Logo for Sakura Science Plan

■ Regarding the Emblem

![Logo Image]

<table>
<thead>
<tr>
<th>Section</th>
<th>Distinctive Color</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>DIC585s</td>
<td>C 0% M 63% Y 0% K 0%</td>
<td>R 237% G 127% B 175%</td>
</tr>
<tr>
<td>B</td>
<td>DIC582</td>
<td>C 0% M 0% Y 0% K 100%</td>
<td>R 35% G 24% B 21%</td>
</tr>
</tbody>
</table>

■ Fundamental Design Elements

![Logo Image]

Please use the entire emblem at the appropriate size without changing the aspect ratio.

■ Regarding the Color System

The three prescribed colors of pink, grey, and black shall be used for the fundamental color system of the emblem and plan name logo type. If a background color is used and if said color makes it difficult to distinguish the fundamental emblem and logo type form, a white outline shall be used. If white outline cannot be used due to a light background color, grey shall be used as the monochrome color. White edges cannot be used.
Fundamental Form

Using Monochrome Color

Dark Pink BL80%, Light Pink BL40%

When it is difficult to distinguish the fundamental form because the background color is black or another dark color

When not using the fundamental form because the background color is a light color

Similar to when using monochrome color, use grey
Examples of Prohibited Usage of the Emblem and Corporate Name Logo Type

In order to maintain visual consistency, do not make discretionary changes to the emblem or plan name logo type for use.

Prohibited Items

× Changing the font of the plan name logo type
× Changing the font color
× Changing the character spacing
× Changing the overall aspect ratio
× Changing the position of the plan name logo type in relation to the emblem
× Using white edges against a colored background
× Using white outline against a light-colored background

Regarding Space Around the Emblem

As shown below, in relation to the height (h) of the emblem, open space of 0.2h must be positioned around (top/bottom, left/right) the emblem.