Brand Guidelines

Contact

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Usage Principle

Principles of Use

We believe that Cafe & Sweets Parade Kyoto is not only a place to sell sweets but also a place that quietly conveys our sense of beauty and our approach. Our logo, name, photographs, and words are not mere visual symbols; they reflect the philosophy we value every day and the accumulated time we spend engaging with ingredients and producers.

These guidelines are not intended to restrict expression; they are established as a common standard for sharing the world of the Parade brand naturally and sincerely. Any form of communication is welcome, but we place importance on the fact that each individual expression shapes the impression of the brand.

Use that does not follow these guidelines may create an impression that differs from the brand's true value. Before use, please review this document and use the materials in a way that appropriately conveys the brand's philosophy and character.
These guidelines are not intended for control; they are a standard for consistently sharing the world of Parade.

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Logo Guidelines

Handling of the Logo

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Logo Concept

The logo of Cafe & Sweets Parade Kyoto gives form to a scene in which people gather, connect, and share celebration.

The circle (ellipse) at the core of the logo represents multiple communities, the circle of people around a dining table, and the circle of conversation that arises at the table.

Sweets taken home to their respective places connect people, give rise to new conversations, and create a gentle cycle. The central structure expresses the way these overlap.

The lilies of the valley arranged around the outer edge are a design element symbolizing "Parade." They represent a scene in which people gather because of sweets and head toward a single place, as if guided, like a parade procession. Based on this image, the lily of the valley motif was chosen as a flower of celebration that guides and gathers people, and as something reminiscent of the ringing of bells.

Logo Color Specifications

Logo Color Specification

As a rule, please give priority to the main logo (original color) when using the Cafe & Sweets Parade Kyoto logo.

When the logo is used in a single color due to the medium or printing conditions, only the 4 designated colors (black, red, white, and beige) may be used. Do not change the logo to any color outside these specifications.

When the logo is used reversed out in white, sufficient visibility and contrast of the logo must be ensured.

When using the logo on photographs or complex backgrounds, ensure legibility, for example by placing a suitable layer (approximately 10–20%) over the background as needed.



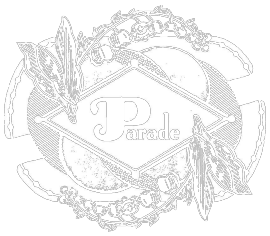
Original ver. Main logo (original color)



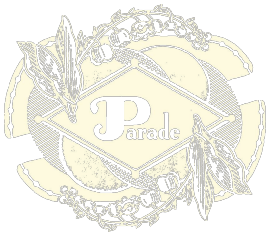
Black ver.
RGB：#323232
CMYK：C0 M0 Y0 K98



Red ver.
RGB：#a62f25
CMYK：C0 M72 Y78 K35



White ver.
RGB：#ffffff
CMYK：C0 M0 Y0 K0



Baige ver.
RGB：#fdfadf
CMYK：C0 M1 Y11 K1

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Prohibited Actions

Examples of Incorrect Logo Use

The Cafe & Sweets Parade Kyoto logo is a symbol of the brand. To keep its visual impression consistent and ensure that it conveys the same character in every medium, always use the official logo data.

1. Do not add outlines
2. Do not add shadows
3. Do not add special effects
4. Do not add gradients
5. Do not add patterns or textures
6. Do not use colors outside the specifications
7. Do not change the aspect ratio when transforming or resizing
8. Do not change the orientation, such as by rotating or flipping



1.



2.



3.



4.



5.



6.



7.



8.

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Photo Guidelines

Handling of Photographs

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Photo Usage, License & Credit Policy

Handling, Licensing, and Credit Notation for Photographs

As a rule, the photographs to be used are data downloaded from the "Media Kit" on the official website. Even for photographs posted on the official website, if you wish to use photographs other than those in the "Media Kit," please notify us by email in advance.

1) Copyright and Licensing (Prerequisites)

The copyright of these photographs belongs to Cafe & Sweets Parade Kyoto. This data is licensed for use within the following purposes and scope.

■ Permitted scope (primary use)
・Official website (PC / smartphone)
・Official social media (Instagram / X / Facebook, etc.)
・Official online shop
・Press releases
・Use within the scope of private use

※ Use for purposes other than the above may constitute secondary use.

2) Secondary Use (Important)

We hope these photographs will be used as widely as possible. However, if the scope of use expands to areas such as commercial advertising, exhibitions, video works, or third-party media, please consult us in advance. In cases such as the following, please notify us in advance.

・Use in print media (pamphlets, flyers, posters, books, etc.)
・Use in video works
・Use in advertising, exhibitions, events, etc.
・Use in other media, other businesses, or third-party media

3) Prohibited Acts

The following acts are prohibited.
・Selling the photographs as they are for a fee
・Use in products for sale in which the photograph itself is the main feature, such as postcards, stock image collections, photo books, and product labels
・Redistributing the photograph data or transferring it to third parties

■ Editing
・Color correction, cropping, and layout adjustments are permitted
・Please consult us in advance about edits or compositing that significantly impair the impression of the photograph

4) Credit Notation (Required)

When using the photographs, please include the following credit notation whenever possible.

■ Credit notation
・Japanese: パレード伏見洋菓子店
・English: Parade

※ Either the Japanese or the English notation is acceptable
※ The order of notation and symbols (© / Photo by, etc.) may be adjusted to suit the medium

■ Examples
Photograph by Parade
Photos by Parade
© Parade
写真：パレード伏見洋菓子店

■ Placement
Web and print: near the photograph, in a caption, or in a credit list
Video: end credits, or the summary/description field

※ If this is difficult for design reasons, a combined credit is also acceptable.

■ Omitting the credit
If the credit must be omitted, please be sure to consult us in advance.

5) Contact

For inquiries regarding the scope of photograph use, secondary use, credit notation, and similar matters, please contact us at the following.

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Tel/Fax: +81(0)75 644 4118
E-mail: hello@parade.kyoto

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