JAPAN AEROSPACE INTERNATIONAL EXHIBITION

LOGO MANUAL

19th April 2023
Version 2.0

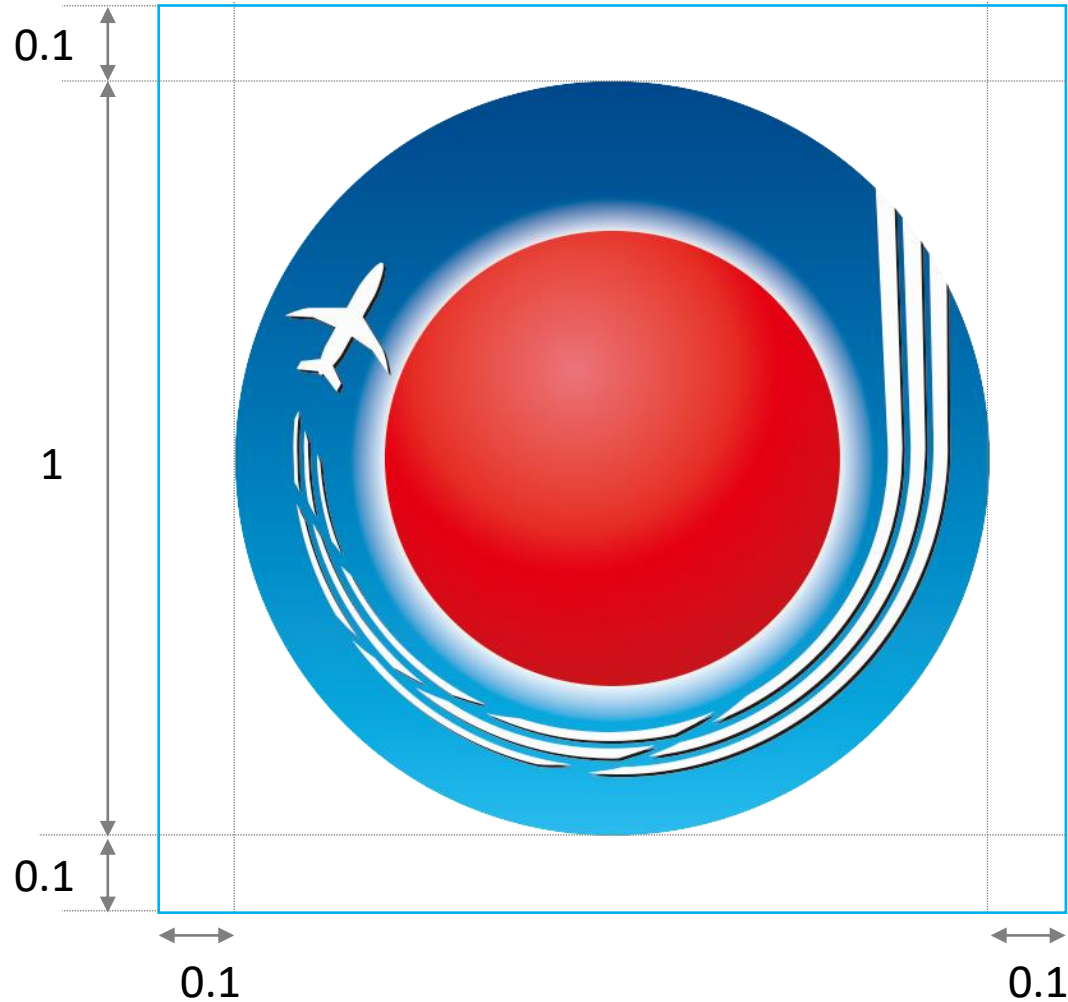# Chapter 1
Logo Design Regulations
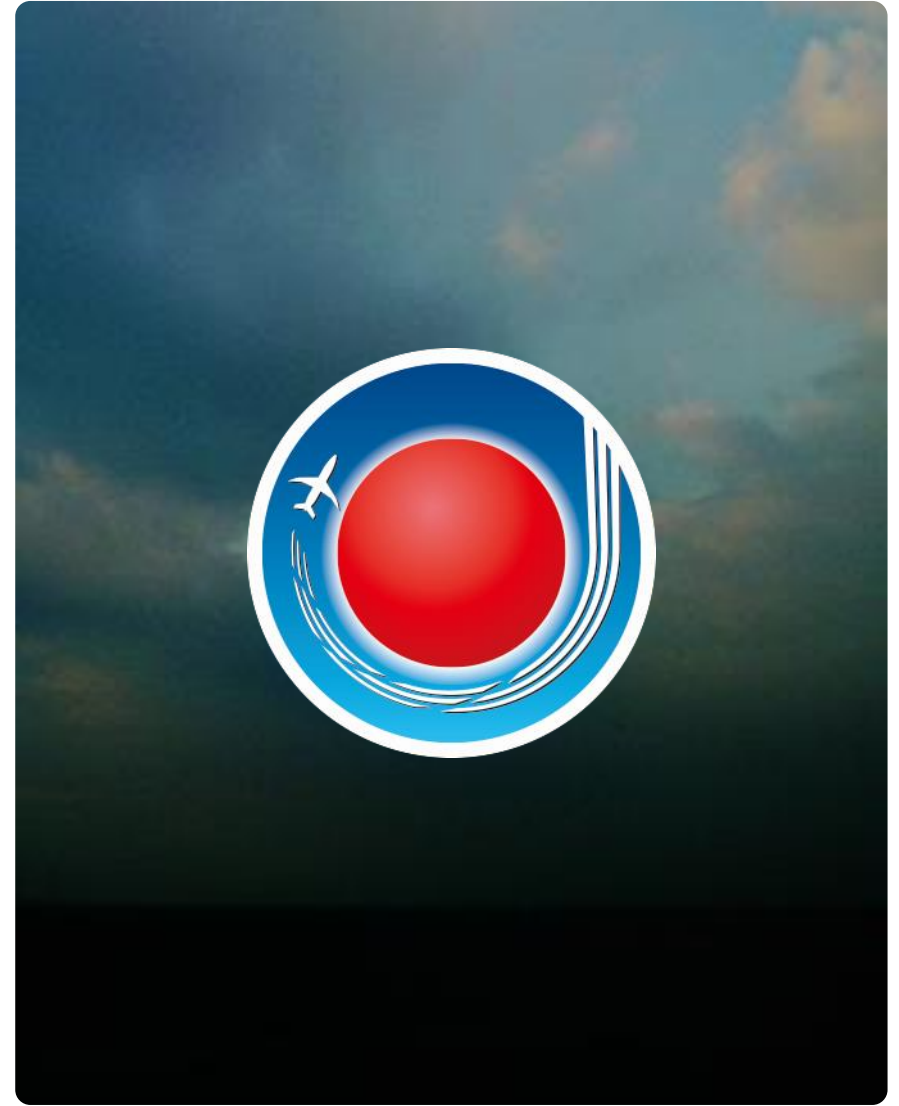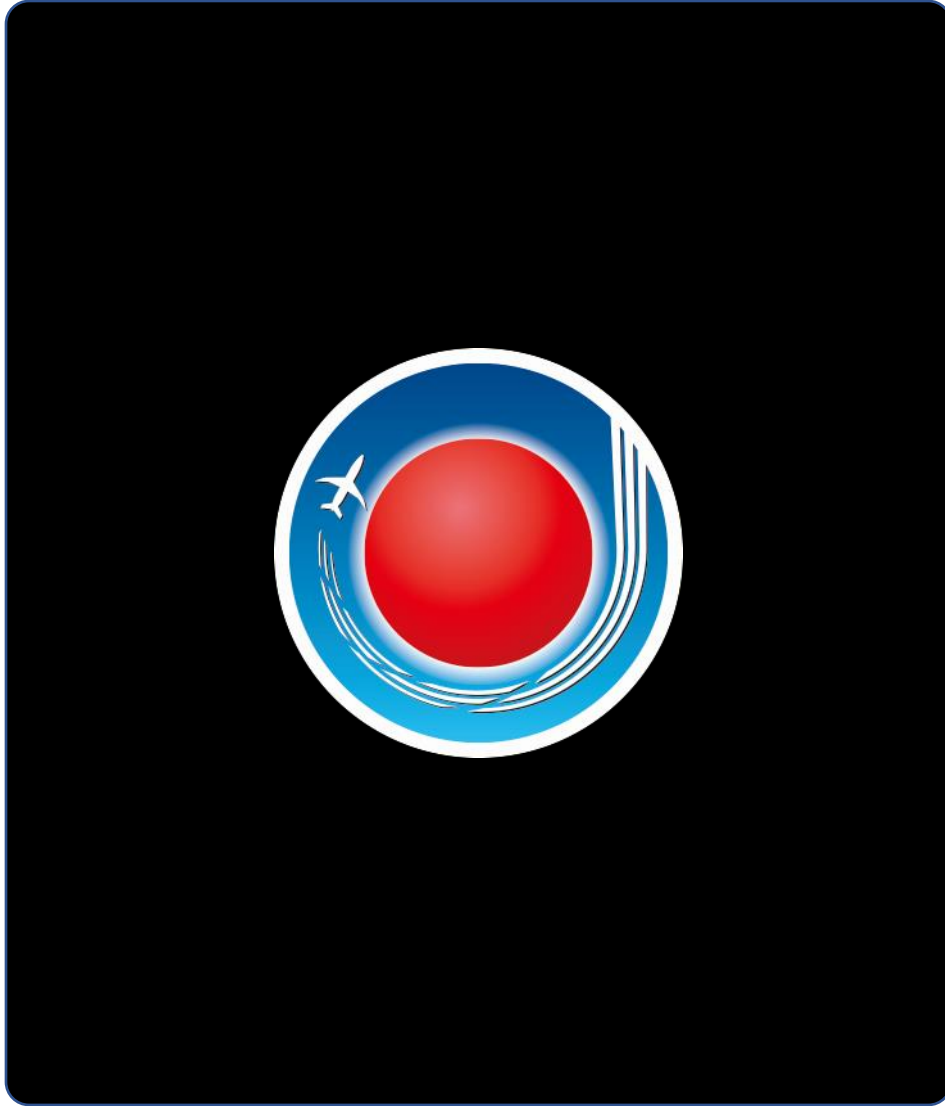
Concept of the symbol logo

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.

0.1

1

0.1

0.1

0.1

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. ］
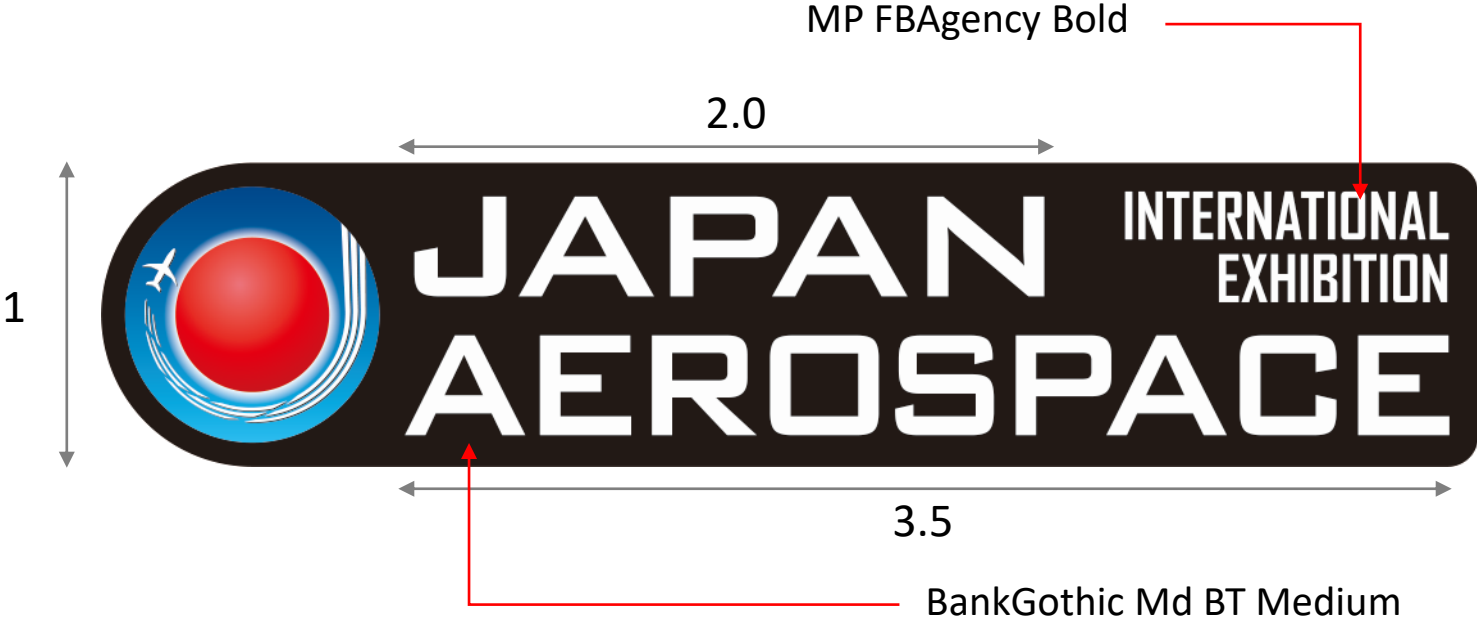
For use the vertical logo as a banner etc.

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

Distribution ratio of the logo

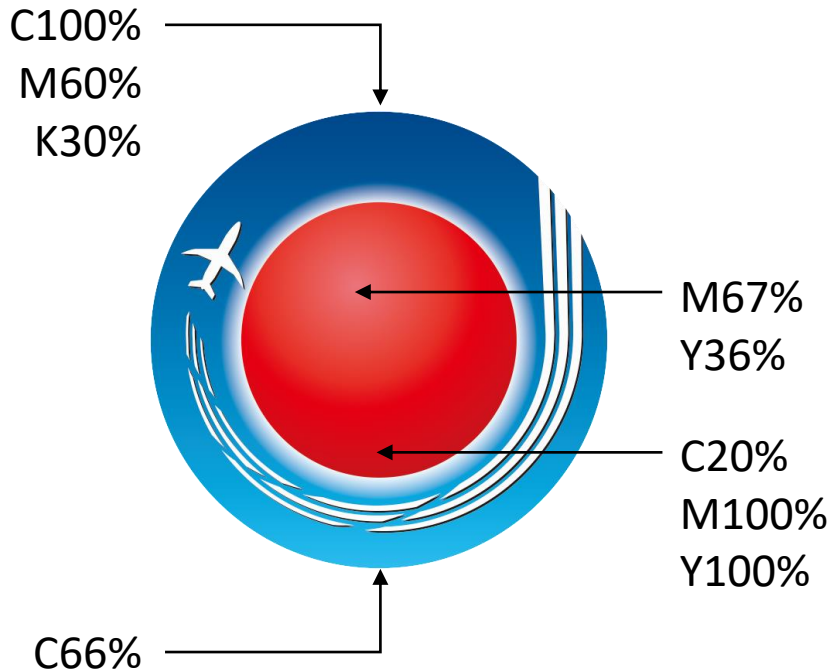MP FBAgency Bold

2.0

1

3.5

BankGothic Md BT Medium

＊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

C100%
M60%
K30%

M67%
Y36%

C20%
M100%
Y100%

C66%

Using fonts

BankGothic Md BT Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789O$#&¥

MP FBAgency Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
01234567890$#&¥

Kohinoor Bangla Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789O$#&¥

Kohinoor Bangla Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
01234567890$#&¥

Minimum sizes

You should not use the logos under following minimum sizes.

10mm

10mm

15mm

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.
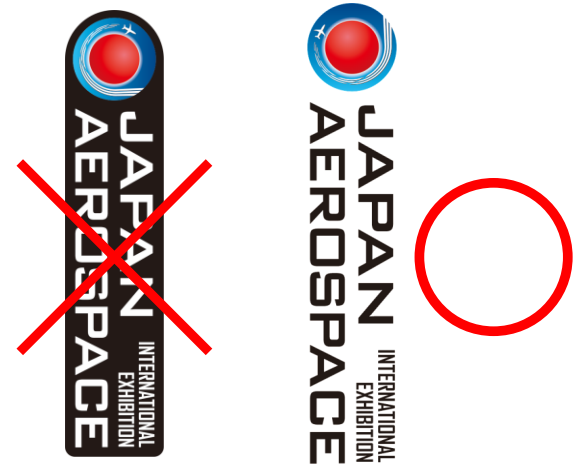
Example of the prohibited cases①

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 2024

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"

Pile up arrangements

Example for the gray scale logos

Example of the prohibited cases ②

Non-uniform scaling

Combination of
not-provided symbols