

Cloud Profiling Radar Logo Guidelines



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1. Concept

CPR (Cloud Profiling Radar) is the radar to observe clouds from the satellite orbit. It is the world's first radar which has characteristics of measuring the ascending and descending velocity of cloud particles from space.

EarthCARE carrying CPR is designed to observe the distribution and the three-dimensional structures of clouds and aerosols with four instruments. This mission aims to reduce predictive errors of the climate change, as well as to promote better understanding about clouds and aerosols which is one of factors of the climate change. CPR will contribute to the challenge that the world's first observation using the leadingedge Japanese science technology helps the environment of earth.

The whole shape of CPR Logo expresses "Cloud". The red dot is the image of the national flag of Japan and the figure of CPR. It expresses that CPR is moving on the orbit. This logo expresses that CPR is an instrument specialized in cloud observation.



Logo in Japanese



雲プロファイリングレーダ

Logo in English



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2. Color

The logo color is set to emphasize the originality by visualizing its concept. These two colors always must be used under this guidelines.



Red Color



Spot Color
PANTONE 186

CMYK
M100 Y100

RGB
R 204 G 0 B 0

Web
#CC0000

Other Color



Spot Color
BLACK

CMYK
K100

RGB
R 0 G 0 B 0

Web
#000000

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3. Back Ground Color

The logo must be shown clearly referring to the examples. Please choose background colors that provide sufficient contrast. These examples may be used as a rough guide for a balance of colors of the logo and the background, because there are some differences in colors due to the paper quality or the ink concentration.

Full color positive



Full color Negative



Black & White Positive



Black & White Negative



color



Black & white



K 20



K 40



K 60



K 80

4. Isolation Area / Minimum Size

Minimum Isolation Area

The minimum isolation area is required around CPR Logo as the illustration to leave a space between CPR Logo and other elements.

Minimum Logo Size

The minimum CPR Logo size is required as the illustrations.

Logo shown on Print Materials

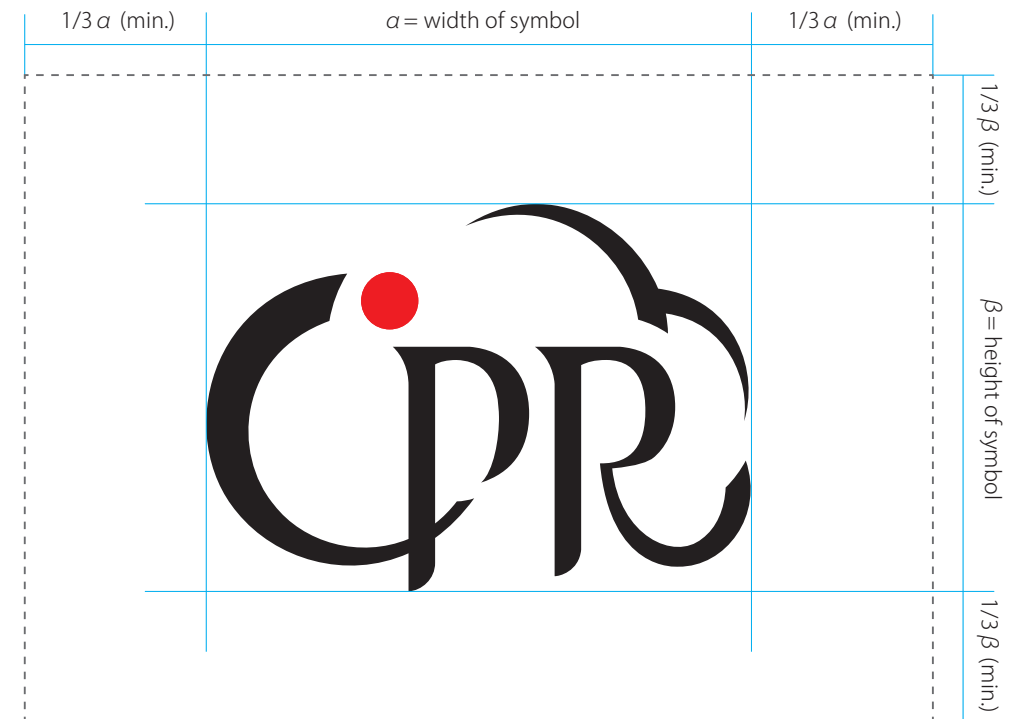
The CPR Logo should never be printed smaller than:

- 14 mm width for CPR Logo only.
- 30 mm width for CPR Logo with text characters.

Logo shown on Other (e.g. Screen)

The CPR Logo should be shown maintaining the original shape of CPR Logo even in small case. If this conditions is satisfied, the minimum size on other than print is not defined.

Minimum Isolation Area



Minimum Size



5. Incorrect Usage

Incorrect usage diminishes a distinctive characteristic of CPR Logo and creates a false image. The logo beyond the guidelines should never be used. Below are examples of incorrect usage.



Do not change the shape of Logo.



Do not change the color of Logo.



Do not display complicated image or pattern as the background.



Do not display Logo on the background which obtain the contrast.



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Do not add the other elements.



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Do not combine with Japanese and English text characters.



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Do not change the font or the color of text characters.



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Do not display the outline view of Logo.