

# 4

## Application

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## Envelopes, Letterhead & Business Cards

The following policy dictates combinations with affiliated identities such as departmental names. Moreover, there are regulations for bilingual Japanese-English and English and English-only envelopes and letterhead.

### Basic Categorical Use (Bilingual Japanese-English Example: Chou 3-type Envelope)

#### Category 1

##### University Headquarters

Combine Kyushu University logomark and address  
Use only the logotype in English



#### Category 2

##### Affiliated Undergraduate Faculties, Graduate Schools & Other Schools

##### • Category 2a

##### Departments without a unique logomark

Combining the University logo with the names of affiliated faculties, graduate schools, and schools. Do not use the logomark with the English logotype. It may be necessary to adjust the font size for height when combining the names of affiliated faculties, graduate schools, and schools depending on the number of departments listed.



##### • Category 2b

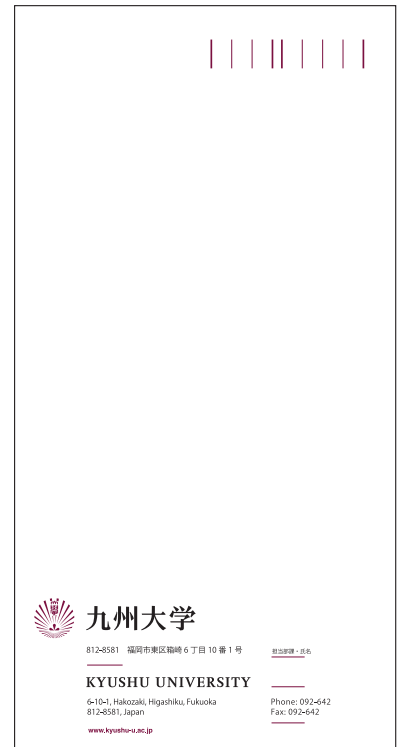
##### Departments with a unique logomark


Combining the Kyushu logotype with the names of affiliated faculties, graduate schools, and schools. Use the logomark of the affiliated department, not that of Kyushu University. Do not use the logomark with the English logotype. It may be necessary to adjust the font size for height when combining the names of affiliated faculties, graduate schools, and schools depending on the number of departments listed.



Category 1  
University Headquarters

### Chou 3-Type Envelopes



 **KYUSHU UNIVERSITY**

6-10-1, Hakozaki, Higashi-ku, Fukuoka  
812-8581, Japan  
Phone: +81 92 642  
Fax: +81 92 642

ABR MAIL

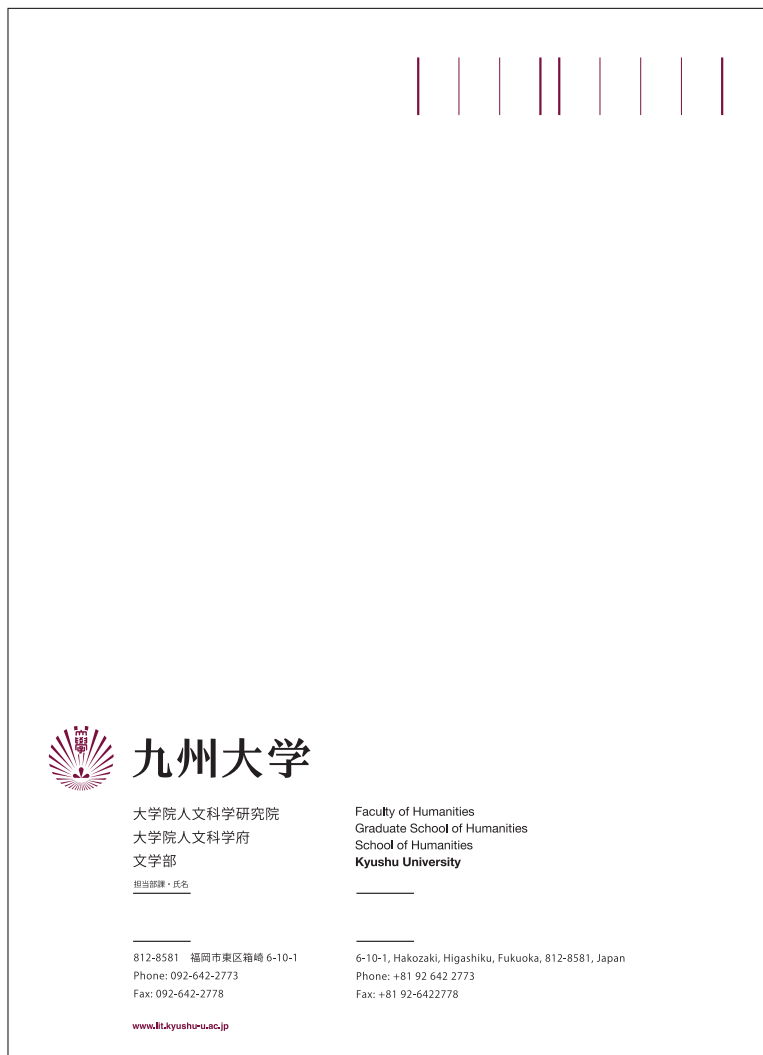
[www.kyushu-u.ac.jp](http://www.kyushu-u.ac.jp)

## Envelopes 2

### Category 2a

Departments without a unique logomark: Using all three department names of faculty, graduate school, and school

#### Kaku 2-Type Envelopes Envelopes



九州大学

大学院人文科学研究院  
大学院人文科学府  
文学部

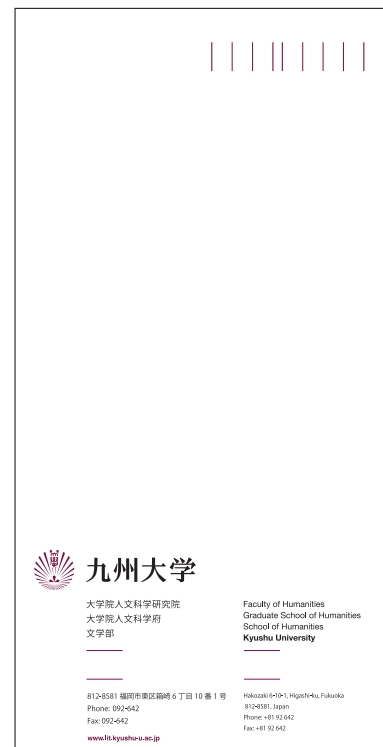
担当部署・氏名

812-8581 福岡市東区箱崎 6-10-1  
Phone: 092-642-2773  
Fax: 092-642-2778  
[www.it.kyushu-u.ac.jp](http://www.it.kyushu-u.ac.jp)

Faculty of Humanities  
Graduate School of Humanities  
School of Humanities  
Kyushu University

6-10-1, Hakozaki, Higashiku, Fukuoka, 812-8581, Japan  
Phone: +81 92 642 2773  
Fax: +81 92-6422778

#### Chou 3-Type Envelopes



九州大学

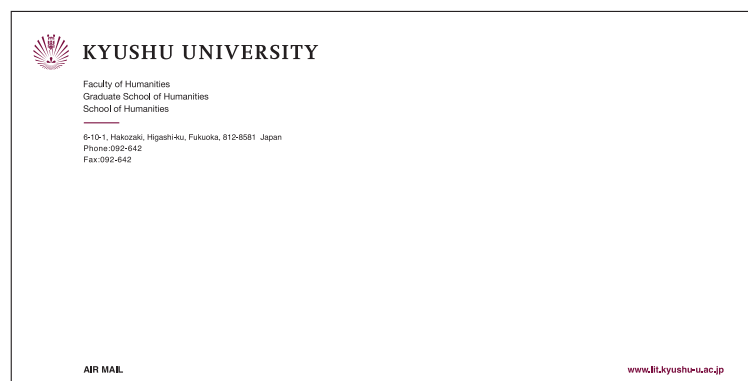
大学院人文科学研究院  
大学院人文科学府  
文学部

Faculty of Humanities  
Graduate School of Humanities  
School of Humanities  
Kyushu University

812-8581 福岡市東区箱崎 6 丁目 10 番 1 号  
Phone: 092-642  
Fax: 092-642  
[www.it.kyushu-u.ac.jp](http://www.it.kyushu-u.ac.jp)

Hakozaki 6-10-1, Higashiku, Fukuoka  
812-8581, Japan  
Phone: +81 92 642  
Fax: +81 92 642

#### English Envelopes



KYUSHU UNIVERSITY

Faculty of Humanities  
Graduate School of Humanities  
School of Humanities

6-10-1, Hakozaki, Higashi-ku, Fukuoka, 812-8581 Japan  
Phone: 092-642  
Fax: 092-642

AIR MAIL

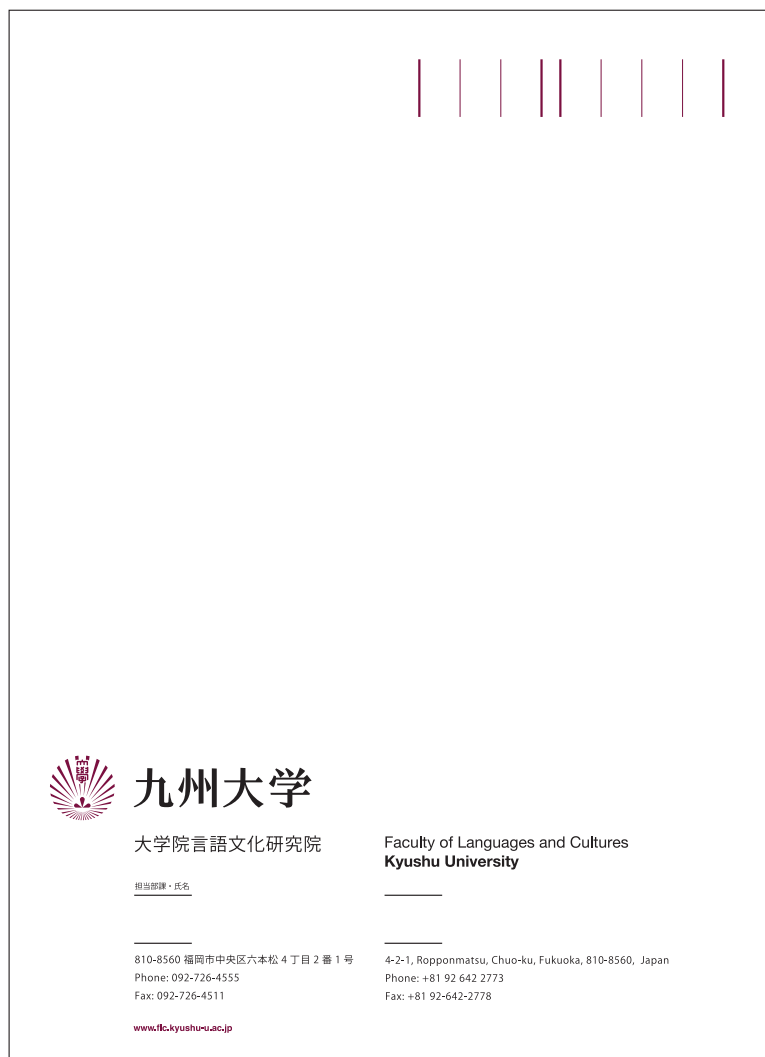
[www.it.kyushu-u.ac.jp](http://www.it.kyushu-u.ac.jp)

## Envelopes 3

## Category 2a

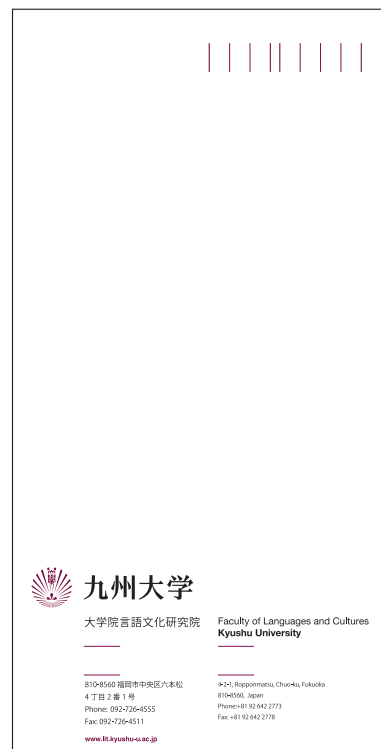
Departments without a unique logomark and using only one department name

Kaku 2-Type Envelopes Envelopes



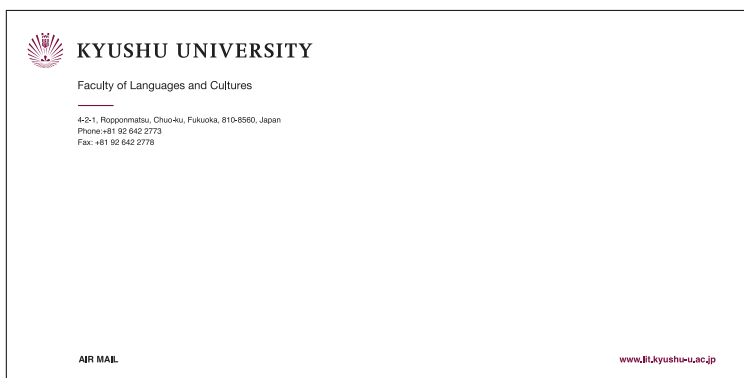
A template for a Kaku 2-Type envelope. It features a large rectangular area with a vertical line on the right side. At the top right, there are seven vertical lines of varying heights. At the bottom left, there is a logo of Kyushu University (九州大学) and the text "九州大学" (Kyushu University). Below the logo, there is a line for the department name (担当部課・氏名). To the right of the logo, there is the text "大学院言語文化研究院" (Faculty of Languages and Cultures) and "Kyushu University". Below this, there is a line for the address (〒810-8560 福岡市中央区六本松 4 丁目 2 番 1 号). At the bottom left, there is the phone number (Phone: 092-726-4555) and fax number (Fax: 092-726-4511). At the bottom right, there is the website address (www.flc.kyushu-u.ac.jp).

Chou 3-Type Envelopes



A template for a Chou 3-Type envelope. It features a large rectangular area with a vertical line on the right side. At the top right, there are seven vertical lines of varying heights. At the bottom left, there is a logo of Kyushu University (九州大学) and the text "九州大学" (Kyushu University). Below the logo, there is a line for the department name (担当部課・氏名). To the right of the logo, there is the text "大学院言語文化研究院" (Faculty of Languages and Cultures) and "Kyushu University". Below this, there is a line for the address (〒810-8560 福岡市中央区六本松 4 丁目 2 番 1 号). At the bottom left, there is the phone number (Phone: 092-726-4555) and fax number (Fax: 092-726-4511). At the bottom right, there is the website address (www.flc.kyushu-u.ac.jp).

## English Envelopes



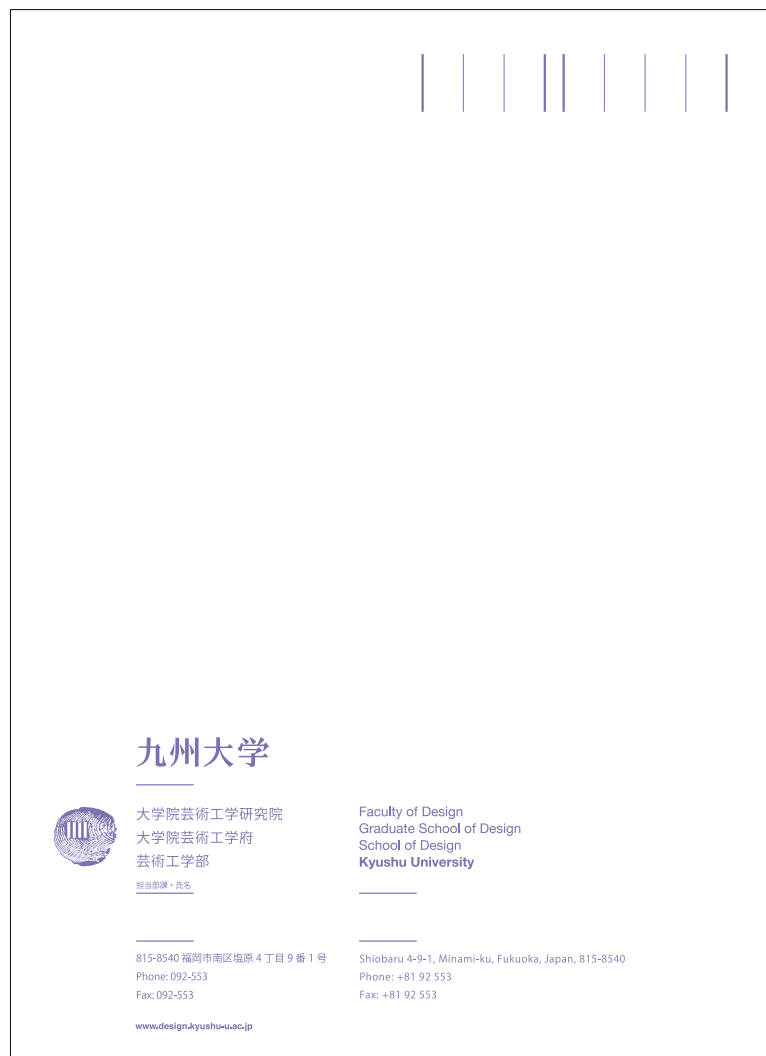
A template for an English envelope. It features a large rectangular area with a vertical line on the right side. At the top left, there is a logo of Kyushu University (KYUSHU UNIVERSITY) and the text "KYUSHU UNIVERSITY". Below the logo, there is a line for the department name (Faculty of Languages and Cultures). To the right of the logo, there is the text "Faculty of Languages and Cultures" and "Kyushu University". Below this, there is a line for the address (4-2-1, Ropponmatsu, Chuo-ku, Fukuoka, 810-8560, Japan). At the bottom left, there is the phone number (Phone: +81 92 642 2773) and fax number (Fax: +81 92 642 2778). At the bottom right, there is the website address (www.flc.kyushu-u.ac.jp).

## Envelopes 4

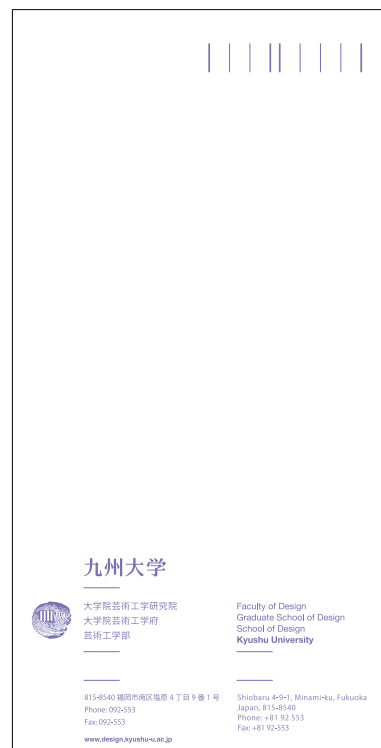
### Category 2b

Departments with a unique logomark and using all three department names of faculty, graduate school, and school

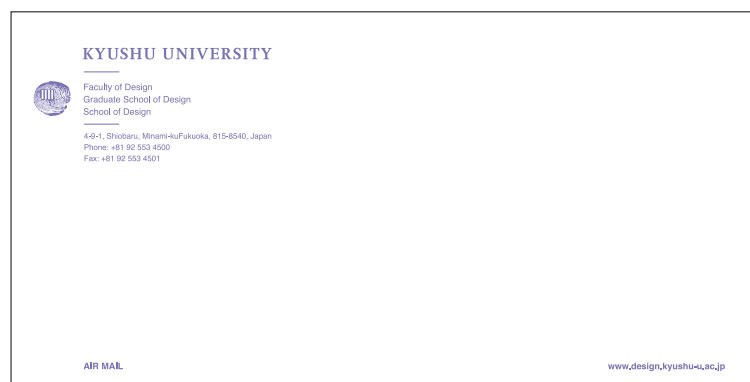
Kaku 2-Type Envelopes Envelopes



Chou 3-Type Envelopes



### English Envelopes




## Envelopes 5

## Category 2b

Departments with a unique logomark using two department names

Kaku 2-Type Envelopes Envelopes



九州大学

大学院数理学研究院  
大学院数理学府

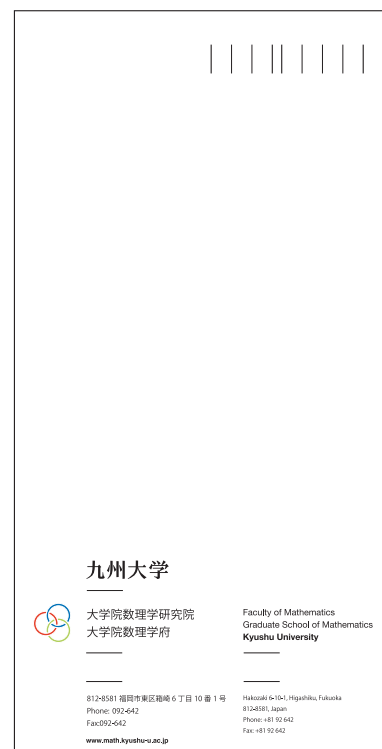
担当課・氏名

812-8581 福岡市東区箱崎 6-10-1  
Phone: 092-642  
Fax: 092-642  
[www.math.kyushu-u.ac.jp](http://www.math.kyushu-u.ac.jp)

Faculty of Mathematics  
Graduate School of Mathematics  
Kyushu University

6-10-1, Hakozaki, Higashiku, Fukuoka, 812-8581, Japan  
Phone: +81 92 642  
Fax: +81 92-642

Chou 3-Type Envelopes



九州大学

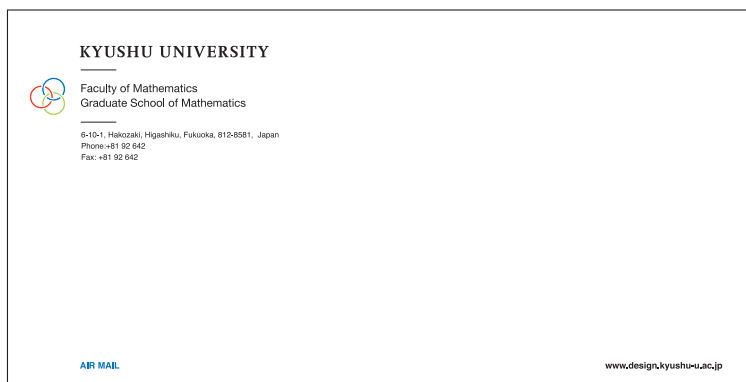
大学院数理学研究院  
大学院数理学府

Faculty of Mathematics  
Graduate School of Mathematics  
Kyushu University

812-8581 福岡市東区箱崎 6-10-1 番 1 号  
Phone: 092-642  
Fax: 092-642  
[www.math.kyushu-u.ac.jp](http://www.math.kyushu-u.ac.jp)

Hakozaki 6-10-1, Higashiku, Fukuoka  
812-8581, Japan  
Phone: +81 92 642  
Fax: +81 92 642

English Envelopes



KYUSHU UNIVERSITY

Faculty of Mathematics  
Graduate School of Mathematics

6-10-1, Hakozaki, Higashiku, Fukuoka, 812-8581, Japan  
Phone: +81 92 642  
Fax: +81 92 642

ARI MAIL

[www.design.kyushu-u.ac.jp](http://www.design.kyushu-u.ac.jp)

## Envelopes 6

### Category 1

#### Kaku 2-Type Envelope Layout

(Illustrated example of good layout at 60% of actual size)

\*The two sizes written as #pt/##pt refer to font size and line spacing, respectively.

Example: 9pt/11pt refers to a font size of 9pt and a line spacing of 11pt. (The same applies below)



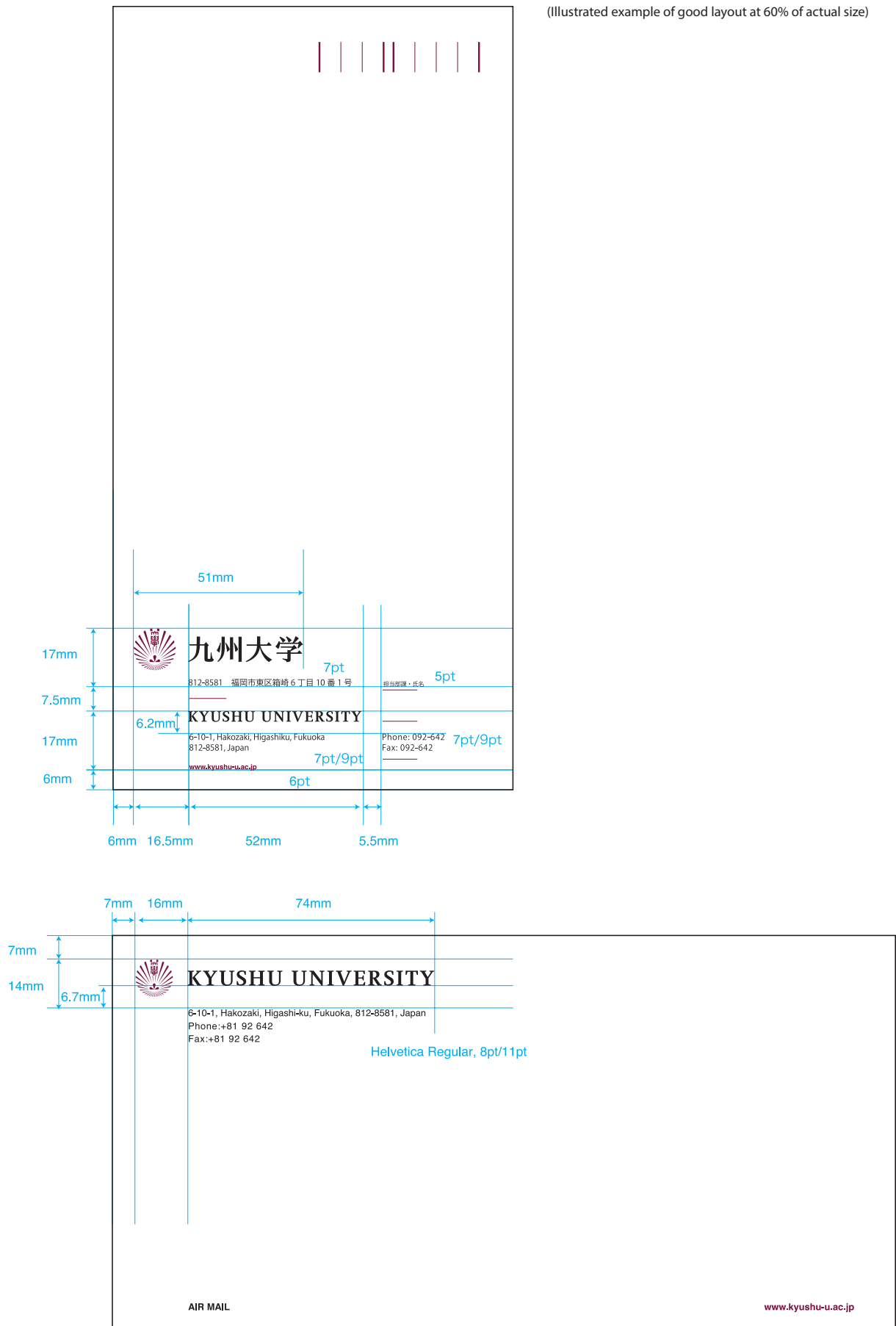


## Envelopes 7

## Category 1

## Chou 3-Type Envelope &amp; English Envelopes

(Illustrated example of good layout at 60% of actual size)



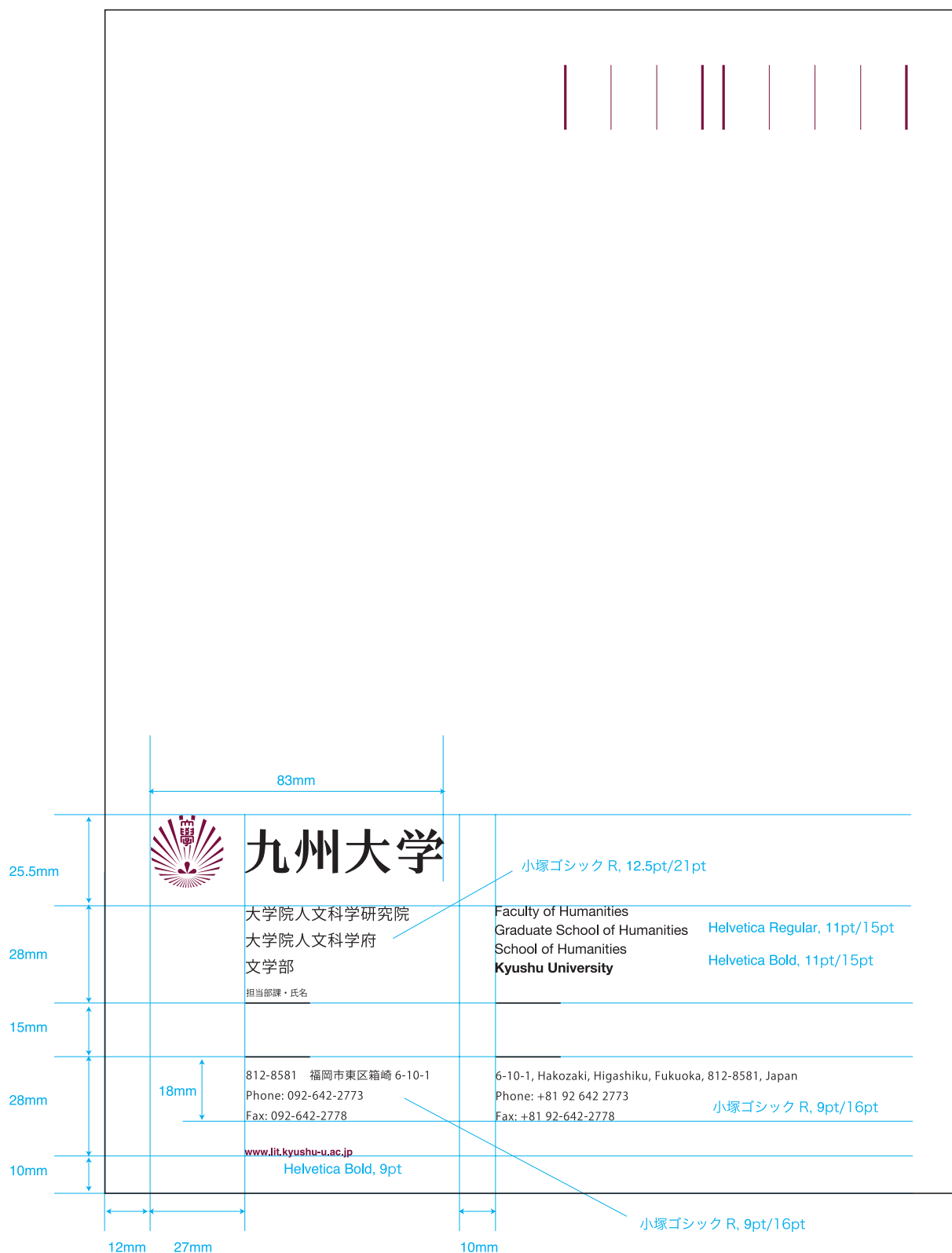
## Envelopes 8

### Category 2a

Departments without a unique logomark: Using all three department names of faculty, graduate school, and school

### Kaku 2-Type Envelope Layout

(Illustrated example of good layout at 60% of actual size)



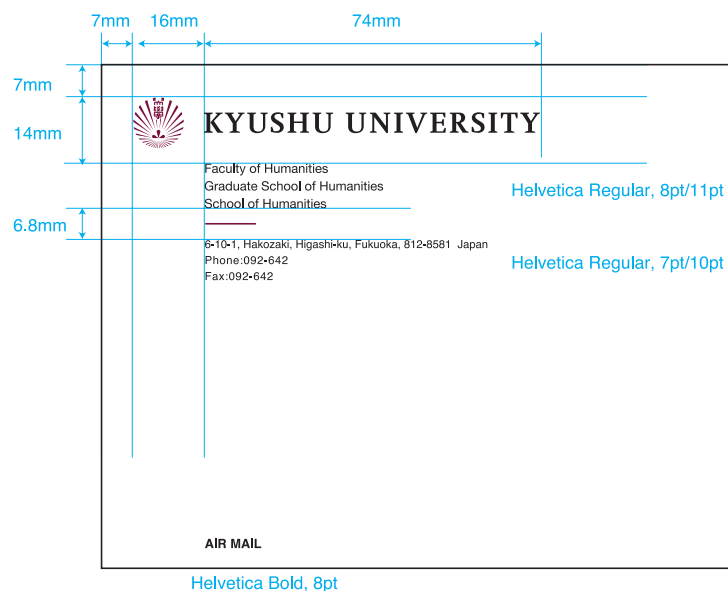
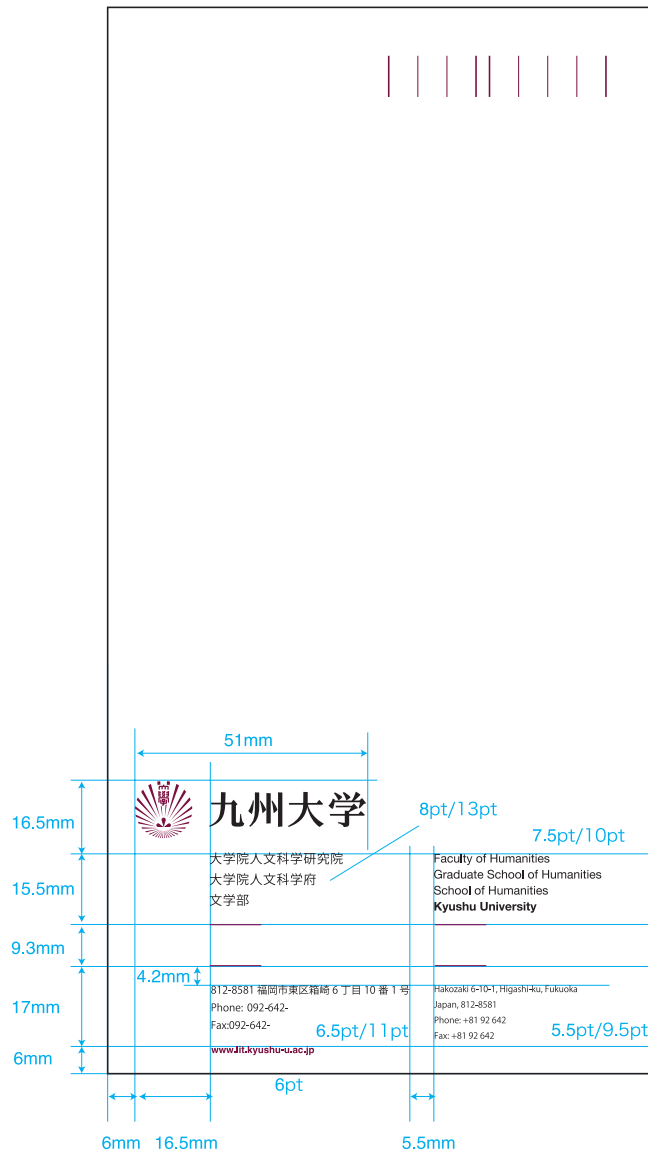
## Envelopes 9

Category 2a

Departments without a unique logomark:

Using all three department names of faculty, graduate school, and school

Chou 3-Type Envelopes/English Envelopes  
(Illustrated example of good layout at 60% of actual size)

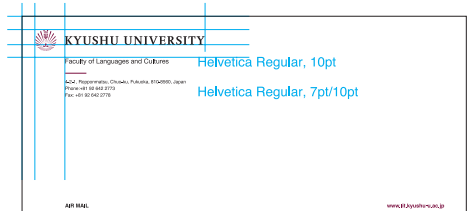
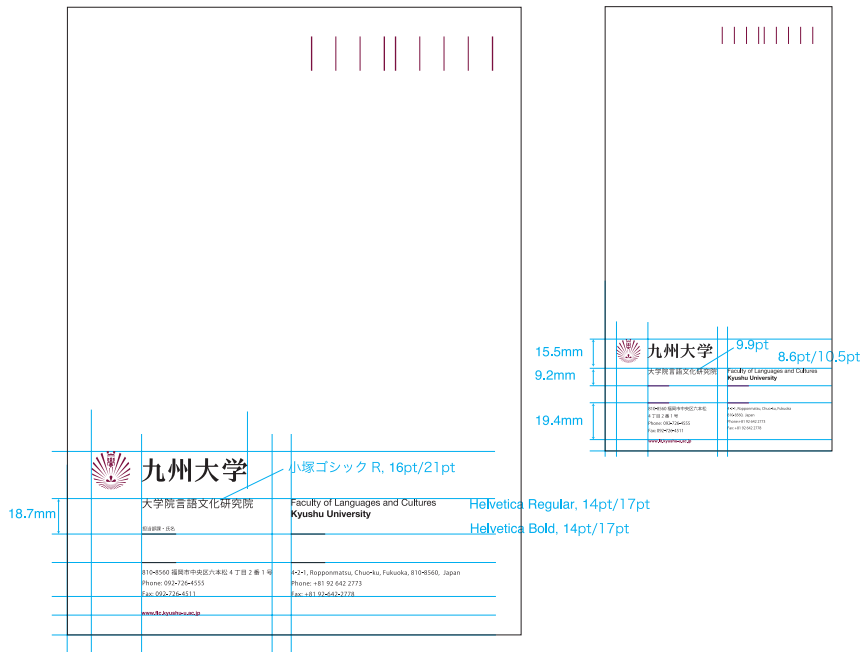


## Envelopes 10

### Category 2a

Departments without a unique logomark and using only one department name

\*Sizes equal to those stipulated for Envelope 8 and Envelope 9 have been omitted here.

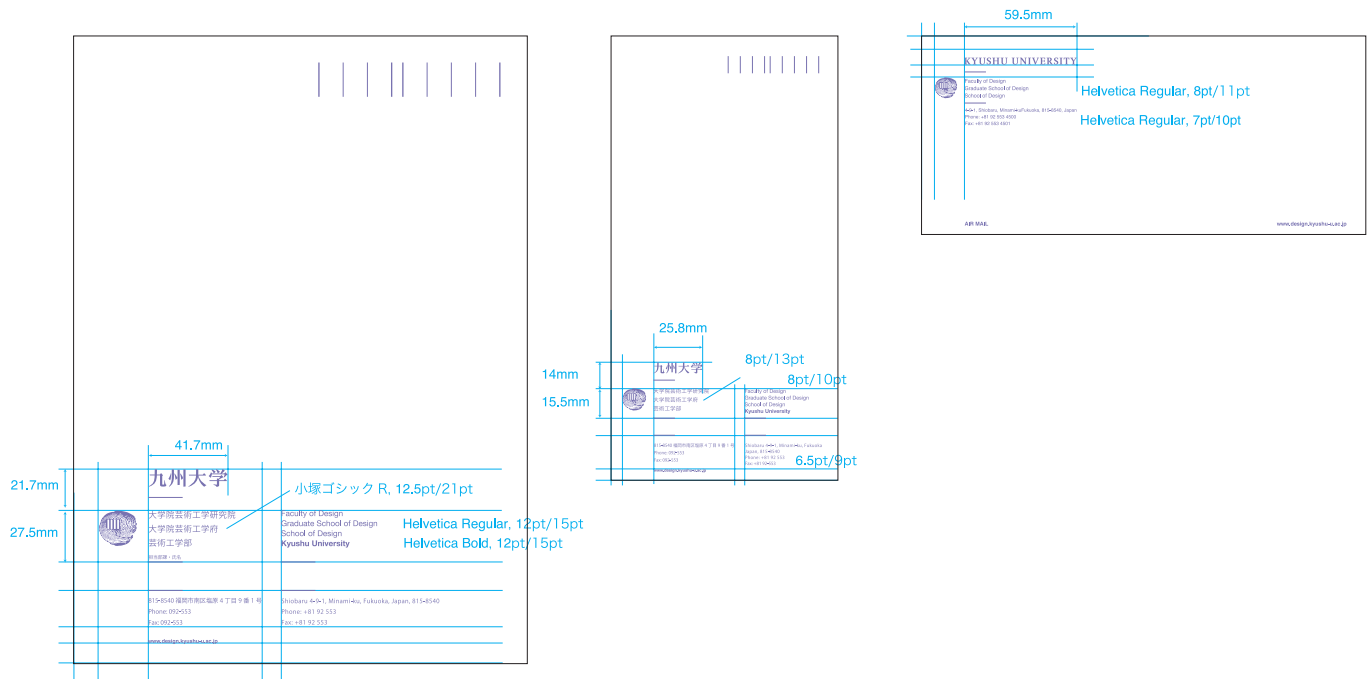


## Envelopes 11

### Category 2b

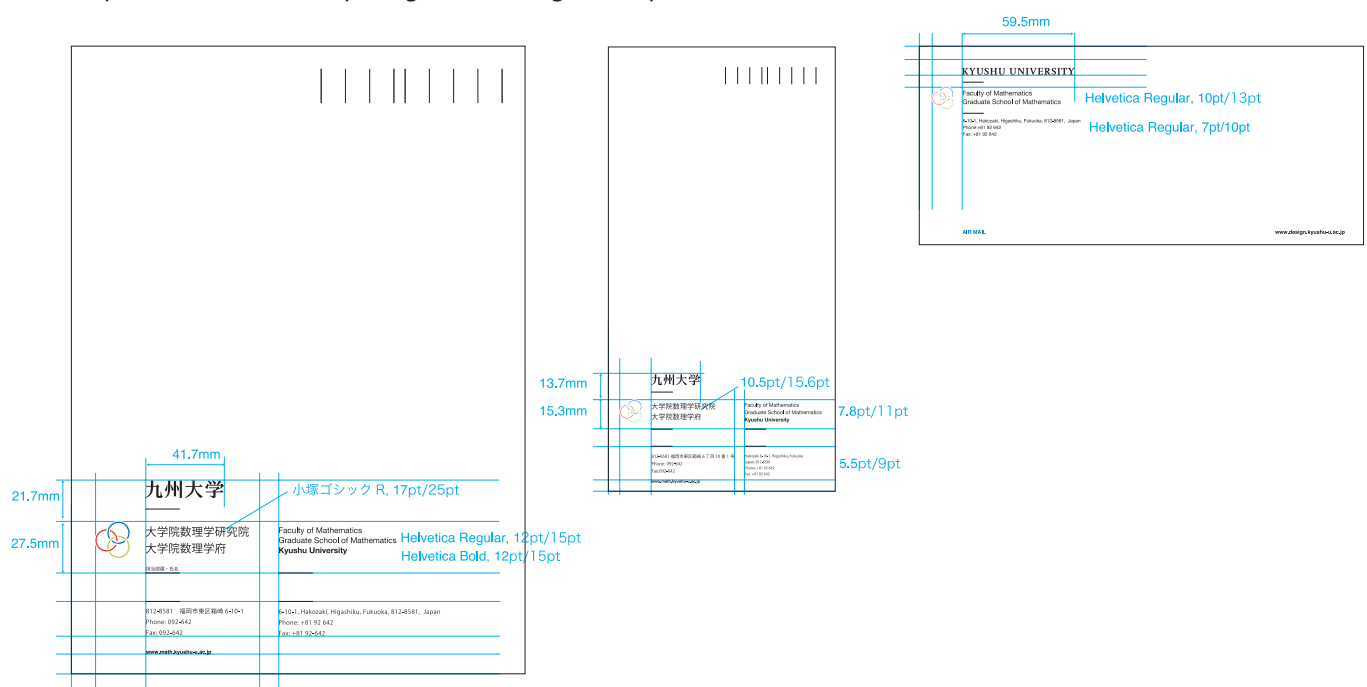
Departments with a unique logomark: Using all three department names of faculty, graduate school, and school

\*Sizes equal to those for Envelope 8 and Envelope 9 have been omitted here.



### Category 2b

Departments with a unique logomark: Using two department names



## Letterhead 1

Kyushu University letterhead is A4 and is available in either bilingual Japanese-English or English-only formats. The basic rules of composition for logos and department names are the same specifications stipulated for envelopes.

Category 1: University Headquarters (Japanese + English and English-only formats)



**KYUSHU UNIVERSITY**

6-10-1, Hakozaki, Higashi-ku, Fukuoka 812-8581, Japan  
Phone: +81 92 642 2773  
Fax: +81 92 642 2778



**九州大学**

812-8581 福岡市東区箱崎 6 丁目 10 番 1 号  
Phone: 092-642-2773  
Fax: 092-642-2778

**KYUSHU UNIVERSITY**

6-10-1, Hakozaki, Higashiku, Fukuoka-city, 812-8581, Japan  
Phone: +81 92 642 2773  
Fax: +81 92-642-2778

## Letterhead 2

Category 2a: Departments without a unique logomark

**KYUSHU UNIVERSITY**

Faculty of Humanities  
Graduate School of Humanities  
School of Humanities

6-10-1, Hakozaki, Higashi-ku, Fukuoka, 812-8581 Japan  
Phone: 092-642-1234, Fax: 092-642-5678

**九州大学**

大学院人文科学研究院  
大学院人文科学府  
文学部



812-8581 福岡市東区箱崎 6-10-1  
Phone: 092-642-2773  
Fax: 092-642-2778

Faculty of Humanities  
Graduate School of Humanities  
School of Humanities  
**Kyushu University**

6-10-1, Hakozaki, Higashiku, Fukuoka-city, 812-8581, Japan  
Phone: +81 92 642 2773  
Fax: +81 92-642-2778

**Letterhead 3**







Category 2b: Departments with a unique logomark (Japanese + English and English-only formats)

<div><p><b>KYUSHU UNIVERSITY</b></p><p>Faculty of Design Graduate School of Design School of Design</p><p>4-9-1, Shiobaru, Minami-ku, Fukuoka, 815-8540, Japan Phone: +81 92 553 Fax: +81 92 553</p></div>
<div><p><b>九州大学</b></p><p>大学院芸術工学研究院 大学院芸術工学府 芸術工学部</p><p>815-8540 福岡市南区塩原 4-9-1 Phone: 092-553 Fax: 092-553</p><p>Faculty of Design Graduate School of Design School of Design <b>Kyushu University</b></p><p>Shiobaru 4-9-1, Minami-ku, Fukuoka, Japan, 815-8540 Phone: +81 92 553 Fax: +81 92 553</p></div>



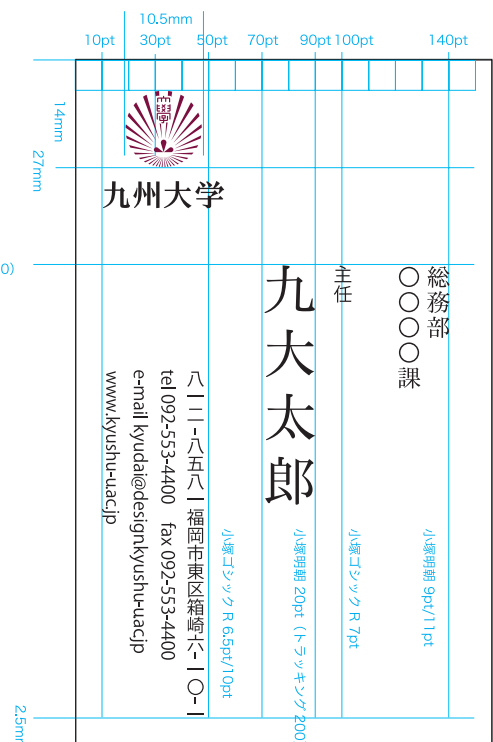
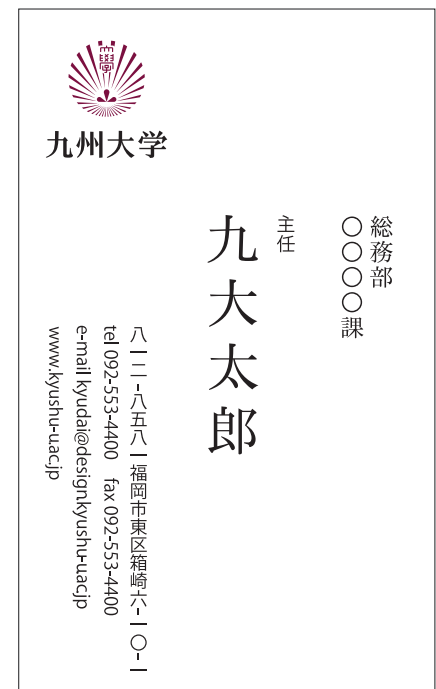
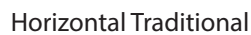
## Letterhead 4

Designated  
Layouts

			14pt (5mm)	156pt (55mm)	29pt (10mm)	
				126pt (44,5mm)		35pt (12,5mm)
					九州大学	42pt (15mm)
				812-8581 福岡市東区箱崎 6 丁目 10 番 1 号 Phone:092-642-2773 Fax: 092-642-2778		36pt (13mm)
			小塚ゴシック 6pt/9pt	KYUSHU UNIVERSITY		18,5pt (6,5mm)
			小塚ゴシック 6pt/9pt	6-10-1, Hakozaki, Higashiku, Fukuoka-city, 812-8581, Japan Phone: +81 92 642 2773 Fax: +81 92-642-2778		
				126pt (44,5mm)	98,5pt (34,5mm)	
					九州大学	35pt (12,5mm)
			小塚ゴシック 7pt/11pt	Helvetica 6,5pt/9pt		42pt (15mm)
			太学院人文科学研究所 大学院人文科学府 文学部	Faculty of Humanities Graduate School of Humanities School of Humanities Kyushu University		9,5pt (3,3mm)
			812-8581 福岡市東区箱崎 6-10-1 Phone:092-642-2773 Fax: 092-642-2778	6-10-1, Hakozaki, Higashiku, Fukuoka-city, 812-8581, Japan Phone: +81 92 642 2773 Fax: +81 92-642-2778		
			小塚ゴシック 6pt/9pt	小塚ゴシック 6pt/9pt		
				126pt (44,5mm)	98,5pt (34,5mm)	
				九州大学		35pt (12,5mm)
			小塚ゴシック 7pt/11pt	Helvetica 6,5pt/9pt		42pt (15mm)
			大学院芸術工学研究所 大学院芸術工学府 芸術工学部	Faculty of Design Graduate School of Design School of Design Kyushu University		9,5pt (3,3mm)
			815-8540 福岡市南区塩原 4-9-1 Phone: 092-553- Fax: 092-553-	Shiobaru 4-9-1, Minami-ku, Fukuoka, Japan, 815-8540 Phone: +81 92 553 Fax: +81 92 553		
			小塚ゴシック 6pt/9pt	小塚ゴシック 6pt/9pt		
					193pt (68mm)	35pt (12,5mm)
					KYUSHU UNIVERSITY	42pt (15mm)
				6-10-1, Hakozaki, Higashi-ku, Fukuoka 812-8581, Japan Phone:092-642 Fax:092-642		
				Helvetica 7,5pt/9,5pt		
					193pt (68mm)	35pt (12,5mm)
					KYUSHU UNIVERSITY	42pt (15mm)
				Faculty of Humanities Graduate School of Humanities School of Humanities	Helvetica 7,5pt/9,5pt	36pt (13mm)
				6-10-1, Hakozaki, Higashi-ku, Fukuoka, 812-8581 Japan Phone:092-642-1234, Fax:092-642-5678		
				Helvetica 7,5pt/9,5pt		
					193pt (68mm)	35pt (12,5mm)
					KYUSHU UNIVERSITY	42pt (15mm)
				Faculty of Design Graduate School of Design School of Design	Helvetica 8pt/10pt	36pt (13mm)
				4-9-1, Shiobaru, Minami-ku, Fukuoka, 815-8540, Japan Phone: +81 92 553 4500 Fax: +81 92 553 4501		
				Helvetica 8pt/10pt		

Business cards should reflect the identity of the department yet accommodate the basic preferences of the individual. Two approved variations are indicated below.

### Vertically Stacked Traditional



## Business Cards 2

Traditional (English)



## Business Cards 3

Standard  
Category 1: University  
Headquarters



Standard  
Category 2a: Departments without  
a unique logomark



10 ポイントのユニットで展開

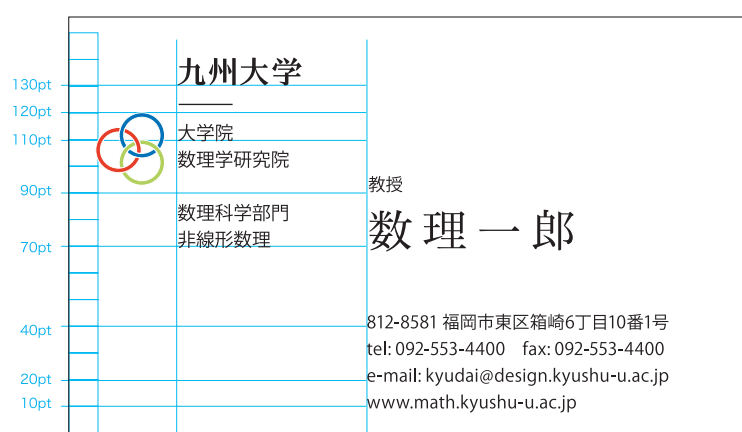
## Business Cards 4

Standard

Category 2b: Departments with a unique logomark



10 ポイントのユニットで展開



## Business Cards 5

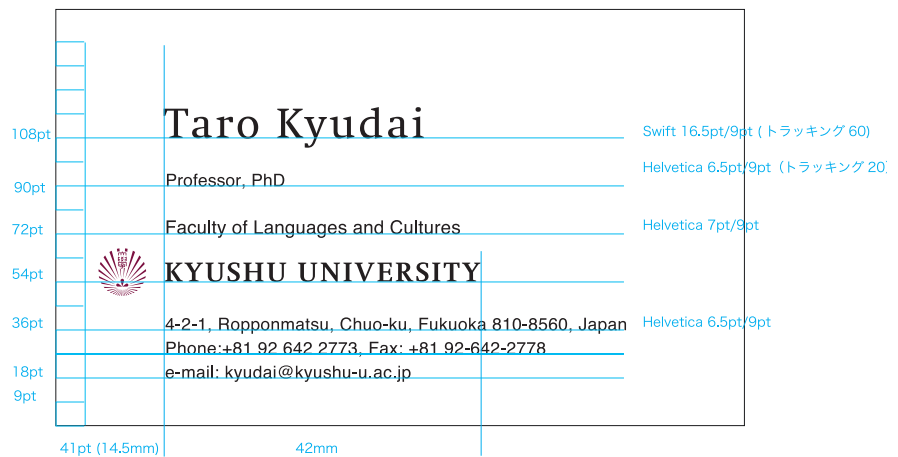
Standard (English)  
Category 2a: Departments without  
a unique logomark



Standard (English)  
Category 2b: Departments with a  
unique logomark



9 ポイントのユニットで展開



## Standard Publications - 1

Among the printed materials published every year at Kyushu University, the following employ a consistent application of UI guidelines:

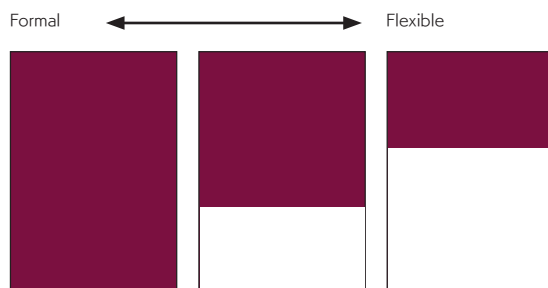
1. University Overview (Documents/Photographs)
2. University Bulletin/Report
3. University Information
4. Campus Life Handbook.

### Classification of Printed Materials

Printed materials are classified into “formal” and “flexible” according to content and audience: formal materials should place emphasis on format while flexible materials may exhibit more flexibility in design.

The following materials are classified based on this standard.

- Formal: 1. University Overview (Fact Book/Photographs)  
2. University Bulletin/Report
- Flexible: 3. University Information  
4. Campus Life Handbook



### Classification Rules

The following two methods are used to distinguish the difference between formal and flexible classifications.

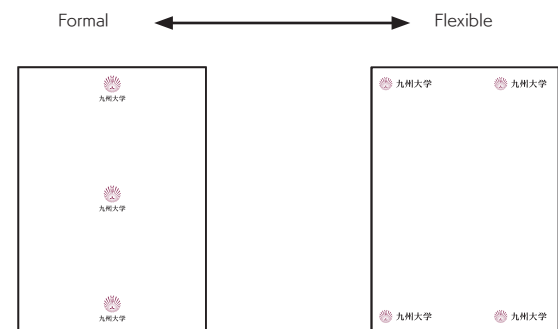
1. The amount of the cover that is occupied by UI colors

There is no official UI color ratio, but as a general rule, the more color used the more formal the document.

2. The type of logo and its placement

Formal: Vertically stacked composition placed at left, right, or center

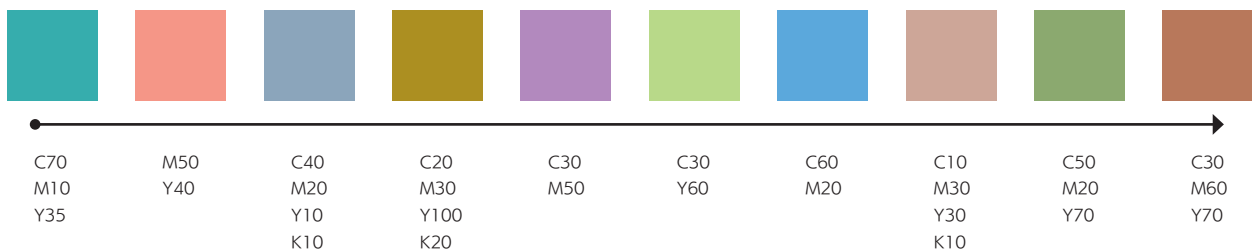
Flexible: Horizontal composition placed at left or right



## Other

### 1. Proposals for yearly color system

In addition to the UI color palette, we propose the following year color system, which repeats in ten-year cycles, for the following two purposes: 1) to give printed materials a sense of consistency and 2) to implement a color palette standard for two-color printing. In the case of two-color printing, an approximate color should be used.



### 2. Visuals based on pine motif (Recommended)

From a university identity standpoint, it is effective to use visuals related to the pine tree when there is no particular motif for an illustration.

Geometric pine needle patterns

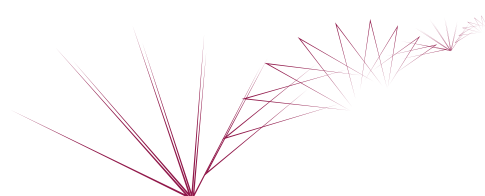


Photo image representation of pine needles



Pine cones



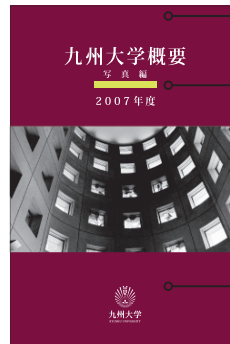
## Standard Publications - 2

1. University Overview (Fact Book/Photographs) 2. University Bulletin/Report  
3. University Information 4. Campus Life Handbook

## University Overview

- Formal
- Four-Color Printing (CMYK)

Visual: Pine motif



Background: UI color used on entire page

Band: Yearly color

Logo: Vertically stacked composition placed at left, right, or center

## University Bulletin/Report

- Formal
- Two-Color Printing

Background: Yearly color used on entire page



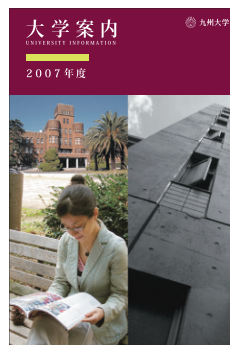
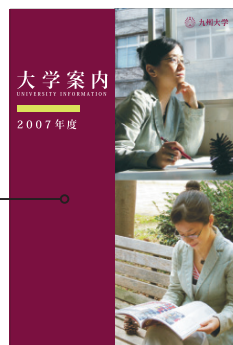
Logo: Vertically stacked composition placed at left, right, or center



## University Information

- Flexible
- Four-Color Printing

Background: Partial use of UI colors

Logo: Horizontal composition placed at right  
Band: Yearly color

Visual: Pine motif

## Campus Life Handbook

- Flexible
- Two-Color/Four-Color Printing

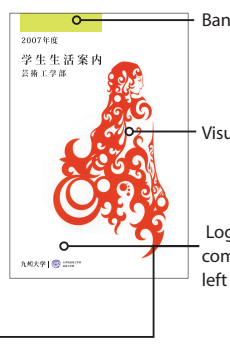
Visual: Pine motif



Band: Yearly color

Visual: Student works

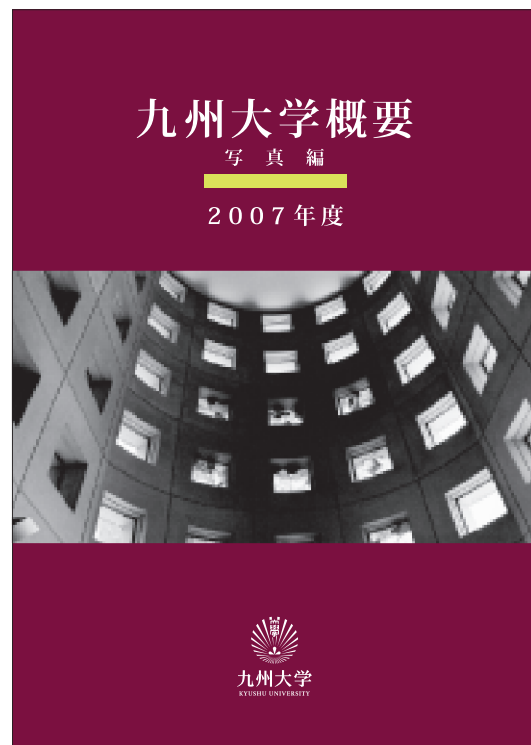
Logo: Horizontal composition placed at left







**Standard Publications - 3**

University Overview (Fact Book/Photographs)



## Standard Publications - 4

## University Bulletin/Reports

KYUSHU UNIVERSITY ENGINEERING SCIENCES REPORTS Vol.27 No.2		2007.4	九州大学大学院 総合理工学報告 第27巻 第2号 ISSN 1346-7883	
219	Fast Propagation and Shape Control of Metallic Nanostructures by Using Microwave Heating	総 合 理 工 学 報 告	○○○○○を用いた○○○材料の○○○と○○○	219
229	Ocean Model using Cut-Cell Method		○○○法を用いた○○モデルについて	229
241	Numerical study on Relationship between Long term variation of Asian Dust Storm and Climate factors		○○の○○変動と○○因子との関連性についての○○研究	241
251	Formation of convergent cloud band over western Japan Sea in winter - Numerical experiments on frontal structure in the convergent cloud band -		○○○○○に現れる○○状○○の形成 -○○状○○に見られる○○構造についての○○実験-	251
257			学位論文審査報告	257
INTERDISCIPLINARY GRADUATE SCHOOL OF ENGINEERING SCIENCES 2007.4		第二十七巻 第二号	九州大学大学院総合理工学府 2007.4	
 KYUSHU UNIVERSITY			 九州大学	

\*Figure 1 &amp; Figure 4

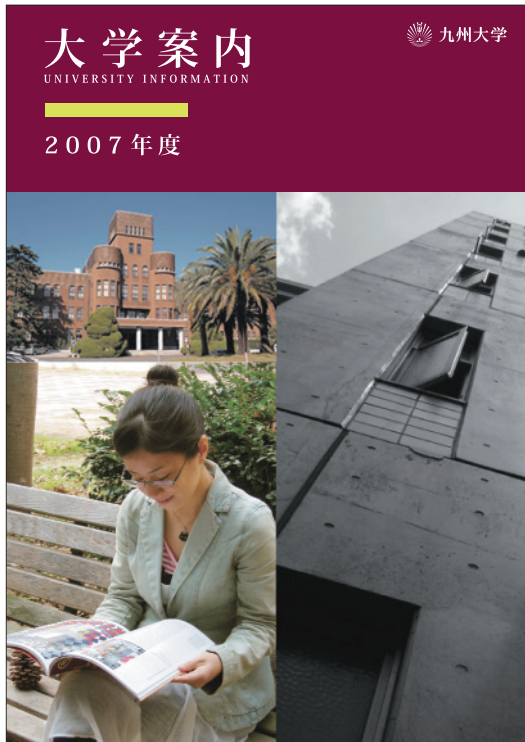
MEMORIES OF DEPARTMENT OF HEALTH SCIENCES SCHOOL OF MEDECINE		No. 6	2007. 4	ISSN 1348-2319	医学部保険学科紀要 第 6 号
1	A Study on the Abolishment of Physical Restraint and Accidents at Homes for the Aged	医 学 部 保 険 学 科 紀 要	原著 ○○○における○○○の取り組みに関する研究 森崎 延太郎 ○○○○ ○○○ ○○○○	1	
9	The Relationships of Anxiety, Stress, and the Family Support to Self-Esteem in Patients with Ischemic Heart Disease		○○○患者の○○・○○○・○○○と○○の関連性 伊藤 保子 ○○○○ ○○○ ○○○○ ○○○○ ○○○○	9	
17	Investigation on the Staining Condition of Post-embedding Immunogold Labeling at the Electron Microscopic Level - GABA Immunocytochemistry in the Mouse Olfactory Bulb -		○○○○○○○の条件についての検討 -○○○における○○○○○法による○○○- ○○○○○ ○○○○	17	
27	An approach to better Teaching in Nursing Administration		資料 「○○○○」授業方針の検討 ○○○○	27	
33	Consideration about mental health services and nursing of Japan-South Korea		○○の○○○制度とその○○に関する文献的考察 ○○○○○ ○○○ ○○○○ ○○○○	33	
DEPARTMENT OF HEALTH SCIENCES SCHOOL OF MEDECINE		2007. 4	第六号	九州大学医学部保険学科	2007. 4
 KYUSHU UNIVERSITY				 九州大学	

\*Figure 1 &amp; Figure 4

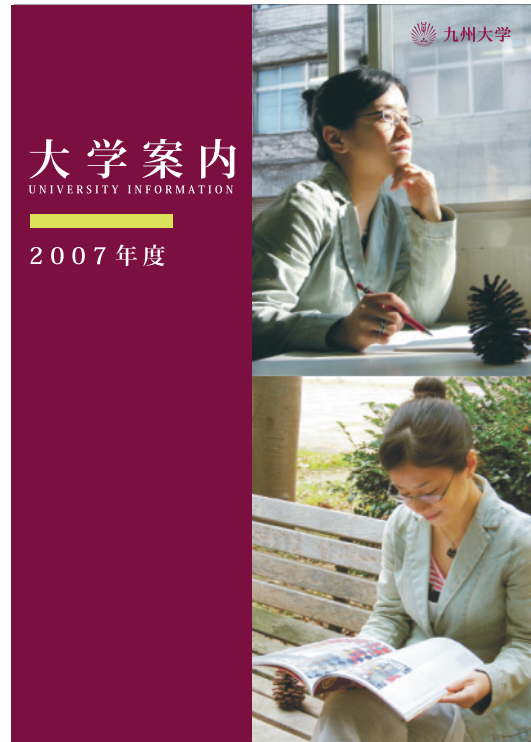
## Standard Publications - 5

## University Information

Example 01 (UI color used in a stripe pattern on cover)



Example 02 (UI color used in a stripe pattern on cover)



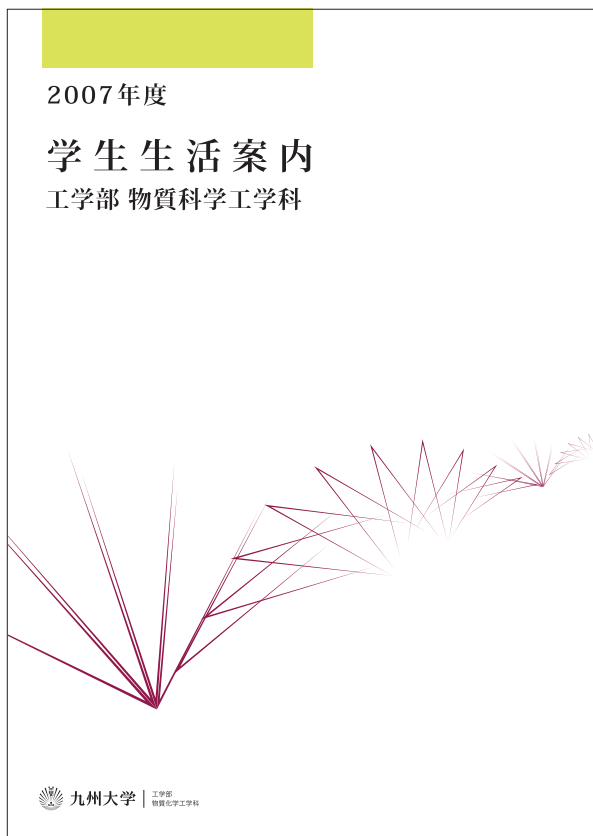
Example 03 (UI color used on label)



## Standard Publications - 6

Campus Life Handbook

## A4 Editions



## A5 Editions



