SHARP

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Established in May 2022

SHARP Logo (Trademark) Display Manual

【For Internal Use Only】
Providing these guidelines to an outside party is prohibited by
company regulations.
If information needs to be provided outside the company,
please contact the Corporate Brand Strategy Division.
brand-manual@list.sharp.co.jp

Sharp Corporation

Corporate Brand Strategy Division

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The Function of the SHARP Logo (Trademark) Display Manual

For the items below, refer to the "Be Original." Display Manual.

"Be Original." Display Manual:
https://secure.jp.sharp/ccp/bco/gl/bo_manual.html

The Function of the SHARP Logo (Trademark) Display Manual

This manual contains all of the guidelines related to displaying the SHARP logo, in sales promotion materials or catalogs, the Sharp website, and so on.

Please use this manual to deliver a unified image of the SHARP logo to customers so that business will be carried out smoothly.

Specific guidelines are presented in the following sections. For further details, check the Table of Contents.

- A01–A03: Basic Information about the SHARP Logo
- B01–B08: Shape and Color of the SHARP Logo, and Typeface Used for the Company Name
- C01–C04: Display of the SHARP Logo in Name Cards and Products, Advertisement and Sales Promotion, and Other Uses

If you have any questions, feel free to contact the office using the contact information listed below.

A. Basic Information about the SHARP Logo

A01 The SHARP Logo in Corporate Activities

As a symbol of Sharp Corporation, the SHARP logo is used in a wide range of corporate activities. The SHARP logo embodies the brand value that accumulates from those activities.

The Sharp brand value can be used to advantage in business with customers by connecting with the feelings they stimulate upon viewing the SHARP logo, such as "expectation", "aspiration" and "trustworthy".

It is important to understand the role of the SHARP logo and to closely observe the rules.

Brand image is created at every point of contact with customers.
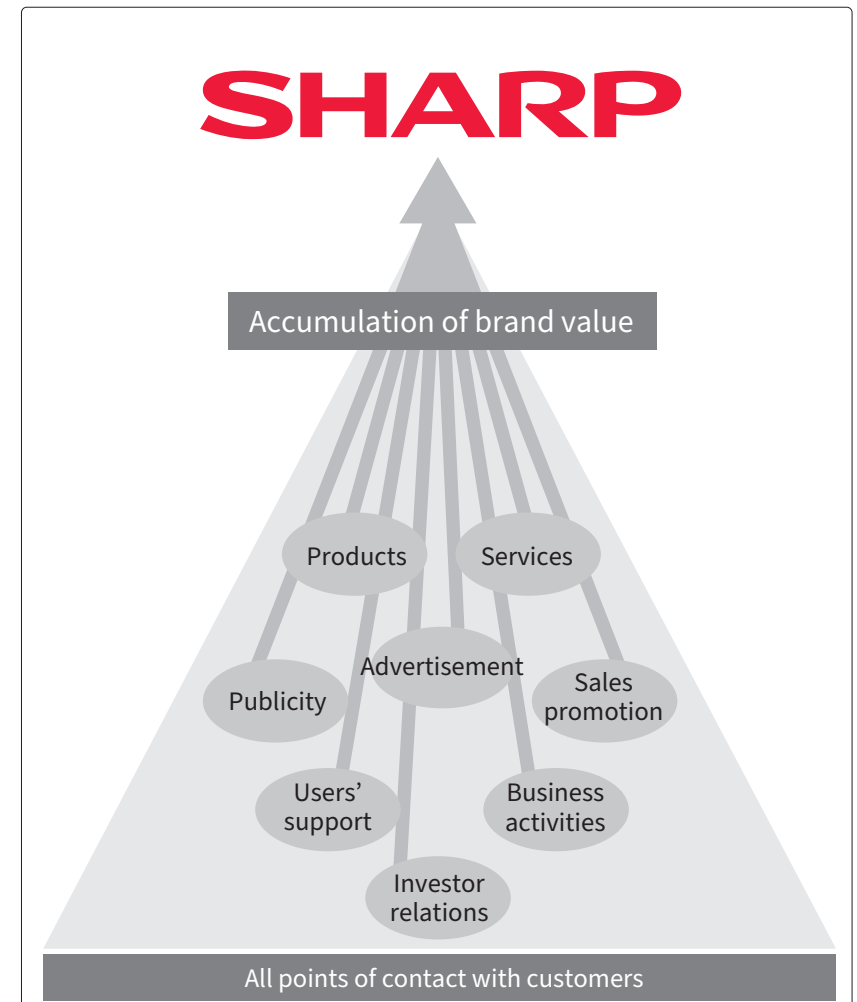
A02 Origins of the SHARP Logo

SHARP

The SHARP logo was adopted in 1978 in accordance with the company name change to Sharp Corporation in 1970, and our business philosophy and business creed articulated in 1973.

"SHARP" conveys meanings such as "sharp," "sensitive," "intelligent," and "stylish," and the color of the SHARP logo, Sharp Red (see B02), has been adopted as the color representing our corporate creed.

A03 Standards for Using the SHARP Logo

The SHARP logo is the trademark of Sharp Corporation.

The rules governing use of the SHARP logo are designated in the standards presented below.

The Rules for Using the SHARP Trade Name and Logo (Common Rules 20200 / General Affairs Rule 20260—Brand)

> (Standards for Using Emblems) Article 3
> The standards for using emblems are as follows, with details provided separately in the "SHARP Logo (Trademark) Display Manual."
> (1) The SHARP Emblem
>   Shall be used preferentially in all cases, including products, services, signboards, and catalogs as a trademark representing the company, etc. (SHARP trademark).

There are four types of emblems that represent Sharp Corporation—the SHARP logo, Company Name in Japanese, Company Name in English, and Company Badge.

The Rules for Licensing the Use of Trade and Brand Name (Common Rules 20200 / General Affairs Rule 20260—Brand)

> (Standards for Using SHARP Trademark) Article 13
> If the company grants a license to another company to use the SHARP trademark, Sharp shall instruct and supervise such company to use the SHARP trademark in accordance with the Rules on Emblems, the "SHARP Logo (Trademark) Display Manual," and other standards which are based on the rules established by the company.

• If, for special reasons, or in collaboration with another company it is necessary to display or use the SHARP Logo (trademark) in a way other than the ways specified in the "SHARP Logo (Trademark) Display Manual," each case shall be discussed individually, respecting the basic rules of the manual. Please consult with the office.
• The SHARP Logo shall not be used for purposes other than maintaining society's trust in the company, establishing the corporate image, and fulfilling other roles relevant to the interests of the company.
• The SHARP Logo shall not be used for private purposes, unless prior approval has been obtained from the office.

B. Shape and Color of the SHARP Logo, and Typeface Used for the Company Name

B01 Shape of the SHARP Logo

■ The SHARP logo is used in a unified and preferential manner for products, advertisement, billboards, packages, sales promotion materials and many other uses.

■ In order to establish a unified corporate image, the SHARP logo must maintain an exact shape, allowing absolutely no change in the shape and thickness of letters, spaces between letters, etc.

■ Please use the Download Data issued by the office to display the SHARP logo.

B01 Shape of the SHARP Logo

■ Displaying the Digital Trademark

When displaying the SHARP logo as a bitmap image (a graphic made up of pixels) on screens such as computers, the following guidelines should be followed.

• Please use the data issued by the office to create the digital trademark for display.

• Smallest usable size of digital trademark

When displaying the digital trademark in a bitmap image, the display quality is lowered in inverse proportion to the number of pixels that make up the image. So as not to spoil the dignity of the trademark, the minimum size of the horizontal width of the digital trademark is set at 114 pixels, and a size less than that should not be used.

• In case an even smaller-sized trademark needs to be displayed due to restrictions, etc. in the display space, an anti-aliasing technique should be applied to make up for the deterioration of display quality.

The minimum size of the horizontal width in this case is set at 56 pixels.

114 pixels

56 pixels

Reference: The width is equivalent to 20 mm when the displayed image is set at a resolution of 72 dpi.

Note: Aliasing is when an image using two colors for the background and the image itself shows a stair-stepped appearance at the edge of diagonal lines at the unit dot size. Anti-aliasing is a technique to make the stair-step appearance less conspicuous visually by gradating the edges.

B01　Shape of the SHARP Logo

■ Display of Registered Trademark

- As a general rule, the registered trademark symbol (®) should be used to display the SHARP logo

   in the USA and the Philippines,where it is highly recommended.

   ※While not mandatory, the display of the ® symbol is advisable to potentially gain legal advantages

      in case of litigation.

- Always ensure the trademark registration status before using the ® symbol.

   ※Adjust the size of the trademark symbol ® accordingly if it is not clearly visible due to reasons

      such as small logo printing size.

SHARP®

■Examples of Annotation Displaying Trademark Registration

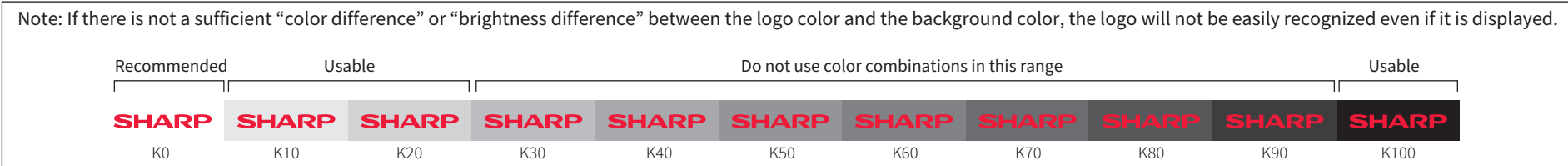| Language	Trademark registration in the target countries/reigions			Explantory Text
Japanese	Japan (Trademark registered)			SHARPロゴおよびシャープ、SHARPはシャープ株式会社の登録商標です。
English	Outside USA and the Philippines (both pre/post-trademark registration)			The SHARP logo and SHARP are trademarks of Sharp Corporation.
	USA/ Phillipines	Pre- trademark registration		The SHARP logo and SHARP are trademarks of Sharp Corporation.
		Post-trademark registration	USA	The SHARP logo and SHARP are registered trademarks of Sharp Corporation in USA.
			Philippines	The SHARP logo and SHARP are registered trademarks of Sharp Corporation in Philippines.
Chinese	China			SHARP标志与SHARP是夏普株式会社的注册商标或商标。

B02 Color of the SHARP Logo

■ Sharp red

Sharp red should be used for the color of the SHARP logo to create a unified corporate image.

> Screen display color: RGB value – R:230 G:0 B:13
> Print colors: (Special color) PANTONE 186C
> (Sorted color) CMYK value – M100+Y80
> Japan Painting Contractors Association color number: 07-40X
> (Reference: Munsell value: 7.5R4/14)

- The background color should be white, as a rule.
- When using a different background color, be sure to choose a color that creates a clear contrast with Sharp red.
- If there is a designated color for the logo to be used in the intended area, please make sure to follow the regulations (refer to Part C).

Note: If there is not a sufficient "color difference" or "brightness difference" between the logo color and the background color, the logo will not be easily recognized even if it is displayed.

Recommended	Usable		Do not use color combinations in this range							Usable
SHARP	SHARP	SHARP	SHARP	SHARP	SHARP	SHARP	SHARP	SHARP	SHARP	SHARP
K0	K10	K20	K30	K40	K50	K60	K70	K80	K90	K100

Background color: Sharp red
SHARP logo: reverse (white)
Use to bring attention to presence in stores, on store signage, display stands, POP items , etc.

■ When Sharp red (basic color) cannot be used

● Black

Black is allowed only for black and white printing such as newspaper ads, cardboard box packaging, etc.
(Black background with base color logo can also be used.)

● If you need to display the SHARP logo in a non-designated color for special reasons, please contact the office.

● For printing the SHARP logo on the products, refer to "C03-01 Products."

- The colors in this manual may differ from the actual colors depending on the conditions, so please use the designated values.
- For colors used in digital media such as for computer screens, please specify "RGB values." Likewise, for colors used in offset printing such as for print media, specify "CMYK values," and when special colors are used, specify "PANTONE."

B03 Space around the SHARP Logo (designated zone)
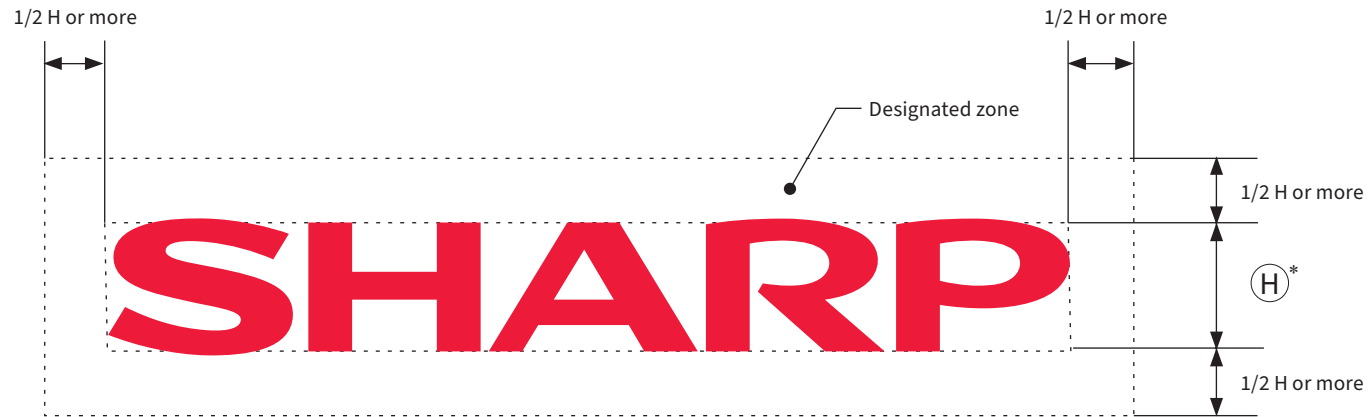
1/2 H or more

1/2 H or more

Designated zone

1/2 H or more

Ⓗ*

1/2 H or more

* The height "Ⓗ" should be equivalent in height to the vertical length of the letter "H" of the SHARP logo.

■To maintain the integrity of the SHARP logo, ensure that there is ample space around the SHARP logo to allow it to stand out independently.
Do not include any other text or graphics within the designated area. When placing photos or videos in the background, take care not to interfere with the logo and ensure sufficient visibility.
However, combining it with brand campaign slogans or similar elements may be subject to separate guidelines.

B04 Prohibited Cases-1

■ The following ways of using the SHARP logos are prohibited.

· Do not use other than the designated color

· Do not use gradients

· Do not alter the letter spacing

· Do not condense letter spacing

· Do not use it in a flat style

· Do not use it in an extended style

· Do not use it in italics

• Don't print in the shape of an arch.

· Do not use in bold

· Do not use thin letter

· Do not divide the letters

· Do not add other elements (text) to the logo

· Do not add other elements (shape) to the logo

· Do not add patterns.

· Do not create an outline

· Do not outline it

B04 Prohibited Cases-2

■ The following ways of using the SHARP logos are prohibited.

・Do not shade the letters

・Do not make it three-dimensional (Note)

・Do not use it for background design.

The basic color
in the trade mar

・Do not use it in the continuos text.

The basic color for use in the trade
mark is **SHARP** Red to be
reproduced on a plain white back-
ground.

- Do not combine it with other words

・Do not use the design font of the logos
  for other words.

・Do not move the logos

Web などモニター上で表示する場合、ロゴを動かす等のアニメーション化は原型を
変形させる可能性があるので基本不可とし、静止状態での表示を原則とします。
※アニメーション化が必要な場合は、事務局の審査が必要です。

・Do not use background colors that makes
  the logos difficult to see.

・Do not use images (static images or videos) as background
  that overlap and make the logo difficult to see.

Note: When displaying three-dimensional text in a 3D representation (virtual space), please refer to the guidelines for shows, showrooms,
        show windows, and events (C04-04).

B05 Vertical Display of the SHARP Logo

■ Display the SHARP logo as follows when it is used on objects which are vertically long.

- Depending on the customs of the country or region, the practices of other companies, etc. display by turning the SHARP logo vertically with the letter "S" from the top or bottom.
- Please ensure that the logo are aligned in the same direction when displaying in the same area (space, material, etc.).

- Even when oriented vertically, ensure that there is blank space (designated zone) around the logo.

  * ⒣" is the height of SHARP logo.

1/2 H or more 1/2 H or more

1/2 H or more

1/2 H or more 1/2 H or more

1/2 H or more

Designated zone

1/2 H or more

1/2 H or more

⒣※

⒣※
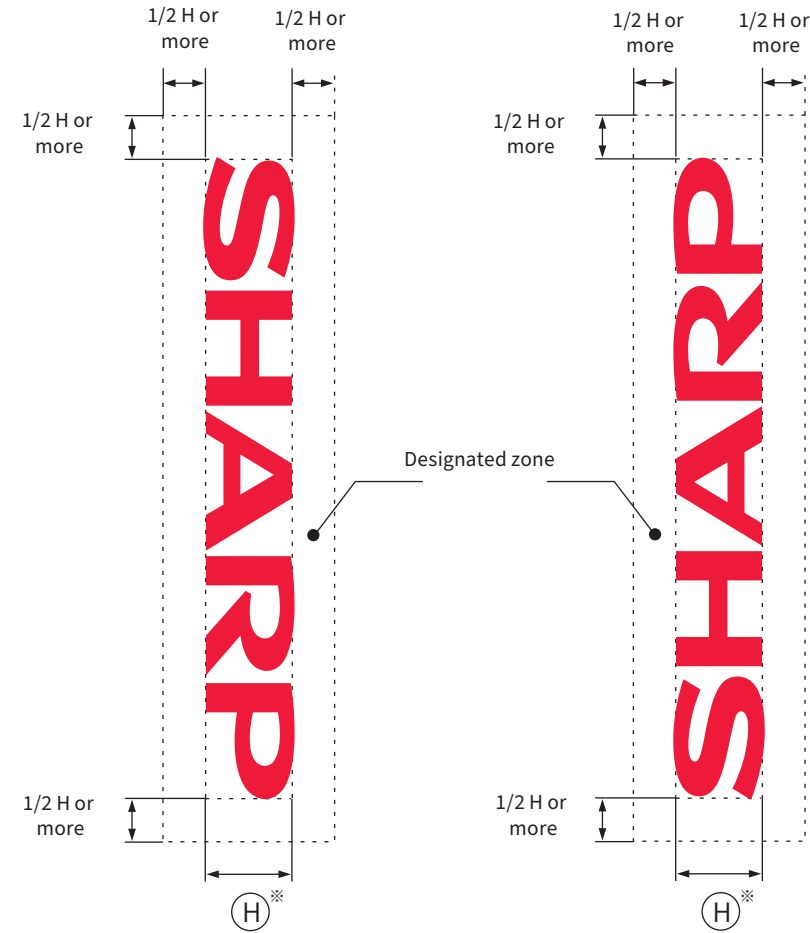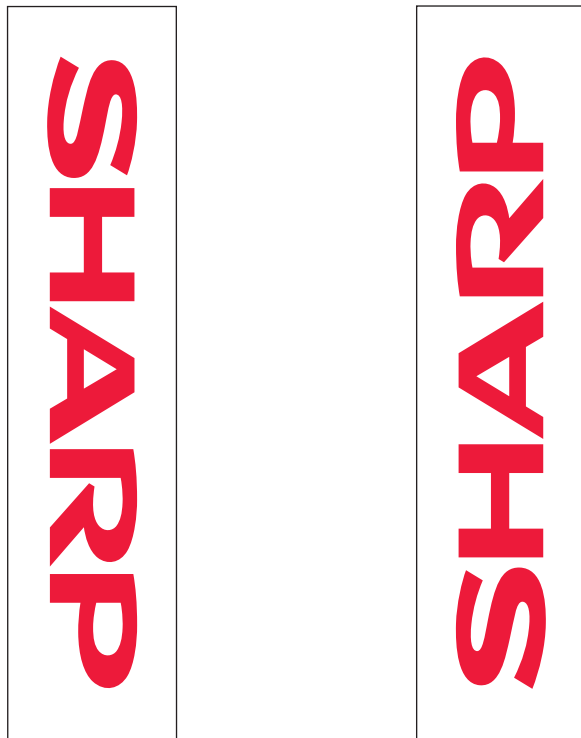
B06 Typeface Used for the Company Name in Japanese

シャープ株式会社

Font: Source Han Sans Japanese Regular

■ The company name in Japanese is used where it is necessary to display the name of Sharp Corporation in Japan for the company's billboards, printed matter, etc.

■ For the company name in Japanese, Source Han Sans Japanese Regular is used. If this font cannot be used for unavoidable reasons, use a similar-looking Gothic font.

■ If the company name in Japanese is printed together with the SHARP logo on the same face of an object, attention should be paid to see that the logo visually appears to be the main element.

B06 Typeface Used for the Company Name in Japanese

Examples of Prohibited Usage

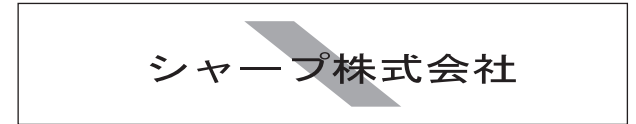■ The following ways of using the company name in Japanese are prohibited.

• Do not expand the space between letters.

シ ャ ー プ 株 式 会 社

• Do not narrow the space between letters.

シャープ株式会社

• Do not expand letters.

シャープ株式会社

• Do not elongate letters.

シャープ株式会社

• Do not use italic letters.

シャープ株式会社

• Do not divide letters.

シャープ株式会社

• Do not print in the shape of an arch.

シャープ 株 式会社

• Do not insert a pattern.

シャープ株式会社

• Do not shade letters.

シャープ株式会社

• Do not make it a solid structure.

シャープ株式会社
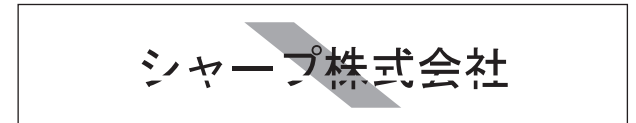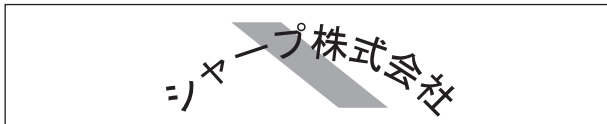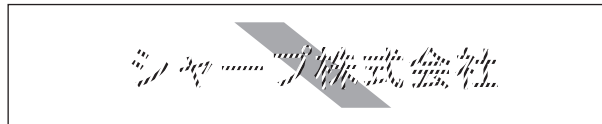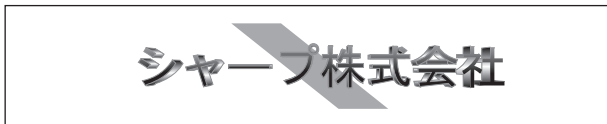
• Do not use the company name in Japanese for a background design.

シャープ株式会社　シャープ株式会社　シャープ株式会社　シャープ株式会社
シャープ株式会社　シャープ株式会社　シャープ株式会社　**The basic color for us**
シャープ株式会社　シャープ株式会社　シャープ株式会社　**in the trade mark is R**

• Do not move or rotate the company name in Japanese on the screen.

• Where the company name in Japanese is used in a sentence, use the same typeface as used for the sentence.

(Example of prohibited use)

このたび、**シャープ株式会社** において

(Example of correct use)

このたび、シャープ株式会社において
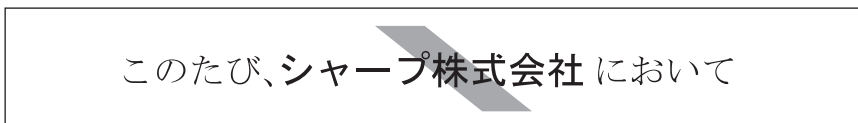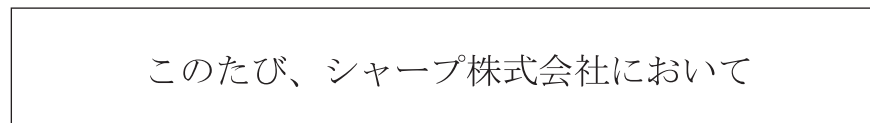
B07   Typeface Used for the Company Name in English

SHARP CORPORATION

Font: Arial Regular

■ The company name in English is primarily used for overseas products and printed matter, but it can also be used domestically, especially when an internationality is required.

■ Arial Regular is used for the font of the company name in English. However, the font cannot be used for unavoidable reasons, use a similar-looking Gothic font.

■ If the company name in English is printed together with the SHARP logo on the same face of an object, attention should be paid to ensure that the logo is the main element visually.

Regarding Description of English Company Name (SHARP・Sharp)

・When describing the English company name on items with existing regulations, such as business cards, packages, envelopes, and electronic signatures, please follow the stipulated rules.

・If there are no established rules, both SHARP and Sharp may be used interchangeably.

・When combining the two English company name in the same display object, such as websites and catalogs, please ensure consistency in its logic of use and overall description. (For example, use SHARP in all capital letters for the title and Sharp for the body text.)

B07 Typeface Used for the Company Name in English

Examples of Prohibited Usage

■ The following ways of using the company name in English are prohibited.
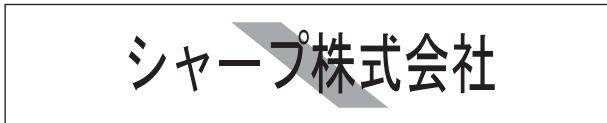
• Do not expand the space between letters.

SHARP CORPORATION

• Do not narrow the space between letters.

SHARP CORPORATION

• Do not expand letters.

SHARP CORPORATION

• Do not elongate letters.

SHARP CORPORATION

• Do not use italic letters.

SHARP CORPORATION

• Do not divide letters.

SHARP CORPORATION

• Do not print in the shape of an arch.

SHARP CORPORATION

• Do not insert a pattern.

SHARP CORPORATION

• Do not shade letters.

SHARP CORPORATION

• Do not make it a solid structure.

SHARP CORPORATION

• Do not use the company name in English for a background design.

SHARP CORPORATION SHARP CORPORATION SHARP CORPORATION SHARP CORPORATION
SHARP CORPORATION SHARP CORPORATION SHARP CORPORATION
SHARP CORPORATION SHARP CORPORATION SHARP CORPORATION

**The basic color for us in the trade mark is R**

• Do not move or rotate the company name in English on the screen.

• Where the company name in English is used in a sentence, use the same typeface as used for the sentence.

(Example of prohibited use)

When using the Typeface;SHARP CORPORATION,

(Example of correct use)

When using the Typeface;SHARP CORPORATION,

B08 Typeface Used for Affiliated Companies' Names

■ The typeface for affiliated companies' names will be as follows:

Font for the company name in Japanese: Source Han Sans Japanese Regular (used for シャープ株式会社)
Font for the company name in English: Arial Regular (used for SHARP CORPORATION)
Font for the company name in Chinese: Source Han Sans Simplified Chinese Regular
Source Han Sans Traditional Chinese Regular

For languages other than the above, if the designated font cannot be used for unavoidable reasons, use a similar-looking Gothic font.

C. Standards for Using the SHARP Logo by Category of Object

For the following items, refer to the "Be Original." Display Manual.

https://secure.jp.sharp/ccp/bco/gl/bo_manual.html

		"Be Original." Display Manual reference pages
C02-04	News Releases (printed)	B01
C02-05	Website	B02
C02-06	Presentation Screens	B09
C04-01	TV Commercials, Demo Software, Web Video, etc.	B03
C04-02	Ads (Newspapers, Magazines, Transit Advertising, Posters)	B04, B05, B06
C04-03	Sales Promotion Materials (Product Catalogs, Other Printed Materials)	B07, B08

C01-01 Employee IC/ID Cards-1

■ Create according to the following format using designated colors, sizes, fonts and display positions.

■ Cards for use other than in Japan will be specified separately.

Employee IC Card (54 × 85.5)

Sharp red color

PERSONAL IC CARD

SHARP

<Photo>

山田　太郎

TARO　YAMADA

IN ▶
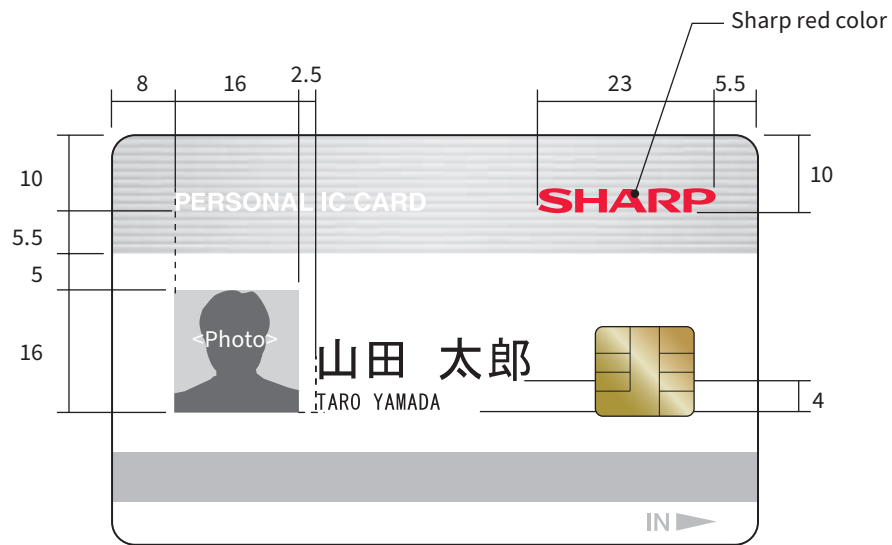
(Unit: mm)

Fonts

• PERSONAL IC CARD: Helvetica Bold 9.3 pt

• Personal name: Japanese characters – MS Gothic

Up to 5 letters (characters) 18 pt

6 letters (characters) 16 pt

7 letters (characters) 14 pt

8 letters (characters) or more 12 pt or less

English letters – MS Gothic 8 pt

C01-01 Employee IC/ID Cards-2

■ Create according to the following format using designated colors, sizes, fonts and display positions.
■ Cards for use other than in Japan will be specified separately.

Visitor ID Card (54 × 85.5)

ID Card for service company or other subcontractor (54 × 85.5)
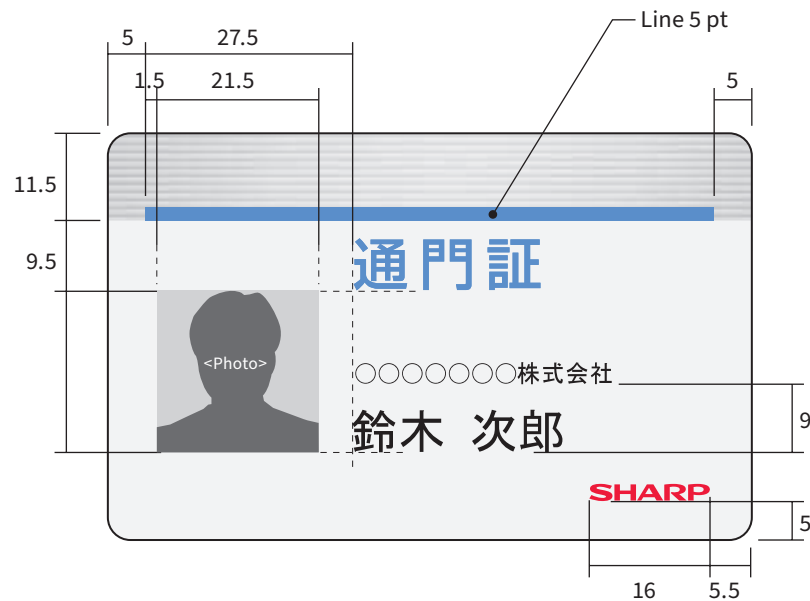
(Unit: mm)

Fonts

• Gate Pass: Shin Go M 8 pt
• Company name: MS Gothic 9.2 pt
• Personal name: MS Gothic 18 pt
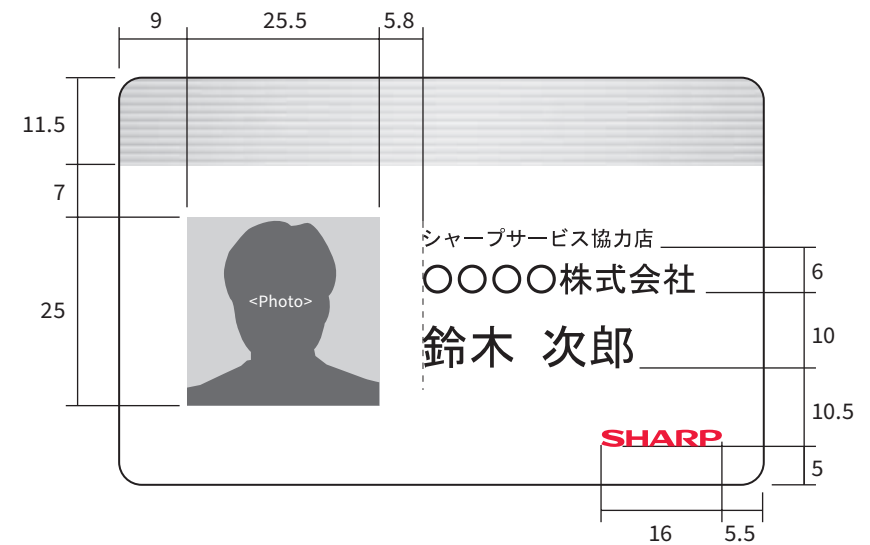
Fonts

• Sharp service contractor: MS Gothic 8 pt
• Company name: MS Gothic 13 pt
• Personal name: MS Gothic 18 pt

C01-01 Employee IC/ID Cards-3 (example for reference)

Employee IC Card

PERSONAL IC CARD SHARP

<Photo>

山田 太郎
TARO YAMADA

IN ▶

Gate Pass

通門証

<Photo>

○○○○○○○株式会社

鈴木 次郎

SHARP

Regular Parking Card

<Photo>

○○○○○○○株式会社

鈴木 次郎

SHARP

Guest Card

GUEST

SHARP

GUEST font: Times Bold 33 pt; font-stretch: 90%

Construction Personnel Card

工事関係者

Construction Personnel font: Shin Go M; 25 pt;
font-stretch: 95%

Subcontractor ID Card

<Photo>

シャープサービス協力店
○○○○株式会社

鈴木 次郎

SHARP

C01-02 Name Cards-1

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.

■ If the designated font cannot be used, a similar font will be utilized.

About Letter Height for Company Name in Japanese

シャープ株式会社   Letter height

Name card in Japanese (55 × 91)

| 8 | 22 |
Sharp red color

8.5

5

SHARP

人事本部
人事部
副参事

7.5

山 田 太 郎

シャープ株式会社 — 2.65
大阪府堺市堺区匠町１番地 (〒590-8522) — 4
電話：(072) 123-4567　ダイヤルイン
FAX：(072) 123-4567
E-mail:yamada.taro@sharp.co.jp
URL:http://www.sharp.co.jp

5

(Frame range for displaying the point of contact)

56.5   5.5

Fonts
• Office/post (capacity): Hiragino Mincho W3 7 pt/Line feed 10 pt
• Personal name: Hiragino Mincho W3 14 pt
• Company name: designated font
   (Source Han Sans Japanese Regular);
   Letter height: 2.65 mm
• Address - URL: Hiragino Gothic W3 6.5 pt/Line feed 7.5 pt
• Dial-in: Hiragino Gothic W3 5 pt

Name card in English (55 × 91)

| 8 | 22 |

8.5

8

5

SHARP

TARO YAMADA

MANAGER
GENERAL AFFAIRS DEPT.

SHARP CORPORATION

1,TAKUMI-CHO, SAKAI-KU, SAKAI-SHI, OSAKA 590-8522, JAPAN — 3.5
PHONE:+81-6-123-4567   FAX:+81-6-123-4567
E-mail: yamada.taro@sharp.co.jp
URL: http://www.sharp.co.jp

5

(Frame range for displaying the point of contact)

59.5   5.5

(Unit: mm)

Fonts
• Personal name: Arial Regular 14 pt
• Office/post (capacity): Arial Regular 6 pt/Line feed 8 pt
• Company name: Arial Regular 8 pt
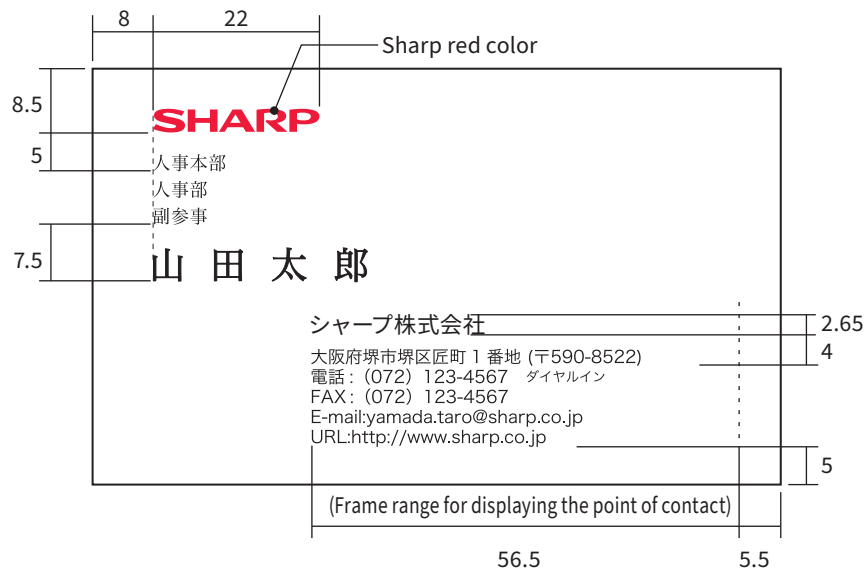• Address – URL: Arial Regular 6 pt/Line feed 7 pt

C01-02 Name Cards-2

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.

■ If the designated font cannot be used, a similar font will be utilized.
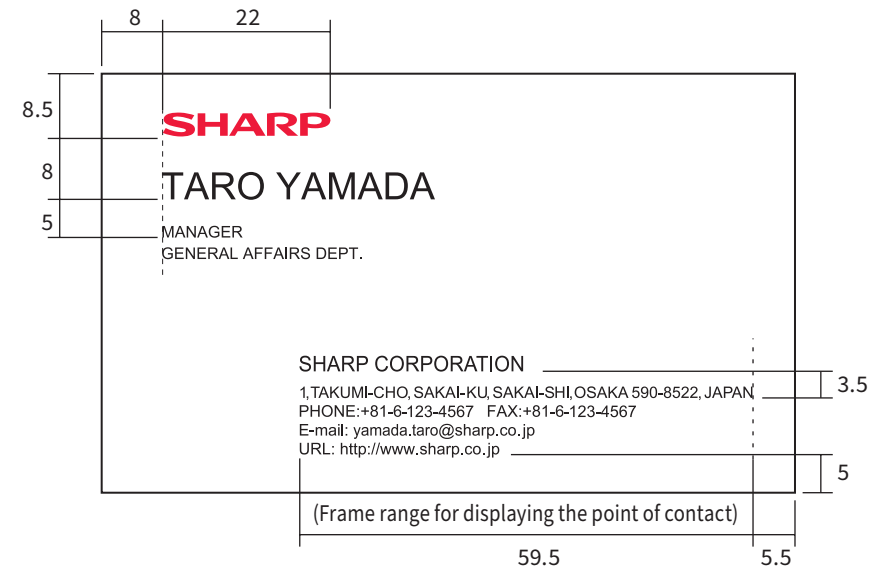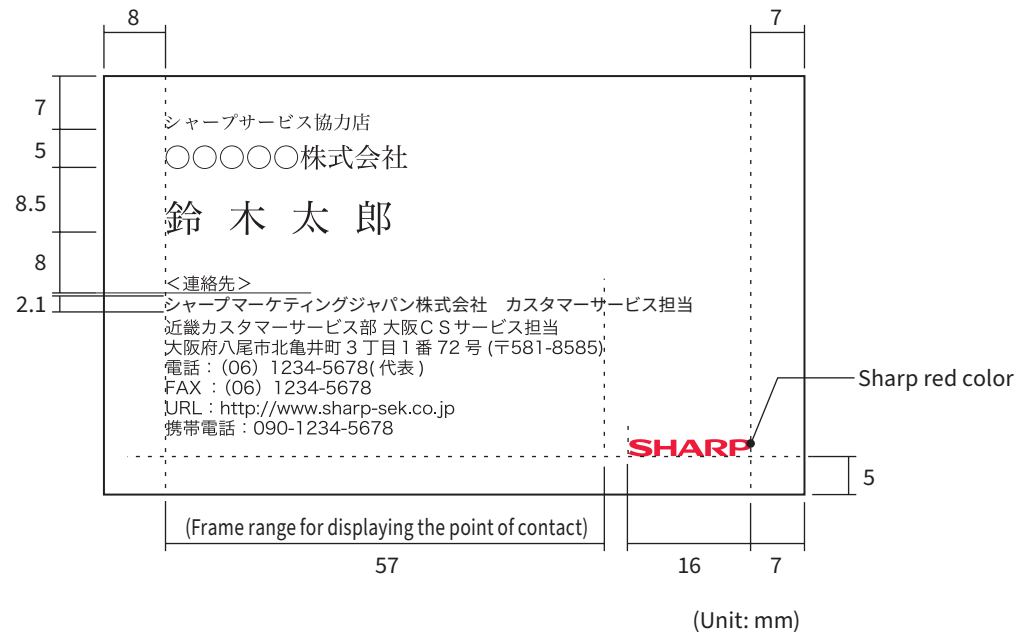
About Letter Height for Company Name in Japanese

シャープ株式会社 | Letter height

Name card for service company and other subcontractors (55 × 91)

シャープサービス協力店
○○○○○株式会社

鈴　木　太　郎

＜連絡先＞
シャープマーケティングジャパン株式会社　カスタマーサービス担当
近畿カスタマーサービス部 大阪ＣＳサービス担当
大阪府八尾市北亀井町 3 丁目 1 番 72 号 (〒581-8585)
電話：(06) 1234-5678(代表)
FAX ：(06) 1234-5678
URL：http://www.sharp-sek.co.jp
携帯電話：090-1234-5678

SHARP — Sharp red color

(Frame range for displaying the point of contact)

8　7　57　16　7　5　8.5　8　2.1

(Unit: mm)

Fonts

• Sharp service contractor: Hiragino Mincho W3 7 pt

• Subcontractor: Hiragino Mincho W3 10 pt

• Personal name: Hiragino Mincho W3 14 pt

• Contact – Cell phone number: Hiragino Kaku Gothic W3 6.5 pt/Line feed 7.5 pt

　　Company name only in designated font (Source Han Sans Japanese Regular); Letter height: 2.1 mm

C02-01 Company Flag

■ The company flag comprises two types as below, depending upon the purpose of use.

■ The company flag for general use and company flag board both use the design below.

| Company flag for general use |

Company flag for hoisting
(displayed on a flagpole at an operation base entrance, etc.)

Use	Width (W) × Height (H)
Indoor	① 1800 × 1200
	② 2100 × 1400
Outdoor	1800 × 1200
Miniature guide flag	600 × 400
Desk flag	180 × 120

(Unit: mm)

Top belt: white

Middle belt: blue

SHARP logo: white

Bottom belt: white

| Company flag board |

Company flag for posting (Company flag to be hung up on walls at meeting places, etc.)

Vertical vs. horizontal ratio of 2 to 3 should strictly be observed.

Source and contact information for obtaining the company flag: Human Resources Division (General Affairs)

C02-02-01 System for Signs/SHARP Logo Display for Buildings-1

■ Use the Sharp red color for the SHARP logo. There should be no text, figures, or other elements displayed in the space around the SHARP logo (designated zone).

■ Observe local regulations, particularly when the use of red is prohibited by a landscape preservation ordinance, etc. Coordinate with the office for matters relating to display.

Basic designated zone
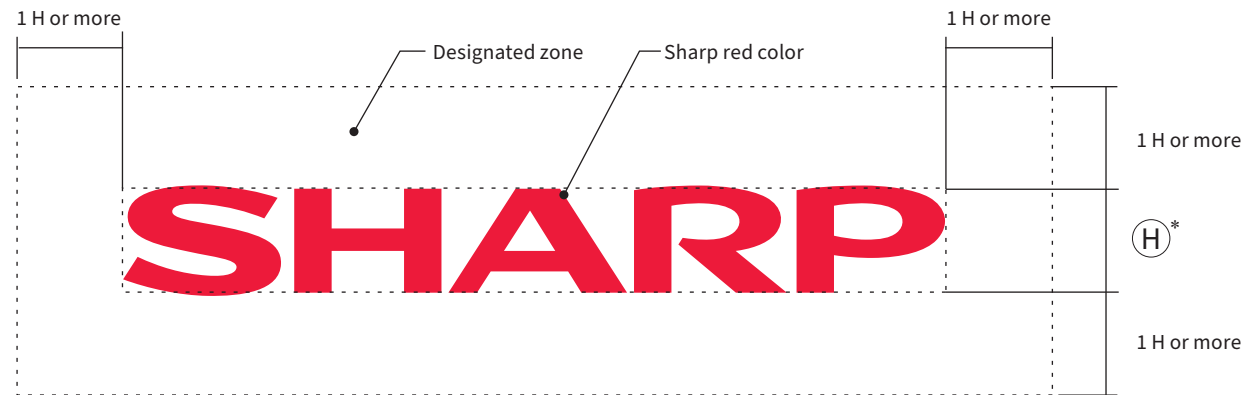
1 H or more

Designated zone

Sharp red color

1 H or more

1 H or more

SHARP

H*

1 H or more

* The height "H" should be equivalent in height to the vertical length of the letter "H" of the SHARP logo.

Minimum designated zone

• If enough space cannot be ensured width-wise, create the designated zone at half height as a minimum.

1/2 H and more

1/2 H and more

1/2 H and more

SHARP

H*

1/2 H and more

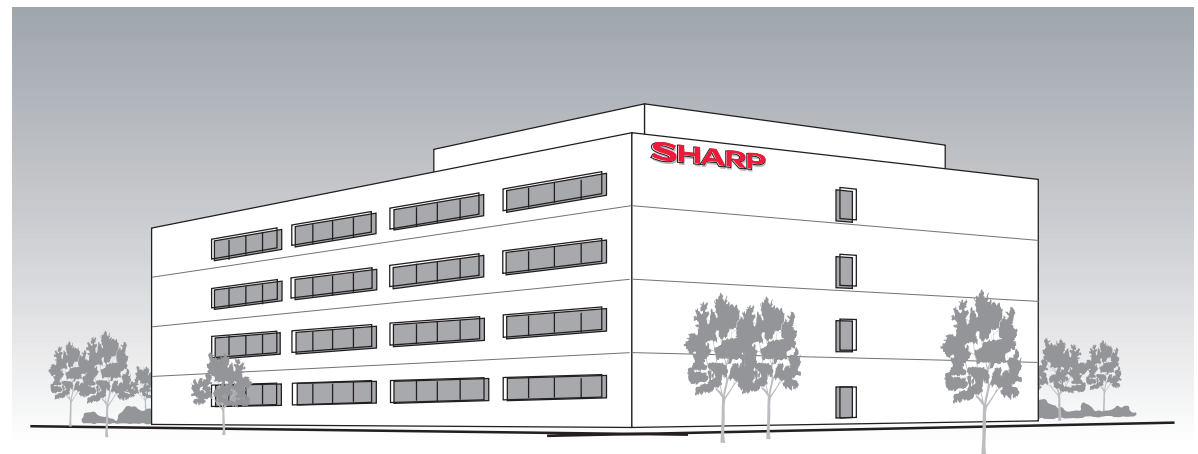# C02-02-01 System for Signs/SHARP Logo Display for Buildings-2

Placing the Logo on a Building Wall

■ The SHARP logo is used to identify operation bases and other Sharp Corporation establishments.

■ The logo should be positioned toward the right or left top side of the wall faces of the major building.

■ The logo should be positioned on faces that are clearly visible from major approaches or major roads in the neighborhood.

■ Coordinate with the office for the location and size of the logo.

Area to affix the logo

Sharp red color

Side face: Light gray color
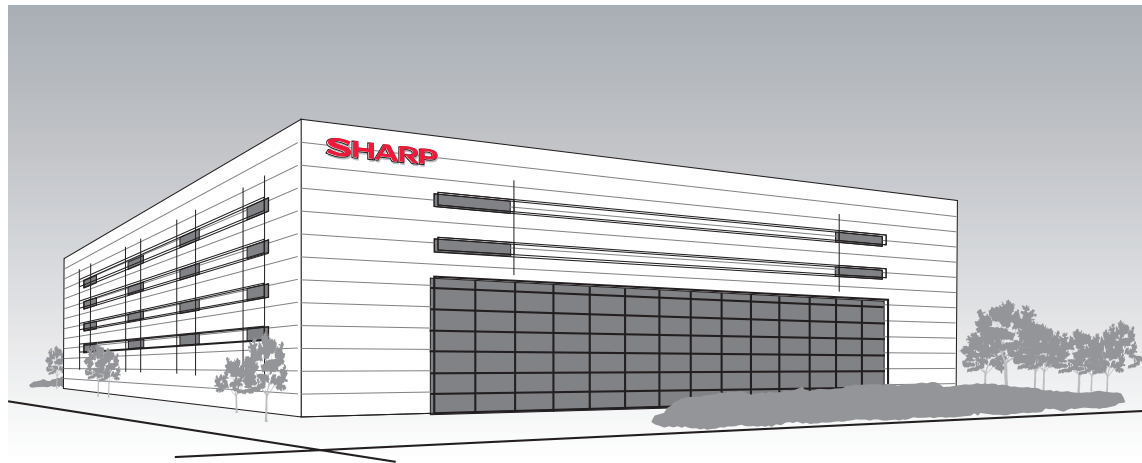
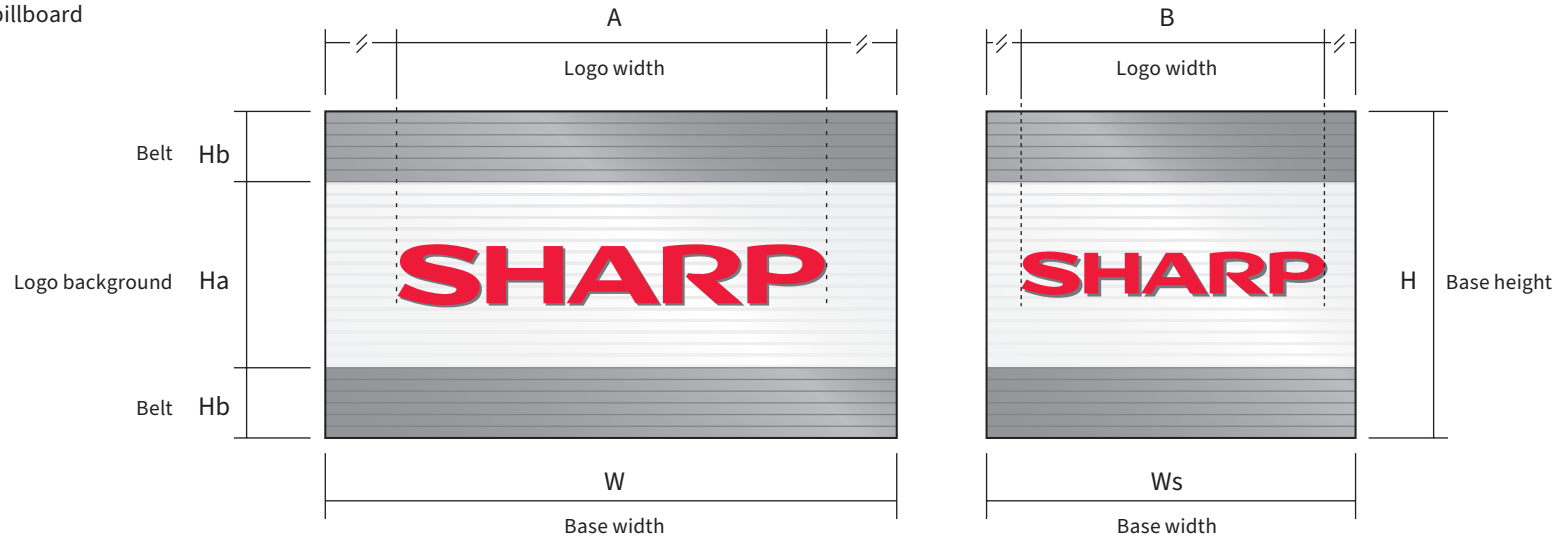# C02-02-01 System for Signs/SHARP Logo Display for Buildings-3

General billboard

A — Logo width

Belt Hb
Logo background Ha
Belt Hb
W — Base width

B — Logo width

H — Base height
Ws — Base width

	Base height/width ratio (H:W) R	Vertically long shape		Square and horizontally long shape			
		R > 2:1	2:1 ≥ R > 1:1	1:1 ≥ R > 1:2	1:2 ≥ R > 1:3	1:3 ≥ R > 1:4	1:4 > R
Front face	Logo background height (H:W) Ha	Not set up	H × 0.54	H × (0.5 + W / H × 0.04)	Computation formula ①	H (Same as base height)	Not set up
	Belt height Hb	Not set up	(H − Ha) / 2	(H − Ha) / 2	(H − Ha) / 2	None	Not set up
	Logo width (H:W) A	Not set up	W × 0.8226	Computation formula ②	Computation formula ②	Computation formula ②	Not set up

	Side face base height/ width ratio (H:Ws) R	Vertically long shape		Square and horizontally long shape			
		R > 2:1	2:1 ≥ R > 1:1	1:1 ≥ R > 1:3		1:3 ≥ R > 1:4	1:4 > R
Side face	Logo background height Ha	Not set up	Same as one on the front	Same as one on the front		Same as one on the front	Not set up
	Belt height Hb	Not set up	Same as one on the front	Same as one on the front		Same as one on the front	Not set up
	Base width W	Not set up	Side face width Ws	Side face width Ws		Side face width Ws	Not set up
	Logo width B	Not set up	W × 0.8226 (In case one on front has no belt, W × 0.8297)	Computation formula ② (In case one on front has no belt, Computation formula ③)		Computation formula ②	Not set up

Computation formula ①: Height of trademark background Ha

$$Ha = \left(0.5 + \left\{ \left(C \times \sqrt{1 - \left(\frac{X}{T} \right)^2} \right) - F \right\} \times 0.1 \right) \times H$$

C = Curve of secondary degree, ellipse-x radius = 4.500
F = x-eccentricity = 2.496
T = Curve of secondary degree, ellipse-y radius = 1.958
G = y-eccentricity = -1.375
X= T−(W/Ha + G)
W = Base width (mm)
H = Base height (mm)

Computation formula ②: Trademark width A

$$A = \left\{ \left(C \times \sqrt{1 - \left(\frac{X}{T} \right)^2} \right) - F \right\} \times Ha$$

C = Curve of secondary degree, ellipse-x radius = 7.3
F = x-eccentricity = 2.234
T = Curve of secondary degree, ellipse-y radius = 16.7
G = y-eccentricity = 0.530
X =T−(W/Ha+ G)
W = Base width (mm)
H = Height of logo background (mm)

Computation formula ③: Trademark width A
(Side face of general billboard: In case one on front has no belt.)

$$A = \left\{ \left(C \times \sqrt{1 - \left(\frac{X}{T} \right)^2} \right) - F \right\} \times H$$

C = Curve of secondary degree, ellipse-x radius= 74.349
F = x-eccentricity = 40.917
T = Curve of secondary degree, ellipse-y radius = 149.988
G = y-eccentricity = 24.876
X= T−(W/Ha + G)
W = Base width (mm)
H = Base height (mm)

C02-02-01 System for Signs/SHARP Logo Display for Buildings-4

Layout Examples (H:W)

1 : 4

1 : 3.75

1 : 3.5

1 : 3.25

1 : 3

1 : 2.5

1 : 2

1 : 1.75

1 : 1.5

1 : 1

1.25 : 1

1.5 : 1

2 : 1

C02-02-02   System for Signs/Indoor and Outdoor Signboards, etc./Rules

Aims of sign system

- ■ We aim to offer a positive, integrated corporate image to visitors by displaying corporate-wide, uniform designs.
- ■ Appropriate sign system will help visitors reach their destination more easily.
- ■ The system will make it easy to understand what is on the signs, eliminate misunderstandings and confusion, and reduce wasted time and movement.
- ■ The system will provide visitors with clear explanations and guidance relating to production lines, processes, and facilities.
- ■ The system will help prevent accidents from occurring, as people will have clear and concise indications of any dangers and prohibitions, and will be able to follow warnings and instructions.
- ■ A unified sign system will enhance the appearance of company facilities, encourage orderly internal organization, and improve employee morale.

Scope of applying sign system

- ■ The system applies to signs used in Sharp's facilities. Separate rules will apply to establishments outside Japan.
- ■ This manual principally prescribes factors common to all Sharp's facilities. In cases where displays other than those prescribed are necessary, they will be dealt with in extrapolation based on the display content and precedents.
- ■ Displays that are subject to laws and regulations should follow the relevant standards.

C02-02-02 System for Signs/Indoor and Outdoor Signboards, etc./Sign Colors

■ The following colors are used in the sign system.

Sign base color

	Color name	PANTONE Color sample No.	Japan Paint Manufacturers Association's standard color sample No.
	Dark gray	PANTONE 431C	L1- 1033
	Light gray	PANTONE 429C	L1- 1033

Sign letter colors, arrow symbol colors, etc.

	Color name	PANTONE Color sample No.	Japan Paint Manufacturers Association's standard color sample No.	Classified by purpose	Major application examples (Details depend on itemized rules.)		Color name	PANTONE Color sample No.	Japan Paint Manufacturers Association's standard color sample No.	Classified by purpose	Major application examples (Details depend on itemized rules.)
	White		L1- 1036	Confirmation/ guide	• Sign letter color • Arrow symbol color		Pink	PANTONE 203C		Confirmation	• Color for figures of female graphical symbol
	Black		L1- 1037		• Sign letter color		Red	PANTONE 186C	L16-145	Danger, prohibition, disaster prevention	• SHARP logo • Color for slant lines used to graphically represent prohibition • Plain color for graphical symbols representing danger
	Mustard yellow	PANTONE 128C		Confirmation	• Color for figures of general graphical symbol		Blue	PANTONE 294C	L16-837	Guide	• Outdoor guidance signs • Arrow symbol base color
	Light blue	PANTONE 278C		Confirmation	• Color for figures of male graphical symbol		Green	PANTONE 340C		Guide	• Outdoor guidance signs • Arrow symbol base color

C02-02-02

System for Signs/Indoor and Outdoor Signboards, etc./ Typeface of Sign Letters-1

■ The combination of the two typefaces below is standard use for the sign system.
■ If the designated font cannot be used, a similar font will be utilized.

Outdoor sign/Japanese text (Shin Go R) (Morisawa)

(Hiragana)
<Japanese cursive syllabary>

あいうえおかきくけこさしすせそ

(Katakana)
<Japanese syllabary>

アイウエオカキクケコサシスセソ

(Kanji)
<Chinese characters>

工手車技事受客専納第部電総議場

Outdoor sign/English text and numerals (Helvetica Regular Condensed)

(Capital letters)

A B C D E F G H I J K L M N O P Q

(Small letters)

a b c d e f g h i j k l m n o p q r s t u v

(Numerals)

1 2 3 4 5 6 7 8 9 0 %

■ The standards for combining letters shall be as follows.

Japanese text

• When there is little text with few letters, such as a division name, spaces are kept between letters.

Space between letters
(example of the standards)

(Text, etc.)　温度・湿度・風雨などの気象条件を再現し、
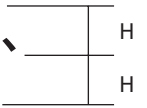
(Division name, etc.)　総　務　部　　会　議　室　　第　1　技　術　部

• In ordinary cases, keep a space between lines equivalent to the height of the letters (H), or equivalent to at least 1/2 of the height of letters.

(Height of letters H)
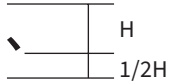
温度・湿度・風雨などの気象条件を再現し、　H
自然環境下における性能・信頼性のテストをし　H

Space between lines
(example of the standards)

(Height of letters 1/2 H)

温度・湿度・風雨などの気象条件を再現し、　H
自然環境下における性能・信頼性のテストをし　1/2H

■ The standards for combining letters shall be as follows.

English text

• In a composed text, use a capital for the first letter only, otherwise small letters.
• Space between lines should be equivalent to the height of small letters.

(Composed text, etc.)

The performance and reliability ⎯⎯⎯ H

of products are tested in this lab ⎯⎯⎯ H

• When using letters for titles, use capitals for all letters.
  (Division names, production process names, letters combined with graphical symbols, etc.)

(Titles, etc.)

CAFETERIA   NO SMOKING

■ The names of the company and operation bases shall be displayed near the front entrance gate.

Scratch-brush finish stainless steel
Paint: Dark gray (N3)

Hairline stainless steel
Silver

シャープ株式会社
研究開発事業本部
CORPORATE RESEARCH & DEVELOPMENT BU
SHARP CORPORATION

Hairline stainless steel
Silver cut letters

シャープ株式会社 研究開発事業本部
CORPORATE RESEARCH & DEVELOPMENT BU   SHARP CORPORATION

Examples of affixed displays:

Displays are affixed to a concave area on a wall or fence.

• Keep a space and clearance around and on the back of the display, respectively.

Enlargement

Chamfer only:
Hairline stainless steel, silver

Paint: Dark gray

シャープ株式会社 研究開発事業本部
CORPORATE RESEARCH & DEVELOPMENT BU   SHARP CORPORATION
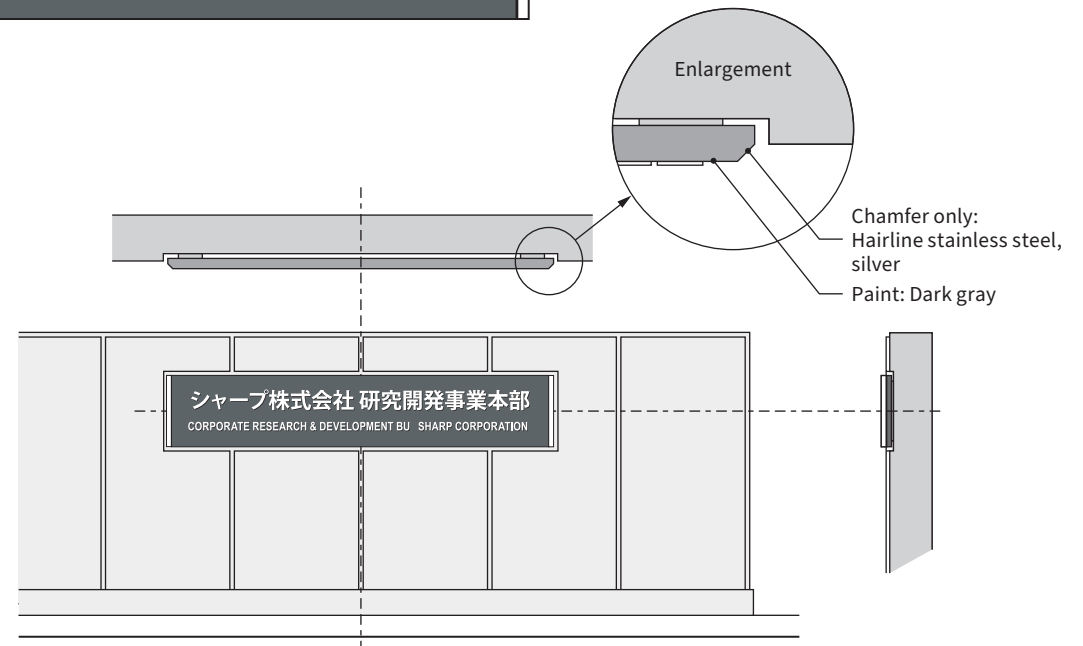
C02-02-02 System for Signs/Indoor and Outdoor Signboards, etc./ Outdoor: Front Entrance Door Display

■ The SHARP logo, name of business group, building name, etc. shall be displayed at the front entrance.

■ As a rule, they are displayed on the right-hand side of a glass front door.

■ Choose the width of the SHARP logo depending on the width of the glass plate for the display.

Glass plate width	SHARP logo width (Bw)
600〜800	400
800〜1000	500
1000〜2000	630

(Unit: mm)

Bw

SHARP

研究開発事業本部
B棟

BUILDING B
CORPORATE RESEARCH & DEVELOPMENT BU

Letters:
Silver hairline finish

SHARP
研究開発事業本部
B棟
BUILDING B
CORPORATE RESEARCH & DEVELOPMENT BU
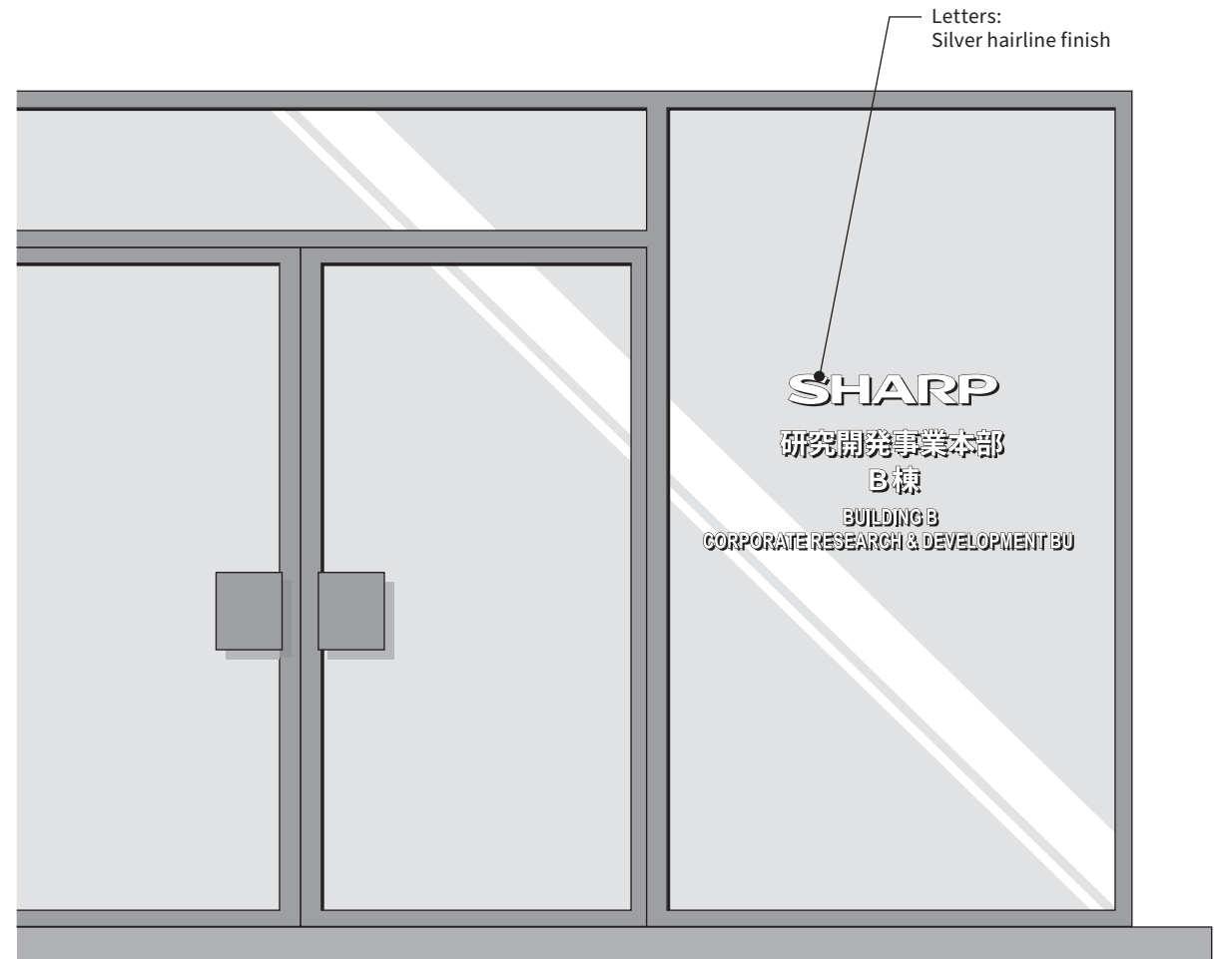
C02-02-02 System for Signs/Outdoor Signboards, etc./ Outdoor: Premises Guidance, Building Name

■ The system is used to guide people to buildings on premises.

■ There are two types of signs on premises.

    A. Guide sign: Combines an arrow symbol with a building name

    B. Building name: Displays the name of a building only

Standard type

4-R10   1200

10   280   910

10

300   280

事 務 棟
OFFICE

10

Dark gray (N4)
(Scotchcal™ film JS1008,
Battleship gray equivalent)
Arrow symbol: White

White
Letters: Dark gray (N4)
(Scotchcal™ film JS1008,
Battleship Gray equivalent)
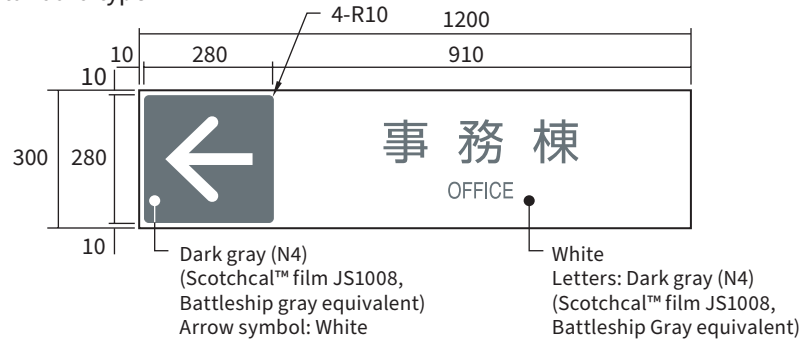
Large type   • Use when the standard type cannot provide enough visibility.

4-R12   1440

12   336   1092

12

360   336

事 務 棟
OFFICE

12
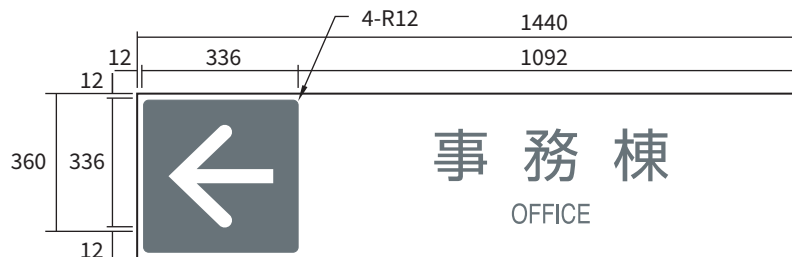
Designated part	Color name
Base	White
Letters/arrow symbol base	Dark gray
SHARP logo	Sharp red color

Standard type/Placement examples

1200

1500

事 務 棟
OFFICE

第 1 工 場
PLANT No.1

第 2 工 場
PLANT No.2

3-sign type

2-sign type

1-sign type

1-sign type
(Building name)
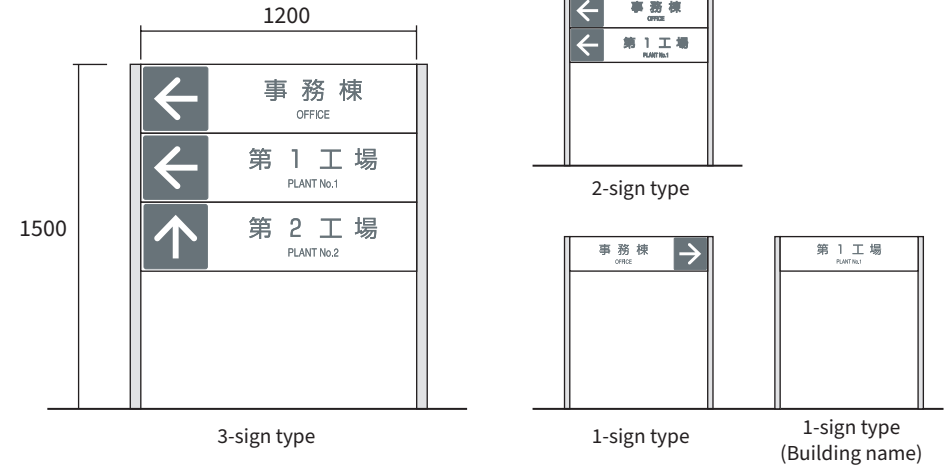
Large type/Placement examples

    • When placed along a public road, display the SHARP logo.

1440

2000

事 務 棟
OFFICE

第 1 工 場
PLANT No.1

第 2 工 場
PLANT No.2

1440

355

180

2180

SHARP

事 務 棟
OFFICE

第 1 工 場
PLANT No.1

第 2 工 場
PLANT No.2
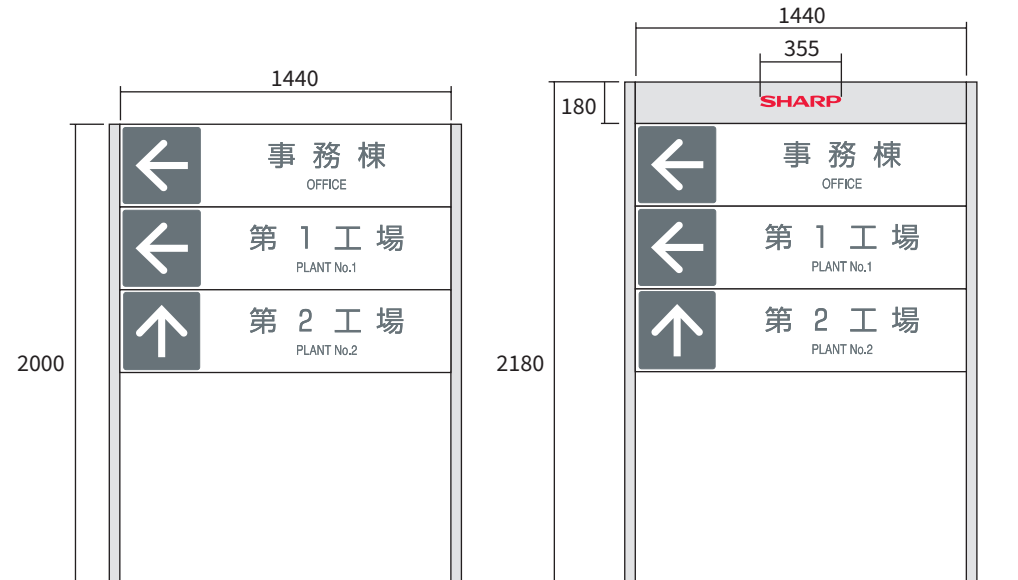
(Unit: mm)

C02-02-02 System for Signs/Indoor and Outdoor Signboards, etc./ Outdoor: Information on Premises

■ In order to show locations of buildings, etc., they should be displayed in clearly visible locations near the gates of premises.

○ ○ 事 業 本 部 案 内 図

グランド	研究所		P
	第３工場		第１工場
	技術センター		第２工場
事務課	保安 現在地		厚生棟

N

1440 / 180 / 1400 / 2500

1200 ○ ○ 事 業 本 部 案 内 図

1440 ○ ○ 事 業 本 部 案 内 図

(Unit: mm)

C02-02-02 System for Signs/Indoor and Outdoor Signboards, etc./ Outdoor: Road Signs

Road signs

■ Display providing guidance and information to vehicles.

■ As a rule, use road signs that are used for general traffic.
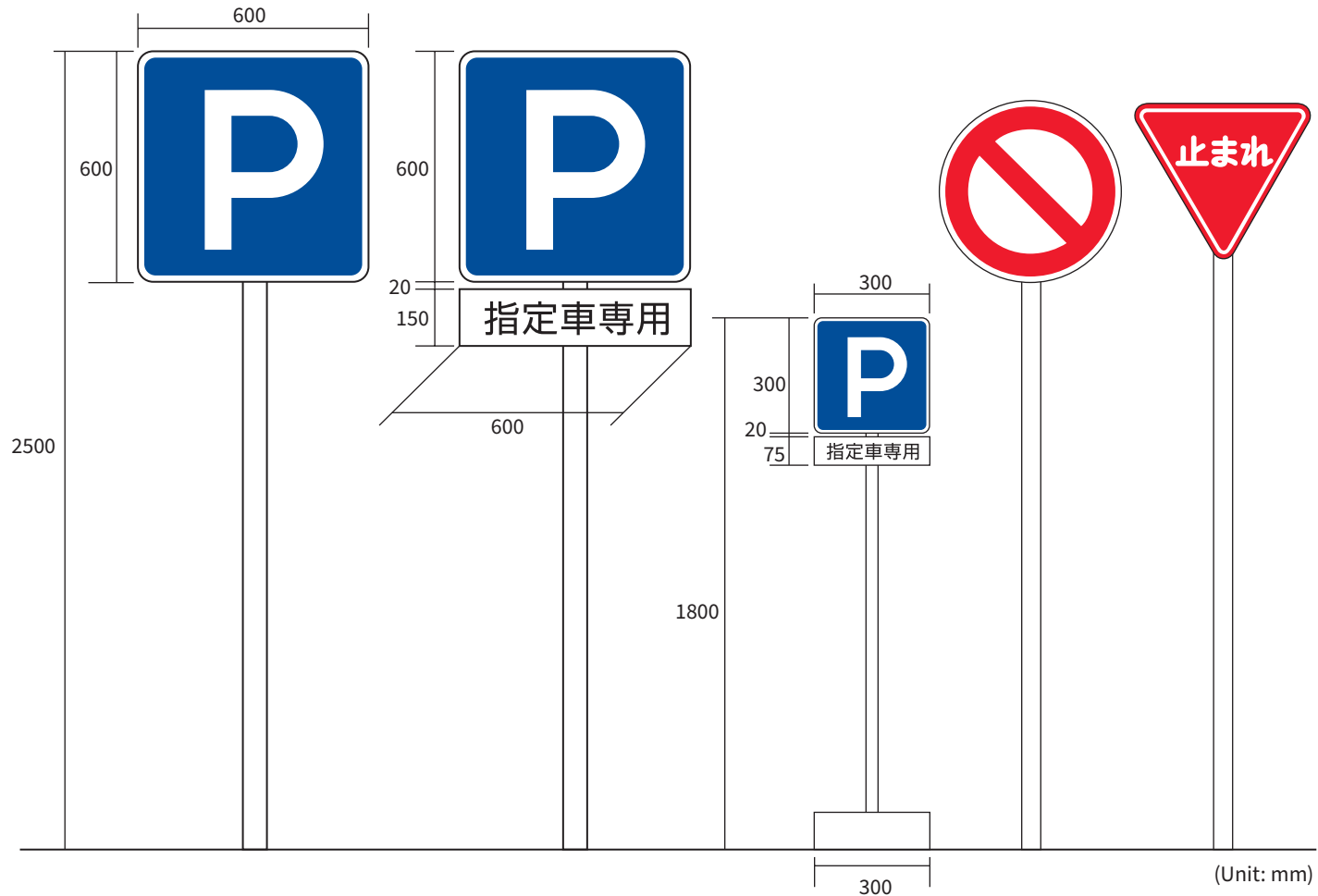
(Unit: mm)

Outdoor information standing board

■ Display providing instructions/information outdoors.

■ Use road signs, as necessary, combining text giving instructions and information.

320

400

30

60

1650

1250

320

80

止まれ

ご来社の方は必ず
保安係員にお申しでください。

関係者以外の
立ち入りはご遠慮下さい。

徐行

ご来社の方は必ず
保安係員にお申しでください。

大型車が出入りしますので
駐車ご遠慮下さい。

ご来社の方は必ず
保安係員にお申しでください。

The main body: t1.2 steel bending processing
Electrostatic painting finish
Letters/mark cutting sheet
Cut-letter processing

(Unit: mm)
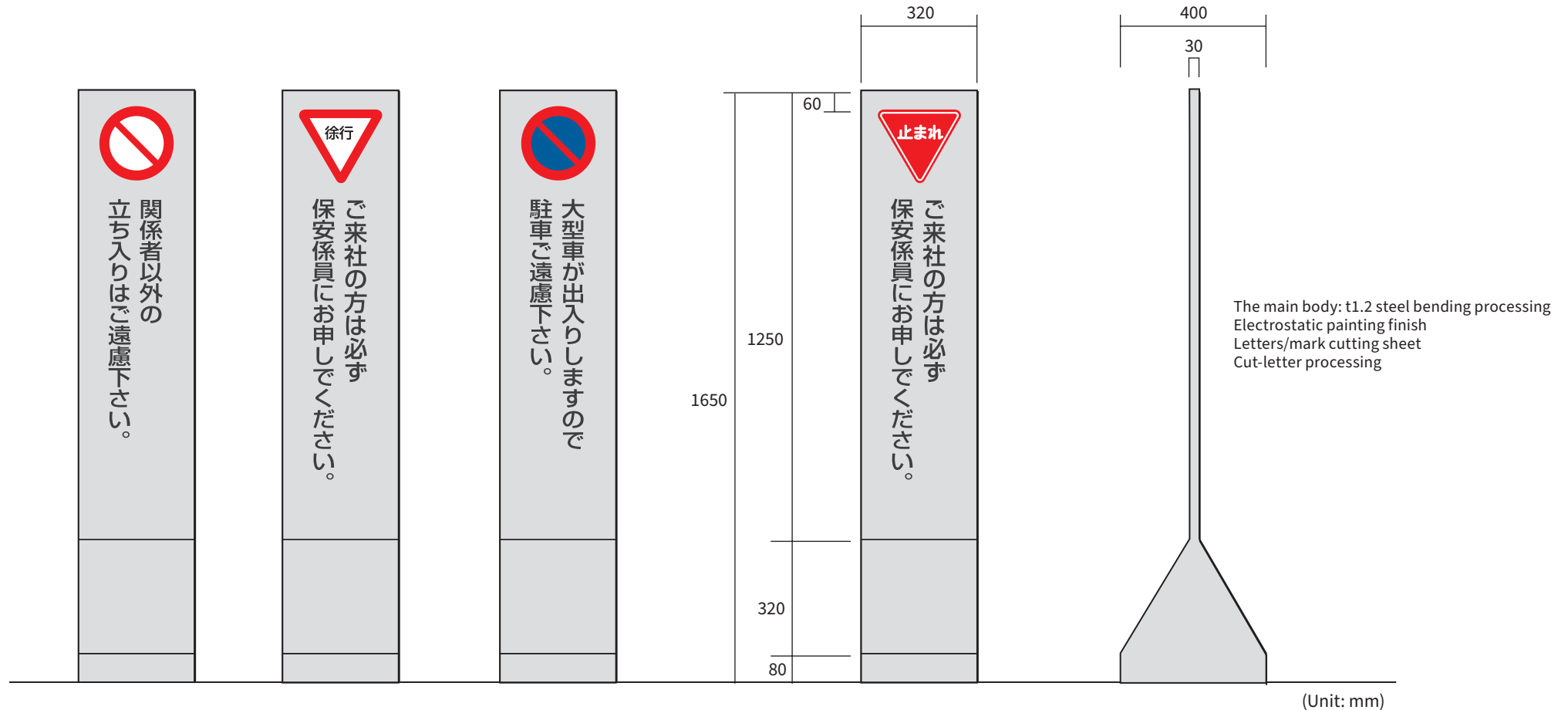
C02-02-02 System for Signs/Outdoor Signboards, etc./ Indoor: Production Process Display/Delivery Place Display

■ Used to display production process names and delivery locations inside factories.
■ To be displayed by hanging or affixing to a wall.
■ Hanging type displays should carry the display on both sides.

Designated part	Color name
Base	Light gray
Letters/arrow symbol	White
English text	Black
Color for production process display	Blue
Color for delivery location display	Green
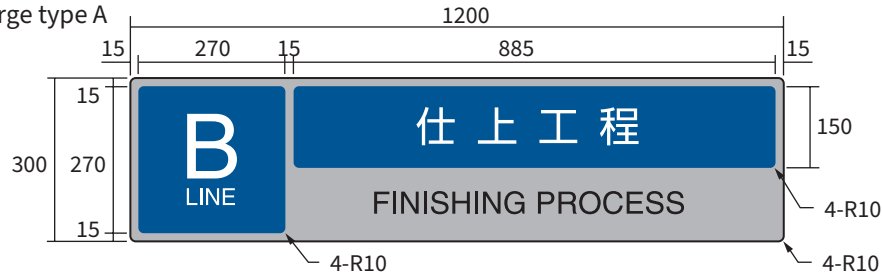
Production process display/
Large type A
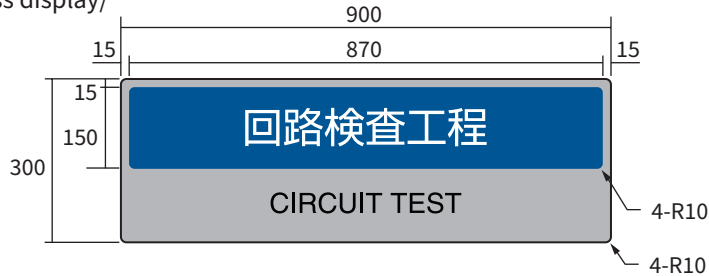
Production process display/
Large type B
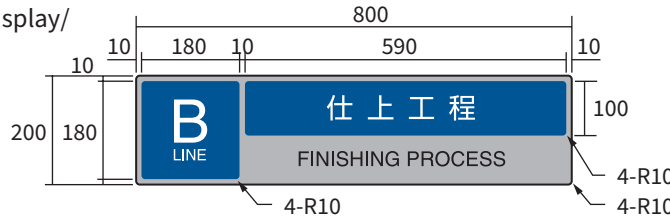
Production process display/
Small type A

Production process display/
Small type B

Delivery location display/
Large type A

Delivery location display/
Large type B

Delivery location display/
Small type A
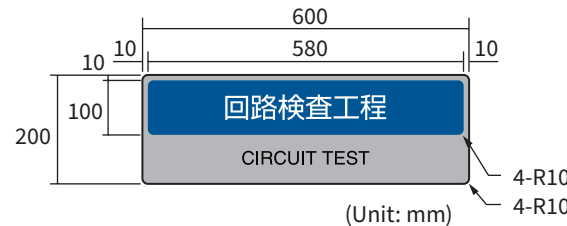
Delivery location display/
Small type B

(Unit: mm)

■ This is used for displaying office names.

■ The office name is affixed so that the sign is interchangeable.

■ Choose one out of the following three types of display, depending on the conditions where the sign will be displayed.

■ The projection type has the same displays on both sides.

Designated part	Color name
Base	Light gray
Letters/arrow symbol	White

Wall plaque type

第 １ 技 術 部
ENGINEERING DEPT.1

75
4-R5
225

Spacer
Magnet sheet
3 4

Projection type

9

第 １ 技 術 部
ENGINEERING DEP.1

75
2-R5
225   20

Mat acrylic: Dark gray
(Mitsubishi Rayon Acrylate
K-3 A004 equivalent)
Letters: White

Hairline drawn aluminum,
Silver color
Display is interchangeable
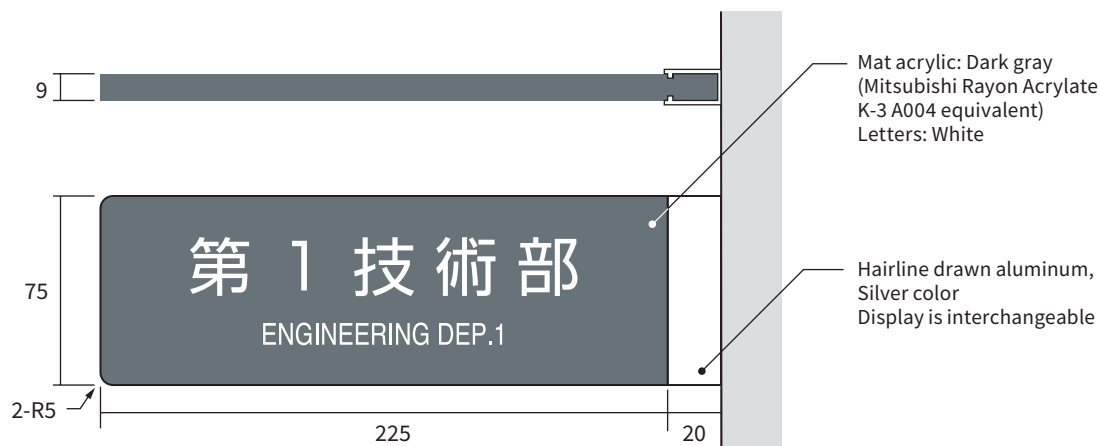
Square type

• This is used in cases where a room is shown as being for common use for receptions, conferences, etc., and especially when the display of division names should not be shown.
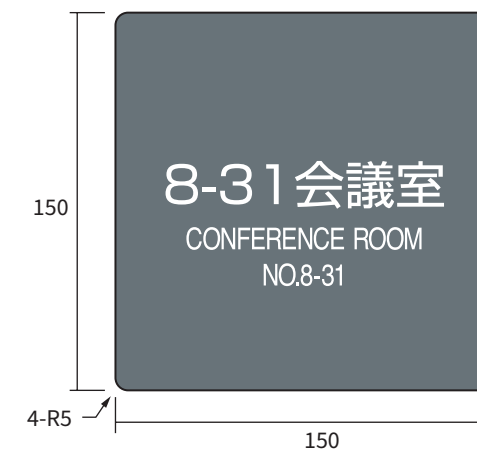
8-31会議室
CONFERENCE ROOM
NO.8-31

150
4-R5
150

(Unit: mm)

■ This is used for displaying office names.

■ The office name is affixed so that the sign is interchangeable.

■ Choose one out of the following three types of display, depending on the conditions where the sign will be displayed.

■ The projection type has the same displays on both sides.

Example of multiple divisions display

75

3

第 1 技 術 部
ENGINEERING DEPT.1

第 2 技 術 部
ENGINEERING DEPT.2

第 3 技 術 部
ENGINEERING DEPT.3

225

(Unit: mm)
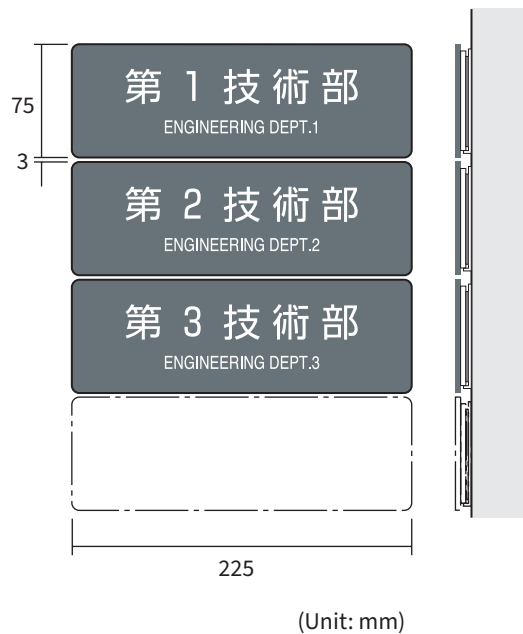
Positions for office name display/PICT signs (Standard height of display position)

• Place so that people will not hit their heads.

• Adjust the position depending on the conditions where the sign is to be displayed.
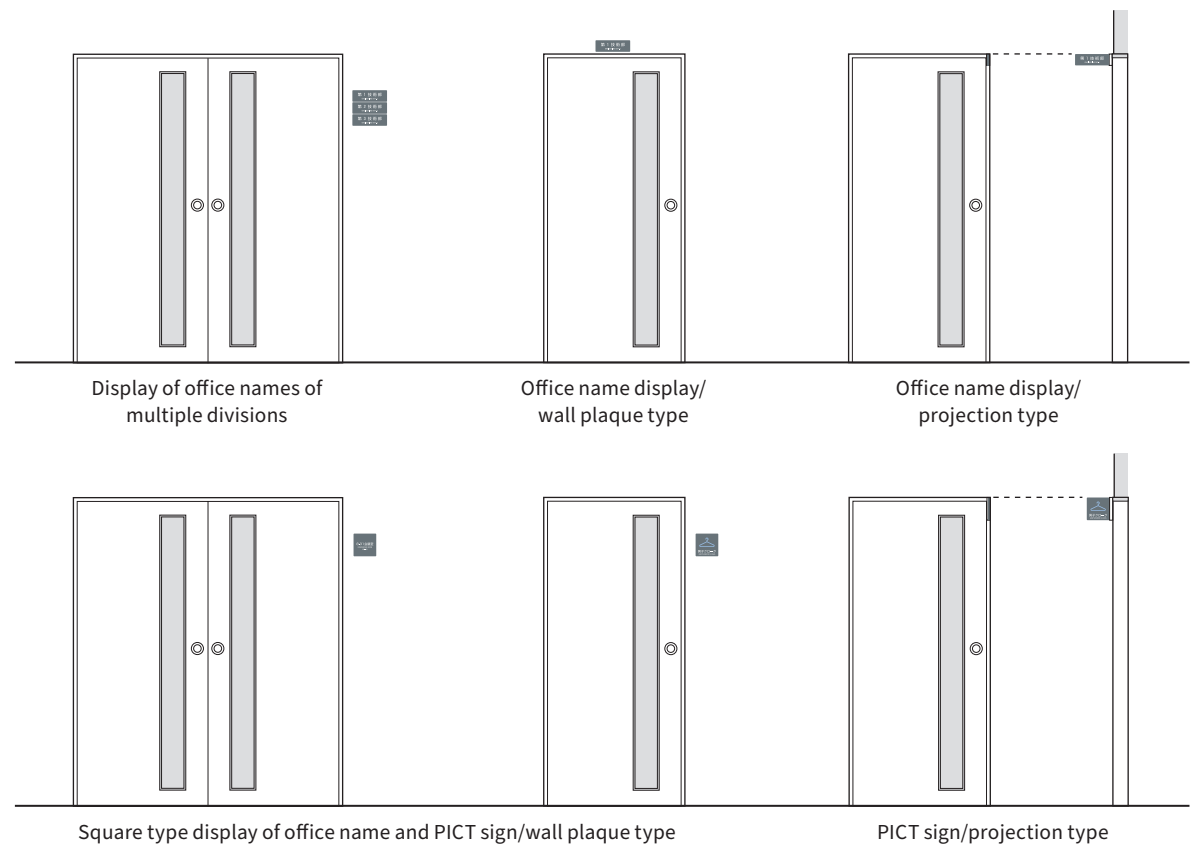
Display of office names of
multiple divisions

Office name display/
wall plaque type

Office name display/
projection type

Square type display of office name and PICT sign/wall plaque type

PICT sign/projection type

■ This is used for displaying office names, facilities, and to indicate danger or prohibition.

■ Use one of the following two types of display, depending on the conditions where the sign will be displayed.

■ Projection type will have the same display on both sides.

Designated part	Color name
Base	Dark gray
Letters/PICT	White
PICT	Mustard
	Light blue
	Pink
	Red
	Purple

Wall plaque type
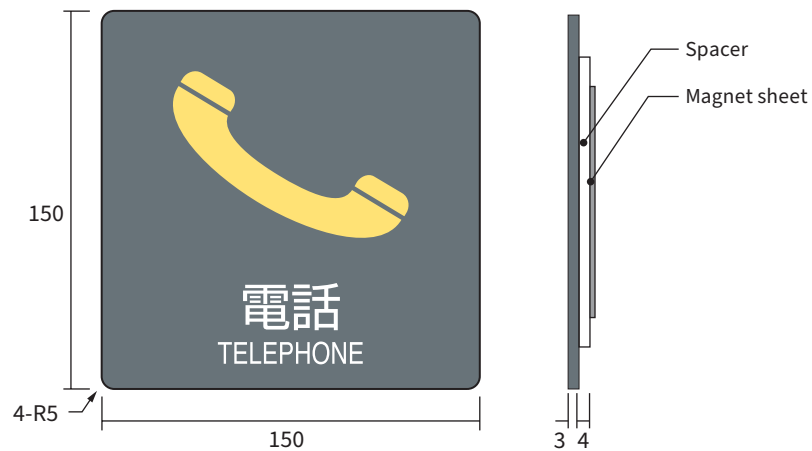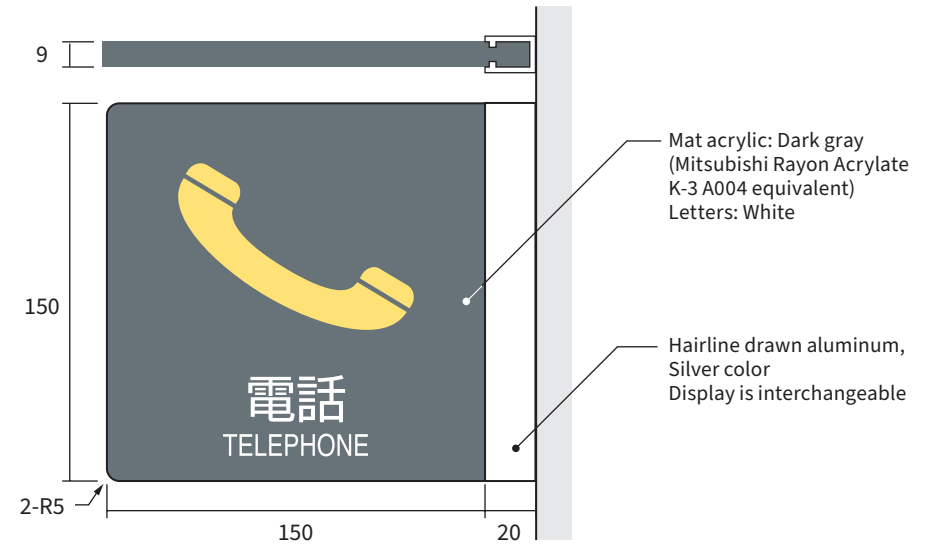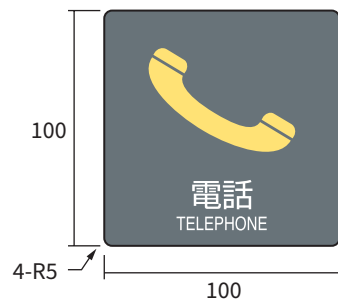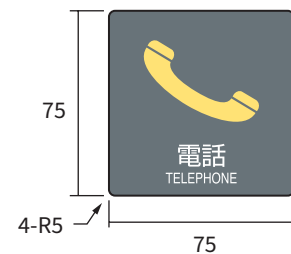
150

4-R5

150

3 4

Spacer

Magnet sheet

Projection type

9

150

2-R5

150   20

Mat acrylic: Dark gray
(Mitsubishi Rayon Acrylate
K-3 A004 equivalent)
Letters: White

Hairline drawn aluminum,
Silver color
Display is interchangeable

(Unit: mm)

Small type A

100

4-R5

100

Small type B

75

4-R5

75

Place displays

お手洗 TOILETS	男子お手洗 GENTLEMEN'S TOILET	女子お手洗 LADIES' TOILET	男子クローク GENTLEMEN'S CLOAKS	女子クローク LADIES' CLOAKS	電話 TELEPHONE	喫煙コーナー SMOKING AREA
パントリー PANTRY	食堂 CAFETERIA	売店 GENERAL STORE	コミュニティールーム COMMUNITY ROOM	休養室 REST AREA	休憩コーナー REST CORNER	シューズロッカー SHOE LOCKER

Place displays (No indication letter)

Prohibition displays

撮影禁止 NO PHOTGRAPHS	開放禁止 KEEP CLOSED	禁煙 NO SMOKING	火気厳禁 NONAKEDFLAMES	さわるな DO NOT HANDLE	土足禁止 NO STREET SHOES	立入禁止 DO NOT ENTER

Arrow symbol

Example of display combined with arrow symbol

■ Used as general display boards for providing instructions or guidance (wall plaque type).

■ In places where visitors will not see them, white may be used as the base color.

Designated part	Color name
Base	Light gray
Letters/arrow symbol	Black

Panel for general use
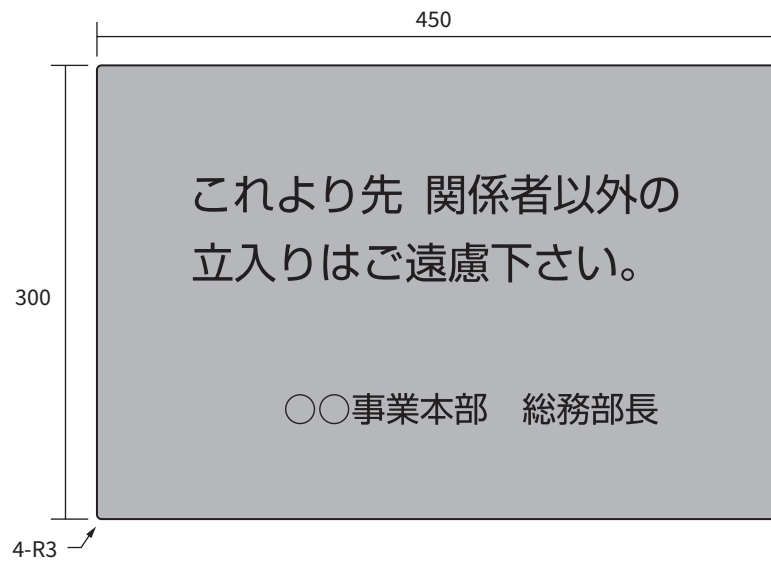
450

300

これより先　関係者以外の
立入りはご遠慮下さい。

○○事業本部　総務部長

4-R3

(Horizontal type)

150
50

225
75

450
300

600
450

600
600

900
600

900
900

(Vertical type)

50
150

75
225

300
450

450
600

600
900

900
900
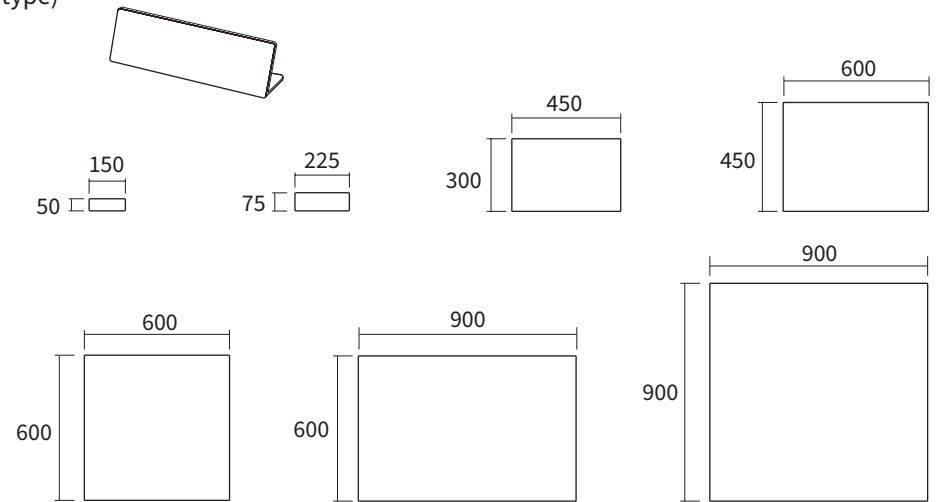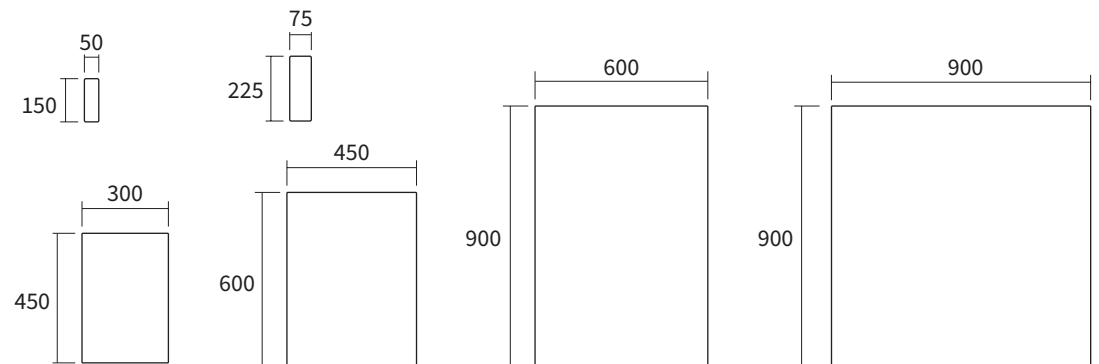
(Unit: mm)

System for Signs/Indoor and Outdoor Signboards, etc./ Indoor: Indoor Information Standing Board

■ Used mainly for providing visitors with general information or instructions.

Designated part	Color name
Base	Light gray
Letters/arrow symbol	Black

Standard type:
No change will be made in items displayed.
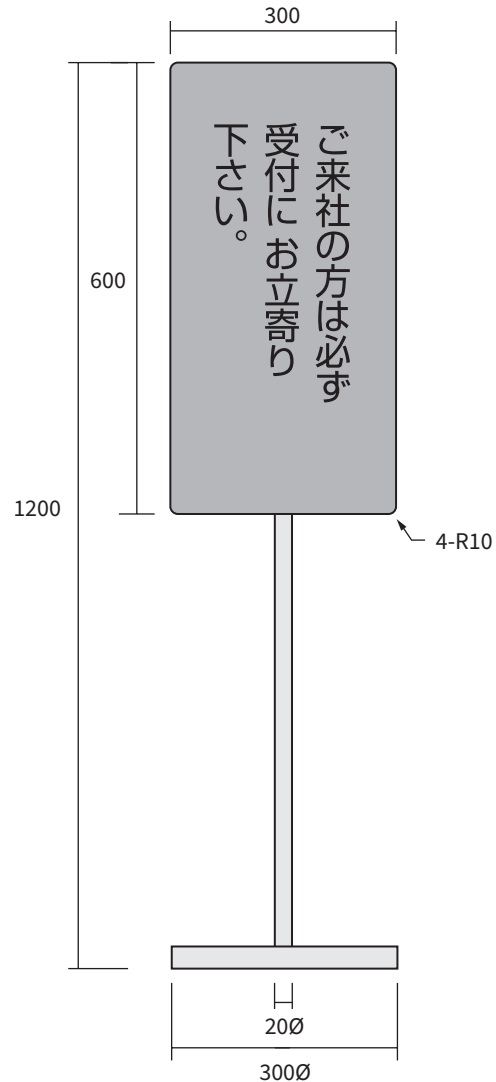
Interchangeable type:
Display part is interchangeable.

ご来社の方は必ず
受付に お立寄り
下さい。

300

600

1200

4-R10

20Ø

300Ø

パソコン技能検定
第二研修室

Sharp red color
100 mm width

Hairline finish
stainless steel

300

1200

Sharp red color
100 mm width
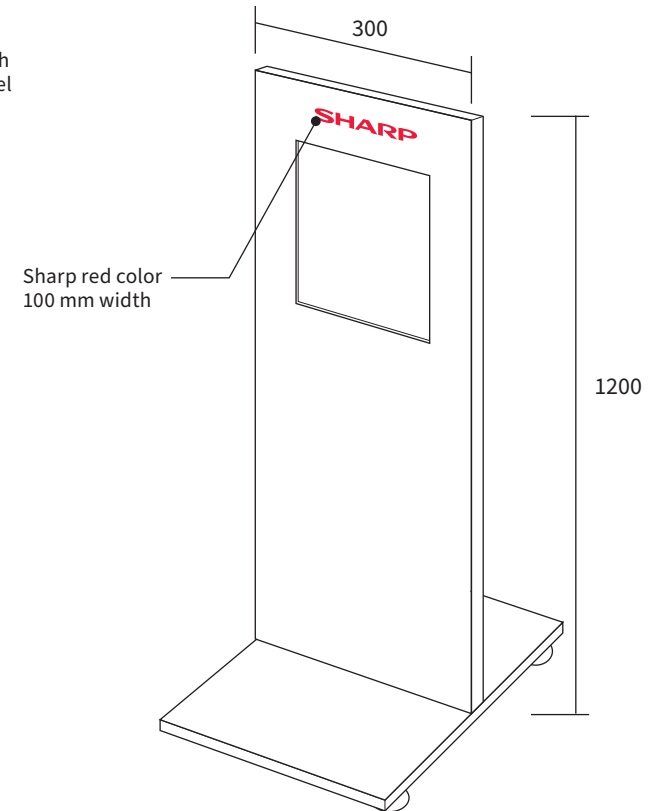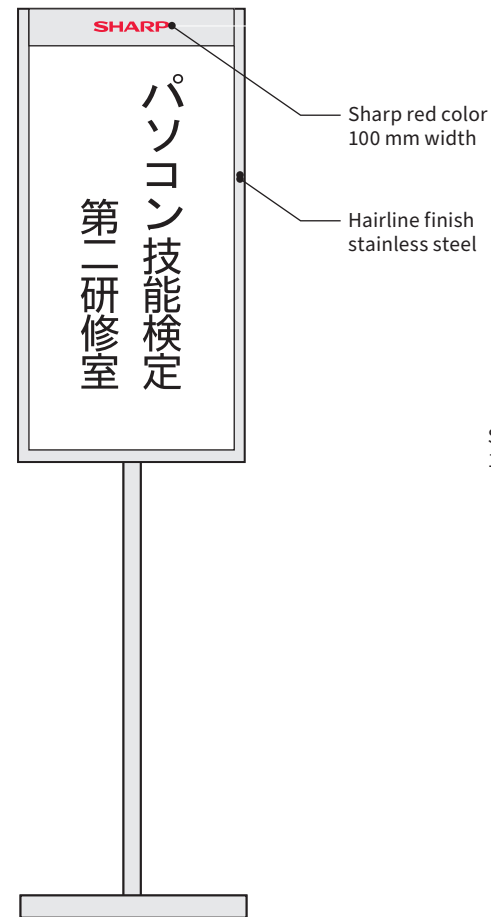
(Unit: mm)

C02-02-02 System for Signs/Indoor and Outdoor Signboards, etc./ Indoor: Welcoming Standing Board

■ Positioned in the front door area to provide visitors with information and to extend a welcome to them when the company holds functions or entertainment events, etc.
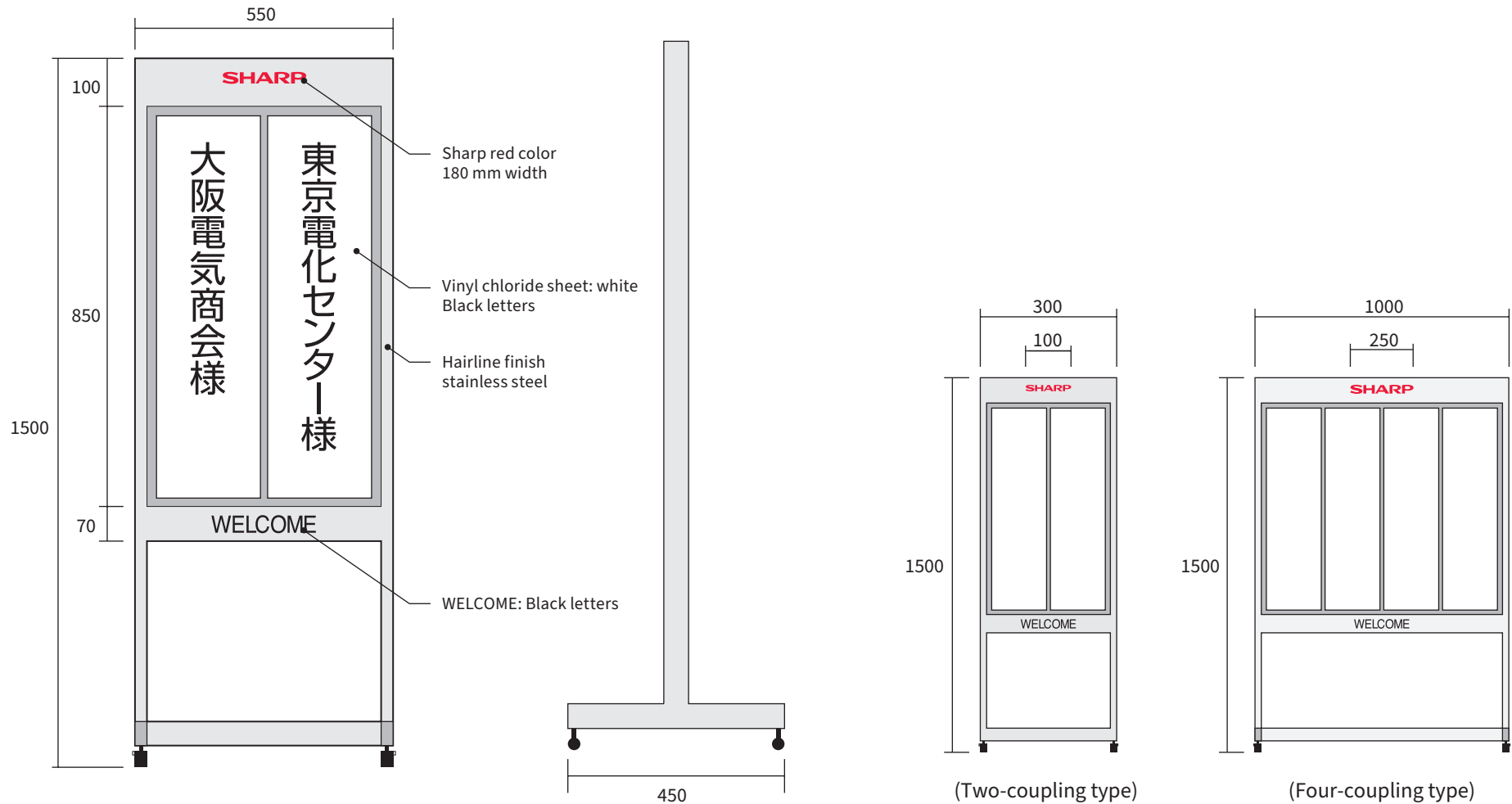
550

100

850

70

1500

SHARP

大阪電気商会様

東京電化センター様

WELCOME

— Sharp red color
180 mm width

— Vinyl chloride sheet: white
Black letters

— Hairline finish
stainless steel

— WELCOME: Black letters

450

300

100

SHARP

WELCOME

1500

(Two-coupling type)

1000

250

SHARP

WELCOME

1500

(Four-coupling type)

(Unit: mm)

■ Used for guiding visitors.
■ There are two types of signboards to guide visitors on tours: a wall plaque type and standing type.

Wall plaque type

200 | 300

200

順 路

VISITOR'S COURSE

Base: white
Black letters

Base: dark gray
White letters

(Unit: mm)

Standing type

順 路
VISITOR'S COURSE

順 路
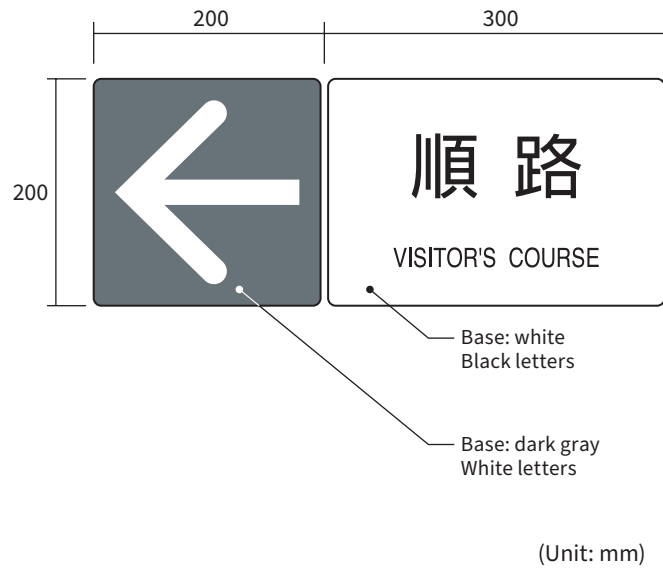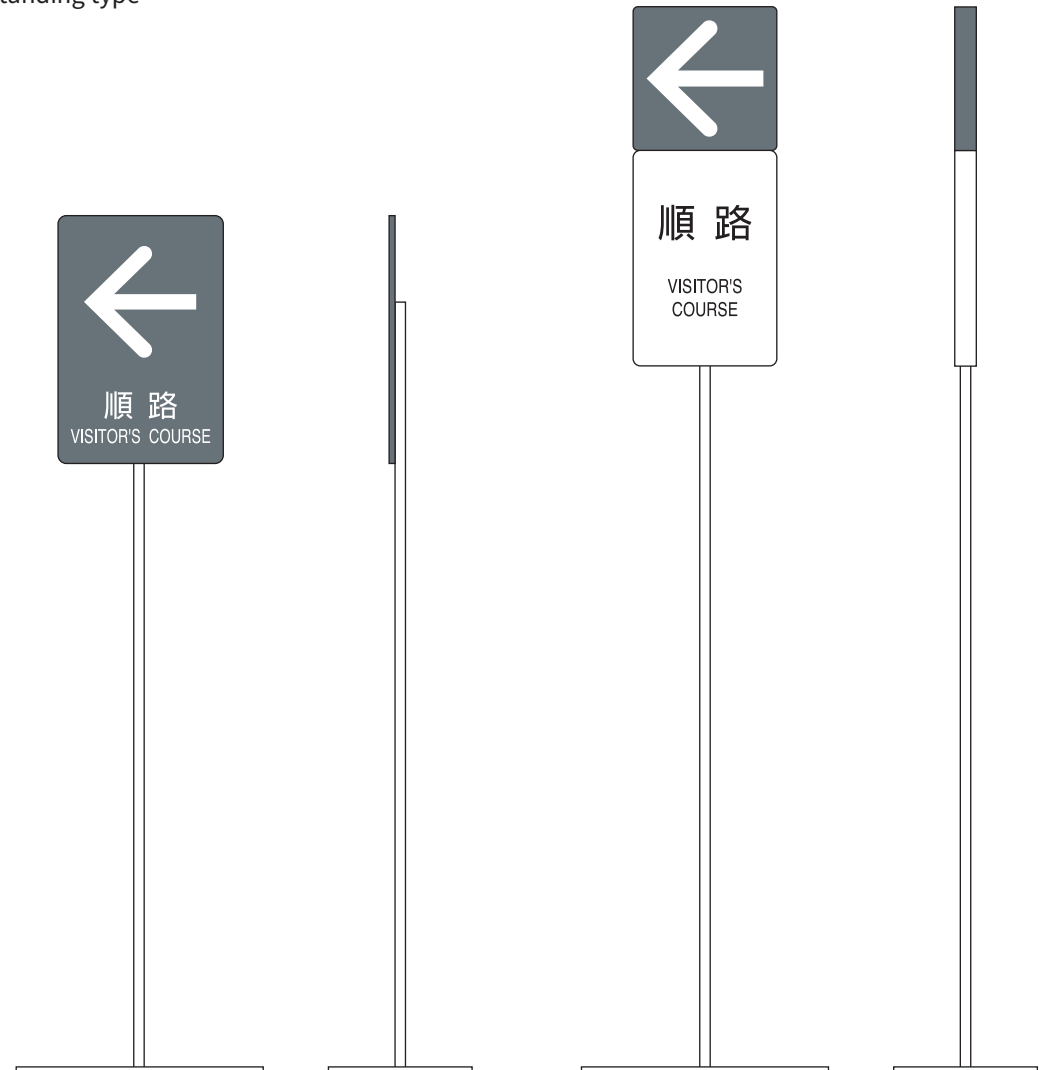
VISITOR'S
COURSE

C02-02-02

System for Signs/Indoor and Outdoor Signboards, etc./ Indoor: Observation Windows

■ Used mainly for providing visitors with explanations about general production processes.

■ When setting up next to observation windows, align the top end of the panel with the top end of the window frame.
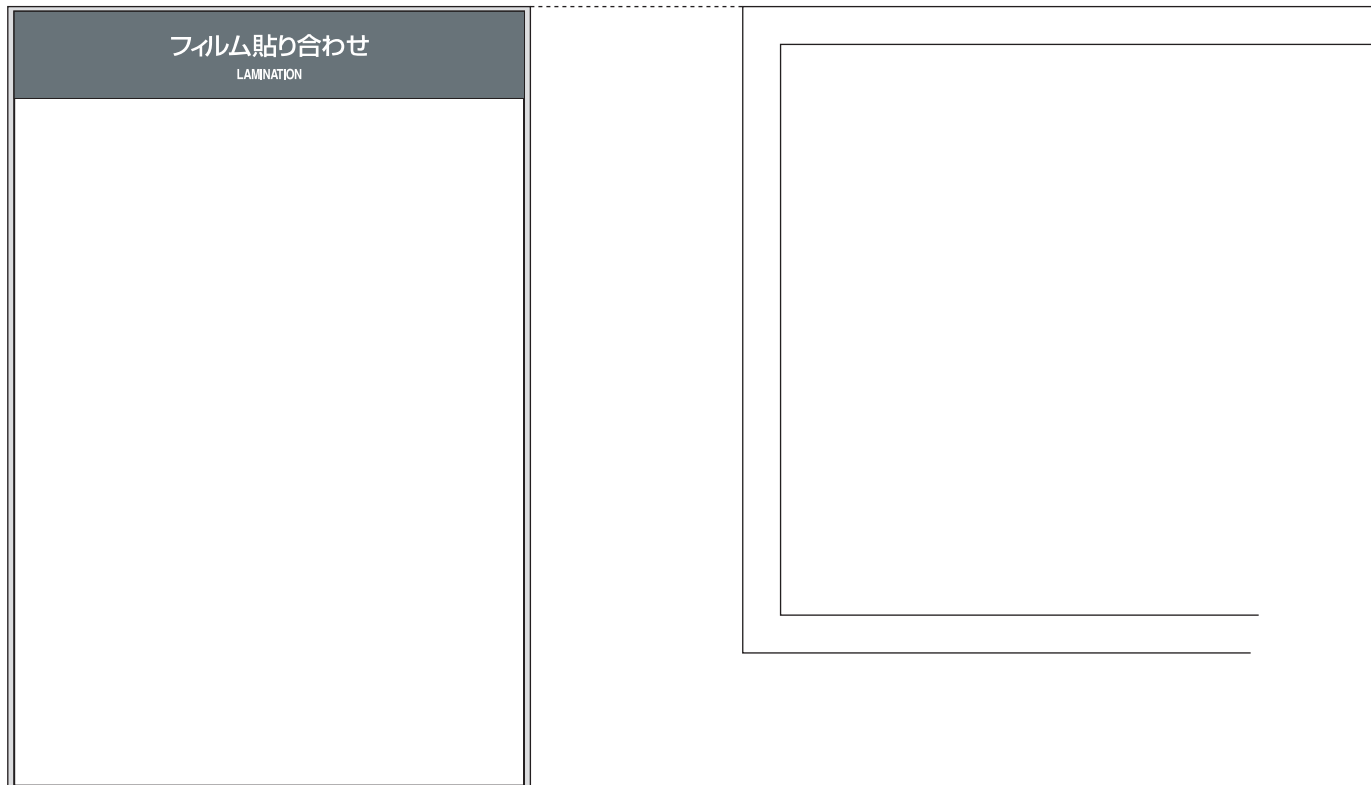
フィルム貼り合わせ

LAMINATION

■ Used mainly for providing visitors with general information or instructions.
■ In setting up guide signs, the height of signs for the entire building should be adjusted depending on the surrounding conditions.

4	食堂・喫茶・売店 CAFETERIA. COFFEE SHOP. GENERAL STORE	健康管理室 HEALTH CARE CENTER
	会議室No.1～5 CONFERRENCE ROOM No.1~5	集会室 MEETING ROOM
3	第1商品企画部 PRODUCTS PLANNING DEPT.1	第2商品企画部 PRODUCTS PLANNING DEPT.2
	第1技術部 ENGINEERING DEPT.1	第2技術部 ENGINEERING DEPT.2
2	第1営業部 SALES DEPT.1	第2営業部 SALES DEPT.2
	応接室No.1～3 RECEPTION ROOM No.1~3	
1	総務部 GENERAL AFFAIRS DEPT	資材部 MATERIALS PROCUREMENT DEPT.
	ショールーム SHOW ROOM	

C02-02-02 System for Signs/Indoor and Outdoor Signboards, etc./ Indoor: Signs at Information Desk

■ Set up at an Information Desk to display messages to visitors.
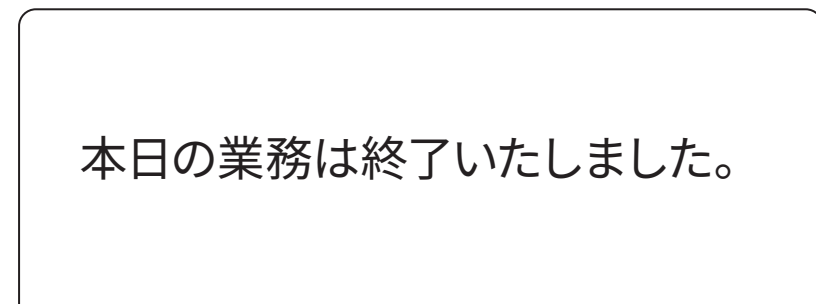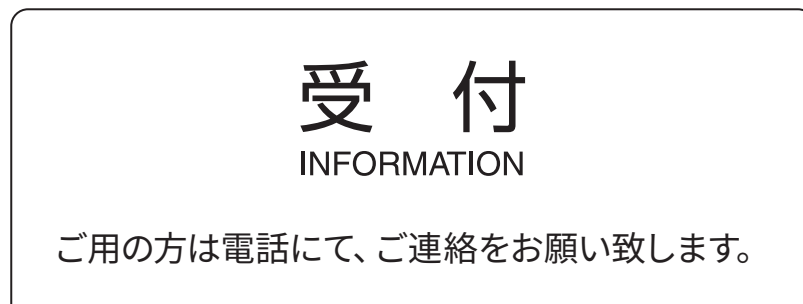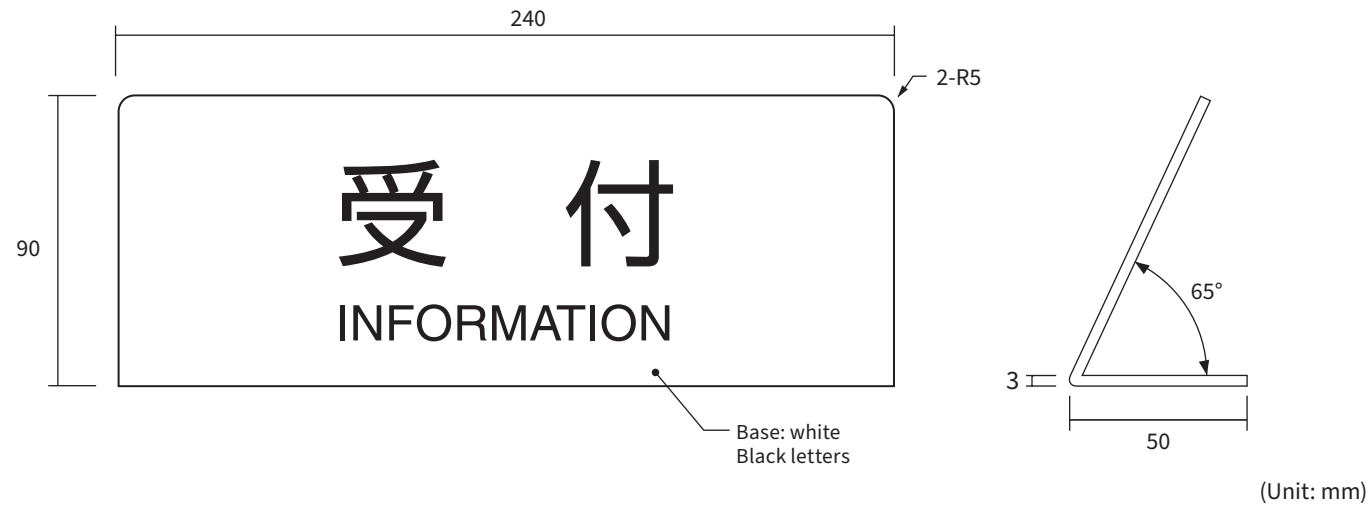
240

90

2-R5

受　付
INFORMATION

Base: white
Black letters

65°

3

50

(Unit: mm)

受　付
INFORMATION

ご用の方は電話にて、ご連絡をお願い致します。

本日の業務は終了いたしました。

White

24

59

山田太郎

Write in the name
of the manager in
charge and insert it
in the display case.

28

4-R1.5

管理責任者

100

White
Transparent

60

(Unit: mm)

管理責任者

Blue letters

取扱責任者

Gray letters

火元責任者

山田太郎

Red letters
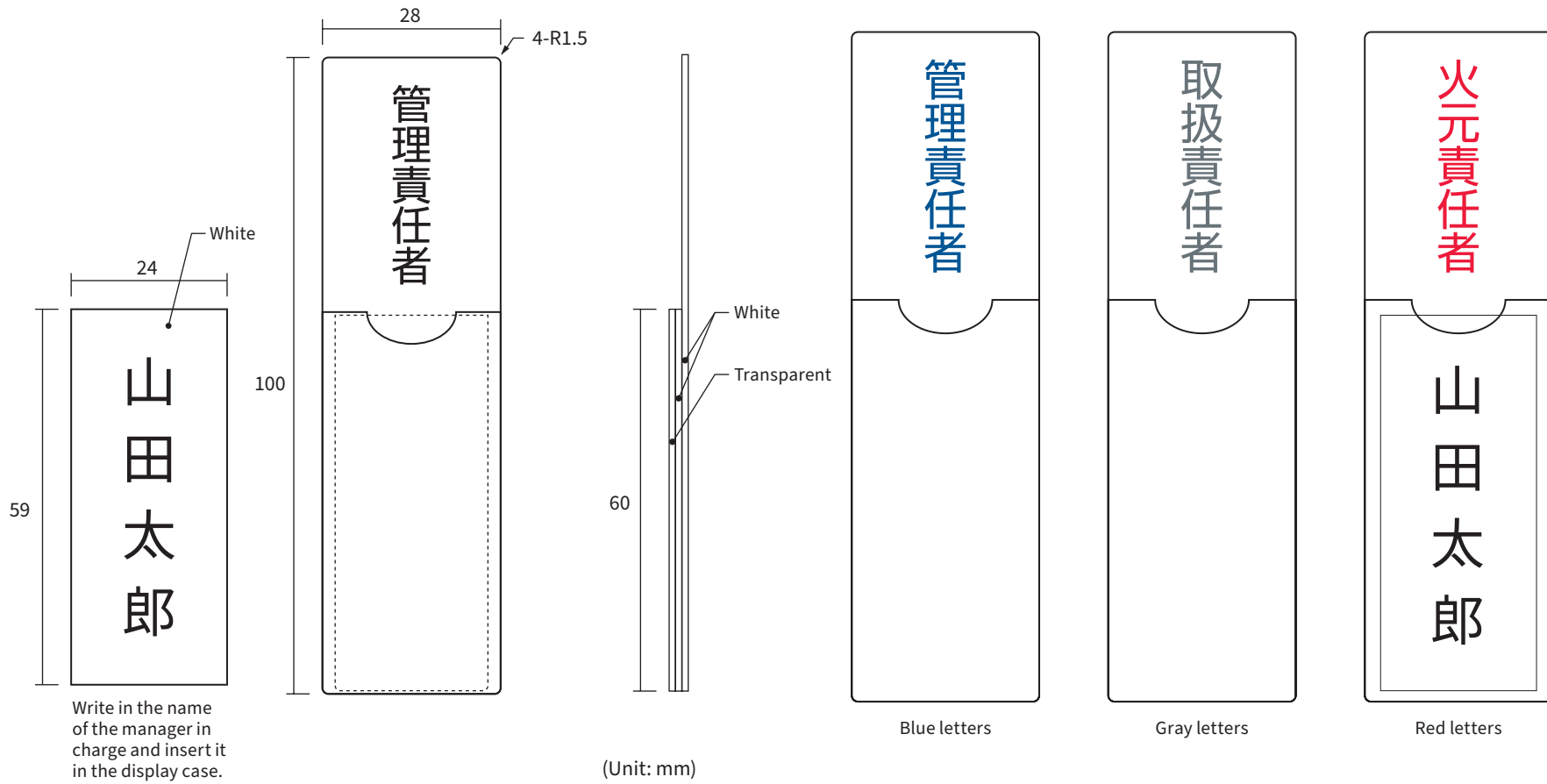
C02-03-01 Envelopes/Electronic Letterheads/ Envelopes-1

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.

■ If the designated font cannot be used, a similar font will be utilized.

For Japan (Basic)

		Square type-1 Envelopes (270 × 382)	Square type-2 Envelopes (240 × 332)	Long-type-3 Envelopes (120 × 235)	Long-type-4 Envelopes (90 × 205)
Company name	Letter size (text height)	5.75mm	4.75mm	3.45mm	2.85mm
Address - URL	Font	Hiragino Gothic W3			
	Letter size	12pt	11pt	8pt	7pt
	Line feed	16pt	15pt	11pt	9pt
Recycled Paper	Font	MS-PMincho			
	Letter size	5.5pt			

Square type-1 Envelopes (270 × 382)

Square type-2 Envelopes (240 × 332)

Long-type-3 Envelopes (120 × 235)

Long-type-4 Envelopes (90 × 205)

Sharp red color

SHARP

55
17
9
シャープ株式会社
〒590-8522
大阪府堺市堺区匠町１番地
電話：（072）123-4567（大代表）
FAX：（072）123-4567
URL:http://www.sharp.co.jp
12.5
13 10
16

Letter color: Gray (PANTONE 425U)

SHARP

45
15
7.5
シャープ株式会社
〒590-8522
大阪府堺市堺区匠町１番地
電話：（072）123-4567（大代表）
FAX：（072）123-4567
URL:http://www.sharp.co.jp
10.5
13 10
13

SHARP

31.5
11.5
5.5
シャープ株式会社
〒590-8522
大阪府堺市堺区匠町１番地
電話：（072）123-4567（大代表）
FAX：（072）123-4567
URL:http://www.sharp.co.jp
10
13 10
9

SHARP

24
9.5
4.5
シャープ株式会社
〒590-8522
大阪府堺市堺区匠町１番地
電話：（072）123-4567（大代表）
FAX：（072）123-4567
URL:http://www.sharp.co.jp
8.5
12.5 10
7

(Unit: mm)

C02-03-01 Envelopes/Electronic Letterheads/ Envelopes-2

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.

■ If the designated font cannot be used, a similar font will be utilized.

For Japan (with BU name)

		Square type-1 Envelopes (270 × 382)	Square type-2 Envelopes (240 × 332)	Long-type-3 Envelopes (120 × 235)	Long-type-4 Envelopes (90 × 205)
Company name	Letter size (text height)	5.75mm	4.75mm	3.45mm	2.85mm
BU name – URL	Font	Hiragino Gothic W3			
	Letter size	12pt	11pt	8pt	7pt
	Line feed (BU name and postal code)	18pt	17pt	12pt	10pt
	Line feed (other)	16pt	15pt	11pt	9pt
Recycled Paper	Font	MS PMincho			
	Letter size	5.5pt			

Square type-1 Envelopes (270 × 382)

Square type-2 Envelopes (240 × 332)

Long-type-3 Envelopes (120 × 235)

Long-type-4 Envelopes (90 × 205)

Sharp red color

55
12
9
11
13 10
16

Letter color: Gray (PANTONE 425U)

SHARP
シャープ株式会社
通信事業本部
〒739-0192
東広島市八本松飯田 2 丁目 13 番 1 号
電話：(082) 123-4567（大代表）
FAX：(082) 123-4567
URL:http://www.sharp.co.jp

45
10
7.5
9.5
13 10
13

31.5
8
5.5
9.3
13 10
9

24
7
4.5
7.3
12.5 10
7
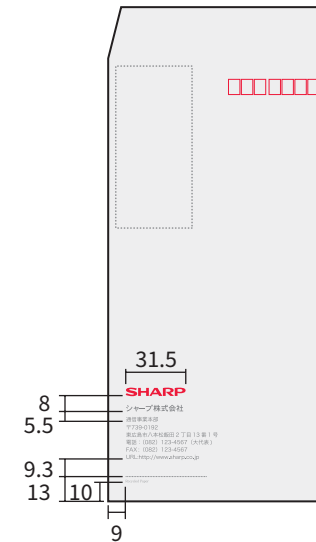
(Unit: mm)

C02-03-01 Envelopes/Electronic Letterheads/ Envelopes-3

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.

■ If the designated font cannot be used, a similar font will be utilized.

For global

		Square type-1 Envelopes (270 × 382)	Square type-2 Envelopes (240 × 332)	Small Envelopes (105 × 235)
Company name	Letter size (text height)	18.5pt	16.5pt	11.5pt
Address, etc.	Font	Arial Regular		
	Letter size	12pt	10.5pt	8pt
	Line feed	18pt	16pt	11pt
BY AIR MAIL	Font	Arial Bold		
	Letter size	36pt	32pt	19pt

Square type-1 Envelopes (270 × 382)

Sharp red color

Letter color: Gray (PANTONE 425U)

27　72
30
13
8

SHARP

SHARP CORPORATION
1, TAKUMI-CHO, SAKAI-KU, SAKAI-SHI
OSAKA 590-8522, JAPAN

BY AIR MAIL

14.5

27

Letter color: Gray (PANTONE 425U)

(Unit: mm)

Square type-2 Envelopes (240 × 332)

24　64
26
11
7

SHARP

SHARP CORPORATION
1, TAKUMI-CHO, SAKAI-KU, SAKAI-SHI
OSAKA 590-8522, JAPAN

BY AIR MAIL

13

24

Small Envelopes
(105 × 235)

14　40
18
8
5

SHARP

SHARP CORPORATION
1, TAKUMI-CHO, SAKAI-KU, SAKAI-SHI
OSAKA 590-8522, JAPAN

BY AIR MAIL

9

14

C02-03-01 Envelopes/Electronic Letterheads/ Envelopes-4

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.
■ If the designated font cannot be used, a similar font will be utilized.

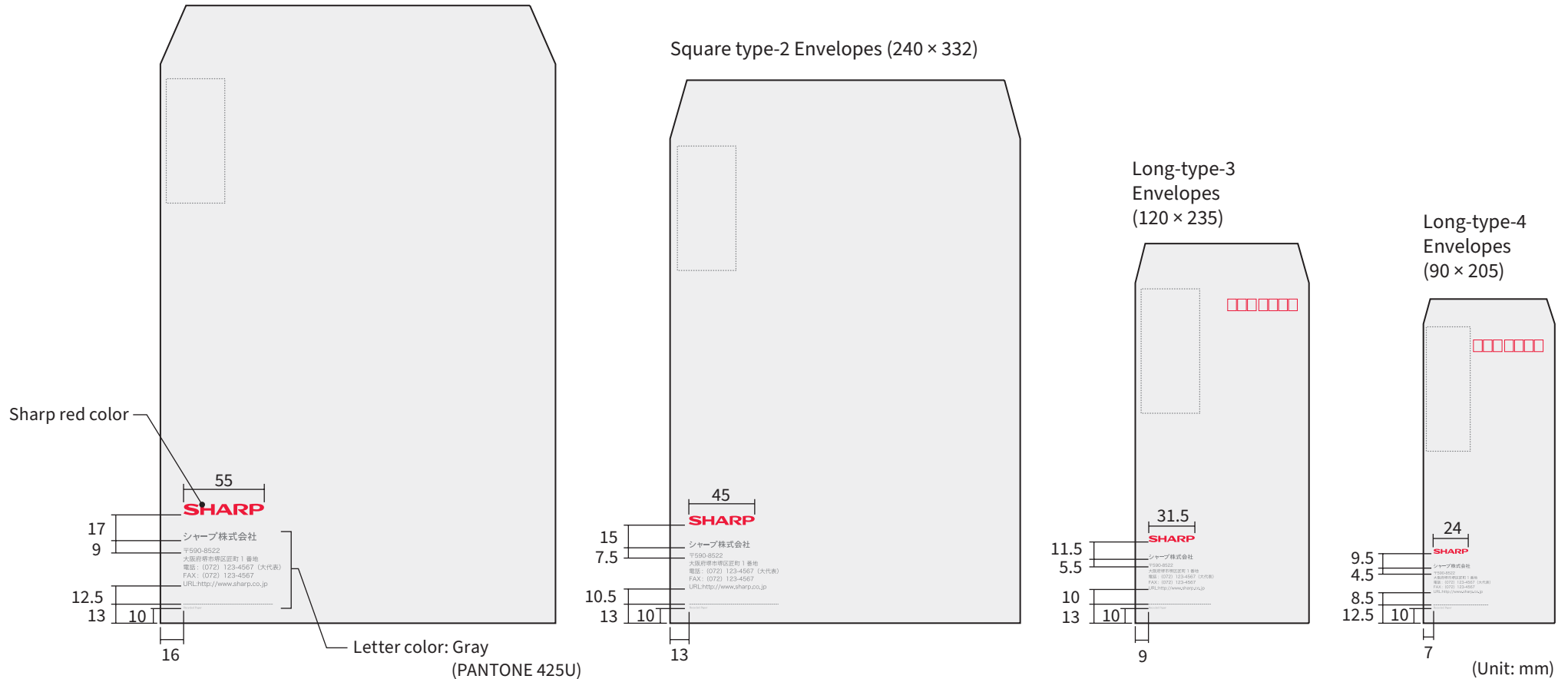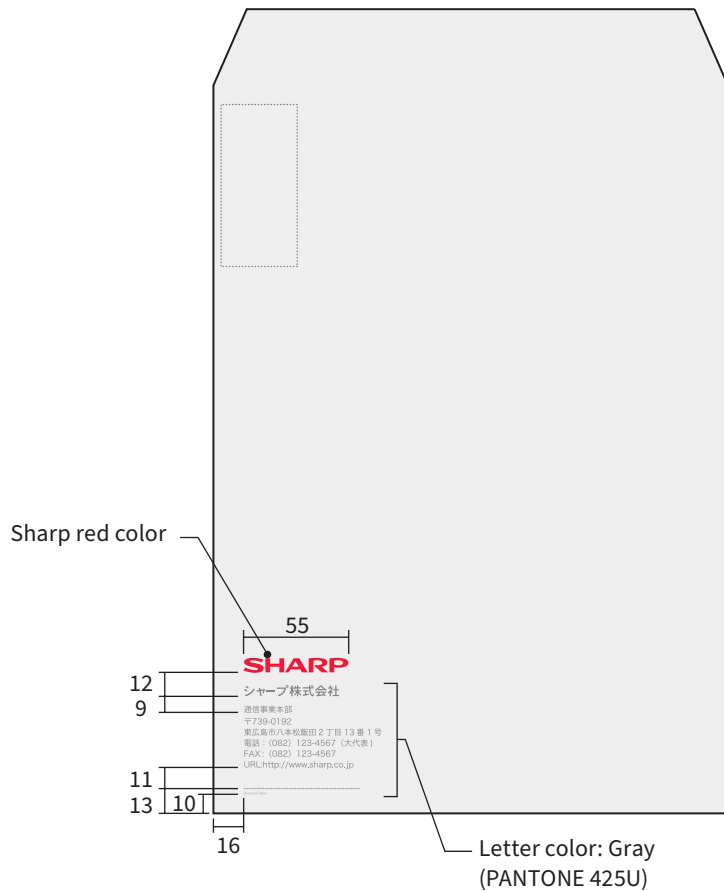Envelopes with one window (105 × 235)

BU name display type

6
8.5

4.3   4.3

支払明細書在中

Frame line thickness: 0.35 mm
Corners: R1

料金後納 郵 便

20   12
10

Sharp red color

31.5

SHARP

シャープ株式会社

8
5.5

通信事業本部
〒739-0192　東広島市八本松飯田 2 丁目 13 番 1 号
電話：(082) 123-4567（大代表）
FAX：(082) 123-4567
URL:http://www.sharp.co.jp

9.3

······························
Recycled Paper

10   13

12

Letter color: Gray (PANTONE 425U)

(Unit: mm)

Company name	Letter size (text height)	3.3mm	
BU name/ Address – URL	Font	Hiragino Gothic W3	
	Letter size	8pt	
	Line feed (BU name and address)	12pt	11pt
	Line feed (other)	11pt	
Recycled Paper	Font	MS PMincho	
	Letter size	5.5pt	
Postage payment deferred	Font	Hiragino Gothic W3	
	Letter size	10pt	
	Line feed	12pt	
Content displayed	Font	Hiragino Gothic W3	
	Letter size	14pt	

Table header (spanning):
Envelopes with one window — BU name displayed / Company name only displayed Section name displayed

Envelope material: Kony Wrap (gray)
Kony Wrap is an opaque craft paper, so printing a pattern on the inside of the envelope is not necessary.

Company name only displayed

料金後納 郵 便

SHARP

シャープマーケティングジャパン株式会社
〒581-8585　大阪府八尾市北亀井町 3 丁目 1 番 72 号
電話：(082) 123-4567（大代表）
FAX：(082) 123-4567
URL:http://www.sharp.co.jp

······························
Recycled Paper

Section name displayed (printed)

料金後納 郵 便

31.5

SHARP

シャープマーケティングジャパン株式会社
〒581-8585　大阪府八尾市北亀井町 3 丁目 1 番 72 号
電話：(082) 123-4567（大代表）
FAX：(082) 123-4567
URL:http://www.sharp.co.jp

管理部
······························
Recycled Paper

11.5
5.5
9.3
10   13
12

C02-03-01 Envelopes/Electronic Letterheads/ Envelopes-5

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.

■ If the designated font cannot be used, a similar font will be utilized.
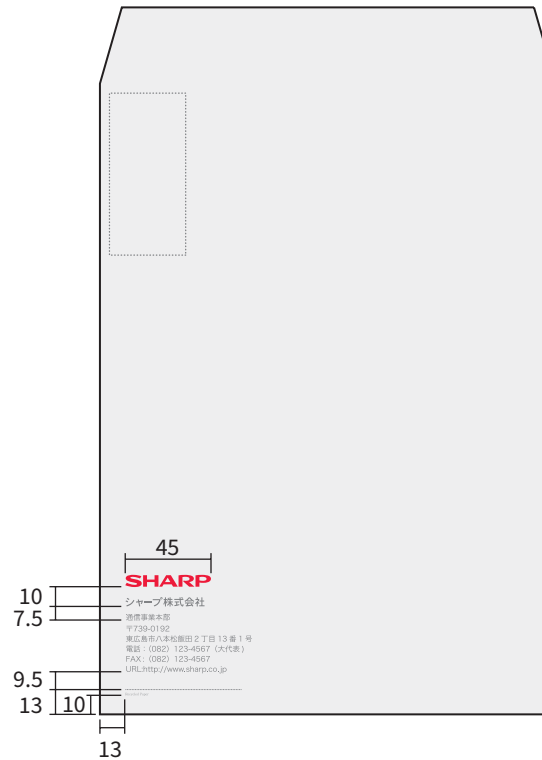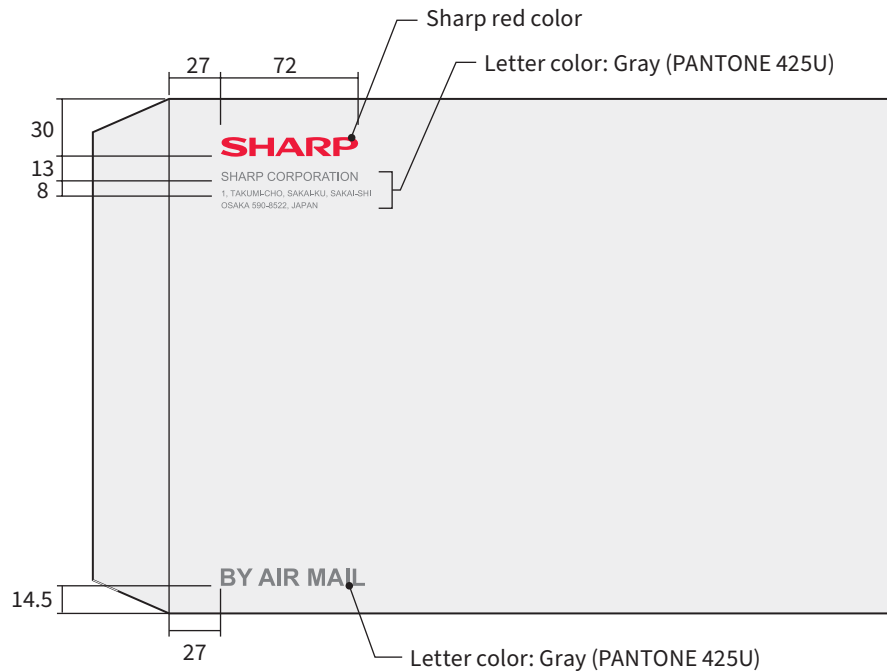
Postage payment deferred		Envelopes with two windows
	Font	Hiragino Gothic W3
	Letter size	10pt
	Line feed	12pt
Content displayed	Font	Hiragino Gothic W3
	Letter size	14pt

Envelope material: Kony Wrap (gray)
Kony Wrap is an opaque craft paper, so printing a pattern on the inside of the envelope is not necessary.

Envelopes with two windows (105 × 235)

20 12

10

料金後納
郵　便

6

8.5

請求書在中

Frame line thickness: 0.35 mm
Corners: R1

31.5

Sharp red color

SHARP

13

13

4.3 4.3

Letter color: Gray (PANTONE 425U)

(Unit: mm)

C02-03-01 Envelopes/Electronic Letterheads/ Envelopes-6

■ Create according to the following format using designated colors,sizes, fonts and displaying positions.

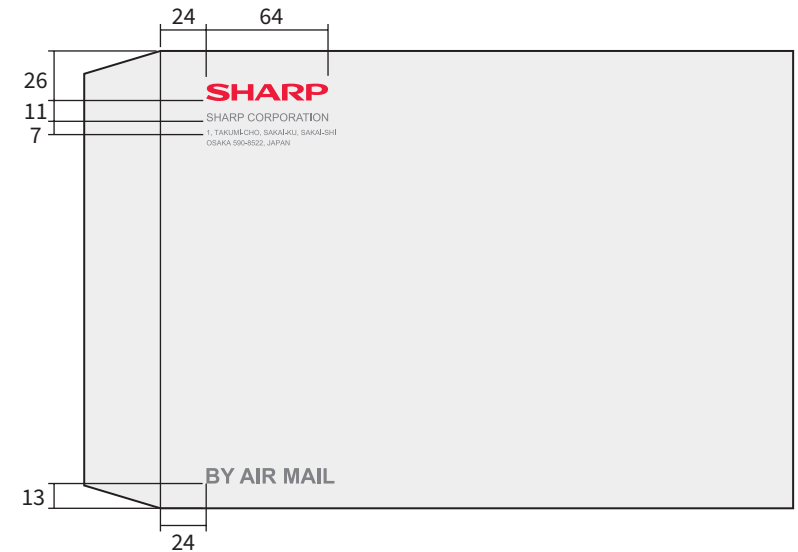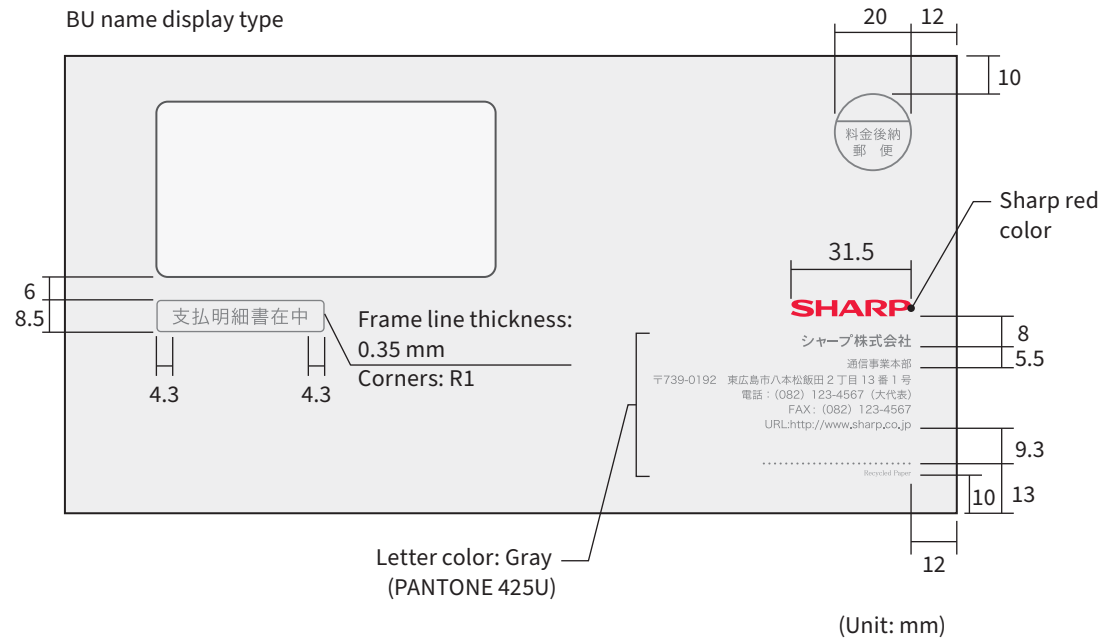■ If the designated font cannot be used, a similar font will be utilized.

		Long-type-3 Envelopes with one window	
		BU name displayed	Company name only displayed Section name displayed
Company name	Letter size (text height)	3.3mm	
Address, BU name, section name – URL	Font	Hiragino Gothic W3	
	Letter size	8pt	
	Line feed (BU name and address)	12pt	11pt
	Line feed (other)	11pt	
Recycled Paper	Font	MS PMincho	
	Letter size	5.5pt	
Postage payment deferred	Font	Hiragino Gothic W3	
	Letter size	10pt	
	Line feed	12pt	
Content displayed	Font	Hiragino Gothic W3	
	Letter size	14pt	

Envelope material: Kony Wrap (gray)
Kony Wrap is an opaque craft paper, so printing a pattern on the inside of the envelope is not necessary.

Long-type-3 Envelopes with one window

BU name display type

20　9

6

料金後納
郵　便

6
8.5

支払明細書在中

Frame line thickness: 0.35 mm
Corners: R1

4.3　　　4.3

31.5

Sharp red color

SHARP

シャープ株式会社

8

通信事業本部

5.5

〒739-0192 東広島市八本松飯田 2 丁目 13 番 1 号
電話：(082) 123-4567（大代表）
FAX：(082) 123-4567
URL:http://www.sharp.co.jp

9.3

....
Recycled Paper

10　13

9

Letter color: Gray
(PANTONE 425U)

(Unit: mm)

Company name only displayed

SHARP

シャープマーケティングジャパン株式会社
〒581-8585　大阪府八尾市北亀井町 3 丁目 1 番 72 号
電話：(082) 123-4567（大代表）
FAX：(082) 123-4567
URL:http://www.sharp.co.jp

....
Recycled Paper

Section name displayed (printed)

31.5

SHARP

シャープマーケティングジャパン株式会社

11.5

〒581-8585　大阪府八尾市北亀井町 3 丁目 1 番 72 号
電話：(082) 123-4567（大代表）
FAX：(082) 123-4567
URL:http://www.sharp.co.jp

5.5

管理部

9.3

....
Recycled Paper

10　13

9

C02-03-01 Envelopes/Electronic Letterheads/ Envelopes-7

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.
■ If the designated font cannot be used, a similar font will be utilized.
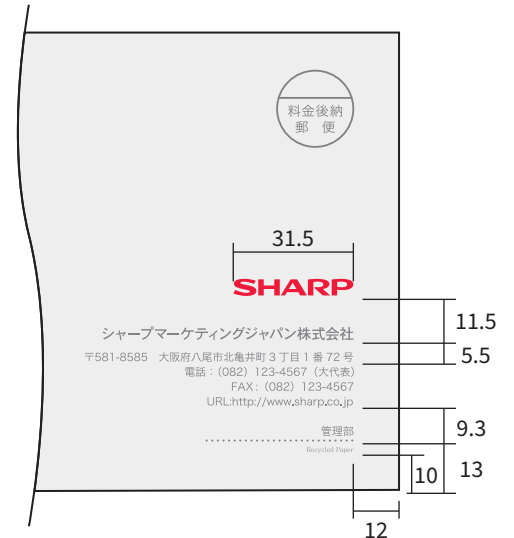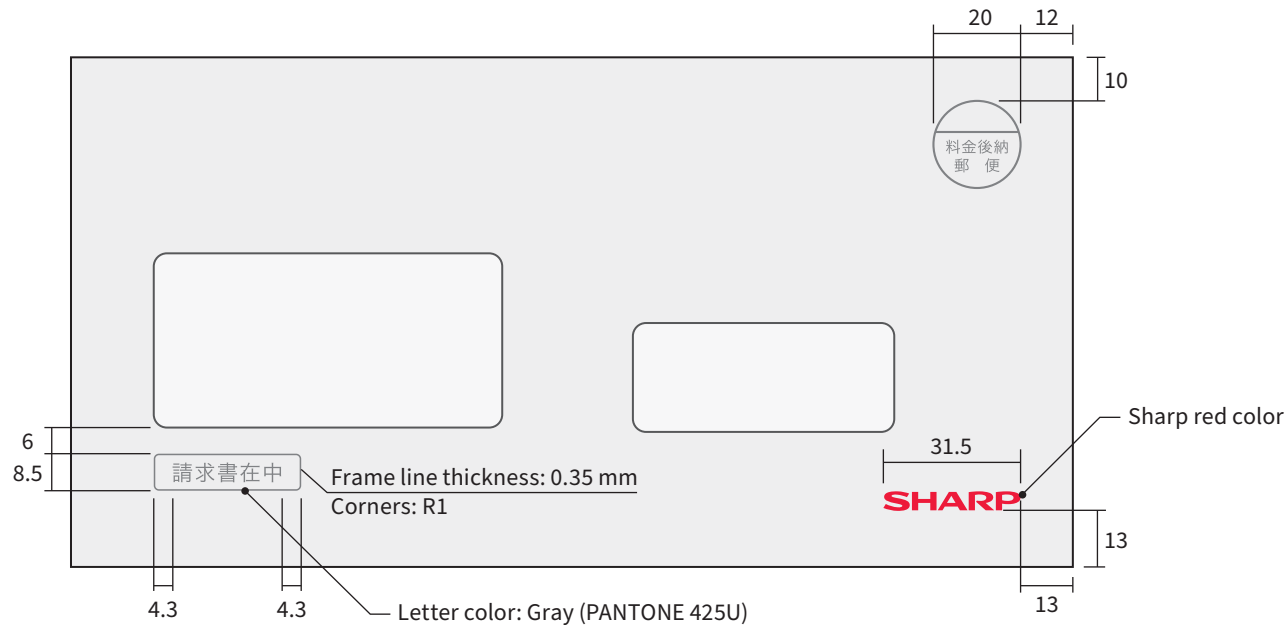
		Envelopes with two windows
Postage payment deferred	Font	Hiragino Gothic W3
	Letter size	10pt
	Line feed	12pt
Content displayed	Font	Hiragino Gothic W3
	Letter size	14pt

Envelope material: Kony Wrap (gray)
Kony Wrap is an opaque craft paper, so printing a pattern on the inside of the envelope is not necessary.

Envelopes with two windows

料金後納
郵　便

支払明細書在中

Frame line thickness: 0.35 mm
Corners: R1

20 9 6

6
8.5

4.3 4.3

Letter color: Gray
(PANTONE 425U)

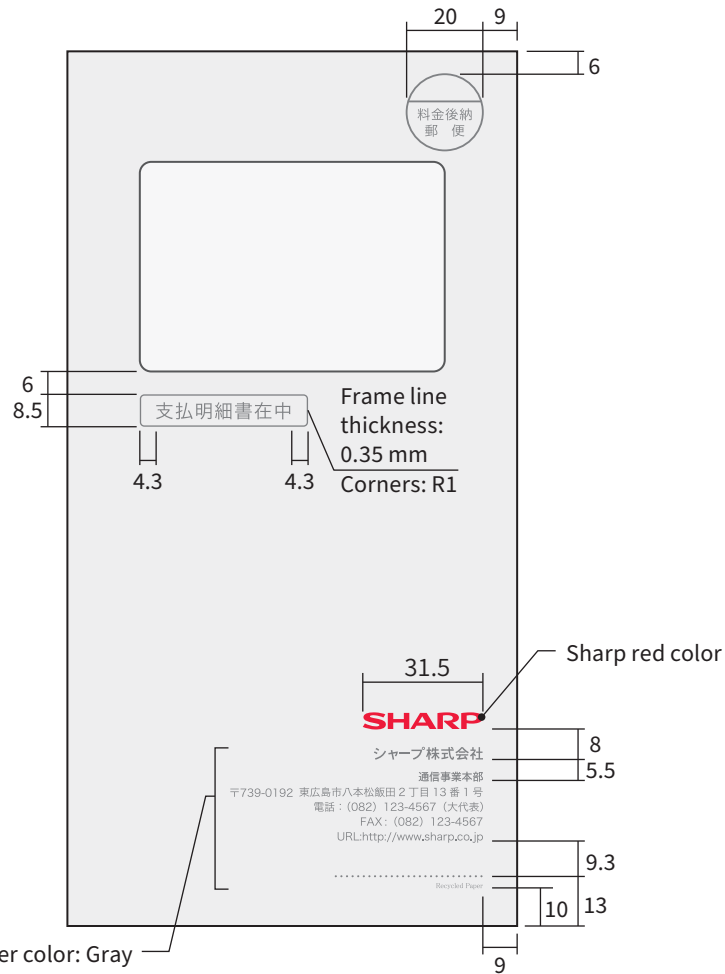Sharp red color

31.5

SHARP

13

10

(Unit: mm)

C02-03-01 Envelopes/Electronic Letterheads/ Envelopes-8

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.

■ If the designated font cannot be used, a similar font will be utilized.

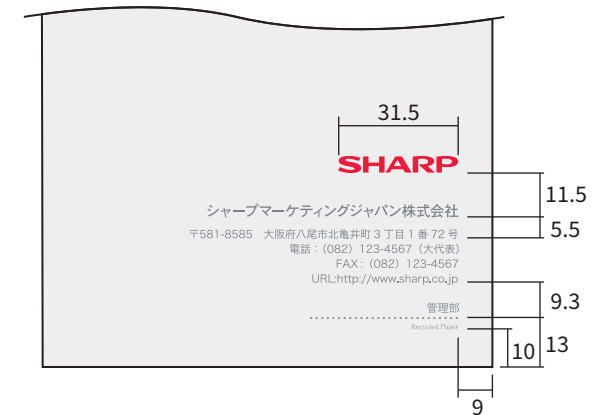|		Envelopes with one window	
		BU name displayed	Company name only displayed / Section name displayed
Company name	Letter size (text height)	4.75mm	
Address, BU name, section name – URL	Font	Hiragino Gothic W3	
	Letter size	11pt	
	Line feed	17pt	15pt
Recycled Paper	Font	MS PMincho	
	Letter size	5.5pt	
Postage payment deferred	Font	Hiragino Gothic W3	
	Letter size	10pt	
	Line feed	12pt	
Content displayed	Font	Hiragino Gothic W3	
	Letter size	14pt	

Envelope material: Kony Wrap (gray)
Kony Wrap is an opaque craft paper, so printing a pattern on the inside of the envelope is not necessary.
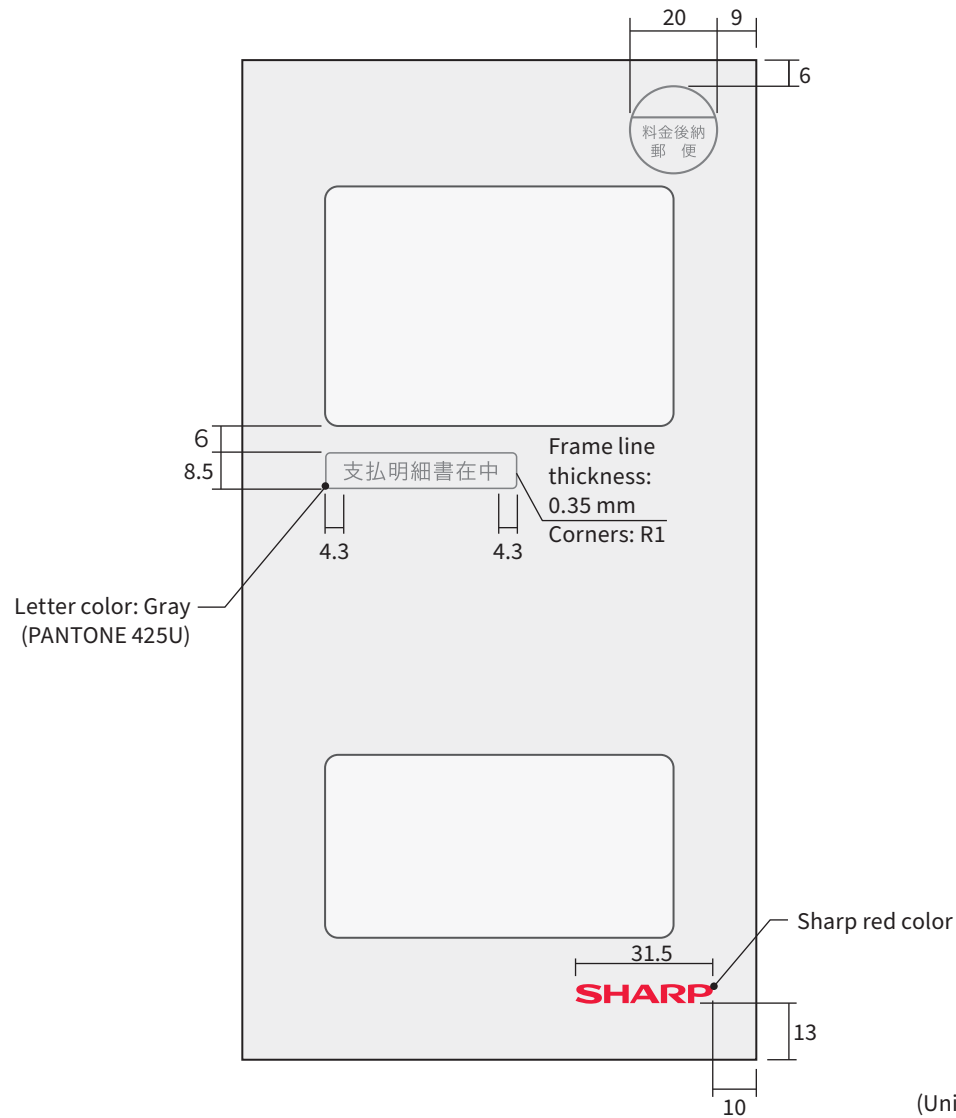
Envelopes with one window

BU name display type

20 13
11

6
8.5
支払明細書在中
Frame line thickness: 0.35 mm
Corners: R1
4.3   4.3

料金後納
郵 便

45
Sharp red color

SHARP
シャープ 株式会社 — 10
通信事業本部 — 7.5
〒739-0192 東広島市八本松飯田2丁目13番1号
電話：(082) 123-4567 (大代表)
FAX：(082) 123-4567
URL:http://www.sharp.co.jp
9.5
Recycled Paper
10 13
15

Letter color: Gray
(PANTONE 425U)

(Unit: mm)

Company name only displayed

料金後納
郵 便

SHARP
シャープマーケティングジャパン株式会社
〒581-8585　大阪府八尾市北亀井町3丁目1番72号
電話：(082) 123-4567 (大代表)
FAX：(082) 123-4567
URL:http://www.sharp.co.jp
Recycled Paper

Section name displayed (printed)

20 13
11

料金後納
郵 便

45
SHARP
シャープマーケティングジャパン株式会社 — 15
〒581-8585　大阪府八尾市北亀井町3丁目1番72号 — 7.5
電話：(082) 123-4567 (大代表)
FAX：(082) 123-4567
URL:http://www.sharp.co.jp
管理部 — 10.5
Recycled Paper
10 13
15

C02-03-01 Envelopes/Electronic Letterheads/ Envelopes-9

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.
■ If the designated font cannot be used, a similar font will be utilized.

		Rotated Envelopes with two windows
Postage payment deferred	Font	Hiragino Gothic W3
	Letter size	10pt
	Line feed	12pt
Content displayed	Font	Hiragino Gothic W3
	Letter size	14pt

Envelope material: Kony Wrap (gray)
Kony Wrap is an opaque craft paper, so printing a pattern on the inside of the envelope is not necessary.

Rotated Envelopes with two windows

20 13

11

料金後納
郵　便

6
8.5

支払明細書在中

Frame line thickness: 0.35 mm
Corners: R1

4.3   4.3

Letter color: Gray
(PANTONE 425U)

45

Sharp red color
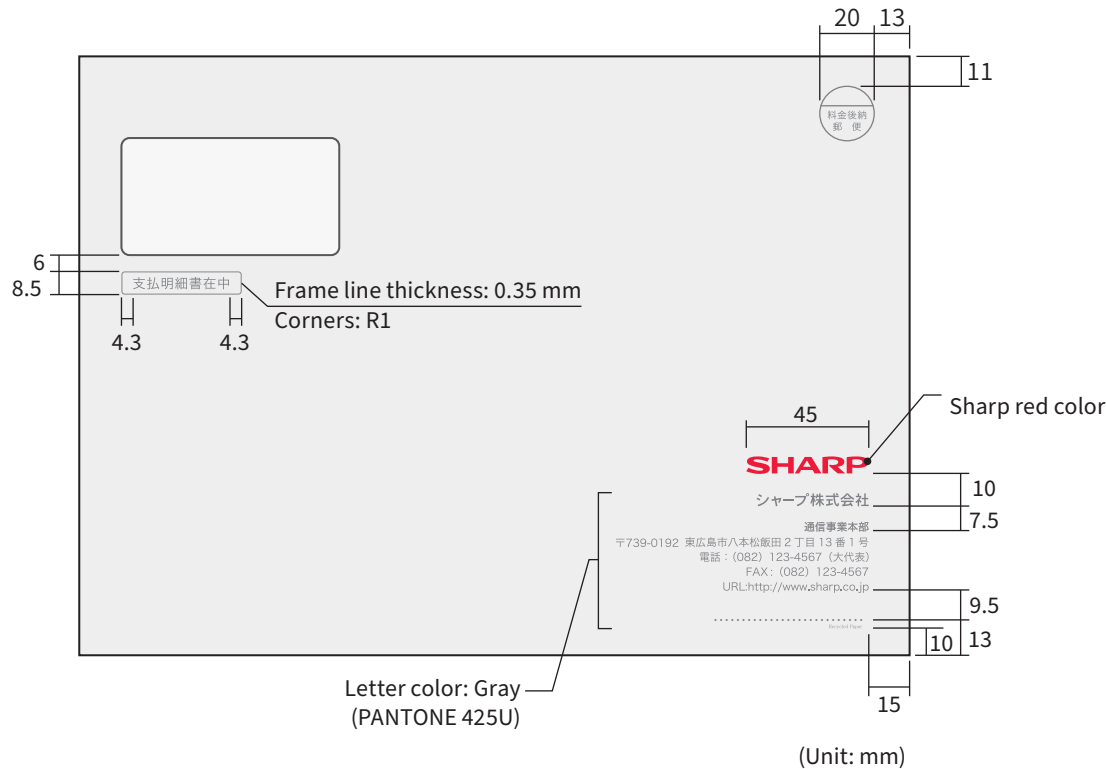
SHARP

15

17

(Unit: mm)

C02-03-01 Envelopes/Electronic Letterheads/ Envelopes-10

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.

■ If the designated font cannot be used, a similar font will be utilized.

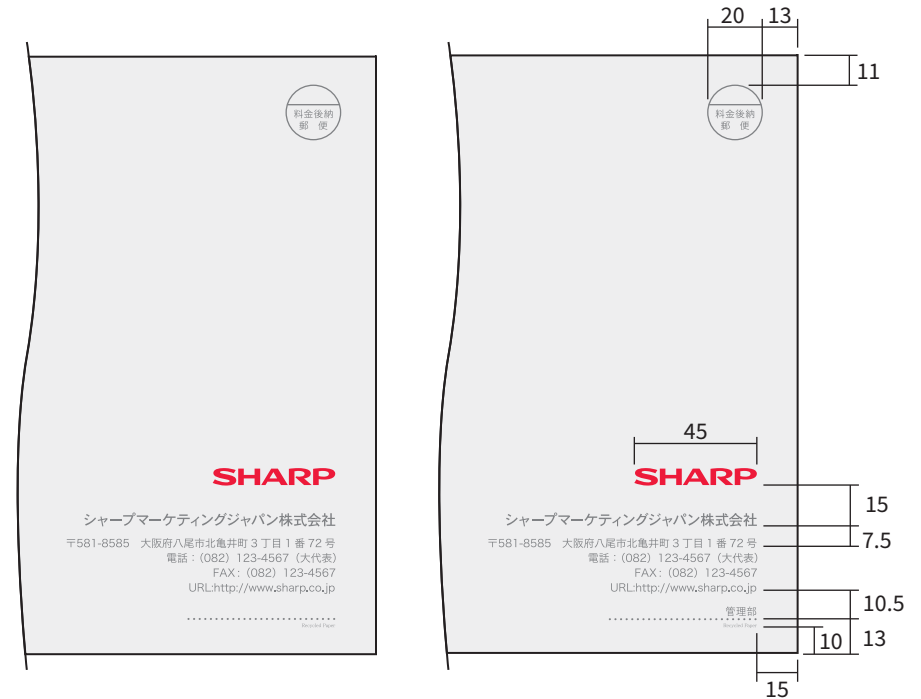|		Square type-2 Envelopes with one window	
		BU name displayed	Company name only displayed / Section name displayed
Company name	Letter size (text height)	4.75mm	
BU name/ Address - URL	Font	Hiragino Gothic W3	
	Letter size	11pt	
	Line feed (BU name and address)	17pt	15pt
	Line feed (other)	15pt	
Recycled Paper	Font	MS PMincho	
	Letter size	5.5pt	
Postage payment deferred	Font	Hiragino Gothic W3	
	Letter size	10pt	
	Line feed	12pt	
Content displayed	Font	Hiragino Gothic W3	
	Letter size	14pt	

Envelope material: Kony Wrap (gray)
Kony Wrap is an opaque craft paper, so printing a pattern on the inside of the envelope is not necessary.

Square type-2 Envelopes with one window
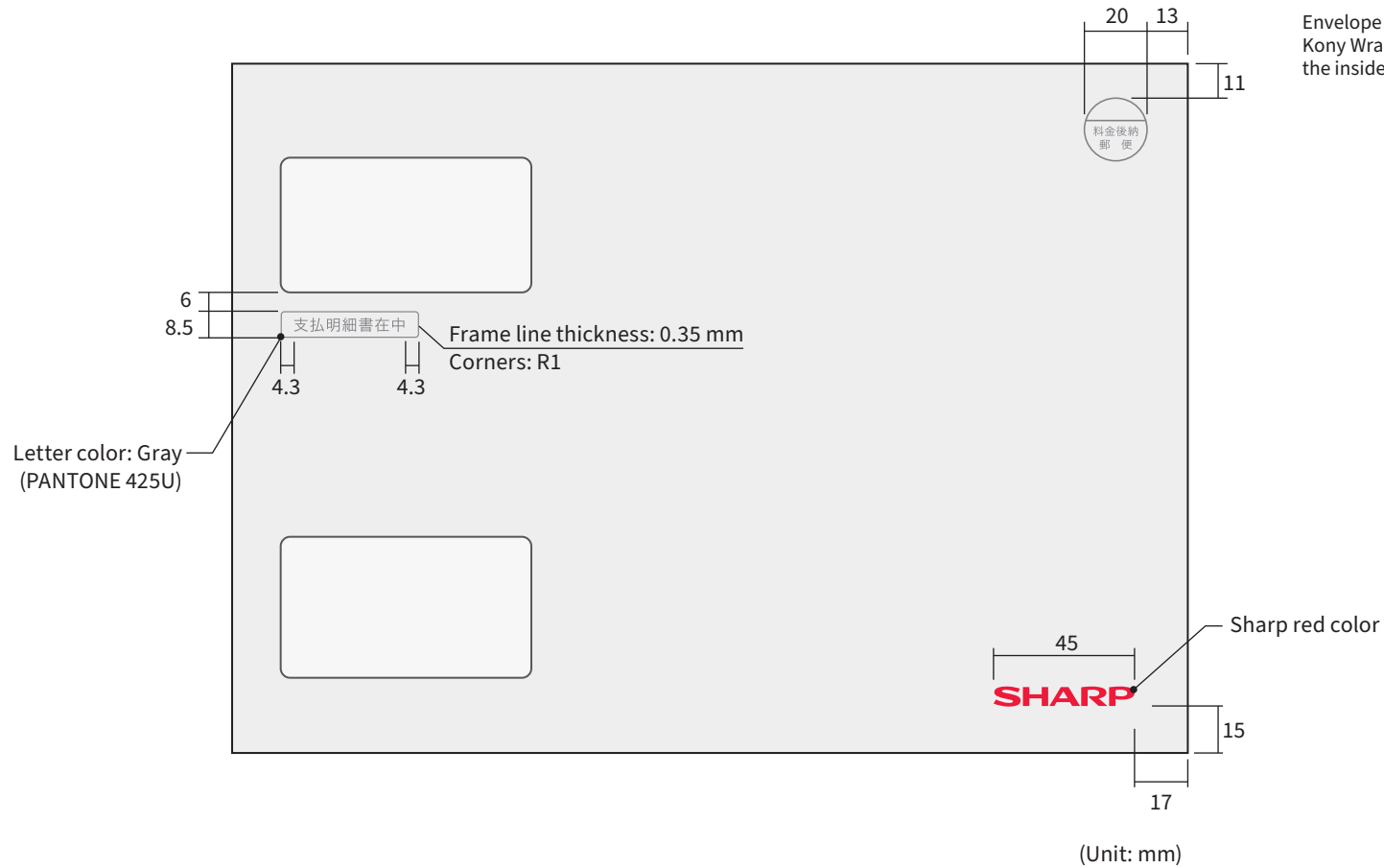
BU name display type

20 10

11

料金後納
郵　便

6
8.5

支払明細書在中

Frame line thickness: 0.35 mm
Corners: R1

4.3   4.3

Letter color: Gray
(PANTONE 425U)

Sharp red color

45

SHARP

シャープ株式会社

10

通信事業本部

7.5

〒739-0192 東広島市八本松飯田 2 丁目 13 番 1 号
電話：(082) 123-4567（大代表）
FAX：(082) 123-4567
URL: http://www.sharp.co.jp

9.5

Recycled Paper

10 13

13

(Unit: mm)

Company name only displayed

SHARP

シャープマーケティングジャパン株式会社

〒581-8585　大阪府八尾市北亀井町 3 丁目 1 番 72 号
電話：(082) 123-4567（大代表）
FAX：(082) 123-4567
URL: http://www.sharp.co.jp

Recycled Paper

Section name displayed (printed)

45

SHARP

シャープマーケティングジャパン株式会社

〒581-8585　大阪府八尾市北亀井町 3 丁目 1 番 72 号
電話：(082) 123-4567（大代表）
FAX：(082) 123-4567
URL: http://www.sharp.co.jp

15

7.5

管理部

10.5

Recycled Paper

10 13

13

C02-03-01 Envelopes/Electronic Letterheads/ Envelopes-11

■ Create according to the following format using designated colors, sizes, fonts and displaying positions.

■ If the designated font cannot be used, a similar font will be utilized.
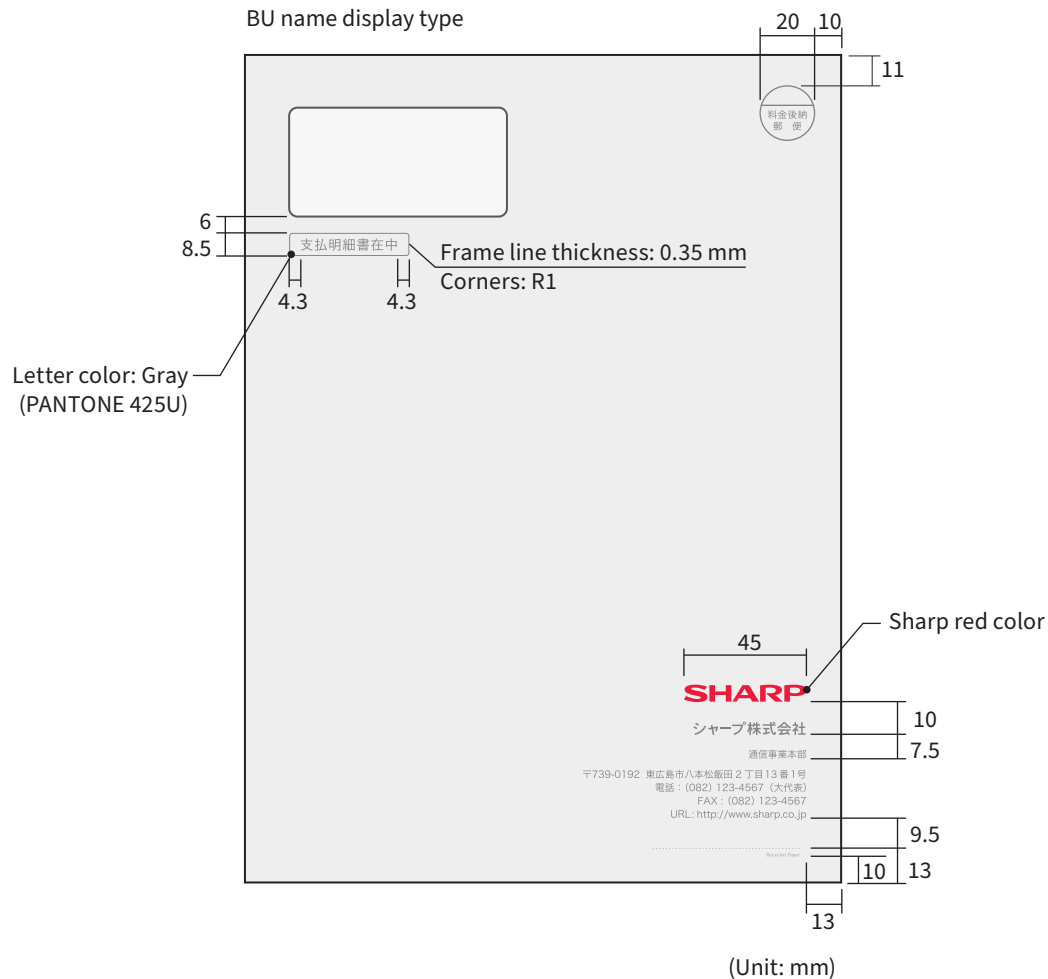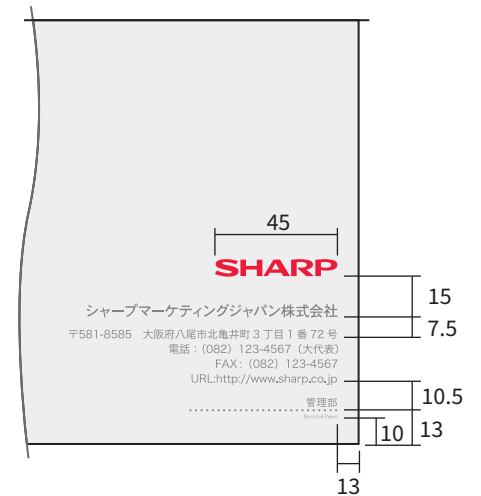
		Envelopes with two windows
Postage payment deferred	Font	Hiragino Gothic W3
	Letter size	10pt
	Line feed	12pt
Content displayed	Font	Hiragino Gothic W3
	Letter size	14pt

Envelope material: Kony Wrap (gray)
Kony Wrap is an opaque craft paper, so printing a pattern on the inside of the envelope is not necessary.
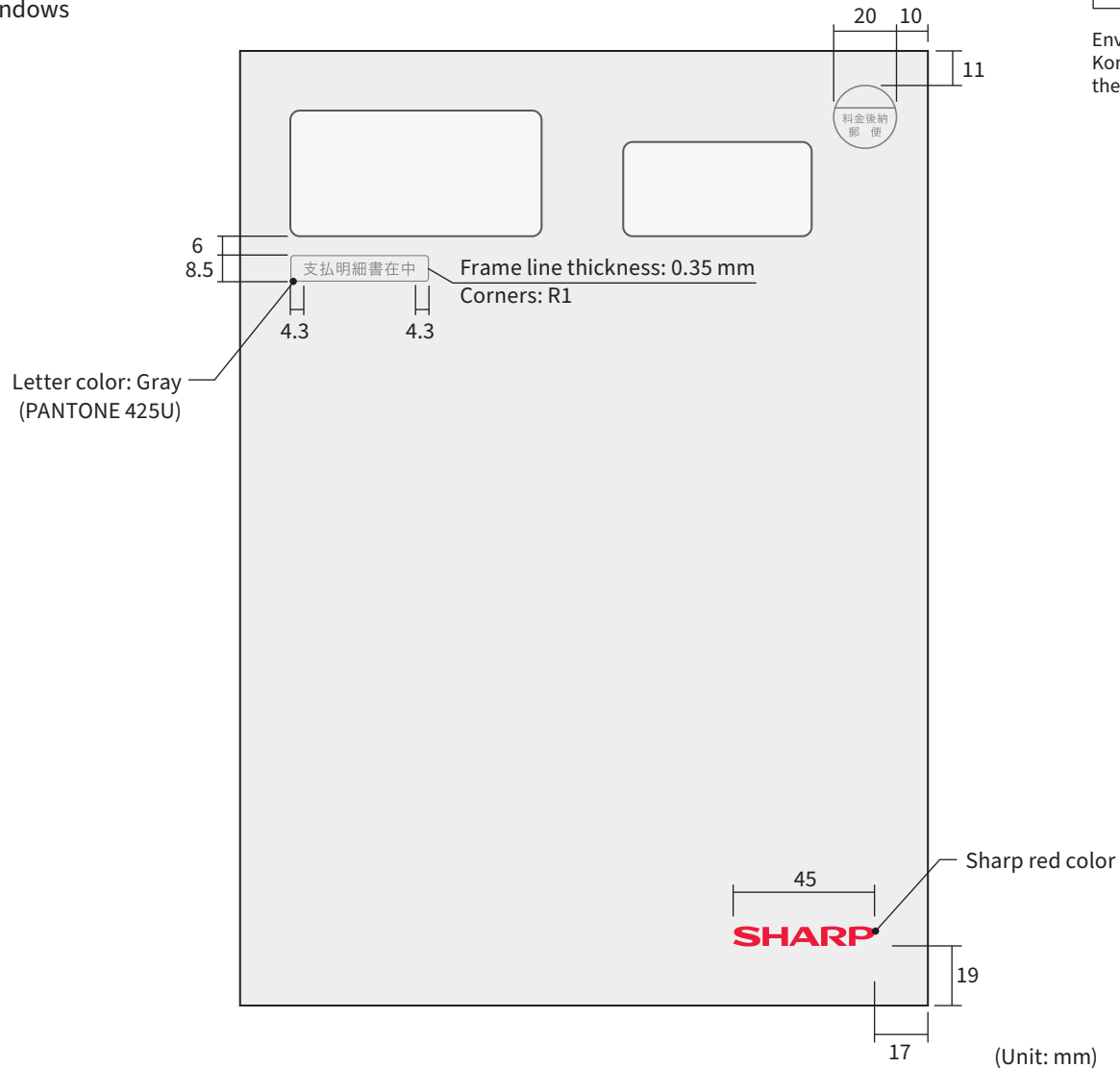
Envelopes with two windows

料金後納
郵　便

支払明細書在中

Frame line thickness: 0.35 mm
Corners: R1

Letter color: Gray
(PANTONE 425U)

Sharp red color

SHARP

(Unit: mm)

C02-03-02 Envelopes/Electronic Letterheads/ Electronic Letterheads

■ Create according to the following format, using designated colors, sizes, and display positions.

■ Content such as text and images can be freely inserted in the layout area set up in the basic format, but no changes, additions, etc., should be made in the other areas.

■ Use the specified template.
 You can download it from here.

Sharp red color (Black for single-color printing)

Align the block with date, company name, and address to the left

25   35.5   20

18

40

株式会社○○電機
営業部
鈴木太郎様

2004年12月25日
シャープ株式会社
〒545-8522
大阪市阿倍野区長池町22番22号
TEL (06) 6621-1221 (大代表)
FAX (06) 6621-1563
http://www.sharp.co.jp

人事本部
人事部

山田太郎

(Layout area)

20
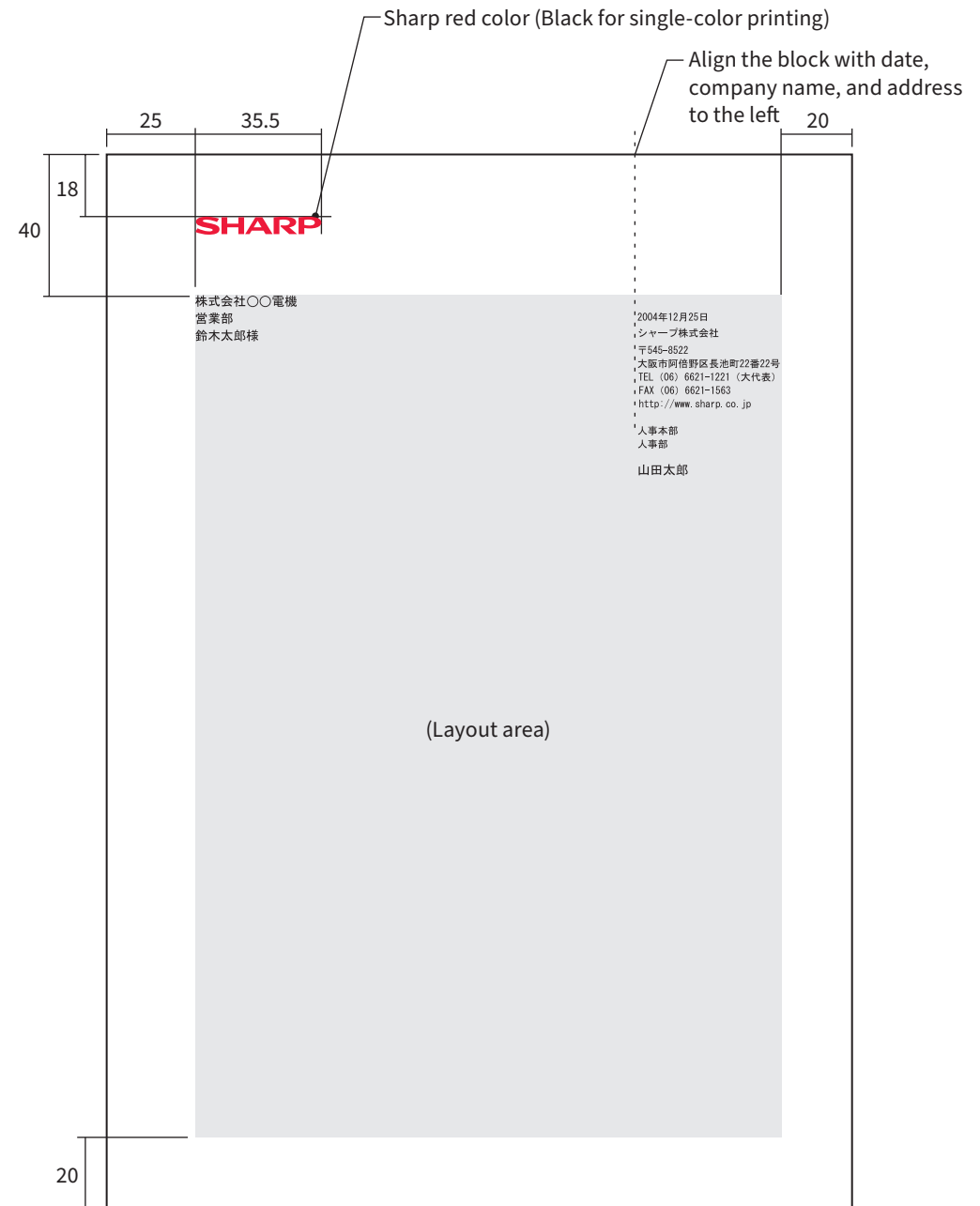
(Unit: mm)

C02-07 Other Printed Materials

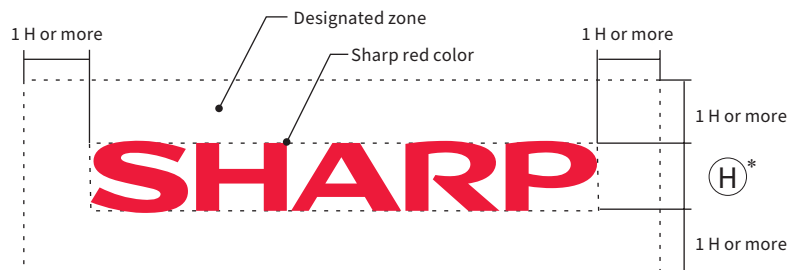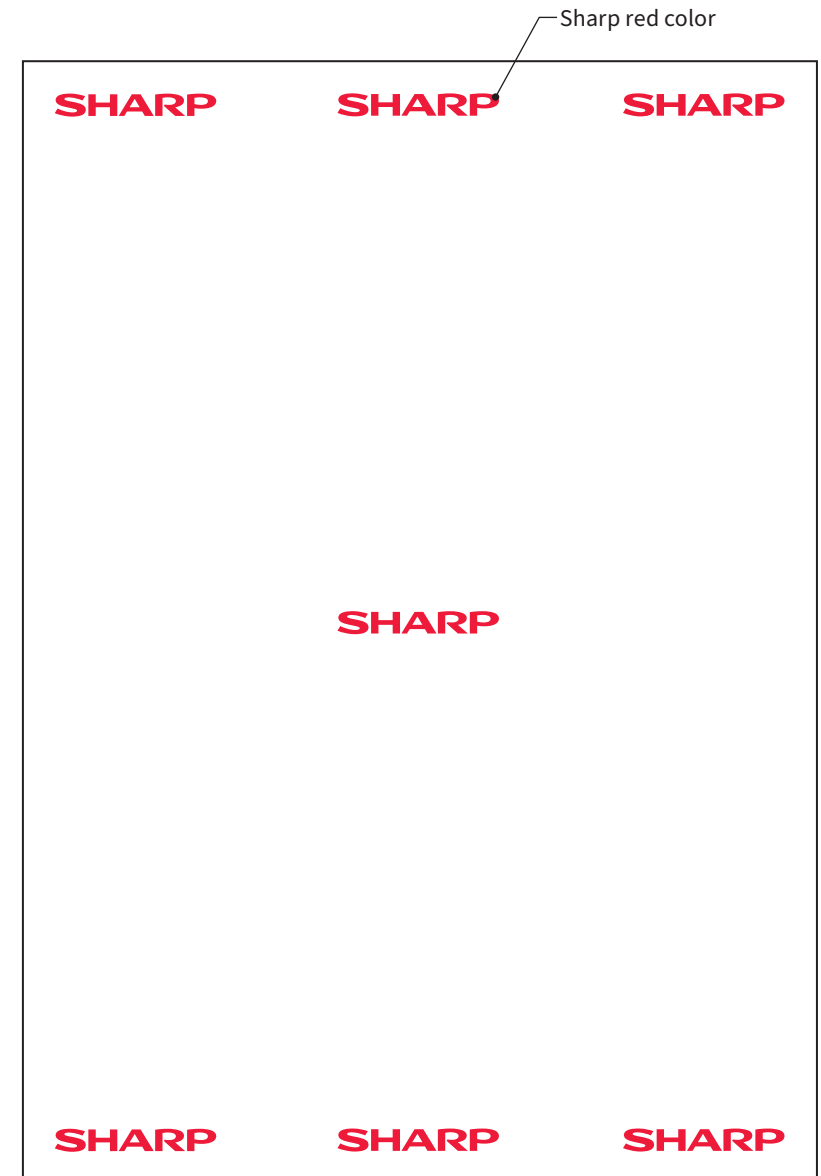■ For displaying the SHARP logo in a pamphlet for stockholders (business report), annual report, environmental report, in-house report, in-house posters, etc., choose one of the following seven positions and display it in the designated color.

• The SHARP logo should be given a more prominent position than other displays to make it conspicuous. In cases where merchandise names need to be displayed prominently, care needs to be taken over the display of the SHARP logo. It should be positioned well away from the merchandise name so that the logo can be kept independent and remain elegant.

■ Keep the space around the SHARP logo (designated zone) blank. There should be no other letters, figures, or other elements in this area.

• For the background of the SHARP logo, choose a color that creates a clear contrast to the Sharp red color.

Designated zone
Sharp red color
1 H or more
1 H or more
1 H or more
1 H or more

Ⓗ*

* The height "Ⓗ" should be equivalent in height to the vertical length of the letter "H" of the SHARP logo.

Sharp red color

C03-01 Products

■ Follow Sharp Design Standards (SDS) on R100 (old F200) when displaying SHARP logo on a product.
  Sharp Design Standards (SDS):https://secure.jp.sharp/cdc/sds/index_e.html

  Point of contact regarding display of the SHARP logo on products:
                        Corporate Design Center
                        SDS: DesignStandard@list.sharp.co.jp
                        Or, contact the design studio in the relevant BU of Sharp Corporation.
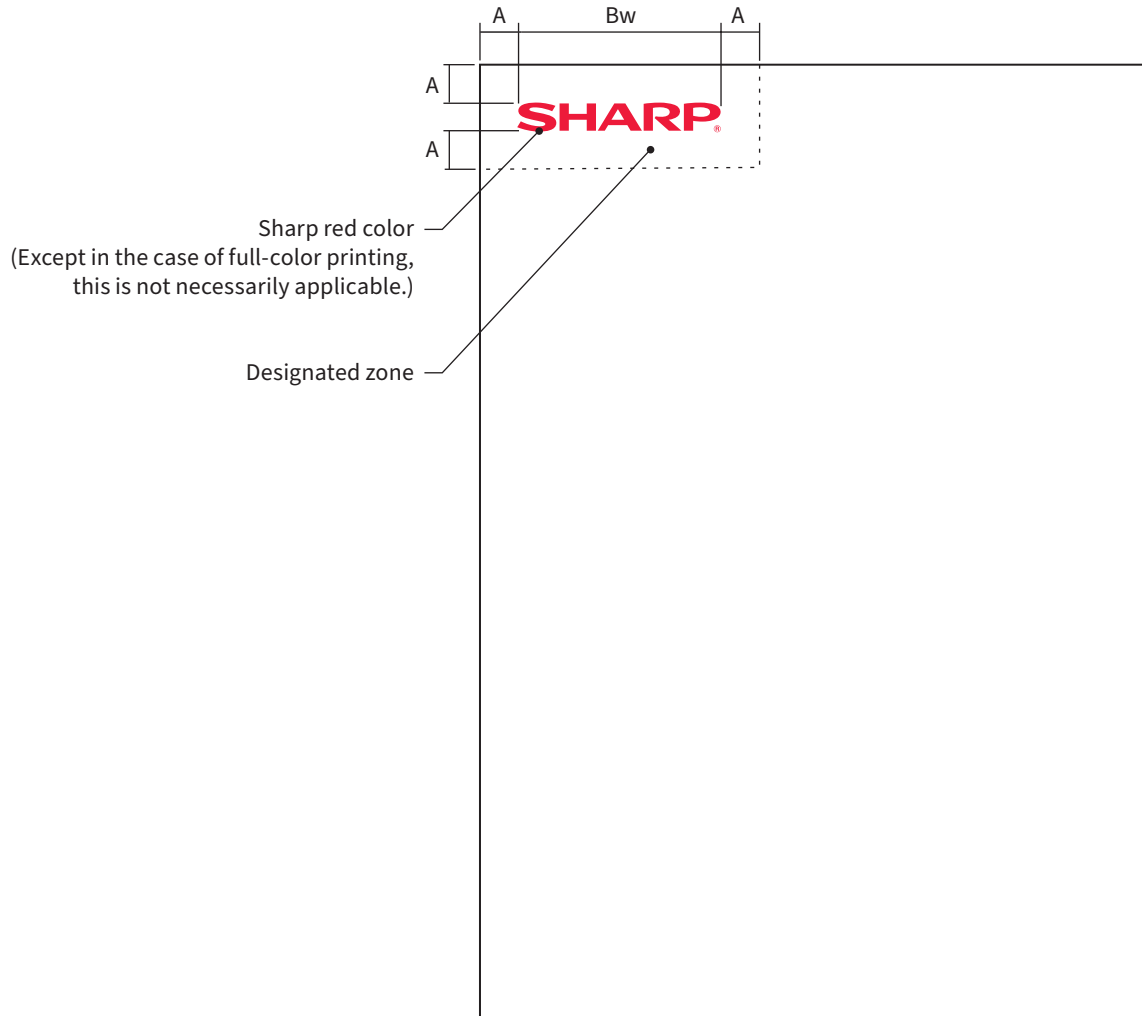
C03-02   Packages

■ For guidance on how to display the SHARP logo, please refer to the SHARP Logo (Trademark) Display Manual.

■ For guidance on layout of the SHARP logo on packages, please refer to the SHARP Package Design Manual.
    URL: https://secure.jp.sharp/cdc/new_pack/

C03-03   Instruction Manuals

■ The instruction manual should be produced in line with the following format, using designated colors, sizes, fonts, and display positions.

A4/B5/A5/B6/ One leaf

Sharp red color
(Except in the case of full-color printing,
this is not necessarily applicable.)

Designated zone

• Keep the space around the SHARP logo (designated zone) blank. There should be no other letters, figures, or other elements in this area.
• Refer to the "Quality and Reliability Guidelines / Design Section - Items to be included in the User Manual" for details (Japanese text only).
URL: https://x.gd/ttnOx

Size of instruction manual	A4	B5	A5	B6	A6
Width of trademark Bw	63	63	50	40	31.5
Peripheral clearance A	12	12	10	8	6

(Unit: mm)

C04-01 TV Commercials, Demo Software, Web Video, etc.

■ When using in combination with "SHARP/Be Original.," refer to the "Be Original." Display Manual.

■ Use the prescribed SHARP logo and brand campaign slogans for the first cut and ending cut of TV commercials.

First cut

SHARP

• Use the Sharp red color or the reverse for the display color of the SHARP logo.
• Take approximately 1/3 of the title buffer frame as the standard for the size to be used.
• Display position should be either at the upper left or the upper right.
• Select a background color for the SHARP logo that provides a clear contrast to the SHARP logo.

▼

▼

Ending cut

• The designated options A or B below are allowed for use for the ending cut.

SHARP

A. Animated logo

• Sound: Yes/ No
• Registered trademark(®): Yes/ No

SHARP

B. Still image logo

• Registered trademark(®): Yes/ No

• Use the designated master tape for the ending cut. Also, follow the master tape for the count of the seconds. The data must not be altered.
• Only the minimum required information, such as the URL, is allowed to be shown along with the SHARP logo.
• Delete sound from the designated master tape when using "No Sound."
• Where an ending is not required for software,etc., the ending can be deleted.

C04-03-03 Sales Promotion Materials/Leaflets

■ On leaflets, fliers, and handouts, display the SHARP logo at the upper left or the upper right, using the designated colors.

• The SHARP logo should be given a more prominent position than other displays to make it conspicuous. In cases where merchandise names need to be displayed prominently, care needs to be taken over the display of the SHARP logo. It should be positioned well away from the merchandise name so that the logo can be kept independent and remain elegant.

Objects (Examples)

• News of new products	• Fliers	• Handouts
• Posters in shop windows	• Direct mailings	

■ Keep the space around the SHARP logo (designated zone) blank.
  There should be no other letters, figures, or other elements in this area.

• For monochromatic manuscripts, follow the above rules for display positions, sizes, and designated zones.
• With upper right placement, the designated zone is the same.
• For the background of the SHARP logo, choose a color that creates a clear contrast to the Sharp red color.

Upper left — SHARP — Sharp red color
Upper left — SHARP — Upper right
SHARP — Upper right

Designated zone
Sharp red color
1 H or more
1 H or more
1 H or more

SHARP

Ⓗ*

1 H or more

* The height "Ⓗ" should be equivalent in height to the vertical length of the letter "H" of the SHARP logo.

C04-03-04 Sales Promotion Materials/Leaflets

■ Display the SHARP logo at the upper left position, using the designated colors.
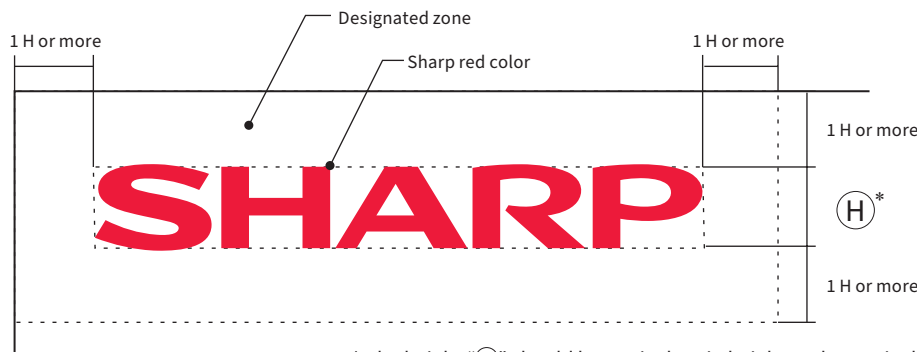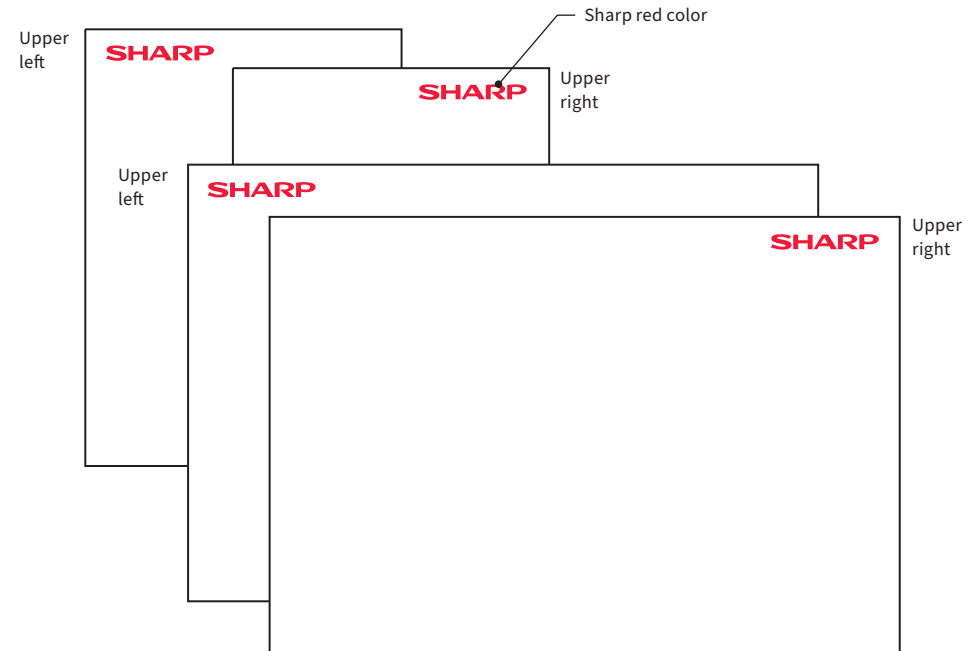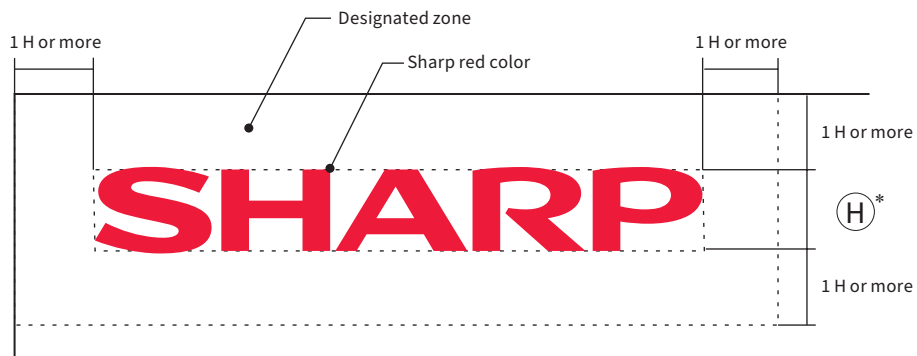
- The SHARP logo should be given a more prominent position than other displays to make it conspicuous. In cases where merchandise names need to be displayed prominently, care needs to be taken over the display of the SHARP logo. It should be positioned well away from the merchandise name so that the logo can be kept independent and remain elegant.

■ Keep the space around the SHARP logo (designated zone) blank. There should be no other letters, figures, or other elements in this area.

- For the background of the SHARP logo, choose a color that creates a clear contrast to the Sharp red color.

Sharp red color

Upper left

1 H or more

Designated zone

Sharp red color

1 H or more

1 H or more

(H)*

1 H or more

* The height "(H)" should be equivalent in height to the vertical length of the letter "H" of the SHARP logo.

C04-03-05 Sales Promotion Materials/Brochures

■ In displaying the SHARP logo in sales promotion proposals, seminar texts, in-house media, or other similar documents, choose one of the following seven positions shown to the right, and use the designated colors.

• The SHARP logo should be given a more prominent position than other displays to make it conspicuous. In cases where merchandise names need to be displayed prominently, care needs to be taken over the display of the SHARP logo. It should be positioned well away from the merchandise name so that the logo can be kept independent and remain elegant.
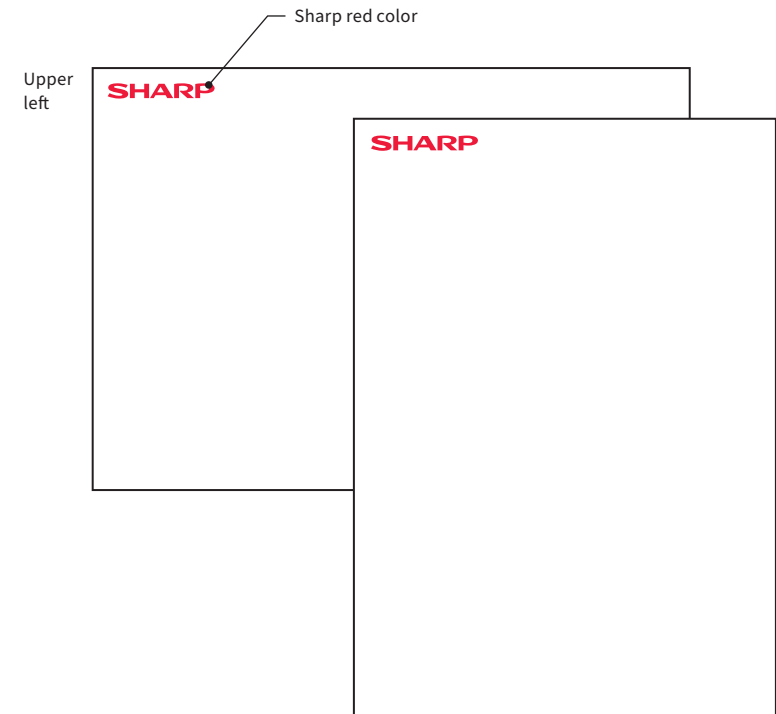
Objects (Examples)

• Object text • Sales promotion proposals • Periodicals

■ Keep the space around the SHARP logo (designated zone) blank.
There should be no other letters, figures, or other elements in this area.

• For the background of the SHARP logo, choose a color that creates a clear contrast to the Sharp red color.

Sharp red color

1 H or more

Designated zone

1 H or more

Sharp red color

1 H or more

SHARP

Ⓗ *

1 H or more

* The height "Ⓗ" should be equivalent in height to the vertical length of the letter "H" of the SHARP logo.

C04-03-06 Sales Promotion Materials/Display Tables, POP Items, and Other Sales Promotion Items

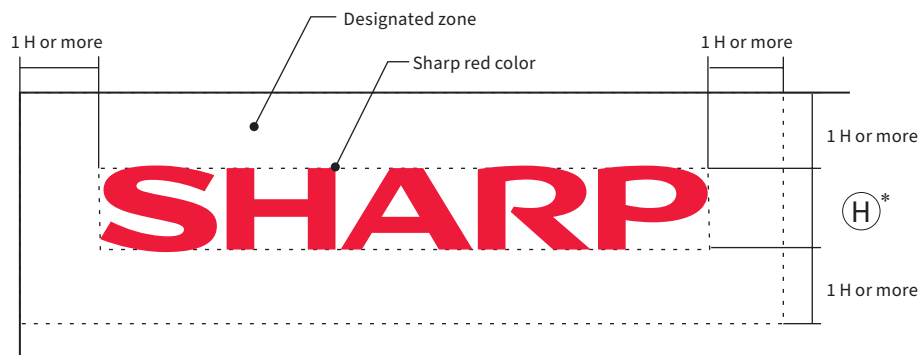■ Create the SHARP logo with the designated colors and display positions.

• The SHARP logo should be given a more prominent position than other displays to make it conspicuous. In cases where merchandise names need to be displayed prominently, care needs to be taken over the display of the SHARP logo. It should be positioned well away from the merchandise name so that the logo can be kept independent and remain elegant.
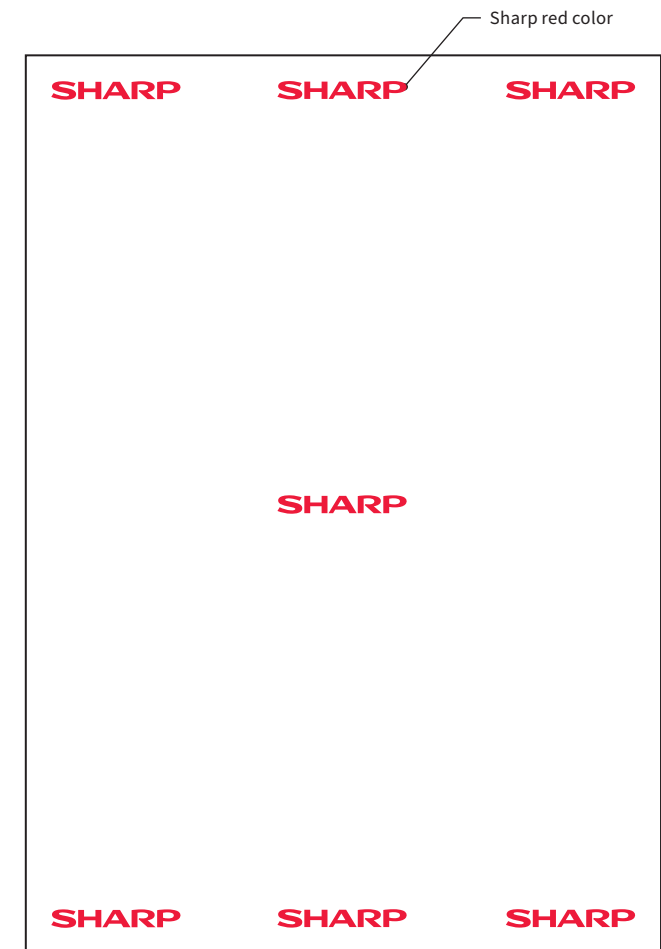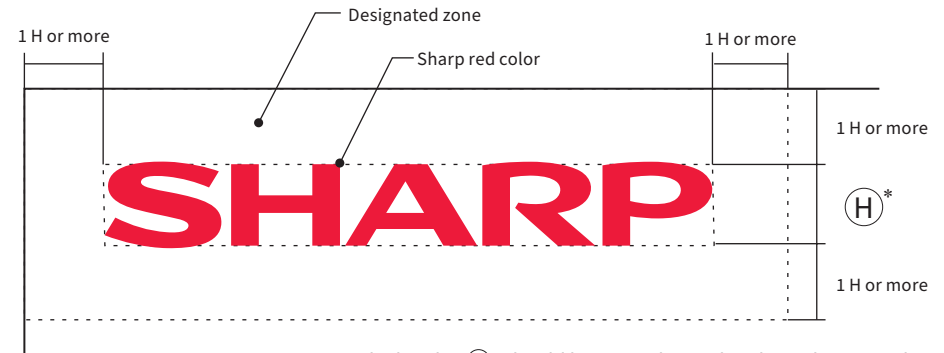
■ Keep the space around the SHARP logo (designated zone) blank. There should be no other letters, figures, or other elements in this area.

• For the background of the SHARP logo, choose a color that creates a clear contrast to the Sharp red color.

Designated zone
Sharp red color
1 H or more

* The height "H" should be equivalent in height to the vertical length of the letter "H" of the SHARP logo.

■ Display the SHARP logo as follows when it is used on objects which are vertically long.

• Depending on the customs of the country or region, the practices of other companies, etc. display by turning the SHARP logo vertically with the letter "S" from the top or bottom.
• Please ensure that the logo are aligned in the same direction when displaying in the same area (space, material, etc).

• Even when oriented vertically, ensure that there is blank space (designated zone) around the logo.

Display example
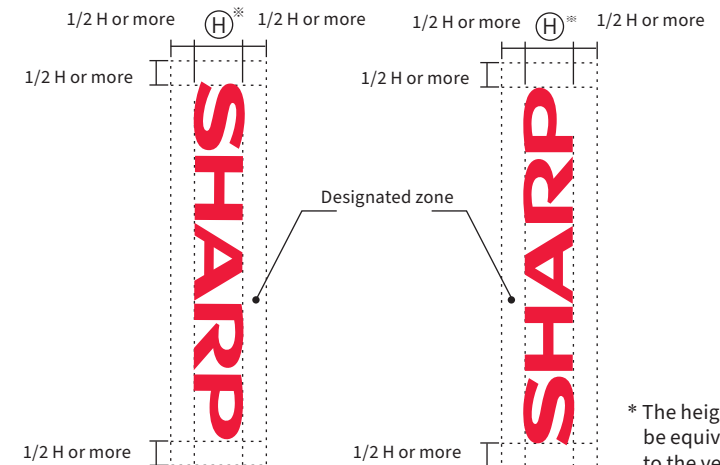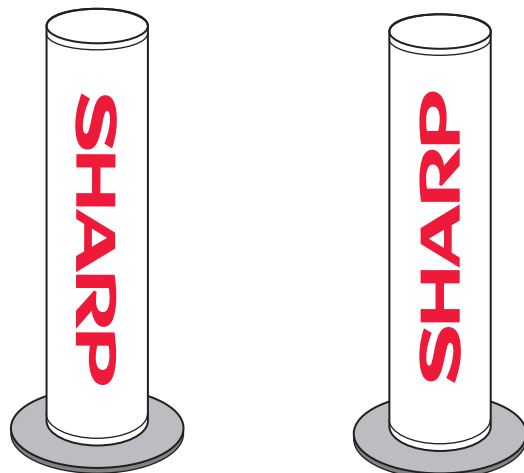
1/2 H or more   H   1/2 H or more   1/2 H or more   H   1/2 H or more
1/2 H or more   1/2 H or more
Designated zone
1/2 H or more   1/2 H or more

* The height "H" should be equivalent in height to the vertical length of the letter "H" of the SHARP logo.

C04-03-07 Sales Promotion Materials/In-store Signage

■ As a rule, use the Sharp red color for the SHARP logo on storefront signage or in-store signage.

- Choose a background color (preferably white) that creates a clear contrast to the SHARP logo in order to ensure visibility.
- Ensure that the other display elements are not too close to the SHARP logo. The SHARP logo should be separated from any display elements in order to maintain its distinctive and elegant appearance.

Sharp red color

SHARP

■ However, if it is necessary to use a dark background color due to unavoidable reasons, the combination of the Sharp red color for the background and white for the SHARP logo is allowable.

White   Sharp red color

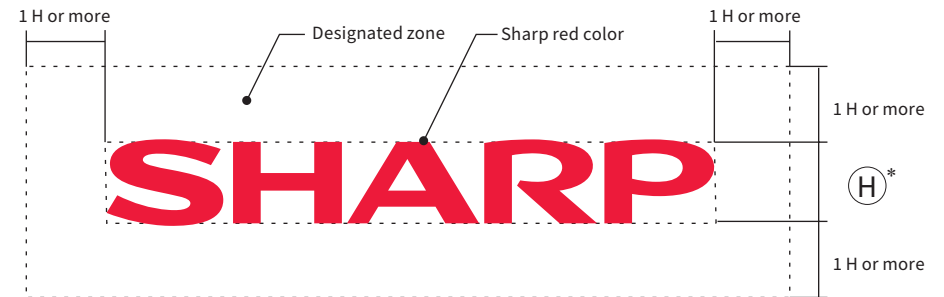**SHARP**

C04-04 Shows/Show Rooms/Show Windows/Events

■ Create the SHARP logo with the designated colors and display positions.

  • The SHARP logo should be given a more prominent position than other displays to make it conspicuous. In cases where merchandise names need to be displayed prominently, care needs to be taken over the display of the SHARP logo. It should be positioned well away from the merchandise name so that the logo can be kept independent and remain elegant.

■ Keep the space around the SHARP logo (designated zone) blank.
  There should be no other letters, figures, or other elements in this area.

  • Choose a background color that creates a clear contrast to the SHARP logo in order to ensure visibility.

1 H or more | Designated zone | Sharp red color | 1 H or more

1 H or more

(H)*

1 H or more

* The height "(H)" should be equivalent in height to the vertical length of the letter "H" of the SHARP logo.

■ When displaying a three-dimensional SHARP logo at an exhibition or other shows, create it according to the specifications below.

When wall-mounted

A | A
A
(A)*
A

Designated zone

When suspended

A | A
A/2
(A)*
A

Designated zone

* The height "(A)" should be equivalent in height to the vertical length of the letter "A" of the SHARP logo.

Logo thickness

The logo thickness should be 1/5 the height of the letter "A". The edge color should be metallic silver.

Height of the letter "A" = A

Thickness = A/5

Proportional image

History of revisions

Ver.	Date	Revised content	Division in charge of revisions
1	2022.05	SHARP Logo (Trademark) Display Manual established	**Brand Strategy Division**
2	2023.04	Addition of confidentiality notice for external use. Addition of confidentiality notice mark for external use. Addition of notation for English company name description. Change of department name for inquiries about the company flag.	**Brand Strategy Division**
3	2024.05	Update of Trademark registration display description. Addition of Munsell number for SHARP Red. Update of surrounding margin description. Update of prohibited cases. Update of department names. Addition of guidelines for 3D representations. Update of guidelines for vertical display of SHARP logo. etc.	**Corporate Brand Promotion Division**
4	2024.06	Update on the logo display rule for the vertical use	**Corporate Brand Promotion Division**
5	2024.09	Update of department names	**Corporate Brand Strategy Division**