



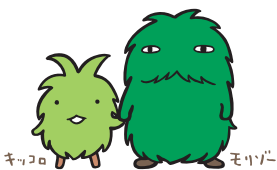


Information on basic usage of symbol marks,
popular name design logo type and mascot characters,
as well as color specifications.

Designs for a clearly recognizable symbol mark and popular name design logo type have been established for the 2005 World Exposition, Aichi, Japan, (EXPO 2005 Aichi, Japan) to directly communicate the appeal of *Nature's Wisdom*, the Expo theme, and of a *Grand Intercultural Symphony*, the Expo concept.

This design manual presents the correct use of the popular name and mascot characters. The guidelines expressed herein should be applied accurately when creating materials featuring these logos.

Major design items for EXPO 2005 Aichi, Japan

The Symbol Mark		The symbol mark is the mark used to identify EXPO 2005 Aichi, Japan.
Popular Name Design Logo Type		The popular name and popular name design logo type are used to express the popular name of the Expo and can be utilized in countries and regions where Chinese characters (kanji) are used, such as China and Korea.
Mascot Characters		The mascot characters are used to offer a unity of identity along with the popular name design logo type to promote and express the Expo. The Mascot Characters, in principle, are not to be used independent of other logos.

The symbol mark should be utilized in adherence to the regulations detailed below.

Basic shape Portrait (vertical) combination

The mark may be displayed without a surrounding line.

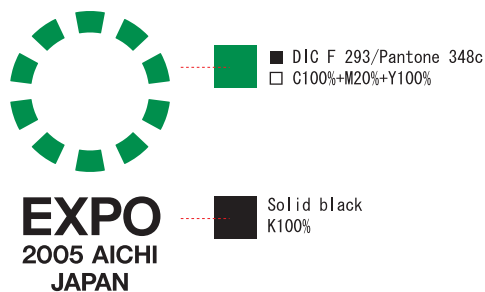


Basic shape Landscape (horizontal) combination

The mark may be displayed without a surrounding line.

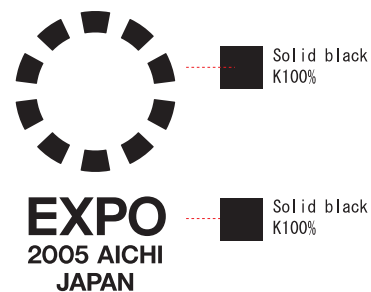


Two-color display



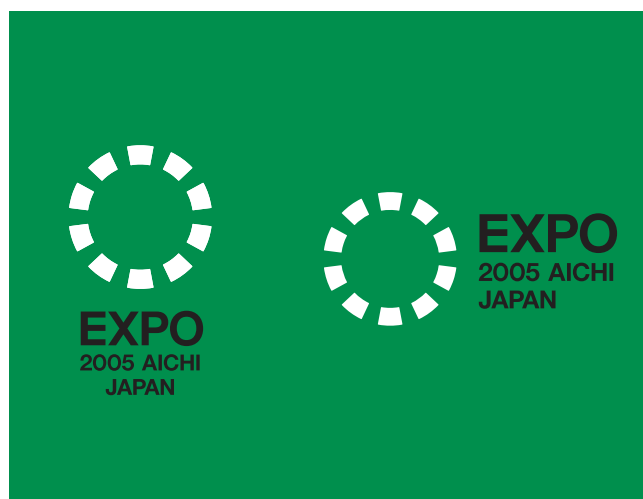
Single color display

If the logo is to be displayed where only a single, predetermined color (for example, a corporate color) may be used, the use of such a single color is permitted.



Negative display : Background color: green

Steps must be taken to ensure that lettering is clear and legible.



Negative display : Background color: black

If the logo is to be displayed where only a single, predetermined color (for example, a corporate color) may be used, the use of such a single color is permitted.



Exists in a basic (horizontal) combination shape and portrait (vertical) combination shape.
Please select the combination that is most appropriate to the use and space available.

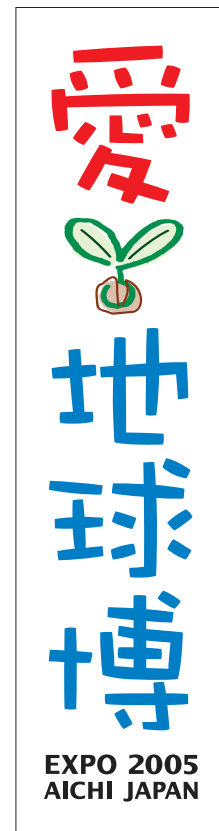
Basic shape

The mark may be displayed without a surrounding line.



Portrait (vertical) shape

The mark may be displayed without a surrounding line.



Displaying the logo in extremely small font

If the logo is to be displayed so small that the English text is difficult to read, the text may be omitted.

Size of logo from
left to right: 20 mm or less



Size of logo from
top to bottom:
25 mm or less

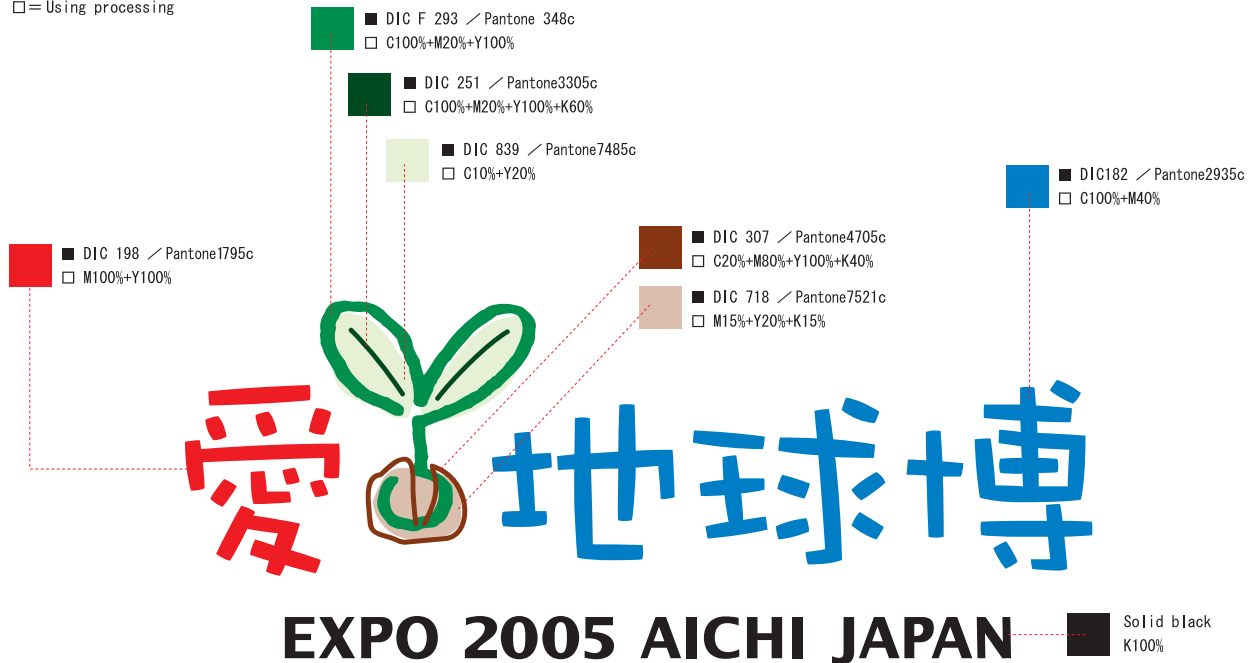


Color specifications for the basic (horizontal) shape
also apply to the portrait (vertical) shape.

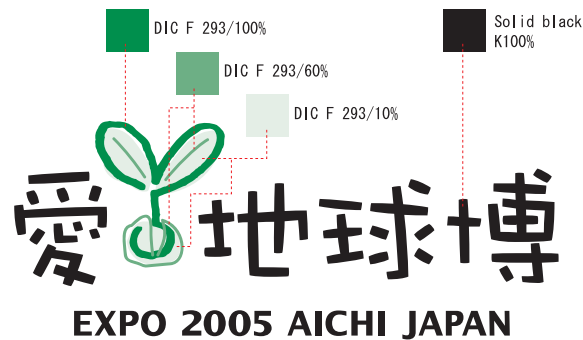
Basic color specifications

■ = Using special colors

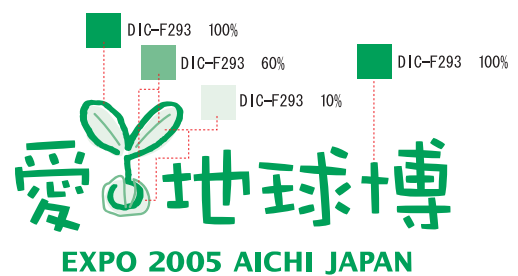
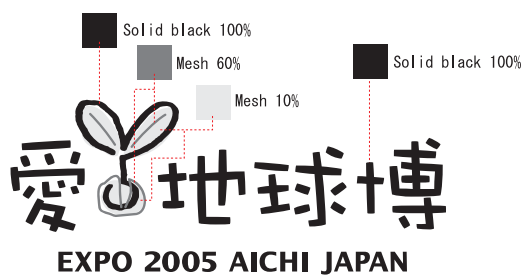
□ = Using processing



Two-color display



Single color display



In particularly small display examples, where mesh cannot be used for printing reasons,
the mesh areas may be replaced with solid color.



Color specifications for the basic (horizontal) shape also apply to the portrait (vertical) shape.

Specifications for dark backgrounds

Display according to the following specifications when working with dark backgrounds. In cases where the logo is being displayed so small that the white outlined letters are not clear, the lettering should be solid white.



Dark background, small display

Where bordered letters are inappropriate, use white letters.



Where mesh is inappropriate, the outline of the leaves, the seed and the shoot should be printed in white.



Surrounding white area

In media with a complex background, an area of white should be inserted to the specifications shown below. The specifications shown are the minimum standards; a larger white area is permitted.



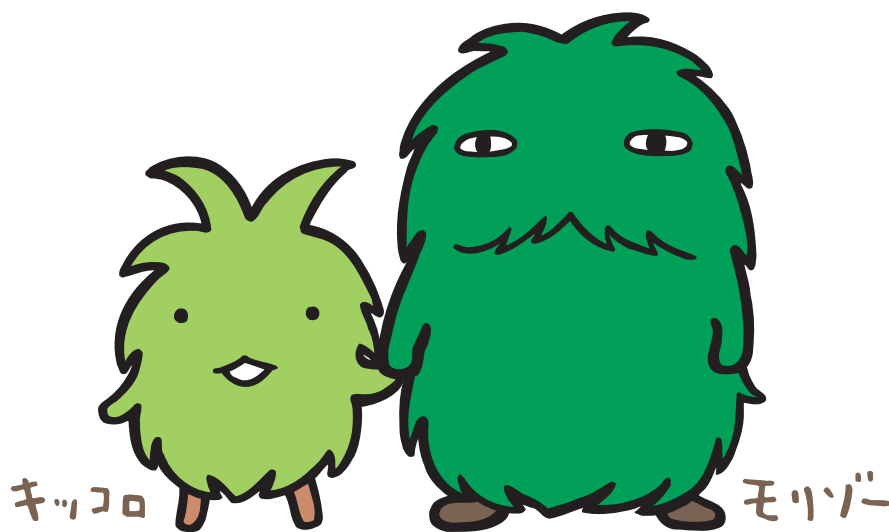
In addition to the basic poses shown on this page, the characters may also be used in their variation poses.

< The Spirits of the Forest >

The Sprite of the Forest is the reason that the forest is always full of life and vitality, and overflowing with the power of nature. The Sprite is not usually visible to human beings, but we can become aware of his presence.

Hearing rumors of EXPO 2005 Aichi, Japan, the Sprite of the Forest is curious to see and visit the event. He wants to befriend the children of human beings. The Forest Grandfather then insisted, "I'll go too, to represent the forest," and thus they have appeared before us.

The characters have various special powers. They can make gentle breezes blow, and deliver gentle sunlight to tired people. We do not yet know the scope of their powers. What adventures will these two have among human beings? The story has only just begun.



< Profiles of Morizo and Kiccoro >

The Forest Child : Kiccoro

Gender	: A boy and a girl. Neither and both.
Age	: Newly born
Species	: A Sprite of the Forest. Has many wonderful powers.
Address	: Kaisho Forest, Seto City, Aichi Prefecture
Family	: The whole forest
Personality	: Wants to see and try anything and everything. Full of curiosity and activity. Energetic, innocent, bright and cheerful. Loves his grandfather, and respects him.
Hobbies	: Hide and seek. Collecting acorns. Becoming friends with people, animals and plants
Speech	: Talks in short, simple words. Often speaks in laughter and simple sounds without fully formed words.
Movement	: Moves a lot, jumps and spins. Hands and feet move a lot to express her thoughts. Will suddenly sit down on realizing something new, to think about it. Often stares at things he is interested in. Very free. Has great jumping power.

Forest Grandfather : Morizo

Gender	: Looks like an old man, so everyone calls him Grandfather. But in fact he could be either ; no-one knows exactly.
Age	: Has been alive for a long time, so long that even he himself does not remember how old he is. Probably born before the Jomon period
Species	: Sprite of the Forest. Has many wonderful powers.
Address	: Kaisho Forest, Seto City, Aichi Prefecture
Family	: The whole forest
Personality	: Kind and gentle. Sometimes vague... but when he gets angry, he is frightening. Wise and clever, and loves teaching people things. Still curious about the world. Tendency to spoil the children of the forest.
Hobbies	: Walking (round the forest). Taking a nap in the nicest parts of the forest. Traveling (visiting old friends in forests and on islands all over the world).
Speech	: Speaks slowly, like an old man. Not talkative, but once he starts, he carries on for a long time...
Movement	: Usually moves slowly and heavily. His hair blows in the wind.

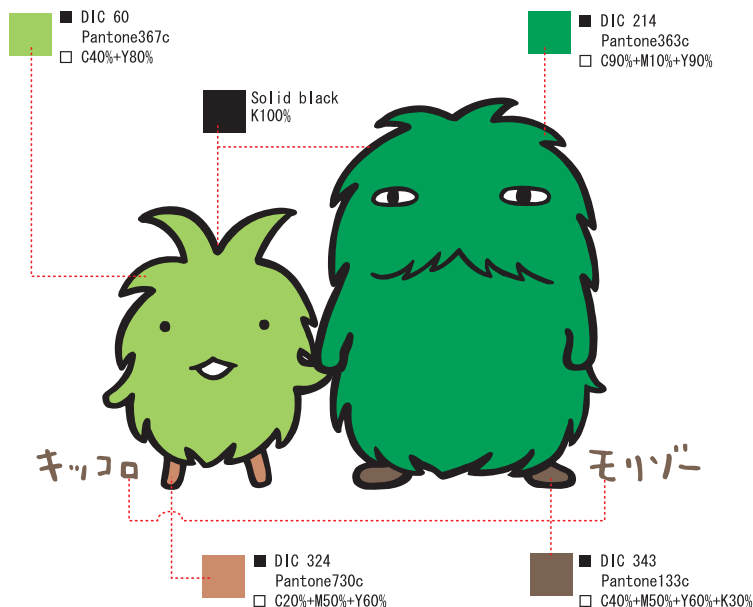
Variation poses are also to be used in the following colors.

The two characters may not be used separately or with any changes made to their proportional sizes.

Basic color specifications

■ = Using special colors

□ = Using processing



Same colors specified for English display

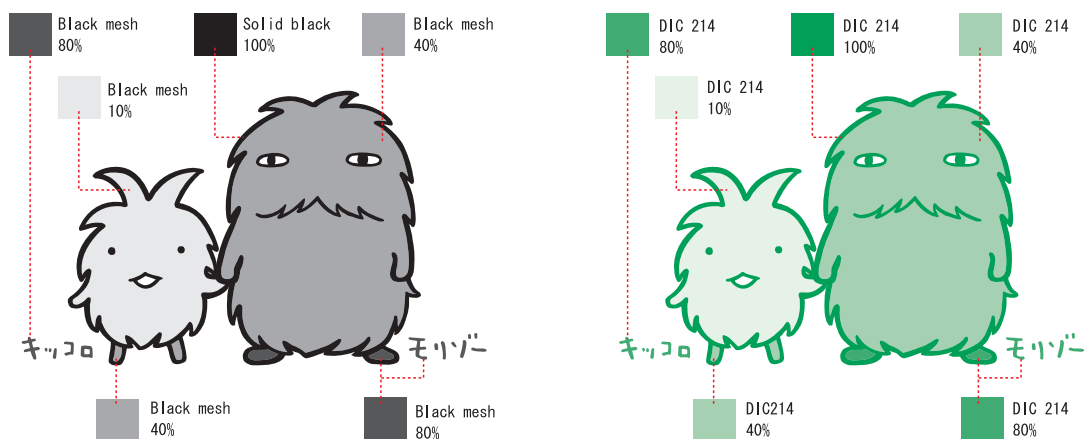


Single color specifications

Mesh specifications for black & white or green single color display.

Do not use any colors other than those specified here.

Greens close to the specified color will be permitted.



Surrounding white area

In media with a complex background, an area of white should be inserted to the specifications shown below. The specifications shown are the minimum standards; a larger white area is permitted.



These logos can be used in combinations other than those specified here, depending on the purpose of use and space available. Please ensure balance between the logos based on the specifications given here. The two characters may not be used separately or with any changes made to their proportional sizes.

Basic combinations

The marks may be displayed without a surrounding line.



English display



Landscape (horizontal) combinations

The marks may be displayed without a surrounding line.



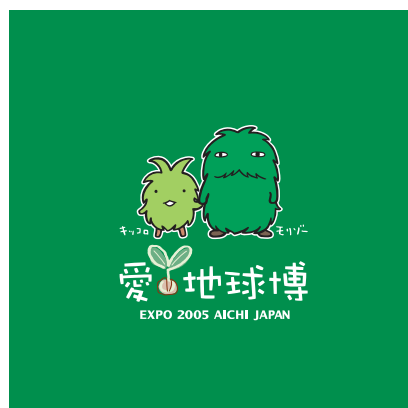
Portrait (vertical combinations)

The marks may be displayed without a surrounding line.



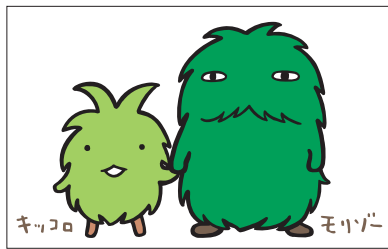
Display on dark backgrounds

When displaying on dark backgrounds, appropriate measures should be taken to ensure that the design logo types and mascot characters have borders or that the lettering is displayed in white, based on the specifications.

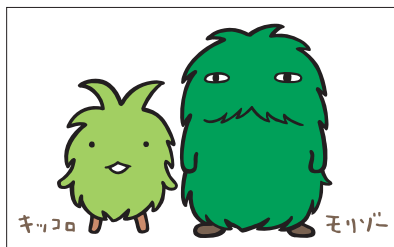
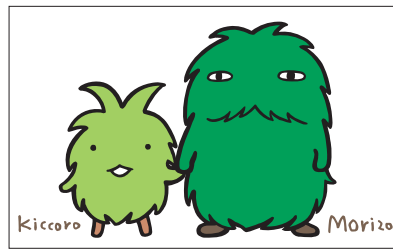


Variation poses are as shown below. Colors are as specified for basic poses.

The two characters may not be used separately or with any changes made to their proportional sizes. The marks may be displayed without a surrounding line.



00 Basic pose



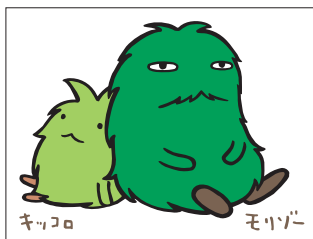
01 Lined up



02 Jumping



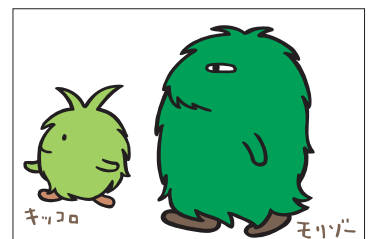
03 Hugging



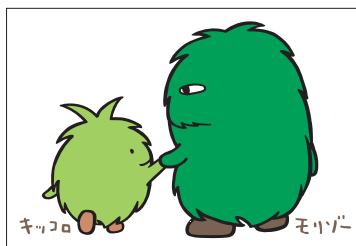
04 Sitting



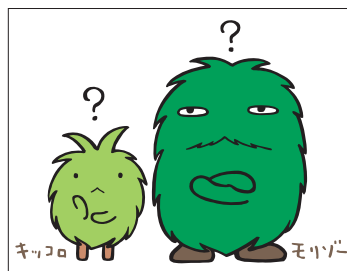
05 Laughing



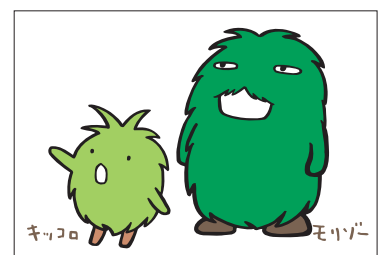
06 Walking



07 Walking (from behind)



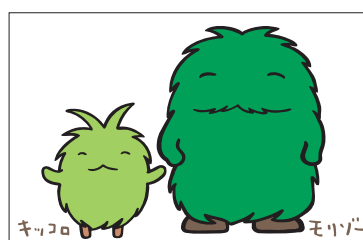
08 Thinking



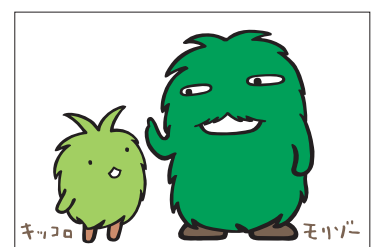
09 Surprised



10 Sleeping



11 Smiling



12 Teaching / Learning