

DENSO Corporate Identity Design System



Introduction

It has been 20 years since DENSO changed the company name from “Nippon DENSO” and accelerated globalization.

We now think it is the timing to reconsider our DENSO brand to create a new future on a global base in the society changing with more speed than ever before.

We established the tag line “Crafting the Core” to enhance and redefine the brand in 2017.

“Crafting the Core” is loaded with desire essential to the future DENSO.

It is to create an important “Core” and continue polishing it for the better future.

It is also to look on the world and the future, produce new values and contribute to people’s happiness, which is also the DENSO’s basic principle.

We review the DENSO corporate identity design system and promote the brand activity to consistently transmit the new aspect of the DENSO brand to the world.

Overview

DENSO Corporate Identity Design System (hereinafter called CIS) includes information required for users to correctly understand and use the corporate mark and “basic design element” as well as DENSO brand.

CIS is an important guideline to maintain the consistency and integration as the brand and widely send out information.

The first chapter describes the display rule and the usage of “basic design element” that forms the basis of CIS.

The basic design element reflecting the DENSO’s corporate attitude and principles consists of the corporate mark, logo type, typeface, color, chart, D-line and D-cross.

DENSO delivers the corporate image effectively in the visual aspect by displaying and developing these elements by using only one of them or by combining them.

The second chapter introduces “Application design samples” showing our samples of design applications (office supplies, printed publication, exhibition, website, etc.).

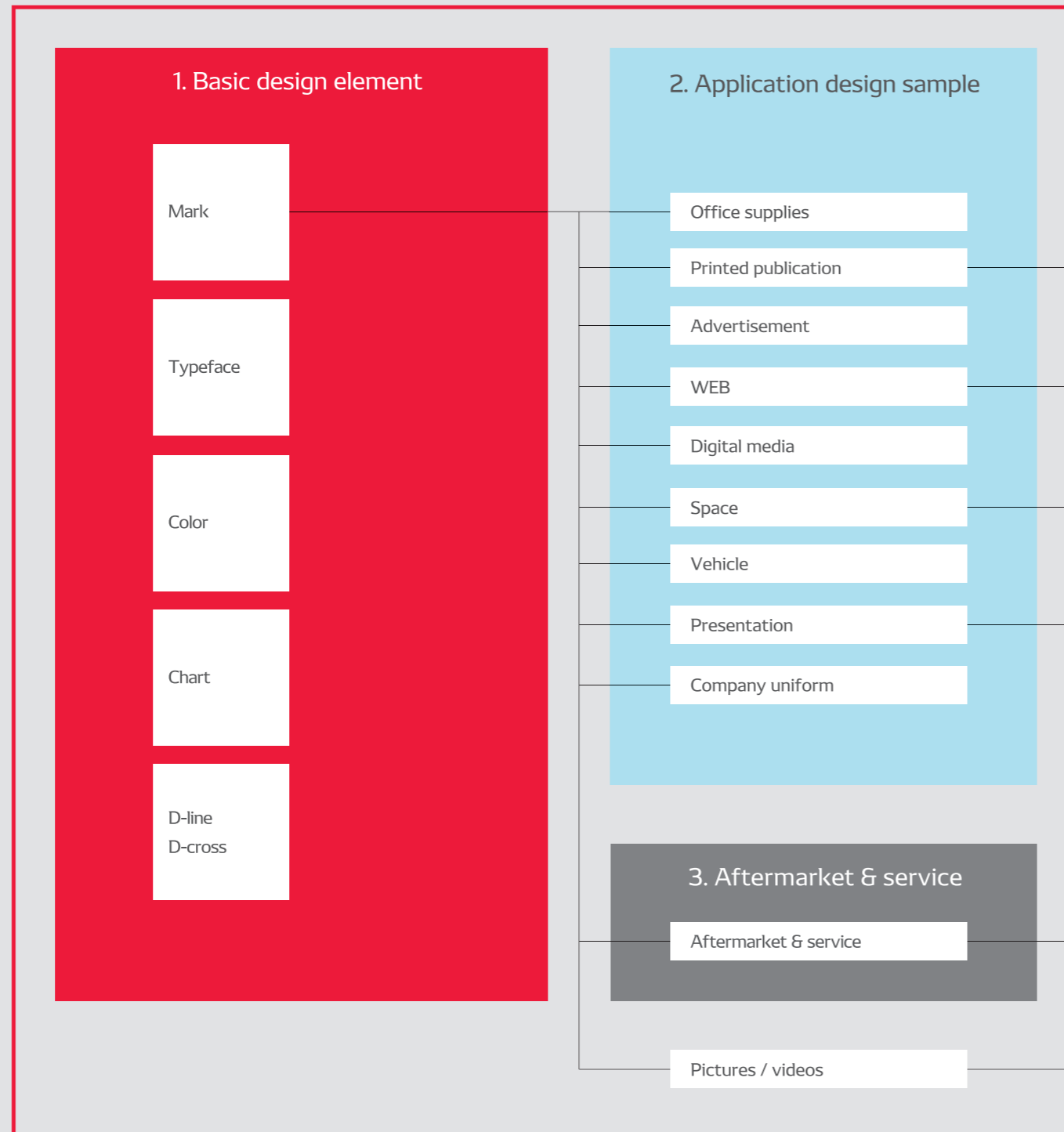
The third chapter introduces the business mark of “Aftermarket & service” developed for commercial markets.

Plan to integrate images of various media by reference to these ideas.

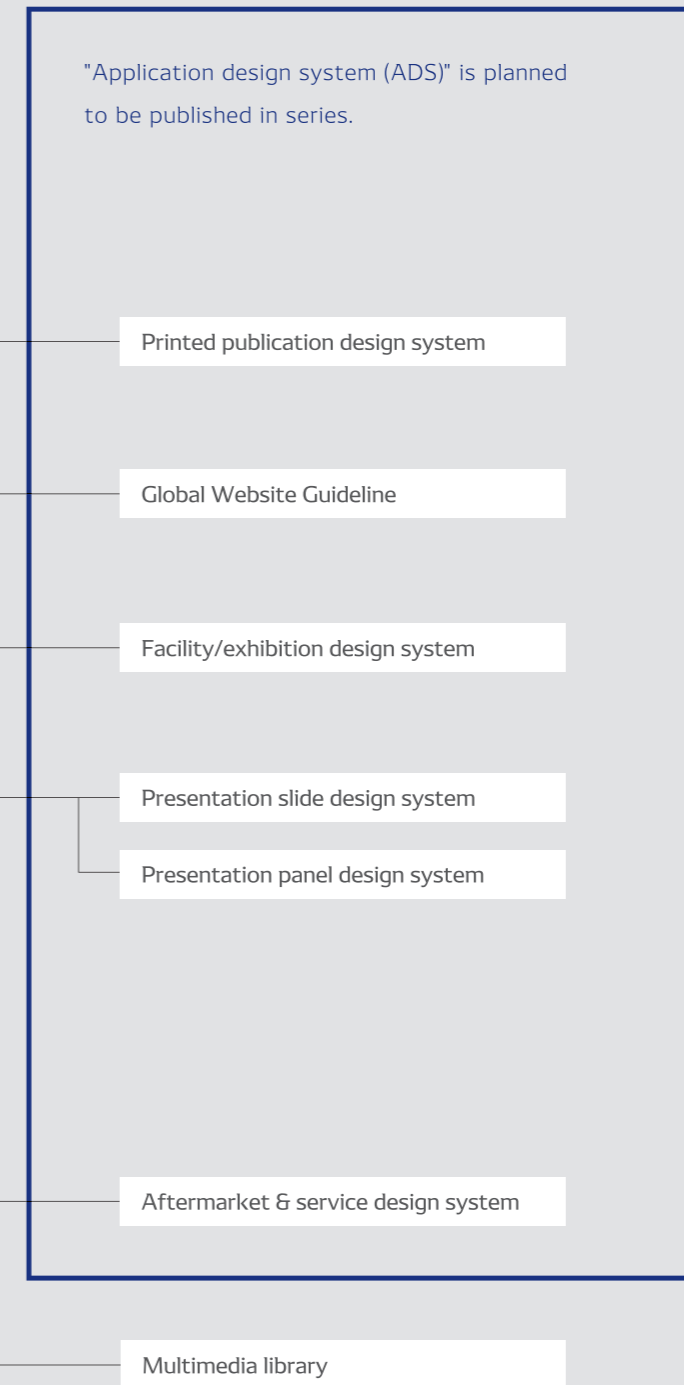
See the separate “Application design system” for the detail information of “Application design sample” specified by CIS.

See “Multimedia library” which is a database to apply pictures and videos in regard to the brand image.

Corporate Identity Design System (CIS)



Application design system (ADS)



Basic design element

1

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- 1-01-03 Corporate mark with tag line variation
- 1-01-04 Isolation
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Application design sample

2

Office supplies

- 2-01-01 Business card (English)
- 2-01-02 Business card (Japanese)
- 2-01-03 Business card / group company / (English)
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- 2-01-10 Letter Head (English)
- 2-01-11 Letter Head (Japanese)
- 2-01-12 Paper bag

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- 2-02 Periodical publication aimed outside the company

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- 2-03 Advertisement

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- 2-05 Motion mark

Space

- 2-06-01 Exhibition booth
- 2-06-02 Exhibition booth / Key element
- 2-06-03 Signature
- 2-06-04 Facility entrance
- 2-06-05 Facility entrance Reception
- 2-06-06 Facility entrance Reception
- 2-06-07 Facility entrance Reception
- 2-06-08 Facility entrance Reception

Vehicle

- 2-07-01 Company-owned car
- 2-07-02 Company-owned bus
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Presentation

- 2-08-01 Slide
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Company uniform

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- 2-09-02 Group company / DENSO GROUP mark with tag line

Aftermarket & service

3

Aftermarket & service business

- 3-01 Aftermarket & service business mark

Appendix

- Appendix Multimedia library

1

/ Basic Element /

1-01-01

Basic design element

Mark

Corporate mark

The corporate mark forms the core of representing the DENSO brand and is an important element to preserve CI in a global sense.

We deliver better future to the next generation with innovative technology.

We create products enthusiastically with positive and strong will at all times.

The creative attitude to develop the DENSO's future is expressed by the ever-increasing and dynamic design.

The DENSO red laid out in the corporate mark expresses "bright passion of associates" and "the challenge to new technologies".

DENSO

1-01-02

Basic design element

Mark

Corporate mark with tag line

This is the corporate mark with the tag line

“Crafting the Core”.

The range of use is limited to main corporate tools and not used for products as the trade mark in principle.

DENSO
Crafting the Core

1-01-03

Basic design element

Mark

Corporate mark with tag line variation

We have prepared two types of corporate marks with the tag line available for various media and tools.

One is the corporate mark & small tag line and the other is the corporate mark & big tag line.

There are types with one line and those with two lines. Follow the right description before applying them.

DENSO with a small tagline

DENSO
Crafting the Core

DENSO with a small tagline, 2 lines

DENSO Crafting the Core

DENSO with a small tagline, 1 line

DENSO with a big tagline

DENSO
Crafting
the Core

DENSO with a big tagline, 3 lines

DENSO
Crafting the Core

DENSO with a big tagline, 2 lines

DENSO Crafting the Core

DENSO with a big tagline, 1 line

1-01-04

Basic design element

Mark

Isolation

Isolation indicates the rule to make a certain space around and prevent other elements from entering the space to ensure the visibility of the mark and distinguish it. This page indicates the isolation of the corporate mark.

Corporate mark

The height and width of the margin is the same as the capital height of the logo (x).



1-01-05

Basic design element

Mark

Corporate mark with tag line isolation

DENSO with a small tagline, 2 lines

The height and width of the margin is the same as the capital height of DENSO (x).



DENSO with a small tagline, 1 line

The height and width of the margin is the same as the capital height of DENSO (x).



1-01-06

Basic design element

Mark

Corporate mark with tag line isolation

DENSO with a big tagline, 3 lines

The height and width of the margin is $1\frac{1}{2}$ times the lowercase height (x-height) of the tagline.



DENSO with a big tagline, 2 lines

The height and width of the margin is $1\frac{1}{2}$ times the lowercase height (x-height) of the tagline.



DENSO with a big tagline, 1 line

The height and width of the margin is $1\frac{1}{2}$ times the lowercase height (x-height) of the tagline.



1-01-07

Basic design element

Mark

Minimum use size

To ensure easy readability of our logo and tagline we have predefined minimum logo sizes.

The minimum logo sizes should only be used when the space on a given surface is limited.

When the minimum 15 mm logo with a tagline is too wide in a given space, you can use the DENSO logo instead.

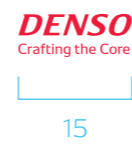
Corporate mark



DENSO with a big tagline, 3 lines



DENSO with a small tagline, 2 lines



DENSO with a big tagline, 2 lines



DENSO with a small tagline, 1 line



DENSO with a big tagline, 1 line



Values are all expressed in units of mm.

1-01-08

Basic design element

Mark

Display color

The display color of the corporate mark and the corporate mark with tag line should be basically expressed in one color with the corporate color, DENSO red.

However, you can apply other colors shown right according to the situation, the media displayed and single color printing when you expect a wide range of expressive effect taking advantage of characteristics of the material.

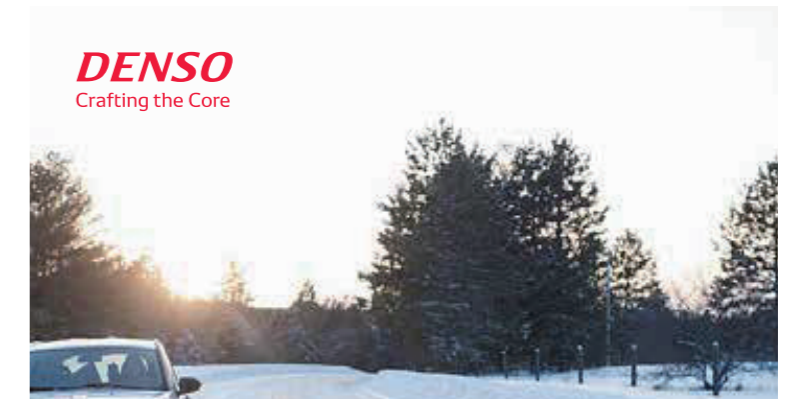
When you use the DENSO red, use white or light and clean image for the background.

When you use white, use the DENSO red or dark tone image for the background.

When you use black, use white or light and clean image for the background.

Primary logo

Our primary logo is red. It's always placed on a white background or on the top of a clean, light colored image.



White logo

Our white logo version is used on DENSO red background or on the top of a clean, dark colored image.



Black logo

The black logo version is used when B/W print is the only option.



1-01-09

Basic design element

Mark

DENSO GROUP mark with tag line

The DENSO GROUP mark with the tag line “Crafting the Core” has been created to share the DENSO brand power with group companies and take advantage of it for the business activity.

Be sure to use it with the corporate mark of each group company.

This is available for only the group company that does not use the DENSO corporate mark.

DENSO GROUP mark with a small tagline

DENSO GROUP
Crafting the Core

DENSO GROUP mark with a small tagline, 2 lines

DENSO GROUP mark with tagline

DENSO GROUP
Crafting the Core

DENSO GROUP mark with tagline, 2 lines

* Note that the use is limited. Example: business card

DENSO GROUP mark with a big tagline

DENSO GROUP
Crafting
the Core

DENSO GROUP mark with a big tagline, 3 lines

DENSO GROUP
Crafting the Core

DENSO GROUP mark with a big tagline, 2 lines

1-01-10

Basic design element

Mark

DENSO GROUP mark with tag line / Isolation

DENSO GROUP mark with a small tagline, 2 lines

The height and width of the margin is the same as the capital height of the logo (x).



DENSO GROUP mark with a big tagline, 3 lines

The height and width of the margin is 1½ times the lowercase height (x-height) of the tagline.



DENSO GROUP mark with tagline, 2 lines

The height and width of the margin is the same as the capital height of DENSO (x).



DENSO GROUP mark with a big tagline, 2 lines

The height and width of the margin is 1½ times the lowercase height (x-height) of the tagline.



1-01-11

Basic design element

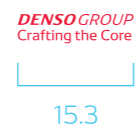
Mark

DENSO GROUP mark with tag line / Minimum use size

DENSO GROUP mark with a small tagline, 2 lines



DENSO GROUP mark with tagline, 2 lines



Values are all expressed in units of mm.

DENSO GROUP mark with a big tagline, 3 lines



DENSO GROUP mark with a big tagline, 2 lines



1-01-12

Basic design element

Mark

DENSO GROUP mark with tag line / Display color

The display color of the DENSO GROUP mark with tag line shall be basically expressed by one color, DENSO red of the corporate color. However, you can apply other colors shown right according to the situation, the media displayed and single color printing when you expect a wide range of expressive effect taking advantage of characteristics of the material.

Primary logo

Our primary logo is red. It's always placed on a white background or on the top of a clean, light colored image.



White logo

Our white logo version is used on DENSO red background or on the top of a clean, dark colored image.



Black logo

The black logo version is used when B/W print is the only option.



1-01-13

Basic design element

Mark

Combination mark

The group company mark combined with the DENSO corporate mark has been created to share the DENSO brand power with the group company and make use of it for the business activity.

These marks cannot have the tag line “Crafting the Core”.

Apply the DENSO red of the primary color-1 to the corporate mark.

Apply the deep blue of the supplementary color to the auxiliary group company name. A reference example is shown on the right.

DENSO
DENSO FACILITIES

Minimum use size



1-01-14

Basic design element

Mark

Combination mark / Isolation

This indicates isolation of the group company mark combined with the DENSO corporate mark.



1-01-15

Basic design element

Mark

Combination mark / Display color

Apply the DENSO red of the primary color-1 to the corporate mark. Apply the deep blue of the supplementary color to the auxiliary group company name. However, you can apply other colors shown right according to the situation, the media displayed and single color printing when you expect a wide range of expressive effect taking advantage of characteristics of the material.

Primary logo

Our primary logo is red. It's always placed on a white background or on the top of a clean, light colored image.



White logo

Our white logo version is used on DENSO red background or on the top of a clean, dark colored image.



Black logo

The black logo version is used when B/W print is the only option.



1-01-16

Basic design element

Mark

Don'ts

The basic design elements including the corporate mark are essential to deliver the DENSO brand image correctly and effectively. Therefore, it is necessary to properly apply them.

This section introduces don'ts of the corporate mark with tag line. Follow the examples shown on the right for the corporate mark, DENSO GROUP mark with tag line and the combination mark.



Don't compress or expand the logo.



Don't distort the logo.



Don't use other colors than the official color versions of the logo: Red, White and exceptionally black.



Don't crop the logo.



Don't change the design of the tagline. Color, size, ratio and placement is fixed. Logo and tagline is a unit and should be treated as such.



Don't place the red logo on solid colored backgrounds other than white.



Don't place the logo on images of high contrasts. In order to ensure easy readability the logo is always to be placed on the clean area of an image - an area of low contrasts.

1-01-17

Basic design element

Mark

Company name logo type English version

English logo type of DENSO company name
shaping the English representation
“DENSO CORPORATION”.

The font type has been developed with regard
to readability and harmony with the corporate
mark and the composition is composed of
optimum balance.

Therefore, use this company logo type when
you officially display the company name.

However, do not use it in a sentence.

(Note) Be sure to express “DENSO” in capital
letters when you express the company name
in English instead of using the English logo
type of the company name.

DENSO CORPORATION

Minimum use size

DENSO CORPORATION



20.5

1-01-18

Basic design element

Mark

Company name logo type Japanese version

It is a company logo type of DENSO shaping "DENSO". The font type has been developed with regard to readability and harmony with the corporate mark and the composition is composed of optimum balance.

Therefore, use this company logo type when you officially display the company name.

However, do not use it in a sentence.

株式会社 デンソー

Minimum use size

株式会社 デンソー



20

1-01-19

Basic design element

Mark

Company name logo type Chinese version

It is a Chinese company logo type of DENSO shaping Chinese representation.

The font type has been developed with regard to readability and harmony with the corporate mark and the composition is composed of optimum balance.

Therefore, use this company logo type when you officially display the company name.

However, do not use it in a sentence.

株式会社电装

Minimum use size

株式会社电装



15.5

1-02-01

Basic design element

Typeface

Overview of corporate fonts

The corporate typefaces are designed to take account of harmony with the corporate mark.

The typeface consists of two styles; DENSO and DENSO Sans - both include eight different weights.

DENSO is a typeface with characteristic serifs and is primarily used for rubrics, headlines, display text and copy. DENSO Sans is a sans serif typeface and is primarily used for captions, infographics and tables.

DENSO

DENSO Light

DENSO Light Italic

DENSO Regular

DENSO Italic

DENSO Bold

DENSO Bold Italic

DENSO Black

DENSO Black Italic

DENSO Sans

DENSO Sans Light

DENSO Sans Light Italic

DENSO Sans Regular

DENSO Sans Italic

DENSO Sans Bold

DENSO Sans Bold Italic

DENSO Sans Black

DENSO Sans Black Italic

Basic design element

Typeface

Overview of corporate fonts

DENSO

Black

INNOVATION

Light/Regular

ECO friendly

Bold

FUEL

Light

{67-912}

Bold

Q&A

Regular

Fail-Safe EPS

Light

Steering must be totally reliable

DENSO Italics

Automotive

TRANSPORT

Engiñê

V83.0751

aero

GLOBAL IND.

vehicles & society are connecting

1-02-04

Basic design element

Typeface

About Open Type of corporate fonts

DENSO & DENSO Sans

DENSO fonts and DENSO Sans fonts are equipped with the Open Type function described on the right.

	Default setting	OpenType options
Tabular figures	<p>Proportional figures are used in text, and are the default setting in the DENSO font.</p> <p>0123345 0945631 9823413</p>	<p>Tabular figures are always used for tables and accounts and have to be selected as an option in the OpenType menu.</p> <p>0123345 0945631 9823413</p>
Fraction	<p>1/2 1/4 3/4</p>	<p>½ ¼ ¾</p>
Ligatures	<p>ff fi ffi fj ft tt</p>	<p>ff fi ffi fj ft tt</p>

Basic design element

Typeface

Supported languages of corporate fonts

The DENSO typeface supports 219 language scripts following the Latin Plus* standard.

Abenaki,	Corsican,	Hiligaynon,	Lithuanian,	Palawan,	Spanish,	Yapese,
Afar Oromo,	Creek,	Hopi,	Lojban,	Papiamento,	Sranan,	Yindjibarndi,
Afar,	Crimean Tatar (Latin),	Hotcak (Latin),	Lombard,	Piedmontese,	Sundanese (Latin),	Zapotec,
Afrikaans,	Croatian,	Hungarian,	Low Saxon,	Polish,	Swahili,	Arma,
Albanian,	Czech,	Hän,	Luxembourgish,	Portuguese,	Swazi,	Zazaki,
Alsatian,	Danish,	Icelandic,	Maasai,	Potawatomi,	Swedish,	Zulu,
Amis,	Dawn,	Ido,	Makhuwa,	Quechua,	Tagalog,	Zuni
Anita,	Delaware,	Igbo,	Malay,	Q'eqchi',	Tahitian,	
Aragonese,	Dholuo,	Ilokano,	Maltese,	Rarotonga,	Tetum,	
Aronese,	Drew,	Indonesian,	Manx,	Romanian,	Tok Pisin,	
Armenian,	Dutch,	Interglossa,	Marquesas,	Romansh,	Tokelauan,	
Arerete,	English,	Interlingua,	Megleno-Romanian,	Rotors,	Tongan,	
Arvanitic (Latin),	Esperanto,	Irish,	Miriam Mir,	Sami (Inari),	Tshiluba,	
Asturias,	Estonian,	Istro-Romanian,	Mirandise,	Sami (Lule),	Tsonga,	
Atayal,	Faroese,	Italian,	Mohawk,	Sami (Northern),	Tswana,	
Aymara,	Fijian,	Jamaican,	Moldovan,	Sami (Southern),	Tumbuka,	
Azerbaijani,	Filipino,	Javanese (Latin),	Montagnais,	Samoan,	Turkish,	
Bashkir (Latin),	Finnish,	Jèrriais,	Montenegrin,	Sango,	Turkmen (Latin),	
Basque,	Folkspraak,	Kaingang,	Murrinh-Paths,	Saramaccan,	Tuvaluan,	
Belarusian (Latin),	French,	Kala Lagaw Ya,	Maori,	Sardinian,	Tzotzil,	
Bemba,	Frisian,	Kapampangan (Latin),	Nagamese Creole,	Scottish Gaelic,	Uzbek (Latin),	
Bikol,	Frisian,	Kaqchikel,	Nahuatl,	Serbian (Latin),	Venetian,	
Bislama,	Gaga (Latin),	Karakalpak (Latin),	Ndebele,	Seri,	Pepsin,	
Bosnian,	Galician,	Karelian (Latin),	Neapolitan,	Seychellois Creole,	Volapük,	
Breton,	Ganda,	Kashubian,	Ngiyambaa,	Shawnee,	Vöro,	
Cape Verdean Creole,	Genoese,	Kikongo,	Niuean,	Shona,	Wallisern,	
Catalan,	German,	Kinyarwanda,	Nyoongar,	Sicilian,	Walloon,	
Cebuano,	Gikuyu,	Kiribati,	Norwegian,	Silesian,	Waray-Waray,	
Chamorro,	Gooniyandi,	Kirundi,	Novel,	Slovak,	Warlpiri,	
Chavacano,	Greenlandic (Kalaallisut),	Klingon,	Occidental,	Slovenian,	Wau,	
Chichewa,	Guadeloupe Creole,	Kurdish (Latin),	Occitan,	Slovio (Latin),	Welsh,	
Chickasaw,	Gwich'in,	Ladin,	Old Icelandic,	Somali,	Wik-Mungkan,	
Cambrian,	Haitian Creole,	Latin,	Old Norse,	Sorbian (Lower)	Wiradjuri,	
Coffin,	Hawaiian,	Latino sine Flexione,	Oneipot,	Sorbian (Upper)	Wolof,	
Cornish,		Latvian,	Oshiwambo,	Sotho (Northern)	Xavante,	
			Ossetian (Latin),	Sotho (Southern)	Xhosa,	

*Latin Plus character provided by Underware (http://www.underware.nl/latin_plus/) under Creative Commons Attribution -ShareAlike 4.0 International (CC BY-SA 4.0)

1-02-06

Basic design element

Typeface

File format of corporate fonts

The DENSO Corporate typeface consists of a range of formats serving different purposes.

Web Font files (CCF & TTF) are available for online applications.

DENSO & DENSO Sans

Desktop font files for use in Adobe programs; InDesign and Illustrator

File extension	Description
.otf	OpenType CFF (PostScript curves)
.ttf	TrueType TTF (TrueType curves)

Web font files - CCF & TTF flavours

File extension	Description
.eot	Embedded OpenType
.woff	Web Open Font Format 1.0
.woff2	Web Open Font Format 2.0
.ttf	TrueType TTF (TrueType curves)

1-02-07

Basic design element

Typeface

Local font of corporate fonts

DENSO TP 2017

DENSO TP 2017 is the alternative corporate font used for all communication in Japanese.

The DENSO typeface does not support Japanese.

Selected weights

To best match the weights of the latin characters of DENSO's corporate typeface 4 weights have been selected within the Axisfont:

Weights	DENSO TP 2017 / DENSO Sans TP 2017 - Japanese characters	DENSO TP 2017 - Latin characters	DENSO Sans TP 2017 - Latin characters
Light	より良い未来	DENSO Light	DENSO Sans Light
Regular	より良い未来	DENSO Regular	DENSO Sans Regular
Bold	より良い未来	DENSO Bold	DENSO Sans Bold
Black	より良い未来	DENSO Black	DENSO Sans Black

1-02-08

Basic design element

Typeface

General-purpose fonts

Use the specified general - purpose fonts for a terminal on which the corporate font has not been introduced.

All of these fonts are loaded in Microsoft® Office applications.

* The letter form of Verdana is large and requires more area than that of the corporate font.

Therefore, you need to adjust the size of the letter properly.

Matching DENSO weights

DENSO Sans Regular

DENSO Sans Italic

DENSO Sans Black

DENSO Sans Black Italic

Verdana weights for English

Verdana Regular

Verdana Italic

Verdana Bold

Verdana Bold Italic

Meiryo UI weights for Japanese

メイリオレギュラー
Meiryo UI Regular

メイリオイタリック
Meiryo UI Italic

メイリオボールド
Meiryo UI Bold

メイリオボールドイタリック
Meiryo UI Bold Italic

微软雅黑 weights for Chinese

微软雅黑 Regular

微软雅黑 **Bold**

1-02-09

Basic design element

Typeface

Don'ts

~~Protecting Lives,
Preserving the Planet~~

Don't set the character spacing too wide.

~~Protecting Lives,
Preserving the Planet~~

Don't set the character spacing too narrow.

~~Protecting Lives,
Preserving the Planet~~

Don't use horizontal scaling.

~~Protecting Lives,
Preserving the Planet~~

Don't use vertical scaling.

~~Protecting Lives,
Preserving the Planet~~

Don't tilt the text.

~~Protecting Lives,
Preserving the Planet~~

Don't set leading too narrowly.

~~Protecting Lives,
Preserving the Plane~~

Don't use other fonts.

~~Protecting Lives,
Preserving the Planet~~

Don't warp text.

~~Protecting
Lives~~

Don't use dropshadows on text.

~~Protecting
Lives~~

Don't outline text.

1-03-01

Basic design element

Color

Primary color 1

The corporate color is used as the unique color by limiting to a certain color to emphasize the corporate attitude and uniqueness. As it is used repeatedly by every media, it plays an extremely important role to appeal the corporate brand image and presence.

We set up primary, secondary and supplementary colors for the DENSO corporate color and further assign the preference color among primary colors. The DENSO red of the primary color-1 indicates "the bright passion of associates" and "the challenge to new technologies".



Print

Pantone 199 C
CMYK 0 - 100 - 80 - 0

Paint

NCS S 1080-R

Digital

RGB 220 - 0 - 50
HEX #DC0032

Textile

Pantone 18-1660 TCX

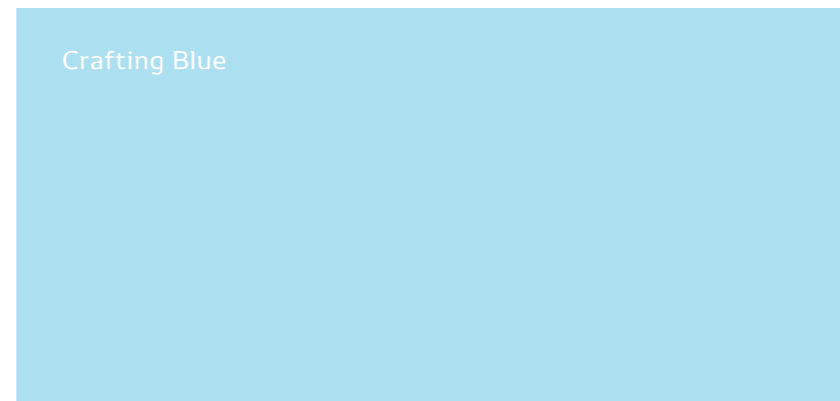
1-03-02

Basic design element

Color

Primary color 2

Crafting blue and white are used as the primary color-2 that emphasizes the DENSO red to give extent and flexibility to visual expression of DENSO.



Print

Pantone 290 C
CMYK 30 - 0 - 5 - 0

Paint

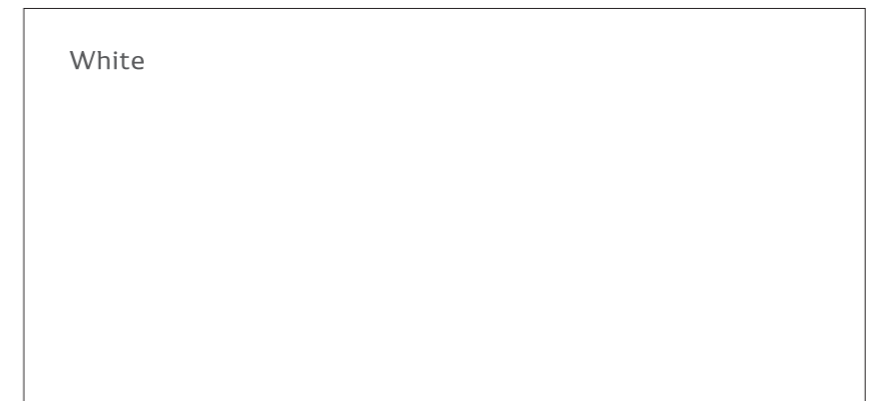
NCS S 0520-R90B

Digital

RGB 185 - 215 - 235
HEX #B9D7EB

Textile

Pantone 13-4200 TCX



Print

White
CMYK 0 - 0 - 0 - 0

Paint

NCS S 0500-N

Digital

RGB 255 - 255 - 255
HEX #FFFFFF

Textile

White

1-03-03

Basic design element

Color

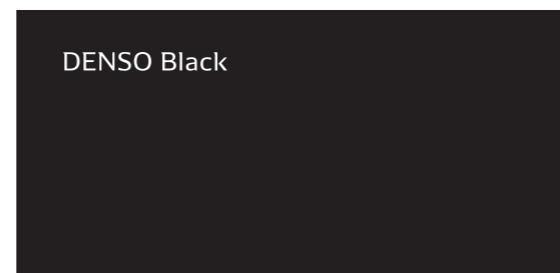
Secondary color

Black and gray are used as the secondary colors among corporate colors that emphasizes the DENSO red to give extent and flexibility to visual expression of DENSO.

DENSO gray 1 may be used for text. If it's used for copy (small font size) on print, the color has to be defined as a Pantone spot color to ensure good readability.

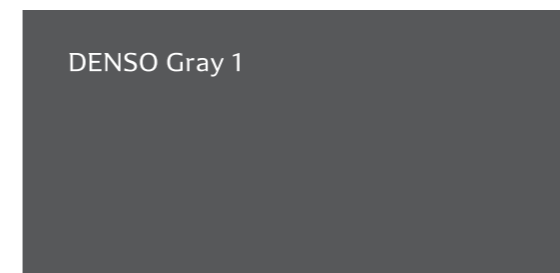
DENSO gray 2, DENSO gray 3 and DENSO gray 4 are mainly used for infographics.

DENSO gray 5 is mainly used for backgrounds.



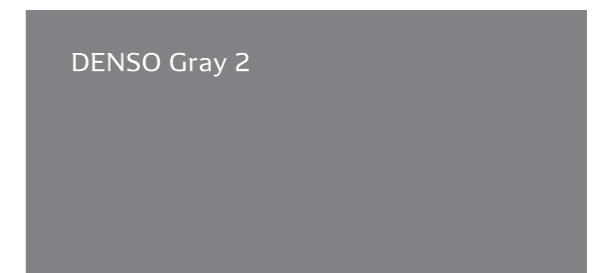
Print	Paint
Process Black C CMYK 0 - 0 - 0 - 100	NCS S 9000-N

Digital	Textile
RGB 0 - 0 - 0 HEX #000000	Pantone 19-4008 TCX



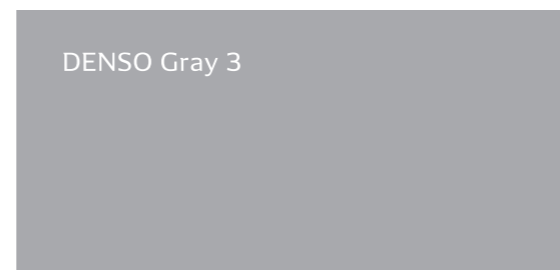
Print	Paint
Pantone Cool Gray 11 C CMYK 0 - 0 - 0 - 80	NCS S 7502-B

Digital	Textile
RGB 90 - 90 - 90 HEX #5A5A5A	Pantone 18-5203 TCX



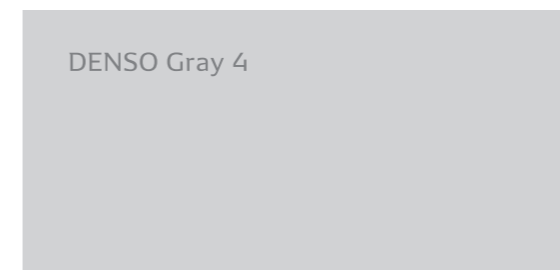
Print	Paint
Pantone Cool Gray 8 C CMYK 0 - 0 - 0 - 60	NCS S 5502-B

Digital	Textile
RGB 130 - 130 - 130 HEX #828282	Pantone 17-4402 TCX



Print	Paint
Pantone Cool Gray 5 C CMYK 0 - 0 - 0 - 40	NCS S 2502-B

Digital	Textile
RGB 180 - 180 - 180 HEX #B4B4B4	Pantone 15-4003 TCX



Print	Paint
Pantone Cool Gray 1 C CMYK 0 - 0 - 0 - 20	NCS S 1502-B

Digital	Textile
RGB 220 - 220 - 220 HEX #D2D2D2	Pantone 13-4303 TCX



Print	Paint
Pantone 427 C CMYK 0 - 0 - 0 - 12	NCS S 1002-B

Digital	Textile
RGB 235 - 235 - 235 HEX #EBEBEB	Pantone 12-4302 TCX

1-03-04

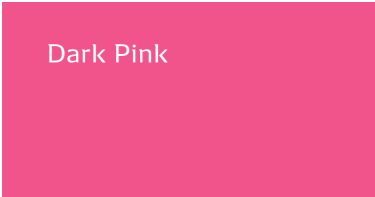
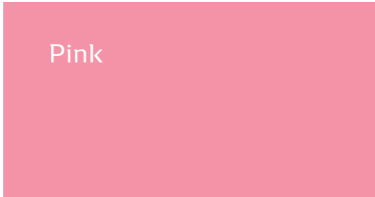

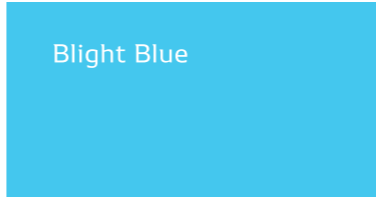
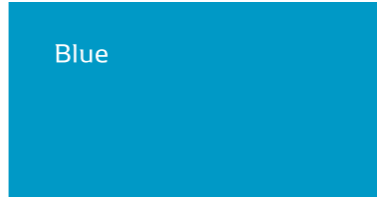
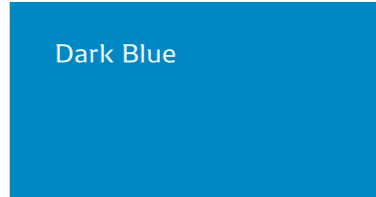
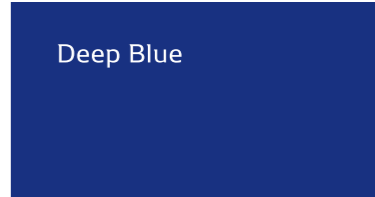

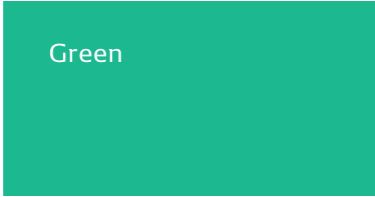


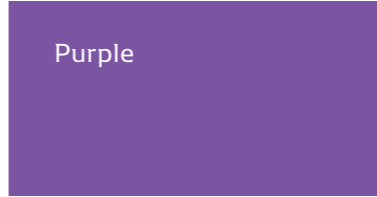
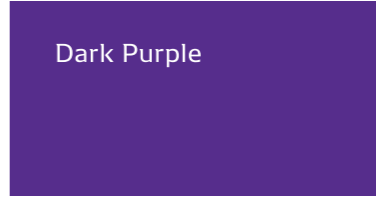
Basic design element

Color

Supplementary color

Use the primary color and the secondary color of the corporate color in principle.

However, you can apply other colors shown below according to the situation, the media displayed and single color printing when you expect a wide range of expressive effect taking advantage of characteristics of the material.

						
Print Pantone 1915 C CMYK 0 - 82 - 17 - 0	Print Pantone 183 C CMYK 0 - 53 - 15 - 0	Print Pantone 706 C CMYK 0 - 28 - 8 - 0	Print Pantone 2985 C CMYK 60 - 0 - 3 - 0	Print Pantone 2183 C CMYK 84 - 18 - 10 - 3	Print Pantone 307 C CMYK 100 - 22 - 3 - 18	Print Pantone 7687 C CMYK 100 - 90 - 0 - 20
Digital RGB 227 - 28 - 121 HEX #E31C79	Digital RGB 239 - 96 - 163 HEX #EF60A3	Digital RGB 236 - 179 - 203 HEX #ECB3CB	Digital RGB 91 - 194 - 231 HEX #5BC2E7	Digital RGB 0 - 146 - 189 HEX #0092BD	Digital RGB 0 - 107 - 166 HEX #006BA6	Digital RGB 30 - 66 - 138 HEX #004386
						
Print Pantone 2418 C CMYK 100 - 10 - 95 - 5	Print Pantone 2413 C CMYK 73 - 0 - 58 - 0	Print Pantone 337 C CMYK 40 - 0 - 30 - 0	Print Pantone 2577 C CMYK 40 - 54 - 0 - 0	Print Pantone 2587 C CMYK 60 - 78 - 0 - 0	Print Pantone 268 C CMYK 80 - 98 - 0 - 5	
Digital RGB 0 - 135 - 62 HEX #00873E	Digital RGB 52 - 183 - 143 HEX #34B78F	Digital RGB 143 - 214 - 189 HEX #8FD6BD	Digital RGB 167 - 123 - 202 HEX #A77BCA	Digital RGB 130 - 70 - 175 HEX #8246AF	Digital RGB 88 - 44 - 131 HEX #582C83	

1-04-01

Basic design element

Chart

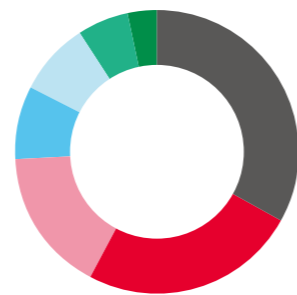
Circle graph

A chart is an important element to maintain the distinctive character of DENSO.

Basically, use the DENSO red of the primary color and the DENSO gray of the secondary color. Especially, use the DENSO red for a DENSO item or a place to be highlighted when you compare DENSO with other companies on a chart.

When you have difficulty in color - coding in the primary color and the secondary color, you can use the supplementary color by limiting to a small area.

White background



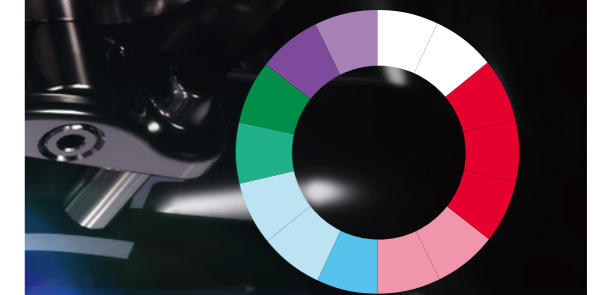
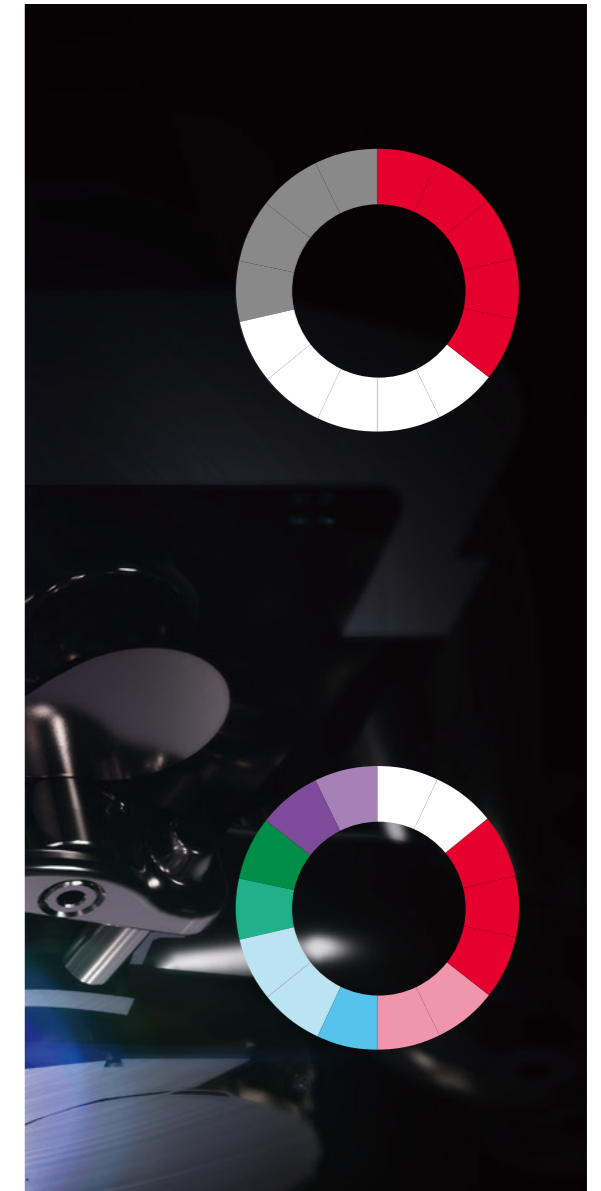
DENSO Red colored background

DENSO Red change into white.



Dark colored (photo) background

DENSO Gray 1 change into white.



1-04-02

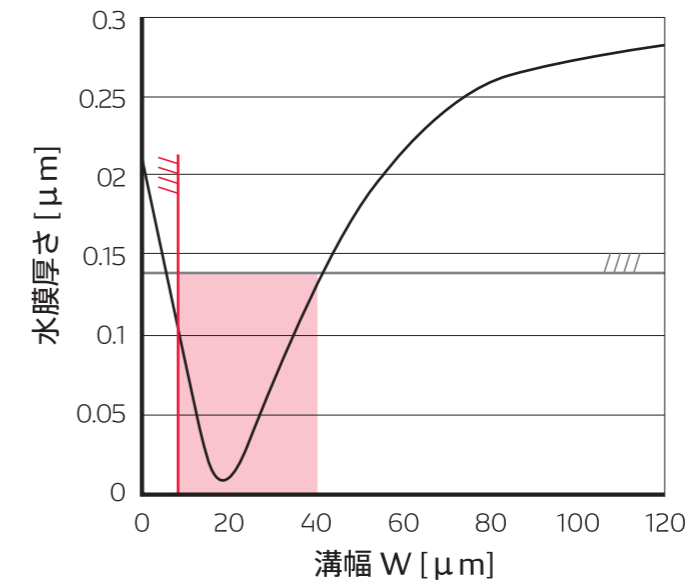
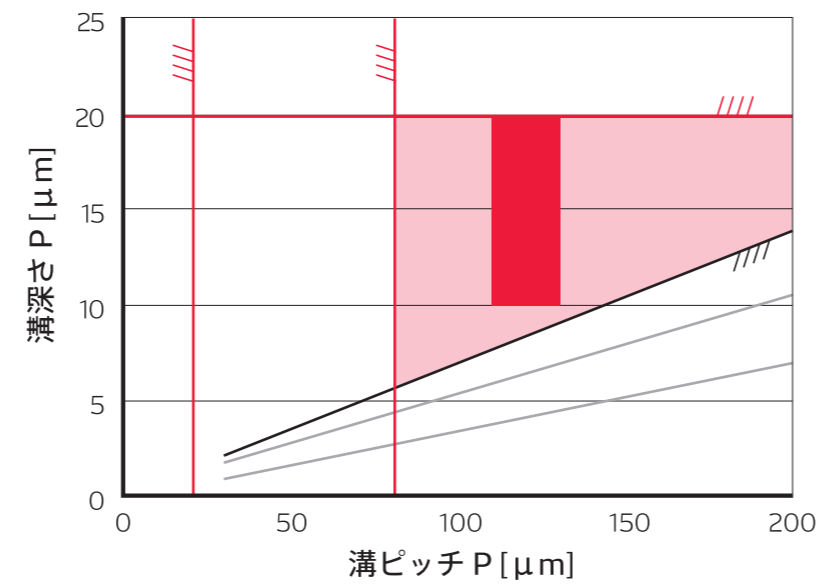
Basic design element

Chart

Area chart

A chart is an important element to maintain the distinctive character of DENSO.

Basically, use the DENSO red of the primary color and the DENSO gray of the secondary color. Especially, use the DENSO red for a DENSO item or a place to be highlighted when you compare DENSO with other companies on a chart.



1-04-03

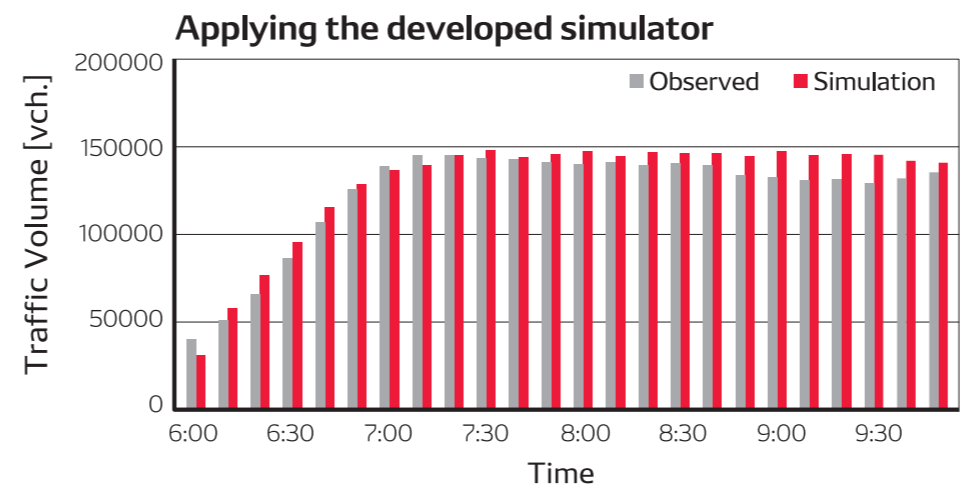
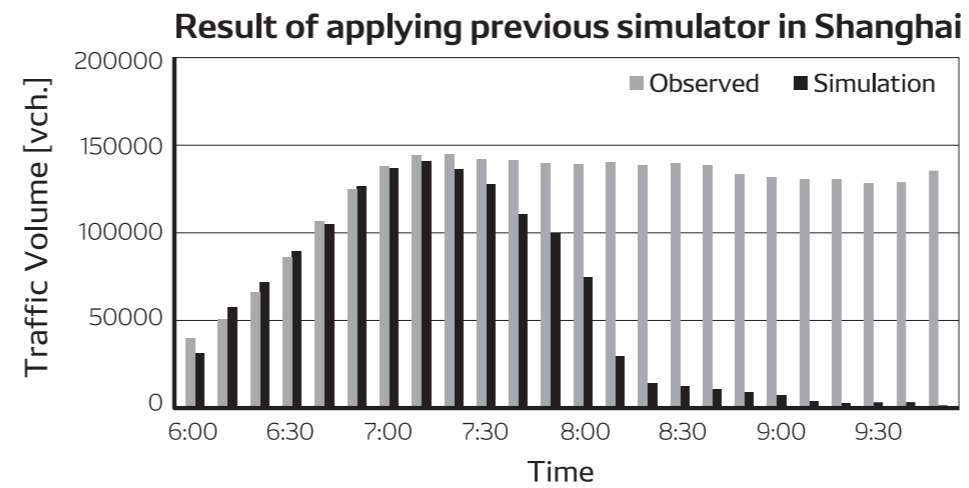
Basic design element

Chart

Bar chart

A chart is an important element to maintain the distinctive character of DENSO.

Basically, use the DENSO red of the primary color and the DENSO gray of the secondary color. Especially, use the DENSO red for a DENSO item or a place to be highlighted when you compare DENSO with other companies on a chart.



1-04-04

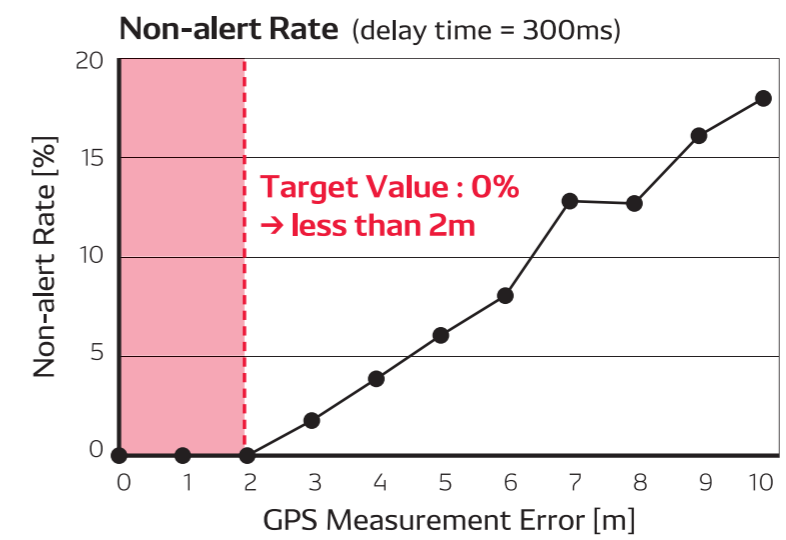
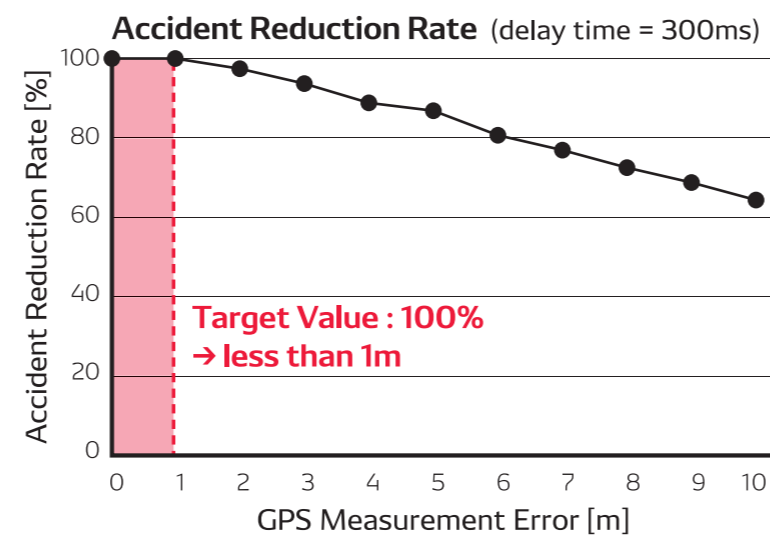
Basic design element

Chart

Line chart

A chart is an important element to maintain the distinctive character of DENSO.

Basically, use the DENSO red of the primary color and the DENSO gray of the secondary color. Especially, use the DENSO red for a DENSO item or a place to be highlighted when you compare DENSO with other companies on a chart.



1-04-05

Basic design element

Chart

Analog data

A chart is an important element to maintain the distinctive character of DENSO.

Basically, use the DENSO red of the primary color and the DENSO gray of the secondary color. Especially, use the DENSO red for a DENSO item or a place to be highlighted when you compare DENSO with other companies on a chart.

図1. 合成した試料のパターン

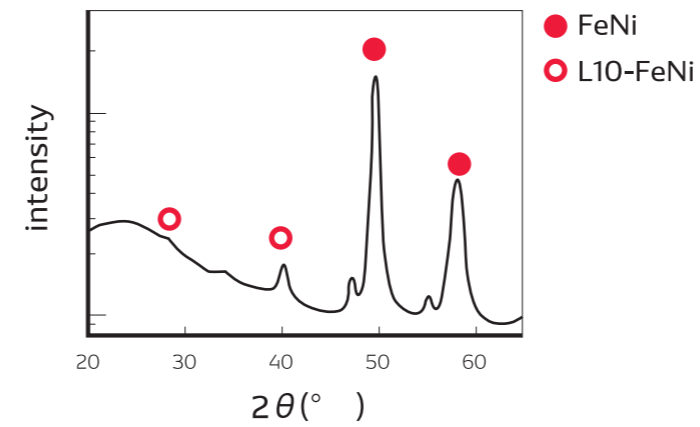
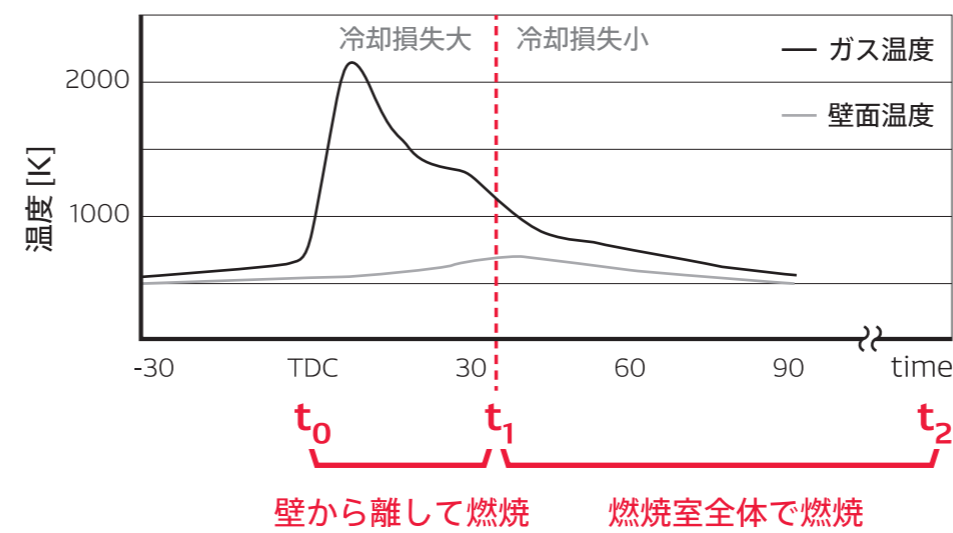


図3. 燃焼室の冷却損失



1-04-06

Basic design element

Chart

Tabular composition

Sensor Output Result and Object Identification

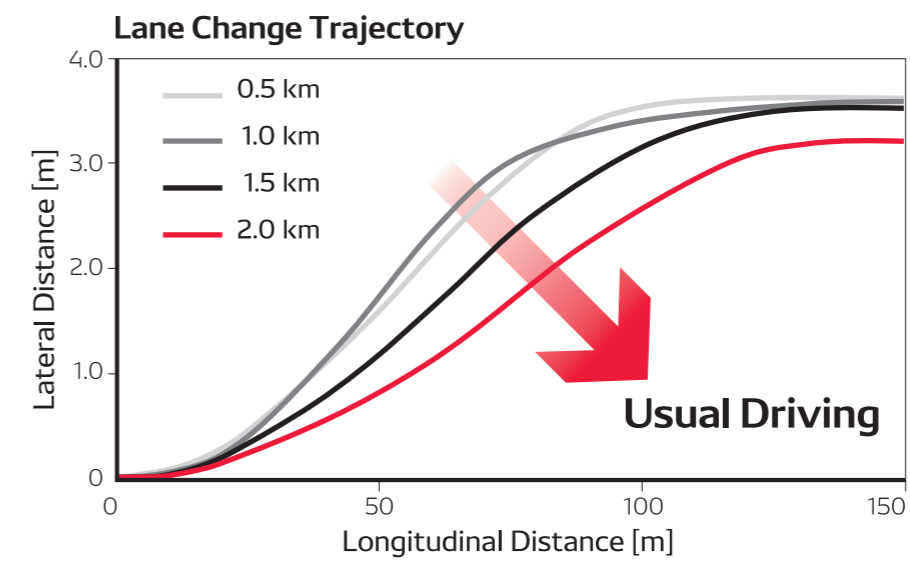
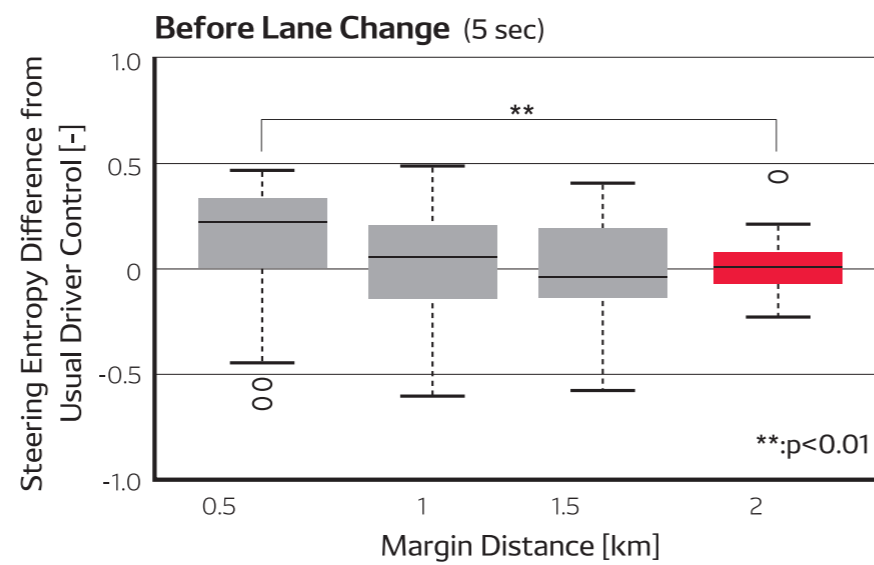
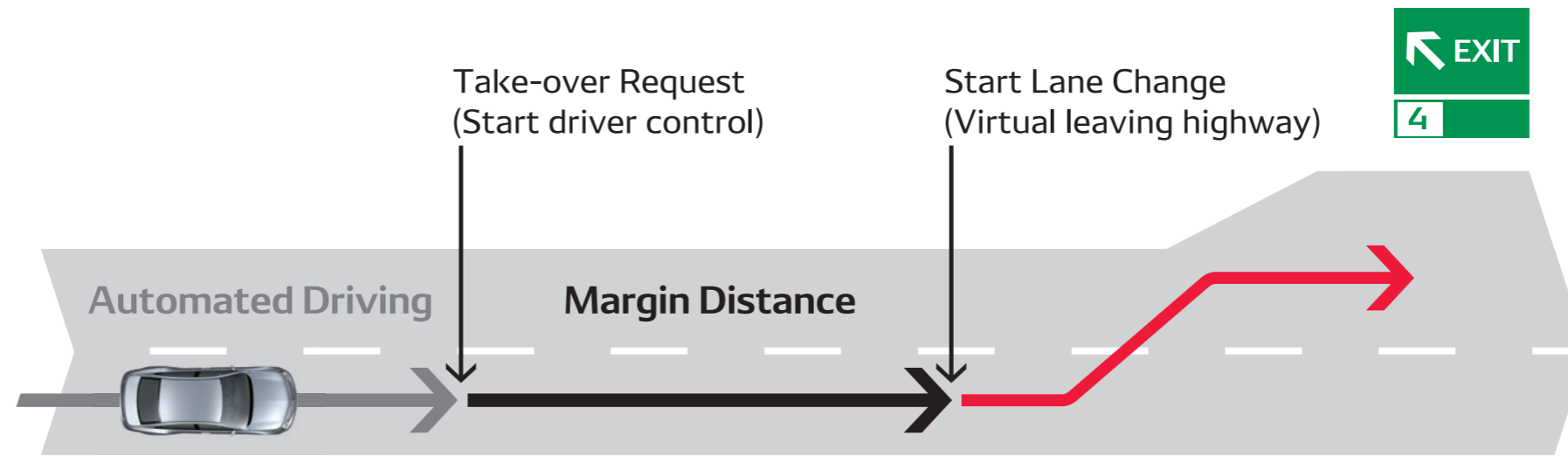
	Radar Object Detection	Radar Pedestrian Estimation	Camera Pattern Matching	Camera Optical Flow
Roadside Object	Detect	Low Score	Not Detect	Low Score
Pedestrian	Detect	High Score	Detect	Low Score
Crossing Pedestrian	Detect	High Score	Detect	High Score

1-04-07

Basic design element

Chart

Example of combination



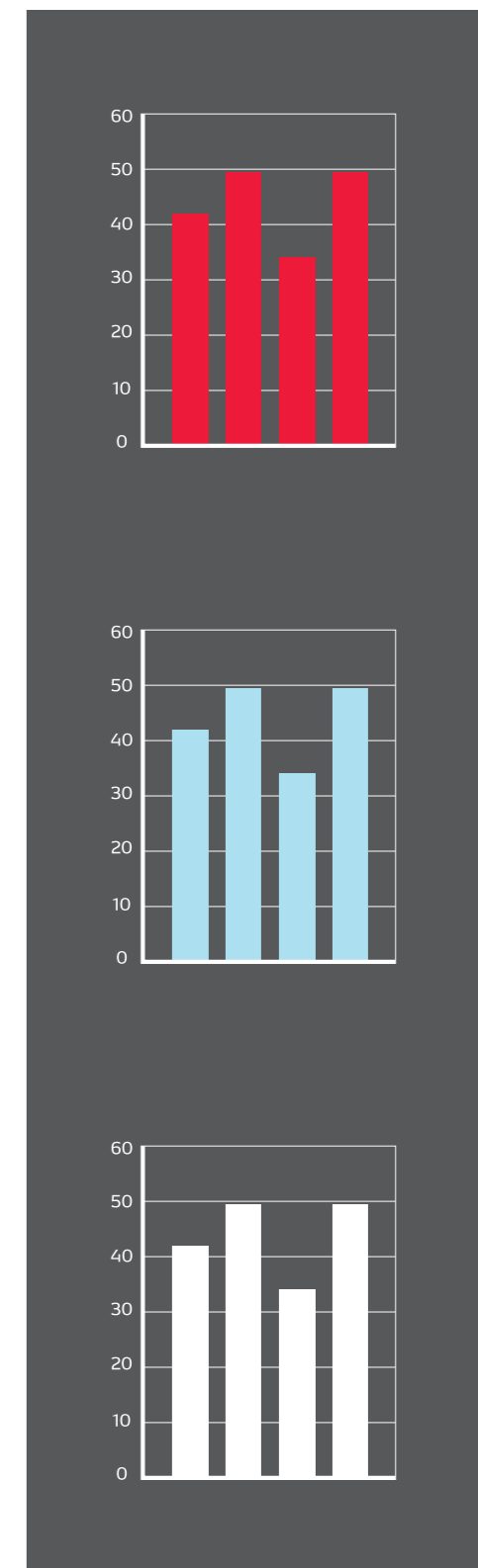
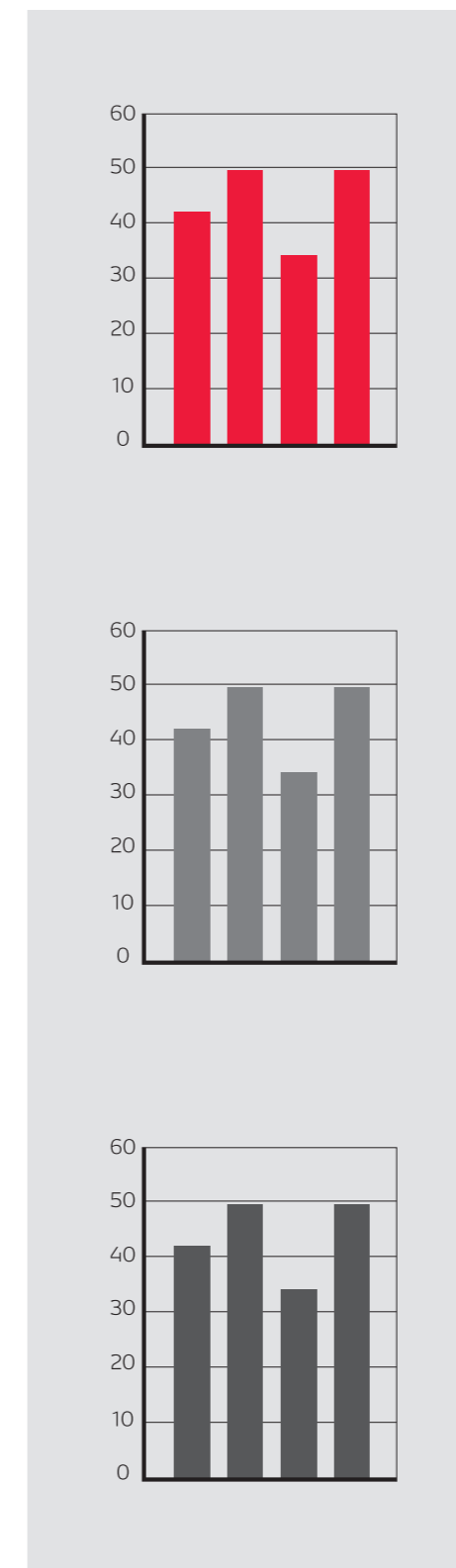
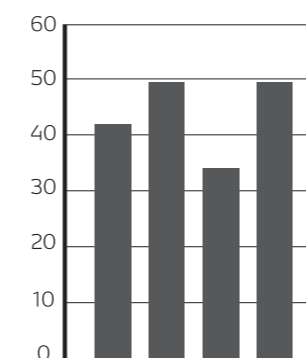
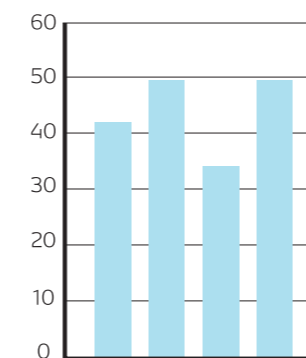
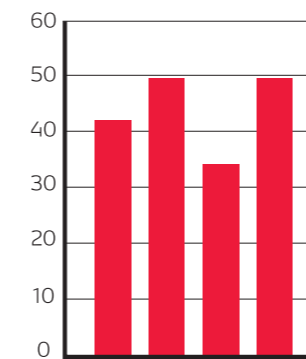
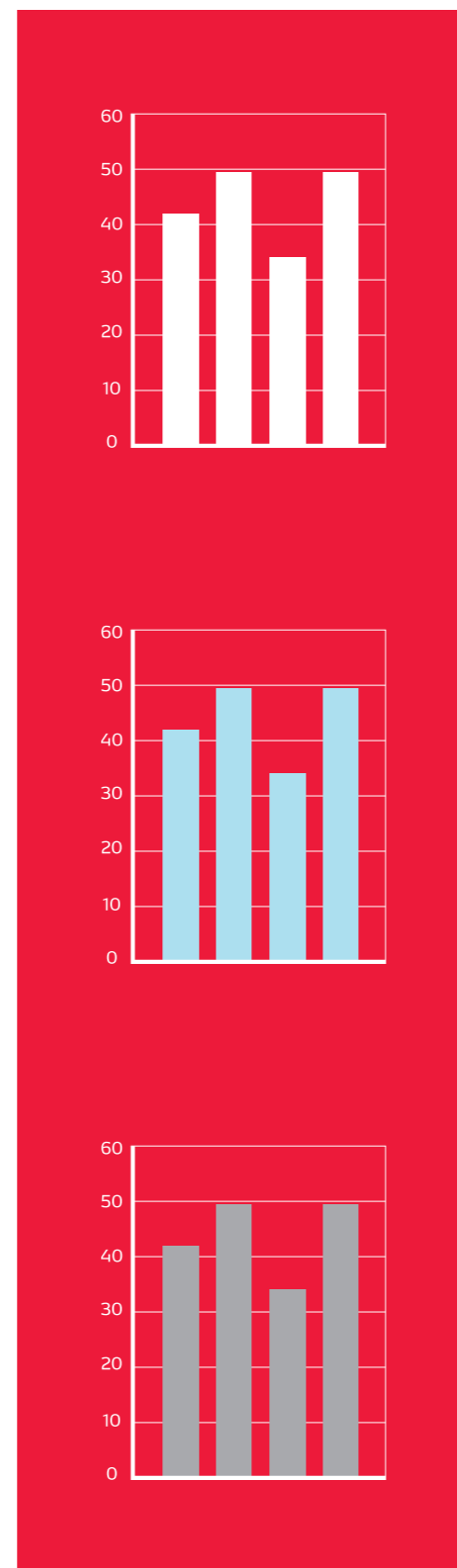
1-04-08

Basic design element

Chart

Single color graph

For diagrams and charts in one color, any primary or secondary color can be used.



1-05-01

Basic design element

D-line

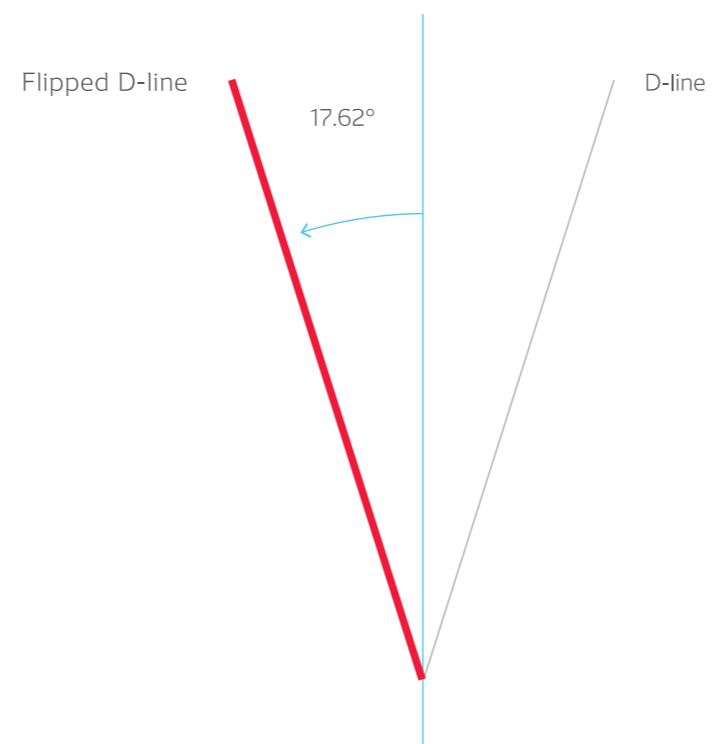
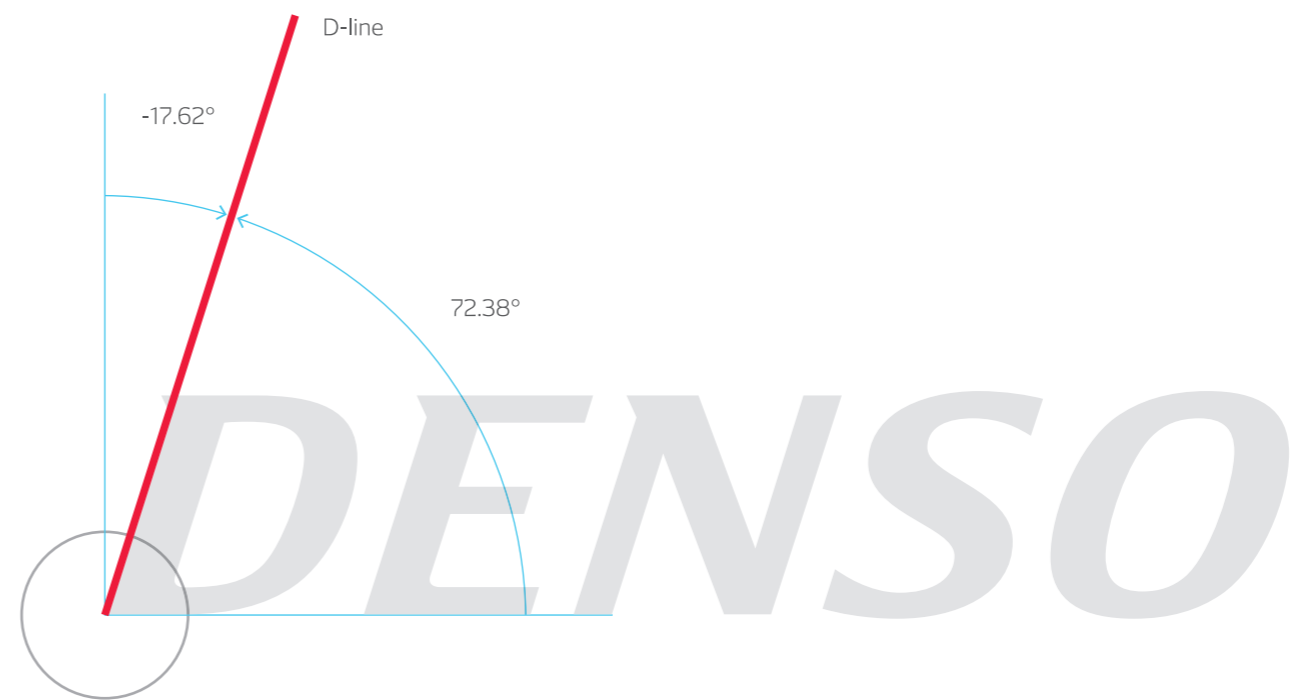
D-line is defined by the gradient of "D" of the DENSO corporate mark.

This expresses the DENSO attitude to make its way toward the future.

Appropriate use of it can enhance the DENSO brand and get stronger visual effect in each medium.

It is only to be used when relevant and when supporting the communication. Do not use it for decorative purposes alone.

The D-line can also be flipped around vertically.



1-05-02

Basic design element

D-line

Example of expansion

Font weight

Headings are primarily set in DENSO Light to convey a light, elegant and airy feeling.

This express our sophisticated technologies and optimistic vision for the future.

On colored / photo background, DENSO Regular is occasionally preferred in order to ensure good readability.

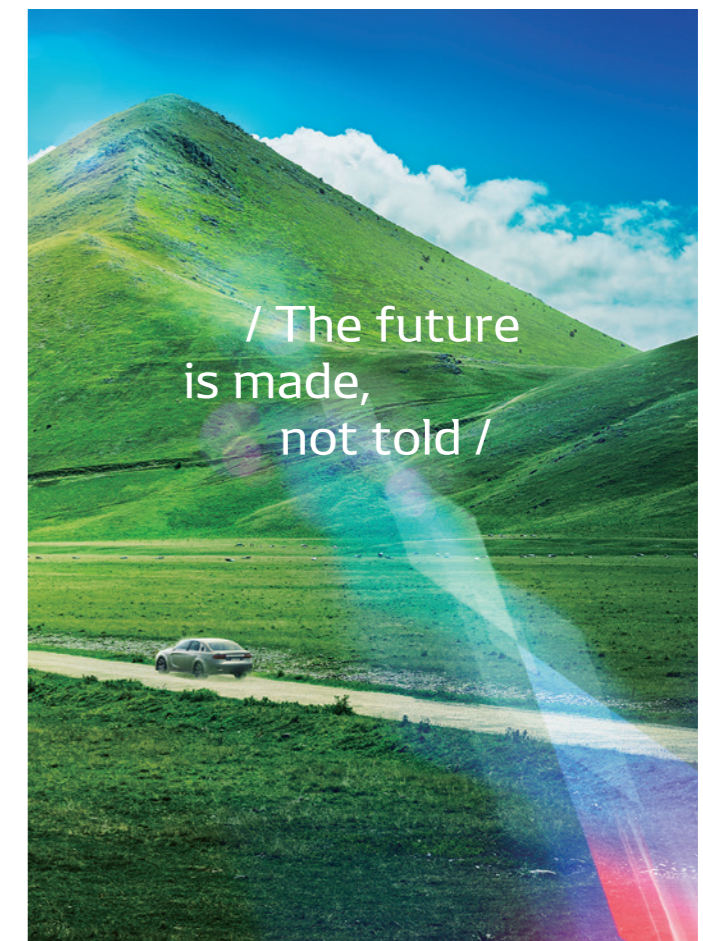
Alignment and use of slashes

The headings on top level communication (e.g. front pages, covers, posters, banners or at the beginning of a new chapter etc.) are centered with offset lines framed by slashes.

An overall theme may also be framed by slashes to make it stand out.

The default slash in the DENSO typeface equals the D-line - a recurring graphic element in the visual identity - in this way written messages can be a carrier of the visual brand identity in a simple and recognisable way.

Headings may also be aligned to the left or right and without slashes as long as D-line is included elsewhere on the surface.



Basic design element

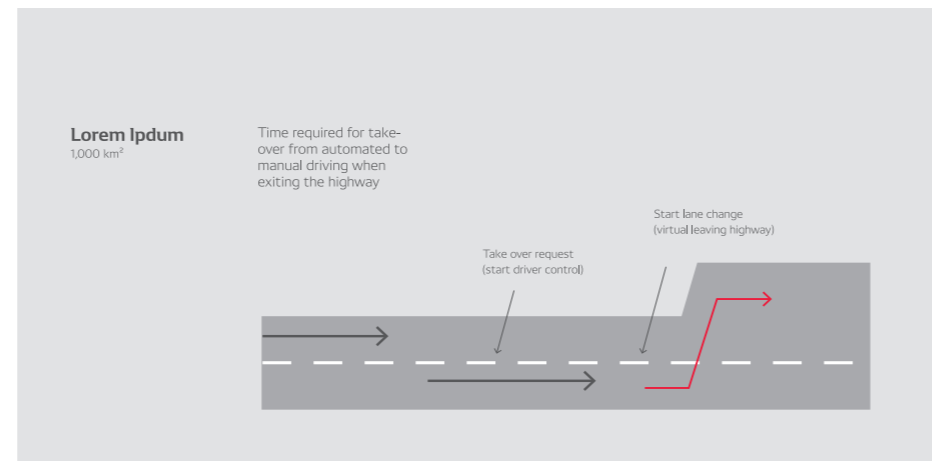
D-line

Example of expansion

Limited use of the D-line

Only use the D-line when relevant and functional. The D-line is used for example to connect different elements, specify a direction (e.g. a timeline, steps) or as a divider.

Note that big headings can be 'framed' by D-line slashes. the D-line slash is default in the DENSO font. See more in the chapter on typography.



Arrows with the D-line angle.

Heading framed by D-line slashes.

D-line indicating new chapter.

Vertically flipped D-line pointing at explanatory text. Photo cropped in D-line angle to make room for caption.

1-05-04

Basic design element

D-line

Example of expansion

Line thickness

When connecting the D-line to text, the stroke weight should be lighter or similar to the stroke weight of the letters.

The ends of the D-line are to be cut straight. Notice that big headings can be 'framed' by D-line slashes - a D-line slash is default in the DENSO font.

See more in the chapter on typography.

Color

The color of the D-line is similar to the color of the text it connects to.



D-line in same weight as typography.



D-lines in a lighter weight than typography. D-line as direction for specified steps or timeline.

1-05-05

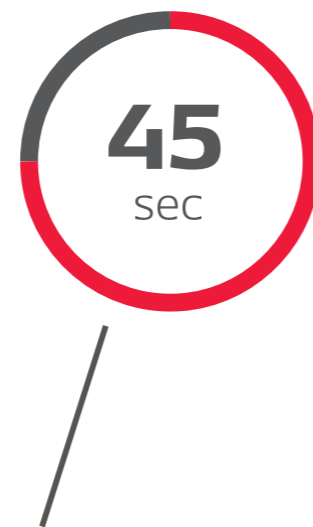
Basic design element

D-line

Example of expansion

The color of D-lines are primary DENSO red or gray tones from the secondary palette. On DENSO red background or dark colored photos it should be white or light gray. D-line pointing to text should have the same color as the text it is connecting to. With infographics D-line may take an accent color from the graphics.

D-lines are primary DENSO red or gray tones from the secondary palette.



Impressive performance

Consectetur adipiscing elit. Sed est sem, viverra quis neque sit amet, dapibus euismod neque. Fusce in fringilla ligula. Mauris sed pulvinar.

On colored background D-line should be white or light gray.



Impressive performance

Consectetur adipiscing elit. Sed est sem, viverra quis neque sit amet, dapibus euismod neque. Fusce in fringilla ligula. Mauris sed pulvinar ligula, quis faucibus lorem. Praesent eget ultricies nibh. Pellentesque habitant morbi tristique senectus et

D-lines as part of a graphic may be in an accent color.



1-06-01

Basic design element

D-cross

The D-cross is based on the D-line.

The graphic element consists of two slanted bands crossed by two similar bands flipped vertically.

In the crossing of the four bands, a core of four diamond shapes appears.

The D-cross symbolizes a crafted core - a valuable crossover between technology and life - human and nature - which can contribute to a better life for the next generations.



1-06-02

Basic design element

D-cross

Variation

The D-cross element may be scaled to suit the needs of a specific layout.



→ Max

1-06-03

Basic design element

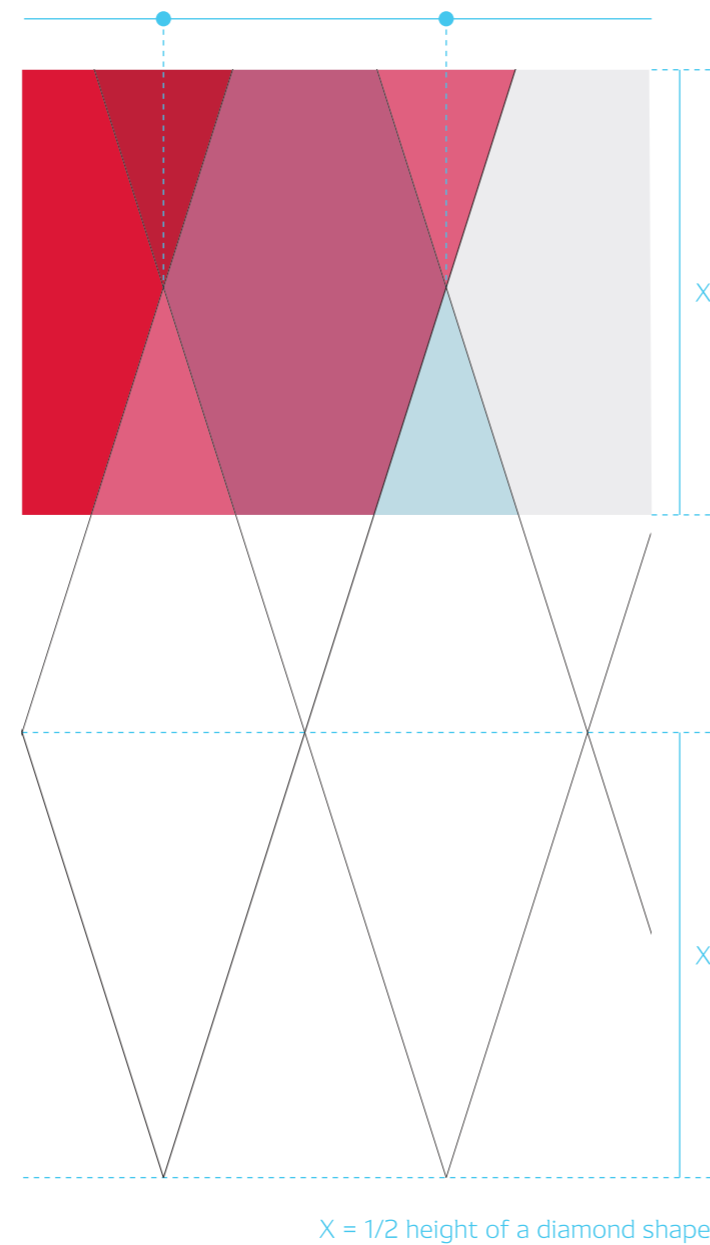
D-cross

Trimming rule

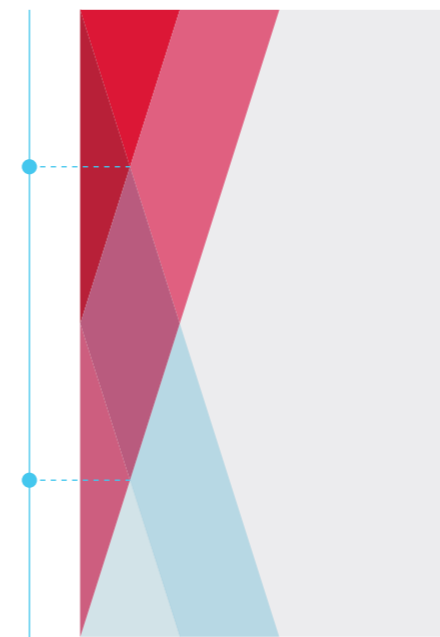
The graphic element is not to be scaled to the extent where the diamond shape is no longer visible, and the shapes can be perceived as triangles instead.

The cropping should always include two visible meeting points of two diamond shapes - on either the vertical or horizontal axis - in order to keep the diamond shapes recognizable.

2 visible meeting points on the horizontal axis



2 visible meeting points on the vertical axis



Don'ts



Avoid shapes that look like triangles and not diamonds.

1-06-04

Basic design element

D-cross

Reference example of variation

A4 portrait



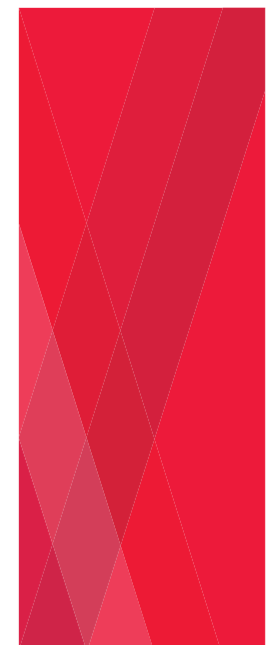
A4 landscape



Horizontal banner



Vertical banner



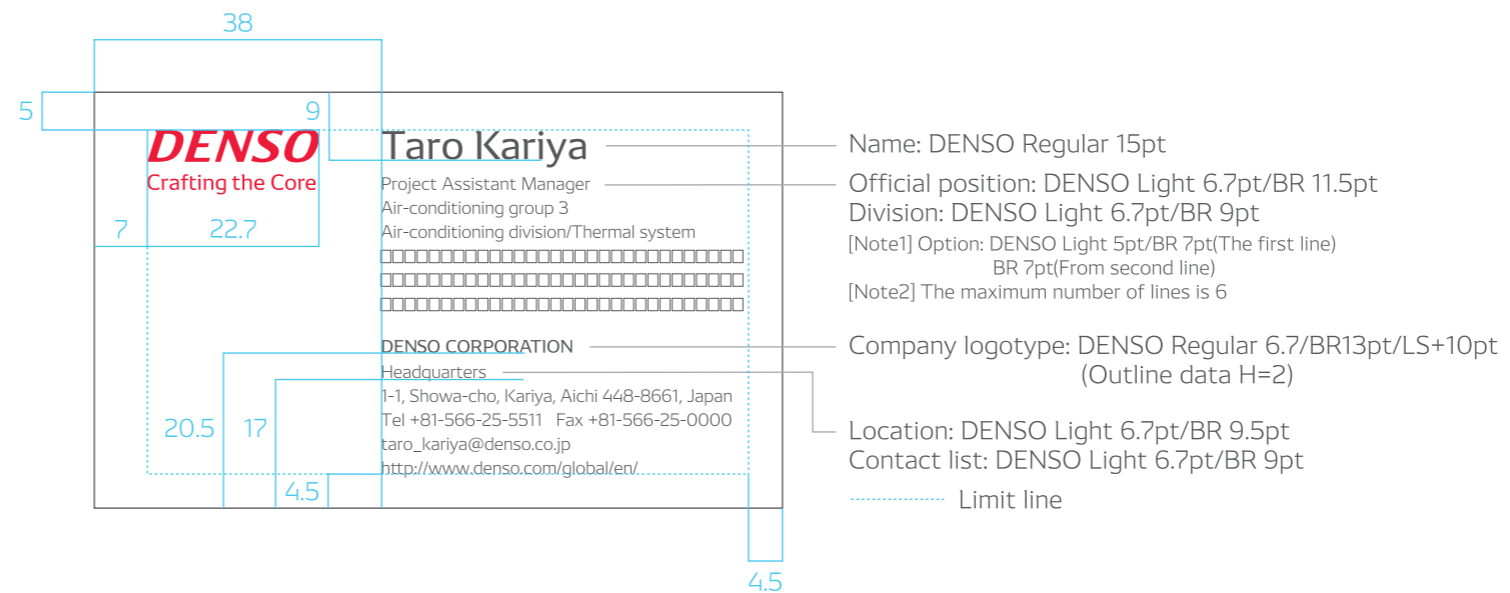
2

/ Application

Design Sample /

2-01-01

Application design sample
Office supplies
Business card (English)



2-01-02

Application design sample

Office supplies

Business card (Japanese)

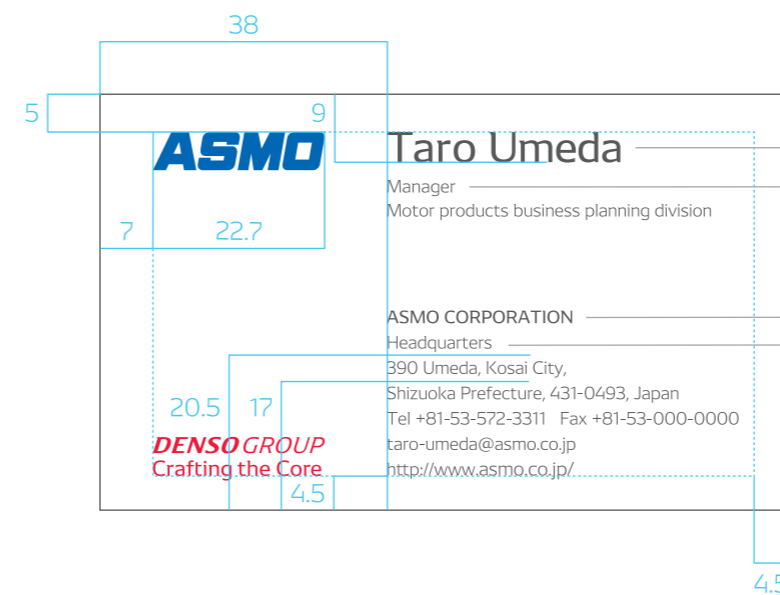
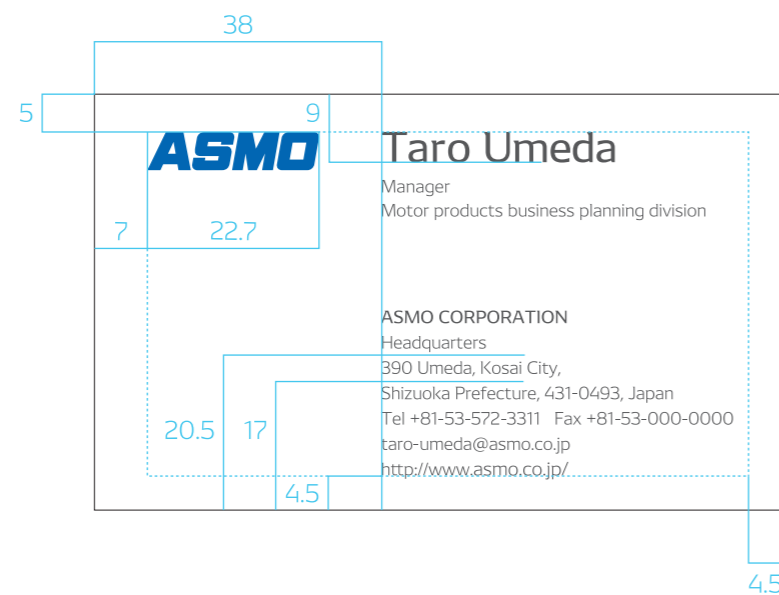


2-01-03

Application design sample

Office supplies

Business card / group company / (English)



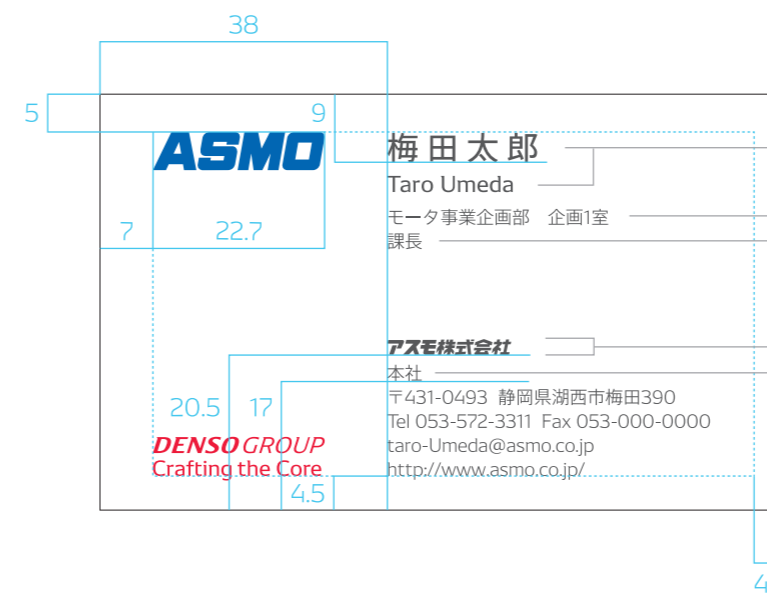
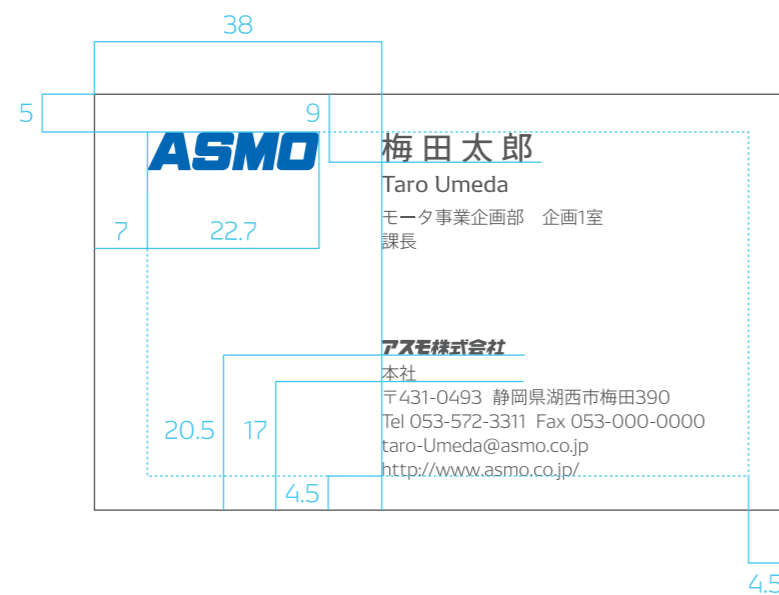
- Name: DENSO Regular 15pt
- Official position: DENSO Light 6.7pt/BR 11.5pt
- Division: DENSO Light 6.7pt/BR 9pt
- [Note1] Option: DENSO Light 5pt/BR 7pt(The first line)
BR 7pt(From second line)
- [Note2] The maximum number of lines is 6
- Company logotype: DENSO Regular 6.7/BR13pt/LS+10pt
(Outline data H=2)
- Location: DENSO Light 6.7pt/BR 9.5pt
- Contact list: DENSO Light 6.7pt/BR 9pt
- Limit line

2-01-04

Application design sample

Office supplies

Business card / group company / (Japanese)



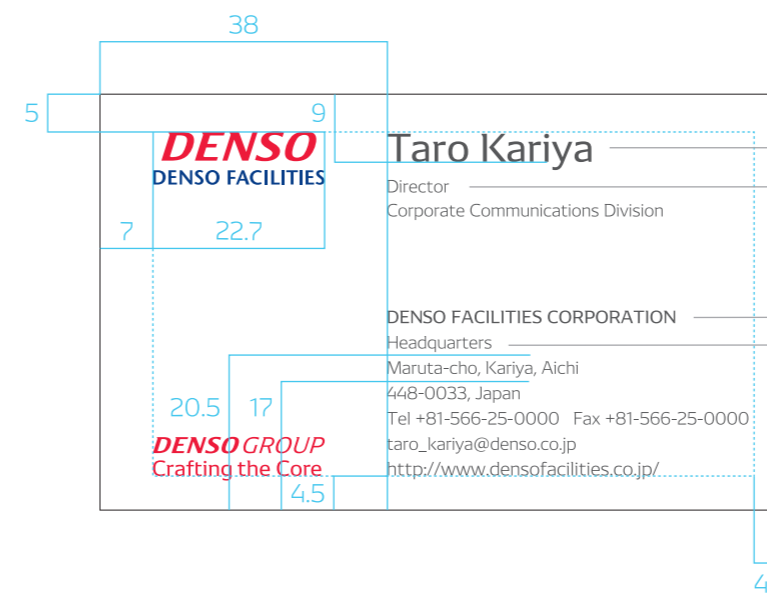
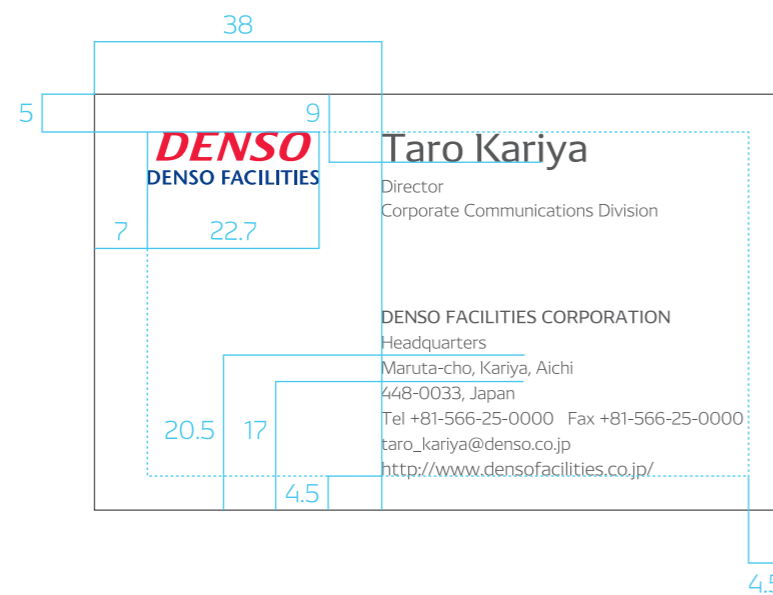
- 和文氏名: DENSO TP Regular 12pt
- 欧文氏名: DENSO TP Regular 8pt/BR12pt
- 部署名: DENSO TP Light 6.7pt/BR12pt
- 部署/役職名: DENSO TP Light 6.7pt/BR9pt
- [注釈1] 任意名称: DENSO TP Light 5pt
BR8pt(1行目) BR7pt(2行目以降)
- [注釈2] 部署/役職名の改行表示は5行
- 社名ロゴタイプ H=2.1mm
- 所在地: DENSO TP Light 6.7pt/BR9pt
- 表示限界ライン

2-01-05

Application design sample

Office supplies

Business card / group company / DENSO combination mark / (English)



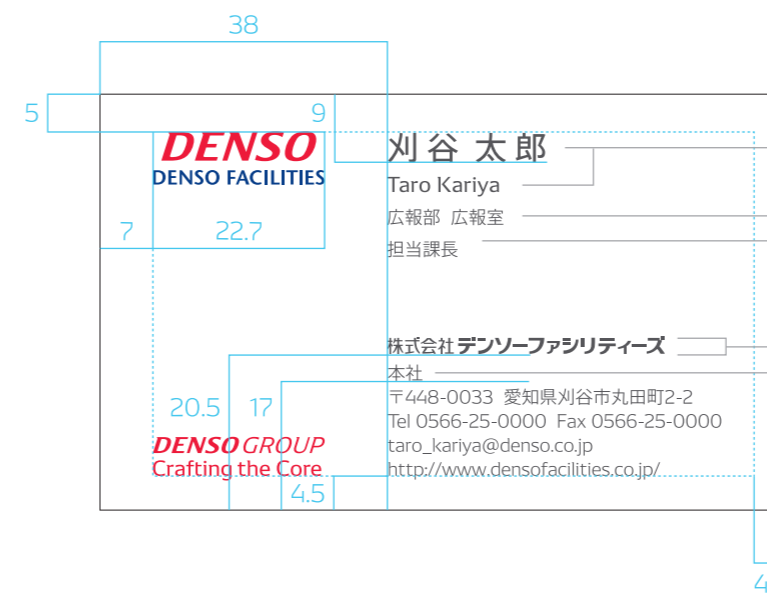
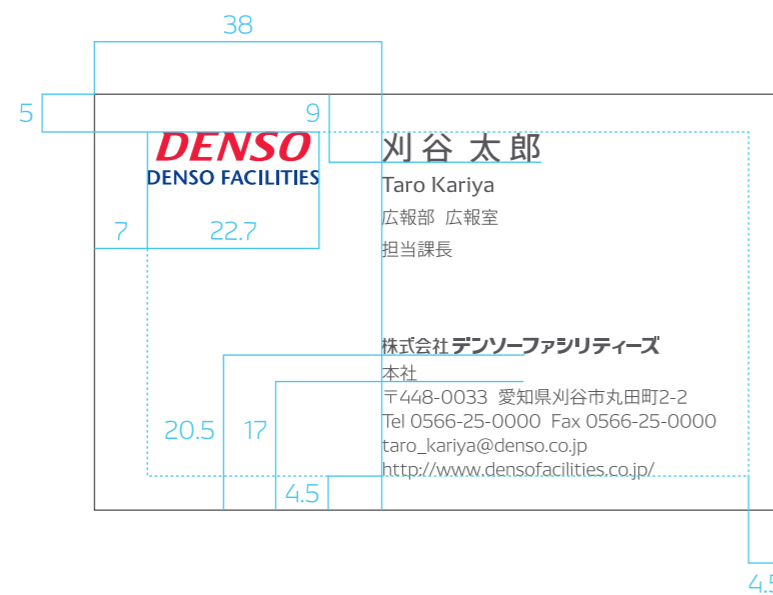
- Name: DENSO Regular 15pt
- Official position: DENSO Light 6.7pt/BR 11.5pt
- Division: DENSO Light 6.7pt/BR 9pt
- [Note1] Option: DENSO Light 5pt/BR 7pt(The first line)
BR 7pt(From second line)
- [Note2] The maximum number of lines is 6
- Company logotype: DENSO Regular 6.7/BR13pt/LS+10pt
(Outline data H=2)
- Location: DENSO Light 6.7pt/BR 9.5pt
- Contact list: DENSO Light 6.7pt/BR 9pt
- Limit line

2-01-06

Application design sample

Office supplies

Business card / group company / DENSO combination mark / (Japanese)



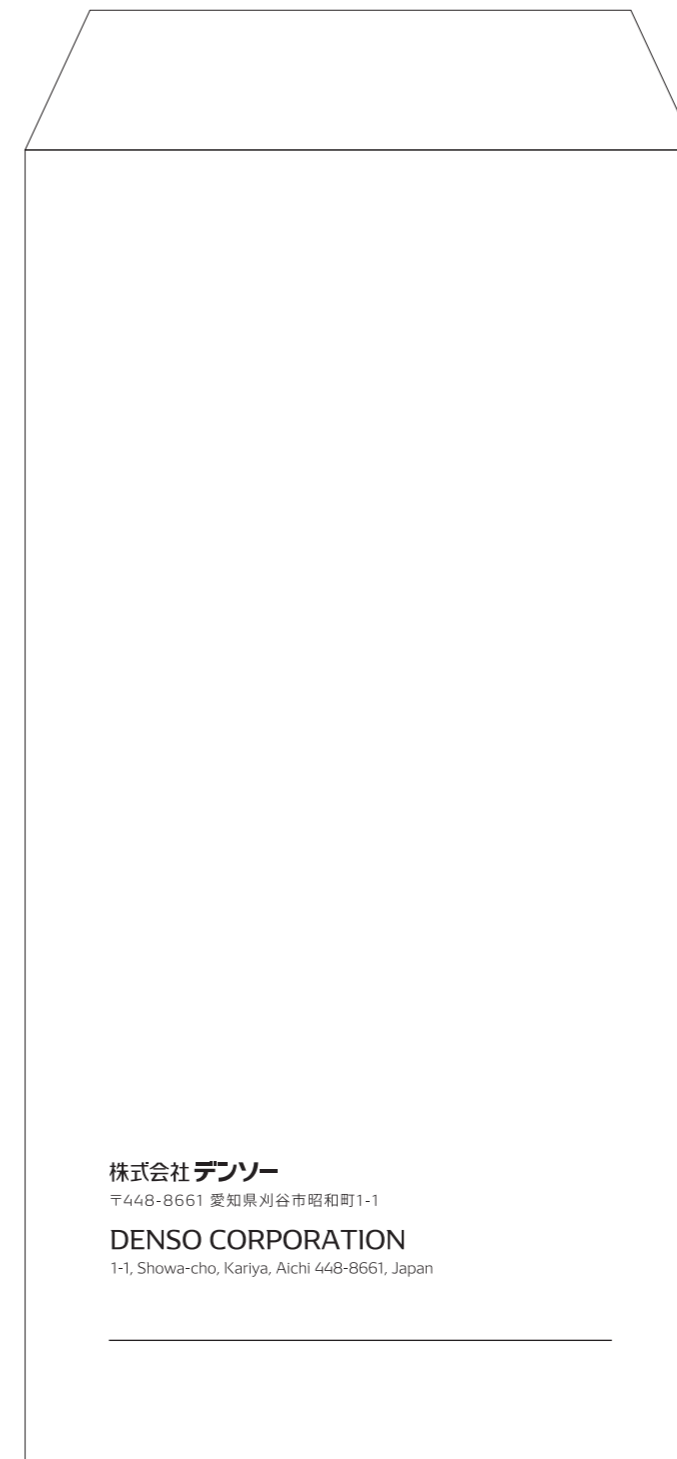
- 和文氏名: DENSO TP Regular 12pt
- 欧文氏名: DENSO TP Regular 8pt/BR12pt
- 部署名: DENSO TP Light 6.7pt/BR12pt
- 部署/役職名: DENSO TP Light 6.7pt/BR9pt
- [注釈1] 任意名称: DENSO TP Light 5pt
BR8p(1行目) BR7pt(2行目以降)
- [注釈2] 部署/役職名の改行表示は5行
- 社名ロゴタイプ H=2.1mm
- 所在地: DENSO TP Light 6.7pt/BR9pt
- 表示限界ライン

2-01-07

Application design sample

Office supplies

Envelope Long format

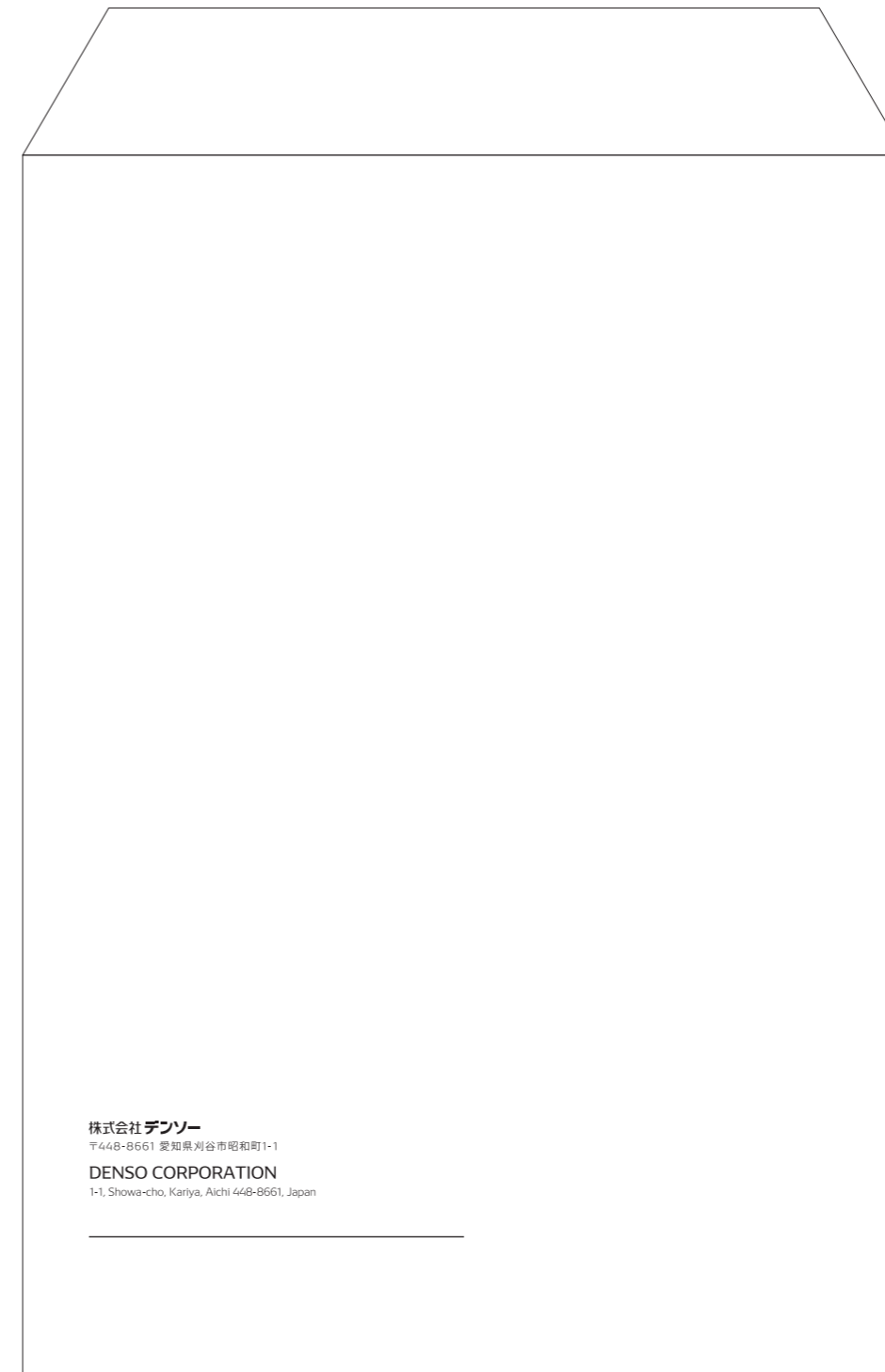
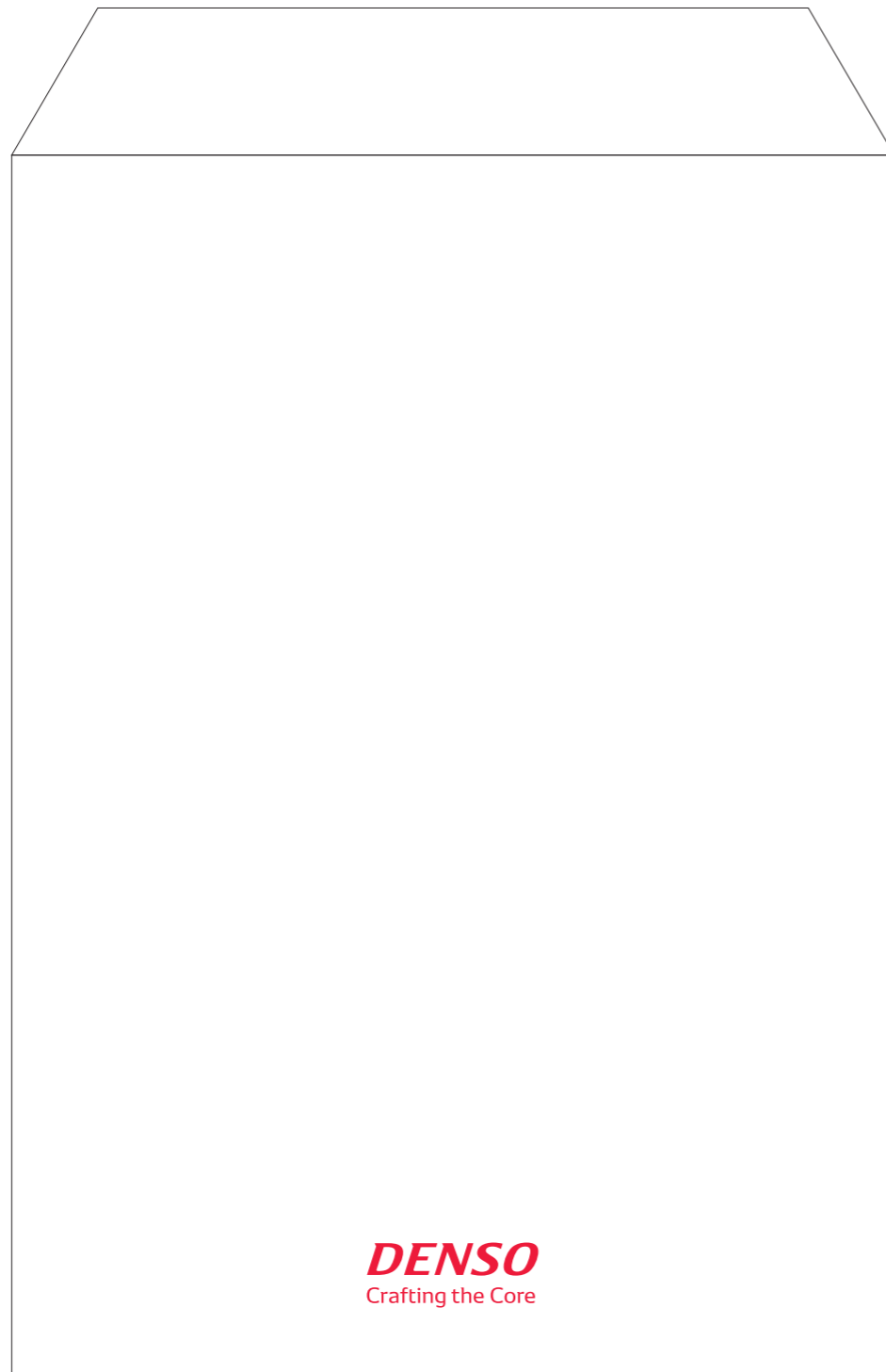


2-01-08

Application design sample

Office supplies

Envelope rectangular

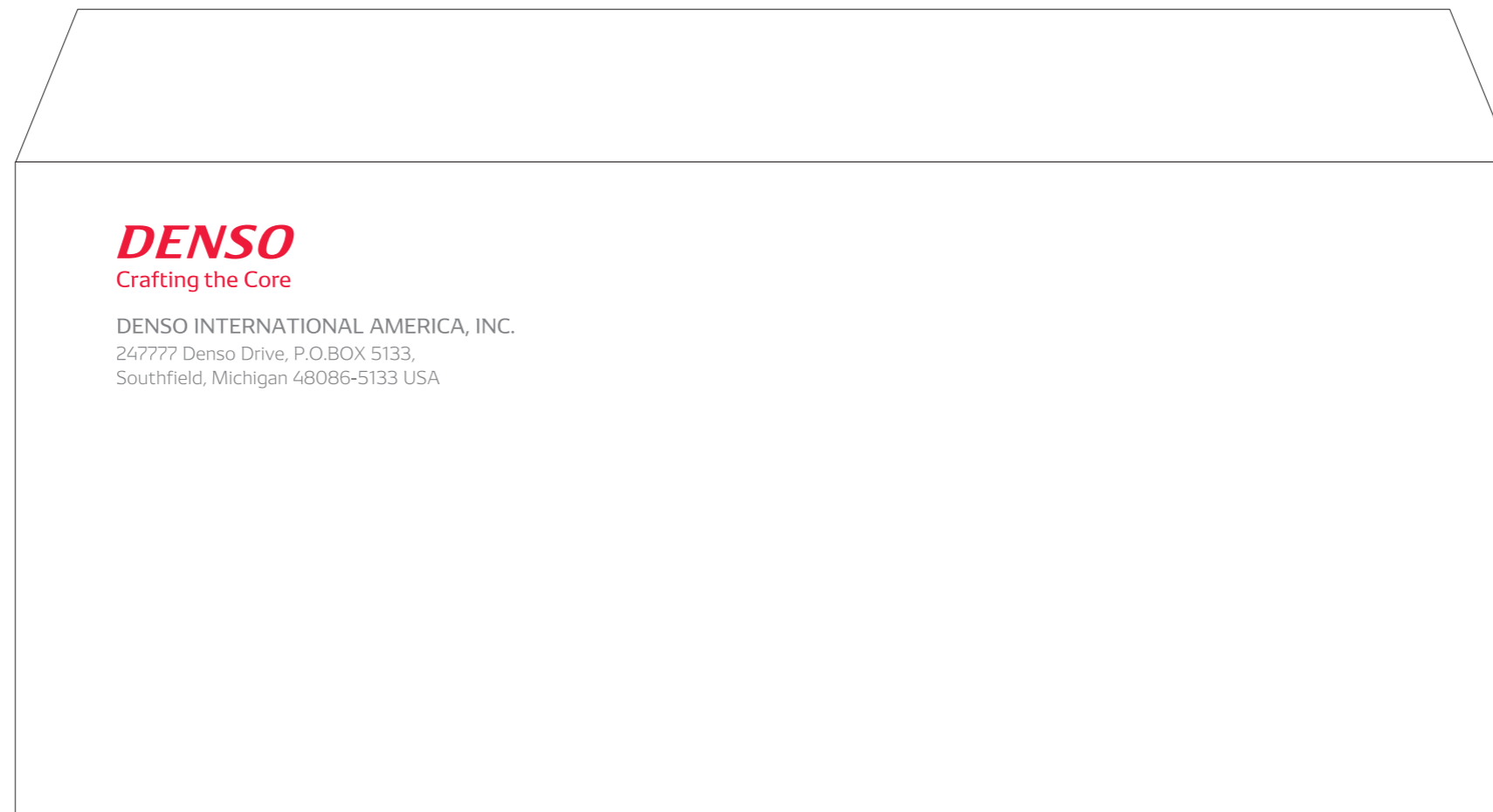


2-01-09

Application design sample

Office supplies

US size envelop

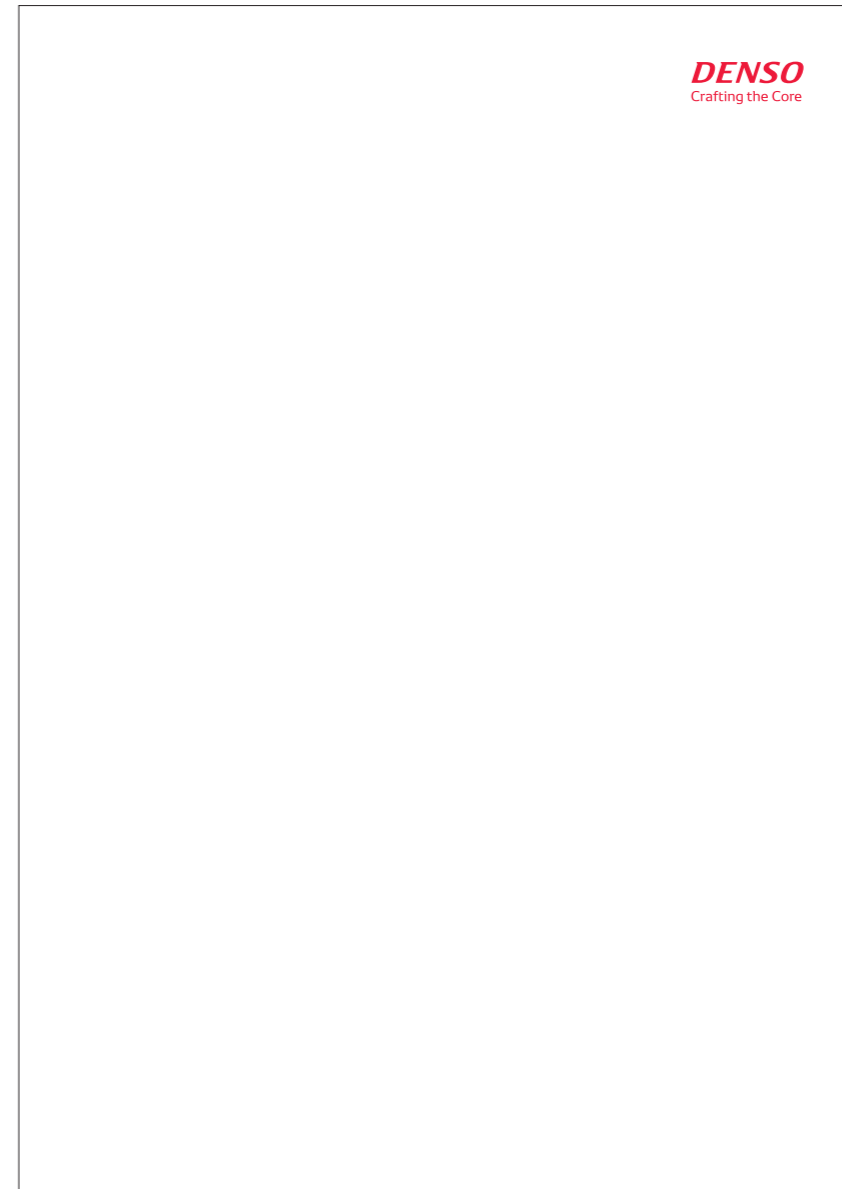
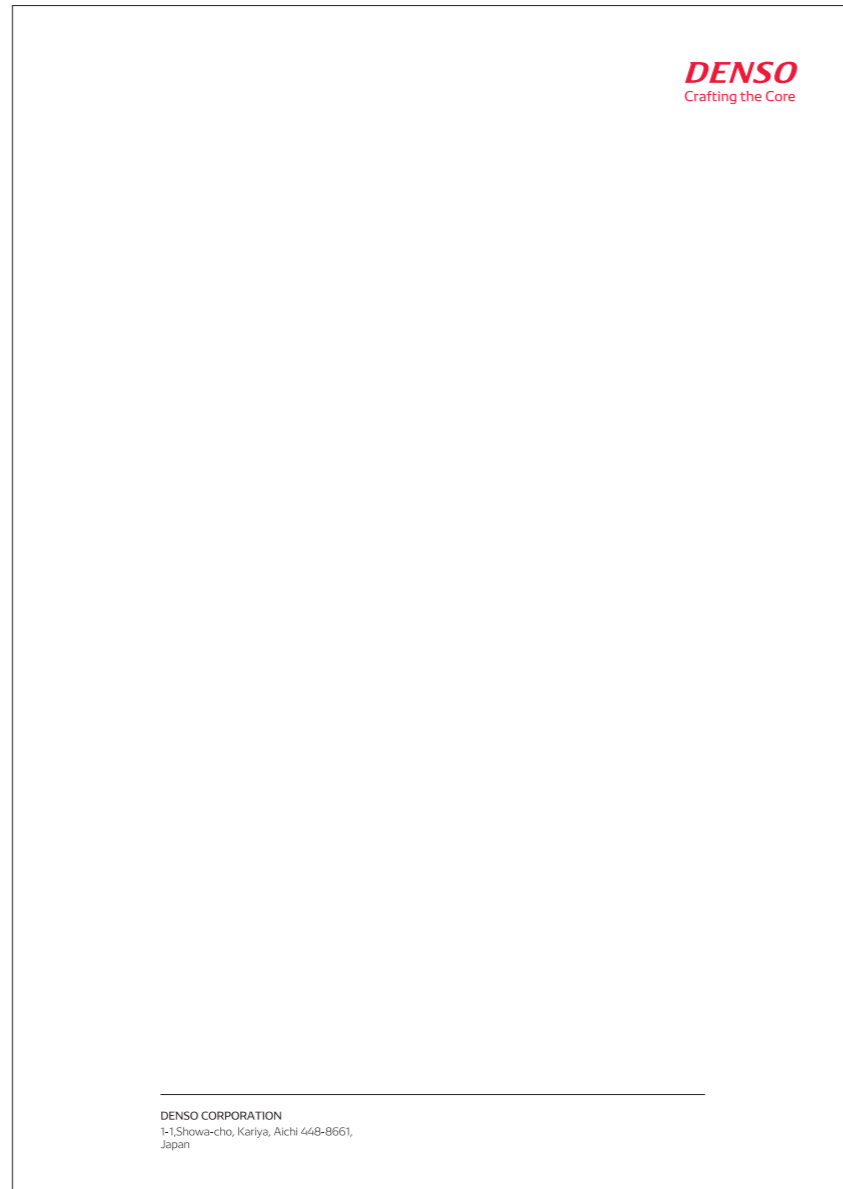


2-01-10

Application design sample

Office supplies

Letter Head (English)

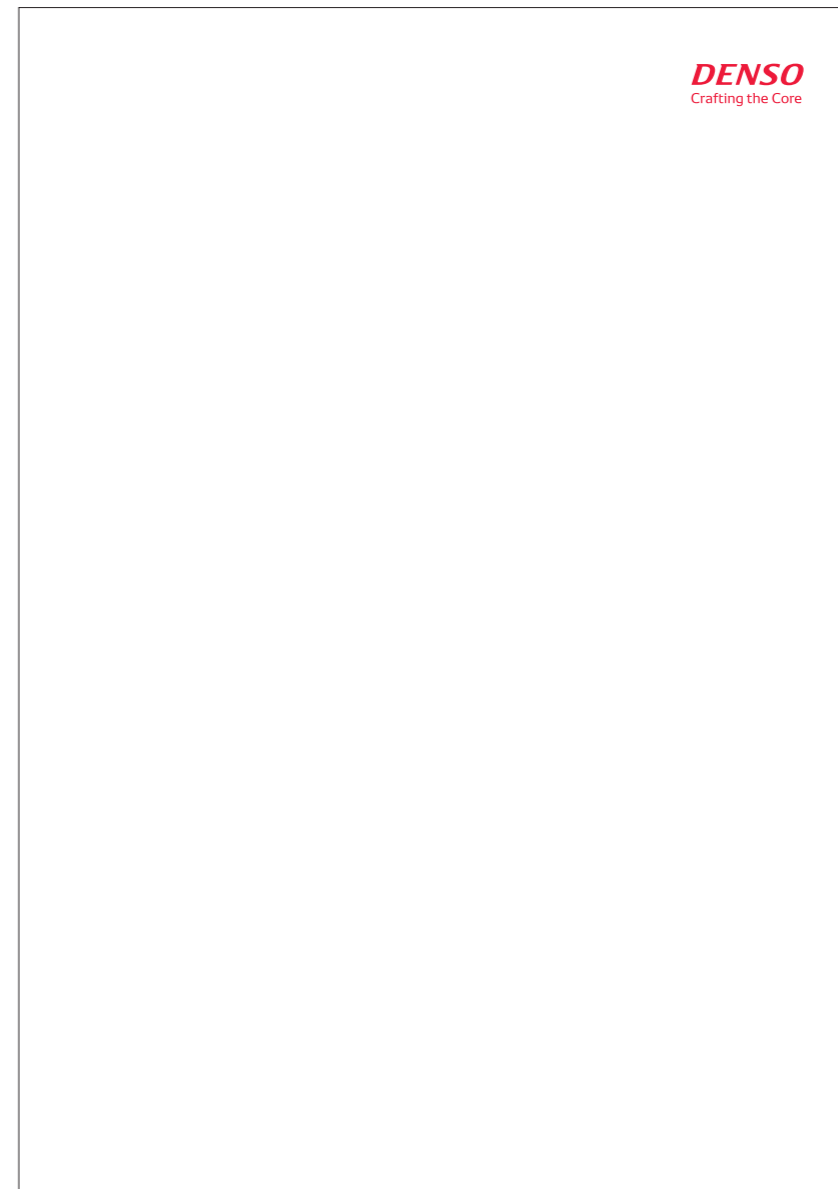
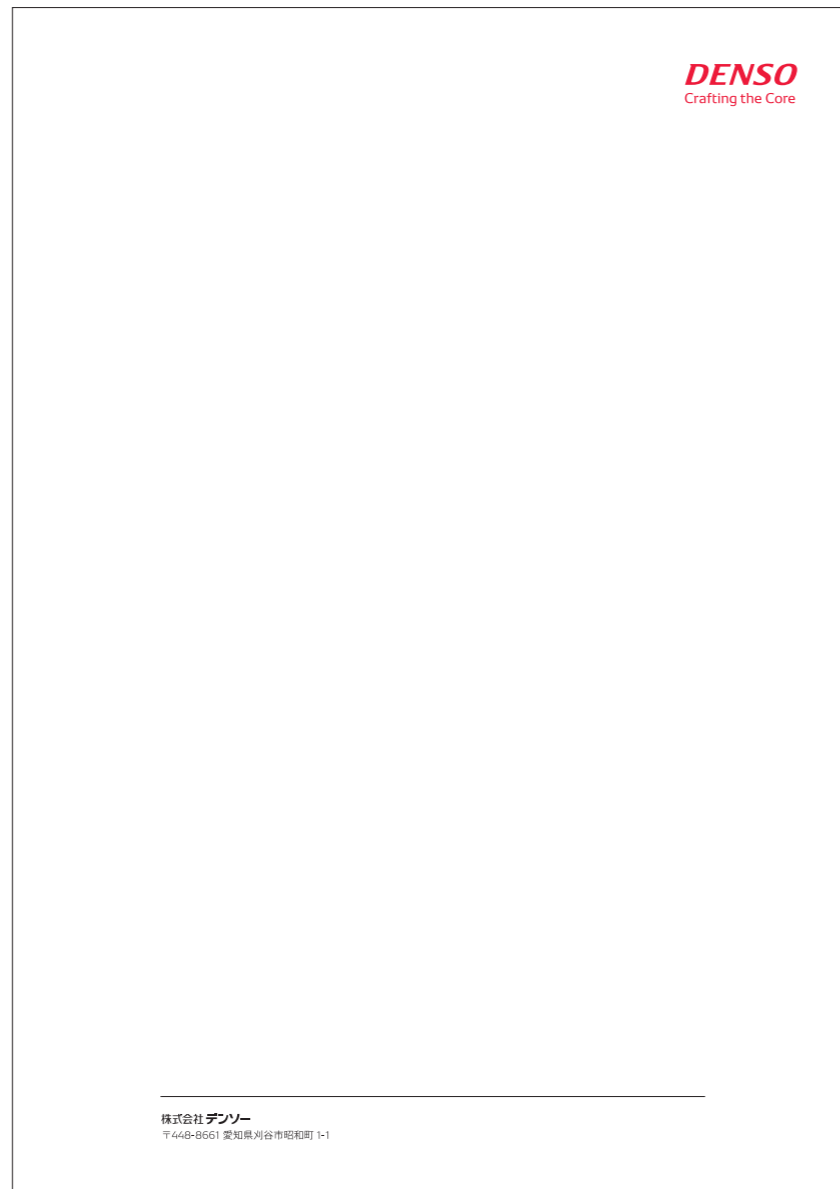


2-01-11

Application design sample

Office supplies

Letter Head (Japanese)



2-01-12

Application design sample

Office supplies

Paper bag

Big size



Small size



2-02

Application design sample

Printed publication

Periodical publication aimed outside the company

An example of printed publication is shown here. See "Printed publication design system" of the attached "Application design system (ADS)" for the detail.



The separate "Application design system (ADS)" is planned to be published in series.

2-03

Application design sample Advertisement

An example of advertising is shown.
Introduce D-cross to properly represent it
according to the rule of “basic design
element” shown in the first chapter.
A reference example is shown on the right.



2-04

Application design sample

WEB

Corporate Web site / SNS

An example of Web design is shown.

See the “DENSO Global Website Guideline” for the graphic expression to correctly deliver the DENSO corporate value on the Web or the guideline to achieve the UI design integrated in the site.



2-05

Application design sample

Digital media

Motion mark

Put the motion mark at the end of all movies.

No other logos than the specified motion mark are accepted.

You cannot edit videos and sounds.

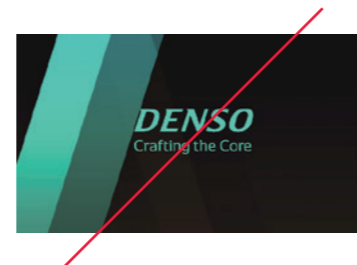
You cannot change the length of the videos.

See the attached "Multimedia library" for the detail of videos.



Don'ts: You cannot edit video and sound. You cannot change the length of an image.

color/length/layout



voice/music



shape



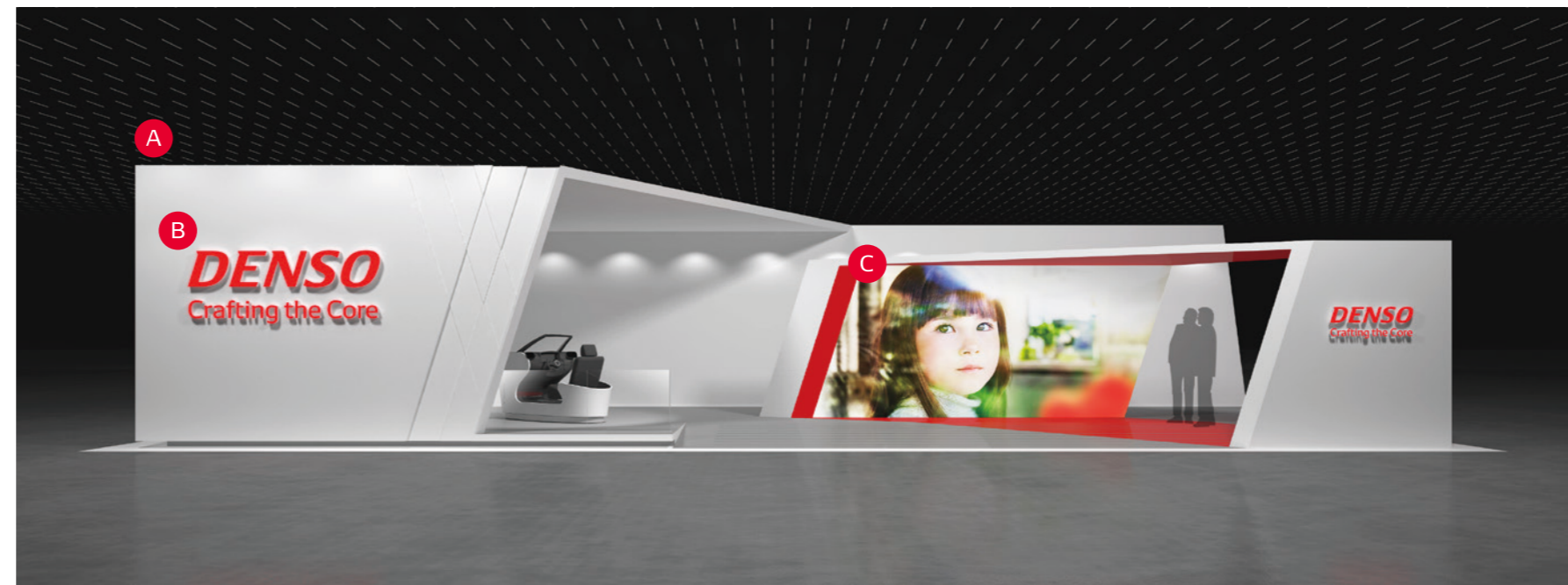
2-06-01

Application design sample

Space

Exhibition booth

See "Facility / exhibition design system" of the attached "Application design system (ADS)" for the detail.



- A** Key element
Place key elements in a tunnel form as the outermost part of the entire booth.



- B** Corporate mark and tag line
- Select vertical type setting / horizontal type setting for the Corporate mark and the tag line.
- Place the DENSO red letter color basically on a white wall.

- C** Key visual
Use it according to the property and the function of the space.
- Only 0-1 layer / only 2 layers / both
- Only environment / only security and safety / both
- Internal illumination / outdoor illumination

Graphics / shapes of buildings and fixtures: D-angle

- Composition of 17.5° lines and planes against horizontal and vertical view produces the depth and dynamism.
- Tilting to the right forms the basis when viewed from the reference viewpoint.
- Be careful to produce a symmetric impression of the entire space.
- The angle does not have to be exactly 17.5°.
- Do not use curved lines and surfaces.

Color balance



White: 50-60%

Denso red: 20-40%

Crafting blue: 10-20%

Denso gray: 10-20%

Graphics, fonts

Place basic design elements "D-line", "D-cross" and "Corporate fonts" properly.

2-06-02

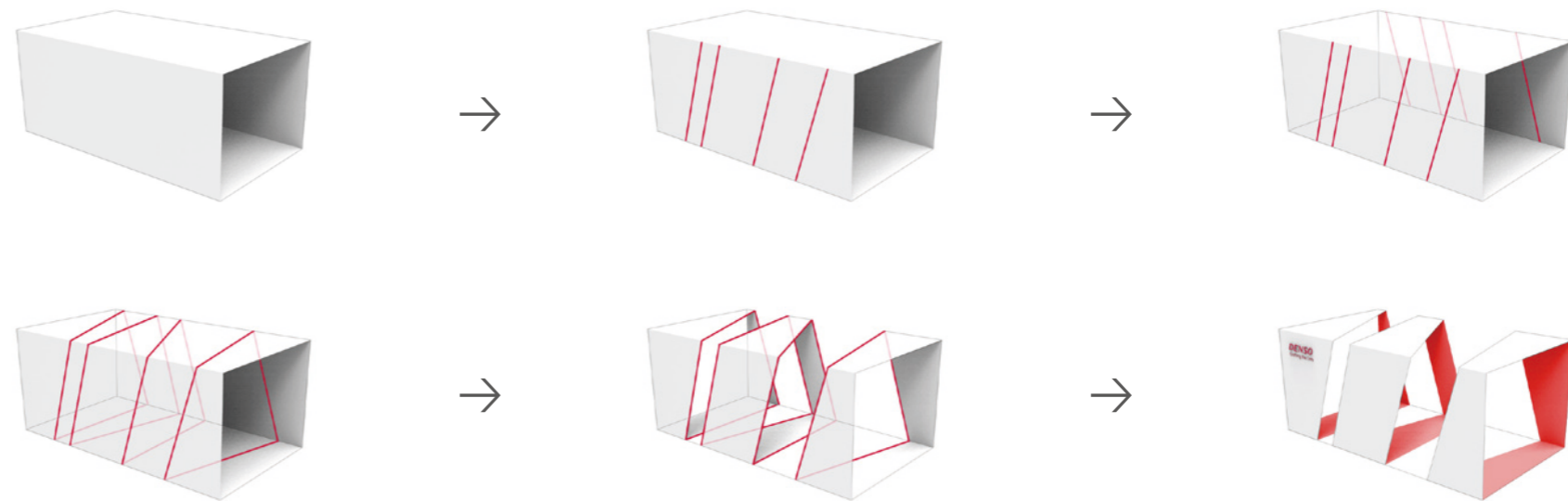
Application design sample

Space

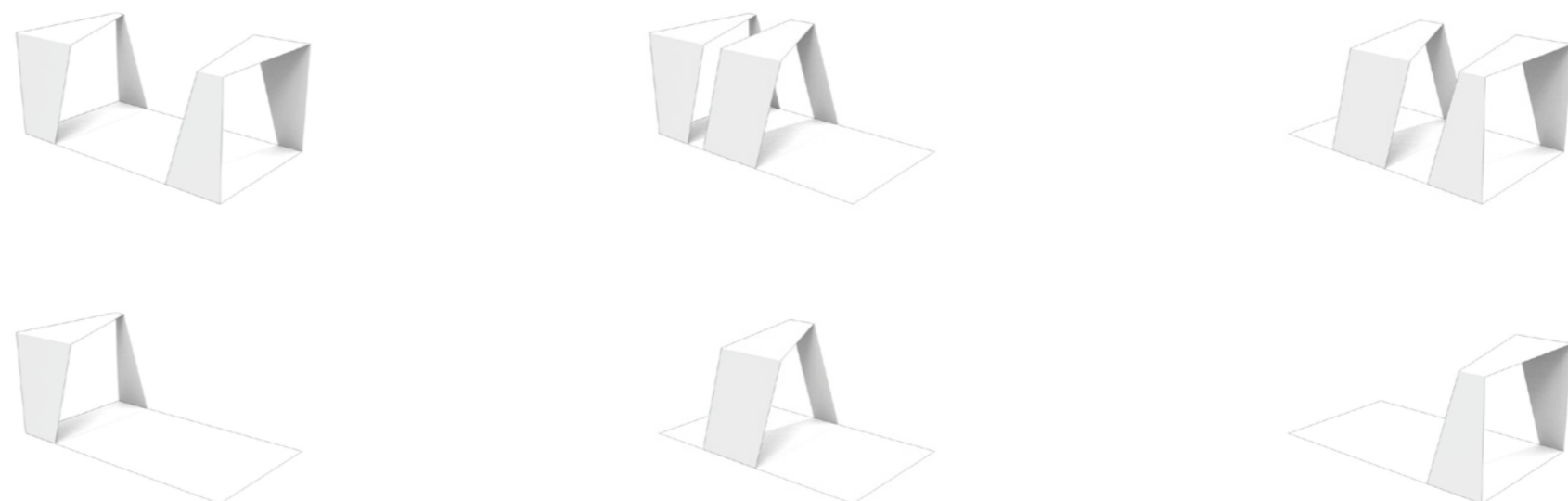
Exhibition booth / Key element

See "Facility / exhibition design system" of the attached "Application design system (ADS)" for the detail.

Configuration method



Development pattern

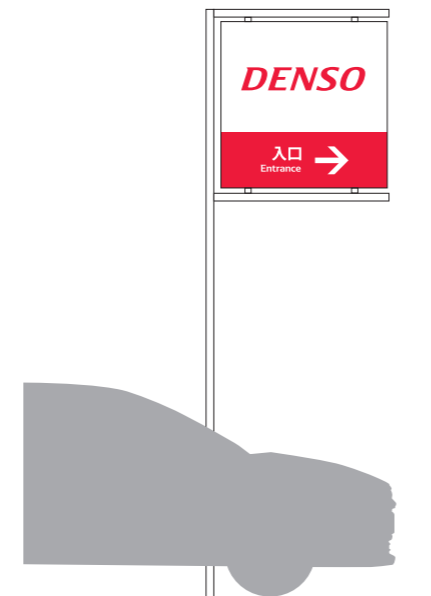


2-06-03

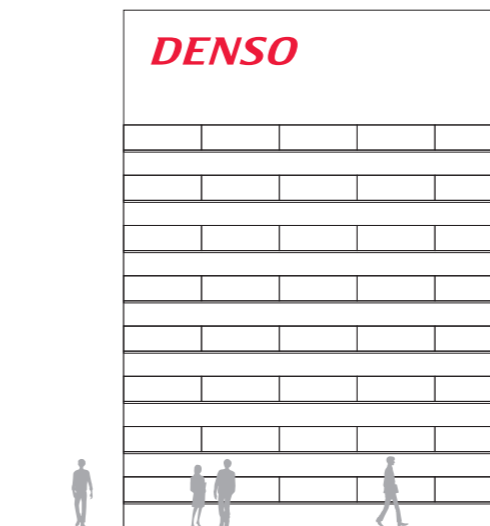
Application design sample Space Signature

See "Facility / exhibition design system" of the attached "Application design system (ADS)" for the detail.

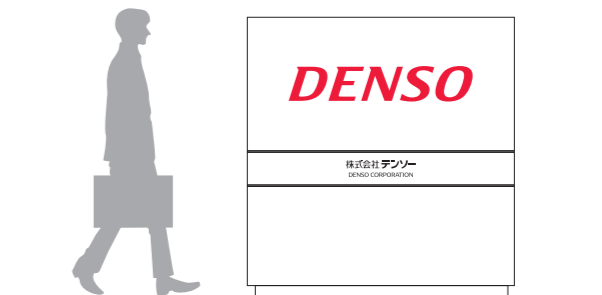
Directional signage for facilities / factories



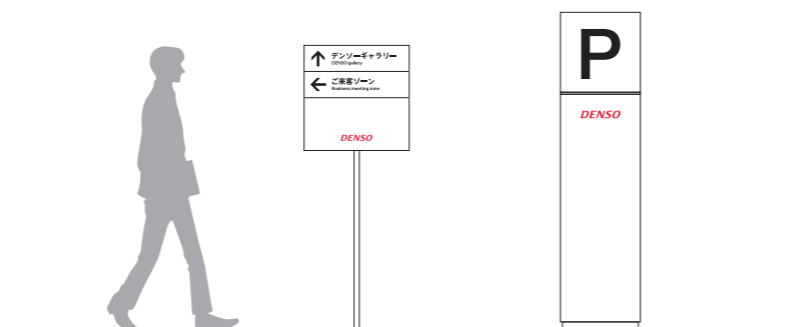
Company's building wall signage



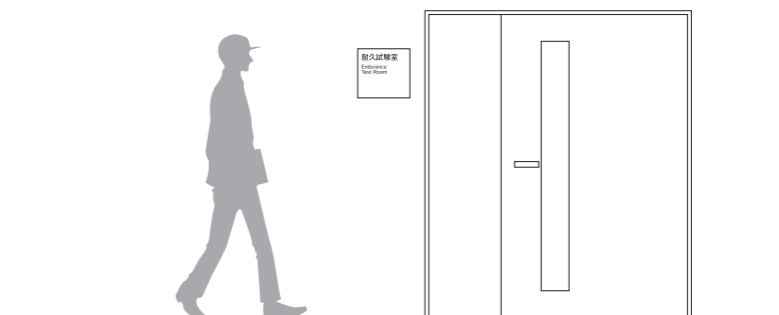
Entrance signage



Signature of Facility precincts



Doorplate



2-06-04

Application design sample
Space
Facility entrance

See “Facility / exhibition design system” of the attached “Application design system (ADS)” for the detail.



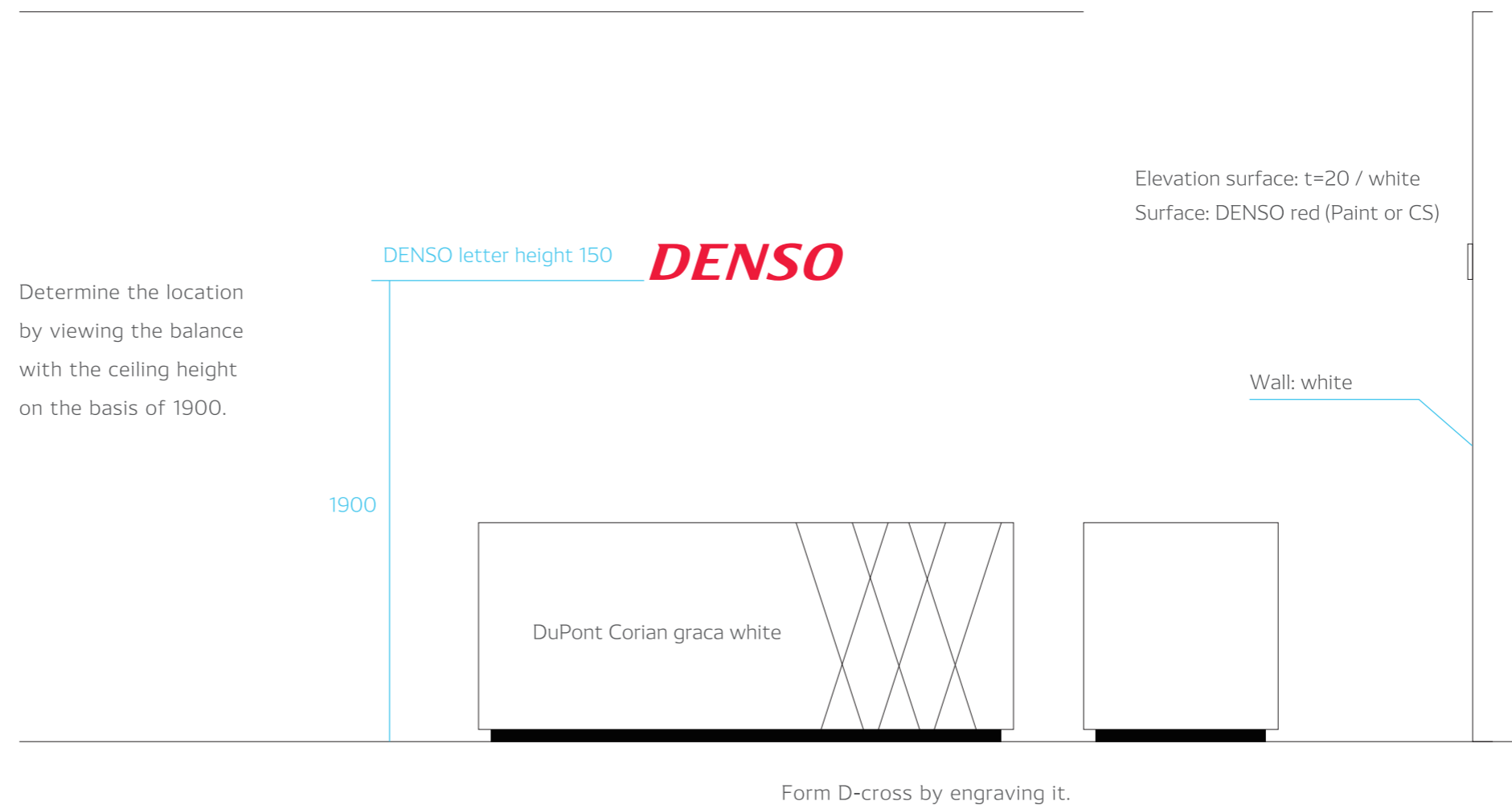
- A** Reception
Display the company mark in Denso red on a white background.
*It is possible to put a tag line.
Form D-cross by engraving it on the wall or the counter.

- B** Place D-line / D-cross.

2-06-05

Application design sample Space Facility entrance Reception

See "Facility / exhibition design system" of the attached "Application design system (ADS)" for the detail.

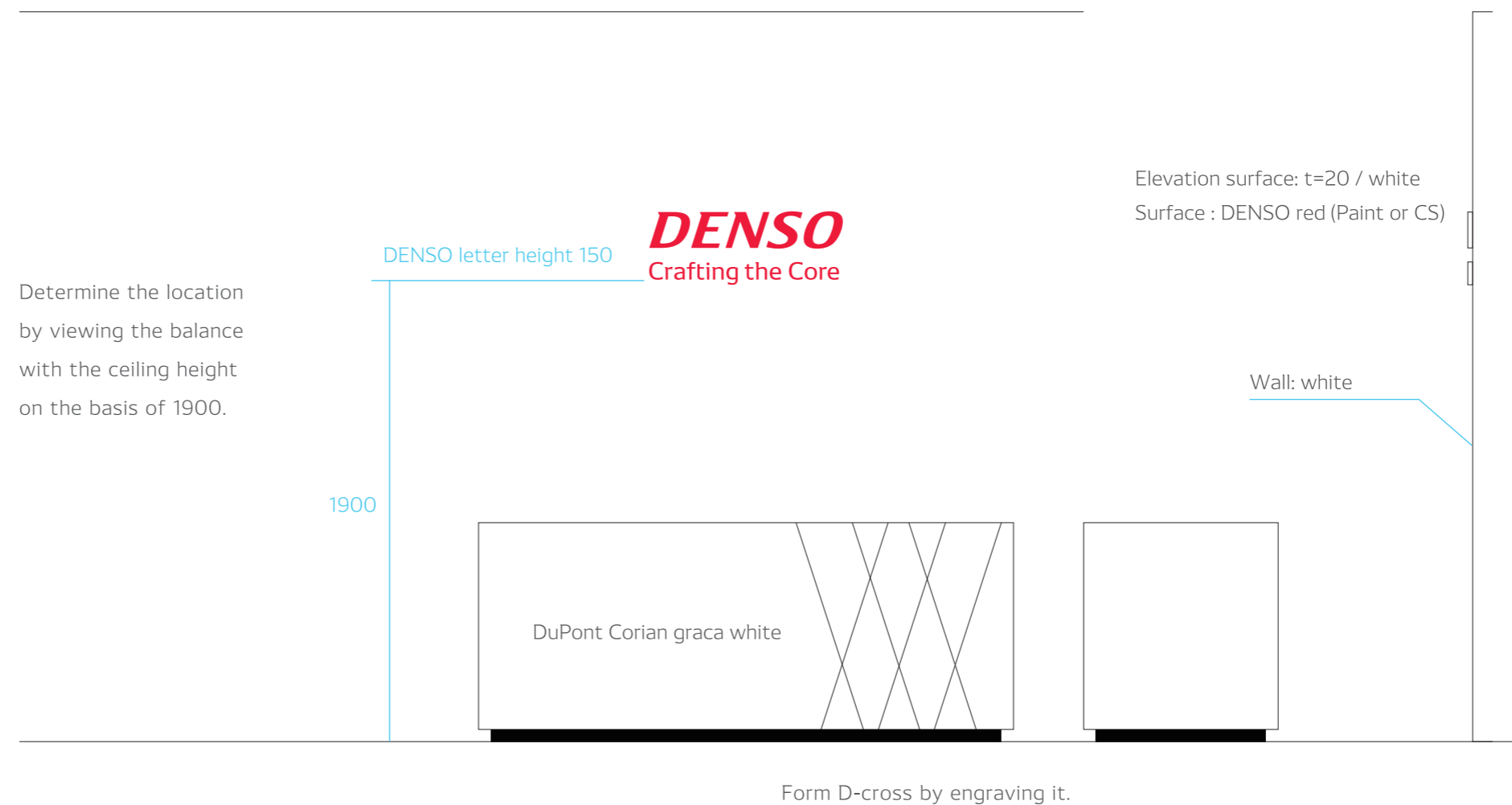


The separate "Application design system (ADS)" is planned to be published in series.
Values are all expressed in units of mm.

2-06-06

Application design sample Space Facility entrance Reception

See "Facility / exhibition design system" of the attached "Application design system (ADS)" for the detail.

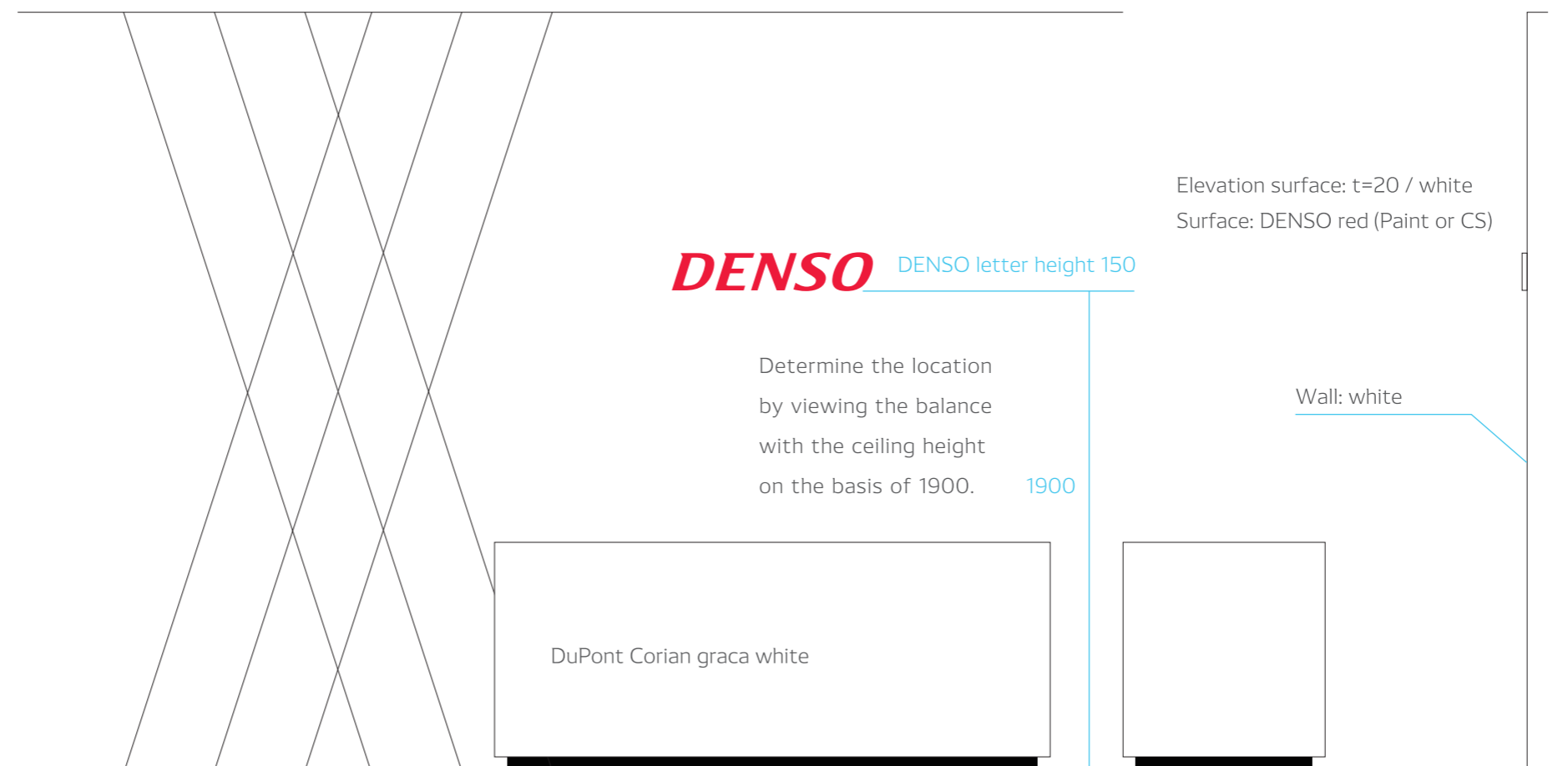


The separate "Application design system (ADS)" is planned to be published in series.
Values are all expressed in units of mm.

2-06-07

Application design sample Space Facility entrance Reception

See "Facility / exhibition design system" of the attached "Application design system (ADS)" for the detail.



Form D-cross by engraving it.

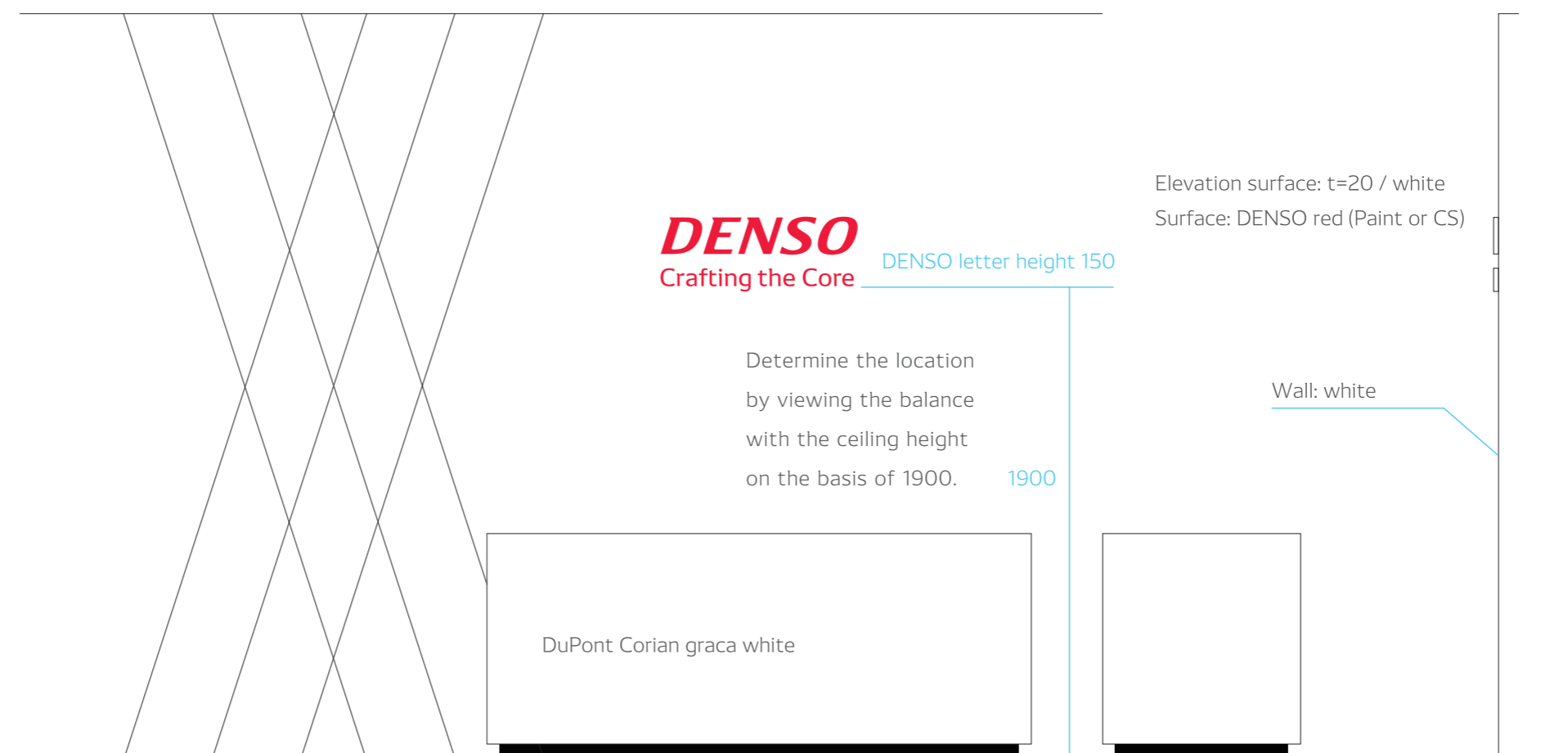
You are not admitted in the counter when D-cross is put on the wall.

The separate "Application design system (ADS)" is planned to be published in series.
Values are all expressed in units of mm.

2-06-08

Application design sample Space Facility entrance Reception

See "Facility / exhibition design system" of the attached "Application design system (ADS)" for the detail.



Form D-cross by engraving it.

You are not admitted in the counter when D-cross is put on the wall.

The separate "Application design system (ADS)" is planned to be published in series.
Values are all expressed in units of mm.

2-07-01

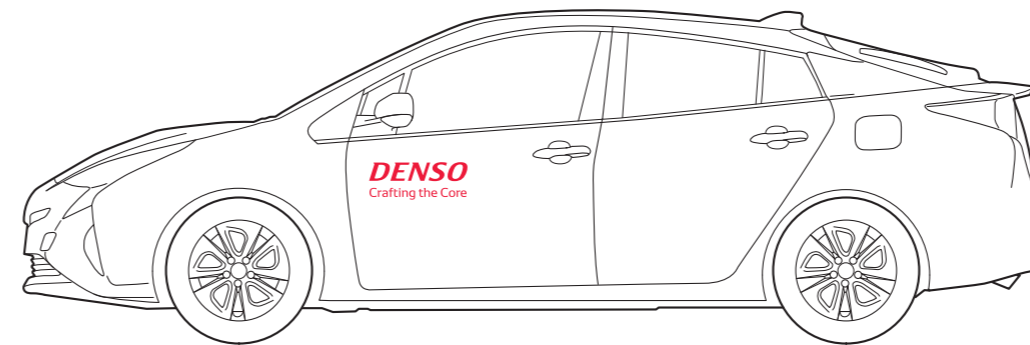
Application design sample

Vehicle

Company-owned car

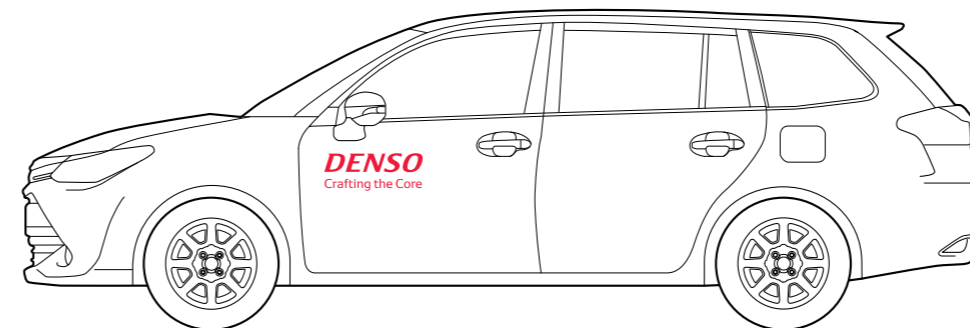
Hatchback

Side: Corporate mark with tag line



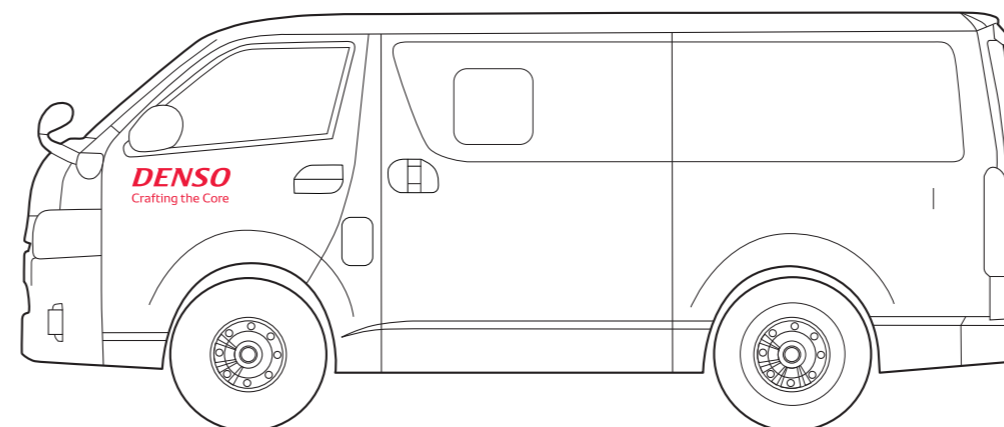
Station wagon

Side: Corporate mark with tag line



Minivan

Side: Corporate mark with tag line



2-07-02

Application design sample

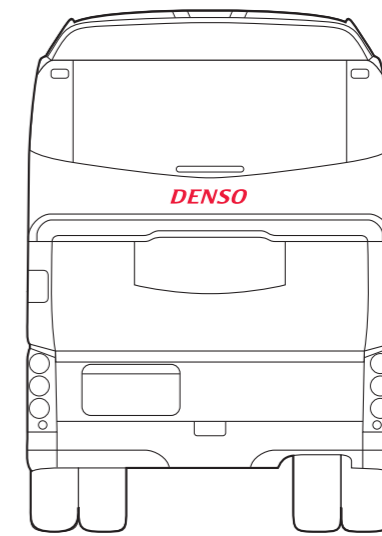
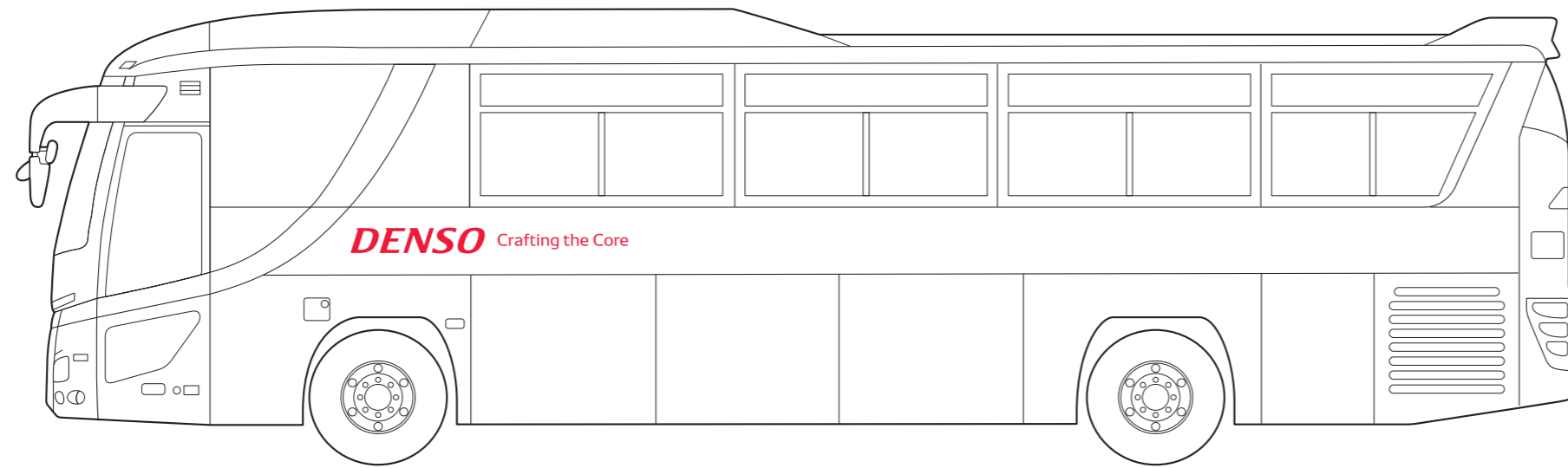
Vehicle

Company-owned bus

Motorcoach for visitors

Both sides: Corporate mark with tag line

Rear: Only corporate mark



2-07-03

Application design sample

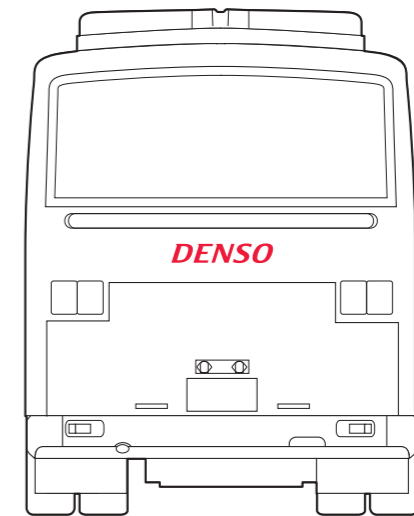
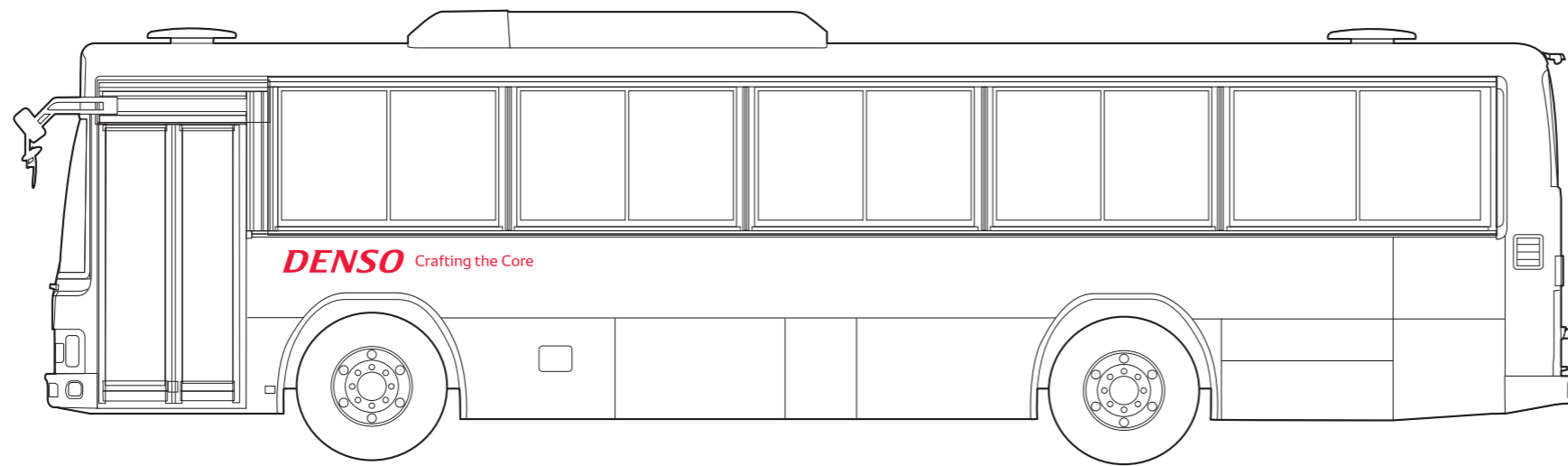
Vehicle

Company-owned bus

Commuter motorcoach

Both sides: Corporate mark with tag line

Rear: Only corporate mark



2-07-04

Application design sample

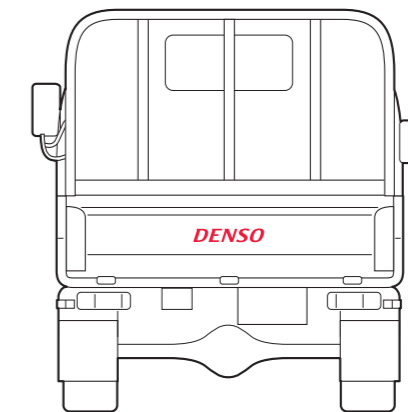
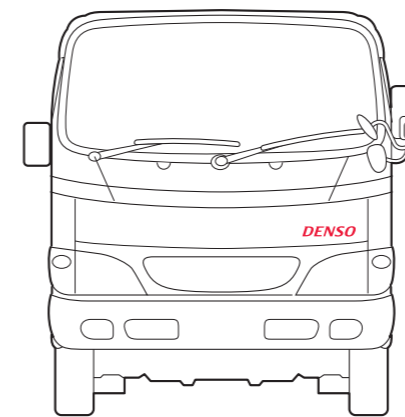
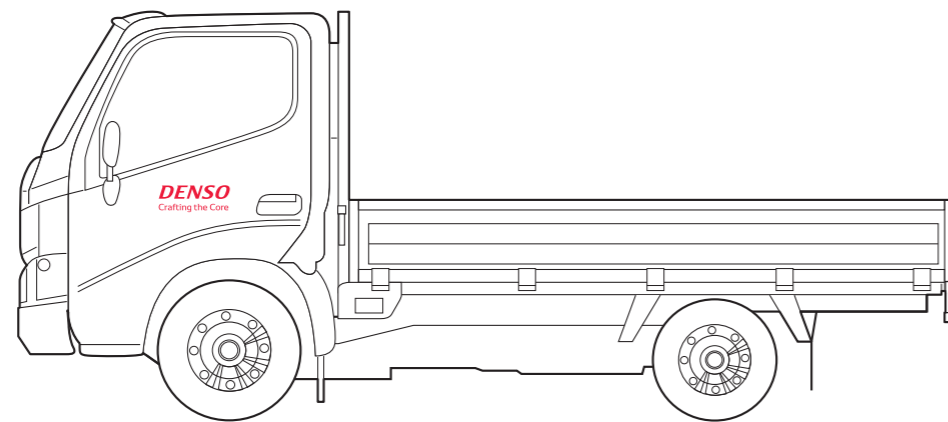
Vehicle

Company-owned truck

Truck

Both sides: Corporate mark with tag line

Rear: Only corporate mark



2-08-01

Application design sample

Presentation

Slide

See "Presentation design system" of the attached "Application design system (ADS)" for the detail.



16 : 9



4 : 3

The separate "Application design system (ADS)" is planned to be published in series.

Application design sample
Presentation
Panel

See "Presentation design system" of the attached "Application design system (ADS)" for the detail.

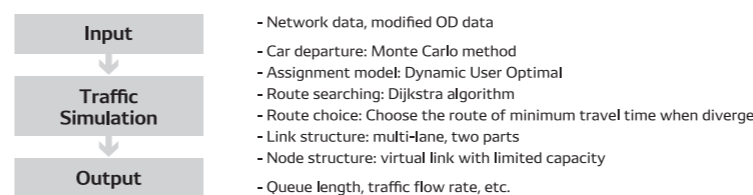
A Traffic Simulation for Hyper-congestion Traffic Flow on Shanghai Urban Expressway

Overview

To alleviate severe hyper-congestion in metropolis like Shanghai, the techniques of Automated Driving and Advanced Driver Assistance Systems (ADAS) would be quite hopeful. For research and practice on these techniques, a simulator for hyper-congestion is highly desired to enable traffic reproducibility. Therefore, this study aims to develop a hyper-congestion based mesoscopic simulator.

Configuration

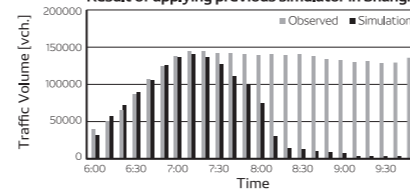
1. Basic Simulator Structure



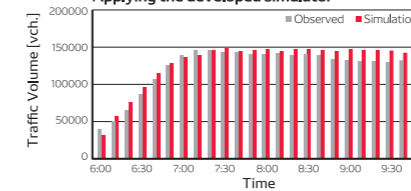
2. Advantage of the Developed Simulator:

fine reproducibility of hyper-congestion which is lacked in previous simulator like AimSun, Vissim

Result of applying previous simulator in Shanghai



Applying the developed simulator



Gridlock arises when traffic demand is high

Solution by mainly proposing three key innovations

- 1) Virtual link structure
- 2) State-updating algorithm
- 3) Two phases of density-speed (K-V) curves

Features

1. A hyper-congestion based mesoscopic simulator is realized to enable reproducibility of hyper-congestion superior to other simulators.
2. The promising benefits of ADAS application could be possibly evaluated using this simulator.

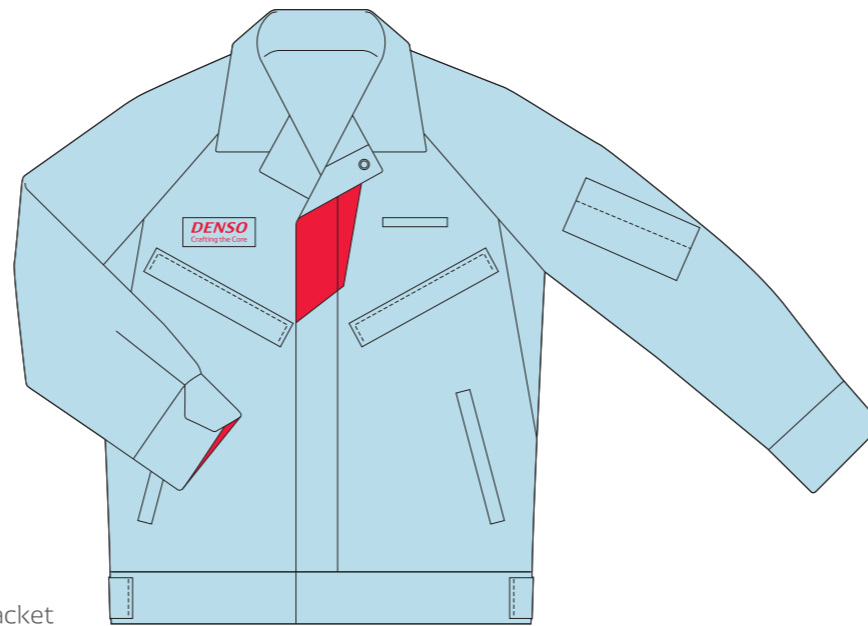


2-09-01

Application design sample Company uniform

This is the DENSO's uniform with which each associate is conscious about relationship with the company and colleagues and can feel proud of it.

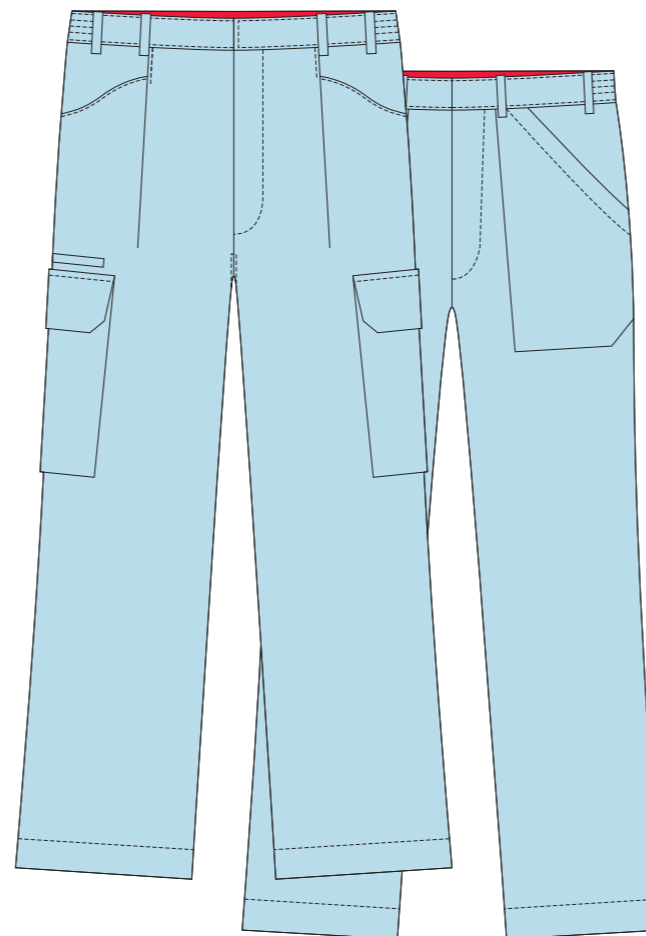
We are conscious about securing the function in our workplace and safety and are particular about mobility and functionality.



Crafting suit / jacket



Cap



Pants (cargo type)

Pants (slim type)



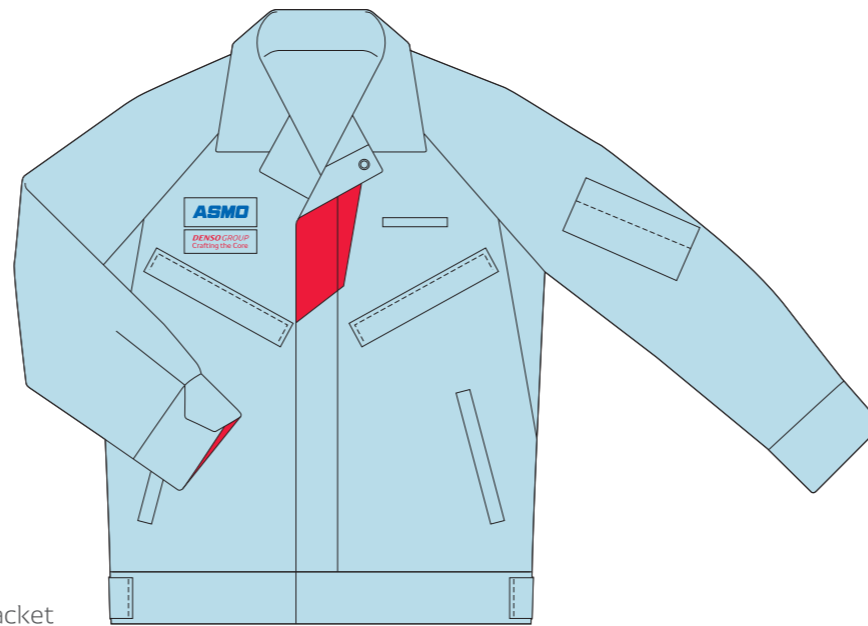
Safety shoes

2-09-02

Application design sample

Company uniform

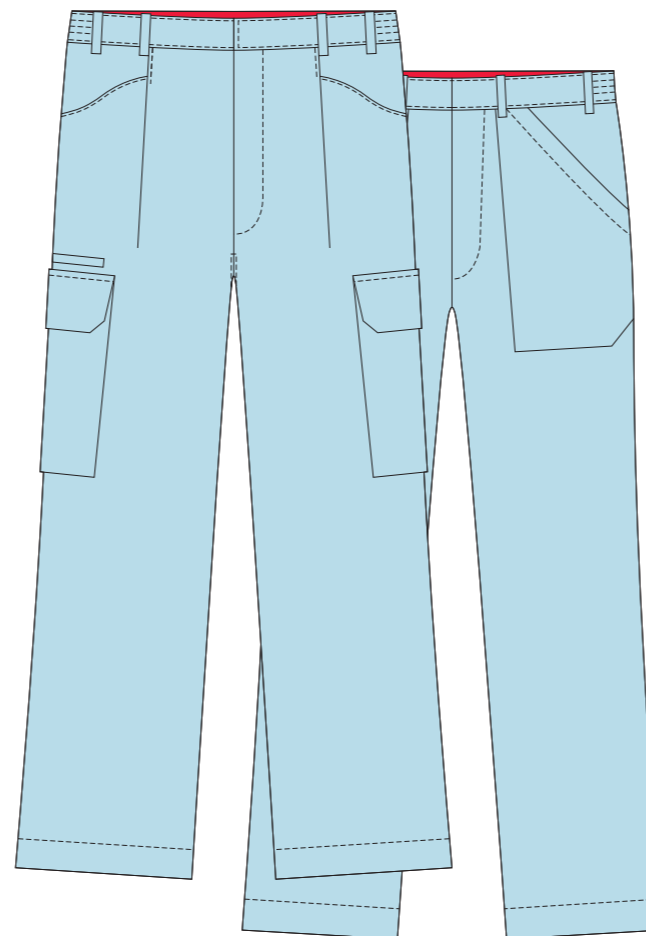
Group company / DENSO GROUP mark with tag line



Crafting suit / jacket



Cap



Pants (cargo type)

Pants (slim type)



Safety shoes

3

/ Aftermarket &
Service Business /

3-01

Aftermarket & service business

Aftermarket & service business mark

This is the DENSO aftermarket & service - arc mark used in the aftermarket & service business.

The arc extending up and down (hereinafter called DENSO - arc) shows the global view and activity while the reliability and the spirit of innovation of DENSO shows how the next generation responds to the expectations.

Use DENSO red for the color and white for the corporate mark and the DENSO - arc. You can use outlined corporate mark and DENSO - arc (the background color should be close to white) using black only for black - and - white print.

The size and the position of the corporate mark changes depending on the applied item. See "Aftermarket & service design system" of the attached "Application design system (ADS)" and follow the rules for each item.



Appendix

Appendix

Multimedia library

Pictures, videos and illustration material are stored in the multimedia library.

You can use these images according to the rule.

See the multimedia library for the detail.

<http://media.library.globaldenso.com/mlib/inf/MediaMain.do>

