

501st Legion Japanese Garrison Media Kit Guidelines

Thank you for using our Media Kit.

When using the logos, images, text, and other assets of the 501st Legion Japanese Garrison to introduce performers on event promotional posters, flyers, websites, social media, POP displays, etc., please follow these guidelines.

Our organization operates with permission to use Lucasfilm Ltd.'s intellectual property under their advice and supervision. Therefore, we have established these guidelines to protect the brand and prevent unauthorized secondary use. We appreciate your understanding and cooperation.

●What is a Media Kit?

A Media Kit is a distribution package containing a set of official assets (logos, photos, introductory text, guidelines, etc.) provided for event organizers to introduce or announce our organization on posters, flyers, websites, social media, and other media.

It is provided to ensure accurate communication of information and to protect our brand and intellectual property.

●Included Contents

- Key Visuals:** 4 Photos
- Logos:** 2 Variations (PNG format: Transparent background / JPG format: White background)
- Garrison Descriptions:** 2 Patterns (For announcements/short copy and for full organization introductions)
- Terms of Use:** Media Kit Guidelines (This document)

1. Request for Prior Application and Proofreading Approval

Before using any assets, please contact the Event Leader in charge or the PR Team to obtain permission. Please refrain from unauthorized use.

Per-Event Application:

Even if you invite us regularly for annual events, please apply for permission each time you wish to use the Media Kit.

Prior Proofreading:

Before printing physical materials or publishing web pages, please send design drafts (PDF, image files, etc.) to the Event Leader in charge or the PR Team for layout and text verification (prior proofreading).

[Applications & Inquiries]

Event Leader in charge, or 501st Legion Japanese Garrison PR Team (Email: pr@501st.jp)

2. Important Terms

(Scope of Use, Expiration, Prevention of Secondary Use)

1) Prohibition of Materials Outside This Media Kit

Please refrain from using photos, text, or logos other than those included in this Media Kit.

Unauthorized reuse, screenshots, or secondary use of assets from our website, social media, etc., are strictly prohibited.

*Official sharing of articles published by our organization is permitted.

2) Authorized Scope and Expiration Date

Authorized Scope:

Assets may only be used for the purpose of public relations and article creation regarding the 501st Legion Japanese Garrison during the current fiscal year (April 1 of the current year to March 31 of the following year).

Expiration Date:

Valid until March 31 of the current fiscal year. Please do not use these materials past the expiration date.

3) Prohibition of Redistribution and Re-uploading

Please refrain from transferring or redistributing the Media Kit data (ZIP file or individual assets) to third parties, or uploading it to locations accessible by third parties (cloud storage, public web pages, etc.).

This ensures our organization manages all assets directly to guarantee the distribution of the latest version. Thank you for your understanding and cooperation.

4) Precautions for Post-Event Use (Activity Reports, Future Announcements)

Prohibition of Commercial Use:

Please refrain from using photos that appear to advertise specific products or contain commercial brands/signage elements.

*If signage logos are inadvertently captured during events in commercial districts, they may be used as long as they do not appear promotional.

5) Revocation of Permission and Asset Takedown

If usage deviating from the intent of these guidelines is identified, or if there is a risk of damaging our organization's reputation, we may review the permission granted and ask you to discuss corrections or the removal of published content.

3. Guidelines by Asset Type

● Garrison Descriptions

When introducing our appearance, you must clearly state that we are not official characters dispatched by Lucasfilm Ltd. Please select and use text from the two provided "Garrison Description" patterns.

*Character names are intellectual property owned by Lucasfilm Ltd., so please avoid using them in isolation.

Editing Rules:

Please do not add or append text. Partial deletion of text for space constraints is permitted, but changing or deleting the organization name "501st Legion Japanese Garrison" is prohibited.

● Logos

The 501st Legion Japanese Garrison logo is intellectual property owned by Lucasfilm Ltd., but our organization grants permission for its use. Please adhere to the following rules:

Provided Logo Data and Applications:

The Media Kit contains original high-resolution files. Do not use low-resolution images copied from websites or social media.

● **PNG format (Transparent background):** For websites, social media images, and design software.

● **JPG format (White background):** For press releases, documents, and printed materials.

Prohibition of Unintended Use:

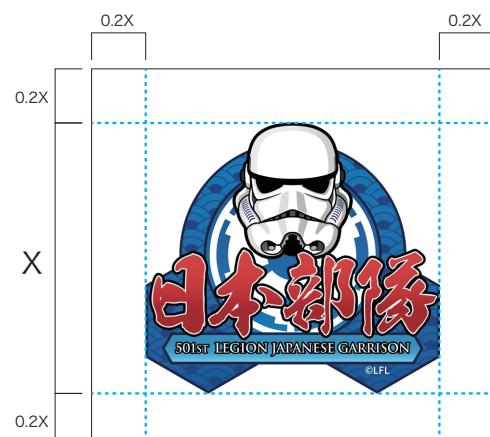
Do not use the logos for purposes other than those requested (event announcements, PR, etc.). Producing promotional giveaways (stickers, T-shirts, distribution materials, etc.) without prior authorization or repurposing logos for other uses is prohibited.

Maintaining Isolation (Clear Space):

To maintain visual clarity and impact, keep a clear space (isolation area) around the logo free of text, graphics, photo subjects, or borders.

Recommended Rule:

Keep a clear margin equal to at least 20% (0.2X) of the logo's total height (X) on all four sides.



Modifications and Processing Restrictions (Prohibited Examples):

Modifying or processing the logo is strictly prohibited as it may damage our brand value.

Aspect Ratio Changes: Altering proportions when enlarging or reducing the logo.

Color Alterations: Changing the logo colors.

Distortion/Rotation: Tilting, distorting, or rotating the logo.

Adding Effects: Adding drop shadows, outlines, gradients, or other visual effects.

Overlaying Elements: Placing illustrations or text over the logo, or placing it on complex background images that degrade visibility.

Partial Usage: Cropping and using only a portion of the logo (e.g., symbol mark only, text only).



• Key Visuals

Usage Conditions:

The only photos event hosts may use across various media are the 4 photos included in this Media Kit (providing other photos or reusing images from the web is not permitted). Please select from these 4 provided photos.

Cropping and Editing:

Avoid extreme cropping, color modifications, or distortion. Please use the photos in their original state.

Accompanying Text:

To prevent misunderstanding that the appearance is an official Star Wars event, always publish photos alongside an appropriate introduction text following the rules in the "Garrison Descriptions" section.

[Inquiries Regarding This Document]

Event Leader in charge, or

501st Legion Japanese Garrison PR Team (pr@501st.jp)

Updated Date: October 9, 2026