

USE OF THE MAZDA LOGO

The Mazda brand symbol captures the spirit of the company and our aspirations for the future. Together with our corporate logotype, it is our word, our signature, a key element in our continued success. As the centerpiece around which all other graphic elements must revolve, our corporate identification must be used consistently in all communications.

For that reason, we publish the Mazda Marketing and Communications Guide, with complete information and examples of proper use of the brand symbol and corporate logotype. *The complete Guide (p/n 9999-92-MKTG-03) is available for purchase from your MNAO contact.*

Below are some general guidelines extracted from that guide to help ensure correct use & application of the Mazda logo.

- The horizontal version of the promotional logo is preferred.
- The preferred typeface is Base 12.
- Headline treatment is all capital letters, with key words in a larger type size.
- Do NOT incorporate any version of “Zoom-Zoom” into your headline, copy treatment or graphics unless it has been supplied directly by MNAO’s Marketing Dept.
- All retail packaging must be approved by MNAO’s Marketing Department through your MNAO Purchasing contact.

Contact your MNAO buyer or
<mailto:brandgrp@mazdausa.com>

if you have any questions or need assistance

MAZDA 2D LOGO FILES AVAILABLE FOR CAMERA-READY (HIGH RESOLUTION) ART



mazda®

Mazda_Mark_Vert_BW.EPS



mazda®

Mazda_Mark_Vert_Gray.EPS



mazda®

Mazda_Mark_Vert_Color.EPS



Mazda_Mark_Horiz_BW.EPS



Mazda_Mark_Horiz_Gray.EPS








Mazda_Mark_Horiz_Color.EPS

Please DO NOT copy & paste the above as final art.

Request the EPS file(s) from your MNAO buyer or from <mailto:brandgrp@mazdausa.com>

MAZDA 3D LOGO FILES AVAILABLE FOR TOOLING DEVELOPMENT

FILE NAME	IMAGE	FORMAT	PART NUMBER	PART NAME
gnc_data.tar.z or ideas_data.tar.z		NEW GNC	T BRAND PRO MARK H STD	PROMOTION MARK H
		I-DEAS	S_BRAND_PRO_MARK_H	PROMOTION_MARK_H
		NEW GNC	T BRAND PRO MARK V STD	PROMOTION MARK V
		I-DEAS	S_BRAND_PRO_MARK_V	PROMOTION_MARK_V
		NEW GNC	T BRAND SYMBOL STD	BRAND SYMBOL
		I-DEAS	S_BRAND_SBL_MARK	BRAND_SYMBOL
		NEW GNC	T BRAND CORP LOGO STD	CORPORATE LOGO
		I-DEAS	S_BRAND_COP_LOGO	CORPORATE_LOGO
FoMoCo_gnc_data.tar.Z		NEW GNC	T TRUSTMARK FOMOCO STD	TRUSTMARK FOMOCO
FoMoCo_ideas_data.tar.Z		I-DEAS	S_TRUSTMARK_FOMOCO	TRUSTMARK_FOMOCO

Request these file(s) from your Mazda Engineering contact or from <mailto:brandgrp@mazdausa.com>