

## **G Mark Usage Regulations for GOOD DESIGN AWARD 2025**

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 schedule" 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 Goode Design Award program (hereinafter referred to as the "organizer".)

The G Mark was designed by Mr. Yusaku Kamekura in 1956, and starting in 1957, when 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 schedule" prescribed by the organizer, of which the outlines are as follows.

2-1. Award winners may log in 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 License Agreement" 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 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 "G Mark License Agreement". 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 usage fee for 1 year is set below:

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

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 awarded work is a non-commodity, the usage fee will be calculated in accordance with the total project cost.

3-2. For awarded works from countries or regions other than Japan, the G Mark usage fee will be calculated based on the rules above.

### 4. Reduction of the Usage Fee

The organizer offers various reductions in G Mark usage 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 enterprises, 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 starts 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.

April 1, 2025