**G Mark Usage Guidelines**

**G Mark**

In Japan, every type of the combinations of the system mark and the logotypes, from type A to L, is available as an official logo. These can be printed on various materials. Please choose accordingly according to the intended use. Preparation and position of the symbol G Mark and the logotypes must be kept as the posted types. The use of the reversed mark cannot be ignored in basically all kinds even in Japan. Regarding the usage of the G Mark outside of Japan, the use of the original printed mark is advisable. And the use of other typographies is limited (type E, F, G, H, K, L, etc.). Please contact with JAP.

**Available only in Japan:**

- Type A: GOOD DESIGN
- Type C: GOOD DESIGN
- Type K: GOOD DESIGN
- Type L: GOOD DESIGN

**Geographically available**

- Type A: GOOD DESIGN
- Type B: GOOD DESIGN
- Type D: GOOD DESIGN
- Type F: GOOD DESIGN
- Type H: GOOD DESIGN

**For use in Good Design Award 100 recipients**

- Type A: GOOD DESIGN AWARD 2019
- Type C: GOOD DESIGN AWARD 2019
- Type K: GOOD DESIGN AWARD 2010
- Type L: GOOD DESIGN AWARD 2010

**Prohibited examples**

- Do not change the color.
- Do not change the proportions.
- Do not make a version.
- Do not use for commercial purposes.
- Do not use for non-commercial purposes.

**Space required around the G Mark**

To avoid any interference from other graphics, the required spacing around the G Mark is defined. Please avoid any other elements within the area surrounded by the grid lines.

\[ a+b = \frac{3}{4} \times c \] (Referenced by ISO 3834; a = 100%)

**Minimum Size**

The G Mark cannot be smaller than the size shown below, in order to maintain readability.

- Type A, C, E: 8 mm
- Type B, F: 7 mm
- Type D, G, K, L: 6 mm

**Background**

Although a white background is recommended for the G Mark, in a color expression, colors other than white may also be used for the background only if the visibility of the G Mark is not lost. If the background would seriously interfere with the visibility of the G Mark, please make sure to use a white square background to maintain visibility.

**Color**

A white background is recommended for color expression. Monochrome (CMYK: R100%, G100%) and negative (highly) expressions are also available. Colors other than black for background may be used for negative expression. As an exception, gold color including gold for print may be used for the Good and Gold Award winning works.