

# HONDA CANADA INC.

## Motorcycle, ATV, Power Equipment, Marine & Engines LOGO AND USAGE GUIDELINES

September 2007

**HONDA**  
**ENGINES**



**HONDA**  
**MARINE**

**HONDA**  
**Power**  
**Equipment**

## The Honda Logo and Usage Guidelines

The Honda logos are symbols of the Company's principle and philosophy in a condensed form. They have been built on the core concept of the Honda brand identity: "new value creation," without sacrificing the positive qualities of the former logo.

In order to standardize the Honda logo treatments around the world, Honda Motors announced a new set of guidelines, effective April 1<sup>st</sup>, 2001.



Enclosed are the descriptions of the current logo treatments to maintain consistency between National, Association and Dealer ads, thereby improving the overall brand power of Honda.

Should you have any questions, please contact your Zone office.

# Honda Logos

 Honda Red

Wing Mark



Combined type graphics (Horizontal)



## Motorcycle and ATV logo

This is for use in all Dealer advertising initiatives. **This and all other Honda logos must stand-alone and cannot be used in conjunction with a Dealer or Association name.**

## Motorcycle only logo

This is for use in all Dealer motorcycle advertising initiatives and should be placed at the bottom right hand corner of the ad.

## ATV only logo

This is for use in all Dealer ATV advertising initiatives and should be placed at the bottom right hand corner of the ad.

## Combined type graphics

Refers to the mark where the components of the Wing mark are laid side by side. This mark is flexible enough to be applied to various items with different shapes such as clothing, etc.

# Honda Logos



Power Equipment



Marine



Engines

# Honda Logos

## Colour and Fonts

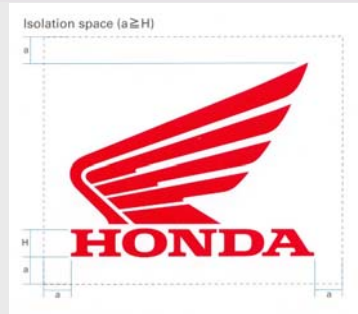
Honda red will continue to be used on the new Honda logo. The primary typeface for both headlines and titles remains “Meta.” Also, the body copy typeface will remain as “Berkley.”



*\*In lieu of Honda Red, you may use PANTONE® 186, the standard for which is shown in the current edition of the PANTONE Color Formula Guide. The color shown here is not intended to match the PANTONE Color Standard. PANTONE® is a registered trademark of Pantone, Inc.*

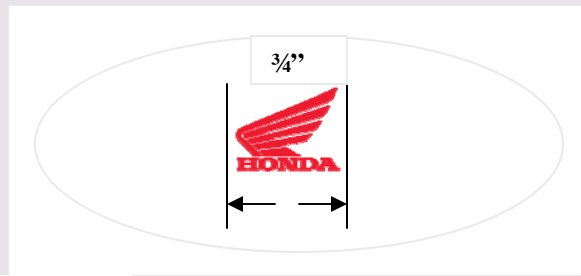
## Clear Space Area

As demonstrated here, the clear space surrounding all sides of the Logo cannot be less than the equivalent space of the height of the word “Honda” in the Logo. No text or design elements can intrude upon this clear space area.



## Logo Size

As demonstrated here, the Logo must appear no less than 3/4” in total width.



## Colour Variations

Use Honda Red as the standard colour. Black only display or reverse type display may also be used.

# Incorrect Logo Use

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Demonstrated here is a sampling of **unacceptable** Logo applications.

**Do not alter any Honda Logo artwork in any way.** The size relationships, drawing, and colour of the logo elements have been carefully refined for maximum impact and readability.

**Do not attempt to incorporate any Honda Logo or any of its individual components into any other design or artwork.** The Logo is intended to stand alone without any type of embellishment.

Do not use the Wing element without the Honda Logo.



Do not italicize the Wing element/letters.



Do not position the Wing element/letters vertically.



Do not flatten or compress the Wing element/lettering.



Do not add extra space between letters.



Do not place the Wing element/letters obliquely.



Do not use stripes or shaded Wing element/lettering.



Do not alter the positions of the Wing element and the Honda logo.



Do not alter the shape of the letters.



Do not alter the proportion between the Wing element and the Honda logo.



Do not alter the positions of the Wing element and the Honda logo.



Do not alter the sizing balance of the Wing element/letters.



Do not outline the Wing element/letters.



Do not make the Wing element/letters three-dimensional.



Do not frame the Wing element or individual letters.



# Incorrect Logo Use

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Do not outline the letters.



Do not use stripes or shaded lettering.



Do not flatten the lettering.



Do not italicize the letters.



Do not compress the lettering.



Do not add extra space between letters.



Do not shorten the line.



Do not change the size of the letters.



Do not position the letters vertically.



## Incorrect display colors

Do not use an unauthorized color.



Do not use stripes or shaded lettering.



Do not employ color gradations.

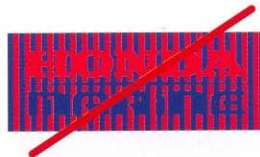


## Incorrect background

Do not use a background where the contrast between the VI display and the background is not sufficient.



Do not display on a confusing pattern.



Do not use a background color that interferes with Honda Red.



Do not use gradation in the background.



# Honda Logo Example – National Advertising



**Nice catch**

The exciting new Honda FourTrax TRX420FE/FM is so jam-packed with the features that sportsmen, trail riders and utility users want, you'll find it hard to believe that we managed to fit everything into such a lightweight, easy-to-handle, fun-to-ride ATV.

A powerful liquid-cooled, fuel-injected engine provides tons of torque to get you through the toughest conditions no sweat at all. The engine and chassis design both contribute to superior machine balance and reduced weight – you'll be amazed

how easily you can ride over terrain that would give one of those big, heavyweight ATVs fits.

More good stuff? How about ESP (Electric Shift Program) push-button shifting on the FE model that's easy and fun to use, switchable 2WD/4WD, strong and durable front disc brakes, and available NaturalGear camo bodywork.


A big list of premium features, but a small price tag. Don't let this catch get away.



**HONDA**  
BEST ON EARTH™



honda.ca

Always wear a helmet, eye protection and protective clothing and please respect the environment. Obey the law and read your owner's manual thoroughly. Honda recommends taking an ATV rider training course.



**INSTANT GRATIFICATION**

Right now power. Immediate steering response. The all new CBR600F4I boasts the lightest and most compact engine in its class, plus a completely redesigned chassis. Faster on the track, yet also more balanced and predictable on the street. Don't wait to satisfy your need for high performance.

**HONDA**  
PERFORMANCE FIRST™

honda.ca

Professional rider shown on closed course. Always wear a helmet, eye protection and protective clothing, and please respect the environment. Obey the law and read your owner's manual thoroughly. Honda recommends taking a motorcycle rider training course.

All National Print executions feature the Honda logo justified to the lower right corner, with the website address beneath it.

For consistent image, all Television executions will feature the same logo, together with the website address.



# Honda Logo Example – Dealer Advertising

The positioning of the Honda logo must be on the bottom right corner of the ad.



**The Honda TRX420FE Competitive Advantages**

- 1 Honda's exclusive Electric Shift Program™ (ESP) allows the rider the option to "shift" the transmission with the touch of a thumb, using 2 push buttons mounted on the left handlebar.
- 2 Features programmed fuel-injection that provides the engine with the precise fuel-air mixture for optimum performance in all conditions and all altitudes.
- 3 One of the lightest ATVs in its class, giving it better handling, increased comfort, stability, and reduced damage to the environment.

**The Quality You Expect at an Unexpected Price**



2007 Honda  
**TRX420FE**  
MSRP  
**\$8,299\***

SEE YOUR LOCAL HONDA DEALER FOR MORE DETAILS

Always wear a helmet, eye protection and protective clothing, and please respect the environment. Obey the law and read your owner's manual thoroughly. Honda recommends taking an ATV rider training course.  
\*MSRP is for a new 2007 Honda TRX420FE. Freight, PDI, license, insurance, registration and taxes are extra. Dealer may sell for less.



Dealer identification should appear in the lower centre or lower left corner of the ad.

The Honda logo itself CANNOT be used in dealer identification.

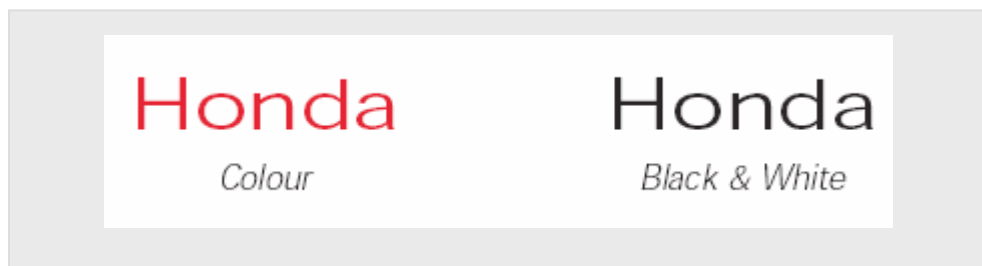


The above examples are for logo and website address placement.

Dealer identification should appear in the lower centre or left corner of the ad. The Honda logo itself CANNOT be used in dealer identification.

When using the word "Honda" in dealer identification, it must have a capital "H" with lowercase "onda" AND must be in the "Univers Extended" font. The word "Honda" cannot be italicized or styled in any manner, however, it may be used in bold.

Proper usage of the word Honda in Dealer Identification should be in "Univers Extended" font.



# Business Cards

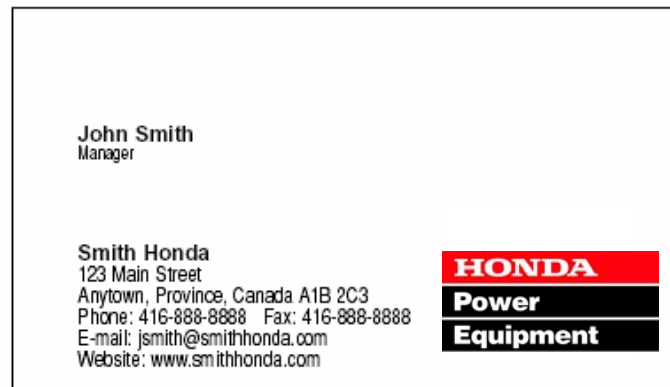
## THE "LOGO" SHOULD BE DISPLAYED PROMINENTLY

As a basic rule, use the stacked logo independently and symbolically for business cards. Combinations with other text and design elements should be avoided. Use white paper and the 3-dimensional image type or 2-dimensional type for the H mark. Use Honda Red (Pantone® 186) or black for the Honda logo.

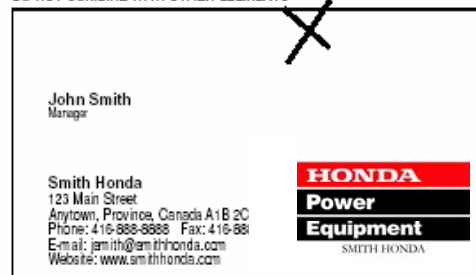
### Recommended Layout

For optimum visibility, place the "logo" in the bottom right corner of the business card.

#### RECOMMENDED EXAMPLE



#### DO NOT COMBINE WITH OTHER ELEMENTS



# Letterhead

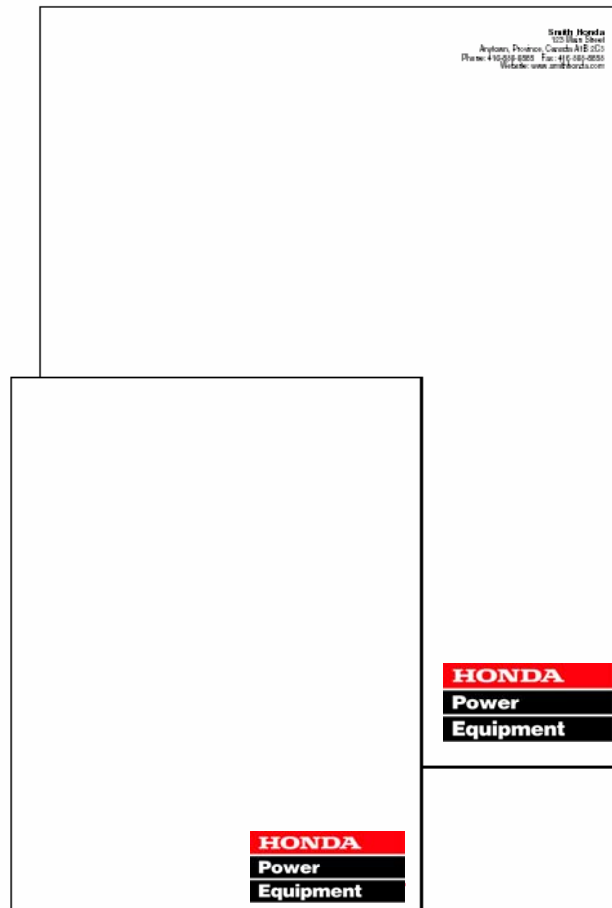
## THE "LOGO" SHOULD BE DISPLAYED PROMINENTLY

As a basic rule, use the stacked logo independently and symbolically for letterhead. Combinations with other text and design elements should be avoided. Use white paper and the 3-dimensional image type or 2-dimensional type for the H mark. Use Honda Red (Pantone® 186) or black for the Honda logo.

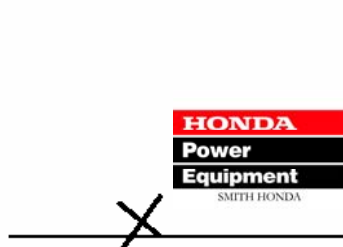
### Recommended Layout

It is recommended that the dealership identification be placed in the upper right section so that an independent and symbolic display of the logo is directly below it in the bottom right corner.

RECOMMENDED EXAMPLE



DO NOT COMBINE WITH OTHER ELEMENTS



# Fax Letterhead

## THE "LOGO" SHOULD BE DISPLAYED PROMINENTLY

As a basic rule, use the stacked logo independently and symbolically for fax letterhead. Avoid any combinations with other elements. Use white paper and the 3-dimensional image type (monotone) or 2-dimensional type (black) for the H mark. Use black for the Honda logo.

### Recommended Layout

It is recommended that the dealership identification be placed in the upper right section so that an independent and symbolic display of the logo is directly below it in the bottom right corner.

#### RECOMMENDED EXAMPLE

**Fax**

Date:  
To:  
From:  
Total Pages Sent:

**HONDA**  
**Power**  
**Equipment**

# Envelopes

## THE "LOGO" SHOULD BE DISPLAYED PROMINENTLY

Position the product mark or logo in the upper left corner. Please follow Canada Post regulations and DO NOT place the product mark or logo in the bottom right corner or the upper right corner where stamps or other official postal elements may be placed. As a basic rule, use the stacked logo independently. Combinations with other text and design elements should be avoided. Use white or pale gray paper and the 3-dimensional image type or 2-dimensional type for the H mark. Use Honda Red (Pantone® 186) or black for the Honda logo.

### Recommended Layout

It is recommended that the Honda automotive logo be placed in the upper-left section of the envelope. The Dealer name and address should be placed underneath the Honda logo. The Dealer logo should NOT be included as part of the address. Including this logo could result in extra charges from Canada Post. Logos or address information extending beyond the prescribed area, as dictated by Canada Post, may result in additional postal costs.

For any questions regarding Canada Post rules and regulations, please email [chris.boult@canadapost.ca](mailto:chris.boult@canadapost.ca)

#### RECOMMENDED EXAMPLES

