

Tomo-e Gozen Project

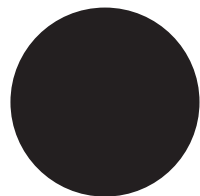
Guidelines for Logo Usage (brief version)

2019.10.27



1. Colors

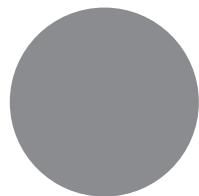
Monochrome



black

CMYK: 0.0.0.100
RGB:35.24.21
#221814
DIC-582

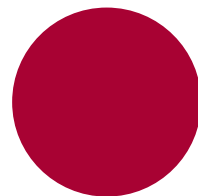
Grayscale



gray

CMYK: 0.0.0.55
RGB:148.148.148
#949494
DIC-652

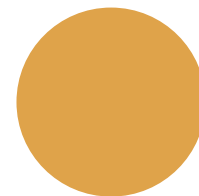
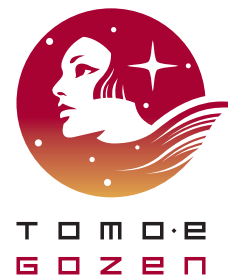
Standard



Shinku
(bright red with deep)

CMYK: 0.100.63.35
RGB:173.0.45
#AD002D
DIC-196

Gradation



Kokikuchinashi
(yellow-orange light reddish)

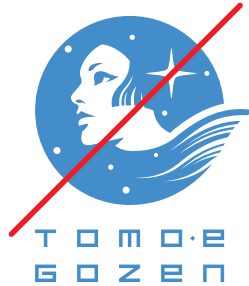
CMYK: 12.38.82.0
RGB:226.170.59
#E2AA3B
DIC-N798

2. What not to do with the Logo

Here are a few examples of what not to do with the Tomo-e Gozen Logo. It should never be altered.

Don't

Change the colors



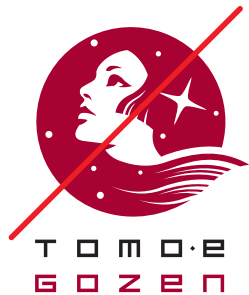
Invert the colors



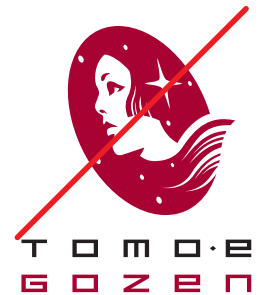
Use additional effects



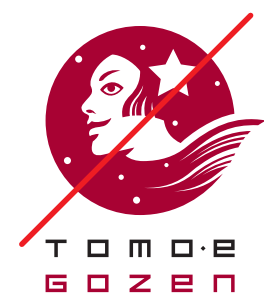
Change the rotation



Distort the shape



Change the shape



Change the font type



Change the arrangements



Use a part alone



3-1. Arrangements / Monochromatic / Light background



Vertical, Standard



Horizontal, Logo size 100%



Horizontal, Logo size 200%



Vertical, Standard, Japanese

3-2. Arrangements / Monochromatic / Dark background



Vertical, Standard



Horizontal, Logo size 100%



Horizontal, Logo size 200%



Vertical, Standard, Japanese



Vertical, Standard



Horizontal, Logo size 100%



Horizontal, Logo size 200%



Vertical, Standard, Japanese

3-4. Arrangements / Grayscale / Dark background



Vertical, Standard



Horizontal, Logo size 100%



Horizontal, Logo size 200%



Vertical, Standard, Japanese



Vertical, Standard



Horizontal, Logo size 100%



Horizontal, Logo size 200%



Vertical, Standard, Japanese

3-6. Arrangements / Standard / Dark background



Vertical, Standard



Horizontal, Logo size 100%



Horizontal, Logo size 200%



Vertical, Standard, Japanese

3-7. Arrangements / Gradation / Light background



Vertical, Standard



Horizontal, Logo size 100%



Horizontal, Logo size 200%



Vertical, Standard, Japanese



3-8. Arrangements / Gradation / Dark background



Vertical, Standard



Horizontal, Logo size 100%



Horizontal, Logo size 200%



Vertical, Standard, Japanese



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