

3

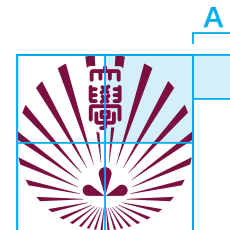
Use of Basic Elements

Clearance Area

With the exception of restrictions such as limited space, ensuring ample clearance area is the most effective way to emphasize the logo. The minimum clearance area between the logo and surrounding graphic elements or the edges of the page are defined to ensure the logo is never encroached upon by surrounding elements.

This placement of the logo, independent of other content, is called isolation. As a general rule, one-fourth of the diameter of the logomark is calculated as the minimum required margin (listed as "A" below) as illustrated in the figures below.

For convenience, we have factored in the minimum required margins in the logo data provided. This data, when used as is without overlapping images or characters, will be displayed correctly. However, this rule does not apply when combined with departments names or affiliated identities.



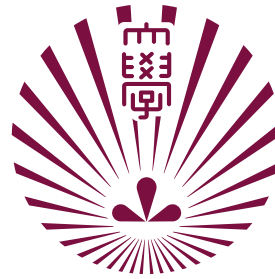
Logomark Sizing

The logo becomes difficult to recognize if it is too small. We have thus prepared a separate logo for smaller use, and the rules are as follows.

Standard Logomark



Small Use Logomark



Small Use Regulations

If the logomark diameter is less than or equal to 10mm, use the specially designed Small Use logo data.

The lines for 大学 (daigaku, or "university") have been specially designed to be thinner in order to maintain readability at a smaller size.



Minimum Size

Upon consideration of the readability of both the English logotype and 大学 (daigaku), the Chinese character for university within the logomark, we have provided at right the minimum required sizes for the different types of logos (logomark/logotype) for standard printing.

It is necessary to consider the visibility and readability of the logo individually for desktop publishing and in low-resolution environments such as web browsers.



Logomark Background

When placing the logo on a photographic, patterned, or colored background, ensure that it is as light as possible and against an area of the background that is as simple and clear as possible. See the following for examples.

Choose a background color that does not affect the logo color. The example at right is achromatic



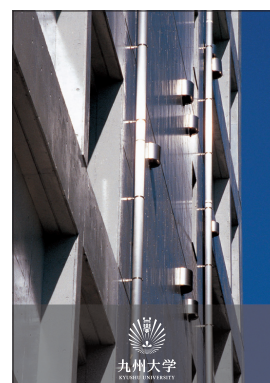
If the background color is the UI color or a similarly darker color, a one-color reverse treatment of white on color is appropriate.



When placing the logomark on a patterned background, choose an area that is as simple and clear as possible. It can also be effective to reduce the contrast of the underlying pattern.












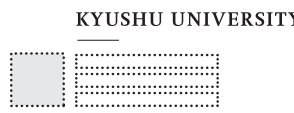




When placing the logo over a photo, choose a layout that makes sure the logo is located in an area that is as simple and clear as possible. It can also be effective to reduce the contrast of the underlying image. For dark color photos, a single-color contrasting treatment is appropriate.



Affiliated Identities

The combination of the logotype and organizational names is based on the E-Type logo, a horizontal combination of the logomark and the Japanese logotype. Vertically stacked and horizontal combinations are standard, but it is possible to combine proportions other than those stipulated by E-Type rules.

For examples of these specific combinations, see sections 3-6 through 3-9.

F-Type Logomark		Using Unique Logos
Vertical Combination		
Horizontal Combination		
Other		
G-Type Logomark		Using Unique Logos
Vertical Combination		
Horizontal Combination		
Other		

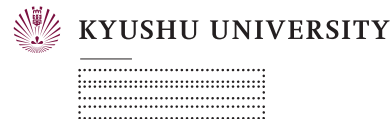
Affiliated Identities

Standard Specifications

Combinations other than the standard E-Type logo are also possible if necessary. In this case, the Kyushu University logo is used and combined with the organizational name, with the logomark placed in front.

Reference templates are available for these types of combinations.

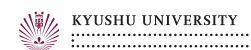
Vertically stacked placement of organizational names



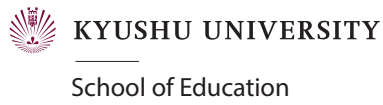
Horizontal placement of organizational names



Other



Examples



Affiliated Identities

Using a Unique Logomark

Some departments may have their own logo or logomark. In such cases, it is possible to use the logomark of the department in place of the logomark of Kyushu University, but please use the logotype specified by Kyushu University.

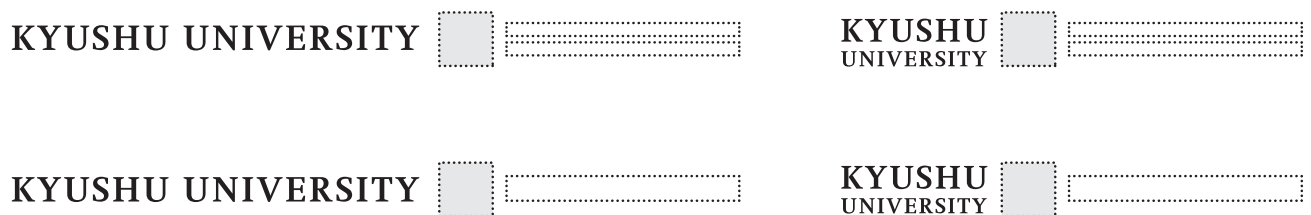
This generally follows the lateral combination rules of the E-Type logo. When listed horizontally, the departmental logomark is attached to the head of the department. Moreover, it is also possible to place the logomark at the front of a combination of the Kyushu University logotype and department name.

Reference templates are available for these types of combinations.

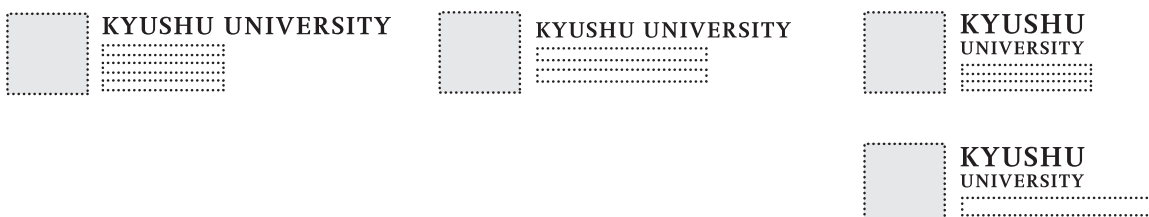
Vertically stacked examples



Horizontal examples



Other



Examples

KYUSHU UNIVERSITY



Interdisciplinary Graduate
School of Engineering Sciences

KYUSHU UNIVERSITY



Faculty of Design
Graduate School of Design
School of Design

**KYUSHU
UNIVERSITY**



Interdisciplinary Graduate
School of Engineering Sciences

**KYUSHU
UNIVERSITY**



Faculty of Design
Graduate School of Design
School of Design

KYUSHU UNIVERSITY |  Interdisciplinary Graduate School of Engineering Sciences

KYUSHU UNIVERSITY |  Faculty of Design

KYUSHU UNIVERSITY |  Faculty of Design Graduate School of Design School of Design

**KYUSHU
UNIVERSITY** |  Faculty of Design
Graduate School of Design
School of Design

**KYUSHU
UNIVERSITY** |  Interdisciplinary Graduate
School of Engineering Sciences

 **KYUSHU UNIVERSITY**
Interdisciplinary Graduate
School of Engineering Sciences

 **KYUSHU UNIVERSITY**
Faculty of Design
Graduate School of Design
School of Design

 **KYUSHU
UNIVERSITY**
Interdisciplinary Graduate
School of Engineering Sciences

A Note on Online Use

Websites are displayed in a different manner from printed materials, and as such, there are a few things to keep in mind. The display of the logo on a website, especially on a landing page, should receive the same visibility and appeal as the website title. It is necessary to determine the display sizes and color palette taking into account color contrast and the size of the logo relative to the entire page content, based on the width of the content. In recent years, there has been an increasing trend to minimize or simplify logo displays so users can better concentrate on the content as they scroll through the landing page and view other pages on the site.

Recommended Content Width

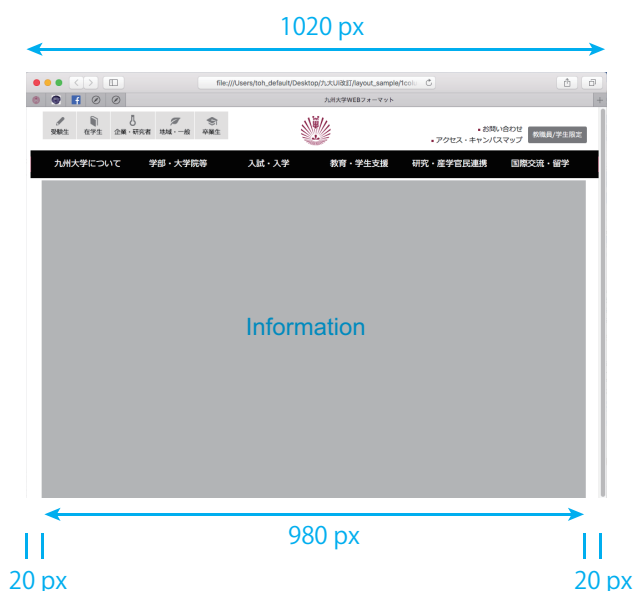
As of 2018, two common screen resolutions are 1920x1080 and 1366x768. Of the two, Kyushu University uses the smaller 1366x768 as standard. Similarly, 750px is the standard for smartphone screens, or 375px multiplied by two (device pixel ratio). In light of these specifications, Kyushu University complies with the recommended maximum width for computers is 1000px and 750px on smartphones.

Appendix

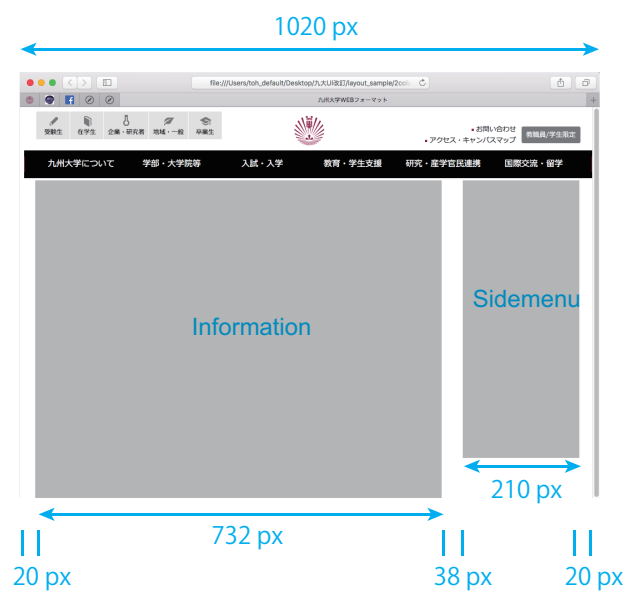
The dimensions for website content, excluding page margins, is as follows.

- One-column layout
Content: 980px
- Two-column layout with sidebar
Sidebar: 210px
Content: 732px

• One-column screen configuration



• Two-column screen configuration



Logo Size in a Header

- A-Type Logo Combination

Height 120px

- Using the Standalone Logomark & D, E, F & G-Type



Logo Combinations

Height 50px

- Isolation



The University complies with the basic stipulations set out in 3-2. The University recommends using the stipulated ratios, calculated in pixels, and either adjusting the image margins or setting the CSS to match.

- UI Color

The following are color codes to recreate the UI colors stipulated in 2-4 on computer and electronic displays.

The Kyushu University website does not exaggerate the use of the UI color palette but uses it as an accent.

HEX: #85023e

RGB: 133,2,62

UI Color Complementary Colors



The Kyushu University website uses the UI color palette as accents in the overall design.

