

# Sagami Brand Identity Handbook

Brand name usage guidelines



## | Proper use of brand name

---

### ✔ DOs

#### **Sagami**

Always use first cap for identifying the brand name.  
See below for using together with a product range name.

#### **相模**

When used in Hong Kong, Taiwan, Macau market,  
the Kanji brand name is used in Chinese content.

### ✗ DON'Ts

#### **sagami**

When used to identify a brand, do not use all small letters.

#### **SAGAMI, SaGaMi, sAGAMI, etc**

Never use other forms of brand name identification,  
even all capitalized one.

## | Proper use of product series - sagami original 0.02

### ✓ DOs

**Sagami Original, Sagami Original 0.02**  
**SAGAMI ORIGINAL, SAGAMI ORIGINAL 0.02**  
**sagami original, sagami original 0.02**

Use first cap case within a sentence. Use all cap or all lower case only when considered in graphics.

Similar handling for sagami xtreme and sagami supreme.

**相模原創, 相模原創 0.02**

For use in Hong Kong and Macau market.

**相模元祖, 相模元祖 0.02**

For use in Taiwan market.

### ✗ DON'Ts

**Sagami original 0.02**

Never use capital only for S in sagami when identifying a series name.

**Sagami 0.02, sagami 0.02, original 0.02, Original 0.02**

Never identify the series as sagami 0.02 or original 0.02. Sagami Original must come together.

**Sagami Original 002, 002**

When 0.02 is included, never use 002 (without the dot). It must always be identified as 0.02. Never use 002 or 0.02 alone without sagami original.

**002mm**

Never use 002mm except referring to the official website 002mm.com.

**0.02mm**

When referring to 0.02mm for thickness, it must be substantiated by an asterisk (\*) and remarked. Please check the "Thickness" section below for details.

**相模 0.02, 原創 0.02, 元祖 0.02**

Never use the Kanji brand or series name alone with 0.02.

## Thickness

### ☑ DOs

When referring to sagami original thickness, always use:

#### UK market usage

- 1) ORG001 series: 18 microns (measured with the standard of Sagami)
- 2) ORG002 series: 24 microns (measured with the standard of Sagami)

#### HK/TW/SG market usage

- 1) ORG001 series: 18 microns (average) | 18 微米 (平均值)
- 2) ORG002 series: 24 microns (average) | 24 微米 (平均值)

- No space before or after “±”, tiny space before and after it (kerning 100). If kerning cannot be set, just leave no space.
- Tiny space before mm/mg (kerning 200)

#### EN usage

0.024±0.008 mm  
(average)

#### ZH usage

0.024±0.008 mm  
(平均值)

#### EN+ZH usage

0.024±0.008 mm  
(平均值 average)

## Blister pack

Blister pack - for English content.

牛油小盒包裝 - for Hong Kong and Macau market.

小盒包裝 or 獨立小盒包裝 - for Taiwan market.

### ⊗ DON'Ts

#### 0.02MM

Refer thickness as 0.02MM.

#### 0.02 mm; 0.024 ± 0.008mm

Add space in between numbers, mm and “±”.

## Size

Always identify the size of sagami original as “standard size” and “L size”; “標準裝” and “大碼”.

## Material

Our first priority is to name the material as “PU condom” or “polyurethane condom”. It can also be identified as “non-latex condom” (dash must be added between non and latex).

PU 安全套, 聚氨酯安全套, 非乳膠安全套 for Hong Kong and Macau market.

PU 衛生套, 聚氨酯衛生套, 非乳膠衛生套 (or use 保險套 to replace 衛生套) for Taiwan market.

## | Use of product shots

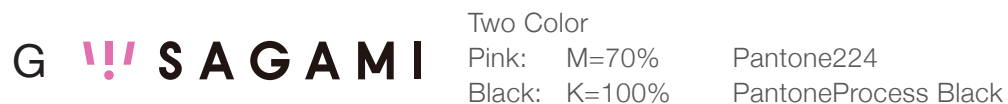
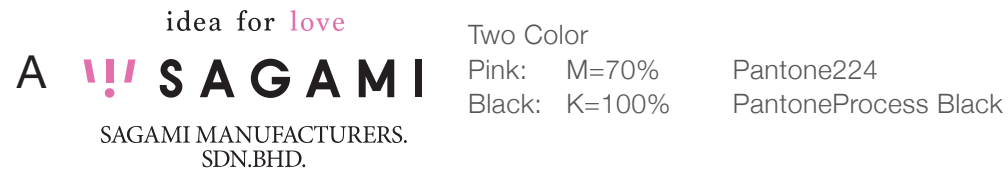
Use only product shots provided by the design team. When putting the product shot near other objects or cropping is needed, at least a quarter of the space of the product must be reserved as the white space. For example, if the width of the product is 4x, white space on the left/right hand side must be more than x; if the height of the product is 4y, white space on the top/bottom must be more than y.



## | Sagami logo

The following display logos and logo variants can only be used in the provided forms and colors, with the mandatory white space. The sagami logo must always be freely and clearly recognizable and the corresponding free space must be ensured for complete effect. Neither the logo nor the free space may be covered, e.g. in print by pictures, surfaces, or other product images.

This logo is used for all media and materials which concern the sagami product series. Any use without the claim is fundamentally not permissible. Moreover, the logo free space must be strictly observed.



 **SAGAMI**

## | Sagami logo (Taiwan)

The following Taiwan-exclusive display logos and logo variants can only be used in the provided forms and colors, with the mandatory white space. The sagami logo must always be freely and clearly recognizable and the corresponding free space must be ensured for complete effect. Neither the logo nor the free space may be covered, e.g. in print by pictures, surfaces, or other product images.

This logo is used for all media and materials which concern the sagami product series. Any use without the claim is fundamentally not permissible. Moreover, the logo free space must be strictly observed.

H  **SAGAMI** 相模

Two Color

Pink: M=70%

Pantone224

Black: K=100%

PantoneProcess Black

I  **SAGAMI** 相模

Single Color, color adapt to the design



## | Logo display size

Please strictly follow below smallest size limit for logo, do not display barely visible logo.

### Smallest size for A - E



### Smallest size for F, G



### Smallest size for H, I



## | Positioning of the logo

To maintain the effect of the logo, the perfect space of 1 G on every side of the logo has to be kept. This is a standing rule for all sagami logos.







## | Misuse of the logo

The following misuses of the logo are forbidden:  
(Examples are shown with the Sagami logo but they are standing rules for all Sagami logo)



No change of colours



No turning



No new creation of the logo  
and/or the claim



No special borders



Do not process effects  
(including but not limited to:  
shadow/outer grow/inner grow)  
on the logo



Never squash the logo



No transparency

## | Official Slogan

---

### **0.01 for HK/TW/SG market**

The Bliss of 0.01mm\* \*average thickness of 18 microns

### **0.01 for UK market**

The Bliss of 0.01

### **0.02 for HK/TW/SG market**

0.02mm\* Makes Your Life Different! \*average thickness of 24 microns

### **0.02 for UK market**

0.02 Makes Your Life Different!

### **0.01 for HK/TW market**

幸福之 0.01mm\* \*相模検定標準  
幸福の0.01ミリ ※当社測定による

### **0.02 for HK/TW market**

改寫你的人生! 0.02mm\* \*相模検定標準  
人生が変わる! 0.02ミリ ※当社測定による