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_Mark_Vert_BW.EPS



mazda

Mazda_Mark_Vert_Gray.EPS



mazba

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

Proprietary Document: Supplier is licensed to use Mazda's drawings, know-how and confidential information only for the purpose of fulfilling its obligations under the Supplier terms and conditions as outlined in the Purchasing Agreement. Supplier shall not disclose any of such drawings, know-how or confidential information to third parties unless required for Supplier to fulfill its obligations under the Purchasing Agreement and in any event only as set forth in Paragraph 26.6 of the terms and conditions. Any breach of Supplier's obligation to maintain such confidentiality, may result in immediate termination of the Purchase Agreement between Supplier and MNAO.

Revised 11/09/2006

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	⊗ mazda	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
	ma∠da			
		NEW GNC	T BRAND SYMBOL STD	BRAND SYMBOL
		I-DEAS	S_BRAND_SBL_MARK	BRAND_SYMBOL
	mazda	NEW GNC	T BRAND CORP LOGO STD	CORPORATE LOGO
		I-DEAS	S_BRAND_COP_LOGO	CORPORATE_LOGO
FoMoCo_gnc_data.tar.Z	FoMoCo	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 <u>mailto:brandgrp@mazdausa.com</u>

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