

# JA Character (JACKY) Utilization manual



2024.01.24  
Version 5.0

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# Chapter 1

## Design Regulations



## Concept

The motif will be a phoenix/firebird with the hope that the Japanese aerospace industry will overcome the COVID-19 disaster and make a V-shaped recovery.

In addition, the SJAC logo will be arranged and used.

## 【Indication of Copyrights and Other Rights】

The ® mark should be placed at the lower right corner.



## 【BACKGROUND COLOR】

The inside of the back ring shall be white or translucent.



Background; white color



Background; translucent

## 【MONOCHROMATIC DESIGN】

Use grayscale or monochrome designs, depending on where you want to use them.

### Grayscale



Ring (Gray)



Ring (Black)



Without Ring

### Monochrome



With Ring



Without Ring

## 【FULL-BODY DESIGN】

Designs that include even the body portion of the body may be used.



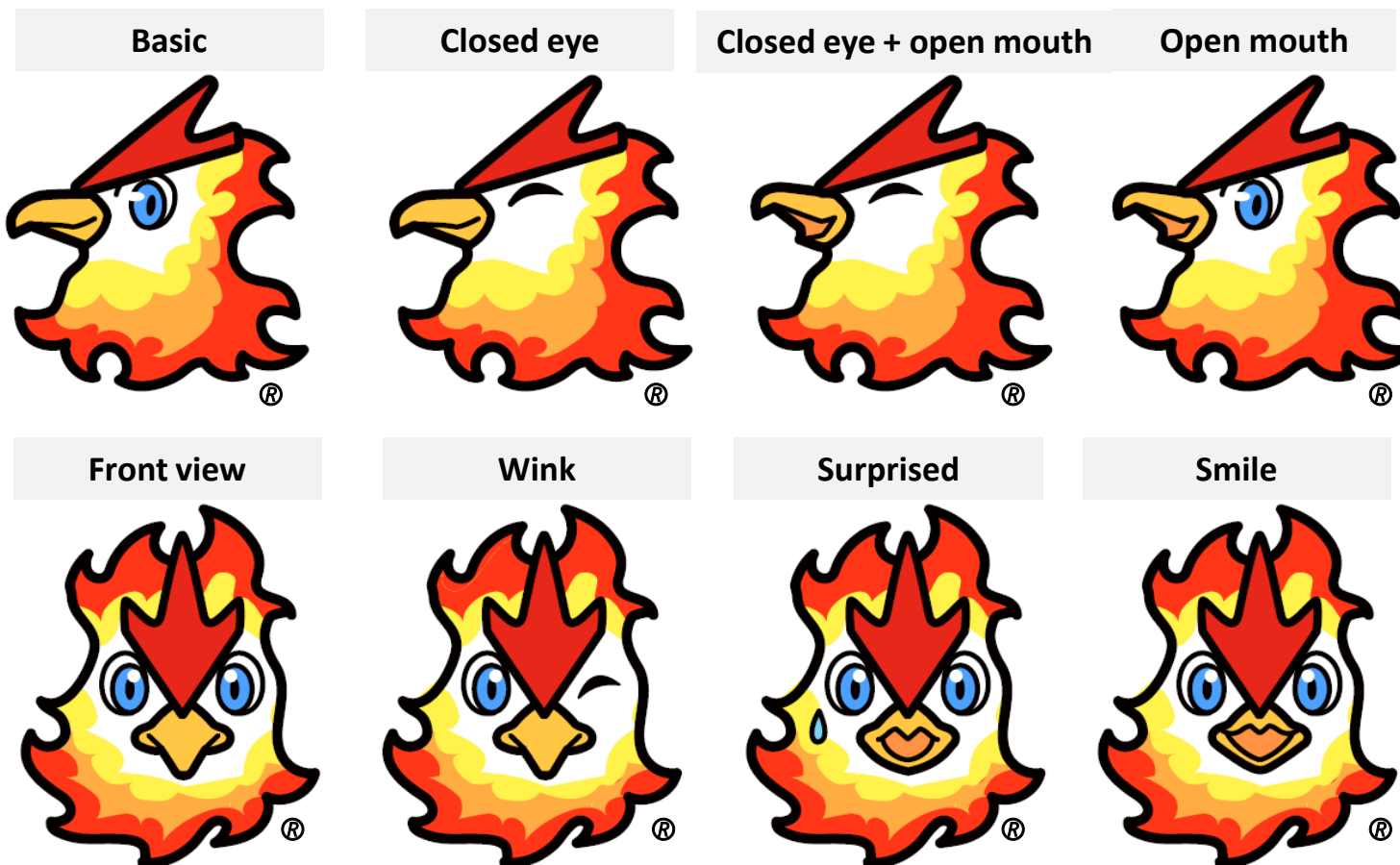


## 【 Expression, etc. 】

The head direction, expression, and helmet shall be optional according to each company's work uniform.

If you wish to use a helmet or work cap with a company-specific shape, you may create and add your own drawing in Adobe Illustrator.

However, the design must not be altered to change the expression, color scheme, or shape of JACKY.



## 【 DESIGN DATA and COLOR DESIGNATION】

All design data using Adobe Illustrator and color scheme designations shall be in accordance with the attached "JACKY Style Guide".



# JAキャラクター JA Character “JACKY” Style Guide

2024.01.24





## Chapter 2

## Costumes

## 【 Company's Work Uniforms 】

Exhibitors who wish to use JACKY may, at their own discretion, modify the clothing (color scheme, pattern, with or without pockets, etc.) to be unique to their company. However, they shall not modify the design of JACKY with changes in pose, color scheme, or body shape.



Exhibitor



2024

Display the company name or logo in this area.



There are several patterns of poses

**If you wish to make your own changes to the pose or costume, we will create them for an additional fee.**

## 【Example】

The example of how JACKY can be used to promote your exhibit at JA2024.

Example of use by SJAC's 2023  
Chairman's Company (IHI)

Helmet + Wink



## 【Other Costumes】

In addition to company work uniforms, the following costumes may be used for publicity purposes, depending on the nature of the exhibit.

Flight suits of fighter pilots



Exhibitor



2024

Space suits for the Artemis Program



Exhibitor



2024

Airline Pilot Uniform



Exhibitor



2024



# Chapter 3

## Examples of Goods Development



For distribution



Button Badge



Sticker for the Paris Air Show 2023



Luggage Tag



Sticker



For sale



Challenge Coin



Name Tag (Flight badge)