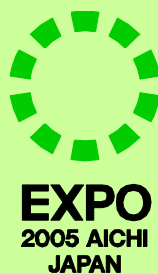


GL4-11

Guidelines for Displaying  
Contributor Names on Facilities

(February 2005)



Japan Association for the 2005 World Exposition

The Japan Association for the 2005 World Exposition will issue guidelines for use by official participants for all aspects of the exposition, from preparation of module-based buildings to the operation of pavilions.

Guidelines will be numbered sequentially as follows: GL1-1, GL1-2, GL1-3...followed by GL2-1, GL2-2, GL2-3, etc, where each serial number is based on and derived from one of the Special Regulations of Expo 2005 Aichi, Japan, e.g., all guidelines headed with GL1 are based on Special Regulation No.1, those headed with GL2 on Special Regulation No.2, and so on.

Guidelines will be issued as needed rather than in numerical order. For example, GL4-1, **Design Guidelines on Modular Buildings for Official Participants**, will be issued as a first priority as it contains information required at an early stage for official participants to plan their respective exhibition projects. Official participants are requested to follow these guidelines in their preparations, and are invited to contact the following location for any inquiries or clarifications of the guidelines.

Official Participation Group

Japan Association for the 2005 World Exposition

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## Introduction

When facilities, equipment or commodities (hereinafter referred to as “facilities”) are set (built) in the pavilions of the 2005 World Exposition, Aichi Japan (hereinafter referred to as “the Exhibition”) funded by contribution, donation, loan or support in cash (hereinafter referred to as “contribution”) by companies, organizations or individuals (hereinafter referred to as “contributors”), and if the official participants display the names, brand names or logos of the contributors (hereinafter referred to as “names”) on said facilities, such indication shall accord with these guidelines.

Standards stipulated in these guidelines conform to those applied when the Japan Association for the 2005 World Exposition (hereinafter referred to as “the Association”) displays the names of contributors to any contributed facilities.

### 1. Points to be considered when displaying names

Please consider the following points when names of contributors are to be displayed on facilities.

- (1) Such display shall not affect the appearance of pavilions and shall harmonize with the Exhibition Site.
- (2) Such display shall not disturb the function of pavilions.
- (3) Such display shall not disturb the comfort of guests.
- (4) Such display shall not have the appearance of excessive commercialism.

### 2. Detailed standards for displaying names

#### (1) Contents of display

- 1) Contents displayed shall be the names of contributors. Names of goods and logos peculiar to the goods shall not be included. Furthermore, display deemed advertisement of goods is prohibited.
- 2) Expressions such as “contribution,” “donation,” “loan,” or “support” may be added, as may sentences such as:

This facility (or equipment/commodity) was completed with the cooperation of XXX (names of contributors).

- 3) In principle, there are no limitations on types of letters, numbers, marks or colors used in displaying names.

## (2) Place of display

In principle, display shall be inside pavilions. Display on pavilion outer walls (whether on façade side or not) is not permitted.

However, if visual equipment is installed on a pavilion outer wall for the purpose of providing information on the pavilion, names of contributors may be displayed in by the equipment. Nevertheless, the equipment display shall mainly provide information on the pavilion; names of contributors shall not be permanently displayed.

## (3) Method of display

Displays shall be firmly attached (directly written or firmly sealed), so that they cannot be easily separated from the interior walls of the pavilion, exhibits or signs.

Display on an independent plate or a signboard separate from the interior walls of pavilion, exhibit or sign is not permitted.