

## Guidelines for Using the Plasmacluster Logo



Sharp Corporation/Appliance Systems Group/Global Brand Strategy Group  
First Edition issued August 2007

※As a general rule, whenever the Plasmacluster logo is applied to printed materials, the phrase shown below should be placed close to the logo or somewhere on the same page where the logo trademark is used.

Plasmacluster is a trademark of Sharp Corporation.

- 《Basic Guidelines》
- The Primary logo is as shown below as A. But logos B and C may be used depending on the background color and visibility.
  - There is no limitation on the size of the logo, but make sure the logo is clearly visible and there is designated space around the logo.
  - The 'cluster of grapes' mark may be used outside of its frame, but make sure the background does not affect the visibility of the mark. There also must be designated space around the logo.
- ※In the case the logo must be used outside of these guidelines, please consult the Brand Strategy Planning Department, Global Brand Strategy Group.

## ■ Full Color Print

[A]  
(Primary Logo)



[B]



[C]



## ■ Monochrome Print (for use mainly on packaging, instruction handbooks, etc – in cases when absolutely necessary only)

[A]  
(Primary Logo)



[B]



[C]



### Designated Colors

#### ■ Offset printing

- Full color
- Black : main color  
K (black) 100%
- Red : accent color  
M (magenta) 100%  
Y (yellow) 50%  
Or Pantone 206C

※Similar colors should not be used for the background.

#### ■ Offset printing

- Monochrome
- Base color  
K (black) 100%

#### ■ Flexographic printing (printing on cardboard boxes)

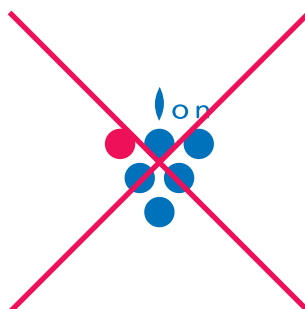
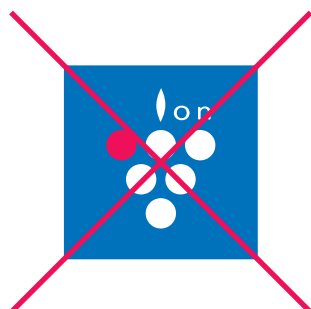
- Base color  
Sumi (black) 100%

※In the case black is not used, the closest color to black or a most visible color should be used.

## <Examples of Prohibited Cases>

Japan 2/2

The following logos should no longer be used.



<Usage of the Logo on Printed Material and Visual Images>

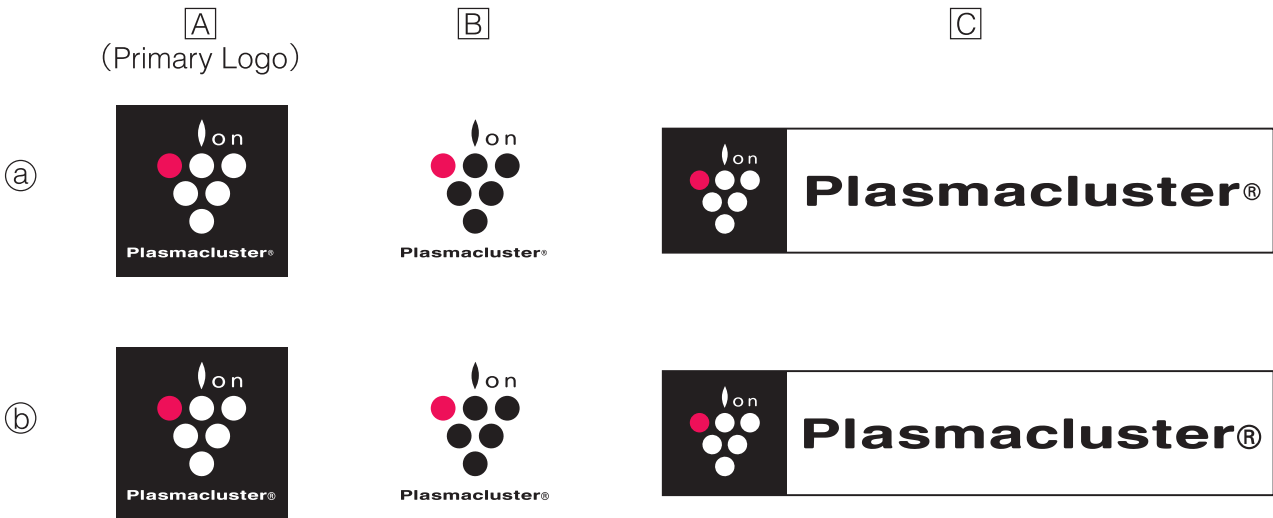
Overseas: ® versions  
for English Areas

※Please refer to pages 9 and 10 in regards to areas where ® should be used.

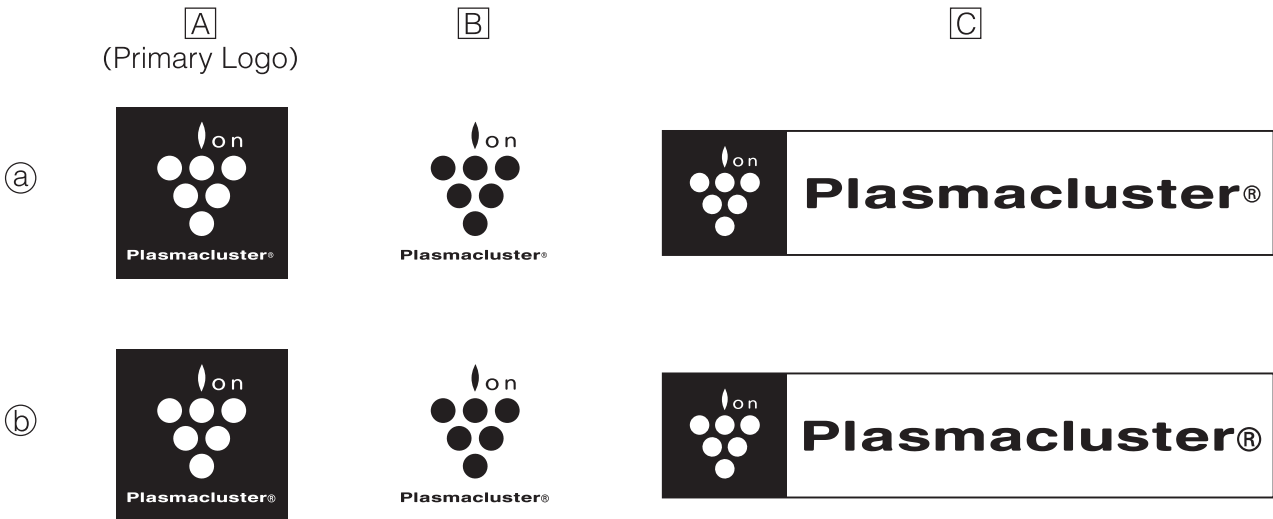
① Usage of the Logo Overseas (® versions)

- The general rules for Japan apply in regards to the application of the logo on products.
- As a general rule, (a) shall be used, but (b) may be used if (a) is difficult to apply depending on the size and print process.

■ Full Color Print



■ Monochrome Print (for use mainly on packaging, instruction handbooks, etc – in cases when absolutely necessary only)



Designated Colors

- Offset printing
- Full color
  - Black : main color  
K (black) 100%
  - Red : accent color  
M (magenta) 100%  
Y (yellow) 50%  
Or Pantone 206C
- ※Similar colors should not be used for the background.

- Offset printing
- Monochrome
  - Base color  
K (black) 100%

- Flexographic printing  
(printing on cardboard boxes)
- Base color  
Sumi (black) 100%

※In the case black is not used, the closest color to black or a most visible color should be used.

< Usage of the Logo on Printed Material and Visual Images >

Overseas: **TM versions**  
for English Areas

※Please refer to pages 9 and 10 in regards to areas where TM should be used.

- ② Usage of the Logo Overseas (TM versions)
- The general rules for Japan apply in regards to the application of the logo on product.

■ Full Color Print

A  
(Primary Logo)



B



C



■ Monochrome Print (for use mainly on packaging, instruction handbooks, etc – in cases when absolutely necessary only)

A  
(Primary Logo)



B



C



Designated  
Colors

- Offset printing
- Full color
  - Black : main color  
K (black) 100%
  - Red : accent color  
M (magenta) 100%  
Y (yellow) 50%  
Or Pantone 206C
- ※Similar colors should not be used for the background.

- Offset printing
- Monochrome
  - Base color  
K (black) 100%

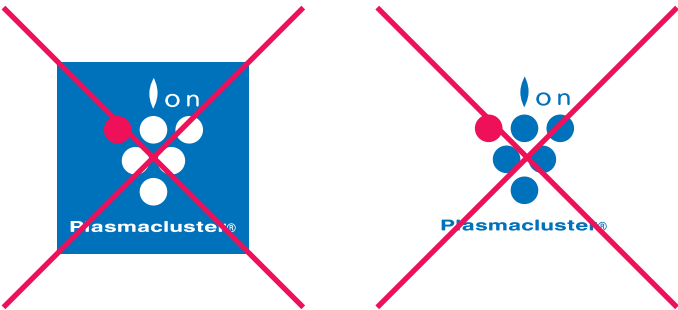
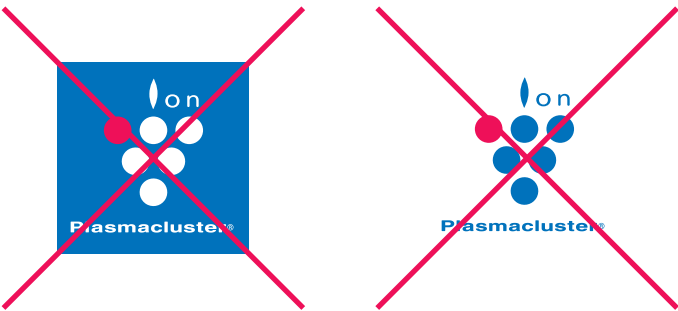
- Flexographic printing  
(printing on cardboard boxes)
- Base color  
Sumi (black) 100%

※In the case black is not used, the closest color to black or a most visible color should be used.

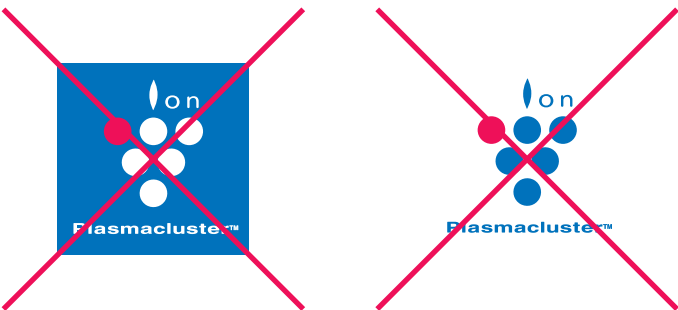
<Examples of Prohibited Cases>

The following logos should no longer be used.

(® version logos)



(TM version logos)

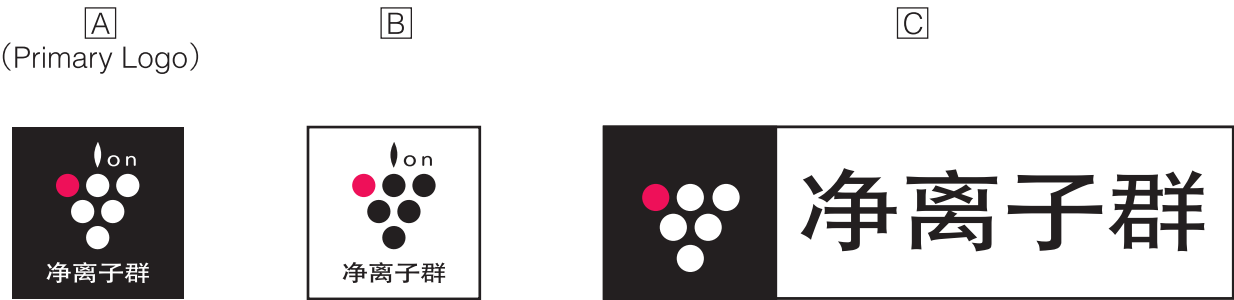


< Usage of the Logo on Printed Material and Visual Images >

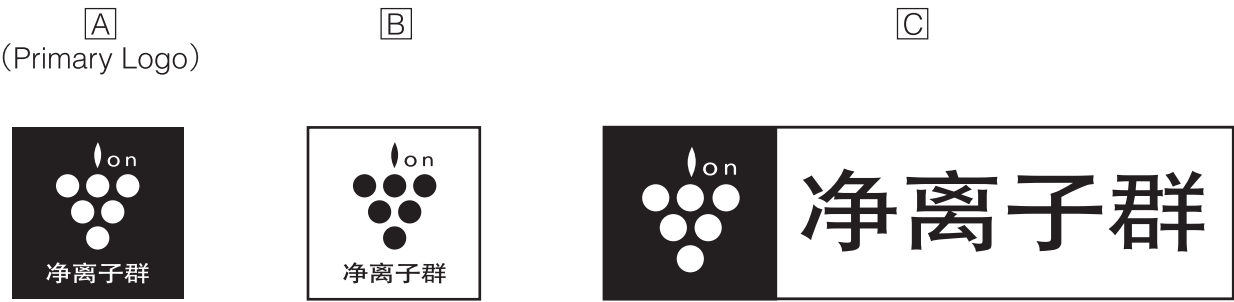
Overseas: China  
(Simplified Characters)

- ③ Usage of the Logo in Chinese
- The general rules for Japan apply in regards to the application of the logo on product.

Full Color Print



- Monochrome Print (for use mainly on packaging, instruction handbooks,etc – in cases when absolutely necessary only)



Designated Colors

- Offset printing
- Full color

Black : main color  
K (black) 100%

Red : accent color  
M (magenta) 100%  
Y (yellow) 50%  
Or Pantone 206C
- ※Similar colors should not be used for the background.

- Offset printing
- Monochrome

Base color  
K (black) 100%

- Flexographic printing  
(printing on cardboard boxes)
- Base color  
Sumi (black) 100%

※In the case black is not used, the closest color to black or a most visible color should be used.

< Usage of the Logo on Printed Material and Visual Images >

Overseas: Asia  
(excluding China)

(Traditional Characters)

④ Usage of the Logo in Chinese

- The general rules for Japan apply in regards to the application of the logo on product.

Full Color Print

A  
(Primary Logo)



B



C



Monochrome Print (for use mainly on packaging, instruction handbooks, etc – in cases when absolutely necessary only)

A  
(Primary Logo)



B



C



Designated Colors

- Offset printing
    - Full color
    - Black : main color  
K (black) 100%
    - Red : accent color  
M (magenta) 100%  
Y (yellow) 50%  
Or Pantone 206C
- ※ Similar colors should not be used for the background.

- Offset printing
  - Monochrome
  - Base color  
K (black) 100%

- Flexographic printing  
(printing on cardboard boxes)
  - Base color  
Sumi (black) 100%

※ In the case black is not used, the closest color to black or a most visible color should be used.



## <Examples of Prohibited Cases>

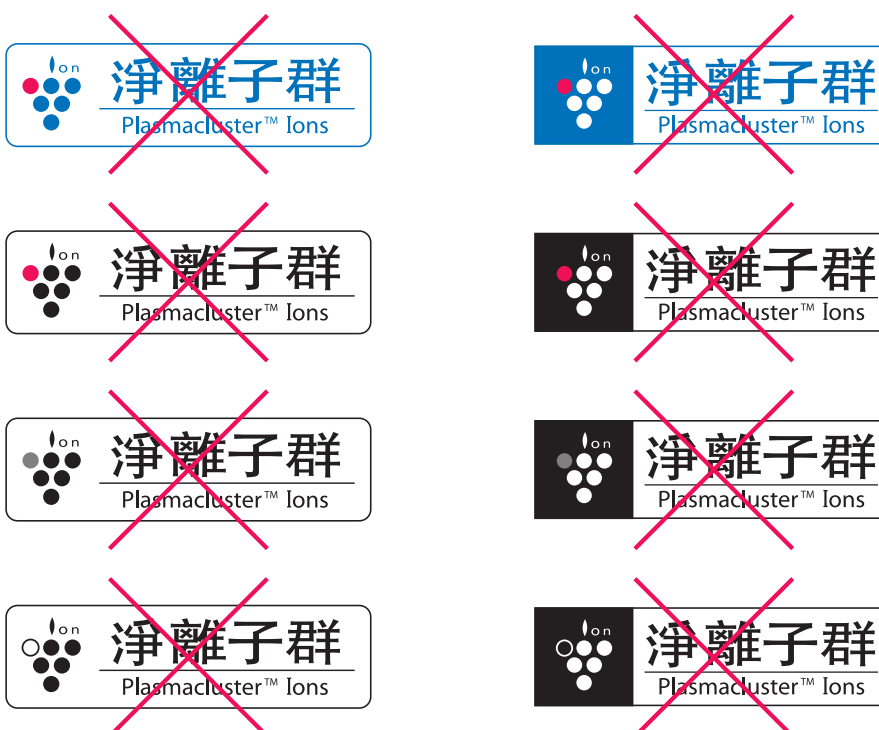
The following logos should no longer be used.

Overseas: China &  
other Asian Areas

(Overseas: China – Simplified Characters)



(Overseas: Asia (excluding China) – Traditional Characters)



# Plasmacluster

## Overseas Trademark Registration Status 1/2

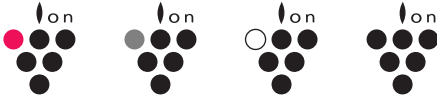


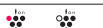
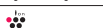


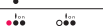

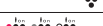












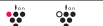
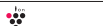

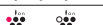

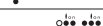




As of August 2007

Country/Region	TM or ®	Product					
		Air Conditioner	Air Purifier	in-Vehicle Devices	Refridgerator	Vaccum Cleaner	Microwave Oven
Argentina	®	®	®	®			
Australia	®	®	®	®		®	®
Canada	®	®	®	®			
Chile	®	®	®	®			
China	®	®	®	®	®	®	®
Costa Rica	®	®	®	®			
Ecuador	®	®	®	®			
El Salvador	®	®	®	®			
EU	®	®	®		®	®	®
Germany	®	®	®		®		®
Hangul translation	®						
Honduras	®	®	®	®			
Hong Kong	®	®	®		®	®	®
Israel	®	®	®	®	®	®	®
Jordan	®	®	®	®	®		®
Lebanon	®	®	®	®			
Malaysia	®	®					®
Mexico	®	®					®
New Zealand	®	®	®	®	®	®	®
Nicaragua	®	®	®	®			
Panama	®	®	®	®			
Portugal	®	®	®		®	®	®
Republic of Korea	®	®	®	®		®	
Russia	®	®	®	®	®	®	®
Saudi Arabia	®	®	®	®			
Singapore	®	®	®		®	®	®
Switzerland	®	®	®		®	®	®
Taiwan	®	®	®	®	TM	TM	TM
Thailand	®	®	®	®	®	®	®
Ukraine	®	®	®	®			
United States	®	®	®	TM		TM	
Uruguay	®	®	®	®			
Viet Nam	®	®	®	®	®		®

Brunei	TM	TM	TM	TM	TM		TM
Colombia	TM	TM	TM	TM			
Egypt	TM	TM	TM			TM	
India	TM	TM	TM	TM	TM	TM	TM
Indonesia	TM	TM	TM	TM			TM
Italy	TM	TM	TM		TM	TM	TM
Pakistan	TM	TM	TM	TM	TM	TM	TM
Philippines	TM	TM	TM	TM		TM	
Turkey	TM	TM	TM	TM	TM	TM	TM
Venezuela	TM	TM	TM	TM			

# Overseas Trademark Registration Status 2/2

As of August 2007

<div></div>				Overseas Trademark Registration Status 2/2							
				As of August 2007							
						Product					
Country/Region	TM or ®	Air Conditioner	Air Purifier	in-Vehicle Devices	Refridgerator	Vaccum Cleaner	Microwave Oven				
Device of a cluster of grapes (Series of Four)		Australia	®	®	®			®			
Device of a cluster of grapes (red)		China	®	®	®		®	®	®		
Device of a cluster of grapes (red) (white)		Colombia	®	®	®	®					
Device of a cluster of grapes (red)		Costa Rica	®	®	®	®					
Device of a cluster of grapes (red) (white)		Ecuador	®	®	®	®					
Device of a cluster of grapes (red)		El Salvador	®	®	®	®					
Device of a cluster of grapes (red) (white)		EU	®	®	®		®	®	®		
Device of a cluster of grapes		Germany	®	®	®		®	®	®		
Device of a cluster of grapes (Series of Three)		Hong Kong	®	®	®	®	®	®	®		
Device of a cluster of grapes (red) (white)		Indonesia	®								
Device of a cluster of grapes (red) (white)		Israel	®	®	®	®	®	®	®		
Device of a cluster of grapes (red) (white)		Jordan	®	®	®	®	®		®		
Device of a cluster of grapes (red) (white)		Lebanon	®	®	®	®					
Device of a cluster of grapes (red) (white)		Mexico	®	®	®		®	®	®		
Device of a cluster of grapes (Series of Three)		New Zealand	®	®	®	®	®	®	®		
Device of a cluster of grapes (red) (white)		Nicaragua	®	®	®	®					
Device of a cluster of grapes (red) (white)		Panama	®	®	®	®					
Device of a cluster of grapes (Series of Three)		Peru	®	®	®	®					
Device of a cluster of grapes		Portugal	®	®	®		®	®	®		
Device of a cluster of grapes (red) (white)		Republic of Korea	®	®	®	®		®			
Device of a cluster of grapes (red) (white)		Russia	®	®	®	®		®	®		
Device of a cluster of grapes (red)		Saudi Arabia	®	®	®	®					
Device of a cluster of grapes (Series of Three)		Singapore	®	®	®	®	®	®	®		
Device of a cluster of grapes (red) (white)		Switzerland	®	®	®		®	®	®		
Device of a cluster of grapes (red)		Taiwan	®								
Device of a cluster of grapes (white)		Thailand	®	®	®		®	®	®		
Device of a cluster of grapes (red) (white)		Turkey	®	®	®	®	®	®	®		
Device of a cluster of grapes (red) (white)		Ukraine	®	®	®	®					
Device of a cluster of grapes		United States	®	®	®						
Device of a cluster of grapes (red) (white)		Uruguay	®	®	®	®					
Device of a cluster of grapes (Series of Three)		Viet Nam	®	®	®	®	®		®		

Device of a cluster of grapes (Series of Three)		Brunei	TM	TM	TM	TM	TM			TM
Device of a cluster of grapes (red)(white)		Canada	TM	TM	TM	TM			TM	
Device of a cluster of grapes (red)(white)		Chile	TM	TM	TM	TM				
Device of a cluster of grapes (red)(white)		China	TM	TM	TM	TM				
Device of a cluster of grapes (half-tone dot meshing)		Colombia	TM	TM	TM	TM				
Device of a cluster of grapes (red)(white)		Egypt	TM	TM	TM	TM	TM			TM
Device of a cluster of grapes (red)(white)		Guatemala	TM	TM	TM	TM				
Device of a cluster of grapes (Series of Two)		India	TM	TM	TM	TM	TM	TM	TM	TM
Device of a cluster of grapes (Series of Two)		Indonesia	TM	TM	TM	TM				TM
Device of a cluster of grapes		Italy	TM	TM	TM			TM	TM	TM
Device of a cluster of grapes (Series of Four)		Malaysia	TM	TM						TM
Device of a cluster of grapes (Series of Three)		Pakistan	TM	TM	TM	TM	TM	TM	TM	TM
Device of a cluster of grapes (Series of Three)		Philippines	TM	TM	TM	TM	TM	TM	TM	TM
Device of a cluster of grapes (white)		Saudi Arabia	TM	TM	TM	TM				
Device of a cluster of grapes (red)(white)		Taiwan	TM	TM	TM	TM	TM	TM	TM	TM
Device of a cluster of grapes (red)(white)		United States	TM	TM	TM	TM				
Device of a cluster of grapes (red)(white)		Venezuela	TM	TM	TM	TM				

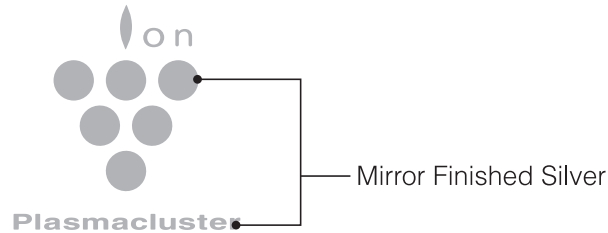
## <Application of the Logo on Products>

**Below rules apply to all products in all regions.**

The logo should be applied in a way to receive maximum exposure within reason.

Reference size: diagonal length of front surface of product × approx. 6% = width of Logo A

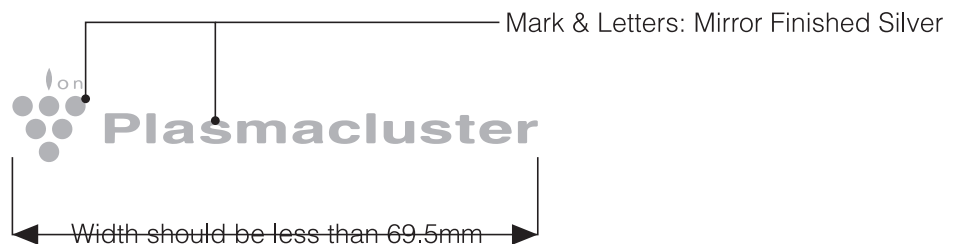
### Logo A



#### 《General Rules》

- The logo should be used in a manner that shows quality appearance and texture. (※1)
- The 'cluster of grapes' mark should be in Mirror Finished Silver. (※3)
- The 'cluster of grapes' mark and 'Plasmacluster' should be set vertically. In cases where it is absolutely necessary (balance wise), it may be set horizontally.
- The smallest possible size of the logo should be 15mm (※2). Make sure the setting assures unity among the product series and grouping.

### Logo B



#### 《General Rules》

- The logo should be used in a manner that shows quality appearance and texture. (※1)
- The 'cluster of grapes' mark should be in Mirror Finished Silver. (※3)
- The smallest possible size of the logo should be less than 69.5mm (※2). Make sure the setting assures unity among the product series and grouping.

※1: There should only be one logo placed on a product, where it can be easily seen. Where relevant, such as remote controls and other devices, the logo may be used in monochrome print (※3).

※2: Depending on where the logo is to be placed, if the space width is less than 15mm, the horizontal logo (Logo B above) may be used.

※3: Monochrome print in the following colors may be used in the case Mirror Finished Silver is not applicable due to the background color. a. Silver b. Black c. White d. Grey e. Gold

※®, TM and the trademark notice does not have to be shown on product.