



Kyulux Brand Logo Guideline

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About the guideline

Purpose of this guideline

This guideline indicates the rules regarding the use of the corporate logo of Kyulux, Inc. (hereinafter referred to as "the company"). By using the logo, it shall be deemed that you agree to the guideline. The company may revise the guideline without notice.

Attribution of rights

All rights related to the logo (including copyright and trademark rights) belong to the Company.

If the company determines that there is a violation of the guideline, you must stop using the logo and the company will prohibit the use of the logo.

Terms of use

The purpose of using the logo is limited to introducing the company or its products and technologies provided by the company. When using the logo, you shall comply with all the rules described in the guideline and submit the "Request form for Kyulux images, logo and photos".

If you wish to use the logo for secondary purposes such as quoting, reprinting, or copying, you must submit the Request form for Kyulux images ,logo and photos" again.

Logos and image data cannot be provided to third parties.

Please download and complete the "Request form for Kyulux images, logo and photos" using the link below and send the completed form to Kyulux for approval.

<https://www.kyulux.com/wp-content/uploads/2021/12/Request-form-for-Kyulux-images-logo-and-photos.docx>

Contact

For other inquiries regarding the use of logos and images, or this guideline, please use our contact form.

Contact form

<https://www.kyulux.com/pr-media-coverage-logo-guidelines-requests/>

1. Concept

About Kyulux logo and symbol

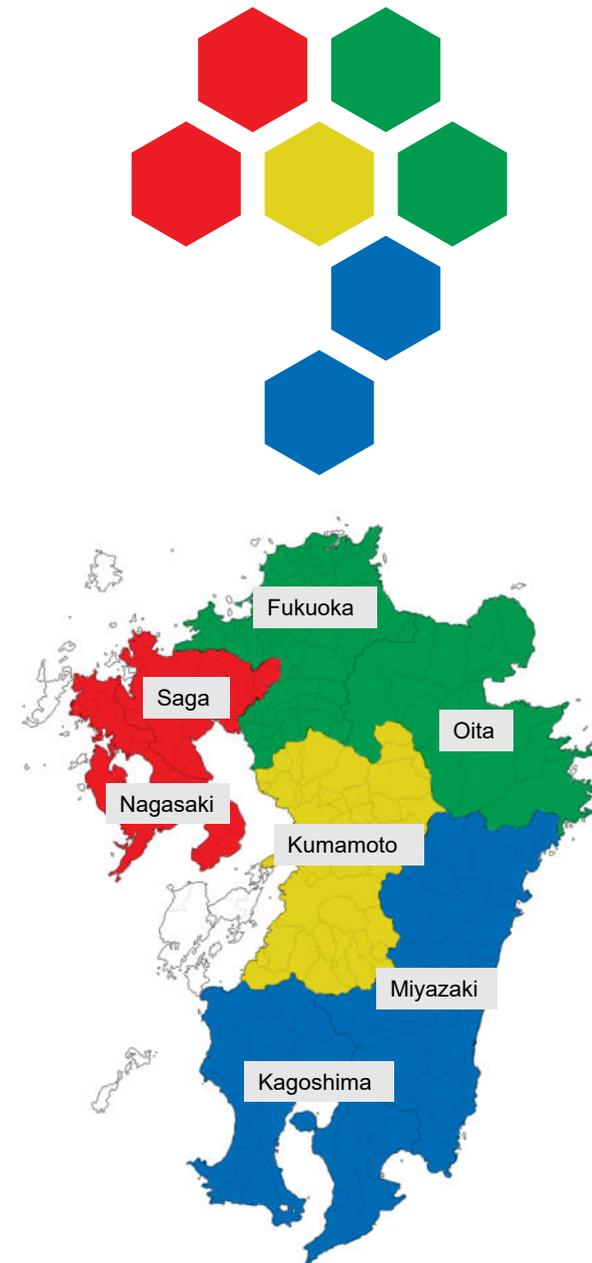
Kyulux is a start up company, develops next generation OLED emitter systems for OLED display, OLED light, etc.

Based on exclusively-licensed technology from Kyushu University and Harvard University, Kyulux develops and markets TADF/Hyperfluorescence™ emitters that enable cost-effective, durable and efficient OLEDs that do not rely on rare metals.

Kyulux is a combination of “Kyu” which means Kyushu Island, Japan, and “lux” which means light. The brand symbol of Kyulux is made of three primary colors light, red, green, blue and yellow.

The Kyulux logo contains a graphic element that is modeled after the map of Kyushu Island, Japan.

The island map is made from colored hexagons, to illustrate the chemical materials.



2. Combination

As a general rule, logo should be a combination of brand symbol with or without a tagline.

When it is unavoidable to use the logo or brand symbol smaller than the minimum size due to the available space of the display area, or when it is already formatted in one shape or form, you can use the logo or brand symbol alone.

Use of logo/ brand symbol alone

When it is unavoidable to use the logo or brand symbol smaller than the minimum size, due to the convenience of the display area.



When it is already formatted in one shape or form.



Basic Format A (with tagline)



Basic Format B (without tagline)



Logo only



Brand symbol only



3. Brand color

Brand Logo Basic Format

Kyulux brand colors are navy blue and red, green, blue and yellow used for the symbol mark.

Always use this default full color logo using the color chart as shown.



Color: **#282a5a**
R: 40 G: 42 B: 90
Pantone P 103-16 C

Color: **#ec1c24**
R: 236 G: 28 B: 36
Pantone P 52-8 C

Color: **#009b4e**
R: 00 G: 155 B: 78
Pantone P 143-6 C

Color: **#e1d21e**
R: 255 G: 210 B: 30
Pantone P 1-16 C

Color: **#006cb6**
R: 0 G: 108 B: 182
Pantone P 106-8 C

Basic Format 2

When the logo needs to be placed on dark surfaces, it is possible to use the logo with the typeface as solid white.



4. Color variations

Color variation A

Choose the most appropriate logo, which fits the background color of the medium to be used.

When the basic format cannot be used due to the reasons such as lack of visibility, solid navy or black logo can be used.

Please follow the logo color chart as shown when using these variations.

Color variation B

Use a solid black or white color version of the logo when printed on black and white.



Color: #282a5a
R: 40 G: 42 B: 90
Pantone P 103-16 C



Color: #000000
R: 0 G: 0 B: 0
Black



Color: #FFFFFF
R: 255 G: 255 B: 255
White

5. Isolation area and Minimum size

Isolation Area

A Clear space must be kept around the logo, in order to keep it clear of any other graphic elements.

Allow a clear space around the logo to ensure its visibility.

Minimum Logo size

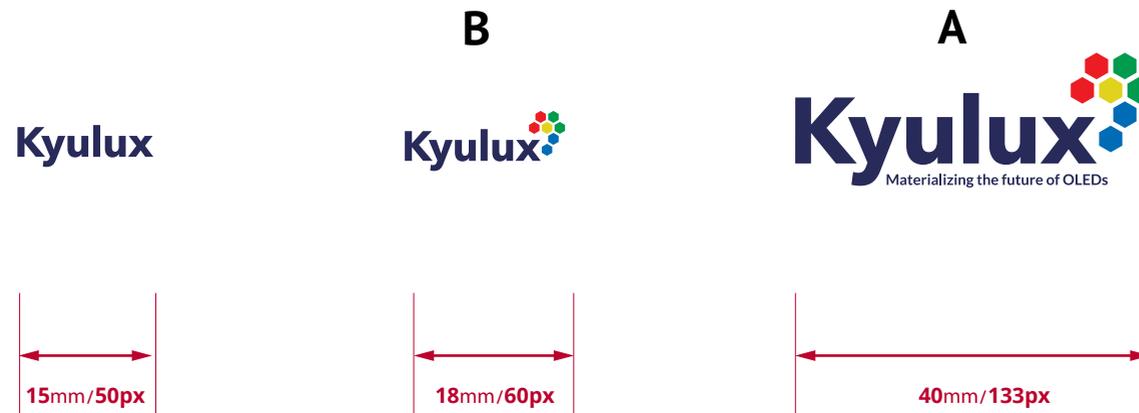
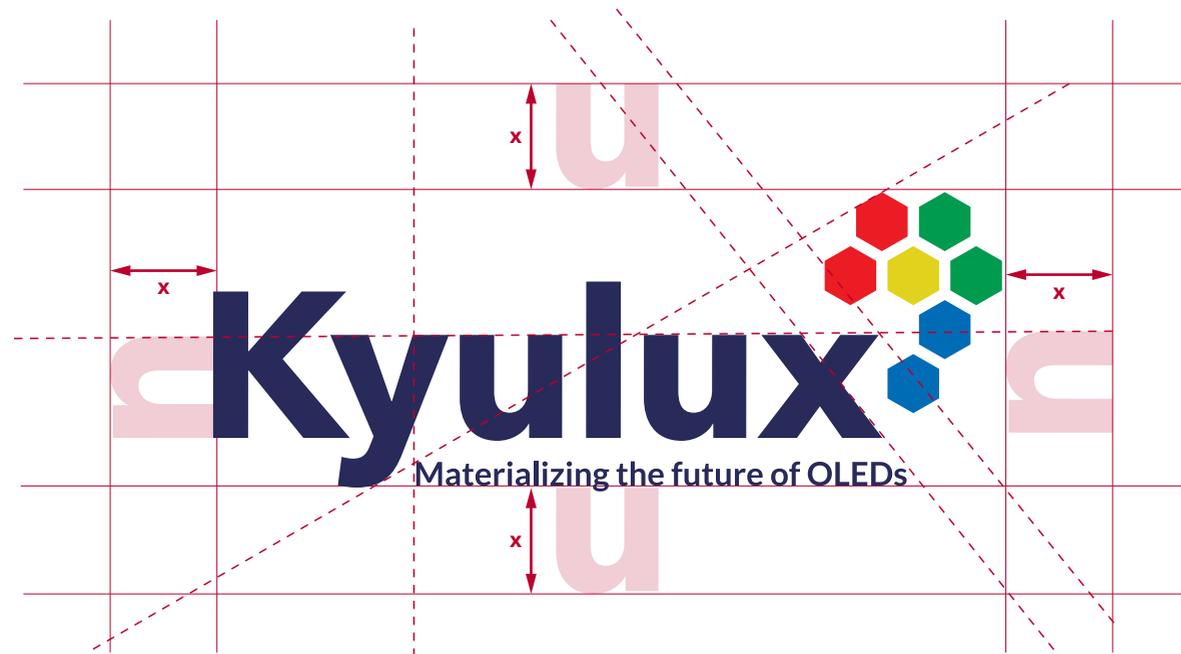
The minimum logo size should be larger than 15mm in print or 50px in digital, to ensure visibility and readability.

The logo without a tagline can be used up to the maximum width of 18mm (60px).

The logo with a tagline (Basic Format A) should not be smaller than 40 mm width in print, or 133px in digital.

However, an exception is made when it is unavoidable to use it below the minimum size due to the display area.

Below the minimum size, the logo is likely to be blurry and unclear.



6. Prohibited Uses

Prohibited Uses

Use the logo as provided and do not alter or modify it.

Contact us if you need to use the logo in any other way due to design reasons.



Don't rotate the logo - always place in a horizontal way.



Don't color the logo in a non approved, out of brand color.



Don't detach the symbol from the writing of the logo.



Don't use a different font for the "Kyulux" writing.



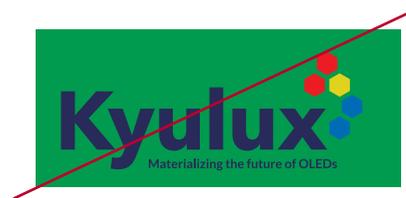
Don't use a harsh drop shadow effect behind the logo.



Don't distort the logo in a non proportional way.



Don't skew the logo.



Don't place the logo on a background that will make some of his part disappear.



Don't use strokes to represent the logo form. All shapes must be filled without strokes.