

M A Z D A

C O R P O R A T E

I D E N T I F I C A T I O N

S T A N D A R D S



mazDa

Starting with the 1998 model year, Mazda is introducing a new brand symbol that captures the spirit of the company and our aspirations for the future. We are dedicated to making this symbol, and the spirit it represents, a preeminent mark of excellence worldwide.

The brand symbol, together with our corporate logotype, is our word, our signature, a key element in our continued success. As the centerpiece around which all other graphic

elements must revolve, our corporate identification must be used consistently in all communications.

The following pages outline the requirements for usage on corporate and promotional materials. No document, promotion, piece of literature or other element is too insignificant to fall within these guidelines.

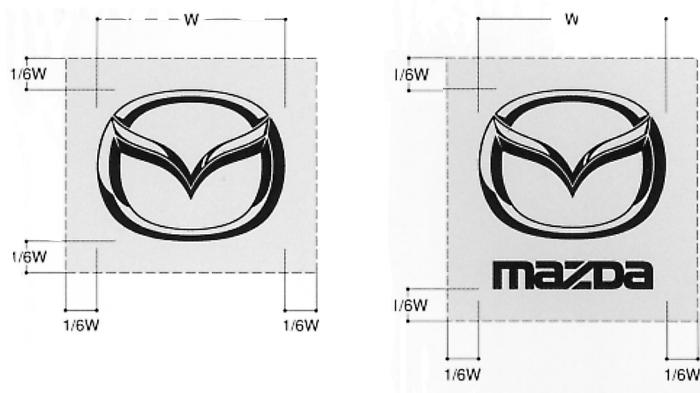
Here you'll find information on proper spacing, colors, styles and printing processes. These guidelines should be properly communicated

to your suppliers for correct and uniform reproduction.

If you have any questions about the policies or guidelines set out in this manual, or have a situation which does not seem to be addressed in the information presented here, contact the Mazda Marketing Department.

Remember, every person involved in the preparation of materials carrying the Mazda logo shares in the responsibility for making our corporate identity program work.





For maximum impact and clarity, a specific amount of clear space must be maintained around the Mazda logo. This clear space forms a "neutral zone" within which no other graphic elements, such as typography, pictures or borders, may appear or intrude.

NO element of the logo may be modified in any way. This includes the size relationship between the logo and brand symbol in the promotional configuration, and the distance between these two elements.

The clear space around the brand symbol must equal 1/6 or more of the width, in all directions.

For the corporate logotype, the clear space must have a distance equal to 3/50 or more of the width, in all directions.

In both the vertical and horizontal formats of the promotional logo, the clear space must equal at least 1/6 the width of the brand symbol.

The reproduction sheets located at the back of this manual are to be employed for normal printing purposes to ensure the proper positioning of these elements. Again, the Mazda logo cannot be modified in any way, or positioned in any way other than as illustrated.

The minimum width for the brand symbol is 10 mm; for the corporate logo, 20 mm; for the vertical-format promotional logo, 15 mm; and for the horizontal format, 30 mm.

## COLOR APPLICATIONS

The authorized Mazda colors provided here have been carefully chosen for their visual impact, clarity and identity. They allow sufficient flexibility in meeting a wide range of printing requirements, while ensuring uniformity in all marketing and promotional applications. No deviations from these authorized color treatments are acceptable.

The authorized colors for the brand symbol are silver or gray for the photographic version, black and white for the illustration version. For the corporate logo, the authorized colors are Mazda blue, black, gray, white, and silver metallic.\* Using the metallic ink on uncoated paper, however, is not recommended.

If you plan to use the logo in blind embossed or clear varnish applications, please contact the Mazda Marketing Department for more detailed guidelines.

## Brand Symbol Colors

- Symbol Silver  
PMS 877

- Symbol Gray  
PMS 430

- White

- Black

## Corporate Colors†

- Mazda Blue  
PMS Process Blue  
Process Color: C100% + M30%

- Symbol Silver  
PMS 877

- Symbol Gray  
PMS 430

- White

- Black

## CORPORATE LOGOTYPE



Black on white



White reversed out of black or dark color (no lighter than 80% value)



Black on light gray (max. 30% value of light gray)



Blue on white



Blue trapped in black



Blue on light gray (max. 30% value of light gray)



Silver on white



Silver trapped in black



Silver trapped in Mazda blue



White reversed out of Mazda blue

\*See color swatch sheets at the back of this manual for color matching.

†Note that Mazda blue has changed this year. Use only the blue as specified here.

## PROMOTIONAL LOGOTYPE



Black symbol/black logotype on white



Black symbol/white logotype on black



Black symbol/black logotype on light gray (max. 30% value of light gray)



Gray symbol/blue logotype on white



Gray symbol/gray logotype on black



Black symbol/black logotype on gray (max. 50% value of gray)



Silver (or gray) symbol/black logotype on white



Silver symbol/silver logotype on black



Gray symbol/gray logotype on white



Gray symbol/gray logotype on blue



Chrome color symbol/black logotype on white



Chrome color symbol/white logotype on black



Chrome color symbol/black logotype on light gray (max. 30% value of light gray)



Chrome color symbol/blue logotype on white



Chrome b/w symbol/white logotype on black



Chrome symbol/white logotype on light gray (min. 30% value of light gray)



Chrome symbol/silver logotype on white



Chrome symbol/white logotype on blue



Chrome b/w symbol/black logotype on white



Chrome color symbol/silver logotype on blue

The brand symbol has photographic versions and illustration versions. As the symbol itself is three-dimensional, a photographic version is preferred. If the printing process permits, use the color photo version; there's also a black & white photo version.

Note that the dark-background variations differ; they have an exaggerated outline between the symbol and the background.

For instances in which the photo version would not reproduce well, use the illustration version. The dark-background variation is a separate illustration, not simply a reversed-out original.

Do not use any variation of the examples shown here.



Color photo version



Color photo version (dark-background type)



Black & white photo version



Black & white photo version (dark-background type)

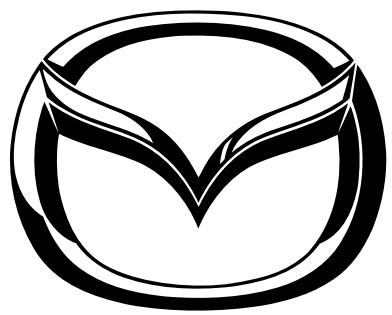


Illustration version (light-background type)

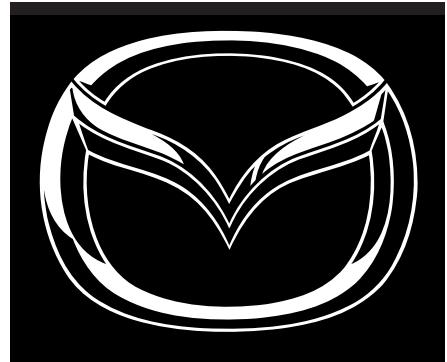


Illustration version (dark-background type)

## UNACCEPTABLE USAGE OF CORPORATE LOGOTYPE



Never distort the logotype (i.e., condense or extend; make bolder or thinner; modify any of the letter forms).



Never distort the logotype spacing (i.e., condense or extend the letter space; make bolder or thinner; modify any of the letter forms).



Never reproduce in an unauthorized color or feature individual letters in different colors.

Never reproduce in a screen tint, gradation or textured pattern.



Never use the logotype in conjunction with any other logo.



Do not use the logo typeface for the dealership name.



Never use the logotype in a sentence or headline with another typeface. (If the name "Mazda" appears in a headline or in the text, it should be in the same typeface as the headline or text.)



Never reproduce over a complicated or patterned background or over color of a similar value. This will reduce legibility. Never violate the clear space around the logotype.



Never surround the logotype with another shape that could form a different mark.



Never add a drop shadow or outline.

To maintain the integrity of the corporate image, the logotype should never be altered or misused. The misuse of the logo in terms of configuration, proportioning and color undermines the effort to create a unified look. The Mazda logo was designed to stand on its own and was not designed to be used in conjunction with a dealership logo or any other logo. Non-conforming presentations of the Mazda logo are not allowed.

These guidelines should be followed without fail.

The samples shown are representative of unacceptable uses of the logotype.

Unacceptable examples of the promotional logotype.

The photo version of the brand symbol should not be exchanged with other similar photos.  
(The example given here is that of a photo different from the authorized one.)



**mazda**

**mazda**



Brand symbol should not be extruded.



Proportion of elements constituting promotional logo should not be changed.  
(In this example the letters are bigger.)



**mazda**

**mazda**

Letters should not be arranged vertically.



Brand symbol should not be flattened in solid color.

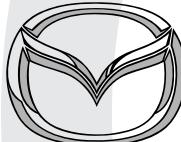


Letters should not be round.



**mazda**

Thickness of line should not be changed.  
(In this example the letters are thin.)



Different gradations of shades should not be added.



**mazda**

**mazda**

Designs or background that recall a part of brand symbol should not be used.



Never reverse out the dark-background version of the symbol.



Brand symbol should not be combined with car names, or corporate names, or campaign logos.



**Mazda 626**



**City Mazda**



**Mazda Fair**

Letters should not be separated.



**mazda**

The symbol should not be flattened or expanded.  
(In this example the form is flattened.)

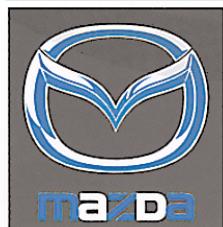


**mazda**

Color of the symbol and letters should not be changed.



**mazda**



**mazda**

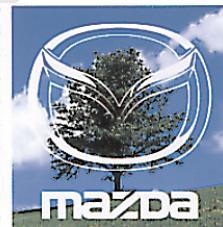
It is forbidden to change only a part of the color.



Any background which may impair the recognizability of the logo should not be used.



**mazda**



**mazda**

## T O N E S C A L E F O R B A C K G R O U N D I N T E N S I T Y

To maintain the proper contrast, check the visibility and clarity of

the symbol when choosing a background intensity.

\*The code of the reproduction material is given in parentheses.



\*In case of black background, use RM-02

## S A L E S P R O M O T I O N M A T E R I A L S

Nine background colors have been selected for sales promotion materials; do not use these colors for any other application. When employing these

\*PMS number is the color number of the Pantone Matching System.

\*P.C. is the mixing proportion of nearest color possible using the four standard process colors.

PMS: Process Blue  
P.C.: C100 + M30

PMS: 2727  
P.C.: C90 + M60

PMS: 2736  
P.C.: C90 + M80

PMS: 3405  
P.C.: C90 + Y60

PMS: 354  
P.C.: C90 + Y90

PMS: 347  
P.C.: C100 + Y100

PMS: 109  
P.C.: Y100 + M10

PMS: 1235  
P.C.: Y90 + M40

PMS: 1505  
P.C.: Y100 + M60

colors, use the dark-background (negative) illustration version of the promotional logo.



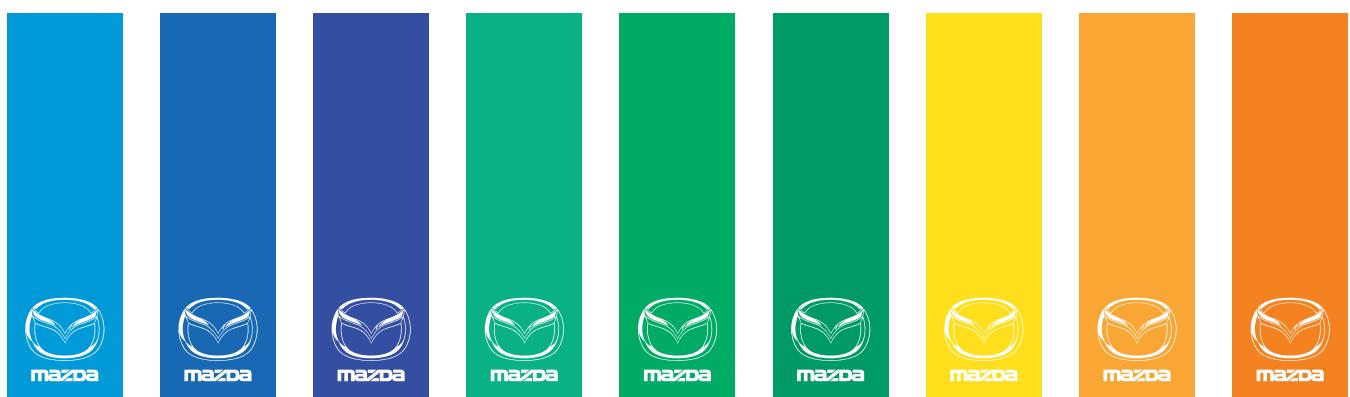
Colors on this page are not for reproduction. Check the colors by comparing color swatches of the Pantone Matching System.

Color banners can help develop the brand image in your showroom by making it more friendly and inviting.

For banners, follow the guidelines for other sales promotion materials; the colors are the same.



Colors for banners (promotion colors)



The Guidelines presented here cover only the basic usage of the Mazda corporate and promotional logotype. Always use the reproduction artwork supplied; never redraw or in any way alter the artwork.

Still, we realize that all situations cannot be covered in a basic manual of this type. In special cases, unique situations or reproduction methods may call for modifications or exceptions to these guidelines. In these situations, YOU MUST HAVE APPROVAL from the Mazda Marketing Department.

We strongly recommend that you present this booklet, or at the very least, the appropriate reproduction sheets found at the back of this book, to your outside vendors. Additional books or reproduction sheets can be obtained by calling the Mazda Fulfillment Center at (800) 345-3881.



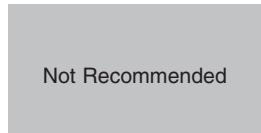
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877u



**Gray**  
Pantone 430u



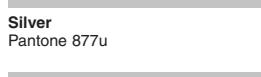
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877u



**Gray**  
Pantone 430u



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877u



**Gray**  
Pantone 430u



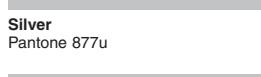
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



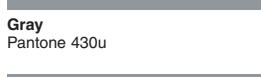
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



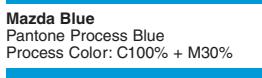
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877u



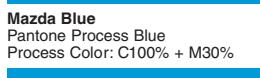
**Gray**  
Pantone 430u



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



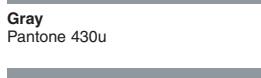
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



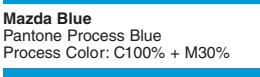
**Silver**  
Pantone 877u



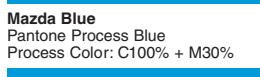
**Gray**  
Pantone 430u



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



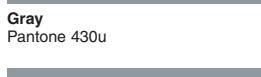
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877u



**Gray**  
Pantone 430u



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877u



**Gray**  
Pantone 430u



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877u



**Gray**  
Pantone 430u



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



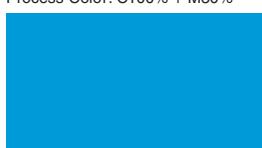
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



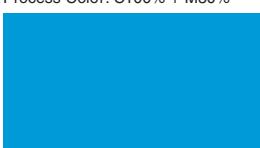
**Silver**  
Pantone 877c



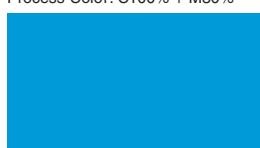
**Gray**  
Pantone 430c



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



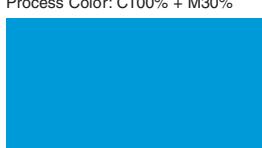
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



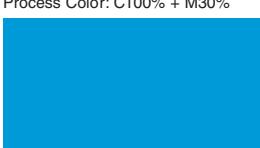
**Silver**  
Pantone 877c



**Gray**  
Pantone 430c



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



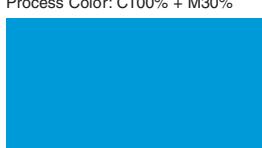
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



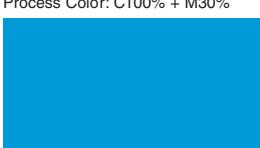
**Silver**  
Pantone 877c



**Gray**  
Pantone 430c



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



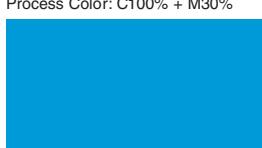
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877c



**Gray**  
Pantone 430c



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877c



**Gray**  
Pantone 430c



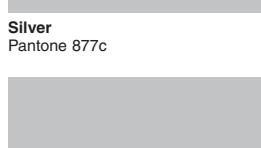
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877c



**Gray**  
Pantone 430c



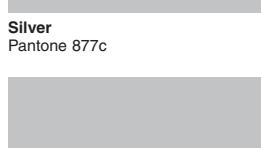
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877c



**Gray**  
Pantone 430c



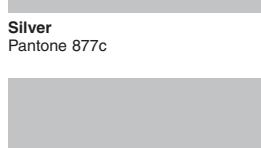
**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Mazda Blue**  
Pantone Process Blue  
Process Color: C100% + M30%



**Silver**  
Pantone 877c



**Gray**  
Pantone 430c

mazda®

LOGO SHEET — CORPORATE LOGOTYPE

mazda®



LOGO SHEET — PROMOTIONAL LOGOTYPE (HORIZONTAL VERSION)



mazDA®



mazDA®



mazDA®



mazDA



mazDA®



mazDA



mazDA®



mazDA®



mazDA



mazDA®



mazDA



mazDA®



mazDA



mazDA®



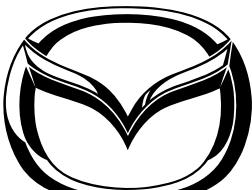
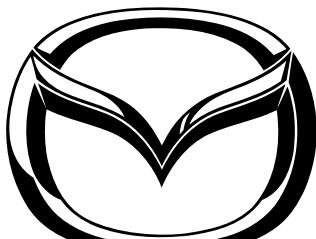
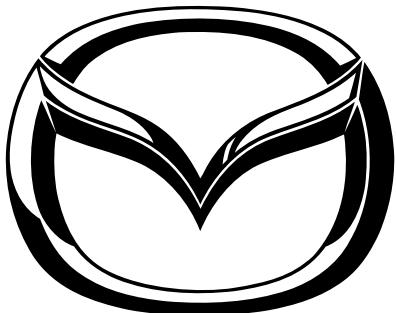
mazDA



mazDA

**mazda**

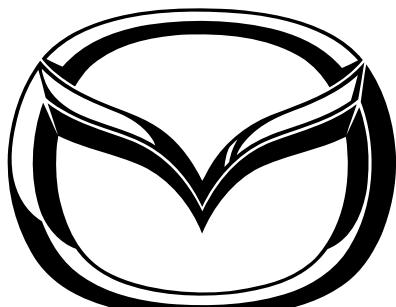
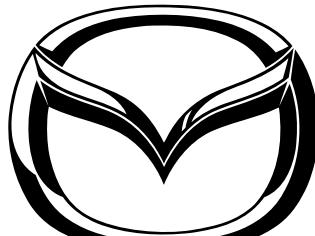
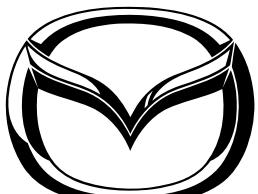
LOGO SHEET — PROMOTIONAL LOGOTYPE (VERTICAL VERSION)



**mazda**

**mazda**

**mazDa**

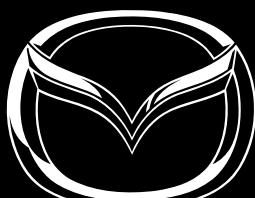
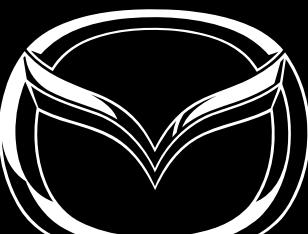
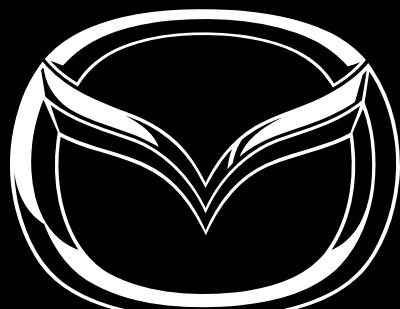


**mazda**

**mazda**

**mazda**

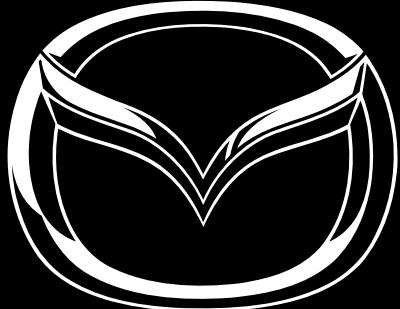
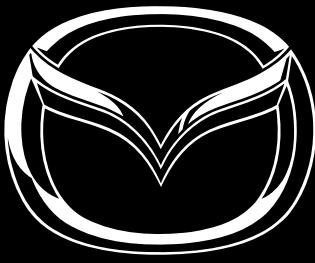
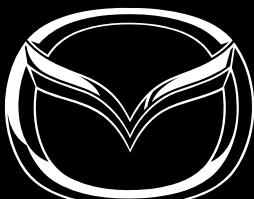
**mazda**



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