

TEAM
EXPO
2025

EXPO 2025 OSAKA, KANSAI, JAPAN

TEAM EXPO 2025
PROGRAMME LOGO
USER GUIDELINES

ver. 2.0 October 2022

INTRODUCTION

The TEAM EXPO 2025 Programme (“TEAM EXPO 2025”) is an initiative in which various participants work together proactively to create their ideal future society in order to realize the theme of Expo 2025 Osaka, Kansai, Japan, “Designing Future Society for Our Lives,” and the contribution to the achievement of SDGs.

These guidelines describe the rules for the design in connection with the use of the logos of TEAM EXPO 2025.

Please note that the contents of these guidelines may be updated from time to time.
Users of the logos must confirm the latest version.

Users of the logos must comply with these guidelines and other rules for the use of the TEAM EXPO 2025 Programme logos separately stipulated.

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SHAPE
SUSTAIN
THE FUTURE
TOGETHER

CONCEPT

Excited for
the future!

Empowering lives.

Connecting lives. Connecting actions.

Expo 2025 Osaka, Kansai, Japan will inspire us to support and assist our neighbors to build a better future together.

Every dream, every idea, every wish, and every moment

is an opportunity to challenge ourselves.

Today, we are all on the same team.

Come and join us.

Share your excitement with the world!



1 — 1

BASIC LOGO SET

Logo

Logo_3I Typo



17 mm

Minimum Size

Do not use any logo smaller than the minimum size.



1 - 2

REGULATIONS FOR LOGOS WITH MESSAGES

The following logos with messages can be used according to these guidelines.

Logos with messages
Vertical

Logo_3I Typo

Do not use any logo smaller than the minimum size.



17mm

Minimum Size



The Co-Creation Challenge logo can be used by Co-Creation Members for the purpose of promoting the content of registered Co-Creation Challenge activities.
The Co-Creation Partner logo can be used by Co-Creation Partners for the purpose of promoting the content of registered Co-Creation Partner activities.

1 - 3

REGULATIONS FOR LOGOS WITH MESSAGES

The following logos with messages can be used according to these guidelines.

Logos with messages Horizontal

Basic Type



Logo_3I Typo

Co-Creation Challenge



Minimum Size

17mm



Co-Creation Partner



Do not use any logo smaller than the minimum size.

The Co-Creation Challenge logo can be used by Co-Creation Members for the purpose of promoting the content of registered Co-Creation Challenge activities.

The Co-Creation Partner logo can be used by Co-Creation Partners for the purpose of promoting the content of registered Co-Creation Partner activities.

1 - 4

REGULATIONS FOR LOGOS WITH MESSAGES

The following logos with messages can be used according to these guidelines.

Logos with participation messages

Logo_3I Typo



Minimum Size

17mm



Do not use any logo smaller than the minimum size.

When a participating corporation and organization posts on the top pages of an official website or official SNS account, please use logo with participation messages.

In addition, the logos must be linked to the TEAM EXPO 2025 official website (<https://team-en.expo2025.or.jp>).

1 — 5

COMBINATION WITH OTHER LOGOS

Organization logo lockup

Logo_3I Typo

Do not use any logo smaller than the minimum size.

Minimum Size

17mm



The logo can be combined with the logo of corporations and organizations participating in the TEAM EXPO 2025 according to the layout above. However, lockups of three or more logos are not allowed.

Please comply
with these
important rules.



2 - 1

LOGO REGULATIONS

Color Designations

Color



CMYK



C -
M 100%
Y 100%
K -



C 100%
M 50%
Y -
K -



C 2%
M 2%
Y -
K 50%



C -
M -
Y -
K -

RGB

R:230 G:0 B:18 R:0 G:104 B:183

R:157 G:157 B:159

R:255 G:255 B:255

Monochrome



K



K 100% K 70%



R:114 G:113 B:112



K 50%

R:157 G:157 B:159



C -
M -
Y -
K -

RGB

R:0 G:0 B:0

R:255 G:255 B:255

2 — 2

LOGO REGULATIONS

Isolation

Logo_3l Typo



Placement and size ratio of logos are required to ensure the ratio shown above, according to the height of the words "EXPO 2025" (height = Y).

2 — 3

LOGO REGULATIONS

Isolation

Logo_3I Typo



The width of this space can be adjusted according to the **length** of the message.

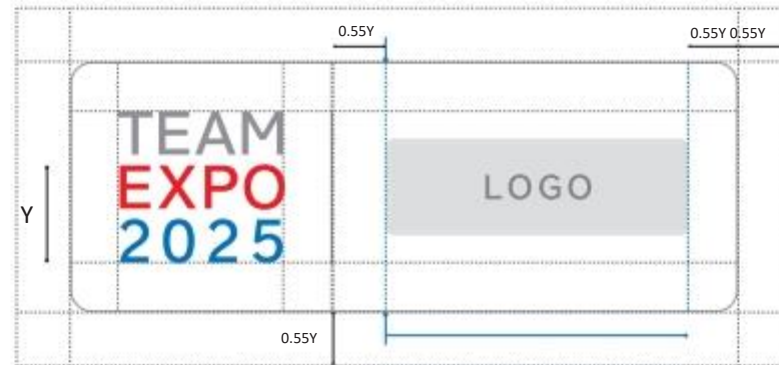
Placement and size ratio of logos with messages are required to ensure the ratio shown above, according to the height of the words "EXPO 2025" (height = Y).

2 — 4

LOGO REGULATIONS

Isolation

Logo_3I Typo



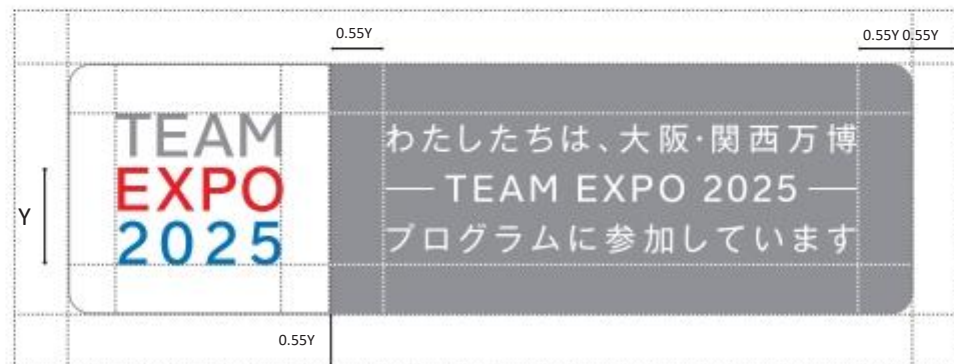
The width of this space can be adjusted according to the length of the logo.

Placement and size ratio of paired logos are required to ensure the ratio shown above, according to the height of the words "Expo 2025" (height = Y).

2 — 5

LOGO REGULATIONS

Isolation



Logo_3I Typo



2 — 6

EXAMPLES OF INAPPROPRIATE USE

Shape and style



Wrong shape



Wrong proportions



3-D effects



Not designated
color(s)



Non-standard font(s)



Outline effects









Wrong word order

2 - 7

EXAMPLES OF INAPPROPRIATE USE

Background

<p>×</p>  <p>White text on colored background</p>	<p>×</p>  <p>Background isn't white</p>	<p>×</p>  <p>Photo background</p>
<p>×</p>  <p>Added elements</p>	<p>×</p>  <p>Conversation bubbles</p>	<p>×</p>  <p>Shadow effects</p>

 **CONTACT**

If you need clarification of logo usage guidelines,
please contact the association office.

Association Office

Momentum Fostering Bureau Planning Department Co-creation Promotion Division
EXPO Co-Creation Office

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