

Tomakomai City's Official City Character 『Tomachop』 Image Usage Manual

Revised on April 1st, 2022

1 Overview

This manual details the guidelines for using the image of Tomakomai City's Official Character, Tomachop (Hereafter known as "Tomachop") on both physical and online materials for non-commercial purposes. For those wishing to sell products that feature Tomachop, we ask that they fill out a Product Creation form and submit the necessary paperwork.

2 Purpose of Use

The use of Tomachop's image should be used to promote the City of Tomakomai and/or the character Tomachop. Using Tomachop's image to promote personal services is prohibited.

All rights related to Tomachop belong to the City of Tomakomai.

3 Using Tomachop's Image

For those wishing to use Tomachop's image, please visit the 「とまチョップの部屋」 (Tomachop's Room) section of Tomakomai City's homepage and download the provided images that are meant for public use.

4 Usage Limitations

The following are prohibited when using Tomachop's image:

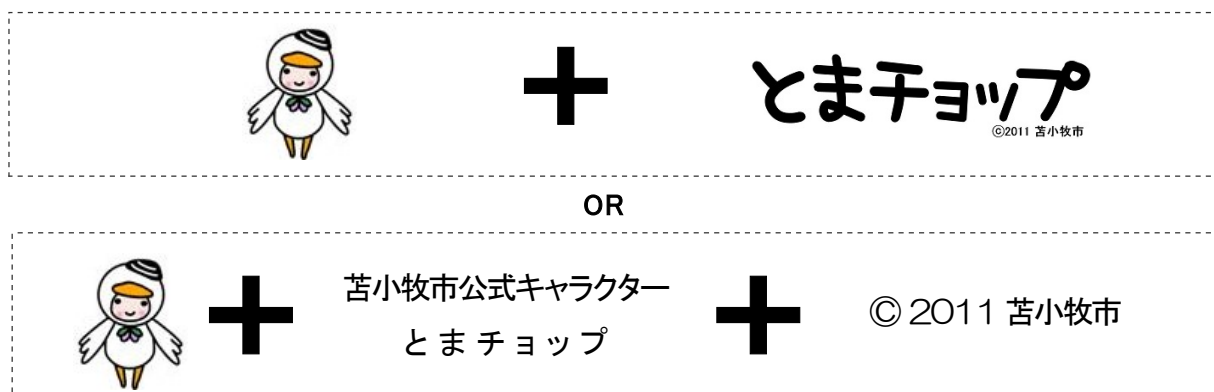
- (1) Using Tomachop's image in any manner that goes against the Purpose of Use outlined in section two of this manual.
- (2) Using Tomachop's image in any way which will or could potentially hurt the image and/or reputation of Tomachop or the City of Tomakomai.
- (3) Using Tomachop's image in a personal trademark or design, or attempting to monopolize the usage of Tomachop's image.
- (4) Using Tomachop's image for illegal activities or for things which go against public policy/societal standards.
- (5) Using Tomachop's image in any way which will or could potentially damage the profits of a third party.

- (6) Using Tomachop's image for personal purposes, for the purpose of promoting/supporting a political party or religious institution, or any case which could possibly be misinterpreted as or lead to the promotion of a political party or religious institution.
- (7) Using Tomachop's name or image in a way that makes it possible for the thing it was used for to be mistaken as a city sponsored image, place, or service.
- (8) Changing or editing the original image
- (9) Only using Tomachop's name (without using the image)
- (10) Any other case deemed improper by the Mayor of Tomakomai.

5 Usage

- (1) Please download the files of Tomachop that have been provided on the City's Homepage. Do not edit the images in any way.
- (2) When using Tomachop's image, always include the logo in the original font and include the copyright information OR write “苫小牧市公式キャラクターとまちょっぷ” plus the copyright information.
- (3) When creating a new image of Tomachop or changing an existing image, please always submit a design draft to the Innovation Project Office at Tomakomai City Hall for authorization before using the image. All rights belong to the City of Tomakomai.

【例】



Please use the original Japanese.

(3) Please refrain from doing the following when utilizing Tomachop's image



● Invert the image



● Add speech bubbles



● Change the color of the image



● Edit the image



● Change the logo

6. Questions

If you have any questions about the guidelines outlined in this manual, please reach out to us.

【Address】〒053-8722 Tomakomai City Asahi Machi 4 Chome 5 Ban 6 Go
Tomakomai City General Policy Department Innovation Project Office

【Phone】 0144-32-6157 【FAX】 0144-34-7110

【E-mail】 mirai@city.tomakomai.hokkaido.jp