

Annex - PJLink Specification and Handling Rules for Trademark and Logo

Version 1.01 issued September 2, 2012

Edited by: PJLink Working Group

Issued by: Japan Business Machine and Information System Industries Association (JBMA)
LILA HIJIRIZAKA 3-4-10 Mita Minato-ku Tokyo 108-0073

Logo Mark Modes and examples of prohibited marking modes

Be certain to use the original data for accurate reproduction when marking the logo mark. Never scan, copy, cut and paste, trace or perform similar acts from printed matter as otherwise the logo mark mode may be affected.

This document was prepared to complement Japanese document and the Japanese document have a priority to any contents of this document.

The original PJLink logo is displayed in a bold, blue, sans-serif font. The 'P' and 'J' are stylized, with the 'J' having a circular dot above it. The word 'Link' follows in a similar font style.

Example of prohibition (Adding a graphic element that is not allowed)



Example of prohibition (Using a different typeface for the logo mark)



Example of prohibition (Deforming the logo mark)



Example of prohibition (Providing larger spacing between logo mark characters)



Independent Marking of Logo Mark

As a principle, the logo mark should be marked in an accurate form and as an independent graph. Do not compound the logo mark of this Trademark with other trademark or use it in texts.



本ガイドラインは、**PLink** の該当製品を製造販売するにあたって、**PLink** ロゴマークを使用する際の

Dimensions of Logo Mark

When printing the logo mark in a small size, printing may blot and may impair the logo mark mode. To prevent this, the minimum size of the logo mark is specified.

Logo marks for small sizes are available to prevent blotting of marking when the logo mark is printed or painted in a small size.

Logo marks in small sizes

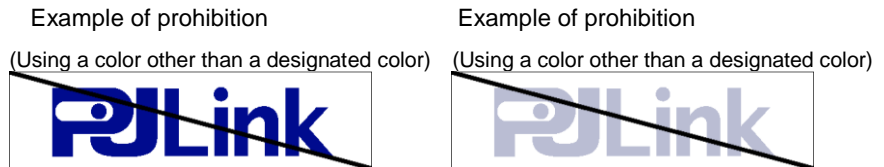


Examples of Prohibited Logo Mark

Please refrain from using modes other than those represented by the following prohibition examples when selecting marking colors for the “PJLink” logo type.

As a rule, marking of the mark by a chromatic color other than a designated color is especially prohibited.

Providing an ornament to the logo mark is also prohibited.



Background Color of Logo Mark and Examples of Prohibition

The hue and lucidity of the background color cause changes such as weakening the impression of the “PJLink” logo mark and giving an impression that is different from the normal impression. Change positive/negative indication using the following chart, which shows a background color of the place, where the logo mark is indicated, in concentration variations by 10%, as a criterion. This standard is based on black and white color representation. How the logo mark looks sometimes greatly differs depending on the background color. Please examine minutely for each case.

	0%	10%	20%	30%	40%	50%
Positive						
Negative						

	60%	70%	80%	90%	100%
Positive					
Negative					

