



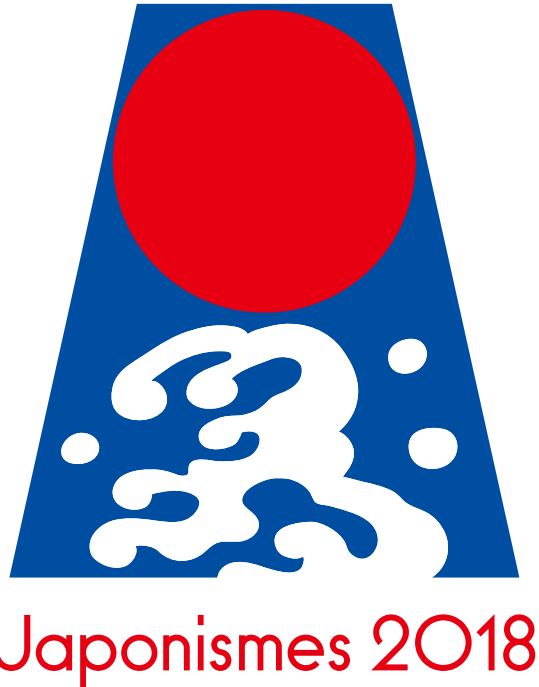
Japonismes 2018

Japonismes 2018's logomark and logotype design depict the Japanese flag, representing Japanese culture boldly crossing the seas.

Mt. Fuji, the sun, and waves are motifs that have long been used in Japanese designs.

These elements are expressed by sharp and modern forms and the bold contrast between the deep blue of the sea, the red of the sun, and the bright white of the waves.

Basic type A



Basic type B



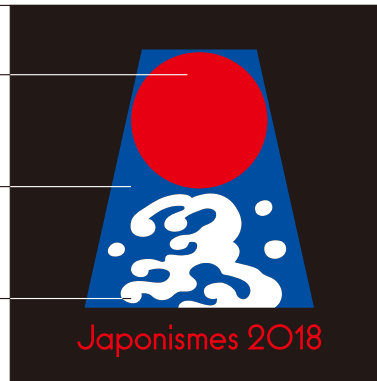
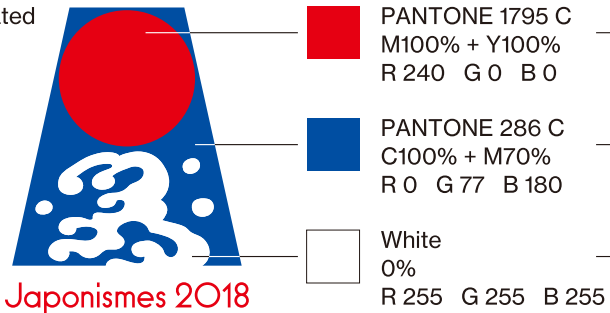
Basic type C



Basic type D



Designated colors



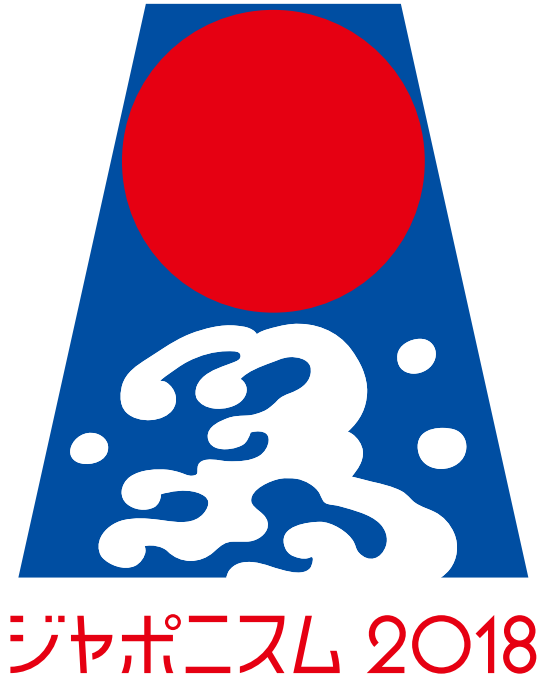
When combining the logomark with the French logotype, as a rule, select one of the four basic types, A, B, C, or D, that best fits the purpose for which it will be used.

Basic types C and D have different ratios between the logomark and logotype. Select the type that best fits the purpose for which it will be used. Use basic type C for extremely wide display areas or when wishing to display the logotype prominently. Use basic type D when wishing to display the logomark prominently.

Use the designated colors indicated at left.

* When displaying the logomark on a background, do not let the background show through the wave part.

Basic type A



Basic type B



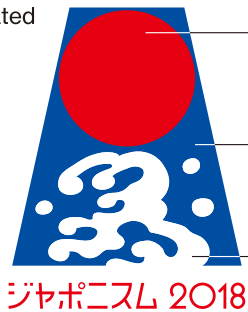
Basic type C



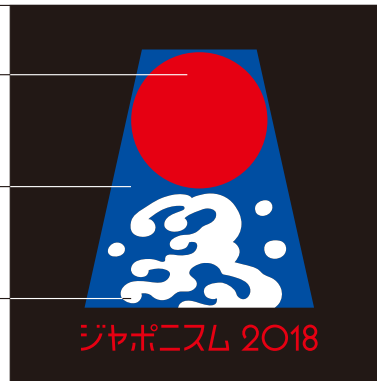
Basic type D



Designated colors



- PANTONE 1795 C
M100% + Y100%
R 240 G 0 B 0
- PANTONE 286 C
C100% + M70%
R 0 G 77 B 180
- White
0%
R 255 G 255 B 255



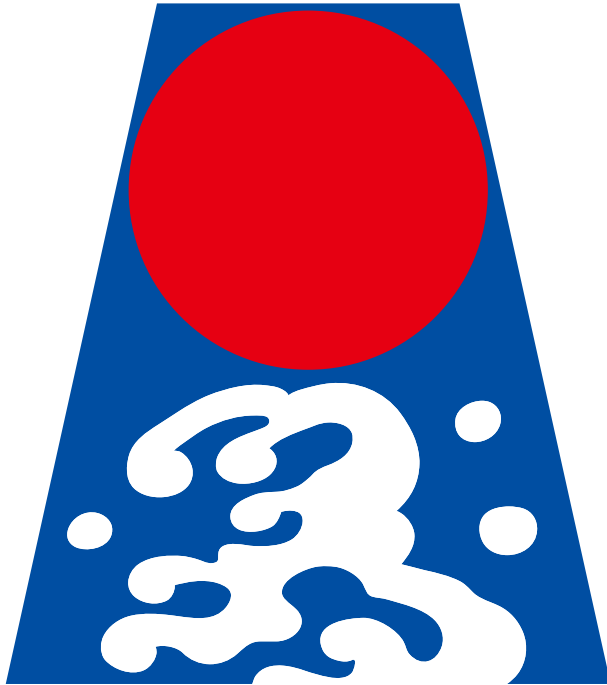
When combining the logomark with the Japanese logotype, as a rule, select one of the four basic types, A, B, C, or D, that best fits the purpose for which it will be used.

Basic types C and D have different ratios between the logomark and logotype. Select the type that best fits the purpose for which it will be used. Use basic typeC for extremely wide display areas or when wishing to display the logotype prominently. Use basic typeD when wishing to display the logomark prominently.

Use the designated colors indicated at left.

* When displaying the logomark on a background, do not let the background show through the wave part.

Logomark



French logotype A

Japonismes 2018

French logotype B

Japonismes
2018

Japanese logotype A

ジャポニスム 2018

Japanese logotype B

ジャポニスム
2018

The logomark, French logotype, and Japanese logotype may all be used separately. There are two versions of each language's logotype: one in which the logotype is written on a single line and one in which it is broken up into two lines. Choose the logotype that best fits the purpose for which it will be used.

Logomark + French logotype



Basic type A



Basic type B

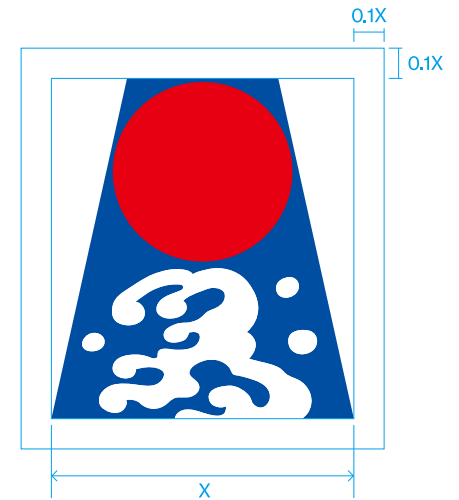


Basic type C



Basic type D

Logomark (used alone)



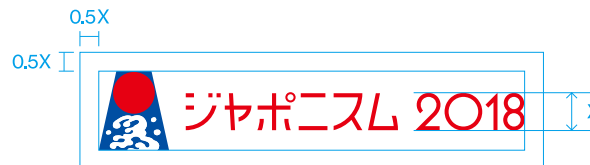
Logomark + Japanese logotype



Basic type A



Basic type B



Basic type C



Basic type D

Logotype (used alone)



Use a margin equal to half the height of the “2018” logotype.
 When using the logomark by itself, use a margin equal to 1/10 of the width of the logomark.
 Do not display any other elements within the margin.

Display the logomark and logotype in color whenever possible.

When colors cannot be used due to printing limitations or other circumstances, they can be displayed in a single color.

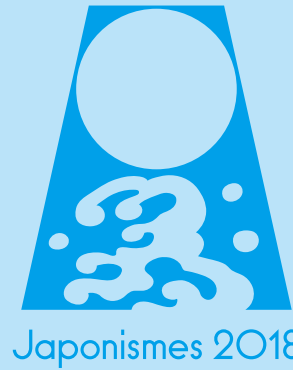
When displaying the logomark and/or logotype in a single color on a background, unlike when displaying them in full color, let the background show through the sun and wave part.

When the background is deep color, the symbol and/or logo can be displayed in white.

Single color



Single color
(when used on a background)



Single color
(when displaying in white on
a deep background color)



Single color



Single color
(when used on a background)



Single color
(when displaying in white on
a deep background color)



Logomark + French logotype

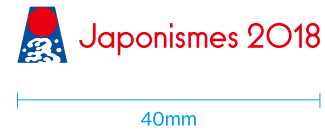
Basic type A



Basic type B



Basic type C



Basic type D



Logomark (used alone)



Logomark + Japanese logotype

Basic type A



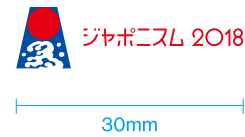
Basic type B



Basic type C



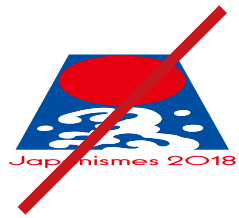
Basic type D



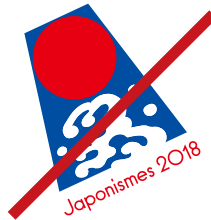
Logotype (used alone)



To ensure visibility, do not display smaller than the sizes indicated.



Do not change the aspect ratio



Do not tilt the logomark/logotype



Do not skew the logomark/logotype



Do not apply a border to the logomark



Do not change the size of the logomark in relation to the logotype



Do not change the spacing between the letters in the logotype



Do not change the logo combinations



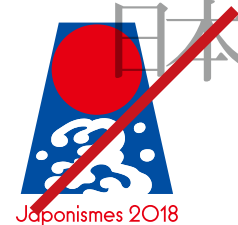
Do not change the logo font



Do not use colors other than the designated colors



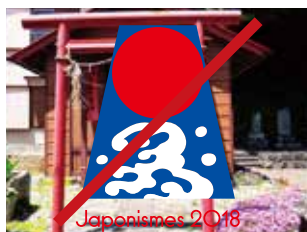
Do not display the logomark/logotype as an outline



Do not place text, numbers or other objects that overlap the logomark/logotype



Do not place objects around the logomark/logotype



Do not use the logomark/logotype on a background that makes it hard to see the logomark/logotype



Do not apply a border to the logomark/logotype



Do not apply a shadow to the logomark/logotype



Do not let the background show through the wave part