

Mitsubishi Motors Visual Identity Manual

Basic elements

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Basic elements chart

The Basic elements comprise Corporate Marks, Corporate Colors and Corporate Typeface. These elements are the core for visually expressing the latest Visual Identity System of Mitsubishi Motors. Appropriate use of these elements will coherently express the Mitsubishi Motors brand image, and provide needed consistency. Please follow this Manual when producing items incorporating any or all of the Basic elements.

Corporate Marks

Vertical Corporate Mark



Horizontal Corporate Mark



Corporate Colors

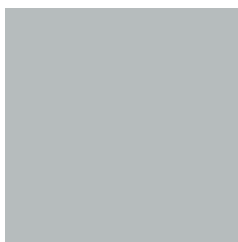
Mitsubishi Motors Red



Mitsubishi Motors Black



Mitsubishi Motors Silver



Corporate Typography

Dealer name and other information

Dealer Name

Departmental Descriptors

**Service
Genuine Parts
Used Cars**

Corporate Marks

There are two types of Corporate Mark: vertical and horizontal, with the vertical type predominantly used. As explained elsewhere, prescribed usage of the horizontal Corporate Mark is limited to extended horizontal applications such as Fascia. Please ensure that the vertical Corporate Mark is used in all other applications.

Vertical Corporate Mark



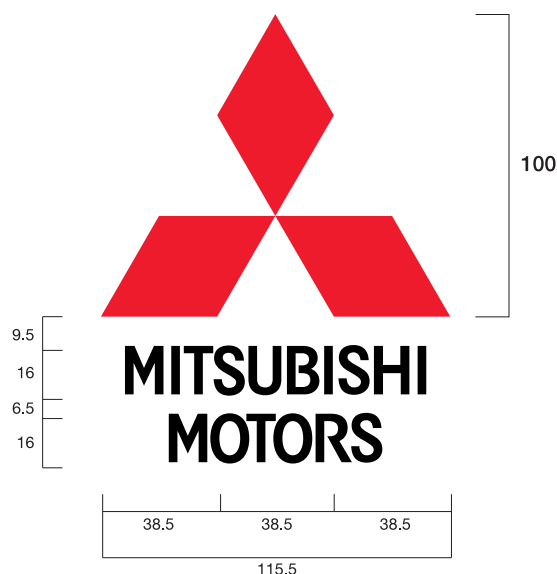
Horizontal Corporate Mark



Principles of Corporate Marks - 1

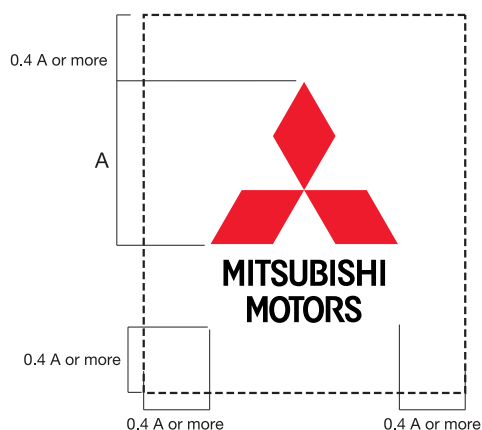
The Corporate Marks are the most important factors of the Mitsubishi Motors design system, and are used in many of the Mitsubishi Motors visual images. Mitsubishi Motors uses the two legitimate variations of vertical and horizontal Corporate Marks illustrated below. Use these Corporate Marks based on the specified rules.

Vertical Corporate Mark



All above figures are calculated assuming the height of the three-diamond Corporate Mark to be 100.

Isolation space for Corporate Marks



As it is strictly required that Corporate Marks always be clearly visible and legible, the Corporate Mark must be bordered on all sides by isolation space. Do not place any design elements, sentences, etc., within isolation space of Corporate Marks.

Minimum size



It is important when reproducing the Corporate Mark that "Mitsubishi Motors" is clearly visible. If it is reproduced too small and without care there is a danger that it will become illegible. If this happens, the Corporate Mark will not communicate properly and will give the impression of poor quality.

Principles of Corporate Marks - 2

The Corporate Marks are the most important factors of the Mitsubishi Motors design system, and are used in many of the Mitsubishi Motors visual images. Mitsubishi Motors uses the two legitimate variations of vertical and horizontal Corporate Marks illustrated below. Use these Corporate Marks based on the specified rules.

Horizontal Corporate Mark



All above figures are calculated assuming the height of the three-diamond Corporate Mark to be 100.

Isolation space for Corporate Marks



Minimum size



As it is strictly required that Corporate Marks always be clearly visible and legible, the Corporate Mark must be bordered on all sides by isolation space. Do not place any design elements, sentences, etc., within isolation space of Corporate Marks.

It is important when reproducing the Corporate Mark that "Mitsubishi Motors" is clearly visible. If it is reproduced too small and without care there is a danger that it will become illegible. If this happens, the Corporate Mark will not communicate properly and will give the impression of poor quality.

Reproducing Corporate Marks

It is recommended that the Corporate Mark is reproduced on a white background with the three diamonds in red and “Mitsubishi Motors” in black. This is the standard specification for reproduction of the Corporate Mark and must be used wherever possible. However, for applications where this color combination cannot be used, it is acceptable to reproduce the Corporate Mark in the alternative color combinations shown below.

When reproducing the Corporate Mark, it is important to take the balance of background colors into consideration. The guide below shows the balance between the permissible color combinations of the Corporate Mark and the background colors. Select the most suitable combination for each particular application.

Two-color reproduction

White background
0% tint



 MITSUBISHI MOTORS

Bright background
0-40% tint



 MITSUBISHI MOTORS

Medium value background
40-70% tint



 MITSUBISHI MOTORS

Black or dark background
70-100% tint



 MITSUBISHI MOTORS

Single-color reproduction

White background
0% tint



 MITSUBISHI MOTORS

Bright background
0-40% tint



 MITSUBISHI MOTORS

Medium value background
40-70% tint



 MITSUBISHI MOTORS

Black or dark background
70-100% tint



 MITSUBISHI MOTORS

Incorrect use of Corporate Marks

As the core element of the Visual Identity System, the Corporate Marks must never be distorted, redrawn or modified. Always use the artwork supplied in this manual to reproduce the Corporate Marks. Illustrated below are some examples of incorrect reproduction of the Corporate Marks.

Vertical Corporate Mark



Incorrect
The three-diamond mark must not be used without "MITSUBISHI MOTORS".



Incorrect
Even subtle alterations, like enlarging "MITSUBISHI MOTORS" to the width of the three diamonds, are not permitted.



Incorrect
Do not change the basic color scheme.



Incorrect
Deleting the words "MITSUBISHI MOTORS" and combining the three diamonds with another word is not permitted.



Incorrect
Do not use different typefaces for "MITSUBISHI MOTORS".



Incorrect
Do not use an outline around the three diamonds or change the color of "MITSUBISHI MOTORS".



Incorrect
Do not distort the Corporate Mark.



Incorrect
Do not reproduce the Corporate Mark as a pattern.

Horizontal Corporate Mark



Incorrect
Do not alter the positions of either "MITSUBISHI MOTORS" or the three diamonds in any way.



Incorrect
Even subtle alterations, like enlarging "MITSUBISHI MOTORS" to the height of the three diamonds, are not permitted.



Incorrect
Do not change the basic color scheme.



Incorrect
Deleting the words "MITSUBISHI MOTORS" and combining the three diamonds with another word is not permitted.



Incorrect
Do not use different typefaces for "MITSUBISHI MOTORS".



Incorrect
Do not use an outline around the three diamonds or change the color of "MITSUBISHI MOTORS".



Incorrect
Do not distort the Corporate Mark.



Incorrect
Do not reproduce the Corporate Mark as a mirror image.

Corporate Colors

The three colors of Mitsubishi Motors Red, Mitsubishi Motors Black and Mitsubishi Motors Silver are important elements in structuring the Mitsubishi Motors Visual Identity System, as well as in displaying the Mitsubishi Motors brand. These three colors must be used in all cases where Mitsubishi Motors Corporate Marks are displayed, and all applications must follow the specified color code. No other colors besides these three colors should be used with or positioned near the Corporate Mark.

Mitsubishi Motors Red



Special ink color

PANTONE - 485C

4-color process

Magenta 100%

Yellow 100%

Mitsubishi Motors Black



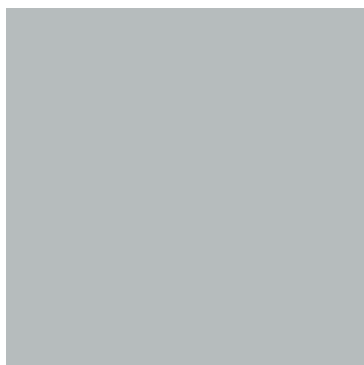
Special ink color

PANTONE - Process Black

4-color process

Black 100%

Mitsubishi Motors Silver



Special ink color

PANTONE - 877C

Mitsubishi Motors Gray is used only when Mitsubishi Motors Silver cannot be used due to printing limitations.

Mitsubishi Motors Gray

**PANTONE
- Cool Gray 5C**



4-color process

Black 30%

Colors and materials specifications

These specifications provide the closest possible match to the Corporate Colors. Although they do not all match the samples exactly, they do fall within an acceptable tolerance of the individual colors. If none of the specifications are available, or a different process is being used, a color sample must be used and matched as closely as possible.

**Mitsubishi Motors
Red**




**Mitsubishi Motors
Black**



**Mitsubishi Motors
Silver**



Special ink color	PANTONE - 485C	PANTONE - Process Black	PANTONE - 877C Mitsubishi Motors Gray is used only when Mitsubishi Motors Silver cannot be used due to printing limitations.
			Mitsubishi Motors Gray PANTONE - Cool Gray 5 
4-color process	Magenta 100% Yellow 100%	Black 100%	Black 30%
Web	ED0000	000000	CCCCCC (Gray)
Paint	RAL 3020 Traffic red	RAL 9017 Traffic black	RAL 9022 Pearl light gray
Vinyl	3M Scotchcal SC 7725-13 SC 100F-13 (Europe only)	3M Scotchcal SC 7725-12 SC 100F-12 (Europe only)	3M Scotchcal SC 7725-120 SC 100F-58 (Europe only)
	Translucent red use SC 3630-33	Translucent black use M-BS-T (Japan only)	

Corporate Typography

Typography is the design process applied to create a style for the way written information is presented. It is used to present a hierarchy of information in an interesting and dynamic way. The consistent application of Mitsubishi Motors Corporate Typography, in conjunction with the Corporate Mark and Corporate Colors, creates a unique typographic style which is the visual property of Mitsubishi Motors. It makes all communications instantly recognizable, differentiating Mitsubishi Motors from the competition.

Typeface

The Mitsubishi Motors Typeface is Avant Garde Gothic Condensed - Demi*. It is a standard typeface and has been chosen for its balance and compatibility with the Corporate Marks. Avant Garde Gothic Condensed - Demi should be used for the majority of applications to maintain consistency as well as a unique typographic style. The typeface is used for Departmental Descriptors (for which artwork is supplied), and for locally produced applications such as Dealer Names on signs.

*Mitsubishi Motors specifies the Avant Garde Gothic Condensed - Demi typeface which is a registered product of ITC. Please purchase the typeface either directly from the ITC Website <http://www.itcfonts.com/>, or any ITC-approved dealer.

Dealer Name and other information

Dealer Name

Departmental descriptors

Service Genuine Parts Used Cars

Avant Garde Gothic Condensed - Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typeface

The Mitsubishi Motors Typeface, Avant Garde Gothic Condensed - Demi, is used for the Departmental descriptors for which artwork is supplied and for locally produced applications such as Dealer Names on signs. It can be supported by two other character weights, Book and Medium. These are used on stationery and other print applications for secondary information.

Demi

Avant Garde Gothic Condensed - Demi

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Book and Medium

Avant Garde Gothic Condensed - Book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Avant Garde Gothic Condensed - Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Typeface

Dealer Name and other information

The Mitsubishi Motors Typeface, Avant Garde Gothic Condensed - Demi, should also be used for information produced locally. Care should be taken that the words are letterspaced correctly. The Demi character weight can be supported by the two other character weights, Book and Medium, which should be used on stationery and other applications for secondary information. The Dealer Name should be in both upper and lower case letters.

Dealer Name

Departmental Descriptors

Departmental Descriptors have been developed to identify and promote the Mitsubishi Motors offers of 'Service', 'Genuine Parts', and 'Used Cars'. Descriptors should be presented in Avant Garde Gothic Condensed - Demi typeface, and applied as design elements to differentiate each offer.

Service Genuine Parts Used Cars

Selecting non-Roman typefaces

Mitsubishi Motors recommends that English be used as the international language. However, to ensure that the Corporate Typography is effective throughout the world, consideration has been given to the use of non-Roman typefaces in certain markets. In these markets, it is essential to choose an alternative typeface that will have similar values to Avant Garde Gothic Condensed - Demi.

ศูนย์บริการ

Thai - Specially designed typeface

售后服务

Chinese - Hei extra bold

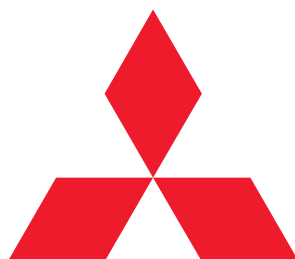
الخدمة

Arabic - Yakout bold

Artwork

The Artwork displayed below is provided for two-color and single-color reproductions of the Corporate Mark. A special Pantone color is prescribed for the two-color reproductions while black is prescribed for the single-color reproductions. Please select and copy the artwork to suit your usage. All artwork data is in outline format.

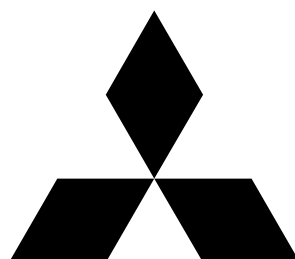
Corporate Marks: Two-color reproduction



**MITSUBISHI
MOTORS**



Corporate Marks: Single-color reproduction



**MITSUBISHI
MOTORS**



Artwork

When using Departmental descriptors, please observe the letterspacing shown herein. Corporate Colors consist of a Pantone color and a four-color process. Color reproductions must follow the Corporate Color regulations. Please select and download one that suits your application.

Departmental Descriptors: Single-color reproduction

Service Genuine Parts Used Cars

Corporate Colors: PANTONE

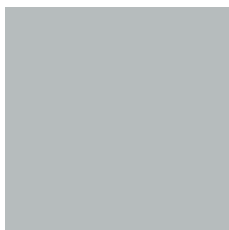
Mitsubishi Motors Red



Mitsubishi Motors Black



Mitsubishi Motors Silver



Mitsubishi Motors Gray



Caution 1

Pantone-485C is the prescribed Mitsubishi Motors Red. Converting this into CMYK on the computer results in Magenta 100% + Yellow 91%, but for a four-color process please use Magenta 100% + Yellow 100% to compensate for the difference in brightness in color development.

Caution 2

Use of any black other than PANTONE-process black, which is the prescribed Mitsubishi Motors Black, is strictly forbidden. Subtle color differences can potentially change the impression conveyed by the Corporate Mark.

Caution 3

For Mitsubishi Motors Silver, please use the prescribed PANTONE-877C as much as possible. When this is physically impossible, please use PANTONE-Cool Gray 5C, which is the prescribed Mitsubishi Motors Gray. The same applies to four-color reproductions: as far as possible, use four colors + one special [Pantone] color reproduction. Use of Black 30% is permitted only when it is physically impossible to use these colors.

Corporate Colors: 4-color process

Mitsubishi Motors Red



Mitsubishi Motors Black



Mitsubishi Motors Silver

