

BRAND GUIDELINES

January 2022 Ver.



INTRODUCTION

Rice cultivation is woven indelibly into the history of Japan

For three thousand years, the Japanese have been such avid rice cultivators and have eaten rice as staple food, that their country came to be known in ancient times as Mizuho-no-kuni, or “The Land of Abundant Rice.” Japanese rice is nurtured by the fertile soil and pristine water sources of its timeless pastoral landscapes. Through the cultivation, the Japanese people have developed a profound sense of value of the natural environment in which the rice grow and a spirit of coexistence with nature. Rice is the foundation of which Japan’ s history and culture have emerged.

JFOODO is eager to share the wonders of rice flour, born of Japan's treasured rice culture, towards the diverse food cultures of the world.

THE LOGO

THE LOGO

THE COLORS

THE LOGO FONT

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This logo indicates that a product is either a Japanese rice flour or that Japanese rice flour is used as part of the product.

The design takes its inspiration from the Chinese character for rice (米) expressed in rice grain shapes. The red grain is a nod to the rising sun on the Japanese flag.

The absence of sharp edges in the design reflects the gentleness of gluten-free eating, which is kind to the body and supports greater health. Every part of the logo is even and balanced, highlighting the uniform grains and consistent quality that Japanese-grown rice flour offers.

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Type-A / Vertical

Full Color



Monotone



Type-B / Horizontal

Full Color



Monotone



THE LOGO

THE LOGO

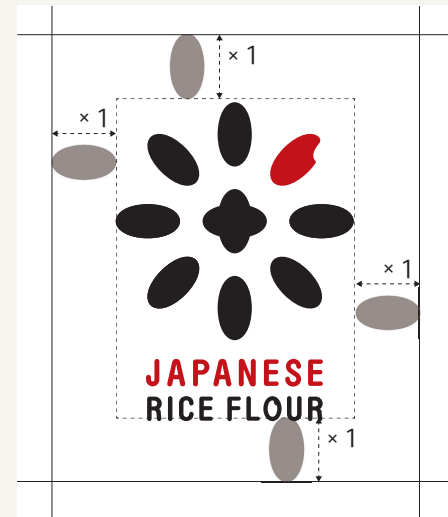
THE COLORS

THE LOGO FONT

PRACTICES

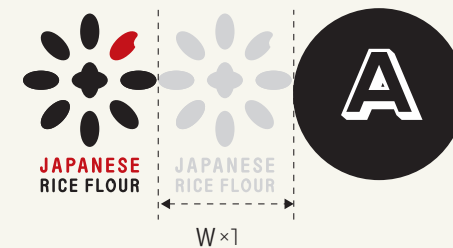
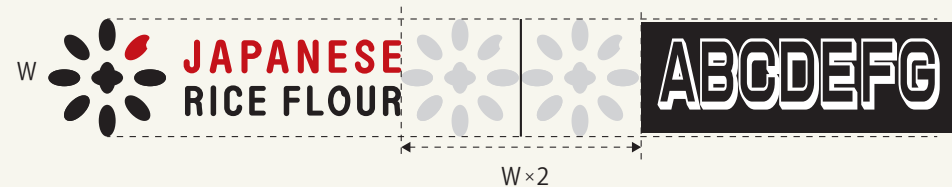
APPLICATIONS

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When using the logo, leave a white border whose width is equal to the length of one of the rice grains around the logo.

Logo clearspace



THE COLORS



BLACK

C	0	R	0
M	0	G	0
Y	0	B	
K	100		

THE LOGO

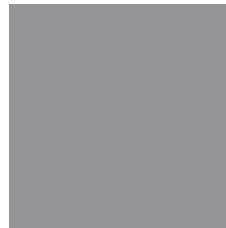
THE COLORS

THE LOGO FONT

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Gray

C	0	R	0
M	0	G	0
Y	0	B	
K	50		



RED

C	0	R	204
M	100	G	0
Y	100	B	0
K	20		

THE LOGO FONT

THE LOGO

THE COLORS

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Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww

Xx Zz

0123456789.,/?()

font: Montserrat Medium
Montserrat Bold

When using the logo, it is recommended that either Montserrat Medium or Montserrat Bold be used for the font of surrounding design, taking care to harmonize it with the product. If none of these fonts can be used, Gothic fonts are recommended. In order to ensure that the familiarity and approachability of rice flour as expressed in the logo is maintained, we ask that you do your best to replicate its tone and style wherever possible (by using gothic fonts, for example).

PRACTICES

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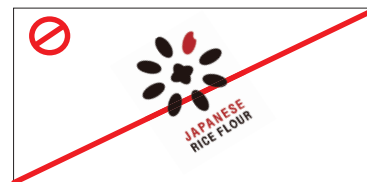
Do not alter the shape of the logo



Do not change the size or spacing of the characters



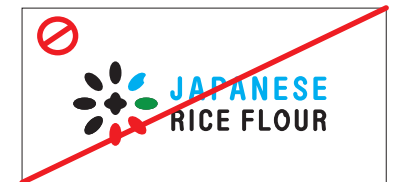
Make the logo readily recognizable



Do not rotate the logo



Do not add shadowing, 3D modeling, or similar effects



Do not use colors other than those specified



Do not leave out any part or element of the logo



Do not use any typeface effects other than those shown



Do not add gradient to the logo



Do not invert the logo image



Do not layer the logo over any other object

APPLICATIONS

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CONTACT INFO

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Should you have any questions or require specific files to correctly apply the JAPANESE RICE FLOUR logo, please contact us.

■ JFOODO

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