

**SUZUKI RED - PANTONE 485**

Official Suzuki Red can also be produced by mixing ink according to the following percentages: 100% Yellow, 100% Magenta

SUZUKI BLUE - PANTONE 294

Official Suzuki Blue can also be produced by mixing ink according to the following percentages: 100% Cyan, 70% Magenta

For 4-color applications, the official Suzuki name logo should always appear in Suzuki Blue. Likewise, the "S" logo should always appear in Suzuki Red.

SPACING GUIDE

It is very important to provide sufficient space around the official design format to ensure that the Suzuki logo remains clearly visible and uncluttered by neighboring design elements. The ratios given here represent the **minimum spacing** required in any given application. It is acceptable to use either the Suzuki logo or the logo with website.

**DARK BACKGROUNDS**

If the logo is used on a dark background (such as dirt, camouflage, pavement or other), then it is permissible to use white-outlined logos. As illustrated in these examples, when the Suzuki logo is 90mm wide, the line weight of white outline should be 0.5mm and added around each character and the "S" mark. Examples shown here illustrate correct use of logos with backgrounds. (When used on dark backgrounds, www.suzukicycles.com should be white.)



COLORED BACKGROUND FOR SAMPLE ONLY

BLACK & WHITE

When using the Suzuki logo in black & white, the type and "S" mark should be 100% black. A white outline should be used when against a dark background. The black should be 100% black for both the characters and the "S" mark. No white outline is necessary if the black & white logo appears against a white or light colored background. Examples shown here illustrate correct use of black & white logos.

**INCORRECT USES**

Do not alter the logo by skewing, stretching, squishing, adding additional wording, using Suzuki without the "S" mark, adding a glow, adding a drop shadow or otherwise compromising the integrity of the original artwork by other means.



SUZUKI LOGO DETAILS

