JAXA MISSION SP-247
BRAND GUIDELINES

LOGO

BIG

MISSION SP-247

MEDIUM

SMALL

EMBLEM

JAXA
SP-247
2024

COLORS

# F37F57	# F79D59
RGB: 243 127 87	RGB: 243 157 89
CMYK: 0% 62% 69% 0%	CMYK: 0% 45% 72% 0%

# EFB882	# ECC78B
RGB: 239 184 130	RGB: 236 199 139
CMYK: 5% 30% 53% 0%	CMYK: 7% 21% 51% 0%

# FAB05D	# E7A880
RGB: 250 176 93	RGB: 231 168 128
CMYK: 0% 35% 71% 0%	CMYK: 8% 38% 51% 0%

# 0D426A	# 89B545
RGB: 13 66 106	RGB: 137 181 69
CMYK: 100% 77% 34% 2%	CMYK: 52% 10% 98% 0%

SAFEZONE

The surface area of the logo's safezone is 50% bigger than the logo itself (25% from each side).

Example:

Logo width: 30mm
Safezone width: 45mm

MISSION SP-247

TYPOGRAPHY

**FONT
SOL PRO**

https://fonts.adobe.com/-fonts/sol

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

MOCKUPS

MISSION SP-247

JAXA
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2035