

Corporate brand logo and Corporate name description



This corporate brand logo is our trade mark registered under the Trade Mark Law and protected from infringed usage by outsiders.

Though, it is a requirement for us to follow the basic rules of usage ourselves, or otherwise we cannot be properly protected by the law.

Therefore, we would like to ask for your full understanding and cooperation to comply with the rules.

In case of any question or inquiry, please contact General Affairs Dept.

Thank you for your cooperation.

July 2010

Cautions

All brand-management and trademark rights pertaining to the trademarks of NYK Group companies using "YUSEN", and any derivatives thereof belong to Nippon Yusen Kabushiki Kaisha. Please also note that our usage of the Corporate brand logo based on a contract for the use of that trademark with Nippon Yusen Kabushiki Kaisha.

Corporate brand logo guidelines

The shape, colors and font of the corporate brand logo of Yusen Logistics Co., Ltd. are to be exactly specified in this manual, and any changes or corrections are prohibited. The mark and logo are required to be displayed with adequate visibility. Several basic display methods are explained hereby.

| Layout and Shape

Layout and Shapes of the corporate brand logo must not be changed.
Please also do not change the vertical and horizontal balance.
The proper details are indicated below.

| Inviolable Space

There is a certain area surrounding the corporate brand logo which has to be kept in blank in order to maintain the individuality of the corporate brand logo. Please inquire to the General Affairs Department if an additional description is necessary.



| Double Wing Colors

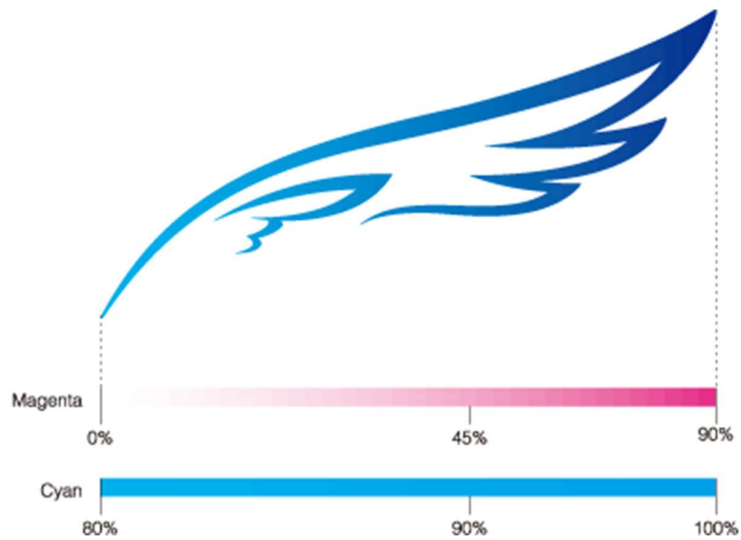
The color of the double wing shown in the corporate brand logo is specified as below.

- Flying Blue
- Black

Gradations

Flying Blue should be produced by mixing cyan and magenta. The gradation should be accurately expressed by following the gradation percentage scale.

ロゴカラー Logo Colors



▲ Pagetop

Minimum Usage Size

To assure visual reproduction of the corporate brand logo and maintain sufficient readability, follow the minimum size regulations shown here.



Corporate brand logo variations

Our internal rules permits the usage of the following flexible variations of the corporate brand logo but on limited occasions.

In addition that the corporate brand logo and variations can be used in "Monochromatic Variations". No other local variations are to be produced.



Monochromatic variations



Corporate brand logo incorrect usage



- ① 文字間や配列を変えてはいけません
Do not change any spacing between letters or their positioning.



- ② ロゴタイプに対してウイングの位置を変えてはいけません
Do not alter the positioning of the wings in relation to logotype.



- ③ 変形させてはいけません
Do not deform or resize the design.



- ④ 縦長にはしてはいけません
Do not condense letters.



- ⑤ 横長にはしてはいけません
Do not elongate letters.



- ⑥ 不可侵スペースの中に他の要素を配置してはいけません
Do not place any text or design elements other than the logo within the specified protected area.



⑦ 煩雑な背景やコントラストのとれない背景上に配置してはいけない

Do not use graphics that interfere with the logo or backgrounds without sufficient contrast against the logo.



⑧ グラデーションの変形や、規定外のカラーで表示してはいけない

Do not use colors other than specified such as incorrect gradations.



⑨ フチドリをしてはいけない

Do not frame the lettering.



⑩ シェドウをつけてはいけない

Do not dropshadow.

Business Cards

Business Cards (ENGLISH) (91mm x 55mm)

Name...Helvetica Neue 65 Medium 12pt

Section / Title...Helvetica Neue 55 Roman 6pt Interliner Spacing7pt

Company Name...40mm

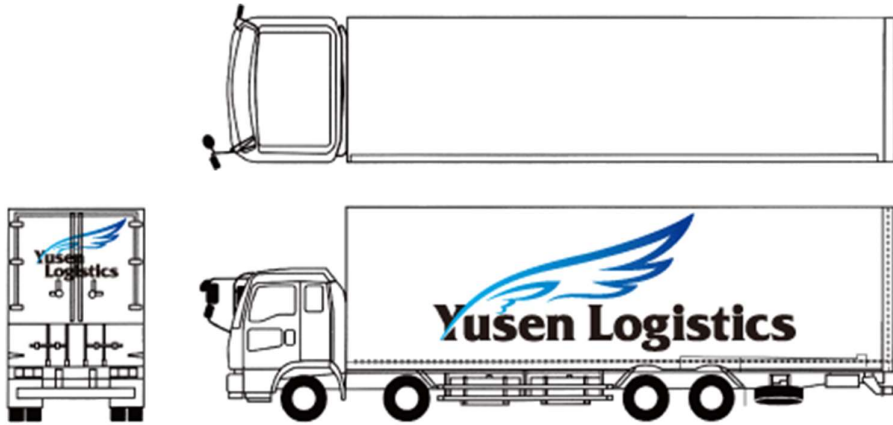
Address etc. ...Helvetica Neue 55 Roman 6pt Interliner Spacing7.5pt

TEL / FAX / E-mail / HP...Helvetica Neue 55 Roman 6pt Interliner Spacing7.5pt



Examples of how to apply the corporate brand logo

TRUCK



| VAN

