

SHARP
Be Original.

“Be Original.” Manual

January 2017
Brand Strategy Division,
Branding Design Group

Introduction

In October 2016, Sharp announced its new corporate motto, “Be Original.” This manual stipulates how the “Be Original.” logo is to be used. Please understand the purpose of displaying the “Be Original.” logo before using it.

January 2017

Purpose of the “Be Original.” Manual

For various communications

- Increase exposure of the “Be Original.” corporate motto in order to make a strong impression on customers.
- Replace the different communication expressions used in different regions and products up to now with a unified motto that conveys a “One Sharp” brand image.

About Manuals

“Be Original.” Manual: Display methods for combining the SHARP and “Be Original.” logos

Brand Manual: Rule book focusing on how to use the SHARP logo

Style Guidelines : Compilation explaining what directions to take in using communication (PR) expressions

Confidentiality of the Manual

When providing creative partner companies with this manual, be sure to sign a nondisclosure agreement.

For Further Information

Contact the following if you have questions and matters to discuss regarding this manual.

Brand Strategy Division, Branding Design Group
Sharp Corporation

E-mail: brand-unit@list.sharp.co.jp


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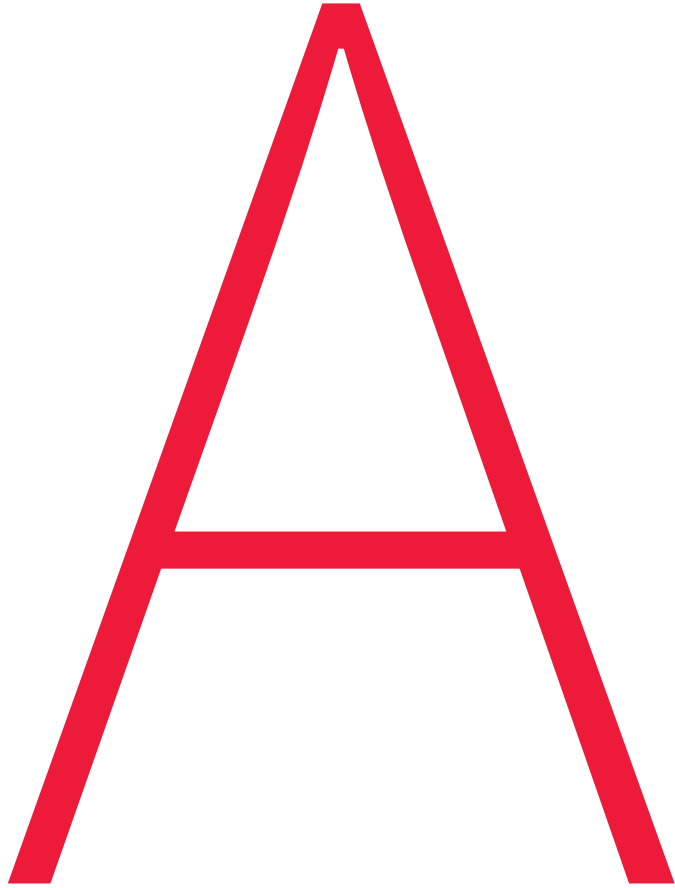
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 Be Original.		
Usage range of SHARP+ Be Original. logo		
Display SHARP+ Be Original. logos	News releases (printed), Websites, TV commercials, Demonstration software, Videos on the Web, Newspaper Ads, Magazine Ads, Posters, Product Catalogs, Presentation Slides, E-mail Signatures, Name Cards	Using the logos in communication activities aimed at stakeholders.
Case by case	Web banners, Billboards/OOH, Display stands/POPs/Novelty/Other sales promotional materials, Store windows, Events, In-store displays/In-store billboards	Using the logos in communication activities aimed at stakeholders, but when each case is different due to restrictions on things like logo size and shape. Consult with the Brand Strategy Division.
Don't display SHARP+ Be Original. logos	Employee cards/ID cards, Company flags, Building signs, Indoor and outdoor guidance displays, Company vehicles, Envelopes, In-house magazines, Products, Packaging, Operation Manuals	Do not use the logos on materials that will be used for long-term. Also, these are different than communication activities aimed at stakeholders.



Basic Rules

Be Original.

From the beginning, Sharp has been driven by originality.

We originate technologies that enhance lifestyles,

Inspire innovations that support individual expression,

And create products that let you be you.

There is only one Sharp.

There is only one you.

Be Original.

SHARP

“Be Original.” is Sharp’s promise to our customers around the world that we will remain a brand that creates value that is rich in originality and that is uniquely Sharp.

The “Be Original.” motto is the foundation for our actions. We will communicate this motto as Sharp’s declaration to all of our stakeholders at every point of contact.

Sharp’s new corporate motto is “Be Original.” We have infused two meanings into the word “original.”

1. Tokuji Hayakawa, Sharp’s founder, left us with a spirit of “sincerity and creativity.” We will pass this spirit on to future generations as the original foundation of who we are.
2. Sharp is a company that is always there for people and that constantly creates new value. By offering various products and services that are uniquely Sharp, we are continuously creating “original products just for you”—products and services that enable all of our customers to fulfill their wishes and dreams.

The period at the end represents our firm commitment to taking on challenges and initiatives with a strong sense of purpose.

To make people recognize that it is a Sharp motto, the “Be Original.” logo is displayed in combination with the SHARP logo.

Use downloadable data provided by the Brand Strategy Division when displaying the “Be Original.” logo.

- Display SHARP and “Be Original.” logos

SHARP
Be Original.

Note: In corporate advertising conveying the “Be Original.” motto, you can use the logo alone, especially if your goal is to promote the “Be Original.” concept.



Example: Sharp website

Logo Colors

Use the specified colors when using the “Be Original.” logo.

- Display SHARP and “Be Original.” logos



- As a rule, use white for the background since this makes the logo easy to see.
- If using a different background color, ensure there is sufficient contrast with the text so that the logo is clear.

- When the background is black, or if there are issues with the printing specifications, use the following colors to ensure sufficient contrast between the background and logo.

- When background is black



- Single-color printing



- Single-color printing (with black background)



		SHARP	Be Original.
SHARP Be Original.	CMYK	C0 M100 Y80 K0 (Sharp red)	C0 M0 Y0 K100 (Black)
	RGB	R230 G0 B13 (Sharp red)	R0 G0 B0 (Black)
SHARP Be Original.	CMYK	C0 M100 Y80 K0 (Sharp red)	C0 M0 Y0 K10 (Gray)
	RGB	R230 G0 B13 (Sharp red)	R230 G230 B230 (Gray)
SHARP Be Original.	CMYK	C0 M0 Y0 K100 (Black)	C0 M0 Y0 K100 (Black)
	RGB	R0 G0 B0 (Black)	R0 G0 B0 (Black)
SHARP Be Original.	CMYK	C0 M0 Y0 K0 (White on a colored background)	C0 M0 Y0 K0 (White on a colored background)
	RGB	R255 G255 B255 (White)	R255 G255 B255 (White)

Keep the following in mind when displaying the “Be Original.” logo.

- Use the downloadable data provided by the Brand Strategy Division.
- Do not change the shape or the color tone of the logo.
- Leave enough blank space around the logo so that it stands on its own and can be seen clearly. When there are photos or other images behind the logo, be sure they do not interfere with the visibility of the logo.

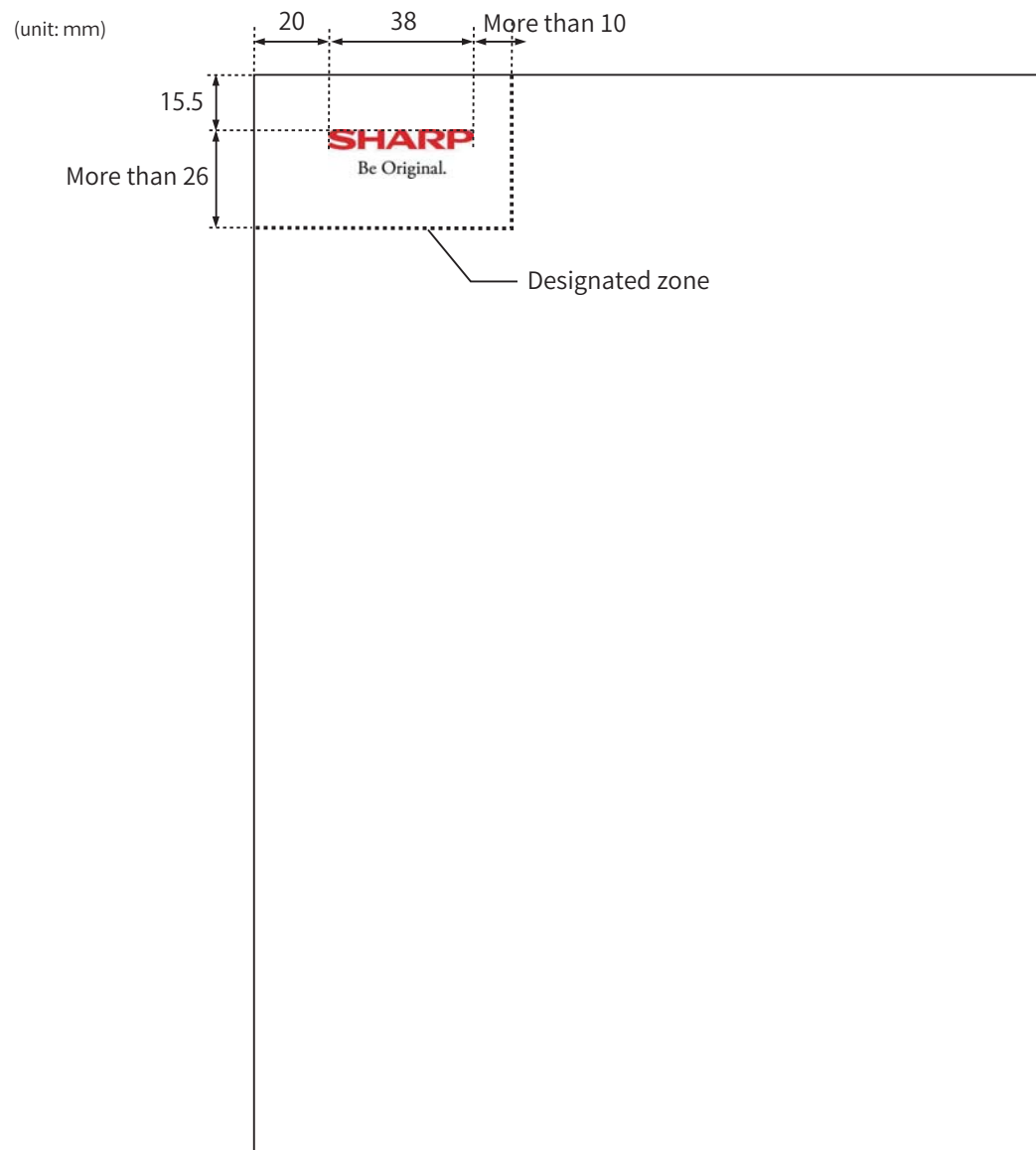
B

Display Rules for
Different Formats

B01-01

News Release (Printed)-1

Display the logo in the specified position, size, and color.
Do not place other shapes or display items within a specific measured area around the logo (the designated zone).



B01-02

News Release (Printed)-2 (Japan)

For more information, please contact the Corporate Public Relations representative in the Sharp Headquarters before using the logo in news release.

(Use the prescribed format provided by the Corporate Public Relations representative.)

SHARP Be Original.	シャープ株式会社 本社 〒590-8522 大阪府堺市堺区瓦町1番地 http://www.sharp.co.jp/
<u>News Release</u>	2000年00月00日

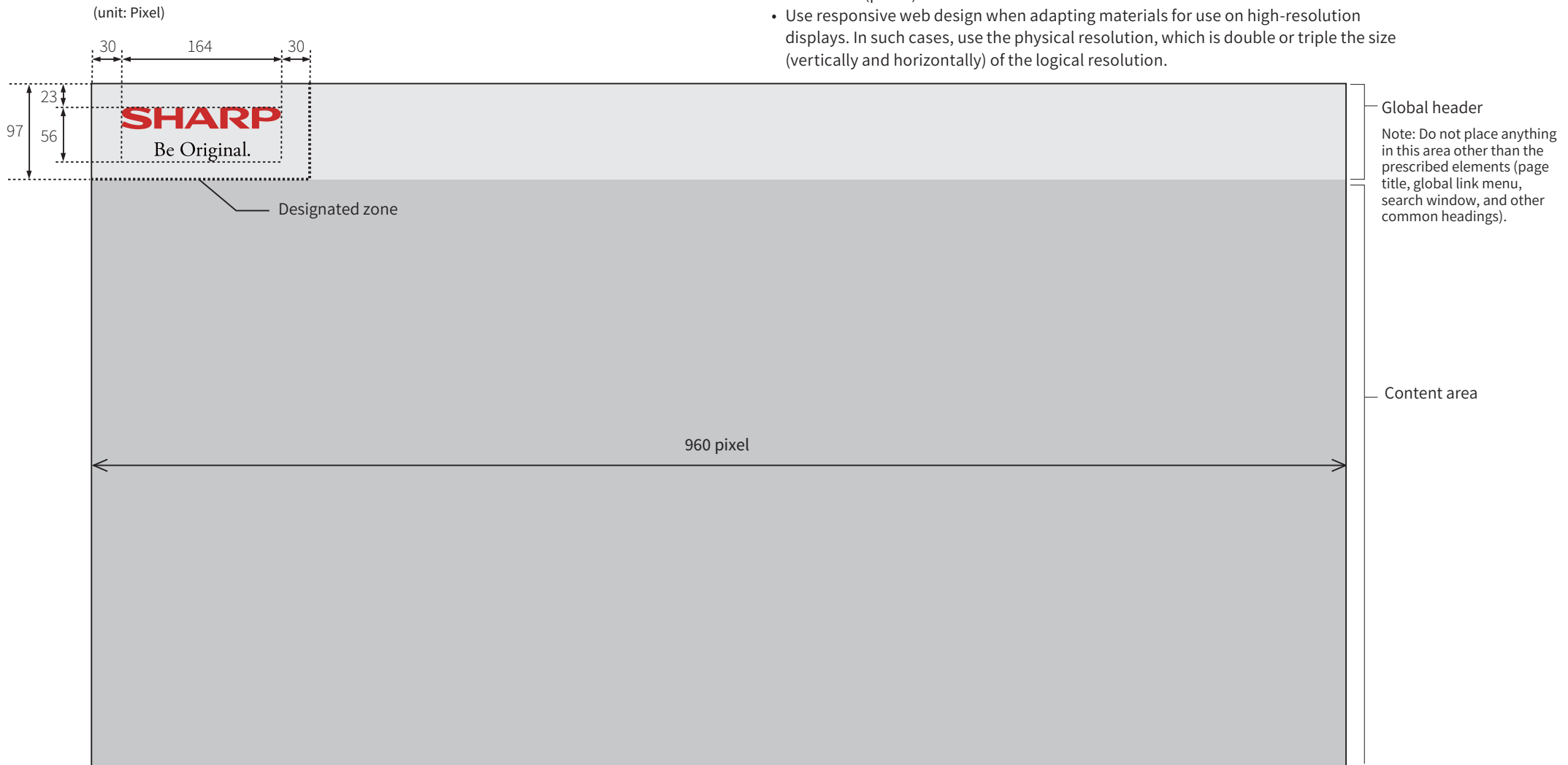
- Displaying the logos on a website (top page)

Note: "Top page" refers to the corporate page, branding and design page, microsities, and pages directly under various special site directories.

Display the logo in the specified position, size, and color.
 Do not place other shapes or display items within a specific measured area around the logo (the designated zone).
 For more information, please contact the Corporate Public Relations representative in the Sharp Headquarters before using the logo on websites.
 (Conform to the "Website Manual")

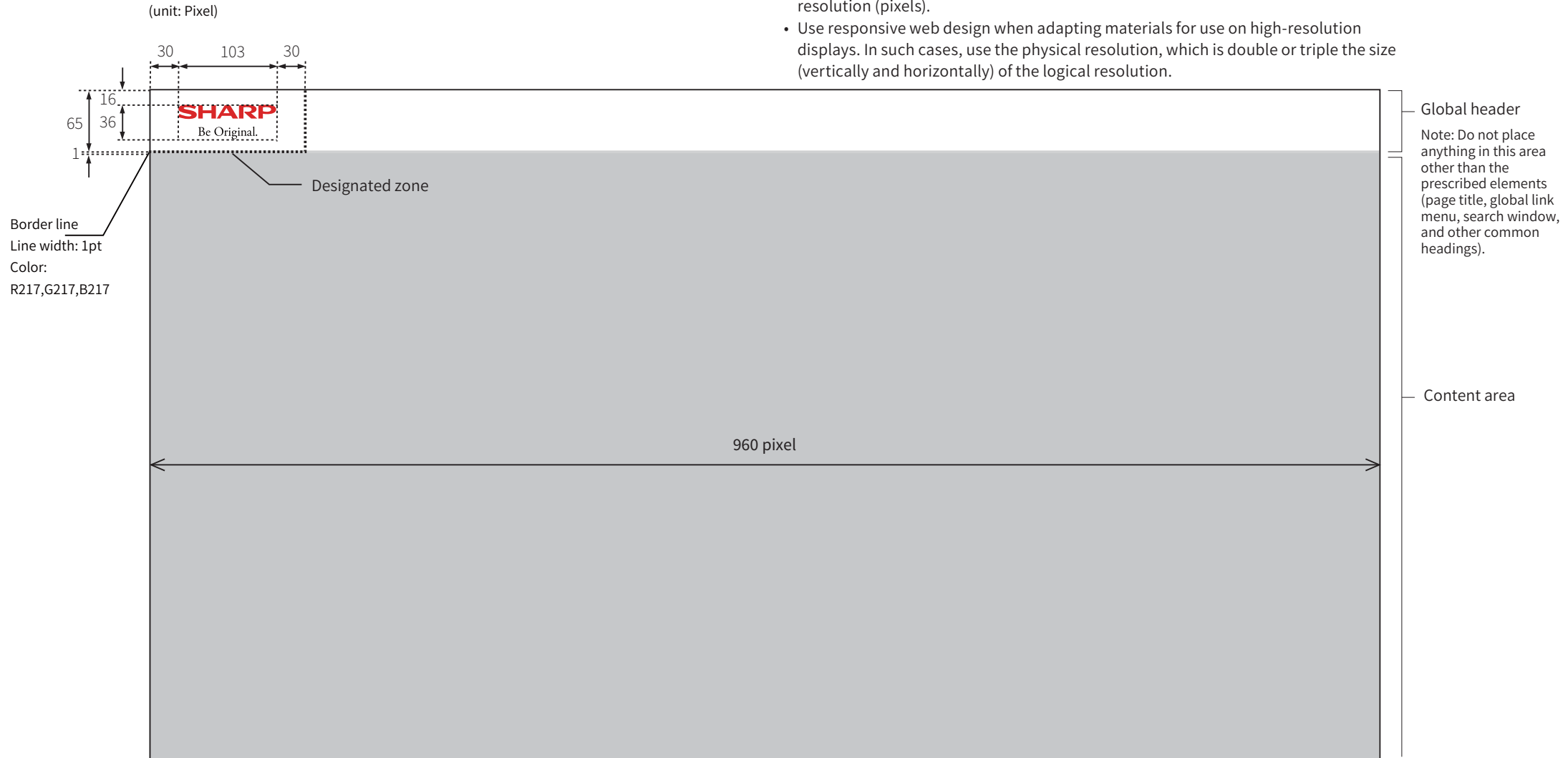
Notes:

- The specified size and position of an image is measured in terms of its logical resolution (pixels).
- Use responsive web design when adapting materials for use on high-resolution displays. In such cases, use the physical resolution, which is double or triple the size (vertically and horizontally) of the logical resolution.



● Displaying the logos on a PC website (top page)

[Except top page (B02-01)]



Display the logo in the specified position, size, and color.

Do not place other shapes or display items within a specific measured area around the logo (the designated zone).

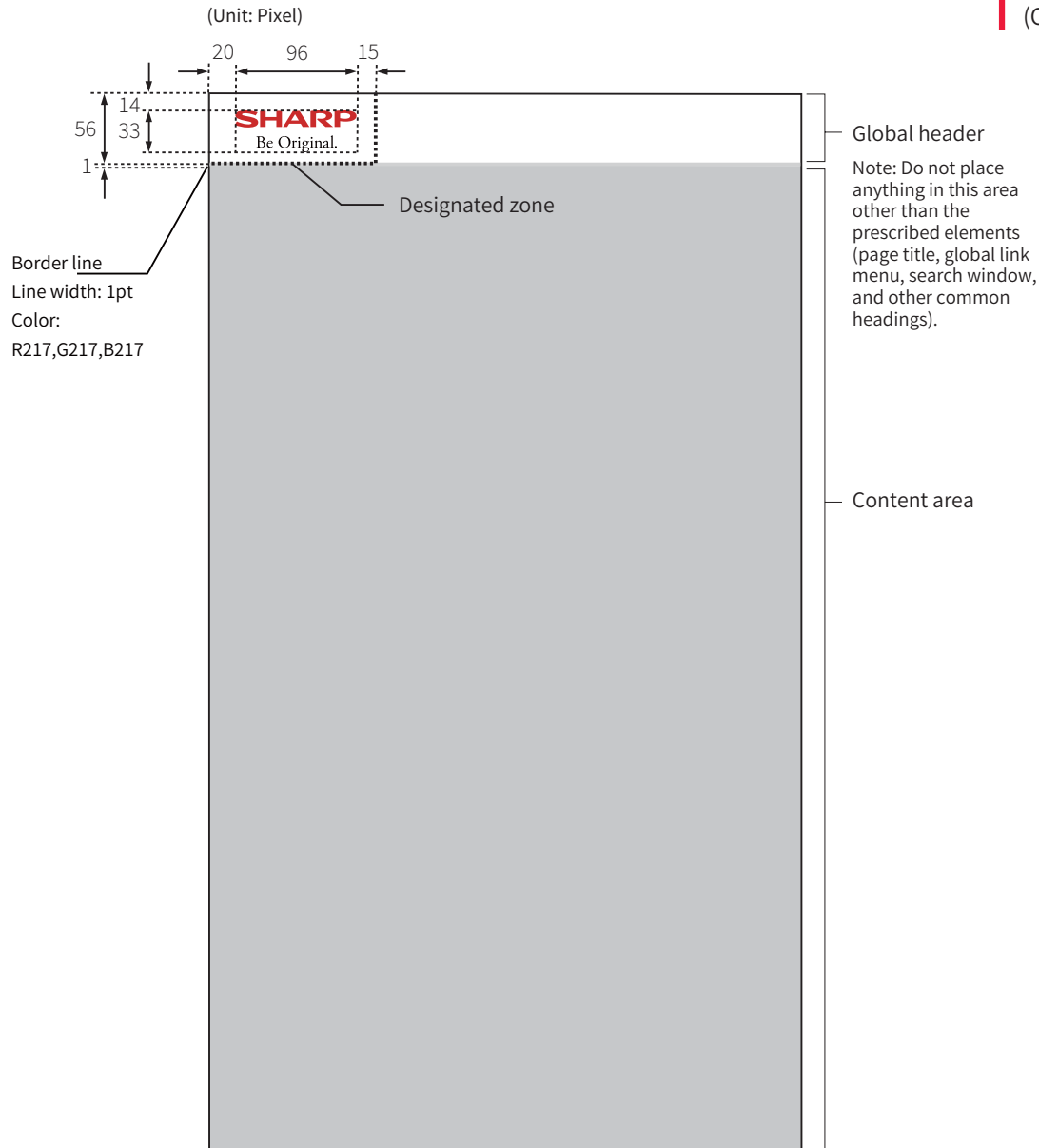
For more information, please contact the Corporate Public Relations representative in the Sharp Headquarters before using the logo on websites.

(Conform to the “Website Manual”)

Notes:

- The specified size and position of an image is measured in terms of its logical resolution (pixels).
- Use responsive web design when adapting materials for use on high-resolution displays. In such cases, use the physical resolution, which is double or triple the size (vertically and horizontally) of the logical resolution.

● Displaying the logos on a smartphone



Display the logo in the specified position, size, and color.
Do not place other shapes or display items within a specific measured area around the logo (the designated zone).
For more information, please contact the Corporate Public Relations representative in the Sharp Headquarters before using the logo on websites.
(Conform to the “Website Manual”)

Notes:

- The specified size and position of an image is measured in terms of its logical resolution (pixels).
- Use responsive web design when adapting materials for use on high-resolution displays. In such cases, use the physical resolution, which is double or triple the size (vertically and horizontally) of the logical resolution.
- The standard size for smartphones is 360 x 640 pixels (logical resolution). As the table below shows, there are various screen sizes, but the specified position is always the logical value shown in the diagram on the left.

Screen logical resolution	Major models
360 × 640	SHARP SONY Samsung
360 × 592	SHARP SONY LG
375 × 667	iPhone (6 or later)
320 × 568	iPhone (5S SE, others)
768 × 1042	iPhone iPad mini

← Basic screen size

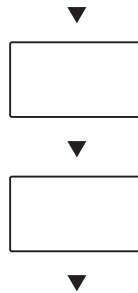
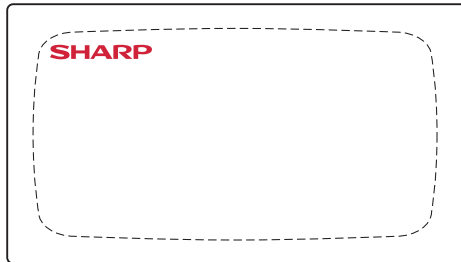
Note: For smartphone sites, make the “Be Original.” logo slightly larger to make it more visible.



TV Commercials, Demonstration Software, and Videos on the Web

Use the prescribed logo for the commercial's opening and closing.

Opening



- Show only the SHARP logo for the opening. For the color surrounding the SHARP logo, choose one that gives a clear contrast with the logo.
- The standard size is about one-third of the title's safety zone.
- The display position is either at the top left or the top right.

Closing

- For the commercial's closing, the logo can be displayed as below.



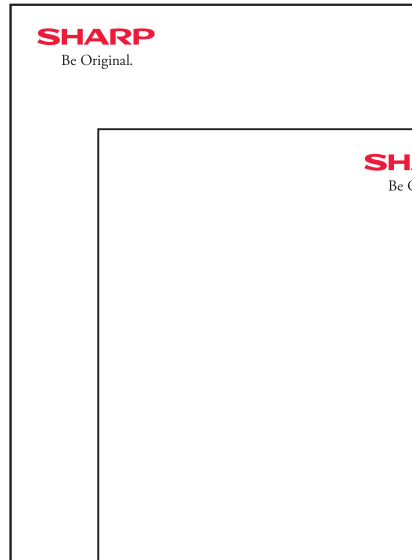
Moving logo B

- Sound Yes/No
- Registered trademark (®) Yes/No

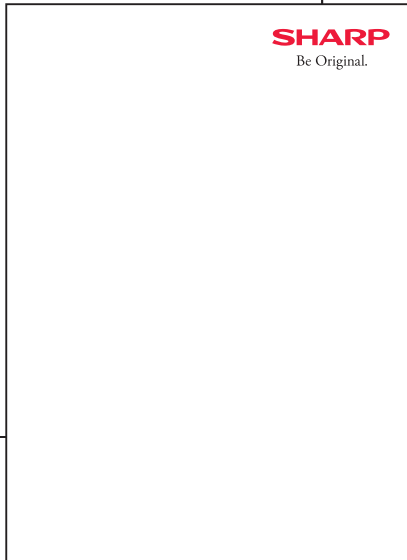
- For the closing, use the specified master data. Before using it, contact the Brand Strategy Division, Branding Design Group.
- Display the logo for the number of seconds stipulated in the master data (do not shorten this time).
- Minimum required information, such as website addresses, can be displayed together with the logo.
- When using the logo with no sound, delete the sound in the specified master data.

Newspaper Ads-1

Upper left



Upper right



Note:

For portrait-oriented advertisements, such as one-half horizontal/7-column and 5-column, the logo can be displayed at the bottom right.

The designated zone is the same for bottom right display as

Display the logo in the specified size and color in the top left, top right, or bottom right. To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo. When there are photos or other images behind the logo, be sure they do not interfere with the visibility of the logo.

Note: This layout is for advertisements for products and services, but it does not apply to corporate advertisements promoting the "Be Original." concept. (see A02 section)

- The designated zone (around the logo) is the same for top right and bottom right display as well.
- The display position and designated zone are the same for black-and-white advertisements as well.

Designated zone



Designated zone
(Refer to the following pages for actual measurements.)

Newspaper Ads-2

Display the logo in the specified size and color in the top left, top right, or bottom right. To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo. When there are photos or other images behind the logo, be sure they do not interfere with the visibility of the logo.

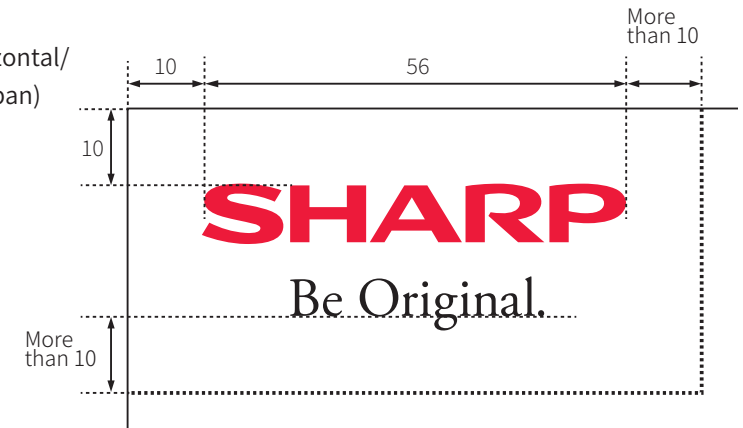
(unit: mm)

2-page spread
30-column (Japan)

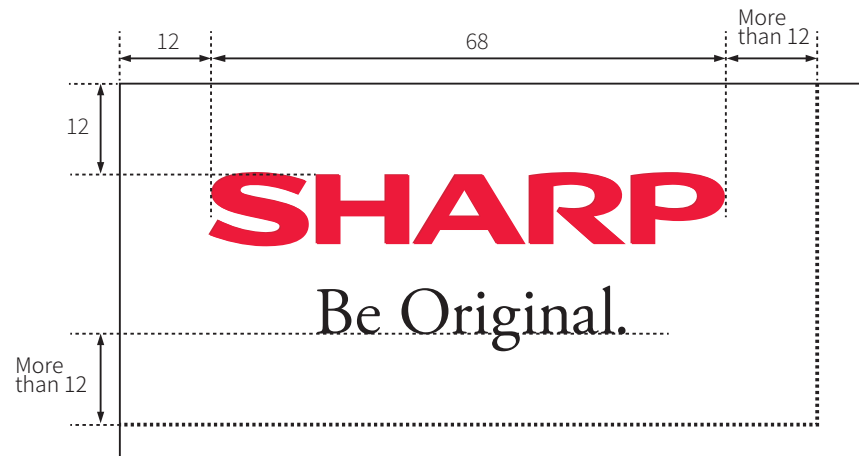


- The designated zone (around the logo) is the same for top right and bottom right display as well.
- The display position and designated zone are the same for black-and-white advertisements as well.

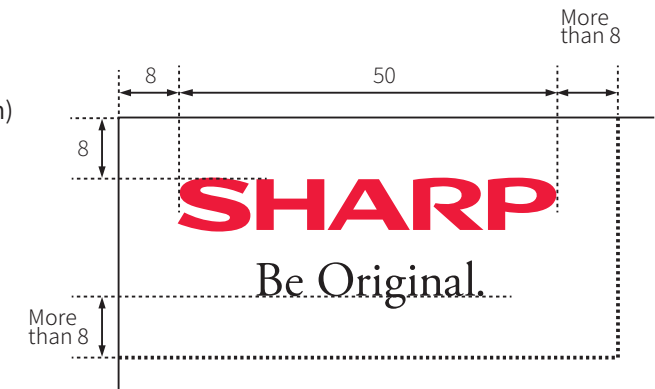
One-half horizontal/
7-column (Japan)



1 page
10 or 15-column
(Japan)

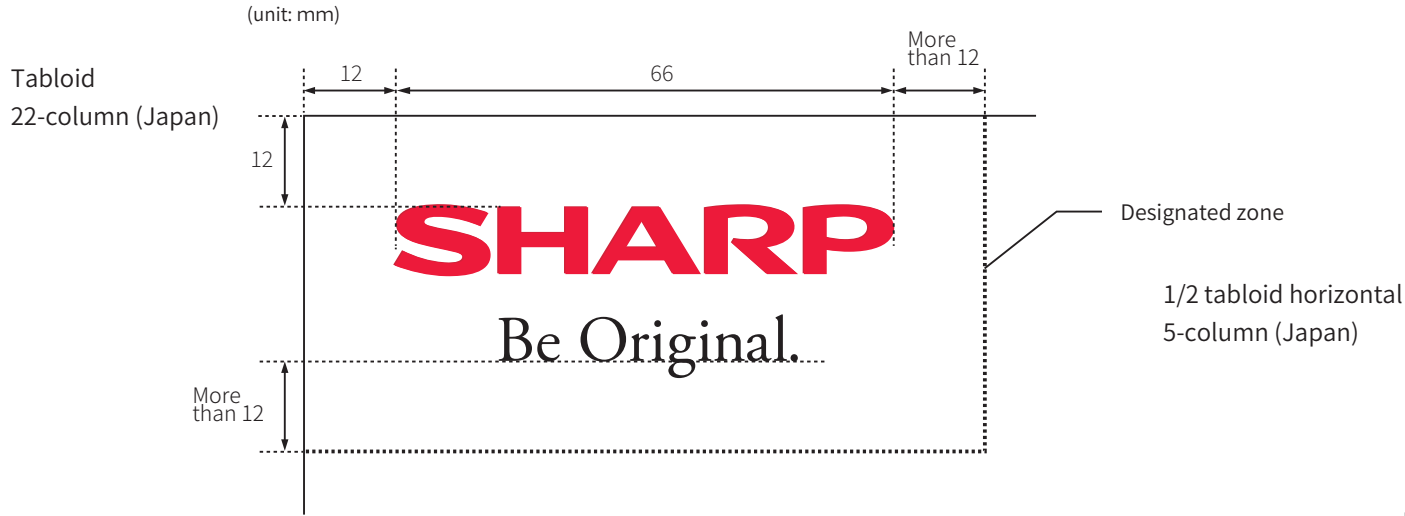


5-column (Japan)

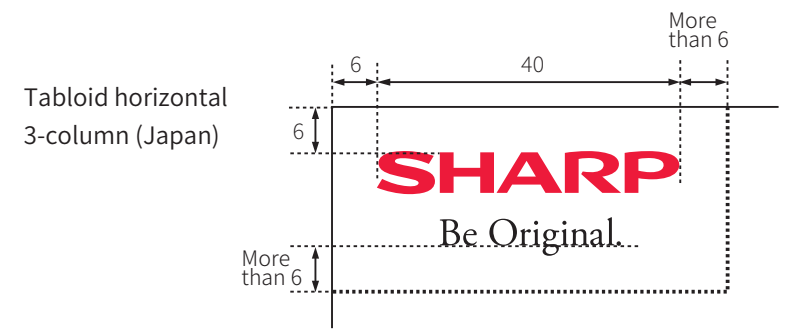
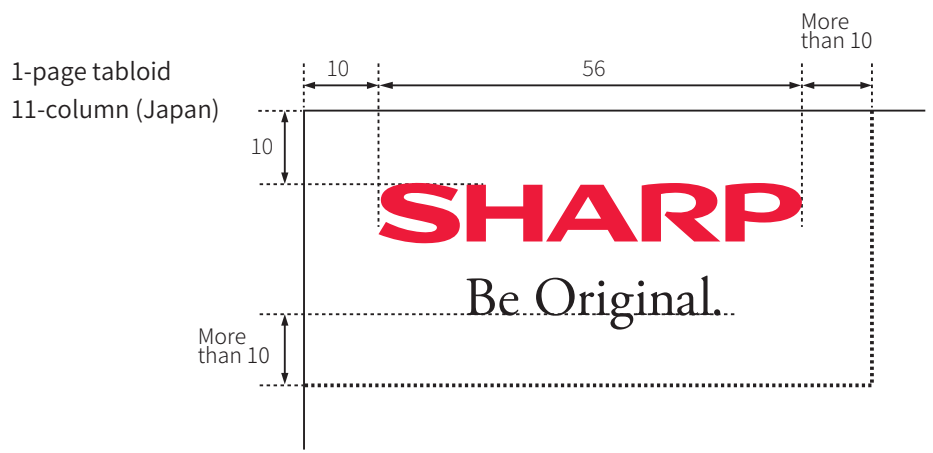
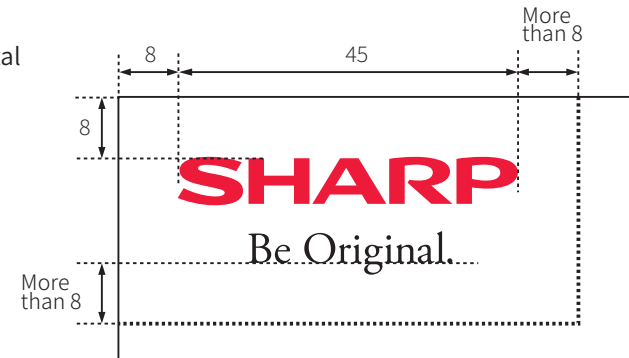


Newspaper Ads-3

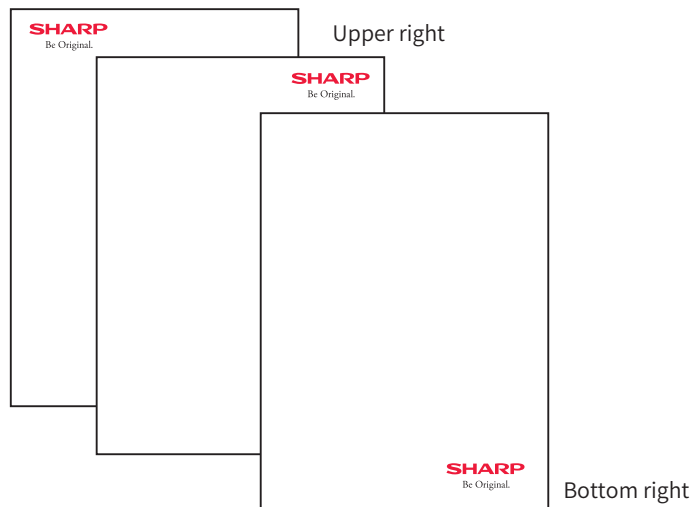
Display the logo in the specified size and color in the top left, top right, or bottom right. To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo. When there are photos or other images behind the logo, be sure they do not interfere with the visibility of the logo.



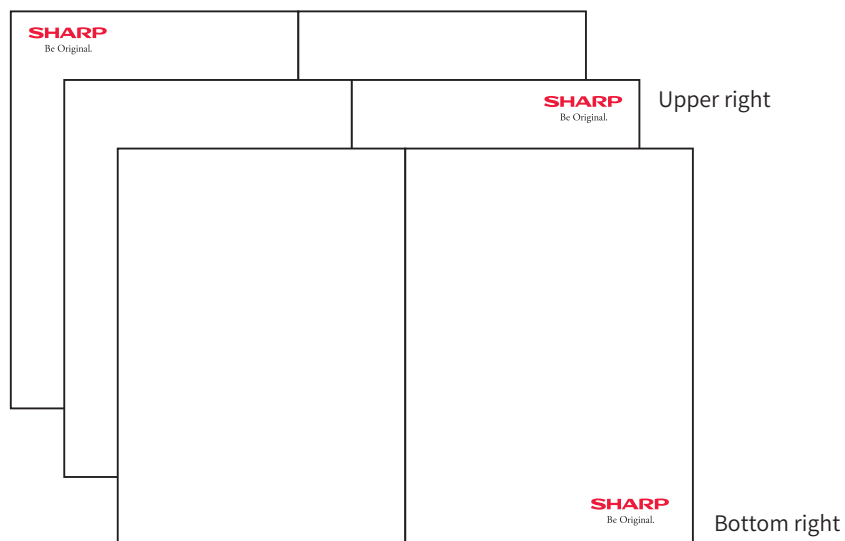
- The designated zone (around the logo) is the same for top right display as well.
- The display position and designated zone are the same for black-and-white advertisements as well.



Upper left



Upper left



Display the logo in the specified size and color in the top left, top right, or bottom right. To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo. When there are photos or other images behind the logo, be sure they do not interfere with the visibility of the logo.

- The designated zone (around the logo) is the same for top right and bottom right display as well.
- The display position and designated zone are the same for black-and-white advertisements as well.

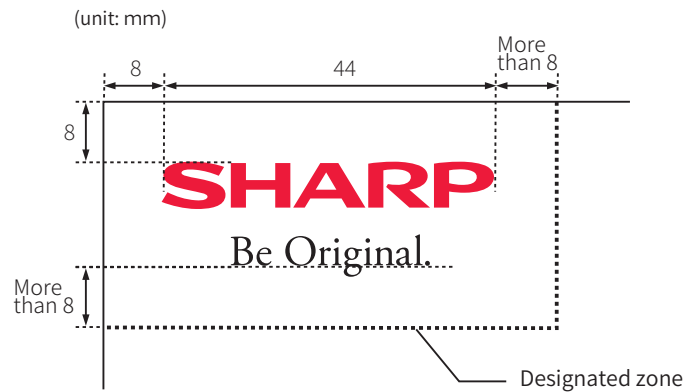
Designated zone



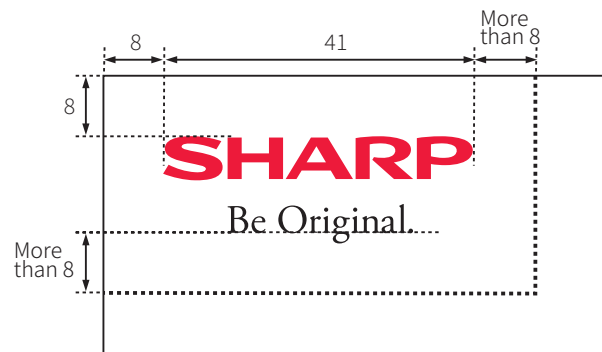
Magazine Ads-2

Display the logo in the specified size and color in the top left, top right, or bottom right. To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo. When there are photos or other images behind the logo, be sure they do not interfere with the visibility of the logo.

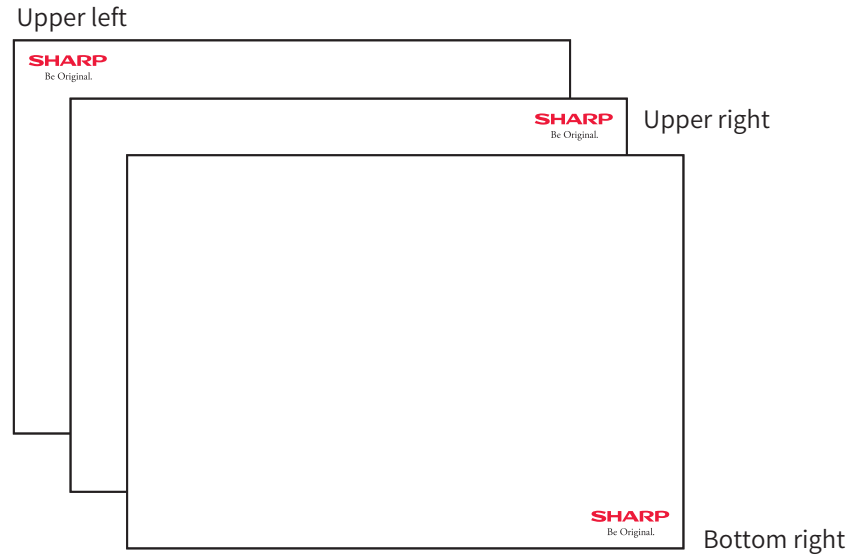
2-page, A4-size
1-page, A4-size



2-page, B5-size
1-page, B5-size



- The designated zone (around the logo) is the same for top right and bottom right display as well.
- The display position and designated zone are the same for black-and-white advertisements as well.



Display the logo in the specified size and color in the top left, top right, or bottom right. To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo. When there are photos or other images behind the logo, be sure they do not interfere with the visibility of the logo.

- The designated zone (around the logo) is the same for top right display as well.

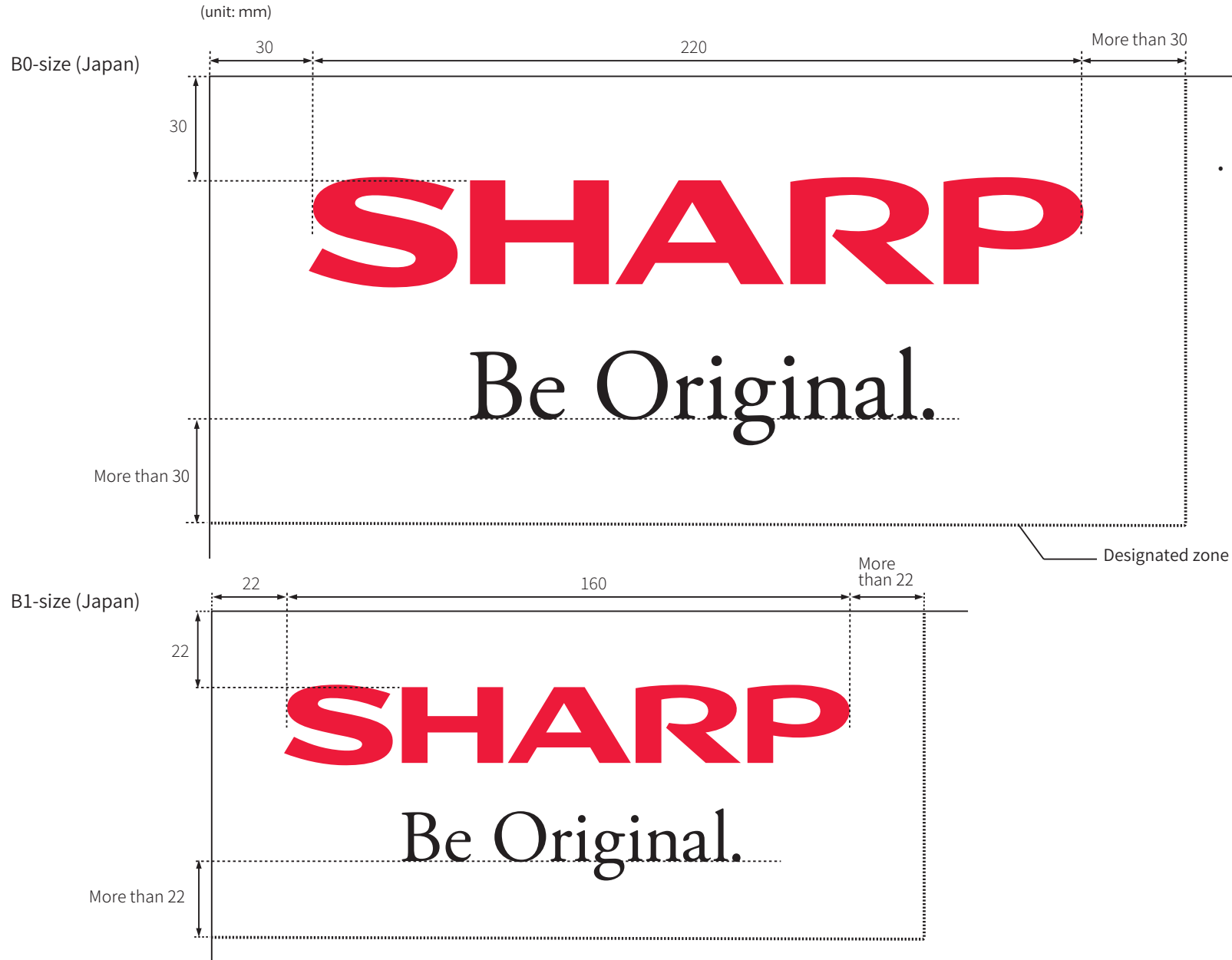
Designated zone



Designated zone
(Refer to the following pages for actual measurements.)



Display the logo in the specified size and color in the top left, top right, or bottom right. To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo. When there are photos or other images behind the logo, be sure they do not interfere with the visibility of the logo.

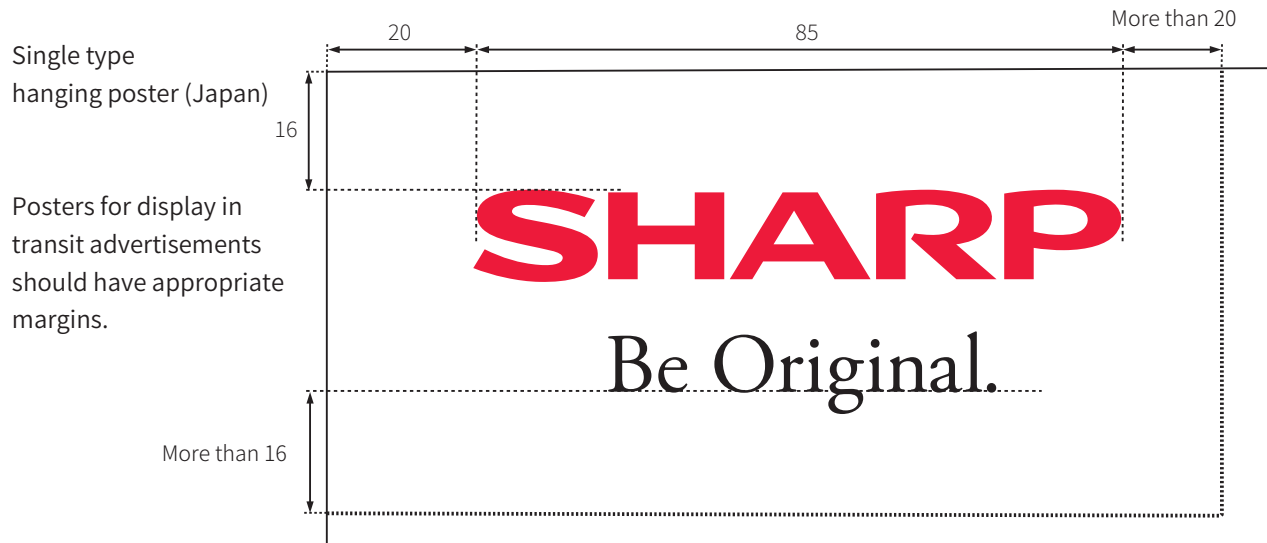


- The designated zone (around the logo) is the same for top right and bottom right display as well.

Display the logo in the specified size and color in the top left, top right, or bottom right. To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo. When there are photos or other images behind the logo, be sure they do not interfere with the visibility of the logo.



- The designated zone (around the logo) is the same for top right and bottom right display as well.

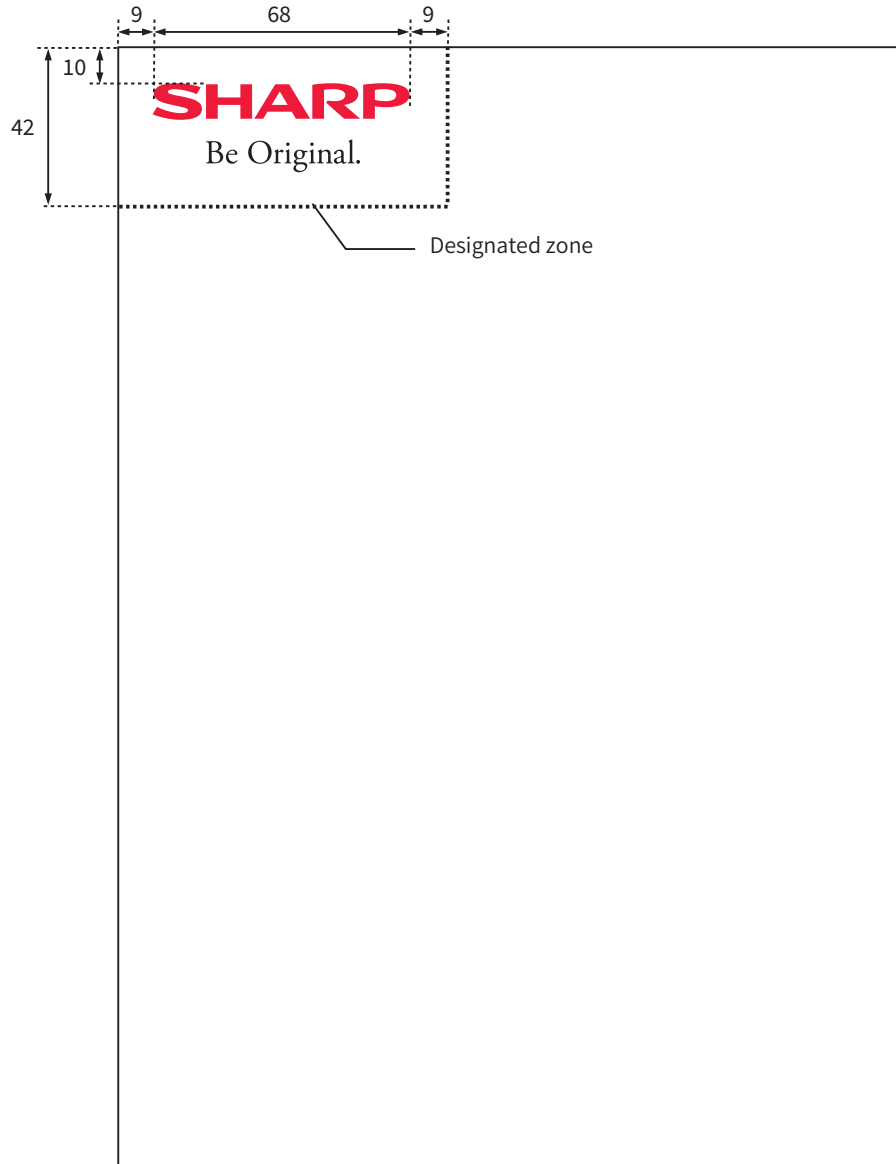


Product Catalogs-1

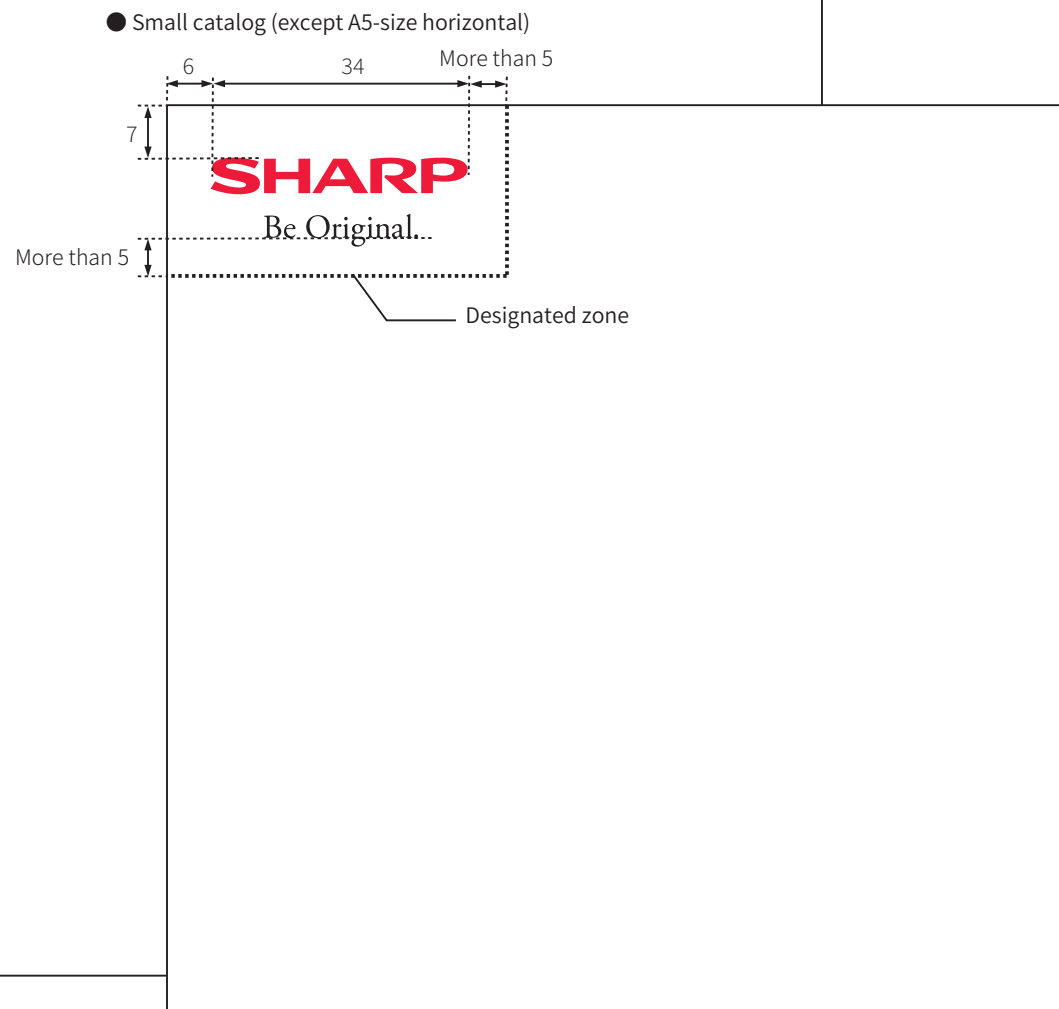
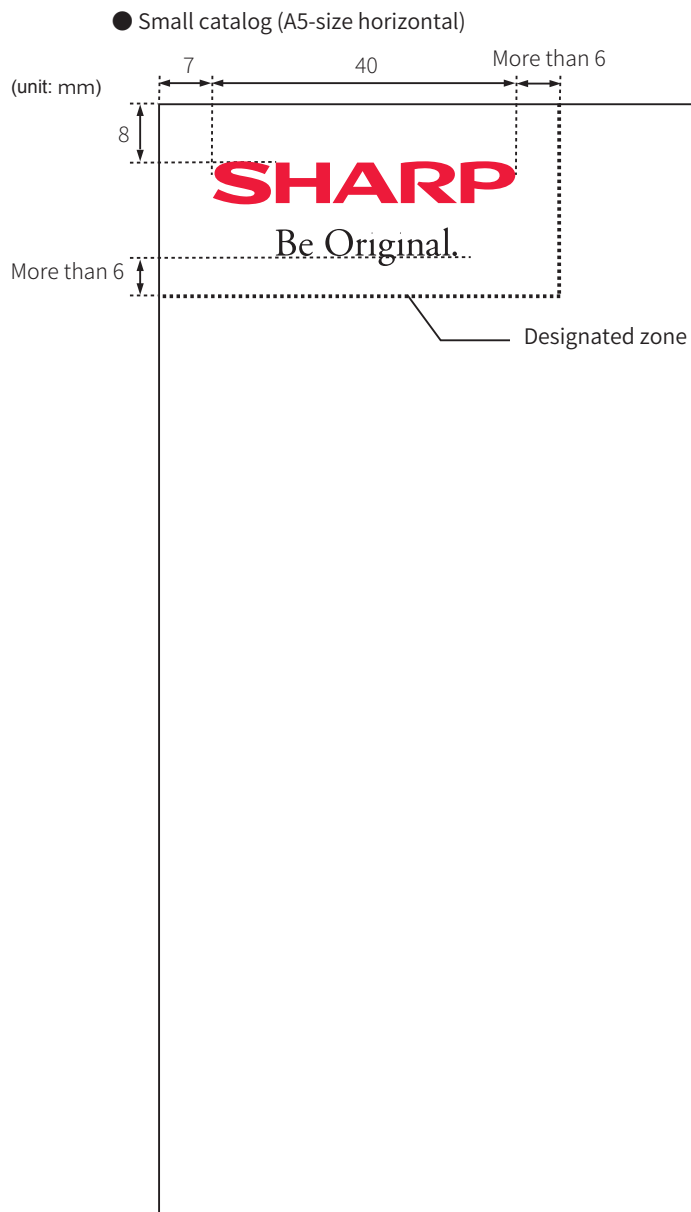
Display the logo in the specified size and color.

To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo.

- A4-size portrait
(unit: mm)



In small catalogs, display the logo in the specified size and color.
To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo.

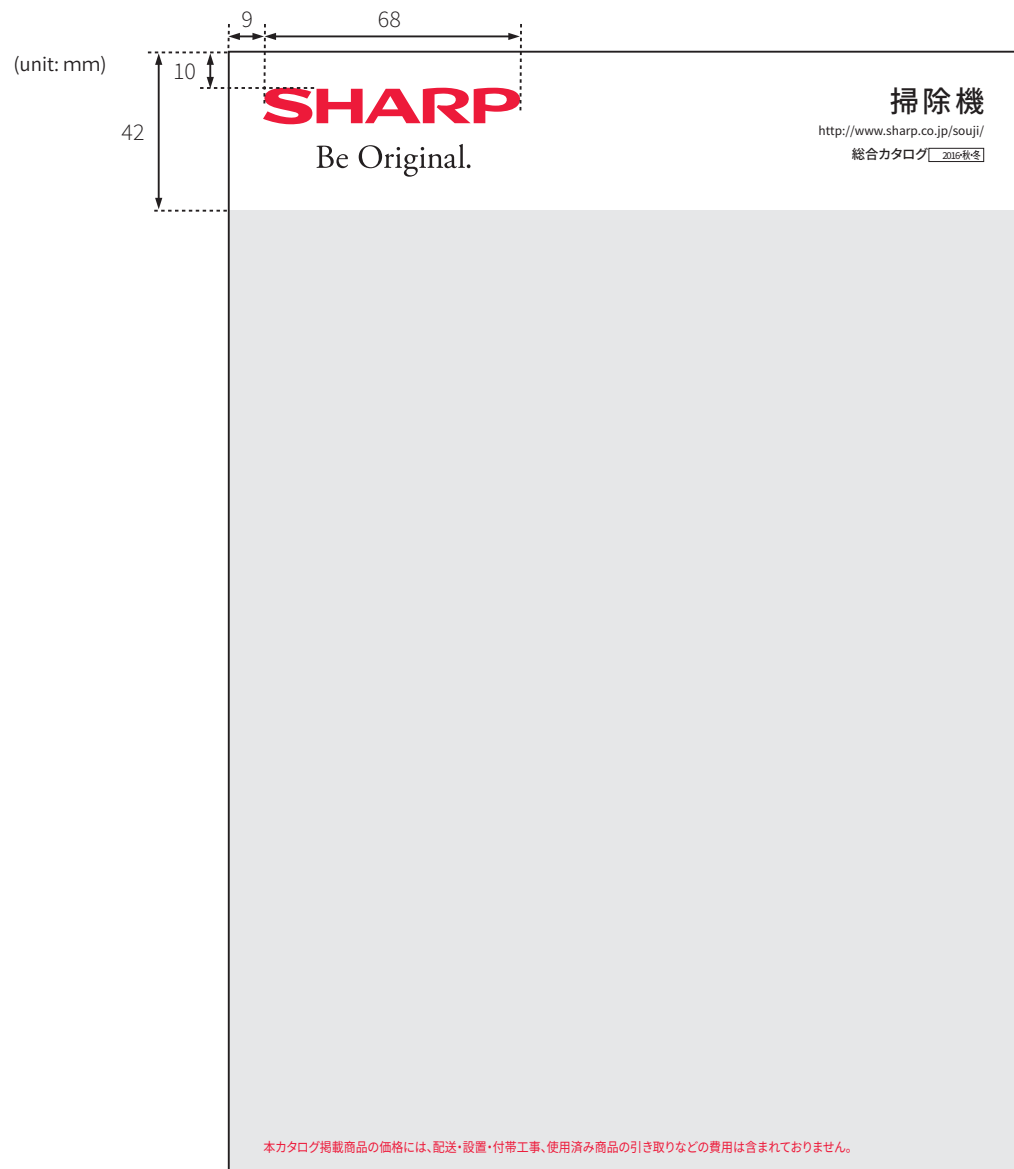


B07-03

Product Catalogs-3 (Japan)

Display the logo in the specified position, size, and color.

● A4-size portrait



In small catalogs, display the logo in the specified size and color.

To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo.

If you are not sure, consult with the Brand Strategy Division.

● Small catalog (A5-size horizontal)

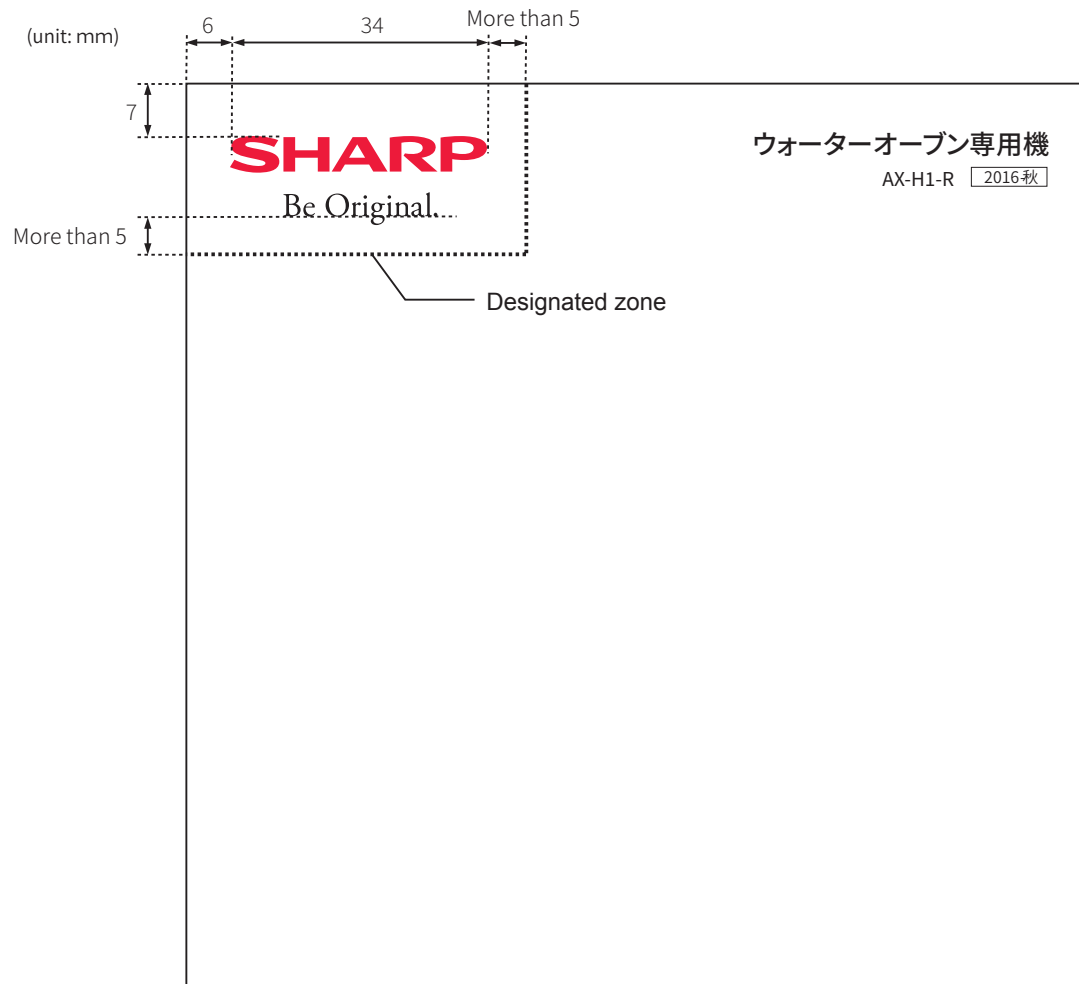


In small catalogs, display the logo in the specified size and color.

To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo.

If you are not sure, consult with the Brand Strategy Division, Branding Design Group.

● Small catalog (except A5-size horizontal)



Other Printed Materials

Display the logo in the specified shape and color.

To ensure the logo is set apart from other items and therefore easy to see, don't display any indication or figures in the blank space (designated zone) of the combined logo.

Use a background color and expression that ensure a clear contrast with the logo.

Designated zone



* The (H) should be equivalent in height to the vertical length of the letter "H" of the SHARP logo.

