



C&B.I. Manual Applied Usage Edition 01
March 2019

CORPORATE AND BRAND IDENTIFICATION MANUAL APPLIED USAGE EDITION

March 2019 Revised Issue

CONFIDENTIAL

SUBARU CORPORATION

CORPORATE AND BRAND IDENTIFICATION MANUAL

C&B.I. Manual Applied Usage Edition 02
March 2019

APPLIED USAGE EDITION

March 2019 Revised Issue

Contents

- | | |
|--|---|
| 03 About This Manual | 11 Pattern 1 for Displaying an Anniversary Logo or Other on the Business Card (English Version) |
| 04 Basic Rules for Application | 12 Pattern 2 for Displaying an Anniversary Logo or Other on the Business Card (English Version) |
| 05 Typeface for Added Text
(to be used for text added to the C&B Logo or Corporate Name Logo) | 13 Envelope Design Examples |
| 06 Signature System -1 (Type C-V) | 14 Letterhead Design Examples |
| 07 Signature System -2 (Type C-H) | 15 Design Examples for Brochures and the Like |
| 08 Signature System -3 (Corporate Name Logo) | 16 Exceptional C&B Logo Reproduction Methods -1 |
| 09 Basic Approach for Application to Business Tools | 17 Exceptional C&B Logo Reproduction Methods -2 |
| 10 Business Card Standard Design (English Version) | 18 Display Example of Plant Signboards |

About This Manual

C&B.I. Manual Applied Usage Edition 03
March 2019

This manual explains how to display the SUBARU Corporate and Brand Logo (C&B Logo) for the most common item applications.

Handling of this Manual

This manual should be treated as a confidential document. The person responsible for downloading or printing out this manual must keep such versions under tight control. Should the manual need to be shown to a production, printing, or other company for the purposes of production, a confidentiality agreement must be concluded with the other party and submitted.

If an affiliated company needs to use the C&B Logo, the section in charge at SUBARU should be consulted with in order to verify that the affiliate has permission to use said logo.

[See the "APPLIED USAGE EDITION for Affiliated Company"](#)

This manual is only available in PDF version.

The old "CORPORATE AND BRAND IDENTIFICATION MANUAL APPLIED USAGE EDITION April 2018 Initial Issue" should be destroyed. If this manual is supplemented or revised in the future, please destroy the old version and use the new version.

When using a logo, it must not be copied from an Existing reproduction but reproduced from original data each time.

There are two types of original data: editing and simplified. When using editing data, be sure to provide everything concerning the production work to the producer such as the production company or designer. Use of simplified data is only allowed in simple cases such as in-house documents where an environment which handles editing data is unavailable.

	▼ Editing	▼ Simplified
Printing (CMYK)	.AI → illustrator	.PDF → acrobat (and other general purpose softwares)
Digital (RGB)	.PSD → photoshop	.JPG /.PNG → photoshop/preview (and other general purpose softwares)

*JPG : Data with a white or black background / PNG : Data with a transparent background.

Regardless of the data format used, Do not change shapes and colors of C&B Logo from original data.

The logos in this manual may be smaller than the minimum required size for the purpose of the publication. Be sure to follow the minimum size and isolation requirements provided in this manual when using it.

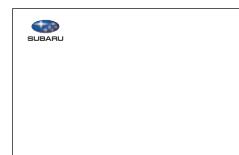
Basic Rules for Application

C&B.I. Manual Applied Usage Edition 04
March 2019

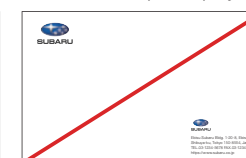
"One View, One Symbol"

Display the C&B Logo in one place per item.
The basic rule is to display one C&B Logo (One Symbol) per view angle (One View.)

Display position
example for
one-page items

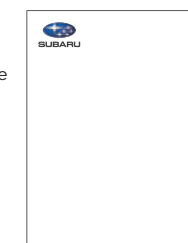


Eliminate multiple displays

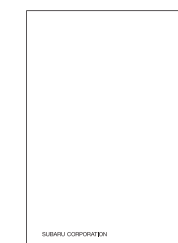


Example of
display position
for multiplepage
items

Front / Front Cover



Back / Back Cover



When Also Displaying an Address or Other Information

Use the Recommended Typeface for Added Text and adhere to the isolation rules, following the Signature System for added information (address etc.)

The Typeface for Added Text also has "family fonts" that are suited for small lettering.

Examples of the
Signature System

SUBARU CORPORATION
Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
<https://www.subaru.co.jp>



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Typeface for Added Text
[Refer to page 5](#)

Signature System
[Refer to pages 6-8](#)

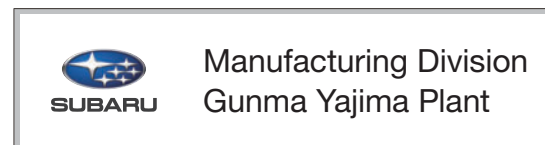
Typeface for Added Text (to be used for text added to the C&B Logo or Corporate Name Logo)

C&B.I. Manual Applied Usage Edition 05
March 2019

The Typeface for Added Text is recommended for the situations below.

- 1 When adding internal company name, plant name, address etc. next to the C&B Logo.
- 2 When adding internal company name, plant name, address etc. next to the Corporate Name Logo.

Example:



Example:

SUBARU CORPORATION
Manufacturing Division Gunma Yajima Plant

Typeface for Added Text

Typeface to be used

Subject:

Example:

Helvetica Neue 55 Roman

FACTORY NAME
(INTERNAL COMPANY NAME)
Address

Utsunomiya Manufacturing Division
(Aerospace Company)
1-1-11, Yonan, Utsunomiya-shi, Tochigi
320-8564 JAPAN
TEL.028-687-7777 FAX.028-687-XXXX

If text size is small, family font
of the Typeface for Added
Text may be used.

Family Font:

Subject:

Example:

Helvetica Neue 45 Light

FACTORY NAME
(INTERNAL COMPANY NAME)
Address

Utsunomiya Manufacturing Division
(Aerospace Company)
1-1-11, Yonan, Utsunomiya-shi, Tochigi
320-8564 JAPAN
TEL.028-687-7777 FAX.028-687-XXXX

Use the family font indicated
on the left when text must
be small, such as an address
on a business card, envelope,
letterhead, catalog,
etc.

Substitute Font

Use the Substitute font when the
Typeface for Added Text is not available.

Substitute Font:

Subject:

Example:

Arial

FACTORY NAME
(INTERNAL COMPANY NAME)
Address

Utsunomiya Manufacturing Division
(Aerospace Company)
1-1-11, Yonan, Utsunomiya-shi, Tochigi
320-8564 JAPAN
TEL.028-687-7777 FAX.028-687-XXXX

Signature System -1

C&B.I. Manual Applied Usage Edition 06
March 2019

Type C-V

The Signature System is the optimal layout when adding plant name/address etc. to the C&B Logo.

The diagrams below are standard examples of the Signature System when using Type C-V.

Type F-V also adhere to this.

Even when displaying the C&B Logo and plant name /address etc. apart on the left/right edges or top/bottom edges, adhere to the alignment positions shown.

Align visually
with the top of the
Six Stars Symbol

SUBARU CORPORATION

Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
<https://www.subaru.co.jp>

Align visually with
the top of the
Six Stars Symbol

SUBARU CORPORATION

Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
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When the Corporate Name Logo cannot be used, display the full company name using the Typeface for Added Text.

When there is no need to display the full company name, omit SUBARU CORPORATION.



SUBARU CORPORATION

Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
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<https://www.subaru.co.jp>

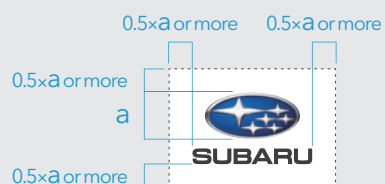
Align visually
with the left of the
SUBARU Logo

SUBARU CORPORATION

Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
<https://www.subaru.co.jp>

Centered visually

Isolation (Protected Area)



The Typeface for Added Text is recommended.

Helvetica Neue 55 Roman

When text is small such as for business cards, the family font may be used.
Helvetica Neue 45 Light

When the Typeface for Added Text is not available, the Substitute Font may be used.
Arial

Align visually
with the bottom of the
SUBARU Logo

SUBARU CORPORATION

Ebisu Subaru Bldg. 1-20-8, Ebisu,
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Align visually
with the bottom of the
SUBARU Logo

Signature System -2

C&B.I. Manual Applied Usage Edition 07
March 2019

Type C-H

The Signature System is the optimal layout when adding plant name/address etc. to the C&B Logo.

The diagrams below are standard examples of the Signature System when using Type C-H.

Type F-H also adhere to this.

Even when displaying the C&B Logo and plant name /address etc. apart on the left/right edges or top/bottom edges, adhere to the alignment positions shown.

Align visually
with the top of the
SUBARU Logo

SUBARU CORPORATION

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Shibuya-ku, Tokyo 150-8554, Japan
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<https://www.subaru.co.jp>



SUBARU

Align visually
with the top of the
SUBARU Logo

SUBARU CORPORATION

Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
<https://www.subaru.co.jp>

When the Corporate Name Logo cannot be used, display the full company name using the Typeface for Added Text.

When there is no need to display the full company name, omit SUBARU CORPORATION.

SUBARU CORPORATION

Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
<https://www.subaru.co.jp>

Align visually
with the left of the
Six Stars Symbol

Centered visually

SUBARU CORPORATION

Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
<https://www.subaru.co.jp>

Isolation (Protected Area)



The Typeface for Added Text is recommended.

Helvetica Neue 55 Roman

When text is small such as for business cards, the family font may be used.
Helvetica Neue 45 Light

When the Typeface for Added Text is not available, the Substitute Font may be used.
Arial

Align visually
with the bottom of the
SUBARU Logo

SUBARU CORPORATION

Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
<https://www.subaru.co.jp>



SUBARU

Align visually
with the bottom of the
SUBARU Logo

SUBARU CORPORATION

Ebisu Subaru Bldg. 1-20-8, Ebisu,
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Signature System -3

C&B.I. Manual Applied Usage Edition 08
March 2019

Corporate Name Logo

The Signature System is the optimal layout when adding plant name/address etc. to the Corporate Name Logo.

The diagrams below are standard examples of the Signature System when using the Corporate Name Logo to represent SUBARU CORPORATION.

Even when displaying the Corporate Name Logo and plant name/address etc. apart on the left/right edges or top/bottom edges, please adhere to the alignment positions.

When the Corporate Name Logo cannot be used, display the full company name using the Typeface for Added Text.

SUBARU CORPORATION
Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
https://www.subaru.co.jp

Align visually
with the left of the
Corporate Name Logo

SUBARU CORPORATION
Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
https://www.subaru.co.jp

Align visually
with the top of the
Corporate Name Logo

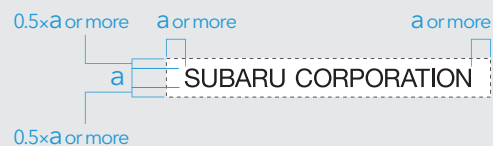
SUBARU CORPORATION
Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
https://www.subaru.co.jp

Align visually
with the right of the
Corporate Name Logo

SUBARU CORPORATION
Ebisu Subaru Bldg. 1-20-8, Ebisu,
Shibuya-ku, Tokyo 150-8554, Japan
TEL.03-1234-5678 FAX.03-1234-5679
https://www.subaru.co.jp

Centered visually

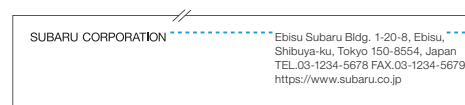
Isolation (Protected Area) For The Signature System



When displaying the Corporate Name Logo according to the Signature System, place it apart from the address etc. with reference to **a** (the vertical height of "S") in the diagram as a minimum.

Reference example for displaying apart

Even when displaying apart on the left/right edges or top/bottom edges of the space, please position according to the four alignment patterns above.



Align visually
with the top of the
Corporate Name Logo

The Typeface for Added Text is recommended.

Helvetica Neue 55 Roman

When text is small such as for business cards, the family font may be used.
Helvetica Neue 45 Light

When the Typeface for Added Text is not available, the Substitute Font may be used.
Arial

Basic Approach for Application to Business Tools

C&B.I. Manual Applied Usage Edition 09
March 2019

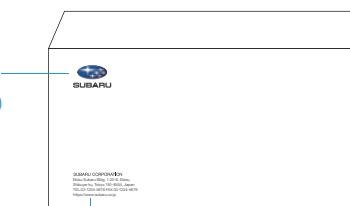
Prioritize C&B Logo visually for layout

This is designed so that the recipient instantly recognizes it's from our company or the SUBARU brand and also to ensure that it impresses a better image.
Produce items using the design examples here whenever possible.

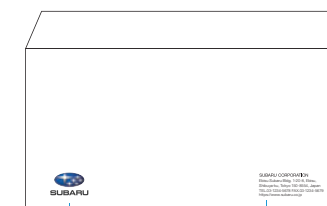
Display C&B Logo in position with visual priority

Example of envelope design

Example of C&B Logo display position (top left)



Additional elements such as Corporate Name Logo, address, etc. (bottom left)



Example of C&B Logo display position (bottom left)

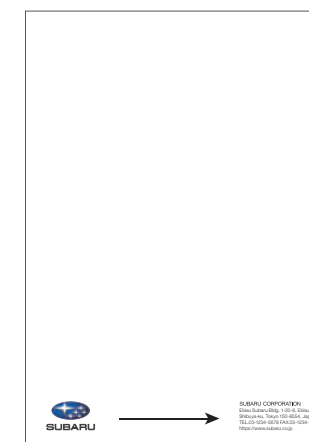
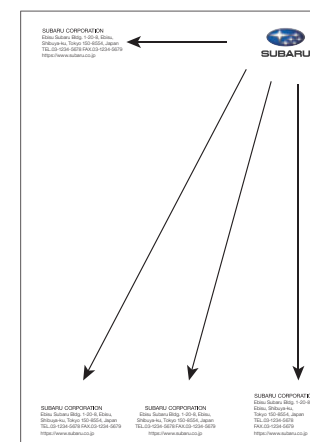
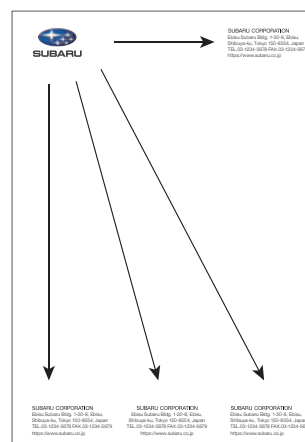
Additional elements such as Corporate Name Logo, address, etc. (bottom right)

Display the C&B Logo and Corporate Name apart

The C&B Logo and Corporate Name Logo are displayed apart whenever possible to maintain the independence of the C&B Logo.

Decide the positions of the C&B Logo, Corporate Name Logo, and address etc. with reference to the positional relationships indicated in the diagrams on the right.

Apply the Signature System also when creating a layout that separates added elements such as Corporate Name Logo, addresses etc. from the C&B Logo.



Choose According to Purpose

With reference to the chart on the right, apply the design example that fits your purpose.
When multiple design examples are available for an item, choose whichever is convenient according to added text content.

	For the company (SUBARU CORPORATION) /automobile brand		Affiliated company (other than automobile brand)
Business card design examples	pages 10-12	Distributors and Dealerships For Affiliate Company pages 10-12	For Affiliate Company pages 5-9
Envelope design examples	page 13		For Affiliate Company page 13
Letterhead design examples	page 14		For Affiliate Company page 14

Business Card Standard Design (English Version)

C&B.I. Manual Applied Usage Edition 10
March 2019

Business Card Standard Design Using the C&B Logo

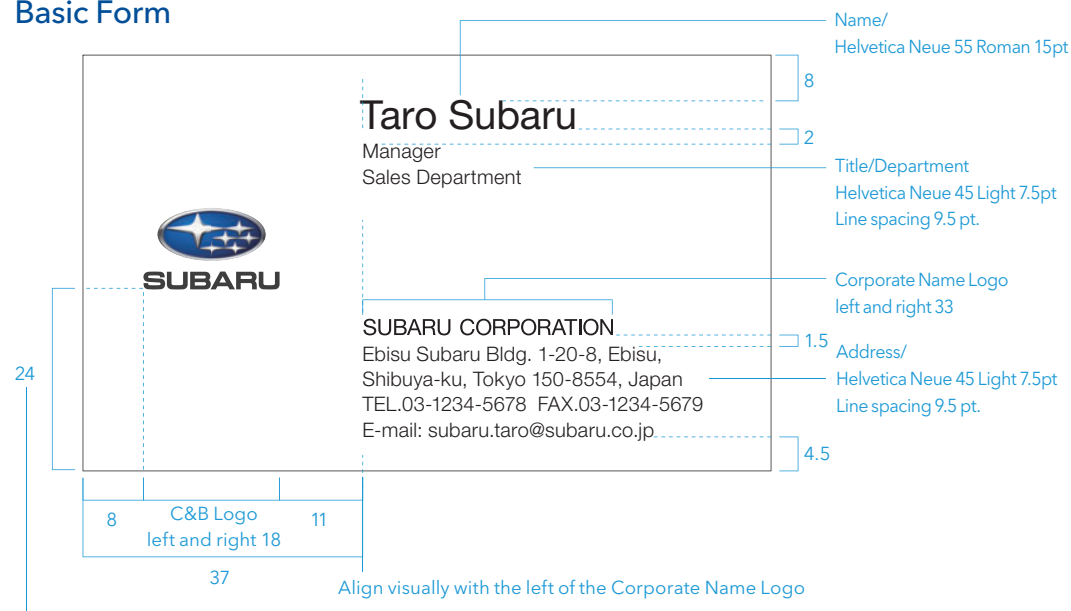
In principle, employ color printing and use Type C-V. Choose white paper whenever possible so the Six Stars Symbol is faithfully reproduced.

Use the Corporate Name Logo (in English) for the company name. The Typeface for Added Text is to be used for other text such as name, department, address, etc.

Caution: The standard position of the name shall be 8mm from the top edge. If there are no obstacles, please follow this pattern.

If this cannot be achieved, adjust the layout appropriately.

Basic Form



If the business card height is other than 55mm,
position the C&B Logo so it is visually in the vertical center.

*unit: mm

*Designed for a 91×55mm business card. If the size is different, position the C&B Logo according to the diagram on the left and adjust with the name /address information etc. space.

Method to Adjust the Position of the Name According to the Number of Lines for Department/Position Title and Address

[1] If there are many lines for department/position title and address.

Leave a space of 6mm from the top edge of the business card.



[2] If there are few lines for department/position title and address.

Leave a space of 10mm from the top edge of the business card.



Pattern 1 for Displaying an Anniversary Logo or Other on the Business Card (English Version)

C&B.I. Manual Applied Usage Edition 11
March 2019

Display Area for an Anniversary Logo or Other and Adjustment Method for the Position of the Name

If the anniversary logo or other can comfortably fit in the space to the right of the name using Pattern 1 on page 10, follow the illustration below. However, please pay attention to visual balance so that the anniversary logo does not dominate the C&B Logo. If this cannot be achieved, adjust the layout appropriately.

*unit: mm

*Designed for a 91×55mm business card. If the size is different, position the C&B Logo according to the diagram on the left and adjust with the name /address information etc. space.

Display Area for an Anniversary Logo or Other



An anniversary logo or other shall fit within 15mm from the right edge; the width of a logo can be adjusted to roughly 10mm. If it is difficult to fit the anniversary logo or other within this space due to its design, refer to the layout pattern on the next page.

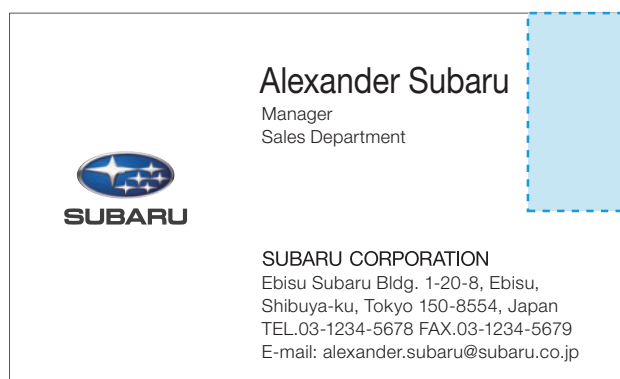
Fit within an area that does not overlap/is not too close to the corporate name or address.

If the ratio of the length and width of the anniversary logo or other is the same or almost the same, use either the method on this page or Pattern 2 on the next page to achieve the best fit.

Adjustment Method for Long Names

Adjust the letters of the name in accordance with the order of priority below.

[1] Shrink (narrow) the width of the letters of the name.



[2] Reduce the size of the letters of the name.



If the name is long and adjustment is difficult even with method [2], apply the layout pattern on page 12 to lower the position of the name to 14mm from the top edge and display an original logo on the top right.

Pattern 2 for Displaying an Anniversary Logo or Other on the Business Card (English Version)

C&B.I. Manual Applied Usage Edition 12
March 2019

Method for Displaying an Anniversary Logo or Other, If Does Not Fit Well Using the Pattern on page 11

If an anniversary logo or other does not fit well using the pattern on page 11, lower the position of the name to 14mm from the top edge of the business card. However, please pay attention to visual balance so that the anniversary logo does not dominate the C&B Logo. If this cannot be achieved, adjust the layout appropriately.

*unit: mm
*Designed for a 91×55mm business card. If the size is different, position the C&B Logo according to the diagram on the left and adjust with the name /address information etc. space.

Layout when Lowering the Position of the Name to Display an Anniversary Logo or Other (If the anniversary logo or other has a long horizontal length)



The Position for an Anniversary Logo or Other:

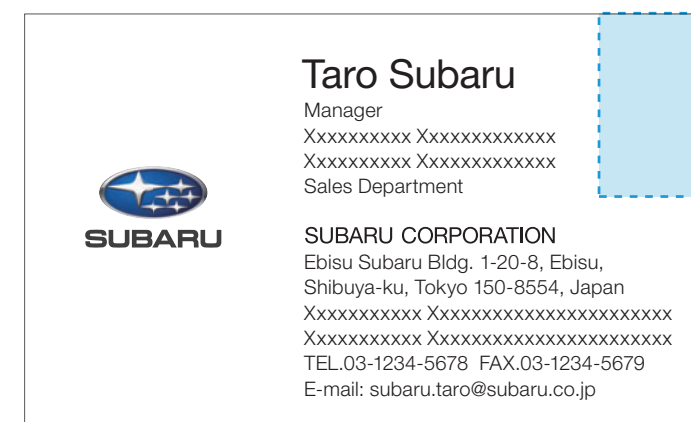
An anniversary logo or other shall fit within 12mm from the top edge; the width of the logo can be adjusted to roughly 8mm.

The Position for Name:

Leave a space of 14mm from the top edge of the business card.

If there are Many Lines for Department/Position Title and Address

If the department/position title and address do not fit when the name is positioned 14mm from the top edge of the business card, position the name 6mm from the top edge, and display the anniversary logo or other on the right of the name following the layout pattern on page 11.



Envelope Design Examples

C&B.I. Manual Applied Usage Edition 13
March 2019

Envelope Design Examples Using the C&B Logo

To avoid interference with addressee information and space for the stamp or postpaid mark, there are two types of design examples for placing the C&B Logo and return address: to the left or at the bottom. When adding other elements or multiple departments, arrange the design examples as appropriate.

In principle, use the Corporate Name Logo for the company name part.

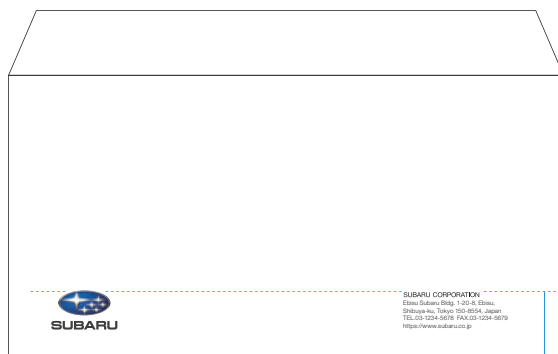
For English, use the English Corporate Name Logo and alphanumeric Typeface for Added Text to create a layout according to the diagrams on the left.

Design Example for Maximum Standard Envelope



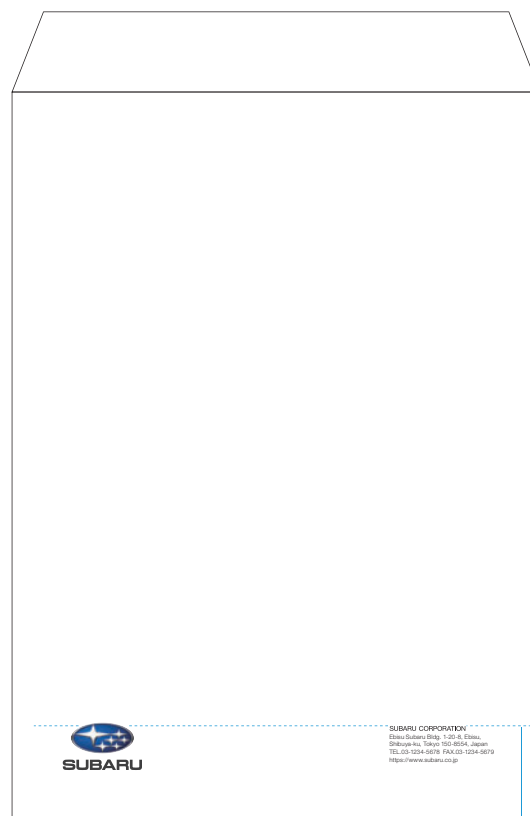
Align visually with the left of the
SUBARU Logo

Design Example for Maximum Standard Envelope (Variation)



Align visually with the top of the
Six Stars Symbol

Design Example for A4 size (240×332mm) envelope

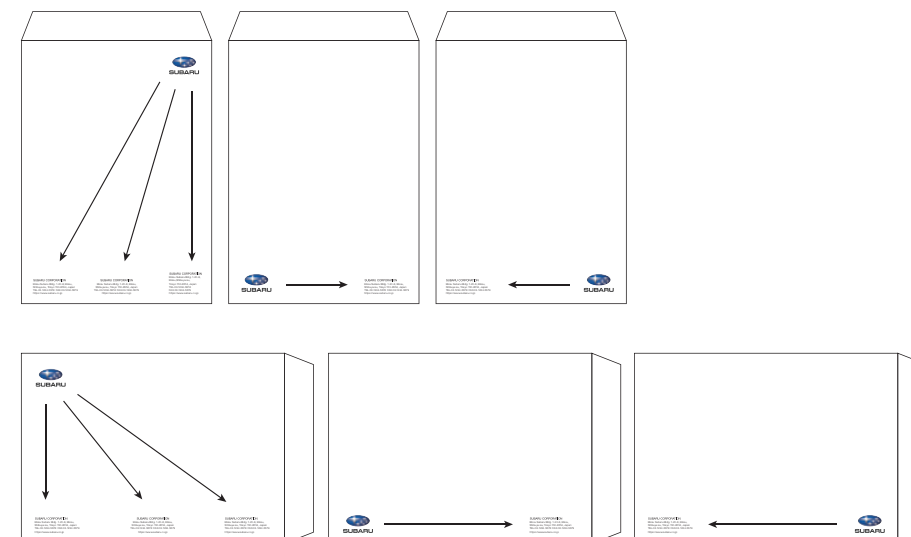


Align visually with the top of the
Six Stars Symbol

Logo Positional Relation on Envelope

Choose display position for the C&B Logo, Corporate Name Logo, and address etc. with reference to the positional relation indicated on the diagrams.

Apply the Signature System also when creating a layout that separates added elements such as Corporate Name Logo, addresses etc. from the C&B Logo.



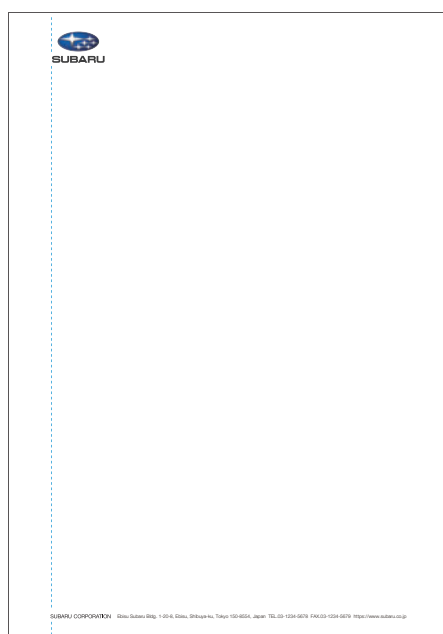
Letterhead Design Examples

C&B.I. Manual Applied Usage Edition 14
March 2019

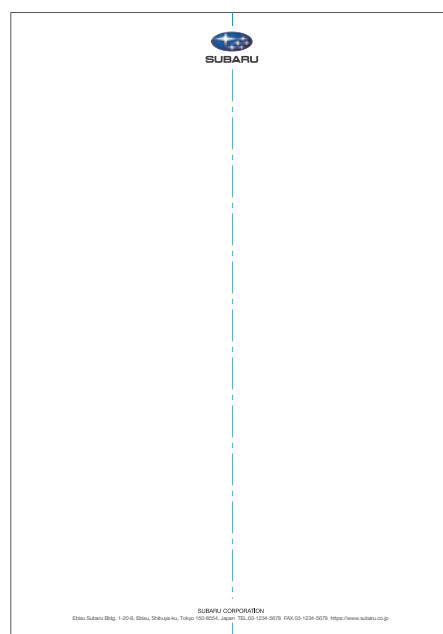
Letterhead Design Examples Using the C&B Logo

The standard for letterheads shall be to display the C&B Logo on the top left, which is the position of visual priority. Variations are available for your convenience, such as for writing address information. Any of these may be chosen. Apply the Signature System to position the Corporate Name Logo and address. This is prescribed for each pattern.

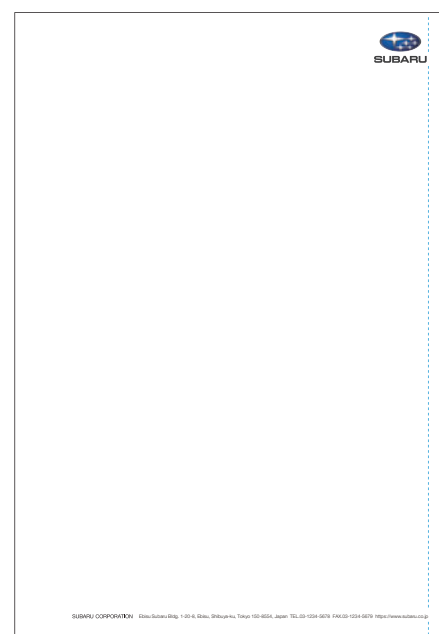
Letterhead design examples



Align visually with the left of the SUBARU Logo



Centered visually



Align visually with the right of the SUBARU Logo



Align visually
with the top of the
Six Stars Symbol

*For this layout pattern only, the C&B Logo, Corporate Name Logo, address, etc. may be displayed with right justification. However, the C&B Logo is to be displayed on the top right, and the Corporate Name Logo, and address, etc. are to be displayed in one or two lines with right justification on the bottom edge.

Design Examples for Brochures and the Like

C&B.I. Manual Applied Usage Edition 15
March 2019

Display Positions of the C&B Logo and Corporate Name Logo on Brochures and the Like

For brochures and the like with multiple pages, display the C&B Logo in one spot on the cover. Choose position with reference to the diagram below.

The C&B Logo display position on the back cover is optional and may be omitted.

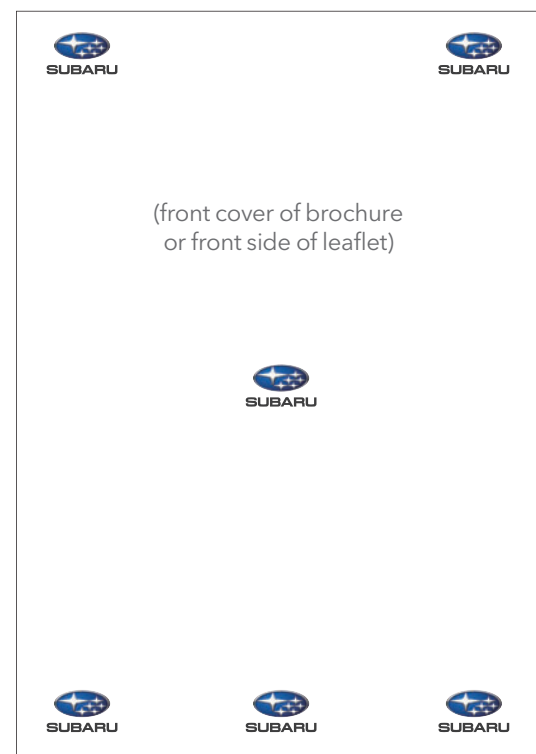
When there is need to display the full company name, use the Corporate Name Logo either on the back cover of brochure or back side of leaflet and add the address etc. Choose position with reference to the diagram below.

It is fine to place the C&B Logo along with address etc. on the front cover or back cover according to page configuration.

Also the company name may be omitted if there is no particular need to display the full company name.

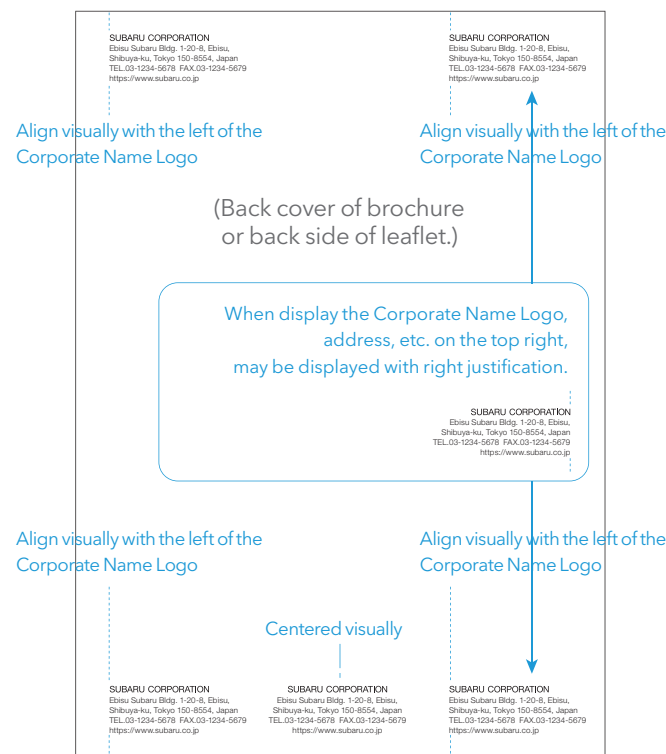
Display position example for multiple pages (front cover of brochure or front side of leaflet)

Display the C&B Logo in one of the optional positions shown in the diagram.



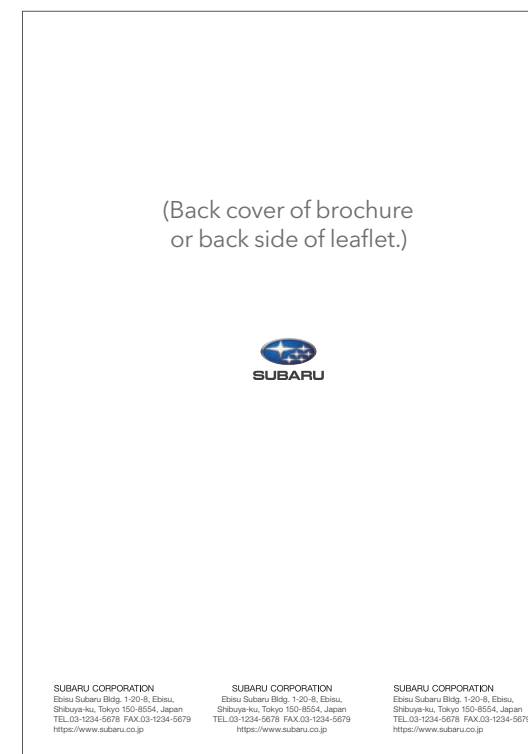
Display position example for multiple pages (back cover of brochure or back side of leaflet)

Display the Corporate Name Logo with the head office address etc. in one of the optional positions shown in the diagram.



When displaying the C&B Logo in the center of the back cover of brochure or back side of leaflet

Display the Corporate Name Logo with the head office address etc. in one of the optional positions shown in the diagram.



* The diagrams are shown for paper printed with portrait orientation, but choose the display position similarly for landscape orientation also.

Exceptional C&B Logo Reproduction Methods -1

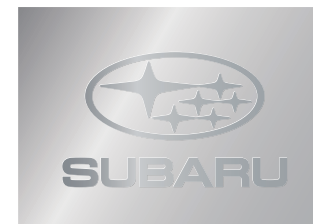
C&B.I. Manual Applied Usage Edition 16
March 2019

Flat Design C&B Logo Reproduction Methods with Metal / Stone / Wood Materials etc. *Permitted by exception

It is exceptionally allowed to reproduce the Flat Design C&B Logo by processing metal or metallic color materials, wood materials, and stone materials, etc.

This applies when reproduced with techniques such as cutting, channel lettering (box lettering), relief, or etching and mounted on buildings/structures or used for novelty items. However, when reproducing with these methods, decide material and process technique carefully to ensure visibility.

Reproduction Example with
Metallic Color Material



Reproduction Example with
Wood Material



*The figure is an image.

Examples of Permitted Applications

- When mounted on a building or structure (wall display, exterior, etc.)
- Novelty items
- Motor show exhibit items and other

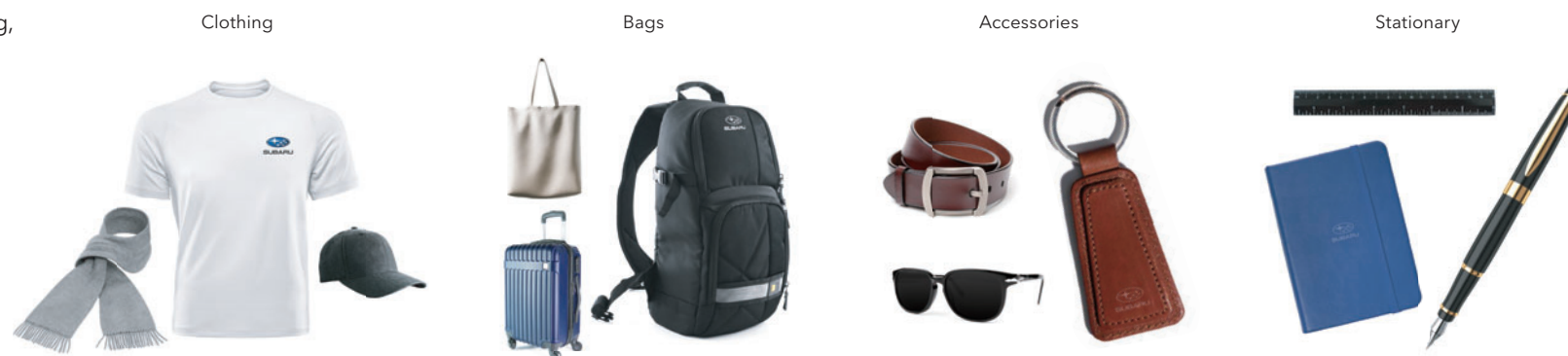
Examples of Materials That May Be Used

- (1) Metal, plastic, and other, in a color that is as silver as possible (avoid colors such as gold, copper, bronze, etc.)
- (2) Stone, glass, wood materials, and other (especially in a natural, non-dyed color, but must be solid or almost solid without a prominent pattern; color that is natural as much as possible without tones such as red/yellow/green; transparent items such as glass are permitted.)

In principle, (1) and (2) above are to use the same material for the background and reproduce the Logo with techniques such as cutting, channel lettering (box lettering), relief, or etching.

Refer to "SUBARU Goods Guidelines" for how to reproduce C&B Logo on Clothing, Bags, Accessories, Stationary, etc.

*Some examples will vary from actual item.



Exceptional C&B Logo Reproduction Methods -2

C&B.I. Manual Applied Usage Edition 17
March 2019

Permitted Cases of independent Use of the Six Stars Symbol or SUBARU Logo *Permitted by exception

Independent use is permitted in the very exceptional cases below with the express consent of SUBARU.
SUBARU CORPORATION must be contacted in advance. Submit a design draft and obtain approval before use.

*Some examples will
vary from actual item.

(1) When using the Six Stars Symbol for a mobile terminal icon or favicon etc.

example



(2) When using the SUBARU Logo alone for motor sport etc.
(including cases of incorporating the SUBARU Logo as part of the team name.)

example



(3) Other cases permitted by SUBARU.
(company badges, parts, etc.)

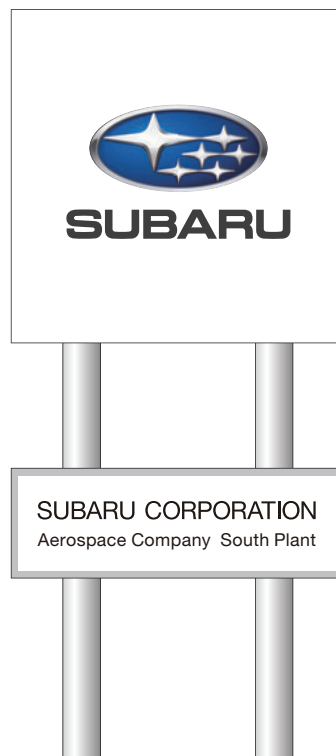
Display Example of Plant Signboards

C&B.I. Manual Applied Usage Edition 18
March 2019

The standard for plant signboards shall be the Tower Signs displaying Type C-V.
Adjust and produce as appropriate according to the dimensions and configurations etc. of the actual mounting location.

Standard Pattern for Plant Signboards

The standard shall be to use separate boards for the C&B Logo and for the full company name/plant name.
The background is to be white in principle.



How to arrange the Corporate Name Logo and plant name

Lettering for the plant name is to be smaller than the Corporate Name Logo.

Even if the plant name has fewer characters than the Corporate Name Logo, maintain it at the same height or less.

SUBARU CORPORATION
Aerospace Company
South Plant

Centered visually

SUBARU CORPORATION h
Gunma Main Plant h or less

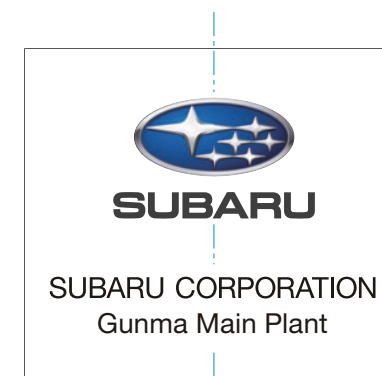
Centered visually

Examples of Displays on the Same Board

If there are board space restrictions such as for a gateplate, the C&B Logo and Corporate Name Logo may be displayed on the same board, but please follow the isolation rule and position them apart.



Align visually with the left of
the Corporate Name Logo



Centered visually