

HOKKAIDO LOVE!

HOKKAIDO LOVE! Logo use guidelines

HOKKAIDO LOVE!

Hokkaido is beloved by people all over the island, Japan and the world. Everyone has their own reasons for loving Hokkaido, and this logo was created by combining the “I” in Hokkaido with “love”, with the aim of giving people a channel to express this feeling on social media. The objective is to allow everyone to share their unwavering love for Hokkaido.

Logo development and color

Only the specified colors may be used.



CMYK : C0 + M0 + Y0 + K100
DIC : 582
PANTONE : Process Black C



CMYK : C0 + M100 + Y100 + K0
DIC : 2496
PANTONE : 485C

〈Basic version〉

4C **HOKKAIDO LOVE!**

〈Two-line version〉

4C **HOKKAIDO
LOVE!**

1C **HOKKAIDO LOVE!**

1C **HOKKAIDO
LOVE!**

Inversion



Inversion



* The inverted logo should be used in cases where visibility is reduced, such as when used on a photographic background. The photograph of the sky used in the background above is a sample and should be removed before using the logo.

Size specifications and isolation

* Advance permission from the HOKKAIDO LOVE! Management Office is required for use at sizes smaller than the minimum sizes shown below.

* Even if the minimum size requirement has been met, the logo should be adjusted as necessary if visibility is poor.

〈Basic version〉



〈Two-line version〉



* The minimum permitted isolation area is shown below.

This isolation area must always be included around the logo in order to ensure visibility and legibility.

〈Basic version〉



〈Two-line version〉



Examples of prohibited use



Use of the logo on non-contrasting backgrounds, on complicated backgrounds or in cases where the logo is not clearly displayed



Altering the aspect ratio of the logo



Altering the balance of the logo



Use of the logo in combination with different graphic elements

Unauthorized use

The following uses of the logo are prohibited:

1. Use that could damage the reputation or the integrity of Hokkaido Airports Co., Ltd.
2. Use that harms the interests of consumers.
3. Use related to a specific political activity (including election campaigns) or religious activity.
4. Use that contravenes laws or public policy.
5. Use that does not conform to the basic design and specifications stated in the logo use guidelines.
6. Use not covered by the preceding items that Hokkaido Airports Co., Ltd. determines to be inappropriate.