

BIOCERAM AZUL[®]

BIOCERAM AZUL Trademark Usage Regulations

BIOCERAM AZUL[®]

Brand Concept

• Our desire to support the stable walking of all patients and to create high quality products is the starting point of our development.

Characteristics

- By combining the advantages of high-purity alumina and zirconia, which we have been working with for many years, we have achieved high strength, high toughness, and high stability.
- The blue color is achieved by adding cobalt.
- "AZUL" comes from the Italian "azure" (blue).

Region

Japan/US/EU and other countries.

The countries where the ® symbol is used

Japan/US/EU

Use "®" to indicate registered trademark status in the above countries.

Regarding the brand logo and the use of the "®" symbol

BIOCERAM AZUL®

The regulations for the isolation area

The isolation area refers to the empty space required to ensure that the brand logo is clearly displayed, maintaining its independence and distinction from other information at all times.



The minimum allowable usage size

BIOCERAM AZUL







$W \geq 10\text{mm}$

The width (W) must be at least 10mm. The minimum allowable usage size is 10mm (39 pixels) or larger. For sizes 18mm (67 pixels) or larger, the "®" symbol should be displayed. If the size is smaller than the minimum allowable usage size, text representation should be used. For text representation, please refer to the separate document. For sizes between 10mm (39 pixels) and 18mm (67 pixels), the "®" symbol can be omitted

Regarding the permissible colors

- Do not use colors other than those specified.
- The logo should be clearly contrasted with the background to ensure visibility.
- Clarify contrast with the background and ensure visibility of the logo.

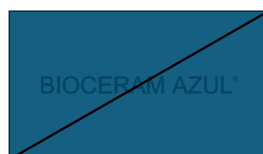
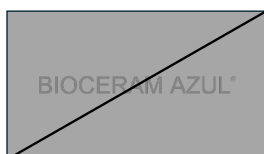
Black	CMYK	C0 M0 Y0 K100	Gray	CMYK	C0 M0 Y0 K70
	RGB	R0 G0 B0		RGB	R115 G115 B115
	PANTONE	—		PANTONE	—
Blue	CMYK	C57 M30 Y0 K0	Silver*	CMYK	—
	RGB	R110 G0 B25		RGB	—
	PANTONE	2718C		PANTONE	877C

*Silver is for decorative use

To ensure the visibility of the brand logo, please make sure that the contrast with the background is clear. The use of the logo in a manner that does not ensure visibility is generally prohibited.

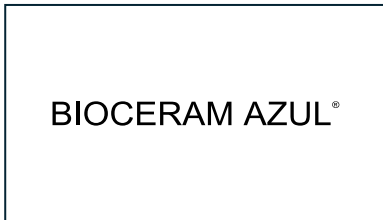
Examples:

The logo should not be used in colors other than the permissible ones. The logo should not be displayed on backgrounds where sufficient contrast cannot be ensured.



Prohibited

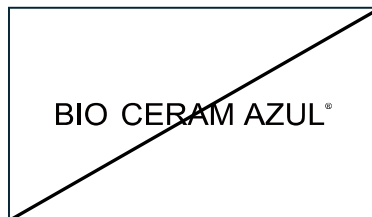
Basic Form



Prohibited Examples: The following usage manners are prohibited.



Do not deform the logo.



Do not change the letter spacing.



Do not add shadows.



Do not place the logo along curves.



Do not outline the logo.



Do not add borders to the logo.

When displaying the brand in text

Correct Display Examples

BIOCERAM AZUL

- All characters should be half-width uppercase letters.
- The font should be Gothic style

Regarding the representation of text as a registered trademark:

BIOCERAM AZUL®

Brand Owner Statement

When displaying the "®" symbol with the brand, please indicate that the trademark owner is Kyocera Corporation as follows:

BIOCERAM AZUL is a registered trademark of Kyocera Corporation.

If the logo cannot be used in the owner statement, please use the following text: "BIOCERAM AZUL (logo) is a registered trademark of Kyocera Corporation."

Other Considerations

The "BIOCERAM AZUL" brand name is only recognized for products that ensure a certain level of quality. The specifics of this quality will be defined separately.

Regarding the "®" symbol, if the trademark cannot be registered in the relevant country, please include the note "BIOCERAM AZUL is registered trademark of Kyocera Corporation in Japan."

Revision History of This Document

First Edition Published on July △△, 2025

Contact Information for Usage Regulations

Kyocera Corporation, Medical Business Unit, Marketing Department,
Marketing Promotion Section