



## TOKYO 2025 DEAFLYMPICS Emblem Usage Guidelines

Organising Committee of 2025 Summer Deaflympics,  
Japanese Federation of the Deaf

Revised, 21st January 2025

## ■ Introduction

The TOKYO 2025 DEAFLYMPICS Emblem Usage Guideline (hereinafter the 'Guidelines') are established to ensure that the Emblem of the Games (hereinafter the 'Emblem') is used correctly.

## ■ Organisations permitted to use the Emblem

The organisations and groups permitted to use the Emblem are as follows.

- The following three organisations that operate the Deaflympics mainly (hereafter the 'Organising Bodies')
  - The Organising Committee of 2025 Summer Deaflympics established in the Japanese Federation of the Deaf (hereinafter the 'OC TOKYO 2025')
  - Tokyo Metropolitan Government Bureau of Citizens, Culture and Sports (hereinafter the 'Tokyo Metropolitan Government')
  - Tokyo Sport Benefits Corporation (hereinafter the 'Corporation')
- Other organisations, groups, or projects approved for use by the OC TOKYO 2025.

If you wish to use the Emblem, please submit your application below.

Application for use of the TOKYO 2025 DEAFLYMPICS Emblem

<https://forms.gle/B2njQhJAbQASHvzC8>

It takes about one week from application to approval, so please apply well in advance.



Application for use of  
the TOKYO 2025  
DEAFLYMPICS Emblem.

## ■ Approval for use

The following procedures are required to use the Emblem.

1. An application for use of the Emblem must be submitted to the OC TOKYO 2025.
2. An application must be submitted in the prescribed form for each project for which the Emblem is to be used, and must be approved by the OC TOKYO 2025.
3. The basic principles must be observed when using the Emblem.
4. The term of using the Emblem's intellectual property in accordance with the Guidelines shall expire when the OC TOKYO 2025 is dissolved. After the OC TOKYO 2025 is dissolved, please contact the Japanese Federation of the Deaf.

### **【Contact for inquiries about applications for use】**

(contact of OC TOKYO 2025)

Emblem Office,  
Organising Committee of 2025 Summer Deaflympics,  
Japanese Federation of the Deaf  
(e-mail) dp2025\_emblem@jfd.or.jp

## Basic principles

1. The use must be within the scope of contributing to the TOKYO 2025 DEAFLYMPICS.
2. Not to be used in a misleading manner.
3. Not to be used for commercial purposes.  
*\*This does not apply to sponsors.*
4. Not to be used for political, religious or **other (political parties, religious PR, electioneering, etc.)** specific advocacy purposes.  
*\*We may accept reports of activities based on facts (such as participation in Deaflympics-related events) or introduction of the Deaflympics themselves. Please contact us for individual confirmation.*

It is not permitted if the use of the Emblem is

- in a layout that does not comply with the guidelines.
- on documents or goods that look as if the OC TOKYO 2025 has prepared them.
- for purposes contrary to the public interest.
- for any act that disparages the Deaflympics
- for imitating official goods.
- for personal use

# Application process

Planning

Drafting a manuscript

\*When you draft a manuscript, please use the emblem data on the Deaflympics website as a temporary image and prepare a manuscript (layout) that shows how the emblem is used.

<https://www.deaflympics2025.com/en/brand/emblem>

Application via Google Form or application form

- The application must be accompanied by a draft plan and a draft manuscript.
- If you apply via the Google Form, you will automatically receive an email with your application number immediately afterwards.  
\*If you do not receive any emails, please check that the email address you have entered is correct.
- It takes about a week to receive an approval/disapproval email for your application number.
- In principle, applications should be submitted via Google Form. However, if you have difficulty submitting via Google Form, please contact the OC TOKYO 2025.

Review

Approval

• We will send you an approval email, which contains the official emblem data (.ai or .jpg) .

Disapproval

We will send you a disapproval email, which contains a reason for disapproval.  
\*Please re-apply if necessary.

## ■ Principles of use

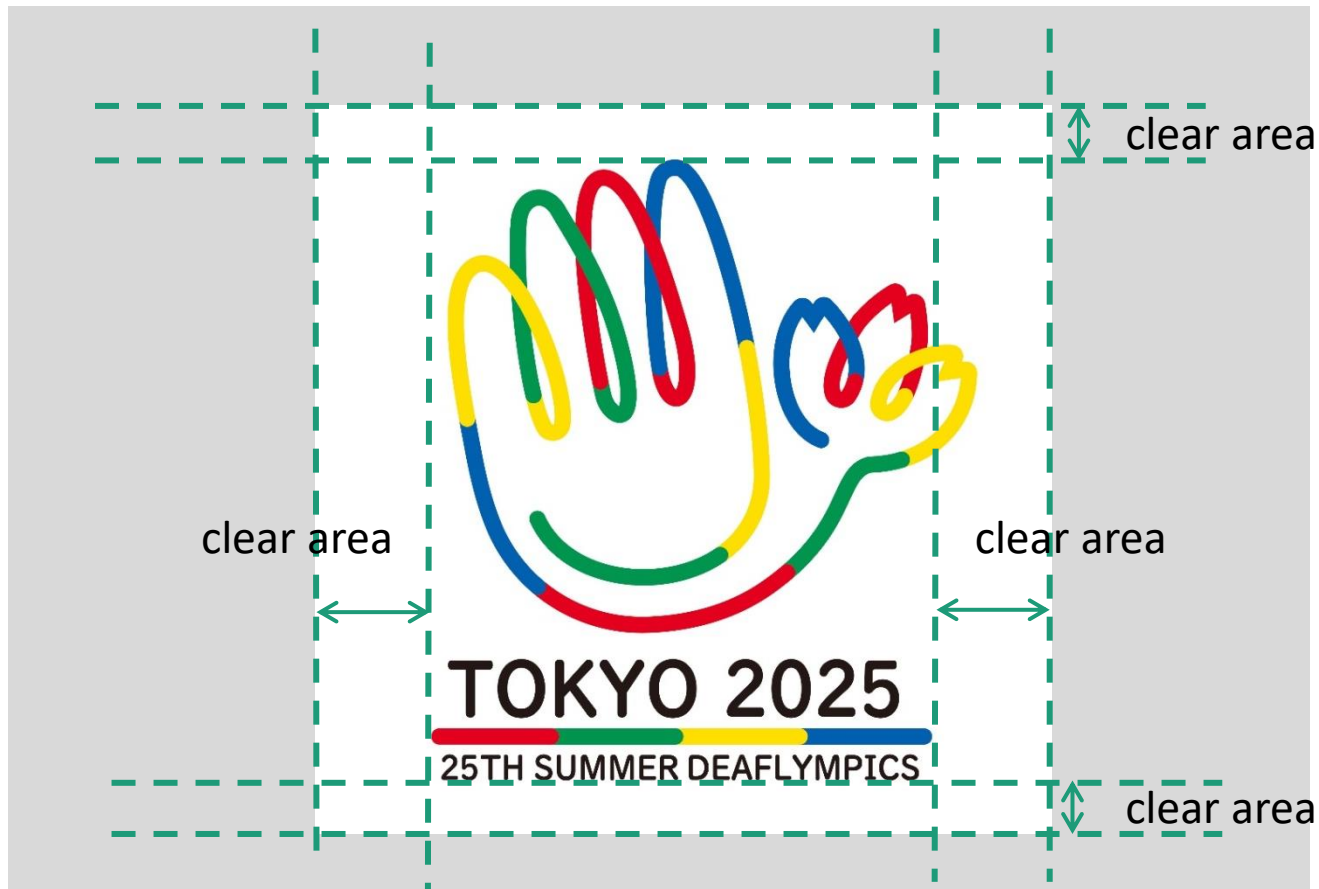
Basically, the Emblem should be used in full colour on a white background. Do not alter the margins of the data provided. Certain spaces between the Emblem and the other elements are important so that the Emblem can be recognised correctly.



## ■ Clear area

In order for the Emblem to be recognised correctly, it is important to leave a certain distance between it and other elements. This minimum distance that must be observed is called 'Clear area.'

Please use the data provided by the OC TOKYO 2025 as it is. Please do not remove the clear area.



## ■ Colour guide

Basically, the Emblem should be displayed in full colour on a white background. When printing, please specify the following CMYK values or use the Emblem data sent with the approval e-mail.

However, if it is difficult to display in full colour due to media or printing restrictions, a monochrome Emblem is also possible.

If you apply for permission to use the monochrome Emblem, the OC TOKYO 2025 will contact you with note about using the monochrome Emblem in addition to granting permission to use it.



**TOKYO 2025**  
25TH SUMMER DEAFLYMPICS

Blue - PMS 293



Four-color process:  
Cyan 100%  
Magenta 56%  
Yellow 0%  
Black 0%

Yellow - PMS 108



Four-color process:  
Cyan 2%  
Magenta 11%  
Yellow 100%  
Black 0%

Green - PMS 355



Four-color process:  
Cyan 100%  
Magenta 0%  
Yellow 91%  
Black 6%

Red - PMS 485



Four-color process:  
Cyan 0%  
Magenta 100%  
Yellow 91%  
Black 0%

## ■ Background colour

Basically, the Emblem should be displayed in full colour on a white background. However, if it is displayed on a photo or coloured background, a boxed emblem or another appropriate manner should be used.



Example of a full-colour Emblem on a white background



When displaying the Emblem in full colour on a “coloured background”, use the boxed emblem.

\*“coloured background” includes coloured paper, such as recycled paper.



## ■ Incorrect usage

The following examples show common incorrect usage of the Emblem.

When displaying the Emblems incorrectly, the brand value of the Emblem is damaged. In addition, combining the DEAFLYMPICS Emblem with a logo or name of another organisation or placing them very close to each other can mislead people into believing that there is a relationship between that organisation and the TOKYO 2025 DEAFLYMPICS. Therefore, please do not display the Emblem inappropriately, as in the following examples.



Do not deform the Emblem, such as changing the proportions of the length and width of the Emblem.



Do not incline the Emblem.



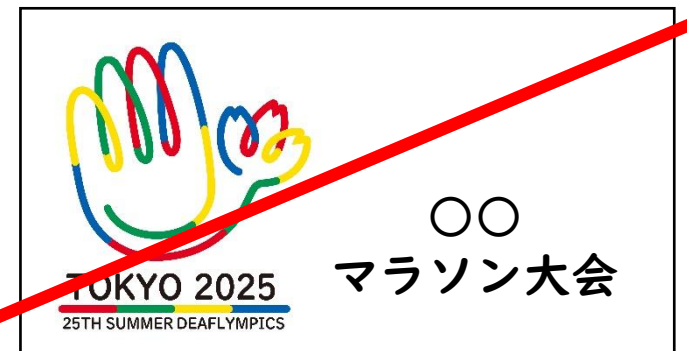
Do not change the original colour of the Emblem.



Do not add shadows or frames to the Emblem.



Do not combine the Emblem with the mark of a other organization or place them very close to each other.



Do not place the Emblem very close to other event titles.

## ■ Examples of the Emblem on flyers and posters etc.



1. The Emblem and other logos must be placed at a certain distance from each other.
2. Media that display the Emblem must contain content related to the TOKYO 2025 DEAFLYMPICS.
3. The names of the organisations that created the flyers and the Deaflympics Emblem will be displayed at a distance from each other. So that it becomes clear that the two are separate entities.
4. In principle, when using the Emblem alone, include the notation "Emblem of the TOKYO 2025 DEAFLYMPICS". In addition, please be sure to secure Clear area.

※1

※2

※3

※Information other than the Emblem, such as event title, date and time, are dummies.

Example



TOKYO 2025 DEAFLYMPICS Emblem

## ■ Notice

1. When using the name of the Games, please use the correct name. Please do not use incorrect names such as the following examples.

Incorrect examples: 2025 Tokyo Deaflympics, 2025 Deaflympics

### 【Name of the Games】

<b>Official Name</b>	Japanese	第25回夏季デフリンピック競技大会 東京2025
	English	25th Summer Deaflympics Tokyo 2025
<b>Abbreviations</b>	Japanese	東京2025デフリンピック
	English	TOKYO 2025 DEAFLYMPICS