



Logo Use Guidelines for Team Mottainai (ver.2.0)

Revised in August 2018

■ Basic Logo Design

Basic Type: Color



Basic Type: Monochrome



○ There is no use restriction on the size but you may not use it in too small a size.

○ Use the logo to publicize “Team Mottainai” activities.

For example, in: posters, pamphlets, business cards, novelty items, websites, public relations magazines, etc.

■ Display of the area(s) of the Team’s activities

In its use, it is recommended to display the area(s) of activities below the logo:
Saving Food, Saving Materials and/or Saving Energy

【 Examples of use】



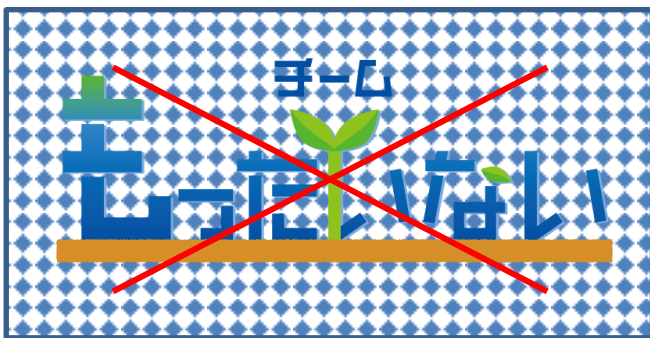
- The size, color, and font of letters are not designated.
- Letters should be placed below the logo, and not be lapped over it.
- In case activities extend into two areas or more, display all the areas.

■Prohibitions

In use of the logo, you may not change color or aspect ratio.



In case the logo mixes with the background, be sure to place it within a white frame.



You may not use the logo, either, in the following cases:

- Use of the logo in a manner that goes against the law or public order and morals;
- Use in a manner that loses public confidence in the Tokyo Metropolitan Government or harm its dignity;
- Use in a manner that would harm the third party's interests;
- Use in a manner that supports or recommends specific individuals, organizations, corporations (excluding the Tokyo Metropolitan Government) or products, etc., or in a manner that is suspected of doing so;
- Use of the logo as a name of a specific product and brand;
- Use in a manner that would mislead people into thinking that the Tokyo Metropolitan Government guarantees the quality of products, technologies, etc. of the participating entities, etc.;
- Use of the logo in relation to expressions of a specific political, religious or ideological cause;
- Use for operation or advertisement materials of the business as provided in Article 2 of the Act on Control and Improvement of Amusement Business, etc. (Act No.122 of 1948);

- Use of the logo that is recognized as inappropriate in view of the objective of its use; and
- Other uses that the Tokyo Metropolitan Government recognizes as inappropriate.