



June 2001

Dear Dealers & Automobile Division Staff:

Honda's image is one of our most valuable assets. It is a reflection of our cars and the dedication of every Honda associate and Honda dealership. The Honda image also reassures our owners emotionally with positive feelings that become important to their daily lives. Giving this image clarity and meaning is a major theme of our marketing effort.

This revised guide reflects the continued modernization of the Honda signature. The Honda signature is one of the most important aspects of the Honda brand image. It is the distinctive visual icon that represents the soul of Honda and the positive feelings it evokes. In a time of increased competition and image clutter, it has become increasingly crucial to maximize the effectiveness of this significant asset.

It is for this reason that Honda has established guidelines to assure consistent use of our logo and identity. We want everyone who comes in contact with Honda to see the signature as a clear and memorable graphic expression of Honda.

With this background in mind, we ask you to review the following information and the new signature guidelines. Ultimately, this will help us to more effectively express the very thing that sets Honda apart from other automotive brands: the Honda image and all its associated virtues.

Sincerely,

A handwritten signature in blue ink that reads "Richard Colliver".

Richard Colliver
Executive Vice President
Auto Sales

Honda Automobile Division

American Honda Motor Company, Inc., 1919 Torrance Boulevard, Torrance, California 90501-2746 Phone (310) 783-2000

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Introduction

This Style Guide represents the culmination of our efforts to establish a unified identity for the Honda Automobile Division. A unified image is one of the most valuable marketing and public-relations tools we have. The Honda Automobile Division identity is what we constantly show the world and is what most immediately identifies us with the image of “Honda.” How effectively and consistently we manage this identity will have a significant impact on the longevity and success of our business. Therefore, it’s important that you understand and adhere to the standards supplied in this Style Guide.

In order for this program to be effective, everyone involved in the design and production of communications materials must follow this Style Guide conscientiously. Together, through all of our collective efforts in understanding and applying this new identity, we can reinforce and strengthen the overall image of Honda in an increasingly competitive marketplace.

In conjunction with this Style Guide, we’ve recently introduced “The Honda Dealership Image Program.” Designed to enhance the first impression customers have of walking into a dealership, it also reinforces the Honda brand image. The new Honda identity has been promoted throughout the dealership environment in several ways: increasing the usage of the highly recognizable H-mark; using the word “Honda” in a more modern signature; and the use of a slightly richer shade of the Honda Blue.

Thus, this Style Guide is the result of a cohesive effort to contemporize our identity for the new millennium, and provides the basis for all future applications of the Honda Automobile Division signature.

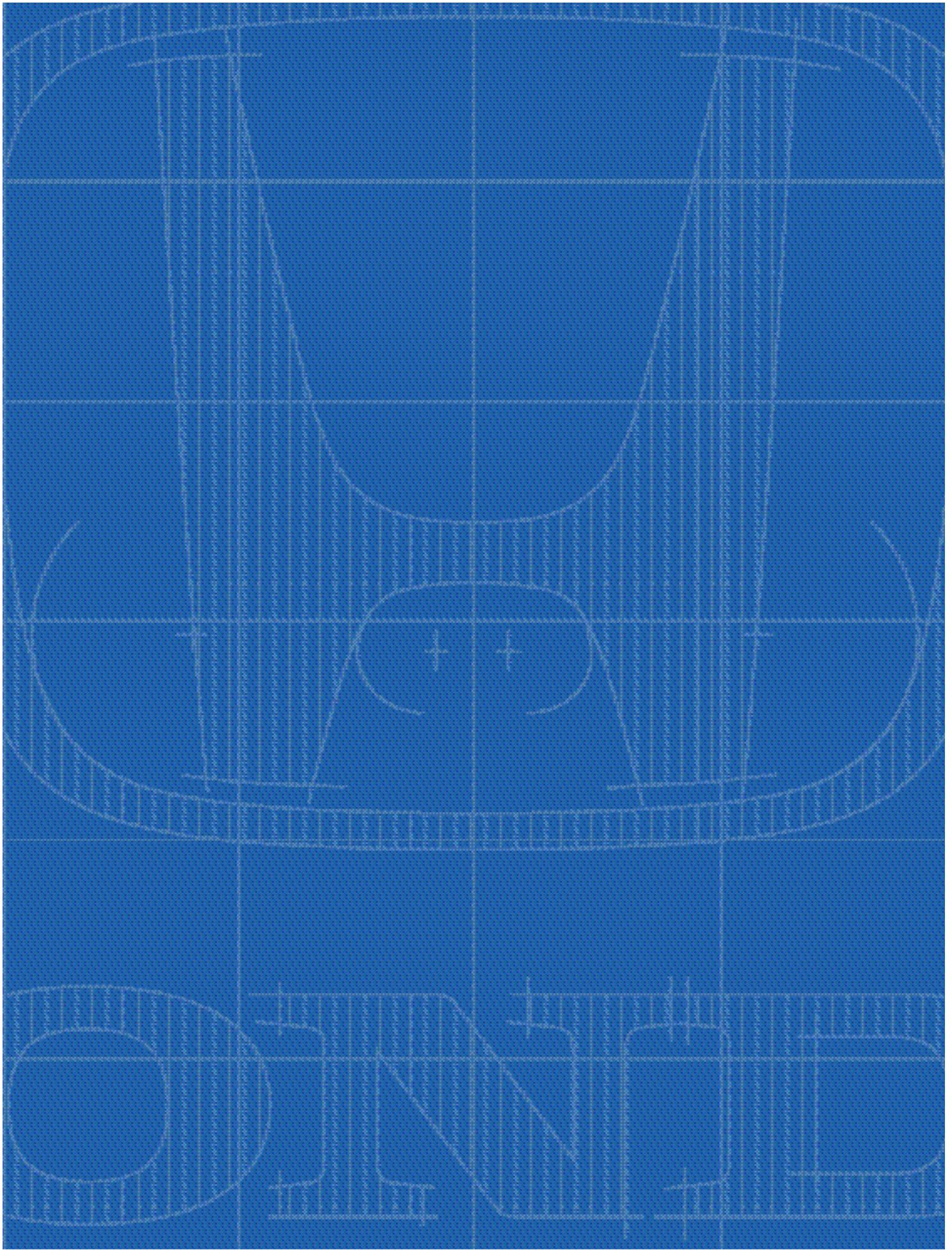
The Dealer Image

The goals of the Honda Dealership Image Program are to establish a consistent image, to create a customer-friendly environment, to enhance dealership efficiency and capacity in preparation for future growth and to create a unique shopping experience to inspire customer loyalty.

The first view that a customer has of a dealership often results in a lasting impression that may affect a sale. That is why the design of the dealership site is so crucial.

The Honda Automobile identity is closely tied to the image set forth by the Dealership Image Program—right down to the Primary Signature and the use of the Honda Blue. That relationship is reflected in the following guidelines.





The Signature Elements

1.1

Shown here are the three key elements that comprise the Signature Elements of the Honda Automobile Division.

These custom-designed and carefully refined elements have helped to create a successful brand image. For this reason, they should never be altered or varied.

The preferred usage of these Signature Elements is detailed on the following pages.

H-Mark Symbol

The H-mark symbol is precisely drawn from the badge artwork and should never be altered.



Honda Logotype

The Honda logotype is a customized typeface. Never substitute another typeface in its place.

HONDA

Honda Blue

Honda Blue is the definitive color for the Honda identity. It is vital to maintain color consistency when used.



The Honda Automobile Signature

1.2



Primary Signature

This signature is the official Honda Automobile Division signature. It is to be used for corporate and dealer use. Always use this stacked configuration when space allows. When space does not allow, use the Secondary Signature. Dealer advertising should use this official Honda signature or the Regional Advertising Signature shown below.



Secondary Signature

This Secondary Signature is designated for use when it is not possible to use the Primary Signature due to vertical space limitations, such as on a binder spine or at the top of a form, etc.



Regional Advertising Signature

The "chrome" version of this signature will be used in conjunction with the tag line "See Your Honda Dealer Today" on regional ads.

This signature is optional for use on dealer advertising, providing that it is used in conjunction with the word "Honda" as part of the dealer's name or logo signature.

The Primary Signature

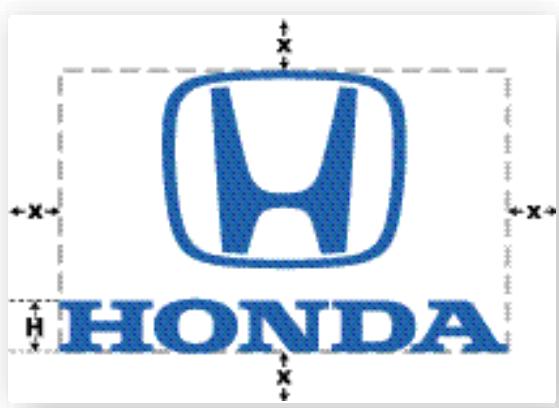
1.3



This is the official Honda signature design and the one designated for corporate and dealer usage. For this reason, always use this version when space allows.

In all design applications, a sufficient amount of space must be maintained around the signature, forming, in effect, a neutral zone within which no other graphic elements may appear (*see below*). This ensures proper staging of the signature so that it is distinct and easily identifiable at all times.

X H



As demonstrated here, the clear space surrounding the signature on all sides must be greater than or equal to the height of the letter "H" in Honda.

Primary Signature – Area of Isolation

The Secondary Signature

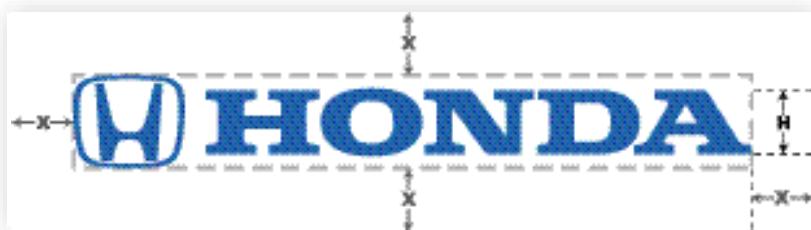
1.4

This Secondary Signature is designated for use when it is not possible to use the Primary Signature due to space limitations, such as on a binder spine or at the top of a form, etc.



In all design applications, a sufficient amount of space must be maintained around the signature, forming, in effect, a neutral zone within which no other graphic elements may appear (*see below*). This ensures proper staging of the signature so that it is distinct and easily identifiable at all times.

X H



Secondary Signature -Area of Isolation

As demonstrated here, the clear space surrounding the signature on all sides must be greater than or equal to the height of the letter "H" in Honda.

The Symbol

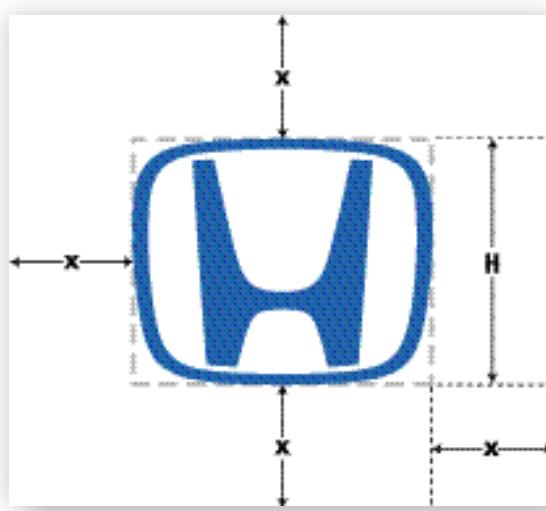
1.5



In some advertising applications, the symbol serves as the primary corporate identification.

The H-mark symbol usage shown here is not intended to replace the use of the Automobile Divison signature as the primary form of identification, but rather to supplement it.

X $\frac{1}{2}H$



It is important to maintain at least a minimum amount of clear space around the symbol when it is used.

As demonstrated in this example, clear space equal to or greater than one half the height of the symbol must be maintained.

H-Mark Symbol – Area of Isolation

Signature Colors

1.6

The preferred color for all corporate signatures is Honda Blue.

Accurate color matching is an important part of maintaining the Honda identity. Therefore, it is essential that all color standards are carefully followed and adhered to.

To assist you in maintaining these color standards, refer to the color chips in the Reproduction Materials section, which should be given to your printer for accurate color matching.

*In lieu of Honda Blue, you may use PANTONE® 285, the standard for which is as shown in the current edition of the PANTONE formula guide. The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard.

PANTONE® is the property of Pantone, Inc.



HONDA



HONDA BLUE *



CMYK Equivalent:

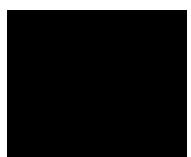
91% Cyan
43% Magenta

If Honda Blue is not used, black may be selected as a color for the signature.

However, when using black, be sure that it appears over a suitably light background that provides enough contrast to maintain good readability.



HONDA



BLACK



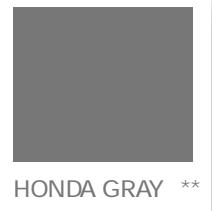
The alternate color for all corporate signatures is Honda Gray.

Accurate color matching is an important part of maintaining the Honda identity. Therefore, it is essential that all color standards are carefully followed and adhered to.

To assist you in maintaining these color standards, refer to the color chips in the Reproduction Materials section, which should be given to your printer for accurate color matching.

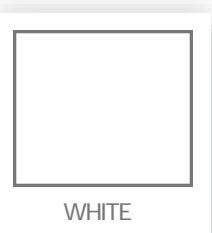
**In lieu of Honda Gray, you may use PANTONE® Cool Gray 9, the standard for which is as shown in the current edition of the PANTONE formula guide. The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard.

PANTONE® is the property of Pantone, Inc.



The signature may also appear in white by reversing out of a background color or a photograph.

In such cases, make sure that the background is a suitably medium-to-dark color to ensure that the signature stands out.



Signature Placement on Front Covers

1.7

Service Specials



This front-cover layout centers the title at the top of the cover, with the signature centered at the bottom.

Service
Specials



This cover layout aligns the title at the top, flush-right, with the signature at the bottom.



Parts List



Parts List

This cover layout utilizes the top band of the cover. The signature is flush-left. The title is flush-right and base-aligned to the signature.

Shown here are some suggested front-cover layouts incorporating the Automobile Division signature and a title. Items that might require such a treatment include service specials, meeting books, sales flyers and other promotional materials. These are not your only design possibilities, but rather solutions that have been tried and are known to be effective.

When placing the signature on front covers, be sure the signature has the proper emphasis and importance in relation to the overall communication.

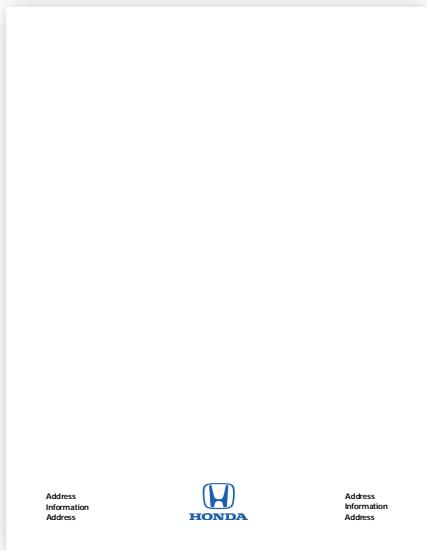
Good judgment should be used in determining the best placement, size and design of your layout. Be sure there is always a balance on the page between your title and the Automobile Division signature.

The size of the signature should be carefully determined according to the specific needs of the communication. Typically, the Primary Signature should be 7/8" to 1-1/4" wide for the most aesthetic cover application.

This cover uses only the H-mark symbol (see page 1.9 for more information) and the title. The only time this may be done is when the formal signature is properly applied to the back cover.

Signature Placement on Back Covers

1.8



The preferred back-cover signature uses a three-column symmetrical grid centering the signature at the bottom of the cover. The address-information blocks are base-aligned with the signature and equally spaced apart to the left and right.

Shown here are some suggestions of back-cover layouts using the Automobile Division signature and address information. These are not the only design possibilities, but rather solutions that have been tried and are known to be effective.

Good judgment should be used in determining the best placement, size and design of your address. Be sure the signature has the proper emphasis and importance in relation to your address information.

Typically, the Primary Signature should be 7/8" to 1-1/4" wide for the most aesthetic back-cover application.



This alternative back-cover layout aligns the signature flush-left at the bottom of the back cover in a three- or four-column grid. The address-information blocks base-align with the signature and are equally spaced to the right, beginning at the right margin.

This alternative back-cover layout aligns the signature flush-right at the bottom of the back cover in a three- or four-column grid. The address-information blocks base-align with the signature and are equally spaced to the left, beginning at the left margin.

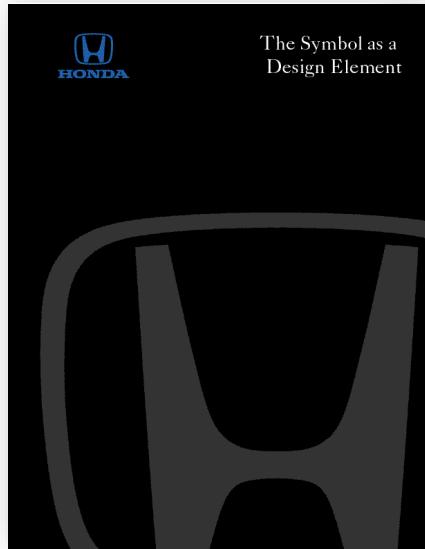
The Symbol as a Design Element

1.9

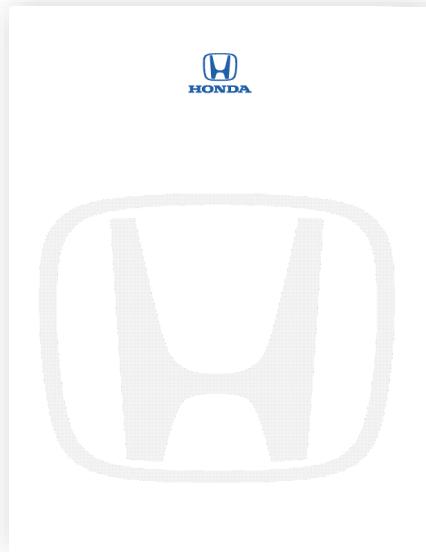
The H-mark symbol may be used as a secondary design element for certain carefully determined applications and *only* if it is used in conjunction with the Primary or Secondary Signature on formal communications.

The H-mark symbol usage shown here is not intended to replace the use of the Automobile Division signature as the primary form of identification, but rather to supplement it.

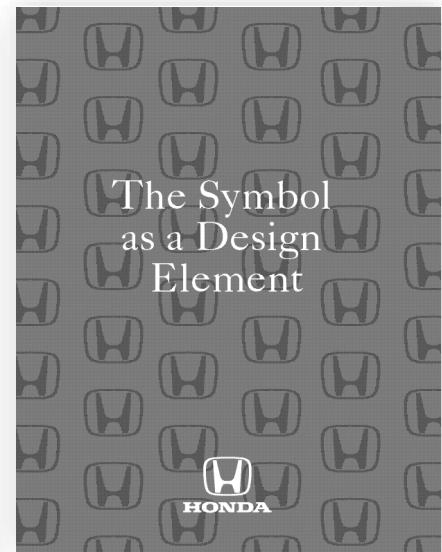
Caution should be exercised in using the symbol as a design element in printed communications. Avoid using the symbol in such a way that it becomes more dominant than the Automobile Division signature.



Color-on-color



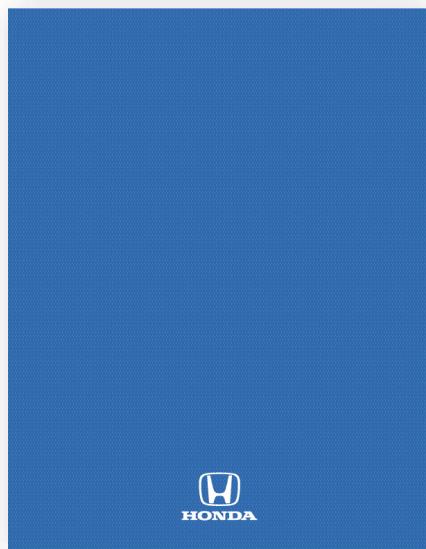
Varnish Effects



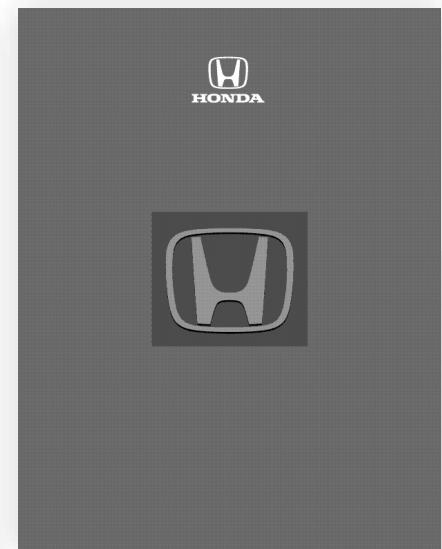
Background Pattern



Front Cover



Back Cover



Blind Embossing

These are acceptable design treatments of front covers, providing that the complete signature is properly utilized on the back cover.

Background patterns, varnish treatments, subtle color-on-color treatments or blind embossing are all good techniques for using the H-mark symbol as a design element on printed communications.

Use of the H-mark symbol alone on items such as clothing, caps, mugs, etc., is strictly limited to Honda corporate promotions and incentive/reward programs. No other uses of the corporate H-mark alone are permitted.



Use of the H-mark alone is only permitted on promotional items produced by the Honda Automobile Division. It is recommended that dealers use the Primary or Secondary Signature on premiums.

Incorrect Signature Usage

1.10

Demonstrated here is just a sampling of unacceptable signature applications. These are some of the most common misuses and do not necessarily represent all possible cases of unacceptable signature usage.

Do not alter or distort the signature artwork in any way. The size relationships, drawing and color of the signature elements have been carefully refined for maximum impact and readability.

Do not attempt to incorporate the new signature or any of its individual components into any other design or artwork. The signature is intended to stand alone, without any sort of embellishment.



Do not substitute previous versions of the identity



Do not reposition the signature elements



Do not embellish or alter the signature in any way



Do not outline the signature



Do not use any portion of the signature in dealer identity



Do not angle the signature



Do not substitute color



Do not position type near signature



Do not combine the signature with other elements



Do not stack letters



Do not curve



Do not change the proportion of the signature

While replacing its current engine line with a series of next-generation engines by 2005, **Honda** also plans to innovate its manufacturing system used to build these trains to strengthen the competitive production area. **Honda** also plans to

When using “Honda” in text applications, only use upper- and lowercase characters. Never use “HONDA,” to avoid confusion with the Honda logo.

This rule applies to company names, dealer logos, advertising, headlines, product or technology names and all other text usages of “Honda.”

Correct text usage of “Honda” using upper- and lowercase characters

While replacing its current engine line with a series of next-generation engines by 2005, **HONDA** also plans to innovate its manufacturing system used to build these trains to strengthen the competitive production area. **HONDA** also plans to

Never use “Honda” in all uppercase characters

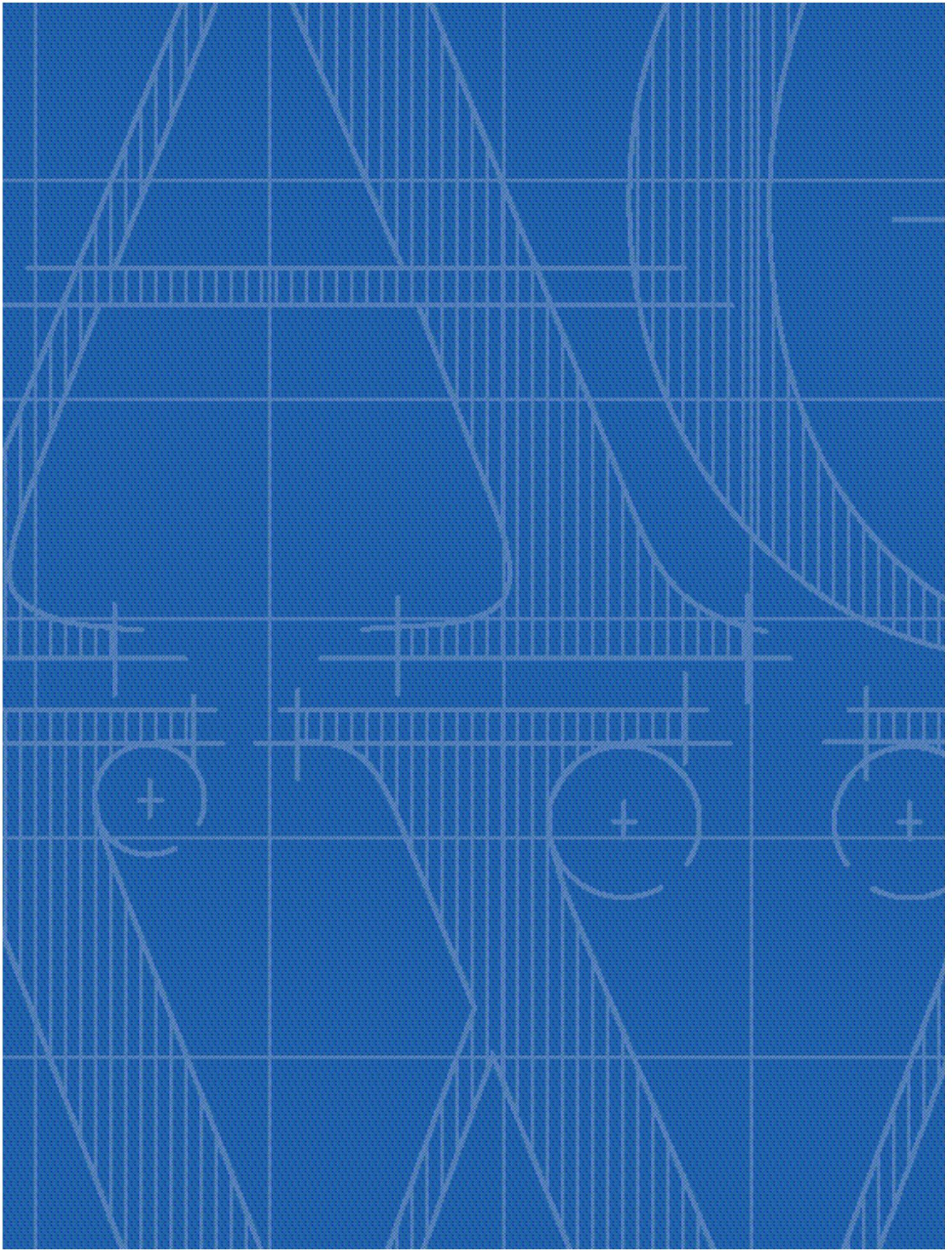
~~HONDA ENGINEERING~~ → Honda Engineering

~~HONDA R&D~~ → Honda R&D

Never use “Honda” in all uppercase characters

~~HOMETOWN HONDA~~

Do not use “Honda” in all caps



Caslon 540

Headlines & Text

Typography is just like real life: If you want to be heard, you need to whisper, shout, cajole, sing or lament. All these voices have their typographic equivalent. Type is made to be read. There can be no deviation from this one elemental truth. A font is a set of characters that have a unified design and purpose; letters,

Caslon 540 Italic

Headlines & Text

Typography is just like real life: If you want to be heard, you need to whisper, shout, cajole, sing or lament. All these voices have their typographic equivalent. Type is made to be read. There can be no deviation from this one elemental truth. A font is a set of characters that have a unified design and purpose; letters, numerals, punctuation, marks and symbols.

Caslon 3

Bold Subheads

Caslon 3 Typeface as a Subhead

Typography is just like real life: If you want to be heard, you need to whisper, shout, cajole, sing or lament. All these voices have their typographic equivalent. Type is made to be read. There can be no deviation from this one elemental truth. A font is a set of characters that

Caslon 3 Italic

Bold Subheads

Caslon 3 Italic Typeface as a Subhead

Typography is just like real life: If you want to be heard, you need to whisper, shout, cajole, sing or lament. All these voices have their typographic equivalent. Type is made to be read. There can be no deviation from this one elemental truth.

Throughout the years, the Honda Automobile Division has created a distinctive look and a Honda “style” through the use of typography.

To continue a consistent and recognizable look throughout the broad range of Honda communications and advertising, the primary typefaces shown here should be used.

Caslon 540

A classic for its strength and simplicity, Caslon 540 Roman is quite distinctive when used in larger sizes for headlines. It is also effective as a text face for brochures, ads and other communications. Caslon 540 is the typeface most associated with Honda advertising throughout recent years.

Caslon 540 Italic may be used when more emphasis is desired.

Caslon 3

Since Caslon 3 Roman and Italic are bold typefaces, they should be used when more weight or emphasis is needed. This typeface is not appropriate for text and should only be used for subheads.

Condensing Caslon 3 Roman 10% is recommended.

Secondary Typeface

2.2

Univers Light

Typography is just like real life: If you want to be heard, you need to whisper, shout, cajole, sing or lament. All these voices have their typographic equivalent. Type is made to be read. There can be no deviation from this one elemental truth. A font is a set of characters that have a unified design and purpose; letters, numerals, punctuation, marks and symbols. The art and technique of selecting and arranging type styles, point sizes, line lengths, and

The sans-serif Univers typeface offers an entire family of choices that can be used in conjunction with the primary typeface when emphasis or distinction is required.

Univers Light Italic

Typography is just like real life: If you want to be heard, you need to whisper, shout, cajole, sing or lament. All these voices have their typographic equivalent. Type is made to be read. There can be no deviation from this one elemental truth. A font is a set of characters that have a unified design and purpose; letters, numerals, punctuation, marks and symbols. The art and technique of selecting and arranging type styles, point sizes, line lengths, and

Univers is ideally suited for subheads, captions, specification tables and business forms. It's also perfect for large quantities of small type, such as legal copy, whereas using a serif typeface would create readability problems.

Secondary Typefaces:

Univers Light

Univers Light Italic

Univers Regular

Univers Regular Italic

Univers Bold

Univers Bold Italic

Univers Blac k

Univers Black Italic

Univers Light Condensed

Univers Light Italic Condensed

Univers Regular Condensed

Univers Regular Italic Condensed

Univers Bold Condensed

Univers Bold Italic Condensed

Univers Regular

Typography is just like real life: If you want to be heard, you need to whisper, shout, cajole, sing or lament. All these voices have their typographic equivalent. Type is made to be read. There can be no deviation from this one elemental truth. A font is a set of characters that have a unified design and purpose; letters, numerals, punctuation, marks and symbols. The art and technique of selecting and arranging

Univers Regular Italic

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Univers Bold

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Univers Bold Italic

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Font Menus and Font Selection

Change *fonts*, not *styles*, when selecting fonts in your design program's font-dialog box.

Do not create bold or italic versions of a font by checking style-option boxes in your font selection menu. In other words, the style-option box should always be checked "plain," and the specific font selected using only the font menu.

Auto Kerning Setup

Be sure kerning is activated in the application you are using. For example, the Quark XPress default setting is "auto kern above 10 point." We recommend that you change the default to "auto kern above 4 point," and make sure "auto kern" is checked to ensure refinements will work properly.

Univers Black

Typography is just like real life: If you want to be heard, you need to whisper, shout, cajole, sing or lament. All these voices have their typographic equivalent. Type is made to be read. There can be no deviation from this one elemental truth. A font is a set of characters that have a unified design and purpose; letters, numerals, punctuation, marks and symbols. The art and

Univers Black Italic

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Univers Light Condensed

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Univers Light Italic Condensed

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Univers Regular

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Univers Regular Italic Condensed

Typography is just like real life: If you want to be heard, you need to whisper, shout, cajole, sing or lament. All these voices have their typographic equivalent. Type is made to be read. There can be no deviation from this one elemental truth. A font is a set of characters that have a unified design and purpose; letters, numerals, punctuation, marks and symbols. The art and technique of selecting and arranging type styles, point sizes, and line lengths defines typography. Legibility refers to the

Univers Bold Condensed

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Univers Bold Italic Condensed

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Alternate Characters

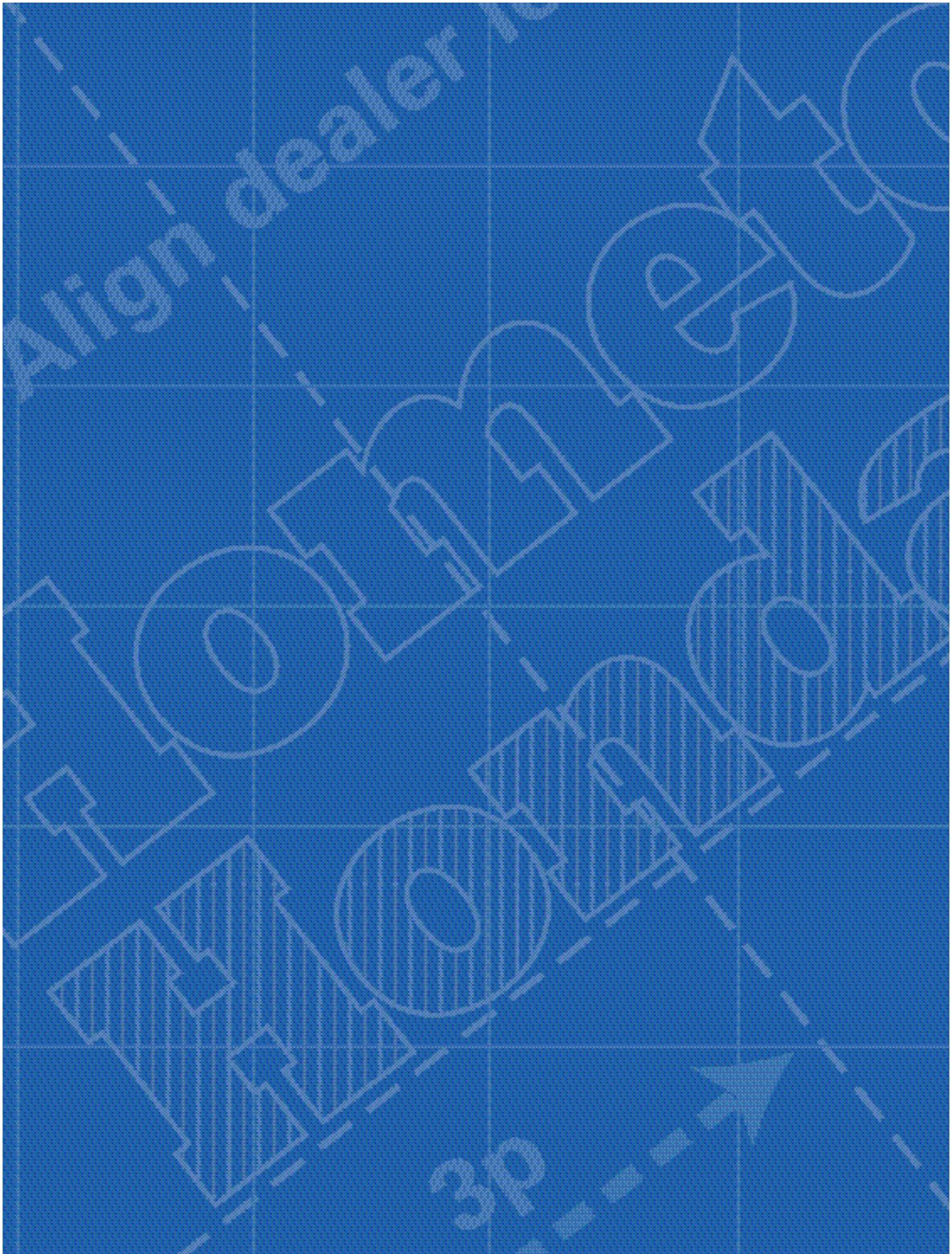
The following is a chart showing where some of the most commonly used alternate characters are located. All other standard alternate characters are in the usual keyboard positions.

Macintosh

Symbol:	Key Command:
©	= option G
®	= option R
™	= option 2
/	= option shift 1
"	= option [
"	= option shift [
'	= option]
'	= option shift]
"	= control shift "

Windows (Times Roman)

Symbol:	Key Command:
©	= alt+0169
®	= alt+0174
™	= alt+0153
"	= alt+0147
"	= alt+0148
'	= alt+0145
'	= alt+0146



In order to reinforce the Honda Automobile Division identity, from corporate to retail, the following design specifications for dealer stationery have been implemented. Every dealer can benefit by following the design specifications demonstrated in this section.

These guidelines are important not only in helping every dealer maintain the graphic standards, but also in providing a distinctive image for the individual dealerships as well. When implemented correctly, such applications will strengthen the visual relationship between the Honda Automobile Division and its dealerships, suggesting a unified family.

It is important to maintain consistency and continuity with other corporate-and dealer-identity applications. Please adhere to these guidelines as they are described here.

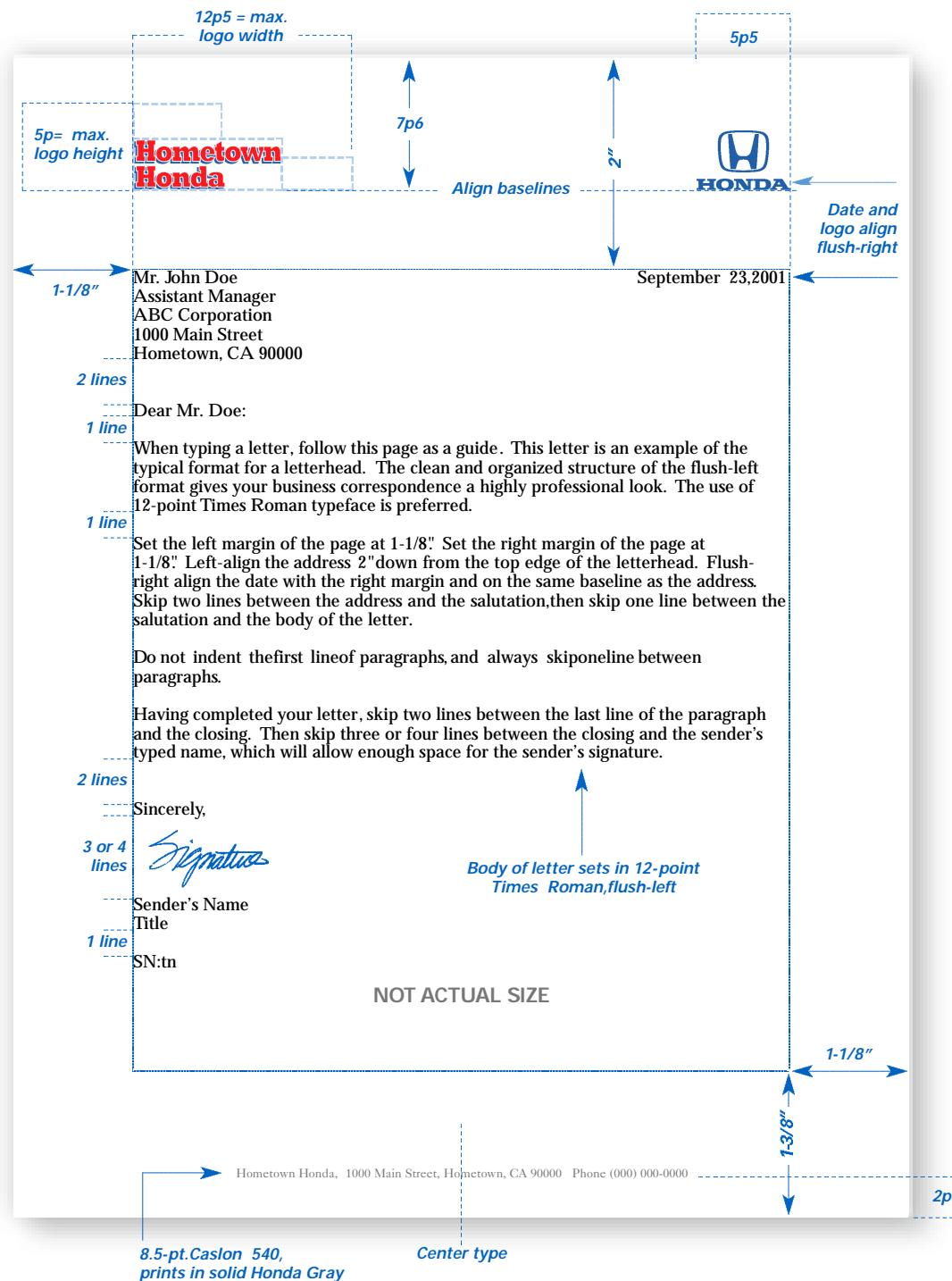
For dealers without a logo, we have included stationery recommendations consistent with the overall Automobile Division identity.

Dealer Letterhead with Logo

Your Honda Automobile Division dealer letterhead will have the most impact when you follow the specifications indicated on the sample letterhead below.

Caution should be exercised in determining the size of your dealer logo. Be sure that it is carefully balanced with the size of the Honda signature and never used in such a way that it overpowers

the Automobile Division signature. This sample shows the preferred style for the body of the letter. Carefully follow the specifications shown here to create your dealer-letterhead artwork.



Dealer Envelope with Logo

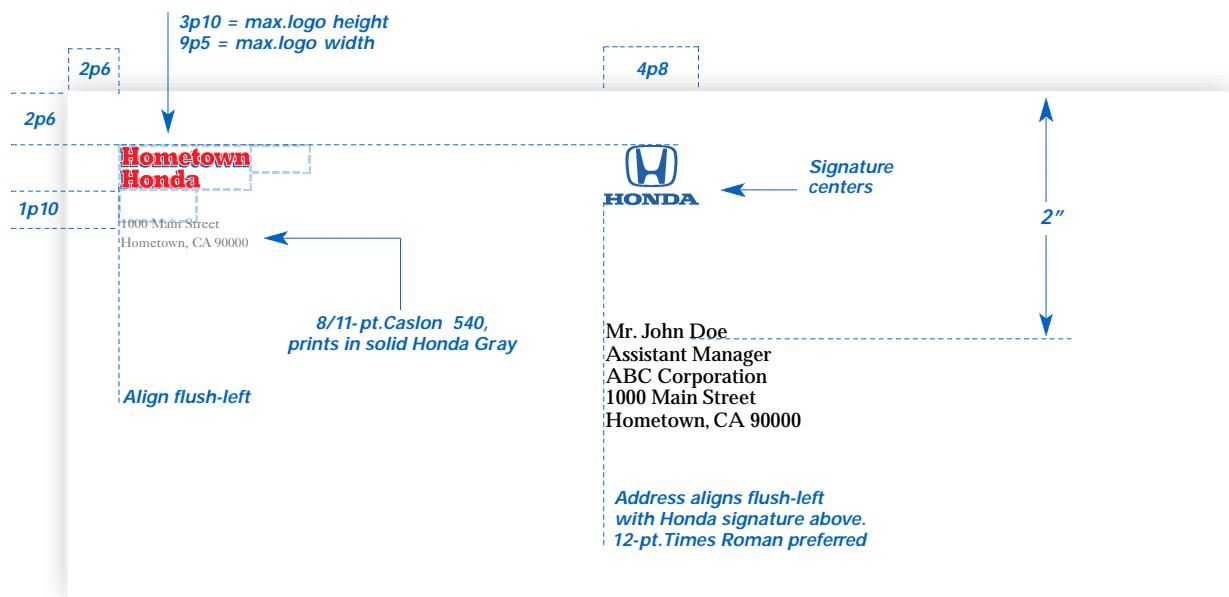
3.3

Your Honda Automobile Division dealer envelope (#10) will complement the design of your letterhead when you follow the specifications indicated on the sample envelope below.

Caution should be exercised in

determining the size of your dealer logo. Be sure that it is carefully balanced with the size of the Honda signature and never used in such a way that it overpowers the Automobile Division signature.

This sample shows the preferred style for addressing the envelope. Please follow the specifications shown here to create your dealer-envelope artwork.



NOT ACTUAL SIZE

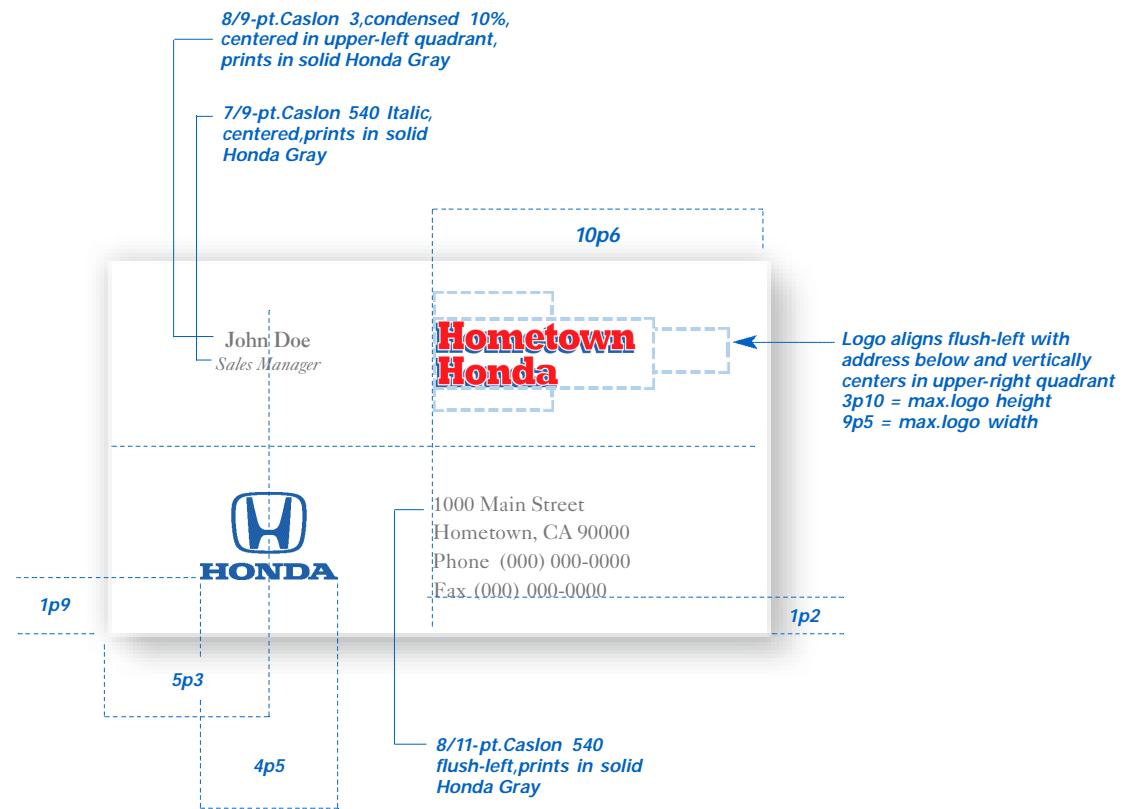
Dealer Business Card with Logo

3.4

Your Honda Automobile Division dealer business card will complement the design of your stationery when you follow the specifications indicated on the sample business card below.

Caution should be exercised in determining the size of your dealer logo. Be sure that it is carefully balanced with the size of the Honda signature and never used in such a way that it overpowers

the Automobile Division signature. This sample shows the preferred style for the dealer business card. Carefully follow the specifications shown here to create your dealer business-card artwork.



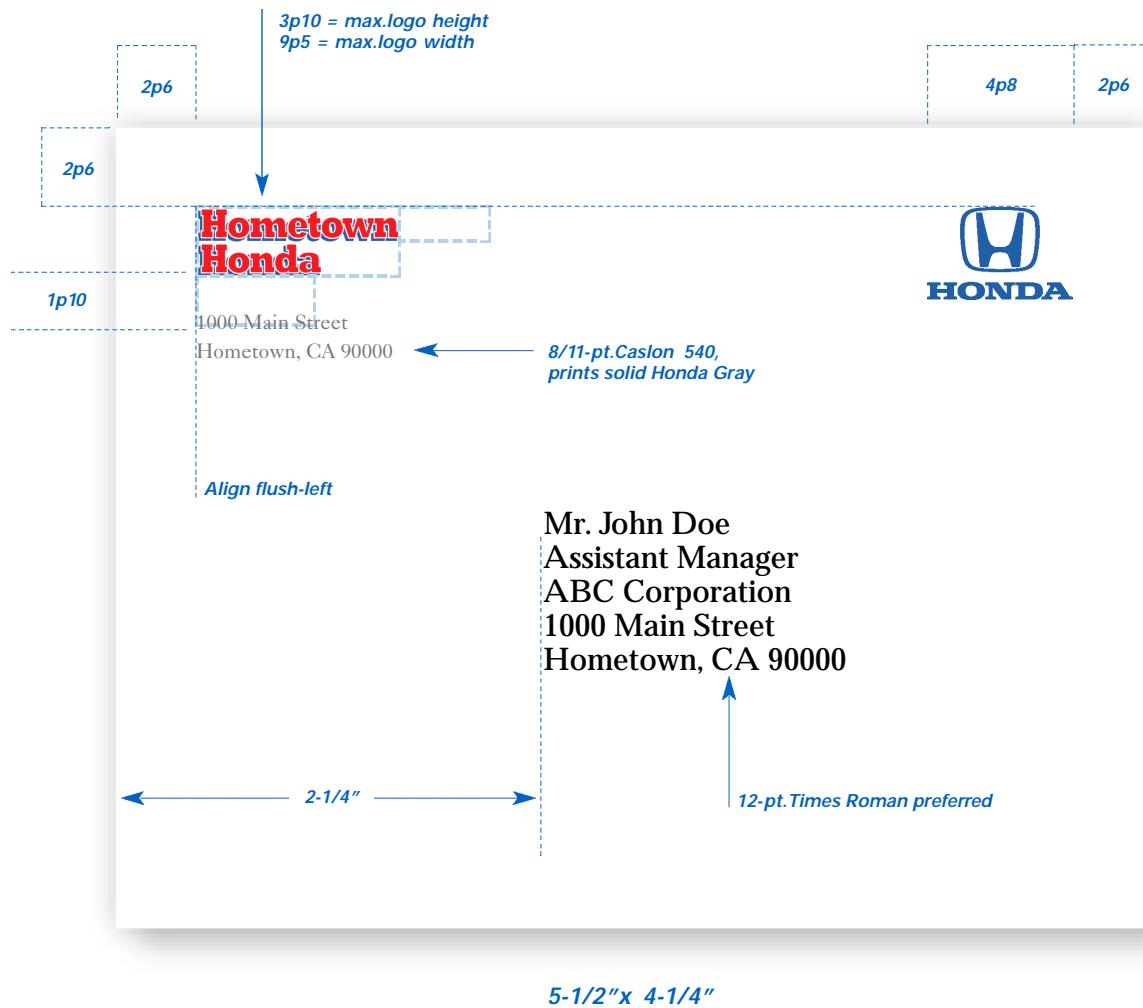
Dealer Mailing Label with Logo

3.5

Shown here is an example of the HondaAutomobile Division dealer-logo mailing label. It demonstrates the preferred style for creating and addressing the label.

Caution should be exercised in determining the size of your dealer logo. Be sure that it is carefully balanced with the size of the Honda signature and never used

in such a way that it overpowers the Automobile Division signature. Carefully follow the specifications shown here to create your dealer mailing-label artwork.

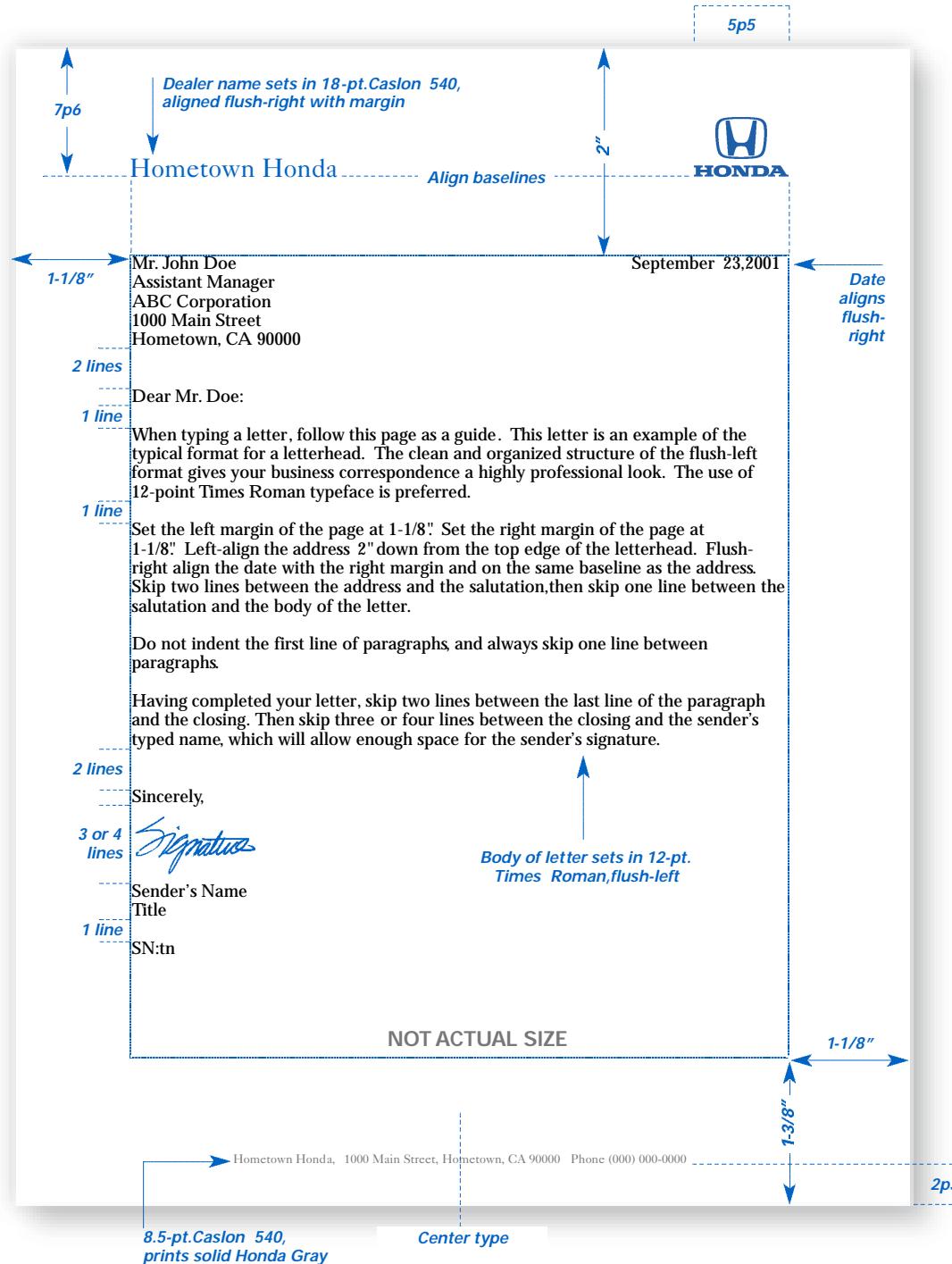


Dealer Letterhead without Logo

3.6

For dealers without a logo, an example of the Honda Automobile Division dealer letterhead without a logo is shown here.

This sample shows the preferred style for the body of the letter. Carefully follow the specifications shown here to create your dealer-letterhead artwork.

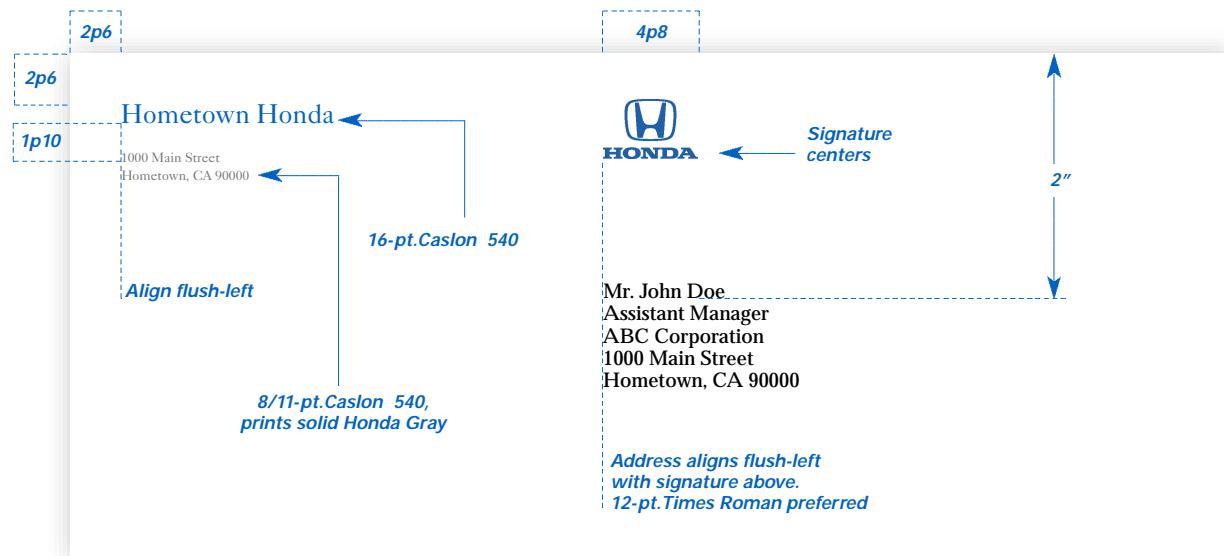


Dealer Envelope without Logo

3.7

For dealers without a logo, an example of the Honda Automobile Division dealer envelope (#10) without a logo is shown here.

This sample shows the preferred style for addressing the envelope. Carefully follow the specifications shown here to create your dealer-envelope artwork.



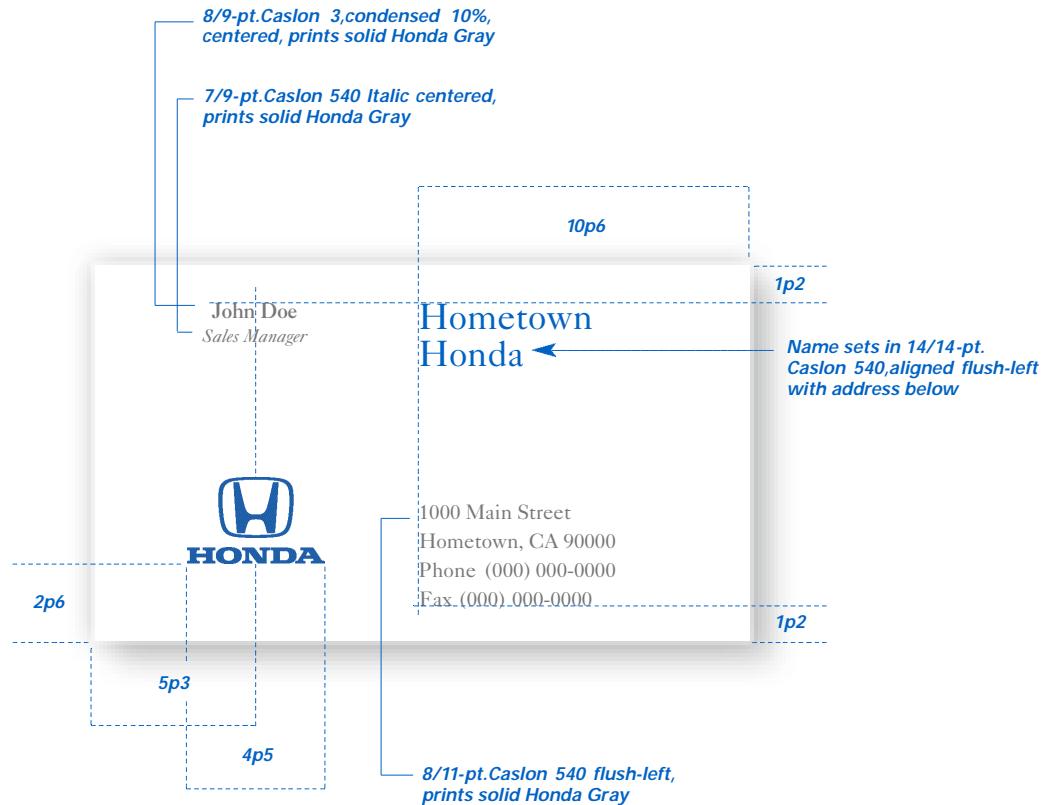
NOT ACTUAL SIZE

Dealer Business Card without Logo

3.8

For dealers without a logo, an example of the Honda Automobile Division dealer business card without a logo is shown here.

This sample shows the preferred style for the business card. Carefully follow the specifications shown here to create your dealer business-card artwork.

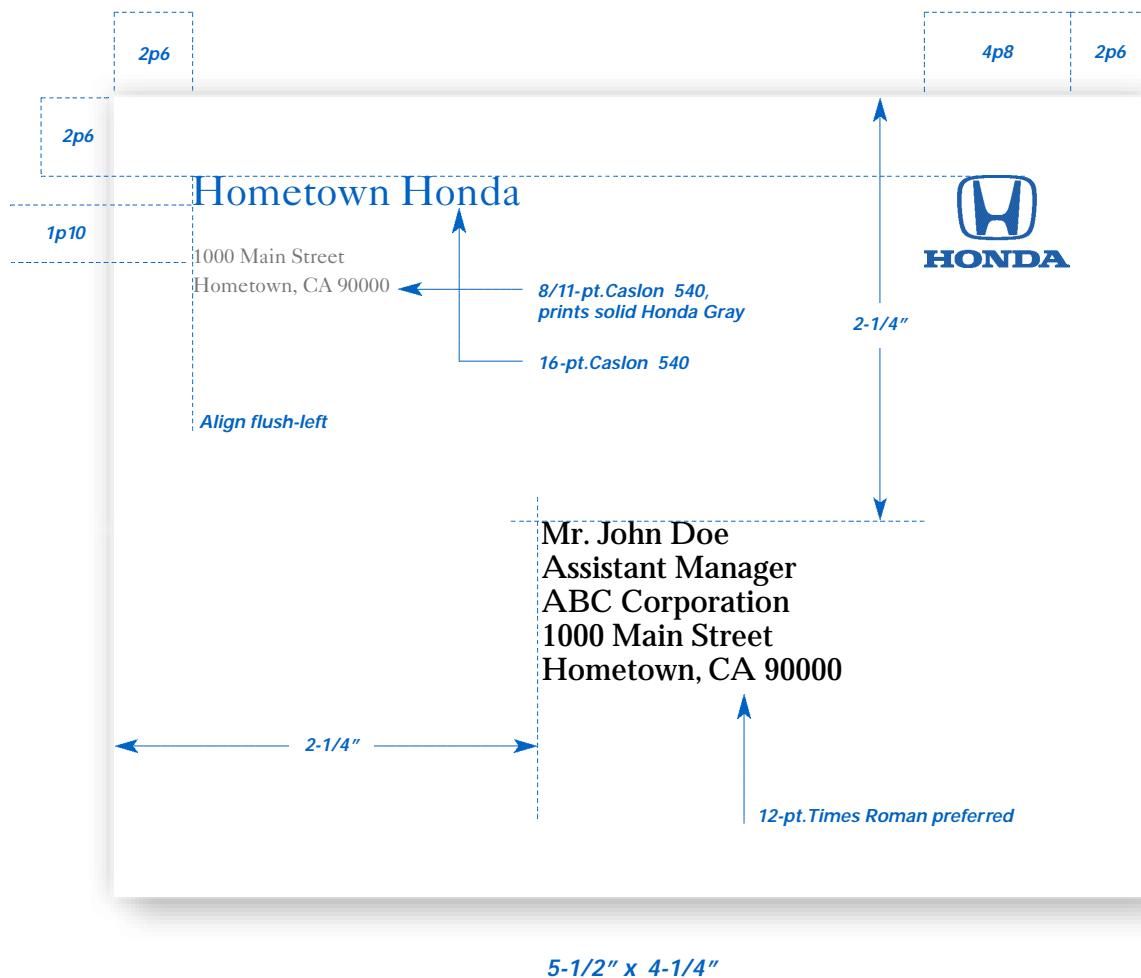


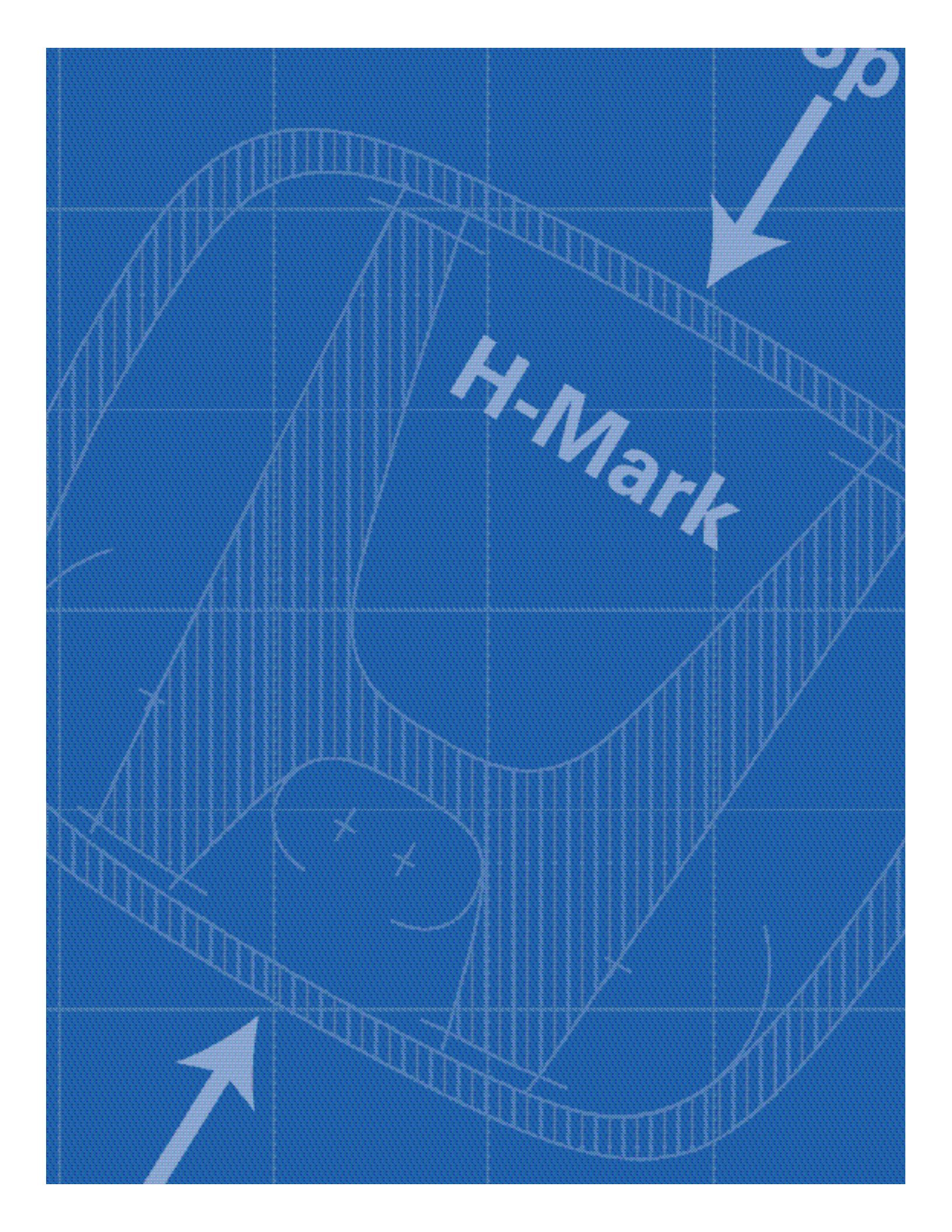
Dealer Mailing Label without Logo

3.9

Shown here is an example of the Honda Automobile Division dealer mailing label without a logo.

This sample shows the preferred style for the mailing label. Carefully follow the specifications shown here to create your dealer mailing-label artwork.





H-Mark

Automobile Division Design Introduction

3.1a

To ensure uniformity of the Honda identity, the Honda Automobile Division utilizes the graphic guidelines shown in this section for its most widely used form of visual communication – stationery.

Stationery is one of the most consistent visual images a corporation presents to its customers and vendors. The impressions formed by repeated exposure to these images are vital and long-lasting. Therefore, it is imperative that when you are creating stationery you observe the correct Automobile Division signature placement, typography and color to establish and retain a memorable image.

Incorrect sizing of the elements, incorrect alignment and improper letter spacing, the use of unauthorized typefaces and inconsistent color reproduction are all examples of mistakes that will damage the integrity of our identity.

Quality control, both in artwork preparation and printing techniques, is also essential in order to effectively implement our identity program. By following the guidelines in this section, you can help ensure our goal of graphic uniformity across all stationery applications.

The items shown in this section are included in Adobe Acrobat PDF template format on the CD-ROM contained in the back of this Style Guide. These templates may be edited and saved using the full version of Adobe Acrobat (not the Reader). They may be used to produce your personalized stationery.

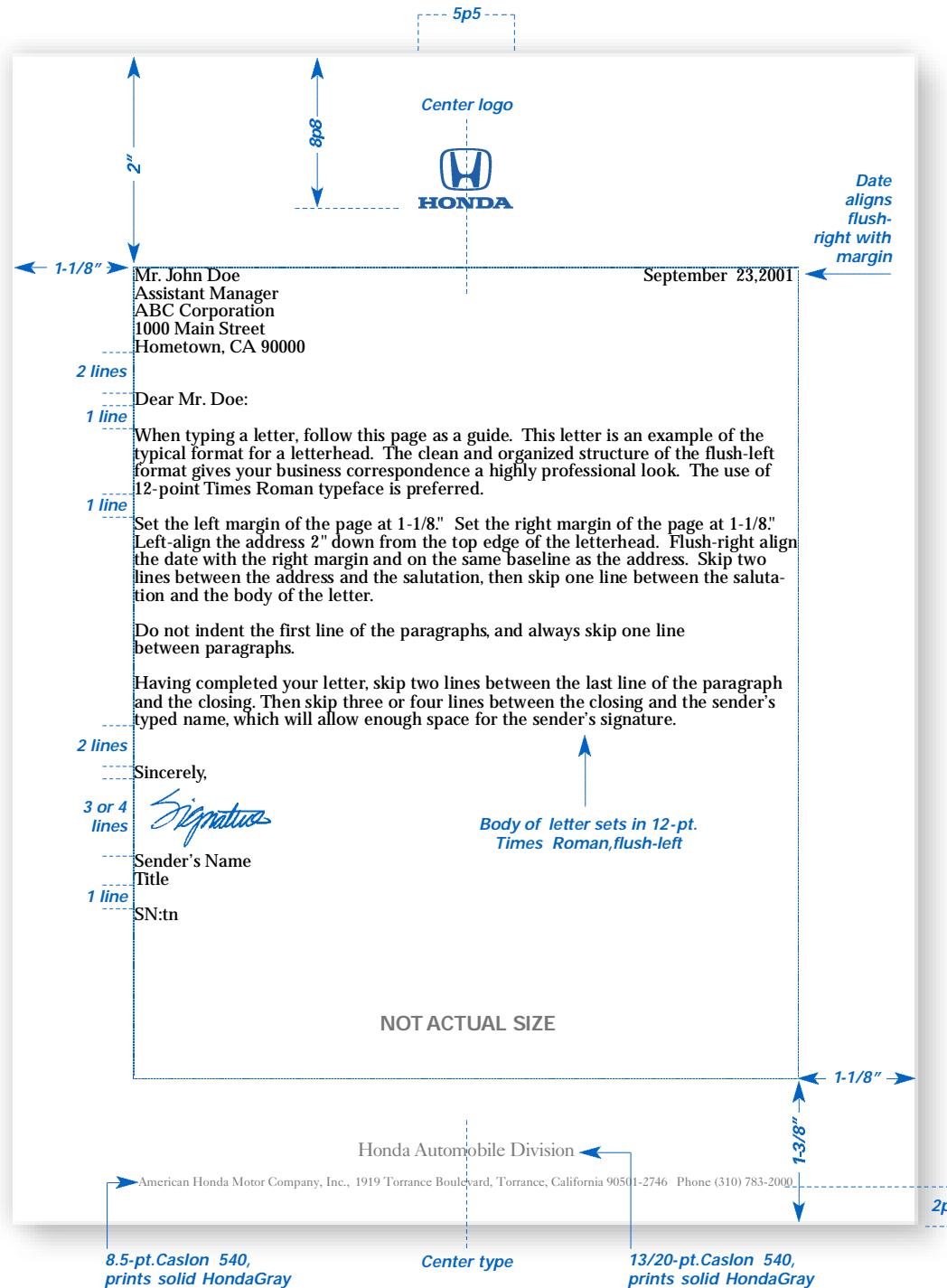
Automobile Division Letterhead

3.2a

Shown here is an example of the Honda Automobile Division letterhead, detailing the construction of the letter.

The body of the letter shows you the preferred way to structure your letter, and, at the same time, ensure that every letter is clean, businesslike and readable.

Carefully follow the specifications shown here to create your own letterhead artwork.



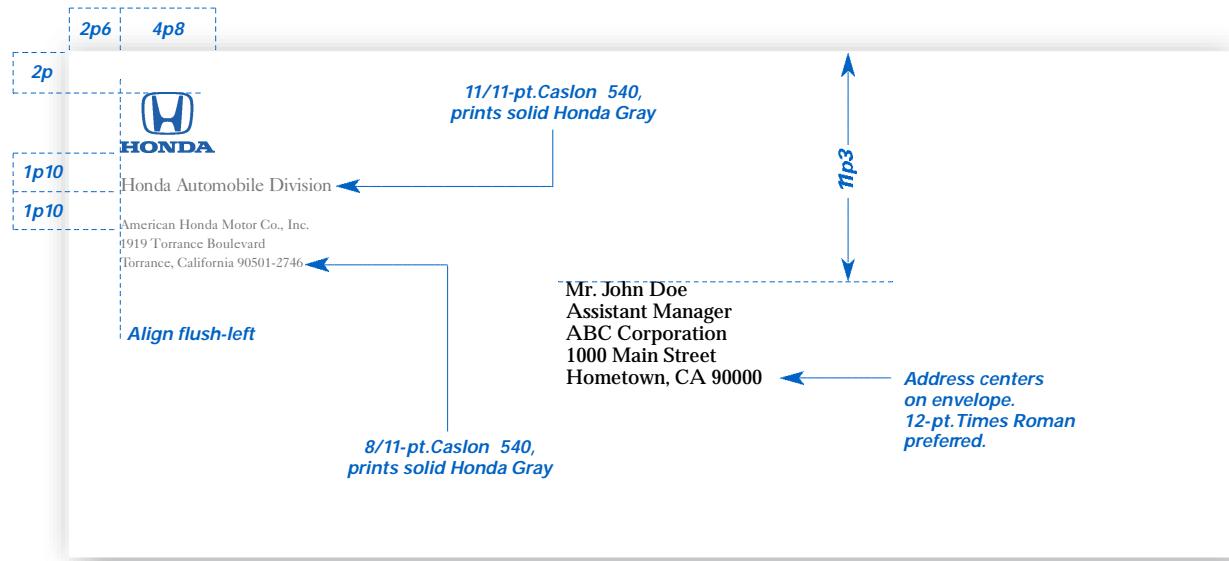
Automobile Division Envelope

3.3a

Shown here is an example of the Honda Automobile Division corporate envelope (#10), detailing its construction.

The sample envelope also shows the preferred way to address the corporate envelope to ensure that it is clean and professional. Carefully follow the specifications

shown here to create your own envelope artwork. The same configuration may be used for a 9" x 12" envelope.



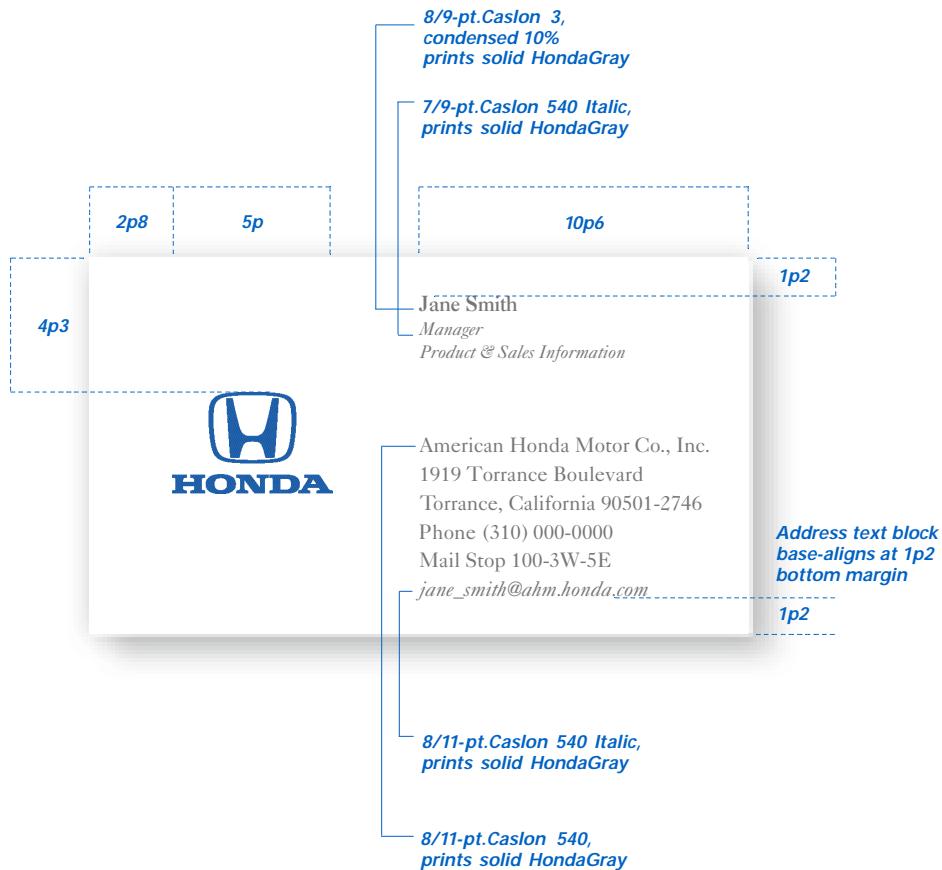
NOT ACTUAL SIZE

Automobile Division Business Card

3.4a

Shown here is an example of the Honda Automobile Division business card.

Carefully follow the specifications shown here to create your own business-card artwork.

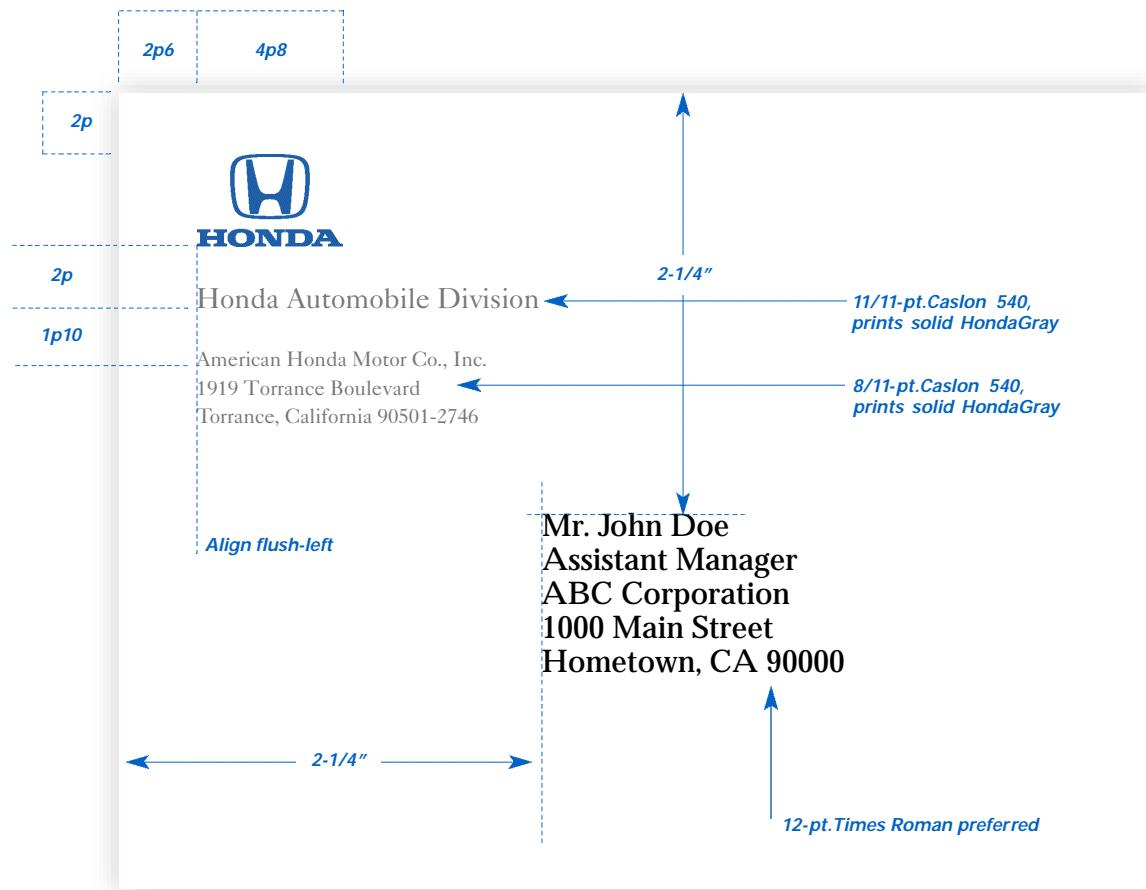


Automobile Division Mailing Label

3.5a

Show here is an example of the Honda Automobile Division mailing label (5-1/2" x 4-1/4").

Carefully follow the specifications shown here to create your own mailing-label artwork.



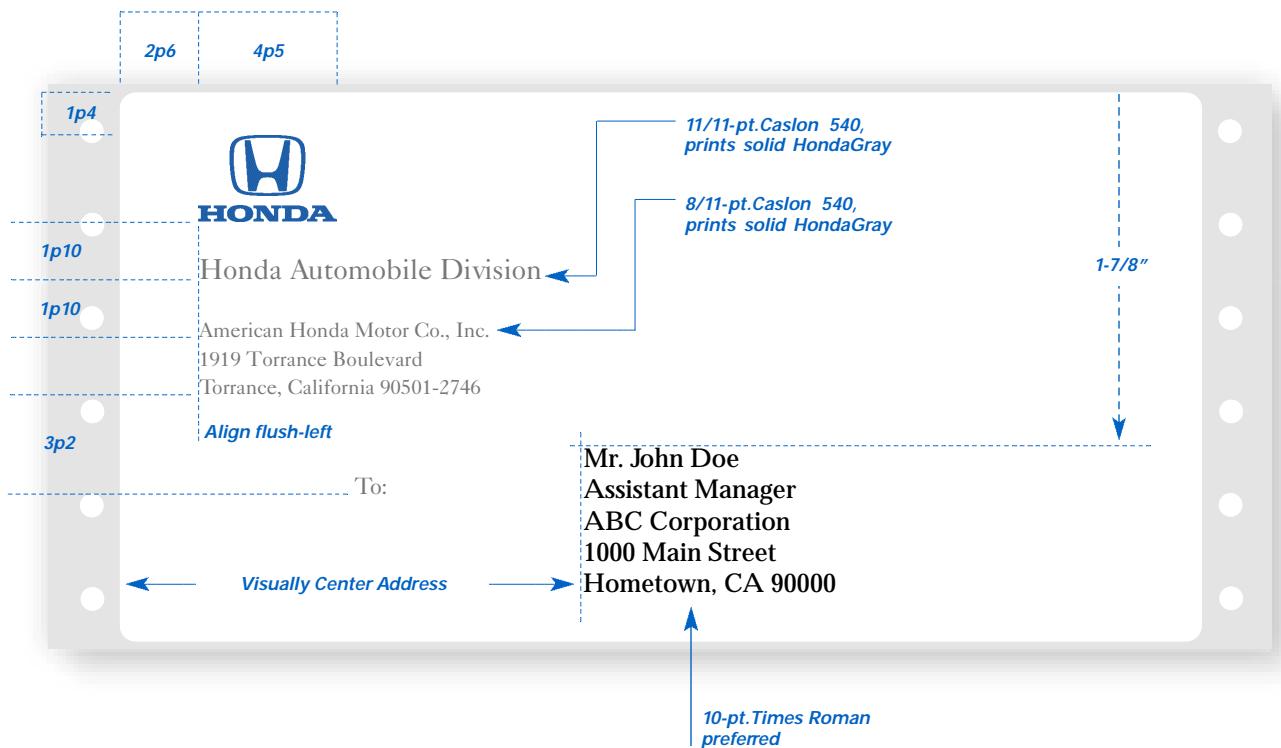
5-1/2" x 4-1/4"

Automobile Division Tractor-Feed Label

Show here is an example of the Honda Automobile Division tractor-feed mailing label (5-3/4" x 3").

The tractor-feed mailing labels come on a roll with a wax-backed base for easy peeling.

Carefully follow the specifications shown here to create your own tractor-feed mailing-label artwork.



5-3/4" x 3"

Automobile Division Fax Form

3.6a

Show here is an example of the Honda Automobile Division fax form, detailing its construction. Do not alter the form of the artwork in any way.

The body of the fax shows you the preferred way to structure your fax, and, at the same time, ensure that every fax is clean, businesslike and readable.

Fax-form template artwork in both Windows® and Macintosh formats is provided for you on the CD-ROM located in the back-inside cover of this guide.

The fax form template includes the following features:

- Header Area:** Includes the Honda logo and a large "Fax" label.
- Text Fields:** Fields for Date (September 23, 2001), To (John Doe), From (Jane Smith), and Total Pages Sent (3).
- Text Content:** A sample message starting with "Dear Mr. Doe:" followed by instructions for faxing.
- Margins:** Guidelines for left and right margins (3/4") and top/bottom margins (1").
- Signature:** A sample signature with the note "3 or 4 lines".
- Sender's Info:** Fields for Sender's Name and Title.
- Footnote:** A note stating "Body of letter sets in 12-pt. Times Roman, flush-left".
- Scale:** A note indicating "NOT ACTUAL SIZE".

Annotations on the left side of the form indicate specific line heights and margin widths:

- Top margin: 1"
- Left margin: 3/4"
- Right margin: 3/4"
- Text area height: 4p6 (top) and 4p8 (bottom)
- Header height: 3p3
- Text area width: 1 line (for date, to, from, pages sent)
- Text area width: 3 lines (for message)
- Text area width: 1 line (for closing)
- Text area width: 2 lines (for signature)
- Text area width: 3 or 4 lines (for signature)

Automobile Division Memo Form

Shown here is an example of the Honda Automobile Division memo form, detailing its construction. Do not alter the form of the artwork in any way.

The body of the memo shows you the preferred way to structure your memo, and, at the same time, ensures that every memo is clean, businesslike and readable.

Memo-form template artwork in both Windows® and Macintosh formats is provided for you on the CD-ROM located in the back-inside cover of this guide.

4p6 ----- 4p8

3p3

HONDA

Memo

Date: September 23, 2001
To: John Doe
From: Jane Smith
Subject: Memo Form Format

3 lines

1 line

Dear Mr. Doe:

When typing a memo, follow this page as a guide. The clean and organized structure of the flush-left format gives your memo a highly professional look. The use of 12-point Times Roman typeface is preferred.

1 line

Set the left and right margins of the page at 3/4". Do not indent the first line of paragraphs, and always skip one line between paragraphs.

Having completed your memo, skip two lines between the last line of the paragraph and the closing. Then skip three or four lines between the closing and the sender's typed name, which will allow enough space for the sender's signature.

2 lines

Sincerely,

3 or 4 lines

Signature

Sender's Name
Title

Body of letter sets in 12-pt.
Times Roman, flush-left

3/4"

3/4"

1"

Automobile Division Business Forms

3.7a

Internal Automobile Division business forms typically have limited space for the signature and form name identification.

The examples here show the preferred masthead design for identifying corporate forms.

Use of the Secondary Signature accommodates the minimal amount of space available on forms for the signature

HONDA

The title of the form should be set in 18-pt. Caslon 540, flush-right with the margin and base-aligned with the signature

Travel Authorization

TRAVELER'S NAME:	EMP NO.:	COST CENTER NO.:					
PREPARED BY:	EXT.:	PROJECT NO.:					
CHARGE TO:							
<input type="checkbox"/> Business Travel 61300 <input type="checkbox"/> Interview 61044 <input type="checkbox"/> Cash 13001 (Receipt Attached) <input type="checkbox"/> Other (Acct. #) <input type="checkbox"/> Relocation 61040							
CLASS OF FLIGHT SERVICE:							
<input type="checkbox"/> First Class* <input type="checkbox"/> Coach <input type="checkbox"/> Other _____							
COST:							
A. Business Fare	\$ _____	Reason for First Class _____					
B. Personal Fare	\$ _____						
Total Fare	\$ _____	* Approval for First Class (Functional Vice President)					
FROM CITY	TO CITY	SUGGESTED FLIGHT	ACTUAL FLIGHT	DATE	DEPARTURE TIME	ARRIVAL TIME	STATUS
SPECIAL REQUIREMENTS:							
1. Non Smoking <input type="checkbox"/> ...or... Smoking <input type="checkbox"/>		3. Special Menu _____					
2. Window <input type="checkbox"/> ...or... Aisle <input type="checkbox"/>		4. Other _____					
IS HOTEL RESERVATION TO BE MADE?			IS AUTO RENTAL TO BE MADE?				
No, Explain _____			No _____				
Yes, Hotel Preference _____			Yes _____				
PURPOSE/JUSTIFICATION FOR TRIP: _____							
Employee _____ Date _____		Date Ticket Needed: _____		E. EDUCATION and TRAINING			
Manager _____ Date _____		Agency: _____		High School Yes _____ No _____ College Degree(s) Yes _____ No _____ Type _____ Major _____ Certificate(s) _____ Training/In-house seminars: _____			
Assistant _____							
Vice President _____							
Functional Vice President _____							
Travel _____							
Corporate Procurement _____							
White/Travel		Canary/Accounting		Pink/Originator		07-426001 (4/87)	

Office Phone _____

M. _____

Hire Date _____ Time in Present Position _____

POSITION: _____

PG _____ Division _____ Work State/District _____

PG _____ Fr _____ To _____ Work State/District _____

PG _____ Fr _____ To _____ Work State/District _____

PG _____ Fr _____ To _____ Work State/District _____

PG _____ Fr _____ To _____ Work State/District _____

PG _____ Fr _____ To _____ Work State/District _____

PG _____ Fr _____ To _____ Work State/District _____

PG _____ Fr _____ To _____ Work State/District _____

PG _____ Fr _____ To _____ Work State/District _____

LS to open position. _____

E. EDUCATION and TRAINING

High School Yes _____ No _____
 College Degree(s) Yes _____ No _____ Type _____
 Major _____
 Certificate(s) _____
 Training/In-house seminars: _____

the position for which you are applying. _____

*First Level Supervisor _____ Date _____

Employee _____ Date _____

*Second Level Supervisor/Manager _____ Date _____ Job Title _____

*Your signature indicates you are aware this employee is seeking another position and may be contacted for an interview.

EMPLOYEE RELATIONS USE ONLY

A. Status: IV: Y N	B. Placement: Promoted (P) Transferred (T) Not Placed (NP)	C. Date filed _____	D. Date Employee notified of Status/Placement _____
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NOT ACTUAL SIZE

Distribution: WHITE and CANARY: Employee Relations PINK: Employee
 ©1990 American Honda Motor Co., Inc. - All Rights Reserved GXX 14083 (9008)

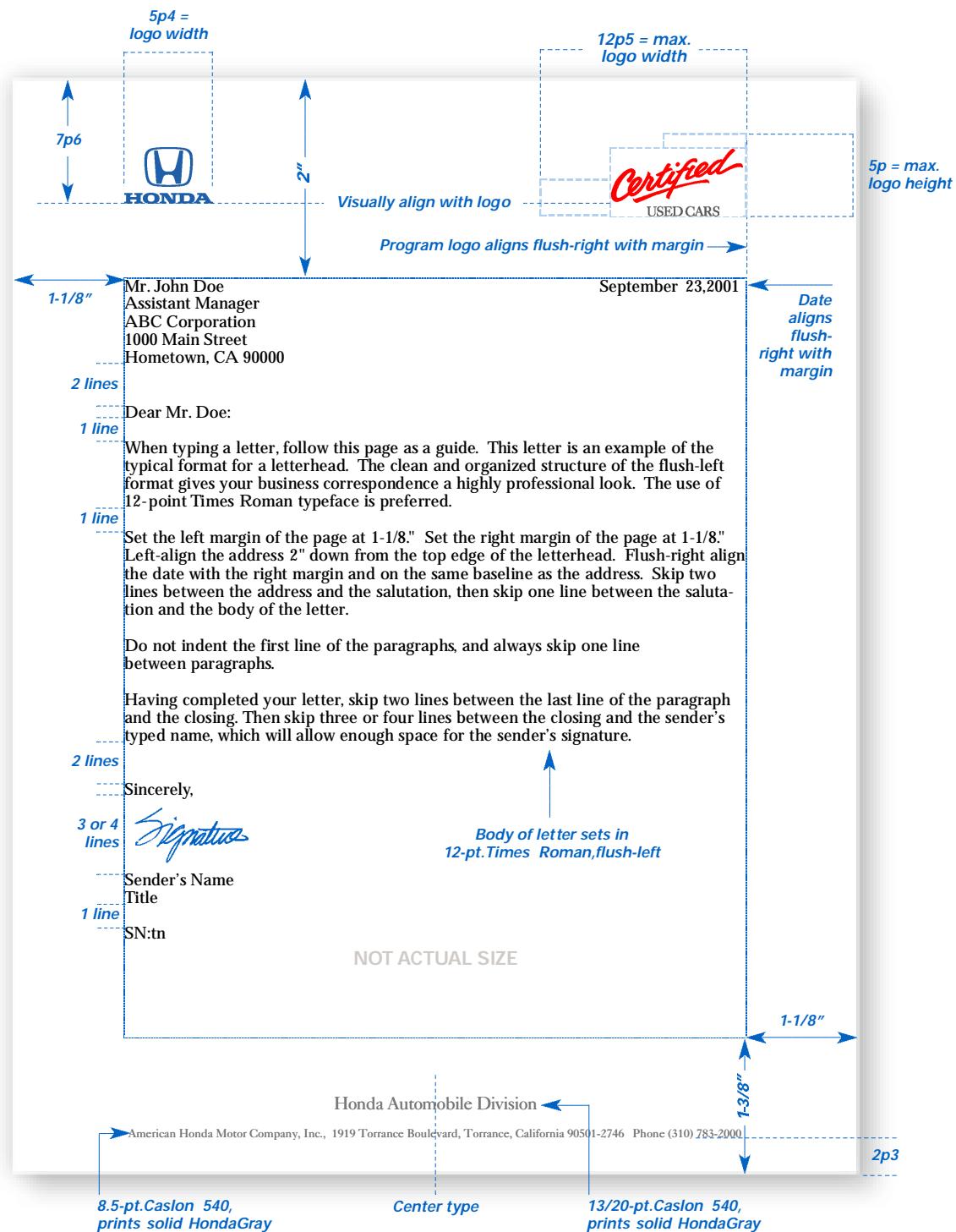
Program Letterhead

3.8a

Shown here is an example of the Honda Automobile Division program letterhead, detailing the construction of the letter.

Caution should be exercised in determining the size of the program logo. Be sure that it is carefully balanced with the size of the Honda signature and never used in

such a way that it overpowers the Automobile Division signature. Carefully follow the specifications shown here to create your own program-letterhead artwork.



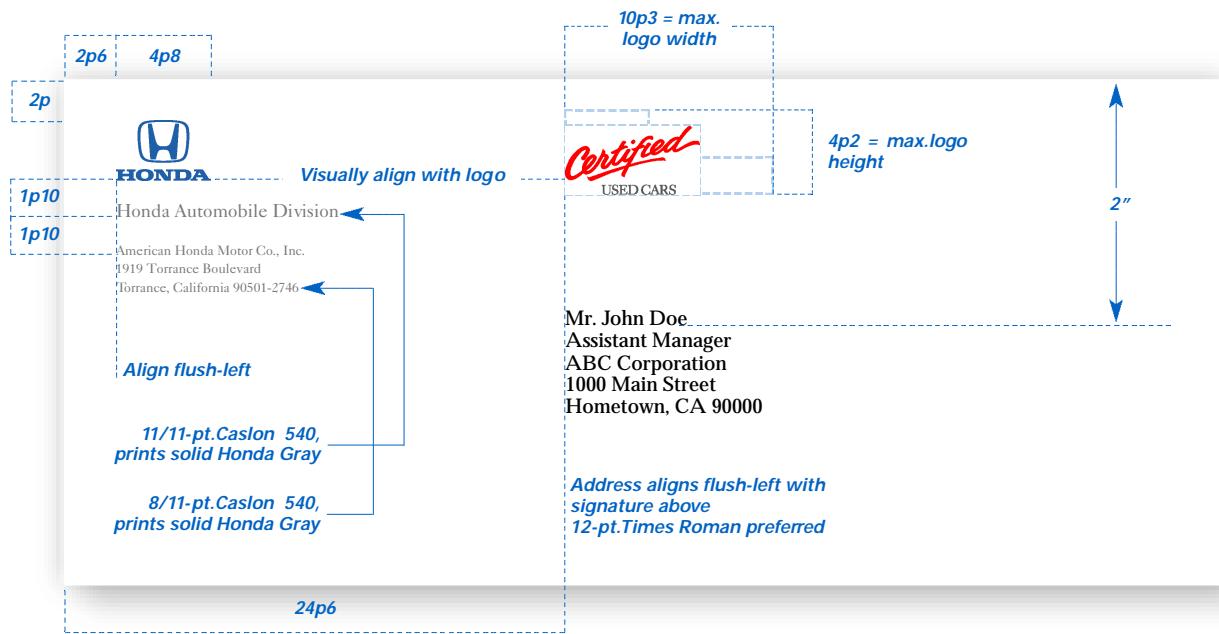
Program Envelope

3.9a

Shown here is an example of the Honda Automobile Division program envelope (#10), detailing the construction of the envelope.

Caution should be exercised in determining the size of the program logo. Be sure that it is carefully balanced with the size of the Honda signature and never used in such a way that it overpowers the Automobile Division signature.

Carefully follow the specifications shown here to create your own program-envelope artwork.



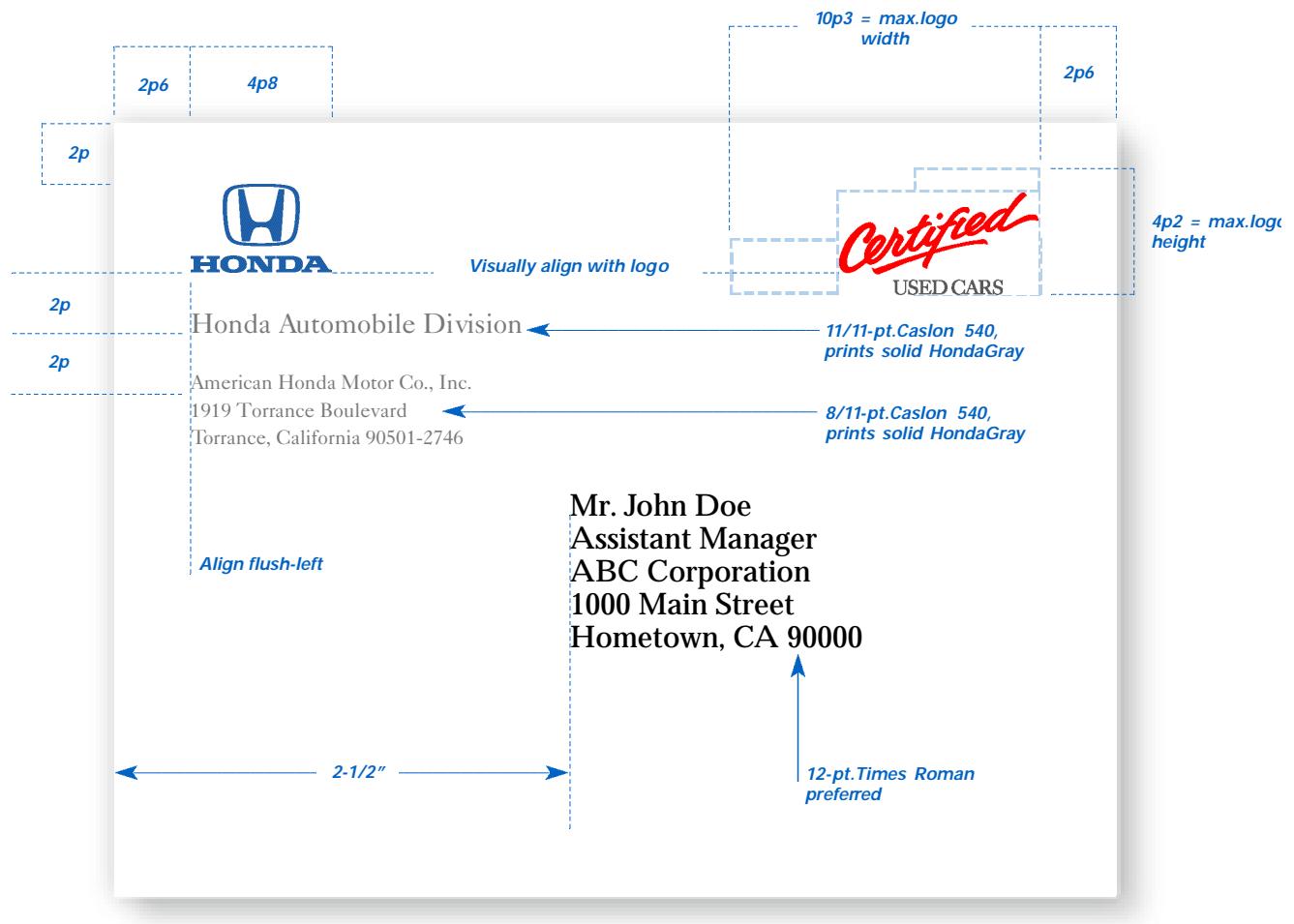
Program Mailing Label

3.10a

Show here is an example of the Honda Automobile Division program mailing label, detailing its construction.

Caution should be exercised in determining the size of the program logo. Be sure that it is carefully balanced with the size of the Honda signature and never used in such a way that it overpowers the Automobile Division signature.

Carefully follow the specifications shown here to create your own program mailing-label artwork.



5-1/2" x 4-1/4"

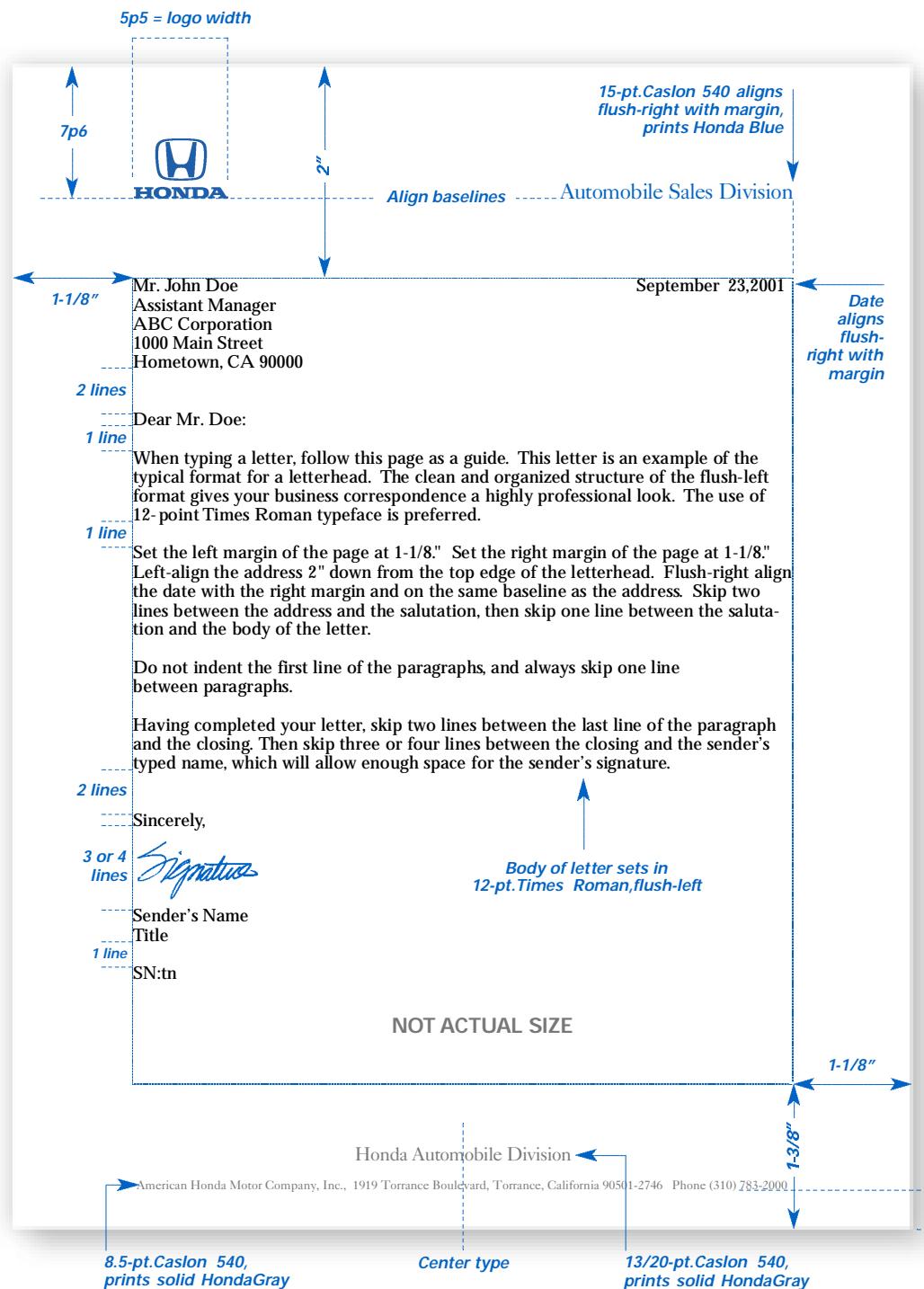
Department Letterhead

3.11a

Show here is an example of the Honda Automobile Division department letterhead, detailing the construction of the letter.

The only departments authorized to use this letterhead are the Automobile Sales Division, Service Division and Parts Division.

Carefully follow the specifications shown here to create your own department-letterhead artwork.



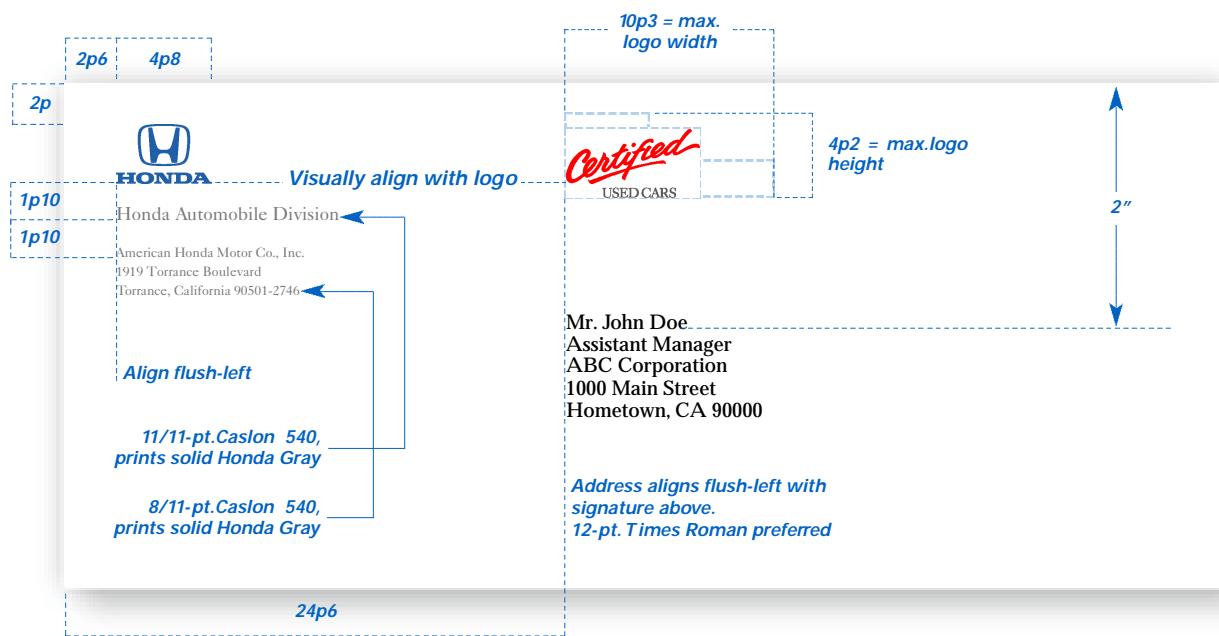
Department Envelope

3.12a

Shown here is an example of the Honda Automobile Division department envelope (#10), detailing the construction of the envelope.

The only departments authorized to use this envelope are the Automobile Sales Division, Service Division and Parts Division.

Carefully follow the specifications shown here to create your own department-envelope artwork.

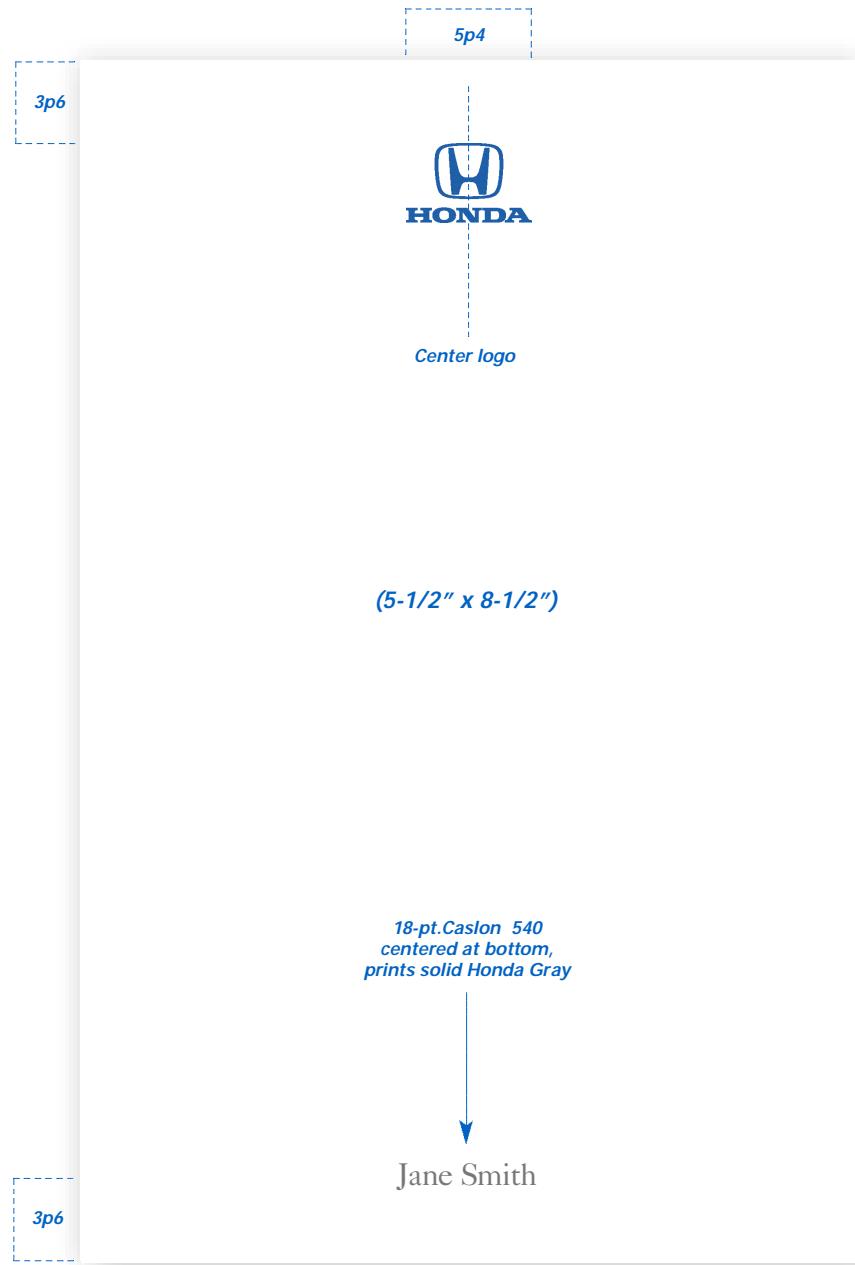


Personal Notepad

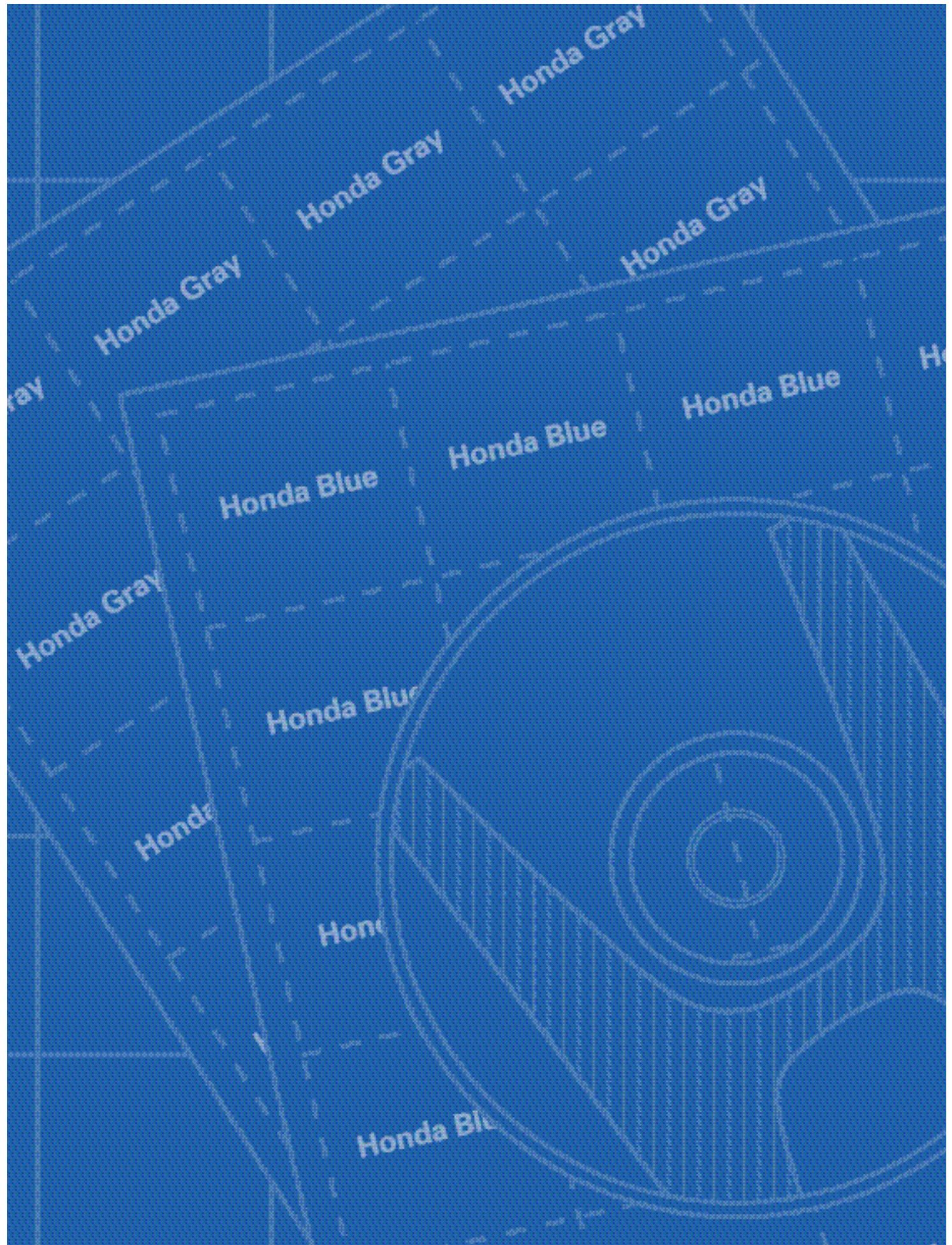
3.13a

Show here is an example of
the Honda Automobile Division
personal notepad.

Carefully follow the specifications
shown here to create your own
personal-notepad artwork.



NOT ACTUAL SIZE



Reproduction Materials Introduction

4.1

This section contains materials to be used for accurately reproducing the Automobile Division signatures and colors in the production of printed materials.

In order to maintain the most consistent color match, sample color chips of the Automobile Division colors are provided here. Printers should refer to these chips to accurately match colors. It's important for every Honda supplier to maintain this color standard.

Please note that when reproducing the Automobile Division signatures for either a very large banner or for an extremely small item (such as a button), it would be best to have your printer or designer pick up the needed signatures from the digital files on the CD-ROM located at the back of this guide. We have included these signatures, along with fax and memo templates in both PC and Macintosh versions, for your use.

Primary Signature

4.2



HONDA

Secondary Signature

4.3

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HONDA

H-Mark Symbol

4.4



Accurate color matching and consistency are integral to maintaining the Honda identity. Therefore, it is essential that all color standards are carefully followed and adhered to.

To assist you in maintaining these color standards, refer not only to the color chips at the end of this section, but also to the information on this page as well. Color chips should be given to your printer for accurate color matching.

Always be sure to approve a dry sample of the color since dark colors will tend to dry lighter.

Honda Blue* on Coated or Uncoated Stock

Refer to the Honda Blue color chips included in this section *to be sure* your printer is matching Honda Blue. Keep in mind this color will lighten *even more* than on coated stock during the drying process, so it should be run at an even higher density on press to compensate. Check a dry sample before approving color.

Honda Blue Process Color Equivalent

The preferred method of reproducing Honda Blue is to print a single match color; however, this is not always practical. When it is necessary to reproduce Honda Blue using four-color process, the following CMYK equivalent formula may be used: 91% Cyan, 43% Magenta.

Honda Gray** on Coated or Uncoated Stock

Refer to the Honda Gray color chips included in this section *to be sure* your printer is matching Honda Blue. Keep in mind this color will lighten slightly during the drying process, so it should be run at a higher density on press to compensate. Check a dry sample before approving color.

Honda Gray Process

Do not use four-color process to reproduce Honda Gray. This method of reproducing the color produces poor results. Whenever four-color process is available, the preferred Honda Blue equivalent should be used. (*See Honda Blue Process Color Equivalent for formula.*)

*In lieu of Honda Blue, you may use PANTONE® 285, the standard for which is as shown in the current edition of the PANTONE formula guide. The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard.
PANTONE® is the property of Pantone, Inc.

**In lieu of Honda Gray, you may use PANTONE® Cool Gray 9, the standard for which is as shown in the current edition of the PANTONE formula guide. The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard.
PANTONE® is the property of Pantone, Inc.

Honda Blue (Coated)

4.6

Honda Blue (Uncoated)

4.7

Honda Gray (Coated)

4.8

In lieuof Honda Gray, you may use PANTONE® Cool Gray 9 C, the standard for which is as shown in the current edition of the PANTONE formula guide. The color shown here has not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. PANTONE® is the property of Pantone, Inc.

In lieuof Honda Gray, you may use PANTONE® Cool Gray 9 C, the standard for which is as shown in the current edition of the PANTONE formula guide. The color shown here has not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. PANTONE® is the property of Pantone, Inc.

In lieuof Honda Gray, you may use PANTONE® Cool Gray 9 C, the standard for which is as shown in the current edition of the PANTONE formula guide. The color shown here has not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. PANTONE® is the property of Pantone, Inc.

In lieuof Honda Gray, you may use PANTONE® Cool Gray 9 C, the standard for which is as shown in the current edition of the PANTONE formula guide. The color shown here has not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. PANTONE® is the property of Pantone, Inc.

In lieuof Honda Gray, you may use PANTONE® Cool Gray 9 C, the standard for which is as shown in the current edition of the PANTONE formula guide. The color shown here has not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. PANTONE® is the property of Pantone, Inc.

In lieuof Honda Gray, you may use PANTONE® Cool Gray 9 C, the standard for which is as shown in the current edition of the PANTONE formula guide. The color shown here has not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. PANTONE® is the property of Pantone, Inc.

Honda Gray (Uncoated)

4.9

