



B R A N D B O O K

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Part I: Logotype



Introduction

Teyon's key brand identification element is the logotype. It may be used on digital and physical assets, subject to the isolation zone and minimum size requirements. It is composed of two parts: an icon representing the inverted letter „T”, and the word „Teyon”.

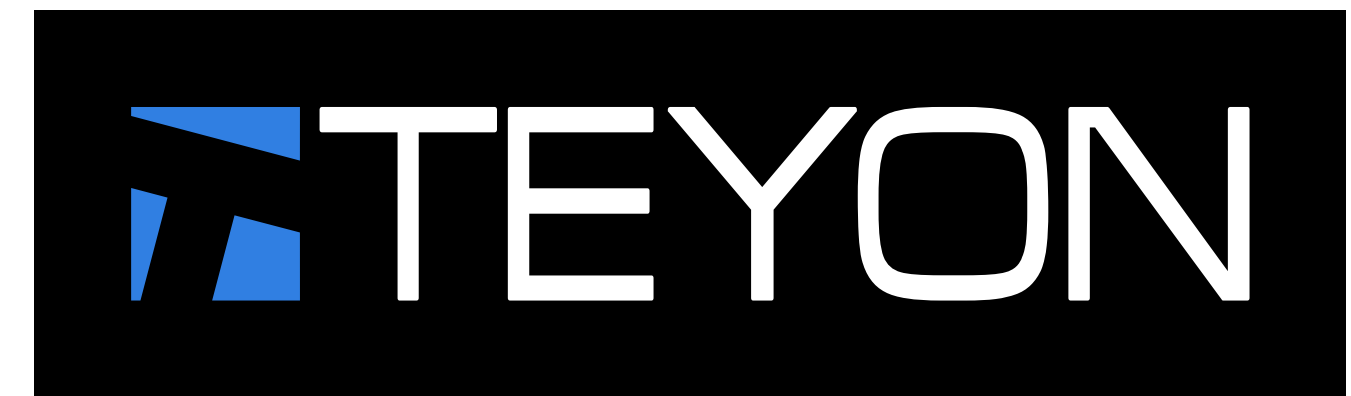
Teyon's logotype is available in two primary versions: basic and vertical, and no modification, distortion, or alteration of the design or color variants is permitted. The logo must be displayed as a whole.



Logotype

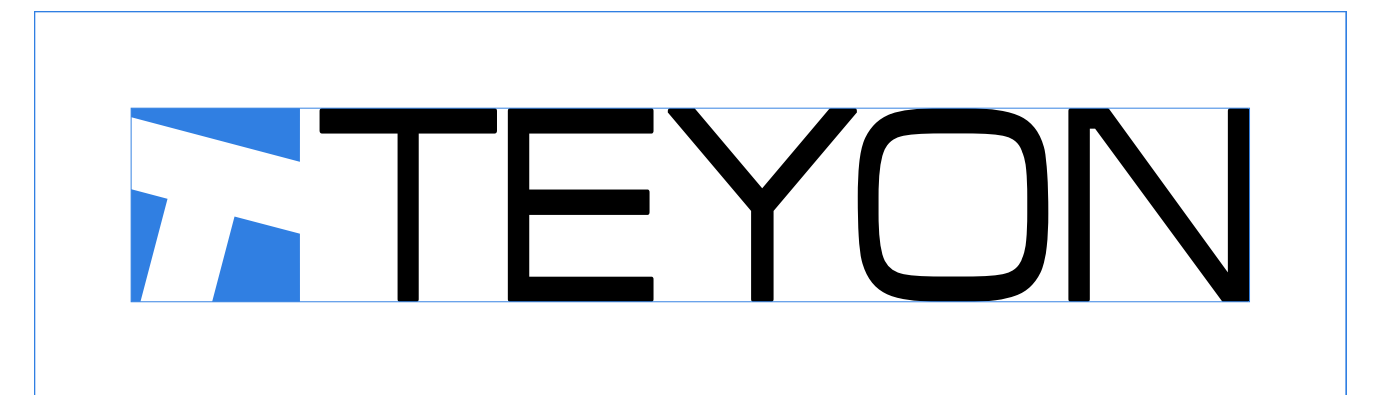
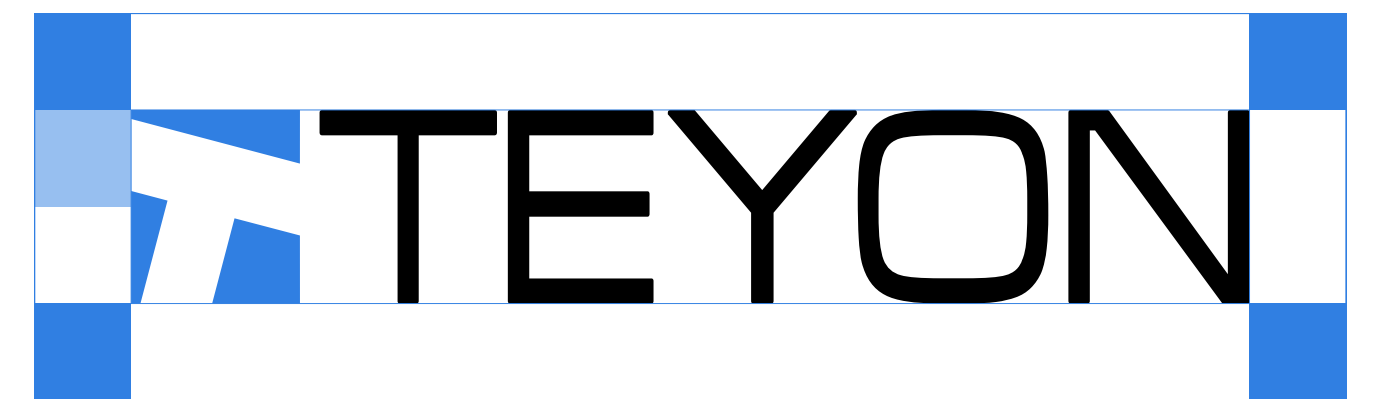
Teyon's logotype is wider than it is tall. Due to technological solutions and design trends, it should only be used in situations where its location and amount of available space ensure proper legibility and display of the logo.

The use of Teyon's logo in its main form should be prioritized, particularly for horizontal orientation materials, although in some instances it may be desired to use the logo in a vertical orientation.



Isolation Zone

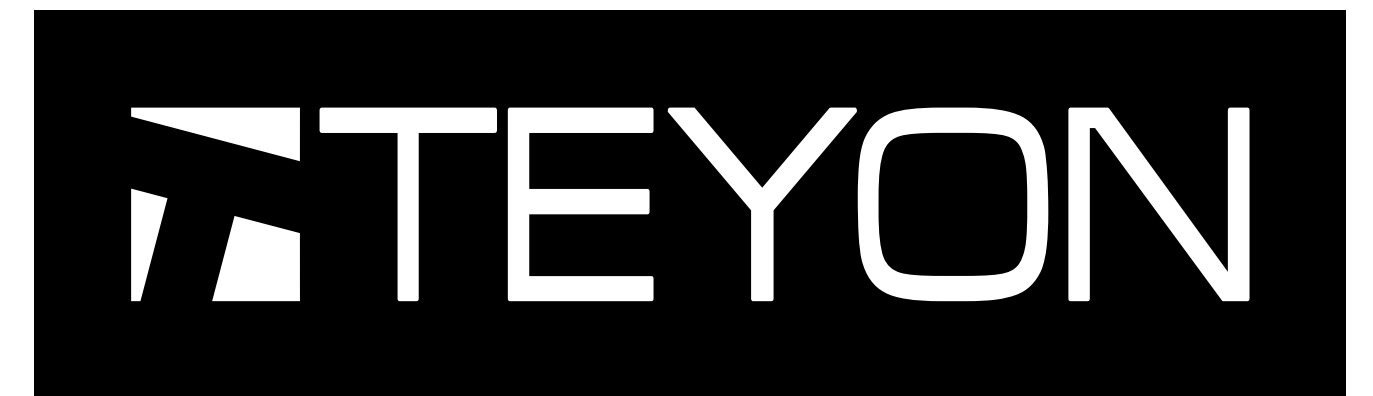
The isolation zone defines the space surrounding the logotype that should not contain any graphic elements or supplementary texts. Maintaining this area intact, improves the logo's exposure and legibility. It also guarantees the composition's integrity and separates the logo from shapes that could be perceived as a part of it or that could disrupt its geometry. The minimum isolation zone is equal to $\frac{1}{2}$ of the logo's height. This rule applies to all color variations of the basic logotype.



Monochromatic

The monochromatic version of the logo ensures appropriate legibility and exposure in instances when using the logo in color is impractical or not suggested for reasons related to the design, composition solutions or printing techniques.

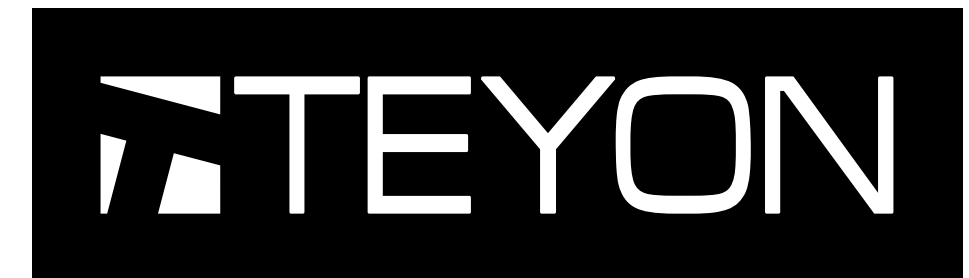
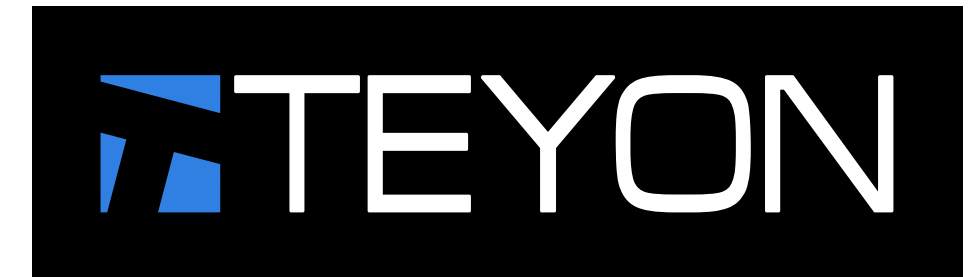
The logo in the monochromatic version can be used on marketing assets such as photographs, screenshots, and artworks.



Use on Backgrounds

Teyon's logo in the dark version (black letterpress) may only be used on a solid white background, while the light version (white letterpress) may only be used on a solid black background.

When dealing with a solid color or gray background, the first thing to consider is the use of the white monochromatic logo. If using the white monochrome logo on a given background does not ensure adequate legibility or contrast with the background, the black monochromatic logo should be used instead.



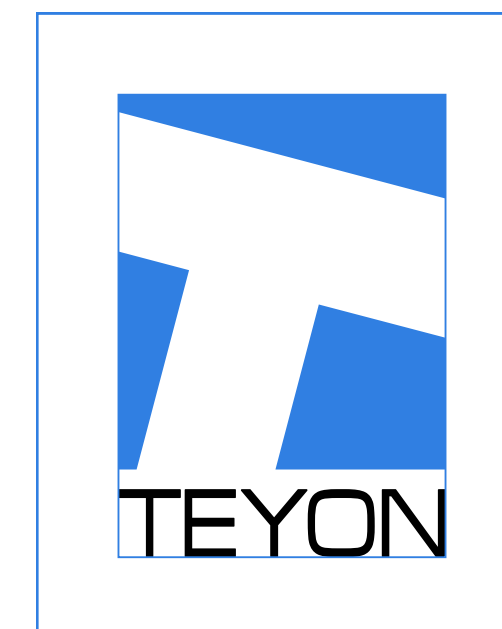
Vertical Logotype

The vertical version of the Teyon's logo should be used in situations where the main version would have a detrimental effect on exposure and legibility, resulting from design solutions used for a particular material or product; or technical or physical limitations of a medium on which the logo is to appear.



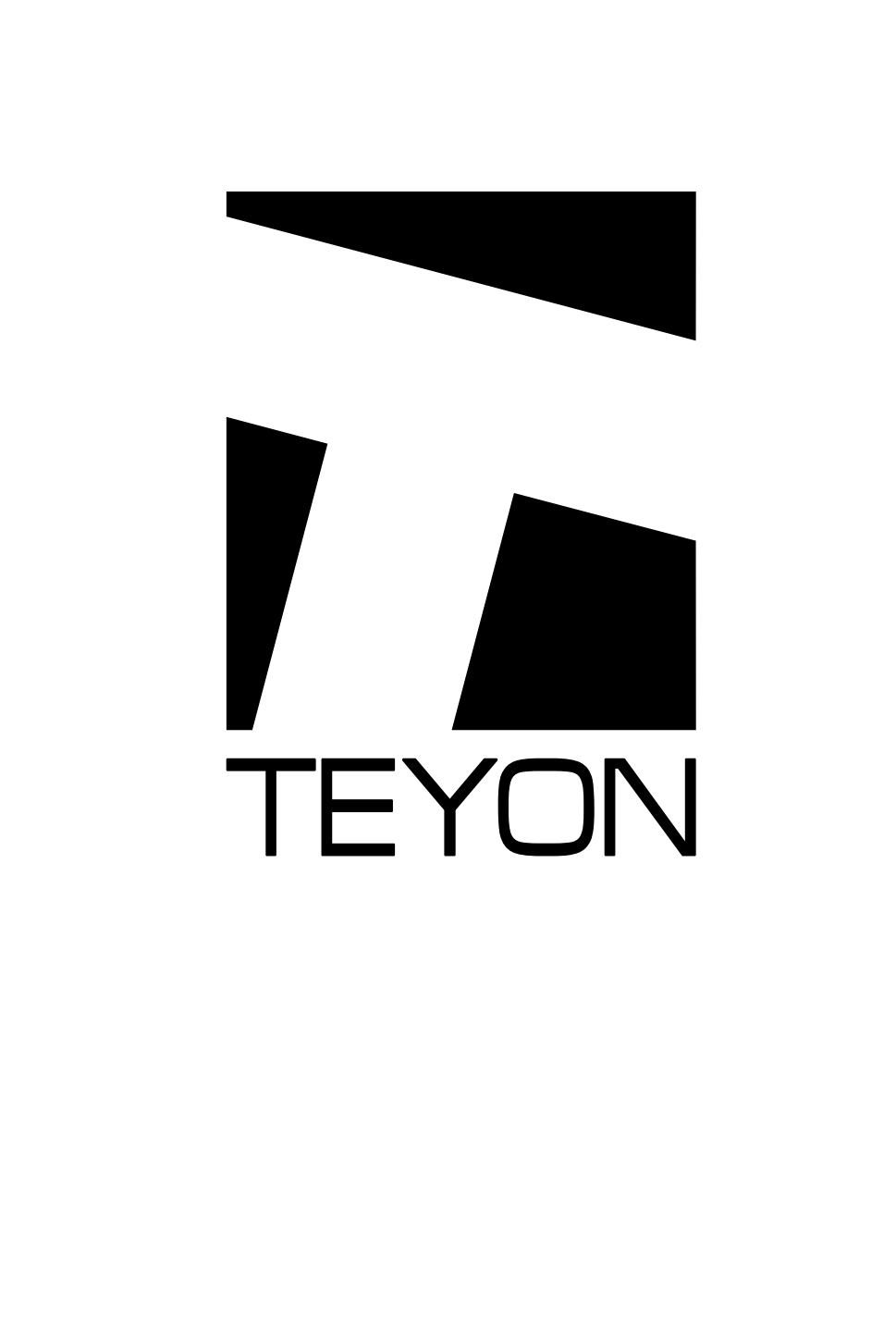
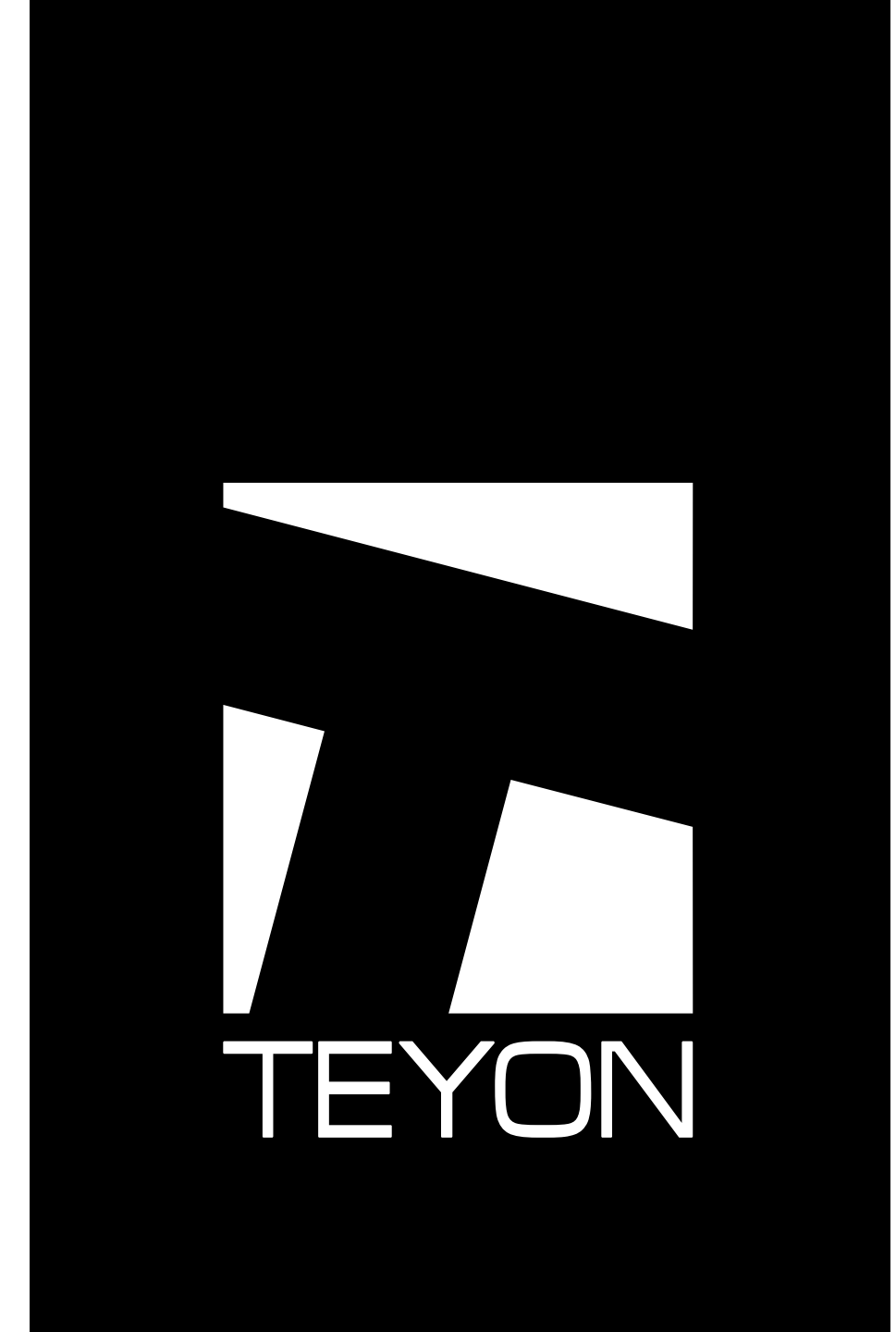
Isolation Zone

The isolation zone defines the space surrounding the logotype that should not contain any graphic elements or supplementary texts. Maintaining this area intact, improves the logo's exposure and legibility. It also guarantees the composition's integrity and separates the logo from shapes that could be perceived as a part of it or that could disrupt its geometry. In the basic version, the minimum isolation zone is equal to $\frac{1}{4}$ of the logo's width. This rule applies to all color variations of the vertical version.



Monochrome version

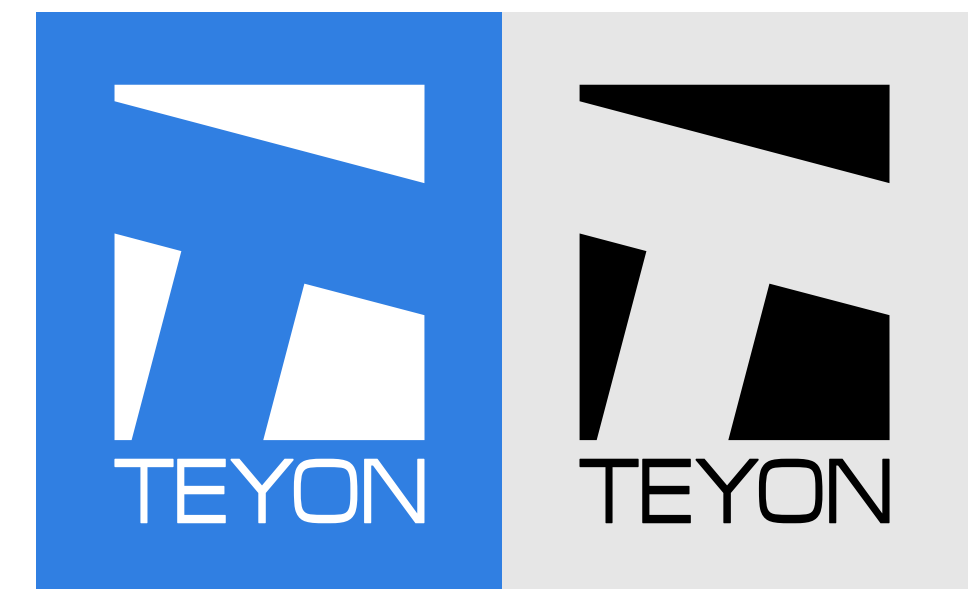
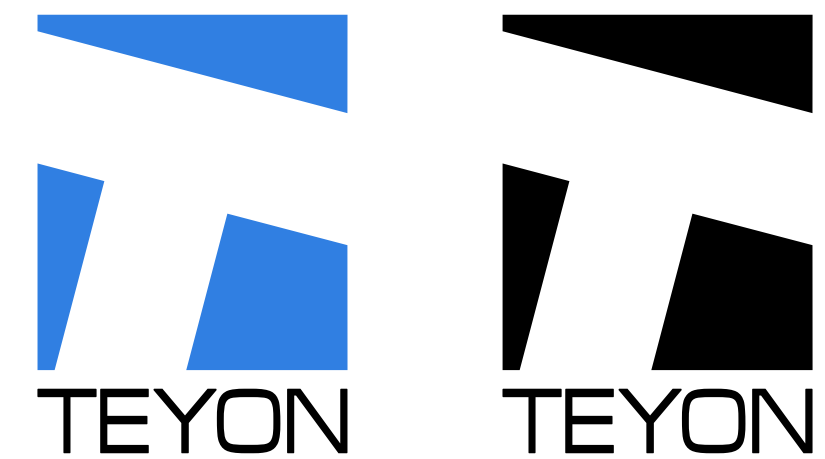
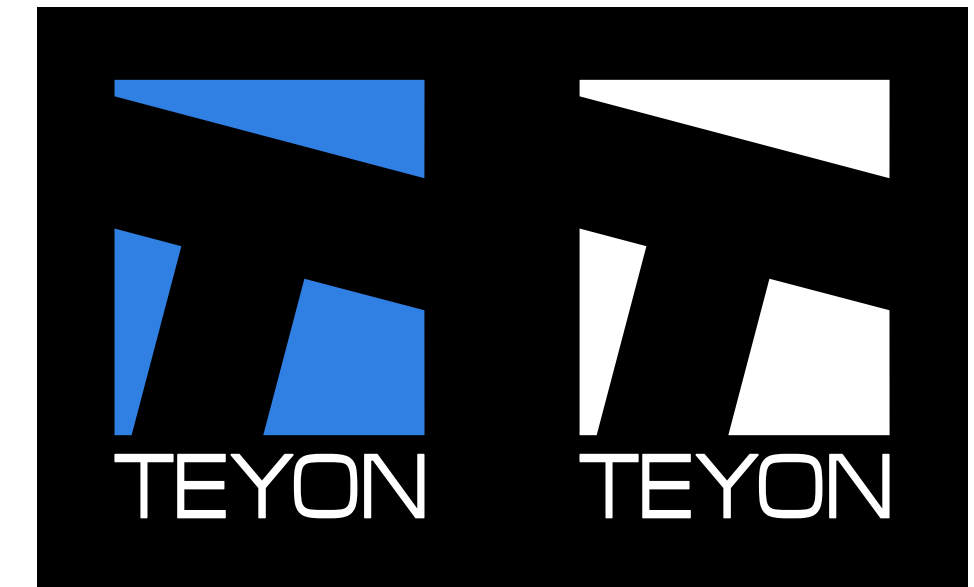
The monochromatic version of Teyon's logo ensures appropriate legibility and exposure in instances when using the logo in color is impractical or not suggested for technical reasons related to the design, composition solutions or printing techniques.



Use on Backgrounds

Teyon's logo in the dark version (black letterpress) may only be used on a solid white background while the light version (white letterpress) may only be used on a solid black background.

When dealing with a solid color or gray background, the first thing to consider is the use of the white monochromatic version of the logo. If using the white monochromatic logo on a given background does not ensure adequate legibility or contrast with the background, the black monochromatic logo should be used instead.



Extended Logotype

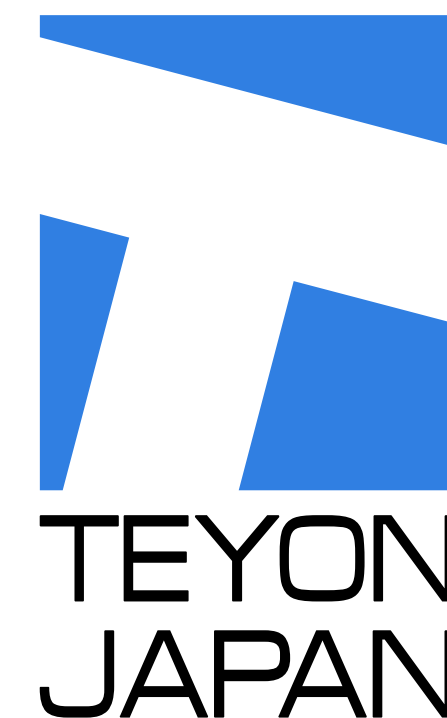
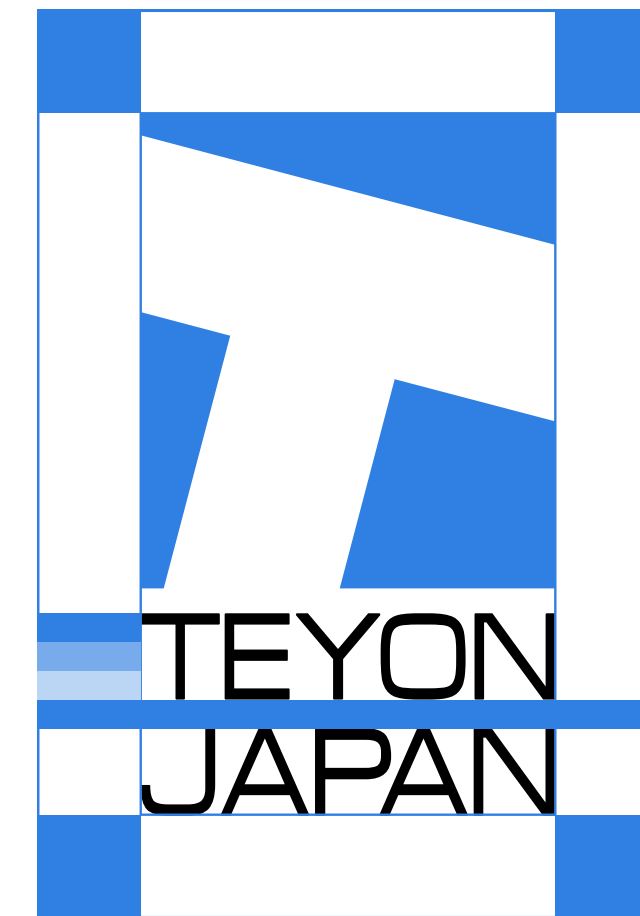
The extended version of the logo allows for the designation of individual branches and subsidiaries within the organization. The extended version will be explained using Teyon Japan branch as an example. It includes both horizontal and vertical orientations, as well as all color variants of the basic logo.



Vertical Version

The extended vertical logo is constructed by adding a supplemental typographic component beneath the vertical typographic element. The corresponding typographic section is the same width as the logo, and its height is proportional to its width.

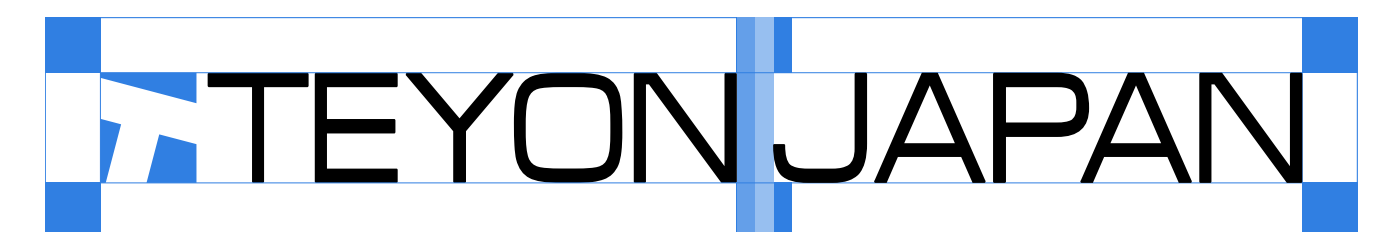
The space between the basic vertical logo and the supplementary element is equal to $\frac{1}{3}$ of the height of the basic typographic component. The isolation zone of the extended logo in a vertical orientation is equal to $\frac{1}{4}$ of the width of the basic logo.



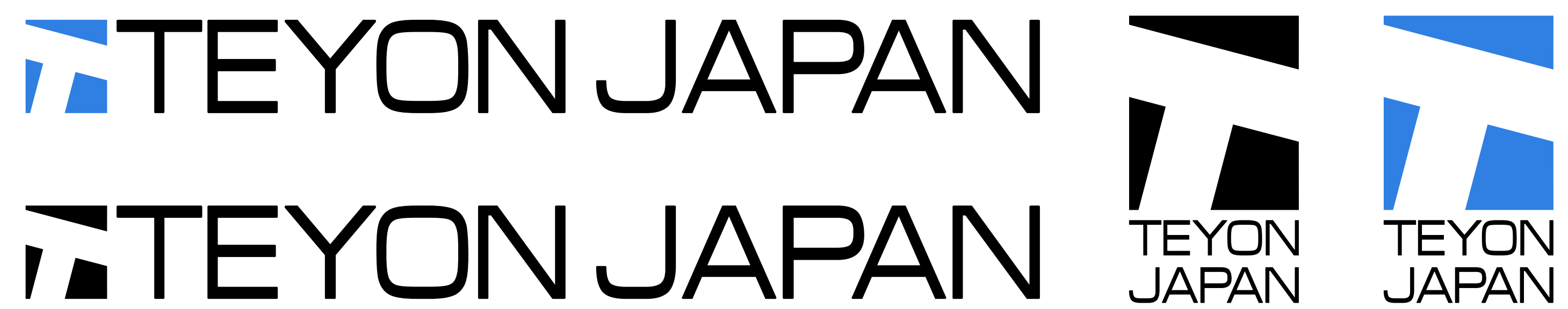
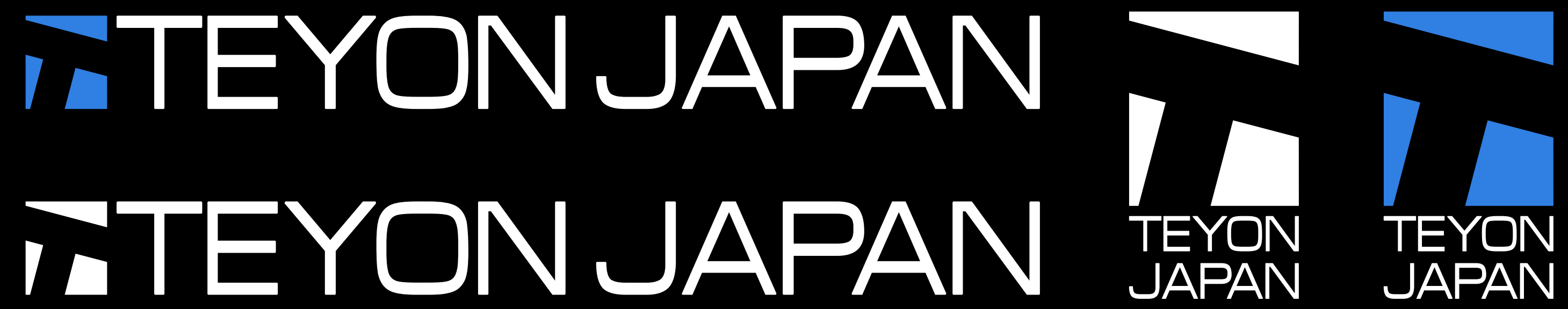
Horizontal Version

The extended horizontal logotype is made by adding a supplemental typographic component on the right side of the basic horizontal logotype. The supplementary typographic part is of the same height as the basic logo, and the width is proportional to its height.

The space between the horizontal logo and the supplementary part is equal to $\frac{1}{3}$ of the width of the horizontal logo's isolation zone. The isolation zone of the extended logo in the horizontal orientation is equal to $\frac{1}{2}$ of the height of the horizontal logo.

The logo consists of a blue square icon with a white stylized 'T' shape inside, followed by the text 'TEYON JAPAN' in a black, sans-serif, uppercase font.

Variants of Extended Logo



Icon and typography

Teyon's logo consists of two parts, with the company name inextricably linked to a graphic mark.

It is acceptable to use the icon from Teyon's logo, excluding the typographic component, and this is possible only if the icon is inseparably linked to a properly exposed brand name. It may be used for company's social media profiles, including Facebook, LinkedIn, Twitter, Instagram, YouTube etc. - where the icon can be used as an avatar.

The typographic component was made using the Acens font in its Regular variant.



Acens Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Colors

Teyon's logo can use only a specific color palette of black, blue, and white. Here is the specification for each color for a digital display, and two- and four-color printing. The designated colors must be used consistently throughout the logos, and their values are not subject to a modification, except in cases where the color must be adapted to a specific printing method or printing machine to reproduce the condemned color in the final product.



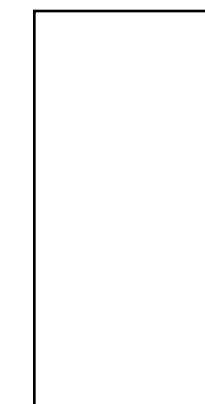
Black

R: 0 G: 0 B: 0
HEX/HTML: 000000
C: 40 M: 30 Y: 30 K: 100



Blue

R: 48 G: 127 B: 226
HEX/HTML: 307FE2
C: 75 M: 45 Y: 0 K: 0
PANTONE 2727 C



White

R: 255 G: 255 B: 255
HEX/HTML: FFFFFFFF
C: 0 M: 0 Y: 0 K: 0

Part II: Visual Identity



Visual Identification System

Teyon's Visual Identification System (VIS) has been developed to ensure consistency, cohesion and continuity in both internal and external communication.

Teyon's VIS consist of Teyon's logo and it's appropriate usage (Part I), Teyon's Color Palette, Typography, Marking guidelines and additional graphic elements.



Color Palette

Teyon's Visual Identification System predicts usage of the following colors:

Black - used as the primary background color, for headings on white backgrounds, and occasionally for a regular text to create strong contrasts;

Blue - for the inclusion of additional graphic elements;

White - for secondary backgrounds, occasionally for primary backgrounds, for headings and a regular text on black backgrounds;

Gray - suitable for a regular text set against a white background.



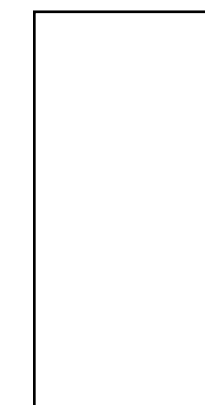
Black

R: 0 G: 0 B: 0
HEX/HTML: 000000
C: 40 M: 30 Y: 30 K: 100



Blue

R: 48 G: 127 B: 226
HEX/HTML: 307FE2
C: 75 M: 45 Y: 0 K: 0
PANTONE 2727 C



White

R: 255 G: 255 B: 255
HEX/HTML: FFFFFFFF
C: 0 M: 0 Y: 0 K: 0



Gray

R: 87 G: 87 B: 86
HEX/HTML: 575756
C: 0 M: 0 Y: 0 K: 65

Typography

To maintain a consistent visual identity of the brand in company materials, it is allowed to use the stated typefaces.

The typographic element of Teyon's logo was made using the Acons typeface in its Regular variant. This typeface is suitable for titles and headings at the h1 level.

Subheadings and lower-level heads are using the Noto Sans font in the Bold variation. For plain text, the Regular variation of the Work Sans typeface is used. The font Work Sans in the Bold variation can also be used for subtitles.

Acons Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Noto Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Noto Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Work Sans Regular

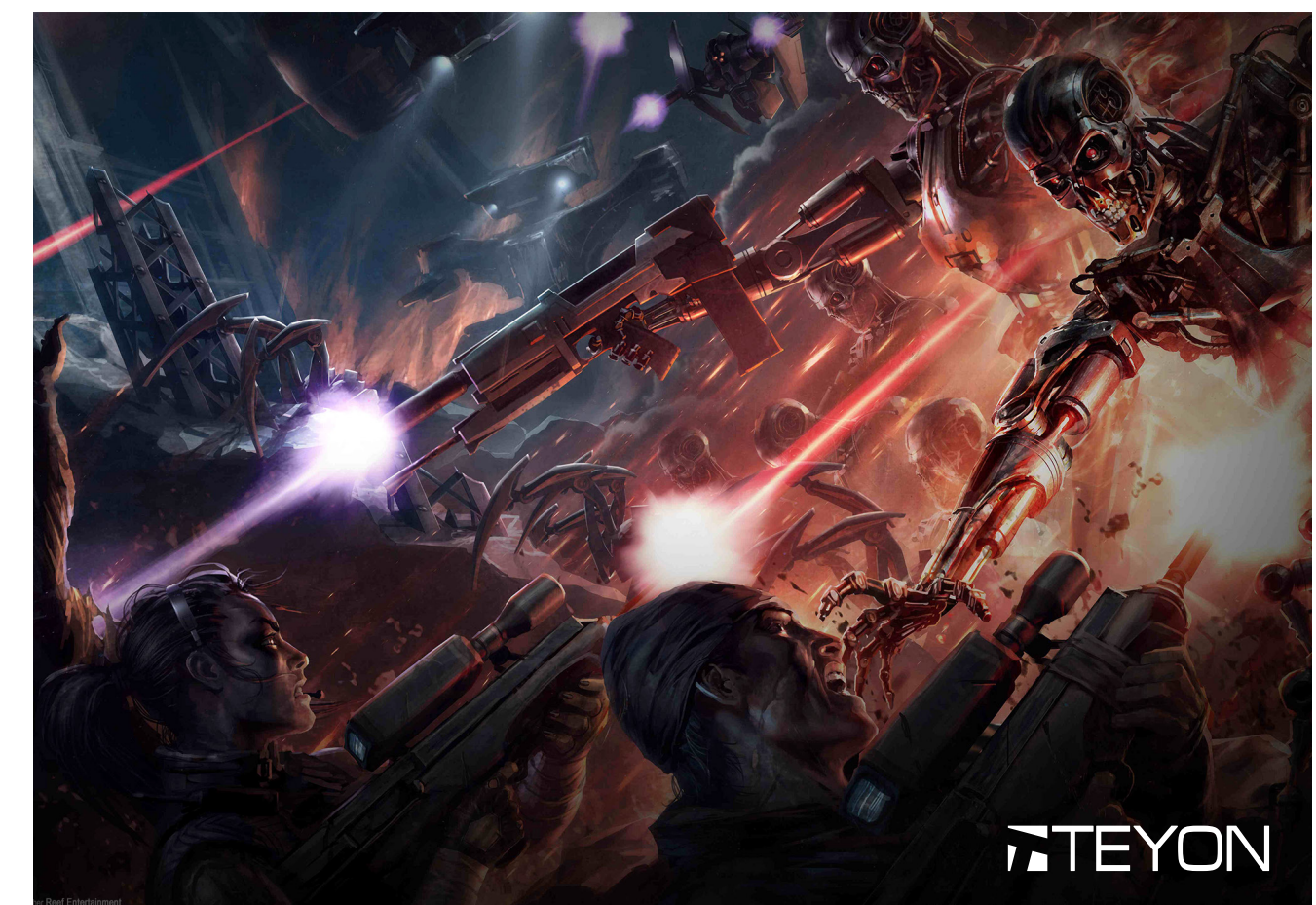
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Branding

For branding purposes the monochromatic logotype in a horizontal orientation is advised. The color variant is chosen to stand out against the background, ideally on a solid background. If possible, the logo should be placed on materials in the following manner:

- 1) upper left corner (focuses on the brand in relation to the product);
- 2) lower right corner (focuses on the product in relation to the brand; it should be perceived as a signature).

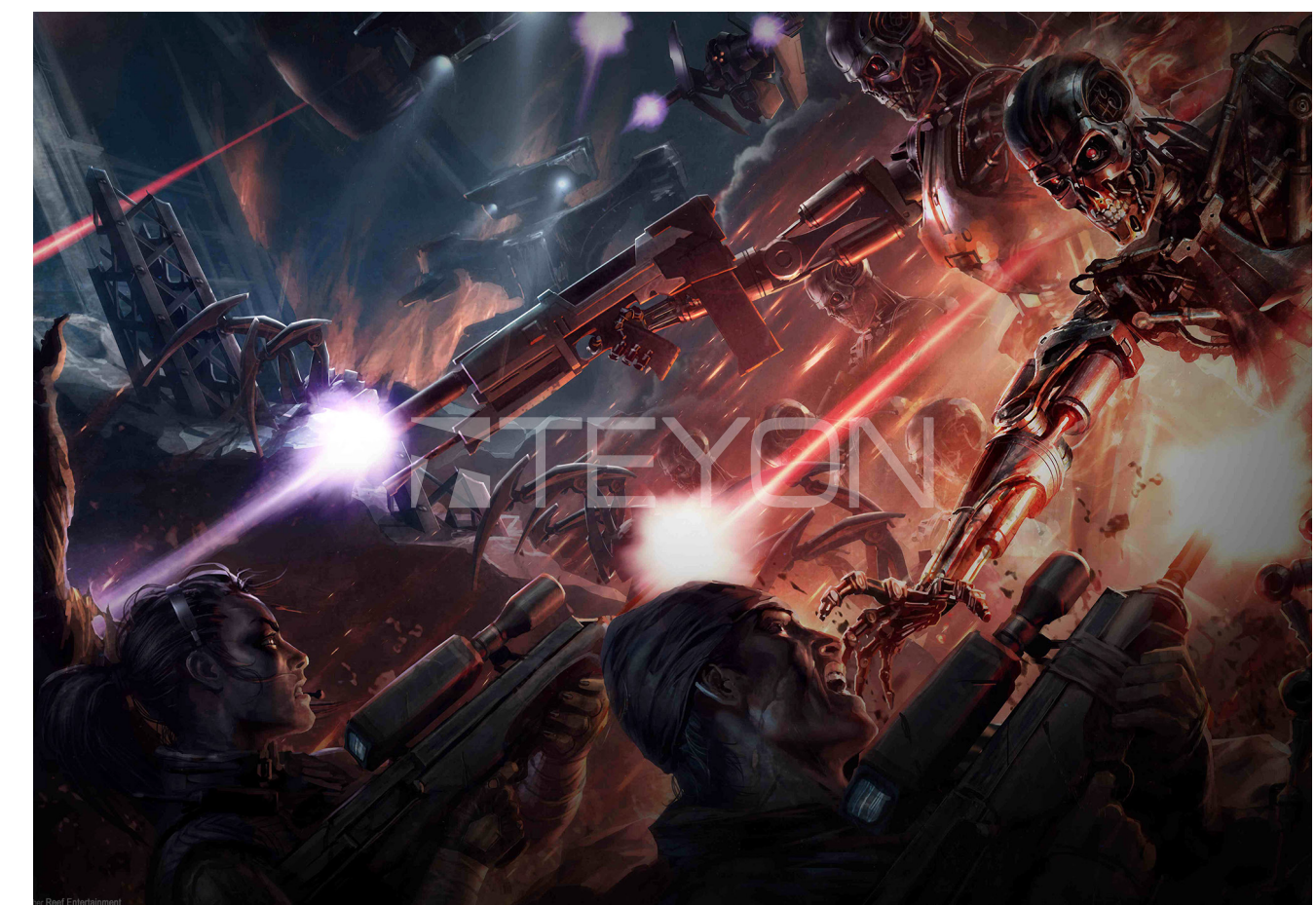
The logo's height, including the isolation zone, should not exceed $\frac{1}{10}$ of the document's shorter edge. The space between the document's edge and the logo's edge should be twice the size of the isolation zone.



Watermark

The watermark is applied using the monochromatic logotype in a horizontal orientation. The color variant is chosen to stand out against the background, ideally on a uniform background. The logo should be placed on materials (such as artworks, screenshots, videos etc.) in the upper left corner, the lower right corner, or in the center, if possible.

The height of the watermark, including the isolation zone, should not exceed $\frac{1}{10}$ of the document's shorter edge when placing it in the corner, or $\frac{1}{5}$ when in the center. The space between the document's edge and the logo's edge should be twice the size of the isolation zone for the corner position. The coverage should be between 25% and 33%.



Incorrect Logo Usage



Modification of Logo

Violation of Isolation Zone

Inappropriate Background

Appropriate Background,
Wrong Logo Version