

“Hiroshima for Global Peace” Logo Mark Usage Regulations

(Purpose)

Article 1: These regulations stipulate the handling of the use of the “Hiroshima for Global Peace” logo mark (logo mark) managed by Hiroshima Prefecture.

(Authority)

Article 2: All authority regarding the logo mark is owned by Hiroshima Prefecture.

2. Matters related to the logo mark are handled by the Hiroshima Prefecture Regional Policy Bureau, Peace Promotion Project Team.

(Purpose of Logo Mark Usage)

Article 3: The logo mark is used to promote the “Hiroshima for Global Peace” concept and raise awareness and support for activities toward the realization of a peaceful world without nuclear weapons.

(Eligibility to Use)

Article 4: The logo mark can be used by individuals or organizations that have obtained approval from Hiroshima Prefecture for their activities in line with the purpose mentioned in the previous article.

(Application for Approval)

Article 5: Those who wish to use the logo mark must submit the necessary documents, along with the application for approval (Form No. 1), to Hiroshima Prefecture and obtain this approval. However, this requirement may be waived in the case of usage that aligns with the purpose and falls under any of the following items:

- (1) when it is used by a national or local government entity;
- (2) when it is used for events approved by the Hiroshima Prefecture Regional Policy Bureau, Peace Promotion Project Team;
- (3) when it is used by organizations that have entered into a collaborative agreement with the Hiroshima Prefecture Regional Policy Bureau, Peace Promotion Project Team;
- (4) when it is used by the Hiroshima Peacebuilders Association and its constituent organizations;
- (5) when it is used by news media organizations, such as newspapers, television, and magazines, for reporting purposes;
- (6) when it is used by individuals approved by the Hiroshima Peacebuilders Association as part of the “Hiroshima for Global Peace Community”; and
- (7) in other cases deemed necessary.

(Approval)

Article 6: Hiroshima Prefecture will approve the logo mark usage, unless the application content falls under any of the

following items:

- (1) when it may damage the dignity of efforts toward peace by Hiroshima Prefecture or hinder proper understanding;
- (2) when the logo mark is not used in accordance with the correct usage guidelines;
- (3) when there is a risk of harming consumer interests;
- (4) when there is a risk of the logo mark being used for specific political, ideological, religious, and fundraising activities, etc.;
- (5) when there is a risk of the logo mark being used for self-promotion of specific individuals or organizations;
- (6) when there is a risk of the logo mark being used as a symbol mark, trademark, or design by a business entity;
- (7) when there is a risk of violating laws or public order and morals; and
- (8) in other cases deemed inappropriate.

2. Approval under the preceding paragraph shall be granted by the issuance of an approval (modification) certificate (Form No. 2).

(Usage Fee)

Article 7: There is no usage fee.

(Compliance with Usage Guidelines)

Article 8: Those who use the logo mark must comply with the following requirements:

- (1) Use the logo mark according to the approved content, and follow the conditions specified by Hiroshima Prefecture.
- (2) The approved party shall not transfer or lend the logo mark.
- (3) Use the designated colors, shapes, etc., correctly, and do not modify the design (color, shape, font, etc.), unless approved by the Hiroshima Peacebuilders Association in the “Hiroshima for Global Peace Community Logo Mark Creation and Usage Regulations.”
- (4) The completed product of materials related to the approval shall be promptly submitted. However, photographs may be submitted instead if submitting the completed product is difficult.
- (5) The submission mentioned in the preceding item shall be made in the same manner, even if the application for approval is exempted under the provision of Article 5, Paragraph 1.

(Modification of Approval)

Article 9: When a person who has obtained approval for the use of the logo mark intends to make changes to the approved content, they must submit an application for a change in the usage content (Form No. 3) in advance and obtain approval from Hiroshima Prefecture.

2. Approval under the preceding paragraph shall be granted by the issuance of an approval (modification) certificate (Form No. 2).

(Revocation of Use, etc.)

Article 10: Hiroshima Prefecture may revoke the approval for use, suspend use, or take measures to retrieve the logo

mark when any of the following apply:

- (1) the logo mark user violates these regulations;
- (2) the logo mark user violates the conditions attached to the approval;
- (3) false information was provided in the application; and
- (4) in other cases where the continued use of the logo mark is deemed inappropriate.

2. Hiroshima Prefecture may require the logo mark user to report on the usage status or conduct investigations.

(Nonexclusivity of Use)

Article 11: The logo mark user shall use it exclusively within the limits specified in the usage approval application approved by Hiroshima Prefecture.

(Expenses)

Article 12: Hiroshima Prefecture shall not bear the expenses or provide services related to the implementation of the logo mark usage for those who have obtained approval under these regulations.

(Liability for Compensation, etc.)

Article 13: Hiroshima Prefecture shall not be held responsible for any liability for compensation or other losses related to the logo mark usage.

(Other Provisions)

Article 14: In addition to what is provided in these regulations, other necessary matters concerning the logo mark usage may be separately stipulated.

Supplementary Provisions

These regulations shall come into effect from May 22, 2020.

Supplementary Provisions

These regulations shall come into effect from August 25, 2021.