

For event requesters

501st Legion Japanese Garrison PR Material Usage Guide

If you wish to use the 501st Legion Japan logo, images, or other promotional materials for the purpose of introducing us in event promotional posters, flyers, or POP advertisements, please note the following points.

Our organization operates under the advice and supervision of Lucasfilm, with permission to use the company's intellectual property. For this reason, we have established detailed guidelines. We appreciate your understanding.

1. Please apply each time

When using logos and images of the 501st Legion and the Japanese Garrison (hereinafter referred to as "our organization"), please be sure to obtain permission from our PR team. Unauthorized use is prohibited.

Japanese Garrison PR Team Email Address: pr@501st.jp

日本語のロゴや画像を501st Legionや日本義勇隊（以下「当組織」と呼ぶ）のロゴや画像として使用する場合は、必ず当組織のPRチームから許可を得る必要があります。無断での使用は禁止されています。

2. Pre-event and post-event introductions

Before the event (advance advertising)

- Please use the items appropriately in accordance with the "Item-specific Usage Guide" shown below.
- Please do not use logos or images from our website or social media (SNS) without permission.
- There is no problem with sharing articles published by our organization.

After the event (event activity report or announcement of next year's event)

- Please do not use photos that appear to be advertising a specific product or that include elements of commercial brands or signs. (Commercial use prohibited)
- As this is an event held in a commercial district, there may be cases where sign logos will be visible in the photos, but as long as they do not appear to be advertising, this is not a problem.
- In accordance with a request from Lucasfilm, we generally prohibit visitors from taking photos of themselves posing as a prisoner, making an arrest, or pointing a gun. However, there are rare cases where such photos are inadvertently taken. If possible, please refrain from posting such photos.

3. Item-specific usage guide

●Catchphrase

When our organization makes appearances, we must make it clear that we are not official characters sent by Lucasfilm.

Good example: Mention our club (so it can be recognized as a fan club activity)

(OK) 501st Legion

(OK) 501st Legion Japanese Garrison

(OK) Star Wars Costume Club, 501st Legion

(OK) Star Wars cosplayers belonging to the 501st Legion

(OK) Members of the 501st Legion Japanese Garrison

(OK) Bad Guys Doing Good, 501st Legion Japanese Garrison cosplayers.

(OK) The 501st Legion, a global costume volunteer club

(OK) The 501st Legion, a Star Wars costume club for global charity

Bad example: Misleading people into thinking it's an official Star Wars appearance

(NG) Darth Vader and Stormtroopers are coming! (And there's no mention of our club)

Character names are intellectual property owned by Lucasfilm and are therefore not safe to use to refer to us.

●Logo

501st Legion Japanese Garrison logo, The 501st Legion Headquarters logo is the intellectual property of Lucasfilm, Ltd., but permission to use it is available here. Please be sure to request permission before using it.

- Original data will be provided. Please do not use low-resolution data posted on our websites or social media accounts.
- Please do not use the data for purposes other than those specified (such as creating stickers).
- Please do not change the color or modify the logo.



Japanese Garrison logo



501st Legion Headquarter logo

●Photos

- Organizers may only use images provided/published by our organization for advertising purposes.
- Please refer to the previous section " ● Catchphrase" is accompanied by an appropriate blurb referencing our organization. This is intended to avoid confusion with an official Star Wars appearance.
- If you have already decided on a photo you would like to use, please let the PR team know by attaching the image to your contact email or by providing the URL of the page where the image is posted.
- If you haven't decided on the photo you want to use, please contact our PR team by email and we will provide you with sample photos.

Updated: May 26, 2026