

# Tomodachi Logo Guideline

Ver.11 - Regular + with white background

04/13/2015



**PARTY**

# **THE OFFICIAL TOMODACHI LOGOS**

**OFFICIAL TOMODACHI LOGO**



This is the official TOMODACHI logo.

# **COLOR SCHEMES**

# OFFICIAL TOMODACHI LOGO - Color Scheme



IN CMYK:  
C=100 M=70 Y=0 K=20

INI RGB:  
R=0 G=66 B=142

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



IN CMYK:  
C=0 M=100 Y=90 K=0

IN RGB:  
R=230 G=0 B=32

\* Above is the priority,  
but in case you need to  
use Pantone, please use:  
**PANTONE 186 C**

**MONOCHROME**



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

## **SPACINGS, ALIGNMENTS, & SIZES**

## SIZE - Logo



TOMO  
DACHI



TOMO  
DACHI



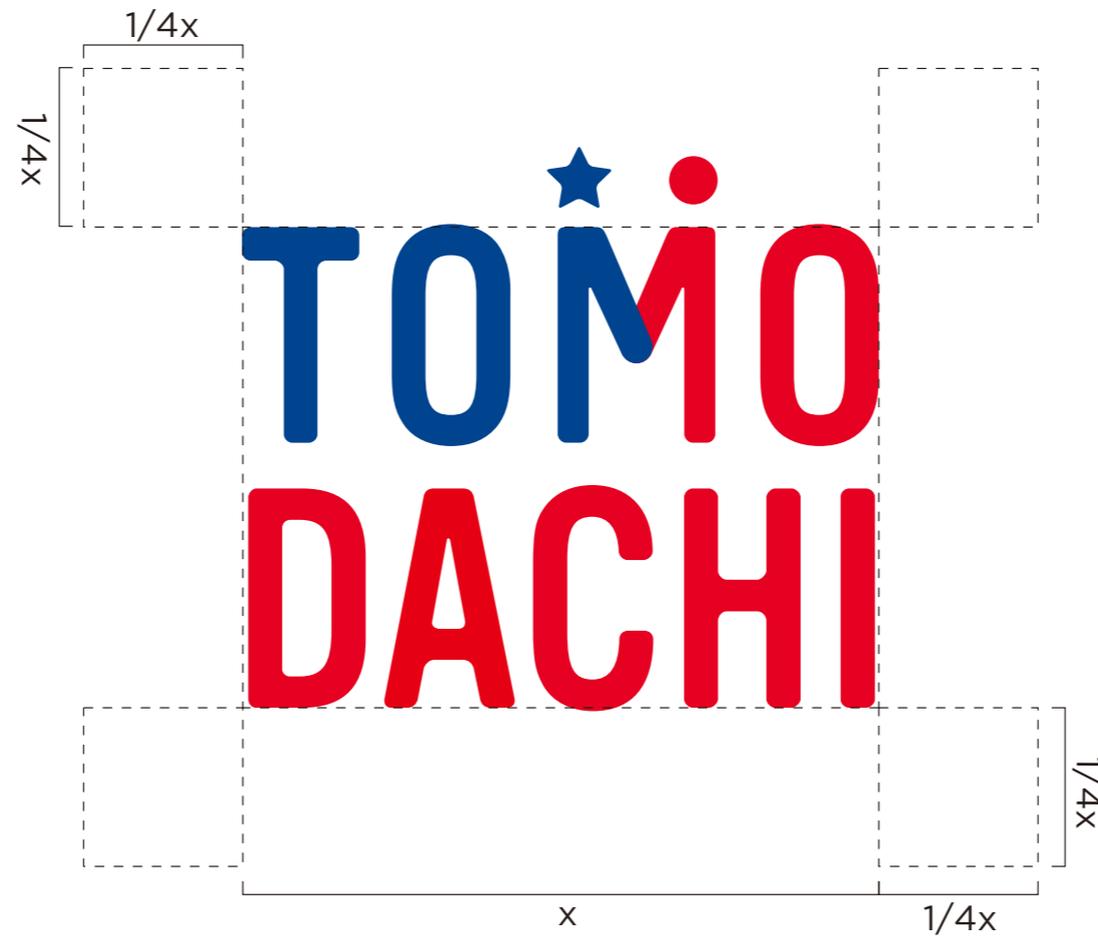
TOMO  
DACHI



TOMO  
DACHI

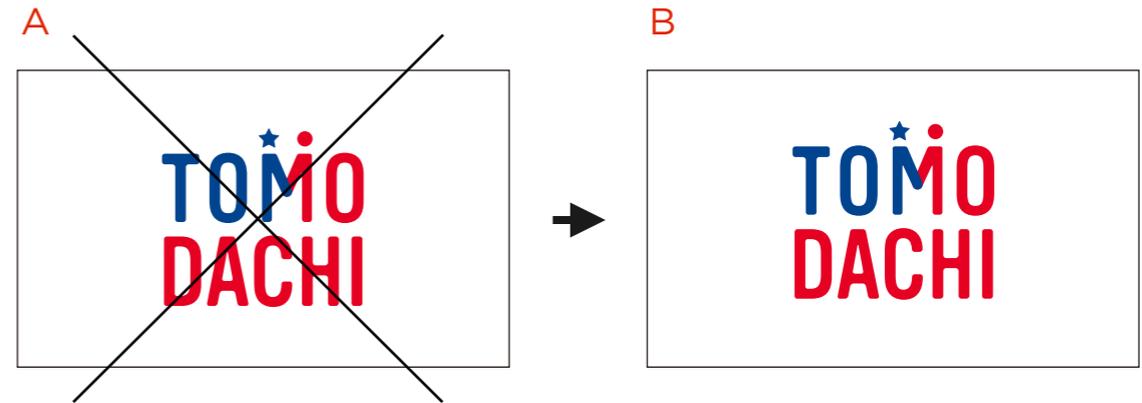
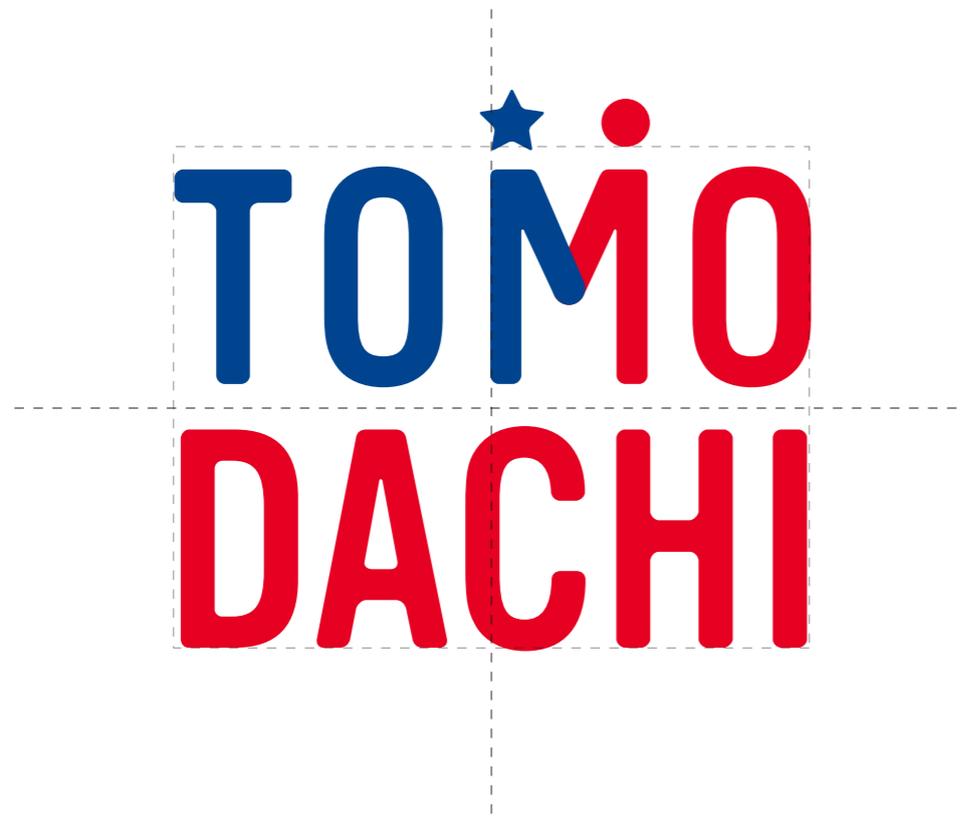
The smallest size  
to use this logo is **18mm** (in width),  
to avoid losing its details.

## SPACING



Isolation area around the logo should be maintained at all times.

## CENTERING



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**)

## URL

TOMO  
DACHI

**tomodachi.org**

The margin  
should be the spacing  
that has been  
noted in P.9

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**

## TOMODACHI LOGO WITH WHITE BORDER



The white box in the background.

**Please use the provided official lockup for above designs. Do not re-create.**

# TOMODACHI LOGO WITH WHITE BORDER: SPEC



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.

## URL



The margin should be the spacing that has been noted in P.15

**tomodachi.org**

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.

**Please use the provided official lockup for above designs. Do not re-create.**

## TOMODACHI LOGO WITH WHITE BORDER



The white box in the background.

**Please use the provided official lockup for above designs. Do not re-create.**

## USAGE EXAMPLES



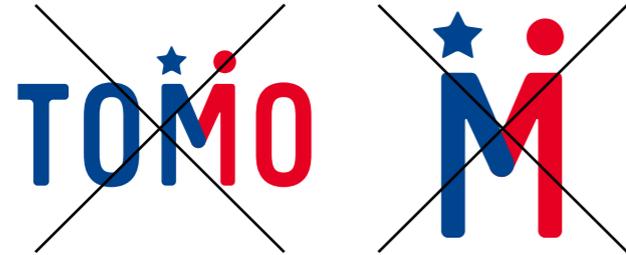
\*Above images are examples; size doesn't matter on usage.

The white box in the background.

**Please use the provided official lockup for above designs. Do not re-create.**

**DO NOT..**

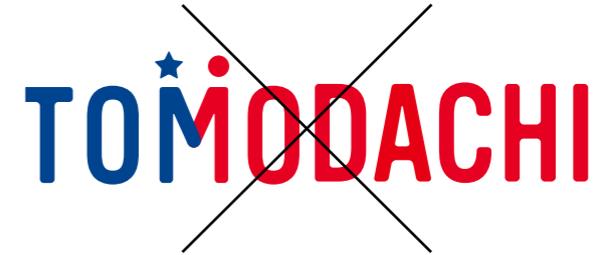
DO NOT...



use isolated parts of the logo.



change the size ratios.



change the lock-up.



use other color combinations.



use in one color.



apply outlines.



tilt.



use any effects.



transform.

**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