

COOL JAPAN LOGO - OPTION 1

Cool Japan

FEEL JAPAN LIKE NEVER BEFORE

Concept: Following the concept of the last year's Cool Japan logo, which now has a brand recall value, and is embedded in People's mind, This logo has been created by merging of brush strokes of Japanese Calligraphic fonts together. At-a-glance, it has an immediate attraction. The Color red is used to show Japan.

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COOL JAPAN LOGO - OPTION 2



COOL JAPAN

feel Japan like never before

Concept: Using an impactful font family, the text is strong, and yet not corporate or business like. Cool Japan is meant for people to relate with the friendly side of Japan, and the curved edges gives this font an appealing and soft feel. The symbol is a type of Hinomaru derived from the letters C + J (More explanations in the later slides)



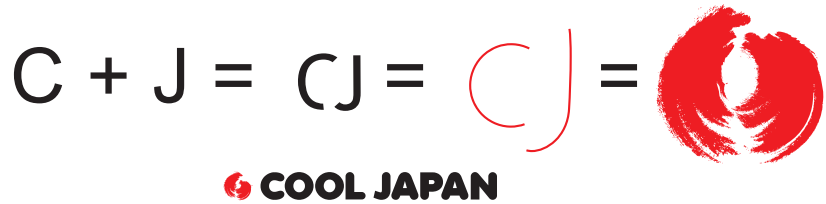
font - **Folk-Heavy**
font - Folk-Regular

CMYK 0 100 100 0
RGB 237 28 36

CMYK 0 0 0 100
RGB 35 31 32

 **COOL JAPAN**
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COOL JAPAN LOGO - OPTION 2



COOL JAPAN LOGO - OPTION 3



Concept: A complete festive, flashy and fun logo. This logo symbol is meant for people to immediately get the feeling of a vibrant and interesting event to look forward to. This logo has been created with an indulging 4 color palette. The stars, the colors (blue for cool and red for Japan) all mix together to give a united logo unit.

COOL JAPAN LOGO - OPTION 3



font - **CARBON BLOCK**

CMYK 100 0 27 0
RGB 0 171 193

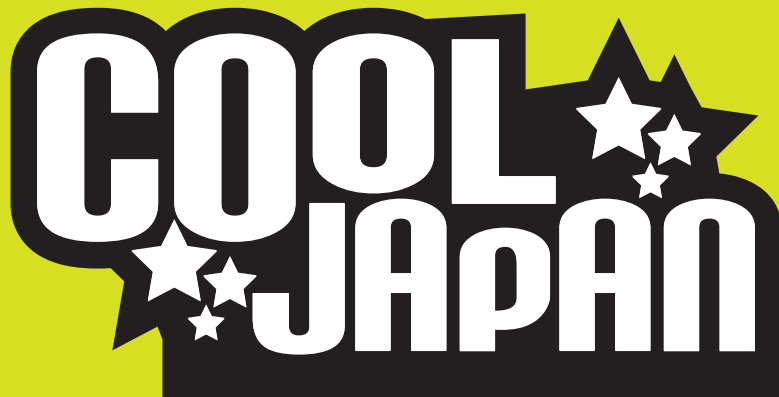
CMYK 0 100 100 0
RGB 237 28 36

CMYK 0 0 100 0
RGB 255 242 0

CMYK 40 70 100 50
RGB 96 57 19



COOL JAPAN LOGO - OPTION 3



COOL JAPAN LOGO - OPTION 3

