BEEF
JAPAN

Japan Livestock Industry Association
Universal Wagyu Mark
Usage Manual

1.Introduction

By imposing certain regulations on usage of the Universal Wagyu Mark described herein, this manual aims to fulfill the purpose of the Mark's creation: "to ensure proper use of the Mark to facilitate the identification of Japanese Wagyu beef as a Japanese product and to promote its quality, including its deliciousness, to overseas consumers when exporting Japanese Wagyu beef."

The information contained in this manual plays an important role in building public image of the Universal Wagyu Mark. Therefore, it is important to fully understand the purpose of the Mark and use it appropriately.

Japan Livestock Industry Association

2.Color palette

The corporate colors of the Universal Wagyu Mark are specified as follows. Please use them effectively according to each situation.

DIC 2495 100%
CMYK C0 M100 Y100 K0
Pantone Solid Coated 186 100%

DIC 582 100%
CMYK C0 M0 Y0 K100
Pantone Solid Coated 186 100%

DIC 582 100%
CMYK C0 M0 Y0 K100
Pantone Process Black C 100%

DIC 582 60%
CMYK C0 M0 Y0 K60
Pantone Process Black C 60%

Isolation is defined as the area in which the Universal Wagyu Mark is protected. The thick black line that runs outside the Universal Wagyu Mark is designated as "A" and the width of "A" is the same as the protected area around it. When combining the Mark with text or designs for a catchphrase, the text or designs, etc. must not be placed inside the protected area at any time.

The copy to be used in combination with the Universal Wagyu Mark should be placed within the designated copy space so that the top and bottom of the text align with the frame. Please use the "Shin Go M" font.

20.4A

A   A A

Copy space 2

A

19.5A   13A

2A
0.7A

1.2A

A

Copy space 1
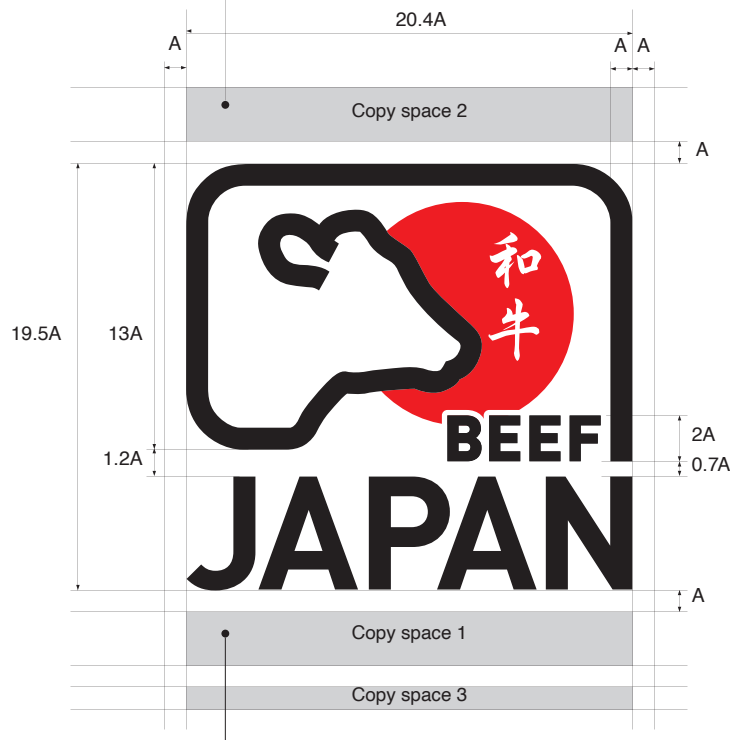
Copy space 3

Please use copy space 1 when combining one phrase with the Universal Wagyu Mark, and please use 2 or 3 when combining two or three phrases.

Please center the phrases in their respective spaces. Both ends may be shorter than the left and right spaces depending on the number of characters. If there are not many characters, please leave some space between them.

*Usage examples

○○○○○○牛

○○○○○○牛

中央畜産会

おいしい、安心。

○○○○○○牛

Altering the Mark

Changing the font type

Removing
any components

Changing the size
of any part of the Mark

Using colors other than
the corporate colors

Changing the color
percentages

Changing the corporate
color scheme

Not allowing the corporate
colors to stand out