



# Cool Japan Festival

Brand Manual

Primary logo  
(without the tag line)



Cool Japan  
Festival

The resolution of the logo used for print should not be less than 300 dpi.  
And for the web, the resolution should not be less than 72 dpi.  
The proportions of the logo should not be changed.

Cool Japan Festival Logo

Colors:



C - 0	C - 0	C - 0	C - 0
M - 100	M - 55	M - 14	M - 0
Y - 100	Y - 100	Y - 85	Y - 0
K - 0	K - 0	K - 0	K - 100



C - 0	C - 0	C - 0	C - 0
M - 0	M - 0	M - 0	M - 0
Y - 0	Y - 0	Y - 0	Y - 0
K - 30	K - 60	K - 80	K - 100

Option for Inverse colors of the logo

Option A.1

Option A.2



Cool Japan Festival Logo  
Variations:

Vertical logo

Horizontal logo

Primary logo  
(without the tag line)



Secondary logo  
(with the tag line- red option)



Secondary logo could be used when there is a space constrain i.e. when the font size of tag-line is not readable.

Cool Japan Festival Logo  
Smallest size:



This is the smallest possible sizes for all variants of the logo. If we reduce the logo more, then it wouldn't be readable.

# Cool Japan Festival

Dream Orphans Regular (Primary font):

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**FEEL JAPAN LIKE NEVER BEFORE**

Futura Medium (Secondary font):

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Exo (Tertiary font):

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789