

# ***AJET BRAND GUIDE***



## ***Branding and Identity***

In response to a perceived need to create a clear identity for our organization, AJET launched a new branding initiative on July 15th, 2011. Since then, the organization has operated under strict regulations regarding the public presentation of our content, in order to ensure consistent references across all public channels. Adherence to uniform visual and editorial standards has enabled us to solidify brand recognition, a key element of increasing the visibility of our organization.

AJET also launched a new visual marketing strategy that incorporates these new identity elements. New designs and templates, were added to both the online website and social media channels.

This document provides a comprehensive description of these standards for both internal use, and the use of outside organizations. For the design and editorial community, this manual also contains guidelines for appropriate application of the AJET logo, signage, printed publications, as well as editorial style. Recommendations on how and when to use the tagline, brand promise, and brand drivers, are also included in this manual.

For questions regarding the appropriate use of AJET's identity, please contact [pr@ajet.net](mailto:pr@ajet.net)

Thank you in advance for your co-operation,

*AJET Branding Team*

# ***The Brand***

## **Brand Positioning Statement**

The Association for Japan Exchange and Teaching is a not for profit government relations organization whose aim is to further the goals of the Japan Exchange and Teaching (JET) Programme, and promote grassroots international exchange within Japan. We serve and support the participants of the JET Programme through community activities, the sharing of resources, and the accurate representation of JETs' voice to the world.

## **Brand Promise**

Community, Resource, Voice

## **Brand Drivers**

- » foster connections between JET Participants and Japan
- » serve and support JET Participants
- » represent JET Participants and the Programme to the world

## **Tagline**

Connecting JETs since 1988

## **About our Name**

The official name of our organization is The Association for Japan Exchange and Teaching. However, using the full name is sometimes cumbersome. Therefore, "AJET" is preferable in all but extremely formal usages. "AJET" is an acceptable substitute title used in news releases, feature articles, and publications and on the Web.

Never use "*National AJET*" in place of the title of our organization. "*National*" should only be used when distinguishing the national body apart from its local chapters, as in "*the national AJET council.*" Never use National AJET, A.J.E.T, The Association For JETs, or JET in any publications when referencing the Association for Japan Exchange and Teaching by name.

## ***Brand Architecture***

The Brand Architecture is the structure for managing how AJET represents itself in the international community.

### **Core Brand**

The core brand is the consistent expression of AJET's brand promise, brand drivers, and values based on the use of its logo, icons, and tagline.

### **Brand Divisions**

The Brand Divisions are AJET's three areas of service which contain all projects, initiatives, and public content.

### **Sub Brands**

Having distinctive functions, sub-brands are prominently linked to the core brand while requiring differentiation because they operate independently and provide significantly distinctive services.

- » AJET Local Chapters - AJET local chapters are separate organizations which operate under the principals of the core brand.

### **Independent Brands**

These brands represent a complete departure from the core brand, establishing independent identities that clearly articulate their distinct relationship to AJET.

- » The Japan Exchange and Teaching Alumni Association International (JETAAI)
- » The Japan Exchange and Teaching Alumni Association's local chapters (i.e. JETAA NY, JETAA Sydney, JETAA East Japan)
- » Japan Exchange and Teaching Writers, Interpreters, and Translators group (JETwit)
- » Japan Exchange and Teaching Programme (The JET Programme)

## ***Brand Specifications***

### **CRV**

**Community, Resource, Voice**



### **COMMUNITY**

As a primary support network for the JET Programme, AJET strives to unite participants by offering networking and large scale events opportunities all across Japan, as well as provide the support necessary for participants' well being.



### **RESOURCE**

AJET works to compile news, teaching resources, professional development opportunities, and exclusive offers from corporate sponsors. AJET publications provide JETs with the tools they need to work effectively, as well as a balanced selection of information pertaining to working and living in Japan.



### **VOICE**

AJET is the primary representative body for JETs, and is committed to promoting the value of the Programme, and the achievements of all its participants. Bi-annual survey reports are presented on behalf of JETs to help CLAIR, MEXT, MOFA, and MIC effectively administer the program.

## Visual Identity

These visual guidelines provide specifications for the AJET brand components and brand applications. Please ensure that a consistent identity is presented at all times by following these guidelines carefully. For further information please contact Visual Media or PR & Marketing.

### The brandmark

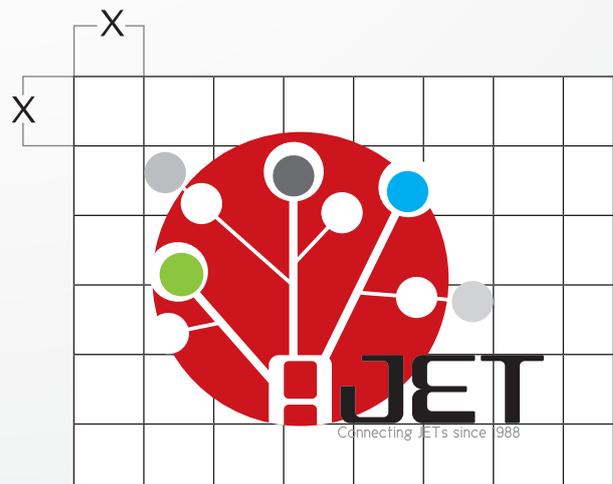
The brandmark is available in a horizontal format only; to ensure quality and consistency is maintained, the brandmark must never be recreated in any way. Correct master files should always be used and are available from Visual Media.

### Colour

The colours specified below make up the AJET brandmark and are the main corporate colours of this brand. Please refer to the section 'colours' on page 7 for more details.

### Clearspace

The AJET brandmark is strongest when surrounded by clear space, so there is nothing to interfere or distract attention from it. Clear space describes the exclusion zone around the brandmark. This zone is the minimum area around the brandmark that must always be kept free of type, or any other graphic element. The exclusion zone is based on the height of "AJET" in the brandmark - represented by X. In ideal circumstances, the clearspace around the brandmark should be greater than that specified here.



## ***Colours***

The AJET brandmark design uses six colours. Colours should be reproduced in their CMYK form to maintain consistency. All AJET collateral are printed in these six colours. The dominant colour in the AJET design is AJET RED (C0 M100 Y100 K15) which works well as an accent colour and can be used in subheadings and page numbers.

AJET BLACK (C0 M0 Y0 K100) can be used for body copy and major headlines.

AJET BLUE (C100 M0 Y0 K0), AJET GREEN (C50 M0 Y100 K0) and AJET GREY 1 (C0 M0 Y0 K70) are support colours used for graphic devices, accent colours and backgrounds. AJET GREY 2 (C0 M0 Y0 K30) is often used as a tint.

<b>AJET RED</b>		C 0 M 100 Y 100 K 0	<b>BLACK</b>		C 0 M 0 Y 0 K 100
<b>AJET BLUE</b>		C 100 M 0 Y 0 K 0	<b>AJET GREY 1</b>		C 0 M 0 Y 0 K 70
<b>AJET GREEN</b>		C 50 M 0 Y 100 K 0	<b>AJET GREY 2</b>		C 0 M 0 Y 0 K 30

## ***Typography***

The following guidelines for typography apply to the AJET brand. AJET use 3 typefaces throughout all publications: the 2 main being, Univers LT Std family, a sanserif font and Baskerville, a serif font.

### Univers LT Std

Univers LT Std (45 Light) typeface is used for body copy across all collateral.

### **Baskerville**

Baskerville typeface is used for both levels of subheadings across all collateral.

### ***Sneakers Script Narrow***

Sneakers Script Narrow typeface is used for major headlines, drop quotes and overview copy.

*NOTE: This font can be substituted in Connect magazine to suit the article subject.*

## ***Sneakers Script Narrow - Paragraph head***

### **Baskerville (SemiBold) - Sub head 2**

### **Baskerville (Regular) - Sub head 3**

Univers LT Std (45 Light) - Body



## Brochure

The Brochure style is used for general information, or high level corporate comms. The brochure is designed in a two column layout. The Brochure style is based on the Magazine style.



**PLEASE CONTACT THE DIRECTOR OF CORPORATE EVENTS FOR UNIVERSITY TABLE PRICES AT CORPEVENTS@AJET.NET**

**CONFERENCE FOR RETURNING JETIs**  
Every February or March  
Pacific Yokohama, Minato Mirai, Yokohama

**Target Market**  
Anticipated attendance of over 600 JETIs who are near the completion of their JET Programme contracts and will be looking for work once the contract has been completed.

JETIs scheduled to finish their tenure on the Programme attend a three-day conference in the Tokyo-Yokohama Area. AJET offers affiliates space at an information fair held on one day during the conference. Here you will gain access to hundreds of qualified employees looking for guidance regarding jobs and higher education inside and outside of Japan. The JET Programme is arguably the most selective exchange and teaching programme in the world. Purchase a table with the AJET Corporate Team and gain firsthand access to these participants, who represent the best of their countries during their time on the JET Programme.

**Investment**  
For rates and details, contact the Director of Corporate Events [corp@ajet.net](mailto:corp@ajet.net)

**Director of Corporate Events**  
**Miriam Rollason**  
General inquiries, Information Fair inquiries, [corp@ajet.net](mailto:corp@ajet.net)

**Director of Corporate Advertising**  
**Amalia Hagan**  
New sponsors, advertising inquiries, [ads@ajet.net](mailto:ads@ajet.net)

**We are proud to offer our sponsors unique access to a group of highly qualified individuals. If you're looking for a broader partnership with National AJET contact [corp@ajet.net](mailto:corp@ajet.net)**

**NOTE**  
1. No direct sales of any kind are permitted at Orientations.  
2. Promotional material is subject to prior approval.

**AJET CONNECT MAGAZINE**

**DIGITAL EDITION**

Written by JETIs, for JETIs, AJET Connect Magazine is the most direct way to connect with JETIs all over Japan. This monthly online magazine features articles on travel destinations and experiences, food recommendations and recipes, and tips for participants hoping to make the most of their time in Japan. Additionally, specific JETI projects and nonprofit partner initiatives are highlighted. AJET Connect includes suggestions for Japanese language acquisition as well as teaching/classroom recommendations. Advertisements are placed in the magazine according to genre and type to maximize advertising potential.

**Ad rates (per ad)**  
Premium page ¥40,000 (first page after cover)  
Full-page ¥30,000  
Half-page ¥20,000

**For specific ad placement requests, contact [ads@ajet.net](mailto:ads@ajet.net)**

**SPECIAL PRINT EDITIONS**

Throughout the year, there will be several special Print Editions of AJET Connect magazine.

**Conference for Returning JETIs Special Edition**  
**Ad Deadline:** To be determined  
**Distribution Date:** TBA

Sponsors will also have the chance to advertise and submit feature articles for our special print edition for "Returning JETIs". This special issue will be dedicated to JETIs seeking career advice and opportunities upon completion of their contracts.

**Ad rates (per ad)**  
Back cover ¥50,000  
Inside back cover ¥40,000  
Inside front cover ¥40,000  
Full-page ¥25,000  
Half-page ¥20,000

**Tokyo Orientation Special Edition**  
**Ad Deadline:** To be determined  
**Distribution Date:** Late July, early August, and late August each year

Print edition of AJET Connect magazine distributed to approximately 2,000 new JETIs at the Annual Tokyo Orientation for new JETIs. This orientation-specific issue of AJET Connect includes an introduction to AJET services and our sponsors. JETIs keep this publication to refer to later on for travel recommendations, and for goods and services relevant to their lives in Japan.

**Ad rates (per ad)**  
Back cover ¥100,000  
Inside back cover ¥90,000  
Inside front cover ¥90,000  
Full-page ¥70,000  
Half-page ¥35,000

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**SPONSORSHIP OPPORTUNITIES**

**GRAND SPONSOR ¥210,000** yearly investment

- > 2 Full-Page, PREMIUM PLACEMENT ads in 2 AJET Connect - Digital Edition.\*
- > 6 Full-Page ads in AJET Connect - Digital Edition.\*
- > Your company logo sent directly to over 8000 subscribers (and growing!) via our Ebulletin every month.
- > Organisation name will be printed as a Grand Sponsor in AJET Connect Magazine, Tokyo Orientation Edition.
- > Organisation logo will be prominently displayed and a link to organisation website will be provided on the National AJET website.\*\*
- > Ability to sponsor one or more of the many AJET contests held each year. (via prizes) Exclusive to sponsors.

**BONUS 50% Discount on:**

- > Information Fair tables
- > AJET Connect Magazine special edition issues.

\* to be used within 1 year of start of contract.

**GOLD SPONSOR**

**¥150,000** yearly investment

- > 2 full-page ads in AJET Connect - Digital Edition.\*\*
- > 6 half-page ads in AJET Connect - Digital Edition.\*\*
- > Organisation logo will be displayed and a link to organisation website will be provided on the National AJET website.\*\*
- > Organisation name will be printed as a Gold Sponsor in AJET Connect Magazine, Tokyo Orientation Edition.\*\*
- > Ability to sponsor one or more of the many AJET contests held each year. (via prizes) Exclusive to sponsors.

**BONUS 25% Discount on:**

- > Information Fair tables
- > AJET Connect Magazine special edition issues.

**SILVER SPONSOR**

**¥100,000** yearly investment

- > 1 full-page ad in AJET Connect - Digital Edition.\*\*
- > 4 half-page ads in AJET Connect - Digital Edition.\*\*
- > Organisation logo will be displayed and a link to organisation website will be provided on the National AJET website.\*\*
- > Organisation name will be printed as a Silver Sponsor in AJET Connect Magazine, Tokyo Orientation Edition.\*\*
- > Ability to sponsor one or more of the many AJET contests held each year. (via prizes) Exclusive to sponsors.

**BONUS 10% Discount on:**

- > Information Fair tables
- > AJET Connect Magazine special edition issues.

\* to be used within 1 year of start of contract.  
\*\* for a period of 1 year from start of contract.  
\*\*\* rate of which will be based in contract.

**BRONZE SPONSOR**

**¥50,000** yearly investment

- > 3 half-page ads in AJET Connect - Digital Edition.\*\*
- > Organisation logo will be displayed and a link to the organisation website will be provided on the National AJET website.\*\*
- > Organisation name will be printed as a Bronze sponsor in AJET Connect Magazine, Tokyo Orientation Edition.\*\*
- > Ability to sponsor one or more of the many AJET contests held each year. (via prizes) Exclusive to sponsors.

**BONUS 5% Discount on:**

- > Information Fair tables
- > AJET Connect Magazine special edition issues.

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\*\* for a period of 1 year from start of contract.  
\*\*\* rate of which will be based in contract.

**Build your brand and grow sales through this unique opportunity.**

**STANDARD SPONSOR**

**¥30,000** yearly investment

- > 1 half-page ad in 1 edition of AJET Connect - Digital Edition.\*\*
- > Organisation logo will be displayed and a link to the organisation website will be provided on the National AJET website.\*\*
- > Organisation name will be printed as a sponsor in AJET Connect Magazine, Tokyo Orientation Edition.\*\*
- > Ability to sponsor one or more of the many AJET contests held each year. (via prizes) Exclusive to sponsors.

**AJET seeks to assist Nonprofit Organisations dedicated to charity and volunteering by providing discounted advertising rates and membership fees. Contact us to find out how we can help support your charitable cause!**

**[ads@ajet.net](mailto:ads@ajet.net)**

## Stationary

The AJET stationary suite consists of letterheads and business cards. All stationary pieces have been designed around the strongest brand device, the AJET Brandmark. It appears on all the stationary pieces.

**Rob Maxwell**  
Director of Visual Media  
Block 1



*ajet.net*

*visual.media@ajet.net*  
090-9086-5227

マクスウェル・ロブ  
画像メディア責任者  
第1ブロック代表



*ajet.net*

*visual.media@ajet.net*  
090-9086-5227

Dear Client,

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Director of Visual Media  
[visual.media@ajet.net](mailto:visual.media@ajet.net)

Become a fan of AJET on Facebook!  
[www.facebook.com/AJETJapan](http://www.facebook.com/AJETJapan)

Follow us on Twitter!  
[www.twitter.com/NationalAJET](http://www.twitter.com/NationalAJET)

**AJET Support**  
Helpful numbers you might need

**CLAIRJETLine 03-5213-1729**  
Mon-Fri 9am-5:45pm

**TELL 03-5774-0992**  
Daily 9am-11pm

**POLICE 110**  
**FIRE 119**  
**AMBULANCE 119**



*ajet.net*



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Director of Visual Media  
Block 1 rep

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