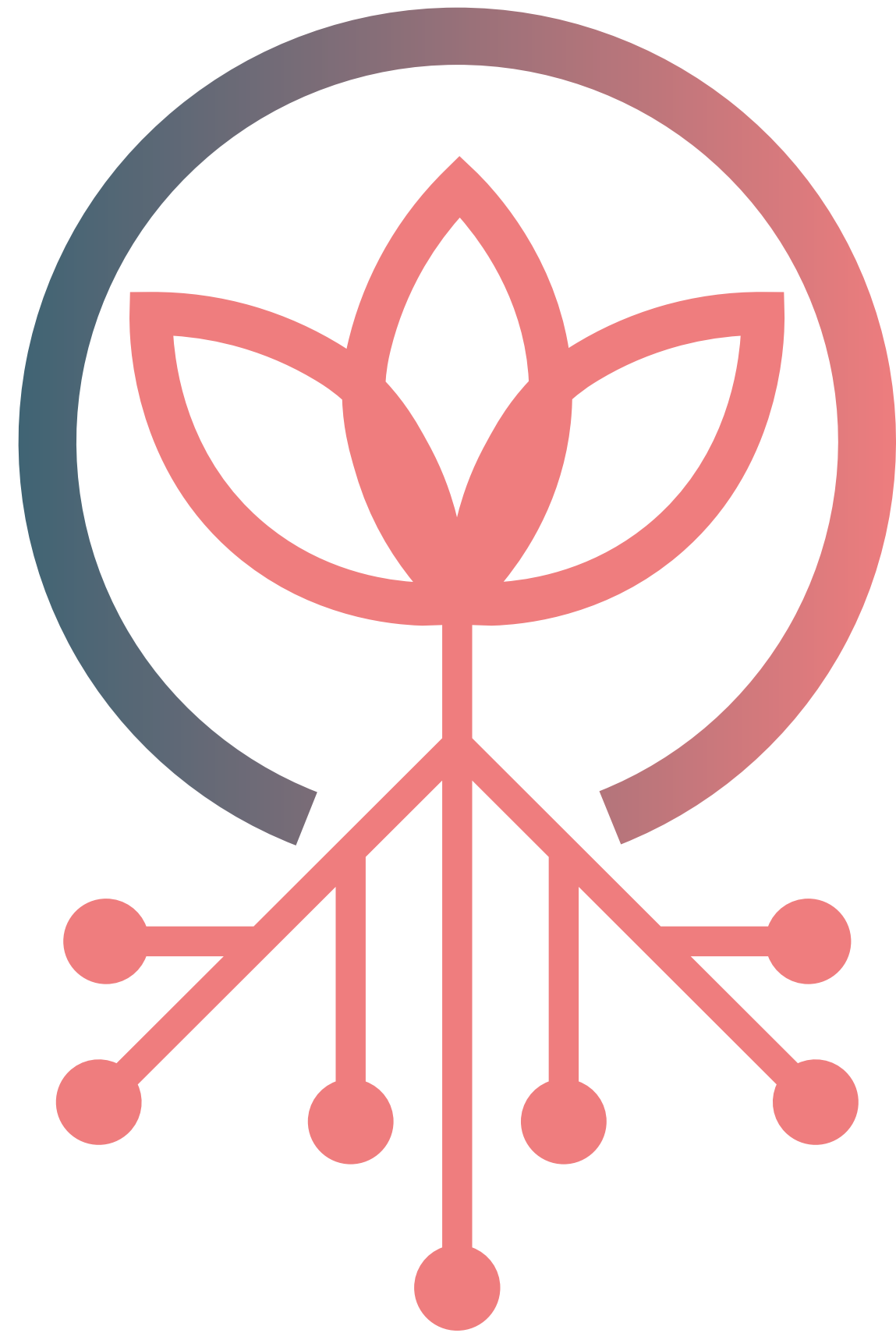




ukiyo

BRAND ASSETS

Logo & interdictions



The logo with the colors is to be used **only** on white background. For any other background, prefer the white version.



Hex : 316072
RGB : 49 ,96, 114

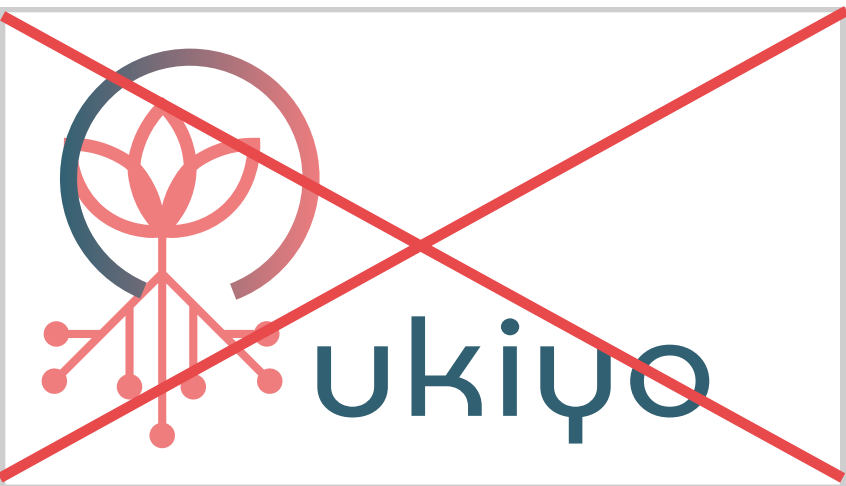


Hex : 316072
RGB : 49 ,96, 114



Hex : 316072
RGB : 49 ,96, 114

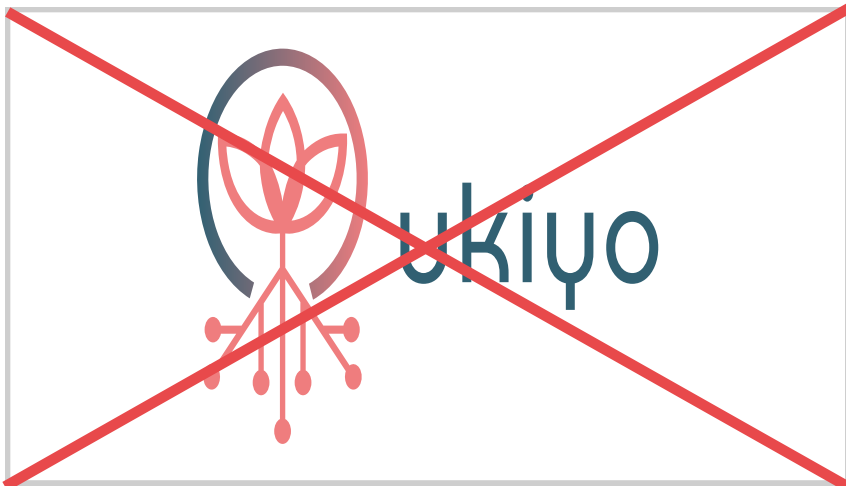
Interdictions



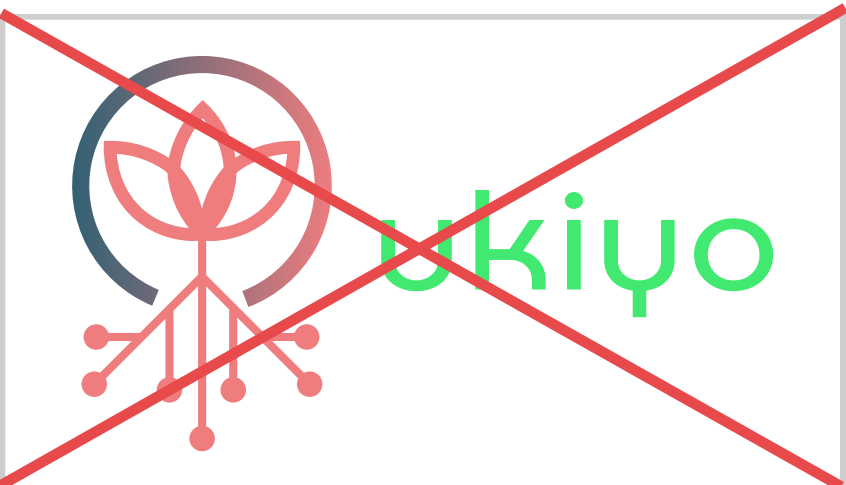
Do not move the typography or any element of the logo



Do not rotate the logo and its elements



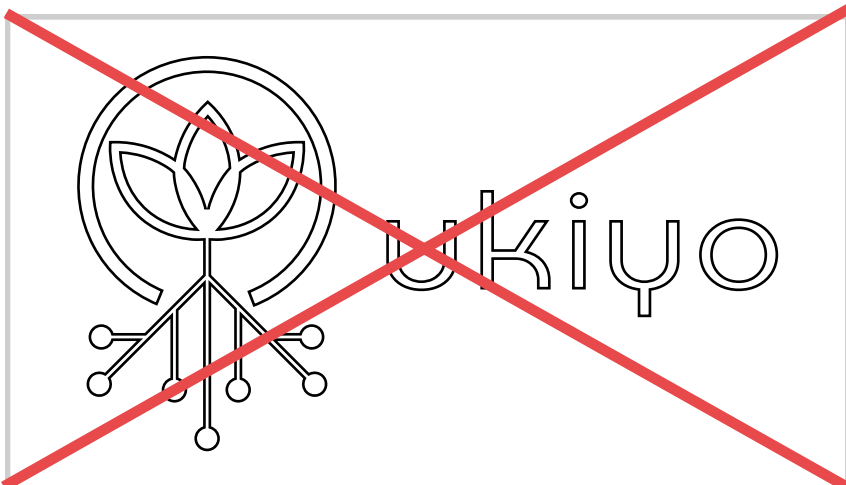
Do not distort the logo. Respect the proportions



Do not change the color of the logo, nor the elements



Do not change the typography of the logo



Do not remove the color and use the logo in lines

Simplified logo & interdictions

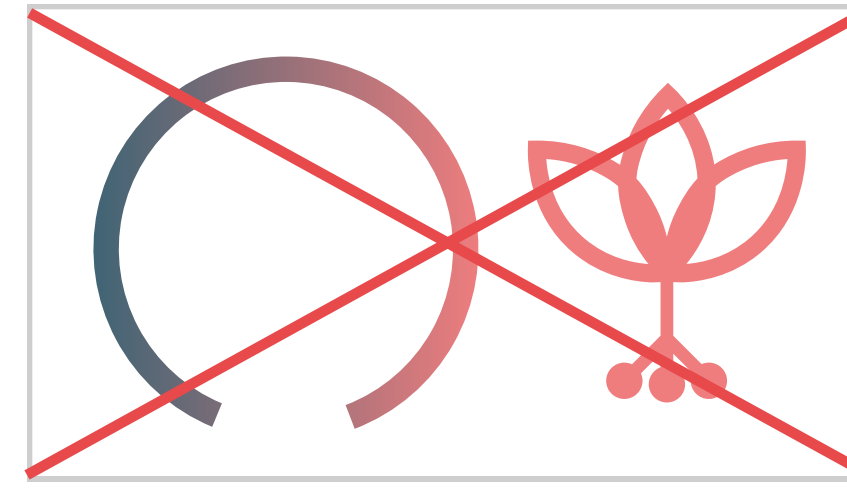


The simplified logo is intended for social networks, especially for **avatars**. More adapted for a small format, and less detailed, it is more readable.

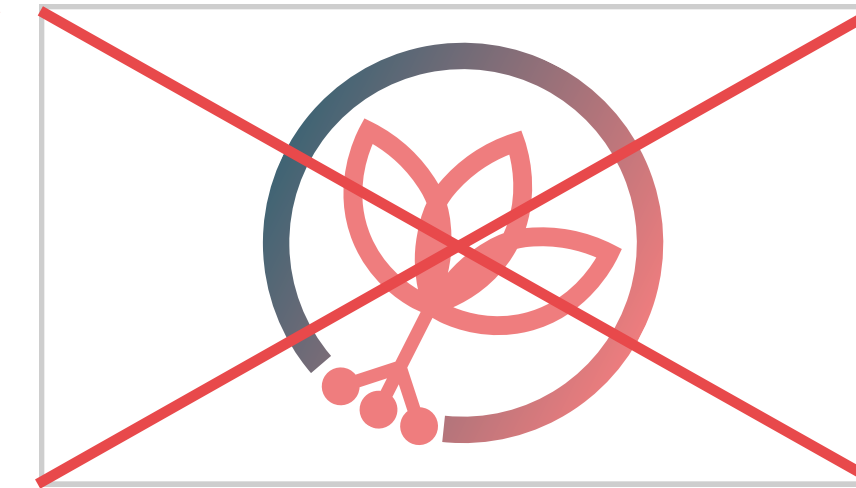
The simplified logo must be used **only** on a white background.

The simplified logo can only be used on a solid color background, otherwise it will not be readable. If it is on a background other than white, the simplified logo must be used in its solid color variation.

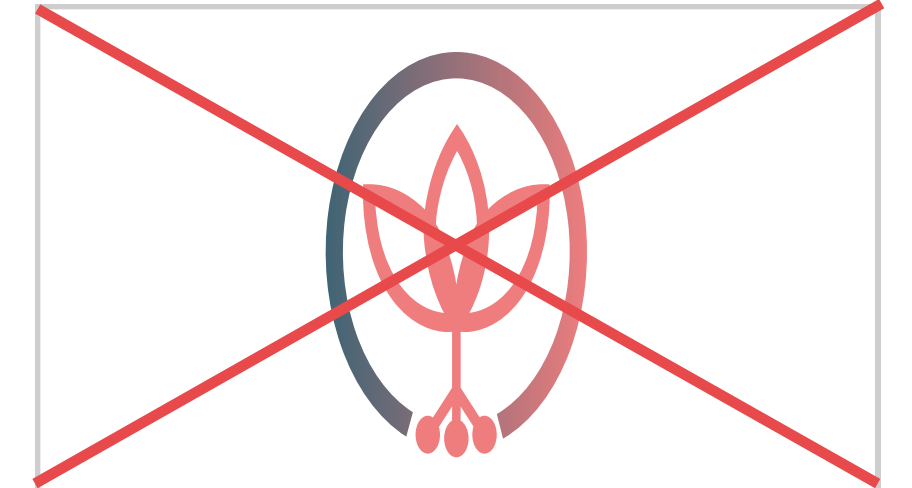
Interdictions



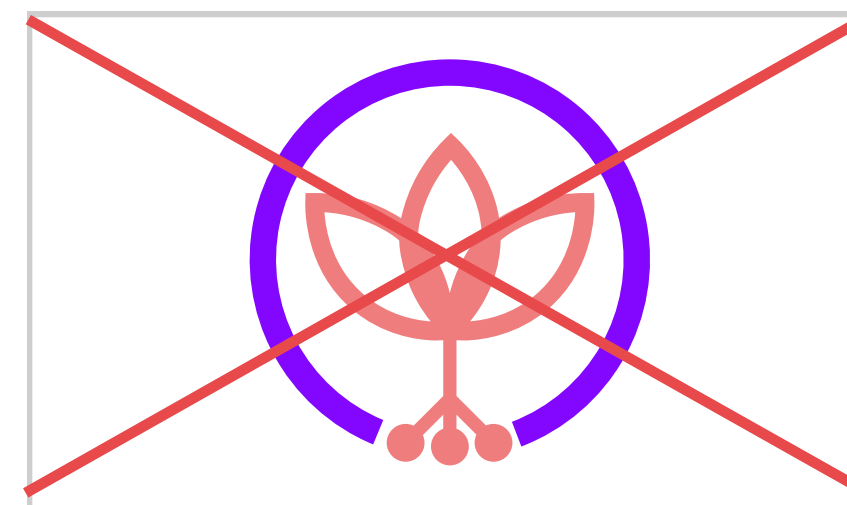
Do not move any element that makes up the simplified logo



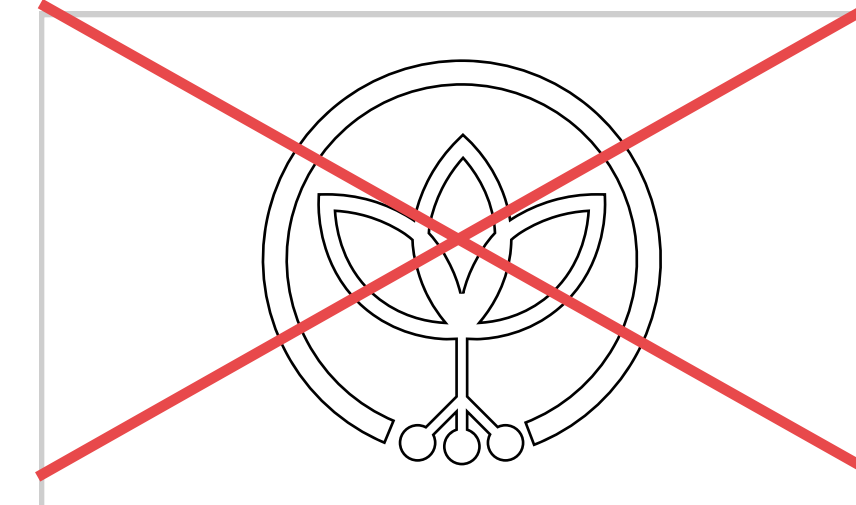
Do not rotate the simplified logo and its elements



Do not distort the simplified logo. Respect the proportions



Do not change the color of the simplified logo, nor the elements



Do not remove the color and use the simplified logo in lines

Variations of the logo



The white logo is to be used on colored backgrounds or images with dark tones and without too much detail.

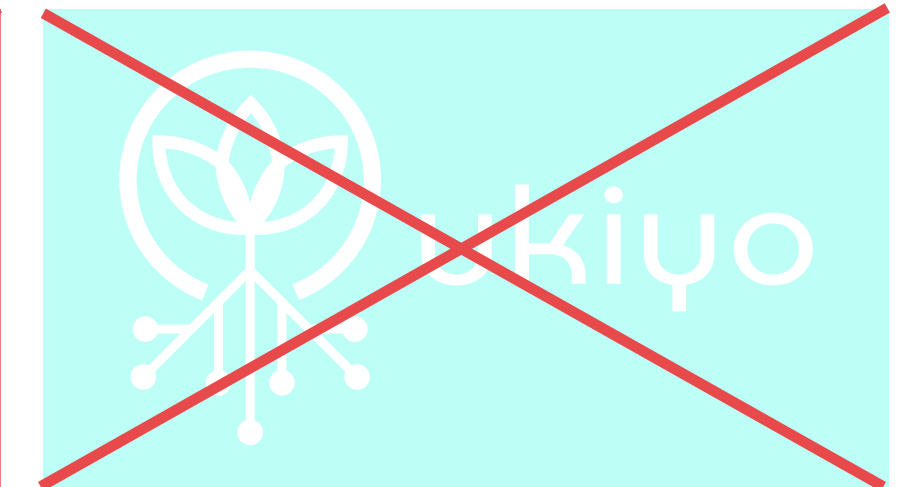
Interdictions



Do not use on images that are too detailed and too bright



Do not use on a gradient background



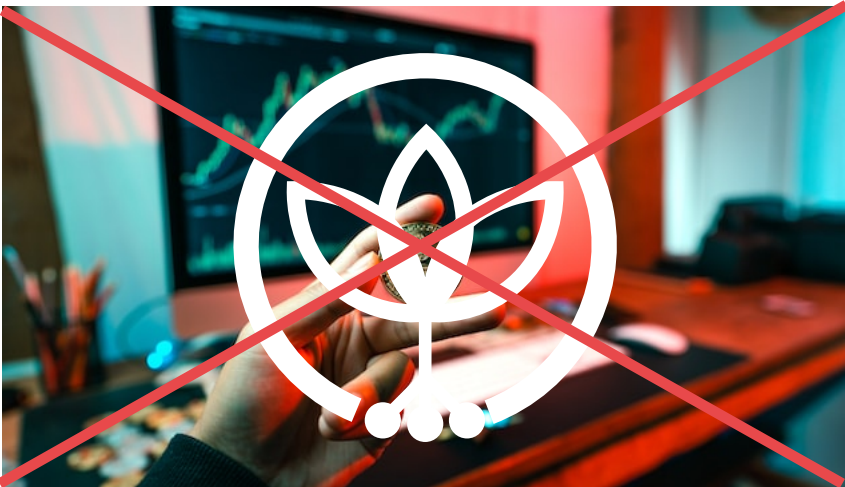
Do not use on a light colored background

Variations of the simplified logo

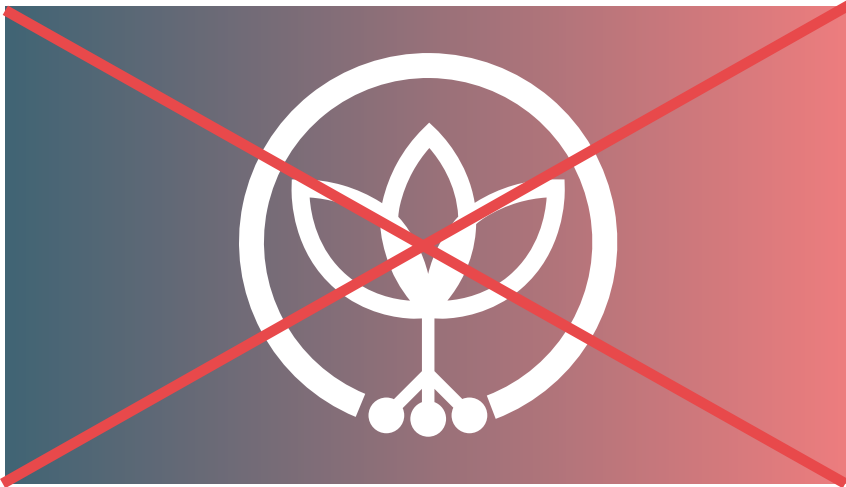


The simplified white logo is to be used on colored backgrounds only

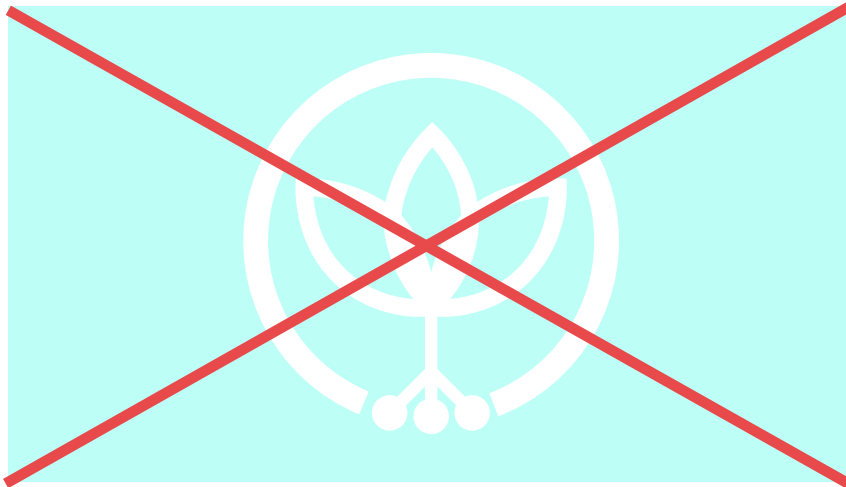
Interdictions



Do not use on images



Do not use on a gradient background



Do not use on a light colored background

Token & variations



The colored token should **only** be used on a white background.

The white token can be used on a colored background, or an image with dark tints. It can also be used on images with light tints, but without too much detail to maintain legibility.

Token interdiction



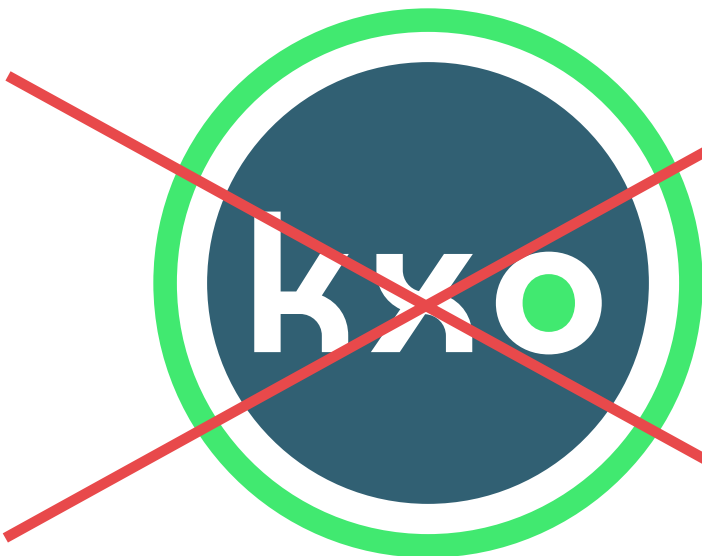
Do not move the typographic elements of the token



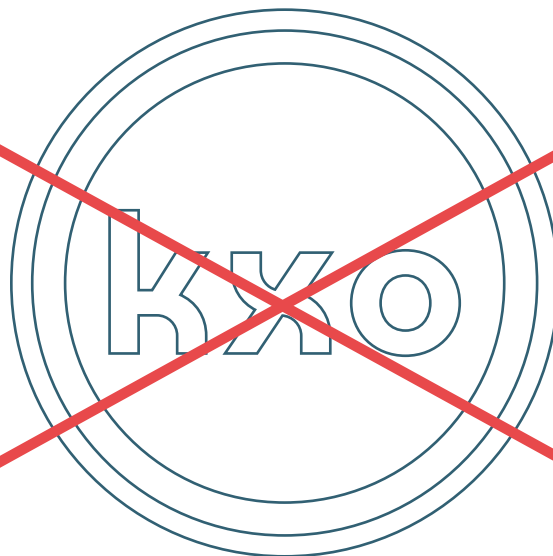
Do not apply rotation to the token



Do not distort the token.
Respect the proportions



Do not change the color of the token or the elements



Do not remove the color and use the token in wired mode