花火ルブ

HANABI LUBE JAPAN

Brand Identity Design Guidelines

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BI Basic System

Wordmark & Symbol

Signature

Color System

Wordmark & Symbol

The signature merges the wordmark with the symbol. To maintain consistency, please utilize the files included in the ai data package.

Wordmark_Basic

(vertical)

(Horizontal)

Japanese version

(vertical)

(Horizontal)

Wordmark_Basic
Minimum size

Signature

The signature merges the wordmark with the symbol. To maintain consistency, please utilize the files included in the ai data package.

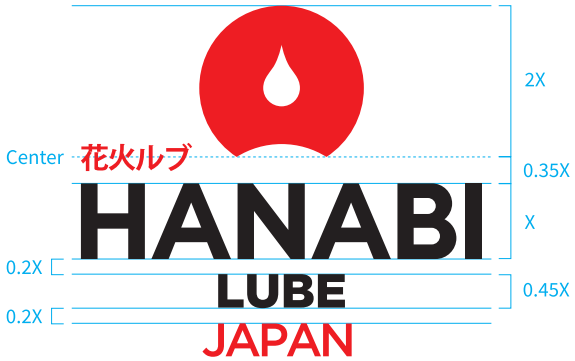
Wordmark_Basic

(vertical)

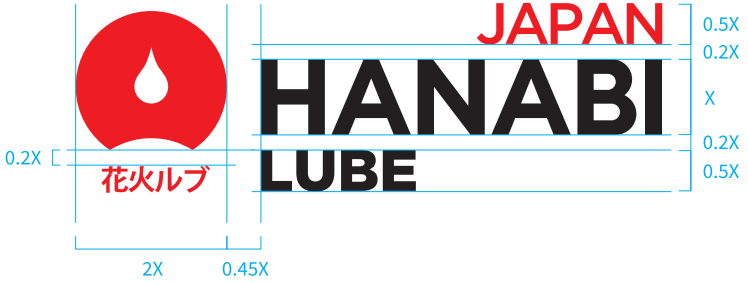
(Horizontal)

Japanese version

Japanese version
Minimum size



(vertical)



(Horizontal)

Color System

The wordmark color is crucial for ensuring brand consistency across different visual platforms. Please use the files in the ai data package to prevent modifications.

HANABI
LUBE

HANABI Red
Pantone 186 C
C: 0 / M: 100 / Y: 100 / K: 0

HANABI Black
Pantone Black C
C: 0 / M: 0 / Y: 0 / K: 100

HANABI Silver
Pantone 877 C
C: 0 / M: 0 / Y: 0 / K: 40

HANABI Gold
Pantone 871 C
C: 20 / M: 25 / Y: 60 / K: 25

BI Applications System

Signage for Workshop 1-2

Business Card

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Letterhead & Memo

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Uniform 1-2

Workwear

Uniform for Exhibition Staffs 1-2

Cap

Motorcycle Helmet

Maintenance Gloves & Oversleeve

Product Shelf

Umbrella

Pen & Tumbler

Car Sticker

Car Wrapping 1-3

Workshop Signage 1

Elements may be added or removed as necessary, provided the fundamental design framework is preserved.

Type A

Type B

Type C

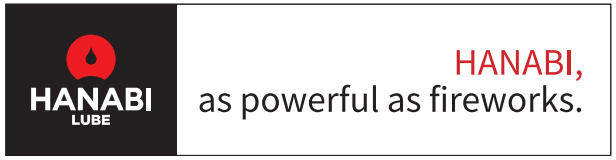
Workshop Signage 2

Additions or deletions are permissible as long as the core design structure remains unchanged.

10:1

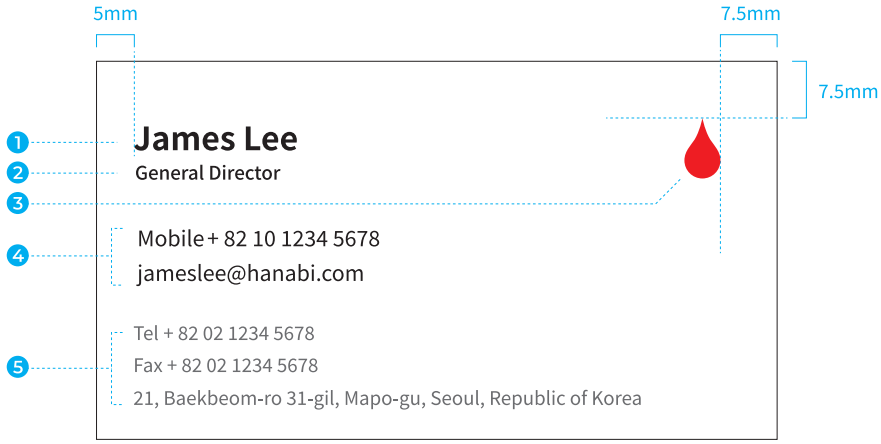
6:1

4:1



Business Card

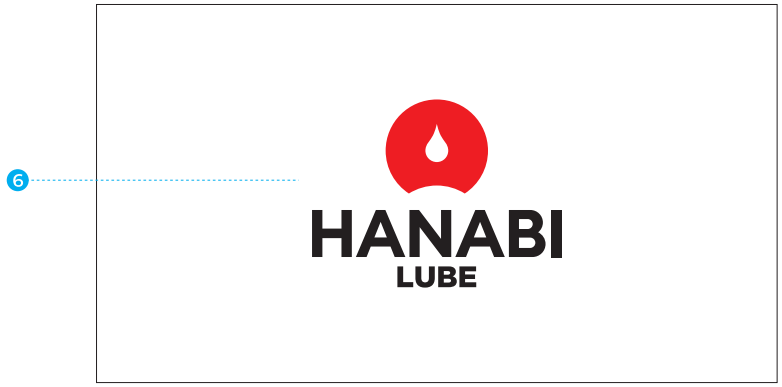
A vital tool for personal and brand introduction. Font sizes and line spacing may be adjusted based on information density, as long as the layout of each element is maintained.



Front

Size : 90x 50 mm
Process : Offset printing

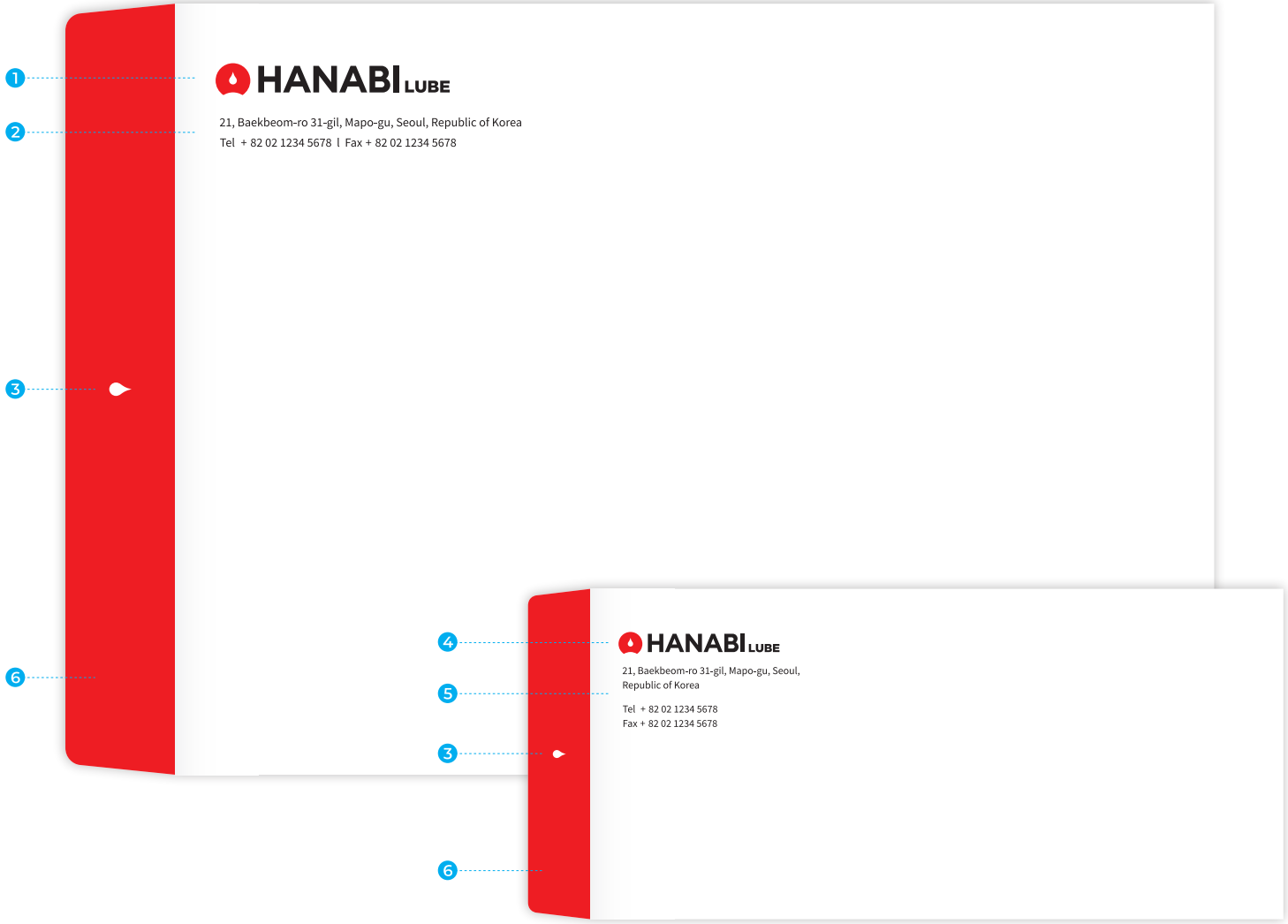
1. Name : noto sans bold (12pt)
2. position : noto sans medium (7pt)
3. Symbol motif : height (8mm)
4. Contact : noto sans regular (8pt)
5. Contact : noto sans regular (7pt)
6. Wordmark



Back

Envelope

Both large and small envelopes are required. Utilize specified dimensions, colors, and typefaces to ensure a cohesive brand appearance.

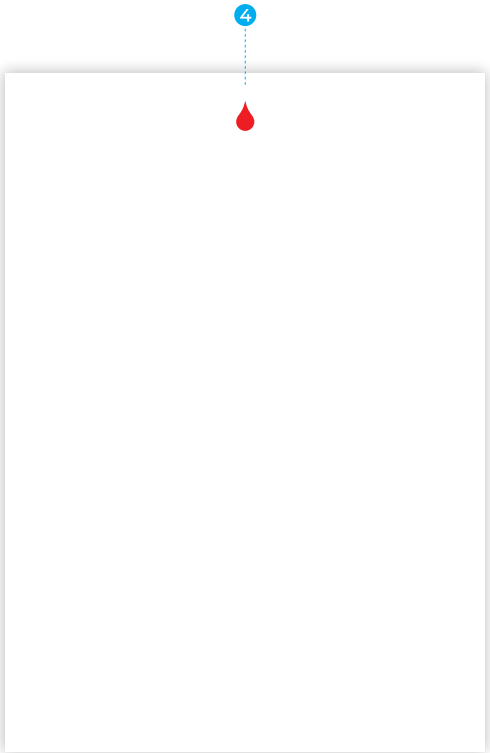


Size : 330 x 245 / 220 x 105 mm
Process : Offset printing

1. Wordmark : height (13mm)
2. Address : noto sans regular (10pt)
3. Symbol motif
4. Wordmark : height (10mm)
5. Address : noto sans regular (8.5Pt)
6. Brand color box

Letterhead & Memo

Letterheads and memos must adhere to designated dimensions, colors, and typefaces to preserve brand uniformity.



Letterhead size : 297x 210 mm
Memo : 145 x 205 mm
Process : Offset printing

1. Wordmark : height (13mm)
2. Brand color box : height (10mm)
3. Address : noto sans regular (8pt)
4. Symbol motif

Name Tag

Name tags identify event participants. Follow the established guidelines to uphold brand consistency.

Type A

Type B

Size : 70 x 20 mm
Process : Silk screen

1. Graphic motif
2. Position : noto sans bold
3. Name : noto sans bold
4. Wordmark

Carrier Bag

Carrier bags can impact visitors' perception of the brand. Careful oversight is necessary to optimize their influence on brand image. Within established parameters, dimensions, colors, or printing techniques may be adapted as required.

Size : 420 x 340 x 100 mm
280 X 360 x 100 mm
Process : Offset printing

1. graphic motif
2. Wordmark
3. Corporate logo_height (8mm)

Type A

Type B

Uniform 1

Polo shirt

Uniforms are vital for brand representation and foster unity within the HANABI LUBE brand. Based on manufacturing conditions, dimensions, colors, or printing methods may be modified following consultation with relevant departments.

Front

Back

Size : free
Process : Computer embroidery/
digital textile printing/
silk screen

Uniform 2

Round t-shirt

Uniforms are essential for brand identity and create cohesion for the HANABI LUBE brand. Depending on production parameters, dimensions, colors, or printing approaches can be adjusted after departmental consultation.

Front

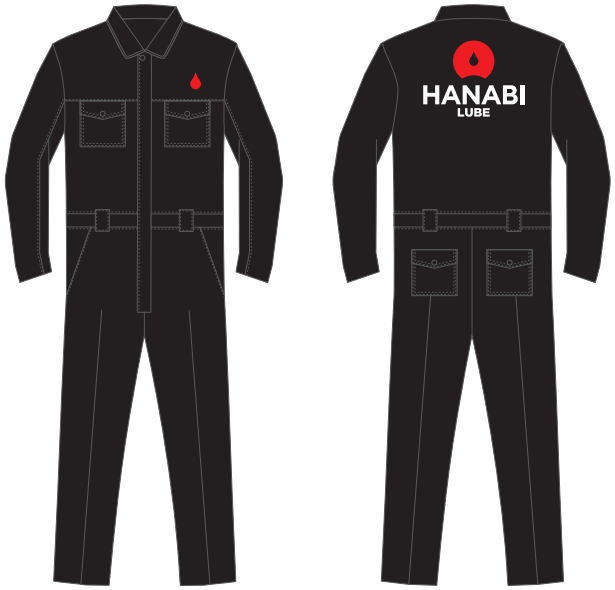
Back

Size : free
Process : Computer embroidery/
digital textile printing/
silk screen

Workwear

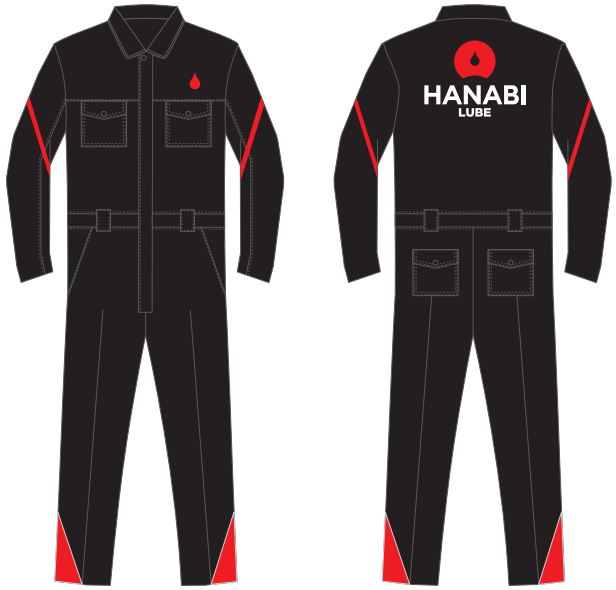
Workwear is fundamental to brand identity, establishing unity for the HANABI LUBE brand. Manufacturing guidelines and specifications are outlined below.

Type A



Front Back

Type B

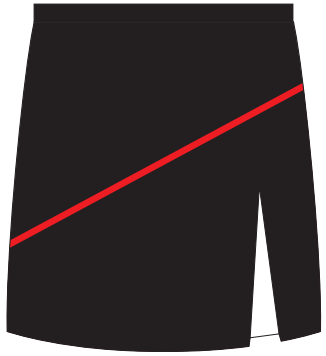


Front Back

Exhibition Staff Uniform 1

Tops, long sleeve t-shirt, and skirt for women

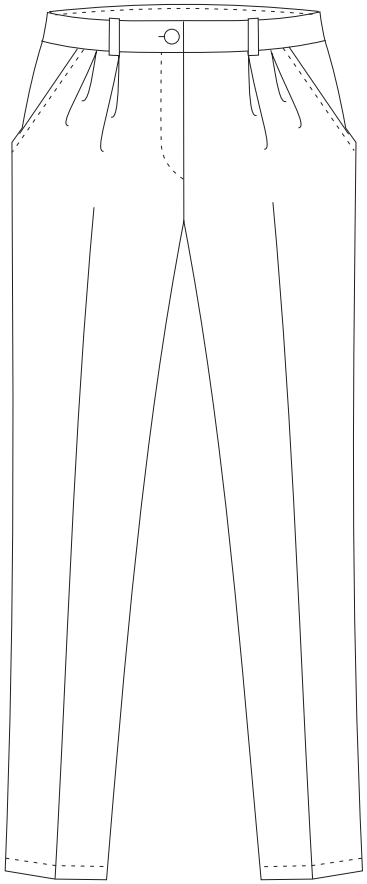
Workwear is critical for brand representation, establishing consistency for the HANABI LUBE. Manufacturing guidelines and specifications are detailed as follows.



Exhibition Staff Uniform 2

T-shirt and pants for men

Event uniforms are crucial for brand identity, creating uniformity for the HANABI LUBE brand. Production guidelines and specifications are outlined below.



Cap

When paired with the uniform, caps contribute to brand identity and reinforce unity for the HANABI LUBE brand. Color specifications and design elements for caps are provided below.

Front

Side

Size : Free
Process : Computer embroidery

Motorcycle Helmet

Motorcycle helmets serve as promotional items that support HANABI LUBE's cohesive brand identity. Manufacturing guidelines and specifications are detailed as follows.

Side

Front

Back

Umbrella

Umbrellas function as promotional tools that reinforce HANABI LUBE's unified brand identity. Production guidelines and specifications are outlined below.

Type A

Type B

Type C

Pen & Tumbler

Pens and tumblers serve as promotional items that convey HANABI LUBE's consistent brand identity. Manufacturing guidelines and specifications are provided as follows.

Pen

Tumbler

Maintenance Gloves & Oversleeve

Maintenance gloves and oversleeves utilized in retail locations enhance HANABI LUBE's brand identity and establish unity. The samples demonstrate the color specifications and design details of these items.

Maintenance gloves

Front Back

Oversleeve

Size : Free
Process : Computer embroidery /
silk screen

Product Shelf

For merchandise sales, product shelves are vital in emphasizing the brand. Colors and specifications must comply with established standards.

Top

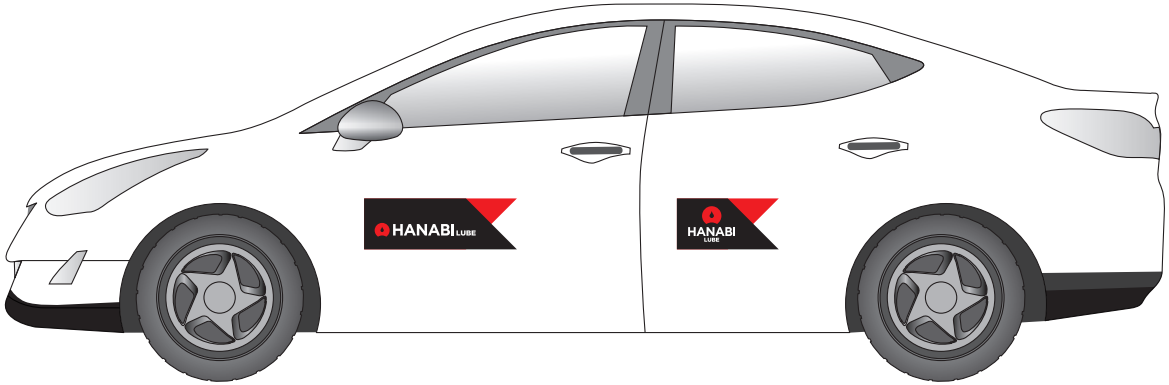
Front

Side

Always use the latest PR poster in the image area.

Car Sticker

Car stickers function as promotional items that support HANABI LUBE's integrated brand identity. Manufacturing guidelines and specifications are outlined as follows.



Size : 300 x 100 / 200 x 100 mm
Process : Label Sticker

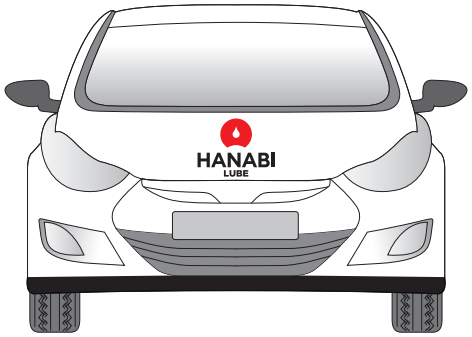
Car Wrapping 1

CI, BI signature application (For passenger car)

Vehicles serve as primary mobile promotional platforms for brand identity. Since vehicle configurations vary, modifications may be implemented according to circumstances, provided color and proportion standards are maintained.

Side

Front



Back

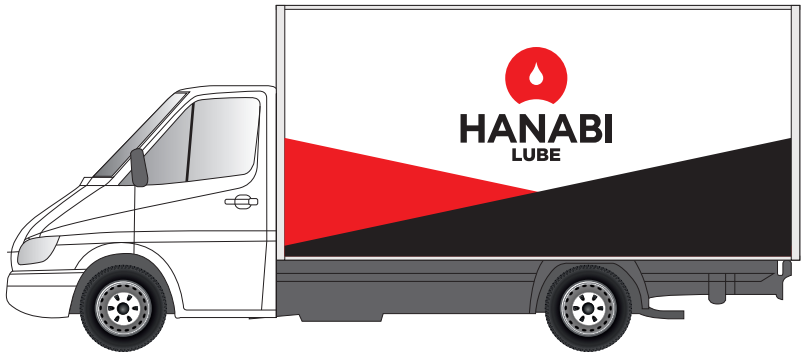
Car Wrapping 2

CI, BI signature application (For trucks)

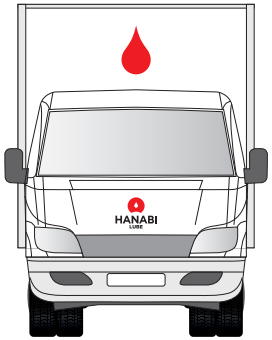
Vehicles function as crucial mobile advertising channels for brand identity. Due to varying vehicle designs, adaptations may be made based on specific situations, as long as color and proportion guidelines are observed.

Type A

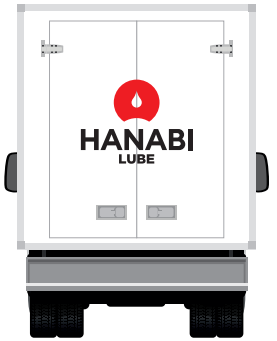
Side



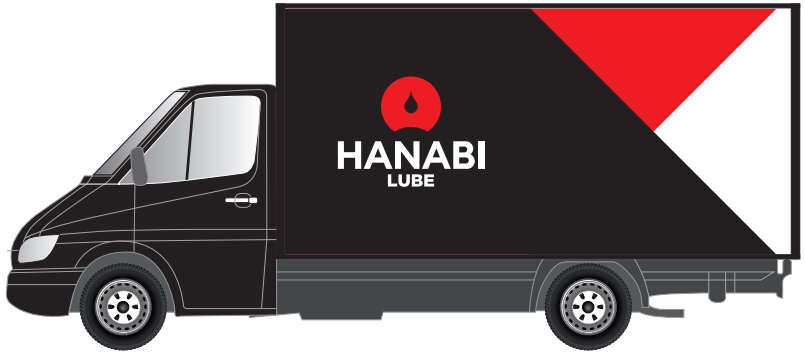
Front

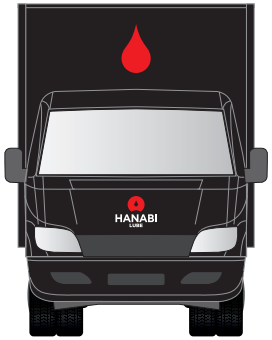


Back



Type B





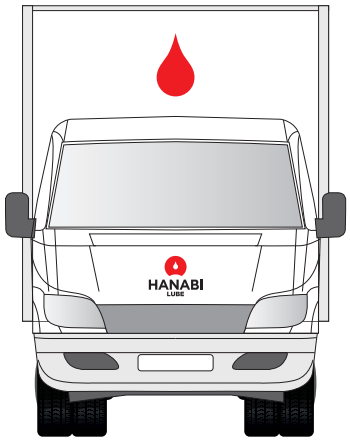
Car Wrapping 3

CI, BI signature +
Product Image application (For trucks)

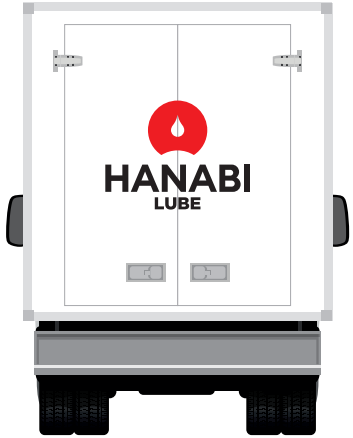
Vehicles represent significant mobile PR platforms for brand identity. Given the diversity of vehicle shapes, adjustments may be implemented according to circumstances, while adhering to color and proportion specifications.

Side

Front



Back



HANABI LUBE

Brand Identity Design Guidelines