

# Buri of Japan Brand Logo Guidelines



The Buri of Japan Brand Logo Guidelines have been established by JFOODO to ensure that all Buri of Japan brand expressions and representations, including visuals, are used correctly.

The Buri of Japan Brand Logo may be applied only to Buri products produced in Japan. Applying the Buri of Japan Brand Logo to non-Japanese Buri is prohibited.

Whenever using the logo, be sure to reproduce the logo's shape, colors, and other characteristics in confirmation with the guidelines.  
Note that the guidelines may be altered or modified while in effect.

## Use size regulation

No specific minimum size is defined for the Buri of Japan Brand Logo because requirements vary depending on the application. Consequently, the minimum size for each application is the limit on reproducing the logo with acceptable clarity of all the elements on the application media.

## Color regulation

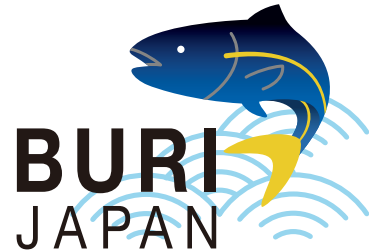
Use RGB.ai data for movies and CMYK.ai data for printed material.



CMYK : C80% M70% K100%  
RGB : R0 G0 B0



CMYK : C90% M55% K0%  
RGB : R0 G106 B200



CMYK : C0% M0% Y0% K62%  
RGB : R130 G130 B130



CMYK : K100%  
RGB : R0 G0 B0



CMYK : C43% Y5%  
RGB : R147 G223 B247



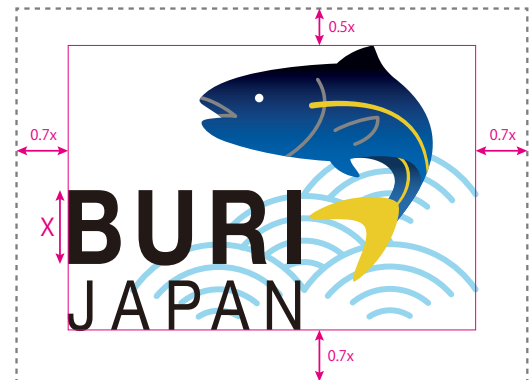
CMYK : C10% M20% Y87%  
RGB : R241 G209 B35

## BRAND LOGO(A)



## LOGO Isolation

When using the logo, please remove unnecessary margins so that the logo is clearly visible.



## BRAND LOGO(B)

White colored text can be used but only when the black colored text is not visible nor clear over the photo/video.



## Combination with the tag line

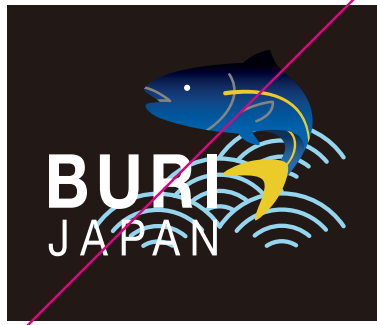
*Japan's unique oceanic delight*

# BURI

## Examples of Prohibited Uses



Do not change the logo's horizontal or vertical proportion



If the fish shape is not visible nor clear, please use white as a background.



Do not rotate the logo



Do not move any elements of the logo



Do not add shadows



Do not place it on backgrounds with poor visibility.



Do not combine elements other than those specified.



Do not cut off part of the logo's elements