

**BRAND
BOOK
DAIKO**
guide line

INDEX

brand book

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proportions



complete logo with ®



complete logo



main color

always prefer, where possible, the version of the white logo with red background



colors options

secondary color schemes

No other color combinations are allowed,
for exceptional cases contact the DAIKO marketing department before proceeding



dimensions

how to use DAIKO logo, with or without ®

For any doubts or exceptional cases, contact the Marketing department

The DAIKO logo with ® should be used
as the main logo, on any document,
packaging, catalogue, exhibition banner
DAIKO brand book



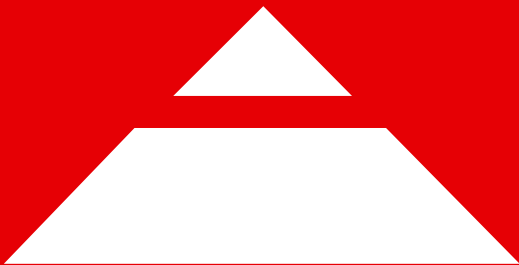
The DAIKO logo without ® should be used
when the logo is sized under 4 cm

May also be used for merchandising,
sponsorship, and other non-commercial
materials



main color

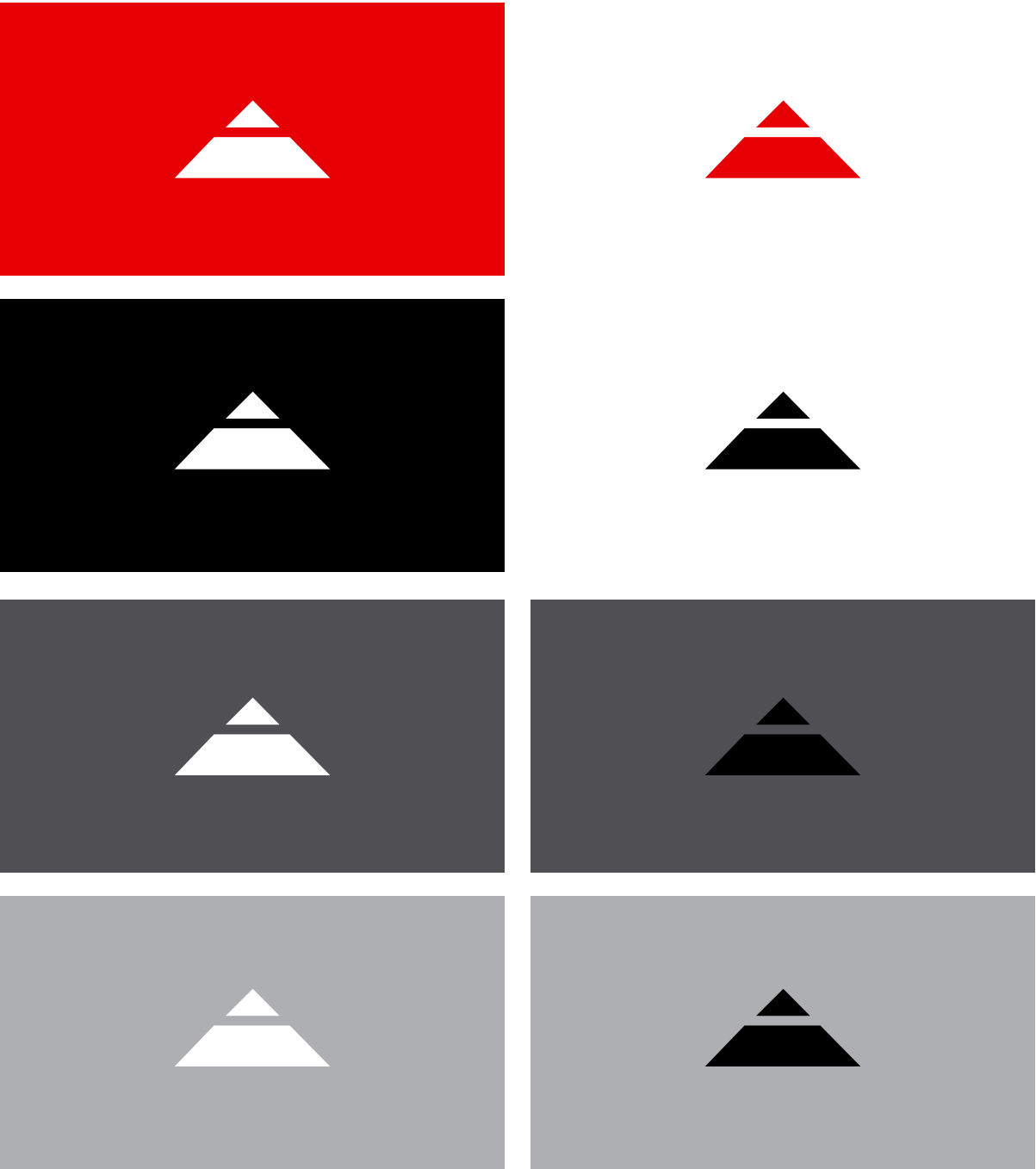
always prefer, where possible, the version of the white symbol with red background



colors options

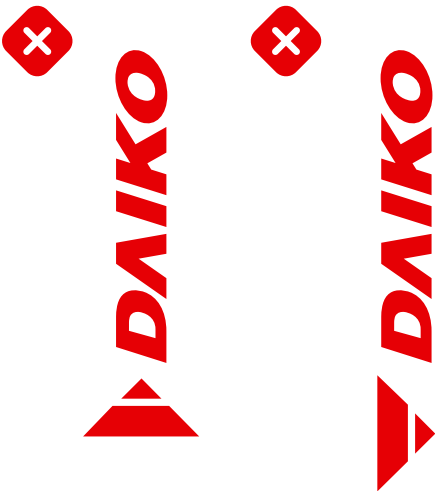
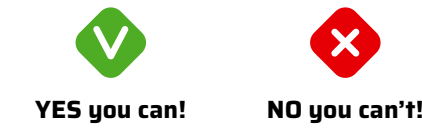
secondary color schemes

No other color combinations are allowed,
for exceptional cases contact the DAIKO marketing department before proceeding



rules

it is not allowed to modify,
remove or add logos near the company divisions



rules



only official color schemes may be used

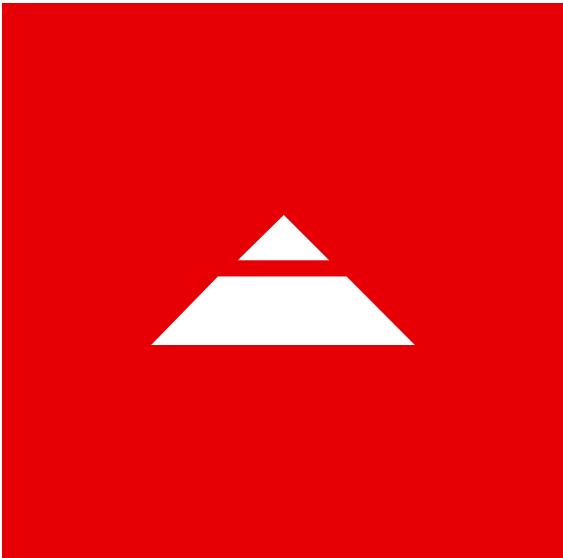


other combinations are not allowed

SQUARE TAG - DAIKO TAG SYMBOL

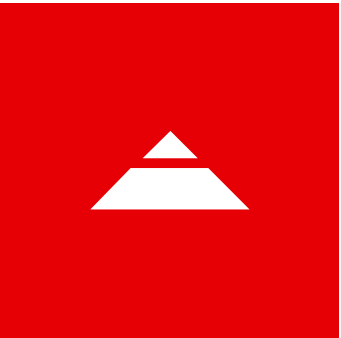
rules

it is not allowed to modify,
remove or add logos near the company divisions

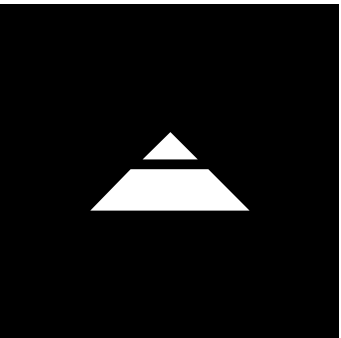


SQUARE VERSION - colors application

main color



welding
consumables



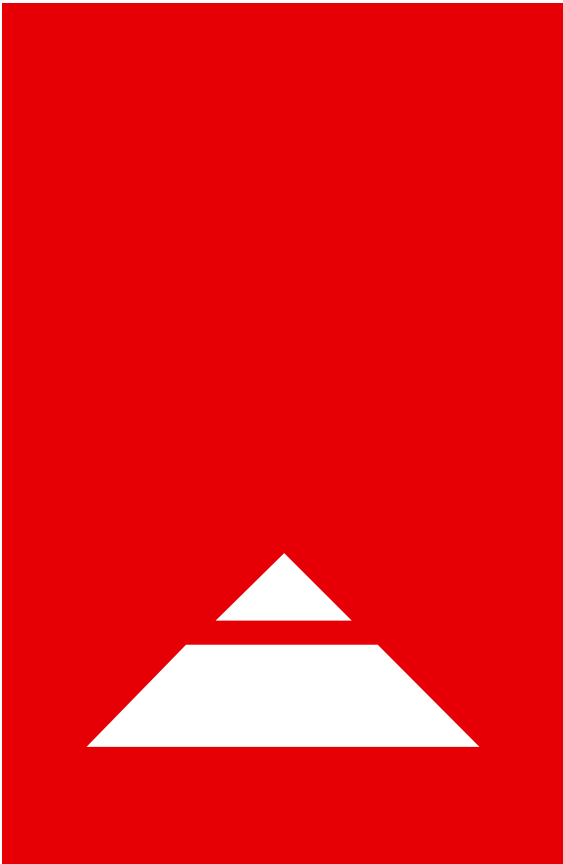
maintenance
solutions



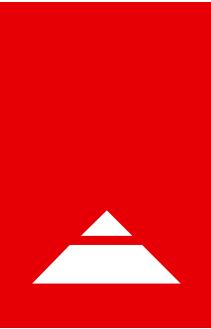
VERICAL TAG - DAIKO TAG SYMBOL

rules

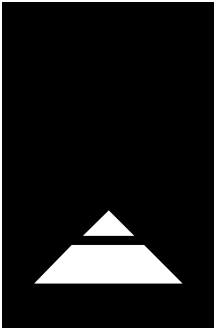
it is not allowed to modify,
remove or add logos near the company divisions



VERTICAL VERSION - colors application



main color

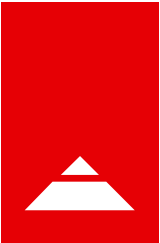


welding
consumables



maintenance
solutions

Standard version



Medium version



Long version



TAG - DAIKO TAG

main color
always red box with white logo

rules
it is not allowed to modify,
remove or add logos near the company divisions



Standard version



Medium version



Long version



**rules
to use for WELDING CONSUMABLES media**
it is not allowed to modify,
remove or add logos near the company divisions



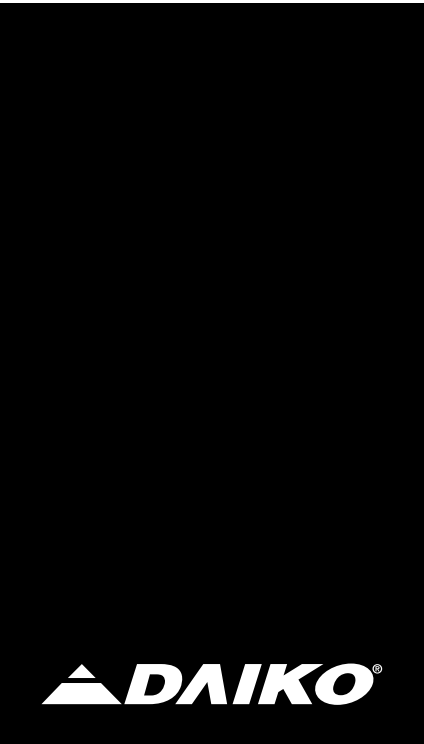
Standard version



Medium version



Long version



**rules
to use for MAINTENANCE SOLUTIONS media**
it is not allowed to modify,
remove or add logos near the company divisions



Standard version

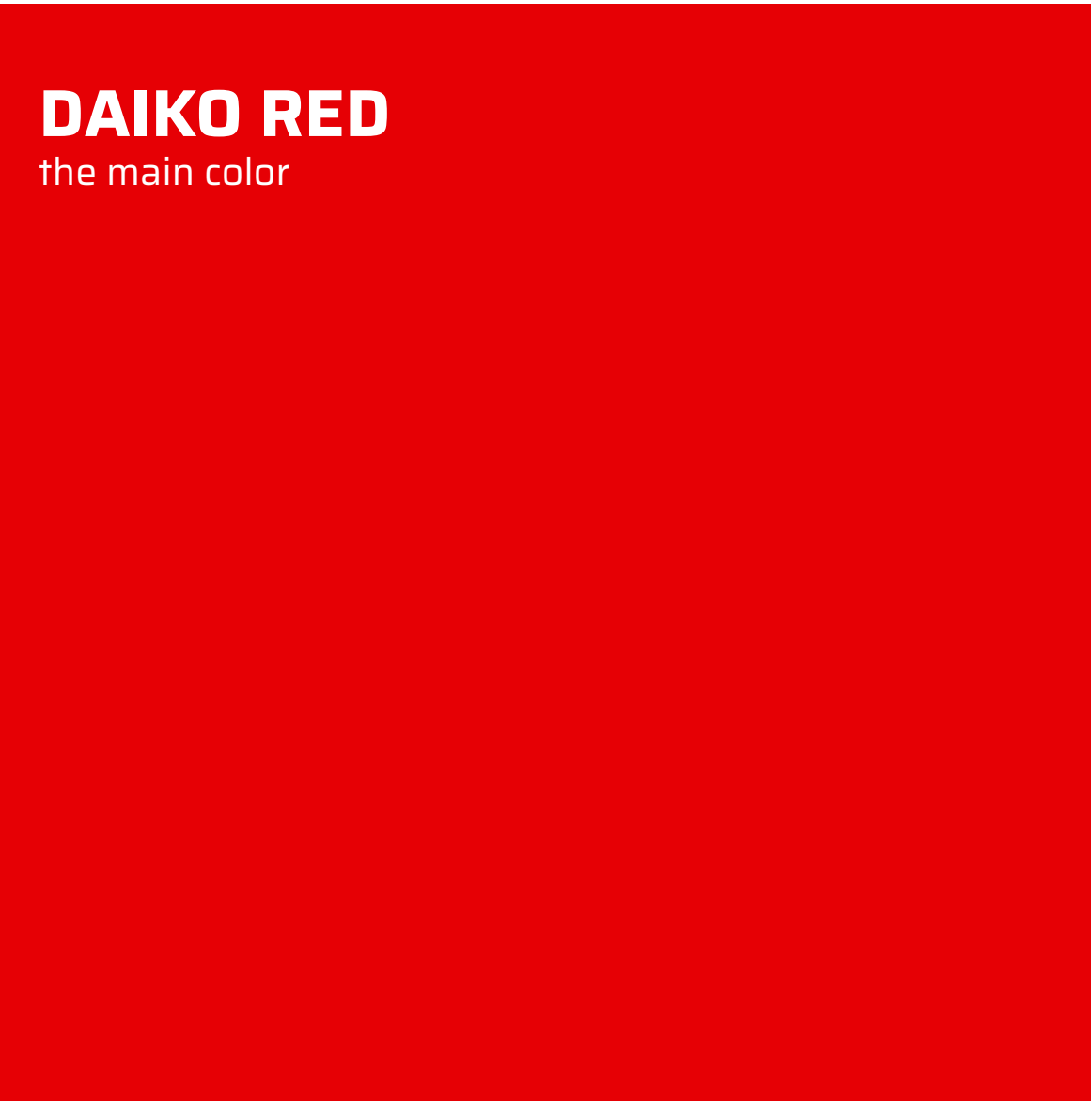


Medium version



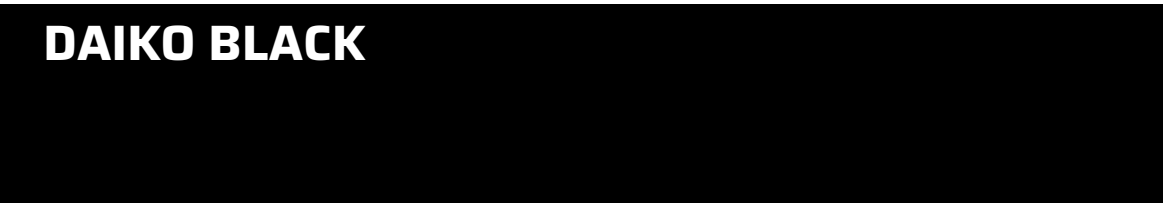
Long version





DAIKO RED
the main color

CMYK	RGB	HEX	PANTONE	RAL
C: 0 M: 100 Y: 100 K: 0	R: 200 G: 0 B: 0	#c80000	485 C	3020



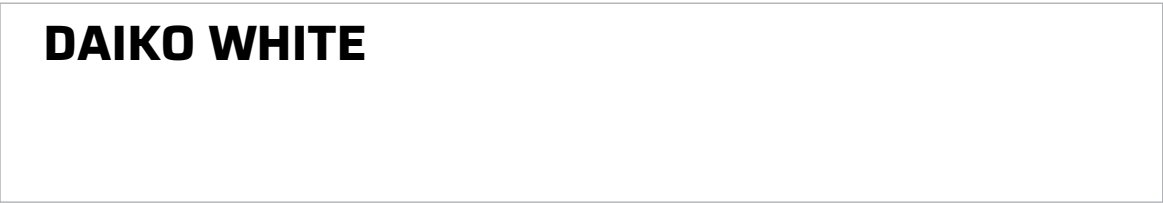
CMYK	RGB	HEX	PANTONE	RAL
C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0	#000000	BLACK	9017



CMYK	RGB	HEX	PANTONE	RAL
C: 0 M: 0 Y: 0 K: 80	R: 81 G: 80 B: 84	#515054	COOL GRAY 9C	7043



CMYK	RGB	HEX	PANTONE	RAL
C: 0 M: 0 Y: 0 K: 20	R: 172 G: 173 B: 176	#acadb0	COOL GRAY 5C	7004



CMYK	RGB	HEX	RAL
C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	#ffffff	9003

only titles

The company divisions are presented only with a descriptive title, this title must be used on graphic materials where the company division is to be identified, they must comply with the following rules and be used only as indicated herein

**WELDING
CONSUMABLES**

**MAINTENANCE
SOLUTIONS**

**WORKSHOP
ACCESSORIES**

options

two versions are allowed

LEFT justification

**WELDING
CONSUMABLES**

**MAINTENANCE
SOLUTIONS**

**WORKSHOP
ACCESSORIES**

CENTERED justification

**WELDING
CONSUMABLES**

**MAINTENANCE
SOLUTIONS**

**WORKSHOP
ACCESSORIES**

rules

it is not allowed to modify,
remove or add logos near the company divisions



YES you can!



NO you can't!



**WELDING
CONSUMABLES**



**WELDING
CONSUMABLES**



**WELDING
CONSUMABLES**



**WELDING
CONSUMABLES**



**WELDING
CONSUMABLES**



**DAIKO
WELDING
CONSUMABLES**



**WELDING
CONSUMABLES**

colors

corporate divisions can have the DAIKO red background color
or use the associated secondary color below



**WELDING
CONSUMABLES**

**WELDING
CONSUMABLES**

DAIKO RED
WELDING CONSUMABLES

DAIKO BLACK
WELDING CONSUMABLES



**MAINTENANCE
SOLUTIONS**

**MAINTENANCE
SOLUTIONS**

DAIKO RED
MAINTENANCE SOLUTIONS

DAIKO DARK GRAY
MAINTENANCE SOLUTIONS



**WORKSHOP
ACCESSORIES**

**WORKSHOP
ACCESSORIES**

DAIKO RED
WORKSHOP ACCESSORIES

DAIKO GRAY
WORKSHOP ACCESSORIES

the main font

use this font family in any possible material
 from catalogs to digital communication

SAIRA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

font tilt- italic

it is possible to tilt the font, creating an ITALIC version, with the appropriate graphic tools (e.g. on the INDESIGN program) using an angle of 10°

SAIRA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SAIRA EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

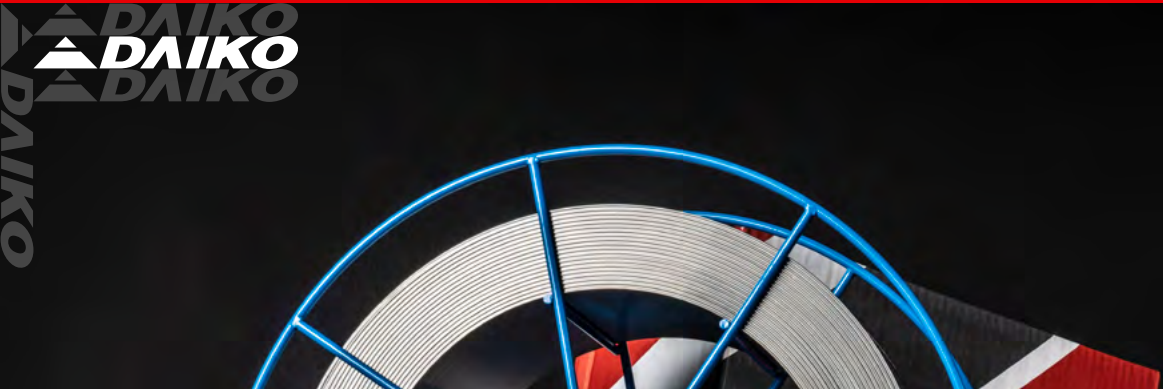
SAIRA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

LOGO USAGE EXAMPLES - DAIKO brand book

how to use the logo

some examples of how the logo can be use on various formats and types of images

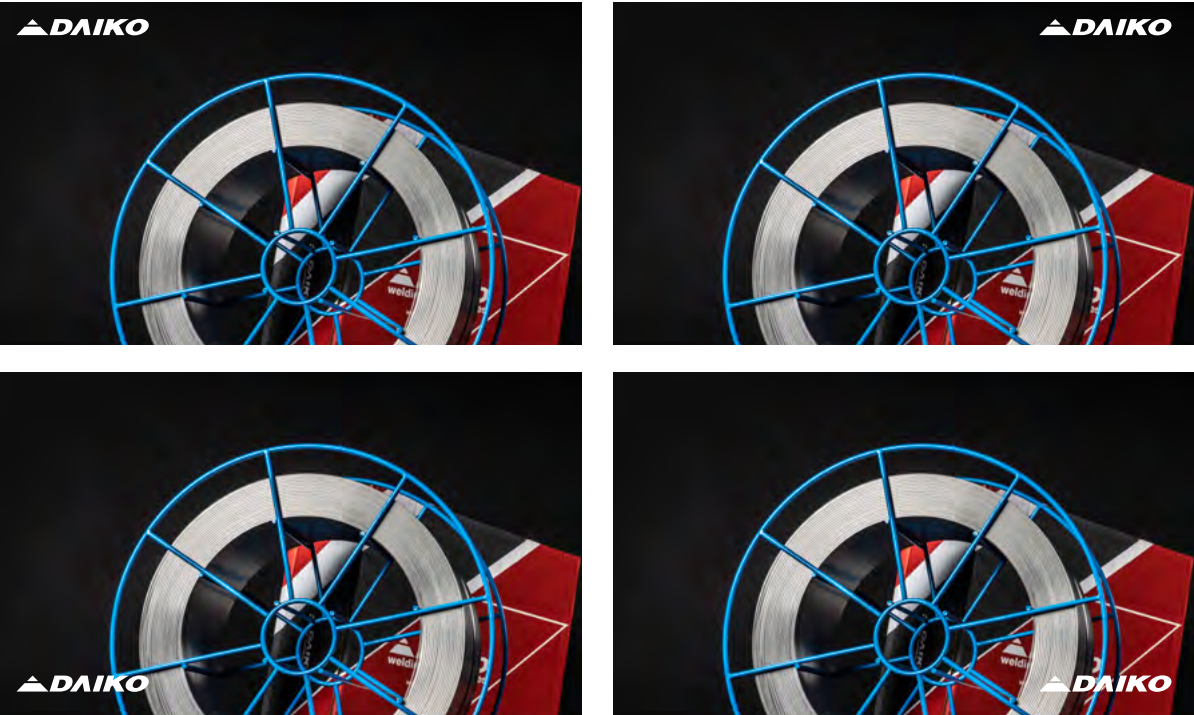


if positioned on product or sector images, it should always be used on the sides of the images, maintaining a space equal to its size from the edges

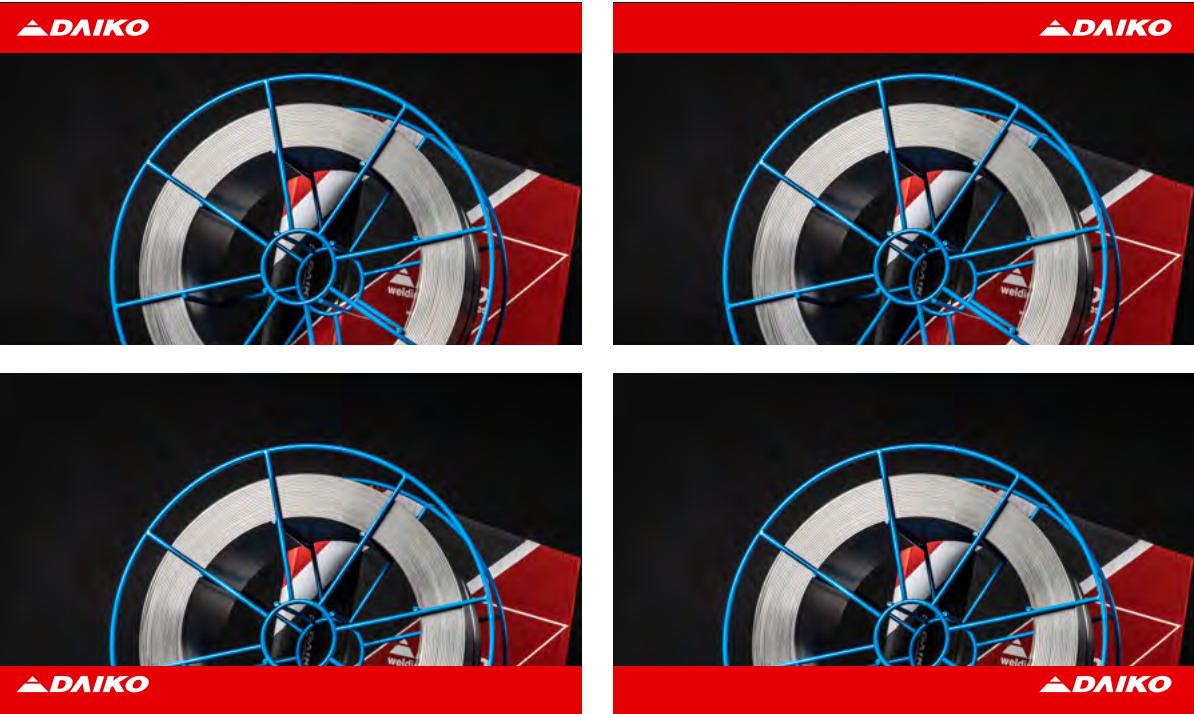


LOGO USAGE EXAMPLES - DAIKO brand book

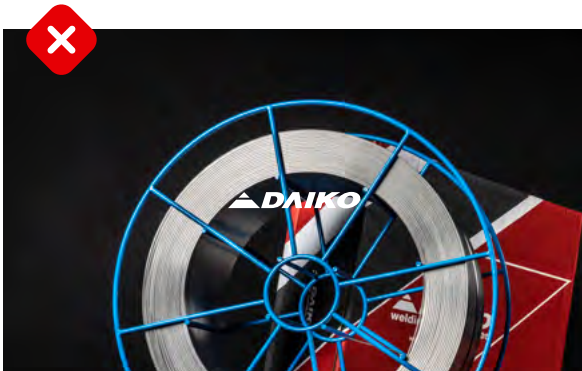
example of permission placement



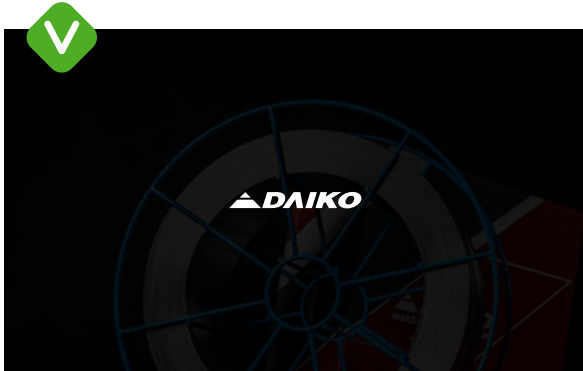
a red band can be used to detach the daiko logo from the background if needed



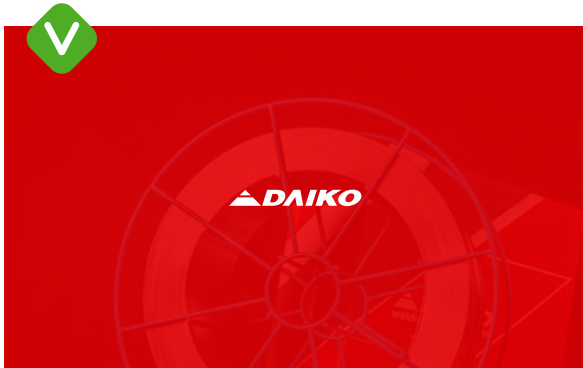
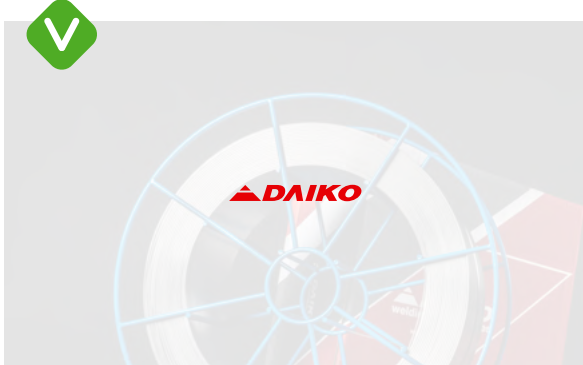
incorrect use of the logo on images



it is not possible to center the logo on images that do not allow it to be clearly visible



the background image should always have a strong contrast with the logo



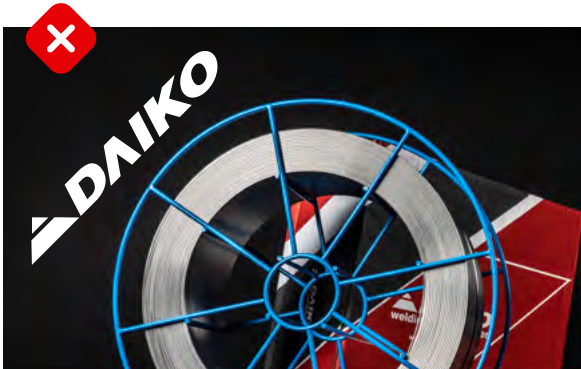
incorrect use of the logo on images



the logo should never be cut



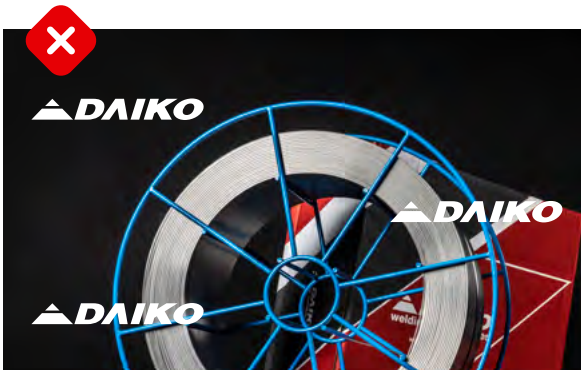
it must always be within the margins and be in correct proportion



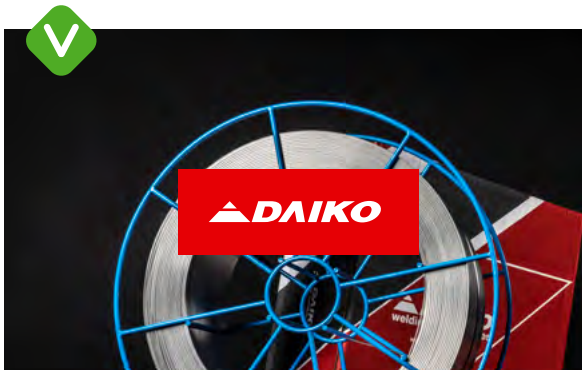
it cannot be placed diagonally



cannot be placed transparently on top of images



cannot be used more than once on the same image



can be positioned using a red box, maintaining correct proportions

DAIKO S.R.L.

Via Toscana, 3A-3B
20056 - Grezzago (MILANO) - Italy
Ph. +39 02 9090477

Via Aquileia, 13-15
31048 - S. Biagio di Callalta (TREVISO) - Italy
Ph. +39 0422 796367

LEGAL OFFICE

DAIKO S.R.L.
Viale G. G. Felissent 84/D - 31100 - TREVISO - Italy
REA 416562 VAT and T.C. IT04907220265

daikowelding.com
daiko@daikowelding.com

