

March 26 , 2018

International Tourism Division, Japan Tourism Agency

Regarding the active use of the “Visit Japan” Campaign promotional copy and logo in overseas markets

The official promotional copy of the “Visit Japan” Campaign is “Japan. Endless Discovery.” To promote tourism to Japan in overseas markets, the Japan Tourism Agency (JTA) has formulated the following application procedures and permission criteria regarding the authorized use of this copy and its associated logo. The procedures include a list of frequently asked questions, and answers to those questions.

Also, the JTA has made a design manual (attached) for the use of the copy and logo. We encourage you to use them actively in your efforts to promote tourism to Japan.

#### Details

##### **[Procedures for applying to use of the copy and logo]**

1. Visit the website of the JTA at

[http://www.mlit.go.jp/kankocho/en/page01\\_000004.html](http://www.mlit.go.jp/kankocho/en/page01_000004.html).

Go to the page titled “The ‘Visit Japan’ Campaign promotional copy and logo in overseas markets.”

Find the details and make an application by sending an application e-mail to [katori-s274@mlit.go.jp](mailto:katori-s274@mlit.go.jp). The application e-mail must include the following: 1) the purpose of use, 2) drawings showing how the copy and logo will be used (if the copy and logo are to be used on media, then specify the name of those media), 3) the duration of use, 4) a contact person (name, position, contact info (address, phone, fax and e-mail) and 5) an outline of your businesses (format unspecified).

Regarding #2 (“drawings showing how the copy and logo will be used”), take a low-resolution image from the website of JTA, make a design drawing(s) and send it to us in PDF format. The size and color of the copy and logo as they will appear need to be clearly indicated. Regarding #5 (“an outline of your businesses”), the JTA cannot visit your website, for reasons of security. Please attach your information in PDF format with you e-mail.

2. After examining your application, the person in charge at the JTA will make a determination as to whether your application is approved. Once the copy and logo have been used in your publication, please send us photos that show how the copy and logo have been used.

**[FAQs on the use of the “Visit Japan” Campaign promotional copy and logo in overseas markets]**

## **DESIGN**

Q1: Can we overlap other logos or images with the JTA copy and/or logo?

A1: You must not overlap these, but you can place them close each other. Please send us detailed design drawings that show how the copy and logo will be used. We will make a determination based on your design drawings.

Q2: Can we use colors other than those specified in the manual?

A2: No. Only the color patterns shown in the attached manual will be accepted.

Q3: Do you have promotional copy in other languages?

A3: No. There are no versions in any other languages. We appreciate your using the English copy.

Q4: Can we use only the logo without the copy?

A4: In principal, the promotional copy and logo should be used together. However, depending on the design, use of just the logo may be acceptable. Please send us detailed design drawings that clearly indicate how the logo is to be used.

Q5 Can we enlarge the copy part without enlarging the logo part?

A6: Yes, you can make the copy part larger or smaller than the logo part. However, you must keep the relative location of the copy and the logo.

Q6: Can we add a border around the logo to make it stand out?

A6: Yes you can, as long as the border does not overlap with the logo.

Q7: Can we change the white color inside the red circle of the logo to a background color?

A7: No. You must use the original white color.

## **USE**

Q1: Can the copy and logo be used for the promotional material/tools of a company?

A1: As long as the copy and logo are used to promote tourism to Japan, their use in a company's promotional materials/tools may be acceptable. However, such judgment will be made on a case-by-case basis. Please send us your detailed design drawings for our determination.

Q2: Can the copy and logo be used on gift wrapping for souvenirs targeting visitors to Japan?

A2: As long as the copy and logo are used for to promote to Japan, their use on gift wrapping may be acceptable. However, such judgment will be made on a case-by-case basis. Please send us your detailed design drawings for our determination.

Q3: Can the copy and logo are used for T-shirts targeting visitors to Japan?

A3: Although the use of the copy and logo may be approved for wrapping paper, when the use of the copy and logo on merchandise may cause misunderstanding that the merchandise is an official/approved good of the JTA, the use of the copy and logo may not be granted. However, such judgment will be made on a case-by-case basis. Please send us your detailed design drawings for our determination.

Q4: Can the copy and logo be used in TV commercials?

A4: Yes, you can use them in TV commercials.

Q5: Can the copy and logo be used for promotional activities conducted abroad?

A5: Yes, you can use them abroad.

## **PROCEDURES**

Q1: Our client requested to use the copy and logo. What should we do?

A1: The business that actually uses the copy and logo must apply for the permission.  
A liaison cannot apply for use.

**[For more inquiries on the use of the promotional copy and logo, please e-mail us at [katori-s274@mlit.go.jp](mailto:katori-s274@mlit.go.jp).**