

DISTRIBUTORS COMMUNICATION GUIDELINES

2025

INTRODUCTION – Communication Guidelines

Dear Distributors,

We are pleased to share with you the communication guidelines to promote JTEKT products.

Please note that if you need additional communication tools, you can contact our team : aftermarket@jtekt.eu

LOGOS - How to use our logo?

BLACK VERSION



WHITE VERSION



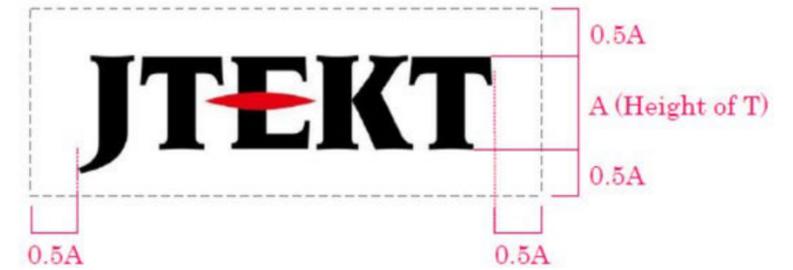
You have the choice to use two logo versions :

- **Black**
- **White**

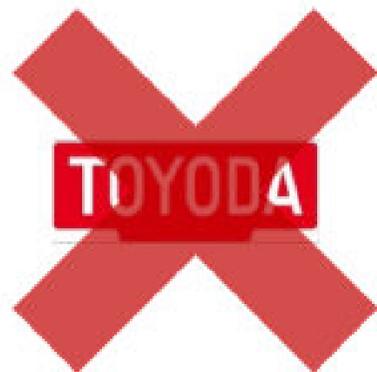
They are available in PNG format.

LOGOS - How to use our logo?

- A minimum blank space must be maintained around the entire logo when placing it for print or digital layout.
- The positive-form logos must be used on a white background (or very light colours)
- The negative-form JTEKT logo must only be used on a black background
- The colour of logos must not be modified



LOGOS – Old logos prohibition



- The use of these 3 logos is prohibited since April 2021.
- Please download the appropriate logo.

WEBSITE – BRIEF JTEKT INTRODUCTION

Proposal to introduce JTEKT company

Brief introduction :

JTEKT is a global leader in engineering and manufacturing automotive systems, bearing solutions.

Some history :

JTEKT Group was established in January 2006 through the merger of Koyo Seiko Co., Ltd. and Toyoda Machine Works, Ltd. forming a new global company with a rich heritage of quality.

SOCIAL MEDIA – How to communicate?

JTEKT is active on LinkedIn, don't hesitate to tag us too on your publication :

#JTEKTEuropeOperations #JTEKTSalesEurope #JTEKT



The banner features an aerial view of a winding road through a lush green forest. The text 'ENGINEERING IN MOTION' is repeated across the image. The JTEKT logo is in the bottom left corner.

JTEKT European Operations
Monozukuri by JTEKT: placing innovation at the heart of our strategy to stay one step ahead!
Industrie manufacturière · Irigny · 24 K abonnés · 5 K-10 K employés

[JTEKT EUROPE OPERATIONS](#)



The banner features a close-up, 3D rendering of several silver bearings. The JTEKT logo is in the bottom left corner.

JTEKT Sales Europe B.V.
JTEKT Europe Bearings is the NL based HQ of the bearings operation in Europe (formerly Koyo Bearings)
Industrie manufacturière · Almere · 4 K abonnés · 51-200 employés

[JTEKT SALES EUROPE](#)

BANNERS- JTEKT Pictures

If you want to promote JTEKT with a picture, please see below some banners example :



LINK TO OUR EUROPEAN WEBSITES

If you want to indicate our website on our market platform or communication, please find below the different links :

<https://www.jtekt.eu>

<https://jtekt-bearings.eu/fr/>

EXCLUSIVITY



IMPORTANT :

As JTEKT does not grant any exclusivity to its distributors, no such mentions should appear in your communications. However, you can always mention that you are an official distributor of JTEKT.

YOUR CONTACTS

AFTERMARKET@JTEKT.EU