



Logo Guidelines

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Using the Hinode Technologies Logo

All rights to the logo (including copyright, trademark, etc.) are reserved by Hinode Technologies Inc.

Purpose of Guidelines

These guidelines establish design regulations, points to note, and specific usage examples of the Hinode Technologies logo. Please make proper use of them with an understanding of their intent.

Terms of Use

The Hinode Technologies logo cannot be used in the following cases.

- If deemed to be damaging to the reputation or dignity of our company or business
- If used for specific political, religious, or ideological activities
- If deemed that there is a risk of violating public policy
- If deemed that there is a risk of receiving any other social criticisms
- If the purpose is for personal use
- If not adhering to the procedures detailed in these guidelines
- If any other use of the logo is deemed unsuitable

Concept



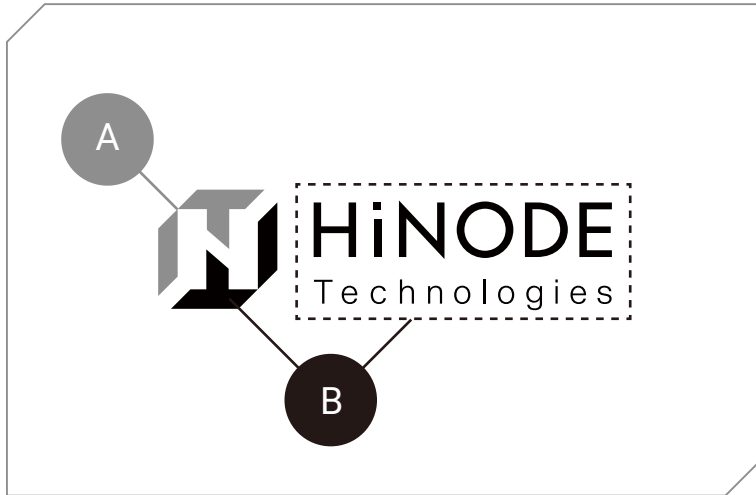
Regarding the Logomark

This mark is comprised of two katakana script "ヒ" (HI) symbols designed to form an "N" for NODE in the center. It visualizes the essence of expansion and exemplifies a robust network and reliability.

Regarding the Logotype

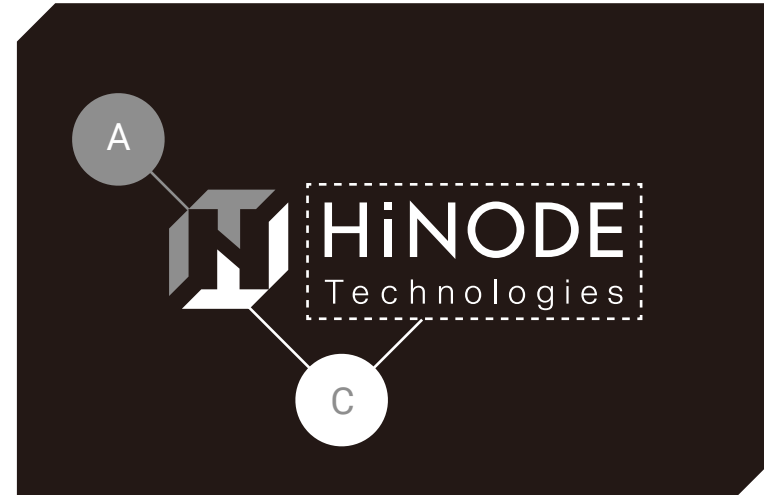
By using a lowercase "i," the appearance of "NODE" stands out. By also making the "N" shape slightly sharper, it adds a modern nuance to the standard elements of the logotype while drawing focus to "NODE."

Logo Color



A CMYK C0 M0 Y0 K44
 RGB R142 G142 B142
 HEX #8e8e8e

B CMYK C0 M0 Y0 K100
 RGB R0 G0 B0
 HEX #000000



A CMYK C0 M0 Y0 K44
 RGB R142 G142 B142
 HEX #8e8e8e

C CMYK C0 M0 Y0 K0
 RGB R255 G255 B255
 HEX #ffffff

Logo Variations

Basic



◀ Fundamentally, the basic logo should be used as the main logo.

Vertical



Logomark Only

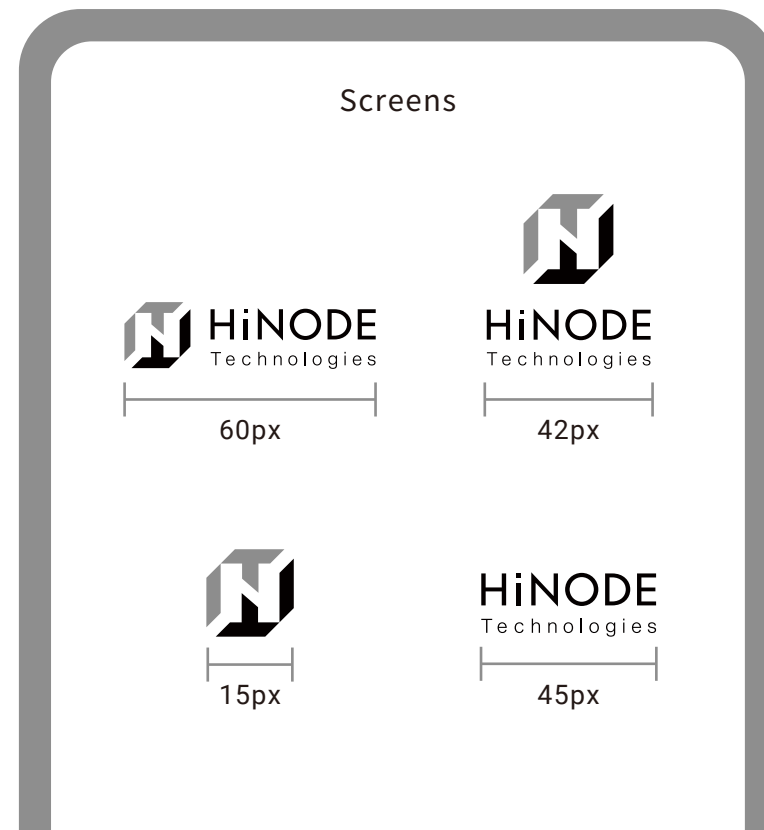
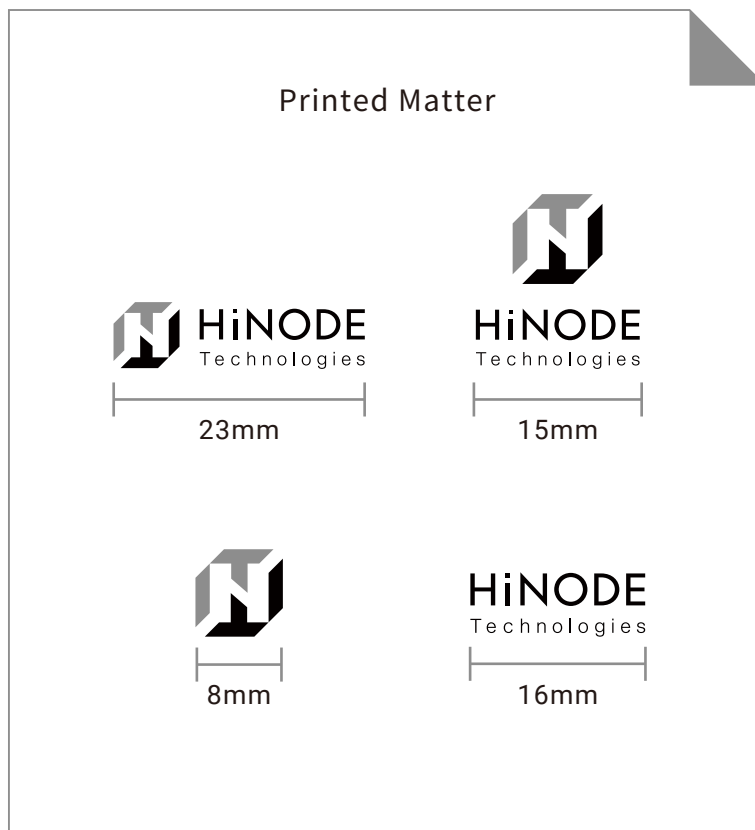


Logotype Only



Minimum Size

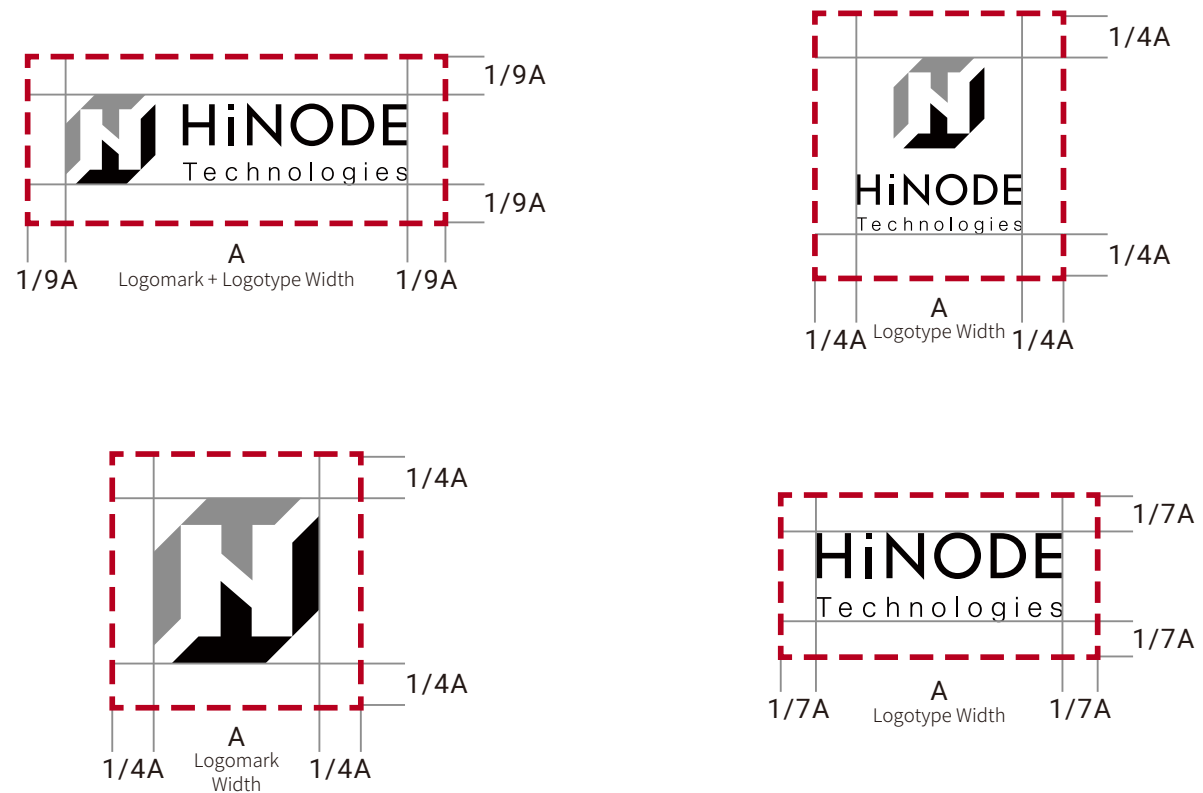
We have determined the minimum size at which the brand logo can be recognized without damaging its legibility.



Area of Isolation

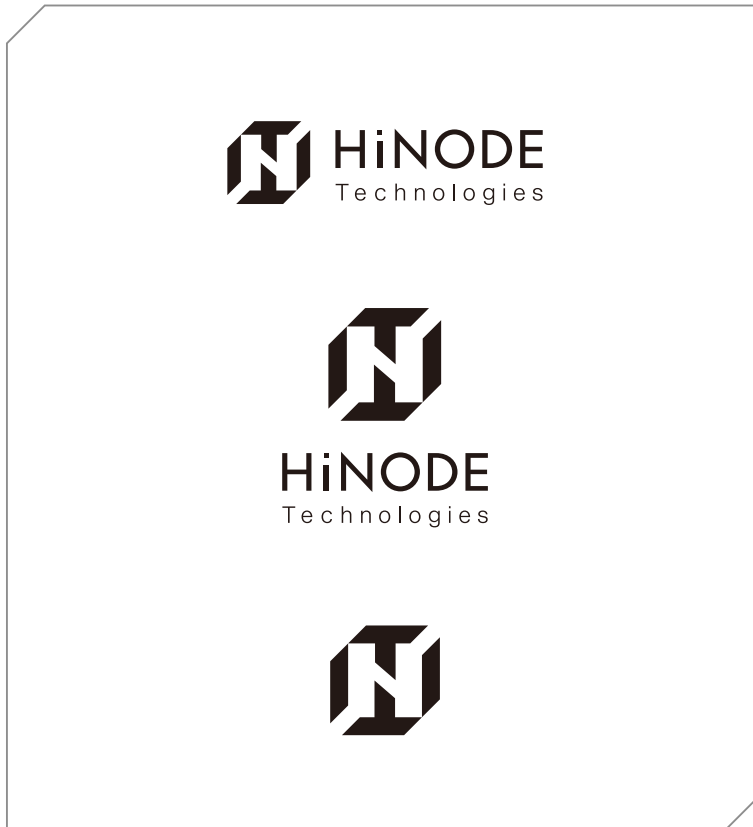
A clear space should be prepared to prevent the brand logo from being mixed with other display elements that could weaken its impression.

No text, images, or patterns should be displayed within the dotted lines.



Monochrome Logo

If shades of colors are not applied (such as when the colors available for use are limited, when special processing is applied during printing, etc.), or if arranging the logo on a background with a similar color density, a black and white monochrome logo can be used.



Secondary Logo

If the print size of documents, etc., is small and visibility is affected, the secondary logo can be used.



*Please use the secondary logo together with the logomark.

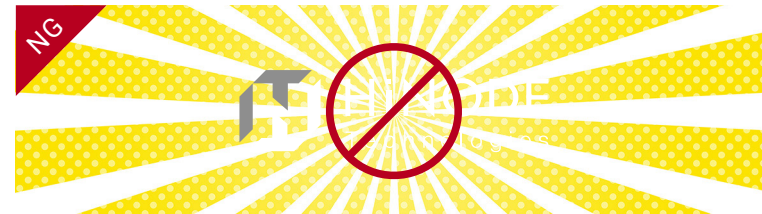
Relationship with Background Color

Please ensure that visibility of the logo is not affected when arranging it over a colored image or background.

























Displays Against Image Backgrounds

Please ensure that visibility of the logo is not affected when arranging it over a colored image or background.



Prohibitions

Please strictly adhere to the following rules and ensure the logo's correct usage.

		Do not change the relative sizes of the logomark and logotype			Do not add a shadow to the logo
		Do not make modifications (compressing width or height, slanting)			Do not change the color scheme of the logomark or logotype
		Do not add any other components			Do not outline
		Do not arrange the logo on top of complex graphics (such as photos, patterns, etc.)			Do not mask the logomark with an image
		Do not change the typeface			Do not add a border
		Do not remove any parts			