



Corporate identity styleguide

Updated 13th of April 2002



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Introduction

In the street, on letters, in newspapers, in shops and nowadays increasingly on TV: wherever we look, logos tell us who or what we're dealing with. The logo is a key element of corporate identity.

Corporate identity is a broad concept and includes business cards and stationery, the lay-out of brochures, the way we type letters, the design of Point of Sales material, signage, products and packaging. It also includes the way we provide services and talk to our customers. The corporate identity, translated into the 'style of the house' of JANOME demonstrates what sort of company we are.

Features of the JANOME corporate identity style

The major elements of the JANOME corporate identity style are the logo, the colours, the layouts, grids and style elements and the typography. These elements are the main building blocks for creation of the corporate identity style. Correct combination of these elements will result in correct application of the corporate identity style on relevant items such as stationary, P.o.S. materials and signage.

The cornerstone of the JANOME corporate identity style is the logo. The logo consists of the word JANOME. Its position is defined by the rules of application for several items. In all its simplicity it graphically represents what JANOME stands for: reliability, tradition and friendliness, as well as strength and professionalism. The other cornerstones are the colours, the layouts, grids and style elements and the typography.

The primary JANOME colour is a vivid red combined with a bright white. Silver is the support colour.

In terms of typography the Myriad typeface is selected. Myriad is a friendly, professional typeface which is easy to read and can be used in corporate as well as commercial communication. The Myriad is sans serif and the varieties Roman, Bold, Italic and Bold Italic can be applied.

For application on stationary and products, the signage at a shop, the brochures, P.o.S. material etc.: all play a vital part in defining the JANOME corporate identity and provide a comprehensive manifestation of the JANOME style.



These guidelines

These guidelines are intended for applying the JANOME corporate identity style. Consistent use of the JANOME corporate identity style is essential for a consistent recognition. JANOME wants to project and reinforce a uniform image in all its contacts. This image can only be established if we apply the corporate identity style consistently, each time and everywhere, as the visual manifestation of our style. Every deviation from the corporate identity style, however small or 'inspired', disturbs this image and reduces our recognition in the market.

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Logo

The JANOME logo must never be recreated and must always be reproduced using the logo master artwork files. The logo is to be used in the following variations/order:

1. Red (standard)
2. Diapositive Red
3. Black (only when colours are not available)

The logo may be scaled. But keep a free space available around the logo of 2 units, a unit is based on the lettersize of the janome logo.

JANOME in text

If the logotype JANOME is used in a line of text, it is written as follows: JANOME. As you see, the rule is to set this completely in capitals.

Exceptions: JANOME is not capitals in the address of the stationary when used in combination with a division such as 'Janome Canada' or 'Janome Australia'. However 'Janome Canada' must always be on one single line.



Layout and grid

The tight geometric shape of the style element accentuate the strength of the logo and is reflected in the basic layout of the corporate identity style.

Wherever possible the logo is an integrated component of the total layout in combination with the style element. The logo will therefore be positioned next to the vertical style element.

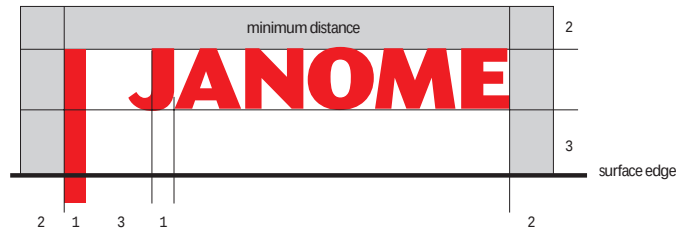
Proportions of the logo and style elements

The relative size of logo and style element are always the same. This means that if the symbol is enlarged or reduced in size, the style element is enlarged or reduced by the same factor.

JANOME

We use the following basic rules for the logo and style element:

1. The logo and the style element are always positioned together near the edge of a surface in the proportions as shown below.
2. The logo and the style element are placed towards the right side of the surface.
3. There will be no further elements introduced within the logo minimum free distance.



Do not:

- Change the proportions of the logo and style elements
- Let style element "float" on the surface
- Use other colours than described.



Colours

JANOME Red

Pantone Matching System: PMS 1797 C (Coated)

CMYK values: Cyan 5%, Magenta 100%, Yellow 90%, Calcium 0%

RGB values: Red 205, Green 0, Blue 0

Websafe colour: #FC0000

Natural Color System: S1085-Y90R

JANOME White

JANOME Silver support colour

Pantone Matching System: PMS 877 C (Coated)

RAL 9022 Pearl light grey

Myriad Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Myriad italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Myriad Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Myriad Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Sample application

MemoryCraft 2000

Digital Sewing Machine

Typography

For the body text the Myriad typeface has been selected. Myriad is a friendly, professional typeface which is easy to read and can be used in corporate as well as commercial communications. Myriad is available as Roman, Bold, Italic and Bold Italic.

For bodytekst:

Myriad regular

Bodytekst accents:

Myriad Bold, Myriad italic

Headings:

Myraid Bold or Myriad Bold italic

Note: Other fonts are not permitted. The fonts chosen are very important corporate identity characteristics. Type settings specifications for the most common typesetting systems are listed in the appropriate manuals.