



Logo Guidelines

Contents

Concept	3
Clearspace	4
Logo: horizontal	5
Logo: vertical	6
Logo: partnerships	7
Scale	8
Solid backgrounds	9
Imagery backgrounds	10
Colours	11
Incorrect usage	12
Contact	13

Concept

Japan at Home was born in the middle of the COVID-19 crisis to establish the concept of celebrating Japanese culture in your own home.

It's where people can connect and discover the rich Japanese culture of food, language and art – no matter where they are in the world.

The logo is made of the house symbol and the logotype set in Inter bold and regular. The house symbol is composed of a Japanese traditional architectural elements: the top two simple bars represent the roof that covers the home; three circles are the windows that play the role of aperture, enabling people to see different views through them; and five vertical lines at the bottom symbolise the wood board structure, as well as the light through the Japanese screens (shoji) and/or sliding doors (fusuma).



Logo and clearspace

Both the symbol and logotype of the Japan At Home logo needs to be clear and legible at all times.

The amount of clear space around the logo should be equal to or greater than the height of the vertical rectangle of the symbol.

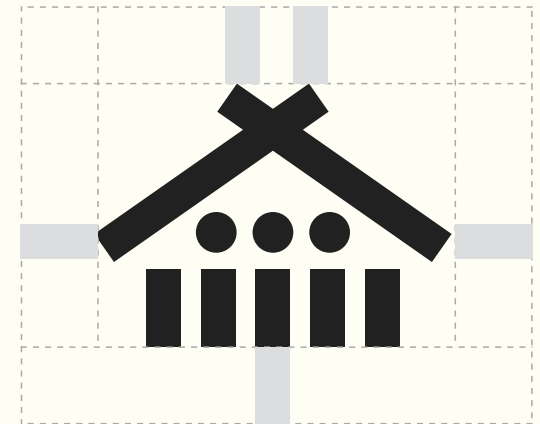
Always use the logo files provided.

Do not recreate or distort the logo (see more detailed incorrect use examples at page 12).

Monochrome logo (house + logotype)



Monochrome logo (house symbol only)



Logo: horizontal

The horizontal logo (horizontal #1) is the primary logo and should be used in most instances.

Use the secondary version (horizontal #2) when space is limited.

The amount of clear space around the logo should be equal to, or greater than the height of the vertical rectangle of the symbol.

Primary logo (horizontal #1)



Secondary logo (horizontal #2)



Logo: vertical

Use the vertical #1 as the primary logo when a vertical version is required.

Use the vertical #2 when the primary version (vertical #1) is not suitable, for example, when it's lined up with another logo.

The amount of clear space around the logo should be equal to, or greater than the height of the vertical rectangle of the symbol.

Primary logo
(vertical #1)



Secondary logo
(vertical #2)



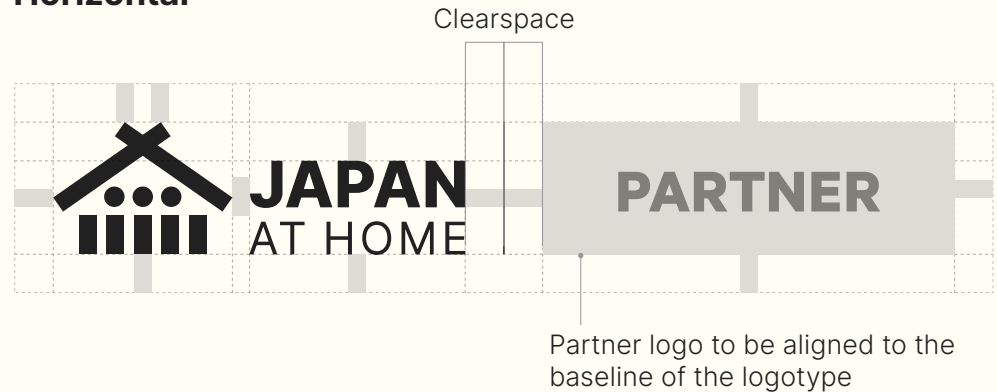
Logo: partnerships

When the Japan At Home logo is used with a partner logo, align the partner logo with either the primary version of the horizontal or vertical logo of Japan At Home.

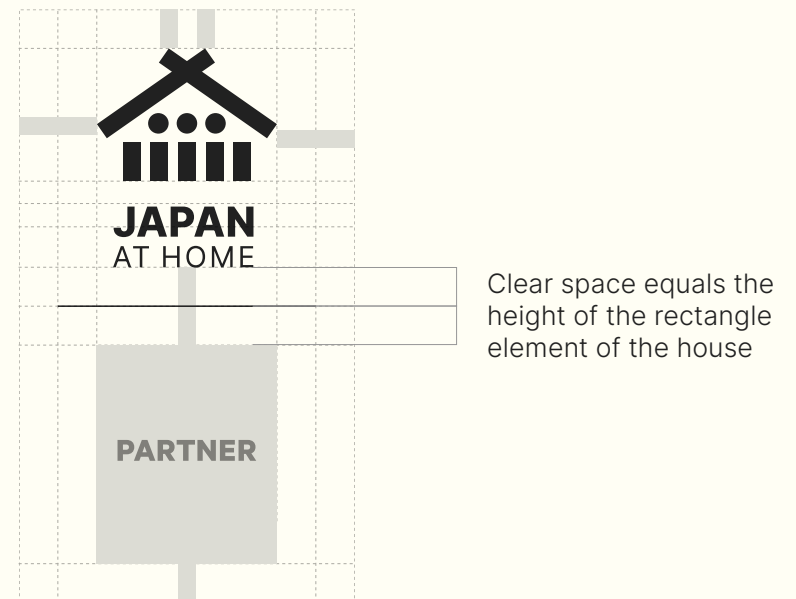
Make sure to apply the correct amount of clearspace using the separating line, as shown in the examples.

Many partners may have their own logo guidelines, but it's permissible to swap the Japan At Home and partner logo: for example, when it's a horizontal layout, it's fine to have a partner logo on the left and Japan At Home on the right).

Horizontal



Vertical



Scale

The logo needs to appear crisp and clear in any type of format at all times.

When the logo is used in digital format, the horizontal logo requires a minimum of 100px wide, and the vertical logo and/or the house symbol needs to be no less than 40px in width.

For print, the horizontal logo requires a minimum of 30mm in width. The vertical logo and/or the house symbol needs to be no less than 15mm in width.

When using the secondary logos, either horizontal #2 or vertical #2 (see page 5 and 6), refer to the minimum size of the house symbol (minimum width of 40px for digital and 15 mm for print) as the guide.

Small logo size (digital)



Horizontal logo:
minimum 100px in width



Vertical logo / house only:
Minimum 40px in width

Small logo size (print)



Horizontal logo:
minimum 30mm in width



Vertical logo / house only:
Minimum 15mm in width

Solid Backgrounds

The examples show the correct application of the logo on different solid backgrounds.

The black logo should be used on a background that is lighter than 40% grey.

The white logo should be used on a background that's 40% grey or darker.



Imagery Background

Use the black logo on a lighter image and white logo on a darker image.



Colours

The logo uses black and white as the brand primary colours.

Black

R 33, G 33, B 33
C 0, M 0, Y 0, K 100
#212121

White

R 255, G 255, B 255
C 0, M 0, Y 0, K 0,
#FFFFFF

Incorrect usage

×



Don't distort or crop the logo.

×



Don't change the spacing between the symbol and the 'Japan At Home'.

×



Don't change typeface. Don't change the letter case to lowercase.

×



Don't change the size or position of the house symbol and logotype.

×



Don't use different colours or change the opacity of the logo.

×



Don't apply any special effects.

Contact

Any enquiries regarding the brand and logo use,
please contact:

XXXXXXXXX