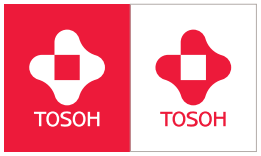
Core Elements

1.01 Corporate Mark Restrictions

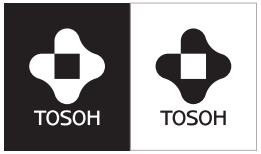
It is very important to maintain consistency with the corporate mark. A few examples have been provided to show specifically what is acceptable and what is not.

✓ Acceptable Usage

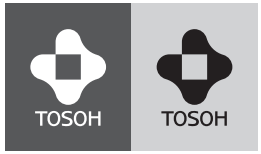
✓



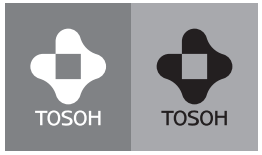
✓



✓



✓



✓

✕ Unacceptable Usage

✕ **Do not** change the color of the corporate mark elements.

✕ **Do not** place the logotype to the right of the symbol.

✕ **Do not** outline the corporate mark.

✕ **Do not** use the Tosoh symbol as an image box.

✕ **Do not** change the typeface of the Tosoh logotype.

✕ **Do not** use the Tosoh symbol as a graphic element.

✕ **Do not** fade out the corporate mark.

✕ **Do not** replace the Tosoh logotype with a corporate logotype.

✕ **Do not** make the corporate mark smaller than the minimum size.

✕ **Do not** place the corporate mark on a colored background.

✕ **Do not** increase the space between the symbol and the logotype or use them independently of one another.

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

✕ **Do not** use the corporate mark within text or try to replicate it within text. Use sentence case —Tosoh—only.

✕ **Do not** place the corporate mark on a patterned background or image.

✕ **Do not** add effects to the corporate mark.

✕ **Do not** change the proportions of the corporate mark elements.