



C O R P O R A T E

I D E N T I F I C A T I O N

S T A N D A R D S



# HUMAX

## Minimum Size

For silk screen  
Over 24mm



For hot-stamping  
Over 26mm



## Word Mark

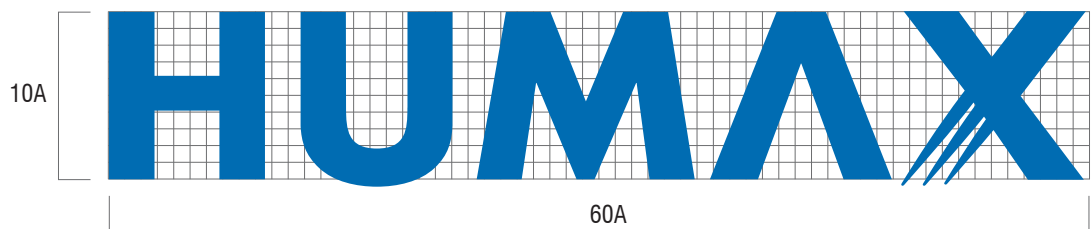
### 001 Standard Type

As the visual representation of the integrated corporate image HUMAX aims for, the word mark is the most important element of the HUMAX identity. It is at the center of all visual expressions of the company. In order to firmly establish the corporate image and increase the company's credibility, the word mark must be used precisely in the way outlined by this manual. Furthermore, computer data is to be used for all reproduction of the word mark.



### Space Standard

To effectively convey the word mark's image, no other visual element should be placed within the grid area defined as above.



## Word Mark

### 002 Grid Layout

The word mark must be reproduced through the computer using the manual's data CD. Whenever this standard method is not possible, the grid scale shown above must be used.



**A**

No other color except the HUMAX word mark's standard colors is allowed.



**B**

Outline may not be added to the HUMAX word mark.



**C**

The HUMAX word mark cannot be expressed as an outline.



**D**

The shape and form of the HUMAX word mark cannot be altered.



**E**

No part or element of the HUMAX word mark may be arranged in a different manner.



**F**

The HUMAX word mark cannot be placed over a complex background.

## Word Mark

### 003 Word Mark Restrictions

In order to maintain the effectiveness and uniformity of the HUMAX word mark, there will be no deviation from the set standard.



HUMAX BLUE  
Pantone 2935C



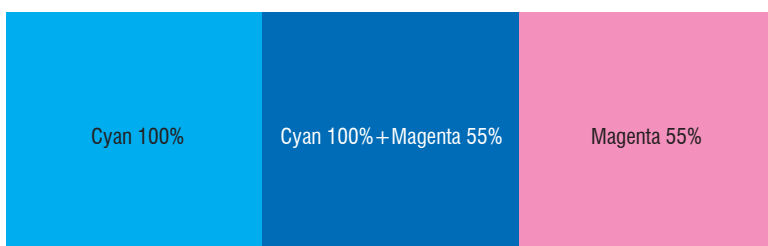
HUMAX BLACK  
Process K100%



HUMAX SILVER  
Pantone 877



HUMAX GOLD  
Pantone 872



HUMAX BLUE PROCESS COLOR

## Color System

### 007 Corporate Colors

The corporate colors of HUMAX establish the company's unique color identity and convey the corporate image through reinforcement of the word mark's logotype and other various elements. The corporate colors are categorized into main color and sub colors. Accurate reproduction of corporate colors is essential in maintaining a consistent visual identity of HUMAX. Since elements such as brightness and saturation can be easily altered during reproductions in different media, use the color samples in the reproducible for reference at all times.



HUMAX BLUE  
Pantone 2935C  
Cyan 100% + Magenta 55%



HUMAX BLACK  
Process K100%



HUMAX SILVER  
Pantone 877



HUMAX GOLD  
Pantone 872

## Color System

### 008 Colors in Use

Use HUMAX BLUE (Pantone 293) and HUMAX GRAY (K60%) as Positive. For effect, however, HUMAX GOLD (Pantone 872), HUMAX SILVER (Pantone 877) or HUMAX BLACK (K100%) may be used as shown above. Take special caution when using the word mark and logotype against a color background. As a general rule, use spot color printing for reproducing these colors in all applicable categories. While spot color reproduction is used as an example above, the same standards are to be applied to full color processing as well.