



**International Christian University  
Logo Guidelines**

## ICU LOGOS

The ICU logo consists of a uniquely designed typeface and can be widely used by people involved in ICU's activities, both in and outside the university. The ICU logo embodies the university's vision as Japan's first liberal arts college to serve as "a university where each person's potential is brought to fruition," "a university where each person discovers his or her calling," and "a university that continues to mature as it pursues its ideals." The newly created symbol incorporating graphical elements representing trees, along with the combination of the university's name and message, portrays the rich natural environment that is one of the distinguishing characteristics of ICU, and our campus that provides high-quality liberal arts education, as well as expressing our wish for students to expand their own potential to the full.



## Sizing and Spacing

The clear space is necessary to ensure the legibility of the logo. Please do not display any letters, pictures, or other elements in this space. The minimum size for use is set to ensure that the logo is clearly legible. It is not permitted to use the logo in a size that is smaller than the minimum size.



Please always use the original data provided when reproducing the logo.

# Sizing and Spacing

E

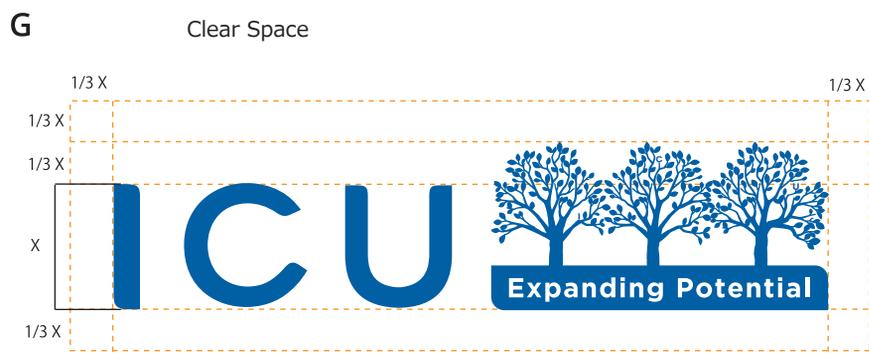
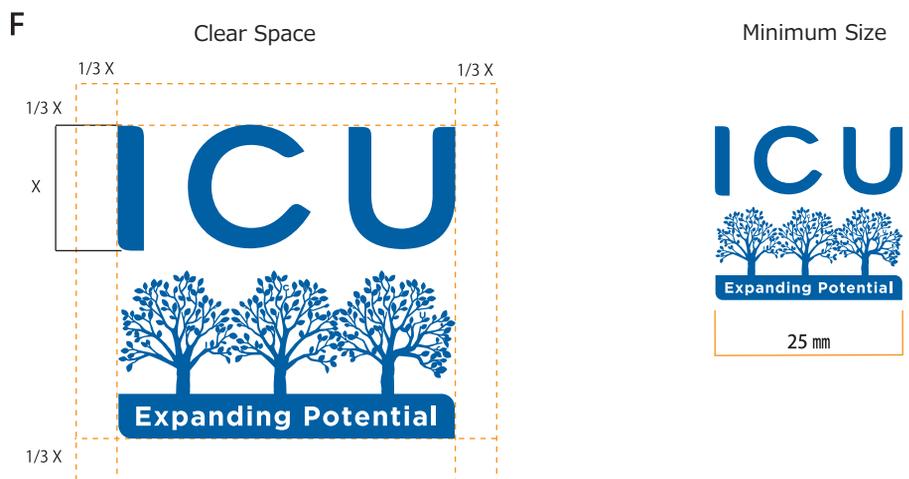
Clear Space

Minimum Size



Please always use the original data provided when reproducing the logo.

# Sizing and Spacing



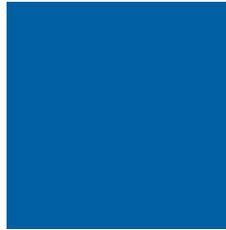
Please always use the original data provided when reproducing the logo.

# ICU Brand Color

When using the logo with background colors other than the brand color or supporting colors, please ensure that the university's key message is written in ICU Mission Blue. The brand color is not to be shown in any color other than the color specified.

### Brand Color

As ICU's key color, "Mission Blue" is to be used as a part of important design elements. When ICU's brand color cannot be used, the neutral colors of black, white and grey are to be used as substitutes. These are also to be used as secondary colors to support the brand color.



### ICU Mission Blue

Expresses the "strength to put into practice" and an "overflowing of strength in relation to ICU's mission"

PANTONE 2935 C  
 DIC F-28  
 C 100 M 50 Y 0 K 0  
 R 0 G 90 B 187

Supporting Colors



Black



White



Grey

ICU

國際基督教大學  
 INTERNATIONAL CHRISTIAN UNIVERSITY

Expanding Potential

Full Color

ICU

國際基督教大學  
 INTERNATIONAL CHRISTIAN UNIVERSITY

Expanding Potential

Mission Blue



Mission Blue - negative

ICU

國際基督教大學  
 INTERNATIONAL CHRISTIAN UNIVERSITY

Expanding Potential

Monochrome (Black)



Monochrome (Black) - negative

ICU

國際基督教大學  
 INTERNATIONAL CHRISTIAN UNIVERSITY

Expanding Potential

Grey



Grey - negative

When using background colors other than the brand color and supporting colors



Full Color - negative

When using background colors other than the brand color and supporting colors, please display ICU's key message in ICU Mission Blue.

# Reversing

The logo may be displayed in its positive or its negative version, but please ensure that the version is chosen to suit the intensity of the background color. The following chart is provided as a guideline.



## Things to Avoid

Please refer to the following examples and show the logo correctly.



Do not change shape



Do not change color



Do not change compositional elements



Do not change font



Do not use individual parts of the logo



Do not add border



Do not use on top of backgrounds that make the logo difficult to recognize



Do not reflect the background to university key message

## Approved Fonts

Fonts have been selected in light of creating a harmony with the logo. In order to create a greater sense of uniformity in the ICU brand, these are the basic fonts to be used in developing future brand communications. When these fonts cannot be used, the following substitute fonts are to be used. In cases in which Mincho typefaces are most appropriate, the following Mincho and serif typefaces are to be used.

### Recommended Fonts

あいうえおかきくけこさしすせそたちつてとなにぬねのひふへほま  
藍植岡菊卦個差誌周施達伝手都名仁抜値野派皮膚経歩真見務目模矢由

Meiryo

**あいうえおかきくけこさしすせそたちつてとなにぬねのひふへほま  
藍植岡菊卦個差誌周施達伝手都名仁抜値野派皮膚経歩真見務目模矢由**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890?&%\$@

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890?&%\$@**

### When Above Recommended Fonts Cannot Be Used

あいうえおかきくけこさしすせそたちつてとなにぬねのひふへほま  
藍植岡菊卦個差誌周施達伝手都名仁抜値野派皮膚経歩真見務目模

MS P Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890?&%\$@

### When Above Recommended Fonts Cannot Be Used

あいうえおかきくけこさしすせそたちつてとなにぬねのひふへほま  
藍植岡菊卦個差誌周施達伝手都名仁抜値野派皮膚経歩真見務目模

MS P Mincho

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890?&%\$@