

The logo

The logo

The logo is made up of three indivisible elements:

- Ika typography,
- the central symbol,
- the crescent,

The shape, colour, placement and proportions of these three elements must never change.



Institutional colour

Direct tone: When the logo is printed using direct tone, the colour is: black,

Benday: When the logo is printed using a four-colour process,



cyan 30 %
magenta 100 %
yellow 100%
black 5%



COXという、イオン系のファッションブランドのVI計画展開。

<http://www.cox-online.co.jp/>

The VI plan development of the fashion brand of AEON of COX.

<http://www.cox-online.co.jp/>

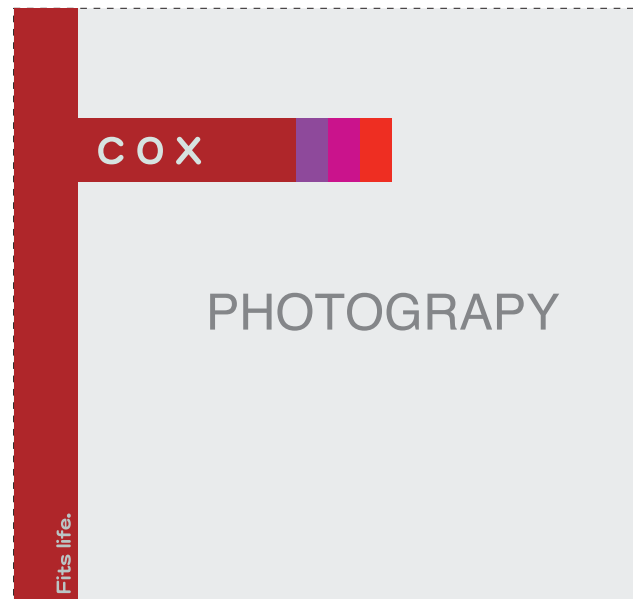
APPLICATION VISUAL

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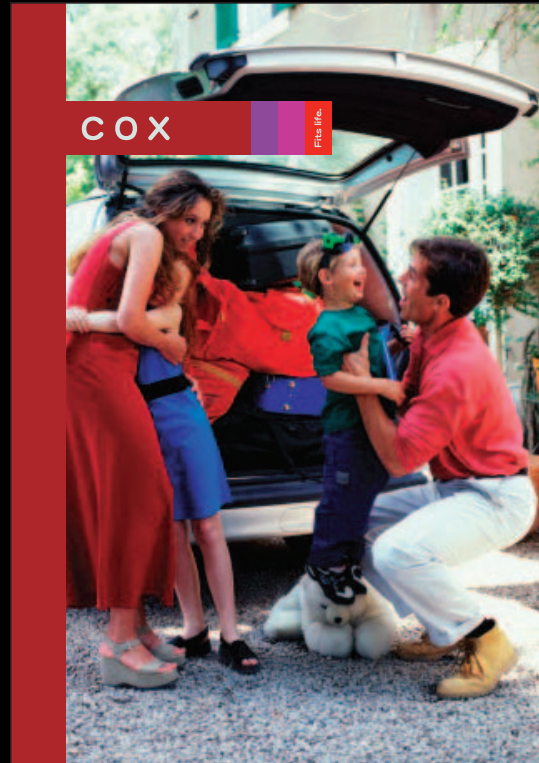
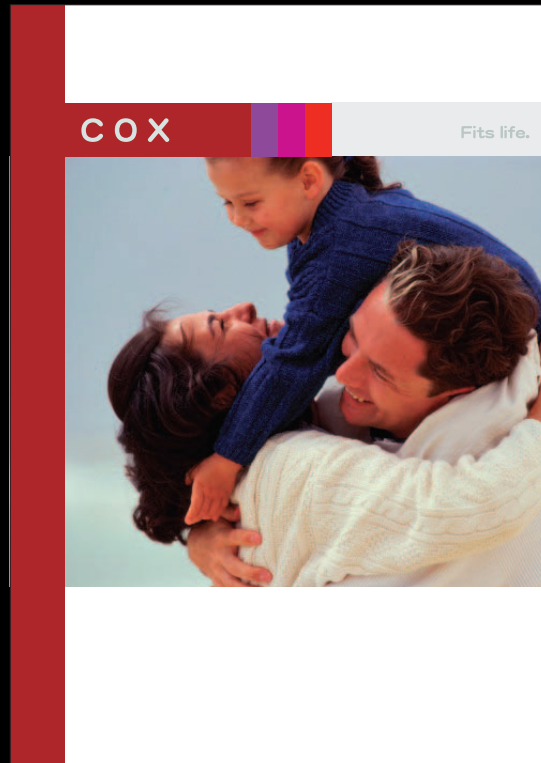


メインビジュアルの規定。

The regulation of mainvisual.

ビジュアルの展開案。

The development plan of visual.



Typography

We recommend EURO tecnicEXBOLD extended. It is a modern and sophisticated typography that can be used in Uppercase for titles and subtitles (strength). It is also very elegant in lowercase for body text (emotion).

DFP太丸ゴシック体

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;'"!()?

タイポグラフィ

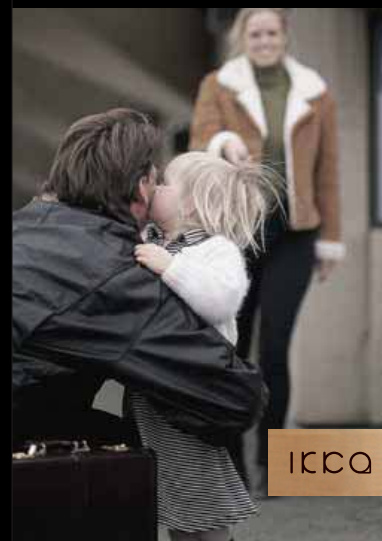
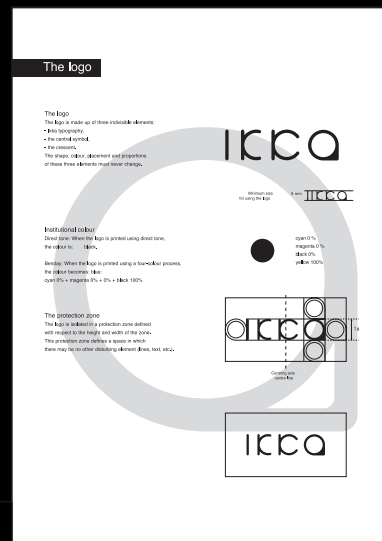
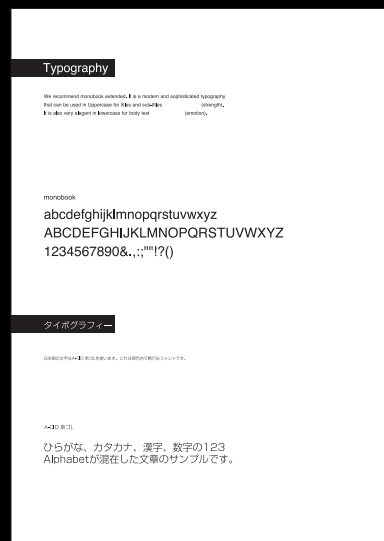
日本語の文字はDFP太丸ゴシック体を使います。これは現代的で精巧なフォントです。

DFP太丸ゴシック体

ひらがな、カタカナ、漢字、数字の123
Alphabetが混在した文章のサンプルです。

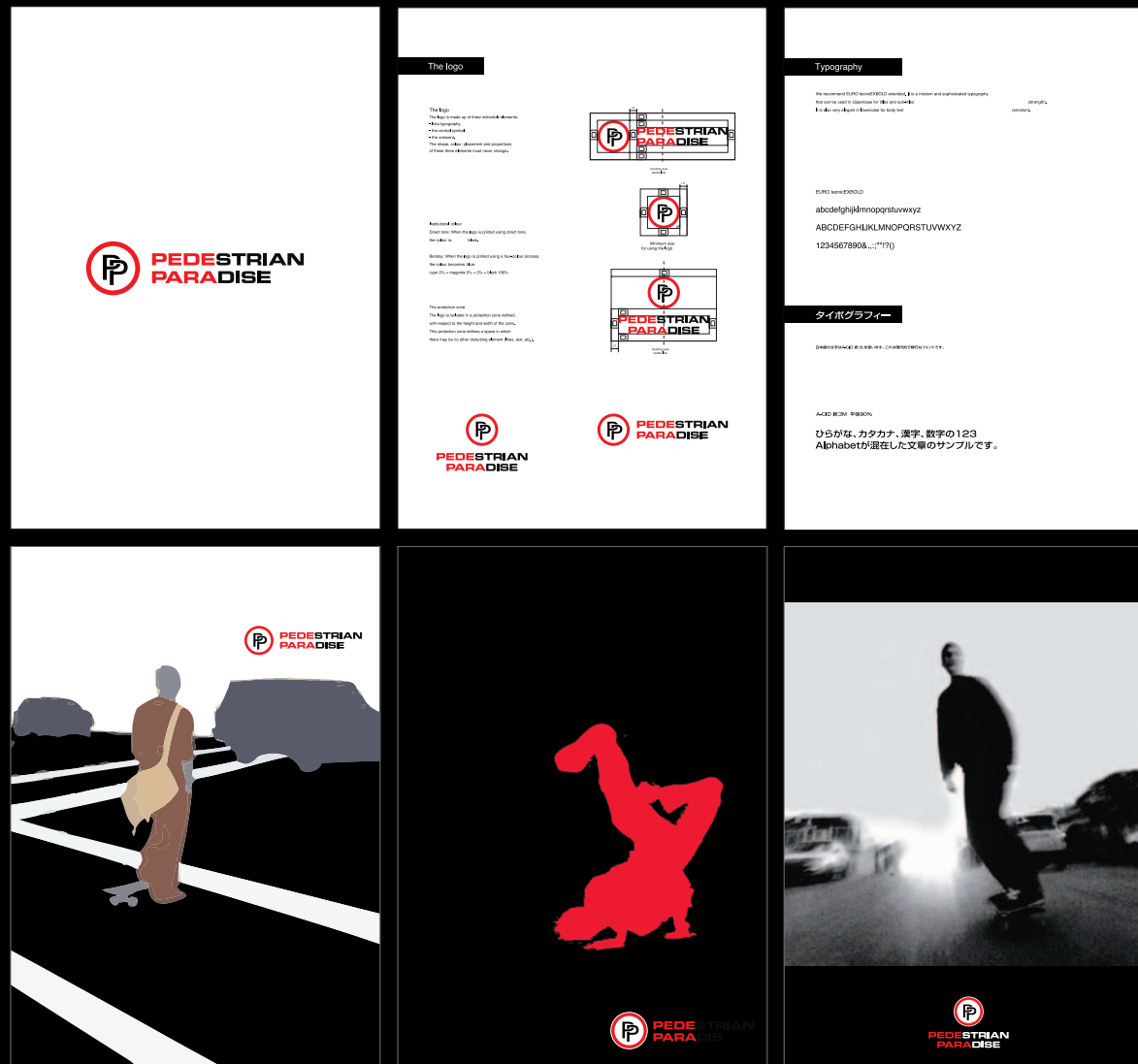
書体の規定。

The regulation of the font



COXの、ファミリー向け別ブランドである「IKKA」のロゴ規定。

The logo regulation of "IKKA" which the family of COX is turned to and which is another brand.



COXのストリート系別ブランドである「PEDESTRIAN PARADISE」のロゴ規定。

The logo regulation of "PEDESTRIANPARADISE" which is the brand by the street of COX.