

STAND THE FIGHT

スタンド・ザ・ファイト

TRADITIONAL JAPANESE JIU-JITSU

IDENTITY SYSTEM

VERSION 1.2

A controlled refinement of the selected L2 direction. Logos, type, colour and practical assets for digital, print and clothing.

FOR REVIEW / NOVEMBER 2026

THE REFINED IDENTITY

One master, with deliberate overlap, readable movement and a grounded Japanese column.



PRIMARY LOGO / COLOUR

01 CONTROLLED MOVEMENT

The lean stance and defined feet hold the throw in balance. Large open shapes keep the movement readable.

02 A SHARED EDGE

The body curve overlaps the S through a real negative-space cut. There is no white background patch in the artwork.

03 A QUIETER SECOND TIER

Light uppercase English and a fixed-height katakana column support the name. The column ends level with the descriptor.

A USEFUL LOGO FAMILY

Choose the level of detail to suit the space. Keep the approved proportions intact.



PRIMARY / BILINGUAL



ENGLISH / FULL



COMPACT / NAME



EMBLEM / SMALL SPACE

COLOUR, WITH RESTRAINT

One red head is the focal point. The same artwork also works in a single ink.

INK

#111111

RGB 17 / 17 / 17

PRINT K100

STF RED

#C81D25

RGB 200 / 29 / 37

CMYK APPROX. 0 / 86 / 82 / 22

PAPER

#F4F1EB

RGB 244 / 241 / 235

OPTIONAL BACKGROUND



COLOUR / LIGHT



ONE INK



REVERSE / DARK

Use white or reverse files on dark backgrounds. Paper is a supporting surface. On the bilingual patch, Japanese lettering may use STF red. The CMYK red is a starting conversion; match the actual stock or thread with the supplier.

SPACE AND SIZE

Protect the silhouette and the quiet descriptor. Switch versions before detail becomes too small.



KEEP AT LEAST HALF A HEAD DIAMETER CLEAR

Measure from the visible artwork, including the Japanese column. The exported masters already include a clear margin.

STARTING MINIMUMS

FULL BILINGUAL

420 px / 100 mm wide

ENGLISH FULL

340 px / 80 mm wide

COMPACT NAME

180 px / 45 mm wide

EMBLEM

64 px / 18 mm wide

These are starting limits for clean reproduction. For an avatar or favicon, use the dedicated icon files. For embroidery, use the open-gap patch artwork at the supplied size.

TYPE THAT KNOWS ITS JOB

Heavy condensed names. Light, open supporting text. Correct Japanese glyphs.

STAND THE FIGHT

ANTON / DISPLAY AND WORDMARK BASIS

Use Anton for short display headlines. The logo is a fixed outlined composition with adjusted proportions and a custom overlap; always place the supplied artwork.

TRADITIONAL JAPANESE
JIU-JITSU

EPILOGUE / LIGHT 300

Regular 400 for body copy. Semibold 600 for labels and useful information. Keep tracking natural in sentences; reserve wider spacing for short uppercase labels.

スタンド・ザ・ファイト

NOTO SANS JP / REGULAR 400

The original, unmodified font files and their Open Font Licences are included. Logo files are outlined and need no installed fonts. Editable templates require the supplied fonts.

JAPANESE, WITH A PURPOSE

The English wording remains fully readable. Japanese is a secondary rendering of the academy name.



WORKING NAME RENDERING

スタンド・ザ・ファイト

This is a phonetic katakana rendering of Stand The Fight. It preserves the sound of the academy name. The English discipline descriptor remains unchanged.

KEEP THE COLUMN AS A UNIT

Keep the small kana, voiced marks and centred punctuation. Do not rotate a horizontal text line to imitate vertical Japanese. Use the supplied outlined column.

VOICE

Direct, calm and welcoming. Make class details easy to find. Use only confirmed instructor, venue and affiliation information.

SOCIAL, WITHOUT STARTING OVER

Square, portrait and story templates keep the same type hierarchy and room for class information.



SQUARE



PORTRAIT



STORY

The SVG templates have editable headline, date, venue and contact fields. The PDFs and PNGs are previews of those labelled fields, not finished announcements. Replace every field before publishing.

Use the emblem avatar where the full logo would be too small. Keep its clearance for circular crops.

DIGITAL ASSETS

Transparent SVG for interfaces. PNG for platforms and tools that need a raster file.



WEB / SOCIAL BANNER

The banner is a flexible 1600 x 600 composition, not a platform-specific safe-area guarantee. The kit also includes light and dark avatars, SVG app icon, PNG icon sizes and an ICO file.

TOKENS INCLUDED

Ink, red, paper, typography and spacing are recorded in JSON and CSS. Use the compact logo or emblem in small headers.

PRINT THAT IS READY TO ADAPT

Editable class poster, blank letterhead, contact card templates and process-colour logo PDFs.

TRADITIONAL JAPANESE JIU-JITSU

DATE / TIME

VENUE / ADDRESS

CONTACT / BOOKING DETAILS

STAND THE FIGHT

INSTRUCTOR NAME

ROLE / QUALIFICATION

PHONE / EMAIL

WEBSITE / SOCIAL

VENUE / ADDRESS



A4 LETTERHEAD

A3 POSTER

85 x 55 MM CARDS

Poster and card print PDFs include 3 mm bleed and trim boxes. Their labelled fields are templates. Replace them, then regenerate the print file. CMYK files are process-colour starting art; ask the printer to proof on the actual stock.

CLOTHING AND PATCHES

Name patch and bilingual circular patch, with open gaps for stitching.



NAME PATCH / 100 x 85 MM

Two thread colours on a natural ground, or one black thread. The open-gap mark increases separation around the bodies and trouser hems.



BILINGUAL PATCH / 75 OR 90 MM

English and Japanese names follow balanced arcs. Colour and mono artwork is supplied at 75 and 90 mm. These are vectors, not stitch files; ask the supplier to digitise and sew a sample.

PATCHES IN CONTEXT

Illustrative material mockups. The vector artwork remains the production reference.



RECTANGULAR NAME PATCH / 100 x 85 MM

Black and STF red on a natural ground.



BILINGUAL CIRCULAR PATCH / 90 MM

STF red Japanese lettering, paired with the English name.

HANDOFF AND EVERYDAY USE

The package is built around one set of vector shapes, with clear choices for each medium.

LOGOS/

Outlined SVG, transparent PNG and vector PDF. Primary, English, compact, emblem and wordmark. Colour, black, white and reverse.

SOCIAL/ + WEB/

Editable SVG social templates, avatars, banner, icons, CSS and JSON tokens.

PRINT/ + PATCHES/

Print templates, CMYK PDFs, measured patch artwork and shirt artwork.

FONTS/ + SOURCE/

Original licensed fonts, source code, selected reference and rebuild instructions.

KEEP THESE CONSTANT

- Preserve the overlap and its transparent gap.
- Use the full English descriptor exactly as supplied.
- Keep only one red head. Use a supplied mono file for one ink.
- Use the compact or emblem file before shrinking microcopy.
- Never stretch the logo, rebuild the name in live type, or move individual Japanese characters.

Review status: refined identity and application kit for your assessment. The Japanese name is a working phonetic rendering. Print stock, thread choices and stitch files belong to the supplier handoff.