

April 2026

pepper

Brand & Communication Guidelines



# About these Guidelines

These Brand & Communication Guidelines (the “**Guidelines**”) describe the rules and conditions for using the name, images, and other materials related to “Pepper” for promotional purposes. Trademarks, branding-related materials (such as images and videos), and Pepper’s character are important assets of SoftBank Robotics. Please ensure full compliance with these guidelines at all times.

# pepper

Pepper is a friendly humanoid robot, approximately 120 cm tall, developed to enrich people's lives and bring joy. Our robots are designed to support people, not replace them.

At SoftBank Robotics, we value humor, humility, and empathy as core elements of Pepper's character. Pepper loves to make people smile. Whether you are feeling happy or going through a difficult time, Pepper understands you and stays by your side.

# Permission and Application

Promotions using the name or character of Pepper require approval from SoftBank Robotics. Requests are handled in the order in which they are received. It is advisable to submit your application **at least two weeks in advance**.

Type	Example	Scope of Permission	Contact Information
<b>Media Appearances as a Character</b>	TV, films, events, magazine features, etc.	Please contact for approval	<b>Public Relations contact:</b> <a href="mailto:SBRGRP-PR@softbankrobotics.com">SBRGRP-PR@softbankrobotics.com</a>
<b>Press Releases and Media Events</b>		Please contact for approval	
<b>Case study</b>	TV, web media, newspapers, magazines, etc.	Approved on condition content is shared with us post publication.	
<b>Character usage</b>	Merchandise, novelties, owned media, etc.	Please contact for approval	<b>Brand Check contact:</b> <a href="mailto:SBRJ-brandcheck@softbankrobotics.com">SBRJ-brandcheck@softbankrobotics.com</a>
<b>Advertisement</b>	TV, newspapers, magazines, insert flyers, direct mail, web, social media ads, etc.	Approved on condition content is shared with us post publication.	
<b>Customer's owned media</b>	Company's website, blogs, social media, internal newsletters, etc. Note: Use Pepper only to show real usage, and no character use	Approved	

# 1. Conditions for Production and Expression

# Prohibited Uses in Expression

You may not use any expressions or content that fall under the following categories under any circumstances.



- Violent or sexual content or expressions
- Racist or inhumane content or expressions
- Negative expressions
- Excessively strong commercial appeals (such as price promotions)
- Content or expressions conveying political messages

# How to Introduce Pepper

When introducing Pepper, use the introduction phrase provided below. In addition, when presenting your own use cases, make sure to indicate that the implementation is independently conducted by you and include the trademark notice provided below.

## ■ Introduction Phrase

When using Pepper: "Humanoid robot Pepper"

When using Pepper+ : "Humanoid robot Pepper+"

## ■ Example indication of independent implementation

This initiative is independently conducted by "company name" / "institution name" using Pepper.

## ■ Trademark Notice

"Pepper" is a trademark of SoftBank Robotics

# Character Use for All Kinds of Materials

## ■ Authorized users under contract

Character use in various materials is permitted for non-commercial purposes only, within the scope of initiatives utilizing Pepper. However, prior brand approval is required before use.

Please contact Brand Check (see Slide 4), including the **design, intended purpose, quantity, and duration of use.**



## ■ Non-contracted users

The eligibility for use will be determined by us after reviewing the content.





### Note:

Please note that a license fee may apply depending on the intended use.

Please refrain from any use that may be mistaken for SoftBank Robotics' official content or services. Please check the example below.

<p><b>Not allowed:</b> Websites or platforms that may appear as official content</p> <p><a href="https://www.example.com">https://www.example.com</a></p> <p>Let's play With Pepper</p> 	<p><b>Allowed:</b> Giveaways and promotional items with low risk of confusion</p> 
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# Usage Permission for Each Material

		Usage Permission	Page
Company Logo		Not Permitted	10
Pepper's Logo		Permitted	10
Pepper's Name	Pepper, Pepper+	Permitted	11
Official Product and Illustration Assets ※Please contact us for other official materials		Permitted	12
Photographs Taken by The Customer		Permitted	13
Domain and Account	pepper-example.jp pepper-example	Not Permitted	15
Derivative Work	Illustrations, Images, Videos, etc., including content created with generative AI.	Not Permitted	16

# Corporate Logo and Product Logo

## ■ Corporate Logo

Please refrain from using the logos of SoftBank Robotics (incl. SoftBank or SoftBank Group companies).



## ■ Product Logo

Please provide the model you use and the intended purpose, and contact us.



pepper

pepper+



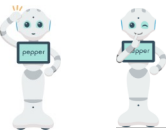
# Notation

- Pepper has no gender; could be male or female reflecting how owners wish Pepper to be.
- Pepper must be addressed and written as "Pepper" regardless of language.
- Always write as "Pepper" with capital "P"

Pepper	Pepper+
Pepper Pepper	Pepper+ Pepper+ ※There should not be a space between Pepper and +

# Use of Licensed Images and Copyright

- When using materials provided by our company, please indicate “© **SoftBank Robotics**”
- Please refrain from taking original product photos like the examples below.
- Do not crop above the display area.
- Please refrain from any editing or modifications other than cropping.

		Please contact the <b>Brand Check</b> contact for the password on your first download
Product Images		<a href="https://primedrive.jp/v2/access?key=mRAkrCdBnLBic5XPL8TXCQ">https://primedrive.jp/v2/access?key=mRAkrCdBnLBic5XPL8TXCQ</a>
		<a href="https://primedrive.jp/v2/access?key=kTGH34lZLzmb4otCpbbFdQ">https://primedrive.jp/v2/access?key=kTGH34lZLzmb4otCpbbFdQ</a>
Illustrations		<a href="https://primedrive.jp/v2/access?key=wxmAS08n2JBadlk7k1ZyA">https://primedrive.jp/v2/access?key=wxmAS08n2JBadlk7k1ZyA</a>

# Precautions for Original Photography

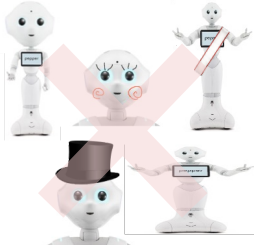

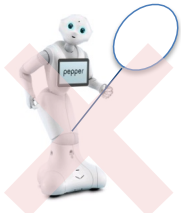
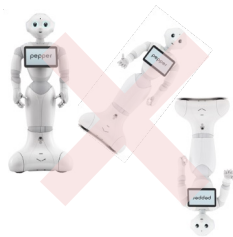
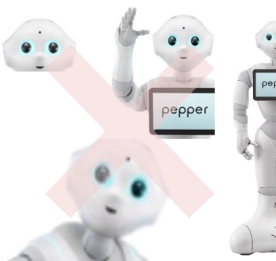



When taking photographs on your own, please include the background and other elements so that the usage scenario is clearly understandable.

- Please take photos with the power turned on (Pepper's display should be visible).
- For safety, please photograph in an environment as described in the user manual:
  - Ensure a clearance of at least 90 cm around the robot.
  - Do not place cables or other objects around the robot, including the charger.
  - Do not photograph while the charging cable is connected.



# Precautions for Using Images

Please refrain from using licensed images or creating materials as shown below.

 <p>Compositing and Editing Prohibited</p>	 <p>Color Alteration</p>	 <p>Conveying Actions Pepper Cannot Perform</p> <ul style="list-style-type: none"><li>· Movements the robot cannot make</li><li>· Speech bubbles with lines the robot does not say</li></ul>	 <p>Italic, Rotation, Upside Down</p>
 <p>The top of the display is cropped</p>	 <p>Back and Head Only</p>	 <p>Images Depicting Violence, Aggression, or Threatening Behavior</p>	 <p><b>Outdoor Usage Scenario</b></p> <p>Please be sure to include a disclaimer/notice</p> <p>Pepper is intended for indoor use only; outdoor use may result in damage or malfunction</p>

# Domains and Accounts

Please refrain from using **“Pepper”** itself, or any names that include or combine **“Pepper”** in domain names or social media account handles.

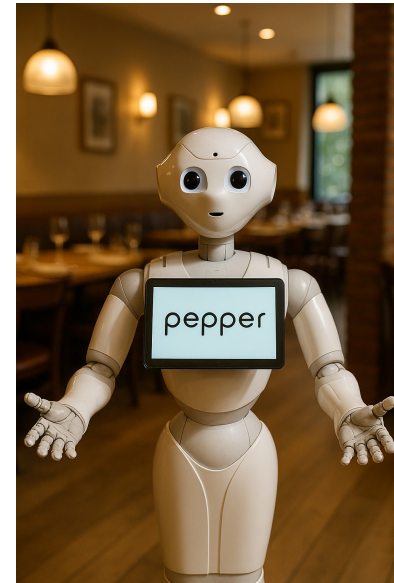
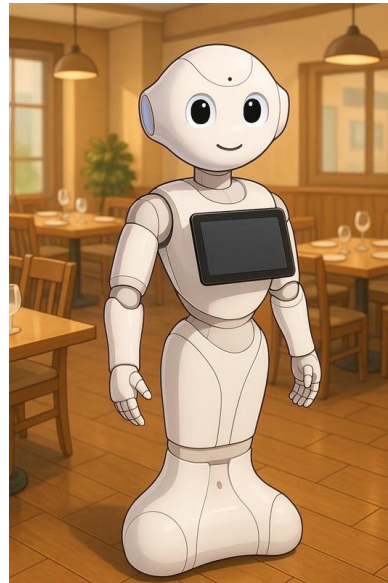


- Domain : pepper-example.jp
- Account : pepper-example

# Derivative Works

Please do not create derivative works, including illustrations, images, or videos.

This also includes content created using Generative AI.



## 2.Guidelines for Media Coverage

# Media & PR Requests

When submitting requests related to media coverage, press releases, or broadcast appearances involving Pepper, **please provide the following information.**

## Press Release

- Company name issuing the release
- Planned release date
- Draft press release content
- Final published URL (after release)

## Media Coverage/Event Participation

- Pepper distributor or implementing company name
- Media outlet
- Scheduled publication, broadcast, or event date
- Overview of the coverage or event concept
- Interview or filming location
- Whether Pepper will appear in the filming

## Broadcast Appearance (TV/Commercials)

Appearances of Pepper in TV programs or commercials will be reviewed by SoftBank Robotics to ensure alignment with Pepper's character and brand image. **Please consult with us in advance.**

Required information

- Pepper distributor or implementing company name
- Program name
- Scheduled broadcast date
- Overview of the program or project

# Post-Media Coverage Follow-Up

Our PR team would like to kindly ask for the following:

■ **Please share information about the media that attended on the day:**

- Media type (newspaper / television / magazine)
- Media outlet name (for television, please include the program name)
- Publication or broadcast timing (date and time)

■ **Please share the published media materials:**

- **Magazine / Newspaper:** PDF
- **Television:** Recorded video data

\*Please provide the materials in digital format rather than physical media such as DVDs.

\*If it is difficult to obtain the materials, please let us know.



- These Guidelines may be revised without prior notice.
- All information and images contained in these Guidelines are the property of SoftBank Robotics.
- Unauthorized distribution, viewing, uploading to the internet, or reproduction by third parties without permission from SoftBank Robotics is prohibited.