49th Supermarket Trade Show 2015

LOGO USAGE GUIDELINES

Supermarket Trade Show Secretariat
April 2014

Supermarket Trade Show Logo Usage Guidelines

1. These guidelines, hereinafter called "the guidelines", have been defined by Supermarket Trade Show Secretariat, hereinafter called "SMTS Secretariat", in order to explain the usage and the procedure for using Supermarket Trade Show trademark, hereinafter called "SMTS logo". SMTS logo user, hereinafter called "the user", is considered to have consented to the guidelines.

2. SMTS Secretariat encourages companies and associations who agree the aim of SMTS to actively use SMTS logo to promote the show.

3. The guidelines are subject to change without notice. In such case, the latest guidelines become effective.

4. If the purpose of usage of SMTS Logo is considered to be inappropriate, SMTS Secretariat may require the user to stop or correct the use of SMTS logo.

5. There can be exceptions in the case of usage of the logos that are created by SMTS Secretariat.

■Basic Usage

SMTS logo represents the image of environment and system of SMTS. The logo mark and the logo letter can be used by itself, however basically use it in combination of the logo mark and the logo letter.

●Basic format (Logo letter left-justified)
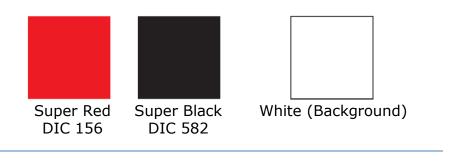
Logo mark   Logo letter

●General format

(Logo letter center-justified)

■Color specification
　SMTS Secretariat restricts the colors of SMTS logo as below. Application of any other colors is not allowed.

Super Red DIC 156	Super Black DIC 582	White (Background)

Four-color printing	C: 0　Y: 100 M: 100　K: 0	C: 0　Y: 0 M: 0　K: 100

■Size specification
　For scaling SMTS logo, the letter should be kept in recognizable size with original aspect ratio. (Minimum width: 10mm)
　SMTS logo should be upsized enough not to be vague in detail with considering characteristic of printing media.

10mm

第49回
スーパーマーケット・トレードショー2015
SUPERMARKET TRADE SHOW

10mm

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■Use in single color in positive print
　Use of SMTS logo with single color is restricted to black or red only.

●Basic format - positive print

●General format - positive print

■Use in negative print
　For negative print, SMTS logo should be used in white-outlined logo letter.
　Background color with other than black is only allowed when SMTS logo shows
　vividly in deep color.

●Basic format - negative print

●General format - negative print
Example of background color other than black

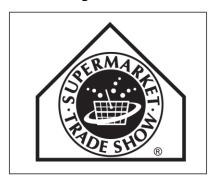■Example of prohibited usage

✕ To change the basic format

✕ To locate to other impactful graphics

✕ To use in white-outlined form with light-colored background

✕ To use other colors than specified

✕ To combine with other graphics that can change SMTS logo image

✕ To change the background color than white (Depends on circumstances)