Nakayama Sales

MANUAL of
GRAPHIC STANDARDS
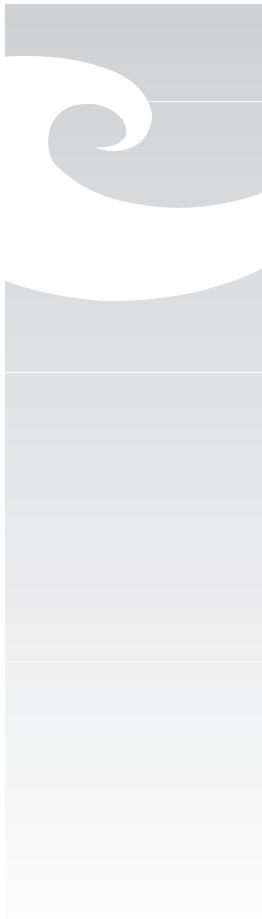
WHITECAP
Marketing • Design • Promotion

"You'll enjoy our company!"

Signature Logotype and Logo

Brand Signature

Nakayama Sales

The most integral part of Nakayama Sales corporate identity is its brand signature.

Logotype

Nakayama Sales

The logotype must not appear alone without the logo symbol. The typeface for the logotype is Optima.
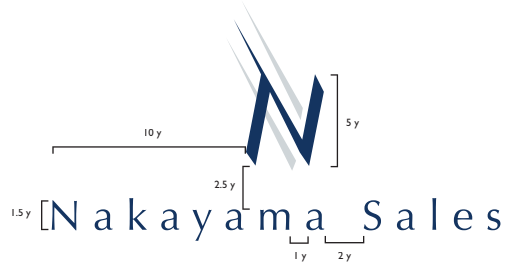
Logo

Nakayama Sales logo may appear alone in graphical layouts and in applications such as lapel pins or stickers. It is acceptable to rotate the logo and reproduce it at varying sizes when it is used alone for creative layouts.

ALIGNMENT

Internal Alignment

A note about measurements

Because it is impossible to specify sizes in standard units of measurement for every possible size of a brand signature, we have created our own measurement that will always remain the same relative to the brand signature no matter what size the signature is scaled to the top width of "y" in "Nakayama".

Within the brand signature are measurable points to ensure proper positioning of elements relative to each other. Most importantly, the distance between the logo and logotype must be approximately 2.5 y from the signature.

When at all possible, please use the original artwork files attached to this booklet.

External Alignment

The alignment guide may be used to align the brand signature to other graphical and typographical elements. Leave at least a 1.5 y margin around the entire logo as shown above, to maintain the integrity of Nakayama Sales brand signature.
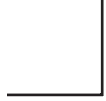
SCALE

Recommended Minimum Size

The recommended minimum size for Nakayama Sales brand signature is no less than 25 mm in width and 13 mm in height. If the signature is scaled much smaller than this size, the letters will become unreadable. This minimum size is an extreme that should only be used for appropriate applications (for example, the side of a ball point pen).

COLOR*

Importance of Accuracy

It is especially important to follow color guidelines when creating corporate materials. Colors can vary from computer monitor to computer monitor, and the only way of ensuring a consistent color in materials is to adhere to the color standards in this manual.

Blue

Spot Color
Pantone 655 CVU 100%

CYMK
C 100% M 68% Y 0% K 52%

Black

Spot Color
Pantone Black CVU 100%

CYMK
C 0% M 0% Y 0% K 100%

Gray

Spot Color
Pantone 428 CVU 100%

CYMK
C 2% M 0% Y 0% K 18%

*This manual was printed by a Xerox Phaser 8400.
Colors printed on this page are NOT true color matches.*

COLOR VARIATIONS

Gray Percentage

The gray used in these one color signatures is 25% black.

One Color Signature

Two Color Signature
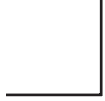
PMS 655 and PMS 428

Reverse One Color Signature

TYPEFACES

Nakayama Sales's Typeface

The consistent usages of the typeface helps create a unified effect amongst Nakayama Sales's various stationery and other materials. Our primary typeface is Optima Regular.

Optima Regular

ABCDEFGHIJKLMNOPQRZTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !?.,@$&

GLOSSARY OF GRAPHIC DESIGN TERMS

Acrobat Acrobat is part of a set of applications developed by Adobe to create and view PDF files. Acrobat is used to create the PDF files, and the freeware Acrobat Reader is used to read the PDF files.

Branding Originally an advertising concept, branding is now an integral part of many graphic designer's day-to-day exposure. A brand is a graphic, font, image or a series of concepts that defines a company's, or product's, identity.
By establishing a strong and identifiable brand, a company or organization is trying to convey to its consumers a sense of familiarity and trust of its products, over that of its competitors.

CMYK Stands for the four primary colors used in a printing process; Cyan, Magenta, Yellow and Black. In a "four-color" printing process, these colored inks are combined to closely resemble the actual colors in a photograph or design.

Corporate identity Whilst having a link with branding, corporate identity generally applies more specifically to the visual perceived image of a corporation, rather than to an individual product. The intent of a strong corporate identity is to promote this cohesive visual image, both within the company - as a corporate culture - and externally to clients and rivals as a strong visual corporate identity.
In practical terms, for designers, this involves the development of a logo (or group of logos) and a set of printed visual guidelines - usually in the form of a Corporate Identity Manual - as to how the organization's corporate identity is to be represented in publications, web sites and advertising campaigns. A Corporate Identity Manual would include samples of logotypes and layouts, instructions for their usage, color guides and color swatches.

GLOSSARY OF GRAPHIC DESIGN TERMS

EPS extend. Encapsulated PostScript

An Encapsulated PostScript (EPS) file is a self-contained PostScript graphic file that contains vector image data. The 'Encapsulated' part means that graphics applications, such as Adobe Illustrator, Freehand and CorelDraw can use the information to lay out a page.

In practice, what this means for designers, is that line art drawings made in programs such as Illustrator and Freehand can be saved, exported and printed as PostScript files. An EPS graphic file has the advantage of all vector images, in that it can be enlarged to any size, without a loss of quality. However, it should be noted that it is also possible to have bitmap images within, and saved as, EPS file formats. Theses images will lose visual quality as they are expanded in size.

Font A font is a complete set of characters in a particular size and style of type. This includes the letter set, the number set, and all of the special character and diacritical marks you get by pressing the shift, option, or command/control keys. For example, Times NewRoman Bold Italic is one font, and Times NewRoman Bold is another font. Times NewRoman is a single typeface.

Grayscale An application of black ink (for print) or the color black (for the screen) that simulates a range of tones. Grayscale images have no hue (color). In print design, a grayscale graphic image appears to be black, white, and shades of gray, but it only uses a single color ink.

High Resolution A bitmap image that has a high pixel resolution. Photographic images that have been scanned and that are intended to be used for printed reproduction must be high resolution. Usually defined in terms of 'pixels per inch' (PPI).

It is a relative term. Images that are going to be printed must usually be scanned to a resolution approximating 1.5 times to 2.5 times the intended line screen of the output device.

GLOSSARY OF GRAPHIC DESIGN TERMS

JPEG extend. Joint Photographic Experts Group
abbr. JPG
JPEG is a type of file format used to compress the size of images. The downside is that there is some loss of quality in a JPEG image. This can be limited by using a high quality setting, but this results in a larger file size. JPEGs are used less in graphic design for print these days, due to the relative cheapness of large storage devices, such as hard disks, CDs and portable hard disks. The JPEG format is largely used to keep the file size of web images (especially photographic images) down, to enable faster downloads.

Logo or Logotype A distinctive design, symbol, or style of type associated with the company name. Specifically, a logo is a symbol or mark and a logotype is an alphabetical configuration.

Low resolution The term applied to a bitmap graphics file (usually a photographic image) that is only used for positional purposes, or 'on-screen' display. The term 'low-resolution' is not an absolute term. A low resolution file is typically 72dpi, at the intended output size and so is generally considered unsuited for printed work as it will probably appear bitmapped or aliased. However, some newspaper or large posters are output at very course line screens and so this size of image is no longer considered 'low-resolution'.

PDF Stands for Portable Document Format. Created by Adobe Systems in its software program Adobe Acrobat as a universal browser. Files can be downloaded via the web and viewed page by page, provided the user is computer has installed the necessary plug-in which can be downloaded from Adobe's own web site.

PMS Acronym for Pantone Matching System, a graphics industry standard spot color printing system [pantone color guides]

GLOSSARY OF GRAPHIC DESIGN TERMS

PostScript   A page description language, developed by Adobe, that redefined the design, print and publishing industry in the 1980's. The Apple laserwriter in the mid-1980's shipped with PostScript and, combined with Pagemaker and the Macintosh, launched the desktop publishing (DTP) industry.

PostScript was the first digital printing programming language that, in conjunction with DTP publishing software, allowed text and graphics to be reproduced in a high enough quality to be used in pre-press reproduction.

PostScript is also utilised in the majority of fonts used in the design and publishing industry, as well as in design tools such as QuarkXpress and vector illustration tools such as Freehand and Illustrator. As well as printing systems, PostScript is also used as a display system for screen output.

RGB   Stands for the colors Red-Green-Blue. In web design and design for computer monitors, colors are defined in terms of a combination of these three colors. For example, the RGB abbreviation for the color blue shown below is 0-0-255. In contrast, print designers typically define colors using CMYK.

Vector Graphic   A graphic image drawn in shapes and lines, called paths. Images created in Illustrator and Freehand (graphic design software) are vector graphics. They are usually exported to be bitmap images.

GLOSSARY OF GRAPHIC DESIGN TERMS

TIFF ext. Tagged Image File Format

A TIFF file is a cross-platform graphics file format that is very highly used in graphic arts. In fact it was specifically designed for cross-platform compatibility and this has helped it become a very popular file format, especially for high-resolution pre-press files.

Like the EPS file format, TIFF files have the ability to saved digital image information as CMYK and this has led both these formats to become the de-facto standard for print design.

Unlike EPS files, ordinary TIFFs are purely bitmap files and could not, until recently, contain vector data. Recently, however, there has been the emergence of the enhanced TIFF file format, which not only supports fonts and other vector drawing information, but also supports Photoshop layers and transparency.

The features of advanced TIFF files are extremely useful, especially when importing into a DTP package such as QuarkXpress for layout design. However, it is advisable to check with the intended pre-press bureau or print supplier, before submitting files in this format. Most printers will still prefer Photoshop files to be flattened before outputting them to an imagesetter.

Additionally, recent versions of InDesign and QuarkXpress now support importing layered Photoshop files (PSD) and so the use of layered TIFF files is slightly questionable.

Typeface The set of characters created by a type designer, including uppercase and lowercase alphabetical characters, numbers, punctuation, and special characters. A single typeface contains many fonts, at different sizes and styles.

ARTWORK FILE LIST - CD

Name	Date Modified	Size	Kind
LogoSheet.pdf	Today, 9:50 AM	40 KB	Adobe PDF document
NSgraphicStandards.pdf	Today, 9:50 AM	40 KB	Adobe PDF document
▼ EPS Files	Today, 9:57 AM	--	Folder
NakSales(NLogoBlackScreen).eps	Today, 8:58 AM	188 KB	EPS File
NakSales(NLogoColor).eps	Today, 8:58 AM	188 KB	EPS File
NakSales(NLogoSolid).eps	Today, 8:59 AM	188 KB	EPS File
NakSalesLogo(2color).eps	Today, 8:55 AM	236 KB	EPS File
NakSalesLogo(BalckwScreen).eps	Today, 8:56 AM	236 KB	EPS File
NakSalesLogo(SolidBlack).eps	Today, 8:56 AM	236 KB	EPS File
▶ Font	Today, 9:58 AM	--	Folder
▼ Freehand MX File	Today, 9:54 AM	--	Folder
NakayamaSalesLogos	Today, 8:59 AM	172 KB	FreeHand MX Document
▼ Illustrator File	Today, 9:54 AM	--	Folder
NakayamaSalesLogos.art	Today, 8:59 AM	104 KB	Text File
▼ JPEG Files	Today, 9:57 AM	--	Folder
NakSales(NLogoBlackScreen).jpg	Today, 9:55 AM	84 KB	Adobe Photoshop JPEG file
NakSales(NLogoColor).jpg	Today, 9:55 AM	84 KB	Adobe Photoshop JPEG file
NakSales(NLogoSolid).jpg	Today, 9:55 AM	88 KB	Adobe Photoshop JPEG file
NakSalesLogo(2color).jpg	Today, 9:55 AM	112 KB	Adobe Photoshop JPEG file
NakSalesLogo(BalckwScreen).jpg	Today, 9:55 AM	104 KB	Adobe Photoshop JPEG file
NakSalesLogo(SolidBlack).jpg	Today, 9:54 AM	104 KB	Adobe Photoshop JPEG file
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NakSalesLogo(BalckwScreen).tif	Today, 9:52 AM	1.4 MB	Adobe Photoshop TIFF file
NakSalesLogo(SolidBlack).tif	Today, 9:52 AM	1.4 MB	Adobe Photoshop TIFF file

Nakeyama CD