



We encourage you to align the promotion of your presence at #FIDI2026, with the official branding guidelines.

***You are strictly prohibited to impersonate FIDI or the conference**

Brand Inspiration

Capturing Osaka's spirit through its port heritage, cherry blossoms, brushstroke artistry, and the symbolic Enso circle, the identity reflects the city's energy and character.



Blossom

Springtime in Osaka brings blossoms, a symbol of new growth and universal: people in Osaka, Japan and around the world can connect with their beauty.



Japanese Calligraphy

The flowing brushstrokes of calligraphy capture movement and simplicity. It's an artform that is calm, timeless, and expressive, beauty in motion.



Ensō Circle

A symbol of balance and imperfection, the Ensō reflects life itself: one chance, one stroke, an embrace of the journey we are on, including the imperfections.

Final Day Logo

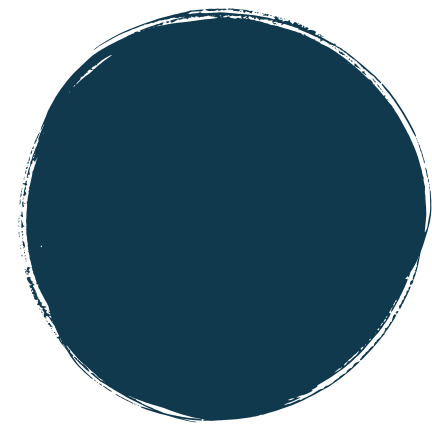
On the final day of the event we see a branch in full bloom, strong and lushious.



Colour Palette

Your colour palette this year is very strong with a bold contrast and takes advantage of a bold red which is strongly aligned with FIDI.

Harbour Dusk



#12394F

Harbour Night



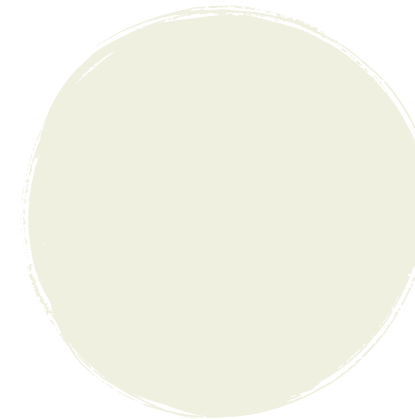
#0C2F3F

Shōji Day



#F7F7ED

Shōji Dawn



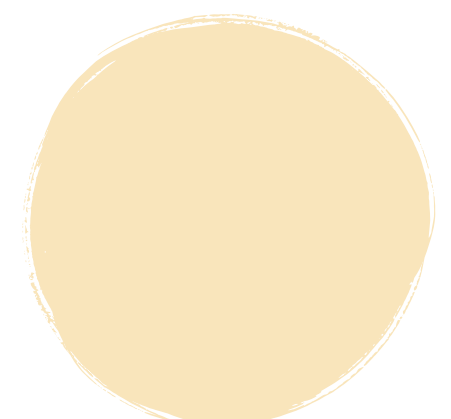
#EFEFDF

Lantern Red

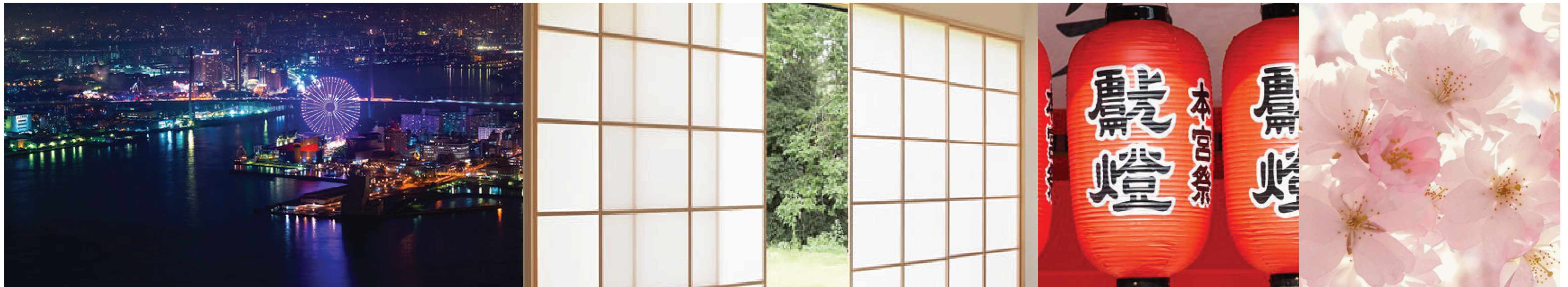


#F42222

Stamen Yellow

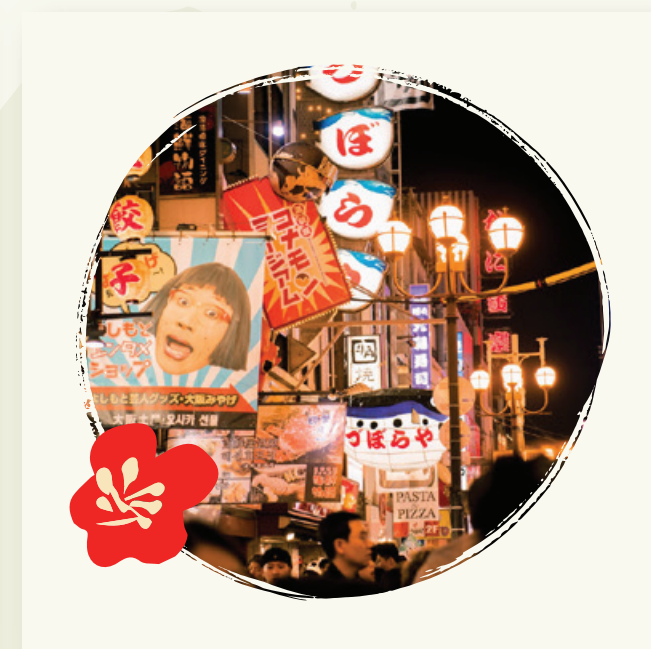
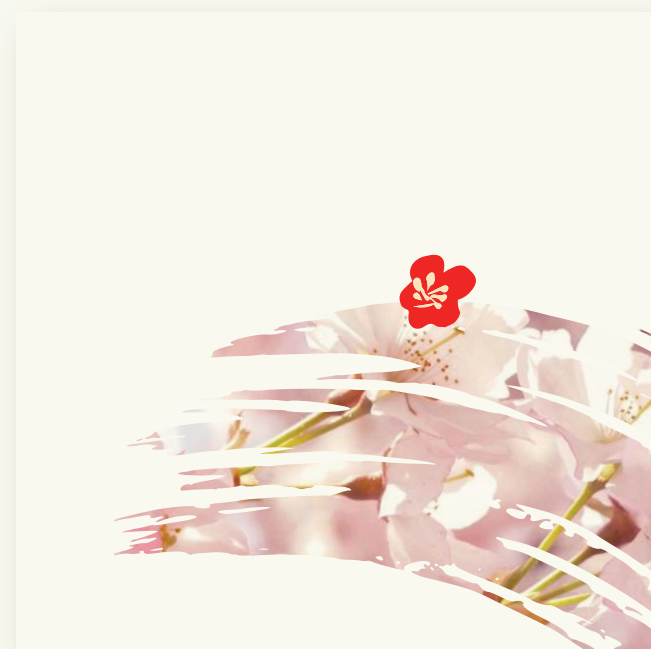
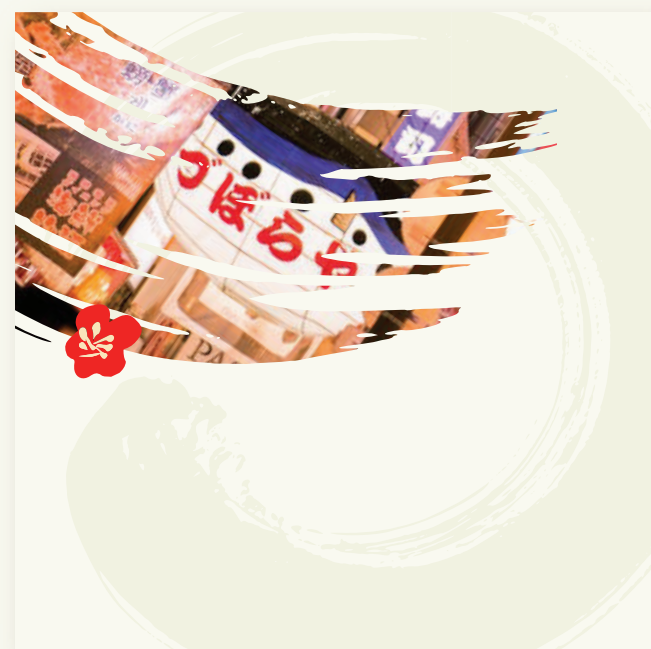
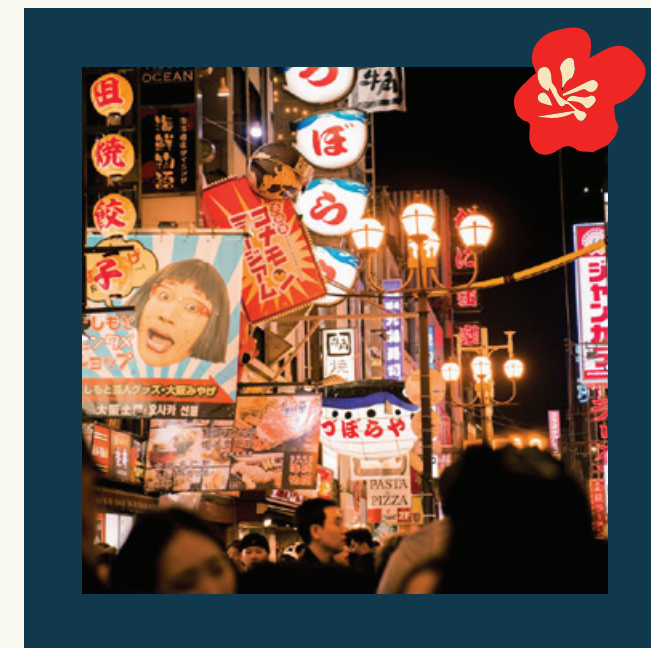
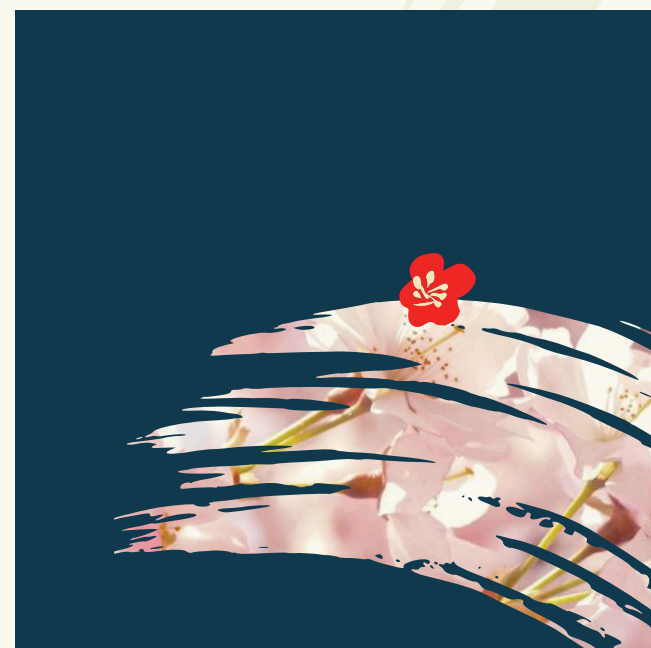


#F9E4BB



Social Media Examples

Here you can see examples of posts that you can adapt for general use across platforms.



Sponsorship

Photography use is very flexible but you have a few options that really fit with the branding.



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