

Logo Usage Guidelines



- **Purpose**

The purposes of these Guidelines are to specify the correct usage of the Red Dot Drone Japan Co. Ltd. (hereinafter referred to as the “Company”) logo and to protect and enhance the brand value.

- **Concept**

The red dot in the logo is a symbol of "more eye-catching and superior technology" backed by Red Dot Drone Japan's "new challenges" and technological capabilities. The design features a red dot (drone) that moves as if flying through the sky, and the path traced by it creates the letters "R" and "D."



• Classic

Primary logo of the brand. Based on red and black, it combines strength and sophistication, offering a versatile standard design.

• Color



R:210 G:020 B:030



R:010 G:020 B:020

C 22%
M 99%
Y 98%
K 0%

C 90%
M 82%
Y 82%
K 70%

rddj-classic-a



rddj-classic-b



rddj-classic-c



rddj-classic-d



rddj-classic-icon



• WHT_RedDot

Logo combining white text with a red dot. It conveys a clean and transparent impression, suitable for use on videos and photos. While maintaining visibility, it emphasizes the brand's signature red for a distinctive presence.

• Color



R:210 G:020 B:030

C 22%
M 99%
Y 98%
K 0%



R:255 G:255 B:255

C 0%
M 0%
Y 0%
K 0%

rddj-wht-reddot-a



rddj-wht-reddot-b



rddj-wht-reddot-c



rddj-wht-reddot-d



rddj-wht-reddot-icon



• Red

Logo using Red Dot Drone Japan’s corporate red. Creates a striking visual emphasizing passion, action, and presence.

• Color



R:210 G:020 B:030

C 22%
M 99%
Y 98%
K 0%

rddj-red-a



rddj-red-b



rddj-red-c



rddj-red-d



rddj-red-icon



• BlackBG

Logo set against a black background. Conveys a sense of luxury and sharpness, suitable for use on dark backgrounds.

• Color



R:210 G:020 B:030

R:010 G:020 B:020

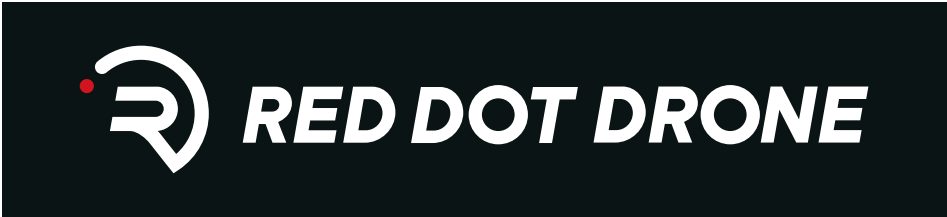
R:255 G:255 B:255

C 22%
M 99%
Y 98%
K 0%

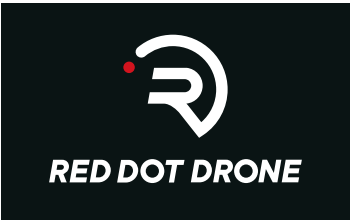
C 90%
M 82%
Y 82%
K 70%

C 0%
M 0%
Y 0%
K 0%

rddj-black-bg-a



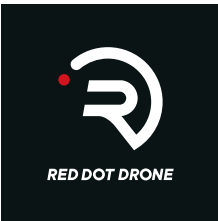
rddj-black-bg-b



rddj-black-bg-c



rddj-black-bg-d



rddj-black-bg-icon



• RedBG

Logo with a red background in the brand color and white text. Offers strong visibility and impact, ideal for digital media and advertising.

• Color



R:210 G:020 B:030

R:255 G:255 B:255

C 22%
M 99%
Y 98%
K 0%

C 0%
M 0%
Y 0%
K 0%

rddj-red-bg-a



rddj-red-bg-b



rddj-red-bg-c



rddj-red-bg-d



rddj-red-bg-icon



• Mono-BK

Monochrome black text logo. Simple and highly legible, suitable for use on white backgrounds.

• Color



R:0 G:0 B:0

C 0%
M 0%
Y 0%
K 100%

rddj-mono-bk-a



rddj-mono-bk-b



rddj-mono-bk-c



rddj-mono-bk-d



rddj-mono-bk-icon



• Mono-WHT

Monochrome white text logo. Designed for excellent visibility when placed on black backgrounds or over images.

• Color



R:0 G:0 B:0

R:255 G:255 B:255

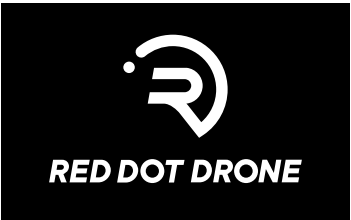
C 0%
M 0%
Y 0%
K 100%

C 0%
M 0%
Y 0%
K 0%

rddj-mono-wht-a



rddj-mono-wht-b



rddj-mono-wht-c



rddj-mono-wht-d

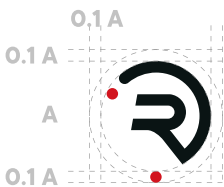
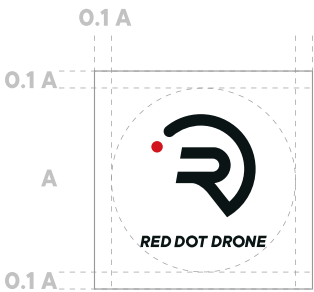
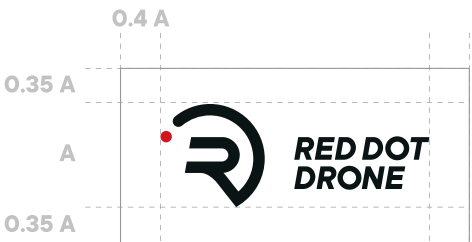
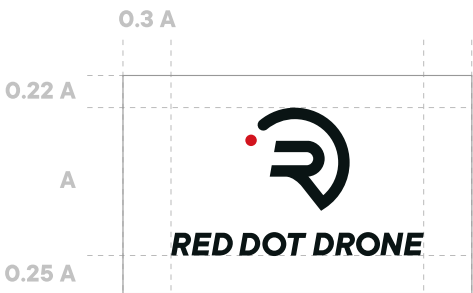
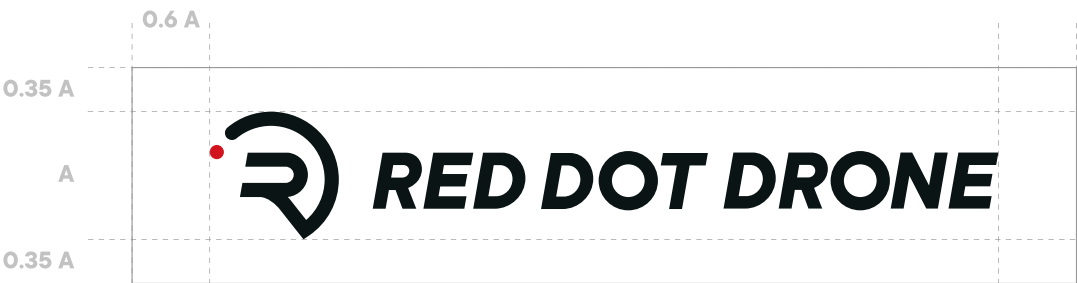


rddj-mono-wht-icon



• Space

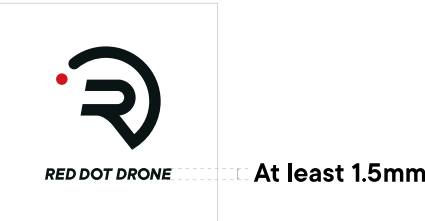
Keep the following margins at the top, bottom, left, and right of the logo mark, and do not place other design elements or letters within these margins.



Size

Please observe the following minimum sizes to ensure legibility and visibility of the logo. For ensuring visibility, we recommend that the height of the letters be 1.5 mm (approximately 6.74 pt) or more. If the height of letters is less than 1.5 mm, you must not use the corporate logo type and only the symbol mark may be used. The minimum size of the symbol mark shall be 5 mm.

LOGO



Symbolmark





Changing the ratio

To change the aspect ratio of the logo (such as stretching it horizontally, squashing it vertically)



Balance changes

To change the letter size, the spacing between letters, or the size of elements



Rotation

To rotate the logo for use



Lack of visibility

To use the background color or low resolution that impairs visibility



Changing colors or adding effects

To use colors other than those specified or use gradients, drop shadows, and other effects



Alteration of logo

To process or edit the typeface or mark shape of the logo



Using a chipped portion

To use the logo with a chipped portion (such as marks and letters)



Adding elements

To add or overlay slogans, icons, background decorations, letters, or images to or on the logo



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 logo usage.
2. Write down the medium, purpose, and period.

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ATC Building ITM Tower 6F, M-1-7