



For Business Partners

JVC Brand Visual Identity Guidelines

Branding, Advertising & Publicity Department
JVCKENWOOD Corporation

April 10, 2017

About the Brand Colors

In JVC brand communication materials—such as websites, brochures, advertisements, posters, POP materials, proposal documents, etc.—the design of each item must clearly demonstrate and enhance “One Voice” (unity and consistency).

To achieve this goal, controlling the use of color is essential.

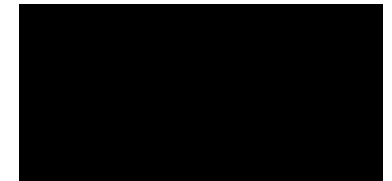
With this in mind, a set of Brand Colors has been created for use in the design of any communication materials or items created under the JVC brand.

The Brand Colors are separated into the following three levels: Main Color, Secondary Colors and Accent Colors.

Main Color



Secondary Colors



Accent Colors



Main Color and Secondary Colors

Main Color

The Main Color expresses the core spirit and personality of JVC, and therefore is the most important color for the brand.

It symbolizes the ever-advancing, bold and active, and engaging personality of the JVC brand.

Secondary Colors

The Secondary Colors complement the Main Color in expressing the spirit and personality of JVC, and they too are important colors for the brand.

White is used as the basic background color of the JVC Brand Logo, as well as the standard color of the page, screen or visible area of communication materials.

Black is used to support and emphasize the Main Color. It can also be used as a background color, although white should be the first choice for backgrounds.

Main Color



Red

CMYK M 100% Y 100%

PANTONE 1795C

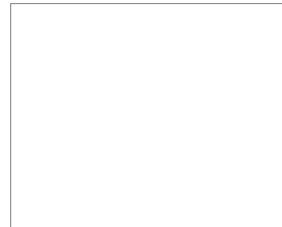
RGB R 255 G 0 B 0

Web color #FF0000

Signage film approx. color [Solid] 3M Scotchcal Film JS6217XL Sunshine

Signage film approx. color [transparent] 3M Scotchcal Film TP3213XL Cardinal red

Secondary Colors



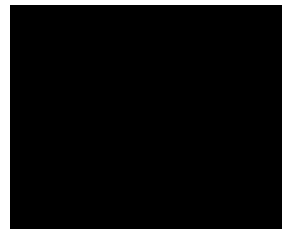
White

CMYK C0% M0% Y0% K0%

PANTONE -

RGB R 255 G 255 B 255

Web color #FFFFFF



Black

CMYK K 100%

PANTONE Process Black

RGB R 0 G 0 B 0

Web color #000000

Accent Colors

Accent Colors are used when designing charts, graphs, accented text, diagrams etc. in communication materials.

Because the corporate brand summarizes and communicates information on behalf of itself as well as each product brand, these Accent Colors are common to the corporate and product brands within the group.


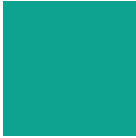
When creating materials using the Main Color and Secondary Colors, select and use colors from these Accent Colors as needed.

In addition to the Accent Colors, various shades of gray may also be used as a neutral color choice.



NOTE: As the name suggests, Accent Colors must be used only as an accent to complement the brand's Main and Secondary colors. Other than gray, be sure to use them as partial accents only, and never use them as the full background color.

Accent Colors

	CMYK	C55%	M45%	Y10%	K0%
	RGB	R 131	G 135	B 182	
	CMYK	C80%	M0%	Y20%	K0%
	RGB	R 0	G 175	B 204	
	CMYK	C80%	M10%	Y50%	K0%
	RGB	R 14	G 162	B 145	
	CMYK	C50%	M10%	Y75%	K10%
	RGB	R 142	G 185	B 95	
	CMYK	C10%	M40%	Y70%	K0%
	RGB	R 229	G 168	B 87	
	CMYK	C10%	M70%	Y40%	K0%
	RGB	R 221	G 107	B 117	
	CMYK	C0%	M0%	Y0%	K40%
	RGB	R 186	G 186	B 186	

JVC Brand Logo

In designs, the JVC Brand Logo is a symbol of JVC's aspiration to apply "imagination that magnifies human senses."

When using the Brand Logo in digital or other designs, be sure to use the digital files provided by the Branding, Advertising & Publicity Department's, which must be used "as is," with no alterations.

Please also bear in mind the following rules:

1. Design any and all communication materials in accordance with the stipulations on the following pages, in order to ensure that the logo always appears the same, and is clearly visible.
2. Place the Brand Logo in the best position, prominently and with confidence, to emphasize its uniqueness, and visibility.

NOTE: The Brand Logo should not simply be placed anywhere that there is some open space on the page; doing so can lead to overuse and lower impact, and greatly decreases its value.

3. The Brand Logo should always be positioned and displayed at the very top of any materials. The following alternative uses are prohibited:
 - Using the logo as a decoration or embellishment to any other displayed element
 - Placing the Brand Logo in whatever white space is open after positioning other elements.



Brand Logo Colors

In the former JVC logo guidelines, it was stipulated that the Brand logo could be used in single-colors: red, black, white, gold, or silver. However, there was no defined order of priority for use of these colors.

With the clarification of red as the brand's Main Color in April 2017, usage policy for the logo will be as follows:

- The First Priority (Standard Format): Placement of the red Brand Logo on a white background
- Depending on design requirements, when using red, the following variations are also acceptable:
 - ~ The Secondary Priority: Displaying the Brand Logo in white on a red background
 - ~ The Third Priority: Displaying the Brand Logo in red on a black background
- When red cannot be used in design or printing, using these formats must be considered exceptions to the rule.
 - ~ Monochrome logo in black, gold or silver (in the limited situation)
 - ~ Reverse logo in white on monochrome background
 - ~ Gold or silver embossing/gilting (hot stamp)
 - ~ Embossing on various solid-colored materials
- Use of any colors other than those stipulated herein is strictly prohibited.

The First Priority (Standard Format)



The Secondary Priority



The Third Priority



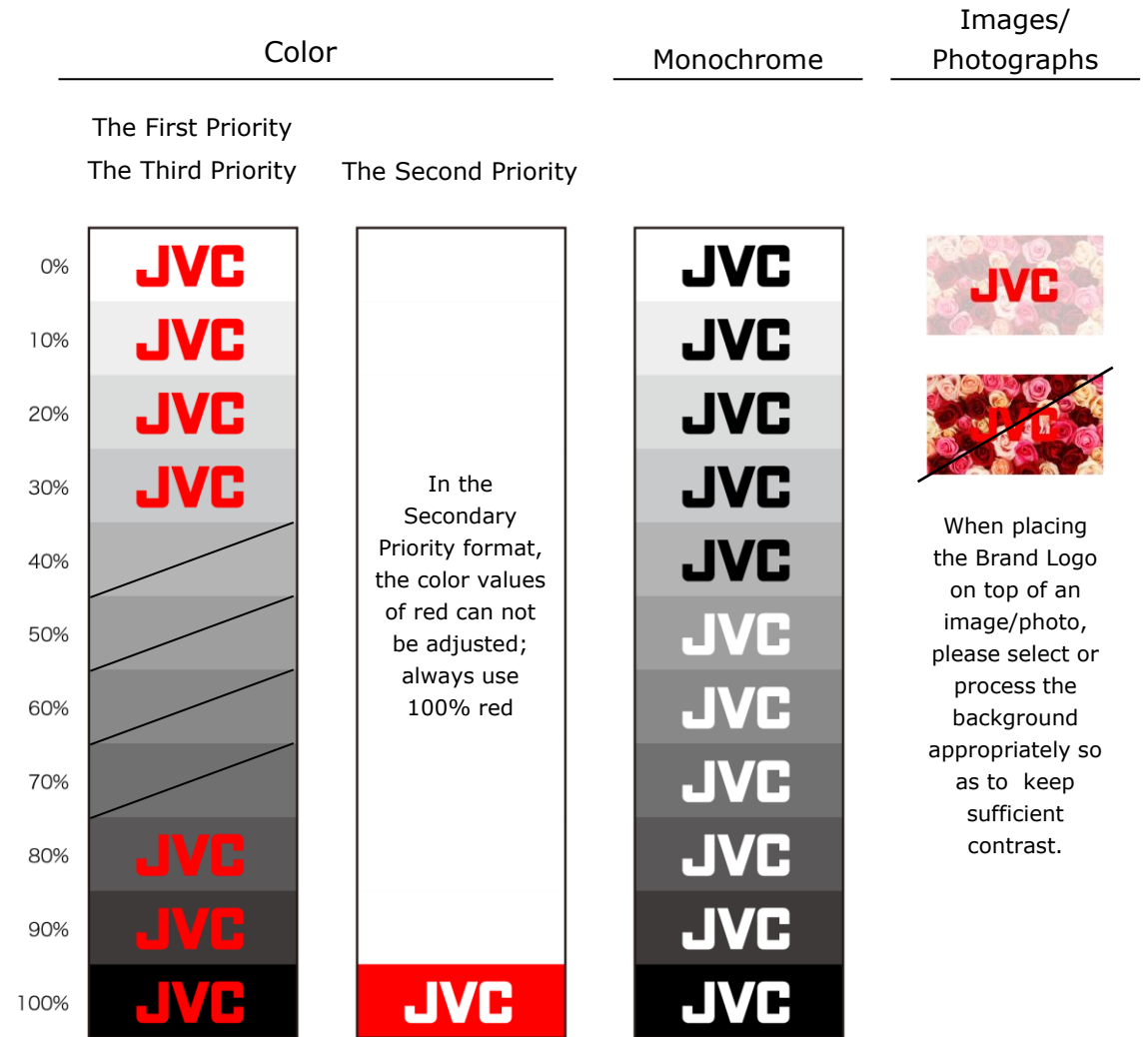
Monochrome Format (Exceptional usage when red cannot be used)



Placement on Backgrounds

Order of priority for use of the JVC Brand Logo colors is stipulated on the previous page. Based on those rules, this page sets out guidelines for placement of the Brand Logo on backgrounds, as follows:

- The First Priority: white background + brand logo in red
- The Second Priority: red background + brand logo in white (reverse of the first priority)
- For consistency of the Main Color of the Brand, shades of red must not be altered.
- The Third Priority: black background + brand logo in red
Only when required by a specific design—and always ensuring the visibility and legibility of the logo—gradations of gray between white and black may be used. (Refer to the color charts at right.)
- Brand Logo in monochrome: various shades of gray can be used as a background color. See the color chart at right to determine positive or reverse display in order to ensure ideal visibility of the logo.
- Use of any background colors other than those stipulated herein is strictly prohibited.
- As an exception to the above, the red (standard format) Brand Logo may be placed on images/photographs, as long as such placement will not detract from the legibility and distinctiveness of the Brand Logo, and maintains the correct isolation area.



Isolation Area and Minimum Size

Isolation Area

The isolation area prescribes a space around the JVC Brand Logo in which no other design elements may be placed, in order to maximize the visibility of the logo and keep it visually distinct from other elements.

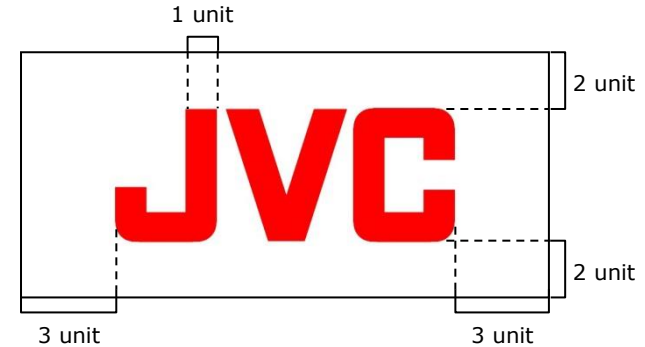
However, when only the Brand Logo is placed on signboards and banners, the outside edge of them are not considered to be design elements, so the isolation area may be adjusted smaller than the regulation provided that visibility and design balance of the logo is appropriate.

Minimum Size

The minimum display size has been set to ensure both the readability and reproducibility of the Brand Logo. When designing materials, be sure to use the logo at a size larger than the minimum shown here.

In embossed applications or printouts from a PC, if the logo cannot be clearly read or its legibility is degraded in any way, then please enlarge it to an appropriate size.

Isolation Area



NOTE: In the Design Data provided by the Branding, Advertising & Publicity Department:

- The ai data (Illustrator format) shows the isolation area in transparent lines.
- The PNG data includes the isolation area within the digital logo files. Do not add text or graphics to the space prescribed around the logo.

Minimum Size

The Brand Logo must be used at a minimum horizontal width of:

- 3mm or more for Printed materials
- 40 pixels or greater for Online materials



Examples of Incorrect Usage

The JVC Brand Logo must be used "as-is" using the provided Design Data. Its shape, proportions and/or color must not be changed in any way, in order to ensure maximum visibility and legibility.

This page shows examples of incorrect usage that must be avoided.

Changing of
Shape or
Proportions



Changing proportions, either vertically or horizontally



Italicizing the text



Adding outlines or any other 'decoration'



Making the logo stereoscopic or three-dimensional



Changing the spacing between letters



Altering the thickness of the letters



Surrounding or enclosing the logo



Changing the placement of letters



Adding any kind of pattern to the logo

Changing
Colors



Displaying in non-specified colors



Adding gradations or other adjustments to the logo



Using non-specified background colors



Using plural colors

Adding
Elements
within
Isolation
Area



Placing other design elements within the isolation area



Combining the logo with other design elements



Using the logo in spaces smaller than the isolation area (see NOTE)



Insufficient contrast between logo and background

Insufficient
Legibility



Placing the logo on backgrounds with complex patterns



Insufficient contrast between logo and background image

NOTE: An exception is permitted when only the Brand Logo is placed on signboards and banners. Please see page 15.

Standard Typefaces (for Designers)

Typefaces and fonts are lettering styles designed for use in computer-based printing. A typeface has enormous impact on the visual impression made by a given piece of creative work. Typeface is an important way to promote the spirit of the JVC brand and enhance “One Voice” unity and consistency in look and feel.

Toward this end, a set of Standard Typefaces has been defined. Actively use these typefaces when creating materials.

Standard Typefaces (for Designers)

For designers, the Standard Typefaces are as follows:

Alphanumeric text: Frutiger family

Japanese text: ヒラギノ 角ゴ

NOTE: Standard Typefaces (for Designers) are the same common typefaces used by JVCKENWOOD and JVC.

Alpha-
numeric
Standard
Typeface

Frutiger
Family

We create new ideas and explore new horizons to magnify the world of human sense and feeling.

We create new ideas and explore new horizons to magnify the world of human sense and feeling.

Japanese
Standard
Typeface

ヒラギノ
角ゴ






私たちは、尽きることのないイマジネーションを発揮しながら、それぞれの心に響く形で、ひとの感覚を高めていきます。

私たちは、尽きることのないイマジネーションを発揮しながら、それぞれの心に響く形で、ひとの感覚を高めていきます。

Data (AI & PNG)

■ AI Data





NOTE: The ai data for the JVC Brand Logo includes transparent lines showing the isolation area.

Color	
The First Priority	 J_C_1st.ai
The Second Priority	 J_C_2nd.ai
The Third Priority	 J_C_3rd.ai
Monochrome	
Positive Display	 J_M_P.ai
Reverse Display	 J_M_R.ai

■ PNG Data

NOTE: The background of "J_White.PNG" is transparent.

NOTE: The PNG data for the JVC Brand Logo includes the isolation area.

Color	
Positive Display	 J_Red.PNG
Reverse Display	 J_White.PNG
Monochrome	
Positive Display	 J_Black.PNG
Reverse Display	 J_White.PNG