

2002 Model Year Quick Start Guide

graphic standards



March 2001

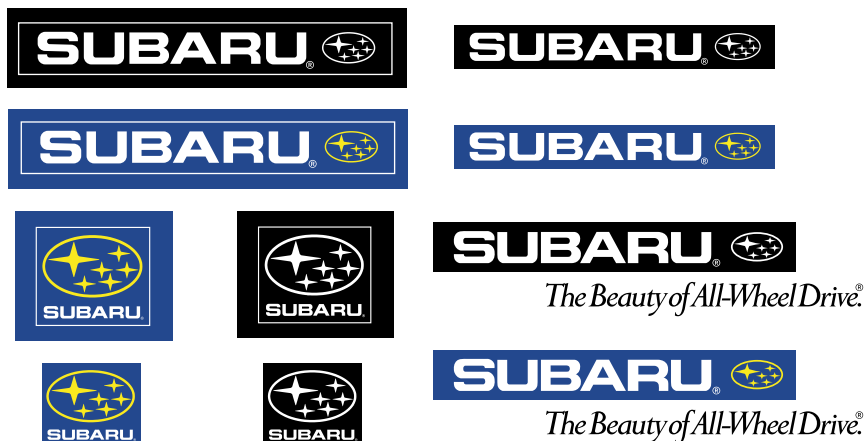
www.logos.subaru.com

2002 Model Year Quick Start Guide

This quick start guide contains the approved logo, layout, type and printing specifications for Subaru of America, Inc. These guidelines are for corporate, regional and distributor personnel as well as outside vendors for

reproducing Subaru of America printed and electronic materials. To receive the correct artwork for your application, or to answer any questions regarding artwork, design or printing, please go to logos.subaru.com

Approved Logos



Colors

PMS 109



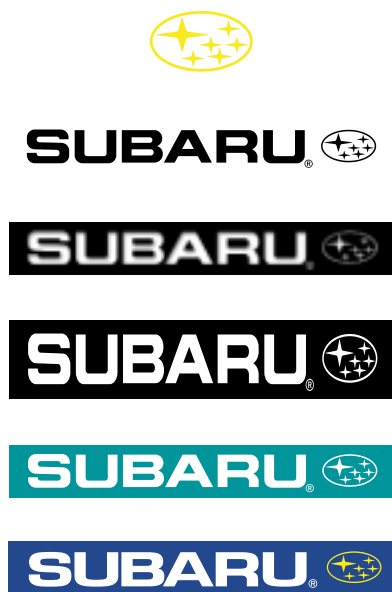
PMS 280



Black



Incorrect Logos



Correct Logo Usage

There are several ways that approved logos can be applied to graphic pieces. However, there are also a few important restrictions on their use:

- The logo must always remain intact; the bar, the star cluster, the company name and the registered mark (®) must always appear together as demonstrated in the approved examples.
- The logo cannot be marred within itself; shadows, glows, bevels and other effects may only be applied to the exterior edges of the logo.
- The logo must be constrained to the proportions of approved examples; the logo cannot be horizontally or vertically “skewed”, “sheared”, “distorted” or otherwise rendered disproportionate.
- Corporate logos must appear in both 280 blue and 109 yellow or in black and white.
- When using the Subaru Logo on a 50% or greater background of the same or similar color, a white, ½ pt line should be placed around the logo to distinguish its dimensions.
- The 30 Years in America Badge cannot be used in applications after December 31, 1998.
- Older versions of the Subaru logo (see left) used different kerning (letter spacing) and typestyles (letter shapes). These should not be used. The correct logos are available at the above website.

logos.subaru.com

All Subaru approved logos and artwork are available at logos.subaru.com

Product Logos

FORESTER®	OUTBACK®	LEGACY®	IMPREZA®
	OUTBACK® LIMITED	GT	2.5RS
AWD	VDC	GT LIMITED	2.5TS
	VDC VEHICLE DYNAMICS CONTROL	GT LIMITED	WRX
		H6-3.0	OUTBACK® Sport

Typefaces

Typeface Application

Use on letterhead, envelope and business cards for the address and phone information.

Use as main headings or titles when bold lettering is needed on brochures, advertisements, folders, newsletters, announcements, etc.

Use as a subheading or as body copy in brochures, advertisements, folders, newsletters, announcements, etc.

Use as body copy for letters and correspondence.

Use for body copy and headings for technical manuals, labels, tags and forms.

Employee Desktop Publishers

Meta Plus Family*
(Book and Bold: Roman, Italic, Caps)

Meta Plus Family*
(Book and Bold: Roman, Italic, Caps)

Times New Roman

Times New Roman

Univers, Arial or Helvetica

Professional Graphic Designers/Printers

Meta Family

Meta Family

Font Company Perpetua

Times New Roman

Helvetica

Banners, Signage, Promotional Items & Apparel

The same conditions and restrictions apply for logo useage, whether printed or not; use of the logo on materials other than paper still requires consistent adherence to the guidelines outlined in this publication.

Paper

When printing letterheads and envelopes, Subaru of America, Inc. uses **24#, White Neenah Environment Wove**. It is not necessary to use this stock for all circumstances. A simple white bond may be used according to purpose.

Stationery (all samples are to scale)

Letterhead

“Subaru of America, Inc.” appears in Meta-Bold sized at 9 point with +20 tracking. All subheaders appear in Met-Bold sized at 7 point with +20 tracking. All address lines appear in Meta sized at 7 point with a +20 tracking and 8.5 point leading. The subsidiary text at the foot of the page appears in Meta sized at 7 point with normal tracking.

Logo Position: (5.875", 0.75")

Logo Size: 1.875", 0.25"

Rule Position: (0.75", 1.125")

Rule Length: 7"

Rule Weight: 0.45 point

Top of Page to First Baseline: 1.312"



Subaru of America, Inc.

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Subaru of America, Inc.

Western Region
5216 NE 158th Avenue
Portland, OR 97230-4937
503-262-1250
503-253-8338 fax
www.subaru.com

#10 Regular and Window Envelopes

The #10 envelopes use the same font styles as the letterhead.

Logo Position: (1", 0.375")

Logo Size: 1.875", 0.25"

Rule Position: (0.25", 0.75")

Rule Length: 2.625"

Rule Weight: 0.45 point

Top of Page to First Baseline: 0.987"



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9x12 and 10x13 Envelopes

The 9x12 and 10x13 envelopes have the same relationships between elements. The font styles are the same as the letterhead.

Logo Position: (1", 0.375")

Logo Size: 2.25", 0.312"

Rule Position: (0.25", 0.781")

Rule Length: 3"

Rule Weight: 0.45 point

Top of Page to First Baseline: 0.969"



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