

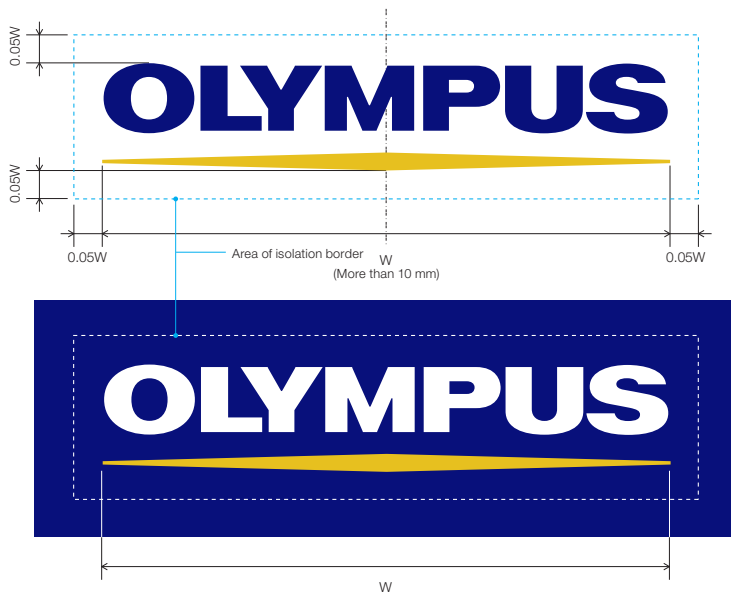
OLYMPUS LOGO USAGE GUIDELINES

GENERAL RULES

- Do not change the font or typeface of the Olympus Logo.
- Do not add extra space between the text and graphic that make up the logo.
- Ensure the width of the Olympus Logo is at least 10 mm.
- Avoid placing the Olympus Logo over complicated, distracting backgrounds such as busy photographs or multicolored patterns.

AREA OF ISOLATION

- Include adequate blank space around the Olympus Logo to avoid interference with its design.
- The required Area of Isolation has a depth equal to 5% of the logo's total width.
- No typography, illustration, or graphical shape should be placed in this area.



BACKGROUND COLORS

When choosing between positive and negative type Olympus logos, consider the color of the background. There should be enough contrast between the Logo and the background so the Logo stands out and is easily recognizable.

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OLYMPUS	* OLYMPUS	* OLYMPUS
OLYMPUS	OLYMPUS	OLYMPUS

When it is difficult to ensure sufficient contrast between the base color and Logo, use a solid color Logo (*). Refer to the above chart to determine which is appropriate.

CORPORATE COLORS

Official Olympus Corporate Colors should always be used. In cases when the Corporate Colors cannot be accurately reproduced, match as closely as possible.

	Olympus Blue	Olympus Yellow	Olympus Gray	White
CMYK (4-color process)	C100%+M85%+10%	M30%+Y100%	K (BL) 50%	—
RGB (PC/Web)	R:8 G:16 B:123	R:233 G:178 B:38	R:119 G:119 B:119	R:255 G:255 B:255
Pantone (Pantone, Inc.)	287 C	124 C	Cool Gray 8 C	—
HEX code	#08107b	#e9b226	#777777	#ffffff

WHAT FILE DO I NEED?

	Printed Document (300 DPI)	Printed Item (shirt, hat, mug, etc.)	PowerPoint	Email	Digital Use
EPS (Vector File)	•	•			
PDF (Vector File)	•				
PNG (Transparent Raster File)			•	•	•
JPG (Opaque Raster File)			•	•	•