

# Guidelines for Using the Plasmacluster Logo

Sharp Corporation  
Health and Environment Systems Group / Global Brand Strategy Group

October 2009

1. For worldwide (except for USA)




Device of this mark is a trademark of Sharp Corporation.  
Plasmacluster is a registered trademark or a trademark of Sharp Corporation.

2. For USA



Device of this mark is a trademark of Sharp Corporation.  
“Plasmacluster” and “Device of a cluster of grapes” are registered trademarks of Sharp Corporation in Japan, USA and elsewhere.






















































In principle, when  and “Plasmacluster” are indicated in printed materials, be sure to provide the above note near this trademark, or on the same page where the trademark is placed.

- Contents ..... 1
- Plasmacluster Mark Expression Rules ..... 2
- Mark Format ..... 3
- Logo Color ..... 4
- Vertically Arranged Logo ..... 5
- Horizontally Arranged Logo **A** ..... 6
- Horizontally Arranged Logo **B** ..... 7
- Examples of Prohibited Usage ..... 8
- Brand System ..... 9
- Trademark Investigation/Registration Status ..... Attached reference

Plasmacluster Mark Expression Rules

＜“Plasmacluster Technology” brand value＞  
Providing healthy and hygienic environment for life and business,  
based on airborne/adhering bacteria eliminating/deodorizing effect of plasmacluster ions.

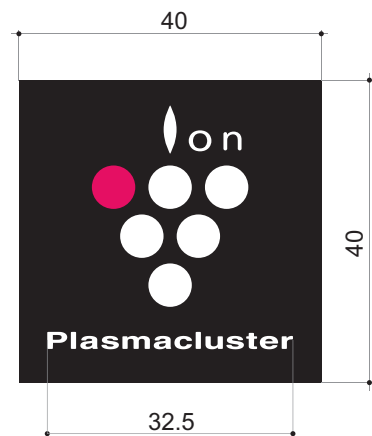
- \* Time to apply these rules
- Application of this guideline starts with new products released in October 2009 or later.
  - At the time of running change of advertisements, catalogs, sales promotion articles and Web information

Expression target		High-density 25000		High-density 7000		Conventional density (Basic mark)					
Main body of product Remote controller (Model-specific)		Main body	Remote controller and other parts	Main body	Remote controller and other parts	Main body	Remote controller and other parts				
		<div></div> <div>Attach the "badge" to a position where high visibility can be expected during use (e.g. front of the main body).</div> <div><div>* In addition to the "badge", the "high-density plasmacluster 25000" sticker should be attached to air conditioning products.</div></div>	<div></div> <div>* The above mark (a part of the formal mark shown on the left) can be applied to a part that the "badge" is difficult to attach to (e.g. remote controller), or to a part that can be effectively used in emphasizing the plasmacluster technology (e.g. back of the main body).</div>	Same as at left	Same as at left	Same as at left	Same as at left				
<div>* In the case of monochrome print, the red color of the mark should be: • For standard packing case: White on black background • For special application packing case: Gray 50% halftone • For instruction manual: Gray 50% halftone</div> <div>* For packing cases, the expression of "high-density plasmacluster 25000" is not required.</div> <div>* For the "high-density plasmacluster" mark, vertical arrangement is given higher priority. Horizontal arrangement is acceptable only when visibility of the high-density plasmacluster mark is affected by vertical arrangement.</div> <div>Packing case / Instruction manual (Model-specific)</div> <div>* Give notes on the trademark. (See the description on the front cover.)</div> <div>★ Refer to the page describing the registered trademark/application status. In cases where the high-density plasmacluster mark is not acceptable, the mark for conventional density should be used.</div>		Vertical arrangement		Horizontal arrangement		Vertical arrangement		Horizontal arrangement			
		Color print	Monochrome print	Color print	Monochrome print	Color print	Monochrome print	Color print	Monochrome print		
		Japan		<div></div> <div>高濃度 プラスマクラスター 25000 *</div>	<div>Standard packing case. This applies to the following identical marks.</div> <div></div> <div>高濃度 プラスマクラスター 25000</div>	<div>Special application packing case and instruction manual. This applies to the following identical marks.</div> <div></div> <div>高濃度 プラスマクラスター 25000 *</div>	<div></div> <div>高濃度 プラスマクラスター 7000 *</div>	<div></div> <div>高濃度 プラスマクラスター 7000</div>	<div></div> <div>高濃度 プラスマクラスター 7000 *</div>	<div></div> <div>高濃度 プラスマクラスター 7000</div>	<div></div> <div>高濃度 プラスマクラスター 7000</div>
		China		<div></div> <div>净离子群 高浓度 25000 *</div>	<div></div> <div>净离子群 高浓度 25000</div>	<div></div> <div>净离子群 高浓度 25000 *</div>	<div></div> <div>净离子群 高浓度 7000 *</div>	<div></div> <div>净离子群 高浓度 7000</div>	<div></div> <div>净离子群 高浓度 7000 *</div>	<div></div> <div>净离子群 高浓度 7000</div>	<div></div> <div>净离子群 高浓度 7000</div>
		★ Other overseas areas		<div></div> <div>High-Density 25000 *</div>	<div></div> <div>High-Density 25000</div>	<div></div> <div>High-Density 25000 *</div>	<div></div> <div>High-Density 7000 *</div>	<div></div> <div>High-Density 7000</div>	<div></div> <div>High-Density 7000 *</div>	<div></div> <div>High-Density 7000 *</div>	<div></div> <div>High-Density 7000</div>
		Vertical arrangement		Horizontal arrangement		Vertical arrangement		Horizontal arrangement			
Japan		<div></div> <div>高濃度 プラスマクラスター 25000 *</div>	<div></div> <div>高濃度 プラスマクラスター 25000 *</div>	<div></div> <div>高濃度 プラスマクラスター 25000 *</div>	<div></div> <div>高濃度 プラスマクラスター 7000 *</div>	<div></div> <div>高濃度 プラスマクラスター 7000 *</div>	<div></div> <div>高濃度 プラスマクラスター 7000 *</div>	<div></div> <div>高濃度 プラスマクラスター 7000 *</div>	<div></div> <div>高濃度 プラスマクラスター 7000 *</div>	<div></div> <div>高濃度 プラスマクラスター 7000 *</div>	
China		<div></div> <div>净离子群 高浓度 25000 *</div>	<div></div> <div>净离子群 高浓度 25000 *</div>	<div></div> <div>净离子群 高浓度 25000 *</div>	<div></div> <div>净离子群 高浓度 7000 *</div>	<div></div> <div>净离子群 高浓度 7000 *</div>	<div></div> <div>净离子群 高浓度 7000 *</div>	<div></div> <div>净离子群 高浓度 7000 *</div>	<div></div> <div>净离子群 高浓度 7000 *</div>	<div></div> <div>净离子群 高浓度 7000 *</div>	
★ Other overseas areas		<div></div> <div>High-Density 25000 *</div>	<div></div> <div>High-Density 25000 *</div>	<div></div> <div>High-Density 25000 *</div>	<div></div> <div>High-Density 7000 *</div>	<div></div> <div>High-Density 7000 *</div>	<div></div> <div>High-Density 7000 *</div>	<div></div> <div>High-Density 7000 *</div>	<div></div> <div>High-Density 7000 *</div>	<div></div> <div>High-Density 7000 *</div>	
Notes on features of high-density plasmacluster products		High-density 25000 (Ion evolving equipment)		High-density 7000 (Air conditioner)		High-density 25000 (Air purifier)		High-density 7000 (Products other than air conditioner)			
		* The number in this technology mark indicates an approximate number of ions supplied into air of 1 cm <sup>3</sup> , which is measured around the center of a room with the applicable floor area (at 1.2 m height above the floor) at the maximum wind volume, when plasmacluster ion evolving equipment using the high-density plasmacluster ion evolving unit is placed close to a wall.		* The number in this technology mark indicates an approximate number of ions supplied into air of 1 cm <sup>3</sup> , which is measured around the center of a room (at 1.5 m height above the floor) at the maximum wind volume, when an air conditioner using the high-density plasmacluster ion evolving device is placed in a room with the applicable floor area. This product is equipped with a device corresponding to this capacity.		* The number in this technology mark indicates an approximate number of ions supplied into air of 1 cm <sup>3</sup> , which is measured around the center of a room with the "high-density plasmacluster 7000" applicable floor area (at 1.2 m height above the floor) at the maximum wind volume in humidifying & air purifying mode, or in air purifying mode, when a humidifier/air purifier or an air purifier using the high-density plasmacluster ion evolving device is placed close to a wall.		* The number in this technology mark indicates an approximate number of ions supplied into air of 1 cm <sup>3</sup> , which is measured around the center of a room with the applicable floor area (at 1.2 m height above the floor) at the maximum wind volume in humidifying & air purifying mode, when a humidifier/air purifier using the high-density plasmacluster ion evolving device is placed close to a wall.			

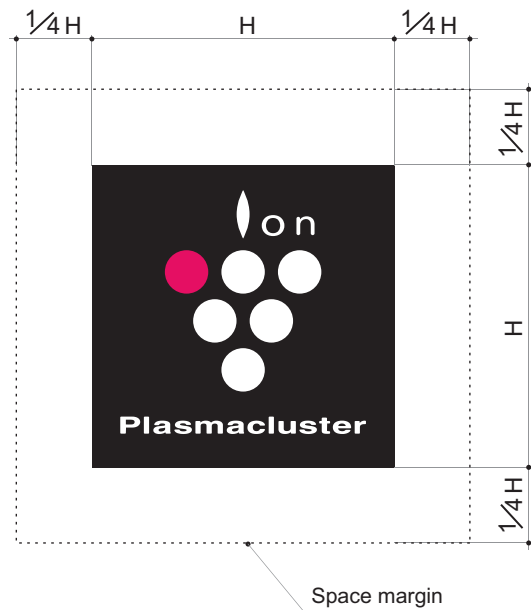
Mark Format

- Be sure to use the printing data for a printing purpose.
- There is no limitation on mark size and layout.
- Provide a space margin of the specified dimensions around the mark.

Basic Logo



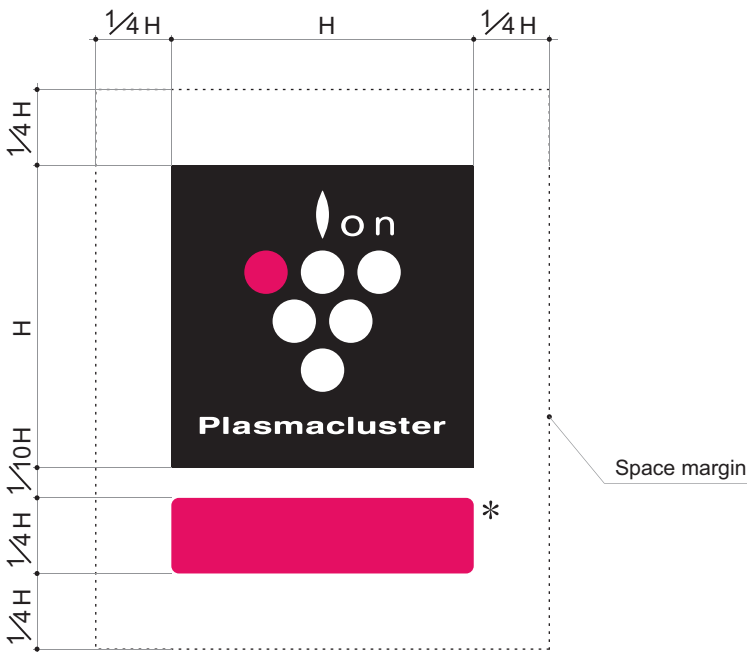
The above numbers indicate proportion of the mark relative to the base.



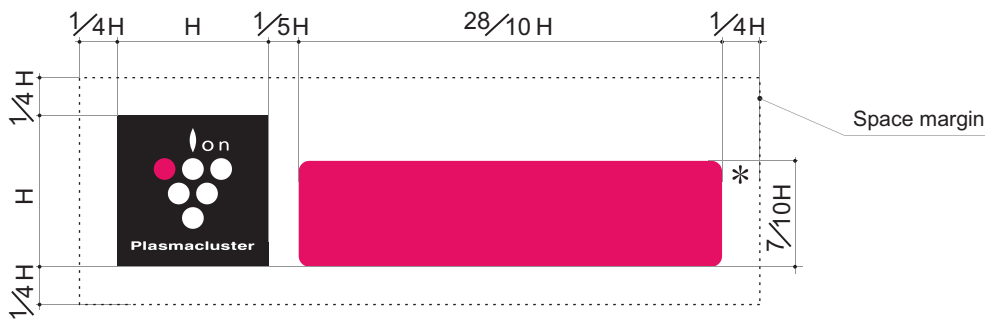
“High-density plasmacluster” Logo

\* For expression of black characters on a white bar, conform to the same format.

Vertically arranged Logo

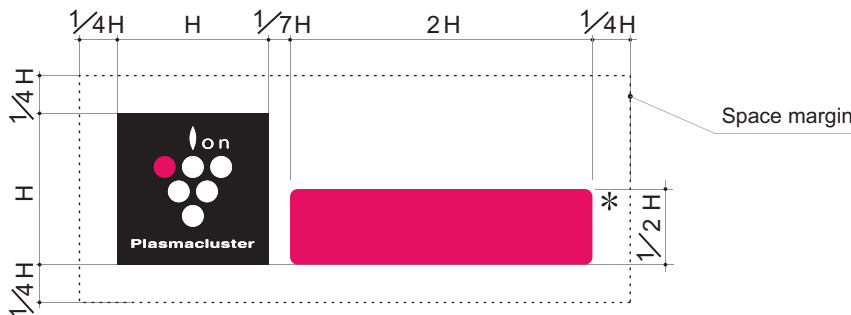


Horizontally arranged Logo **A**



\* In principle, type A should be applied to horizontal arrangement. Only when there is a problem about print space in a catalog or sales promotion article, can Type B be used.

( Horizontally arranged Logo **B** )

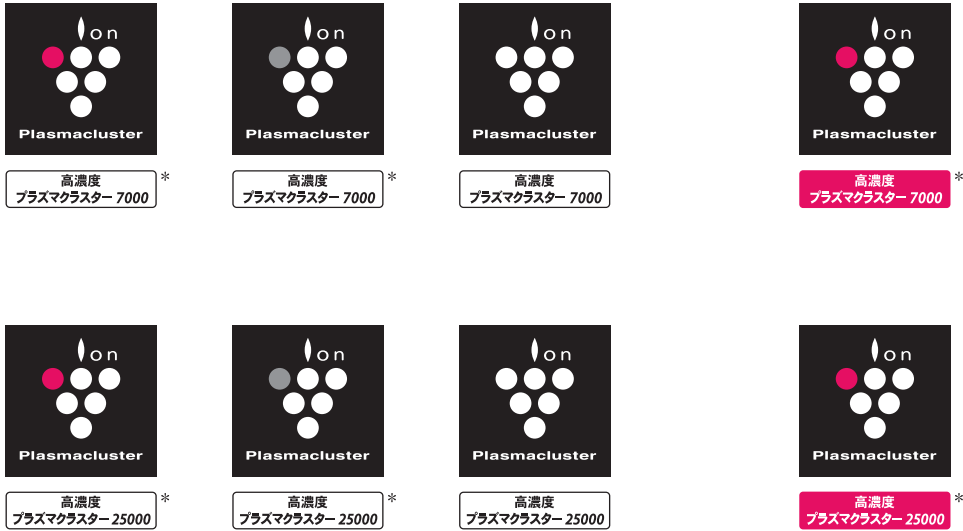






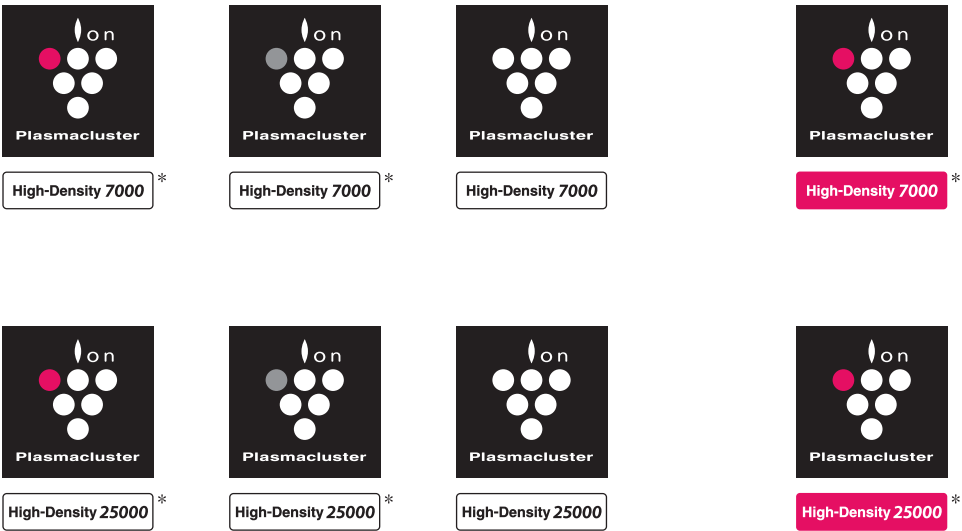
Expression of “high-density plasmacluster” Logo for Japan (Vertical arrangement)

● For the usage guideline, refer to ② “Plasmacluster Mark Expression Rules”.



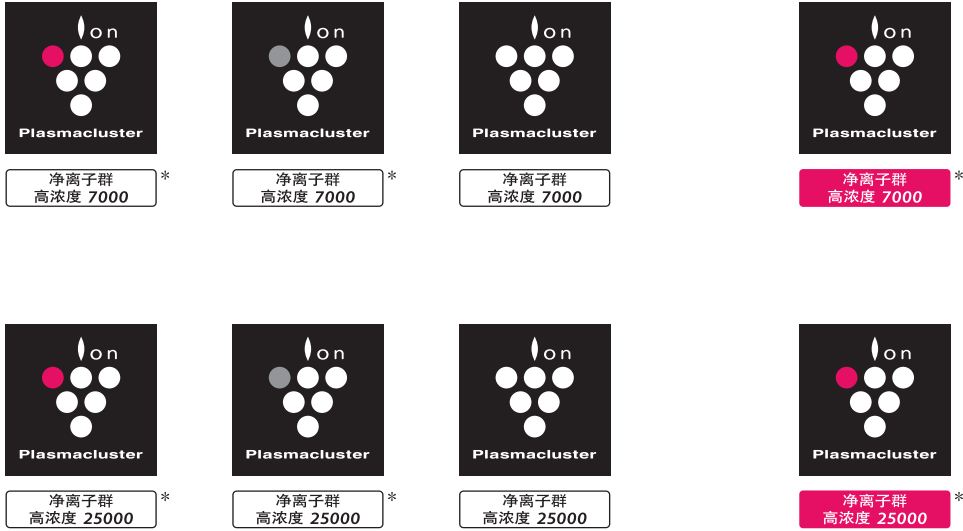
Expression of “high-density plasmacluster” Logo for overseas areas (except for China, Vertical arrangement)

● For the usage guideline, refer to ② “Plasmacluster Mark Expression Rules”.  
● Refer to the page describing the registered trademark/application status.  
In cases where the high-density plasmacluster mark is not acceptable, the mark for conventional density (basic mark) should be used.



Expression of “high-density plasmacluster” Logo for China (Vertical arrangement)

● For the usage guideline, refer to ② “Plasmacluster Mark Expression Rules”.



Expression of “high-density plasmacluster” Logo for Japan (Horizontal arrangement) **A**

● For the usage guidelines, refer to ② “Plasmacluster Mark Expression Rules”.



Expression of “high-density plasmacluster” Logo for overseas area (Horizontal arrangement) **A**

- For the usage guidelines, refer to ② “Plasmacluster Mark Expression Rules”.
- Refer to the page describing the registered trademark/application status.  
In cases where the high-density plasmacluster mark is not acceptable, the mark for conventional density (basic mark) should be used.



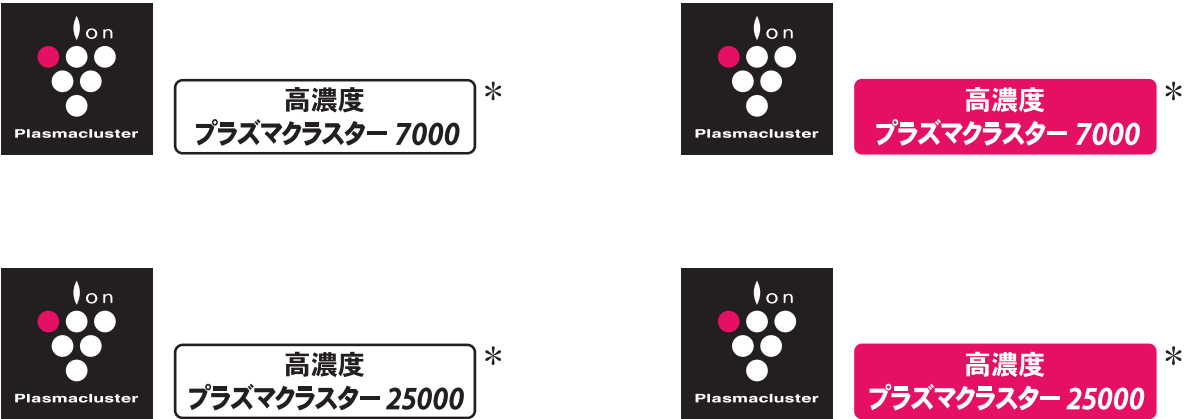
Expression of “high-density plasmacluster” Logo for China (Horizontal arrangement) **A**

● For the usage guidelines, refer to ② “Plasmacluster Mark Expression Rules”.



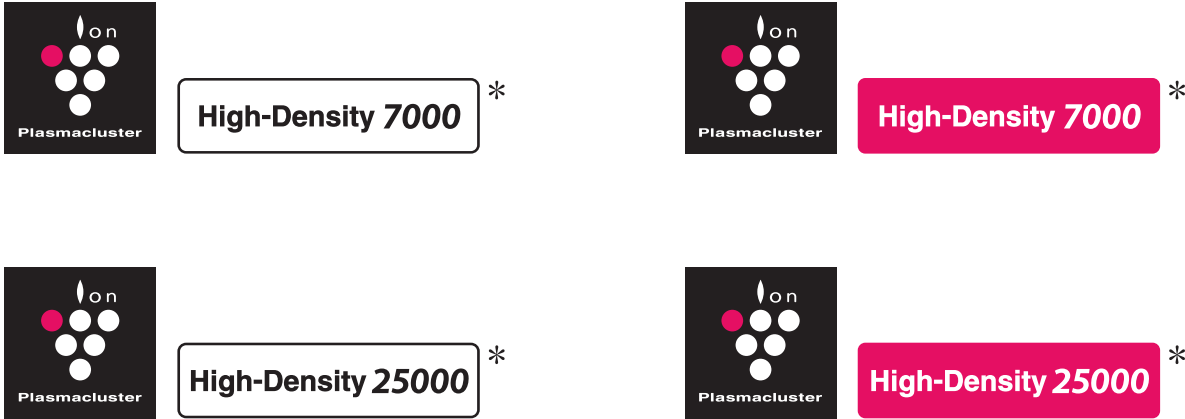
Expression of “high-density plasmacluster” Logo for Japan (Horizontal arrangement) **B**

● For the usage guidelines, refer to ② “Plasmacluster Mark Expression Rules” and ③ “Mark Format”.



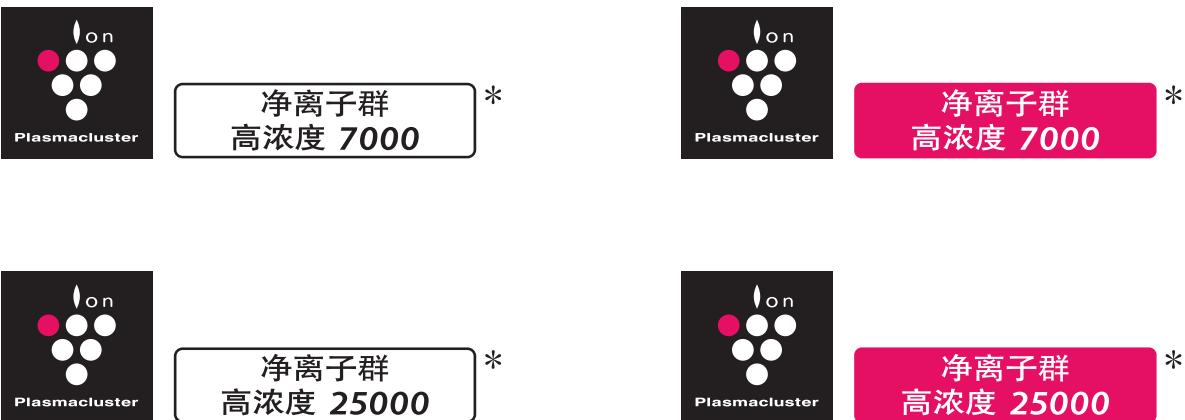
Expression of “high-density plasmacluster” Logo for overseas areas (Horizontal arrangement) **B**

● For the usage guidelines, refer to ② “Plasmacluster Mark Expression Rules” and ③ “Mark Format”.  
● Refer to the page describing the registered trademark/application status.  
In cases where the high-density plasmacluster mark is not acceptable, the mark for conventional density (basic mark) should be used.



Expression of “high-density plasmacluster” Logo for China (Horizontal arrangement) **B**

● For the usage guidelines, refer to ② “Plasmacluster Mark Expression Rules” and ③ “Mark Format”.

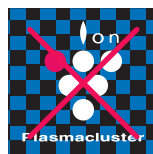


## &lt;Examples of Prohibited Usage&gt;

- Do not change the proportion of the mark relative to the base.



- Do not apply any design pattern to the mark.



- Do not change the shape of the mark.



- If the background color is the same as the mark color:



Clarify the boundary between the mark and the background with a white frame, etc.



- Do not hide or cut off any part of the mark.



- Do not change the character position.



- Do not change the character size.

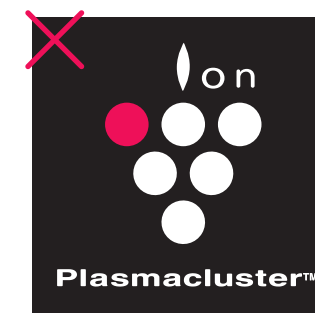
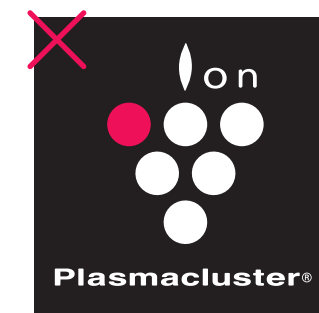


- Do not round the corners of the mark.  
(Exceptionally, this does not apply to a product badge. The round angle at the corners of the badge should be small enough not to affect the impression of the mark.)

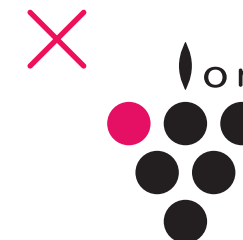


## &lt;Prohibited Usage&gt;

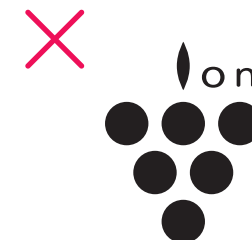
- For indication of "Plasmacluster" in the Plasmacluster Mark, "TM" and ® are not required.



- Expression of the mark without the base is prohibited.



Plasmacluster



Plasmacluster

- The following logos should no longer be used.

Expression of "high-density" is included in the mark.



PlasmaclusterHD™

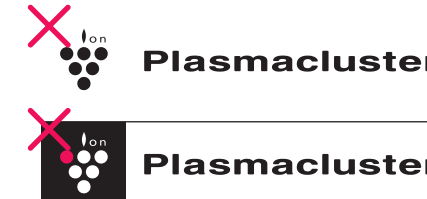


PlasmaclusterHD™



高濃度浄离子群

Horizontally arranged mark



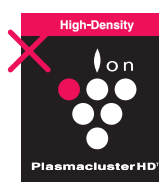
Plasmacluster

Plasmacluster

The red bar to express "high-density" is placed at the top of the mark.



PlasmaclusterHD™



PlasmaclusterHD™



高濃度浄离子群

Mark including expression of "bacteria eliminating ion".



除菌イオン



除菌イオン

プラズマクラスターイオン®による空気浄化

The English word "Plasmacluster" is replaced with another language.



除菌イオン



除菌イオン



浄离子群



除菌イオン

プラズマクラスターイオン®による空気浄化

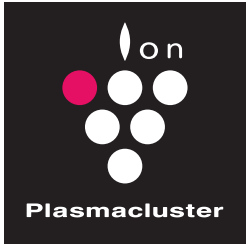
"KIREION" mark



Brand System of Plasmacluster Technology-applied Products

Standard and rules for use of plasmacluster brand

Standard




“Plasmacluster Technology” brand logo  
(Plasmacluster Mark)

“Plasmacluster Technology” brand value

Providing healthy and hygienic environment for life and business, based on airborne/adhering bacteria eliminating/deodorizing effect of plasmacluster ions.

Rules for use of expression titled “Plasmacluster” in product names

When both of the following conditions are satisfied, the expression “Plasmacluster  ” + “Technology” can be used externally.

1) Visual unification

The badge indicating the “Plasmacluster Technology” brand logo should be attached to a position where high visibility can be expected during use (e.g., front of the main body).  
(Verification material) Design model with the badge attached (or photograph of the design model)

2) Feature position

The plasmacluster technology effect provided by equipment should be at least in the third position in the order of significant features of the equipment.  
(Verification material) Product planning document (or promotion planning document, catalog draft, etc.)

Brand system of products titled “Plasmacluster”

【 Product names of the product group providing “Plasmacluster Technology” brand value】 (as of October 2009)

Worldwide

【 Unified expression for highlighting features 】

Plasmacluster  Technology


China

【 Unified expression for highlighting features 】

净离子群  技术搭载

\* In principle, any expression highlighting features should be based on this data.  
A font modification is allowed on the condition that it does not change the order of expression or font type, and to the extent that it does not affect the total impression.  
\* For the names of products such as air conditioners and air purifiers, general typeface should be used.

■ Plasmacluster trademark application status and high-density plasmacluster trademark investigation/registration status

Country	<div><div>Application status of "Plasmacluster Mark", as a set of "Plasmacluster" characters and a device of a cluster of grapes • Applications of the "Plasmacluster" characters and the device of a cluster of grapes were separately filed. For details on registration/application status, contact *(Health/Environment) Advanced Technology Development Center, Patent Development Dept".</div></div>							Plasmacluster Ion Generator		高濃度 7000		高濃度 25000		High-Density 7000		High-Density 25000		簡体: 高浓度 7000		簡体: 高浓度 25000		簡体: 高浓度净离子群	
	Ion evolving equipment	Air conditioner	Air purifier	Automotive equipment	Refrigerator	Vacuum cleaner	Microwave oven	Investigation result	Application status	Investigation result	Application status	Investigation result	Application status	Investigation result	Application status	Investigation result	Application status	Investigation result	Application status	Investigation result	Application status	Investigation result	Application status
UAE	－	○	○	○	○	○	－	Needs attention	Under application	－	－	－	－	Needs attention	Under application	Needs attention	Under application	－	－	－	－	－	－
USA*2	－	○	○	－	○	－	－	Needs attention	Under application	－	－	－	－	Needs attention	Under application	Needs attention	Under application	－	－	－	－	－	－
India	○	○	○	○	○	○	○	－	－	－	－	－	－	－	－	－	－	－	－	－	－	－	－
Indonesia	－	○	○	○	○	○	○	Needs attention	Under application	－	－	－	－	Needs attention	Under application*5	Needs attention	Under application*5	－	－	－	－	－	－
Australia	○	－	－	○	－	○	－	Needs attention	Under application	－	－	－	－	Needs attention	Under application*5	Needs attention	Under application*5	－	－	－	－	－	－
Canada	－	○	○	○	○	○	○	Needs attention	Under application	－	－	－	－	Prohibited from use	Under application*4	Prohibited from use	Under application*4	－	－	－	－	－	－
Singapore	－	○	○	○	○	○	○	Needs attention	Under application	－	－	－	－	Needs attention	Under application	Needs attention	Under application	－	－	－	－	－	－
Thailand	－	○	○	○	○	○	○	Needs attention	Under application	－	－	－	－	Needs attention	Under application	Needs attention	Under application	－	－	－	－	－	－
Philippines*2	－	○	○	○	○	○	○	Needs attention	Under application	－	－	－	－	Needs attention	Under application	Needs attention	Under application	－	－	－	－	－	－
Brazil	－	○	○	－	○	－	○	－	－	－	－	－	－	－	－	－	－	－	－	－	－	－	－
Vietnam	○	○	○	○	○	－	○	Needs attention	Under application	－	－	－	－	Needs attention	Under application	Needs attention	Under application	－	－	－	－	－	－
Malaysia	－	○	○	○	－	○	○	Needs attention	Under application	－	－	－	－	Needs attention	Under application*5	Needs attention	Under application*5	－	－	－	－	－	－
Russia	○	○	○	○	○	○	○	Needs attention	Under application	－	－	－	－	Needs attention	Under application	Needs attention	Under application	－	－	－	－	－	－
EC*1	－	○	○	－	○	○	○	－	－	－	－	－	－	Needs attention*3 Prohibited from use*3	Under application	Needs attention	Under application	－	－	－	－	－	－
Korea	－	○	○	○	○	○	○	Needs attention	Under application	－	－	－	－	Needs attention*3 Prohibited from use*3	Under application	Needs attention	Under application	－	－	－	－	－	－
Hong Kong	－	○	○	○	○	○	○	Needs attention	Under application	－	－	－	－	Needs attention	Under application	Needs attention	Under application	－	－	－	－	－	－
Taiwan	○	－	○	○	○	○	○	Needs attention	Under application	－	－	－	－	Needs attention	Under application	Needs attention	Under application	－	－	－	－	－	－
China	○	○	○	○	○	○	○	Needs attention	Under application	－	－	－	－	Needs attention	Under application	Needs attention	Under application	Needs attention	Under application	Needs attention	Under application	Needs attention	Under application
Japan	○	○	○	○	○	○	○	Needs attention	Registered	Allowed to use	A combination of general words does not need application.	Allowed to use	A combination of general words does not need application.	Needs attention	Registered	Needs attention	Registered	－	－	－	－	－	－

\*1 EC member countries (27 countries: as of September 2009)  
Austria, Belgium, Netherlands, Luxembourg, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Portugal, Spain, Sweden, England, Czech, Estonia, Cyprus, Latvia, Lithuania, Hungary, Malta, Poland, Slovenia, Slovakia, Rumania and Bulgaria

\*2 In the USA and the Philippines, the following indications are required, in addition to the indications given in the frame on p. 1 of this guideline.  
For use of a registered trademark, a notice of "registered trademark of Sharp Corporation" shall be indicated on the product package, and on the home page.  
For use of a trademark under application, a notice of "trademark of Sharp Corporation" shall be indicated on the product package, and on the home page.

\*3 For products of Class 7 (washing machine and vacuum cleaner), pay attention to use of this mark.  
For products of Class 11 (Ion evolving equipment, air purifier, air conditioner, dehumidifier, humidifier, microwave oven and refrigerator), this mark is prohibited from use.  
After registered, this mark can be used for products of Class 11. Currently, however, it cannot be used.

\*4 After registered, this mark can be used. Currently, however, it cannot be used.

\*5 In Indonesia, Malaysia and Australia, the "High-Density" mark is under application.