



RAKSUL Brand Guidelines

ver. 2021.09.16



MISSION

RAKSUL's Mission

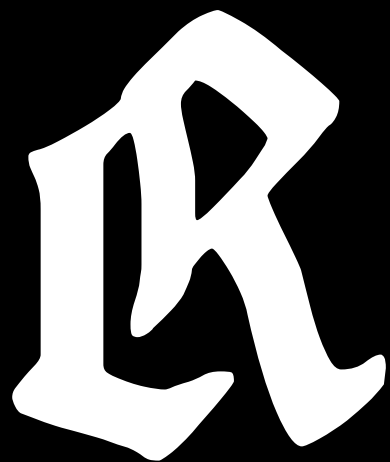
BETTER SYSTEMS,
BETTER WORLD

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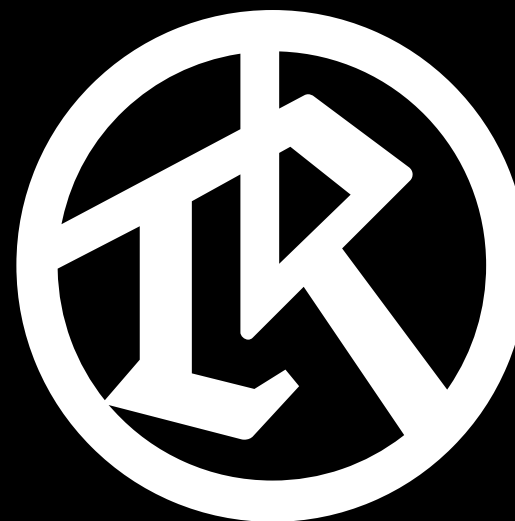
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LOGO

For this logo, we have expressed RAKSUL's mission, “BETTER SYSTEMS, BETTER WORLD” using the B42 font, which was created by Gutenberg, an inventor of letterpress printing. The logo concept has always been important to RAKSUL and has remained unchanged since company foundation in 2009.



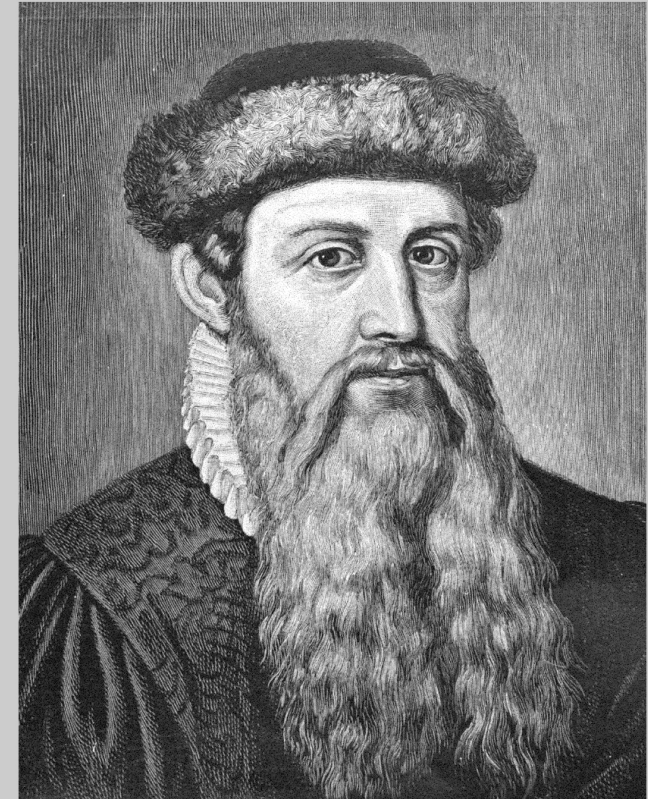
B42 Typeface



RAKSUL Logomark

The Concept

We have designed the letter “R,” the first initial of RAKSUL. The font we chose is “B42,” which was used in the first Bible printed with letterpress, which was invented by Gutenberg in 1445. Just as the invention of letterpress printing greatly advanced human civilization, 500 years later, RAKSUL will continue to bring innovation to industry structures and create new systems in order to make the world a better place.



Gutenberg (1400–1468)

LOGO

Corporate Logo



Corporate Logo (vertical)



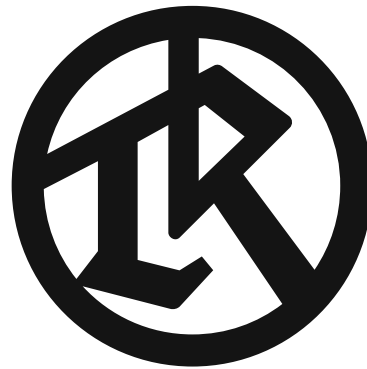
LOGO

RAKSUL Logotype

RAKSUL

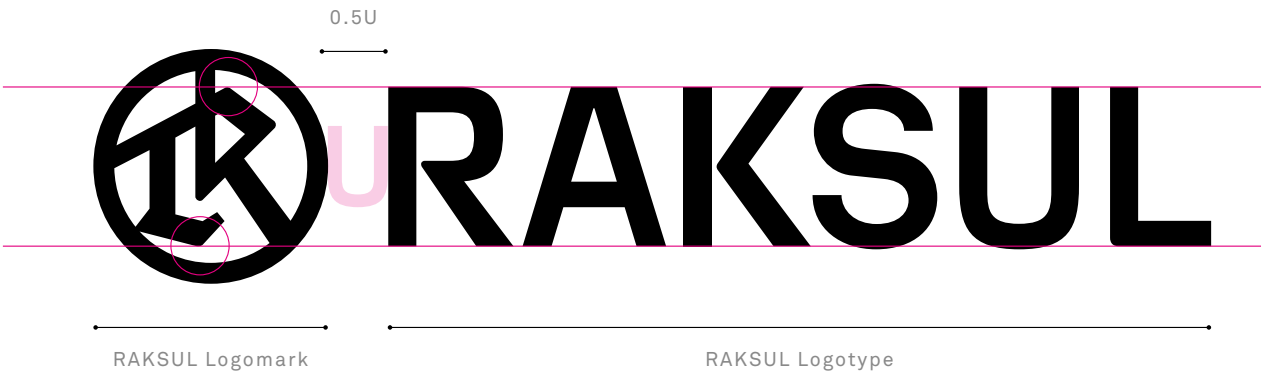
LOGO

RAKSUL Logomark



Corporate Logo Definition

Align the height of the R in the R logomark with the height of the R in the logotype.



*1U = The width of the “U”
in the logotype is defined as “1U.”



Clear Space Rule for Corporate Logo

Minimum area to be secured around the logo



*1U = The width of the "U"
in the logotype is defined as "1U."



Minimum Logo Size allowed for Usage

For Web



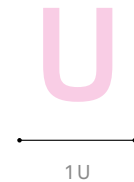
For Print



Corporate Logo Definition (vertical)



*1U = The width of the "U"
in the logotype is defined as "1U."



Clear Space Rule for Corporate Logo (vertical)

Minimum Logo Size allowed for Usage

For Web



60dp

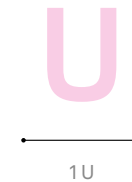
For Print



16mm



*1U = The width of the "U"
in the logotype is defined as "1U."



Clear Space Rule for Logotype

Minimum area to be secured around the logo



*1U = The width of the “U”
in the logotype is defined as “1U.”



Minimum Logo Size allowed for

For Web



For Print



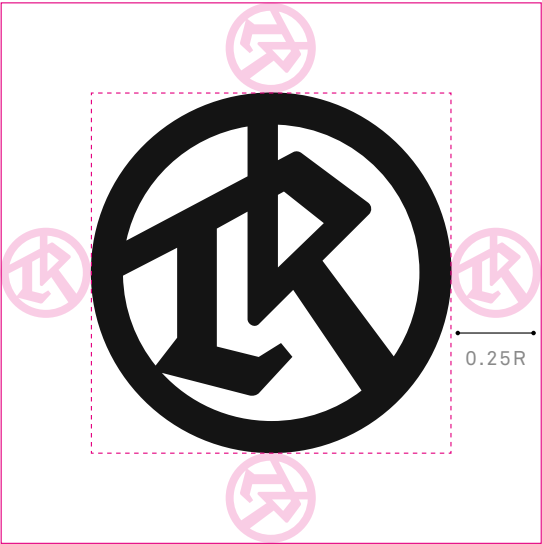
Clear Space Rule for RAKSUL Logomark

Minimum Logo Size allowed for Usage

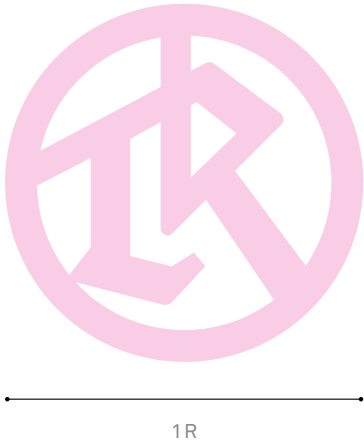
For Web



For Print



*1R = The width of the “R”
in the RAKSUL logotype is defined as “1R.”



Logo Variations



*When you directly convert the corporate logo into white font, it looks heavy; when it is a dark background, please use the white font logo data.



White Font Logo



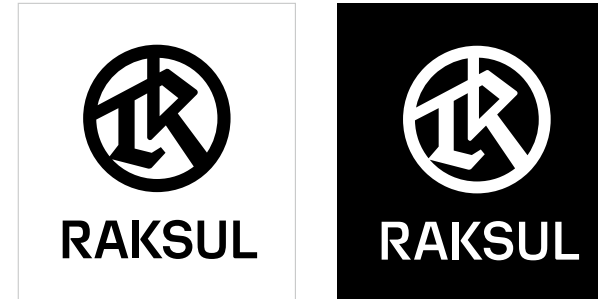
DON'T: directly convert the corporate logo into white font

Logo Variations

RAKSUL Corporate Logo



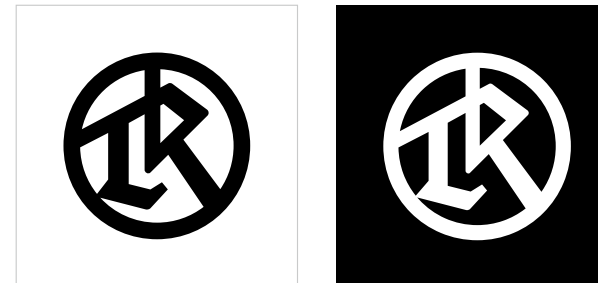
RAKSUL Corporate Logo (vertical)



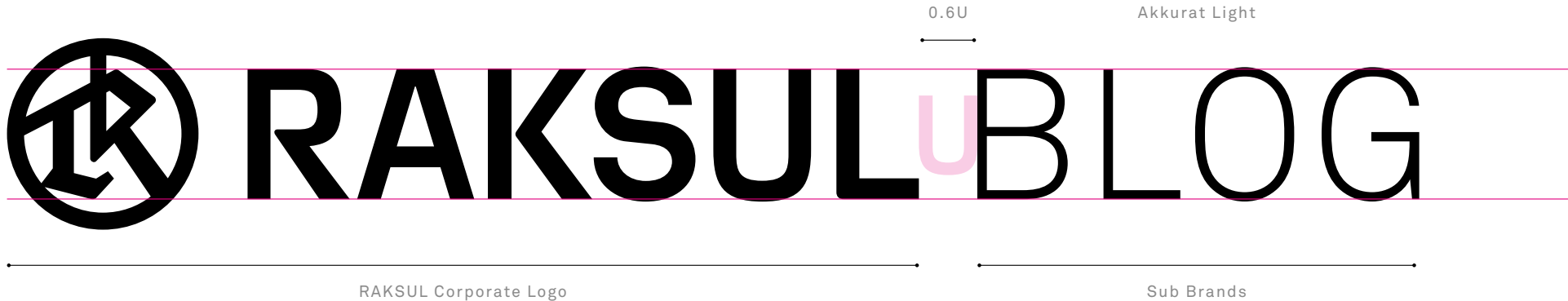
RAKSUL Logotype



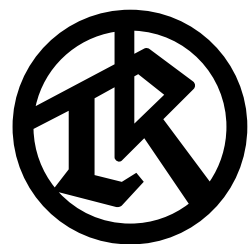
RAKSUL Logomark



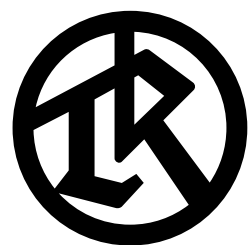
RAKSUL Sub Brands



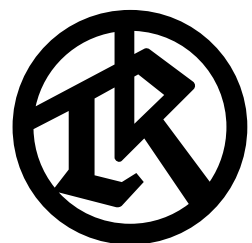
RAKSUL Sub Brands



RAKSUL DEV



RAKSUL BLOG



RAKSUL DESIGN

Incorrect Usage – Please Don't



Don't stretch or squash the logo.



Don't change part of the colors.



Don't rotate the logo.



Don't outline the logo.



Don't edit part of the logo. (scaling)



Don't edit part of the logo. (ratio)



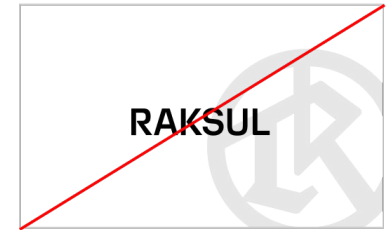
Don't edit part of the logo. (spacing)



Don't use drop shadow.



Don't add any additional elements to the logo.



Don't use the logo as part of patterns.



Don't replace it with another font.



Don't change how the logomark and



Don't change the colors.



Don't use the logo in the middle of

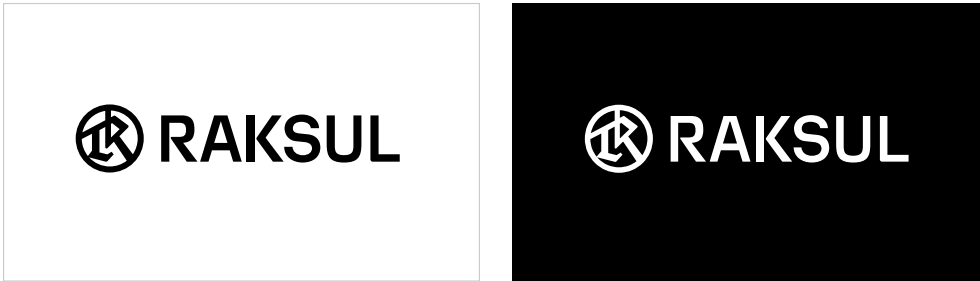


Don't add color gradient.

Basic Rules for the Logo Background

Please use white or black as much as possible for the logo background.

Please use white or black for the background as much as possible so that the logo looks its best.



When you absolutely cannot use white or black for the

Please first consider if there is any way to change the background color to white or black. Only when it cannot be done even after thorough consideration, please select an alternative background color based on priorities below. (also refer to page 11 for Rules for the Alternative Background Color)



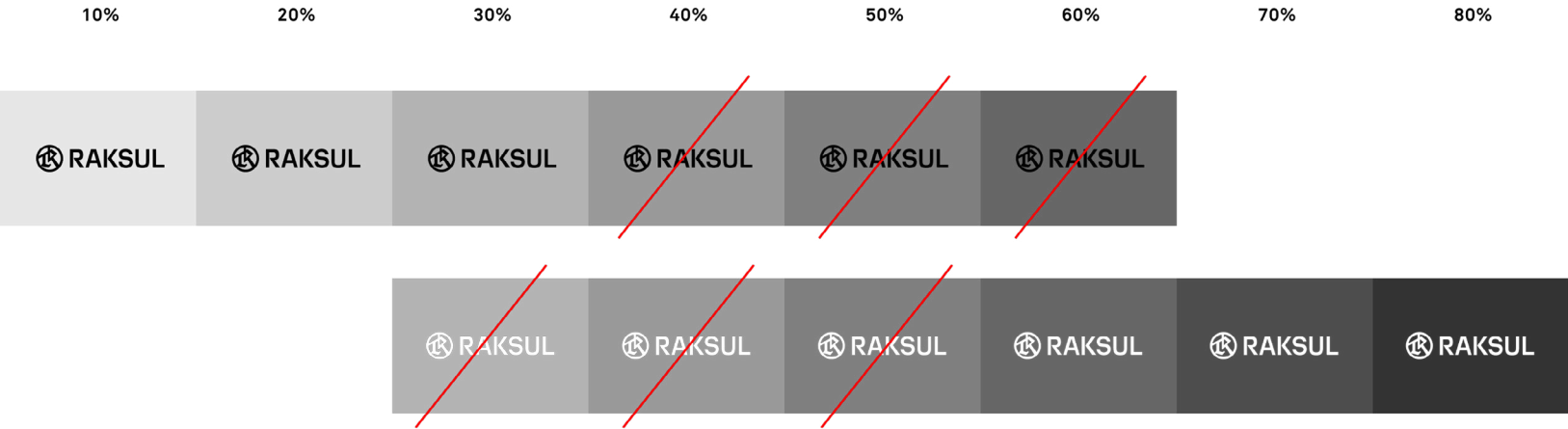
Alternative Background
Color Priority Number 1:
Light Background Color
+ Black Font Logo



Alternative Background
Color Priority Number 2:
Dark Background Color
+ White Font Logo

Rules for the Alternative Background Color

When you use an alternative background color, please choose the logo color and the background color based on the chart below.



Please do not use colors that significantly deviate from the basic brand colors or backgrounds that do not ensure the visibility of the logo.



Rules for Text Entries

Please use all capital letters for the vision. When breaking a line, please do so at punctuation marks.

○ RAKSUL

○ ラクスル株式会社

✕ Raksul

✕ RakSul

✕ RAKSUL 株式会社

Rules for Text Entries

Please use all capital letters for the vision. When breaking a line, please do so at punctuation marks.

○ BETTER SYSTEMS, BETTER WORLD

○ BETTER SYSTEMS,
BETTER WORLD

○ Better systems, better world

✗ BETTER SYSTEMS, BETTER
WORLD

✗ BETTER SYSTEMS BETTER WORLD

Rules for Text Entries

When breaking a line, please do so at punctuation marks.

- 仕組みを変えれば、世界はもっと良くなる
- 仕組みを変えれば、
世界はもっと良くなる
- ✕ 仕組みを変えれば世界はもっと良くなる
- ✕ 仕組みを変えれば世界はもっと良くなる。

TYPOGRAPHY

It is a modern typography that expresses RAKSUL's identity at every touch point in documents and on the web. It consists mainly of the Akkurat font from a Swiss company, Lineto.

Corporate Fonts and How to Choose Them

In order to maintain the brand image, please use the following fonts.

Print Font

Japanese

English

TBゴシック + Akkurat

Use these for printing materials designed by designers, such as business cards and brochures.

Web Font

Japanese

English

Noto Sans JP + Akkurat

Use these for the corporate website, the official teaser site and such.

Alternative Font

Japanese & English

Noto Sans JP

Use this font for non-designer documents such as presentations.

Mixed Typesetting of Japanese, English, and Numbers (for Designers)

Recommended Text Formatting

In order to maintain the brand image, please mix the English text weights (Akkurat) as specified below.

Our Vision “仕組みを変えれば、世界はもっと良くなる”

RAKSULのイニシャルRの文字をデザイン。1445年 Gutenberg が発明した活版印刷で最初に刷られた聖書に用いられた「B42」書体使用。活版印刷の発明が人類の文明を大きく前進させたように、500年の時を超え、RAKSULは産業構造にinnovationを起こし、新しい仕組みを作り、世の中を良い形にしていきます。

今回のupdateでは、symbolをより洗練された形状へ変更。「B42」書体の表情を残しつつ視認性を高め、より堂々とした印象になるよう調整しました。

Mixed Typesetting of Japanese, English, and Numbers (for Designers)

When creating a composite font, set Akkurat to 106%.

Akkurat Std Regular + TB Gothic Regular

合成フォント

合成フォント: **Akkurat TB** 単位: %

OK キャンセル

設定:	フォント	スタイル	サイズ	ライン	垂直比率	水平比率
漢字	TBゴシック Pro	Regular	100%	0%	100%	100%
かな	TBゴシック Pro	Regular	100%	0%	100%	100%
全角約物	TBゴシック Pro	Regular	100%	0%	100%	100%
全角記号	TBゴシック Pro	Regular	100%	0%	100%	100%
半角欧文	Akkurat Std	Regular	106%	0%	100%	100%
半角数字	Akkurat Std	Regular	106%	0%	100%	100%

新規... フォントを削除 保存 読み込み... 特例文字... サンプルを隠す

サンプル

国LINE国Word国character国type国123国456国\$1,789円国「合成フォントの見本」国国1日2月3年4個5時6分7秒8人9件0度1丁目2番地3階4号国グーテンベルクが活版印刷術を発明したのは1440年代後半といわれています。それから約20年後の1465年、その新しい技術はアルプスを越え、イタリアに伝わりました。ドイツから来たSweynheimとPannartzという二人がローマの北にあるSubiac oという村の修道院に滞在し、そこでイタリア最初の印刷物をつくったのです。

ズーム: 100%

横書き 縦書き

サンプルの変更...

Akkurat Std Bold + TB Gothic B

合成フォント

合成フォント: **Akkurat TB Bold** 単位: %

OK キャンセル

設定:	フォント	スタイル	サイズ	ライン	垂直比率	水平比率
漢字	TBゴシック Pro	B	100%	0%	100%	100%
かな	TBゴシック Pro	B	100%	0%	100%	100%
全角約物	TBゴシック Pro	B	100%	0%	100%	100%
全角記号	TBゴシック Pro	B	100%	0%	100%	100%
半角欧文	Akkurat Std	Bold	106%	0%	100%	100%
半角数字	Akkurat Std	Bold	106%	0%	100%	100%

新規... フォントを削除 保存 読み込み... 特例文字... サンプルを隠す

サンプル

国LINE国Word国character国type国123国456国\$1,789円国「合成フォントの見本」国国1日2月3年4個5時6分7秒8人9件0度1丁目2番地3階4号国グーテンベルクが活版印刷術を発明したのは1440年代後半といわれています。それから約20年後の1465年、その新しい技術はアルプスを越え、イタリアに伝わりました。ドイツから来たSweynheimとPannartzという二人がローマの北にあるSubia coという村の修道院に滞在し、そこでイタリア最初の印刷物をつくったのです。

ズーム: 100%

横書き 縦書き

サンプルの変更...

Print Font (Japanese)

TB Gothic Regular

あいうえおかきくけこさしすせそたちつてと
アイウエオカキクケコサシスセソタチツテト
亜葵鯪絢按位惟移遺一員陰雨

TB Gothic Bold

あいうえおかきくけこさしすせそたちつてと
アイウエオカキクケコサシスセソタチツテト
亜葵鯪絢按位惟移遺一員陰雨

Print & Web Font (English)

Akkurat Std Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 # / \$ & % * @ () [] ! ?

Akkurat Std Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 # / \$ & % * @ () [] ! ?

Web Font (Japanese)

Noto Sans JP Regular

あいうえおかきくけこさしすせそたちつてと
アイウエオカキクケコサシスセソタチツテト
亜葵鯪絢按位惟移遺一員陰雨

Noto Sans JP Bold

あいうえおかきくけこさしすせそたちつてと
アイウエオカキクケコサシスセソタチツテト
亜葵鯪絢按位惟移遺一員陰雨

COLOR

The main colors consist of universally used colors in printing, Black for ink and White for paper. For accent colors, we have chosen Ultramarine, which looks good on-screen, and the gradient, which is a futuristic expression of CMYK colors used in modern offset printing. The color scheme reflects RAKSUL's diverse range of services and talents.

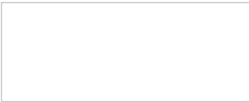
Color Distribution

Primary Colors

Use Black and White as main colors, and use Ultramarine and the gradient as accent colors.



Black
HEX #232323
RGB 35, 35, 35
CMYK 0, 0, 0, 90



White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0



Ultramarine
HEX #3F4DFF
RGB 63, 77, 255
CMYK 88, 68, 0, 0



#00B3F2 #F40080 #F9C900

Typography

Depending on the background color, the typography should either be Black or White. Gray can be used in order to weaken the impressions of captions etc.



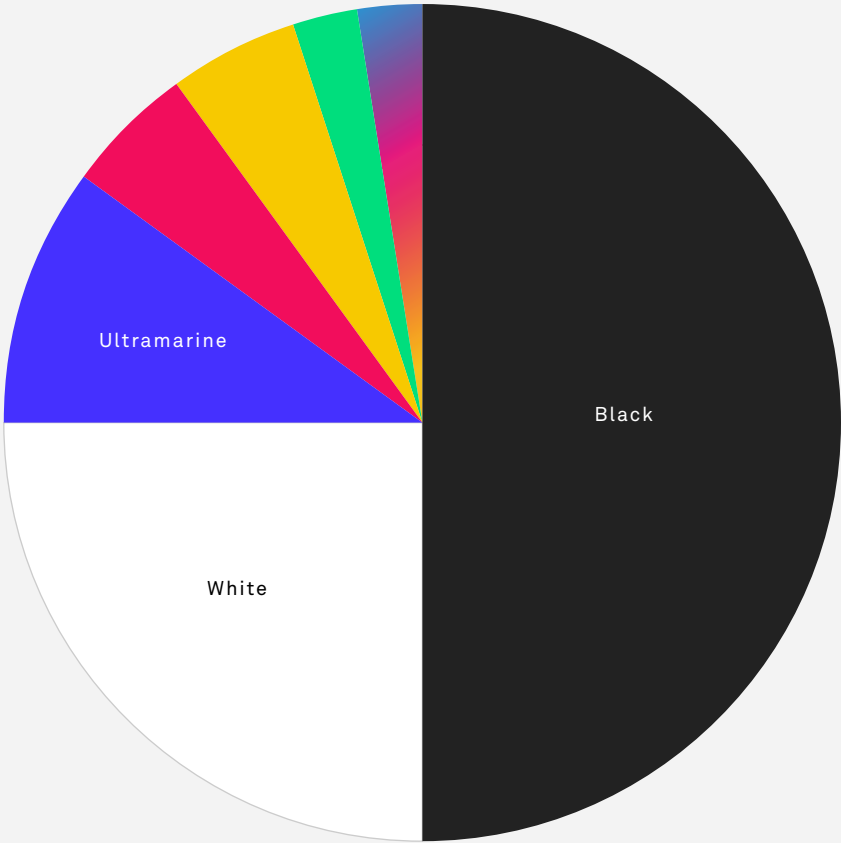
Black
HEX #232323
RGB 35, 35, 35
CMYK 0, 0, 0, 90



Gray
HEX #6F6F6F
RGB 111, 111, 111
CMYK 0, 0, 0, 70



White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0



Secondary Colors

When primary colors are not enough to express everything such as in graphs, please use these secondary colors.



HEX #7FA3FF
RGB 127, 163, 255
CMYK 54, 33, 0, 0



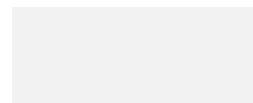
HEX #FD818E
RGB 253, 129, 142
CMYK 0, 64, 30, 0



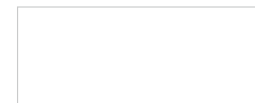
HEX #FFE780
RGB 255, 231, 128
CMYK 4, 11, 57, 0



HEX #83EAA4
RGB 131, 234, 164
CMYK 44, 0, 45, 0



HEX #F3F3F3
RGB 243, 243, 243
CMYK 0, 0, 0, 5



HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0



HEX #3F4DFF
RGB 63, 77, 255
CMYK 88, 68, 0, 0



HEX #F0125C
RGB 240, 18, 92
CMYK 5, 95, 46, 0



HEX #F9C900
RGB 249, 201, 0
CMYK 7, 26, 90, 0



HEX #00DD7C
RGB 0, 221, 124
CMYK 67, 0, 72, 0



HEX #6F6F6F
RGB 111, 111, 111
CMYK 0, 0, 0, 70



HEX #130BB5
RGB 19, 10, 181
CMYK 100, 91, 0, 0



HEX #B60938
RGB 182, 9, 56
CMYK 36, 100, 78, 2



HEX #C67C00
RGB 197, 125, 0
CMYK 29, 59, 100, 0



HEX #00AD50
RGB 2, 173, 79
CMYK 77, 7, 88, 0



HEX #303030
RGB 48, 48, 48
CMYK 0, 0, 0, 90



HEX #0C0A5B
RGB 12, 10, 91
CMYK 100, 100, 59, 17



HEX #87101B
RGB 135, 16, 27
CMYK 48, 100, 100, 23



HEX #7C4900
RGB 124, 73, 1
CMYK 54, 73, 100, 23

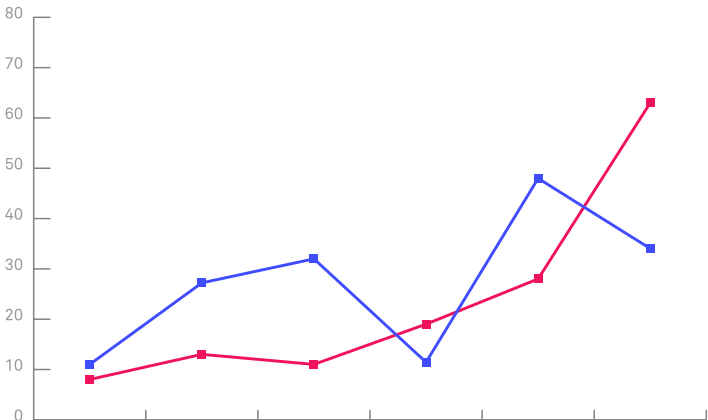
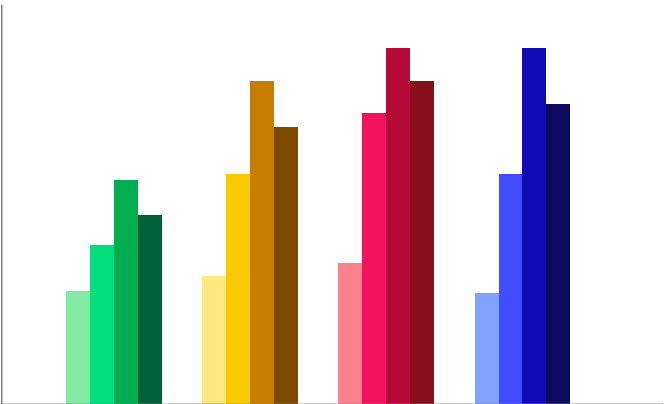
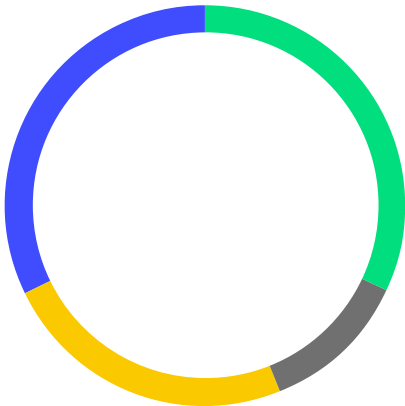
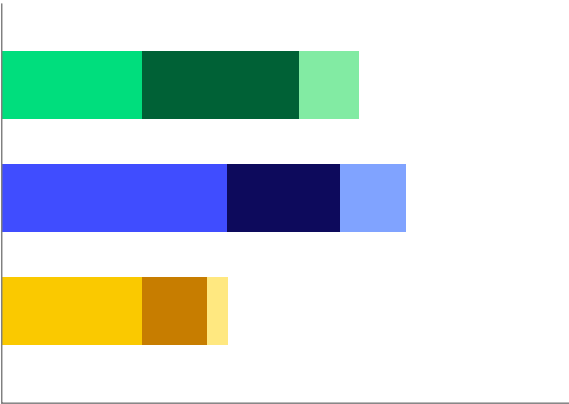


HEX #006135
RGB 1, 97, 53
CMYK 90, 51, 99, 18



HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

Graph Color Scheme Examples



COLOR

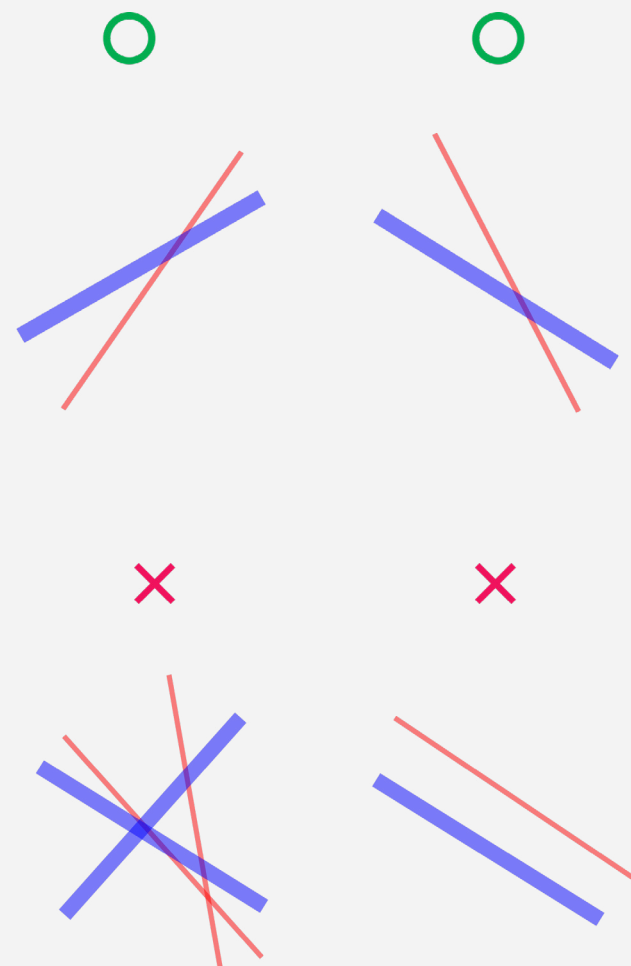
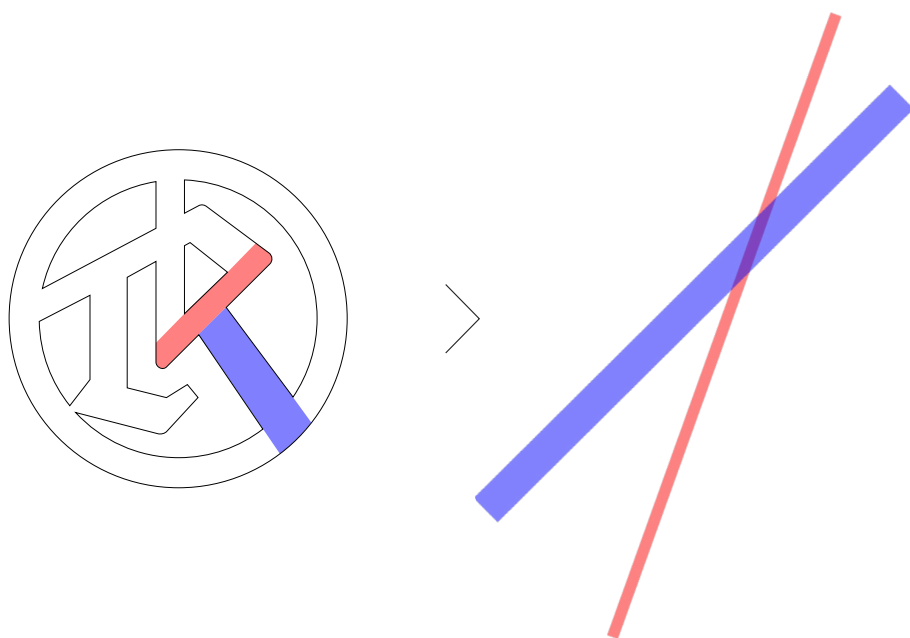
Gradient Line

You can use the lines with gradient colors for the background visual. Two lines represent creation of innovation by combining traditional industry and technology.



Gradient Line

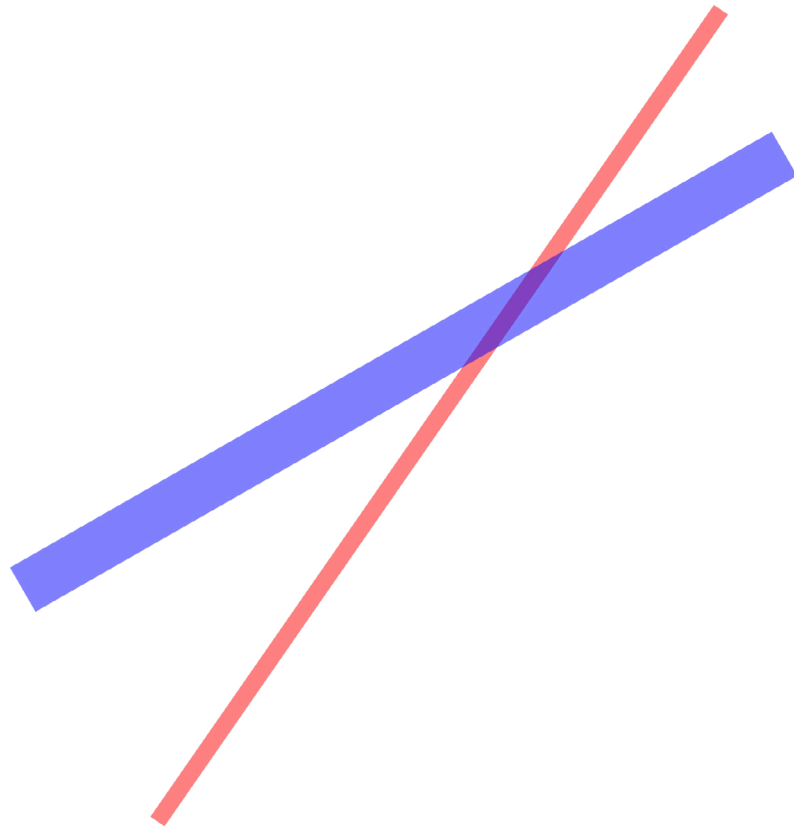
Fine lines and bold lines are the characteristics of B42. The blue line is 3 times wider than the red line. Combine 2 lines with a good balance.



COLOR

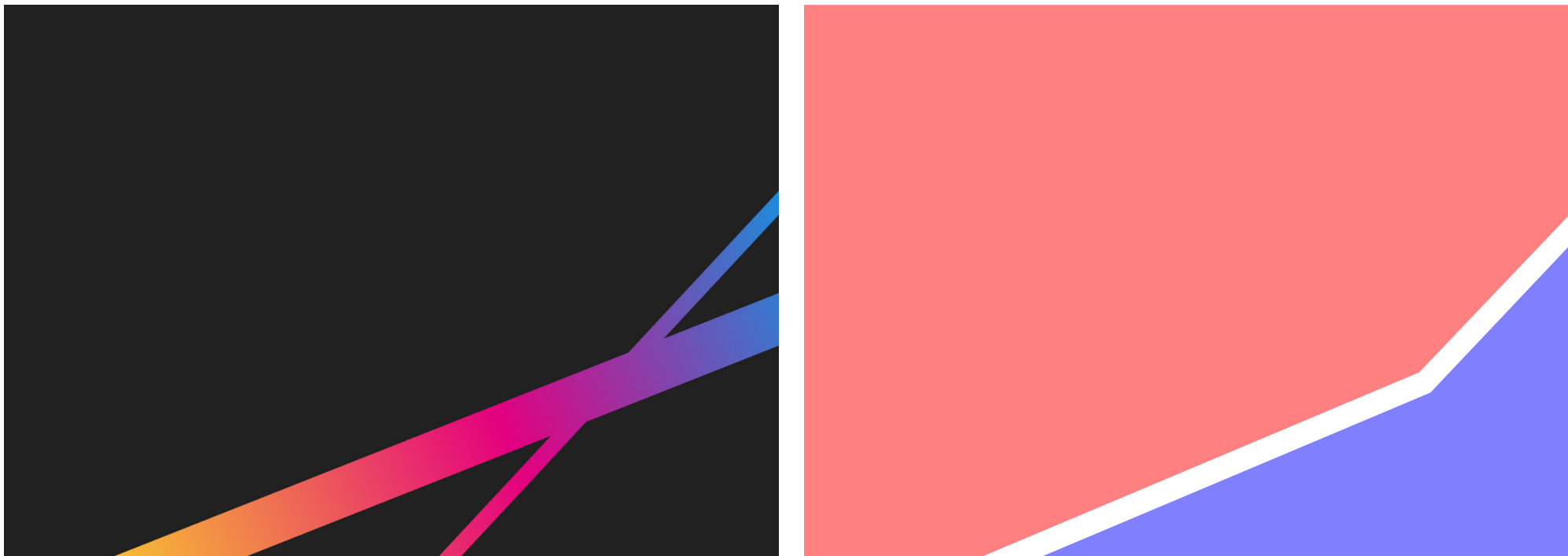
Gradient Line

Apply the gradient.



Gradient Line

Place them asymmetrically in a ratio of about 7:3.



PATTERN

All of the services offered by RAKSUL are designed to increase the efficiency and values of traditional industries through excellent systems. You can use a pattern of some elements which evoke the image of metallic type and typesetting, which are excellent mechanisms of letterpress printing.



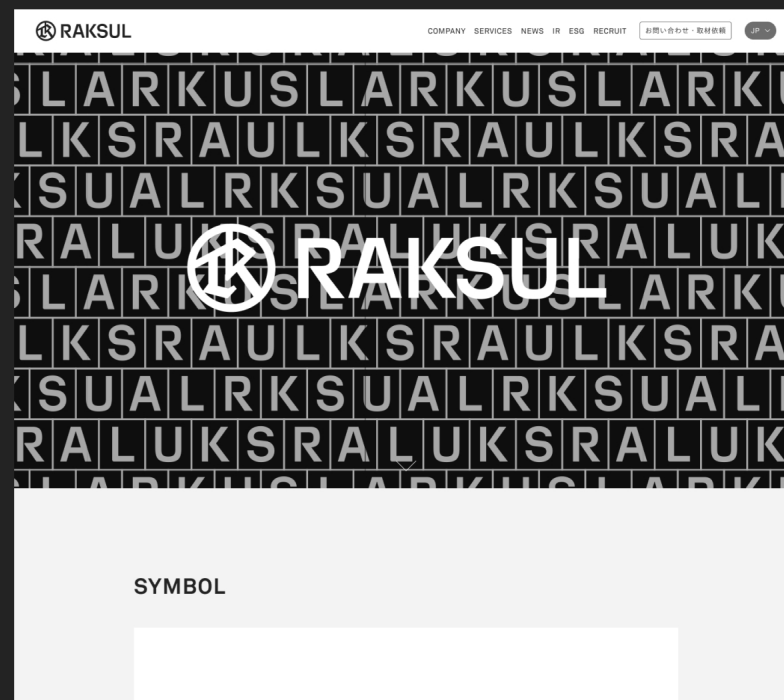
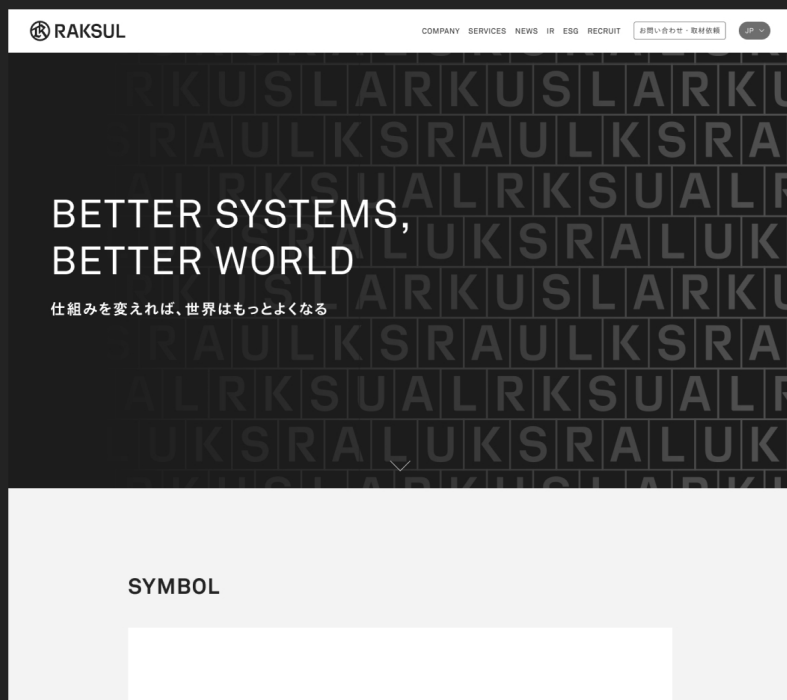
Pattern 1



When placing texts over the pattern, please prioritize readability.



Please do not place a logo or texts directly over the pattern.



Pattern 1



When using a pattern, please use it subtly with appropriate sizes, so as not to disturb the contents.



Pattern 1



We recommend using this pattern with appropriate sizes. You need to be careful when using it in large sizes.



Pattern 1



Please do not use this pattern in small sizes. It will look crowded and noisy.



RAKSUL RAKSUL RAKSUL RAKSUL
RAKSUL RAKSUL RAKSUL RAKSUL
RAKSUL RAKSUL RAKSUL RAKSUL
RAKSUL RAKSUL RAKSUL RAKSUL
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RAKSUL RAKSUL RAKSUL RAKSUL
RAKSUL RAKSUL RAKSUL RAKSUL

RAKSUI RAKSUI RAKSUI RAKSUI

Pattern 2



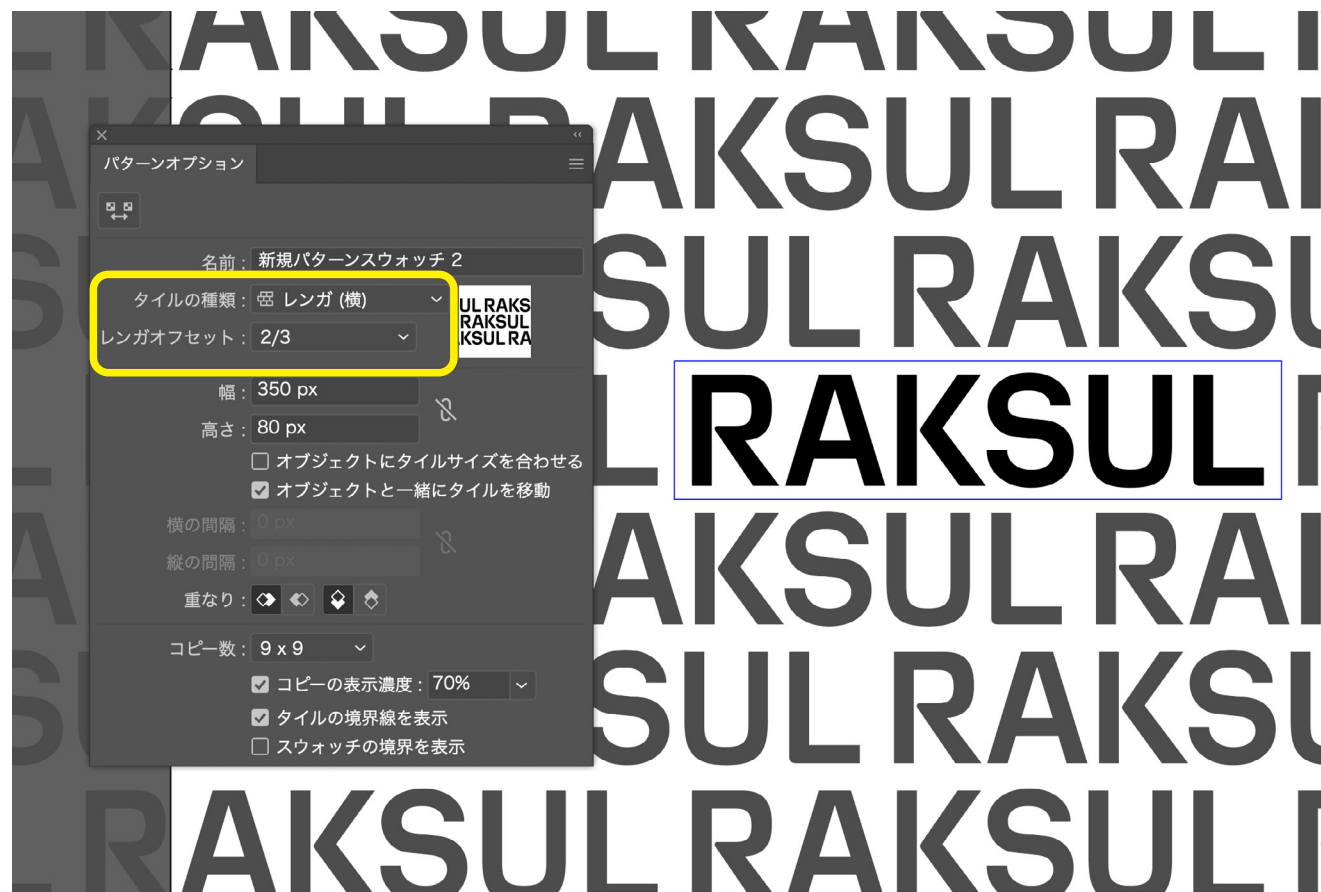
You may change the contrast of the pattern.



Pattern 2



Please use Illustrator's 2/3 brick offset when tiling the logo.



Pattern 2



Please do not stack logos without offsetting them.

⟨SUL RAKSUL RAKSUL R
⟨SUL RAKSUL RAKSUL R
⟨SUL RAKSUL RAKSUL R
⟨SUL RAKSUL RAKSUL R
⟨SUL RAKSUL RAKSUL R
⟨SUL RAKSUL RAKSUL R
⟨SUL RAKSUL RAKSUL R
⟨SUL RAKSUL RAKSUL R

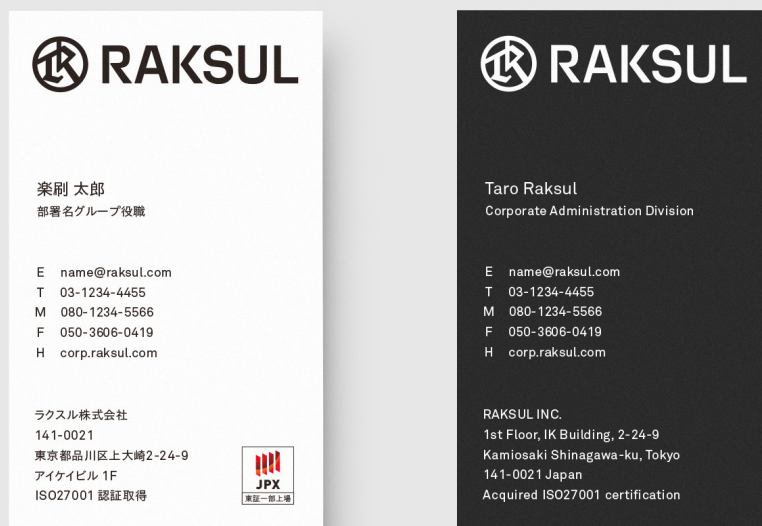
EXAMPLES

Example of Social Media Application



Examples of Business Card Applications

*This is a sample image.





Examples of Novelty Applications



*This is a sample image.

Examples of Novelty Applications



*This is a sample image.

Examples of Novelty Applications



*This is a sample image.

FILES

Logo Data

Logo

- CMYK

- White (AI, JPG, PNG)

- Black (AI, JPG, PNG)

- RGB

- White (AI, JPG, PNG)


- Black (AI, JPG, PNG)

CONTACT

Contact

If you have any questions or would like to discuss the brand guidelines, please reach out to the contact below.

PR
pr@raksul.com

An abstract graphic in the top right corner of the slide. It features several thick, overlapping lines in a gradient of colors: yellow, orange, red, pink, purple, and blue. The lines originate from the top left and fan out towards the right, creating a sense of movement and energy.

BETTER SYSTEMS,
BETTER WORLD