

**For those who have received the financial support of the Japan Foundation or authorization to the use the name “Japan Foundation” in support of their activities**

The Japan Foundation logos are protected by law and their use is forbidden without the express permission of the Japan Foundation.

Files containing Japan Foundation logos and emblems are available to download for the following applications:

- The printing of materials for activities organized with the financial support of the Japan Foundation
- The printing of materials for activities authorized to receive the support of the “Japan Foundation” name.

We recommend using logos or a logo with Japanese text

Four different file formats are provided below: EPS version 2, EPS version 9, JPEG, and TIFF. We recommend using an EPS file for high-quality materials printed by professional designers.

If you have any questions, please contact the Japan Foundation’s Information Center (e-mail: [jfic@jpf.go.jp](mailto:jfic@jpf.go.jp), tel.: 03-5369-6075).

## Guidelines on Logo Use

### 1. Logo variations

(1) The foundation logo has two basic variations (types A and B). The logo's colors must be either purple and gray or black and white (white only may be used if the background is sufficiently dark).

Purple must be PMS 2665C/DIC F320/C60 M70 Y0 K0 (the proximate color for printing) or R125 G63 B200 (the proximate screen color).

Gray must be PMS Cool Gray 11C/DIC G268/C0 M0 Y0 K85 (the proximate color for printing) or R85 G85 B85 (the proximate screen color).



(2) Logo with Japanese text



### 2. Points to note

(1) The minimum size is 15 mm wide for the type A logo and 25 mm wide for type B.

(2) Any alternation beyond enlargement and reduction is forbidden. The combination and the balance between the pattern and letters must not be

changed.

(3) The prescribed colors must be used when printing color materials.

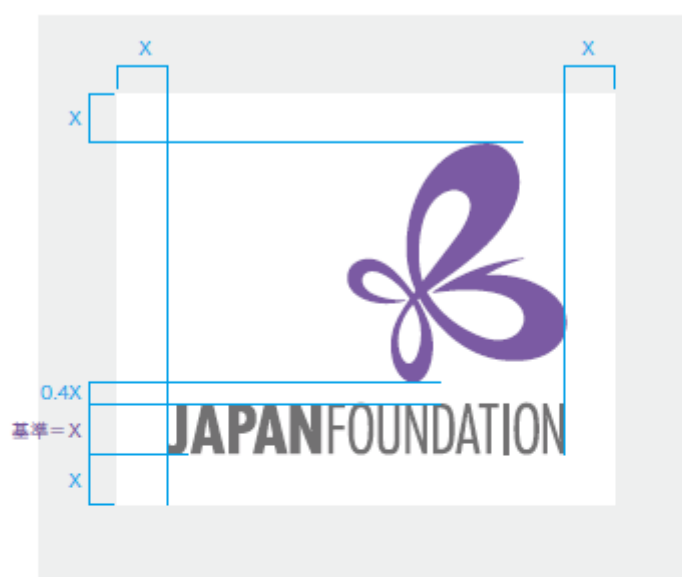
(4) Use of other colors is not permitted.

(5) The specified margins must be maintained.

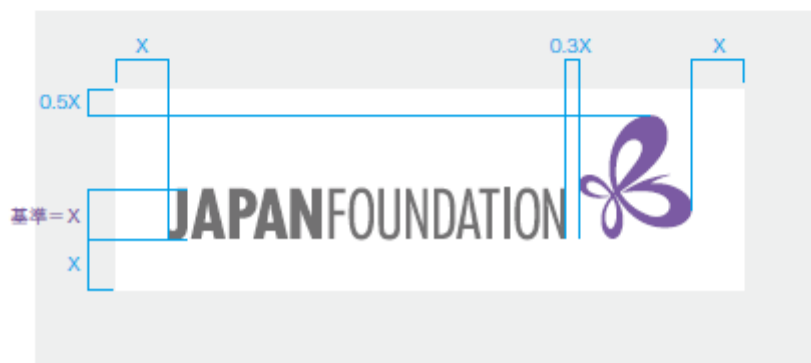
(6) The emblems must be clearly indicated, with special consideration given to the color of the background.

### The specified margins

余白規定 (Aタイプ)



余白規定 (Bタイプ)



3. If it is not possible to insert the entire logo, the Japanese text logo shown below may be used instead. The minimum size is 25 mm wide.



## **About the Japan Foundation Logo**

The Japan Foundation strives to be a globally active catalyst in order to communicate the appeal of Japanese culture, strike a chord with the people of the world, and foster mutual understanding through international exchange activities.

### **The “j and f” Motif**

The wings of the logo’s butterfly design form a lowercase j and f in cursive script, conveying our posture as a flexible and friendly cultural ambassador.

### **The Concept of Graceful Flight**

The emblem’s sleek gracefulness symbolizes freedom from ignorance and prejudice, the dynamism needed to achieve mutual understanding that transcends borders and cultures, and intellectual creativity.

### **The Butterfly Design**

The center of the logo’s butterfly design represents Japan. The soft contours emerging from and returning to the center express the foundation’s unending desire to serve as a medium for transmitting and receiving culture, art, language, and thought between Japan and of the rest of the world.

### **The Color Purple**

Purple has been our signature color since the establishment of the Japan Foundation.