



Logo Guidelines

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Primary logo

Use this primary logo as the first choice.

Rules: Always use the master data and respect these guidelines.

The primary logo is available in horizontal and vertical versions.

Rule: As a rule, use the horizontal version. If the space does not fit the main logo, use the vertical version as a second option.

Primary logo (Horizontal)



Primary Logo (Vertical)



Secondary logo

Secondary logos are the simplest variation and are useful for both print and digital formats where the logo needs to be placed in a small space.

There are horizontal and vertical versions of the primary logo.

Rule: As a rule, use the horizontal version. If the space does not fit the main logo, use the vertical version as a second option.

Secondary logo (Horizontal)



Secondary Logo (Vertical)



Logomark

Rule: Use as a last resort. Use only where space is limited or as a brand reminder (e.g. favicon, icon).

Minimum size: 6mm | 16px



Clearspace

Primary (Horizontal)

An appropriate amount of clearspace is necessary around the wordmark to separate the logo from other graphic elements, ensuring the maximum amount of visibility.



Clearspace

Secondary (Horizontal)

An appropriate amount of clearspace is necessary around the wordmark to separate the logo from other graphic elements, ensuring the maximum amount of visibility.



Clearspace

Primary (Vertical)

An appropriate amount of clearspace is necessary around the wordmark to separate the logo from other graphic elements, ensuring the maximum amount of visibility.



Clearspace

Secondary (Vertical)

An appropriate amount of clearspace is necessary around the wordmark to separate the logo from other graphic elements, ensuring the maximum amount of visibility.



Minimum size

Horizontal

When used in print, the minimum width is 30 mm and for digital the minimum width is 200 px.

If it is necessary to use the logo at a smaller size, the secondary logo without the 'Space Technology' copy should be used and should be at least 20 mm wide for print and 100 px wide for digital.

Print



Digital



Minimum size Vertical

When used in print, the minimum width is 20 mm and for digital the minimum width is 130 px.

If it is necessary to use the logo at a smaller size, the secondary logo without the 'Space Technology' copy should be used and should be at least 15 mm wide for print and 73 px wide for digital.

Print



Digital



Colors

The colours of the logo are as follows.

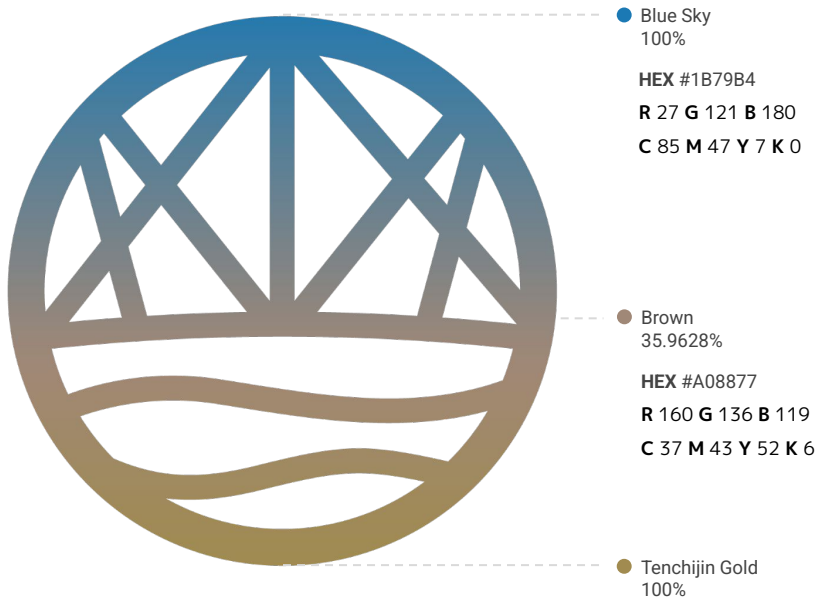
- Tenchijin Gold: for typelogo
- Tenchijin Gradient: for logo mark

Tenchijin Gradient consists of three colours.

- Tenchijin Gold
- Brown
- Blue Sky

To maintain brand consistency, use the gradient according to the values defined in the guidelines.

Tenchijin Gradient



Color Variations

Single-colour variations of the logo help to create greater contrast between the logo and the background.

Primary colour:

- Tenchijin Gold
- Tenchijin Navy

To maintain brand consistency, use colours according to the values defined in the guidelines.

Tenchijin Gold



HEX #a18b50

R 161 G 139 B 80

C 36 M 39 Y 79 K 8

DIC: N-964

DIC (メタリック) : 620

Pantone: 4515 C

Tenchijin Navy



HEX #0e1737

R 14 G 23 B 55

C 97 M 90 Y 46 K 58

DIC: 435

Pantone: 655C

Monochromatic

Monochrome logos (black and white) are useful when there is a strong contrast between the logo and the background or when a product needs to be printed in black and white rather than color.

Black



White



Logo with background

Make sure there is sufficient contrast between the logo and the background.

Example uses:



Logo with background

Brand logos should always be clearly displayed, avoiding cases that do not provide contrast.



Logo with background

The relationship between the display colour and the background colour depends on the paper quality and ink density, so the display examples should be used as a guide.

Rule: The gradient logo of Tenchijin should not be used over a background image.



Dos



Don'ts



Logo Misuse

The logo of Tenjijin should be consistent throughout the entire communication.

Here are some examples of incorrect uses of the logo. These rules apply to all variations of the Tenchijin logo.



✗ Do not use the old logo



✗ Do not choose your own colors



✗ Do not use logos over backgrounds with low contrast



✗ Do not change the typeface



✗ Do not outline the logo



✗ Do not change the gradient



✗ Do not change the position of elements



✗ Do not stretch, shrink, skew the logo



✗ Do not use effects

Tenchijin COMPASS

An appropriate amount of
clearspace is necessary around the
wordmark to separate the logo
from other graphic elements,
ensuring the maximum amount of
visibility.



Tenchijin COMPASS MOON

An appropriate amount of
clearspace is necessary around the
wordmark to separate the logo
from other graphic elements,
ensuring the maximum amount of
visibility.



Typography

With a variety of applications in mind, 4 fonts have been selected.

Typography should be used appropriately in line with the intended target and the way it is displayed.

Header

Body

Japanese

あ 安

Ryo Gothic PlusN

あ 安

Yu Gothic

Latin

Ag

Sofia Sans

Ag

Barlow

Example uses:

宇宙ビッグデータを 活用して宇宙の視点から 課題を解決する

天地人は初めて、国立研究開発法人宇宙航空研究開発機構（JAXA）から出資を受けた宇宙ベンチャー企業です。現在JAXAの職員がJAXAと兼業で働いており、その強みを活かし、内閣府から宇宙開発利用大賞を受賞。ほかにも、国内外のコンテストで様々な賞を受賞しています。

I want to find new places to cultivate crop to adapt to climate change

For example, Tenchijin COMPASS can visually compare land surface temperatures between 2015 and 2020, allowing users to easily assess the impact of global warming. These technologies can be utilized to visualize the shifts in suitable lands for cultivation within a country due to climate change.

KnoWaterleak Wordmark

KnoWaterleak

KnoWaterleak Wordmark Guidelines

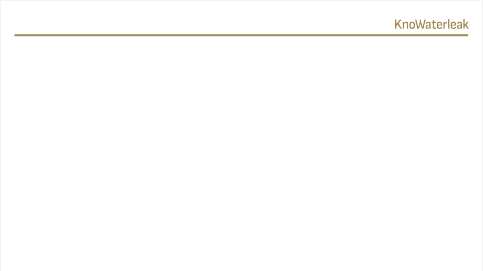
Wordmark Usage

The KnoWaterleak wordmark is used when the product name appear on its own. (e.g. title pages, page headers, press release banners etc.)

Examples :



Title page



Page header



Press Release banners

KnoWaterleak

Tenchijin Navy

KnoWaterleak

Tenchijin Gold

KnoWaterleak

Black

KnoWaterleak

White

KnoWaterleak Wordmark Guidelines

Clear-space

An appropriate amount of clear-space is necessary around the wordmark to separate the logo from other graphic elements, ensuring the maximum amount of visibility.



KnoWaterleak Wordmark Guidelines

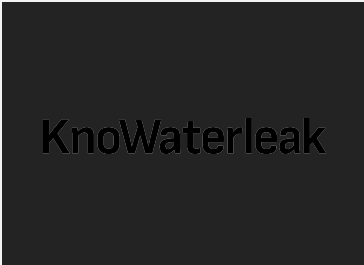
Background Color

It is important to use a color variation that has enough contrast to the background color or image.

○ Correct



✗ Incorrect



KnoWaterleak Wordmark Guidelines

Incorrect Usage



The wordmark "KnoWaterleak" is shown with a thin orange outline around each letter, which is an incorrect usage.

Do not outline the wordmark



The wordmark "KnoWaterleak" is combined with the text "Online Seminar". A thin orange line is drawn across the entire phrase, which is an incorrect usage.

Do not combine the wordmark with text



The wordmark "KnoWaterleak" is shown with a dark grey drop shadow underneath the letters, which is an incorrect usage.

Do not apply drop shadow

Writing Rules

Writing Rules

When “KnoWaterleak” is used in any sentence or phrase (e.g. documentations, slides, publications etc.), please be mindful of the following rules.

Use Sans-Serif font and avoid other fonts including Serif, Script, and Hand-drawn fonts

○ KnoWaterleak
KnoWaterleak
KnoWaterleak

✗ KnoWaterleak
KnoWaterleak
KnoWaterleak

Use the exact capitalization and spacing, and do not abbreviate the product name in any context

○ KnoWaterleak

✗ Knowater leak
KnoWaterLeak
kno waterleak
KWL

Do not use any colors other than the ones provided

✗ KnoWaterleak

✗ KnoWaterleak

If you have any questions regarding the guidelines,
please contact design@tenchijin.co.jp