




# 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.



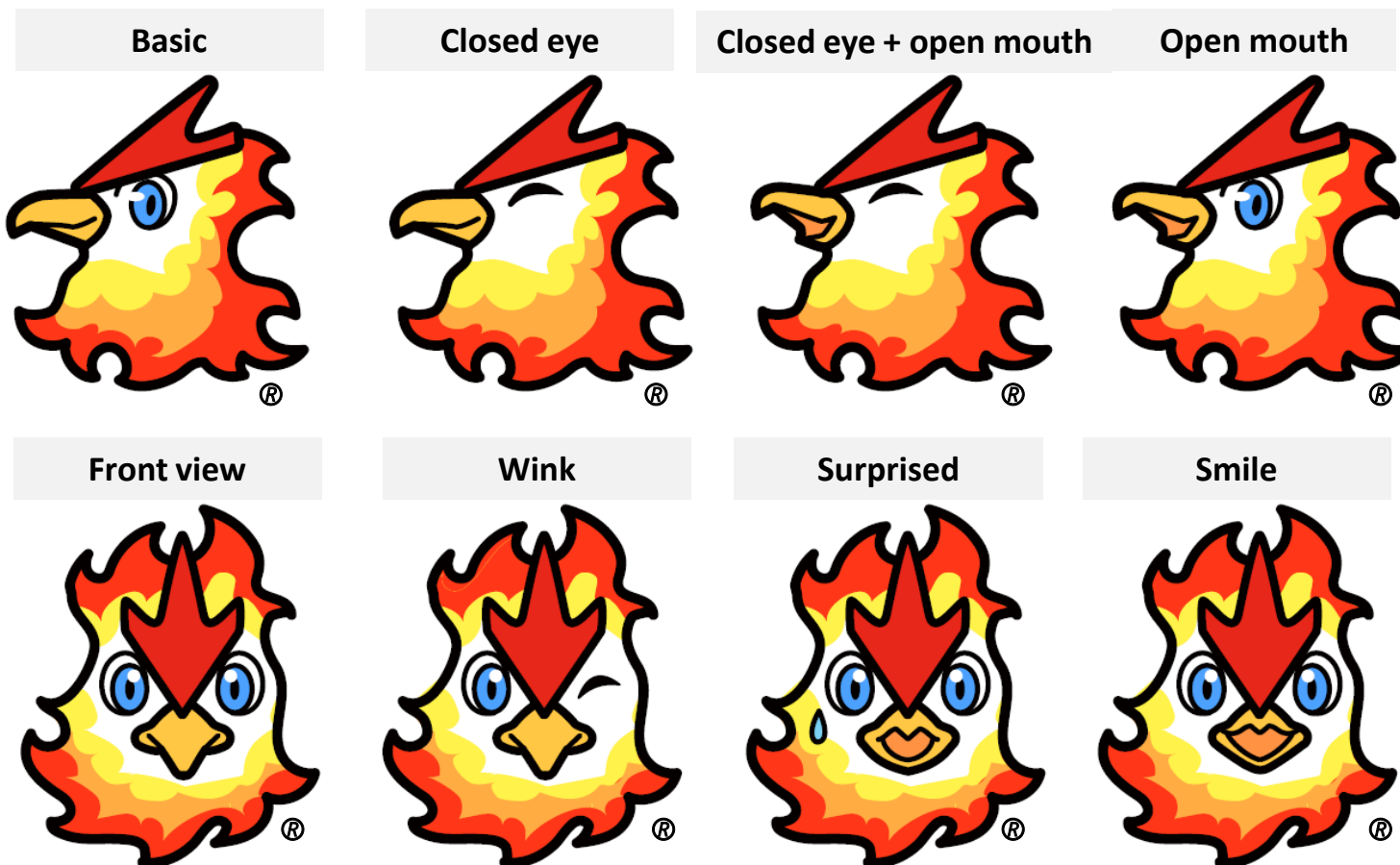


## 【 Expression, etc. 】

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.



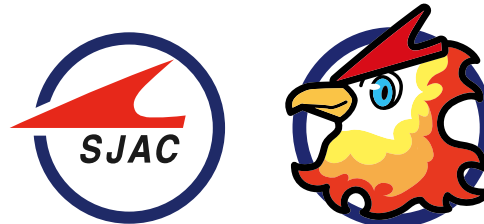
## 【 DESIGN DATA and COLOR DESIGNATION】

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



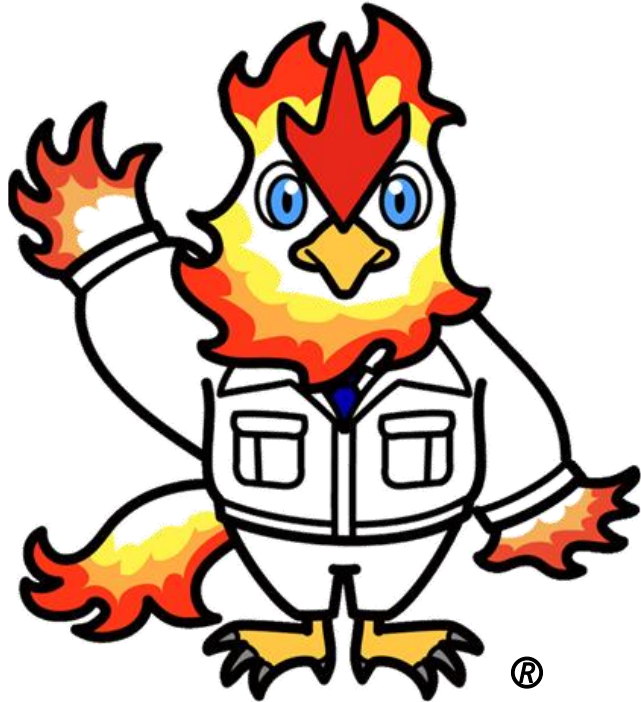


## Chapter 2

# 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)

# JAキャラクター

JA Character

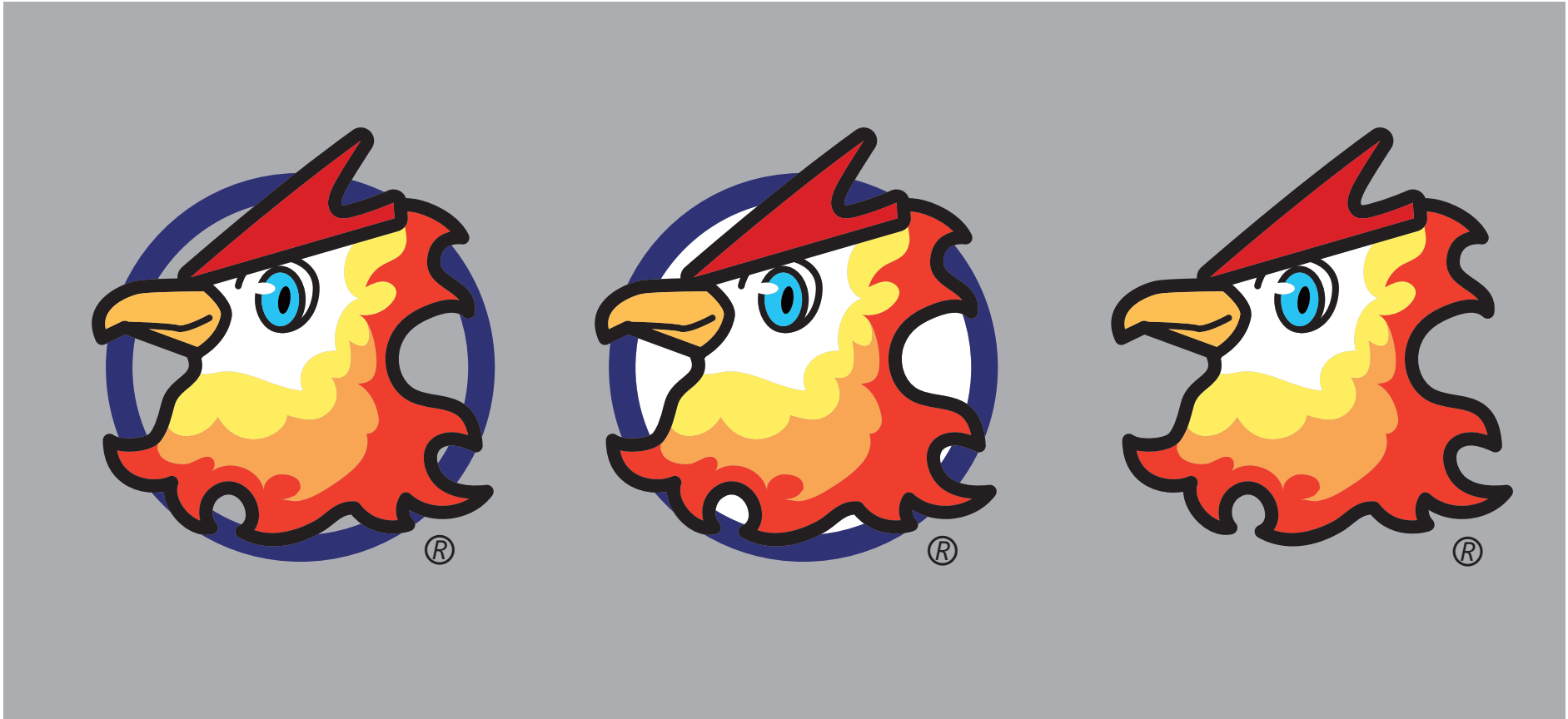
# “JACKY”

# Style Guide

2024.01.24



頭部シンボルマーク HEAD SYMBOL MARK



# 色指定 COLOR DESIGNATION



## PANTONE

リング Ring Reflex Blue C

とさか Crest 187C

くちばし Beak 116C

目 Eye 306C

たてがみ Mane

赤 Red 1795C

橙 Orange 151C

黄 Yellow 115C

BLACK

WHITE

## CMYK

リング Ring C100/M100/Y20/K0

とさか Crest 0/100/100/0

くちばし Beak 0/28/77/0

目 Eye 66/0/0/0

たてがみ Mane

赤 Red 0/90/90/0

橙 Orange 0/40/75/0

黄 Yellow 0/3/75/0

BLACK 0/0/0/100

WHITE 0/0/0/0

## 全身 BODY



## PANTONE

口内 Oral	146C
脚 Legs	116C
爪 Claw	430C

## CMYK

口内 Oral	0/55/70/0
脚 Legs	0/28/77/0
爪 Claw	55/45/40/0

▲webなどの掲載はスタイルガイドのRGBデータをコピーしてお使いください。

グレースケール版 GRAYSCALE



モノクロ版 MONOCHROME



# 表情差分 Different Expressions

基準 Basic



閉じ目 Closed eye



閉じ目+開口 Closed eye & open mouth



開口 Open mouth



正面 Front view



正面・ウインク Wink



正面・驚き Surprised



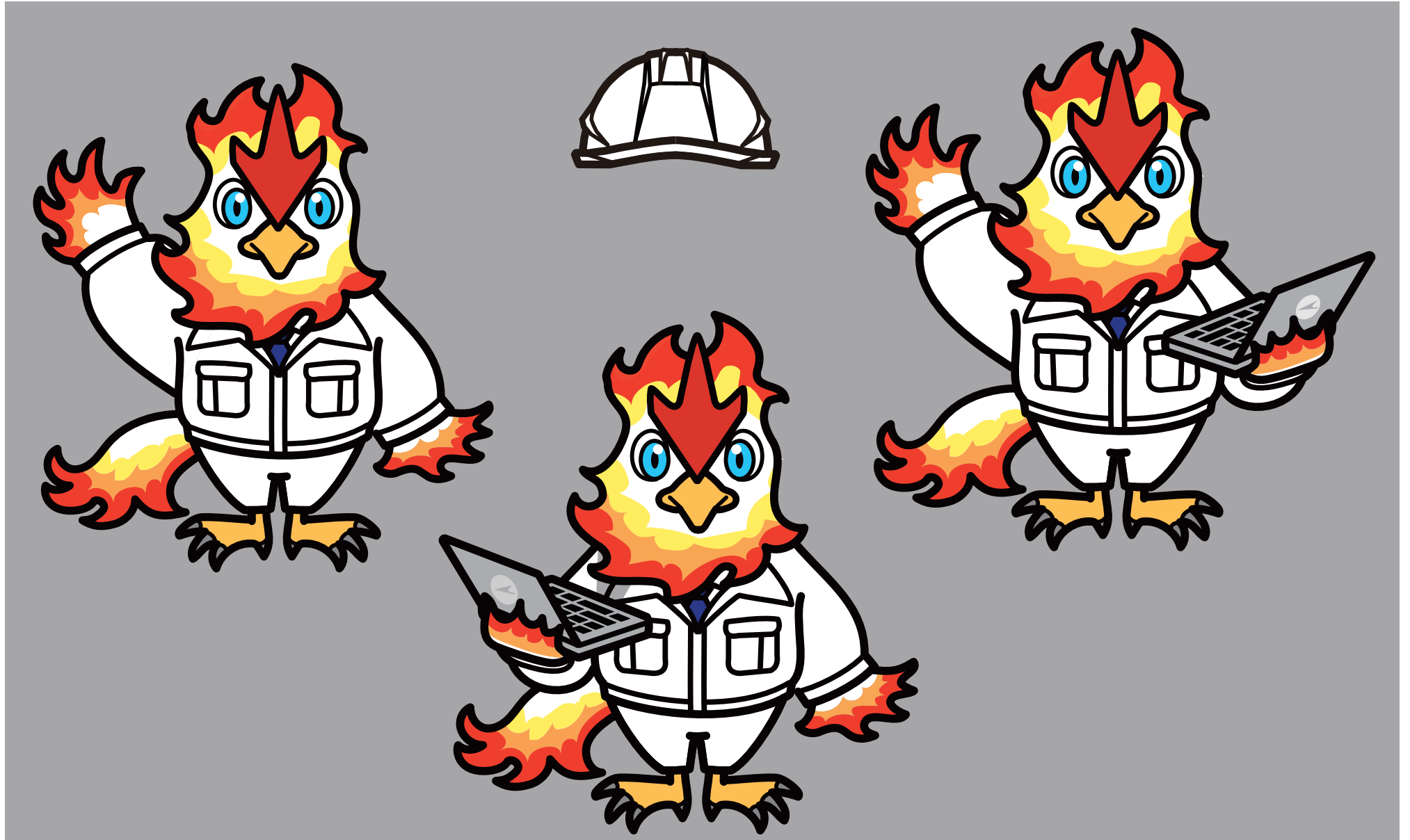
正面・笑顔 Smile





会社作業服

Company's Work Uniforms



# 航空自衛隊フライトスーツ Flight suits of fighter pilots



## CMYK

帽子 Cap	80/73/88/60
徽章 Insignia	14/29/84/0 74/39/5/0
ヘルメット Helmet	53/44/42/0
内側 Inside	79/74/71/46
バイザー Visor	80/75/73/51
耳当て Earmuffs	71/63/60/14
スーツ Flight suits	80/52/100/18
耐Gスーツ G-suit	69/39/66/0
ブーツ(濃) Boots(dark)	78/71/69/39
ブーツ(淡) Boots(light)	70/63/59/12

# エアライン機長制服 Airline Pilot Uniform



## CMYK

帽子 Cap	72/65/62/17
ネクタイ Tie	98/81/18/0
スーツ Suits	82/74/50/13
カバン Briefcase	73/66/63/20
帽章・バッジ Cap Badge, Insignia	14/29/84/0

# アルテミス計画用宇宙服 Space suits for the Artemis Program



## CMYK

	グローブ Gloves	77/71/68/36
	スーツ Suits	0/77/91/0
	スーツの線 Suit Lines	89/78/0/0
	ヘルメット Helmet	0/0/0/0
	ヘルメット内側 Inside Helmet	67/58/55/5
	ブーツ Boots	76/71/69/37
	左コネクター Left Connector	43/100/100/12
	右コネクター Right Connector	79/24/63/0