MNAO ACCESSORY OPERATIONS
GENUINE ACCESSORIES
Packaging Guidelines

Introduction

The brand Mazda has become a mark of excellence worldwide.

With a rich history in technology development and a wide variety of proven excellent vehicles, Mazda has reached a high level in the public preference. Its revolutionary rotary engine, the electric, fuel cell and hybrid vehicles, the new rotary hydrogen engine and the finest auto designs, are milestones in the automobile industry.

The Mazda program of brand identity reflects these achievements and shows its pride in every piece of communication, from ads to promotional material and parts and accessories packaging.

This manual is a condensed and practical set of guidelines to help our suppliers participate in the Mazda philosophy and achieve the consistency that will enhance the success of our common business.

Mazda Identification Standards

Since 1998, the new brand symbol of Mazda captures the spirit of the company and its aspirations for the future. It became a preeminent mark of excellence worldwide.

The brand symbol, together with our corporate logotype, is our word, our signature, a key element in our continuous success. As the centerpiece around which all other graphics elements must revolve, our corporate identification must be used consistently in all communications.

The following pages outline the requirements for usage on accessories packaging materials, because there is no element too insignificant not to fall within these guidelines.

If you have any questions about the policies or guidelines set out in this manual, or have a situation which does not seem to be addressed in the information presented here, contact the Mazda Accessory Marketing Department.

Logo Usage

Use of Mazda Logos and Colors

There is one "Mazda" logotype used for all Mazda accessories and packaging products.
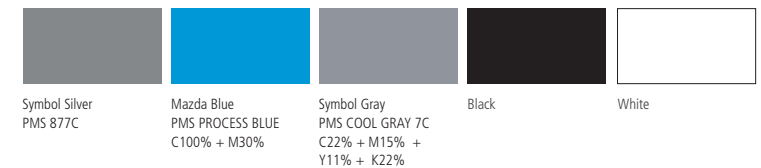
Logotype with Brand Symbol
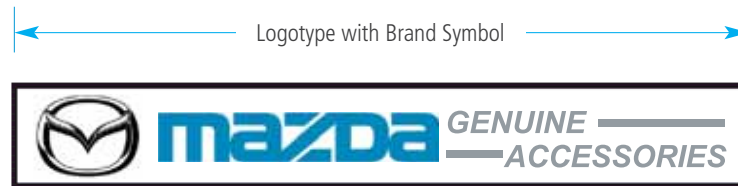
For maximum impact and clarity, a specific amount of clear space must be maintained around the Mazda logo. This is a "neutral zone" within no other graphic elements, such as typography, pictures or borders may appear or intrude. The clear space around the brand symbol must equal 1/6" or more of the width, in all directions.

NO element of the logo may be modified in any way. This includes the size relationship between the logo and brand symbol in the promotional configuration, and the distance between these two elements.
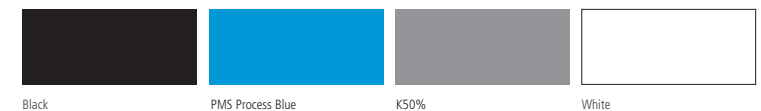
To maintain the integrity of the corporate image, the logotype should never be altered or misused. The Mazda logo was designed to stand alone and must not be used in conjunction with any other logo.

Brand Symbol Colors

Symbol Colors [4 color & 5-Color use]

Symbol Silver PMS 877C	Mazda Blue PMS PROCESS BLUE C100% + M30%	Symbol Gray PMS COOL GRAY 7C C22% + M15% + Y11% + K22%	Black	White

2 Colors Restriction

Black	PMS Process Blue	K50%	White

The authorized Mazda colors provided here have been carefully chosen for their visual impact, clarity and identity. They allow sufficient flexibility in meeting a wide range of printing requirements, while ensuring uniformity in all accessory and packaging applications.

The 2 colors are to be used when only 2 inks are available. These colors maintain the Mazda brand blue with the contrasting black for a clean, crisp, overall appearance.

Use of metallic ink on uncoated paper is not recommended.

Fonts

Specified Typefaces

Specified typefaces play a particular role in conveying the Mazda brand message through readable images. The Frutiger font family is designated as the basic font to unify Mazda accessories and packaging brand. This includes Frutiger 55 Roman, Bold, Black, Italic and Bold Italic, Frutiger 47 Light Condensed, Frutiger 67 Bold Condensed, Frutiger Light Condensed Italic, which is simple and easy to read.

Basic Font 1

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUWXYZ
&?%abcdefghijklmnopqrstuvwxyz
1234567890

Basic Font 1

Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUWXYZ
&?%abcdefghijklmnopqrstuvwxyz
1234567890

Basic Font 2

Frutiger 66 Bold Italic

ABCDEFGHIJKLMNOPQRSTUWXYZ
&?%abcdefghijklmnopqrstuvwxyz
1234567890

Basic Font 2

Frutiger 75 Black

ABCDEFGHIJKLMNOPQRSTUWXYZ
&?%abcdefghijklmnopqrstuvwxyz
1234567890

Basic Font 3

Frutiger 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUWXYZ
&?%abcdefghijklmnopqrstuvwxyz
1234567890

Basic Font 1

Frutiger 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUWXYZ
&?%abcdefghijklmnopqrstuvwxyz
1234567890

Basic Font 2

Frutiger 66 Bold Italic

ABCDEFGHIJKLMNOPQRSTUWXYZ
&?%abcdefghijklmnopqrstuvwxyz
1234567890

Types of Packages

Mazda Accessories come in a variety of packaging applications: Carton, Poly-Bag with Header Card, Clamshell and Tube.
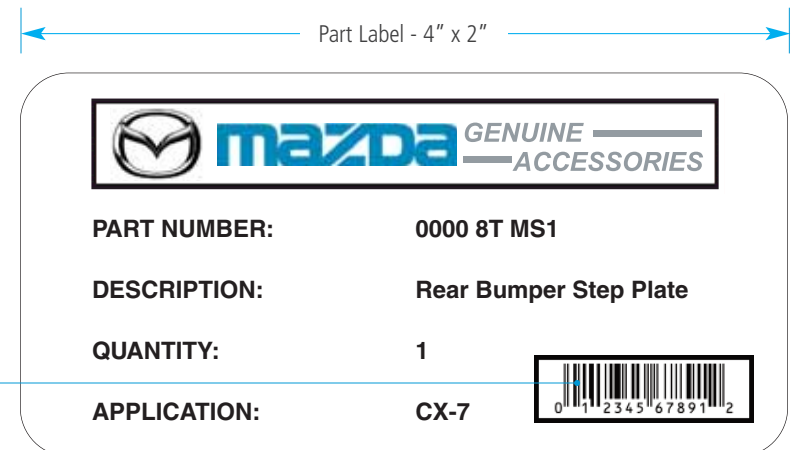
As a general rule, it is preferred to use a 4-color photo of the product for all accessories packaging, printed or fixed as a sticker (see guidelines and usage samples indicated in this manual). However, when there are 2-color ink restrictions, PMS Process Blue and Black must always be used (see guidelines and samples indicated in this manual).

Carton boxes and tubes should always be white, with Mazda Genuine Accessories logo printed in Mazda blue and black (see guidelines and samples indicated in this manual).

Header cards for bags, and clamshells should have a clean, white background, with Mazda Genuine Accessories logo printed in Mazda blue and black (see guidelines and samples indicated in this manual).

Consistency dictates that regardless of the type of packaging, all Mazda accessories and packaging should include these elements: Mazda Genuine Accessories logo, product label with all the proper information (see label diagram below), and a marked area for the warehouse picking label sticker.

The guidelines shown here are general, and could be applied to all forms and sizes of containers. Any question regarding a special packaging not considered here, should be directed to the Mazda Accessory Marketing Department.

Part Label - 4" x 2"

MAZDA *GENUINE ACCESSORIES*

PART NUMBER:	0000 8T MS1
DESCRIPTION:	Rear Bumper Step Plate
QUANTITY:	1
APPLICATION:	CX-7

Code 39 (ISO / IEC 15388) bar codes with Mod 43 check digits

0 12345 67891 2

Application

Mazda Genuine Accessories packaging should maintain consistency in design. Elements such as product photography, solid or gradiated color areas, fonts and logos should maintain the same ratio and balance whether the application is a carton, poly-bag with a header card, tube or clamshell.

Throughout this guide, both 4-color process and 2-color pms solutions are displayed. **BOTH formats are acceptable options**. These design variations are illustrated in the following pages.

Use the Frutiger 55 Roman reversed to white. Upper/lower case for product headline description.

20% screen tint of 4-color image (gradient, or solid if no image is available. Disregard overprints and tints), over 100% black (minus 1/4" shorter than image) 1/4" band of pms 877C.

Soft 40% gradient of pms 877C from left-hand side.

Logo placement here.

Tic marks and placement instruction on one side of box. Placed in clean white area.

100% Black band, 1/4" deep x full length of front (bleeds left/right).

Soft 40% gradient of pms 877C from left-hand side.

Use the Frutiger 55 Roman 100% Black. Upper/lower case for product headline description.

Frutiger 47 Light Condensed reversed to white. Upper/lower case for bulleted description.

4-color product image, gradient, or solid here. Use two-third ratio. Leave one-third clean white band at bottom.

Logo placement here.

Usage Samples

Design Application

CARTON/BOX SPECIFICATIONS

FRONT:

Basic design principle should be followed per the samples given here. Mazda logo must print in Mazda blue and black. Placement is flush right above product name. Product name should dominate within the white area. Photo, gradient or solid area is divided by a ¹/₄″, black band bleeds left/right. If 2-color only, band should be 100% pms Process Blue. Placement of bulleted, descriptive text is flush left, within the upper, left side area and must be clearly legible. Text knocks out of image if needed for clear readability.

Using 4C Process + pms 877C:

Front should be two-thirds ratio of 4-c product photo or gradient of 100% pms Process Blue and black, and one-third clean white space with 60% soft gradient of pms 877C (or 4-c substitute if restriction by ink colors) that comes from the bottom, left-hand side of white area and blends to 0%. *(See Diagram 1)*

Using 2-Color Only:

If 2-color only, follow basic layout of 4C, except two-third area will be 100% solid black. Band will be 100% pms Process Blue. *(See Diagram 2)*

2-color: pms Process Blue + Black
Shown with solids, no image use.

4-color Process + pms 877C
When image is available, use this layout.

Diagram 1
4-color gradient + pms 877C
When no image is available, use this gradient graphic.
Gradient of 100% black +100% pms Process Blue use.

SAMPLE OF FLAT DIE OF CARTON
4-c Process + pms 877C spot.
(Not recommended on uncoated stock)
Shown as a flat die with product photo use. Tic marks for labels should be indicated with instruction for placement.

SIDES:

Follow two-thirds ratio of 4-c photo, and one-third clean white space at bottom. Product photo, use a 20% screen tint, overprints an area 100% black (minus $^1/_4$" shorter than product photo), the $^1/_4$" dividing band is pms 877C. If 2-color only, band should be pms Process Blue. Only one side of carton should indicate tics and instructions for placement of picking and part labels. *(See Diagram 2.)*

BACK:

Entire product photo bleeds all 4 sides. Placement of bulleted, descriptive text is flush left, within the left side of product image and must be clearly legible. Text knocks out of image. Use specified fonts *(See Diagram 3.)*

TOP:

Entire product photo bleeds all 4 sides. A gradient overprint of pms 877C should be used to mute back the image, so the main color tones show as silver. Follow type, logo and band specifications *(see Diagram 4).*

BOTTOM:

Entire area prints 100% pms 877C, bleeds all 4 sides. *(See Diagram 5.)*

Diagram 2
Side (both) of carton with 4-c process + pms 877C spot.
(Not recommended on uncoated stock)
Shown with product photo use. Tic marks for labels should be indicated with instruction for placement.

Diagram 3
Back of carton with 4-c process + pms 877C spot.
(Not recommended on uncoated stock)
Shown with product photo use.

Diagram 4
Top of carton with 4-c process + pms 877C spot.
(Not recommended on uncoated stock)
Shown with product photo use.

Diagram 5
Bottom of carton. Prints 100% solid pms 877C.
(Not recommended on uncoated stock)

4-color gradient + pms 877C

When no image is available, use this gradient graphic.

Shown with gradient of black + pms process blue use.

2-color: pms Process Blue + Black

Shown with solids, no image use.

POLY-BAG HEADER CARD SPECIFICATIONS

FRONT:

Mazda logo must print in Mazda blue and black. Placement is flush right above product name. Product name should dominate within the white area. Photo, gradient or solid and white area are divided by a $1/4''$, black band bleeds left/right. If 2-color only, band should be 100% pms Process Blue. Placement of bulleted, descriptive text is flush left, within the upper, left side area and must be clearly legible. Text knocks out of image if needed for clear readability.

BACK:

Entire product photo, gradient or solid, bleeds all 4 sides. Use one-third photo, and two-third clean white space at bottom. 60% soft gradient of pms 877C (or 4-c substitute if restricted by ink colors) that comes from left-hand side of bottom white area and blends to 0%. Use specified fonts. Indicate tics and instructions for placement of picking and part labels.
(See Diagram 9.)

Using 4C Process + pms 877C:

Follow basic design principle using two-thirds ratio of 4-c photo of product or gradient, and one-third clean white space at bottom with 60% soft gradient of pms 877C (or 4-c substitute if restricted by ink colors) that comes from left-hand side of bottom white area and blends to 0%. *(See Diagram 6).*

Using 2-Color Only:

If 2-color only, follow basic layout of 4C, except two-third area will be 100% solid black. Band will be 100% pms Process Blue.
(See Diagram 6)

2-color: pms Process Blue + Black
Shown with solids, no image use.

Diagram 6
4-color Process + pms 877C
When image is available, use this layout.

4-color gradient + pms 877C
When no image is available, use this gradient graphic.
Gradient of 100% black +100% pms Process Blue use.

Diagram 9
Poly bag header card back with 4-c process + pms 877C spot. Shown with product photo use. Metallic ink not recommended on uncoated stock.

TUBE SPECIFICATIONS

FRONT:

Mazda logo must print in Mazda blue (pms Process Blue) and black. Placement is flush right with product name in a clean, white area. Product name should dominate within white area. Use s pecified fonts. Indicate tics and instructions for placement of picking and part labels on opposite side within clean, white area.

Using 4C Process + pms 877C:

If a 4-color product image is available, image is one-half horizontally on the left side, and the other half, clean white space and pms Process Blue is divided into two equal parts, divided by a $1/4$" signature black band that bleeds right, butts left into image. A 60% soft gradient of pms 877C (or 4-c substitute if restricted by ink colors) comes from left-hand side of bottom white area and blends to 0%. *(See Diagram 10)*

If no image is available, a gradient of 100% pms Process Blue and black fills one-half of top portion, and one-half bottom portion is clean white space. Separate gradient and white area with $1/4$" signature black band, bleed left-to- right. A 60% soft gradient of pms 877C (or 4-c substitute if restricted by ink colors) comes from left-hand side of bottom white area and blends to 0%. *(See Diagram 11)*

Using 2-Color Only:

If 2-color only, band should be pms Process Blue. Text should be displayed flush left within solid blue (or Black if 2-color restriction) area. Separate solid and white area with $1/4$" 100% pms Process Blue band, bleed left-to- right.*(See Diagram 12.)*

Diagram 10
4-color Process + pms 877C
When image is available, use this layout.

Diagram 11
4-color gradient + pms 877C
When no image is available, use this gradient graphic. Shown with gradient of black + pms process blue use, and extend to full length of package (as shown) maintaining $2/3$ ratio.

Diagram 12
2-color: pms Process Blue + Black
Shown with solids, no image use.

CLAMSHELL SPECIFICATIONS

FRONT:

Mazda logo must print in Mazda blue and black. Placement is flush right above product name. Product name should dominate within the white area. Photo and white area are divided by a ¹/₄″, black band bleeds left/right. Text (if any) should be displayed flush right below product name. *(See Diagram 13)*

BACK:

One-third gradient or solid color, with two-third clean white bottom area. All text knocks out and is flush left, within color area. Use specified fonts. Indicate tics and instructions for placement of picking and part labels. *(See Diagram 14)*

Using 4C Process + pms 877C:

Follow basic design principle using two-thirds ratio of 4-c product photo (not shown) only if photo does not conflict with overlying product, or a gradient of 100% pms Process Blue and black, and one-third clean white space at bottom with 60% soft gradient of pms 877 (or 4-c substitute if restricted by ink colors) that comes from left-hand side of bottom white area and blends to 0%. *(See Diagram 13)*

Using 2-Color Only:

If 2-color only, follow basic layout of 4C, except two-third area will be 100% solid black. Band will be 100% pms Process Blue. *(See Diagram 15)*

Diagram 14 (BACK)
4-color gradient + pms 877C
When no image is available, use this gradient graphic.
Gradient of 100% black + 100% pms Process Blue use.

Diagram 13 (FRONT)
4-color gradient + pms 877C
When no image is available, use this gradient graphic.
Gradient of 100% black +100% pms Process Blue use.

Diagram 15
2-color: pms Process Blue + Black
Shown with solids, no image use.

Language Summary

MAZDA CANADA INC. (MCI)

GUIDELINE

Section 3.4 Exemption: "Prepackaged products consisting of replacement parts for vehicles, appliances or other durable consumer goods are exempt from all the provisions of the Act unless they are intended to be displayed for sale to a consumer or are displayed for sale to a consumer".

Reference: Section 3.4 from the Consumer Protection and Labeling Act (CPLA).

(http://laws.justice.gc/en/showdoc/cr/C.R.C.-417/bo-ga:s_2?page=2)

- Labeling and installation instructions should be displayed in French and English. This includes Do-It-Yourself parts or "DIY" normally sold to consumers over-the-counter.

MAZDA DE MEXICO (MDM)

GUIDELINE

For Mazda accessories or other products sold to MdM dealers, to be sold to the retail consumer, the "General Labeling Standards" must be followed, in addition, to new or amended definitions set forth in NOM-050.SCFI-2004 General Labeling Standards guidelines.

- Address, full name and City code of the Manufacturer or importer

REF: http://www.maquilaportal.com/public/artic/artic340e.htm

> The labeling Mexican Official Standard ("NOM") named NOM-050-SCFI-2004 – Commercial Information – General Labeling of Goods (hereinafter "NOM-050-2004"), providing general labeling requirements and repealing NOM-050-SCFI-1994, Commercial Information – General Provisions for Goods (hereinafter "NOM-050-1994").

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