

Casio Logo Guide





Welcome

How a company communicates can sometimes be as important as what it communicates.

That's why Casio has embarked on a program to present itself and its products to its many market places in a new and consistent fashion. This Guide outlines how this is to be accomplished.

Casio's reputation is an important asset in the sale of every one of our products. While each product must exist in its own competitive market place, there is a common strength to be gained from favorable, ready recognition of the Company which stands behind each individual product.

Thus we have developed a consistent, coordinated system of corporate identification: logos, tag-line, colors, etc. as well as proportions and relationships between elements. Standards have been established for virtually every type of communication that bears the Casio name. The basic work on this program is outlined in this Guide. Effective implementation is now up to you.

We know that it cannot be accomplished overnight, but we urge you to take advantage of every opportunity to apply this identification as quickly and as broadly as possible. With one consistent identification applied company-wide we will take a big step forward in educating all of our public to the breadth, scope and quality of our operation and products.

Gary Rado
President, Casio, Inc.

Logo

CASIO®

the unexpected **extra**

CASIO[®]
the unexpected **extra**

How to use logo with red dash rule

You can use a red dash rule and a red bullet (PMS 186 for coated or PMS 1925 for un-coated-see “Technical Information for Graphic Artists and Printers” for process specification) to tie the logo with the “extra”

IMPORTANT

Never make the red dash rule appear as if it is part of the logo.

THE FIRST HIGH TECH, BLUE CHIP CAMERA.



Casio Technology. IBM[®] Microdrive[™]. The Digital Camera That Gives You The Whole Picture. 245 Shots at Higher Resolution. Under \$1,000.

It's the digital camera that yields a great return. The new Casio QV-3000EXplus Digital Camera with the IBM Microdrive. Just look at its portfolio of features...

- **HIGHEST RESOLUTION** - With **3.34 megapixels** (that's more than any other digital camera) your shots will come to life with crystal clear imagery and incredible detail.

- **SUPER STORAGE** - It's easy to take your best shot--over 200 of 'em in fact. That's how many shots its advanced IBM microdrive can hold. Equivalent to 20 rolls of 12 exposure film.

- **PICTURE PERFECT SHARING** - The Casio QV-3000EXplus has made sharing photos as easy as point, shoot and **zing**. Learn more at casio.zing.com.

And in today's market, the Casio QV-3000EXplus is the best buy too. Retailing at just \$999.

For more information and a retail outlet near you, just call 1-800-836-8580, or www.casio.com. The Casio QV-3000EXplus Digital Camera with the IBM Microdrive. Picture perfect in every way.



CASIO
the unexpected **extra**

WWW.CASIO.COM

This is a sample of the logo usage in an ad.

CASIO[®]
the unexpected **extra**

YES

CASIO[®]
the unexpected **extra**

YES

YES

CASIO[®]
the unexpected **extra**



When do I use the logo?

Use the **“logo”** in all your correspondence. You should use it in e-mails, presentations, faxes etc. All Departments should incorporate the new logo into all material.

Help us place the logo in front of buyers, editors and consumers. Every exposure, no matter how small, helps our branding effort.

The **logo** will be used on packaging, brochures, POP material, web pages and in all advertising to emphasize the extra.

The tag-line may also be used by anyone in presentations and proposals of any kind to point out a Casio extra.



What format logo should I use ?

OFFICE USE

For **PowerPoint, Word** and **Excel** you should use a GIF.

We have placed Logo art of all versions in a folder named "Office Art" on this CD.

A special piece of art for use in your e-mail auto signature has also been placed in this folder.

WWW

A folder named "**www**" for art to be used for creation of web pages has been established.

This folder contains a GIF and a PSD of all versions.

GRAPHIC DESIGNERS/PRINTERS

A folder named **GRAPHICS** has been established and contains a complete collection of all versions of the art as PSD and illustrator documents in photoshop and illustrator folders.

Please note--Refer to the section marked "Can I change the size of the logo?", "How do I use the logo on solid backgrounds?" and "I am only printing "Black & White" for information on the proper logo to use.



Can I change the logo?



1) Never distort the logo in any way.



2) Never box in the logo.



3) Never change the color. Various versions have been created to meet almost every design situation. Please select the logo and tag-line that works best for your design project



4) Never reposition the elements such as moving the lines closer or further away. Never change the proportion of the elements by making one of them larger or smaller.



CASIO[®]
the unexpected **extra**

Can I change the size of the logo?

Yes!

CASIO[®]

the unexpected **extra**

CASIO[®]

the unexpected **extra**

CASIO[®]

the unexpected **extra**

CASIO[®]

the unexpected **extra**

CASIO[®]

the unexpected **extra**



What is the file name of the master logo?



Logo use art file name: **UE LOGO**



How do I use the logo on solid backgrounds?

Logo use art file name: **UE KO RED**



Logo use art file name: **UE KO BLUE/DARK**



Logo use art file name: **UE KO BLUE/DARK**





I am only printing Black and White
and White?

Logo for use in Black and White
free standing (no background).

Logo use art file name: **UE B&W KO**



Logo use art file name: **UE B&W KO**



Logo use art file name: **UE B&W SUR**





Can I use a color background with the Casio logo?

YES you can use any color background logo but only the following colors for Casio: 1.Blue 2.Black 3.White. You will find this flexibility necessary when your design includes gradations.

The priority should be readability keeping color similarity in mind.





Technical Information for Graphic Artists and Printers

Technical Information

Ink Color and Paper

Red Ink	PMS	Process
Coated Paper:	186	91M/76Y/6K
Un-coated Paper:	1925	94M/51Y

Blue Ink	PMS	Process
Coated Paper:	293	100C/56M
Un-coated Paper:	293	100C/56M

Designer Notes--Color Selection for Other Elements

Obviously, the red in our logo is the focus point. If at all possible avoid the use of similar red backgrounds. If this is not possible, please refer to the page dedicated to special treatment for similar backgrounds: [“How do I use the logo on solid backgrounds?”](#) Also, please avoid the use of red elements in close proximity to the logo .



Technical Information for Graphic Artists and Printers

Technical Information

In order to reduce printing cost of cartons it will be permissible to print the carton logo in Black with the word **“extra” a 40% tint.**

Logo use art file name: **UE B&W KO**



If additional cost is not incurred the preference would be to print the Logo Casio blue PMS 293 with the word **“extra” a 40% tint.**

Logo use art file name: **UE B&W 293** with PMS 293 Ink





Technical Information for Graphic Artists and Printers

Technical Information

Designer Notes--Proportion of Logo

It is understood that this is not always possible or advantageous to maintain this size ratio. Deviation for esthetic value or readability is permissible.





Questions? or Suggestions?

If you have any questions or suggestions to improve this guide please let me know.
e-mail aheron@casio.com

If your questions concern the use of the logo with Microsoft Office Programs
or any Casio Systems please contact Human Resources and they will direct you
to the source to answer your questions.

If you encounter questions from a Graphic Designer or Printer please have them
e-mail me at aheron@casio.com or call me at: 973-361-5400 Extension 1436 or 1450.

Art Heron