

VI icon

The VI mark, used for Komatsu branded products except for industrial machinery, symbolizing **challenge for the future, power** and **reliability** accentuates the Komatsu brand. Each of the three stripes symbolize the three main categories for equipment:

- Utility (includes forklifts)
- Construction (includes forestry)
- Mining



The VI icon may be used only on (following KES):

- Appropriate products
- Relevant sales and service literature
- Genuine parts oil packages



The VI icon is not for general use. It may not be used on:

- Stickers
- Merchandise/promotional items
- Etc.



Standard display



Horizontal display

The outline in this example is modified to match the machine design.

Primary color



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

Neutrals



Black Gray
Pantone **433 C**
Munsell value 8.52B 2.99/0.34
(painting combination value*)

80C 68M 58Y 68K
27R 35G 42B
HEX #1b232a
RAL 7021



White
Opaque White
0C 0M 0Y 0K
255R 255G 255B
HEX #ffffff
RAL 9003

Product color



Natural Yellow
Pantone **123 C**
(Printing use)
Munsell value 1.72Y 7.07/11.24
(painting combination value*)

0C 21M 91Y 0K
255R 200G 47B
HEX #ffc82f

Refer to engineering documentation for paint and finish specifications.