



SUZUKI Corporation Identity Design Guide



Suzuki Corporation Symbol Mark & Concept

The corporate symbol is the spearhead that visually conveys Suzuki Company's corporate communication concept, visualizing and communicating the company's image throughout its operations.

Suzuki corporate symbol has retrieved from Yin Yang symbol which is a concept representing the constant state of change or duality in the universe forming a whole.

When something is whole, by definition it is unchanging and complete. So when you split something into two halves, it upsets the equilibrium of wholeness. This starts both halves chasing after each other as they seek a new balance with each other, a perfect balance.

In addition to this concept the oval signifies Suzuki ongoing worldwide operations, and the animated 'S' has been shown inside.





Personality

Progressive - Reliable
Energetic - Rational

Positioning

Mid range

Values

Steadfastness & Loyalty
Utmost Committed
Zeal & respect
Usher & Joy
Kindle trust
Investing in Employees

Literature

Formal

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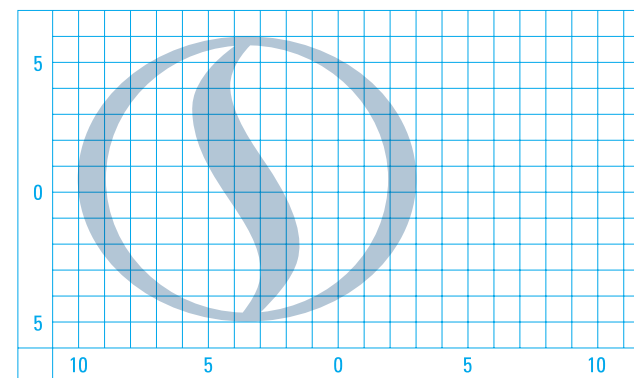
The corporate symbol is the most important visual factor of Suzuki Company's identity. Clarity and consistency of Suzuki symbol is essential to the successful implementation of the corporate identity system. Suzuki symbol is never to be altered from the examples in this manual.

When unable to use the provided data, precisely reconstruct the corporate symbol using the grid shown below.

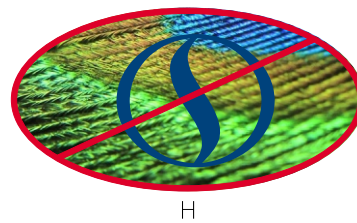
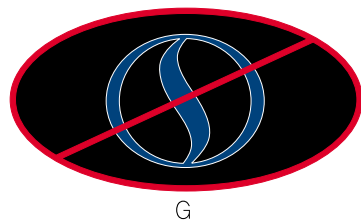
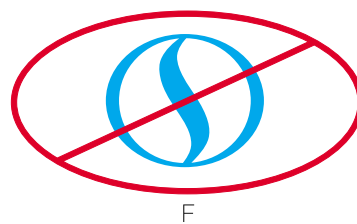
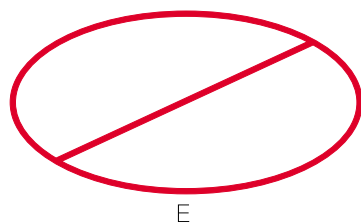
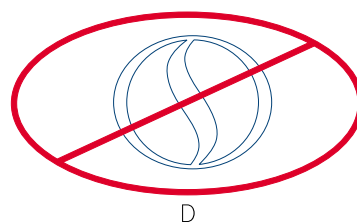
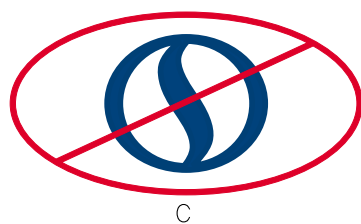
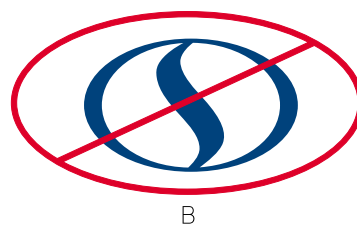
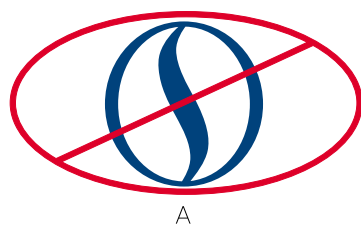
Standard Symbol



Grid



The corporate symbol should be formed according to the rules without any change in color or shape in order to maintain its original image. Some examples of unacceptable modifications and incorrect use are illustrated in the eight misapplications below.

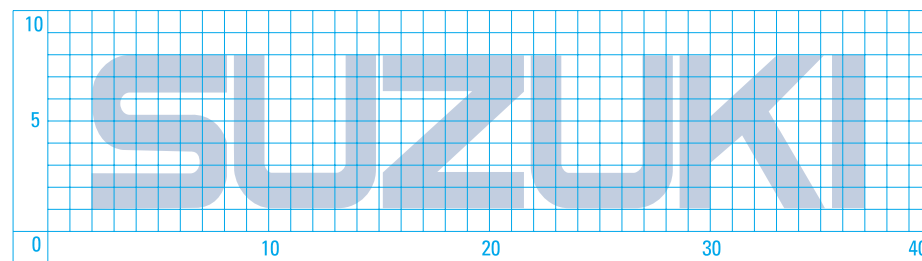


- A. Do not alter the ratio of length and width of the symbol.
- B. Do not alter the length of the symbol.
- C. Do not alter the thickness of the symbol.
- D. Do not reproduce in outline.
- E. Do not reproduce with graphic effect, which may reduce the visibility of the symbol.
- F. Do not use non-approved colors.
- G. Do not outline the symbol on a dark background.
- H. Do not use the symbol on complicated patterns or images, which may reduce the visibility of the symbol.

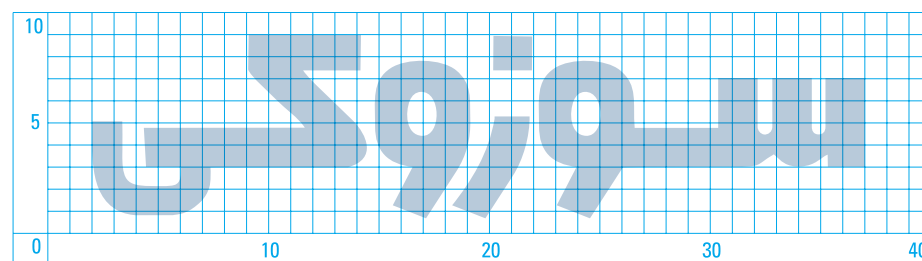
Along with the corporate symbol, the corporate logotype is also one of the most important visual factors of the Suzuki Corporation identity, along with the corporate symbol. Clarity and consistency of Suzuki logotype are essential to the successful implementation of the Suzuki Clarity corporate identity system.

When unable to use the provided data, precisely reconstruct the corporate symbol using the grid shown below.

SUZUKI



سوزوکی



The corporate logotype should be formed according to the rules without any change in color or shape in order to maintain its original image. Some examples of unacceptable modifications and incorrect use are illustrated in the eight misapplications below.

- A. Do not alter the ratio of length and width of the symbol.
- B. Do not alter the length of the symbol.
- C. Do not alter the thickness of the symbol.
- D. Do not reproduce in outline.
- E. Do not reproduce with graphic effect, which may reduce the visibility of the symbol.

- F. Do not use non-approved colors.
- G. Do not outline the symbol on a dark background.
- H. Do not use the symbol on complicated patterns or images, which may reduce the visibility of the symbol.



A



B



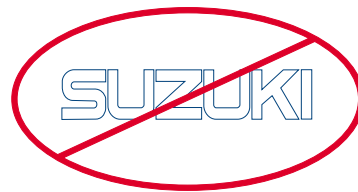
A



B



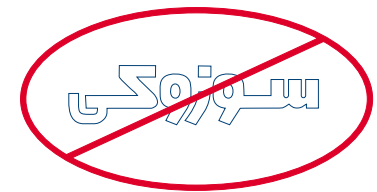
C



D



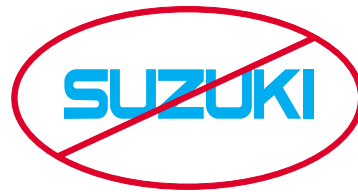
C



D



E



F



E



F



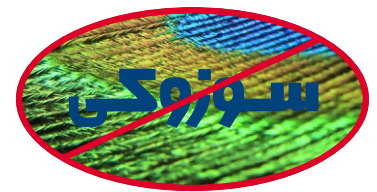
G



H



G

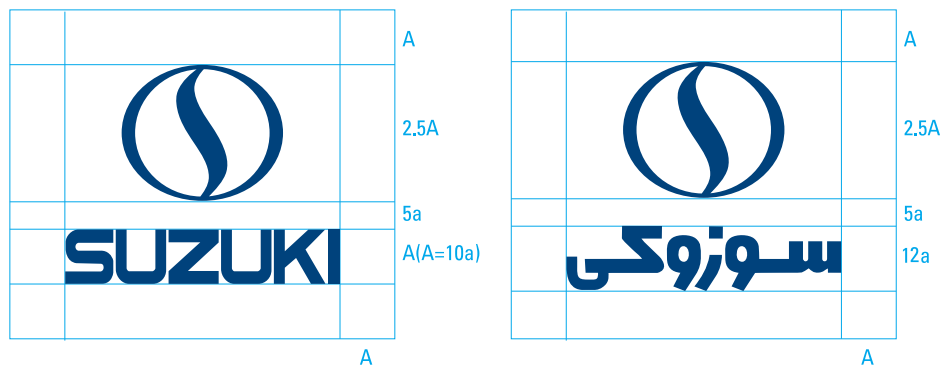


H

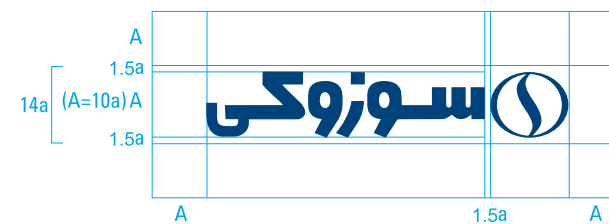
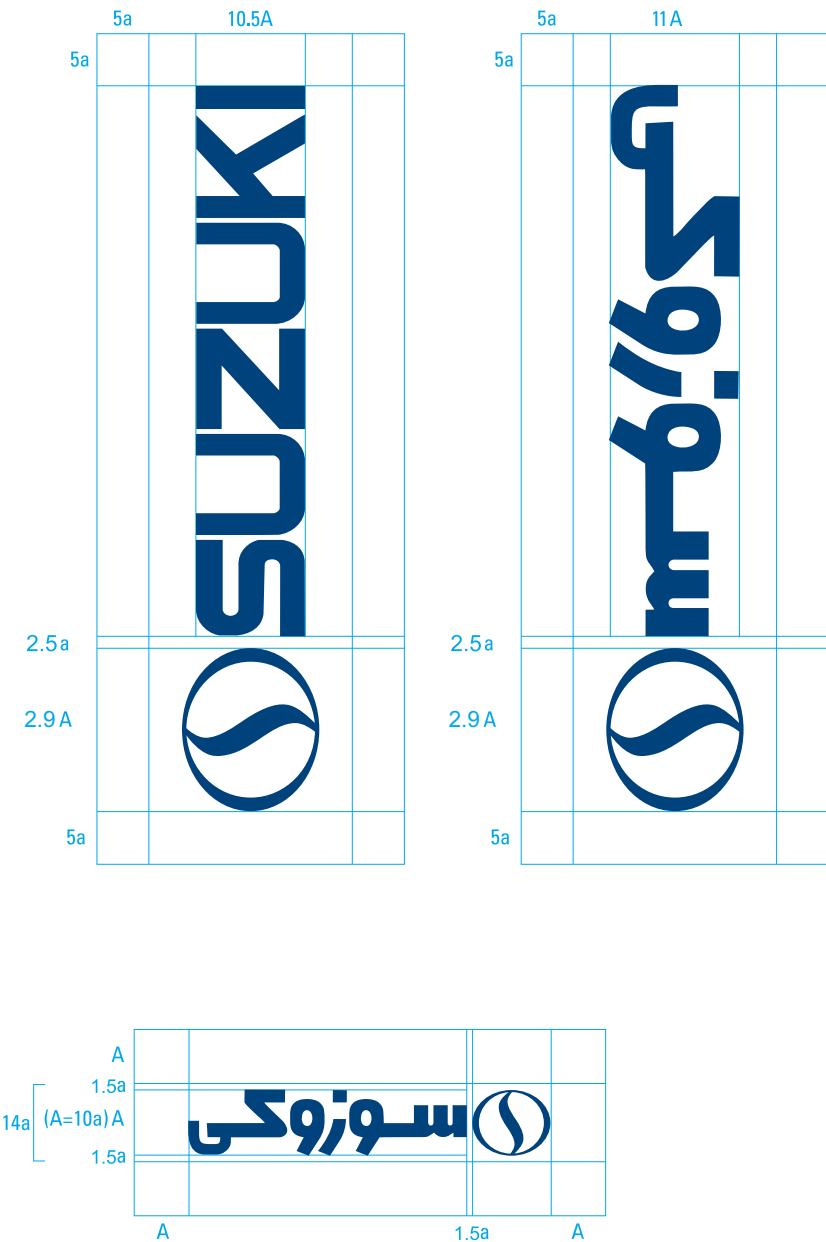
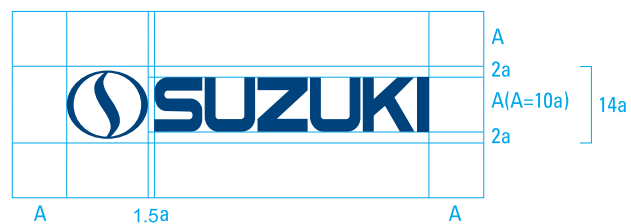
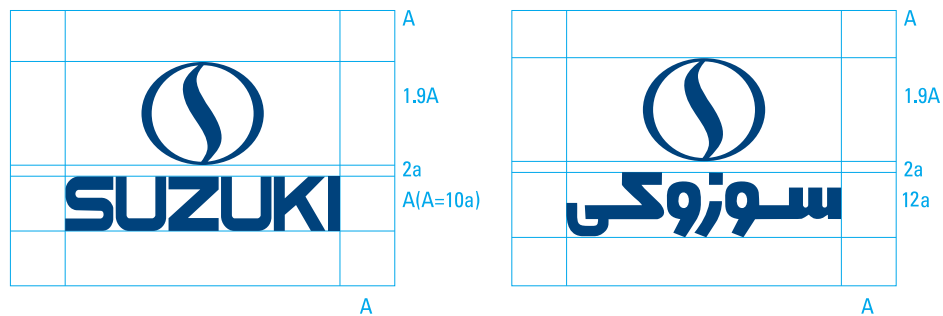
In the basic design systems, a combination of the symbol and the logotype is called a signature, which most effectively conveys the basic elements and qualities of the brand. The signature shall be formed with proper space and ratio adjustment between symbol and logotype, so that the signature can be utilized efficiently according to each application condition.

Do not use any other images within the clear zones illustrated on the layout shown below.

Emphasized Symbol



Emphasized Logotype (New)



Suzuki Company's color system plays an important part in symbolizing Suzuki and is used throughout various print materials. Therefore it is crucial that it is used according to the rules.

Of the colors that symbolize Suzuki, the standard color is Suzuki Blue, with the optional Suzuki Silver, Suzuki Gold, Suzuki Light Gray and Suzuki Dark Gray, Suzuki white, Suzuki black.

six color process (CMYK) print, as well as silver and gold. Always follow the rules in the PATONE® Color Formula Guide, and adhere to the four color breakdown shown on this page.



Standard color

Suzuki Blue



Process Color:
C 100
M 71
Y 6
K 30

RGB Color:
R 0, G 40, B 122
00287A

WEB Color:
074176

Secondary colors

Suzuki Silver



Suzuki Gold



Suzuki Light Gray



Process Color:
Black 30%

RGB Color:
R199 G201 B199
C7C9C7

WEB Color:
CCCCCC(216 Color)

Suzuki Dark Gray



Process Color:
Black 60%

RGB Color:
R100 G102 B102
646666

WEB Color:
666666(216 Color)

Suzuki Light Gray



Process Color:
Cyan 0%
Magenta 0%
Black 0%
Yellow 0%

RGB Color:
R 255, G255 , B255
000000

WEB Color:
ffffff

Suzuki Dark Gray



Process Color:
Cyan 0%
Magenta 0%
Black 100%
Yellow 0%

RGB Color:
R 0, G 0, B 0
000000

WEB Color:
000000

The Suzuki typeface “Helvetica” and “Arial” compliment and well suits the corporate symbol and logotype. “Helvetica” and “Arial” are to be used consistently when inscribing various descriptors such as office name and distributor name to increase and strengthen Suzuki unified image.

Corporate Typeface

Helvetica Inserat Cyrillic Upri 16 (Condensed 90%)

A B C D E F G H J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ \$ % ?

Helvetica CE 16 (Condensed 90%)

A B C D E F G H J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ \$ % ?

HelvLight 16 (Condensed 90%)

A B C D E F G H J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ \$ % ?

Arial Bold (Condensed 90%)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ \$ % ?

Arial (Condensed 90%)

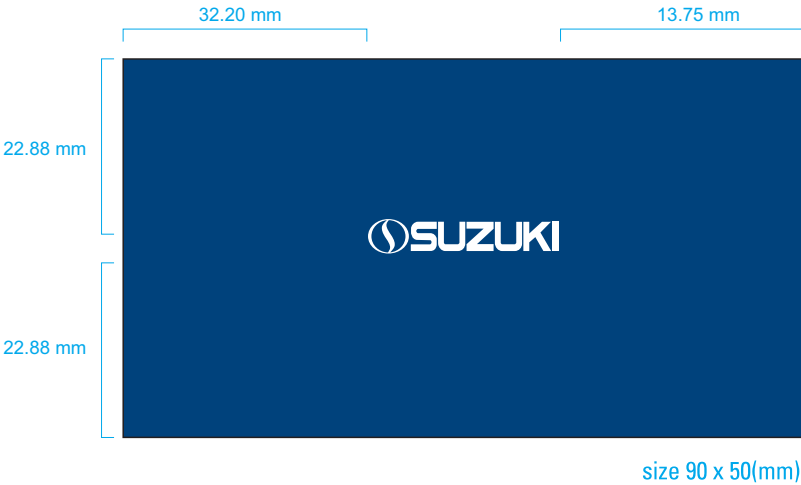
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ \$ % ?

All business cards are to be produced according to guidelines provided below. Do not alter in any way the position, size and color guidelines when producing business cards.

Typography
Name :
Arial Bold / 8 pt / Condensed 95%
Division & Position :
Arial Medium / 7 pt / Condensed 95%
Company Name :
Arial Medium / 7 pt / Condensed 95%
Address :
Arial Medium / 7pt / Condensed 95%

Specifications - High grade
Paper quality : Velvet Matt 209g or similar paper
Printing method : Offset with resin coating

Specifications - Normal grade
Paper quality : Golden Matt 209g or similar paper
Printing method : Offset

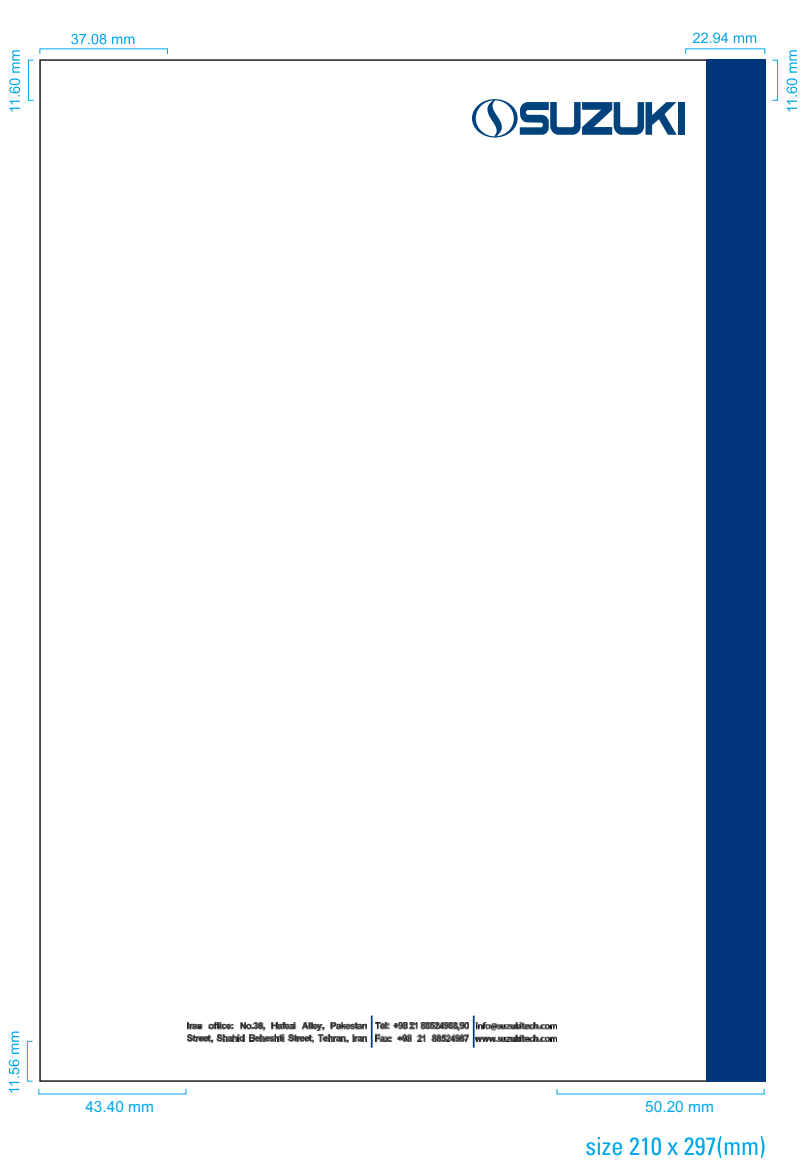


It is essential to follow the guidelines provided below when producing letterheads and facsimile forms to enforce a consistent and coherent image of Suzuki Company. Letterheads and facsimile forms are to be ordered by providing design copies to the printers, using the following examples as reference to color treatment and design.

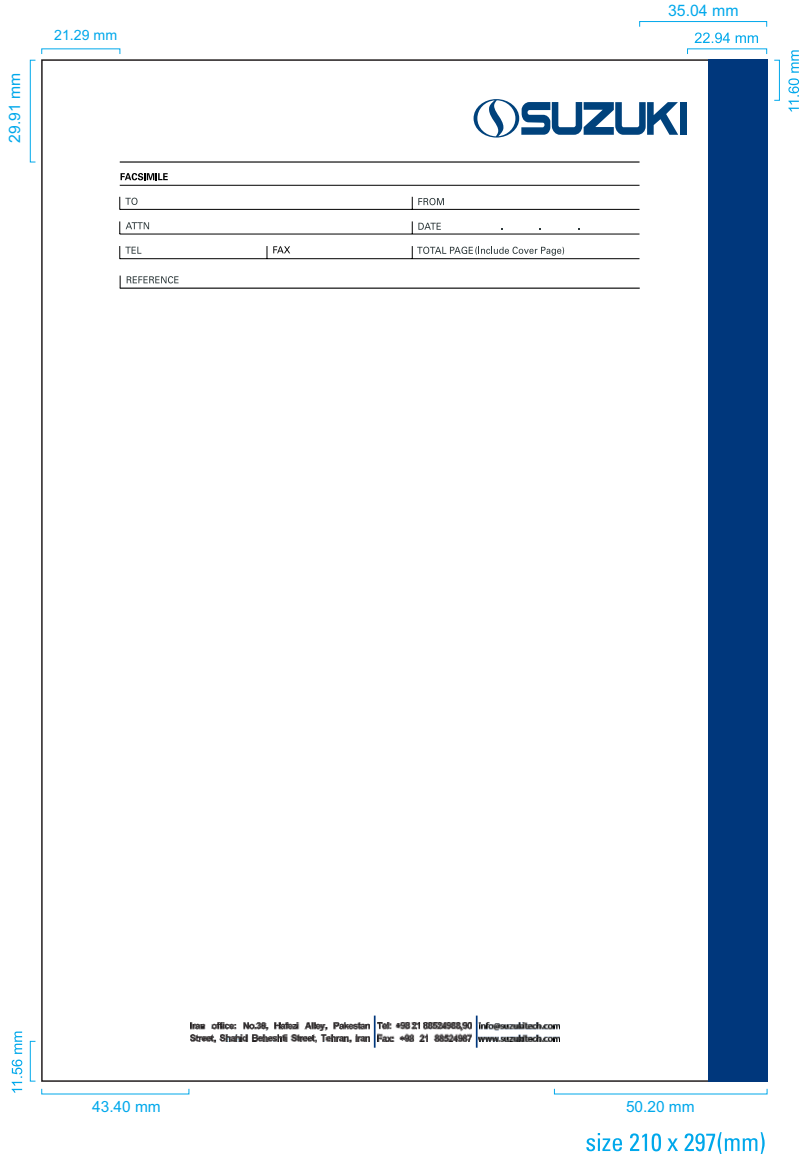
Letterhead
Typography
Company name :
Arial Bold / 7pt / Condensed 95%
Address : Arial Medium / 7.5pt / Condensed 95%

Facsimile Form
Typography
Company name :
Arial Bold / 7pt / Condensed 95%
Address : Arial Medium / 7pt / Condensed 95%

Letterhead



Facsimile Forms

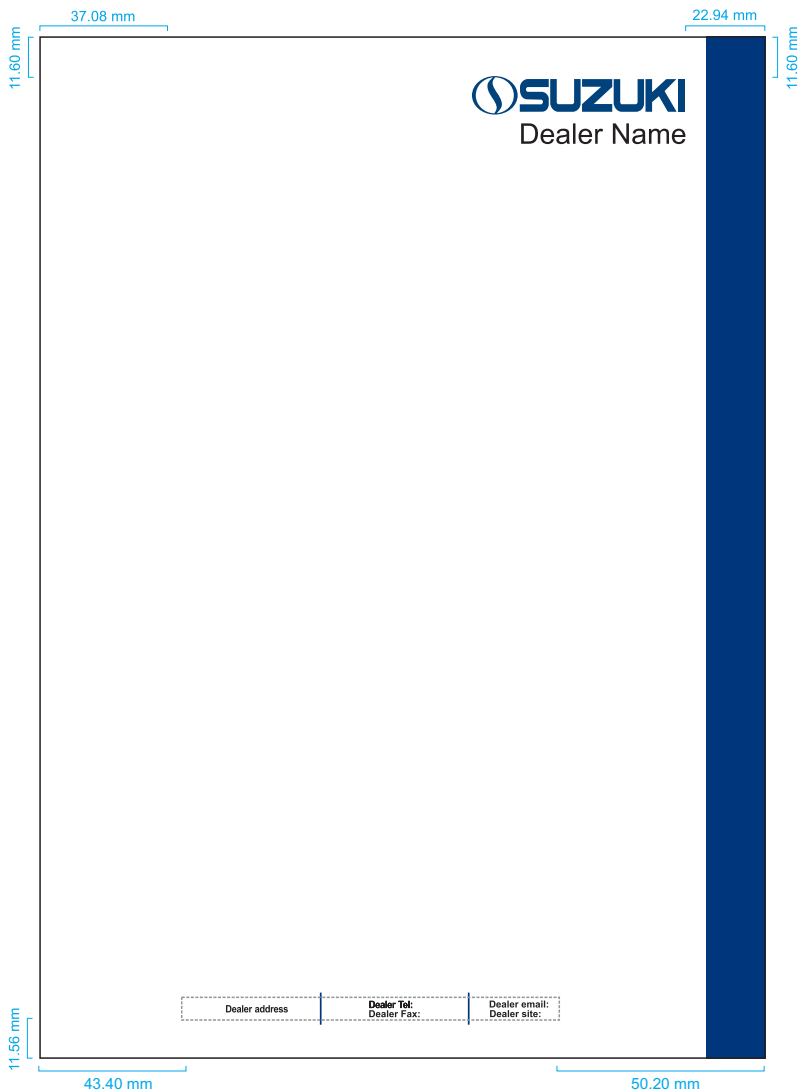


It is essential to follow the guidelines provided below when producing dealer letterhead and agreement forms to enforce a consistent and coherent image of Suzuki Company. Dealer letterhead and agreement forms are to be ordered by providing design copies to the printers, using the following examples as reference to color treatment and design.

Dealer Letterhead
Typography
Company name :
Arial Bold / 7pt / Condensed 95%
Address : Arial Medium / 7.5pt / Condensed 95%

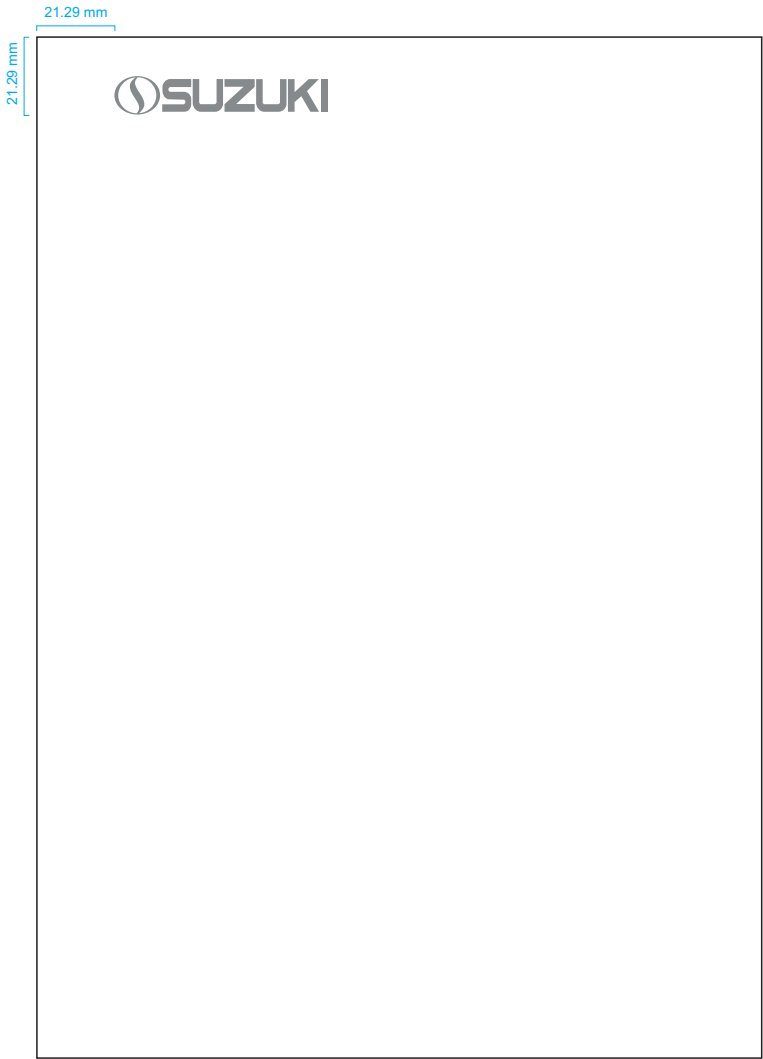
Agreement forms
silver cob typography

Dealer Letterhead



size 210 x 297(mm)

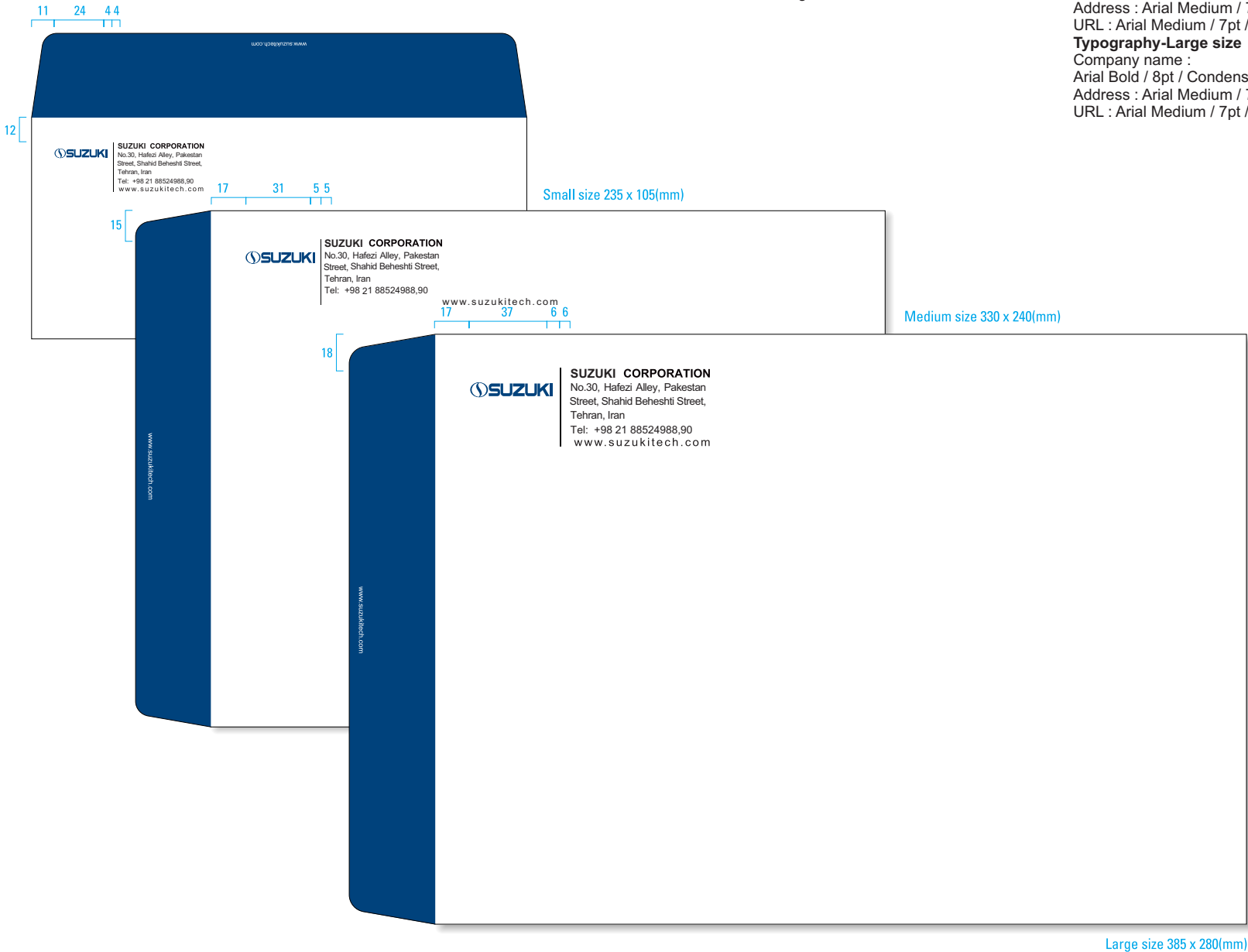
Agreement Forms



size 210 x 297(mm)

It is essential to follow the guidelines provided below when producing envelopes to enforce a consistent and coherent image of Suzuki Company.
Envelopes are to be ordered by providing design copies to the printers, using the following examples as reference to color treatment and design.

Typography-Small size
Company name :
Arial Bold / 8pt / Condensed 95%
Address : Arial Medium / 7pt / Condensed 95%
URL : Arial Medium / 7pt / Condensed 95%
Typography-Medium size
Company name :
Arial Bold / 8pt / Condensed 95%
Address : Arial Medium / 7pt / Condensed 95%
URL : Arial Medium / 7pt / Condensed 95%
Typography-Large size
Company name :
Arial Bold / 8pt / Condensed 95%
Address : Arial Medium / 7pt / Condensed 95%
URL : Arial Medium / 7pt / Condensed 95%

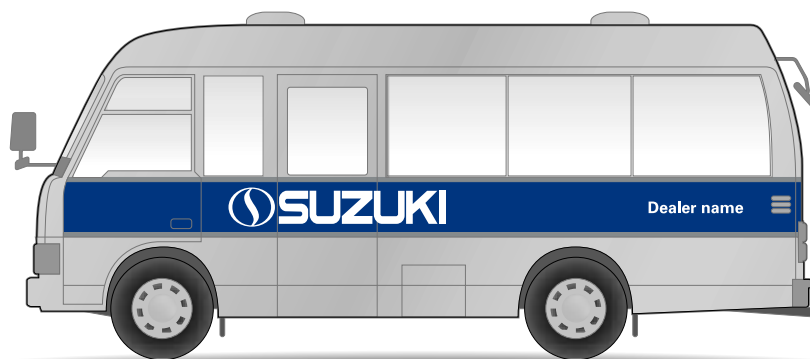


Rooftop signs are types of advertising towers that communicate Suzuki Company's image. Rooftop signs are to be installed on the roofs of the main building, as well as other areas judged to have a high level of advertising effect. Slogans for the rooftop signs may change according to the advertisement concept.

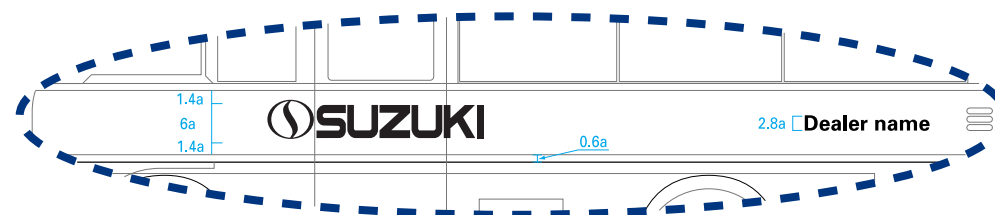
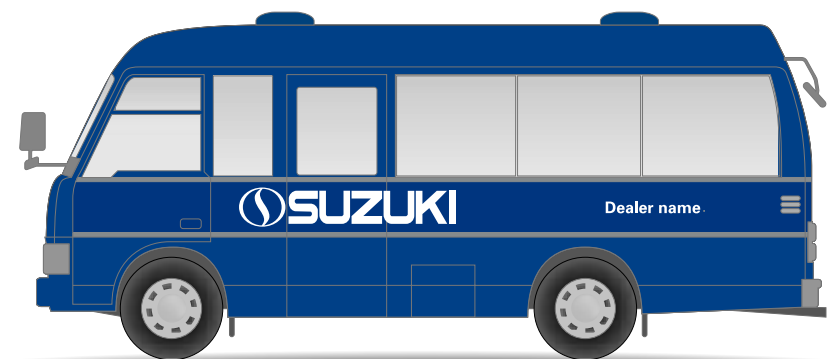


Mini buses applied with the Suzuki Company logo play an important role as a mobile advertisement medium. All Suzuki Company vehicles must be kept in mint condition and painted in accordance with regulations to deliver a consistent corporate image. White, Silver / Suzuki Blue or similar colors are recommended for body colors.

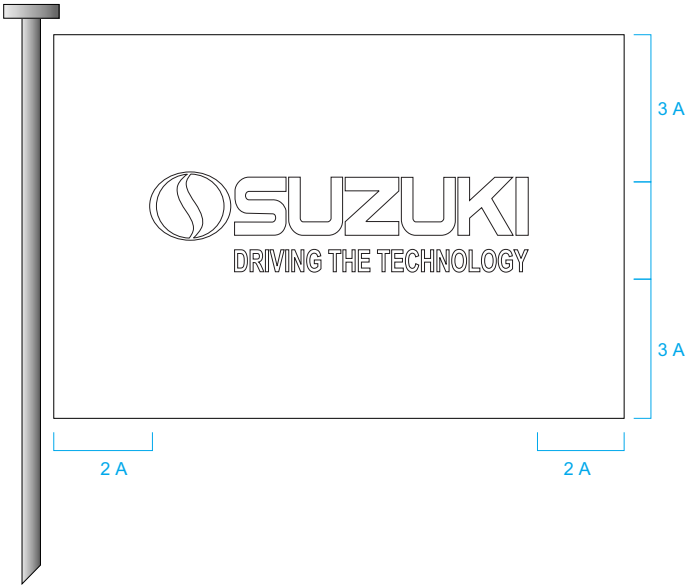
A Type



B Type



These are official flags of Suzuki Company and are to be properly raised outside or inside of the buildings. The one decorated with white lace is to be hoisted indoor while the other one without decoration is mostly for outdoor use.



The Suzuki Company carrier bags directly deliver the corporate identity to customers.

A Type

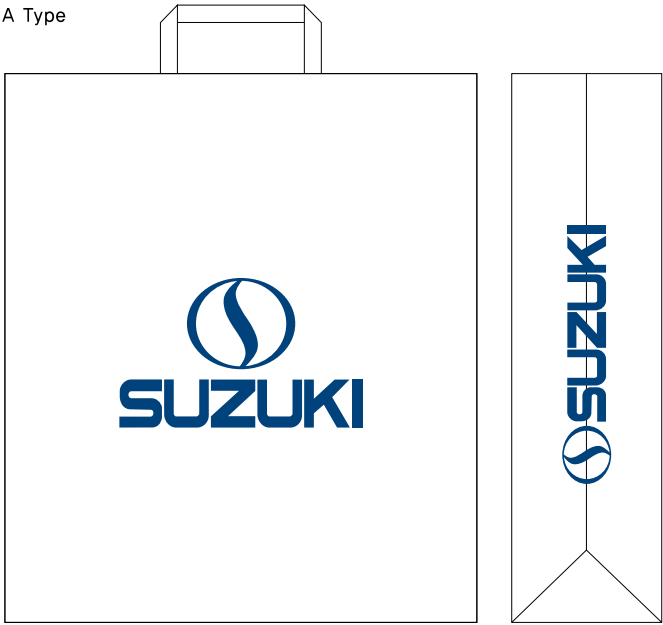


B Type

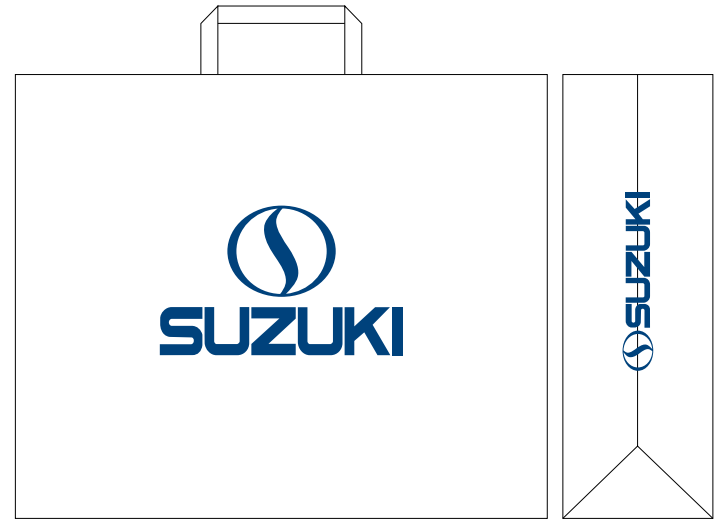


The Suzuki Company carrier bags directly deliver the corporate identity to customers.

A Type



B Type

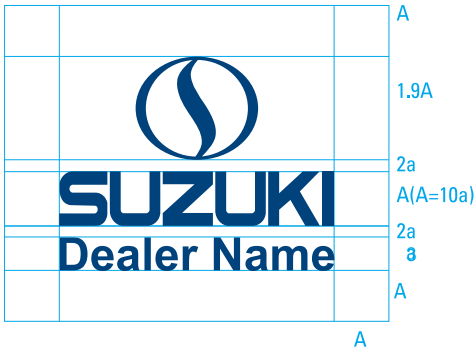


Banners are effective in delivering Suzuki Company's image to the general public.



In the basic design systems, a combination of the symbol and the logotype is called a signature, which most effectively conveys the basic elements and qualities of the brand. The signature shall be formed with proper space and ratio adjustment between symbol and logotype, so that the signature can be utilized efficiently according to each application condition. Do not use any other images within the clear zones illustrated on the layout shown below.

Emphasized Symbol



Suzuki branding slogan is small set of words that makes Suzuki and products stick in consumer's memories. It is simple and catchy phrase accompanying logo and brand.



Advertising materials are most effective when they're clean, simple and easy to read. The example below and on the following page show how to clearly convey a message utilizing the correct graphic standards.

Long Sleeves



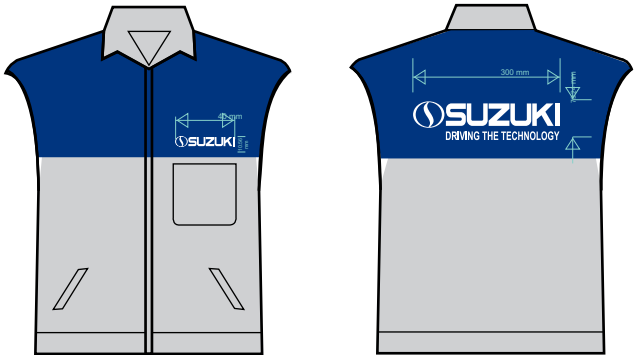
Short Sleeves



Breast badge



Working vests



Cap



Mug



Long Sleeves



Short Sleeves



Breast badge



Working vests



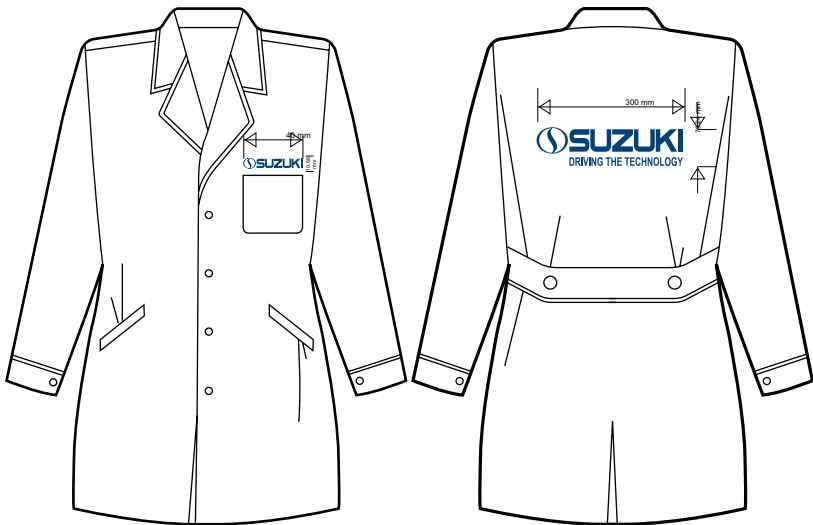
cap



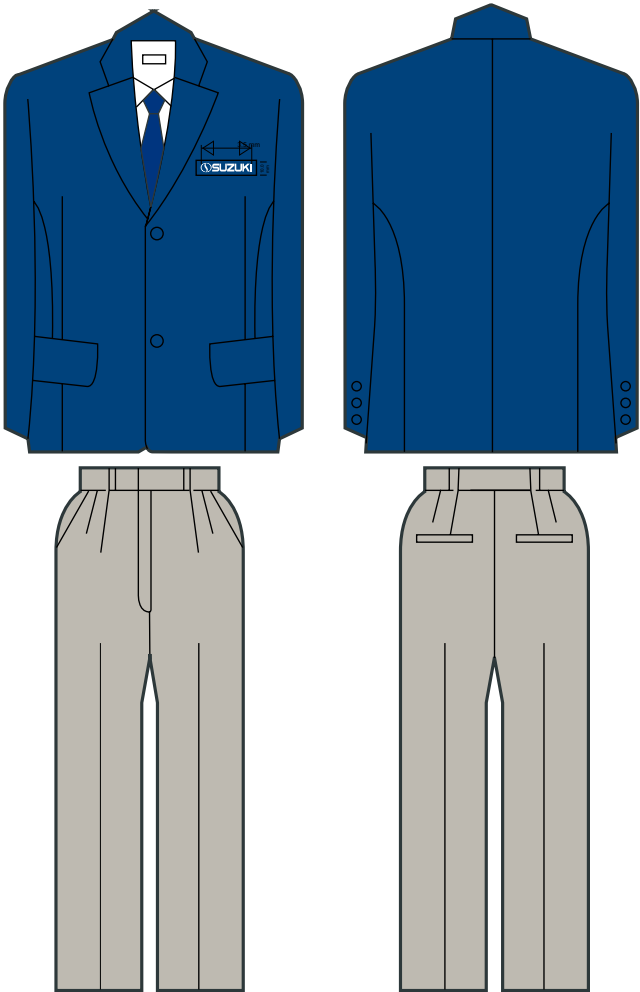
Mug



Instructor Suit



Service Advisor Suit



The interior of an Suzuki blue environment must Apply the Suzuki visual style as well. With Suzuki blue structural frames representing product lines and their progression, seasonal posters promoting new products, and the layout drawing customers through the length of the store, the Suzuki personality becomes a tangible and comfortable physical experience.

While Suzuki blue is the dominant color in these examples, in approved special cases Suzuki Gray or silver may be substituted for frames on the ceiling, floor, and walls.



Horizontal and vertical facade signage with the Suzuki logo, corporate retail pattern, Suzuki Zone type, 8 digit dealer number and advertising posters

Product banner Panels

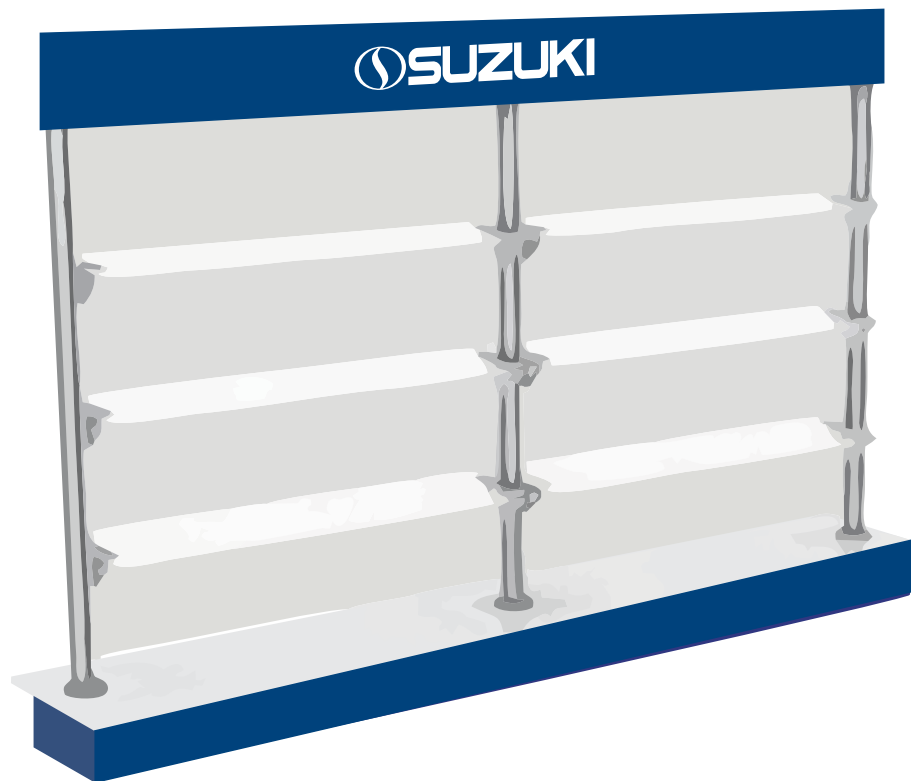
Image Wall

Suzuki blue panels with the corporate retail pattern and the Suzuki logo Information Counter

Product Display

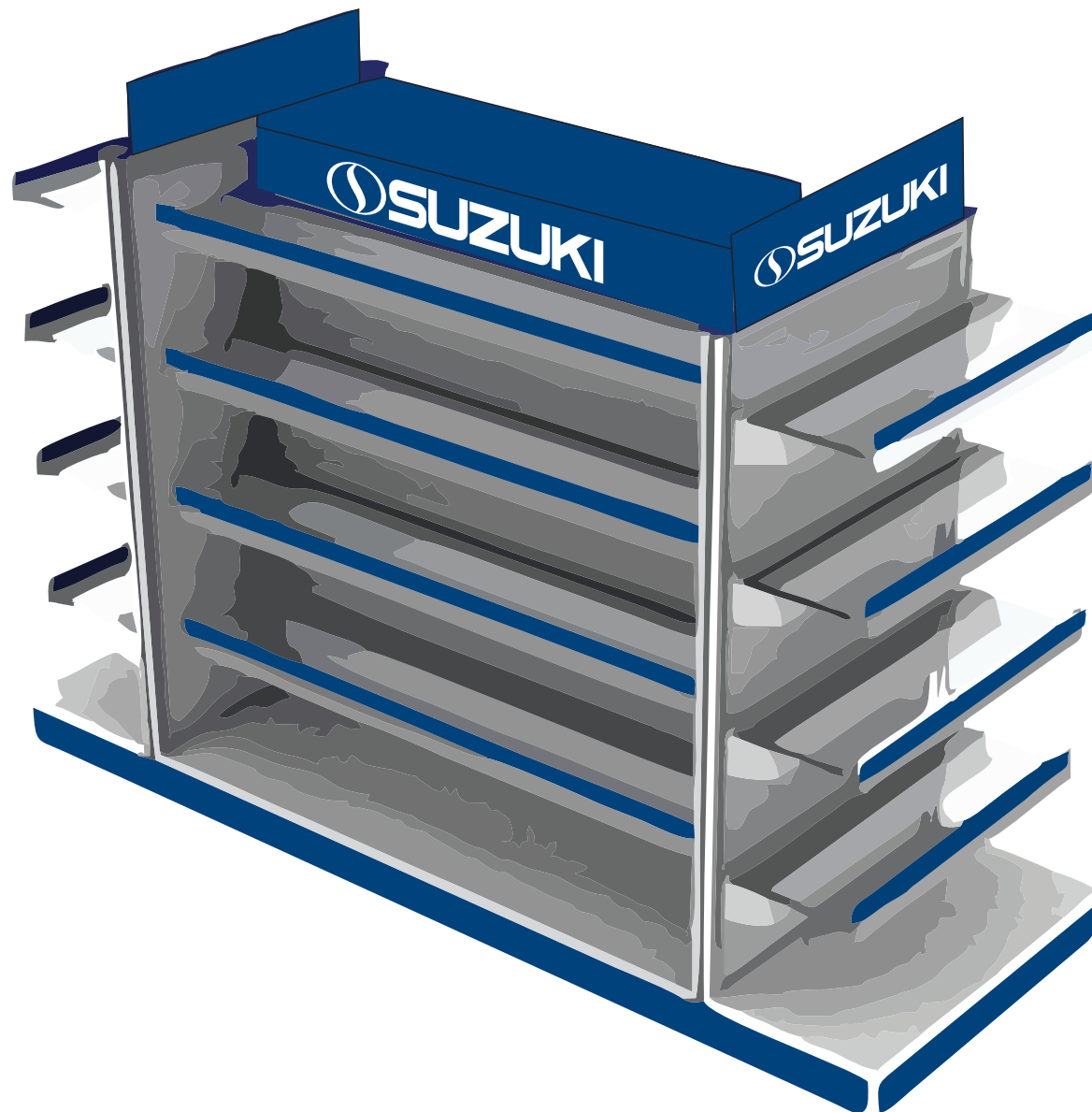
The interior of an Suzuki blue environment must Apply the Suzuki visual style as well. With Suzuki blue structural frames representing product lines and their progression, seasonal posters promoting new products, and the layout drawing customers through the length of the store, the Suzuki personality becomes a tangible and comfortable physical experience.

While Suzuki blue is the dominant color in these examples, in approved special cases Suzuki Gray or silver may be substituted for frames on the ceiling, floor, and walls.



The interior of an Suzuki blue environment must Apply the Suzuki visual style as well. With Suzuki blue structural frames representing product lines and their progression, seasonal posters promoting new products, and the layout drawing customers through the length of the store, the Suzuki personality becomes a tangible and comfortable physical experience.

While Suzuki blue is the dominant color in these examples, in approved special cases Suzuki Gray or silver may be substituted for frames on the ceiling, floor, and walls.



The Suzuki service center, whether it stands alone or within an Suzuki store, is another example of the flexibility of the Suzuki design elements. Even an environment as unassuming as a service center can effectively and memorably convey the Suzuki personality with the proper application of the color palette, signage, bar elements and the Suzuki logo.

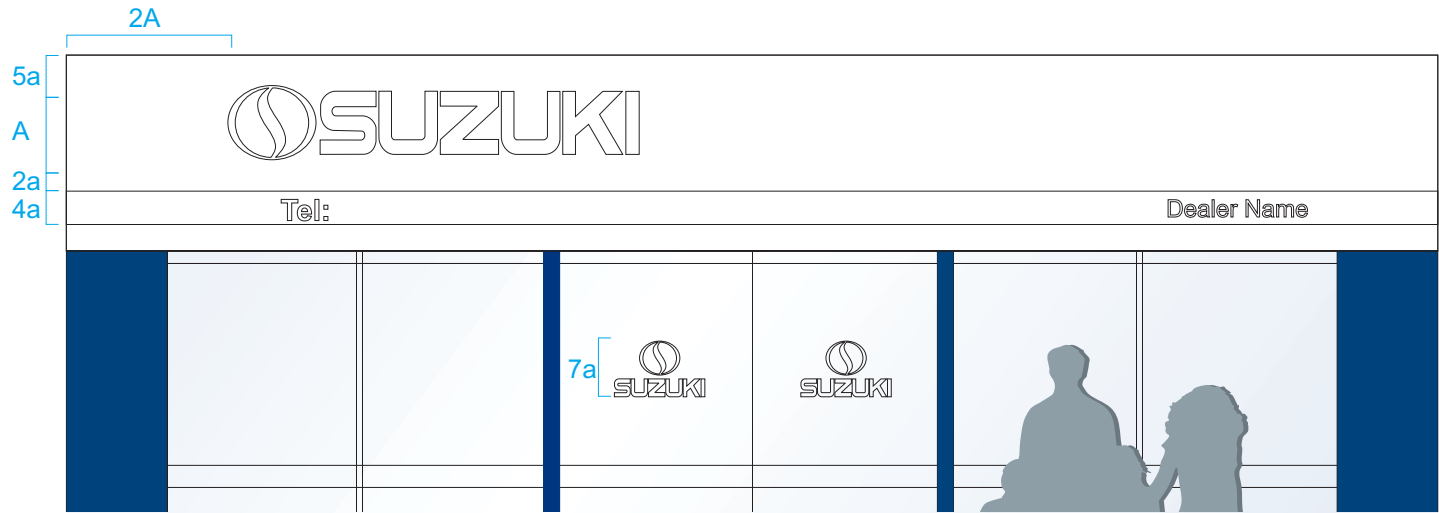
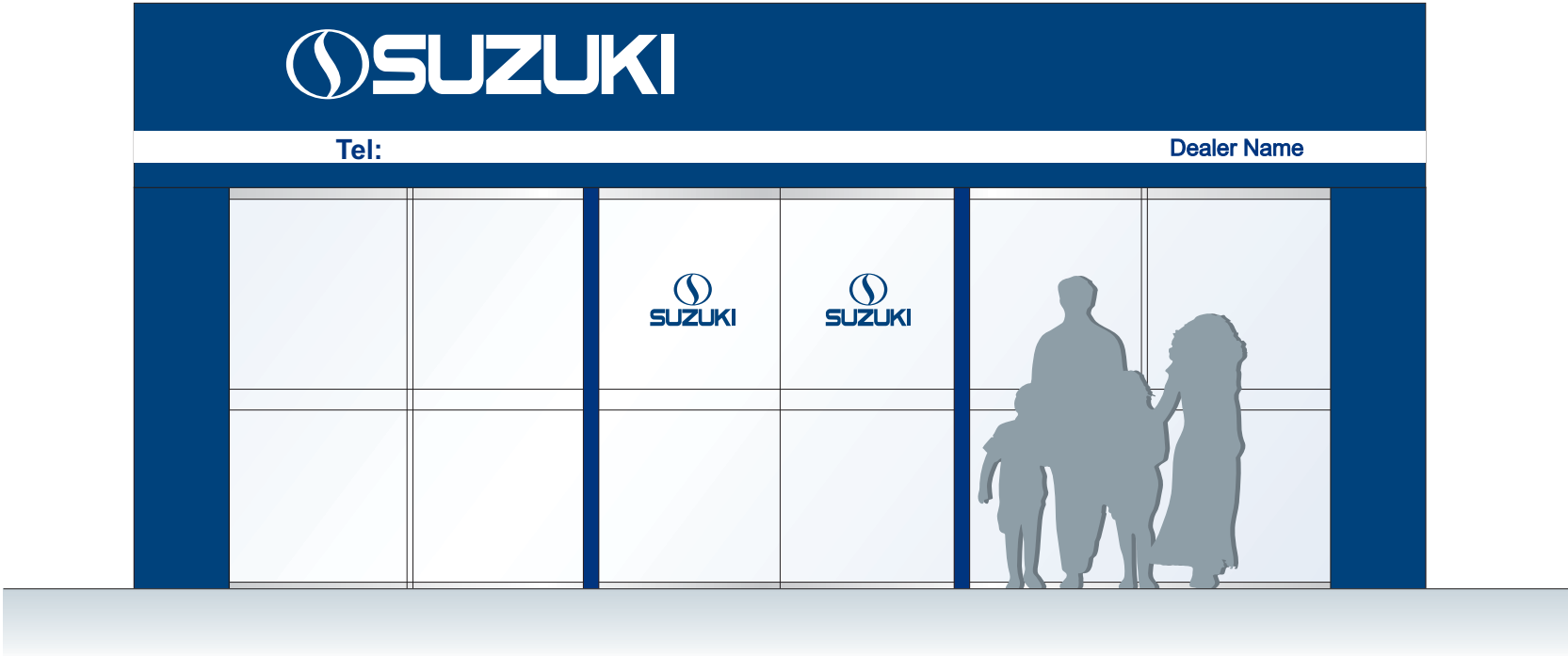
As with Suzuki stores, Suzuki service centers should integrate the basic design elements into floor plans and architecture. For example, cabinet signs can feature the Suzuki logo, and the bar element can be incorporated into exterior and interior architecture. Signage should apply the Suzuki design elements as specified in these guidelines.




service center Environment at a Glance

Just as the smallest communication uses the Suzuki graphic elements to create a visual identity, So does the Suzuki retail storefront. Specifically, the bar graphic element can be Present by in the blue Suzuki architectural frame Around The storefront as well as in the frame Around The entrance.

It is important to note That the specified dimensions for the graphic Bar element in media are exact, but they do Not necessarily apply to architectural frames. Large clear windows should display premium Goods and reveal the store interior. With the Suzuki signature presented on an Approved background on the facade, the Retail environment should feel sophisticated, advanced, and inviting

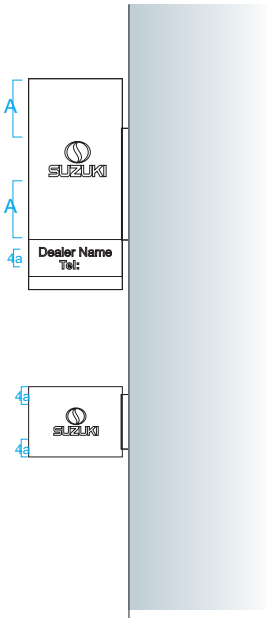


The architecture and building materials in Some commercial environments will influence The final appearance of a storefront. However, Even if a storefront cannot remain completely Faithful to the Suzuki visual identity, the fundamental Suzuki design principles must always be applied.

	
Tel:	Dealer Name



2A		
5a		
A		
2a		
4a	Tel:	Dealer Name



As illustrated below, a store's security shutter
Is another opportunity to apply the Suzuki visual
style, it can be with the Suzuki signature.



