

The Hiroshima MICE Logo Usage Guidelines



Hiroshima Convention & Visitors Bureau

Purpose of creating the MICE logo and point of design



Purpose of creating the MICE logo

Launching a new MICE logo as a visual sales tool to impress meeting organizers and others worldwide, the Hiroshima Convention and Visitors Bureau (HCVB) aims to introduce them to the attractiveness of Hiroshima, the international city of peace and culture, as a MICE destination, to enhance the city image, and to attract more MICE events to the city. Also, the HCVB encourages all the local MICE stakeholders to use this logo both to strengthen ties between them and the HCVB, and to foster a spirit of teamwork in order to attract MICE events to the city.

About the logo design

A golden paper crane (a symbol of peace) and a red circle (a motif of the national flag of Japan and also a symbol of the flame of peace) shape the letter H of Hiroshima.

The Hiroshima MICE Logo Usage Guidelines



These guidelines define proper usage of the Hiroshima MICE logo design. When using the logo, please be sure to comply with the following.

Logo Variations

The standard logo



2 types of variation

1 horizontal



2 vertical



Logo grid

The standard logo



2 types of variation

1 horizontal

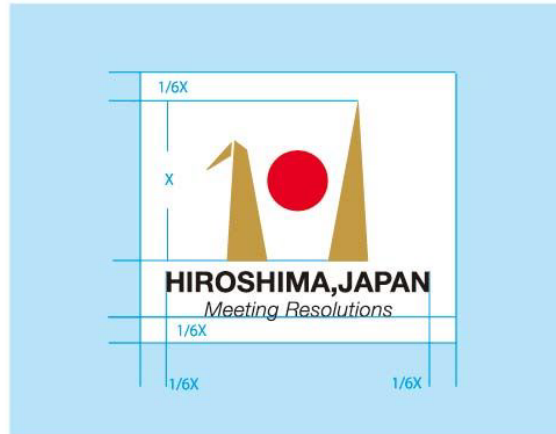


2 vertical



In principle, reproduction of the symbol and logotype should be done from the Adobe illustrator data or image data. However, if it is difficult to reproduce the logo from image data, please reproduce it using the grid scale (index). Please follow the specifications on this page for accurate reproduction.

Clear Space and Minimum-Size



The minimum amount of clearance (protected area) is set to protect identifiability. Layout should be done in such a way that no text or other design elements are placed within this area.



The minimum size

Even with the above size, the logo may become illegible depending on printing conditions, so please use a size that makes the logo legible.

Logo color

Color Display



C : 25 M : 40 Y : 80 K : 5



C : 0 M : 100 Y : 90 K : 0



C : 0 M : 0 Y : 0 K : 100

Monochrome display



K : 45



K : 70



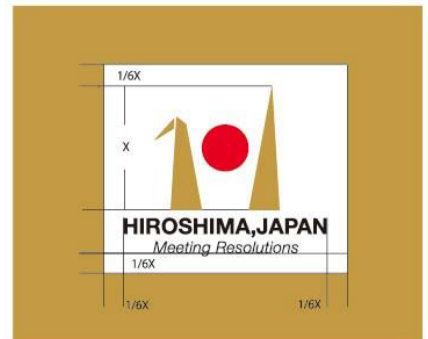
K : 100

About background

If the background is monochrome black, it is acceptable to use a white logo.



If the background color and logo interfere with each other, please enclose the logo in a square window maintaining the specified clear space.



If the background is a single dark color, the symbol and logo in white is allowed.



Examples of prohibited use

Do not change the color of the logo mark.



Do not deform the logo.



Do not change the balance of the logo.



Do not add other elements to the logo.



Do not slit or otherwise modify the logo



Do not change the combination of the mark and logo.

