



**Subaru of America, Inc.
Brand Identification Manual**



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Welcome

The rules outlined in this manual are required for all Subaru communications.

Corporate Employees, Consultants and Vendors

Subaru employees, consultants and vendors that develop Subaru creative materials are required to use the Subaru Brand Identity Manual for assistance in achieving an overall consistent brand message. Employees are encouraged to share the information in this manual with their creative vendors, copywriters and anyone that develops Subaru creative materials. This manual establishes specific guidelines with the intent to create brand communication continuity.

Brand Identity Manual Updates

Refer to the edition on the front cover of the Brand Identity Manual to ensure you have the most current version. Updates will be posted on the Corporate Intranet site and Subaru Marketing Resource Center (MRC). Each corporate department representative is responsible for sharing brand updates with their agency.

The confidential **Brand & Carline Messaging Guide** is another resource available to authorized employees and vendors upon request. Contact Steve Telesmanic (stelesmanic@subaru.com) to obtain a copy.

Creative Services Contact Information

The Creative Services Department (CS) develops collateral for all internal departments for various design, promotional items and print needs. There is no cost to the business owner for design services, only printing and shipping costs are billed to the account number provided by the client.

To request creative users are required to submit a MST (Subaru Marketing Services Tool) project with a minimum of 15 days in advance of the in-hand date. All branding questions may also be directed to a team member listed below:

Kathleen Flanagan
Creative Services Manager
kflanagan@subaru.com
856-488-3260

Traci Mendell
Sr. Graphic Designer
tmendell@subaru.com
856-488-8612

Kira Hands-Damiano
Graphic Designer
856-488-3695

Steve Telesmanic
Print Production Manager
stelesmanic@subaru.com
856-488-5062

Whitney Snyder
Production Assistant
wsnyder@subaru.com
856-356-1212

How to Use This Manual

This manual explains the regulations concerning the Subaru brand four color and one color (flat) logo rules to comply with the global Subaru logo standards and the Subaru of America, Inc. Brand Identity standards. The Subaru brand logos are available in various file formats which can be found on subarumarketing.com (MRC) resource site or via the Subaru Corporate Intranet. Subaru employees, vendors and contractors can also download the brand logos via print.subaru.com/logos, select the desired logo and download to your desktop. Should a user have a special logo format request, contact the Creative Services Department to assist you.

The Subaru global brand logo was redesigned by Subaru Corporation (SBR) in July 2019. Purge any previous logo versions from your system. The Style Overview section of this manual refers to the national print campaign examples that can also be accessed on the MRC.

The Digital Style Guide for web use is a separate resources which is currently under revision by a third party vendor. Once updated, this resource will be available upon request only by contacting Creative Services.

The Subaru Brand

What makes Subaru, Subaru?

A company's brand is its most important asset. A brand is a leadership tool. It is a unique identity of your company and your business perspective. A brand defines your business, products and services you offer. It is a guarantee of quality. Your brand helps your business establish a relationship with customers and define your position in the market. The brand makes a promise to customers and key stakeholders that must be delivered at every touch point.

Brand identity is key to communicating the brand promise and is often the biggest investment into the success of a company. The consistent presentation of the brand and its related promise, when applied to advertising, literature, corporate collateral, presentations and websites, helps to connect our brand to our consumers. This is executed in many ways, especially through the presentation of corporate logos and the use of a recognizable creative style. The goal is to provide consistency to enable our audiences to easily and clearly recognize who we are and what we stand for.

The Subaru Philosophy is to create customer excitement for what makes Subaru a smart and distinctive automotive brand - "What makes Subaru, Subaru?". Our communications should reflect our brand image of fun, freedom, adventure, confidence and control. Along the way, we create passion and excitement that translates into lasting customer relationships and positions the Subaru brand for long-term success.

History of the Subaru Star Cluster Logo

When Subaru Corporation (SBR) entered the automobile industry in 1958, it established Subaru as its exclusive automobile brand. Since then, the Star Cluster Symbol and SUBARU logo have supported several generations of Subaru cars. "Subaru" is the Japanese name for Pleiades, a prominent cluster of stars in the constellation Taurus. The easily-recognized Pleiades cluster can be seen clearly in Japan's winter skies to the right of Orion. As a result, Pleiades has served as a trusty guide for ancient travelers around the world throughout the ages.

The Star Cluster graphic is the symbol of the Subaru brand and when used in combination with the SUBARU logo type, it is the most important brand identity symbol. The design symbolizes the six brightest "Subaru Stars" of the Pleiades cluster enclosed in an ellipse, indicating that it is just one part of the cluster.

The SUBARU logo type expresses the brand name and is used in combination with the Star Cluster graphic (excluding certain exceptions approved by SBR).

**Section A:
Subaru Brand Logos**

Subaru Brand Logos

Logo Isolation Area

Subaru Logo Restrictions

Proper Logo Usage

Subaru Color Palette

Subaru Brand Logos

Four-Color Process Logos (CMYK)

The four color vertical and horizontal versions of the Subaru logo are the primary logo forms. Use this logo on national advertising, brochures, point of purchase, printed banners and consumer facing materials where possible.

Four-Color Process Logos (CMYK-Reverse)

The four-color vertical and horizontal reverse (also called knock out) versions of the Subaru logo are acceptable primary logo treatments. These logo options should be used when printing on a dark background.

Four-Color Horizontal Logo



Four-Color Reverse Horizontal Logo



Four-Color Vertical Logo



Four-Color Reverse Vertical Logo



*Note: Proper Isolation Area is required on all brand logos.

Flat Subaru Logos

Flat Black Logo

Flat one-color vertical and horizontal versions of the Subaru brand logos are the secondary logo forms for placement on light-colored or busy backgrounds. These logos are best used for silkscreen printing on premium items such as pens, mugs, water bottles, and t-shirts. They are not recommended for use on consumer facing marketing materials.



Flat Reverse Log

Flat one color reverse vertical and horizontal versions of the Subaru logo are the secondary logo forms for placement on dark-colored or busy backgrounds. These logos are best used for silkscreen printing on premium items such as pens, mugs, water bottles, and t-shirts. They are not recommended for use on consumer facing marketing materials.



Subaru Blue (PMS 281) Flat Logo

Flat one-color Subaru Blue vertical and horizontal versions are acceptable flat logo forms for placement on light-colored backgrounds. Subaru Blue (PMS 281) is the only color allowance - no other colors are permitted. These logos are best used for silkscreen printing on premium items such as pens, mugs, water bottles, and t-shirts. They are not recommended for use on consumer facing marketing materials.



EMBROIDERY ONLY- Flat Two-Color Logo

The flat two-color vertical and horizontal versions are acceptable flat logo forms for placement on embroidered premium items such as apparel, hats, blankets, and jackets. Stars in cluster, outermost oval, and word "SUBARU" must appear in white. Modification of this logo is prohibited.

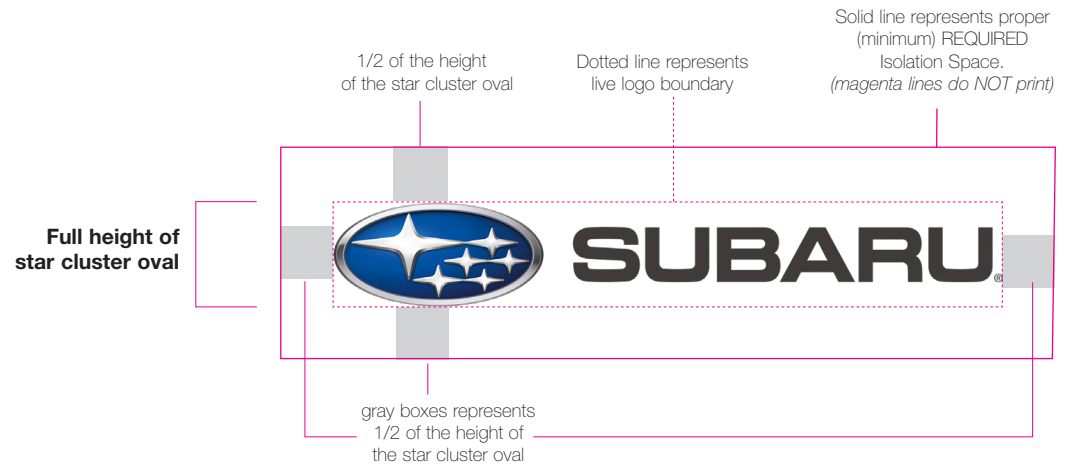


*Note: Proper Isolation Area is required on all brand logos.

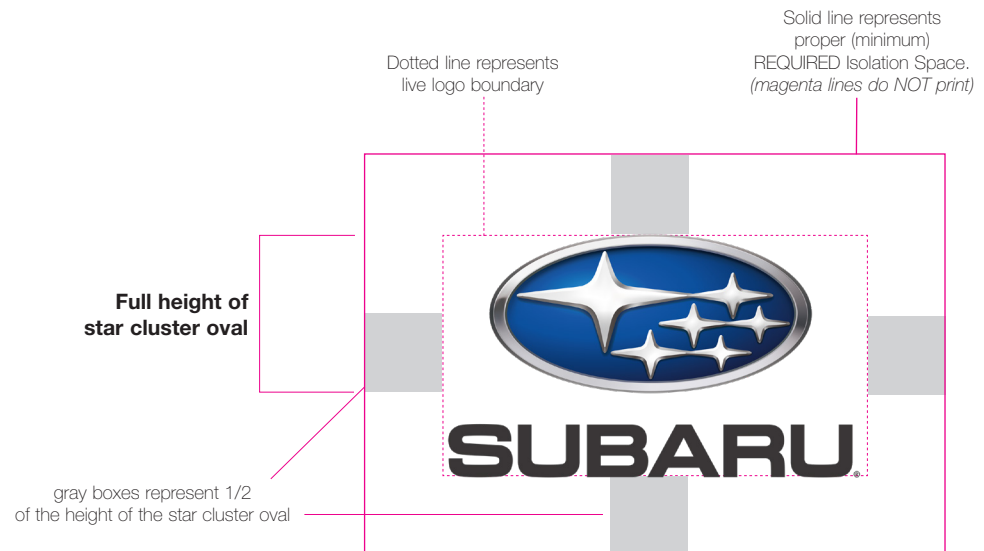
Logo Isolation Area Required

The term “Isolation Area” refers to the white space surrounding the Subaru brand logo mark. It is intended to preserve the brand’s visibility. **The minimum permissible space around the logo is 1/2 of the full height of the star cluster oval or more on all sides of logo. Do not place any other design elements, such as photographs, illustrations, figures, lines, or text within this isolation area.** This includes the edge of the paper or display area to the logo. A solid white box or 20% gray box may be (but is not required) placed behind the Subaru logo to ensure logo is compliant at all times. Always reduce or enlarge the logo proportionally. Designers should note the rulers in the logo .eps files already measure this isolation area space.

Horizontal



Vertical



Logo Restrictions



DO NOT modify the original logo mark in ANY way.



DO NOT use the star cluster graphic as a single representation of the Subaru brand logo or as a design element.



DO NOT distort the shape of the logo in any direction to fill a space. Always reduce the logo **proportionately**.



DO NOT use **filters or special effects** such as: a glow, emboss, blur, sketch, etc...



DO NOT screen the logo back or use it as a watermark.



DO NOT separate the word "SUBARU" or the star cluster graphic.

Do not use the logo as text in a sentence like this: 

DO NOT lift the word "SUBARU" from the logo and use as text.



DO NOT use a logo that is blurry or pixelated.



DO NOT convert a 4 color logo to grayscale.



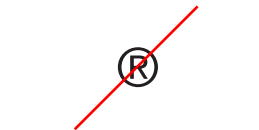
DO NOT fill the word "SUBARU" with any other color than 90% black or white.



DO NOT replace color on the one color logo with an unapproved color or use as a duo-tone.



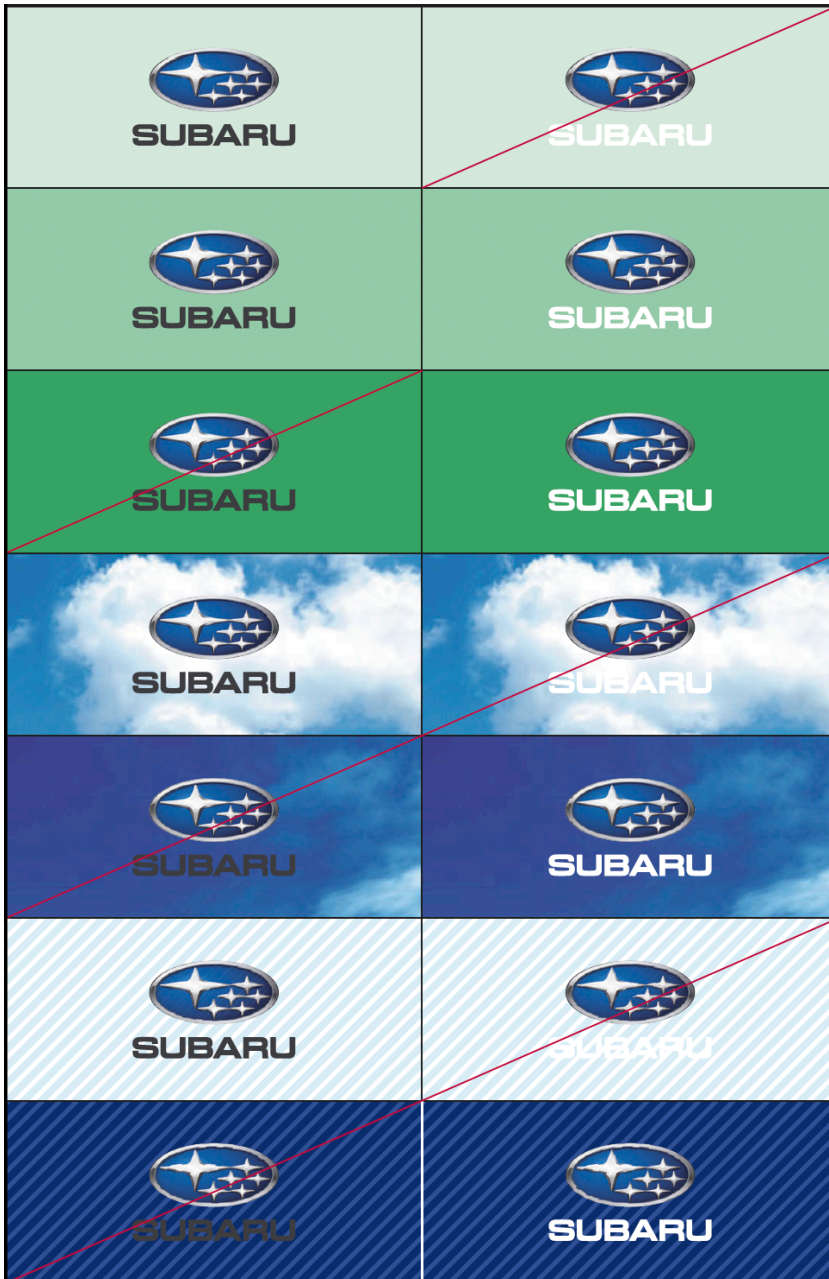
DO NOT fill the oval star cluster with color. The background on which a flat logo is used is intended to show through it. Adding a second color to a flat logo is prohibited.



DO NOT remove the ® (registration mark/circle R) for any reason unless otherwise noted in the manual (such as embroidery and some promotional items).

Examples of Proper Logo Usage

Logo on Shades of Color, Photo or Pattern



Allowed - A positive logo on a light color background has sufficient contrast to be legible.

Not allowed - A reverse logo on a light color background does not have sufficient contrast to be legible.

Allowed - A positive logo on a 30% shade of color has sufficient contrast to be legible.

Allowed - A reverse logo on a 30% shade of color also has sufficient contrast to be legible.

Not allowed - A positive logo on a dark background 35%+ color lacks sufficient contrast to be legible.

Allowed - A reverse logo on a dark background 35%+ color has sufficient contrast to be legible.

Allowed - A positive logo on a light photo background has sufficient contrast to be legible.

Not allowed - A reverse logo on a light photo background lacks sufficient contrast to be legible.

Not allowed - A positive logo on a dark background color lacks sufficient contrast to be legible.

Allowed - A reverse logo on a dark background color has sufficient contrast to be legible.

Allowed - A positive logo on a light patterned background has sufficient contrast to be legible.

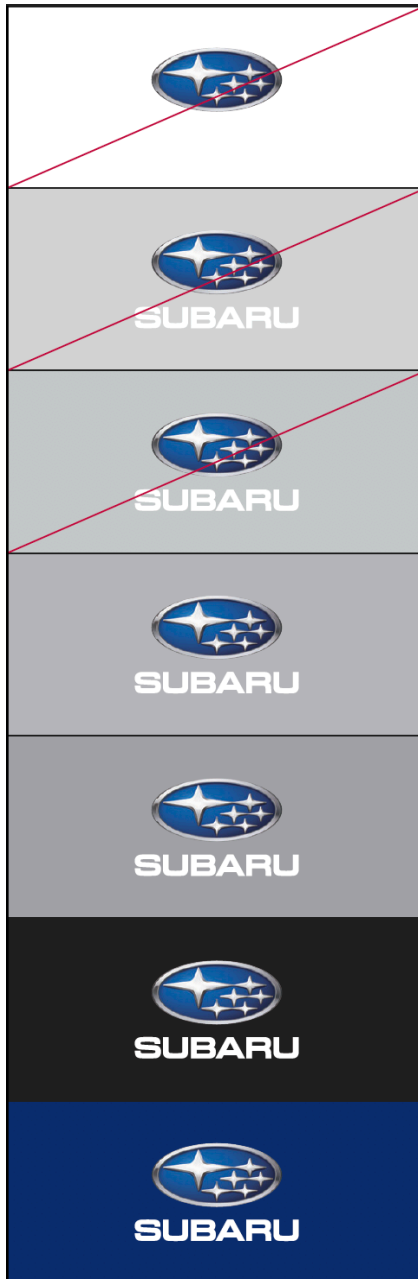
Not allowed - A reverse logo on a light patterned background lacks sufficient contrast to be legible.

Not allowed - A positive logo on a dark patterned background does not have sufficient contrast to be legible.

Allowed - A reverse logo on a dark photo background has sufficient contrast to be legible.

Examples of Reverse Logo Usage

Reverse Logo on Shades of Black



Not allowed - A reverse logo on a white background does not have enough contrast to be legible.

Not allowed - A reverse logo on silver or light gray (20%K) does not have enough contrast to be legible.

Not allowed - A reverse logo on 22-35% black is still not legible.

Allowed - A reverse logo on 35%+ black has sufficient contrast to be legible.

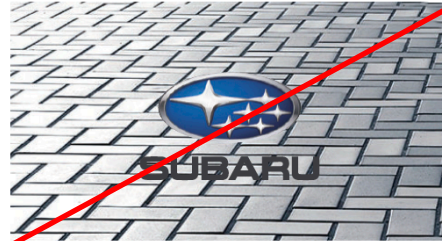
Allowed - A reverse logo on 40% black has sufficient contrast to be legible.

Allowed - A reverse logo on 100% black has sufficient contrast to be legible.

Allowed - A reverse logo on Subaru Blue PMS 281C sufficient contrast to be legible.

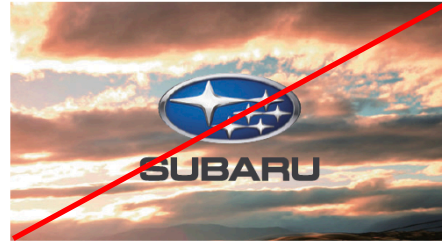
Examples of Proper Logo Usage

Logo Legibility on a Photographic Background



Allowed - A reverse logo on a dark photo/pattern background has sufficient contrast to be legible.

Not allowed - A positive logo on a light color background with a busy pattern renders the logo illegible.



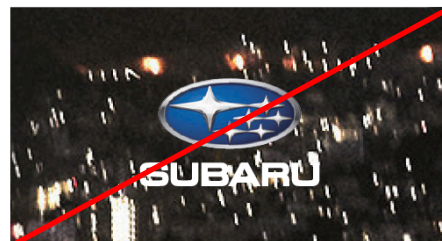
Allowed - A reverse logo on a gradient/photo background has sufficient contrast to be legible.

Not allowed - A positive logo on a busy photo background does not have sufficient contrast to be legible.



Allowed - A positive logo on a light color background has sufficient contrast to be legible.

Not allowed - A reverse logo on a busy background does not have sufficient contrast to be legible.



Allowed - A reverse logo on a dark photo background has sufficient contrast to be legible.

Not allowed - A reverse logo on a busy dark background does not have sufficient contrast to be legible.

Subaru Color Palette



Subaru Blue

Pantone Matching System: PMS 281C
4c Process: C100%+ M85%+ Y5% + K36%
Digital RGB: R0 + G32 + B91



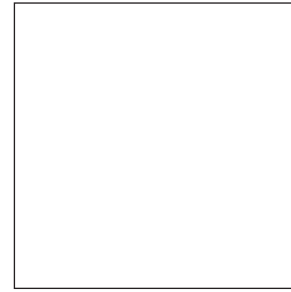
Subaru Star Cluster Blue

Pantone Matching System: PMS 7686C
4c Process: C100% + M73% +Y0% + K10%
Digital RGB: R29+ G79 + B145



Shades of Cool Gray

Pantone Matching System:
PMS Cool Gray 1,2,3,4,5,6,7,8,9,10,11C
4c Process: See Pantone Books
Digital RGB: See Pantone Books



White

Pantone Matching System: not applicable
4c Process: C0%+ M0%+ Y0% + K0%
Digital RGB: R0 + G0 + B0



Section B: Subaru Sub-brand Logos



**Section B:
Subaru Sub-Brand Logos**

Region, Zone & Department Sub-Logos

Product and Program Sub-Logos

Partnership Sub-Logos

Sub-Brand Logo Restrictions

Region, Zone and Department Sub-Brand Logos

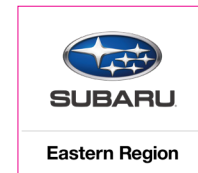
Pre-built sub-brand logo lock-ups have been developed for each SOA region and zone office. Log on to print.subaru.com/logos to download.

The rules that follow instruct users how to utilize sub-brand logos while maintaining the Subaru brand. Refer to the Style Overview (Section D) on how to use sub-brand logos in print advertising campaigns.

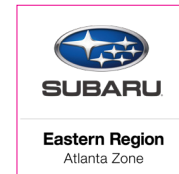
Horizontal & Vertical Sub-Brand Logos

To maintain a hierarchy of information and ensure brand consistency, Subaru region, zone and department logo lock-ups have been developed in horizontal and vertical formats.

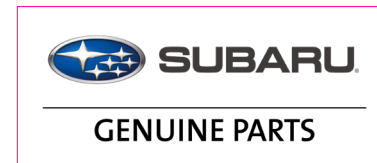
Region Example



Region & Zone Example



Parts & Service Example



Department Example



Solid line represents proper (minimum) REQUIRED Isolation Space.
(pink lines do NOT print)

Product and Program Sub-Brand Logos

Corporate regions, zones or departments often develop a new product that requires a Subaru branded visual identity. In order to protect the Subaru star cluster landmark as the primary logo mark, a Subaru sub-brand logo is required to use approved fonts, color palette, style, messaging and related logos. New product and program logos developed externally require Creative Services approval.



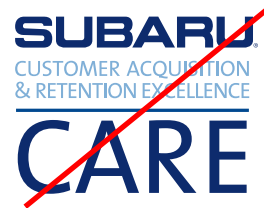
Product or Program Logo Examples

Program Logo

A separate and unique program identity is required to promote the product to consumers. Use of Subaru brand compliant fonts is the best way to ensure the new logo will be recognized as part of the Subaru family of products and services.



Acceptable



Unacceptable

Unacceptable

Using the Subaru logo within a program logo identity is **not** acceptable. Brand compliant fonts are required for creating a Subaru branded sub-logo. If the name “Subaru” is required, use approved fonts in different weights and sizes to achieve brand consistency.



Program or Product Logo Lock-Up

A sub-brand logo lock-up may be required when promoting a product or program. Position the Subaru brand logo to the right of the sub-brand logo with a vertical divider line with a thickness of .5 and color 60% black. Allow equal space on either side of the divider line to each logo. Both logo marks should be equal in height. The sub-brand logo size may not exceed the Subaru brand logo when using the lock-up format.

Partnership and Event Sub-Brand Logos

Subaru is proud to partner with numerous organizations that share Subaru values. These partnerships range from seasonal outdoor adventure, pets, environment, motorsports as well as other professional organizations. When partner logos appear in advertising and marketing print materials Subaru co-brands the initiative with a logo lock-up as shown below. Refer to Section D: Style Overview for rules on how to incorporate these logos into print materials.

Partner Logo Lock-up



When using a partner lock-up, the partner logo is positioned on the left and the Subaru brand logo on the right. The partner logo must be the same size or smaller than the height of the Subaru logo. Each partner logo must have the proper isolation area surrounding it in order for the logo to be legible and brand compliant. Pair vertical or horizontal formatted partner logos with a similarly formatted Subaru brand logo.

Subaru Event Logo



Acceptable



Unacceptable

Subaru sponsored events often require a unique logo identity. In these instances the word “Subaru” is incorporated into the logos using same fonts and styles as the remainder of the logo. This type of sub-brand logo does not replace the brand logo. A brand logo should be used in addition to the event logo or can be used in a lock-up format.

The Subaru brandmark is not permitted for use within a sub-branded logo.

Subaru Sub-Brand Logo Restrictions:

This section of the manual explains the regulations concerning region, zone, department, product and partner logo usage within the Subaru brand. In order to create a brand hierarchy, SOA categorizes these as sub-logos which are intended to reinforce the brand. Sub-logos should be used in conjunction with the brand logo where appropriate. These department, region and zone logos are available for download on print.subaru.com/logos. Subaru product and program logos are available for download on subarumarketing.com.

SOA has provided the approved logos in the file formats most frequently requested for print and online purposes. To develop a new sub-brand logo, log on to the Subaru Marketing Services Tool (MST) to submit a creative request and contact Creative Services to discuss your project.

Sub-Brand Logo Restrictions:

The same restrictions apply to sub-brand logos as the brand logos.

- **Do** use the original logo artwork provided by Subaru of America, Inc.
- **Do not** modify the original logo marks in any way.
- **Do not** stretch the logo in any direction to fill a space. Always reduce or enlarge the logo proportionately.
- **Do not** use filters or special effects found in graphics programs such as: glow, emboss, blur, sketch, etc...
- **Do not** remove the registration mark (®) for any reason unless otherwise noted in the manual.
- **Do not** rotate or use the logo on an angle (vehicle decal exception).
- **Do not** insert the logo or portion of the logo to be used as text.
- **Do not** screen the logo back or use it as a watermark.
- **Do not** alter the spacing between the logo components.
- **Do not** use a logo that is blurry or pixilated.
- **Do not** place the logo directly on a score, fold or cut on print materials.
- **Do** follow the required Isolation Area Rule surrounding each logo for legibility and compliancy.
- **Do** use logo lock-ups where recommended.

Subaru Color Palette



Subaru Blue

Pantone Matching System: PMS 281C
4c Process: C100%+ M85%+ Y5% + K36%
Digital RGB: R0 + G32 + B91



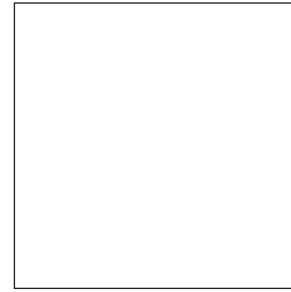
Subaru Star Cluster Blue

Pantone Matching System: PMS 7686C
4c Process: C100% + M73% +Y0% + K10%
Digital RGB: R29+ G79 + B145



Shades of Cool Gray

Pantone Matching System:
PMS Cool Gray 1,2,3,4,5,6,7,8,9,10,11C
4c Process: See Pantone Books
Digital RGB: See Pantone Books



White

Pantone Matching System: not applicable
4c Process: C0%+ M0%+ Y0% + K0%
Digital RGB: R0 + G0 + B0



Section C: Fonts



**Section C:
Fonts**

Primary Fonts

Secondary Fonts

Fonts

The fonts referenced in this manual are strongly recommended for brand compliancy. Subaru recognizes that each agency's creative needs differ depending on how they are applying the fonts to their specific materials such as: national print ads, billboards, outdoor advertising, point of purchase and online use. Applying the approved Subaru fonts further supports a cohesive Subaru branded approach to all materials.

Purchasing Fonts

The fonts featured in this manual were purchased from Fonts.com. Standard font permissions, licensing, copyright and trademark rules apply as on any software therefore Subaru of America, Inc. cannot provide vendors with the font files. External agencies must purchase their own fonts.

Primary Fonts

Helvetica Neue Lt Std

Helvetica Neue Lt Std is the primary font family used for the Subaru brand. Use this font family for all corporate communications items such as memos and identity such as corporate identity materials. This font family is used by the advertising and marketing departments for use on all online (where applicable) and print materials. Examples are available in the Style Overview Section of this manual.

Helvetica Neue Lt Std Examples

Helvetica Neue 35 Thin

Helvetica Neue 25 Ultra Light

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

Helvetica Neue 75 Bold

Helvetica Neue 85 Heavy

Helvetica Neue 95 Black

Helvetica Neue 37 Thin Condensed

Helvetica Neue 37 Ultra Light Condensed

Helvetica Neue 47 Light Condensed

Helvetica Neue 57 Condensed Roman

Helvetica Neue 67 Condensed Medium

Helvetica Neue 77 Condensed Bold

Helvetica Neue 87 Condensed Heavy

Helvetica Neue 97 Condensed Black

Helvetica Neue 107 Condensed Extra Black

Helvetica Neue 33 Thin Extended

Helvetica Neue 23 Ultra Light Extended

Helvetica Neue 43 Light Extended

Helvetica Neue 53 Extended

Helvetica Neue 63 Medium Extended

Helvetica Neue 73 Bold Extended

Helvetica Neue 83 Heavy Extended

* All font weights and styles are not shown. Refer to the Style Overview Section of this manual for specific font use on branded advertising and marketing materials.

Secondary Fonts

Subaru employees may want to develop materials for internal use and want to utilize the corporate recommended fonts. Unfortunately the costs to make the fonts available to all employees of SOA is cost prohibitive. The fonts listed below may already be available standard on each computer and are also brand compliant. Should a Subaru employee or department determine the need for fonts to be purchased, contact the Accounting department to set up an account at fonts.com for that specific area.

Helvetica

This font is compliant and often comes standard on both PC and Mac.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Arial

This font is compliant and often comes standard on both PC and Mac.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789



Section D: Style Overview



**Section D:
Style Overview**

The Subaru Love Campaign

Campaign Elements

Print Elements

Marketing Examples

Broadcast Logos

Broadcast Examples

THE SUBARU LOVE CAMPAIGN

Since 2008, the “Love.” campaign has given Subaru a north star that defines the brand. It demonstrates the role of our vehicles as they enable our owners’ lives and passions. “Love” has provided a consistent, unified voice that elevates the brand beyond a collection of vehicle models.

In 2019, the decision was made to modify the line:

From: “Love. It’s what makes **a** Subaru, **a** Subaru.”

To: “Love. It’s what makes Subaru, Subaru.”

This change was made to expand the reasons to love Subaru beyond just the product itself and extend to the brand and retailers. This change reflects how our Love Promise has grown to encompass the retailer. New materials should include the change in language.



Campaign Elements

A photograph featuring the current model year vehicle is the primary feature of the ad. A white or gray band graphic is used to ground the text and Subaru brand logo in a consistent position suitable for most print executions.

Cigar Band Formula

The cigar band height is equal to or less than 1/9" of overall page height (divide the page height by 9 to determine the maximum band height). Position the band in the bottom 8th grid position which has equal space below allowing the image to bleed off the bottom of the page. Do not place band in the bottom 1/9th of page. See Print Elements page for font and size of text within the band.

NOTE: There is no gap between the bands. The left and right sides butt together to create one band.

Band Colors:

White Band - The left side of the band is 100% white with an 85% transparency. The right side is 100% solid white. Use on a colored or photograph background.

Gray Band - The left side of the band is 20% black (no transparency). The right side is 8-10% black. Use a gray band ONLY on a solid white background.

Brand Logo

A four color horizontal brand logo is centered and positioned in the right band. Minimum isolation area rule applies.

Copy

Refer to the Print Elements page for font style, size, weight and placement.

Image

The image behind the band bleeds off all sides of the page.

Model / Subaru.com / Price Call-outs

Position text below the cigar band and align flush left with the text above. See example for font and size.

Disclaimer(s)

Position at the most bottom part of the page just above the page margin. See Print Elements page for font and size.



**Welcome to the best
Subaru Outback® ever.**

Go where love takes you.

You have a big, beautiful world to explore. Standard Symmetrical All-Wheel Drive + up to 33 MPG.* Standard EyeSight® Driver Assist Technology.† Standard X-MODE.‡ The all-new 2020 Subaru Outback gives you the comfort, flexible interior space, and advanced technology to do it right. This is our most adventurous Outback ever.

Subaru

Outback. Well-equipped at \$26,645.

Subaru, Outback, EyeSight, and X-MODE are registered trademarks. *EPA-estimated highway fuel economy for 2020 Subaru Outback non-turbo models. Actual mileage may vary. †EyeSight is a driver-assist system that may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors, such as vehicle maintenance, weather, and road conditions. See your owner's manual for complete details on system operation and limitations. ‡MSRP excludes destination and delivery charges, tax, title, and registration fees. Retailer sets actual price. Certain equipment may be required in specific states, which can modify your MSRP. See your retailer for details. 2020 Subaru Outback Touring shown has an MSRP of \$37,345. Vehicle shown with accessory equipment.

Page grid - divide page height by 9 to determine band height. Place band in 8th grid position. A double page spread extends the band across both pages.

Print Elements

Headline Copy(A)

Font: Helvetica Lt Std 85 Heavy

Size: 35 pt/36

Position: Approximately 1 inch from top and left page edges

Color: White or black (depending on background image and legibility)

Limits: One to three lines of text

Sub-Head Copy (B)

Font: Helvetica Lt Std 85 Heavy

Size: 15 pt/30

Limits: One to two lines of text

Copy should reflect current brand positioning statement or

“Welcome to the all-new (model year) Subaru (model name).”

Body Copy, Cigar Band, Brand Logo (C)

Font: Helvetica Lt Std 45 light

Size: 9 pt/16

Position: Approximately .875 inches from left edge inside left band

Color: 100% black (depending on background image and legibility)

Limits: One to four lines of text, last line should read

“Love. It’s what makes Subaru, Subaru.”

Set text in 9pt Helvetica Neue Lt Std 85 Heavy

Follow Cigar Band Rules on previous page.

Use a 4 color Subaru brand logo in the 100% white box on the right

When a single line of text appears in the band such as

“Love. It’s what makes Subaru, Subaru.”

Set text in 9 pt Helvetica Neue Lt Std 85 Heavy

Model / Price / Subaru.com Copy (D)

Font: Helvetica Lt Std 85 Heavy

Size: 11 pt/14

Position: Below white translucent copy band

Color: White or 80% black (depending on background image and legibility)

Limits: One line of text, align flush left with text above. Length not to exceed line difference between solid and translucent band above

Disclaimer(s) (E)

Font: Helvetica Lt Std 45 Light

Size: 6 pt/7

Position: Text aligns flush within live area margin

Color: White or black (depending on background image and legibility)


Limits: Length determined by legal verbiage requirements

A

Love, for all the right reasons.


B

Welcome to the all-new 2020 Subaru Legacy.*



C

Our roomiest and most comfortable **Subaru Legacy** ever does all you ask of a sedan, only so much more. Advanced safety features like standard EyeSight™ Driver Assist Technology* help take care of your precious cargo. An available 260-horsepower Direct-Injection Turbocharged SUBARU BOXER® engine brings the thrills to your drive.



D

Legacy. Well-equipped at \$22,745!*

E

Subaru, Legacy, EyeSight, and SUBARU BOXER are registered trademarks. *EyeSight is a driver-assist system that may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors, such as vehicle maintenance, weather, and road conditions. See your owner's manual for complete details on system operation and limitations. *MSRP excludes destination and delivery charges, tax, title, and registration fees. Retailer sets actual price. Certain equipment may be required in specific states, which can modify your MSRP. See your retailer for details. 2020 Subaru Legacy Touring XT shown has an MSRP of \$36,895.

Page grid - divide page height by 9 to determine band height. Place band in 8th grid position. A double page spread extends the band across both pages.

Marketing Examples

Model Showroom Brochures

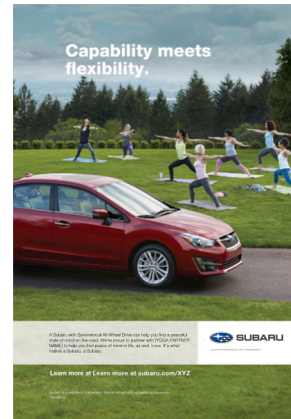
The following pages feature available marketing materials and show how the band elements are applied to various sizes of print medium.



Showroom Brochures

Print Sponsorship Tool

Create your own customized co-branded full color ad on subarumarketing.com. Choose a lifestyle image such as: biking, golf, pets, yoga or performance, select a pre-approved headline, edit selected copy in the band, add partner or event name, url and disclaimer. Download your ad and provide the hi-res pdf to the designated print source.



Co-branded Partner Ad

Marketing Examples (continued)

Retailer Point of Purchase

Vehicle POP kits include mirror danglers, window clings, wheel stand inserts, and consumer takeaways.

There are horizons in desperate need of chasing.

The newly refreshed 2019 Subaru Impreza. **SUBARU**

The newly refreshed 2019 Subaru Impreza is clear vs. the Competition!

Feature	2019 Subaru Impreza	2019 Ford Focus	2019 Honda Civic	2019 Toyota Corolla	2019 Nissan Sentra
Standard Blind Spot Detection	Yes	No	No	No	No
Standard Lane-Keeping Assist	Yes	No	No	No	No
Standard Adaptive Cruise Control	Yes	No	No	No	No
Standard Apple CarPlay and Android Auto	Yes	No	No	No	No
Standard Sunroof	Yes	No	No	No	No
Standard Power Windows	Yes	No	No	No	No
Standard Power Locks	Yes	No	No	No	No
Standard Power Mirrors	Yes	No	No	No	No
Standard Power Seats	Yes	No	No	No	No
Standard Power Steering	Yes	No	No	No	No
Standard Power Windows	Yes	No	No	No	No
Standard Power Windows	Yes	No	No	No	No
Standard Power Windows	Yes	No	No	No	No
MSRP	\$18,499	\$17,499	\$17,499	\$17,499	\$17,499

Consumer Takeaway

More room. Less mess.

Expand your horizons.

Subaru SUV

Subaru SUV. More room. Less mess. Expand your horizons.

Subaru SUV. More room. Less mess. Expand your horizons.

Mirror Dangler

Love is now bigger than ever.

The all-new 2019 Subaru Ascent vs. the Competition!

Feature	2019 Subaru Ascent	2019 Ford Explorer	2019 Honda Pilot	2019 Toyota Highlander	2019 Nissan Pathfinder
Standard All-Wheel Drive	Yes	No	No	No	No
Standard Blind Spot Detection	Yes	No	No	No	No
Standard Lane-Keeping Assist	Yes	No	No	No	No
Standard Adaptive Cruise Control	Yes	No	No	No	No
Standard Apple CarPlay and Android Auto	Yes	No	No	No	No
Standard Sunroof	Yes	No	No	No	No
Standard Power Windows	Yes	No	No	No	No
Standard Power Locks	Yes	No	No	No	No
Standard Power Mirrors	Yes	No	No	No	No
Standard Power Seats	Yes	No	No	No	No
Standard Power Steering	Yes	No	No	No	No
Standard Power Windows	Yes	No	No	No	No
Standard Power Windows	Yes	No	No	No	No
MSRP	\$34,999	\$32,999	\$32,999	\$32,999	\$32,999

Presenting the all-new 3-row 2019 Subaru Ascent.



Window Cling

Love, for all the right reasons.

The all-new 2020 Subaru Legacy vs. the Competition!

Feature	2020 Subaru Legacy	2019 Honda Accord EX	2019 Toyota Camry LE	2019 Ford Fusion SE	2019 Nissan Altima S
Standard All-Wheel Drive	Yes	No	No	No	No
Standard Blind Spot Detection	Yes	No	No	No	No
Standard Lane-Keeping Assist	Yes	No	No	No	No
Standard Adaptive Cruise Control	Yes	No	No	No	No
Standard Apple CarPlay and Android Auto	Yes	No	No	No	No
Standard Sunroof	Yes	No	No	No	No
Standard Power Windows	Yes	No	No	No	No
Standard Power Locks	Yes	No	No	No	No
Standard Power Mirrors	Yes	No	No	No	No
Standard Power Seats	Yes	No	No	No	No
Standard Power Steering	Yes	No	No	No	No
Standard Power Windows	Yes	No	No	No	No
Standard Power Windows	Yes	No	No	No	No
MSRP	\$23,770	\$22,770	\$22,770	\$22,770	\$22,770

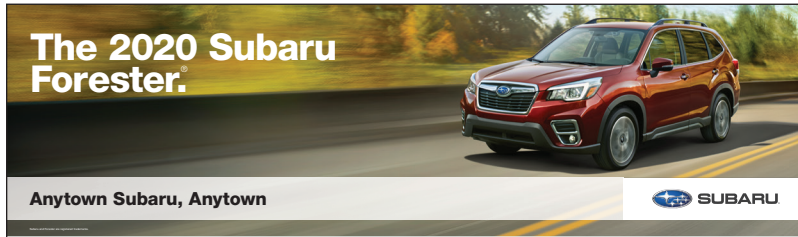
The all-new 2020 Subaru Legacy.



Marketing Examples (continued)

National Outdoor Billboards

Retailers can create customized Out-of-Home billboards on subarumarketing.com. Choose a product image with the pre-approved headline, insert the retailer information in the band text, then download and provide the hi-res pdf to the designated print source.

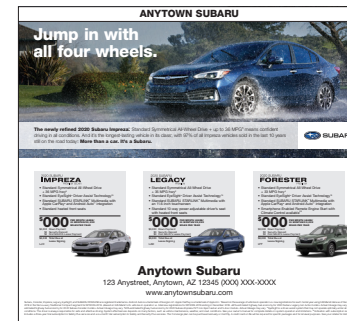


Customizable Outdoor Billboard

Retailer Wallet Ad Templates

Customizable templates are provided at subarumarketing.com. Choose from the full color full page, half page or quarter page “Pre-Built Ad” and “Build an Ad” options.

Ads feature a four-color scenic photo, a designated area for the retailer name in the headline, customizable vehicle offer, VIN numbers, retailer name, address, phone number, web address and disclaimer(s).



Customizable Wallet Ads

Broadcast Logos

The four color horizontal positive is the primary logo form when used on a light or white background.

The four color horizontal reverse is the primary logo form when used on a dark or black background.

The 1 color black or 1 color white (flat) logos are not recommended.

Adhere to the proper isolation space to all elements behind or around the Subaru logo.

The Subaru brand logo should be centered in a 1920 x 1080 pixel size screen.

Note: A solid white or black box behind the logo is not required; however, the brand logo must be legible from the background graphics. If the logo is not legible then a white or black box is recommended to separate the logo from the background.

Broadcast Screen Position

Light Background



Based on 1920 x 1080 px size

Dark Background



Based on 1920 x 1080 px size

Broadcast

Love Animation

The Love animation has been update to reflect the new brand logo.

This should be used at the end of spots appropriately, and the word “Love.” should always be placed in an area that it is clear and legible.



Love Animation

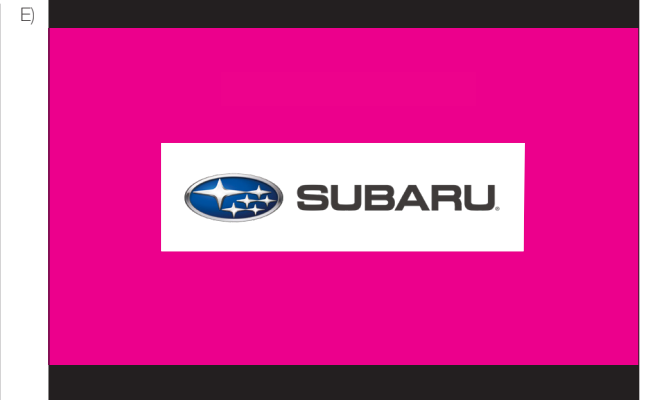
Broadcast Examples

Follow the Subaru brand compliant logos, fonts, style, voice, color palette, messaging, talent, accessories and products for a consistent brand message across all mediums.

Contact the Marketing Department for more details if you are developing broadcast materials or need additional templates for broadcast artcards.

TV Artcards Retailer

- A) Branded B) Tagged C) Retailer Listing D) Retailer Offer E) Branded Integration F) Affiliate Sponsorship (Viral Video)





Section E: Corporate Templates



**Section F:
Corporate Templates**

Business Identity

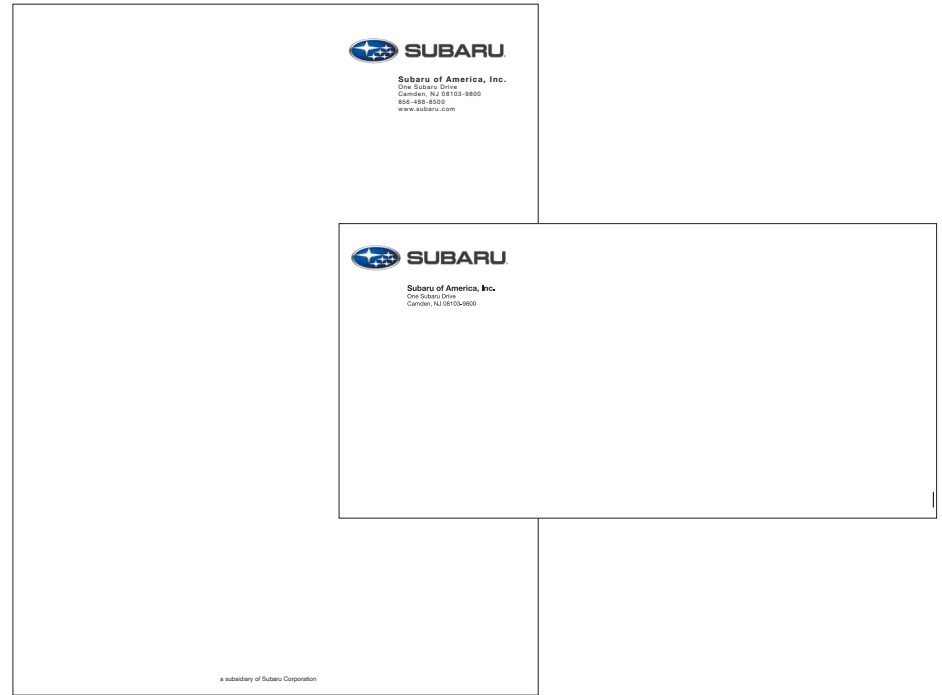
PowerPoint Templates

Email Signatures

Business Identity

Corporate Letterhead & Envelope

The Subaru letterhead is available on the intranet, the path is Corporate Intranet > Your Resources > Corporate Standards > Corporate Templates.



Corporate Letterhead and envelope

Business Cards

Contact Andy Novoa in Repro Services to order your business cards. Provide your name as you would like it to appear, job title, your email address, phone and fax number, and location.



Corporate Business Card



Corporate Business Card with Japanese Translation



Region Business Card

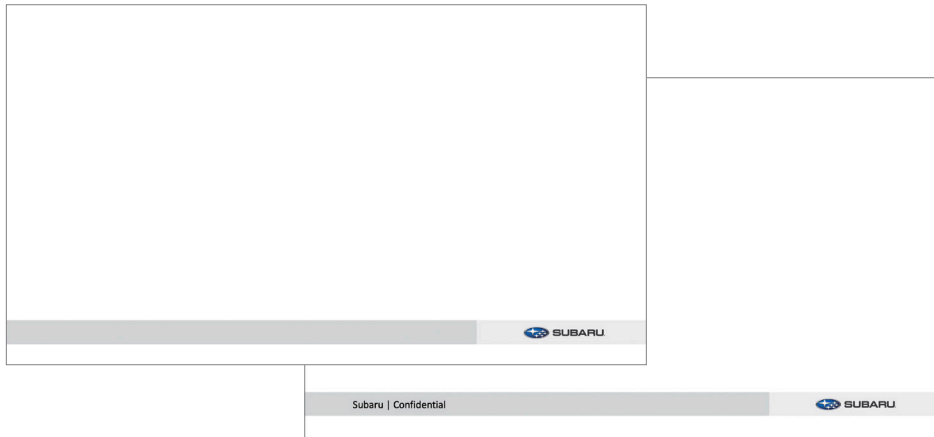
Corporate Templates

The templates are available on the Corporate Intranet > Your Resources > Corporate Standards > Corporate Templates.

PowerPoint Templates

PowerPoint Template - Subaru Logo (widescreen size 16:9)

PowerPoint Template - Confidential (widescreen size 16:9)



Corporate PowerPoint Template 16:9 - Subaru Logo (standard) and Confidential

Email Signature

Refrain from adding unnecessary graphics such as the Subaru logo, any other logos or artwork, fonts, background graphics, quotes, or bold colors in the email signature. In an effort to be environmentally responsible it is recommended to use one or two line email signatures to avoid printing unnecessary pages.

The format should include your first and last name, job title, company name (Subaru of America, Inc.) and your direct extension. Add vertical dividers (pipe or bar key) to help separate the information. The fax number and the company's physical mailing address are optional. Please note that it is not necessary to add your email address in your signature as this is redundant.

For SOA HQ Employees:

A. **John Q. Sample** | Job Title | Subaru of America, Inc. | 000.000.0000

B. **John Q. Sample** | Job Title | Subaru of America, Inc. | w. 000.000.0000 | c. 000.000.000

C. **John Q. Sample**

Job Title | w. 000.000.0000 | c. 000.000.0000 | f. 000.000.0000
Subaru of America, Inc. | One Subaru Drive | Camden, NJ 08103

D. **John Q. Sample** | Japanese name translation

Job Title | w. 000.000.0000 | c. 000.000.0000 | f. 000.000.0000
Subaru of America, Inc. | One Subaru Drive | Camden, NJ 08103

Note: Users requiring Japanese translation may have to purchase special fonts or software in order to do so.

For Regional Employees:

A. **John Q. Sample** | Job Title | 000.000.0000

Region Name | Subaru of America, Inc.

B. **John Q. Sample** | Job Title | w. 000.000.0000 | c. 000.000.0000

Region Name | Subaru of America, Inc.

C. **John Q. Sample**

Job Title | w. 000.000.0000 | c. 000.000.0000 | f. 000.000.0000
Region Name | Subaru of America, Inc. | Address Line 1 | Address Line 2

In order to differentiate your signature from the main body text a medium to dark grey color is recommended. Set the employee name font style in Helvetica Bold or Arial Bold in approximately 8 or 9 pt. size. The proceeding contact information should be in the same color and the set in Helvetica Plain or Arial Plain.

Confidential Email Notice

The optional confidential e-mail legal notice disclaimer can be found on the Legal Department intranet page under the forms tab and is noted below.

Notice: The information contained in this electronic message and in any accompanying documents (together, the "communication") contains information that is confidential, privileged or proprietary or otherwise legally exempt from disclosure. This communication is intended exclusively for the individual or entity to whom it is addressed. If the reader of this communication is not the addressee, or an employee or agent responsible for delivering it to an intended recipient, you are hereby notified that any disclosure, distribution or copying of this communication is strictly prohibited. If you have received this message in error, please notify the sender immediately by e-mail and delete all copies of the communication. Thank you.



Section F: Vehicle Graphics



**Section F:
Vehicle Graphics**

Overview

Vehicle Wrap Templates

Wrap Overview

Love Promise Activation Wrap Requirements

Partner in Adventure Wrap Requirements

Wrap Examples

Magnet Examples

Printing and Installation

OVERVIEW

Subaru provides hundreds of vehicles for promoting events and partnerships each year, often at no cost to the partner. Wrap templates have been developed to provide consistency between wrap designs and promote a 50/50 rule of Subaru brand and partner representation. It has been estimated that during a typical day a single vehicle wrap can generate between 30,000 to 70,000 impressions. According to stats from the Outdoor Advertising Association of America, vehicle wraps offer the lowest cost-per-impression than any other form of advertising.¹ Customers are exposed to the wraps on the road and at events which reinforces the owner experience through common passion points.

Vehicle magnets are a quick and cost efficient alternative to vehicle wraps. Magnet templates are also available on the MRC. The following pages detail how to use the wrap templates, submit wrap requests as well as best practices for printing and installation.

Subaru Creative Services Requests

Wrap Design

The Creative Services Department (CS) is available to customize Subaru vehicle wraps. Partners or agencies with the Illustrator CC can download the templates from the MRC. Only Subaru internal clients can submit a wrap design for their partner by way of the Marketing Services Tool (MST). Allow a required minimum of 15 business days or more from design concept to final installation.

Wrap Brand Compliancy

All wraps are **REQUIRED** to follow the guidelines and templates as mentioned in this manual. **ALL** wrap designs are required to be reviewed by Creative Services for brand compliancy approval **PRIOR** to printing.

Wrap Printer/Installer

The CS Dept. Production Manager will provide print estimates and approved printer/installer sources upon request.

Wrap Templates

Refer to the Subaru wrap template below for designated Subaru Love Promise Activation branding. The Subaru required areas are noted in blue which include: the hood, brand logos on the front side doors and URL on the rear bumper or tailgate.

The pink areas designate partner artwork and logos. The side and rear windows may be wrapped as part of the design as well but are not required. Wrapped windows will increase the overall cost of the wrap as 3M perforated material is required for driver visibility.

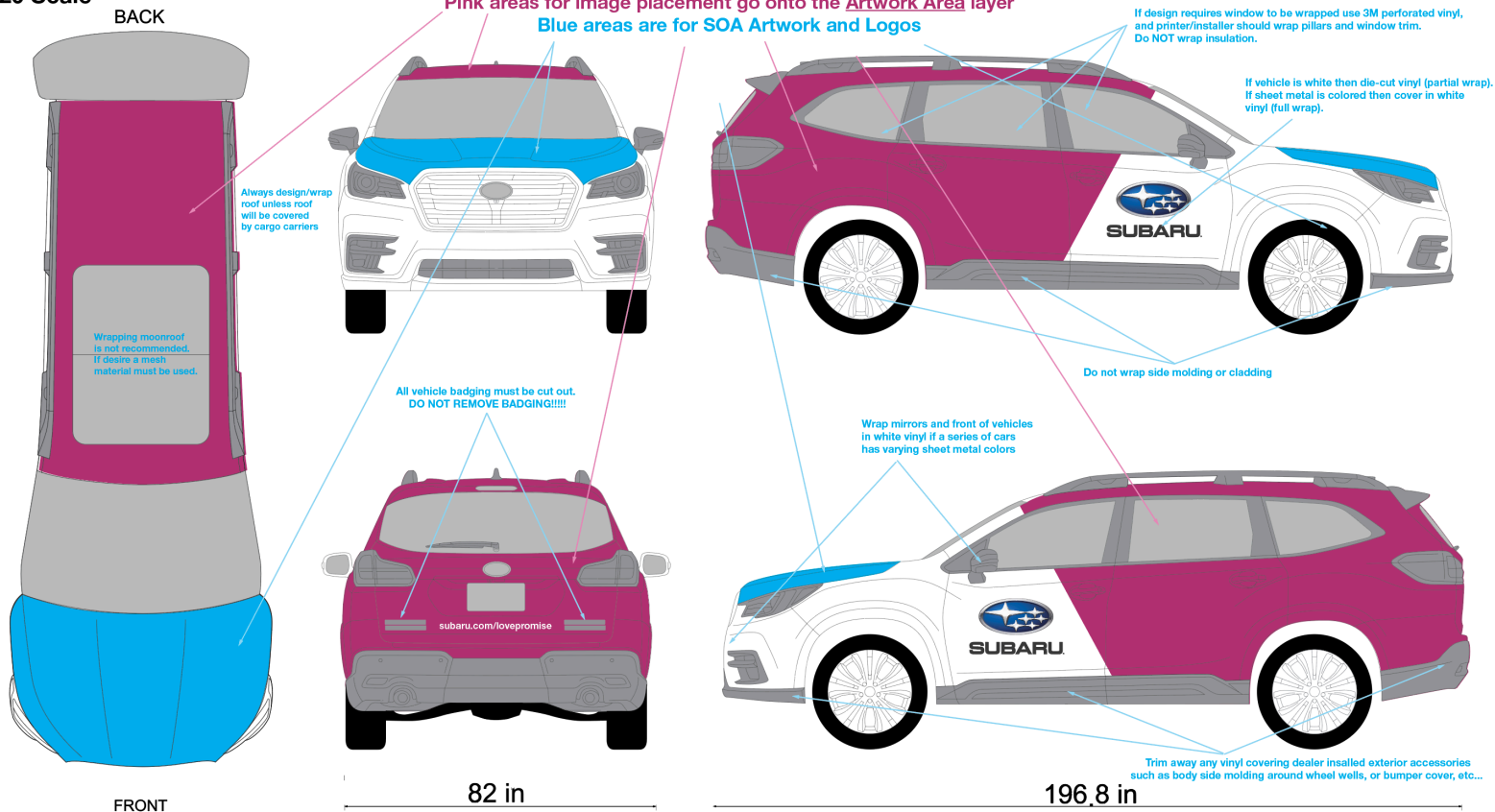
Wraps are designed and estimated as a full wrap if the sheet metal color has to be covered by white on the front end. If sheet metal is white or light colored a partial wraps will be designed and estimate provided.

Current model year templates are available for download on SubaruMarketing.com for the Ascent, Crosstrek, Forester, Impreza, Legacy, and Outback. Any other model templates will be made available upon request.

How to Download and Use the Wrap Templates

The current model year vehicle wrap templates are available on SubaruMarketing.com (MRC). Click the "Love Promise" tab, then the "Vehicle Wraps" tab. View the pdf or download the Adobe CC layered template. Each Love Promise Activation logo, related artwork and tagline are available in the template. Simply select the layers that are relevant for the hood logo, sided and rear artwork. Turn off all other layers that do not apply. If you customize the side and rear with the partner logo and artwork, use the masks provided for your assistance.

**MY20 Subaru Ascent
1:20 Scale**

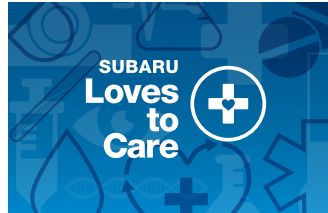


Wrap Overview

Love Promise Activation Wraps

The Subaru “Love Promise” program is designed to shine a spotlight on all the things that Subaru of America, Inc. and our retailers do to support the communities around them and the causes and passions most important to the Subaru owner.

The Subaru “Love Promise” is about fostering excellent customer experiences and partnering with non profits, specifically those that resonate with our customers. As an organization, Subaru is committed to spread the “Love Promise” as far as possible and to continue working with a diverse range of organizations that resonate with our customers through five areas of focus: Animals, Environment, Community, Health and Wellness, and Education. Most of the Subaru partnerships can be categorized into one of these areas. All vehicle wraps must adhere to the required 50/50 co-branded wrap templates unless special permission has been granted by Marketing. **The LP Activation colors, logo and background artwork may not be modified in any way.**



Partner in Adventure Wraps

There are many partners that may not be included within the Animals, Environment, Community, Health and Wellness and Education areas. These partnerships will be categorized as “Partner in Adventure” which offers a compass, cycling, water sports, running and mountain/winter sports themes for the hood. Each “Partner in Adventure” hood and designated partner area are provided on the wrap template. Simply turn on the “Partner in Adventure” layers that are relevant to the wrap and turn off all layers that do not apply. Partner in Adventure wrap colors may be modified to complement the partner creative on the sides and rear for a cohesive wrap look.

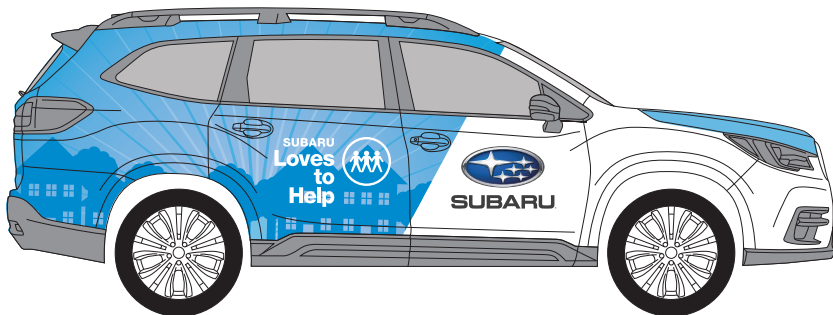
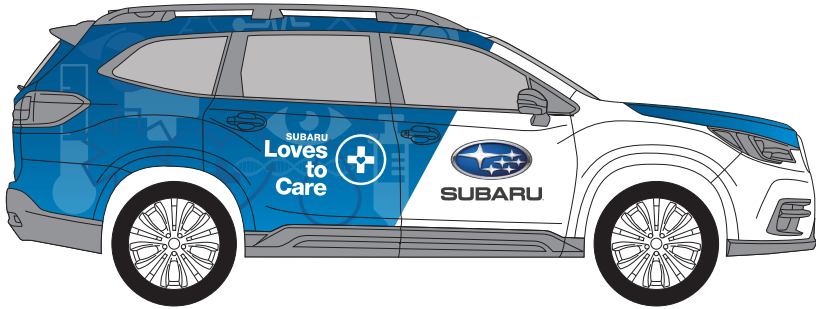
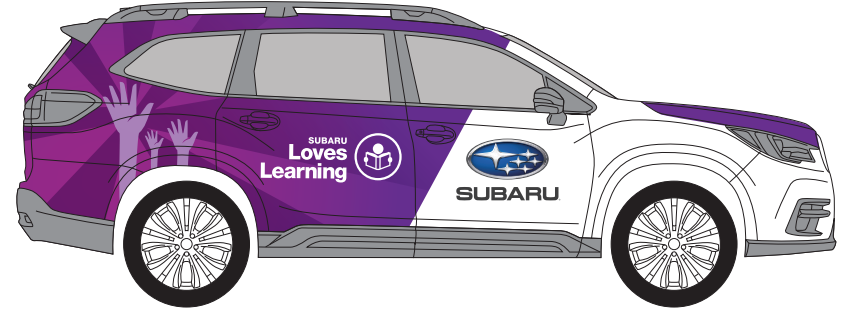
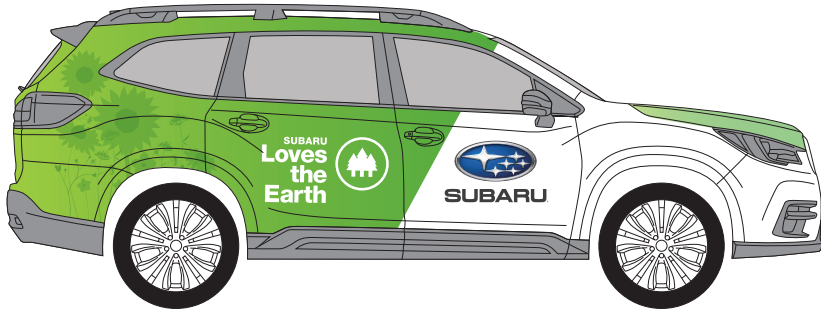


Subaru Loves Promise Activation Wrap Requirements

Most of the Subaru partnerships can be categorized into one Love Promise category: Subaru Loves the Earth, Subaru Loves to Care, Subaru Loves to Help, Subaru Loves Learning or Subaru Loves Pets. All vehicle wraps must adhere to the required 50/50 co-branded wrap templates unless special permission has been granted by Marketing.

A Subaru 4 color brand logo is required on the front driver and passenger sides doors. The Love Promise Activation artwork may be used for the sides and a partner logo added OR partner artwork and logos may be used to customize the sides and rear in the permitted sponsorship areas only. A subaru.com/partner or Love Promise URL for the rear bumper is recommended.

Changing the LP Activation colors, logo and background artwork is strictly prohibited.



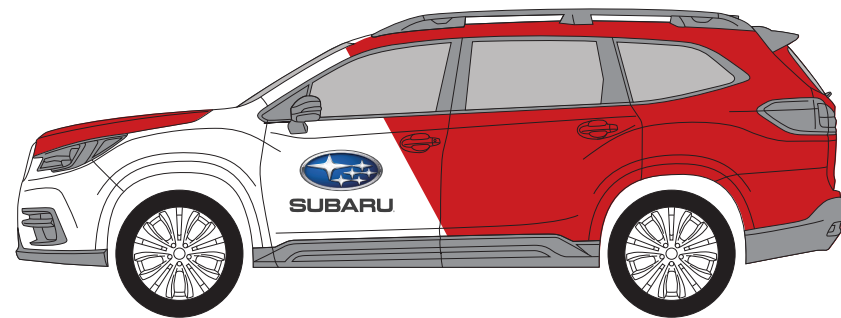
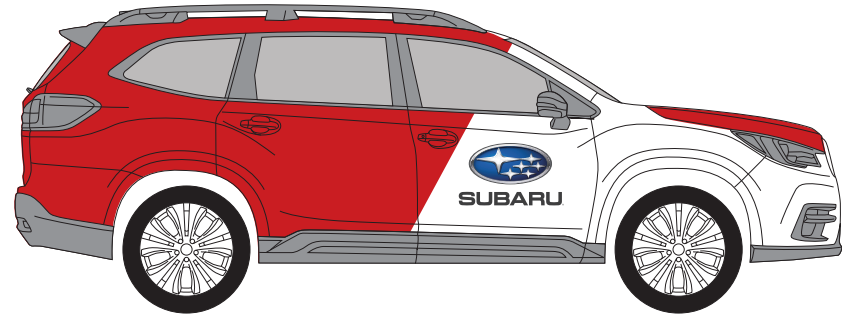
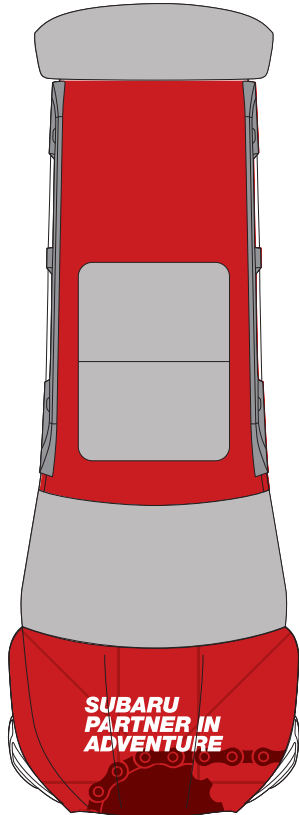
Subaru Partner in Adventure Wrap Templates

The hood features the Partner in Adventure logo and background artwork. The front driver and passenger sides remain branded with a required 4 color Subaru logo. Partner artwork and logos are recommended to customize the sides and rear in the permitted sponsorship areas.

Choose from the following categories, Compass (i.e.; Yakima), Water Sports, Cycling, Running, or Mountain/Winter Sports. A subaru.com/partner URL for the rear bumper is recommended. For the overall design aesthetic purposes the red hood colors may be modified, however, the artwork may not be replaced.

MY20 Subaru Ascent
1:20 Scale

BACK



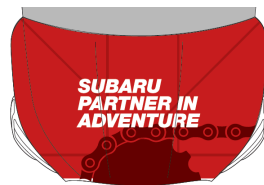
Compass



Water Sports



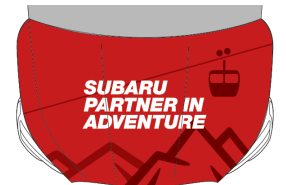
Cycling



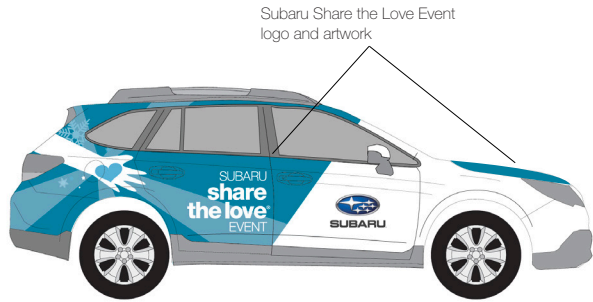
Running



Mountain/Winter Sports

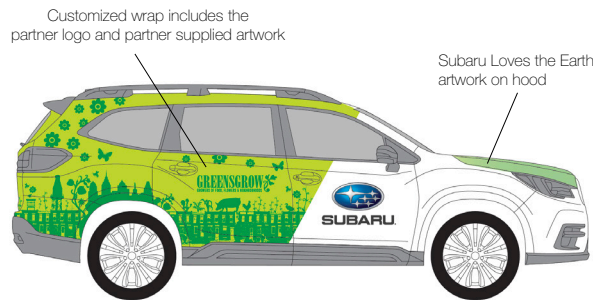


Love Promise Activation Wrap Examples



National Sales Events

This vehicle wrap was designed to support the annual Share the Love Sales Event which has been displayed at retail locations and auto shows. The event logo is featured prominently on the sides and hood of the vehicle.



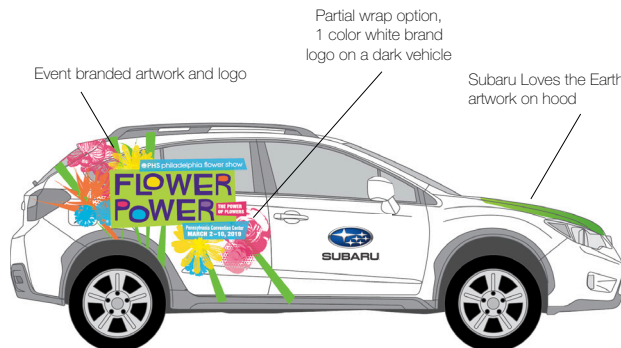
National Sponsorship

The National Parks Foundation is sponsored by Subaru. NPF imagery is used on the sides, rear and roof. Subaru Loves the Earth artwork is featured on the hood and headers.



Regional Sponsorship

The Subaru Loves Pets artwork is featured on the hood, headers and behind the local Humane Society logo. A partner logo can be placed on the sides and rear on any of the Love Promise Activation templates for a quick and cohesive wrap design.



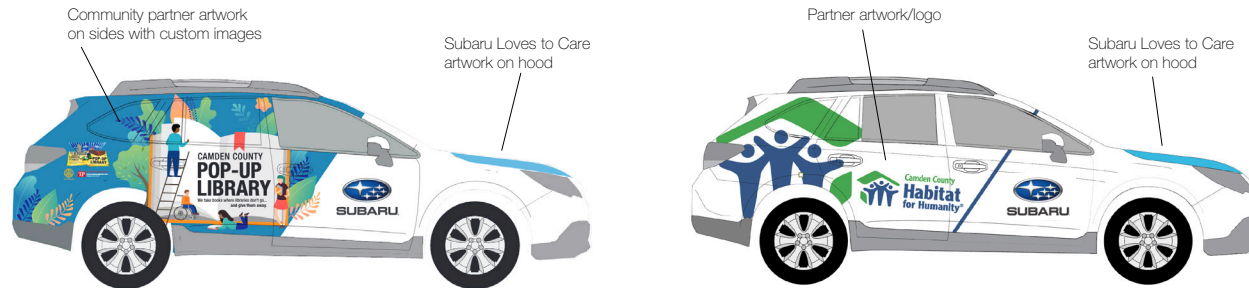
Event Wrap

Special events often require customized promotional wraps. The wrap co-brands Subaru and the event while remaining consistent with the event creative theme on the sides and rear while promoting Subaru Loves the Earth on the hood and headers.

Love Promise Activation Wrap Examples

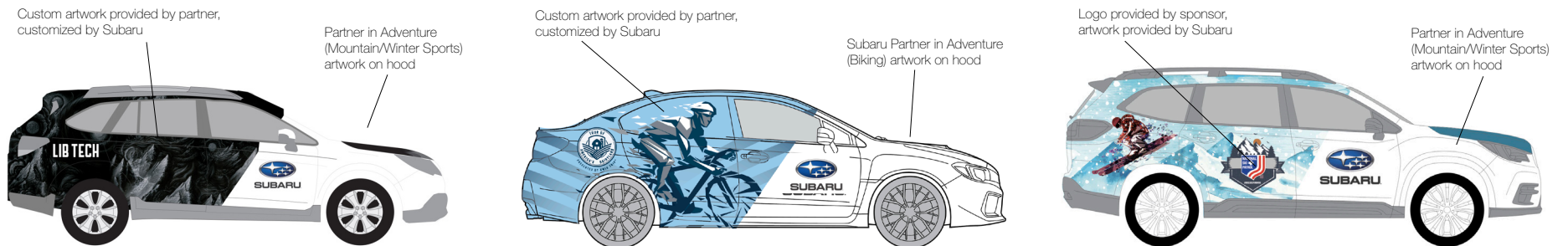
Community Sponsorship

The Subaru Corporate Responsibility often supplies wrapped vehicles to help support community sponsorship efforts as shown below.



Custom Sponsorship

Internal marketing employees require wrapped vehicles to help support and co-brand local or national level partnerships. The Love promise Activation templates are used to customize wraps based on partner artwork or creative direction provided to Creative Services.



Vehicle Magnet Examples

Vehicle magnets are a cost effective alternative to costly vehicle wraps. Subaru branded or co-branded magnets can be designed upon request.



Subaru Branded Magnet

Magnet templates featuring a Subaru four-color logo have been developed and sized for each model line.



Sponsorship Co-Branded Magnet

This template features the affiliate logo and a four-color Subaru logo in a lock-up format. Verbiage such as "Proud Sponsor" or "Proud Partner" is positioned below the brand logo. Verbiage may vary per contract.



Affiliate / Event Magnet

Magnet designs should include the affiliate and/or event logo, details such as the event date, location, url and a Subaru logo. Verbiage such as "Proud Sponsor" or "Proud Partner" is positioned below the brand logo. Verbiage may vary per contract.

Vehicle Wrap Printing and Installation

Wrap Process

There are several factors when estimating and designing a vehicle wrap provide detailed information for a seamless installation.

Creative Services is unable to start your request until all the details below are provided in the MST:

- Specify model, trim, color, number of vehicles and all VINs to be wrapped.
- Determine if a full wrap (cover all sheet metal) or partial wrap is required.
- Designate the appropriate Love Promise Activation category and provide all relevant logos, artwork and creative direction necessary.
- Provide the location of vehicle(s); SOA, SIA, Port, Region, Zone or Retailer. In some cases vehicles are in transit from a port, in production or shipping from Japan.
- Provide the contact person, address and phone number for installation.
- Note any exterior modifications or added accessories such as bumper guards, cross roof rails, wind deflectors, wheel well covers and so on. CS nor the printer/installer is NOT responsible for costs associated with reprinting due to unexpected exterior modifications affecting the overall design.
- Does the vehicle already have an existing wrap that needs to be deinstalled.

Installations at multiple locations will increase final printing and installation costs. Vehicle wraps may be installed at Subaru of Indiana (SIA). This is done by Subaru employees, no installer is required but there is a per vehicle fee. Vehicles may be wrapped at a local retailer, provided the vehicle has been washed prior to wrap installation and an indoor bay is available otherwise the vehicle must be transported to a nearby installer. Prices quoted for printing and installation typically include de-install.

Printing and Install Requirements

- 3M materials are the only Subaru approved material. No substitutes or alternate materials will be permitted. 3M products are guaranteed for one to three years and are fade resistant.
- 3M Certified installers are our first preference, but not 100% required.
- Side and rear window graphics must be printed on perforated material, this is for driver safety. When wrapping windows, the pillars and trim should be wrapped as well for a seamless look. See examples on the following page.
- Graphic positioning on the vehicle should always look similar to the provided artwork layout. • Printed graphics should be placed on the vehicle for positioning verification prior to applying the vinyl to the car.
- The wrap design usually has a continuous design from the sides around to the rear. Alignment is critical to complete the overall message.
- Door handles and the space behind the handle should be completely wrapped.

Designer Considerations

Designers should consider the sheet metal details, exterior molding, door handles, door seams, side mirrors, windows and gas cap access when developing artwork. Vehicle graphics may not match exactly when flipped to the opposite side, designers should account for both sides, as well as consider the vehicle color as part of the overall design. Bumpers are often not an ideal area to wrap because it is not made of sheet metal and the wrap material may not be guaranteed to adhere.

Installation Best Practices

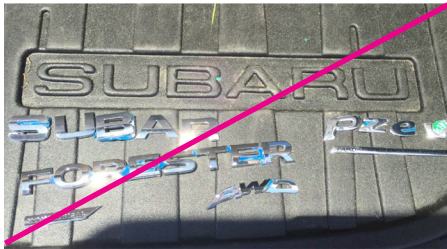
This page outlines what is an acceptable installation and what is not. When in doubt please call and ask before proceeding with the installation. Subaru will not be held responsible for printing and installation costs when these rules are not followed.



DO NOT remove vehicle badging.
Trim around the badge letters as cleanly as possible.



DO trim out the vehicle cladding.



DO NOT wrap plastic or rubber molding
or wrap wheel well protectors.

DO use perforated material for
window graphics.

DO wrap pillars and trim between
windows for a seamless look.



DO NOT wrap the rear bumper guard