

G Mark Usage Guidelines

G Mark

In Japan, every type of the combinations of the symbol mark and the logotype, from type “A” to “L” is available as an official logo. There is no priority among the types. Please choose according to intended use. Proportion and position of the symbol mark and the logotype must be kept as the posted types. The use of the symbol mark alone by a winner is basically infeasible even in Japan. Regarding the usage of the G Mark outside of Japan, the use of the single symbol mark alone is infeasible. And the available G Mark types are limited (type E, F, G, H, K, L, etc.). Please consult with JDP.

Available only in Japan

Undated

Type A



Type C



Type B



Type D



Globally available

Dated (English)

Type E



Type G



Type F



Type H



Space required around the G Mark

To avoid any interference from other graphics, the required spacing around the G Mark is defined. Please do not include any other elements within the area surrounded by the grid lines.

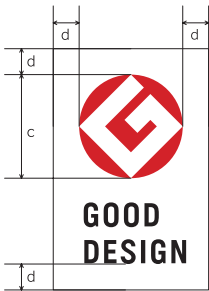
a:b = 5:2 (Reduce b by 40% when a is 100%)

c:d = 4:1 (Reduce d by 25% when c is 100%)

Type A, E



Type B, C, D,
F, G, H,
I, J, K, L



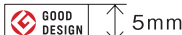
Minimum Size

The G Mark cannot be smaller than the size shown below, in order to maintain visibility.

Type A, E



Type B, F



Type C, D



Type G



Type H



Type I



Type K



Type J



Type L



Dated (Japanese)

Type I



Type J



Exclusive for GOOD DESIGN BEST100 winners

Type K



Type L



Color

A white background is recommended for color expression. Monochromatic (CMYK: K=100%) and negative (highlight) expressions are also available. Colors other than black for background may be used for negative expression. As an exception, gold color (including gold foil print) may be used for the Grand and Gold Award winning works.



Symbol

**GOOD
DESIGN**

Logotype

Symbol:

PANTONE 186C

CMYK:C=14% M=100% Y=100% K=0%

RGB:R=192% G=0% B=20%

Logotype:

PANTONE Hexachrome Black C

CMYK:C=0% M=0% Y=0% K=100%

RGB:R=0% G=0% B=0%

Color



Monochromatic



Negative



Background

Although a white background is recommended for the G Mark in a color expression, colors other than white may also be used for the background only if the visibility of the G Mark is not lost. If the background could seriously obscure the outline of the G Mark, please make sure to use a white square background to maintain visibility.

Favorable examples



Acceptable cases without white background



Prohibited examples



Do not change the positions.



Do not transform.



Do not change the proportions.



Do not mix up the colors.



Do not use other fonts.



Do not use other colors.



Do not include any element within the necessary space around the G Mark.



Do not add shadow effect.



Do not use the background which disturb the visibility of the G Mark.



Do not make it bold.



Do not use in outlines.



Do not change the density of the color.

G Mark Usage Regulations

This Usage Regulations describe the method of G Mark usage that is based on the “G Mark Usage Rules”, “G Mark Usage Guidelines” and “G Mark Usage Fee” prescribed by the Japan Institute of Design Promotion, and the matters required of the GOOD DESIGN AWARD winners when they use the “G Mark”, include the following contents.

1) Definition of G Mark

The design of the “G Mark” uses a square inscribed inside a circle. Dividing one side of the square into an 8 makes it appear like the first letter, “G”, of the phrase Good Design. This is a trademark owned by the Japan Institute of Design Promotion, the organizer of the GOOD DESIGN AWARD program (hereinafter referred to as the “organizer”).

The G Mark was designed by Mr. Yusaku Kamekura in 1956, and starting 1957, in which the GOOD DESIGN AWARD system was launched, it has been used to recognize designs that have won the GOOD DESIGN AWARD.

2) G Mark usage

Regarding the usage of G Mark, please comply with the “G Mark Usage Rules”, “G Mark Usage Guidelines” and “G Mark Usage Fee” prescribed by the organizer, of which the outlines are as follows.

- 2-1 Award winners may login to the GOOD DESIGN AWARD Entry Site and apply for the G Mark Usage on the application page. Each awarded entry requires an individual application. Confirming the application, the organizer will send an invoice to the Award winner. After the payment is confirmed, the organizer will issue a G Mark Usage Permission Certificate and send it to the winner.
- 2-2 If there are multiple winners of a GOOD DESIGN AWARD, any of the winners may apply. Once approved by the organizer, other winners may also use the G Mark. In addition, advertising agencies may also apply to use the “G Mark” as representatives of the winners, if instructed by them. If such is the case, documentation proving the status as a representative of the winner should be attached.
- 2-3 The usage of the G Mark obeying 2-2 of the “G Mark Usage Rules” in countries or regions other than Japan shall accordingly comply with the local Laws and Regulations. On this condition, upon application, please specify the countries or regions where you want to use the G Mark and consult with the organizer. Available types of the combinations of the “G Mark” and the logo on the “G Mark Usage Guidelines” may vary depending on the countries or regions. In principle, the use of the “G Mark” alone is not recommended.
- 2-4 The applicant may use the G Mark for a period of one year starting on the date specified on the Usage Permission Certificate. After the deadline, the applicant may reapply for the continued use of the G Mark.
- 2-5 The details of the available types of G Mark are specified on the page. As for the usage of the logo marks, the available types are limited as indicated by the “G Mark Usage Guidelines”.

3) G Mark usage fee

The G Mark License fee for 1 year is set below:

- 3-1 In principle, the usage fee in the table above will be applied according to the retail price (current market price in the case of open pricing) as stated in the screening information. If there is a range in the retail price, the average value will be determined. When the award winning entry is a non-commodity, the usage fee will be calculated in accordance with the total project cost.
- 3-2 For award winning entries from countries or regions other than Japan, the G Mark usage fee will be calculated based on the rules above.

Retail Price	Total Project Cost (If retail price is not available)	Usage Fee (including tax)
Less than 500,000 yen	Less than 500 million yen	220,000 yen
500,000 yen to less than 5 million yen	500 million yen to less than 5 billion yen	550,000 yen
5 million yen or more	5 billion yen or more	1,100,000 yen

4) Reduction of the usage fee

The Organizer offers various reductions in G Mark license fees to winners in accordance with 5-2 of the “G Mark Usage Rules”, as follows.

- 4-1 If the winner is a government organization, such as the national or a local government, or an educational corporation, medical corporation, religious corporation, or public interest incorporated foundation/association authorized or accredited by the national or a local government, or a public institution or association, such as a non-profit organization, the G Mark usage fee shall be waived. However, a corporation (third-sector company) jointly established by a government organization and the private sector is excluded. For overseas winners established in the same forms as mentioned above, the organizer will make a judgment according to the regulation.
- 4-2 If the winner is an individual or a small and medium-sized enterprise, the G Mark usage fee shall be reduced by 50%. However, the definition of a small and medium-sized enterprise shall be subject to the definition set forth in the Japanese Law “Small and Medium-sized Enterprise Basic Act”. Nonetheless, discount offers are not available to a “small and medium-sized enterprise under the effective control of a large enterprise”, such as a subsidiary of a large corporation. For overseas Award Winners running small and medium-sized enterprise, the organizer will make a judgment according to the regulation.
- 4-3 For an application for the initial four years made with a one-time payment within the year in which the entry is awarded, the usage fee shall be reduced by 25%. The G Mark usage fee for an awarded work from the fifth year onward after its award year shall be reduced by 50%. For an awarded work from the tenth year onward after its award year, the G Mark usage fee shall be waived.

5) Exemptions to support disaster recovery

To support the recovery from the 2024 Noto Earthquake that occurred, for winners whose headquarters (or main office in the case of sole proprietors) are located in Ishikawa Prefecture, no G Mark usage fee will be charged for one year for applications received by March 31, 2026.

6) Exemption to support GOOD FOCUS AWARD [DISASTER PREVENTION & RECOVERY DESIGN] winners

To support natural disaster prevention and post-disaster recovery, winners who receive the GOOD FOCUS AWARD [DISASTER PREVENTION & RECOVERY DESIGN] in 2021 and onward can apply for one year of free use of G Mark until March 31, 2026.

7) Free G Mark usage during the awarded PR period

All winners may use the G Mark, free of charge, for the awarded PR period from the announcement of the winners in the given year. The awarded PR period in 2025 will start from October 15 to November 5. The organizer may, from time to time, set up free usage periods in addition to the period above.

8) G Mark usage in relation to improvements or upgrades to the awarded works

In the event of any changes in the specifications of the awarded work, including performance improvements, if G Mark usage is requested, a specified “Alteration Report Form” must be submitted to the organizer. The organizer will judge the content in accordance with 3-4 of the “G Mark usage rules”, and notify the winners whether they can use the G Mark.

9) Report on the status of use

The organizer may request the winner using the G Mark to report on the status of its use.

In addition, the organizers may also use the winners' usage cases in the promotion of the GOOD DESIGN AWARD.