



LIMEX

LIMEX Brand Guidelines

Table of Contents

P.3 Registered trademarks

P.4 LIMEX logo

LIMEX logo

LIMEX logo isolation and minimum size

LIMEX logo isolation

LIMEX brand colors

Prohibition when using LIMEX logo

P.10 LIMEX statement

How to use LIMEX statement

LIMEX statement isolation and minimum size

LIMEX statement line feed

LIMEX statement colors

Prohibition when using LIMEX statement

Variation of LIMEX statement

P.17 Statement for products partially using LIMEX

Statement guideline for products that partially use LIMEX

Registered trademarks

LIMEX is a registered trademark of TBM Co., Ltd.

These guidelines define the rules, and examples for the LIMEX logo and LIMEX Statement.

Please use the logo and statement in accordance with the instructions.

*** LIMEX products:**

Products that use LIMEX and consists of more than 50% (by weight) of inorganic materials (e.g., calcium carbonate) in terms of the total product.

LIMEX logo

LIMEX logo

The LIMEX logo is one of the key assets used to establish LIMEX’s brand identity. It is used for the appropriate and effective promotion of the brand image. Please use the logo in accordance with the rules.



Please ensure to include the following text when using LIMEX logo.
“LIMEX” is a registered trademark of TBM Co., Ltd.

LIMEX logo isolation space and minimum size

Clear space is needed around the logo to maintain the visibility of the LIMEX logo from illustrations and photographic elements. The minimum size must be strictly adhered to in order to maintain the LIMEX logo's visibility.

Isolation space



✗ Contrasts is too low



○ Logo can easily be recognized

Minimum size

When printing



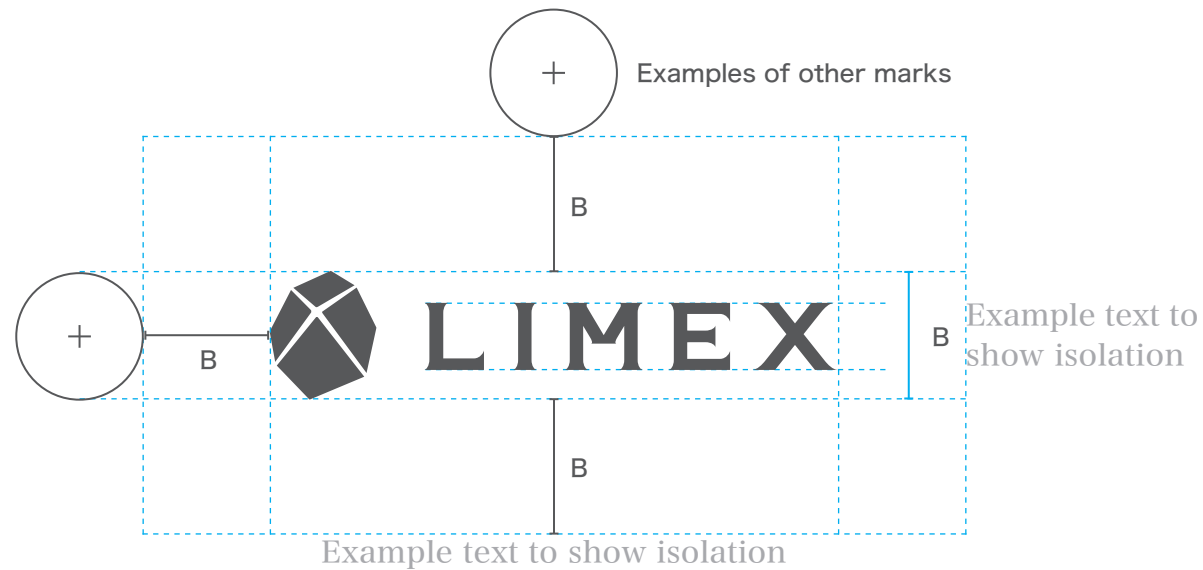
When displaying on the web



※ When displayed on the web, leave a space of 20px on the left, right, top, and bottom.

LIMEX logo isolation

When using LIMEX logo, please follow the isolation rules below.



- ① Match the center of LIMEX logo, other marks, and text.
- ② $B \times 1$ in width and $B \times 1$ in height distance from the LIMEX logo.
- ③ Keep the height of other marks within the height of B .

LIMEX brand colors

When displaying the LIMEX logo, the brand color gray shall be the basic color, and achromatic colors can be used.

Basic color	
CMYK : K80 RGB : R83 G83 B83 PANTONE : P 179-13 C	CMYK : 0 RGB : R0 G0 B0 PANTONE : Process Black C

CMYK : 0
RGB : R255 G255 B255
PANTONE : P 1-1 U

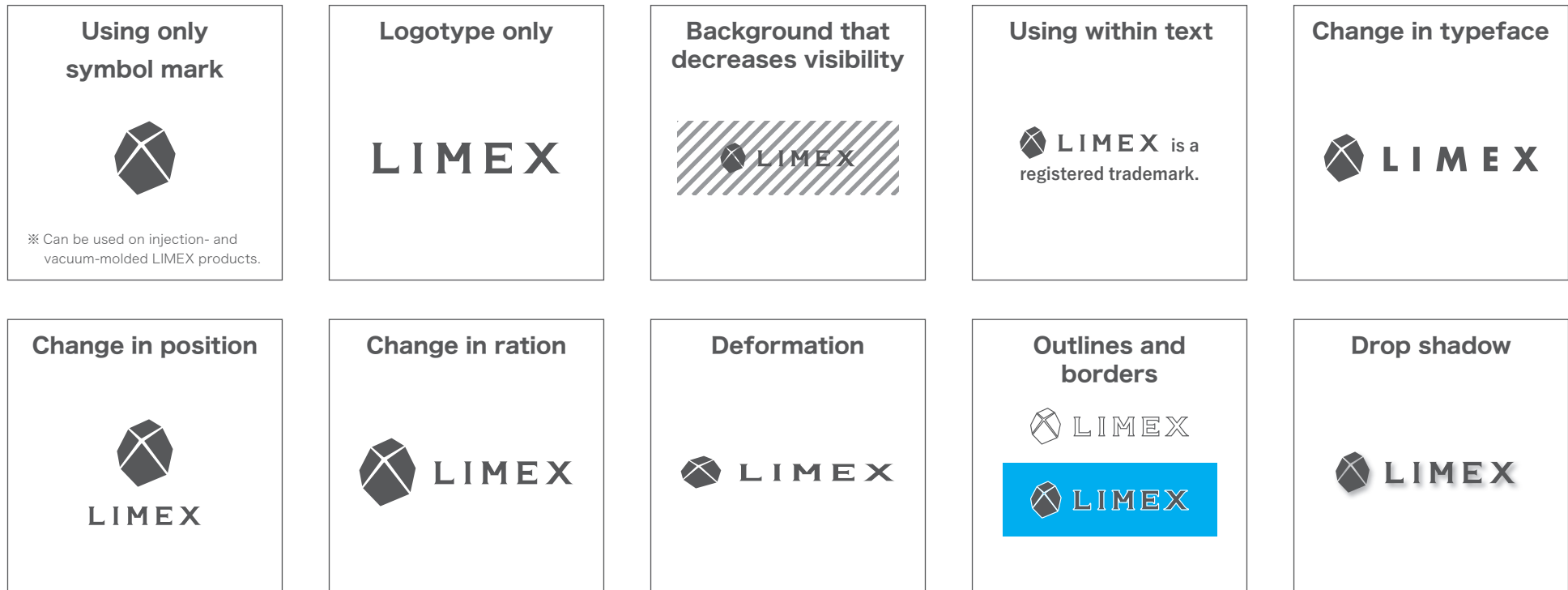
Estimate for white-out application
limit concentration K : 30%



Prohibition when using the LIMEX logo

LIMEX logo can only function properly if it is used correctly.

The following examples are prohibited as they will give the viewer a different image from the original purpose.



LIMEX statement

How to use LIMEX statement

To avoid confusion or misidentification with other text or marks, users must follow the rules.



This <○○> is made of LIMEX, a new material mainly made from limestone.



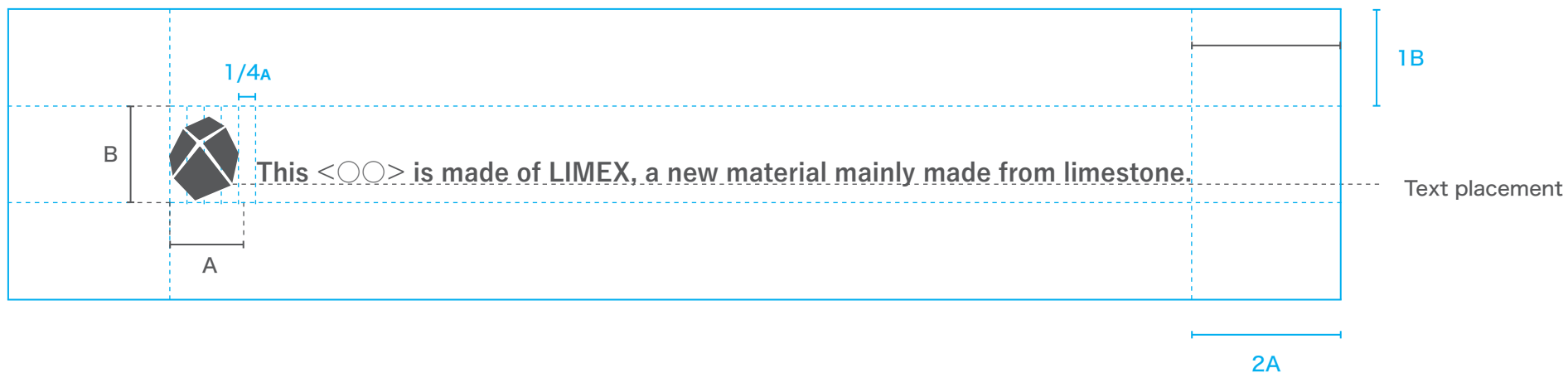
Symbol

Statement

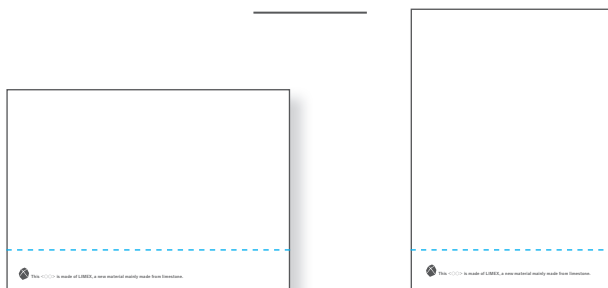
1. If there are any changes to the symbol or wording it will not be accepted as a LIMEX statement.
2. Enter the name of the product in <○○>. Example) This poster···, This booklet···, This clear file···
3. Please use the Sans-serif font. The recommended font is “Yu Gothic Bold” or “Noto sans Bold.”

LIMEX statement isolation and minimum size

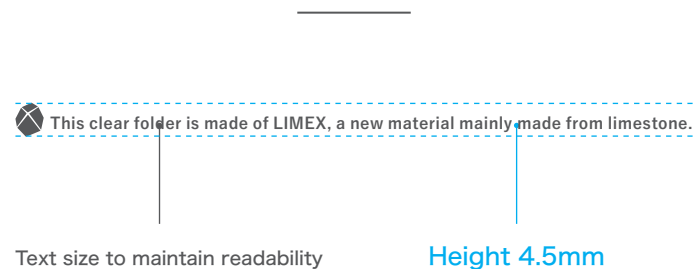
Clear space is needed around LIMEX statement. We recommend placing the LIMEX statement on the bottom edge when placed on paper, products, packaging, or images.



Recommended layout example



Minimum size

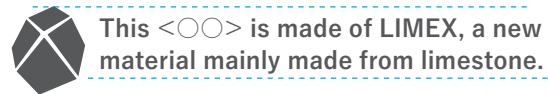


LIMEX Statement line breaks

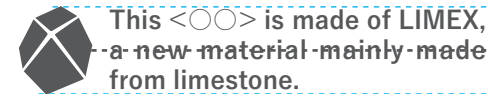
Line breaks are allowed only when the visibility of the text cannot be ensured by size adjustment alone.

Line break example

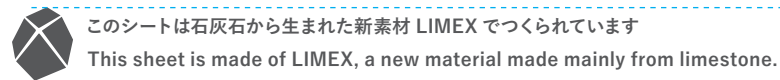
Example of 2 lines



Example of 3 lines



Example of parallel description




LIMEX statement colors

Strictly maintain visibility in terms of both colors and size.

Basic colors


 CMYK : K80
 RGB : R83 G83 B83
 PANTONE : P 179-13 C


 This <○○> is made of LIMEX, a new material mainly made from limestone.



Statement colors
CMYK : 0, 0, 0, 0

Background colors
CMYK : 0, 0, 0, 100

Statement colors
CMYK : 0, 0, 0, 0

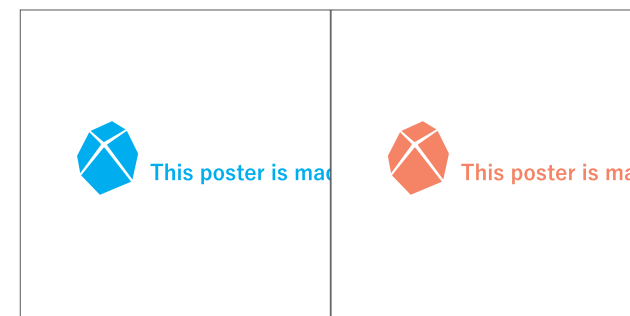
Background colors
CMYK : 0, 0, 0, 50

Statement colors
CMYK : 0, 0, 0, 80

Background colors
CMYK : 0, 0, 0, 30

Statement colors
CMYK : 0, 0, 0, 80

Background colors
CMYK : 0, 30, 0, 0




Example of monochrome printing

Colors other than the basic color can be printed only when printing is in a single color.


Prohibition when using LIMEX statement

Use of the pop fonts




THIS <OO> IS MADE OF LIMEX, A NEW MATERIAL MAINLY

Use of brushstrokes




This is <OO> made of LIMEX, a new material mainly made from lim

Text is further apart than specified




This <OO> is made of LIMEX, a new material

Text differs from the specified position




This <OO> is made of LIMEX, a new material mainly r

Use of multiple colors



This <OO> is made of LIMEX, a new material mainly r

Modification of text content



This <OO> is made of LIMEX, a new material mainly r

Variation of LIMEX statement

Please use the appropriate wording. Changing text other than <OO> will not be accepted as LIMEX statement.



This <OO> is made of LIMEX, a new material mainly made from limestone.

Example



This menu is made of LIMEX, a new material mainly made from limestone.

<p>Standard statement</p>	<p>This <OO> is made of LIMEX, a new material mainly made from limestone.</p>
<p>This can only be used for products made from Bio LIMEX* *New material that uses limestone and plant-based resin as its main raw materials</p>	<p>This <OO> is made of Bio LIMEX, a new material composed of limestone and biomass-based resin.</p>

Statement for products
that partially use LIMEX

Statement guideline for products that partially use LIMEX

For products that contains inorganic material for less than 50% by weight, please use the below statement. To avoid confusion or misidentification with other text or marks, users must follow the rules.

This < ○○ > reduced petroleum-based resin by using limestone.

1. Any changes to the text will not be accepted as an appeal indication.
2. Enter the name of the product in < ○○ >. Example) This poster···, This booklet···, This clear file···

TBM Co., Ltd.