

## **G Mark Usage Rules (GOOD DESIGN AWARD 2021)**

This Usage Rules describes the method of G Mark usage that is based on the "G Mark Usage Regulations", "G Mark Usage Guidelines" and "G Mark Usage Fee" prescribed by the Japan Institute of Design Promotion, and the matters required of the Good Design winners when they use the "G Mark". It consists of the following subject matters:

### **1) Definition of G Mark**

The design of the "G Mark" uses a square inscribed inside a circle. Dividing one side of the square into 8 makes it appear like the first letter, "G", of the phrase Good Design. This is a trademark owned by the Japan Institute of Design Promotion, the organizer of the Goode Design Award program (hereinafter referred to as the "Organizer".)

The G Mark was designed by Mr. Yusaku Kamekura in 1956, and starting 1957, in which the GOOD DESIGN AWARD system was launched, it has been used to recognize designs that have won the GOOD DESIGN AWARD.

### **2) G Mark usage**

Regarding the usage of G Mark, please comply with the "G Mark Usage Regulations", "G Mark Usage Guidelines" and "G Mark Usage Fee" prescribed by the Organizer, of which the outlines are as follows.

2-1. Award winners may login to the GOOD DESIGN AWARD Entry Site and apply for the G Mark Usage on the application page. Each award-winning entry requires an individual application. Confirming the application, the Organizer will send an invoice to the Award winner. After the payment is confirmed, the Organizer will issue a G Mark Usage Permission Certificate and send it to the winner.

2-2. If there are multiple winners of a GOOD DESIGN AWARD, any of the winners may apply. Once approved by the Organizer, other winners may also use the G Mark. In addition, advertising agencies may also apply to use the "G Mark" as representatives of the winners, if instructed by them. If such is the case, documentation proving the status as a representative of the winner should be attached.

2-3. The usage of the G Mark obeying 2-2 of the "G Mark Usage Regulations" in countries or regions other than Japan shall accordingly comply with the local Laws and Regulations. On this condition, upon application, please specify the countries or regions where you want to use the G Mark and consult with the Organizer. Available types of the combinations of the "G Mark" and the logo on the "G Mark Usage Guidelines" may vary depending on the countries or regions. In principle, the use of the "G Mark" alone is not recommended.

2-4. The applicant may use the G Mark for a period of one year starting on the date specified on the

Usage Permission Certificate. After the deadline, the applicant may reapply for the continued use of the G Mark.

2-5. The details of the available types of G Mark are specified on the page. As for the usage of the logo marks, the available types are limited as indicated by the "G Mark Usage Guidelines"

### 3) G Mark usage fee

The G Mark usage fee for 1 year is set below:

Retail Price	Total Project Cost (If retail price is not available)	Usage Fee (including tax)
Less than 500,000 yen	Less than 500 million yen	220,000 yen
500,000 yen to less than 5 million yen	500 million yen to less than 5 billion yen	550,000 yen
5 million yen or more	5 billion yen or more	1,100,000 yen

3-1. In principle, the usage fee in the table above will be applied according to the retail price (current market price in the case of open pricing) as stated in the screening information. If there is a range in the retail price, the average value will be determined. When the award winning entry is a non-commodity, the usage fee will be calculated in accordance with the total project cost.

3-2. For award winning entries from countries or regions other than Japan, the G Mark usage fee will be calculated based on the rules above.

### 4) Reduction of the usage fee

The Organizer offers various reductions in G Mark usage fees to winners in accordance with 5-2 of the "G Mark Usage Regulations", as follows.

4-1. If the winner is a government organization, such as the national or a local government, or an educational corporation, medical corporation, religious corporation, or incorporated foundation/association authorized or accredited by the national or a local government, or a public institution or association, such as a non-profit organization, the G Mark usage fee shall be waived. However, a corporation (third-sector company) jointly established by a government organization and the private sector is excluded. For overseas Award Winners established in the same forms as mentioned above, the Organizer will make a judgment according to the regulation.

4-2. If the winner is an individual or a small and medium-sized enterprise, the G Mark usage fee shall be reduced by 50%. However, the definition of a small and medium-sized enterprise shall be subject to the definition set forth in the Japanese Law "Small and Medium-sized Enterprise Basic Act". Nonetheless, discount offers are not available to a "small and medium-sized enterprise under the

effective control of a large enterprise", such as a subsidiary of a large corporation. For overseas Award Winners running small and medium-sized enterprise, the Organizer will make a judgment according to the regulation.

4-3. For an application for the initial four years made with a one-time payment within the year in which the entry is awarded, the usage fee shall be reduced by 25%. The G Mark usage fee for an award winning object from the fifth year onward after its award year shall be reduced by 50%. For an award winning object from the tenth year onward after its award year, the G Mark usage fee shall be waived.

#### **5) Exemption for the purpose of supporting disaster prevention and recovery**

In order to support natural disaster prevention and post-disaster recovery, winners who receive the 2021 GOOD FOCUS AWARD [Disaster Prevention & Recovery Design] can apply for one year of free use of G Mark until March 31, 2022.

#### **6) Free G Mark usage during the award-winning PR period**

All winners may use the G Mark, free of charge, for the award-winning PR period from the announcement of the winners in the given year. The award-winning PR period in 2021 will start on October 20 and end on November 7. The Organizer may, from time to time, set up free usage periods in addition to the period above.

#### **7) G Mark usage in relation to improvements or upgrades to the award winning objects**

In the event of any changes in the specifications of the award winning object, including performance improvements, if G Mark usage is requested, a specified "Alteration Report Form" must be submitted to the Organizer. The Organizer will inform the winner of approval or disapproval of the usage of the G Mark after considering the contents of the change.

#### **8) Report on the status of use**

The Organizer may request the winner using the G Mark to report on the status of its use.

In addition, the organizers may also use the winners' usage cases in the promotion of GOOD DESIGN AWARD.

April 1, 2021

\*There might be a case of alteration of the schedule, etc. in the future, depending on social conditions.