

Tomodachi Logo Guideline

Ver.11 - Regular + with white background

04/13/2015



PARTY

THE OFFICIAL TOMODACHI LOGOS

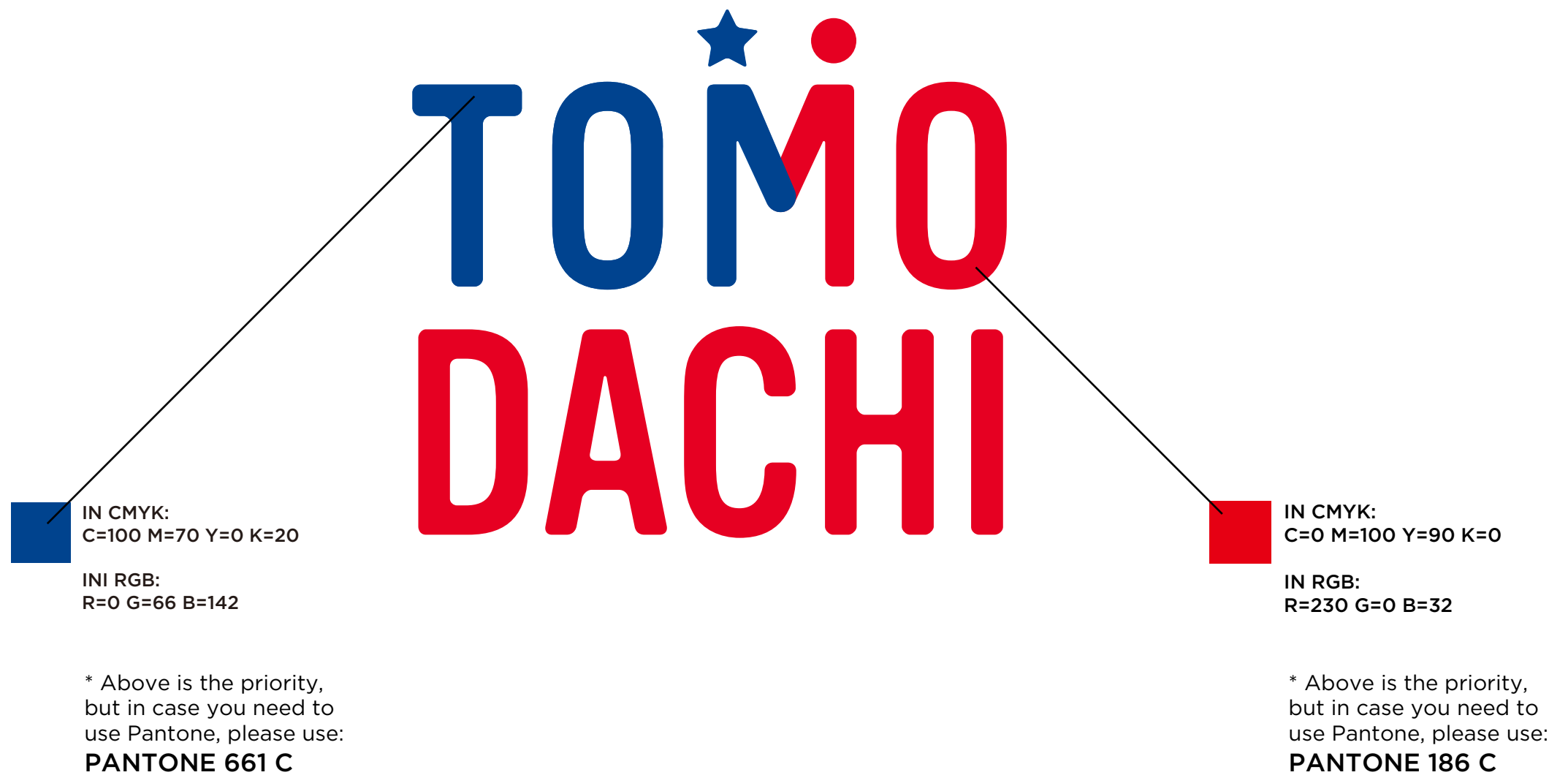
OFFICIAL TOMODACHI LOGO



This is the official TOMODACHI logo.

COLOR SCHEMES

OFFICIAL TOMODACHI LOGO - Color Scheme



MONOCHROME



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

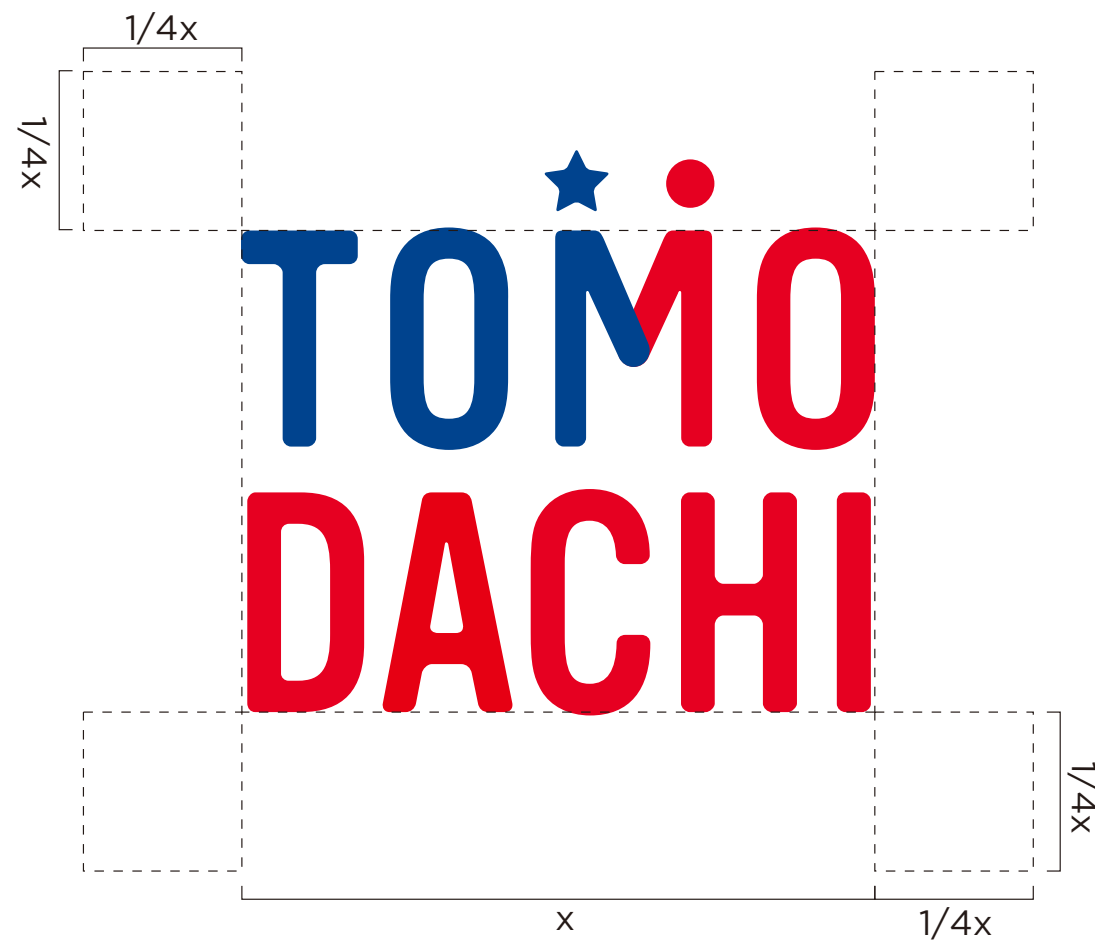
SPACINGS, ALIGNMENTS, & SIZES

SIZE - Logo



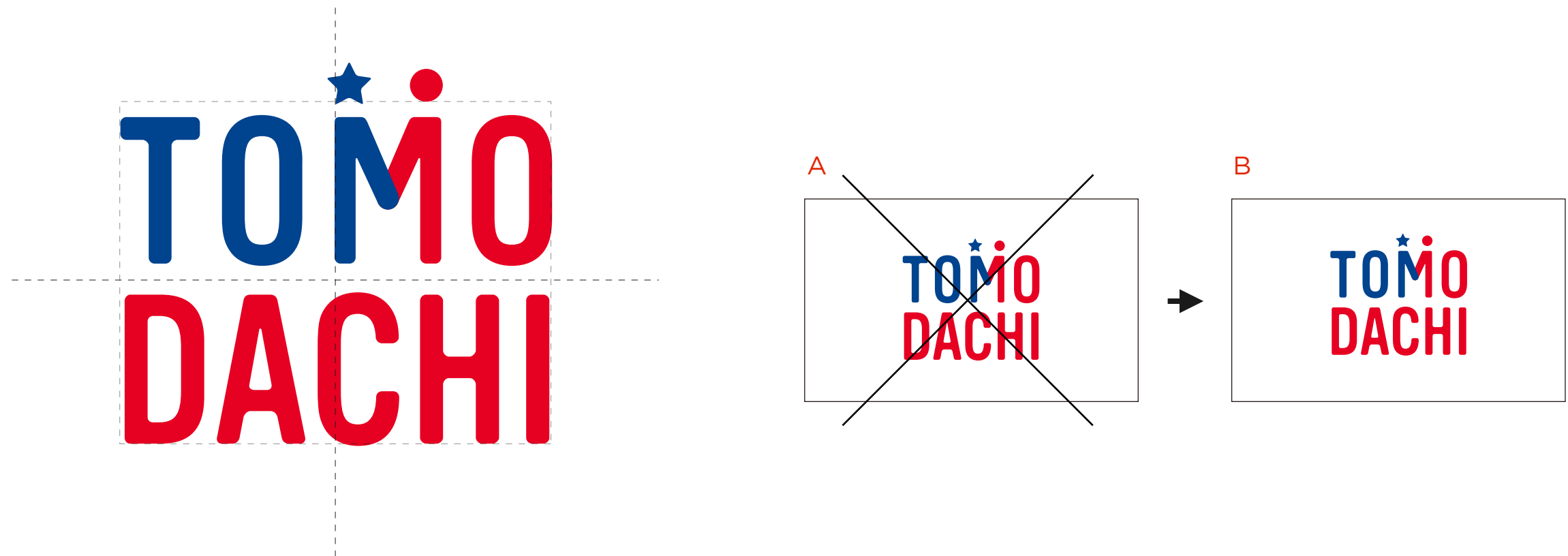
The smallest size
to use this logo is **18mm** (in width),
to avoid losing its details.

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.
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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



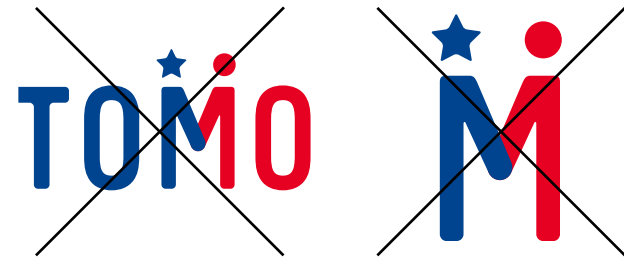
*Above images are examples; size doesn't matter on usage.

The white box in the background.

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

DO NOT...

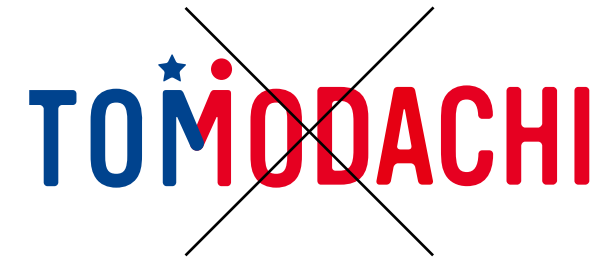
DO NOT...



use isolated parts of the logo.



change the size ratios.



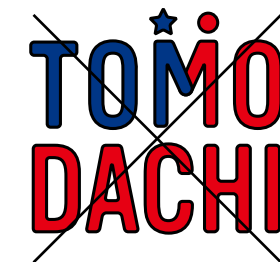
change the lock-up.



use other color combinations.



use in one color.



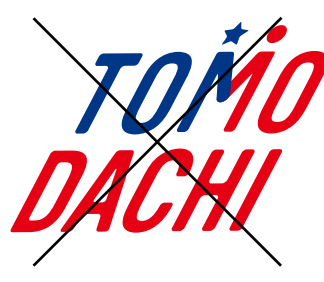
apply outlines.



tilt.



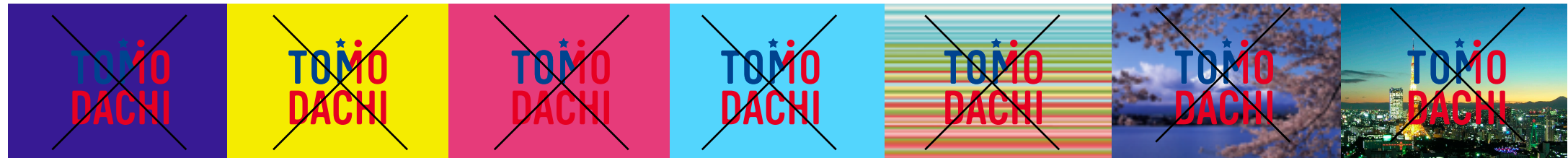
use any effects.



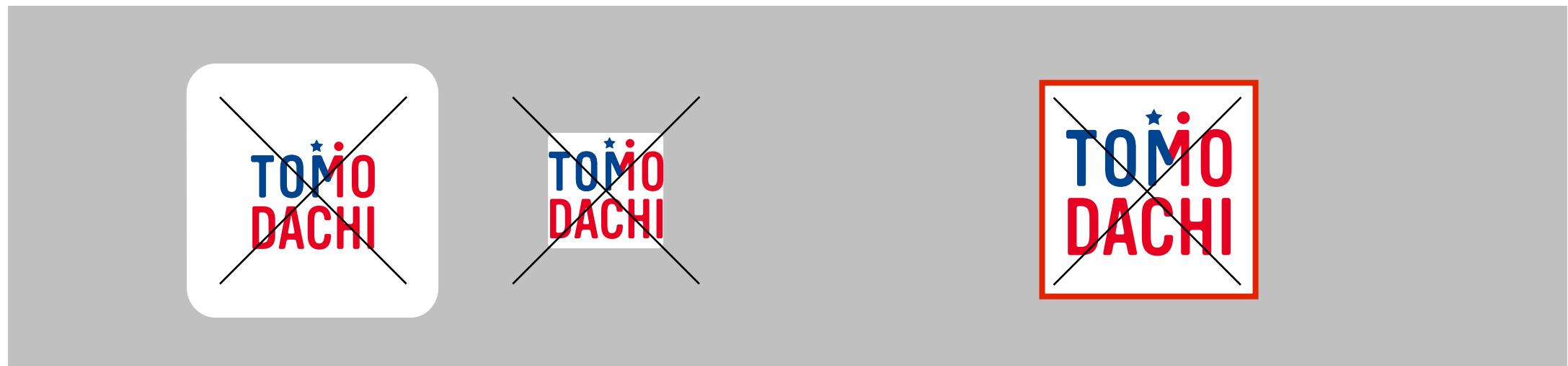
transform.

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