



Guidelines for Using the Plasmacluster Logo

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

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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.

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 | Remote controller and other parts | | Main body | Remote controller and other parts | | Main body | Remote controller and other parts | |
| Main body of product Remote controller (Model-specific) | | | | Same as at left | Same as at left | | Same as at left | Same as at left | |
| | Attach the "badge" to a position where high visibility can be expected during use (e.g. front of the main body). | * In addition to the "badge", the "high-density plasmacluster 25000" sticker should be attached to air conditioning products. | | * In addition to the "badge", the "high-density plasmacluster 7000" sticker should be attached to air conditioning products. | * Note: Same as at left | | | * Note: Same as the left | |
| * 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 * For packing cases, the expression of "high-density plasmacluster 25000" is not required. * 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. | Vertical arrangement | | Horizontal arrangement | | Vertical arrangement | | Horizontal arrangement | | |
| | Japan | Color print | Monochrome print | Color print | Monochrome print | Color print | Monochrome print | Color print | Monochrome print |
| | | | | | | | | | |
| | China | Color print | Monochrome print | Color print | Monochrome print | Color print | Monochrome print | Color print | Monochrome print |
| | | | | | | | | | |
| * Give notes on the trademark. (See the description on the front cover.) | Vertical arrangement | | Horizontal arrangement | | Vertical arrangement | | Horizontal arrangement | | |
| | | | | | | | | | |
| * 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. | Vertical arrangement | | Horizontal arrangement | | Vertical arrangement | | Horizontal arrangement | | |
| | | | | | | | | | |
| * For the high-density plasmacluster mark, expression of black characters on a white bar is also acceptable, depending on the background color. * 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. | Vertical arrangement | | Horizontal arrangement | | Vertical arrangement | | Horizontal arrangement | | |
| | Japan | Color print | Monochrome print | Color print | Monochrome print | Color print | Monochrome print | Color print | Monochrome print |
| | | | | | | | | | |
| | China | Color print | Monochrome print | Color print | Monochrome print | Color print | Monochrome print | Color print | Monochrome print |
| | | | | | | | | | |
| * Throughout advertising materials, use the conventional-density plasmacluster mark (basic mark). | Vertical arrangement | | Horizontal arrangement | | Vertical arrangement | | Horizontal arrangement | | |
| | | | | | | | | | |
| * Give notes on the trademark. (See the description on the front cover.) | Vertical arrangement | | Horizontal arrangement | | Vertical arrangement | | Horizontal arrangement | | |
| | | | | | | | | | |

Notes on features of high-density plasmacluster products

| | |
|---|---|
| High-density 25000 (Ion evolving equipment) | * The number in this technology mark indicates an approximate number of ions supplied into air of 1 cm ³ , 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. |
| High-density 7000 (Air conditioner) | * The number in this technology mark indicates an approximate number of ions supplied into air of 1 cm ³ , 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. |
| (Air purifier) | * The number in this technology mark indicates an approximate number of ions supplied into air of 1 cm ³ , 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. This product is equipped with a device corresponding to this capacity. |
| (Products other than air conditioner) | * The number in this technology mark indicates an approximate number of ions supplied into air of 1 cm ³ , 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. |

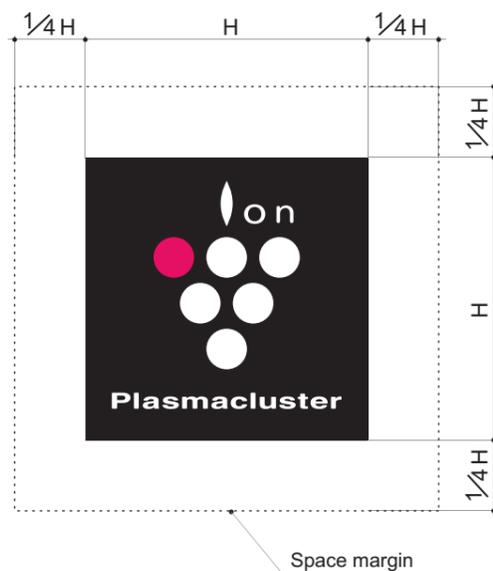
Mark Format

- 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



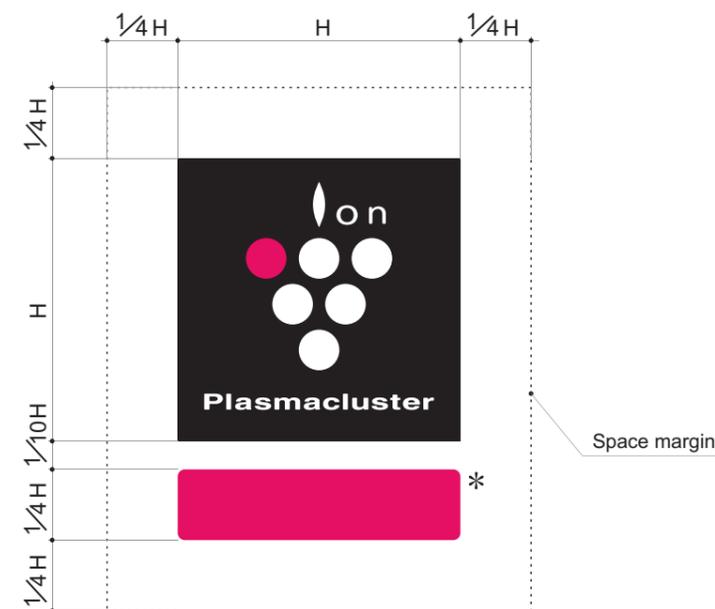
The above numbers indicate proportion of the mark relative to the base.



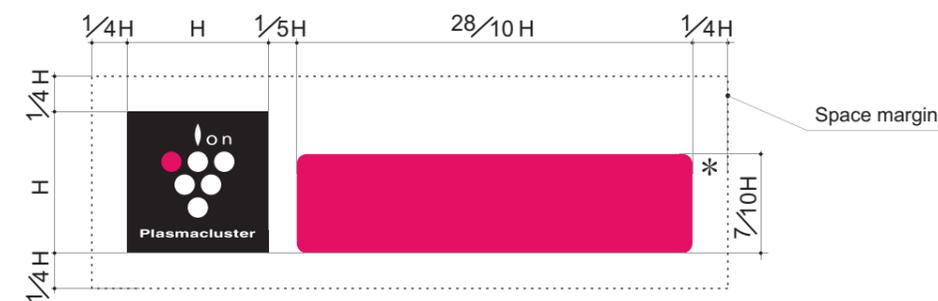
"High-density plasmacluster" Logo

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

Vertically arranged Logo

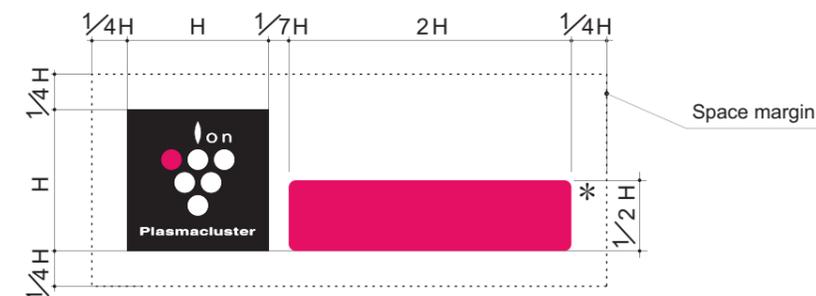


Horizontally arranged Logo **A**



* 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.

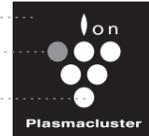
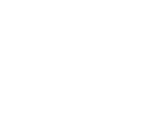
(Horizontally arranged Logo **B**)



Logo Color 1: Printed material and video article

● In principle, the basic Logo color should be used. The monochrome Logo color can be used for monochrome print only.

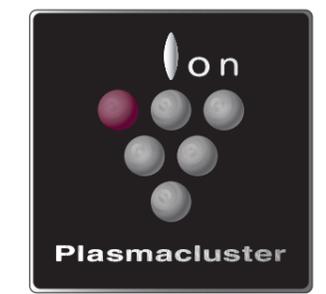
| | Basic Logo color | Monochrome Logo color |
|------------------------------------|---|---|
| Point color |  Plasma red CMYK (Print) C: 0 / M: 100 / Y: 50 / K: 0 RGB (Video) R: 34 / G: 24 / B: 21 Special color PANTONE 206C |  Point color K: 50% Halftone |
| Base color |  Black CMYK (Print) C: 0 / M: 0 / Y: 0 / K: 100% RGB (Video) R: 0 / G: 0 / B: 0 |  Black When black is not used for print, an alternative color with highest visibility can be used. K: 100% |
| Mark color (Excluding point color) |  White CMYK (Print) C: 0 / M: 0 / Y: 0 / K: 0% RGB (Video) R: 100 / G: 100 / B: 100 Expression of characters in background color is allowable only when visibility of the mark can be secured (when the print base is hairline processed bright sliver color). |  Background color In principle, this expression is allowed only when visibility of the mark can be secured (when the print base color is monotone). General cardboard color is acceptable. |

| | | | | |
|--|---|--|---|---|
| Base color |  | Base color |  |  |
| Point color |  | Point color |  |  |
| Mark color |  | Mark color |  |  |
| According to base color (This applies to horizontally arranged mark.) |  高濃度 プラズマクラスター-25000* | According to base color (This applies to horizontally arranged mark.) |  高濃度 プラズマクラスター-25000* |  高濃度 プラズマクラスター-25000* |
| According to base color (This applies to horizontally arranged mark.) |  | According to base color (This applies to horizontally arranged mark.) |  |  |
| According to point color (This applies to horizontally arranged mark.) |  高濃度 プラズマクラスター-25000* | According to point color (This applies to horizontally arranged mark.) |  |  |
| According to base color | 净离子群 | According to base color | 净离子群 | 净离子群 |

Logo Color 2: Product

● When the Plasmacluster Mark is applied to products, a “badge” with the following expression should be used.

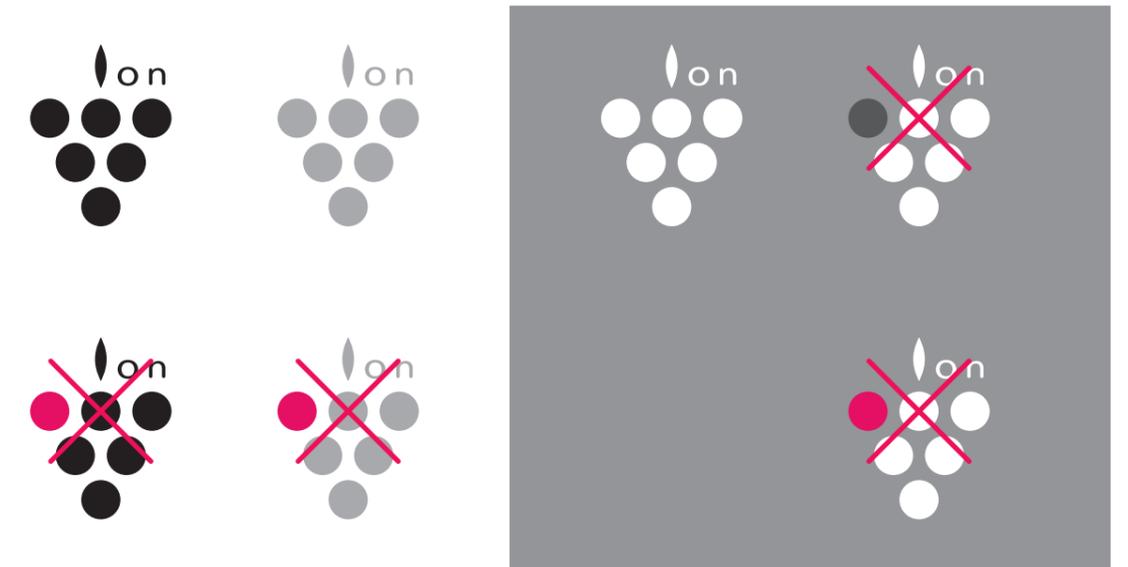
-  Base
Black (Back print)
-  Mark
Matte sliver (Back coating, According to specified sample)
-  Overprinting clear red on the above silver
(Back coating, According to specified sample)



- In principle, three badge size types are available: 40 mm x 40 mm, 32 mm x 32 mm, and 25 mm x 25 mm.
- The badge should be attached to a position where high visibility can be expected during use (e.g., front of the main body).
- The above expression can only be used for the product badge.

Logo Color 3: Remote controller and other parts

- Only monotone colors (black, white, gray and sliver) can be used.
- To express the mark by engraving, etc., the same color as the resin material color can be used.
- Plasma red (point color) cannot be used.



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".

<Examples of Prohibited Usage>

● 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.)

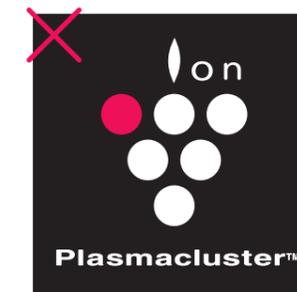
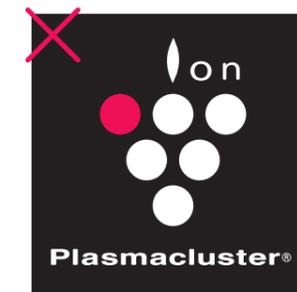


Exceptionally, this does not apply to the following cases:

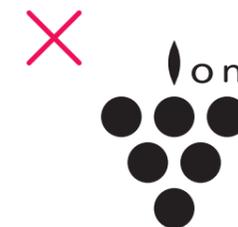
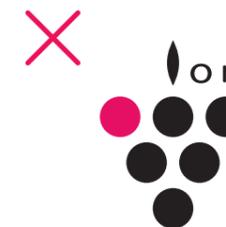
- With product badges, the boundary between the mark and the background is regarded as being clarified by the badge shape.
- For expression in TV commercial films, a black base should be used so that the mark can be clearly seen, and the boundary may not be eliminated.

<Prohibited Usage>

● 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.

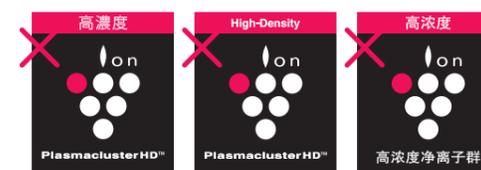
Expression of "high-density" is included in the mark.



Horizontally arranged mark



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



Mark including expression of "bacteria eliminating ion".



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

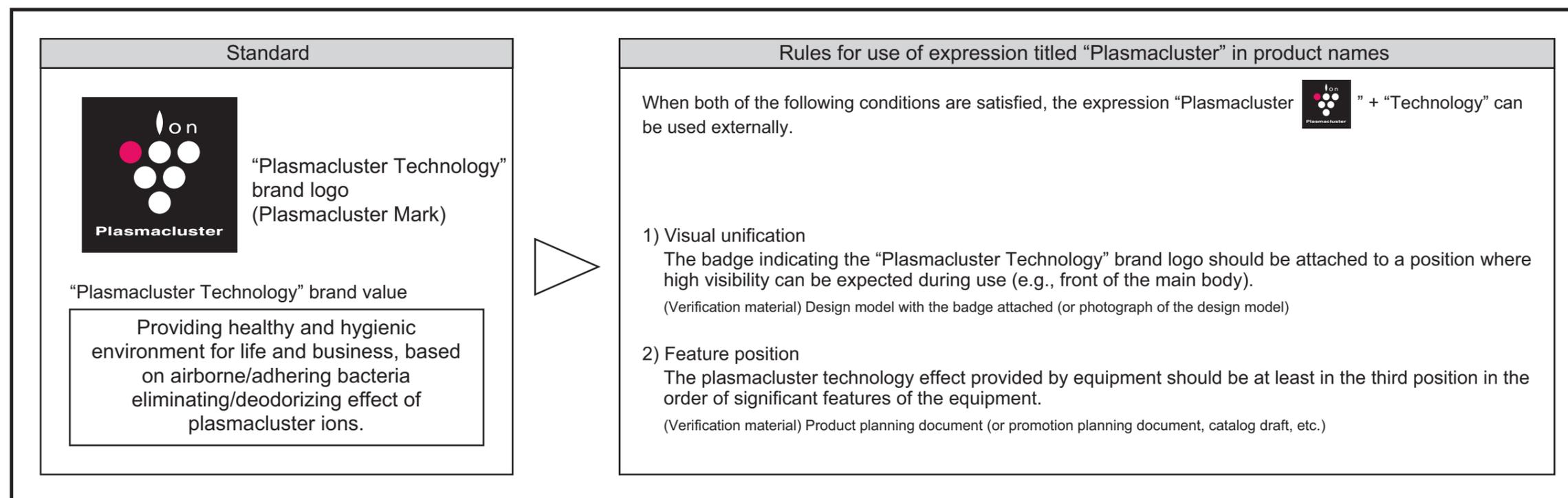


"KIREION" mark



Brand System of Plasmacluster Technology-applied Products

Standard and rules for use of plasmacluster brand



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 】



China

【 Unified expression for highlighting features 】



* 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 |  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". | | | | | | | Plasmacluster Ion Generator | | 高濃度 7000 | | 高濃度 25000 | | High-Density 7000 | | High-Density 25000 | | 簡体: 高濃度 7000 | | 簡体: 高濃度 25000 | | 簡体: 高濃度淨离子群 | |
|---------------|--|-----------------|--------------|----------------------|--------------|----------------|----------------|-----------------------------|--------------------|----------------------|---|----------------------|---|--|---------------------|----------------------|---------------------|----------------------|--------------------|----------------------|--------------------|----------------------|--------------------|
| | 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.