

# JSPS Logos & Usage Guidelines

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Revised April 1, 2024

Japan Society for the Promotion of Science



# JSPS DESIGN SYSTEM

Japan Society for the Promotion of Science

The emblem logo is the most central element of the JSPS Design System and symbolically represents the Japan Society for the Promotion of Science. The emblem logo is composed of several parts, and only the assembly of the parts has a strong power to appeal to the public. No single part can be used alone.

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The logotypes serve as a symbolic element that substitutes the emblem logo.  
Please use the appropriate logotypes depending on the purpose of the notation and the space available.

■Japanese logotype

日本学術振興会

■English logotype

JAPAN SOCIETY FOR THE PROMOTION OF SCIENCE

■English + Japanese logotypes

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■English initials logotype

JSPS

As a color that reflects the history and vision of JSPS, we have established navy blue lapis lazuli (Kon-ruri) as the official color and encourage its proactive use.

■ 紺瑠璃 (Kon-ruri/navy blue lapis lazuli)



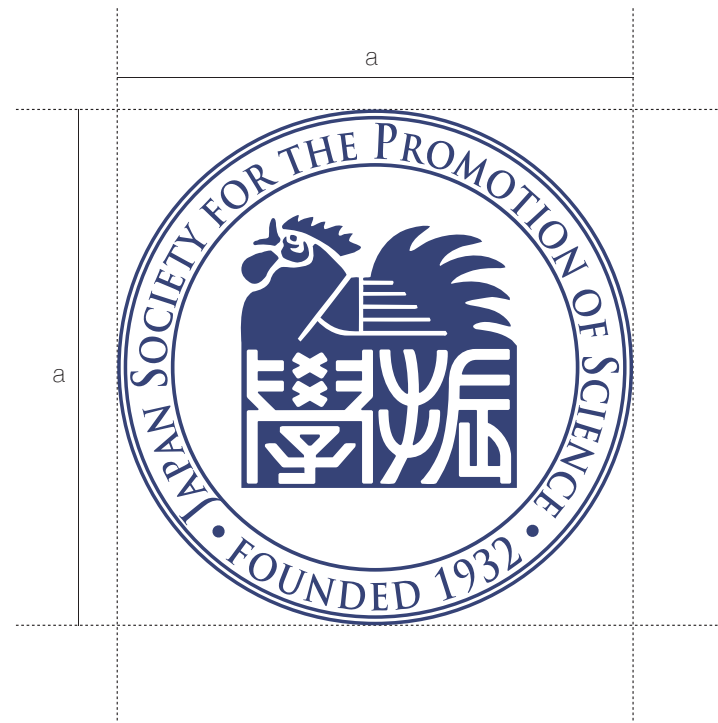
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CMYK	C:74 M:62 Y:0 K:41
HEX	#39427B
RGB	R:57 G:66 B:123
Contrast Ratio	9.38 : 1

■ Proportions of the emblem logo

For the emblem logo, we have established proportions that are the original form and the standard for labeling. The logo cannot be labeled in any other proportions. As shown in the image below, the basic proportion is the ratio of the horizontal (a) to the vertical (a).



■ Emblem logo

If the emblem logo is to be displayed in a small size, its top and bottom dimensions must be at least 10 mm. Please note that it cannot be displayed below this size.

■ Logotypes

If the logotypes are displayed in a small size, they should be displayed in a size that ensures visibility.



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### ■Signature System

Here are the rules of the signature system for the Japanese and English logotypes and for combining the emblem logo with the logotypes. The sizes, proximity, and layout should follow the rules shown in the illustration below.

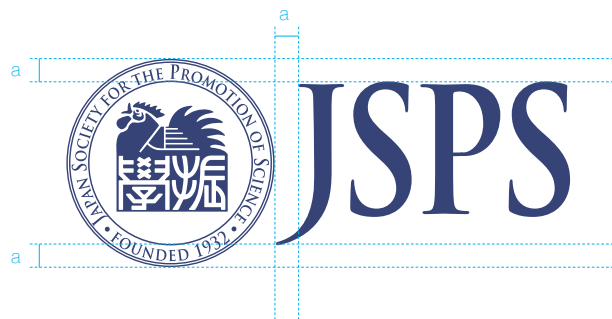
#### ■English + Japanese logotypes



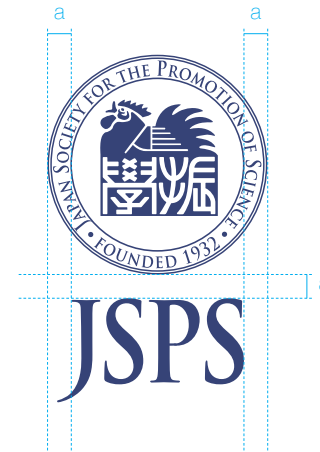
#### ■LEmblem logo + English + Japanese logotypes



#### ■Emblem logo + English initials logotype (horizontal layout)



#### ■Emblem logo + English initials logotype (stacked layout)

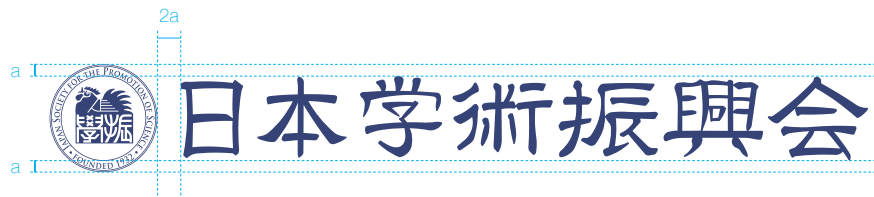




### ■Signature System

Here are the rules of the signature system for the Japanese logotypes and for combining the emblem logo with the logotypes. The sizes, proximity, and layout should follow the rules shown in the illustration below.

#### ■Emblem logo + Japanese logotype (horizontal layout)



#### ■Emblem logo + Japanese logotype (vertical layout)

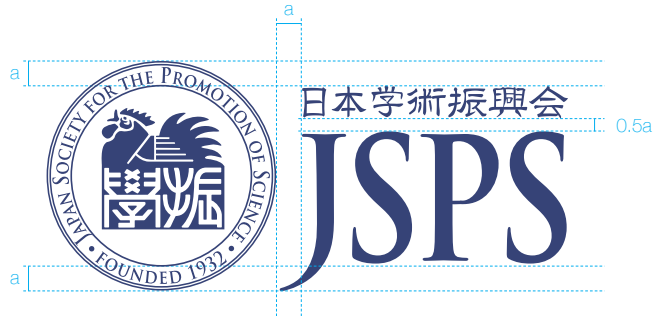


#### ■Emblem logo + Japanese logotype (stacked layout)



**■Signature System**

Here are the rules of the signature system for the Japanese and English logotypes and for combining the emblem logo with the logotypes. The sizes, proximity, and layout should follow the rules shown in the illustration below.

**■Emblem logo + Japanese logotype + English initials logotype (horizontal layout)****■Emblem logo + Japanese logotype + English initials logotype (stacked layout)**

These are the combinations of the emblem logo and logotypes that have been created according to the defined rules. When using these combinations, the proximity, layout, and balance of each element must be maintained without changing. Please refer to the following pages for clear space requirements for each combination.

(1) Emblem logo + English + Japanese logotypes



(2-1) Emblem logo + English initials logotype (horizontal layout)



(3-1) Emblem logo + Japanese logotype (horizontal layout)



(4-1) Emblem logo + Japanese logotype + English initials logotype (horizontal layout)



(2-2) Emblem logo + English initials logotype (stacked layout)



(3-2) Emblem logo + Japanese logotype (stacked layout)



(4-2) Emblem logo + Japanese logotype + English initials logotype (stacked layout)

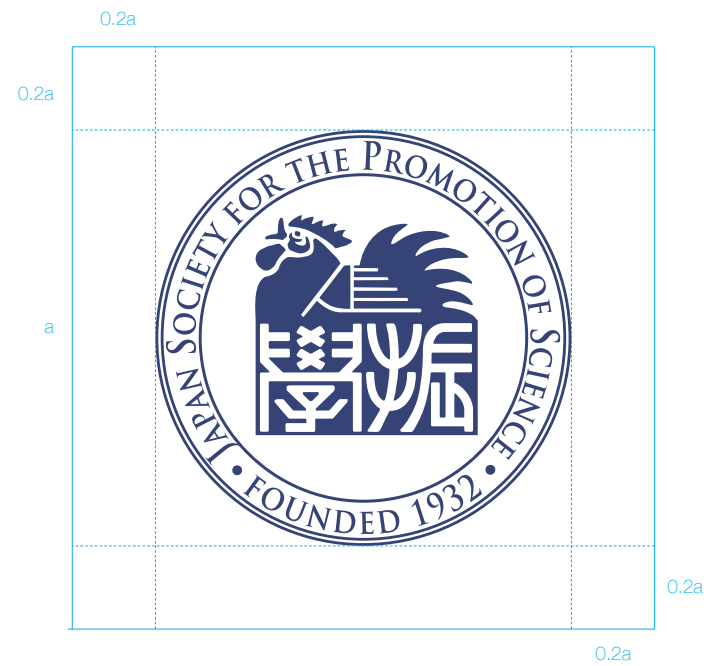


(3-3) Emblem logo + Japanese logotype (vertical layout)



To ensure that each element of the emblem logo and logotypes can always be properly recognized, a clear space must be left around them. Do not place any other design elements or text in the clear space.

■ Clear space for the emblem logo



To ensure that each element of the emblem logo and logotypes can always be properly recognized, a clear space must be left around them.  
Do not place any other design elements or text in the clear space.



■ Clear space for the combination of English and Japanese logotypes



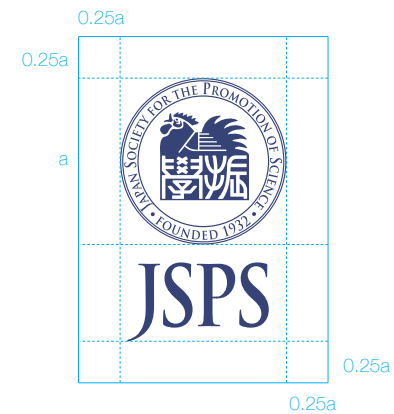
■ (1) Clear space for the combination of emblem logo + English + Japanese logotypes



■ (2-1) Clear space for the combination of emblem logo + English initials logotype (horizontal layout)



■ (2-2) Clear space for the combination of emblem logo + English initials logotype (stacked layout)

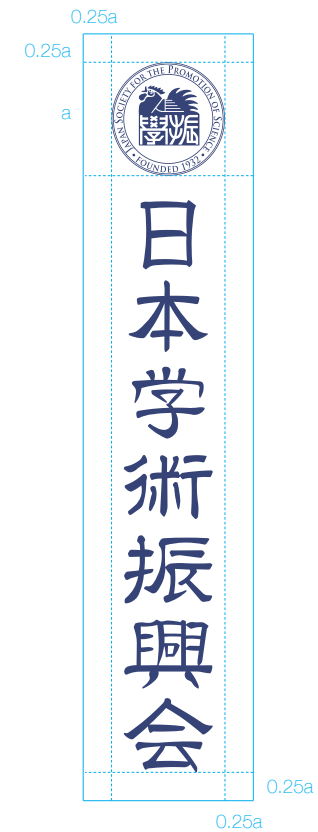


To ensure that each element of the emblem logo and logotypes can always be properly recognized, a clear space must be left around them.  
Do not place any other design elements or text in the clear space.

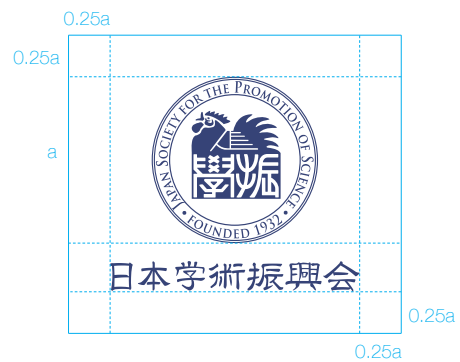
■ (3-1) Clear space for the combination of emblem logo + Japanese logotype (horizontal layout)



■ (3-3) Clear space for the combination of emblem logo + Japanese logotype (vertical layout)

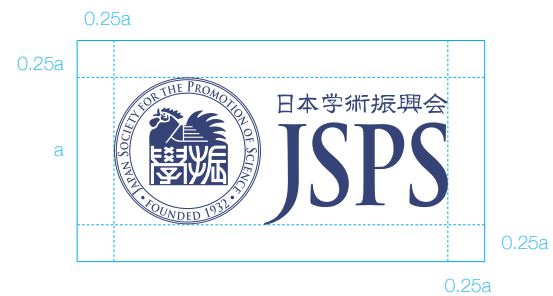


■ (3-2) Clear space for the combination of emblem logo + Japanese logotype (stacked layout)



To ensure that each element of the emblem logo and logotypes can always be properly recognized, a clear space must be left around them.  
Do not place any other design elements or text in the clear space.

■(4-1) Clear space for the combination of emblem logo + Japanese logotype + English initials logotype (horizontal layout)



■(4-2) Clear space for the combination of emblem logo + Japanese logotype + English initials logotype (stacked layout)



In order to accurately convey the JSPS image, the basic design elements must be correctly labeled according to the usage rules.

In particular, the emblem logo and logotypes must be handled with meticulous attention.

Here are some examples of incorrect usage for your reference.

For inquiries regarding the use of the JSPS logos, please e-mail us at the address below:

Policy Planning and Public Relations Division, Policy Planning Department Email: publicrelations@jps.go.jp

■ Using other font types



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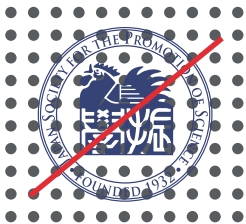
■ Using the logos within sentences



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.

■ Hardly distinguishable from the background



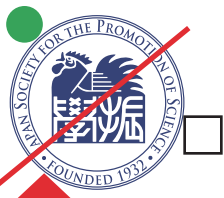
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■ Adding shadows to the logos



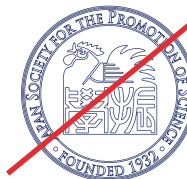
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■ Combined with other figures that have distinctive images



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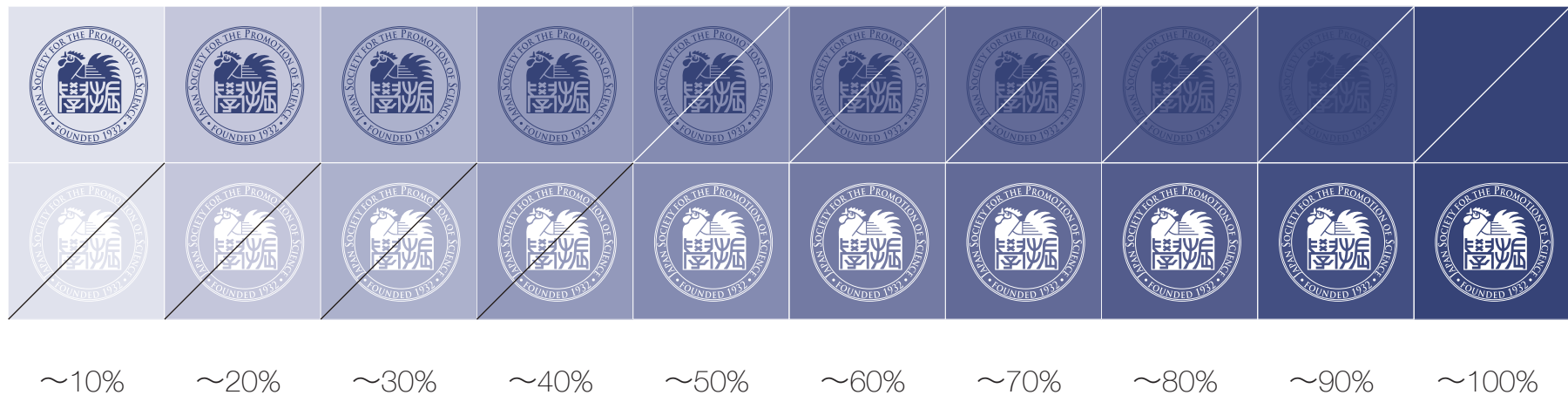
■ Using outline characters for the logos



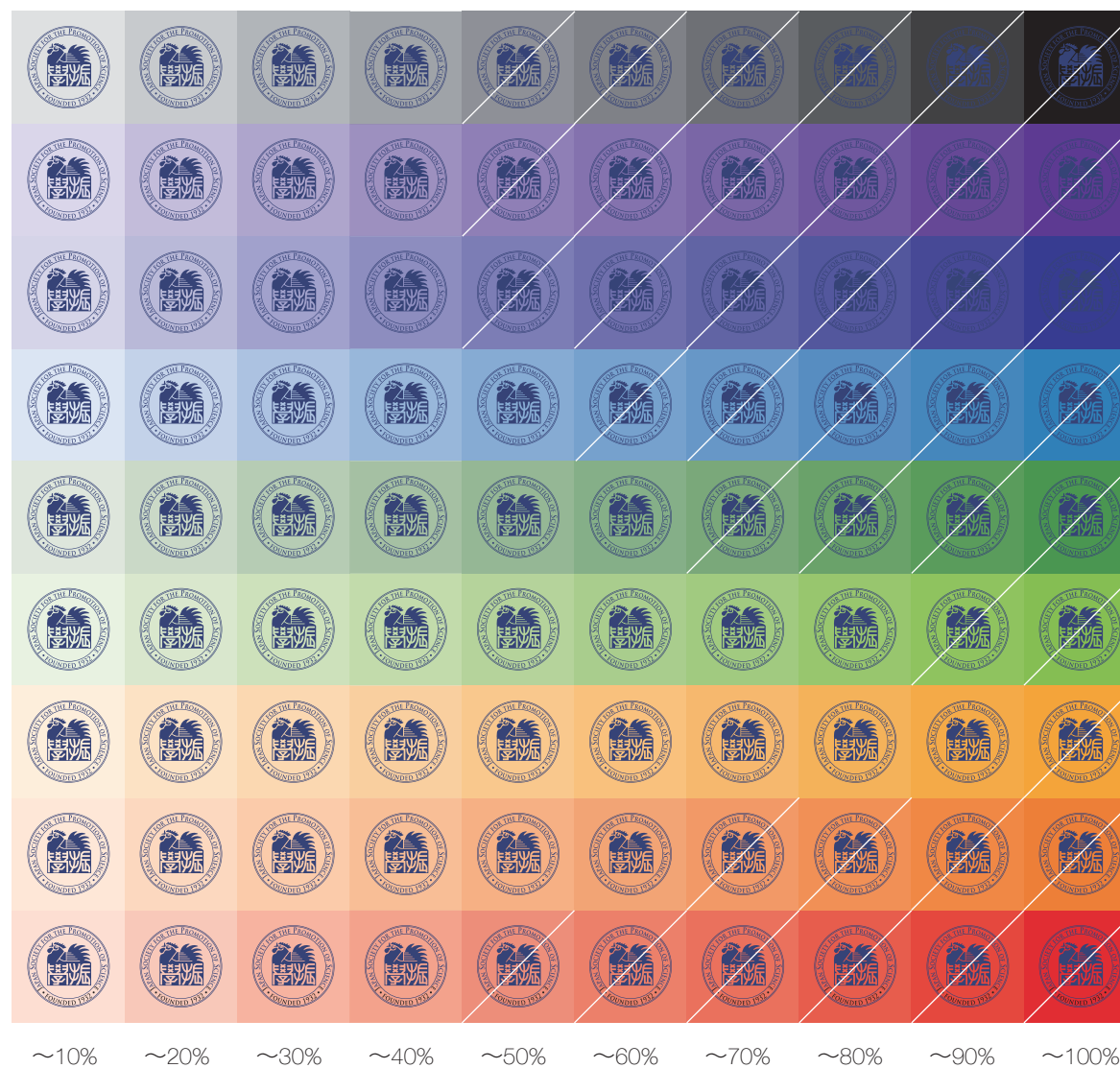
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- Below is a sample color chart that illustrates the relationships between the colors of the logos and similarly colored backgrounds, shown in the approximate color backgrounds.
- Depending on the density and brightness, the colors of the emblem logo and logotypes may not be clearly visible. Please use the color chart below as a reference.
- The backgrounds with a slash are examples of inappropriate relationships between the logos and the background colors.
- Please note that the examples below only illustrate the emblem logo, but the same applies to the logotypes.



- Below is a sample color chart that illustrates the relationships between the colors of the logos and the backgrounds, shown in color phases.
- Depending on the color phase, the colors of the logos may not be clearly visible. Please use the color chart below as a reference.
- The backgrounds with a slash are examples of inappropriate relationships between the logos and the background colors.
- Please note that the examples below only illustrate the emblem logo, but the same applies to the logotypes.





In situations where colors cannot be used, black or white (negative) can be used as an alternative.

■ Black 100%



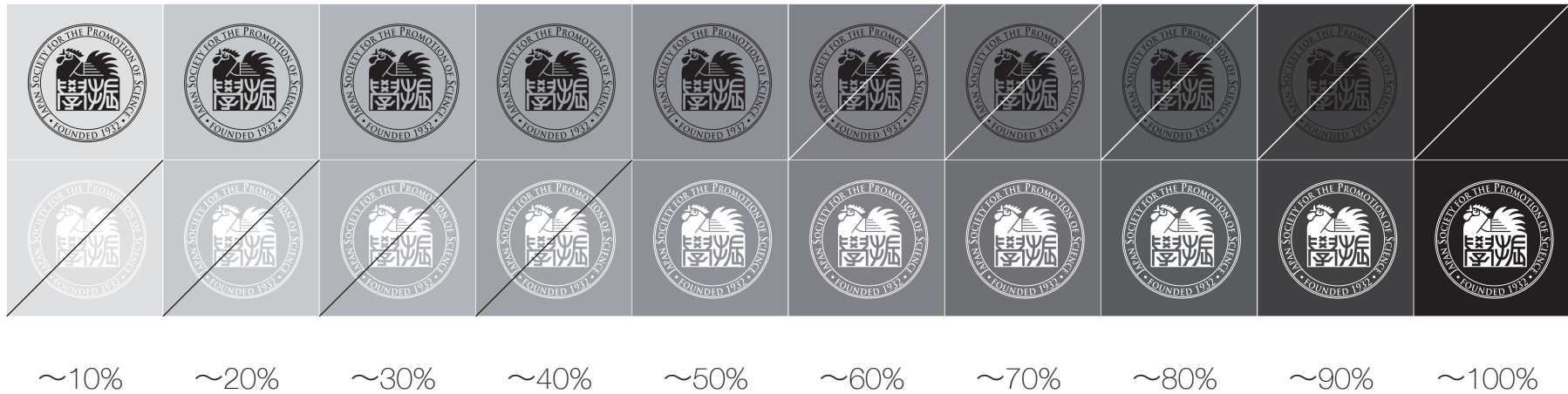
■ White 100%



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- Below is a sample color chart that illustrates the relationships between the logos in black-and-white and similarly colored backgrounds, shown in the approximate color backgrounds.
- The backgrounds with a slash are examples of inappropriate relationships between the logos and the background colors.
- Please note that the examples below only illustrate the emblem logo, but the same applies to the logotypes.



■ Japanese logotype

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■ English logotype

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■ English and Japanese logotypes

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■ English initials logotype

JSPS

■ Emblem logo



■ Emblem logo + English and Japanese logotypes



■ Emblem logo + English initials logotype



■ Emblem logo + English initials logotype (stacked layout)



■ Emblem logo + Japanese logotype (vertical layout)



■ Emblem logo + Japanese logotype + English initials logotype (horizontal layout)



■ Emblem logo + Japanese logotype (horizontal layout)



■ Emblem logo + Japanese logotype + English initials logotype (stacked layout)



■ Emblem logo + Japanese logotype (stacked layout)

