

**Annex A**

# **PJLink Specification and Handling Rules for Trademark and Logo**

**September 27, 2016**

**Japan Business Machine and Information System Industries Association  
(JBMIA)**

## PJLink Specification and Handling Rules for Trademark and Logo

1. **Scope** The Rules apply to the trademark (hereinafter “PJLink” and “this Trademark”) placed on data projector interfaces established by the Japan Business Machine and Information System Industries Association (JBMIA) and the logo mark of it (hereinafter “this Logo”).
2. **Purpose** The Rules are intended to enhance the name recognition and name visibility of PJLink externally and to appropriately operate and manage this Trademark.  
This document was prepared to complement Japanese document and the Japanese document have a priority to any contents of this document.
3. **Trademark Right** JBMIA has filed applications to the countries listed in the annex for this Trademark in the product classification described in the annex.
4. **Management and Operation of This Trademark** The JBMIA Data Projector Group shall manage and operate maintenance and licensing of this Trademark.
5. **Licensing of This Trademark and This Logo** JBMIA shall license the use of this Trademark and this Logo to those enterprises, organizations and other parties that have entered into the PJLink Trademark and Logo Licensing Agreement with JBMIA (hereinafter “I/F Specification Licensees”). The I/F Specification Licensees shall faithfully fulfill their obligations under the PJLink Trademark and Logo Licensing Agreement.
6. **Marked Objects** This Trademark and this Logo may be marked on the equipment and software applied to JBMIA for conformance and on printed matter, in advertisement and publicity media, in other media such as manuals and catalogs containing descriptions related to PJLink, and in advertisement and publicity media and other media related to “Data Projector Interfaces” by JBMIA itself and on all packages, crates and the like.
7. **Marking Position** This Trademark and this Logo shall be marked in positions of products, printed matter including product catalogs and manuals, packages, crates and the like allowing easy visibility. This Trademark may be used in texts of manuals and other printed matter. However, the use of this Logo in texts shall be avoided.
8. **Mark Dimensions and Marking Method** The use of this Logo and this Trademark shall be limited only to the scope specified in 8.1 to 8.12 below. The specific marking mode and examples of prohibited marking modes of this Logo are illustrated in the Annex “PJLink Specification and Handling Rules for Trademark and Logo.”
  - 8.1 As a rule, the minimum size of this Logo shall be 5mm (15 dots) vertically. When the minimum size is used, the logo mark for small sizes illustrated in Fig. 1 shall be used to

prevent blotting of the logo.

8.2 The use of this Logo that has been changed randomly in vertical and lateral dimensional multiplications (aspect ratio) is prohibited. A change in the typeface is also prohibited.

8.3 As a rule, an inverted form of this Logo is not allowed. Inverted logos turning left and right and top and bottom 180 degrees are prohibited.

8.4 The thicknesses of the characters and lines of this Logo shall be within variations that vary by equal multiplications of dimensions specified in 8-1 above. The use of this Logo in other random variations in thickness is prohibited.

8.5 When this Logo is framed by lines or other segments, the spacing between this Logo and a frame must be greater than 2a vertically and greater than 2a horizontally assuming that the length of "P" in this Logo is "a" as a basis as illustrated in Fig. 2. The image of this Logo shall not be changed.

8.6 Any pattern or the like provided inside the frame that is mentioned in 8.5 is prohibited.

8.7 Margins greater than 2a vertically and greater than 2a horizontally assuming that the length of "P" in this Logo is "a" as a basis as illustrated in Fig. 2 shall be provided to this Logo.

8.8 As a rule, the ground color for this logo shall be white, except that very light ground colors as specified in the PJLink Specification and Handling Rules for Trademark and Logo (annexed) are accepted. Similarly, this Logo may be marked by leaving it white when the background of it is a dark color. This provision also applies to 8.5 above when this Logo is placed in a frame.

8.9 Notwithstanding 8.1 to 8.8, this Logo may be printed in the typefaces used in the texts if it is used in manuals and other printed matter to explain "PJLink" in them provided that this Logo is explained as a trademark. In this case, "P," "J" and "L" shall be printed in uppercase Alphabet letters and "i," "n" and "k" shall be printed in lowercase Alphabet letters.

8.10 In areas where this Trademark and this Logo are registered as trademark rights, the logo mark marked with (R) or (TM) shall be used, except only where (R) or (TM) cannot be marked properly on equipment.

8.11 In areas where this Trademark and this Logo are not registered as trademark rights, the logo mark marked with (TM) may be used, except only where (TM) cannot be marked properly on equipment.

8.12 When this Trademark and this Logo are used, the wording "Trademark PJLink is a trademark applied for trademark rights in Japan, the United States of America and other countries and areas" in manuals and other documents.

8.13 Notwithstanding 8.1 to 8.8, this Logo may be printed in any typefaces used in the Software to use "PJLink" in them provided that this Logo is used as a trademark.

9. **Logo Specification** The specification of this Logo shall be as follows.

9.1 **Design** See Figs. 3 and 4 for the design of this Logo.

9.2 **Dimensions** The dimensions of this Logo shall be in the aspect ratio of the width and length as specified in Fig. 5.

9.3 **Color** This Logo shall be colored monochrome (Fig. 3) or in color (Fig. 4), suitably used in

accordance with the mode of marks or printed matter.

9.3.1 Monochrome color shall be one color, black. Any other monochrome colors are prohibited, except 8.8 “this Logo may be marked by leaving it white” in “8. Mark Dimensions and Marking Method.”

9.3.2 Colors shall be only one color shown in Fig. 4 and shall be a DIC color or a substitute color.

Variation range  $\Delta E$  of the color to a specified DIC standard color shall be  $\pm 1.0$  or less.

10. **Design Data of Logo** The design data of this Logo has been created by “Illustrator,” which is application software of Adobe Systems Incorporated. The I/F specification licensees shall output the design data in an environment of “Illustrator” and shall use it in accordance with the provisions of the Rules.

The design data shall be distributed to the I/F specification licensees as electronic data together with the Rules.

**Remarks:** “Illustrator” of Adobe Systems Incorporated shall be obtained at expense of the user and JBMIA does not undertake distribution or other act.

“Illustrator” is a registered trademark of Adobe Systems Incorporated.



Fig. 1



Fig. 2



Fig. 3



**Blue**  
 DIC 579  
 TOYO 0414  
 PANTONE 286

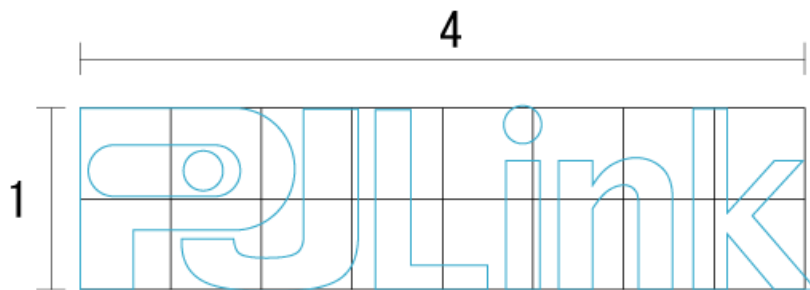
**Fig. 4**

Designation Number. as substitute colors of blue (DIC579)

Printing Ink Designation	Process Color	C (cyan) 100% + M (magenta) 60%
Other reference values	RGB	R : 0 / G : 51 / B : 153
	Web Safe Color	#003399

Black

Printing Ink Designation	Process Color	K (black) 100%
Other reference values	RGB	R : 0 / G : 0 / B : 0
	Web Safe Color	#000000



**Fig. 5**

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