

2004 MODEL YEAR QUICK START GUIDE

This quick start guide contains the approved logo, layout, type and printing specifications for Subaru of America, Inc. These guidelines are for corporate, regional and distributor personnel as well as outside vendors for

reproducing Subaru of America printed and electronic materials. To receive the correct artwork for your application, or to answer any questions regarding artwork, design or printing, please go to logos.subaru.com



APPROVED LOGOS

COLORS



PMS 109



PMS 280



BLACK



INCORRECT LOGOS

CORRECT LOGO USAGE



The Beauty of All-Wheel Drive.



There are several ways that approved logos can be applied to graphic pieces. However, there are also a few important restrictions on their use:

- The logo and tag line “The Beauty of All-Wheel Drive” should not be used after April 7, 2003. Use the logo with “DRIVEN BY WHAT’S INSIDE.”
- The logo must always remain intact; the bar, the star cluster, the company name and the registered mark (®) must always appear together as demonstrated in the approved examples.
- The logo cannot be marred within itself; shadows, glows, bevels and other effects may only be applied to the exterior edges of the logo.
- The logo must be constrained to the proportions of approved examples; the logo cannot be horizontally or vertically “skewed”, “sheared”, “distorted” or otherwise rendered disproportionate.
- Corporate logos must appear in both 280 blue and 109 yellow or in black and white.
- When using the Subaru Logo on a 50% or greater background of the same or similar color, a white, ½ pt line should be placed around the logo to distinguish its dimensions.
- Older versions of the Subaru logo (see left) used different kerning (letter spacing) and typestyles (letter shapes). These should not be used. The correct logos are available at logos.subaru.com

LOGOS.SUBARU.COM

All Subaru approved logos and artwork are available at logos.subaru.com

PRODUCT LOGOS



TYPEFACES

TYPEFACE APPLICATION	EMPLOYEE DESKTOP PUBLISHERS	PROFESSIONAL GRAPHIC DESIGNERS/PRINTERS
Use on letterhead, envelope and business cards for the address and phone information.	Meta Plus Family* (Book and Bold: Roman, Italic, Caps)	Meta 1 Package
Use as main headings or titles when bold lettering is needed on brochures, advertisements, folders, newsletters, announcements, etc.	Meta Plus Family* (Book and Bold: Roman, Italic, Caps)	Meta 1 Package
Use as a subheading or as body copy in brochures, advertisements, folders, newsletters, announcements, etc.	Times New Roman	Font Company Perpetua
Use as body copy for letters and correspondence.	Times New Roman	Times New Roman
Use for body copy and headings for technical manuals, labels, tags and forms.	Univers, Arial or Helvetica	Helvetica
Use for the tag line "DRIVEN BY WHAT'S INSIDE"	META PLUS BOLD CAP ITALIC	Meta 1 Package

BANNERS, SIGNAGE, PROMOTIONAL ITEMS & APPAREL

The same conditions and restrictions apply for logo usage, whether printed or not; use of the logo on materials other than paper still requires consistent adherence to the guidelines outlined in this publication.

PAPER

When printing letterheads and envelopes, Subaru of America, Inc. uses **24#, White Neenah Environment Wove**. It is not necessary to use this stock for all circumstances. A simple white bond may be used according to purpose.



STATIONERY (ALL SAMPLES ARE TO SCALE)


LETTERHEAD

“Subaru of America, Inc.” appears in Meta-Bold sized at 9 point with +20 tracking. All subheaders appear in Met-Bold sized at 7 point with +20 tracking. All address lines appear in Meta sized at 7 point with a +20 tracking and 8.5 point leading. The subsidiary text at the foot of the page appears in Meta sized at 7 point with normal tracking.

Logo Position: (5.875", 0.75") Logo Size: 1.875", 0.25"
Rule Position: (0.75", 1.125") Rule Length: 7"
Rule Weight: 0.45 point Top of Page to First Baseline: 1.312"



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Western Region
5216 NE 158th Avenue
Portland, OR 97230-4937
503-262-1250
503-253-8338 fax
www.subaru.com

#10 REGULAR AND WINDOW ENVELOPES

The #10 envelopes use the same font styles as the letterhead.

Logo Position: (1", 0.375") Logo Size: 1.875", 0.25"
Rule Position: (0.25", 0.75") Rule Length: 2.625"
Rule Weight: 0.45 point Top of Page to First Baseline: 0.987"




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9x12 AND 10x13 ENVELOPES

The 9x12 and 10x13 envelopes have the same relationships between elements. The font styles are the same as the letterhead.

Logo Position: (1", 0.375") Logo Size: 2.25", 0.312"
Rule Position: (0.25", 0.781") Rule Length: 3"
Rule Weight: 0.45 point Top of Page to First Baseline: 0.969"



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**Высокооктановое топливо для спортивных соревнований.
Для высокофорсированных и турбированных 4-х тактных моторов**

4 литра **UNION88** - 15\$ 108-110Motor Octane Number

Для машин с Лямбда-зондом, (он же "O2 sensor", он же кислородный датчик.)

Наличие катализатора любого типа *допускается*

StreetFormula – 2 литра на 18литров 98-го

RaceFormula – 4 литра на 16литров 98-го

4литра **UNION88 "S"** - 15\$ >110Motor Octane Number

Для машин **БЕЗ!** Лямбда-зонда, (он же "O2 sensor", он же кислородный датчик.) и катализатора.

Наличие Лямбда-зонда и катализатора любого типа

КАТЕГОРИЧЕСКИ НЕ ДОПУСКАЕТСЯ!

RaceFormulaPLUS – 2 литра на 18литров 98-го

RaceFormulaULTRA – 4 литра на 16литров 98-го

WWW.Union88.TK www.TurboLover.Tk

SubaruMS@Mail.Ru

Данный материал является частью
Библиотеки Печатных Материалов в формате **PDF**, расположенной в интернете по адресу:
www.Union88.Tk -> **Fuel Related Documents**

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