How to apply for the "G Mark usage"

Winners can use the G Mark logo for any media for a period of one year after an application is submitted and the annual usage fee is paid. Follow the procedure below to apply for the “G Mark usage.” It will normally take about seven days for the completion of the process from application registration to issuance and delivery of an invoice.

Applicant eligibility

Only winners of the Good Design Award are eligible to apply for usage of the G Mark. 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, with the consent of the winners, representatives of the award winners, such as advertising agencies, may also apply for the “usage of the G Mark.” If such is the case, documentation proving the consent of the winner should be attached.
G Mark, the widely recognized mark in Japan, will be in support of your Good Design.

With a one-time application, the G Mark can be used for any media for one year.

The winner may use the G Mark for any media within Japan or overseas for a period of one year starting on the date specified on the Usage Permission Certificate. Please make full use of the G Mark from sales promotion, public relations to materials for internal use.

### Package / POP advertising
- Effectively highlight its ease of use in the competitive category

### Exhibition
- Use the G Mark effectively to improve the image

### Press release / News release
- Web news release, the dated G Mark can be posted continuously

### Website
- Show the award-winning records with Special Award/Best100 Trophy

### Advertisement
- Get publicity for the award-winning record in the train

### Catalog / Brochure
- Introduce the awarded products together to highlight company's design competence

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As indicated by the survey results, regardless of age or gender, about 80% of the consumers know about G Mark in Japan. It appeals to a wide range of consumers effectively.

*Based on the Internet survey within Japan in January 2017 (N=1000)

The first month from the announcement of the award winners is the free usage campaign period.

From Oct 3 to Nov 4, 2018, the G Mark can be used without application or fees. During the first month from the announcement of the award winners to the last day of the GOOD DESIGN EXHIBITION 2018, please try and use the G Mark for promotion.

G Mark usage fees are calculated based on the retail price of total project cost.

The usage fee is basically calculated based on the retail price of the item. However, for items without retail price such as a civil engineering structure, it is calculated based on the total project cost.

Various discounts and campaigns for lasting and easier usage:

- **Individual or SME**: 50% off
- **Public institutions**: Free
- **After the 5th year**: 50% off
- **After the 10th year**: Free
- **Country application for the initial 100% usage**: 25% off

*Offered discounts can be applied in combination. The definition of Small and Medium-sized Enterprises (SME) shall apply to the business if the winner is a foreign corporation. % is based on the actual number of medals awarded under the effective control of a legal person, such as a subsidiary of a large corporation.

Other promotion items without time limit, which you can purchase and utilize without paying G Mark usage fees:

- **Good Design Award Mini Trophy**: 21,000 yen
- **Best 10 Special Award Trophy**: 50,000 yen (awarded by the organizing committee)
- **Commendation Certificate**: 4,000 yen
- **G Mark Stickers (A4)**: (1,000 yen)
- **Plaques for architecture / facilities**: (4,000 yen)

*Price at the promotional items in the Good Design Award Entry Site. The prices above are exclusive of tax.*
G Mark Usage Guidelines

Logo Mark

Every type from "A" to "L" is available as an official logo. There is no priority among the types. Please choose according to intended use. Proportion and position of "G Mark" and logo type must be kept as posted here. The use of the "G Mark" alone by a winner is not recommended. Please contact the Office if the winner wishes to use the "G Mark" by itself.

Undated

Type A
GOOD DESIGN

Type B
GOOD DESIGN

Type C
GOOD DESIGN

Type D
GOOD DESIGN

Dated (Japanese)

Type E
GOOD DESIGN AWARD 2018

Type F
GOOD DESIGN AWARD 2018

Type Dated (English)

Type G
GOOD DESIGN AWARD 2018

Type H
GOOD DESIGN AWARD 2018

Space required around the logo

To avoid any interference from other graphics, the required spacing around the logo is defined. Please do not include any other elements within the area surrounded by the grid lines.

Type A, E

Type B, C, D, F, G, H, I, J, K, L

Minimum Size

The logo cannot be smaller than the size shown below, in order to maintain visibility.

Exclusive for Good Design Best 100 recipients

Type A, E

Type B, F

Type C, D

Type G

Type H

Type I

Type J

Type K

Type L

25mm
16mm
13mm
8mm
11mm
5mm
4mm
G Mark Usage Rules

1) Definition of G Mark

The design of the "G Mark" is a square inscribed inside a circle. Dividing one side of the square into an 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 G Mark Design Award program (hereinafter referred to as the "Organizer"). The G Mark was designed by Mr. Toyo Ito, Kenkichi in 1986, and starting in 1987, in which the Good Design Award system was launched, it has been used to recognize designs that have won the Good Design Award, and consists of the following subject matter.

2) G Mark usage

A winner whose name is written on the certificate of the Good Design Award (hereinafter referred to as "winner") may use the "G Mark" to conduct public relations activities and promote sales of an award-winning object. The winner needs to apply for usage of the "G Mark" for each award-winning object from the dedicated page on the Organizer's website. 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 winner. If instructed by the Organizer, each winner must regulate for continued use of the G Mark. Application for usage for the initial four years is also allowed. More information about the "G Mark" usage can be found on the dedicated page on the website. Specific usage can be found in the "G Mark Usage Guidelines".

3) G Mark usage fee

The "G Mark" usage fee is set below. In principle, the usage fee in the table below will be applied according to the small, medium, and large market price in the case of opening prices as stated in the screening information. The awarded item's average value will be determined. If there is a change in the market price, or if the awarded item is a non-continuously purchase, the usage fee will be calculated in accordance with the total market price.

<table>
<thead>
<tr>
<th>Retail Price</th>
<th>Total Project Cost</th>
<th>Usage Fee (including tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 500,000 yen</td>
<td>Less than 500,000 yen</td>
<td>218,000 yen</td>
</tr>
<tr>
<td>500,000 yen to less than 1,000,000 yen</td>
<td>500,000 yen to less than 5,000,000 yen</td>
<td>402,000 yen</td>
</tr>
<tr>
<td>1,000,000 yen or more</td>
<td>1,000,000 yen or more</td>
<td>1,868,000 yen</td>
</tr>
</tbody>
</table>

4) Reduction of the usage fee

The Organizer offers various reductions in usage fees such as the following to promote spread of the use of the "G Mark". If the winner is a government organization, such as the national or a local government, or an educational organization, medical corporation, religious corporation, or incorporated foundation, unless the winner is accredited by the national or 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 (for-profit company) jointly established by a government organization and the private sector is excluded. 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 may vary depending on the jurisdiction. Notice that the G Mark usage fee for an award-winning object from the fifth year onward after the award shall be reduced by 30%. The G Mark usage fee shall be waived for an award-winning object from the tenth year onward after the award, and for an object winning the Long Life Design Award.

5) Exemption for the purpose of supporting disaster recovery

To support reconstruction from the Great East Japan Earthquakes in 2011, the usage fee of the G Mark shall be waived for winners whose headquarters (or principal location in the case of an individual) are based in any of the six prefectures in the Tohoku area as well as Ibaraki Prefecture for the period of one year if the application is submitted by March 31, 2016.

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

All winners may use the G Mark, free of charge, for the first six months from the announcement of the winners in the given year. The announcement period in 2018 winners is October 1 and ended on November 4. 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 change in the specifications of the award-winning object, including performance improvements, for which the G Mark is obtained, a specified "Application 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) Unauthorized use of G Mark

The Organizer may revoke or suspend the use of the "G Mark", or remove the goodwill of the Good Design Award, if the winner violates the "G Mark" as follows: When the "G Mark" is used for non-award-winning objects. When the "G Mark" is used without the approval of the Organizer. When the "G Mark" is used in a way that is misleading to the others.

9) Report on the status of use

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