

Brand house · Style Guide

San-X Character Brand House

Rights-holder: Daewon Media · Licensed via Iptoria

Overview

San-X is a multi-character brand house (Rilakkuma, Sumikkogurashi and more). Respect each sub-brand's palette and never mix characters in one lockup without approval. This brand & usage guide defines how the IP may be applied on licensed products. All usage is subject to the executed license agreement and licensor approval.

Colour palette



#F6A6B2



#FBE3A1



#A7D7C5



#5B5B5B

Usage rules

✓ DO

- Use the supplied master artwork and vector files only
- Keep the minimum clear space (1× the character height) around the logo/character
- Reproduce the official colour palette exactly (see swatches)
- Submit all artwork for licensor approval before production
- Credit the rights-holder where required by the agreement

✗ DON'T

- Do not stretch, rotate, recolour or add effects to the character
- Do not crop, occlude or combine with other IP without approval
- Do not place on offensive, political or competing-brand contexts
- Do not recreate or trace the character as new artwork
- Do not use low-resolution or screenshot assets

Typography & clear space

Use the brand's primary typeface for headlines and a clean sans-serif for body. Preserve minimum clear space of 1× the character height on all sides. Minimum reproduction size: 18 mm tall for print, 64 px for screen.

Approvals & contact

Submit production-ready artwork to the licensor for written approval before manufacturing. Approval SLA and contact details are provided with your license. Unauthorised uses are a breach of the agreement.

