



Research Institute for Humanity and Nature

Visual Identity Guidebook

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Symbol Design Concept

The base image depicts “research infrastructure that cannot be built by universities on their own.” The symbol also shows the diverse participation involved, including “interdisciplinary research combining humanities, social sciences, and natural sciences,” and “super interdisciplinary research done in collaboration with society” mapped onto an image of the Earth.

This symbol contains a strong message: as our research institute solves the world’s environmental issues, we are slowly moving toward how the future should look. The logo’s symbol uses the bottom half of the Earth as a motif to illustrate that we are in the early stages of building this future.

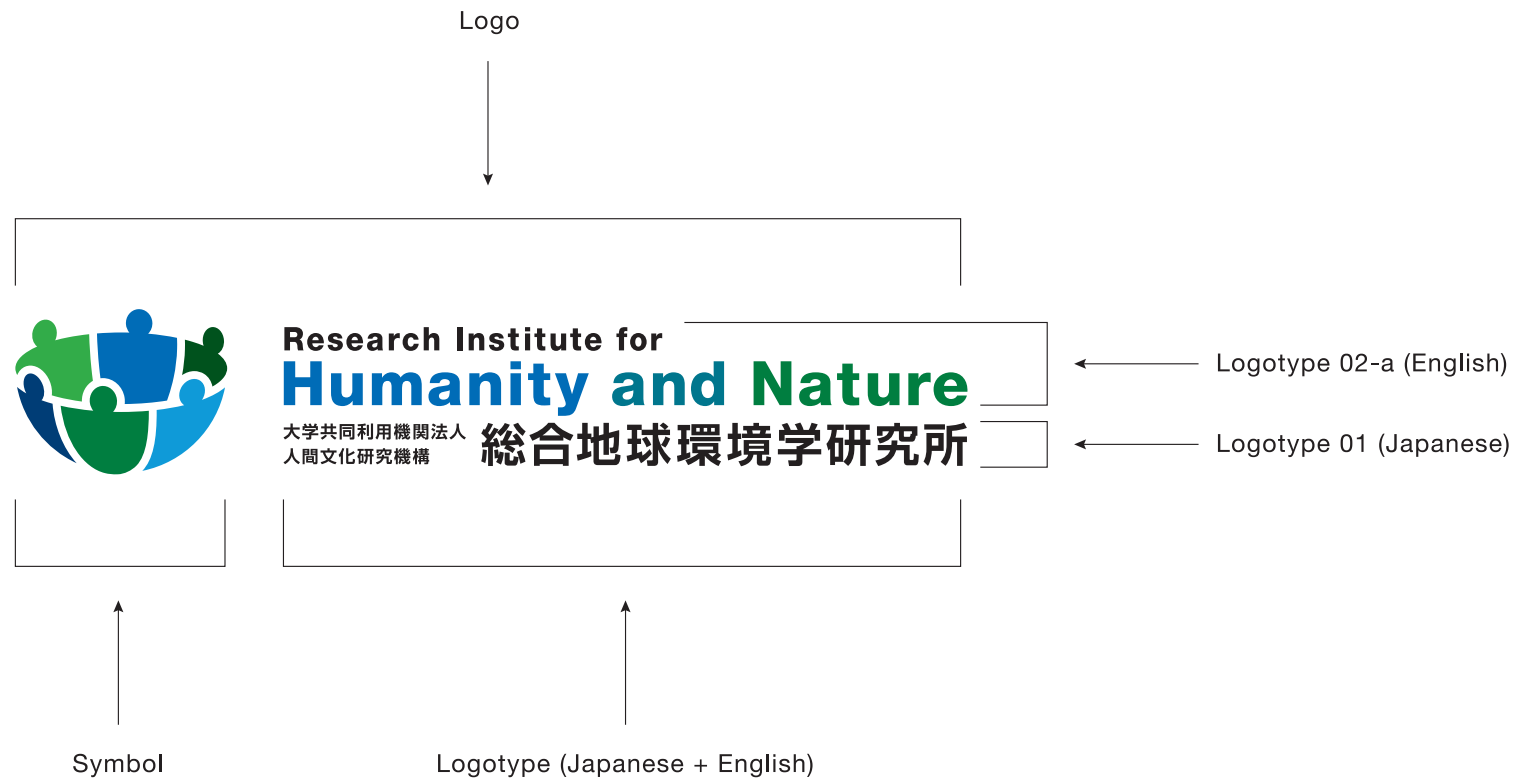
Color Concept

It is easy to visualize the Earth with this blue and green color scheme. Adding variations to this scheme represents the diverse ways of thinking in each field and how multifaceted research is. Furthermore, rather than drawing a circle with these color shades, which resemble shadows, they are used to convey an easy-to-see globe (Earth). The changes in color can be associated with the changes in the environment.



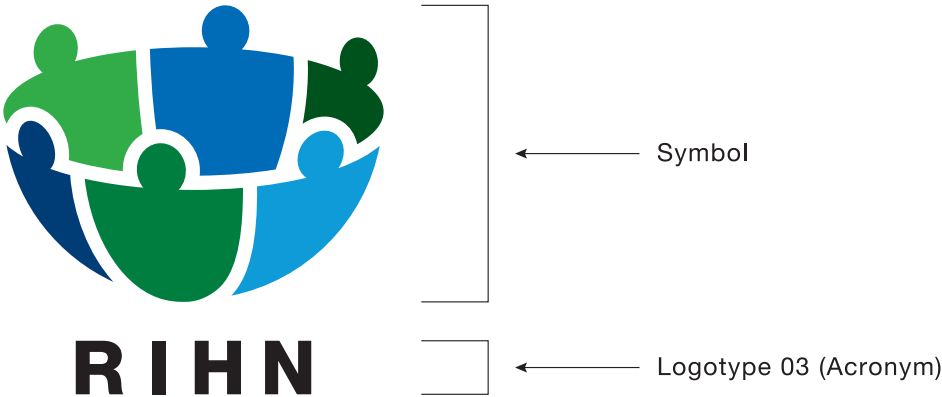
The logo's basic design is a combination of the symbol and logotype (Japanese and English).
Please use this logo when there is leeway for size, or sufficient space.

Basic Design A



When using the logo as an icon, please use Basic Design B, which is shown below.

Basic Design B



In addition to the basic designs, you will find patterns below with symbol and logotype combinations for different applied uses.
You may also use the symbol on its own.

Symbol + Logotype 01 (Japanese)



大学共同利用機関法人 人間文化研究機構
総合地球環境学研究所

Symbol + Logotype 02-a (English Pattern A)



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Symbol + Logotype 02-b (English Pattern B)



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Symbol



In addition to the basic designs, you will find patterns below with symbol and logotype combinations for different applied uses.

Symbol + Logotype 01 (Japanese) · 02 (English)
Vertical



Symbol + Logotype 01 (Japanese) Vertical



Symbol + Logotype 02 (English) Vertical



Symbol + Logotype 01 (Japanese) · 02 (English)
Vertical (Slim)



Symbol + Logotype 01 (Japanese) Vertical (Slim)

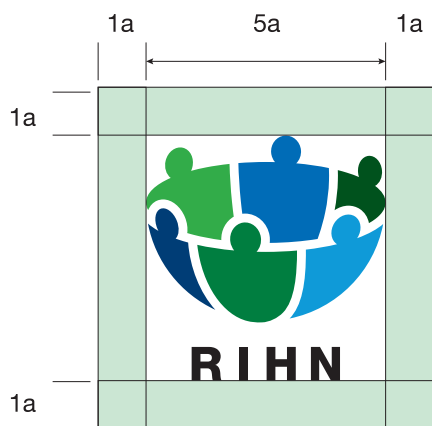
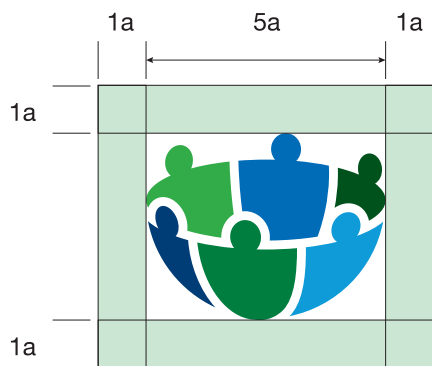


Symbol + Logotype 02 (English) Vertical (Slim)



To ensure visibility of the logo, keep empty space around it as shown in the figure below.
Please do not add any other elements inside this safety margin.

For the Standalone Symbol and Basic Design B

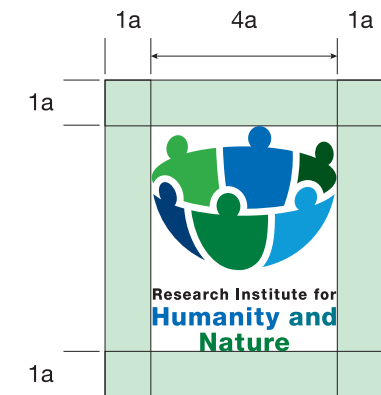
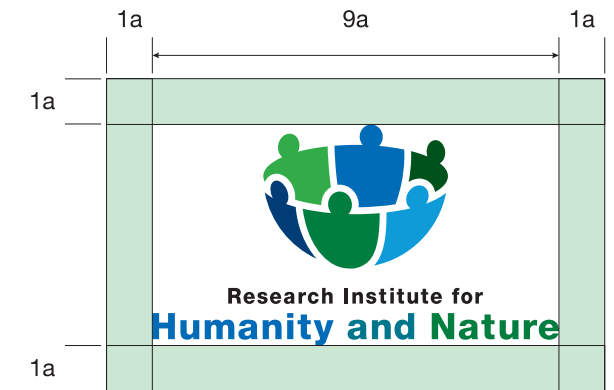
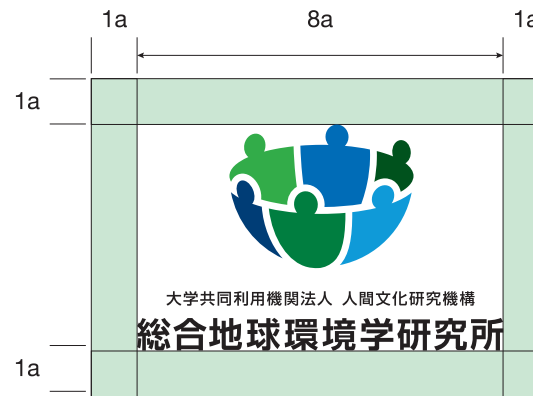


For Basic Design A and Symbol + Logotype (Horizontal) Variations



To ensure visibility of the logo, keep empty space around it as shown in the figure below.
Please do not add any other elements inside this safety margin.

For Symbol + Logotype (Vertical) Variations



To ensure visibility of the logo, adhere to the minimum size allowed for use.



RIHN

10mm



Research Institute for
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大学共同利用機関法人 人間文化研究機構 総合地球環境学研究所

60mm



大学共同利用機関法人 人間文化研究機構

総合地球環境学研究所

60mm



Research Institute for
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60mm



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35mm

To ensure visibility of the logo, adhere to the minimum size allowed for use.



50mm



50mm



50mm



30mm

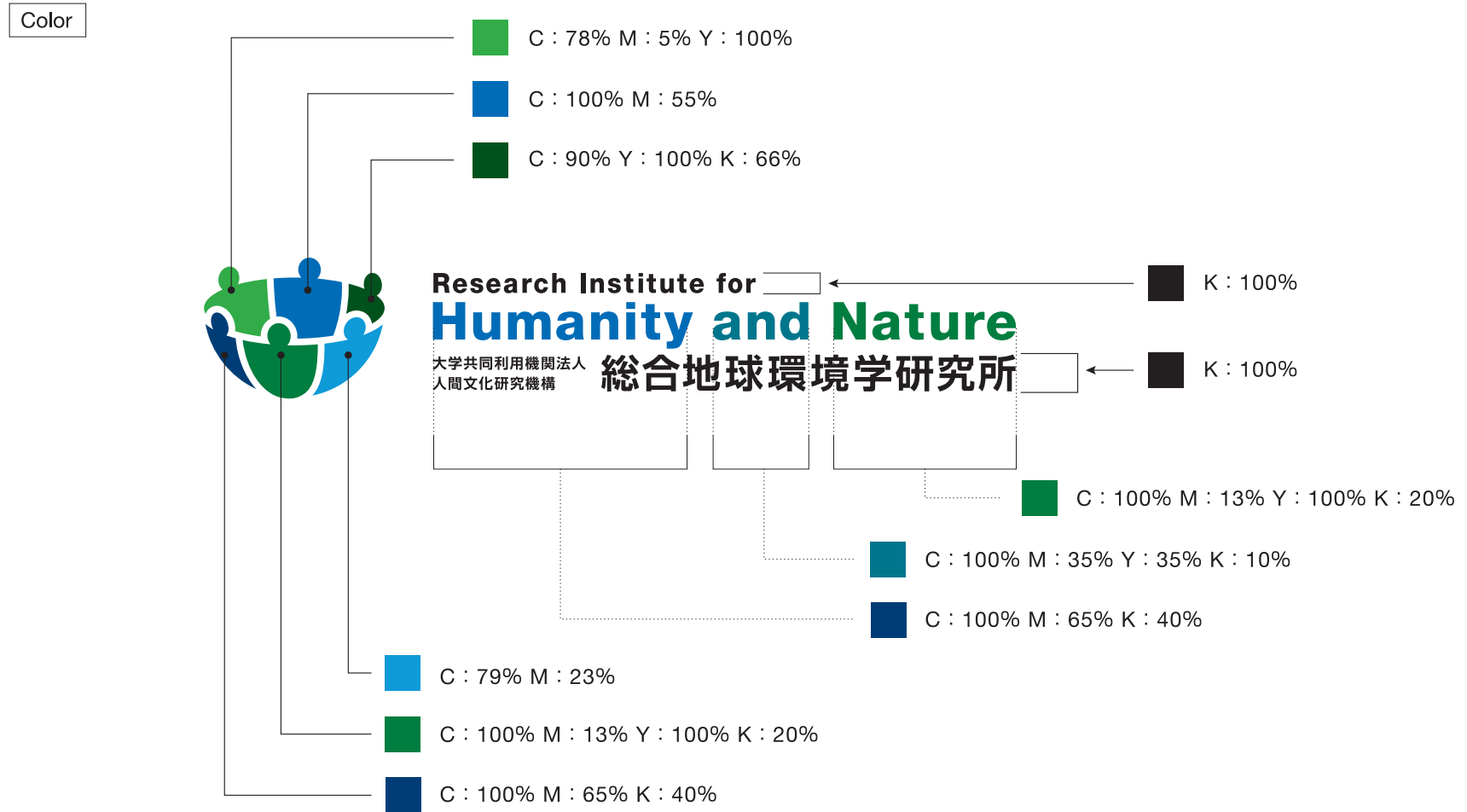


20mm



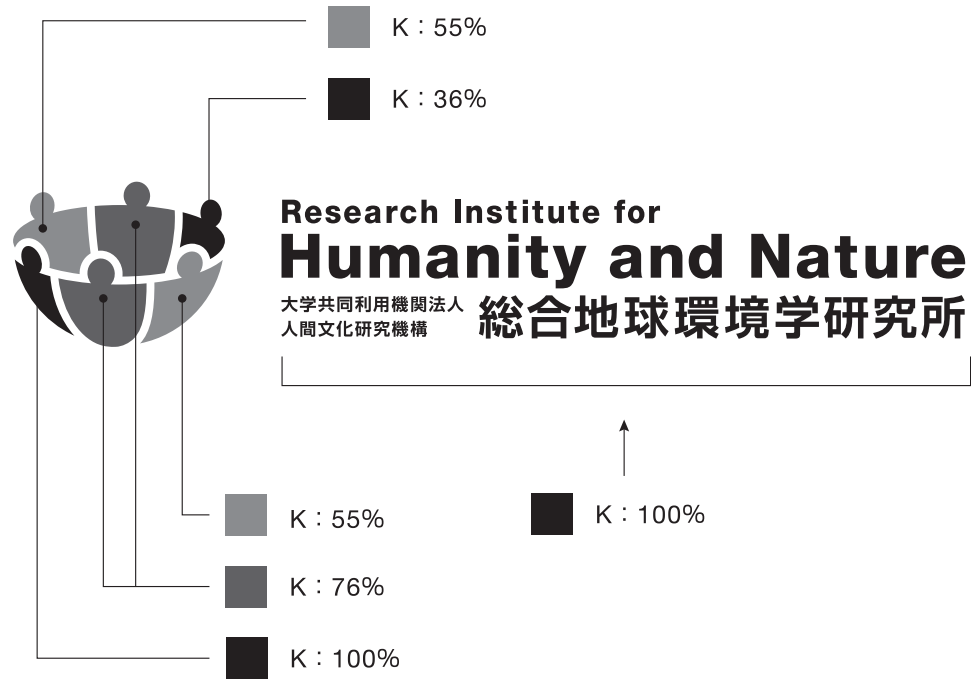
20mm

The logo color scheme (colored) is as shown in the figure below.



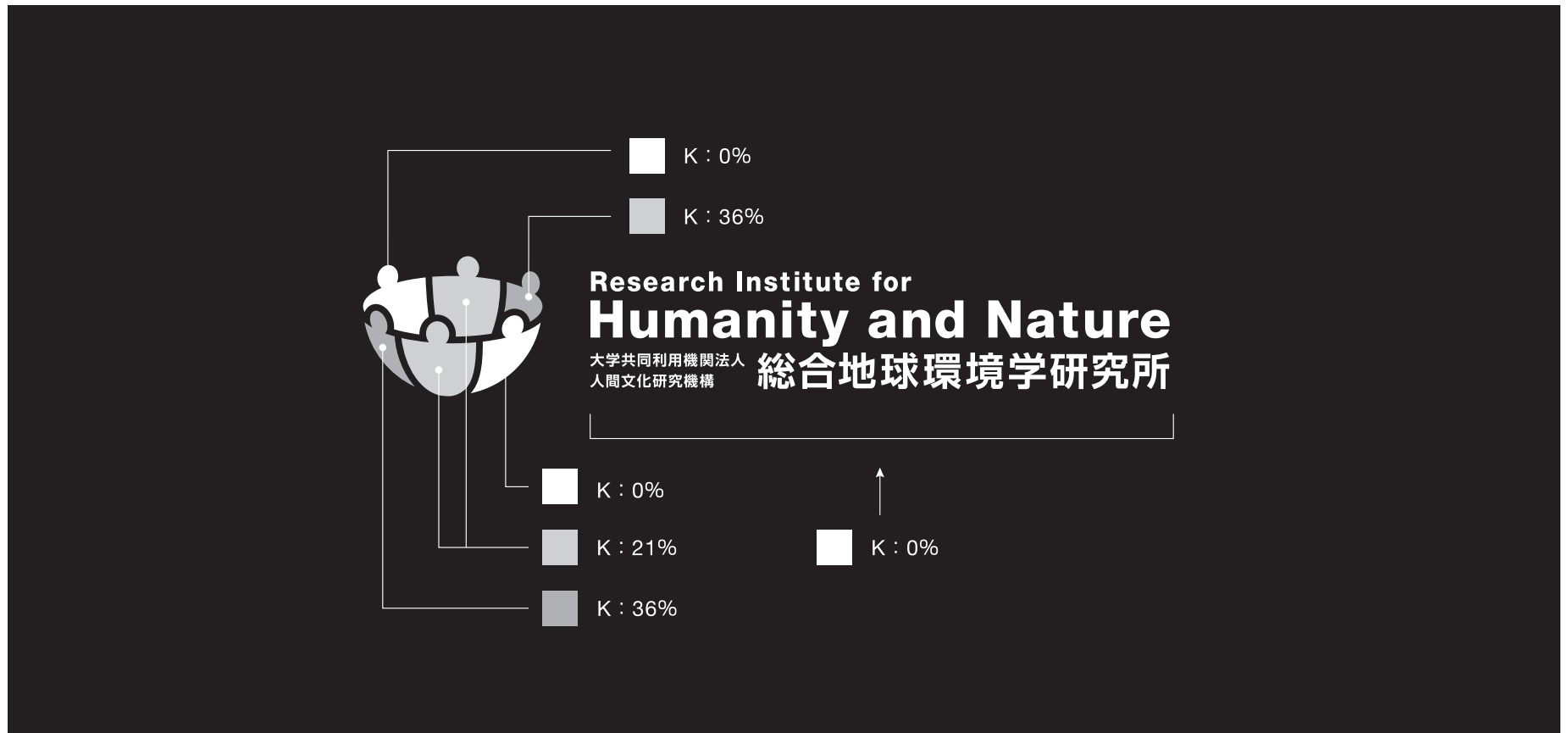
The logo color scheme (black & white) is as shown in the figure below.

Black & White



When you need a negative space logo, please use the one in the figure below.
There is no colored negative space logo available for use.

Negative Space Logo

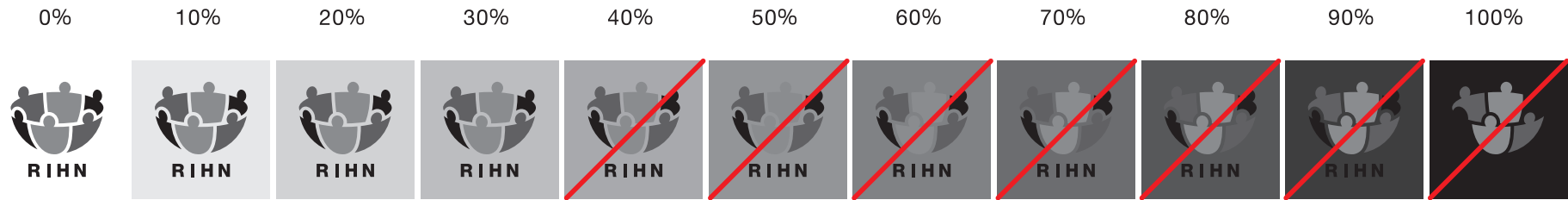


Unless the logo blends with the background color and loses visibility significantly, or unless there is halation (glare, etc.), you may use a background color with the symbol. Using the figure below as a reference, please select the appropriate color tone. (The figure below uses Basic Design B as an example, but the same can be applied to Basic Design A and all Symbol + Logotype patterns.)

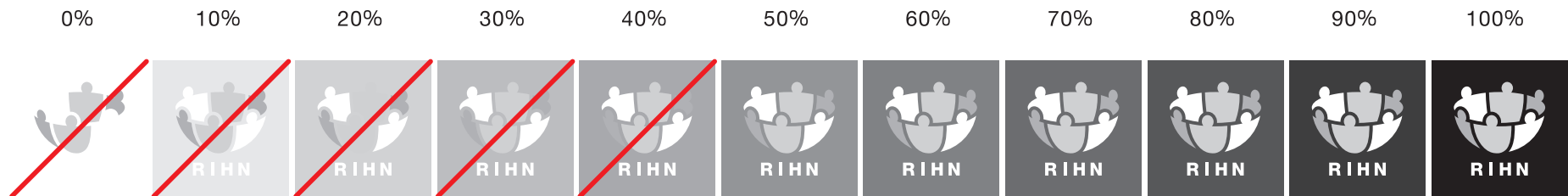


Unless the logo blends with the background color and loses visibility significantly, or unless there is halation (glare, etc.), you may use a background color with the symbol. Using the figure below as a reference, please select the appropriate color tone. (The figure below uses Basic Design B as an example, but the same can be applied to Basic Design A and all Symbol + Logotype patterns.)

Black & White



Negative Space Logo



Recommended font types have been selected for use for in-house and outsourced productions.

You may choose any font weight for both the Japanese and English font.

(These font types are not required for general documents used in office work./The typefaces in the figures below are examples. You may use font weights not depicted in the figures below.)

Japanese Font Type: Shin Go

Shin Go L

株式会社あいうえおアイウエオ 1234567890

Shin Go M

株式会社あいうえおアイウエオ 1234567890

English Font Type: Helvetica

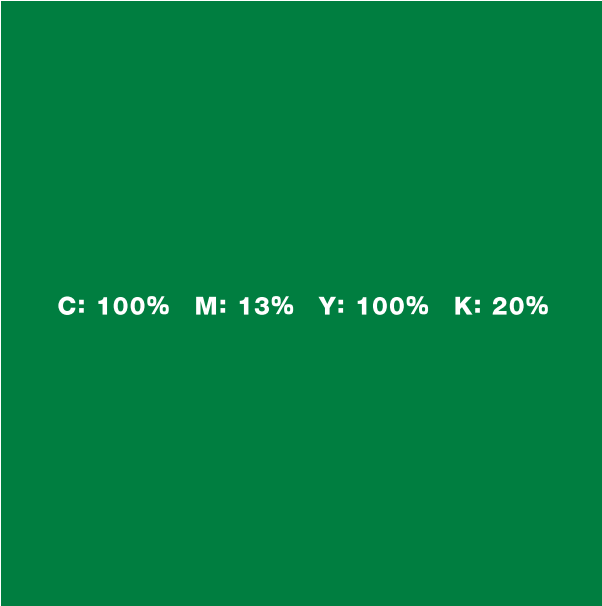
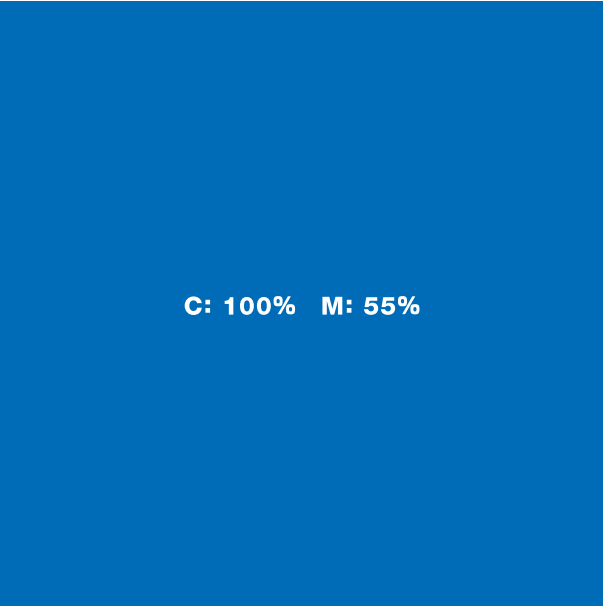
Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

The symbol's colors are stipulated as per the color scheme in the figure below, taken from the logotype "Humanity and Nature."
We recommend using both or one of the two colors in the image below for the Research Institute for Humanity and Nature's public relations activities.



These figures are common mistakes made when displaying the logo.
To ensure a consistent public image, please avoid improper use of the logo.



Do not change the typesetting.



Do not change the logo size.



Do not change the symbol shape.



Do not overlay with other elements.



Do not change to colors outside of the color scheme.



Do not change the logotype's font type.



Do not alter the balance between the symbol and logotype.



Do not display as an outline.

Idea from the Public



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Retouched Version



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大学共同利用機関法人 人間文化研究機構 **総合地球環境学研究所**