



UNOFUKU

BRAND BOOK
Corporate Guidelines

Our Brand is a valuable asset
and our corporate identity
is here to protect it.

Fulfilling its official guidelines
will ensure a consistent communication
to deliver the right message,
the right way, on a global scale..

The enclosed guidelines aim at assisting in the implementation of Unofuku corporate identity.

They must be followed by all employees and partners for all marketing and communication needs. By respecting this chart, we all contribute to achieving a bold, broad and clear branding.

If you have any questions regarding the content of this document, please do not hesitate to contact us at **marketing@unofuku.com**

All resources are available for download on **unofuku.me/corporate/brandkit**



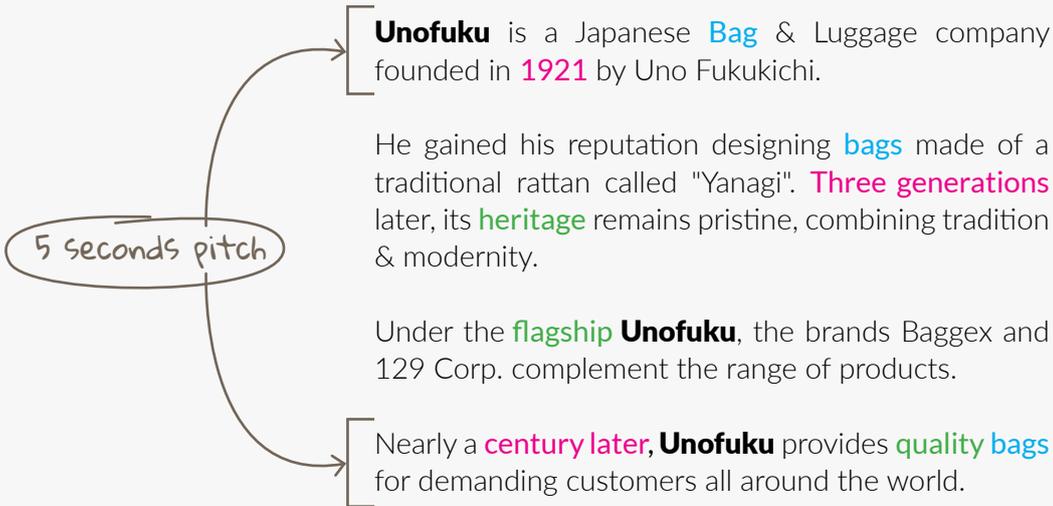
TAKAYA UNO
President of Unofuku

The background is a dark, monochromatic scene with a textured, leather-like appearance. In the center, a dark leather briefcase with a top handle and two shoulder straps is visible. To the left, a metal shackle or anchor ring is partially visible, resting on a surface. The overall lighting is dim, creating a moody and industrial atmosphere.

CONTEXT

STORY TELLING.

One history. Simple, memorable and carrying our values.



MOTO & BASELINE.

A catchy and distinctive textual signature.

Carry [on] your life!®

– Quality bags made for active life since 1921 –

TIMEFRAME.

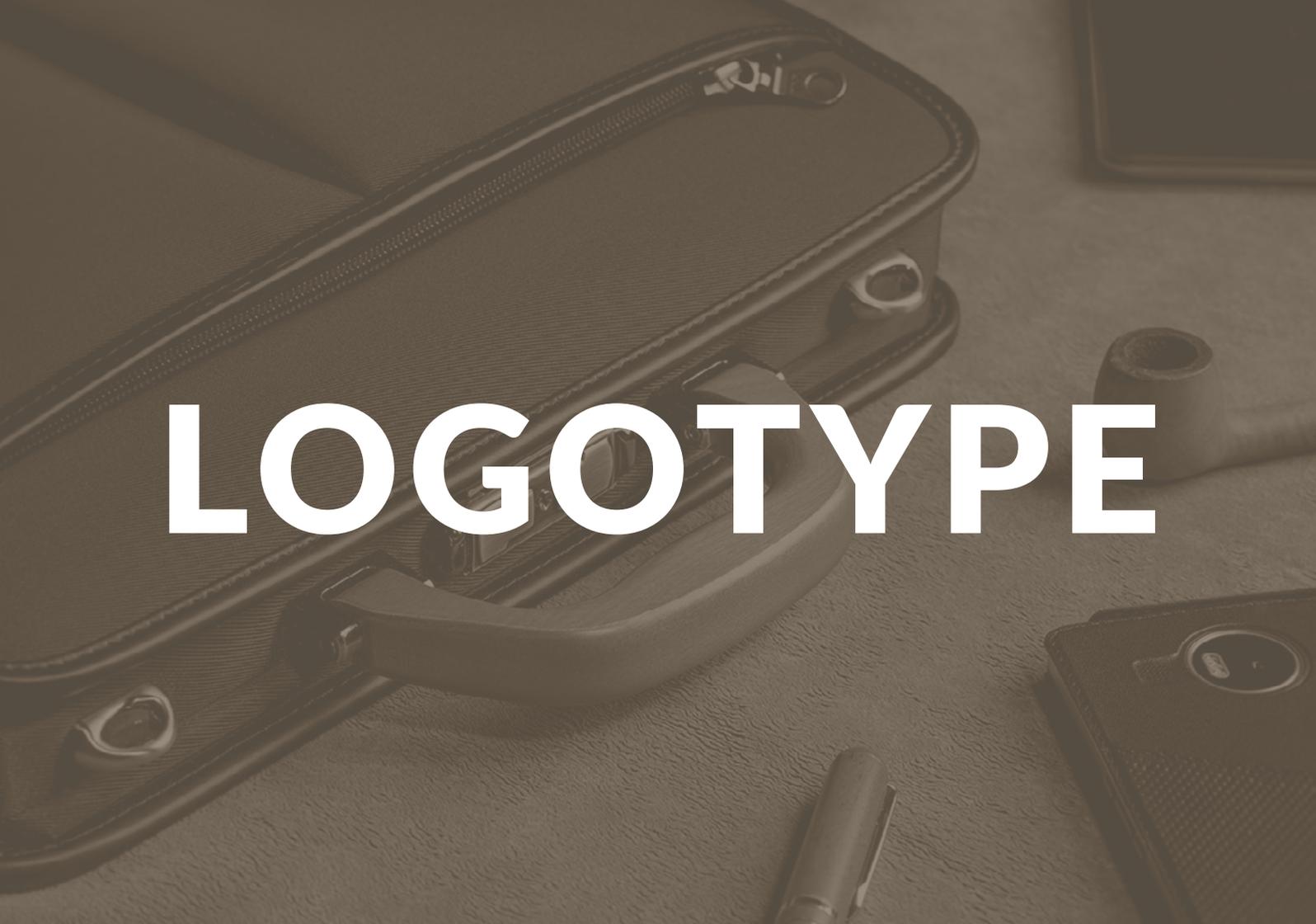
Nearly a century. Stability is the key.

In 5 years from now, Unofuku will celebrate its centenary. 100 years of passion and innovation.



The next 5 years should be devoted to establish the new corporate identity, develop public awareness about Unofuku and disseminate the logo to establish the Brand.

2021

The image is a monochromatic, sepia-toned photograph of various objects. In the foreground, a dark leather briefcase with a prominent handle and a zipper is the central focus. To its right, a classic smoking pipe lies horizontally. Below the pipe, a pen is partially visible. The background is a textured, light-colored surface. Overlaid on the center of the image is the word "LOGOTYPE" in a large, bold, white, sans-serif font. The overall aesthetic is professional and classic.

PRIMARY LOGO

A new logotype for a new Era.

A logo on a bag is statement and gives a value added to our products.

The new logotype of Unofuku is to be the sole visual identifier on all brochures, catalogues, email signatures, stationery, vehicles, on-line services, application forms, presentations, etc.

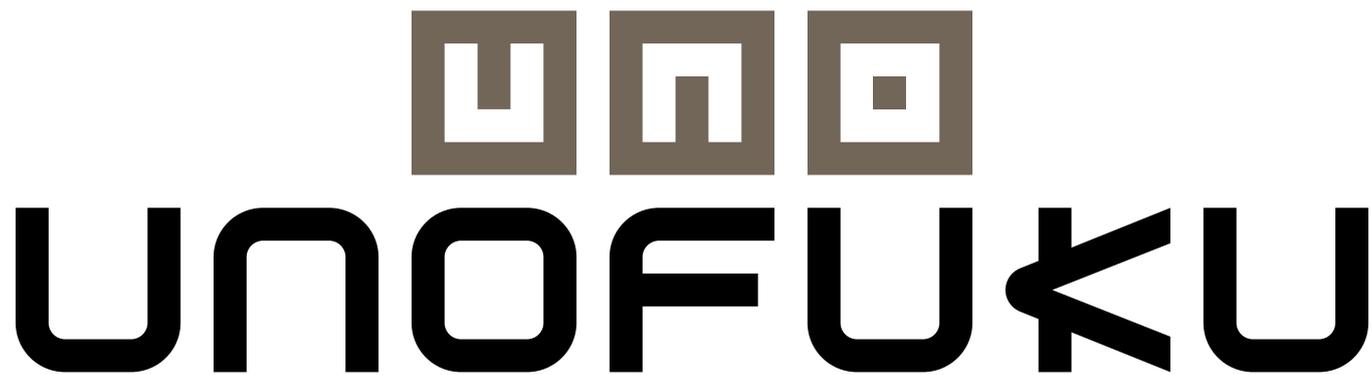
The **Prime** logo consists of:

The symbol

3 equal squares enclosing the letters U-N-O.

The name

Written in uppercase-bold, using the UNOFUKU custom-made typeface.



UNOFUKU

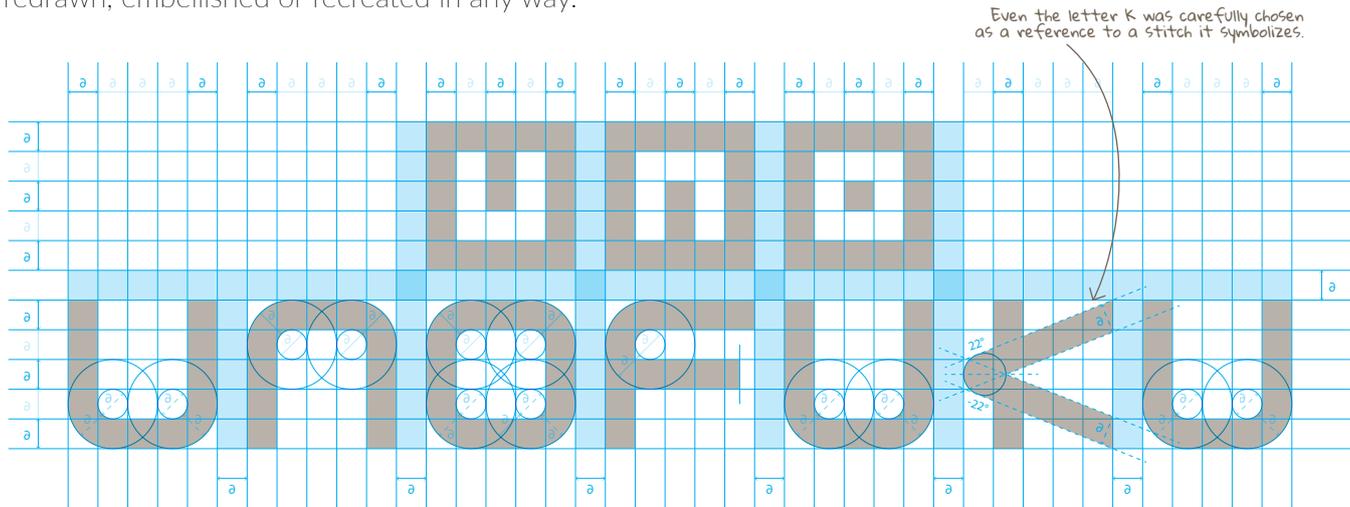
Prime

Unofuku's logo must be primarily used in this version.

PROPORTIONS

A finely crafted visual balance

Proportions, space and size relations of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way.



Balance

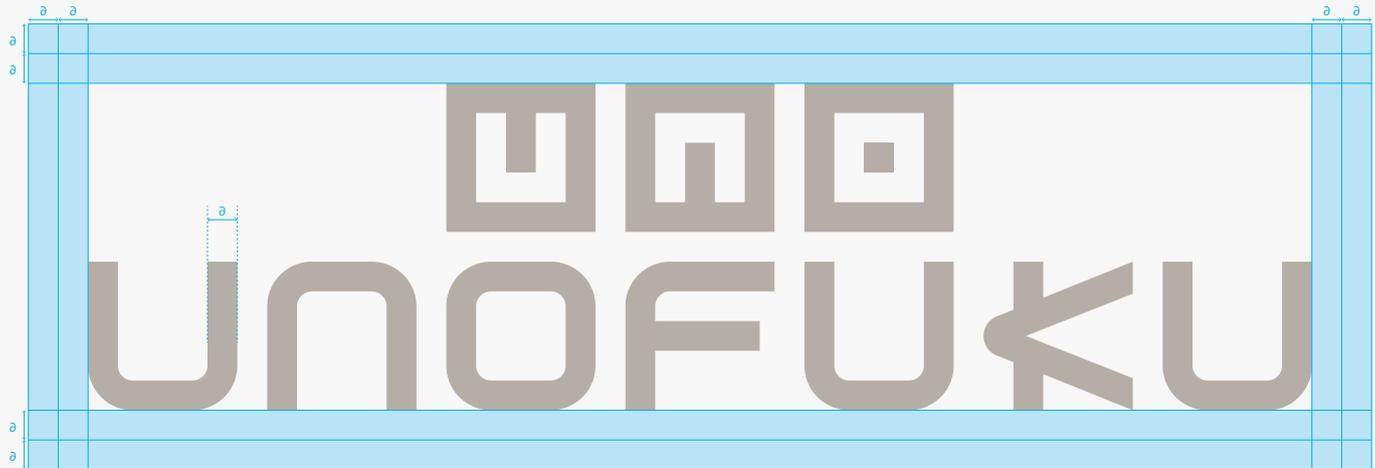
Ratios mentioned here are for your reference only.

FIELD OF VISION

Protective area of the logo

An important way of maintaining consistency is to keep a clear area around the logo, away from any text, graphics or illustrations.

The logo must always fit into a protective area, so as to avoid other elements to interfere graphically and alter the visibility of the brand.

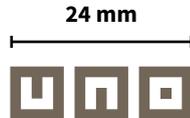
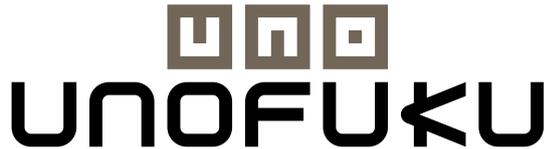


Protective area

Easy to create and remember: Protective area thickness equals the typeface weight (a) x 2.

LOGO VARIATIONS

When the Prime logo cannot be read properly.



Reduced size.

When reduced, the name Unofuku becomes illegible or brings unnecessary visual complexity, despite the excellent scalability used for its design.

Under 24 mm (it does not concern products tags), you must use a simplified version of the logo without the name. This version, the **Nano**, comes in the same color variety as the Prime logo (see hereafter).

Nano

This version of the logo cannot be used without prior approval of head of marketing.

Negative.

When the background is not white or not clear enough to offer necessary contrast with the **Prime** logo, the **White** version should be used.

Under 24 mm (it does not concern products tags) you must use its simplified version **Nano White**.

UNOFUKU

24 mm



White & Nano White

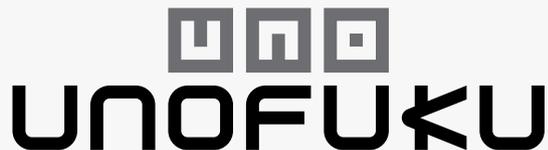
A white color version of the logo.

FALLBACK

When there is no other choice...

Monochromatic.

The **Grey** version is only used when color cannot be used. Under 24 mm (it does not concern products tags) you must use its simplified version **Nano Grey**.



30 mm



Grey & Nano Grey

A grey and black color version of the logo.

Black and white.

The **Black** version is only used when black and white print is required. Under 24 mm (it does not concern products tags) you must use its simplified version **Nano Black**.



30 mm



Black & Nano Black

A black color version of the logo.

A dark, moody photograph of a leather bag, a ball of twine, and a pair of glasses, with the word "COLORS" overlaid in large white letters. The background is a textured, dark brown surface. The leather bag is the central focus, with a ball of twine to its left and a pair of glasses in the foreground. The overall tone is warm and rustic.

COLORS

LOGO COLORS

Glazed chestnut champain is the new Black.

The primary color of Unofuku logo is a very specific shade of light brown, between champain and gold, with a dash of gray: we named it "*glazed chestnut champain*".

The Unofuku "*glazed chestnut champain*" is clearly a high end color that embodies excellency and premium quality, with a notion of technology, innovation and dynamism.

A pure black, supports and compliments the Unofuku glazed chestnut champain on its **Prime** version. Bold and powerful, black is also and conservative and high end. This echoes the company's heritage values and creates a visual connexion with previous generations of the logo. The contrast brings a graphic vibrancy.

PANTONE™ Plus series / Solid Uncoated **7532-U**
PANTONE™ Plus series / Solid Coated **Warm Gray 10 C**
DIC COLOR GUIDE™ / DIC503s* (*best approximative value)

C	50
M	50
Y	60
K	25

R	114
G	102
B	88

#726658

H	31°
S	22%
B	44%

90%	80%	70%	60%	50%	40%	30%	20%	10%
90%	80%	70%	60%	50%	40%	30%	20%	10%

PANTONE™ Plus series / Solid Uncoated **Process Black U**
PANTONE™ Plus series / Solid Coated **Process Black C**
DIC COLOR GUIDE™ / Black

C	70
M	50
Y	30
K	100

R	0
G	0
B	0

#000

H	0°
S	0%
B	0%

90%	80%	70%	60%	50%	40%	30%	20%	10%
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COMPLIMENTARY LOGOS & SWATCHES

When a twist is needed...

UNOFUKU™
BAGGEX

PANTONE™ Plus series / Solid Uncoated **433-U***

PANTONE™ Plus series / Solid Coated **425 C***

DIC COLOR GUIDE™ / **DIC2368s*** (*best approximative value)

C	0
M	0
Y	0
K	82

R	84
G	84
B	86
#545456	

H	240°
S	1%
B	33%

UNOFUKU™
129 CO/P.

PANTONE™ Plus series / Solid Uncoated **2747-U***

PANTONE™ Plus series / Solid Coated **654 C***

DIC COLOR GUIDE™ / **DIC255s*** (*best approximative value)

C	100
M	85
Y	20
K	30

R	20
G	50
B	104
#143268	

H	217°
S	80%
B	40%

A dark, textured bag with leather handles and a zipper, surrounded by papers and books, with the word 'USAGES' overlaid in large white letters.

USAGES

INCORRECT USE OF THE LOGO

Dos and Don'ts.

Presentation of the Unofuku logo must be carefully monitored and controlled.

Incorrect use can undermine the identity system through mixed and unclear messages.

The following pages illustrate a number of incorrect presentations of Unofuku logo. They range from reproduction of the logo itself to violations of clear space and additional graphics. This is not a complete list.

Examples 1-11 illustrate incorrect reproduction of the Unofuku logo

1. Relation between the height and the width of the logo cannot be changed.
2. The logo should not be rotated.
3. Colors of the logo cannot be changed...
4. ...Even with one solid color.... Even Unofuku's main color!
5. No matter the version of the logo, even the white one, cannot be used against complicated and intensive backgrounds.
6. No matter the version of the logo, even the simplified one, it cannot be turned in 3D.
7. The alignments of the logo components cannot be modified.
8. The black and white version should not be used on vivid color.
9. The inner spaces between the logo components cannot be modified (e.g. 1, 7, 10 and 11)
10. Position of the elements cannot be changed nor rotated
11. The inner space between the symbol and the name cannot be enlarged nor reduced.

1

~~UNO FUKU~~

3

~~UNO FUKU~~

5

~~UNO FUKU~~

~~UNO FUKU~~ 2

~~UNO FUKU~~ 4

6

~~UNOFUKU~~

~~UNOFUKU~~

7

8

~~UNOFUKU~~

~~UNOFUKU~~

9

10

~~UNOFUKU~~

~~UNOFUKU~~

11

The background is a dark, monochromatic scene with a textured, leather-like appearance. In the center, a black leather briefcase with a top handle and two shoulder straps is visible. To the left, a metal shackle is attached to a thick, coiled rope. The overall lighting is low, creating a moody and industrial atmosphere.

TYPEFACE

COMMUNICATION TYPEFACE - LATIN

Typography and consistent use of typefaces is a key element to create a cohesive look across all communications and media.

The only typeface that may be used for Unofuku* is Lato®.

Lato® is a sans serif typeface which has a precise, technical feel that matches Unofuku values and goals. It is ideal for captions, headings, technical information and signage, as well as for longer texts, such as reports, proposals and publications and user interfaces.

Lato® is available to download for free on fonts.google.com/specimen/Lato and also on the most famous Content Delivery Network (CDN) such as Adobe TypeKit, GitHub, Fontsquirrel, 1001fonts, Fontlibrary, etc...

Fall-back, Office & Digital & social media.

Lato® is to be used as the primary sans serif typeface, but if for some reason it cannot be obtained, the substitute typeface is Arial. Close enough to Source® Sans Pro, Arial offers a contemporary feel with versatile function.

the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google and created by Warsaw-based designer Łukasz Dziedzic. ("Lato" means "Summer" in Polish)

Hairline

Hairline Italic

Thin

Thin Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Heavy

Heavy Italic

Black

Black Italic

Lato

COMMUNICATION TYPEFACE - JAPANESE

Despite the limited choice of Japanese typefaces that comes with your operating system, consistency remains necessary...

Non-free typeface that should be used for Unofuku* is A-OTF Gothic BBB Pr6N®.

A-OTF Gothic BBB Pr6N is a modern and clean typeface which has a precise, technical feel that matches Unofuku values and goals. It is ideal for captions, headings, technical information and signage, as well as for longer texts, such as reports, proposals and publications and user interfaces.

A-OTF Gothic BBB Pr6N® is available at Adobe on typekit.com/fonts/a-otf-gothic-bbb-pr6n
[designpocket.jp/dl font_category/detail.aspx?bid=9227](https://designpocket.jp/dl/font/category/detail.aspx?bid=9227)

Fall-back, Office & Digital & social media.

Thanks to Typekit, Gothic BBB Pr6N is available for all OS, offline & online and therefore should be used as the primary typeface, but if for some reason it cannot be obtained, the substitute typeface is Yu Gothic UI. Close enough to Gothic BBB Pr6N, Yu Gothic UI offers a contemporary feel with versatile function.

the A-OTF Gothic BBB Pr6N family was published by Morisawa foundry. They define themselves as "a champion of the culture of typography - letters, fonts and typefaces - and the connection that it makes between the past and future", which is exactly Unofuku core value. en.morisawa.co.jp

A-OTF
Gothic
BBB
Pr6N

日本語書体の美しいフォルム。



PHOTO GRAPHY







