

SHARP / NEC

SHARP/NEC Manual

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Sharp NEC Display Solutions, Ltd.

Corporate Strategy Division, Human Capital and Administration Department

Sharp Corporation

Brand Strategy Division, Branding Design Unit, Business Strategy Planning Office

Introduction

The SHARP/NEC logo is the symbol of Sharp NEC Display Solutions, Ltd. To build a unified brand image, the logo must be displayed according to prescribed rules.

- The SHARP/NEC logo must be displayed uniformly and preferentially on products, in advertising materials, and for all other purposes.
- The SHARP/NEC logo is used as a symbol of the company. To establish a unified corporate image, the form and colors of the logo must follow the specifications set forth in the SHARP/NEC Manual.
- In order not to compromise the freestanding nature and integrity of the SHARP/NEC logo, no other text or graphic elements may appear within the clear space surrounding the logo.
- When displaying the SHARP/NEC logo, use the specified logo data.

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01. Logo forms

- To establish a unified corporate image, the proper form of the SHARP/NEC logo must be maintained without altering the shape or thickness of the letters or the spacing between the letters.
- When displaying the SHARP/NEC logo, use the specified logo data.
- In order to not compromise the integrity of the logo, do not use it in a size smaller than the specified minimum size.



Minimum size: For printing: 35mm, for graphics: 57 pixels (72 dpi)

02. Logo Colors

- Use the specified colors when using the SHARP/NEC logo.
- As a rule, use white for the background since this makes the logo easy to see.
- If choosing a different background color, ensure there is sufficient contrast and good color balance so that the logo is clearly displayed.

	SHARP	NEC	/
CMYK values (offset printing)	C0, M100, Y80, K0	C100, M70, Y0, K0	C0, M0, Y0, K100
RGB values (Web, video displays)	R230, G0, B13	R20, G20, B160	R0, G0, B0
PANTONE	PANTONE 186C	PANTONE 2728C	PANTONE Black C

Monochrome

- In case the base color is not usable, other colors should be used within the following range.
- When color display is not possible.
- When sufficient contrast cannot be achieved due to background color.

Black

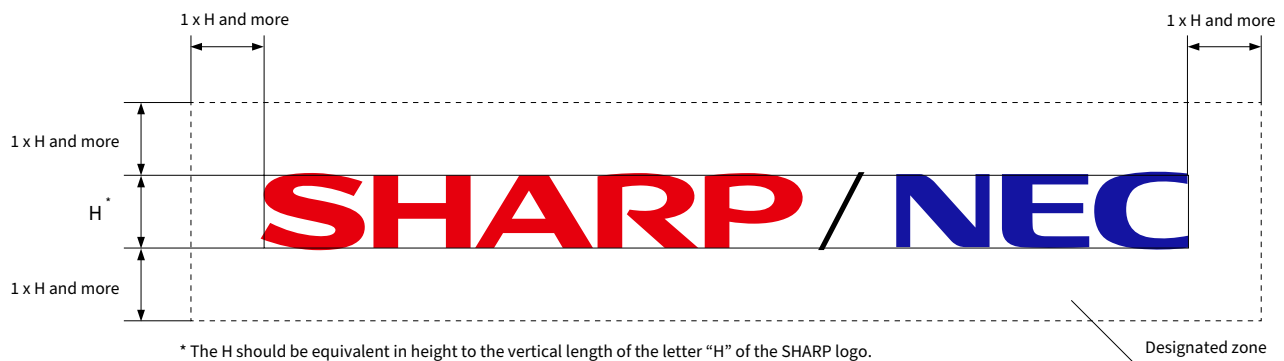
SHARP / NEC

White



03. Clear Space Around the Logo

- So as not to spoil the integrity and quality of the logo, do not display any indication or figures in the blank space of the logo.



04. Examples of Prohibited Usage

The following ways of using the SHARP/NEC logo are prohibited.

- Do not expand the space between letters.



- Do not shrink the space between letters.



- Do not expand letters.



- Do not elongate letters.



- Do not print in the shape of an arch.



- Do not insert a pattern.



- Do not use outline letters.



- Do not add drop shadows to letters.



- Do not put letters or figures in the designated zone.



- Do not use italic letters.



- Do not make letters three-dimensional.



- Do not divide letters.



Examples of Prohibited Usage

- Do not alter the colors.

SHARP / NEC

- Do not combine with other text, nicknames, or other informal names.

(Prohibited use)

SHARP / NEC Display Solutions, Ltd.

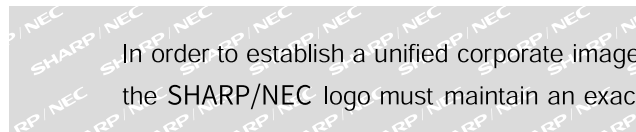
(Proper use)

Sharp NEC Display Solutions, Ltd.

- Do not use the typeface used in the logo for other text.

SHARP / NEC CORPORATION

- Do not use the logo as a background pattern.



- Do not use within continuous text.

(Prohibited use)

In order to establish a unified corporate image, the **SHARP / NEC** logo must maintain an exact shape, allowing absolutely no change

(Proper use)

In order to establish a unified corporate image, the SHARP/NEC logo must maintain an exact shape, allowing absolutely no change

- If white is not available as a background color, do not choose a color that makes the logo difficult to see against the background.

(Prohibited use)



(Proper use)



(Prohibited use)



(Proper use)



05. Contact

You cannot use the SHARP/NEC Mark without prior consent from Sharp NEC Display Solutions, Ltd. So please consult with SHARP/NEC or one of its affiliates beforehand.

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