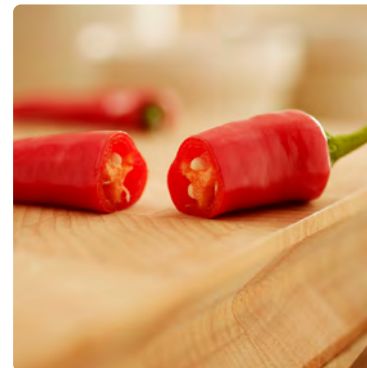
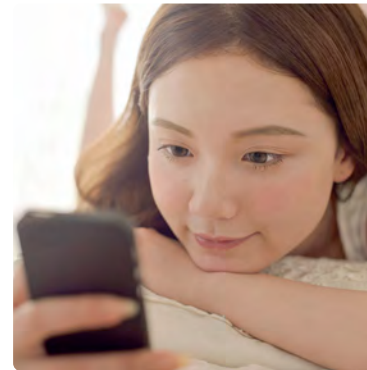


SHARP Style Guidelines

Ver.1.0 English



SHARP



Foreword

Sharp flagged its new Brand Vision “SHARP Shares Smiles.” in October 2015. At the same time, Sharp’s new World View = SHARP Style, was formulated based on this Brand Vision. It is critical to transmit our SHARP Style in a consistent manner in various communication scenarios in order to capture expectations and empathy as much as possible from customers and from those in society in general. This document, “SHARP Style Guidelines,” is a compilation of rules established for various types of communication, including sales and promotions, public relations and advertising. Familiarize yourself with the content of these Guidelines, and create while adhering to the rules.

September 2016

The objective of the Style Guidelines

For designs used in various types of communication:

- Utilize expressions that easily convey the SHARP Style to customers.
- Leave a strong overall impression by bringing about a sense of unity to expressions that have been inconsistent thus far by area and product.

The difference between the Brand Manual and the Style Guidelines

Brand Manual: A series of rules centered on usage of the SHARP logo.

Style Guidelines: A series of rules for design elements, excluding the SHARP logo.

Note of caution regarding managing the Guidelines

Manage the Guidelines in accordance with the nondisclosure agreement when providing this document to a collaborating production company.

Inquiries

Contact the office below if you need to consult for advice or have questions regarding this document.

Brand Strategy Department

Branding Design Division

SHARP CORPORATION

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

Table of Contents

A Background to formulating the Style Guidelines

- A01** Background to formulating the Style Guidelines
- A02** Principles of branding
- A03** Brand Vision
- A04** SHARP Style = World View

B Fonts

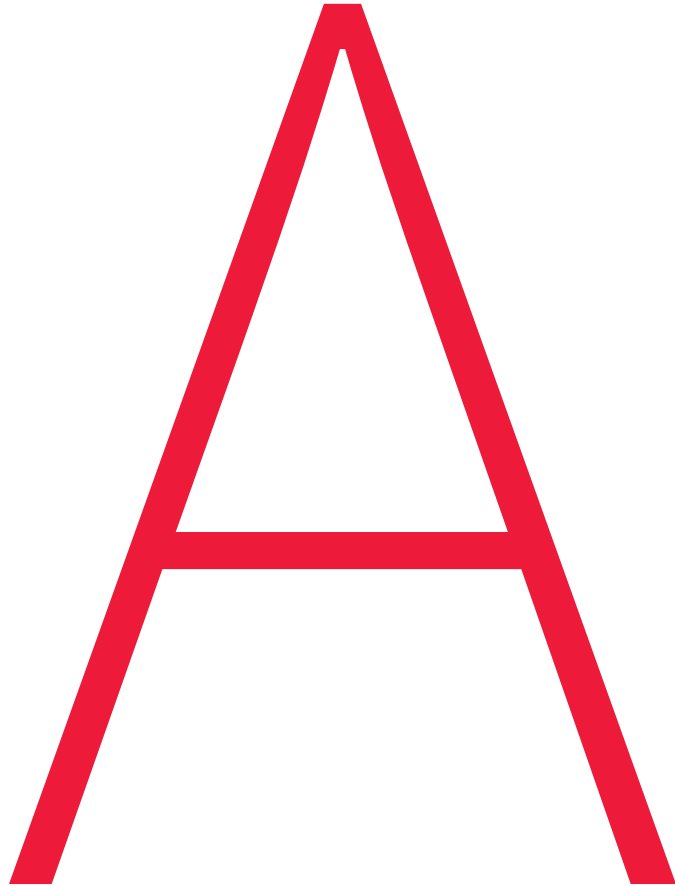
- B01** Designated fonts
- B02** Usage standards
- B03** Examples of serif typeface usage
- B04** Examples of font usage (Japanese language)
- B05** Examples of font usage (European languages)
- B06** Examples of font usage (Chinese language)

C Colors

- C01** Color palette
- C02** Usage standards-1
- C03** Usage standards -2
- C04** Examples of color usage
- C05** Examples of impermissible color usage

D Pictures

- D01** People-1
- D02** People -2
- D03** Scenes-1
- D04** Scenes -2
- D05** Product pictures -1
- D06** Product pictures-2



Background to formulating
the Style Guidelines

A01

Background to formulating the Style Guidelines

A survey conducted in 2014 made it clear that Sharp's brand image is weak compared with rival companies.

In other words, the results showed that the image of the SHARP corporate brand is difficult to envision. In an effort to make Sharp's image vivid again, we flagged a Brand Vision to reflect the image of the company that Sharp ought to become and also formulated these Style Guidelines to express this vision.

Activities that build up the value of Sharp as a corporate brand will become critical going forward based on the Brand Vision, all the while continuing to clarify Sharp's image.

We will shift from a strategy of reinforcing product brands, aimed at shoring up the value of Sharp's brand, to a strategy based on making an impression with the Sharp brand itself as a way to raise the brand value over the long term.

Previous



Business, product and technology brands boost the value of the corporate brand.

New



Corporate Branding

Brands that have built up value will be consolidated under the "SHARP" corporate brand. This will enhance the value of the corporate brand and provide a guarantee for all sub-brands.

The image that SHARP aims to project

Brand Vision	Image that SHARP aims to project																		
SHARP Shares Smiles.	We want to share the “fun” that makes life more exciting. We want to share the “experiences” that compose a rich lifestyle. We want to share the “information” that makes it easier for us all to work more effectively. We want to share the “knowledge” that leads to better business. By sharing and spreading ideas through products and policies, SHARP wants to help people enjoy a lifetime of smiles.																		
Brand Value Value that we promise to deliver to our stakeholders. Creating “Life & Work Solutions” featuring unique ideas and technologies that suit people and blend well with society. To deliver on the promise of our Brand Value, there are three powers we will radiate: <table border="1"><thead><tr><th>Power to Discover</th><th>→</th><th>Power to Produce</th><th>→</th><th>Power to Amaze</th></tr></thead><tbody><tr><td>Coming up with ideas in spaces that are often overlooked.</td><td></td><td>Giving shape to diverse technologies in unexpected combinations.</td><td></td><td>Turning the extraordinary into reality.</td></tr></tbody></table>	Power to Discover	→	Power to Produce	→	Power to Amaze	Coming up with ideas in spaces that are often overlooked.		Giving shape to diverse technologies in unexpected combinations.		Turning the extraordinary into reality.	Brand Personality Distinctive qualities we will exemplify to achieve our vision. Friendly and Lively, Bold and Sharp <table border="1"><thead><tr><th>Friendly</th><th>Lively</th><th>Bold</th><th>Sharp</th></tr></thead><tbody><tr><td>Very familiar and likeable.</td><td>Bright and exciting.</td><td>Strong and straightforward.</td><td>Intelligent and sophisticated.</td></tr></tbody></table>	Friendly	Lively	Bold	Sharp	Very familiar and likeable.	Bright and exciting.	Strong and straightforward.	Intelligent and sophisticated.
Power to Discover	→	Power to Produce	→	Power to Amaze															
Coming up with ideas in spaces that are often overlooked.		Giving shape to diverse technologies in unexpected combinations.		Turning the extraordinary into reality.															
Friendly	Lively	Bold	Sharp																
Very familiar and likeable.	Bright and exciting.	Strong and straightforward.	Intelligent and sophisticated.																

*An explanation of the brand concept and the history of formulating it, among other items, are on the brand page on the Intranet. Refer to the page for details.

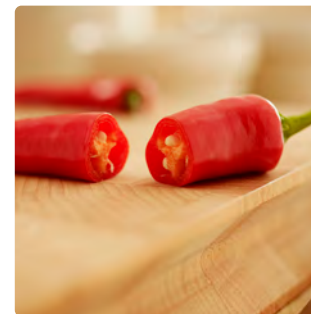
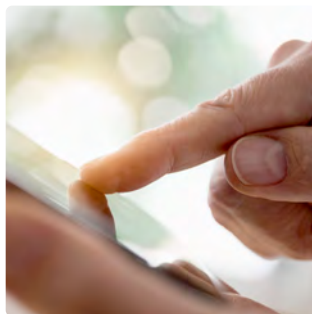
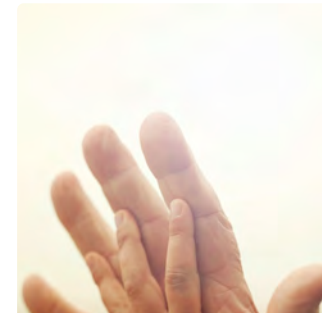
Photos perhaps best illustrate the global impact of what “SHARP Shares Smiles.” means to our World View.

These images exemplify the essential idea of “SHARP Shares Smiles.” and provide a visual expression of Sharp’s new corporate image, and what it means to customers and society at large.

Focusing on pictures of people smiling makes us smile. Pictures that offer a glimpse of little moments of happiness we all encounter every day. Lively people, having fun together, enjoying life and nature. With these images we seek to reinforce that global image of Sharp as being close to people and committed to spreading smiles around the world. The essential concepts are happiness and vitality.



SHARP Shares Smiles.



B

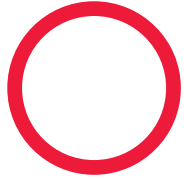
Fonts

- Use the designated fonts when producing various publications and using digital media.
- Refer to the next and subsequent pages for using each font (usage standards).
- For languages that do not have a designated font, substitute one with a font that looks as close as possible to the designated font. Also, please contact the Brand Strategy Department.

	European languages	Japanese language	Chinese language
Serif	Adobe Garamond Pro Regular ABCDEFGabcdefg0123456789 Semibold ABCDEFGabcdefg0123456789 Bold ABCDEFGabcdefg0123456789	りょう Text PlusN EL あいうえおアイウエオ安以宇123 L あいうえおアイウエオ安以宇123 R あいうえおアイウエオ安以宇123 M あいうえおアイウエオ安以宇123	Adobe 宋体 Std L (Adobe Song Std) L 美丽的天空123 Adobe 明體 Std L (Adobe Ming Std) L 美麗的天空123 *When it is difficult to obtain a font, replace it with a font that gives off a similar impression.
Sans-serif	Source Sans Pro ExtraLight ABCDEFGabcdefg0123456789 Light ABCDEFGabcdefg0123456789 Regular ABCDEFGabcdefg0123456789 Semibold ABCDEFGabcdefg0123456789 Bold ABCDEFGabcdefg0123456789	源ノ角ゴシック JP (Source Han Sans Japanese) ExtraLight あいうえおアイウエオ安以宇123 Light あいうえおアイウエオ安以宇123 Normal あいうえおアイウエオ安以宇123 Regular あいうえおアイウエオ安以宇123 Medium あいうえおアイウエオ安以宇123 Bold あいうえおアイウエオ安以宇123	思源黑体 CN (Source Han Sans Simplified Chinese) ExtraLight 美丽的天空123 Regular 美丽的天空123 Light 美丽的天空123 Medium 美丽的天空123 Normal 美丽的天空123 Bold 美丽的天空123 思源黑體 TW (Source Han Sans Traditional Chinese) ExtraLight 美麗的天空123 Regular 美麗的天空123 Light 美麗的天空123 Medium 美麗的天空123 Normal 美麗的天空123 Bold 美麗的天空123

The use of the designated serif and sans-serif is different depending on the purpose. Use correctly by referring to the usage standards and examples.

	Fonts		Usage standards
Serif	European languages	Adobe Garamond Pro	• Use for important words or sentences (*1) mainly in the form of catchphrases or ledes to convey distinctive intentions. Use by referring to examples of copy in the serif typeface. • Do not use the serif typeface for words or sentences that are solely aimed at indicating functions or specifications, even if they are a catchphrase or a lede. • Do not use the serif typeface for ordinary words or phrases, such as in the body copy or when representing specifications. • In principle, do not use a font other than the designated fonts. • For languages that do not have a designated font, substitute one with a font that looks as close as possible to the designated font. Also, please contact the Brand Strategy Department.
	Japanese language	りょう Text PlusN	
	Chinese language	Adobe 宋体 Std L Adobe 明體 Std L	
Sans-serif	European languages	Source Sans Pro	• Use the font for everything aside from *1. • In principle, do not use a font other than the designated fonts. • For languages that do not have a designated font, substitute one with a font that looks as close as possible to the designated font. Also, please contact the Brand Strategy Department.
	Japanese language	源ノ角ゴシック JP	
	Chinese language	思源黑体 CN 思源黑體 TW	



Use for important words or sentences mainly
in the form of catchphrases or ledes
to convey distinctive intentions.

Comfortable Air, Comfortable Home

Technology For Healthier Living

TRULY REALISTIC IMAGE

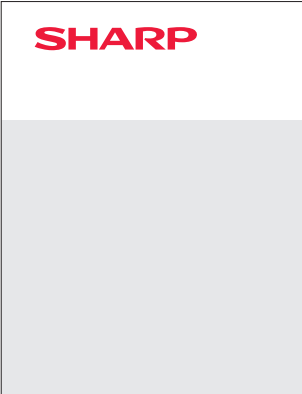
Immerse into the new reality

Keeping your air clean and safe

B04

Samples

りょう Text PlusN



SHARP

源ノ角ゴシック JP

りょう Text PlusN

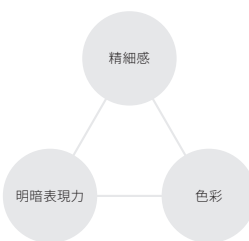
Source Sans Pro

源ノ角ゴシック JP

美は、細部に宿る。

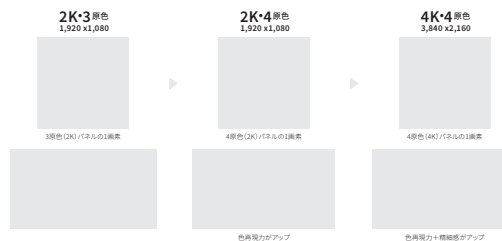
AQUOS

4K時代に、8K解像度。
未来のきれいを楽しもう。



8K解像度を可能にする、「4原色技術」採用

液晶パネルの3原色(赤・緑・青)のサブピクセルに黄色をプラスすることで色表現力を高めた「4原色技術」。独自の「4原色技術」と「超解像技術」を4K液晶パネルに融合することで、かつてないキメ細かな映像を映し出す8K解像度を実現しました。



●写真はイメージであり、説明図は概念を説明するもののため、実際の仕様・構造とは異なります。 ●テレビを見るには、AC電源、アンテナ等の接続等が必要です。また画面はハバコ色合成写真です。 ※3 Ultraviolet induced red-shift domain Filter Alignment (UV-RI) 光分析による製造法で液晶分子の並びを高精度に制御する技術。光応答技術によって光の利用効率を大幅に高め、光漏れを大幅に防ぐことにより、高画質高感度高コントラスト表示を実現しています。

- XX00 line

XX123

AQUOS

40V型	32V型
------	------

フルハイビジョン
LC 40U70ハイビジョン
LC 32420

USB外付けハードディスク(別売)録画やスマートフォンとも連携、明るくクリアな色再現。直下型LEDバックライト搭載。

※2 MHLケーブル(別売)が必要です。

- 長時間録画ハードディスク(別売)対応
- ボタンひとつで一発録画
- スマートフォンとMHLケーブル(別売)で接続
- 見つかる!番組自動検索
- USBメモリ(別売)対応
- おはよう・おやすみタイマー
- お知らせタイマー機能
- セーブモード
- スライドショー付きカレンダー/時計機能
- 番組表の文字が拡大できる文字サイズ一切廃

40V型 LC-40H30 オープン

7/價格

32V

壁掛け金具

(40V・32V型)

▶P39-40 | 詳しいセ
ンサーマ

X00

AQUOS

24V型	22V型
------	------

フルハイビジョン

ハイビジョン

マイルームや寝室にぴったり。
機能充実のプライベートモデル。

- スマートフォンとMHLケーブル(別売)で接続
- 見つかる!番組自動検索 ●USBメモリ(別売)対応
- おはよう・おやすみタイマー ●お知らせタイマー機能
- セーブモード ●スライドショー付きカレンダー/時計機能

24V型 LC-2

19v

22V型 LC-2

フン価格

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	-----

壁掛式金具

(24V・22V・19V型)

▶P39・40 | 詳しいセ
シャープ

※写真はイメージであり、説明図等は機能を説明するためのもので、実際の映像・構造とは異なります。 ※テレビを見るには、AC電源、アンテナへの接続等が必要です。また画面はHDMIコネクタで接続します。 ※1MHzに対応したスマートフォンの動作確認結果についてはサポートページ<http://www.sharp.co.jp/support/qa/qa/>にてご確認ください。スマートフォンのコンテンツによっては、再生できないものもあります。 ※3重巻線構造に対応しているため、動作確認結果についてはサポートページ<http://www.sharp.co.jp/support/qa/qa/>にてご確認ください。

源ノ角ゴシック JP

B05 Examples of font usage (European languages)

Samples

Adobe Garamond Pro

Source Sans Pro

Adobe Garamond Pro

Source Sans Pro

Source Sans Pro

SHARP

AUDIO VISUAL CATALOG
2011 FALL

CHANGE YOUR LIFE

TRULY REALISTIC IMAGE

AQUOS

When you buy a TV, it's a good idea to have a think about what you should go for. LCD LED has the most benefits. Your TV will be slim and elegant, with fantastic sharpness and contrast giving a truly fabulous picture no matter how light or dark your TV room is. And you'll reap the benefits of minimal energy consumption as well. Especially important when buying a large TV.

Sharp AQUOS TVs always come equipped with the very latest LCD LED picture technology on the market. No matter what your preference, 2D or 3D TV, you'll enjoy more lifelike colours and extra image depth - guaranteeing that your new AQUOS will give you many years of viewing pleasure and satisfaction.

4 COLOUR TECHNOLOGY

To display more vivid and natural colours the Quattron 4 Colour Technology adds a yellow subpixel to the standard RGB pixel (Red, Green and Blue). RGBY reproduce colours that are difficult or even impossible to portray using conventional LCD displays. Brightness is improved and the power consumption reduced by up to 30%.

The Quattron 4 Colour Technology also provides smoother transitions between colours by enabling subpixel control of up to 8 millions dots (sub-pixels). This allows the sub-pixel to be partially illuminated or shaded, unlike traditional LCD panels. Displaying shades allows a smoother image to be generated, with a higher perceived

X-GEN HIGH SPEED LCD PANEL

The next generation high-speed response X-Gen LCD panel enhances moving images and creates incredible depth. By using a new liquid crystal material and panel structure the distortion is kept to a minimum, displaying a stable, sharp picture. When watching 3D, crosstalk is reduced up to 30%*.

The X-Gen panel is produced using Sharp's unique UV-A photo-alignment technology to provide better pixel control. The new panel provides a wider aperture more light passes through in order to create a bright image and the pixels are sealed more completely, resulting in an ultra-high contrast ratio to project an incredible depth.

*Compared with the conventional LED TV series.

CONVENTIONAL SHARP LCD PANEL **UV-A panel** **CONVENTIONAL SHARP LCD PANEL** **UV-A panel**

Blue and red subpixels are not illuminated. Blue and red subpixels are not illuminated. Blue and red subpixels are not illuminated. Blue and red subpixels are not illuminated.

FRED TECHNOLOGY

Improved high-speed control with one signal path. A standard 3D LCD panel uses two signal paths to reproduce the visual information. UV-A makes it possible to use just one signal path (FRED - Frame Rate Enhanced Driving Technology). This reduces the need for cabling and numbers of components in the LCD panel, resulting in better utilisation of background light and lower energy consumption.

CONVENTIONAL SHARP TECHNOLOGY **FRED technology**

Drive with two signal lines. Drive with one signal line. Drive with one signal line. Drive with one signal line.

2D or 3D? Why not go for both!

If you're interested in 3D TV, you should definitely take a closer look at the AQUOS Quattron 3D. Sharp technology provides outstanding picture quality in 2D. In 3D it's absolutely magical. Depth, contrast, colour clarity - all these things make the picture leap right out into your room and envelop you. This is as close as you can get to the cinematic 3D experience.

Convert 2D to 3D

Sharp advanced 3D glasses offer a unique set of features, such as simulated 3D and 3D-to-2D mode conversion. The simulated 3D mode gives ordinary 2D an extra dimension, and the versatile 3D-to-2D mode conversion allows one person to watch in 2D while others are watching in 3D.

Precautions when viewing Stereoscopic 3D

* Do not view stereoscopic 3D if you are in poor health or feeling unwell. * Immediately stop viewing stereoscopic 3D if you experience discomfort. * The sense of three dimensionality may vary from person to person. * Images with fast motion scenes which are designed to have a moderate degree of three dimensionality should not be viewed for long periods. * 3D glasses should not be used for applications other than those specified. * Children under 7 years old should not view 3D TV due to their developing eye nerves. 3D TV may damage their eye nerves.

How 3D TV works

When we look at an object, the left eye and the right eye see it from slightly different angles. The difference between the two images allows the brain to create a three-dimensional image. 3D on TV works in more or less the same way, but every image now consists of one image for the right eye and one for the left eye. Sharp advanced 3D glasses have a built-in active shutter function which synchronises the glasses with the TV and toggles image display between the left eye and the right eye.

XX00 line XX123

AQUOS

High-speed On/Off switching of LCD shutters in 3D glasses uses parallax to reproduce a stereoscopic image.

Left eye Right eye

Left eye Right eye

Source Sans Pro

B06 Examples of font usage (Chinese language)

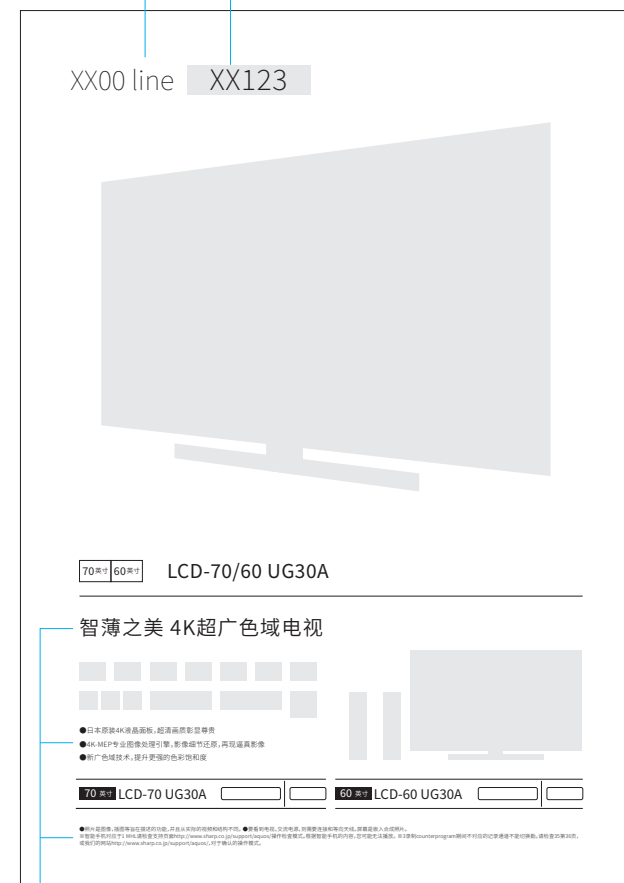
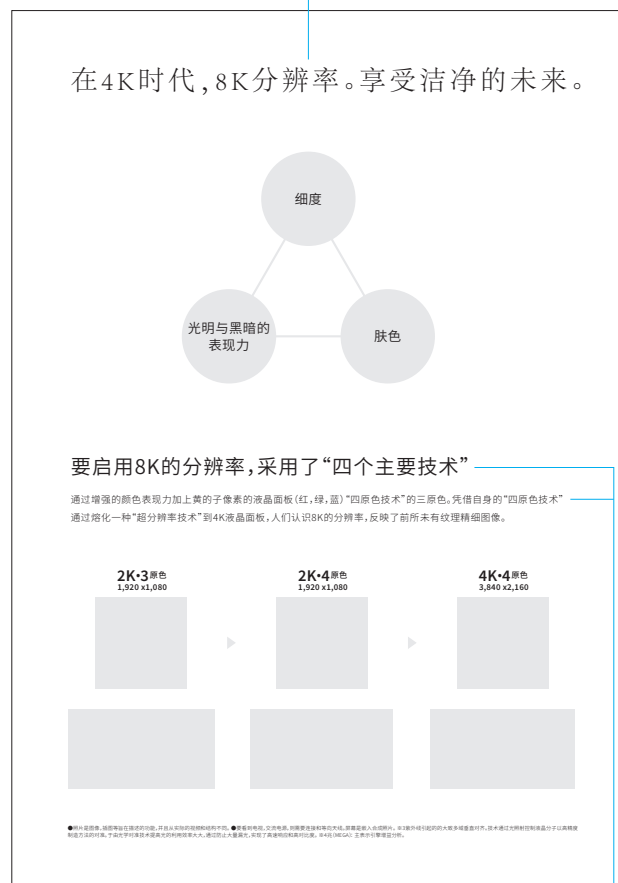
Samples

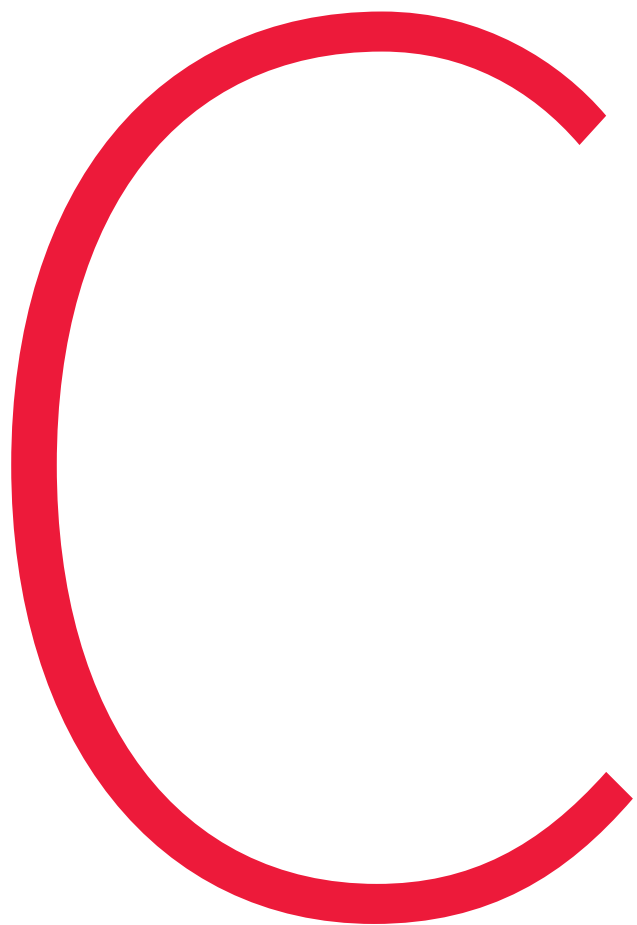
Adobe 宋体 Std L

思源黑体 CN

- Adobe 宋体 Std L

- Source Sans Pro





Colors

C01 Color Palette

- Use the colors of the color palette, in principle, when producing various publications and in digital media.
- Refer to the next and subsequent pages regarding use of each color (usage provisions).
- Recreate correctly by following the RGB and CMYK values as well as the PANTONE numbers.

SHARP red



R230 G0 B13
C0 M100 Y80 K0
Pantone 186C

White



R255 G255 B255
C0 M0 Y0 K0

Black



R0 G0 B0
C0 M0 Y0 K100

01



R255 G163 B0
C0 M41 Y100 K0
Pantone 137

02



R251 G221 B64
C0 M4 Y87 K0
Pantone 114

03



R192 G223 B22
C29 M0 Y72 K0
Pantone 2297

04



R38 G208 B124
C56 M0 Y58 K0
Pantone 7479

05



R0 G178 B169
C81 M0 Y39 K0
Pantone 326

06



R72 G169 B197
C68 M1 Y8 K8
Pantone 7702

07



R123 G166 B222
C53 M26 Y0 K0
Pantone 7453

08



R186 G156 B197
C24 M44 Y0 K0
Pantone 522

09



R243 G149 B199
C2 M51 Y0 K0
Pantone 2037

10



R212 G93 B0
C0 M68 Y100 K0
Pantone 717

11



R218 G170 B0
C2 M22 Y100 K8
Pantone 110

12



R168 G173 B0
C29 M1 Y100 K18
Pantone 383

13



R58 G145 B63
C75 M0 Y95 K15
Pantone 7740

14



R0 G118 B129
C96 M9 Y32 K29
Pantone 7474

15



R0 G127 B163
C100 M5 Y14 K17
Pantone 314

16



R35 G97 B146
C96 M54 Y5 K27
Pantone 647

17



R104 G71 B141
C74 M85 Y0 K0
Pantone 7678

18



R174 G37 B115
C18 M100 Y0 K8
Pantone 675

19



R157 G72 B21
C0 M80 Y100 K35
Pantone 2021

20



R175 G109 B4
C7 M49 Y100 K25
Pantone 139

21



R101 G141 B27
C62 M1 Y100 K25
Pantone 370

22



R3 G95 B29
C87 M0 Y100 K50
Pantone 2427

23



R0 G81 B81
C89 M0 Y45 K72
Pantone 7722

24



R0 G86 B112
C100 M18 Y12 K59
Pantone 7708

25



R0 G32 B91
C100 M85 Y5 K36
Pantone 281

26



R60 G16 B83
C85 M100 Y6 K38
Pantone 2627

27



R124 G40 B85
C26 M99 Y12 K50
Pantone 683

28



R64 G61 B51
C0 M0 Y5 K90

29



R89 G87 B76
C0 M0 Y5 K80

30



R113 G111 B99
C0 M0 Y5 K70

31



R135 G134 B121
C0 M0 Y5 K60

32



R157 G157 B143
C0 M0 Y5 K50

33



R179 G178 B164
C0 M0 Y5 K40

34



R200 G199 B184
C0 M0 Y5 K30

35



R219 G218 B203
C0 M0 Y5 K20

36



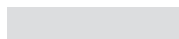
R238 G237 B223
C0 M0 Y5 K10

37



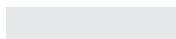
R251 G250 B241
C0 M0 Y5 K5

38



R217 G217 B217
C0 M0 Y0 K15

39



R230 G230 B230
C0 M0 Y0 K10

Gold



Dark R137 G107 B39
Bright R240 G224 B147
Dark C40 M55 Y100 K20
Bright C4 M12 Y50 K0
Pantone 871C

Silver



Dark R89 G87 B76
Bright R251 G250 B241
Dark C0 M0 Y18 K80
Bright C0 M0 Y5 K5
Pantone 8380C

C02 Usage standards-1

- The use of SHARP red and each color of the palette differs depending on the purpose.

Colors

SHARP red



Usage standards

- It is the basic color for the SHARP logo. Refer to the Brand Manual for provisions on the SHARP logo.
- The color can be used for text, charts and other parts you would like to specifically highlight.
- It cannot be used over a large amount of space, for example, as background color.

Usage samples

Be the Kind of Company Society Needs and Build a Business Foundation Geared to Sustainable Growth

Sharp recorded large net losses in fiscal 2024. We deeply apologize for any worry we may have thereby caused our customers, business partners, shareholders, and other stakeholders. We have begun implementing the measures after fiscal 2024-2025 Medium-Term Management Plan, which was announced in May 2024, and we will get our business results back on track and secure a business.



White



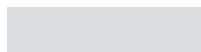
36



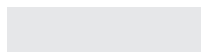
37



38



39



- Use for background color.



Sustainable Growth

Sharp recorded large net losses in fiscal 2023. We deeply apologize for any worry we may have thereby caused our customers, business partners, shareholders, and other stakeholders.

01



Be the Kind of Company Society Needs and Build a Business Foundation Geared to Sustainable Growth

Sharp recorded large net losses in fiscal 2024. We deeply apologize for any worry we may have thereby caused our customers, business partners, shareholders, and other stakeholders. We have begun implementing the measures after fiscal 2024-2025 Medium-Term Management Plan, which was announced in May 2024, and we will get our business results back on track and secure a business.



Be the Kind of Company Society Needs and Build a Business Foundation Geared to Sustainable Growth

Sharp recorded large net losses in fiscal 2024. We deeply apologize for any worry we may have thereby caused our customers, business partners, shareholders, and other stakeholders. We have begun implementing the measures after fiscal 2024-2025 Medium-Term Management Plan, which was announced in May 2024, and we will get our business results back on track and secure a business.

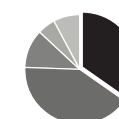
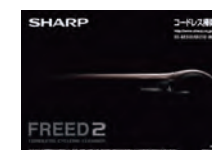
Black



- The color can be used for text.
- The color can be used for text, charts and other parts you would like to specifically highlight.
- It can be used as an index color.
- It can be used as a background color for instances when you would like to let the product stand out or would like to use explicit expressions. For other types of usage, do not use over a large amount of space.

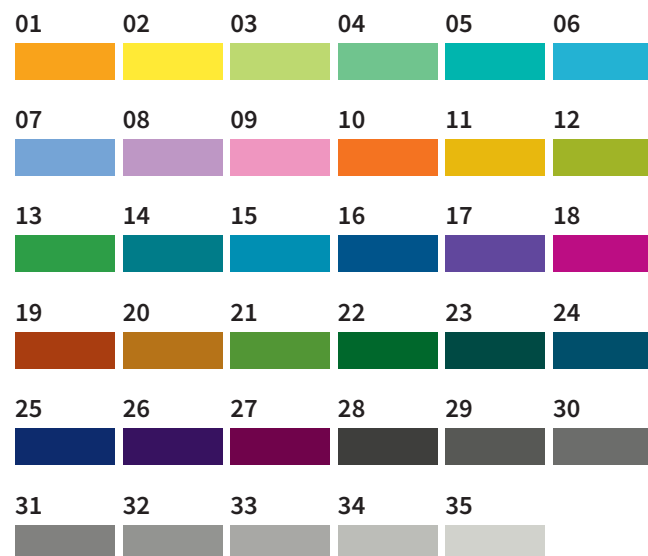
Be the Kind of Company Society Needs and Build a Business Foundation Geared to Sustainable Growth

Sharp recorded large net losses in fiscal 2024. We deeply apologize for any worry we may have thereby caused our customers, business partners, shareholders, and other stakeholders. We have begun implementing the measures after fiscal 2024-2025 Medium-Term Management Plan, which was announced in May 2024, and we will get our business results back on track and secure a business.



C03 Usage standards -2

Colors



Usage standards

- The color can be used for text, charts, pictograms and other parts you would like to specifically highlight.
- They cannot be used over a large amount of space, for example, as background color.
- In principle, the number of colors to be used on one page is to be limited to four; also, aim to use simple and organized expressions.
- Aim to use a balanced color scheme.

Usage samples

Sustainable Growth

Sharp recorded large net losses in fiscal 2014. We deeply apologize for any worry we may have thereby caused our customers, business partners, shareholders, and other stakeholders. We have begun implementing the measures of our Fiscal



Gold



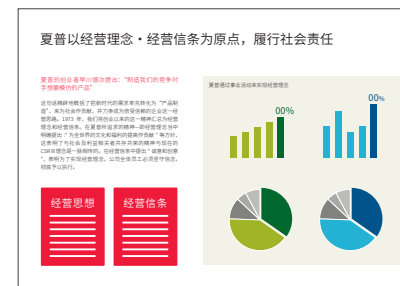
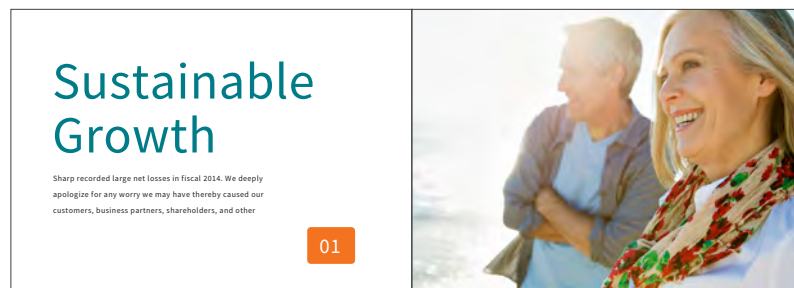
Silver



- Use these colors when you would like to create a sense of luxury or for parts you would like to specifically highlight.
- Cannot be used over a large amount of space, for example, as background color.



Premium

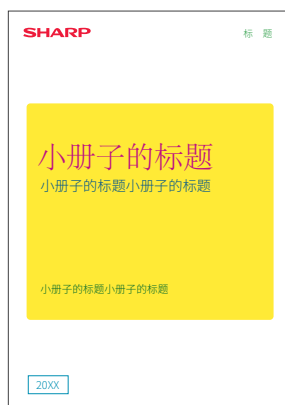


C05 Examples of impermissible color usage

Using as background color except for white, 36, 37, 38 and 39 in the color palette.



Using five colors.



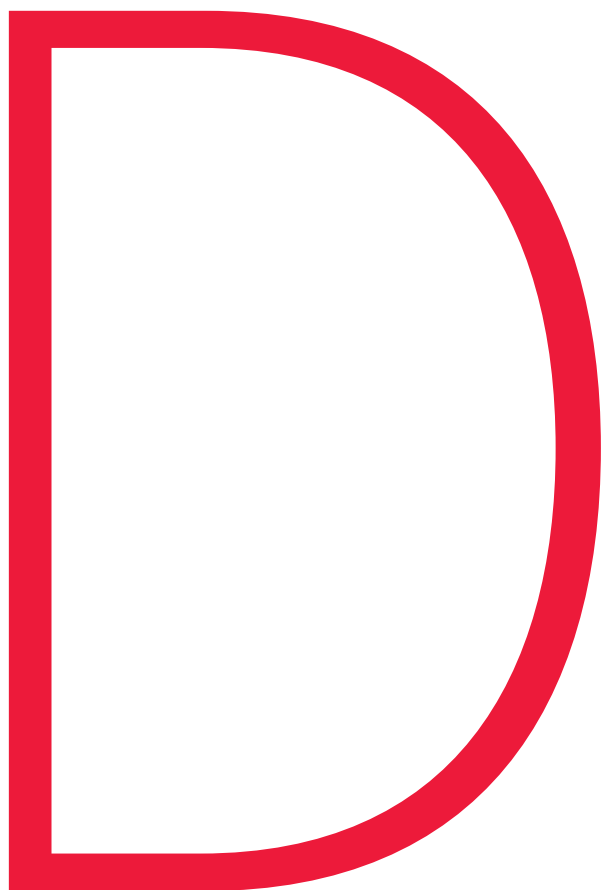
The colored area (sense of volume) is too large.



Using five colors.

The colored area (sense of volume) is too large.





Pictures

D01 People-1



Refer to the standards below when selecting pictures or having a photo shoot in which people are the main subject.

*This does not stipulate the ethnicity of the model.

*This restriction does not apply if using a celebrity or a mascot.

Expressions

- A natural smile or a familiar expression that conveys a person's feelings or personality at a specific point in time.

Scenarios

- A scenario in which one experiences a glimpse of happiness in ordinary moments in the course of one's daily life.
- A scenario that provokes a feeling connection or communication between people.

A photographer's perspective

- A perspective that attentively watches over one's happiness in ordinary moments in the course of one's daily life.
- A perspective that appears as if the photographer is closer by taking a step closer to the subject.
- A perspective that even makes the photographer himself unconsciously smile.

D02

People-2



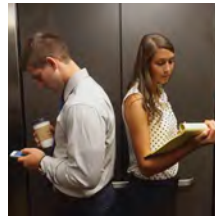
A grim expression



Unnatural expressions
or a fake laugh



A scenario that makes
one feel concerned



A scenario in which a
sense of communication
cannot be felt



A condition in which a
sense of cleanliness is
lacking



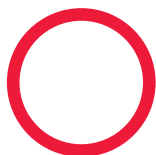
Excessive exposure of
the skin

Refer to the standards below when selecting pictures or having a photo shoot in which people are the main subject.

*This does not stipulate the ethnicity of the model.

*This restriction does not apply if using a celebrity or a mascot.

Refer to the standards below when selecting pictures or having a photo shoot in which the scene itself is the main subject.

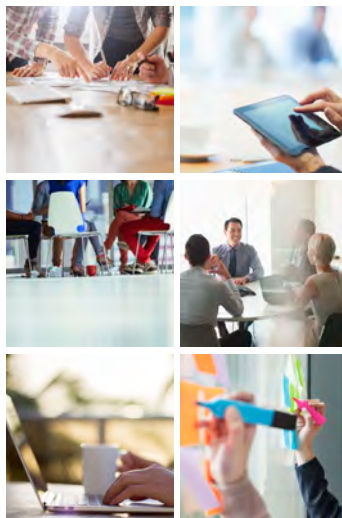


Lifestyle



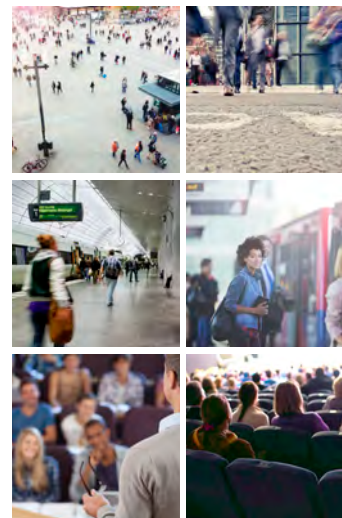
- Can feel a sense of warmth or presence of a person
- Can feel that a person live thoughtfully
- Conveys food or drink in an appetizing manner

Office



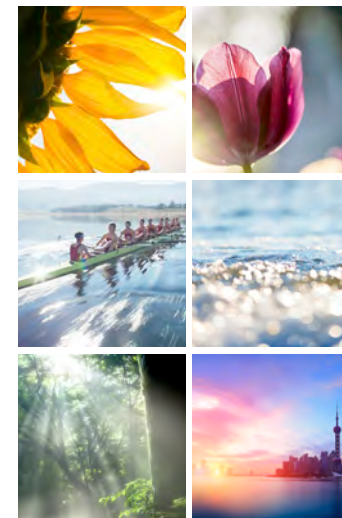
- Can feel a sense of energy
- Can feel a sense of openness

Public space



- Foot traffic or a gathering of people
- Can be felt as a scene from one's daily life
- Has depth

Nature



- Can feel the energy that nature and life possess
- Can feel a sense of freshness

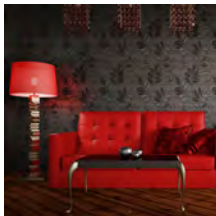
D04

Scenes-2

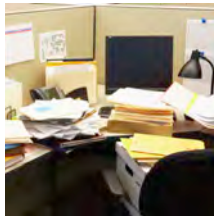


Refer to the standards below when selecting pictures or having a photo shoot in which the scene itself is the main subject.

There are no restrictions when using comparative expressions (example: fresh vegetables, wilted vegetables).



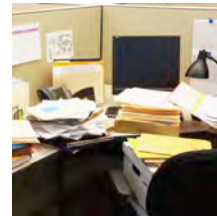
Cannot feel a person's warmth



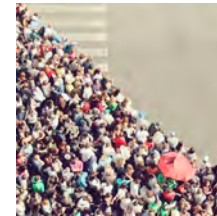
Confused expressions



Cannot feel a sense of energy



Has a sense of being trapped



Unnatural expressions



Expressions that hint at danger



Expressions that are strongly critical of race, religion, politics or ideology



Distasteful expressions



Expressions that do not give a sense of freshness

D05 Product pictures-1



Pictures used to convey the product itself

The basic principles for pictures used to convey the product itself are that:

- First, they convey the beauty of the product.
- Second, they are able to convey the characteristics of the product's design without a written explanation.

Refer to the standards below to select pictures or for photo shoots.

Pictures that convey the entire product



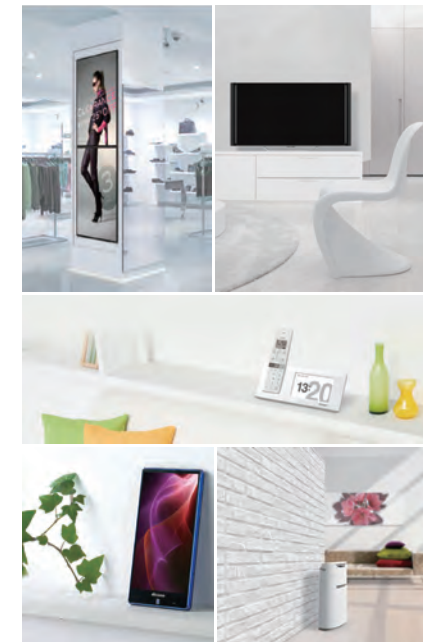
- In principle, use white as the background.
- Use an attractive angle that sheds the best light on the beauty of the product.

Pictures that convey portions of a product



- An angle that best conveys a sense of quality or the details of the product's functions.
- Lighting that evokes a sense of the high quality of the product.
- A layout that makes the entire composition appear attractive (includes margins).

Pictures that express a product in a space



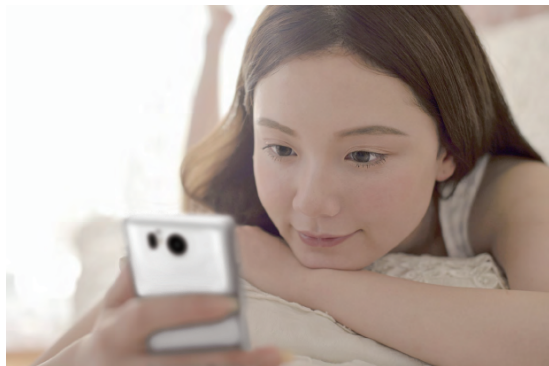
- In principle, use a space with light tones.
- Interior space that is of high quality and with a sense of depth.
- An angle that makes the product most esthetically pleasing in the space.

D06

Product pictures-2



Pictures used to convey a sense of use of a product
(a scenario that includes people when pictures are shot on location)



The basic principles for pictures used to convey a sense of use of a product are that they:

- Focus on people in order to convey the joy of using the product, rather than on providing an explanation of the product.
 - Convey happiness or comfort that occurs in ordinary moments in the course of one's daily life.
- Refer to the standards below to select pictures or for photo shoots.

People

- People that are in line with the standards established in D01 (People-1).

Space or background

- A space with an aesthetically pleasing interior where a sense of everyday comfort can be felt.
- A space that has depth or is expansive.

Products

- A setting that offers a sense of presence for the product or includes a product placed in an understated manner in a luxurious interior.
- A product does not have to be in focus if it is placed in front of or behind a person on whom the focus is to be placed.
- Possible to express a product by placing a portion of the product out of the frame of a picture or hiding a portion of it, if the purpose were to create a natural-looking scene or the image is to be broadened.

History of revisions

[illegible]