



OPEN SCIENCE

DESIGN GUIDELINES

TABLE OF CONTENTS

目次

1

CONCEPT コンセプト

Brand Concept: Why
ブランドコンセプト: WHY ____ P.02

Brand Concept: How
ブランドコンセプト: HOW ____ P.03

Logo Concept
ロゴコンセプト ____ P.04

2

LOGOS ロゴ

Main Logo (Color/B&W etc.)
ロゴ(メインカラー/メイン白黒、その他) _____ P.07

B&W Logo (Black Background)
白黒ロゴ(黒背景) _____ P.08

Other Logos
その他ロゴ _____ P.09

Incorrect Usage
禁則例 _____ P.10

3

COLOR 色

Color Rules
カラー規定 _____ P.12

Background Usage
背景ルール _____ P.19

Pattern
パターンデザイン _____ P.20

Pattern Generator
パターンジェネレーター _____ P.21

Font
推奨書体 _____ P.23

WHY:

Open Science is a global movement to make research (including publications, data, physical samples, and software) more open, useful and relevant to all levels of society, from scientific communities to non-academic individuals.

Develop open collaborations with the different societal actors (e.g: research organisations, schools, civic society (national, regional and local) governments) to use science and technology to tackle societal issues.

HOW:

**Develop a clear and universal
visual language to communicate
the basic principles of open science**



**OPEN
SCIENCE**

O



P



E



N



LOGO CONCEPT

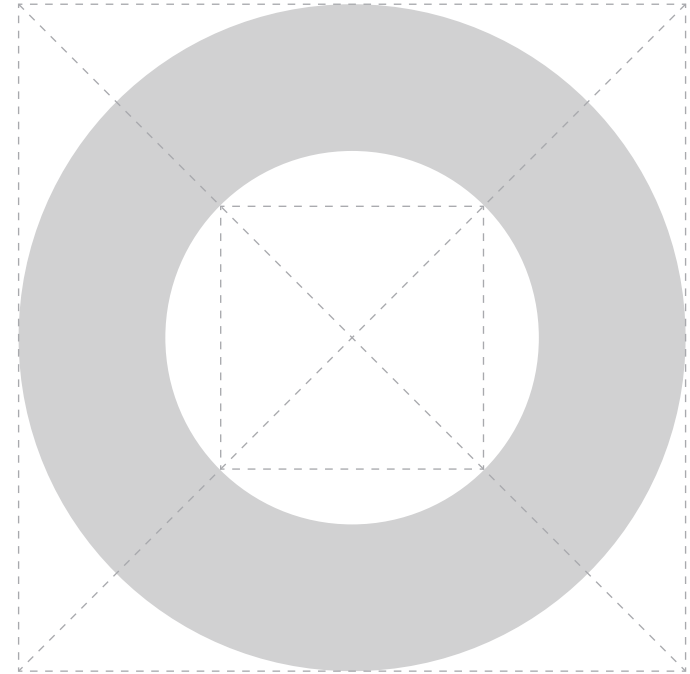
ロゴコンセプト

Expressed as if "Science is open" by using isometrics, as well as aligned with the purpose of "science being open for everyone".
Each part together makes up the words "OPEN".

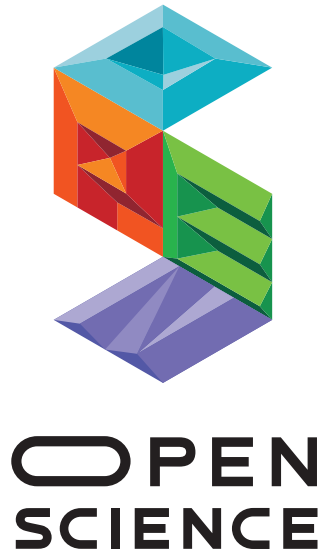


LOGO

ロゴ



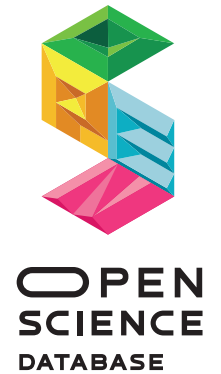
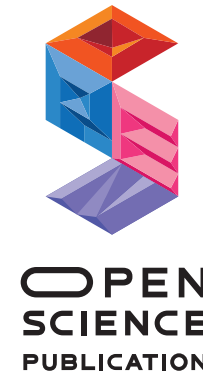
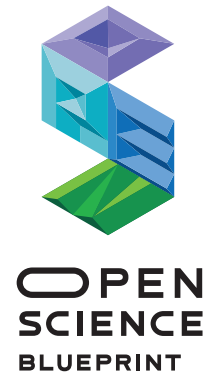
MAIN LOGO [COLOR]
メインロゴ (カラー)



MAIN LOGO [B&W]
メインロゴ (白黒)



OTHER LOGO
その他のロゴ



LOGOS

ロゴ

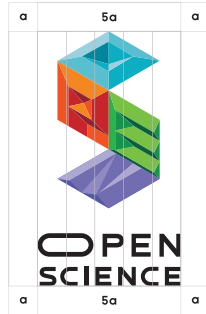
This is the developmental image of the logo as its main size. Use one of the above that best suits the proposed media platform.

*Priority in chronological order: 1) Colour 2) Black and White

1. Color logo... Used only for black or white backgrounds as the main signature. Use when color printing.

2. Black and white logo... Used when overall balance and visibility are impaired.

Use for black and white printing, stamps and stencils.

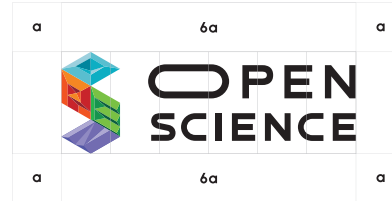
COLOR
カラー1. PRIMARY LOGO
メインのロゴ

MINIMUM SIZE



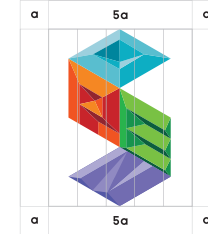
OPEN
SCIENCE

Web : 70px
Print : 6mm

2. HORIZONTAL LOGO
横方向のロゴ

MINIMUM SIZE

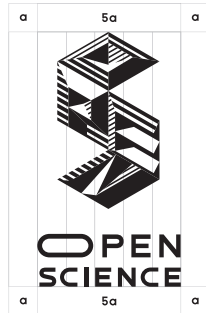
Web : 45px
Print : 10.5mm

3. MARK ONLY
マークのみ

MINIMUM SIZE



Web : 50px
Print : 6mm

B&W
白黒

MINIMUM SIZE

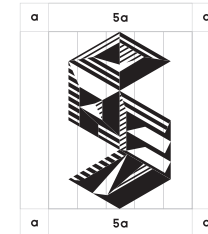


Web : 100px
Print : 15mm



MINIMUM SIZE

Web : 120px
Print : 18.5mm



MINIMUM SIZE



Web : 90px
Print : 11mm

MAIN LOGO

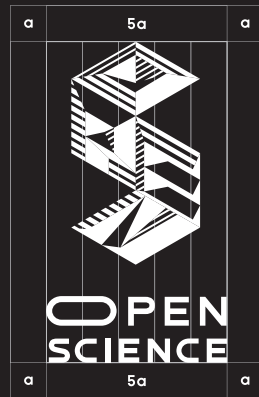
[COLOR/B&W]

メインロゴ(カラー/白黒)

Above are developmental images of combinations for the logos [color / black and white]

- When using with a limited space, please use the most suitable combination in accordance to the type of media.
- For unification, isolate from other elements. Please refrain from adding elements within the boxed areas.
- To maintain visibility, using a smaller font than specified is prohibited.

1. PRIMARY LOGO メインのロゴ

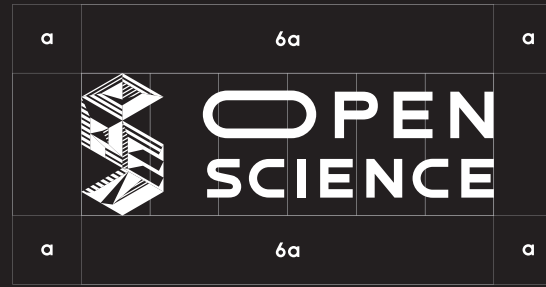


MINIMUM SIZE



Web : 100px
Print : 14mm

2. HORIZONTAL LOGO 横方向のロゴ

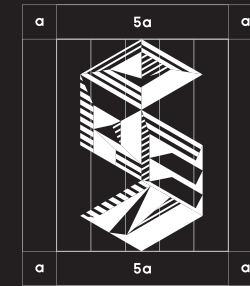


MINIMUM SIZE

Web : 110px
Print : 17.5mm



3. MARK ONLY マークのみ



MINIMUM SIZE



Web : 90px
Print : 10mm

B&W
白黒

B&W LOGO (BLACK BACKGROUND)

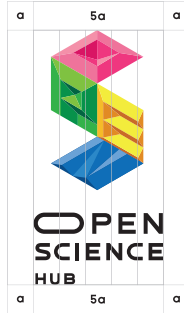
白黒ロゴ(黒背景)

This is an image of a black and white logo (on a black background).

- When using with a limited space, please use the most suitable combination in accordance to the type of media.
- For unification, isolate from other elements. Please refrain from adding elements within the boxed areas.
- To maintain visibility, using a smaller font than specified is prohibited.

COLOR
カラー

1. PRIMARY LOGO
メインのロゴ



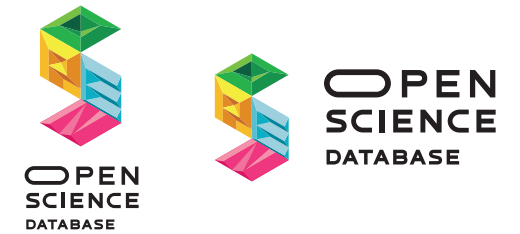
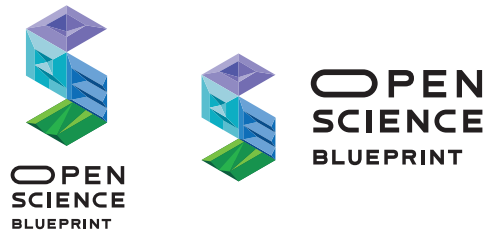
MINIMUM SIZE



2. HORIZONTAL LOGO
横方向のロゴ



MINIMUM SIZE

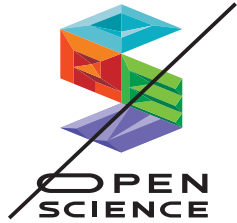


OTHER LOGO

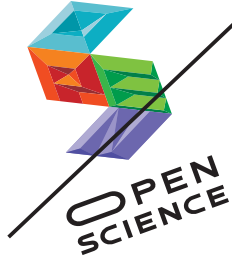
その他のロゴ

It is a combination development image of other logos.

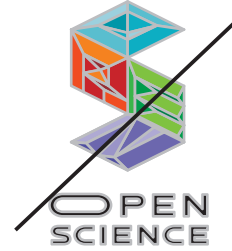
- When using with a limited space, please use the most suitable combination in accordance to the type of media.
- For unification, isolate from other elements. Please refrain from adding elements within the boxed areas.
- To maintain visibility, using a smaller font than specified is prohibited.
- Refer to the rules above regarding isolation and minimum sizes.



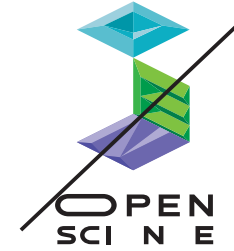
DO NOT CHANGE PROPORTION
縦横比を変更してはいけません



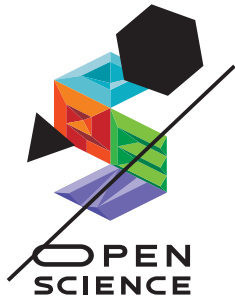
DO NOT ROTATE
角度を変えてはいけません



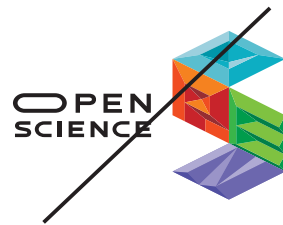
DO NOT APPLY OUTLINE
アウトラインをつけてはいけません



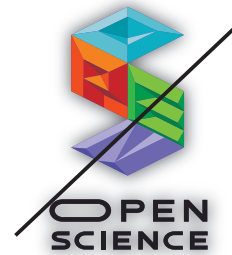
DO NOT DELETE PART OF THE LOGO
ロゴの一部を消してはいけません



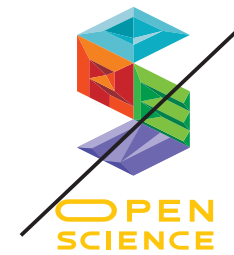
DO NOT ADD ELEMENTS
他のデザイン要素を追加してはいけません



DO NOT SHIFT PARTS OF THE LOGO
ロゴの一部をうごかしてはいけません



DO NOT ADD EFFECTS
加工をつけてはいけません



DO NOT CHANGE COLOR
ロゴの色を部分的に変更してはいけません

INCORECT USAGE

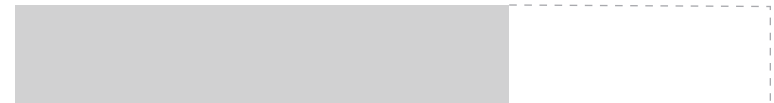
禁則例

For unification, utilizing in such ways as the above is prohibited.
(Including isolations and size rules per previous page)

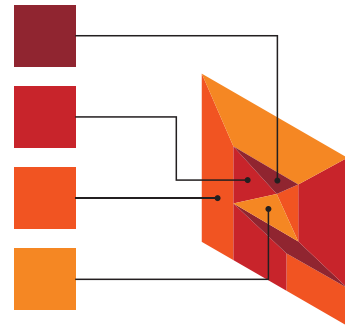


COLOR

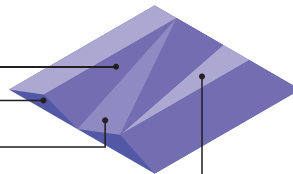
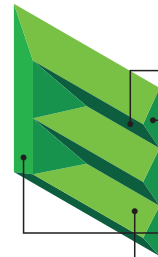
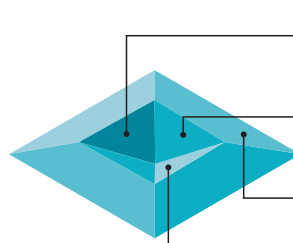
色



C=027	M=094	Y=078	K=028
R=149	G=038	B=042	PANTONE 1955C
C=020	M=100	Y=100	K=000
R=201	G=023	B=030	PANTONE 187C
C=000	M=082	Y=100	K=000
R=233	G=72	B=11	PANTONE 7619C
C=000	M=057	Y=098	K=000
R=240	G=131	B=0	PANTONE 7413C
C=078	M=074	Y=000	K=000
R=087	G=79	B=159	PANTONE 2117C
C=061	M=061	Y=000	K=000
R=118	G=105	B=174	PANTONE 2095C
C=045	M=045	Y=000	K=000
R=156	G=144	B=196	PANTONE 7446C
C=031	M=031	Y=000	K=000
R=187	G=179	B=216	PANTONE 2092C



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C=100	M=032	Y=035	K=000
R=000	G=124	B=152	PANTONE 7705C
C=080	M=006	Y=023	K=000
R=000	G=168	B=194	PANTONE 7703C
C=060	M=005	Y=017	K=000
R=101	G=189	B=210	PANTONE 7702C
C=037	M=005	Y=010	K=000
R=172	G=212	B=227	PANTONE 543C

C=090	M=036	Y=084	K=033
R=000	G=094	B=060	PANTONE 561C
C=085	M=018	Y=094	K=004
R=000	G=140	B=065	PANTONE 348C
C=079	M=000	Y=098	K=000
R=017	G=170	B=058	PANTONE 2272C
C=057	M=000	Y=099	K=000
R=127	G=190	B=038	PANTONE 369C

C=000	M=000	Y=000	K=100
R=000	G=000	B=000	

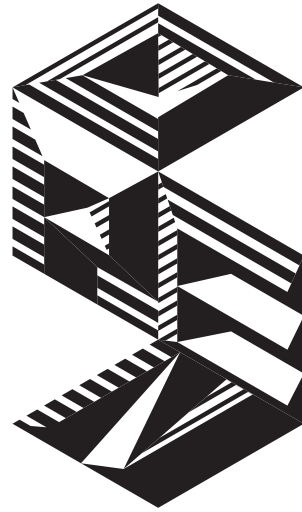
BASE COLOR

C=000	M=000	Y=000	K=000
R=255	G=255	B=255	

MAIN LOGO COLOR

メインロゴカラー

Above is the color specification of the main logo. It can be used according to the type and shape of the media.



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COLOR

C=000 M=000 Y=000 K=100
R=000 G=000 B=000

BASE COLOR

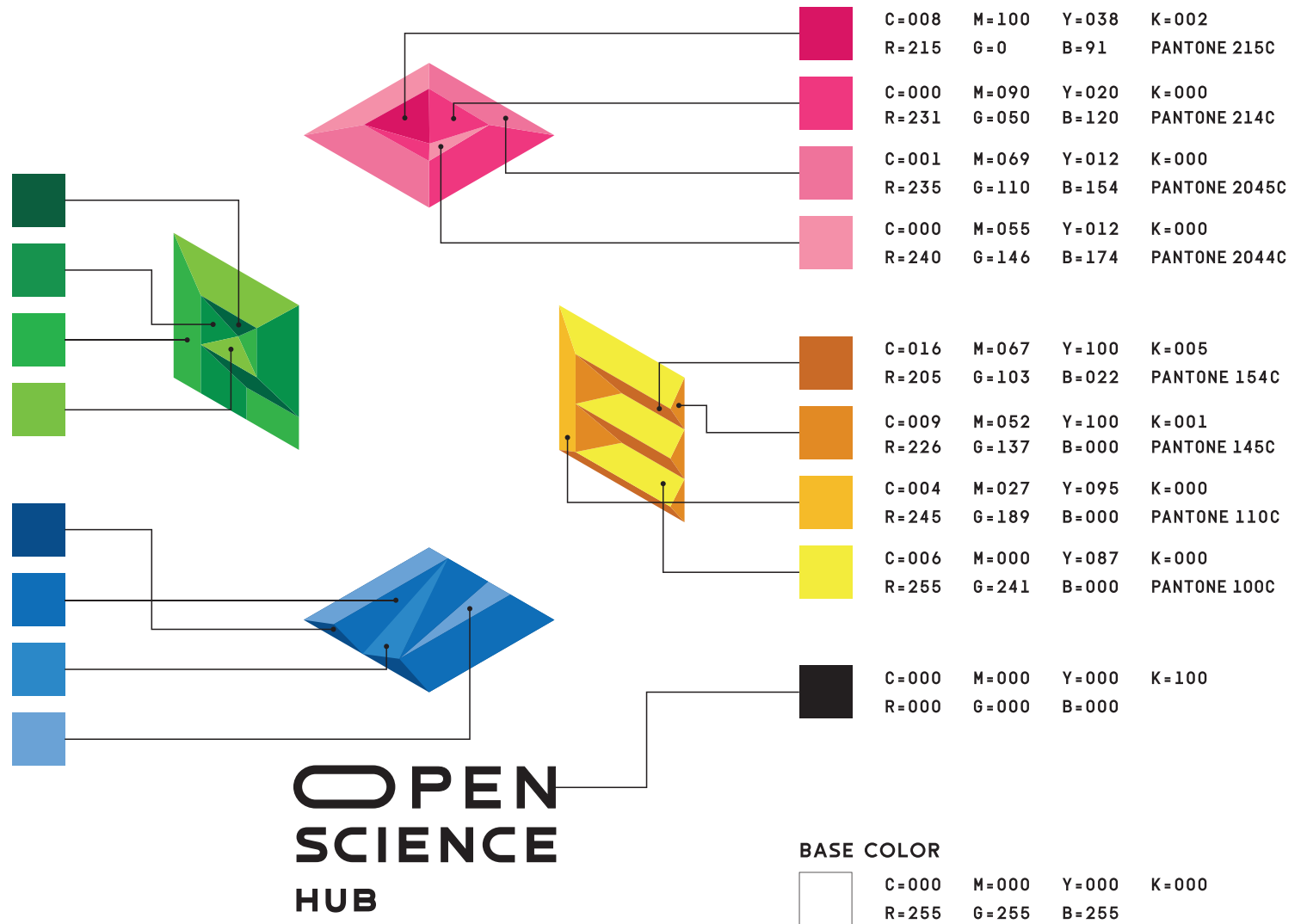
C=000 M=000 Y=000 K=000
R=255 G=255 B=255

B&W LOGO COLOR

白黒ロゴカラー

Above is the color specification of the black and white logo. It can be used according to the type and shape of the media.

C=090	M=036	Y=084	K=033
R=000	G=094	B=060	PANTONE 561C
C=085	M=018	Y=094	K=004
R=000	G=140	B=065	PANTONE 348C
C=079	M=000	Y=098	K=000
R=017	G=170	B=058	PANTONE 2272C
C=057	M=000	Y=099	K=000
R=127	G=190	B=038	PANTONE 369C
C=100	M=078	Y=018	K=004
R=000	G=067	B=134	PANTONE 2154C
C=089	M=055	Y=000	K=000
R=000	G=104	B=181	PANTONE 2144C
C=078	M=037	Y=000	K=000
R=044	G=135	B=200	PANTONE 2143C
C=0a57	M=026	Y=000	K=000
R=121	G=167	B=217	PANTONE 7453C

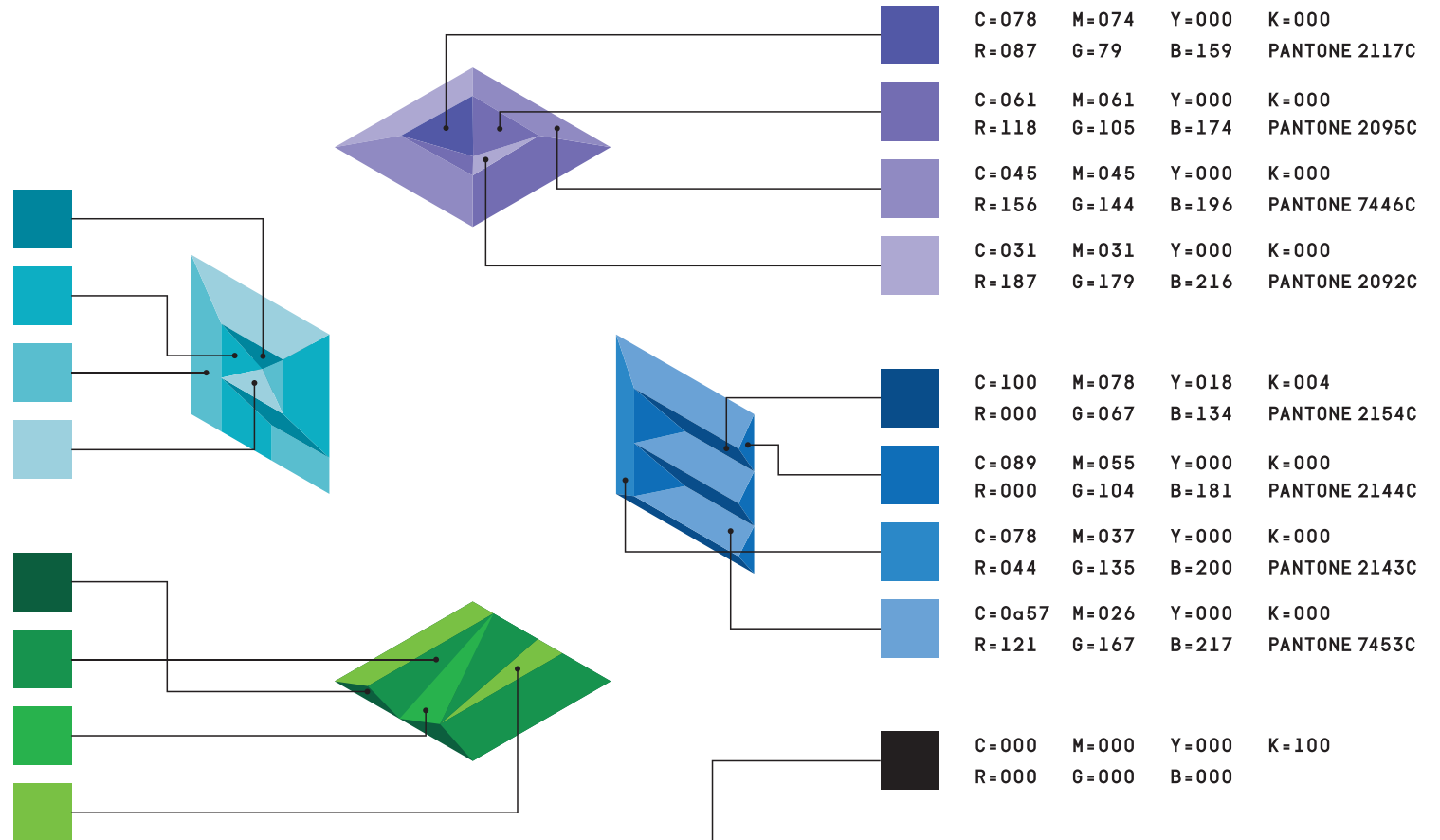


OTHER LOGO COLOR (HUB)

その他ロゴカラー (HUB)

Other logo (HUB) color specifications. It can be used according to the type and shape of the media.

C=100	M=032	Y=035	K=000
R=000	G=124	B=152	PANTONE 7705C
C=080	M=006	Y=023	K=000
R=000	G=168	B=194	PANTONE 7703C
C=060	M=005	Y=017	K=000
R=101	G=189	B=210	PANTONE 7702C
C=037	M=005	Y=010	K=000
R=172	G=212	B=227	PANTONE 543C
C=090	M=036	Y=084	K=033
R=000	G=094	B=060	PANTONE 561C
C=085	M=018	Y=094	K=004
R=000	G=140	B=065	PANTONE 348C
C=079	M=000	Y=098	K=000
R=017	G=170	B=058	PANTONE 2272C
C=057	M=000	Y=099	K=000
R=127	G=190	B=038	PANTONE 369C



C=078	M=074	Y=000	K=000
R=087	G=79	B=159	PANTONE 2117C
C=061	M=061	Y=000	K=000
R=118	G=105	B=174	PANTONE 2095C
C=045	M=045	Y=000	K=000
R=156	G=144	B=196	PANTONE 7446C
C=031	M=031	Y=000	K=000
R=187	G=179	B=216	PANTONE 2092C

C=100	M=078	Y=018	K=004
R=000	G=067	B=134	PANTONE 2154C
C=089	M=055	Y=000	K=000
R=000	G=104	B=181	PANTONE 2144C
C=078	M=037	Y=000	K=000
R=044	G=135	B=200	PANTONE 2143C
C=0a57	M=026	Y=000	K=000
R=121	G=167	B=217	PANTONE 7453C

C=000	M=000	Y=000	K=100
R=000	G=000	B=000	

OPEN SCIENCE BLUEPRINT

BASE COLOR

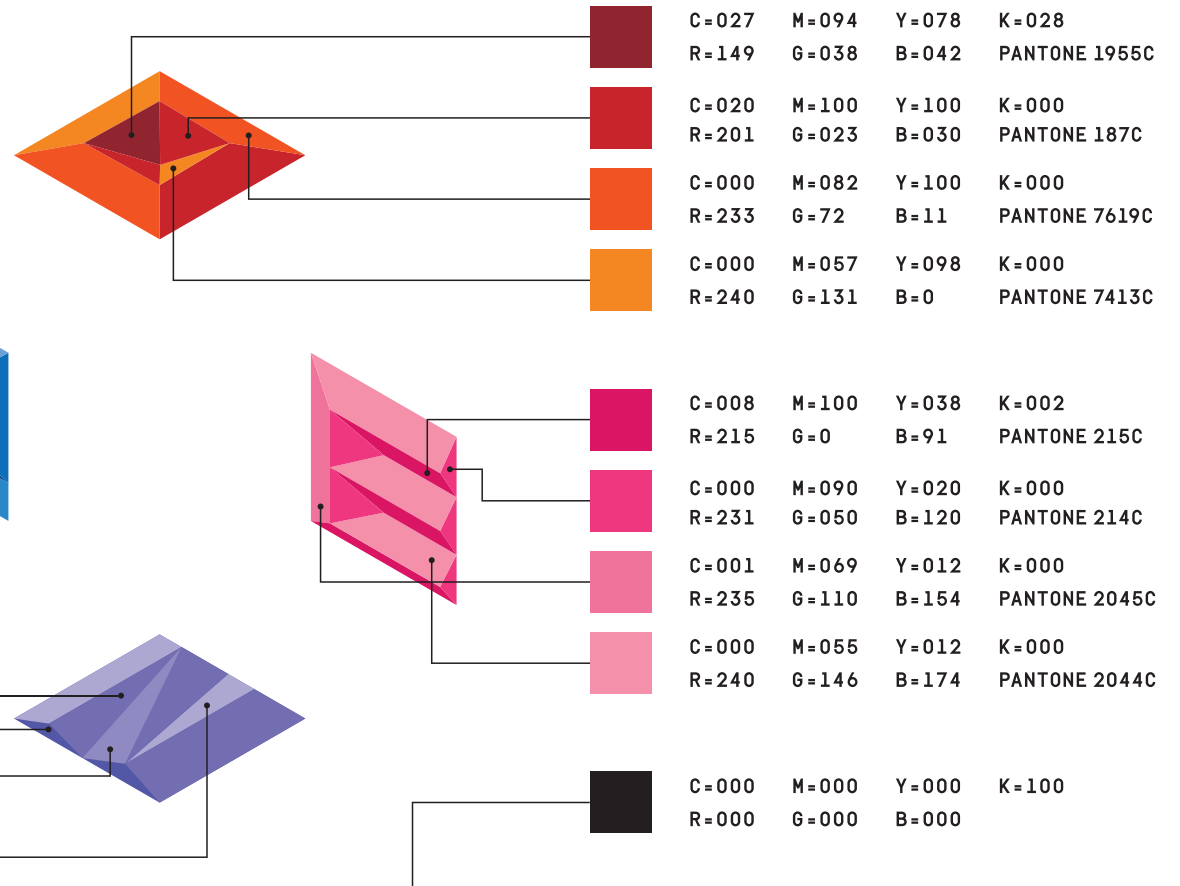
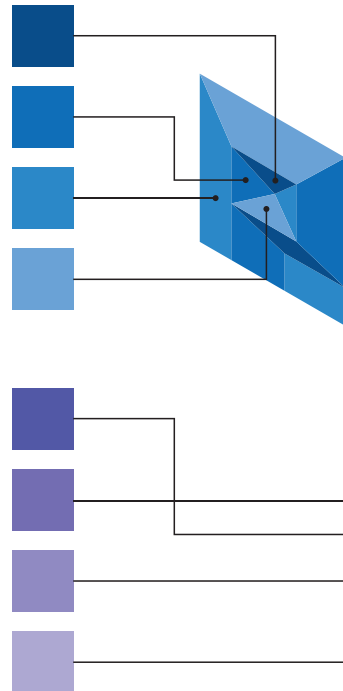
C=000	M=000	Y=000	K=000
R=255	G=255	B=255	

OTHER LOGO COLOR (BLUEPRINT)

その他ロゴカラー (BLUEPRINT)

Other logo (BLUEPRINT) color specifications. It can be used according to the type and shape of the media.

C=100	M=078	Y=018	K=004
R=000	G=067	B=134	PANTONE 2154C
C=089	M=055	Y=000	K=000
R=000	G=104	B=181	PANTONE 2144C
C=078	M=037	Y=000	K=000
R=044	G=135	B=200	PANTONE 2143C
C=0a57	M=026	Y=000	K=000
R=121	G=167	B=217	PANTONE 7453C
C=078	M=074	Y=000	K=000
R=087	G=79	B=159	PANTONE 2117C
C=061	M=061	Y=000	K=000
R=118	G=105	B=174	PANTONE 2095C
C=045	M=045	Y=000	K=000
R=156	G=144	B=196	PANTONE 7446C
C=031	M=031	Y=000	K=000
R=187	G=179	B=216	PANTONE 2092C



**OPEN
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PUBLICATION**

BASE COLOR

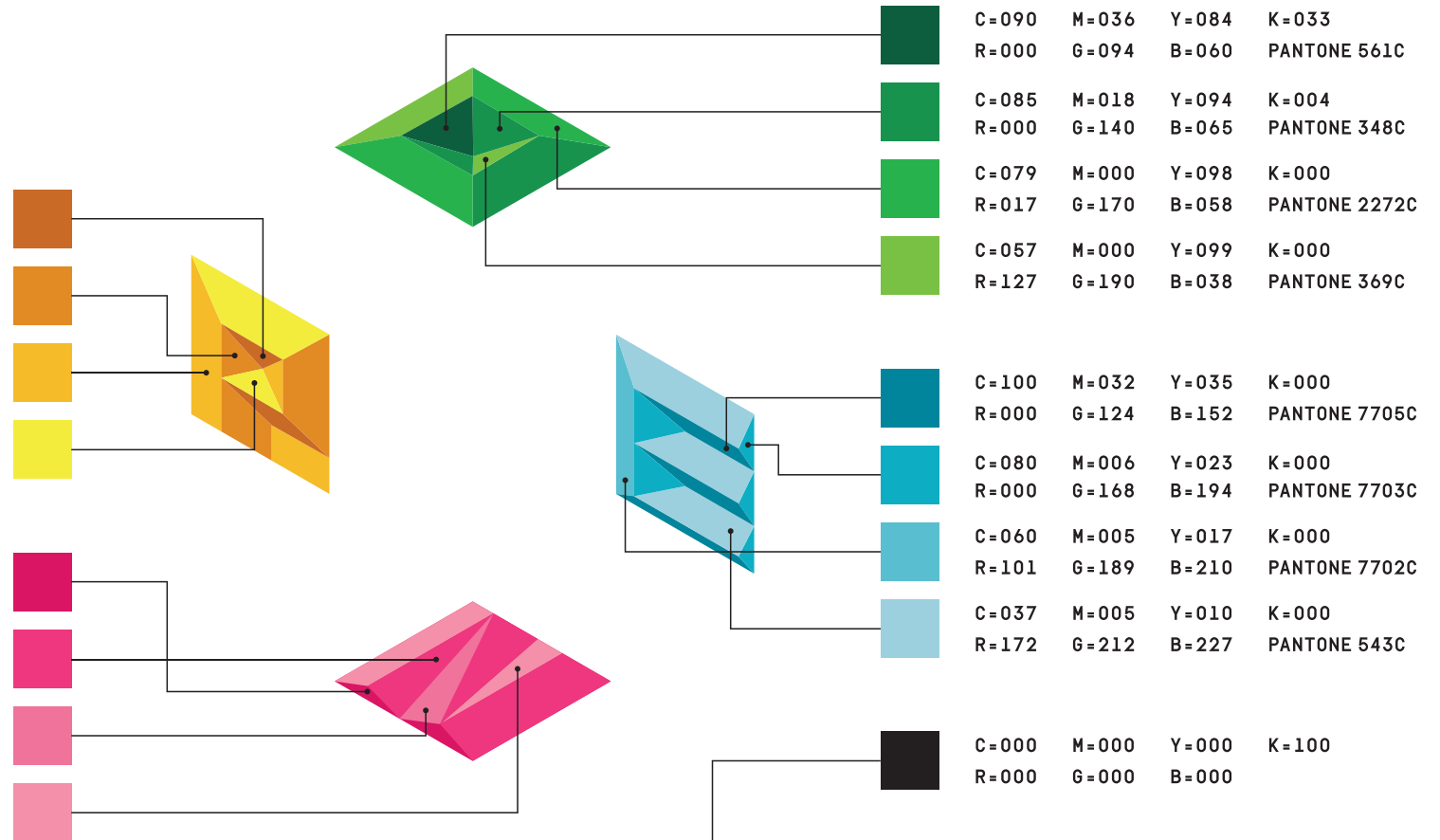
	C=000	M=000	Y=000	K=000
	R=000	G=000	B=000	
	R=255	G=255	B=255	

**OTHER LOGO COLOR
[PUBLICATION]**

その他ロゴカラー (PUBLICATION)

Other logo (PUBLICATION) color specifications. It can be used according to the type and shape of the media.

C=016	M=067	Y=100	K=005
R=205	G=103	B=022	PANTONE 154C
C=009	M=052	Y=100	K=001
R=226	G=137	B=000	PANTONE 145C
C=004	M=027	Y=095	K=000
R=245	G=189	B=000	PANTONE 110C
C=006	M=000	Y=087	K=000
R=255	G=241	B=000	PANTONE 100C
C=008	M=100	Y=038	K=002
R=215	G=0	B=91	PANTONE 215C
C=000	M=090	Y=020	K=000
R=231	G=050	B=120	PANTONE 214C
C=001	M=069	Y=012	K=000
R=235	G=110	B=154	PANTONE 2045C
C=000	M=055	Y=012	K=000
R=240	G=146	B=174	PANTONE 2044C

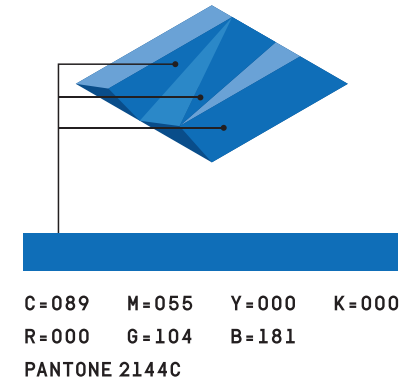
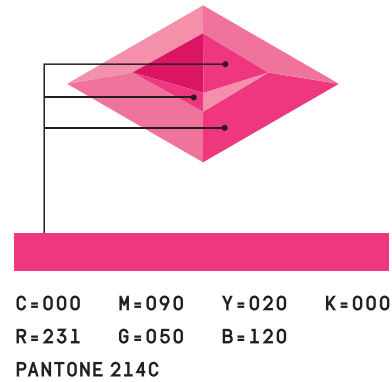
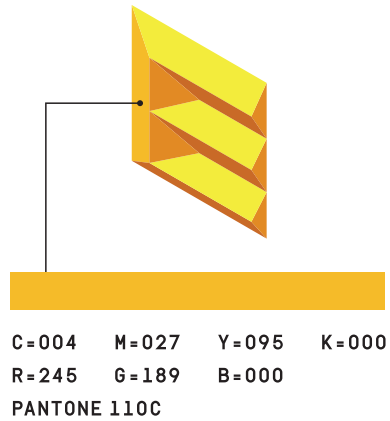
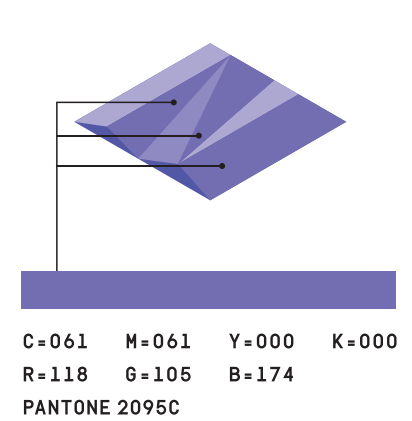
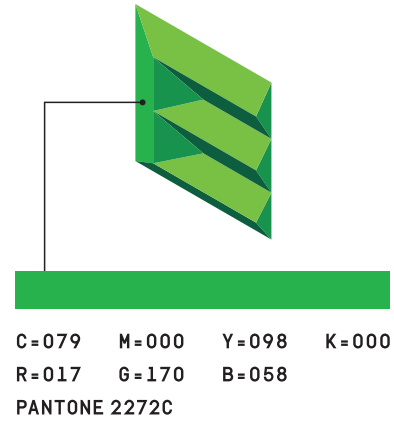
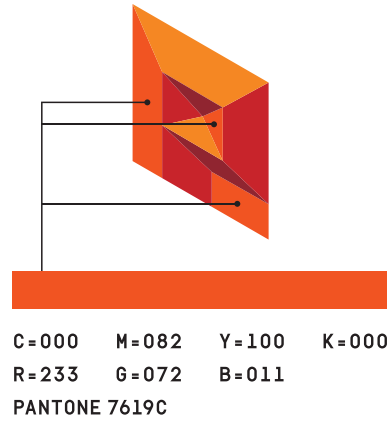
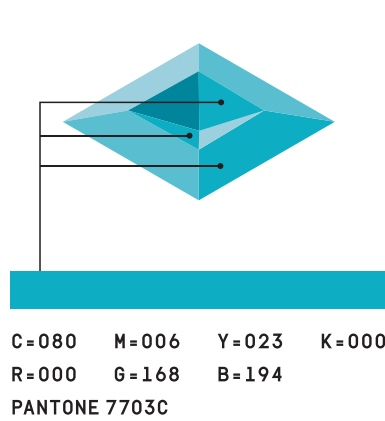


C=090	M=036	Y=084	K=033
R=000	G=094	B=060	PANTONE 561C
C=085	M=018	Y=094	K=004
R=000	G=140	B=065	PANTONE 348C
C=079	M=000	Y=098	K=000
R=017	G=170	B=058	PANTONE 2272C
C=057	M=000	Y=099	K=000
R=127	G=190	B=038	PANTONE 369C
C=100	M=032	Y=035	K=000
R=000	G=124	B=152	PANTONE 7705C
C=080	M=006	Y=023	K=000
R=000	G=168	B=194	PANTONE 7703C
C=060	M=005	Y=017	K=000
R=101	G=189	B=210	PANTONE 7702C
C=037	M=005	Y=010	K=000
R=172	G=212	B=227	PANTONE 543C
C=000	M=000	Y=000	K=100
R=000	G=000	B=000	
BASE COLOR			
C=000	M=000	Y=000	K=000
R=255	G=255	B=255	

OTHER LOGO COLOR [DATABASE]

その他ロゴカラー (DATABASE)

Other logo (DATABASE) color specifications. It can be used according to the type and shape of the media.



MAIN COLOR PALETTE

カラーパレット

Above are image color specifications for the seven panels used.

One color panel is divided into four stages according to the difference in lightness.

Color palettes are extracted into four shades.

Please select and use the best among the above rules according to the type and shape of the media.

* Please refer to each page for the details on each color.



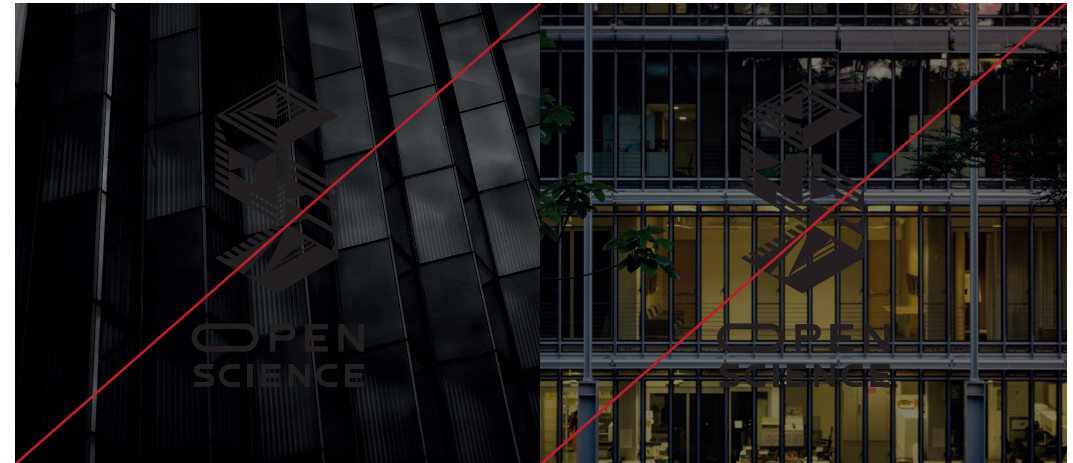
LOGO COLOR : WHITE



Example of bad color contrast



LOGO COLOR : BLACK



Example of bad color contrast

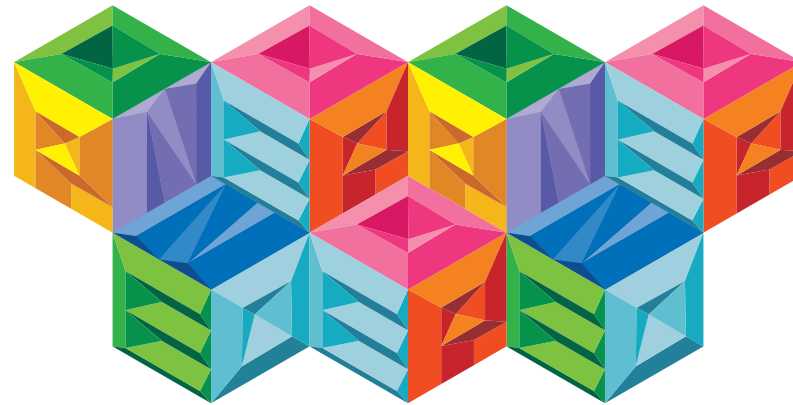
BACKGROUND USAGE

背景ルール - 写真

In principle, "MAIN LOGO [B & W]" is displayed with a black logo on a white background and a white logo on a black background. If the number of colors are limited, or the background, including photos, are unavoidable or fixed, please use the above rules to remain its visibility.

* Only "MAIN LOGO [B & W]" can be used.

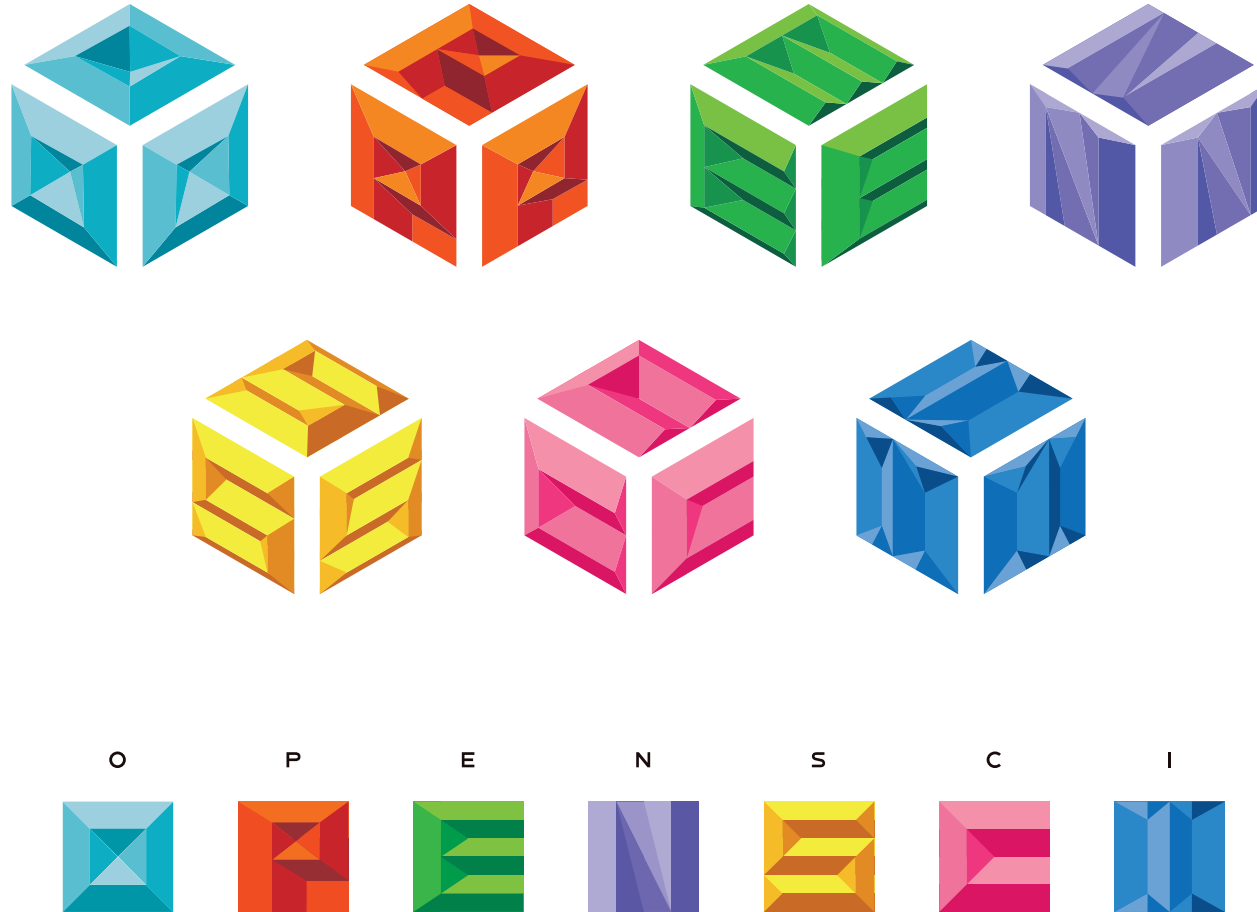
* The "MAIN LOGO [COLOR]" logo cannot be used on photo backgrounds or color backgrounds.



PATTERN

パターンデザイン

Above in as example of the pattern. They are made based on isometric rules enabling various developments.
This shape can be increased and used as a pattern for printed materials and backgrounds.



PATTERN GENERATOR

パターンジェネレーター

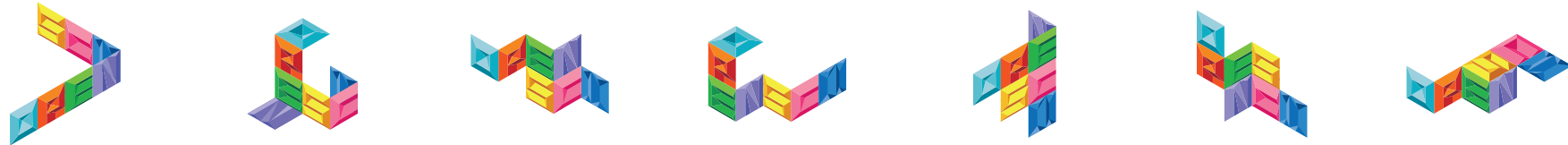
Parts for the pattern generator. "OPENSOURCE" can be expressed by these 7 characters.
Each character is divided into three sides, where an abundant amount of combinations are possible.



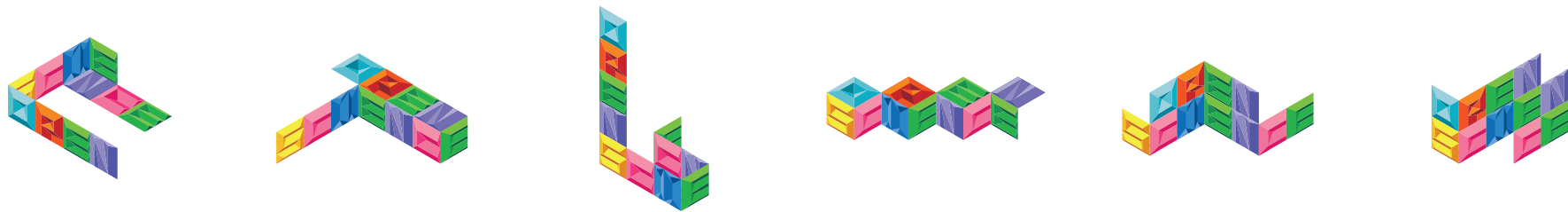
“OPEN”



“OPEN SCI”



“OPEN SCIENCE”



PATTERN GENERATOR

パターンジェネレーター

Above are examples generated. Various shapes can be developed using words such as "OPEN", "OPENSICI", and "OPENSICIENCE".



OPEN
SCIENCE

OS SANS:

OPEN SCIENCE FONT

AÆBCDEFGHIJKLŁMNOŒPQRSTUWXYZ

AÆBCDEFGHIJKLŁMNOŒPQRSßTUVWXYZ0123456789

/ * \ . : , ! ; # . ? ˆ " ' ; // _ ... { } [] () — — — « » ‹ › „ “ ” ‘ ’ , ¢ ¤ \$ ¤

£ + × ÷ = > < ± ~ ¬ % ‰ © & ¶ § © ® ™ ° † ‡ § ¨ ^ ˇ ˘ ˙ ˚ ˛ ˜ ˝ € − ≠ ≥ ≤ ∞ " " ˇ ˇ

Avenir-Heavy : Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem

Avenir-Black : Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem

FONT

推奨書体

Recommended typeface. Use the original Open Science font [used for the logo] for the headline and Avenir for the text.