IIJ

Internet Initiative Japan

Corporate Signature Kit

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Internet Initiative Japan

Corporate Logo

This logo is an essential element of our corporate identity. It must be displayed correctly at all times.

Ensure that you use the reproduction proofs and color samples when reproducing the logo.

Color

IIJ
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Monochrome

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Internet Initiative Japan

IIJ **Internet Initiative Japan**

Official Company Name Logotype

Three types of company name logotype are specified: horizontal Japanese, vertical Japanese, and English. A minimum usage size is also set for each of them. Follow the specification to ensure the correct use. Below is the English sample.

English

Typeface = Frutiger Bold

Internet Initiative Japan Inc.

Minimum usage specification
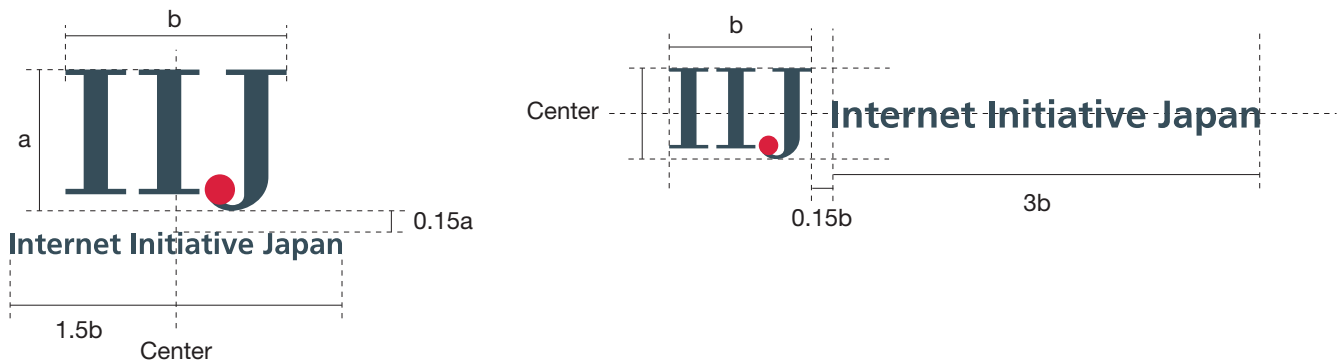
Internet Initiative Japan Inc.
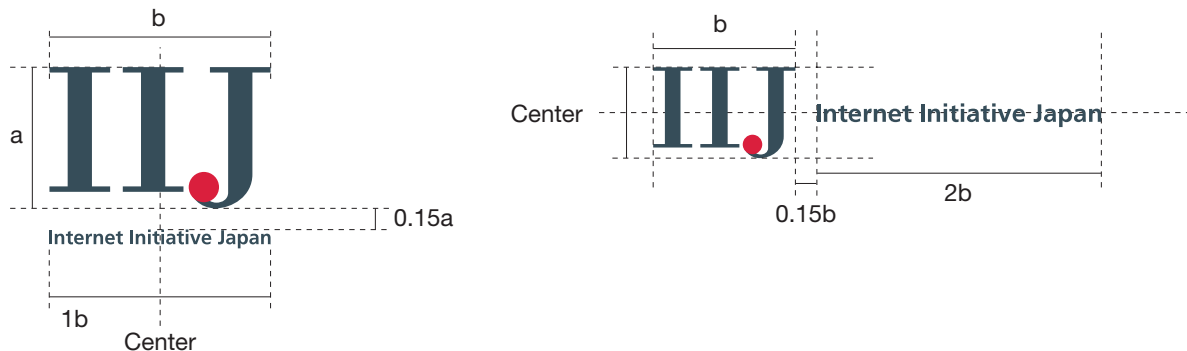
23 mm from side to side

Signature System

These specifications apply when using the corporate logo together with the summary English logotype. Note that combined use with the Japanese logotype is not permitted.
Use of the corporate logo by itself is also not allowed, so take care to ensure its correct use.
Use the basic templates whenever possible.

When there is no way to use the basic templates, follow the application examples. Any size between the basic templates and application examples can be used for the summary English logotype, so determine the appropriate size based on the circumstances.
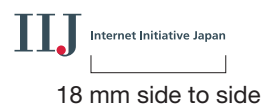
Basic template

Company name application example (minimum application size)

Minimum usage specification
(number indicates the minimum size to be used for the summary English logotype)
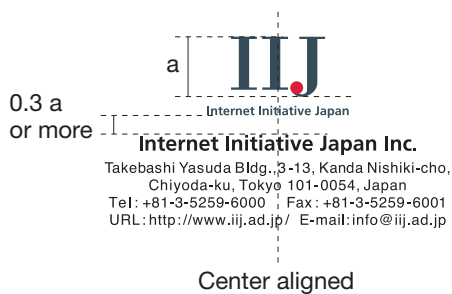
Examples of Corporate Logo & Company Name/Address Display (English)

The following are examples of how to display the company name and address.

Refer to these when considering the appropriate display method to use.

Examples with the address below

Typeface used for addresses = choose an appropriate font from the Helvetica family (Light, Regular, Medium, Bold) based on the circumstances.

a
0.3 a
or more

IIJ
Internet Initiative Japan

Internet Initiative Japan Inc.
Takebashi Yasuda Bldg.,3-13, Kanda Nishiki-cho,
Chiyoda-ku, Tokyo 101-0054, Japan
Tel : +81-3-5259-6000   Fax : +81-3-5259-6001
URL : http://www.iij.ad.jp / E-mail : info@iij.ad.jp

Start aligned

a
0.3 a
or more

IIJ **Internet Initiative Japan**

Internet Initiative Japan Inc.
Takebashi Yasuda Bldg.,3-13, Kanda Nishiki-cho,
Chiyoda-ku, Tokyo 101-0054, Japan
Tel : +81-3-5259-6000   Fax : +81-3-5259-6001
URL : http://www.iij.ad.jp / E-mail : info@iij.ad.jp

Start aligned

a
0.3 a
or more

IIJ
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Internet Initiative Japan Inc.
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URL : http://www.iij.ad.jp / E-mail : info@iij.ad.jp

Center aligned

Example with the address to the right

Center
aligned

IIJ
Internet Initiative Japan

Internet Initiative Japan Inc.
Takebashi Yasuda Bldg.,3-13, Kanda Nishiki-cho,
Chiyoda-ku, Tokyo 101-0054, Japan
Tel : +81-3-5259-6000   Fax : +81-3-5259-6001
URL : http://www.iij.ad.jp / E-mail : info@iij.ad.jp

b
0.3 b or more

Example with the address to the left

Internet Initiative Japan Inc.
Takebashi Yasuda Bldg.,3-13, Kanda Nishiki-cho,
Chiyoda-ku, Tokyo 101-0054, Japan
Tel : +81-3-5259-6000   Fax : +81-3-5259-6001
URL : http://www.iij.ad.jp / E-mail : info@iij.ad.jp

IIJ
Internet Initiative Japan

Center
aligned

b
0.3 b or more

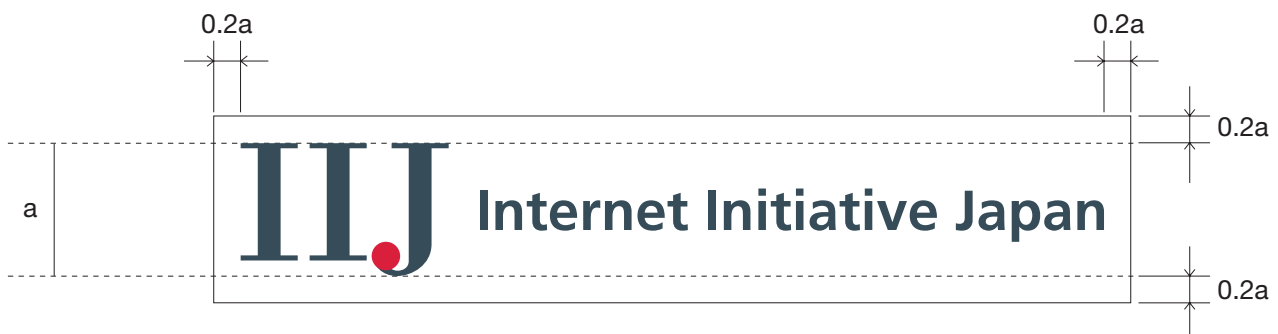# Isolation   5

To ensure that the visual expression of the logo is correct and consistent at all times, it is important to leave sufficient margins around it. Follow the specifications below and do not display any other elements within the isolation zone.

Additionally, the position where the logo is to be displayed should have a plain background, or a background without any distracting artwork, diagrams, or photos in the vicinity.

Corporate Colors

The corporate colors are specified to clearly promote our corporate image in a visual manner. When reproducing the corporate colors, the use of spot colors is desirable. We have specified a 4 color process combination for when spot colors cannot be used, so use this to reproduce the colors faithfully. When these corporate colors cannot be used, the use of black, white, gold or silver as sub-colors is also permitted.

For spot colors or 4 color process

Gray

Red

Gray

Internet Initiative Japan

Gray   Red   Gray

Gray
spot colors

DIC541

BL80%

Red
spot colors

DIC197

C10%+M100%+Y70%

For dark backgrounds

For monochrome

100%

50% halftone
dot mesh

100%

50% halftone
dot mesh

100%

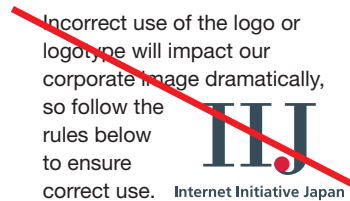# Basic Rules for Corporate Logo and Logotype

Incorrect use of the logo or logotype will impact our corporate image dramatically, so follow the rules below to ensure correct use.
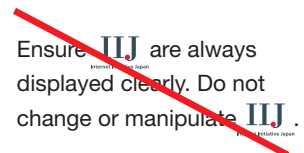

Rule 1: Do not change or manipulate the logo or logotype.

Rule 2: Ensure the logo and logotype are always displayed clearly, and are as isolated as possible from the background and other visual elements.

Rule 3: Always display the logo and logotype independently, and do not combine them with other words, text, or diagrams.

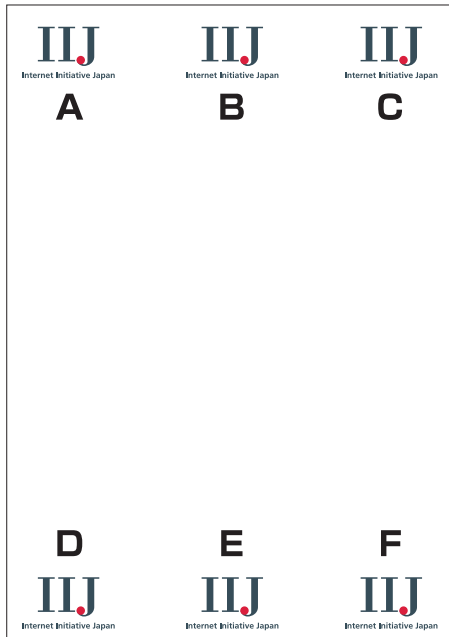**Rule 4:** Always display the logo and logotype using the specified colors.
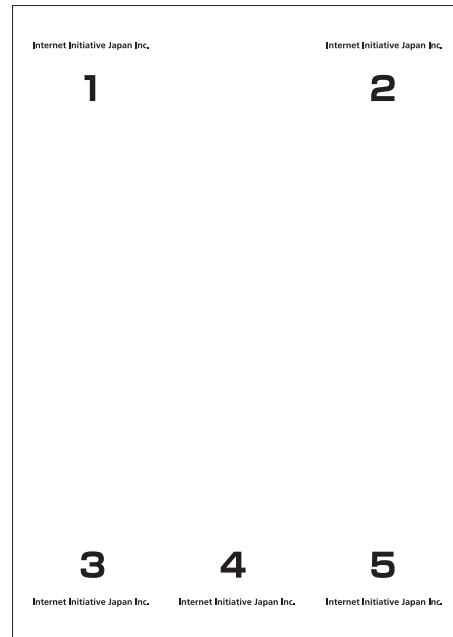
Advertising/Publicity Markings

The special marking format for advertising and publicity is specified to accurately and clearly communicate the logo and company name logotype without other elements negatively impacting the impression given. First, select the optimal position for the logo from points A to F. Next, based on the logo position, select a display position for the company name logotype from points 1 to 5.
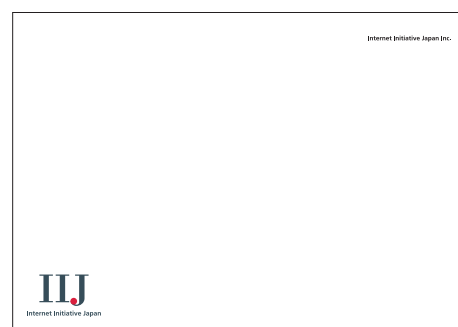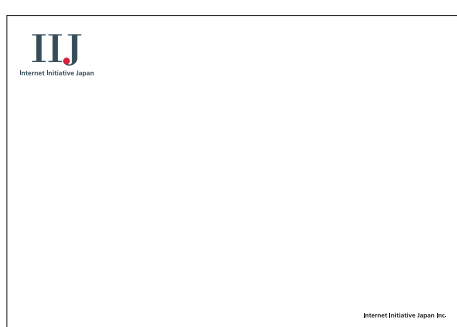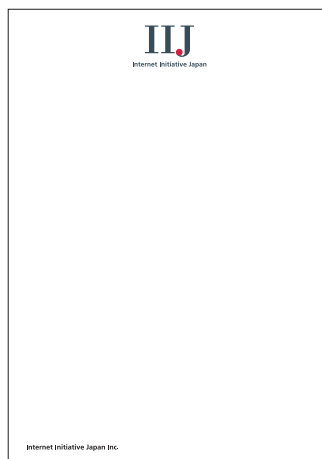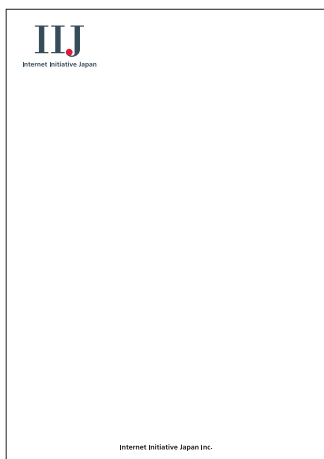
Logo position

IIJ
Internet Initiative Japan
A

IIJ
Internet Initiative Japan
B

IIJ
Internet Initiative Japan
C

D
IIJ
Internet Initiative Japan

E
IIJ
Internet Initiative Japan

F
IIJ
Internet Initiative Japan

Company name logotype position

Internet Initiative Japan Inc.
1

Internet Initiative Japan Inc.
2

3
Internet Initiative Japan Inc.

4
Internet Initiative Japan Inc.

5
Internet Initiative Japan Inc.

Examples

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Internet Initiative Japan Inc.

IIJ
Internet Initiative Japan

Internet Initiative Japan Inc.

IIJ
Internet Initiative Japan

Internet Initiative Japan Inc.

IIJ
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Internet Initiative Japan Inc.

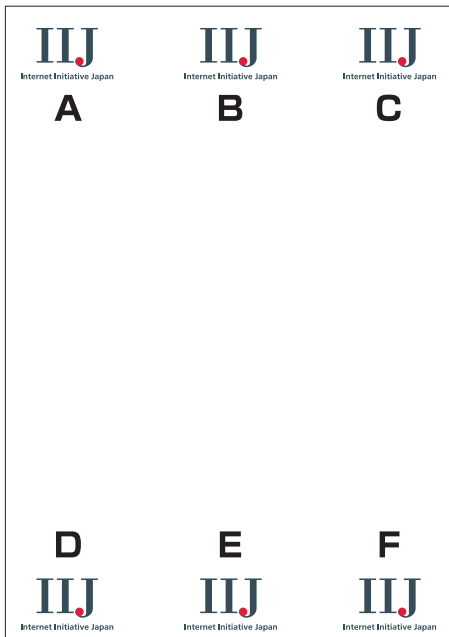Internet Initiative Japan Inc.

IIJ
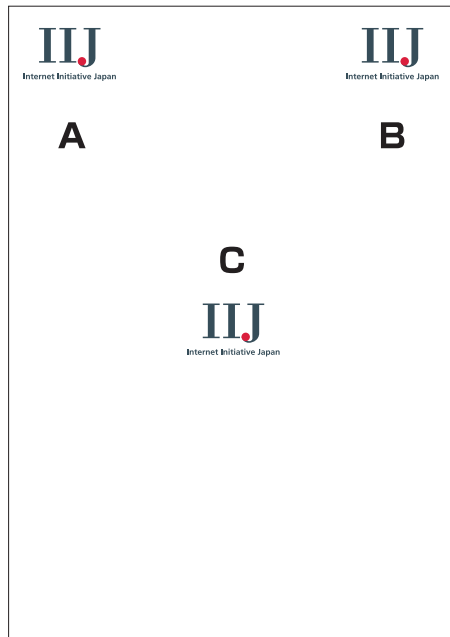Internet Initiative Japan

Catalogs/Leaflets/Posters

These are design examples for displaying the logo or company name logotype on catalogs, leaflets, or posters, etc. There are six types of logo marking. There are three types for display on the outside back cover. Select the optimal position

from these, and display the logo correctly. Additionally, when using the company name logotype on the outside back cover, include the address and select one of the four positions below.

Logo marking

Logo outside back cover marking

Company name logotype outside back cover marking