



ADVANCED DESIGN STUDIO - RESEARCH & DESIGN / BRANDING

VIS 391 / VIS 393

INDIVIDUAL PORTFOLIO PROJECT

BRAND BIBLE

DONE BY: CONSTANCE KOH

CONTENTS PAGE

Logotype	Pg 2 - 3
Font type	Pg 4 - 5
Space & Size	Pg 6 - 7
Colours	Pg 8 - 10
Permitted usage of logo	Pg 11
Applications Of Logo On Different Coloured Background	Pg 12 - 13
Incorrect usage of logo	Pg 14 - 15
Logo applications on corporate identities	Pg 16 - 17



THE NEW LOGO

The reason why the logo is in circle shape is because most SEIKO watches have round shaped watch face, and it is the most common shape for watches. Fonts of more angular edges are chosen to make it look more modern and to portray the idea of 'cutting edge'.

In order to protect the integrity of our brand, the logotype must never be altered or replaced by any other type.

細かい職人の技

It means of fine craftsmanship. This explains why people should invest in a SEIKO watch due to its quality of work and precision.

THE RED DOT

Red is the colour of Japanese flag. The logo represents that SEIKO is a timepiece originated from Japan.



小塚ゴシック Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

(REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

(LIGHT)

ANOTHER LINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

(REGULAR)

EUROSTILE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

(LIGHT)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890**

(LIGHT)

OTHER COMPLEMENTARY FONTS

BASKERVILLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890**

BOLD



LOGO MINIMUM CLEAR SPACE

Clear space refers to a distance of “X”, as a unit of measurement, surrounding each side of the SEIKO signature.

The minimum clear space and proportions shown here must be adhered to at all times.

Any enlargement or reduction must be done proportionately.



MINIMUM SIZE

Minimum size refers to the smallest size at which the SEIKO signature may be reproduced to ensure its legibility.

The minimum reproduction size of the SEIKO signature is 1/8" in height, based on the height of the letter “O” of the SEIKO logotype.

However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, contact the SEIKO Marketing Department for approval of those special applications.

Observe the reproduction size requirements of the signature to avoid poor quality or distortion.



CORPORATE COLOURS

Pantone DS6-3C and Pantone DS108-1C are the primary colours of the brand logo which should be used for all important applications. The full colour logo should be used on a white background whenever possible.

PRIMARY COLOURS



PANTONE
DS6-3C



PANTONE
DS6-3C



PANTONE
DS6-3C



GOLD

Wealth, and wisdom. Also symbolizes optimism. It also symbolizes Seiko has a 'golden share' in the watchmaking market of Japan.

WHITE

Symbolizes purity and kindness. It holds the potential to move toward every other . A good choice for new beginnings, and development in any direction.

RED

Warmest of all color, passion



SECONDARY COLOURS

The secondary color palette has been created for use in presentations and other corporate materials.



PERMITTED USAGE OF LOGO



細かい職人の技

Circle in logo can don't be used in watches and other materials that are very small in size.



セイコーウォッチ株式会社
SEIKO WATCH CORPORATION

Company name can be used under logo when necessary. Eg. Letterhead. Still, the logo minimum space clearance must be adhered to.



APPLICATIONS OF LOGO ON DIFFERENT COLOURED BACKGROUND



1) Full colour logo on white background



2) Full colour logo on black background



3) Coloured logo on coloured background



4) One colour logo on white background



5) One colour logo on black background



6) Coloured logo on gradient background

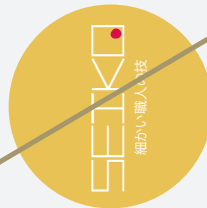
INCORRECT USAGE OF LOGO



Changing of proportions of red dot



Red dot repositioned in wrong order



Red dot repositioned in wrong order



Wrong use of red dot colour



Distortion



Putting a line around the logo



Adding a drop shadow to the logo



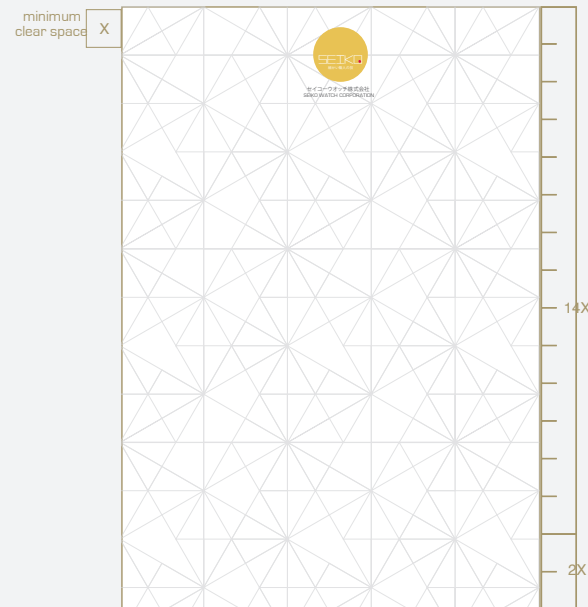
Changing of font



Wrong use of brand colours



LOGO APPLICATIONS ON CORPORATE IDENTITIES



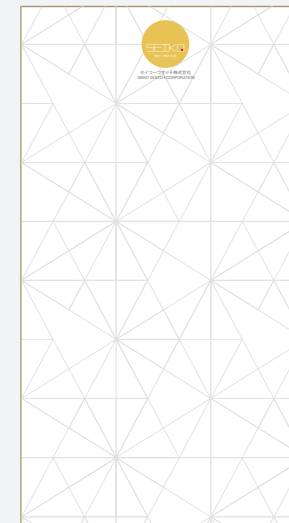
Letterheads



Namecards



Envelopes



THE END