

Basic elements chart

The basic elements comprise Corporate Marks, Corporate Colors and Corporate Typeface. These elements are the core for visually expressing the latest Visual Identity System of Mitsubishi Motors. Appropriate use of these elements will coherently express the Mitsubishi Motors brand image, and provide needed consistency. Please follow this guideline when producing items incorporating any or all of the basic elements.

Corporate Mark

Vertical Corporate Mark



Corporate Colors

Mitsubishi Motors Red



Special ink color
PANTONE - 485C

4-color process
Magenta 100%
Yellow 100%

Mitsubishi Motors Black



Special ink color
PANTONE - Process Black

4-color process
Black 100%

Mitsubishi Motors Silver



Special ink color
PANTONE - 877C

Mitsubishi Motors Gray is used only when Mitsubishi Motors Silver cannot be used due to printing limitations.

Mitsubishi Motors Gray
PANTONE
- Cool Gray 5C

4-color process
Black 30%

Typeface

The Mitsubishi Motors Typeface is Avant Garde Gothic Condensed - Demi*. It is a standard typeface and has been chosen for its balance and compatibility with the Corporate Marks. Avant Garde Gothic Condensed - Demi should be used for the majority of applications to maintain consistency as well as a unique typographic style. The typeface is used for Departmental Descriptors and for locally produced applications such as Dealer Names on signs.

Avant Garde Gothic Condensed - Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

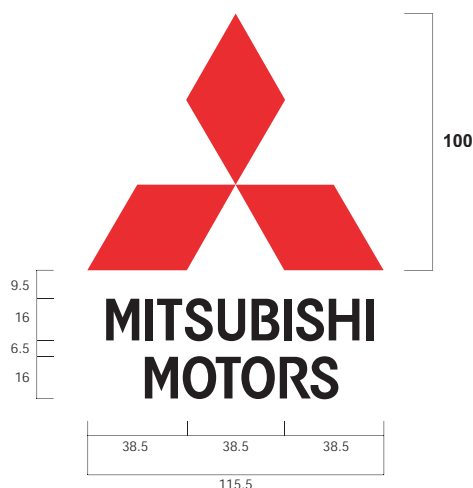
abcdefghijklmnopqrstuvwxyz

0123456789

Principles of Corporate Marks - 1

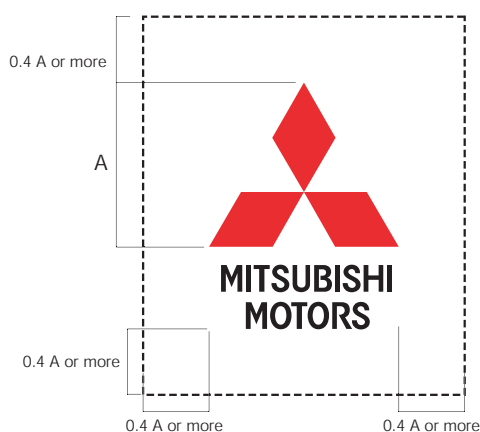
The Corporate Mark is the most important factor of the Mitsubishi Motors design system, and are used in many of the Mitsubishi Motors visual images. Mitsubishi Motors the vertical Corporate Mark, illustrated below. Use this Corporate Mark based on the specified rules.

Vertical Corporate Mark



All above figures are calculated assuming the height of the three-diamond Corporate Mark to be 100.

Isolation space for Corporate Mark



Minimum size



As it is strictly required that Corporate Marks always be clearly visible and legible, the Corporate Mark must be bordered on all sides by isolation space. Do not place any design elements, sentences, etc., within isolation space of Corporate Marks.

It is important when reproducing the Corporate Mark that "Mitsubishi Motors" is clearly visible. If it is reproduced too small and without care there is a danger that it will become illegible. If this happens, the Corporate Mark will not communicate properly and will give the impression of poor quality.

Reproducing Corporate Mark

It is recommended that the Corporate Mark is reproduced on a white background with the three diamonds in red and “Mitsubishi Motors” in black. This is the standard specification for reproduction of the Corporate Mark and must be used wherever possible. However, for applications where this color combination cannot be used, it is acceptable to reproduce the Corporate Mark in the alternative color combinations shown below.

When reproducing the Corporate Mark, it is important to take the balance of background colors into consideration. The guide below shows the balance between the permissible color combinations of the Corporate Mark and the background colors. Select the most suitable combination for each particular

Two-color reproduction

White background
0% tint



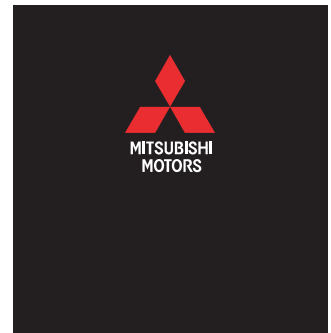
Bright background
0-40% tint



Medium value background
40-70% tint



Black or dark background
70-100% tint



Single-color reproduction

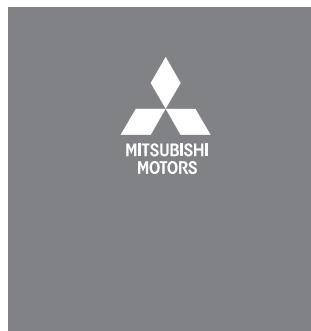
White background
0% tint



Bright background
0-40% tint



Medium value background
40-70% tint



Black or dark background
70-100% tint



Incorrect use of Corporate Mark

As the core element of the Visual Identity System, the Corporate Marks must never be distorted, redrawn or modified. Always use the artwork supplied in these guidelines to reproduce the Corporate Marks. Illustrated below are some examples of incorrect reproduction of the Corporate Marks.

Vertical Corporate Mark



Incorrect
The three-diamond mark must not be used without "MITSUBISHI MOTORS".



Incorrect
Even subtle alterations, like enlarging "MITSUBISHI MOTORS" to the width of the three diamonds, are not permitted.



Incorrect
Do not change the basic color scheme.



Incorrect
Deleting the words "MITSUBISHI MOTORS" and combining the three diamonds with another word is not permitted.



Incorrect
Do not use different typefaces for "MITSUBISHI MOTORS".



Incorrect
Do not use an outline around the three diamonds or change the color of "MITSUBISHI MOTORS".



Incorrect
Do not distort the Corporate Mark.

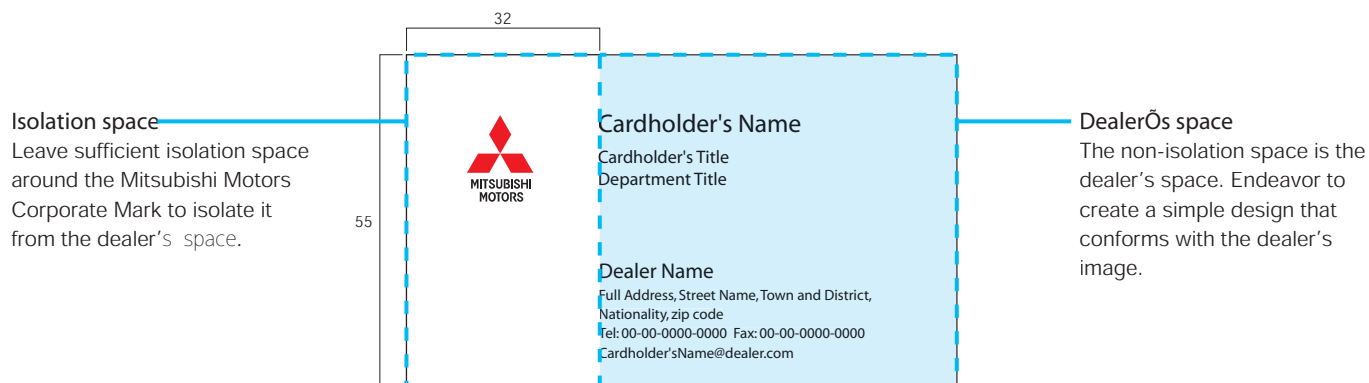


Incorrect
Do not reproduce the Corporate Mark as a pattern.

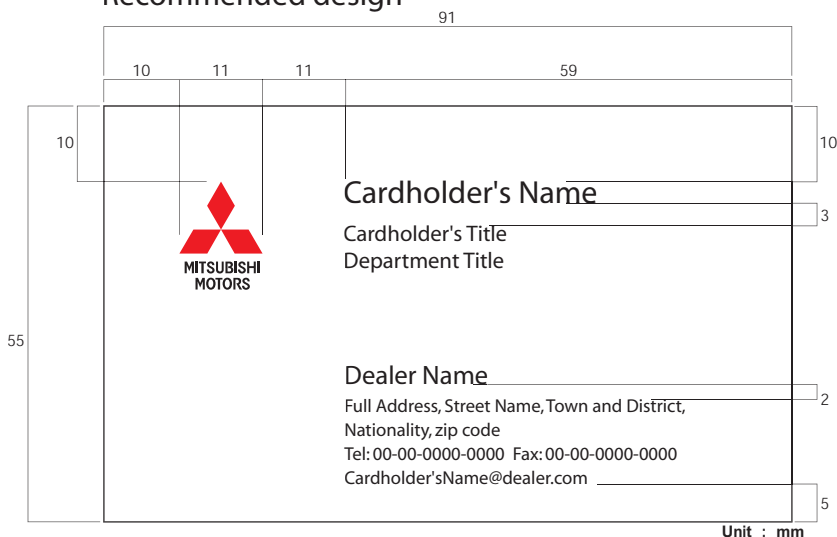


Business cards for dealers

The following shows the Design for using the Mitsubishi Motors Mark on business cards. Clearly distinguishing the Mitsubishi Motors Corporate Mark from the dealer's space makes both easier to recognize. It is also important to use the Corporate Typeface (Avant Garde Gothic Condensed) to produce a unified design.



Recommended design



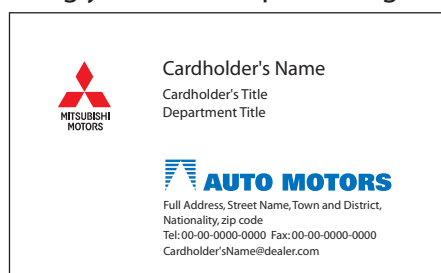
Typefaces used

Name: 12pt, Avant Garde Gothic Condensed - Demi
 Department and title names:
 8.5pt, Avant Garde Gothic Condensed - Book, Leading 10pt
 Company name: 10pt, Avant Garde Gothic Condensed - Demi
 Address, Tel/Fax numbers, E-mail:
 7pt, Avant Garde Gothic Condensed - Book, Leading 9pt

Mitsubishi Motors Red Mitsubishi Motors Black

Special ink color	PANTONE - 485C	PANTONE - Process Black
4-color process	Magenta 100% Yellow 100%	Black 100%

Design sample using your own corporate logo

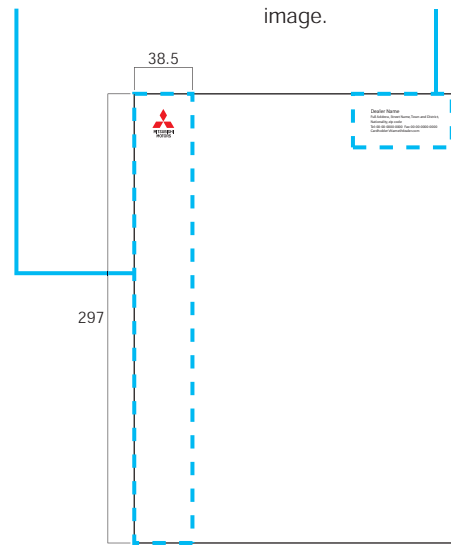
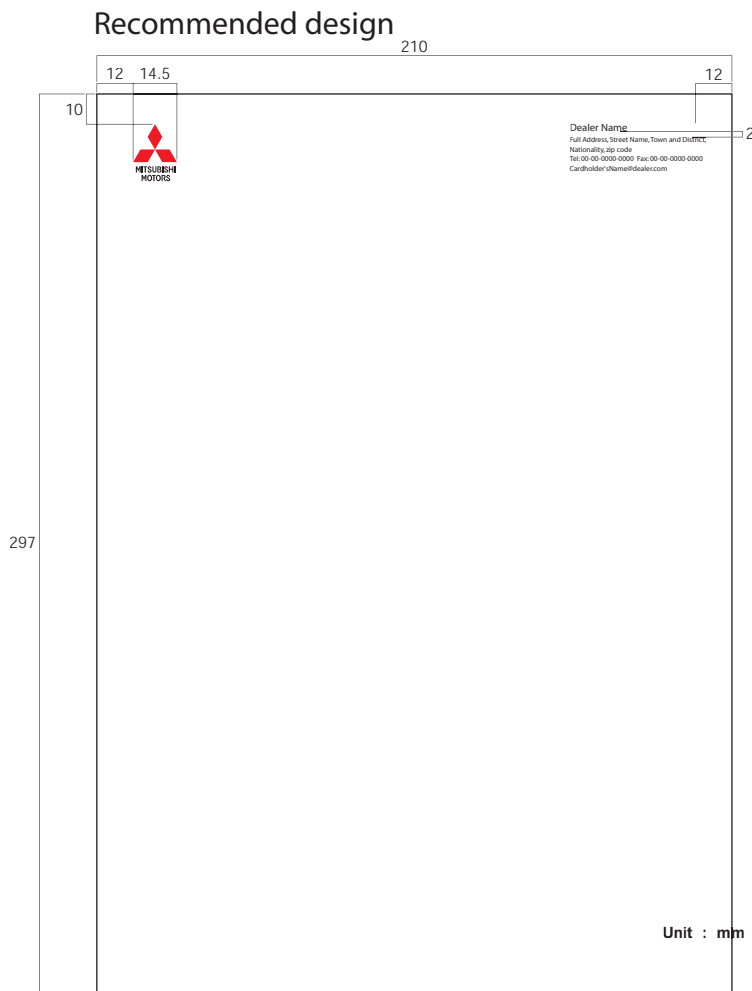


Letterheads for dealers

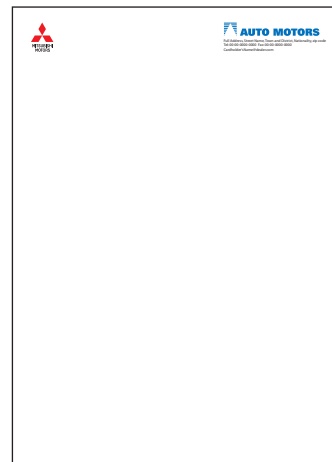
The following shows the design for using the Mitsubishi Motors Corporate Mark on letterheads. Clearly distinguishing the Mitsubishi Motors Corporate Mark from the dealer's space makes both easier to recognize. It is also important to use the Corporate Typeface to produce a unified design.

Isolation space
Leave sufficient isolation space around the Mitsubishi Motors Corporate Mark to isolate it from the dealer's space.

Dealer's space
The non-isolation space is the dealer's space. Endeavor to create a simple design that conforms with the dealer's image.



Design sample using your own corporate logo



Typefaces used

Company name: 10pt, Avant Garde Gothic Condensed - Demi
 Address, Tel/Fax numbers, E-mail:
 7pt, Avant Garde Gothic Condensed - Book, Leading 9pt

Mitsubishi Motors Red

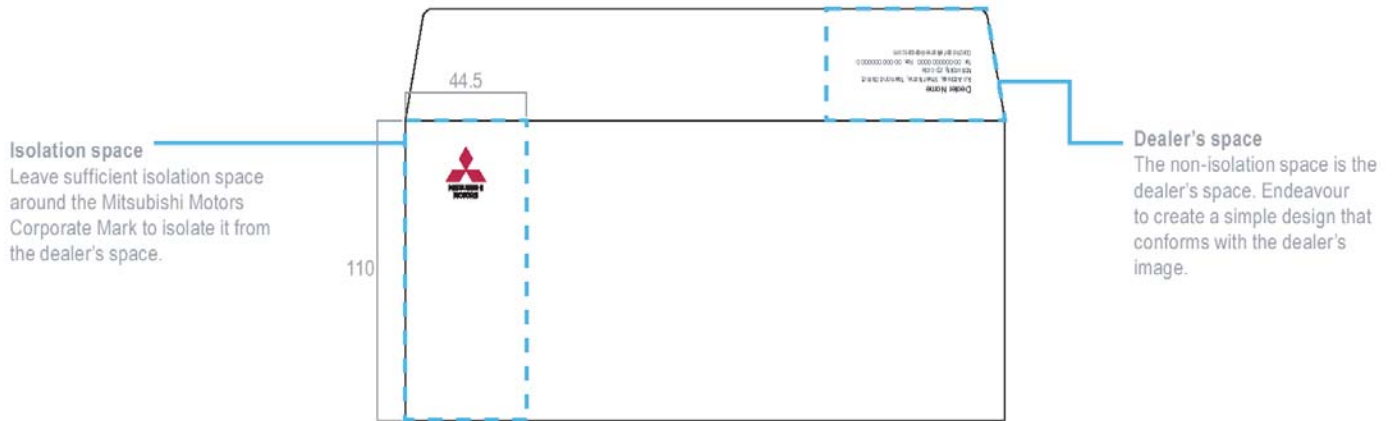
Mitsubishi Motors Black

Special ink color PANTONE - 485C PANTONE - Process Black

4-color process Magenta 100% Black 100%
 Yellow 100%

Envelope - 1 for dealers

The following shows the Design for using the Mitsubishi Motors Corporate Mark on envelopes. Clearly distinguishing the Mitsubishi Motors Mark from the dealer's space makes both easier to recognize. It is also important to use the Corporate Typeface to produce a unified design.



Recommended design

