

# Eisai Global Visual Identity Guidelines

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# Introduction

As a *human health care (hhc)* company, Eisai has adopted the Corporate Philosophy of giving first consideration to patients and their families and contributing to increasing their benefits. Our mission is the pursuit of this philosophy by providing services and products to meet their various health care needs worldwide while increasing our corporate value for the benefit of all our shareholders.

The form of the Corporate Logomark (Eisai Logomark) symbolizes the global focus of our corporate activities. The red and blue represent arteries and veins, respectively, and together they signify sound health and our commitment to the pursuit of a higher quality of life.

The Philosophy Logomark (*hhc* Logomark) clearly defines our patients, their families and consumers in general as the principal recipients of health care, and expresses in a single phrase our stance (Corporate Philosophy) of taking pride in the provision of services that ensure them a better quality of life. The Philosophy Logomark is modeled on the signature of Florence Nightingale and designed using a combination of Eisai Black and Eisai Blue colors.

Our Visual Identity (VI) comprises the Corporate Logomark, Philosophy Logomark and Official Corporate Logotype serving as a means of communicating to our stakeholders our dedication and pride as a health care provider, and symbolizes the Eisai brand, which has been carefully established through our day-to-day activities. Promoting a unified VI on both a corporate and global level will increase the corporate value of the Eisai Group as a whole.

These *Eisai Global VI Guidelines* reaffirm the ideals and concepts that have been carefully nurtured and embodied in the Group's VI throughout its history, and provide a set of standards that must be adhered to when displaying any of these identifiers. It is essential that you thoroughly familiarize yourself with the contents of these *Guidelines* before undertaking any project involving the Eisai Group VI.



Yuji Matsue  
Executive Officer, Vice President, Corporate Communications  
Eisai Co., Ltd.

# Applying the *Guidelines*

## 1. How to Apply the *Guidelines*

Observe the following procedures when applying these *Guidelines*.

- Read the *Guidelines* carefully to familiarize yourself with the significance, roles and uses of the Eisai Group's Basic VI Design elements ("the VI elements").
- Observe the relevant regulations and use the latest version of the electronic format when displaying the VI elements on corporate materials (i.e., business cards, envelopes, promotional materials, product packaging, etc.).
- When outsourcing production activities to a third party, lend the relevant section(s) of these *Guidelines* together with the latest version of the electronic format to the production staff. Provide them with detailed verbal explanations of the defined roles of the VI elements and the basic policies and regulations regarding their display. (Be sure to ask the production staff to return or discard the copy or PDF version of the *Guidelines* as well as the electronic format for the VI elements upon completion of the production process.)

## 2. Where to Obtain Electronic Format for VI Elements

Electronic format for the VI elements can be obtained by accessing the location indicated below. Always make sure you download the latest version for application. The circulation and transfer of data from person to person is a common cause of data corruption, and the use of old, outdated data is thus strictly prohibited.

- Where to obtain electronic format  
Global *hhc* Web site [*Eisai Global VI Guidelines*]  
(060.Library¥010.Policies and Rules¥080.Corporate Communications)

## 3. *Guidelines* Management

- This copy should be managed appropriately by each individual department.
- Since the contents of these *Guidelines* are confidential, lending or distributing them unnecessarily to unconcerned parties is strictly prohibited. When providing a copy or PDF version of any portion of these *Guidelines* to external production staff, please ask them to return or discard the materials after use.
- Any additions or revisions to the contents of these *Guidelines* will be announced through the global *hhc* Web site.

### Scope of Application of these *Guidelines*

The regulations presented in these *Guidelines* shall apply to the application of the VI elements on all corporate materials (i.e., business cards, envelopes, promotional materials, product packaging, etc.). (If standard design manuals based on these *Guidelines* are available for any of these materials, refer to those manuals for their production.)

### These *Guidelines* have been produced and authorized as follows:

Production: PR Department, Eisai Co., Ltd.

Date of Authorization: July 23, 2009

Authorizer: Yuji Matsue, Executive Officer, Vice President, Corporate Communications,  
Eisai Co., Ltd.

# History of Eisai VI (Visual Identity)

## Origin of the Corporate Logomark (Eisai Logomark)

### Colors

The red and blue colors in the Eisai logomark represent red oxygenated blood flowing through the arteries and blue de-oxygenated blood flowing through the veins.

Both types of blood flow incessantly through the heart, and our task is to prevent stagnation of the blood by helping keep people healthy. (The right-hand part looks blue, and the left-hand part red.)

### Form

The round shape represents a globe, where all of our activities are awaited equally in all the inhabited parts of the world. Our target is located neither at the top nor at the bottom of the stage, but at its center, where we aim to achieve harmony.

## Origin of the Corporate Name

The Corporate Name was changed from Nihon Eisai Co., Ltd. to Eisai Co., Ltd. in 1955 for the following reasons:

1. The Chinese characters in the former name took too long to write.
2. Many other companies also employed "Nihon" (Japanese for "Japan") as the first word in their corporate name.
3. The Chinese characters for "Eisai" gave the impression that the Company was a supplier of dressings and bandages, as the characters also means hygiene items in Japanese.

Although there is no official record remaining, it is believed that "Eisai" was adopted as the alphabetical spelling of the Corporate Name instead of "Eizai" for the following reasons:

1. "Sa" is read as "Za" [za] in Germany, the homeland of modern medicine and health care.
2. The letter "S" is more visually appealing than the letter "Z".
3. As the last letter in the alphabet, "Z" does not give a good impression.

### 日本衛材株式会社

Former name, Nihon Eisai Co., Ltd., written in Chinese characters

### エーザイ株式会社

New name, Eisai Co., Ltd., with "Eisai" written in Japanese katakana characters

## History



- **1941**  
Nihon Eisai Co., Ltd., predecessor of the current Eisai Co., Ltd., established.



- **May 1955**  
Corporate Name changed from Nihon Eisai Co., Ltd. to Eisai Co., Ltd.



- **June 1967**  
Japanese katakana characters for "Eisai" removed from the Corporate Logomark.



- **July 1970**  
The Corporate Logomark (on which the current Corporate Logomark is based) converted to full color.

愛に科学をそえて



- **April 1992**  
Eisai celebrates the 50th anniversary of its founding. An internal competition produces the slogan, *Ai ni kagaku wo soete* ("Combining Science and Compassion,") which is later employed in television commercials.



\*hbcの文字は、フローレンス・ナイチンゲールのサインから取られたものです。

- **April 1993**  
"Human health care" is adopted as the new Corporate Message under the leadership of President Naito. The Philosophy Logomark (*hbc* Logomark) is designed in the following year based on Florence Nightingale's signature and employed in television commercials, etc.



- **July 2009**  
In a move toward establishing and communicating a globally unified Eisai brand, the electronic version of the VI elements is revised and refined, and the *Eisai Global Visual Identity Guidelines* are produced.

*hbc*  
human health care

# Basic VI Design Elements (VI Elements) & Systems

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The presentation and repetitive use of the VI elements in accordance with a unified set of regulations lead to the creation of a consistent brand image.

This section outlines the VI elements employed to represent the Eisai brand and their proper application.

It is essential that the rules and regulations presented in these *Guidelines* be observed when applying the VI elements in order to establish the Eisai brand on a global scale.

# 1 Names, Roles and Definitions of the VI Elements

- These *Guidelines* list the VI elements in a simple structured format and define their respective roles and uses.
- Corporate brand value is diluted considerably without established definitions, rules and regulations concerning the application of the VI elements. It is therefore essential that you read these *Guidelines* carefully and acquire a thorough understanding of their contents.

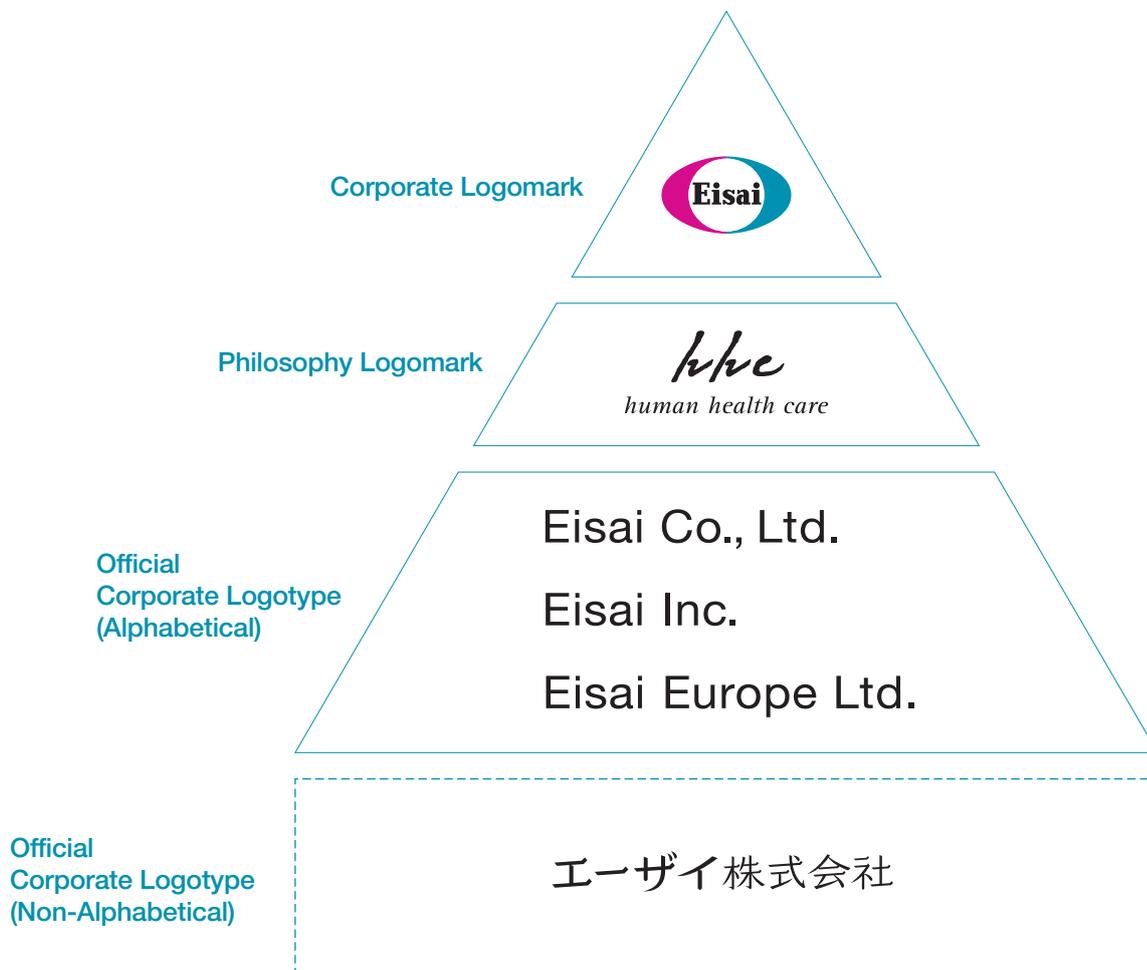
## VI Elements

Name	VI Element	Role/Definition
Corporate Logomark (Eisai Logomark)		A symbol for the primary activities of the Group and for establishing uniform brand value.
Philosophy Logomark (hhc Logomark)		The Philosophy Logomark embodies the Eisai Group's Corporate Philosophy, "human health care." (Modeled on the signature of Florence Nightingale.)
Official Corporate Logotype (Alphabetical)	Eisai Co., Ltd. Eisai Inc. Eisai Europe Ltd.	The official logotype employed for display of the Corporate Name in a global context.
Official Corporate Logotype (Non-Alphabetical)	(For Eisai Co., Ltd.) エーザイ株式会社	The official logotype employed for display of the Corporate Name in countries and regions that do not use the alphabet.
Corporate Colors		The basic colors employed in the Corporate Logomark.
Recommended Font (Alphabetical)	Helvetica Neue Family ABCDEFGHIJKLMN 0123456789	The recommended font for use in a global context for presenting text in corporate materials (i.e., contact information on business cards and envelopes, headings and lead copy in corporate brochures and promotional materials, Web site contents, etc.).
Recommended Fonts (Non-Alphabetical)	(For Eisai Co., Ltd.) Hiragino Kaku Gothic Family あいうえおかきくけこ アイウエオカキクケコ Hiragino Mincho Family あいうえおかきくけこ アイウエオカキクケコ	The recommended font for use in countries and regions that do not use the alphabet for presenting text in corporate materials (i.e., contact information on business cards and envelopes, headings and lead copy in corporate brochures and promotional materials, Web site contents, etc.).

## 2-1 Basic VI Design Application Policy I

- The Corporate Logomark (Eisai Logomark) represents the principal activities of the Eisai Group. When combining two or more VI elements, position the Corporate Logomark as its primary symbol in order to underscore its association with brand value.

### VI Elements



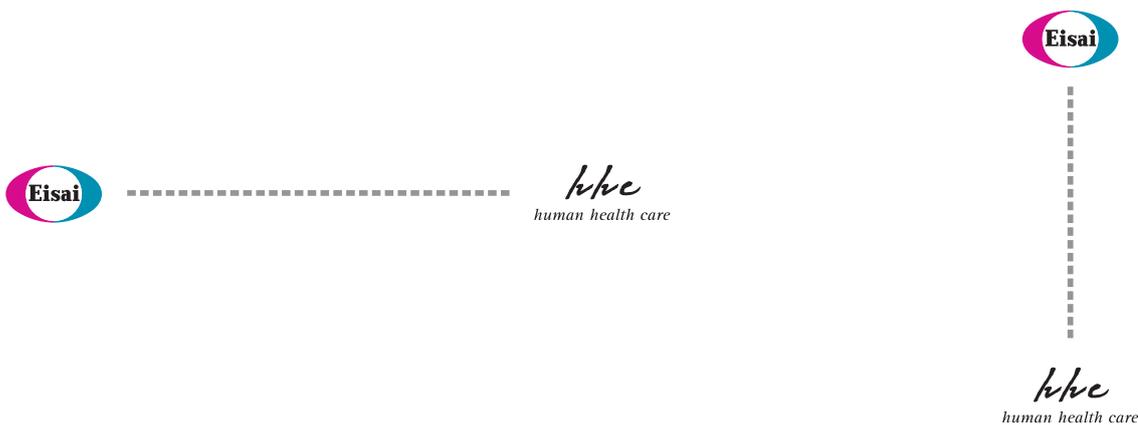
## 2-2 Basic VI Design Application Policy II

- When combining the Corporate Logomark and Philosophy Logomark, the two elements should be presented in accordance with the concepts described in the preceding section and with the following regulations.

1. Position the Corporate Logomark where it generates the maximum impact as the symbol of the Eisai Group (in the top left corner of the media, etc.).
2. Position the Philosophy Logomark to associate it clearly with the Corporate Logomark (to the right of or directly below the Corporate Logomark).
3. Both logomarks may be displayed together only when space is limited. Be sure to use the latest version of the electronic format in such cases.\*

\*The two logomarks should be used independently whenever possible in order to strengthen the visual impact of the Corporate Logomark as the corporate symbol and the significance of the Philosophy Logomark.

### Proper Combined Use of the Corporate Logomark and Philosophy Logomark



#### Display Image



## 3-1 Corporate Logomark (Eisai Logomark)

- The Eisai Group's Corporate Logomark is an important symbol that stakeholders see on our products and communications in conjunction with the services we provide.
- Brand awareness in the true sense of the word refers to recognition of the Eisai brand by stakeholders whenever they see the Eisai Logomark. This brand power will be an invaluable asset to the organization.
- To establish the Eisai brand on a global level, it is important that the Corporate Logomark be presented consistently on our products and in connection with all our corporate activities.
- Use the latest version of the electronic format when displaying the Corporate Logomark.



### Isolation

(Area reserved exclusively for display of the Corporate Logomark to ensure clear recognition)



### Minimum Size

(Smallest permissible size for display of the Corporate Logomark to ensure clear legibility)



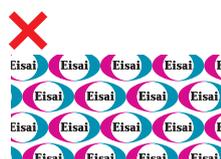
### Prohibited Uses



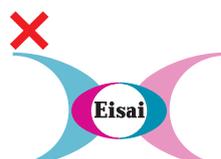
Do not alter the shape.



Do not distort the proportions.



Do not use the mark as a graphic pattern.



Do not use part of the mark as a design element.



Do not alter the mark with 3D graphic effects, etc.



Do not alter the font used for the mark.

## 3-2 Corporate Logomark (Color Specifications)

- In principle, the Corporate Logomark should be displayed using only the four Corporate Colors shown below.
- It is permissible to present the Corporate Logomark in a single color only when the conditions and regulations for a particular medium dictate. Refer to the following page for single color specifications.

### Colors



Corporate Colors	Specifications	Approximate Colors
 Eisai Blue	<b>Pantone 314C</b>	CMYK color : C 100% + Y 15% + K 20% RGB color : R 0 G 138 B 180 Web color : # 008AB4
 Eisai Red	<b>Pantone 233C</b>	CMYK color : C 10% + M 100% RGB color : R 181 G 0 B 124 Web color : # B5007C
 Eisai Black	<b>BLACK</b>	CMYK color : K 100% RGB color : R 0 G 0 B 0 Web color : # 000000
 Eisai White	<b>WHITE</b>	CMYK color : C 0% + M 0% + Y 0% + K 0% RGB color : R 255 G 255 B 255 Web color : # FFFFFFFF



- Printed *Guidelines* with color chips have been distributed to Eisai Group members in every country/region. When printing the mark, please be sure to compare and confirm the colors with these originals.  
(Depending on the PC environment, the digital version of these *Guidelines* may not show the colors accurately.)

- RGB and Web color verification environment  
Monitor: Adobe RGB color Color gamut 92%  
System: Windows XP  
Color temperature: 6500K Gamma value: 2.2 Luminance: 140

### Prohibited Uses



Do not use non-regulation combinations of the Corporate Colors.



Do not display the mark in colors other than those specified.



Do not display the mark enclosed in a border or frame.\*  
\*The border might otherwise be mistaken for an element of the mark.



Do not use background colors to silhouette the mark.



Do not use background colors that dilute the visual impact.



Do not use background graphics that dilute the visual impact.

### 3-3 Corporate Logomark (Single Color Specifications)

- The Corporate Logomark may be displayed in a single color only when the conditions or regulations for a particular medium dictate.
- If it is presented in a single color, one of the four Corporate Colors must be used.

Single Colors and Suitable Background Colors

Single Color (Eisai Black)



Single Color (Eisai White)



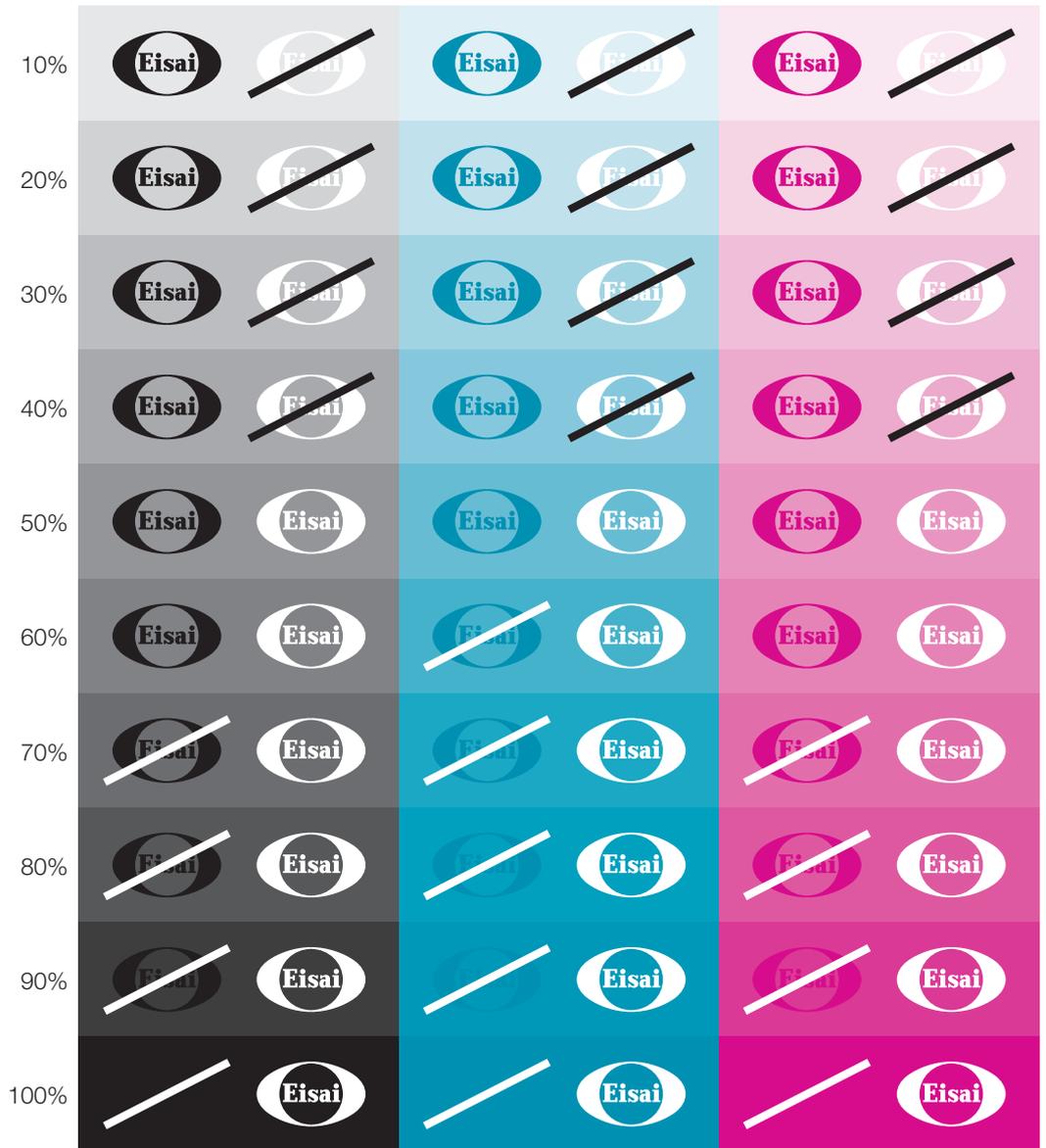
Single Color (Eisai Blue)



Single Color (Eisai Red)



• Printed *Guidelines* with color chips have been distributed to Eisai Group members in every country/region. When printing the mark, please be sure to compare and confirm the colors with these originals. (Depending on the PC environment, the digital version of these *Guidelines* may not show the colors accurately.)



• Select the color for the Corporate Logomark that is best suited to the background color to avoid diluting its visual impact.

Prohibited Uses



Do not use non-regulation color combinations.



Do not display the mark in colors other than those specified.



Do not display the mark enclosed in a border or frame.\*  
\*The border might otherwise be mistaken for an element of the mark.



Do not use background colors that dilute the visual impact.



Do not use background graphics that dilute the visual impact.

## 4 Philosophy Logomark (*hhc* Logomark)

- The Philosophy Logomark is a mark embodying the Eisai Corporate Philosophy, “*human health care.*”
- The Philosophy Logomark combines the spirit of Florence Nightingale (1820-1910), who made an enormous contribution to the development of the nursing profession and public health, with the “*human health care*” philosophy. This logomark is modeled on the signature of this prominent figure in the history of modern-day nursing.
- The words “*human health care,*” for which the three letters “*hhc*” are an acronym, must always be displayed below “*hhc*” to emphasize the Corporate Philosophy.
- Independent display of the Philosophy Logomark should be avoided to prevent confusion concerning the primary objectives of the Eisai Group. (Refer to page 8 for regulations concerning combined use of the Corporate Logomark and the Philosophy Logomark.)
- The Philosophy Logomark must be displayed in one of three Corporate Colors, Eisai Black, Eisai White and Eisai Blue. (Do NOT use Eisai Red.)
- Use the latest version of the electronic format when displaying the Philosophy Logomark.

### Single Color (Eisai Black)



### Single Color (Eisai White)



### Single Color (Eisai Blue)



### Isolation

(Area reserved exclusively for display of the Philosophy Logomark to ensure clear recognition)



### Minimum Size

(Smallest permissible size for display of the Philosophy Logomark to ensure clear legibility)



### Prohibited Uses



Do not alter the shape.



Do not distort the proportions.



Do not use the mark as a graphic pattern.



Do not combine the mark with other non-regulation design elements.



Do not alter the mark with 3D graphic effects, etc.



Do not alter the font used for the mark.



Do not omit elements of the mark.



Do not use non-regulation color combinations.



Do not display the mark in colors other than those specified.



Do not display the mark with outlining.



Do not use background colors that dilute the visual impact.



Do not use background graphics that dilute the visual impact.

## 5-1 Official Corporate Logotype (Alphabetical)

- The Official Corporate Logotype is used to display the Corporate Name on products, promotional materials and sales tools as well as on corporate profiles and internal publications created by the various operations divisions.
- Use the latest version of the electronic format when displaying the Official Corporate Logotype.

# Eisai Co., Ltd.

# Eisai Inc.

# Eisai Europe Ltd.

### Isolation

(Area reserved exclusively for display of the Corporate Logotype to ensure clear recognition)



### Minimum Size

(Smallest permissible size for display of the Corporate Logotype to ensure clear legibility)



### Prohibited Uses

✗  
Eisai Co., Ltd.

Do not alter the shape.

✗  
E i s a i Co., Ltd.

Do not alter the spacing between letters.

✗  
Eisai Europe

Do not omit elements of the logotype.

✗  
Eisai Inc.

Do not alter the logotype with 3D graphic effects, etc.

✗  
*Eisai Europe Ltd.*

Do not alter the font used for the logotype.

## 5-2 Recommended Fonts (Alphabetical)

- Use the following recommended fonts whenever possible for presentation of text in corporate materials (i.e., contact information on business cards and envelopes, headings and lead copy in corporate brochures and promotional materials, Web site contents, etc.)
- Specifying the font makes it possible to create an integrated look and enhance the impact of the corporate image.

### Helvetica Neue Family

#### 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@.,:;'&+ -=(%)#?

#### 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@.,:;'&+ -=(%)#?

#### 65 Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@.,:;'&+ -=(%)#?**

#### 75 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@.,:;'&+ -=(%)#?**

#### 85 Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@.,:;'&+ -=(%)#?**

## 6-1 Official Corporate Logotype (Non-Alphabetical)

- Non-alphabetical logotypes are logotypes specified for use in countries or regions where the use of fonts other than alphabetical fonts is required.
- Since registration is required when selecting the Official Corporate Logotype (non-alphabetical), please contact the organization responsible for producing these *Guidelines* (refer to page 3) before making your selection.
- Use the latest version of the electronic format when displaying a non-alphabetical logotype.

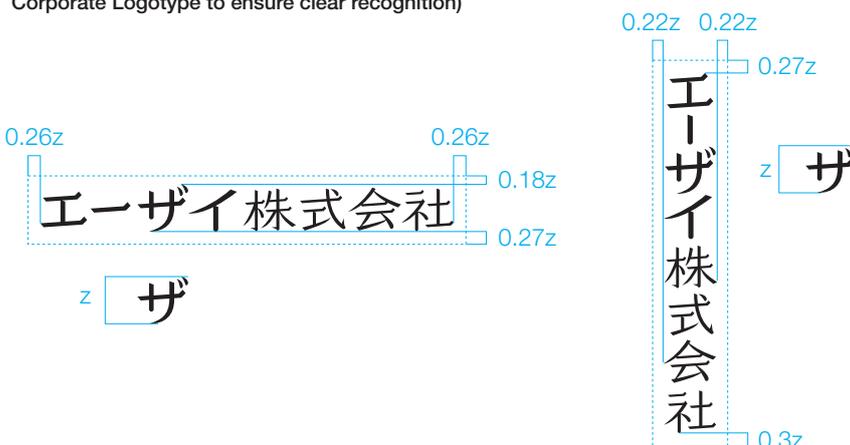
### Official Corporate Logotype (Eisai Co., Ltd.)

エーザイ株式会社

エーザイ株式会社

#### Isolation

(Area reserved exclusively for display of the Corporate Logotype to ensure clear recognition)

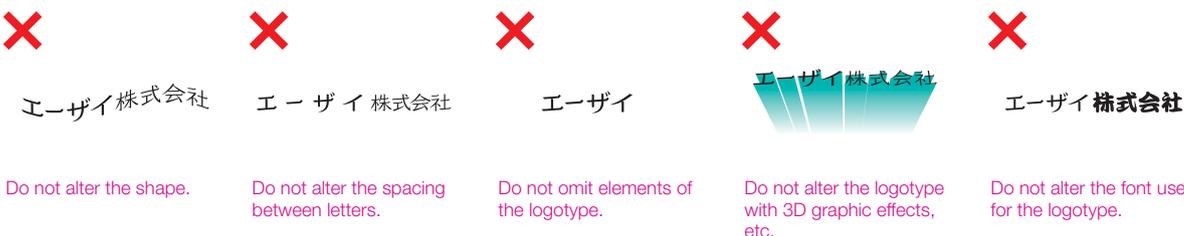


#### Minimum Size

(Smallest permissible size for display of the Corporate Logotype to ensure clear legibility)



#### Prohibited Uses



## 6-2 Recommended Fonts (Non-Alphabetical)

- Use a recommended font (non-alphabetical) for non-alphabetical display of text in corporate materials (i.e., contact information on business cards and envelopes, headings and lead copy in corporate brochures and promotional materials, Web site contents, etc.)
- Since registration is required when selecting new fonts (non-alphabetical), please contact the organization responsible for producing these *Guidelines* (refer to page 3) before making your selection.

### Recommended Fonts (Eisai Co., Ltd.)

#### Hiragino Kaku Gothic Family

W3

亜伊宇江緒香貴久気子 あいうえおかきくけこ アイウエオカキクケコ

W5

亜伊宇江緒香貴久気子 あいうえおかきくけこ アイウエオカキクケコ

W6

亜伊宇江緒香貴久気子 あいうえおかきくけこ アイウエオカキクケコ

W7

亜伊宇江緒香貴久気子 あいうえおかきくけこ アイウエオカキクケコ

W8

亜伊宇江緒香貴久気子 あいうえおかきくけこ アイウエオカキクケコ

#### Hiragino Mincho Family

W3

亜伊宇江緒香貴久気子 あいうえおかきくけこ アイウエオカキクケコ

W5

亜伊宇江緒香貴久気子 あいうえおかきくけこ アイウエオカキクケコ

W6

亜伊宇江緒香貴久気子 あいうえおかきくけこ アイウエオカキクケコ

W7

亜伊宇江緒香貴久気子 あいうえおかきくけこ アイウエオカキクケコ

W8

亜伊宇江緒香貴久気子 あいうえおかきくけこ アイウエオカキクケコ

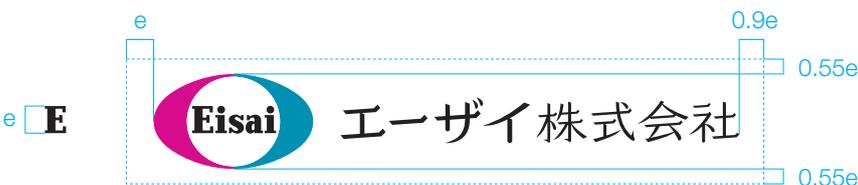
## 7 Combined Use of the Corporate Logomark and Official Corporate Logotype

- Use a combination of the Corporate Logomark and Official Corporate Logotype as required for added visual impact when displaying the Corporate Name.
- Use the latest version of the electronic format when displaying the Corporate Logomark and Official Corporate Logotype.



### Isolation

(Area reserved exclusively for display of the two elements to ensure clear recognition)

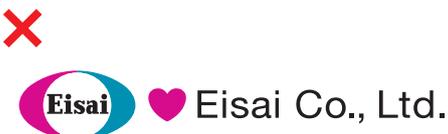


### Minimum Size

(Smallest permissible size for display of the two elements to ensure clear legibility)



### Prohibited Uses



Do not combine the two elements with other non-regulation design elements.



Do not use non-regulation combinations of the two elements.



Do not use non-regulation combinations of the two elements.



Do not omit parts of the two elements.



Do not use the two elements as a graphic pattern.

# 8-1 Prohibited Uses I

- This section provides a summary of the most common regulations with respect to the VI elements.

## Corporate Logomark

<p>✗</p>  <p>Do not alter the shape.</p>	<p>✗</p>  <p>Do not distort the proportions.</p>	<p>✗</p>  <p>Do not use the mark as a graphic pattern.</p>	<p>✗</p>  <p>Do not use part of the mark as a design element.</p>	<p>✗</p>  <p>Do not alter the mark with 3D graphic effects, etc.</p>	<p>✗</p>  <p>Do not alter the font used for the mark.</p>
<p>✗</p>  <p>Do not use non-regulation combinations of the Corporate Colors.</p>	<p>✗</p>  <p>Do not display the mark in colors other than those specified.</p>	<p>✗</p>  <p>Do not display the mark enclosed in a border or frame.* *The border might otherwise be mistaken for an element of the mark.</p>	<p>✗</p>  <p>Do not use background colors to silhouette the mark.</p>	<p>✗</p>  <p>Do not use background colors that dilute the visual impact.</p>	<p>✗</p>  <p>Do not use background graphics that dilute the visual impact.</p>
<p>✗</p>  <p>Do not use non-regulation color combinations.</p>	<p>✗</p>  <p>Do not display the mark in colors other than those specified.</p>	<p>✗</p>  <p>Do not display the mark enclosed in a border or frame.* *The border might otherwise be mistaken for an element of the mark.</p>	<p>✗</p>  <p>Do not use background colors that dilute the visual impact.</p>	<p>✗</p>  <p>Do not use background graphics that dilute the visual impact.</p>	

## Philosophy Logomark

<p>✗</p>  <p>Do not alter the shape.</p>	<p>✗</p>  <p>Do not distort the proportions.</p>	<p>✗</p>  <p>Do not use the mark as a graphic pattern.</p>	<p>✗</p>  <p>Do not combine the mark with other non-regulation design elements.</p>	<p>✗</p>  <p>Do not alter the mark with 3D graphic effects, etc.</p>	<p>✗</p>  <p>Do not alter the font used for the mark.</p>
<p>✗</p>  <p>Do not omit elements of the mark.</p>	<p>✗</p>  <p>Do not use non-regulation color combinations.</p>	<p>✗</p>  <p>Do not display the mark in colors other than those specified.</p>	<p>✗</p>  <p>Do not display the mark with outlining.</p>	<p>✗</p>  <p>Do not use background colors that dilute the visual impact.</p>	<p>✗</p>  <p>Do not use background graphics that dilute the visual impact.</p>

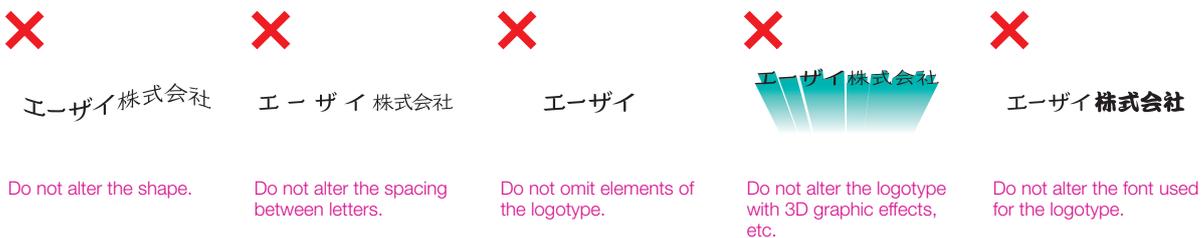
## 8-2 Prohibited Uses II

- This section provides a summary of the most common regulations with respect to the VI elements.

### Official Corporate Logotype (Alphabetical)



### Official Corporate Logotype (Non-Alphabetical)



### Combined Use of the Corporate Logomark and Official Corporate Logotype

