

MIDORI

MIDORI STYLE GUIDE 2016



A Little More Fluffiness for Your Heart!

Murai's World
pop-up gallery

2007-2016 © Takeshi MURAI Characters.

Guidelines



Logos

English **MIDORI**

Katakana **ミドリ**

Kanji **味鳥**

Recommended Colors

transparency can be altered



Pantone DS 291-1c
c60 m0 y100 k10



Pantone 363c
c60 m0 y100 k10



Pantone 116c
c3 m13 y84 k0



Pantone 1585u
c0 m56 y90 k0

Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Optima Bold

あいうえおかきくけこさしすせそたちつてとなにぬ
ねのはひふへほまみむめもやゆよらりるれろわをん
アイウエオカキクケコサシスセソタチツテトナニヌ
ネノハヒフエホマミムメモヤユヨラリルレロワヲン
FOT- キアロ Std B

Legal



Copyright

*Full legal Line for all licensed merchandise, as well as any packaging, advertising and promotional materials

© 2007-20XX Takeshi MURAI Characters.

*Short form (must be approved for use)

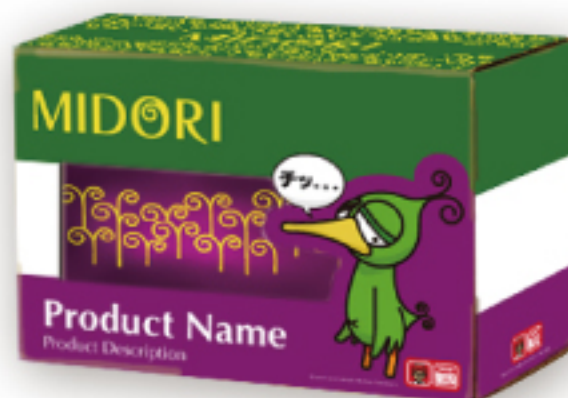
07-XX take ©

XX above indicates the first production year

Tag



Packing



Contact Information



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About MIDORI

For the Stressed People who
Always Hold Back Their True Feelings

My name is Midori.

I am alone with no friend nor family.

But I am not lonely.

I eat, sleep, and sing whenever I want.

I tut whenever I am pissed.

My life is easy, are you jealous?

- ★Name: Midori
- ★DOB: April 29
- ★Height: 15cm
- ★Gender: male
- ★Birthplace: urban riverside
- ★Characteristic: unmotivated, lazy but tactful
- ★Habit: tutting
- ★Strength: acute sense of taste
- ★Favorite: his own tasting spoon



mid-046

1 Character Artwork



md-001



md-002



md-003



md-004



md-005



md-006

2 Character Artwork



md-007



md-008



md-009



md-010



md-011



md-012



md-013



md-014



md-015



md-016



md-017



md-018



md-019



md-020



md-021



md-022



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md-030



md-031



md-032



md-033



md-034



md-035



md-036



md-037



md-038



md-039



md-040



md-041

3 Character Artwork



Icons and Symbols



OK with flipping /changing colors



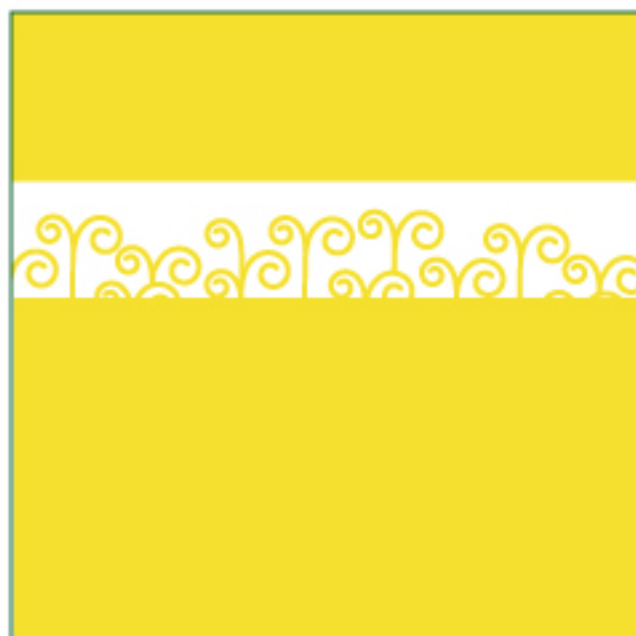
Bubbles for phrases. OK with flipping.

4 Character Artwork

Patterns



mid-pattern_001



mid-pattern_002



mid-pattern_003



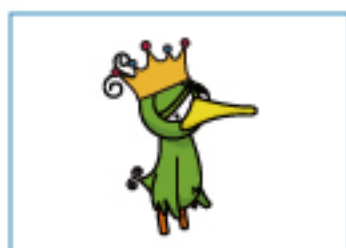
mid-pattern_004

5 Character Artwork

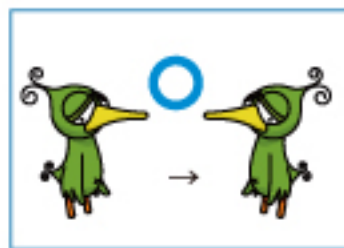


mid-045

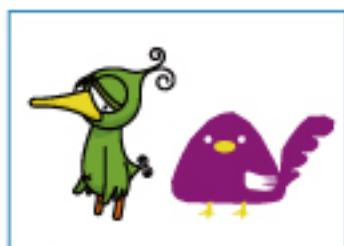
Midori can be in various costumes.



○ OK with accessories.



○ OK with flipping



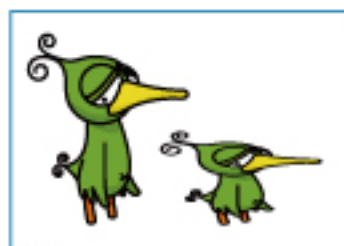
✗ No other characters.



✗ No duplication



✗ No text over Midori



✗ No proportion change



✗ color/pattern change

6 Product Photos



Made in JAPAN

*The references in this document to Pantone® colours are to the colour standards shown in the current edition of the Pantone® Color Formula Guide. The colours shown in this document are not intended to represent the Pantone® colour standards. Pantone® is a registered of Pantone®, Inc.