



# TAIYO BRAND GUIDE LINE

The purpose of these guidelines is to give everyone an understanding of brand value and reflect this in daily advertising and sales promotion activities.

When everyone takes care in using the TAIYO brand appropriately it can continue to be a valuable asset.

# TAIYO BRAND GUIDE LINE

# 1

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ABOUT  
THE TAIYO GROUP  
BRAND

## Management Philosophy

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To achieve "a cheerful society" by further advancing "every technology" in our Group and by creating a wide range of innovative products to fulfill the dreams of the world.

### ENJOY

Imagine the future,  
make actions.

### SINCERITY

Be honest.  
Make proud decisions.

### SPEED

Take action.  
Be a pioneer.

### COMMUNICATION

Listen to others.  
Convey your thoughts.

Taiyo Value

## Brand Statement

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"Don't be afraid to fail."

Because what we learn from that failure  
drives us forward.

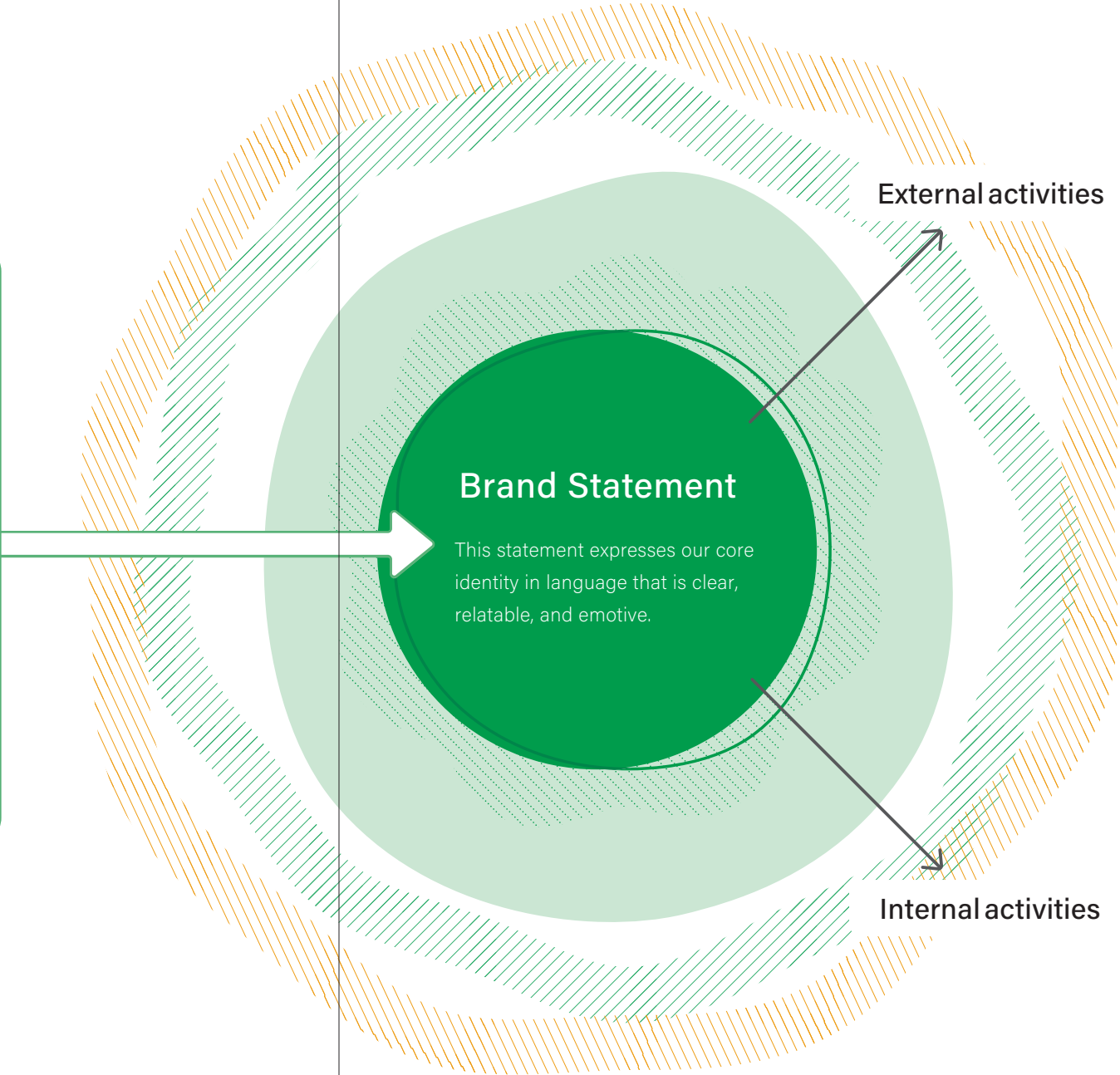
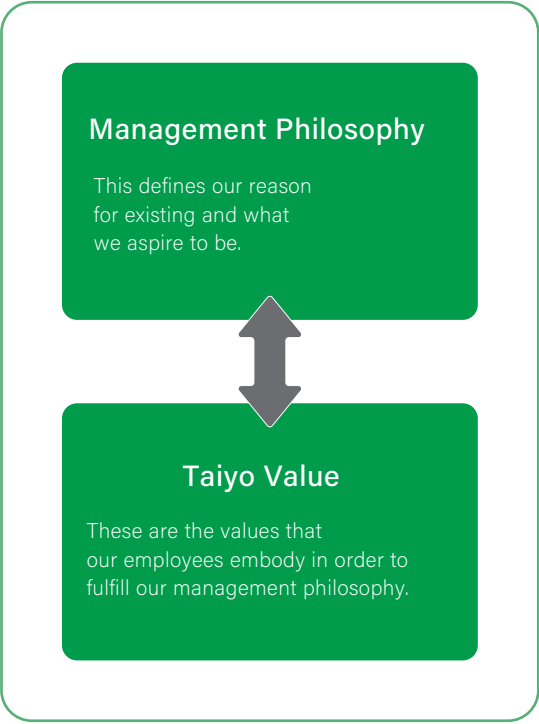
Let's enjoy a challenge  
without having the fear to make a mistake.  
Let's enjoy change to create the norm of tomorrow.  
Let's look forward to the future  
having a vision of a happier world.

Let's not limit ourselves.  
With chemistry as our strength,  
let's try to venture further.

Now is the time to sketch a new world.



Happy people create  
a happy world.



## Logo Symbol

The three-roller symbol (mark) of the Taiyo Group evokes the cross-section of the three-roll mill used to finely disperse raw materials and turn them into ink when making solder masks. Pursuing a myriad of possibilities while keeping the company rooted in the field of chemistry has led to growth of the Taiyo Group. The logo symbolizing three rollers represents our origin and is the cornerstone of growth.



Three-roller logo (mark) / 3RM

## Logo Symbol Color

The color of the logo symbol of Taiyo Group, comes from the characteristic green color of the solder masks.

Solder masks are an essential functional material for printed wiring boards. It is used in electronic products in many areas.

TAIYO GREEN symbolizes our technical capabilities, which have and will continue to evolve.

## TAIYO GREEN

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**PANTONE #355**

When specifying a special color, designate PANTONE #355 in principle. If only DIC colors can be designated, the similar color is DIC #2560.

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**CMYK C95 M10 Y100**

Designated color for CMYK is close to the pantone recommended colors. Please note that color tone may vary slightly.

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**RGB R0 G142 B68**

Designated color for RGB is a numeric value for digital. Please note that color tone may vary slightly.

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Please note that the green background on this page differs slightly from TAIYO GREEN (the RGB color) because this guideline was designed as print media.



## Logo Type

We chose to round the edges of the Gothic font in the logo type font design used for the Taiyo Group name. It is simple yet unique in form.

The rounded edges express the image of global expansion in many businesses.

It also expresses the attitude of the Taiyo Group of continually taking on challenges while looking forward to everything, unhindered by limits.

# 太陽ホールディングス



## Logo Design

The logo symbol and logo type together comprise the logo design.

Please select the logo design best suited for the design, readability, country of use, and other production conditions.

You must not modify the logo design or rearrange its elements.

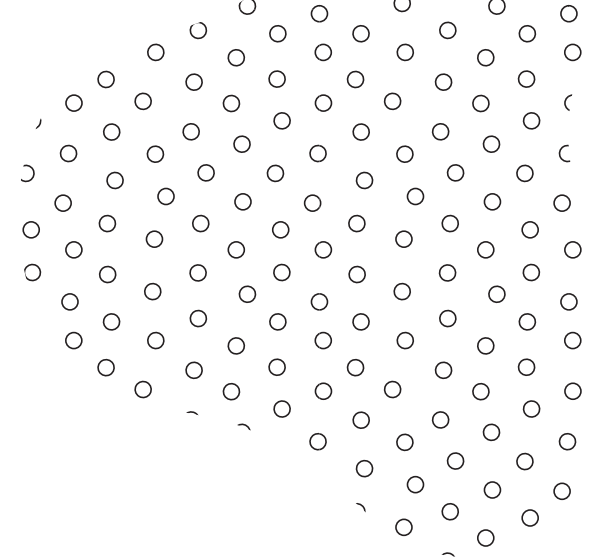
You may use any of the logo designs listed in 4. GROUP COMPANY LOGO LIST.



# TAIYO BRAND GUIDE LINE

## 2

WHAT IS BRAND  
FOR THE TAIYO GROUP



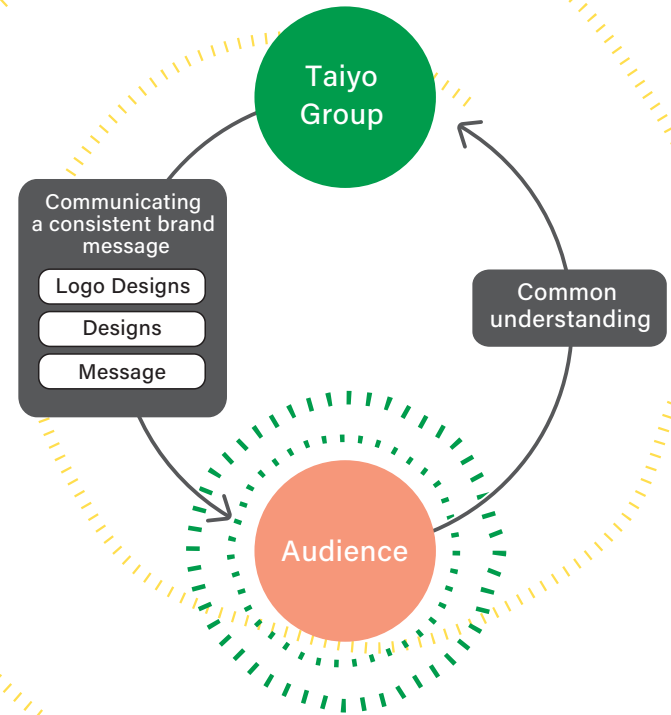
Branding coherence means building coherence  
across all elements of our brand  
(our products, services, and the organization as a whole)  
in order to differentiate the brand from the competition. \*

\*Akihiro Nishizawa, *Burandingudezain no kyōkasho*  
[Branding design textbook] (Tokyo: PIE International, 2020).

The whole purpose of a brand is to express our core identity to our audience. To that end, we must maintain consistency in our logo designs, designs, and message.

Keeping brand messaging consistent promotes a common understanding between us and our audience, leading to a better brand image.

With a better brand image, we can attract better talent, nurture new business ideas, and develop other assets that will build future business value.



## Design Policy

The purpose of our design policy is to ensure that our PR activities deliver consistent messages to our audience.

When we keep our language in line with this policy, we create a distinctive brand voice and tone. This in turn creates a consistent impression of our brand statement in the minds of our audience.

To ensure that our brand statement applies in reality, your design work should embody the two values described below.

### Trustworthiness

Uphold the high standards of clean design and professionalism expected of a global company. Avoid language that might offend your audience.

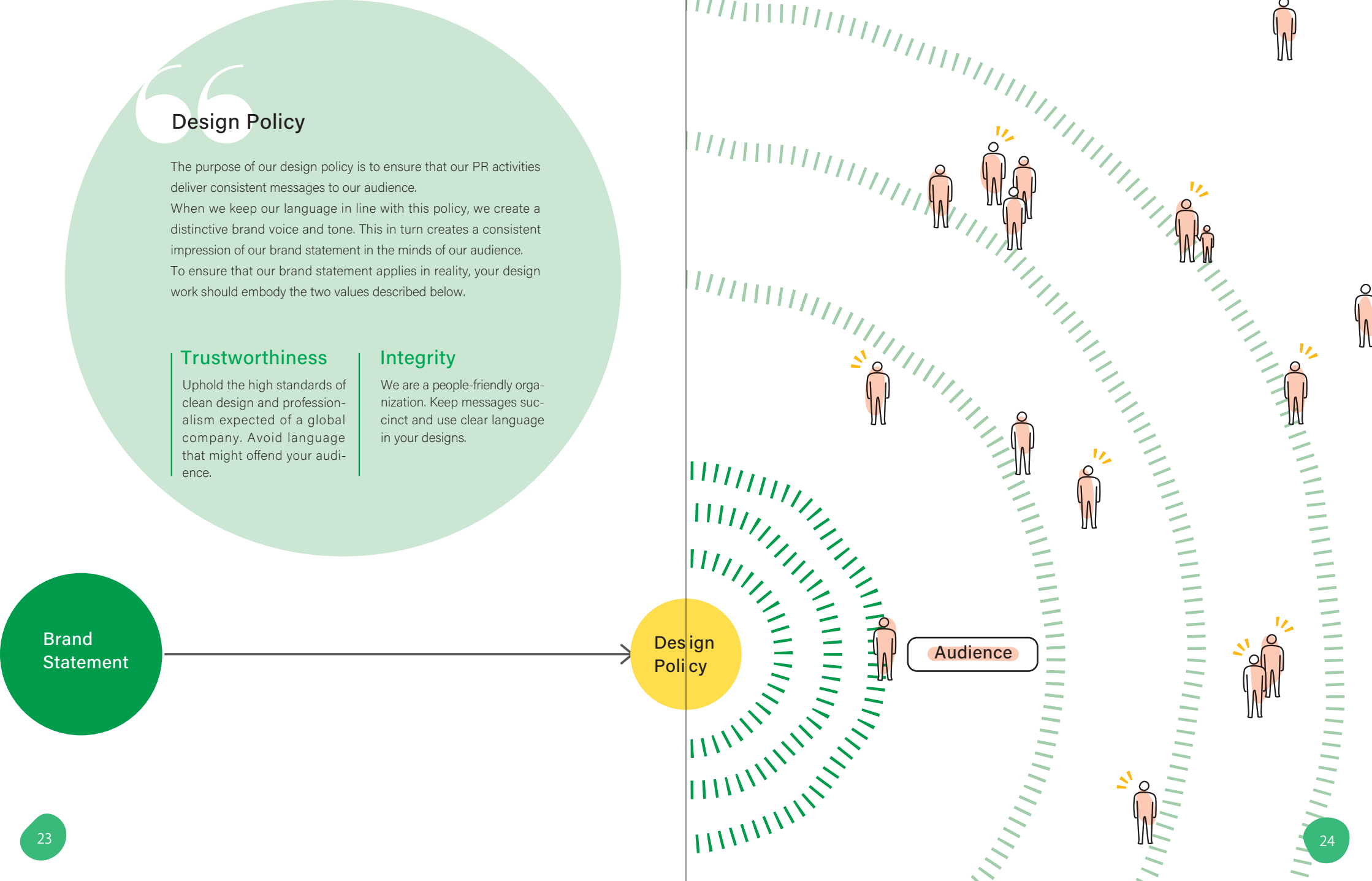
### Integrity

We are a people-friendly organization. Keep messages succinct and use clear language in your designs.

Brand Statement

Design Policy

Audience

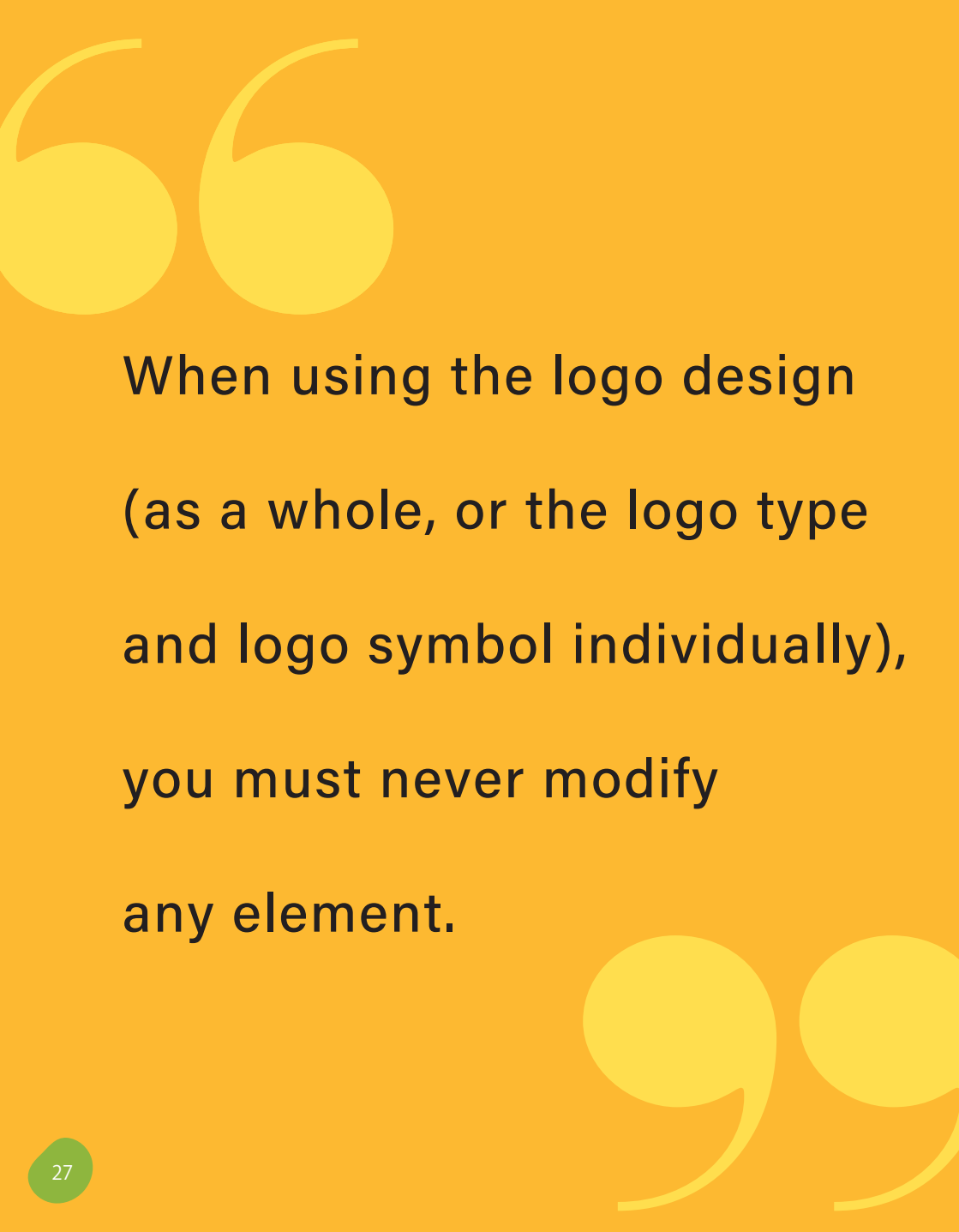


# TAIYO BRAND GUIDE LINE

## 3

LOGO DESIGN  
AND USAGE RULES





When using the logo design  
(as a whole, or the logo type  
and logo symbol individually),  
you must never modify  
any element.

### Rules for Using the Logo Design

Many organizations, besides our own, use a name that can be rendered in Roman script as "Taiyo."

We own many registered trademarks. When designing them, we took steps to avoid infringing copyright.

To protect against copyright infringement claims, you must never modify our logo design when using it.

## Clear Space Around Logo Design

The logo design must have clear space around it.  
The clear space was established to preserve the visibility and independence of the logo design.  
No other elements should be put in this space.  
The logo design is an important representation of the

company.  
It therefore must be handled with great care.

Clear Space Around the Logo Design  
(The logo symbol may also be used on its own.)

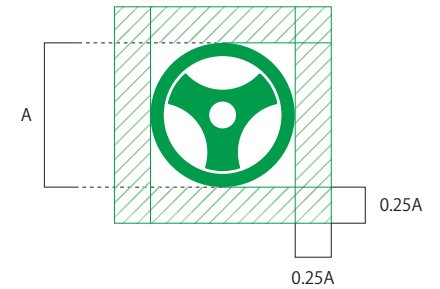


## Clear Space Around the Logo Symbol

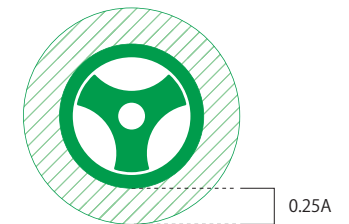
The logo symbol may also be used on its own.  
Even when used alone, the clear space must be preserved according to the purpose.  
The clear space was established to preserve the visibility and independence of the logo symbol. No other elements should be put in this space.

The logo symbol is an important expression of the company.  
Great care must therefore be taken in handling it.

Clear space around the logo symbol  
(typical case)



Clear space around the logo symbol  
(when used on round material)





## Logo Design Color

The logo design colors are TAIYO GREEN and black.

An all-white logo design may also be used according to the design conditions.

TAIYO GREEN	DIC	PANTONE	CMYK	RGB
	#2560	#355	C94 Y95	R0 G142 B68

BLACK	DIC	PANTONE	CMYK	RGB
	#582	Black C	K100	R0 G0 B0

© When using a single color other than white.

When printing in a single color, the logo may be printed in that color.

The print color should be 100% in that case.



## Background Boundary Color

We recommend that the logo design be placed on a white background.

If the conditions make that difficult, please use a logo design color that will ensure visibility, based on the chart at right.

Visibility differs depending on the hue and color

shade. Please exercise care in using the appropriate, optimal color.

When using a cut-out, embossing, other type of representation, please consult the Public Relations/Brand Marketing Division, President's office.

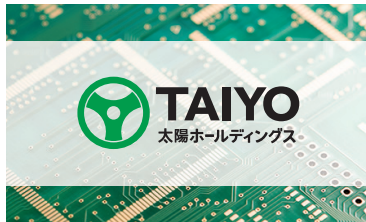


## Background Images 1

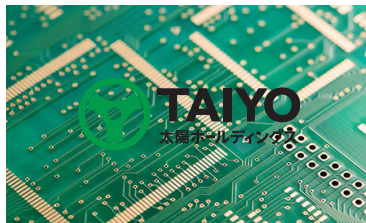
When the logo design is positioned on top of a photo, make visibility the top priority. The examples shown are for reference purposes. Visibility will differ depending on the photo content and color(s), so please use your own judgment concerning sufficient visibility of the logo design.

Consult the Public Relations/Brand Marketing Division, President's office when unsure.

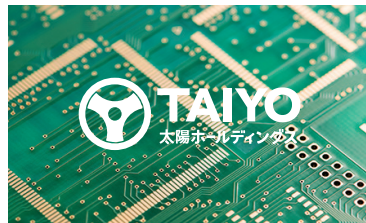
If the image makes it difficult to ensure visibility, superimpose a semitransparent banner.



With banner (70% opacity\*) superimposed  
\*1 Numbers are approximate.



Lost in the green background



Parts of the all-white logo design are hard to see

Use an all-white logo design on a background with a color halation (halo) effect\*2.



\*2 A color halation effect refers to the combination of high color saturation with no difference in brightness.

## Background Images 2

Please make visibility the top priority when superimposing the logo design on a photo. The examples shown are for reference purposes. Visibility will differ depending on the photo content and color(s), so please use your own

judgment concerning sufficient visibility of the logo design. Consult the Public Relations/Brand Marketing Division, President's office when unsure.

Superimposing the logo design without an underlying banner is acceptable when visibility can be ensured.



**OK** Light-colored background with a lot of empty space



**OK** The background color is dark so all-white makes the logo visible



**OK** Light-colored background



**OK** The background color is dark so all-white makes the logo visible

When the image has light and dark colors, superimpose a banner if it makes the logo design even a little harder to see.



**NG** The wood grain varies in color and the logo symbol is lost in it



**NG** The wood grain varies in color and makes part of the logo design hard to see



**OK** Imposition of a banner (50% opacity\*3) ensures visibility  
\*3 Numbers are approximate.

## Prohibited Logo Symbol and Logo Design Usage

The logo symbol and logo design are important representations of the company. The shapes must therefore never be changed or modified.

The logo designs used here are just a few

examples. However, the examples of prohibited uses apply to all logo symbols and logo design in these guidelines.



Do not rotate



Do not change the aspect ratio



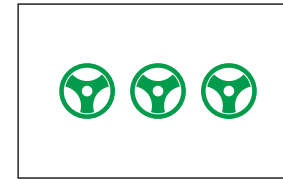
Do not change the size of logo components



Do not use a different font for the logo text



Do not use colors other than the specified colors



Do not use more than one logo in the same location



Do not superimpose a color on top of the logo



Do not embellish (with shading, borders, etc.)



Do not change the configuration



Do not add text around the logo design



Do not insert other elements into the clear space



Do not use unspecified logo design variations.03



# TAIYO BRAND GUIDE LINE

## 4

GROUP COMPANY  
LOGO DESIGN LIST

The logo design of each Taiyo Group company integrates the logo symbol with the name of the Group company. The purpose of this standardization is to communicate a unified stance internally and externally as a corporate group that shares the same management philosophy.

## Logo Design

The logo symbol and logo type together comprise the logo design.

There are multiple logo design combinations.

However, we recommend the logo design on this page, which combines the logo symbol plus

TAIYO, plus 太陽ホールディングス as a set.



Recommended logo design

## Logo Design Variations

The Taiyo Holdings logo design has four variations in addition to the recommended logo design.

Please select the logo design best suited for

the design, readability, country of use, and other production conditions.

Changing the shape of the logo design or combining it with other elements is prohibited.



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TAIYO INK MFG. CO., LTD.



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TAIYO Fine Chemicals Co., Ltd.



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TAIYO GREEN ENERGY CO., LTD.



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TAIYO Pharma Co., Ltd.



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TAIYO Pharma Tech Co., Ltd.



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Ranzan Shokudo Co., Ltd.



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TAIWAN TAIYO INK CO., LTD.



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TAIYO INK PRODUCTS CO., LTD.



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TAIYO INK MFG. CO., (KOREA) LTD.



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TAIYO INK (SUZHOU) CO., LTD.



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TAIYO AMERICA, INC.



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TAIYO INK VIETNAM CO., LTD.





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TAIYO INK INTERNATIONAL (SINGAPORE) PTE LTD

 **TAIYO INK INTERNATIONAL SINGAPORE**

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TAIYO INK TRADING (SHENZHEN) CO., LTD.

 **TAIYO**  
太阳油墨贸易

 **太阳油墨贸易**

 **TAIYO INK TRADING**

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TAIYO TRADING (THAILAND) CO.,LTD.

 **TAIYO TRADING THAILAND**

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The Taiyo Brand Guideline has been designed exclusively as print media and must not be repurposed for any other media. Please contact us if you wish to use this guideline design in another format.