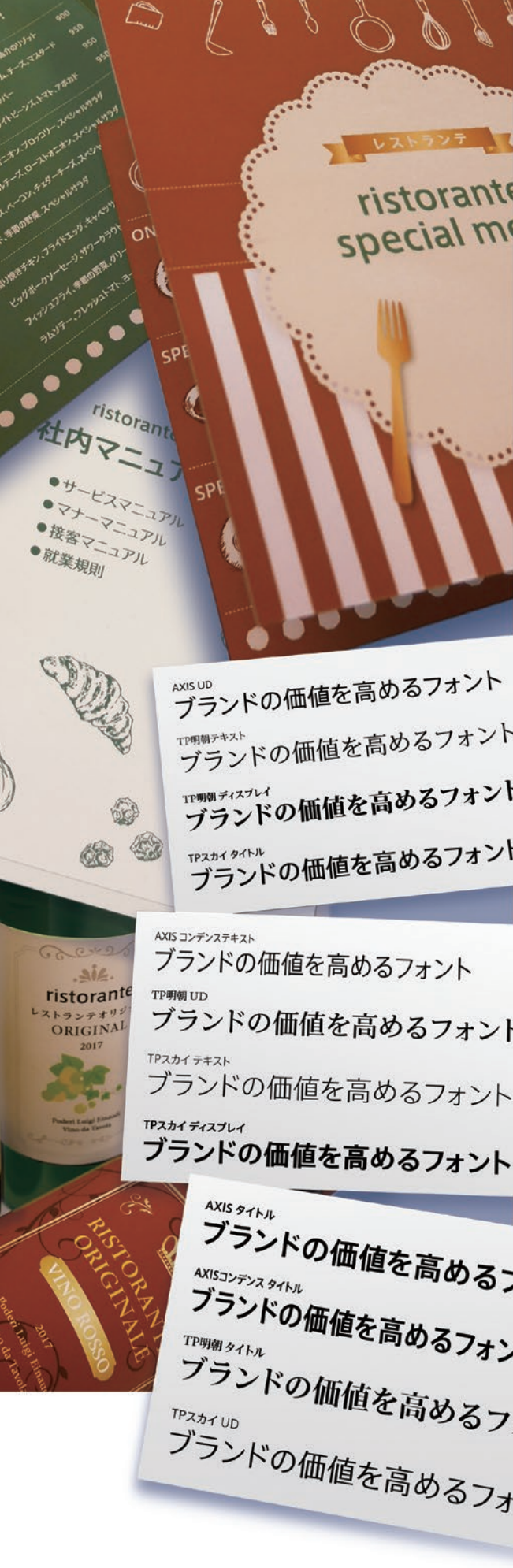


A Corporate Font as the Company's Voice

If a company is a person, the corporate font is the voice it speaks with. Employing fonts tailored to this voice at all points of contact between company and user gives the user a consistent image of the company, and steadily builds the perception of reliability that is a vital asset for any company. A corporate font not only enhances a company's brand value, but also establishes a firm identity, which leads stronger internal branding as well. As part of our ongoing initiative to expand the possibilities of text, Type Project offers corporate fonts in which companies can find their "voices."

Today the world is in the midst of a transition from analog to digital, and from paper to online media. Type Project has been ahead of the curve in developing fonts compatible with media diversification, including designs that are tailored to horizontal typesetting, compliant with UD (universal design) standards, suitable for display on digital screens, and take display speed into account. We have developed technologies to adjust weights and character widths in accordance with other companies' Latin fonts, and we provide corporate fonts to major electronics manufacturers and automobile manufacturers both in Japan and abroad.



Corporate Plan

Type Project

Type is face, Type is voice.

AXIS Font Go-to corporate font widely used by some of the world's top companies

AXIS Impact
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

AXIS Text
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

AXIS UD
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

AXIS Title
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

AXIS Display
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

AXIS Condensed Text
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

AXIS Condensed UD
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

AXIS Condensed Title
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

AXIS Compressed Text
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

AXIS Compressed Title
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

TP Mincho Attractive, highly legible Mincho family for formal horizontal text, optimized for display on monitors

TP Mincho Impact
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

TP Mincho Text
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

TP Mincho UD
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

TP Mincho Title
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

TP Mincho Display
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

TP Sky Font family ideal for highly original branding, with natural tone and refreshing image

TP Sky Impact
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

TP Sky Text
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

TP Sky UD
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

TP Sky Title
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

TP Sky Display
ブランドの価値を高めるフォント
ブランドの価値を高めるフォント

Our Corporate Plan has three key features.

1

Yearly contracts

We offer 20 fonts from which you can choose, in accordance with your objectives, so as to communicate your company's character in a manner not possible with standard system fonts. Further, you can select from two types of contracts, Basic (with up to 10 licensed uses) and Advanced (with an unlimited number of licensed uses).

2

Original font names

Add your company name, up to seven characters, to your chosen fonts (for example "ABC AXIS Condensed Text"). Incorporating your company name into font names solidifies your company's identity and strengthens internal branding.

3

Web fonts

Web font service can be adapted to the scale of your business. Choose from a subscription model (pay-per-use or fixed rate), where you can utilize subsets consisting only of characters required for display, or an enterprise model that provides Web font operations exclusively for customers in a cloud environment.

Payment Plans

We offer two types of yearly contracts, Basic (with up to 10 licensed uses) and Advanced (with an unlimited number of licensed uses), choose four from a list of strictly selected fonts.

For both plans, customers requiring five or more fonts can add fonts one by one. The Basic course also offers the option of adding license uses, five at a time.

	Basic	Advanced
Initial setup fee	¥100,000	¥400,000
Annual fee	¥200,000	¥2,000,000
Number of fonts	up to 4	up to 4
Additional font	¥50,000 per font	¥500,000 per font
Number of licenses	up to 10	unlimited
Additional license	¥100,000 per 5 license	—
Web font subscription	pay-per-use or fixed rate	pay-per-use or fixed rate
Web font enterprise	¥40,000 per year (up to 150,000PV per month)	¥400,000 per year (up to 1,000,000PV per Month)

Annual fees are only for desktop licenses (OTF). If the service is embedded into devices or applications, a separate license agreement is required. Customers wishing to use the Web font Enterprise on premises should indicate this on the application form.

Customers who would like customizations such as weights and contrasts other than the 20 fonts on the list, recombinations of Latin fonts or kana fonts, or development of original hiragana or katakana fonts, please use the FitFont service. (<http://typeproject.com/en/service/fitfont>)

See details or inquiry: <http://typeproject.com/en/service/corporate>

Utilization Examples

Type Project has been ahead of the curve in developing fonts compatible with media diversification, including designs tailored to horizontal typesetting, compliant with UD (universal design)

standards, suitable for display on digital screens, and taking display speed into account. Our roster of corporate clients includes Starbucks Coffee Japan, Toyo Kitchen Style, and Camper Japan.

Starbucks



Starbucks has adopted AXIS Font as its Japanese font, thanks to its ability to unobtrusively blend in with the company's primary visual communications comprised of English text, photographs, and illustrations, and to coexist harmoniously with the company's three designated Latin fonts.

Use case: in-store posters, menus, pamphlets, website

Toyo Kitchen Style



The company employs AXIS Font not only for its graphic beauty but also for the sense of reliability it conveys, ideal for the stainless steel kitchens that the company offers. The font is used for in-house documents and study group materials so as to raise brand awareness among employees and thereby foster their unity.

Use case: website, catalogues, mailed advertisements, banners in showrooms

Camper



AXIS Font was selected as its Japanese font due to smooth compatibility with its Latin corporate font and suitability for conveying the brand image and message. The company also thoroughly communicates its brand image internally from the training stage onward, and the font is used in internal documents.

Use case: press releases, business cards, envelopes, letterheads, POP displays.

Surface & Architecture



The company selected the AXIS Font to display information efficiently on limited-size screens such as smartphones. It was chosen because it can be used as a single typeface, without adjustment, as a Web font as well and without requiring a font synthesis function.

Use case: website, presentation materials

We have developed FitFont technology that delivers optimum combinations by adjusting the weight, contrast, and character width of AXIS Font, TP Mincho, and TP Sky, recombining with

other companies' Latin fonts, and developing original hiragana and katakana fonts, so as to offer corporate fonts in various forms to the world's leading global companies.

SAKURA Internet



SAKURA Internet selected TP Sky because of the appealing look it gives online text. To incorporate the company's distinctive character into its typeface, we delivered TP Sky as a customized FitFont, changing the design of seven kana characters and replacing the Latin text developed by Nippon Design Center with TP Sky.

Use case: business cards, employee ID cards, data center signatures, catalogs, website

Font name: Haru TP

Alpine



The Paris-based digital type design agency Production Type selected FitFont as an important means of maintaining customer-oriented brand consistency. The weight of AXIS Font was adjusted in accordance with Alpine Ascension, a font developed especially for the historic French automaker Alpine.

Use case: website, pamphlets, on-board display (plan)

Font name: Alpine AXIS

Sony



After receiving an order from Monotype Imaging, we designed a Japanese font compatible with the Latin corporate font jointly developed by Sony and Monotype. The AXIS Font is used for kanji and a newly developed font for kana sections. We also handled the recombination engineering of Latin and Japanese-language fonts.

Use case: product packaging, business cards, envelopes, presentations, company name signs, website
Font name: SST JP

Denso



We adjusted the weight of the AXIS Font as a customized Japanese FitFont in accordance with the Latin font, developed especially for Denso by Copenhagen-based branding agency Kontrapunkt. We also handled the recombination engineering of Latin and Japanese-language fonts.

Use case: exhibition displays, catalogs, business cards, advertisements, website
Font name: DENSO TP 2017/
DENSO Sans TP 2017

Application Examples

In these application examples, four out of 20 possible fonts are selected according to objective, envisioning usage by restaurant chains, fashion brands, or cosmetic manufacturers. Use of

consistent fonts for in-house manuals, menus, websites, catalogs, business cards, packaging and more makes it possible to convey corporate messages with maximum effectiveness.

Case study ① restaurant chains [ristorante]

● Fonts in use

AXIS Title
ブランドの価値を高めるフォント

AXIS Condensed Title
ブランドの価値を高めるフォント

TP Mincho Title
ブランドの価値を高めるフォント

TP Sky UD
ブランドの価値を高めるフォント

Menu
AXIS Title /
AXIS Condensed Title



In-house manual
AXIS Title /
TP Sky UD



Website
AXIS Title

Original wine label
AXIS Title / TP Mincho Title



Case study ② fashion brands [moda]

● Fonts in use

AXIS UD

ブランドの価値を高めるフォント

TP Mincho Text

ブランドの価値を高めるフォント

TP Mincho Display

ブランドの価値を高めるフォント

TP Sky Title

ブランドの価値を高めるフォント



Shop name signs

TP Sky Title



Catalogues

TP Mincho Text /
AXIS UD



Tags

TP Sky Title /
AXIS UD



Online shop

TP Mincho Display /
TP Sky Title

Case study ③ cosmetic manufacturers [cosmetico]

● Fonts in use

AXIS Condensed Text

ブランドの価値を高めるフォント

TP Mincho UD

ブランドの価値を高めるフォント

TP Sky Text

ブランドの価値を高めるフォント

TP Sky Display

ブランドの価値を高めるフォント



Packages

TP Mincho UD /
AXIS Condensed Text



Business cards

TP Sky Display /
TP Sky Text



Website

TP Mincho UD / TP Sky Text



Catalogues

TP Mincho UD / TP Sky Text

