



READ JAPAN PROJECT

Logo Usage Guidelines

2024.06.11

Color of the Symbol



READ JAPAN RED

CMYK C=33%、M=100%、Y=88%、K=0%

RGB R=179%、G=29%、B=46%

DIC DIC196

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CMYK C=0%、M=0%、Y=0%、K=100%

RGB R=0%、G=0%、B=0%

DIC DIC582

Symbol and Logotype

- Priority Level 1



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Symbol and Logotype

- Priority Level 2



- Priority Level 3



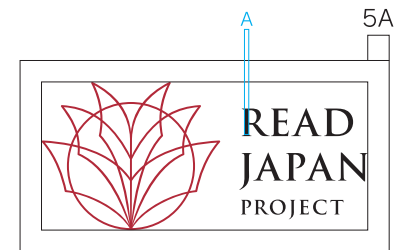
Margins around Symbol and Logotype

Please create margins between the logo and other elements.

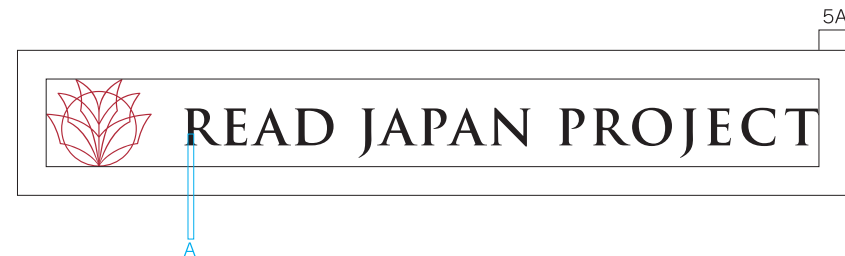
● Priority Level 1



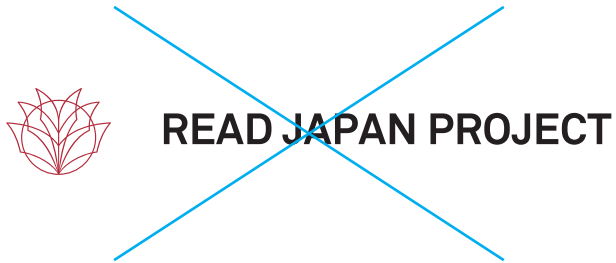
● Priority Level 2



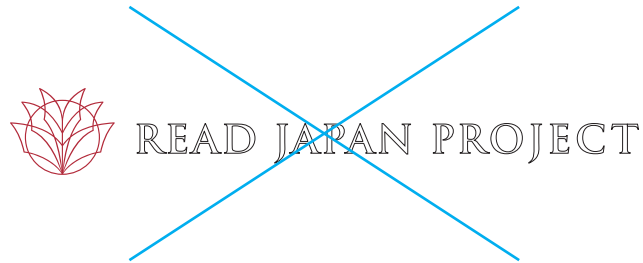
● Priority Level 3



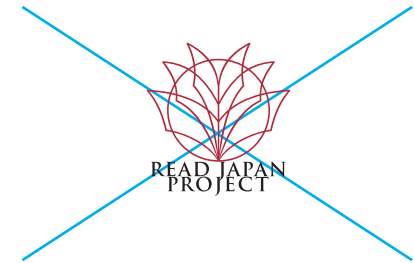
Prohibited Usage



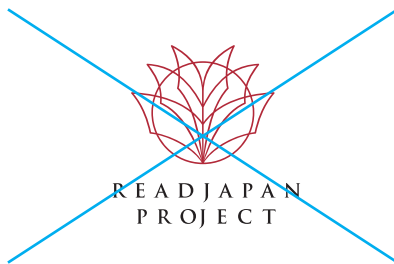
Do not use different typeface



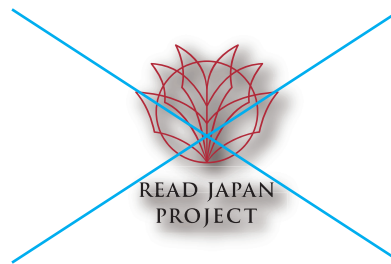
Do not use an outline font



Do not change the distance between the symbol and logotype



Do not change the letter spacing

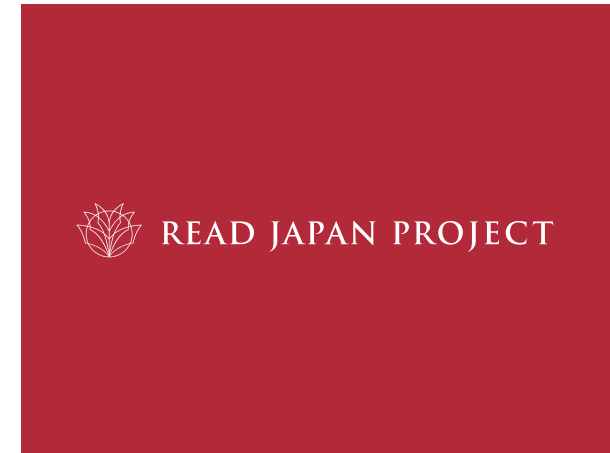


Do not add shadows



Do not add a border of the same color

Background Color



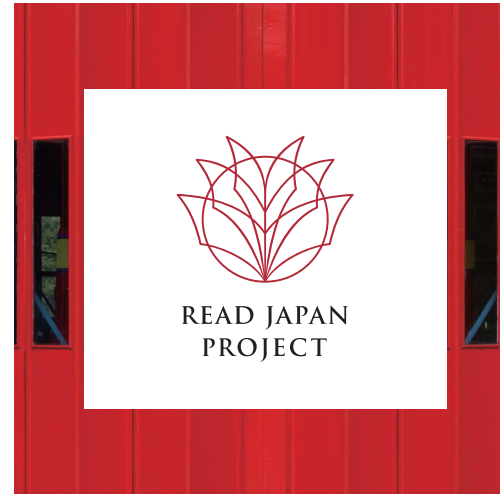
Use READ JAPAN RED as the background color when the logo is white.



If the color logo is used, make sure there are margins larger than those indicated on page 5.

Use with Photos

When a photo is used as a background, be sure to maintain visibility.



Use a white background,
as appropriate.



Do not use if visibility is
difficult to ensure.