

Verbal & Visual Identity Guidelines

Version 5.00A



Use the arrows to navigate, or click your mouse to advance between pages.

Global Logo

Our logo represents our brand and acts as a signature for all NTT DATA, Inc. communications. Please review all logo guidelines prior to use to ensure our brand identity is used correctly and consistently.

Available Downloads

[NTT DATA Global Logo Package](#)

[Lorem Ipsum Dolor Download](#)

Global Logo

The powerfully created original logo represents our definitive position in the IT market. The typography is a combination of round and rectangular shapes expressing the "harmonization of technology and people." This simple logo design, using text only, is designed to convey that NTT DATA is a team of neutral but intelligent minds working in an unconventional and free atmosphere with the capacity to flexibly solve clients' challenges.



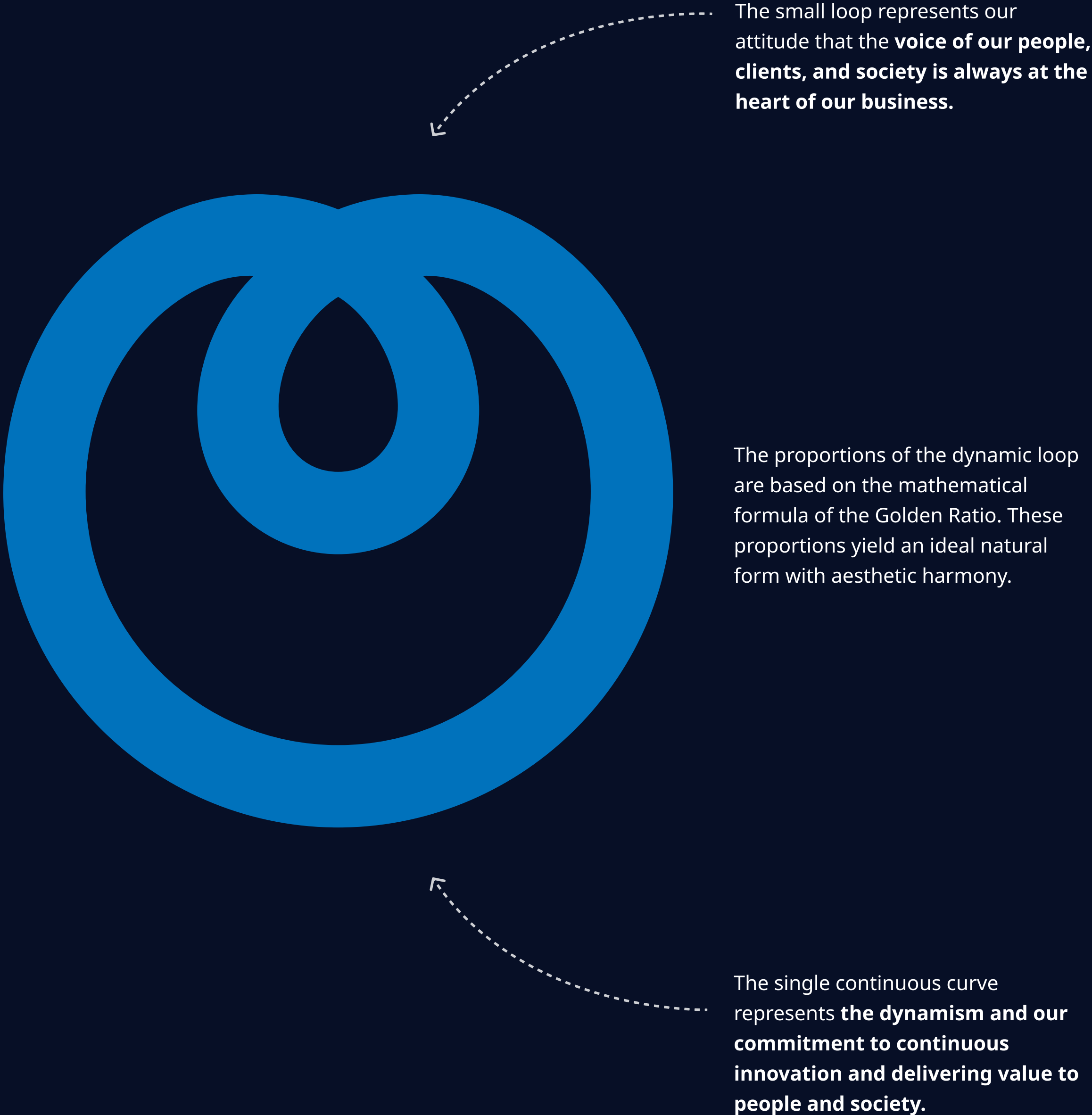
The logo's graphic element, called the Dynamic Loop, is explained on the following page.

The Dynamic Loop

The Dynamic Loop, expressing infinite movement in a simple, human curve, symbolizes both the rich future of all human society and the dynamism of a company that ceaselessly continues to innovate itself. A small loop at the top of the mark illustrates how the voice of customers and society is always heard.

When to use the Global Logo

- When we want to represent NTT DATA, Inc.'s business outside of Japan (e.g., internal, non-global accounts, regional events, etc.)
- **Sponsored Events:** Where primary funding comes from NTTDI and OpCo (e.g., BMW Open, Paddle Ball)
 - **Market analyst events:** Never
 - **Tradeshows:** Regional- or country-sponsored events (e.g. HIMMS, etc.)
- **Websites:** All non-Japan website (e.g., EMEAL, NA, Business Solutions, NTT Ltd.
 - **Social Media:** Never
- **Sales and Marketing Collateral:** Solution Briefs, Expert Guides
- **Advertisements:** Always
- **Internal and External Communications:** Always
- **Employee-related:** Always
- **Signage:** For all signs excluding events and sponsorships funded by NTT DATA Corporation





Spacing rules

The general rule is to leave at least one “N” of clear space around our logo. In some situations (ex. website banners) where space is at a premium, 0.5N is allowed.



Logo Colors

The official Global Logo color is Future Blue and is preferred. Smart Navy or white may be used to improve contrast and visibility over backgrounds.

Preferred Digital Sizing

For digital collateral a minimum of 2 columns or 10% of total viewport width should be maintained.



Minimum Sizing

Our minimum usable size is 16mm wide for printed material and 140px wide for digital applications.



140px



60px

For applications such as mobile ad units which have limited space, a 60px minimum can be observed to maintain logo integrity.



Future Blue on White



Black on White



Future Blue on Black



White on Black



Future Blue on Smart Navy



White on Smart Navy



White on Future Blue



Logo Color Exceptions

As a rule, the Global Logo should be displayed in the colors specified on the previous page; however, this does not apply in cases where the original material color or texture affects the look of the display, such as engraving or branding. (If a metallic color is used, silver is recommended.) Watermarks can also be used when displaying on videos or other media.



Engraving



Branding



Silver



Watermark

Background Colors

The Global Logo should be displayed as detailed in previous pages. However, if circumstances dictate, please use the following standards as a guide to maintain its visibility. Please ensure that the Global Logo is also visible when displayed on graphics, as shown on the next page.

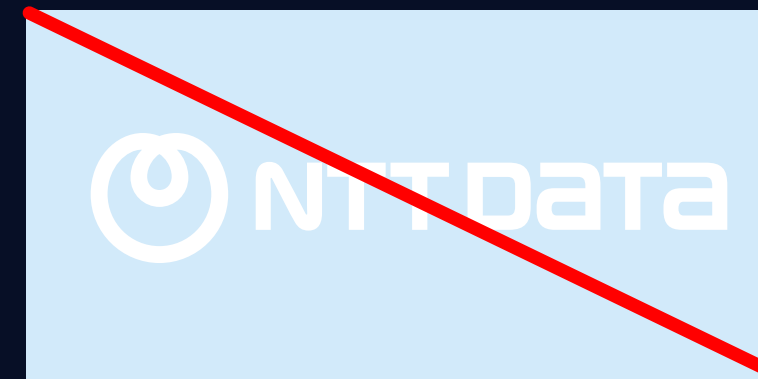
0%			
10%			
20%			
30%			
40%			
50%			
60%			
70%			
80%			
90%			
100%			

Background Colors Continued

Correct
Logo is visible and has a contrast ratio of at least 4.5:1 for AA Accessibility



Incorrect
Logo is not easily visible and has very low contrast on solid or textured backgrounds



Logo Orientation

The Global Logo is designed to be used in a horizontal format only, except for certain exceptions detailed below.

Horizontal Orientation



Vertical Orientation

Vertical is not an approved orientation with the exception of trade show and hanging banner applications.



Incorrect Logo Usage

The Global Logo is an important element used to communicate our brand image. Always use the digital logo files provided. Do not alter the logo in any way. Examples of incorrect use are provided for your reference.



Do not use the Global Logo as part of a service, solution or offering.



Do not show the Global Logo on multiple lines.



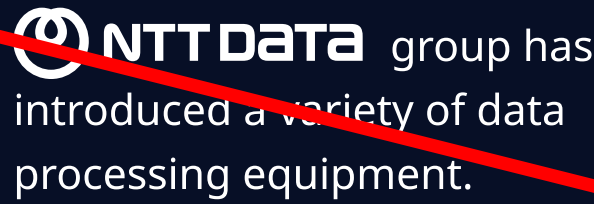
Do not combine the Global Logo with other logos.



Do not combine the Global Logo with messages except the prescribed tagline and modifiers.



No not use the Global Logo as part of a name.



Do not show the Global Logo In copy.



Do not italicize or angle the Global Logo.



Do not elongate, flatten, or compress the Global Logo.



Do not curve or bend the Global Logo.



Do not change the thickness of the Global Logo.



Do not change the Global Logo letter spacing.



Do not vertically align the Global Logo



Do not use a color other than those specified, or apply a gradient



Do not add a shadow or outer glow to the Global Logo.



Do not add an outline around the Global Logo.

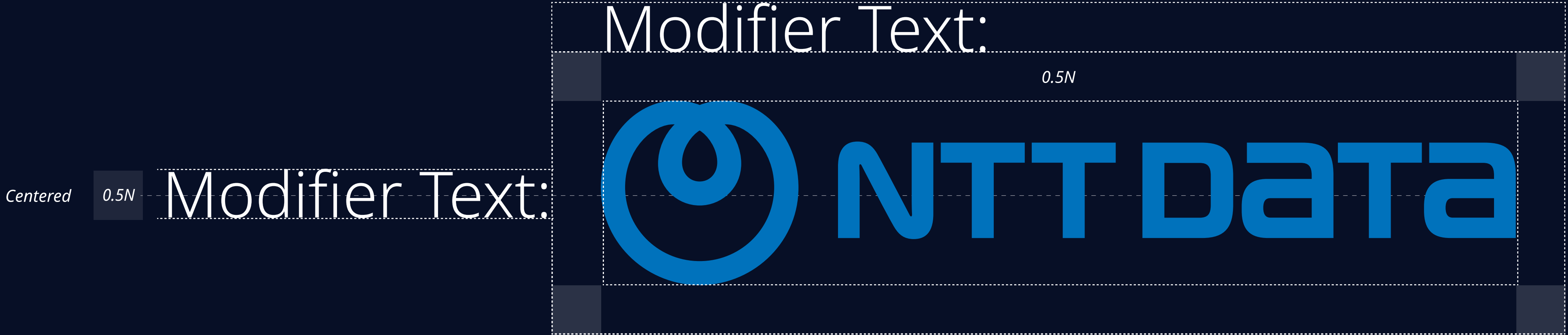


Do not use the Dynamic Loop as its own symbol or alternate logomark



Modifier Text

Modifier text is: Noto Sans Light, displayed at the height of 0.5N. Global logo with tagline and modifier cannot be used together.



Correct Application Example

Modifier Text:



Modifier Text:



6.0

Brand Colors

Brand colors symbolize NTT DATA's unique identity, defining and differentiating us from any other brand. It consists of a corporate color, primary color, secondary colors, and support colors. The six secondary and support colors create a harmonious hue, representing rich diversity. The RGB values should always be used for screen (PowerPoint, social media, web, etc.). The CMYK or Pantone is intended for print output only. Please review all brand color guidelines prior to use to ensure our brand identity is used correctly and consistently.



Smart Navy

Our primary background color, Smart Navy expresses our worldview, promoting an image of reliability and strength as a global brand.

RGB: 7 / 15 / 38

CMYK: 100 / 58 / 20 / 92

Pantone: 7547C

Hex: #070F26

Future Blue

Our primary brand color, Future Blue expresses trust, cutting-edge technology, intelligence and the future.

RGB: 0 / 114 / 188

CMYK: 100 / 50 / 0 / 0

Pantone: 285C

Hex: #0072bC

We solve beyond today's challenges to build a more prosperous tomorrow for all of us. And as we dream about the future, for our planet and our society, we look up to the night sky, filled with mystery and possibilities.

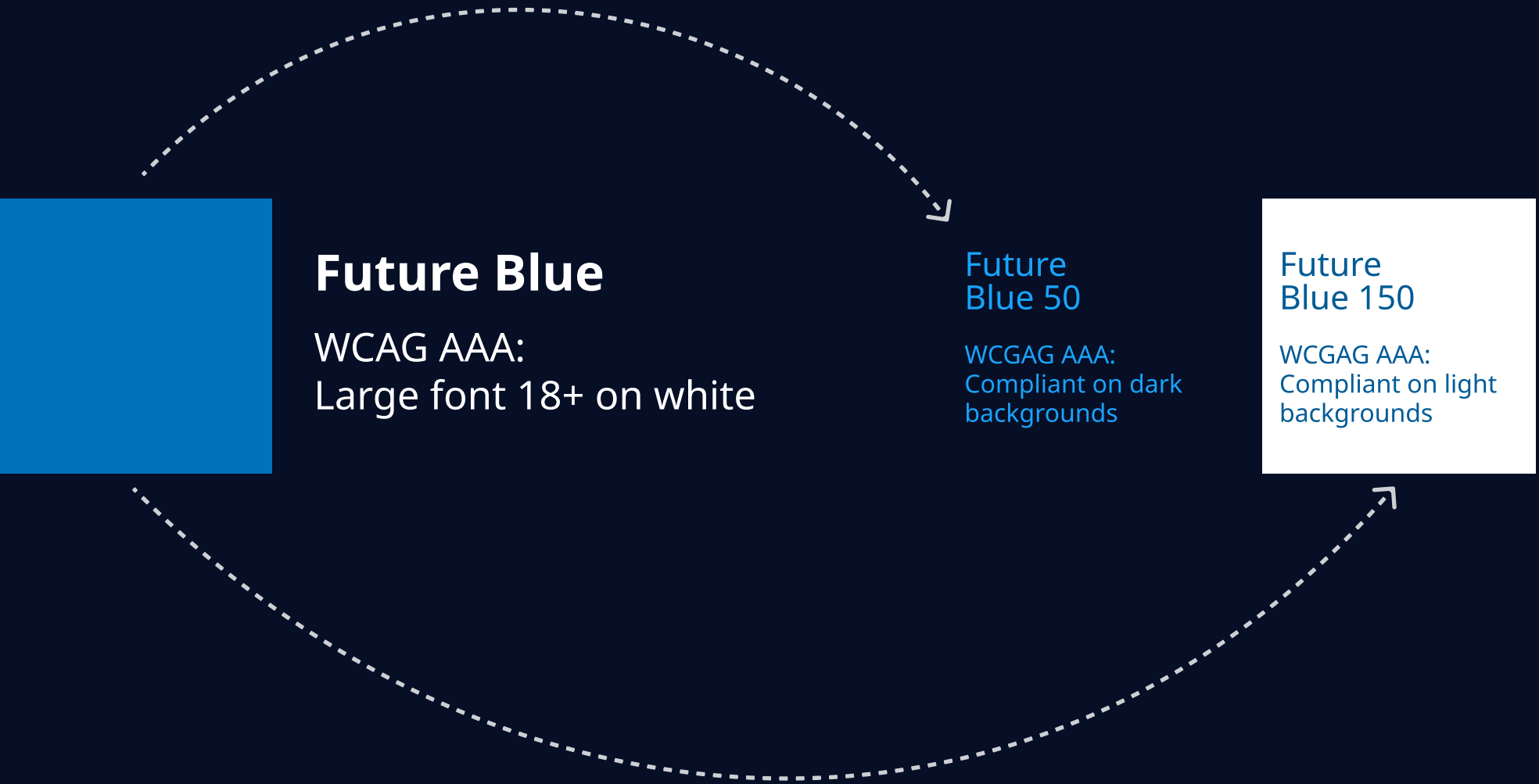
It's these rich colors that inspire us.



Future Blue is Flexible

AAA compliance is especially important for our primary color, Future blue.

To achieve AAA with future blue we have created two variations that do their best to represent our brand color at smaller sizes on light and dark backgrounds





Color Balance

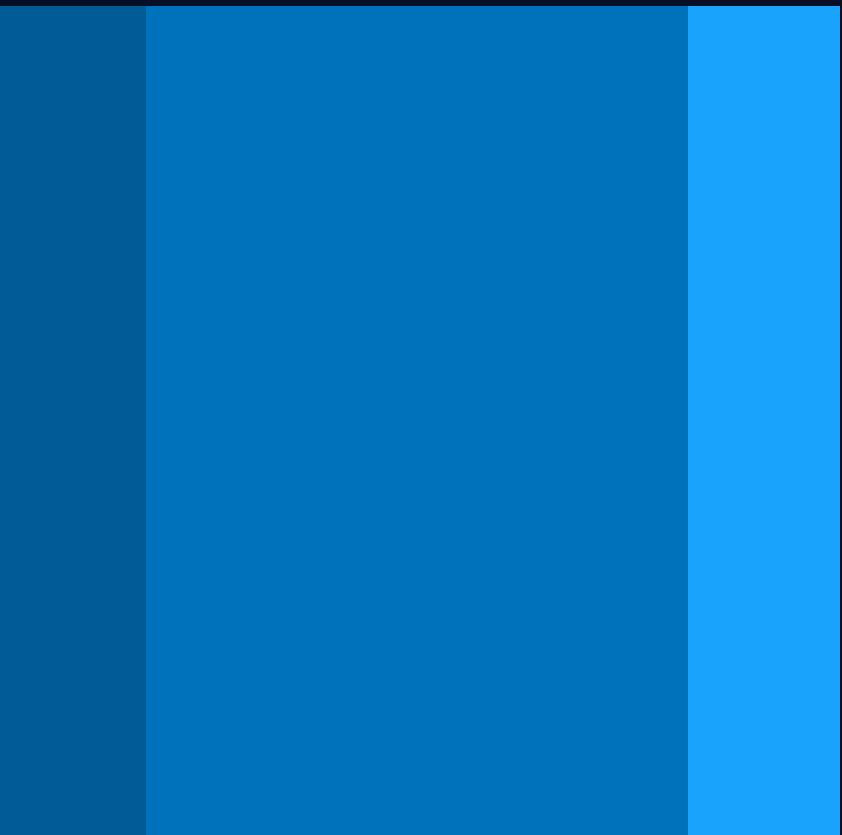
It is important to find the right balance for our colors in relation to each other. Below are examples of color usage and how colors can work together to strengthen our brand.



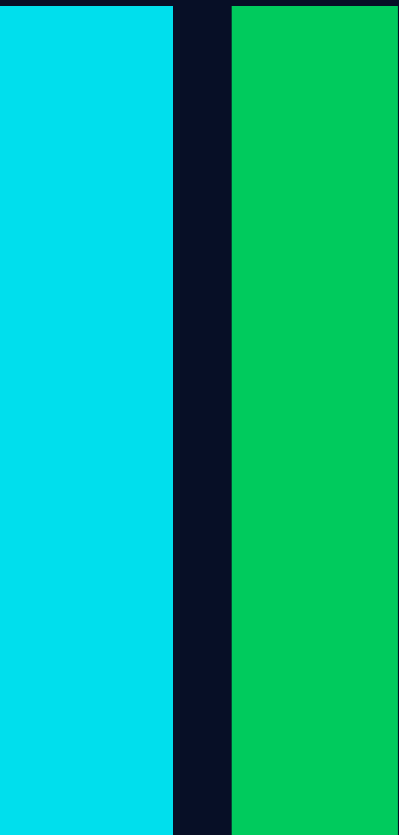
Primary Background



Text Grey and **Editorial** White



Primary Brand Accent



Secondary Accents



Attention Grabbers

Primary Accent Colors

The secondary colors have been carefully chosen to complement the primary brand colors, creating a harmonious hue and representing rich diversity. Secondary and accent colors are never intended to replace primary colors.

Future Blue 150

A darker version of our Future Blue to maximize legibility for smaller font sizes on a light background

RGB: 0 / 0 / 0

CMYK:

Pantone:

Hex: #005B96

Future Blue

Our global brand colour and primary accent

RGB: 0 / 0 / 0

CMYK:

Pantone:

Hex: #0072BC

Future Blue 50

A brighter version of our Future Blue optimized for use on Smart Navy

RGB: 0 / 0 / 0

CMYK:

Pantone:

Hex: #19A3FC

Turquoise

Water/Life/Fluid/Movement/Energy

RGB: 0 / 0 / 0

CMYK:

Pantone:

Hex: #00DFED

Green

Earth/Nature/Environment/Sustainability/Growth

RGB: 0 / 0 / 0

CMYK:

Pantone:

Hex: #00CB5D

Secondary Accents

Our secondary accents complement our primary accents and allow for a consistent brand feel

Attention-Grabbing Colors

These colors have been chosen to specifically jump out when used along with our primary and secondary accent colors.

Yellow

Inspires action
(on Smart Navy)

RGB: 255 / 196 / 0

CMYK:

Pantone:

Hex: #FFC400

Orange

Requires Attention
(on Smart Navy)

RGB: 255 / 122 / 0

CMYK:

Pantone:

Hex: #FF7A00

Orange 100

Requires attention
(on white)

RGB: 228 / 38 / 0

CMYK:

Pantone:

Hex: #E42600

Text Grey

Text Grey on white is a comfortable and inclusive combination for longer editorial.

RGB: 46 / 64 / 77

CMYK:

Pantone:

Hex: #2E404D

Grey 50

Grey 50 is a tone of Text grey which is optimized for longer text on a dark background

RGB: 232 / 232 / 232

CMYK:

Pantone:

Hex: #E8E8E8

[Easier on the eyes]

White and light backgrounds, paired with darker text maximizes legibility. Dialing down contrast slightly, by avoiding pure black text on white, will alleviate eye strain.

Colors for Graphs and Charts

We’ve included variations of our primary, secondary, and accent colors that can be used for graphs and application specific instances. Secondary and Tertiary colors are never intended to replace primary colors.

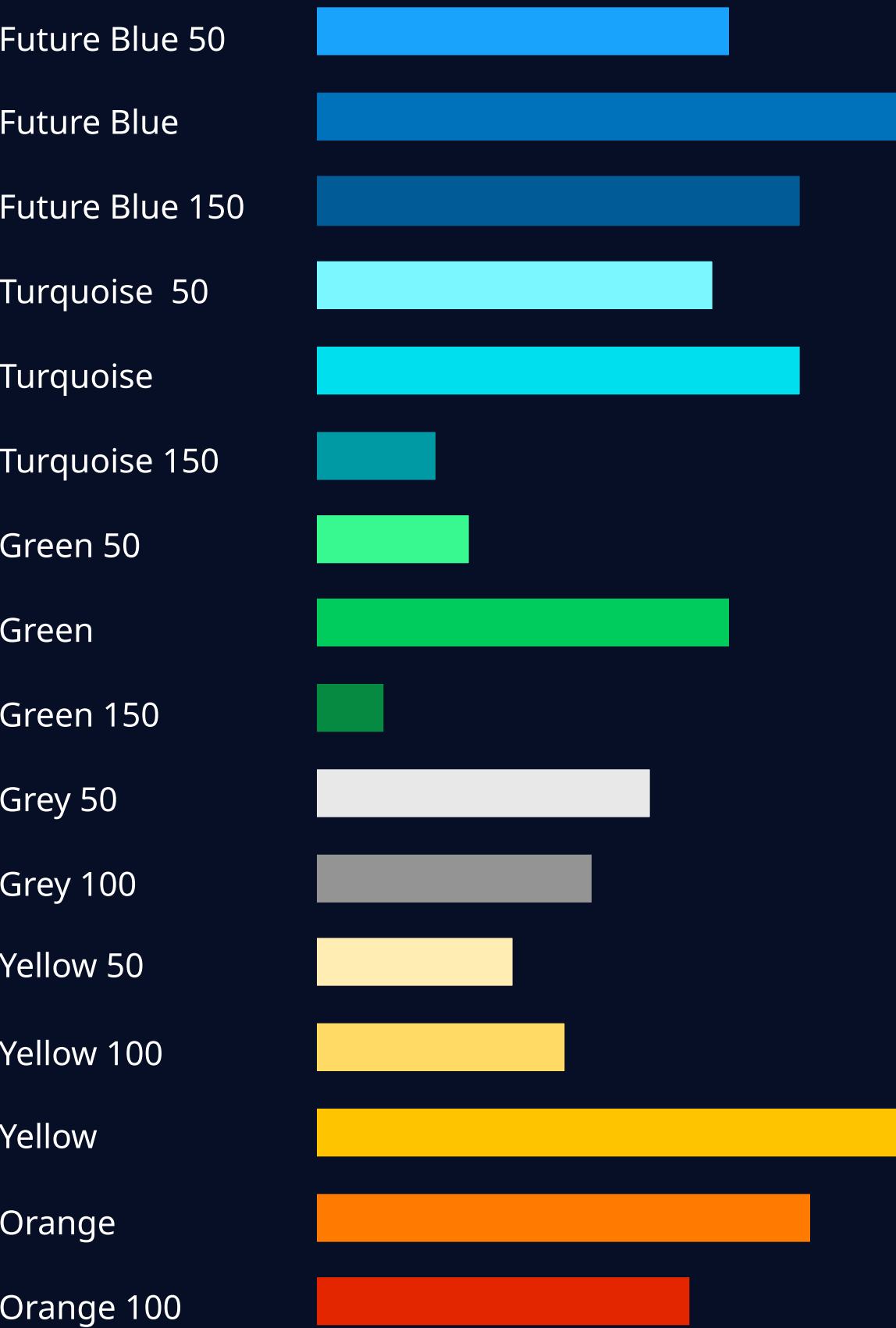
Our tertiary colors exist within the same tonal family as our primary colors, but adjusted to be brighter or darker and allow us to maintain our brand look and feel without using transparencies of our primary colors. Each of our colors exist as either a **50**, **100** or **150** (representing a point range of darkness, the higher the number the darker. Additional values may be added in the future to widen our spectrum of available tones

Future Blue 50 RGB: 0 / 0 / 0 Hex: #19A3FC	Turquoise 50 RGB: 0 / 0 / 0 Hex: #7BF7FF	Green 50 RGB: 0 / 0 / 0 Hex: #38F990	Yellow 50 RGB: 0 / 0 / 0 Hex: #FFEDB2	Orange Orange 100 RGB: 228 / 38 / 0 Hex: #E42600	Grey 50 RGB: 232 / 232 / 232 Hex: #E8E8E8
Future Blue	Turquoise	Green	Yellow 100 RGB: 0 / 0 / 0 Hex: #FFDB66	Orange 150* RGB: 178 / 32 / 0 Hex: #B22000	Grey 100 RGB: 0 / 0 / 0 Hex: #949494
Future Blue 150* RGB: 0 / 0 / 0 Hex: #009AA4	Turquoise 100 RGB: 0 / 0 / 0 Hex: #009AA4	Green 150 RGB: 0 / 0 / 0 Hex: #068941	Yellow		Text Grey*

*Future Blue 100, Text Grey and Orange 150 are colors designed for use on light backgrounds

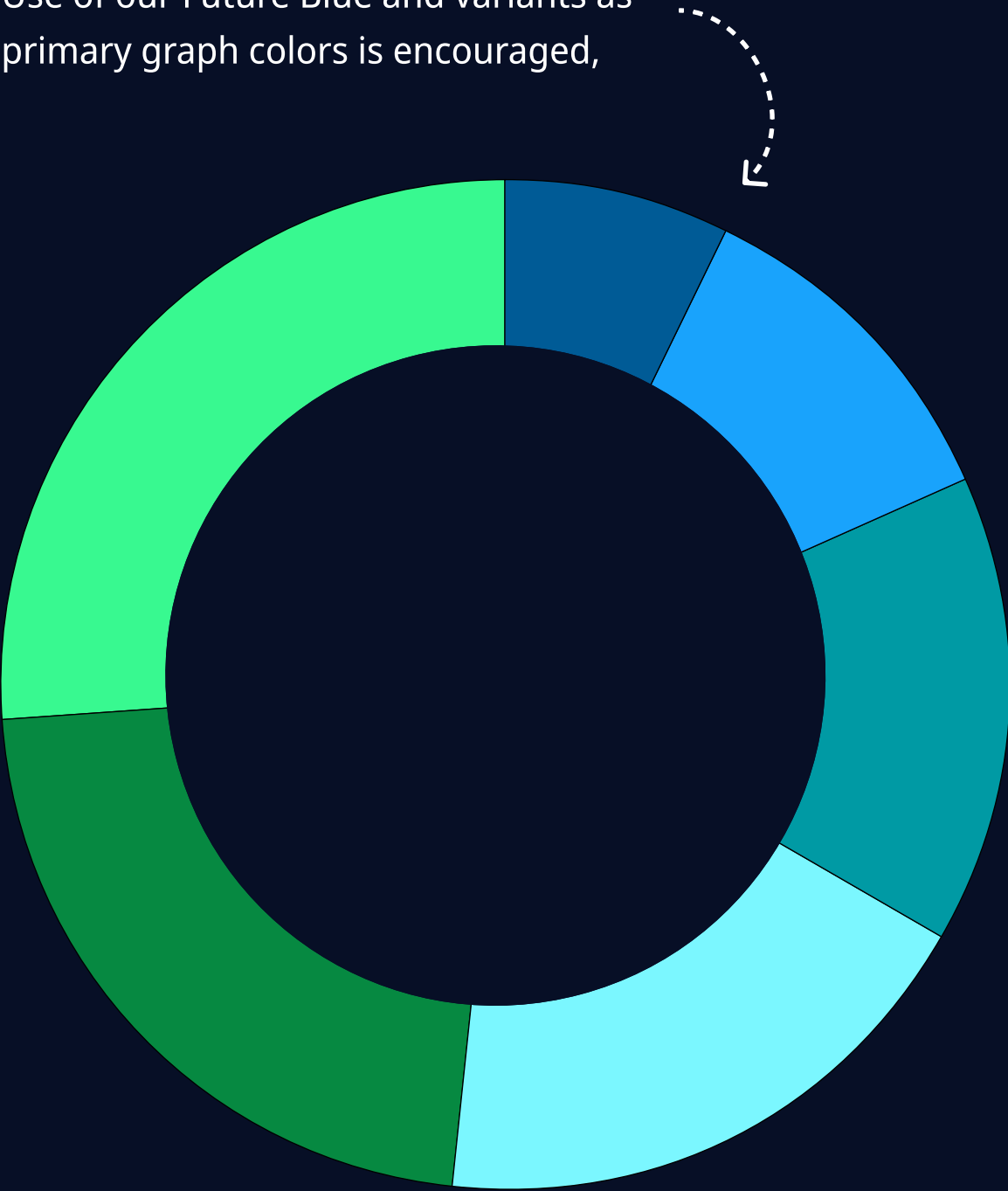
Colors for Graphs and Charts

Nearly all of our colors can be used for graphs and charts except for a few darker variations, intended for use on a light background.



Primary Accents

Use of our Future Blue and variants as primary graph colors is encouraged,

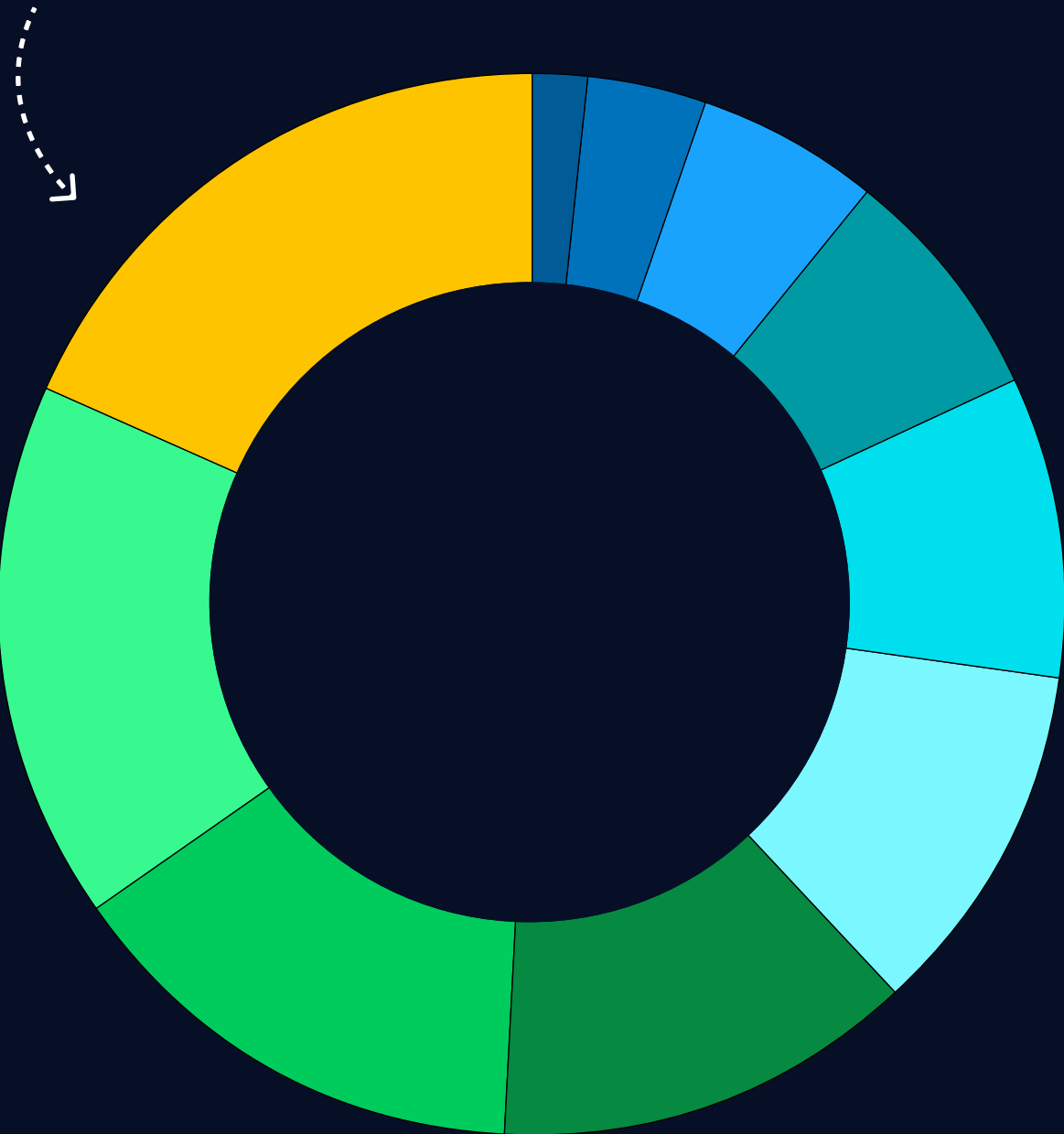


Basic charts and graphs

If you're creating basic charts and graphs, use alternating shades of the lightest and darkest colors. Adding a Smart Navy outline will also enhance visual accessibility.

Attention Grabbers

only to be used as a highlight or to call attention to a key data point.



More complex applications

When designing intricate digital applications, we've introduced a third shade of each color. To maintain consistency, it's recommended to use "Attention Grabbers" only as a highlight

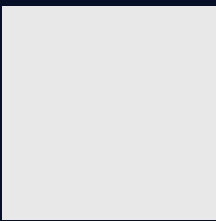
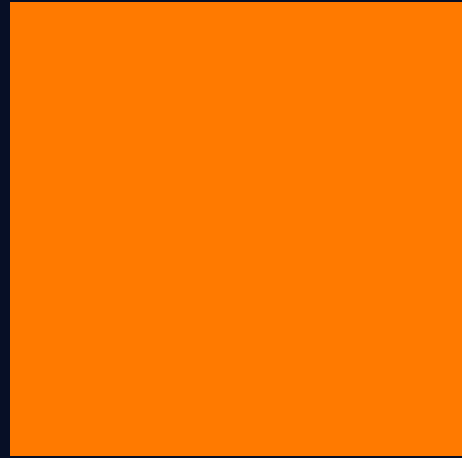
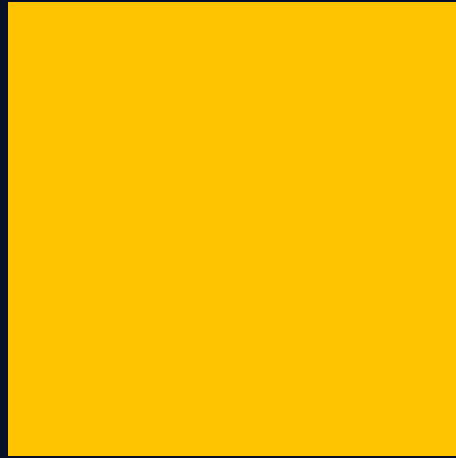
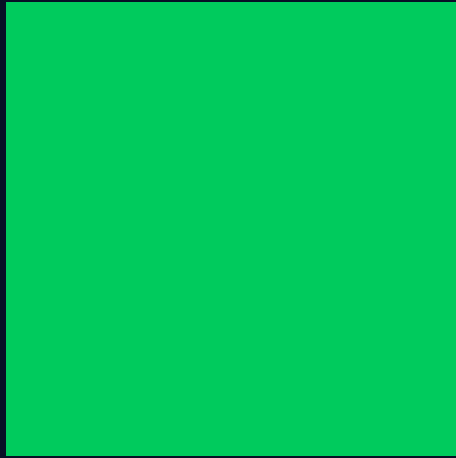
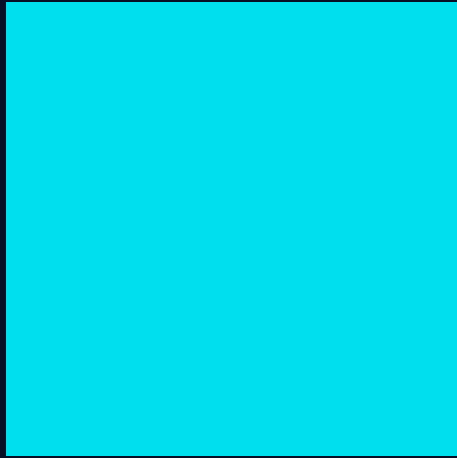
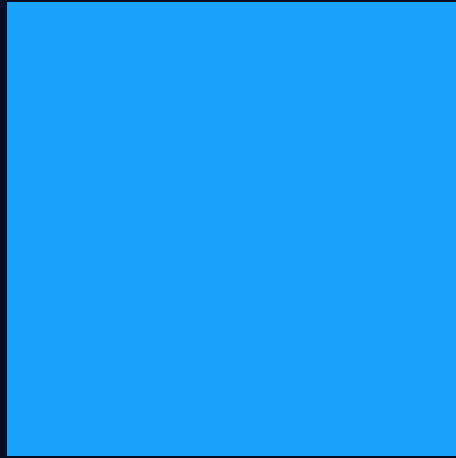
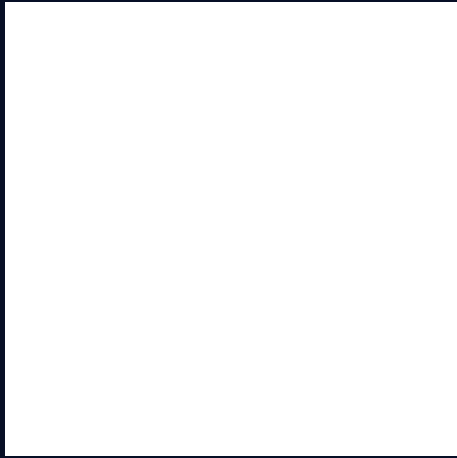
Visual Accessibility in Type

Everyone benefits from designs and colors that are easier to see. A clean and clear visual presentation with proper color usage helps everyone make sense of the messaging and information that is being conveyed.

	White #FFFFFF	Black #000000	Text Grey #2E404D	Smart Nay #070F26	Future Blue 50 #005B96	Future Blue #0072BC	Future Blue 150 #19A3FC	Turquoise #00DFED	Green #00CB5D	Yellow #FFC400	Orange #FF7A00	Red #E42600
	×	AAA	AAA	AAA	AAA	AA	×	×	×	×	×	AA
	AAA	×	×	×	×	AA 18+	AAA	AAA	AAA	AAA	AAA	AA
	AAA	×	×	×	×	×	AA 18+	AA	AA	AA	AA 18+	×
	AAA	×	×	×	×	AA 18+	AA	AAA	AAA	AAA	AAA	AA 18+
	AAA	×	×	×	×	×	×	AA 18+	AA 18+	AA 18+	×	×
	AA	×	×	AA 18+	×	×	×	AA 18+	×	AA 18+	×	×
	×	AA 18+	AA 18+	AA	×	×	×	×	×	×	×	×
	×	AAA	AA	AAA	AA 18+	AA 18+	×	×	×	×	×	×
	×	AAA	AA	AAA	AA 18+	×	×	×	×	×	×	×
	×	AAA	AA	AAA	AA 18+	×	×	×	×	×	×	×
	×	AAA	AA 18+	AAA	×	×	×	×	×	×	×	×
	AA	AA	×	AA 18+	×	×	×	×	×	×	×	×

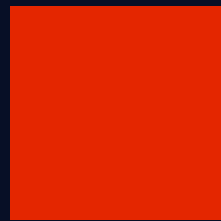
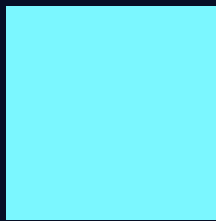
Brand Palette

Primary



Tertiary

Secondary



7.0

Typography

Our powerfully created original logo represents our definitive position in the IT market. Our use of typography is a combination of round and rectangular shapes expressing the "harmonization of technology and people." Please review all typography guidelines prior to use to ensure our brand identity is used correctly and consistently.

Introducing Noto Sans & Noto Serif

The following typefaces have been carefully selected for use in all visual communications because they provide the best visual consistency with other design elements. Noto Sans is our primary typeface, along with Noto Serif.

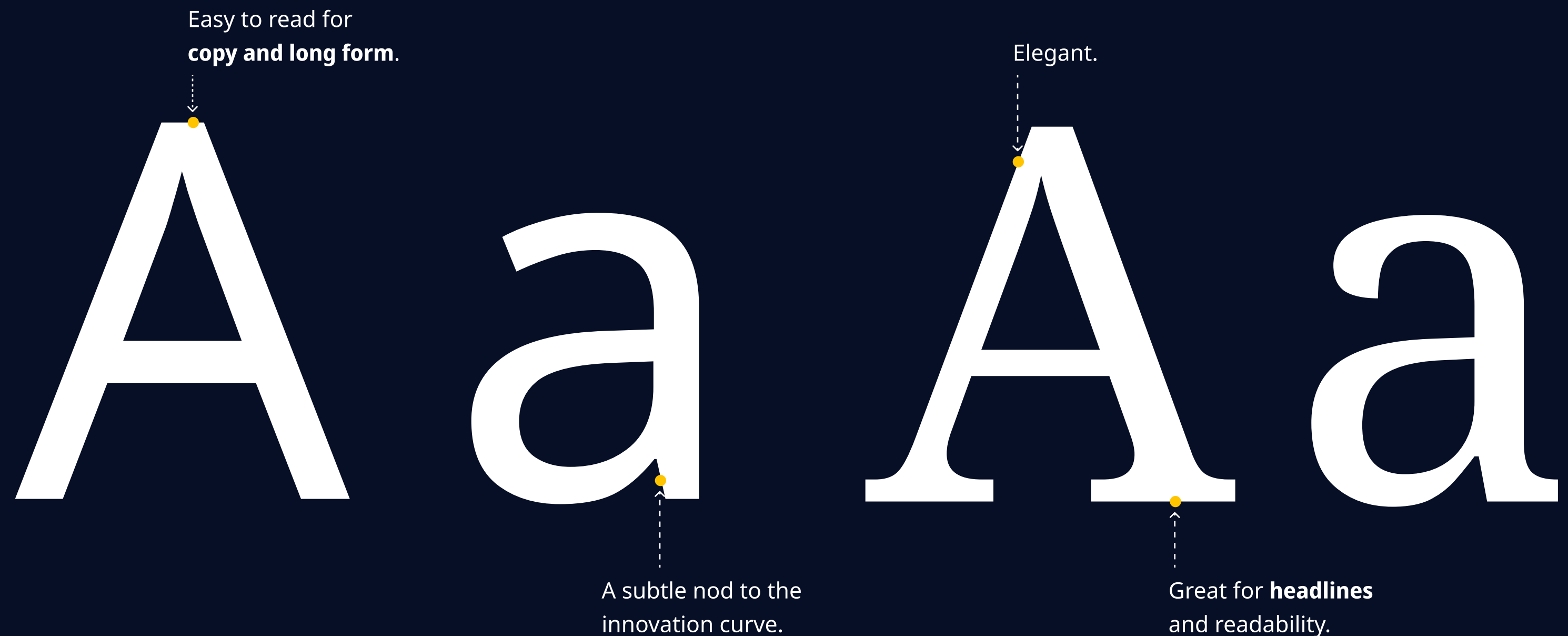
For our global designers, Noto includes fonts for nearly all of the world's writing systems (scripts): from Latin, Japanese, Chinese, Arabic, Hebrew, and all Indic scripts, to Egyptian hieroglyphs and emoji.

For more information: [Noto, a typeface for the world](#)

Font Families:

2 fonts • 3 weights • 6 styles

Noto Sans & Noto Serif



! **Mandatory:** Internal alternative font usage

Arial and Times New Roman **must** be substituted for our brand fonts in presentations and working shared internal documentation.

Noto Sans -----> **Arial**

Noto Serif -----> **Times New Roman**

Typeface Styles

The primary weights are bold, regular, and light. Italics are not part of the hierarchy but may be used to emphasize elements of a paragraph or design.

Noto Sans

Bold

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Yy Zz

0123456789

Regular

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Yy Zz

0123456789

Light

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Yy Zz

0123456789

Noto Serif

Bold

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Yy Zz

0123456789

Regular

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Yy Zz

0123456789

Light

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Yy Zz

0123456789



Kerning & Leading

Characters sit next to each other and have comfortable breathing room next to each letter.

As the type gets smaller, you increase the leading to ensure that there is more breathing room and reinforce legibility (ie. headlines have a leading of 120% and body copy has a leading of 150%).

Larger type can have a reduced line-height as larger text is easier to read.

The diagram illustrates the headline "The quick brown fox jumps over the lazy dog" in a large serif font. A vertical dashed line with a downward arrow points to the space between the letters 'b' and 'r' in the word "brown", labeled "Kerning for type: 0%". A horizontal dashed line with a rightward arrow points to the space between the end of the first line "The quick brown fox" and the start of the second line "jumps over the lazy dog", labeled "Leading for headlines: 120%". Small orange kerning marks are visible between the letters 'b' and 'r' and 'j' and 'u'.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Duis non magna et orci sit
rhoncus posuere sed vel nisi. Aenean nec
magna tempus, eleifnd metus it, ullamco
neque. Mauris nia iaculis elit, vel dapibus
justo. Duis lacinia, augue congue.

Leading for body copy: 150%

9.0

Iconography

NTT DATA partners with our clients to create a better future, as we combine the strongest technology infrastructure on earth with digital transformation expertise. Iconography helps illustrate how the different services and solutions we provide work together. Please review all iconography guidelines prior to use to ensure our brand identity is used correctly and consistently.



Creating Depth

Using different stroke thickness levels can give our designs a more polished look and help us convey a nuanced sense of depth.

We can design icons that meet our needs by following these helpful tips.

There is always a stroke that is twice the size of the thinner stroke line.

ie. 18px stroke



9px stroke.

Friendly & Approachable

While we are a technology driven company, we want our brand to be warm, friendly, and approachable. Using icons that are clean are clear with soft angles helps make visuals more inviting.



Icon Rules

Giving icons adequate spacing provides a cleaner look and can help make complex information appear less intimidating.

Spacing



Scaling



The stroke widths scale with the icon, maintaining the 2:1 width ratio.

Icon Examples

Some examples of our depth and design cues in use



10.0

Innovation Curve

As a technology company, innovation is the heart and soul of what we do. It's how we anticipate challenges, move at the speed of the market, and achieve the extraordinary. The innovation curve is the graphical representation of who we are and what we aspire to do every day.

Please review all innovation curve guidelines prior to use to ensure our brand identity is used correctly and consistently.

The Innovation Curve

The Innovation Curve is a graphic symbol of what NTT DATA is. The grid structure of straight lines in the upper left corner of logo's "N" represents "technological precision," while the Curve, which is an extension of the logo's curve represents the "humanness" of the company. The design in which various elements such as straight line, curves and vivid colors intersect, expresses NTT DATA's stance of creating innovation by intersecting people and technologies.

Preserve the Curve

To ensure that the Innovation Curve is always the prominent shape we use a 2:1 stroke weight ratio. The Curve is always twice as thick as the grid.

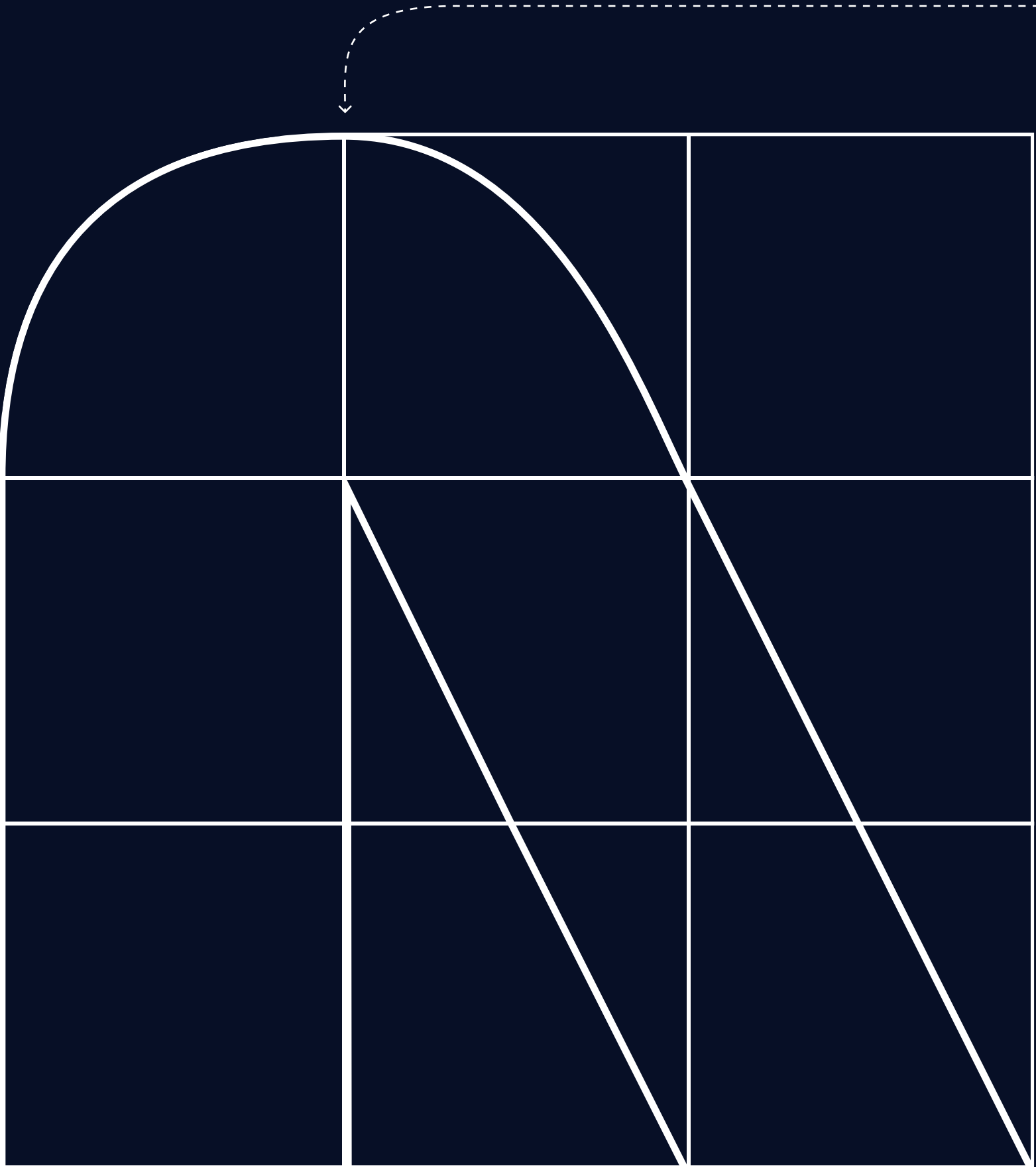
Care must be taken to ensure balance between the Innovation Curve and the medium in which it is used.

The curve, which is an extension of our logo's curve represents the "**humanness**" of the company.

2x stroke ----->

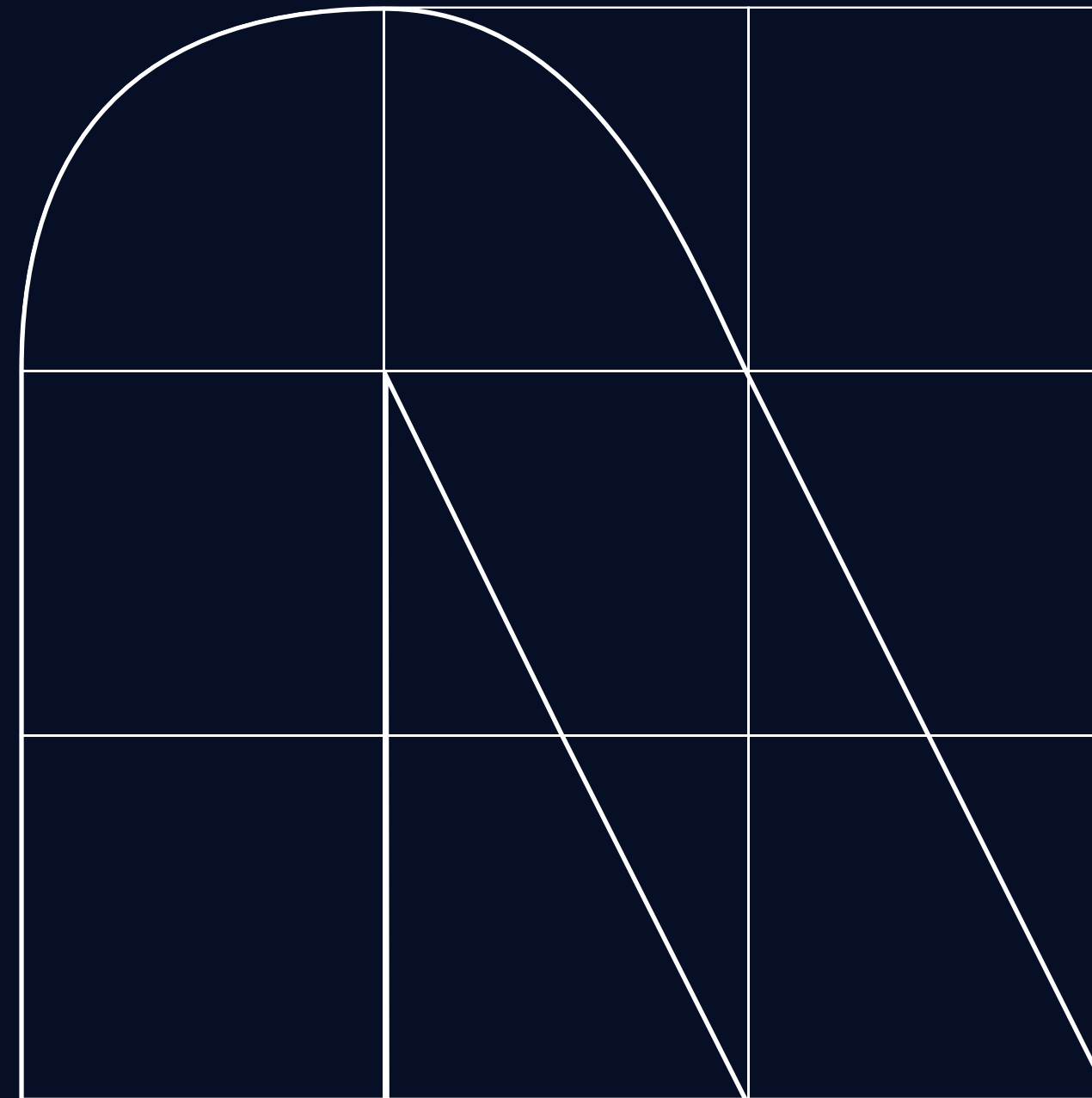
The grid structure of straight lines in the upper left corner of our logo's "N" represents "**technological precision.**"

1x stroke



Wireframe and Solid

The Innovation Curve comes in two styles, Wireframe and Solid. Primary and accent colors can be used to color the Innovation Curve as well as white and smart navy.



Wireframe



Solid

Care must be taken when scaling to adjust the thickness of lines for a clean and smart look

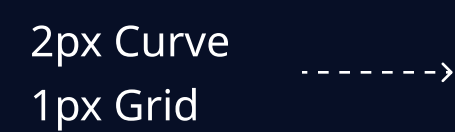
To maintain the integrity of the Innovation Curve it is recommended to maintain a minimum of 36px.



Even at nearly 3x the minimum size, a 1px and 2px stroke still maintain a smart look.



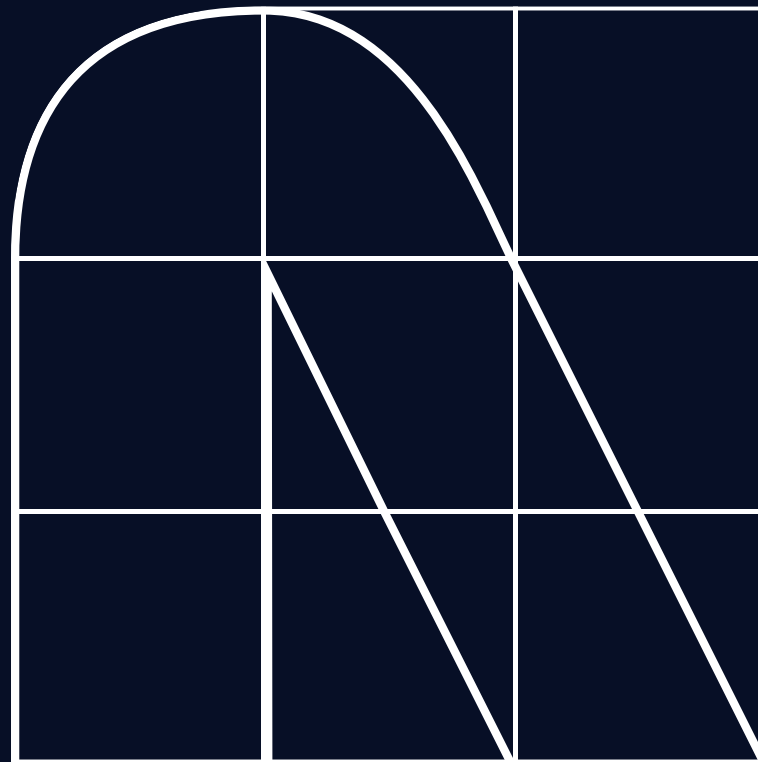
A transparent wireframe curve may work with a thicker stroke



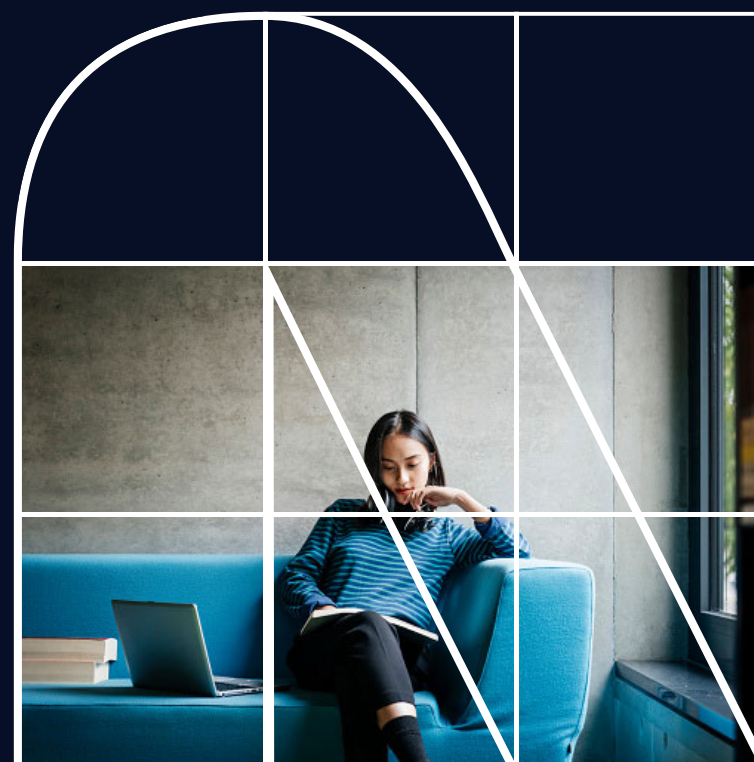


Innovation Curve Variations

Both wireframe and solid have image variants



1. Wireframe



2. Grid Cropping

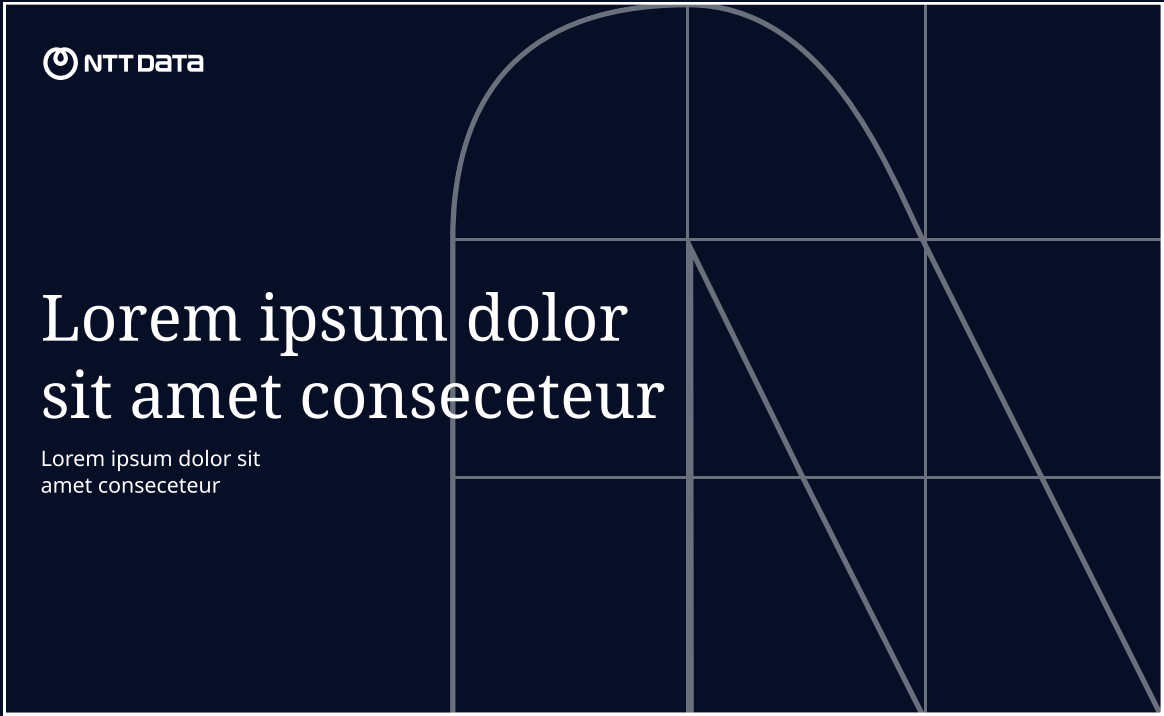


3. Color filling the Curve

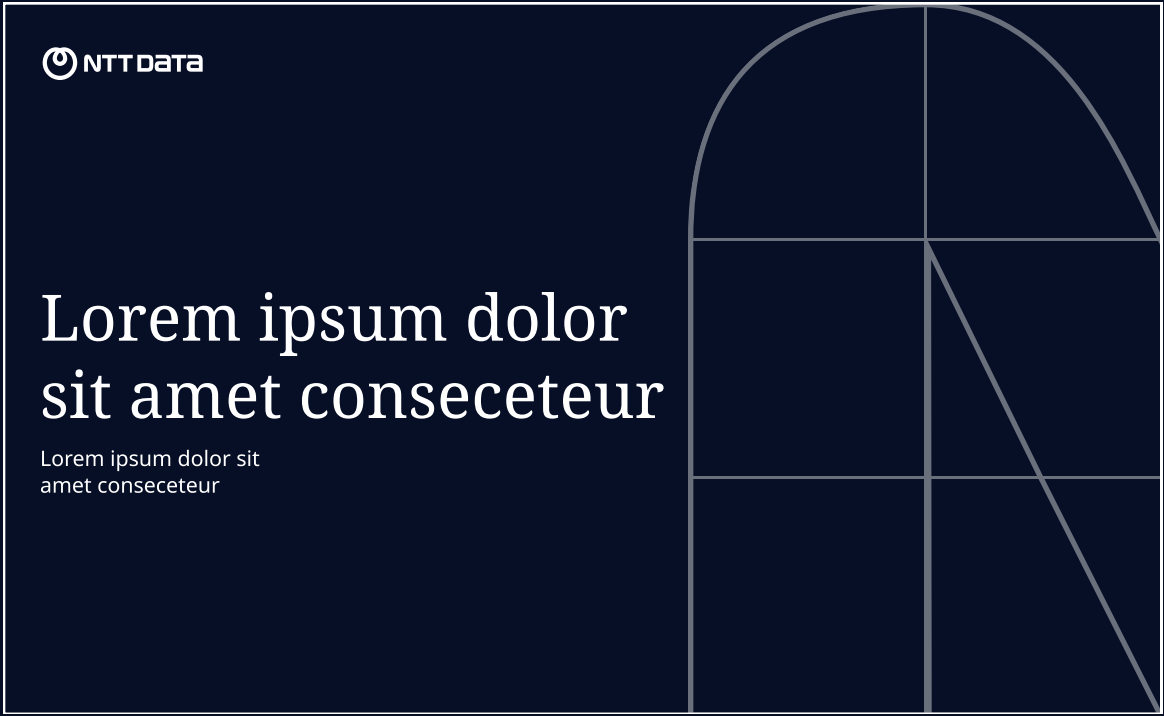


4. Curve Masking

Wireframe



Full scale – Watermark/Background



Oversized/Bleed – Watermark/Background
Always show full segments of the Innovation Curve Grid



Oversized/Bleed – Watermark/Background
Always show full segments of the Innovation Curve Grid



Full scale
Over an image



Inset over an image



A graphic element

Grid Cropping

When using images with the wireframe version, simply place the image behind the innovation curve and restrict the image within the grid.

Samples of cropping images with the Grid



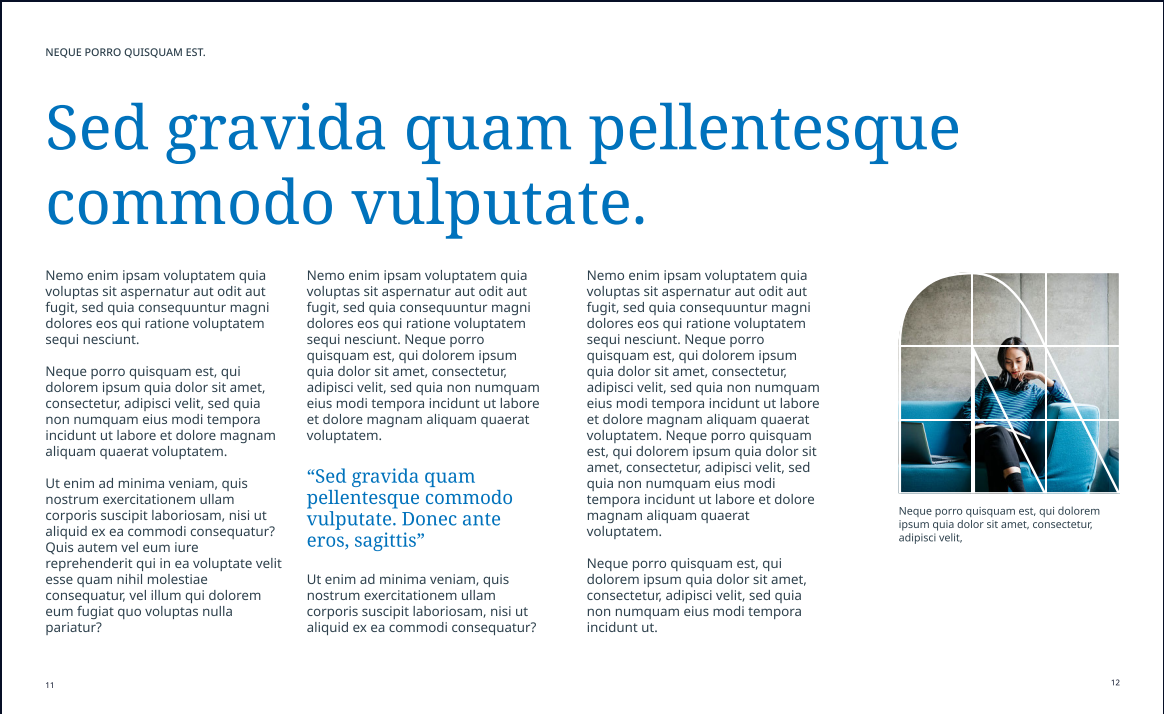
Always crop whole sections

Be mindful of subject placement within the Innovation Curve

Usage in designs and layouts



Full scale – Watermark/Background + Image
Image and Innovation Curve are grouped then transparency is added as one object



As a graphic element

Example usage: Solid

Usage in designs and layouts



Full scale - Over an image



Inset over an image - elegant, but dominant in size



A fraction of image height, offset

Innovation Curve masking

When using images with the wireframe version, simply place the image behind the innovation curve and restrict the image within the grid.

Cropping within the Curve

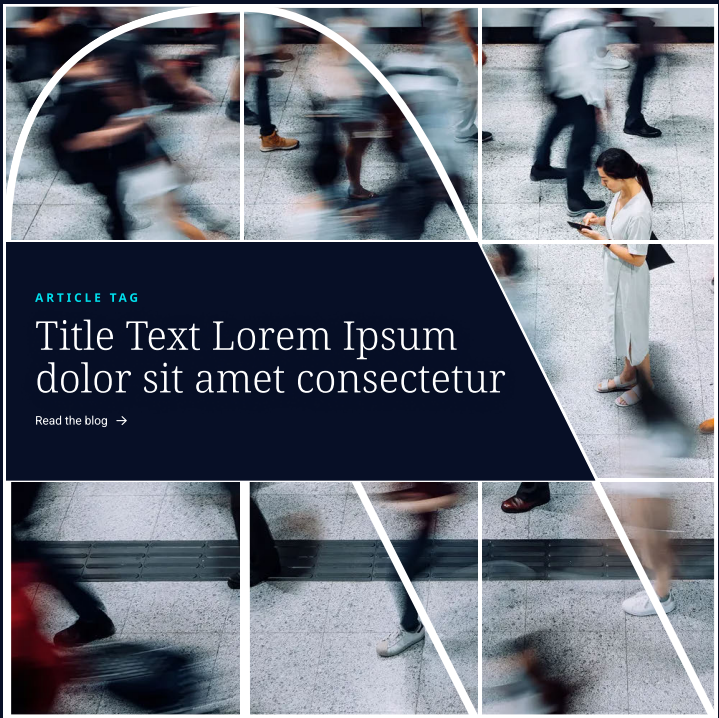


Crop images with the shape of the curve



Partial crop of images

Masking with the Curve



- Crop **Shapes** with the curve angle
- Always come in from the left
 - Never pass the left-most curve shape



- Crop **images** with the curve angle
- Always come in from the left
 - Never pass the outer curve shape

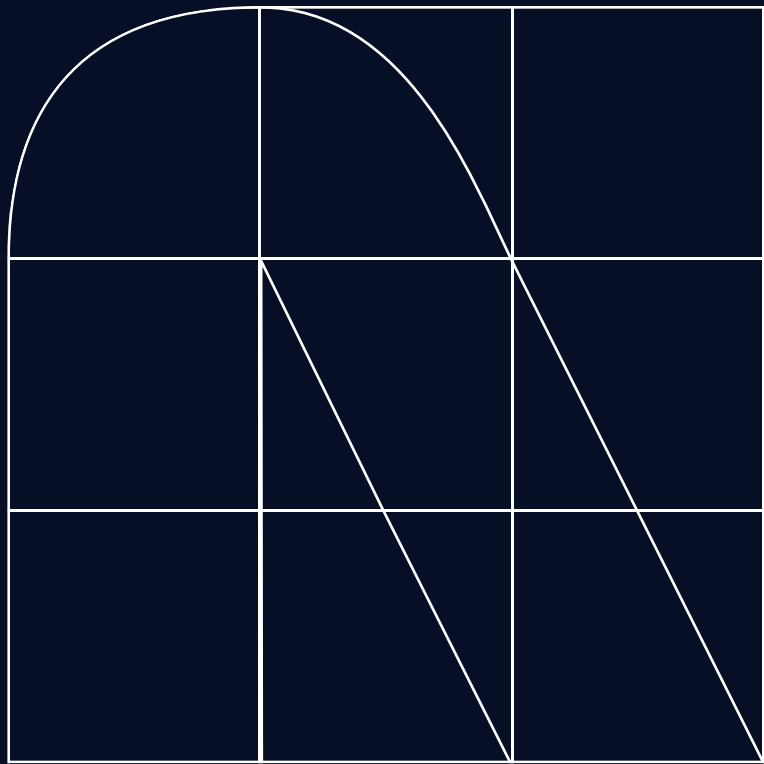




Innovation Curve

Incorrect usage

It is critical to building brand equity and recall that the Innovation Curves remains easily recognizable. When bleeding or cropping the curve, always start with the top left and always display the first four quadrants at a minimum.



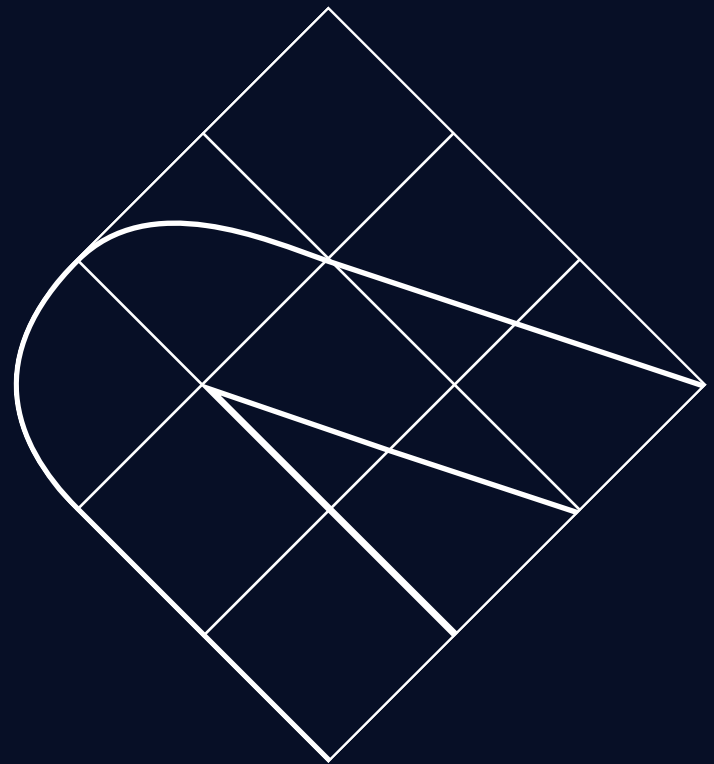
Do not use the equal stroke thickness for the Grid and the Curve



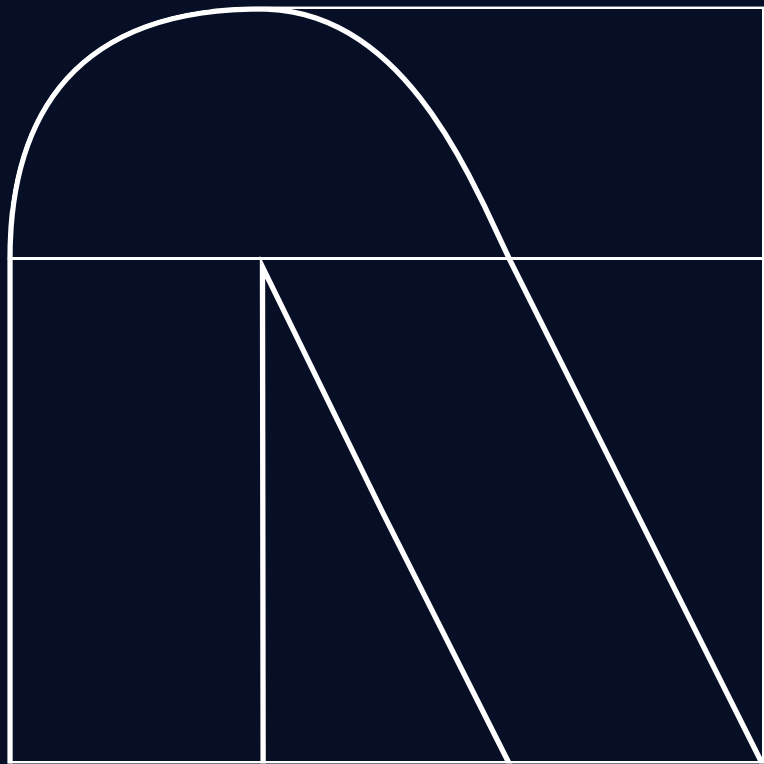
Do not use overly thick lines, please maintain a smart look.



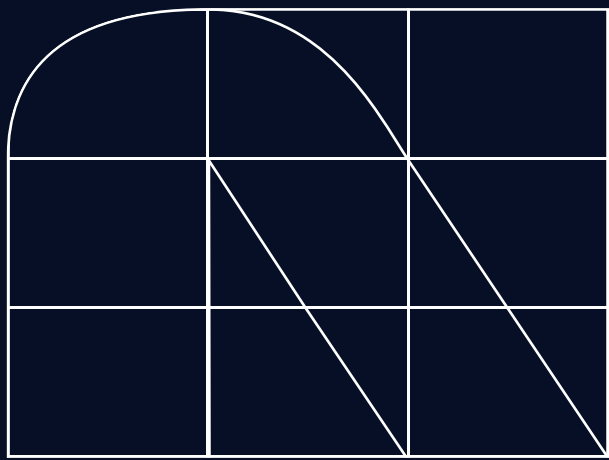
Do not partially crop images within the grid, use full squares only



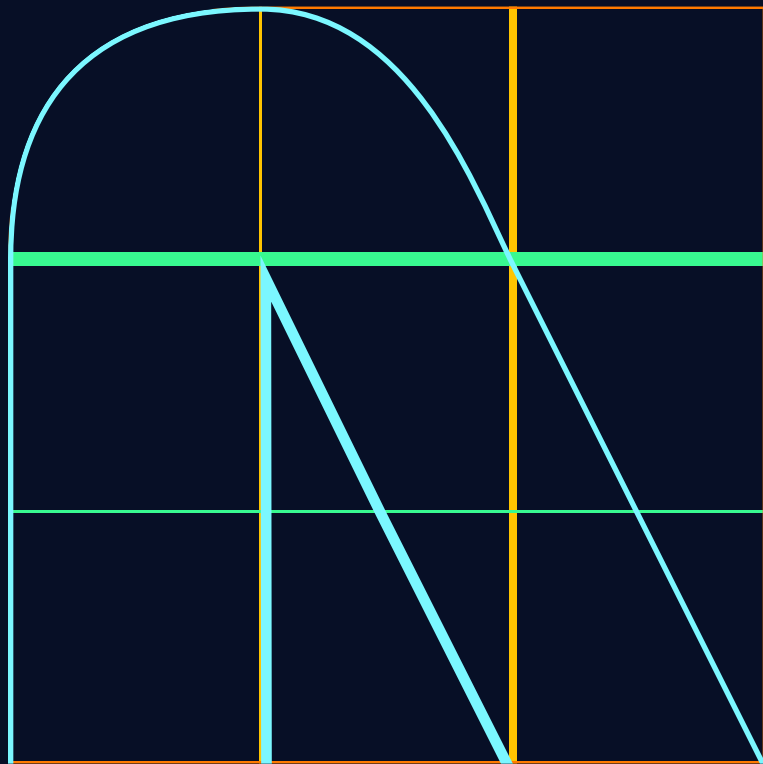
Do not rotate the Innovation Curve



Do not remove lines from the Innovation curve



Do not stretch, warp or break the 1:1 aspect ratio of the Innovation Curve



Do not use multiple colors or stroke weights on the Grid or Curve



Do not use the Innovation Curve without the Grid



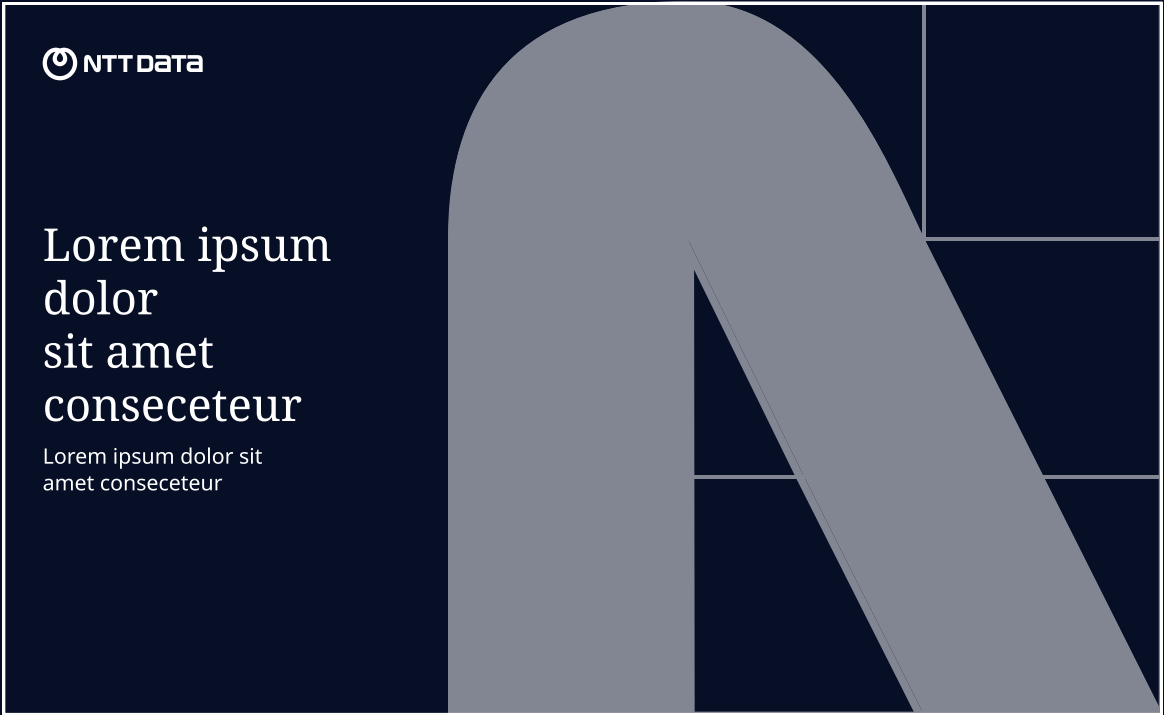
Innovation Curve

Incorrect usage

It is critical to building brand equity and recall that the Innovation Curves remains easily recognizable. When bleeding or cropping the curve, always start with the top left and always display the first four quadrants at a minimum.



Do not use the innovation curve without the grid



Do not apply transparency or effects to the solid Innovation Curve



Do not place images behind a solid Innovation Curve



Never partially crop the Innovation Curve, always show full squares



Do not rotate the Innovation curve



Do not use legacy Innovation Curve Styling and color



Innovation Curve

Incorrect usage

It is critical to building brand equity and recall that the Innovation Curves remains easily recognizable. When bleeding or cropping the curve, always start with the top left and always display the first four quadrants at a minimum.



Do not crop shapes with the top of the curve



Do not hide the top left corner of the curve



Do not crop the Innovation curve in a way that it is no longer identifiable

