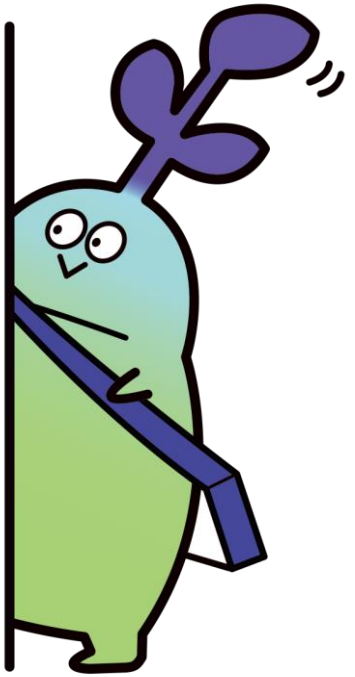
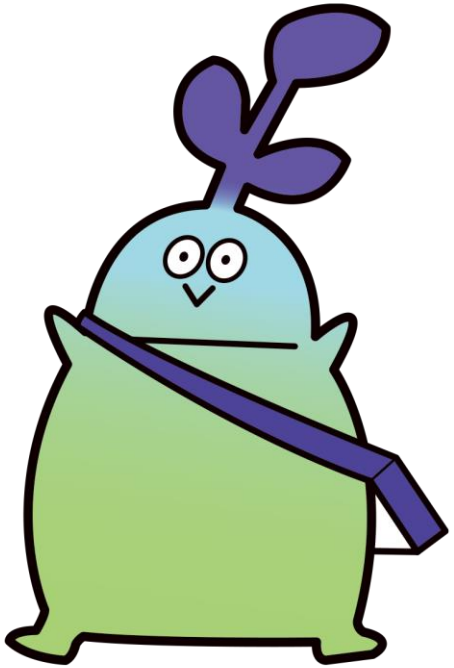
Usage guidelines for the Tohoku University official mascot “Kenichi”

Tohoku University’s official mascot “Kenichi” was created as part of a commemorative project for Tohoku University’s 115th anniversary.
These guidelines have been prepared so that the mascot can be used appropriately for various activities.

All rights to the mascot are held by the Tohoku University Public Relations Office.



Profile of Kenichi



Trademark registration
No. 6848953

About Kenichi:

Kenichi is a fairy who has been around since the founding of Tohoku University in 1907.

Kenichi usually watches over the students from deep in the forest in Aobayama, but when the university celebrated its 115th anniversary in 2022, Kenichi decided to come onto campus and join the happy students in the laboratory for the first time.

Kenichi is named after the university's founding principle of putting "research first".

Kenichi's gender is not specified. Kenichi has an inquisitive and highly expressive personality, and loves being around Tohoku University students, who have a reputation for studying hard.

Kenichi's favorite song is Aoba Moyuru Kono Michinoku.

Kenichi has a bush clover (a symbol of Tohoku University) growing on its head, and its green body and bright face represent the university's clean air and surrounding nature.

Kenichi carries a school bag which contains a variety of tools and scientific items, which can help support students and researchers.

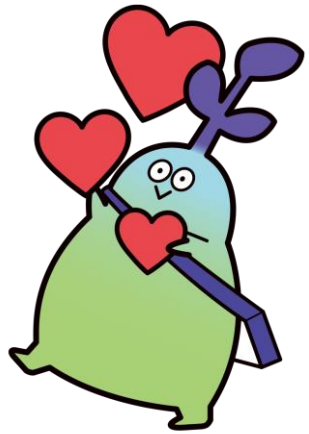
Designer : Mamiko Yamazaki (5th-year student*, School of Medicine)
*At the time this character was chosen as the new mascot

Terms and Conditions of Use

The official mascot can be used by:
(1) Students, faculty and staff members of Tohoku University
(2) Those who have gained special approval from the Public Relations Office

Those who wish to use official PR mascot must abide by the following rules:
(1) Users may not damage the reputation or dignity of the University.
(2) Users may not alter or modify the character.
(3) Users shall not disrupt public order or offend public decency.
(4) Users may not use the character for commercial purposes.
(5) Usage must adhere to the conditions set by the Public Relations Office
(6) The mascot data must not be shared with a third party
(7) The mascot must be appropriately used according to the designated guidelines
(8) The mascot may not be used for activities related to specific individuals or those related to politics, ideology or religion.
(9) Users may not apply for trademark registration of this mascot.

In the event of non-compliance with the above, the display or publication may be suspended.



Scope of Illustration Use

Permitted



- Materials for event announcements
- Business cards
- Presentation materials

e.g., Event flyers, posters, pamphlets, business cards for faculty, staff, and students, presentation slides, etc.

Please proceed to the application form on the next page, fill in the required information, and then use the illustration.

Consultation Required



- Production of promotional novelties/giveaways
- Merchandise production
- Materials for large-scale events such as Open Campus

e.g., Event novelties, club/circle uniforms, commemorative gifts, etc.

Please proceed to the consultation form on the next page and consult with the Public Relations Office.

Prohibited



- Use on commercial products for sale
- Materials for academic conferences or events not hosted by the University
- Production of three-dimensional objects

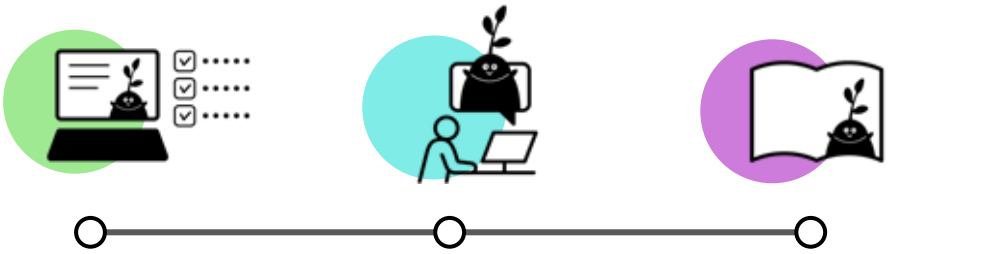
The illustration cannot be used in the cases listed above. Thank you for your understanding.

When Approved for Use

If your intended use falls under the "Approved for Use" category, please fill out and submit the "Registration Form." Download the illustrations from the URL provided in the automatic reply email. Prior to use, please carefully read the "Precautions for Use" on page 2 and the "Usage Rules" on page 7.

Registration Form

https://forms.gle/9qpGS3L7jusfgxbD9



Registration

Fill out and submit the Registration Form with your "Affiliation," "Name," "Email Address," and "Purpose of Use."

Download Images

Download the images from the URL in the automatic reply email, and use them according to the purpose and design of your creative work. (See pages 4 and 5 for illustration references)

Use Illustrations

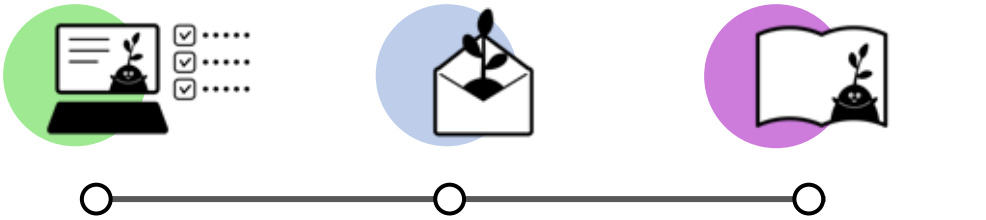
Submission of the final product is not required.

Consultation for Use

If you wish to make a consultaction regarding the use of the character, please submit an inquiry via the Consultation Form. Please note that a consultation is required for each individual piece of work, and we ask that you also submit your design proposals. Unauthorized reuse of previously provided data for a different creative work is strictly prohibited.

Consultation Form

https://forms.gle/JC4nm2ZXY6fyuBgW8



Consultation

Please submit your inquiry via the Consultation Form. Please submit your design proposal. Rough sketches or drafts are acceptable.

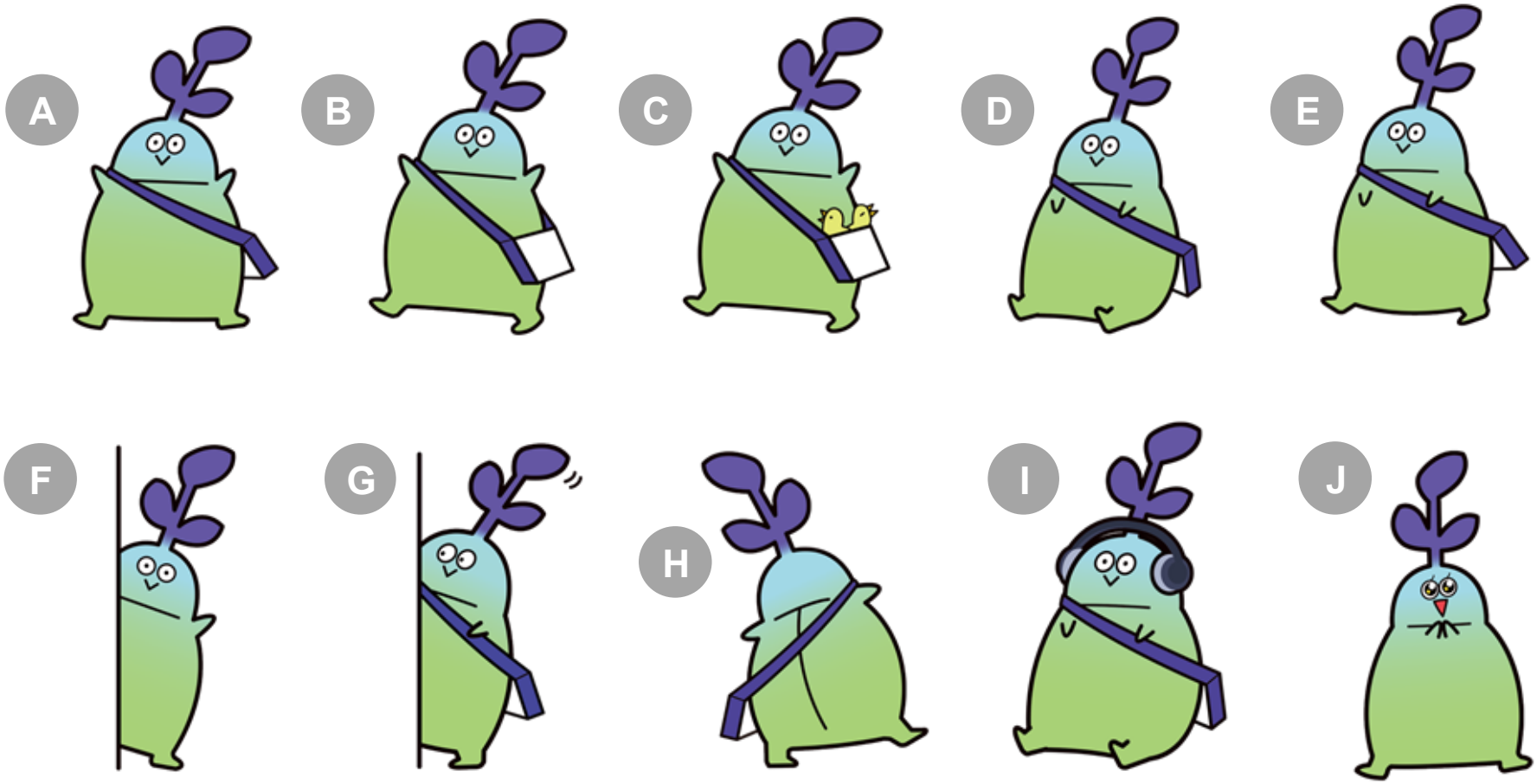
Approval

The Public Relations Office will review your consultation. You may only proceed with actual use if it is approved. (Takes approximately 1 week) We may request adjustments regarding how the illustrations are used.

Submission of Final Product

Once the item is completed, please submit photos of the final product to the Public Relations Office.

Available mascot variations



Available mascot variations

K



L



M



N



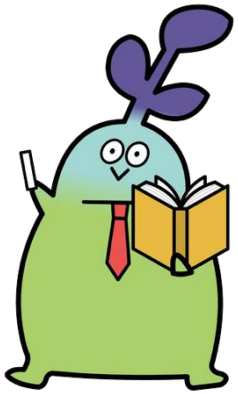
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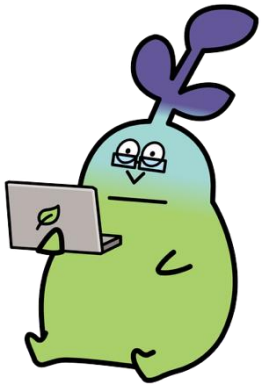
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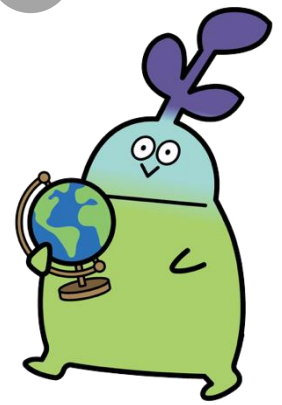
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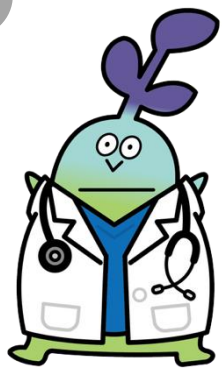


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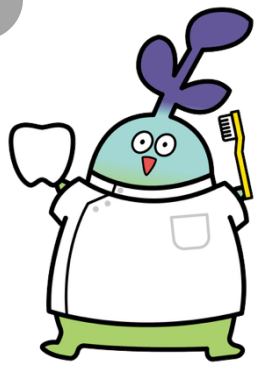


Available mascot variations

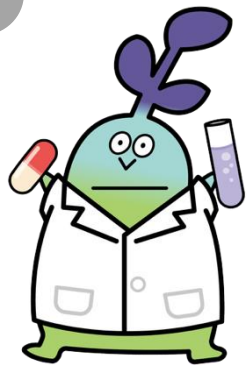
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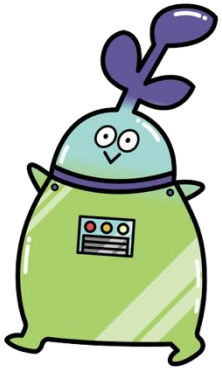
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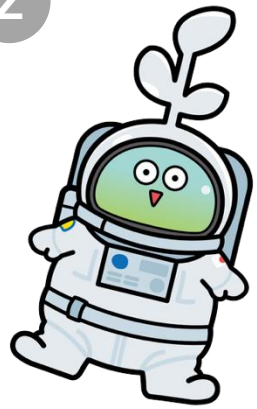
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Y



Z



Do’s and Don’ts

When using the official mascot,
please note the following rules.

For use as insert images only.

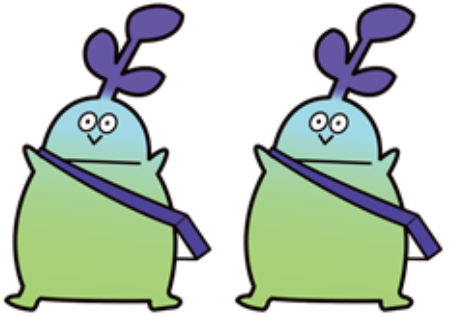
Credits

All images must be credited using
the official name of the official mascot.

（Japanese）©東北大学・研一

（English） ©Tohoku University, Kenichi

Do not remove the character name from
the provided data.



©東北大学・研一　©Tohoku University, Kenichi

Do not mirror



Do not remove any parts



Do not change the shape



Do not add any elements



Do not make changes to the color



Do not crop excessively



Do not display multiple instances



*Combining or duplicating multiple illustrations of Kenichi is not allowed, as it creates the impression that multiple Kenichis exist in the same space simultaneously.

Do not use as a main visual



Do not make the character speak

No speech or thought bubbles



Do not use complex backgrounds



OK



Use a white outline



Use a light background

Inquiries:
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General Affairs and Planning Department
Tohoku University
2-1-1, Katahira, Aoba-ku, Sendai
980-8577 Japan
TEL : 022-217-4816
Email : pr_mascot@grp.tohoku.ac.jp

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