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

![MARNA Inc.](image)

### Exhibition
Display the G Mark at the exhibition booth as an eye-catcher

![FURUSATO INDUSTRIES, LTD.](image)

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

![Nagasawa Fuel Commercial Co., Ltd.](image)

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

![Misawa Homes Co., Ltd.](image)

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

![Bunkyesha Co., Ltd.](image)

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

![Panasonic Corporation](image)
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 February, 2020 2100s

Free G Mark usage during the award-winning PR period

From Oct 20 to Nov 7, 2021, the G Mark can be used without application or fees. During the first month from the announcement of the award winners, please try and use the G Mark for promotion.

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

Individual or SME 50% off  
Public institutions Free  
After the 5th year 50% off  
After the 10th year Free  
One-time application for the initial 4 years usage 25% off

*Different discounts can be applied in combination. *This definition of Small and Medium-sized Enterprises (SME) shall apply mutatis mutandis if the winner is a foreign corporation. 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.

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

GOOD DESIGN AWARD Mini Trophy 20,000 yen  
*Best109, Special Award Trophy can also be ordered by the matching winners.

Commendation Certificate / Frame for Commendation Certificate 5,500 yen  
Dupliicate Commendation Certificate 11,000 yen  
Frame for Commendation Certificate

G Mark Stickers (A4)  
Per sheet (A4-size) 1,100 yen  
*Minimum order quantity is 10 sheets

*Please order from the entry site. *The shipping fees shall be borne by the applicants, depending on the total weight of the items. *The prices above are all tax included.
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

<table>
<thead>
<tr>
<th>Type A</th>
<th>Type C</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Good Design" /></td>
<td><img src="image2.png" alt="Good Design" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type B</th>
<th>Type D</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3.png" alt="Good Design" /></td>
<td><img src="image4.png" alt="Good Design" /></td>
</tr>
</tbody>
</table>

Globally available

<table>
<thead>
<tr>
<th>Type E</th>
<th>Type G</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5.png" alt="Good Design Award 2021" /></td>
<td><img src="image6.png" alt="Good Design Award 2021" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type F</th>
<th>Type H</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image7.png" alt="Good Design Award 2021" /></td>
<td><img src="image8.png" alt="Good Design Award 2021" /></td>
</tr>
</tbody>
</table>
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.

\[ \frac{a}{b} = 5:2 \text{ (Reduce } b \text{ by 40% when } a \text{ is 100%)} \]
\[ c:d = 4:1 \text{ (Reduce } d \text{ by 25% when } c \text{ is 100%)} \]

Minimum Size

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

Type A, E
- GOOD DESIGN
- 4mm

Type B, F
- GOOD DESIGN
- 5mm

Type C, D
- GOOD DESIGN
- 8mm

Type G
- GOOD DESIGN
- 13mm

Type H
- GOOD DESIGN
- 11mm

Type I
- GOOD DESIGN
- 7mm

Type K
- GOOD DESIGN
- 12mm

Type J
- GOOD DESIGN
- 25mm

Type L
- BEST 100
- 15mm

Exclusive for Good Design Best 100 recipients
Color

A white background is recommended for color expression. Monochromatic (CMYK: K=100%) and negative (highlight) expressions are also available. Colors other than black for background may be used for negative expression. As an exception, gold color (including gold foil print) may be used for the Grand and Gold Award winning works.

Color

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 could seriously obscure the outline of the G Mark, please make sure to use a white square background to maintain visibility.

Prohibited examples

Do not change the positions.

Do not transform.

Do not change the proportions.

Do not mix up the colors.

Do not use other fonts.

Do not use other colors.

Do not include any element within the necessary space around the G Mark.

Do not add shadow effect.

Do not use the background which disturb the visibility of the G Mark.

Do not make it bold.

Do not use outlines.

Do not change the density of the color.
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

"G Mark" is an intellectual property rights managed by the Japan Institute of Design Promotion (hereinafter referred to as JIDP). The G Mark was designed by Mr. Yusaku Kamekura in 1956, and started in 1957. 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 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 outlines are as follows.

2-1 Award winners may login to the GOOD DESIGN AWARD Entry Site and apply for the G Mark License 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 License Agreement" 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, "G Mark License Application Proxy", a documentation proving the status as a representative of the winner should be submitted.

2-3 The usage of the G Mark obeying 2-2 of the "G Mark Usage Rules" 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. Please consult the Organizer for the details.

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

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

<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 million yen</td>
<td>220,000 yen</td>
</tr>
<tr>
<td>500,000 yen to less than 5 million yen</td>
<td>500 million yen to less than 5 billion yen</td>
<td>550,000 yen</td>
</tr>
<tr>
<td>5 million yen or more</td>
<td>5 billion yen or more</td>
<td>1,100,000 yen</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 5-2 of the "G Mark Usage Rules", 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 license 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 G Mark license fee shall be reduced by 50%.

4-2 If the winner is an individual or a small and medium-sized enterprise, the G Mark license fee shall be reduced by 50%. 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 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, if G Mark license is requested, a specified "G Mark Specification Amendment" must be submitted to the Organizer. The Organizer will inform the winner of approval or disapproval of the G Mark License 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.

For more details, refer to the "G Mark Usage Rules" on the website, www.g-mark.org > Participation > Using G Mark > G Mark Usage Rules > G Mark Usage Rules
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

E-mail: info-e@help.g-mark.org  
URL: www.g-mark.org