

Regulations on the use of the i.i.imabari! Campaign logo

This is a translation of the original Japanese document at:
<https://iimabari.jp/logo/logo-kitei.pdf> In the event of discrepancies between this translation and the original Japanese document, the original Japanese document will hold precedence.

(Effect)

Article 1: These regulations stipulate necessary matters for the use of the campaign logo mark (hereinafter referred to as “logo mark”) used in the activities (“i.i.imabari! Campaign”) to disseminate the appeal and value of Imabari City (hereinafter referred to as “city”).

(Definition)

Article 2: The “Logo Mark” stipulated in this Regulation, setting out in Attachment 1, is a message design to contribute to the city promotion by transmitting the attractiveness and value of the city.

(Rights regarding the use of the logo mark)

Article 3: The city has full authority over the logo.

(Usage fee)

Article 4: Use of the logo mark is free of charge.

2. The city will not bear any responsibility for the cost of using the logo.

(Usage standards)

Article 5: Logos can be used to promote the city and the following products:

2. If the logo mark is used on products for sale (including packages; hereinafter referred to as “Products”) and advertisements (for promoting products), the product must fall under one of the following (unless a specific exemption is given by the mayor):

- (1) For agriculture, forestry, and fishery products, it must have been produced, harvested, cultured, or caught in the city
- (2) For processed products (processed foods and non-food products), the city traders must carry out the final process of manufacturing or processing, or the city business operators must sell them.

(Application for use)

Article 6: A person who intends to use the logo mark (hereinafter referred to as "applicant") must submit the "i.i.imabari! Campaign Logo Mark Use Approval Application Form (Separate Form No. 1)" and other necessary documents, such as how the logo will be used, in order to obtain approval from the mayor.

2. The mayor may request the applicant to revise documents or submit additional documents when he decides it is necessary under the provisions of the preceding paragraph.
3. Regardless of the provisions of Paragraph 1, the mayor's approval is not required when any of the following items applies.
 - (1) When used by a city or an organization of which the city is a member
 - (2) When used for the purpose of publicity of a business sponsored by the city
 - (3) When a news agency uses it for newspapers, television, magazines, etc. for reporting purposes
 - (4) When applicable to the scope of use permitted by copyright law
 - (5) When used for publicity of the city free of charge
 - (6) In addition to what is listed in the preceding items, when the mayor finds it appropriate

(Qualification requirements)

Article 7: When the applicant of Paragraph 1 of the preceding article falls under any of the following items, the use of the logo mark is not approved.

- (1) A gang member of gangster group prescribed in No.2 and No. 6 of the Act on Prevention of Unfair Conduct by Gangsters (Act No. 77 of 1991). Or, a person who has not passed five years from the day when they stopped being a gangster.
- (2) Person who conducts business as stipulated in Article 2 of the Act on Control and Improvement of Amusement and Entertainment Business (Act No. 122 of 1948), excluding those that conduct business as prescribed in Paragraph 1, Item 5 of the same article.
- (3) Persons engaged in chain sales transactions specified in Article 33 of the Act on Specified Commercial Transactions (Act No. 57 of 1976)

(Approval of use)

Article 8: The mayor shall approve the use of the logo unless the contents of the application under the provisions of Article 6 paragraph 1 fall under any of the following items.

(1) When the credit or dignity of the city is damaged or may be damaged

(2) When there is a risk of damaging the image of the logo mark

(3) When there is or may be something against the law or public order or morals

(4) When there is a risk of exclusive use as a trademark equivalent to a trademark based on the Trademark Law (Act No. 127 of 1959) or a design based on the Design Law (Act No. 125 of 1959)

(5) When it is recognized that using the logo mark may cause misunderstanding or confusion

(6) When used for religious events, activities and political activities

(7) In addition to the matters listed in the preceding items, when the mayor finds inappropriate

2 The mayor will review the contents of the submitted application form for use of the i.i.imabari! Campaign Logo Mark and decide whether to approve the use. The result shall be notified to the applicant by using the "i.i.imabari!

Campaign Logo Mark Use (Approval / Disapproval)
Notification (Separate Form No. 2)".

3. The mayor may attach conditions to the approval in paragraph 2.

(Period of use)

Article 9: The period of use when using logo marks on products and their advertisements is, in principle, within 3 years from the date of approval. However, even if the period of use has passed, it does not impede the distribution of products manufactured with approval within the period.

2. If you intend to use the logo after the expiration of the usage period set forth in the preceding paragraph, you must reapply and obtain approval for use.

(Change of approval content)

Article 10: When a person who uses a logo mark on a product and its advertisement (hereinafter referred to as "user") intends to change the use of the approved logo mark, he / she has to submit the "i.i.imabari! Campaign Logo Use Change Application" (Separate Form No. 3) to the mayor for his approval.

- 2 When the mayor receives the submission of the "i.i.imabari! Campaign Logo Mark Use Change Application", the mayor decides whether to approve the change of use after reviewing the contents. The user shall be notified by the "i.i.imabari! Campaign Logo Use Change (Approval / Disapproval) Notification (Separate Form No. 4)".
- 3 Regarding the application of Paragraph 1, the rules from Article 6 to Article 9 shall apply *mutatis mutandis*.

(Improvement guidance)

Article 11 The mayor, when it is recognized that the usage status of the logo mark violates the regulations or approval conditions, can provide guidance to improve the content.

(Termination of use)

Article 12 When a user Terminates the use of a logo mark, he / she must promptly notify the mayor by the “i.i.imabari! Campaign Logo Mark Use Termination Notification Form (Separate Form No. 5)”.

(Matters to be complied in use)

Article 13 Users must comply with the following matters.

- (1) Use according to approved content
- (2) Do not transfer or sublease approved usage rights
- (3) Observe any conditions attached to the approval.
- (4) Do not apply for trademark registration under the Trademark Law or design registration under the Design Law for properties that include the logo mark.
- (5) Use in accordance with the i.i.imabari! Campaign Logo Mark Usage Guidelines

(Injunction of use, etc.)

Article 14 The mayor may request measures such as suspension of use, collection of goods, etc., if the use of the logo mark falls under any of the following items.

- (1) When the use is approved by deception or other illegal means
- (2) When it falls under any of the items of Article 8, Paragraph 1
- (3) When violating the conditions of Article 8, Paragraph 3
- (4) When not following the improvement guidance in Article 11
- (5) Violation of the compliance items listed in each item of Article 13
- (6) In addition to the matters listed in the preceding items, when the mayor finds inappropriate
 2. Based on the rules of the preceding paragraph, when the mayor suspends the use of the logo mark approved by the rules of Article 8, it will be notified by the “i.i.imabari! Campaign Logo Mark Inhibition Notice”(Separate Form No. 6).
 3. The mayor shall not be liable for any damage caused by the suspension of use under the regulations of paragraph 1.

(Report of usage results)

Article 15 The mayor can ask the user to submit a document or report on matters related to the use of the logo mark.

(Responsibility)

Article 16 When a problem concerning the use of the logo mark occurs, the user shall be fully responsible and shall deal with the problem promptly. In this case, city does not take any responsibility.

2. The user must compensate for any damage caused by the use of the logo when the city is damaged.

(Information disclosure)

Article 17 The mayor can publish the situation regarding use approval from the viewpoint of appropriate management of the logo mark and the promotion of its wide use.

(Other)

Article 18 Other than what is provided for in these regulations, the mayor will separately determine necessary matters.

Supplementary provisions

This regulation will take effect on March 8, 2019.

Attachment 1



Separate Form No.1 (related to Article 6)

i.i.imabari! Campaign Logo Approval Application Form

Date: / /

(Destination) Mayor of Imabari

Applicant Address :

Name :

Representative name : (seal)

Contact name :

Phone number :

E-mail :

As I would like to use the i.i.imabari! Campaign logo mark, I will apply for approval as follows.

1 . Purpose of use		
2 . Period of use	Date: / / ~ / / (Up to 3 years)	
3 . Manner of use	Name of property (product) used	
	Quantity	
	Other	
4 . Attached document	(1) Documents (design plans, etc.) that show the contents of use the i.i.imabari! Campaign logo mark, etc. (2)	

(Back side)

Written Oath

I pledge that I do not fall under any of the following 1 to 3 and will not fall into the future.

I will not file objection if this pledge is false or if I am disadvantaged by violating this pledge.

(1) A gang member of gangster group prescribed in No.2 and No. 6 of the Act on Prevention of Unfair Conduct by Gangsters (Act No. 77 of 1991). Or, a person who has not passed five years from the day when they stopped being a gangster.

(2) Person who conduct business as stipulated in Article 2 of the Act on Control and Improvement of Amusement and Entertainment Business (Act No. 122 of 1948), excluding those that conduct business as prescribed in Paragraph 1, Item 5 of the same article.

(3) Persons engaged in chain sales transactions specified in Article 33 of the Act on Specified Commercial Transactions (Act No. 57 of 1976)

Date: Reiwa

/ /

Address :

Name :

(seal)

Separate Form No.2 (related to Article 8)

i.i.imabari! Campaign Logo Change Use (Approval / Disapproval) Notice

Symbol No.
Date: / /

Dear _____

Mayor of Imabari

You are notified of (approval / disapproval) regarding the use of the i.i.imabari! Campaign Logo Mark that was applied for on○○(year),○○(month),○○(date) as followed.

1 . Purpose of use		
2 . Period of use	Date: / / ~ Date: / /	
3 . Manner of use	Name of property (product) used	
	Quantity	
	Other	
4 . Conditions for approval		
5 . Reason for disapproval		

[Precautions for use]

- (1) Use only with approved contents
- (2) Do not transfer or sublease approved usage rights.
- (3) Follow the conditions attached at the time of approval
- (4) Do not apply for trademark registration under the Trademark Law or design registration under the Design Law for properties that include the i.i.imabari! Campaign logo mark.

**(5) Use in accordance with the i.i.imabari! Campaign Logo Mark Usage
Guideline**

Separate Form No.3 (related to Article 10)

i.i.imabari! Campaign Logo Use Change Application

Date: / /

(Destination) Mayor of Imabari

Applicant Address :

Name :

Representative name : (seal)

Contact name :

Phone number :

E-mail :

I would like to change the use of the i.i.imabari! campaign logo that has been approved on ○○(year),○○(month),○○(date), and ○○(symbol No.).

1. Contents of the change	
2. Attached document	(1) Documents (design plans, etc.) that show the details of changes in the use of the i.i.imabari! Campaign logo mark, etc. (2) Documents that the mayor recognizes as necessary

Separate Form No.4 (related to Article 10)

i.i.imabari! Campaign Logo Change Use (Approval / Disapproval) Notice

Symbol No.

Date: / /

Dear _____

Mayor of Imabari

We will notify you about changes in the use of the i.i.imabari! Campaign Logo Mark that was applied for on ○○(year),○○(month),○○(date) as follows (approval / disapproval).

1 . Contents of the change	
2 . Conditions for approval	
3 . Reason for disapproval	

Separate Form No.5 (related to Article 12)

i.i.imabari! Campaign Logo Use Termination Notification Form

Date: / /

(Destination) Mayor of Imabari

Applicant Address :

Name :

Representative name : (seal)

Contact name :

Phone number :

E-mail :

I will stop the use of the i.i.imabari! Campaign logo, which has been approved on○○(year),○○(month),○○(date), and ○○(symbol No.), and notify as follows.

1 . Decommissioning (planned) date	Date: / /
2 . Other	

Separate Form No.6 (related to Article 14)

i.i.imabari! Campaign Logo Mark Injunction Notice

Symbol No.

Date: / /

Dear _____

Mayor of Imabari

We will notify you that the use of the i.i.imabari! Campaign logo approved on○○(year),○○(month),○○(date), and ○○(symbol No.) will be suspended for the following reasons.

1 . Reason for injunction	
2 . Injunction date	Date: / /
3 . Other	