

**SCALAR**

**LOGO MANUAL**

## 1. LOGO & SYMBOL

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The "SCALAR logo" is primarily designed in a horizontal layout, but we also offer a vertical version and a symbol mark. Please use them according to the available display space. Ensure that you use only the official logo data provided by the Scalar, Inc.

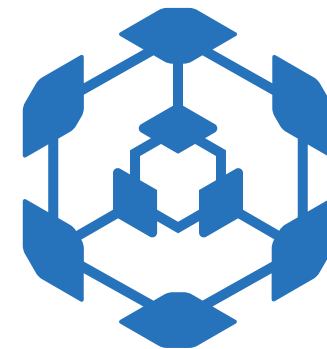
### Basic (Horizontal)



### Vertical



### Symbol



## 2. SCALAR ロゴのカラー

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The version filled with "SCALAR BLUE" is the standard form. Depending on the background color or image, a white version may also be used. When displaying, please refer to the color sample and ensure the designated color is represented as accurately as possible.



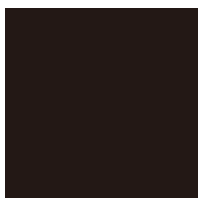
### SCALAR BLUE



PANTONE+:2935 C  
DIC:183  
R:0 G:109 B:178  
C:87 M:50 Y:5 K:0  
HEX:#2673BB



### BLACK (for monochrome print)



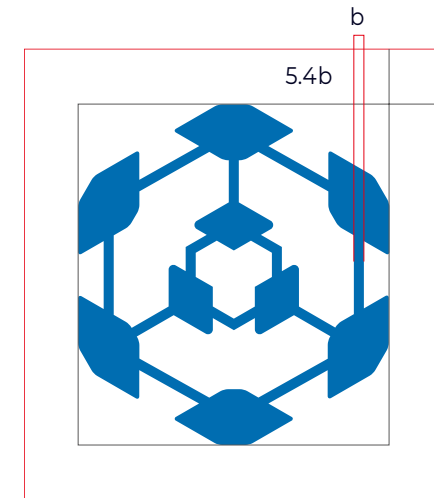
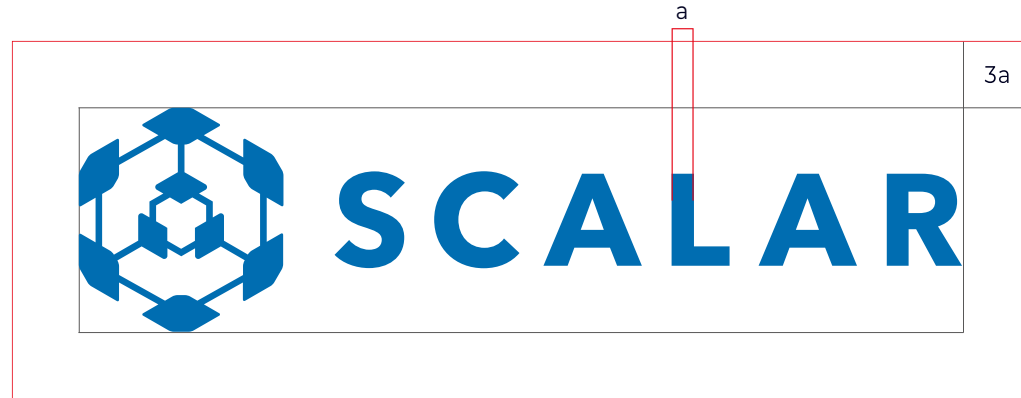
C:0 M:0 Y:0 K:100  
HEX:000000



### 3. Clear Spaces

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When displaying the SCALAR logo, please maintain a certain "clear space" around it. No other design elements or text should be placed within this area. The minimum required clear space is shown to the right. Whenever possible, make sure to provide as much surrounding white space as possible.



## 4. Prohibited Uses

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The prohibited uses of the SCALAR logo are shown to the right. To ensure consistent brand communication, please refer to the prohibited examples and avoid any incorrect usage. This applies to the standard form, variations, symbol marks, and related logos. However, exceptions may be made if explicitly approved by Scalar, Inc.



NG: Variations of long, flat, italic, etc.



NG: Change of angle



NG: Change of symbol/logo balance



NG : Change of letter spacing



NG: Change of letter formation



NG: Change of typeface



NG: Combination with other symbol marks



NG: Outline display and bag letters



NG: Character set other than specified



NG: Combination with another form



NG: Place other elements in the protected area or overlay the logo



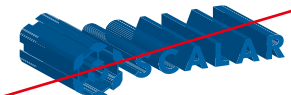
NG: Cutting out the logo



NG: Colors other than specified



NG: Indistinct display



NG: 3D representation of the logo

## 5. Related Logos

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For product logos such as ScalarDB and ScalarDL, or related logos like Scalar Membership, please use them in the same manner as the SCALAR primary logo.



### SCALAR BLUE



PANTONE+: 2935 C  
DIC: 183  
R: 0 G: 109 B: 178  
C: 87 M: 50 Y: 5 K: 0  
HEX: #2673BB



### SCALAR GREEN



PANTONE+: 7488 C  
DIC: 61  
R: 120 G: 199 B: 64  
C: 58 M: 0 Y: 89 K: 0  
HEX: #78C740



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