

# Corporate Symbol, Color and Company Name Display

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## Corporate Symbol

The shape of the corporate symbol should be accurately reproduced. For this reason, the digital data shown below should be used in principle.

The corporate symbol functions as the core element of I.VIS, or a symbol of the corporate vision of "Isuzu as a trusted transportation partner helping to create a rich lifestyle." Please read and understand "Notes" on Page 1-1 before use.

The image shows the Isuzu corporate logo, which consists of the word "ISUZU" in a bold, red, sans-serif typeface. The letters are thick and blocky, with a distinctive slanted 'S' and 'Z'. The logo is centered horizontally and occupies a significant portion of the page.

## Corporate Symbol Isolation Zone

The corporate symbol must be highly recognizable. For this reason, sufficient space should be maintained between the symbol, its background and surrounding elements. This ensures visual independence of the symbol.

Separation between the corporate symbol and other display elements is referred to as the isolation zone, and minimum distances are defined in I.VIS. When displaying the corporate symbol, space equal to or greater than these minimums should be secured. Please avoid placing other visual elements, powerful patterns, text or color in the background or areas surrounding the corporate symbol. The isolation zone figures below are minimums. The largest space possible should be secured for actual display.



### Minimum size



To ensure legibility, the symbol should not be used in a smaller size than shown.

## Combination with Background Color

- Red on white background is the standard form of the corporate symbol

The image shows the ISUZU corporate symbol in a bold, red, sans-serif typeface. The letters are evenly spaced and centered within a white rectangular frame.



- Black-and-white printing

The image shows the ISUZU corporate symbol in a bold, black, sans-serif typeface on a white background.

Corporate symbol: black on white background.



Letters outlined by black background.

Corporate Color	<p><b>Isuzu Red: The color represents the sun and Isuzu's passion for innovation.</b></p> <div data-bbox="647 658 745 799">  <p>Isuzu Red</p> </div> <ul style="list-style-type: none"> <li>■ Approximate color of print-use color chip</li> <li>■ Resolution color (CMYK) (monitor display CMYK)</li> <li>■ Approximate color marking film</li> <li>■ Monitor display (s RGB)</li> <li>■ Multimedia (hexadecimal notation)</li> <li>■ Designated paint color</li> <li>■ Munsell value H V/C</li> </ul> <p>PANTONE RED 485C DIC 198 TOYO88 CF0098 Y:100%/M:100% Y:255/M:255 Sekisui Tack Paint:TPS167 Lintec Viewcal 900 Series:VC9435 3M Scotchcal:JS-6209 Graceful Red Nakagawa Chemical NOCS2500:NOCS 45-09 R:255/G:0/B:0 #FF0000</p> <p>Kansai Paint:F/No.03-384-0334 Isuzu Red 7.1R 4.6/13.9 equivalent</p>
Base Color	<p><b>White : Base color that effectively brings out Isuzu Red. Expresses clean integrity and sincerity.</b></p> <div data-bbox="647 842 745 983">  <p>White</p> </div> <p>For printed matter, a color generally recognized enhances legibility. Munsell value W10 equivalent.</p>

## Examples of Prohibited Use of Corporate Symbol and Color

### ■ Corporate symbol display

The corporate symbol has maximum effect only when correctly displayed. Shown below are examples of wrong usages. Care should be taken when the symbol is displayed.



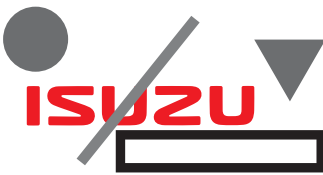
Backgrounds that detract from recognition of the symbol should be avoided.



Distance between letters should not be decreased or increased.



Other elements should not be added.

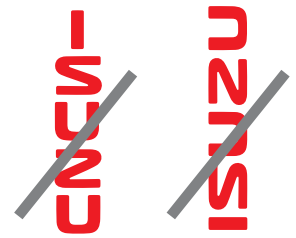


No powerful graphics should be placed nearby.



The symbol should not be displayed on two lines.

Taking into account their contribution to international strategy today and in the future, the **ISUZU** letters were chosen as the corporate symbol in the new design system.



The symbol should not be displayed vertically.



Shadow should not be added.



Creation of new symbols by combining the corporate symbol should be avoided.

### ■ Corporate symbol display in color

The corporate symbol color should always be accurately displayed in a uniform manner and be highly recognizable. Shown below are examples of wrong usages in color display of the corporate symbol. Care should be taken to keep the symbol recognizable.



The symbol should not be displayed in colors other than the designated color.



The symbol should not be displayed in two-tone color.



Shadowing or other techniques that lower recognition should be avoided.

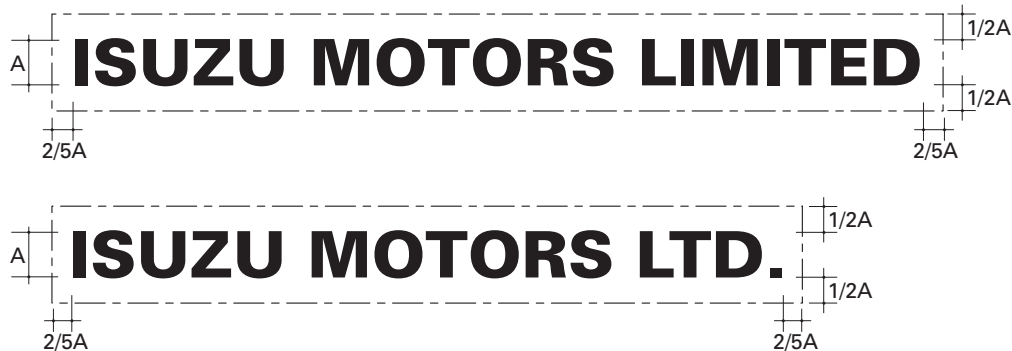


The symbol should not be displayed in inappropriate colors relative to the background color (differences in color value and chrome).

## Company Name Display and Isolation Zone

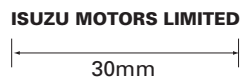
Isuzu Motors Limited is the company's official name. When the company name is reproduced, the digital data provided with the manual should be used in principle. Isuzu Motors Ltd. is also acceptable as an abbreviated version. The required space should be maintained around the company name as the isolation zone.

### ■ Isolation zone



### ■ Minimum size

Due to illegibility, the company name should not be displayed in a size smaller than shown.



### ■ Left-aligned example

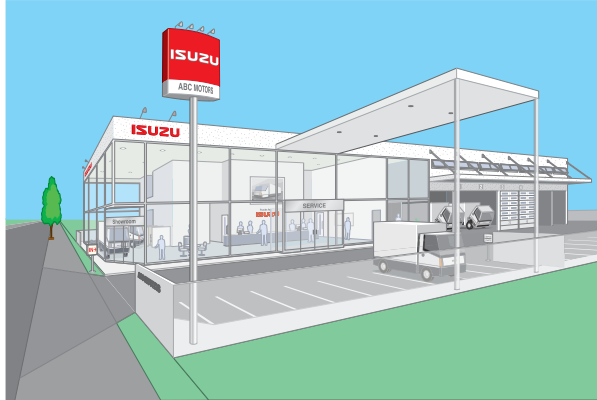


### ■ Centered example



## Handling of Corporate Symbol 1

In general, it is highly recommended to use red corporate symbol to represent the company and chrome corporate symbol for products.



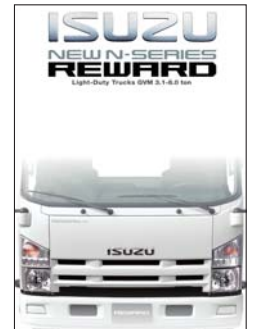
Company Brochure



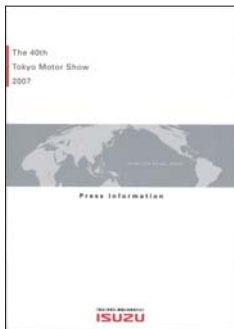
Annual Report



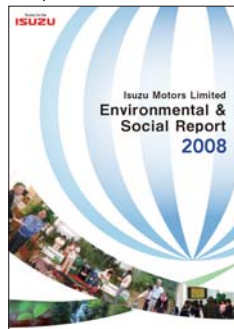
Catalog



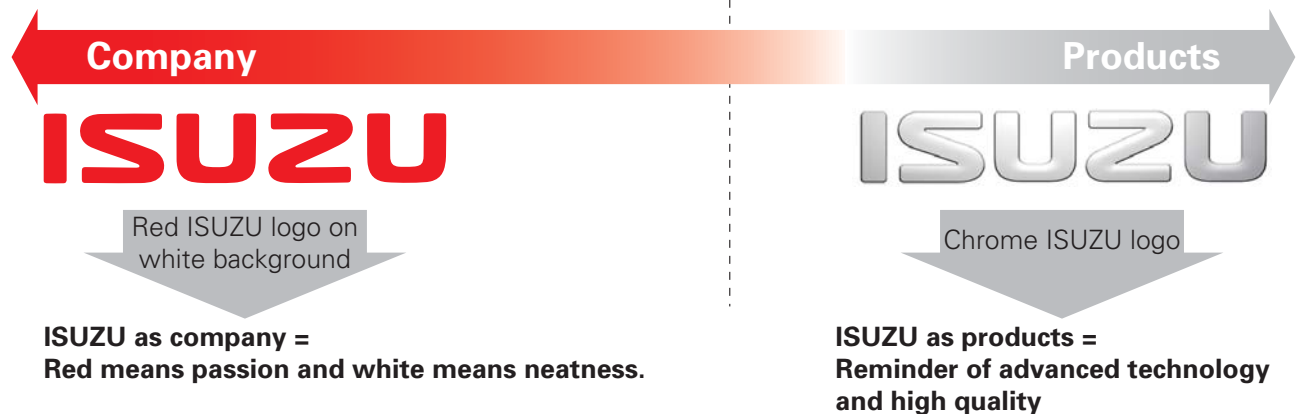
Press Information



Environmental & Social Report



Diesel Engine Booklet

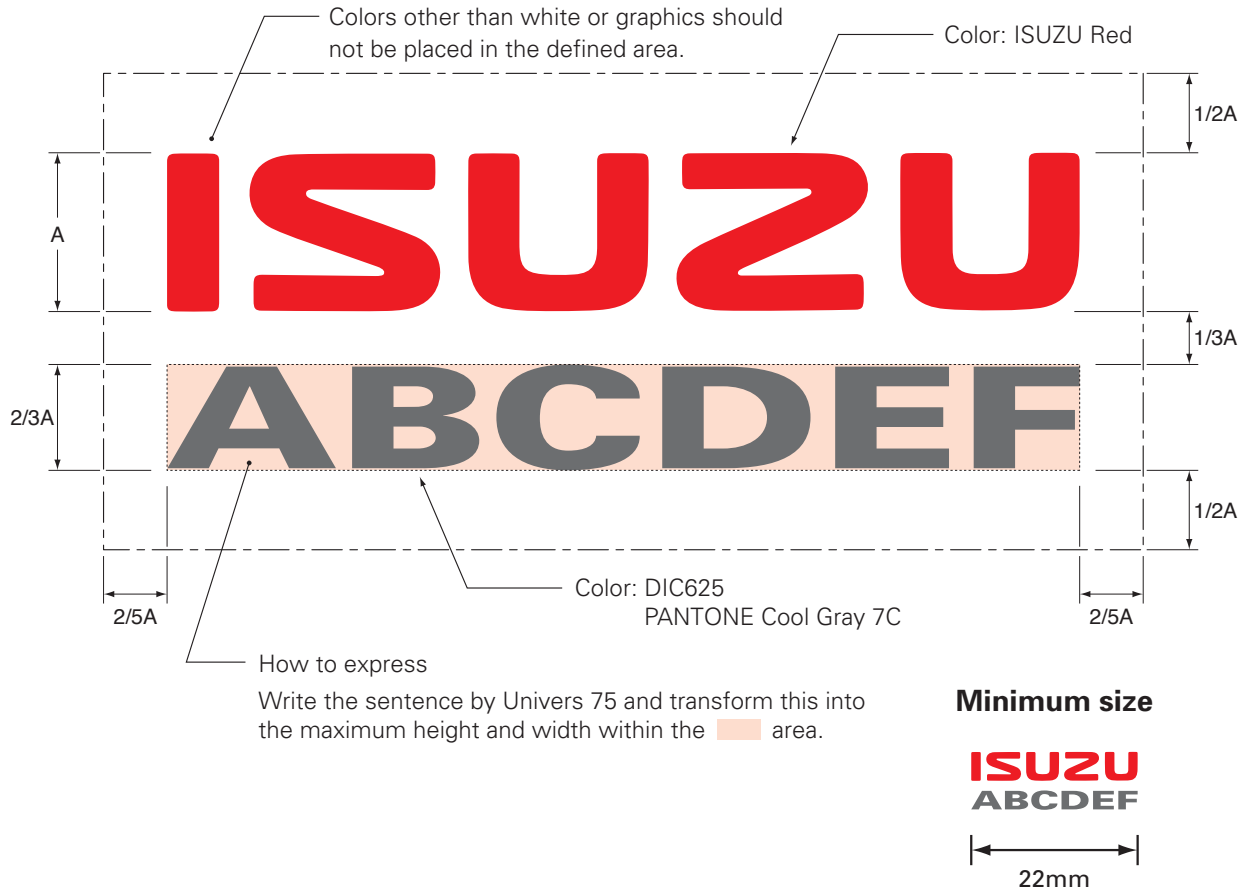


**Reinforcement of ISUZU brand**



## Handling of Corporate Symbol 2

For business reasons, if the sign combined with ISUZU symbol is needed, the following mark is acceptable. However, the use of this requires the approval of the ISUZU I.VIS committee.



### Example

A **ISUZU**  
2/3A **TRUCKS**

In case of distinction between  
LCV and CV dealership.

A **ISUZU**  
2/3A **ENGINE**

In case of distinction between  
vehicle and engine dealership.