



# NIMS Logo Usage Guidelines

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May 2025

National Institute for Materials Science (NIMS)

# 1. About the NIMS Logo

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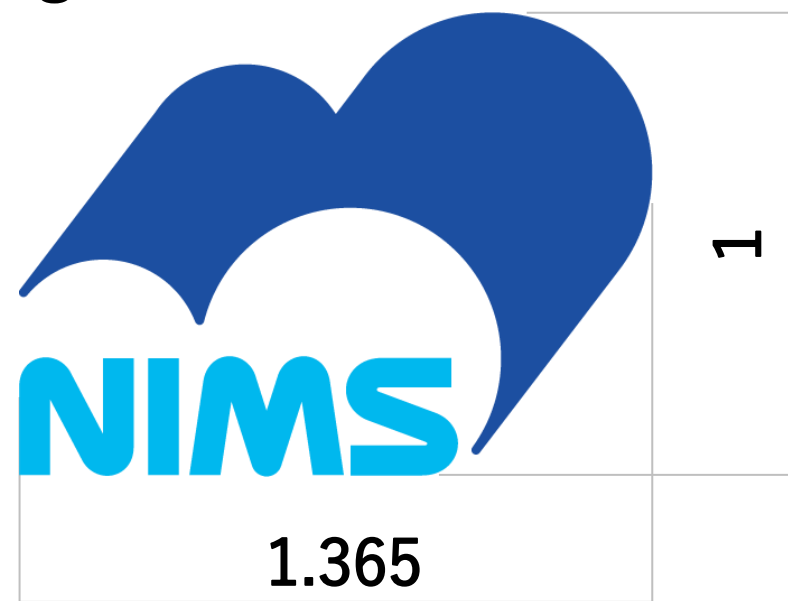
Established in 2001

The NIMS logo symbolizes **a heart and the future**, reflecting our aspiration to lead 21<sup>st</sup>-century materials science and evolve into a globally connected core institution. The logo also incorporates the motif of **Mount Tsukuba**, a symbol of the City of Tsukuba.

# 2. Logo Specifications

The following shows the standard form and colors of the logo. Please resize the logo as needed, without altering its aspect ratio.

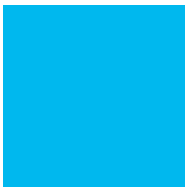
## (1) Standard Logo Form



## (2) Color Specifications



CMYK C90%, M70%, Y0%, K0%  
RGB (decimal) R:51, G:85, B:153  
RGB (hex) #335599



CMYK C70%, M0%, Y0%, K0%  
RGB (decimal) R:0, G:204, B:255  
RGB (hex) #00CCFF

If the standard color logo does not provide sufficient contrast against the background, you may use the monochrome version (white, black, or gray) as appropriate.

Monochrome (White)



Monochrome (Black)



Gray



CMYK K85%  
RGB (decimal) R:38, G:38, B:38  
RGB (hex) #262626



CMYK K55%  
RGB (decimal) R:115, G:115, B:115  
RGB (hex) #737373

Gold, silver, or material-specific colors may be used when applying the logo to gold or silver foil stamping, metal, glass, or similar materials.

### 3. Institute Logotype (Recommended)

The institute logotype follows the specifications below. Although it is not trademarked, consistent fonts and design elements are used to promote our branding. Please resize the logo as needed, without altering the aspect ratio.

#### Font Specifications

Japanese: A-OTF 新ゴ Pro, M  
English: Arial, Bold

#### White Background

国立研究開発法人  
物質・材料研究機構

国立研究開発法人 物質・材料研究機構

国立研究開発法人  
物質・材料研究機構  
National Institute for Materials Science

国立研究開発法人 物質・材料研究機構  
National Institute for Materials Science

#### Black Background

国立研究開発法人  
物質・材料研究機構

国立研究開発法人 物質・材料研究機構

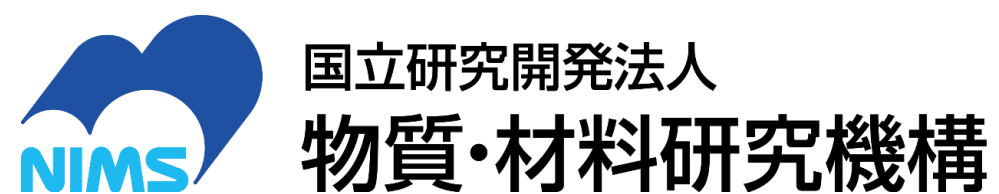
国立研究開発法人  
物質・材料研究機構  
National Institute for Materials Science

国立研究開発法人 物質・材料研究機構  
National Institute for Materials Science

## 4. Combined Use: Logo and Institute Logotype

The logo and the logotype may be combined in either a horizontal or vertical arrangement. When using these combinations, please follow the specified layout and resize as needed without altering the aspect ratio.

### Japanese Only



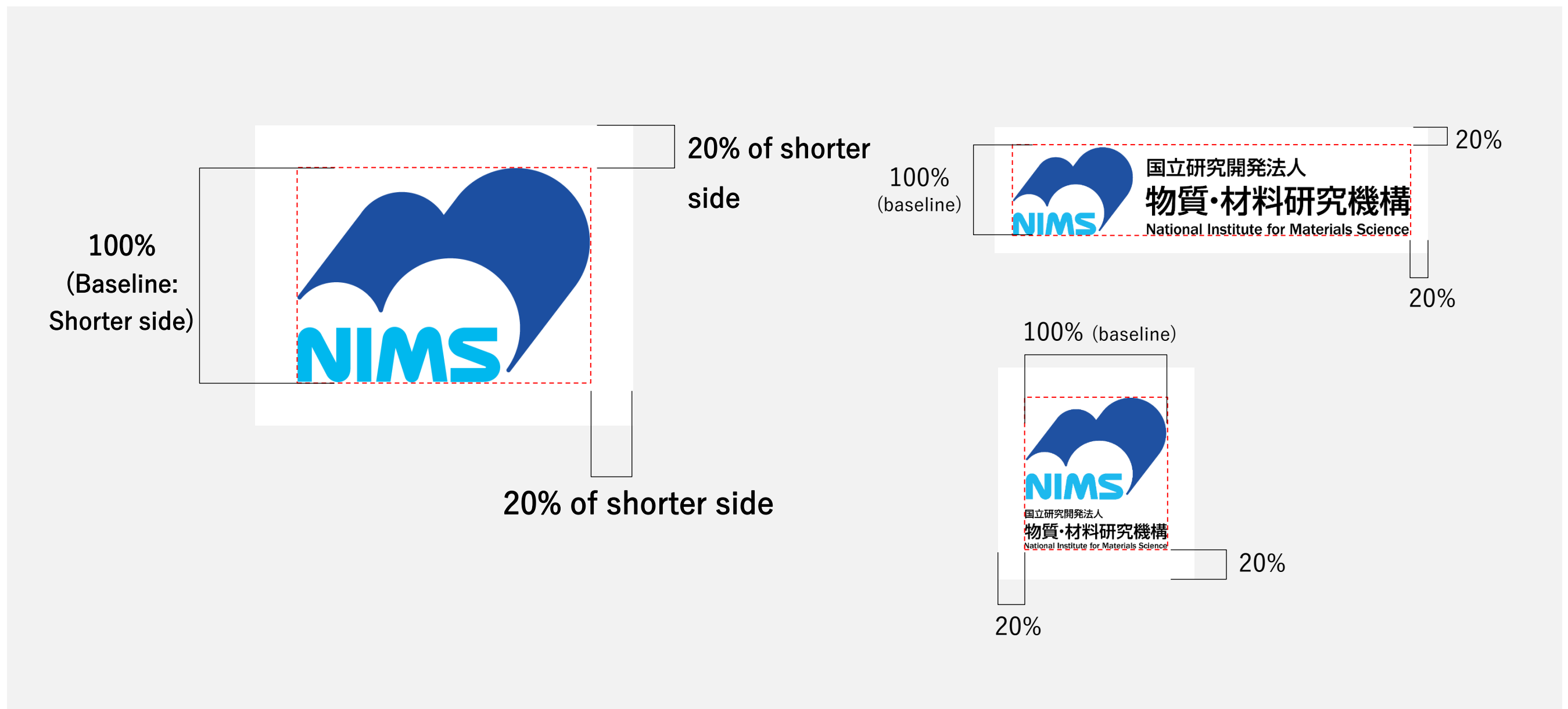
### English included



# 5. About Logo Clear Space

Please leave adequate space (clear space) around the logo. No text and graphic elements should appear within this area. The minimum clear space should be at least 20% of the logo's shorter side. Whenever possible, allow for more clear space to ensure visual clarity.

Minimum clear space (ratio) = the logo's shorter side x 20%

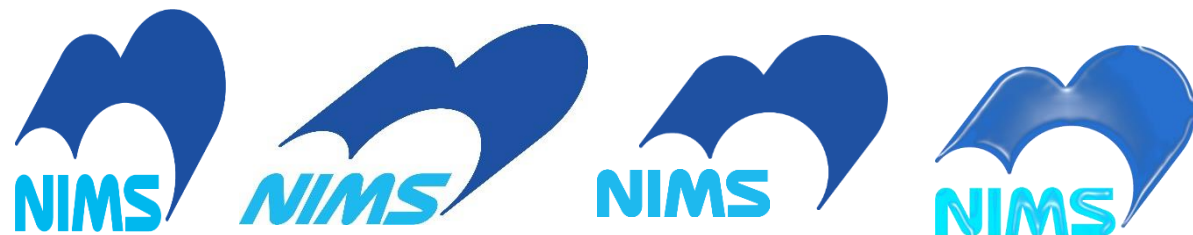


# 6. Prohibited Uses

Do not decorate, modify, or alter the designated colors, shape, or layout of the logo. Regardless of the defined clear space, please ensure that the logo's visibility and overall impression are not compromised. Please consult us before using the logo in monochrome or a background that is neither black nor white.

## Incorrect Examples

✗ Decorating or modifying the logo



✗ Putting other elements inside clear space



✗ Using unspecified colors



✗ Changing the position of logo and logotype



✗ Changing some colors



✗ Using a background with poor visibility

