

株式会社ドリリレーションシステム

DRILLIMATION

SYSTEMS CO., LTD.

BRAND GUIDELINES

(as of January 1, 2023)

Introduction

Drillimation Systems is a game development studio based out of Erie, Pennsylvania, with their mission of producing games for the Japanese and western markets. The company was originally founded as an animation studio in 2014 before they entered the video game industry in 2016.

On May 22, 2020, Drillimation released their first title Chuhou Joutai on Steam. The good reviews of that game led to two sequels being developed and released over the next two years.

In 2023, Drillimation introduced a new philosophy alongside a new logo in a better effort to meet international market demand and trends. Because of our international presence, many businesses and fan groups have made use of our trademarks, and this manual will teach you on how to properly use them. These rules will ensure that everyone using our trademarks must do so consistently and correctly.

Incorrect use the Drillimation logo not only hurts us and our players, but the legitimate businesses connected to us. Drillimation reserves all rights to the names and/or branding, and to terminate permission for usage if you are found to be in violation of these rules.

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Our mission

Behind what defines Drillimation, communication is a focal point on how Drillimation's business activity is conducted. Every person has a voice, which is what defines their personality. Our goal to our clients using our trademarks and copyrights is to encourage, create, defend, and help the labor of the video game industry.

Each day, the world moves under a series of related images that are shown in rapid succession to create an impression that is perceptible to the human eye. This is further evidenced by the work of directors, screenwriters, actors, and producers, and inside the technological field, designers, composers, artists, and especially programmers.

Drillimation aims to defend their branding rights, and we encourage our clients to do the same. Our philosophy characterizes ourselves, alongside the businesses connected to us. This purpose is represented under the following descriptors to your right.

Simplicity

Drillimation aims to set new standards in player-friendliness. When we see something that is difficult to learn, we find ways to uncomplicate it so they can be easily understandable. In addition, we also limit flowery language and fluff in our works so that our stories can be best told both visually and artistically.

Global Unity

Drillimation is committed to connecting players regardless of their religious, political, and ethnic backgrounds from all over the world, and to help them take the chance to explore cultures and civilizations that they wouldn't otherwise be exposed to or interested in. We also strive to promote global diversity with our players and products.

Encouragement

Drillimation's voice is heard all over the place. We seek to get the attention of as many players as possible so we can hook them in. When they play, our goal is to keep them interested in an irresistible way and never let them go. We also challenge our players to have them coming back again and again, and following up in times of failure.

Confidence

Drillimation is genuine and sincere to our players. We tell our stories transparently, while reflecting inspiration and aspirational themes. We are confident in a way so that our stories do not become arrogant or off-topic. We take responsibility for all of our actions, always learning from our mistakes and mishaps.

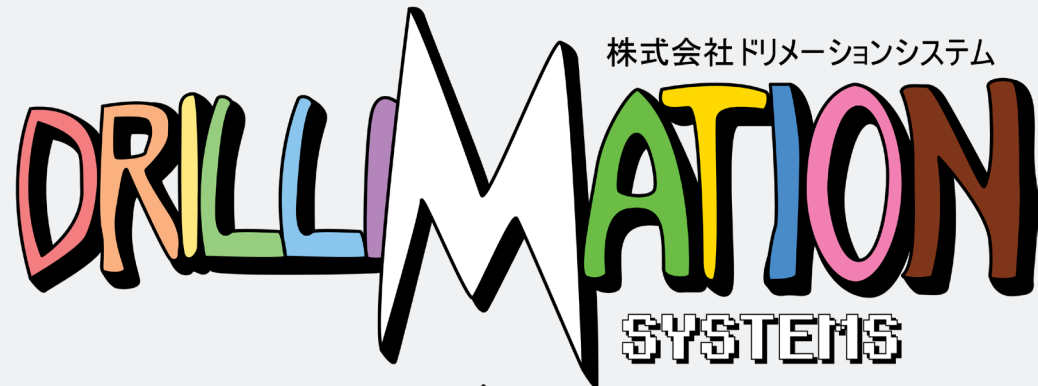
History of the Drillimation logo

The Drillimation logo has undergone two changes since the company was first established in 2014. In 2016, Drillimation adopted their previous logo where the “M” was enlarged to set Drillimation in motion. In 2023, Drillimation adopted their current logo in an effort to symbolize in achieving greatness in the future for the many years to come.

All products are branded with the current logo. The design is used on most applications and advertising. Make sure you are using the most recent version of the logo, as the previous logos are no longer used and should not be used as of the present. For more information, see Incorrect Use of the Logo later in these guidelines.

The
DRILLIMATION
Series

August 2014 – Late 2016: The original logo when Drillimation started out as an animation studio. This was before the Drillimation Systems Co., Ltd. name was established, and this was used to brand all of Drillimation’s animated short films.



Late 2016 – 2023: This was Drillimation’s previous logo, and is among the best known. Everything was branded under this logo, including the entire Chuhou Joutai trilogy. It was primarily shown at the beginning and end of content, as well as in legal details.

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2023 – present: This is Drillimation’s current logo, using the same purpose as the previous logo. It is featured at the beginning and end of content, as well as in legal details. This logo will be featured in Touhou Kourinden and all future products.

Corporate name, colors, and trademark

Drillimation's full legal name is Drillimation Systems Co., Ltd. This is how the name should appear in most formal and/or legal documents. In general or informal uses, the name Drillimation is allowed. If the name will be used more than once such as in bodies of text, please refer to it as Drillimation Systems at least once, and all subsequent uses should hereinafter be referred to as Drillimation.

All Drillimation product packaging, as well as advertisements for products and other uses must include the following copyright notice:

©(year) Drillimation Systems Co., Ltd. (product name) is a trademark of Drillimation Systems Co., Ltd. All rights reserved.

The Drillimation name and logo are the most used and known trademarks. Drillimation protects the rights for ownership and use of their intellectual property such as trademarks and copyrights at all times. Information for proper and incorrect use can be found later in this document.

The correct use of Drillimation's logo is on your right. We are committed to having all of our clients make sure Drillimation keeps a positive and strong image that is easily recognizable. It protects the uniqueness of Drillimation and its products.

The Drillimation wordmark uses the Decimal typeface, specifically the Extra Black Italic variant. At the right hand corner of the logo, the name in Japanese is displayed at the top, while the bottom displays the suffix of Drillimation, "Systems Co., Ltd.", both of which use the UD Digi Kyokasho typeface, specifically the NK-B variant.

When you display the logo, please leave some protective space surrounding it, ensuring no other logos, text, or graphic elements are present. Therefore, we ask that you approximately keep 0.25 inches (0.625 cm) of margins outside the logo.

The logo has two variants: the regular logo which has the name in the Drillimation red, followed by the Japanese name and "Systems Co., Ltd." being in black. The other variant is a monochromatic variant comprising of black and white.

For the best results, we recommend using the black variant for light backgrounds, and the white variant for dark backgrounds that could decrease the white variant's visibility. Backgrounds with a darkness level of 30% or higher should use the white variant, while backgrounds with a darkness level of 50% or less should use the black variant.



White background with black text
CMYK: K+100%
RGB: All 0
Background: All 255 (RGB), All 0 (CMYK)



Black background with white text
CMYK: All 0%
RGB: All 255
Background: All 0 (RGB), K+100 (CMYK)

Use of the logo on color and grayscale backgrounds

As mentioned on the previous page, the correct use of the logo for grayscale backgrounds varies based on the background and text color. On your right is correct and incorrect use based on these circumstances.

For color backgrounds, black text is recommended for light backgrounds while white is recommended for dark backgrounds. You can add an outline to make the logo easy to see, but this is not recommended (see Incorrect Use of the Logo for details).

The Drillimation red is Drillimation's brand color and is used primarily in the wordmark. The RGB and CMYK values for them are:

RGB: 255, 47, 47
CMYK: M+89, Y+75



Correct: Black variants work best when the background darkness level is more than 70%.

Not recommended but not forbidden: The black variant may still be used on background levels with a darkness level of between 40 and 80%, but this is not recommended and the white variant should be used.

Prohibited: Use of the black variant on backgrounds with a darkness level greater than 80% is forbidden, as it can make the text difficult or impossible to read.



Correct: White variants work best when the background darkness level is more than 30%.

Not recommended but not forbidden: The white variant may still be used on background levels with a darkness level of 20%, but this is not recommended and the black variant should be used.

Prohibited: Use of the white variant on backgrounds with a darkness level less than 20% is forbidden, as it can make the text difficult or impossible to read.



Typefaces and styles

A number of typefaces have been used in Drillimation's games. The typefaces on your right should only be used in promotional materials for products by Drillimation and other wording.

Decimal, specifically the Black Italic variant, is the typeface used for the Drillimation wordmark. UD Digi Kyokasho is the preferred font for our products in the Japanese and Western markets. Its bold counterpart should only be used for section headings.

Please note: UD Digi Kyokasho does not have a backslash and instead uses the Japanese yen symbol.

UD Digi Kyokasho NK-B (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*() `-=[]¥;' ,./~_+{}|:"' <>?

UD Digi Kyokasho NK-R (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*() `-=[]¥;' ,./~_+{}|:"' <>?

UD Digi Kyokasho N-B (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*() `-=[]¥;' ,./~_+{}|:"' <>?

UD Digi Kyokasho N-R (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*() `-=[]¥;' ,./~_+{}|:"' <>?

Decimal Extra Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*() `-=[]\;'/./~_+{}|:"' <>?

Incorrect use of the logo

When using our logos, please avoid creating designs that modify our trademark or appearance from our brand. Almost anyone who owns a computer or tablet has access to tools that modify graphics, and it is very easy to incorrectly use our brand. The Drillimation brand and logo is a name that people recognize, and on your right are some examples on how the logo should not be used and/or altered.

This page explains the most common mistakes, but there may be many others that are not covered on this page.

Drillimation Systems reserves the right to object to any inappropriate uses of our trademarks and enforce these rules (including usage rights) at any time.

Do not:

- ☐ Scale the logo to an unreadable size. If you can't read it, nobody else can.
- ☐ Stretch the logo without holding the Shift key, as well as condense, distort, or separate the logo elements
- ☐ Use colors other than red, black, or white.
- ☐ Rotate the logo or flip/reverse it either vertically, horizontally, or diagonally. Rotating the logo may still be allowed depending on certain circumstances.
- ☐ Use typefaces other than UD Digi Kyokasho or Decimal
- ☐ Cover the logo or combine it with unnecessary elements, such as placing it inside a box or overlaying a pattern or image on top of it.
- ☐ Although some exceptions will be made, the logo cannot be used in a sentence. The correct way to do this is by typing Drillimation's name in the headline and place the logo somewhere else.
- ☐ Add effects such as drop shadows or outer glows, though some exceptions will be made.



Proper Use of the Logo and Trademarks

The Drillimation trademarks include, but are not limited to the Drillimation name and logo, or any other word, phrase, or designation that identifies the source or origin of any Drillimation product. Also, always capitalize the “D” in Drillimation.

The examples to your right on what you should and should not do when using Drillimation’s trademarks, regardless if it’s the logo or not.

Naming and visual design

If you’re using the Drillimation name or logo on your website, do not claim these as your own, as you did not create them. Additionally, please do not make use of Drillimation’s name or any other Drillimation trademark as the name of your own company, product, service, website, domain name, or application, as they can cause public confusion.

Books or publications

Drillimation does allow their trademarks, including their logo, to be used in educational materials, guides, or conferences. Always be clear that your work is about Drillimation and is not by Drillimation itself. Like the previous rule, please name your books or publications something unique, and do not incorporate Drillimation’s trademarks into the title or cover.

Merchandise

Any product branded with the Drillimation name or logo is a reflection of Drillimation ourselves. You must get our approval if you are using the name or logo in licensed merchandising such as toys, apparel, and other products. Drillimation does not allow anyone to manufacture, sell, or give away anything with the Drillimation name or logo without our authorization.

Legal Information

By using the Drillimation name and logo, you agree to follow these guidelines for proper use. Drillimation Systems reserves the right to modify or change these policies at any time at our sole discretion without notice.

This information applies to your use of Drillimation's trademarks. You may only use the trademarks for the purposes expressly authorized by Drillimation. Compliance with this agreement is required at all times. Any violation of the agreement may result in your permission to use the trademarks being terminated. Drillimation also reserves the right to grant or deny permission at our sole discretion for any reason.

If you have any questions regarding this agreement, please contact us at drillimationentertainment@gmail.com.

1. You may not alter the Drillimation logo in any manner, including changing proportions, colors, or shape of the logo, as well as adding or removing elements from the trademarks.
2. The trademarks used must appear by themselves, with reasonable spacing between each side of the logo and other visual, graphic, or textual elements.
3. The logo should not be placed in a way that interferes with legibility or display of the logo as a whole.
4. You may not use the name or logo to imply sponsorship or endorsement by Drillimation without express written permission or license from Drillimation.
5. You may not use the logo to disparage Drillimation, its products or services, or in any manner diminish or tarnish Drillimation's goodwill.
6. You may not use the logo to refer to any other product or service not made by Drillimation. The name and logo may only be used to reference Drillimation or its products.
7. When creating a product, app, website, or other service that makes use of Drillimation's name or logo, always use a unique name, logo, and design that cannot easily be confused with Drillimation's name or logo. You may also not apply for trademarks or domains that include any name trademarked by Drillimation or confusingly similar variants.
8. You are required to display the following notice in materials that display the name or logo: "The Drillimation name and logo are registered trademarks or trademarks of Drillimation Systems Co., Ltd."
9. You acknowledge that all rights to the Drillimation trademarks are the property of Drillimation, and all goodwill generated through your use of the Drillimation name or logo will solely benefit Drillimation. You may not take any action that is in conflict with Drillimation's rights or ownership of the trademarks.