





## **Welcome**

### **This Brand Identity Manual is to be used for all Subaru Print Communications**

#### **Corporate Employees**

Subaru employees or consultants directly involved with Subaru creative materials are encouraged to use the Subaru Guidelines for assistance in achieving an overall consistent Subaru Brand Identity message. Employees are encouraged to share the information in this manual with their creative vendors, copywriters and anyone that directly affects Subaru creative materials. This manual establishes specific guidelines with the intent to create brand communication continuity.

#### **Vendors / OEM**

Any internal or external creative vendor using Subaru Industrial Power Products is REQUIRED to adhere to the strict rules in this brand manual. These guidelines were developed in order to provide concise logo requirements, creative reference, and strategic direction for all agencies involved with Subaru print for an overall integrated Subaru brand message. This manual establishes specific guidelines with the intent to create brand communication continuity.

#### **Brand Identity Manual Updates**

Please refer to the date on the front cover and footer of your copy of the Brand Identity Manual to ensure you have the most current version available. Updates will be posted on the Corporate Intranet site.

#### **Thank You**

Thank you for helping to further promote and unify the Subaru brand image. As our brand continues to develop, updates to this document will be made.

## **The Subaru Brand**

### **What makes a Subaru a Subaru?**

A company's brand is its most important asset. A brand is a leadership tool. It is a unique identity of your company and your business perspective. A brand defines your business, products and services you offer. It is a guarantee of quality. Your brand helps your business establish a relationship with customers and define your position in the market. The brand makes a promise to customers and key stakeholders that must be delivered at every touchpoint.

Brand identity is key to communicating the brand promise and is often the biggest investment into the success of a company. The consistent presentation of the brand and its related promise, when applied to advertising, literature, corporate collateral, presentations and websites, helps to connect our brand to our consumers. This is executed in many ways, especially through the presentation of corporate logos and the use of a recognizable creative style. The goal is to provide consistency to enable our audiences to easily and clearly recognize who we are and what we stand for.

The Subaru Philosophy is to create customer excitement for what makes Subaru a smart and distinctive total cost of ownership brand. Along the way, we create passion and excitement that translates into lasting customer relationships and positions the Subaru brand for long-term success.

## **The Subaru Brand**

When Fuji Heavy Industries Ltd. (F.H.I.) entered in 2000 became the brand for Subaru engines. Since then, the Six Stars Symbol and SUBARU logo have supported several generations of Subaru engines. “Subaru” is the Japanese name for Pleiades, a prominent cluster of stars in the constellation Taurus. The easily-recognized Pleiades cluster can be seen clearly in Japan’s winter skies to the right of Orion. As a result, Pleiades has served as a trusty guide for ancient travelers around the world throughout the ages.

The Star Cluster graphic is the symbol of the Subaru brand and when used in combination with the SUBARU logo type, it is the most important brand identity symbol. The design symbolizes the six brightest “Subaru stars” of the Pleiades cluster enclosed in an ellipse, indicating that it is just one part of the cluster.

The SUBARU logo type expresses the brand name and is used in combination with the Star Cluster graphic (excluding certain exceptions approved by F.H.I.).

## **Total Cost of Ownership Brand Statement**

Starting in 2014 “Lowest Total Cost of Ownership” (TCO) will be Subaru Industrial Power Product’s brand statement. The shield logo or the words may be used interchangeably next to the Subaru logo or in place of the Subaru logo. The TCO statement is assurance to the customer that they will be getting the most out of their product for a lower cost than any other brand.

The TCO logo may not be altered or changed in any way.

## **Section A: Subaru Logos**

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## SUBARU LOGO RESTRICTIONS:

This manual explains the regulations concerning 3D four color, grayscale, 'flat' logo rules to comply with Subaru Brand Identity standards. These logos and their various file formats can be found on the [subarupower.com](http://subarupower.com) resource site or via the Subaru Corporate Intranet. All photography and current national print campaign examples can also be accessed on this resource site.

SIP has provided the logo in several file formats and size options that are most frequently required for various print and online purposes. Should a user have a special logo format request please contact

## Logo Restrictions:

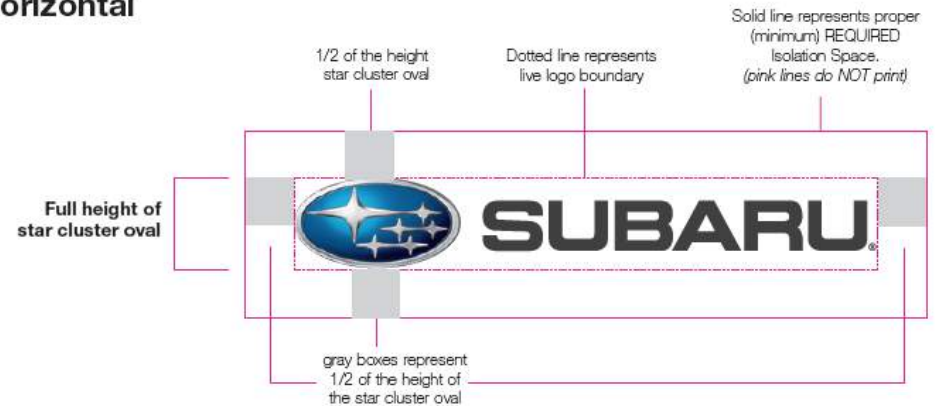
- Always use the **original logo artwork** provided by Subaru Industrial Power Products
- Do not modify the original logo marks in ANY way.
- Do not stretch the logo in any direction to fill a space. Always reduced or enlarge the logo **proportionately**.
- Do not use **filters or special effects** found in graphics programs such as; glow, emboss, blur, sketch, etc...
- Do not separate the word "**SUBARU**" or the star cluster graphic.
- Do not mimic the stylized word "**SUBARU**" from the logo alone as text.
- Do not remove the ® (registration mark, circle R) for any reason unless otherwise noted in the manual (such as embroidery).
- The ® (registration mark, circle R) may be dropped off embroidery items and on promotional items with small size restrictions.
- Do not rotate or use the logo on an angle (vehicle decal exception).
- Do not insert the logo or portion of the logo to be used as text.
- Do not screen the logo back or use it as a watermark.
- Do not alter the spacing between the logo components.
- Do not use a logo that is blurry or pixilated.
- Do not place the logo directly on a score, fold or cut on print materials.
- The logo must stand clear of any other design and graphics elements on a page. Please refer to the "Isolation Area Rules" page of this manual.

## REQUIRED Isolation Area

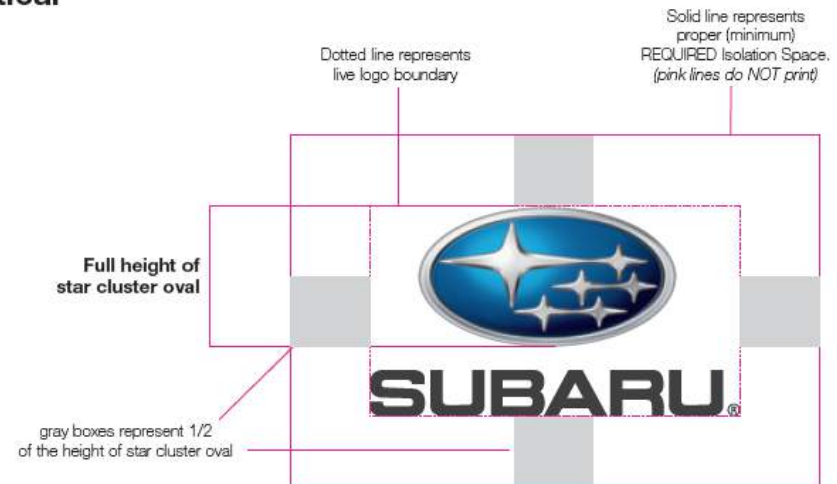
The term “Isolation Area” refers to the white space surrounding the Subaru brand logo mark as well as the Confidence in Motion (CIM) logos. It is intended to preserve the brand’s visibility. **The minimum permissible space around the logo is (1/2 of the full height of the star cluster oval or more on all sides of logo). Do not place any other design elements such as photographs, illustrations, figures, lines, or text within this isolation area.** This includes the edge of the paper or display area to the logo. A solid white box or 20% gray box may be (but is not required) placed behind the Subaru logo to ensure logo is compliant at all times. Always reduce or enlarge the logo proportionally. Designers should note the rulers in the logo .eps files already measure this isolation area space. The downloadable .jpg files already include the appropriate isolation space.

## REQUIRED Isolation Area

### Horizontal



### Vertical



## Subaru Brand Logos

### Four-Color Process Logos (CMYK)

The four color vertical and horizontal versions of the Subaru logo are the primary logo forms. Use this logo on National Advertising, brochures, point of sale, printed banners and consumer facing materials where possible. Small, medium, large, and extra large electronic variations are available.

Required Isolation Space applies to ALL brand logos.

### Four-Color Horizontal Logo



### Four-Color Vertical Logo



### One-Color Process Logos (Grayscale)

The one-color vertical and horizontal versions of the Subaru logo are acceptable logo treatments. These logos options should be used when four-color printing may not be cost effective such as on newspaper ads, inter-office communications, faxes, and other wallet level materials. Small, medium, large, and extra large electronic variations are available.

Required Isolation Space applies to ALL brand logos.

### One-Color Horizontal Logo



### One-Color Vertical Logo





## Industrial Products (IP) Logos

Four-Color Horizontal IP Logo



Industrial Power Products

One-Color Horizontal IP Logo



Industrial Power Products

Flat Black Horizontal IP Logo



Industrial Power Products

## Powered By (PB) Logos

Four-Color Horizontal PB Logo



One-Color Horizontal PB Logo



Flat Black Horizontal PB Logo



## Four-Color Process (CMYK)

The four color vertical and horizontal versions of the Subaru CIM logo are the primary logo forms. Use this logo on National Advertising, brochures, point of sale, banners and consumer facing materials where possible. Small, medium, large, and extra large electronic variations are available.

Required Isolation Space applies to ALL brand logos.

## One-Color Process (Grayscale)

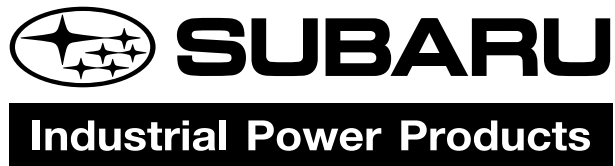
The one-color vertical and horizontal versions of the Subaru CIM logo are acceptable logo treatments. These logos options should be used when four-color printing may not be cost effective such as on newspaper ads, inter-office communications, faxes, and other wallet level materials. Small, medium, large, and extra large electronic variations are available.

Required Isolation Space applies to ALL brand logos.

## Flat Subaru Logos

### Flat Black Logo

Flat positive one-color vertical and horizontal versions of the Subaru logo are the primary flat logo forms for placement on light-colored backgrounds. These logos are best used for silkscreen printing on premium items such as pens, mugs, water bottles, and t-shirts. They are not recommended for use on Heart level consumer facing materials.



*Powered by*



### Subaru Blue (PMS 280) Logo

Flat one-color Subaru Blue vertical and horizontal versions are acceptable flat logo forms for placement on light-colored backgrounds. Subaru Blue (PMS 280) is the only color allowance; no other colors may be used. These logos are best used for silkscreen printing on premium items such as pens, mugs, water bottles, and t-shirts. They are not recommended for use on Heart level consumer facing materials.



### Flat Reverse Logo

Flat one color reverse vertical and horizontal versions of the Subaru logo are the secondary flat logo forms for placement on dark-colored backgrounds. These logos are best used for silkscreen printing on premium items such as pens, mugs, water bottles, and t-shirts. They are not recommended for use on Heart level consumer facing materials.



## TCO and Warranty Logos

### Total Cost of Ownership Logo

Flat positive one-color vertical and horizontal versions of the Subaru logo are the primary flat logo forms for placement on light-colored backgrounds. These logos are best used for silkscreen printing on premium items such as pens, mugs, water bottles, and t-shirts. They are not recommended for use on Heart level consumer facing materials.



### Warranty Logo

Flat one color reverse vertical and horizontal versions of the Subaru logo are the secondary flat logo forms for placement on dark-colored backgrounds. These logos are best used for silkscreen printing on premium items such as pens, mugs, water bottles, and t-shirts. They are not recommended for use on Heart level consumer facing materials.

#### No Subaru Logo



#### Subaru Logo included



## Common Logo Errors



**SUBARU.**

Do not use the logo as text in a sentence like this **SUBARU.**



- **DO NOT** modify the original logo marks in ANY way.
- **DO NOT** stretch or squish the logo in any direction to fill a space. Always reduced or the logo **proportionately**.
- **DO NOT** use filters or special effects such as; a glow, emboss, blur, sketch, etc... which graphics programs offer.
- **DO NOT** separate the word "SUBARU" or the star cluster graphic.
- **DO NOT** use the word "SUBARU" alone as text.
- **DO NOT** remove the ® (registration mark/circle R) for any reason unless otherwise noted in the manual (such as embroidery).
- **DO NOT** screen the logo back or use it as a watermark.
- **DO NOT** alter the spacing between the logo components.





- **DO NOT** use a logo that is blurry or pixelated.
- The logo must stand clear of any other design and graphics elements on a page. Please refer to the “Isolation Area Restrictions” page in this manual. Recommend using a white box behind logo to eliminate background image noise.
- **DO NOT** fill the flat brand logos with any other color than black, white or PMS 280 Subaru Blue.
- **DO NOT** replace color on the one color logo or use as a duo-tone.
- **DO NOT** use the star cluster graphic as a single representation of the Subaru brand logo or as a design element.
- **DO NOT** fill flat logos with color in the star cluster. The background on which a flat logo is used should show through it. Adding a second color to any flat logo is prohibited.
- When selecting colors for the web please refer to the Digital Style Guide developed by SIP