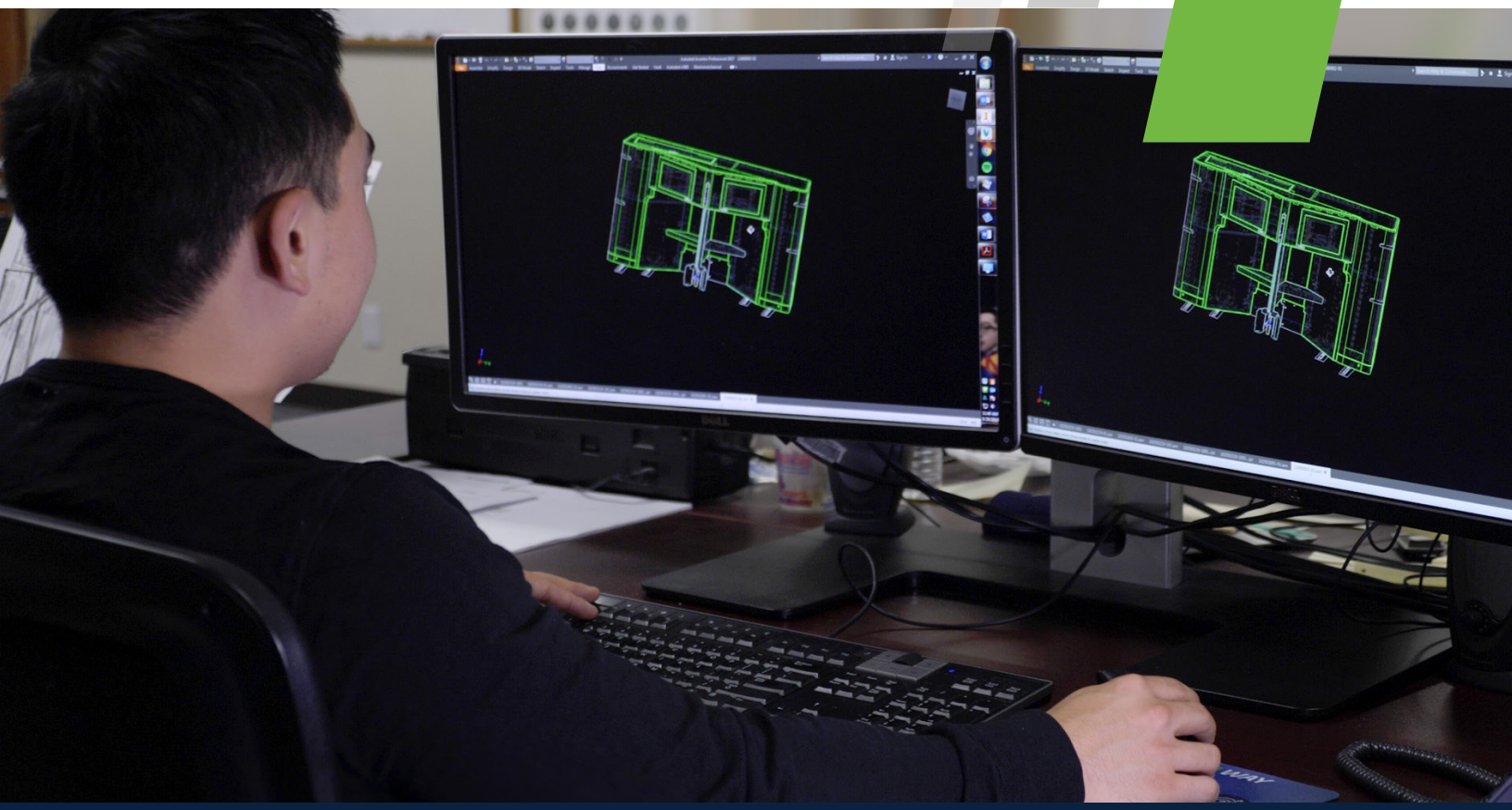
SEKISUI

SEKISUI AEROSPACE



Brand Guidelines 2019

Updated 11/18/19

Brand Overview

The Sekisui Aerospace brand has been updated to accomplish two objectives. 1. Reflect the acquisition of AIM Aerospace by SEKISUI CHEMICAL CO.,LTD 2. To represent innovation, technology and quality. This new updated logo speaks to the opportunity and potential that the new Sekisui Aerospace brand represents – to clients, employees and potential employees.

The brand personality is professional and friendly. The logo, graphics, color palette, typeface preferences and other elements in this document work together to convey the brand image. Consistently adhering to the standards presented in this guide is key to maintaining the integrity of the brand.

If you have any further questions, please contact:

Jenise Hite
Director of Communications & Marketing

360-820-2993 or jenise.hite@sekisuiaerospace.com

The New Logo

The adjustment to the logo was made to incorporate the existing Brand of the new parent company SEKISUI CHEMICAL CO.,LTD. while maintaining some of the existing identity of the recently rebranded AIM Aerospace identity. The combining of these two brands creates a new cohesive brand that will move the new Sekisui Aerospace company forward and into the future.

The new logo lockup:

SEKISUI
SEKISUI AEROSPACE

The criteria determining which to use is simple: Use the configuration that best fits the application and space in which the logo will reside.

Logo: Location Iterations

Depending on your location, the appropriate location version of the logo should be used. Please adhere to all the same logo standards with these versions as with the standard Sekisui Aerospace logo.

4 Locations

SEKISUI AEROSPACE
Renton Operations

SEKISUI AEROSPACE
Auburn Operations

SEKISUI AEROSPACE
Orange City Operations

SEKISUI AEROSPACE
Sumner Operations

Color Options

The Sekisui Aerospace logo can only be reproduced in three ways:

1. Since this was created from two merging brands, there are multiple colors to consider. The original Sekisui logo colors: Blue (PMS 2935C) and Red (PMS 710C) and the Sekisui Aerospace colors: Dark Blue (PMS 289c) and Green (PMS368c): these are the preferred colors. Make sure to use these on all color materials on a pure white background.

2. Black: This option is to be used when using monochrome:.

3. Reversed/White: Please use this option only on Images or dark colored backgrounds.

1

2

3

Logomark

The logomark may be used on its own in the approved color and size requirement.

Clear Space Requirements

The Sekisui Aerospace logo must clearly stand out wherever it appears. One way to ensure this standard is by maintaining clear space around the logo. Clear space is an area that is kept free of any text, graphic elements or other visual distractions.

Please ensure that a clear space equal to the size of the “S” is maintained around the logo. More than this clear space is always acceptable. Also remember to leave at least this distance between the logo and the edge of the page, sign or label where it appears.

Minimum Size Requirements

Maintaining the legibility and the integrity of the logo is very important, regardless of what the application is or the manner in which it is reproduced. Be sure that when determining the size of the logo that its legibility and integrity are not compromised.

Minimum size:
only .3" in height.

Logo Misuse Examples

The Sekisui Aerospace logo has been created to work across a broad range of applications. This logo configuration should not be modified or re-created in any way. This page illustrates some, but not all, of the possible misuses. If you do not have the proper logo artwork, please contact Jenise Hite at 360-820-2993 or jenise.hite@sekisuiaerospace.com.

Do not alter the proportions of the logo by stretching or skewing.

Do not rotate the logo at an angle.

Do not alter the proportional relationship of the logotype and the logomark.

Do not place the logo on textures or backgrounds that may impair legibility.

Do not outline the logo.

Do not use any color for the logo other than the specified PMS 289c and PMS 368c.

Color Palette

The Sekisui Aerospace approved blue and green are foundations of the color palette that is essential to the brand identity. Do not use any percentage of screen for the blue and green. The secondary colors are meant to compliment the two primary colors.
Important note: The blue and red colors in the Sekisui Logo are not meant to be used anywhere outside of the logo.

Primary Colors

DK Blue
PMS: 289c
CMYK: C:95 M:78 Y:49 K:54
RGB: R:13 G:39 B:60
Hex: 0d273c

Green
PMS: 368c
CMYK: C:60 M:3 Y:100 K:0
RGB: R:118 G:185 B:23
Hex: 76b917

Secondary Colors

DK Gray
CMYK: C:69 M:62 Y:61 K:54
RGB: R:56 G:56 B:56
Hex: 383838

LT Gray
CMYK: C:12 M:9 Y:10 K:0
RGB: R:221 G:221 B:221
Hex: dddddd

White
CMYK: C:0 M:0 Y:0 K:0
RGB: R:255 G:255 B:255
Hex: ffffff

Graphic Elements

The purpose of the 2020 graphic element is two-fold:

1. To convey the energy and power of Sekisui Aerospace.

2. To add color and excitement to the brand. There are many combinations of shapes that can be used as long as there is balance with the logo and the location on the marketing piece. Always keep the elements at the same angle.

SEKISUI
SEKISUI AEROSPACE

Typography

Primary Font

Univia Pro

For use in headlines and limited text situations.

Univia Pro Thin
Univia Pro Thin Italic

Univia Pro Light
Univia Pro Light Italic

Univia Pro Book
Univia Pro Book Italic

Univia Pro Medium
Univia Pro Mdium Italic

Univia Pro Bold
Univia Pro Bold Italic

Univia Pro Black
Univia Pro Black Italic

Univia Pro Ultra
Univia Pro Ultra Italic

Seconary Font

Calibri

For use when there is a lot of copy and for special situations when Univia Pro can't be used.

Calibri Light
Calibri Light Italic

Calibri Regular
Calibri Italic

Calibri Bold
Calibri Bold Italic

Email Signature

Email signatures should be set in 11pt Calibri and maintain the following format:

John Doe
Sr. VP of Strategy
Sekisui Aerospace
705 SW 7th Street
Renton, WA 98057
Office: (555) 777-8888
Cell: Cell Number (if applicable)
www.sekisuiaerospace.com

Your "Reply and Forward" Signature should follow the same format or it can be minimized, using the same font and size, to this format:

John Doe
(title)
Sekisui Aerospace

Marketing Materials

Marketing materials are available for use by employees of Sekisui Aerospace.
Please contact Jenise Hite at 360-820-2993 or jenise.hite@sekisuiaerospace.com.

Letterhead and Envelopes

Business Cards

Marketing Materials (Continued)

PowerPoint Templates

Brochures and Banners

Examples on how to display the logo, following the space requirements on page 4, so that it stands out .

Photography

Photography used for Sekisui Aerospace should convey the friendliness and innovative spirit of the brand. No stock photography is to be used unless approved by the marketing department. When possible, use the bank of images shot specifically of Sekisui Aerospace and its employees.

It is acceptable to use the photography in high-contrast grayscale color or full-color. Always use original, high-resolution files. Avoid blurry or pixelated images.

Apparel & Promotional Items

The following is to be used as a guideline for the use of the Sekisui Aerospace logo on apparel. If you have any further questions, please contact: Jenise Hite at 360-820-2993 or jenise.hite@sekisuiaerospace.com

Placement: On t-shirts, polo shirts, sweatshirts, or long sleeve shirts, the Sekisui Aerospace logo must be placed on the left side of the chest. For other specific design needs, contact Jenise Hite.

Size: The minimum logo size for any apparel is 1.5 inches in width.

Apparel color: Apparel fabric color choices may only be in shades listed on page 6, under Color Palette. Please contact Jenise Hite if you have any further questions or needs on apparel color selection.

Logo color: The official colors for the Sekisui Aerospace logo are (for the SEKISUI Logo portion) Blue: PANTONE 2935C and Red: PANTONE 710C. For the lower Sekisui Aerospace portion, Blue: PMS 289c and Green: PMS 368c. When placed on a white shirt or hat, the logo should remain in two color. When placed on a black or navy shirt, the logo should be printed in two colors but with the wing in green and the logo text in all white. If any apparel is a light shade, you should use the full colored logo. Refer to the examples following for proper logo color on specific apparel. There are exceptions to utilizing the logo in all black when on a light background or all white when on a dark background.

Key:

screen print

embroider

color logo

white/reversed logo