

## Use of DOCOMO Logo

---

### Terms and Conditions for Use of DOCOMO Logo

---

These terms and conditions set forth below shall govern your use of the corporate logo of NTT DOCOMO, Inc. (“DOCOMO Logo”) when it is necessary to use it to introduce or refer to the products or services of NTT DOCOMO, Inc. (“DOCOMO”) or to communicate the relationship between you and DOCOMO. No other rights are granted except for the limited use expressly permitted hereunder.

1. You shall use the DOCOMO Logo within the range and content and by the ways permitted by DOCOMO and shall not use it in other ways.
2. You shall not alter or modify the DOCOMO Logo in any way.
3. Upon using the DOCOMO Logo, you are requested to indicate it not too conspicuously. In this connection, the following conditions to the minimum should be taken into consideration:
  - The DOCOMO Logo should be indicated in smaller letters than those representing the titles and your corporate logo(s).
  - The DOCOMO Logo should not be treated distinctly or prominently than other corporate logos that appear simultaneously with it.
  - The DOCOMO Logo should be displayed in an inconspicuous place.
4. You shall use the DOCOMO Logo independently by itself. The DOCOMO Logo shall neither be used in combination with other graphics and/or text elements nor in a manner that it may look like a part or an element of other logos and trademarks.
5. Upon using the DOCOMO Logo, you shall comply with laws, ordinances, rules and regulations. You shall use the DOCOMO Logo based on facts, not in a manner to cause misunderstanding. You shall not use the DOCOMO Logo in a place where there exists no relevance to the products and services provided by DOCOMO. Also, you shall not use the DOCOMO Logo so as to discredit DOCOMO and its products and services. If and when DOCOMO requests you to suspend use of the DOCOMO Logo, you shall immediately follow the instruction for any reason whatsoever.
6. DOCOMO reserves the right to request you to modify or amend the way of use (e.g. size of the DOCOMO Logo, content of the text used in conjunction with it, etc.) at any time so that the DOCOMO Logo may be used steadily in line with the terms and conditions set forth herein.
7. You acknowledge and agree that all rights to the DOCOMO Logo remain to be sole properties of DOCOMO. You agree not to adopt, use, apply for or register any trademarks that are confusingly similar to the DOCOMO Logo. You shall not acquire any right to or associated with the DOCOMO Logo except for the right to use the DOCOMO Logo hereunder. You shall not in any way conduct activities that may disrupt DOCOMO’s profit obtained from the DOCOMO Logo.
8. DOCOMO disclaims all warranties for the DOCOMO Logo, including those against an infringement of third party’s rights and those implied in the applicable law. DOCOMO shall not be responsible for any loss or damage that may be incurred by you as a result of the use of the DOCOMO Logo hereunder. You shall take full responsibility for use of the DOCOMO Logo and agree to indemnify and hold DOCOMO harmless from any losses, claims, damages and liabilities that you may suffer from the use of the DOCOMO Logo.
9. You shall use the DOCOMO Logo only within the territory of Japan unless otherwise permitted by DOCOMO.
10. If you disagree with the provisions set forth herein, DOCOMO shall not permit you to use the DOCOMO Logo.

## DOCOMO Logo Usage Guidelines (Excerpts)

"DOCOMO Red" is the preferred color for the DOCOMO logo. Please maintain a certain amount of clear space or isolation area surrounding the logo. No other design elements or text should be included within the area. In addition, a minimum size is specified to maintain visibility. Please do not use anything smaller than the specified size.

### Color (DOCOMO Red)



The color of the logo is as shown in the color chips to the left and must be reproduced exactly as shown.

#### Approximate color

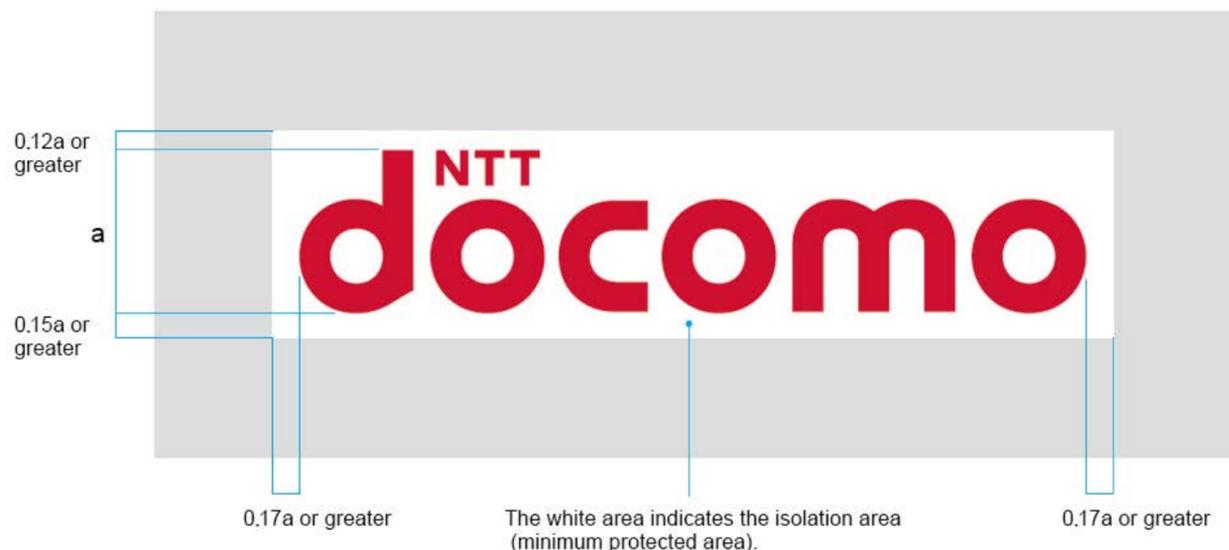
Process color : C15%+M100%+Y80%

PANTONE 193C

DIC PART II 2484

RGB : R204 G0 B51

### Isolation



### Minimum Size



For printed materials, the minimum size is 15 mm in width. For digital media, the minimum size is not specified, but it must be large enough to be recognizable as a corporate logo.

## Don'ts



Do not display other graphics in the vicinity.



Do not display with additional elements.

~~We **docomo** have adopted the slogan "Changing worlds with you." as the brand vision we will pursue from now on.~~

Do not include the DOCOMO logo in text.

## Use of DOCOMO Trade Name in Text

---

The table below shows how to use the DOCOMO trade name or company name in English text.

Where	Proper Usage	Examples
On official documents, or the first reference to the trade or company name within documents	NTT DOCOMO, INC.	—
Other than above	NTT DOCOMO or DOCOMO	—
Name of products/services combined with the trade or company name	docomo	My docomo docomo future station

## Logo Data

---

When using the DOCOMO logo, please contact our sales representatives with whom you are currently doing business, and the logo data will be provided to you through them. Please note that personal use of the DOCOMO logo is not allowed.

## Reference

---

Corporate Logo:

[https://www.docomo.ne.jp/english/corporate/about/philosophy\\_vision/brand/](https://www.docomo.ne.jp/english/corporate/about/philosophy_vision/brand/)