

# Branding and Guidelines

Logo and Wordmark

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# Mission and Values

## Transforming Humanity

At takara.ai, we harness artificial intelligence as a transformative force for businesses and humanity. Founded in 2024, our consultancy is committed to unlocking AI's vast potential, empowering individuals and organisations to excel in an increasingly competitive landscape.

### We operate with four key values:

Engineering Excellence  
**Monozukuri** (ものづくり)

Responsibility and Inclusivity  
**Kyōsei** (共生)

Customer Obsession  
**Omotenashi** (おもてなし)

Continuous Improvement  
**Kaizen** (改善)

Our Japanese values are widely displayed within our brand identity - promoted by clean, simple and captivating design; highlighting our transformative work and effortless execution.

# Name and Logo

## Name and wordmark usage



The Takara wordmark can be used standalone or in conjunction with the logo. The wordmark should only be displayed in **one** of the primary colours, depending on the background.

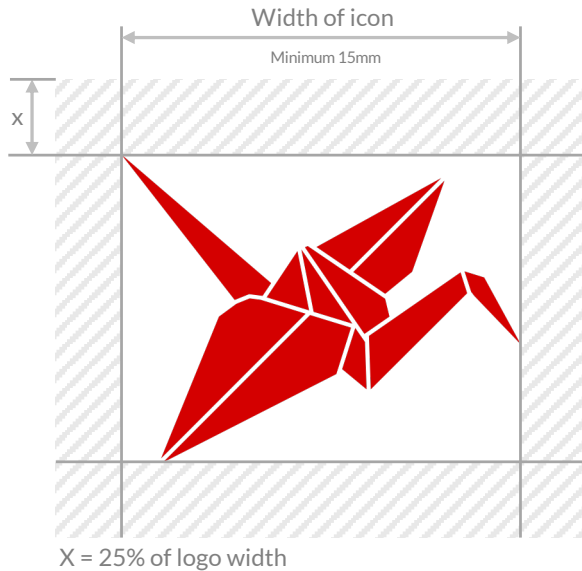
The wordmark should be in **Gill Sans** font in semi-bold at a minimum of 16pt and there is no requirement to have the wordmark and the logo in the same colour.

The wordmark is always used standalone and must always appear on the first page of any material. Elsewhere the company should simply be referred to as takara. The takara name is always uncapsitalized.

# Logo



## Versions and usage



Takara logos can be Takara Red, White or Black depending on the background.

The logo can be resized as required, but should not be made smaller than 15mm, within the given guidelines above.

# Logo

## Incorrect usage of our logo

- Don't move "takara".
- Don't apply any effects.
- Don't rotate the logo.
- Don't skew or attempt to make the logo 3-dimensional in any way.
- Don't make a pattern or texture out of the logo.
- Don't recolour the logo beyond the primary colour palette.
- Don't alter the logo and wordmark to run vertically
- Don't crop or extend the logo.
- Don't move the logo to beside the wordmark.





# Typography

## Visual Identity – Lato Font

AaBbCcDd

### Proportion and sizing

Our branding has set proportions using a percentage system for flexibility but ensuring consistency within a single piece.

Heading leading is 90%  
of point size

Space before is 50% of heading leading

Body copy leading is 115% of point size

Space between body paragraphs is 100% of body leading

Body copy leading is 115% of point size

### Tracking

Should be set to **optical**. This is known as character spacing in Office documents and should be set to **Auto**.

### Headline

- This is considered the reference point and is set at 100%
- For example, a slide title might be set at 44pt

### Subheadings

- Are at or around 65% of the Heading size
- For example, if the heading is 44pt then the subheading should be 28pt

### Body

- Body has more flexibility and can be between 65% and 45% of the Heading size
- For example, if the heading is 44pt then the body can be between 28pt and 20pt

Headline / Title		Subheadin g / Subtitle		Body	
H	100%	S	65%	b	<65% & >45%

### PowerPoint and Word

The following are the equivalent settings for PowerPoint and Word

- Headings are Multiple Spaced at 0.9
- Body is Multiple Spaced at 1.15
- Space between paragraphs (not bullets) is 100%, so for 12pt font the space after should be 12pt.

# Typography



## Japanese typography

The font for any Japanese typography is **Noto Sans Japanese**.

The Japanese typography follows the **same** proportion and sizing system as our regular typography, to ensure consistency throughout.

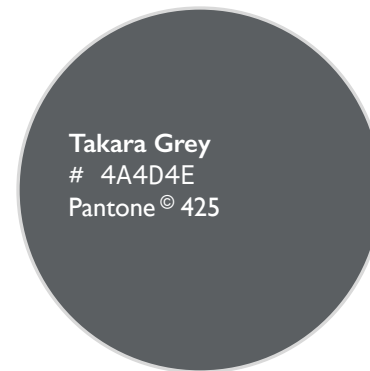
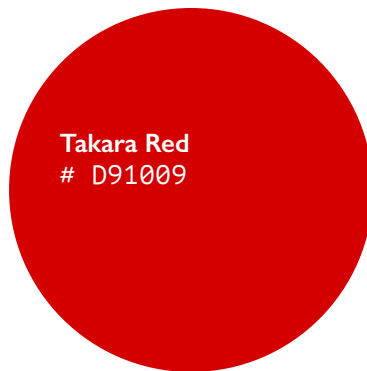
タカラ



# Colours

## Primary and secondary colour palettes

### Primary colour palette



### Secondary colour palette



**Blossom Violet**  
Pantone© 253  
# 9C2AA0



**Azure Blue**  
Pantone© 299C  
# 00A3EE



**Fuji Blue**  
Pantone© ???  
# 156082



**Wasabi Green**  
Pantone© ??  
# 8BEEB2



**AWS Orange**  
Pantone© ??  
# FF9900



**Black**  
Pantone© NA  
# 000000



# Colours



## Colour palette uses

### Primary colours

The primary colour palette are the core colours to be used for all designs. This includes the logo and any variations of it, website design, any marketing collateral etc.



In these examples the primary colour palette is used correctly. The use of these colours help consumers to quickly identify the brand.

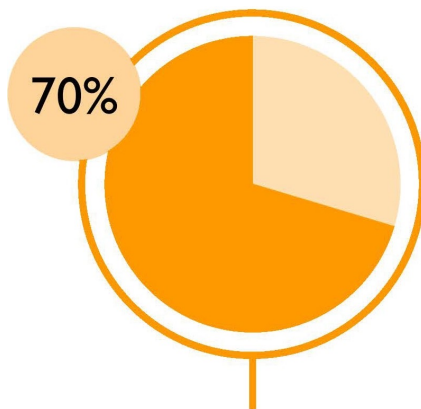


# Colours

## Colour palette uses

### Secondary colours

The secondary colour palette contains the colours which compliment and highlight both the primary colour palette and takara's relationships with company partners. These colours are often used in things such as company presentations to highlight any important information; or are used for infographics.



In these examples the secondary colour palette is used correctly. The use of these colours help to highlight any important information or create a more diverse and striking appearance.

# Artefacts and Iconography



## What to use and where

The main aspect of takara's iconography is the Japanese lettering. A primary example of this is the 'Transforming Humanity' tagline as well as our four core values.

人類を変革する    ものづくり    改善    おもてなし    共生  
'Transforming Humanity'    Monozukuri    Kaizen    Omotenashi    Kyōsei

The 'Transforming Humanity' tagline often follows the brand name in materials such as presentations or any other brand collateral. This is usually in English, however, the Japanese version is sometimes used in places such as the company website, to support the tagline whilst still presenting the Japanese values of the company.

**Restricted**    ものづくり    改善    おもてなし    共生

The four core values are included in the footer at the bottom of each of our presentation slides. This allows us to still promote the importance of our values and Japanese links in a subtle but ever-present way - as well as helping us to present our brand personality within every part of our company's output.

# takara.ai

## Transforming Humanity

**takara.ai**

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ものづくり - おもてなし - 改善 - 共生