



## Logo Guide Line

## LINK-J LOGO MARK

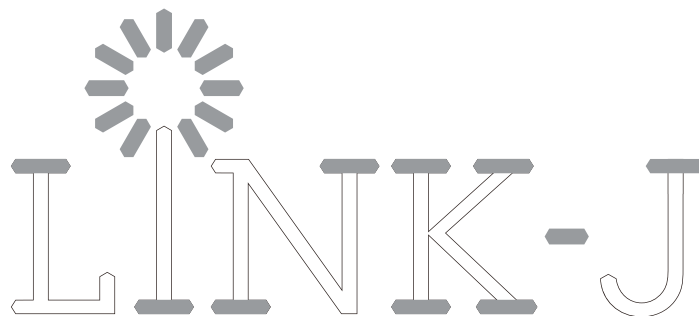
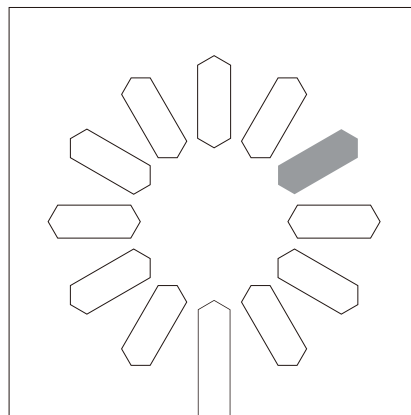
Typography for the LINK-J logo should use capital letters. It features a dignified impression and softness of the base color gray. The red mark on the top of the logo represents the gathering and diffusion of power. The design resembles fireworks or a flower.



## Logo elements

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The logotype consists of hexagonal elements inspired by the benzene ring which express diffusion and connection.



## Standard logo

LINK-J's corporate logo is an important symbol for the company's image. Please follow the guidelines when using the logo. Furthermore, to preserve readability, strictly adhere the minimum size requirements.

[Standard logo]



[Minimum size requirements]



[Standard logo] without Roman lettering



[Minimum size requirements]



## Corporate colors [standard]

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The standard corporate colors are gray and red. In general, please follow the rules below when using the logo. The background color should generally be white.



[Gray]



CMYK K:50  
DIC:652  
PANTONE:423C

[Red]



CMYK M:100 Y:100  
DIC:156  
PANTONE:185C

## Corporate colors [alternative]

If it is difficult to use the [standard] corporate colors, you may also select from the [sub-colors]. The monochromatic logo should only be used in cases when the use of color would present difficulties.

### [Gray background]



### [Gray]



CMYK K:50  
DIC:652  
PANTONE:423C

### [Red]



CMYK M:100 Y:100  
DIC:156  
PANTONE:185C

### [Monochrome]



K:100



K:60



K:0

## Corporate colors under special situations [logo-background relationship]

Other background colors or background photographs should only be used when it is difficult to use background color that goes well with the [standard] or [alternative] corporate colors. In such cases, please strictly adhere to the following guidelines.

When using a background other than those specified, please select the logo color from the following.

[When the background color or photo is light]



K:100



When adjusting logo color to background brightness, use the following as a reference and be sure to maintain visibility.



[When the background color or photo is dark]



K:0



## Sub-colors

In addition to logo corporate colors, sub-colors used for LINK-J-sponsored event flyers and public relations materials should follow these guidelines. These colors should not be used for the logo's corporate colors.



	C:0 M:85 Y:50 K:0 R:219 G:69 B:87 #DB4557		C:60 M:0 Y:10 K:0 R:90 G:185 B:213 #5AB9D5
	C:0 M:55 Y:70 K:0 R:231 G:139 B:77 #z8B4D		C:65 M:15 Y:100 K:0 R:96 G:158 B:52 #609E34
	C:0 M:50 Y:0 K:0 R:232 G:154 B:187 #E89ABB		C:50 M:0 Y:60 K:0 R:134 G:192 B:127 #86C07F
	C:40 M:60 Y:0 K:0 R:158 G:112 B:167 #9E70A7		C:7 M:0 Y:100 K:0 R:236 G:227 B:38 #ECE326
	C:80 M:65 Y:0 K:0 R:66 G:91 B:168 #425BA8		C:20 M:20 Y:30 K:0 R:210 G:200 B:178 #D2C8B2
	C:70 M:30 Y:0 K:0 R:70 G:139 B:195 #468BC3		C:0 M:0 Y:0 K:25 R:211 G:211 B:212 #D3D3D4

## Corporate name notation

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All corporate name notations for official documents, business cards, stationery, signatures, etc. should use the following notations. Please choose the most appropriate one for the available space, etc.

[Japanese corporate name notation]

(Typeface: A-OTF Gothic MB101R)

Horizontal, line type

Vertical, lines type

一般社団法人 LINK-J

一  
般  
社  
団  
法  
人  
L  
I  
N  
K  
-  
J

[Alphanumeric corporate name notation]

(Typeface: ITC Lubalin Graph Book)

Horizontal, 1 line type

Life Science Innovation Network Japan

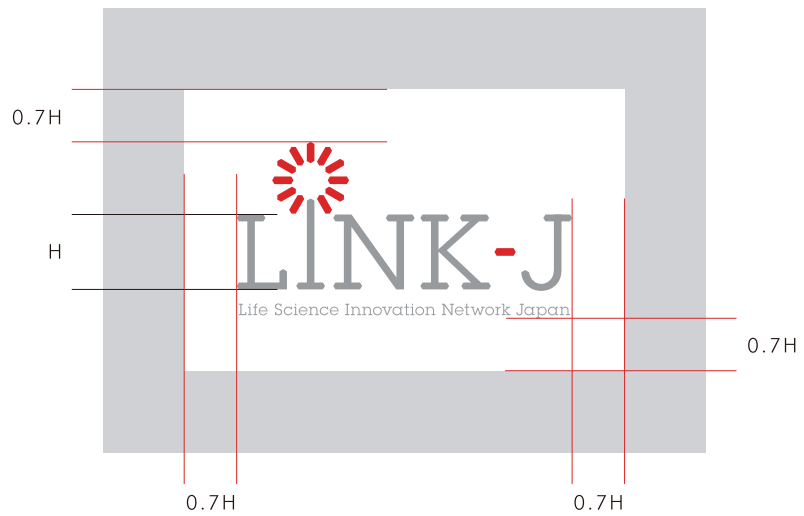
Horizontal, 3 line type

Life Science  
Innovation Network  
Japan

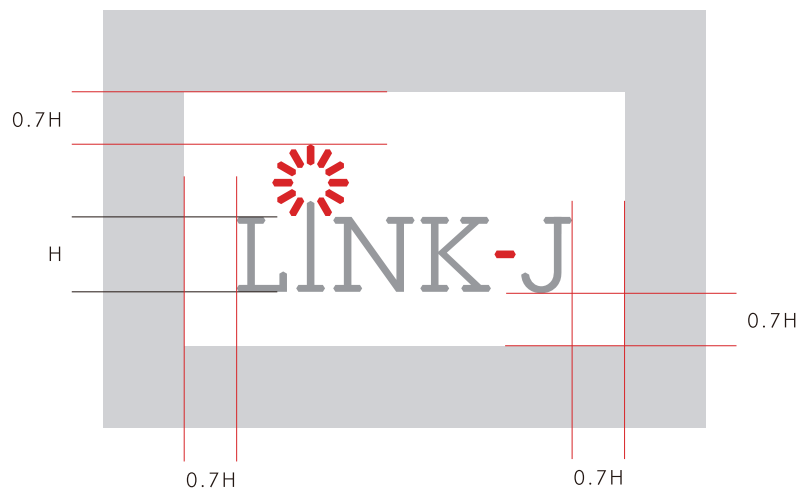
## Margin rules

Establish a protective surrounding area that maintains the independence of the LINK-J logo. The logo image is only effective when supported by white space. Please maintain adequate surrounding space when using the logo.

[Standard logo]



[Standard logo without Roman lettering]



## Incorrect use

The corporate logo is an important symbol expressing LINK-J's image. The addition of design elements and the adjustment of features such as character spacing, ratios, and orderings such as those shown below are not permitted.



Do not use logo motifs as a pattern



Do not distort or deform the logo



Do not use the logo on a pattern or photo background



Do not change character spacing



Only use colors permitted in the guidelines



Do not change character sizing



Do not add other design elements



Only use background colors permitted in the guidelines

## Recommended typefaces

In addition to the logo, the typeface also has a significant influence on LINK-J's corporate image. To maintain LINK-J's image and dignity, we recommend the use of the following typefaces for business cards, envelopes, organizational texts, and other items.

### [Japanese typeface]

**example sentence** 生命科学(ライフサイエンス)の発展は、人々の健康へとつながっています。がんや難病など根治的な治療法が確立していない疾患やグローバルヘルスの課題でもある感染症に多くの人々が苦しんでいます。これらの疾患を克服

A-OTF ゴシック MB101 L

あいうえおかきくけこ  
アイウエオ阿伊宇江於

A-OTF ゴシック MB101 R

あいうえおかきくけこ  
アイウエオ阿伊宇江於

A-OTF ゴシック MB101 M

あいうえおかきくけこ  
アイウエオ阿伊宇江於

### [Alphanumeric typeface]

**example sentence** With progress in the life sciences, come improvements in human health. Despite the large numbers of people suffering from cancer and intractable conditions as well as the major risks posed to global health by infectious diseases, humanity continues to

Futura BT Light

ABCDEFGHIJabcdefgh  
0123456789

Futura BT Book

ABCDEFGHIJabcdefgh  
0123456789

Futura BT Medium

ABCDEFGHIJabcdefgh  
0123456789

10mm

When inserting the logo into document corners,  
s set margins of 10mm from the edge of the paper.

10mm

10mm



10mm



10mm



10mm



10mm

10mm