The Honda Logo and Usage Guidelines

The Honda logos are symbols of the Company’s principle and philosophy in a condensed form. They have been built on the core concept of the Honda brand identity: “new value creation,” without sacrificing the positive qualities of the former logo.

In order to standardize the Honda logo treatments around the world, Honda Motors announced a new set of guidelines, effective April 1st, 2001.

Enclosed are the descriptions of the current logo treatments to maintain consistency between National, Association and Dealer ads, thereby improving the overall brand power of Honda.

Should you have any questions, please contact your Zone office.
Honda Logos

**Motorcycle and ATV logo**
This is for use in all Dealer advertising initiatives. **This and all other Honda logos must stand-alone and cannot be used in conjunction with a Dealer or Association name.**

**Motorcycle only logo**
This is for use in all Dealer motorcycle advertising initiatives and should be placed at the bottom right hand corner of the ad.

**ATV only logo**
This is for use in all Dealer ATV advertising initiatives and should be placed at the bottom right hand corner of the ad.

**Combined type graphics**
Refers to the mark where the components of the Wing mark are laid side by side. This mark is flexible enough to be applied to various items with different shapes such as clothing, etc.
Honda Logos

Power Equipment

Marine

Engines
Honda Logos

Colour and Fonts
Honda red will continue to be used on the new Honda logo. The primary typeface for both headlines and titles remains “Meta.” Also, the body copy typeface will remain as “Berkley.”

Clear Space Area
As demonstrated here, the clear space surrounding all sides of the Logo cannot be less than the equivalent space of the height of the word “Honda” in the Logo. No text or design elements can intrude upon this clear space area.

Logo Size
As demonstrated here, the Logo must appear no less than 3/4” in total width.

Colour Variations
Use Honda Red as the standard colour. Black only display or reverse type display may also be used.
Incorrect Logo Use

Demonstrated here is a sampling of unacceptable Logo applications.

**Do not alter any Honda Logo artwork in any way.** The size relationships, drawing, and colour of the logo elements have been carefully refined for maximum impact and readability.

**Do not attempt to incorporate any Honda Logo or any of its individual components into any other design or artwork.** The Logo is intended to stand alone without any type of embellishment.

- Do not use the Wing element without the Honda Logo.
- Do not flatten or compress the Wing element/lettering.
- Do not use stripes or shaded Wing element/lettering.
- Do not alter the proportion between the Wing element and the Honda logo.
- Do not outline the Wing element/letters.
- Do not italicize the Wing element/letters.
- Do not add extra space between letters.
- Do not alter the positions of the Wing element and the Honda logo.
- Do not make the Wing element/letters three-dimensional.
- Do not position the Wing element/letters vertically.
- Do not place the Wing element/letters obliquely.
- Do not alter the shape of the letters.
- Do not alter the sizing balance of the Wing element/letters.
- Do not frame the Wing element or individual letters.
Incorrect Logo Use

Do not outline the letters.

Do not use stripes or shaded lettering.

Do not flatten the lettering.

Do not italicize the letters.

Do not compress the lettering.

Do not add extra space between letters.

Do not shorten the line.

Do not change the size of the letters.

Do not position the letters vertically.

Incorrect display colors

Do not use an unauthorized color.

Do not use stripes or shaded lettering.

Do not employ color gradations.

Incorrect background

Do not use a background where the contrast between the VI display and the background is not sufficient.

Do not display on a confusing pattern.

Do not use a background color that interferes with Honda Red.

Do not use gradation in the background.
Nice catch

The exciting new Honda FourTrax® TRX300EX™ is so jam-packed with features that sportspersons, trail riders and utility users will find it hard to believe that one machine can fit everything into such a lightweight, easy-to-handle, trade-row ATV.

A powerful liquid-cooled, fuel-injected engine provides lots of torque to get you through the toughest conditions no sweat at all. The engine and chassis design both contribute to superior machine balance and reduced weight — you’ll be amazed how easily you can ride over terrain that would give even the biggest, heavyweight ATVs fits.

More good stuff! How about the Electric Shift (E-Shift) push button shifting on the TRX model — it’s easy and fun to use, switchable (D, N, R, H), driving and moving forward or reverse and available in Automatic or manual transmission.

A long list of premium features, but one feature you’ll cherish is the catch that gets away.

All National Print executions feature the Honda logo justified to the lower right corner, with the website address beneath it.

For consistent image, all Television executions will feature the same logo, together with the website address.
Honda Logo Example – Dealer Advertising

The positioning of the Honda logo must be on the bottom right corner of the ad.

Dealer identification should appear in the lower centre or lower left corner of the ad.

The Honda logo itself CANNOT be used in dealer identification.
The above examples are for logo and website address placement.

Dealer identification should appear in the lower centre or left corner of the ad. The Honda logo itself CANNOT be used in dealer identification.

When using the word “Honda” in dealer identification, it must have a capital “H” with lowercase “onda” AND must be in the “Univers Extended” font. The word “Honda” cannot be italicized or styled in any manner, however, it may be used in bold.

Proper usage of the word Honda in Dealer Identification should be in “Univers Extended” font.
Business Cards

THE "LOGO" SHOULD BE DISPLAYED PROMINENTLY
As a basic rule, use the stacked logo independently and symbolically for business cards. Combinations with other text and design elements should be avoided. Use white paper and the 3-dimensional image type or 2-dimensional type for the H mark. Use Honda Red (Pantone® 186) or black for the Honda logo.

Recommended Layout
For optimum visibility, place the “logo” in the bottom right corner of the business card.

RECOMMENDED EXAMPLE

John Smith
Manager

Smith Honda
123 Main Street
Anytown, Province, Canada A1B 2C3
Phone: 416-888-6868 Fax: 416-888-6888
E-mail: smith@smithhonda.com
Website: www.smithhonda.com

HONDA
Power
Equipment

DO NOT COMBINE WITH OTHER ELEMENTS

John Smith
Manager

Smith Honda
123 Main Street
Anytown, Province, Canada A1B 2C3
Phone: 416-888-6868 Fax: 416-888-6888
E-mail: smith@smithhonda.com
Website: www.smithhonda.com

HONDA
Power
Equipment

SMITH HONDA
THE "LOGO" SHOULD BE DISPLAYED PROMINENTLY
As a basic rule, use the stacked logo independently and symbolically for letterhead. Combinations with other text and design elements should be avoided. Use white paper and the 3-dimensional image type or 2-dimensional type for the H mark. Use Honda Red (Pantone® 186) or black for the Honda logo.

Recommended Layout
It is recommended that the dealership identification be placed in the upper right section so that an independent and symbolic display of the logo is directly below it in the bottom right corner.
Fax Letterhead

THE "LOGO" SHOULD BE DISPLAYED PROMINENTLY
As a basic rule, use the stacked logo independently and symbolically for fax letterhead. Avoid any combinations with other elements. Use white paper and the 3-dimensional image type (monotone) or 2-dimensional type (black) for the H mark. Use black for the Honda logo.

Recommended Layout
It is recommended that the dealership identification be placed in the upper right section so that an independent and symbolic display of the logo is directly below it in the bottom right corner.
Envelopes

THE "LOGO" SHOULD BE DISPLAYED PROMINENTLY
Position the product mark or logo in the upper left corner. Please follow Canada Post regulations and DO NOT place the product mark or logo in the bottom right corner or the upper right corner where stamps or other official postal elements may be placed. As a basic rule, use the stacked logo independently. Combinations with other text and design elements should be avoided. Use white or pale gray paper and the 3-dimensional image type or 2-dimensional type for the H mark. Use Honda Red (Pantone® 186) or black for the Honda logo.

Recommended Layout
It is recommended that the Honda automotive logo be placed in the upper-left section of the envelope. The Dealer name and address should be placed underneath the Honda logo. The Dealer logo should NOT be included as part of the address. Including this logo could result in extra charges from Canada Post. Logos or address information extending beyond the prescribed area, as dictated by Canada Post, may result in additional postal costs.

For any questions regarding Canada Post rules and regulations, please email chris.bouli@canadapost.ca