



# OSG Visual Identity Guidelines

Implementing the OSG brand in communications

March 2021

THE OSG BRAND

# CORPORATE MISSION STATEMENT

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OSG Corporation is the world's largest manufacturer of round cutting tools. Established in 1938, OSG has a longstanding reputation as a total solution cutting tool provider throughout the manufacturing industry.

It is OSG's mission to contribute to the advancement of the manufacturing industry and society through innovative technology and superior quality products.

# BRAND PROMISE

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“Shaping your dreams” is OSG’s corporate tagline and commitment to transforming each and every one of our customers’ ideas into reality.

It is OSG’s brand promise to deliver products and services with complete customer satisfaction.

Customer communication is at the heart of the OSG brand. OSG anticipates, listens and actively reacts to market needs with its assured innovative technical know-how, exceptional services, out-of-the-box thinking and total solution capability.



OSG is constantly on the move, researching and developing new manufacturing solutions. Our corporate tagline “shaping your dreams” summarizes our passion for new challenges and commitment to assist our clients accomplish their goals.

CORPORATE LOGO

# STANDARD LOGO

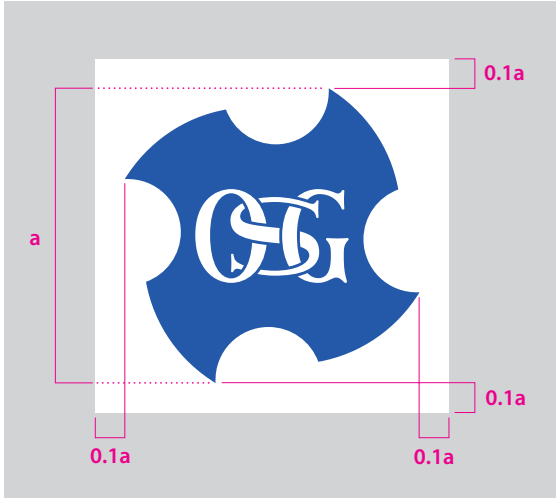
The OSG logo is one of the most valuable corporate assets. It is not only a graphic symbol of our company philosophy, but also represents the success and history that OSG is known for over the years. To maintain consistency and to ensure effective application of the OSG logo, always use the approved electronic artwork when reproducing the OSG signature. When applying the corporate logo to communication materials, please maintain the specified margin as shown under minimum clear space. When possible, always use the standard corporate color.

In order to ensure legibility of the corporate logo, please do not use sizes smaller than the specified dimensions as depicted in this guideline.

■ Standard Logo



■ Minimum Clear Space



■ Standard Brand Color



■ Brand Color Reverse



■ 1-Color



■ 1-Color Reverse



■ Minimum Size



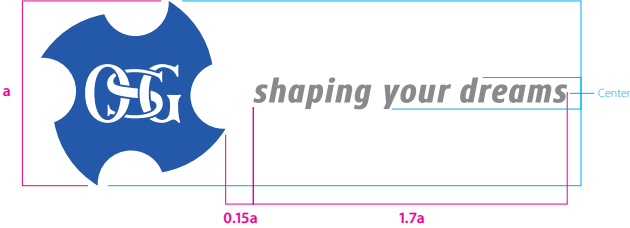
# STANDARD LOGO WITH TAGLINE

“Shaping your dreams” is OSG’s official tagline and is used in combination with the standard logo.

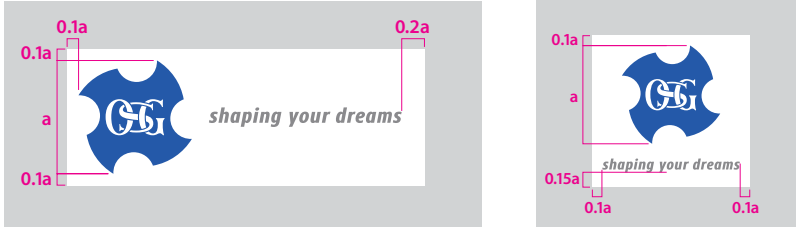
The tagline logotype is specially created and spaced. It may not be modified in any way or used without the OSG standard logo with the exception of branded merchandise.

Do not combine the standard logo with tagline to the corporate logotype.

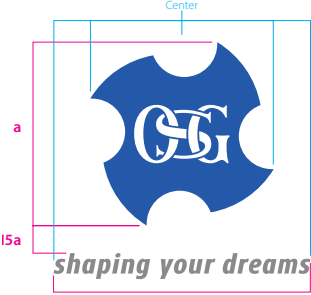
■ Standard Logo with Tagline (Horizontal)



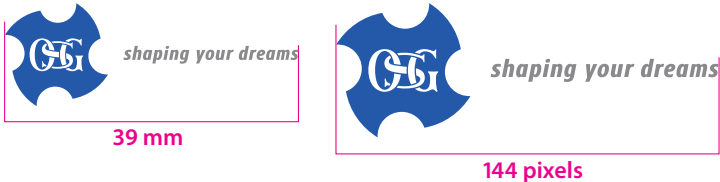
■ Minimum Clear Space



■ Standard Logo with Tagline (Vertical)



■ Minimum Size



■ Tagline Logotype

*shaping your dreams*

■ Minimum Clear Space



■ Minimum Size



■ Brand Color Reverse



# WHICH LOGO DO I USE?

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Trying to determine which logo to use? Here are some questions to ask yourself.

## 1. What is the purpose of the communication material?

- A. To promote a specific product or service – Use standard logo.
- B. For general advertising and branding – Use standard logo with tagline.

## 2. When do I use the standard logo with specific company logotype combination?

When regional indication is necessary. Before use, ask yourself whether or not emphasizing the region would make the OSG brand stronger and more appealing to the audience. In most cases, the answer is no and the logotype shall be used separately, such as on a diagonal position from the standard logo; or on the back of the communication material.

## 3. The tagline is too hard to read on small communication materials. Can I make it bigger?

No modification is allowed on any corporate artwork. The specified proportions have been setup so that the tagline doesn't overpower the standard logo. There is also a minimum size requirement for each logo. If the application falls below the minimum please opt for the standard logo.

For your reference, the three versions of the OSG logo are:

■ Standard Logo



■ Standard Logo with Tagline (Vertical)



■ Standard Logo with Tagline (Horizontal)





# INCORRECT USE

All visual elements listed in this VI manual are the current corporate standard. Do not use any previous logos, logotype, colors and signature system.

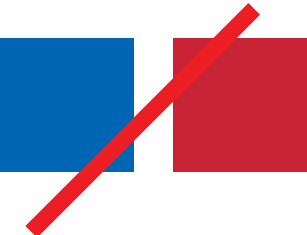
■ Do not use any previous corporate artwork



■ Do not use the previous corporate logo



■ Do not use the previous corporate colors



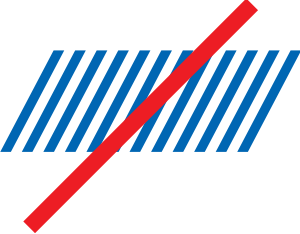
■ Do not use the previous corporate logotype



■ Do not use the previous corporate logotype for overseas



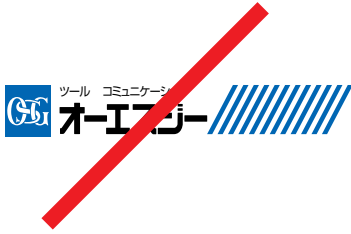
■ Do not use the previous graphic element



■ Do not use the previous signature system



■ Do not use the previous signature system



■ Do not use the previous signature system



■ Do not use the previous signature system



# INCORRECT USE

Do not modify OSG's visual identity elements, such as the corporate logo, logotype, tagline, colors, typefaces, tooling icons, etc.

Always use the approved electronic artwork provided by OSG.

■ Do not modify the proportion of the corporate logo



■ Do not modify the shape of the corporate logo



■ Do not modify the size of the OSG lettering



■ Do not modify the thickness of the OSG lettering



■ Do not modify the OSG lettering



■ Do not modify the color of the corporate logo



■ Do not display the corporate logo against a busy background



■ Do not modify the tagline logotype and create other unapproved signature system



■ Do not break up the spacing of the tagline logotype



■ Do not use the tagline logotype within a document

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. *shaping your dreams*, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu

■ Do not break up the spacing of the corporate logotype



■ Do not use the corporate logotype within a document

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ELEMENTS

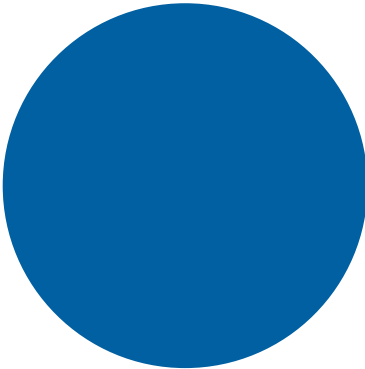
# COLORS

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The “OSG Dream Blue” and white are OSG’s official corporate colors. Use them as the dominant color palette for all internal and external visual presentations of the company. The “OSG Titanium Gray” is available as a secondary color. Use it to accent and support the primary color palette.

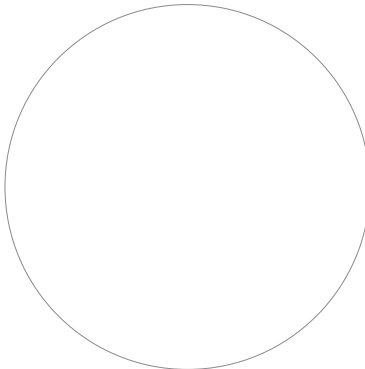
Under circumstances where it is impossible to reproduce the exact same color, please use the closest color available.

### Primary Colors



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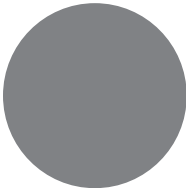
Pantone	2935C
DIC	641
CMYK	C100 M65 Y10 K0
RGB	R0 G85 B157
Web	#00559d



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Pantone	White
DIC	White
CMYK	0 0 0 0
RGB	R255 G255 B255
Web	#FFFFFF

### Secondary Color



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Pantone	Cool Gray 8C
DIC	543
CMYK	K60
RGB	R137 G137 B137
Web	#898989

Pantone 887C  
\*For greater accent in print, Pantone 877C may be used instead of Cool Gray 8C.

# LOGOTYPE: ENGLISH

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The logotype complements the brands it endorses. As with our logo, consistent use of our corporate typeface – Handel Gothic Com Bold – reinforces OSG’s brand identity.

■ Standard English Corporate Logotype

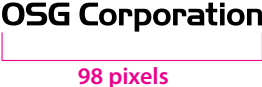
# OSG Corporation

■ Minimum Clear Space

※ Minimum clear space for business cards, signs, banners, etc. may vary.



■ Minimum Size



# LOGOTYPE: JAPANESE

The Japanese typeface of OSG is specially created and is different from the "Shin-Go Pro DB" logotype for other company names in Japanese.

To improve usability an abbreviated version of the Japanese logotype is also available and may be used for communication mediums where space is limited.

## ■ Standard Japanese Corporate Logotype (Horizontal)

# オーエスジー株式会社

## ■ Minimum Clear Space

※ Minimum clear space for business cards, signs, banners, etc. may vary.



## ■ Minimum Size

オーエスジー株式会社

25 mm

オーエスジー株式会社

100 pixels

## ■ Standard Japanese Corporate Logotype (Vertical)

# オーエスジー株式会社

## ■ Abbreviated Logotype (Horizontal)

# オーエスジー

## ■ Abbreviated Logotype (Vertical)

# オーエスジー

# LOGOTYPE: GROUP COMPANIES

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Use “Handel Gothic Com Bold,” a typeface created by Linotype for all group company names. Only “OSG” should be all capitalized. Other parts of the company name should be composed of both upper and lower cases.

Use “Shin-Go Pro DB” as the logotype for company names in Japanese. Use “Handel Gothic Com Bold” for all numerals and alphabets within the company name.

## ■ Examples of group company names in English

**OSG USA, Inc.**  
**Taiho Tool Mfg. Co., Ltd.**  
**OSG (Shanghai) Co., Ltd.**  
**Premium Grinding, S de R.L. de C.V.**

## ■ “Handel Gothic Com Bold” created by Linotype

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz (-.,)**

## ■ Examples of group company names in Japanese

**株式会社日新ダイヤモンド**  
**オーエスジーコーティングサービス株式会社**  
**大宝産業株式会社**  
**ORS株式会社**

# TYPOGRAPHY: CORPORATE TYPEFACES

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Typography is a key element of the OSG look. As with our logo, consistent use of our corporate typefaces – Myriad Pro – reinforces OSG’s brand identity.

The Myriad Pro Family can be purchased online at [www.adobe.com/products/type.html](http://www.adobe.com/products/type.html).

When Myriad Pro is not readily available, please follow the guideline as specified below.

✂ Windows Users  
Use “Arial” or other gothic fonts.

✂ Mac Users  
Use “Helvetica” or other gothic fonts.

## ■ English Typefaces

### Myriad Pro Family

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#### ■ Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

#### ■ Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

#### ■ Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz01234567

#### ■ Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456

#### ■ Myriad Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz012345



# TYPOGRAPHY: INTERNATIONAL TYPEFACES

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International fonts should align with OSG's visual identity system. The Shin-Go Pro Family is the designated typeface for Japanese text. When Shin-Go Pro is not readily available, please follow the guideline as specified below.

※ Windows Users  
Use "MS P Gothic" or other gothic fonts.

※ Mac Users  
Use "Hiragino" or other gothic fonts.

For international typefaces, use the Myriad Pro Family for numerals and alphabets, such as in charts, tables, page numbers, etc. The same international typeface can however, be used within the same sentence even if numerals and alphabets are present. Adjust the font weight and size accordingly.

We recommend specific fonts for use around the world. If subsidiaries have identified alternate third party fonts they feel align better with Myriad Pro please contact [brand.id@osg.co.jp](mailto:brand.id@osg.co.jp)

Language	Typeface
Japanese	A-OTF Shin-Go Pro
Chinese (simplified)	Microsoft YaHei
Chinese (traditional)	DFPGothicP-W5

FOR MORE INFORMATION

# CONTACT INFORMATION

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For additional information concerning OSG branding and design guidelines, please contact the OSG corporate global marketing department.

For questions and approval of artwork please contact: [brand.id@osg.co.jp](mailto:brand.id@osg.co.jp)

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