

SmartNews, Inc

# SmartNews Brand Assets Usage Manual

April 2022

Delivering the world's quality information  
to the people who need it.

SmartNews





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## PART 1

# Using the SmartNews Brand





# Using the SmartNews Brand

This manual specifies the principles and rules related to using the trademarks and brand assets such as names, logos, icons, and characters (the "SmartNews Brand") of the various SmartNews services (the "Company's Services") offered by SmartNews, Inc. (the "Company") as determined in the usage manual (the "Manual").

For using any of the brands that are mentioned here, please comply with the Manual.

## Revision of the Manual

The Company may revise the rules for using the SmartNews Brand and the Manual at any time without prior notice if it deems such revisions necessary. The user shall be considered to have agreed to the revised rules on using the logo and the revised Manual.

## PART 2

# Brand Assets: Logos, Icons, and Colors





# Using the SmartNews Brand Assets

Any party that wants to use the Company's logo or icon, must read the Manual.

The Company's brand assets may be used free of cost if the party complies with the SmartNews Manual and uses the brand assets within the scope defined by the rules. By using the Company's Brand Assets, the person using it will be deemed to have agreed to the rules.

## Ownership of rights

All rights related to the Company's Brand Assets are owned by the Company (including but not limited to copyright and trademark right).

## Purpose of use

The Company's Brand Assets can be used for the following purposes only.

1. Introducing the Company's Services.
2. If the user is a collaborator (a partner company, or a business or service collaborator, etc.) of the Company, and uses the Company's logo for such collaboration or related projects, after obtaining the Company's approval.

# Logo

There are three types of logos: corporate logo, service logo, and service icon. It is recommended that the corporate logo is used for corporate communications while the service logo and icon are used for service-related communications. Consistency of logo usage is very important to increase correct brand awareness for our brand.

The following pages explain the detailed usage of each logo. Please comply with the Manual for using the SmartNews brand. You are also required to receive prior permission from the Company.

## Corporate Logo

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SmartNews  
スマートニュース

## Service Logo

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## Service Icon

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Service Logo [ vertical ]



# Logo / English / vertical

## Clear space

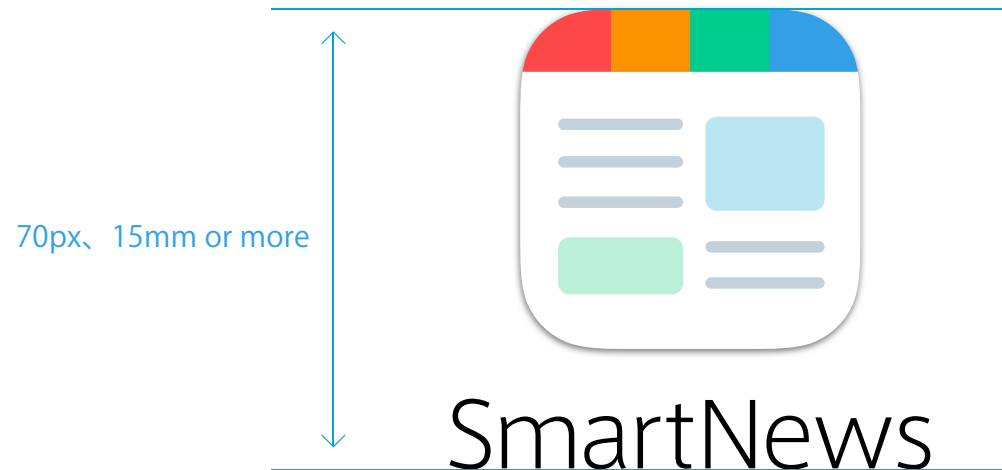
The SmartNews logo must be surrounded by a clear space that has no text or images. The minimum width of the clear space should be one-fourth of the width of the icon.



# Logo / English / vertical

## Minimum size

For digital contents, set the height to 70 px or more. For print, set the height to 15 mm or more.



# Logo / English / vertical

## Wordmark colors

Two color variations are available for the wordmark in the logo: black and white.

Please select the appropriate color depending on the brightness of the background color (refer to P49).



SmartNews



SmartNews

# Logo / English / vertical / monochrome

## Clear space

The SmartNews logo must be surrounded by a clear space that has no text or images. The minimum width of the clear space should be one-fourth of the width of the icon.

\*We recommend using the colored logo. However, the monochrome version may be used in unavoidable circumstances, such as monochrome printing.

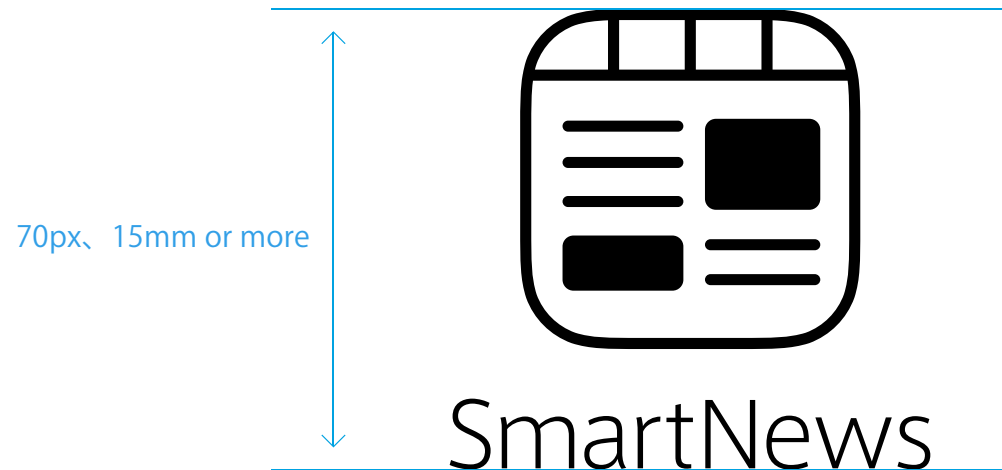


# Logo / English / vertical / monochrome

## Minimum size

For digital contents, set the height to 70 px or more. For print, set the height to 15 mm or more.

\*We recommend using the colored logo. However, the monochrome version may be used in unavoidable circumstances, such as monochrome printing.

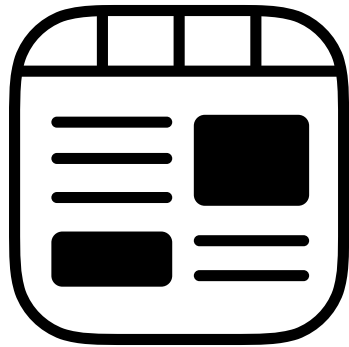


# Logo / English / vertical / monochrome

## Logo colors

Two color variations are available for the logo: black and white. Please select the appropriate color depending on the brightness of the background color (refer to P49).

\*We recommend using the colored logo. However, the monochrome version may be used in unavoidable circumstances, such as monochrome printing.



SmartNews



SmartNews

# Logo / Japanese / vertical

## Clear space

The SmartNews logo must be surrounded by a clear space that has no text or images. The minimum width of the clear space should be one-fourth of the width of the icon.



# Logo / Japanese / vertical

## Minimum size

For digital contents, set the height to 70 px or more. For print, set the height to 15 mm or more.





# Logo / Japanese / vertical

## Wordmark colors

Two color variations are available for the wordmark in the logo: black and white.

Please select the appropriate color depending on the brightness of the background color (refer to P49).



スマートニュース

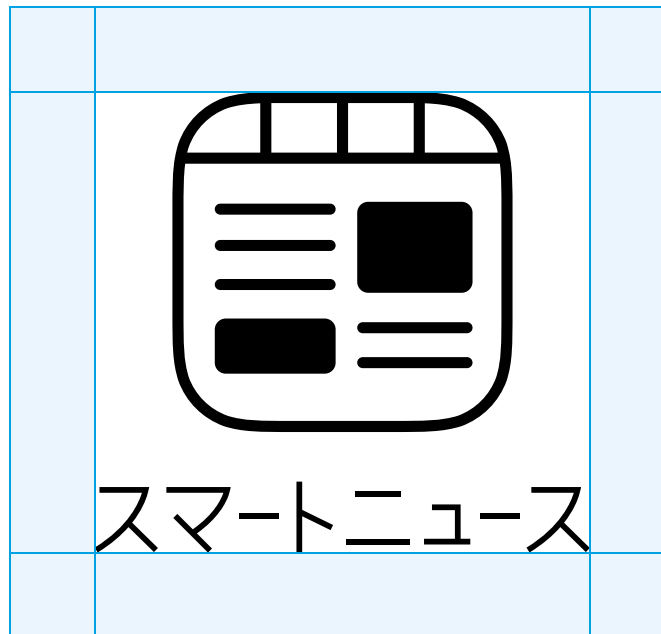


# Logo / Japanese / vertical / monochrome

## Clear space

The SmartNews logo must be surrounded by a clear space that has no text or images. The minimum width of the clear space should be one-fourth of the width of the icon

\*We recommend using the colored logo. However, the monochrome version may be used in unavoidable circumstances, such as monochrome printing.

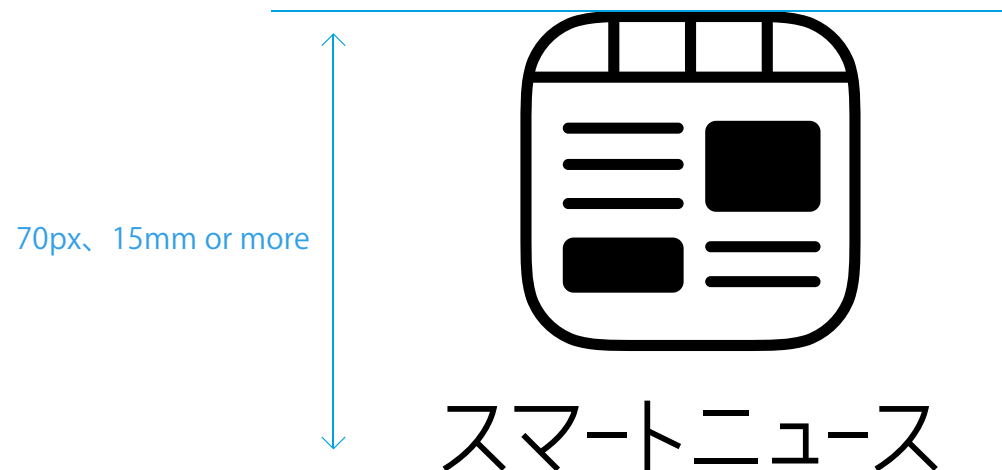


# Logo / Japanese / vertical / monochrome

## Minimum size

or digital contents, set the height to 70 px or more. For print, set the height to 15 mm or more.

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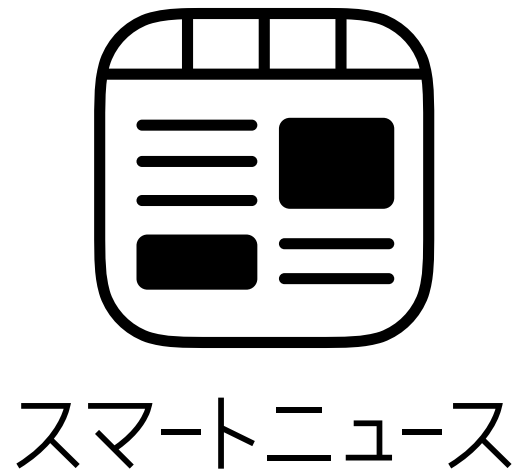


# Logo / Japanese / vertical / monochrome

## Logo colors

Two color variations are available for the logo: black and white. Please select the appropriate color depending on the brightness of the background color (refer to P49).

\*We recommend using the colored logo. However, the monochrome version may be used in unavoidable circumstances, such as monochrome printing.

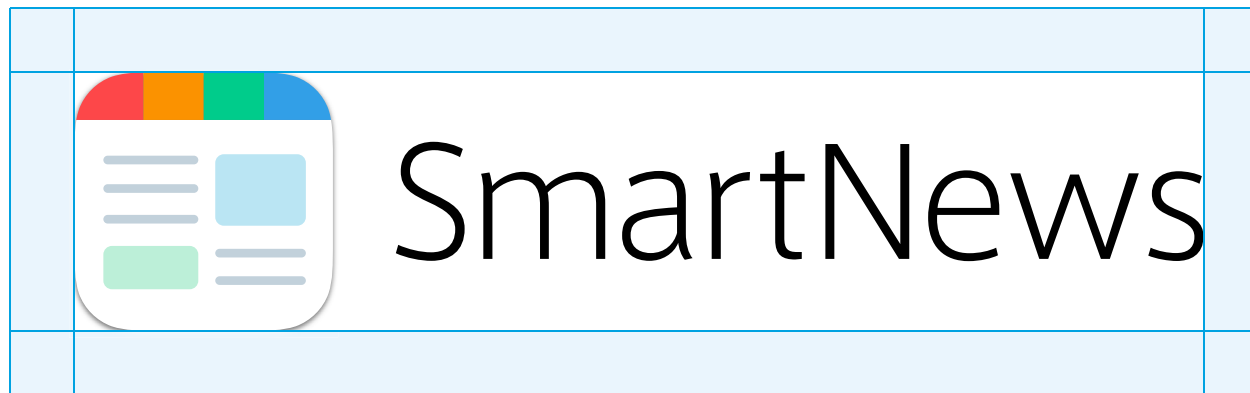


Service Logo [ horizontal ]

# Logo / English / horizontal

## Clear space

The SmartNews logo must be surrounded by a clear space that has no text or images. The minimum width of the clear space should be one-fourth of the width of the icon.



# Logo / English / horizontal

## Minimum size

For digital contents, set the height to 50 px or more. For print, set the height to 10 mm or more.

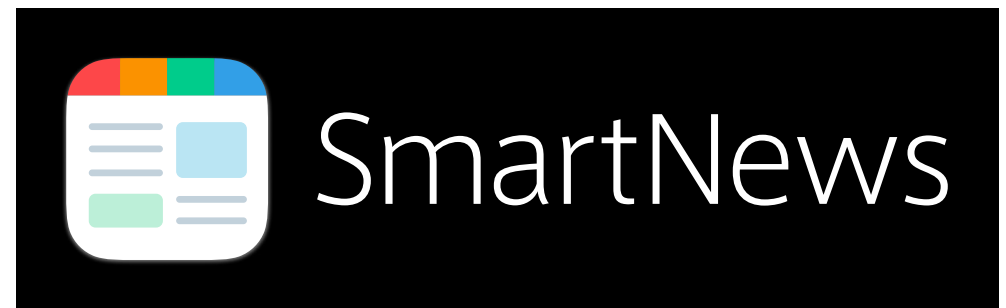


# Logo / English / horizontal

## Wordmark colors

Two color variations are available for the wordmark in the logo: black and white.

Please select the appropriate color depending on the brightness of the background color (refer to P49).



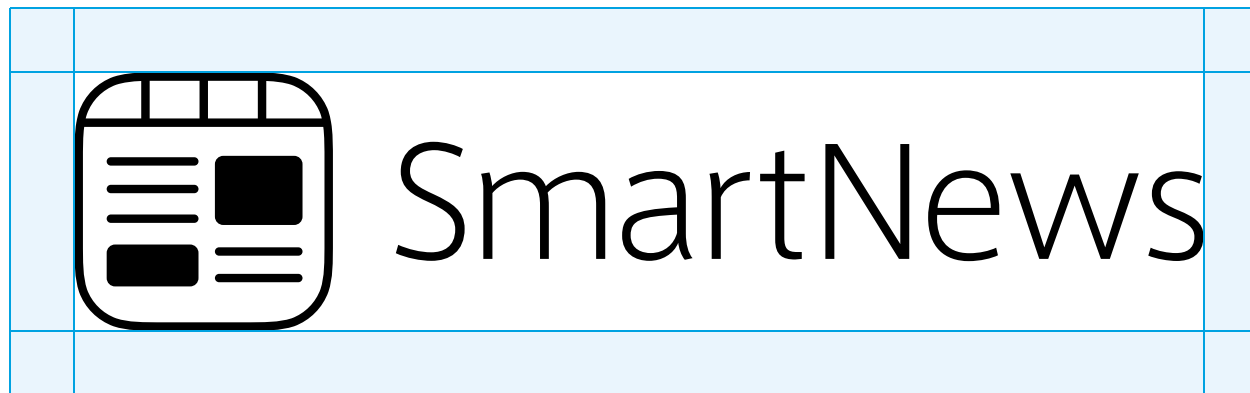


# Logo / English / horizontal / monochrome

## Clear space

The SmartNews logo must be surrounded by a clear space that has no text or images. The minimum width of the clear space should be one-fourth of the width of the icon.

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# Logo / English / horizontal / monochrome

## Minimum size

For digital contents, set the height to 50 px or more. For print, set the height to 10 mm or more.

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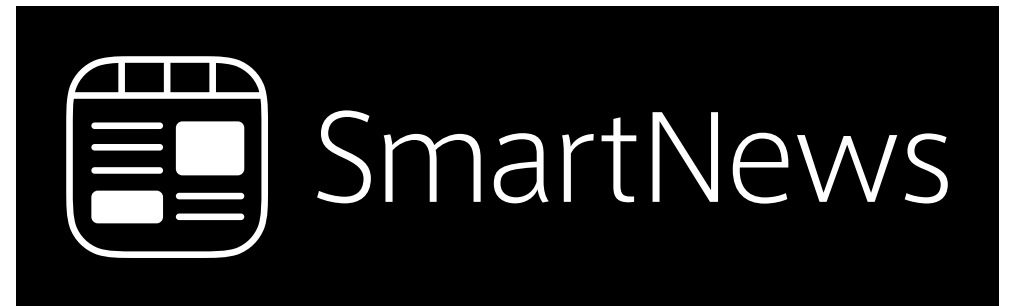


# Logo / English / horizontal / monochrome

## Logo colors

Two color variations are available for the logo: black and white. Please select the appropriate color depending on the brightness of the background color (refer to P49).

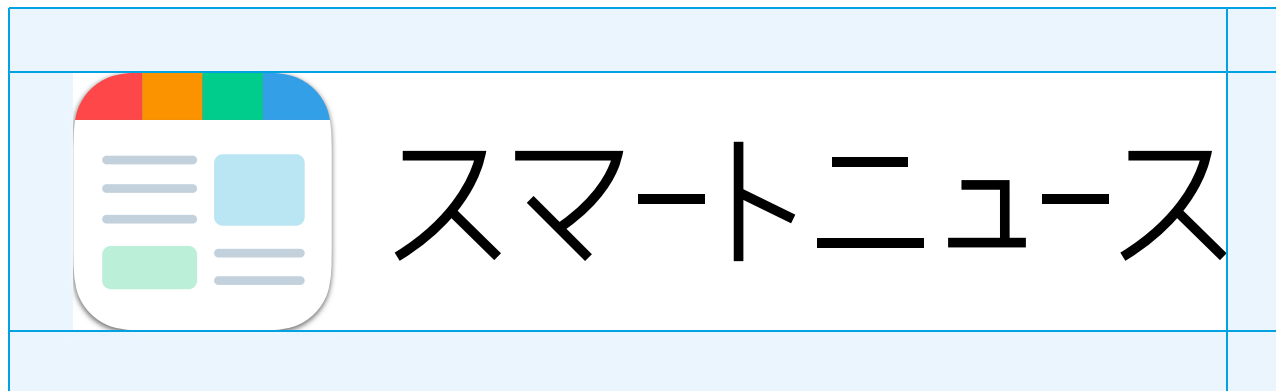
\*We recommend using the colored logo. However, the monochrome version may be used in unavoidable circumstances, such as monochrome printing.



# Logo / Japanese / horizontal

## Clear space

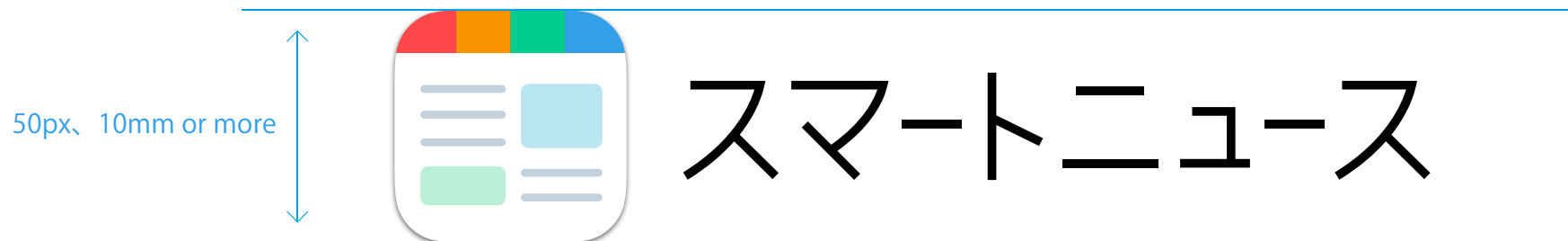
The SmartNews logo must be surrounded by a clear space that has no text or images. The minimum width of the clear space should be one-fourth of the width of the icon.



# Logo / Japanese / horizontal

## Minimum size

For digital contents, set the height to 50 px or more. For print, set the height to 10 mm or more.

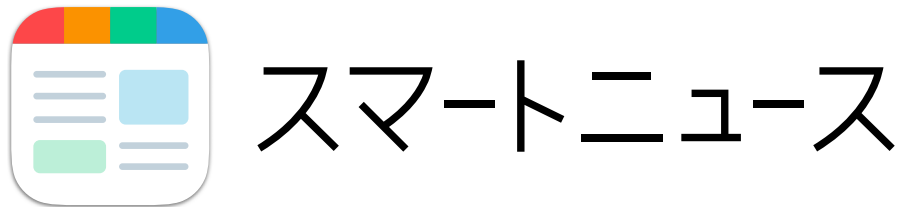


# Logo / Japanese / horizontal

## Wordmark colors

Two color variations are available for the wordmark in the logo: black and white.

Please select the appropriate color depending on the brightness of the background color (refer to P49).

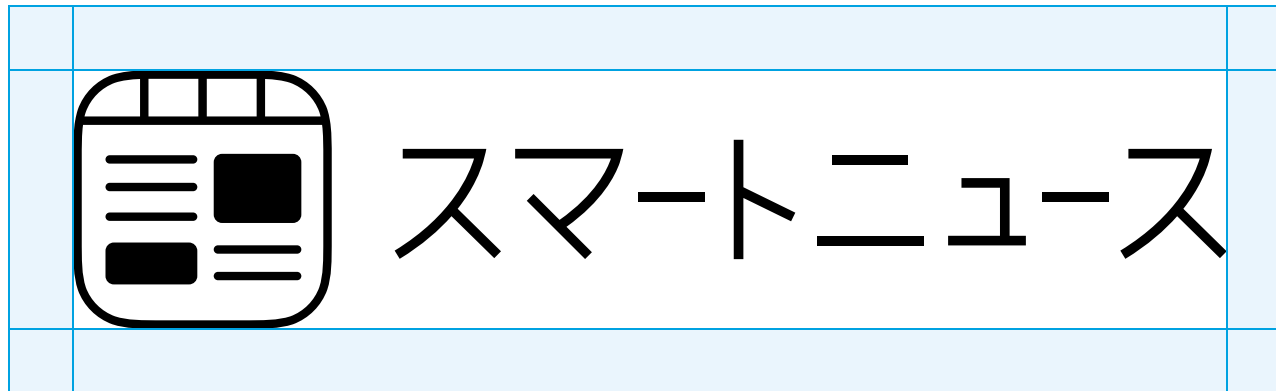


# Logo / Japanese / horizontal / monochrome

## Clear space

The SmartNews logo must be surrounded by a Clear space that has no text or images. The minimum width of the Clear space should be one-fourth of the width of the icon.

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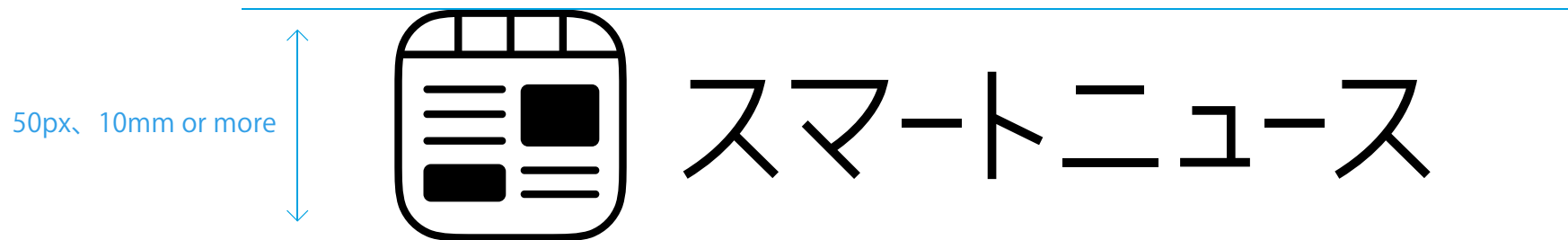


# Logo / Japanese / horizontal / monochrome

## Minimum size

For digital contents, set the height to 50 px or more. For print, set the height to 10 mm or more.

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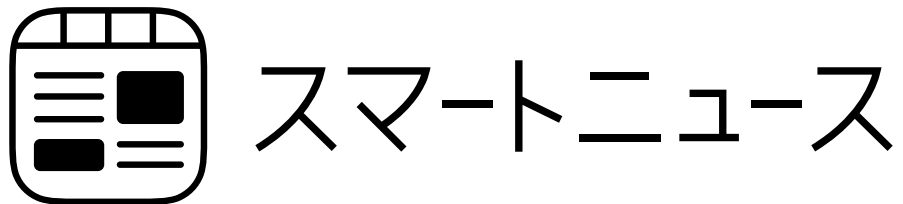


# Logo / Japanese / horizontal / monochrome

## Logo colors

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*\*We recommend using the colored logo. However, the monochrome version may be used in unavoidable circumstances, such as monochrome printing.*

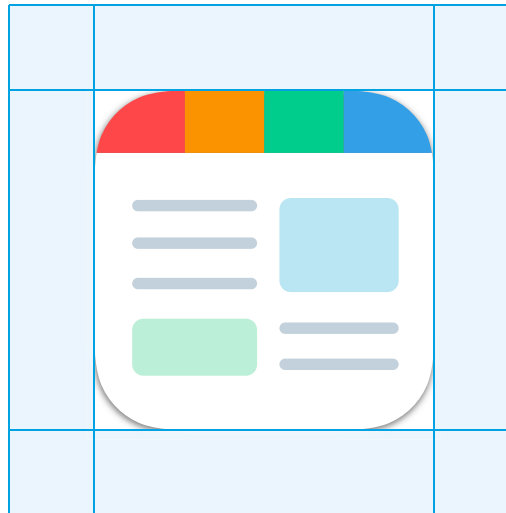


Service icon

# Logo / icon

## Clear space

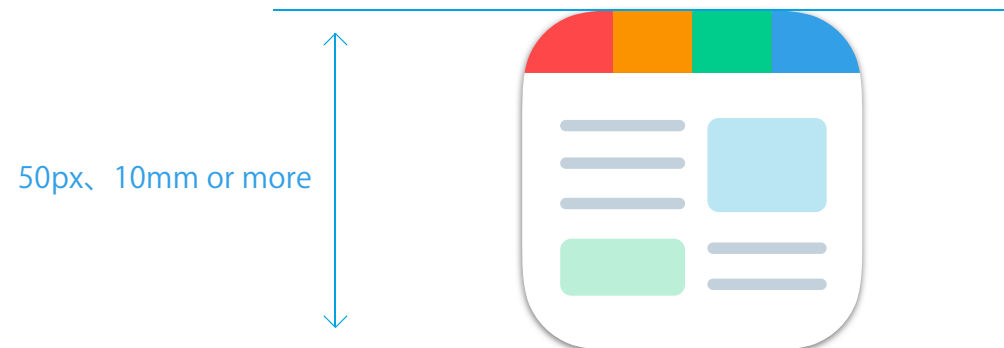
The SmartNews logo must be surrounded by a Clear space that has no text or images. The minimum width of the Clear space should be one-fourth of the width of the icon.



# Logo / icon

## Minimum size

For digital contents, set the height to 50 px or more. For print, set the height to 10 mm or more.

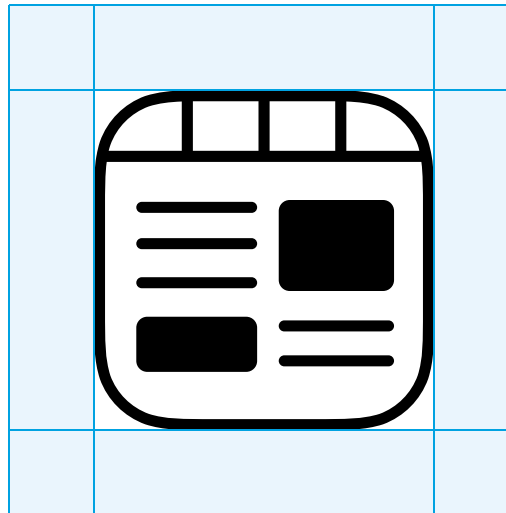


# Logo / icon / monochrome

## Clear space

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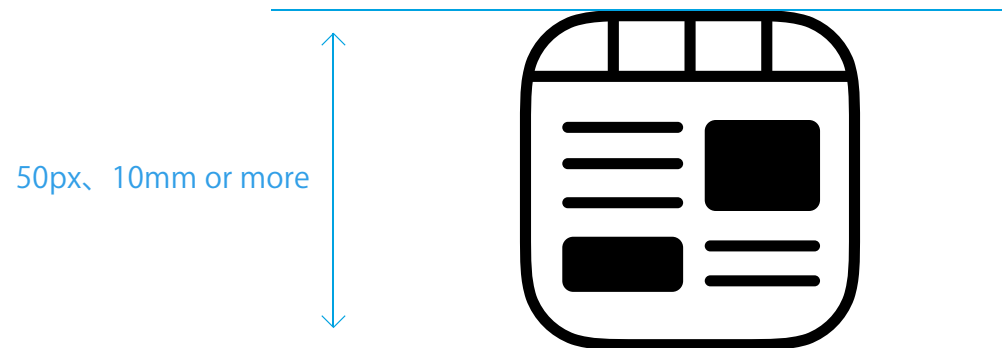


# Logo / icon / monochrome

## Minimum size

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