

50th SSEAYP Logo Usage Guidelines

1. Purpose

These Guidelines establish the rules for the use of the 50th SSEAYP 50th Logo (the “Logo”) and aim to ensure its appropriate use while enhancing the visibility, recognition, and value of the 50th Ship for Southeast Asian and Japanese Youth Program (SSEAYP).

2. Status of the Logo

The Logo serves as the official visual symbol of the 50th SSEAYP.

The Logo does not replace the official SSEAYP logo and may be used together with the official SSEAYP logo where appropriate.

3. Period of Use

The Logo may be used from the date of its official adoption until one year after the completion of the 50th SSEAYP program.

This limitation does not apply to archival records, historical materials, commemorative publications, or similar materials intended for documentation purposes.

4. Eligible Users

In addition to the Cabinet Office of Japan, the following entities and individuals may use the Logo:

- Participating Governments
- National SSEAYP Alumni Associations
- SSEAYP International (SI)
- Participants of the 50th SSEAYP
- Other persons or organizations approved by the Cabinet Office

5. Permitted Uses

The Logo may be used for purposes related to the 50th SSEAYP, including:

(1) Publicity and Communication Materials

- Websites
- Social media platforms
- Email signatures
- Press releases
- Promotional materials
- Posters
- Brochures

(2) Program-Related Documents

- Reports
- Presentations
- Event materials

- Publications

(3) Commemorative Items

- T-shirts
- Pins
- Stickers
- Souvenirs and novelties
- Commemorative booklets
- Other items consistent with the objectives of the 50th Anniversary

6. Approval Requirements

(1) Uses Not Requiring Prior Approval

Participating Governments, National SSEAYP Alumni Associations, SI, and participants of the 50th SSEAYP may use the Logo for non-commercial purposes without prior notification to or approval from the Cabinet Office.

(2) Uses Requiring Prior Approval

Prior approval from the Cabinet Office is required for:

- Commercial sales of goods or services
- Fundraising activities
- Sponsorship or promotional partnerships
- Any other commercial or revenue-generating use

7. Prohibited Uses

The Logo shall not be used:

- In violation of any law or regulation, or contrary to public order and morals;
- For political, religious, or electoral activities;
- In a manner that may damage the reputation, dignity, or credibility of SSEAYP or its 50th Anniversary;
- In a manner that may mislead the public or create confusion regarding endorsement, sponsorship, or affiliation;
- With substantial modifications without authorization from the Cabinet Office; or
- In any other manner deemed inappropriate by the Cabinet Office.

8. Design Standards

Users shall use only the official logo files provided by the Cabinet Office.

The following modifications are generally prohibited:

- Altering the aspect ratio
- Removing design elements
- Changing the colors
- Adding text or graphic elements
- Inappropriately combining the Logo with other logos or marks

Exceptions may be permitted where technically necessary, such as monochrome reproduction or single-color printing.

Approved Versions

The Logo may be reproduced only in the following formats:

- Full-color version
- Monochrome version

Minimum Size

To ensure legibility:

- Print materials: minimum width of 20 mm
- Digital media: minimum width of 120 pixels

Clear Space

A clear space should be maintained around the Logo.

As a general rule, the minimum clear space on all sides should be at least one-quarter (1/4) of the logo height.

9. Intellectual Property Rights

All copyrights and other intellectual property rights relating to the Logo shall belong exclusively to the Cabinet Office of Japan.

10. Suspension of Use

If the Cabinet Office determines that the Logo is being used in violation of these Guidelines, it may require the user to cease use of the Logo and/or take corrective action.

11. Miscellaneous

Any matters not provided for in these Guidelines shall be determined by the Cabinet Office.

Full-color version



Monochrome version

