A quick-start roadmap through our logo usage

LOGO USAGE GUIDELINES

A quick-start roadmap through our logo usage
This short roadmap is designed to give guidance on the authorised use and depiction of Yamaha Motor’s trademark, its logos, colours, and fonts.

Logos should be selected in accordance with the purpose of communication. This summary will guide you through the selection process. Each chapter contains detailed instructions for correct logo usage and provides information about logo variations, corporate colours, and examples for the correct and incorrect use of a logo.

The guidelines laid out in this roadmap are not all-encompassing. This roadmap is a short version that guides you through our logo usage. More detailed information can be found in the full Yamaha VI guidelines. If you have questions regarding logo use and/or guidelines, please do not hesitate to contact us via communication@yamaha-motor.nl.
Yamaha Corporation vs. Yamaha Motor

Not uncommonly confusion arises about the correct usage of Yamaha's various logos. As a result, the logos of Yamaha Corporation and Yamaha Motor, or elements thereof, may be interchanged by mistake. To prevent confusion, please find below a detailed overview of the differences between the two logos.

Yamaha Corporation

‘YAMAHA’ is printed in an asymmetric font and comes in violet.

The tips of the three tuning forks are contained in the inner circle.

Yamaha Motor

‘YAMAHA’ is printed in a symmetrical font and uses red as its corporate colour.

The three tuning forks are bigger and the tips are in line with the outer circle.

The “M” has a shorter middle column than the outer legs.

The middle column of the “M” is as long as the outer legs.

* Also known as Yamaha Music logo

When and how to make use of our logos

Select the correct logo by determining its communication purpose from this overview:

<table>
<thead>
<tr>
<th>CORPORATE USAGE</th>
<th>Name plates</th>
<th>Packaging</th>
<th>Signage</th>
<th>Company vehicles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uniforms</td>
<td>Annual reports</td>
<td>Merchandise</td>
<td>Apparel</td>
<td></td>
</tr>
<tr>
<td>MARKETING USAGE</td>
<td>Advertisements</td>
<td>Posters</td>
<td>Videos</td>
<td>Brochures</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>Events</td>
<td>Website</td>
<td>Stationary</td>
<td></td>
</tr>
<tr>
<td>RACING</td>
<td>Race machines</td>
<td>Racing suits</td>
<td>Helmets</td>
<td>Pit boxes</td>
</tr>
<tr>
<td></td>
<td>Transport trailer</td>
<td>Staff apparel</td>
<td>PR / Advertising</td>
<td></td>
</tr>
</tbody>
</table>
Yamaha logo

The Yamaha logo is a combination of the tuning fork mark and the Yamaha word logo. It symbolizes the Yamaha brand. The tuning fork mark and the Yamaha word logo comprise one logo. Because their combination forms Yamaha’s corporate trademark, the tuning fork mark and the Yamaha word logo must always be used together (apparel items are excluded from this rule). It is not allowed to combine the Yamaha logo with other elements unless permission is granted by the Yamaha head office.

Full colour landscape logo

The landscape full colour Yamaha logo is the logo of choice under any circumstances.

Be sure to always maintain sufficient space around the Yamaha logo; at least half the tuning fork mark’s diameter. This will increase the logos legibility and visibility.

The tuning fork mark’s diameter should be at least 7 mm. Accordingly, the letters of the Yamaha word logo must be at least 6 mm in height.

The total width of the corporate trademark - the tuning fork mark and the Yamaha word logo combined - should be at least 30 mm.

Background colour options

- White
- Cool gray 4
- Cool gray 10
- Black

7 mm
Variations

Single colour logos
As a general rule, you should always use the full colour Yamaha logo. However, when full colour printing is not possible or black and white printing is required, you can use the following two logo options.

Red logo
When single colour printing is required, the red logo is the correct choice.

Black logo
When black and white printing is required, the black logo is the correct choice.

Negative logo
If the background colour is Yamaha red, Cool gray 10 or Black, it is possible to use logos that are represented with reverse colour.

Full-colour logo using CMYK printing process. The full-colour landscape logo is always preferred in all communications. If the corporate logo is required for vehicles or non-standard use, please send a request to Yamaha Motor Europe Brand VI Management Team or address your request directly without visible loss of quality.

Screen range:
• When there are technical or cost related restrictions eg. restrictions on production costs for large quantities to be printed.

• When the Logo Mark in 3-D is not legible eg. small size logo.

(*) The single-colour form of the Tuning Fork Mark may only be used: when there are technical or cost related restrictions eg. restrictions on production costs for large quantities to be printed.

As a general rule, you should always use the full colour Yamaha logo. However, when full colour printing is not possible or black and white printing is required, you can use the following two logo options.

Red logo
When single colour printing is required, the red logo is the correct choice.

Black logo
When black and white printing is required, the black logo is the correct choice.

Background colour options

White
Cool gray 4

White
Yamaha red
Cool gray 10

Yamaha Red:
Cool gray 4

CMYK: C0 Y100 M96 K0 (target colour: Pantone Red 485 for the word, Yamaha)

Pantone Cool Gray 10 (72% black), Pantone Black, Pantone Red 485 and Pantone Black:

Solid line artwork.

White, black, 27.5% black (target colour Pantone Cool Gray 4) or

Solid line artwork background Pantone Black or 27.5% black

30mm width.

Yamaha Red is a strong, vibrant, cheering colour that evokes sensibility, ingenuity, trusted and challenging spirit. The colour chosen is the most appropriate for Yamaha logo of a company which is a company that creates inspiration.

Minimum logo size:

72% black (target colour Pantone Cool Gray 10).

Yamaha)
Incorrect logo use

Below a number of common errors are shown. Please use these examples to ensure you apply the Yamaha logo correctly.

Do not use the tuning fork mark without the Yamaha word logo.

Do not apply the logo on any photographic or inconsistent background.

Do not position the logo vertically.

Do not use the Yamaha Music logo for Yamaha Motor communication purposes.

Portrait

Negative logos

If the background colour is Yamaha red, Cool gray 10 or Black, it is possible to use the negative logos.

Background colour options

- Yamaha red
- Cool gray 10
- Black

Lorum ipsum dolor sit amet 12
Sectu vinim delu init 14
orit dit it dolor issu vertuc 16

Lorum ipsum dolor sit amet 20
Sectu vinim delu init 22
orit dit it dolor issu vertuc 26
Correct logo use

The following examples show correct use of the Yamaha logo.

More detailed information can be found in our full guidelines.

Yamaha brand slogan logo

As a general rule, Yamaha’s brand slogan should be used in combination with the full colour Yamaha logo. Together, they form the Yamaha brand slogan logo. The slogan should be aligned horizontally, on a white background.

The proportions, shape and pairing order of the designated Yamaha brand slogan logo may not be altered.

Full colour logo

The landscape full colour Yamaha brand slogan logo is the logo of choice under any circumstances.

Accordingly, the letters of the Yamaha word logo must be at least 6 mm in height. The total width of the corporate trademark - the tuning fork mark and the Yamaha word logo combined - should be at least 30 mm.

Be sure to always maintain sufficient white space around the Yamaha brand slogan logo; at least half the tuning fork mark’s diameter. This will increase the logos legibility and visibility.
Variation

Yamaha video end screen
For TVC’s and promotional videos a variation of the landscape full colour Yamaha brand slogan logo may be used. Please be informed that this is the only exception for the usage of this specific Yamaha brand slogan logo variation.

Important:
- The landscape full colour Yamaha brand slogan logo is the only logo option to use
- The logo has to be used in still form only (no special effects) for at least 2 seconds
- Font type for the URL is Ubuntu, in minimum font size 32pt
- Give consideration to the visibility of the logo (i.e. size and isolation)
- Do not add a border to the logo

Two colour and single colour logos

Two colour logo
When two colour printing is required, the red & black logo is the correct choice.

Single colour logo
When single colour printing is required, the black logo is the correct choice.

Negative logos
If the background colour is Yamaha red or Black, it is possible to use the negative logos.

Background colour options

- Yamaha red
- Cool gray 10
- Black
- White
- Cool gray 4
Incorrect Yamaha brand slogan logo use

Below a number of common errors in the use of the Yamaha brand slogan logo are shown. Please use these examples to ensure you display the logo correctly.

- Do not use the brand slogan in combination with a company name.
- Do not use the Yamaha brand slogan logo in combination with a company name.
- Do not use the Yamaha brand slogan logo without the tuning fork mark.
- Do not use the brand slogan logo in combination with a campaign slogan.

Correct Yamaha brand slogan logo use

The following examples show correct use of the Yamaha brand slogan logo.

- Yamaha MT-07. Let the Dark Side come bursting out of you. A glare appears in the darkness - Yamaha MT-07 complete with its new fluo design. There are no compromises for this agile and compact urban motorcycle that offers a powerful 689cc 2 cylinder crossplane engine with 75hp, powerful linear torque and a dry weight of only 164kg. MT-07, the perfect motorcycle to leave your mark in the darkness of street action.

Rise up your Darkness

www.yamaha-motor.eu

More detailed information can be found in our full guidelines.
Yamaha tuning fork mark

The tuning fork mark is the most visual element in the identity of Yamaha Motor. Thus, the tuning fork mark should always be used in combination with the Yamaha word logo to create the Yamaha logo or the Yamaha brand slogan logo. It is important to know that the tuning fork mark cannot be used alone except on products and, after prior approval by the Yamaha head office, for apparel.

Incorrect usage

Introduction

Yamaha Racing VI

Yamaha Motor has always been involved in the development of new technology and racing activities since its founding in 1955. These activities are recognized as being vital to and effective in communicating and building Yamaha’s brand value.

The Yamaha Racing Visual Identity is intended to be used for all racing and racing related activities by Yamaha employees and officially supported Yamaha race teams across Europe. In this booklet we only show the Yamaha Racing logo and its supporting elements. For more details and application please refer to the full Yamaha Racing Visual identity guidelines.

Racing blue

The blue colour symbolizes Yamaha’s racing activities. It is used uniformly in order to promote Yamaha’s racing image worldwide.
The landscape Yamaha Racing logo is the logo of choice under any circumstances. It symbolizes Yamaha’s racing activities.

The Speed Block logo is a graphic element symbolizing Yamaha’s racing activities. Its special design communicates an image of dynamism.

This Revs your Heart slogan is a concise expression of what the Yamaha Brand strives to be.

When ordering printed materials, always mention the Pantone colour code. In case Pantone colours are not available, colours may be mixed as indicated below.

<table>
<thead>
<tr>
<th>Yamaha red Pantone</th>
<th>Black Pantone</th>
<th>Cool gray 4 Pantone</th>
<th>Cool gray 10 Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>485 EC</td>
<td>Black EC</td>
<td>4 EC</td>
<td>10 EC</td>
</tr>
<tr>
<td>CMYK 0/96/100/0</td>
<td>CMYK 0/0/0/100</td>
<td>CMYK 12/8/8/23</td>
<td>CMYK 40/31/20/70</td>
</tr>
<tr>
<td>RGB 213/43/30</td>
<td>RGB 30/30/30</td>
<td>RGB 188/189/188</td>
<td>RGB 97/99/101</td>
</tr>
<tr>
<td>RAL 3020</td>
<td>RAL 9004</td>
<td>RAL 7047</td>
<td>RAL 7046</td>
</tr>
</tbody>
</table>

* Important: The corporate colours for Yamaha Racing differ from the ones depicted on this page. Please refer to the full Yamaha Racing visual identity guidelines to get more information about the Yamaha Racing corporate colours.
Typeface

In order to align a typeface to match the Yamaha brand position, we have combined three separate fonts that compliment each other and function together as a whole. This creates a dynamic feel in every form of communication.

All heading and short titles

Play bold
This font is to be used in all headings and short titles. No other font may be used.

Sub-headers and body text

Ubuntu bold and regular
This font is to be used in all sub-headers (bold) and body text (regular) for all communications (except e-mail). No other font may be used.

E-mail body text

Verdana
This font is to be used as standard font for all e-mail communication (e-mail body text). No other font may be used.

The official Yamaha typeface can be downloaded at https://press.yamaha-motor.eu/media/visual_identity