



Brand Guidelines

— *Growing PEDAL GEEKS MEETING Together* —

1. Introduction

PEDAL GEEKS MEETING (hereinafter “PGM”) is an event that has been nurtured by its many exhibitors, visitors, sponsors, and other people involved.

Our aim is not only to enhance the value of PGM as an event, but also to increase the value of everyone who takes part—not just exhibitors.

Connection over competition. / Coexistence over exclusion. / A culture that endures over fleeting attention.

PGM hopes to help Japanese effects-pedal culture be passed on to the next generation and to support the sustainability of the musical-instrument industry and its community.

These Guidelines are not intended solely to assert rights. They set out our basic approach to protecting the PGM name, logo, and brand image while allowing everyone to use them with confidence.

Going forward, we also intend to proactively reach out to similar events and, where collaboration is possible, work together to invigorate the industry and its community.

We ask for your understanding and cooperation as we use these Guidelines to nurture the PGM brand together with all participants.

2. PGM Brand Philosophy

A space connected by effects pedals: “Discover, Collect, Use, Create”

PGM is open to everyone involved with effects pedals—not only pedal makers and sellers, but also general users, artists, media, application developers, and others.

We value the idea of a “fan-created event for pedals” and aim to provide an open, equitable place where anyone can participate, regardless of their position or scale.

3. Event Name

The official name is PEDAL GEEKS MEETING.

Please use the full official name wherever possible in official documents, posters, websites, social media, and similar materials. If using “PGM,” we recommend spelling out “PEDAL GEEKS MEETING” on first mention, followed by “PGM” in parentheses.

4. Logo

The official PEDAL GEEKS MEETING logo is managed by the PEDAL GEEKS MEETING Executive Committee Secretariat.

We wish to respect everyone's freedom to carry out their activities as much as possible. Accordingly, restrictions on logo use are kept to the minimum necessary, and the logo may be used freely except in the following cases.

The following uses are strictly prohibited:

1. Altering the logo.
2. Changing its aspect ratio.
3. Changing its colors.
4. Using only a cropped portion of the logo.
5. Combining it with another logo or text in a way that makes it appear to be a new logo.
6. Using it in a way that may cause people to mistakenly believe that the activity is organized, co-organized, or officially approved by the PGM Executive Committee.
7. Using the logo in any other way that damages PGM's credibility or dignity or causes discomfort to others.
8. Using it in violation of laws or public order and morals.
9. Using it in a way that infringes the rights of third parties.
10. Any other use deemed inappropriate by the PGM Executive Committee.

The logo registered as a trademark is the one shown in the header of this document.

5. “Official Approval”

PGM does not operate an “official approval” system that ranks products or services. This reflects our philosophy of respecting all brands equally and remaining an event that is easy for everyone to participate in.

If you wish to use the name or logo “PEDAL GEEKS MEETING,” please notify the PGM Executive Committee in advance for brand-management purposes.

After reviewing the proposed use, if we determine that it is consistent with PGM's philosophy and beneficial to the event and its participants, we may actively introduce or announce it through our official website, social media, and other channels.

No fee will be charged for use of the logo or name. Permission will generally be granted unless the proposed use would substantially disadvantage PEDAL GEEKS MEETING or damage its value or reputation.

If malicious use of the PGM name or logo, or a similar name or logo, creates a false impression of official status, organization, or approval, or significantly damages brand value, we may request that use be discontinued and, in some cases, take legal action as necessary.

6. Use on Social Media

PGM welcomes photo and video posts on social media. We announce an official hashtag for each event, so please feel free to include it in your posts (example: #PGMTokyo2026).

Please be considerate of the portrait and copyright rights of exhibitors and visitors. When taking or publishing photos or videos, please obtain the consent of the people who appear in them.

7. Intellectual Property Rights

PGM complies with laws and regulations, including those concerning intellectual property, and operates its events fairly and in good faith.

We respect copyrights, trademark rights, design rights, and other intellectual property rights, whether our own or those of others. We ask all participants to understand and cooperate with this approach.

We do not subscribe to the idea that "anything is acceptable as long as it does not violate the law." We value respect for creators and those who came before us. We will not create confusing names, logos, or concepts that infringe on others' interests or reputation, or confuse or perplex users.

Acting in good faith is one of the important values of PEDAL GEEKS MEETING.

The name "PEDAL GEEKS MEETING" and its logo have been registered as trademarks to protect the brand. We have deliberately chosen not to register the abbreviation "PGM" as a trademark.

This is to show our respect for Kazuhiko Nyu-i, a leading Japanese builder who formerly made and sold guitars and basses under the "PGM" brand and continues to be supported by many musicians.

PGM has used the expression "Comiket for pedals." However, since "Comiket" is a registered trademark of the Comic Market Committee, we will use "fan-created event for pedals" going forward.

We will continue to respect not only intellectual property rights as legal rights, but also the history and culture behind them and the efforts of those who came before us.

8. Contact

If you have questions about using the name or logo, please feel free to contact the PGM Executive Committee Secretariat.

These Guidelines are not intended solely to assert rights. They are a guide for nurturing the PGM brand together with all participants.

If you contact us in advance and we determine that your activity will benefit the event and its participants, we may actively introduce or announce it through our official website, social media, and other channels.

It is fine to contact us even if you are only wondering, "Is it okay to use this?" One of PGM's other principles is "openness." We intend to respond as flexibly as possible while valuing dialogue.

Closing

These Brand Guidelines will be reviewed and updated as necessary in response to changes in laws and regulations, social conditions, and event operations.

We hope to continue nurturing the PEDAL GEEKS MEETING brand together with all participants and carrying Japanese effects-pedal culture, the musical-instrument industry, and its community into the future.

Thank you for your continued support of PEDAL GEEKS MEETING.

August 2026

Chair, PEDAL GEEKS MEETING Executive Committee

Hiroshi Ozawa, Representative, Sound Project "SIVA"

Shuji Furuya, Secretariat Director, PEDAL GEEKS MEETING

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