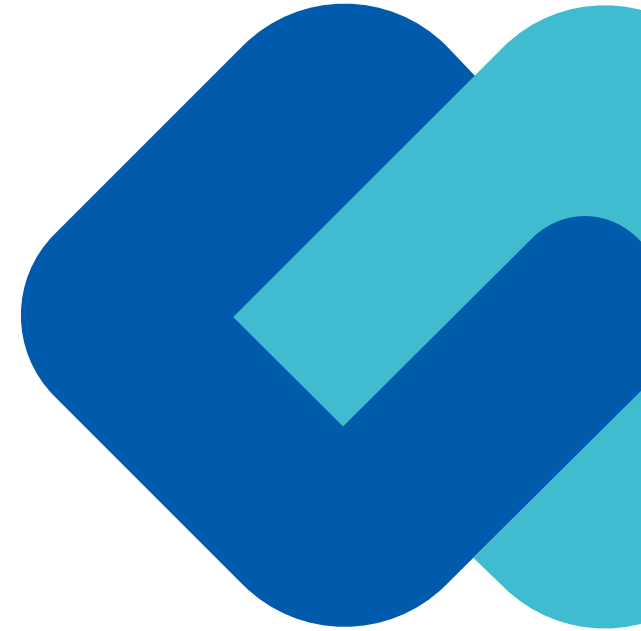


GMO Sign Brand Guidelines



GMO Sign

2025.04.23

Logo

GMO Sign

Logo Color

Color

GMOSign

GMOSign

Logo Color Code

GMO Blue
HEX #005bac
RGB R0/G91/B172
CMYK C100/M60/Y0/K0
PANTONE 2175
DIC 579

Trust Navy
HEX #101d32
RGB R16/G29/B50
CMYK C55/M30/Y0/K90
PANTONE 2175
DIC 579

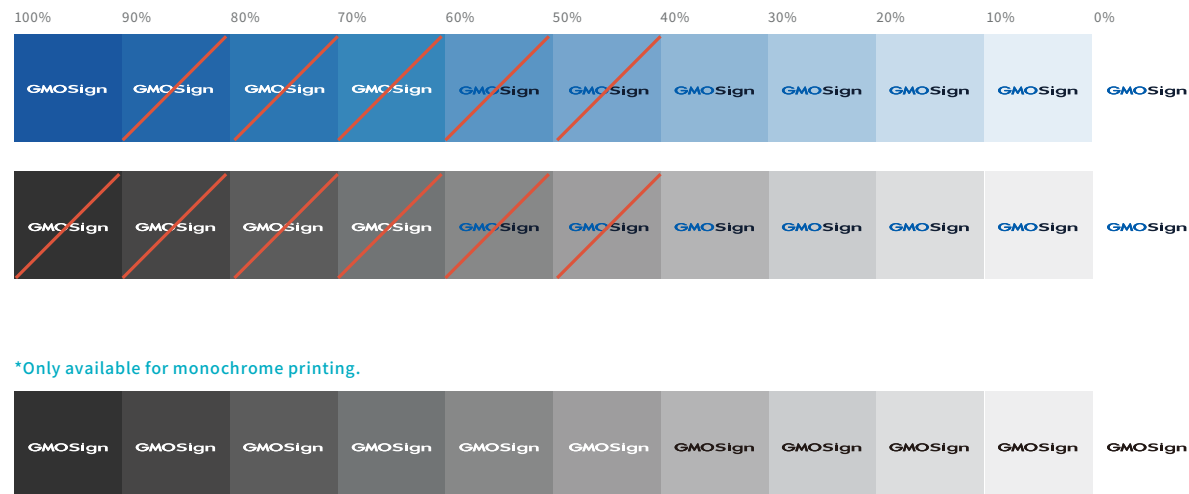
Color (Monotone)



Monochrome Printing



Color Chart



About Color Contrast

To ensure the visibility of the logo, please ensure that the color contrast ratio between the logo and the background color is at least "3:1." When using a background color, please make sure to check the color contrast during the design process.

Color contrast can be easily checked using various tools.

Recommended Check Tool

Adobe Color Accessibility Tool

<https://color.adobe.com/ja/create/color-contrast-analyzer>

Contrast Between Logo and
Background Color

At least **3:1**

Isolated Area



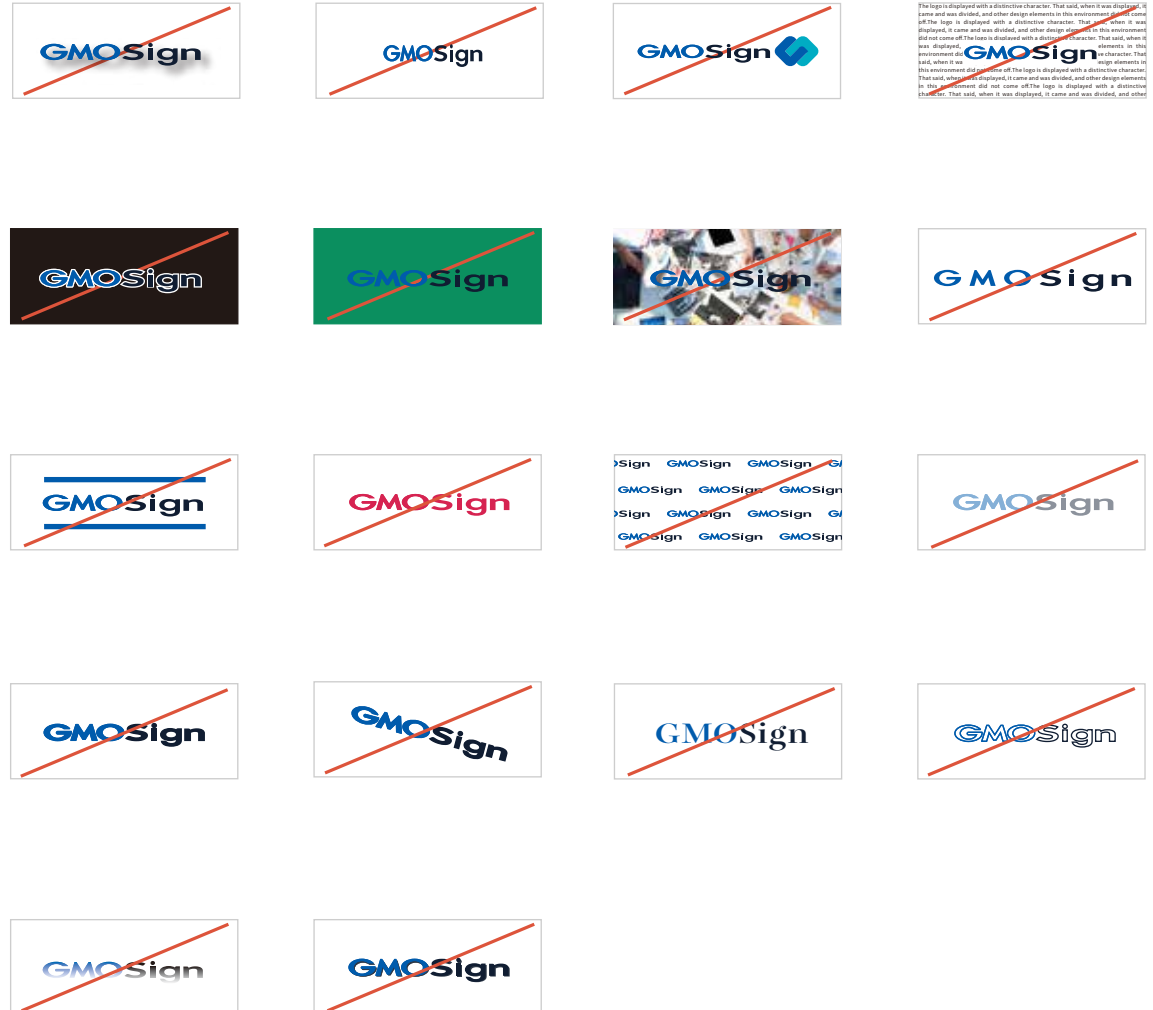
Minimum Size



10mm (35px)

Logo Colors Within Backgroud



Collaboration



~~GMOSign X Sample~~

~~GMOSign & Sample~~



Display a line between.

GMOSign | Sample

Provide sufficient margin.

GMOSign Sample

Service Name Representation

The official name of the electronic contract system we provide is "GMO Sign."

English notation

GMO Sign

Half-width space

Corporate Name Representation

Please standardize the company name as it appears in text. There are no specific rules regarding the use of full names or abbreviations, as long as they adhere to the internal notation provided on the right.

If the specified notation is not available for use, please consult the Corporate Branding Circle.

Contact:

Corporate Branding Circle (Attn: Otsuki)

office-ceo_@gmogshd.com

English notation

GMO GlobalSign Holdings K.K.

□ Half-width space □ Half-width space □ Half-width space

GMO GlobalSign Holdings

□ Half-width space □ Half-width space

Motif



GMO Blue
HEX #005bac
RGB R0/G91/B172
CMYK C100/M60/Y0/K0
PANTONE 2175
DIC 579

Innovative Green (80)
HEX #61bfd1
RGB R97/G191/B209
CMYK C66/M0/Y20/K0
PANTONE 121-13 C
DIC 2165s

Example of use



Favicon

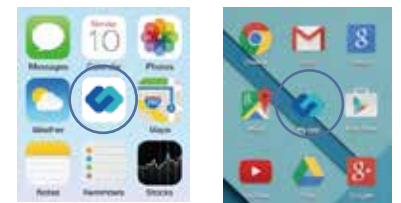


GMOブルー
HEX #005bac
RGB R0/G91/B172

18

Innovativeグリーン (80)
HEX #61bfd1
RGB R97/G191/B209

Example of use



Color : Primary/Secondary

Primary Color

GMO Blue

HEX #005bac
RGB R0/G91/B172
CMYK C100/M60/Y0/K0
PANTONE 2175
DIC 579

Secondary Color

Innovative Green

HEX #3aafc5
RGB R58/G175/B197
CMYK C82/M0/Y25/K0
PANTONE 121-7
DIC 136

Color : Extended

Extended Color

Navy
HEX #101d32
RGB R16/G29/B50
CMYK C55/M30/Y0/K90

Red
HEX #d8563b
RGB R216/G86/B59
CMYK C0/M84/Y82/K0

White
HEX #ffffff
RGB R255/G255/B255
CMYK C0/M0/Y0/K0

Yellow
HEX #f8e977
RGB R248/G233/B119
CMYK C3/M5/Y70/K0

Gray tone

Gray1
HEX #222222
RGB R34/G34/B34
CMYK C0/M0/Y0/K95

Gray2
HEX #7d7d7d
RGB R125/G125/B125
CMYK C0/M0/Y0/K65

Gray3
HEX #cdcdcd
RGB R205/G205/B205
CMYK C0/M0/Y0/K30

Gray4
HEX #f5f5f5
RGB R245/G245/B245
CMYK C0/M0/Y0/K5

100 RGB 0/91/172 CMYK 100/60/0/0	90 RGB 25/107/180 CMYK 90/54/0/0	80 RGB 51/124/189 CMYK 80/48/0/0	70 RGB 76/140/197 CMYK 70/42/0/0	60 RGB 102/157/205 CMYK 60/36/0/0	50 RGB 127/173/213 CMYK 50/30/0/0	40 RGB 153/189/222 CMYK 40/24/0/0	30 RGB 178/205/230 CMYK 30/18/0/0	20 RGB 204/222/238 CMYK 20/12/0/0	10 RGB 229/238/247 CMYK 10/6/0/0
100 RGB 58/175/197 CMYK 82/0/25/0	90 RGB 77/183/203 CMYK 74/0/23/0	80 RGB 97/191/209 CMYK 66/0/20/0	70 RGB 117/199/214 CMYK 58/0/18/0	60 RGB 137/207/220 CMYK 49/0/15/0	50 RGB 156/215/226 CMYK 41/0/13/0	40 RGB 176/223/232 CMYK 33/0/10/0	30 RGB 196/231/237 CMYK 25/0/7/0	20 RGB 216/239/243 CMYK 16/0/5/0	10 RGB 235/247/249 CMYK 8/0/3/0

Use of Color : Text

Primary Color

Secondary Color

Navy

Sample text. Sample text. Sample text. Sample text. Sample text. **Sample text. Sample text.** Sample text.
Sample text. Sample text. Sample text. Sample text.

Important Subjects : Red
Sample text. Sample text. Sample text. Sample text. Sample text. Sample text. Sample text.

Background : Primary Color
Text : White **Emphasis : Yellow**

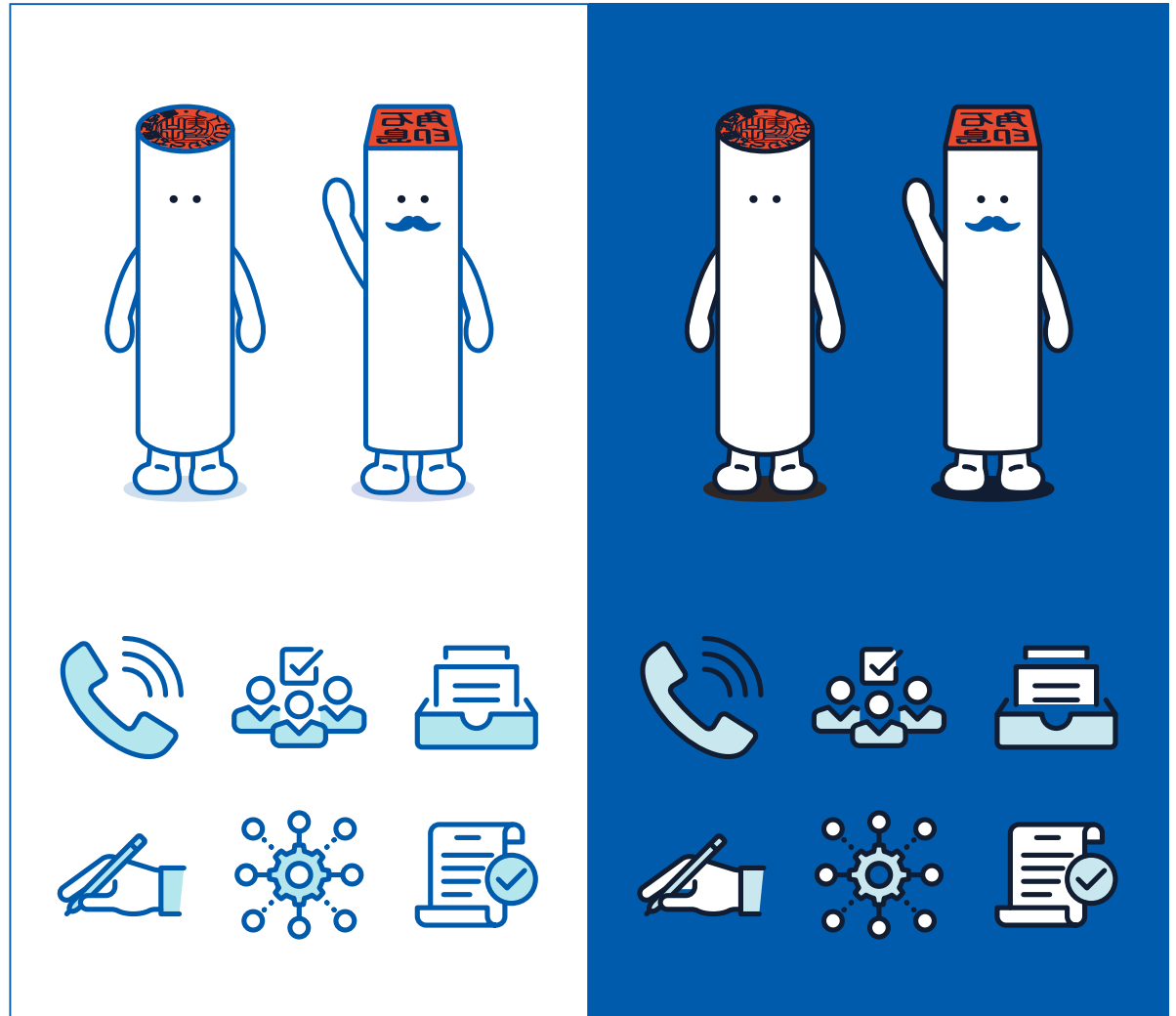
Background : Secondary Color
Text : White **Emphasis : Yellow**

Background : Primary Color 10%
Text : Navy

Background : Secondary Color 10%
Text : Navy

* Notes Gray2

Use of Color : Illustration / icon



Typography

Noto Sans JP Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & ., 1234567890

Noto Sans JP DemiLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & ., 1234567890

▶ Noto Sans JP Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & ., 1234567890

Noto Sans JP Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & ., 1234567890

▶ Noto Sans JP Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890**

Noto Sans JP Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890**

D-DIN-PRO Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890

D-DIN-PRO Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890

D-DIN-PRO Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890**

D-DIN-PRO ExtraBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890**

D-DIN-PRO Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz & .,
1234567890**