

# HULFT

## Brand Guidelines

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## Introduction

Entities enrolled in the HULFT Partner Program (“HPP”) (“Authorized Partners”) may use the Logo Data (the “HULFT Logos”) provided by Saison Information Systems Co., Ltd. (the “Company”) solely for the purpose of sales, marketing activities, and technical support services for the HULFT products in accordance with the latest version of these HULFT Brand Guidelines (these “Guidelines”).

## How to Use HULFT Logos

- Electronic data are provided in PNG, BPM, JPG, EPS, or Adobe Illustrator (ai) format.
- The HULFT Logos are the Company’s valuable brand property and the Authorized Partner shall use the HULFT Logos in compliance with these Guidelines at its responsibility, paying sufficient attention to maintaining and enhancing the asset value thereof when using the HULFT Logos.

### 01 Type of HULFT Logos

The HULFT Logos are classified into the following two (2) categories:

1) Product Logos

Logos defined for each product to enhance the recognition of product brands.

2) Authorized Partner Logos

Logos defined to enhance the recognition of the Authorized Partner’s skill and competency.

### 02 Use of Product Logos

The Authorized Partners may use the product logos corresponding to their products in accordance with these Guidelines.

### 03 Use of Authorized Partner Logos

The Authorized Partners may use the Authorized Partner logos corresponding to their own category and level.

### 04 Ownership of Rights

The Authorized Partners shall include the following phrase in any and all materials using the HULFT Logos:

“HULFT and the HULFT Logos are the trademarks or registered trademarks of Saison Information Systems Co., Ltd. in Japan and other countries and territories.”

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## 05 Product Logos Provided by Company

The product logos provided by the Company embody its business credibility based on the recognition and quality of the Company's products, but they do not provide a warranty as to the Authorized Partners' products or services.

- HULFT

**HULFT**

- HULFT (monochrome display)

**HULFT**

- HULFT8

**HULFT8**

- HULFT8 (monochrome display)

**HULFT8**

- HULFT IoT

**HULFT IoT**

- HULFT IoT (monochrome display)

**HULFT IoT**

- HULFT-WebFileTransfer

**HULFT-WebFileTransfer**

- HULFT-WebFileTransfer (monochrome display)

**HULFT-WebFileTransfer**

- HULFT-WebConnect

**HULFT-WebConnect**

- HULFT-WebConnect (monochrome display)

**HULFT-WebConnect**

- DataMagic

**DataMagic**

- DataMagic (monochrome display)

**DataMagic**

- 
- DataSpider



- DataSpider (without product logo mark)

**DataSpider®**

- DataSpider Servista (2 lines)



- DataSpider Mini for Excel



- DataSpider Mini for Excel (without product logo mark)

**DataSpider® Mini for Excel**

- DataSpider Mini for Excel



- DataSpider Servista



- DataSpider Servista (without product logo mark)

**DataSpider® Servista**

- DataSpider Servista  
(2 lines / without product logo mark)

**DataSpider®  
Servista**

- DataSpider Mini for Excel  
(without product logo mark)

**DataSpider®  
Mini for Excel**

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## 06 Authorized Partner Logos Provided by Company

- Partner Logo



- Sales partner logo



- Product introduction partner logo



## 07 Prohibitions

- 1) The HULFT Logos shall be displayed alone and shall not be used in combination with any other logos, letters, or symbols.
- 2) The Authorized Partner shall not imitate or modify the HULFT Logos or use the same as part of another design.
- 3) The Authorized Partner shall not use the HULFT Logos as the largest logo or the most prominent logo on the materials in which the HULFT Logos are displayed.
- 4) The Authorized Partner shall not use the HULFT Logos for the purpose of slandering the Company, its affiliated company, other Authorized Partners, or their products or services.
- 5) If the Authorized Partner violates these Guidelines, such Authorized Partner shall lose any and all rights in relation to the use of the HULFT Logos.
- 6) The Authorized Partner shall not use any logo not listed in, or any old logos that are deleted from, these Guidelines.

## 08 Inadequate Display (color combination / deformation / decoration)

The following shows examples of incorrect use. Please display the HULFT Logos in their original design, always using the designated electronic data, without deformation or decoration.

Using a color different from the designated color



Showing the HULFT Logos in outline characters as a photographic background



Using a background on which the HULFT Logos are not prominent



Deforming the HULFT Logos



Tilting the HULFT Logos



Using the HULFT Logos with shadow, 3D, gradation, or other effects



Adding patterns to the HULFT Logos



Displaying the HULFT Logos in a circle



Adding any text to the HULFT Logos



Adding a design to the HULFT Logos



Using the HULFT Logos in shortened style



Splitting up the HULFT Logos into separate components



Using the HULFT Logos in low resolution



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## 09 Color

### ■ HULFT / HULFT8 / HULFT IoT

[CMYK] M70 Y100 DIC 161 PANTONE 1505 U/C (MONOCHROME BL100 DIC 582 PANTONE NE2945 U/C)  
[RGB] R229 G128 B32 (MONOCHROME R0 G0 B0)

### ■ HULFT-WebFileTransfer

[CMYK] M85 Y100 DIC 565 PANTONE 1665 C (MONOCHROME BL100 DIC 582 PANTONE NE2945 U/C)  
[RGB] R250 G52 B33 (MONOCHROME R0 G0 B0)

### ■ HULFT-WebConnect

[CMYK] C13 M96 Y16 DIC 559 PANTONE Process Magenta C (MONOCHROME BL100 DIC 582 PANTONE NE2945 U/C)  
[RGB] R215 G0 B80 (MONOCHROME R0 G0 B0)

### ■ DataMagic










[CMYK] C100 Y10 DIC 576 PANTONE Process Cyan (MONOCHROME BL100 DIC 582 PANTONE NE2945 U/C)  
[RGB] R0 G159 B217 (MONOCHROME R0 G0 B0)

### ■ DataSpider / DataSpider Servista / DataSpider Mini for Excel

[CMYK] Mark at left M100 Y100 DIC 157 PANTONE 485C  
(A spider in the product logo mark - Outlined / characters K(BL)100 PANTONE NE2945 U/C)  
[RGB] Mark at left - R230 G0 B18  
(A spider in the product logo mark - Outlined / characters R0 G0 B0)

## 10 Minimum Available Size

The HULFT Logos cannot be used in sizes smaller than the minimum available size.

 10mm	 11mm	 14mm	 30mm	 26mm	 13mm
 17mm	 26mm	 31mm			

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## 11 Spaces

Spaces are required between the HULFT Logos and other elements.

Assuming that the vertical size of the HULFT Logo is “a,” please leave a space of “0.5a” above and below the HULFT Logo, and a space of “0.3a” at the left and right sides of the HULFT Logo.

Do not place any other elements (characters or designs) within such space.



## 12 Revision of Guidelines

- 1) The Company may revise these Guidelines anytime, at its discretion. In such event, the revised version of these Guidelines shall apply to the Authorized Partners' right to use the HULFT Logos and any and all matters related to these Guidelines as from the date of revision thereof by the Company, and the Authorized Partners agree to the above.
- 2) The Company shall notify the Authorized Partners of the revision of these Guidelines by posting details on the following site, and the Authorized Partners shall regularly check the information posted on such site in order to ensure they use the HULFT Logos in accordance with the latest provisions of these Guidelines:
  - Posted Site: Contents dedicated to Authorized Partners “at “myHULFT”  
(<https://his.hulft.com/mypage/>)” TOP page left navi > Marketing (HPP) > Logo

## 13 Termination of Guidelines

- 1) The Company may terminate these Guidelines anytime, at its discretion, without the need to give prior notice.
- 2) The Company may terminate these Guidelines anytime, at its discretion, without the need to give prior notice.

## 14 Disclaimer

The Company makes no express or implied warranty as to the provision and use of the HULFT Logos, including, without limitation, merchantability and non-infringement of any third party's rights.



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## 15 Contact for Inquiries on Guidelines

- E-Mail [hulmkt@hulft.com](mailto:hulmkt@hulft.com)

### Revision History

The revision history of these Guidelines is as follows:

Version	Date	Details and Reasons of Revision
1	June 13, 2017	Established