NAGASE

Revised on March 1, 2016

Contents

1 Introduction
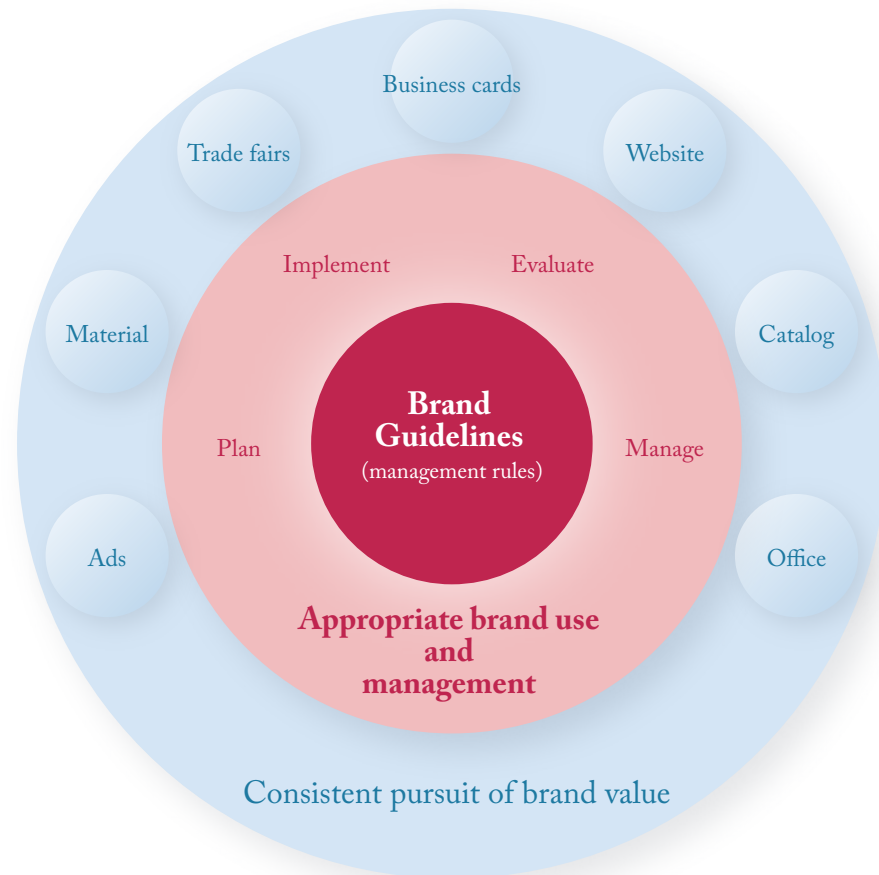
1-1 | What are Brand Guidelines?

The NAGASE Brand Guidelines constitute a rule book to ensure consistency in terms of linguistic and visual representations, which form the NAGASE Group's brand image. It includes rules for appropriately applying and managing the brand.

The NAGASE Group has opportunities to come into contact with stakeholders in various situations. Using uniform wording, colors, and design for all these opportunities, such as websites, business cards, catalogs, and trade fairs, deepens stakeholders' understanding of the NAGASE brand and helps raise brand value.

You should strengthen the sense of unity within the NAGAGE Group and effectively work to increase the NAGASE brand value by fully understanding the content of these guidelines and properly using and managing them.

Business cards

Trade fairs

Website

Implement   Evaluate

Material

Brand Guidelines
(management rules)

Plan   Manage

Catalog

Appropriate brand use and management

Ads

Office

Consistent pursuit of brand value

1-2 | Scope of Application

The scope that these guidelines are applicable depends on the Group company.
See the attached material for an explanation of "type A" and "type B" group companies.

	Item	Referring page	NAGASE & CO. LTD.	Type A	Type B
Chapter 2	NAGASE vision	P.7	Applicable	Applicable	Applicable
	Personality	P.8	Applicable	Applicable	Optional
Chapter 3	Statement	P.10	Applicable	Applicable	Optional
	Slogan	P.11	Applicable	Applicable	Optional
	Brand name	P.12	Applicable	Applicable	Applicable
Chapter 4	Corporate logo	P.14	Applicable	Applicable	Not applicable
	Company name logo	P.19	Applicable	Not applicable	Not applicable
	Corporate logo + company name logo	P.23	Applicable	Applicable	Not applicable
	Design with endorsement logo	P.33	Not applicable	Not applicable	Applicable
	Design with tagline	P.38	Applicable	Applicable	Not applicable
	Corporate colors and color palette	P.46	Applicable	Applicable	Optional
	Typeface	P.47	Applicable	Applicable	Optional
	Photographic images	P.51	Applicable	Applicable	Optional
	Key visuals	P.56	Optional	Optional	Optional
	Company emblem	P.59	Applicable	Not applicable	Not applicable
Chapter 5	Business cards	P.65	Applicable	Applicable	Optional
	Letterhead	P.67	Applicable	Applicable	Optional
	Envelopes	P.68	Applicable	Applicable	Optional
	PowerPoint	P.72	Applicable	Applicable	Optional
	Employee IDs	P.73	Applicable	Applicable	Optional
	E-mail signatures	P.74	Applicable	Applicable	Optional
	Website	P.78	Applicable	Applicable	Optional
	Office entrance	P.79	Applicable	Applicable	Optional
	Event booths	P.80	Applicable	Applicable	Optional
	Event product explanation panel	P.81	Applicable	Applicable	Optional
	Product catalog	P.82	Applicable	Applicable	Optional
	Magazine ads	P.85	Applicable	Applicable	Optional

2 Brand Concept

What is the NAGASE Vision?

The NAGASE Vision is based on the almost 200 years of history the NAGASE Group has traveled and was built up from the ideas of the 6,000 group employees.

It expresses in simple terms what the NAGASE Group's strengths are, how it should provide value, and what type of society it wants to create.

The statement, slogan, and key visuals set in these guidelines were created to embody the NAGASE vision.

Strengths/ characteristics

- Maintaining the highest standards of integrity for almost 200 years
- Working with partners to enable new technology
- Driving new technologies with knowledge and experience
- Staying a step ahead of the market to actively offer solutions

Value Proposition

- We "identify, develop, and expand" new businesses
    1. Identify: We discover untapped business opportunities
    2. Develop: We convert opportunities into customer value
   3. Expand: We deliver solutions to multiple fields and regions

Vision for the Future

- We will contribute to a sustainable world where people live with peace of mind

What is personality?

The NAGASE brand reflects our personality and world view, and is expressed by using terms and adjectives that make it easy to envision.

These terms and adjectives should be used when creating messages so all stakeholders receive a consistent, universal message.
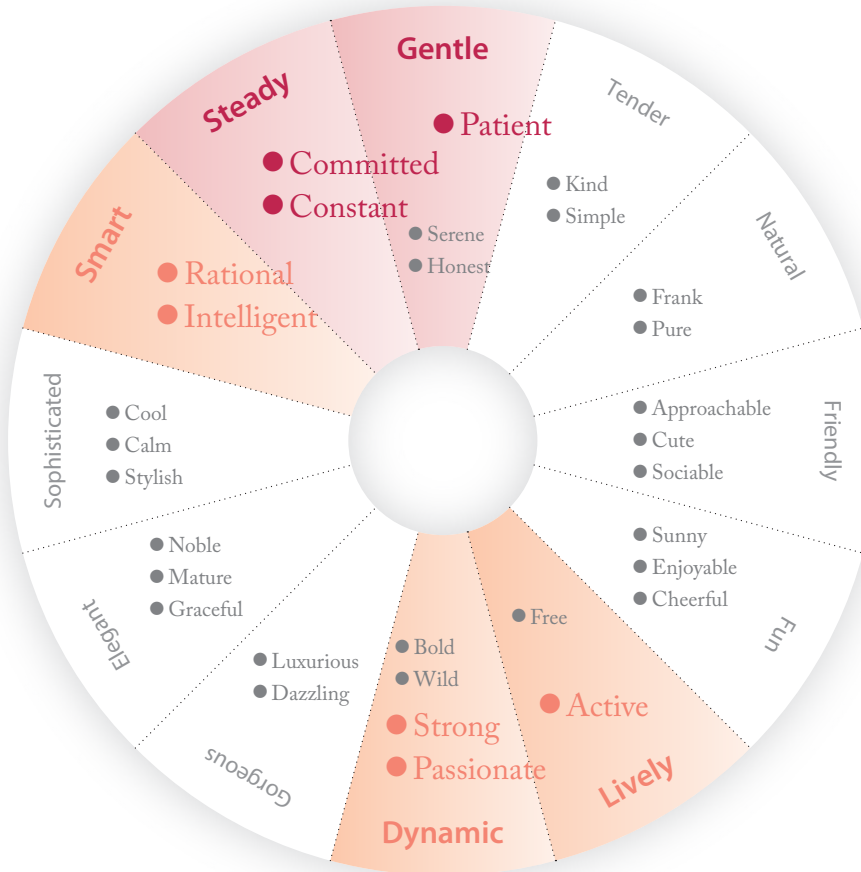
■ Red = critical

■ Orange = important

○ Recommended images	✕ Prohibited images
◉ Patient	✕ Opulent
◉ Committed	✕ Showy
◉ Constant	✕ Grand
● Rational	✕ Refined
● Intelligent	
● Strong	
● Passionate	
● Active	

Gentle
- Patient

Steady
- Committed
- Constant
- Serene
- Honest

Smart
- Rational
- Intelligent

Tender
- Kind
- Simple

Natural
- Frank
- Pure

Sophisticated
- Cool
- Calm
- Stylish

Friendly
- Approachable
- Cute
- Sociable

Fun
- Sunny
- Enjoyable
- Cheerful

Elegant
- Noble
- Mature
- Graceful

Gorgeous
- Luxurious
- Dazzling

Dynamic
- Bold
- Wild
- Strong
- Passionate

Lively
- Free
- Active

3 Linguistic Expressions

3-1 | Statement

What is a statement?

The statement expresses in creative wording the promise that the NAGASE Group has made with society regarding the future, which indicates the NAGASE vision.

The purpose of the statement is to increase, both inside and outside the company, understanding of the NAGASE vision and strengthen identification with the future that the NAGASE Group wants to realize.

It is possible to create a uniform brand image if all employees properly understand the meaning of the statement and continually communicate that meaning to people inside and outside the company using the same words.

With integrity,
we bring ideas together.
We bring people together.
We bring it all to life.

Over almost 200 years,
We've worked alongside
our customers and partners
to move industry forward
by offering vision and innovative solutions.

Staying a step ahead of the market,
We remain committed
to driving new technologies
that contribute to a better society.

What is a slogan

Describes the value proposition "identify, develop, and expand" in a single word.

Describes NAGASE Group's role in the industry and society as a company that brings ideas, companies, and people together to enhance business.

Similar wording to the phrases used in the first paragraph of the statement.

Bringing it all together

3-3 | Brand Name

The following stipulates the group name and how it should be written in documents.

* This simply stipulates the group name and how it should be written for communication purposes, it does not apply to legal and financial documents.

■ How the group name should be written in documents.

Language	How it should be written.	Details	Examples of improper use
Japanese	NAGASE NAGASEグループ	"NAGASE" is written in English all in capitals, and "グループ (group)" is written in katakana.	✕ 長瀬グループ、ナガセグループ
English	NAGASE NAGASE Group	"NAGASE" is written all in capitals, and only the "G" in "Group" is capitalized.	✕ Nagase Group、NAGASE GROUP
Chinese	长濑集团	Witten only in Chinese characters. Latin alphabet may not be used.	✕ Nagase 集团、长濑Group

■ How the company name should appear in documents (NAGASE & CO. LTD. only)

Language		How it should be written.	Details	Examples of improper use
Japanese	Official name	長瀬産業株式会社	The name includes "株式会社."written in katakana.	✕ 長瀬産業(株)
	Abbreviated name	長瀬産業	The name is written in Chinese characters without the "株式会社." It may not be written in katakana or the Latin alphabet.	✕ 長瀬、NAGASE、ナガセ
English	Official name	NAGASE & CO., LTD.	It is written all in capitals. Small letters may not be used.	✕ Nagase & Co., Ltd.
Chinese	Official name	长濑产业株式会社	The name includes "株式会社."	✕ 长濑产业（株）
	Abbreviated name	长濑产业	The name is written in Chinese characters without "株式会社." Be sure to include "产业." The Latin alphabet may not be used.	✕ 长濑、NAGASE

4 Visual Expressions

The corporate logo is depicted below. The color scheme should employ the designated colors to match the particular use. However, it is also possible to use gold (silver) leaf or other printing processes, use on metal plates, etc.

■ Colors

Recommended colors

Two-color printing—NAGASE RED and black

DIC 234
※For Pantone,
use Pantone 1945C
(approximate value)

DIC 582
※For Pantone,
use Pantone Black
(approximate value)

CMYK

For four-color printing on paper, etc.

C25 + M100 + Y65%

K100%

RGB

For digital media, such as the Internet.

R192 + G20 + B67

R0 + G0 + B0

Monochrome

If it is not possible to print in color, the monochrome version should be used.

K100%

■ White-on-black

If there is a color background and it is difficult to see the logo, white letters on a black background should be used.

4-1-1 | Proportion Rules

The proportions of the corporate logo are given below.

■ Proportions

Let the height of the letter E be the reference length A.
The height of the symbol should be 1.3 A.
In addition, there should be 0.25 A negative space between the symbol and the logo lettering.

1.3A

0.25A

6.05A

A

NAGASE

Negative Space Rules and Minimum Size

If elements such as lettering or lines are placed around the logo, there should be at least the following negative space between the logo and other elements. In addition, taking into account legibility of the logo, the minimum size was set as given below.

■ Negative space rule

Let the height of the letter E be the reference length A.
There should be at least 0.35 A negative space all around the logo.

■ Minimum size

Taking into account legibility, the minimum vertical size has been set to 4 mm.

4-1-1 Background Color Rules

The color of the logo should be chosen to match the background color in order to ensure the logo's visibility. Even if using colors other than the example ones, factors such as hue, clarity, and shading should be taken into consideration to properly display the logo.

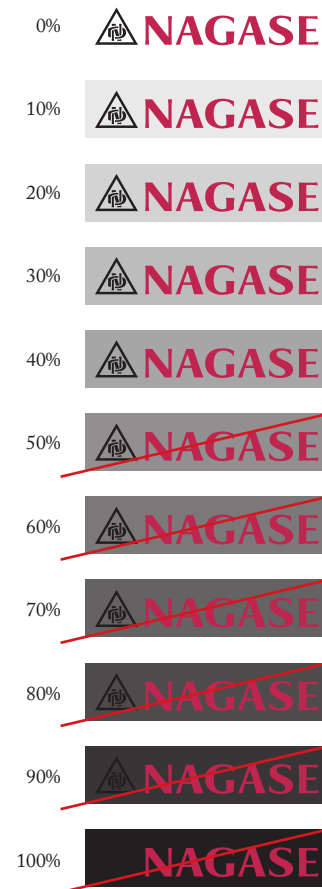■ Background: NAGASE RED
　Logo: Color
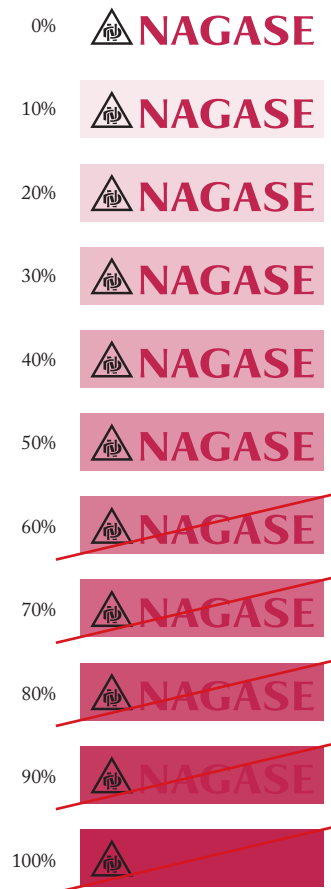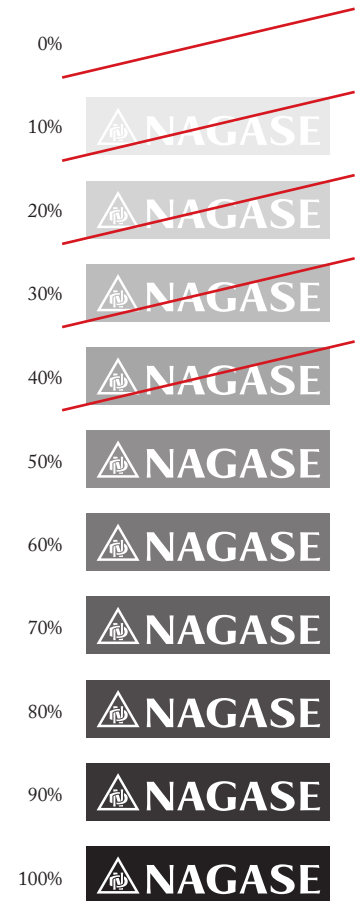
■ Background: NAGASE RED
　Logo: White lettering

■ Background: Black
　Logo: Color

■ Background: Black
　Logo: White lettering
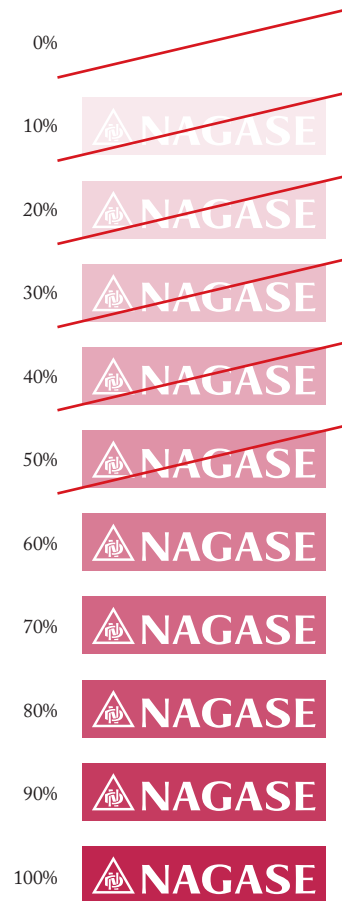
As indicated above, if the shade of NAGASE RED is 60% or greater, white lettering is recommended.

As indicated above, if the shade of gray is 50% or greater, white lettering is recommended.

Examples of Prohibited Use

Be sure not to change the logo in any way, such as using a different color or altering its shape,
as shown below, because doing so undermines the corporate image.

Do not use a different color.

Do not change the balance between the elements.

Do not add a shadow.

Do not add an outline to letters.

Do not use italic.

Do not vertically compress the letters.

Do not place elements closer than that stipulated
by negative space rules.

Do not place the logo on a background
that negatively impacts its visibility.

Do not place the logo on a photo or illustration
that negatively impacts its visibility.

The following logo should be used for the company name.
However, it should not be used in text. The color is black (100%)

■ Japanese (horizontal)

長瀬産業株式会社

■ English

NAGASE & CO.,LTD.

■ Chinese (horizontal)

长濑产业株式会社

■ Japanese (vertical)

長瀬産業株式会社

■ Chinese (vertical)

长濑产业株式会社

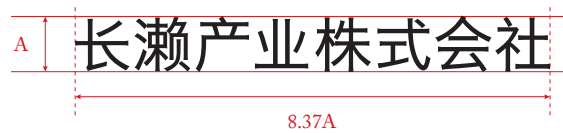The proportions of the company name logo are given below.

■ Japanese (horizontal)

A| 長瀬産業株式会社

8.59A

■ English

A| **NAGASE & CO.,LTD.**

13.81A

■ Chinese (horizontal)

A| 长濑产业株式会社

8.37A

■ Japanese (vertical)

A

長瀬産業株式会社

8.30A

■ Chinese (vertical)

A

长濑产业株式会社

8.27A

Be sure not to change the logo in any way, such as using a different color or altering its shape,
as shown below, because doing so undermines the corporate image. (same for Japan and overseas)

Do not use a different color.

長瀬産業株式会社

Do not change the balance between the elements.

長瀬産業株式会社

Do not add a shadow.

長瀬産業株式会社

Do not add an outline to letters.

長瀬産業株式会社

Do not use italic.

長瀬産業株式会社

Do not vertically compress the letters.

長瀬産業株式会社

Do not place elements closer than that stipulated
by negative space rules.

長瀬産業株式会社
NAGASE は、未来へ

Do not place the logo on a background
that negatively impacts its visibility.

長瀬産業株式会社

Do not place the logo on a photo or illustration
that negatively impacts its visibility.

長瀬産業株式会社

The combination of the corporate logo and company name logo is shown elow.
The color scheme is based on that for the corporate logo (p. 14).

■ Japanese

The company name logo is placed center under the corporate logo.

NAGASE
長瀬産業株式会社

■ English

The same as above.

NAGASE
NAGASE & CO.,LTD.

■ Chinese

The same as above.

NAGASE
长濑产业株式会社

Combinations of the corporate logo and group company names are shown below.
 For Japanese, the Hiragino-kaku-go W4 (ヒラギノ角ゴW4) font is used, and for European languages, Myriad Semibold.
The color scheme is based on that for the corporate logo (p. 14).

■ Nagase Chemical Co. Ltd.

ナガセケミカル株式会社

Nagase Chemical Co., Ltd.

■ Nagase Plastics Co. Ltd.

ナガセプラスチックス株式会社

Nagase Plastics Co., Ltd.

■ Nagase (Hong Kong) Ltd.

長瀬(香港)有限公司

Nagase (Hong Kong) Ltd.

■ Nagase Singapore (Pte) Ltd.

Nagase Singapore (Pte) Ltd.

The proportions when using a combination with the company name logo are given below.

■ Japanese

Let the height of the letter E be the reference length A.
The height of the Group name should be 0.5 A.
There should also be 0.35 A negative space between the corporate logo and group name.

A
0.35A
0.5A

長瀬産業株式会社

■ English

Same as above.

A
0.35A
0.5A

NAGASE & CO.,LTD.

■ Chinese

Same as above.

A
0.35A
0.5A

长濑产业株式会社

The proportions for combinations with a group company name are given below.

■ Group company name in Japanese

The Hiragino-kaku-go W4 font should be used for the group company name. It is recommended that the space between characters be adjusted when using in combination with a company name. Aspects such as size and placement are the same as those given on the previous page.

■ Group company name in English

The Myriad Semibold font is used for the name of the group company. Cunning, the spacing between letters, should be set to automatic. Unlike the proportion rules for Japanese, the height of the letter N in "Nagase–" of the group company name in English should be 0.4 A.

*For European fonts, the letters G, S, and C are generally slightly larger than N. Therefore the combination should use the letter N for the reference length.

■ If creating a logo for another language, it should be done based on English so as not to undermine the image.

If elements such as lettering or lines are placed around the logo,
there should be at least the following negative space between the logo and other elements.
These rules also apply to group companies.

■ Japanese

Let the height of the letter E be the reference length A. There should be at least 0.35 A negative space all around the logo.

0.35 A or more

0.35 A or more

A

0.35 A or more

0.35 A or more

■ English

The same as above.

0.35 A or more

0.35 A or more

A

NAGASE & CO.,LTD.

0.35 A or more

0.35 A or more

■ Chinese

The same as above.

0.35 A or more

0.35 A or more

A

长濑产业株式会社

0.35 A or more

0.35 A or more

Be sure not to change the logo in any way, such as using a different color or altering its shape,
as shown below, because doing so undermines the corporate image. (the same for Japan, overseas, and group companies)

Do not use a different color.

Do not change the balance between the elements.

Do not add a shadow.

Do not add an outline to letters.

Do not use italic.

Do not vertically compress the letters.

Do not place elements closer than that stipulated
by negative space rules.

Do not place the logo on a background
that negatively impacts its visibility.

Do not place the logo on a photo or illustration
that negatively impacts its visibility.

The "NAGASE Group" logo is shown below.
The color scheme is based on the one for the corporate logo (p 14).

■ Basic logo

NAGASE is written in all capitals, but only the "G" in "group" is capitalized.

NAGASE Group

Proportions of the "NAGASE Group" logo are given below.

■ Proportions

Let the height of the letter N be the reference length A. The horizontal length of the logo should be 10.92 A.

Furthermore, let the horizontal length of the letter E be the reference length B. There should be 0.8 B negative space between NAGASE and Group.
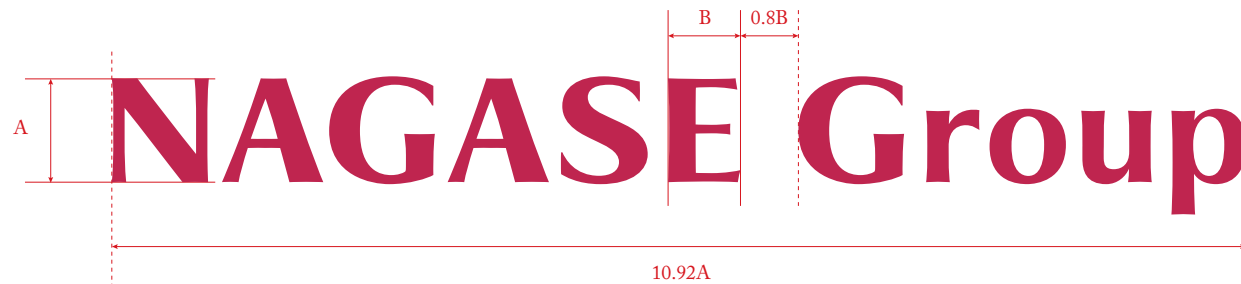
If elements such as lettering or lines are placed around the logo, there should be at
least the following negative space between the logo and other elements.

■ Negative space rules

Let the height of the letter N be the reference length A. There should be at least 0.35 A negative space on all sides of the logo.

Be sure not to change the logo in any way, such as using a different color or altering its shape,
as shown below, because doing so undermines the corporate image.

Do not use a different color.

NAGASE Group

Do not change the balance between the elements.

NAGASE Group

Do not add a shadow.

NAGASE Group

Do not add an outline to letters.

NAGASE Group

Do not use italic.

NAGASE Group

Do not vertically compress the letters.

NAGASE Group

Do not place elements closer than that stipulated
by negative space rules.

NAGASE Group
NAGASE は、未来へ

Do not place the logo on a background
that negatively impacts its visibility.

NAGASE Group

Do not place the logo on a photo or illustration
that negatively impacts its visibility.

NAGASE Group

If a company uses its own logo with the "NAGASE Group" logo, the" NAGASE Group" logo is placed center under the group company logo. (For the endorsement logo, only the lettering is used because it is not possible to use the proper size of the NAGASE "DN" symbol.)

■ Basic combinations

Let the horizontal length of the logo be the reference length A. The basic method is to have the horizontal length of "NAGASE Group" equal around 0.5–0.7 A. (There is flexibility in the size because there is not a set size or shape for the logos of the various group companies, and the optimal balance is different for each one.) It should be noted that in cases that a balance cannot be found using these rules, the logo can be approved as irregular use, as was done for HAYASHIBARA (see p. 35).

A

LOGOTYPE

NAGASE Group

0.7A

A

LOGOTYPE

NAGASE Group

0.6A

A

LOGOTYPE

NAGASE Group

0.5A
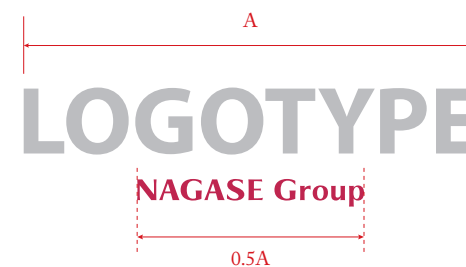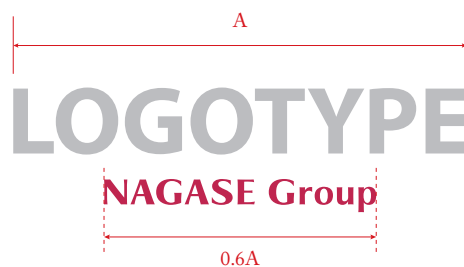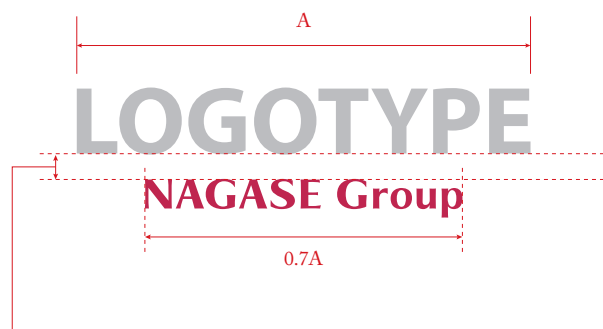
Because the size and shape of each company's logo determines how the space should be balanced, the logo is combined with each company's logo and placed to ensure a proper balance. Use NAGASE ChemteX and HAYASHIBARA as reference.

The Nagase ChemteX and HAYASHIBARA logos are used with "NAGASE Group."
The color scheme for "NAGASE Group" is based on that for the corporate logo (p. 14).

■ Reference example

Only the lettering "NAGASE Group" appears under the logo.

The proportions for the Nagase ChemteX and HAYASHIBARA endorsement logos are given below.
Using the following as reference, a balanced combination should be created for each group company.

■ Nagase ChemteX (basic proportions)

Let the horizontal length of the logo be the reference length A, and horizontal length of "NAGASE Group" should be 0.7 A.
Furthermore, let the height of the logo be the reference length B. The space between the company logo and "NAGASE Group" should be 0.1 B.

■ HAYASHIBARA (irregular use)

Let the horizontal length of "HAYASHIBARA" be the reference length A. The horizontal length of "NAGASE Group" should be the same size A. Furthermore, let the height of the logo be the reference length B. There should be 0.2 B negative space between the corporate logo and "NAGASE Group."

If elements such as lettering or lines are placed around the logo,
there should be at least the following negative space between the logo and other elements.
Using the following as reference, there should be similar negative space for each group company.

■ Negative space rules

Let the height of the overall logo be the reference length A. There should be at
least 0.1 A negative space on all sides of the logo.

0.1 A or more
0.1 A or more
A
0.1 A or more
0.1 A or more

0.1 A or more
0.1 A or more
A
0.1 A or more
0.1 A or more

Be sure not to change the logo in any way, such as using a different color or altering its shape,
as shown below, because doing so undermines the corporate image. (same for all companies)

Do not use a different color.

Do not change the balance between the elements.

Do not add a shadow.

Do not add an outline to letters.

Do not use italic.

Do not vertically compress the letters.

Do not place elements closer than that stipulated
by negative space rules.

Do not place the logo on a background
that negatively impacts its visibility.

Do not place the logo on a photo or illustration
that negatively impacts its visibility.

The corporate logo with tagline is shown below.
The color scheme is based on the one for the corporate logo (p. 14).

■ Design with tagline

The tagline uses black lettering and is placed center under the corporate logo.

Proportions when using the corporate logo with tagline are given below.

■ Proportions

Let the horizontal length of "NAGASE" be the reference length A. The horizontal length of the tagline should also be A. Furthermore, let the height of the letter E be the reference length B. There should also be 0.35 B negative space between the logo and tagline.

If elements such as lettering or lines are placed around the logo, there should be at
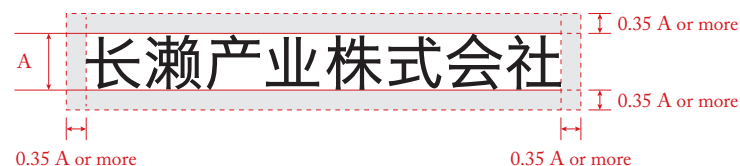least the following negative space between the logo and other elements.

■ Negative space rule

Let the height of the letter E be the reference length A. There should be at least 0.35 A negative space on all sides of the logo.

0.35 A or more

0.35 A or more

A

0.35 A or more

0.35 A or more

NAGASE
Bringing it all together

40

Be sure not to change the logo in any way, such as using a different color or altering its shape,
as shown below, because doing so undermines the corporate image.

Do not use a different color.

Do not change the balance between the elements.

Do not add a shadow.

Do not add an outline to letters.

Do not use italic.

Do not vertically compress the letters.

Do not place elements closer than that stipulated
by negative space rules.

Do not place the logo on a background
that negatively impacts its visibility.

Do not place the logo on a photo or illustration
that negatively impacts its visibility.

The combination of the "NAGASE Group" logo and tagline is shown below.
The color scheme is based on the one for the corporate logo (p. 14).

■ Design with tagline

The tagline uses black lettering and is placed center under the "NAGASE Group" logo.

NAGASE Group
Bringing it all together

If elements such as lettering or lines are placed around the logo,
there should be at least the following negative space between the logo and other elements.

■ Japanese (horizontal)

Let the height of the logo be the reference length A. There should be at least 0.35 A negative space on all sides of the logo.

A | 長瀬産業株式会社

0.35 A or more
0.35 A or more
0.35 A or more
0.35 A or more
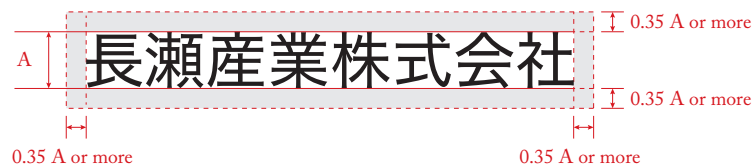
■ English

Let the height of the letter N be the reference length A. There should be at least 0.35 A negative space on all sides of the logo.

A | NAGASE & CO.,LTD.

0.35 A or more
0.35 A or more
0.35 A or more
0.35 A or more

■ Chinese (horizontal)

Let the height of the logo be the reference length A. There should be at least 0.35 A negative space on all sides of the logo.

A | 长濑产业株式会社

0.35 A or more
0.35 A or more
0.35 A or more
0.35 A or more

■ Japanese (vertical)

Let the horizontal length of the logo
be the reference length A.
There should be at least 0.35 A
negative space on all sides of the logo.

A

長瀬産業株式会社

0.35 A or more
0.35 A or more
0.35 A or more

■ Chinese (vertical)

Let the horizontal length of the logo
be the reference length A.
There should be at least 0.35 A
negative space on all sides of the logo.

A

长濑产业株式会社

0.35 A or more
0.35 A or more
0.35 A or more
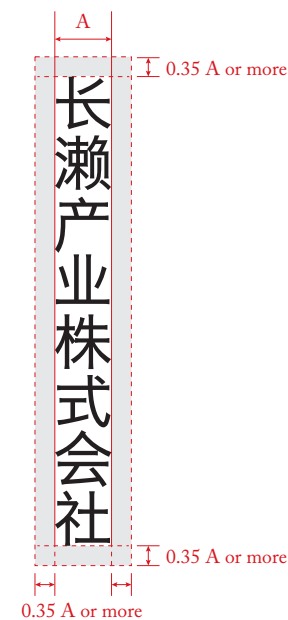
The proportions when using the tagline with the "NAGASE Group" logo are given below.

■ Proportions

Let the horizontal length of "NAGASE Group" be the reference length A. The horizontal length of the tagline should be 0.7 A.
In addition, let the height of the letter N be the reference length B, there should be 0.2 B negative space between the logo and the tagline.

A

B **NAGASE Group**

0.2B

Bringing it all together

0.7A

If elements such as lettering or lines are placed around the logo, there should be at least the following negative space between the logo and other elements.

■ Negative space rule

Let the height of the letter N be the reference length A. There should be least 0.35 A negative space on all sides of the logo.

0.35 A or more

0.35 A or more

A

NAGASE Group

Bringing it all together

0.35 A or more

0.35 A or more

Be sure not to change the logo in any way, such as using a different color or altering its shape, as shown below, because doing so undermines the corporate image.

Do not use a different color.

Do not change the balance between the elements.

Do not add a shadow.

Do not add an outline to letters.

Do not use italic.

Do not vertically compress the letters.

Do not place elements closer than that stipulated by negative space rules.

Do not place the logo on a background that negatively impacts its visibility.

Do not place the logo on a photo or illustration that negatively impacts its visibility.

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4-2 | Corporate Colors | Color Palette

The corporate colors are the color scheme that represents the company and consists of two colors—NAGASE RED and black. The color palette includes recommended colors that can be used to supplement the corporate colors, and the following colors can be used as secondary colors.

■ Corporate colors

NAGASE RED and black should be used. Furthermore, graduations of these colors can be used for ads, etc.

DIC 234
* For Pantone, Pantone 1945C
  (approximate value)

CMYK C25 + M100 + Y65%

RGB R192 + G20 + B67

DIC 582
* For Pantone, Pantone Black
 (approximate value)

CMYK K100%

RGB R0 + G0 + B0

Graduations of these colors can be used for ads, etc.

Graduations of these colors can be used for ads, etc.

■ Corporate colors

If it is necessary to use colors other than the corporate colors, the following ones should be used. The deep colors are for providing accent on pages and clearly differentiating items. The light colors should be used for tables, etc. It is recommended, however, the fewest number of colors as possible be used.

Dark colors

| CMYK | M60 + Y50% | C10 + M20 + Y80% | C25 + M30 + Y60% | C40 + Y80 + K5% | C80 + M30 + Y10 + K20% | C50 + M60 + Y10% |
| RGB | R239 + G133 + B109 | R235 + G203 + B67 | R202 + G178 + B114 | R165 + G201 + B80 | G122 + B169 | R145 + G112 + B165 |

Light colors

| CMYK | C25 + M30% | C3 + M5 + Y35% | C10 + M15 + Y30% | C20 + Y30% | C30 + M10 + Y3% | C15 + M25 + Y5 | C3 + M30 + Y15% |
| RGB | R250 + G207 + B177 | R251 + G240 + B184 | R234 + G218 + B185 | R214 + G233 + B196 | R187 + G212 + B235 | G220 + G199 + B218 | R243 + G197 + B198 |

For Japanese, the Mincho (明朝) Ryumin (リュウミン) family of fonts should be used for main text, and the Gothic Hiragino (ヒラギノ) family of
fonts, for secondary text.
* If ordering products, the following fonts should be designated.
* Refer to page 50 when creating material for in-house use, etc.

■ Japanese text (Mincho)

For main text, the Ryumin family of fonts should be used. (Weights [thickness] other than those listed below can also be used.)

リュウミン R-KL

亜伊宇絵音可木九形己作詩素施曽
あいうえおかきくけこさしすせそ
アイウエオカキクケコサシスセソ

リュウミン M-KL

亜伊宇絵音可木九形己作詩素施曽
あいうえおかきくけこさしすせそ
アイウエオカキクケコサシスセソ

リュウミン B-KL

亜伊宇絵音可木九形己作詩素施曽
あいうえおかきくけこさしすせそ
アイウエオカキクケコサシスセソ

■ Japanese text (Gothic)

The following Hiragino family of fonts should be used for items that are viewed from a distance or for which Mincho is difficult to read. (Weights [thickness] other than those listed below can also be used.)

ヒラギノ W1

亜伊宇絵音可木九形己作詩素施曽
あいうえおかきくけこさしすせそ
アイウエオカキクケコサシスセソ

ヒラギノ W3

亜伊宇絵音可木九形己作詩素施曽
あいうえおかきくけこさしすせそ
アイウエオカキクケコサシスセソ

ヒラギノ W6

**亜伊宇絵音可木九形己作詩素施曽
あいうえおかきくけこさしすせそ
アイウエオカキクケコサシスセソ**

For European languages, the Adobe Caslon family of fonts should be used for main text, and the Myriad family, for secondary text.

■ European languages (Sarif)

The Abode Caslon family of fonts should be used for main text.
(In addition to the ones given below, italic can also be used).

Adobe Caslon Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/@&?!:;.,

Adobe Caslon Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/@&?!:;.,

Adobe Caslon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/@&?!:;.,

■ European languages (Sans-serif))

The following Myriad family of fonts should be used for items that are viewed from a distance or for which Sarif is difficult to read.
(In addition to the ones given below, italic can also be used).

Myriad Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/@&?!:;.,

Myriad Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/@&?!:;.,

Myriad Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/@&?!:;.,

For Chinese, the Mincho FOTC-AR (FOTC-文鼎) family of fonts should be used for main text, and the Gothic Hiragino family of fonts, for secondary text.

* If ordering products, the following fonts should be designated. However, an extremely limited number of Chinese fonts are available in Japan. Furthermore, slightly different font names are used in China, and a font close to the designated one can be used.

■ Chinese (Mincho)

For main text, the FOTC-AR family of fonts should be used.

FOTC- 文鼎报宋二
（FOT-ARBaoSong2GB
Light）

中文体心乙央冶业伊以尹庸映右
宇吁羽月匝再曾闸辙肿淄剽佶
众芜讧丹举义乐了仃仑众伫你阿

FOTC- 文鼎大标宋
（FOT-ARDabiaoSong GB
Heavy）

中文体心乙央冶业伊以尹庸映右
宇吁羽月匝再曾闸辙肿淄剽佶
众芜讧丹举义乐了仃仑众伫你阿

FOTC- 文鼎特粗宋
（FOT-ARSong GB
Ultra）

■ Chinese (Gothic)

The following Hiragino family of fonts should be used for items that are viewed from a distance or for which Mincho is difficult to read.

ヒラギノ角ゴ 簡体中文 W3
（Hiragino Sans GB W3）

中文体心乙央冶业伊以尹庸映右
宇吁羽月匝再曾闸辙肿淄剽佶
众芜讧丹举义乐了仃仑众伫你阿

ヒラギノ角ゴ 簡体中文 W6
（Hiragino Sans GB W6）

中文体心乙央冶业伊以尹庸映右
宇吁羽月匝再曾闸辙肿淄剽佶
众芜讧丹举义乐了仃仑众伫你阿

4-3 | Typeface (designated font) | Recommended Fonts

If there is no designated font or the material is created in house, the following recommended fonts should be used.

■ Japanese (Mincho)

MS P 明朝

亜伊宇絵音可木九形己作詩素施曽
あいうえおかきくけこさしすせそ
アイウエオカキクケコサシスセソ

■ Japanese (Gothic)

MS P ゴシック

**亜伊宇絵音可木九形己作詩素施曽
あいうえおかきくけこさしすせそ
アイウエオカキクケコサシスセソ**

■ European languages (Serif)

Times New Roman
and other font families

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/@&?!:;.,

■ European languages (Sans-serif)

Arial and other
font families

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/@&?!:;.,

■ Chinese (Mincho)

For Chinese, the closest one available
on the computer should be used.

中文体心乙央冶业伊以尹庸映
右宇吁羽月匝再曽闸帐辙肿淄
剽佶众芜讧丹举义乐了仃仑众

■ Chinese (Gothic)

For Chinese, the closest one available
on the computer should be used.

中文体心乙央冶业伊以尹庸映
右宇吁羽月匝再曽闸帐辙肿淄
剽佶众芜讧丹举义乐了仃仑众

The following recommended photographic images should be used as reference when selecting photos.

◯ Recommended photographic images

Urokogataya

Founder: Denbei Nagase

Safflower

Safflower dye

✕ Prohibited images

None

The following recommended photographic images should be used as reference when selecting photos. The prohibited images should not be used because they undermine the image of the company.

◯ Recommended images

Employees working in a bright, intellectual atmosphere

Employees working hard out in the field

Employees enthusiastically doing their jobs

Diverse people in terms of sex and nationality

✕ Prohibited images

The following images should not be used because they undermine the image of the company.

Employee who communicate an arrogant attitude

Excessively casual

Luxurious

Humorous

The following recommended photographic images should be used as reference when selecting photos. The prohibited images should not be used because they undermine the image of the company.

⭕ Recommended images

Partners who respect each other

Working together to create business

Looking one step ahead

Creativity based on technology
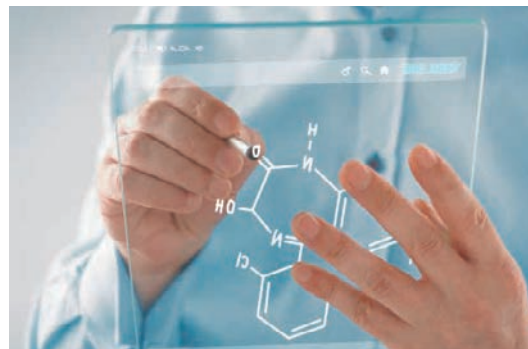
✕ Prohibited images

The following images should not be used because they undermine the image of the company.

Conflict between partners

Lifeless atmosphere

Unilaterally being told what to do

Unilaterally pushing through

The following recommended photographic images should be used as reference when selecting photos.

◯ Recommended images

✕ Prohibited images

Extensive, complex network

Interconnected network

Lively, dynamic network

None

The following recommended photographic images should be used as reference when selecting photos. The prohibited images should not be used because they undermine the image of the company.

◯ Recommended images

Society in which technology and nature coexist

Technologically-advance comfortable society

Safe, secure society
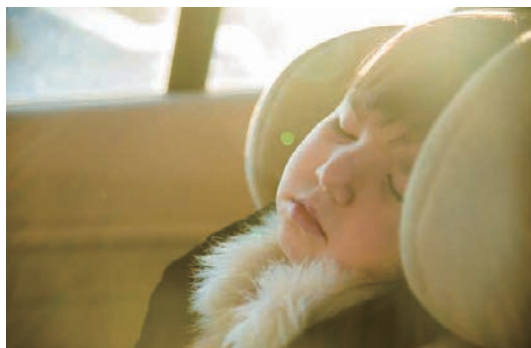
Society full of human warmth
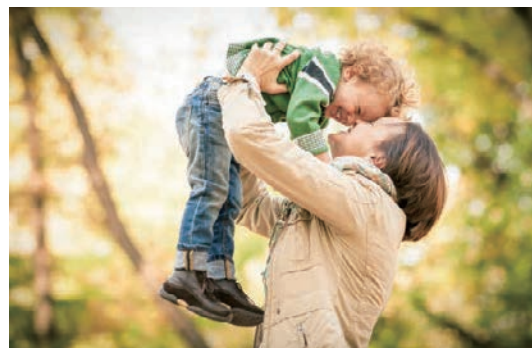
✕ Prohibited images

The following images should not be used because they undermine the image of the company.

Society that stresses only technology to excess

Society that stresses only nature to excess
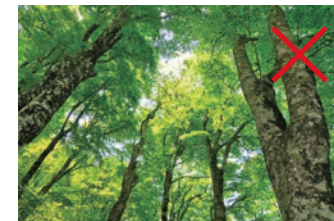
Virtual, technological feel

Inorganic feel
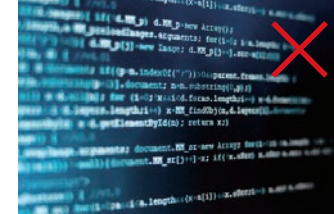
When creating material, the following main visuals should be used because they establish a uniform design tone for the various group companies.

■ Main visuals

NAGASE-Scape, an amalgamation of various icons

When creating material, the following icons should be used because they establish a uniform design tone for the various group companies

■ Main visuals

The following is a table of icons for different domains and geographical areas

01 Chemicals and Plastic	02 Electronics	03 Cars	04 Medical	05 Cosmetics and Household
06 Food and Agriculture	07 Bio	08 Energy	09 Environment	10 Businessman, Businesswoman
11 Geography: China	11 Geography: England	11 Geography: Germany	11 Geography: Japan	11 Geography: Mexico
11 Geography: Singapore	11 Geography: Thailand	11 Geography: USA		

This is an example of using the NAGASE-Scape, the main visual.
It should be used for items as shown below.

■ Expansion design example

A band is drawn across one part, and various icons inserted.

The new company emblem is a refined version of the DN mark, which was been used throughout the ages by NAGASE & CO. LTD.
It uses a single color, black. (If making use of a metal texture, the color of the material itself can be used.)

■ Basic design

This is a symbol that combines scales and the letters DN. It has been refined
by using a new font and overlapping letters, etc.
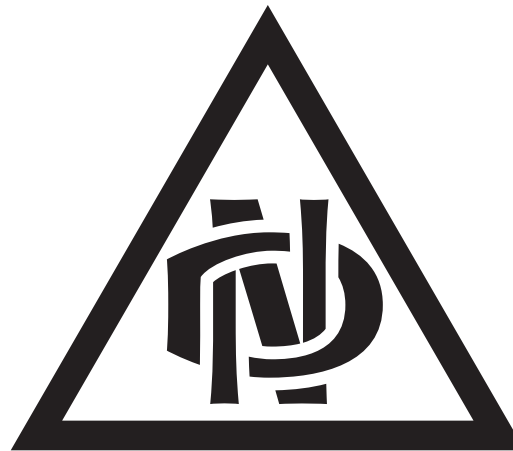
DIC 582

* For Pantone, use Pantone Black
  (approximate value)

The proportions of the company emblem are given below.
The letters DN are enclosed within an equilateral triangle.

■ Proportions

An equilateral triangle with 60° angles is used.
Taking into consideration the overall balance, the letters DN should be placed
slightly to the right of center of the triangle
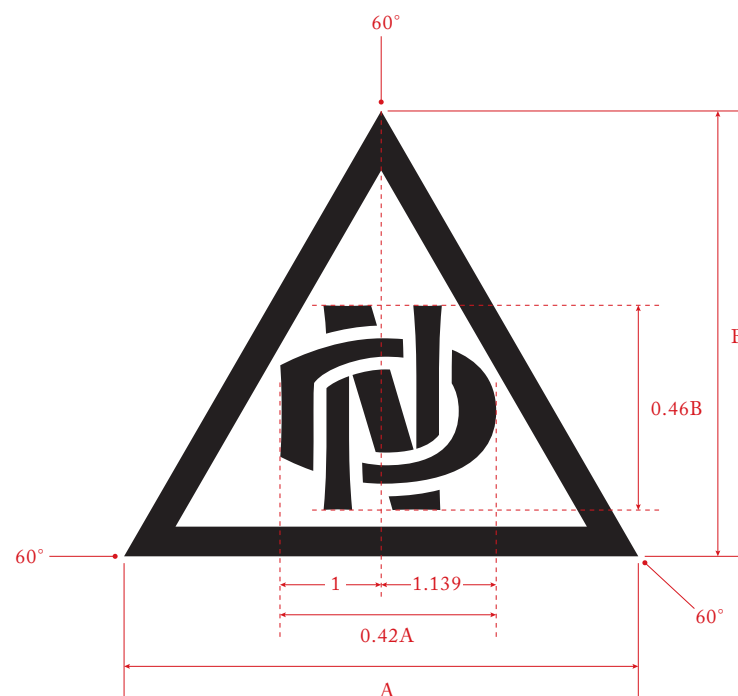
If elements such as lettering or lines are placed around the emblem, there should be at least the following negative space between the emblem and other elements.

■ Negative space rule

Let the height of the triangle be the reference length A. There should be at least 0.2 A negative space on all sides of the company emblem.
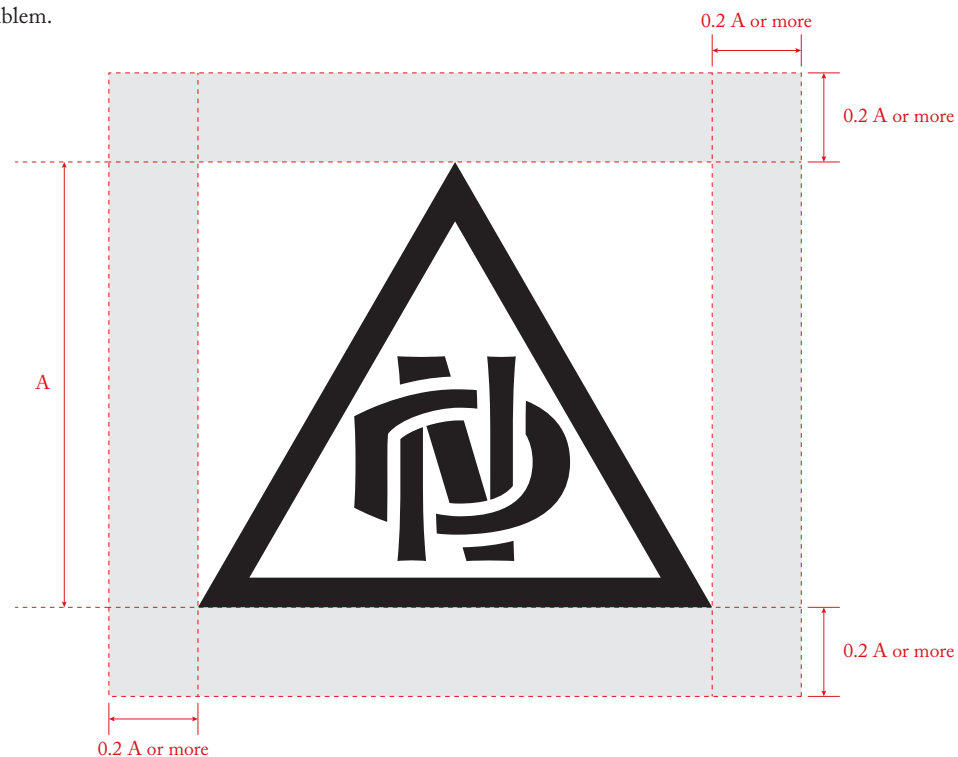
0.2 A or more

0.2 A or more

A

0.2 A or more

0.2 A or more

Be sure not to change the logo in any way, such as using a different color or altering its shape, as shown below, because doing so undermines the corporate image.

Do not use a different color.

Do not change the balance between the elements.

Do not add a shadow.

Do not add an outline to letters.

Do not use italic.

Do not vertically compress the letters.

Do not place elements closer than that stipulated by negative space rules.

Do not place the logo on a background that negatively impacts its visibility.

Do not place the logo on a photo or illustration that negatively impacts its visibility.

5 Application design

5-1　Design System

The business card design for type A group companies is given below. Refer to the delivery data if more detailed information is needed.
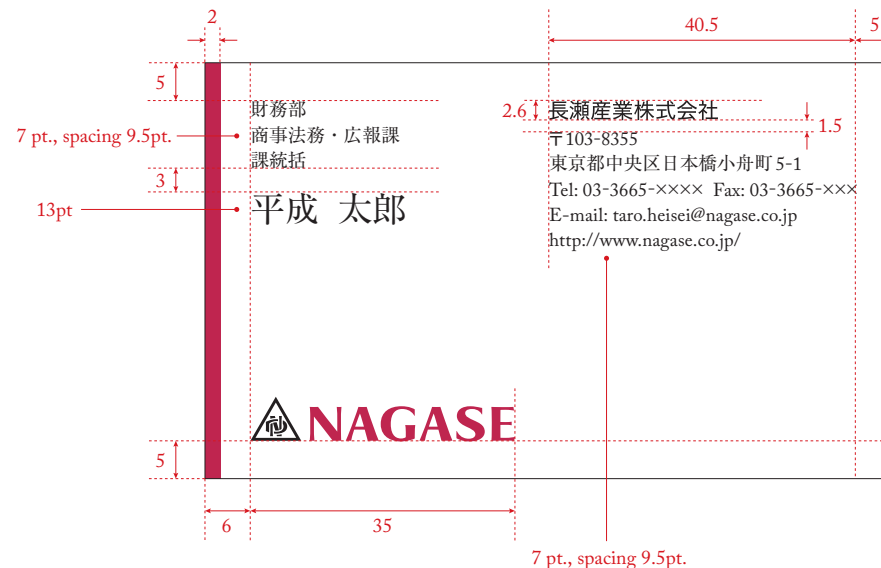
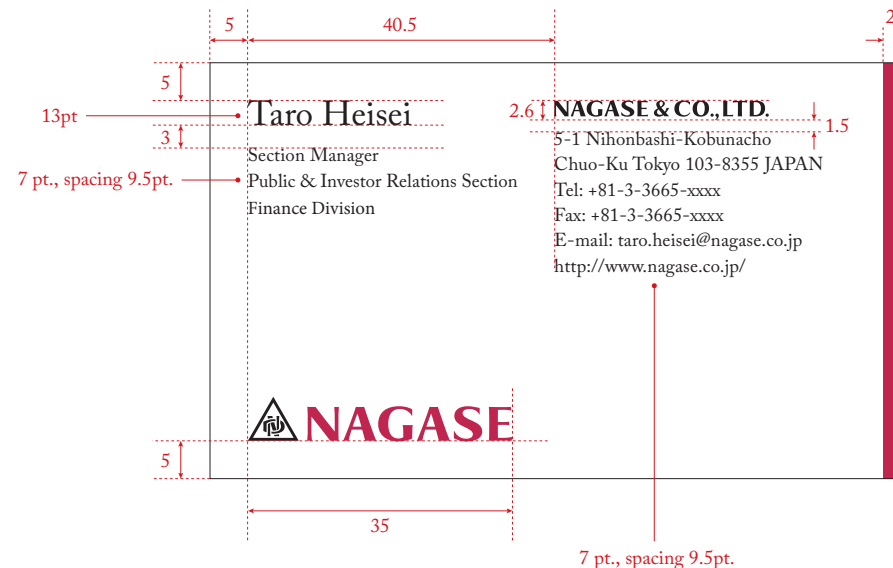【台紙デザイン】　■ Front

NAGASE

■ Front

NAGASE

【記載例】　■ Front

Size: 91 mm x 55 mm
Font: (Japanese) Ryumin R-KL; (English/numbers) Adobe Caslon Regular
Units: mm.

財務部
商事法務・広報課
課統括

平成　太郎

NAGASE

7 pt., spacing 9.5pt.

13pt

長瀬産業株式会社
〒103-8355
東京都中央区日本橋小舟町5-1
Tel: 03-3665-×××× Fax: 03-3665-×××
E-mail: taro.heisei@nagase.co.jp
http://www.nagase.co.jp/

7 pt., spacing 9.5pt.

■ Back

Font = Adobe Caslon Regular

Taro Heisei

Section Manager
Public & Investor Relations Section
Finance Division

NAGASE

13pt

7 pt., spacing 9.5pt.

NAGASE & CO.,LTD.
5-1 Nihonbashi-Kobunacho
Chuo-Ku Tokyo 103-8355 JAPAN
Tel: +81-3-3665-xxxx
Fax: +81-3-3665-xxxx
E-mail: taro.heisei@nagase.co.jp
http://www.nagase.co.jp/

7 pt., spacing 9.5pt.

※ After considering a balance when company's names and the names of organization, etc. don't fit into a party, we assume that it's possible to adjust the suitable size.

For Group company names, the same specifications as those for the logo are used, and Nagase— is used (Only the first letter of words are capitalized).

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Type B group companies may also use the design if they desire.

In that case, the color of the line on the front may be changed to match the corporate color of the particular company. (NAGASE RED is always used for the line on the back.)

■ Nagase ChemteX

A design with a uniform feel was created by changing the color of the line on the side to blue to match the logo color. (This can only be done for the front, not for the back.)

* Because it was expected that that the email address would be longer than NAGASE, slight adjustments are required such as eliminating the word "e-mail" or moving the address slightly to the left.

There should be a margin of at least 5 mm.

［Front］

財務部
商事法務・広報課
課統括

平成 太郎

ナガセケムテックス株式会社
〒550-8668
大阪市西区新町 1-1-17
Tel: 06-6535-2582 Fax: 06-6535-2174
E-mail: taro.heisei@nagasechemtex.co.jp
http://www.nagasechemtex.co.jp/

Nagase ChemteX
NAGASE Group

［Back］

NAGASE RED
is used for the line color.

Taro Heisei

Section Manager
Finance Division
Public & Investor Relations Section

Nagase ChemteX Corporation
1-1-17 Shinmachi Nishi-ku
Osaka 550-8668 JAPAN
Tel: +81-6-6535-2582
Fax: +81-6-6535-2174
E-mail: taro.heisei@nagasechemtex.co.jp
http://www.nagasechemtex.co.jp/

Nagase ChemteX
NAGASE Group

■ HAYASHIBARA

The color of the line on the side has not been changed because the red of the logo is the same for NAGASE.

* Because it was expected that that the e-mail address would be longer than NAGASE, slight adjustments are required such as eliminating the word "e-mail" or moving the address slightly to the left.

There should be a margin of at least 5 mm.

［Front］

財務部
商事法務・広報課
課統括

平成 太郎

株式会社 林原
〒700-0907
岡山市北区下石井 1-1-3
日本生命岡山第 2 ビル新館
Tel: 086-224-4311 Fax: 086-224-8492
E-mail: taro.heisei@hayashibara.co.jp
http://www.hayashibara.co.jp/

HAYASHIBARA
NAGASE Group

［Back］

Taro Heisei

Section Manager
Finance Division
Public & Investor Relations Section

Hayashibara Co., Ltd.
Nihon-Seimei Okayama Bldg.
II Shinkan 1-1-3 Shimoishii
Kita-ku Okayama 700-0907 JAPAN
Tel: +81-86-224-4312
Fax: +81-86-233-2265
E-mail: taro.heisei@hayashibara.co.jp
http://www.hayashibara.co.jp/

HAYASHIBARA
NAGASE Group

The letterhead design is given below.

Refer to the delivery data if more detailed information is needed.
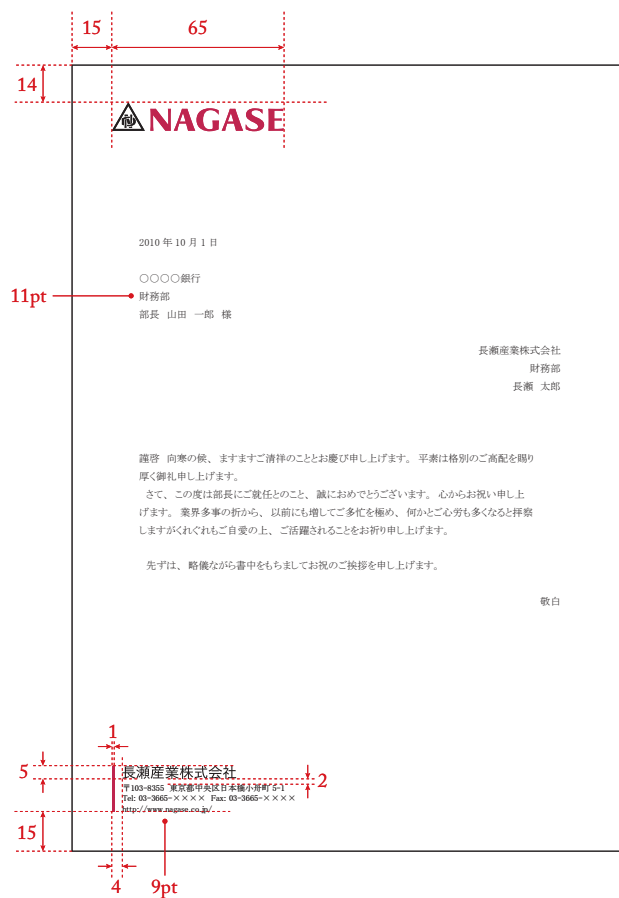
Type A group companies should change the company name appropriately.

■ Japanese version
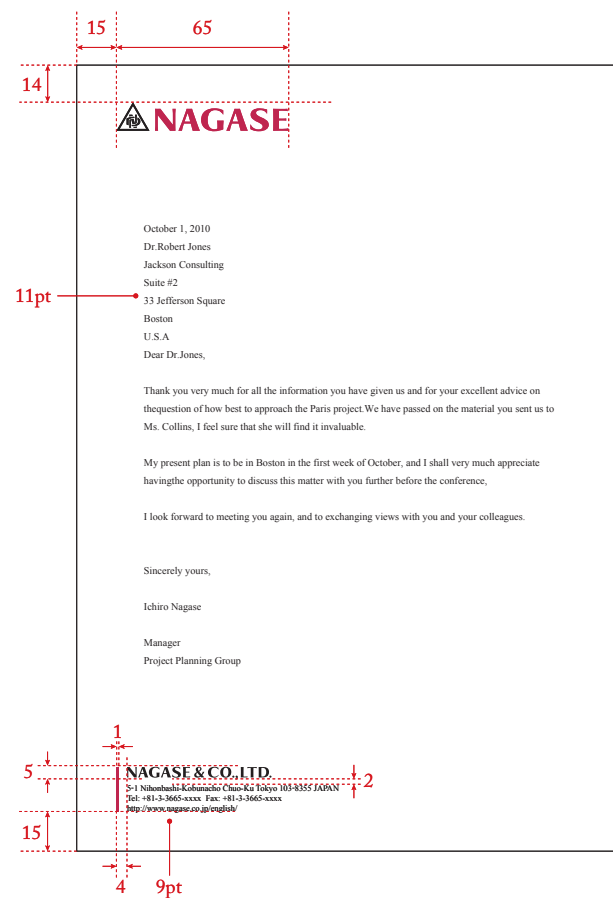
Size: A4 (when printed)

Font: MS P Mincho

Units: mm

■ English version

Font: Times New Roman Regular

The envelope design is given below.

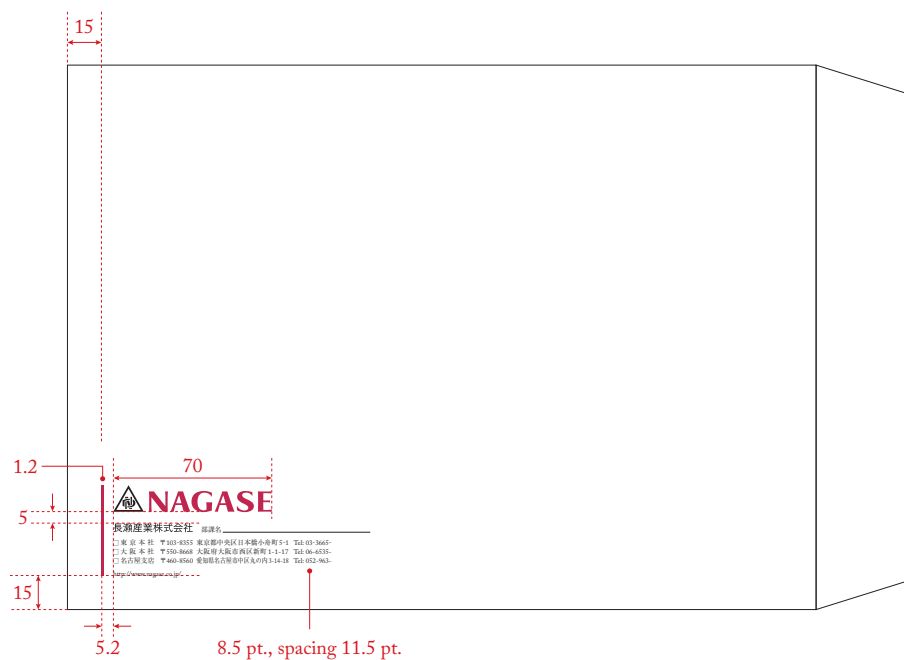Refer to the delivery data if more detailed information is needed.

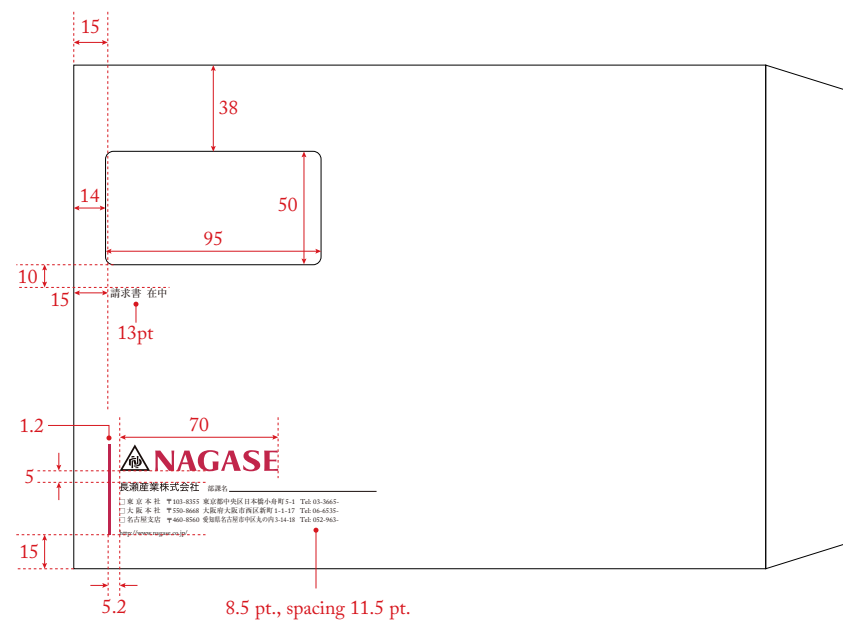Type A group companies should change the company name appropriately.

■ Chokei 3

Size: 235 mm x 120 mm

Font: (Japanese) Ryumin R-KL; (English and numbers) Adobe Caslon Regular

Units: mm

■ With window ("shipment guide enclosed"/"invoice enclosed")

Size: 120 mm x 220 mm

Font: (Japanese) Ryumin R-KL; (English and numbers) Adobe Caslon Regular

※ The color of the envelope recommends the white system.

The envelope design is given below.

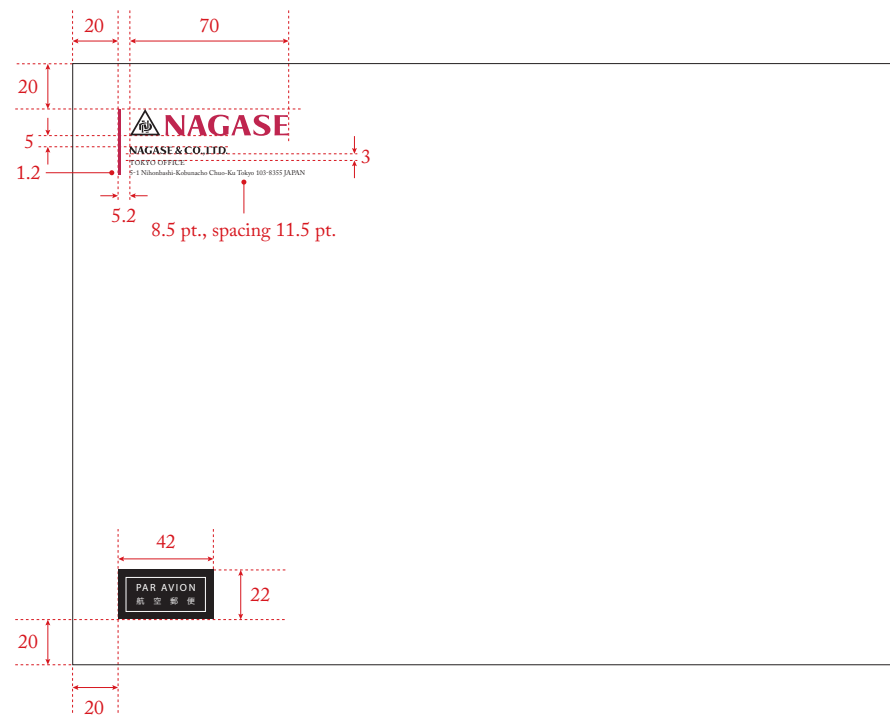Refer to the delivery data if more detailed information is needed.

Type A group companies should change the company name appropriately.

■ Kakukei 2

Size: 330 mm x 240 mm

Font: (Japanese) Ryumin R-KL; (English and numbers) Adobe Caslon Regular

Units: mm

8.5 pt., spacing 11.5 pt.

■ Document envelope

Size: 340 mm x 250 mm

Font: (Japanese) Ryumin R-KL; (English and numbers) Adobe Caslon Regular

Aspects such as position and size are the same as for "kakukei 2" to the left.
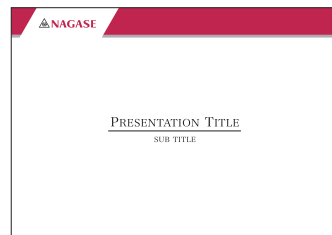
※ The color of the envelope recommends the white system.

The envelope design is given below.

Refer to the delivery data if more detailed information is needed.

Type A group companies should change the company name appropriately.

■ "Shipment guide enclosed"
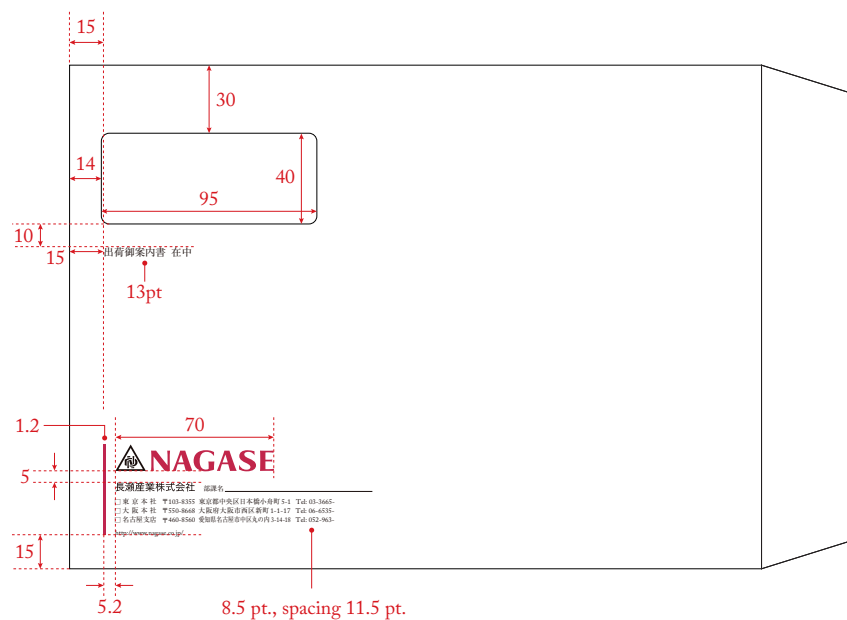
■ "Invoice enclosed"

Size: 305 mm x 222 mm

Font: (Japanese) Ryumin R-KL; (English and numbers) Adobe Caslon Regular

※ The color of the envelope recommends the white system.

The envelope design is given below.

Refer to the delivery data if more detailed information is needed.

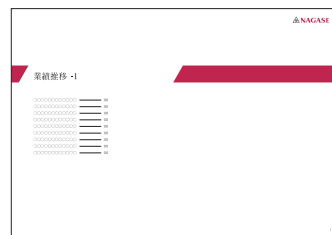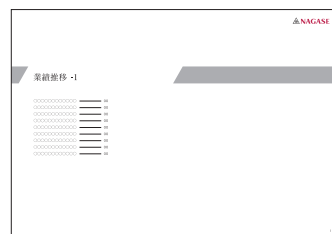Type A group companies should change the company name appropriately.

■ For overseas

Size: 365 mm x 265 mm
Font: Adobe Caslon Regular
Units: mm

8.5 pt., spacing 11.5 pt.

■ With gusset

Size: 428 mm x 242 mm
Font: Adobe Caslon Regular
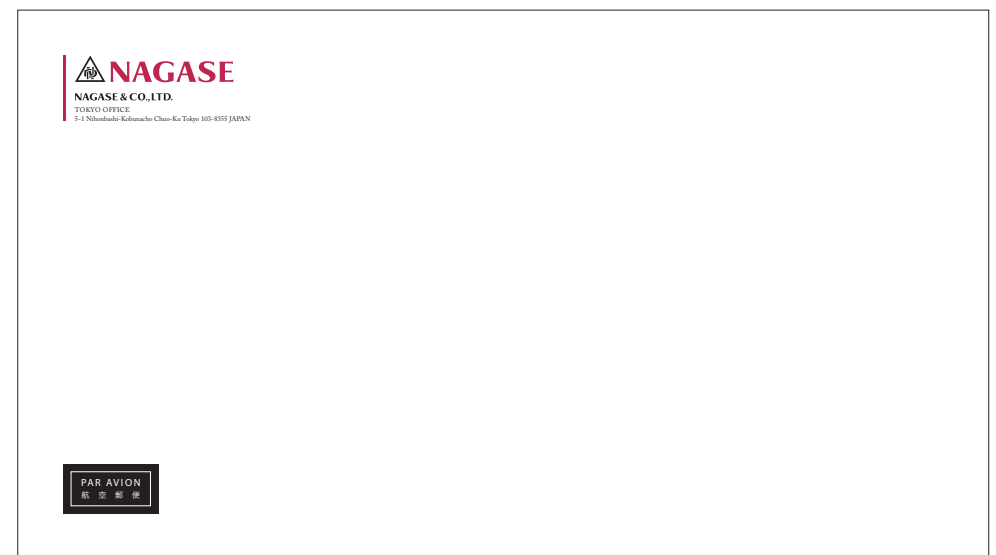
Aspects such as position and size are the same as for "for overseas" to the left.

※ The color of the envelope recommends the white system.

5-1-4 | Design System | PowerPoint

There are two PowerPoint designs. The most appropriate one should be selected.
Refer to the delivery data if more detailed information is needed.
Type A group companies should change the company name appropriately.

■ Type A

■ Type B
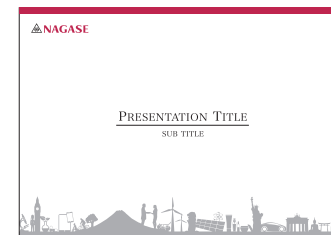
Cover slide

Interior slides

Section content slide

Sub-section content slide

The employee ID design is given below.

Refer to the delivery data if more detailed information is needed.

Type A group companies should change the company name appropriately.
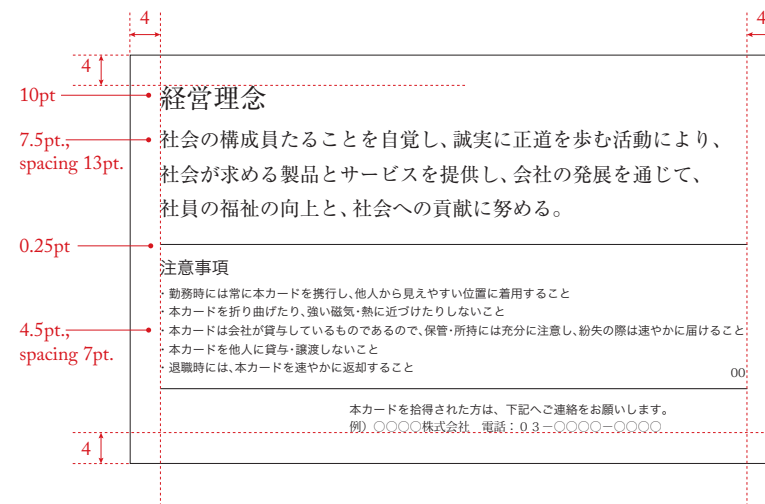
■ Front

Size: 85.6 mm x 54 mm

Regular units: mm

2 · 35 · 4 · 12 · 7.5 · 16pt · 平成 太郎 · 2.5 · 10pt · Taro Heisei · 4 · 10pt · 社員 ID：87625 · 30 · Employee's photo · 4 · 長瀬産業株式会社 · 4 · 22 · 22 · 4

NAGASE
Bringing it all together

■ Back

4 · 4 · 4 · 10pt · 経営理念 · 7.5pt., spacing 13pt. · 社会の構成員たることを自覚し、誠実に正道を歩む活動により、社会が求める製品とサービスを提供し、会社の発展を通じて、社員の福祉の向上と、社会への貢献に努める。

0.25pt

注意事項
・勤務時には常に本カードを携行し、他人から見えやすい位置に着用すること
・本カードを折り曲げたり、強い磁気・熱に近づけたりしないこと
4.5pt., spacing 7pt. · ・本カードは会社が貸与しているものであるので、保管・所持には充分に注意し、紛失の際は速やかに届けること
・本カードを他人に貸与・譲渡しないこと
・退職時には、本カードを速やかに返却すること

00

本カードを拾得された方は、下記へご連絡をお願いします。
例）〇〇〇〇株式会社　電話：０３－〇〇〇〇－〇〇〇〇

4

The design for e-mail signatures is given below. Aspects such as wording and order of items should be used as given below.

* The employee's position appearing in the signature is the one on the business card.

■ Japanese

Font color: black

Recommended font: Gothic font available on the computer

Size: Bold should be used only for "NAGASE Group," all the others should be parallel.

Employee name ————	平成 太郎（Taro Heisei）
	-- *A dotted line (single-byte hyphens) should be inserted between the name and company name in English.*
Company name in English —— (use bold to make it larger)	**NAGASE Group**
Company name ————	長瀬産業株式会社
Department name ————	事業戦略室
Position ————	課長
Address ————	〒103-8355 東京都中央区日本橋小舟町 5-1
Phone and fax ————	Tel: 03-3665-×××× Fax: 03-3665-××××
Mobile phone number ————	Mobile: ×××-××××-××××
E-mail address ————	E-mail: taro.heisei@nagase.co.jp
URL ————	http://www.nagase.co.jp/

The following are examples of e-mail signatures for European languages, Chinese, and Japanese + European language.
Color, font, size, and other aspects are the same as those for Japanese.
* Employees who regularly handle a large volume of Japanese and English e-mails can use the Japanese + European language signature given to the right.

■ European languages

Taro Heisei

NAGASE Group

NAGASE & CO., LTD.
Corporate Strategy Office
Manager

5-1 Nihonbashi-Kobunacho Chuo-ku Tokyo 103-8355 JAPAN
Tel: +81-3-3665-×××× Fax: +81-3-3665-××××
Mobile: +81-××-××××-××××
E-mail: taro.heisei@nagase.co.jp
http://www.nagase.co.jp/

■ Chinese

平成 太郎

NAGASE Group

长瀬产业株式会社
事业战略室
课长
〒103-8355 东京都中央区日本桥小舟町 5-1
Tel: +81-3-3665-×××× Fax: +81-3-3665-××××
Mobile: +81-××-××××-××××
E-mail: taro.heisei@nagase.co.jp
http://www.nagase.co.jp/

■ Japanese + European languages

平成 太郎 / Taro Heisei

NAGASE Group

長瀬産業株式会社 / NAGASE & CO., LTD.
事業戦略室 / Corporate Strategy Office
課長 / Manager

〒103-8355 東京都中央区日本橋小舟町 5-1
5-1 Nihonbashi-Kobunacho Chuo-ku Tokyo 103-8355 JAPAN

Tel: 03-3665-×××× Fax: 03-3665-××××
Mobile: ×××-××××-××××
E-mail: taro.heisei@nagase.co.jp
http://www.nagase.co.jp/

The following unique fonts, colors, and design should not be used because they will undermine the corporate image.

■ Do not decorate

Do not add unnecessary elements, such as decorations.

☆゜゜・．：＊：゜・：＊☆゜゜・．＊：゜・：＊

平成 太郎（Taro Heisei)
・・・・・・・・・・・・・・・・
NAGASE Group

長瀬産業株式会社
事業戦略室
課長

〒103-8355 東京都中央区日本橋小舟町 5-1
Tel: 03-3665-×××× Fax: 03-3665-××××
Mobile: ×××-××××-××××
E-mail: taro.heisei@nagase.co.jp
http://www.nagase.co.jp/

☆゜゜・．：＊：゜・：＊☆゜゜・．：＊：゜・：＊

■ Do not use highly individualistic fonts.

Fonts other than general Gothic are prohibited.
Do not use highly individualistic fonts such as cute ones or calligraphy ones that have a traditional feel.

平成 太郎（Taro Heisei)

NAGASE Group

長瀬産業株式会社
事業戦略室
課長

〒103-8355 東京都中央区日本橋小舟町 5-1
Tel: 03-3665-×××× Fax: 03-3665-××××
Mobile: ×××-××××-××××
E-mail: taro.heisei@nagase.co.jp
http://www.nagase.co.jp/

■ Do not change the order of information or colors.

Rules regarding wording were developed out of consideration of ease to understand and see for people outside the company. Do not change the order of information, add colors, etc., at your own discretion.

NAGASE Group

長瀬産業株式会社
事業戦略室
課長

平成 太郎（Taro Heisei)

〒103-8355 東京都中央区日本橋小舟町 5-1
Tel: 03-3665-×××× Fax: 03-3665-××××
Mobile: ×××-××××-××××
E-mail: taro.heisei@nagase.co.jp
http://www.nagase.co.jp/

5-2 Design Examples

The following is an example of a website. The following example should be used as reference.

■ Website

The logo with tagline is located in the upper-left corner.
Effective use of NAGASE RED is made on a large portion of the site.
Recommended size: 960 px.

A conceptual example of an office entrance is shown below. It should be used as reference.
* Type A group companies should use the corporate logo + company name logo (p. 24).

■ Office entrance

Effective use is made of NAGASE RED, and the corporate logo is located in the center of the wall.

Do not use italic.

A conceptual example of an event booth is shown below.
It should be used as reference.

■ Event booth

The booth incorporates various elements including a product explanation panel, and effective use is made of the thick line with slanted cuts that runs across the booth and the NAGASE-Scape, which creates a uniform corporate image.
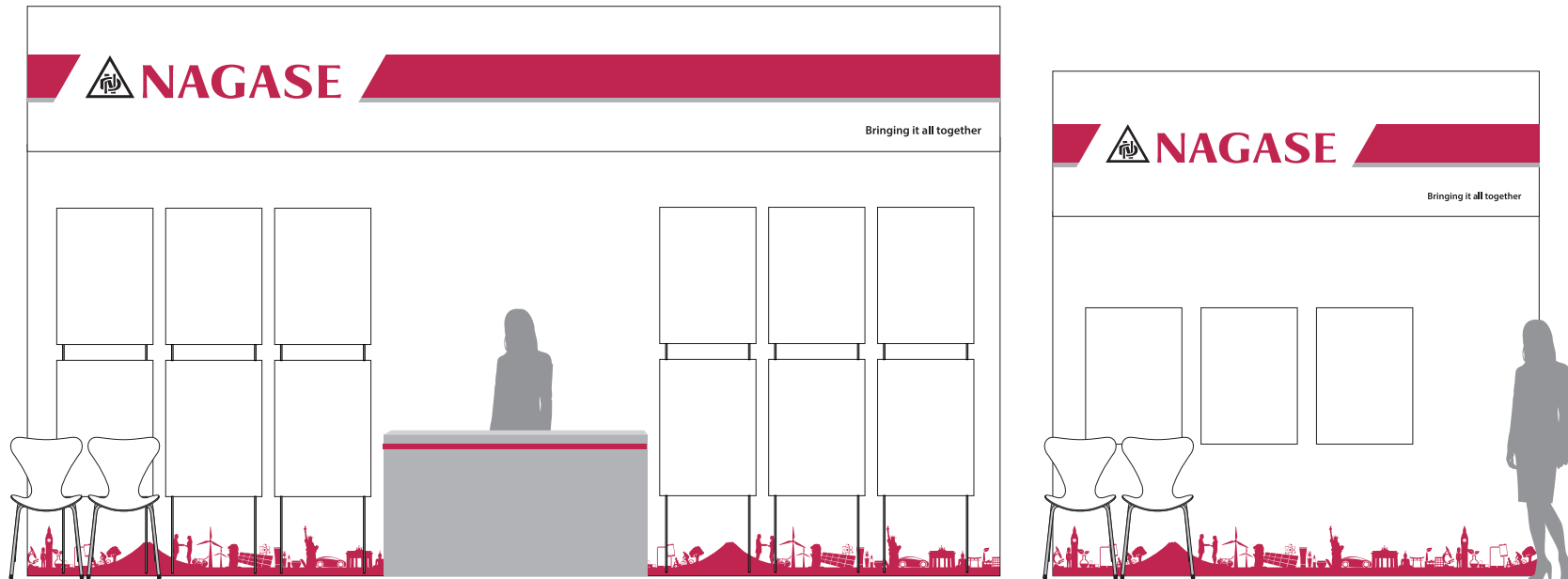
The following should be referred to as an example for logo placement and templates for product explanation panels.

Further, refer to "Corporate Colors / Color Palette" (p. 46) for information on the color scheme for the face.

■ Basis design

Recommended size: A1 (591 mm x 841 mm)
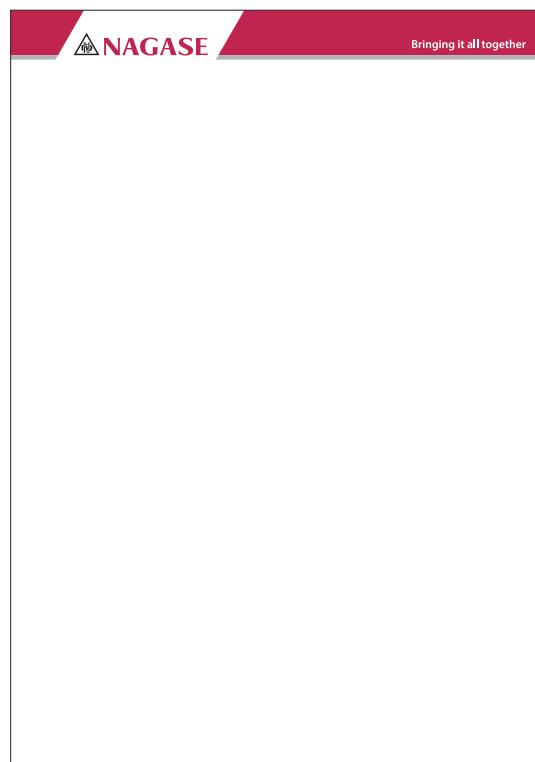
■ Placement of the group company logo
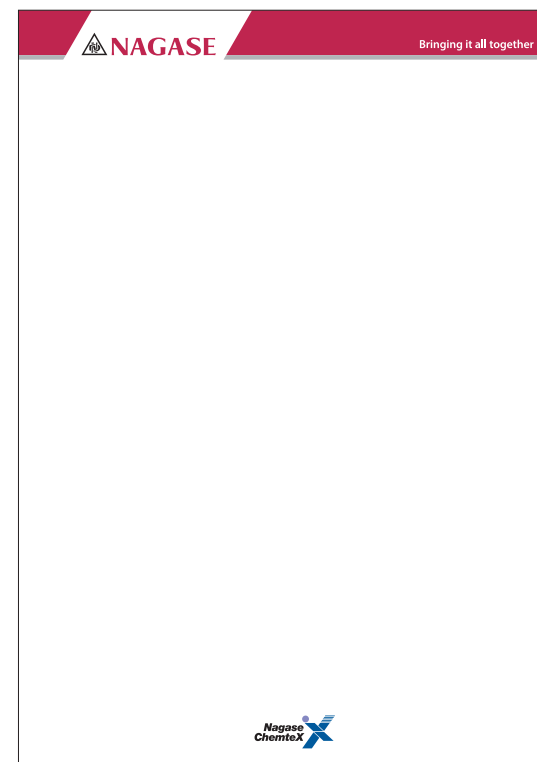
Logos other than NAGASE should be placed center in the lower part of the page.

The following examples should be referred to for information on the placement of the endorsement logo and various product brand logos in catalogs.

■ Logo placement

The product brand logo should be placed in the upper-right corner, and the endorsement logo in the lower-right corner.

BRAND LOGO

The product brand logo is placed in the upper-right corner.
The size and position are determined taking into consideration the particular material in order to create the most effective balance.

Nagase ChemteX
NAGASE Group

The endorsement logo is located in the lower-right corner

The following should be referred to for information on using the logo with different background colors.

■ Light background

With light background colors, the normal colors for the logo should be used.

BRAND LOGO

Nagase
ChemteX
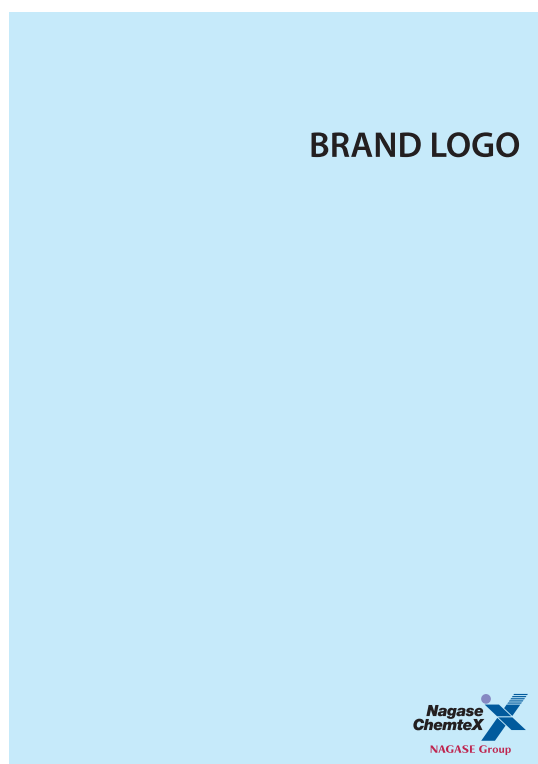
NAGASE Group

With light colors,
NAGASE RED is used.

■ Dark background

With dark background colors, if it is difficult to see the logo, the NAGASE Group with white lettering can be used as a special case.

BRAND LOGO

Nagase
ChemteX

NAGASE Group

If it is difficult to see the "NAGASE Group" logo because of the background color, white lettering can be used as an exception.

The following is an actual example of the placement of the endorsement logo on a catalog. This should be used as reference, and the various aspects incorporated when creating the catalog for particular companies.

■ Nagase ChemteX DENA TITE®

■ HAYASHIBARA TREHA®
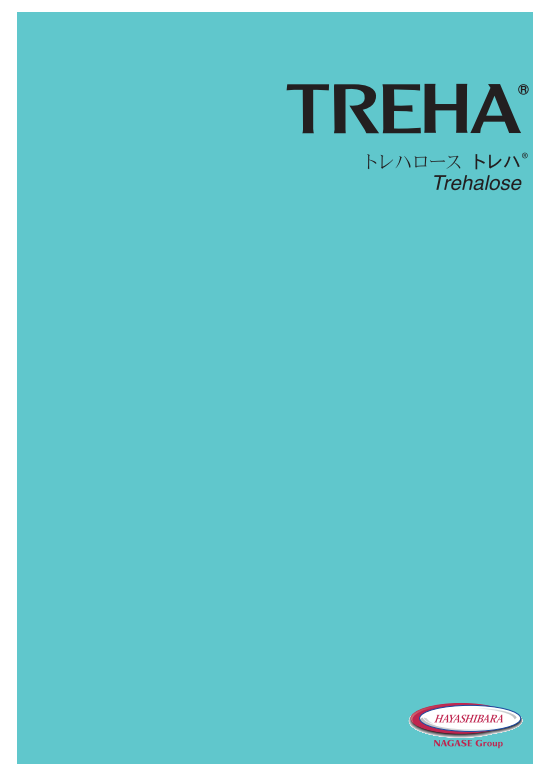
A sample magazine ad is provided below.
The logo with tagline should be used for ads.

■ Vertical version

■ Horizontal version