

JAPAN AEROSPACE INTERNATIONAL EXHIBITION

LOGO MANUAL



1st December 2017
Version 1.0



Chapter 1

Logo Design Regulations

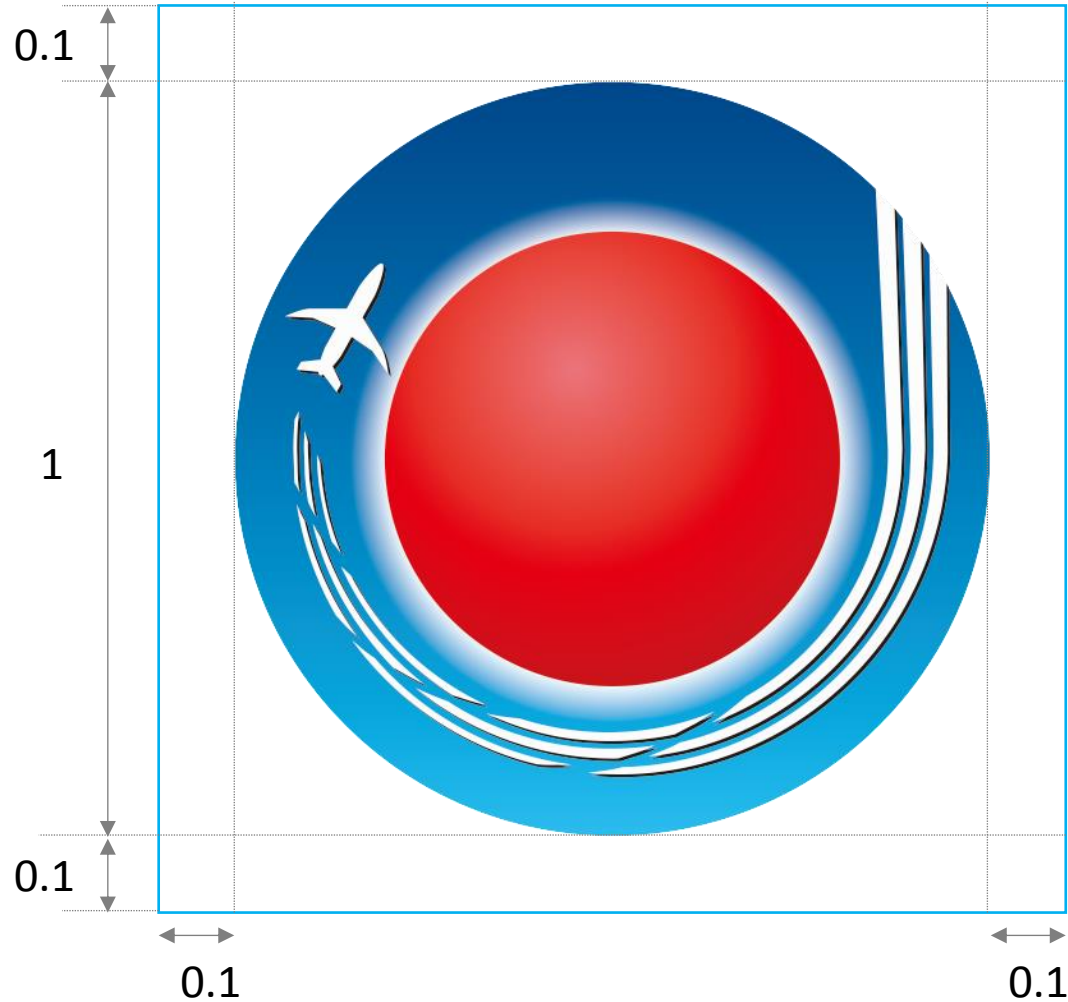


Concept of the symbol logo

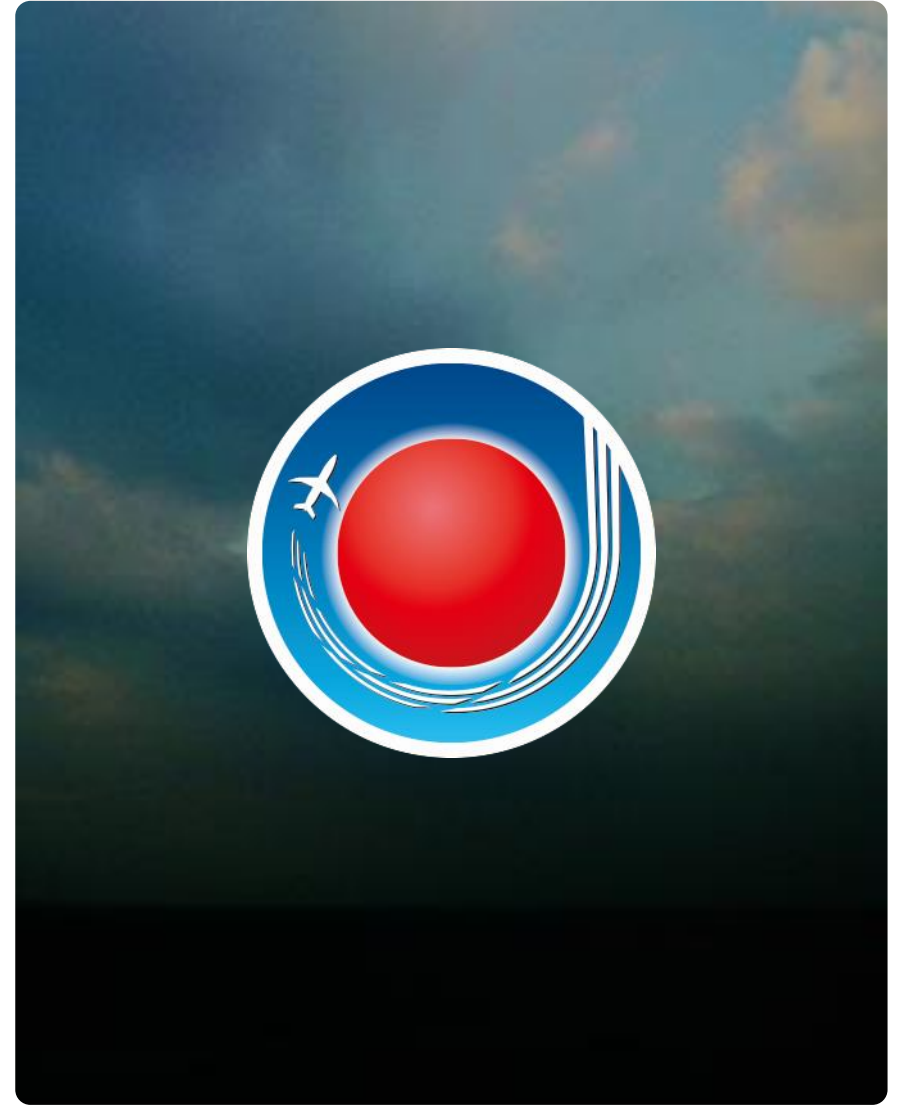
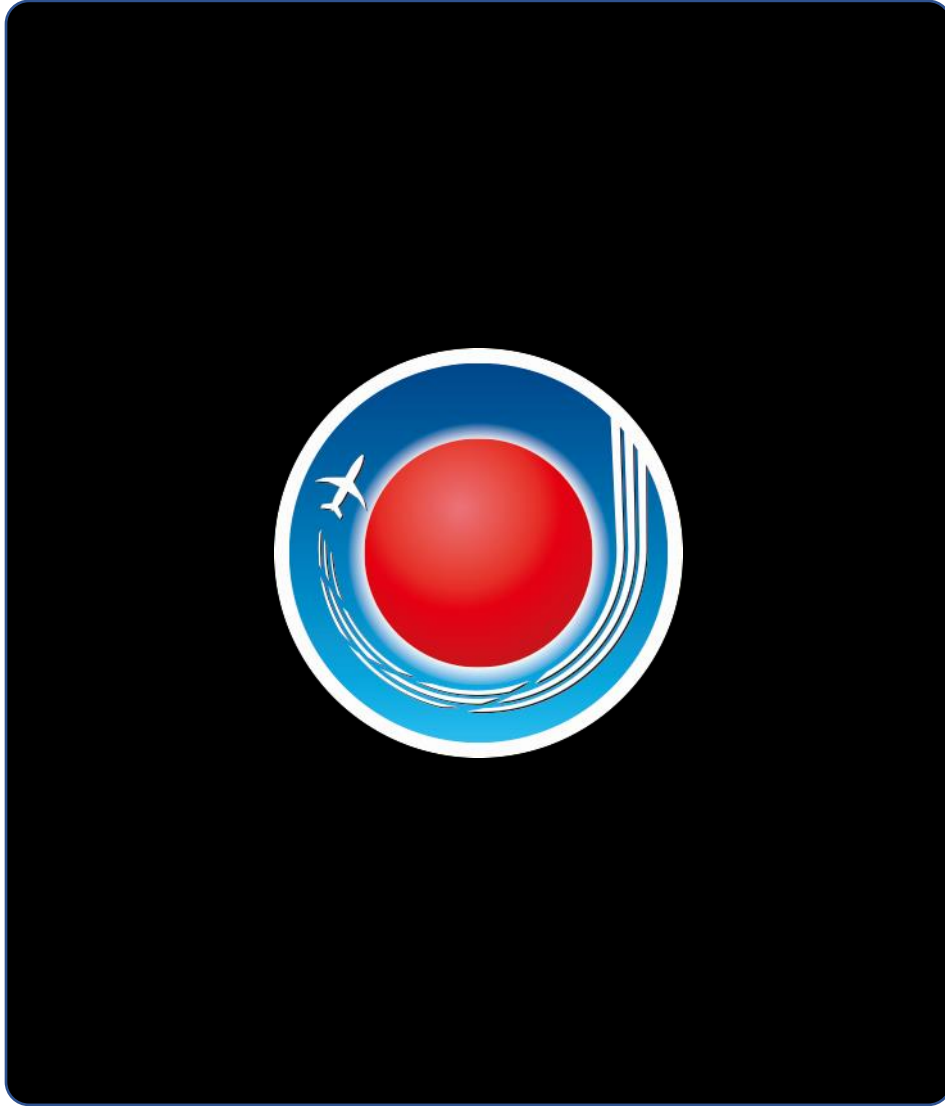
The red globe is associated with Japan.
The symbol logo represents a flying object
flies around the red globe,
the contrail creating alphabet “J”.

Clear space around the logo②

You should eliminate letters or designs as much as possible in the following designated space surrounding the logo.



In case of the symbol logo is used for individually on the background of black or dark or photo, you should use “the logo with the white rim”.



Standard logo [English]



Japanese logo [The standard is English one, but you may use Japanese one.]



Standard logo (No black frame in white background)



Japanese logo (No black frame in white background)

The standard is English one, but you may use Japanese one.



Circular logos[The standard is English one, but you may use Japanese one.]

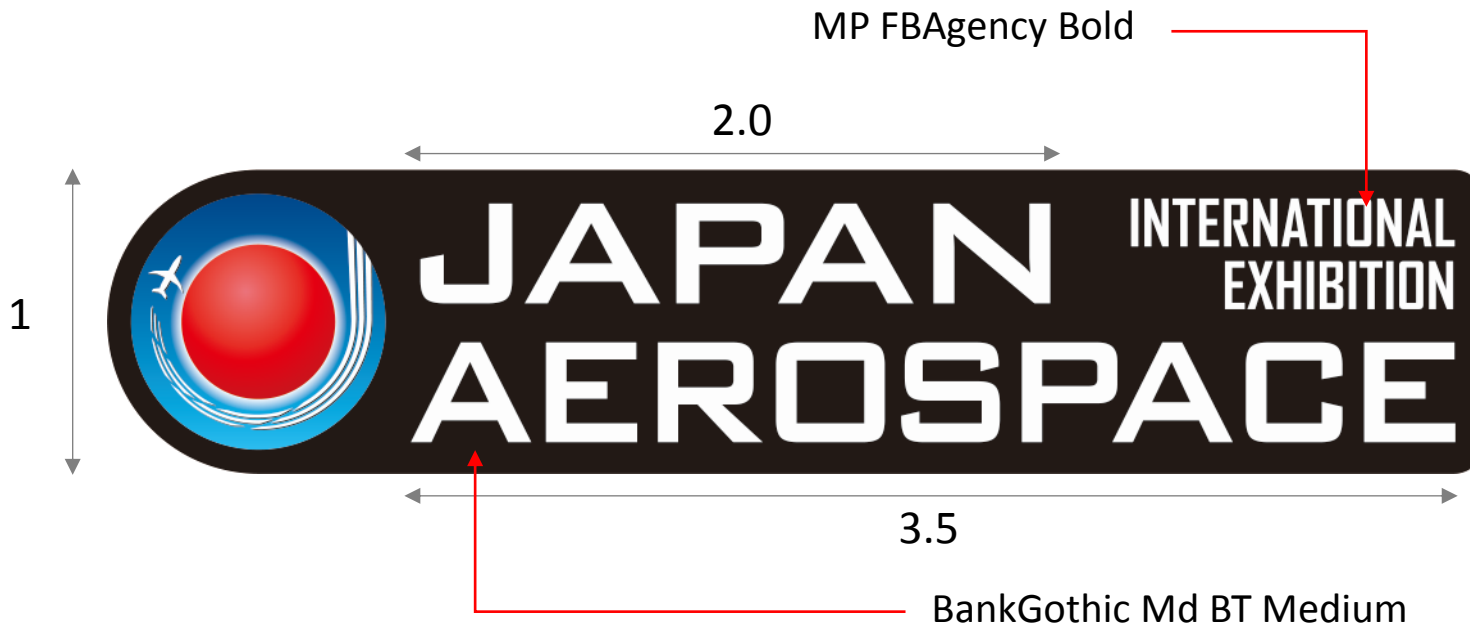


For use the vertical logo as a banner etc.

[The standard is the horizontal logos, but may use the vertical writing when it is unavoidable as follows.]



Distribution ratio of the logo



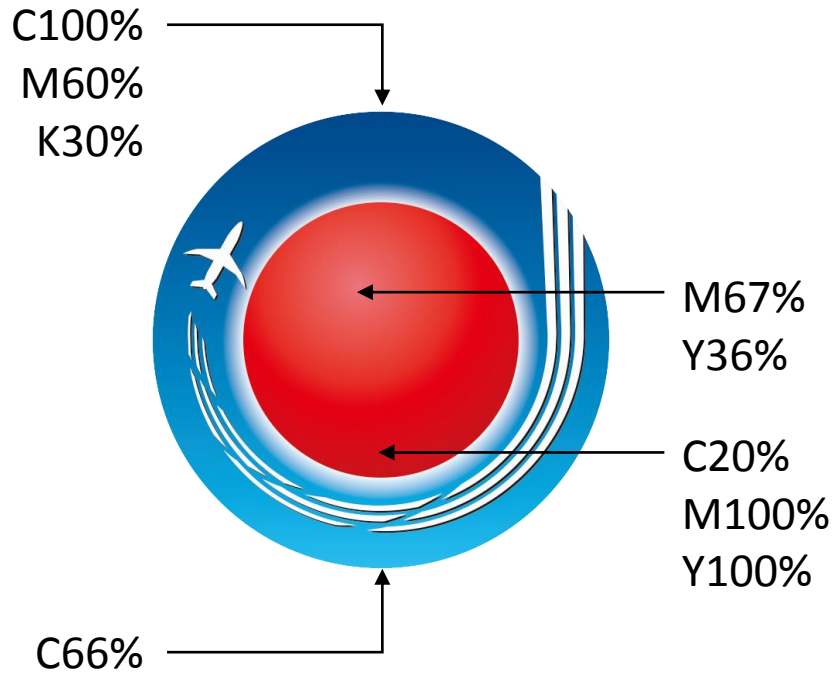
* There is no Japanese font designation for logos

Clear space around the logo ①

You should eliminate letters or designs as much as possible in the following designated space surrounding the logo.



Color sample for the gradation



Using fonts

BankGothic Md BT Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0 \$ # & ¥

MP FBAgency Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0 \$ # & ¥

Kohinoor Bangla Light

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0 \$ # & ¥

Kohinoor Bangla Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0 \$ # & ¥

Minimum sizes

You should not use the logos under following minimum sizes.



In case of the gray scale

You should not use the color logos in case of the monochrome printing.

You must use the following dedicated monochrome logos.



Example of the prohibited cases①

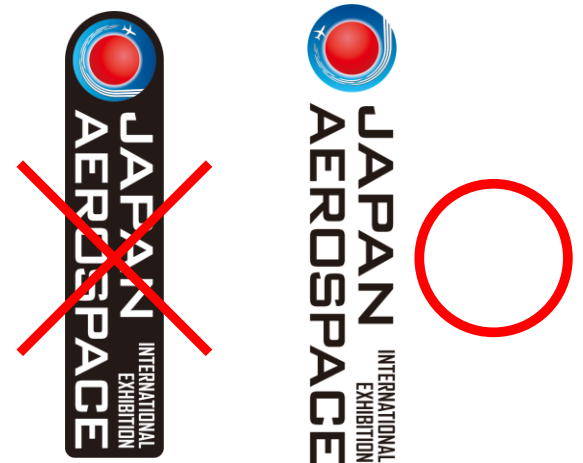
Non-uniform scaling



Changing color



Inclining logo



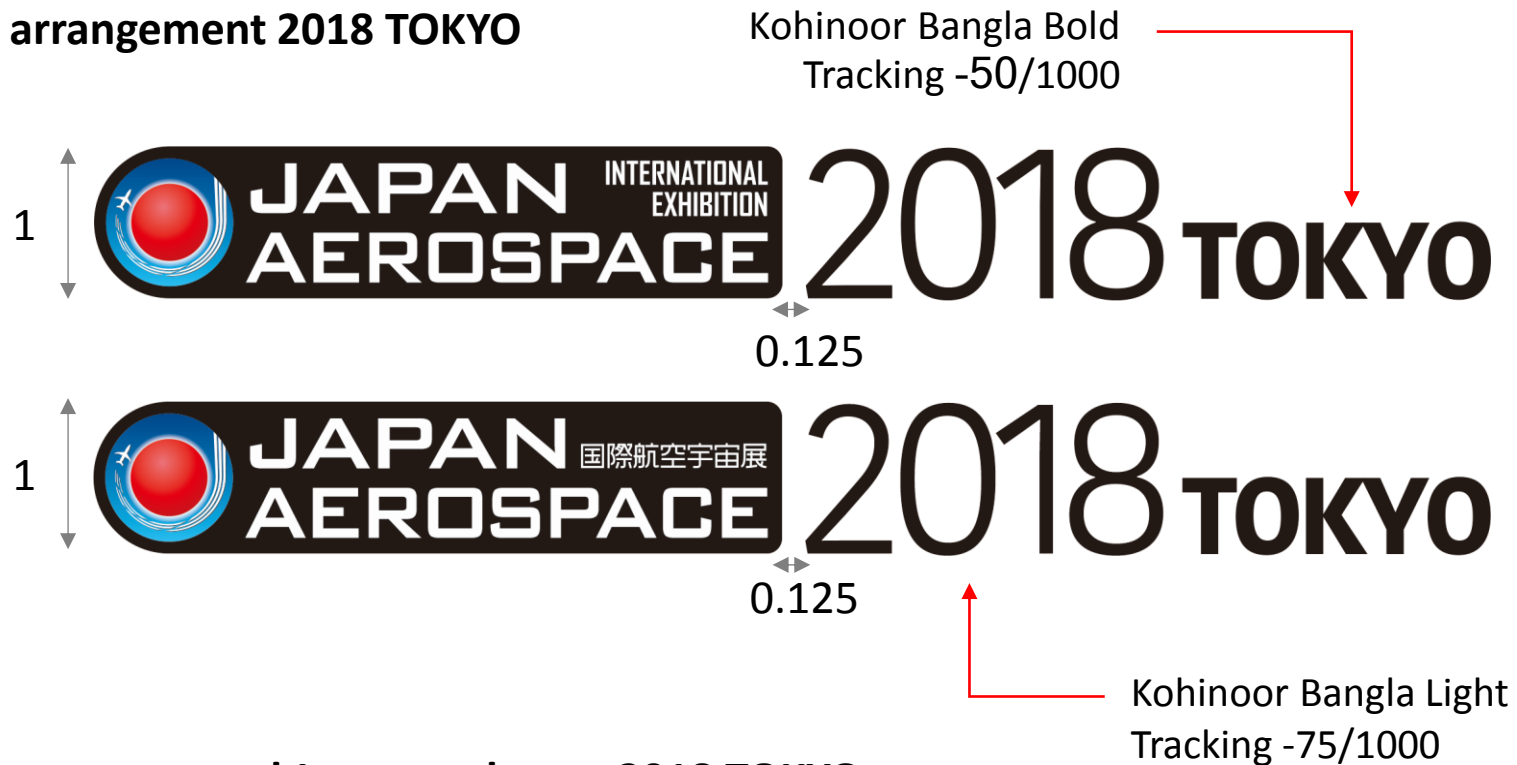
You should not turn of the symbol logo.



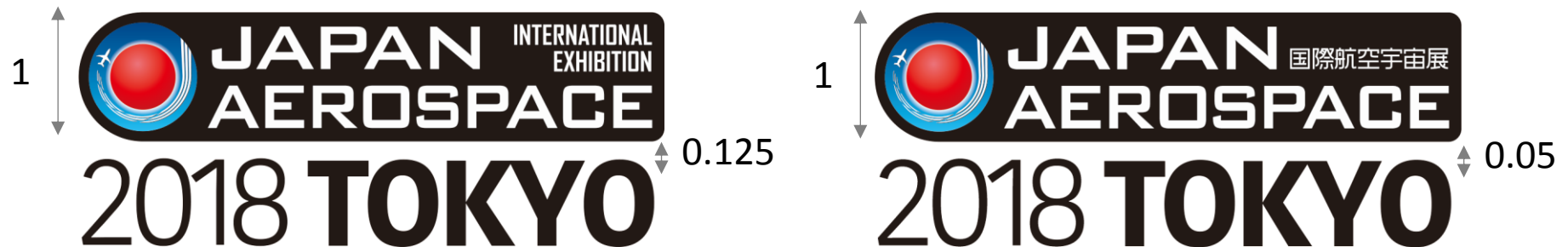
Chapter 2

Composite logos with the holding year

Horizontal arrangement 2018 TOKYO



Pile up arrangement and Japanese logo + 2018 TOKYO



Horizontal arrangement 2021



In case of the symbol logo is used on the background of black or dark or photo, you should use “the logo/symbol logo with the white rim”



In case of the symbol logo is used on the background of black or dark or photo, you should use “the logo/symbol logo of the white rim”



Pile up arrangements



2018
TOKYO



2018
TOKYO



2021



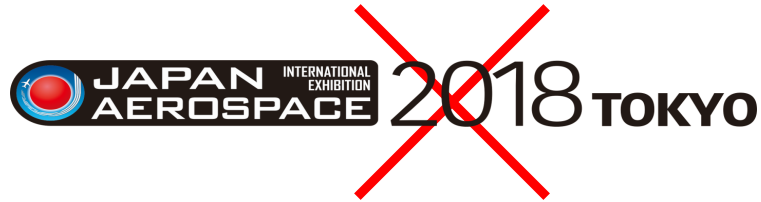
2021

Example for the gray scale logos



Example of the prohibited cases ②

Non-uniform scaling



Combination of not-provided symbols





Chapter 3

Example of the logo deployment

Sample of the business card

