

Roland Logo Guidelines

Terms of Use for Roland's Logos

As a general rule, Roland's logos ("Logo") maynot be used without a license from Roland. On this page are the limited circumstances under which Logo may be used without a license. Logo must always be used pursuant to the specifications on this page to identify Roland, or Roland products or services. Any use that falls outside of these specifications is strictly prohibited.

■ The individual or entity other than Roland ("User") may only use Logo without a license under the following limited circumstances:

- In advertising, marketing collateral, or a website that references User's connection with Roland (e.g., the material states that User is an authorized distributor or reseller of Roland products).
- In an area of a website, advertising, or marketing collateral exclusively dedicated to the sale of Roland products, and in such a manner that associates Roland products with Logo.
- In a press article that references to Roland, or Roland products or services.

■ Logo must be used strictly according to the following terms:

1. Only artwork of Logo that provided by Roland can be used.
2. Logo must be used as provided by Roland with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
3. Logo may not be imitated or used as a design feature in any manner.
4. Logo may not be used in a manner that would disparage Roland or its products or services.

Roland may request to modify or delete any use of Logo that, in Roland's sole judgment, is unfair, wrong or other violations of applicable law, or does not comply with these guidelines.

■ When you use the corporate brand logo of Roland or Boss, please comply strictly with the following Corporate Logo Design Manual.

Corporate Logo Design Manual

Roland Corporate Logotype



Minimum Margin and Minimum Size of the Roland Corporate Logotype

The fixed space and minimum margins to be provided around the corporate logotype are specified as shown in the illustration below. Do not place any other element (photo, illustration, text, etc.) in this space. The minimum space is the lower limit. In actual use, you should provide more space than specified. A minimum size is also specified for the corporate logotypes; do not use them any smaller than the defined size.

■ Minimum Margin



■ Minimum Size

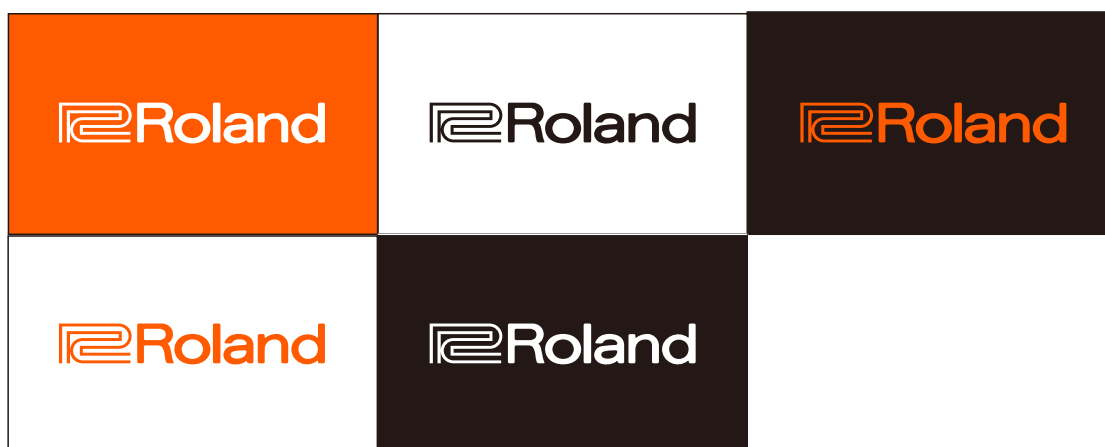


Roland Corporate Color

As a general rule, the display color of the corporate logotype is limited to the corporate color (Roland orange), black, white, silver, gold, or gray using only black. Other colors than specified above are acceptable when media reproduction is limited. Even in these cases, the corporate logotype may be put on a background that provide suitable contrast to have a enough level of discrimination.



■ Corporate Color (Roland Orange)
PANTONE Color: PANTONE 165
RGB: R 255, G 90, B 0 #FF5A00



Prohibited Uses of the Roland Corporate Logotypes

The corporate logotypes must be used effectively, keeping them accurate and consistent. Examples of incorrect forms are shown below. These examples must not be used, since they impair the consistency and uniqueness of the corporate logotypes, and convey an incorrect image.

■ Examples of Incorrect Use (Form)

Do not change the size of the symbol and the logotype.



Do not change the spacing between the symbol and the logotype.



Do not deform (e.g., italic, stretched, elongated).



Do not change the character spacing.



Do not change the font of the logotype.



Do not use part or all of the corporate logotype as an element in another design.



Do not portray as reflected by a floor, etc.



Do not use special portrayals that impair the consistency of the logotype.



Do not split up.



■ Examples of Incorrect Use (Display Color)

Do not use different colors for different parts.



Do not use different backgrounds for the symbol and the logotype.



Do not use graphic elements that hard to distinguish.



Do not fill the intermediate space of the symbol mark.





Minimum Margin and Minimum Size of the BOSS Brand Logotype

The fixed space and minimum margins to be provided around the brand logotype are specified as shown in the illustration below. Do not place any other element (photo, illustration, text, etc.) in this space. The minimum space is the lower limit. In actual use, you should provide more space than specified. A minimum size is also specified for the brand logotypes; do not use them any smaller than the defined size.

■ Minimum Margin



■ Minimum Size



BOSS Brand Color

As a general rule, the display color of the brand logotype is limited to the brand color (BOSS Blue), black, white, silver, gold, or gray using only black. Other colors than specified above are acceptable only when media reproduction is limited. Even in these cases, the brand logotype may be put on a background that provide suitable contrast to have a enough level of discrimination.



■ Brand Color (BOSS Blue)
PANTONE Color: PANTONE 3005
RGB: R 0, G 100, B 255 #0064FF



Prohibited Uses of the BOSS Brand Logotypes

The brand logotypes must be used effectively, keeping them accurate and consistent. Examples of incorrect forms are shown below. These examples must not be used, since they impair the consistency and uniqueness of the brand logotypes, and convey an incorrect image.

■ Examples of Incorrect Use (Form)

Do not change the size of the symbol and the logotype.



Do not change the spacing between the symbol and the logotype.



Do not deform (e.g., italic, stretched, elongated).



Do not change the character spacing.



Do not change the font of the logotype.



Do not use part or all of the brand logotype as an element in another design.



Do not portray as reflected by a floor, etc.



Do not use special portrayals that impair the consistency of the logotype.



Do not split up.



■ Examples of Incorrect Use (Display Color)

Do not use different colors for different parts.



Do not use different backgrounds for the symbol and the logotype.



Do not use graphic elements that hard to distinguish.



Do not fill the intermediate space of the symbol mark.

