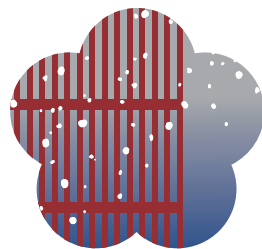
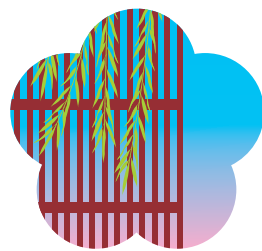
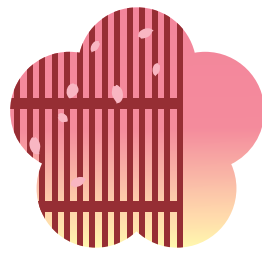


VISIT KANAZAWA

Logo Design and Usage Guidelines



Kanazawa City Tourism Association
General Incorporated Association

Concept

We have designed the Visit Kanazawa logo to appeal to international tourists and visitors in support of our goal to share everything Kanazawa has to offer with the global audience.

The design comprises elements that are evocative of Japan from an international lens. The logo takes the shape of a plum blossom, an icon of Kanazawa. Silhouetted within is an architectural feature of the city, the red lattice panel called bengara koshi.

The four variations of the logo—spring, summer, autumn, and winter—highlight the seasonal beauty of Kanazawa throughout the year.

We extend our logo as a ticket for people around the world to come and enjoy the Kanazawa's rich Japanese culture. Please consider using our logo after reading the guidelines outlined in this manual.

In order for the logo to remain widely available, refrain from using the logo in a monopolistic manner, such as designating it as one's personal icon, trademark, or design. In addition, do not use the logo in the following cases:

1. When there is a risk of damaging the image of Kanazawa City or the Kanazawa City Tourism Association or a risk of violating the design concept of the logo.
2. When the usage violates the guidelines outlined in this manual.

Inquiries regarding usage:

Kanazawa City Tourism Association (General Incorporated Association)

1-1 Kinoshinbomachi

Kanazawa, Ishikawa, 920-0858

(Inside Kanazawa Station)

Phone: 076-232-5555

Email: office@visitkanazawa.jp

Logo: Spring-1

■ Design



■ Color Specifications



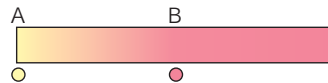
CMYK : C=50% M=100% Y=100%
R G B : R=148 G=37 B=42
DIC Color : DIC 2486



CMYK : M=35% Y=10%
R G B : R=246 G=190 B=200
DIC Color : DIC 2010



CMYK : K=100%
R G B : R=0 G=0 B=0
DIC Color : -



CMYK : A Y=40%
B M=60% Y=20%
R G B : A R=255 G=249 B=177
B R=238 G=134 B=154
DIC Color : A DIC 2061
B DIC 275

B Color Stop Location: **50%**
Gradient Angle: **90°**

■ Minimum Size



25 mm

《Digital Asset》

75 pix

Logo: Spring-2

■ Design

2-1

Horizontal Alignment



※ 2-1 The font size can be changed when using the horizontal alignment providing legibility is maintained.

Ex.



2-2

Vertical Center Alignment



■ Minimum Size



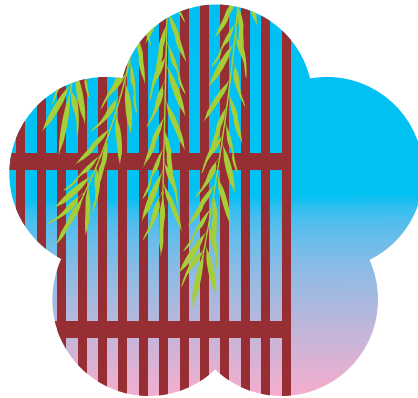
《Digital Asset》

75 pix

50 pix

Logo: Summer-1

■ Design



**VISIT
KANAZAWA**

■ Color Specifications



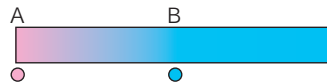
CMYK : C=50% M=100% Y=100%
R G B : R=148 G=37 B=42
DIC Color : DIC 2486



CMYK : C=40% Y=100%
R G B : R=171 G=205 B=3
DIC Color : DIC 170



CMYK : K=100%
R G B : R=0 G=0 B=0
DIC Color : -



CMYK : A M=40%
B C=70%
R G B : A R=244 G=180 B=208
B R=0 G=185 B=239
DIC Color : A DIC 2238
B DIC 99

B Color Stop Location: **50%**
Gradient Angle: **90°**

■ Minimum Size



25 mm

《Digital Asset》

75 pix

Logo: Summer-2

■ Design

2-1
Horizontal Alignment



※ 2-1 The font size can be changed when using the horizontal alignment providing legibility is maintained.

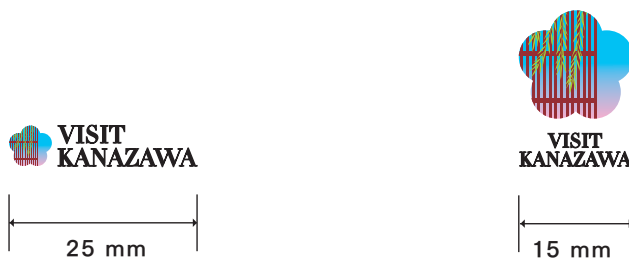
Ex.



2-2
Vertical Center Alignment



■ Minimum Size



《Digital Asset》

75 pix


50 pix


Logo: Autumn-1


■ Design

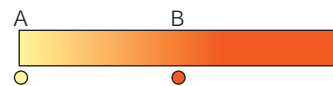


■ Color Specifications

 CMYK : C=50% M=100% Y=100%
R G B : R=148 G=37 B=42
DIC Color : DIC 2486

 CMYK : M=15% Y=10%
R G B : R=246 G=190 B=200
DIC Color : DIC 2538

 CMYK : K=100%
R G B : R=0 G=0 B=0
DIC Color : -

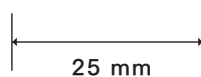


CMYK : A Y=50%
B M=80% Y=100%
R G B : A R=255 G=247 B=153
B R=234 G=85 B=4

DIC Color : A DIC 2090
B DIC 565

B Color Stop Location: **63%**
Gradient Angle: **90°**

■ Minimum Size



《Digital Asset》

75 pix

Logo: Autumn-2

■ Design

2-1
Horizontal Alignment



※ 2-1 The font size can be changed when using the horizontal alignment providing legibility is maintained.

Ex.



2-2
Vertical Center Alignment



■ Minimum Size



《Digital Asset》

75 pix

50 pix

Logo: Winter-1

■ Design



■ Color Specifications



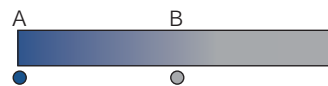
CMYK : C=50% M=100% Y=100%
R G B : R=148 G=37 B=42
DIC Color : DIC 2486



CMYK : M=35% Y=10%
R G B : R=246 G=190 B=200
DIC Color : -



CMYK : K=100%
R G B : R=0 G=0 B=0
DIC Color : -



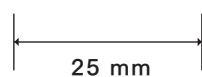
CMYK : A C=85% M=55% K=30%
B K=40%

R G B : A R=17 G=81 B=143
B R=181 G=181 B=182

DIC Color : A DIC 641
B DIC 650

Bの位置は全体の**63%**
グラデーション角度：**90°**

■ Minimum Size



《Digital Asset》

75 pix

Logo: Winter-2

■ Design

2-1
Horizontal Alignment



※ 2-1 The font size can be changed when using the horizontal alignment providing legibility is maintained.

Ex.



2-2
Vertical Center Alignment



■ Minimum Size



《Digital Asset》

75 pix

50 pix

Icon

The icon can be used on its own.

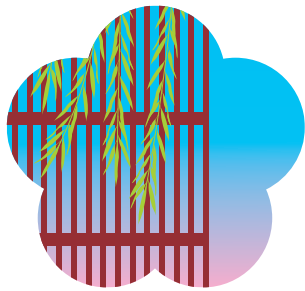
Spring



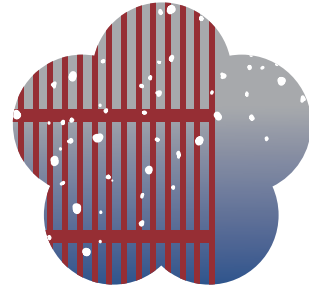
Autumn



Summer



Winter



■ Minimum Size

Spring



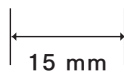
Summer



Autumn



Winter



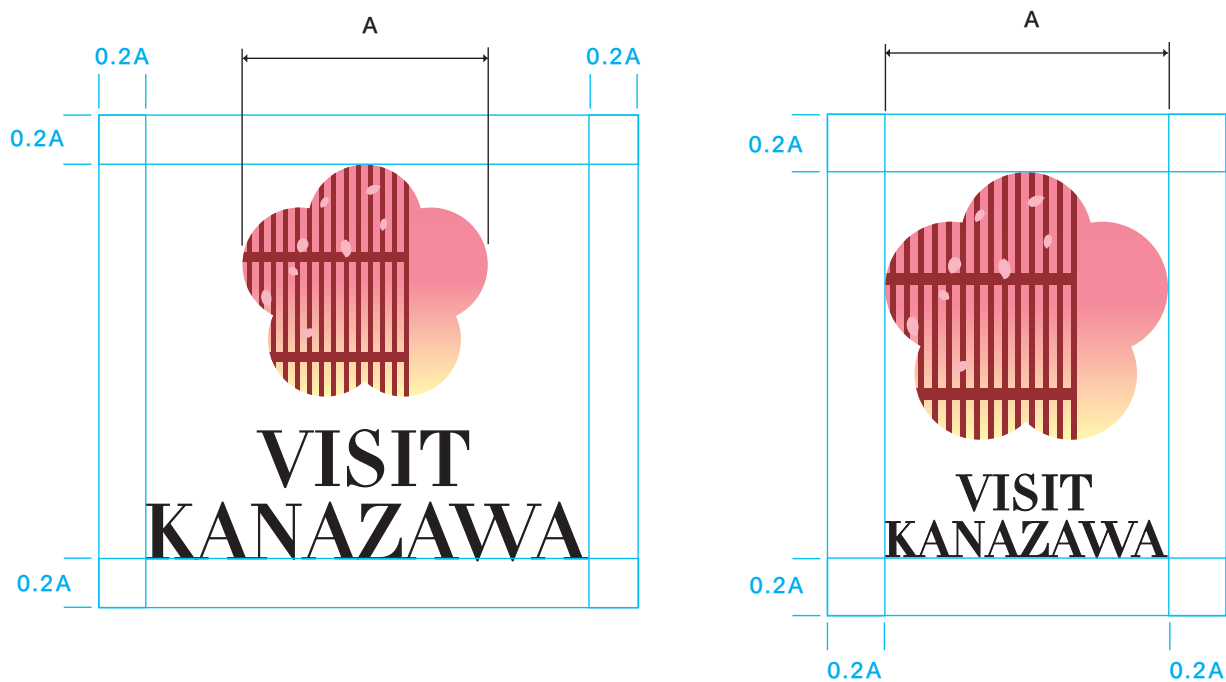
《Digital Asset》

50 pix

* Applicable to all versions of the logo.

Exclusion Zone

The logo and icon's exclusion zone is equal to 0.2 times the width of the icon.
The appropriately sized space should be left on all sides.



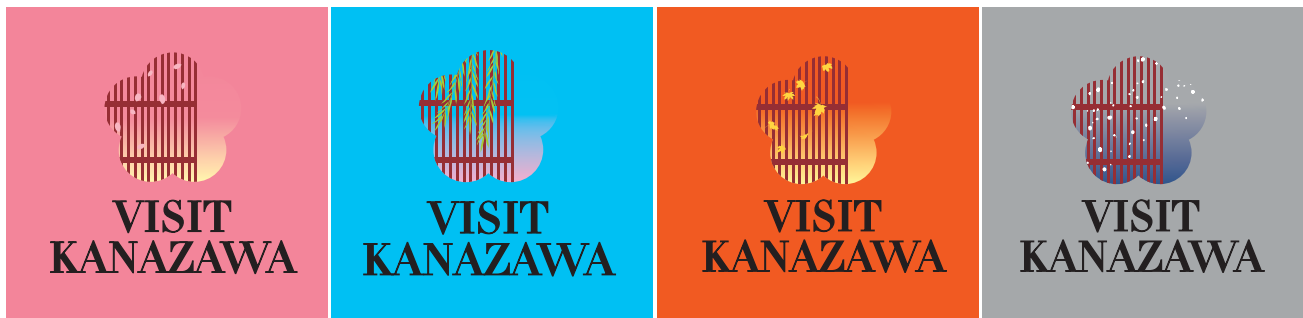
* Applicable to all versions of the logo.

Appropriate Background Colors

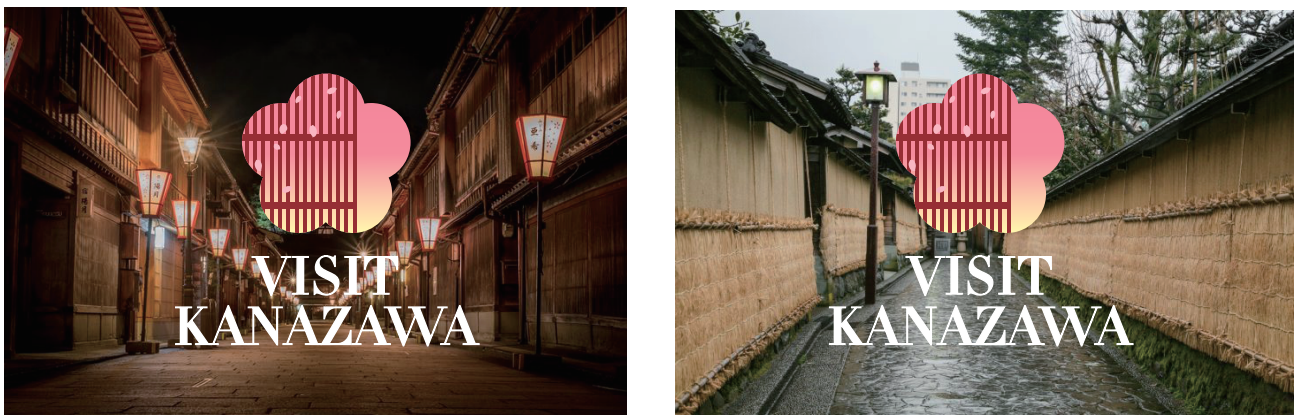
- Use white or pale background colors to ensure the logo is legible.



- ✗ Avoid colors that are similar to the logo's color scheme.



- The wordmark can be changed to white when placed against a photo background.



* Applicable to all versions of the logo.

Logo Misuse

- ✗ Do not distort the logo (diagonally, horizontally, or vertically).



- ✗ Do not change the logo color (monochrome is prohibited).



- ✗ Do not separate or rearrange the logo.



- ✗ Do not change the font.



- ✗ Do not add an outline.



- ✗ Do not add additional elements.



* Applicable to all versions of the logo.