

Corporate Identity Manual  
Iwama  
Shinshin  
Aiki Shurenkai



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The purpose of this document is to standardise the proper use of the Iwama Shinshin Aiki Shurenkai emblem and to make available the official graphic material to all Iwama Ryu dojos around the world.

The Iwama Shinshin Aiki Shurenkai emblem holds deep meaning and tradition in its figures, shapes and colours; thus, it cannot be altered or modified outside the limits specified on this document.

## Origin of the name of Iwama Shinshin Aiki Shurenkai name and its emblem

***"This emblem conveys our school's keen will to keep to these fundamental concepts."***

Hitohira Saito sensei

This figure represents the phenomena of the universe. The universe and its creation are described in the Kojiki. Just as the bible stands as the founding text for Christians, its equivalent in Japan is the Kojiki.

This text isn't about Japan exclusively; it depicts the foundations of the origin of the elements and how the universe, the sun, the stars and the earth were created. It also tells us about the birth of the gods. These are founding elements displayed in this emblem: The circle, the square, the triangle. These shapes embody the natural elements such as water and fire.

Fire also stands for spirit, or soul: *Tamashii* (魂). In the Japanese language, there are two ways to say fire: "*Hi*" (火) and "*Ka*" (火), while water is "*Mi*" (水). If you put them together, you get "*Kami*" (神), in Japanese, the word "*Kami*" means "god".

The gods who created the universe also created the earth, the moon and the sun; they passed down the vital energy to all of us. Regarding this matter, the circle, the square and the triangle stand for all of these elements. As it can be observed in our emblem, eight lines divide it. They represent the powers of the universe: the energy that brings together and takes apart, that hardens and melts, that strains and relaxes, that eventually moves and stops. These eight opposing powers of the universe match the divine number eight. The red colour stands for fire, while white stands for water and refers to the tides. The motion the tides make is associated with the breath, the process of breathing in and out. Similarly, the earth and the universe breathe in and out in the rising and descending flow of the tides.

This emblem stands for all of these things that are tied to the phenomena of the universe.




You can find these figures in the Japanese Shinto belief. These concepts might be complex, but O'sensei attached great importance to the universe's phenomena, particularly to the Kojiki. He also gave great importance to Japanese Shinto, the sacred history of the imperial house, and taught us to absorb these elements in our very flesh while practising Aikido.

Hitohira Saito Sensei  
Headmaster of Iwama Shinshin Aiki Shurenkai

*Extract adapted from the 2012 Interview,  
Courtesy of Olivier Eberhardt / Dento Iwama Ryu France*

# Colour scheme

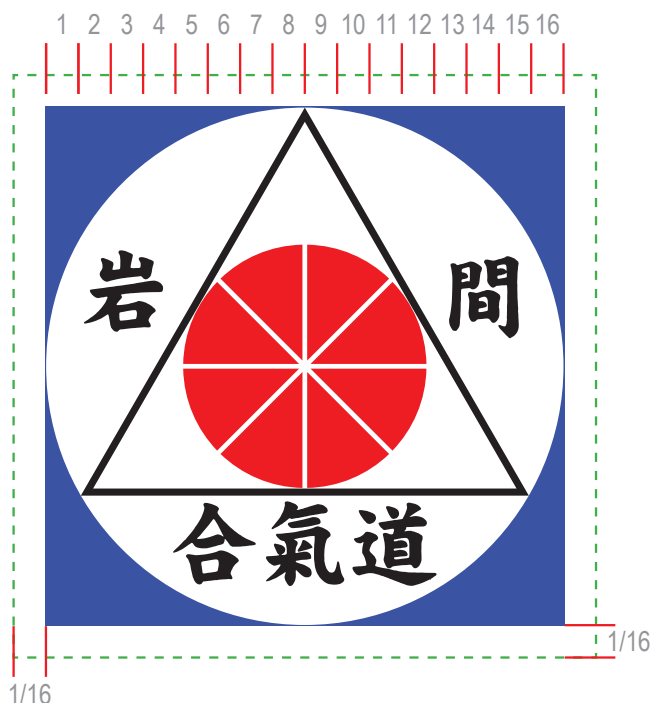
The following colours are the only ones for the ISSASK emblemtype. No other colours may be used or substituted for the emblem.

	CMYK: C: 88 / M: 77 / Y:0 / K:0 Pantone: 7455C RGB: R0 / G0 / B255
	CMYK: C: 0 / M: 100 / Y:100 / K:0 Pantone: 485C RGB: R255 / G0 / B0
	CMYK: C: 0 / M: 0 / Y:0 / K:100 Pantone: BlackC RGB: R0 / G0 / B0



The green line indicates the emblem's clear spaces and should not be printed or displayed. This line corresponds to 1/16th of the width or height of the emblem.

Any additional information, graphic objects, dojo name, etc., must be placed outside of this area.



# Black & White version



For light colors backgrounds

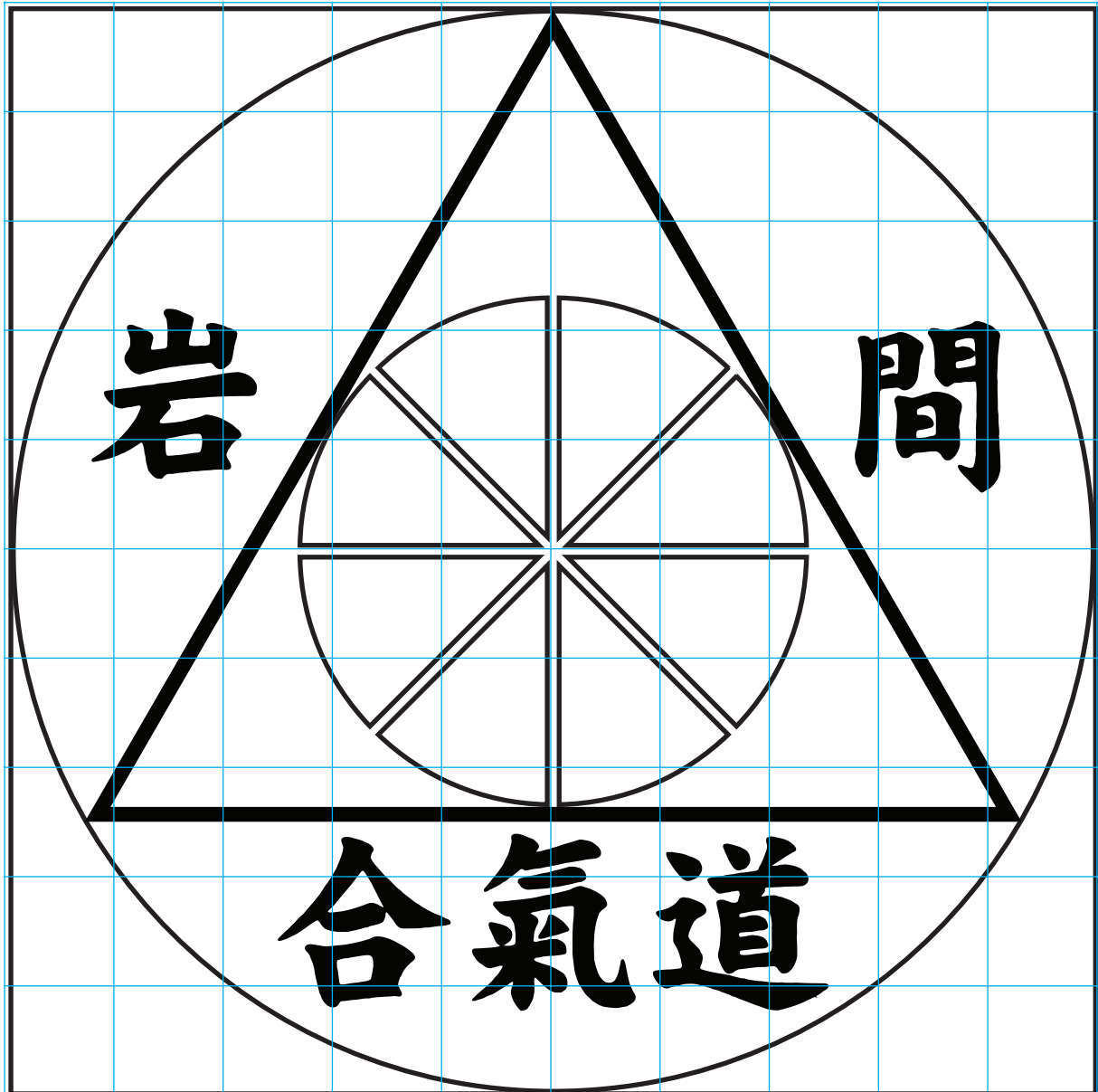


For dark colors backgrounds

NOTE: in both examples, the stroke around the emblem is just to show how it interacts with the background.

# Grid for manual enlargements of the emblem

This grid can be used for manual enlargements  
of the emblem.



# Forbidden uses

Any of these modifications are not allowed:

Altering any of the colours



Modifying any section of the kanji



Adding elements over the emblem

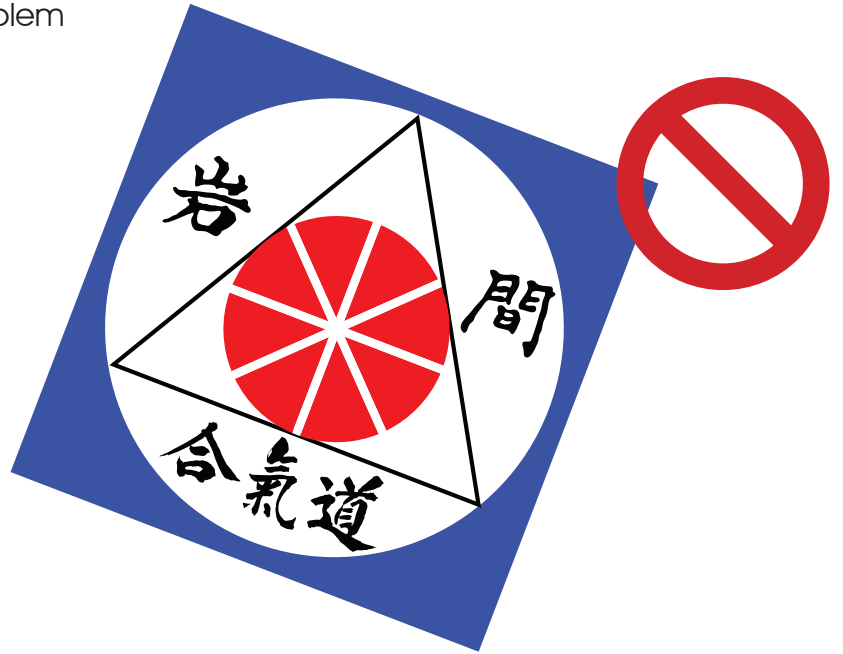


Changing the position or size of the elements





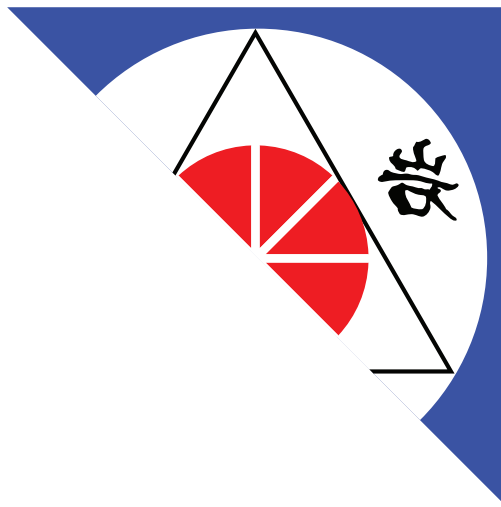
Rotating or twisting the emblem



Flipping the emblem  
(Horizontally or vertically)



Partially cutting the emblem.



Distorting the dimensions of the emblem



Apply filters or effects to the emblem, like flares, shinnings, gradients, etc.



Apply 3D effects or 3D distortion



# Limit of the emblem dimensions

The emblemtype's minimum size must not be less than 20mm (0.8 inches / 60 pixels) to the kanji.



## Dojo names

The name of the dojo can be placed on top, bottom, left or right of the emblem, always respecting the safety distance, and the previous restrictions.

Any font can be used for the name of the dojo but the use of minimalistic and sans serif fonts is recommended, such as.

Futura, Avant Garde, Helvetica, Arial.

EXAMPLES

**DOJO NAME**



**more info**

**DOJO NAME**  
**more info**



**DOJO NAME**  
**more info**



**DOJO NAME**  
**more info**

**DOJO NAME**  
**more info**



EXAMPLES



**D  
O  
J  
O**

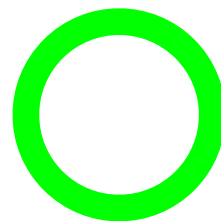
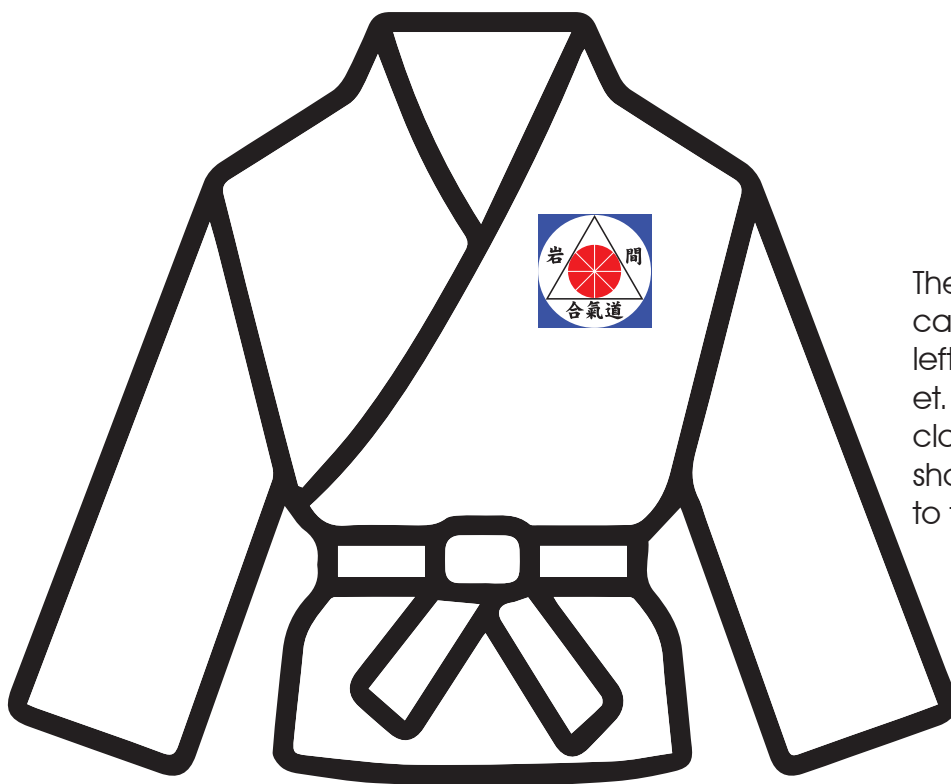
**N  
A  
M  
E**



**D  
O  
J  
O**

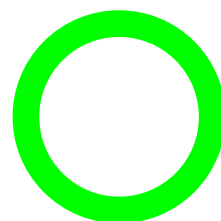
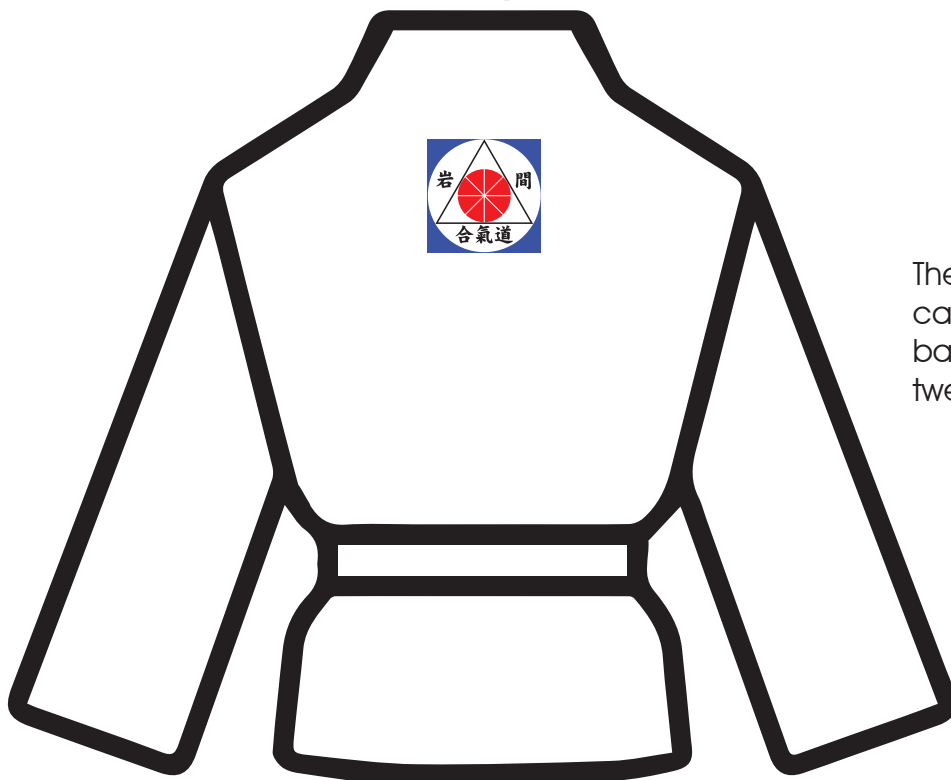
**N  
A  
M  
E**

# Proper use of the embroidered patch.



The embroidered patch can be placed on the left front side of the jacket. When the jacket is closed, the emblem should remain horizontal to the ground.

BACK

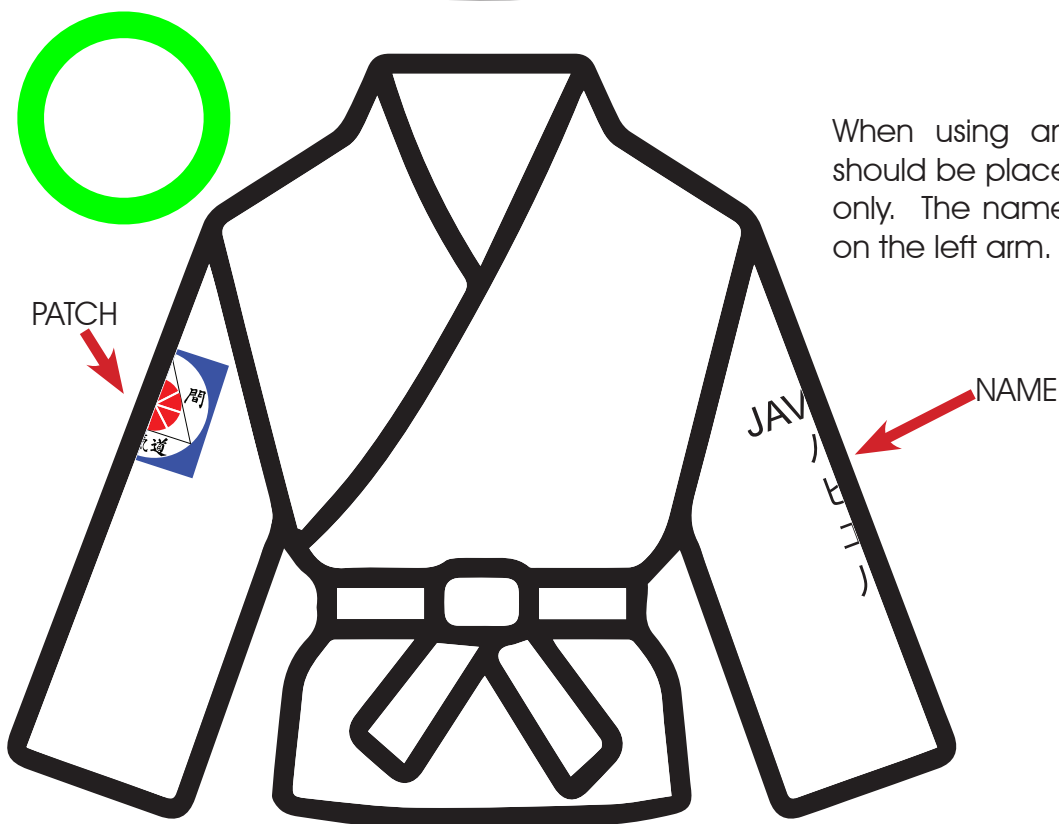
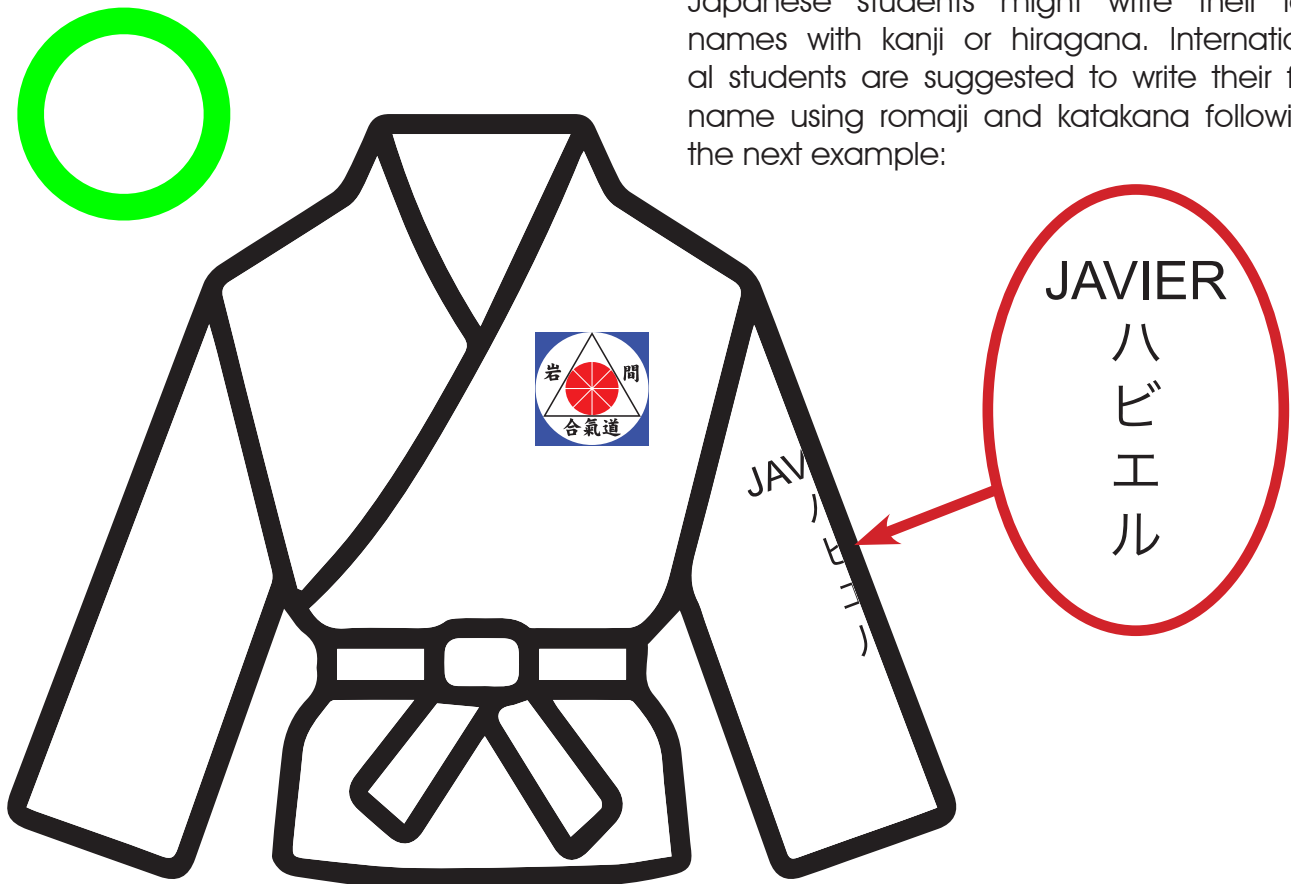


The embroidered patch can be placed on the back of the jacket, between the shoulders.



The name of the student must be written only on the left arm of the uniform.

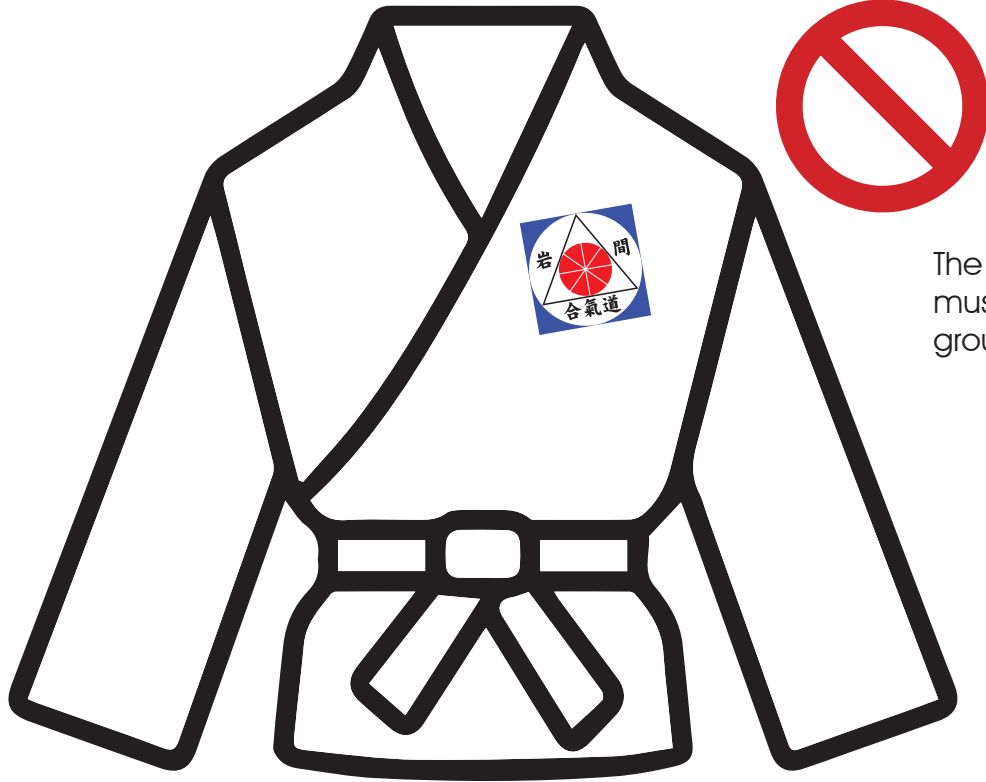
Japanese students might write their last names with kanji or hiragana. International students are suggested to write their first name using romaji and katakana following the next example:



When using an arm patch, this should be placed on the right arm only. The name should be written on the left arm.

**VERY IMPORTANT:**

You can use **only one patch by jacket**: on the chest, on the back or in the arm.



The embroidered patch must stay horizontal to the ground line.



The embroidered patch must not be used on the right side of the training gear.





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