



Komtrax
Global Brand Standards supplement
Version 1.03, August 2024

The guidelines contained herein are a supplement to the Komatsu Global Brand Standards and are specific to Komtrax, Komatsu's remote monitoring system.

Komtrax logo

Komtrax is Komatsu's remote monitoring system.

- Minimum clear space surrounding the Komtrax or Komtrax Plus logo is 1x M height
- Minimum size is 2.2 mm (0.09 inches) in height
- The correct way to use Komtrax or Komtrax Plus in writing is shown here. **Do not** use all capital letters



Negative display



Positive display for grayscale



Negative display for grayscale

Minimum size



Colors



Gloria Blue

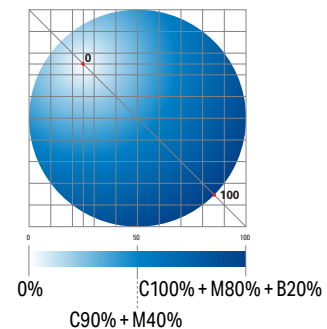
Pantone **072 C**

Munsell value 7.2PB 2.2/15.6
(painting combination value*)

100C 94M 0Y 1K

20R 10G 154B

HEX #140a9a



Download design files:

<https://komatsu.stylelabs.cloud/en-us>

Positive display

[Komtrax_FullColor_Digital](#)

[Komtrax_FullColor_Print](#)

Negative display

[Komtrax_FullColor_Reverse_Digital](#)

[Komtrax_FullColor_Reverse_Print](#)

Positive display (grayscale)

[Komtrax_OneColor_Digital](#)

[Komtrax_OneColor_Print](#)

Negative display (grayscale)

[Komtrax_OneColor_Reverse_Digital](#)

[Komtrax_OneColor_Reverse_Print](#)

Komtrax Plus logo



Negative display



Positive display for grayscale



Negative display for grayscale



Download design files:

<https://komatsu.stylelabs.cloud/en-us>

Positive display

[Komtrax-Plus_FullColor_Digital](#)

[Komtrax-Plus_FullColor_Print](#)

Negative display

[Komtrax-Plus_FullColor_Reverse_Digital](#)

[Komtrax-Plus_FullColor_Reverse_Print](#)

Positive display (grayscale)

[Komtrax-Plus_OneColor_Digital](#)

[Komtrax-Plus_OneColor_Print](#)

Negative display (grayscale)

[Komtrax-Plus_OneColor_Reverse_Digital](#)

[Komtrax-Plus_OneColor_Reverse_Print](#)

Logo lock-up

The Komtrax or Komtrax Plus logo may be used in a lock-up with the Komatsu logotype. The Komatsu logotype should always appear in the superior (above and/or larger) position.

- Always use the design file for lock-up
- Ensure that proper clear space is maintained between elements
- Logos may be separated by more than minimum clear space (0.5x K). When possible, minimum 1x K is preferred to support a clean, airy look. Komatsu logotype remains in superior position.



Komatsu logotype:
Gloria Blue or approximate color
(Pantone 072 C or
CMYK C100%, M94%, Y0%, K1% or
RGB R20, G10, B154 or HEX #140a9a)



Logo lock-up



Download design files: <https://komatsu.stylelabs.cloud/en-us>

Komtrax lock-up color vertical

[Komatsu_Komtrax_FullColor_V1_Digital_Lockup](#)

[Komatsu_Komtrax_FullColor_V1_Print_Lockup](#)

Komtrax lock-up color horizontal

[Komatsu_Komtrax_FullColor_V2_Digital_Lockup](#)

[Komatsu_Komtrax_FullColor_V2_Print_Lockup](#)

Komtrax lock-up black vertical

[Komatsu_Komtrax_OneColor_V1_Digital_Lockup](#)

[Komatsu_Komtrax_OneColor_V1_Print_Lockup](#)

Komtrax lock-up black horizontal

[Komatsu_Komtrax_OneColor_V2_Digital_Lockup](#)

[Komatsu_Komtrax_OneColor_V2_Print_Lockup](#)

Komtrax lock-up white vertical

[Komatsu_Komtrax_FullColor_reverse_V1_Digital_Lockup](#)

[Komatsu_Komtrax_FullColor_reverse_V1_Print_Lockup](#)

Komtrax lock-up white horizontal

[Komatsu_Komtrax_FullColor_reverse_V2_Digital_Lockup](#)

[Komatsu_Komtrax_FullColor_reverse_V2_Print_Lockup](#)

Komtrax Plus lock-up color vertical

[Komatsu_Komtrax-Plus_FullColor_V1_Digital_Lockup](#)

[Komatsu_Komtrax-Plus_FullColor_V1_Print_Lockup](#)

Komtrax Plus lock-up color horizontal

[Komatsu_Komtrax-Plus_FullColor_V2_Digital_Lockup](#)

[Komatsu_Komtrax-Plus_FullColor_V2_Print_Lockup](#)

Komtrax Plus lock-up black vertical

[Komatsu_Komtrax-Plus_OneColor_V1_Digital_Lockup](#)

[Komatsu_Komtrax-Plus_OneColor_V1_Print_Lockup](#)

Komtrax Plus lock-up black horizontal

[Komatsu_Komtrax_OneColor_V2_Digital_Lockup](#)

[Komatsu_Komtrax_OneColor_V2_Print_Lockup](#)

Komtrax Plus lock-up white vertical

[Komatsu_Komtrax-Plus_FullColor_reverse_V1_Digital_Lockup](#)

[Komatsu_Komtrax-Plus_FullColor_reverse_V1_Print_Lockup](#)

Komtrax lock-up white horizontal

[Komatsu_Komtrax-Plus_FullColor_reverse_V2_Digital_Lockup](#)

[Komatsu_Komtrax-Plus_FullColor_reverse_V2_Print_Lockup](#)

Examples of prohibited use



Prohibited

KOMTRAX

Do not distort the logo.

KOMTRAX

Do not change colors
for any part of logo.

KOMTRAX
KOMATSU

Do not use Komtrax or Komtrax plus
in a superior position.

KOMTRAX *Plus*

Do not change design or font for
any part of the logo.

KOMTRAX

Do not add special effects

KOMATSU
KOMTRAX

Do not mix full-color and black
and white logos.

KOMTRAX

Do not produce a design similar
to the logo.

KOMTRAX

Do not use low resolution data.

KOMATSU KOMTRAX

Do not violate clear space.