U.S. Marketing
VISUAL IDENTITY
Manual
Introduction

Yamaha Motor Corporation, U.S.A. has a unique vision:

“Be the leader in creating a lifetime of exciting and memorable experiences.”

Recognizable symbols of this leadership and a significant part of the Yamaha identity worldwide are the Yamaha Logomark and its elements, the Tuning Fork Mark and the Yamaha Logo. Therefore, it is important to promote the proper use of these symbols in order to enhance the image, reputation, and public awareness of Yamaha products.

This Yamaha U.S. Marketing Visual Identity Manual is a guide to the proper appearance and use of the Yamaha Logomark in printed and electronic media.

This manual provides direction and assistance for all those who produce materials for Yamaha Motor Corporation, U.S.A., or its authorized dealers. This manual presents a variety of approved formats to meet particular needs. These formats should be used as provided; do not attempt to combine different formats to create a new logo design. In other words, if you don’t see it, you should not do it.

This Visual Identity Manual covers print materials and electronic formats; it does not cover the appearance or use of logos for apparel, products, racing purposes, or building signage.

Through proper application and appearance of the Yamaha Logomark, the Tuning Fork Mark and the Yamaha Logo, all materials enforce our image as a company committed to excitement through performance and innovation.

Terminology

The various components of Yamaha visual identity described in this manual are defined as follows:

Yamaha Logomark

The Yamaha Logomark is the Tuning Fork Mark and Yamaha Logo (defined below) used together in established configurations. In its preferred form, the Tuning Fork Mark is the 3-D style, and the logo is printed in a specific red color, Yamaha Red.

Tuning Fork Mark

The Tuning Fork Mark is three tuning forks crossing in the center of a circle. It is one of the most important visual elements that establishes the identification of Yamaha Motor. The Tuning Fork Mark is available in different representations. The preferred is the three-dimensional (3-D) representation. There is also a two-dimensional (2-D) representation, to be used when the requirements for 3-D representation cannot be met. The Tuning Fork Mark is used with the Yamaha Logo in the Yamaha Logomark.

Yamaha Logo

The Yamaha Logo is the word “YAMAHA” in the designated letter style and spacing, as described in this manual. The Wordmark is not used alone, but only in conjunction with the Tuning Fork Mark to form the Yamaha Logomark (except in on-product badging).

Colors

When applying color to the Yamaha Logomark or Tuning Fork Mark, a specific red color (“Yamaha Red”) must be used as designated by the ink formulas shown on page 2.

Clear Space

This is the space around the Yamaha Logomark that is free of any other type or of any graphical elements that diminish the importance of the Yamaha Logomark or give the appearance of another symbol or logo. The clear space distance is one half the diameter of the Tuning Fork Mark. See page 4.

Note: Clear space rule has been waived in this manual for explanatory purposes.
Yamaha Logomark/Colors

Yamaha Logomark

- The Yamaha Logomark is the Tuning Fork Mark and the Yamaha Logo in established configurations. The Tuning Fork Mark is to the left of the Yamaha Logo.

- The image (lettering style and letter spacing) must never be changed.

3-D is the Preferred Logomark

- **3-D in Yamaha Red**
  This is the preferred logo and should be used whenever possible. It is available in 4-color and 2-color versions.

  - If the logomark appears in printed materials, it must appear at the top right or top left if it is used on the front of the document. If the logomark appears on the back of the print material, it can be placed at the bottom right, centered in the middle of the document, or centered at the bottom.

Colors

There are two different types of color files for new Yamaha Red. The first one is made from mixing the 4-color process. The second uses Pantone ink PMS1797.

**Yamaha Red**

4-Color: For lithographic 4-color screens (CMYK), the Yamaha Logomark ink color is: 100% magenta 100% yellow

PMS: The Pantone Matching System ink color is PMS1797.

RGB: For monitors and web pages: R - 255 G - 000 B - 000 #FF0000
Alternative Yamaha Logomarks

Alternative Logomarks
If it is impossible to use the preferred 3-D logomark, there are alternative logomarks available to meet the following conditions:

Yamaha Red 2-D, Black 2-D
• If the printed material is being produced entirely in a single ink color of black or red (which prevents even the 2-color preferred logomark from being used), then a 2-D logomark is available. This 2-D logomark cannot be printed in any other color but solid black or the designated Yamaha red.

Reverse Out 2-D White
• If logomark placement requires it to be placed on a red background, then a “reverse-out” (white) 2-D logomark is available; this reverse-out logomark cannot be used on any color other than red.

Yamaha Red 3-D Stacked
• If the shape of the printed material would require the horizontal logomark with its required clear space to be so small as to diminish its importance, a “stacked” logomark is available. Example conditions would be when printing in a square or circle, or when the logomark must be used horizontally on a very narrow vertical space. The stacked logomark can only be printed in the designated Yamaha red, either in the preferred 4-color or in 2-D.
Clear Space/Backgrounds

Clear Space
The Yamaha Logomark must have a clear space around it of at least one-half the diameter of the Tuning Fork Mark. The clear space must not have any type or graphical element that diminishes the importance of the Yamaha Logomark, or gives the appearance of another symbol or logo.

Backgrounds
In the chart below, the horizontal format logomarks are shown on colored backgrounds. The same rules apply to the stacked logos. In all cases, the edge of the background behind the logo cannot be close enough to violate the clear space rule.

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<th>3-D form</th>
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<tr>
<td>With a white background</td>
<td><img src="image1" alt="Yamaha" /></td>
<td><img src="image2" alt="Yamaha" /></td>
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<tr>
<td>With a black background</td>
<td><img src="image3" alt="Yamaha" /></td>
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<tr>
<td>With silver background PMS 877 or Pantone Cool Gray 5</td>
<td><img src="image5" alt="Yamaha" /></td>
<td><img src="image6" alt="Yamaha" /></td>
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<tr>
<td>With Yamaha Red or other red-shade background</td>
<td><img src="image7" alt="Yamaha" /></td>
<td><img src="image8" alt="Yamaha" /></td>
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<tr>
<td>With single color black printing on white background</td>
<td><img src="image9" alt="Yamaha" /></td>
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The Parts & Accessories Division of Yamaha Motor Corporation, U.S.A. has a unique derivative of the Yamaha Logomark.

- The Genuine Yamaha Parts & Accessories (GP&A) Logo includes Yamaha Logomark in Yamaha Red with the remainder of the elements in black.
- When using the Genuine Parts and Accessories Logo, please observe the one-half the diameter of the Tuning Fork Mark clear space rule around the entire logo.

3-D GP&A is the Preferred Logo

Alternative GP&A Logos

red4color-gpa3d.eps

red2color-gpa2d.eps

black gp&a2d.eps
Improper Examples

Tuning Forks are dark with white background

Tuning Forks are dark with white background mixing of logos/brands

Mixing of black and red logo/mark

Not for Yamaha Motor Corporation, U.S.A.

Solo Tuning Fork Marks

Incorrect solo Tuning Fork Mark

Other Yamaha Company Logos Cannot Be Used

Do not use the Yamaha logos from other Yamaha companies or products (music, electronics, computer components, etc.) for Yamaha Motor products.

The Tuning Fork Mark used by other Yamaha companies is easily identifiable. The tuning forks do not touch the circle as with the Yamaha Motor Tuning Fork Mark.

The Yamaha Wordmark used by other Yamaha companies is easily identifiable. The middle point of the “M” does not touch the baseline as with the Yamaha Wordmark.

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Please use the swatches for matching Yamaha Red (PMS1797) when the situation dictates a match rather than the color imbedded in the art files provided on the CD.

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Blank due to tear sheets
PC
1. Place the CD into your CD-ROM drive.
2. The CD will automatically start up and bring you to the first logo page. At the bottom of the first page you can navigate to the 2nd and 3rd page.
3. Simply click the logo name and you will be asked to download the logo file.

MACINTOSH
There are two ways to save a logo file if you have Adobe Illustrator.

1. If you have Adobe Illustrator, open the index.html in your Internet browser and click the logo name. Simply “save as” from Adobe Illustrator to your computer.
2. If you don’t want to use Adobe Illustrator, simply open the EPS folder on the CD and “click”, “alt”, “drag” to copy the logo file you choose.

For online Visual Identity guidelines and logo files:

For questions about Yamaha Visual Identity, contact:

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