



TOMODACHI Initiative Branding Guidelines

Summer 2014



Brand Management Policy

Thanks to the support of so many supporters, implementers, and young people in our programs, the TOMODACHI Initiative logo and “brand” have come to stand for innovative youth leadership development and cultural exchanges between the United States and Japan.

The TOMODACHI Initiative is grateful to the design firm , PARTY for donating the design and use of the TOMODACHI logo, which symbolizes the friendship between Americans and Japanese with a handshake. In exchange for the use of this dynamic, fun, and expressive logo, the designers have asked that their usage guidelines be respected.

To clarify these usage guidelines, as well as to standardize use among different sponsorship levels, we have created these guidelines. Please follow these guidelines whenever you are involved in activities related to using the TOMODACHI logo to ensure that the TOMODACHI logo and identity is represented in an appropriate manner.

We request that you notify our team if you are not able to follow these guidelines. We also ask that you notify our Marketing Specialist in Tokyo before launching marketing material with the TOMODACHI logo. Questions & previews should be sent to: TOMODACHI_MKTNG@usjapancouncil.org

We strongly encourage supporters and participants to use this guide to showcase the TOMODACHI logo in inventive ways to help spread the excitement we feel about creating the TOMODACHI Generation!

Thank you for being part of this exciting initiative!



Basic Design

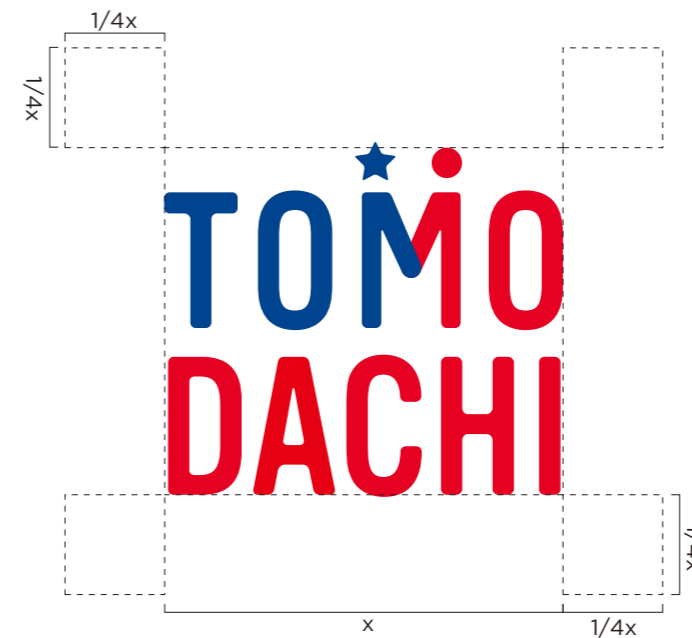
Basic Policy

Setting the basic design and using the same style in all marketing materials and merchandise provides the maximum effect. Please understand the following TOMODACHI Logo Regulations when making marketing materials and merchandise. When you are using our name in your marketing or sales tools, please make sure to use “**TOMODACHI Initiative.**” (TOMODACHI and I for initiative must be **ALL CAPS**). For more information or to ask questions, please speak to the Marketing Specialist.

Since TOMODACHI is a youth-focused initiative, please refrain from highlighting TOMODACHI in any media outlet that includes sexual content, nudity, alcohol, tobacco or drugs.

1. Spacing

The margin isolation area around the logo should be maintained at all times.



2. Size

TOMO
DACHI

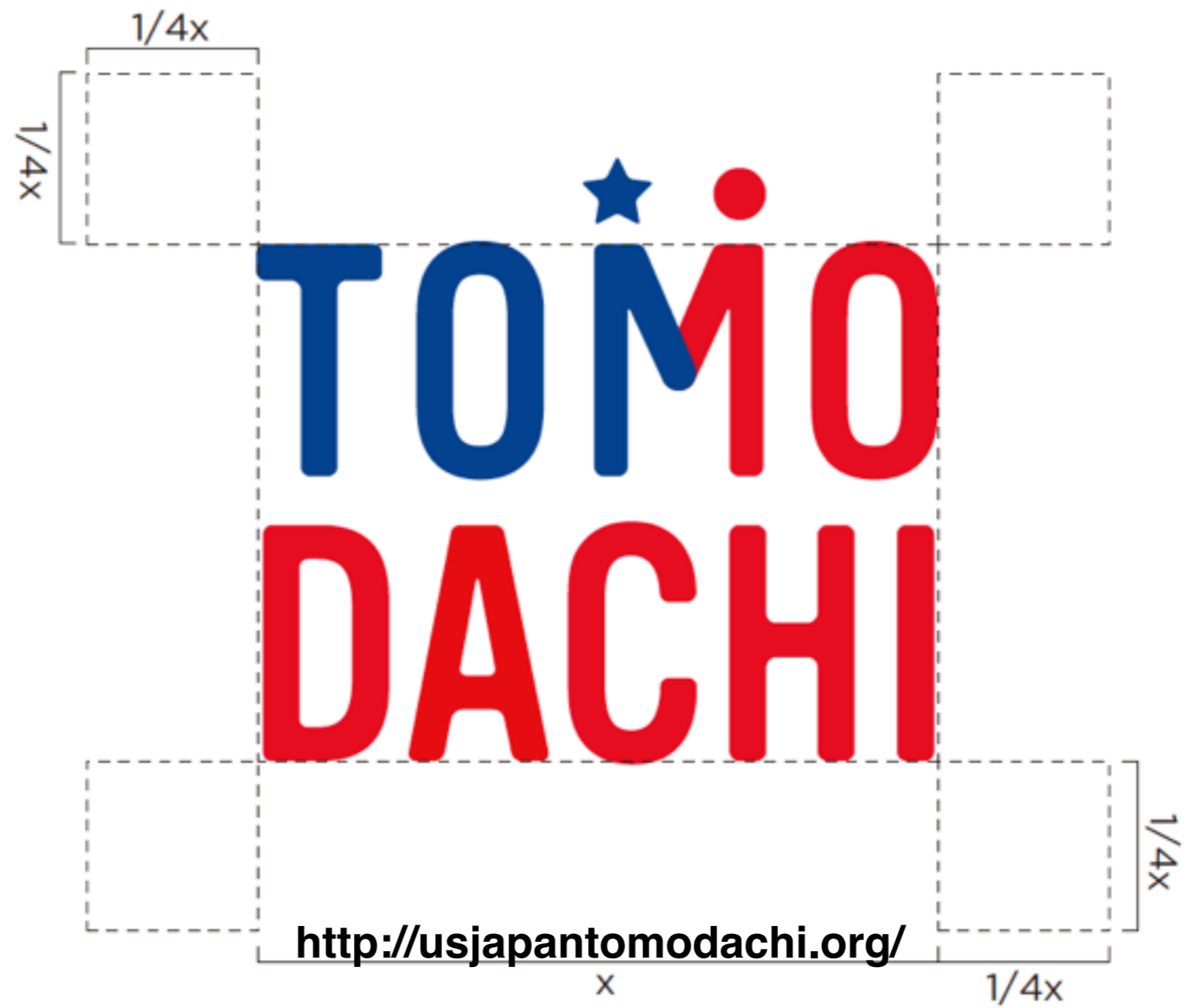
TOMO
DACHI

TOMO
DACHI

TOMO
DACHI

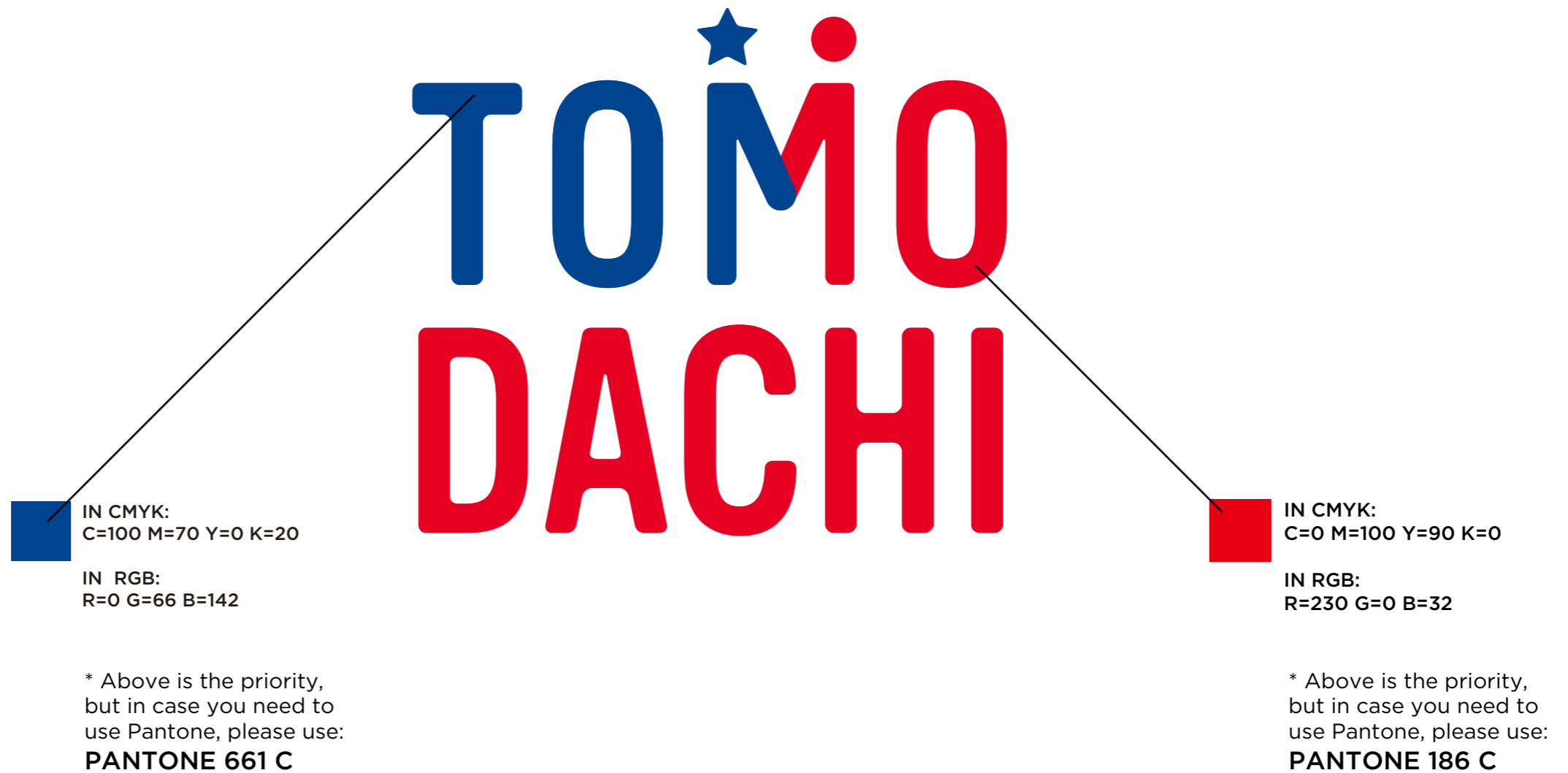
The smallest size to use this logo is **18mm** (in width), to avoid losing its details.

3. URL



The font used above is called Gotham-Bold.

OFFICIAL TOMODACHI LOGO - Color Scheme



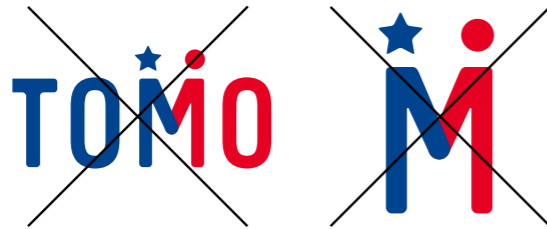
MONOCHROME



Do not use unless the printed material only allows for black & white.



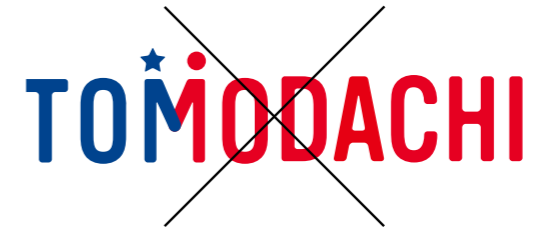
Please do NOT...



use isolated parts of the logo.



change the size ratio.



change the lock-up.



use other color combinations.



use in one color.



apply outlines.



tilt.



use any effects.



transform.

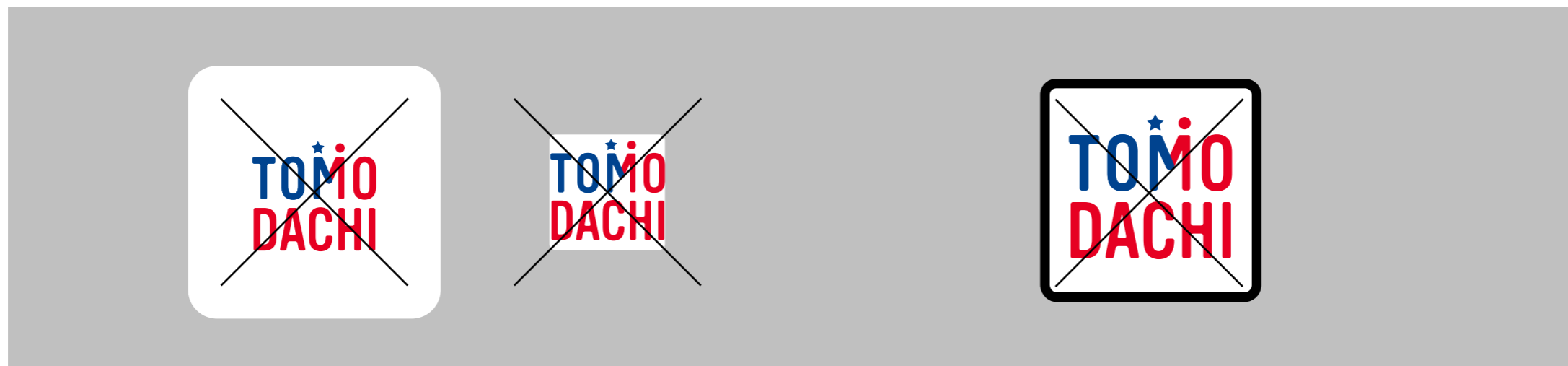
Do not put the logo directly on the colored or image backgrounds.



* Please use a white frame in the background.



The margins cannot be too large or too small. Please do not use a line to outline the white frame, either.



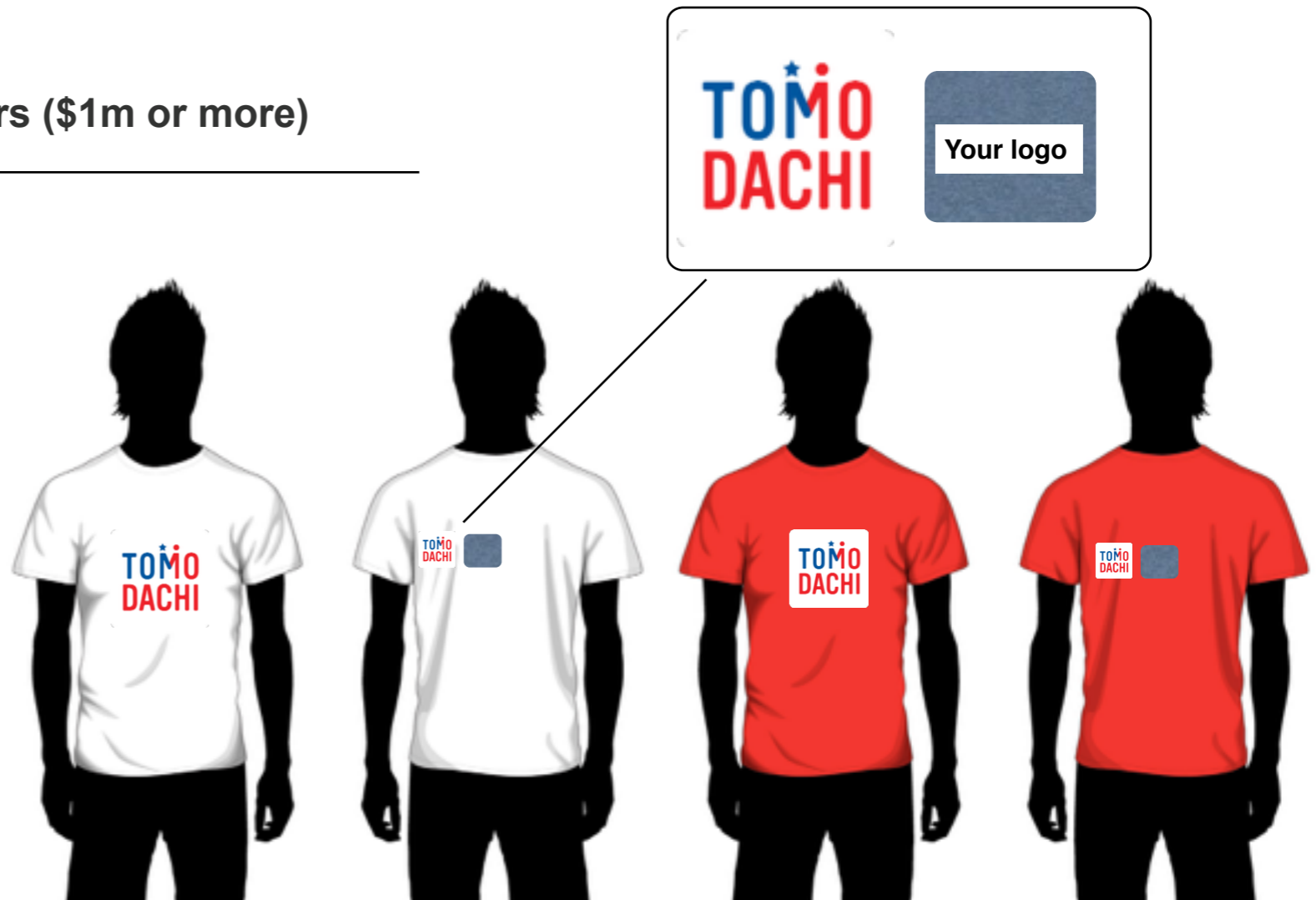
T-shirts for participants and staff

Only Strategic Partners can use the TOMODACHI logo with their corporate logo to create merchandise. Strategic Partners can place their company logo next to the TOMODACHI logo. The corporate logo must be the same size as the TOMODACHI logo or smaller.

The TOMODACHI logo should be placed on the left and the Strategic Partner logo on the right as follows.

When creating merchandise with the TOMODACHI logo, please consult the TOMODACHI Marketing Specialist to ensure that it is within the logo guidelines.

Merchandise with the TOMODACHI logo cannot be sold.



Examples for Sponsors (\$100,000 to \$1m) & Supporters (\$10,000 to \$100,000)

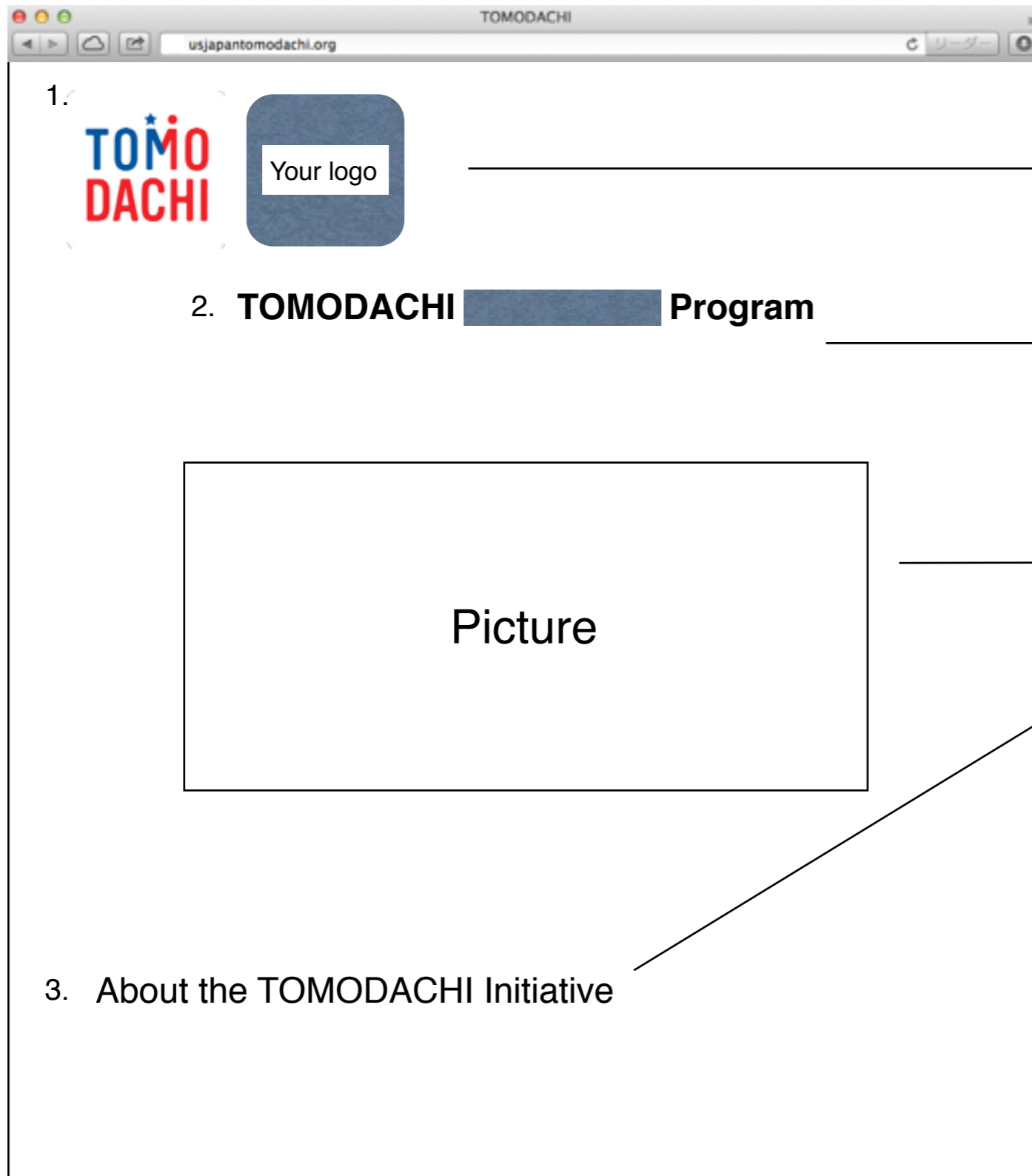
T-shirts for participants and staff

Sponsors can use the produced TOMODACHI T-shirts. Adding your own corporate logo to the T-shirt is not permitted at the sponsor/ supporter level as it is reserved for Strategic Partners only.

When creating merchandise with the TOMODACHI logo, please consult the TOMODACHI Marketing Specialist to ensure that it is within the logo guidelines.

Merchandise with the TOMODACHI logo cannot be sold.





1. When you are talking about the TOMODACHI program on your website, please put the TOMODACHI logo on the left of your company logo.

2. Please use the approved/agreed program name. Sponsor level donors cannot use their company name in the program name.

3. Please place a picture from the program if possible.

4. Please have a space for “About the TOMODACHI Initiative”. Please use our mission statement:

About the TOMODACHI Initiative

The TOMODACHI Initiative is a public-private partnership between the U.S.-Japan Council and the U.S. Embassy in Tokyo. Born out of support for Japan’s recovery from the Great East Japan Earthquake, TOMODACHI invests in the next generation of Japanese and American leaders through educational and cultural exchanges as well as leadership programs.

We seek to foster a “TOMODACHI Generation” of young American and Japanese leaders who are committed to and engaged in strengthening U.S.-Japan relations, appreciate each other’s countries and cultures, and possess the global skills and mindsets needed to contribute to and thrive in a more cooperative, prosperous, and secure world.

For more information please visit:

<http://usjapantomodachi.org>

1. TOMODACHI [] Program

2. Picture

3. Information on the program

Blurb about the Company

About the TOMODACHI Initiative


For use at events or when explaining your CSR activities with TOMODACHI, here is a sample one-pager. Please put your logo on the top right corner and the TOMODACHI logo on the top left corner.

1. Please use the approved/agreed program name. Sponsor level donors cannot use their company name in the program name.

2. Please place a picture from the program or orientation if possible.

3. Please have a space for “About the TOMODACHI Initiative”. Please use our mission statement:
 About the TOMODACHI Initiative
 The TOMODACHI Initiative is a public-private partnership between the U.S.-Japan Council and the U.S. Embassy in Tokyo. Born out of support for Japan’s recovery from the Great East Japan Earthquake, TOMODACHI invests in the next generation of Japanese and American leaders through educational and cultural exchanges as well as leadership programs.
 We seek to foster a “TOMODACHI Generation” of young American and Japanese leaders who are committed to and engaged in strengthening U.S.-Japan relations, appreciate each other’s countries and cultures, and possess the global skills and mindsets needed to contribute to and thrive in a more cooperative, prosperous, and secure world.
 For more information please visit:
<http://usjapantomodachi.org>

1.



2.

a

Becomes a Proud

b

of the TOMODACHI Initiative

-- Providing support for programs that will help build the TOMODACHI Generation --

3.

Picture

4. Information on the program

Blurb about the Company

About the TOMODACHI Initiative

1. Strategic Partners can use their company name for their TOMODACHI program.

2. Press release title: (example)

-a. Company name

-b. Donor level

3. Please place a picture from the program or orientation if possible.

4. Please have a space for “About the TOMODACHI Initiative”. Please use our mission statement:

About the TOMODACHI Initiative

The TOMODACHI Initiative is a public-private partnership between the U.S.-Japan Council and the U.S. Embassy in Tokyo. Born out of support for Japan’s recovery from the Great East Japan Earthquake, TOMODACHI invests in the next generation of Japanese and American leaders through educational and cultural exchanges as well as leadership programs.

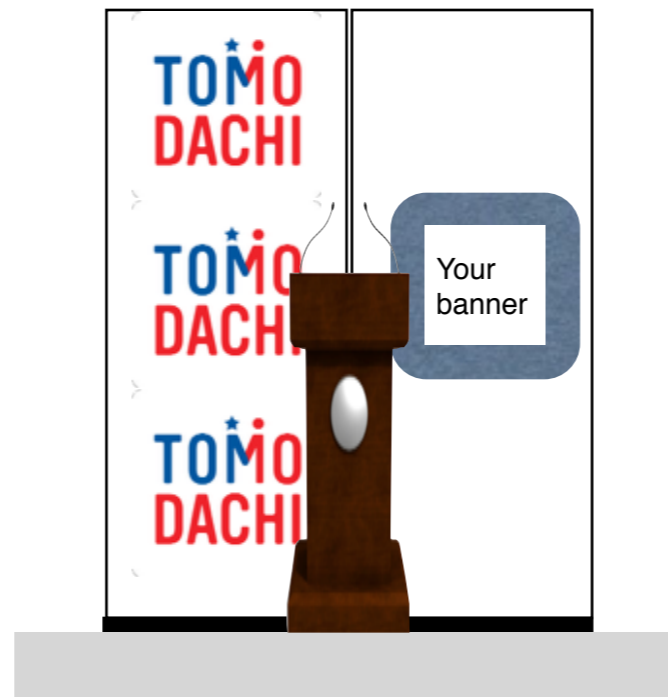
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For more information please visit:

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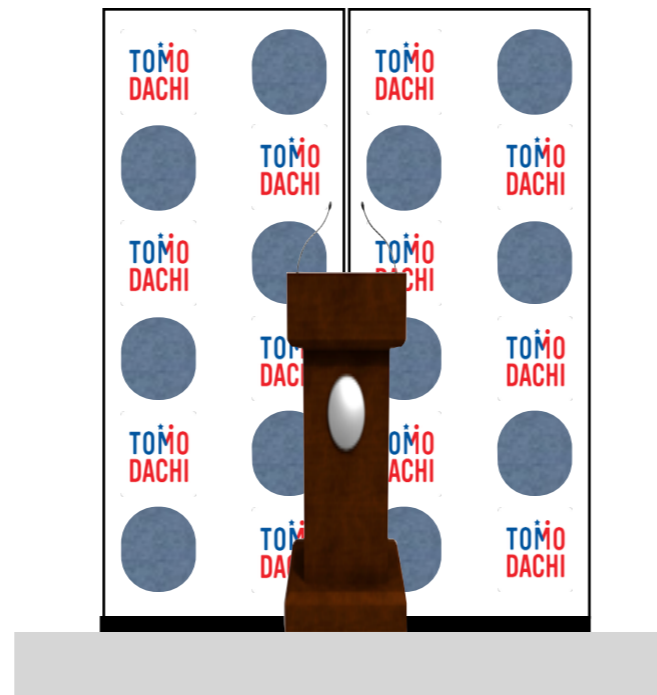
Placement of Logos for Collaboration Banners for Strategic Partners

In the event that a collaborative banner is required, please use the following guidelines.
(Cost and design will need to be discussed.)



When placing the banners, please place the TOMODACHI banner on the left.

or



Collaboration banners can be used.