

Character Usage Guidelines



REDRO

▶ Character Name: REDRO

▶ Concept

"REDRO" is a character derived from the company name.

This character has a great challenging spirit in its small body and soars through the sky, while paving the way to the future.

If you read its name backwards, it can be read as "Order," and it symbolizes "existence of an entity that responds to people's voices and delivers what they want to see and hear."

Anytime, and to anywhere.

REDRO takes off quickly when called upon and carries out its role with precision.

That attitude represents RDDJ's drive and conviction.

▶ Size

Variable (usually about the size of a baseball)

▶ Wide angle camera + light unit

While providing a broad understanding of the surrounding environment, this portion using the lights assists in visibility and illuminates the location and situation (used for searches, night flights, and performance lights).

▶ Upper unit

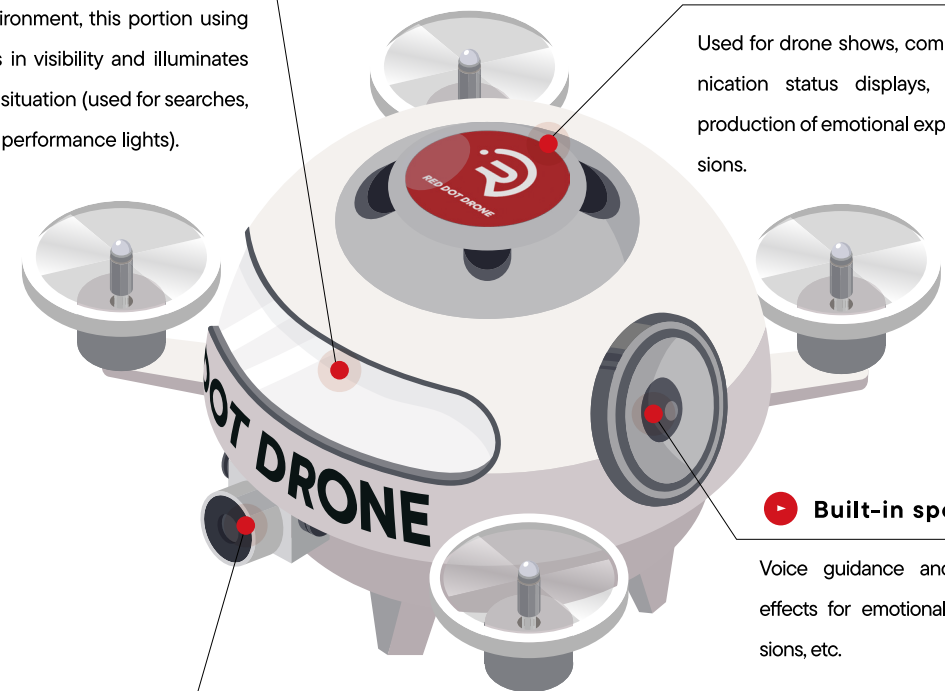
Used for drone shows, communication status displays, and production of emotional expressions.

▶ Built-in speakers

Voice guidance and sound effects for emotional expressions, etc.

▶ Front camera

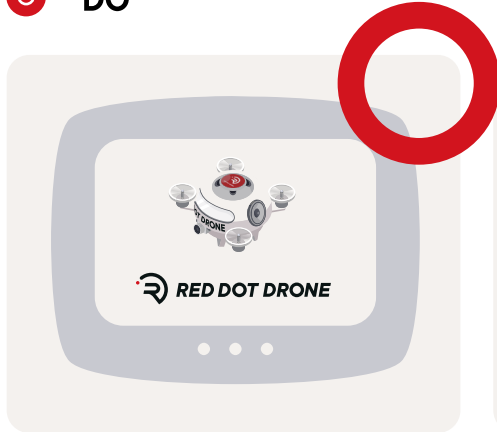
Recognition and meeting
face-to-face with users
Communication



Character Usage Guidelines

A specific example of use

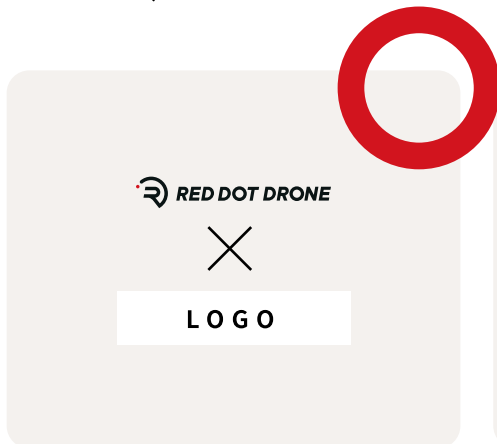
DO



Press and media coverage (news-papers, magazines, television, web media, etc.)



Use for introductions, exhibitions, lectures, and seminars for academic and educational purposes



Joint projects with the Company and promotional and public relations activities approved in advance by the Company



PowerPoint, moving images, and other animation

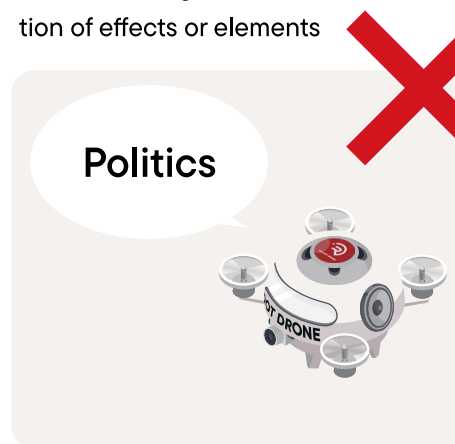
Don't



Change in the proportion or balance of the character, use of a clipped part thereof, change in colors, and addition of effects or elements



To use the background color or low resolution that impairs visibility
Changing colors or adding effects



Use for political, religious, or ideological activities



Use for commercial purposes such as production and sales of goods



▶ Contact information

If you have any questions about these Rules, please contact the point of contact shown below.

Contact Form <https://reddotdrone.jp/contact/>

【Inquiry Type】 Other

【Inquiry Details】 1. Apply for and write down the character usage.
2. Write down the medium, purpose, and period.

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