Tomodachi Logo Guideline

Ver.11 - Regular + with white background
04/13/2015
THE OFFICIAL TOMODACHI LOGOS
This is the official TOMODACHI logo.
COLOR SCHEMES
OFFICIAL TOMODACHI LOGO - Color Scheme

* Above is the priority, but in case you need to use Pantone, please use:
PANTONE 661 C

* Above is the priority, but in case you need to use Pantone, please use:
PANTONE 186 C
* Do not use unless the printed material only allows black & white.
SPACINGS, ALIGNMENTS, & SIZES
The smallest size to use this logo is **18mm** (in width), to avoid losing its details.
Isolation area around the logo should be maintained at all times.
When you center the logo altogether, it will look placed a little lower than the center. (Example A)
To adjust, the center point of logo should be calculated without the star and the dot above the M. (Example B)
This is our suggestion on typefaces for the texts that appear with the logo. The typeface used above is called Gotham-Bold. We suggest to use the neutral and distinguishable color, such as black or gray. This is different from the typeface used for the logo, yet has same balance and ambience.

*The spacing rule applies to logo with R and TM as well.*
WHEN USING THE LOGO
ON COLORED AND IMAGE BACKGROUNDS
The white box in the background.

Please use the provided official lockup for above designs. Do not re-create.
The white box in the background.

Please use the provided official lockup for above designs. Do not re-create.
TOMODACHI LOGO WITH WHITE BORDER: SPACE

When to use this version,
Isolation area around the logo’s white box should be maintained at all times.
This is our suggestion on typefaces for the texts that appear with the logo. The typeface used above is called Gotham-Bold. We suggest to use the neutral and distinguishable color, such as white. This is different from the typeface used for the logo, yet has same balance and ambience.

*The spacing rule applies to logo with R and TM as well.*
USAGE EXAMPLES

*Above images are examples; size doesn’t matter on usage.
The white box in the background.
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The white box in the background.
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USAGE EXAMPLES

*Above images are examples; size doesn’t matter on usage.
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DO NOT...
DO NOT...

1. Use isolated parts of the logo.
2. Change the size ratios.
3. Change the lock-up.
4. Use other color combinations.
5. Use in one color.
6. Apply outlines.
7. Tilt.
8. Use any effects.
DO NOT... : for colored and image backgrounds.

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

* Please use with white frame or box in the background. Either way is fine.

Do not change the size of the white box. Do not put borders around.
PARTY

Tokyo / New York