



Media Kit

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This Media Kit serves as an evergreen art and copy guide for anyone who works on the Daikin brand. The following visual design and copy guidelines ensure a consistent brand image for the Daikin Group worldwide, making it easier to convey the desired Daikin brand vision to customers, dealers and stakeholders.

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**Note:** It is crucial for our customers to encounter a consistent visual image of Daikin across every situation or medium. Through consistency, they will steadily acquire a clear impression of Daikin products and brand. If what they see is different every time, it fails to give them a clear impression and can undermine the brand image.

A woman with her hair in a bun is sitting on a bed, reading a book to a baby and a young girl. The scene is set in a bedroom with a wooden headboard and a window with blinds. The entire image is overlaid with a semi-transparent blue filter. The text "Logo Guidelines" is centered in white.

# Logo Guidelines

## Our Symbols

The Daikin logos are valuable assets of the Daikin Group. They must be treated with utmost care. They are used broadly on advertisements, websites, signage, pamphlets and more.



Horizontal logo with tagline



Horizontal logo without tagline

# Usage

Advance approval<sup>1</sup> is required to use the Daikin logos.

Letterhead | Signage | Vehicles/Vehicle Graphics | Promotional Items | Wearable Goods | Advertising | Promotions

## The Daikin Marks

Daikin Symbol Mark With Tagline



Daikin Symbol Mark Without Tagline



<sup>1</sup>For obtaining approval, contact Daikin North America:  
Sarah Windsor, Technical Publications Manager

Email: [sarah.windsor@daikincomfort.com](mailto:sarah.windsor@daikincomfort.com)

# The Four Main Rules

These are the most important rules for ensuring that the Daikin logos are displayed correctly and look great.

**1 Maintain the combination**  
Never use any part of the logo by itself

The triangle and the logotype may never be used separately.



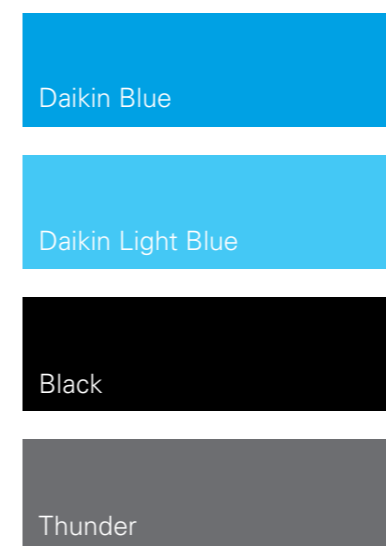
**2 Maintain relative size**  
Never change the relative size of the parts

The combination of the triangle and the logotype and the relative size of the two parts may never be changed.



**3 Use the right colors**  
Only use the corporate colors

The Daikin logo should be displayed using corporate colors. Corporate colors should always be reproduced correctly, using the proper specifications.



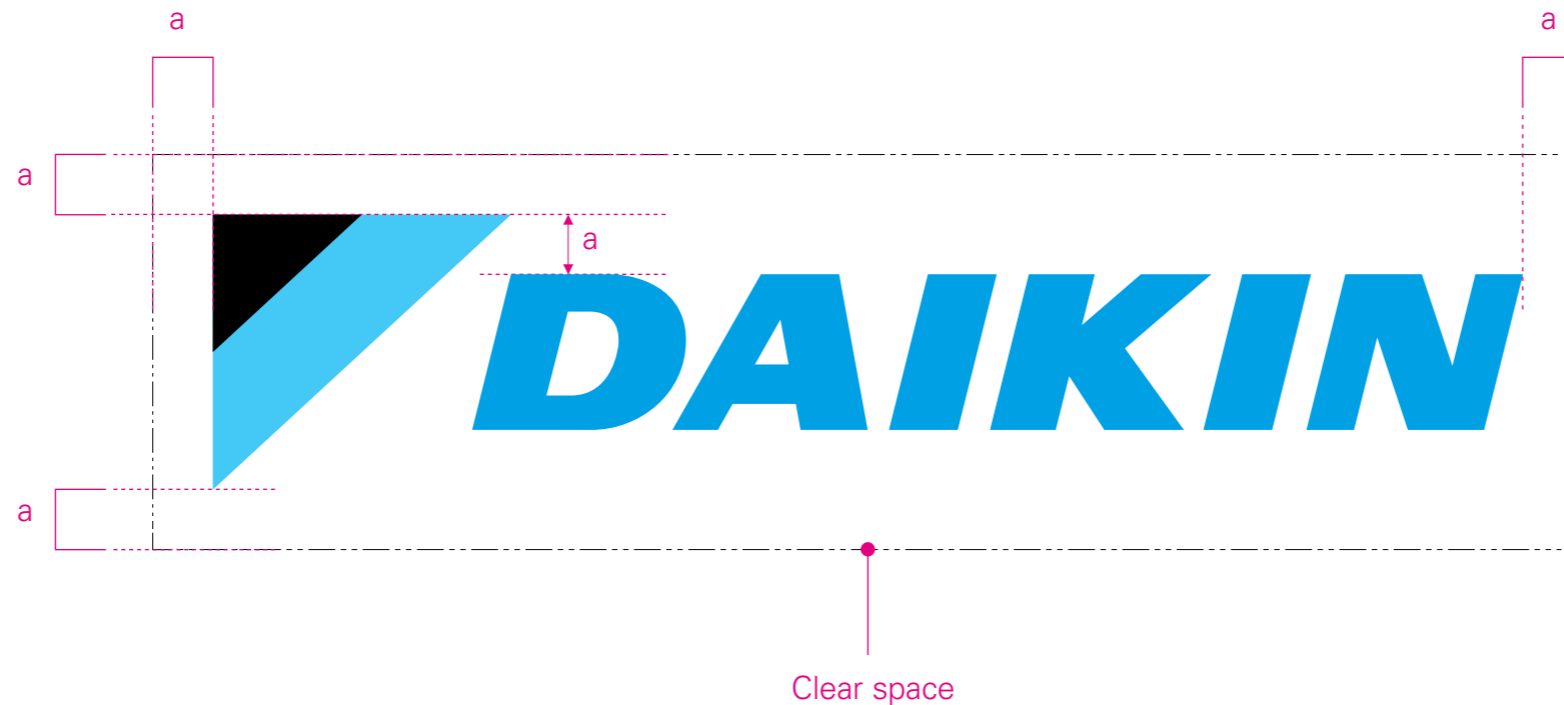
**4 Maintain clear space**  
Observe the clear space rules

When displaying the Daikin logo, maintain the specified clear space and clearly display the logo separate from all other elements.



# Clear Space

This is the clear space that must be left blank around the Daikin logo (without tagline) to ensure its independence from all other elements is preserved and that its color and form stand out.

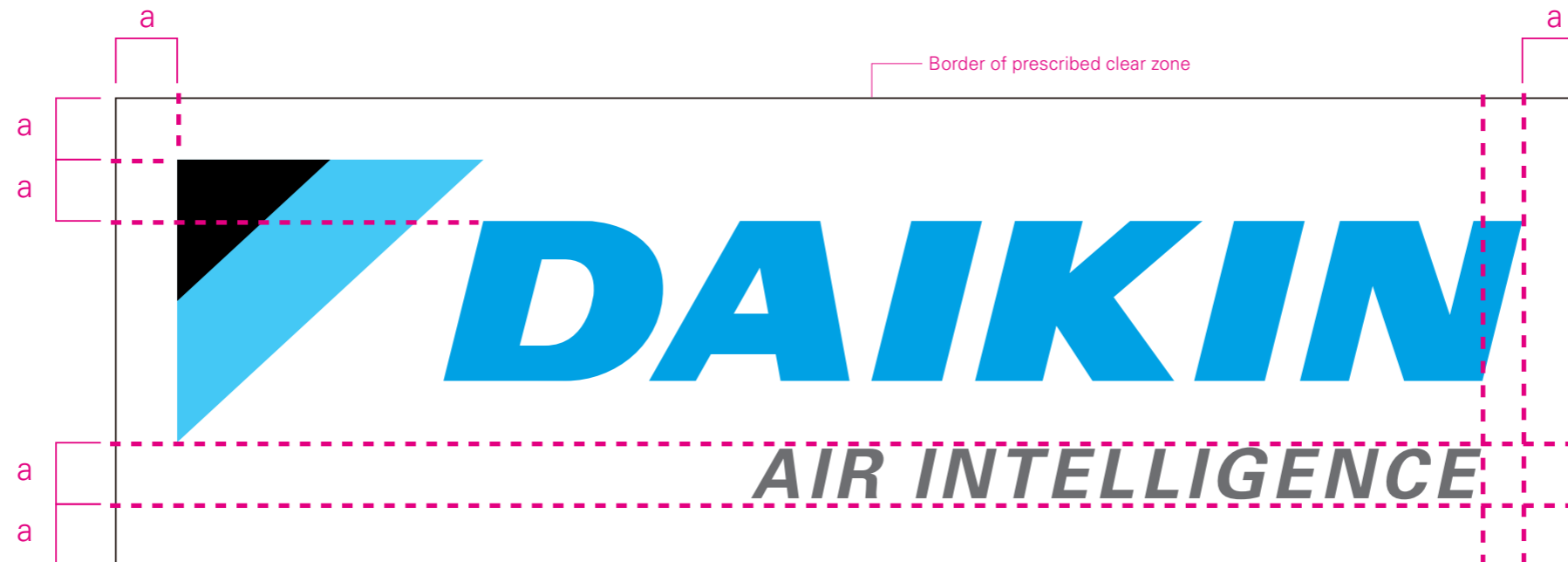


Be sure to leave one "a" length around the Daikin logo to ensure its color and form stand out and it is unaffected by any elements around it. The "a" length is equal to the space between the cap height of the "D" and the top of the Daikin triangle.



# Clear Space

This is the clear space that must be left blank around the Daikin logo (with tagline) to ensure its independence from all other elements is preserved and that its color and form stand out.



The *AIR INTELLIGENCE* tagline should be placed one "a" length below the Daikin logo. This distance is equal to the space between the cap height of the "D" and the top of the Daikin triangle. The tagline should align with the bottom point of the Daikin triangle. This creates a unified spacial relationship between the triangle, letter forms and prescribed clear zone in the logo.

The *AIR INTELLIGENCE* tagline should align with the bottom edge of the *M* in the Daikin logo. This creates an optical alignment due to the visual movement of the italicized characters.

# Minimum Size

This is the minimum size specified to ensure that the Daikin logo does not smudge or become difficult to see.

## Print Materials

22 mm (.86")



Depending on the printing conditions, the Daikin logo can smudge or become difficult to see, even at sizes above the minimum size. Avoid cases like this by printing the Daikin logo bigger than the minimum size if needed to ensure that it is clearly visible. For needs where the minimum size is needed, always use the Daikin logo without the tagline.

## Screen

71 pixels



The minimum size shown here assumes a standard display resolution of 72 dpi. In other environments, such as on high-resolution displays or smartphones, the Daikin logo can appear too small or blurry.

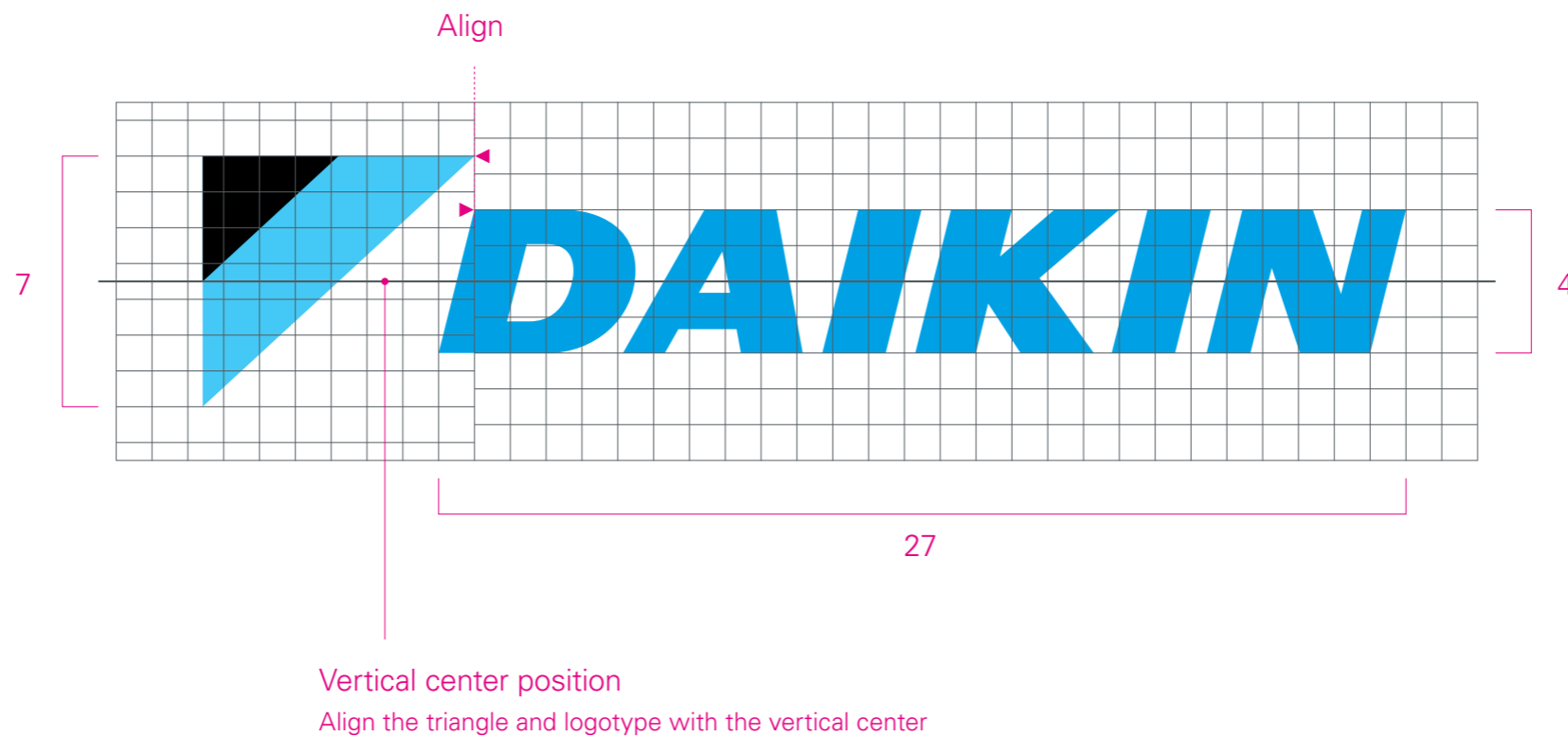
When the Daikin logo is displayed on a screen, there may be various other limitations and issues, other than size, depending on the environment and applications. When the rules shown here do not address your situation, please inquire.

Contact Daikin North America:  
**Sarah Windsor, Technical Publications Manager**

Email: [sarah.windsor@daikincomfort.com](mailto:sarah.windsor@daikincomfort.com)

# Grid Scale

When the logo cannot be reproduced from data on items such as large signs, use the grid scale below to be sure it is correctly reproduced.



# Full-Color

This is the full-color display of the Daikin logo, which should be used whenever possible because it most accurately conveys the image of Daikin.



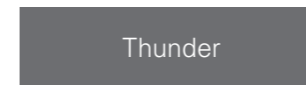
CMYK: 100, 10, 0, 0  
Pantone: Process Blue  
RGB: 0, 151, 224  
HEX: #0097E0  
DIC: 577



CMYK: 60, 0, 0, 0  
Pantone: 306C  
RGB: 84, 195, 241  
HEX: #54C3F1  
DIC: 68



CMYK: 0, 0, 0, 100  
Pantone: Process Black  
RGB: 0, 0, 0  
HEX: #000000  
DIC: 582



CMYK: 0, 0, 0, 70  
Pantone: Process Black  
RGB: 109, 110, 113  
HEX: #6d6e71  
DIC: 582

CMYK Color View



The full-color display, which includes all three of the corporate colors for maximum expression of the aspirations symbolized by the Daikin logo, should be used whenever possible because it conveys the Daikin corporate and brand image most accurately. Although the color and form of the Daikin logo stand out best against a white background, it may also be displayed on other light backgrounds that properly maintain its visibility.

The full-color version of the logos should be used wherever possible. This assures brand recognition and maximum impact.

If the full-color version of the logos cannot be used, there are the alternative color treatments that are permitted when full-color is not possible.

# Single-Color

These are the alternative color treatments that are permitted when full-color is not possible, for instance in single-color printing.

## Single-color (with screening)

Use this alternative when printing is limited to a single-color and screening can be rendered cleanly.



## Single-color (with slit)

Use this alternative when printing is limited to a single-color but screening cannot be rendered cleanly.



## Single-color (with slit, reversed)

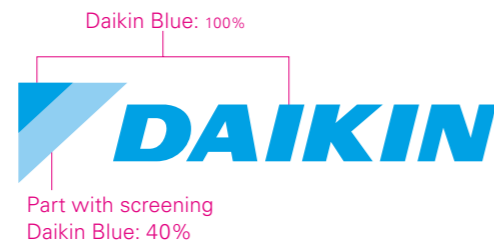
Use this alternative when displaying the Daikin logo on the corporate colors or a dark background.



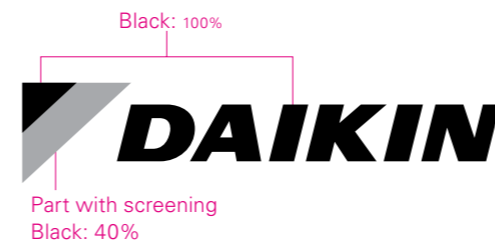
# Single-Color Screening

This alternative is used in single-color printing when screening can be rendered cleanly.

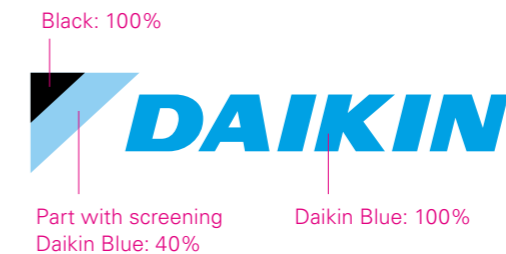
## Example using Daikin Blue



## Example using black



## Two-color printing example using Daikin Blue and black



This alternative is used when reproduction is limited to a single-color and screening can be rendered cleanly, such as in advertisements in newspapers and magazines.

If two-color printing using Daikin Blue and black is possible, use black in the upper left part of the triangle.

Although the form of the Daikin logo stands out best against a white background, it may also be displayed on other light-colored backgrounds that properly maintain its visibility.

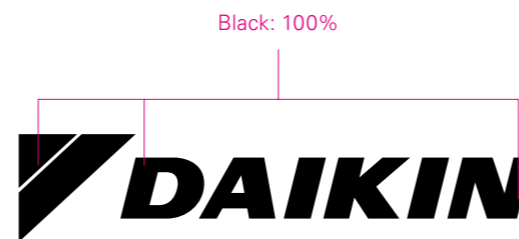
# Single-Color (with slit)

This alternative is used when printing in a single-color, but screening cannot be rendered cleanly.

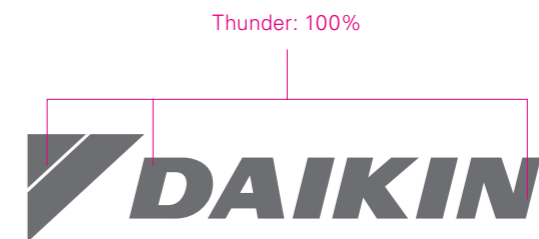
Example using Daikin Blue



Example using black



Example using Thunder



This alternative is used when reproduction is limited to a single-color and screening cannot be rendered cleanly. The recommended display colors are the corporate colors or similar colors.

Since there is a risk of the slit smudging when printing the logo in a size less than 50mm (1.96") wide, apply the small size usage one, which has a wider slit.

Although the form of the Daikin logo stands out best against a white background, it may also be displayed on other light colored backgrounds that properly maintain its visibility.

### Small size usage

Features a wider slit in the triangle

Width: 22mm-50mm  
(.86" - 1.96")



## Single-Color (with slit, reversed)

This alternative is used when printing in a single-color when screening cannot be rendered cleanly.



This alternative is used when displaying the single-color Daikin logos on the corporate colors, similar colors or a dark background. Before using this alternative, examine the possibility of using the full-color Daikin logo, leaving the specified clear space white.

When using this alternative, the corporate colors are the optimal background colors for conveying the Daikin corporate and brand image. When the corporate colors cannot be used, select a color as similar as possible.

Since there is a risk of the slit smudging when printing the logo in a size less than 50mm (1.96") wide, apply the small small-size usage version that has a wider slit.

### Small-size usage

Features a wider slit in the triangle

Width: 22mm-50mm  
(.86" - 1.96")



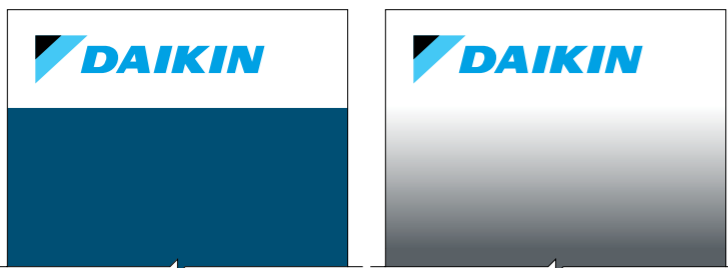


# Background Colors

When selecting background colors, it is vital to ensure that the Daikin logo can be recognized correctly and looks great.

## Examples of proper usage

The full-color display on a white background is optimal.



It is best to employ a design treatment that enables the Daikin logo to appear on a white background.

Examples  
Left: Use two different colors  
Right: Use a gradient

## Examples of improper usage

The Daikin logo can be difficult to see, depending on the combination of background color and display color, and this can convey an improper impression. Refer to the examples of proper usage, and employ design treatments, etc., to avoid displaying the logo improperly as in the examples below.



Displaying the full color on a bright background irritates the eye.

Reversed display on a yellow background, even if it has a high intensity, makes it difficult to see the Daikin logo.



Reversed display on colors different from the corporate colors risks conveying an improper corporate and brand image.

# Background Photographs

When selecting background photographs, it is vital to ensure that the Daikin logo can be recognized correctly and looks great.

## Examples of proper usage

The full-color display on a white or other light-colored background is optimal.



## Examples of improper usage

The Daikin logo can be difficult to see, depending on the combination of background photograph and display color, and this can convey an improper impression. Refer to the examples below, and employ design treatments, etc., to avoid displaying the logo improperly.



The busy background photograph reduces visibility of the Daikin logo.

# Improper Usage

If the Daikin logos are not correctly displayed, it fails to convey a positive corporate or brand image.



Do not separate the parts.  
(Never use any part of the logo by itself)



Do not modify the shape by elongating,  
flattening or using italics.



Do not display at an angle.



Do not change the relative size  
of the parts.



Do not outline.



Do not apply a shadow.



Do not use a 3D or other  
dimensional effect.



Do not use the single-color version  
when printing conditions permit use of  
full-color version.



Do not position other elements  
inside the clear space.



Do not display in a manner that makes the  
logo appear to be joined any other element.



Never add any other element to  
the Daikin logo.



Do not combine the Daikin logo as a  
part of other marks.

If the Daikin logos are not always displayed correctly, it is impossible to build a consistent visual image of the brand. It can actually damage the Daikin brand. The types of improper usage shown here are only examples and apply to the Daikin logo with and without the tagline. Gain a good understanding of the principles and be sure to display the logo correctly at all times.



The *Air Intelligence* tagline should not be aligned on the left side of the Daikin logo.



The *Air Intelligence* tagline should not be aligned past the bottom edge of the *N* in the Daikin logo.



The *Air Intelligence* tagline should never be lowercase.



The *Air Intelligence* tagline should never be sentence case or initial capped in the logo treatment.

# Background Color Indications

When selecting background colors, it is vital to ensure that the Daikin logo always displays clearly. Refer to the color intensity chart below.

## Example: Gray background



# Exceptional Display

As an exception to the normal rule, the Daikin logo can be displayed on special materials, for instance using stamped foil or relief processing on metal materials.

## Gold



Width: 22mm – 50mm  
(.86" – 1.96")

Small-size usage  
Features a wider slit in the triangle



## Silver



Width: 22mm – 50mm  
(.86" – 1.96")

Small-size usage  
Features a wider slit in the triangle



When displaying the Daikin logo on metals or special materials, ensure that the Daikin logo remains distinct by using a different finish for the Daikin logo and the surrounding material, applying a relief treatment to the Daikin logo, or using another such technique. In a size less than 50mm (1.96") wide, the slit can lose definition, so apply the small size usage one, which has a wider slit.

## Daikin *Comfort Pro* Logo Usage

The Daikin *Comfort Pro* logo is an important part of the Daikin brand and the Daikin *Comfort Pro* Program. It has been carefully designed to represent both the program and the brand, and should be accurately reproduced.

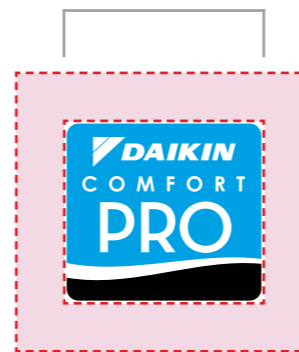


Note that there are multiple approved versions. These variations of the logo are available to accommodate the variety of print environments and applications where the Daikin *Comfort Pro* Program logo may be executed.

The logo is available in electronic form from the Online Marketing Toolkit at <https://daikin.marketing>

# Daikin *Comfort Pro* Clear Zone

1" minimum logo width



.25" minimum clear space

When the Daikin *Comfort Pro* logo is to be used, a clear zone wider than the stipulated minimum area must be left, to ensure that other graphic elements are not perceived as part of this logo. Please leave an adequate clear zone even when the logo is to be positioned in a corner of the page or screen.

The prescribed clear zone is the minimum area of white space around the Daikin *Comfort Pro* logo, stipulated in order to ensure that the logo is always reproduced with good visibility.

If the Daikin *Comfort Pro* logo is to be used on its own, this rule may be waived when there are spatial constraints.



# Color Options

## Primary Color Option:

4-color process (CMYK), 2-spot Pantone, or web version

The 4-color process logo can be used when printing collateral on laser printers, desktop printers and digital/offset printing presses. This logo may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Comfort Pro* logo is preserved.



**DAIKIN BLUE**  
 CMYK: C100/M10/Y0/K0  
 RGB: R0/G161/B228  
 HEX: 00A1E4

**DAIKIN BLACK**  
 CMYK: C0/M0/Y0/K100  
 RGB: R35/G31/B32  
 HEX: 231F20

## Secondary Color Options:

Monochrome halftone screen versions

If the physical constraints or cost considerations of the design application preclude the use of the 4-color process or spot version, the monochrome halftone screen version is to be used when halftone screening is possible.

The monochrome halftone screen version can be reproduced using one of the two formulas — Daikin Black or Daikin Blue. This version may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Comfort Pro* logo is preserved.



Monochrome Versions

If the physical constraints or cost considerations of the application design preclude the use of the 4-color process or spot version, and halftone screening is not possible, the monochrome version may be used.

The monochrome version can be reproduced using one of the two formulas — Daikin Black or Daikin Blue. This version may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Comfort Pro* logo is preserved.



Reverse-Printed Monochrome Version

The reverse-printed monochrome version is to be used when the background color is one of the corporate colors, a concentrated color, or when a photograph or pattern, against which the Daikin *Comfort Pro* logo will stand out less distinctly, has to be used as the background.

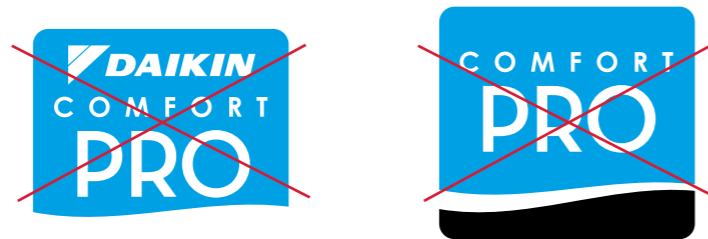


# Improper Usage

The Daikin *Comfort Pro* logo must always be used correctly.

Using the logo in ways that contravene the rules make it much less distinctive, and can convey the wrong corporate image.

## Omitted Elements



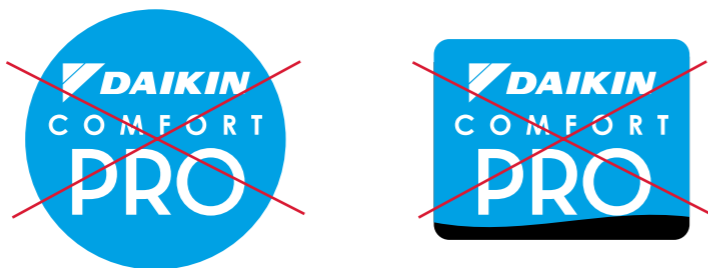
Never omit component elements.

## Extended and Condensed



The relative proportions of the component elements may not be altered.

## Altered



Component elements may not be altered and/or used alone.

## Daikin *Ductless Design Pro* Logo Usage

The Daikin *Ductless Design Pro* logo is an important part of the Daikin brand and the Daikin *Ductless Design Pro* Program. It has been carefully designed to represent both the program and the brand, and should be accurately reproduced.



Note that there are multiple approved versions. These variations of the logo are available to accommodate the variety of print environments and applications where the Daikin *Ductless Design Pro* Program logo may be executed.

The logo is available in electronic form from the Online Marketing Toolkit at <https://daikin.marketing>

# Daikin *Ductless Design Pro* Clear Zone

1" minimum logo width



.25" minimum clear space

When the Daikin *Ductless Design Pro* logo is to be used, a clear zone wider than the stipulated minimum area must be left, to ensure that other graphic elements are not perceived as part of this logo. Please leave an adequate clear zone even when the logo is to be positioned in a corner of the page or screen.

The prescribed clear zone is the minimum area of white space around the Daikin *Ductless Design Pro* logo, stipulated in order to ensure that the logo is always reproduced with good visibility.

If the Daikin *Ductless Design Pro* logo is to be used on its own, this rule may be waived when there are spatial constraints.

# Color Options

## Primary Color Option:

4-color process (CMYK), 2-spot Pantone, or web version

The 4-color process logo can be used when printing collateral on laser printers, desktop printers and digital/offset printing presses. This logo may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Ductless Design Pro* logo is preserved.



**EURO GREEN**  
 CMYK: C65/M0/Y100/K0  
 RGB: R98/G187/B70  
 HEX: 62BB46

**DAIKIN BLACK**  
 CMYK: C0/M0/Y0/K100  
 RGB: R35/G31/B32  
 HEX: 231F20

## Secondary Color Options:

### Monochrome Versions

If the physical constraints or cost considerations of the application design preclude the use of the 4-color process or spot version, the monochrome versions may be used.

The monochrome version can be reproduced using one of the two formulas — Daikin Black or Euro Green. This version may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin *Ductless Design Pro* logo is preserved.



100% DAIKIN BLACK  
(WITH FILL)



100% EURO GREEN  
(WITH FILL)

### Reverse-Printed Monochrome Version

The reverse-printed monochrome version is to be used when the background color is one of the corporate colors, a concentrated color, or when a photograph or pattern, against which the Daikin *Ductless Design Pro* logo will stand out less distinctly, has to be used as the background.



100% DAIKIN BLACK



100% DAIKIN BLUE



PATTERN



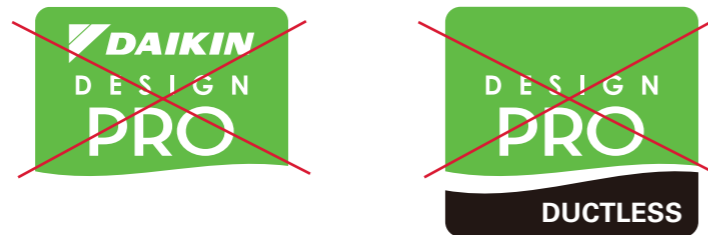
PHOTOGRAPH

# Improper Usage

The Daikin *Ductless Design Pro* logo must always be used correctly.

Using the logo in ways that contravene the rules make it much less distinctive, and can convey the wrong corporate image.

## Omitted Elements



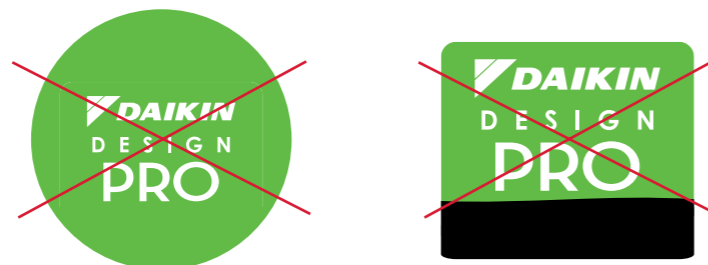
Never omit component elements.

## Extended and Condensed



The relative proportions of the component elements may not be altered.

## Altered



Component elements may not be altered and/or used alone.

## Daikin VRV Design Pro Logo Usage

The Daikin VRV Design Pro logo is an important part of the Daikin brand and the Daikin VRV Design Pro Program. It has been carefully designed to represent both the program and the brand, and should be accurately reproduced.



Note that there are multiple approved versions. These variations of the logo are available to accommodate the variety of print environments and applications where the Daikin VRV Design Pro Program logo may be executed.

The logo is available in electronic form from the Online Marketing Toolkit at <https://daikin.marketing>

# Daikin *VRV Design Pro* Clear Zone

1" minimum logo width



.25" minimum clear space

When the Daikin *VRV Design Pro* logo is to be used, a clear zone wider than the stipulated minimum area must be left, to ensure that other graphic elements are not perceived as part of this logo. Please leave an adequate clear zone even when the logo is to be positioned in a corner of the page or screen.

The prescribed clear zone is the minimum area of white space around the Daikin *VRV Design Pro* logo, stipulated in order to ensure that the logo is always reproduced with good visibility.

If the Daikin *VRV Design Pro* logo is to be used on its own, this rule may be waived when there are spatial constraints.



# Color Options

## Primary Color Option:

4-color process (CMYK), 2-spot Pantone, or web version

The 4-color process logo can be used when printing collateral on laser printers, desktop printers and digital/offset printing presses. This logo may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin VRV Design Pro logo is preserved.



### ASTRONAUT BLUE

CMYK: C45/M0/Y79/K115  
 RGB: R0/G79/B115  
 HEX: 62BB46

### DAIKIN BLACK

CMYK: C0/M0/Y0/K100  
 RGB: R35/G31/B32  
 HEX: 231F20

## Secondary Color Options:

### Monochrome Versions

If the physical constraints or cost considerations of the application design preclude the use of the 4-color process or spot version, the monochrome versions may be used.

The monochrome version can be reproduced using one of the two formulas — Daikin Black or Astronaut Blue. This version may only be used in cases where the background color is white or a pale color, and where the distinctiveness of the Daikin VRV Design Pro logo is preserved.



100% DAIKIN BLACK  
(WITH FILL)



100% ASTRONAUT BLUE  
(WITH FILL)

### Reverse-Printed Monochrome Version

The reverse-printed monochrome version is to be used when the background color is one of the corporate colors, a concentrated color, or when a photograph or pattern, against which the Daikin VRV Design Pro logo will stand out less distinctly, has to be used as the background.



100% DAIKIN BLACK



100% DAIKIN BLUE



PATTERN



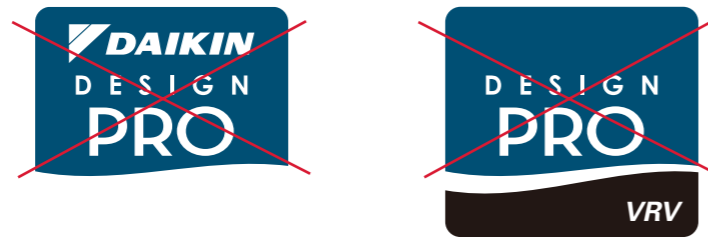
PHOTOGRAPH

# Improper Usage

The Daikin *VRV Design Pro* logo must always be used correctly.

Using the logo in ways that contravene the rules make it much less distinctive, and can convey the wrong corporate image.

## Omitted Elements



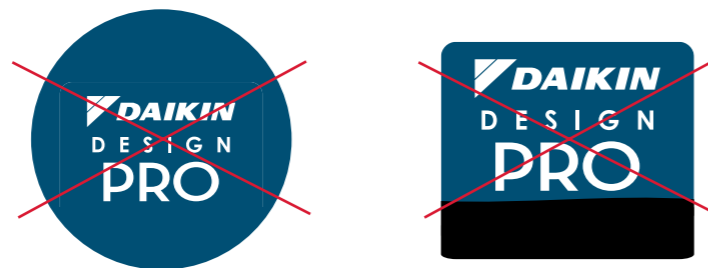
Never omit component elements.

## Extended and Condensed



The relative proportions of the component elements may not be altered.

## Altered



Component elements may not be altered and/or used alone.

## Daikin Logo Downloads

All Daikin logo assets can be downloaded from Partnerlink's Marketing Toolkit or in the Daikin City library.



The logos are available in electronic form from the Online Marketing Toolkit at <http://daikinpartnerlink.com>

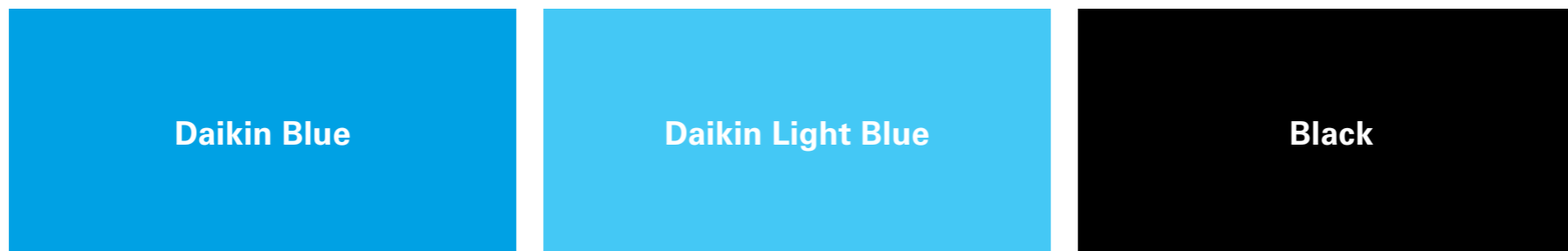
A photograph of a man with a beard and a young child sitting on a couch, both laughing joyfully. The man is holding the child's hands. The scene is overlaid with a semi-transparent blue filter. The text "Design Guidelines" is centered over the image in a white, sans-serif font.

# Design Guidelines

# Corporate Colors

The Daikin Corporate colors are used not only in the Daikin logo, but also in other ways that help to convey the image of the Daikin Group.

**The Daikin corporate colors are Daikin Blue, Daikin Light Blue and Black, which are used in the Daikin Logo.**



The color of the logo, like its shape, conveys our corporate and brand image at a glance. It also differentiates us from other companies. Actively use the corporate colors in all manner of materials and settings in order to maximize the impact of our visual identity.

## **Meaning behind the corporate colors**

Daikin Blue and Daikin Light Blue suggest the unique intelligence and brightness of the Daikin Group as it leverages its technological capabilities to pioneer the future. Black expresses the robustness, presence, and stability of the Daikin Group.

# Corporate and Secondary Color Values



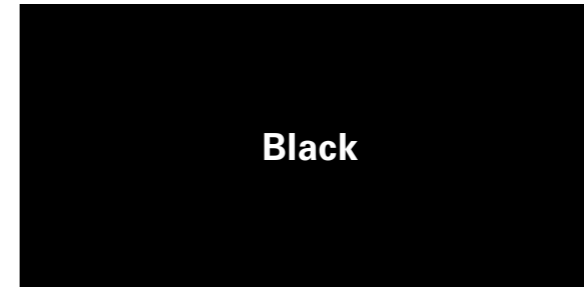
**Daikin Blue**

CMYK: 100, 10, 0, 0  
 DIC: 577  
 RGB: 0, 151, 224  
 HEX: #0097E0  
 Pantone Process Blue



**Daikin Light Blue**

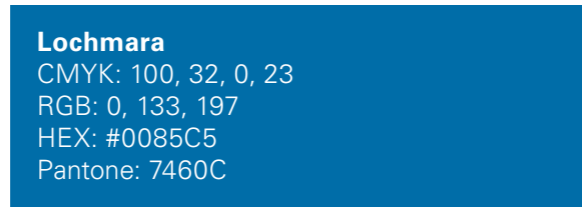
CMYK: 60, 0, 0, 0  
 DIC: 68  
 RGB: 84, 195, 241  
 HEX: #54C3F1  
 Pantone: 306C



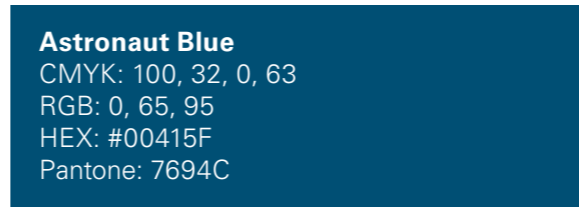
**Black**

CMYK: 0, 0, 0, 100  
 DIC: 582  
 RGB: 0, 0, 0  
 HEX: #000000  
 Pantone Black

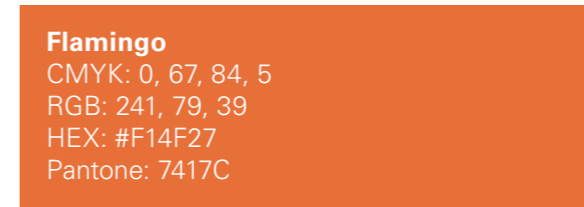
## Secondary Colors



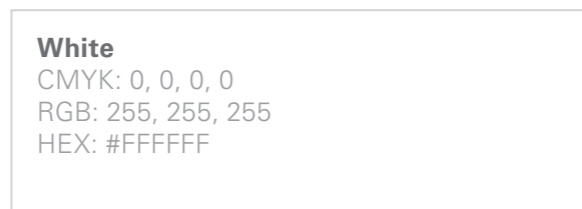
**Lochmara**  
 CMYK: 100, 32, 0, 23  
 RGB: 0, 133, 197  
 HEX: #0085C5  
 Pantone: 7460C



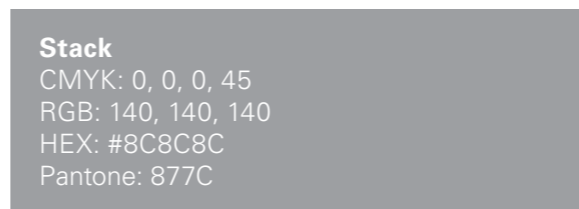
**Astronaut Blue**  
 CMYK: 100, 32, 0, 63  
 RGB: 0, 65, 95  
 HEX: #00415F  
 Pantone: 7694C



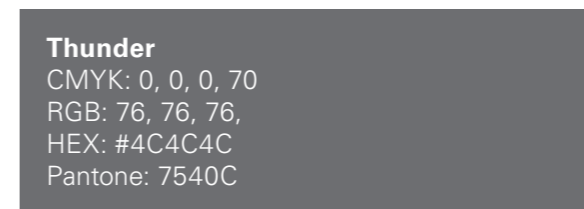
**Flamingo**  
 CMYK: 0, 67, 84, 5  
 RGB: 241, 79, 39  
 HEX: #F14F27  
 Pantone: 7417C



**White**  
 CMYK: 0, 0, 0, 0  
 RGB: 255, 255, 255  
 HEX: #FFFFFF



**Stack**  
 CMYK: 0, 0, 0, 45  
 RGB: 140, 140, 140  
 HEX: #8C8C8C  
 Pantone: 877C



**Thunder**  
 CMYK: 0, 0, 0, 70  
 RGB: 76, 76, 76  
 HEX: #4C4C4C  
 Pantone: 7540C

## Color Value Overview:

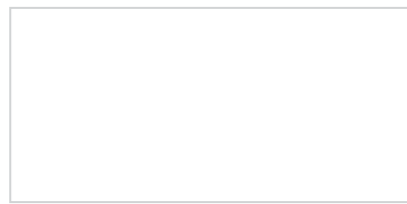
- **CMYK:** Cyan, Magenta, Yellow and Black (CMYK) is used for printing.
- **PANTONE (PMS):** Pantone colors, Pantone, PMS - all refer to a matching system for inks and other materials. This matching system

- was created to ensure consistent color when printing because each PMS color refers to a very specific ink color not a build of CMYK.
- **RGB:** Red, Green, and Blue (RGB) values are used for screens like a monitor, a cellphone and other electronic devices. RGB is not

- recommended for printing purposes.
- **HEX:** HEX, or hexadecimal is used for coding websites and is for use with screen and electronic devices. HEX values are not recommended for printing purposes.



1. The **Daikin Blue** is the primary brand color. This color should be used for emphasis on things such as calls to action, headlines and links. Tints and shades of this color should be used for clicked states in calls to action and links, as well as in drop-down menus to signify depth.



2. **White** should be used for typography on colored backgrounds and images, and also should be used largely as a background color to create breathing room in layouts.



3. **Flamingo** is a compound of the Daikin Blue. This should be used sparingly as a supporting color.



4. **Stack** and **Thunder** should be used for headline typography, icons and other elements on lighter backgrounds. They can be used in addition to White as a background color to enhance page flow and to separate sections.



# Promotional and Wearable Goods



## Promotional goods

The full-color display – which includes all three of the corporate colors for the maximum expression of the aspirations symbolized by the Daikin Logos – should be used whenever possible, because it conveys the Daikin corporate and brand image most accurately.

Although the color and form of the Daikin Logo stand out best against a white background, it may also be displayed on other light backgrounds that properly maintain its visibility.

The specified clear space must be maintained around the Daikin Logo on dark backgrounds that compromise the visibility of the Daikin Logo.

If the full-color display is not possible due to limitations in materials and production methods, use alternatives that comply with the limitations.

If the slit in the single color Daikin Logo smudges due to limitations in materials and production methods, apply the logo with a wider slit.



## Wearables

The full-color display – which includes all three of the corporate colors for the maximum expression of the aspirations symbolized by the Daikin Logo – should be used whenever possible, because it conveys the Daikin corporate and brand image most accurately. Special attention should be paid especially when the Daikin Logo is embroidered or stitched, to ensure that the color and form of the Daikin Logo are rendered accurately.

Although the color and form of the Daikin Logo stand out best against a white background, it may also be displayed on other light backgrounds that properly maintain its visibility.

The specified clear space must be maintained around the Daikin Logo on dark backgrounds that compromise the visibility of the Daikin Logo, as well as other backgrounds whose colors do not match the color tone of the Daikin Logo.



## Gifts

When the Daikin Logo is used to show the name of the giver on gifts and souvenirs for special customers—but not on promotional goods and giveaways for Daikin brand products—the full color Daikin Logo may not be appropriate for the value of the gift. In that case, the “Exceptional Display in Gold/Silver (Material Colors)” can be applied, as they are exceptional cases.

[See earlier pages for logo guidelines.](#)



Thank you. If there  
are any questions or  
comments, please  
reach out.

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