



## **BOSS 50th Anniversary Logotype Design Manual**

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RJA BOSS Marketing Group  
Roland Corporation

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## Warning relating to the trademark

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All the trademarks used by Roland (including all group companies) are under control of RJA.

-In principle, SU/PU are prohibited to apply for any trademark independently.

-If you need to register your own trademark for SU/PU, or if you want to use our logotype or symbol mark in trademark classification other than musical instruments or electronic devices, you need to check the trademark. Please consult with RJA-IPO (RJA intellectual Property Office).

Do not use the BOSS 50th Anniversary Logotype together with the Corporate Logotype closely in a single view.



The fixed space and minimum margins to be provided around the BOSS 50th Anniversary 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 BOSS 50th Anniversary Logotype; do not use them any smaller than the defined size.

#### ■ Minimum Margin

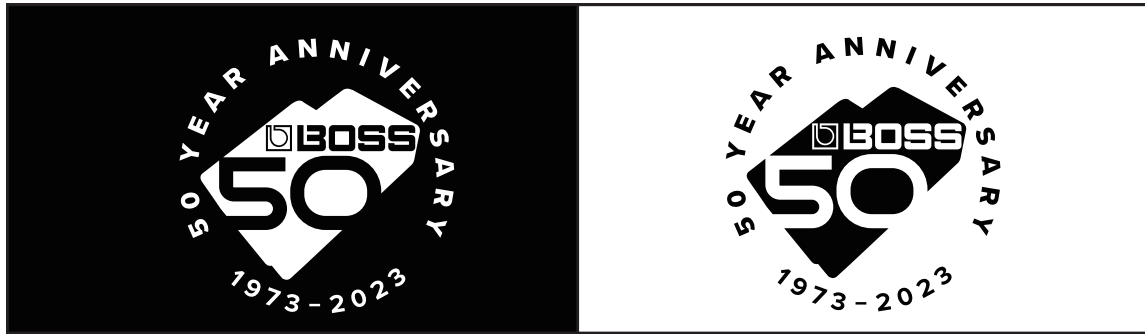


#### ■ Minimum Size

When displaying on digital media such as LCDs, the logotype should be displayed in a clearly identifiable size.



The display color of the BOSS 50th Anniversary logotype is limited to the white or black. You need to adhere closely to this regulation especially in communicating as a corporation through public and investor relation activities and so on.



The BOSS 50th Anniversary Logotype 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 BOSS 50th Anniversary Logotype, and convey an incorrect image.

#### ■ Examples of Incorrect Use (Form)

Do not change the font of the Logotype.



Do not rearrange the composition of the Logotype.



Do not use only part of the Logotype.



Do not change the size of the each elements.



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



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



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



Examples of incorrect colors are shown below. These examples must not be used, since they impair the consistency and uniqueness of the BOSS 50th Anniversary Logotype, and convey an incorrect image.

■ Examples of Incorrect Use (Display Color)

Do not use graphic elements that hard to distinguish



Do not use different backgrounds for the symbol and the logotype



Do not use different colors for different parts

