Hitachi Digital

HITACHI

Brand essentials

What every marketer needs to know about the Hitachi Digital brand

Marketing team training

brand.hitachi.com

Confidential: internal until the 29 October 2026 announcement

HITACHI

01
What we say

HITACHI

BRAND IN A SENTENCE (BIAS)

Engineer what the world depends on.

Never exceeds six words

Takes a position and is as active as possible

Works with words, without pictures

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Core brand promise

Hitachi Digital helps companies in complex, mission-critical industries turn cloud, data and AI convergence into sustainable business transformation.

We bring digital engineering and operations together, grounded in industry knowledge, so customers can engineer with resilience and operate with resilience.

Hitachi Digital engineers what the world depends on.

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Four messaging pillars

1

Put cloud, data and AI to work

Cloud, data and AI are converging. Hitachi Digital helps customers turn that convergence into meaningful business value.

Proof: Penske, Toyota

2

Engineer with resilience

Hitachi Digital helps customers build the digital capabilities their businesses increasingly depend on.

Strength: GlobalLogic

3

Operate with resilience

Building new technology is only part of the challenge. Critical systems also have to integrate, perform and operate reliably.

Strength: Hitachi Digital Services

4

Start with how the industry works

Technology decisions cannot be separated from the environment in which they operate.

Strength: the wider Hitachi group

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Three story lengths

The elevator conversation
30 seconds

The walk to coffee
About 1 minute

The walk through the city
3+ minutes

Hitachi Digital helps companies in complex, mission-critical industries turn cloud, data and AI convergence into sustainable business transformation.

For Penske, that means anticipating maintenance problems and helping technicians keep trucks on the road. For Toyota, our work includes modernizing core systems and improving the vehicle ownership experience.

We bring digital engineering and operations together, grounded in industry knowledge - so customers can engineer with resilience and operate with resilience.

Hitachi Digital engineers what the world depends on.

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Voice and language

DO

- Write plain, declarative statements: the claim, then the evidence
- Start with the real-world system and the industry context
- Connect technology to measurable business outcomes
- Use sentence case for headlines, buttons and labels

AVOID

- Me-too AI language and tropes
- Superlatives, startup idiom and manufactured urgency
- Exclamation marks and emoji
- Using the internal positioning statement in external copy

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02

Logo and co-branding

The Hitachi logo

Use it on every brand communication

Websites, PPT templates, campaigns, events, social media and corporate reports.

Isolation area

The width of the “I” in HITACHI, × 3.

Size

One half or one third of the design width inside the margins, set by the Blueprint.

Minimum size

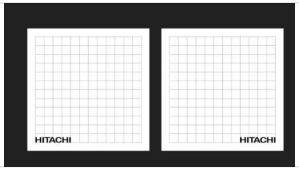
Digital: 86 px wide. Print: 25 mm wide.

Orientation

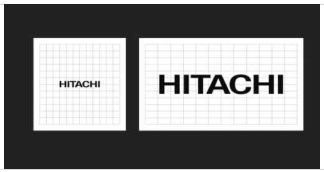
Always horizontal. One logo per surface.
Images: Hitachi Brand Guidelines, Visual Elements, brand.hitachi.com



Default: top left or top right, leading the communication



Bottom left or right only as a sign-off



Centre: video end frames and widescreen formats

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Logo colours

HITACHI HITACHI HITACHI

Black: the default

For content-led communications and sign-offs. On White, Gray 1–3, light images, neutral and gray textures.

Red 1: brand only

When the only purpose is the Hitachi brand. On white or a neutral/gray graphic texture only.

White: on dark

On Black, Gray 4–6, dark images, red textures and dark textures. Never on solid red.

Images: Hitachi Brand Guidelines, Visual Elements, brand.hitachi.com

RED 1 LOGO IS NOT PERMITTED ON

- Website headers and footers, social media icons, email signatures
- Letterhead, envelopes, invoices, press releases, press backboards
- Building interiors, reception desks, signage
- Company cars, uniforms, helmets, certificates
- Products, product brochures, manuals and packaging

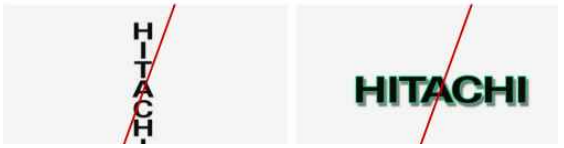


Don’t use the red logo on textures or content-rich communications

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Logo misuses

- Don’t rearrange, stretch, warp, rotate or tilt the logo
- Don’t add strokes, glows, drop shadows, textures or gradients
- Don’t add elements, symbols or icons, even outside the isolation area
- Don’t change the typeface or mix colours within the logo
- Don’t use the logo or masthead twice, or repeat it as a pattern
- Don’t animate the logo. Use approved end sequences only
- Don’t place it on busy or low-contrast backgrounds
- Don’t put it on anything that can be stepped on, ripped or eaten



Don’t rearrange letters or add effects



Approved backgrounds for the white logo

Images: Hitachi Brand Guidelines, Visual Elements, brand.hitachi.com

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Hitachi masthead: when to use it



Presentation cover

A large-scale event presentation, to capture the audience's attention.



Event booth

Calls attention to the brand in a potentially crowded environment.



Merchandise

Takeaway items such as tote bags, suited to its bold graphic treatment.



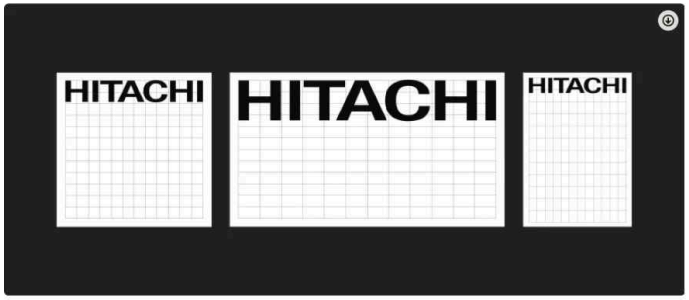
Isolation area: one "I" width

Use for all digital work. Slightly wider is allowed on print ads where the top edge is trimmed. Use the dedicated masthead logo files.

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Masthead placement and misuses

DO



At the top, full width. It leads the communication and spans the full width, unlike the regular logo.



Bottom only as an exception, when the top is obstructed or content comes first, as on merchandise or badges.

DON'T



Use it alongside large headlines



Crop the masthead



Use it at less than full width



Rotate it to run vertically

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Co-branding

Hitachi leads

Hitachi's logo leads through size and placement. Partner logos sit lower or smaller.

External brand leads

Follow the partner's guidelines. Share only the Hitachi logo, in Red 1 unless their rules require black or white. Advertising materials only.

Equal presence

Both brands take equal responsibility, such as joint developments or event organisers. Not for business applications or products.

Always: get Brand Manager permission before sharing logo data. Never co-brand products.



Hitachi leads: partner logos sit lower or smaller



Equal presence: match the cap height of the Hitachi logo

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Equal presence rules

Sizing

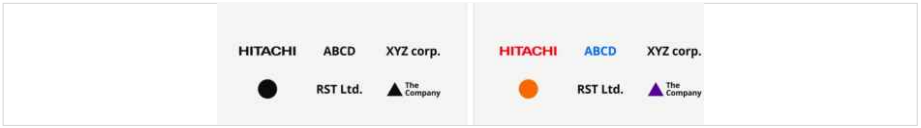
External logos match the cap height of the Hitachi logo. Icon-only or stacked logos may extend to two stacked “I”s.

Spacing

At least 9 × the width of the “I” between logos. More is encouraged.

Colour

Red 1 is permitted when partner logos appear in their own colours.



Equal visual weight across a gallery of logos

Images: Hitachi Brand Guidelines, Visual Elements, brand.hitachi.com

DON’T

- Combine the Hitachi logo with other company logos
- Use dividers such as lines, shapes or symbols between logos without permission
- Provide older logo versions or the Hitachi mark
- Place our logo on another company’s business cards
- Use equal presence in Hitachi-led communications



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03

Group company names

Logo rule

Hitachi Digital HITACHI

Hitachi Digital HITACHI

The Hitachi logo is the only logo. There is no Hitachi Digital logo

“Hitachi Digital” is set in text and is never a logo

Place the name in an adjacent corner or within a headline

Never lock the name up to the Hitachi logo

The logo sits at the top, leading the communication

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Group company names

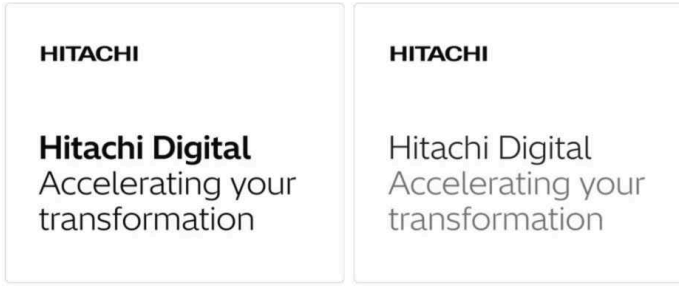
We do not create distinct visual brand elements at group company level.

Black, white or a grey from the brand palette. Never red

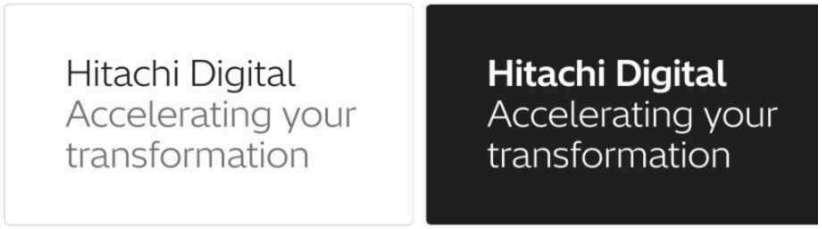
Emphasis through a mix of greys, Bold or Italic

“Hitachi Digital LLC” or “Hitachi Digital” are both acceptable

Two or more names: list alphabetically unless an order is specified



Colour: Black, or mixed greys



Emphasis: mixed greys, or Bold

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Group company name placement



Left: an adjacent corner. Right: within a headline. Source: brand.hitachi.com

An adjacent corner

Positioned in a corner relative to the Hitachi logo, for clear brand alignment.

Within headlines

Integrated into the headline to lead copy and establish the business.

Alignment

Bottom-right corner: align to the logo’s right edge. Top-left corner: align to its left edge.

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Sponsorships

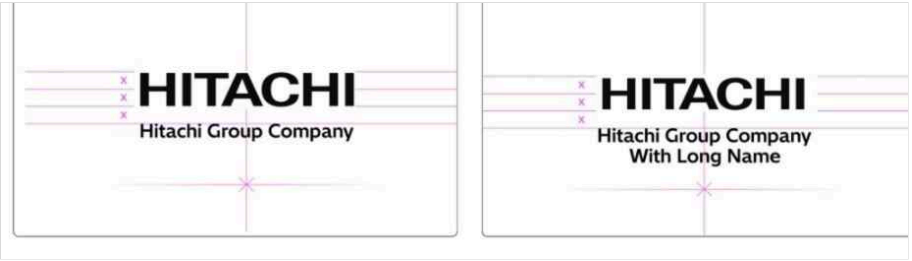
When sponsor logos appear together, use the Hitachi logo. Never the group company name.

Group company names are not logos, even in the brand font

Name in text only if the sponsorship is not for branding, it can’t read as a logo, and the organiser allows it

Always get permission from your brand manager

SPECIAL EXCEPTION: EVENT LOCKUP



Left-aligned (default) and centred. Brand manager permission required

Black Hitachi logo only. Name at 50% of the logo height, with a gap of half the logo height. Leading 110% if split over two lines.

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Group company name misuses



Don’t lock up the name to the Hitachi logo



Don’t set group company names in red



Don’t use other palette colours to highlight the name



Don’t break type sizing rules to make the name extra large



Don’t use the name without the Hitachi name

Also don’t

Stack the name as a label · mix weights · use the Hitachi mark beside it · use unapproved fonts · design custom lockups · create mascots · adjust letter-spacing or add effects

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04
Colour and type

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Primary palette

Red 1
#FA000F
RGB 250, 0, 15
CMYK 0, 100, 95, 0
PMS 2347

Red 2
#CC0000
RGB 204, 0, 0
CMYK 0, 100, 90, 20
PMS 3517

White
#FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS n/a

Gray 1
#F4F4F4
RGB 244, 244, 244
CMYK 2, 0, 0, 4
PMS 10% Cool Gray 4

Gray 6
#222222
RGB 34, 34, 34
CMYK 5, 0, 0, 93
PMS Black 7

Black
#0C0C0C
RGB 12, 12, 12
CMYK 20, 0, 0, 100
PMS Black 6

~90% whites and grays **10%**

Secondary colours: under 5%, except in data visualisation.

Red 1 leads: headlines and large text. Never a solid fill

Red 2 supports: CTAs and UI components

Gray 6: the only colour for large dark fills. Black: all type

Gray 2 #D9D9D9 · Gray 3 #B3B3B3 · Gray 4 #737373 · Gray 5 #4D4D4D

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Gradients

Yes

Background fills, design elements, numbers, single words and headlines.

No

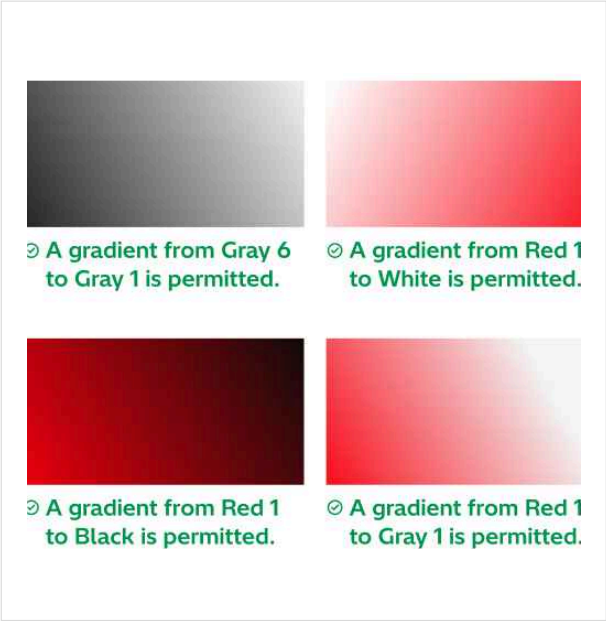
Body copy, long descriptions or editorial.

One colourway

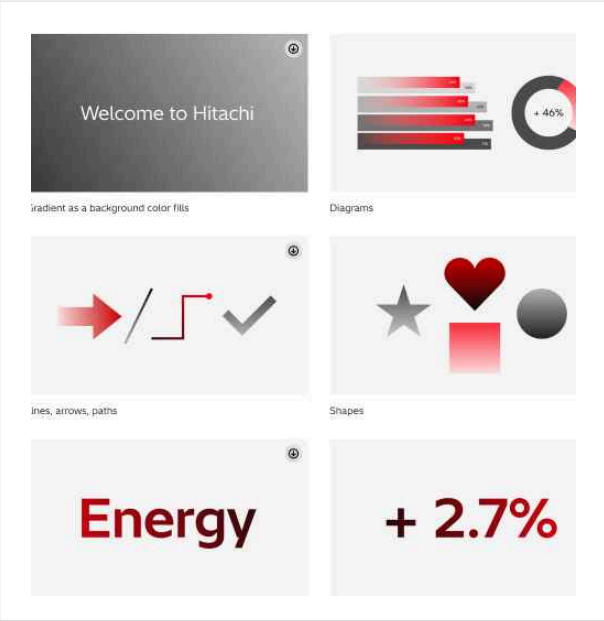
Gray 6 → Gray 1, Red 1 → White, Black or Gray 1. Never cross secondary hues.

Logo

No logo where red dominates. The Red 1 logo never sits on a gradient.



Permitted primary gradients



Gradients in design elements

Images: Hitachi Brand Guidelines, Visual Elements, brand.hitachi.com

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Typography

Aa

Hitachi Sans

Regular	*Italic*
Bold	***Bold Italic***
SemiBold	***SemiBold Italic***

SemiBold added September 2025. Fallback: Verdana. Download the latest font from brand.hitachi.com.

H100 / H30 / H20

Headline

Supporting tier at 30%

Body tier at 20%. Maximum three tiers. The headline never fills more than half the layout.

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Which font where

	Latin alphabet	Japanese	Others (Chinese, Arabic, Vietnamese etc.)
PowerPoint	**Hitachi Sans**	**Yu Gothic UI** System font. Hitachi Sans recommended for Latin text within Japanese.	**Noto Sans***
Business cards (horizontal)	**Hitachi Sans**	**Yu Gothic UI** System font	**Noto Sans***
Business cards (vertical)	N/A	**新ゴ (ShinGo), 教科書ICA (Kyokasho ICA)**	N/A
Websites	**Hitachi Sans** See Fonts for Websites	**Noto Sans JP** Use Hitachi Sans for Latin text within Japanese	**Noto Sans** See Fonts for Websites
Emails	*Hitachi Sans is optional*	*No font requirements*	*No font requirements*
Other communications	**Hitachi Sans**	**Noto Sans JP**	**Noto Sans***

*For Simplified Chinese, Noto Sans is also called “思源黑体”. Source: Hitachi Brand Guidelines, Which Font Where

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Typography misuses

Don’t lead with Verdana if Hitachi Sans is available

Don’t mix Hitachi Sans, Verdana and Noto Sans

Don’t set non-Latin languages in an unapproved typeface

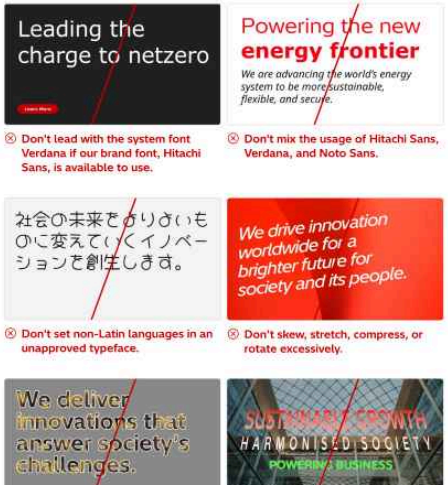
Don’t skew, stretch, compress or rotate excessively

Don’t outline text or add textures or patterns

Don’t apply 3D, shadows, gradients, glow or neon colours

Don’t alter letter spacing or kerning

Don’t combine the brand font with decorative or script fonts



Images: Hitachi Brand Guidelines, Visual Elements, brand.hitachi.com

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05
Textures, Red Line and imagery

Graphic textures



Textures express “Rise Together”

Images: Hitachi Brand Guidelines, Visual Elements, brand.hitachi.com

Keep the overall design simple

Minimise other design elements. Avoid busy or complex layouts.

Maintain clarity and consistency

Textures represent the Hitachi brand itself. Preserve their original surface and impact.

Don’t combine with other images or textures

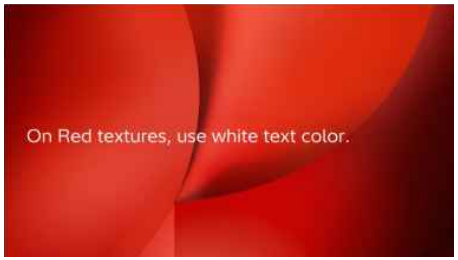
No shapes, illustrations or photos over or beside textures. Icons and maps go outside the texture.

Acceptable

Photos or videos of people standing in front of a texture.

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Text and logo on textures



Red

Text: White

Logo: White



Neutral

Text: Red 1, Red 2 or Black

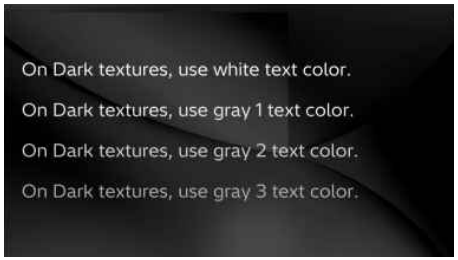
Logo: Black or Red 1



Gray

Text: Red 1, Red 2 or Black

Logo: Black or Red 1



Dark

Text: White or Gray 1–3

Logo: White

Images: Hitachi Brand Guidelines, Visual Elements, brand.hitachi.com

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Texture misuses and layouts

DON'T

- Change texture colours, stretch, warp or crop them into a hazy gradient
- Combine multiple texture colours, or mask shapes or photos into them
- Place content blocks, photos or objects over textures (websites excepted)
- Use textures as meaningful shapes such as stars, hearts or people
- Create look-alike texture patterns



Images: Hitachi Brand Guidelines, Visual Elements, brand.hitachi.com

APPROVED EXCEPTION: GRID-BASED LAYOUT



Equal grid units. Max 5×3 (16:9), 3×4 (A4), 3×3 (1:1)

- One graphic texture per layout
- Text and logos on the texture, never on images
- Default: a single full-bleed image or a single texture

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PHOTOGRAPHY AND VIDEO

As authentic and simple as possible

Feature people, places and products in real-world scenarios that feel elevated and thoughtful, and give an accurate image of Hitachi’s capabilities, offerings and impact.



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Four focus areas



Who Hitachi is

Our teams and partners, in the office or in the field. Reflect the diversity of the company.



What Hitachi provides

The wide range of products and services, from industrial devices to data management.



Hitachi impacting people

Individuals and small groups whose lives are uplifted by our products and services.



Hitachi impacting society

A wider view of how society benefits from our products and services.

Images: Hitachi Brand Guidelines, Photography and Video, brand.hitachi.com

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Five composition principles



Embrace light

Warm, natural light for an inspiring tone.



Look for structure

Strong structural lines evoke Hitachi's precision.



Capture micro and macro

Precise details and society-level impact.



Highlight red

A pop of red represents Hitachi's presence.



Feature connection

More than one person, to show collaboration.

Images: Hitachi Brand Guidelines, Photography and Video, brand.hitachi.com

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Look for structure



Elevation view

Shoot straight on. Use architecture for strong horizontal and vertical lines, and show a horizon where possible.



Plan view

Look directly down on the subject. Find strong horizontal or vertical structure.



Vanishing point

A central vanishing point suggests moving forward, connecting to “Inspire the next”.

Images: Hitachi Brand Guidelines, Photography and Video, brand.hitachi.com

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Hero imagery and copy space





Hero imagery

People and products on clean, solid backgrounds, matched to the Gray neutrals, with soft, warm, natural light. People look relaxed and natural.





Plan for logo and copy

When shooting, leave clear space above or around the subject for the Hitachi logo, Masthead or text copy.

Images: Hitachi Brand Guidelines, Photography and Video, brand.hitachi.com

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