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 entire process from application registration to issuance and delivery of an invoice. Please note that there are certain rules that apply to the usage of G Mark.

Applicant eligibility

Only winners of the Good Design Award are eligible to apply for the G Mark license. If there are multiple winners to 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 G Mark license. If such is the case, the “G Mark License Application Proxy” from the winner should be submitted.

Inquiry  |  Good Design Award Office, Japan Institute of Design Promotion

Email: info-e@g-mark.org (En) / info-c@g-mark.org (Ch)
Website: www.g-mark.org
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
Display the G Mark at the exhibition booth as an eye-catcher

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

Website
Show the award-winning records and philosophy on a special website

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

Catalog / Brochure
Introduce the awarded products together to highlight company’s design competence

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. 2539

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

From Oct 2 to Nov 4, 2019, 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 2019, please try and use the G Mark for promotion.

G Mark usage fees are calculated based on the retail price or 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

<table>
<thead>
<tr>
<th>Individual or SME</th>
<th>50% off</th>
<th>Public institutions</th>
<th>Free</th>
<th>After the 5th year</th>
<th>50% off</th>
<th>After the 10th year</th>
<th>Free</th>
<th>One-time application for this project year</th>
<th>25% off</th>
</tr>
</thead>
</table>

*Different discounts can be applied in combination.* The definition of Small and Medium-sized Enterprises (SME) shall apply to the rules: if the winner is a foreign corporation, medium-sized and small enterprises under the exclusive control of a large enterprise, 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

G Mark Stickers (A4) 1,100 yen
*Printed on the back of the original certificate, up to ten sheets can be affixed.

G Mark Stickers (A4) 1,100 yen
*Printed on the back of the original certificate, up to ten sheets can be affixed.

Good Design Award Mini Trophy 22,000 yen
*The trophy is printed on the back under the original certificate, and can only be ordered by the winning winners.

Good Design Award Mini Trophy 22,000 yen
*The trophy is printed on the back under the original certificate, and can only be ordered by the winning winners.

Commendation Certificate / Frame for Commendation Certificate 5,000 yen
*Presented only at the final presentation event.

Commendation Certificate / Frame for Commendation Certificate 5,000 yen
*Presented only at the final presentation event.

*Please order from the entry site. The shipping fees shall be borne by the accident, depending on the total weight of the items. The prices above are all inclusive.
G Mark Usage Guidelines

G Mark

In Japan, every type of the combinations of the symbol mark and the logotype, from type "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 the symbol mark and the logotype must be kept as the posted types. The use of the symbol mark alone by a winner is basically infeasible even in Japan. Regarding the usage of the G Mark outside of Japan, the use of the single symbol mark alone is infeasible. And the available G Mark types are limited (type E, F, G, H, K, L, etc.). *Please consult with JDP.

Available only in Japan

Type A
GOOD DESIGN

Type B
GOOD DESIGN

Globaly available

Type E
GOOD DESIGN AWARD 2019

Type F
GOOD DESIGN AWARD 2019

Exclusively for Good Design Best 100 recipients

Type G
GOOD DESIGN AWARD 2019

Type H
GOOD DESIGN AWARD 2019

Type I
GOOD DESIGN AWARD 2019 BEST 100

Type J
GOOD DESIGN AWARD 2019 BEST 100

Type K
GOOD DESIGN AWARD 2019

Type L
GOOD DESIGN AWARD 2019

Space required around the G Mark

To avoid any interference from other graphics, the required spacing around the G Mark 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 G Mark cannot be smaller than the size shown below. In order to maintain visibility.

Type A, E
4mm

Type B, F
5mm

Type C, D
8mm

Type G
13mm

Type I
7mm

Type J
25mm

Type K
12mm

Type L
15mm
Outline of G Mark Usage Rules

This outline describes the method of G Mark usage that is based on the “G Mark Usage Rules”, “G Mark Usage Guidelines” and “G Mark License Fee Schedule” 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

A “G Mark” is an intellectual property rights managed by the Japan Institute of Design Promotion (hereafter referred to as JIDP). The G Mark was designed by Mr. Yutaka Kameura in 1986, and starting in 1987, in which the Good Design Award system was launched. It has been used as the proof to recognize the Awarded Designs of the Good Design Award.

2) G Mark License

Regarding the usage of the “G Mark”, please comply with the “G Mark Usage Rules”, “G Mark Usage Guidelines” and “G Mark License Fee Schedule” prescribed by the Organizer, of which the contents are as follows:

2-1. Award winners may apply to the Good Design Award for application for the “G Mark License”. The Organizer will determine the fee amount in accordance with the Good Design Award Regulations. The Organizer will issue the G Mark License to the winners.

2-2. If a winner applying for the G Mark License and the Organizer agree, the Organizer will issue the G Mark License.

2-3. If a winner applying for the G Mark License and the Organizer do not agree, the Organizer will not issue the G Mark License.

2-4. The G Mark License will be valid for a period of one year from the date of issue on the G Mark License Agreement. After the expiration of the G Mark License Agreement, if the winner and the Organizer agree, the Organizer will renew the G Mark License Agreement.

2-5. The details of the conditions of use of the G Mark are specified in the G Mark License Agreement, which the Organizer may modify for the continued use of the G Mark License.

3) G Mark License fee

The G Mark License fee for 1 year is as follows:

3-1. The fee for the use of the “G Mark” will be calculated in accordance with the total project cost.

3-2. For works created under normal working conditions in a normal working environment, the G Mark License fee will be calculated based on the rules below.

<table>
<thead>
<tr>
<th>License Type</th>
<th>Price</th>
<th>Total Project Cost</th>
<th>Usage Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold license</td>
<td>¥10,000,000</td>
<td>Less than ¥200,000,000</td>
<td>¥10,000,000</td>
</tr>
<tr>
<td>Silver license</td>
<td>¥5,000,000</td>
<td>¥200,000,001 to ¥500,000,000</td>
<td>¥5,000,000</td>
</tr>
<tr>
<td>Bronze license</td>
<td>¥2,500,000</td>
<td>¥500,000,01 to ¥1,000,000,000</td>
<td>¥2,500,000</td>
</tr>
<tr>
<td>Silver license</td>
<td>¥5,000,000</td>
<td>¥1,000,000,001 to ¥2,000,000,000</td>
<td>¥5,000,000</td>
</tr>
</tbody>
</table>

4) Reduction of the license fee

The Organizer offers various reductions in G Mark License fees to winners in accordance with 2-9 of the “G Mark Usage Rules”, as follows:

4-1. The Organizer may reduce the license fee to the extent that the total project cost is less than ¥200,000,000.

4-2. The Organizer may reduce the license fee to the extent that the total project cost is more than ¥200,000,000 but less than ¥500,000,000.

4-3. The Organizer may reduce the license fee to the extent that the total project cost is more than ¥500,000,000 but less than ¥1,000,000,000.

4-4. The Organizer may reduce the license fee to the extent that the total project cost is more than ¥1,000,000,000.

5) Exemption for the purpose of supporting disaster recovery

To support the recovery from the Great East Japan Earthquake in 2011, the G Mark License fee will be waived for winners until 2015 whose headquarters or principal location in the case of an individual is located in any of the six prefectures in the Tohoku area as well as Fukushima Prefecture for the period of one year if the application is submitted by March 31, 2012.

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

All winners may use the G Mark, free of charge, for the first month from the announcement of the winners in the given year. The award-winning PR period in 2019 will start on October 2 and end on November 4. The Organizer may, from time to time, set up free use periods in addition to the period above.

7) G Mark license 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, etc., if G Mark License fee is required, a specific “G Mark Specification Amendment” must be submitted to the Organizer. The Organizer will determine the fee amount after consulting 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 use.

For more details, refer to the “G Mark Usage Rules” on the website, www.g-mark.or.jp Participation > Using G Mark > G Mark Usage Rules > G Mark Usage Rules