



Guidelines on the usage of AMCON logos

アムコン ロゴマークの利用ガイドライン

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1. Introduction

Purpose of document :

This document - “Guidelines on the usage of AMCON logos” - outlines the basic rules and requirements for using the logos related to AMCON INC. (hereinafter referred to as - “our company”) and its products.

If you are to use our company logos, please ensure to abide by the rules stipulated in this document.

Usage of our company logos :

We anticipate our company logos to be used in promoting / introducing our products and services, as well as at exhibitions and events.

If you desire to use our company logos, you can do so by receiving permission from our company.

2. Notation of our company name

To the right is the notation of our company name in Japanese and English.

We do not specify the font type for the notation of our company name.

Japanese Texts :

アムコン株式会社

English Texts :

AMCON INC.

3. Precautions on size adjustments (aspect ratio: length-to-width)

The logo can be adjusted according to the spacing.

Whenever altering the size of the logo, please make sure to maintain the aspect ratio, so that the length-to-width ratio does not become distorted.
Please be sure to maintain the original aspect ratio.

Original



Aspect ratio same as original



Aspect ratio has been altered



4. Disassembling the logos is not permitted

Please do not separate a portion of the logo.

Our company logos must, at all times, be a combination of the eyes and the words "Amenity Convenience".

We have arranged png files of both the vertically and horizontally positioned logos for your convenience.

"VOLUTE™" and "VOLUTE DUO™" must be used as a set with the rings beside the scripts.

Vertical Positioning



Horizontal Positioning



5. Color variations of our company logos

The green logo is the standard version, which goes by our corporate green color. Please keep in mind the concept of your product or the background color whenever using our company logos.

However, please be mindful of the visibility of our logo.

You may use any of the 3 colors displayed on the right, however, please ensure to unify and use the same colors within the one document.

*RGB is often used for presenting on displays, and CMYK is often used for printing materials. The optimal colors to be used will depend on the type of ink, so please refer to the color samples for the best outcome.



AMCON GREEN

RGB : R0,G168,B157
CMYK : C90,M0,Y50,K0
Hex(H) : # 00A89D



BLACK

RGB : R0,G0,B0
CMYK : C40,M40,Y40,K40
Hex(H) : # 000000



WHITE

RGB : R255,G255,B255
CMYK : C0,M0,Y0,K0
Hex(H) : # FFFFFFFF



ロゴマークの利用ガイドライン

LOGO USAGE GUIDELINES

The logos displayed on the very top of each category are considered the standard styles.

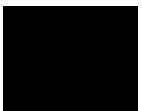
RED

RGB : R208,G17,B27
CMYK : C0,M92,Y87,K18
Hex(H) : # 0D0111B



BLACK

RGB : R0,G0,B0
CMYK : C40,M40,Y40,K40
Hex(H) : # 000000



DARK GRAY

RGB : R89,G86,B86
CMYK : C0,M3,Y3,K65
Hex(H) : # 595656



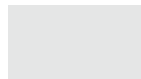
MEDIUM GRAY

RGB : R114,G113,B113
CMYK : C0,M1,Y1,K55
Hex(H) : # 727171



LIGHT GRAY

RGB : R229,G230,B230
CMYK : C0,M0,Y0,K10
Hex(H) : # E5E6E6



6. Color contrast between the background and logo colors

Whenever using our company logos, please ensure its visibility in contrast to the background tone. Compare and contrast the examples shown to the right with your preferred colors, and make sure the logo is not overpowered by the color of the background.

Depending on the type of paper or the concentration of the ink, the final colors may appear to be different than anticipated. To avoid any issues, make sure to check whether the logo is visibly noticeable to the human eye.



7. Precautions on using our company logo with background images

When using our company logos with a background image, please ensure the absolute visibility of our logo like in the images shown in the examples with the green check .

In order for our company logos to be fully visible, we recommend editing the background images in the following methods:

- 1) Add a band to the background
- 2) Blur the background image
- 3) Darken the background image

 Not fully visible



 Fully Visible



8. Examples of prohibited modifications

The examples on the right indicate modified usages of our company logos that are all **PROHIBITED**.

Modification of shape, alteration to colors other than the specified ones, addition of elements, disassembly or reuse, etc., are all prohibited.

