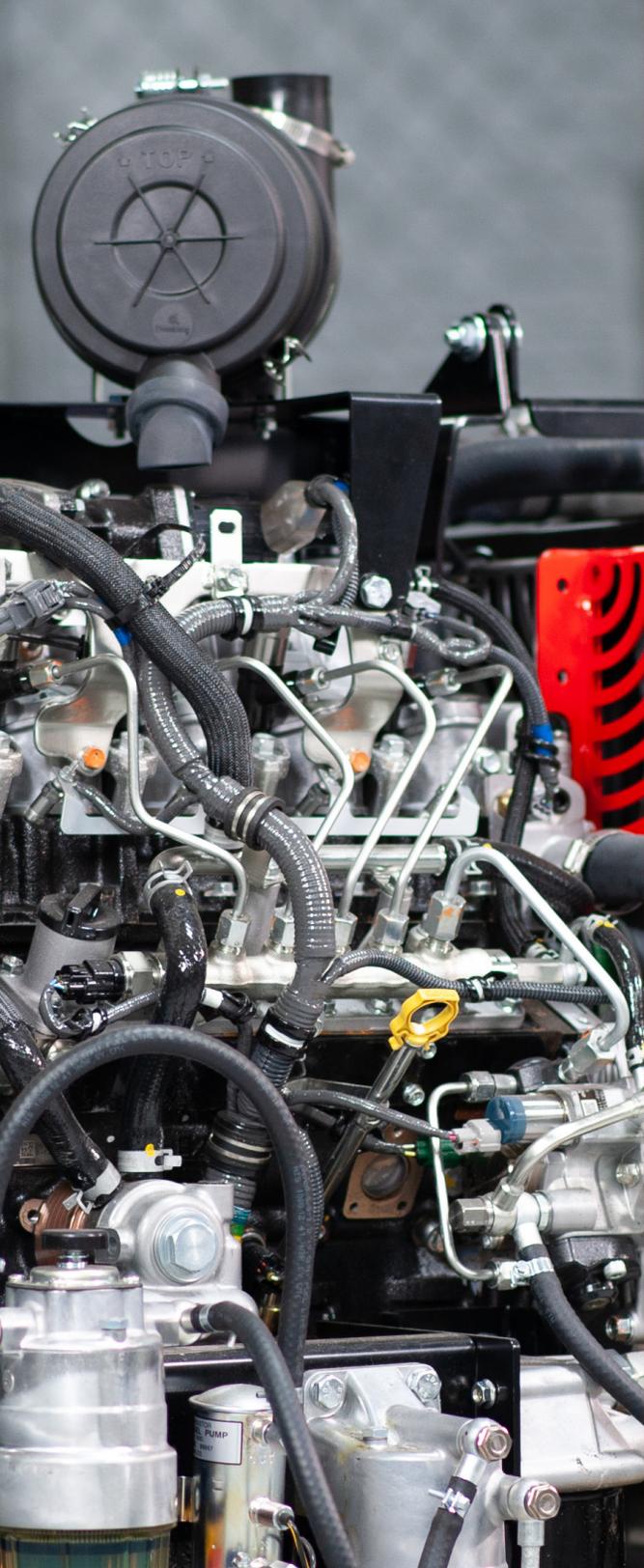


ISUZU MOTORS AMERICA, LLC  
**STYLE GUIDE**  
DISTRIBUTORS & DEALERS

**ISUZU**  
DIESEL



# Isuzu Diesel Logo Standards

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## Distributors & Dealers

*The Isuzu logo represents our reputation for quality, strength and ingenuity. It is imperative that this symbol of trustworthiness is used correctly and consistently. These graphic standards for Isuzu products and identifying materials will ensure this objective.*

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**ISUZU**  
The power behind it all.™

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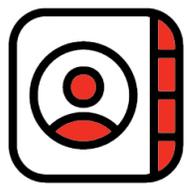
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\*All Isuzu logos are located at: <http://ptmedia.isuzuengines.com>

**DESIGN GUIDELINES**

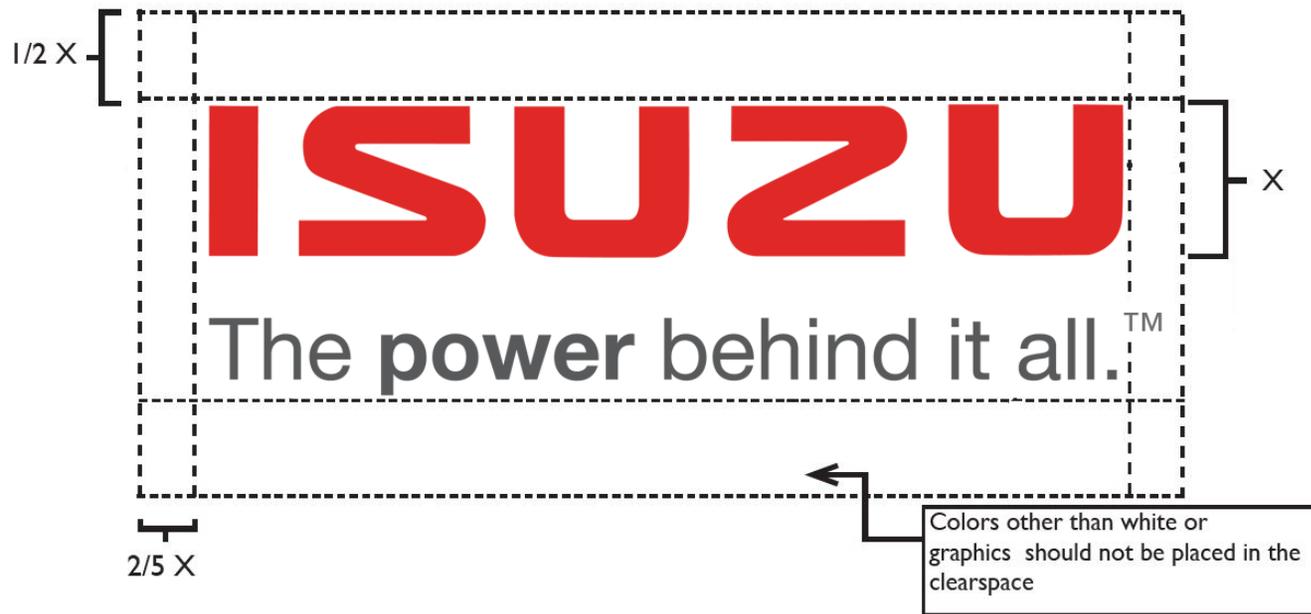
**ISUZU**

# ISUZU

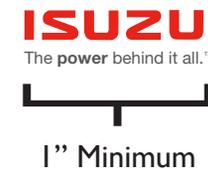
The **power** behind it all.™

These guidelines for logo usage on all of Isuzu's products and identifying materials will assure that our brand integrity is represented correctly from the present well into the future. The Isuzu logo is a representation of the established, trusted reputation that Isuzu has earned and it is imperative that it continues to be a symbol of strength and ingenuity.

**REQUIRED CLEAR SPACE**



“X” equals the height of the letters spelling out ISUZU.



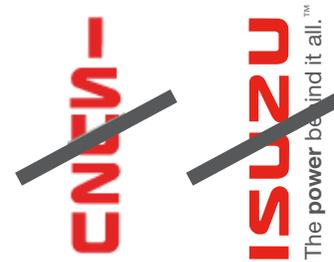
“Clearspace” is the open, protected zone surrounding the logo. Clearspace around Isuzu logos and marks are essential in order to protect the visual integrity of the symbols and ensure that they are not crowded and easy to see. Shown here includes both logo and tagline ‘The power behind it all.’ There can be no tampering of phrasing.

# ISUZU

To distinguish Isuzu Motors America, LLC from its distributors and dealers, only Isuzu may use this logo.



Backgrounds that distract from immediate recognition of the logo or incorrect colors should not be used.



The logo should never be printed vertically.



A shadow, outline, glow, reflection, or any other text-altering functions should not be added to the logo.

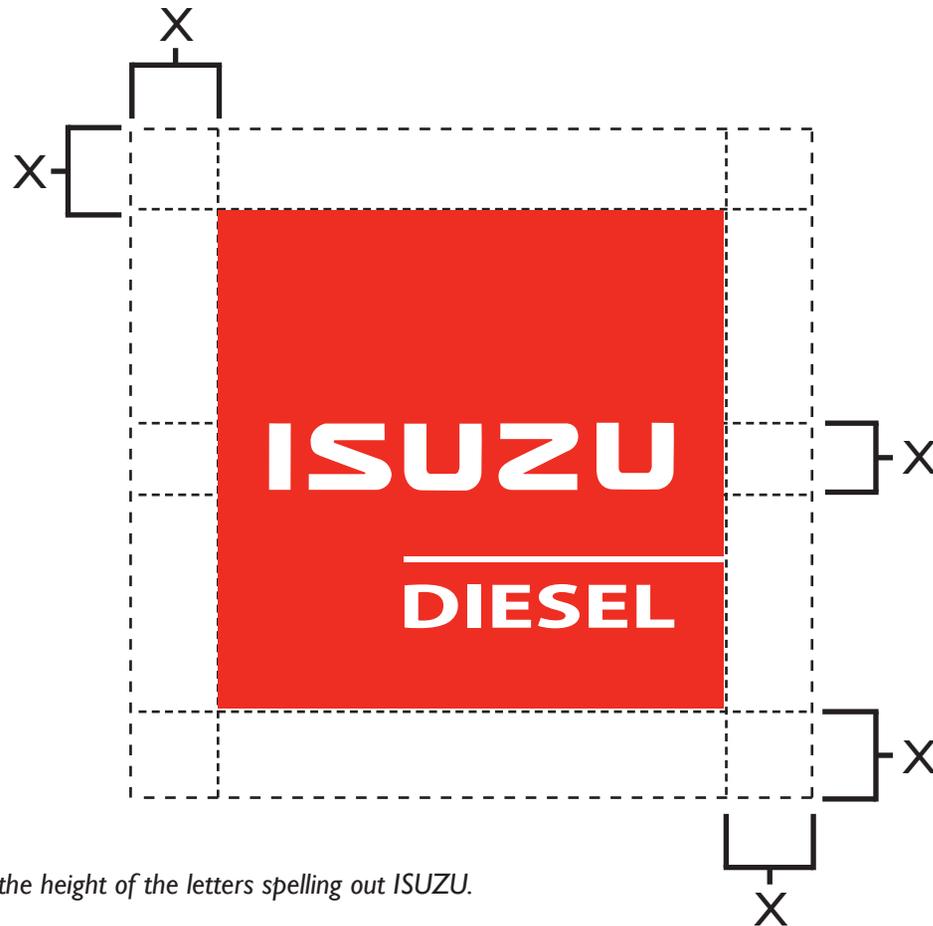


The tagline font should not be altered and the logo should never be separated from the trademark.



It is important to represent the Isuzu Diesel brand in accordance with the standards and requirements set forth in this document. The Isuzu Diesel logo should never be modified, altered, or changed. Compliance with these graphic standards will enable customers to recognize the Isuzu Diesel brand and give them the peace of mind knowing they will experience Isuzu quality and reliability.

REQUIRED CLEAR SPACE



“X” equals the height of the letters spelling out ISUZU.



1/2" Minimum

“Clearspace” is the open, protected zone surrounding the logo. Clearspace around Isuzu logos and marks are essential in order to protect the visual integrity of the symbols and ensure that they are not crowded and are easy to see. Shown here is the logo version with the required clearspace measurements. If logo is next to a competitor logo, it should be at least as large as the competing logo.



*When the logo is placed on a photographic background, it can be surrounded by a white border to ensure that it receives maximum visibility. The logo should be easy to read without any distraction.*



**Acceptable**

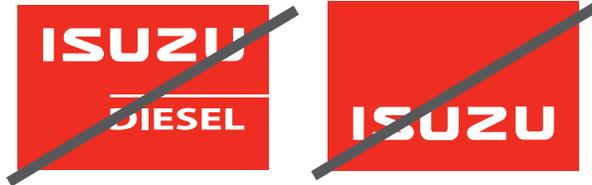


**Unacceptable**

**UNACCEPTABLE LOGO USAGE**



Do not change the "Isuzu Diesel" letter or font type.



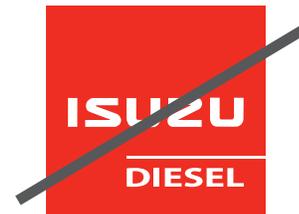
Do not alter the "Isuzu Diesel" logo dimensions.



Do not remove square border of the "Isuzu Diesel" logo.



The logo should never appear pixelated.



**MARKETING**

Do not place company divisions or name below logo.



*Standard REDTech™ logo*



4.25" Minimum



*Without tagline*



2.5" Minimum

*Note: REDTech™ logo with tagline should not be used on wearable items. Instead the logo without the tagline should be used with a minimum size of 4.25".*

The Isuzu REDTech™ logo should never be modified, altered, or changed. Compliance with these graphic standards will enable customers to recognize the Isuzu REDTech™ brand and give them the peace of mind knowing they will experience Isuzu quality in reliable, eco-friendly, durable and technologically advanced engines.

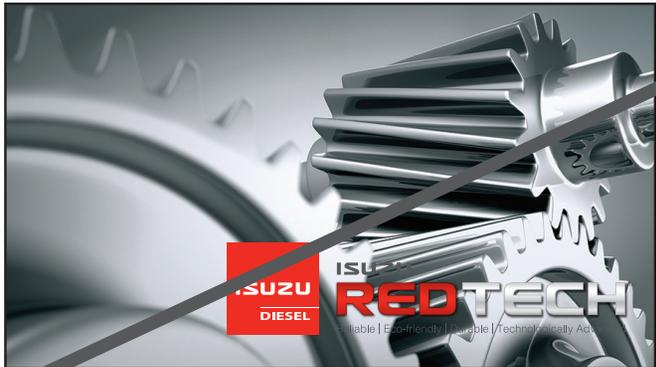
**UNACCEPTABLE LOGO USAGE**



Do not separate the “Isuzu REDTech™” logo from the “Isuzu Diesel” logo.



Do not alter text below logo.



Avoid placing logo over backgrounds that distract from the logo.



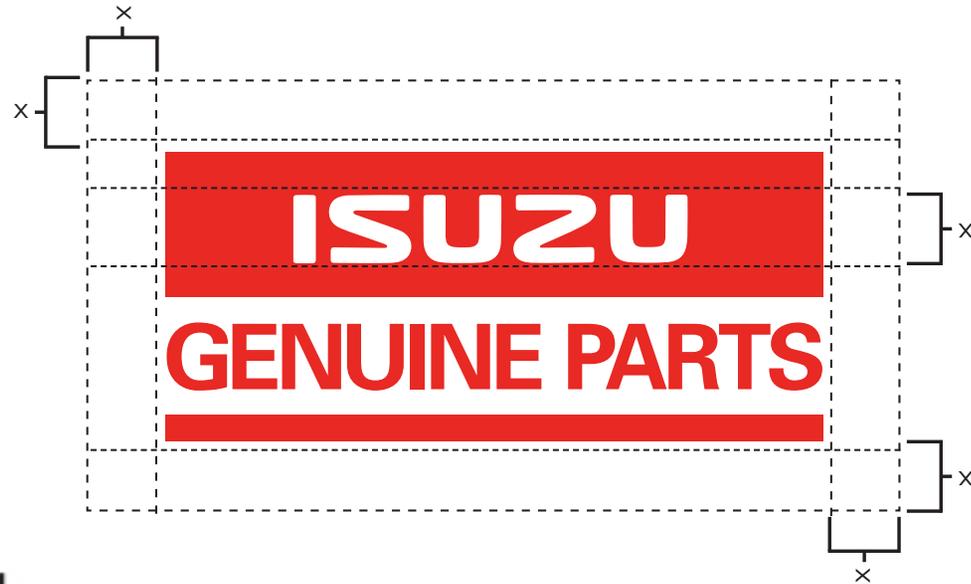
When using the “Isuzu REDTech™” logo (with tagline), use either the dark or light colored tagline to ensure contrast with the background.

Dark or Light colored REDTech™ logos are available online at: <http://ptmedia.isuzuengines.com>



Isuzu Genuine Parts are Original Equipment Manufacturer (OEM) replacement parts for Isuzu engines. It is important to represent the Isuzu Genuine Parts brand in accordance with the standards and requirements set forth in this document. The Isuzu Genuine Parts logo should never be modified, altered, or changed.

## REQUIRED CLEAR SPACE



*When the logo is printed on a dark or photographic background, it must be surrounded by a white border or drop shadow to ensure that it receives maximum visibility.*



*“Clearspace” is the open, protected zone surrounding the logo. Clearspace around Isuzu logos and marks are essential in order to protect the visual integrity of the symbols and ensure that they are not crowded and are easy to see. Shown here is the logo version with the required clearspace measurements.*



The logo should never appear pixelated.



The logo should never be altered to fit a restricted space.



The "Genuine Parts" text must have a white fill behind it.



The Sales, Parts & Service Provider logo should be used for decals that are designed to be easily and permanently affixed to service vehicles, making awareness of Isuzu's presence within the marketplace. The decals should be sized no less than 8.25" x 15" and should not be overshadowed by other competitor brands.



## Approved Logo Colors

The Isuzu and Isuzu Diesel logos are primarily used in the Pantone® 485 color. The complementing colors below should be used in taglines and/or branding (i.e. *The power behind it all* tagline & the Isuzu Diesel REDTech™ logo), and with other design elements.



Gray scale is acceptable if printed color is not available.



Isuzu utilizes the fonts Century Schoolbook and Arial for business cards, letterhead and communication materials.

**Regular** use for running text, it makes copy easy to read.

**Italic** use to add extra emphasis to particular words.

**Bold** use to draw attention to headlines and the titles of business forms.

**Bold Italic** use to give headlines a sense of movement.

**Century Schoolbook  
Regular**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Century Schoolbook  
Italic*

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**Century Schoolbook  
Bold**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***Century Schoolbook  
Bold Italic***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

**Arial  
Regular**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Arial  
Italic*

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**Arial  
Bold**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***Arial  
Bold Italic***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Isuzu also utilizes the Helvetica Neue LT Pro font family for communication materials, and other design components (e.g., logo subtitles/taglines, ads, collateral materials, etc.).

**Regular** use for running text, it makes copy easy to read.

**Light Italic** use to add extra emphasis to particular words.

**Medium** use for running text, for extra attention.

**Bold** use to draw attention to headlines and the titles of business forms.

**Bold Condensed** use to give headlines a sense of movement.

Other acceptable fonts include Helvetica, Frutiger, Gill Sans MT, Franklin Gothic, and Univers 75

Helvetica Neue LT Pro  
Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue LT Pro  
Light Italic

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue LT Pro  
Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue LT Pro  
Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue LT Pro  
Bold Condensed

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**SIGNAGE**

**ISUZU**

## Branding Identification

As an Isuzu Motors America, LLC distributor or dealer, your brand identity is a cornerstone of your operation. By incorporating the Isuzu Diesel image, your signs will provide the following benefits:

- A consistent, unified advertising image.
- Greater recognition and visibility.
- An attractive, upscale trademark of dependability.

## Isuzu Diesel Signage

When other corporate brand signs are displayed next to the Isuzu Diesel sign, the following guidelines apply:

- The Isuzu Diesel sign should be at least as prominent as the other signs displayed.
- There should be clear spacing between the Isuzu Diesel and other signs.



*Example Distributor/Dealer*

**Single Face Wall Sign**



**42" x 42" Single Face**



**24" x 24" Single Face**

- Specs:
- Impact Resistant Acrylic
  - Non-Illuminated Sign Panel
  - Isuzu Red - PMS 485
  - Flat "Isuzu" Copy and Graphics Line - White
  - Laminated with Standoffs for Mounting

**Double Face Pylon or Monument Sign**



**8' x 8' Double Face**



**6' x 6' Double Face**

- Specs:
- Impact Resistant Acrylic
  - Interior Illuminated w/ High Output LED Lights
  - Isuzu Red - PMS 485
  - Embossed "Isuzu" Copy - White
  - Flat Graphics Line - White
  - Extruded Aluminum Cabinet - Isuzu Gray - PMS 425 - Satin Finish



**Monument Mount**

**Interior / Exterior Signs**



**1'6" x 3' Single Face**

- Specs:
- Non-Illuminated Single Face Service Sign
  - Flat Prefinished White Aluminum
  - Graphics Screened 1st Surface
  - Wall Mount
  - Background - Isuzu Red PMS 485
  - Isuzu and Diesel Copy - White
  - "Active Message" - Isuzu Gray PMS 425 with White Background



**1'8" x 3'1" Single/Double Face**

- Specs:
- Illuminated Single/Double Face Service Sign
  - Impact Resistant Acrylic
  - Illuminated w/ High Output LED Lights
  - Hanging or Wall Mount (Single Face Only)
  - Background - Isuzu Red PMS 485
  - Isuzu and Diesel Copy - White
  - "Active Message" - Isuzu Gray PMS 425 with White Background

PROMOTIONS & MARKETING

# ISUZU



ISUZU  
SUZU  
ning the Globe

ISUZU  
The power behind it all.

ISUZU  
ISUZU  
DIESEL

The power behind it all.  
ISUZU  
RED  
DIESEL

ISUZU  
DIESEL  
ISUZU  
DIESEL  
ISUZU  
DIESEL

The power behind it all.  
The power behind it all.

ISUZU





**TIPS For Wearables:**

*A pre-stitched patch with logo may be required for optimal presentation to avoid creases.*

*When embroidering the Isuzu REDTech™ logo on wearables, the logo without tagline must be used and be a minimum size of 4.25”.*

*Recommended sizing guidelines:  
Isuzu Diesel logo 1.25”  
Isuzu REDTech™ logo 4.25”*

*The Isuzu Diesel identity easily transfers to applications as diverse as flags, caps and shirts, among other items. No matter the application, a strong and visually-appealing identity is achieved by reserving a highly-visible space for the Isuzu Diesel logo. To order Isuzu Diesel merchandise, visit [www.isuzuenginespromotions.com](http://www.isuzuenginespromotions.com). This is a resource for ordering pre-approved co-op promotional items.*

## UNACCEPTABLE LOGO USAGE ON MERCHANDISE



Do not place logo on an object that is similar in color or is not complimentary.



With the exception of large format printing, logos should not be larger than 25% of the total real estate of the product.



Never apply the logo to floor tiles or decor items where it can become soiled and degrade the value of our corporate image.



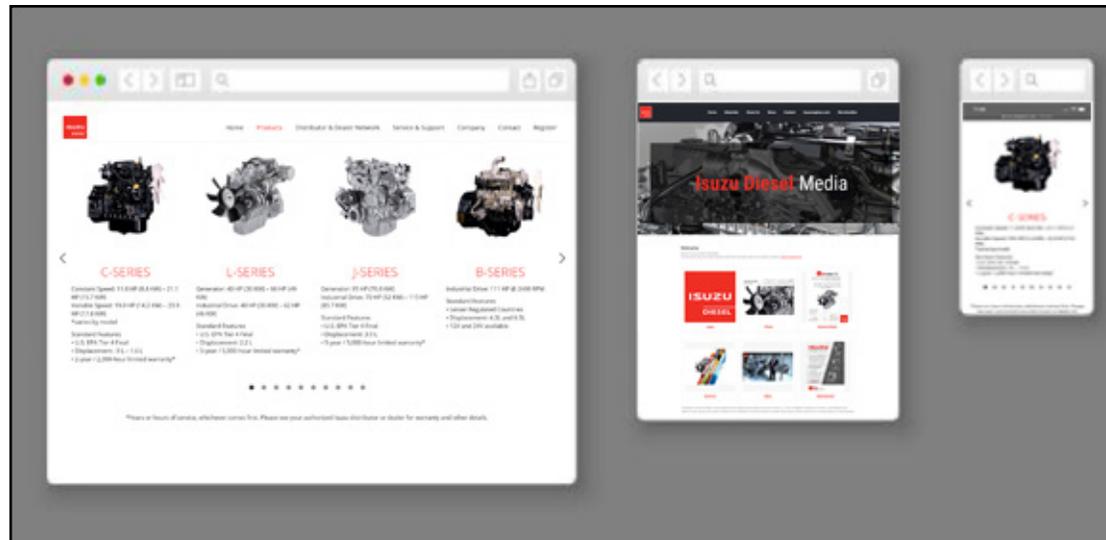
The Isuzu corporate logo cannot be used on merchandise.

*Isuzu Diesel and Isuzu REDTech™ are the only approved logos for printed merchandise/clothing. The visual appeal of logos must be well maintained. Any damaged materials must be removed and replaced.*

## Isuzu Branding on Distributor and Dealer Website and Mobile Apps

Please comply with these guidelines:

- Do not state or imply that you are Isuzu Motors America or an Isuzu corporate affiliate. Be clear that you are an Isuzu Diesel distributor or dealer.
- Isuzu Diesel and the Isuzu logo must be equally prominent when mentioned with other brands.
- Post only current information (e.g., photos, brochures, specs, etc.).\*
- Provide a link connecting to [www.IsuzuEngines.com](http://www.IsuzuEngines.com).
- Websites must maintain approved, consistent branding across all platforms including laptops, tablets, & phones.
- Seek periodic review with your counsel to ensure legal compliance.



\*All current content is located online at: <http://ptmedia.isuzuengines.com>

## Isuzu Social Media Guidelines

- Have a presence, and follow-up and reply to comments made on social media and other applications. A negative review/comment can be even more damaging if not addressed in a timely matter.
- Post relevant and accurate content on your social media site. Posting about upcoming events and promotions is a great way to attract visitors.
- Do not make false or misleading statements. Such representations may damage customer relations and raise legal concerns for your company and Isuzu.
- REMEMBER that Isuzu Graphic Standards apply to social media. The integrity of the brand, logo treatment, as well as current images must be upheld and practiced in all social media platforms.

We encourage tagging and sharing relevant posts, images, articles, events, and news involving the Isuzu brand. Isuzu Diesel social media handles:

LinkedIn: <https://www.linkedin.com/company/isuzu-motors-america>

YouTube: [https://www.youtube.com/channel/UCIM5jYr\\_77JCkmw7gq5f72A](https://www.youtube.com/channel/UCIM5jYr_77JCkmw7gq5f72A)



## Web Banner and Print Ad Guidelines



- Clean, simple layouts are easy to read and clearly convey the message. Use simple imagery and short copy to grab attention.
- Use accurate information that is consistent with the image.
- Call to action is clear and direct.
- Isuzu logos must have a clearspace around them. Do not alter any Isuzu logos (refer to Unacceptable Logo Usage pages).
- Image resolution for web is typically 72 PPI (Pixels Per Inch). While this will decrease file size for faster load time, make sure the image quality is good. Image resolution for print should be 300 DPI (Dots Per Inch). PDF file format is the most common for print.



Web banner examples



Half page ad example

Ads should be direct, simple, and have a clear message. Use strong images and do not clutter banners & ads. Do not complicate your message but do have a simple, assertive call to action. Strong design contains high-quality images, contrast, and a clean layout. Advertising and marketing materials are available at: <http://ptmedia.isuzuengines.com>



Event Canopy



Trade Show Tablecloths



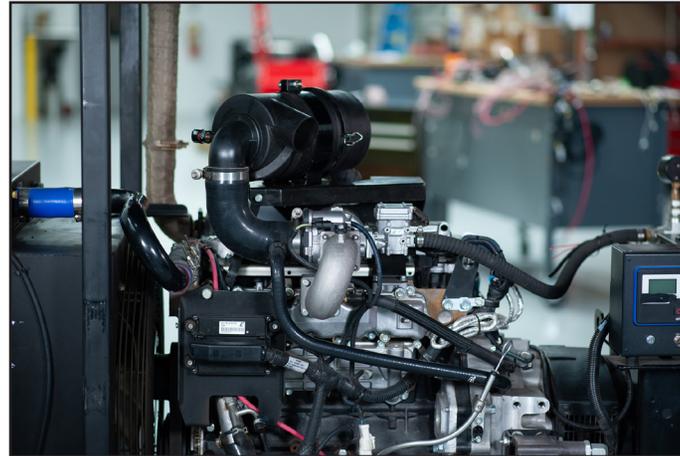
Vertical Banner

Graphics on event materials such as banners, canopies, tablecloths, and displays should reflect the Isuzu brand. It is important to stay consistent with branding. Consider the graphic standards and use of logos, fonts, and colors. The Isuzu Diesel logo should be at least as prominent as any other company logos displayed and should not be overshadowed by other competitor brands.

## Isuzu Motors America, LLC

### PowerTrain Division

46401 Commerce Center Drive  
Plymouth, MI 48170  
Phone: 734-582-9470  
Fax: 734-455-7581



**For further assistance and more information, contact the Isuzu Motors America, LLC marketing team:**

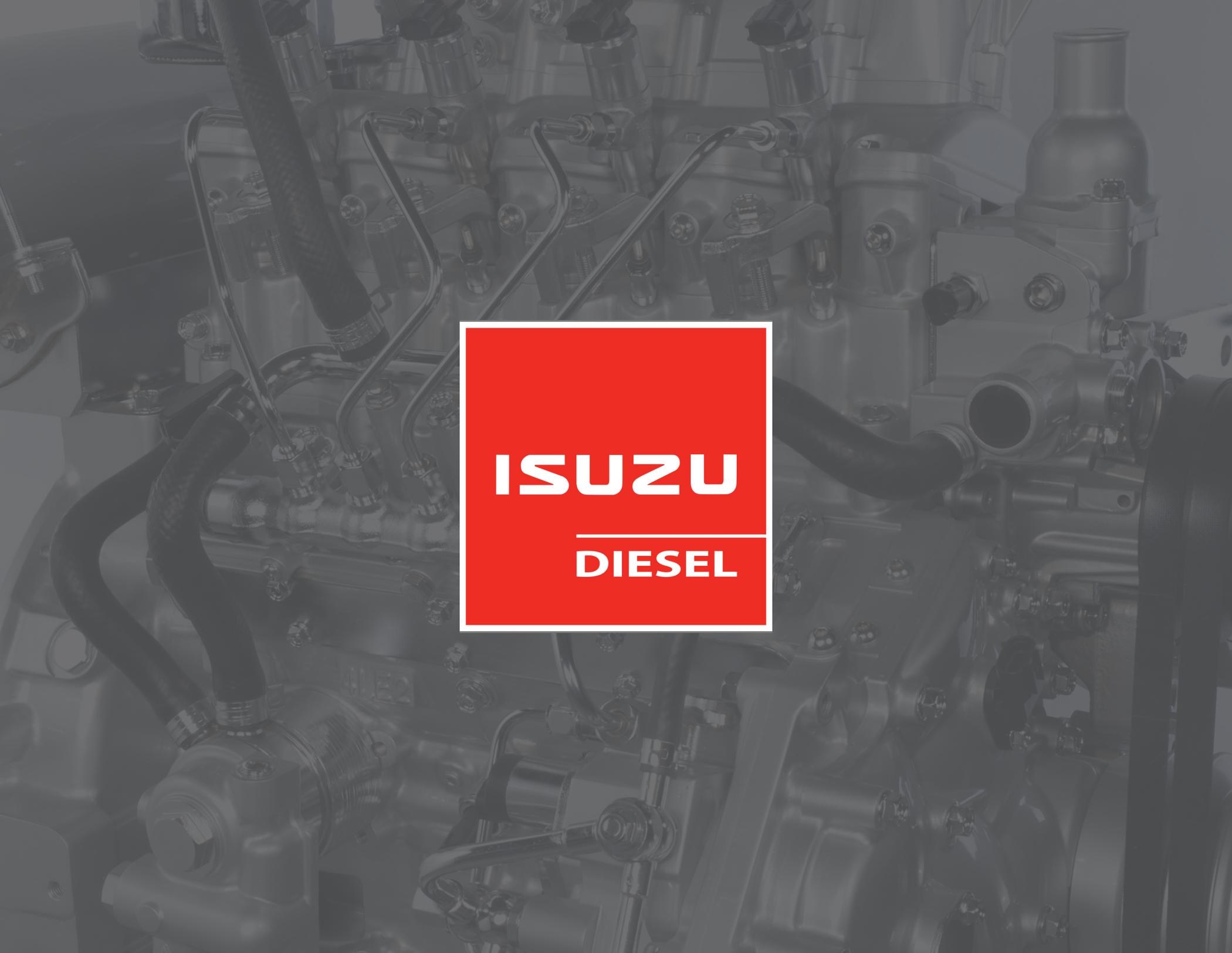
[PT.Marketing@isza.com](mailto:PT.Marketing@isza.com)

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734.582.9453



**ISUZU**

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**DIESEL**