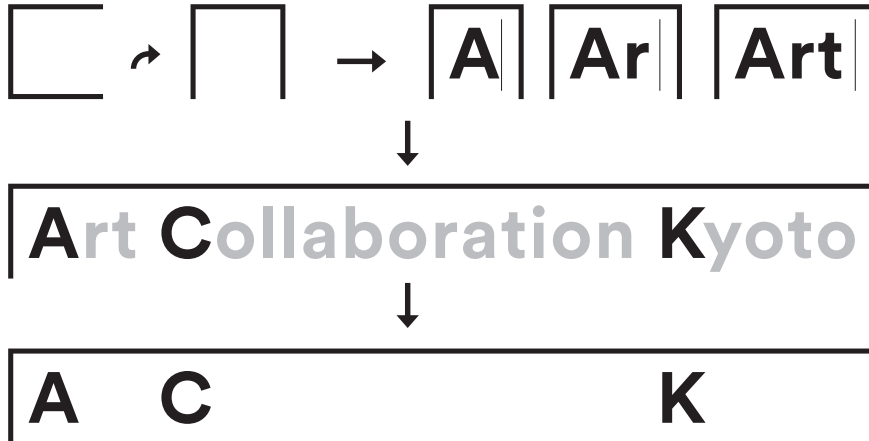


August 8, 2022

About ACK Logo

Logo Concept



This logo was designed with the desire to create a strong and flexible graphic system that is responsive to a wide variety of situations and circumstances in today's world. It was conceived in collaboration with a team that oversees graphic, spatial, and web-based projects, and is designed to be able to change in a variety of ways, seamlessly connecting the real space to the digital one.

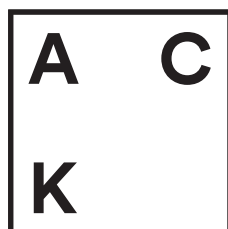
The idea was to integrate the distinctive elements of ACK, such as the seemingly random distribution of exhibition booths and the first letter "C" of Collaboration and "コ" of コラボレーション ("collaboration" in Japanese), into a three-sided frame line, within which the name of the fair has been positioned.

*The logo can be used regardless of the year in which it is being held.

Horizontal with
Superscript Shape



Square Shape

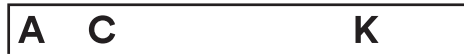


Color Specifications

Process color **K100%** or **C:30% M: 30% Y: 30% K: 100%**

(If the logo appears lighter in combination with a photograph, etc., please add 30% CMY each.)

For website or RGB display **R:0 G:0 B:0** or **#000000**



Notes

In order to ensure the uniformity of the image, the following actions are prohibited.

- Do not change the color outside the specified range.
- Do not transform the logo in any way.

(Changing the aspect ratio or adjusting the distance between the logo mark and logotype is also prohibited.)

- Do not add anything to the logo, such as shadows.

If you have any other questions, please contact the PR & Marketing Department of the ACK Executive Committee Office: press@a-c-k.jp

Regarding the size of the image, adjustments can be made provided that it is used in a beautiful way by respective users.

Download

<https://drive.google.com/drive/folders/1Jl5sYjjGTxibqHgMi4PD5jiQ-f0J4pA4?usp=sharing>



ACK Banner 2022

These banners should be adapted to the proportions and design of the intended use.

Banner A



Banner B



Banner C



Notes

Follow the Notes for use of the logo.

Downloads

<https://drive.google.com/drive/folders/1QHDze5VA5grmg1NEiKU3xsvIJ3d6jHo8?usp=sharing>