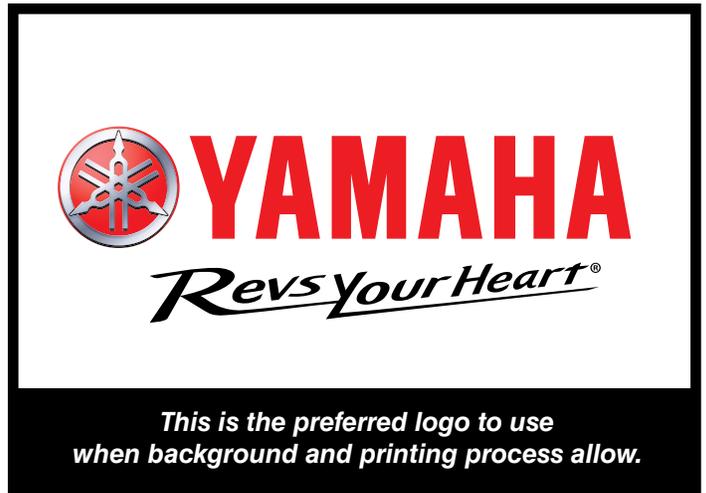


BRAND/LOGO USAGE & IDENTITY

To help you clearly understand the proper guidelines and usage of the Yamaha logomark and the “Revs Your Heart®” brand slogan, we have produced this handy two-page reference guide to be used both internally and with all business partners from now on. Occasionally, our headquarters in Japan will provide minor updates and we will of course notify you should changes occur.

Thank you for your understanding and adherence to these guidelines. Please feel free to contact the **Corporate Communications Team** should you have any branding or logo use questions (see contact info on next page).



LOGOS



Black boxes only to reference background color

CORRECT | INCORRECT

- Television Commercials
Promotional Videos
Newspaper Advertisements
Posters
Line-up Posters
Product Catalogs/Brochures
Sales Leaflets
Exhibitions/Events
Novelty/Promotional Items
Websites

- Business Cards
Envelopes
Letter heads
Company Prospectus/
Annual Reports
Email Signatures

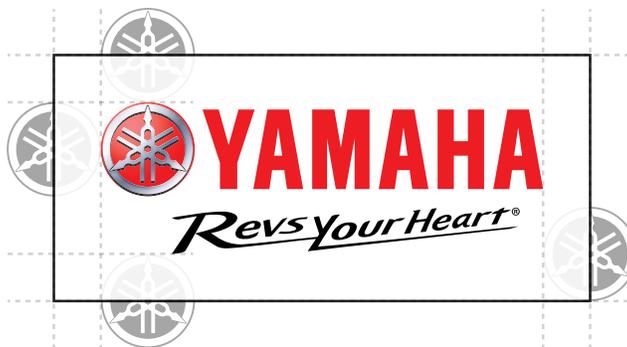
- Company Emblems
Office Building Signs/Nameplates
Vehicles
Factory Uniforms
Dealer Exterior Signage
Packaging For Shipments

BACKGROUNDS

For background color, white is recommended. If you want to use a color other than white, refer to the background color verifications charts below.

	3-D form	2-D form
With a white background		
With a black background		
With silver background PMS 877 or Pantone Cool Gray 5		
With Yamaha Red or other red-shade background		
With single color black printing on white background		

CLEARSPACE RULE



Keep the space around the Slogan Logomark at half the diameter of the Forkmark to improve visibility and ensure independence.

COMMON MISUSE OF MUSIC LOGO



Please note that the logomark for **Yamaha's music company** (Yamaha Corporation of America or YCA) is different from the logomark for Yamaha Motor Corporation, U.S.A. and should not be used erroneously.

CONTACTS

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