

Rules for the Use of SHARP Logo

Sharp Corporation

SHARP logo (“Logo”) is the registered trademark or the trademark of Sharp Corporation (“Sharp”). Please do not use the Logo without Sharp’s consent and do not file trademark application(s) involving the Logo. When you use the Logo, please use logo data as provided by Sharp. In addition, please make sure to be in compliance with the shape and color of the Logo as well as the space around the Logo (designated zone) as provided below. Please refer to the examples of prohibited usage and do not use the Logo like in the ways in the examples of prohibited usage.

Color of the SHARP logo

SHARP

■ Sharp red

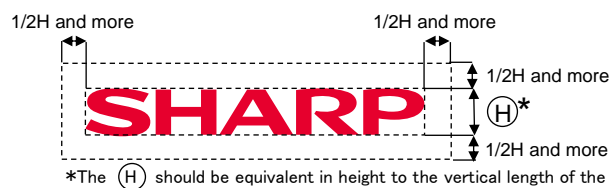
Sharp red should be used for the color of the SHARP logo to create a corporate image.

Screen display color: RGB value - R:230 C:0 B:13
Print colors: (Special color) PANTONE 186C
(Sorted colors) CMYK value -C0, M100, Y80, K0

- 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.”
- 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.

Space around the SHARP logo (designated zone)

So as not to spoil the independence and quality of the SHARP logo, don’t display any indication or figures in the blank space (designated zone) of the SHARP logo.



Examples of prohibited usage

The following ways of using the SHARP logo are prohibited.

Don't expand the space between letters.

SHARP

Don't narrow the space between letters.

SHARP

Don't expand letters.

SHARP

Don't elongate letters.

SHARP

Don't use italic letters.

SHARP

Don't divide letters.

SHARP

Don't print in the shape of an arch.

SHARP

Don't insert pattern.

SHARP

Don't put letters or figures in the designated zone

SHARP
SYSTEM

Don't shade letters.

SHARP

Don't make it a solid structure.

SHARP

Don't use the logo in a series of words.

trade mark is SHARP