LINE Biz - Solutions

LOGO GUIDELINES

Ver.4.0

March 13, 2019

Contents

LINE Corporation owns all rights to logos, icons, and other creatives pertaining to LINE-Biz Solutions and its related services.

Any use of said creatives is subject to these guidelines.

Please contact LINE at the address below regarding their use on television, in magazines, or in other forms of media as well as with any questions regarding these guidelines.

Email: press@linecorp.com

General rule
All logo data must be used as-is, without any alteration or modification.

STANDARD TYPE
PRIMARY

STANDARD TYPE
SECONDARY

The logo must be isolated to ensure its visibility and independence.

The area of isolation must be free of other elements as shown below.

A minimum display size must also be respected to ensure sufficient readability.

0.3A

0.3A

0.3A

A

0.3A

LINE
Biz - Solutions

Minimum size

LINE
Biz - Solutions

H 5mm / 15pixel

The logo must be isolated to ensure its visibility and independence.

The area of isolation must be free of other elements as shown below.

A minimum display size must also be respected to ensure sufficient readability.

Minimum size

 H 5mm / 15pixel

The logo must be isolated to ensure its visibility and independence.

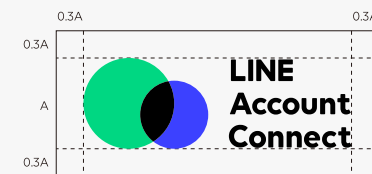The area of isolation must be free of other elements as shown below.

A minimum display size must also be respected to ensure sufficient readability.

Minimum size   LINE Biz-Solutions   H 7mm / 20pixel

The logo must be isolated to ensure its visibility and independence.

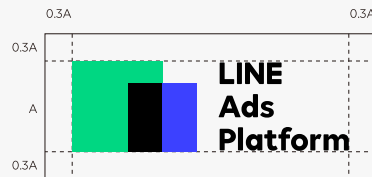The area of isolation must be free of other elements as shown below.

A minimum display size must also be respected to ensure sufficient readability.

Minimum size H 7mm / 20pixel

The logo must be isolated to ensure its visibility and independence.

The area of isolation must be free of other elements as shown below.

A minimum display size must also be respected to ensure sufficient readability.

0.3A   0.3A

0.3A

A   **LINE Biz - Solutions**

0.3A

Minimum size   **LINE Biz - Solutions**   ☐ H 3mm / 10pixel

The logo must be isolated to ensure its visibility and independence.

The area of isolation must be free of other elements as shown below.

A minimum display size must also be respected to ensure sufficient readability.

0.3A   0.3A
0.3A
A   **LINE Ads Platform**
0.3A

0.3A   0.3A
0.3A
A   **LINE Sales Promotion**
0.3A

0.3A   0.3A
0.3A
A   **LINE Account Connect**
0.3A

Minimum size   **LINE Sales Promotion**   **LINE Ads Platform**   **LINE Account Connect**   ⌐ H 3mm / 10pixel

The standard logo comes in five color schemes.

While LINE recommends "LINE Biz-Solutions Brand Color," the other color schemes may also be used depending on the purpose and media type.

LINE Biz - Solutions Brand Color
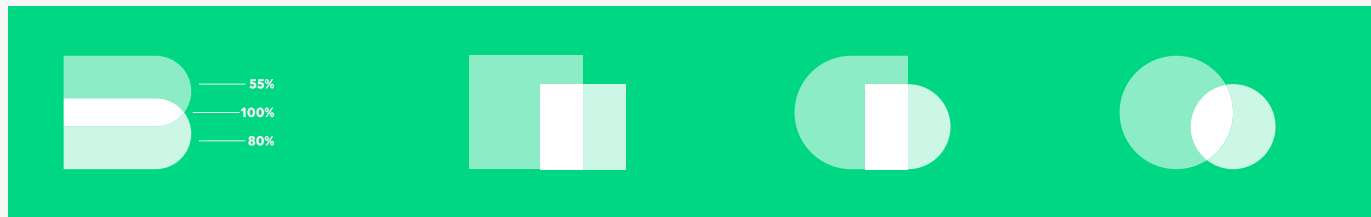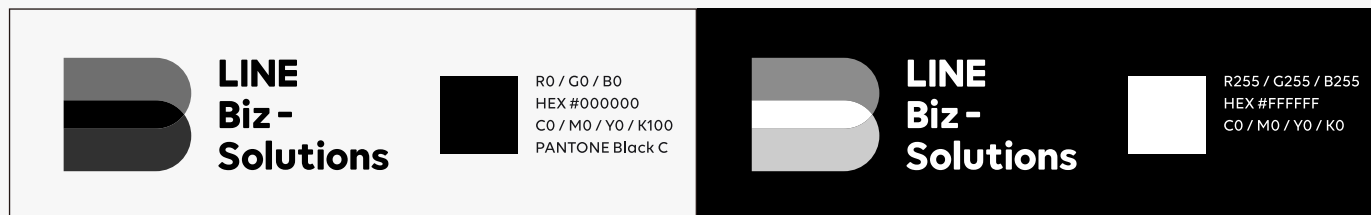
LINE
Biz -
Solutions

R0 / G215 / B130
HEX #00D782
C75 / M0 / Y70 / K0
PANTONE 3395C

R60 / G65 / B255
HEX #3C41FF
C88 / M70 / Y0 / K0
PANTONE 2728C

R0 / G0 / B0
HEX #000000
C0 / M0 / Y0 / K100
PANTONE Black C

LINE Biz - Solutions Revrese system

55%
100%
80%

LINE Biz - Solutions Green Revrese

LINE
Biz -
Solutions

R0 / G215 / B130
HEX #00D782
C75 / M0 / Y70 / K0
PANTONE 3395C

LINE Biz - Solutions Blue Revrese

LINE
Biz -
Solutions

R60 / G65 / B255
HEX #3C41FF
C88 / M70 / Y0 / K0
PANTONE 2728C

Black

LINE
Biz -
Solutions

R0 / G0 / B0
HEX #000000
C0 / M0 / Y0 / K100
PANTONE Black C

White

LINE
Biz -
Solutions

R255 / G255 / B255
HEX #FFFFFF
C0 / M0 / Y0 / K0

The text logo comes in three color schemes.
While LINE recommends "Black," the other color schemes may also be used depending on the purpose and media type.

Black

LINE Biz - Solutions

R0 / G0 / B0
HEX #000000
C0 / M0 / Y00 / K100
PANTONE Black C

LINE GREEN

White

LINE Biz - Solutions

R0 / G185 / B0
HEX #00B900
C72 / M0 / Y100 / K0
PANTONE 2271 C

LINE Biz - Solutions

R255 / G255 / B255
HEX #FFFFFF
C0 / M0 / Y0 / K0

The logo comes in three color schemes.
 While LINE recommends "Main Color Logo," the other color schemes may also be used depending on the purpose and media type.

	MAIN COLOR LOGO	ONE COLOR LOGO
0%		
10%		
20%		
30%		
40%		
50%		
60%		
70%		
80%		
90%		
100%		

MAIN COLOR LOGO   ONE COLOR LOGO
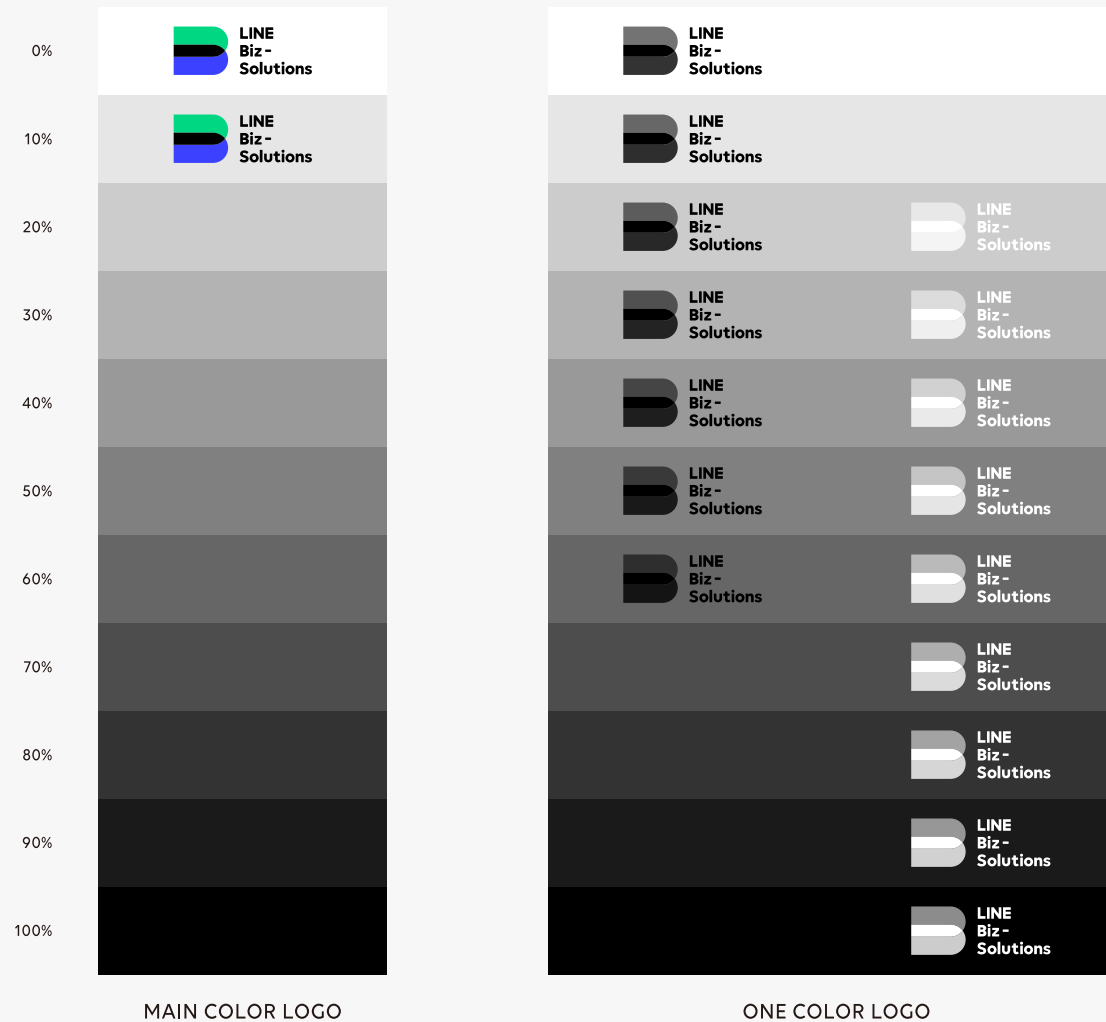
LINE Corporation does not permit any alteration or modification of its downloadable data. Below are some examples of prohibited displays.
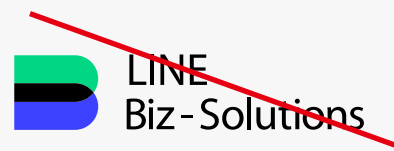Note: The same rule also applies to the service logo.
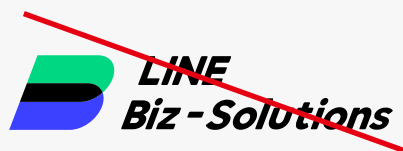
Making alterations
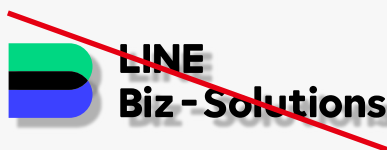(vertical and horizontal scaling, italicizing, rotating)
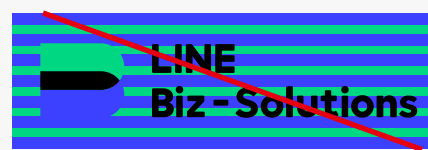
Changing the spacing
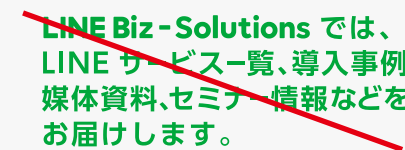
Changing the font

Changing the color

Adding effects
(shadow, outline, 3D)

Displaying graphic or other
elements in the area of isolation

Using a background color that
reduces the icon's visibility

Displaying within text