

Panasonic Go

Communication Guidelines

Version 1.1, December 2025

1 About this guideline

“Panasonic Go” is a global corporate growth initiative (pioneering effort) that leverages Panasonic’s accumulated knowledge, technology, and hardware to drive business transformation through AI. These guidelines outline the basic rules for communicating about “Panasonic Go” and using the logo. Please ensure you fully understand the contents before using them correctly.

Internal contact

Panasonic Go Communication Guidelines Office
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If you have any questions about these guideline,
please contact us.

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✓ **What is Panasonic Go ?**

Trademark-related / Rules for Communication

Logo

Internal business tools

Logo

Panasonic Go

Statement

Panasonic Go is a global corporate growth initiative designed to drive business transformation through AI. Leveraging the knowledge, technology, and hardware that we have accumulated over many years, we aim to fundamentally transform how we operate, deliver customer value, and generate profit. Our goal is to expand our solutions businesses—including software and hardware—and grow AI-enabled businesses to approximately 30% of the Group's total sales by 2035.

The above logo and statement must not be used in any way that conflicts with the Panasonic Group's AI Ethics Principles. They must also not be used for initiatives that promote digital transformation (DX) using IT technologies that do not incorporate AI, or for naming individual products or solution lineups.

Panasonic Go | Three Pillars of Transformation

The “Panasonic Go” project will accelerate new Groupwide growth through three pillars of transformation — business and business model transformation, business process transformation, and corporate and organizational culture transformation — all based on the premise of leveraging AI.



Exclusions

- Initiatives that conflict with the Group’s AI Ethics Principles
- DX initiatives using IT technologies that do not involve AI

Business & Business Model Transformation

By leveraging AI, we aim to accelerate broader and more advanced solutions to customer issues and the renewal of customer experience, thereby expanding high-profit businesses. AI will be strategically utilized to drive the creation of new businesses.

Key Initiatives

- Positioning AI as a growth driver for our business:
- ✓ Creating growth businesses and transforming business models
 - ✓ Promoting solution-based businesses that deliver continuous value
 - ✓ Enhancing the value proposition of our hardware and software offerings

Business Process Transformation

To enhance the quality and speed of decision-making, evolve internal operations, and maximize operational efficiency, we will go beyond merely improving existing processes. Instead, we will reconstruct organizational structures, decision-making, and business processes based on the premise of AI. At the same time, we will establish a business infrastructure that leverages AI and data.

Key Initiatives

- ✓ Transformation of the entire value chain based on AI, with a focus on core operations such as the engineering chain, supply chain, and customer service/relationship management (CRM)
- ✓ Transformation of functional departments such as HR, accounting, and legal
- ✓ Development of cross-business platforms utilizing AI and data

Corporate & Organizational Culture Transformation

We aim to shift toward an organizational culture where each employee embraces a growth mindset, takes bold action without fear of failure and moves with speed. To realize this, we will enhance AI skills across the workforce and foster a corporate culture that emphasizes innovation and collaboration.

Key Initiatives

- ✓ Shift in mindset toward growth and challenge, and transformation of organizational climate
- ✓ Development and upskilling of talent in AI utilization and software development
- ✓ Establishment of various guidelines to accelerate AI adoption

Common Questions

What is the relationship between PX and "Panasonic Go"?

PX (Panasonic Transformation) is a group-wide initiative centered on DX (Digital Transformation)—a cross-functional initiative across the group. It is a corporate transformation project aimed at transforming the very foundation of business operations, processes, and culture that underpin business strategy, and transforming the Panasonic to put it back on a growth trajectory. Rather than focusing solely on IT, we use the term "PX" to emphasize the broader goal of transforming the entire Panasonic Group. At the core of these PX activities is "Panasonic Go," which is one of the key initiatives to realize the PX vision.

Why is "Panasonic Go" necessary?

With the rapid evolution of AI technology, the structure of daily life, business, and society as a whole is undergoing transformation. In response to these industry changes, we are striving to realize the ideal society envisioned by our founder, where "things and hearts are enriched together," and contribute to the realization of a society where people and AI coexist and thrive.

What AI initiatives will be included in "Panasonic Go" ?

The primary initiatives include the introduction of an internal assistant "PX-AI" leveraging large language models (LLMs) and the use of predictive and generative AI through Blue Yonder for supply chain optimization. Additionally, through our partnership with Anthropic, we are leveraging their conversational AI, Claude, to power a variety of functional-specific use cases in strategy, communications and technology development. We are also developing a digital family wellness service called Umi, which is scheduled to launch in the United States in 2025. (As of July 2025)

What is the scale of investment and the specific details of AI talent development?

We have already made significant investments in AI-related development, platform construction, and talent development, primarily in North America. We are also focusing on the training and upskilling of all employees and expanding our software and AI development capabilities globally, with particular emphasis on strengthening these skill sets in Japan.

What are the specific business goals we aim to achieve by 2035?

By leveraging the knowledge, technology, and hardware we have accumulated over the years, we aim to expand AI utilization to transform into a highly competitive business model and deliver unique value that only the Panasonic can provide across various fields. Additionally, we aim to expand software and hardware businesses, including solution businesses, to grow AI-enabled businesses to approximately 30% of the Group's total sales by 2035.

What are the key differentiators from competitors?

The Panasonic leverages over 100 years of business expertise, daily interactions with over 1 billion people through its products, and a development philosophy rooted in a clear ethical framework centered on "human-centric AI." Our ability to provide integrated hardware, software, and services is a major strength.

What is the background behind the naming of "Panasonic Go"?

"Go" signifies moving toward a new AI-driven future. It indicates that we are moving toward the Fifth Phase (2032-2056) of the 250-year plan, creating a double meaning.

What is the "Panasonic Go Consortium"?

The Panasonic Go Consortium is a global initiative aimed at enabling everyone to easily utilize the latest AI and continuously improve toward achieving world-class business efficiency through a cross-functional collaboration and co-creation platform. The group aims to accelerate the adoption of AI in business by pooling the collective knowledge of its members.

What is Panasonic Go ?

✓ **Trademark-related / Rules for Communication**

Logo

Internal business tools

Panasonic Go | Regarding trademark matters

Trademark applications have been filed for “Panasonic Go” logo in Japan and major countries to ensure safe use. Please use it after acknowledging the following. The information provided is as of July 1, 2025.

■ Trademark rights

- “Panasonic Go” is currently in the process of trademark application in the following countries.
- Trademarks are registered for specific products and services, and are designated for the following business activities.

| | | |
|------------------------------|---|--|
| Country of application | Japan, United States, China, European Union (EU), Hong Kong, India, Malaysia, Singapore, Taiwan, Thailand | |
| International Classification | 9 | Electronic application machinery and equipment and their parts, software, telecommunications machinery and equipment, etc. |
| | 42 | Scientific and technological research and development, development of computers or software, etc. |

European Union (EU) ... Ireland / Italy / Estonia / Austria / Netherlands / Cyprus / Greece / Croatia / Sweden / Spain
Slovakia/Slovenia/Czech Republic/Denmark/Germany (West Germany at the time of accession)/
Hungary/Finland/France/Bulgaria/Belgium/Poland/Portugal/Malta/Latvia/Lithuania/Romania/Luxembourg

※The United Kingdom is not included.

■ Precautions regarding use

- The logo used at CES 2025 is not applied/registered as a trademark and should not be used outside the company.
- Use outside the countries of application requires special attention.



Panasonic Go | Guidelines for Communication Overview

“Panasonic Go” can be used as a corporate growth initiative when communicating businesses or efforts that leverage AI technology. On the other hand, there are certain restrictions on how "Panasonic Go" can be used in expressions.

1

"Panasonic Go" is a name used to indicate corporate growth initiatives, **Regardless of trademark application or registration, expressions that may be mistaken for product, solution, or software names** are prohibited.

2

“Panasonic Go” is a trademark pending under AI-related fields (International Classification 9 and 42)., but no trademark applications have been filed for our main products or services. Therefore, **when using “Panasonic Go” for the communication of AI- related products or solution, careful wording is required to convey that it is a corporate growth initiative to avoid misunderstandings.**



To comply with rule ① and ②, **in cases where it is expected to be used together with information about products or services, “Panasonic Go” logo must be displayed in separate locations.**

For specific examples of usage, please refer to guidelines p.12 to 15.

Notes

The use of "Panasonic Go" is optional.

The use of "Panasonic Go" is not mandatory for all communications regarding businesses or initiatives that utilize AI technologies.

Please make a judgment within each business unit regarding the benefits gained from using "Panasonic Go" in such communications.

Activities in line with the philosophy of "Panasonic Go"
Themes that can be communicated based on departmental judgment

Use in in-house products equipped with AI or initiatives utilizing AI

- ✓ Implementation of AI technology in products
- ✓ Innovation of development processes using AI technology
- ✓ Innovation of business processes using AI technology
- ✓ Implementing third-party AI technologies in proprietary products after customization
- ✓ Customizing external AI technologies and integrating them into our products

Important Please ensure that the following conditions are fulfilled.

- Compliance with our AI ethics principles
- The technology, product, or solution should be clearly identifiable from an external perspective as incorporating AI

Request

When sharing information related to 'Panasonic Go', please notify the Panasonic Go office to keep track of all communications company-wide.

Themes requiring prior consultation with the Panasonic Go office

New announcements and disclosures regarding the concept and strategy of Panasonic Go

- ✓ Promotion of flagship projects (Umi, Blue Yonder, etc.)
- ✓ Partnerships with major platform providers
- ✓ Communication of corporate strategies including AI utilization, etc.

Important

- For information that has already been disclosed, please refer to the CES 2025 press release. ([CES 2025 Press Release](#))
- Regarding the concept and strategy of 'Panasonic Go', please consult the Office in advance.

Panasonic Go | Permitted media

When using “Panasonic Go” logo, please confirm the trademark usage rules on pages 8 - 10 and take care not to cause confusion with product or service names. For situations where it will be used together with products or services, please refer to the usage examples on pages 12–15. For media where such usage is expected to occur frequently in conjunction with products and services, please consult with the Panasonic Go Guideline office in advance. Improper use of the logo may be deemed an infringement of third-party rights and could result in legal action. Please ensure that the logo is used appropriately.

| Display medium | Use | Remarks |
|--|--------------------------|--|
| Catalog, brochure, flyer | <input type="radio"/> | For any trademark concerns, please consult the Panasonic Go Office in advance. |
| Posters/signs | <input type="radio"/> | |
| Video | <input type="radio"/> | For any trademark concerns, please consult the Panasonic Go Office in advance. |
| Newspapers, magazines, etc. | <input type="radio"/> | |
| Press releases | <input type="radio"/> | |
| Exhibitions, showrooms | <input type="radio"/> | Display requirements may vary by country or region. Please consult the Panasonic Go Office in advance |
| Events, Seminars | <input type="radio"/> | If you intend to use the name for an event or seminar, please consult the Panasonic Go Office in advance |
| Websites | <input type="radio"/> | |
| SNS, etc. | <input type="radio"/> | |
| Internal intranet | <input type="radio"/> | |
| Product | <input type="checkbox"/> | Cannot be used due to high risk of being mistaken for a product name |
| Packaging cardboard | | |
| Instruction manual | | |
| Warranty | | |
| All promotional items (prizes, straps, clear files, etc.) | <input type="checkbox"/> | For internal use only |
| Stickers | | |

Usage examples① Text expression

When using 'Panasonic Go' and its logo, please refer to the trademark usage rules on pages 8–9 and ensure that it is not mistaken for a product name.

■ Recommended example

Product introduction

This product/solution **is based on the concept of "Panasonic Go"** and combining Panasonic's accumulated technology and expertise with AI and software.

This product/solution was developed as part of the **corporate growth initiative "Panasonic Go."** By leveraging the strengths of both hardware and software, we aim to provide deeper support for our customers' lives and businesses, and deliver new value.

When introducing "Panasonic Go"

"Panasonic Go" is a global growth initiative that maximizes Panasonic's expertise, technology, and hardware to drive AI-powered business transformation. By 2035, we aim for AI-related businesses to account for approximately 30% of group sales.

"Panasonic Go" is based on three pillars of transformation: business models, business processes, and organizational culture. leveraging AI and software to drive new growth and value creation.

AI is shaping Panasonic's future.

Our **corporate growth initiative, "Panasonic Go,"** is now underway.

Making manufacturing and work more exciting.

#PanasonicGo #AI-driven future

■ Incorrect Example

Product introduction

"Equipped with Panasonic Go"

- This refrigerator is the latest model equipped with Panasonic Go.
※The term "equipped with" is not acceptable because it may be misunderstood as referring to technology or functionality.

"Panasonic Go device"

- This product has been designed as the next-generation Panasonic Go device.
※"Panasonic Go" should not be used as it may be mistaken for a product category or device name.

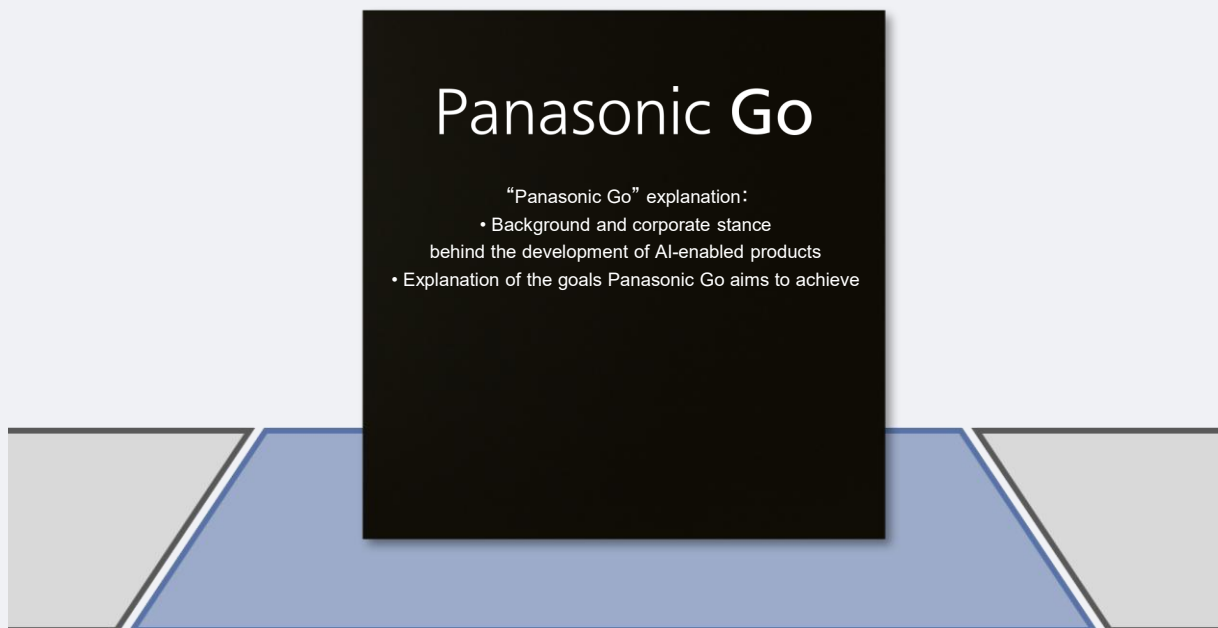
"Utilizing Panasonic Go"

- We are accelerating the development of AI-enabled products by utilizing Panasonic Go.
※"Panasonic Go" should not be used as it may be mistaken for a function or tool.

Usage examples② Trade shows

When promoting “Panasonic Go” logo at trade shows, please ensure that the product display booth and company introduction booth are completely separate, and ensure that the company introduction booth clearly indicates that "Panasonic Go" is a company initiative. Decisions may vary by country or region, so please consult the Panasonic Go Office (ML: panasonicgo_guideline@ml.jp.panasonic.com) regarding exhibition methods.

■ Recommended example (use on a company information booth)



Provide an explaining of 'Panasonic Go in the panel,' and ensure that the 'Panasonic Go' area is separated from the product display area.

■ Incorrect Example (for use on a product booth)

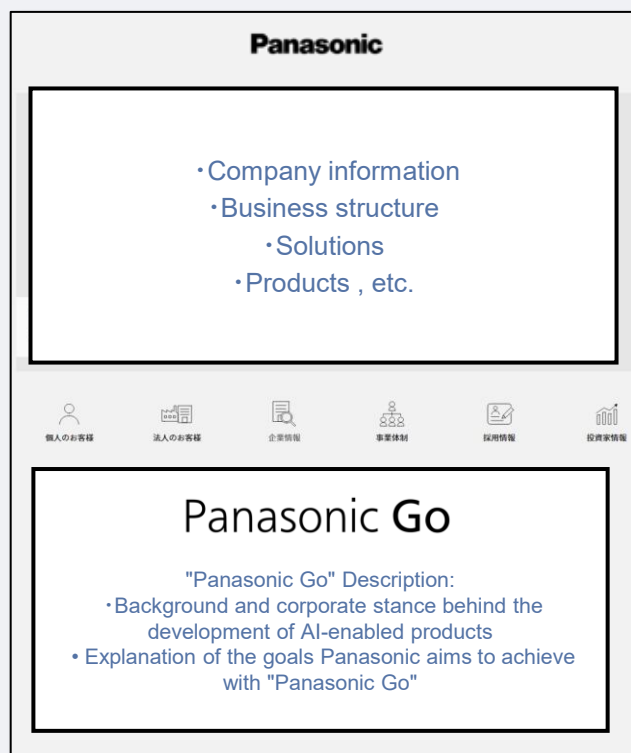


Please refrain from displaying "Panasonic Go" logo in the space adjacent to product exhibits, as it may be mistaken for the product name.

Usage examples③ Website

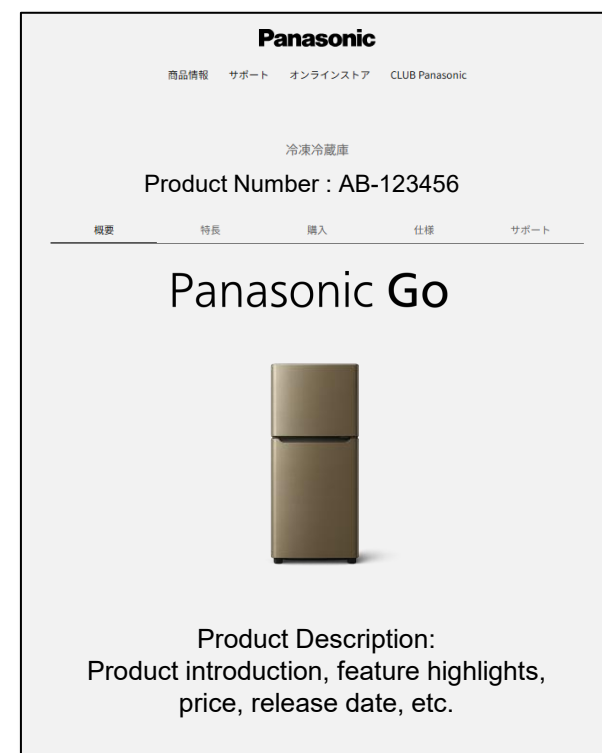
When promoting "Panasonic Go" logo on a website, please include it in the company information section.
Avoid displaying the "Panasonic Go" logo on product websites, as it may be mistaken for a product name.

■ Recommended example (use on a company information website)



← Clearly separate from product or solution information

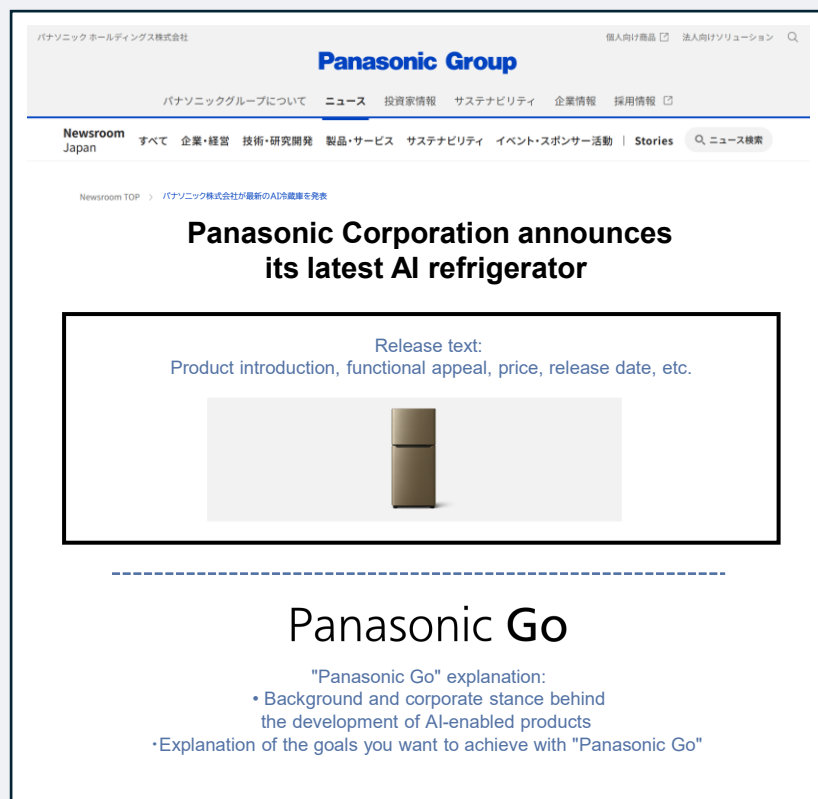
■ Incorrect example (for use on a product website)



Usage examples④ Press release

When promoting "Panasonic Go" logo in a press release, please separate the description of the product or service you wish to highlight in the release from the description of "Panasonic Go."

■ Recommended Example




Newsroom Japan

すべて 企業・経営 技術・研究開発 製品・サービス サステナビリティ イベント・スポンサー活動 | Stories

Newsroom TOP > パナソニック株式会社が最新のAI冷蔵庫を発表

Panasonic Corporation announces its latest AI refrigerator

Release text:
Product introduction, functional appeal, price, release date, etc.



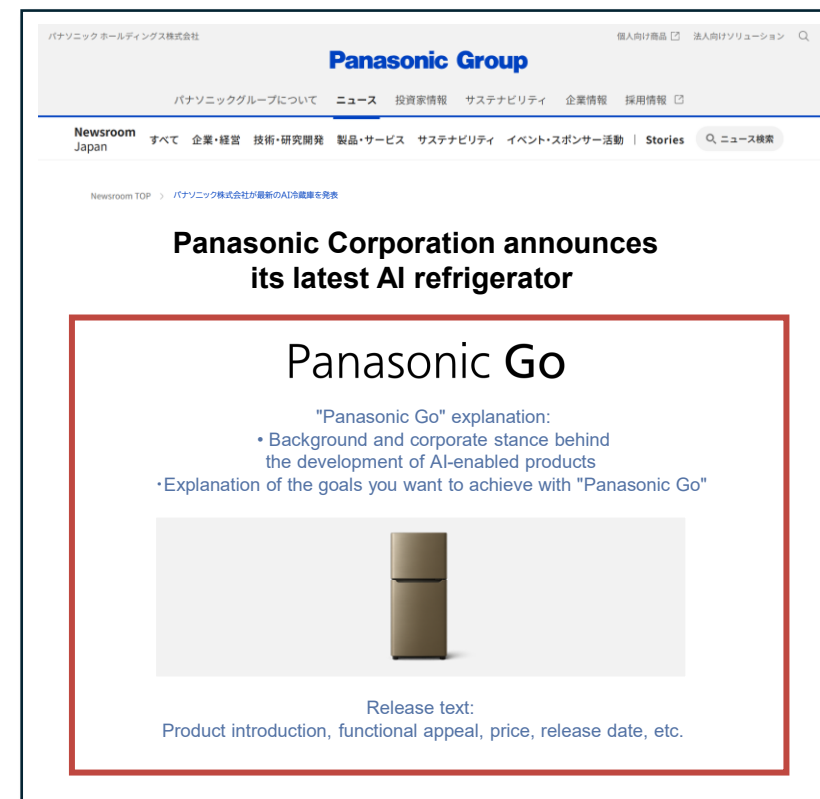
Panasonic Go

"Panasonic Go" explanation:
• Background and corporate stance behind the development of AI-enabled products
• Explanation of the goals you want to achieve with "Panasonic Go"

Separate from product introduction

■ Incorrect Example

When using the "Panasonic Go" logo and product descriptions in consecutive text, please avoid wording that may cause confusion with the product.



Newsroom Japan


すべて 企業・経営 技術・研究開発 製品・サービス サステナビリティ イベント・スポンサー活動 | Stories

Newsroom TOP > パナソニック株式会社が最新のAI冷蔵庫を発表

Panasonic Corporation announces its latest AI refrigerator

Panasonic Go

"Panasonic Go" explanation:
• Background and corporate stance behind the development of AI-enabled products
• Explanation of the goals you want to achieve with "Panasonic Go"



Release text:
Product introduction, functional appeal, price, release date, etc.

Integration with product release is not allowed

What is Panasonic **Go** ?

Trademark-related / Rules for Communication

✓ **Logo**

Internal business tools

The logo has only one style. While background colors may be freely selected according to the media or context, please ensure sufficient contrast to maintain clear visibility.

When using the logo, please download the official data and use it correctly.

■ Style (1-line type)



■ Color Variations

Black

Positive



Negative



Full color

Positive



Negative



Notes

- For rules regarding logos using PUD fonts, please refer to [the Brand Display Guidelines](#).
- The logo used at CES 2025 is not permitted for external use.
For internal use, please refer to pages 21-22.



Logo | Protected area and minimum size

Maintain sufficient clear space around the logo to keep it distinct and visible.

Do not place it close to other text, symbols, or graphics. Always follow the minimum size requirements.

■ Protected Area



■ Minimum size



Logo | Prohibited Examples

Modification or alteration of this logo is prohibited. The following examples illustrate incorrect uses of this logo. Additionally, when using the Panasonic logo, please comply with the provisions of the brand display guidelines.

✗ Does not change to long or flat form.

Panasonic Go Panasonic Go

✗ Do not transform into an arc.

Panasonic Go

✗ Does not transform into italics.

Panasonic Go

✗ Do not place at an angle.

Panasonic Go

✗ Do not apply outline effects.

Panasonic Go

✗ Do not use colors other than those specified.

Panasonic Go

✗ Do not combine with the Panasonic logo.

Panasonic Go

✗ Do not combine with the Panasonic logo or business company brand logos.

Panasonic
Panasonic Go

What is Panasonic **Go** ?

Trademark-related / Rules for Communication

Logo

✓ **Internal business tools**

This logo has two styles: basic and horizontal.

When using the logo, please download the official data and use it.

■ Style

Basic Type



Horizontal Type



■ Important Notes on Usage

- The consortium logo is for internal use only.
- Any modification, alteration, or distortion of this logo is prohibited.
- Combining the Consortium logo with the “Panasonic Go” logo in any form of display is prohibited.



Panasonic Go Consortium Logo | Color Variations

You can choose your favorite logo color from 24 colors.

We hope that each of us will find ways to utilize AI and promote "Panasonic Go."

■ Color Variations



Revision History

| Revision date and document version | Revised part | Revision Details |
|------------------------------------|-----------------------------------|--|
| December 1, 2025 Ver 1.0 | 4. Logo | Updated the color variations of the “Panasonic Go” logo. |
| December 26, 2025 Ver 1.1 | 3. Panasonic Go Permitted media | Added supplementary notes to the remarks section. |
| | 3. Usage examples② Trade shows | Revised and simplified the recommended examples. |