



CORPORATE AND BRAND IDENTIFICATION MANUAL BASIC EDITION

March 2019 Revised Issue

CONFIDENTIAL

SUBARU CORPORATION

Representation of SUBARU

C&B.I. Manual Basic Edition 02
March 2019

SUBARU Corporate and Brand Logo (C&B Logo)



The C&B Logo is a representation of the Company (SUBARU CORPORATION) and the SUBARU Brand. This C&B Logo is used as a foundation to maintain coherent and consistent Corporate & Brand Identity. This manual explains rules relating to the SUBARU Identity, with focus on the C&B Logo, and how to utilize this, so as to execute highly effective global communication for SUBARU.

Four Elements Used to Represent the Company and the SUBARU Brand

C&B.I. Manual Basic Edition 03
March 2019

1 Corporate and Brand Logo (C&B Logo)

This is used to represent the Company (SUBARU CORPORATION)
and the SUBARU Brand.



How to use the C&B Logo

[Refer to pages 6-21](#)

2 Corporate and Brand Color (C&B Color)

The image color for both the Company
and the SUBARU Brand is SUBARU Blue.



How to use the C&B Color

[Refer to pages 22-23](#)

3 "Confidence in Motion" For Automobile Brand Only

"Confidence in Motion" may be used for the
automobile brand, SUBARU.

Confidence in Motion

How to use "Confidence in Motion"

[Refer to pages 24-27](#)

4 Corporate Name Logo

This is to be used when the official company name
must be shown.

There are both English and Japanese versions.

SUBARU CORPORATION

株式会社 SUBARU

How to use the Corporate Name Logo

[Refer to pages 28-31](#)

BASIC EDITION

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Scope and Handling of this Manual

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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 affiliate 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.

This manual is only available in PDF version.

The old "CORPORATE AND BRAND IDENTIFICATION MANUAL BASIC 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.

1 Corporate and Brand Logo (C&B Logo)

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SUBARU as a Corporate Name and Brand Name

On April 1, 2017, our company name changed to SUBARU CORPORATION to achieve even greater growth for SUBARU as a distinctive global brand in the automotive and aerospace industries.

Short History of the SUBARU Brand

It has been used by Fuji Heavy Industries (F.H.I.) as the brand name for its automobiles since the company entered the automobile market back in 1958 with the launch of the SUBARU 360 minicar.

F.H.I. was established with investment from five companies related to Nakajima Aircraft. These companies were later merged with F.H.I. The Six Stars Symbol and the brand name SUBARU symbolize the unity of F.H.I. and these five companies involved.

C&B Logo as a Representation of the Company and the SUBARU Brand

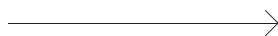
The SUBARU Corporate and Brand Logo (C&B Logo) is used as a representation of the Company (SUBARU CORPORATION) and the SUBARU Brand. As this C&B Logo is used as a foundation to maintain a coherent and consistent SUBARU image, rules surrounding the Logo must be carefully observed.

Elements that constitute the C&B Logo

The C&B Logo consists of a combination of the Six Stars Symbol and the SUBARU Logo.

How these are combined is defined for each Logo type.

Six Stars Symbol



The symbol mark, which incorporates a design of the Pleiades star cluster, is an image representation of SUBARU.



SUBARU

← SUBARU Logo

The SUBARU Logo is a textual representation of the brand.

C&B Logo System (List of All Types)

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SUBARU C&B Logo

Vertical Type

3-D Designs C&B Logo Priority Use

Type C-V

Recommended Use

(3-D Design Color Vertical Type)



Flat Design C&B Logo

Type F-V

(Flat Design Vertical Type)



Horizontal Type

Type C-H

(3-D Design Color Horizontal Type)



Type F-H

(Flat Design Horizontal Type)



Type Name Sign : C = Color

V = Vertical

F = Flat

H = Horizontal

M = Monochrome

Do not use the 3-D Design Monochrome Type unless it is unavoidable.
Do not use Type V-M and Type H-M as they have already been abolished.



Do not use Type A and Type C as they have already been abolished.

Type A



Type C



Basic Rules Concerning C&B Logo

C&B.I. Manual Basic Edition 09
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1

Use C&B Logo as Designated

All C&B Logo types must be used without any changes to shape, color, or combination.



Note:
Please use the download data without editing it. (Only size enlargement and reduction are permitted.)

Independent use of C&B Logo elements is prohibited

Do not use either one of the Six Stars Symbol or the SUBARU Logo alone.



Exceptions to the rule

As exceptions to the rule, SUBARU may approve independent use in the following situations. SUBARU CORPORATION must be consulted with in advance, with independent use only permitted once approval of a submitted design proposal has been granted.

- (1) When the Six Stars Symbol is to be used as an icon, favicon, or the like on a mobile device.
- (2) When the SUBARU Logo is to be used independently for motor sports and so on.
- (3) In other cases approved by SUBARU (company emblem, parts, etc.)

Note:
The emblem used on an automobile is different to the C&B Logo, and a photograph or the like of the emblem should not be used instead of the C&B Logo.

Changes to shape are prohibited

Changing the shape of the overall C&B Logo, the Six Stars Symbol and the SUBARU Logo is prohibited.

Changing the proportions of the C&B Logo is prohibited.



Changing the shape of the Six Stars Symbol is prohibited.



Changing the shape of the SUBARU Logo is prohibited.



Changes to color are prohibited

The reproduction of 3-D Designs or Flat Designs in any other color other than the designated colors is prohibited.

Changing the colors of 3-D Designs C&B Logo is prohibited.



Reproduction in any color other than those shown at the right is prohibited.



Colors to be used when reproducing Flat Designs C&B Logo

Black

White cutout (as a negative)

SUBARU Blue

Silver



Changes to combination are prohibited

Changing a combination of the Six Stars Symbol and the SUBARU Logo as designated for each type is prohibited.

Changing the size balance between the Six Stars Symbol and the SUBARU Logo is prohibited.



The inclusion of other design elements in the C&B Logo is prohibited.



Combining other elements with the Six Stars Symbol or the SUBARU Logo is prohibited.



Trimming and rotating are prohibited.

Trimming are prohibited.

Trimming or rotating of both 3-D Designs and Flat Designs of the Six Stars Symbol and the SUBARU Logo as designated is prohibited.



Rotating are prohibited.



Rules Regarding the Use of Each C&B Logo Type

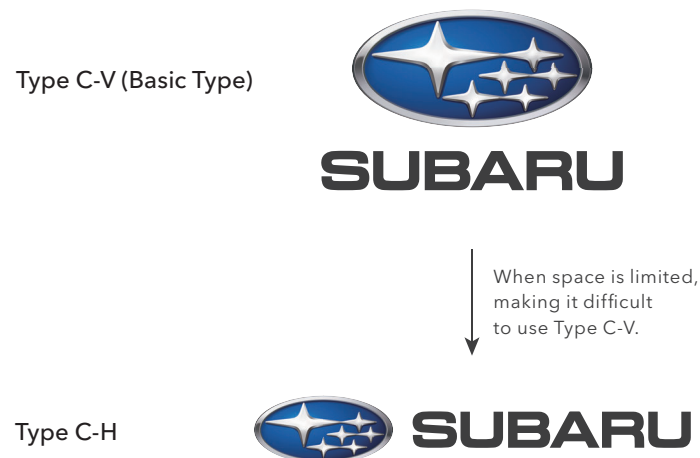
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Use the appropriate type in accordance with the rules

Appropriate usage of the C&B Logo is the most basic of all rules in order to maintain a coherent and consistent Corporate and Brand Identity image.

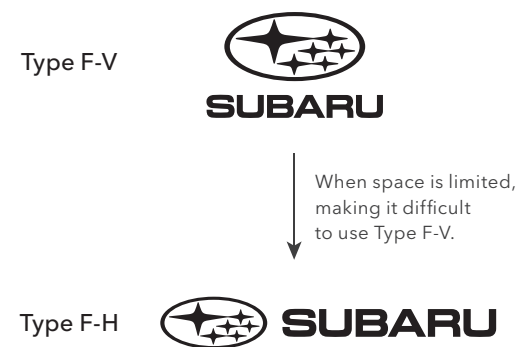
Recommended Use of Type C-V



Limited exceptions to the rule

When gradation cannot be reproduced

Limited to use in novelty goods, and so on
(when gradation cannot be reproduced due to the method, such as silkscreen printing, being used)



Reproduction Colors and Methods

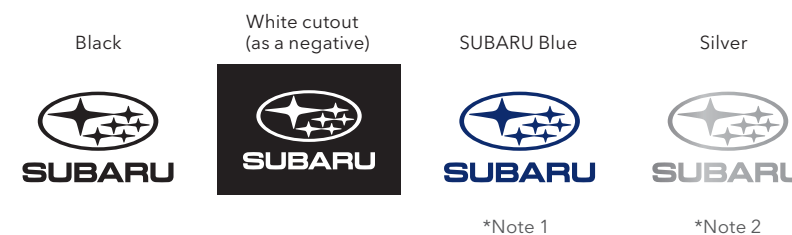
Full color (websites, footage, images, 4-color printing, etc.)
Faithfully reproduce based on digital data and samples



Reproduction Colors and Methods

Reproduce in designated colors

*Reproduction in any color other than these is prohibited.



Note:

*Note 1
Only white background is permitted








































*Note 2
White background is recommended (must be visible.)
Black or SUBARU Blue background is permitted.

C&B Logo Type Utilization: A Quick Reference Guide

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1

Essential information regarding Logo type utilization is summarized in the table below. Please refer to the stipulated page for more detailed information.

Type	3-D Design Color Type Priority Use		Flat Design C&B Logo Limited exceptions to the rule			
	Type C-V	Type C-H	Type F-V	Type F-H	Type F-V White cutout (as a negative)	Type F-H White cutout (as a negative)
						
Type Selection Criteria	Recommended Use	Recommended when display space at the top and bottom is limited	When gradation cannot be reproduced	Same as on the left, and when display space at the top and bottom is limited	When only Flat Design is available, and designated colors cannot be reproduced	Same as on the left, and when display space at the top and bottom is limited
C&B Logo Reproduction Colors	Full color *Colors must not be changed. Faithfully reproduce color gradation. Refer to pages 17		Black, SUBARU Blue, Silver Refer to pages 19		White cutout (as a negative) Refer to pages 19	
Back ground	<div><div>White</div><div>Silver or gray</div><div>Black</div><div>SUBARU Blue</div><div>Chromatic color</div><div>Photo, etc.</div><div>Picture, pattern</div></div> <div><div> Recommended</div><div> Black 20% (K20%) equivalent or less</div><div></div><div></div><div></div><div></div><div></div></div> <div>Firstly, It is prioritized to create a white window or a white band and display in it. In addition, Secondly it can be placed directly on a background so as to preserve visibility.</div> <div>*Use of a color other than white for the window or band is prohibited.</div>		<div><div> Recommended</div><div> In case of brightness equivalent to black 35% (K35%) or less *K35%: boundary line</div><div></div><div> In case of brightness equivalent to black 35% (K35%) or less (must be visible)</div><div> Bright and close to plain sections (must be visible)</div><div> Bright picture or pattern (must be visible)</div></div> <div>*Black or SUBARU Blue background can only be used with reproduction in silver</div>		<div><div></div><div> In case of darkness equivalent to or more than black 35% (K35%) *K35%: boundary line</div><div></div><div></div><div> In case of darkness equivalent to or more than black 35% (K35%) (must be visible)</div><div> Dark and close to plain sections (must be visible)</div><div> Dark picture or pattern (must be visible)</div></div>	
Isolation	0.5×a or more					
	Refer to pages 16					
Minimum Permissible Sizes Refer to pages 16	 14mm	 35mm	 13mm	 22mm	 13mm	 22mm

Points to Remember about C&B Logo Background

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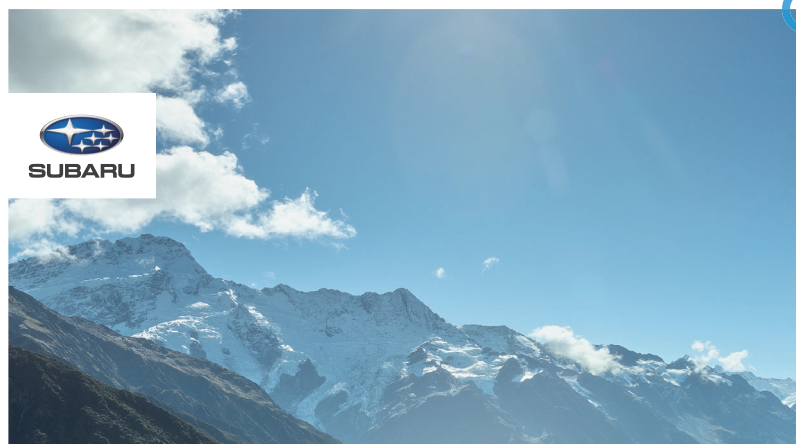
1

For the C&B Logo, it is prioritized to create a white window or a white band and display in it.
The use of a color other than white for the window or band is prohibited.

*However, in the case it is not looking like a window or band, it may be placed directly on the background

[C&B Logo Direct Placement Examples Refer to page 15](#)

Sample of prioritized use on white window



White window

Black



SUBARU Blue



Chromatic color



Photos, images, etc.



Picture or patterned background



Sample of prioritized use on white band



White band

Black



SUBARU Blue



Chromatic color



Photos, images, etc.






































Picture or patterned background



Reproduction Colors and Background Colors for Each C&B Logo Type - List 1

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1






























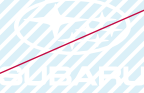





	Type C-V/Type C-H			Type F-V/Type F-H	
Reproduction Colors and Methods	Full color (color gradation)			Black	white cutout (as a negative)
Background Colors					
White Background		Examples of Direct Placement 	Examples of Direct Placement 		
Silver or bright gray Black 20% (K20%) equivalent or less					
Bright gray Black 21-30% (K21-30%) equivalent	White window or band 				
Boundary line for positive/negative decision Black 35% (K35%) equivalent	White window or band 			 *Note 1	 *Note 1
Dark gray Black 40% (K40%) equivalent or more	White window or band 				
Black	White window or band 				
SUBARU Blue	White window or band 				

*Note 1: Clarity is roughly the same for both positive and negative. Decision on positive/negative should be made based on the boundary line brightness equivalent to black 35%.

Reproduction Colors and Background Colors for Each C&B Logo Type - List 2

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Reproduction Colors and Methods Background Colors	Type C-V/Type C-H			Type F-V/Type F-H	
	Full color (color gradation)			Black	white cutout (as a negative)
Bright chromatic color Black 30% (K30%) equivalent or less	White window or band 	Examples of Direct Placement 	Examples of Direct Placement 		
Boundary line for positive/negative decision Black 35% (K35%) brightness equivalent or less	White window or band 			 *Note 1	 *Note 1
Dark chromatic color Black 40% (K40%) equivalent or more	White window or band 				
Bright (light color) sections in photos, footage, etc.	White window or band 				
Dark (deep color) sections in photos, footage, etc.	White window or band 				
Bright (light color) sections in picture or patterned background	White window or band 				
Dark (deep color) sections in picture or patterned background	White window or band 				

*Note 1: Clarity is roughly the same for both positive and negative. Decision on positive/negative should be made based on the boundary line brightness equivalent to black 35%

C&B Logo Direct Placement Example (3-D Design Color Type)

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1

How to Directly Place the 3-D Design C&B Logo

Direct placement on the background where visibility can be preserved is now allowed from this revision.

Preserve the visibility of the C&B Logo, select a plain section where possible and make sure that there is no overlapping with troublesome parts of the background picture.

(Examples)

Asphalt

Recommended



Not Acceptable



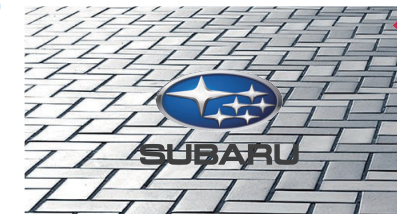
(Examples)

Cobblestone

Recommended



Not Acceptable



Recommended



Dirt

Not Acceptable



Recommended



Sky

Not Acceptable



Recommended



Water Surface

Not Acceptable



Recommended

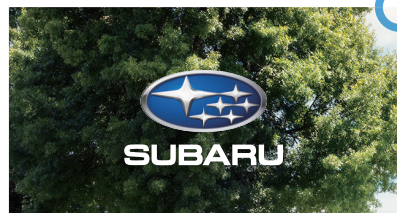


Buildings

Not Acceptable



Recommended



Trees

Not Acceptable



Recommended



Night Sky

Not Acceptable



Isolation List & List of Minimum Permissible Sizes for Each C&B Logo Type

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1

Please observe isolation (protected area) rules.

Isolation refers to a protected area intended to maintain the independence of the C&B Logo and to preserve visibility.

Be sure to maintain the minimum permissible empty space around a C&B Logo, and do not place any other design elements such as photographs, illustrations, figures, lines, or text within that space. Also, make sure that the layout

provides for the minimum space permitted by the isolation rules between the edge of the paper or display area and the C&B Logo.

Even if the minimum protected area is secured, the relationship between all elements should be considered in order to preserve visibility.

Use a size larger than the Minimum Permissible Size stipulated for each Logo type.

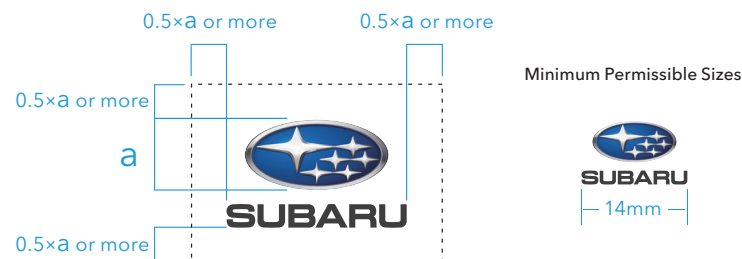
Note:

(1) The isolation range has been unified to $0.5 \times a$ or more for all horizontal types in these latest revisions.

(2) Even if the size is larger than the Minimum Permissible Size, overall balance and the relationship with other design elements should be considered so as to preserve visibility.

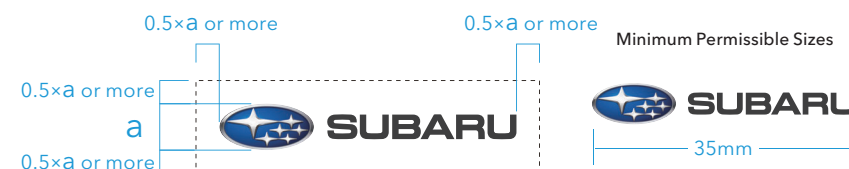
3-D Design Vertical Type

Type C-V



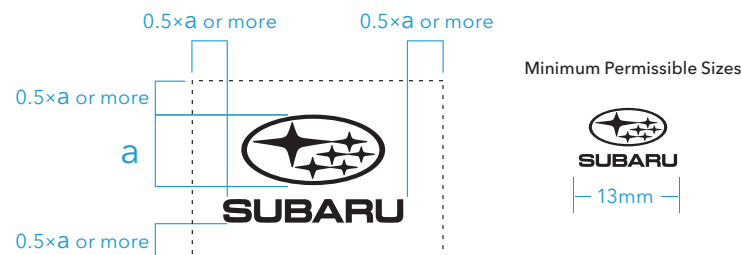
3-D Design Horizontal Type

Type C-H



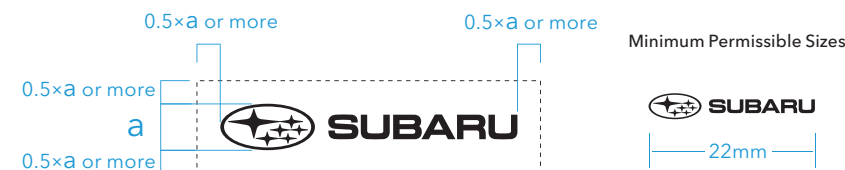
Flat Design Vertical Type

Type F-V



Flat Design Horizontal Type

Type F-H



Exceptions to the rule

Exceptions to the rule for minimum permissible sizes and isolation

Where there are severe restrictions on the display area, such as in the case of signs, motor sports, novelty goods, and parts, exceptions to the isolation rules may be approved by SUBARU. If approval has been granted by SUBARU, Minimum Permissible Sizes need not be applied to icons, favicons and the like used on mobile devices. However, care should be taken so as to preserve visibility when displayed on widely used device types.

If circumstances dictate that the Brand Statement has been reduced in size so much in an automobile brand that it cannot be easily read, then the Brand Statement should be omitted. If the SUBARU Logo is still too small to easily read, then in some cases, SUBARU may permit the Six Stars Symbol to be used independently.

How to Use Type C-V and Type C-H (3-D Design Color Type) -1

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1

Recommended Use of Type C-V

Type C-V is recommended in order to drive a uniform visual image and to create maximum impact for the SUBARU corporate image and the brand image.

Priority Use

Type C-V (Basic Type)
(3-D Design Color Vertical Type)



Reproduction Methods and Backgrounds

Faithfully reproduce color gradation

Reproduce exactly as provided in the digital data. Changes to color and gradation are prohibited. Basically, there should be no problem with Type C-V reproduction in websites, footage, images, 4-color printing, and so on.

*Note 1:
Window or band must not be silver or gray. Opacity of a white window or band must not be reduced (to avoid the same result as overprinting).

Background

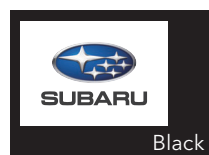
(1) White background (Recommended)



The Six Stars Symbol displays at its best when the background is white. A white background is recommended for the 3-D Design C&B Logo.

(2) When placing on a background other than white, a white window or a white band is priority. *Note 1

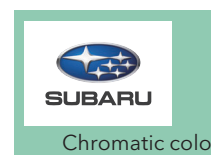
*Use of a color other than white for the window or band is prohibited.



Black



SUBARU Blue



Chromatic color



Photos, images, etc.



Picture, pattern

(3) Direct placement is now allowed so long as visibility is preserved. *Note 2

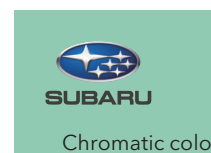
[Refer to pages 15](#)



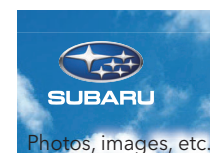
Black



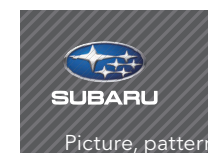
SUBARU Blue



Chromatic color



Photos, images, etc.



Picture, pattern



If the background color overlaps with C&B Logo color due to overprinting, place white on top of the background of the C&B Logo area, and then set the C&B Logo to knock out the area underneath when printing.

*Note 2:
When directly placing within a photograph and the like, preserve the visibility of the C&B Logo, select a plain section where possible and make sure that there is no overlapping with troublesome parts of the background picture.

Conditions under which Type C-H can be used

When display space at the top and bottom is limited.

Type C-H
*Note 3



*Note 3:
Reproduction method and background conditions are the same for Type C-H.

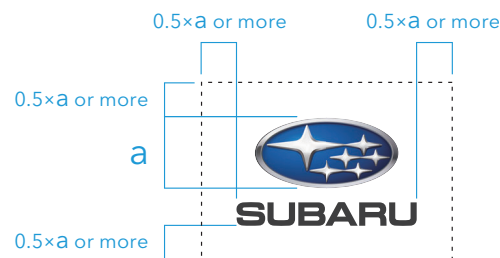
How to Use Type C-V and Type C-H (3-D Design Color Type) -2

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1

Isolation (Protected Area) Do not include other design elements, such as photographs, illustrations, figures, lines or texts within the protected area.

Type C-V



Type C-H



Note:
(1) The isolation range has been unified to 0.5x a or more for all vertical types and 0.5x a or more for all horizontal types in these latest revisions.

(2) Even if the minimum protected area is secured, the relationship between all elements should be considered in order to preserve visibility.

Minimum Permissible Sizes

Type C-V



Type C-H



Note:
(1) Measure the width of "Confidence in Motion" as for the vertical type with Brand Statement included, and measure the width of C&B Logo for the rest.

Exceptions to the rule Exceptions to the rule for minimum permissible sizes and isolation

If approval has been granted by SUBARU, Minimum Permissible Sizes need not be applied to icons, favicons and the like used on mobile devices. However, care should be taken so as to preserve visibility when displayed on widely used device types.

Improper Use

Changes to the colors of the Six Stars Symbol or the SUBARU Logo are prohibited.

Reproduction with a black background is prohibited. Reproducing SUBARU Logo in white is also prohibited.



Other examples of improper use can be found in "Reference Materials pages 36-40" at the back of this manual.

How to Use Type F-V and Type F-H (Flat Design C&B Logo) -1

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1

Limited exceptions to the rule

Flat Design C&B Logo can be used only when 3-D Design C&B Logo cannot be used, such as in the case of novelty goods.

- (1) When gradation cannot be faithfully reproduced due to using the silkscreen printing method, or when displaying on coarse fabric or timber
- (2) Please refer to "SUBARU Goods Guidelines" for how to reproduce C&B Logo on novelty goods such as Clothing, Bags, Accessories, Stationary, etc. *Note 1

Type F-V



*Note 1
There are also cases where the reproduction of a Flat Design C&B Logo is permitted when using with processed metal and the like.

"Applied Usage Edition"
Refer to page 14

Reproduction Methods and Background

Colors available for Reproduction *Reproduction in any color other than these is prohibited.

(1) Black



As a rule, reproduction is in single-color black.

(4) white cutout (as a negative)



When the background color is deep (dark)

(2) SUBARU Blue



Reproduction in single-color SUBARU Blue is permitted as an exception to the rule. *Note 2

*Only white background is permitted

(3) Silver



When reproducing in silver, a black, or SUBARU Blue background is permitted.

*White background is recommended (must be visible.)
Black or SUBARU Blue background is permitted.

Note:

*Note 2
Use the color sample chip for SUBARU Blue as the reference color. Approximate 4-color combination: C100%+M85%+Y5%+K36% PANTONE reference number: PANTONE 281C

*Note 3
When directly placing within a photograph and the like, preserve the visibility of the C&B Logo, select a plain section where possible and make sure that there is no overlapping with troublesome parts of the background picture.

*Note 4
Please refer to the following page when printing in a single color other than black or SUBARU Blue.

For details on the relationship between reproduction colors and the background, refer to pages 13-14.

Background Select a reproduction method in accordance with the tone of the background (bright or dark) when placing in a non-white background.

Based on the background brightness equivalent to black 35% (K35%), reproduce in black (as a positive) when the background is brighter than that.

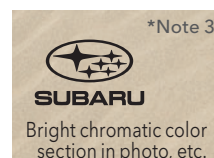
When it is darker than that, reproduced in white cutout (as a negative.) However, make sure that visibility is preserved and choose the one that provides better visibility.

(1) When the background color is bright (light,) reproduce in black (as a positive.)

This can only be used only if a 3-D Design Color Type cannot be directly placed, and a white window or a white band cannot be included as well.

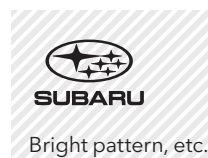


Bright chromatic color



Bright chromatic color section in photo, etc.

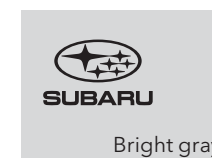
*Note 3



Bright pattern, etc.



Silver

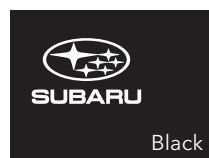


Bright gray

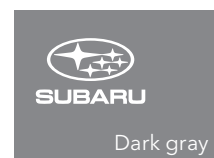
Flat Design can only be used with a bright gray background when gray gradation cannot be reproduced.

*The figure is an image.

(2) When the background color is dark (deep,) reproduce in white (as a negative.)



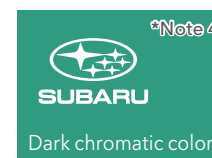
Black



Dark gray

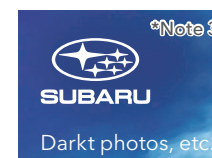


SUBARU Blue



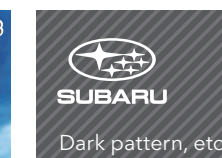
Dark chromatic color

*Note 4



Dark photos, etc.

*Note 3



Dark pattern, etc.

Conditions under which Type F-H can be used

When display space at the top and bottom is limited.

Type F-H
*Note 5



*Note 5
Reproduction method and background conditions are the same for Type F-H.

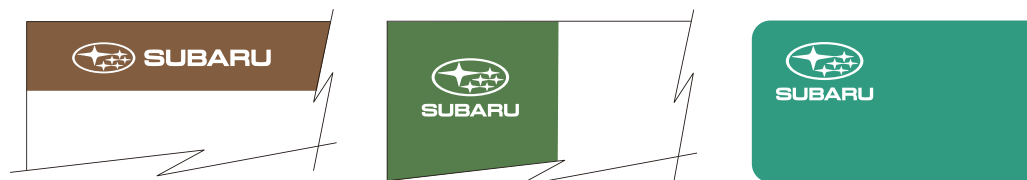
How to Use Type F-V and Type F-H (Flat Design C&B Logo) -2

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When printing in a single color other than black or SUBARU Blue

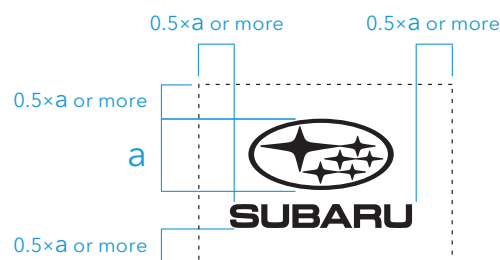
Place a colored band either at the top, bottom, left, or right of the paper for the entire length, or color the entire display area, and then reproduce by placing a white cutout (as a negative) in it. The same applies with novelty goods.



Isolation (Protected Area) Do not include other design elements, such as photographs, illustrations, figures, lines or texts within the protected area.

Note:

Type F-V



Type F-H



(1) The isolation range has been unified to 0.5x a or more for all vertical types and 0.5x a or more for all horizontal types in these latest revisions.

(2) Even if the minimum protected area is secured, the relationship between all elements should be considered in order to preserve visibility.

Minimum Permissible Sizes

Type F-V



Type F-H



Note:

(1) Even if the size is larger than the Minimum Permissible Size, overall balance and the relationship with other design elements should be considered so as to preserve visibility.

Improper Use

Reproduction in any color other than "colors available for reproduction" is prohibited.



Reproduction in SUBARU Blue against a background other than white is prohibited.



Reproduction in silver against a background other than white, black, or SUBARU Blue is prohibited.



When directly placing within a photos, etc. displaying within a pattern or uneven brightness section is prohibited.



Other examples of improper use can be found in "Reference Materials pages 36-40" at the back of this manual.

SUBARU Logo

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Prohibition of Independent Use of SUBARU Logo

As a rule, the SUBARU Logo must be used in a combination with the Six Stars Symbol as the C&B Logo.



Exceptions to the rule Independent Use of SUBARU Logo

As a limited exception to the rule, SUBARU may approve independent use of SUBARU Logo for motor sports, parts, and so on. SUBARU CORPORATION must be consulted with in advance, with the independent use only permitted once approval of a submitted design proposal has been granted.

SUBARU Logo Reproduction Colors

SUBARU Logo reproduction colors are designated for each C&B Logo type. Do not change designated colors for each 3-D Design Color Type SUBARU Logo.

When reproducing a Flat Design, SUBARU Logo must be the same color as the Six Stars Symbol.

3-D Design Color Type



Black 90% (K90%)



white cutout
*Note 1

Flat Design C&B Logo



Black 100% (K100%)



white cutout



SUBARU Blue
reference color



Spot color silver

*Note 1
Use of the white SUBARU Logo is now allowed in this revision.

Approximate 4-color combination: C100%+M85%+Y5%+K36%
PANTONE reference number: PANTONE 281C

Prohibition of SUBARU Logo Use within Text

Using the SUBARU Logo within text, including headings and titles, is prohibited.

When referring to the SUBARU name in text, use uppercase letters in the same typeface as the rest of the text.

The SUBARU name should not be split or hyphenated between two lines. Adjust paragraph breaks or letter spacing around, where necessary, to accommodate this.

Using the SUBARU within Text

When SUBARU entered the automobile industry in 1958, it established SUBARU as its exclusive automobile brand.

Improper use where SUBARU Logo within text.

When SUBARU entered the automobile industry in 1958, it established ~~SUBARU~~ as its exclusive automobile brand.

Improper use of the SUBARU name split or hyphenated between two lines.

When SUBARU entered the automobile industry in 1958, it established ~~SUBA-
RU~~ as its exclusive automobile brand.

Improper use of the SUBARU name mixing uppercase and lowercase letters.

When ~~Subaru~~ entered the automobile industry in 1958, it established ~~Subaru~~ as its exclusive automobile brand.

2 Corporate and Brand Color (C&B Color)

23 Corporate and Brand Color (C&B Color)

SUBARU Blue

The Corporate and Brand Color is "SUBARU Blue," the traditional image color of SUBARU.



SUBARU Blue reference color

Print

Approximate 4 color combination (process color)
C100% + M85% + Y5% + K36%

When using four-color printing, designate these numbers and adjust so the color is as similar as possible to the sample chip.

Digital

Approximate RGB color model : R0+G32+B91

Use this combination to reproduce colors on websites and the like.

PANTONE reference number : PANTONE 281C

See PANTONE's latest color sampler.

*Should the PANTONE color sample be revised significantly, the color reference number is also subject to change.

3-D Design Texture of SUBARU Blue

By exposing the three-dimensional Six Star Symbol to natural lighting from the upper left, the silver ovals, stars, and solid surfaces of the ovals cast beautiful shadows.

When reproducing C&B Logo Color Type (regarding C&B Logo color reference numbers)

When reproducing color gradation, do not change the colors provided in the digital data.

When producing for print-material, please confirm the final product using the reference number for the C&B Logo color.



SUBARU Logo:Black 90% (K90%)

C&B Logo color reference number

Print

Approximate 4 color combination (process color)
C100% + M73% + Y0% + K10%

Digital

Approximate RGB color model : R1+G78+B152

PANTONE reference number : PANTONE 7686C

See PANTONE's latest color sampler.

*Should the PANTONE color sample be revised significantly, the color reference number is also subject to change.

Note:

The C&B Logo color reference number has been set in this revision.

How to Use SUBARU Blue

SUBARU Blue is extremely important for communicating Corporate and Brand Identity and used in the following:

- (1) As a color to reproduce Flat Design C&B Logo or the background of the same (right diagrams.)
- (2) Other, as approved by SUBARU.

Reproduction example of a Flat Design C&B Logo in SUBARU Blue



Reproduction example of SUBARU Blue background with a Flat Design C&B Logo in white cutout (as a negative.)



Reproduction of a Flat Design C&B Logo in silver against a SUBARU Blue background is also permitted.



Note:

Do not use Star Yellow (Y100%) as it has already been abolished.

*The figure is an image.

3 "Confidence in Motion" For Automobile Brand Only

- 25 "Confidence in Motion"
- 26 Basic Rules Concerning "Confidence in Motion"

"Confidence in Motion"

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"Confidence in Motion" may be used for the automobile brand, SUBARU.

"Confidence" reflects Subaru's attitude toward engineering excellence and the trust generated among drivers by following through on its commitment to provide both "enjoyment" and "peace of mind" "in Motion" expresses Subaru's resolve to continue innovating to meet customer expectations in a world of constant change. Subaru will proactively address global environmental issues and the demands of ever-maturing automobile use.

Confidence in Motion

As a rule, "Confidence in Motion" is used in combination with the C&B Logo.

Each of the 4 types of C&B Logos is available with "Confidence in Motion".

Type C-V is recommended even with "Confidence in Motion".



Confidence in Motion

Note:

(1) Measure the width of "Confidence in Motion" as for the vertical type with Brand Statement included, and measure the width of C&B Logo for the rest.

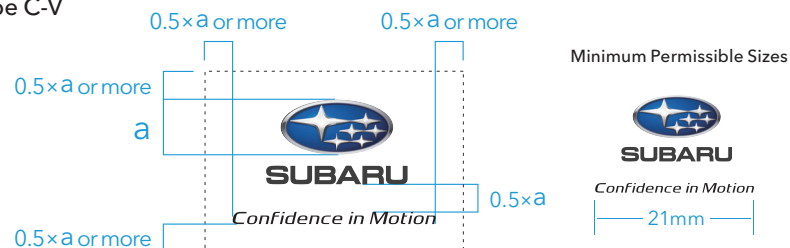
(2) Even if the size is larger than the Minimum Permissible Size, overall balance and the relationship with other design elements should be considered so as to preserve visibility.

Isolation (Protected Area) / Minimum Permissible Sizes

Do not include other design elements, such as photographs, illustrations, figures, lines or texts within the protected area.

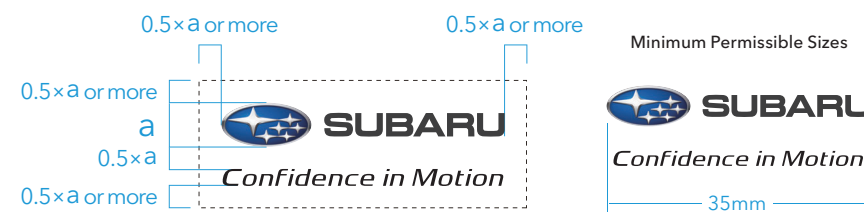
3-D Design Vertical Type

Type C-V



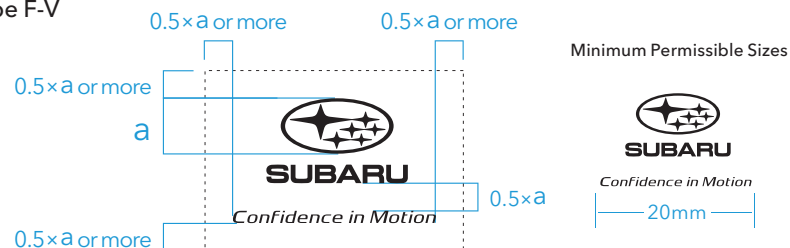
3-D Design Horizontal Type

Type C-H



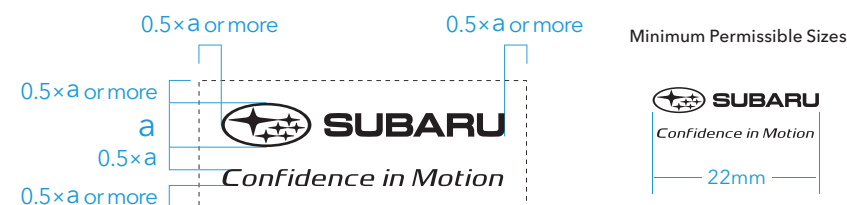
Flat Design Vertical Type

Type F-V



Flat Design Horizontal Type

Type F-H



Exceptions to the rule

Exceptions to the rule for minimum permissible sizes and isolation

Where there are severe restrictions on the display area, such as in the case of signs, motor sports, novelty goods, and parts, exceptions to the isolation rules may be approved by SUBARU. If approval has been granted by SUBARU, Minimum Permissible Sizes need not be applied to icons, favicons and the like used on mobile devices. However, care should be taken so as to preserve visibility when displayed on widely used device types.

If circumstances dictate that the Brand Statement has been reduced in size so much in an automobile brand that it cannot be easily read, then the Brand Statement should be omitted. If the SUBARU Logo is still too small to easily read, then in some cases, SUBARU may permit the Six Stars Symbol to be used independently.

Basic Rules Concerning "Confidence in Motion"-1

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Same Usage as for C&B Logo

The C&B Logo usage rules are the same even with "Confidence in Motion".



How to use
the C&B Logo
Refer to pages 09-21

Changes to Shape are Prohibited

As with the C&B Logo, changing the shape of the text of "Confidence in Motion" is prohibited.



Changes to Combination are Prohibited

As the overall balance with the C&B Logo is considered to include "Confidence in Motion," changes to the positioning or proportion in combination with the C&B Logo are prohibited.

Changes to positioning within "Confidence in Motion" combination are prohibited.



Changes to proportion of "Confidence in Motion" are prohibited.



Changes to Color are Prohibited

The reproduction color for "Confidence in Motion" text is black or white. Do not change the color provided in digital data, black 100% (K100%).

Changes to overall color of C&B Logo combined with "Confidence in Motion" and to "Confidence in Motion" text color are prohibited.

In exceptional cases with a Flat Design C&B Logo being used, "Confidence in Motion" should be reproduced in the same color as the C&B Logo. When the C&B Logo is reproduced in white cutout (as a negative), "Confidence in Motion" should also be reproduced in white.



Black 100% (K100%)



White cutout

Exceptional Cases with Flat Design C&B Logo

Reproduction
in black



Black 100% (K100%)

Reproduction in white cutout (as a negative)



Confidence in Motion



Confidence in Motion



Confidence in Motion



Reproduction
in SUBARU Blue



SUBARU Blue
reference color

Reproduction
in silver



Spot color silver
*The figure is an image.

Approximate 4-color combination: C100%+M85%+Y5%+K36%
PANTONE reference number: PANTONE 281C

Basic Rules Concerning “Confidence in Motion”-3

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“Confidence in Motion” may be used only in English

Placement of text other than
“Confidence in Motion” is prohibited.



Using “Confidence in Motion” within Text

When using “Confidence in Motion.” within text,
including headings and titles,
use the same typeface as the rest of the text
and enclose the phrase in double quotations
marks like this, “Confidence in Motion.”

“Confidence in Motion.” must not be displayed
without double quotation marks or shown
in other combinations of uppercase
and lowercase letters.

“Confidence in Motion” expresses Subaru’s aim
to continue evolving in order to offer even more
customers new ways to enrich their lives through
a uniquely satisfying Subaru experience.

Display “C” and “M” uppercase shown to the left.

Confidence in Motion expresses Subaru’s aim
to continue evolving in order to offer even more
customers new ways to enrich their lives through
a uniquely satisfying Subaru experience.

Using the phrase within text without
double quotation marks is prohibited.

Confidence in Motion expresses
SUBARU’s aim to continue evolving
in order SUBARU experience.

Displaying the phrase in all uppercase
is prohibited.

“CONFIDENCE IN MOTION” expresses
SUBARU’s aim to continue evolving in
order SUBARU experience.

Displaying the phrase in all lowercase
is prohibited

“confidence in motion” expresses
SUBARU’s aim to continue evolving
in order SUBARU experience.

4 Corporate Name Logo

- 29 Corporate Name Logo
- 30 How to Reproduce Corporate Name Logo
- 31 Using the Company Name within Text

Corporate Name Logo

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Logo to be Used when the Official Company Name must be Shown

Corporate Name Logo (English)

SUBARU CORPORATION

Corporate Name Logo (Japanese)

株式会社SUBARU

Basic Rules Concerning Corporate Name Display

As a rule, the C&B Logo should be used as the company name (SUBARU CORPORATION.)

C&B Logo



Use the Corporate Name Logo when the official company name needs to be shown:

- (1) When displaying the official company name is mandatory.
- (2) When a client or the like makes a request, and there is no other choice.
- (3) In the case of items where it is a general custom to use the official company name.
- (4) When the official company name is shown alongside the C&B Logo.

Corporate
Name Logo

SUBARU CORPORATION

Example : (3)
Business cards,
etc.



Example : (4)
Company doorplates,
etc.



When the Corporate Name Logo cannot be used, use Recommended Typefaces for Corporate Name.

Helvetica Neue 55 Roman

Example : SUBARU CORPORATION

If even the Recommended Typefaces for Corporate Name cannot be used, then substitute typefaces can be used.

Arial

Example : SUBARU CORPORATION

How to Reproduce Corporate Name Logo

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Changes to Shape Prohibited

The digital data provided must be used when using the Corporate Name Logo.

As a high level of design is behind the Corporate Name Logo, when reproducing it do not copy it from an existing item. Make sure to use original data that is downloaded each time from the SUBARU Confidential Site.

Do not insert line breaks.

~~株式会社
SUBARU~~

~~SUBARU
CORPORATION~~

Do not change shape.

~~株式会社 SUBARU
SUBARU CORPORATION~~

~~株式会社 SUBARU
SUBARU CORPORATION~~

Note:
Normally editing data (.AI / .PSD) should be used for printing, website production, and the like. Simplified data (.PDF / .JPG / .PNG) can be used for in-house documents where official data cannot be used.

Reproduction Colors

As a rule, the Corporate Name Logo should be reproduced in black, SUBARU Blue, or white cutout (as a negative.)

Please avoid unique colors, outlining, gradation, and so on.

Black

~~株式会社 SUBARU~~

SUBARU Blue

~~株式会社 SUBARU~~

White cutout (as a negative)

~~株式会社 SUBARU~~

~~株式会社 SUBARU~~

~~株式会社 SUBARU~~

~~株式会社 SUBARU~~

Backgrounds

Please avoid placement within complex backgrounds, such as photographs and patterns, and sections where the color is uneven.

~~株式会社 SUBARU~~

Visibility

While there are no set isolation or Minimum Permissible Size requirements, care should be taken to preserve visibility of the Corporate Name Logo.

Using the Company Name within Text

Within text, use normal typefaces instead of the Corporate Name Logo.

When using the company name within text, including headings and titles, do not use the Corporate Name Logo but the same typeface as the rest of the text, as shown to the right.

The SUBARU name should not be split or hyphenated between two lines. Adjust paragraph breaks or letter spacing around, where necessary, to accommodate this.

Line break between the words "SUBARU" and "CORPORATION" is permitted.

Should CORPORATION need to be split over two lines, it should be hyphenated as shown below.

COR-PO-RA-TION

Examples of how to use the company name within text.

The company name in English is SUBARU CORPORATION, and this should be displayed in all-uppercase letters.

(Examples using Century)

Fuji Heavy Industries Ltd. will change its name to SUBARU CORPORATION as of April 1, 2017.

The company name in English (SUBARU CORPORATION) should be displayed in all-uppercase letters in text.

Improper use of Corporate Name Logo

Fuji Heavy Industries Ltd. will change its name to SUBARU CORPORATION as of April 1, 2017.

Improper use of the company name all lowercase letters.

Fuji Heavy Industries Ltd. will change its name to subaru corporation as of April 1, 2017.

Improper use the SUBARU name in uppercase and lowercase letters.

Fuji Heavy Industries Ltd. will change its name to Subaru Corporation as of April 1, 2017.

Improper use of the SUBARU name split or hyphenated between two lines.

Fuji Heavy Industries Ltd. will change its name to SUBARU CORPORATION as of April 1, 2017.

Reference Materials

C&B Logo / "Confidence in Motion" / Company Name
































































- 33 Relationship Between C&B Logo Reproduction Color and Background Color
- 37 Examples of Improper Use (Examples of Improper C&B Logo Use)
- 42 Examples of Improper Use (Improper Examples of "Confidence in Motion")
- 43 Examples of Improper Use (Improper Examples of Company Name Display)

Relationship Between C&B Logo Reproduction Color and Background Color -1 (Concrete Examples of Achromatic & Chromatic Background Colors)

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Priority Use Type C-V/ Type C-H : For websites and 4-color printing; Should be able to use 3-D Design Color 2 Type as reproduction using color gradation is viable.

Type F-V/ Type F-H : When gradation cannot be faithfully reproduced on novelty goods and so on.

	Type C-V/Type C-H Priority Use			Type F-V/Type F-H Limited exceptions to the rule			
Reproduction Colors and Methods Background Colors	Full color (color gradation)			Black	white cutout (as a negative)	SUBARU Blue	Silver
White background		Examples of Direct Placement 	Examples of Direct Placement 				
Limit for directly placing 3-D Design Type Black 20% (K20%)							
Boundary line for positive/negative decision Black 35% (K35%) equivalent *Note 1	White window or band 						
Dark achromatic color Example: Black 40% (K40%) equivalent or more	White window or band 						
Black	White window or band 						
SUBARU Blue	White window or band 						
Bright chromatic color: Blue Example: Black 30% (K30%) equivalent or less	White window or band 						
Boundary line for positive/negative decision Black 35% (K35%) equivalent *Note 1	White window or band 						
Dark chromatic color: Blue Example: Black 40% (K40%) equivalent or more	White window or band 						

*Note 1: Flat Design Type positive display (black, SUBARU Blue, silver) and white cutout (negative display) both have around the same visibility at this value. In the case of brightness equivalent to black 31-39%, please use the display, positive or negative, which has better visibility.

Relationship Between C&B Logo Reproduction Color and Background Color -2 (Concrete Examples of Chromatic Background Colors)

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Priority Use Type C-V/ Type C-H : For websites and 4-color printing; Should be able to use 3-D Design Color 2 Type as reproduction using color gradation is viable.

Type F-V/ Type F-H : When gradation cannot be faithfully reproduced on novelty goods and so on.

Reproduction Colors and Methods Background Colors	Type C-V/Type C-H Priority Use				Type F-V/Type F-H Limited exceptions to the rule			
	Full color (color gradation)				Black	white cutout (as a negative)	SUBARU Blue	Silver
Bright chromatic color: Orange Example: Black 30% (K30%) equivalent or less	White window or band		Examples of Direct Placement					
Boundary line for positive/negative decision Black 35% (K35%) equivalent *Note 1	White window or band							
Dark chromatic color: Orange Example: Black 40% (K40%) equivalent or more	White window or band							
Bright chromatic color: Red Example: Black 30% (K30%) equivalent or less	White window or band							
Boundary line for positive/negative decision Black 35% (K35%) equivalent *Note 1	White window or band							
Dark chromatic color: Red Example: Black 40% (K40%) equivalent or more	White window or band							
Bright chromatic color: Purple or Violet Example: Black 30% (K30%) equivalent or less	White window or band							
Boundary line for positive/negative decision Black 35% (K35%) equivalent *Note 1	White window or band							
Dark chromatic color: Purple or Violet Example: Black 40% (K40%) equivalent or more	White window or band							

*Note 1: Flat Design Type positive display (black, SUBARU Blue, silver) and white cutout (negative display) both have around the same visibility at this value. In the case of brightness equivalent to black 31-39%, please use the display, positive or negative, which has better visibility.

Relationship Between C&B Logo Reproduction Color and Background Color -3 (Concrete Examples of Chromatic Background Colors)

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Priority Use Type C-V/ Type C-H : For websites and 4-color printing; Should be able to use 3-D Design Color 2 Type as reproduction using color gradation is viable.
Type F-V/ Type F-H : When gradation cannot be faithfully reproduced on novelty goods and so on.

		Type C-V/Type C-H Priority Use			Type F-V/Type F-H Limited exceptions to the rule			
Reproduction Colors and Methods		Full color (color gradation)			Black	white cutout (as a negative)	SUBARU Blue	Silver
Background Colors								
Bright chromatic color: Green Example: Black 30%(K30%) equivalent or less	White window or band							
Boundary line for positive/negative decision Black 35% (K35%) equivalent *Note 1	White window or band							
Dark chromatic color: Green Example: Black 40%(K40%) equivalent or more	White window or band							
Bright chromatic color: Pink Example: Black 30%(K30%) equivalent or less	White window or band							
Boundary line for positive/negative decision Black 35% (K35%) equivalent *Note 1	White window or band							
Dark chromatic color: Pink Example: Black 40%(K40%) equivalent or more	White window or band							
Section with bright (light) patterns, etc.	Pattern with low contrast, etc.							
	Pattern with high contrast, etc.							
Section with dark (deep) patterns, etc.	Pattern with low contrast, etc.							
	Pattern with high contrast, etc.							

*Note 1: Flat Design Type positive display (black, SUBARU Blue, silver) and white cutout (negative display) both have around the same visibility at this value. In the case of brightness equivalent to black 31-39%, please use the display, positive or negative, which has better visibility.

Relationship Between C&B Logo Reproduction Color and Background Color -4 (Concrete Examples of Achromatic)

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Priority Use Type C-V/ Type C-H : For websites and 4-color printing; Should be able to use 3-D Design Color 2 Type as reproduction using color gradation is viable.

Type F-V/ Type F-H : When gradation cannot be faithfully reproduced on novelty goods and so on.

		Type C-V/Type C-H Priority Use				Type F-V/Type F-H Limited exceptions to the rule			
Background Colors	Reproduction Colors and Methods	Full color (color gradation)				Black	white cutout (as a negative)	SUBARU Blue	Silver
		White window or band	Examples of Direct Placement	Examples of Direct Placement	Examples of Direct Placement				
Bright (light) -colored and close to plain sections within photos, footage, etc.	White or bright gray clouds, etc.								
	Bright-colored concrete pathway, etc.								
	Sand and the like with low coarseness, etc.								
	Bright (light) blue sky, etc.								
Dark (deep) -colored and close to plain sections within photos, footage, etc.	Dark (deep) blue sky, etc.								
	Dark-colored concrete pathway, etc.								
Sections within photos, footage, etc. that are bright (light) patterns, etc.	Pathways, beaches, and so on with conspicuous pebbles, etc.								
	Grass, etc.								
Sections within photos, footage, etc. that are dark (deep) patterns, etc.	Night-sky and the like with bright stars, etc.								
	Fabric and the like with conspicuous wrinkles, etc.								

Examples of Improper Use (Concrete Examples When Background is Photograph, Footage)

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Examples of Improper and Proper Use

3-D Design Color Type



Bordering is not permitted, even for preventing blending into the background.

Flat Design C&B Logo



Displaying with in a pattern or uneven color section is prohibited.



Display within unpatterned section or section with even color.



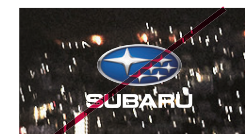
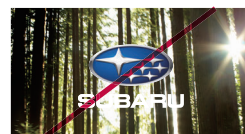
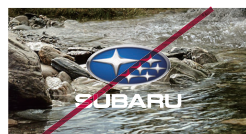
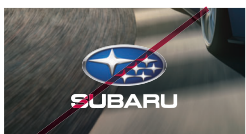
Bordering is not permitted, even for preventing blending into the background.



Reproduction in white with black bordering is also not permitted.

Displaying on a background for direct placement where visibility cannot be preserved is prohibited.

Improper use of backgrounds for direct placement where visibility cannot be preserved.



Examples of Improper Use (Examples of Improper C&B Logo Use -1)

C&B.I. Manual Basic Edition Reference Materials 38
March 2019

Independent Use is Prohibited

Example of improper independent use of Six Stars Symbol.



Example of improper independent use of SUBARU Logo.



Example of improper use of a Flat Design Six Stars Symbol.



Exceptions to the rule

Exceptions to the rule, SUBARU may approve independent use in the following situations. SUBARU CORPORATION must be consulted with in advance, with independent use only permitted once approval of a submitted design proposal has been granted.

- (1) When the Six Stars Symbol is to be used as an icon, favicon, or the like on a mobile device.
- (2) When the SUBARU Logo is to be used independently for motor sports and so on.
- (3) In other cases approved by SUBARU (company emblem, parts, etc.)

Changes to Shape are Prohibited

Improper use of horizontal and vertical proportions of C&B Logo changed.



Improper use of shape of Six Stars Symbol or SUBARU Logo changed.

Improper use of Six Stars Symbol rearranged.



Improper use of Logo fully or partially tilted (Even slightest tilting is prohibited.)



Trimming is Prohibited

Improper use of trimmed Six Stars Symbol and SUBARU Logo changed.



Usage of trimmed C&B Logo is prohibited.

Examples of Improper Use (Examples of Improper C&B Logo Use -2)

C&B.I. Manual Basic Edition Reference Materials 39
March 2019

Changes to Color are Prohibited

Improper use of color of a 3-D Design Color Type is fully or partially changed (Regardless of the color, designated color must be used.)

Improper use of overall color changed.



Improper use of colors of Six Stars Symbol changed.



Improper use of colors of stars within Six Stars Symbol changed.



Improper use of colors of Six Stars Symbol made brighter (making darker also prohibited.)



Improper use of SUBARU Logo colored in K100% (making brighter also prohibited.)



Improper use where SUBARU Logo reproduced in silver.



Improper use of Flat Design C&B Logo colors other than designated colors used. Only black, SUBARU Blue, silver, and white (as a negative) are permitted.



Changing Combination is Prohibited

Improper use of combinations other than what is designated as C&B Logo used.



Improper use of SUBARU Logo arranged vertically.

Improper use of Six Stars Symbol and Corporate Name Logo combined.



Examples of Improper Use (Examples of Improper C&B Logo Use -3)

C&B.I. Manual Basic Edition Reference Materials 40
March 2019

Improper use of Logo placed in frame or shape (Prohibited regardless of frame or shape.)



Improper use of combined with another figure or text (Prohibited regardless of the figure or text.)



Improper use of combined with another logo, etc.



Improper use of bordering added.



Improper use of outlining added.



Improper use of shadowing added (Reflection also prohibited.)



Improper use of parts of Six Stars Symbol or SUBARU Logo used as separate design elements.



Examples of Improper Use (Examples of Improper C&B Logo Use -4)

C&B.I. Manual Basic Edition Reference Materials 41
March 2019

Displaying within background other than that designated is prohibited.

Reproduction in any color other than "colors available for reproduction" is prohibited.



Reproduction in SUBARU Blue against a background other than white is prohibited.



Reproduction in silver against a background other than white, black, or SUBARU Blue is prohibited.

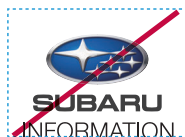


When directly placing within a photos, etc. displaying within a pattern or uneven brightness section is prohibited.



Displaying without adhering to the isolation (protected area) rules is prohibited.

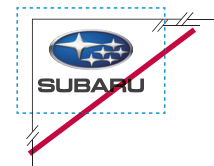
Improper use where text, lines, and figures included in isolation area.



Improper use where isolation area from photograph edges not preserved.



Improper use where isolation area inside display space or from paper edges not preserved.



Improper use where isolation area inside white window not preserved.



Displaying against colors other than white for the window or band is prohibited.

Improper use of non-white windows.



Improper use of non-white bands.



Examples of Improper Use (Improper Examples of “Confidence in Motion”)

C&B.I. Manual Basic Edition Reference Materials 42
March 2019

Use of “Confidence in Motion” Other than as Designated is Prohibited

Improper use of “Confidence in Motion” combination changed.

Confidence in Motion



Confidence in Motion



SUBARU
Confidence in Motion



Improper use of “Confidence in Motion” with different font.



Improper use of language other than English used for “Confidence in Motion”.



Improper use where “Confidence in Motion” included within text in manner not abiding by display rules.

Improper use of designated “Confidence in Motion” logo used within text.

Confidence in Motion expresses Subaru's aim to continue evolving in order to offer even more customers new ways to enrich their lives through a uniquely satisfying Subaru experience

Improper use of text displayed without enclosing in double quotation marks.

Confidence in Motion expresses SUBARU's aim to continue evolving in order SUBARU experience.

Improper use of displayed in all uppercase.

“CONFIDECE IN MOTION” expresses SUBARU's aim to continue evolving in order SUBARU experience.

Improper use of displayed in all

“confidence in motion” expresses SUBARU's aim to continue evolving in order SUBARU experience.

Improper use of combined with Corporate Name Logo.

SUBARU CORPORATION
Confidence in Motion

Examples of Improper Use (Improper Examples of Company Name Display -1)

C&B.I. Manual Basic Edition Reference Materials 43
March 2019

Use of Company Name Other than as Designated is Prohibited

Improper use of company name displayed using SUBARU Logo (SUBARU Logo can also not be used as company name in English.)

~~BARU CORPORATION~~

~~株式会社SUBARU~~

Improper use where SUBARU Logo used as company name within title, heading, or text.

~~Fuji Heavy Industries Ltd, will change its name to **SUBARU** CORPORATION as of April 1, 2017. Unifying our brand name used within the automobile business and our corporate name will enable us to further~~

~~When SUBARU entered the automobile industry in 1958, it established **SUBARU** as its exclusive automobile brand.~~

Improper use of another typeface used instead of using recommended typefaces or substitute typefaces, when displaying company name independently not within text.

~~SUBARU CORPORATION~~

~~株式会社SUBARU~~

Examples of Improper Use (Improper Examples of Company Name Display -2)

C&B.I. Manual Basic Edition Reference Materials 44
March 2019

Use of Corporate Name Logo Other than as Designated is Prohibited

Improper use of Corporate Name Logo shape changed.



Improper use of letters in Corporate Name Logo altered (Any alteration of letters is prohibited.)

Improper use of bordering added.

Improper use of shadowing, highlighting, gradation, and so on, used.



Improper use of Corporate Name Logo reproduced in unsuitable color.



Improper use of text combinations within Corporate Name Logo changed.



Improper use of CORPORATION has been omitted from Corporate Name Logo.



Improper use of Six Stars Symbol and Corporate Name Logo combined.



Examples of Improper Use (Improper Examples of Company Name Display -3)

C&B.I. Manual Basic Edition Reference Materials 45
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Improper use where Corporate Name Logo displayed in a manner that impedes visibility.



Improper use of the SUBARU name split or hyphenated between two lines.

When Fuji Heavy Industries Ltd. (at that time) entered the automobile industry in 1958, it established SUBA-RU as its exclusive automobile brand.

Improper use where C&B Logo and Corporate Name Logo included in isolation area.



Improper use where there has been no alternative but to place C&B Logo and Corporate Name Logo side by side, but Corporate Name Logo is bigger than C&B Logo.

