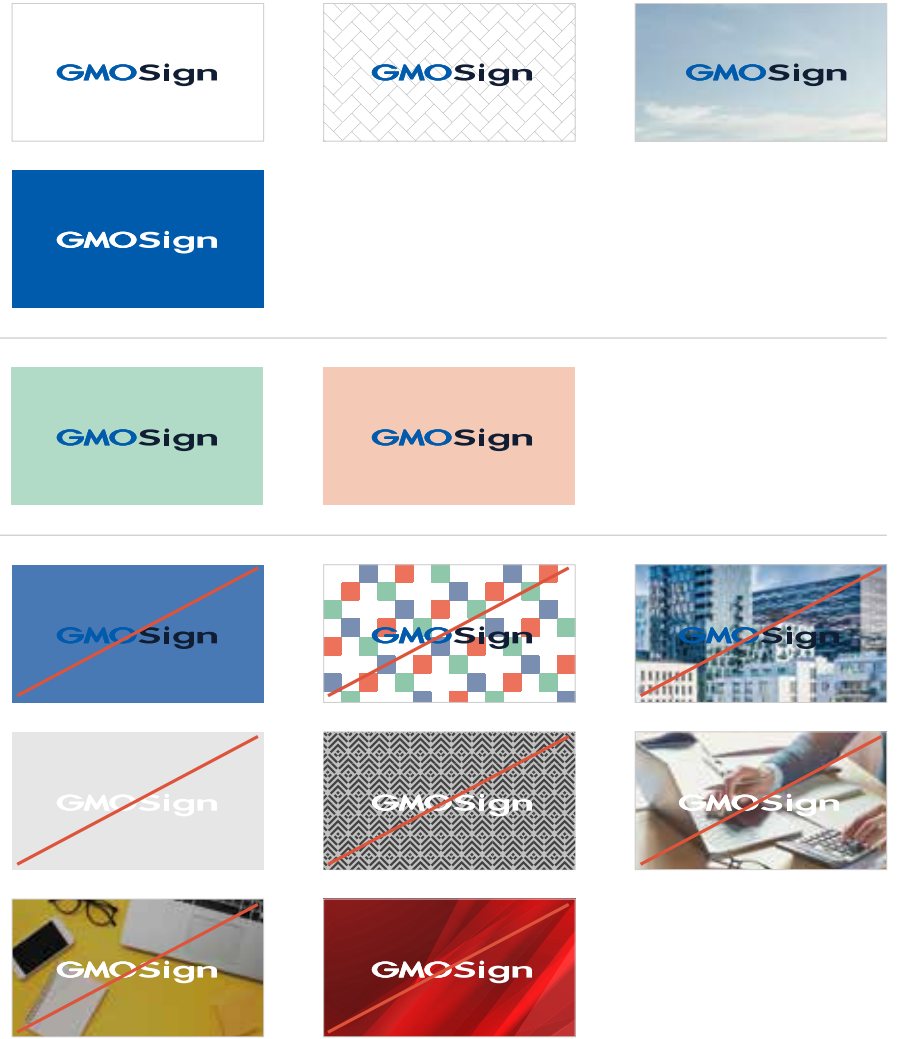
GMOSign

GMOSign

GMOSign

GMOSign

GMOSign



Motif



GMO Blue
HEX #005bac
RGB R0/G91/B172
CMYK C100/M60/Y0/K0
PANTONE 2175
DIC 579

Innovative Green (80)
HEX #61bfd1
RGB R97/G191/B209
CMYK C66/M0/Y20/K0
PANTONE 121-13 C
DIC 2165s

Example of use



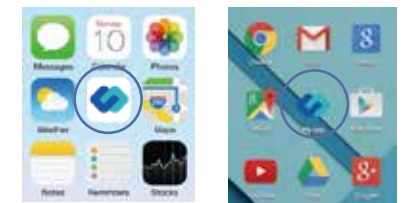
Favicon



GMOブルー
HEX #005bac
RGB R0/G91/B172

Innovativeグリーン (80)
HEX #61bfd1
RGB R97/G191/B209

Example of use



Color : Primary/Secondary

Primary Color

GMO Blue

HEX #005bac
RGB R0/G91/B172
CMYK C100/M60/Y0/K0
PANTONE 2175
DIC 579

Secondary Color

Innovative Green

HEX #3aafc5
RGB R58/G175/B197
CMYK C82/M0/Y25/K0
PANTONE 121-7
DIC 136

Color : Extended

Extended Color

<p>Navy HEX #101d32 RGB R16/G29/B50 CMYK C55/M30/Y0/K90</p>	<p>Red HEX #d8563b RGB R216/G86/B59 CMYK C0/M84/Y82/K0</p>	<p>White HEX #ffffff RGB R255/G255/B255 CMYK C0/M0/Y0/K0</p>	<p>Yellow HEX #ffe977 RGB R248/G233/B119 CMYK C3/M5/Y70/K0</p>
---	--	--	--

Gray tone

<p>Gray1 HEX #222222 RGB R34/G34/B34 CMYK C0/M0/Y0/K95</p>	<p>Gray2 HEX #7d7d7d RGB R125/G125/B125 CMYK C0/M0/Y0/K65</p>	<p>Gray3 HEX #c9c9c9 RGB R205/G205/B205 CMYK C0/M0/Y0/K30</p>	<p>Gray4 HEX #f5f5f5 RGB R245/G245/B245 CMYK C0/M0/Y0/K5</p>
--	---	---	--

100	90	80	70	60	50	40	30	20	10
RGB 0/91/172	RGB 25/107/180	RGB 51/124/189	RGB 76/140/197	RGB 102/157/205	RGB 127/173/213	RGB 153/189/222	RGB 178/205/230	RGB 204/222/238	RGB 229/238/247
CMYK 100/60/0/0	CMYK 90/54/0/0	CMYK 80/48/0/0	CMYK 70/42/0/0	CMYK 60/36/0/0	CMYK 50/30/0/0	CMYK 40/24/0/0	CMYK 30/18/0/0	CMYK 20/12/0/0	CMYK 10/6/0/0
100	90	80	70	60	50	40	30	20	10
RGB 58/175/197	RGB 77/183/203	RGB 97/191/209	RGB 117/199/214	RGB 137/207/220	RGB 156/215/226	RGB 176/223/232	RGB 196/231/237	RGB 216/239/243	RGB 235/247/249
CMYK 82/0/25/0	CMYK 74/0/23/0	CMYK 66/0/20/0	CMYK 58/0/18/0	CMYK 49/0/15/0	CMYK 41/0/13/0	CMYK 33/0/10/0	CMYK 25/0/7/0	CMYK 16/0/5/0	CMYK 8/0/3/0

Use of Color : Text

Primary Color

Secondary Color

Navy

Sample text. Sample text. Sample text. Sample text. Sample text. **Sample text. Sample text.** Sample text.

Sample text. Sample text. Sample text. Sample text.

Important Subjects : Red

Sample text. Sample text. Sample text. Sample text. Sample text. Sample text. Sample text.

Background : Primary Color

Text : White **Emphasis : Yellow**

Background : Secondary Color

Text : White **Emphasis : Yellow**

Background : Primary Color 10%

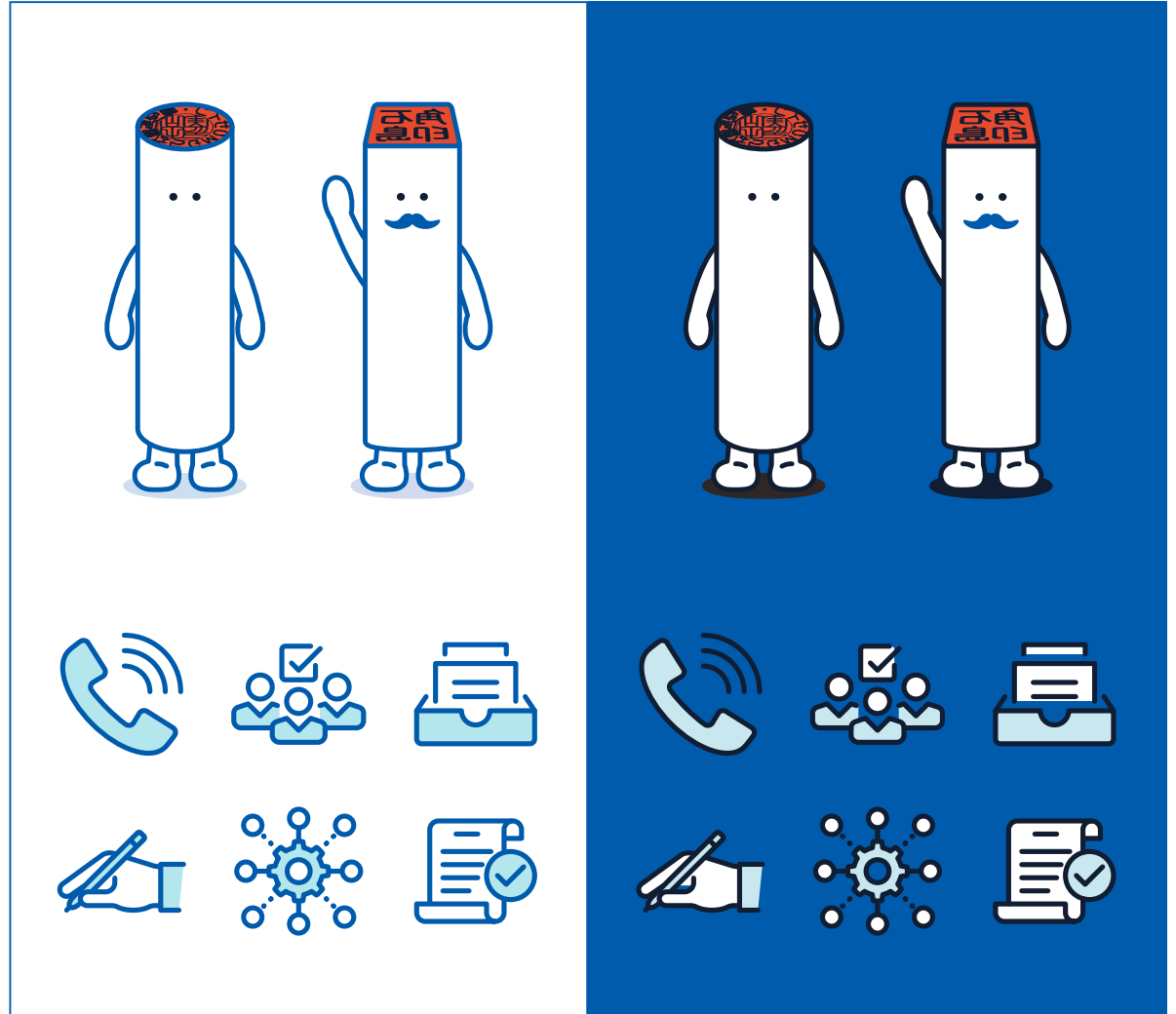
Text : Navy

Background : Secondary Color 10%

Text : Navy

* Notes Gray2

Use of Color : Illustration / icon



Typography

Noto Sans JP Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & ., 1234567890

Noto Sans JP DemiLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & ., 1234567890

▶ Noto Sans JP Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & ., 1234567890

Noto Sans JP Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & ., 1234567890

▶ Noto Sans JP Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890**

Noto Sans JP Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890**

D-DIN-PRO Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890

D-DIN-PRO Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890

D-DIN-PRO Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890**

D-DIN-PRO ExtraBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890**

D-DIN-PRO Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890**