



# 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)

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### Primary Logo (Vertical)

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## 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)

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### Secondary Logo (Vertical)

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## 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.

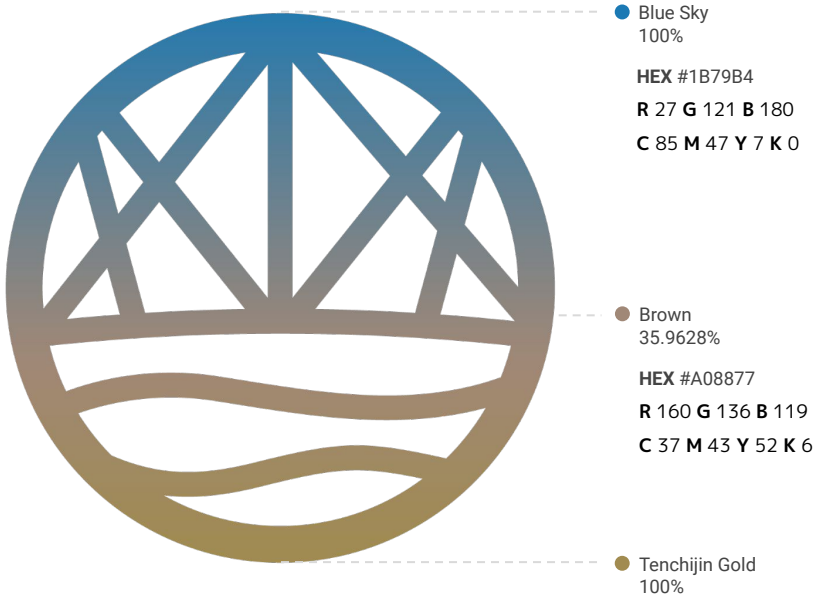
- Tenchijin Gold: for typelogo
- Tenchijin Gradient: for logo mark

**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

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White

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## Logo with background

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

Example uses:

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## 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

Tenchijin COMPASS

**KnoWaterleak**

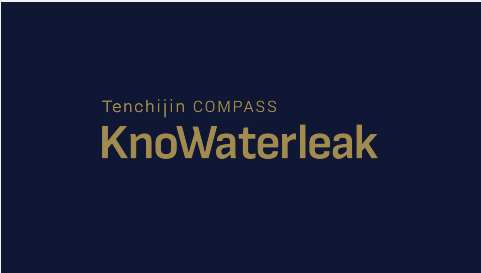


KnoWaterleak Wordmark Guidelines

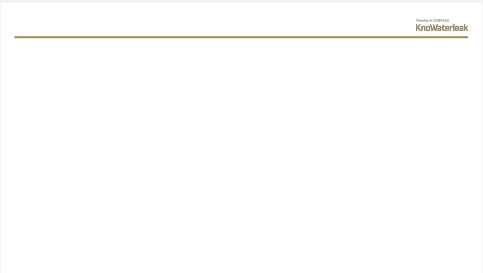
# Wordmark Usage

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

Tenchijin COMPASS  
**KnoWaterleak**  
Tenchijin Navy

Tenchijin COMPASS  
**KnoWaterleak**  
Tenchijin Gold

Tenchijin COMPASS  
**KnoWaterleak**

Black

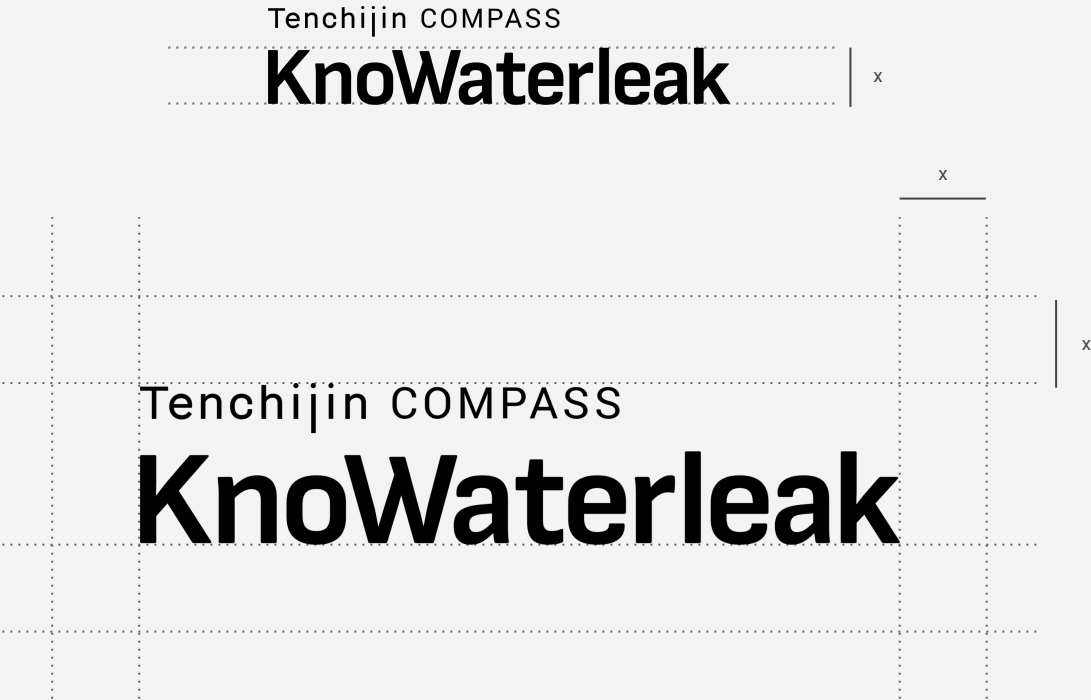
Tenchijin COMPASS  
**KnoWaterleak**

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

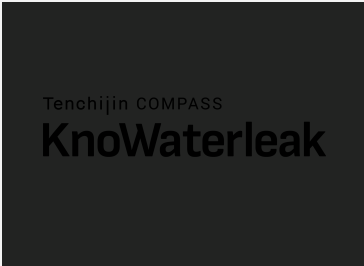
It is important to use a color variation that has enough contrast to the background color or image.



Dos



Don'ts



## KnoWaterleak Wordmark Guidelines

### Incorrect Usage



**KnoWaterleak**

Do not use wordmark without "Tenchijin COMPASS"

Tenchijin COMPASS



KnoWaterleak

Do not outline the wordmark

Tenchijin COMPASS



**KnoWaterleak** Online Seminar

Do not combine the wordmark with text

Tenchijin COMPASS



**KnoWaterleak**

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.

**As a default, the official name “COMPASS KnoWaterleak” in its full form should be used whenever possible.**

In the cases below, “COMPASS KnoWaterleak” can be shortened to “KnoWaterleak”

- In longer copy such as articles and press releases where writing out “COMPASS KnoWaterleak” every time becomes repetitive it can be shortened to “KnoWaterleak” with the method below:

First time the product name appears, it should be written in full followed by the shortened version in brackets and quotation marks.

e.g. ...COMPASS KnoWaterleak (“KnoWaterleak”)...

Any reference to the name after that should be written as “KnoWaterleak”

- On social media owned by Tenchijin and has character limitations, such as X, the name can be written in its short form “KnoWaterleak” from its first reference.
- Copy on any digital platform, such as websites and apps, where it is hard to anticipate the order in which the user will read the information, the full name “COMPASS KnoWaterleak” must be used every time.



KnoWaterleak Wordmark Guidelines

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

○ COMPASS KnoWaterleak  
COMPASS KnoWaterleak  
COMPASS KnoWaterleak

✗ COMPASS KnoWaterleak  
COMPASS KnoWaterleak  
*COMPASS KnoWaterleak*

Use the exact capitalization and spacing

○ COMPASS KnoWaterleak

✗ COMPASS Knowater leak  
Compass KnoWaterLeak  
compass kno waterleak

Do not use any colors other than the ones provided

✗ COMPASS KnoWaterleak

✗OMPASS KnoWaterleak

Examples :

**Waterworks Bureau of Maebashi City becomes the fourth municipality in Japan to adopt COMPASS KnoWaterleak.**

Header for a press release

Tenchijin has developed COMPASS KnoWaterleak (“KnoWaterleak”), a tool that combines satellite data and AI analysis to assess the risk of water leakage in pipelines. With KnoWaterleak, the painstaking manual inspection of water pipes can now be efficiently focused on high-risk areas. Tenchijin continues to harness smart big data to pursue water conservation on Earth.

LinkedIn post

If you have any questions regarding the guidelines,  
please contact [design@tenchijin.co.jp](mailto:design@tenchijin.co.jp)