1. The brand logo with tagline specifications

GATSBY's tagline is a brand message that is transmitted in the medium to long term to connect the intrinsic value of the brand (core image, core value, concept) and young people of each era. Also, it fulfills the role of a hub as the origin of individual advertising expression.

1-1. Minimum size

The minimum size of the brand logo with tagline is 3.5 cm from the left to right edge of the logo. In digital format, minimum size is Height: 70 pixel/Width: 214 pixel/Resolution: 72 dpi. Modification or change of the brand logo with tagline is not permitted under any circumstances. (*Details below.)
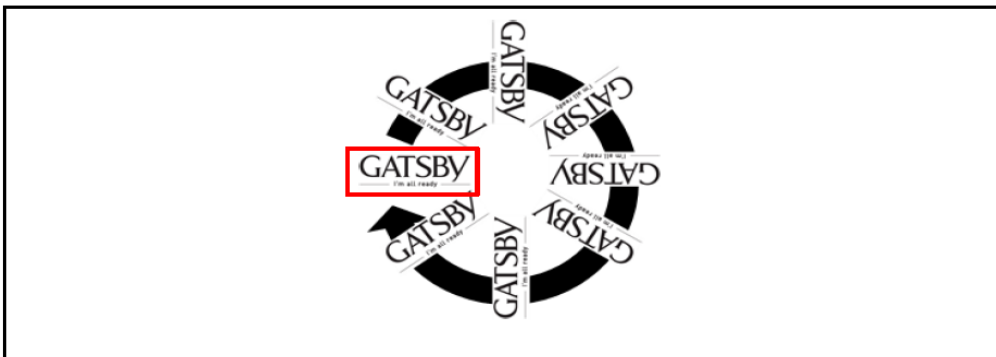
■Basic brand logo with tagline

Print	3.5cm
Digital	Height: 70 pixel/Width: 214 pixel/Resolution: 72 dpi

1-2. Ratio

The size ratio of "GATSBY" and "I'm all ready" in the data provided should not be changed.

1-3. Layout

The brand logo with tagline can only be used in the horizontal layout, and is not permitted in any layout other than horizontal. If it is difficult to create the horizontal layout, please make a report to the Division in charge (Communication Design Div. ・ International Marketing Div.) to obtain permission.

1-4. Space

When the brand logo with tagline is used in advertisements or POP materials, there must be sufficient space around the logo. No design, catch phrase, or product image should infringe on this space. (*Details below and next page.)
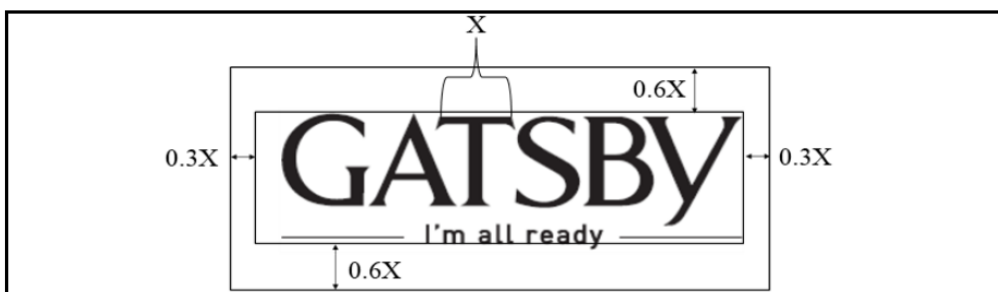
■Space calculation method
Sufficient space around the brand logo with tagline should be created so that it is not disturbed by designs such as graphics and typography. The width of the space (0.6x or 0.3x) is calculated based on the width of the letter "T". (*For example, when the width of the letter "T" is 1 cm, the width of the space around the logo must be at least 0.6 cm)

①Placement of the brand logo with tagline between product phrase or campaign phrase is not permitted. (*Refer to "1-6. Examples of incorrect use of the brand logo with tagline")

②When the brand logo with tagline is used in background designs, the rule does not apply.

1-5. Background color

When the brand logo with tagline is used in background designs of advertisements or POP materials, any background color is permissible. However, if the brand logo with tagline is used alone with no other text or design, only the following three background colors can be used. (Examples: Back side of storefront boards / logo tape)

■Black　　　　　　　　　　■White　　　　　　　　　　■Blue

①For blue background, use "GATSBY Blue" (Pantone 286C)
*Pantone 286C = C/M/Y/K : 100/68/0/37、 R/G/B/A = 0/51/160/100

②If it is difficult to create an image of active feeling and enjoyment (excitement) with the above background colors, consult the department in charge (Communication Design Div. ・ International Marketing Div.) to obtain permission to use another color.

③The above rule does not apply to products that are not advertisements or POP materials. However, when producing such items, always make a report to the department in charge (Communication Design Div. ・ International Marketing Div.) to obtain permission to use another color.
(Examples: Brand polo shirts or jackets to be worn in-house)

1-6. Examples of incorrect use of the brand logo with tagline

■Background color has been changed (*only when the brand logo with tagline is used alone)
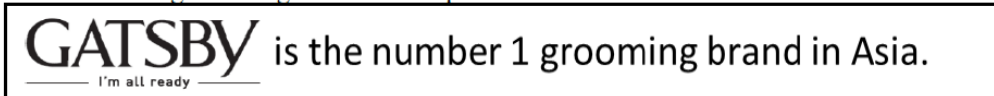

■Logo has been re-scaled vertically or horizontally

■Design elements have been added

■The brand logo with tagline is used as part of text
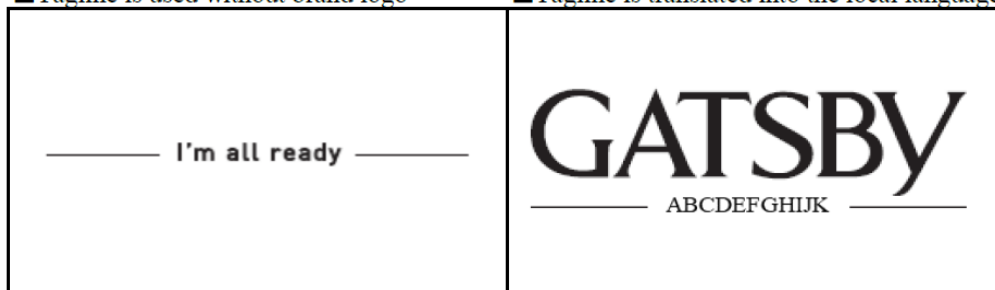
■The brand logo with tagline is sandwiched in between other communication

■The brand logo with tagline is used in product labels

■Tagline is used without brand logo*

■Tagline is translated into the local language

*We will consider the use of the tagline without brand name in the future.

1-7. Usage of brand logo with tagline in video

①The brand logo with tagline should be displayed for at least 1 second at the end of TV commercials or other video content.

②When displaying the brand logo with tagline, only "black text against white background" or "white text against black background" is permissible, and background designs are not allowed.

③Display of the brand logo with tagline using special effects are not allowed.
(Example: flash, rotation)

④Do not display products and the brand logo with tagline at the same time in the final cut.

⑤Do not use the brand logo with tagline and campaign message together in the final cut.

⑥In MCJ and MID TVCM, the brand logo with tagline is not used because the CI is displayed in the final cut.

⑦Do not use the brand logo with tagline in the final cut of videos for short time ad media.
(Examples: YouTube Bumper Ads)

3. Brand logo specifications

3-1. Minimum size

The minimum logo size is 1 cm from the left to right edge of the logo. In digital format, minimum size is Height: 58 pixel/Width: 214 pixel/Resolution: 72 dpi. As stated in the Brand Logo regulation, modification or change of the logo mark is not permitted under any circumstances.
(*Details below.)

■Basic logo

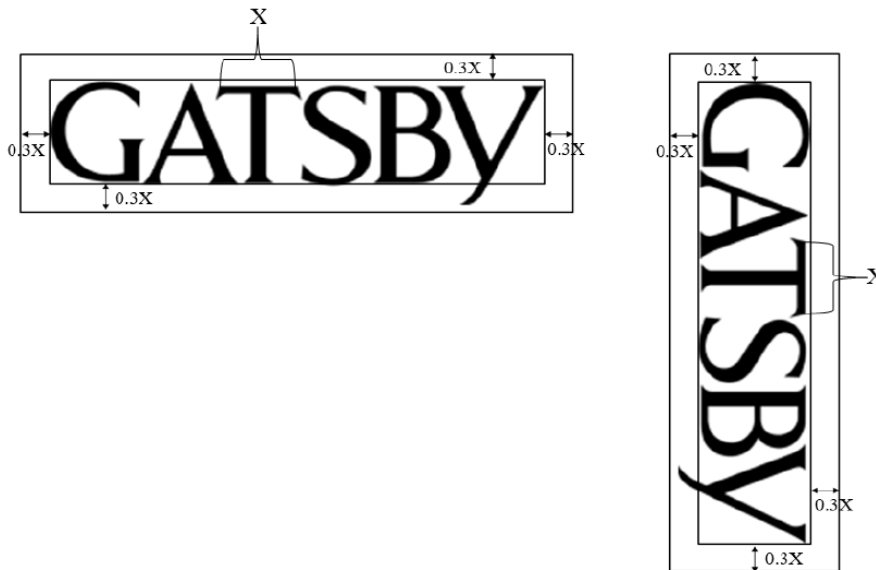| Print	1.0cm
Digital	Height: 58 pixel/Width: 214 pixel/Resolution: 72 dpi

3-2. Layout

Refer to "3. Layout" in Brand Logo regulation (*Separate document).

3-3. Space

When brand logo is used for advertisements or POP materials, there must be sufficient space around the brand logo. No design, catch phrase, or product image should infringe on this space.
(*Details below.)

■Space calculation method
Sufficient space around the brand logo with tagline should be created so that it is not disturbed by designs such as graphics and typography. The width of the space (0.3x) is calculated based on the width of the letter "T". (*For example, when the width of the letter "T" is 1 cm, the width of the space around the logo must be at least 0.3 cm)

①When the brand logo is used in background design, the rule does not apply.

3-4. Background color

When brand logo is used in background designs of advertisements or POP materials, any background color is permissible. However, if the brand logo is used alone with no other text or design, only the following three background colors can be used.
(Examples: Back side of storefront boards / brand logo tape)

■Black　　　　　　　　　■White　　　　　　　　　■Blue

①For blue background, use "GATSBY Blue" (Pantone 286C)
(*Pantone 286C = C/M/Y/K : 100/68/0/37、 R/G/B/A = 0/51/160/100)

②If it is difficult to create an image of active feeling and enjoyment (excitement) with the above background colors, consult the department in charge
(Product Planning Div. ・ Communication Design Div. ・ International Marketing Div.)
to obtain permission to use another color.

③The above rule does not apply to products that are not advertisements or POP materials. However, when producing such items, always make a report to the department in charge
(Product Planning Div. ・ Communication Design Div. ・ International Marketing Div.)
to obtain permission to use another color.
(Examples: Brand polo shirts or jackets to be worn in-house)

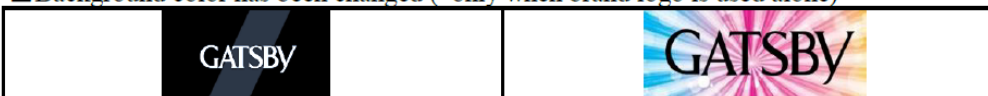## 3-5. Procedures for handling brand name text

If there is an unavoidable need to use the brand name other than the logo, please use all capital letters.
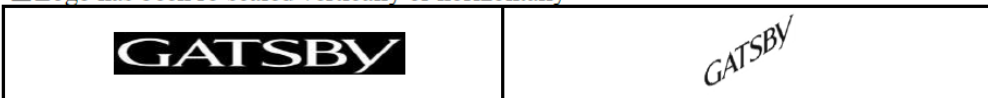*Lowercase can be used only for the website URL and hashtag (ex.: #gatsby)
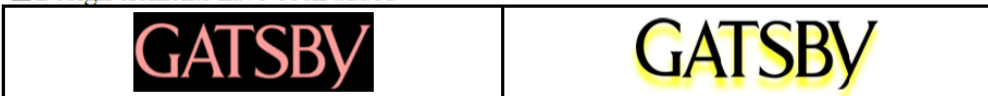
3-6. Examples of incorrect use of brand logo

■Background color has been changed (*only when brand logo is used alone)
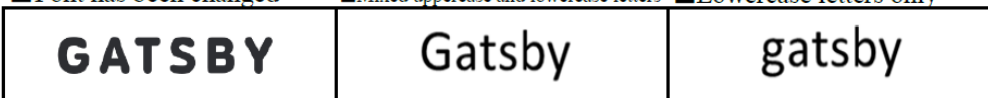
■Logo has been re-scaled vertically or horizontally

■Design elements have been added

■Font has been changed　　■Mixed uppercase and lowercase letters　■Lowercase letters only

■Brand logo is used as part of text

GATSBY is the number 1 grooming brand in Asia.