

Guidelines for the use of the 70th Anniversary Project Name Logo

Name of the anniversary event

The name shall be used as follows.

English: The 70th Anniversary of the Diplomatic Relations between Japan and Laos

Japanese: 日ラオス外交関係樹立 70 周年

Logo: Type

The official logo is only available in English. It is available in two colors: color and monochrome.



Color



Monochrome

Logo: Size

1. The logo may be enlarged or reduced in size. However, the aspect ratio of the logo must remain the same.
2. When enlarging or reducing the size of the logo, please ensure that the text contained in the logo is legible.
3. Do not redistribute data that has been resized (including changes in the number of pixels).

Logo: Composition

1. Do not change the arrangement of the logo design and text.
2. Do not deconstruct or re-edit the logo design or text.

Logo: Layout

1. Please ensure that no other text or design touches or overlaps the logo area.
2. Please ensure that there is a certain amount of space between the logo and the rest of the text or design, so that they do not appear to be an integrated design.

Logo: Colors

1. Please do not use the colors used in the logo or colors similar to them as background colors.
2. Please do not change the colors.

Examples of use of anniversary event name and logo

Website, posters, letterheads, pamphlets, event programs, publications related to the 70th anniversary of the establishment of diplomatic relations between Japan and Laos, signage, event tickets, business cards, wrapping paper, newspaper and magazine advertisements, educational items (T-shirts, calendars, badges, stickers, fans, etc.).

Notes on the use of the anniversary event name and logo

1. The use of the anniversary event name and logo mark is only permitted for approved projects. As a rule, the deadline for use is 31 December 2025.
2. Unauthorized use of the logo mark, such as redistribution of the logo mark to other project entities, is prohibited.
3. The project entity shall be responsible for the disposal and deletion of the logo mark and data after its use.
4. The Ministry of Foreign Affairs of Japan, the Embassy of Japan in Laos and the Government of Laos will not be held responsible for the use of the logo mark.
5. If there are significant changes to the project content after the approval of the project for the 70th anniversary of the establishment of diplomatic relations between Japan and Laos, please inform the organization to which you submitted the application form of the changes. If the project is found to be cancelled or implemented inappropriately, the project accreditation may be cancelled and the use of the logo mark, etc. may also be withdrawn.

Inquiries

For events to be held in Japan

First Southeast Asia Division, Southeast and Southwest Asian Affairs Department, Ministry of Foreign Affairs

Address: 2-2-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8919

Fax: 03-5501-8262

E-mail: japan-laos70th@mofa.go.jp

Or

For events to be held in Laos

Embassy of Japan in Laos

Address: Road Sisangvone, Vientiane, Laos

TEL: (+856-21)41-4400-4403

Fax: (+856-21)41-4406

E-mail: embassy@vt.mofa.go.jp