

TOKAI

Brand Manual



Intro

These are the guidelines for the use of the Tokai logo and its colours.

Should you have any questions, please do not hesitate to contact the Marketing Department of Tokai.



The logo



The logo

The Tokai logo consists of a perfect circle and the word TOKAI.

The first component of the logo is the circle. The circle contains a gradient evolving from black to blue. The accent is white, not transparent. The logo cannot be used without the white accent.

The second component of the logo is the word TOKAI, which is perfectly centred under the circle.

The circle and the word cannot be used separately. They form an unity and are one.

Size of the logo

The diameter of the circle cannot be smaller than 10 mm.

10mm





Placement of logo

The logo

The logo should always be placed at least 0,5cm from the edge.
Positioning : top left, centered or bottom right.

good



not good



The logo : black-white or 1 colour

Black-white

The black and white version can only be used when it is not possible to use colours.



1 colour

When only 1 colour can be used, it has to be blue. If blue is not an option, use black.



What not to do...

There are countless ways of how NOT to use the Tokai logo.

Here are some examples:



... colour changes



... changing the shape



... deformation of the logo



... rotate the logo or inverse the components

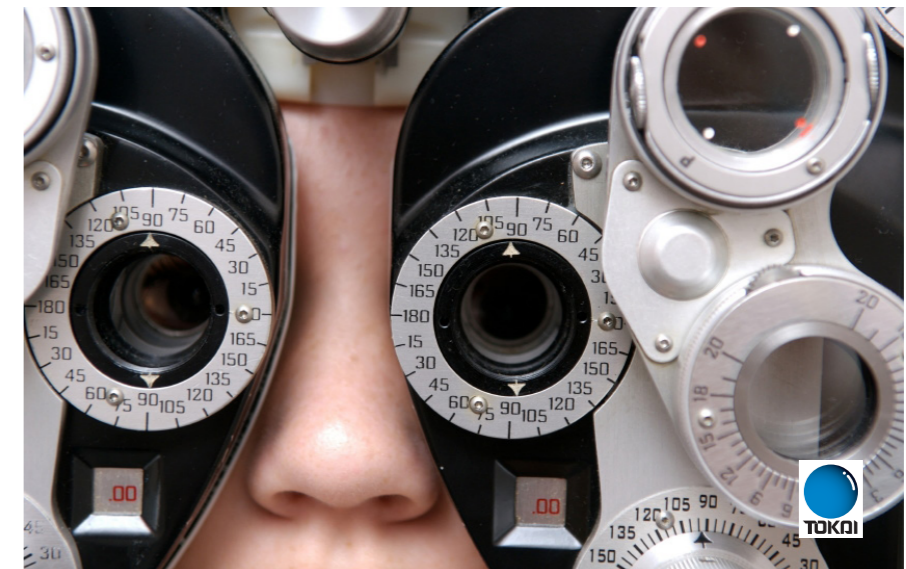


... changing the components

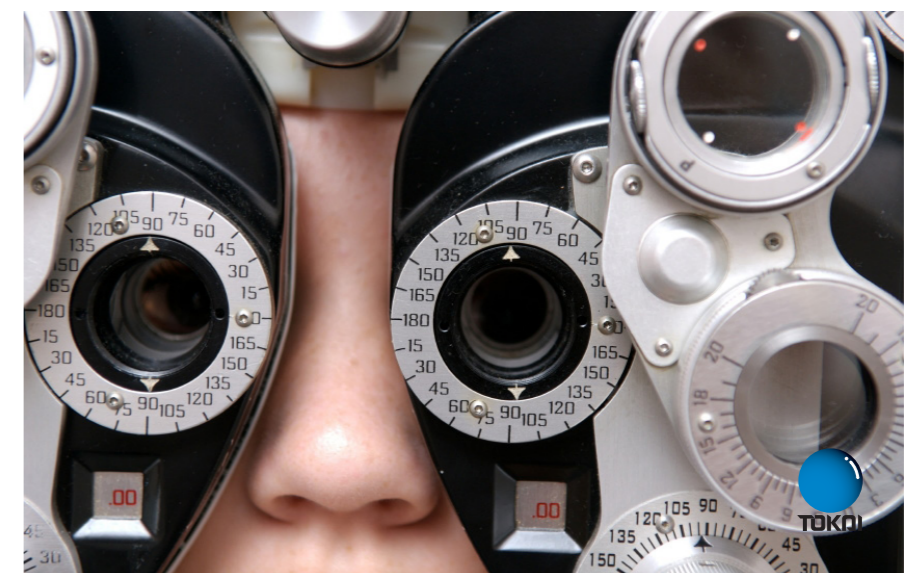
When in doubt, please contact the Tokai Marketing Department.

Using the logo on a background picture

If the logo is used on a picture which makes the logo unclear, a white rectangular should be used behind the logo. The logo has to fill at least 2/3 of the rectangular and be centred in the middle.



good

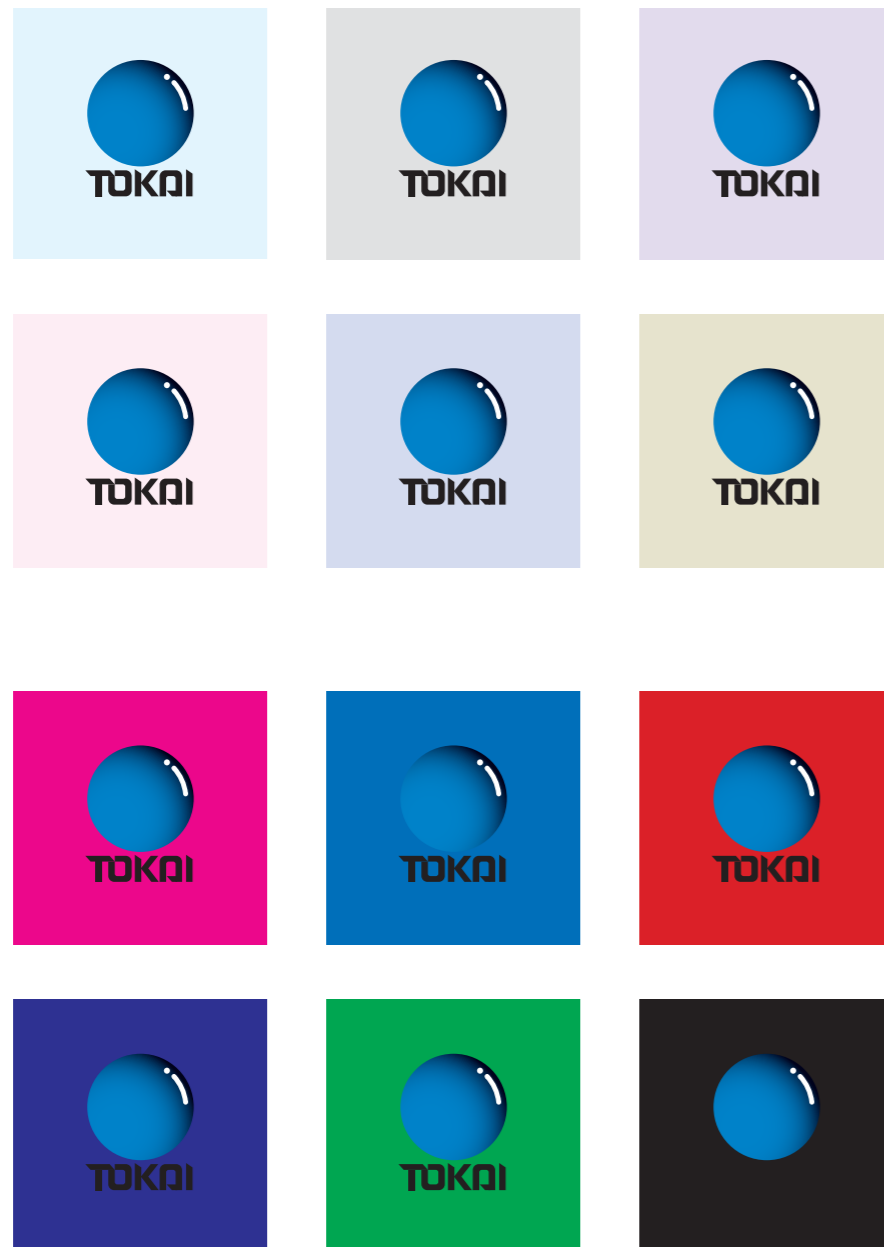


not good



The logo on a background colour

The Tokai logo can only be used on soft pastel background colours. These colours cannot be darker than illustrated.



good

not good

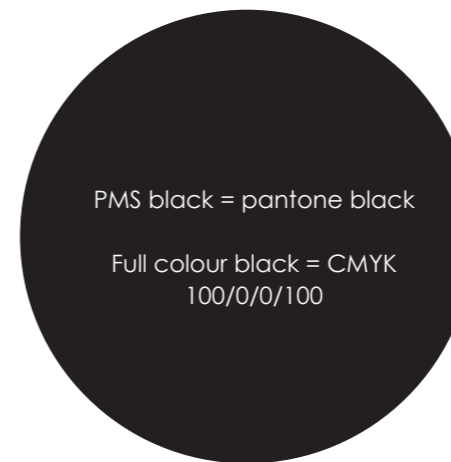
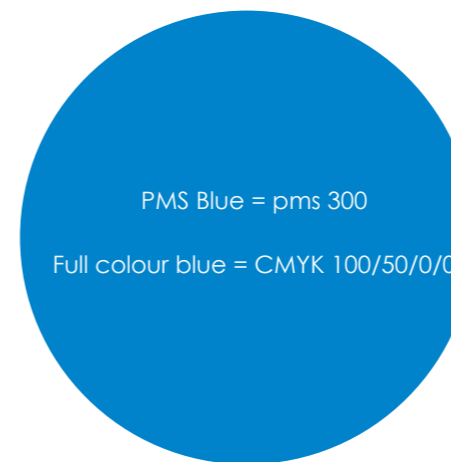


Primary colours

There are 2 primary colours in the logo: black and blue. No deviation can be made of the colour values.

PMS blue = pms 300
PMS black = pantone black

Full colour blue = CMYK 100/50/0/0
Full colour black = CMYK 100/0/0/100



Images/photo's

When images/photo's are chosen, they need to correspond with a certain style. Blue is always the main colour. Please contact the Tokai Marketing Department in Tienen for approval of the image/photo.



Font for print use : Century Gothic

CENTURY GOTHIC REGULAR

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CENTURY GOTHIC ITALIC

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CENTURY GOTHIC BOLD

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CENTURY GOTHIC BOLD ITALIC

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font for print materials

Tokai uses **Century Gothic** for all print materials. It's a geometric font designed in 1991. The choice for this font was made because of the perfect round 'o' which corresponds perfectly with the center element of the Tokai logo.

Font for digital use : Verdana

Verdana REGULAR

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Verdana ITALIC

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Verdana BOLD

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Verdana BOLD ITALIC

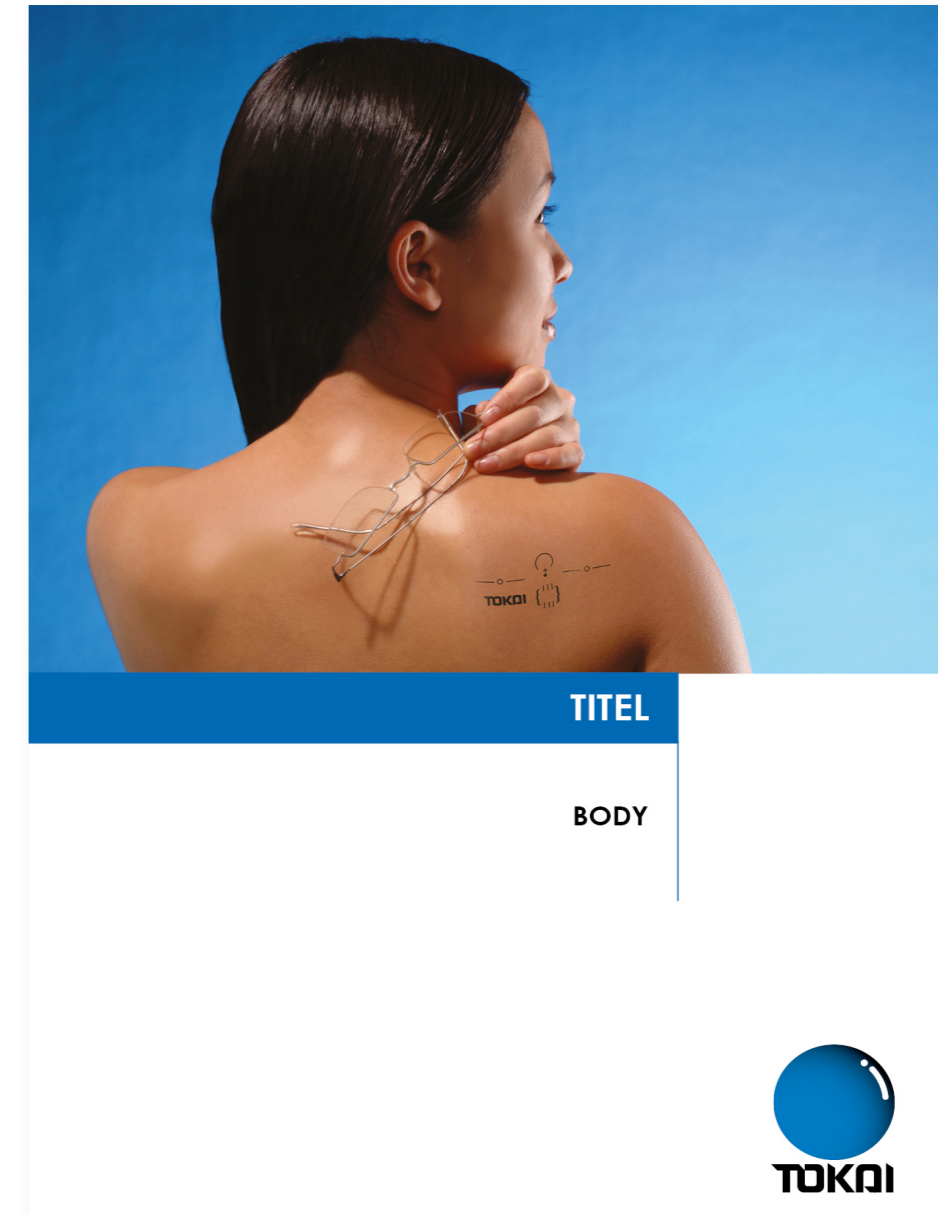
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font for digital use

Please use **Verdana** for digital use. This font can be read by all computers and resembles Century Gothic the most.

Brochures & leaflets : front



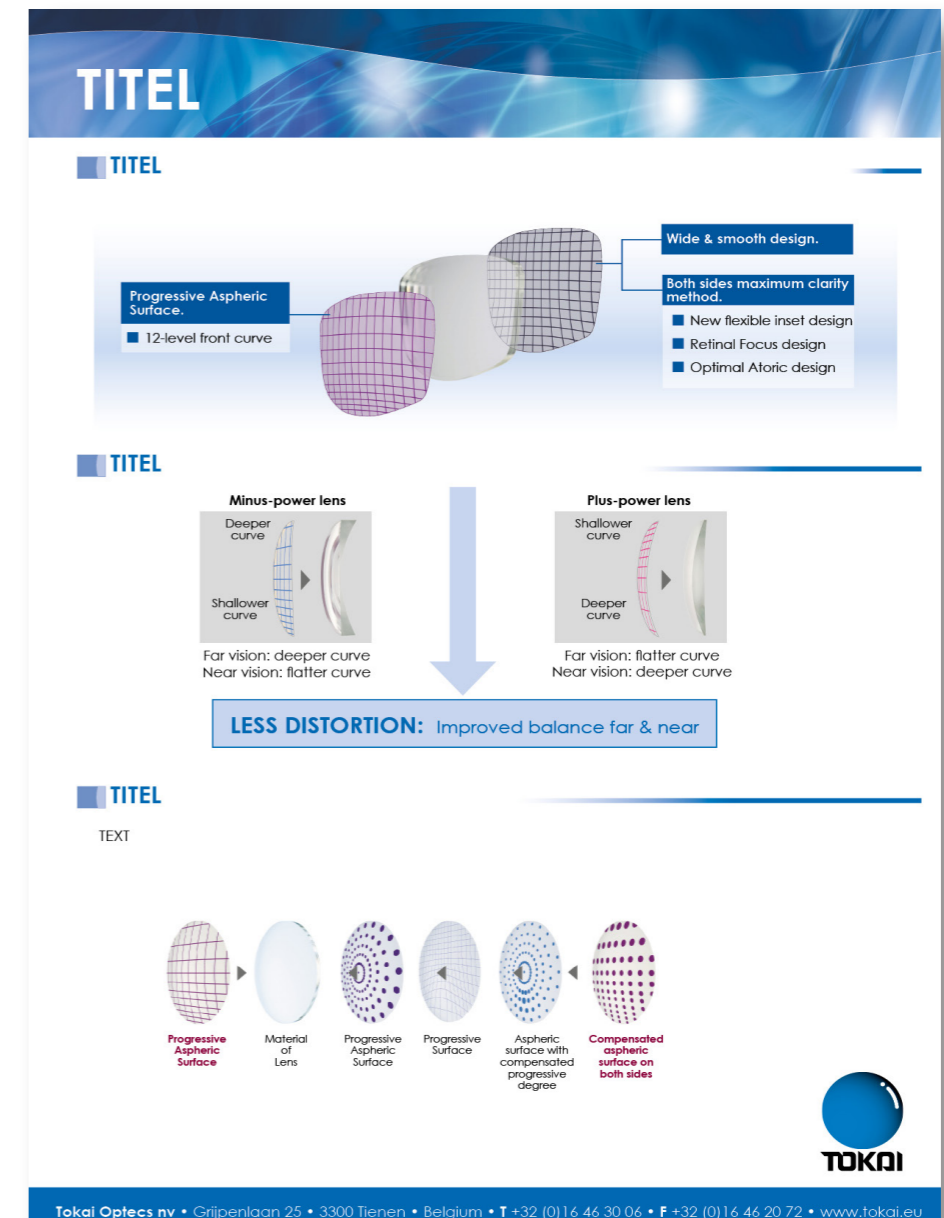
- image dominates the page;
- blue banner with titel aligned right under the image;
- body under the blue banner aligned right ;
- blue vertical line attached to blue banner equals length of the body;
- Tokai logo in bottom right corner.

Please send the lay-out to the Tokai Marketing Department for approval.



- Tokai logo centered in the middle;
- coordinates centered on the bottom;
- blue line separating logo from coordinates.

Please send the lay-out to the Tokai Marketing Department for approval.



- text covering the page;
- colours used : shades black, white or Tokai blue;
- Tokai logo in bottom right corner;
- blue banner with coordinates under logo.

Please send the lay-out to the Tokai Marketing Department for approval.



Tokai Optecs N.V.
Grijpenlaan 25, 3300 Tienen, Belgium
T +32 (0)16 46 30 06, F +32 (0)16 46 20 72
info@tokai.be, www.tokai.eu