

Hitachi Brand Book

Your guide to the
essential elements
of the Hitachi
Brand



In 1910, Hitachi was founded by Namihei Odaira, as a mining machinery repair shop. With his strong desire to contribute to the development of society through the machinery that he developed, over 100 years later, Hitachi has grown into a corporate group that supports society in numerous regions around the world.

This brand book will walk you through the Hitachi Group Identity that creates Hitachi's unique character based on the foundations of the Hitachi Brand Management Rules. This introduces the basic aspects of consistent brand expressions.

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Hitachi
Group
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Understanding the
Hitachi Group Identity
will help us all
become “One
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One Brand, One Hitachi

Throughout the world, Hitachi Group employees exemplify outstanding teamwork that transcends the boundaries of geographic regions and business fields.

Together we share the Hitachi Group Identity and put it into practice worldwide.



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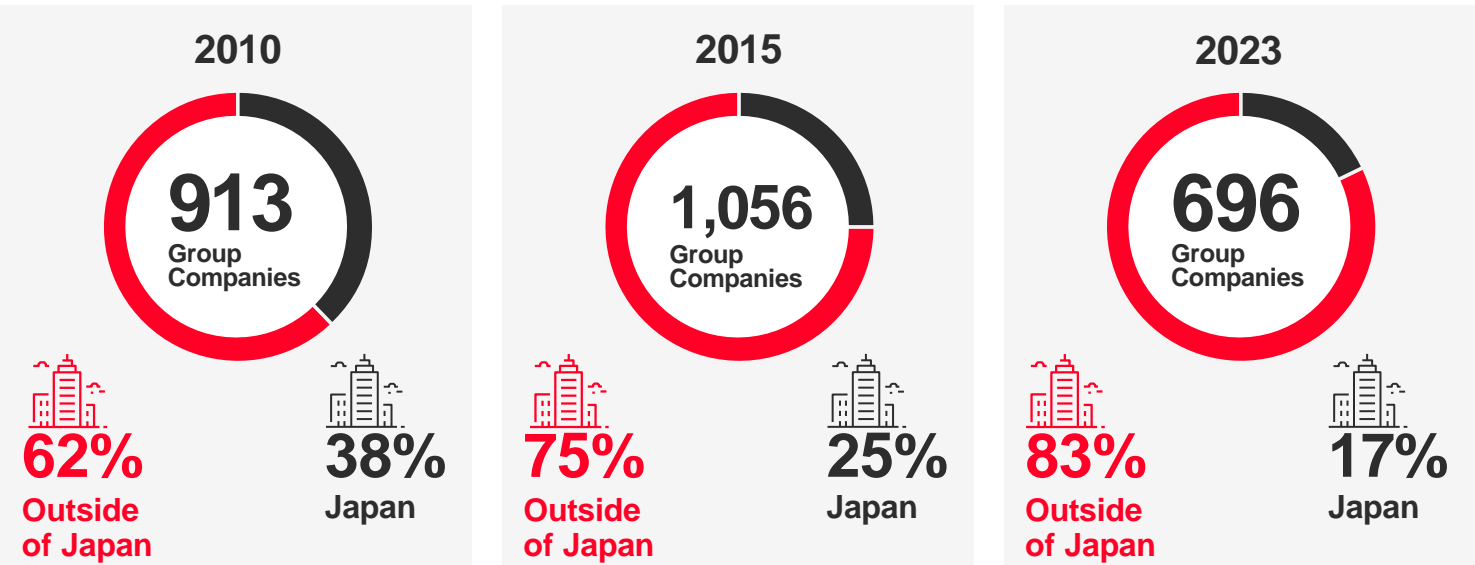
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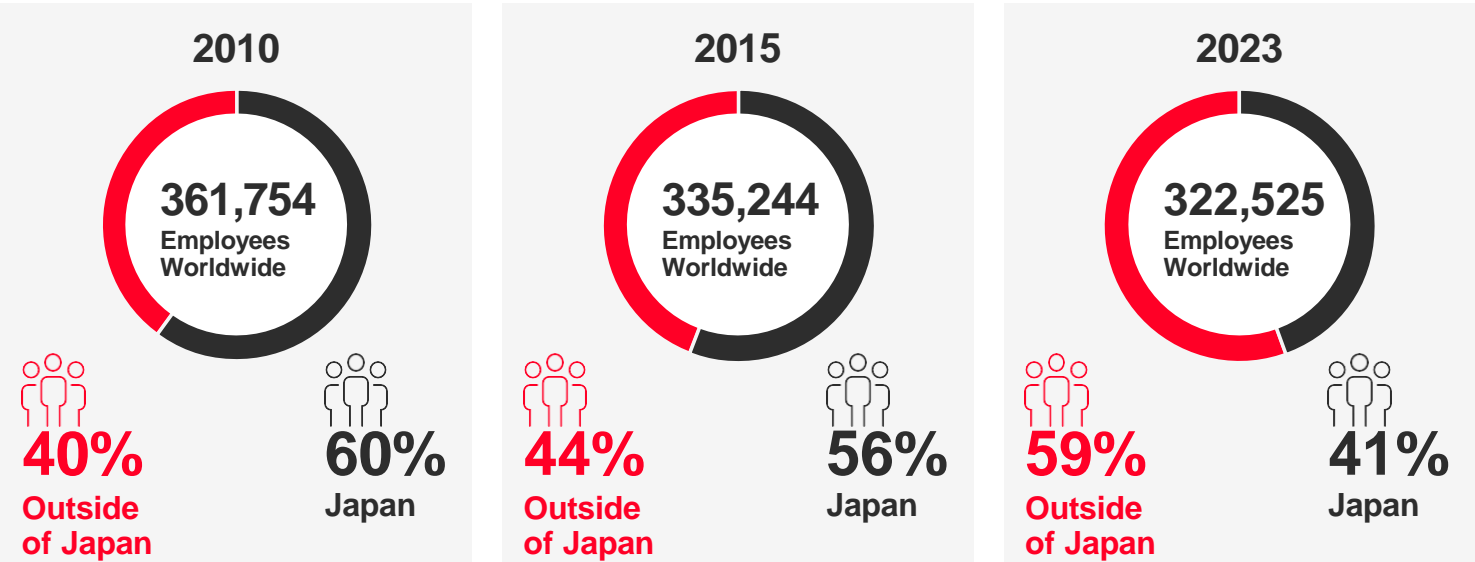
Our Global Presence

Our global presence is growing rapidly and our workforce is becoming more diverse. More than 83% of the Hitachi Group’s consolidated subsidiaries are now based outside of Japan, as are 59% of our employees.

Composition of Hitachi’s Consolidated Group Companies Worldwide



Composition of Hitachi’s Employees Worldwide



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Our Global Presence



We are all
“One Hitachi”

Moreover, the most significant factor driving this globalization has been our active M&A strategy beyond Japan.

This has resulted in a significant increase in companies and employees from different cultures and identities joining the Hitachi Group.

As we grow and diversify it is of paramount importance that all our operations understand and embody the Hitachi Group Identity. It is the responsibility of everyone to ensure that our brand transcends the boundaries of nations, geographic regions and business fields.

This will help enhance our reputation globally and sustain the continued competitiveness of the Hitachi Group – as “One Hitachi” we are greater than the sum of our individual operations.

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Hitachi Group Identity

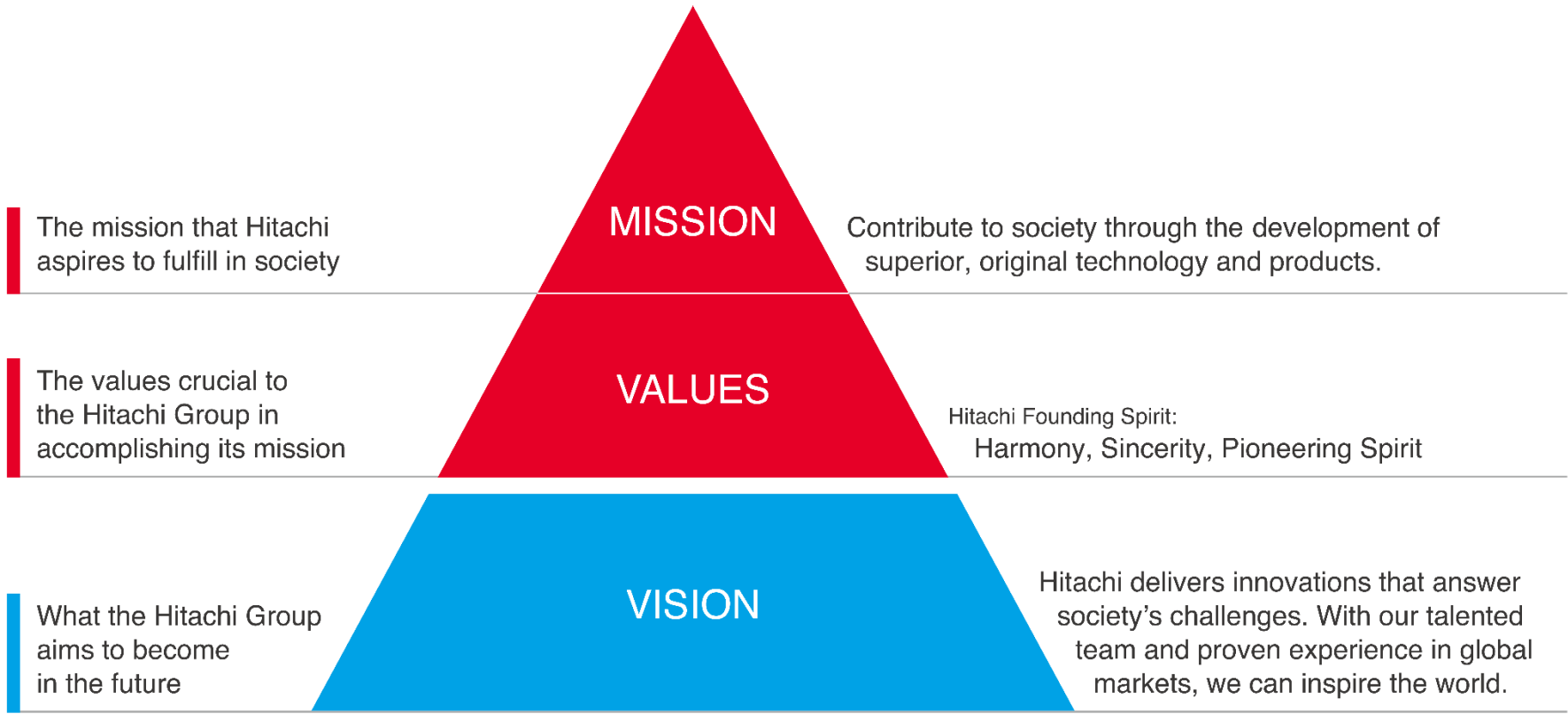
Our **VALUES** and **VISION** are inspired by our **MISSION** which was originally created by Hitachi founder, Namihei Odaira, more than 110 years ago.

- MISSION**
Our **MISSION** has been carefully passed on to generations of employees and stakeholders since the company was first founded.
- VALUES**
Our **VALUES** reflect the Hitachi Founding Spirit, which was shaped by the achievements of our company predecessors as they worked hard to fulfill Hitachi’s **MISSION**.
- VISION**
Our **VISION** has been developed out of our **MISSION** and **VALUES**. It is an expression of what the Hitachi Group aims to become in the future as it advances to its next stage of growth.
- Our Brand**
The Hitachi Brand is the embodiment of our **MISSION, VALUES** and **VISION**. These are interpreted and shared through our Hitachi Group Identity.



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Hitachi Group Identity



Our **MISSION** and **VALUES** have been embraced with care by our predecessors since Hitachi's founding and will be preserved and passed on to future generations. The **MISSION** and **VALUES** are expressed with a color we call "Inspire Red" to reflect our passion for fulfilling the Mission.

Our **VISION** is expressed in blue, conjuring the image of the vast blue sky. Just as the world is brought together under one sky, this color expresses our hopes to unite the Hitachi Group as "One Hitachi" to realize our **VISION**.

Understanding the Hitachi Brand

Our brand is the embodiment
of what we stand for. It represents
our reputation for technological
prowess, trust and reliability.

It encompasses both our MISSION,
that Hitachi aspires to fulfil in
society, and our VALUES, that are
crucial to the Hitachi Group in
accomplishing the MISSION.

**Our aim is to enhance the value
of the Hitachi Brand**, which is a
source of our competitive advantage,
as well as a trustworthy symbol in
society. **We must ensure that the
actions of all of us in the Hitachi
Group support and uphold our
brand.**

Our aim

To enhance
the value of the
Hitachi Brand



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MISSION

Contribute to society
through the development
of superior, original
technology and products.

In 1910, Hitachi was founded as a
mining machinery repair shop in Ibaraki
Prefecture, Japan.

At a time when Japan was relying on
imported products and technology, Hitachi
Founder Namihei Odaira formed a team
that chose to rely on a different resource –
themselves. With perseverance and enduring
passion, the team created, developed and
delivered original products and technologies.

**The driving force behind the team
was Odaira’s noble belief: “Contribute
to society through the development
of superior, original technology
and products.”**

This was the starting point for the
Hitachi Group. Today, it forms Hitachi’s
MISSION, which is the overarching
concept of the Hitachi Group Identity.



Hitachi Founder,
Namihei Odaira

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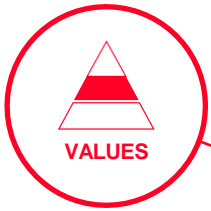
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VALUES

Harmony, Sincerity and
Pioneering Spirit are crucial
to the Hitachi Group.

Namihei Odaira's belief presented huge challenges that seemed nearly impossible to overcome in Japan at the time.

Working toward the same goal, Odaira and the team pooled their knowledge and discussed ideas thoroughly amid numerous setbacks and difficulties.

Their dedication and effort finally led to the completion of a 5HP electric motor, Hitachi's first product.

Based on this experience, our predecessors strived to develop a steady string of new products. The first motors were plagued with product defects. Day after day, the staff received requests for repairs. **However, they faced each defect with integrity, overcame countless difficulties and ultimately earned the trust of customers.**

The Hitachi Founding Spirit embodies the core Values that were shaped by the achievements of our predecessors to realize our MISSION.



The power station
at the Hitachi mine
(1916)

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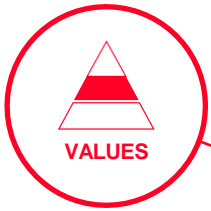
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The willingness to respect the opinions of others and discuss matters in a manner that is thorough and frank, but fair and impartial, and once a conclusion has been reached, to cooperate and work together to achieve a common goal.

- Voice your opinion to others across organizational ranks and positions.
- Work as a team after a decision is reached even if there was disagreement previously.
- Accept and respect the personalities of others while working cooperatively to achieve targets.



Harmony
(Wa)

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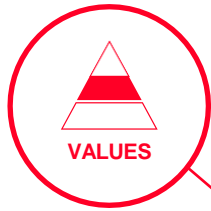
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誠

Sincerity (Makoto)

To act with a sense of ownership and honesty at all times and never pass the buck. The spirit to meet society's expectations and generate credibility for Hitachi.

- Acknowledge mistakes and failures openly and honestly.
- Learn from mistakes and failures and eliminate their recurrence.
- Demonstrate fairness and sincerity when dealing with customers and co-workers.
- Make judgments and take actions based on right and wrong rather than profit and loss.

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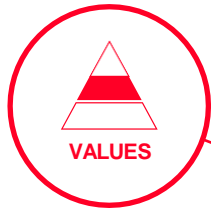
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**To work creatively, using novel approaches, to enter new areas.
To always act as a pioneer within our areas of expertise and to have the passion to pursue higher goals beyond our capabilities.**

- Avoid mere imitation in the continual pursuit of creating something new.
- Take on challenges with confidence.
- Leverage Hitachi's greatest strengths in technologies and knowledge to create new business.

開拓者精神

Pioneering Spirit
(Kaitakusha-seishin)

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VISION

Hitachi delivers innovations that answer society's challenges. With our talented team and proven experience in global markets, we can inspire the world.

The Hitachi Group must take full advantage of its global store of knowledge and experience developed over its more than 110-year history.

This approach will be vital to generating innovation and driving the Hitachi Group's growth in the years to come.

Our over 360,000 employees must debate ideas, just as those employees did in the early days, and thereby work as "One Hitachi" to make progress toward shared goals.

What the
Hitachi Group
aims to become
in the future



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Aspirations
for achieving
the Vision

HITACHI

Inspire the Next

The Corporate Statement
“Inspire the Next” is an
expression of the Group’s
desire to make the Vision a
reality.

In essence, “Inspire the
Next” reflects our
determination to create
an inspiring world through
innovations.

The red line stretching above
and to the right of “Next” is
called the “Inspire Flash”. It
represents Hitachi’s strong
desire to achieve even further
growth.

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What shapes the Hitachi Brand?

Ever since it was founded, Hitachi employees have held the concepts of Harmony, Sincerity, and Pioneering Spirit close to their hearts as they continuously surmounted difficult challenges.

Their goal has been to achieve Namihei Odaira’s belief. In the process, Hitachi has answered the expectations of customers and helped to build an even better society.

This performance record has fostered pride, purpose and satisfaction in employees, which has, in turn, enhanced the motivation felt by employees as members of the Hitachi Group. It has also fostered trust, expectation and a sense of security with customers and other external stakeholders, which sets Hitachi apart from its competitors.

Furthermore, having highly motivated employees and the ability to differentiate itself from others has enabled Hitachi to compete successfully in its given markets – this is the value of the Hitachi Brand.

When the daily activities of every employee are aligned with the Hitachi Group Identity, it supports our brand and serves to enhance its value.

Helping to
build a better
society



The Remarkable Accomplishments that Shape the Hitachi Brand

The accomplishments of our employees around the world have helped shape the Hitachi Brand.

They are proof that the challenges born of a Pioneering Spirit, in the face of setbacks and difficulties, can be conquered by Harmony and Sincerity. It is only by overcoming various difficulties through the practice of our Values (Hitachi Founding Spirit) that we are able to fulfill the Vision.

The Hitachi Founding Spirit enabled Hitachi members to tackle challenges that others dismissed as impossible. They rose above opposition and a lack of engagement from others.

They demonstrated the Hitachi Founding Spirit of “Harmony, Sincerity and Pioneering Spirit” to persevere and succeed.

“I am Hitachi” features Hitachi colleagues around the world, striving and succeeding in improving people’s quality of life every day, whilst holding the Hitachi Group Identity close to their hearts. They are an inspiration to us all.



Go to I am Hitachi website



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Hitachi
Brand

**Hitachi is a global company
operating in many of the world's
most competitive markets.**

The visible symbol that unifies us and represents all that we stand for is the Hitachi Brand. Our brand is one of our most vitally important assets and represents the qualities and Values of our business. It builds trust with our many and varied stakeholders (from employees to governing bodies to customers) and gives us a competitive edge.

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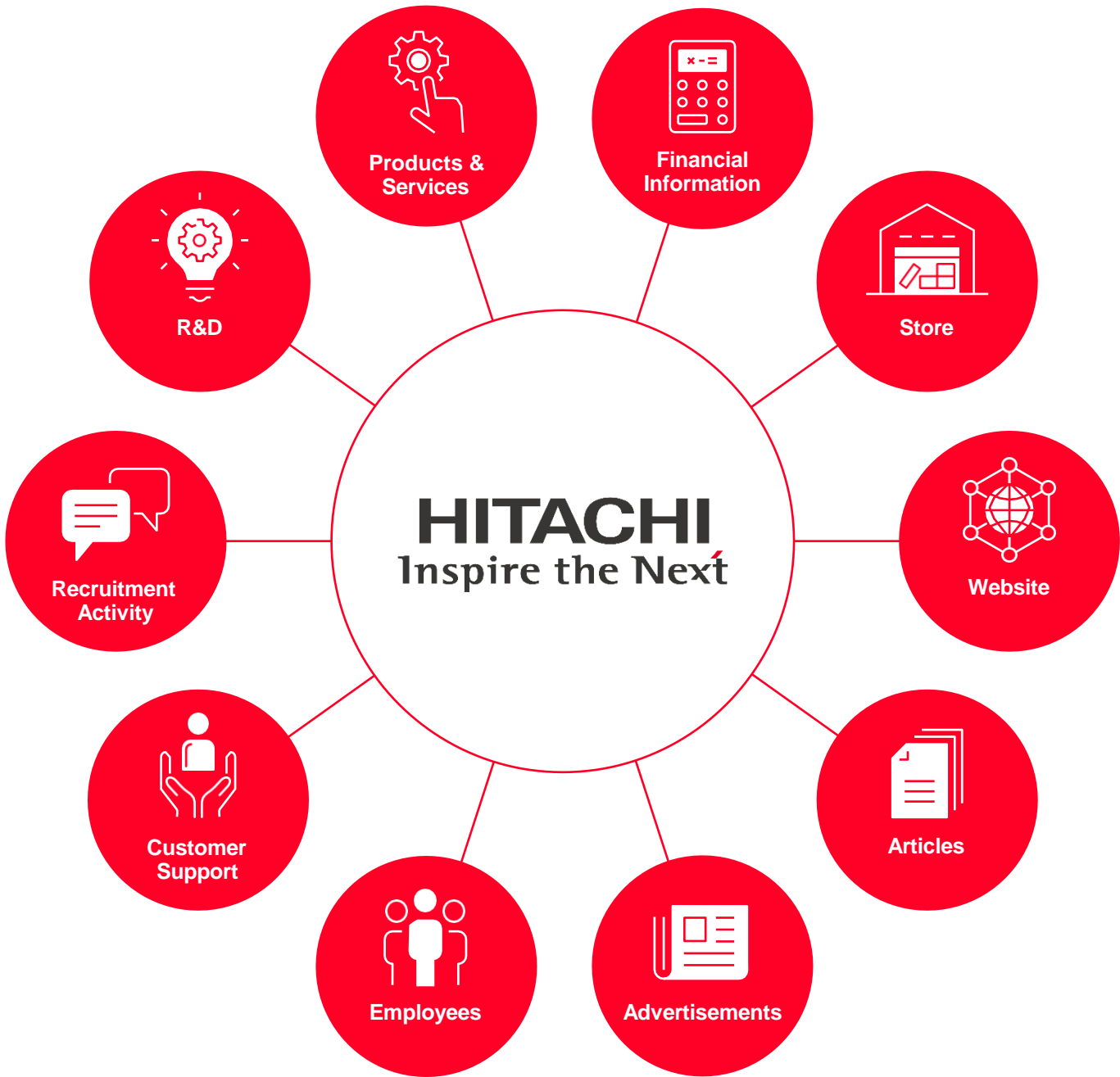
Maintaining Brand Integrity

Our Hitachi Brand Management Rules have been developed to help ensure the proper and effective use of our name and mark across all communications and operations.

Elements of the Hitachi Brand are the primary expression of our brand and their proper use is key to creating a strong and lasting brand image.

The following is a summary of some of the key visual components that make up our brand and how they should be managed, including:

- Basic Elements of the Hitachi Brand
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Who Can Use the Hitachi Brand?

As a rule, the license for the use of the Hitachi Brand is granted only when all the following criteria have been met:

1

The company is treated as a consolidated subsidiary of Hitachi, Ltd. in its financial statements.

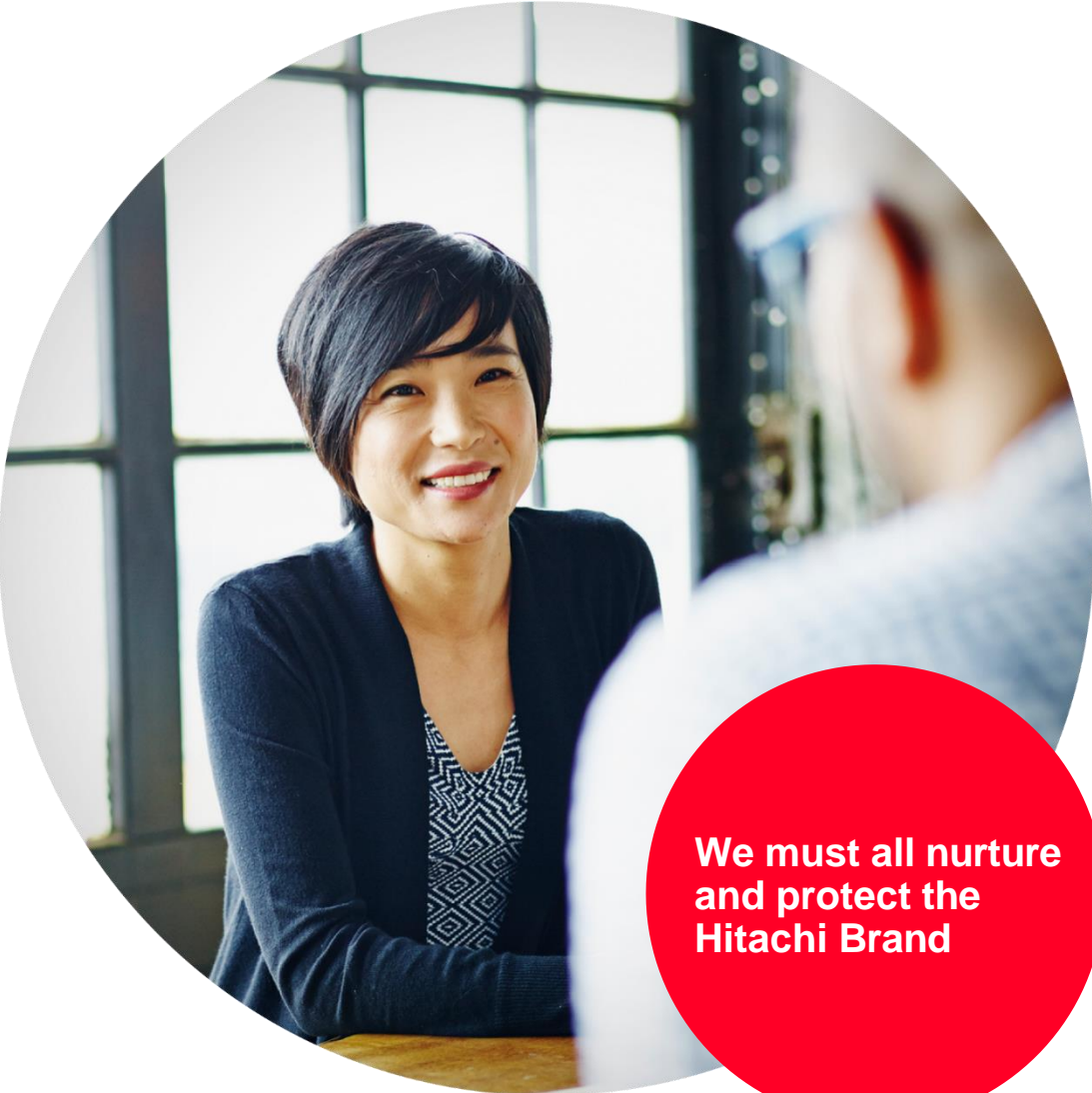
2

The company has the word ‘Hitachi’ included in the company name of the parent company.

3

The company is considered appropriate to be eligible for use of the Hitachi Brand in light of its business description and scale.

In principle, Hitachi Group companies are required to use the Hitachi Brand, though they still need the approval from Hitachi, Ltd.



We must all nurture
and protect the
Hitachi Brand

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Basic Elements of the
Hitachi Brand

Our brand is a symbol of the technological prowess, trust and reputation that Hitachi has cultivated through its corporate affairs over many years.

The basic elements representing the Hitachi Brand are the Hitachi Mark, Hitachi Logo, Corporate Statement (CS) Logo and the Hitachi Mark and Company Name in the Official Font – it is essential that they are applied in their correct form and combination.



Hitachi Mark

Basic element used as the Company Mark (crest). To be used together with the Company Name. It may also be used alone on company flags, badges, commendation or approval certificates, etc.

HITACHI

Hitachi Logo

Basic element used most commonly as the symbol of the Hitachi Brand. It is used for products, services, etc.

HITACHI
Inspire the Next

CS Logo

Basic element combining the Hitachi Logo and the Corporate Statement. It is used for communication media, etc.

Hitachi ABC, Ltd.

Hitachi Mark and Company
Name in the Official Font

Company Name displayed in combination with the Hitachi Mark in one of the specified typefaces.

Hitachi (HITACHI)

The word “Hitachi (HITACHI)”
in names, text, etc.

The word Hitachi used in names, text etc.

Corporate Statement (CS) Logo

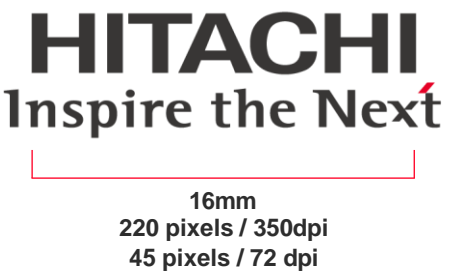
The CS Logo is a basic element of our brand communications that combines the Hitachi Logo with our Corporate Statement. It is one of the key Hitachi branding elements that best articulates our core message and should be used for most communication media.

- The Hitachi Logo should be used on its own in the following situations:
- On communications where the responsible source must be displayed, such as official business papers.
 - On media that has durability and is displayed for a long period of time, such as signage on buildings.
 - Where space is limited and the size of the CS Logo would be compromised, such as an advertising display at a stadium.
 - Where the Hitachi Logo needs to be displayed amongst other companies' brand logos that do not have corporate statements – so as to be consistent.

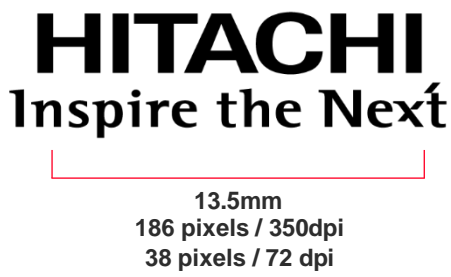


Minimum size of CS Logo
(Based on the width of the Hitachi Logo)

Display in
two colors



Display in
one color



Hitachi Mark and Company Name in the Official Font

The Hitachi Mark, Company Name and, where relevant, the division name should be used in the Official Font – with Hitachi in upper and lower case.

They should appear in black, or white when reversed out. However, when they appear adjacent to the CS Logo, they should use the color – Inspire Gray.

Single line

 **Hitachi ABC, Ltd. DEF Branch**

On two lines

 **Hitachi ABC, Ltd.**
GHI Development Laboratory

On three lines

 **Hitachi ABC, Ltd.**
GHI Development Laboratory
JKL Communication Dept.


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Group Colors


Hitachi, Ltd. and any Hitachi Group companies licensed to use the Hitachi Brand are requested to use the Group Colors — Inspire Gray, Inspire Red, and Inspire White — in a range of communication settings to create the Group’s unique color image.

Group Colors



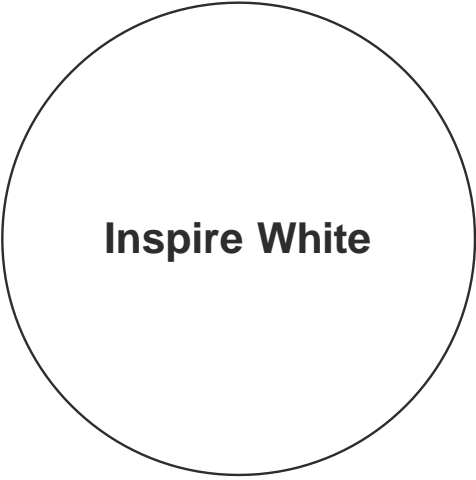
Inspire Gray

Four-color	RGB
C0% M0% Y0% K90%	R45 G45 B45



Inspire Red

Four-color	RGB
C0% M100% Y85% K0%	R255 G0 B38



Inspire White

Four-color	RGB
C0% M0% Y0% K0%	R255 G255 B255

▷ 24

Isolation Area of the
Hitachi Brand

The Hitachi Brand Logo must always be clearly displayed in such a manner that it stands out by itself. For this reason, the isolation area — a certain space around the Hitachi Brand — has been defined. Make sure that this area does not contain any other letter, figure, mark, etc.

The isolation area specified here is the minimum space that must be secured. In actual design work, try to leave as much space as possible.

Even when the isolation area of the specified width is secured, it is prohibited to place any other letter, figure, or mark close to the Hitachi Brand in such a way that it seems to constitute a single mark or brand together with the Hitachi Brand.

Hitachi Logo



CS Logo



Hitachi Mark and Company Name in the Official Font



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Specified Typefaces

The specified typefaces are provided to achieve consistency in division names, locations, product names, etc. when displayed in applications. Please use the specified typefaces as far as possible. Use of digital fonts is recommended. However, if digital fonts are not available, please use typesetting fonts.

If the specified typefaces are not available, please use MS PGothic for Japanese text and Arial for English text and numbers.

Japanese text

Digital font: Shin Go family (Open Type is recommended)
Typesetting font: Gona family

Fonts within parenthesis are typesetting fonts which correspond to digital fonts.

ShinGo L(Gona D / DNAG)

あいうえおかきくけこさしすせそたちつてとなにぬねの
札幌仙台東京名古屋大阪広島福岡本社支店営業所

ShinGo R(Gona DB / DBNAG)

あいうえおかきくけこさしすせそたちつてとなにぬねの
札幌仙台東京名古屋大阪広島福岡本社支店営業所

ShinGo M(Gona B / BNAG)

あいうえおかきくけこさしすせそたちつてとなにぬねの
札幌仙台東京名古屋大阪広島福岡本社支店営業所

ShinGo B(Gona E / ENAG)

あいうえおかきくけこさしすせそたちつてとなにぬねの
札幌仙台東京名古屋大阪広島福岡本社支店営業所

English text and numbers

Digital font: Helvetica family (Open Type is recommended)
Typesetting font: Helvetica family

Fonts within parenthesis are typesetting fonts which correspond to digital fonts.

Helvetica Light, Helvetica Neue LT 45 Light (Helvetica Light / E100-14)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890&?%

Helvetica Regular, Helvetica Neue LT 55 Roman (Helvetica Regular / E100-24)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890&?%

Helvetica Bold, Helvetica Neue LT 75 Bold (Helvetica DemiBold / E100-34)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890&?%

Helvetica Black, Helvetica Neue LT 95 Black (Helvetica Bold / E100-44)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890&?%

Specified Typefaces

For Chinese text, please use the following specified typefaces, if available to your network.

Internal or PR related materials/content

For internal materials or news releases (PDF) posted on internet sites, please use fonts such as:

- 宋体 Songti or 黑体 Heiti for Chinese text
- Arial or Times New Roman for English text

Product/service PR and advertising

Please use the specified typefaces as far as possible for all communications: catalogs, commercials, internet content, exhibitions, etc.

Please note, there are no specified typefaces for languages other than Japanese, English and Chinese.

Chinese text

Specified typefaces
Digital font: DFHei-GB (Open Type is recommended)
Typesetting font: same as digital font

Recommended font
Digital font: Source Han Sans
Typesetting font: same as digital font

细等线简体
中华人民共和国上海北京广州四川本社支店营业所

中等线简体
中华人民共和国上海北京广州四川本社支店营业所

中黑简体
中华人民共和国上海北京广州四川本社支店营业所

大黑简体
中华人民共和国上海北京广州四川本社支店营业所

Source Han Sans CN Light
中华人民共和国上海北京广州四川本社支店营业所

Source Han Sans CN Normal
中华人民共和国上海北京广州四川本社支店营业所

Source Han Sans CN Medium
中华人民共和国上海北京广州四川本社支店营业所

Source Han Sans CN Bold
中华人民共和国上海北京广州四川本社支店营业所

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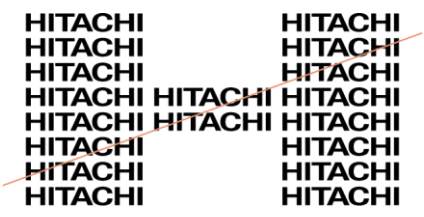
Maintaining Brand Consistency

The Hitachi Brand should always be used as specified and any deviation from the guidelines is not permitted under any circumstances. Please follow our five principles of display and never alter the Hitachi Brand.



1 Integrity
Do not change, distort, or omit any elements of the Hitachi Brand.

2 Independence
Do not add to or combine the brand with any other letters, figures or marks, always comply with the Isolation Area guidelines.



3 Clarity
Do not alter the legibility of the brand.

4 Originality
Use general terms after the brand.

5 Individuality
Do not repeat the Hitachi Brand multiple times.

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**Safeguarding and Nurturing
our Brand**

We are One Brand, One Hitachi

As members of the Hitachi Group, every one of us has a responsibility to support and protect our brand – both in its visual identity and how we carry out our duties. In so doing, we will uphold the reputation of the Hitachi Brand and all it stands for and build value for the future.

More information can be found below:

[Hitachi Group Identity](#)

[Hitachi Brand Management Rules](#)

For other inquiries, please contact:

Corporate Branding Department,
Global Corporate Brand & Communications
Division, Hitachi, Ltd.
higis.brand.rf@hitachi.com

HITACHI
Inspire the Next 