SHARP

Sharp Electronics Corporation

Corporate Identity Guidelines

November 7, 2001
Version 1.3

Our Brand Identity

The Sharp *"be sharp"* corporate identity represents an important evolutionary step for our company. Our goal is to change perceptions of Sharp from solely an electronics manufacturer to a consumer oriented company whose surprising innovations unlock the inspiration in people.

Our corporate identity is multi-layered and completely integrated, incorporating advertising, media information, collateral materials, Internet – even our corporate stationery and business cards. This guide is designed to help you adapt the Sharp corporate message into all product category and local dealer/retailer marketing communications programs.

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Corporate Brand Advertising

Here are some examples of corporate brand advertising. The role of these ads is to change the overall perception of the Sharp brand by showing how Sharp's surprising innovations "unlock the inspiration in you." Attractive lifestyle scenarios are accompanied by headlines such as *"be spirited," "be inspired," "be passionate,"* etc. In each case, Sharp products supply the inspiration, inviting consumers to *"be sharp."*

Important note:

Only at the corporate level will the detached "be xxxxx. be sharp" composition be used in advertising and other related communications materials. In order to maintain a consistent brand message, product groups, dealers, retailers and all agencies may not create their own "be xxxxx. be sharp" messages in their advertisements. (see: Tagline Usage Considerations.)

Logo and Tagline Combinations

Sharp corporate brand advertising will be used to launch and reinforce the concept of *"be sharp"*. This is the only instance where *"be sharp"* will be used as part of the central message of the ad. However, the *"be sharp"* concept will be reinforced at product level and local level by its usage as the new Sharp tagline. The *"be sharp"* tagline replaces all usage of "From Sharp Minds, Come Sharp Products" tagline.

The Sharp logo and *"be sharp"* tagline should be used in all communication materials, including collateral, point of purchase, trade show/event graphics, video, film and interactive. The registered mark (®) must always accompany the Sharp logo and the trademark (™) must always accompany the *"be sharp"* tagline.

For all advertising and communications purposes, the logo and tagline combination may *only* be used in four ways (see appropriate diagrams):

> **Anchor Format:**
> For most non-corporate print advertising, display materials, interactive designs, collateral, outdoor boards, signage and kiosks, the logo and tagline should appear together in either the horizontal or stacked version.
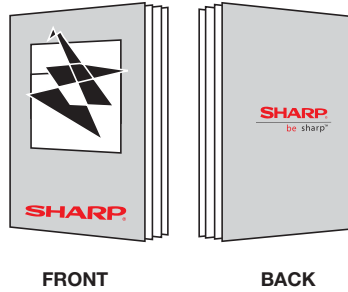
Horizontal Combination Logo >

Vertical Combination Logo >

Example of use >

> **"Bookend" Format:**

In print, web-delivered or interactive CD product and sales support materials, it is acceptable for the Sharp logo to initially appear without the tagline. However, the anchor format must appear at least once in all materials, preferably at the end.

FRONT   **BACK**

> **Sharp-only Format:**

The Sharp logo may also be used without the tagline, if the tagline is not appropriate to the medium. (Examples: large venue stadium signage and trade show graphics, etc.).

> **"Flip" Format:**

This format may be used in interactive, video and web applications. In this case, the tagline may appear on screen first, then disappear, to be replaced by the logo.

Alternately, the anchor format may be used depending on time constraints.

Combination Logo: Display Size

The "SHARP/be sharp" combination logo elements should not be altered in any way. The space between "SHARP" and "be sharp" logos and the line, the kerning, the proportions and the relationships between all elements should never be altered.

Logo Size Guidelines

Use the minimum size logo when logo must be displayed at a small size due to space limitations. The minimum size logo can be proportionally increased up to two inches wide, if space allows. When the logo needs to be above two inches wide use the large logo.

< Minimum size of the vertical logo,
to be used when space is limiting

< Large size of the vertical logo,
to be used when space dictates larger size logo

< Minimum size of the horizontal logo,
to be used when space is limiting

< Large size of the horizontal logo,
to be used when space dictates larger size logo

Combination Logo: Surrounding Space

Logo Surrounding Space Guidelines
All "Sharp/be sharp" logos must be displayed with an amount of empty space surrounding. Use the logo formula to proportionally adjust size of minimum space around the logo. The space guideline formula is in proportion to the size of the logo.

> The formula for the minimum allowed space around a **vertical combination logo:**
   The height of the SHARP logo is = to the horizontal empty space required by the logo.
   The height of the SHARP logo is = to the vertical empty space required by the logo.

< 1 X H of
SHARP

< 1 X H of
SHARP

SHARP ®
be sharp™

∧ Example of the surrounding empty space
required by the minimum size of the verical logo

> The formula for the minimum allowed space around a **horizontal combination logo:**
   The height of the SHARP logo is = to twice the horizontal empty space required by the logo.
   The height of the SHARP logo is = to the vertical empty space required by the logo.

< 2 X H of
SHARP

< 1 X H of
SHARP

SHARP ® | be sharp™

∧ Example of the surrounding empty space
required by the minimum size of the horizontal logo

Combination Logo: Background Guidelines

The "SHARP/be sharp" logo can only be used on white, grey (40% of black or less), and black.

When treating "SHARP/be sharp" logo in black, the word "sharp" and divider line should appear as 40% of black. All other elements print 100% black.

Examples of proper use of "SHARP/be sharp" logos with their required surrounding empty space.

"Sharp-only" Logo Usage Considerations:
Important Points When Using the Combination Logos

Do not split the letters in the logo.

Do not add a shadow to the logo.

Do not fill the logo outline
with a pattern.

Do not use other anchors or nicknames
in combination with the logo.

Do not stretch or distort the logo.

Do not ghost the logo.

Do not skew the logo.

Do not place the logo over
a patterned background.

Do not embed the logo in a body of text.

Read chapter four of this manual for instructions on how to care for your new SHARP be sharp™ product.

Read chapter four of this manual for instructions on how to care for your new SHARP be sharp™ product.

Do not place the logo in a
vertical orientation.

NOTE: Please see the logo sheet for specifics on display size and color of the logos.

Corporate Message/Tagline Usage Restrictions

The *"be sharp"* message is an integral part of our corporate brand identity. Through its use as our new tagline, it will come to be associated with all the positive things Sharp can deliver.

It is critical that the strategic meaning/benefit of *"be sharp"* be carefully communicated to our consumers through the corporate brand advertising and other select corporate venues. Consumers must clearly understand that Sharp (as a company and brand) can help "unlock the inspiration in you".

For Sharp to get the full benefit of the new marketing positioning, consumers must see *"be sharp"* as the essence of our brand image, not as a product attribute. If *"be sharp"* is linked to specific product claims ("be colorful", "be fast", "be clean", "be digital"), the Sharp brand message will be viewed as just another selling line since it is more about the product than the consumer. Rather, all "be" word associations will describe a "feeling" of the Sharp brand rather than a product line benefit or feature. All "be" words will be aspiring in nature and will closely link to our brand promise of surprising innovations.

To maintain the integrity of the corporate identity, it is essential that it not be altered or diluted in any way. Therefore, please follow these usage guidelines when creating advertising or collateral materials:

> **Never use the tagline in a headline or copy:**
  e.g.: If you want to "be sharp," you better "be quick."

> **Never echo the structure of the tagline to promote a product benefit:**
  e.g.: "be colorful" with Sharp color copiers.

> **Never use any other "be" phrase in conjunction with the tagline:**
  e.g.: "be successful. be sharp."

> **Never use more than one word connected to "be":**
  e.g.: "be in touch"

In short, the detached "be xxxxxx". "be sharp." form may only be used in SEC's corporate communications programs and campaigns. Usage beyond these two areas is at the discretion of SMCD only.

SMCD should be contacted for advice and guideline interpretation.

Strategic Brand Platform Versus Brand Message

It is important to distinguish between our strategic brand platform and our corporate brand message/tagline. Our strategic brand platform helps us develop a consistent message – however, it is not the message in itself. Avoid incorporating any part of the Sharp brand strategy into external communications materials. For example, statements such as the following are brand consumer insights, not brand messages:

> "Unlock the inspiration in you."

> "Permission to create me."

> "Surprising innovations."

These statements are strategic development insights, and should not be used in **creative work.** They should be used as a catalyst for creative communications development, but **never as a copy point or creative idea.**

These are examples of inappropriate usage of our strategic platform:

> "Unlock the inspiration in you, with Sharp Digital Camcorders"

> "Here are some more surprising innovations from Sharp"

Sharp communications do not have to look and sound the same. However, all communications must support the Sharp brand platform and company attributes. Specific products, or even product categories, cannot define the Sharp brand. All Sharp people, products, and communications collectively compose the brand and support the strategic brand platform.

To summarize:

1. Product level and local level advertising must conform to the Be Sharp corporate identity without deviation.

2. All communications must support the *"be sharp"* strategy and consumer insights.

Web Usage

Content can be categorized as either corporate or product. If the content is product focused, please follow the product category style guidelines. When the content is corporate focused, copy and logo considerations will be addressed on a case-by-case basis.

An interactive style guide is planned for the future and will be posted to the SEC Intranet.

The Sharp Internet Site URL
The Sharp Internet site URL (Uniform Resource Location) has historically been www.sharp-usa.com. As of October 3, 2001, we have also secured www.sharpusa.com for our use. Though BOTH URL's will bring a web user to the same SEC Internet site, we will standardize our usage in product advertisements, spec sheets, packaging, and all dealer/customer communication to be www.sharpusa.com (no hyphen). This follows the U.S. naming convention and is more in line with customer expectations. In rare instances, the hyphenated version can be used with the approval of SMCD (for example, stadium signage may continue with the hyphenated version.

Sharp Domain Name Policy
The heart of how the Internet works is the Domain Name System (DNS) which translates plain English language web site addresses, such as www.sharp-usa.com, into Internet Protocol (IP) numbers such as 172.29.91.172. The DNS system keeps track of all new and currently registered domain names through a network of name servers spread across the Internet. They make sure that when you type in a web site name, you're sent to the right IP address.

Domain names are considered intellectual property assets and often consist of copyrighted trademarks such as www.Sharp electronics.com. Individual employees are not authorized to register domain names. Approval of all new domain names is the responsibility of SMCD, which will work with MIS to register the names. MIS will manage the renewals of current registrations. Requests for domain name registrations should be sent to the Internet Strategy and Services Department in SMCD.

Colors for the Digital Sharp Logo
The SHARP and "Sharp/be sharp" colors are specified by using RGB values in 24-bit color. The RGB values specified are for standard colors contained in the 8-bit system color palettes of Windows® and Macintosh® computers and can also used in 256-color display mode.

COLOR	RGB VALUES	LOGO	VERTICAL LOGO	HORIZONTAL LOGO
SHARP RED	R:204 G:0 B:0	SHARP®	SHARP® be sharp™	SHARP® | be sharp™
BLACK	R:0 G:0 B:0	SHARP®	SHARP® be sharp™	SHARP® | be sharp™
GREY	R:172 G:172 B:172	SHARP®	SHARP® be sharp™	SHARP® | be sharp™
WHITE	R:255 G:255 B:255	SHARP®	SHARP® be sharp™	SHARP® | be sharp™

"Sharp/be sharp" Guidelines: Digital Display Size

Minimum Display Size:

The display quality of a graphic object represented as a bitmap image declines in inverse proportion to the number of pixels used to make up the image. To ensure no loss in display quality, the minimum size of the horizontal width of the "Sharp/be sharp" digital logo expressed in pixels should be 146 pixels. For the vertical "Sharp/be sharp" digital logo horizontal width should be 118 pixels.

Anti-aliasing or "font smoothing" is a process to make your images look smooth and your text more readable online.

Minimum size for the digital vertical "Sharp/be Sharp" logo:

118 pixels x 36 pixels = 42 mm, at screen resolution of 72 dpi

SHARP.
be sharp™

Minimum size for the digital Sharp/be sharp logo
118 pixels x 36 pixels = 42 mm at screen resolution 72 dpi

SHARP.
be sharp™

Minimum size for the digital Sharp/be sharp logo
when antialiased 94 pixels x 29 pixels = 33 mm
at screen resolution 72 dpi

Minimum size for the digital horizontal "Sharp/be Sharp" logo:

146 pixels x 17 pixels = 52 mm, at screen resolution of 72 dpi

SHARP. | be sharp™

Minimum size for the digital Sharp/be sharp logo
185 pixels x 21 pixels = 65 mm at screen resolution 72 dpi

SHARP. | be sharp™

Minimum size for the digital Sharp/be sharp logo
when antialiased 146 pixels x 17 pixels = 52 mm
at screen resolution 72 dpi

Other Applications

While it's important to link the essence of the corporate *"be sharp"* message to all product category and local marking activities, it's critical that it not be overused or abused.

Even though the previous sections focused on advertising, collateral and interactive materials, common marketing sense should be deployed when considering logo/tagline use in other venues such as:

> Trade Shows: Graphics, banners, posters, product information cards, etc.
> Press materials; Press releases, invitations, etc.
> Event signage: Signs, banners, etc.
> POP: retail and dealer

Or on items such as:

> Shirts and other related clothing
> Promotional giveaways
> Items where the logo/tagline combo appearance would be to small in relation to the item itself.

And when all else fails, SMCD should be contacted for advice and guideline interpretation.