

**FeliCa Certified Logotype
Logotype Guidelines
Logotype Usage Regulations**

Rev. 1.04

June 2024

Sony Corporation

Revision History

[illegible]

This document was created and revised by FeliCa Certification Section, Quality Design Department, Enterprise Solutions Business Unit. As of July, 2025.

This document is issued by FeliCa Certification Section, Quality Design Department, Enterprise Solutions Business Unit.

FeliCa is the contactless IC card technology developed by Sony Corporation.

FeliCa is a registered trademark or a trademark of Sony Group Corporation or its affiliates.

Contents

1. Objectives of This Guideline.....	4
2. Policy of Management.....	4
3. Scope of Applications	4
4. License	4
5. Applicable Areas.....	4
6. Notes for the Use.....	4
7. Indication of the Notes.....	5
8. Usage Rules	5
8.1. Types	5
8.2. Minimum Size Requirement.....	5
8.3. Isolation Zone	5
8.4. Color of the Logotype and Background Color.....	6
8.5. Representation	6
8.6. Position.....	6
8.7. Examples.....	7
8.8. Prohibition	8
Consent form for use of “FeliCa Certified” logotype.....	9

1. Objectives of This Guideline

The objective of this guideline is to specify the handling of FeliCa Certified Logotype.

2. Policy of Management

FeliCa Certified logotype can be used only to promote that it is the product*¹ which have passed the FeliCa RF Performance Certification Test*². It cannot use for other purposes.

3. Scope of Applications

1. FeliCa Certified logotype can be used for a product which has passed the FeliCa RF Performance Certification Test.
2. FeliCa Certified logotype can be displayed on the packages, advertisements, sales promotion materials (brochures, etc.) and instruction manuals of products. But, it cannot be printed or carved on the body of the product itself.

4. License

The use of FeliCa Certified logotype shall be allowed if an application was submitted after the products have passed the FeliCa RF Performance Certification Test.

The application materials submit to: Certification Laboratory

5. Applicable Areas

FeliCa Certified logotype can be used in all areas and countries of the world where the products are sold and used. Avoid using FeliCa Certified logotype in the areas where its use as a trademark is not legitimate.

6. Notes for the Use

FeliCa Certified logotype shall be handled carefully not to be mistaken for the wrong meaning such as representing the total identity of the FeliCa technology, a product brand, and so on.

*¹ The product which passed the FeliCa RF Performance Certification Test refers to finished or semi-finished products.

*² The FeliCa RF Performance Certification Test is comprised of the FeliCa Card RF Performance Certification test, the FeliCa Reader/Writer RF Performance Certification test and the Mobile FeliCa RF Performance Certification test.

7. Indication of the Notes



e.g.) This product complies with the requirement of FeliCa RF Certification Test.

e.g.) This product is in conformity with FeliCa Certified.

e.g.) This is a FeliCa Certified product.

1. The following sentence must be shown, when the word of "FeliCa" and FeliCa Certified logotype are used in the materials such as the packages, sales promotion materials, advertisements and websites.

FeliCa is the contactless IC card technology developed by Sony Corporation.

FeliCa is a registered trademark or a trademark of Sony Group Corporation or its affiliates.

2. As a general rule, FeliCa Certified must not be translated except for the purpose of explaining how it is to be read.

8. Usage Rules



8.1. Types

FeliCa Certification logotype is comprised of text, background and rectangle. Each part (rectangle, background, text) of the structure of this logotype must not be used separately.

8.2. Minimum Size Requirement

Allowing for precision of reproduction, the height of the FeliCa Certified logotype should not be smaller than 7mm. When the FeliCa Certified logotype is posted on a website, the height of the FeliCa Certified logotype should not be smaller than 27pixels. When the FeliCa Certified logotype can't be reproduced precisely at the minimum size specified herein, it should not be smaller than the size which can be reproduced precisely.

<PRINT>



<WEB>



8.3. Isolation Zone

FeliCa Certified logotype should contain a text and a surrounding rectangle. Even when there are colors, photographs and patterns in the background, the logotype should always be clearly conspicuous, and the logotype shall have no isolation zone outside the rectangle. It should be considered that the rectangle can be recognized clearly when stickers are designed.

8.4. Color of the Logotype and Background Color

The background color of the FeliCa Certified logotype must be white. The color of the FeliCa logotype: PANTONE 293C, text of CERTIFIED: K100 and line of framed rectangle: K100.

In the case of a single-color print, a rectangle and text can be the same color as the background.



<CMYK or RGB>



<Single color print>



8.5. Representation

FeliCa Certified logotype must be reproduced precisely, without any processing, any deformation and any changing of aspect ratio, by using the digital logotype data which is provided with this guideline.

8.6. Position

The display position isn't specified.

8.7. Examples



White background color



Same background color as rectangle



Different background color from rectangle.



Background with pattern



8.8. Prohibition

Don't

Don't deform to the wide font.



Don't deform to the narrow font.



Don't deform to the slant font.



Don't make the space between letters narrow.



Don't make the space between letters wide.



Don't distort the shape of the letter.



Don't give letters a slant line and halftone.



Don't use the outlined font.



Don't use a three-dimensional font and don't use a font with a shadow.



Don't put a pattern in the rectangle.



Don't use FeliCa as a woven pattern.



Don't change the shape of the frame.



Consent form for use of “FeliCa Certified” logotype

Data: / /

To: Mr. Norio Ikeda
 FeliCa Certification Section
 Quality Design Department
 Enterprise Solutions Business Unit
 Sony Corporation

We, the undersigned (company name) agree the following provisions.

Request Data format of Logotype: (Please check any one of format. If you need, both format is possible.)

☐ AI format ☐ JPEG format

Name of Product: _____

Certification Number: _____

Purpose of Use (Items the name/logo is to appear on): _____

Term of use: Effective period of the above-mentioned product passed FeliCa RF Performance Certification Test. _____

Requirement:

1. (Usage)
We shall use the Trademark in accordance with the guideline and instructions from Sony Corporation. (“Sony”), only for the purpose and items stated above. Upon termination or expiration of the above Term whichever comes earlier, we shall immediately cease and desist from the use of the Trademark and discard the logo data and the guideline.
2. (Non-sublicense)
We should not provide the sublicense of the Trademark in all cases.
3. (Protection of the Trademark)
We shall use the Trademark with a trademark notice without any alteration of the Trademark. And I shall obtain the permission of the form of usage from Sony preliminarily. We shall also notify if we need to alter the form of usage, and we follow Sony’s instruction.
4. (Provide a sample)
We shall provide Sony the documents and samples that show a status of use as needed.
5. (Audit)
During the Term of use, if we are requested by Sony to report about the usage of the Trademark, we should not reject Sony’s request without due cause. When our misrepresentative usage appears against the guideline, we shall improve the quality of the products or revise the form of usage.
6. (Liability in damages)
If our defect damages Sony’s brand image, we shall restore the damaged credibility and recover Sony’s losses on our sole responsibility.

(Signature):

Name: _____

Title: _____

E-mail: _____

Phone number: _____

Company: _____