

## Guidelines for the Usage of Logos of EXPO 2005 Aichi

Official participants are to adhere strictly to the following conditions in regard to the use of symbol marks, popular name logos, mascot characters etc., (hereinafter collectively referred to as “Logos”) associated with EXPO 2005 Aichi.

### I . Types of Logos and Element

Element I: Symbol Mark (symbol mark + logo type)



Element II: Popular name design logo type

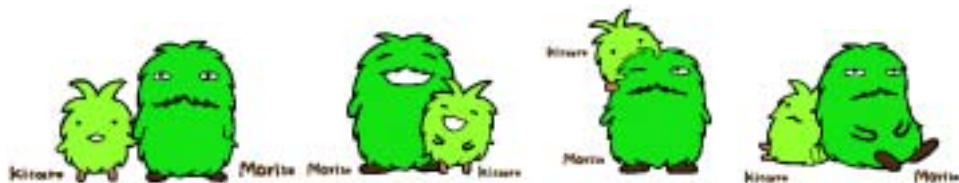


Element III: Basic mascot characters + popular name design logo type



Element IV: Mascot characters – variation poses

(12 patterns as according to *Design Manual*)



## II . Scope of Usage

Official participants may utilize Logos free of charge on products in the following categories, provided said utilization is for noncommercial purposes only.

Please note that the Elements permitted for use differ depending on the category.

### Advertising

Information pamphlets / reports of meetings / Web sites / envelopes / carrier bags / wrapping materials / name cards / employee ID cards / advertising materials / brochures / posters / banners / cloth banners / signboards / newspaper & magazine advertising / televised commercials / commercial vehicles

Elements from I to IV may be used for advertising.

### Promotional products

Novelties (various types of promotional (giveaway) products)

Elements I – III may be used for promotional products.

Note that Element IV may not be used.

## III . Application method

Logos may not be used without the approval of the Japan Association for the 2005 World Exposition (‘the Association’), in accordance with Article 25, Paragraph 5, of the General Regulations.

The Association, however, grants the Commissioners General of Section the authority to approve usage of Logos when official participants shall use them only for noncommercial purposes in advertising. In such case, it is not necessary to apply to the Association for permission.

Even if Logos are used for noncommercial purposes, the approval of the Association is necessary when they will be used in promotional products. In such case, please submit the attached *Application for Use Authorization of Logos (in Promotional Products)* to the Master Licensee Office for the 2005 World Exposition (AMLO) (indicated below).

Authorization of Logos shall be granted by the Association after the request is reviewed.

Please contact the Master Licensee Office for the 2005 World Exposition (AMLO) for questions regarding usage of Logos in other ways than indicated above or for commercial purposes.

Master Licensee Office for the 2005 World Exposition (AMLO)

ITOCHU Corporation Nagoya Branch

1-5-11 Nishiki, Naka-ku, Nagoya, Aichi, 460-8664 JAPAN

Tel. +81-52-203-2080 Fax. +81-52-203-2075

E-mail address amlo@itochu.co.jp

#### IV . Notes regarding usage

All Logos should be utilized according to the designated regulations. It is not permitted to use only a part of Logos, or to change the shape of Logos, or combine them with any other logo or text.

Note: Please refer to the separate *Design Manual* for detailed information regarding the use of Logos.

#### V . Expiration date of usage

Logos may be used until 25 September 2005.

#### VI . Logos may not be used in any case where one or more of the following apply.

- (1) If there is any danger that the spirit of the Convention relating to International Exhibitions is to be compromised;
- (2) If there is any danger that Logos are to be used in the promotion of any specific political, idealist, religious, or other activity;
- (3) If there is any danger that Logos are to be used in a specific self-promotion of an individual or an organization;
- (4) If there is any danger that Logos are to be used in improper profit making activity;
- (5) If there is any danger that the promotion of the Association's projects or other

- related projects authorized by the Association is hindered in any way;
- (6) If there is any danger that the integrity of EXPO 2005 Aichi will be damaged in any way and / or if there is hindrance to the correct understanding of EXPO 2005 Aichi;
  - (7) If there is any danger that Logos will not be used according to the terms of use;
  - (8) If products that require certification from a government body for quality and performance etc. do not attain the aforementioned certification;
  - (9) If the results of Logos usage are likely to bring about effects that cannot be clearly defined; or
  - (10) If the Association determines that the use of Logos is deemed inappropriate.

## VII . Inquiries

Enquiries regarding application procedures should be addressed to

Master Licensee Office for the 2005 World Exposition (AMLO)

ITOCHU Corporation Nagoya Branch

1-5-11 Nishiki, Naka-ku, Nagoya, Aichi, 460-8664 JAPAN

Tel. +81-52-203-2080 Fax. +81-52-203-2075

E-mail address amlo@itochu.co.jp

Enquiries regarding the *Design Manual*, which stipulates usage of Logos, should be sent to

Public Relations & Advertising Group

Japan Association for the 2005 World Exposition

4F, Nagoya Daiya Bldg. No. 2

3-15-1 Meieki, Nakamura-ku, Nagoya, Aichi, 450-0002 JAPAN

Tel. +81-52-569-2111 Fax. +81-52-569-2115