

Logotype: Partners use of logo

The OKI logotype must only be used as shown in these guidelines.
The examples below show incorrect usage.

The OKI logo can only be used in isolation.
The exclusion zone around the logo should always be adhered to.
The preference is for the OKI logo to be shown on its own either top right or bottom right of the page on which it appears with the partner logo (Page 42).
The OKI logo cannot **appear within** a partner logo.

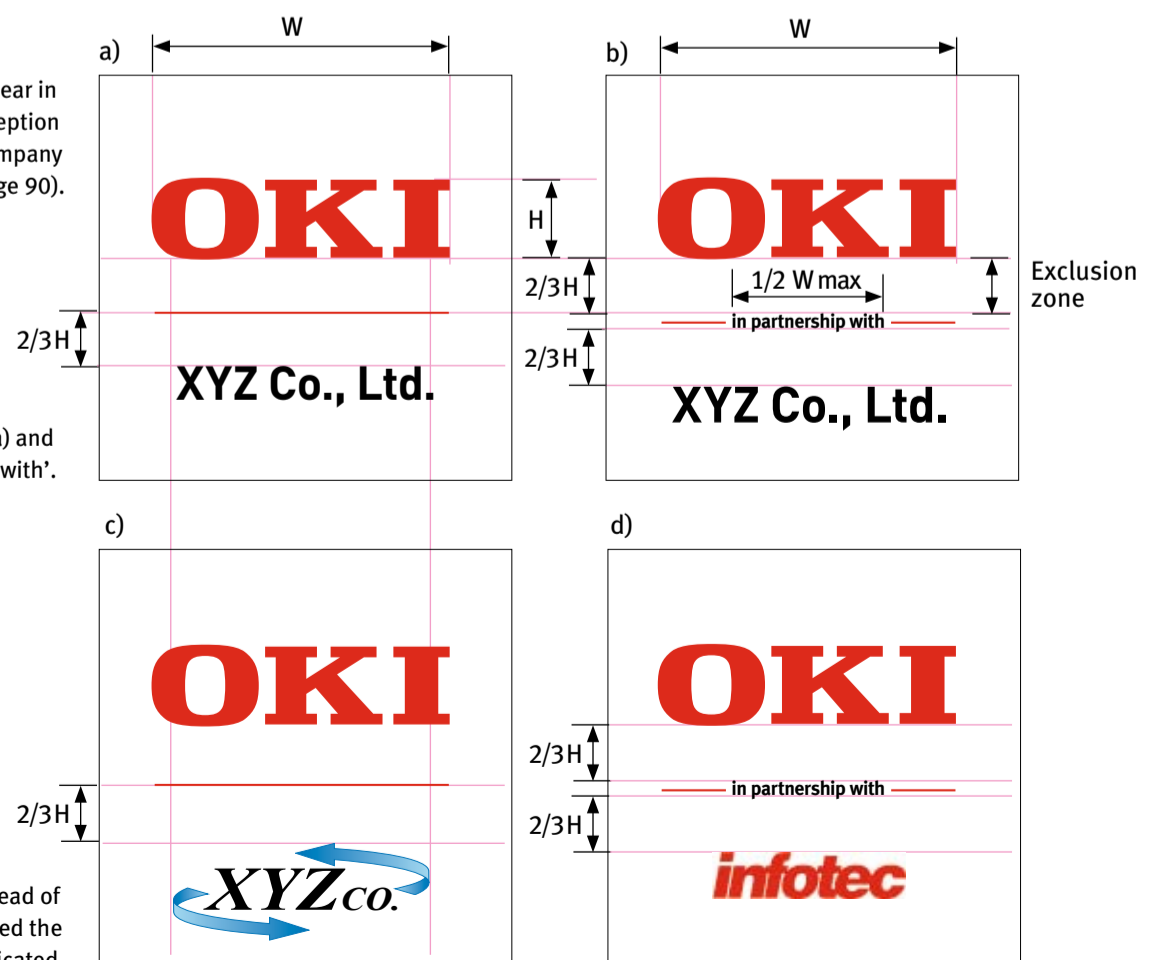


The examples below show correct usage.

Where the partner wishes to state "XYZ Co in partnership with OKI" then OKI can only appear in type. The logo cannot be used in this scenario.

XYZ Co. in partnership with OKI

Where the partner wishes for their company name to appear in conjunction with the OKI logo, e.g. a reception sign, then the correct layout is as outlined for OKI's own company hierarchy (page 90).



The maximum size of the partners' company name is indicated in fig.a) and b). In addition, fig. b) indicates the width of the text 'in partnership with'.

Alternatively, the partner company may wish to use their logo instead of text, which is acceptable - see figs. c) and d). This should not exceed the maximum width indicated.

Logotype: Partners use of logo

Wherever possible, the partners logo should be positioned under the OKI logo as shown below:



However, where space is restricted, it is acceptable to position the partners logo alongside the OKI logo as long as the OKI logo remains visually dominant.

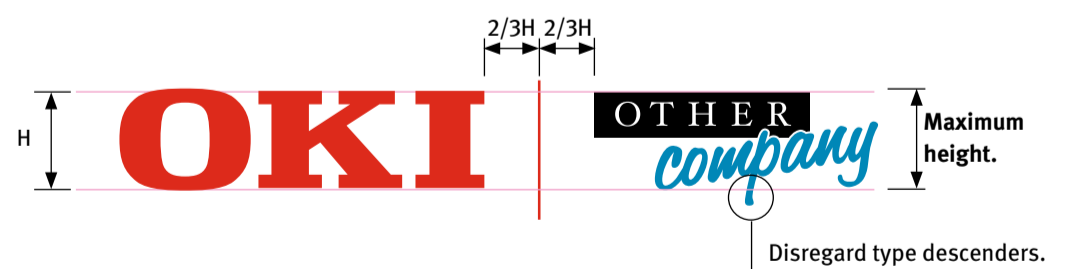
Correct:



Incorrect:



The partners logo should be positioned to the right of the OKI logo, kept within a maximum height and aligned as shown here:



The height of the partners logo shown here is an indication of the maximum measure only. The line length and type weight of the logo should also be considered and the size reduced in order to keep the OKI logo visually dominant.