

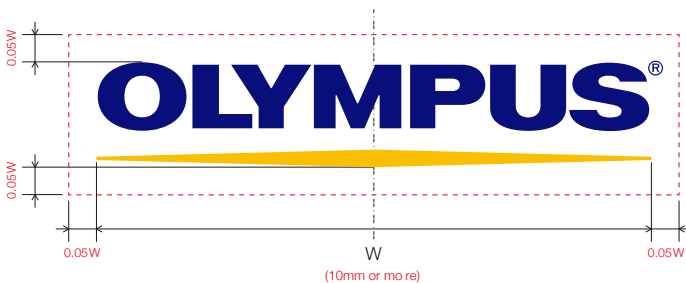
# OLYMPUS LOGO USAGE GUIDELINES

## GENERAL RULES

- Do not change the color of the Olympus logo.
- Do not change the font or typeface of the Olympus logo.
- Do not add extra space between the text and graphic that make up the logo.
- Ensure the width of the Olympus logo is at least 10mm. (The width of the logo with the slogan (Your Vision, Our Future) must be at least 25mm.)
- Avoid placing the Olympus logo over complicated, distracting backgrounds such as photographs or multicolored patterns.

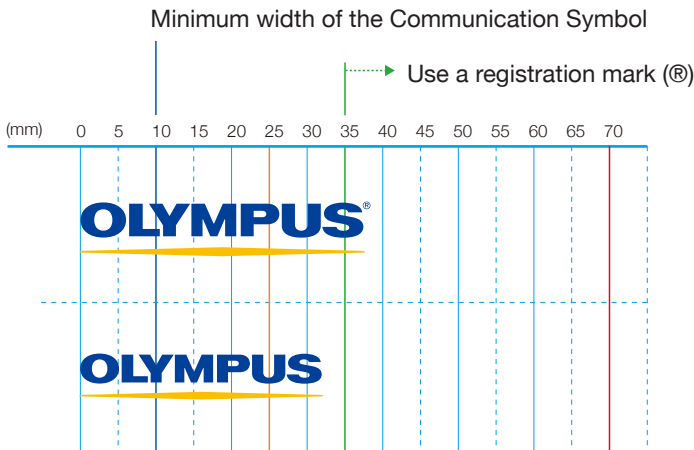
## AREA OF ISOLATION

- Include adequate blank space around the Olympus logo to avoid interference with the design.
- The required area of isolation has a depth equal to 5% the total width of the logo. No typography, illustration or graphic shape should be placed in this area, and it should not be enclosed by lines.



## REGISTERED TRADEMARK

If the width of the logo is less than 35mm, do not use a registration mark. For widths 35mm and above, include the registration mark.



When the width of the Corporate-Slogan-combined Communication Symbol is

35mm or more, use a registration mark (®).

When the width of the Communication Symbol is less than 35mm, do not use a registration mark (®).

## BACKGROUND COLORS

When choosing between the positive and negative type Olympus logos, consider the color of your background. There should be enough contrast between the logo and the background so the logo stands out and is easily recognizable.

<b>OLYMPUS</b>	<b>OLYMPUS</b>	<b>OLYMPUS</b>
<b>OLYMPUS</b>	<b>OLYMPUS</b>	<b>OLYMPUS</b>
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<b>OLYMPUS</b>	<b>OLYMPUS</b>	<b>OLYMPUS</b>



When it is difficult to ensure sufficient contrast between the base color and Communication Symbol, use an Olympus Blue (\*1) or white or (\*2) Communication Symbol. Refer to the above chart to determine which is appropriate.

## CORPORATE COLORS

Use Olympus' preferred colors or the closest match available.

	<b>OLYMPUS BLUE</b>	<b>OLYMPUS YELLOW</b>	<b>OLYMPUS GRAY</b>	<b>OLYMPUS WHITE</b>
<b>CMYK</b>	C100%+M80%	M30%+Y100%	K (BL) 50%	
<b>RGB</b>	R:8 G:16 B:123	R:233 G:178 B:38	R:119 G:119 B:119	R:225 G:225 B:255
<b>PANTONE</b>	287 C	124 C	Cool Gray 8 C	

## WHAT FILE DO I NEED?

	<b>Printed Document</b> (300dpi)	<b>Printed Item</b> (t-shirt, mug, etc.)	<b>Power Point</b>	<b>E-mail</b>	<b>Computer Use</b>
<b>EPS:</b> Vector File	✓	✓			
<b>PDF</b>	✓				
<b>PNG:</b> Transparent Background			✓	✓	✓
<b>JPG:</b> Solid Background			✓	✓	✓