

Guide for using JSPS Logo Mark

2014. 4.1

Japan Society for the Promotion of Science

Approved Patterns

1. Japanese logotype

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3. English logotype

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4. English + Japanese logotypes

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6. Abbreviation

JSPS

2. logo



* The JSPS logo is the core component of our identity. Made up with various parts, the logo functions as a visual signature. Please do not alter it.

5. Logo + logotype



7. Logo + Abbreviation



Formation ratios

<logo>



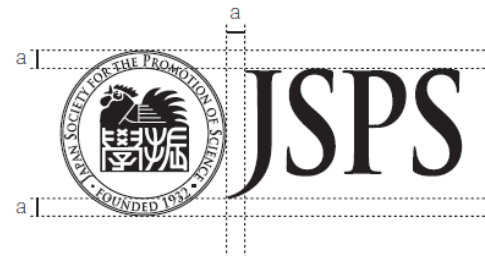
<logotype>



<logo + logotype>



<logo+ abbreviation>



Incorrect Usage

✗ Using other type of fonts



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✗ Using logos in between the sentences



was founded in 1932 as a non-profit foundation.

JAPAN SOCIETY FOR THE PROMOTION OF SCIENCE entered a new phase with its conversion to an independent administrative institution.

✗ Being hard to tell apart from background



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✗ Having artificial effects (ex. shadow)



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✗ Combined with other figures which have strong images



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✗ Leaving outline only



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Color Usage

- JSPS does not prescribe the logo color. It's basic color used by JSPS is black and white.
- Other colors may be used taking into account JSPS's history and vision.



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Minimum Sizes

<logo>



* Both in print and on the web, nothing smaller than a minimum size of 10mm × 10mm.

<logotype>

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JSPS

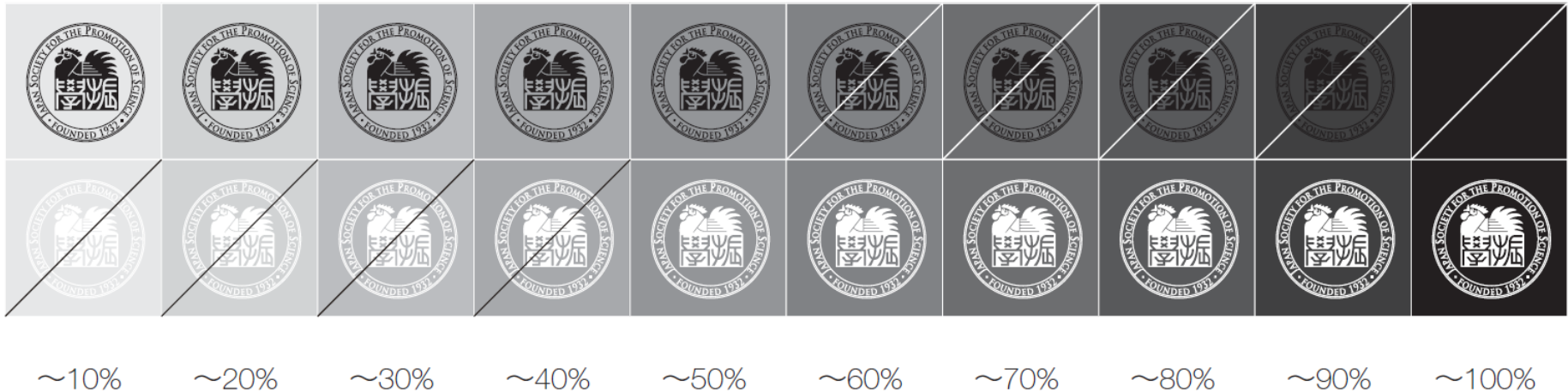
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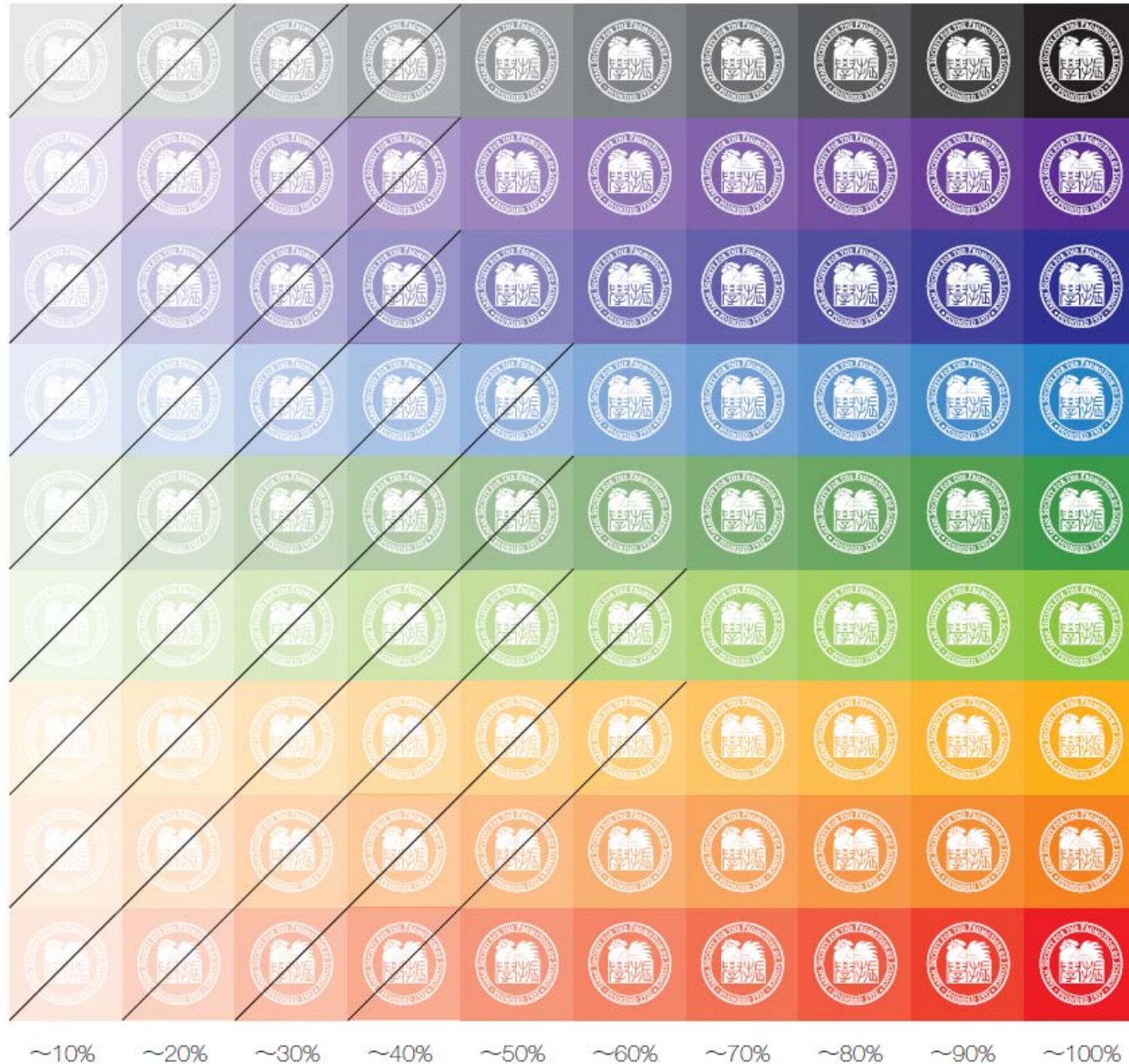
* All logotype should be used with visually perceivable size.

Connection with background (1)

- Please refer to the below color chart which shows the relation between logo and related colors.
- The background with a slash cannot be used. They do not show logo clearly.
- Logotype should be used in the same manner.



Connection with background (3)



For inquiries regarding use of the JSPS logo, please
email us at the below address:

Policy Planning, Information and Systems Division,
Administration Department
Email: publicrelations@jsps.go.jp