Mercari Group
SERVICE LOGOTYPE

DEFINITION

The Mercari Group Brand Guidelines (hereinafter referred to as "guidelines") define the fundamental rules for using the service name and logotype, as well as other logo usage rules, of Mercari, Merpay, and the various other services provided by Mercari Group.

Those who wish to use Mercari Group logos (hereinafter referred to as "users") may do so free of charge and without requesting permission from Mercari Group only if the usage falls within the scope defined by the logo usage rules and strictly adheres to the guidelines.
By using Mercari Group logos, users consent to the logo usage rules and guidelines.
All rights to Mercari Group logos belong to Mercari Group.
Mercari Group reserves the right to update the guidelines at any time without prior notice at its sole discretion.
Updated guidelines will be published in the appropriate location on our website and will be effective as of publishing. By continuing to use Mercari Group logos after the guidelines have been updated, users consent to the updated guidelines.

Prohibited acts

- Altering, modifying, or transforming Mercari Group logos
- Using Mercari Group logos as a part of another company's product name, service name, trademark, logo, company name, etc.
- Using Mercari Group logos in a manner that defames or damages the reputation of Mercari Group or its services
- Using Mercari Group logos in media containing content related to illegal activity or anti-social forces, that is obscene, or that goes against public order and morals
- Other usages of Mercari Group logos that are deemed inappropriate by Mercari Group

Note: As a general rule, the logo data may not be altered, modified, or transformed and is to be used in its original form.

Primary Logo

The Mercari service logo is a combination of the symbol mark and logotype. There are two versions—the primary logo and the secondary logo. In general, please use the primary logo.

The primary logo has a horizontal type and a vertical type.
Always use the original logo from the downloaded file, and do not alter, modify, or transform the logo.

Horizontal

Vertical

Horizontal

Vertical

Secondary Logo

This is the secondary logo for the Mercari service. In general, we recommend using the primary logo. However, in the case that a monochrome logo is more appropriate for the usage/medium, please use the secondary logo.

The secondary logo has a horizontal type and a vertical type.

Always use the original logo from the downloaded file, and do not alter, modify, or transform the logo.

Horizontal
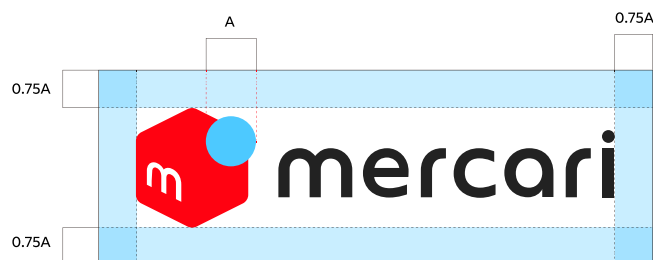
Vertical

Horizontal

Vertical

Clear Space

To ensure visibility and independence of our logos, we have a defined clear space for all Mercari service logos.
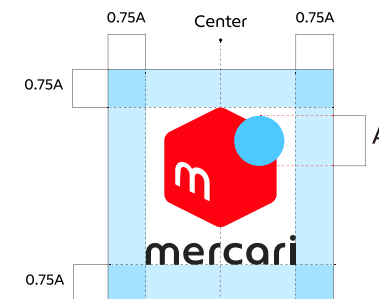
Placing any other elements inside of the clear space is not allowed.

For the vertical logos and symbol mark, including the blue circle when defining the center causes the logotype to look improperly aligned, so we define the center of the symbol mark as the center of the hexagon.

Primary / Secondary Horizontal Type

A

0.75A

0.75A

0.75A

Primary / Secondary Vertical Type

0.75A   Center   0.75A

0.75A

A

0.75A

Minimum Size

The use of sizes below the minimum size is not permitted in order to ensure that the logos retain their legibility.
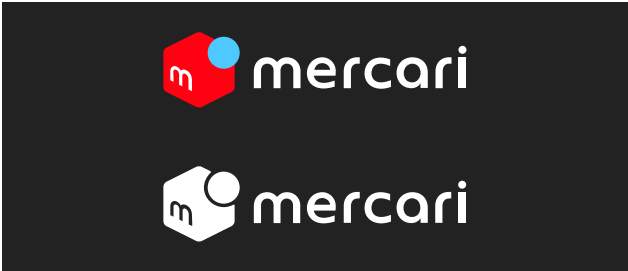
We use 72 dpi as a standard.

128px / 25mm

64px / 10.5mm

Logo Colors

There are four logo colors used in the Mercari service logo.

Logo Color Codes

mercari Red				
RGB	HEX	CMYK	PANTONE	DIC
255 2 17	#FF0211	0 95 95 0	185 C	156

mercari Blue				
RGB	HEX	CMYK	PANTONE	DIC
77 201 255	#4DC9FF	60 5 0 0	292 C	2187

mercari White				
RGB	HEX	CMYK	PANTONE	DIC
255 255 255	#FFFFFF	0 0 0 0	000 C	White

mercari Black				
RGB	HEX	CMYK	PANTONE	DIC
34 34 34	#222222	0 0 0 100	Black C	582

Logo Colors

When using the Mercari service logo, we generally recommend using the primary logo on a Mercari White background, but when it's not possible to use the primary logo due to printing/display limitations, use the secondary logo if appropriate for the usage/medium.

Primary logo

mercari

mercari

Secondary logo

mercari

mercari

mercari

mercari

Collaborations and Partnerships

To ensure visibility and independence of our logos, we have a defined clear space between Mercari's logos and partner company logos. Placing any other elements inside of the clear space is not allowed.

As an example, when using the vertical bar | to represent collaboration, as long as you maintain the clear space between the logos, you can change the size of the vertical bar as you'd like.

You may also use an X instead of a vertical bar.
In certain cases, you may put the logos side by side without | or X.

Horizontal

Example: 50% scale

Example: 50% scale, using an X

Vertical
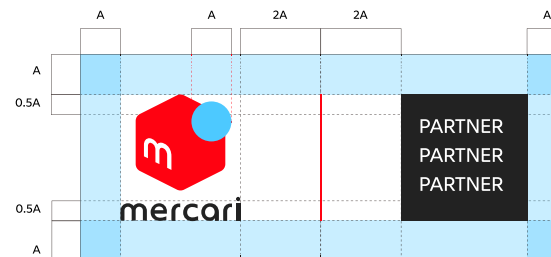
Example: 50% scale

Example: 50% scale, using an X

Primary Logo

The Mercari Shops service logo is a combination of the symbol mark and logotype. There are two versions—the primary logo and the secondary logo. In general, please use the primary logo.

The primary logo has a horizontal type and a vertical type.
Always use the original logo from the downloaded file, and do not alter, modify, or transform the logo.

Horizontal

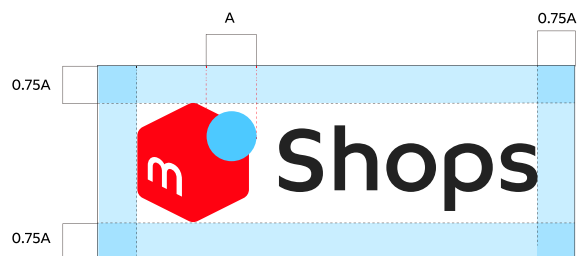
Vertical

Horizontal

Vertical

Secondary Logo

This is the secondary logo for the Mercari Shops service.
In general, we recommend using the primary logo. However, in the case that a monochrome logo is more appropriate for the usage/medium, please use the secondary logo.

The secondary logo has a horizontal type and a vertical type.

Always use the original logo from the downloaded file, and do not alter, modify, or transform the logo.

Horizontal

Vertical

Horizontal

Vertical

Clear Space

To ensure visibility and independence of our logos, we have a defined clear space for all Mercari Shops logos.
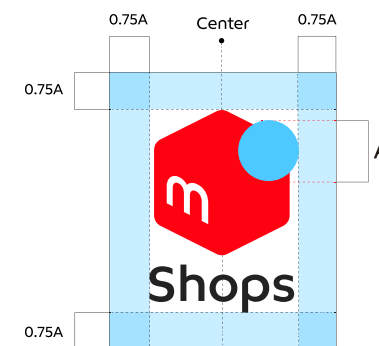
Placing any other elements inside of the clear space is not allowed.

For the vertical logos and symbol mark, including the blue circle when defining the center causes the logotype to look improperly aligned, so we define the center of the symbol mark as the center of the hexagon.

A

0.75A

0.75A

0.75A

0.75A

Center

0.75A

0.75A

A

0.75A

Shops

Shops

Minimum Size

The use of sizes below the minimum size is not permitted in order to ensure that the logos retain their legibility.

We use 72 dpi as a standard.

87px / 16mm

52px / 8.5mm

Logo Colors

There are four logo colors used in the Mercari Shops service logo.

Logo Color Codes

mercari Red				
RGB	HEX	CMYK	PANTONE	DIC
255 2 17	#FF0211	0 95 95 0	185 C	156

mercari Blue				
RGB	HEX	CMYK	PANTONE	DIC
77 201 255	#4DC9FF	60 5 0 0	292 C	2187

mercari White				
RGB	HEX	CMYK	PANTONE	DIC
255 255 255	#FFFFFF	0 0 0 0	000 C	White

mercari Black				
RGB	HEX	CMYK	PANTONE	DIC
34 34 34	#222222	0 0 0 100	Black C	582

Logo Colors

When using the Mercari Shops service logo, we generally recommend using the primary logo on a Mercari White background, but when it's not possible to use the primary logo due to printing/display limitations, use the secondary logo if appropriate for the usage/medium.

Primary logo

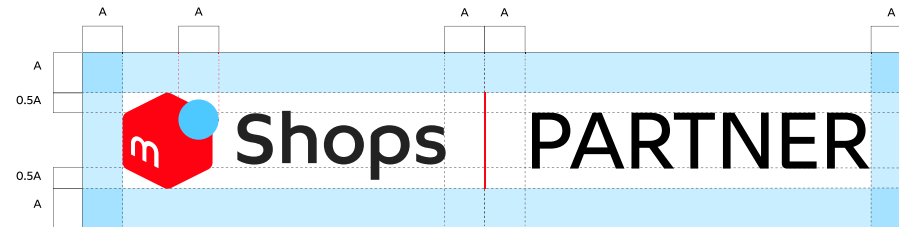Secondary logo

Collaborations and Partnerships

To ensure visibility and independence of our logos, we have a defined clear space between Mercari Shops logos and partner company logos. Placing any other elements inside of the clear space is not allowed.

As an example, when using the vertical bar | to represent collaboration, as long as you maintain the clear space between the logos, you can change the size of the vertical bar as you'd like.

You may also use an X instead of a vertical bar.
In certain cases, you may put the logos side by side without | or X.

Horizontal

Example: 50% scale

Example: 50% scale, using an X

Vertical
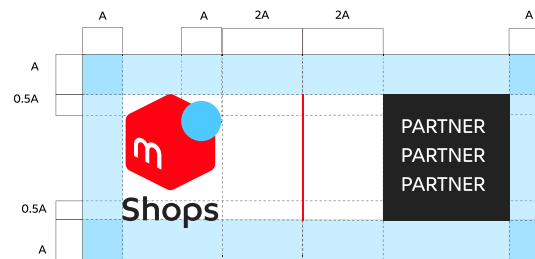
Example: 50% scale

Example: 50% scale, using an X

Primary Logo

The Merpay service logo is a combination of the symbol mark and logotype. There are two versions—the primary logo and the secondary logo. In general, please use the primary logo.

The primary logo has a horizontal type and a vertical type.
Always use the original logo from the downloaded file, and do not alter, modify, or transform the logo.
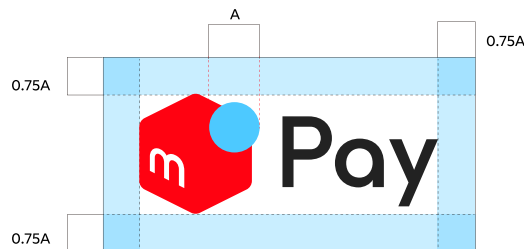
Horizontal

Vertical

Horizontal

Vertical

Secondary Logo

This is the secondary logo for the Merpay service. In general, we recommend using the primary logo. However, in the case that a monochrome logo is more appropriate for the usage/medium, please use the secondary logo.

The secondary logo has a horizontal type and a vertical type.

Always use the original logo from the downloaded file, and do not alter, modify, or transform the logo.

Horizontal

Vertical

Horizontal

Vertical

Clear Space

To ensure visibility and independence of our logos, we have a defined clear space for all Merpay logos.

Placing any other elements inside of the clear space is not allowed.

For the vertical logos and symbol mark, including the blue circle when defining the center causes the logotype to look improperly aligned, so we define the center of the symbol mark as the center of the hexagon.
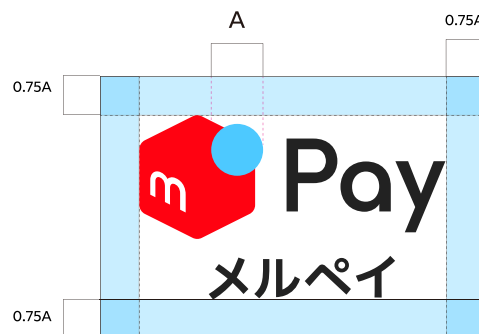
Primary / Secondary Horizontal Type

Primary / Secondary Vertical Type
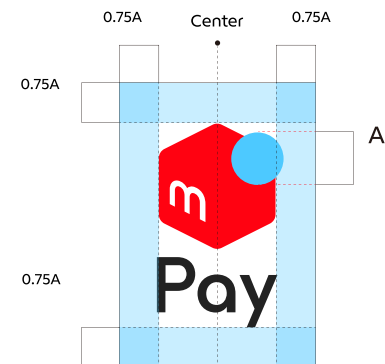
カタカナ付き Horizontal

Minimum Size

The use of sizes below the minimum size is not permitted in order to ensure that the logos retain their legibility.

We use 72 dpi as a standard.

Primary / Secondary Horizontal Type

96px / 16mm

Primary / Secondary Vertical Type

32px / 10mm

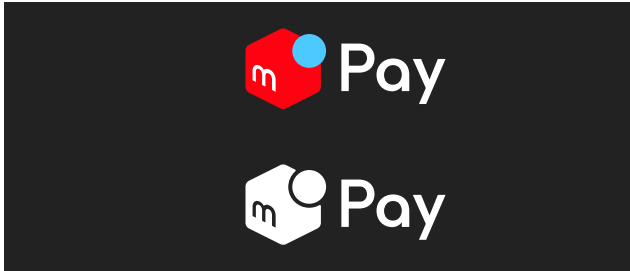Horizontal Type 1 & Type 2 with Katakana

224px / 30mm

128px / 18mm

Logo Colors

There are four logo colors used in the Merpay service logo.

Logo Color Codes

mercari Red					mercari Blue				
RGB	HEX	CMYK	PANTONE	DIC	RGB	HEX	CMYK	PANTONE	DIC
255 2 17	#FF0211	0 95 95 0	185 C	156	77 201 255	#4DC9FF	60 5 0 0	292 C	2187

| mercari White					mercari Black				
RGB	HEX	CMYK	PANTONE	DIC	RGB	HEX	CMYK	PANTONE	DIC
255 255 255	#FFFFFF	0 0 0 0	000 C	White	34 34 34	#222222	0 0 0 100	Black C	582

Logo Colors

When using the Merpay service logo, we generally recommend using the primary logo on a Mercari White background, but when it's not possible to use the primary logo due to printing/display limitations, use the secondary logo if appropriate for the usage/medium.

Primary logo
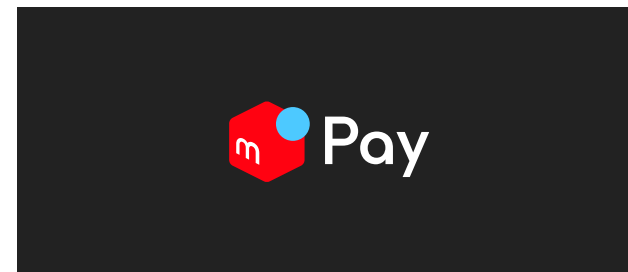
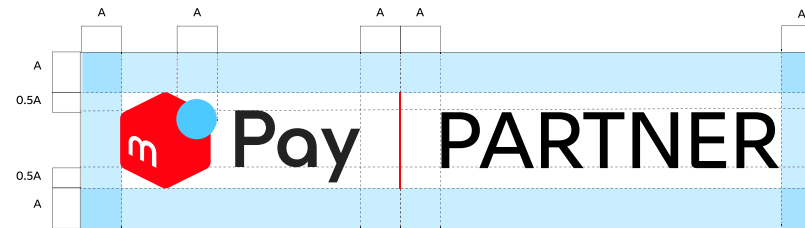

Secondary logo
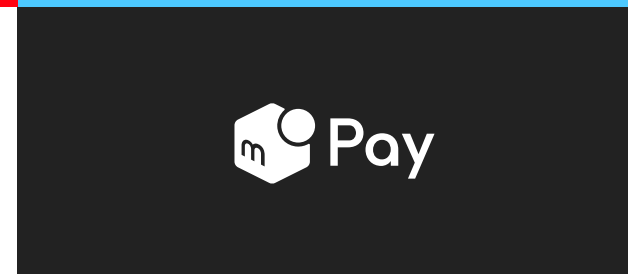
Collaborations and Partnerships

To ensure visibility and independence of our logos, we have a defined clear space between Merpay's logos and partner company logos. Placing any other elements inside of the clear space is not allowed.

As an example, when using the vertical bar | to represent collaboration, as long as you maintain the clear space between the logos, you can change the size of the vertical bar as you'd like.

You may also use an X instead of a vertical bar.
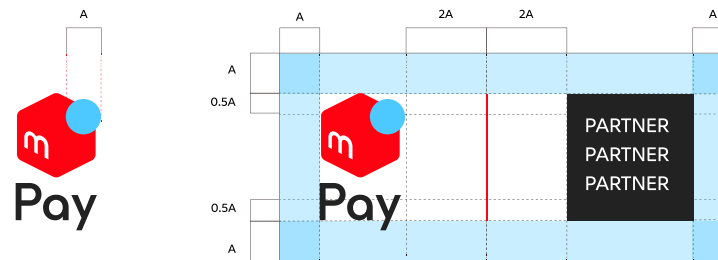In certain cases, you may put the logos side by side without | or X.

Horizontal

Example: 50% scale

Example: 50% scale, using an X

Vertical

Example: 50% scale

Example: 50% scale, using an X

Primary Logo

The Mercari Mobile service logo is a combination of the symbol mark and logotype. There are two versions—the primary logo and the secondary logo. In general, please use the primary logo.

The primary logo has a horizontal type and a vertical type.
Always use the original logo from the downloaded file, and do not alter, modify, or transform the logo.

Horizontal

Vertical

Horizontal

Vertical

Secondary Logo

This is the secondary logo for the Mercari Mobile service.
In general, we recommend using the primary logo. However, in the case that a monochrome logo is more appropriate for the usage/medium, please use the secondary logo.

The secondary logo has a horizontal type and a vertical type.

Always use the original logo from the downloaded file, and do not alter, modify, or transform the logo.
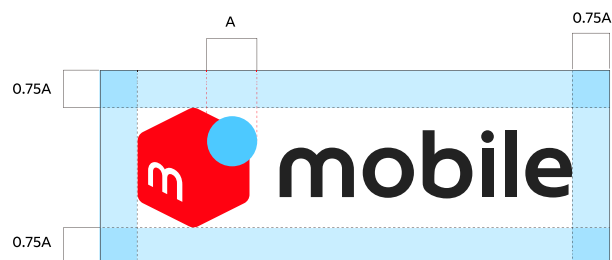
Horizontal

Vertical

Horizontal

Vertical

Clear Space

To ensure visibility and independence of our logos, we have a defined clear space for all Mercari Mobile service logos.
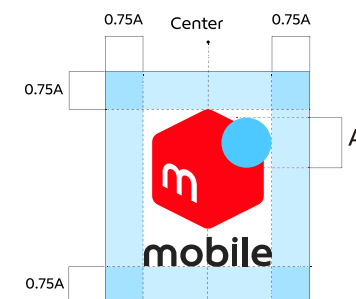
Placing any other elements inside of the clear space is not allowed.

For the vertical logos and symbol mark, including the blue circle when defining the center causes the logotype to look improperly aligned, so we define the center of the symbol mark as the center of the hexagon.

Primary / Secondary Horizontal Type
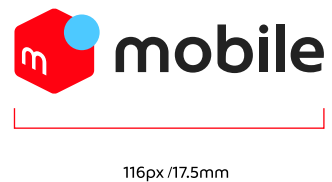

Primary / Secondary Vertical Type

Minimum Size

The use of sizes below the minimum size is not permitted in order to ensure that the logos retain their legibility.
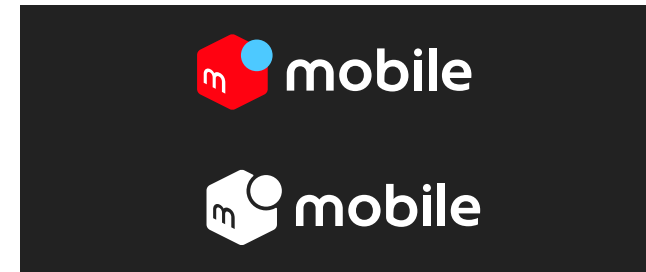
We use 72 dpi as a standard.

116px /17.5mm

48px / 9mm

Logo Colors

There are four logo colors used in the Mercari Mobile service logo.

Logo Color Codes

mercari Red				
RGB	HEX	CMYK	PANTONE	DIC
255 2 17	#FF0211	0 95 95 0	185 C	156

mercari Blue				
RGB	HEX	CMYK	PANTONE	DIC
77 201 255	#4DC9FF	60 5 0 0	292 C	2187

mercari White				
RGB	HEX	CMYK	PANTONE	DIC
255 255 255	#FFFFFF	0 0 0 0	000 C	White

mercari Black				
RGB	HEX	CMYK	PANTONE	DIC
34 34 34	#222222	0 0 0 100	Black C	582

Logo Colors

When using the Mercari Mobile service logo, we generally recommend using the primary logo on a Mercari White background, but when it's not possible to use the primary logo due to printing/display limitations, use the secondary logo if appropriate for the usage/medium.

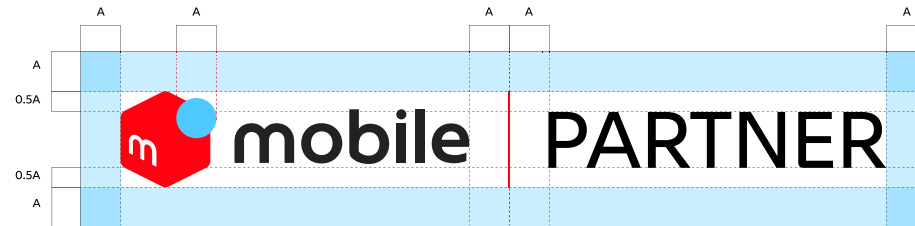Primary logo

Secondary logo

Collaborations and Partnerships

To ensure visibility and independence of our logos, we have a defined clear space between Mercari Mobile's logos and partner company logos. Placing any other elements inside of the clear space is not allowed.

As an example, when using the vertical bar | to represent collaboration, as long as you maintain the clear space between the logos, you can change the size of the vertical bar as you'd like.

You may also use an X instead of a vertical bar.
In certain cases, you may put the logos side by side without | or X.
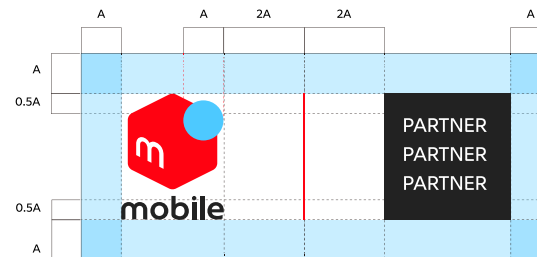
Horizontal

Example: 50% scale

Example: 50% scale, using an X

Vertical

Example: 50% scale

Example: 50% scale, using an X

Primary Logo

The Mercari NFT service logo is a combination of the symbol mark and logotype. There are two versions—the primary logo and the secondary logo. In general, please use the primary logo.

The primary logo has a horizontal type and a vertical type.
Always use the original logo from the downloaded file, and do not alter, modify, or transform the logo.

Horizontal

Vertical

Horizontal

Vertical

Secondary Logo

This is the secondary logo for the Mercari NFT service.
In general, we recommend using the primary logo. However, in the case that a monochrome logo is more appropriate for the usage/medium, please use the secondary logo.

The secondary logo has a horizontal type and a vertical type.
Always use the original logo from the downloaded file, and do not alter, modify, or transform the logo.

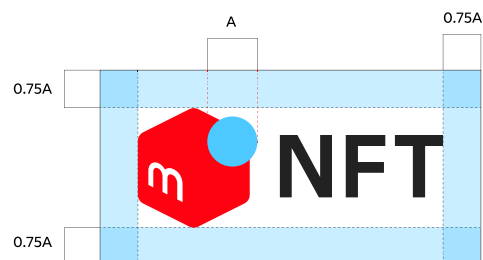Horizontal

Vertical

Horizontal

Vertical

Clear Space

To ensure visibility and independence of our logos, we have a defined clear space for all Mercari NFT service logos.
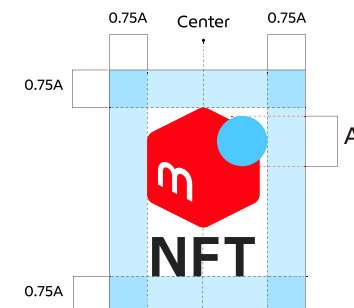
Placing any other elements inside of the clear space is not allowed.

For the vertical logos and symbol mark, including the blue circle when defining the center causes the logotype to look improperly aligned, so we define the center of the symbol mark as the center of the hexagon.

Primary / Secondary Horizontal Type
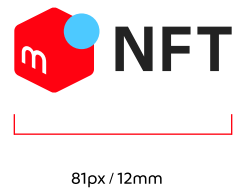

Primary / Secondary Vertical Type

Minimum Size

The use of sizes below the minimum size is not permitted in order to ensure that the logos retain their legibility.

We use 72 dpi as a standard.

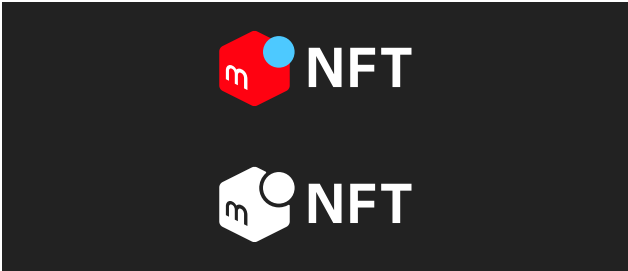Primary / Secondary Horizontal Type

Primary / Secondary Vertical Type

81px / 12mm

45px / 8.5mm

Logo Colors

There are four logo colors used in the Mercari NFT service logo.

Logo Color Codes

mercari Red				
RGB	HEX	CMYK	PANTONE	DIC
255 2 17	#FF0211	0 95 95 0	185 C	156

mercari Blue				
RGB	HEX	CMYK	PANTONE	DIC
77 201 255	#4DC9FF	60 5 0 0	292 C	2187

mercari White				
RGB	HEX	CMYK	PANTONE	DIC
255 255 255	#FFFFFF	0 0 0 0	000 C	White

mercari Black				
RGB	HEX	CMYK	PANTONE	DIC
34 34 34	#222222	0 0 0 100	Black C	582

Logo Colors

When using the Mercari NFT service logo, we generally recommend using the primary logo on a Mercari White background, but when it's not possible to use the primary logo due to printing/display limitations, use the secondary logo if appropriate for the usage/medium.

Primary logo
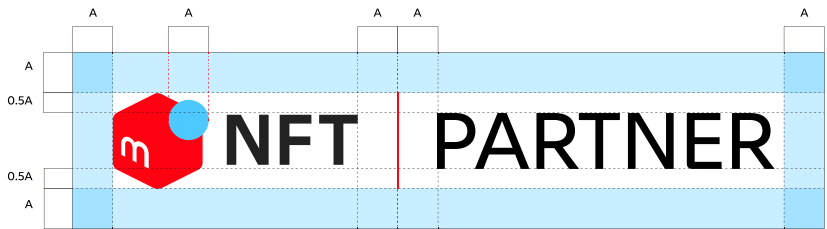
Secondary logo

Collaborations and Partnerships

To ensure visibility and independence of our logos, we have a defined clear space between Mercari NFT's logos and partner company logos. Placing any other elements inside of the clear space is not allowed.

As an example, when using the vertical bar | to represent collaboration, as long as you maintain the clear space between the logos, you can change the size of the vertical bar as you'd like.

You may also use an X instead of a vertical bar.
In certain cases, you may put the logos side by side without | or X.
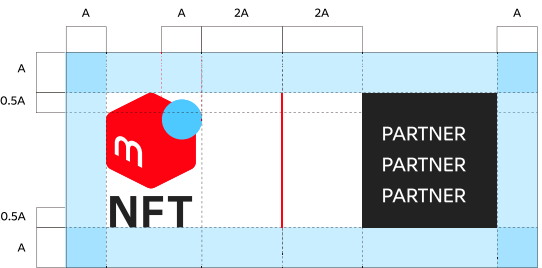
Horizontal

Example: 50% scale

Example: 50% scale, using an X

Vertical

Example: 50% scale

Example: 50% scale, using an X