



Tosoh Corporate Visual Identity Guidelines

2012 Version 2.0

TOSOH CORPORATION

Tosoh Corporate Visual Identity Guidelines

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Tosoh Corporate Visual Identity Guidelines

About the Guidelines

The image people have of a company is formed from visual information presented through that company's publications, advertising, website, stationery, and other visual media.

As Tosoh Corporation expands globally, it is vital that the company and its group companies project a strong, consistent corporate identity. The Tosoh Corporate Visual Identity Guidelines present the elements that define Tosoh. These guidelines must be followed in all communications materials at all times, without exception. Only by following the guidelines can we ensure that the visual elements that we wish for people to identify with Tosoh Corporation are applied correctly.

Tosoh Corporate Visual Identity Guidelines

- Provide a consistent and clear visual identity for Tosoh Corporation across all its sites and operations
- Enhance the effectiveness of the Tosoh Group's image by standardizing key applications
- Project a professional and reliable image for the Tosoh Group

To ensure that the guidelines are correctly implemented and clearly understood, all communications materials being produced by Tosoh entities worldwide must be submitted to the International Corporate Development public relations manager at Tosoh Corporation before their publication. Adhering to these guidelines and this protocol guarantees a high standard of quality and a clear, consistent, and effective corporate visual identity for the Tosoh Group.

Tosoh Corporate Visual Identity Guidelines

About the Guidelines (cont.)

Using the Guidelines

The standards that appear in the Tosoh Corporate Visual Identity Guidelines should be regarded as working tools designed to assist affiliated members, namely subsidiary operations within the Tosoh Group.

The Corporate Visual Identity Guidelines consist of the following parts:

Core Elements

Concerns the fundamental elements that are used in all Tosoh media

Design Systems

Identifies the design systems appropriate to a particular application, with guidelines for style and communication using the signature system

Web Guidelines

Provides visual identity standards and the tools for Tosoh Group companies to achieve a consistently branded web presence

Office Applications & Templates

Sets out rules for specific, in-house materials

Guidelines for Use of the Logo

The guidelines apply to the following business operations:

1. An overseas subsidiary operation in which Tosoh Corporation holds more than a 50% ownership interest
2. An overseas affiliate operation in which Tosoh Corporation holds up to a 50% ownership interest and whose company name includes the Tosoh name

Specific use of the Tosoh logo by other organizations associated with Tosoh Corporation or its affiliated operations is to be decided by Tosoh Corporation.

Queries

Should you have any questions regarding the contents of these guidelines, please contact:

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Tosoh Corporate Visual Identity Guidelines

Overview

The aim of Tosoh's visual identity is consistency. The company must be easily identified regardless of where or with what media it communicates.

Emphasizing the brand's image and making it recognizable throughout the world forms a strong visual link between all of our group operations and increases brand awareness among the public.

Visual identity gives our corporate image a unique value and potential, provided it is applied systematically and in accordance with a set of clearly defined rules. All of Tosoh's activities must therefore comply with these rules, commonly known as the Corporate Visual Identity Guidelines. These guidelines are organized into four sections.

The first section, **Core Elements**, contains information concerning the fundamental elements that are used throughout all Tosoh media.

Design Systems, the second section, contains a set of guidelines that dictate how all materials used in marketing and external communications should be created. Example applications include advertising, product brochures, informational posters, and details

regarding the acceptable use of color, typefaces, and photography.

Web Guidelines, the third section, introduces the corporate website and system and provides standards to assist in developing a website. This is a stand-alone section that also may be used in conjunction with the Corporate Visual Identity Guidelines overall.

The fourth section, **Office Applications & Templates**, contains standards that specify what is required when creating material for use in office environments, from acceptable business card formats to stationery and signage. Digital templates are available for some applications.

Conforming to these guidelines is very important. They are essential to projecting a strong and consistent brand image for the Tosoh Group.

The Basics

Corporate Mark



See 1.01 on p. 6

Corporate Logotype

TOSOH CORPORATION

See 1.02 on p. 10

Combination System



TOSOH CORPORATION

See 1.03 on p. 13

Tagline

The Chemistry of Innovation

See 1.05 on p. 17

⚠ Caution

The design of all marketing communications materials must be approved for corporate identity considerations by International Corporate Development, Tosoh Corporation.

Core Elements

1.01 Corporate Mark

The corporate mark is the core of the Tosoh Corporate Visual Identity Guidelines. Always a single unit, it expresses Tosoh's vision of the ideal through its precise lines and curves.

The corporate mark consists of two graphic elements: the Tosoh symbol and the Tosoh logotype. **The two elements should always remain a single unit.** The logotype must appear directly below the symbol. To maintain the integrity of the corporate mark, the proportions and spacing should never be altered. The official color of the Tosoh symbol is red, and the Tosoh logotype is black (see page 7 for color details). With preapproved vector artwork, the corporate mark may be any size above a specific minimum (see page 8 for details).

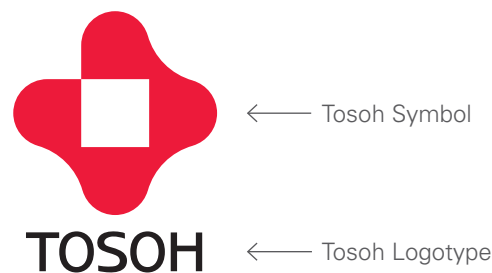
⚠ Caution

An outside organization's right to use the corporate mark is subject to the discretion of Tosoh Corporation, the legal proprietor of the corporate mark. Affiliated bodies of Tosoh Corporation must not register the corporate mark in any country or on any application field on behalf of Tosoh Corporation. Legal registration of the corporate mark is the sole authority of the Tosoh Corporation Patent Office.

⊗ Restrictions

The Tosoh logotype (company name) has been specially created and therefore should not be typed into a template. If you do not have access to the preapproved artwork, please contact the public relations manager in International Corporate Development, Tosoh Corporation.

The stand-alone logotype (Tosoh) should never be placed to the right of the symbol. This use is only authorized when producing materials in Japanese in Japan.



Figurative Meaning of the Corporate Mark

The corporate mark symbolizes our corporate philosophy. It is, in other words, an expression of Tosoh's vision of the ideal. The curved lines, with their inherent warmth, represent "the realization of happiness," a major goal for us, as well as the Tosoh management philosophy of putting people first. The square in the center expresses the advanced nature of Tosoh's technology, which underpins the chemical revolution the company is advancing, and represents the outstanding quality of Tosoh products. The right-angle cut at the top left portrays an image of contributing to society, Tosoh's basic stance toward the outside world, and adds to the originality of the mark. The Tosoh red corporate color symbolizes the Tosoh spirit that guides us in our ceaseless efforts to realize the ideal. The corporate mark is the most basic element of our Visual Identity Guidelines.

Core Elements

1.01 Corporate Mark Color

Our corporate colors should be the first brand colors people see in all our communications.

To ensure a consistent look and to strengthen our brand image, we need to use color carefully.

⊗ Restrictions

With the exception of black, tints of the main corporate color compromise the strength of the brand and are strictly forbidden.

⚠ Caution

White space is essential to overall branding. White space communicates that Tosoh is a fresh, clean, and straightforward organization. We encourage the use of white space in all communications material.

Corporate Colors



Tosoh Red

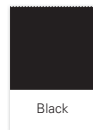
PANTONE®
PMS 186 C

DIC
F101 (Coquelicot)

CMYK
C0 M100 Y80 K0

RGB
R227 G3 B45

HEX
#E3032D



Black

PANTONE®
PMS Black 5 C

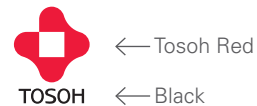
DIC
582

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

HEX
#000000

Standard Color Usage



One-Color Usage

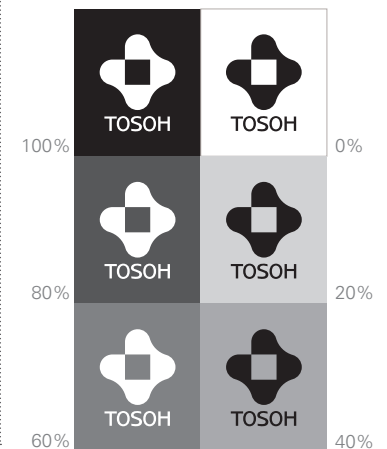


⊗ Restrictions

One-color usage in colors other than Tosoh red compromises the strength of the corporate mark and is not acceptable.

Monotone Usage

White on dark Black on light



Core Elements

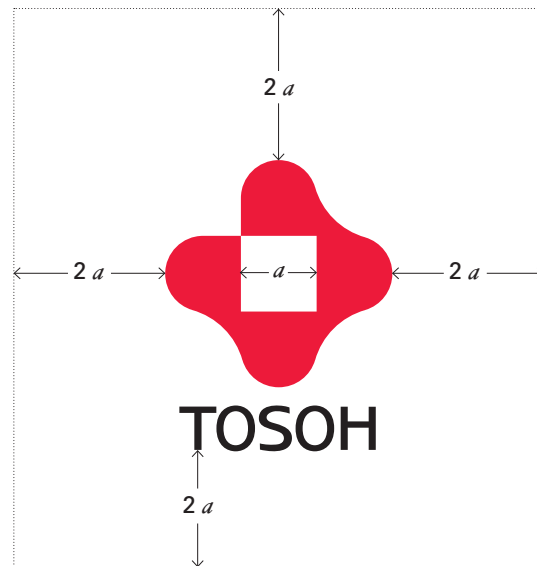
1.01 Corporate Mark Specifications

As a general rule, when the corporate mark is used as a single element keep the exclusion area free of any graphics, text, or images. The exclusion area is 2 times the length of a , as defined in the diagram on the right.

⚠ Exceptions

Exceptions to this general rule are described in their respective sections within the Tosoh Corporate Visual Identity Guidelines.

Exclusion Area

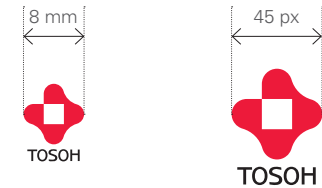


For optimal legibility, the corporate mark must appear no narrower than 8 mm (or 45 pixels for on-screen viewing) in width.

⚠ Caution

For overall good quality, the resolution of the Tosoh corporate mark is important. With standard offset printing (using vector artwork), the resolution should be no less than 120 lpi (lines per inch) or 300 dpi (dots per inch) when printed on high-quality coated paper. Please consult with your printing agency for optimal quality. For on-screen viewing (using bitmap artwork), the resolution should be no less than 72 dpi.

Minimum Width



Core Elements

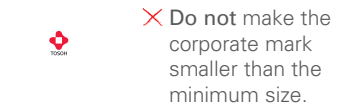
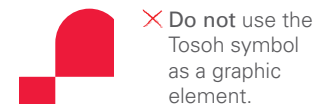
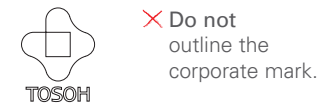
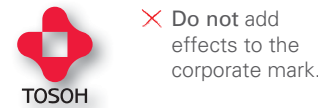
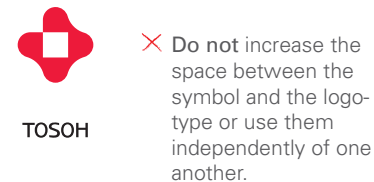
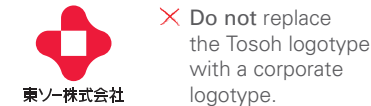
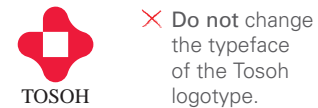
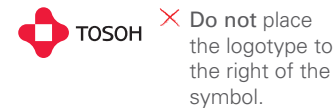
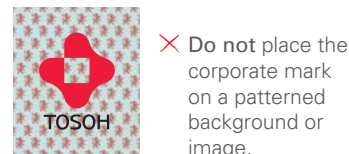
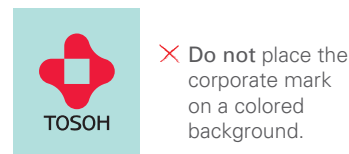
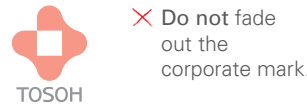
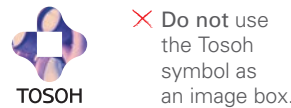
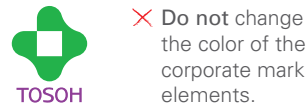
1.01 Corporate Mark Restrictions

It is very important to maintain consistency with the corporate mark. A few examples have been provided to show specifically what is acceptable and what is not.

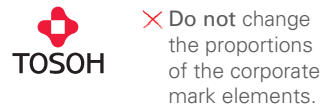
✓ Acceptable Usage



✗ Unacceptable Usage



TOSOH Corporation nse
quatum ver si. Ud mag
nim ven.



Core Elements

1.02 Corporate Logotype

The corporate logotype is used when indicating the official company or subsidiary name.

The standard corporate logotype is horizontal. The corporate logotype should always be seen together, on the same page or as a unit, with the corporate mark.

⚠ Caution

Should you require a logotype that has not been created, please contact the public relations manager in International Corporate Development, Tosoh Corporation.

⊗ Restrictions

Because each corporate logotype has been specially designed, simply typing them is prohibited. Always use the preapproved artwork available from International Corporate Development, Tosoh Corporation. Additionally, if Tosoh Corporation or a subsidiary name is to be used as a part of body text the corporate logotype is to be treated in sentence style, with no full capitalization.

⊗ TOSOH Corporation nse quatum ver si. Ud mag nim ven.

Standard Corporate Logotype (international)

TOSOH CORPORATION

Subsidiary and Foreign-Alphabet Corporate Logotypes

TOSOH BIOSCIENCE

TOSOH EUROPE B.V.

TOSOH USA, INC.

東ソー株式会社

东曹株式会社

The following corporate logotypes are available for use:

Tosoh America, Inc.	Tosoh Hellas A.I.C.
Tosoh Asia Pte. Ltd.	Tosoh Nikkemi Corporation
Tosoh Bioscience	Tosoh Organic Chemical Co., Ltd.
Tosoh Corporation (English)	Tosoh Polyvin Corporation
Tosoh Corporation (Chinese)	Tosoh Quartz, Inc.
Tosoh Corporation (Japanese)	Tosoh (Shanghai) Co., Ltd.
Tosoh Europe B.V.	Tosoh SMD, Inc.
Tosoh Europe N.V.	Tosoh SMD Korea, Ltd.
Tosoh Finechem Corporation	Tosoh SMD Taiwan, Ltd.
Tosoh F-Tech, Inc.	Tosoh SMD, Shanghai, Co. Ltd.
Tosoh (Guangzhou)	Tosoh Specialty Chemicals USA, Inc.
Chemical Industries, Inc.	Tosoh USA, Inc.

Core Elements

1.03 Signature System

The corporate mark and corporate logotype work as a set according to the application.

The combination of the corporate mark and the company name (signature system) should be used in all marketing communications tools. As can be seen in the examples, projects such as brochures, reports, and advertising require that the corporate mark is placed in the upper left corner of a page, while the company name is centered at the bottom of the page.

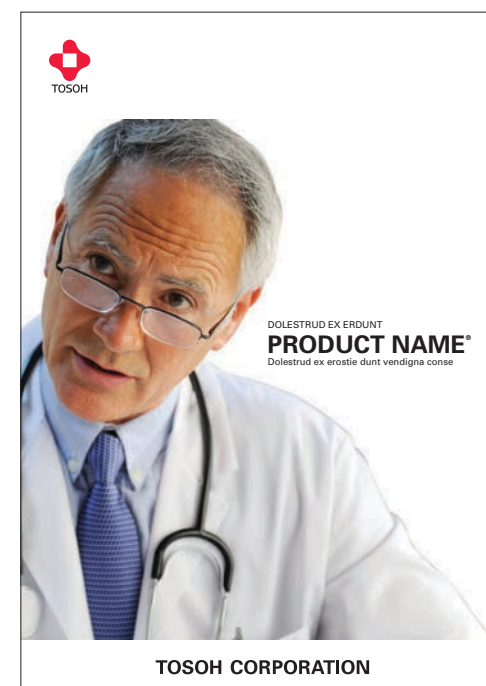
Signature System



Allowable Proportions of Signature System*

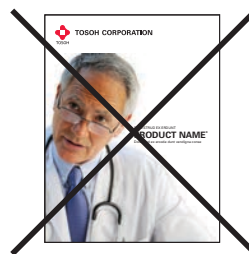


Example of Signature System in Use



✗ Restriction

In marketing communications tools, the company name should not be placed to the right of the corporate mark (please see 2.03 Applications for Product Brochures, page 23). The location to the right of the corporate mark is to be left completely clear. The only time that the corporate name may be placed to the right of the corporate mark is for such applications as business cards or where space is not available elsewhere.



*Please see 2.02 Graphic Conventions for Placement, page 20, for further details on the allowable placement for the signature system.

Core Elements

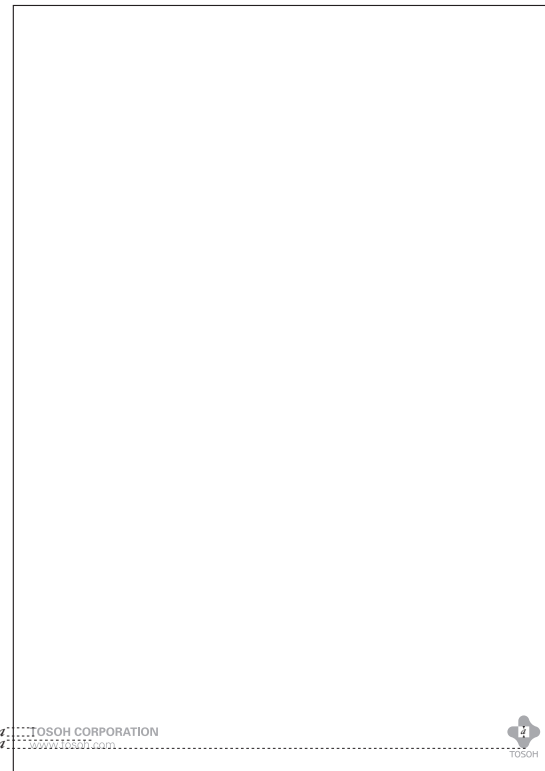
1.03 Alternative Signature System

The alternative signature system is optional for applications where real estate is at a premium, such as posters and advertising.

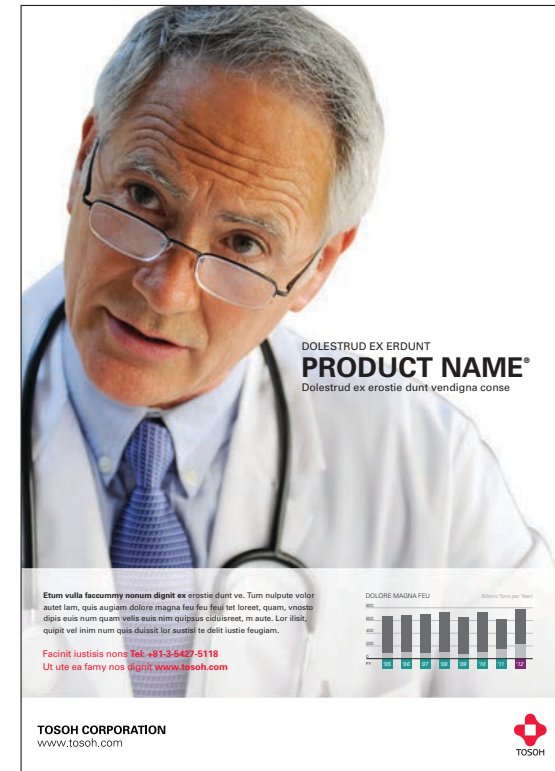
Alternative Signature System



Allowable Proportions of Alternative Signature System*



Example of Alternative Signature System in Use



*Please see 2.02 Graphic Conventions for Size, page 21, for further details on the allowable placement for the alternative signature system.

Core Elements

1.03 Combination System

When there are space constraints, it may be necessary to position the corporate logotype next to the corporate mark. This should only be done with items such as business cards or where space is not available elsewhere. All other communications should use the signature system.

Combination System



Combination System Specifications



A two-line version of the combination system is available to accommodate longer subsidiary logotypes. These logotypes should be in a single row when used with the signature system.

Combination System (two-line version)



Combination System (two-line version) Specifications



Exclusion Area for the Combination System



Core Elements

1.04 Typefaces for Design Use

Our fonts are also a major part of the unification of our brand.

The use of a professional graphic designer or agency is recommended to produce communications materials of the highest-possible quality for distribution outside the group. Designers are to use the primary (Univers) and secondary (Hoefler) fonts indicated on this page, with the secondary font reserved for body text only. The font designation for in-house use is Arial, as indicated on the following page.

Primary Font

For media such as posters, advertising, annual reports, etc.

Univers 45 (Light)

ABCDEFGHIJKLM
abcdefghijklm1234567890

Univers 55 (Roman)

ABCDEFGHIJKLM
abcdefghijklm1234567890

Univers 65 (Bold)

ABCDEFGHIJKLM
abcdefghijklm1234567890

Univers 47 (Light Condensed)

ABCDEFGHIJKLM
abcdefghijklm1234567890

Univers 57 (Condensed)

ABCDEFGHIJKLM
abcdefghijklm1234567890

Univers 67 (Bold Condensed)

ABCDEFGHIJKLM
abcdefghijklm1234567890

Secondary Font

For use within body text only

Hoefler Text Roman

ABCDEFGHIJKLM
abcdefghijklm1234567890

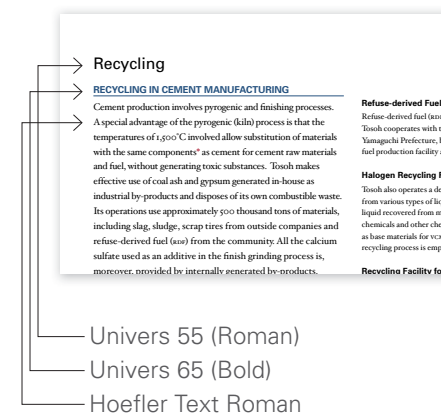
Hoefler Text Bold

ABCDEFGHIJKLM
abcdefghijklm1234567890

Hoefler Text Italic

ABCDEFGHIJKLM
abcdefghijklm1234567890

Print Example of Primary and Secondary Fonts in Use



Core Elements

1.04 Typefaces for In-House Use

All communications materials for distribution solely in-house and produced in-house by people other than designers should use only the Arial font. In-house projects include letters, invoices, e-mails, news releases, faxes, and any materials generated solely inside Tosoh.

In-House Font

For office use, such as letters, invoices, e-mails, news releases, faxes, PowerPoint presentations, etc.

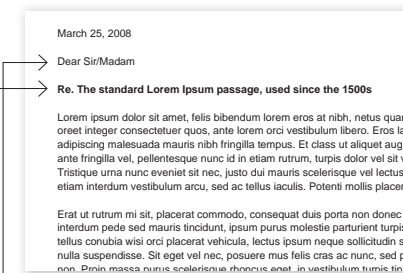
Arial Regular

ABCDEFGHIJKLM
abcdefghijklm1234567890

Arial Bold

ABCDEFGHIJKLM
ABCDEFGHIJKLM1234567890

Example of In-House
Font in Use



Arial Regular

Arial Bold

Core Elements

1.04 Typefaces for Foreign-Alphabet Fonts

All foreign-alphabet fonts should be in a sans serif style. This means that they should be a simple, modern form, without short, light lines projecting from the tops or bottoms of the main strokes that make up letters.

Japanese
MS Gothic (Osaka for Mac)

日本語あいうえおアイウエオ
1234567890

Chinese
Simhei

东曹株式会社全球网站
一 二 三 四 五 六 七 八 九
创新化学 幸福
春 樱 夏 焰 秋 叶 冬 雪

Greek
Arial Greek

ΑΕΘΞΦαβεζτς248
ΑΕΘΞΦαβεζτς248
ΑΕΘΞΦαβεζτς248
ΑΕΘΞΦαβεζτς248

Russian (Cyrillic)
Arial Cyrillic MT

БДЖФЩбзлфэю
БДЖФЩбзлфэю
БДЖФЩбзлфэю
БДЖФЩбзлфэю
БДЖФЩбзлфэю
БДЖФЩбзлфэю
БДЖФЩбзлфэю
БДЖФЩбзлфэю

Core Elements

1.05 Taglines

Consistent treatment of the tagline strengthens the overall brand image.

A tagline is a phrase or sentence that becomes associated with the group through repetition. The corporate tagline, "The Chemistry of Innovation," can be used in conjunction with the corporate mark or entirely on its own, on, for example, business cards.

⚠ Caution

The tagline should never be used on permanent signage. Also, if a division has decided to use its own tagline, the division's tagline is never to appear alone with the corporate mark. It is acceptable to use the divisional tagline in applications that use the combination system shown to the right. The combination system is introduced on page 13.

Please note that there is only one tagline in existence; the corporate tagline (The Chemistry of Innovation). Taglines are limited to one per division or product line, and any new tagline needs to be approved before use.

⊗ Restrictions

A division tagline cannot be used when the corporate tagline is displayed.

Corporate Tagline with Corporate Mark*



Corporate Tagline with Combination System



Corporate Tagline with Corporate Logotype*

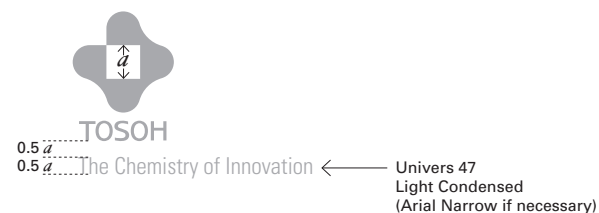


Horizontal Placement



*Center alignment is also acceptable.

Corporate Tagline with Corporate Mark Specifications



Corporate Tagline with Combination System Specifications



Corporate Tagline with Corporate Logotype Specifications



Horizontal Placement Specifications



Core Elements

1.06 Business Unit Text

In some instances, it is necessary to identify a specific business unit. For example, the Tosoh Bioscience brand name covers different product lines for different customers, and therefore the business unit designation is required (e.g., Separations Business Unit).

⚠ Caution

The business unit should only appear under the corporate logotype or within the combination system (never under the corporate mark or by itself).

⊗ Restrictions

When a business unit name is displayed, the tagline should not be used.

Example Business Unit with Combination System



Example Business Unit with Corporate Logotype*

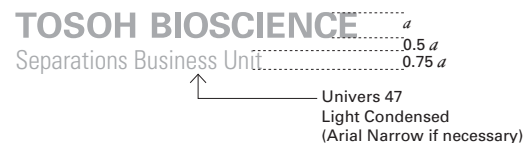


*Center alignment is also acceptable.

Business Unit with Combination System Specifications



Business Unit with Corporate Logotype Specifications



Design Systems

2.01 Secondary Information Text

Information other than the company name (division name, department, postal and e-mail addresses, and URLs) should also be treated with continuity for all subsidiaries.

It is important to place secondary information (and the subsidiary legal entity name if needed) away from the corporate mark to give the brand more dominance through the surrounding white space. For roman text, use Univers 55 Roman (Arial Regular is an acceptable alternative for PC users). For text in non-roman fonts, select the equivalent sans serif typeface from page 14.

Left Aligned

Tosoh Corporation
3-8-2, Shiba, Minato-ku, Tokyo 105-8623, Japan
Tel: +81 (3) 5427 5118 Fax: +81 (3) 5427 5198
info@tosoh.com www.tosoh.com

Centered

Tosoh Corporation
3-8-2, Shiba, Minato-ku, Tokyo 105-8623, Japan
Tel: +81 (3) 5427 5118 Fax: +81 (3) 5427 5198
info@tosoh.com www.tosoh.com

⚠ Caution

Please note the conventions for denoting telephone numbers (Tel:) and facsimile numbers (Fax:). All secondary information text is to be treated in sentence case (no full capitalization). For optimal space between the lines, leading should always be 1.3 times larger than the font size (e.g., 7 pt text should have 9.1 pt leading).

⚠ Caution

The font size should be no smaller than 5 pt and no larger than 9 pt. Company and subsidiary names, when included, can be up to 11 pt.

✘ Restrictions

When the name “Tosoh” is used in text, do not try to replicate the corporate logotype. The name is to be typed in sentence case, in the same weight as the address text in the examples to the right.

✘ TOSOH Corporation nse quatum ver si. Ud mag nim ven.

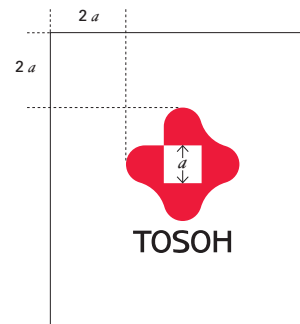
Design Systems

2.02 Graphic Conventions for Placement

For all marketing communications items, the corporate mark should be used as a stand-alone graphical element.

Standardized placement of the corporate mark in marketing communications items will help to unify the overall Tosoh brand image. The corporate mark and corporate logotype should appear as stand-alone elements for covers, advertisements, brochures, posters, etc., following these guidelines. It is important that the message is coming from the Tosoh Group, with the subsidiary acting as additional information.

Corporate Mark
(top left corner):



Exceptions

The corporate logotype does not need to be placed bottom center on the publication if it is placed on the back of the publication. However, the communication area indicated on page 21 remains the same.

Corporate Logotype (bottom center)
(size in relation to a):



The size of the corporate logotype will vary depending on the size of the media. See 2.02 Graphic Conventions for Size, page 21, for more details.

Caution

The space between the corporate logotype and the page edge can vary depending on the size of the media. For items A3 size and smaller, 1.5 times the proportion of a is required. Large formats require 2 times the proportion of a . This will lift the corporate logotype from the bottom of the page and give better visual balance.

Design Systems

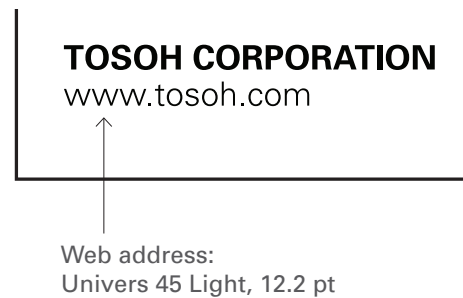
2.02 Graphic Conventions for Size (cont.)

The grid system for the alternative signature system is broken into ten equally spaced horizontal blocks, as indicated to the right. The bottom block is used to display the signature. This system allows for a larger communication area.

The logotype and web address in the signature can be replaced with that of the respective subsidiary, as shown below.

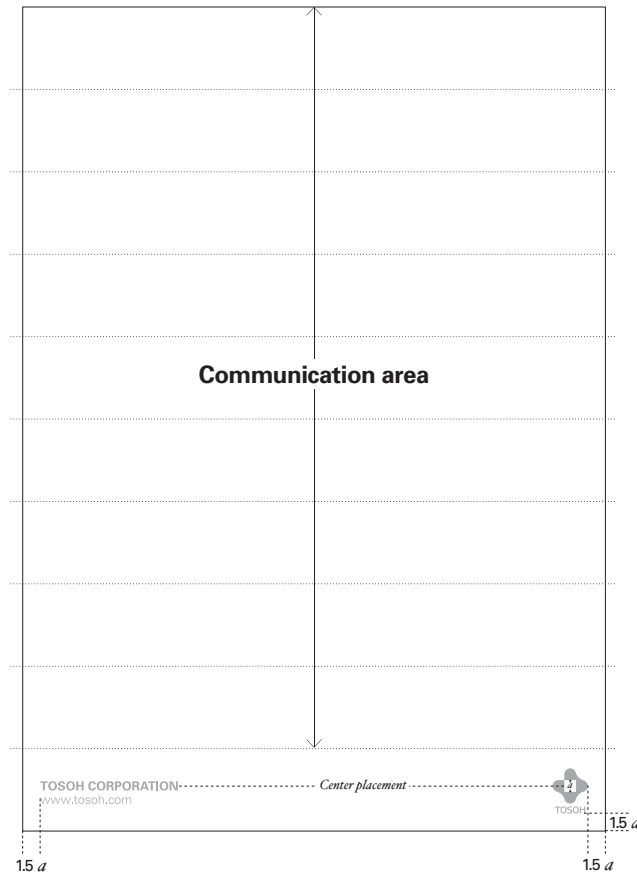
~ Exceptions

For the alternative signature system, the minimum exclusion area is 1.5 proportions of a for the area around the corporate mark.



Web address:
Univers 45 Light, 12.2 pt

Alternative Signature System
Based on A4 graphic convention

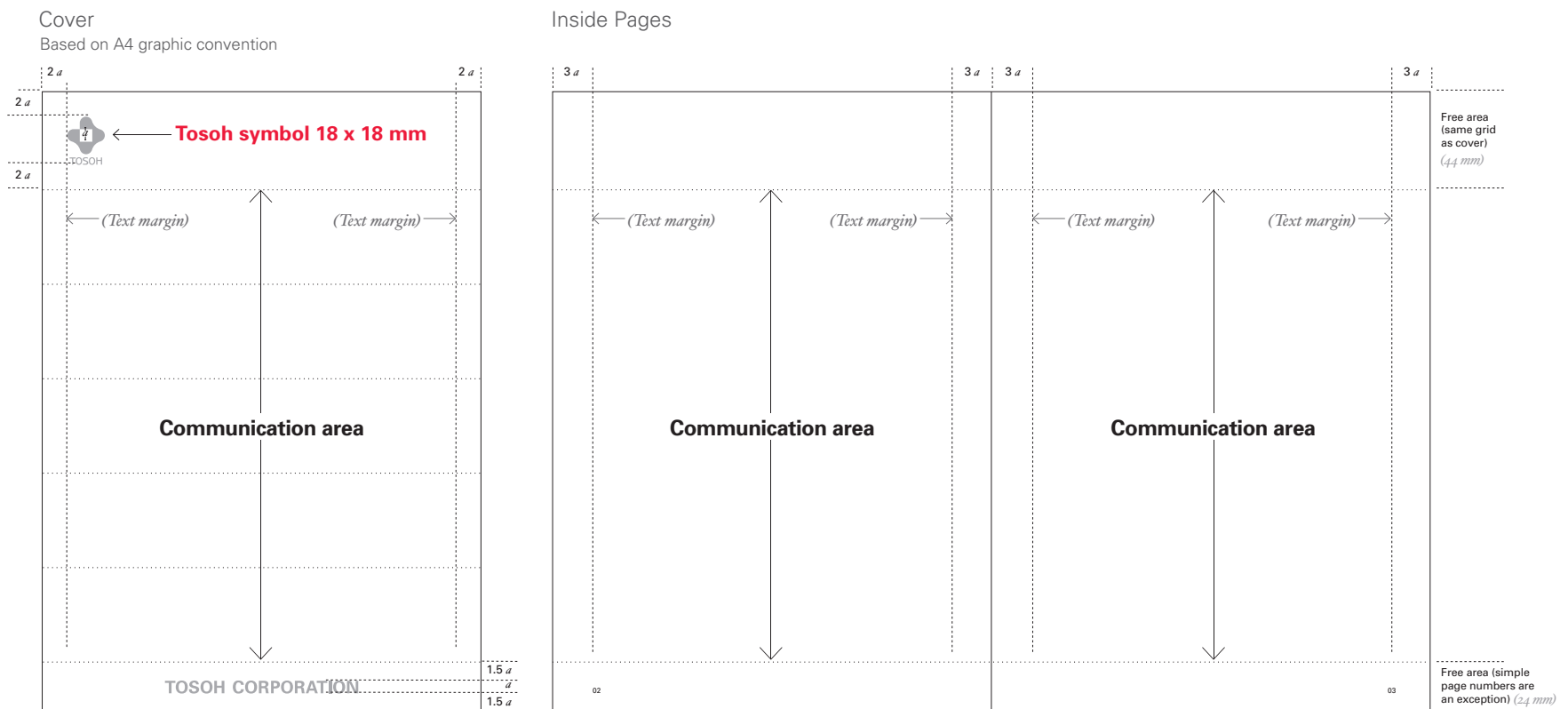


Design Systems

2.03 Applications for Marketing Materials

When creating marketing materials, clean and simple is best.

For the convenience of this example, an A4 proportional format has been used. If another format is used (e.g., letter size), employ the guidelines for a size that most closely approximates the format used.

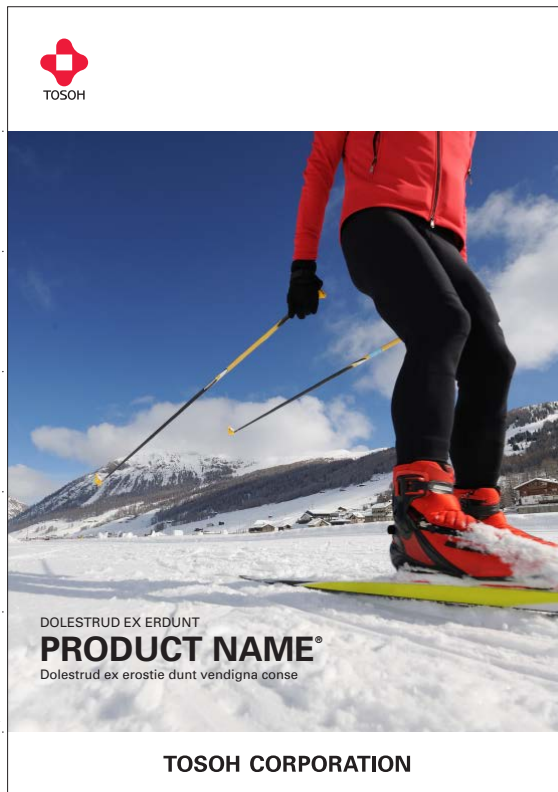


Design Systems

2.03 Applications for Marketing Materials (Examples)

Boxed Images

Based on A4 graphic convention

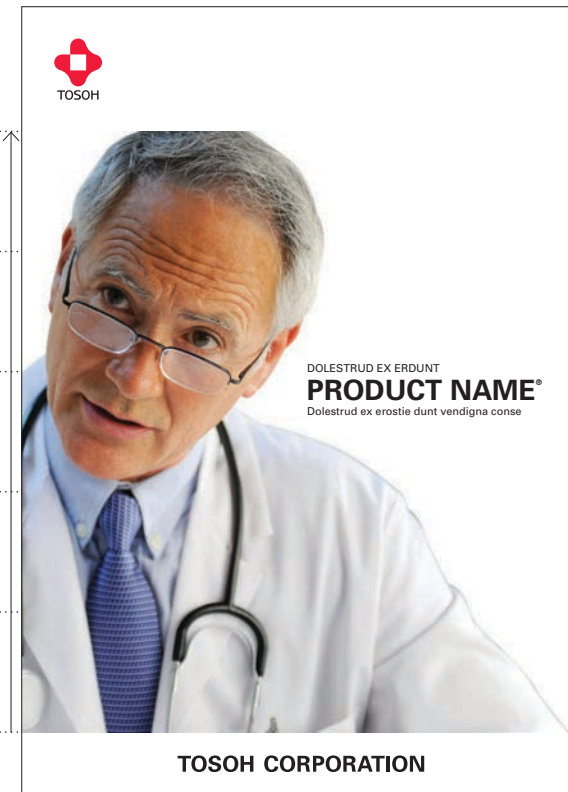


Layout option: Image can span three to five rows from the top



Contoured Images

Based on A4 graphic convention



Layout option: Image can span three to five rows from the bottom left corner

Design Systems

2.03 Inside Corporate Mark Page Tags

Product catalogs and other publications sometimes require that a logo mark tag be placed on inside pages.

The logo mark tags can be placed in any four of the corners of inner page spreads, vertically only within the top and bottom “free areas” and horizontally within the text margins. This is where a is specified through the logo on the cover. The tags should only be placed in the outside margins of spreads, never in the inside gutters. There should only ever be one page tag per spread.

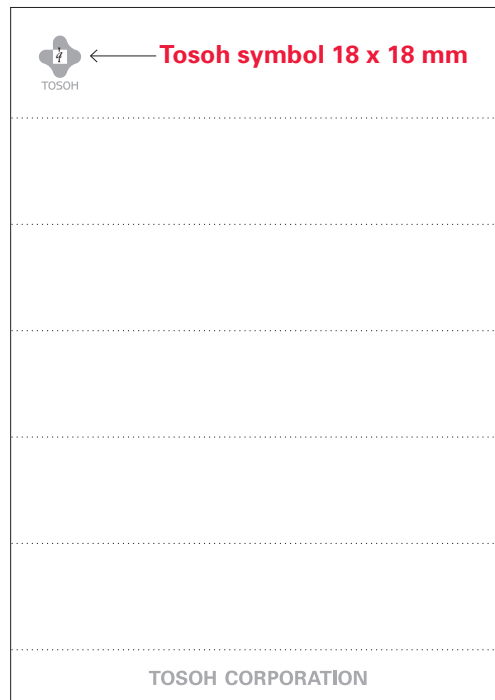
⚠ Note

It is recommended that the inside page tags be kept at the corporate mark minimum size (width 8 mm).

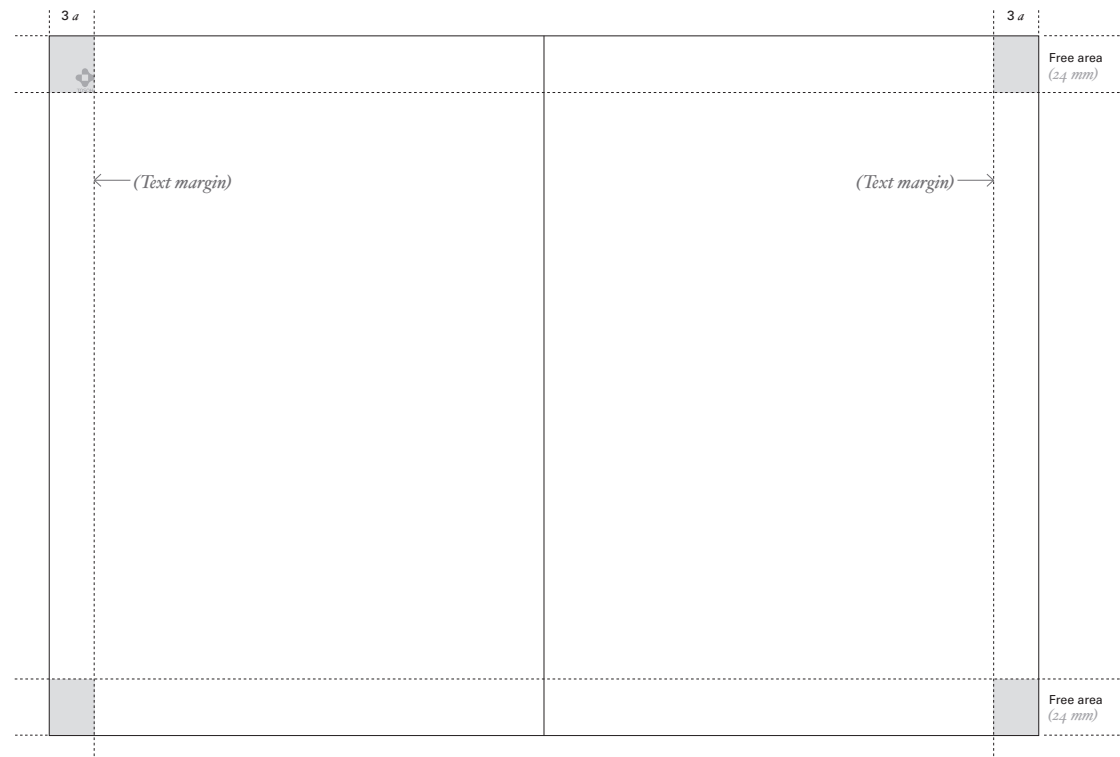
⚠ Caution

Always keep in mind the corporate mark exclusion area when adding an inner page logo tag.

Cover (reference only)
Based on A4 graphic convention



Inside Pages



Design Systems

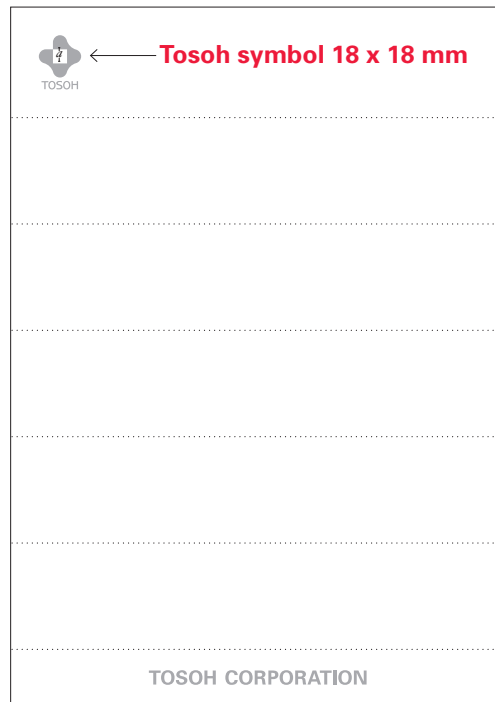
2.03 Inside Corporate Mark Page Tags (cont.)

The combination system can be used with corporate mark tags on inside pages to reinforce the company or subsidiary name. The rules for placing the combination system are the same as that of the inside corporate mark page tags (outlined on page 26) with reference to the placement of the corporate mark.

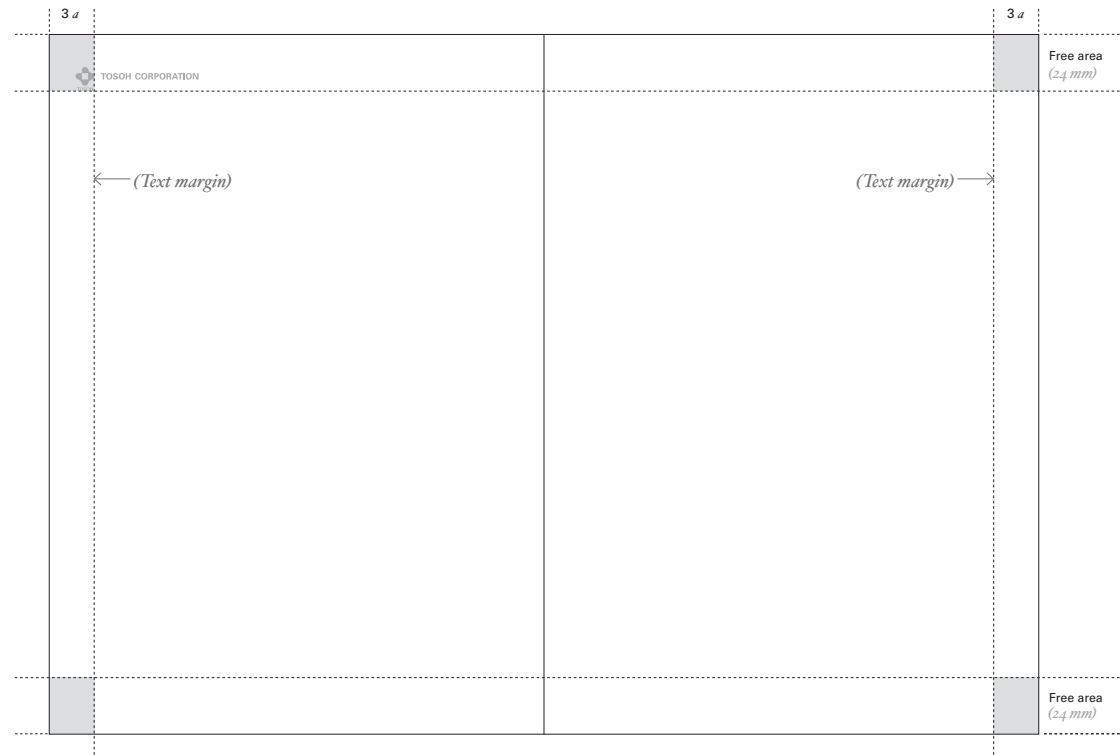
ⓘ Note

The combination system can be placed in either of the top or bottom left corners only. There should only ever be one combination system per spread.

Cover (reference only)
Based on A4 graphic convention



Inside Pages (using combination system)



Design Systems

2.03 Inside Corporate Mark Page Tags (Example)



Qui te solorundit

Quistibuscid estrum quid et antorest aut incitem rem qui reremporum ipsucci lluptrat magnamet que cus sitae voluptu restio quiate sitas maximal orrore, solo cullamet rendio inullab orestion paria si dendam, quam volorup tiorentia voluptas arciaiem dolut ut ut quate plaut doloro ommodicid modi.

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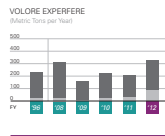
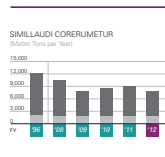
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Omnis vit, ommolup tatur fuga. Nullupatet enim eum, tem harum. Evel idebis ullibus acipita turenimus dignien desciusdae corum que solat ea con et fuga voluptas ea quis volorro runduntur aut eaquodi ium intis quis niatur assim ipsus re voloreic tenempo reicia doluptatquam estuime ellaut landa.



Design Systems

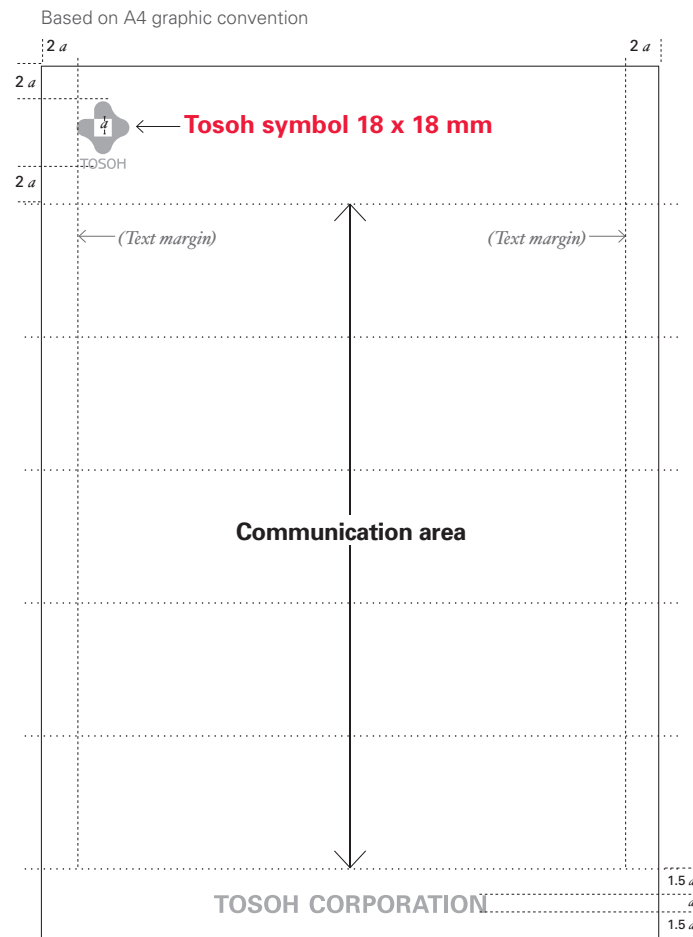
2.03 Applications for Advertising

We need visual unification to be able to communicate a clear message to our audience.

Visual consistency and clear communication are a strength in advertising. Establish short, clear, and relevant headlines that are supported by imagery. We want to show people that we are easy to do business with and that our products, equipment, systems, and services are of a high standard.

⚠ Caution

Although a large communication area has been allocated for the message, white space remains very important. To retain the clean and clear style of Tosoh, we recommend the use of open, borderless images for advertising items (see the photographic guidelines in 2.05 for details).

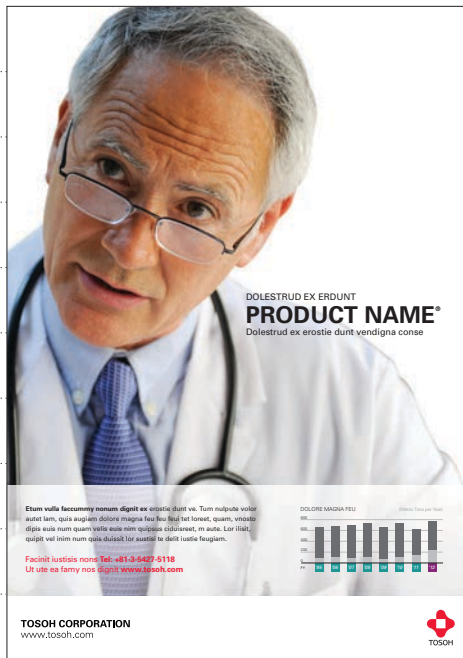


Design Systems

2.03 Applications for Advertising (Examples)

Examples of Advertising Visual Style within Grid System

Based on A4 graphic convention



Based on A4 graphic convention



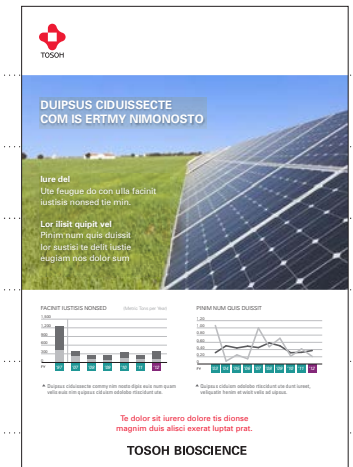
Based on A4 graphic convention



Based on A5 graphic convention*



Based on A5 graphic convention



This example uses the alternative signature system outlined on page 12.

*Some advertisements are of a nonstandard size, such as this one. Discretion must be used to find which graphic convention is appropriate and to then divide the space equally into five rows.

Design Systems

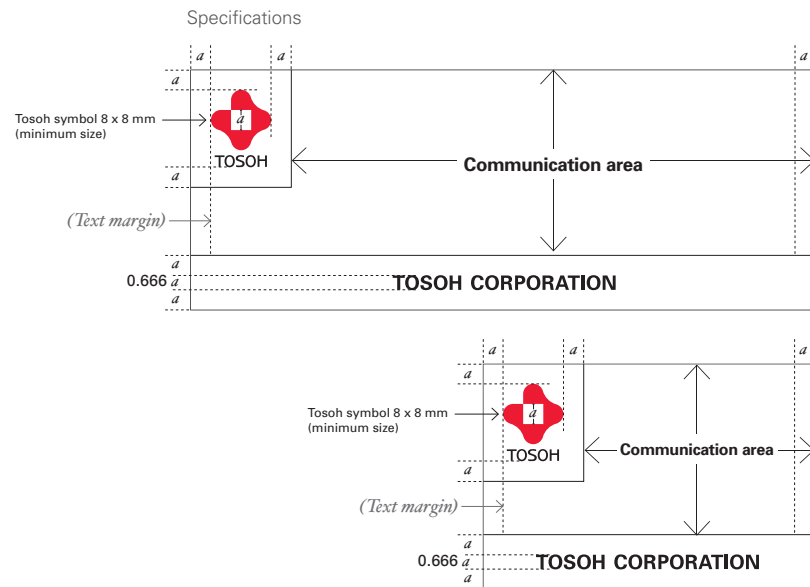
2.03 Applications for Small Sizes

Very small communications items can also comply with the Tosoh style.

If given the option for small sizes, portrait format is preferable over landscape format. Two examples of difficult sizes have been provided.

Exceptions

For items smaller than A6 size (74.25 mm x 110 mm), the exclusion area around the corporate mark is only one proportion of a .



Examples



Design Systems

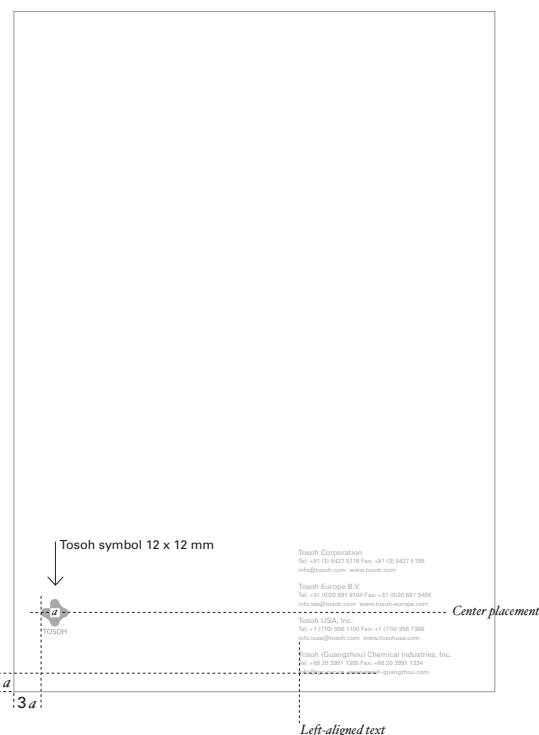
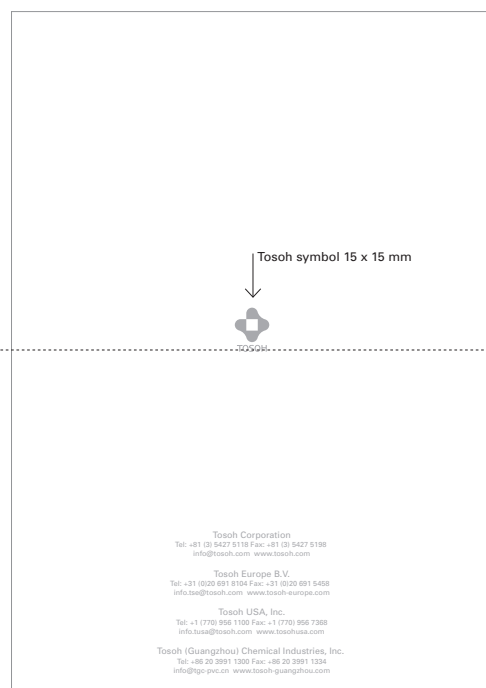
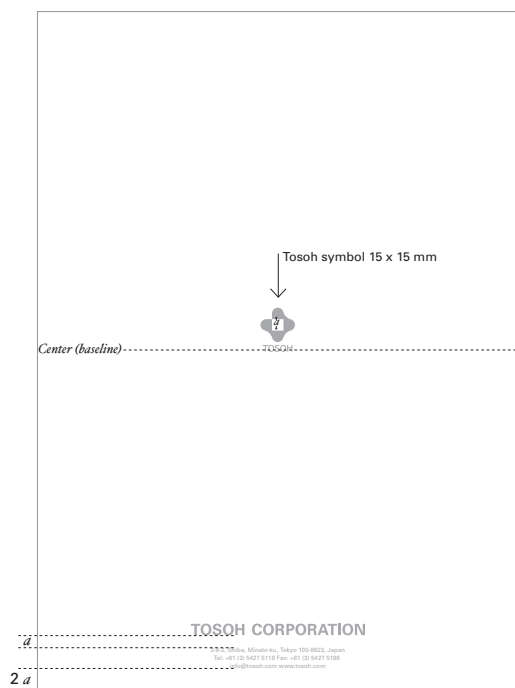
2.03 Applications for Back Covers

Back covers are important to maintaining the clean, simple style of Tosoh.

Ideal Back Cover*

With Multiple Details**

Left-Aligned Details



*If the corporate logotype is displayed on the back cover, it should be positioned as shown above.

**If multiple subsidiaries are involved, indicate only telephone, fax, web, and e-mail details, with everything typed in standard sentence case in standard secondary information style.

Here the details are shown at their maximum allowable size, as detailed on page 19.

Design Systems

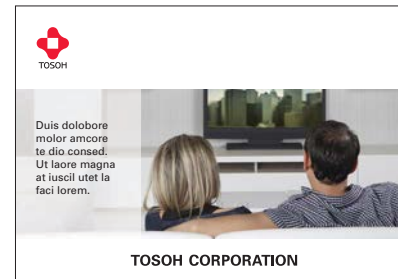
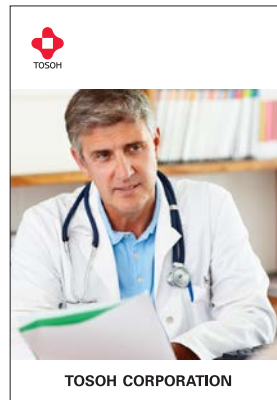
2.03 Applications for Other Items

To retain a consistent look for all Tosoh Group subsidiaries, all special application materials should be kept clean and simple.

Some examples have been developed as a guide to the desired general look and feel. Every application and purpose is different, but the core elements and the fundamentals of the Corporate Visual Identity Guidelines should always be employed. Please use the graphic convention and grid system wherever it is possible to do so.

Postcards

Based on A5 graphic convention



Shopping Bags

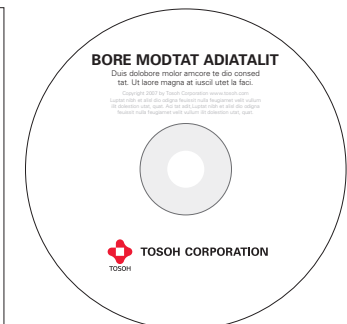
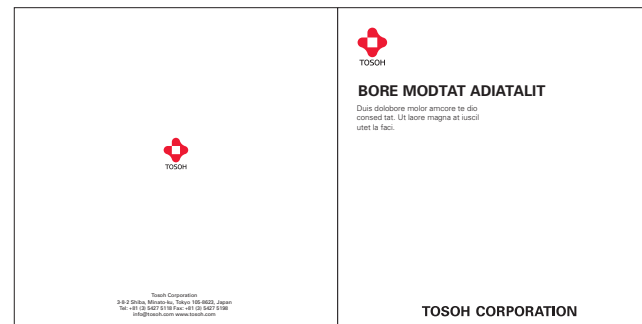


Disk Covers and Disks (with image)

Based on A5 graphic convention



Disk Covers and Disks (plain)*



*See 4.12 Labels, page 111, for more details.

Design Systems

2.04 Color Use

The use of consistent colors on Tosoh communications will help make the company's communications more recognizable to target audiences. Tosoh red should be the first color people see in all communications.

Secondary colors are to be used in addition to Tosoh red (e.g., for graphs or diagrams), and complementary colors are to be used sparingly to support graphics. We recommend that complementary colors be less than 5% of the overall space. Please remember that white also is important to the Tosoh brand. Sufficient clean white space is necessary to speak the Tosoh visual language.

Adobe software, such as Adobe Photoshop and Fireworks, uses colors that are designated in RGB (where 0R/0G/0B equates to black and 255R/255G/255B equates to white). In HTML, colors are designated in hexadecimal (base 16, where 000000 is black and ffffff is white).

⊗ Restrictions

With the exception of color photography, Tosoh red and its secondary and complementary colors are the only colors to be used for graphical elements. Pastels, bot colors, neon colors, and tie-dye color patterns are not to be used.



Tosoh Red

Tosoh red is the color of the Tosoh brand. It is a warm and confident color that draws attention and calls for action to be taken. Gradients are not to be applied to Tosoh red without prior approval.



Tosoh Red

PANTONE	C 0	R 227
PMS 186 C	M 100	G 3
	Y 80	B 45
DIC F101 (Coquelicote)	K 0	HEX #E3032D

Secondary Colors

The secondary palette has been designed to complement Tosoh red and expresses the versatility of the company.

Tosoh Teal	Tosoh Navy	Tosoh Cobalt	Tosoh Yellow	Tosoh Warm Gray	Tosoh Gray Spectrum					
C 82 M 22 Y 45 K 0	C 100 M 18 Y 0 K 51	C 100 M 0 Y 0 K 76	C 0 M 15 Y 96 K 0	C 15 M 15 Y 24 K 20	C 0 M 0 Y 0 K 10					C 0 M 0 Y 0 K 10
R 0 G 146 B 146	R 0 G 85 B 127	R 0 G 59 B 85	R 255 G 212 B 0	R 190 G 183 B 169	R 225 G 225 B 225					R 0 G 0 B 0
HEX #009292	HEX #00557F	HEX #003B55	HEX #FFD400	HEX #BEB7A9	HEX #E1E1E1					HEX #000000

Complementary Colors

The complementary color palette has been designed to give more freedom to the Tosoh colors. Complementary colors, however, are merely accent colors and should not take up more than 5% of the total page space.

White Teal	Light Teal	Dark Teal	Grass Green	Apple Green	Forest Green	Light Purple	Medium Purple	Dark Purple	White Yellow	Pale Yellow	Dark Yellow
C 50 M 14 Y 27 K 0	C 82 M 22 Y 45 K 0	C 100 M 25 Y 57 K 10	C 46 M 0 Y 100 K 0	C 80 M 0 Y 100 K 0	C 88 M 35 Y 100 K 30	C 41 M 70 Y 14 K 3	C 56 M 100 Y 18 K 4	C 64 M 100 Y 43 K 27	C 8 M 8 Y 12 K 0	C 0 M 8 Y 57 K 0	C 10 M 30 Y 100 K 20
R 139 G 185 B 187	R 0 G 146 B 146	R 0 G 120 B 115	R 159 G 196 B 24	R 23 G 165 B 56	R 24 G 98 B 27	R 163 G 90 B 138	R 130 G 30 B 107	R 98 G 30 B 74	R 237 G 232 B 225	R 255 G 230 B 134	R 197 G 154 B 0
HEX #8BB9BB	HEX #009292	HEX #007873	HEX #9FC418	HEX #03A500	HEX #16612C	HEX #A35A8A	HEX #821E6B	HEX #621E4A	HEX #EDE8E1	HEX #FFE686	HEX #C59A00

Design Systems

2.04 Color Use (Examples)

Corporate Primary Colors

Team Orientation
Standing Up to Adversity

Increased profitability amid trying times
Undaunted by the extraordinary challenges of fiscal 2012, Tosoh continued its evolution as an essential contributor to modern life. Our global team is delivering on our promise of profitability through quality products and the "chemistry of innovation."

Our people are our greatest resource
Tosoh is committed to people as the source of its vitality. And in this report we invite you to learn more about the individuals and companies on the front line of our business and about how their chemistry is being applied for our greater success.

Annual Report 2012
 Board Composition 7
 Message from Management 8
 Standing Up to Adversity 14
 Research and Development 14
 Research & Care 28
 Corporate Governance 32
 Financials 38
 Corporate Data 128

Secondary and Complementary Colors in Graphs and Diagrams

Team Orientation
Our Basics

Tosoh at a Glance
US\$8 billion in sales
1,500 products*
11,000 people
131 companies
19 countries

Tosoh Corporation is a multinational chemical company that over the last 75 years has built balanced product lines of commodity chemicals for industry and of specialty products for niche markets. Tosoh serves the chemical and petrochemical, construction, automotive, consumer electronics, information technology, biotechnology, and environmental markets.

Commodity products drive net sales
Tosoh's Chemical and Petrochemical Group accounted consistently for more than 60% of Tosoh's consolidated net sales.

Operating income contributions reflect profit margins
The Company's Specialty Group contributed less than 20% of net sales. But its highly profitable, value-added products generated over half of the company's consolidated operating income.

Specialty
Tosoh operates a diverse portfolio of processes, organic chemical, and advanced polymer products that are strongly patented and highly profitable. Among them are value added products for non-ferrous metal and growing fields.
 • Organic Chemistry
 • Advanced Materials
 • Biotechnology

Color-ink
Tosoh is a distinguished by the region fully integrated commodity product manufacturing operations of Tosoh Ink. Tosoh Ink holds a 10% stake of subsidiaries for the region's primary market.
 • Ink Chemistry
 • Electronic Display Displays
 • Coatings

Petrochemical
Tosoh Chemicals operates the world's largest ethylene oxide and acrylonitrile plants. Tosoh's petrochemical operations focus on high-quality, reliable, and sustainable products with high environmental standards.
 • Olefins
 • Feedstocks

Engineering
Tosoh Chemicals Group operates an advanced chemical technology, including water treatment and performance enhancement, in the region of construction.
 • Water Treatment

Other
Other operations use the technology of Tosoh's Specialty Group. These are highly innovative, including specialty and specialty services, including high performance polymers, IT and electronics.
 • Analytical Services
 • Information Technology
 • Polymer Management
 • Logistics

Financials
 Consolidated Sales Revenue: **US\$687.1 billion**
 Consolidated Operating Income: **US\$23.7 billion**

Team Orientation
Our Results

Financial Highlights for 2012

Net Sales **+0.4%**
 Operating Income (Loss) **+29.2%**

Net Income (Loss) **+6.4%**
 Free Cash Flow **+66%**

Net Income (Loss) Per Share **+6.4%**
 Dividends Per Share **6**

Eleven-Year Financial Summary

Year	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Net Sales	627,467	671,631	662,266	666,832	648,810	662,247	622,128	522,746	622,746	668,565	687,100
Operating Income (Loss)	18,281	8,406	60,806	10,806	47,486	62,978	46,216	20,216	17,047	23,022	23,692
Net Income (Loss)	889	1,868	1,007	39,939	27,029	38,049	26,782	6,609	10,219	10,219	10,219
Operating Income (Loss) per Share	0.001	0.002	0.003	0.004	0.005	0.006	0.007	0.008	0.009	0.010	0.011
Net Income (Loss) per Share	0.001	0.002	0.001	0.004	0.003	0.004	0.003	0.001	0.002	0.002	0.002
Free Cash Flow	1,000	1,500	2,000	2,500	3,000	3,500	4,000	4,500	5,000	5,500	6,000
Dividends Per Share	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Design Systems

2.05 Photography

To unify Tosoh's corporate image, guidelines exist for the use of imagery in communications.

The aim is to project an image of people and lifestyles affected by Tosoh products and activities.

Composition: Images should be borderless or within right-angled borders, intimate, dynamic, simple, clean, unified, spontaneous, unrehearsed.

Lighting & Color: Use natural skin tones, light and bright. Black and white photography is also acceptable.

Communication: At the core of all Tosoh print materials, we strive to communicate who we are through the choice of photography.

Attributes include

- **Smart** images that create a positive, intelligent feeling, without arrogance
- **Considerate** images that say that we are approachable, supportive, fair, and caring, without being over-the-top, too soft, or cheesy

- **Innovative** images that represent leadership, resourcefulness, and groundbreaking achievements, but not sci-fi or dehumanized images or images with unnatural color

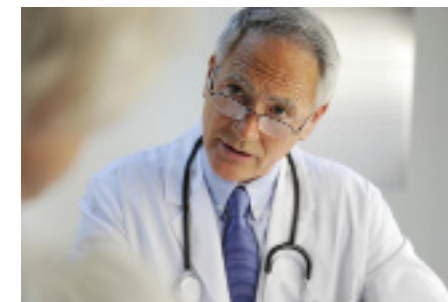
- **Driven** images that create a powerful and dynamic atmosphere, without clichés

- **Professional** images that show integrity and respect, without being stuffy

It is very important that our images be consistently strong. Some examples have been provided to show specifically what is and isn't acceptable.

⚠ Note

Product photos and other graphics from printed matter have been cleared for use in print, but usage rights may not extend to their use on the website. Always check with the individual in charge of producing the printed matter for confirmation.



Design Systems

2.05 Photography of Products

We are proud of our products, equipment, systems, and services, and we want to show it.

When communicating about a specific topic, photography may be necessary. We want to show that we are proud of all that we do.

Composition: Borderless or within right-angled borders, dignified, eye-catching

Lighting & Color: Light and bright, with white backgrounds, soft shadows, and reflections



Design Systems

2.05 Photography Restrictions

It is very important that images used in Tosoh communications materials be consistently strong. Examples here show unacceptable photography.

✗ Unacceptable Photography



✗ Do not use photographs that look dull and old.



✗ Do not use photographs that are flat and have no depth in the background.



✗ Do not use abstract photographs.



✗ Do not use collage techniques.



✗ Do not use contrived or obviously set up photographs.



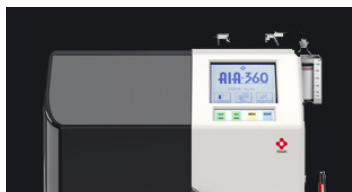
✗ Do not use oversaturated colors.



✗ Do not use borders to box in photographs.



✗ Do not use unnaturally lit "scientific" photographs.



✗ Do not use photos that have dark backgrounds, except where the product requires it (e.g., quartz).



✗ Do not use photos that are blurry or grossly out of focus.



✗ Do not use photos that are grainy or small photos that have been enlarged beyond reason.



✗ Do not use photos that have been overly warped or distorted.



✗ Do not place photographs within the shape of the Tosoh symbol or any other odd shapes.

Web Guidelines

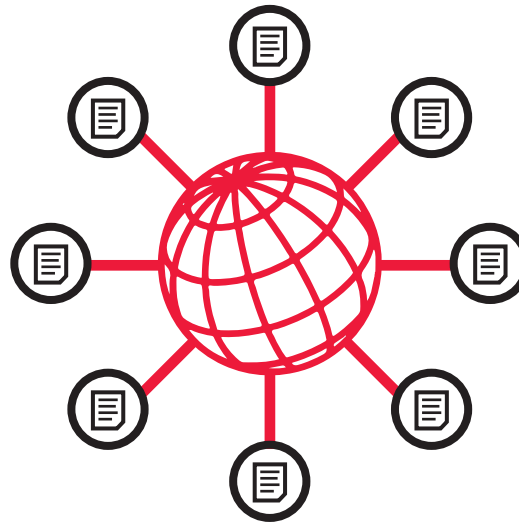
About the Web Guidelines

These web guidelines represent the third section of the Tosoh Corporate Visual Identity Guidelines v2.0.

We ask that Tosoh Group companies use these guidelines to achieve consistency in the application of the Tosoh brand on the web, visually and verbally.

The aim of this document is to help us work together to produce consistently branded communications on the web that individually and collectively build Tosoh's reputation in the communities it serves.

Using these web guidelines will enable us to publish materials that speak with a unified voice even as we address specific audiences. Their application also will contribute to Tosoh's reputation as a leading materials manufacturer.



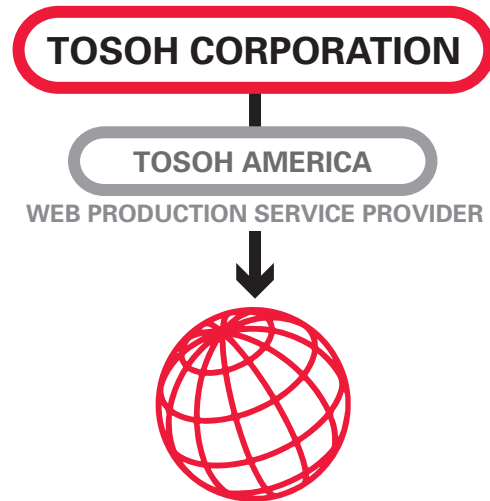
Web Guidelines

Background

Tosoh's migration to a single web platform was initiated in 2005.

Tosoh Corporation and Tosoh America, Inc., work in conjunction to support Tosoh's website platform globally and to educate group companies on how to better use their websites as central marketing and communications tools.

Tosoh America IT (TSAM IT) is the service provider for the platform and has assisted many Tosoh Group companies worldwide to update their web presence with migration to the Tosoh.com templates.



Web Guidelines

Web Brand Management

Who to contact:

Jeff Markley

Global Web Brand Manager
International Corporate Development
Tosoh Corporation
3-8-2, Shiba, Minato-ku, Tokyo 105-8623
Japan
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Michael Hoover

Senior Manager
International Corporate Development
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Japan
Tel: +81 (3) 5427 5118
Michael.Hoover@tosoh.com



Web Guidelines

Overview of This Document's Applications

Understand Our Policies and Services

The platform and system material covered in 3.01-3.07 provides information regarding web policy and the platform that supports our web presence. You can also confirm how to get started building your website and what services and support are available to you for that purpose.

Learn our Brand with Templates and Visual Tools

The visual identity material covered in 3.08-3.28 provides information regarding our content management system (CMS) templates and extends into the basics on visual design. This enables you to determine boundaries in applying content elements to your web presence.

Extend the Brand Beyond the Web Page

Going beyond websites, the material covered in 3.29-3.32 provides information regarding policy on such as satellite sites, social media, and multimedia. These web guidelines are not comprehensive and are meant to be part of a working document. For areas that are not specifically discussed, please contact International Corporate Development. Tosoh's brand should remain at the core of all of your communications activities.



Web Guidelines

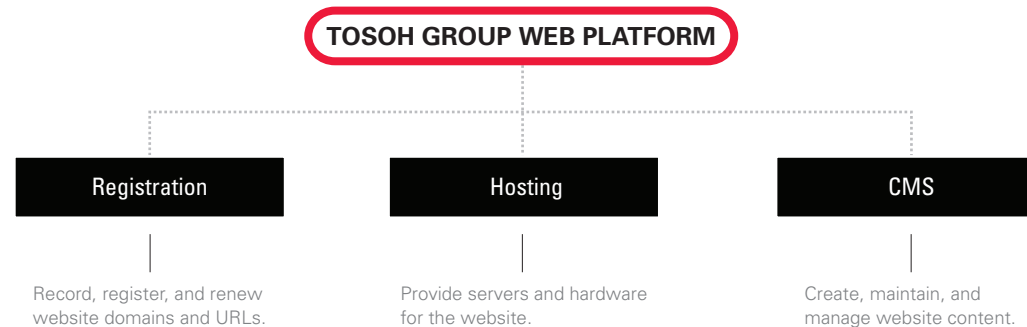
3.01 Web Platform and Content Management System

The Tosoh Group web platform refers to the IT elements that enable the registration, hosting, and maintenance of Tosoh Group company websites.

Much of the information in this document centers on the single most important element for developing and managing website content: the content management system (CMS).

Registering a domain and URL gives your website a name. Hosting servers and hardware gives your website a place to live. A CMS helps you efficiently develop and manage the face and personality you show to your online audience of customers, prospective employees, etc.

A selection of standardized web page templates (introduced in 3.08 on page 57) are included with the CMS, enabling Tosoh Group companies to align their sites to one universal look and feel.



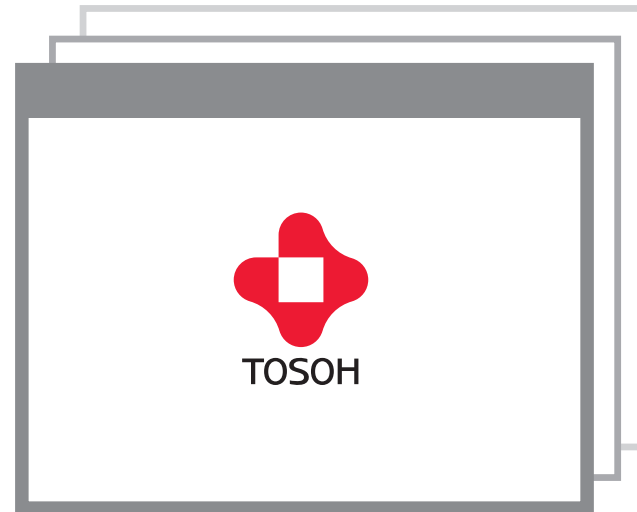
Web Guidelines

3.02 General Web Policy

The web platform must be used by all companies that carry the Tosoh name or where Tosoh holds a controlling interest (more than a 50% stake).

Because that platform is managed by Tosoh America, Inc., hosting services are available only from Tosoh America.

Tosoh Group companies outside Japan are reminded, therefore, that they must register and maintain their URLs through Tosoh America.



Web Guidelines

3.02 Oversight Policy (Global Web Brand Manager)

All communications materials being produced by Tosoh entities worldwide must be submitted to the global web brand manager at Tosoh's corporate headquarters in Tokyo before they are published.

This includes websites and any other web-based communications and digital desktop publishing materials.

The global web brand manager has the final word on whether or not material in question will be published. Materials that do not comply with these guidelines will be refused publication pending revision and approval.

Adhering to this protocol in addition to following this document guarantees a high standard of quality and a clear, consistent, and effective corporate visual identity for the Tosoh Group.

Contact information for the global web brand manager is available on pages 4 and 42.



Web Guidelines

3.02 Template Policy (Using the System)

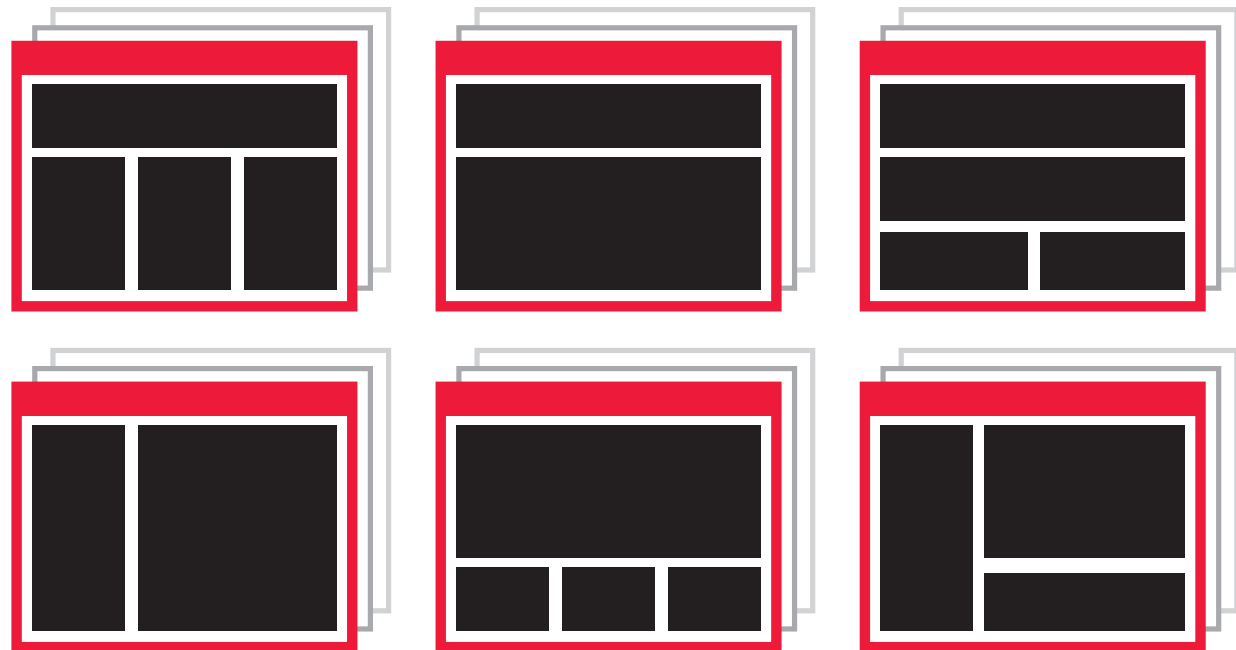
The content management system includes approximately 50 standardized templates for website construction.

No template, in part or in whole, or any modification, emulation, or other creation of a template, is to be used on a Tosoh Group company website without that company being on the Tosoh Group web platform.

For an introduction to the templates and their functions, please refer to 3.08 Website Templates (Common Layout Elements) on page 57.

Although the fundamental look and feel of every Tosoh Group company website will be similar, the templates offer several ways to allow you to display content differently from other Tosoh company sites.

Please refer to 3.09 Home Page Layout on p. 58 for more information about website layouts and their flexibility for branding your site.



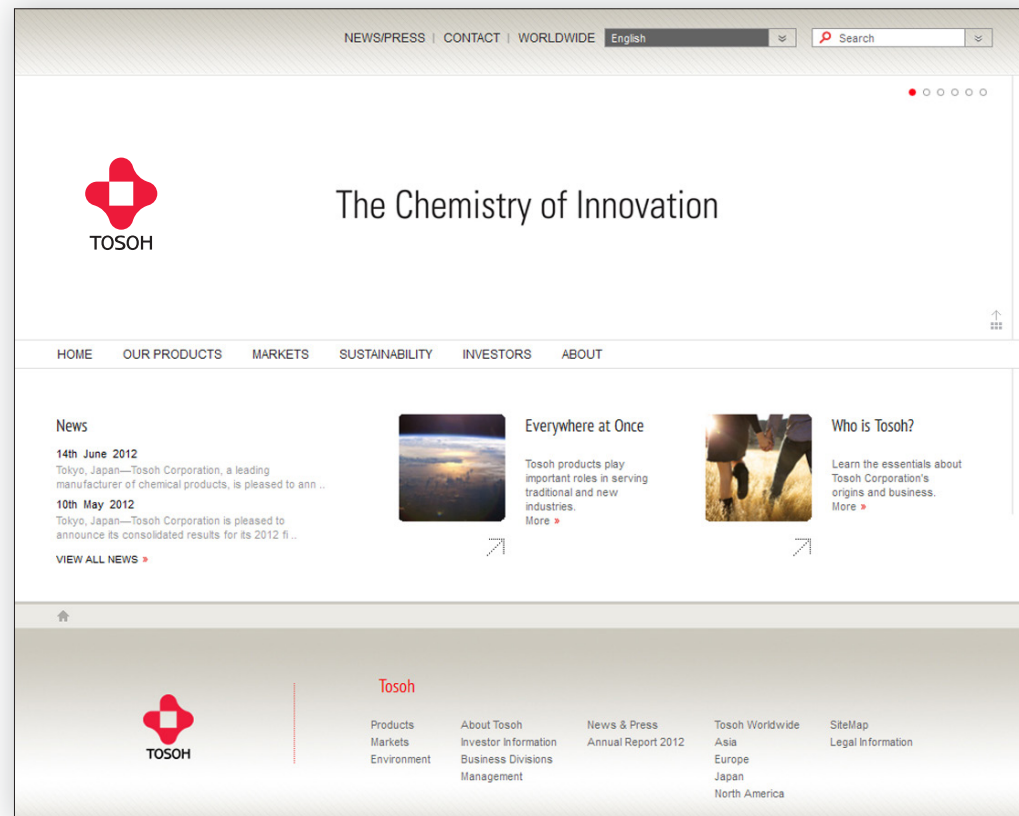
Web Guidelines

3.02 Migration Policy

All Tosoh Group companies within the scope of the Tosoh general web policy described on page 45 must use the Tosoh web platform when they are ready to produce new or to upgrade existing websites.

Support is available from International Corporate Development and from Tosoh America IT for migrating to the new platform.

Please contact the global web brand manager for more information.



Web Guidelines

3.02 Content Policy

When developing and updating content for a website, Tosoh Group website managers are expected to adhere to content creation best practices to ensure that their company websites are reaching their intended audiences.

Superior Content

Tosoh Group websites are required to have well-crafted content that is professional and current. This includes but is not limited to high-quality, superior resolution, and contemporary photography; frequent and frequently updated topical news releases; and up-to-date product information.

Low-quality photos, dated news releases and events, and long-selling products marked as “new” are entirely unacceptable.

Corporate-Approved Content

The global web brand manager is to approve all web content prior to publishing. As such, appropriate workflows will be set up.

Workflows for each company’s website update, moreover, will be customizable to ensure that content under production is checked and approved by the correct people before its submission to the global web brand manager.

And all workflows will make sure that the guidelines provided in this document are being followed.



Web Guidelines

3.02 Linking Policy

As a rule, Tosoh does not participate in link-sharing or other such arrangements that unilaterally benefit nonrelevant, third-party websites.

Unacceptable Links

Tosoh website links to or from a third-party website that applies to any of the categories below are not permitted:

- One that offends public order and morale or contains obscene and profane content.
- One that libels, slanders, or intimidates Tosoh or any third party and contains content that will tarnish the public's trust of the company.
- One that violates Tosoh's or any third party's copyright or any other property right or contains content that leads to damage and liability.
- One that contains illegal content.

Handling requests from third-party sites to link with Tosoh website pages (such as the top page of a business unit) falls under the responsibility and policy of each company or applicable corporate division.

Acceptable Links

Tosoh website links to or from third-party websites are to be permitted when they apply to the following:

- They are from business partners, affiliates, or other contacts where a link is mutually beneficial.
- They are from companies that are part of the greater Tosoh Group, such as Tosoh Group companies not covered in the general web policy.
- They are from non-Tosoh-owned websites that host content created directly by Tosoh companies, such as social media sites.

Retaining Links

Staff members responsible for Tosoh Group company websites are asked to make sure that links to their company web pages are not broken because of migration, updates, or other changes.

It is important to check the status of links from time to time and to follow up with contacts as appropriate.

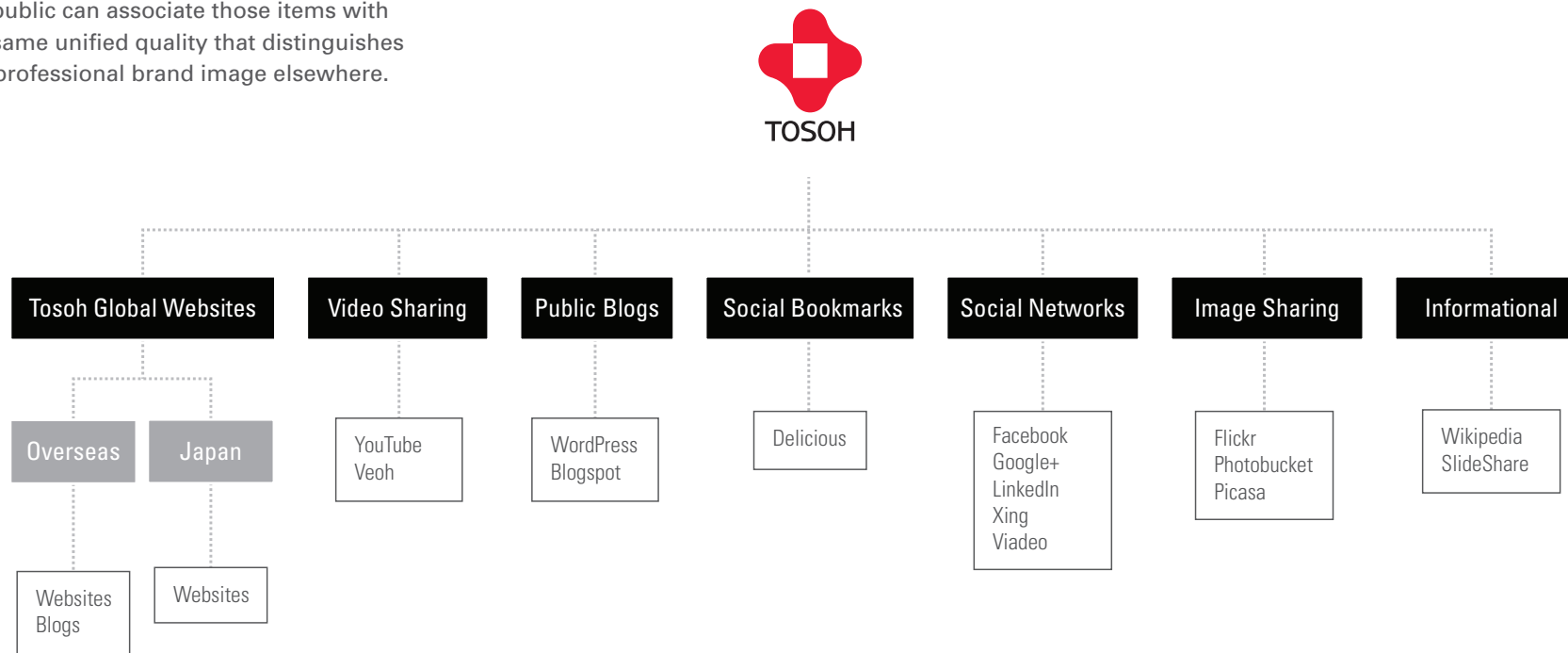


Web Guidelines

3.03 Web Presence

Tosoh's web presence is not limited to websites controlled directly by the Tosoh Group. It also involves external web venues, such as social networks, image- and video-sharing sites, blog sites, and other sources.

The Tosoh name is linked to thousands of items on the web. It is important that we manage our presence on the web so that the public can associate those items with the same unified quality that distinguishes our professional brand image elsewhere.



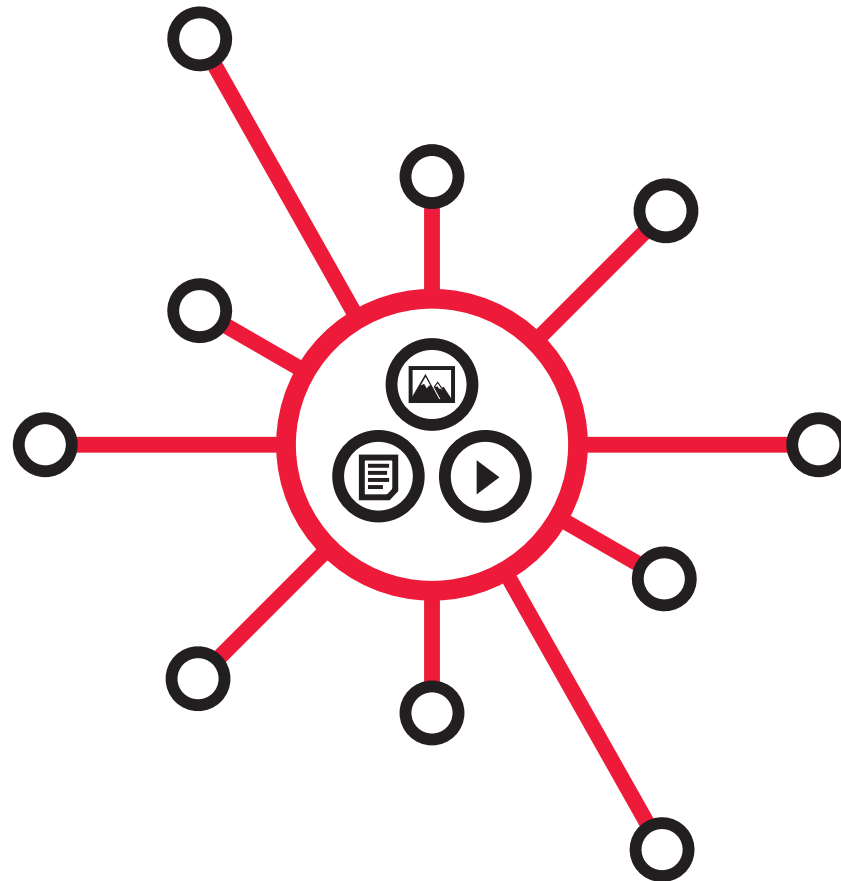
Web Guidelines

3.03 Collaboration

Collaboration is now possible like never before among Tosoh Group companies worldwide courtesy of our web platform.

Every web site on the platform can share information thanks to the CMS (3.01).

Tosoh asks that Tosoh Group companies share data, content, and graphics as a means of heightening consistency in its online branding, of eliminating duplication of effort, and of improving intercompany communication.



Web Guidelines

3.04 Getting Started

Whether you are upgrading your website or starting from scratch, the first step is to contact the global web brand manager to receive orientation on the web platform.

This will be followed by a five-step process designed to guide you from the initial discovery of your website's needs through the launch and maintenance of your website.



Web Guidelines

3.05 Site Development

Site development will vary by company, but overall the five-step process outlined below should be followed.

In addition, best practices have been put in place to ensure that all companies emerge from the development process with a successfully completed, high-quality website.

Additional support is available from the global web brand manager and from the Tosoh America IT team.

Five-Step Development Process



Web Guidelines

3.06 Workflow Process

A workflow process is required for all Tosoh Group websites to ensure quality control and brand consistency.

Depending on the type of content, a workflow can be set up for an entire website or for a specific section of a website.

Tosoh's new CMS offers a "Submit to Workflow" feature that allows relevant stakeholders within a company to review and approve newly created or updated website content (web pages). Typically, moreover, only content authors submit edited or newly created pages to the workflow, but with this newly adopted CMS all users are able to submit pages.

Website content submitted to the workflow will be delivered by e-mail in assembly line style to each person assigned to the workflow.

- Each workflow assignee will be able to check and approve the submitted web page within the e-mail.
- When approved, the web page will be sent to the next assignee in the workflow.

- Once the page goes through all the workflow assignees, it can be published and viewed by the public on the web site, provided the global web brand manager has approved it.

The global web brand manager has final approval and is the publisher of all pages submitted to the workflow. If a web page or website content is rejected, it is returned to the previous assignee in the workflow.

In the example provided, there are three workflow assignees, the reviewer, the approver, and the publisher.

A more complex workflow can be devised, but a simple workflow is recommended.

⚠ Caution

Workflows can be configured to skip assignees after a certain number of days. The final assignee—the global web brand manager or equivalent, however, cannot be skipped. If the final assignee is unavailable for timely publishing, an alternative publisher may be designated.

To establish a workflow, Tosoh Group website owners must notify the global web brand manager regarding

- 1) The nature of the workflow required (entire website or section specific) and
- 2) Who needs to be included in the workflow.

For more information on workflow, please contact the global web brand manager.

Workflow Example



Upon approval of a page by one assignee, the CMS notifies the next person in the workflow.

Web Guidelines

3.07 Services

Services fall into three categories:

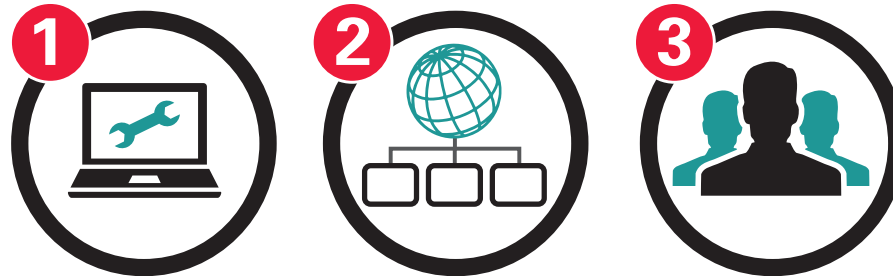
1) Website setup. Provides the fundamental website creation and access to the CMS through Tosoh America, Inc.

2) Website hosting. Provides hosting and website domain registration services through Tosoh America, Inc.

3) 24/7 customer service. Handles urgent needs related to disruptions in website operation (website crashes, web page loading errors, etc.) as part of the Tosoh Group web platform package through Tosoh America, Inc.

Costs for services are set at a flat rate per site; however, e-commerce sites will require an e-commerce license, which will add to costs.

Contact the global web brand manager for more information.



Web Guidelines

3.08 Website Templates (Common Layout Elements)

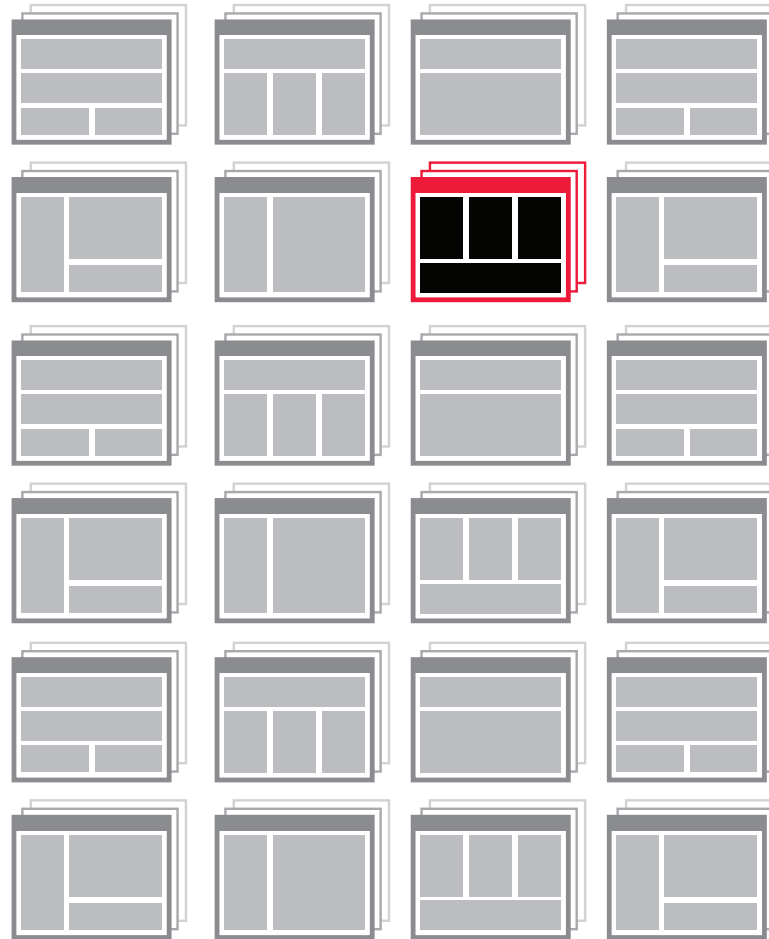
Here and subsequently, we introduce the main types of home pages as well as many of the common features of the templates.

⚠ Caution

Some templates are meant to be used only by e-commerce-driven websites. Depending on the needs and goals of your website, identified during your site's planning stages (see 3.05 Site Development on page 54), you may not need to use all of the templates. Please consult the global web brand manager for more information.

⚠ Caution

No part of the templates may be modified in any way to affect their position, color, behavior, or other attributes beyond what is provided. If you are uncertain of what specifically is or isn't allowed, please consult the global web brand manager.



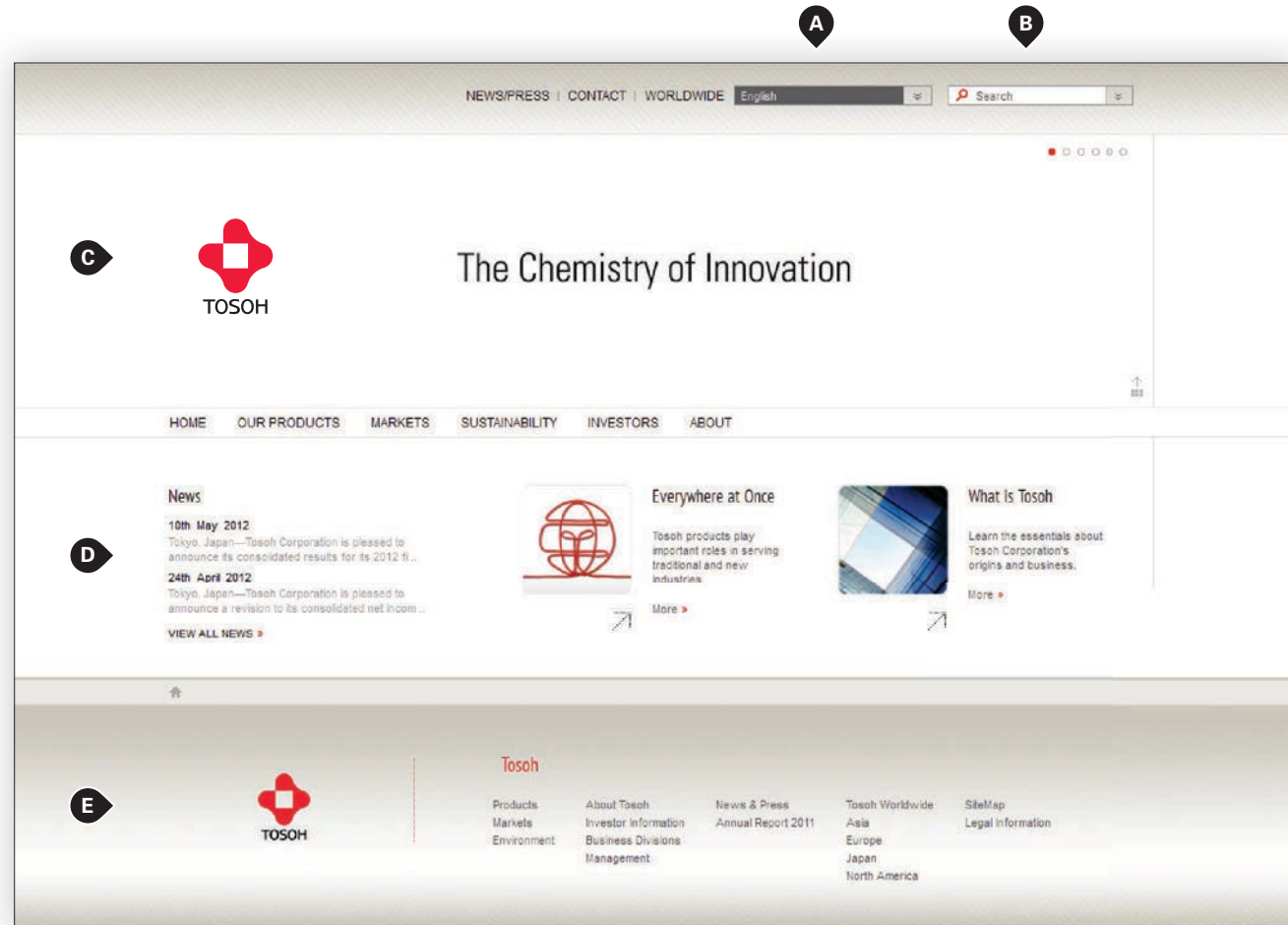
Web Guidelines

3.09 Home Page Layout

The layout of the home, or top, page of each Tosoh Group company is fixed with the common elements shown at right.

Individual Tosoh Group companies can determine the content to be displayed in each “container” designed for their website.

Note that websites are engineered to be center displayed on browsers, since more than 94% of web browser users have screen resolutions over 1024 pixels.



A Language selection (when available or required).

B Search box. Allows user to search the site using keywords.

C Banner area for all web sites. Companies can opt simply for a company name and slogan and changeable visual (as shown), or use this container for special product or service messaging and campaign purposes.

D White area with left, center, and right containers. The left container is for “quick links” to priority content. The center container is a “soft message” spotlight (e.g., branding message, product campaign, etc., for customers). The right container is a “hard news” spotlight (i.e., for investors, analysts, press).

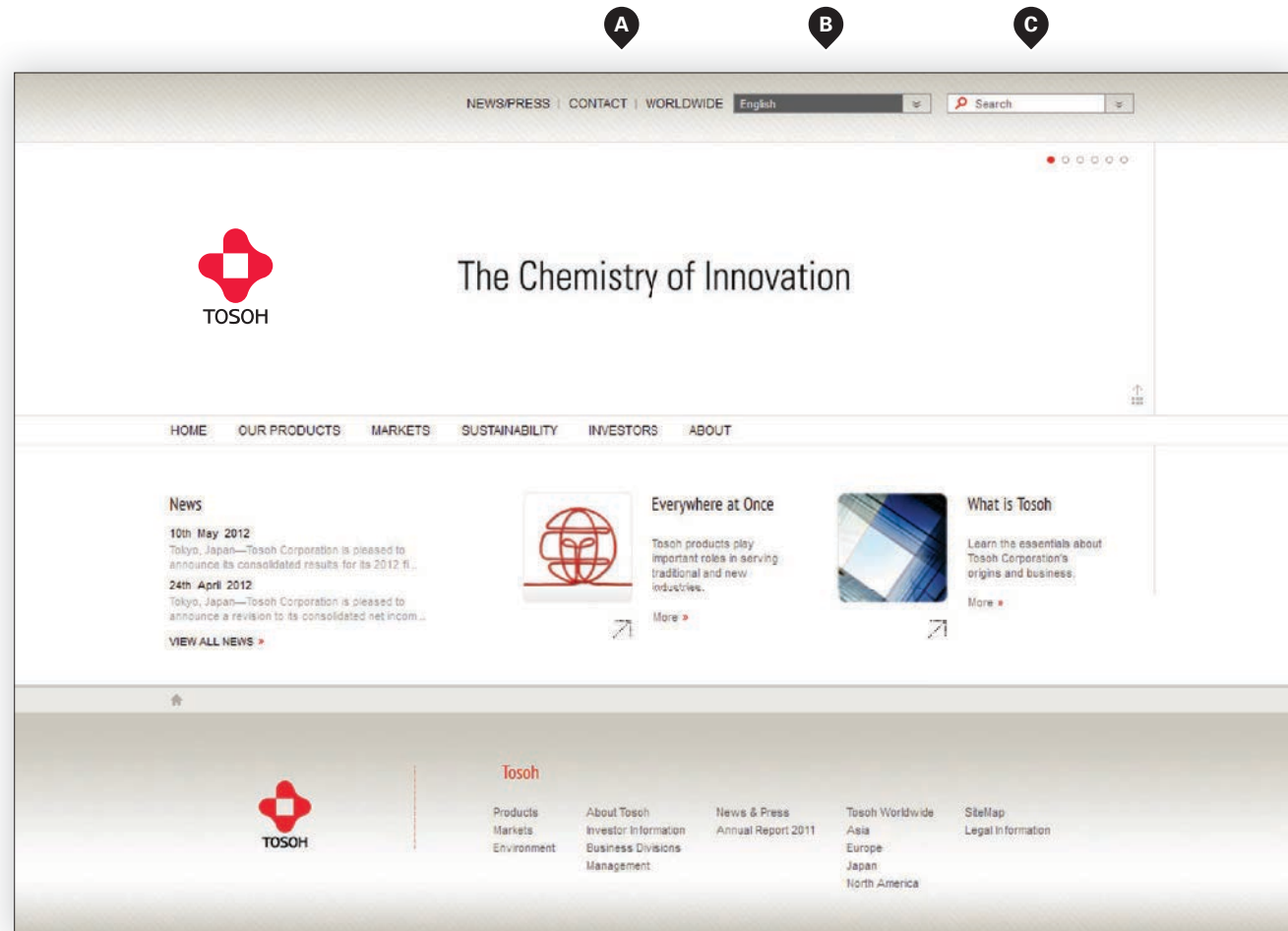
E Footer with all essential links to major site areas.

Web Guidelines

3.10 Header

The header provides for easy access to the most important sections of a company's site and to search functionality.

- A** Utility navigation to user-specific content (contact, my account, shopping cart, etc.).
- B** Language selection (if available).
- C** Keyword search.

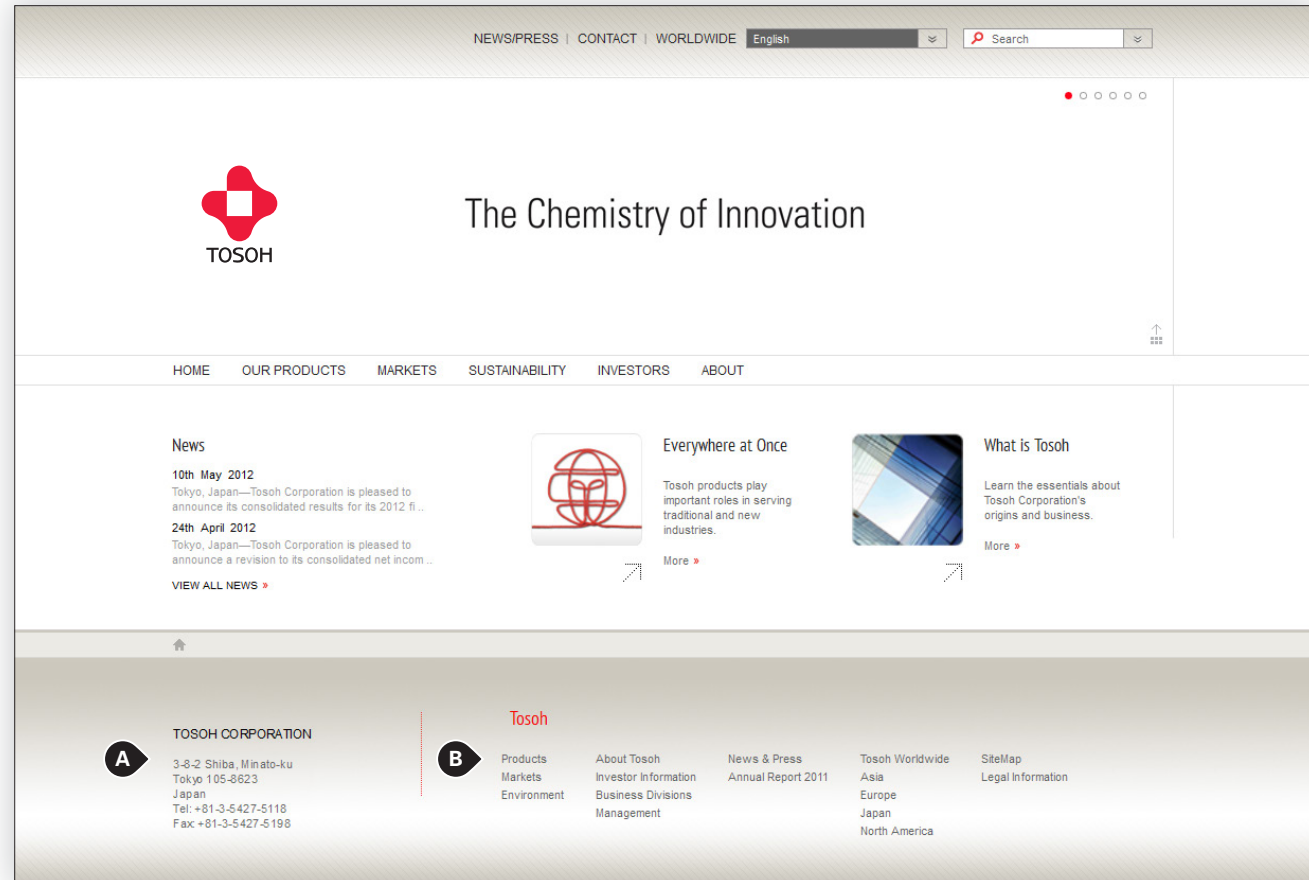


Web Guidelines

3.11 Footer

The footer contains links to all key sections of the site. It is displayed on every page to facilitate easy access to content.

- A** Tosoh corporate mark or company contact details.
- B** Footer links, which can be determined by each company.



Web Guidelines

3.12 Web Page Layout

Company websites are informational websites designed to convey the Tosoh brand to the world and to educate site users.

In addition to the common links available via the ubiquitous header and footer, a global and left menu provide for main navigation.

- A** Global navigation horizontal menu with drop-down submenu allows quick access to lower level pages.
- B** Section title.
- C** Page title.
- D** Left menu with submenu always appears on the left side of the page where users expect to see it.
- E** General content area allows for rich text, video, and other images and can be added to and formatted by content managers.



Web Guidelines

3.13 Breadcrumbs

Breadcrumbs are a form of secondary navigation that helps to support the site's primary navigation.

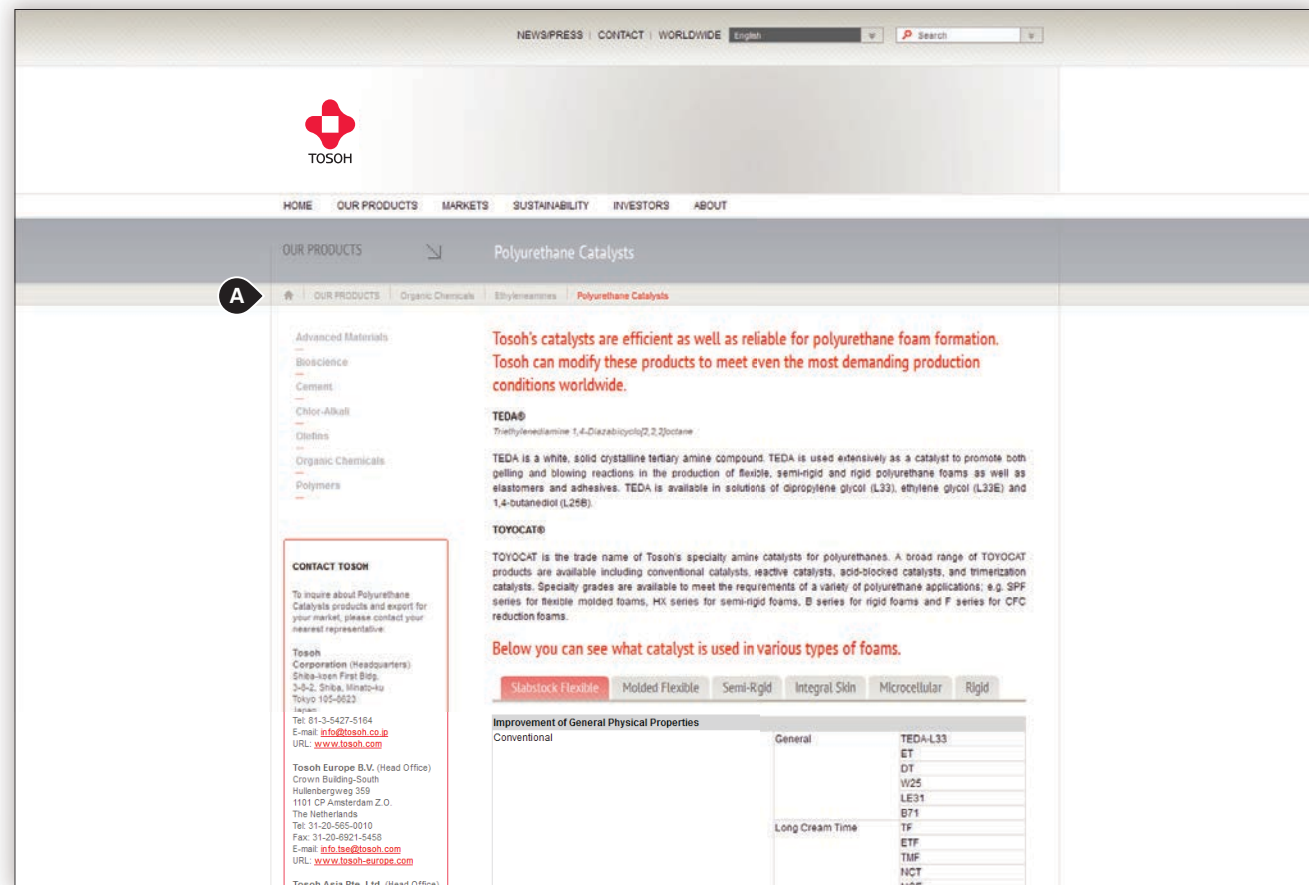
They exist as a pathway of links that help orient visitors as to where they are relative to the main site. If visitors want to go back a level, they can simply click on the appropriate breadcrumb link in lieu of clicking their browser's "back" button.

The "home" icon is linked directly to the website's home page.

⚠ Caution

Breadcrumbs cannot be modified in any way to affect their position, color, behavior, or other attributes beyond what is provided.

A Breadcrumbs are located toward the top of web pages' content area. The name of the page that the visitor is viewing is displayed in red.

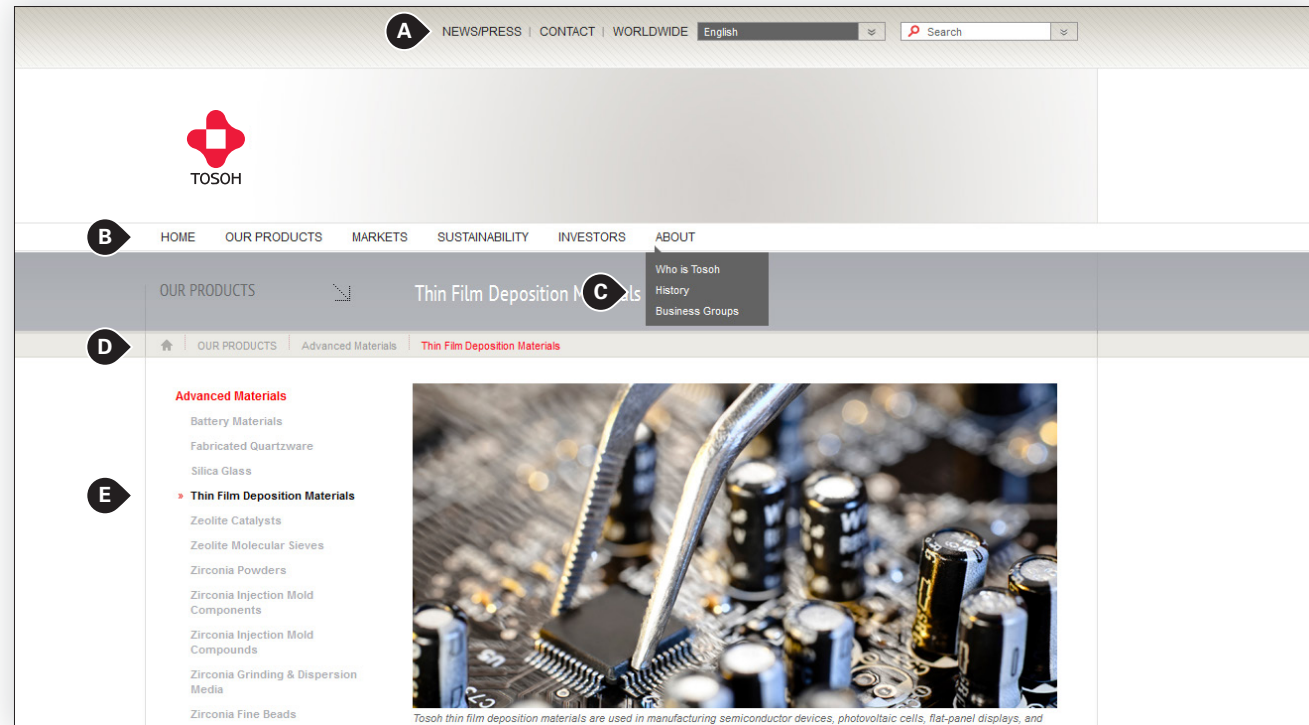


Web Guidelines

3.14 Navigation

In addition to the common links available through the ubiquitous headers and footers, a global navigation menu with drop-down capability allows for instant access to the site's lower levels. A left navigation menu assists browsing within a particular section or subsection.

- A** Header links.
- B** Global navigation menu.
- C** Drop-down menu allows quick access to interior level pages.
- D** Breadcrumbs allow users to navigate "upstream" from the current page.
- E** Left menu with submenu appears on the left side of the page where users expect to see it.
- F** Footer links.



Web Guidelines

3.15 Banners

The banner area of Tosoh web pages permits the display of visual and verbal communication for marketing, branding, education, and other ways of engaging with your visitors.

Banners may be static, unchanging images or a series of images that display in sequence, automatically fading from one to the next (home page rotating banner).

The banner must have ample white space around the Tosoh corporate mark. Please refer to 3.18 Corporate Mark Specifications, page 67, for details about the corporate mark usage.

Please contact your company PR contact for an Adobe Photoshop file with predetermined spacing and dimensions to allow for quick banner creation. A PR contact to facilitate communications between Tosoh Corporation and Tosoh Group companies has been designated at each Tosoh Group company.

You have the option to link a (rotating) banner to a specified destination page. Ideally, the messaging in the banner should serve as a lead-in to the destination page.

Linking rotating banners is done in the iAPPS content manager.

Static banners cannot be linked.

⚠ Caution

At least one home page banner must be made.

⚠ Caution

Banners need not all have the Tosoh corporate mark. Where the corporate mark is not visible, please provide it in the footer, as described in 3.11, page 60.

⚠ Caution

Where images are featured alongside the Tosoh corporate mark, care must be taken to protect the corporate mark's exclusion area (see more at 3.18 Corporate Mark Specifications, page 67).



Banner example

Web Guidelines

3.16 Icons

Icons should be used consistently and appropriately throughout your website.

Links



Use the symbol “»” (HTML Code: `»` or `»`) for text elements requiring a link. This helps make your linked text more noticeable. The symbol and its accompanying text must be linked to the same destination page.

Quotation Marks



Used for pullout quotes in web page text.

Adobe PDF Icon



Used solely as an indicator of an active link to a portable document format (PDF) file with a .pdf file name extension. The PDF file size should be shown in units of kilobytes (KB) or megabytes (MB). Please refer to 3.26 PDF Files on page 88 regarding the treatment of PDFs on websites.

Excel File Icon



Used as an indicator of an active link to a downloadable Microsoft Excel file.

Downloadable File Icon



Used for links to generate a downloadable file.

RSS Icon



Used for a link to XML for RSS (Really Simple Syndication) feed registration.

Note

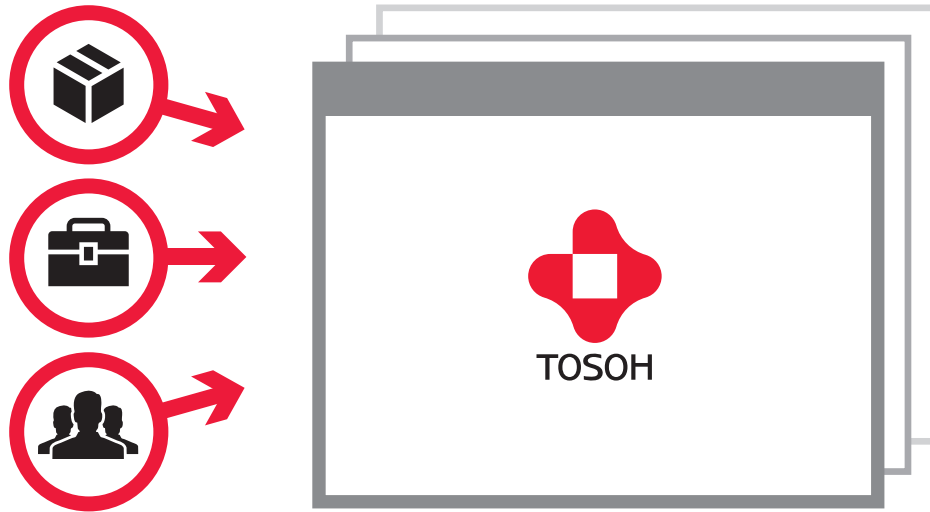
Icons will be available from the CMS.

Web Guidelines

3.17 Visual Design

The visual design of the Tosoh Corporation website seeks to project the image of Tosoh Corporation as a major multinational company with distinctive products, services, and people.

Absolute consistency in the use of color and fonts on all Tosoh Group websites is necessary for projecting the proper image of the Tosoh brand.



Web Guidelines

3.18 Corporate Mark Specifications

The corporate mark should be used as a stand-alone graphical element. An ample amount of space must surround it.

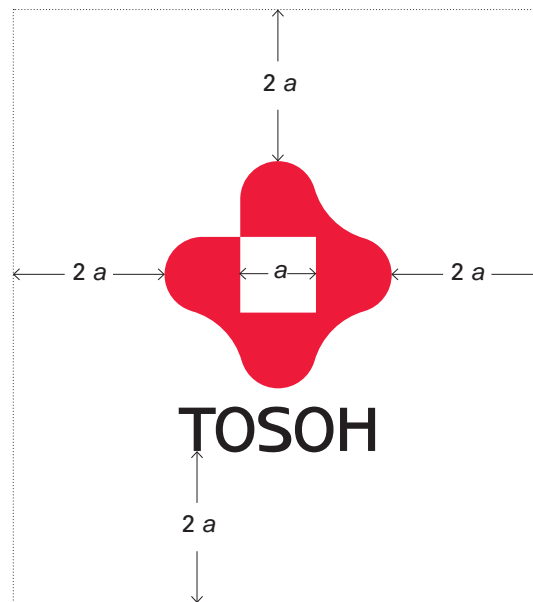
The corporate mark consists of two parts: the Tosoh symbol and the Tosoh logotype. The logotype must appear directly below the symbol. To maintain the integrity of the corporate mark, the proportions, fonts, and spacing should never be altered. Do not add shadowing to these elements.

Standardized placement of the corporate mark on all websites will help to unify the overall Tosoh brand image. This is an important branding rule that applies to the entire Tosoh Group and all its subsidiaries.

⚠ Caution

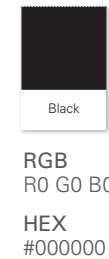
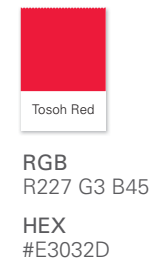
The color standards stipulated herein are based on web-safe colors defined specifically for websites. When using the logo for any application other than a website, refer to Tosoh Corporate Visual Identity Guidelines 2012 Versions 2.0.

Exclusion Area



As a general rule, keep the exclusion area free of graphics, text, and images. The exclusion area is two times the length of a , as defined in the diagram above. It is shown in white, but this does not imply that the exclusion area is colored white. Rather, it is transparent. White is the optimal background color on which the corporate mark should appear.

Corporate Colors



← Tosoh Symbol
(Tosoh Red)

← Tosoh Logotype
(Black)

⚠ Caution

Although a large communication area has been allocated for the banner area on web pages, it is still important to maintain Tosoh's clean and clear style. We recommend, therefore, the use of open, borderless images for features in this space. White to transparent gradients are effective in helping images blend in to the exclusion area without resulting in a border.

⚠ Caution

The orange-tinted logo to the right is no longer acceptable and should not be used. All files including it should be deleted to avoid any confusion.



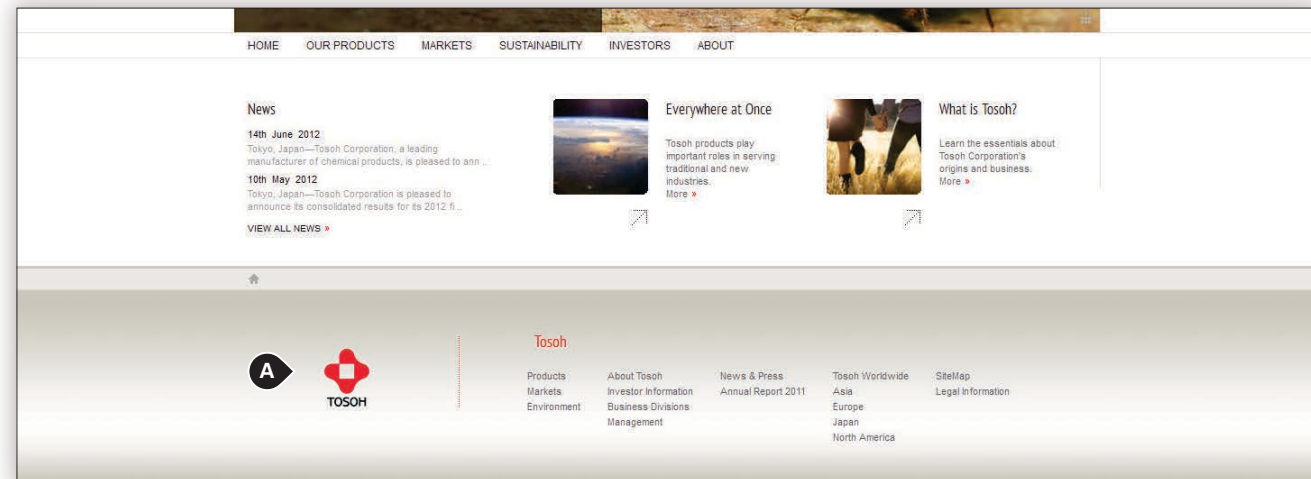
Web Guidelines

3.18 Corporate Mark Specifications (cont.)

Placement of the Tosoh corporate mark on nonwhite backgrounds is allowed only in the bottom left area of the footer. The corporate mark to be used is available from the tosoh.com content library. For guidance, please contact the global web brand manager.

A Corporate mark on a nonwhite background.

Acceptable Use



Web Guidelines

3.19 Text Fonts inside Graphic Data

The use of a professional graphic designer or creative production company is recommended to produce communications materials of the highest-possible quality for distribution outside Tosoh Corporation. Designers are to use the fonts indicated on this page.

Any text used within GIF, JPEG, or other image data files is considered "text inside graphic data." In general, this means text that cannot be selected letter by letter using a mouse.

When using characters within visual graphic data or as image files, use the fonts stipulated here. Use the Univers family (in titles and headlines when special advertising treatment is needed). It is suitable for web features, banners, and ads.

Univers is the Tosoh font family stipulated in the Tosoh Corporate Visual Identity Guidelines. Using the same font family on a website helps portray a unified image with other media.

If the features, banners, and ads include text descriptions (aside from the headline or title), use the Arial font.

Use HTML text for items other than titles and headlines that need special emphasis.

Primary Font for Graphic Use

For titles and headlines in graphics.

Univers 45 (Light)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Univers 55 (Roman)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Univers 65 (Bold)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Univers 47 (Light Condensed)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Univers 57 (Condensed)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Univers 67 (Bold Condensed)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Secondary Font for Graphic Use

For use within body text.

Arial (Regular)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Arial (Italic)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Arial (Bold)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Arial (Bold Italic)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Example of Fonts in Message Banner



Univers 47 (Light Condensed)

Web Guidelines

3.19 Text Fonts for Non-graphic Data

There will be occasions where a web designer will be commissioned to do work for Tosoh web page content. If that work involves text, the fonts to be used are stipulated here.

The designated font for headings and titles is PT Sans Narrow Regular (the Google web font). The Google Web Font is a beta technology and can be updated and changed at any time. Style sheets thus should be configured to fail gracefully to web-safe fonts. The web-safe alternatives are PT Sans Narrow, Univers 47 Light Condensed, Arial and Helvetica.

The HTML font for body copy is Arial. The web-safe alternative is Helvetica.

Titles: Google Web Font

For headings and titles when HTML text is to be used.

PT Sans Narrow
Normal 400 / Latin Set

PT Sans (Regular)
ABCDEFGHIJKLM
abcdefghijklm1234567890

PT Sans (Italic)
ABCDEFGHIJKLM
abcdefghijklm1234567890

PT Sans (Bold)
ABCDEFGHIJKLM
abcdefghijklm1234567890

PT Sans (Bold Italic)
ABCDEFGHIJKLM
abcdefghijklm1234567890

The Google Web Font, PT Sans Narrow, is available here:

<http://www.google.com/webfonts/family?family=PT+Sans+Narrow&subset=latin>

Main Copy: HTML Font

For use for body text and subtitles.

Arial

Arial (Regular)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Arial (Italic)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Arial (Bold)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Arial (Bold Italic)
ABCDEFGHIJKLM
abcdefghijklm1234567890

Web Guidelines

3.19 CMS Text Fonts and Styles

When creating web pages in the CMS, you will find that your fonts have been chosen for you as a part of the font standardization programmed into the system. There are, however, a number of selectable header sizes and font styles available, as well as such font formatting fundamentals as bold, italics, and underlining.

Header Tags Best Practices

H1-sized text should not be used with more than 5% of all text or characters on a page.

H2-sized text is eye-catching and useful for introductory blurbs to web pages or when highlighting important items. But because the text is colored red, H2 text should be used sparingly to avoid oversaturation.

H3- to H5-sized text may be used freely but is best used for paragraph titles or for transitional text between paragraphs.

Header Tags

H1
ABCDEFGHIJKLM
abcdefghijklm1234567890

H2
ABCDEFGHIJKLM
abcdefghijklm1234567890

H3
ABCDEFGHIJKLM
abcdefghijklm1234567890

H4
ABCDEFGHIJKLM
abcdefghijklm1234567890

H5
ABCDEFGHIJKLM
abcdefghijklm1234567890

Web Guidelines

3.19 CMS Text Fonts and Styles (cont.)

Styles Best Practices

"ADDRESS NAME" is to be used primarily for the company name when providing contact information. But it can also be used sparingly as a title or as a table item. Do not use this style for extensive text, such as paragraphs.

A "quickLink-Heading" is to be primarily used when making the "Related Links" content item (see 3.21 Related Links, page 80). It can also be used sparingly for paragraph titles and headings. Do not use this style for extensive text, such as paragraphs.

A "quickLink-List" is to be used when listing linked items in the "Related Links" content item (see 3.21 Related Links, page 80). It also can be used in situations that call for small text, such as captions or footnotes, or for the contact info content item.

"Product-small" is a style to be used only for product-naming conventions requiring text 60% the size of normal paragraph text. Please consult your product manager on whether you need to use this style.

Styles

"ADDRESS NAME"

ABCDEFGHIJKLM1234567890
(no lower case)

"quickLink-Heading"

ABCDEFGHIJKLM
abcdefghijklm1234567890

"quickLink-List"

ABCDEFGHIJKLM
abcdefghijklm1234567890

"Product-small"

ABCDEFGHIJKLM
abcdefghijklm1234567890

Web Guidelines

3.20 Color

The use of consistent colors on Tosoh communications (including Tosoh websites) will help make the company's communications more recognizable to target audiences. Tosoh red should be the first color people see in all communications. Secondary colors are to be used in addition to Tosoh red (e.g., for graphs or diagrams), and complementary colors are to be used sparingly to support graphics. We recommend that complementary colors constitute less than 5% of the overall space. Please remember that white also is important to the Tosoh brand. Sufficient clean white space is necessary to speak the Tosoh visual language.

Adobe software, such as Adobe Photoshop and Fireworks, uses colors that are designated in RGB (where 0R/0G/0B equates to black and 255R/255G/255B equates to white). In HTML, colors are designated in hexadecimal (base 16, where #000000 is black and #FFFFFF is white).

⚠ Note

These color guidelines show color values for on-screen use only. For print please refer to 2.04 Color Use on page 35.

⊗ Restrictions

Pastels, hot colors, neon colors and tie dye style color patterns are not to be used.



Tosoh Red

Tosoh red is the color of the Tosoh brand. It is a warm and confident color that draws attention and calls for action to be taken. Gradients are not to be applied to Tosoh red without prior approval. With the exception of color photography, Tosoh Corporate Red and colors are the only colors to be used for graphical elements.



R 227
G 3
B 45

HEX
#E3032D

Secondary Colors

The secondary palette has been designed to complement Tosoh red and expresses the versatility of the company.



Tosoh Teal	Tosoh Navy	Tosoh Cobalt	Tosoh Yellow	Tosoh Warm Gray	Tosoh Gray Spectrum	
R 0 G 146 B 146	R 0 G 85 B 127	R 0 G 59 B 85	R 255 G 212 B 0	R 190 G 183 B 169	R 225 G 225 B 225	R 0 G 0 B 0
HEX #009292	HEX #00557F	HEX #003B55	HEX #FFD400	HEX #BEB7A9	HEX #E1E1E1	HEX #000000

Complementary Colors

The complementary color palette has been designed to give more freedom to the Tosoh colors. Complementary colors, however, are merely accent colors and should not take up more than 5% of the total page space.



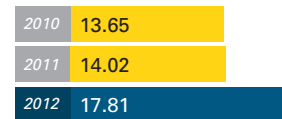
White Teal	Light Teal	Dark Teal	Grass Green	Apple Green	Forest Green	Light Purple	Medium Purple	Dark Purple	White Yellow	Pale Yellow	Dark Yellow
R 139 G 185 B 187	R 0 G 146 B 146	R 0 G 120 B 115	R 159 G 196 B 24	R 23 G 165 B 56	R 24 G 98 B 27	R 163 G 90 B 138	R 130 G 30 B 107	R 98 G 30 B 74	R 237 G 232 B 225	R 255 G 230 B 134	R 197 G 154 B 0
HEX #8BB9BB	HEX #009292	HEX #007873	HEX #9FC418	HEX #03A500	HEX #16612C	HEX #A35A8A	HEX #821E6B	HEX #621E4A	HEX #EDE8E1	HEX #FFE686	HEX #C59A00

Web Guidelines

3.20 Color (Examples)

Tosoh red, secondary colors, and complementary colors are shown on a variety of graphical elements. Light gray and bright colors, such as yellow and beige, are not to be used for text or line illustrations.

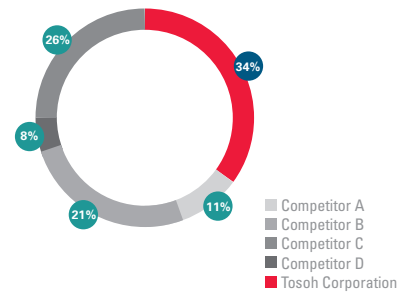
Lorem ipsum dolor
(Dolore magna aliquam erat)



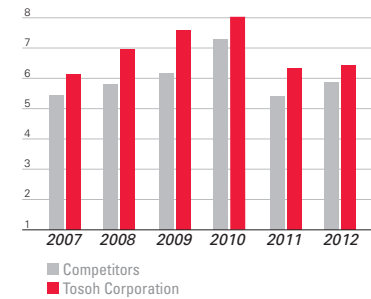
Lorem ipsum dolor sit amet

Example of the use of secondary colors.

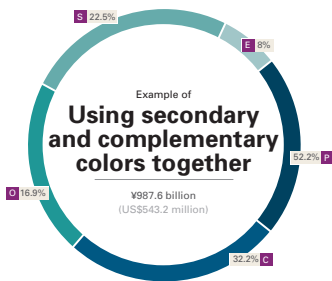
NOSTRUD EXERCITATION
ULLAMCORPER SUSCIPIT LOBORTIS
Tincidunt ut laoreet dolore magna
aliquam erat volutpat



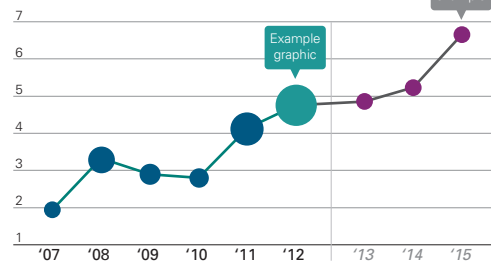
NOSTRUD EXERCITATION
ULLAMCORPER SUSCIPIT LOBORTIS
Tincidunt ut laoreet dolore magna
aliquam erat volutpat



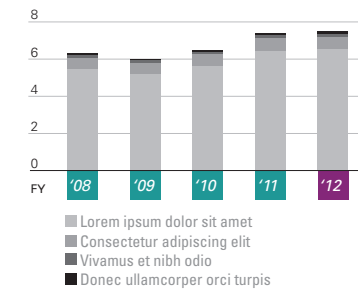
Use Tosoh red to represent Tosoh when comparing Tosoh to competitors.



LOREM IPSUM DOLOR SIT
Amet consectetur adipiscing elit

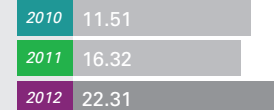


LOREM IPSUM DOLOR SIT
(Diam numummy nibh euismod)



Lorem ipsum
dolor sit amet
(Adipiscing elit)

+ 8%



Examples of using secondary and complementary colors together.

Examples of using complementary colors as an accent.

Web Guidelines

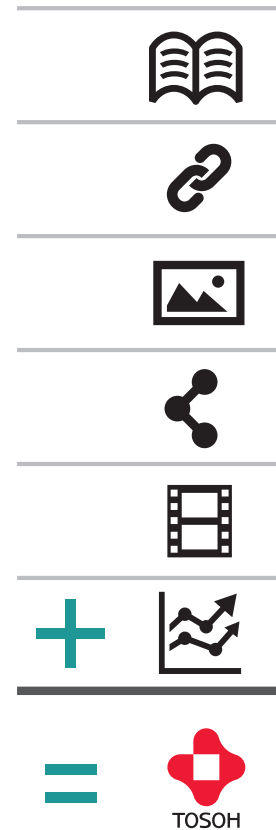
3.21 Content Elements

Content refers to any and all elements that populate the pages of a website, including headlines, body text, photographs, graphical elements, videos, documents, links and forms, and marketing campaign elements.

Content is the most important asset of any website. And providing a consistent flow of high-quality content to convert viewers to customers or business allies, is the ultimate goal of any content manager.

The basic design of the Tosoh website accounts for all major content elements. But content managers may need to develop new elements for specific campaigns or other purposes.

Please refer to this section for an understanding of basic principles. The global web brand manager, meanwhile, can provide support for best practices for displaying content on any individual content page.



Web Guidelines

3.21 Content Elements (cont.)

Contact Info

The contact info content item provides visitors with a quick reference to how they can get in touch with you.

Any page featuring a product should have this content item on its left-hand side.

Styling

The contact info content item makes use of the following styles:

- A** quickLink-List.
- B** quickLink-List (bold).
- C** quickLink-List.

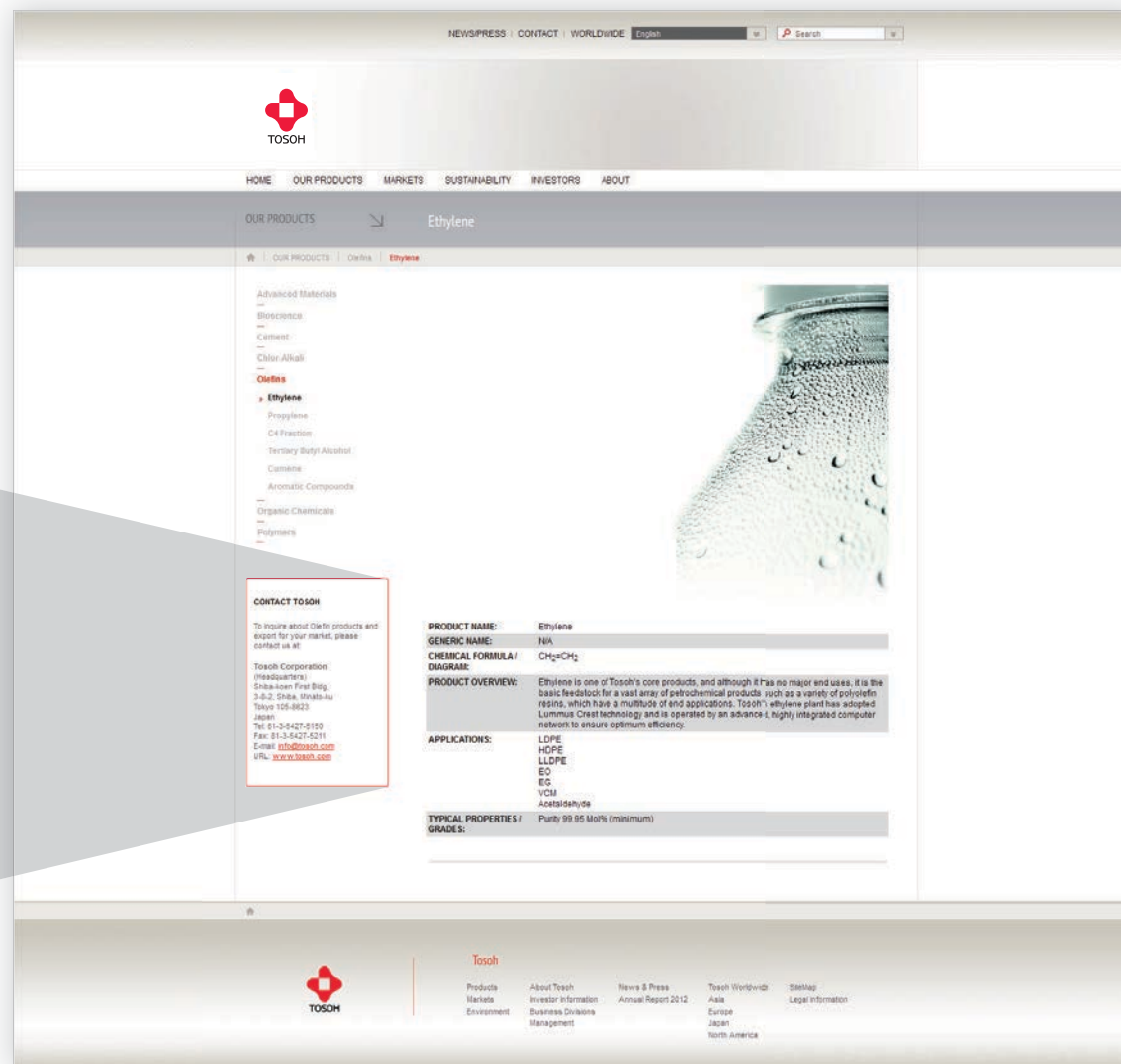
Caution

Please refer to 3.19 CMS Text Fonts and Styles on page 35.

CONTACT TOSOH

A To inquire about Olefin products and export for your market, please contact us at:

B **Tosoh Corporation**
(Headquarters)
Shiba-koen First Bldg.
3-8-2, Shiba, Minato-ku
Tokyo 105-8623
Japan
Tel: 81-3-5427-5150
Fax: 81-3-5427-5211
E-mail: info@tosoh.com
URL: www.tosoh.com **C**



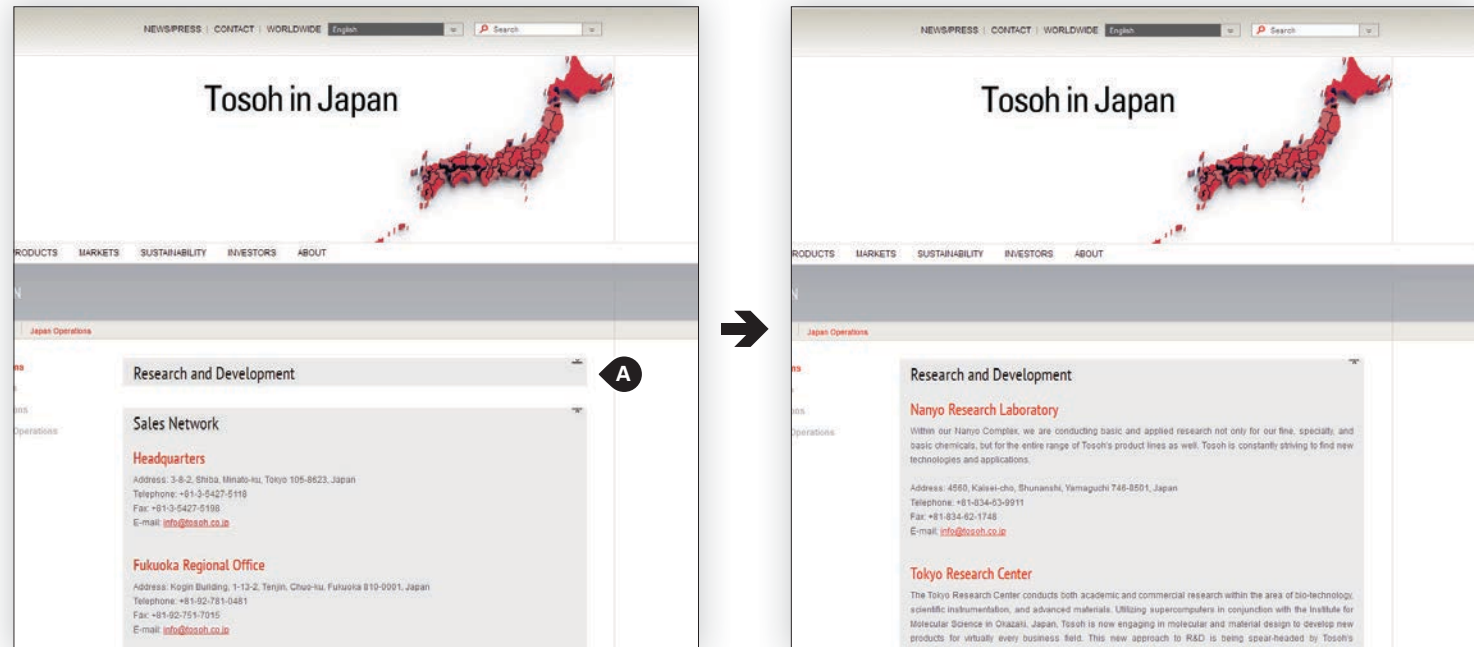
Web Guidelines

3.21 Content Elements (cont.)

Expandable Content

The expandable content item allows visitors to enlarge or shrink content. This is particularly useful for long-running text or long lists that would otherwise require visitors to scroll extensively.

A Expand/collapse button.



Web Guidelines

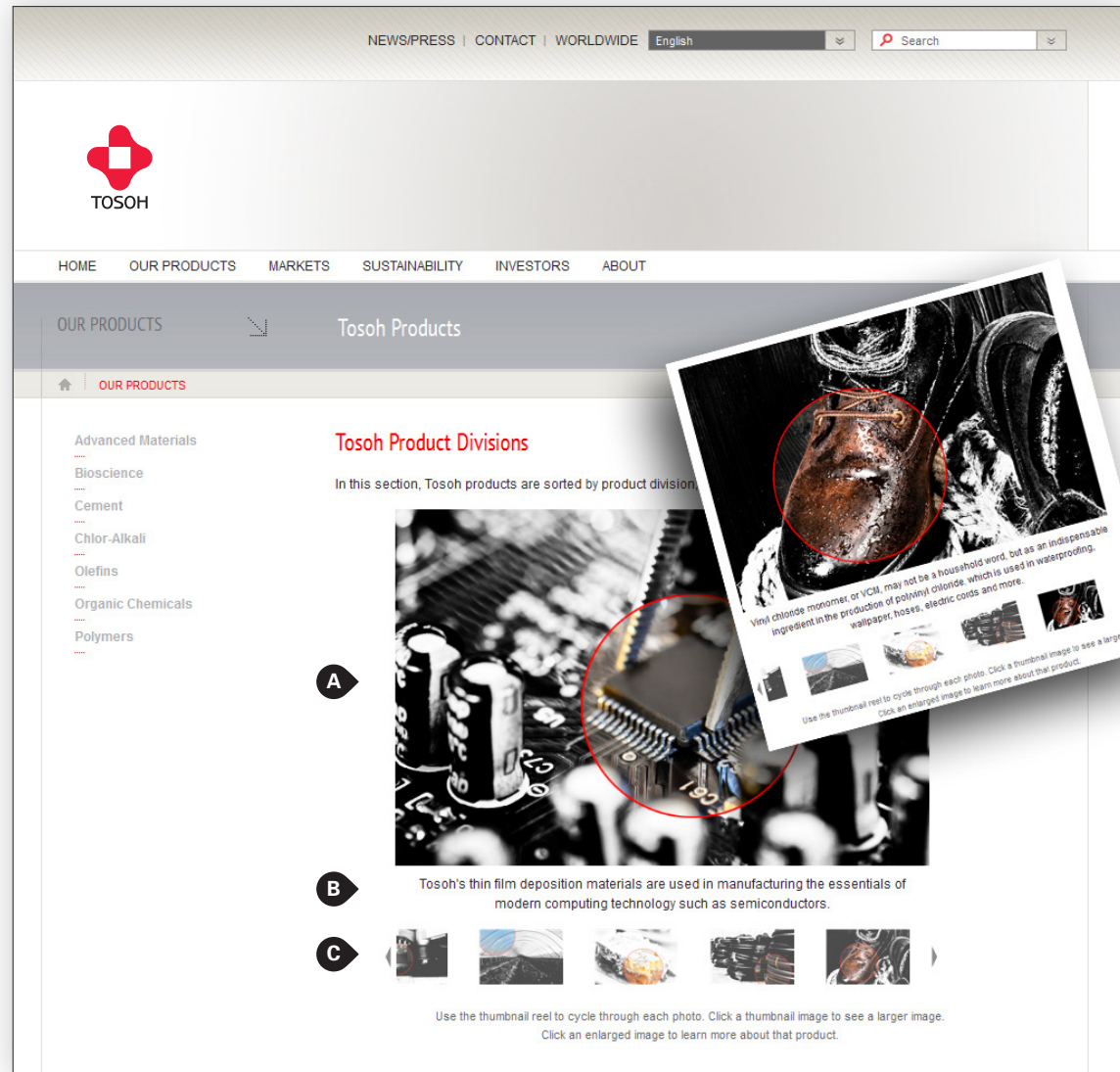
3.21 Content Elements (cont.)

Slide Show

The slide show content item presents visitors with image thumbnails selectable from a sliding reel and viewable in an enlarged frame.

The frame allows you to link the image shown there to a page of your choosing. It also enables you to provide a text description.

- A** Enlarged image frame.
- B** Text description area.
- C** Thumbnail slide show reel with buttons for cycling through images.



Web Guidelines

3.21 Content Elements (cont.)

Tabbed Content

Tabbed content allows you to present a lot of content using minimal space. Several tabs can be used to present multiple products or to display different features of the same product or product line.

There is no set limit for the number of tabs you may have. There is however, limited horizontal space on the web page templates. Moreover, the length of a tab's name will directly affect the number of tabs you are able to employ.

When planning your tabbed content, please consult the global web brand manager for the best way to present the information.



Agricultural films used for greenhouses are just one example of LDPE's many uses.

Nipolon® Nipolon®-L Nipolon®-Z Lumitac®

PRODUCT NAME:	Nipolon
GENERIC NAME:	Low-density P
CHEMICAL FORMULA / DIAGRAM:	N/A
PRODUCT OVERVIEW:	Tosoh LDPE their superior
APPLICATIONS:	Blown film - G backings, stre Extrusion coat Blow molding Injection mold



Agricultural films used for greenhouses are just one example of LDPE's many uses.

Nipolon® **Nipolon®-L** Nipolon®-Z Lumitac®

PRODUCT NAME:	Nipolon-L
GENERIC NAME:	Linear Low-density Polyethylene (LLDPE)
CHEMICAL FORMULA / DIAGRAM:	N/A
PRODUCT OVERVIEW:	Tosoh's Nipolon-L is an LLDPE made with the comonomer bute phase and offers high quality and high tensile strength vis-a-vis its offers advantages when making end products like thin films.
APPLICATIONS:	Blown film - General-purpose packaging, heavy-duty bags, agricultu backings, stretch film, shrink film Extrusion coating and laminating - Milk carton stocks, polymeric film Blow molding - Box liners, etc. Injection molding - Houseware, artificial flowers

Web Guidelines

3.21 Content Elements (cont.)

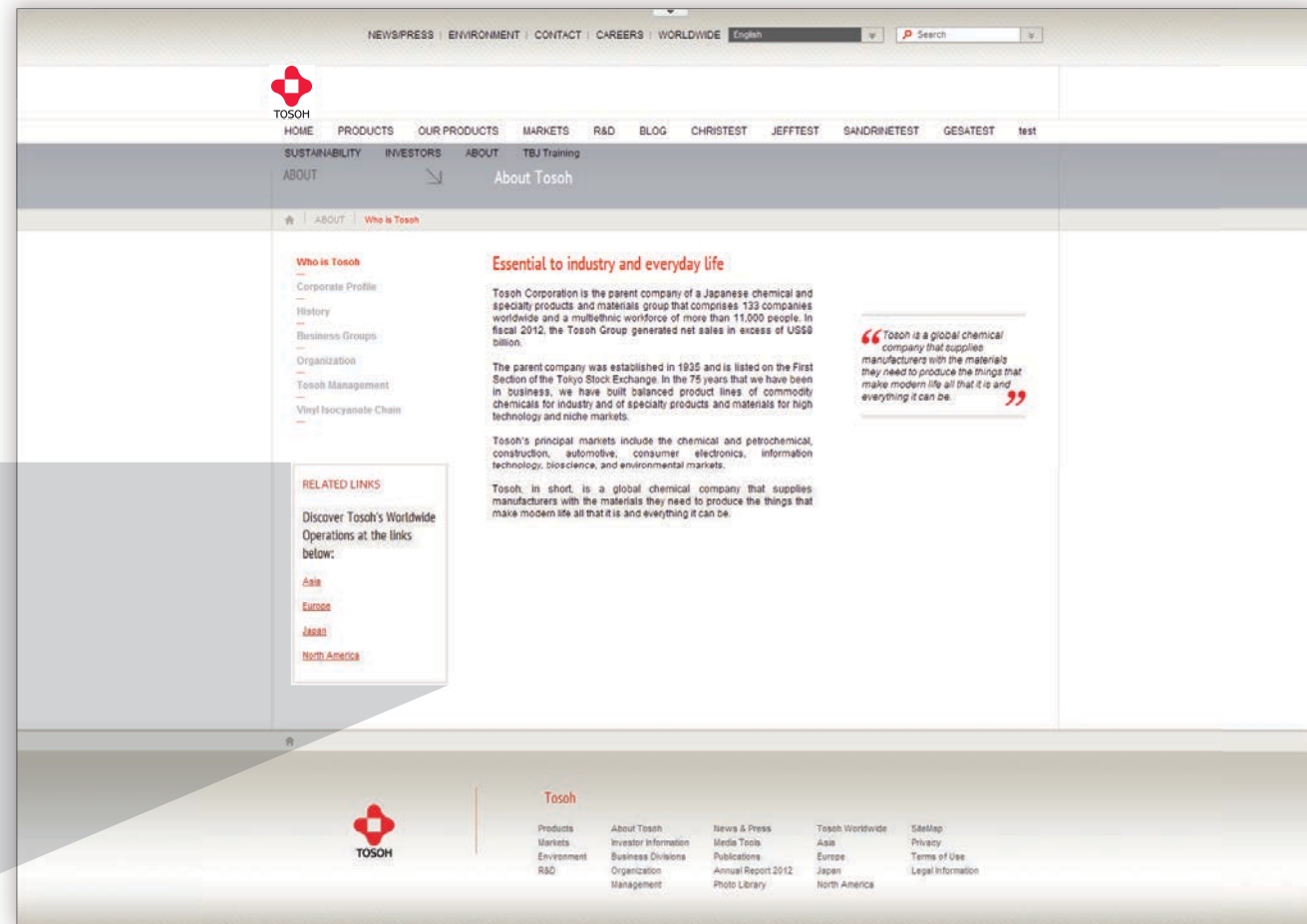
Related Links

The design of content pages permits the inclusion of content modules called Related Links. Related Links provide users with one-click access to information and features of a similar nature.

Styling

The Related Links module item makes use of the following styles:

- A** quickLink-Heading.
- B** quickLink-List.



RELATED LINKS

A Click one of the links below to browser deeper into our website.

- B** [Link 1](#)
- [Link 2](#)
- [Link 3](#)

Web Guidelines

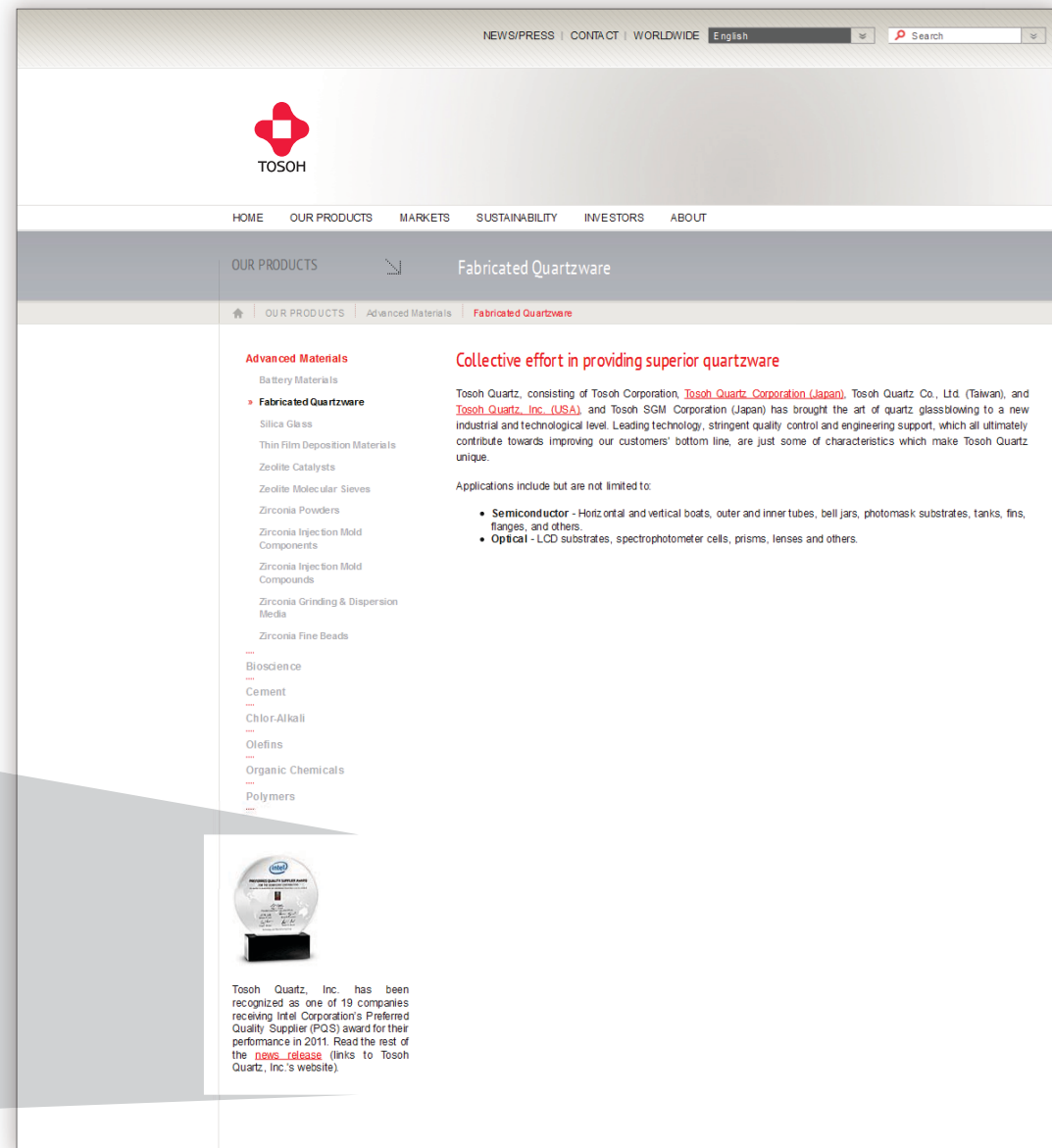
3.21 Content Elements (cont.)

In-Site Advertisements

Tosoh content managers have the option of planning and implementing an “in-site advertising campaign” to call attention to promotions, products, services, or special initiatives.

A Advertising image (linkable to desired page).

B Advertising text (linkable to desired page).



Web Guidelines

3.22 Text

Each website content manager is responsible for the accuracy and quality of his or her site's content.

Standards for main text and menus are defined below.

General Copy Writing Rules

- Use terms that can be easily understood by site users.
- Use correct English grammar, punctuation, and spelling.
- When possible, do not use double-byte (Japanese) characters. Platform-dependent characters are compatible only with a particular OS or hardware platform and may either not display at all or become scrambled on some platforms.
- Avoid using company jargon and provide an explanation when using industry-specific terms.
- Avoid using expressions in which the meaning differs based on country or region; expressions that cause misunderstanding; expressions of hyperbole; and expressions that are illegal or that go against public ethics and morals.
- Bear in mind the need for particular clarity and care if the content is intended for a global audience.

Abbreviation or Acronym

When using an abbreviation or acronym for the first time in a page's main text, show the correct full name followed, in parentheses, by the abbreviation in capital letters. From the second use on, simply use the abbreviation in all caps.

Dates

Follow the standards in the country where the company exists.

Link Text

Use keywords that make it clear what sort of content the link leads to and that you wish the content to be picked up and displayed by search engines.

Quotation Marks

Utilize pull quotes (page 65) in the right column of the templates.

Registered Trademarks

When featuring a product name or other branded content, use the registered trademark sign (®). This is to be used for the first instance only. From the second instance on, it is not required.

Web Guidelines

3.23 Photography

To unify Tosoh's corporate image, guidelines exist for the use of imagery in communications.

The aim is to project an image of people and lifestyles affected by Tosoh products and activities.

Composition: Images should be borderless or within right-angled borders, intimate, dynamic, simple, clean, unified, spontaneous, unrehearsed.

Lighting & Color: Use natural skin tones, light and bright. Black and white photography is also acceptable.

Communication: At the core of all Tosoh print materials, we strive to communicate who we are through the choice of photography.

Attributes include

- **Smart** images that create a positive, intelligent feeling, without arrogance
- **Considerate** images that say that we are approachable, supportive, fair, and caring, without being over-the-top, too soft, or cheesy
- **Innovative** images that represent leadership, resourcefulness, and groundbreaking achievements, but

not sci-fi or dehumanized images or images with unnatural color

- **Driven** images that create a powerful and dynamic atmosphere, without clichés
- **Professional** images that show integrity and respect, without being stuffy

It is very important that our images be consistently strong. Some examples have been provided to show specifically what is and isn't acceptable.

⚠ Note

Product photos and other graphics from printed matter have been cleared for use in print, but usage rights may not extend to their use on a website. Always check with the individual in charge of producing the printed matter for confirmation.

⚠ Caution

To keep our websites loading quickly, small file sizes are important. Please ensure, however, that image quality remains high and that images are not blurry and pixel compression is not visible. For on-screen viewing (using bitmap artwork), the resolution should be no less than 72 dpi. Avoid uploading images as PDF files.



Web Guidelines

3.23 Photography Restrictions

It is very important that images used on Tosoh websites be consistently strong. Examples here show unacceptable photography.

✗ Unacceptable Photography



✗ Do not use photographs that look dull and old.



✗ Do not use photographs that are flat and have no depth in the background.



✗ Do not use abstract photographs.



✗ Do not use collage techniques.



✗ Do not use contrived or obviously set up photographs.



✗ Do not use oversaturated colors.



✗ Do not use borders to box in photographs.



✗ Do not use unnaturally lit "scientific" photographs.



✗ Do not use photos that are blurry or grossly out of focus.



✗ Do not use photos that are grainy or small photos that have been enlarged beyond reason.



✗ Do not use photos that have been overly warped or distorted.



✗ Do not place photographs within the shape of the Tosoh symbol or any other odd shapes.

Web Guidelines

3.24 Graphics and Illustrations

Graphical elements should reinforce the Tosoh brand as that of a serious multinational corporation with a commitment to excellence on every level of business activity.

As such, photographs are preferred to illustrative depictions, and close attention should be paid to uniformity in the style of charts, graphs, tables, and other graphical elements required to convey information.

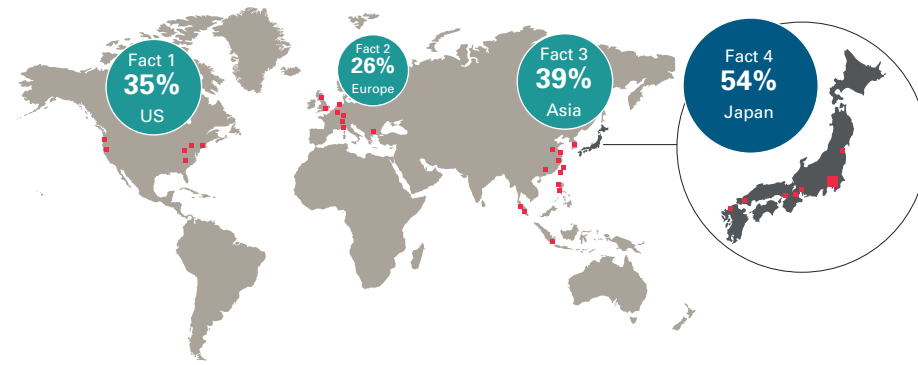
Note that all graphical elements must be approved by the global web brand manager before publication.

⚠ Caution

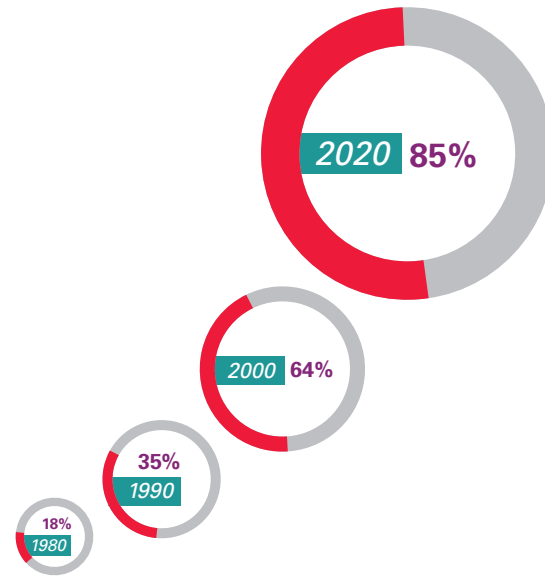
To keep our websites loading quickly, small file sizes are important. Please ensure, however, that image quality remains high and that images are not blurry and pixel compression is not visible. Avoid uploading graphics as PDF files.



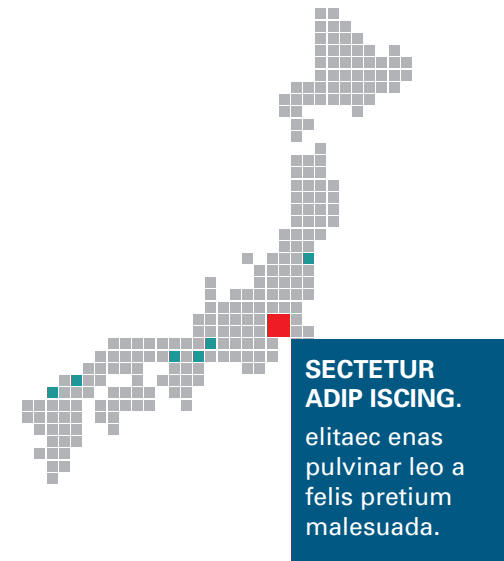
Use graphics to highlight a point in text form.



Simple graphics with scaled up information points.



Use bold and dynamic graphics to illustrate a point.

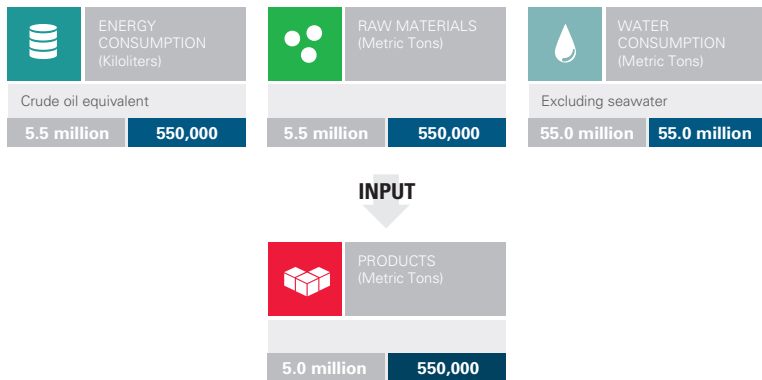


No more than four different colors should be used for graphics. If complementary colors are used, please adhere to the limitations of use designated by the color palette.

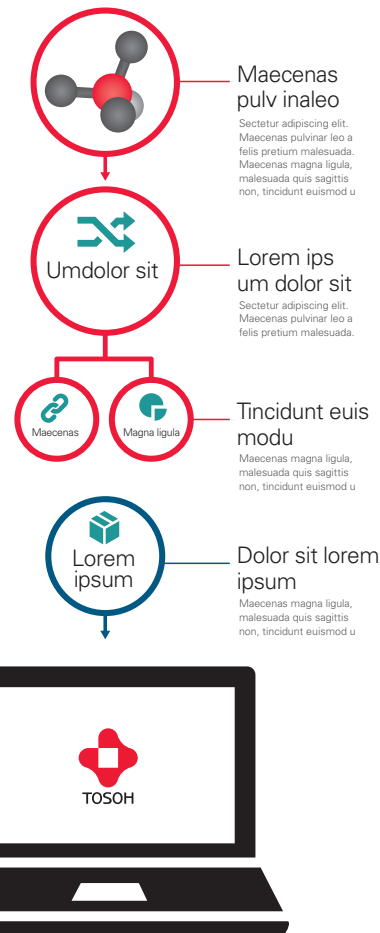
Web Guidelines

3.24 Graphics and Illustrations (cont.)

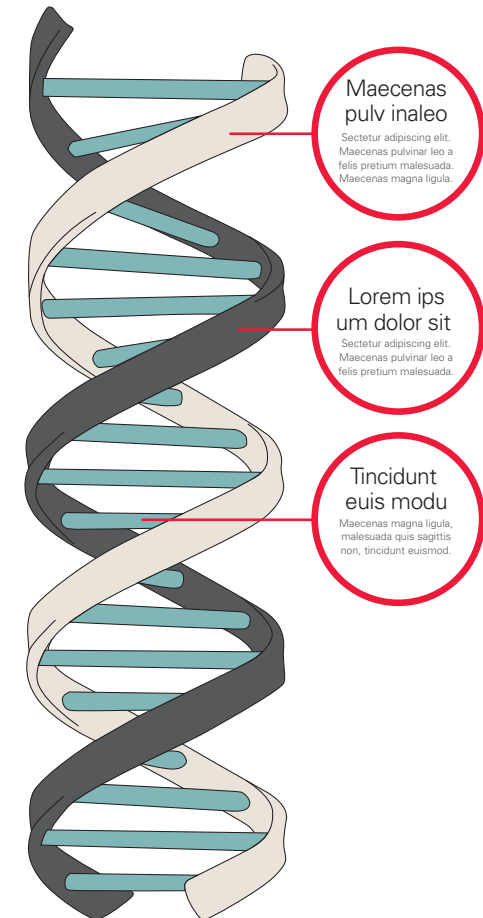
Use of Simple Iconography to Visually Represent Tosoh Elements



Illustrated icons should be used consistently throughout a given document. The same icons should be used universally when referring to a particular topic (i.e. bioscience, environment, investors, etc.).



Use of line illustrations and icons are a great way to present flow information.



All drawings and icons should be logical. Do not exaggerate what exists in real life or what is generally accepted within industry circles (pictures of molecules, DNA double helix, etc.).

Web Guidelines

3.25 Flash Technology

Using animated and interactive elements can make content easier to understand for users without visual disabilities. But for visually impaired users or people using screen readers, alternative content is required.

To accommodate the special needs of these users, create pages in such a way that at least a minimum amount of information can be communicated without the use of Flash.

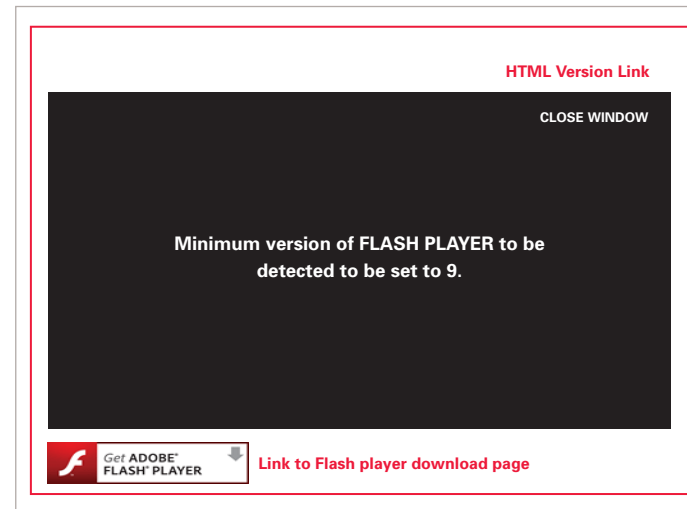
- Where possible, prepare alternative content (HTML or text version) for all Flash content and use JavaScript plug-in detection (minimum Flash Player 9 required) to provide a smooth transition to that content based on the user environment.
- Optionally, place a text link to the non-Flash version of the contents at the top of the Flash page so that the non-flash version can also be selected manually.
- When using Flash, it is important to add a link to the download page of the required plug-in (Adobe Flash or Shockwave) on the page with Flash content.
- Use an interactive flash demo when it is determined to be the most appropriate method of delivering the content and when it serves as a supplement to other existing content.

- Use words to communicate as much as possible of the information shown visually.
- Do not use only splash movies on pages within the site. Users will be unable to obtain the desired information, dramatically reducing usability. In addition, with only Flash content on a page there are no keywords for the search engines to find, making SEO virtually impossible. A page may, however, use a splash movie as one element of its content.
- If the movie is not the chief element of content, add a brief comment stating that it is a feature in Flash.

Please follow the rules below when creating Flash content that opens into a full-screen window.

- Note clearly that the Flash content will open in a new window and full screen.
- Apply the Tosoh logo to the feature following the guidelines in 3.18 Corporate Mark Specifications on page 67.
- Add a skip button if the content includes a splash movie.
- When using sound, add a mute button or way to turn off the sound.

- Add copyright information.
- Place a “close window” button in the upper right of the screen.



Whenever possible, you should provide alongside any Flash content the Adobe Flash Player icon linked to Adobe's website so that your visitors can download and install the Flash Player.

Web Guidelines

3.26 PDF Files

The rules below indicate the use of PDF files on Tosoh websites. Content should be provided primarily in HTML, as often third-party software, such as PDFs, do not display uniformly.

Rules

- Use Adobe Acrobat to create PDF files.
- Add a PDF icon and show the file size.
- Add a link to the necessary plug-in (Adobe Reader) download page.
- Ensure that PDF files open in a new window.
- Do not use Asian script fonts when creating PDF files to avoid errors on operating systems not equipped with such fonts.
- Embed all fonts when creating a PDF file so that the PDF can be displayed without font errors in foreign versions of Adobe Reader.

Whenever possible, provide the Adobe Reader icon alongside any PDF file. That icon must be linked to the page on Adobe's website where your visitors can download and install the reader.



<http://www.adobe.com/products/reader.html>

Web Guidelines

3.27 Beyond Websites

Tosoh's web presence extends beyond its official company websites.

Tosoh also exists in the form of blogs (weblogs or web journals); satellite sites (websites dedicated solely to products); social media; and other online venues where Tosoh does not have direct control over the content pertaining to it.

It will take a collective effort by all the participants in Tosoh's web activities, including but not limited to web content authors, global PR contacts, and the global web brand manager, to consolidate and maintain the Tosoh web brand.

Web Guidelines

3.28 Basic Policy for Logo on Third-Party Sites

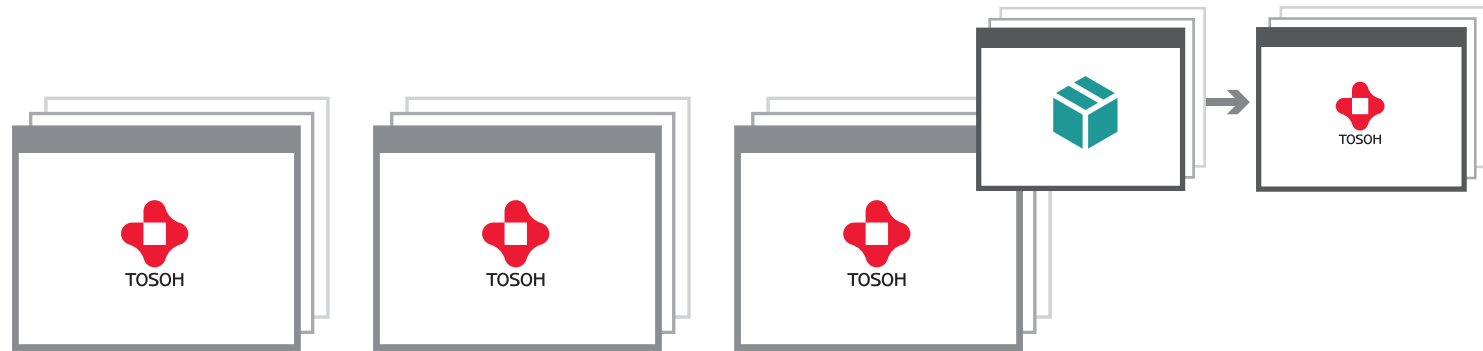
When represented on third-party websites, the Tosoh corporate mark is to be used observing the proper exclusion area restrictions.

An individual Tosoh Group company listed on a third-party website is allowed to display its official company name when appropriate. But there is no need to use a logotype combination as described in 1.03 Combination System, page 13, as there may be size limitations.

Web Guidelines

3.29 Satellite Sites

Satellite sites, also known as product sites, are subject to the Migration Policy introduced in 3.02 on page 48. When due for update or renewal, satellite sites must be rebranded using the CMS provided by the Tosoh Group web platform.



Web Guidelines

3.30 Social Media

Social media has quickly grown from a poorly understood phenomenon into a widely recognized channel featuring opportunities and risk.

Used effectively, social media can strengthen relationships with customers; open new avenues to customers; record customer demographics; and serve as a vehicle for marketing, sales promotion, public and investor relations, and other business initiatives. Managed poorly, social media can damage a company's reputation and potential for growth.

As a rule, any Tosoh Group company planning to engage in or to dramatically expand its activities with social media must first consult the global web brand manager. This protocol applies to the various social media venues, including but not limited to those listed below:

Blog Hosting Sites (for user-created blogs*)
Common blog sites are Blogger, Wordpress, Tumblr, Twitter, LiveJournal, Blog.com

Image Hosting and Sharing Sites

Popular sites include Flickr, Photobucket, Picasa

Video Hosting and Sharing Sites

Popular sites include YouTube, Vimeo, Veoh, and Hulu

Social Networking Sites (SNS)

Popular sites include Facebook, LinkedIn, MySpace, Google Plus, Pinterest

Regarding the governance of Tosoh employee behavior on SNSs, please refer to the Tosoh Global Social Media Policy available from the PR contact at each Tosoh Group company.

Slide Show Sites

Popular sites include SlideShare, SlideRocket, Animoto

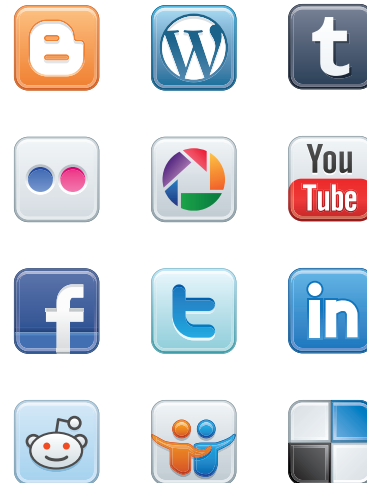
Social Bookmarking

Popular sites include Delicious.com, StumbleUpon, digg, Reddit, FARK

Other Social Media

Internet encyclopedias like Wikipedia.org

Question and answer sites like Answers.com, Ask.com



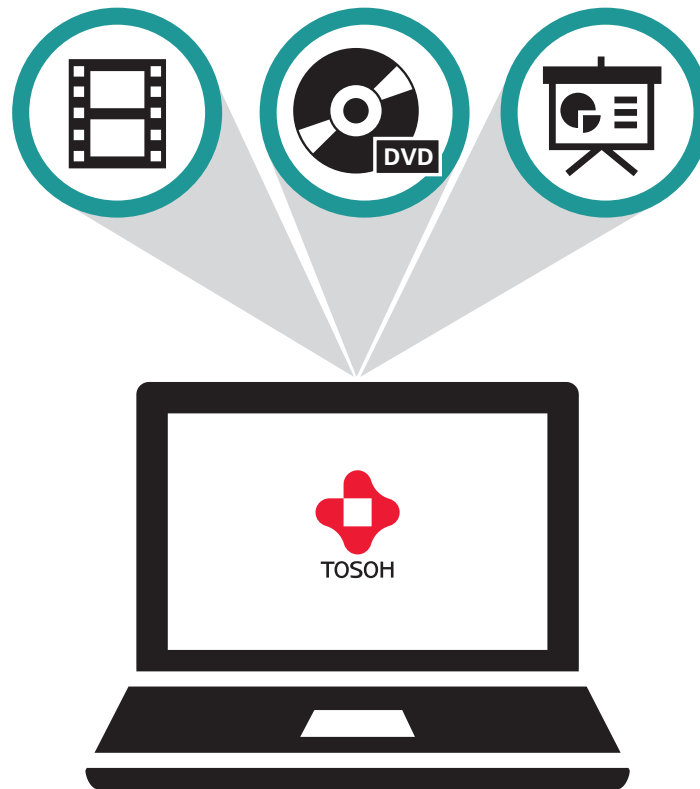
*User-created blogs refer to blogs whose content is provided solely by individuals as opposed to corporations and organizations. Private blogs and online journals are common types of user-created blogs.

Web Guidelines

3.31 Multimedia

Any other digitally published and distributed media, such as DVDs, e-brochures, PowerPoint slide shows (for external use), infographics, and the like, are potential web content and are thus subject to the visual identity guidelines provided in this document.

For more information or to inquire about a unique case, please contact the global web brand manager.



Web Guidelines

3.32 Glossary

The various terms used in these guidelines related to Tosoh website development and maintenance are defined here.

Browser cache	The data of web pages visited and stored on a computer. Using the browser cache can speed up the response time when pages are revisited because there is no need to download the content from the server each time it is accessed. Cached data, however, may not reflect the latest data on the server.	Content page	A lower-level page that displays detailed information on a topic, such as product, service, activity, news item, etc.
CMS	The Content Management System, or web technology platform, by which content is input, published, and updated.	Flash	Media content, including audio and animated graphics, that is viewable with the Flash player provided by Adobe Systems.
Container	A designated area of a page layout into which content modules can be embedded.	Global web brand manager	Based at International Corporate Development (ICD), Tokyo, the manager of the “community” of Tosoh web content managers worldwide. The global web brand manager is responsible for enforcing these guidelines, ensuring best practices, and enhancing the Tosoh brand through web communication activities and online marketing programs. Contact Jeff.Markley@tosoh.com .
Content	Any and all elements that populate the pages of the website, including headlines, body text, photographs, graphical elements, videos, documents, links and forms, and marketing campaign related elements. Content is the most important asset of any website, and providing a consistent flow of high-quality content that converts users to customers or to Tosoh business allies, is the ultimate goal of any content manager.	Home page	The top-level page of a website.
Content manager	The personnel authorized to develop and submit content to International Corporate Development for publishing on the web, including such users of these guidelines as marketing managers, product managers, PR staff, etc.	Informational website	A site designed to convey the Tosoh brand to the world and to educate site users.
Content modules	Discreet types of content, such as a slide show, Flash video, or application, etc., that can be embedded in a web page layout.	Javascript	A simplified programming language suitable for use with web browsers. The name originates from its descriptive method, which is similar to Java, also a programming language. JavaScript, however, is an entirely different script language and is incompatible with Java.

Web Guidelines

3.32 Glossary (cont.)

PDF

A format for electronic documents provided by Adobe Systems. It enables users to electronically distribute documents created with layout software and reproduce the original image of the data with a high degree of accuracy, regardless of the recipients' computer or system environment.

SEO

Search engine optimization. A method of ensuring that search results of preset keywords are displayed at or near the top of search engine result pages. SEO optimizes website content to achieve a higher ranking in search results by, for example, incorporating specific keywords or links associated with the website.

Site map

A single page that displays an outline of links to all sections and key pages of the website.

User

Refers to users of a Tosoh website. Each user will have his or her own mindset (depending on whether he or she is a customer, analyst, investor, journalist, scientist, etc.) that needs to be considered when developing and updating content for the website.

Office Applications & Templates

4.01 Business Cards (Front)

Business cards can be adapted to include varying information, but the typographic style must be maintained. They are to be printed in two colors (Tosoh red and black) on white paper. Embossing is prohibited (the printing style is flat as opposed to raised).

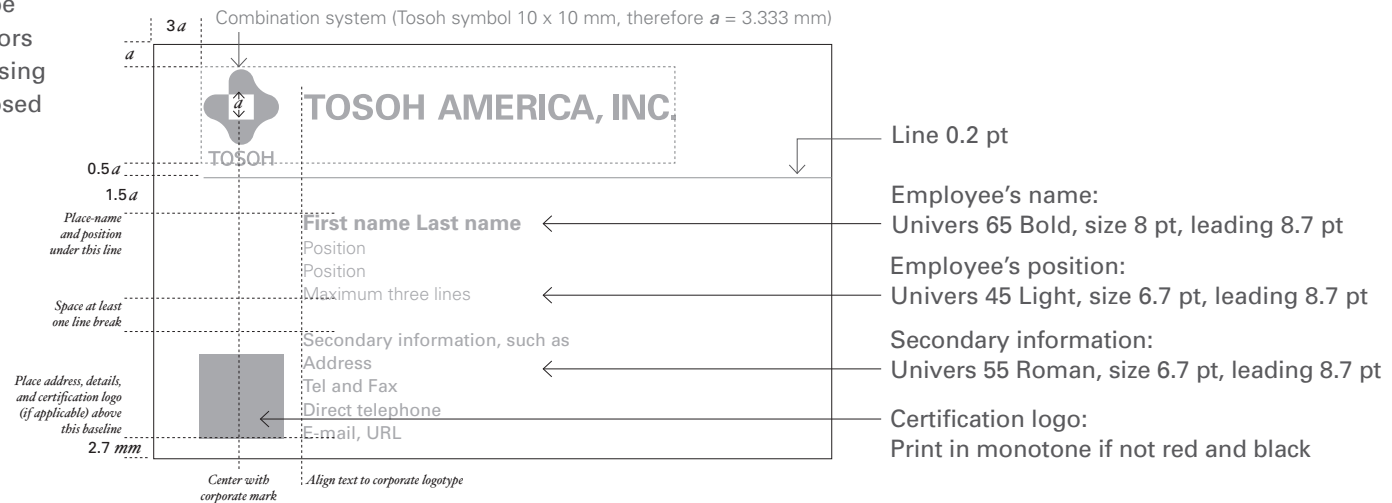
Format and paper:

North America: 90 x 50 mm
80-pound white vellum

Europe: 90 x 55 mm
Biotop quality (light ecru), 250 g

Asia: 90 x 55 mm
Ivoline, Super Matt White, 250 g

Specifications



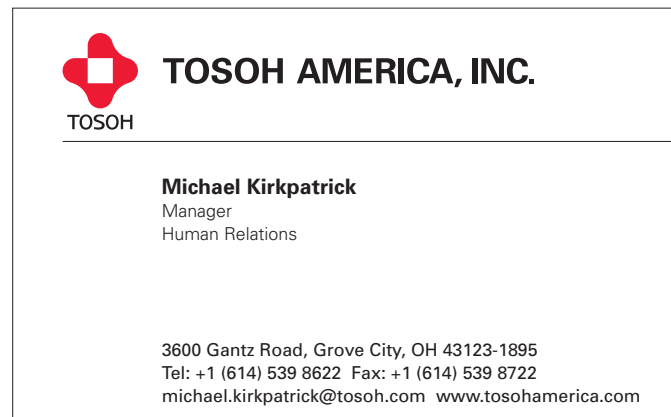
⚠ Caution

Please note the conventions for denoting telephone numbers (Tel:) and facsimile numbers (Fax:) without hyphens, as well as the conventions for the URL and the e-mail address. All text is to be treated in sentence case (no full uppercase lettering). When Tosoh Bioscience is used, the legal entity must also be indicated.

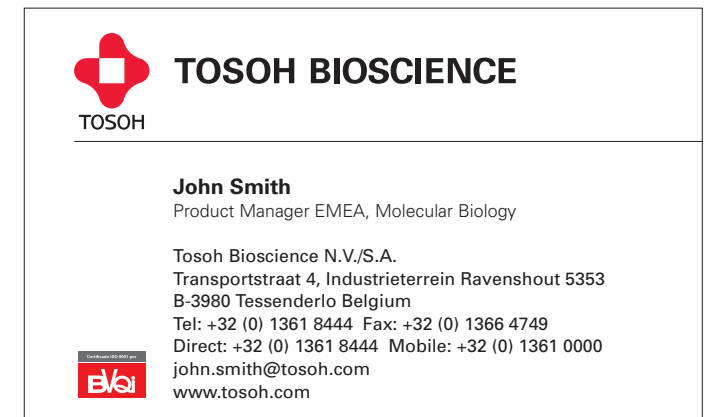
⚠ Exceptions

The exclusion area is only one proportion of a for the area above the corporate mark. Business cards are the only case where a horizontal line below the combination system is acceptable.

Example



Example

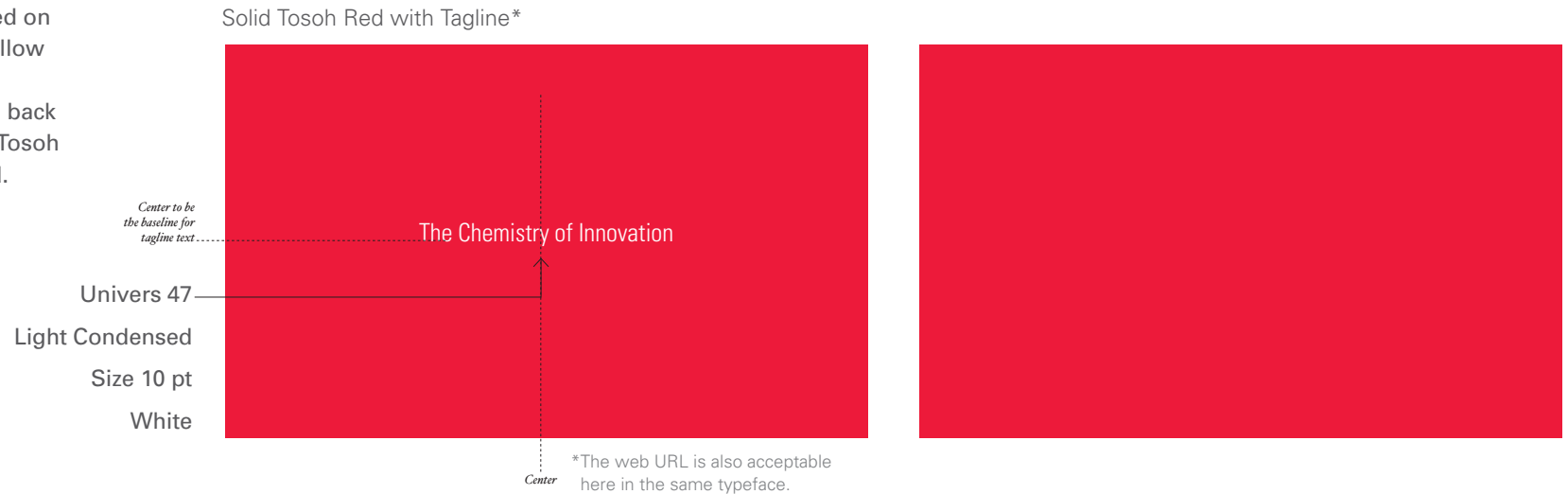


Note: If more secondary information is necessary, the employee's position lines must be reduced. The minimum space in between, though, is always at least one line break. If not a legal requirement, the address of the company can be omitted to provide room for higher-priority information.

Office Applications & Templates

4.01 Business Cards (Back Option)

If a local language is to be used on the back of the card, please follow the basic guidelines from the previous page. Otherwise, the back can optionally be either solid Tosoh red or white text on Tosoh red.

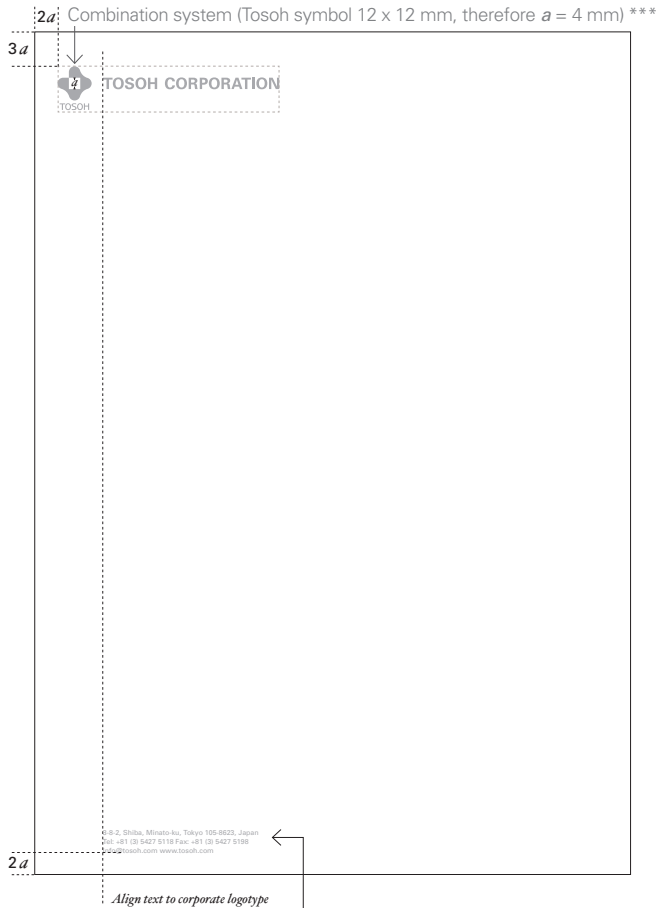


Office Applications & Templates

4.02 Letterheads, News Releases, and Follow Pages

Digital template available*

Specifications for A4 Letterhead**



Secondary information: Univers 55 Roman, size 7 pt, leading 9.1 pt

Note: If the legal entity name is included, it should be treated in the same typographic style as the other secondary information (in sentence case).

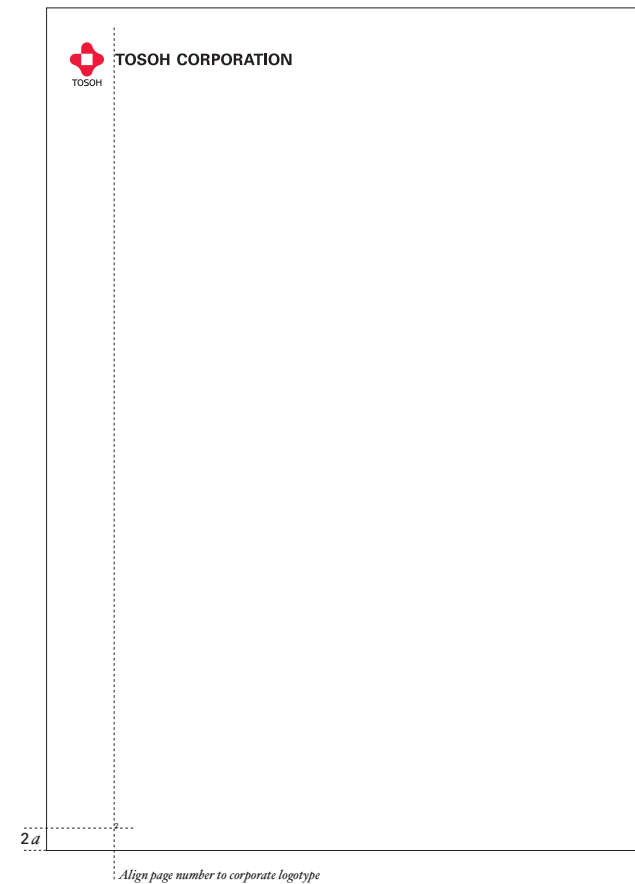
Limitations for Body Text Space



"News Release" (if applicable): all capitals, Arial Regular, size 12 pt, black 60%

Body text: Arial Regular, size 10 pt, black 100%

A4 Follow Pages****



*Secondary information in the digital letterhead should be in the Arial typeface.

**US letter size should also follow A4 specifications.

***The use of the tagline is acceptable. Please see 1.05 Taglines, p.17, for details.

****Follow specifications of A4 letterhead (without secondary information).

Office Applications & Templates

4.03 Envelopes

Three standard envelope sizes are the basis for the envelope design. Window envelopes and different sizes are acceptable; however, please use these guidelines as a basis for the design and placement of the elements.

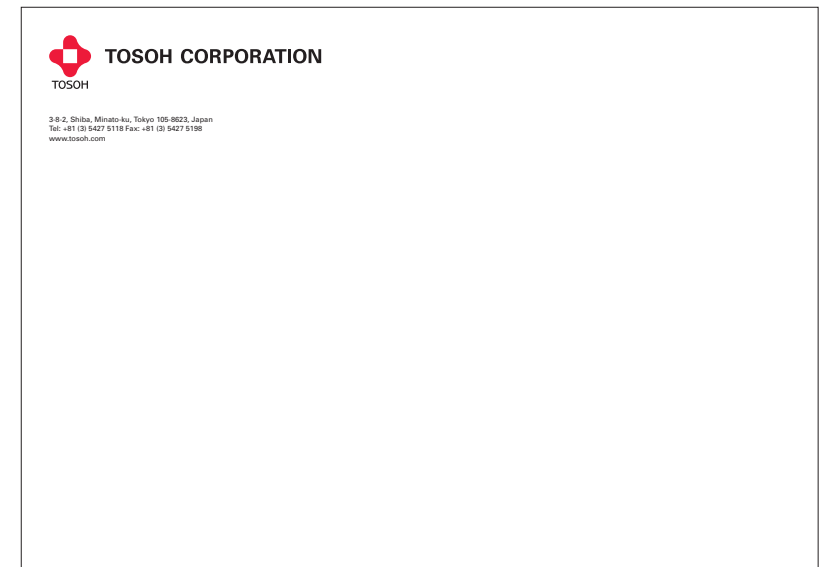
⚠ Caution

Each national postage system has its own regulations for margin width, so please adjust the layout accordingly.

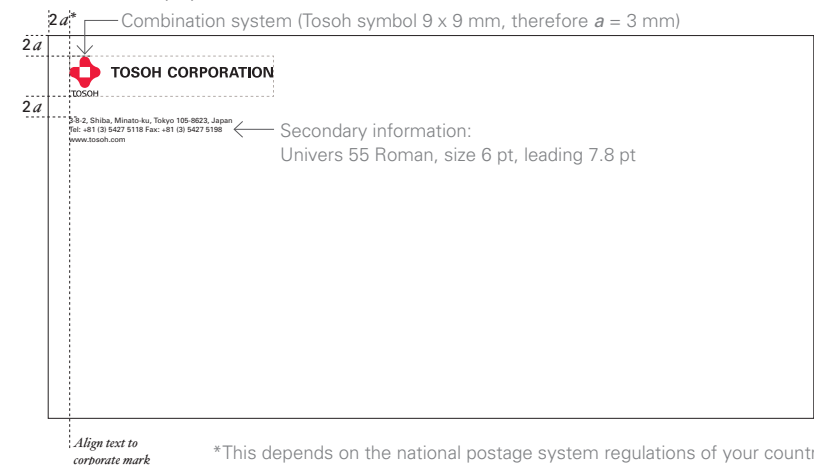
C4 (for unfolded A4 paper)



C5 (for A4 paper folded in half) Same specifications as C4 size

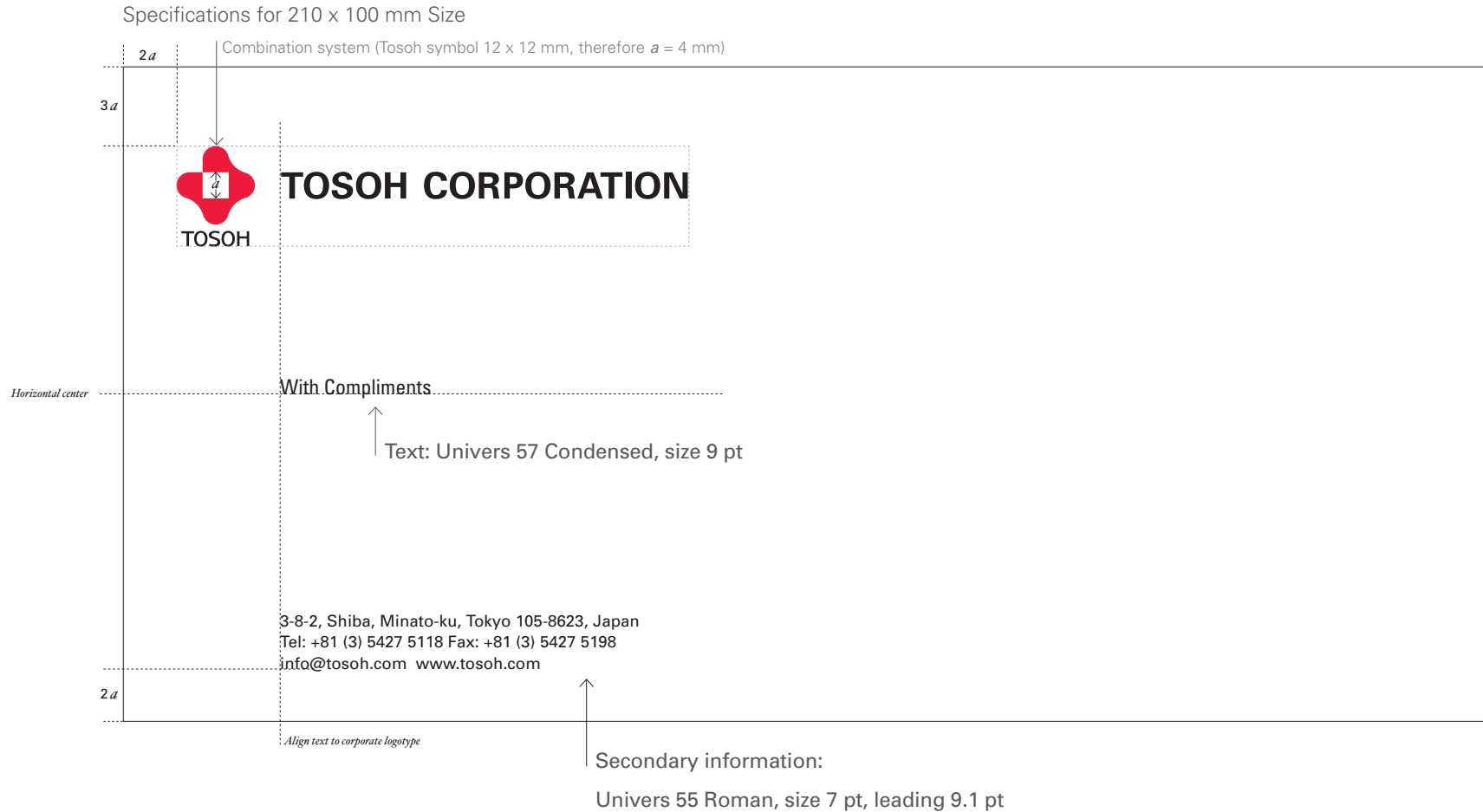


DL (for A4 paper folded into thirds)



Office Applications & Templates

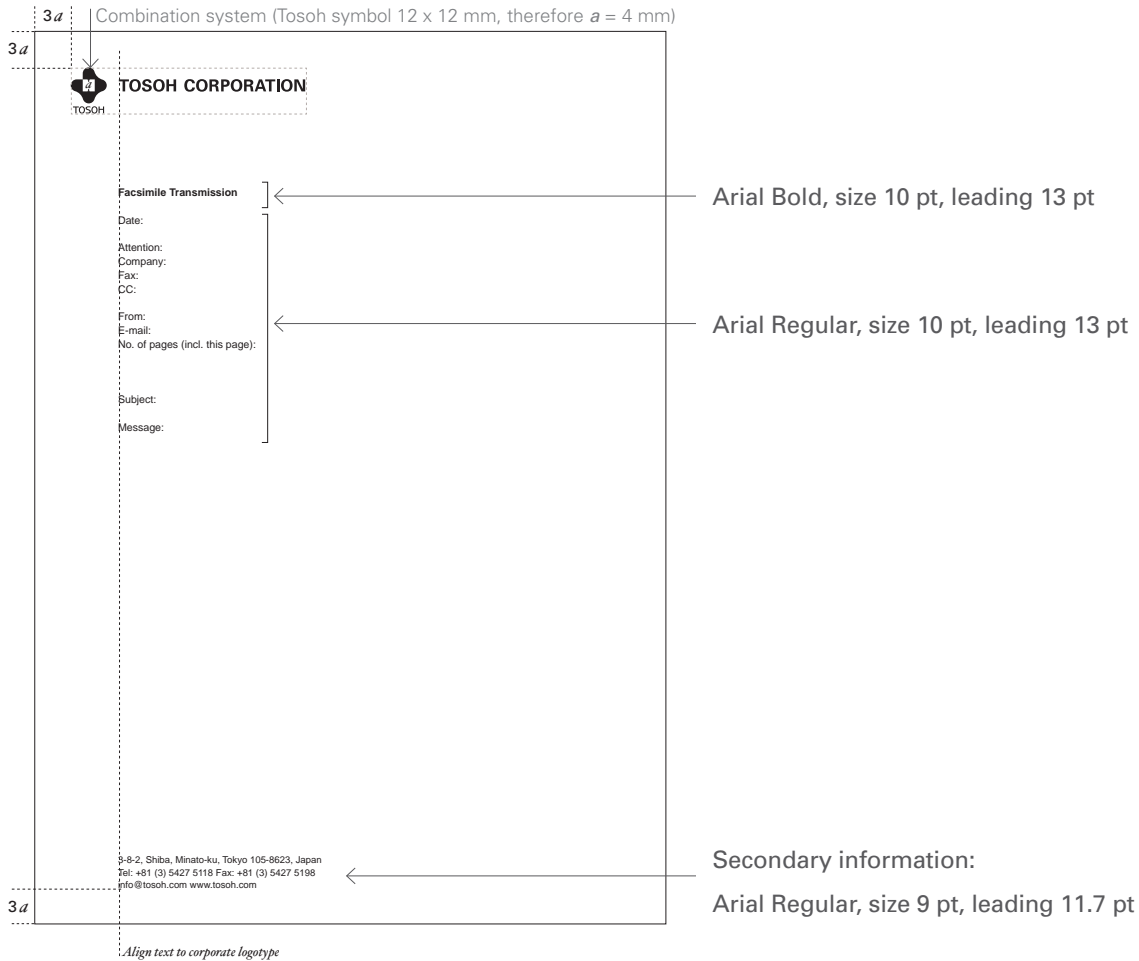
4.04 With Compliments Slips



Office Applications & Templates

4.05 Fax Header Digital template available

Specifications for A4 Fax Header (printed in one color: black)*



*US Letter size should also follow A4 specifications.

Office Applications & Templates

4.06 E-mail Signature Block

A consistent e-mail signature is necessary within the Tosoh Group. An e-mail signature is a block of HTML text appended to the end of an e-mail message, often containing the sender's name, address, phone number, or other contact information. Most e-mail clients, including Microsoft Outlook and Eudora, can be configured to automatically append an e-mail signature with each new message. If additional information is required, such as a disclaimer for legal liabilities or a notification of virus scanning methods, please put this at the end of the signature.

Exceptions

The corporate logotype can be typed out in this instance, rather than using the fixed graphic. Use of an authorized division tagline may be used in place of the corporate tagline, "The Chemistry of Innovation."

HTML/Rich Text Signature

Arial Regular, 10 pt → John Smith, Ph.D.,
Arial Regular, 9 pt → Project Manager ←
(1 line) →
Arial Bold, 10 pt (all caps) → **TOSOH CORPORATION**
Arial Regular, 9 pt → The Chemistry of Innovation ← HEX #666666
(1 line) →
Arial Regular, 9 pt → International Corporate Development, Japan
Arial Regular, 9 pt → Direct: +81 (3) 5427 5118 Fax: +81 (3) 5427 5198
Arial Regular, 9 pt → www.tosoh.com

Plain Text Signature

Arial Regular, 10 pt → John Smith, Ph.D.,
Arial Regular, 9 pt → Project Manager
(1 line) →
Arial Regular, 10 pt (all caps) → **TOSOH CORPORATION**
Arial Regular, 9 pt → The Chemistry of Innovation
(1 line) →
Arial Regular, 9 pt → International Corporate Development, Japan
Arial Regular, 9 pt → Direct: +81 (3) 5427 5118 Fax: +81 (3) 5427 5198
Arial Regular, 9 pt → www.tosoh.com

Office Applications & Templates

4.07 Microsoft PowerPoint Presentations

Digital template available

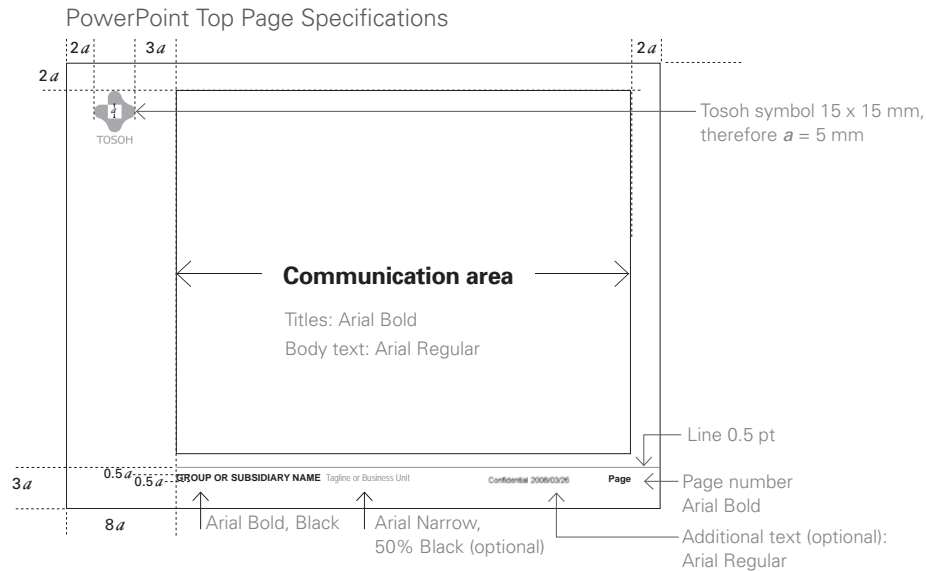
PowerPoint presentations should be clear and simple. Arial should be used as the main font for the roman alphabet (for foreign alphabets, please refer to 1.04 Typefaces for Foreign-Alphabet Fonts on p.16 for details). Body text is to be typed in sentence case (no full capitals). Avoid cluttered pages with charts and data and stick to the main points. If detailed supporting charts and graphs are needed, create PowerPoint notes to be handed out to the audience.

Exceptions

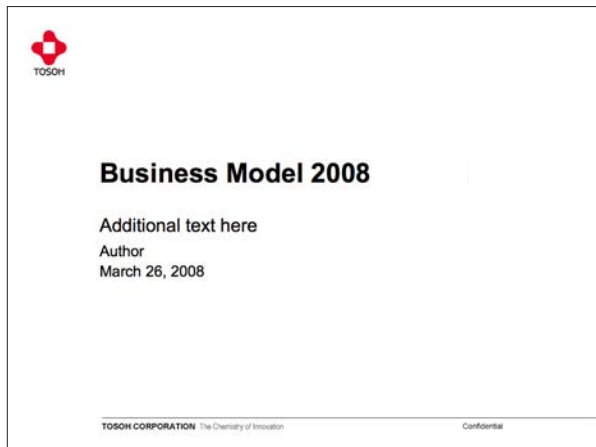
The corporate logotype and tagline may be typed out in this instance, rather than using the fixed graphic.

Caution

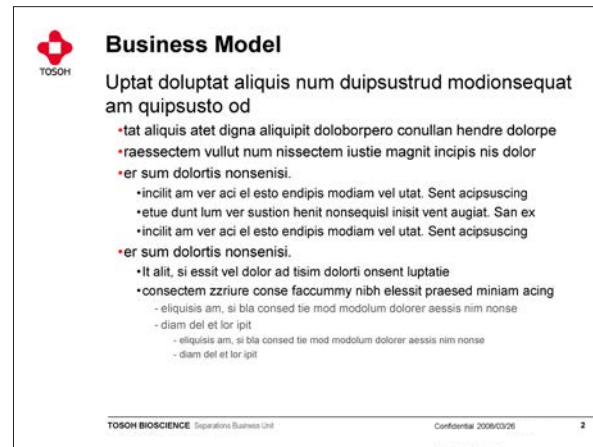
Please note that while it is acceptable to use Tosoh red in charts and diagrams, black and tints of black are preferred for body text. Please follow the specifications in the PowerPoint template.



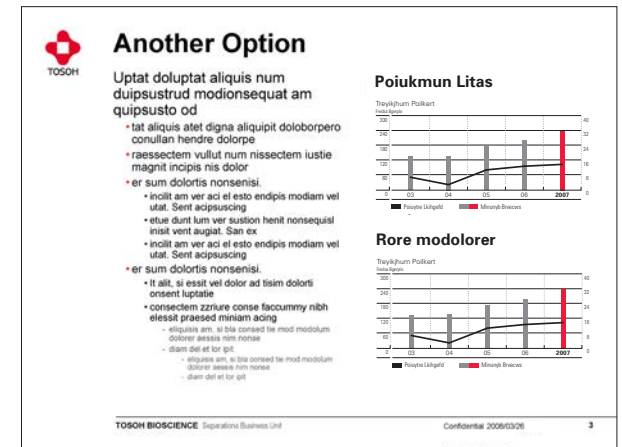
PowerPoint Top Page Example



PowerPoint Follow Page Example



PowerPoint Follow Page Two-Column Example



Office Applications & Templates

4.08 Signage for Outdoor Placement

Every sign will have a different set of obstacles to overcome, including the size of its area and environmental conditions. It is important to maintain the integrity of the Tosoh brand by keeping things simple and by following the guidelines. For signage, the exclusion area is just one proportion of a . This is an exception to the rule.

Since signage projects are costly, please feel free to consult with the public relations manager in International Corporate Development, Tosoh Corporation, before embarking upon construction.

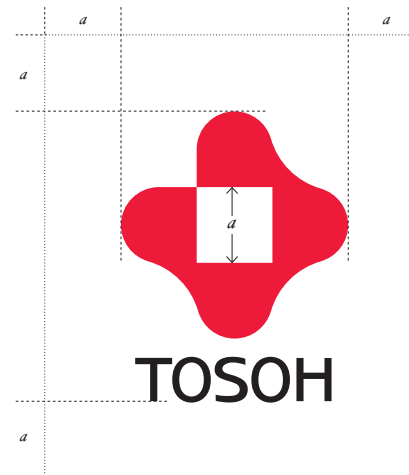
⚠ Caution

If the corporate mark is contoured (or cut out, as in the photograph to the right), it is important that the square inside the Tosoh symbol also be cut out.

Example of Acceptable Application



Main Signage with Minimum White Space



Office Applications & Templates

4.08 Signage with the Combination System

There may be occasions where the combination system requires slight modifications when used on signage. For example, there may be locations that house more than one subsidiary or company or that use multiple languages. Signage costs are high, so we recommend that these guidelines be followed on new signage or with updates.

⚠ Caution

It is crucial that the sign be placed on a white (or as near white as possible) wall or area. If this is not possible because of building regulations, please use the monotone version of the corporate mark so that it is all black.

⚠ Exceptions

The minimum exclusion area is one proportion of a for the area around the corporate mark.

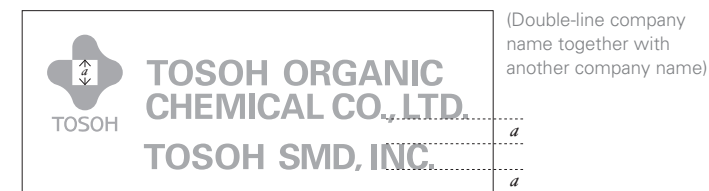
Simple One-Name Sign (combination system)



Specifications**



Bilingual or Multiple-Name Signs



Business Unit and Additional Text Sign*



*The group brand replaces the legal entity only for Tosoh Bioscience.

**Refer to 1.03 Combination System, page 13, for basic specifications.

Office Applications & Templates

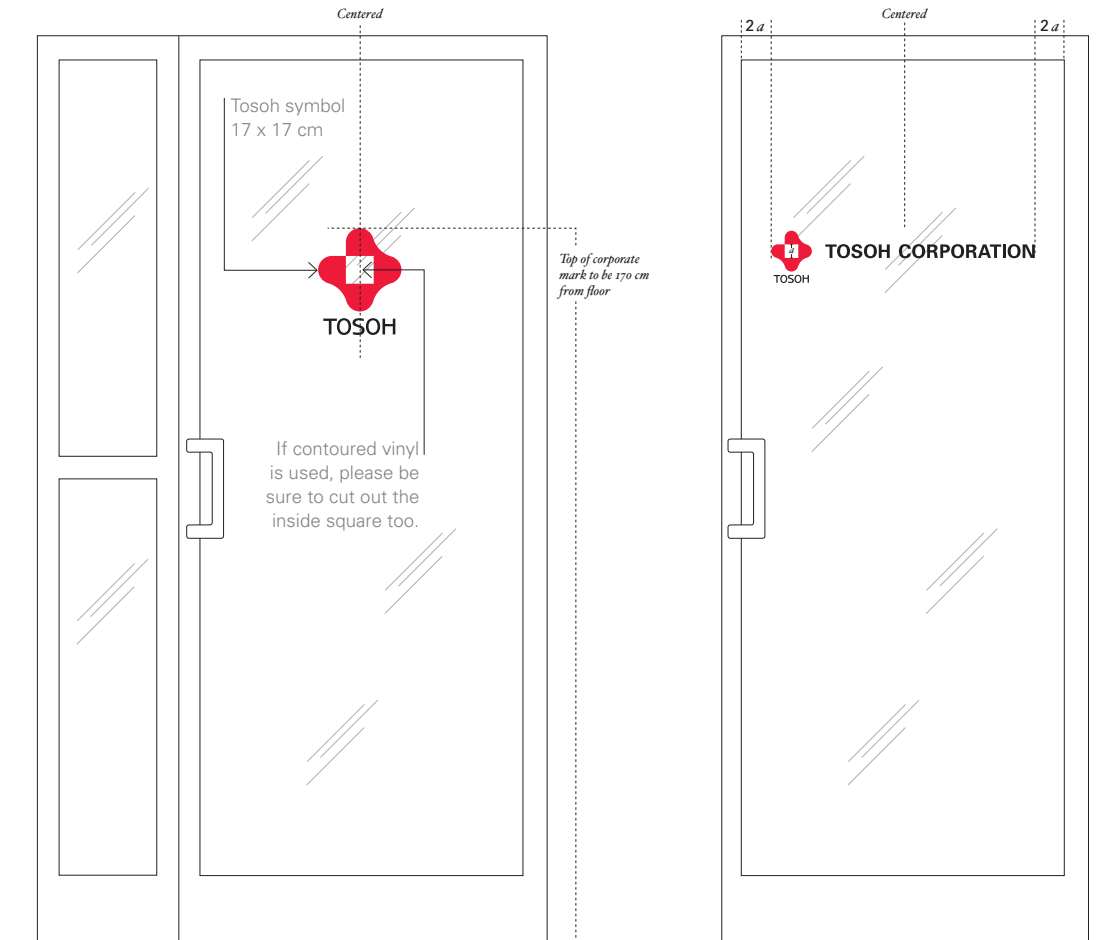
4.08 Signage for Doors

⚠ Caution

If the corporate mark is contoured (or cut out), it is important that the square inside the Tosoh symbol also be cut out.

If the glass on the door is mirrored or one-way, please use the monotone version of the corporate mark or combination system.

Tosoh Corporate Mark on Glass Doors



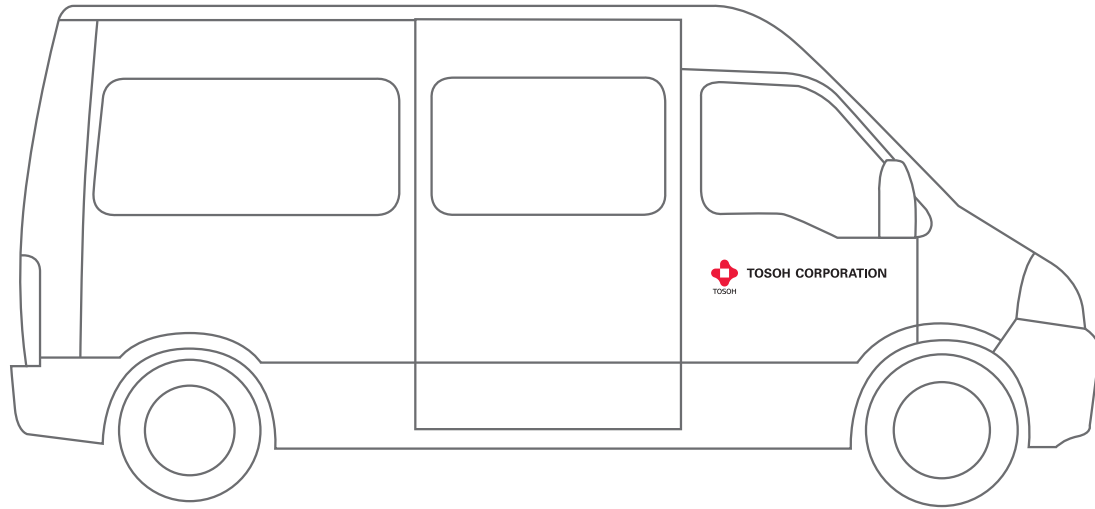
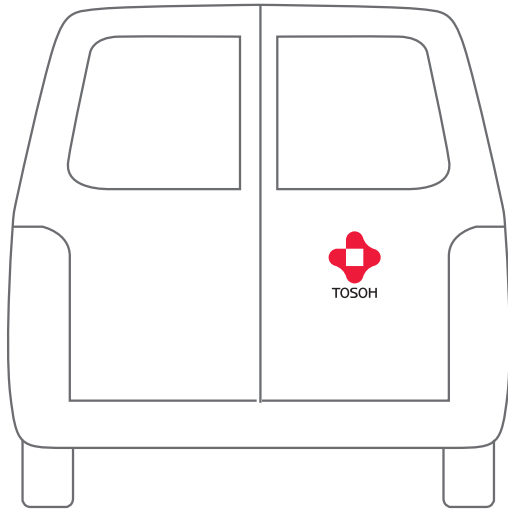
Office Applications & Templates

4.08 Signage for Vehicles

Keeping signage on vehicles as clean and simple as possible is the most effective way to maintain the integrity of the brand.

Because car, van, and truck designs differ, sometimes it won't be possible to accommodate the exclusion area. Please leave enough space for a good balance (at least one proportion of *a*) and, most importantly, follow the guidelines for the combination system where used.

All Tosoh vehicles should be white.



Office Applications & Templates

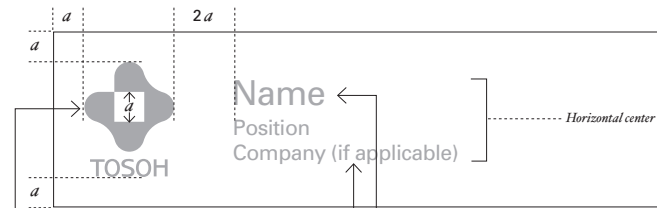
4.09 Name Tags

Please use these guidelines as a basis for the design of name tags regardless of their size.

Exceptions

The exclusion area is only one proportion of a for the area around the corporate mark.

Specifications for 82 x 23 mm Name Tag

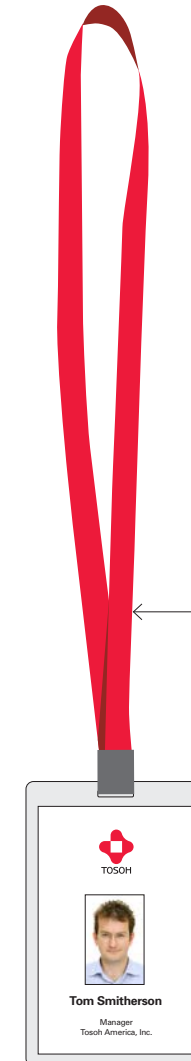
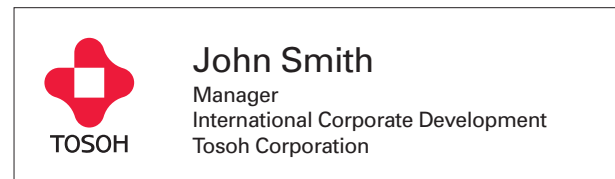


Tosoh symbol 12 x 12 mm, therefore $a = 4$ mm

Name:
Univers 55 Roman (Arial is an acceptable alternative), size 14 pt, leading 14 pt

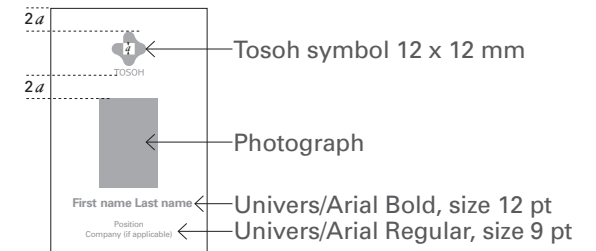
Position and company:
Univers 55 Roman (Arial is an acceptable alternative), size 8 pt, leading 11 pt

Name Tag Example



← Tosoh Red Lanyard (no printing)

Specifications for 85 x 50 mm



← Tosoh symbol 12 x 12 mm

← Photograph

← Univers/Arial Bold, size 12 pt

← Univers/Arial Regular, size 9 pt

Office Applications & Templates

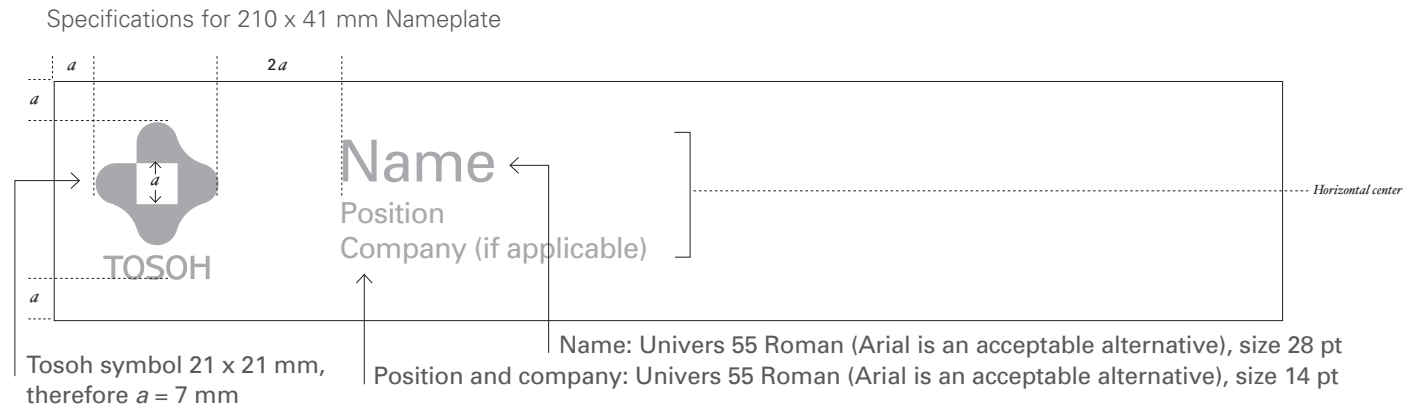
4.10 Nameplates

For nameplates, a white background is preferred. If, however, premium-quality nameplates are desired, silver or aluminum backgrounds are preferred over bronze or gold.

If a size different from that shown is used, please use these guidelines for the design.

Exceptions

The exclusion area is only one proportion of a for the area around the corporate mark.



Nameplate Example



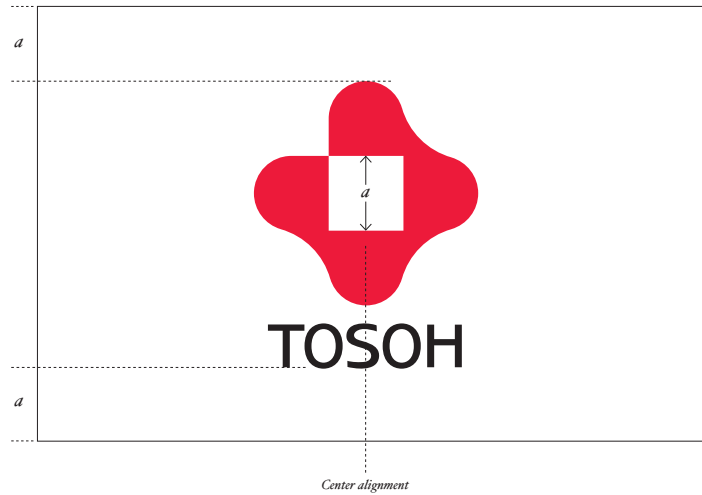
Office Applications & Templates

4.11 Company Flag

⚠ Exceptions

The exclusion area is only one proportion of a for the area above and below the corporate mark.

Specifications



Office Applications & Templates

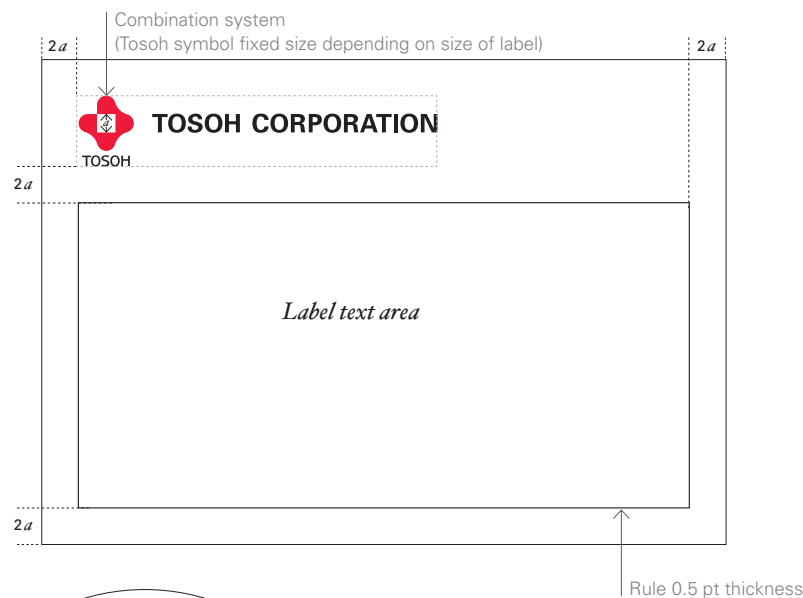
4.12 Labels

Labels should be kept simple, and the combination system should be used with consistency. The corporate font should always be used for text (see 1.04, page 14, for more details on fonts).

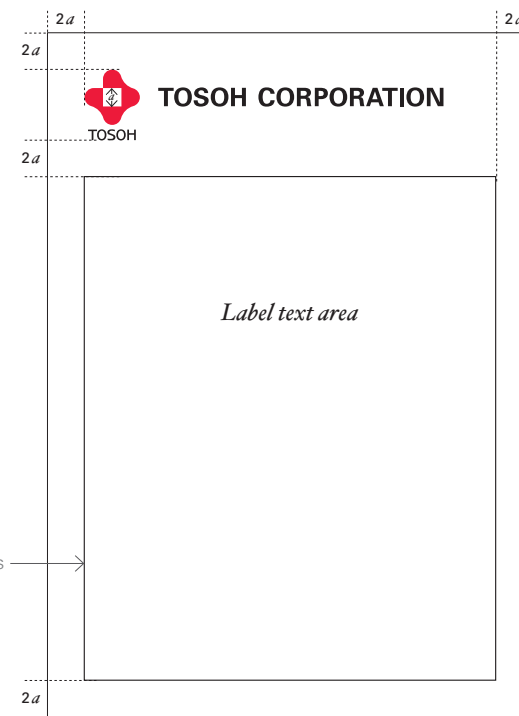
Tosoh symbol size in proportion to size of label (approximate sizes in mm)

Label size	Tosoh symbol size
A4 (210 x 297)	18 mm
A5 (148 x 210)	15 mm
A6 (105 x 148)	12 mm
A7 (74 x 105)	9 mm

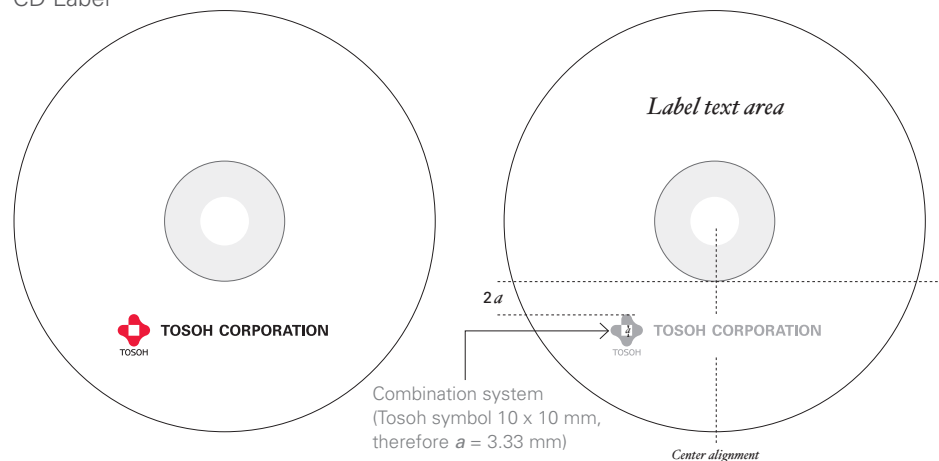
Horizontal Example Specifications



Vertical Example Specifications



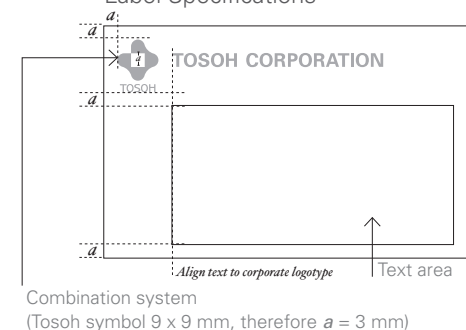
CD Label



Label (business card size)



Label Specifications



Office Applications & Templates

4.13 Templates

Digital templates are available for the following:

- Microsoft PowerPoint presentations
- Digital letterheads and follow pages
- Fax headers
- Email signature block

Please use the templates from the Tosoh Corporate Visual Identity Guidelines. If you do not have access to the templates on a local server, please contact the public relations manager in International Corporate Development, Tosoh Corporation.

All other office applications should be created using the specifications provided.

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Tosoh Corporate Visual Identity Guidelines

Glossary

Combination system	The system that combines the corporate mark and the corporate logotype into one unit.
Core elements	Components that make up the essential, basic parts of the Corporate Visual Identity Guidelines. These elements apply to all design work regardless of media.
Corporate logotype	The company or subsidiary name, displayed in some cases in addition to the corporate mark.
Corporate mark	The main logo that visually identifies an organization. Sometimes referred to as the signature logo, Tosoh's corporate mark consists of the Tosoh symbol and the Tosoh logotype.
Design system	A set of rules for using visual identity in marketing communications materials.
Office applications	Items that are specifically for office use, such as stationery and signage.
Signature system	The system that shows how to display the corporate mark and the corporate logotype on the same page but as separate elements.
Tagline	A phrase or sentence associated with a brand name.
Template	A computer file that can be opened directly from a PC and that provides a standard format for the creation of media.
Tosoh logotype	The text element (Tosoh) of the corporate mark.
Tosoh symbol	The picture element of the corporate mark.
Visual identity	The overall visual persona of a corporate brand that expresses a company's values and personality.

Tosoh Corporate Visual Identity Guidelines

For More Information

For your convenience, digital files have been created for the corporate mark, corporate logotypes, and combination system.

Files are available in the following formats:

- eps (line based)
- jpg (pixel based)

Digital Files

• The corporate mark

Standard:

Standard CM (tosoh_cm_standard)

Additional:

One-color CM (tosoh_cm_onecol)

Monotone CM (tosoh_cm_mono)

• The corporate logotype (with various subsidiaries) and the combination system (with various subsidiaries)

Standard:

Tosoh Corporation (English) (tosoh_cl_standard) (tosoh_cs_standard)

Additional:

Tosoh America, Inc.	(tosoh_cl_america)	(tosoh_cs_america)
Tosoh Asia Pte. Ltd.	(tosoh_cl_asiapte)	(tosoh_cs_asiapte)
Tosoh Bioscience	(tosoh_cl_biosc)	(tosoh_cs_biosc)
Tosoh Corporation (Chinese)	(tosoh_cl_chinese)	(tosoh_cs_chinese)
Tosoh Corporation (Japanese)	(tosoh_cl_japanese)	(tosoh_cs_japanese)
Tosoh Europe B.V.	(tosoh_cl_europe_bv)	(tosoh_cs_europe_bv)
Tosoh Europe N.V.	(tosoh_cl_europe_nv)	(tosoh_cs_europe_nv)
Tosoh Finechem Corporation	(tosoh_cl_finechem)	(tosoh_cs_finechem)
Tosoh F-Tech, Inc.	(tosoh_cl_f-tech)	(tosoh_cs_f-tech)
Tosoh (Guangzhou) Chemical Industries, Inc.	(tosoh_cl_guangz)	(tosoh_cs_guangz)
Tosoh Hellas A.I.C.	(tosoh_cl_hellas)	(tosoh_cs_hellas)
Tosoh Nikkemi Corporation	(tosoh_cl_nikkemi)	(tosoh_cs_nikkemi)
Tosoh Organic Chemical Co., Ltd.	(tosoh_cl_orgchem)	(tosoh_cs_orgchem)
Tosoh Polyvin Corporation	(tosoh_cl_polyvin)	(tosoh_cs_polyvin)
Tosoh Quartz, Inc.	(tosoh_cl_quartzltd)	(tosoh_cs_quartzltd)
Tosoh (Shanghai) Co., Ltd.	(tosoh_cl_shang)	(tosoh_cs_shang)
Tosoh SMD, Inc.	(tosoh_cl_smdinc)	(tosoh_cs_smdinc)
Tosoh SMD Korea, Ltd.	(tosoh_cl_smdkor)	(tosoh_cs_smdkor)
Tosoh SMD Taiwan, Ltd.	(tosoh_cl_smdtaiw)	(tosoh_cs_smdtaiw)
Tosoh SMD Shanghai Co., Ltd.	(tosoh_cl_smdshang)	(tosoh_cs_smdshang)
Tosoh Specialty Chemicals USA, Inc.	(tosoh_cl_spechemus)	(tosoh_cs_spechemus)
Tosoh USA, Inc.	(tosoh_cl_usa)	(tosoh_cs_usa)

• Taglines

Corporate Tagline (tosoh_corp_tag)

Queries

Should you have any questions regarding the contents of these guidelines, please contact the public relations manager in International Corporate Development, Tosoh Corporation.

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