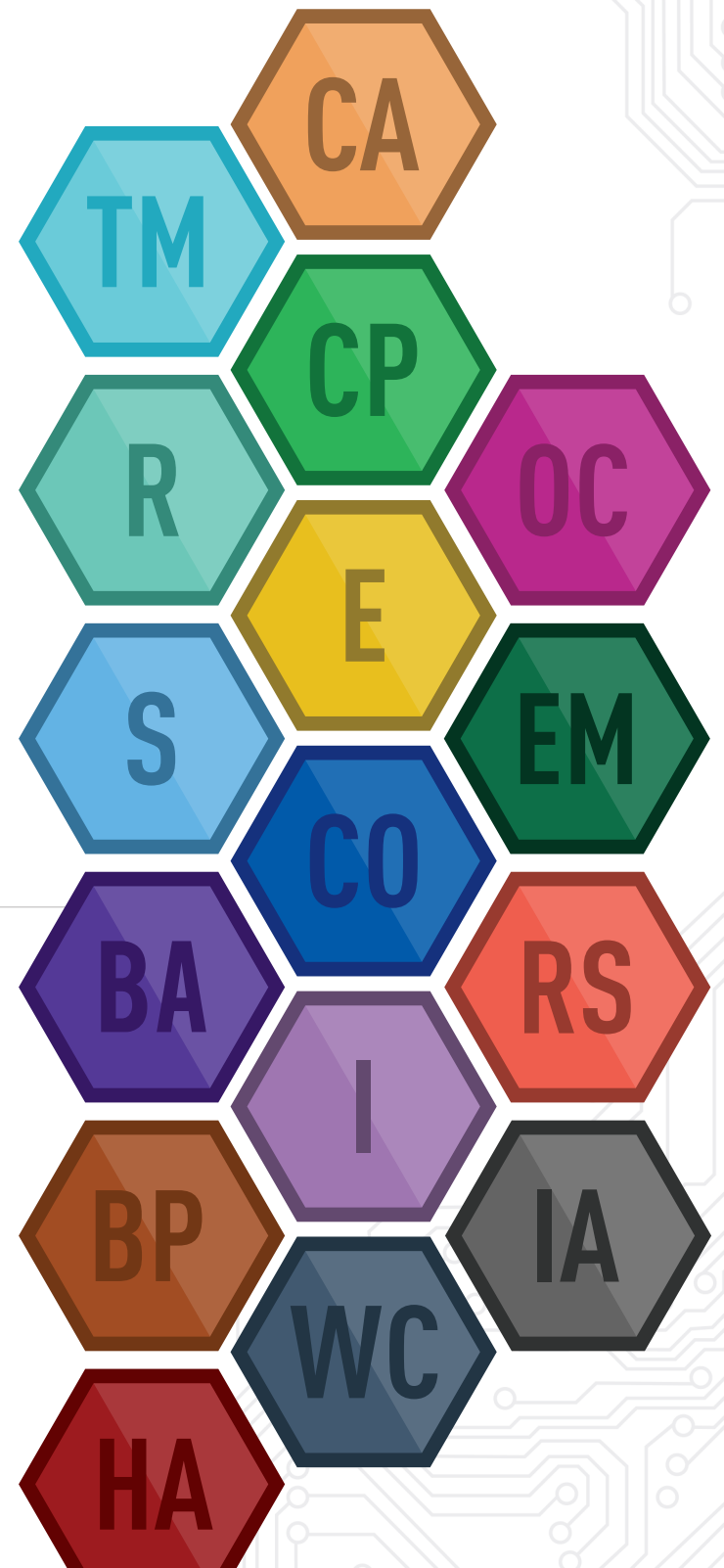


**Panasonic**

**PANASONIC INDUSTRIAL  
DEVICES SALES COMPANY  
OF AMERICA**

**STYLE GUIDE**

JANUARY 2021 V.3



# INTRODUCTION

The Panasonic Industrial Devices Sales Company of America brand identity has been developed to provide a unique, dynamic and unified look and feel for marketing materials. By presenting a cohesive theme and graphic style across all communications, Panasonic defines and extends the company brand image with maximum impact and efficiency while supporting specific sales and business goals and the overarching Panasonic brand.

This Style Guide is intended to provide the basic tools and rules for using this identity system properly. The following pages explain the individual elements of the style and show examples of each component in use.

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# PANASONIC LOGO

The Panasonic brand must always look beautiful, dignified and clear. Please be sure everyone understands these basic principles and help enhance the Panasonic brand image.

Standard Form Logo

**Panasonic**

**Panasonic**

**Panasonic**

**Panasonic**



Be sure to retain a considerable clear space (defined by the height of the letter “P” in “Panasonic,” shown as “X” in the left diagram) around the brand logo to maintain its visibility and independence. No text, names or graphic elements including signs and graphic images may extend into this area.

# PANASONIC LOGO (continued)

The Standard Color of a Panasonic logo is Panasonic blue. This color is set as our corporate color. To improve the reproducibility of Panasonic blue, its color data are converted into numerical values, which are determined for each media. In representing Panasonic blue, be sure to use exactly the same values as those shown below. As well, the logo should be placed on either a Panasonic Blue, black or white background.

## Primary Logo Color

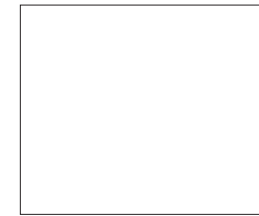


Panasonic Blue  
PMS **293C**  
C**100** | M**64** | Y**0** | K**0**  
R **0** | G**65** | B**192**  
HEX **0041c0**

## Alternative Logo Colors



Black  
C**0** | M**0** | Y**0** | K**100**  
R**0** | G**0** | B**0**  
HEX **000000**



White  
C**0** | M**0** | Y**0** | K**0**  
R**255** | G**255** | B**255**  
HEX **FFFFFF**

## (Notes for printing)

- Make sure that the color setting for the data is based on CMYK values, not RGB values.
- Make sure that the CMYK values for Panasonic blue are C: 100, M: 64, Y: 0 and K: 0.

# PANASONIC LOGO (continued)

The Panasonic logo should never be altered in any manner which breaks from the specific guidelines defined below. These are just a few examples of design alteration violations.



Do not use the above logo to represent PIDSA's Corporate Identity



Do not alter the opacity or transparency



Do not change or use unspecified colors



Do not use any background colors other than those specified



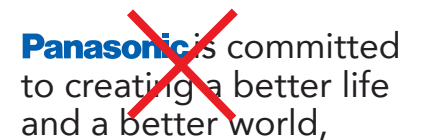
Do not use on patterned or busy background that will effect visibility



Do not alter the logo



Do not alter, decorate or combine logo with any other symbol



Do not use the Panasonic logo in a sentence.

# ADVANC-R<sup>®</sup> SUB-BRAND LOGO

Panasonic sub-brands each have their own specific rules that must be followed to properly represent brand characteristics. Current guidelines for ADVANC-R<sup>®</sup> are listed below.

## Standard Form Logo

**ADVANC-R<sup>®</sup>**

- “ADVANC” must always be followed by capitalized and italicized “R<sup>®</sup>”.
- A hyphen must always separate ADVANC-R<sup>®</sup>.
- The registered trademark symbol (®) must be superscript, always remaining top-right aligned at all times.

## Primary Logo Colors



Black  
C0 | M0 | Y0 | K100  
R0 | G0 | B0  
HEX 000000



PMS 2728C  
C 77 | M25 | Y0 | K0  
R0 | G154 | B222  
HEX 009ade

# DIRECT TECHNOLOGY SUB-BRAND LOGO

Panasonic sub-brands each have their own specific rules that must be followed to properly represent brand characteristics. Guidelines for Direct Technology are listed below.

## Standard Form Logo



“Direct Technology” remains left aligned, with a large hexagon set around the text.

## Primary Logo Color



Panasonic Blue  
PMS **293C**  
C**100** | M**64** | Y**0** | K**0**  
R **0** | G**65** | B**192**  
HEX **0041c0**

## Alternative Logo Colors



Black  
C**0** | M**0** | Y**0** | K**100**  
R**0** | G**0** | B**0**  
HEX **000000**



White  
C**0** | M**0** | Y**0** | K**0**  
R**255** | G**255** | B**255**  
HEX **FFFFFF**

# Grid-EYE® SUB-BRAND LOGO

Panasonic sub-brands each have their own specific rules that must be followed to properly represent brand characteristics. Current guidelines for Grid-EYE® are listed below.

## Standard Form Logo

# Grid-EYE®

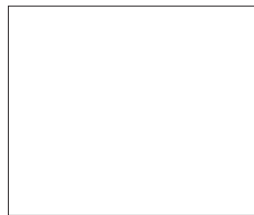
- “Grid” must always be followed by capitalized “EYE®”.
- A hyphen must always separate Grid-EYE®.
- The registered trademark symbol (®) must be superscript, always remaining top-right aligned at all times .

## Primary Logo Color



Black  
C0 | M0 | Y0 | K100  
R0 | G0 | B0  
HEX 000000

## Alternative Logo Color



White  
C0 | M0 | Y0 | K0  
R255 | G255 | B255  
HEX FFFFFFFF



# OS-CON™ SUB-BRAND LOGO

Panasonic sub-brands each have their own specific rules that must be followed to properly represent brand characteristics. Guidelines for OS-CON™ are listed below.

Standard Form Logo



The “TM” remains bottom-right aligned at all times and requires sizing and appropriate clear space as defined above.

Primary Logo Color

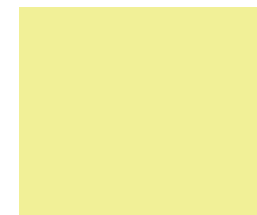


PMS 2587C

Alternative Logo Colors



Black  
C0 | M0 | Y0 | K100  
R0 | G0 | B0  
HEX 000000



PMS 393C

# PhotoMOS® SUB-BRAND LOGO

Panasonic sub-brands each have their own specific rules that must be followed to properly represent brand characteristics. Current guidelines for PhotoMOS® are listed below.

## Standard Form Logo

PhotoMOS®

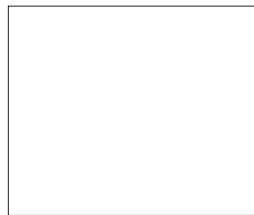
- “Photo” must always be followed by capitalized “MOS®”.
- PhotoMOS® must always read as one word. It should not be separated by a space or hyphen.
- The registered trademark symbol (®) must be superscript, always remaining top-right aligned at all times.

## Primary Logo Color



Black  
C0 | M0 | Y0 | K100  
R0 | G0 | B0  
HEX 000000

## Alternative Logo Color



White  
C0 | M0 | Y0 | K0  
R255 | G255 | B255  
HEX FFFFFFFF

# POSCAP™ SUB-BRAND LOGO

Panasonic sub-brands each have their own specific rules that must be followed to properly represent brand characteristics. Guidelines for POSCAP™ are listed below.

## Standard Form Logo



The “TM” remains top-right aligned at all times and requires sizing and appropriate clear space as defined above.

## Primary Logo Color



PMS 2728C

## Alternative Logo Colors



Black  
C0 | M0 | Y0 | K100  
R0 | G0 | B0  
HEX 000000



White  
C0 | M0 | Y0 | K0  
R255 | G255 | B255  
HEX FFFFFFFF

# SP-Cap™ SUB-BRAND LOGO

Panasonic sub-brands each have their own specific rules that must be followed to properly represent brand characteristics. Current guidelines for SP-Cap™ are listed below.

## Standard Form Logo

The logo consists of the text "SP-Cap" in a bold, sans-serif font, with a trademark symbol (™) as a superscript to the right of "Cap".

- “SP” must always be capitalized, followed by “Cap™”.
- A hyphen must always separate SP-Cap™.
- The trademark symbol (™) must be superscript, always remaining top-right aligned at all times .

## Primary Logo Color



Black  
C0 | M0 | Y0 | K100  
R0 | G0 | B0  
HEX 000000

## Alternative Logo Color



White  
C0 | M0 | Y0 | K0  
R255 | G255 | B255  
HEX FFFFFFFF

# TYPOGRAPHY

Use DIN OT Condensed Bold for all printed headlines and DIN OT Condensed Medium for all printed body copy. Please do not use this font for any purpose other than the assignment that is based on Panasonic's direction and/or knowledge.

DIN OT Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

DIN OT Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# PRODUCT CATEGORY ICONS

A system of icons has been developed to represent all Panasonic product categories. Each category has its own unique icon and color(s) that should not be altered in any way.



Batteries



Building Products



Capacitors



Circuit Protection



Connectors



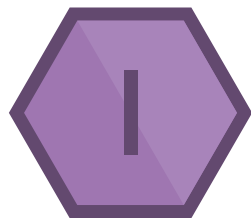
Electromechanical



Electronic Materials



HVAC/R & Appliance Devices



Inductors



Industrial Automation



Optical Components



Relays & Contactors



Resistors



Sensors



Thermal Management



Wireless Connectivity

# PRODUCT CATEGORY ICONS

Below are primary and secondary color breakdowns for each Panasonic product category. The selected colors are used to properly represent and differentiate between each group.

## Batteries



PRIMARY

PMS 273C  
C82 | M94 | Y0 | K0  
R86 | G57 | B150  
HEX 563996



SECONDARY

PMS 268C  
C82 | M94 | Y0 | K40  
R56 | G28 | B102  
HEX 381c66



## Building Products



PRIMARY

PMS 1605C  
C25 | M77 | Y100 | K19  
R162 | G77 | B36  
HEX a24d24



SECONDARY

PMS 168C  
C35 | M78 | Y100 | K42  
R113 | G56 | B23  
HEX 713817



## Capacitors



PRIMARY

PMS 7411C  
C4 | M42 | Y71 | K0  
R239 | G161 | B94  
HEX efa15e



SECONDARY

PMS 4635C  
C32 | M59 | Y85 | K19  
R152 | G101 | B57  
HEX 986539



# PRODUCT CATEGORY ICONS (continued)

## Circuit Protection



PRIMARY

PMS 7481C  
C77 | M0 | Y89 | K0  
R21 | G183 | B90  
HEX 15b75a



SECONDARY

PMS 349C  
C89 | M30 | Y100 | K19  
R9 | G115 | B54  
HEX 097336



## Connectors



PRIMARY

PMS 2935C  
C100 | M70 | Y0 | K0  
R35 | G91 | B252  
HEX 235bfc



SECONDARY

PMS 286C  
C100 | M88 | Y0 | K25  
R18 | G55 | B161  
HEX 1237a1



## Electromechanical



PRIMARY

PMS 129C  
C10 | M22 | Y100 | K0  
R232 | G192 | B29  
HEX e8c01d



SECONDARY

PMS 7755C  
C40 | M44 | Y100 | K15  
R147 | G121 | B14  
HEX 93790e





# PRODUCT CATEGORY ICONS (continued)

## Electronic Materials



PRIMARY

PMS 7733C  
C88 | M32 | Y84 | K22  
R13 | G111 | B73  
HEX 0d6f49



SECONDARY

PMS 3435C  
C87 | M49 | Y83 | K63  
R6 | G54 | B35  
HEX 063623



## HVAC/R & APPLIANCE DEVICES



PRIMARY

PMS 7627C  
C25 | M100 | Y99 | K22  
R157 | G28 | B31  
HEX 9d1c1f



SECONDARY

PMS 1815C  
C34 | M98 | Y95 | K54  
R98 | G2 | B2  
HEX 620202



## Inductors



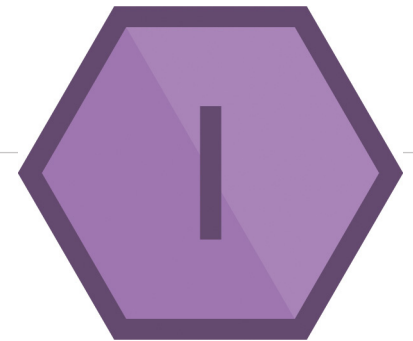
PRIMARY

PMS 521C  
C40 | M60 | Y2 | K0  
R160 | G118 | B176  
HEX a076b0



SECONDARY

PMS 668C  
C66 | M77 | Y33 | K16  
R100 | G73 | B111  
HEX 64496f



# PRODUCT CATEGORY ICONS (continued)

## Industrial Automation

PRIMARY



PMS 424C  
C60 | M52 | Y51 | K21  
R100 | G100 | B100  
HEX 646464

SECONDARY



PMS 426C  
C70 | M63 | Y62 | K59  
R50 | G50 | B50  
HEX 323232



## Optical Components

PRIMARY



PMS 248C  
C27 | M97 | Y4 | K0  
R186 | G41 | B138  
HEX ba298a

SECONDARY



PMS 242C  
C47 | M100 | Y31 | K11  
R138 | G30 | B102  
HEX 8a1e66



## Relays & Contactors

PRIMARY



PMS 3385C  
C55 | M0 | Y34 | K0  
R96 | G216 | B192  
HEX 60d8c0

SECONDARY





PMS 335C  
C78 | M27 | Y57 | K7  
R58 | G137 | B121  
HEX 3a8979



# PRODUCT CATEGORY ICONS (continued)


## Resistors

PRIMARY  
 PMS **7625C**  
C1 | M78 | Y70 | K0  
R239 | G95 | B80  
HEX ef5f50

SECONDARY  
 PMS **7628C**  
C27 | M86 | Y84 | K23  
R152 | G58 | B48  
HEX 983a30



## Sensors


PRIMARY  
 PMS **292C**  
C56 | M14 | Y0 | K0  
R92 | G181 | B239  
HEX 5cb5ef

SECONDARY  
 PMS **7698C**  
C82 | M50 | Y24 | K3  
R56 | G114 | B152  
HEX 387298



## Thermal Management

PRIMARY  
 PMS **630C**  
C53 | M0 | Y14 | K0  
R109 | G203 | B218  
HEX 6dcbda

SECONDARY  
 PMS **631C**  
C73 | M13 | Y22 | K0  
R43 | G170 | B191  
HEX 2baabf



# PRODUCT CATEGORY ICONS (continued)

## Wireless Connectivity

PRIMARY



**PMS 7545C**  
C79 | M60 | Y39 | K19  
R66 | G89 | B112  
HEX 425970

SECONDARY



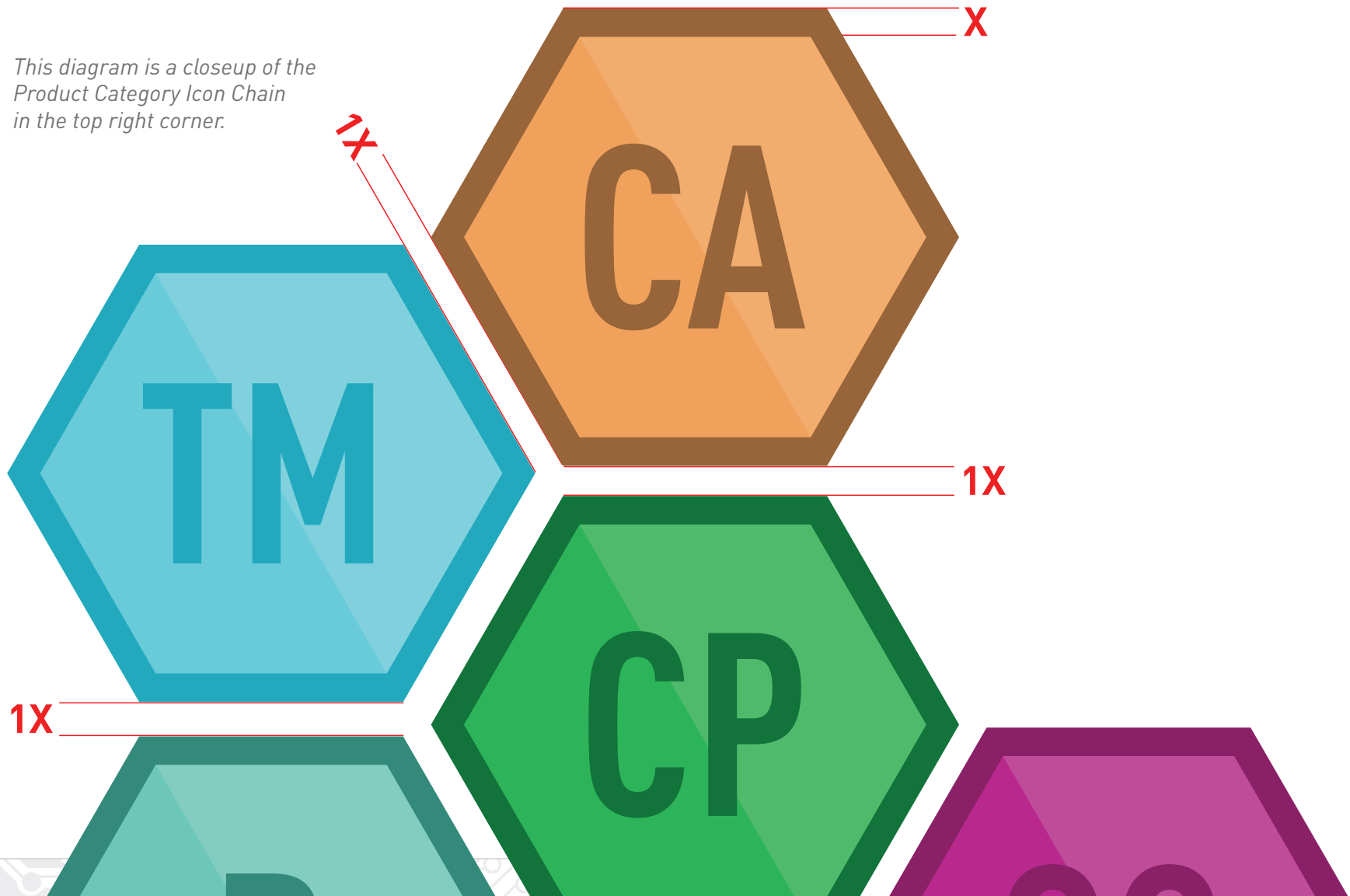
**PMS 7546C**  
C85 | M69 | Y51 | K47  
R38 | G54 | B69  
HEX 263645



# PRODUCT CATEGORY ICON CHAIN

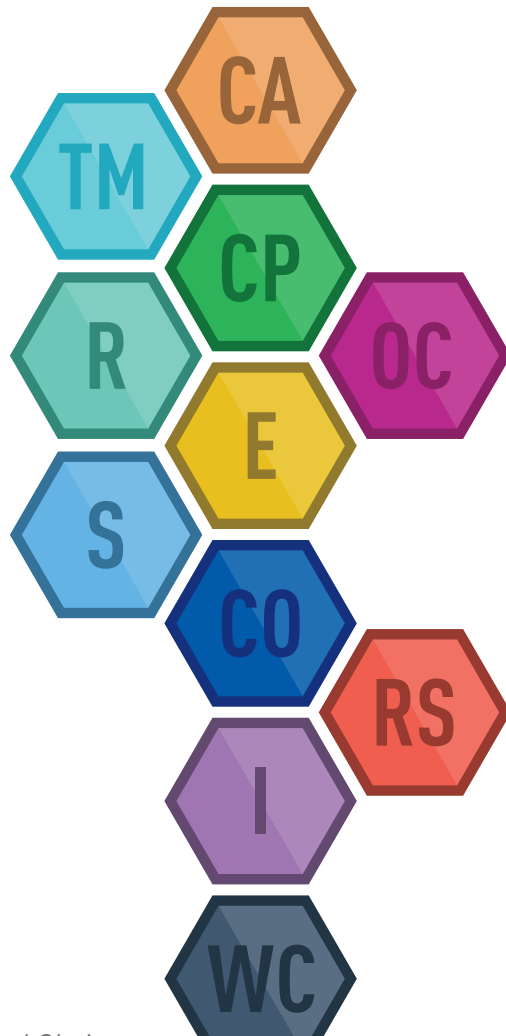
The Product Category Icons join together to form the “Chain,” a visual metaphor for Panasonic. All categories make up one whole, much like a molecule, and the sum is greater than its parts.

*This diagram is a closeup of the Product Category Icon Chain in the top right corner.*

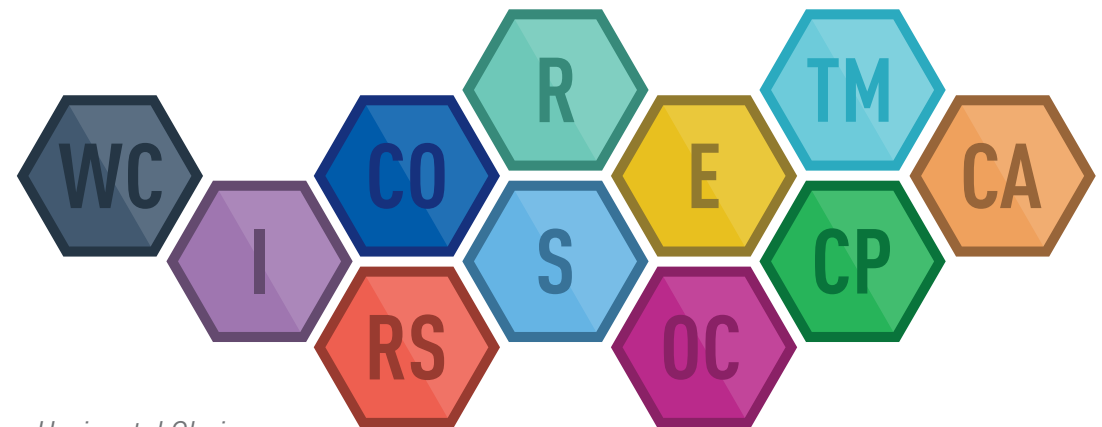


# COMPONENTS DIVISION ICON CHAIN

The Components Division Icon Chain represents all major product categories available for sale via the Panasonic Industrial Components Division sales team. The Components Division Icon Chain should be used in either the vertical or horizontal format supplied and each product category icon within the chain must remain in its' designated position as marked below.



*Vertical Chain*



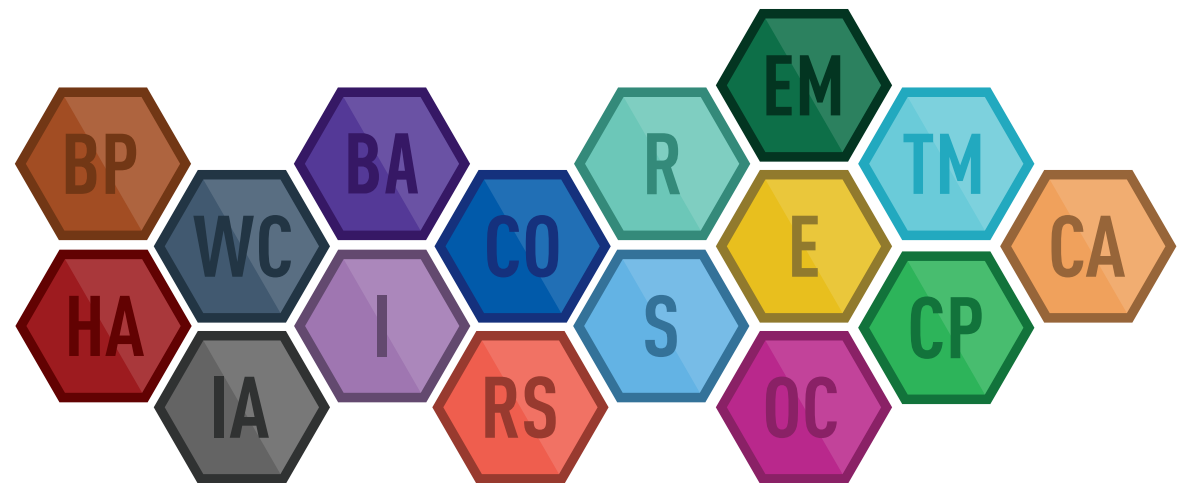
*Horizontal Chain*

# PANASONIC INDUSTRIAL ICON CHAIN

The Panasonic Industrial Icon Chain represents all major product categories available for sale via the Panasonic Industrial Devices Sales Company Of America. The Panasonic Industrial Icon Chain should be used in either the vertical or horizontal format supplied and each product category icon within the chain must remain in its' designated position as marked below.



*Vertical Chain*



*Horizontal Chain*

# Questions

Questions about how to apply the brand to your team's marketing materials?  
Speak with your assigned Panasonic Marketing Department contact.