Magazine Advertisements (For Product Advertising)

Size   A4 Type Center Spread (W420×H280)

Brand Color

KYOCERA Red
(Standardiized color : C5%+M100%+Y90%+K0%
Closest color : PANTONE 1797C)

KYOCERA Black (Black 100%)
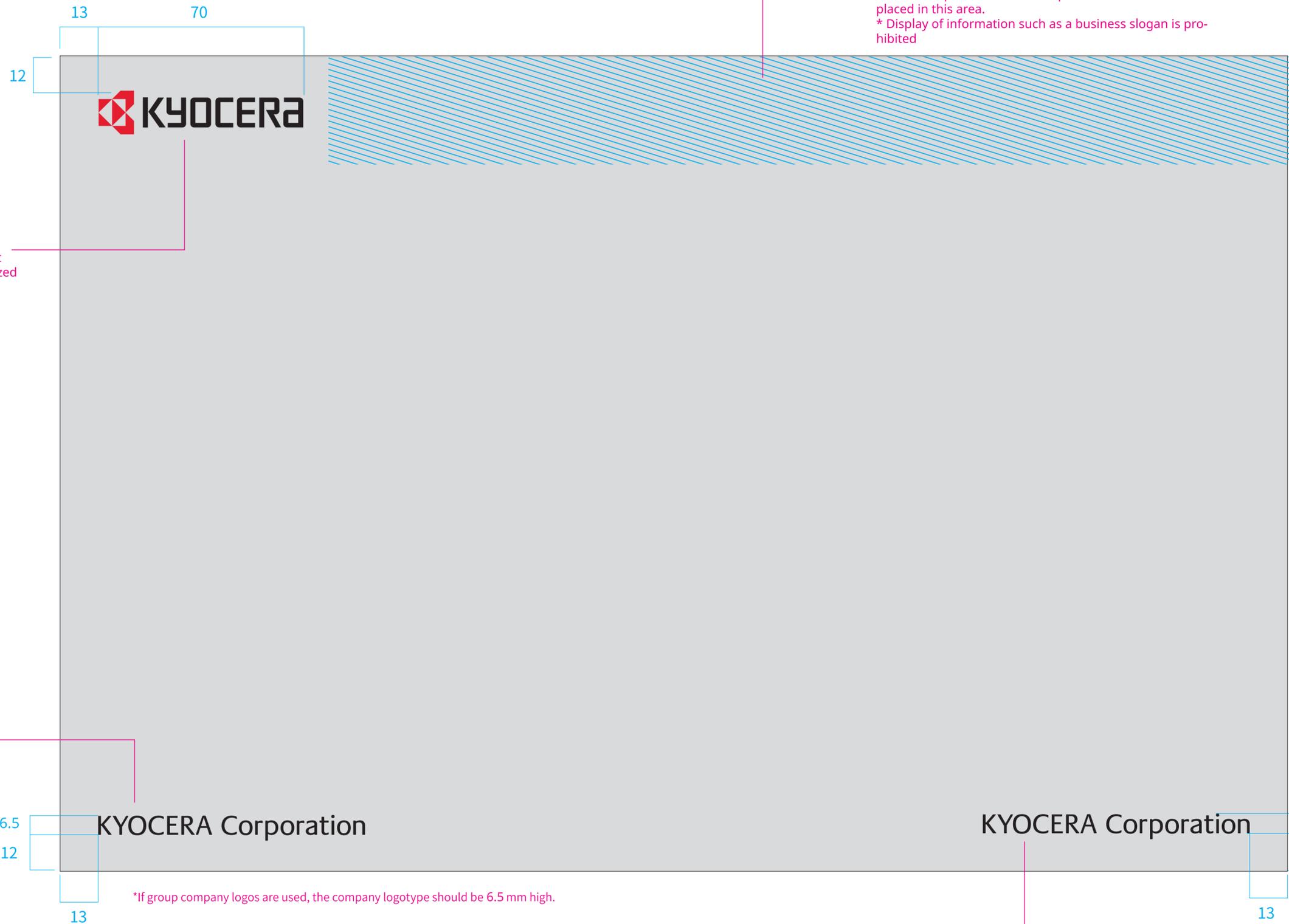
Designated Typefaces (Fonts)

English : Noto Sans

This is a designated font for communication
items created internally or externally. Use
these fonts for basic corporate information,
such as location names and locations,
whenever possible.

Shown actual size

Unit : mm

13   70

12

A corporate brand display area is an area in which the
corporate brand is displayed in communication tools. This
is an area created for clearly displaying the relationship
between the corporate brand and the product brand,
therefore a product brand or equivalent must not be
placed in this area.
* Display of information such as a business slogan is pro-
hibited

For the background behind the Brand
Symbol, follow the rules, and ensure that
the Brand Symbol can be clearly recognized
when displayed.

Official Company Logo Display Position
Priority (1)
In order to improve consistency,
 it is shown in the lower left as much as possible.

6.5   KYOCERA Corporation

12

13

*If group company logos are used, the company logotype should be 6.5 mm high.

KYOCERA Corporation   6.5

12

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Official Company Logo Display Position
Priority (2)
If you cannot display the official company logo on the lower left,
which is the priority display position due to expressive restrictions
such as images or illustrations, place it on the right.