

Terms of use for the CP+ logo—List of basic design elements 1

The CP+ logo is comprised of the following basic design elements.

Using and expanding them repeatedly in internal and external visual communication tools will accumulate and construct the concept of CP+ in the minds of the people who see those tools. Each tool must be used properly, with a sufficient understanding of the role involved.

CP+ logo mark

The CP+ logo mark stands as the core of the CP+ visual communication program, and it is a tangible form for the concept, spirit, and attitude toward the customers of CP+. This mark will be used in as many types of media as possible.

There are two types of logos: horizontal and vertical. You must consider the most favorable balance and layout when selecting which type to use, depending on the size, function, and purpose of your tool.

★You may only omit the description of the year for official promotional items or for those for which the event dates are described nearby.

Horizontal Type



Vertical Type



Colors for reproduction and background

RED	M 100 Y 100 / R 230 B 18
GREEN	C 100 Y 100 / G 153 B 68
BLUE	C 100 M 50 / G 104 B 182
ORANGE	M 70 Y 100 / R 236 G 108
LIGHT GREEN	C 50 Y 100 / R 142 G 195 B 31
LIGHT BLUE	C 70 / G 185 B 239
BLACK	K 100 / R 0 G 0 B 0
WHITE	K 0 / R 255 G 255 B 255

Positive type



Negative type



*The same will apply to the vertical type.

As a general rule, the logo must be shown on backgrounds of white or pale color. The Negative type only can be used on dark background colors if there is not enough white background color available.

*If you want to use photos and movies for the background, you must sufficiently consider identification and visibility. Any method of use that may impair the identification and visibility of the logo, for example, by placing diagrams or figures in the background, is prohibited.

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Minimum size of use

The minimum size of use is the size that can ensure the minimum amount of visibility for the logo. You must use the logo in sizes larger than this minimum size of use. Showing the logo in a size smaller than the minimum size cannot provide proper reproduction due to blurring.

For printed items

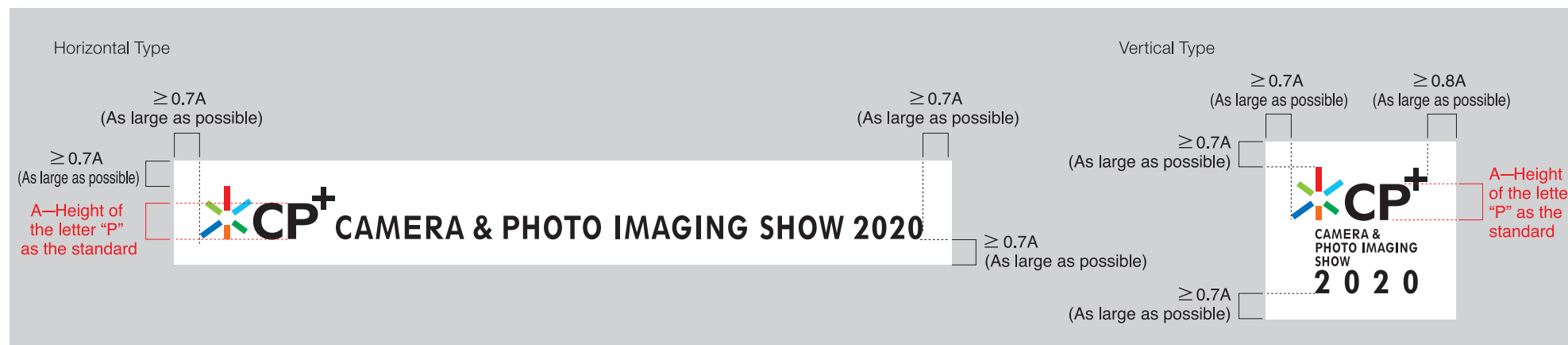


For Web contents



Isolation (white space)

The isolation (white space) rule refers to the requirement for sufficient space between the CP+ logo mark and other elements to ensure the independence and visibility of the logo, as well as to maintain a high degree of effectiveness regarding the communication of its concept. The figure below illustrates the minimum distance between the CP+ logo mark and other elements. You must also avoid using any large or intense characters or diagrams as much as possible, even if they sit outside the isolation space. As an exception, the isolation rule is not applied if the logo is used at the edge of any item, such as packaging and posters, or on any item where space is limited, such as signs and stickers.



Examples of prohibited use

The CP+ logo mark can only maximize its functions sufficiently when it is used appropriately. Improper uses give unintended concepts to the people who view the items. The figures below present examples of prohibited improper use.

*If you want to use the logo paired with any special expression, you must gain approval beforehand.

Cutting the logo mark and using it separately



Using only the logo type of the event name



Making new combinations



Using it in combination with the event name in Japanese



Positive type
Color reproduction



Negative type
Color reproduction



Positive type
B&W reproduction



Negative type
B&W reproduction



CP+2020 logo MasterData Vertical Type

Positive type
Color reproduction



Positive type
B&W reproduction



Negative type
Color reproduction



Negative type
B&W reproduction

