DENSO
Crafting the Core

Application Design System

Facilities & Exhibition Design System

Introduction

"Application Design System (ADS) - Facilities & Exhibition Design System" provides a set of guidelines for producing "Space Design" mentioned in DENSO Corporate Identity Design System (CIS).

Please closely follow the instructions in this Manual in order to effectively convey DENSO's corporate image in the space designs at exhibitions, facility entrances and so on where customers are welcomed or on the signs indoors and outdoors which are exposed to the public.

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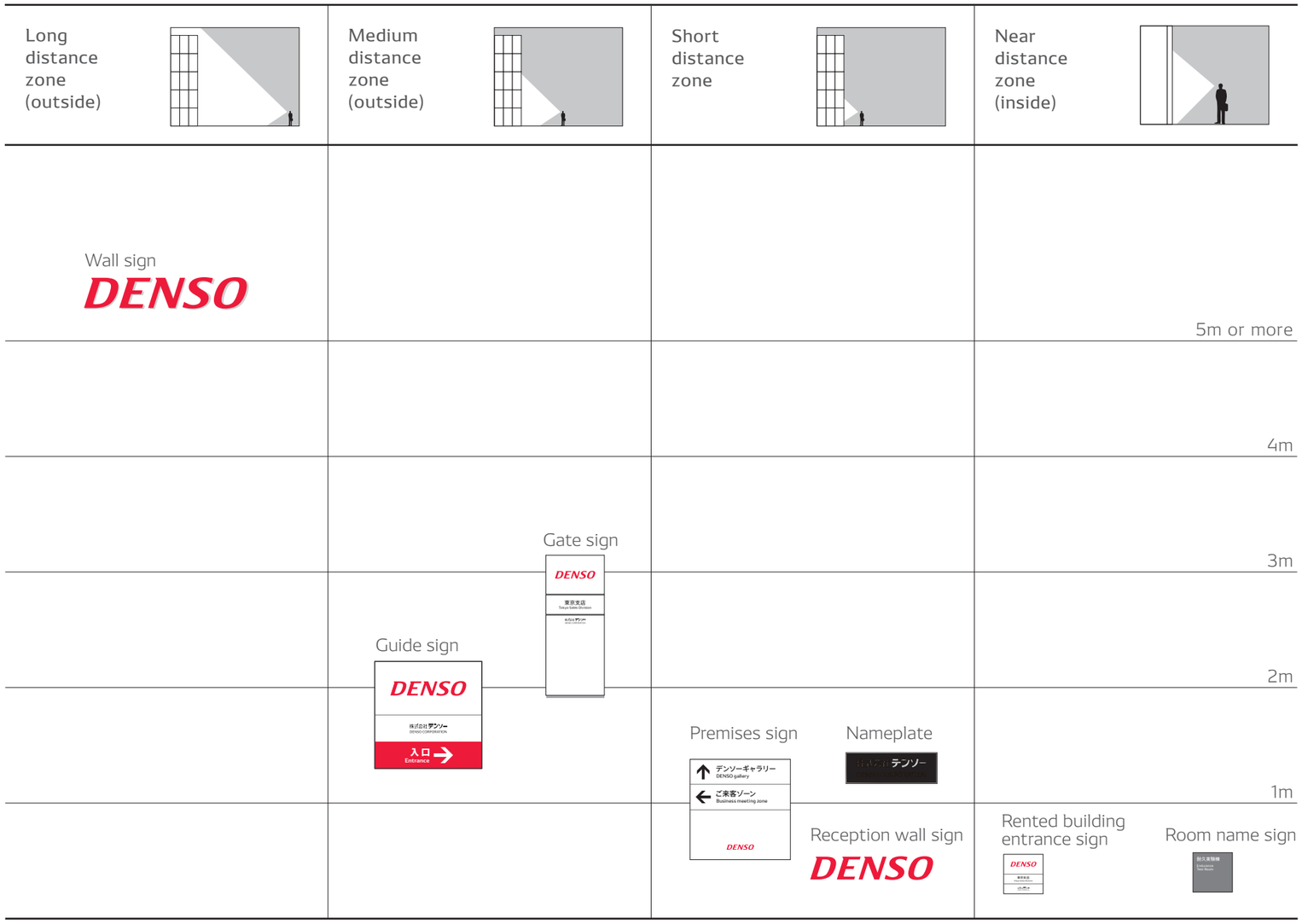
1

/ Facilities /

1-01-01

Facilities
Signs
Visual range sign chart

This is Corporate Sign System Chart showing various visual ranges.
The signs are categorized into 4 types: long distance zone, medium distance zone, short distance zone, and near distance zone.
The long distance zone has wall signs; medium distance zone has gate signs and guide signs; short distance zone has Premises signs, DENSO nameplates, reception wall signs; and near distance zone has rented building entrance signs, room name signs, and so on.
These signs have different purposes and roles and therefore their information, functions, shapes and installation locations are also varied.
Please make sure to fully understand the designated purposes and roles so as not to detract from the visual consistency of the entire system.

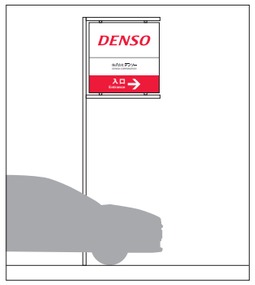


1-01-02

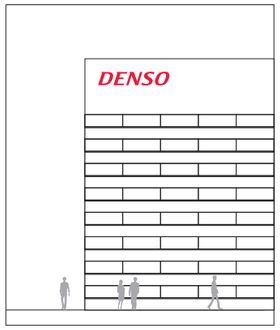
Facilities
Signs
Location category sign chart

The chart shows a basic example of utilizing signs along with the traffic line consisting of facility guide sign installed outside the facility or factory premises, company building wall sign, gate sign, various premises sign like right examples, reception wall sign and so on. Each sign has its purpose and role depending on its installation location and therefore it is necessary to consider the intended information, function, shape, installation location and size.
Visitors can be smoothly guided to the facility by arranging appropriate signs along the flow line.

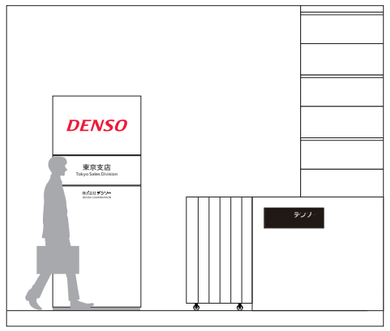
Installation example



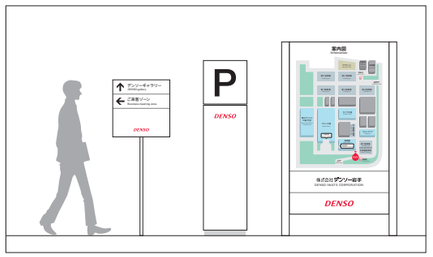
Facility guide sign



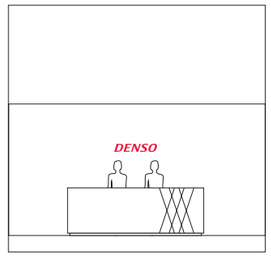
Company building wall sign



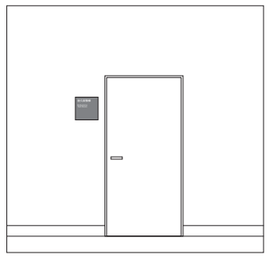
Gate sign / nameplate



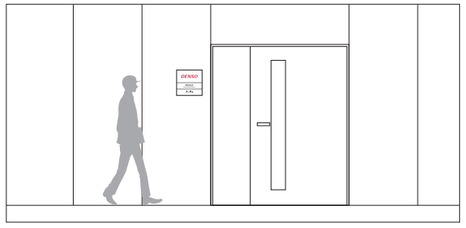
Premises sign



Reception wall sign



Room name sign



Rented building entrance sign

1-01-03

Facilities
Signs
Facility guide signs

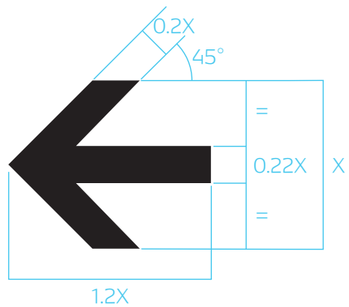
Facility guide signs installed outside the facility or factory premises are designed to guide visitors smoothly to DENSO facility. Make sure to select the sign shape which suits the surroundings of installation locations.

Square 1:1

Wide rectangular 1:3

Tall rectangular 1:4

Rules for designing an arrow



1-01-04

Facilities
Signs
Facility guide signs (Square)

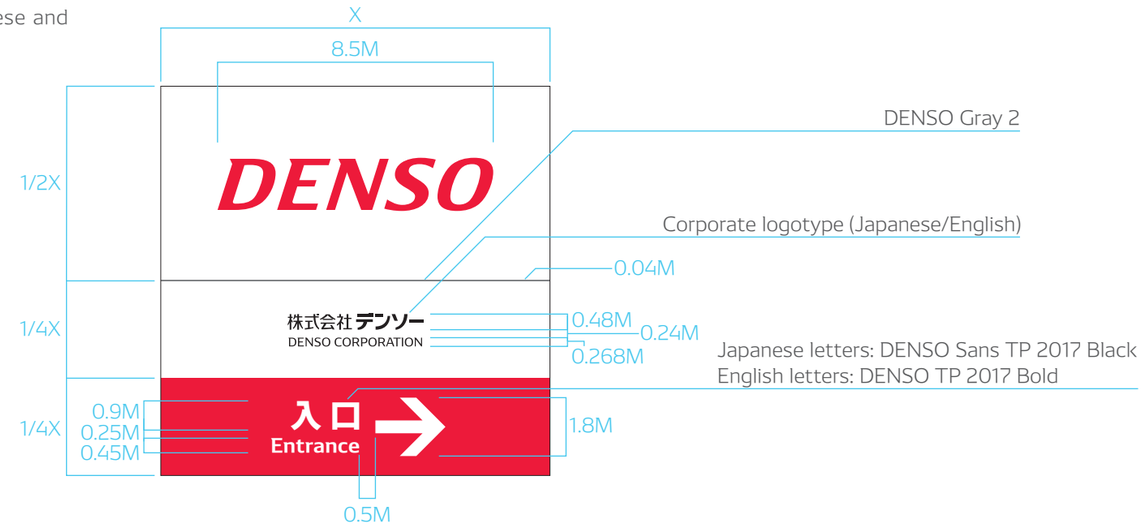
The guidelines provide rules for production of a square facility guide sign to be installed outside the facility or factory premises. There are rules for the size, shape, indication positions and layout of corporate mark, corporate logotype, and arrows.

* Please check and observe the local laws and regulations regarding outdoor advertisements and landscape preservation in the planning stages.

Square 1:1

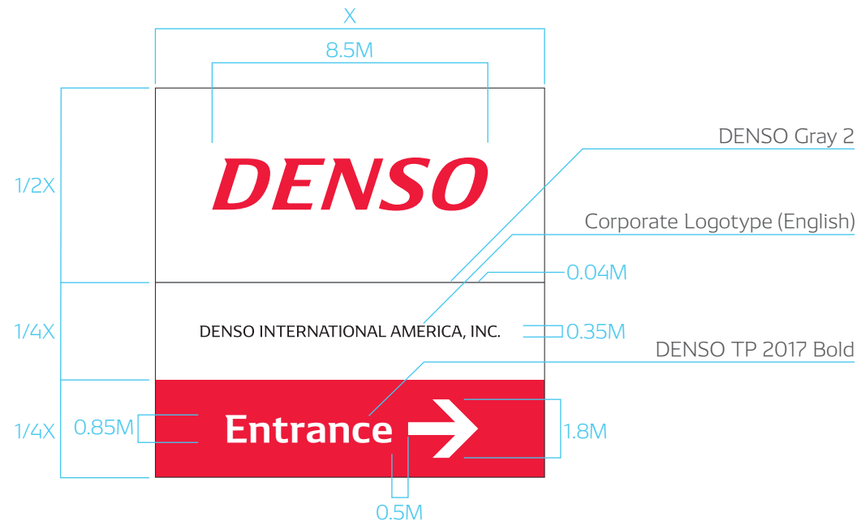
Both in Japanese and English signs

M=1/12X



In English

M=1/12X



	DENSO Red	White	DENSO Black	DENSO Gray 2
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL	JS-1028SCL	JS-1500XL	–
PANTONE®	PANTONE® 199 C	–	PANTONE® Process Black	PANTONE® Cool Gray 8C

1-01-05

Facilities

Signs

Facility guide signs (Wide rectangular / Tall rectangular)

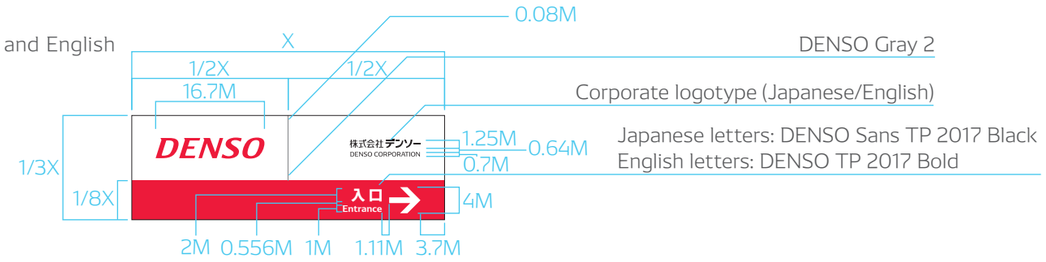
The guidelines provide rules for production of a wide rectangular or tall rectangular facility guide sign installed outside the facility or factory premises.
Follow the rules shown on the right to arrange the corporate mark, the corporate logotype, and arrows.

* Please check and observe the local laws and regulations regarding outdoor advertisements and landscape preservation in the planning stages.

Wide rectangular 1:3

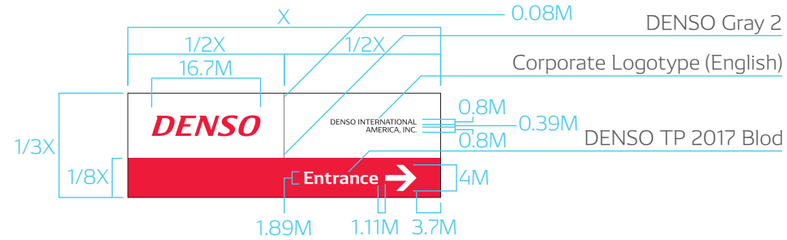
Both in Japanese and English

M=1/48X



In English

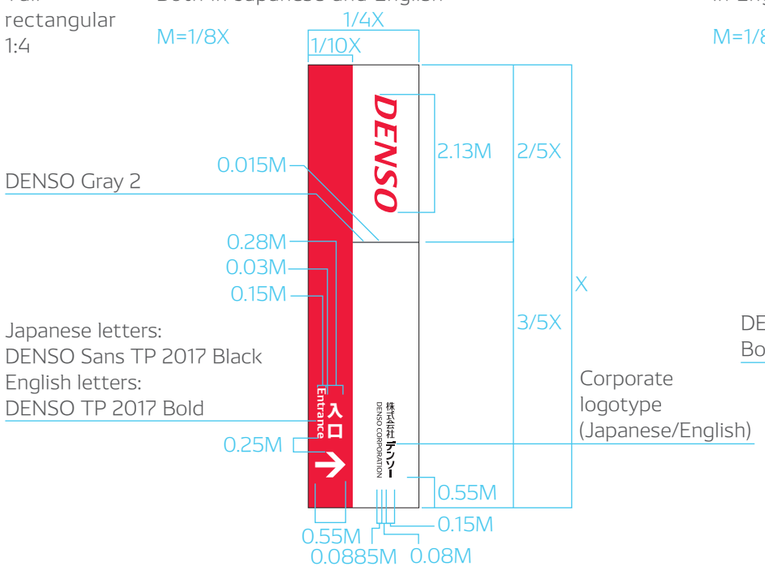
M=1/48X



Tall rectangular 1:4

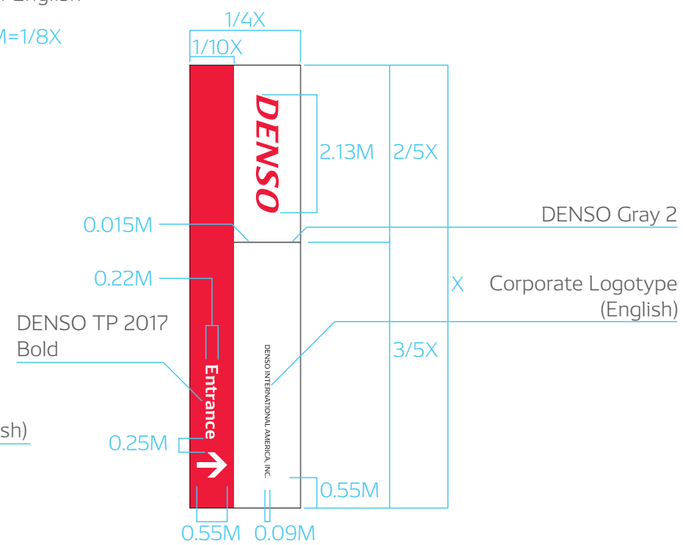
Both in Japanese and English

M=1/8X



In English

M=1/8X



	DENSO Red	White	DENSO Black	DENSO Gray 2
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL	JS-1028SCL	JS-1500XL	–
PANTONE®	PANTONE® 199 C	–	PANTONE® Process Black	PANTONE® Cool Gray 8C

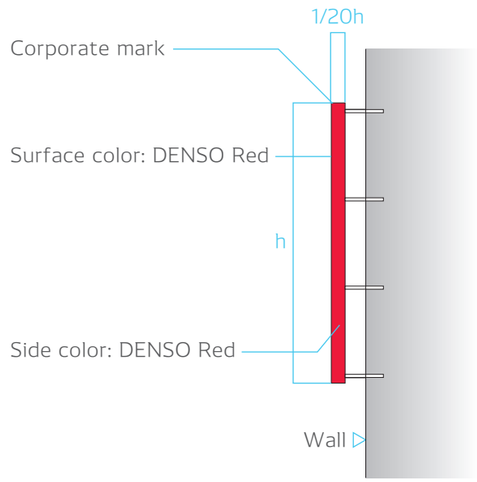
1-01-06

Facilities
Signs
Company building wall signs (3-D rules)

The guidelines are for company building wall signs.

* Please check and observe the local laws and regulations regarding outdoor advertisements and landscape preservation in the planning stages.

Cross-section a–a'



	DENSO Red
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL
PANTONE®	PANTONE®199 C

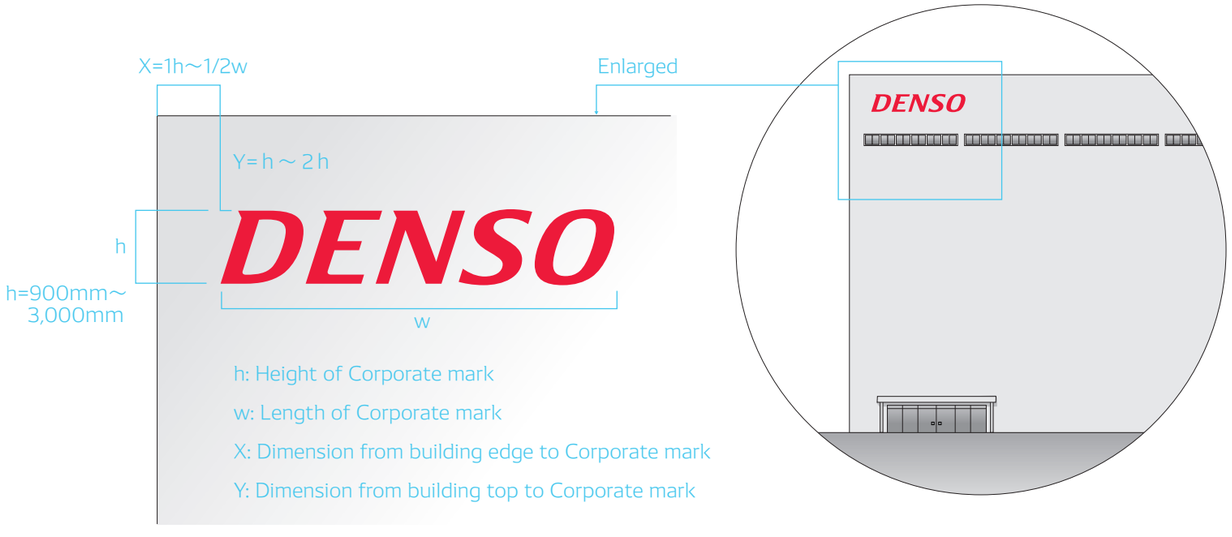
1-01-07

Facilities

Signs

Company building wall signs (Installation location / Size)

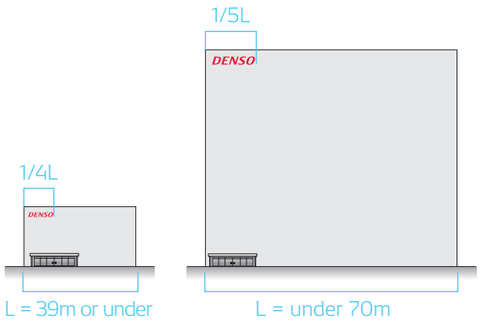
The guidelines provide rules for the installation locations and sizes of company building signs installed on the walls.



a) Facilities of L = under 70m

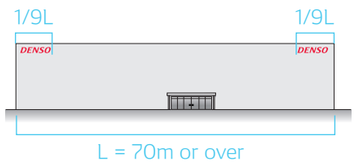
Install within 1/5L from building edge. * 1

* 1 In case L = under 39m, 1/4L applies.



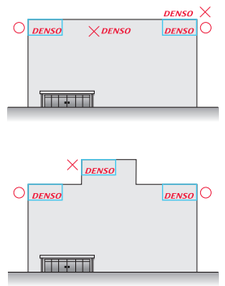
b) Facilities of L = 70m or over

Install within 1/9L from building edge.



Caution

It is not allowed to install signs to towers or narrow walls of L = under 1/2L



1-01-08

Facilities
Signs
Gate signs / Nameplates

Gate signs/nameplates installed at the entrance of facilities or factories are designed to inform visitors of the correct facility name and guide them to the entrance. They are designed in the 3 shapes of square, wide rectangular and tall rectangular. An optimal shape should be selected according to the installation locations.

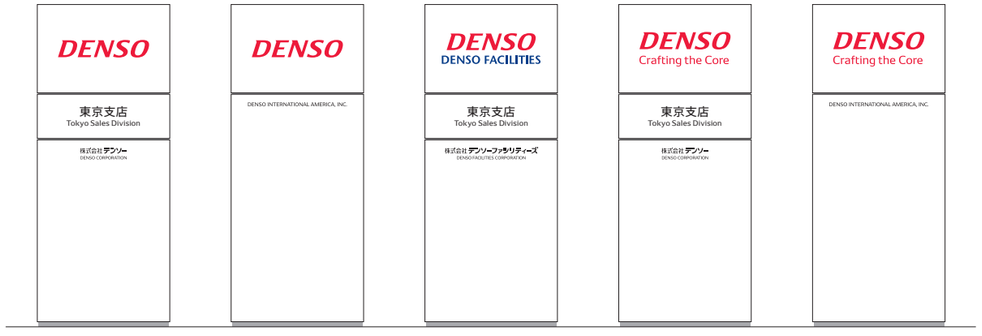
It is possible to add a tag line to the corporate mark to intensify the corporate message.

* Tag line is not a permanent design but subject to change or removal even within 10 years.
Please keep in mind that the above change or removal incurs cost when considering adding the tag line.

Square

Wide rectangular

Tall rectangular



Nameplate

1-01-09

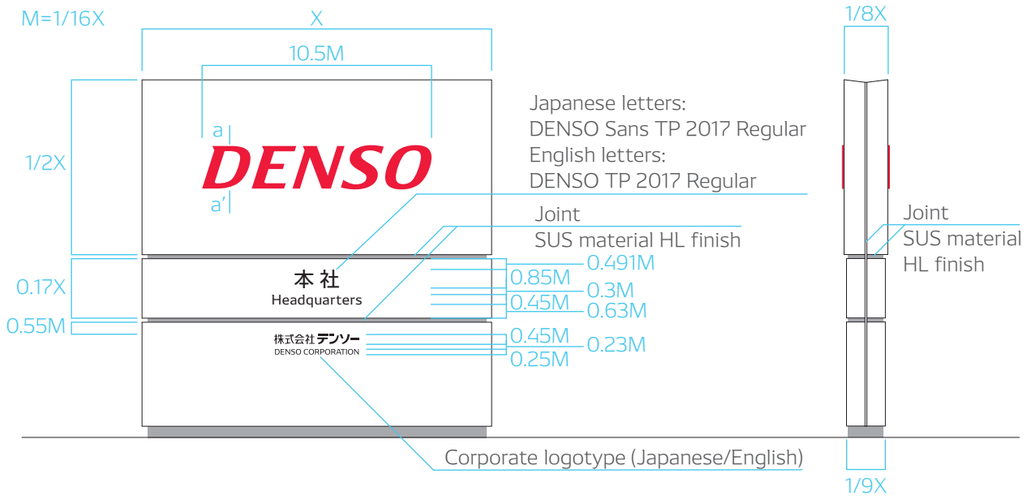
Facilities

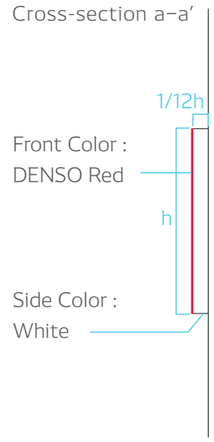
Signs

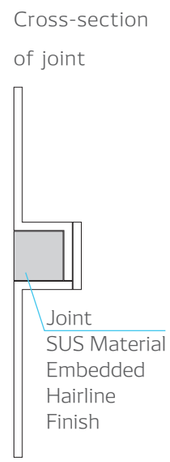
Gate signs (Square: facility name, corporate logotype)

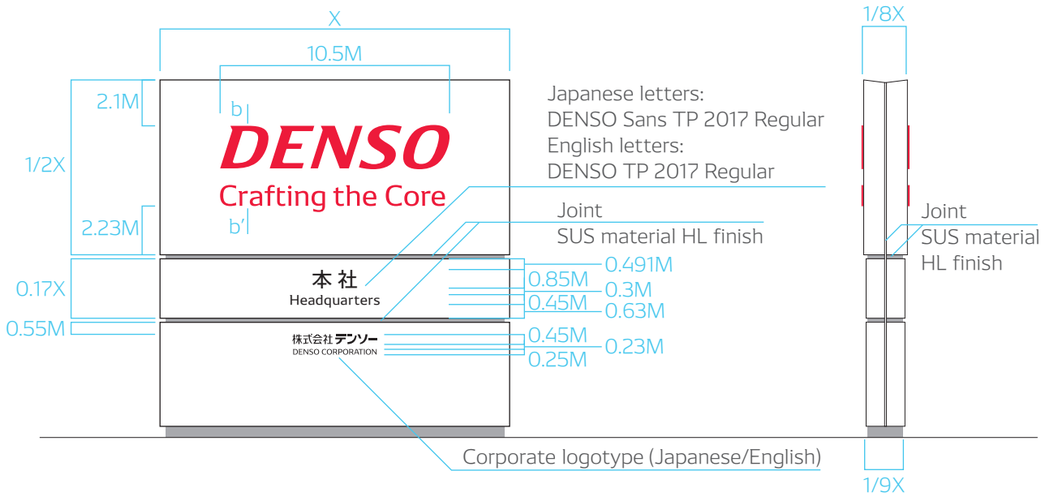
These guidelines are for producing square gate signs indicating the corporate logotype or names of factory and other facilities.

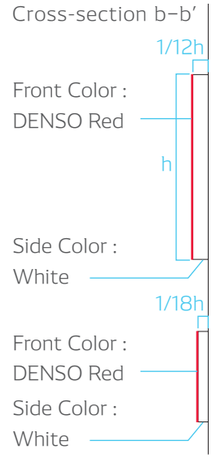
* Please check and observe the local laws and regulations regarding outdoor advertisements and landscape preservation in the planning stages.

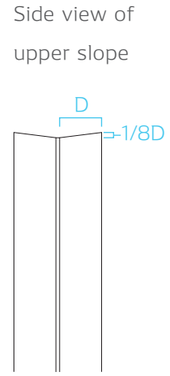












	DENSO Red	White	DENSO Black	White
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL	JS-1028SCL	JS-1500XL	Fluorine resin baking finish (corresponding to JS-1028SCL)
PANTONE®	PANTONE® 199 C	–	PANTONE® Process Black	–

1-01-10

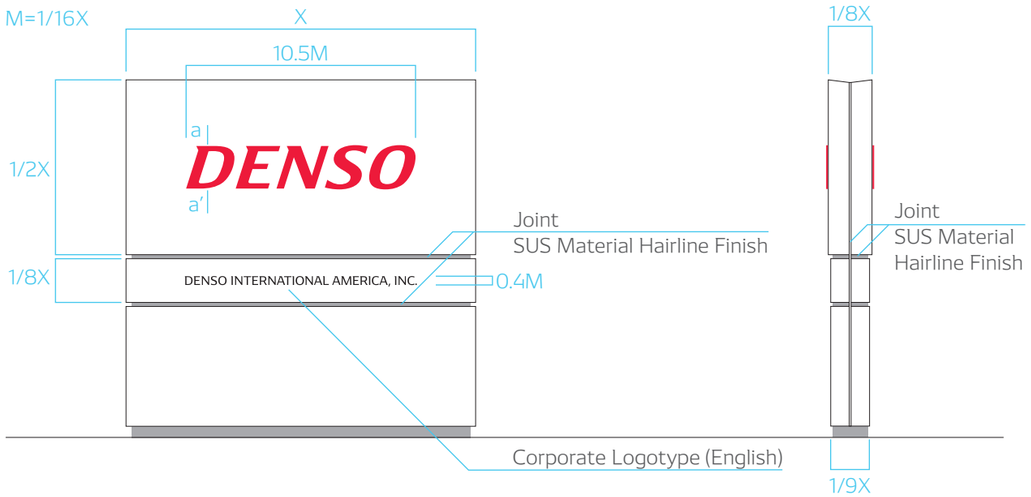
Facilities

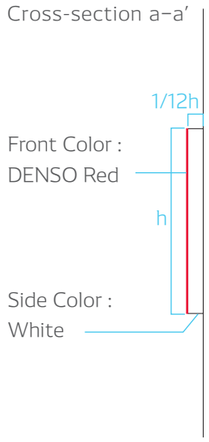
Signs

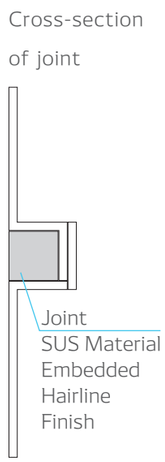
Gate signs (Square: English corporate name)

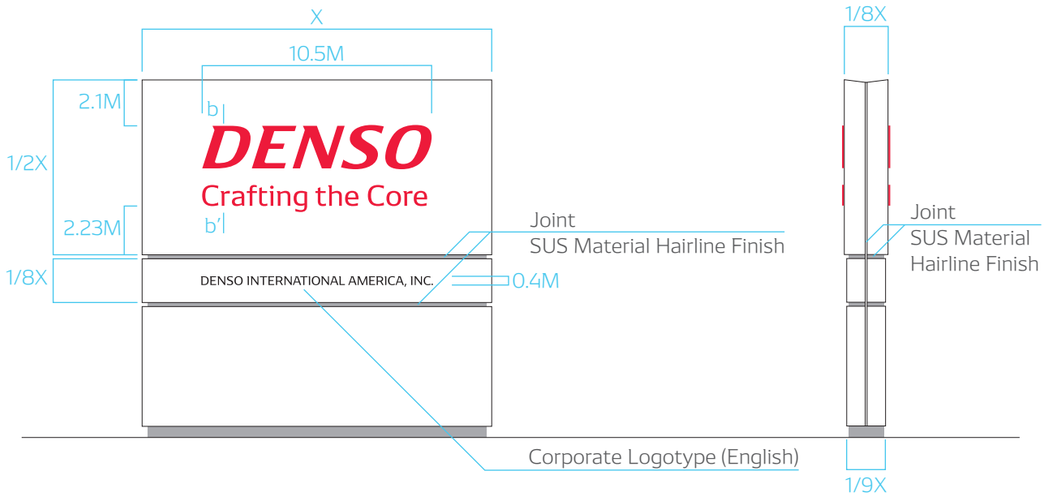
These guidelines are for producing tall rectangle gate signs indicating the English corporate name.

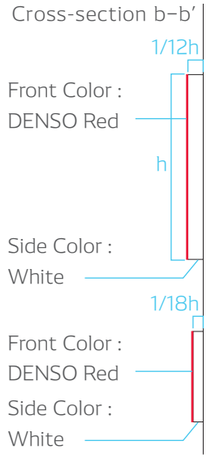
* Please check and observe the local laws and regulations regarding outdoor advertisements and landscape preservation in the planning stages.

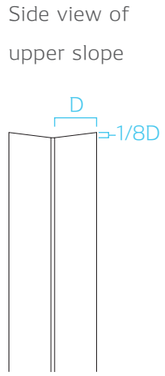












	DENSO Red	White	DENSO Black	White
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL	JS-1028SCL	JS-1500XL	Fluorine resin baking finish (corresponding to JS-1028SCL)
PANTONE®	PANTONE® 199 C	–	PANTONE® Process Black	–

1-01-11

Facilities

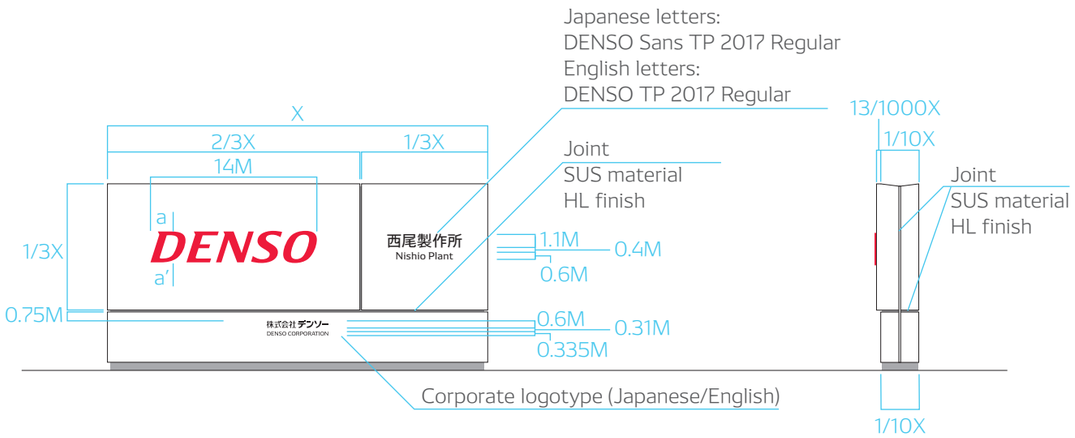
Signs

Gate signs (Wide rectangular: facility name, corporate logotype)

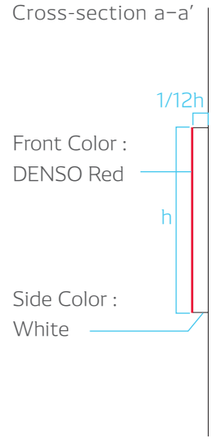
These guidelines are for producing wide rectangle gate signs indicating the corporate logotype or names of factory and other facilities.

* Please check and observe the local laws and regulations regarding outdoor advertisements and landscape preservation in the planning stages.

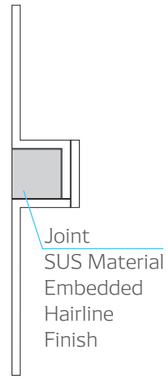
M=1/32X

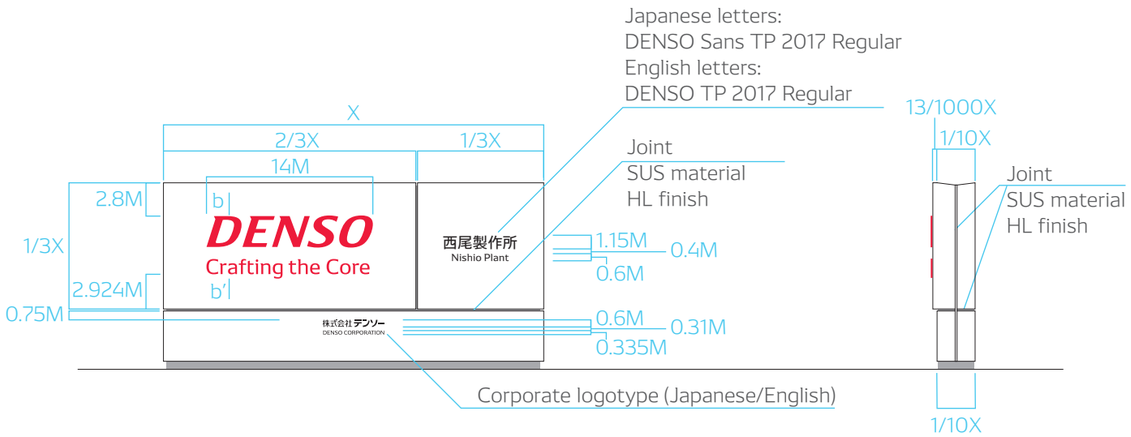


Cross-section a–a'

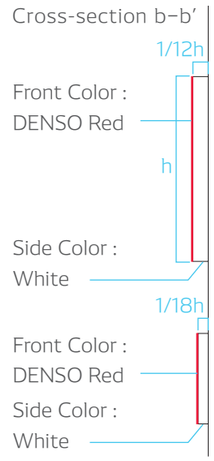


Cross-section of joint

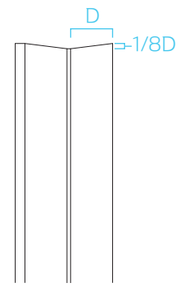




Cross-section b–b'



Side view of upper slope



	■ DENSO Red	□ White	■ DENSO Black	□ White
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL	JS-1028SCL	JS-1500XL	Fluorine resin baking finish (corresponding to JS-1028SCL)
PANTONE®	PANTONE® 199 C	–	PANTONE® Process Black	–

1-01-12

Facilities

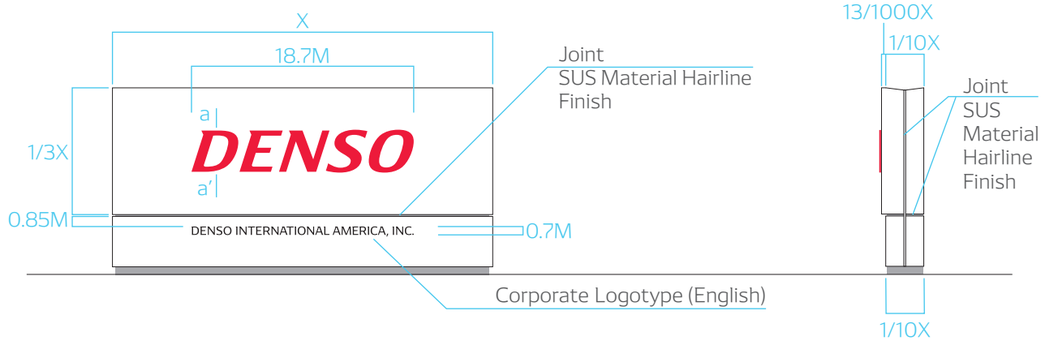
Signs

Gate signs (Wide rectangular: English corporate name)

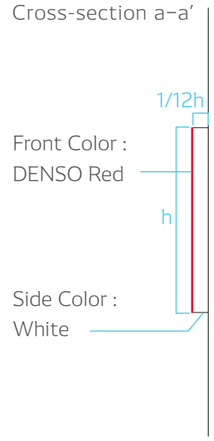
These guidelines are for producing wide rectangle gate signs indicating the English corporate name.

* Please check and observe the local laws and regulations regarding outdoor advertisements and landscape preservation in the planning stages.

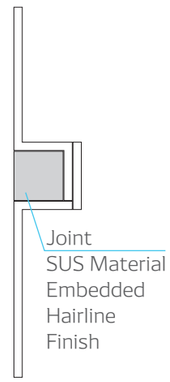
M=1/32X

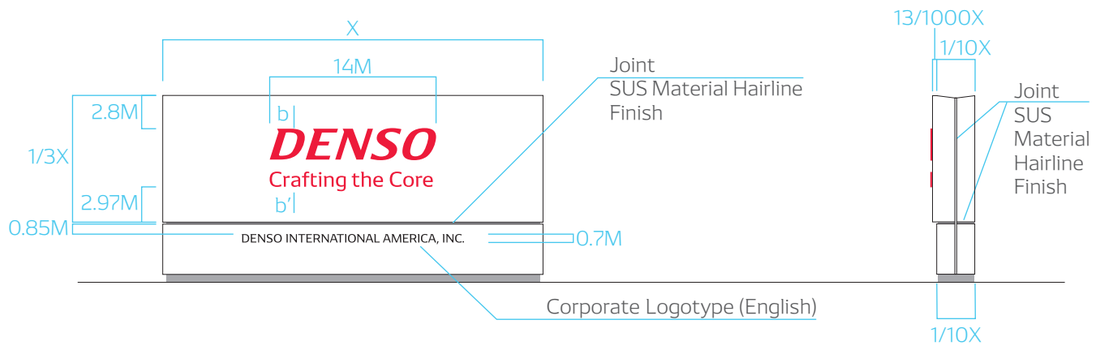


Cross-section a–a'

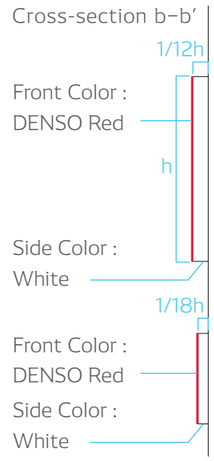


Cross-section of joint

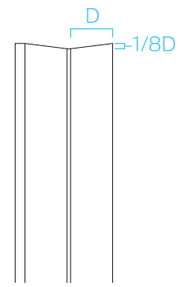




Cross-section b–b'



Side view of upper slope



	■ DENSO Red	□ White	■ DENSO Black	□ White
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL	JS-1028SCL	JS-1500XL	Fluorine resin baking finish (corresponding to JS-1028SCL)
PANTONE®	PANTONE® 199 C	–	PANTONE® Process Black	–

1-01-13

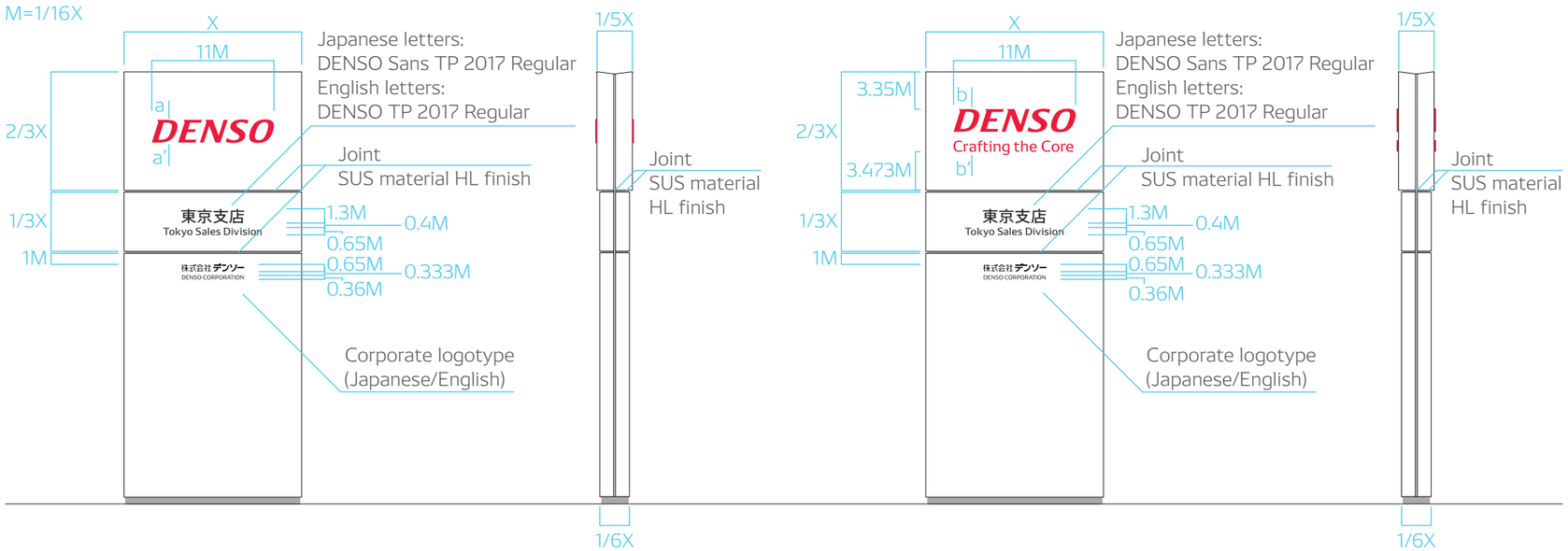
Facilities

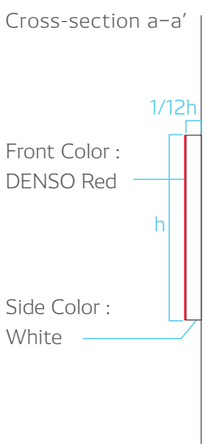
Signs

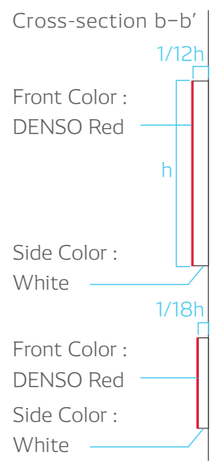
Gate signs (Tall rectangular: facility name, corporate logotype)

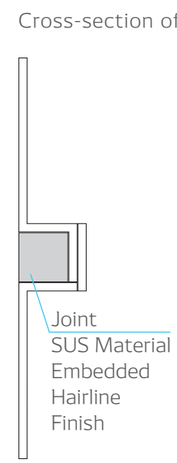
These guidelines are for producing tall rectangle gate signs indicating corporate logotype or names of factory and other facilities.

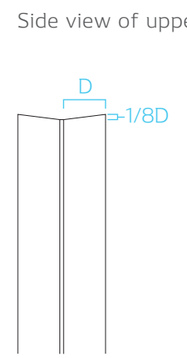
* Please check and observe the local laws and regulations regarding outdoor advertisements and landscape preservation in the planning stages.











	DENSO Red	White	DENSO Black	White
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL	JS-1028SCL	JS-1500XL	Fluorine resin baking finish (corresponding to JS-1028SCL)
PANTONE®	PANTONE® 199 C	–	PANTONE® Process Black	–

1-01-14

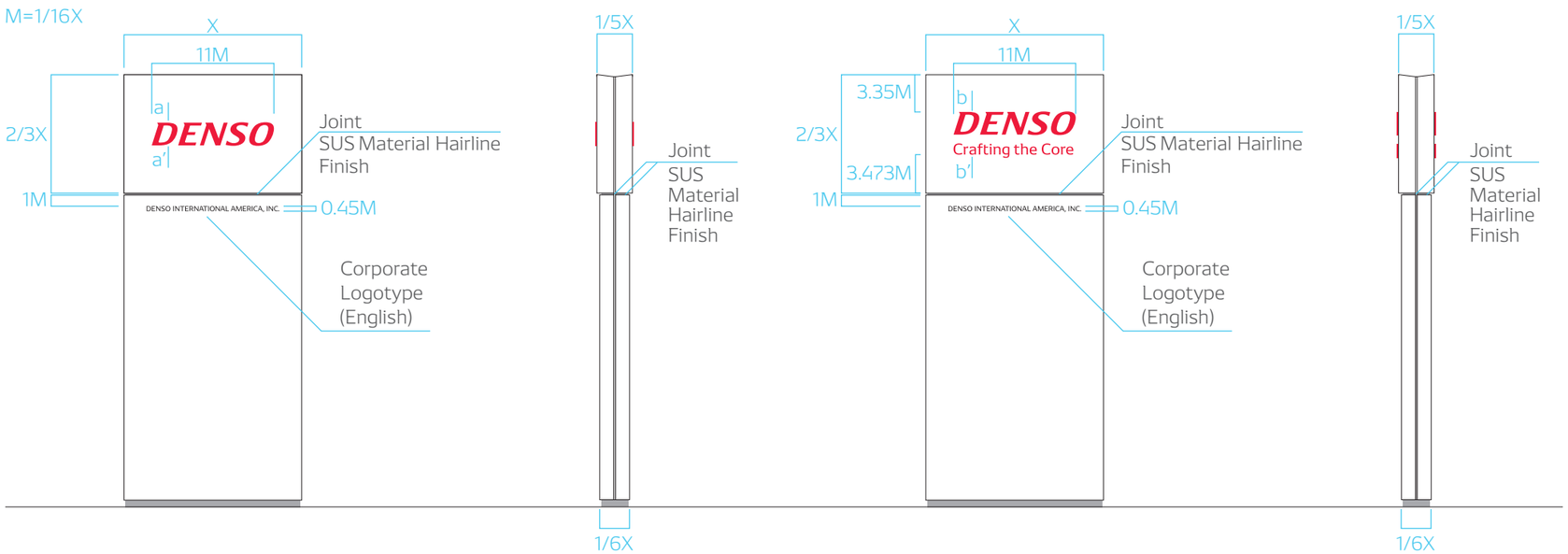
Facilities

Signs

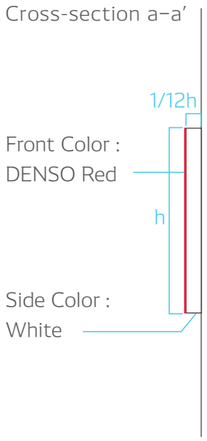
Gate signs (Tall rectangular: English corporate name)

These guidelines are for producing tall rectangle gate signs indicating the English corporate name.

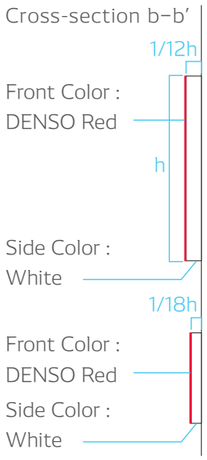
* Please check and observe the local laws and regulations regarding outdoor advertisements and landscape preservation in the planning stages.



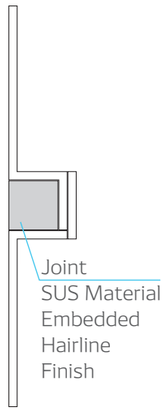
Cross-section a–a'



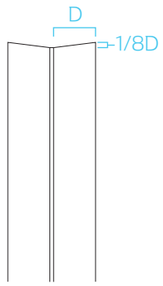
Cross-section b–b'



Cross-section of joint



Side view of upper slope

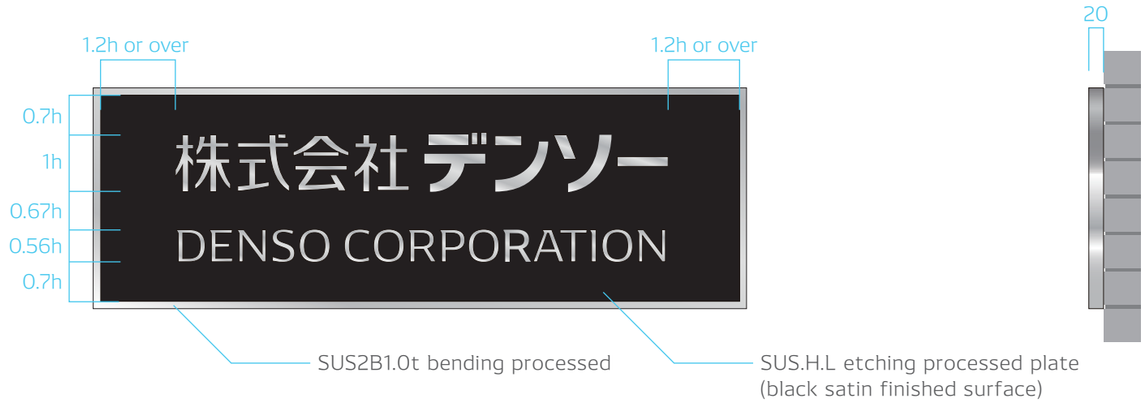


	DENSO Red	White	DENSO Black	White
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL	JS-1028SCL	JS-1500XL	Fluorine resin baking finish (corresponding to JS-1028SCL)
PANTONE®	PANTONE® 199 C	–	PANTONE® Process Black	–

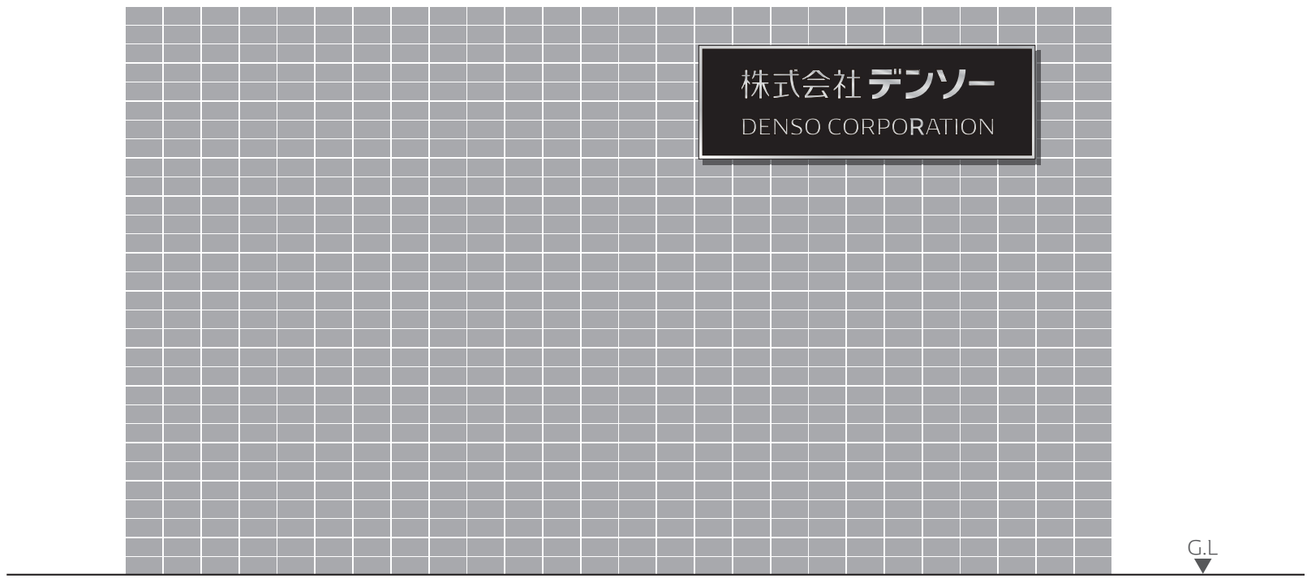
1-01-15

Facilities
Signs
Nameplates

These guidelines are for producing plates installed at the company entrance.
The nameplates are designed to inform visitors of the company name and the entrance.



Body: SUS.H.L etching processed plate (black satin finished surface)
Substrate: SUS2B1.0t bending processed

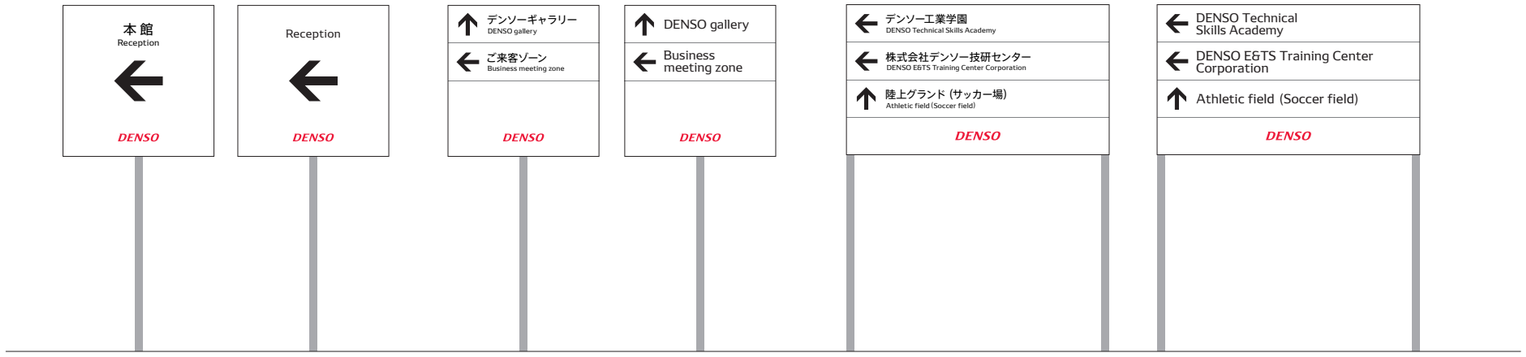


1-01-16

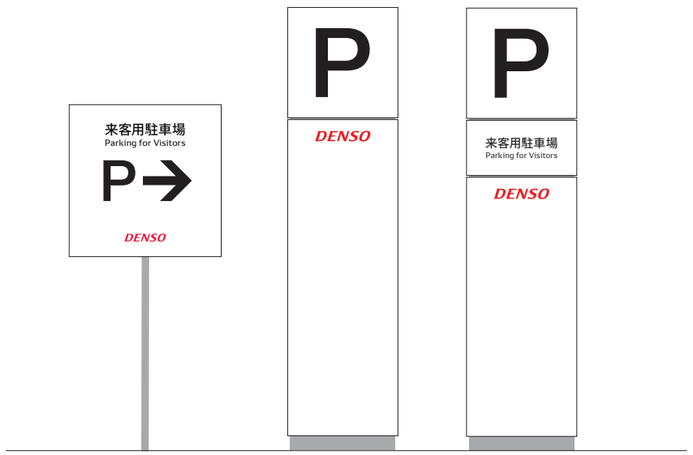
Facilities
Signs
Premises signs

Company Premises Signs installed inside DENSO facilities are designed to guide and give directions to visitors.

Guide signs

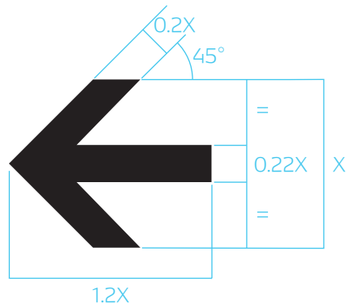


Car parking signs



Premises map

Rules for designing an arrow



1-01-17

Facilities

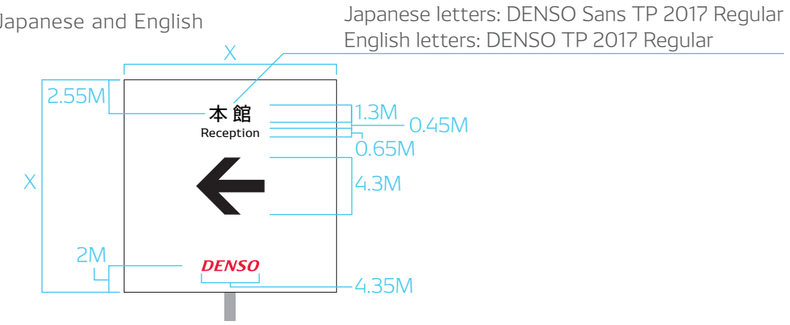
Signs

Premises signs (Guide signs)

These guidelines are for producing guide signs.

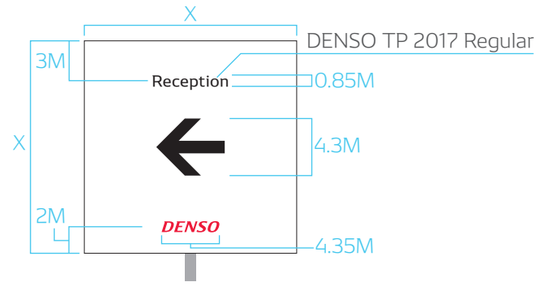
Both in Japanese and English

M=1/16X



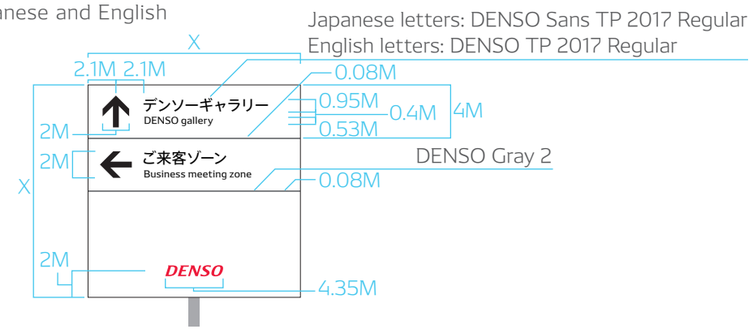
In English

M=1/16X



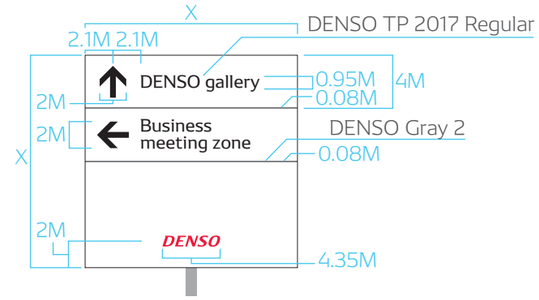
Both in Japanese and English

M=1/16X



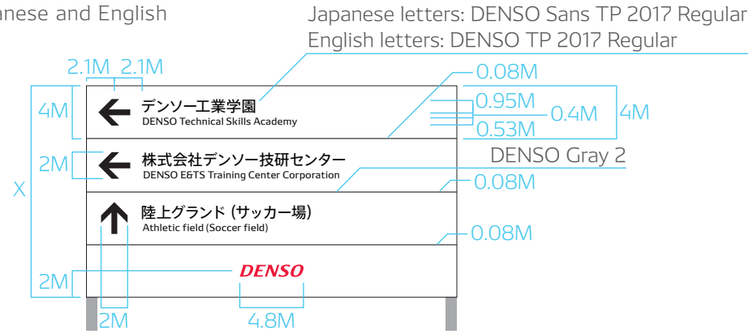
In English

M=1/16X



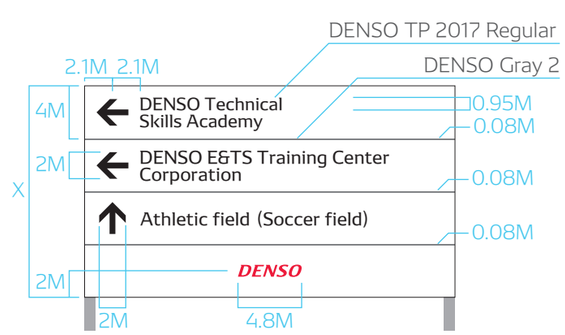
Both in Japanese and English

M=1/16X



In English

M=1/16X



	■ DENSO Red	□ White	■ DENSO Black	■ DENSO Gray 2
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL	JS-1028SCL	JS-1500XL	–
PANTONE®	PANTONE® 199 C	–	PANTONE® Process Black	PANTONE® Cool Gray 8C

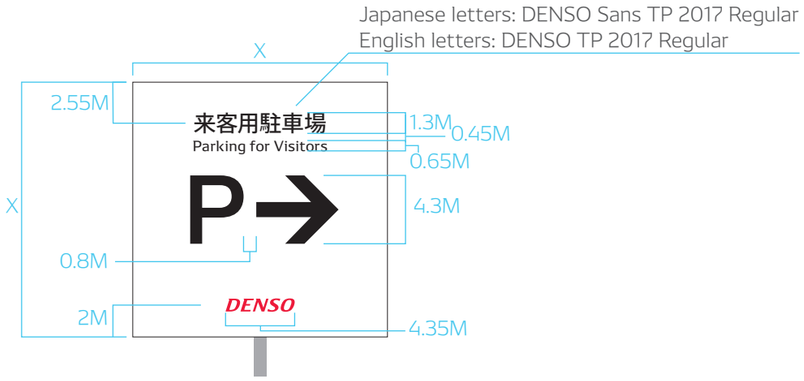
1-01-18

Facilities
Signs
Premises signs (Car parking signs)

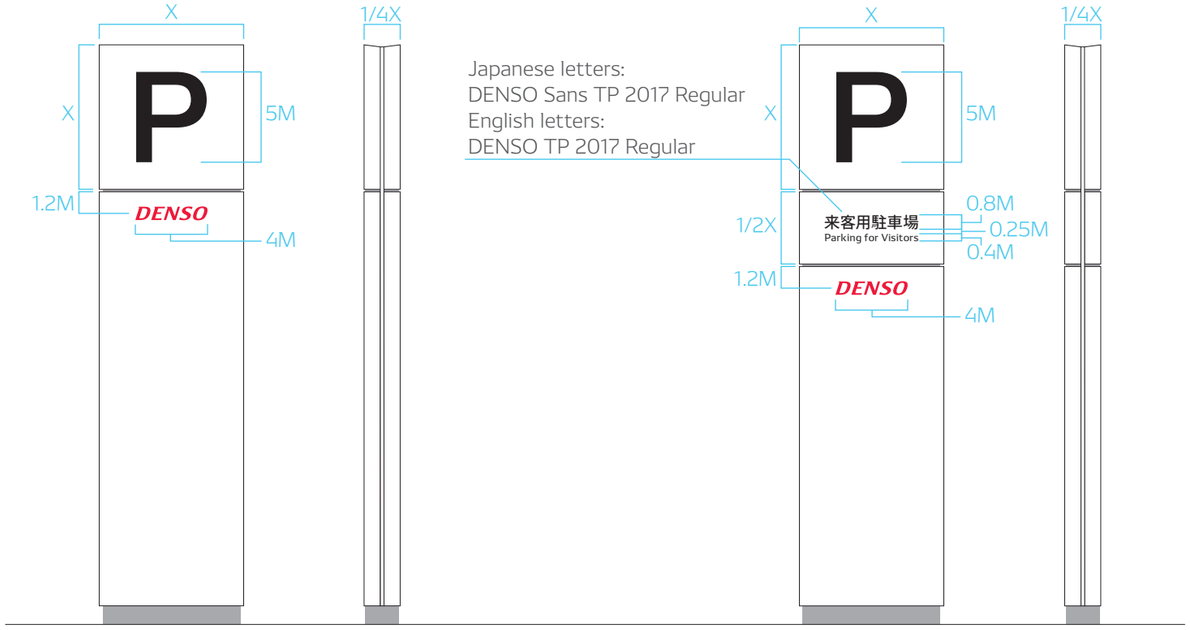
These guidelines are for producing car parking signs.

* Please check and observe the local laws and regulations regarding outdoor advertisements and landscape preservation in the planning stages.

M=1/16X



M=1/8X



	DENSO Red	White	DENSO Black	White
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL	JS-1028SCL	JS-1500XL	Fluorine resin baking finish (corresponding to JS-1028SCL)
PANTONE®	PANTONE® 199 C	–	PANTONE® Process Black	–

1-01-19

Facilities
Signs
Premises signs (Premises map)

These guidelines are for producing car parking signs.

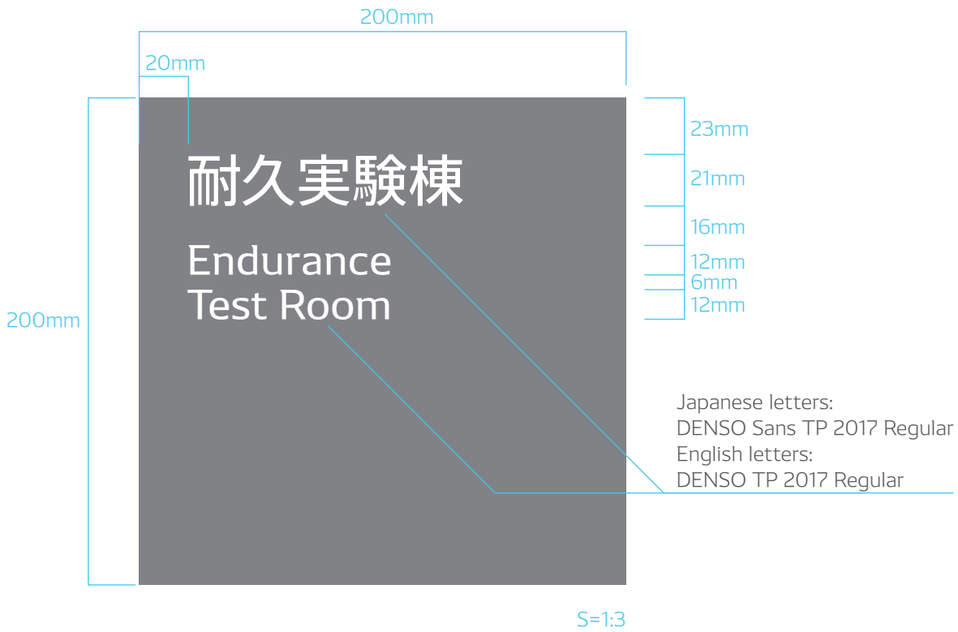
1-01-20

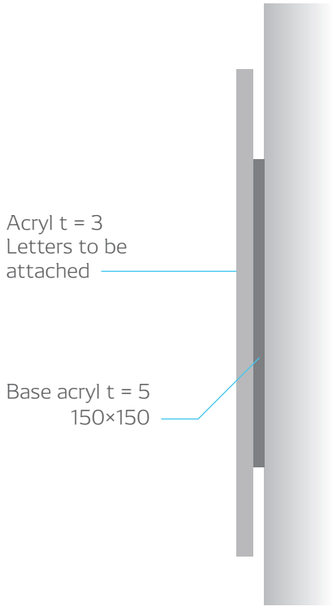
Facilities

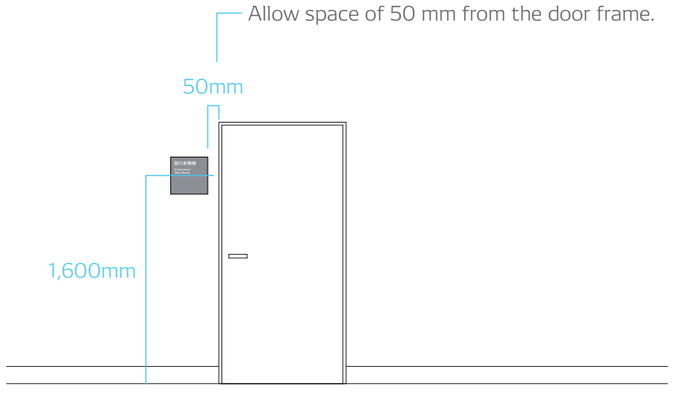
Signs

Room name signs

These guidelines are for producing room name signs installed at the entrance of each room in DENSO facilities.







1-01-21

Facilities
Signs
Rented building entrance signs

Signs installed at the entrance of a building where DENSO office is located as a tenant are designed to inform visitors of the company name and to guide them to the entrance.

It is possible to add a tag line to the corporate mark to intensify the corporate message.

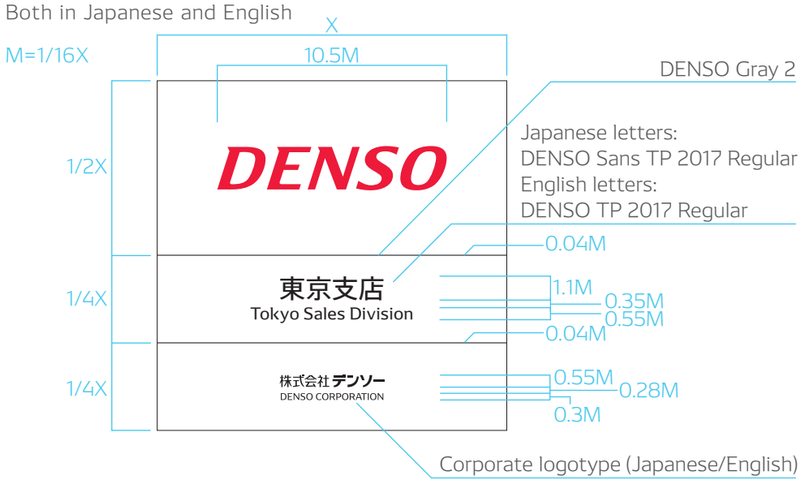
* Tag line is not a permanent design but subject to change or removal even within 10 years.
Please keep in mind that the above change or removal incurs cost when considering adding the tag line.

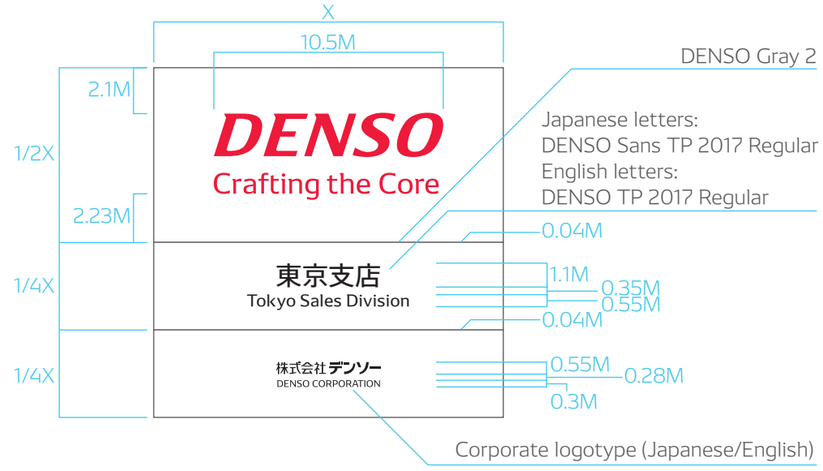
1-01-22

Facilities
Signs
Rented building entrance signs

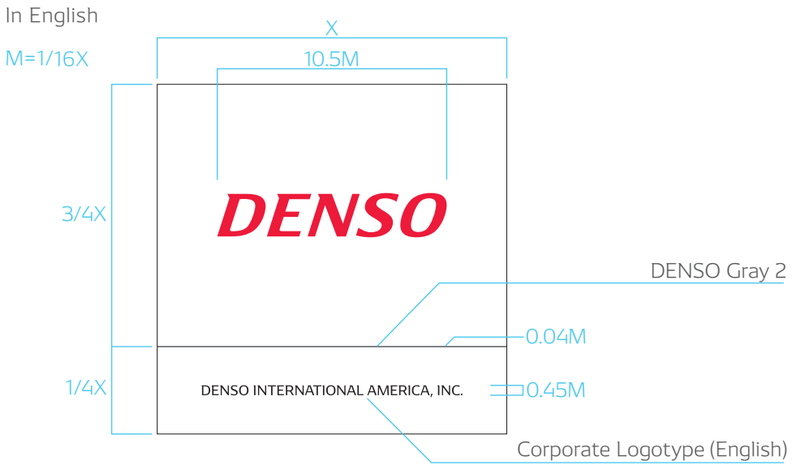
* Please check and observe the local laws and regulations regarding outdoor advertisements and landscape preservation in the planning stages.

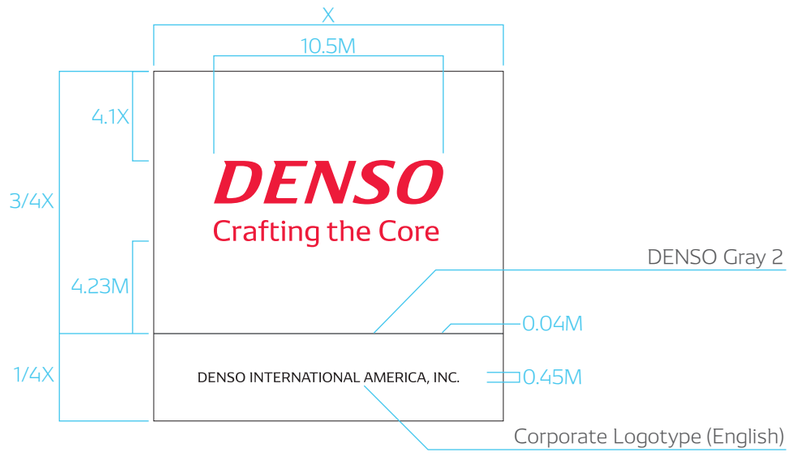
Both in Japanese and English





In English





	DENSO Red	White	DENSO Black	DENSO Gray 2
Sumitomo 3M™ Scotchcal™ Graphic Film	JS-1208XL	JS-1028SCL	JS-1500XL	–
PANTONE®	PANTONE® 199 C	–	PANTONE® Process Black	PANTONE® Cool Gray 8C

1-02-01

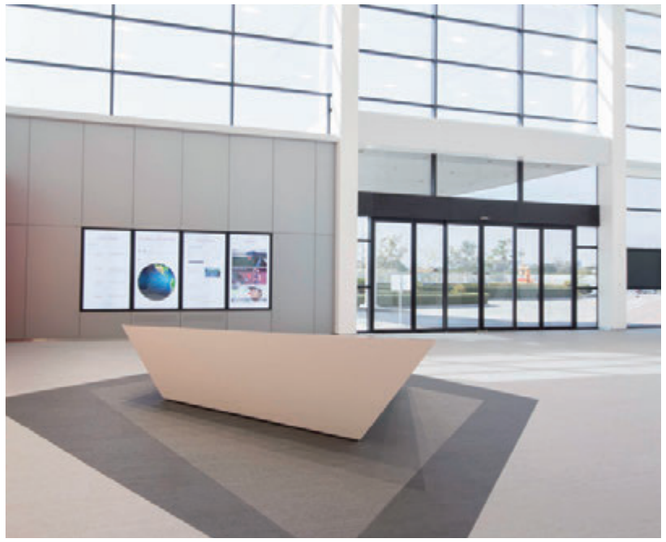
Facilities
Entrances
Basic elements

At the entrance of facilities, install reception (counter/back wall) and the corporate mark. Arrange the color balance of the entire space as follows:

Color balance

White: 60～70%
DENSO Red: 0～10%
Crafting Blue: 0～10%
DENSO Gray: 0～40%

* Refer to CIS for other design elements (colors, fonts, D-line, D-cross, etc.)



1-02-02

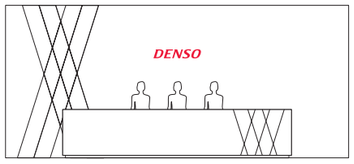
Facilities
Entrances
Reception scale chart

Select the specification depending on the scale of the reception (space / budget / importance).

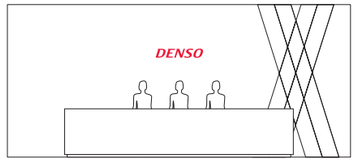
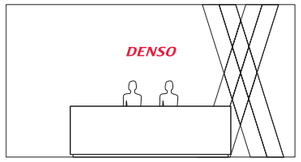
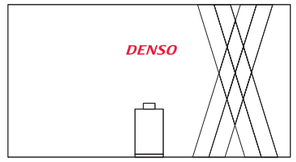
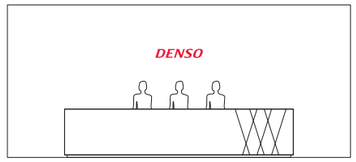
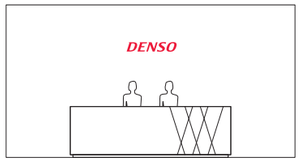
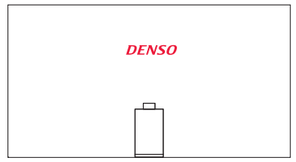
D-cross should be used in one of the following patterns.
・Used only on the back wall.
・Used only on the counter.
・Used on both back wall and counter.

It is possible to add a tag line to the corporate mark to intensify the corporate message.

* Tag line is not a permanent design but subject to change or removal even within 10 years.
Please keep in mind that the above change or removal incurs cost when considering adding the tag line.



* D-cross can be used both on the back wall and on the counter.

	Large-Scale	Medium-Scale	Small-Scale
Wall D-cross	 A: Artificial marble layers Artificial marble reference product DuPont™ Corian® glacier white	 A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating Ceramic non-flammable wood layers reference product Taiheiyo Material Ace Lite	 A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating C: PB + AEP coating + D-cross output (color)
Counter D-cross	 A: Artificial marble layers Artificial marble reference product DuPont™ Corian® glacier white	 A: Artificial marble layers B: Urethane coating (sides) + melamine laminated board (top face) melamine laminated board reference product Aica C-6000BG	 A: Artificial marble B: Urethane coating (sides) + melamine laminated board (top face) C: Melamine laminated board

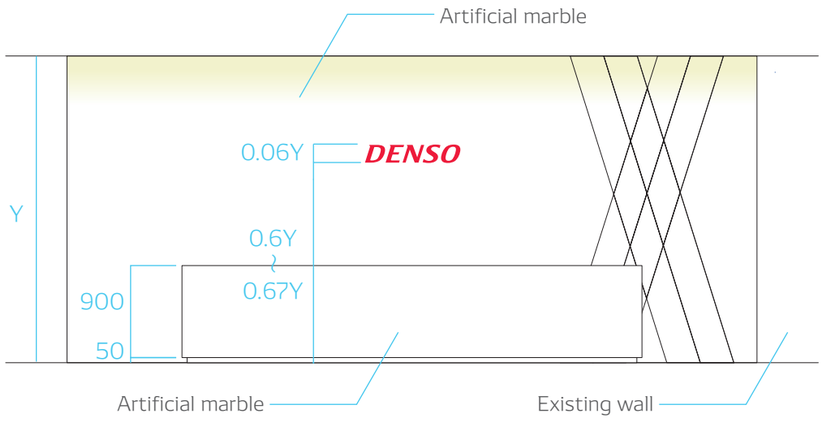
1-02-03

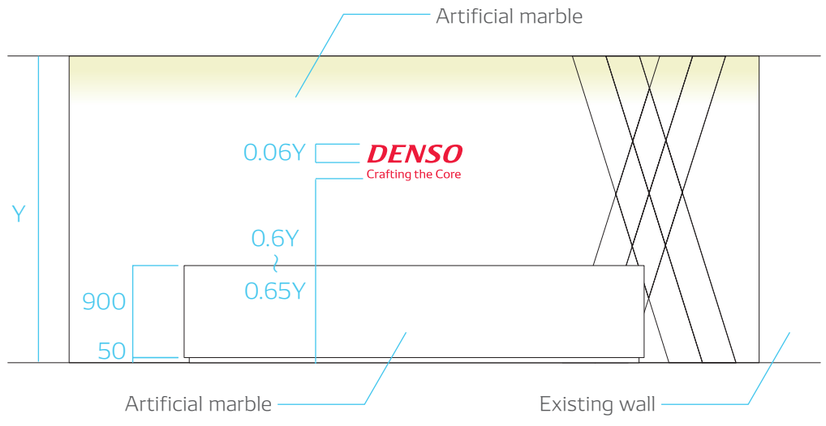
Facilities
Entrances
Reception (L/For D-cross on wall)

These guidelines are for arranging D-cross on the counter back wall of L-scale reception.

Material Chart LMS

	Large-Scale	Medium-Scale	Small-Scale
Wall D-cross	A: Artificial marble layers	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating C: PB + AEP coating + D-cross output (color)
Counter D-cross	A: Artificial marble layers	A: Artificial marble layers B: Urethane coating (sides) + melamine laminated board (top face)	A: Artificial marble B: Urethane coating (sides) + melamine laminated board (top face) C: Melamine laminated board





Refer to the detailed instructions separately provided for the grooving of D-line

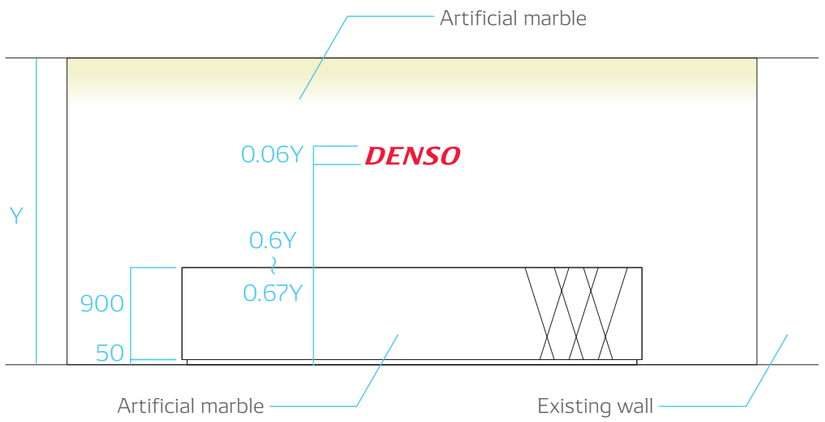
1-02-04

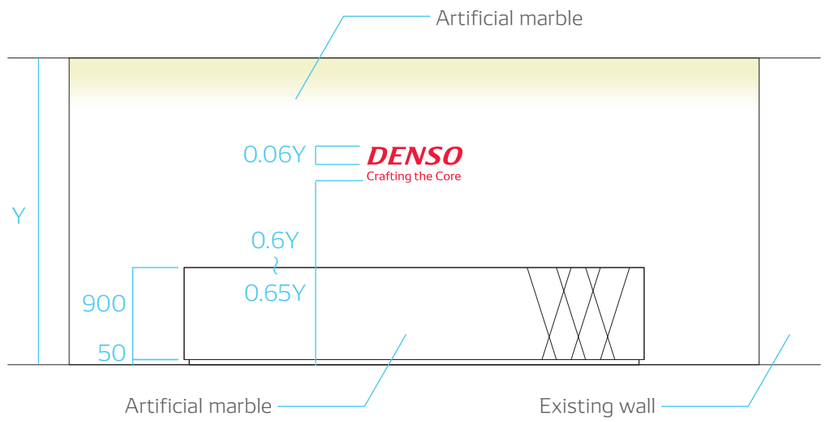
Facilities
Entrances
Reception (L/For D-cross on counter)

These guidelines are for arranging D-cross on the counter of L-scale reception.

Material Chart LMS

	Large-Scale	Medium-Scale	Small-Scale
Wall D-cross	A: Artificial marble layers	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating C: PB + AEP coating + D-cross output (color)
Counter D-cross	A: Artificial marble layers	A: Artificial marble layers B: Urethane coating (sides) + melamine laminated board (top face)	A: Artificial marble B: Urethane coating (sides) + melamine laminated board (top face) C: Melamine laminated board





Refer to the detailed instructions separately provided for the grooving of D-line

1-02-05

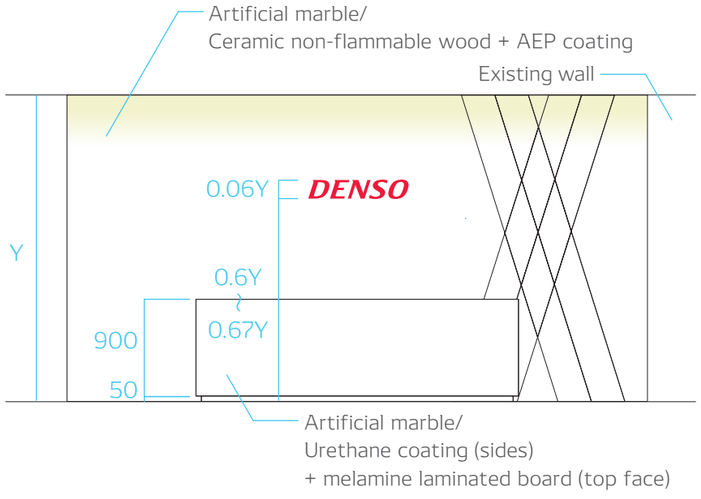
Facilities
Entrances
Reception (M/For D-cross on wall)

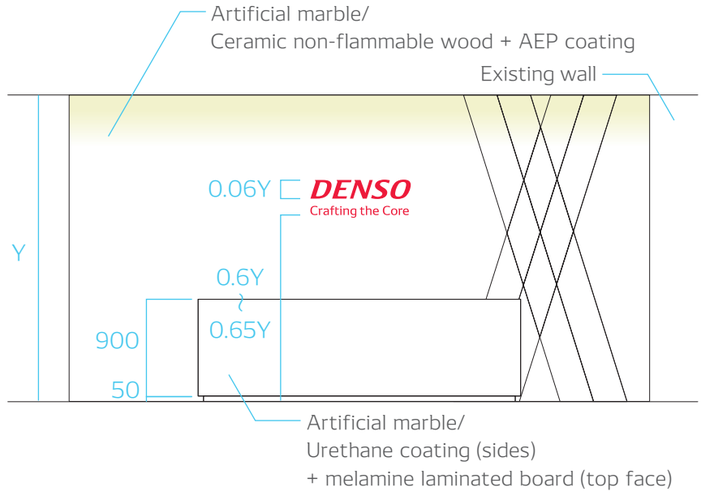
These guidelines are for arranging D-cross on the counter back wall of M-scale reception.

Produce the design using either (A) artificial marble layers or (B) ceramic non-flammable wood layers + AEP coating.

Material Chart LMS

	Large-Scale	Medium-Scale	Small-Scale
Wall D-cross	A: Artificial marble layers	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating C: PB + AEP coating + D-cross output (color)
Counter D-cross	A: Artificial marble layers	A: Artificial marble layers B: Urethane coating (sides) + melamine laminated board (top face)	A: Artificial marble B: Urethane coating (sides) + melamine laminated board (top face) C: Melamine laminated board





Refer to the detailed instructions separately provided for the grooving of D-line

1-02-06

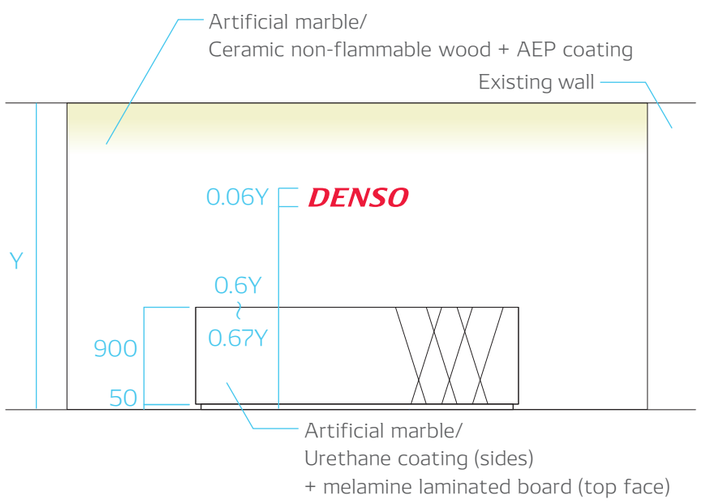
Facilities
Entrances
Reception (M/For D-cross on counter)

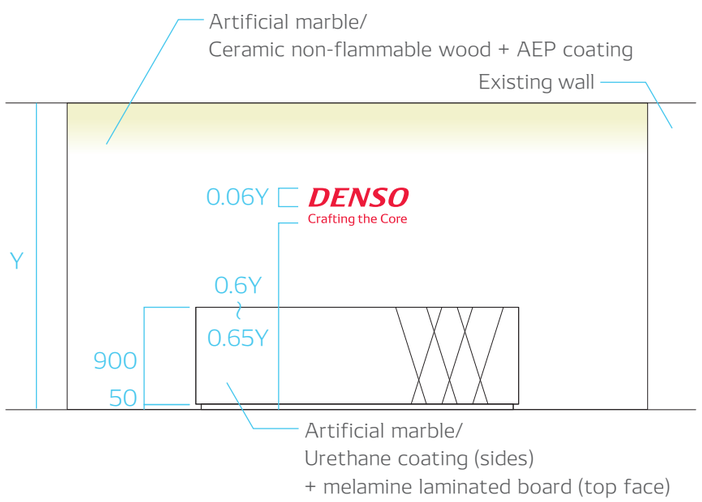
These guidelines are for arranging D-cross on the counter of M-scale reception.

Produce the design using either (A) artificial marble layers or (B) urethane coating (sides) + melamine laminated board (top board).

Material Chart LMS

	Large-Scale	Medium-Scale	Small-Scale
Wall D-cross	A: Artificial marble layers	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating C: PB + AEP coating + D-cross output (color)
Counter D-cross	A: Artificial marble layers	A: Artificial marble layers B: Urethane coating (sides) + melamine laminated board (top face)	A: Artificial marble B: Urethane coating (sides) + melamine laminated board (top face) C: Melamine laminated board





Refer to the detailed instructions separately provided for the grooving of D-line

1-02-07

Facilities
Entrances
Reception (S/For D-cross on wall)

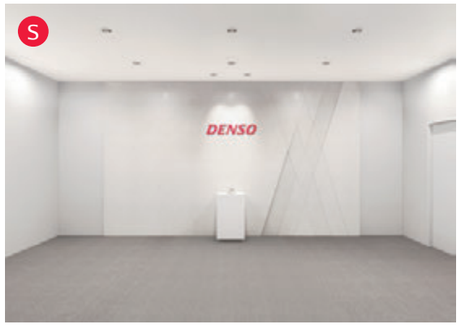
These guidelines are for arranging D-cross on the counter back wall of S-scale reception.

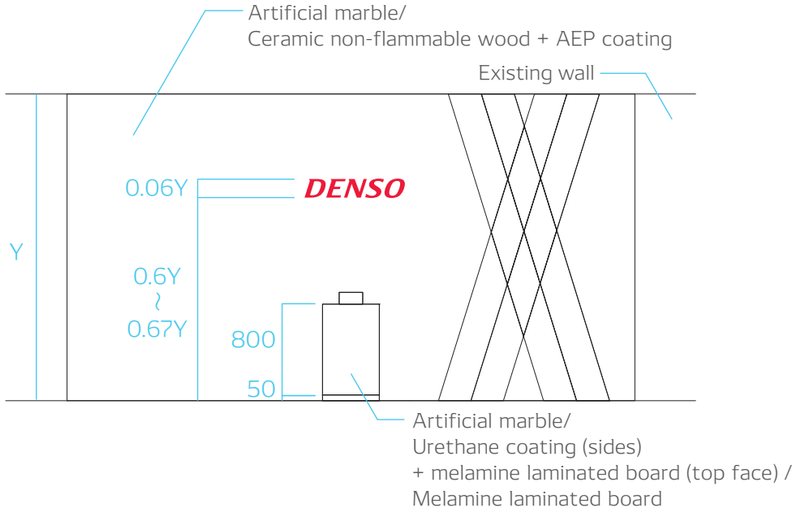
Produce the design using any of (A) artificial marble layers, (B) ceramic non-flammable wood layers + AEP coating, or (C) PB + AEP coating + D-cross output (color).

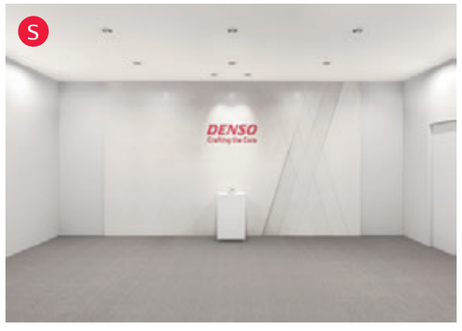
Material Chart LMS

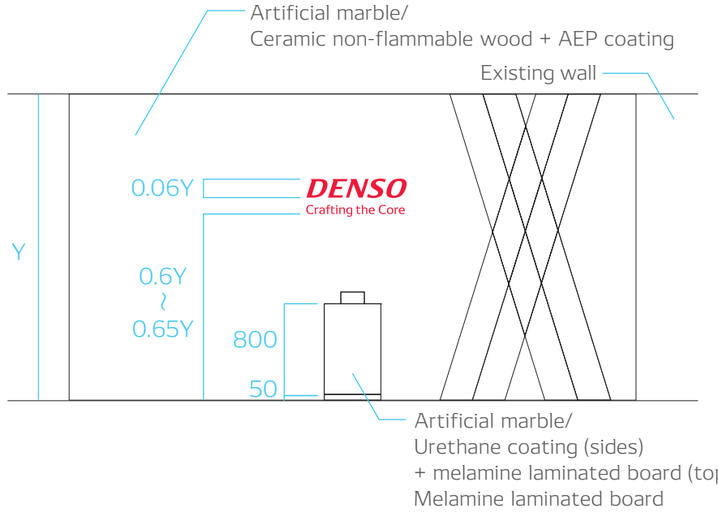
	Large-Scale	Medium-Scale	Small-Scale
Wall D-cross	A: Artificial marble layers	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating C: PB + AEP coating + D-cross output (color)
Counter D-cross	A: Artificial marble layers	A: Artificial marble layers B: Urethane coating (sides) + melamine laminated board (top face)	A: Artificial marble B: Urethane coating (sides) + melamine laminated board (top face) C: Melamine laminated board

* D-cross is not to be placed on S-scale counter.









Refer to the detailed instructions separately provided for the grooving of D-line

1-02-08

Facilities
Entrances
Reception (S/For D-cross on wall, color)

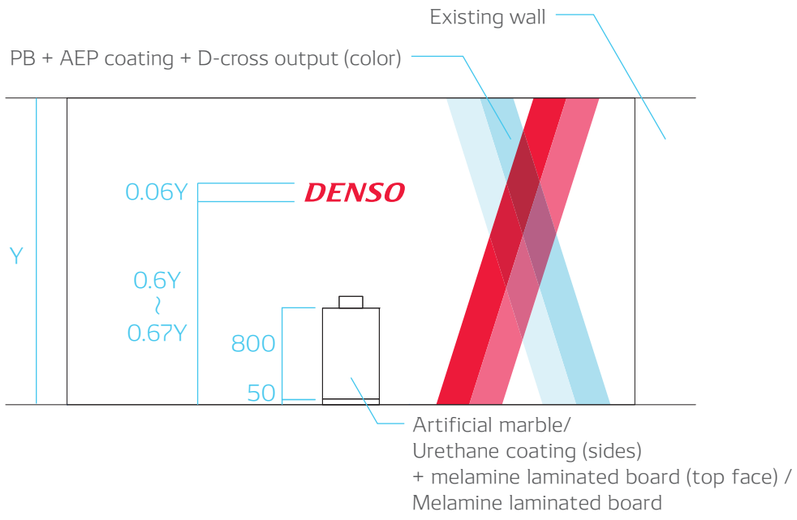
These guidelines are for arranging D-cross on the counter back wall of S-scale reception.

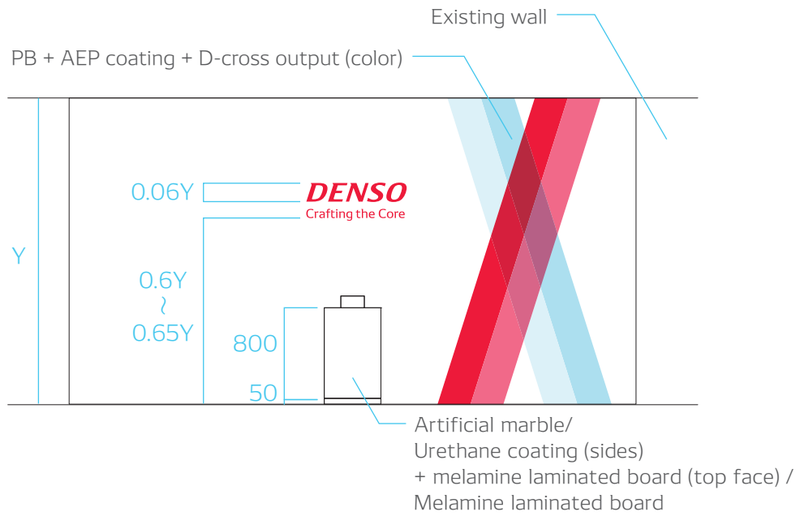
Produce the design using any of (A) artificial marble layers, (B) ceramic non-flammable wood layers + AEP coating, or (C) PB + AEP coating + D-cross output (color).

Material Chart LMS

	Large-Scale	Medium-Scale	Small-Scale
Wall D-cross	A: Artificial marble layers	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating	A: Artificial marble layers B: Ceramic non-flammable wood layers + AEP coating C: PB + AEP coating + D-cross output (color)
Counter D-cross	A: Artificial marble layers	A: Artificial marble layers B: Urethane coating (sides) + melamine laminated board (top face)	A: Artificial marble B: Urethane coating (sides) + melamine laminated board (top face) C: Melamine laminated board

* D-cross is not to be placed on S-scale counter.





1-02-09

Facilities
Entrances
Reception corporate mark specification

These rules specify the colors, sizes and materials used for the corporate mark displayed on the counter back wall.

It is possible to add a tag line to the corporate mark to intensify the corporate message.

* A tag line is not a permanent design but subject to change or removal even within 10 years.
Please keep in mind that the above change or removal incurs cost when considering adding the tag line.

In Japan

Front: Sumitomo 3M™ Scotchcal™ Graphic Film JS-1208XL

Header: Acrylic matte corresponding color to white Sumitomo 3M™ Scotchcal™ Graphic Film JS-1028SCL

Overseas

Front: Coating DENSO red Pantone199C

Header: NCS S 0500-N

1-02-10

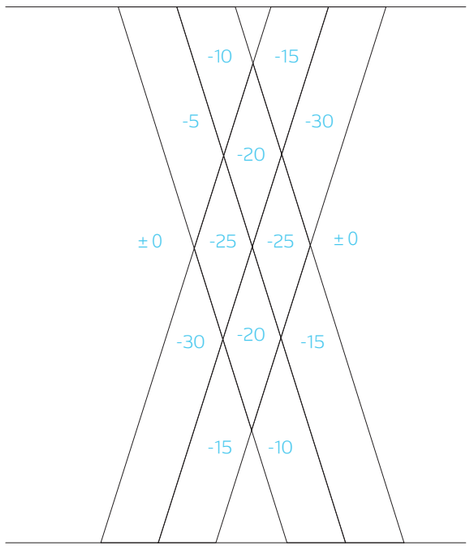
Facilities
Entrances
Reception D-cross (Emboss) details

These rules specify the colors, sizes and materials used for the corporate mark displayed on the counter back wall.

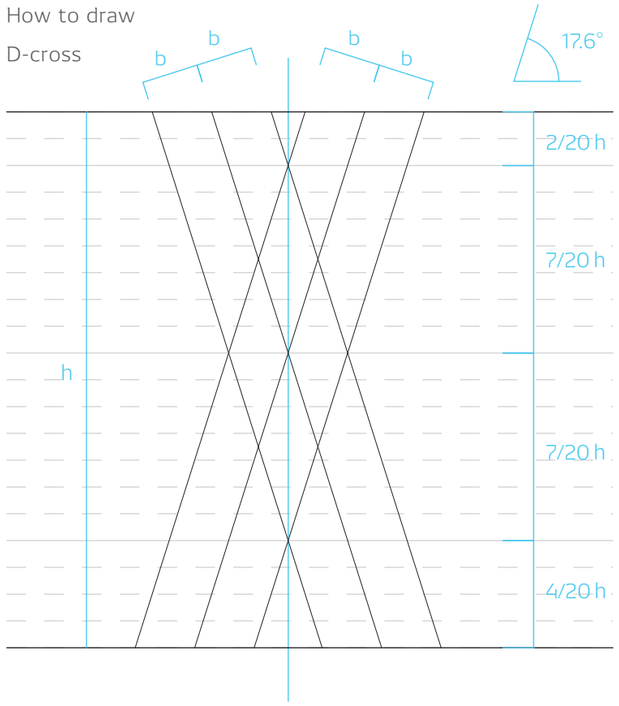
It is possible to add a tag line to the corporate mark to intensify the corporate message.

* A tag line is not a permanent design but subject to change or removal even within 10 years.
Please keep in mind that the above change or removal incurs cost when considering adding the tag line.

Wall

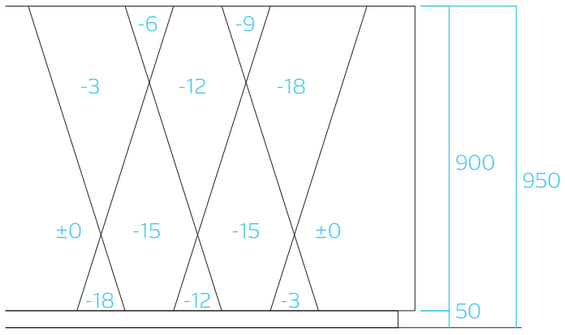


How to draw
D-cross

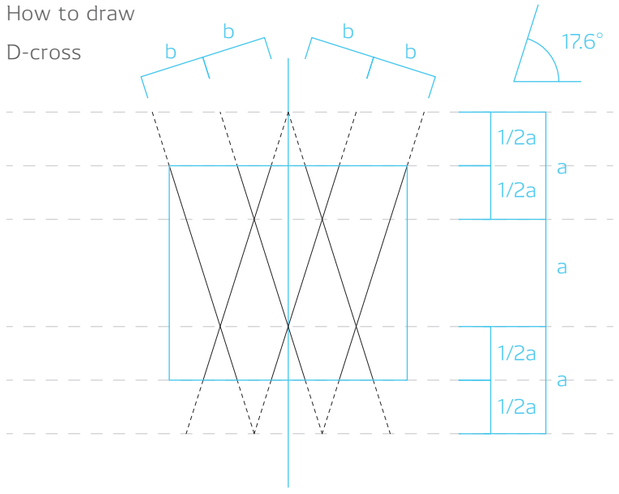


* Perspective drawing

Counter



How to draw
D-cross



* Perspective drawing

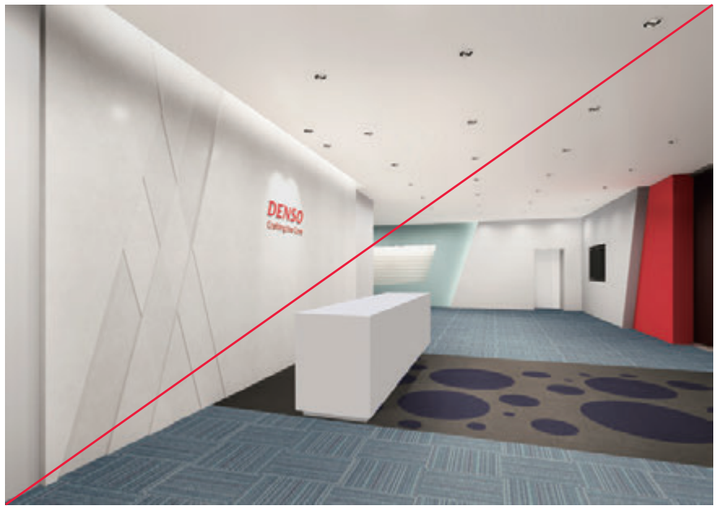
1-02-11

Facilities
Entrances
Reception prohibitions

These are the don’ts in the entrance designing.
Please follow closely to convey DENSO brand image accurately and effectively.

Even when arranging the primary colors, do not use them excessively.

Do not use colors other than instructed.



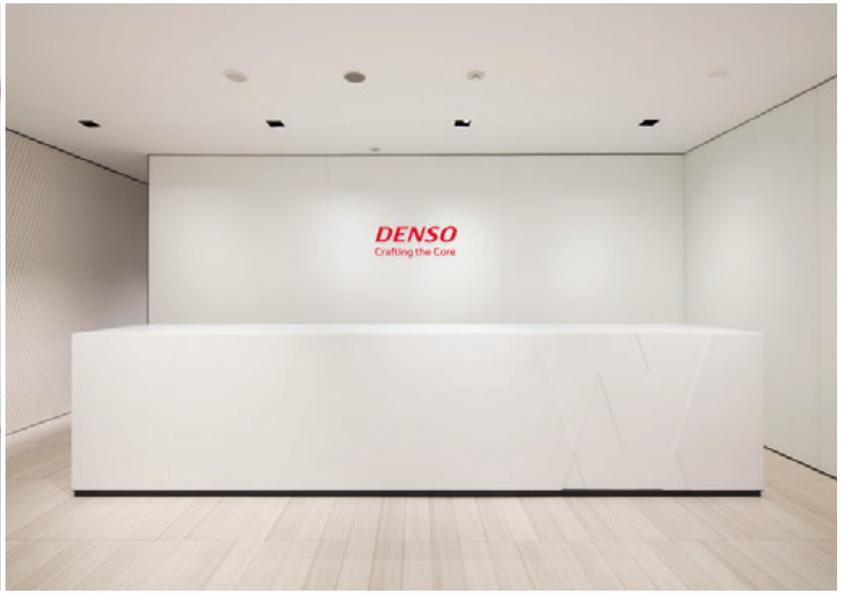
Do not use patterns or shapes not relevant to DENSO brand expressions (D-line, D-cross, etc.)

Do not use lighting equipment of low color temperature or low luminance.
Set it to around 4000K.

1-02-12

Facilities
Entrances
Reception examples

Use these examples as a reference for the entrance designs.

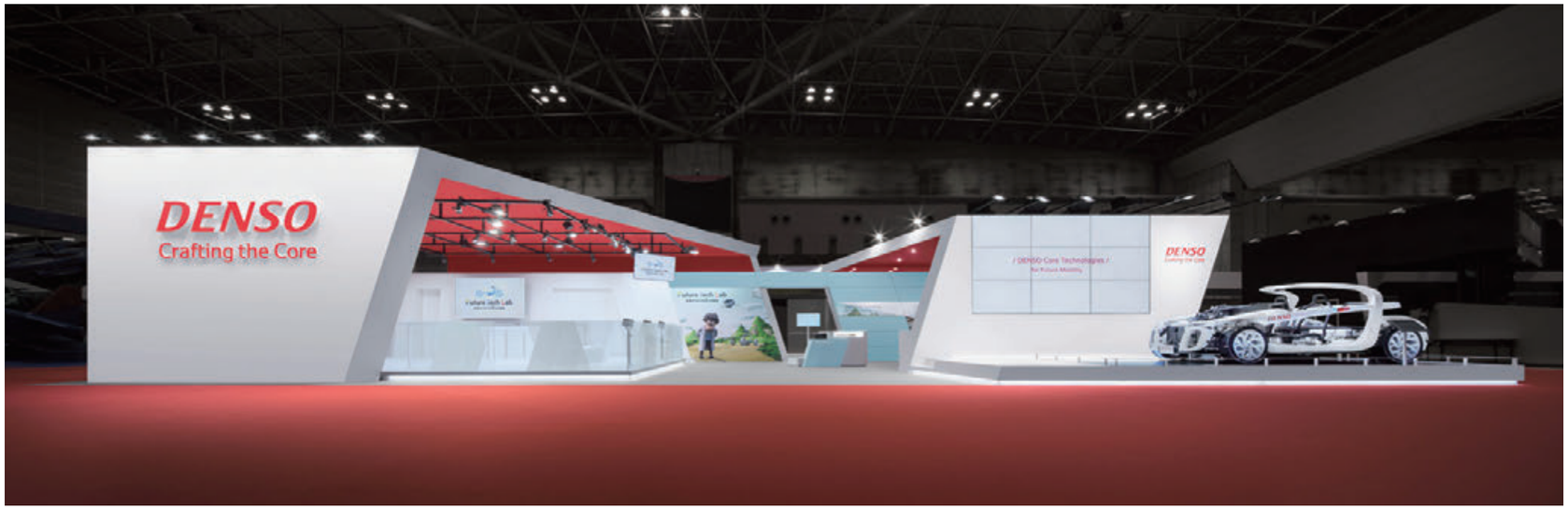


2

/ Exhibition /

2-01

Exhibition
Exhibition events
Basic elements



①Space arrangement based on key elements

- Arrange the key element of tunnel shape as the outermost structure of the booth.
- Arrange the specification depending on the scale, nature and topics of exhibition events.

②Corporate mark and tag line

- Arrange the corporate mark and tag line either horizontally or vertically as appropriate.
- Arrange the letter color DENSO Red on a white background.

③Key visuals

Select specifications depending on the scale, nature and topics of exhibition events.

- Layers* 0-1-2-3 e.g.: TMS
- Layers* 2-3 (environment / safety) e.g.: IAA
- Layers* 2-3 (only safety) e.g.: ITS

* See 2-04

④Shapes and graphics of booths and office furniture

- Arranging lines or planes at 17.62° against horizontal or vertical planes create visual depth or active impression.
- In principle, the gradient should be leaning towards the right from the reference viewpoint.
- Make sure that the overall impression of booth space is not symmetry.
- The angle does not always have to be precisely 17.62° .
- Do not use curved lines or surfaces.

Color balance

White: 50～60%

DENSO Red: 20～40%

Crafting Blue: 10～20%

DENSO Gray: 10～20%

Color temperature of lightings

Color temperature should be 5000K (neutral white) or over.

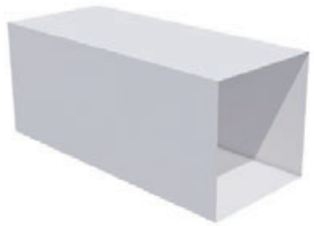
* Refer to CIS for other design elements (colors, fonts, D-line, D-cross, etc.).

2-02

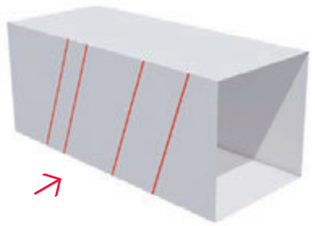
Exhibition
Key elements

Arrange the key element of tunnel shape as the outermost structure of the entire booth.

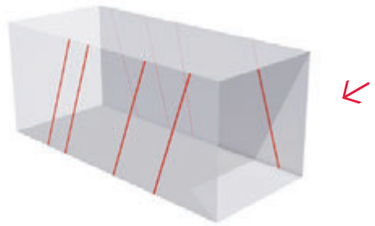
Structuring method



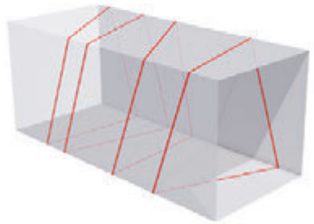
①View the exhibition space as a rectangular parallelepiped.



②Draw 4 D-lines seen from the main viewpoint.



③Draw 4 D-lines also on the opposite surface.



④Connect the upper and lower edges of each line.

⑤Remove the two sections in the middle and leave the remaining three.

⑥Color the inside in red and outside in white in principle.

Exhibition pattern

Be flexible in using the patterns, such as two of them or only one, and so on.

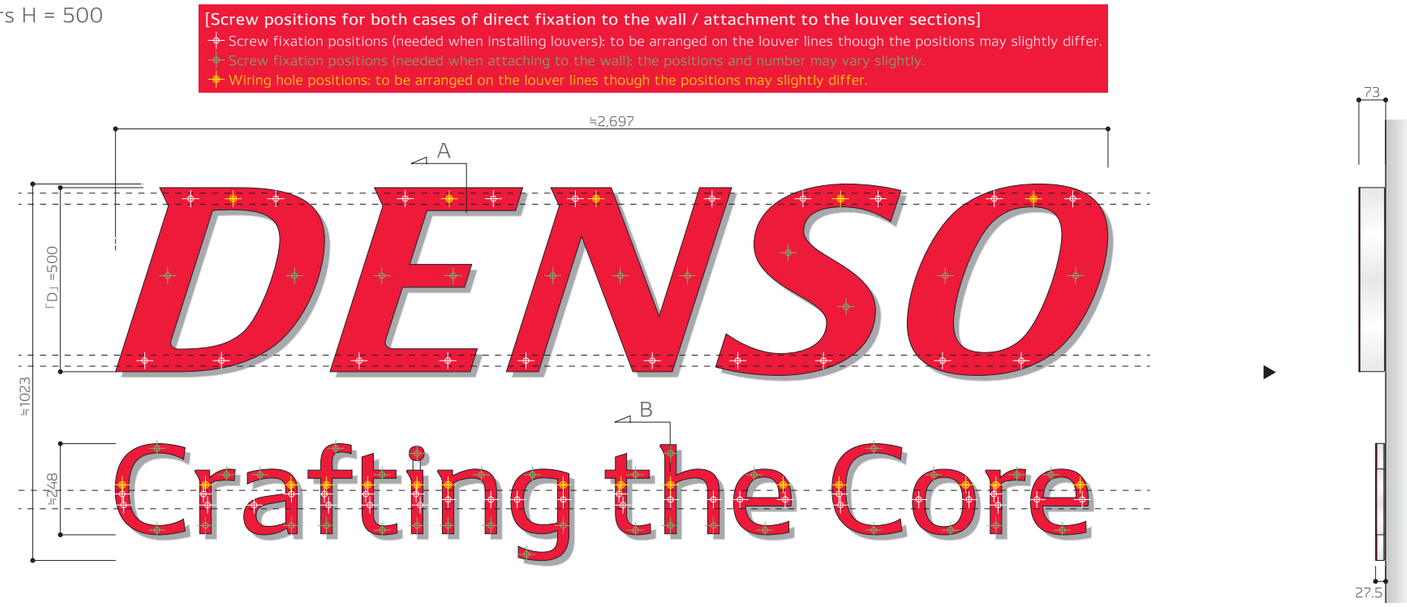
2-03-01

Exhibition
Corporate mark and tag line
Production criteria 1 (Light emitting 3-D letters)

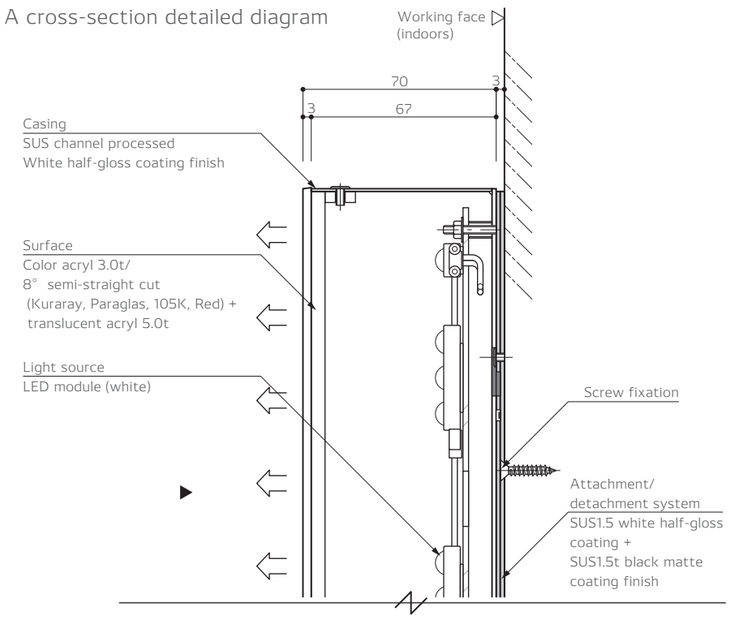
These are guidelines for producing 3-D letters (with light-emitting surface).
Arrange the layout of the corporate mark and tag line depending on the wall dimensions (width and height).
They can be arranged above and below or right and left.
Install them on the white wall while giving full consideration to the key visual or positional relations with D-cross.

* Hanging signs are prohibited.

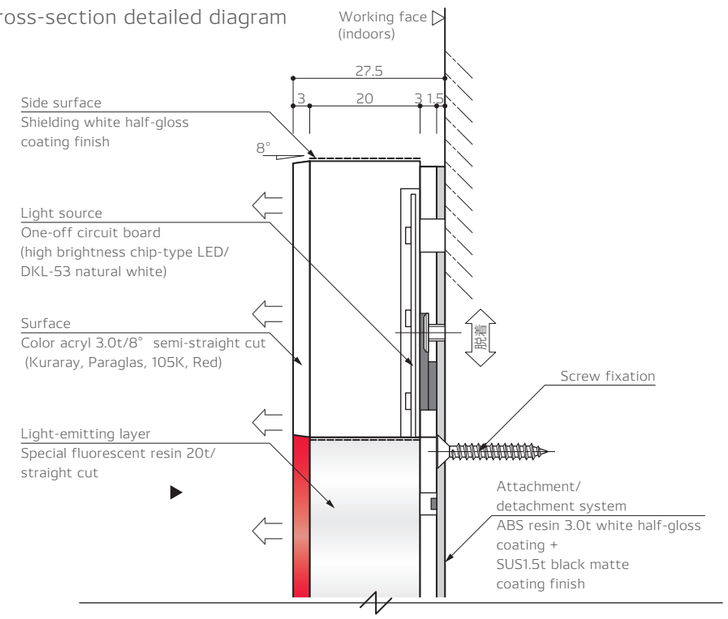
Letters H = 500



A cross-section detailed diagram



B cross-section detailed diagram



2-03-02

Exhibition
Corporate mark and tag line
Production criteria 2 (Non-light emitting 3-D letters)

These guidelines are for producing 3-D letters (non-light emitting) providing rules for the sizes and shapes for the corporate mark and a tag line.

In Japan

Front: Sumitomo 3M™ Scotchcal™ Graphic Film JS-1208XL

Header: Acrylic matte corresponding color to white Sumitomo 3M™ Scotchcal™ Graphic Film JS-1028SCL

Overseas

Front: Coating DENSO red Pantone199C

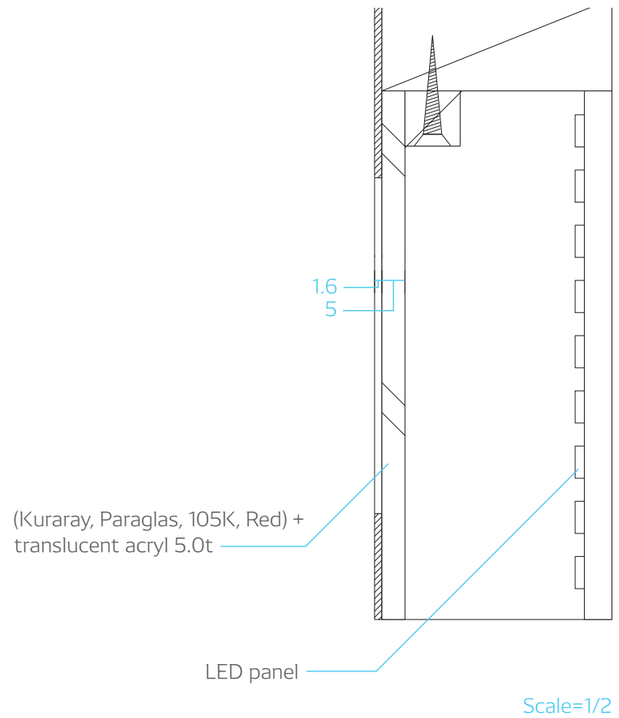
Header: NCS S 0500-N

2-03-03

Exhibition
Corporate mark and tag line
Production criteria 3 (Clipped letters)

These guidelines are for producing clipped letters.
Install them on the white wall while giving full consideration to the key visual or positional relations with D-cross.

DENSO
Crafting the Core



2-04

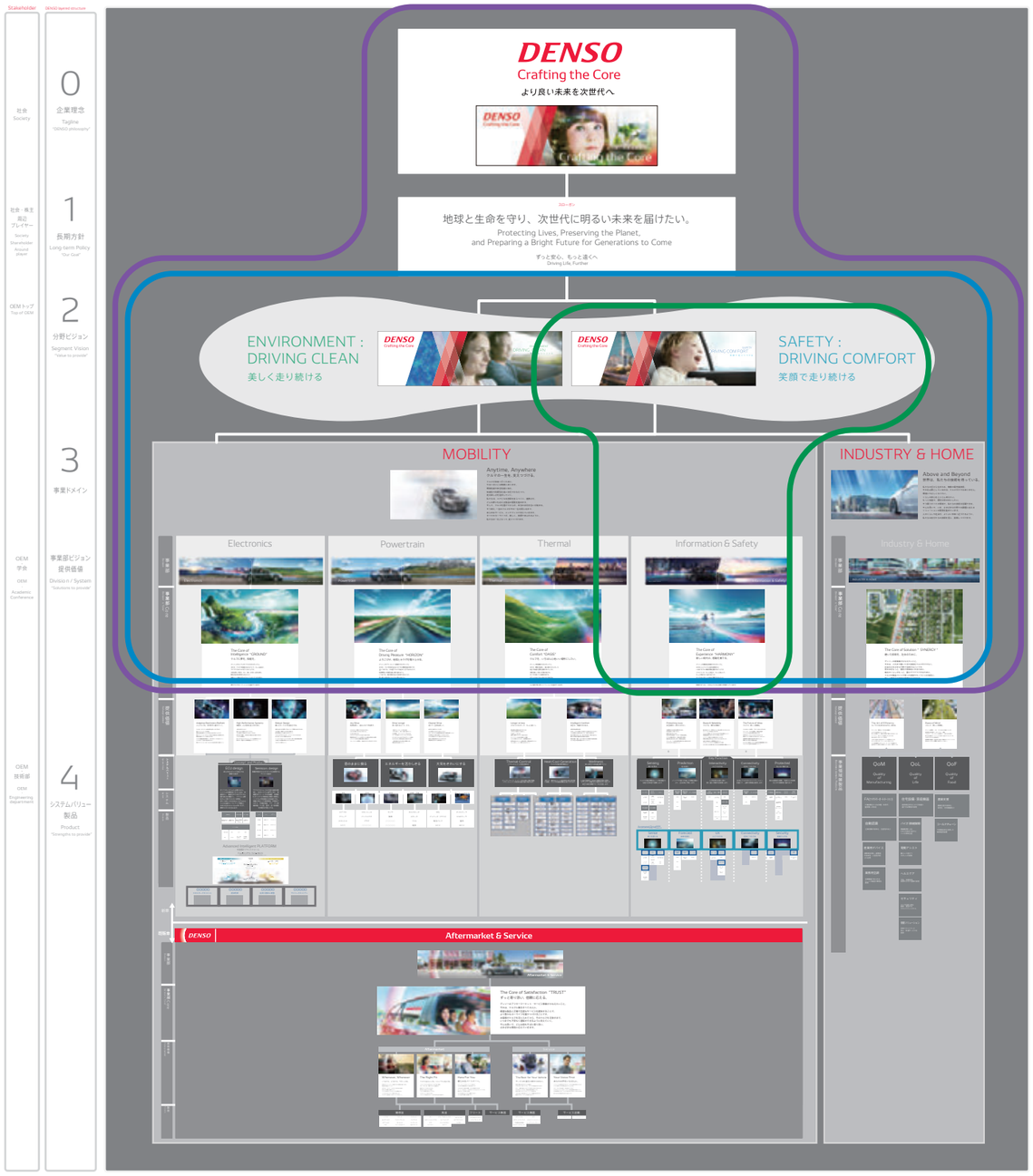
Exhibition
Key visual components / Usage

The Multimedia Library contains various types of Key Visual to be selected according to the featured theme of exhibitions.
Select the Key Visual according to the scale, purpose, spatial design or function of the intended exhibition.

* URL of Multimedia Library
http://media.library.globaldenso.com/

Examples:

- TMS: Layers 0～3
- IAA: Layer 2 / Layer 3 (environment / safety)
- ITS: Layer 2 / Layer 3 (only safety)



2-05

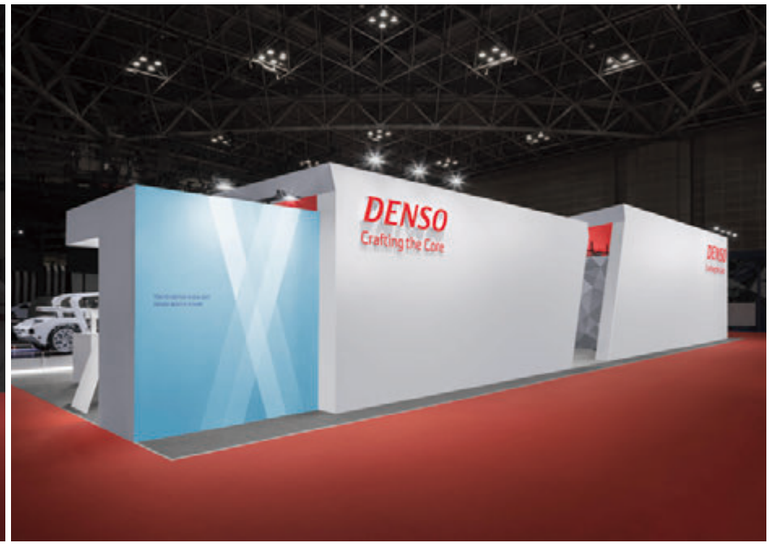
Exhibition
Shapes of booths and office furniture

Make sure that the office furniture or wall at the exhibition booth expresses the DENSO brand in the overall booth by incorporating D-line or D-cross.

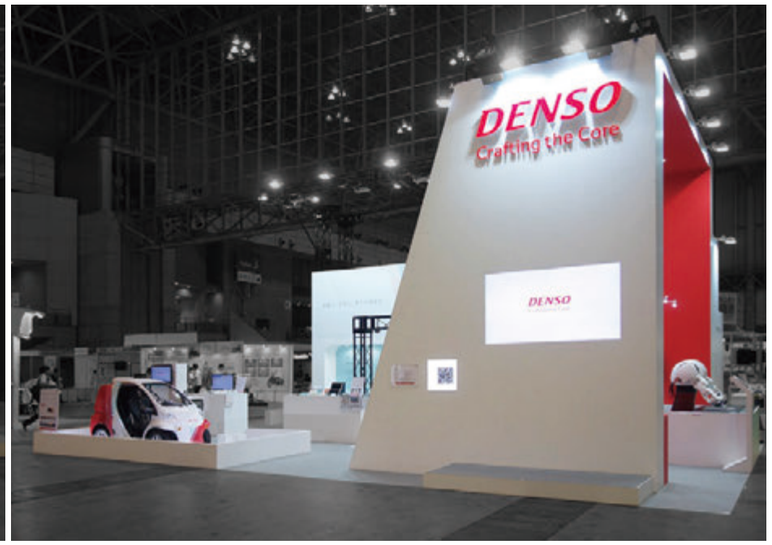
2-06

Exhibition

Exhibition examples



2-06

Exhibition

Exhibition examples