

# Sagami Brand Identity Handbook

Brand name usage guidelines



## | Proper use of brand name

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### ✔ 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, Macau, Taiwan 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

### ☑ DOs

**Sagami Original, Sagami Original 0.01**  
**SAGAMI ORIGINAL, SAGAMI ORIGINAL 0.01**  
**sagami original, sagami original 0.01**  
**Sagami Xtreme**  
**SAGAMI XTREME**  
**sagami xtreme**

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

**相模原創, 相模原創 0.01**  
**相模究極**

For use in Hong Kong and Macau market.

**相模元祖, 相模元祖 0.01**  
**相模奧義**

For use in Taiwan market.

Similar handling for sagami original 0.02 and sagami supreme.

### ☒ DON'Ts

**Sagami original 0.01, Sagami xtreme**

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

**Sagami 0.01, sagami 0.01, original 0.01, Original 0.01, xtreme**

Never identify the series as sagami 0.01/original 0.01/xtreme. sagami original/xtreme must come together.

**Sagami Original 001, 001**

When 0.01 is included, never use 001 (without the dot). It must always be identified as 0.01. Never use 001 or 0.01 alone without sagami original.

**001mm**

Never use 001mm except referring to the official website 001mm.jp.

**0.01mm**

When referring to 0.01mm for thickness, it must be substantiated by an asterisk (\*) and remarked. Please check the "Thickness" section below for details.

**相模 0.01, 原創 0.01, 元祖 0.01**

Never use the Kanji brand or series name alone with 0.01.

## 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)

#### AU/HK/NZ/SG/TW 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

0.018±0.008 mm  
(average)

#### ZH usage

0.018±0.008 mm  
(平均值)

#### EN+ZH usage

0.018±0.008 mm  
(平均值 average)

### ✗ DON'Ts

#### 0.01MM

Refer thickness as 0.01MM.

#### 0.01 mm; 0.018 ± 0.008mm

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

## | Blister pack

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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.

## | Size

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

## | Material

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Our first priority is to name the material as  
“PU condom” or “polyurethane condom”. It can also  
be identified as “non-latex condom”  
(hyphen 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 could 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 a claim is fundamentally not permissible. Moreover, the logo free space must be strictly observed.



Two Color

Pink: M=70%  
Black: K=100%

Pantone 224  
Pantone Process Black



Two Color

Pink: M=70%  
Black: K=100%

Pantone 224  
Pantone Process Black



Single Color, color adapt to the design



Single Color, color adapt to the design



Two Color

Pink: M=70%  
Black: K=100%

Pantone 224  
Pantone Process Black

 **SAGAMI**

## | Sagami logo with Kanji

The following display logos and logo variants are exclusively used in Taiwan and in above the line and out-of-home advertising in Hong Kong. They 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 could be covered, e.g. in print by pictures, surfaces, or other product images.

H  **SAGAMI** 相模

Two Color

Pink: M=70%

Pantone 224

Black: K=100%

Pantone Process Black

I  **SAGAMI** 相模

Single Color, color adapt to the design





## | Logo on dark background

When using the Sagami logo on dark background, please strictly follow the below examples.



Single Color  
White



Two Color  
Pink: M=70%      Pantone 224  
White

## | Logo display size

Please strictly follow the smallest size limit for logos, do not display barely visible logos.

### Smallest size for A - E



### Smallest size for F, G

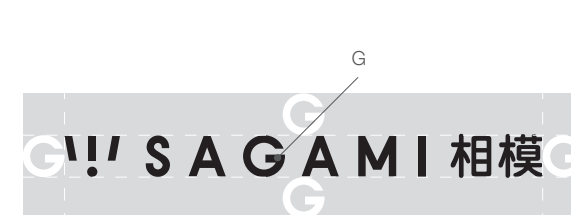
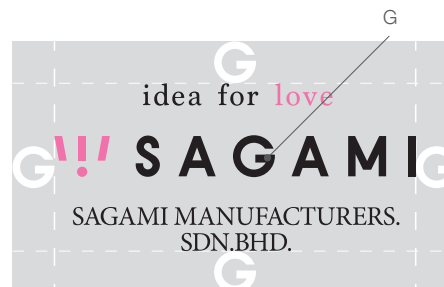
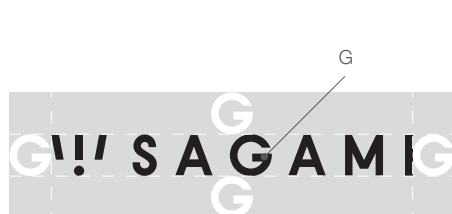


### Smallest size for H, I



## | 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.



## | Sagami Original logo

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The following display logos and logo variants can only be used in the provided forms and colors, with the mandatory white space. The 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 could 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 a claim is fundamentally not permissible. Moreover, the logo free space must be strictly observed.

**A sagami original**

Single Color

**B sagami  
original**

Single Color

**C sagami  
original 0.01**

For ORG001 series  
Single Color

**D sagami  
original 0.02**

For ORG002 series  
Single Color

## | Color Variations

The following color variants can only be used in the provided colors. Use the color for best recognizability.  
(Examples are shown with the horizontal logo but they are standing rules for all sagami original logos)

**sagami original**

For ORG001 series

Gold: C=35% M=40% Y=100% Pantone 871

**sagami original**

For ORG002 series

Red: M=100% Y=81% K=4% Pantone 186

**sagami original**

For L-size series

Black: K=100% Pantone Process Black

**sagami original**

For Extra Lubricated series

Blue: C=58% M=14% Pantone 2915

**sagami original**

Only use when the above colors cannot be shown clearly

Grey: K=61%

**sagami original**

Preferred usage on dark background

White

**sagami original**

Red: M=100% Y=81% K=4% Pantone 186

## | Sagami Xtreme logo

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The following display logos and logo variants can only be used in the provided forms and colors, with the mandatory white space. The 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 could 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 a claim is fundamentally not permissible. Moreover, the logo free space must be strictly observed.

**A sagami xtreme**

Single Color

**B sagami  
xtreme**

Single Color

**C sagami  
xtreme**

Single Color

## | Color Variations

The following color variants can only be used in the provided colors. Use the color for best recognizability.  
(Examples are shown with the horizontal logo but they are standing rules for all sagami xtreme logos)

**sagami xtreme**

Primary Usage  
Grey: K=61%

**sagami xtreme**

For Superthin series  
Orange: M=69% Y=99% Pantone 1665

**sagami xtreme**

For Feel Long series  
Red: M=100% Y=80% K=2% Pantone 711

**sagami xtreme**

For Feel Fit series  
Blue: C=100% M=45% K=14% Pantone 2945

**sagami xtreme**

Preferred usage on dark background  
White

## Logo display size

Please strictly follow the smallest size limit for logos, do not display barely visible logos.

### Smallest size for A



### Smallest size for B-D (sagami original logo), B (sagami xtreme logo)



### Smallest size for C (sagami xtreme logo)



## Positioning of the logo

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



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

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

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

### **0.01 for UK market**

The bliss of 0.01

### **0.02 for AU/HK/NZ/SG/TW 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

## | Sagami Workshop

### ✓ DOs

The official name of the Sagami Workshop is:

**HK/TW**

相模工房

**AU/HK/NZ/SG/TW**

Sagami Workshop

- If described in a paragraph in short form, the event should be named "工作坊" or "活動" in Chinese, "the Workshop" or "the event" in English.

For hashtag, always suggest participants to use  
#sagamiworkshop

### ✗ DON'Ts

**相模工作坊**

Never use the term "工作坊" after "Sagami" or "相模".

**手作工作坊, 安全套工作坊, 互動工作坊, etc**

Never use terms such as "手作", "安全套" or "互動" to describe its nature.

**Sagami workshop**

Never use capital only for S in "Sagami Workshop".

**sagami workshop**

Never use small letters for "Sagami Workshop".

**condom workshop, Sagami condom workshop, handmade condom workshop**

Never use the term "condom workshop" to describe its nature.