

LOGO

UZABASE

LOGO / NEGATIVE

UZABASE

LOGO / SAFE ZONE



MIN. X=U HEIGHT

LOGO / NOT ALLOWED

UZABASE

COLOR CHANGE

UZABASE

ROTATION

UZABASE

ADDING ELEMENTS

UZABASE

THICKNESS CHANGE

UZABASE

COMPRESSION

UZABASE

HEIGHT CHANGE

UZABASE

OUTLINE

UZABASE

AGGRESSIVE BACKGROUND

UZABASE

CASE CHANGE

LOGO / MIN. SIZE



35mm

LOGO / MAX. SIZE



COLORS

C: 100 M: 100 Y: 100 K: 100
R: 0 G: 0 B: 0
PANTONE:
#000000

C: 71.26 M: 66.29 Y: 64.81 K: 74.59
R: 32 G: 31 B: 31
PANTONE:
#201F1F

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
PANTONE:
#FFFFFF

C: 8.9 M: 7.42 Y: 7.3 K: 0
R: 229 G: 227 B: 227
PANTONE:
#E6E1E2



SECONDARY COLORS

#F34E00

#FACC95

#FDC548

#9BD6CD

#30ADD2

#BBC3EF

#F8C9C7

TYPOGRAPHY KERNING

We guide
business people
to insights
that change
the world

MIN. 20

We guide
business people
to insights
that change
the world

MAX. 80

TYPOGRAPHY STYLES

Light / *Light Italic* / **Medium**

TYPOGRAPHY PRIMARY

National 2

りょうゴシックPlusN

ADOBE FONT