



SUBARU CORPORATION

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Shibuya-ku, Tokyo 150-8554, JAPAN
<http://www.subaru-global.com>

June 3rd 2019

To: Subaru Distributors

Attn: Director / Marketing Manager

Release of Revised C&B Logo Data and C&BI Manual

Thank you for your continued support.

This letter is to provide notification that in accordance with the releasing of the SUBARU revised C&B Logo and C&BI Manual have been uploaded to the Global Assets Site.


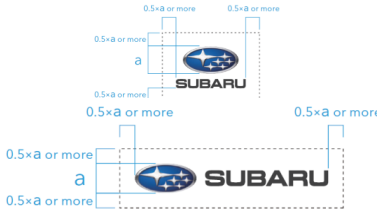


1. Outline

C&B Logo has fine design modifications and the rule specified by C&BI Manual is deregulated.

The revised C&B Logo will be started to use on and after June 2019.



2. Deregulating the Rule (Summary)

Deregulating the Rule (Summary)	
Direct Placement	 <p>White window or white band is still prioritized to use. Direct placement without white window or band is allowed to display on the back ground where the visibility can be preserved. SUBARU logo in white is available.</p>
Isolation	 <p>Both isolation for vertical and horizontal type is 0.5a, half height of six star symbol. (The logo can be displayed larger than before)</p>
Independent use and a design use	 <p>Independent use of the logo is prohibited. It's prohibited to use a six star symbol as a design element.</p>
Confidence in Motion (CIM)	 <p>Display of CIM is not mandatory. Distributors can continue to use C&B Logo with CIM. It's strictly prohibited to set up your statement except for CIM. CIM may be used only in English.</p>

3. Schedule

a. Advertisement

Flat Objects

For flat objects such as brochure and the web, it will be used for new productions on and after June.

The transition period is the end of 2020 (approximately one and a half years).

3D Objects

For 3D object such as event sign and motor show sign, SBR will announce the details later.

b. Shop Sign

SBR will advise the details like providing the 3D data with distributors later.

4. Revised C&B Logo Data and C&BI Manual

Please download them from following URL.

a. Revised C&B Logo Data

<http://assets.subaruconfi.com/#/assets/63005>

b. Revised C&BI Manual

Basic Edition

<http://assets.subaruconfi.com/#/asset/62785>

Applied Edition

<http://assets.subaruconfi.com/#/asset/62784>

Yours Sincerely,

SUBARU CORPORATION

Overseas Sales & Marketing Division 2

Overseas Business and Planning Department