



**JATAI®**

INTERIM

Brand Styleguide

10.10.19



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# Introduction

## The Pivot: The JATAI Evolution

Quality is job one. A familiar phrase and a call to action. JATAI has a world wide reputation of delivering the highest quality products. JATAI is regarded as a pioneer in the industry. Commanding an impressive roster of high quality products, MADE IN JAPAN, JATAI is always top of mind in the industry as a forerunner, a LEADER, in North American trade and manufacturing. The challenge of staying relevant and competitive in a rapidly changing marketplace requires a consideration to pivot. A pivot to diversify their offering. A pivot to connect with a new generation. A pivot to clarify their position on the world stage. JATAI does not have to race to bottom on price. Their reputation is built on Quality. Everything that JATAI must do to make this pivot needs to drive their customers and engage with them in a way that sustains their leadership position but connects with them in new ways, expanding their base to a wider audience, globally. JATAI must prove on a daily basis why their products, their content, and their customer service is always World Class. Inspiring the world with stories that amplify their passion, dedication, and heritage through collaboration in a modern multi-platform ecosystem.



# Brand Story

## Get the Look

Customer satisfaction and the end result of using our products is paramount to our success. We help you GET THE LOOK. Whether you are a barber, a stylist or a consumer working with our products, JATAI is there to make you and your clients, look and feel great. We are diversifying our offering and connecting to a new generation. JATAI is a Window to the World Stage of fashion and beauty. Our reputation is built on Quality. JATAI is connecting with our customers in new ways, expanding our base to a wider audience, globally. Inspiring the world with stories that amplify your passion, dedication, and our heritage through collaboration in a modern multi-platform ecosystem.

Our customers are among the most discriminating stylists and nail artists in the world. Many of them are among our industry's most respected educators in their categories. Our educators have selected JATAI for the many benefits our products offer. JATAI products' ergonomic and structural excellence, their ability to hold an edge, their convenience, and the balance and feel of the instrument in their hands, are many of those benefits. All JATAI cutting tools are designed to work and feel like a natural extension of an artist's mind, hand, and eye.

As you read more about JATAI and our products throughout the website, if you have any questions, I hope you will email or call us. We truly value your feedback and will do whatever it takes to provide you with the best products, service, support, and training in the industry.

--Dean Wada





# Brand Story

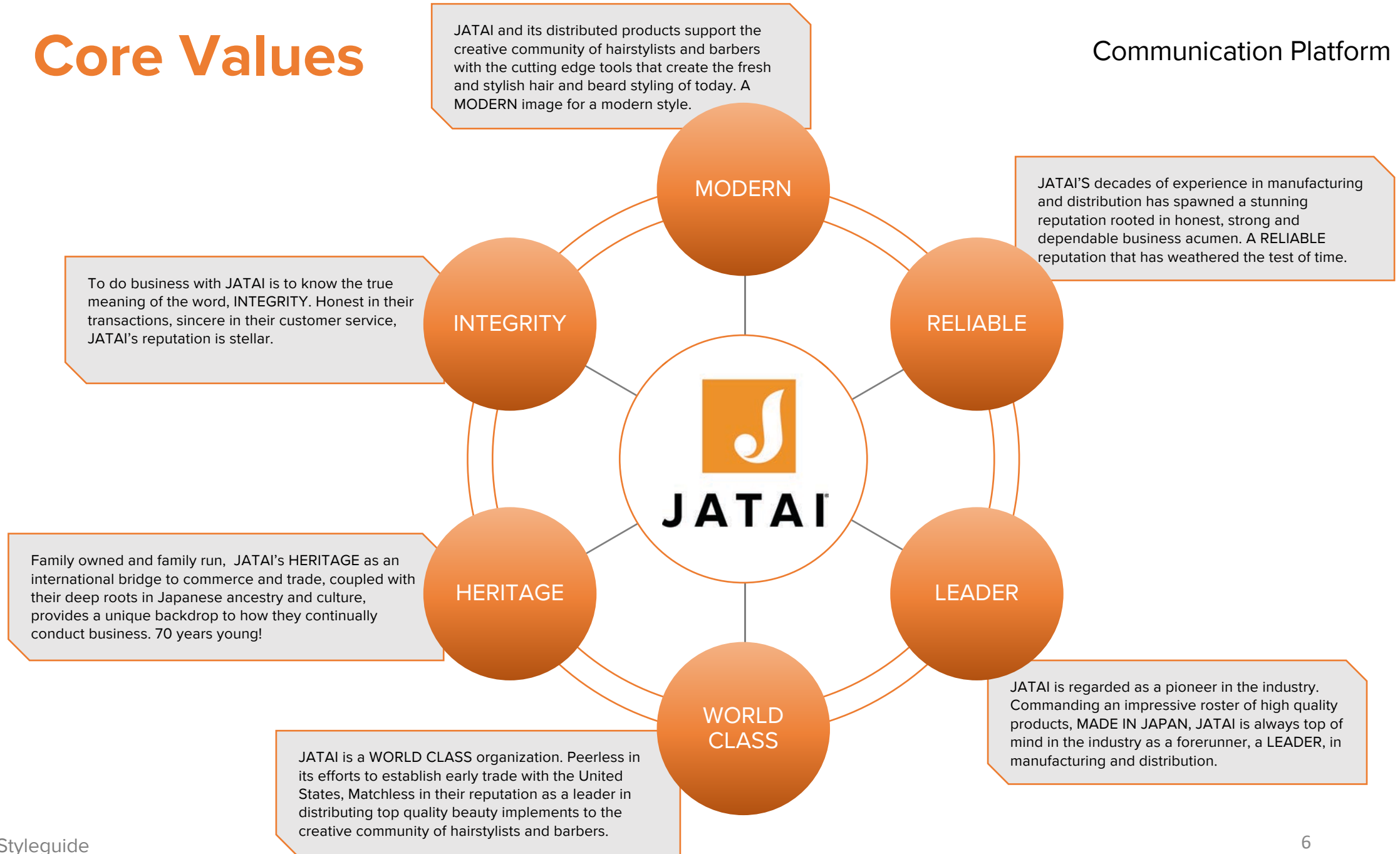
## About JATAI International

JATAI is a WORLD CLASS organization. Peerless in our efforts to establish early trade with the United States, matchless in our reputation as a leader in distributing top quality beauty implements to the creative community of hairstylists and barbers. Family owned and family run, JATAI's HERITAGE as an international bridge to commerce and trade, coupled with our deep roots in Japanese ancestry and culture, provides a unique backdrop to how we continually conduct business. 70 years young! Since 1950, JATAI and its distributed products support the creative community of hairstylists and barbers with the cutting edge tools that create the fresh and stylish hair and beard styling of today. A MODERN image for a modern style. JATAI'S decades of experience in manufacturing and distribution has spawned a stunning reputation rooted in honest, strong and dependable business acumen. A RELIABLE reputation that has weathered the test of time. JATAI is regarded as a pioneer in the industry. Commanding an impressive roster of high quality products, MADE IN JAPAN, JATAI is always top of mind in the industry as a forerunner, a LEADER, in manufacturing and distribution. To do business with JATAI is to know the true meaning of the word, INTEGRITY. Honest in our transactions, sincere in our customer service, JATAI's reputation is simple... we do what we do better than anyone else our customers can find. We know we must not only live up to your expectations... we must exceed them, and that is our promise to you. **JATAI GET THE LOOK.**



# Core Values

## Communication Platform





# Vision, Mission and Position

## Vision Statement

To be the global **leader** in manufacturing and distributing high quality beauty and personal care products.

## Mission Statement

JATAI is the leader in making and curating high quality products. Our **world-class** organization provides customer service with **integrity** and **reliability**.

## Positioning Statement

To beauty consumers, our products offer the highest quality and innovative design. We **lead** the world in delivering exceptional value and **reliable** customer service.



## JATAI Academy: Advancing the Art of Looking Good!

JATAI believes that grooming is both an art and a craft. All tools the artist uses should work and feel like a natural extension of the artist's mind, hand and eye. These tools need to be RELIABLE and have the INTEGRITY and longevity needed to sustain their business.

Our philosophy on basic and advanced training is the coordination of the mind, hand and eye. It is the criteria by which JATAI evaluates tools and products it makes and distributes.

As a result of JATAI's philosophy, its customers are among the most discriminating stylists, barbers and nail artists in the world. Many are also among the industry's most respected educators in their category.

For the past several years, the JATAI Academy has created hundreds of videos with these WORLD CLASS leaders, that have been viewed from all over the world. It is a virtual campus online educational portal. From beginner to intermediate to advanced hairdressers and barbers, we have something for everyone. Learn how to give your clients a better experience. Discover how to make different styles easy to achieve. Master new techniques and improve current ones. Obtain the most of JATAI tools to create the looks you want. Inspire your clients to look and feel cool and confident.

As a professional stylist or barber, you may have questions about your business. JATAI Can help you answer these questions. Am I creating a MODERN image for a MODERN style? What can I do to make my services better? How can I use my time and money wisely when it comes to advanced education? This library of solutions is absolutely free, readily available and easily searchable. **JATAI** wants you to **GET THE LOOK.**



# Vision, Mission and Position

JATAI Academy

## Vision Statement

To be the global **leader** in online education for the stylist and barbering communities.

## Mission Statement

JATAI is the leader in making and curating educational and training videos for the stylist and barbering communities. Our **world-class** organization trains the coordination of the mind, hand and eye with **integrity** and **reliability**.

## Positioning Statement

To the stylist and barbering professionals, the JATAI Academy offers one of the largest training video libraries through our virtual campus online educational portal.



## JATAI CONNECT

We have created the JATAI CONNECT program to bring friends of JATAI together who appreciate and are inspired by the quality and performance of our tools. JATAI products have advanced their career and personal grooming aspirations. Our mission for **ADVANCING THE ART OF LOOKING GOOD** harnesses the ideas and visions of a multitude of our ambassadors. The essence of our program is to provide connections and bring these ideas to life.

We will share testimonials, inspirational styles and looks. For educators, we will announce events and classes to offer their artistic point of view. JATAI CONNECT is the platform where people can demonstrate their art and thoughts.

**GET CONNECTED. GET THE LOOK.**



# Sub-Brand Copy

Feather

## **About Feather Safety Razor Co. Ltd. – Short**

A heritage of centuries old craftsmanship from the origins of the Samurai sword, the **FEATHER**® Company's innovation continued with their double edge razor blade, which is regarded by many critics as being one of the world's best today.

FEATHER's styling razors and replacement blade razors are world-class implements that will help you with all of the hair styles you can create.

## **About Feather Safety Razor Co. Ltd.**

**JATAI's** reputation in high end razors starts with the **FEATHER**® Company. FEATHER's styling razors and replacement blade razors are world-class implements that will help you with all of the hair styles you can create. FEATHER is a world-class product and one of the most trusted brands in the beauty industry today.

Established in 1932, Feather started production and distribution of razor blades. Since then, Feather has entered into various fields from shaving and grooming goods to professional barber and beauty products, medical products such as surgical blades and industrial products with technology and development capabilities centering on ultra-precision metal processing. Feather is the leading blade manufacturer in Japan and has grown to a global company which exports to more than 120 countries.

All of Feather's products are manufactured in their own factories in Japan by local employees in order to provide customers with the highest quality and satisfaction.

Timeless, rather than trendy. Feather aims for making products which continue to be trusted and favored throughout the ages, rather than following trends. JATAI is proud to be their distributor for North America.



# Sub-Brand Copy

Seki

## **Story of Seki Edge - Short**

From the creators of the Samurai sword in the mountains of Seki, Japan, Seki Edge combines century-old craftsmanship with modern technology to create the world's finest beauty and grooming tools. Seki Edge is an exquisite blend of metal and art.

It's the way our instruments cut, shape, smooth and curl. It's the way they fit in your hand. It's the pleasure you'll feel of getting professional results.





# Sub-Brand Copy

Seki

## Story of Seki Edge

**JATAI's** reputation in high end beauty implements starts with the SEKI EDGE, a collection of world class beauty implements made by the finest craftsman in Seki, Japan. From nail clippers, eyebrow tweezers, men's grooming kits to eyelash curlers, there is something for everyone! Seki Edge stays on the cutting edge in functionality and design keeping you groomed and beautiful.

The story of Seki Edge begins back in the 13th century in Seki City, a small city in the central mountains of Japan. Due to its rich natural resources, abundant materials, and ideal conditions such as pine charcoal for kilns, blade soil, good quality water, and a water transport system, a master sword smith named Motoshige chose Seki as the ideal place to produce samurai swords for the region.

Today, Seki Edge takes on the same "Bushido" approach to manufacturing. The city of Seki is world famous for manufacturing the finest cutlery, knives, razors and grooming tools. Today, Seki Edge has taken on a modern approach to manufacturing without losing our roots of craftsmanship and perfection. In today's manufacturing age, there is new focus on large volumes and inexpensive production. The result, quality has been long forgotten. Seki Edge believes the market is demanding more than a race to the bottom. Seki Edge creates high quality and innovative tools that respond to your needs. Every nail clipper, men's grooming kit, eyebrow tweezers and more, are made with great care and attention, incorporating their legacy of craftsmanship.

Despite the growing demands to increase production, Seki Edge is still committed to the philosophy of hand craftsmanship, quality and reliability. They will not forget their roots in exchange for bigger profits. As an industry leader, they are committed to leading in new and innovative tools every year, fully committed to maintaining the highest standards in every step of production.

This rich heritage and reputation for high quality is behind every Seki Edge beauty and grooming tool. The Seki Edge name is a guarantee of superior quality and performance. Seki Edge separates itself from other implements in the marketplace by embracing its long history of Japanese skill and craftsmanship, while incorporating modern technology, the benefits of ergonomic design, and their flare for fashion and style in every Seki Edge tool made.

Today, new items that are innovative in function and design are being developed at an unprecedented rate. Seki Edge continues to look toward the future to provide consumers with the opportunity to experience the Seki Edge. JATAI is proud to be their distributor for North America.



# Sub-Brand Copy

Fuji

## **About Fuji Paper – Shortest**

Experience the strength and gentle nature of Fuji Paper. Made in Japan, Fuji Paper is environmentally friendly and has four times the saturation of any perm paper. Eliminating harmful chemicals from the paper production process reduces stress and damage to the hair. Fuji Papers are the preferred choice.

## **About Fuji Paper – Short**

Experience the strength and gentle nature of Fuji Paper. From the origins of the Niyodo River in Kochi, Japan, comes a centuries long obsession with paper making. Fuji Paper is made in an environmentally friendly manner, but it has four times the saturation of any perm paper made in the United States. Eliminating harmful chemicals from the paper production process reduces stress and damage to the hair for longer lasting curl and healthy hair texture. Fuji Papers are the preferred choice.

## **About Fuji Paper**

**JATAI's** reputation in high end perm end papers starts with Fuji Paper. Sitting quietly in the territory of Kochi lies the most clear and cleanest river in all of Japan. It is called the Niyodo River, often referred to as 'Niyodo Blue.' It is honored with the highest quality water in all of Japan, a title that locals hold onto proudly. But the people of Kochi also take pride in their centuries long obsession with paper making. Kochi's perpetual history and culture of Japanese paper manufacturing has made Fuji Paper the preferred choice for perm end papers. The production consists of a flow of steps, each one serving an important purpose. No bleaching. No harmful chemicals. It is as pure as the Niyodo River it was washed in.

Not only is Fuji Paper made in an environmentally friendly manner, but it has four times the saturation of any perm paper made in the United States. The paper strength and absorbency allows an even flow through penetration for hassle-free balanced results. Creating waves, natural looking body and bounce, with grace and vitality requires end papers that are also as gentle to the hair as the solutions used to create beautiful waves and curls. Eliminating harmful chemicals from the paper production process reduces stress and damage to the hair for longer lasting curl and healthy hair texture. Experience the strength and gentle nature of Fuji Paper. JATAI is proud to be their distributor for North America.



# Corporate Identity

## Icon

The concept of the icon is to create a unique flourish that is a stylish "J." In its abstract form, it symbolizes a lock of hair, or a hairstyle. Captured and always contained in a square, this bold icon becomes the new beacon for the brand of JATAI.





# Corporate Identity

## Logotype

Using the Proxima Nova font, a simple logotype was created to use in conjunction with the new icon. It is very important that the name reads well as one word. It's sans serif heritage echoes the strength of JATAI. The registered trademark symbol® must always be tied to the JATAI logotype. For use in body, headlines and navigation, it should always be capitalized as JATAI.

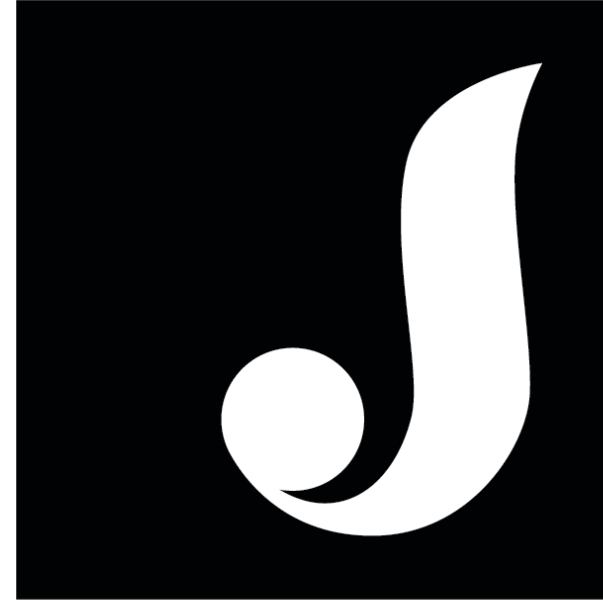
**JATAI®**



# Corporate Identity

## Lockup Vertical

The lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, or orientation. The registered trademark symbol<sup>®</sup> must always be tied to the JATAI logotype.



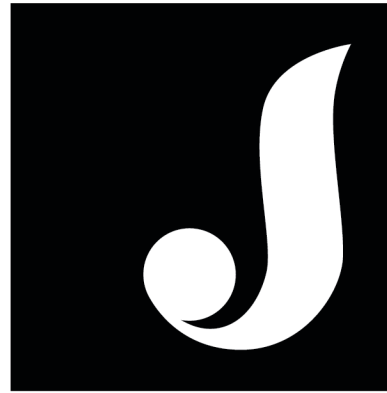
**JATAI<sup>®</sup>**



# Corporate Identity

## Lockup Horizontal

The horizontal lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, or orientation. It is part of the Logo Family.



**JATAI<sup>®</sup>**



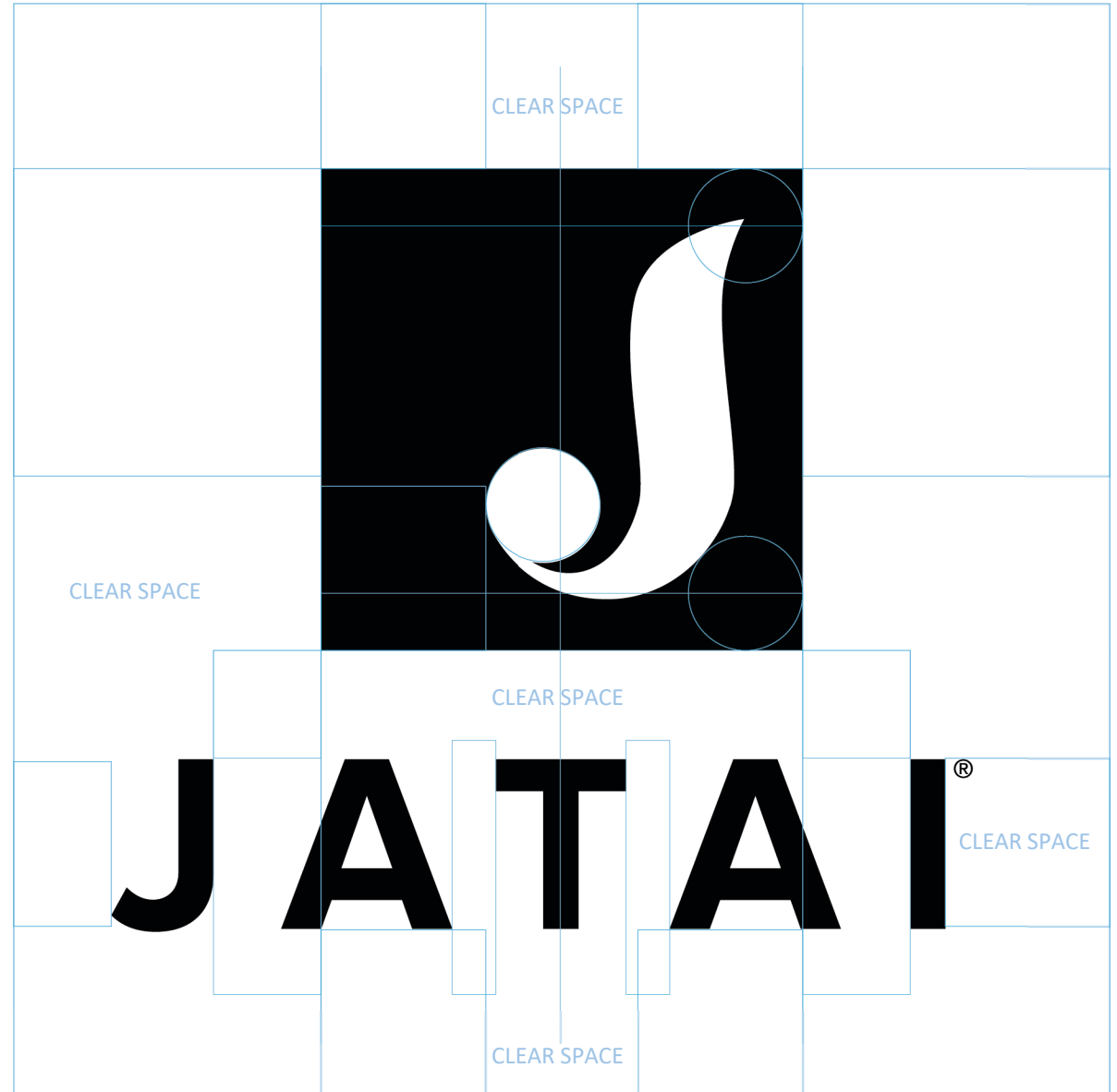
**JATAI<sup>®</sup>**



# Corporate Identity

## Clear Space

Keep the lockup clear from intrusion. Do not adjust any of the spacing between any of the elements. The registered trademark symbol<sup>®</sup> must always be tied to the JATAI logotype.





# Corporate Identity

## Tagline

The addition of the tagline is an alternative 'nesting' of the logotype. It should be used most often. GET THE LOOK can also be used as a headline for branded ads and posts. In this usage, it does not need to be connected to the icon and logotype.



**JATAI**<sup>®</sup>  
GET THE LOOK



**JATAI**<sup>®</sup>  
GET THE LOOK

GET  
THE  
LOOK





## Lockup Vertical

The horizontal lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, or orientation. It is part of the Logo Family.





## Lockup Horizontal

The horizontal lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, or orientation. It is part of the Logo Family.



**JATAI**<sup>®</sup> **ACADEMY**



# Corporate Identity

JATAI Academy

## Tagline

The addition of the tagline is an alternative 'nesting' of the logotype. It should be used most often.



**JATAI**<sup>®</sup>  
**ACADEMY**

ADVANCING THE ART OF LOOKING GOOD



**JATAI**<sup>®</sup> **ACADEMY**

ADVANCING THE ART OF LOOKING GOOD



## Lockup Vertical

The horizontal lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, or orientation. It is part of the Logo Family.



**JATAI**<sup>®</sup>  
CONNECT



## Lockup Horizontal

The horizontal lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, or orientation. It is part of the Logo Family.





# Corporate Identity

## Typography

Use the Proxima Nova Family of Fonts for its clean and modern simplicity. To supplement the options, more compatible condensed fonts have been added.

PROXIMA NOVA BOLD

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890**

1.

AVENIR NEXT CONDENSED

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890**

PROXIMA NOVA MEDIUM

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890**

LORIMER NO 2 CONDENSED MEDIUM

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890**

PROXIMA NOVA LIGHT

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890**

DIN COND MEDIUM

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890**



# Corporate Identity

## Colors

There is a limited color palette for the brand. Brand Orange is the Hero color and must always be used in a corporate environment. The complementary secondary colors should be used conceptually to help differentiate new lines of products.



### Brand Orange

USE: This colors the icon and the tagline. It can also have various transparencies when used as graphic element.

#### RGB

R - 247  
G - 148  
B - 29

#### CMYK

C - 0  
M - 50  
Y - 100  
K - 0

#### PMS

P20-8C

#### HEX

#F7941D



### Brand Blue

USE: This colors the icon and the tagline. It can also have various transparencies when used as graphic element.

#### RGB

R - 31  
G - 141  
B - 197

#### CMYK

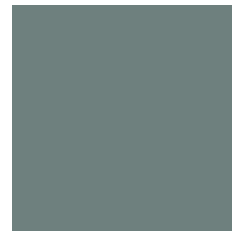
C - 75  
M - 26  
Y - 0  
K - 9

#### PMS

P 109-14C

#### HEX

#1F8DC5



### Gray-Green

USE: This colors the icon and the tagline. It can also have various transparencies when used as graphic element.

#### RGB

R - 113  
G - 127  
B - 124

#### CMYK

C - 58  
M - 41  
Y - 46  
K - 9

#### PMS

8500C

#### HEX

#717F7C



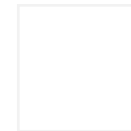
### Black

USE: This colors the logotype and body copy. It can also be used as graphic element.



### Medium Gray

USE: Various shades of gray, all achromatic, can be part of this family. It can have various levels of transparency, as well.



### White

USE: White is the main background when using the icon or lockup.



# Corporate Identity

## Colored Icons

There is a limited color palette for the brand. Brand Orange is the Hero color and must always be used in a corporate environment. The complementary secondary colors should be used conceptually to help differentiate new lines of products and distributed products.



Brand Orange



Brand Blue



Gray-Green



Medium Gray



Black



Fuji Feather Red





# Corporate Identity

## Business Cards



FRONT



BACK



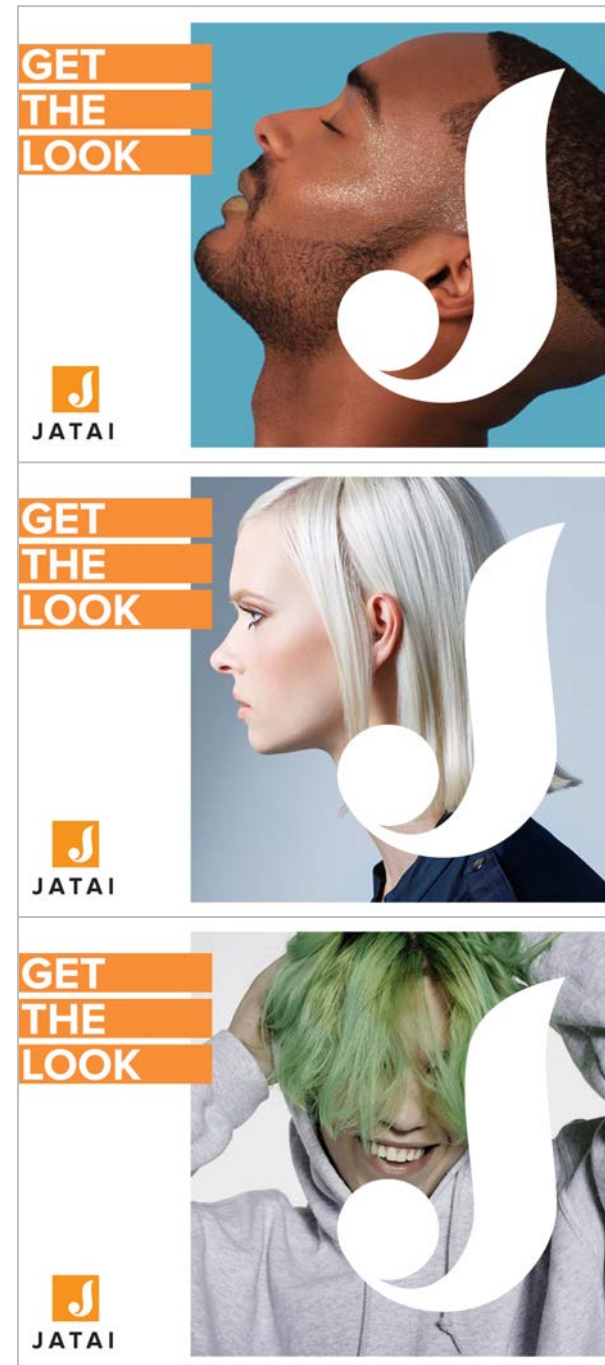
ALT BACK



# Creative Platform

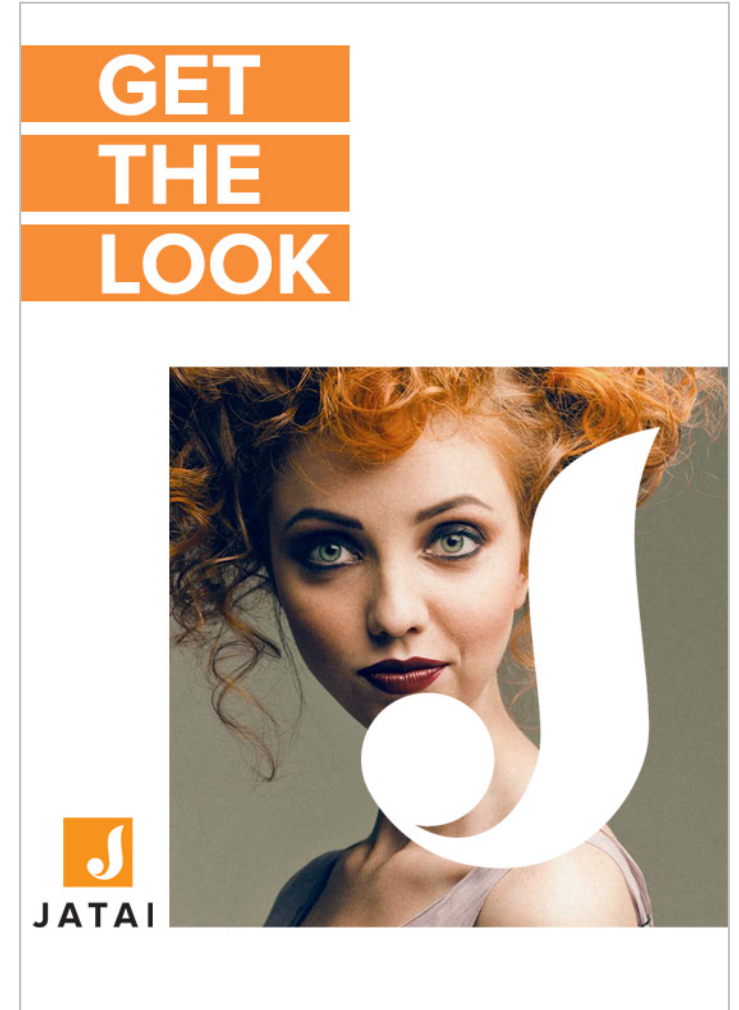
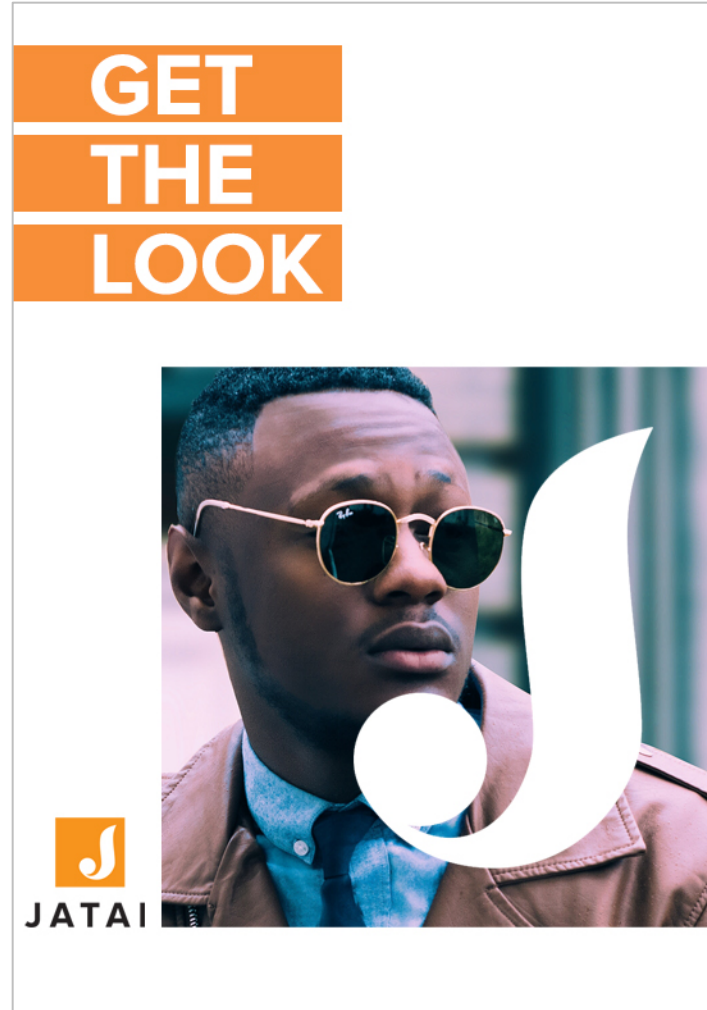
## Window to the World

The new Pivot for JATAI is **A WINDOW TO THE WORLD** of beauty and fashion. The Square of the new icon becomes a portal to feature the faces and products of JATAI. Creating a new visual language as a creative backdrop to all marketing. This window nets a dynamic look that can be a distinctive across all media and reinforce the new “J” in a thousand new ways. A living Icon.





# Posters





# Sample Print Ads



**GET THE LOOK**



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**JATAI**


IMAGE + PRODUCT



**GET THE LOOK**



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**JATAI**

IMAGE + PRODUCT



**GET THE LOOK**

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**JATAI**

PRODUCT



**GET THE LOOK**

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**JATAI**

PRODUCT





# Sample Print Ads

## IMAGE + DISTRIBUTED PRODUCT

**GET THE LOOK**

**FUJI PAPER**

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JATAI International | 6900 Hermosa Circle, Buena Park, CA 90620 | www.JATAI.net | (888) 966-2824

Contact our Manufacturer Representatives - West - Jay Healy - Associate: 800-461-2108 - Southwest - CFN: 800-480-0019  
 Northeast - CFN: 800-235-0472 - Midwest - Coleman-Harrison: 800-727-1109 - Southeast - Southeast Day Services: 800-235-2699

**GET THE LOOK**

**FEATHER Styling Razor™**

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**GET THE LOOK**

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**GET THE LOOK**

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# Sample Print Ads



**GET THE LOOK**

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**JATAI**

DISTRIBUTED PRODUCT



the *SEKI* EDGE<sup>®</sup> commitment


At SEKI EDGE®, our employees understand that people love their beauty and grooming tools. In the past, tools were purchased to meet functional needs, but today, tools are purchased to fit specific lifestyles. To meet these demands, SEKI EDGE is continually creating new and innovative products that will make plucking, primping and cutting as enjoyable as possible. With the ultimate goal of adding beauty and value to your life, SEKI EDGE products are designed and constructed to meet the highest standards in old world hand-craftsmanship.



**JATAI**  
GET THE LOOK

Exclusively distributed by: JATAI International  
6980 Hermosa Circle, Buena Park, CA 90620  
Toll Free: (888) 965-2824 Tel: (714) 670-9400 Fax: (714) 670-9440  
[www.JATAI.net](http://www.JATAI.net)

DISTRIBUTED PRODUCT




**Barber Benton**  
Los Angeles

“  
My creativity needs the best tools at the right price. JATAI's products offer the reliability and their service helps me keep up with the demand.  
”

**GET THE LOOK**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorp suscipit lobortis nisl ut aliquip ex ea commo.

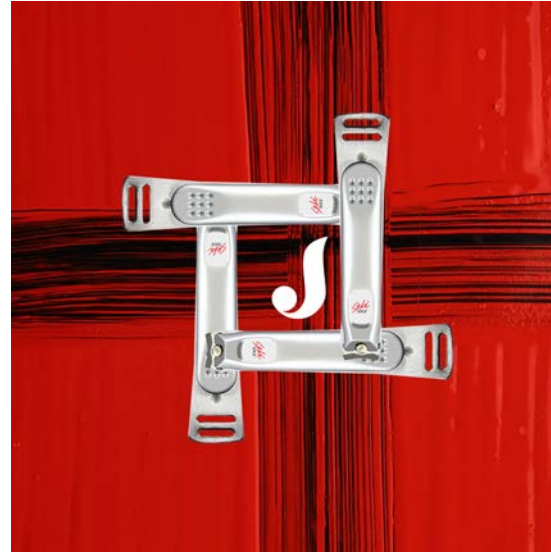


**JATAI**

TESTIMONIAL



# Social Media







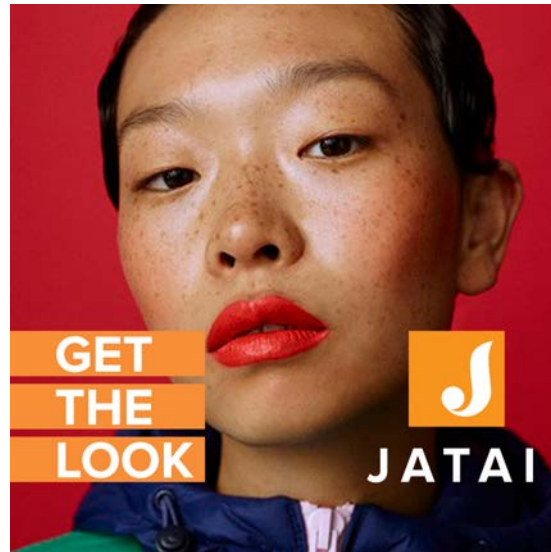
# Social Media







# Social Media





# Do's and Do Not's

## Do

use the icon  
As a stand alone  
Element.



use the icon  
As a window. Always  
With a white J.



use the logotype In  
conjunction with  
the Icon without  
the tagline



Use the Lockup with  
The tagline as much  
As possible.



Always use logotype with  
Registered trademark. ®



## Do Not

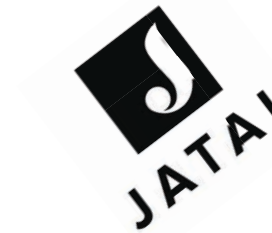
Do Not re-arrange  
the lockup



Do Not re-color  
Any part of the  
lockup



Do Not place  
the lockup at an  
angle



Do Not extend  
The square to other  
shapes



Do Not put the J  
Into a circle.



Do Not skew the icon  
Or logotype



Do Not use  
A solitary J. It must  
Always be in the square.



Do Not make the Icon  
Transparent.



Do Not use trademark  
On Icon.





# Social Styleguide

Facebook

## Covers and Badges

JATAI International - Feather

JATAI

JATAI International - Feather  
@JataiFeather  
5.4K followers

JATAI Int'l | Get The Look  
www.JATAI.net | 888-965 2824

Followed by 5,446 people

Following

Like Share





# Social Styleguide

Pinterest

## Covers and Badges

Search for Beauty and Grooming Tools

Home Following Deb

GET THE LOOK

YALL COMB BACK NOW YA HAIR

GOOD HAIR SPEAKS LOUDER THAN WORDS.

GET THE LOOK

ME OF US ARE

GET THE LOOK

GET THE LOOK

HAIRSTYLIST

HAIR AND THEIR PAIR LOOKING

feel when mixing a colour and  
ast gram in the tint tube and  
need to open a new one.

SHUT UP JULIE

those clients who insist  
ing their head while you

like bl  
oun

WE DO NOT HAVE  
WIFE... EACH

feel when m  
ast gram  
need to

will you

**JATAI**

**JATAI International**

14.1k monthly viewers

Buena Park, CA  
[www.JATAI.net](http://www.JATAI.net)

JATAI is the leader in making and curating high-quality products. Our world-class organization provides customer service with integrity and reliability.

Following



# Social Styleguide

Twitter

## Covers and Badges

Home Moments Search Twitter Have an account? Log in

**JATAI**

Tweets 3,351 Following 151 Followers 175 Likes 307 Follow

**JATAI International**  
@JataiFeather

To beauty consumers, our products offer the highest quality and innovative design. We lead the world in delivering exceptional value and reliable customer service.

**Tweets** Tweets & replies Media

**JATAI International** @JataiFeather · Sep 30  
Gary Machin, a top British Barber, gives his best tips and direction for #razorcutting when it comes to men's long #haircuts using a Feather #StylingRazor . See part 1 here: sides and back of head. [bit.ly/2UMRwkq](https://bit.ly/2UMRwkq)

Want to take advantage of all the new Twitter features?

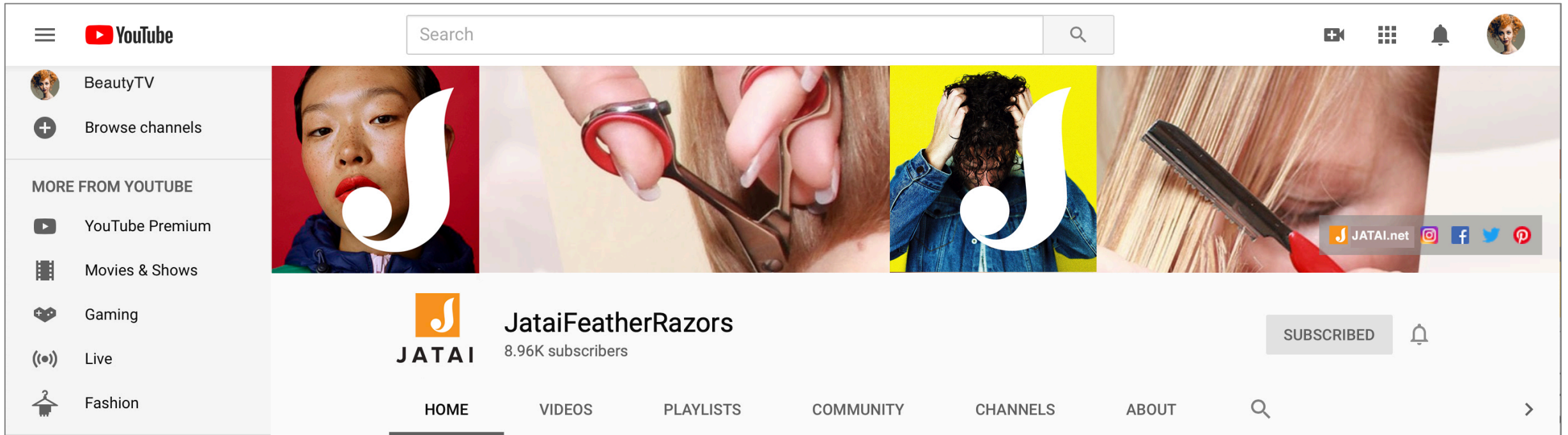




# Social Styleguide

YouTube

## Covers and Badges

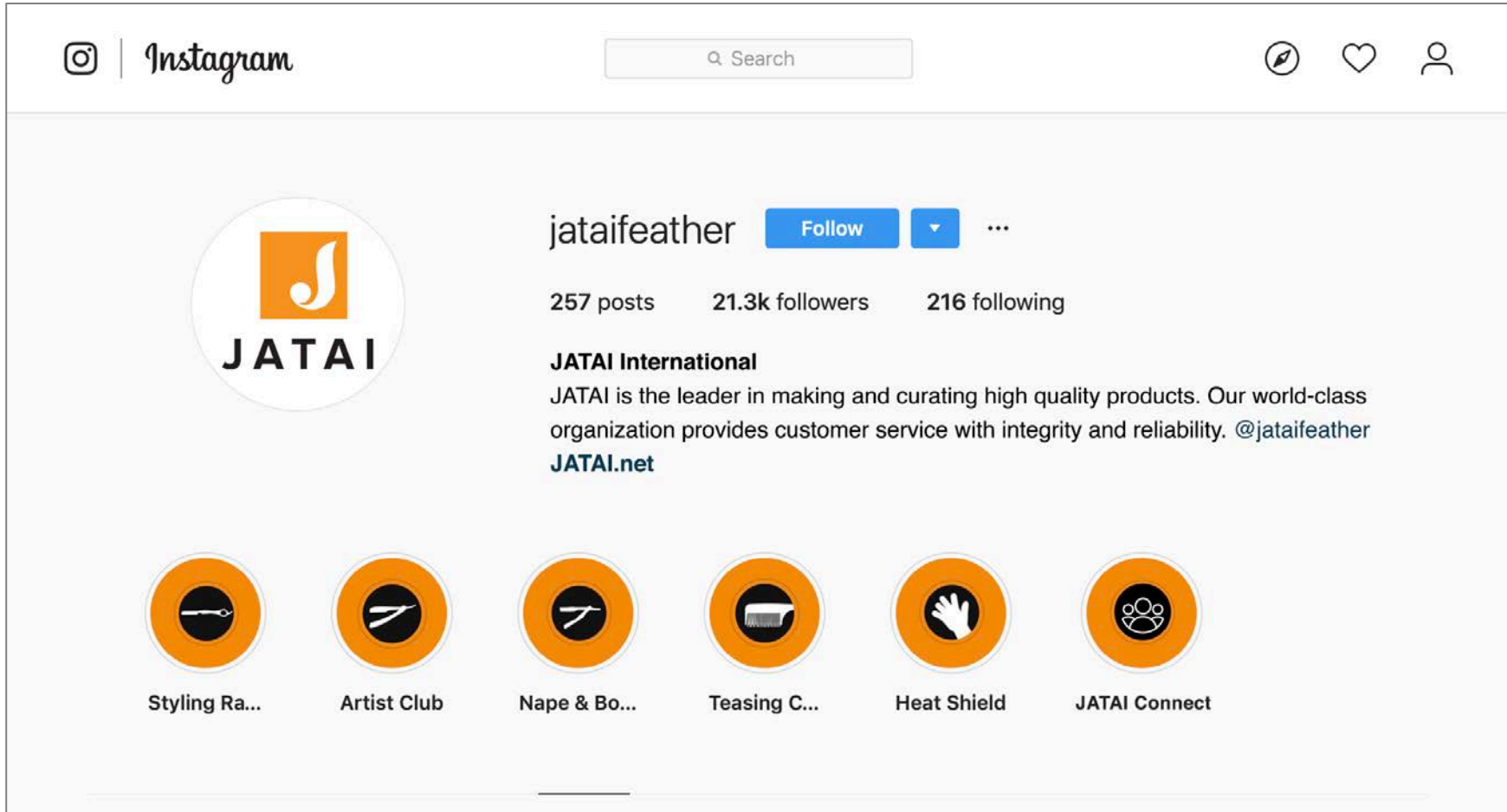




# Social Styleguide

Instagram

## Covers and badges





# Social Styleguide

## Branded Posts

**f LIVE**

**ANTHONY PAZOS**

BEAUTY **LAUNCHPAD**

**FRIDAY 4.20.19**  
**11AM PST 2PM EST**

**@ANTHONYPAZOS**

**JATAI**

**f LIVE**

**CLIPPER GUY**  
BY IVAN ZOOT

**TUESDAY 10.23.19**  
**7PM PST 9PM CST 10PM EST**

**@JATAIFEATHER**

**JATAI ACADEMY**  
ADVANCING THE ART OF LOOKING GOOD

**f LIVE**

**HEALTHY PRACTICES**

Prevent  
Carpal Tunnel  
Arthritis  
Breast Cancer  
Allergies  
& More!

**TUESDAY 12.21.19**  
**7PM PST 9PM CST 10PM EST**

**@JATAIFEATHER**

**JATAI**





# Packaging

## Branded Products

There is a limited color palette for the brand. Brand Orange is the Hero color and must always be used in a corporate environment. The complementary secondary colors should be used conceptually to help differentiate new lines of products.

JATAI logo: yellow PMS 021C + black

Bands & "PROFESSIONAL": Pantone Metallic Coated 8500

UPC code: black

All other type: PMS 431C



### Daily Facial Moisturizer J1-06-300

Jatai professional men's facial grooming series was inspired by traditional barbering to promote healthy hair and skin.

- Helps skin maintain a healthy appearance
- Penetrates and nourishes the skin

INSTRUCTIONS: After you've shaved apply small amount into hands and rub together. Apply gently over the entire face. Reapply if necessary.

INGREDIENTS: Water, Helianthus Annuus (Sunflower) Seed Oil, Ethylhexyl Palmitate, Butyrospermum Parkii Shea Butter, Glycerin, Cetyl Alcohol. Items less than 1% concentration: Dimethicone, DI-C12-15 Alkyl Fumarate, Cetearyl Alcohol, Ceteareth-20, Glyceryl Stearate, PEG-100 Stearate, Sodium Hyaluronate, Avena Sativa (Oat) Kernel Extract, Tocopheryl Acetate, Aloe Barbadensis Leaf Juice, Chlorhexidine Digluconate, Benzetonium Chloride, Cetearyl Methicone, Linoleic Acid, Glycine Soja (Soybean) Sterols, Phospholipids, Squalane, Hydroxylethyl Acrylate/Sodium Acryloyldimethyl Taurate, Copolymer, Polysorbate 60, Tocopherol, Dipotassium Glycyrrhizate, Allantoin, Phenoxylethanol, Ethylhexylglycerin, Carbomer, Sodium Hydroxide, Tetrasodium EDTA.

Manufactured by Jatai International Buena Park, CA (888) 965-2824 | www.jatai.net | Made in USA



# Packaging

## Co-Branding

Use the Vertical Logo on back of package when associated with “Distributed by...”

Use Hero orange icon for branding elsewhere on the packaging.





# Packaging

## Co-Branding

Use the Vertical Logo on back of package when associated with “Distributed by...”  
Use Hero orange icon for branding elsewhere on the packaging.



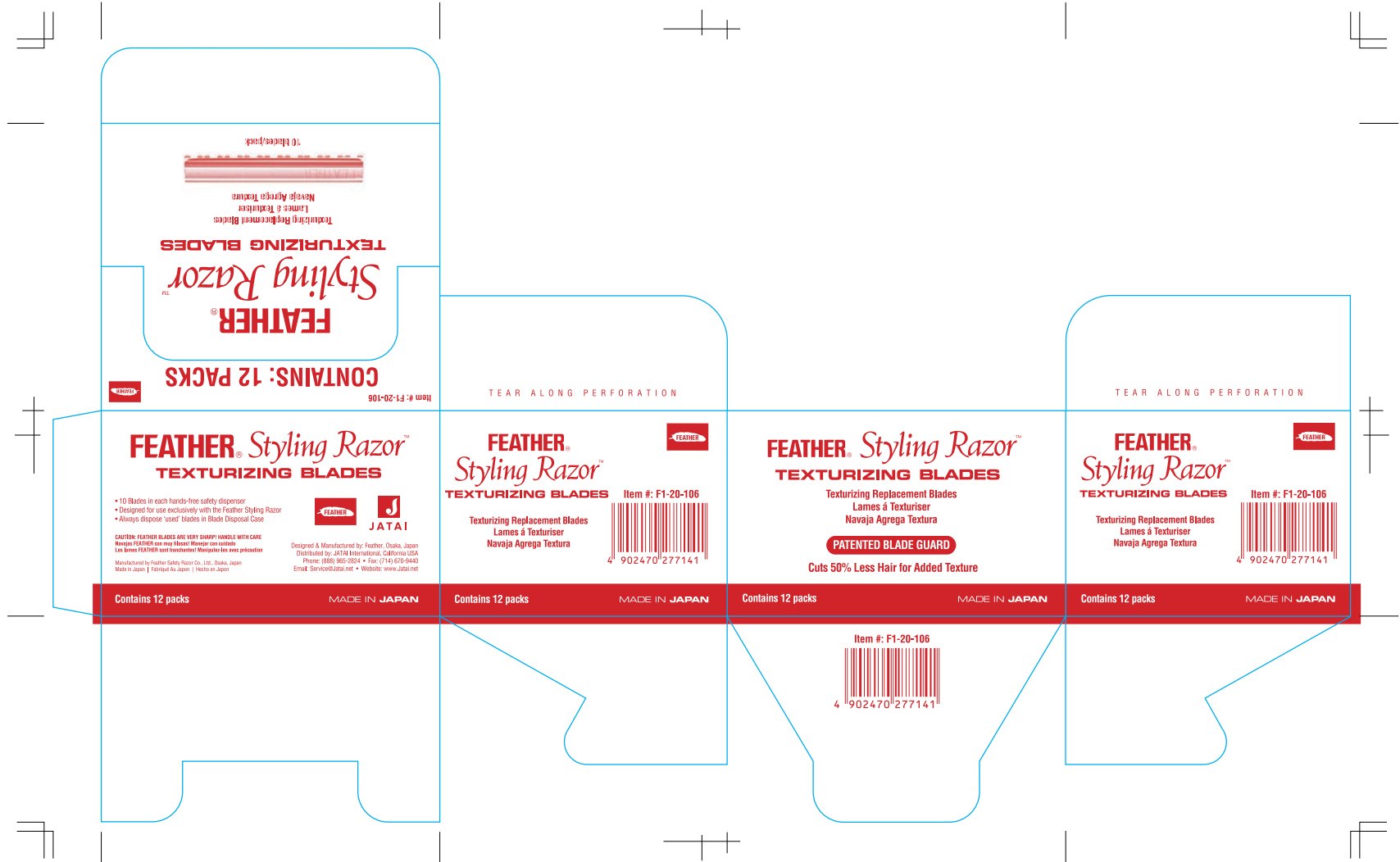


# Packaging

セニングブレード\_大箱\_180713

## Co-Branding

Use the Vertical Logo on back of package when associated with “Distributed by...” It can be re-colored to match a one color print job





# Trade Booth







# Website

FUJI PAPER *gohi* FEATHER

Free Samples at Checkout

**JATAI**

SHOP OUR STORY SHIPPING DISTRIBUTORS JATAI ACADEMY SUBSCRIPTION BOXES JATAI CONNECT

Free Gift on Checkout USE CODE: JATAININJA

## GET THE LOOK

Whether you are a stylist, a barber or are looking for your own look, JATAI products will help you get the look you want.

SHOP NOW

**#1 BEST SELLER**  
Daily Facial Moisturizer  
SHOP NOW

**JATAI CONNECT**  
How-to-Videos  
WATCH NOW

**JATAI FEATHER**  
Styling Razor  
SHOP NOW

### BEST SELLERS



# Website

**Free Samples at Checkout**

**JATAI** SHOP OUR STORY SHIPPING DISTRIBUTORS JATAI ACADEMY SUBSCRIPTION BOXES JATAI CONNECT

Free Gift on Checkout USE CODE: JATAI2020

## GET THE LOOK

Whether you are a stylist, a barber or are looking for your own look, JATAI products will help you get the look you want.

[SHOP NOW](#)

**#1 BEST SELLER**  
Daily Facial Moisturizer

[SHOP NOW](#)

**JATAI CONNECT**  
How-to-Videos

[WATCH NOW](#)

**JATAI FEATHER**  
Styling Razor

[SHOP NOW](#)

### BEST SELLERS





# Website

The screenshot shows the JATAI website homepage. At the top, there is a navigation bar with the JATAI logo, navigation links (SHOP, OUR STORY, SHIPPING, DISTRIBUTORS, JATAI ACADEMY, SUBSCRIPTION BOXES, JATAI CONNECT, SALE), and a sign-in link. A promotional banner at the top center offers a 30% or 40% discount on orders over \$200. Below the navigation is a large hero image of a woman with a short haircut, with a 'GET THE LOOK' promotion for October. The main content area features a 'WHAT'S NEW' section with three product categories: 'FOR STYLISTS' (featuring hair scissors), 'FOR BARBERS' (featuring a razor), and 'FOR PERSONAL CARE' (featuring a trimmer).

**30% OFF or 40% OFF \$200+** regular-priced items. No code needed.  
FOR HER FOR HIM EXCLUSIONS APPLY

**JATAI**

SHOP OUR STORY SHIPPING DISTRIBUTORS JATAI ACADEMY SUBSCRIPTION BOXES JATAI CONNECT SALE

**THIS OCTOBER  
GET THE LOOK**

Whether you are a stylist, a barber or are looking for your own look, JATAI products will help you get the look you want.

**SHOP NOW**

**WHAT'S NEW**

**FOR STYLISTS**

**FOR BARBERS**

**FOR PERSONAL CARE**





# Website

The screenshot shows the JATAI website homepage. At the top, there is a navigation bar with the JATAI logo and menu items: SHOP, OUR STORY, SHIPPING, DISTRIBUTORS, JATAI ACADEMY, SUBSCRIPTION BOXES, JATAI CONNECT, and SALE. A promotional banner at the top right offers a 30% OFF or 40% OFF discount on orders over \$200. Below the navigation is a large hero image of a woman with a short haircut, wearing jewelry, with a 'GET THE LOOK' promotion for October. The main content area is titled 'WHAT'S NEW' and features three product categories: 'FOR STYLISTS' (hair scissors), 'FOR BARBERS' (a razor), and 'FOR PERSONAL CARE' (a trimmer).

FEATHER PAPER *Colo* FEATHER.

FREE SHIPPING ON ORDERS OF \$50 OR MORE DETAILS

Sign In  
Your Account

30% OFF or 40% OFF \$200+ regular-priced items. No code needed.  
FOR HER FOR HIM EXCLUSIONS APPLY

**JATAI**

SHOP OUR STORY SHIPPING DISTRIBUTORS JATAI ACADEMY SUBSCRIPTION BOXES JATAI CONNECT SALE

THIS OCTOBER  
**GET THE LOOK**

Whether you are a stylist, a barber or are looking for your own look, JATAI products will help you get the look you want.

**SHOP NOW**

WHAT'S NEW

FOR STYLISTS

FOR BARBERS

FOR PERSONAL CARE



# 70<sup>th</sup> Anniversary Logo and Poster





# 70<sup>th</sup> Anniversary Logo and Poster



01



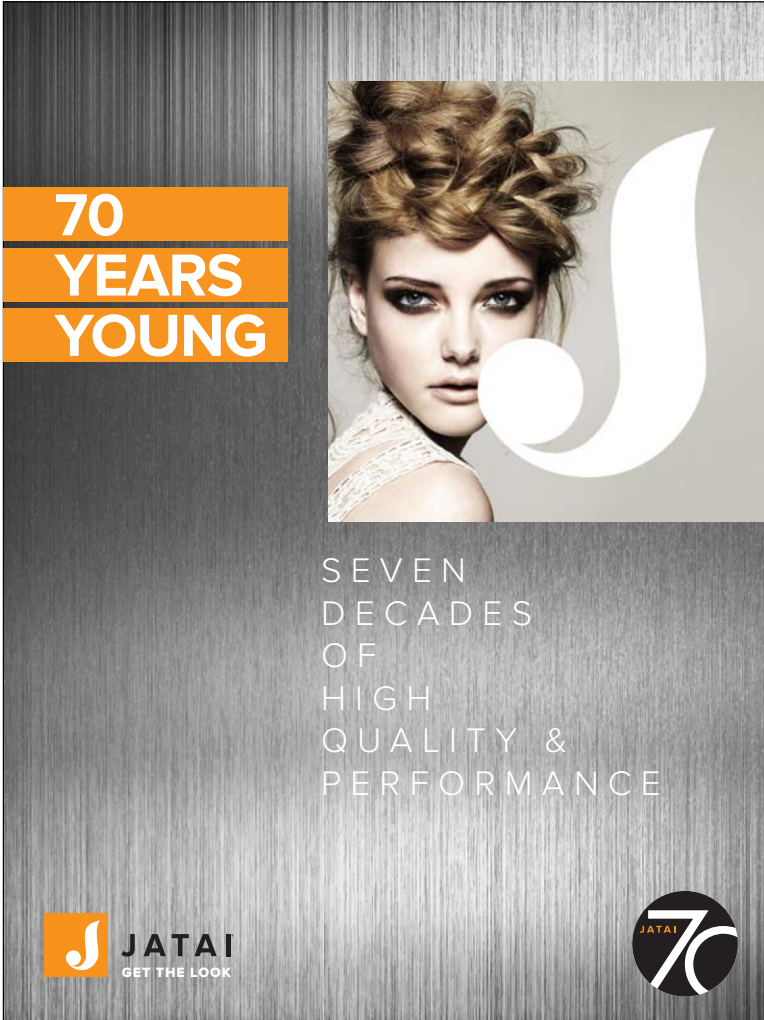
02



03



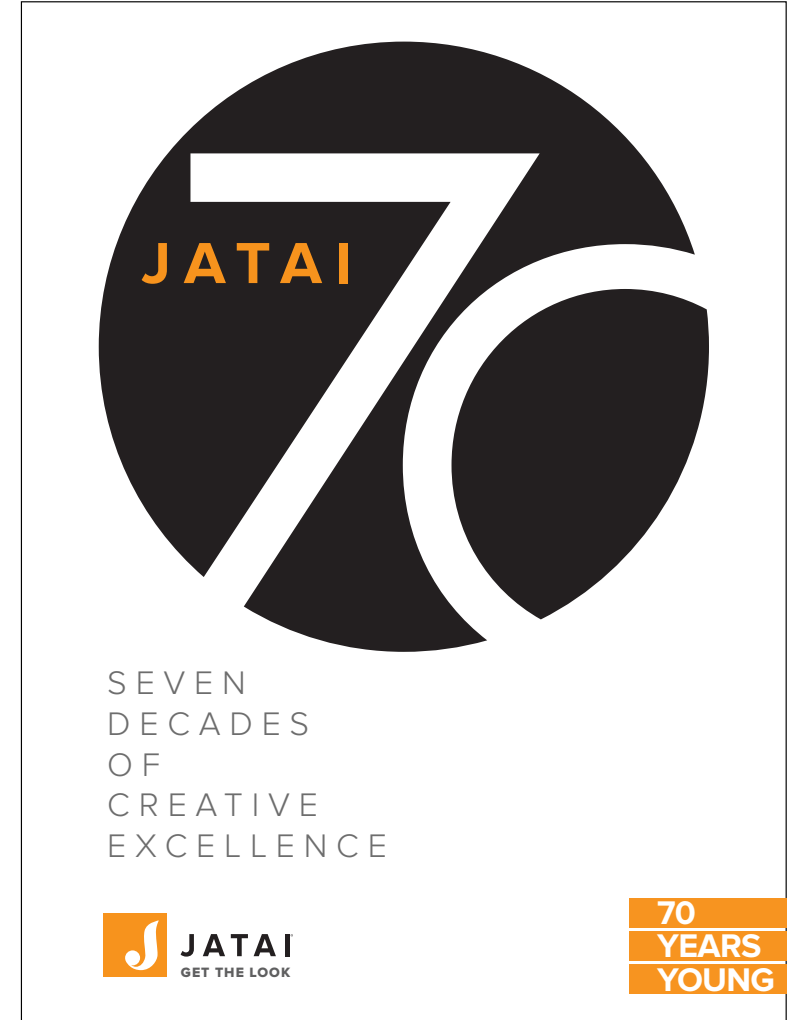
# 70<sup>th</sup> Anniversary Logo and Poster



04



05

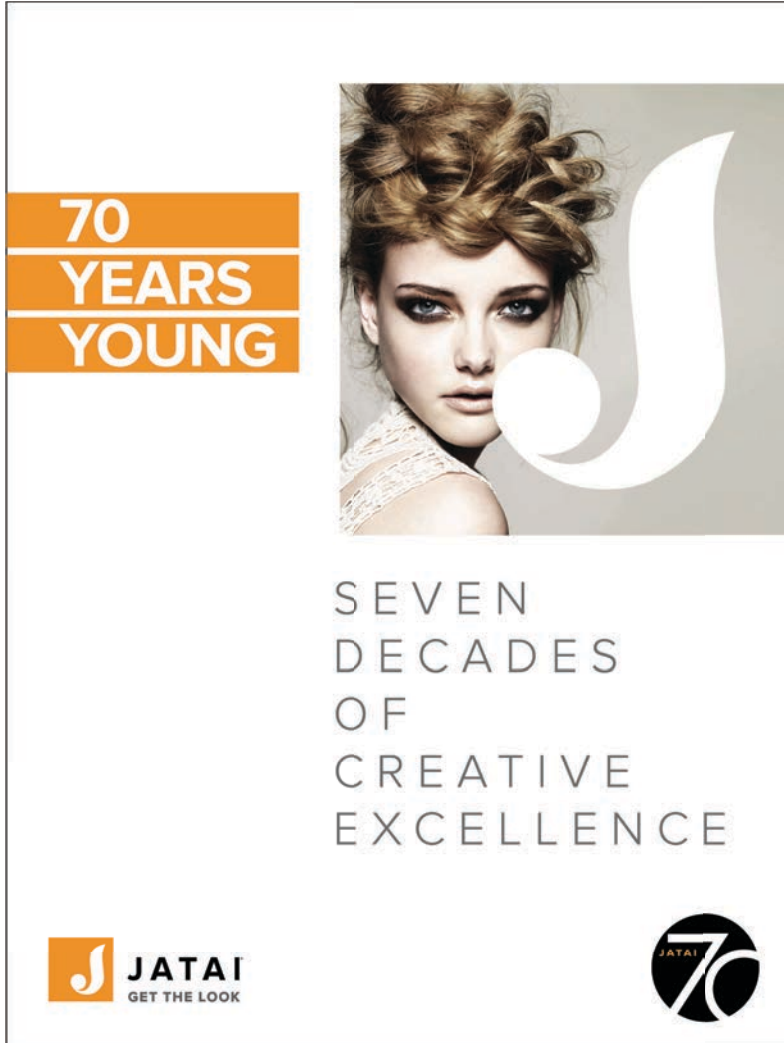


06

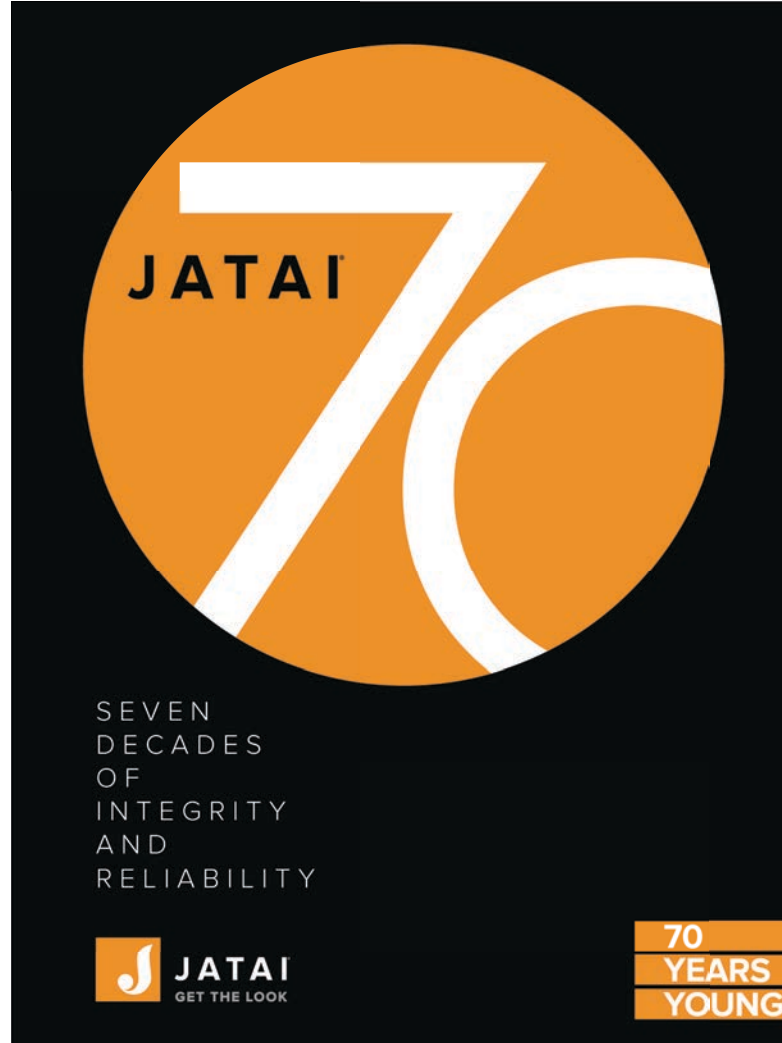




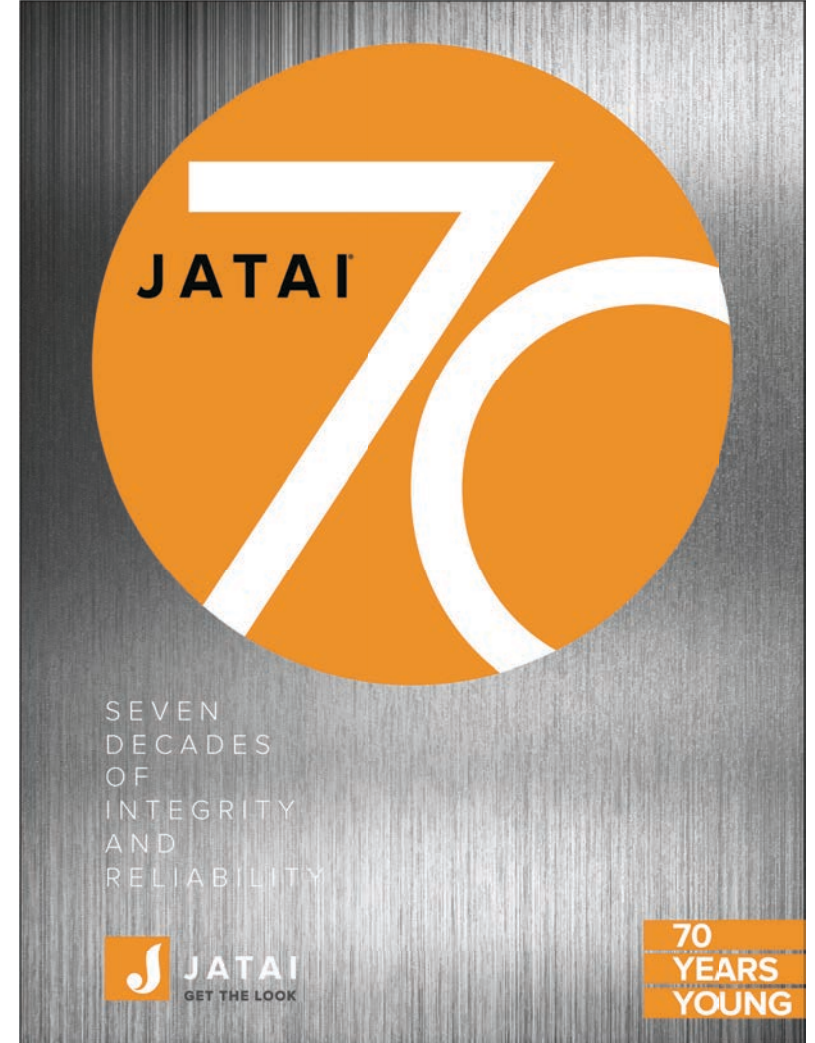
# 70<sup>th</sup> Anniversary Logo and Poster



07



08



09



# 70<sup>th</sup> Anniversary Logo and Poster



10



# Files and Naming

## Nomenclature

LOGOS..... [LINK](#)

- |                              |                                  |
|------------------------------|----------------------------------|
| JATAI tagline_HZ.ai          | JATAI tagline_HZ.png             |
| JATAI tagline_VT.ai          | JATAI tagline_VT.png             |
| JATAI_70_LOGO_FINAL.ai       | JATAI_academy_HZ_TAG.png         |
| JATAI_academy_HZ_TAG.ai      | JATAI_academy_HZ.png             |
| JATAI_academy_HZ.ai          | JATAI_academy_VT_TAG.png         |
| JATAI_academy_VT_TAG.ai      | JATAI_academy_VT.png             |
| JATAI_academy_VT.ai          | JATAI_CONNECT_HZ.png             |
| JATAI_CONNECT_HZ.ai          | JATAI_CONNECT_VT.png             |
| JATAI_CONNECT_VT.ai          | JATAI_GTL.png                    |
| JATAI_GTL_f.ai               | JATAI_GTL.png                    |
| JATAI_GTL_p.ai               | JATAI_HERO_LOGO_HZ_BLACK.png     |
| JATAI_HERO_LOGO_HZ_BLACK.ai  | JATAI_HERO_LOGO_HZ_ORANGE.png    |
| JATAI_HERO_LOGO_HZ_ORANGE.ai | JATAI_HERO_LOGO_VT_BLACK.png     |
| JATAI_HERO_LOGO_VT_BLACK.ai  | JATAI_HERO_LOGO_VT_ORANGE.png    |
| JATAI_HERO_LOGO_VT_ORANGE.ai | JATAI_LOGOFINALSTACKED_CLEAR.png |

COPY DECK..... [LINK](#)

UNSPLASH STOCK PHOTOGRAPHY..... [LINK](#)

JATAI\_IG\_PRODUCTION..... [LINK](#)

BUSINESS CARDS..... [LINK](#)

- |                               |                                     |
|-------------------------------|-------------------------------------|
| JATAI_BIZCARD_BACK.ai         | JATAI_BIZCARD_BACK copy.pdf         |
| JATAI_BIZCARD_FRONT_CA.ai     | JATAI_BIZCARD_FRONT_CA copy.pdf     |
| JATAI_BIZCARD_FRONT_DW_ALT.ai | JATAI_BIZCARD_FRONT_DW copy.pdf     |
| JATAI_BIZCARD_FRONT_DW.ai     | JATAI_BIZCARD_FRONT_DW_ALT copy.pdf |
| JATAI_BIZCARD_FRONT_GW_ALT.ai | JATAI_BIZCARD_FRONT_GW copy.pdf     |
| JATAI_BIZCARD_FRONT_GW.ai     | JATAI_BIZCARD_FRONT_GW_ALT copy.pdf |
| JATAI_BIZCARD_FRONT_KW_ALT.ai | JATAI_BIZCARD_FRONT_KW copy.pdf     |
| JATAI_BIZCARD_FRONT_KW.ai     | JATAI_BIZCARD_FRONT_KW_ALT copy.pdf |
| JATAI_BIZCARD_FRONT_LC.ai     | JATAI_BIZCARD_FRONT_LC copy.pdf     |
| JATAI_BIZCARD_FRONT_RL_ALT.ai | JATAI_BIZCARD_FRONT_RL copy.pdf     |
| JATAI_BIZCARD_FRONT_RL.ai     | JATAI_BIZCARD_FRONT_RL_ALT copy.pdf |
| JATAI_BIZCARD_FRONT_VW_ALT.ai | JATAI_BIZCARD_FRONT_VW copy.pdf     |
| JATAI_BIZCARD_FRONT_VW.ai     | JATAI_BIZCARD_FRONT_VW_ALT copy.pdf |
| JATAI_BIZCARD_FRONT_VW02.ai   | JATAI_BIZCARD_FRONT_VW02 copy.pdf   |



# Contacts

## **JATAI INTERNATIONAL**

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vwada@jatai.net  
o (714) 670-9400