

AJITORA CONCEPT IMAGES | アジトラコンセプト画像

2016.02.02 [VERSION: 1.1]



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STANDARD AJITORA IMAGE



COLOR PALETTE:

ORANGE


PANTONE P 34-8 U

PRINT / PROCESS

CMYK: 0,75,98,0

WEB / SCREEN

RGB: #F16524

FIGURE / PAINT

PANTONE 1585 C

RED


PANTONE P 49-8 U

CMYK: 99,91,22,0

RGB: #C01722

PANTONE 711 C

GREY


PANTONE P 169-1 U

CMYK: 8,7,8,0

RGB: #E7E4E2

N/A (WHITE)

BLACK


BLACK

CMYK: 100,100,100,100

RGB: #000000

BLACK

WHITE


WHITE

CMYK: 0,0,0,0

RGB: #FFFFFF

WHITE

COLOR USAGE NOTES:

ORANGE [■] The color ORANGE may appear different under different circumstances. Please feel free to use a different orange tone to match with the environment (e.g. matching an orange colored background / fabric, etc.).

RED [■] In conjunction with the change of the ORANGE, the RED may need to be adjusted accordingly to maintain a contrast between the mouth and the face of Aji.

GREY [■] The selected GREY may look too faint or dark on some screens or backgrounds. Please feel free to adjust accordingly, but note it should not be too grey which could make Aji look like an old man. Also, for some implementation GREY may be replaced with WHITE to reduce number of colors.

BLACK [■] The selected BLACK is c100 m100 y100 k100 (i.e. 100% for all) alternatively 0,0,0,100 or #000000 could be used.

CORE DESIGN ELEMENTS:

Ajitora is a cheerful, energetic and curious cyberspace tiger. Aji has a mission to support sustainable development in Asia. The Ajitora Movement is about a collaborative Asia where Asia Tiger Economies and Asia Tiger Ecologies can be Roaring Forward Together!

The core elements of the Ajitora concept design is based on a series of symbolic elements that reflect the mission and vision of the Ajitora Movement and the personality of Ajitora's character.



Square. Strength and principled.



Asterisk. Remark and a wildcard.



Pentagon. Humanity and the human condition.



Triangle. Dynamic and energetic.



Hexagon. Nature and sustainability.



Angular. Abstract and cybernetic.

BASIC AJITORA POSES



DESIGN CONCEPT NOTES:

In general, alternative poses, expressions and derivative works are encouraged. The following notes provide some conceptual guidelines based on the basic design concept of Ajitora.

STRAIGHT-LINES: Ajitora is expressed in straight-lines to give an energetic and cybernetic feel to the design, matching with the birth origin of Ajitora from the Internet. A relatively minimalistic and abstract approach is used for the design in general. The straight angles are rounded for 3D implementations (some rounded corners) only (this license does not cover the 3D adaptation).

EYES & NOSE: Ajitora's eyes are basically squares and the angle maintains upright as much as applicable even if his head is tilted. Depending on the application, this rule may or may not apply (e.g. when rotating entire figure image), and for designs featuring winks or other emotions. The nose is also rotated less or not at all and aligned with the eyes against the face. For most of the designs, the eyes also overlap slightly with the nose.

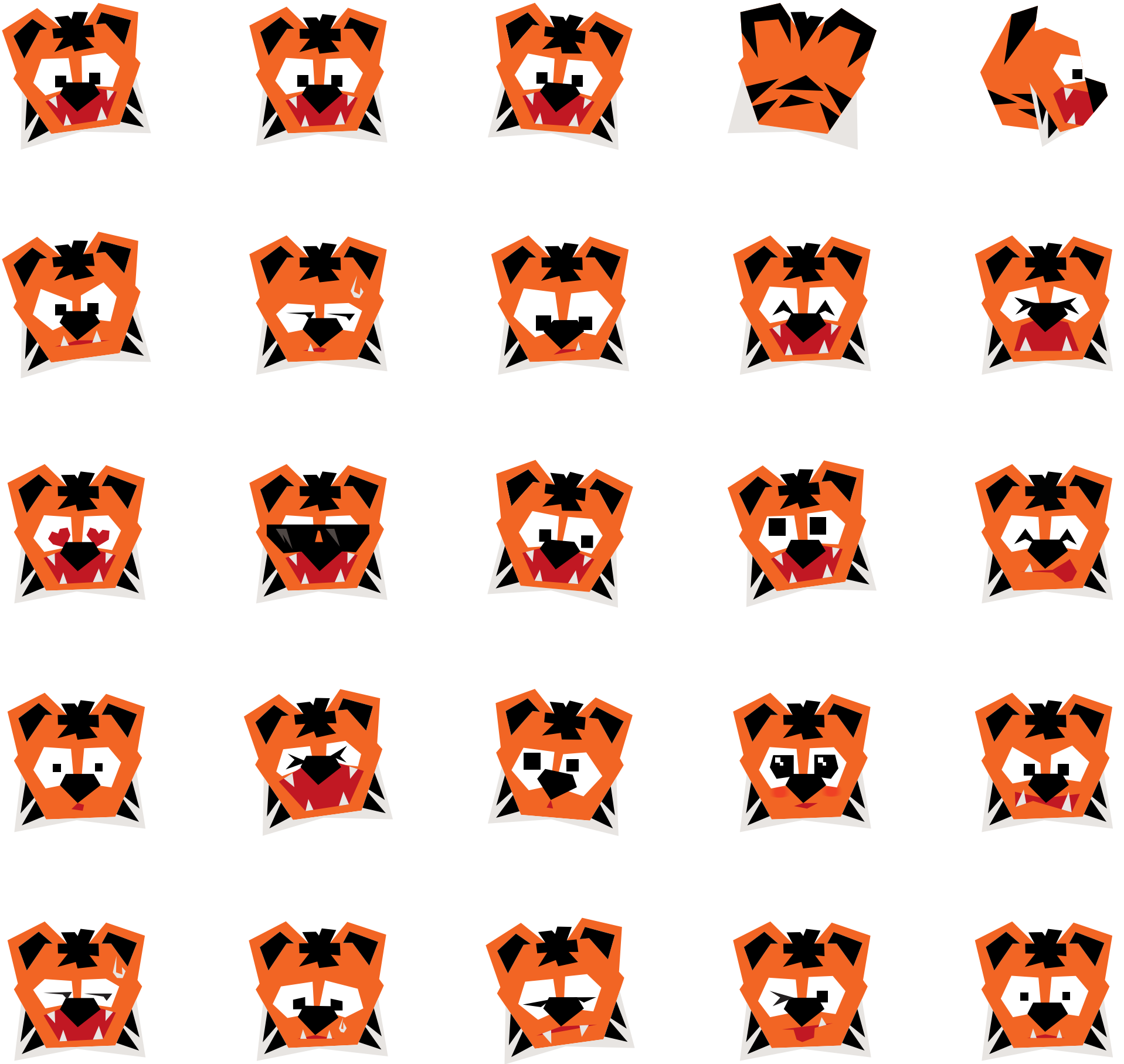
TEETH & MOUTH: The typical design shows 4 canine teeth. Depending on emotions, there may be less (or more) teeth. Mouth and tongue is not generally distinguished in color (unless particularly required). The mouth is generally connected to or overlapped with the nose. Normally, the color of the teeth is the same with Ajitora's facial mane (usually grey and occasionally white when and if the facial mane is white).

FACE & FOREHEAD: The face is represented in a hexagon, with each of the eye pads and the nose as pentagons. The asterisk "*" on the forehead represents the iconic tiger stripes with a touch of cyberspace.

HANDS & LEGS: The arms are included in separate components in the sheets. Thumbs, fingers and/or claws may be added to give a better grip. Footprints / Paw-marks are included for sole of foot.

ASYMMETRY: Note that the facial expressions and stripes/patterns on Aji are not symmetric. The face/head, front and back side of the body should not be flipped horizontally. The side view may be used for either side and can be flipped.

SAMPLE AJITORA EXPRESSIONS



EXPRESSION NOTES:

The expressions (head) provided on this page is in the same scale as the full body poses in the previous page to allow for easy mix and match. Additional emotions are encouraged bearing in mind the explana-

tions included in the "Design Concept Notes" on the previous page. Distortion of the face and body is not acceptable unless especially intended for dramatic expressions and poses. Scale of the head/face and the body should be maintained, except if for special "Q-version" (cute) implementations where the head is further enlarged.

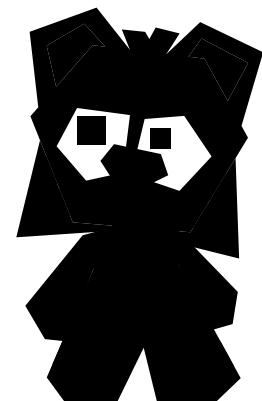
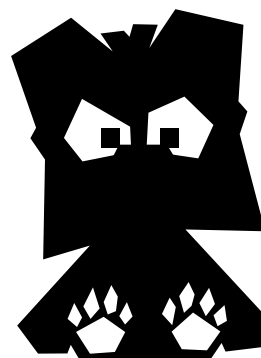
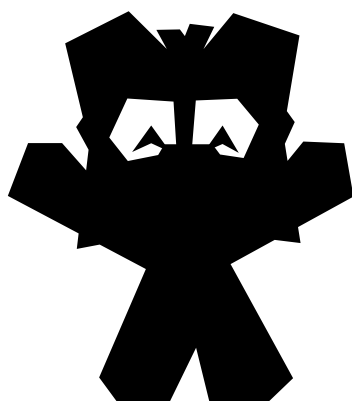
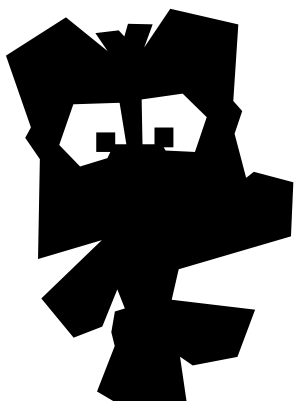
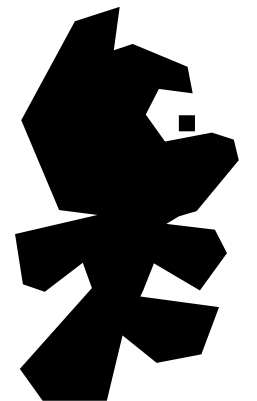
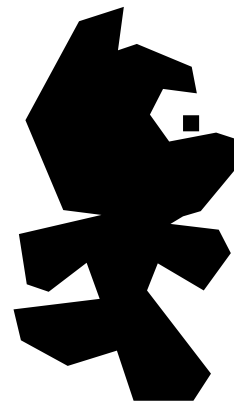
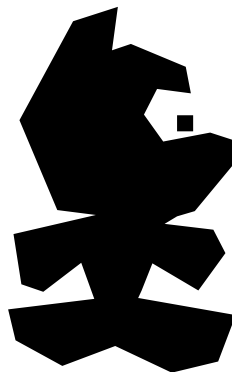
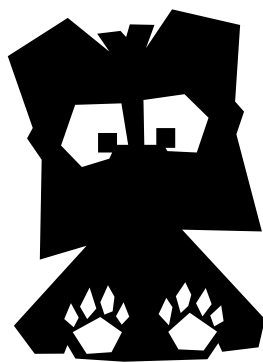
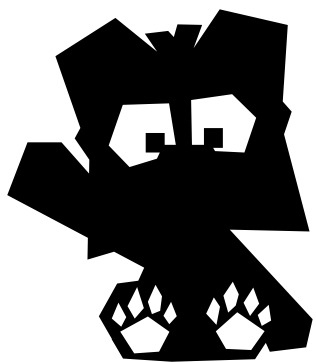
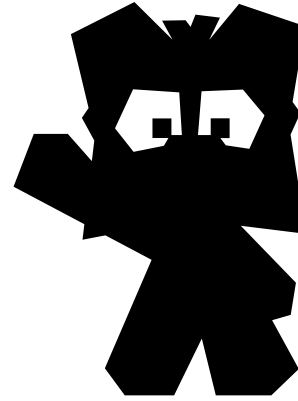
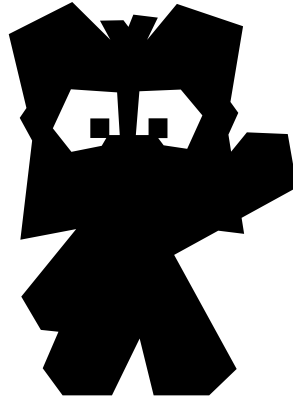
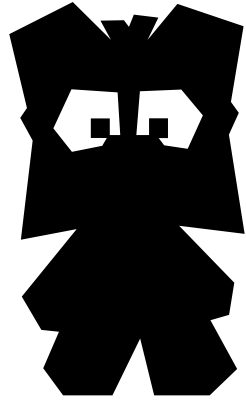
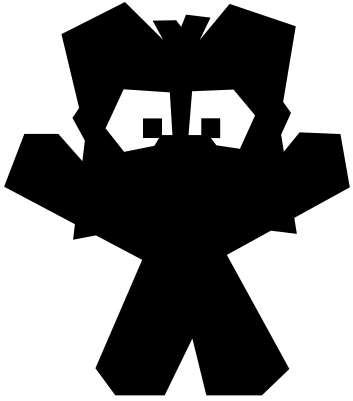
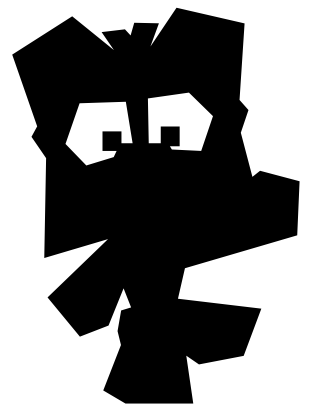
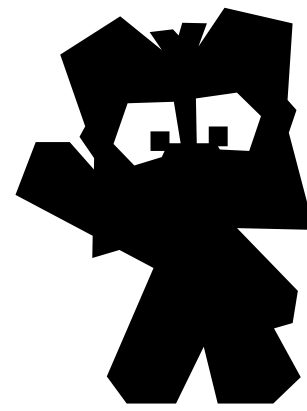
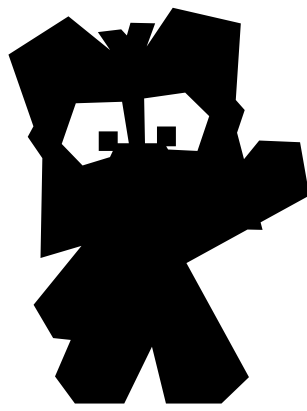
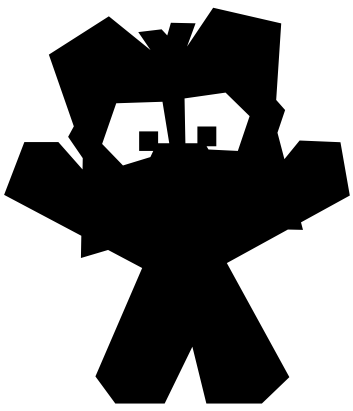
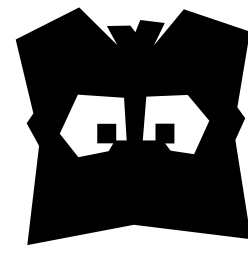
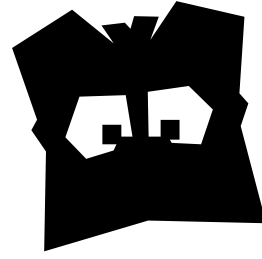
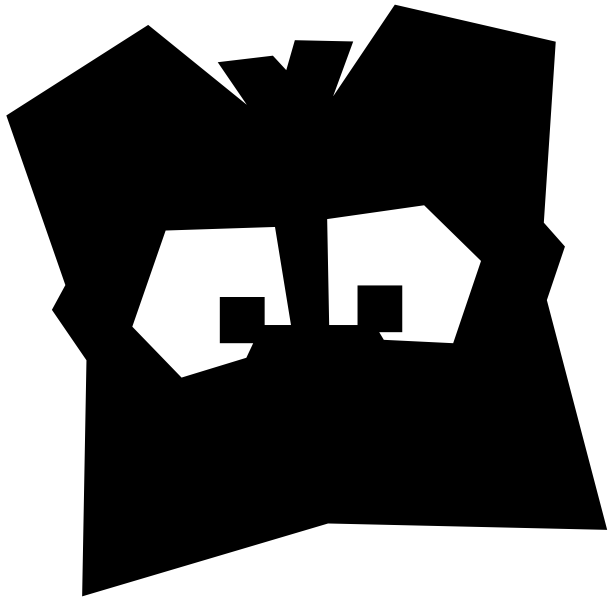


MONOGRAPHIC INTERPRETATIONS

MONOGRAM & WIREFRAME:

Monographic interpretations are encouraged for more modern and sleek designs. Monograms with different expressions may also be compiled utilizing the monographic concept on this page and eye expressions on the previous page.

Wireframe designs can be used for patterns and coloring books. Wireframe outlines should "align stroke to inside" to retain the size of the figure (except if the stroke is intended to be a border outline).



"AJITORA" THE NAME

アジトラ

Japanese

Ajitora

English (Latin Script)

小虎亞吉

Chinese (Simplified)

আজিজেরা

Bengali (Siddham Script)

아지호랑

Korean

अजीतोर

Hindi & Nepali (Devanagari Script)

小虎亞吉

Chinese (Traditional)

အဲဘဲအဲဒဲ

Thai

Ажитор

Russian & Serbian (Cyrillic Script)

أجيطره

Arabic & Persian (Arabic Script)

NOTE: The "Ajitora" name is provided in various languages. Most of the languages expresses the name "Ajitora" in its phonetic representation. For Chinese and Korean, the concepts of Tiger / Asia are also incorporated. You are encouraged to express "Ajitora" in other scripts or languages. Nevertheless, should you do so, please inform the Ajitora team of your creation: team@ajitora.asia.

Hopping through javascripts online, our tiger found himself a name combining, "Aji" the legendary king of Java and "TORA" a wireless mesh protocol. "Tora" also means "tiger" in Japan. "Aji" is also a popular name in Asian cultures and an alternate or shortform for "Asia" or "Ajia". Together "aji"+"tora" represents both "King of the Cyber Jungle" as well as "Asia Tiger".



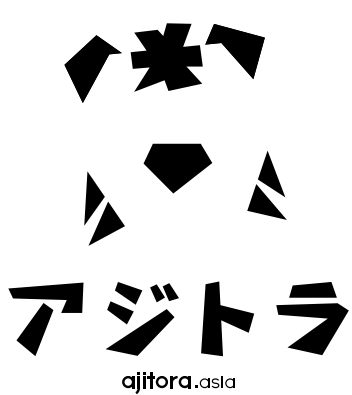
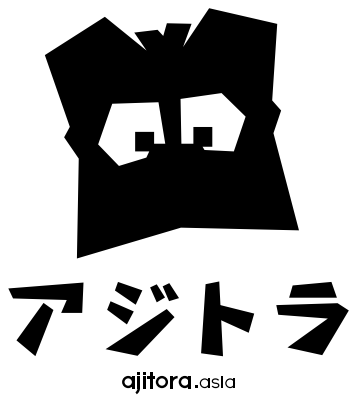
@ajitora.asia

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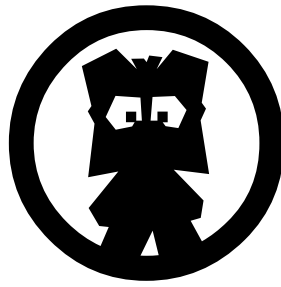
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AJITORA EMBLEM



AJITORA LABEL & BRANDING

The "Ajitora Label" is used for merchandises featuring Ajitora. You may also include the Ajitora Label for attribution to the Ajitora Team.



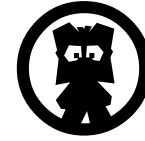
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TAGLINES & HASTAGS

The core elements of the Ajitora concept design is based on a series of symbolic elements that reflect the mission and vision of the Ajitora Movement and the personality of Ajitora's character.



TEXT

Roaring Forward Together | For Tigers. For Asia.

OUTLINED

Roaring Forward Together | For Tigers. For Asia.

#doubletigers #ajitora #Tx2

Roaring Forward Together
For Tigers. For Asia.

RRRAO!!~~

Roaring Forward Together | For Tigers. For Asia.

#doubletigers #ajitora #Tx2

Roaring Forward Together
For Tigers. For Asia.

RRRAO!!~~

ACCOMPANYING FONTS

The suggested primary and secondary fonts are both available in Open Font license (SIL Open Font License, 1.1 – <http://scripts.sil.org/OFL>).

Primary Font:

Titillium Web

<http://www.campivisivi.net/titillium/text>

Regular:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
01234567890
`~!@#%\$^&*()-_+=[]{};'\"|,./<>?

Light:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
01234567890
`~!@#%\$^&*()-_+=[]{};'\"|,./<>?

Bold:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
01234567890
`~!@#%\$^&*()-_+=[]{};'\"|,./<>?

Secondary Font:

Noto Sans

<https://www.google.com/get/noto/>

Regular:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
01234567890
`~!@#%\$^&*()-_+=[]{};'\"|,./<>?

Bold:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
01234567890
`~!@#%\$^&*()-_+=[]{};'\"|,./<>?

CJK Japanese Regular:

あいうえおかきくけこさしすせそ
たちつととなにぬねのはひふへほ
まみむめもやゆよりるれるろ
わゐゑをんっゞ` °

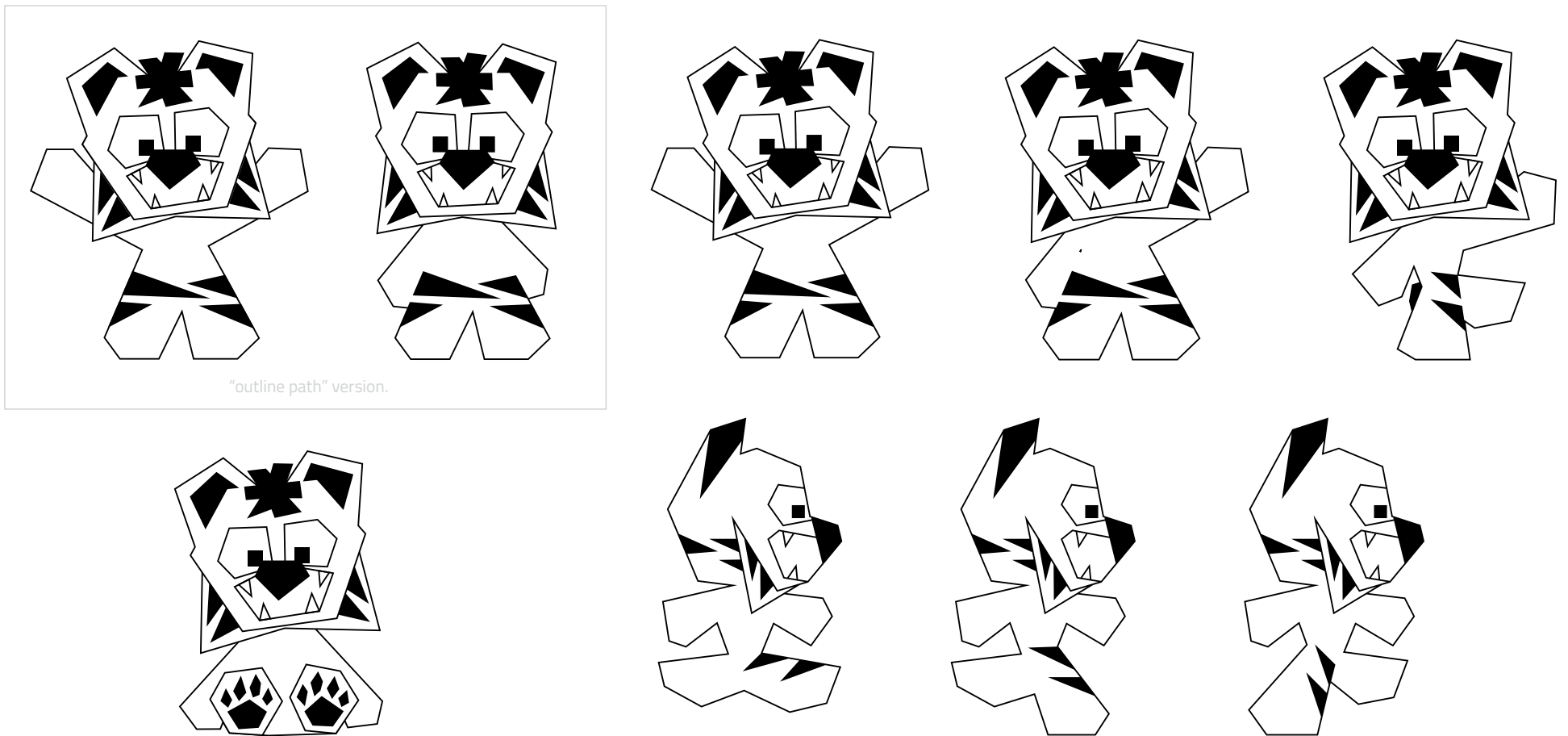
AJI-ON-ORANGE, OUTLINE & ELEMENTS



AJITORA ON ORANGE BACKGROUND: This variation omits the facial mane color (changing it to orange or transparent). Note that the background color orange must match Aji's face color by either adjusting Aji's face or the background.

OUTLINE VERSION

Outline Version may be useful for coloring books etc. **NOTE:** when converting from colored version different components should be copied differently. Different outlines are aligned to the center, inside or outside as appropriate for the particular component. Also, note that the mane may require special attention where it overlaps with the face.



CORE DESIGN ELEMENTS

The design elements can be used separately as icons, etc. For example, the stripes can be used as background to represent tiger skin, and the paw print may be used for follow-me paths, etc.



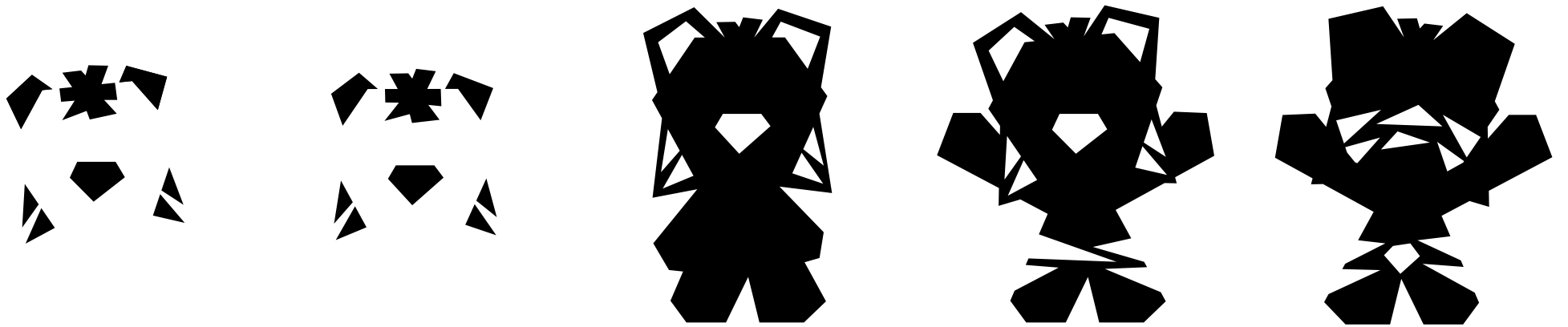
VARIATIONS & ALTERNATIVES

BABY AJI

This is a simplified concept that may be useful and suitable for baby products, simple cloth dolls, fabrics, etc.

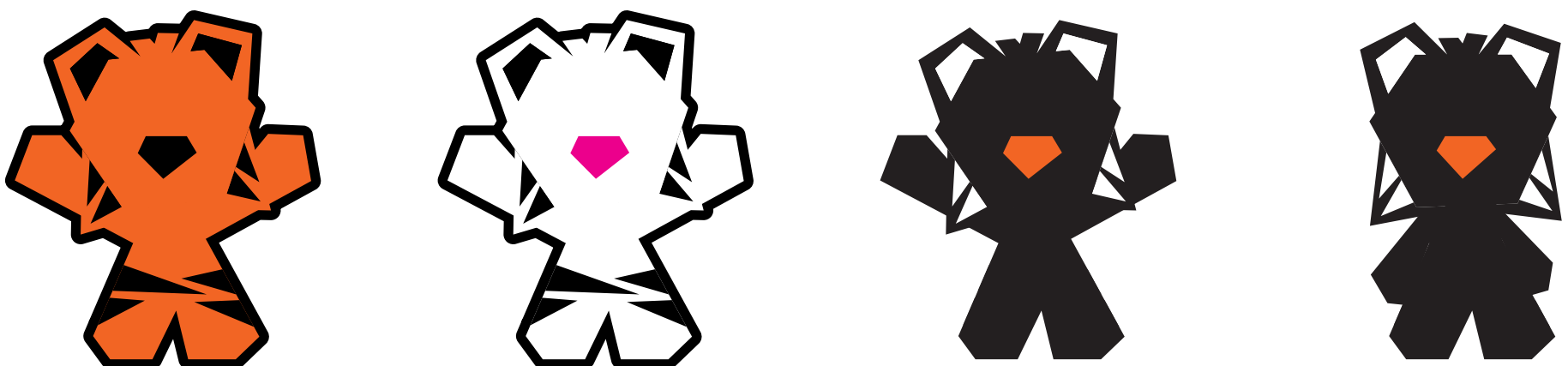


MONOGRAPHIC ALTERNATIVES



OTHER VARIATIONS

This and other examples of variations on this page are examples for further derivative works. Other variations and derivative works based on the Ajitora Images are encouraged. Please however take into consideration the cautionary notes included in this Ajitora Concept Image document.



CAUTIONARY NOTES ON DERIVATIVE WORKS



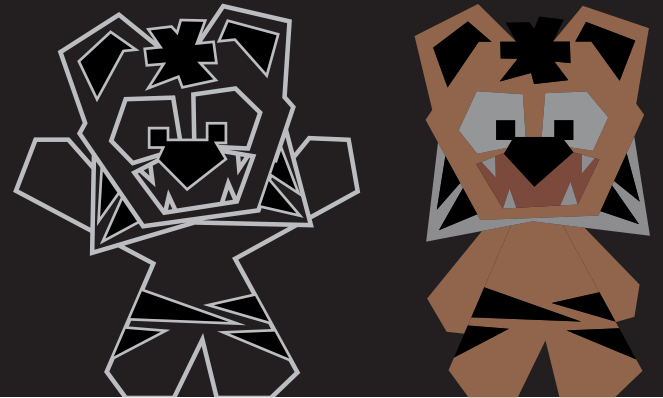
BLACK ON BLACK: When set against a black or very dark background, some features of Aji, e.g. his "star" on his forehead may be merged into the background. That is acceptable. All of the Ajitora Images are provided with "black" included as 4-color black (cmyk: 100,100,100,100), so it should stand out from just black as well.



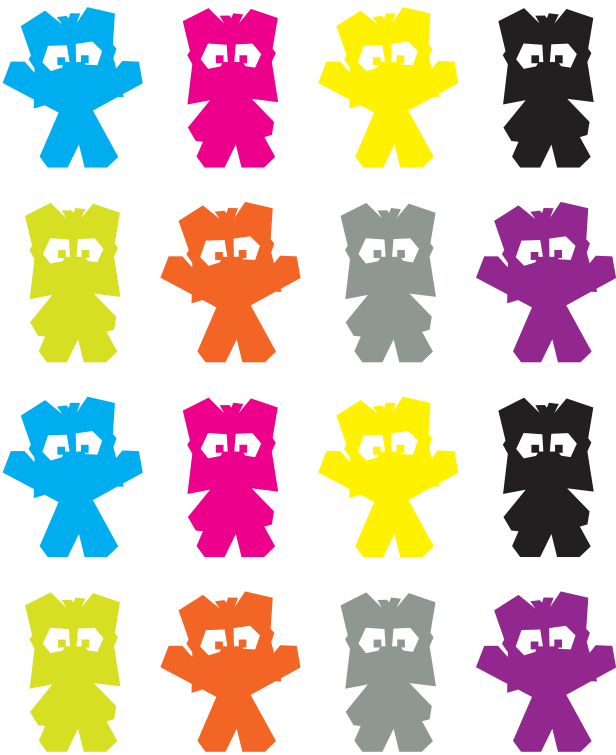
If a border is desired, take caution to use the right thickness and applied to the right components. Duplicating a layer for just the boarder may be useful. However, protruding angles formed by outlines are undesirable unless they are intentional. Rounded corners are acceptable.



TRANSPARENCY: Opaqueness is acceptable for monogram designs. For colored versions, caution should be taken to avoid patterns overlapping on Aji, especially around the white areas of the eyes.



COLOR USAGE: Any color is acceptable for monograms.



AJITORA ORANGE: Orange and Black are the core Ajitora Colors. Different "orange" colors are acceptable especially for printing in color restrained situations (e.g. silk screen print) and to match material colors. Non-orange for Ajitora's body and face is not acceptable except under very special conditions (e.g. to express a very hot or very cold Aji).



ASYMMETRY & DISTORTION

ASYMMETRY: Note that the facial expressions and stripes/patterns on Aji are not symmetric. The face/head, front and back side of the body should not be flipped horizontally. The side view may be used for either side and can be flipped.

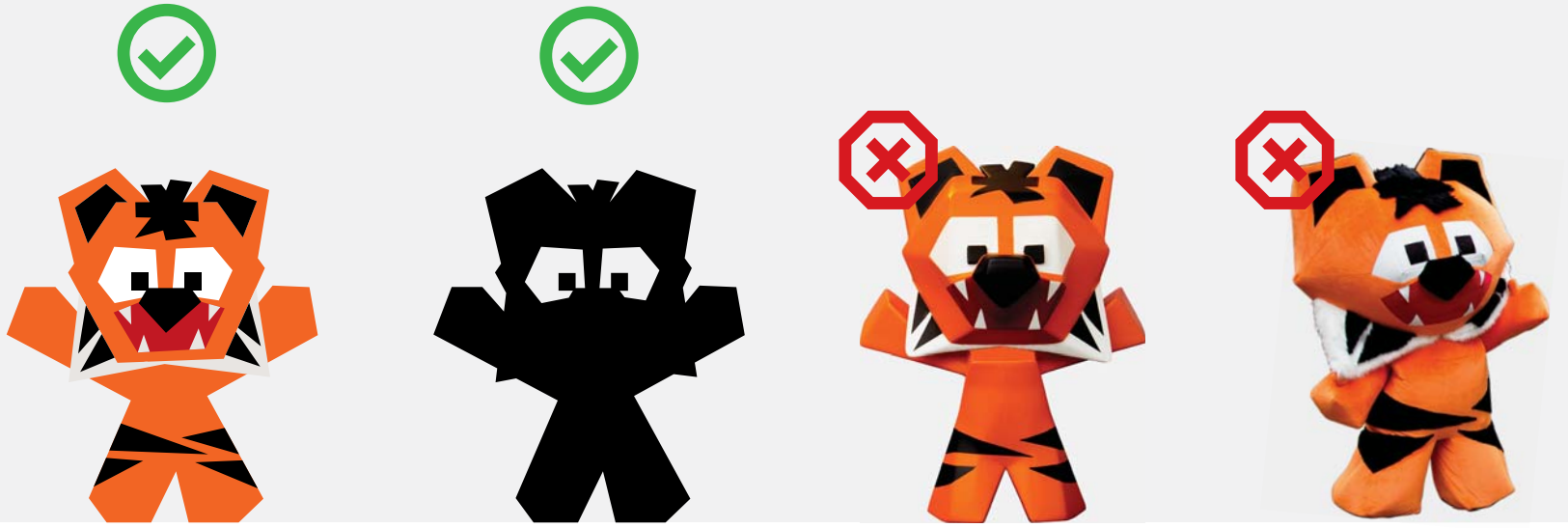


DISTORTION: Height/width ratio distortion is not acceptable. Proportional emphasis for more dramatic expressions are acceptable.



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HAND DRAWN: Hand drawn versions of Ajitora is very much encouraged. Sketch versions can also use the outline version as reference.

It is acceptable for Ajitora to be holding on to props or accessories, including generic objects, symbols as well as materials that does not run contra to the mission and principals of the Ajitora Movement. See copyright license for details.



NAME CONVENTIONS: Capitalization of "Ajitora" in text.

 Ajitora	 @ajitora.asia
 AJITORA	 AJITORA.ASIA
 AjiTora	 Ajitora.Asia
 ajitora	 ajitora.asia
 Aji	 aji.asia

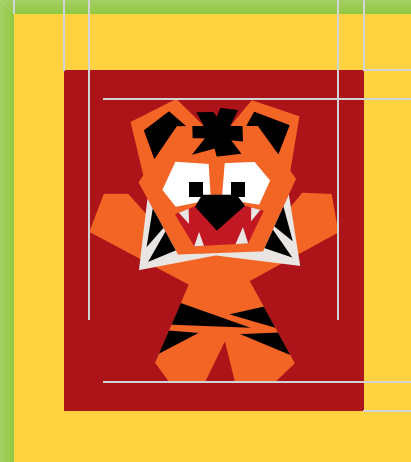
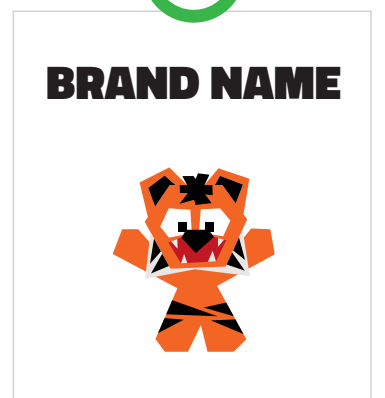
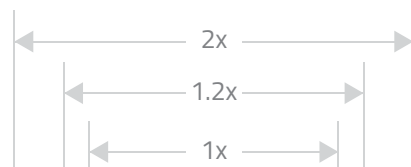


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BRAND NAME



1x



RED ZONE: No part of logos and/or brand names should overlap with any part of Ajitora or be too close to him.

1.2x



YELLOW ZONE: Logos and/or brand names must take caution that Ajitora is not depicted to be endorsing it.

2x



GREEN ZONE: Logos and/or brand names may be placed with reasonable distance. Principal of avoiding confusion of endorsement remains.

AJITORA'S WORLD



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ajitora.asia

AJITORA'S PROFILE



Ajitora ("Aji") is a tiger born from the Internet Root. Zapped into life when the Himalayas was connected by WiFi, Ajitora is a cheerful, energetic and curious tiger on a never-ending journey to meet new friends.

 Ambassadorship:	Tx2 Ambassador	 Favourite colors:	Orange and Black
 Position @ DotAsia:	Stakeholder Engagement Manager	 Favourite foods:	Spam (emails) Oranges
 Date of Birth:	(Est.) 12 Dec 2006	 Favourite songs:	'Roar' by Katy Perry 'Eye of the Tiger' by Survivor
 Place of Birth:	Himalayan.Asia, Cyberspace	 Favourite books:	Life of Pi
 Subspecies:	Panthera-Tigris-Cybernetica	 Mode of Transport:	Zippering through the root DNS
 Horoscope:	Sagittarius	 Hobbies & Interests:	Surfing (web), meeting friends, adventures, sports, movie, music, art, exploring and trying new things, dreaming...
 Zodiac:	Dog		
 Blood-type:	A		
 Personality-type:	ENFP ("The Campaigner")		



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Sustainable Development Commitment — Derivative works must not counter the Ajitora Movement's mission to support sustainable development, conservation of tigers, its habitat, and a collaborative Asia.



Collaboration & Peace through Non-Violent Means — Derivative works must not depict Ajitora engaged in activity that is unlawful, threatening, abusive, obscene, or otherwise objectionable.



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