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NOTE: Please download the Open Fonts: Titillium Web (http://www.campivisivi.net/titillium/text) and Noto Sans (https://www.google.com/get/noto/) before using this file.
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.
- **Pentagon.** Humanity and the human condition.
- **Hexagon.** Nature and sustainability.
- **Asterisk.** Remark and a wildcard.
- **Triangle.** Dynamic and energetic.
- **Angular.** Abstract and cybernetic.

**COLOR PALLETTE:**

- **ORANGE**
  - CMYK: C0,M75,Y98,K0
  - RGB: #F16524
  - PANTONE 1585 C

- **RED**
  - CMYK: C99,M91,Y22,K0
  - RGB: #C01722
  - PANTONE 711 C

- **GREY**
  - CMYK: C8,M7,Y8,K0
  - RGB: #E7E4E2
  - N/A (WHITE)

- **BLACK**
  - CMYK: C100,M100,Y100,K100
  - RGB: #000000
  - CMYK: C0,M0,Y0,K0
  - RGB: #FFFFFF

**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.

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!
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 overlapping 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 Aj 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.
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 explanations 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).
NOTE: The “Ajitora” name is provided in various languages. Most of the languages express 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 shorthand for “Asia” or “Ajia”. Together “Aji” + “Tora” represents both “King of the Cyber Jungle” as well as “Asia Tiger”.

@ajitora.asia
@ajitora.asia
ajitora.asia
@ajitora.asia

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.

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.

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

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.

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

Secondary Font:
Noto Sans
https://www.google.com/get/noto/
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 Aj’s face color by either adjusting Aj’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

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.

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.
**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 border may be useful. However, protruding angles formed by outlines are undesirable unless they are intentional. Rounded corners are acceptable.

**COLOR USAGE:** Any color is acceptable for monograms.

**ASYMMETRY:** Note that the facial expressions and stripes/patterns on Aji are not symmetrical. 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.

**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).

**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.

**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.

NAME CONVENTIONS: Capitalization of “Ajitora” in text.

<table>
<thead>
<tr>
<th>Pattern</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️ Ajitora</td>
<td>✔️ @ajitora.asia</td>
</tr>
<tr>
<td>✔️ AJITORA</td>
<td>✔️ AJITORA.ASIA</td>
</tr>
<tr>
<td>✗ AjiTora</td>
<td>✗ Ajitora.Asia</td>
</tr>
<tr>
<td>✗ ajitora</td>
<td>✗ ajitora.asia</td>
</tr>
<tr>
<td>✔️ Aji</td>
<td>✗ aji.asia</td>
</tr>
</tbody>
</table>

LOGOS & COMMERCIAL NAMES

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

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

GREEN ZONE: Logos and/or brand names may be placed with reasonable distance. Principal of avoiding confusion of endorsement remains.
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
Position @ DotAsia: Stakeholder Engagement Manager
Date of Birth: (Est.) 12 Dec 2006
Place of Birth: Himalayan.Asia, Cyberspace
Subspecies: Panthera-Tigris-Cybernetica
Horoscope: Sagittarius
Zodiac: Dog
Blood-type: A
Personality-type: ENFP (“The Campaigner”)

Favourite colors: Orange and Black
Favourite foods: Spam (emails)
Oranges
Favourite songs: ‘Roar’ by Katy Perry
‘Eye of the Tiger’ by Survivor
Favourite books: Life of Pi
Mode of Transport: Zipping through the root DNS
Hobbies & Interests: Surfing (web), meeting friends, adventures, sports, movie, music, art, exploring and trying new things, dreaming...

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