



**LOGO GUIDE
MANUAL**



Information

NSK Group's ROTA brand logo user manual covers the logo usage order and rules in all visual materials within the corporate identity of NSK Group.

NSK Group has created a logo user manual summarizing the standards to ensure a language union and perception integrity in the visual materials shared with their employees, customers, and the public. This document has been prepared to lead the way for logo usage in visual materials.

The aim of the logo user manual is to avoid having people taking their own initiative in logo usage.

You can contact NSK Group Corporate Communication Department if you need further information regarding logo usage.



01



02



03



04

Main Features

Logonun temel kullanım rengi laciverttir.

The main usage colour of the logo is ultramarine. (See 1)

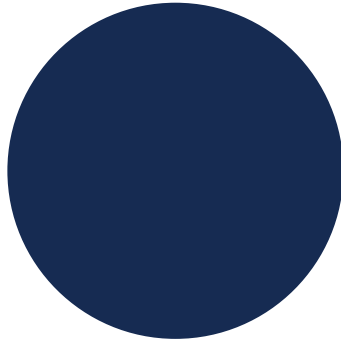
When the logo is required to be used in white on a dark coloured background, preferably it should be used on an ultramarine or orange background and the logo must definitely be white. (See 2, 3)

If the logo is required to be used in a single colour, black or grey must be used. (See 4).

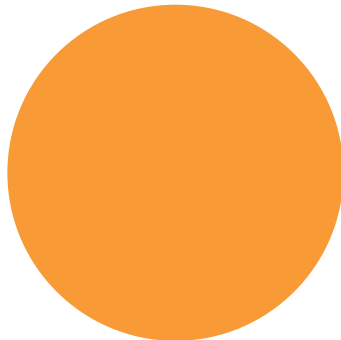
Note

The backgrounds in examples no. 2 and 3 have been given in order to show how to use the logo on ultramarine and orange backgrounds. When using the logo on ultramarine and orange backgrounds, it is not necessarily required to use it in a square at these sizes. Backgrounds should not be perceived as integral parts of the logo design.

Colour Usage



PANTONE: 281C
RAL: 5026
RGB: 0, 32, 91
HSL: 219, 100, 18
HSB: 219, 100, 36
CMYK: 100, 85, 5, 36
Hex: #00205b
Websafe: #003366



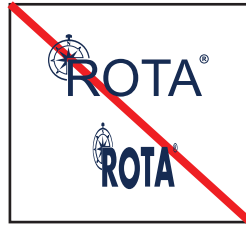
PANTONE: 1375C
RAL: 1033
RGB: 255, 158, 27
HSL: 34, 100, 55
HSB: 34, 89, 100
CMYK: 0, 38, 89, 0
Hex: #ff9e1b
Websafe: #ff9933

Various instances of logo misuse have been explained using certain examples. Presentations for which no example is given here, but which ruin the main features of the logo or are contrary to the points stated in page 2 should not be carried out.

Misuse Of The Logo



1



2



3



4



5



6



7



8

1) The placement of logo items and their ratios to each other should not be changed. Also, the logo should not be used partially. (See 1).

2) The logo's form and font should not be changed. (See 2).

3) The logo's colour should not be changed. (See 3).

4) No contour should be applied to the logo. (See 4).

5) The logo should not be used in white on a light coloured background. (See 5).

6) The logo background colour must only be ultramarine or white. Colours other than these should not be used. (See 6).

7) The logo should not be applied in ultramarine on an image. (See 7).

8) The logo should not be used on an image together with a background such as white that blocks the image. (See 8).