

Infiniti Visual Identity Policies

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1a. Glossary

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1a.1. Glossary

1a.1. Glossary

Application Colors

Infiniti's warm, nuanced secondary color palette that is subordinate to the Brand Colors, and may be used across all application items to highlight information, augment photography and add warmth to communications.

Brand Accent Color

The targeted accent color symbolic of Infiniti's Brand Identity (Infiniti Violet) that is used to highlight branded area and to draw attention to important information or key sales messages on Infiniti applications.

Brand Colors

The primary colors (Infiniti Silver, white, black) that evoke the brand and are used as display colors for the Infiniti Logo and fields of color to create consistency across all application items.

Brand Identity

The visual, verbal and environmental expression of the Infiniti brand positioning.

Brand Typography (Infiniti Meta)

Consists of the Infiniti Meta typeface, selected for its legibility, versatility and compatibility with the Infiniti Logo.

Clear Space

The minimum required protected area that surrounds a visual element (specifically e.g., the Infiniti Logo) to keep it clear of other objects, Brand Typography, graphics, etc.

Core Design Elements

Elements within the Infiniti Visual Identity Policies, including the Infiniti Logo, Brand Colors, Brand Accent Color and Brand Typography, that are the starting point for any Infiniti communication.

Desktop Typography (Verdana)

The typeface specified for use in all desktop applications to ensure compatibility on internal and external computers, given that the Brand Typography, Infiniti Meta, is not installed on most computers.

Dual Branding

The Nissan and Infiniti Brands are used together to represent both Brands. This is for exceptional use only.

Dynamic Adeyaka 2.0

The Infiniti Brand Creative Taste "Dynamic Adeyaka 2.0" is an interpretation for visual expression of the brand.

Formal Typography (Sabon)

The recommended typeface *for exceptional use* in those few circumstances where a specific item requires a more formal tone (such as certificates).

Infiniti 2-D Logo

A flat, black and white representation of the preferred (3-D) Infiniti Logo, created *for exceptional use* in merchandising and fax cover sheets only.

Infiniti Brand Symbol

A modern jewel combining warmth and precision that is joined with the Infiniti Wordmark to make up the Infiniti Logo. It is not a standalone alternative to the Infiniti Logo.

Infiniti Gesture

Infiniti Gesture express the characteristic of the side view theme of vehicle design.

Infiniti Horizontal Logo

Created as an alternative to the Infiniti Logo *for exceptional use* in only those applications where vertical space is limited.

Infiniti Logo

Comprised of the Infiniti Brand Symbol and Infiniti Wordmark, it is the most important of the core design elements, representing the product emblem — the "face" of the Infiniti Brand.

Infiniti Meta

A clear, modern and readable typeface, available in a variety of weights and styles, that has been selected specifically for Infiniti use.

Infiniti Wordmark

Finely crafted representation of the Infiniti name that is joined with the Infiniti Brand Symbol to make up the Infiniti Logo. It is not a standalone alternative to the Infiniti Logo.

1a.1. Glossary Continued

Lock-up

A fixed relationship between the Infiniti Logo and another graphic or verbal element, e.g. a model name or dealer logo. Except for the usage with the Infiniti Tagline, lock-ups are not permitted in the Infiniti Visual Identity Policies.

Module Grid System

A grid system which provides guidance for the size and placement of all visual elements in a given layout. Each grid, composed of module units based on the size and proportion of the Infiniti Logo, is customized to accommodate a wide variety of formats and applications.

Read-through

A fixed relationship between the Infiniti Logo and another verbal element (e.g., a model name) that is read as a unit. Read-throughs are not permitted in the Infiniti Visual Identity Policies.

Registration Mark

The Infiniti logo must include the registration mark (R) when used in the United States and Canada.

Sub Core Design Elements

Consists of the essential visual elements of the Infiniti Brand (i.e., Tagline, Infiniti 2D Logo, Application colors and Infiniti Gesture) that work together as the starting point for any Infiniti communication.

Support Design Elements

The supporting visual elements, consisting of the Module Grid System and the Make/Model linkage, that work together with the Core Design Elements.

Tagline

Infiniti tagline is to promote Brand Identity (the vision where we want to be) to the customer efficiently and effectively with impact, mainly through marketing communication such as PR, Advertisement and so on for external use only.

Tagline Combination Logo

Tagline Combination Logo is used only when convey the brand message to all Infiniti customers, potential and existing.

Vibrant Design

Invigorating and enriching, the synergy between vibrant (modern + progressive, passionate + engaging, inviting + experiential) and design. Progressiveness with organic fluidity, human depth, sensuous and experiential, innovation that inspires awe.

Visual Identity (VI)

The visual translation of the brand, which communicates and reflects Infiniti's values and personality.

Visual Identity Design Criteria

Principles extracted from the Infiniti Brand Pyramid that provide a common checklist to make certain that, no matter what the application or environment, Infiniti is presented with a single face to the world.

1. Introduction

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1.1. Infiniti Brand Identity

Introduction

It is likely that anyone reading these standards is already familiar with the Infiniti brand. Certainly the brand itself is not new to the market. But, as with anything that is familiar, if we are not careful enough and begin to take it for granted, we would lose focus on what is unique, special and distinctive about the brand.

The Infiniti Brand Identity

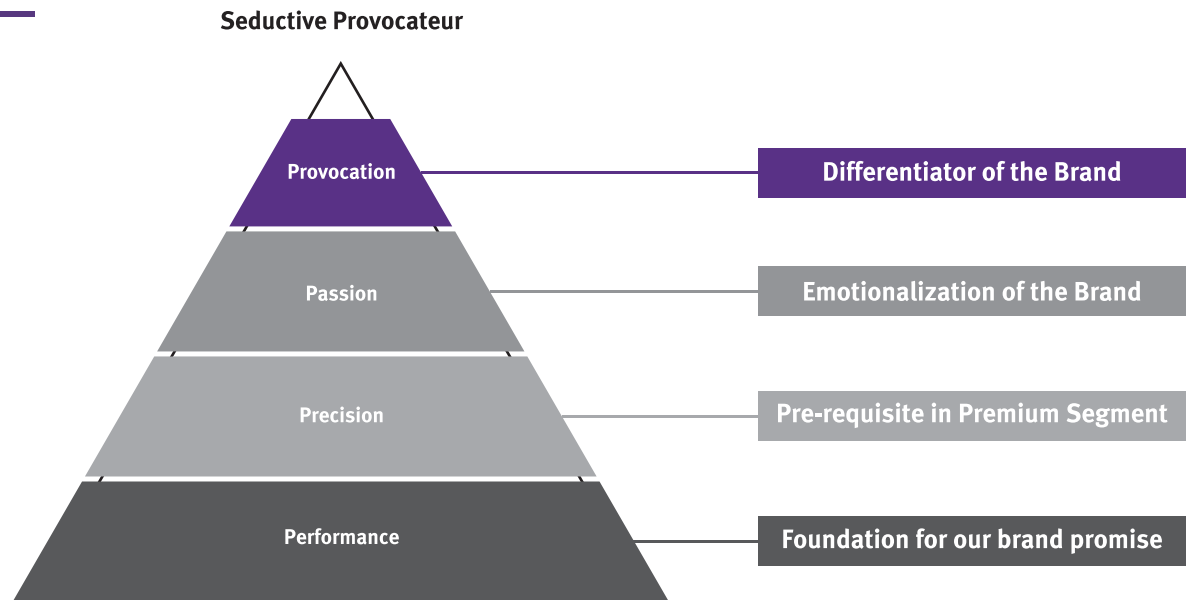
The role of the Infiniti Brand Identity is not simply to inform vehicle design. It is to ensure that all customer touchpoints express the brand in a seamless and uniform manner. The Infiniti Brand Identity has been crafted to guide us in our day-to-day work, whether we are involved in vehicle pricing, retail sales and service experience, designing a Web site or planning market representation actions. The Infiniti Brand Identity keeps us on target throughout all aspects of our business. It is as much a touchstone for internal use as it is a guide for our creative partners.

“Infiniti Brand Identity must not be a reflection of what we currently are, it has to represent the vision of where we want to be.”

— Carlos Ghosn



1.2. Brand Values



Provocation

Defy and re-design the category conventions to make progress.

We enter and compete in the market, only when we can innovate and re-define the conventions to provide meaningful lifestyle enhancement, making customers feel EMPOWERED.

Passion

Every Infiniti we design is embodied with pure desire, audacity, delivering a sensual driving experience on a sensory level (feel, touch, smell, sound).

From the sound of engine note, genuine feel and scent of the leather, to expressive style of the headlamp that stirs passion, making drivers feel SENSUAL.

Precision

We obsess the details; impeccable craftsmanship; exemplary attention to reliability, durability, quality.

Uncompromising class-leading precision in everything that touches customers - from top notch PQ to intimate customer care to provide consistently delightful ownership experience, making them feel INDIVIDUAL.

Performance

At the heart of every Infiniti is our commitment to dynamic performance at its best. Infiniti innovates to re-define performance in the premium sector in a sustainable and reliable way by bringing race track expertise and pulse racing performance to on-road, making customers feel EMPOWERED.

Branding Positioning:
Seductive Provocateur

1.2.1.

Brand Creative Taste

Dynamic Adeyaka 2.0

The Infiniti Brand Creative Taste "Dynamic Adeyaka 2.0" is an interpretation for visual expression of the brand. (Adeyaka means luxurious/sensual glamour/gorgeousness)

And it allows to provide flavour of the Brand Pyramid on how to uniquely our brand sets apart. Essentially everything the brand creates and provides should be consistent visual expression to our customers.

Vibrant colors that captivate

This is more than just a bright color. It is contrast in energy and intensity that create emotion and mood.

Rooted in the power of nature

Organic. handcrafted. As opposed to machine-made.

Elegant form with motion

There is a natural flow giving you a sense of perpetual motion. Even while standing still.

A visionary, optimistic and progressive attitude

Modern and uplifting. As opposed to traditional, dour and old.

An awe-inspiring brilliant presence

It provides an intense flood of emotion and reverence.

1.2.2.

Brand Statement

Seductive Provocateur

Every Infiniti we design is embodied with pure desire, passion, and audacity.

If a car was chosen with heart, Infiniti would be the choice.

We are the next big thing for the next generation of leaders. Dynamic performance delivered in a sustainable, reliable way. We are the alternative to old, fixed choices of badge.

If a car was chosen with head, Infiniti would still be the choice.

1.2.3.

Brand Tagline

Inspired Performance

The words to promote Brand Identity «what the Brand wants to be» to the customers through PR, Ad and so on.

We inspire and captivate customers by being:

Progressive – Modern, confident, and proactive
 Vibrant – Boldly expressive, fluid, and alive
 Invigorating – Spirited, exhilarating, and magnetic
 Enriching – Invitingly human, experiential, and sensuous



1.3. Visual Identity

1.3.1. Basics

What is Visual Identity?

At its most basic level, visual identity consists of three core elements. 1.) A signature mark, such as a logo/symbol, 2.) color, and 3.) typeface. It is these elements and the manner in which they are used, that gives a unique look and feel to all of a company's visual expressions.

Visual identity is only effective when it has been created as a direct translation of the brand personality. As such, it provides an immediately recognized endorsement, a stamp of authenticity and quality, a banner that signals the brand to the world.

The role of Visual Identity

If first impressions count, then how a brand is presented to the public is of crucial importance.

Every day we form impressions about brands, those we like and admire, those that touch us and those that don't. Our impressions may be formed quickly, or may take time to develop. But, once formed, they remain relatively constant. Ensuring that the right impression is made and constantly reinforced is the key to building a successful brand.

Of course, our impression of a brand is shaped by a variety of interactions or associations we may have, from a visit to a retailers or Web site, seeing a vehicle on the road, coming across an ad in a magazine, picking up a brochure, talking to a friend, and so on. And, while each interaction has many facets, the way we present ourselves, or how we look, is arguably the most important. The first glance should engage customers to take a second look and immediately set us apart from the competition.

The Importance of Visual Identity

These standards have been developed to address the critical issue of brand alignment — to guarantee that our outward appearance accurately reflects our desired image of progressive luxury. You will find that we have taken a hard look at the core elements of the Infiniti Visual Identity — the Infiniti Logo, Brand Colors, Brand Accent Color and Brand Typography. Each element has been carefully scrutinized to ensure that it effectively translates the concepts of the new Infiniti Brand Identity into a tangible, visual expression.

The changes you will find are not revolutionary, but evolutionary. They do not reflect a break with the past. Rather, they represent a sharpened understanding of the Infiniti Brand. They reflect a refreshed and reinvigorated brand. A brand that knows what it stands for. A brand that is moving confidently into the future.

Visual Identity Applications (Samples)

Flat Applications

Company Stationery
Advertising
Brochures
POS
Internet
Corporate Affairs
Direct Marketing
Training Materials
General Corporate Literature
Internal Communications

Dimensional Applications

Products
Merchandising goods
Giveaway
Workshop Consumables
Workwear
Business Wear
Parts Vans & Trucks
Corporate Facilities

Experiences

Auto Shows
Vehicle Launches
Conferences
Local Events
Rewards & Recognition
Incentive Trips
Retailers Training Events
Sponsorships

Tonality

Customer Contact Strategy
Internal Communications
Intranet (Internal)
Extranet (B to C and B to B)
Central Service Functions (Switchboard)
Internal Marketing

1.3.2. Overview

The importance of Visual Identity to a strong Infiniti Brand cannot be understated. Infiniti's Visual Identity reflects the company's values and personality and includes such elements as the Infiniti Logo, Brand Typography, as well as the style and tone used to represent the Infiniti Brand. It also encompasses the policies by which we can use these elements and how to correctly apply them.

The Infiniti's Visual Identity delivers a simple and consolidated visual design approach that provides one look and feel for Infiniti.

It is designed to simplify, unify and strengthen Infiniti's Brand Identity by visually connecting all of our diverse business functions and regional markets with a common set of Core Design Elements and usage standards.

The goal is to build global brand recognition and to truly bring the Infiniti Brand to life.

Infiniti Logo



Brand Typography

Infiniti Meta

Brand Colors

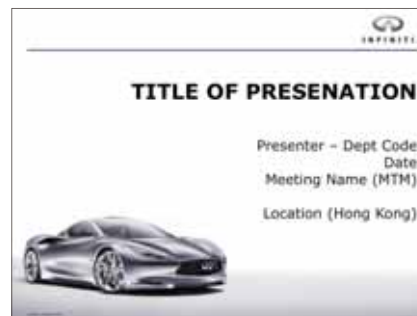


Brand Accent Color

Module Grid System



PowerPoint Presentation



Business Card



Magazine Spread



CD Package



1.3.3.

New Nomenclature

Why do we need a new naming system?

1) To **Support Portfolio Expansion**

Our current nomenclature is based on single alphabetical naming with an added suffix added for SUV/Crossover. However, all desirable combinations of this type within the 26-letter Roman alphabet have already been trademarked for automotive use

2) To **Clearly Convey Hierarchy**

It is difficult for consumers to clearly see the price hierarchy among Infiniti models:

- G-M vs. 1 Series-3 Series-5 Series
- EX-FX-QX vs. Q3-Q5-Q7

3) To **Address Trend Toward Lower Engine Displacement**

The number which indicates the engine displacement (e.g. G37), added after the alphabetical model name must be decoupled from displacement as the technology trend is to reduce the engine displacement, and consumers associate lower numbers with lower price and lower specification

Sedan/Coupe/Hatchback		Crossover	
Current	New	Current	New
--	--	QX56	QX80
M37	Q70	FX37	QX70
G37 Coupe/ Convertible	Q60	JX35	QX60
G37	Q50	EX37	QX50

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2.1.8. Local Language Typography

2.1.1. Introduction

The Infiniti Brand must be protected, supported and communicated clearly and consistently in everything we say and do. Our actions build strong, positive perceptions about Infiniti that ultimately drive customers to choose us.

This section outlines the Infiniti Core Design Elements that build upon the Infiniti Brand. It describes the essential visual elements of the Brand — the Infiniti Logo, Brand Typography and Brand Colors — that are the starting point for any Infiniti communication.

Important Note

If you use the Infiniti logo with registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).

Infiniti Logo



Infiniti logo with Registration(R) mark



The Infiniti Horizontal Logo has been created for exceptional use in only those applications where space is limited. The vertical version of the Infiniti Logo is always preferred.

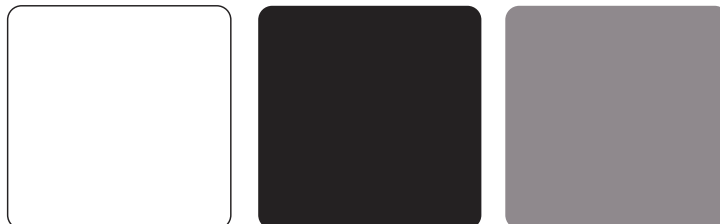
Infiniti Horizontal Logo



Infiniti Horizontal Logo with Registration(R) mark



Brand Colors



Brand Accent Color



Brand Typography

Infiniti Meta

2.1.2. Infiniti Logo

2.1.2.1. Basics

The Infiniti Logo comprises the Infiniti Brand Symbol and Infiniti Wordmark. It is the most important of the Core Design Elements, playing a central role in all applications of the Infiniti Visual Identity Policies. The Infiniti Logo is distinct and contemporary. It has been finely crafted with subtle, nuanced details, reflecting an exclusive level of quality. The Infiniti Logo:

- Represents the product emblem, the ‘face’ of the Infiniti Brand
- Promotes consistency in representation of the Infiniti Brand, from three-dimensional product applications to print media and other two-dimensional applications

Examples illustrating incorrect use of the Infiniti Logo are shown on pages 2.1.2.9.

The Infiniti Brand Symbol reflects a fluid, dynamic form moving through space. Hand-burnished, and finely crafted, the Brand Symbol combines warmth and precision, a thoroughly modern jewel.

The Infiniti Wordmark reflects a solid, confident mark, a broad base to accentuate the forward-moving perspective of the brand symbol.

Registration mark

If you use the Infiniti logo and registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).

Clear Space and size specifications are shown on page 2.1.2.3. and 2.1.2.4.

See Section 2.4. — Trademark Usage for further information.

The halftone (3-D) Infiniti Logo shown here is the preferred version. It should be used whenever possible, except in exceptional situations dictated by reproduction quality or space limitations.

Please use only approved electronic artwork.

Infiniti
Logo



Infiniti Brand
Symbol

I N F I N I T I

Infiniti
Wordmark

Important Note

The Infiniti logo must include the registration mark (®) when used in the United States and Canada.

If you use the Infiniti logo with registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).

Infiniti logo with Registration(R) mark



I N F I N I T I ®

2.1.2.2.
Background Colors

Important Note

Careful control of the background colors and environment surrounding the Infiniti Logo is vital to:

- Ensure maximum visual impact
- Build consumer recognition through consistency

See page 2.1.3.1. for color specifications.





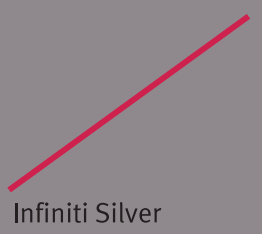

The Infiniti Logo has been carefully crafted to ensure high-visibility when placed over imagery. This adds flexibility, depth and dimension, while creating a more immediate connection between the Infiniti Logo and the vehicle. Be sure to use the appropriate artwork to ensure optimum legibility, using either the Infiniti Logo with black Infiniti Wordmark on light colored backgrounds or the Infiniti Logo with white Infiniti Wordmark against dark backgrounds.

Care should be given when choosing or developing imagery and patterns — ensuring that the Infiniti Logo takes prominence against these various backgrounds. In instances where the selected imagery does not provide sufficient and uniform contrast for the Infiniti Logo, the image should be cropped so that the Infiniti Logo is placed on a solid field (or band) of white, black or Infiniti Silver. In keeping with the spirit of the Infiniti Visual Identity policies, the Infiniti Logo should not be placed in a box.

Remember, the most important consideration is that the Infiniti Logo has maximum contrast and visibility — either placed on one of the Brand Colors or on an even tone image.

Light-Colored Backgrounds
The Infiniti Logo with black Infiniti Wordmark shown here may be positioned on light-colored backgrounds with sufficient contrast.

Dark-Colored Backgrounds
The Infiniti Logo with white Infiniti Wordmark shown here may be positioned on dark-colored backgrounds with sufficient contrast.

Logo Color ▼	Background Color ►		
	Brand Color:	Brand Color:	Image:
Infiniti Logo with black Infiniti Wordmark	 White	 Infiniti Silver	 Light-colored, uniform in tone
Infiniti Logo with white Infiniti Wordmark	 Black	 Infiniti Silver	 Dark-colored, uniform in tone

When placing a Infiniti Logo on a photo/image the background must be solid and clear in tonality.

2.1.2.2. Background Colors Continued

To ensure maximum visibility, the Infiniti Logo should never be placed on a visually distracting or heavily textured background. If the image can not be retouched to reduce the visual “noise” behind the Infiniti Logo, a solid panel of color (one of the core Brand Colors or a color selected from the Application Palette) may be used to provide an even tone background.

See pages 2.2.3. for Application Colors usage.

Please use only approved electronic artwork.

Even tone backgrounds provide best contrast for the Infiniti Logo.



Heavily textured backgrounds significantly reduce the overall impact of the Infiniti Logo. If retouching is not an option place the Infiniti Logo on a solid field of color (see page 2.1.2.2. for detailed color background specifications).



High contrast backgrounds also significantly reduce the overall impact of the Infiniti Logo. In these instances where retouching is not an option, place the Logo on a solid field of color.



2.1.2.3. Clear Space

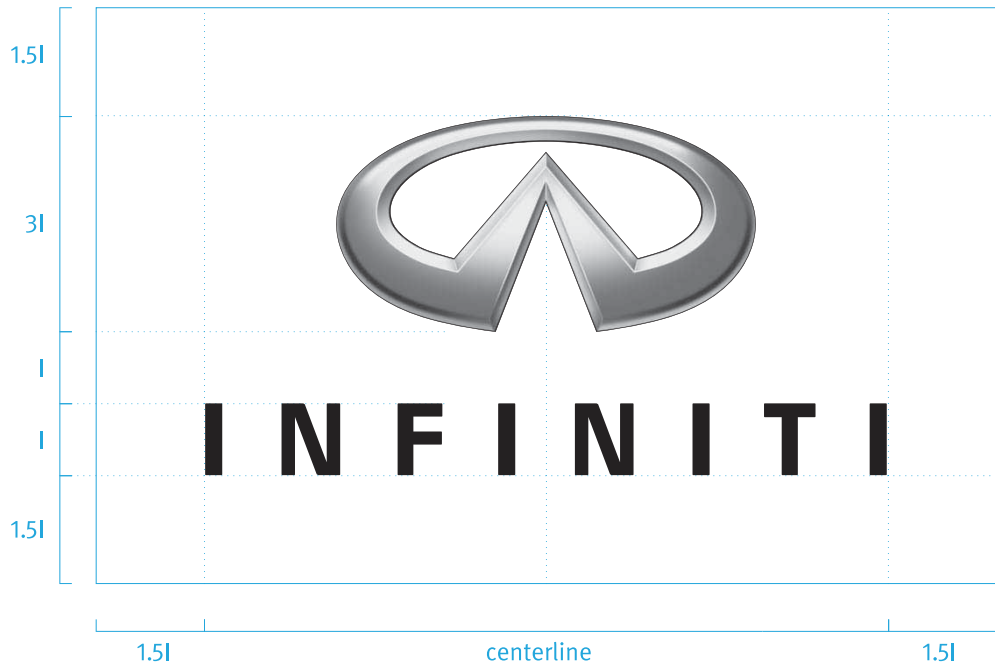
The placement and size relationship between the Infiniti Brand Symbol and Infiniti Wordmark have been carefully considered to reflect the symmetry of the elements and a solid, stable stance.

Please use only approved electronic artwork.

Important Note

If you use the Infiniti logo with registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).

The Infiniti Logo is most effective when surrounded by as much open space as possible. **A minimum area of unobstructed clear space equal to 1.5 times the height of the letter "I" must surround the Infiniti Logo in all applications.**



2.1.2.4. Minimum Size

The Infiniti Logo should never be reproduced at sizes smaller than 0.235" (6mm) of the height of the brand symbol.

Registration mark

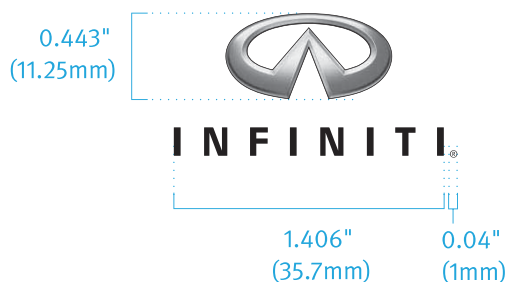
The registration mark (®) should never be reproduced smaller than 0.04" (1mm) wide. When the Infiniti Logo is reduced to 0.443" (11.25mm), the height of the Infiniti Brand Symbol, the registration mark will be equal to 0.04" (1mm) wide. If you are reproducing the Infiniti Logo between this size and the minimum size of 0.235" (6mm) the height of the Infiniti Brand Symbol, the registration mark must be reset independent from the Infiniti Logo.

See Section 2.4. — Trademark Usage for further information.

At 0.443" (11.25mm) height of the Infiniti Brand Symbol, the registration mark equals 0.04" (1mm) wide.

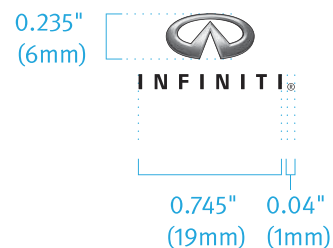
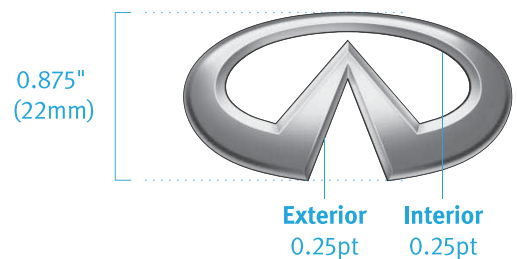
Scaled up from this size the registration mark need not be reset

Scaled down from this size and the registration mark must be reset to 0.04" (1mm).



Infiniti Brand Symbol outline weight

The outline surrounding the symbol should never be reproduced smaller than 0.25pt in rule weight. At sizes smaller than 0.875" (22mm) of the height of the Infiniti Brand Symbol, a hairline (0.25pt) rule must be added to the path surrounding the interior and exterior of the Infiniti Brand Symbol. This will ensure crispness and clarity of the artwork at all sizes.



2.1.2.5.**Infiniti Horizontal
Logo
Basics**

The Infiniti Horizontal Logo has been created for exceptional use in only those applications where space is limited. The vertical version of the Infiniti Logo is always preferred.

**Important Note**

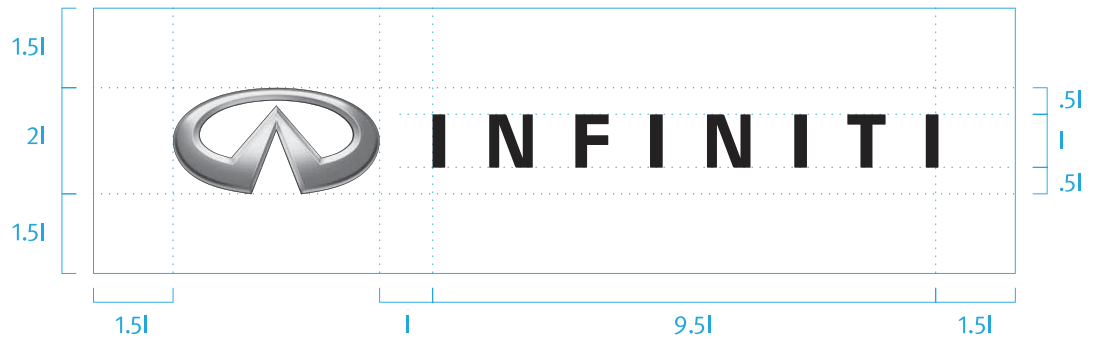
If you use the Infiniti logo with registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).

**2.1.2.6.****Infiniti Horizontal
Logo
Clear Space**

The Infiniti Horizontal Logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space equal to 1.5 times the height of the letter "I" must surround the Infiniti Logo in all applications.

The placement and size relationship between the Infiniti Brand Symbol and Infiniti Wordmark have been carefully considered.

Please use only approved electronic artwork.



2.1.2.7. Infiniti Horizontal Logo Minimum Size

Important Note

If you use the Infiniti logo with registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).

The Infiniti Horizontal Logo should never be reproduced at sizes smaller than 0.235" (6mm) of the height of the brand symbol.

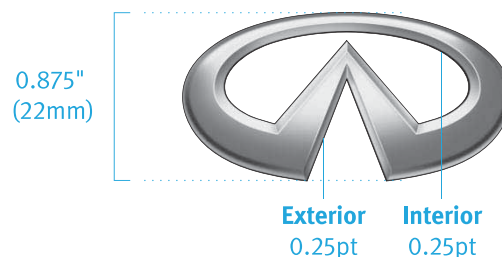
Registration mark

The registration mark (®) should never be reproduced smaller than 0.04" (1mm) wide. When the Infiniti Logo is reduced to 0.295" (75mm), the height of the brand symbol, the registration mark will be equal to 0.04" (1mm) wide. If you are reproducing the Infiniti Logo between this size and the minimum size of 0.235" (6mm) the height of the Infiniti Brand Symbol, the registration mark must be reset independent from the logo.

See Section 2.1.4. — Trademark Usage for further information.

Infiniti Brand Symbol outline weight

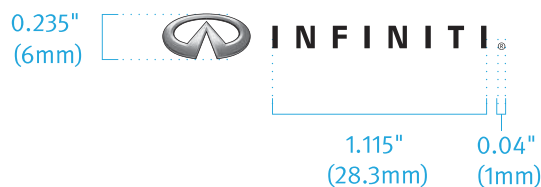
The outline surrounding the symbol should never be reproduced smaller than 0.25pt in rule weight. At sizes smaller than 0.875" (22mm) of the height of the Infiniti Brand Symbol, a hairline (0.25pt) rule must be added to the path surrounding the interior and exterior of the Infiniti Brand Symbol. This will ensure crispness and clarity of the artwork at all sizes.



At 0.295" (7.5mm) height of the Infiniti Brand Symbol, the registration mark equals 0.04" (1mm) wide.

Scaled up from this size the registration mark need not be reset

Scaled down from this size and the registration mark must be reset to 0.04" (1mm).



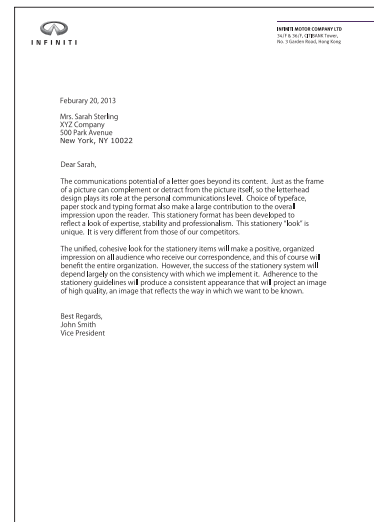
2.1.2.8. Acceptable Usage

The examples below illustrate acceptable usage of the Infiniti Logo.

Illustrations (unless otherwise noted) are for demonstration purposes only.



Business Card



Letterhead



Banner

2.1.2.9.

Unacceptable Usage

The examples below, and on the following page, demonstrate unacceptable usage of the Infiniti Logo.

Do not alter the size relationship or proportion of the Infiniti Brand Symbol to the Infiniti Wordmark.



Do not use unauthorized colors for the Infiniti Brand Symbol or Infiniti Wordmark.



Do not reproduce the Infiniti Logo smaller than the minimum size of 0.235" (6mm) of the height of the Infiniti Brand Symbol.



Do not place the Infiniti Logo in a box or short band (use of wide band is acceptable).



Do not use the Infiniti Horizontal Logo when space is available for the Infiniti Logo.



Do not use the Infiniti Brand Symbol separate from the Infiniti Wordmark, except the new Corporate Logo which has the other two brands put together.



Do not use the Infiniti Wordmark separate from the Infiniti Brand Symbol.



Do not lock-up any copy to the Infiniti Logo.



Do not place the Infiniti Logo with black Infiniti Wordmark on a dark colored background (or the Infiniti Logo with white Infiniti Wordmark on a light colored background).



2.1.2.9.

Unacceptable Usage Continued

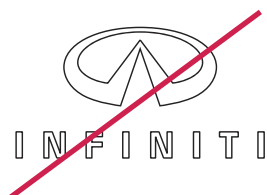
Do not alter or re-set the Infiniti Wordmark.



Do not omit the registration mark (®) in US and Canada.



Do not create an outline version of the Infiniti Logo.



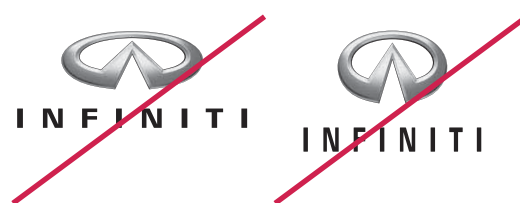
Do not fill the the Infiniti Brand Symbol with any color other than the background.



Do not rotate the Infiniti Logo (including 90°).

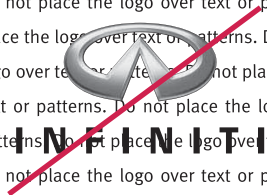


Do not distort the Infiniti Logo in any way.



Do not place the Infiniti Logo over text or patterns.

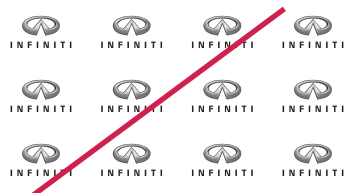
INFINITI



Do not place the Infiniti Logo on a visually distracting background.



Do not create a repeat pattern using the Infiniti Logo.



Do not crop or cut off any part of the Infiniti Logo.



Do not place the Infiniti Logo over the Brand Accent Color.



Do not create a watermark from the Infiniti Logo.



2.1.3. Brand Colors

2.1.3.1. Basics

The colors shown here and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Consult color samples provided by NML or current Pantone Publications for accurate color.

Note: Online colors are specified as RGB and Hex values when applicable.

Brand Colors

The Brand Colors shown here play an important role in the Infiniti Visual Identity Policies as display colors for the Infiniti Logo. In addition, they may be used as fields of color across all application items. Consistent use of these colors will help in building a distinctive Infiniti Brand Identity.

These colors have been selected because they reflect a modern, clean, progressive, leadership image. At least one of these colors (in addition to their use in the Logo) should be used prominently on all applications. For example, a band of white, or black may be used to offset the Infiniti Logo, or a block of silver may be used to highlight a product name.

Brand Accent Color

The Brand Accent Color is Infiniti Violet, a color symbolic of Infiniti's Brand Identity — evoking strength, richness, sophistication, balance and individuality, as validated through consumer research.

Careful attention should be given to the use of Infiniti Violet to achieve maximum effectiveness. It should be used discreetly, as a targeted accent color.

Although Infiniti Violet will never appear as a large field of color, dominating the application, the significance of this color can not be overestimated.

It must be used in all applications to underscore the distinctive, premium nature of the Infiniti Brand. A vibrant, passionate counterpart to the strong Brand Colors.

Any requests for exemptions to using Infiniti Violet (e.g., one-color application), must be reviewed and approved by Infiniti Motor Company Limited (IML).

Do not use Infiniti Violet as a large block, or flood, of color.

Brand Colors

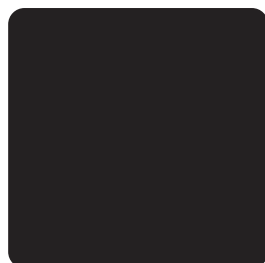
White is open, contemporary, crisp and clean.



White

RGB: R255 G255 B255
HEX: FFFFFFFF
CMYK: C0 M0 Y0 K0

Black is elegant, rich, sensual and sophisticated.



Black

RGB: R0 G0 B0
HEX: 000000
CMYK: C0 M0 Y0 K100

Silver is modern, precise, premium and confident.



Infiniti Silver

(or PANTONE® 8420)
RGB: R153 G148 B143
HEX: 99948F

Brand Accent Color

Violet is noble, passionate, creative and powerful.

See page 2.1.4., Core Design Elements, for specifications on the use of the Brand Accent Color.



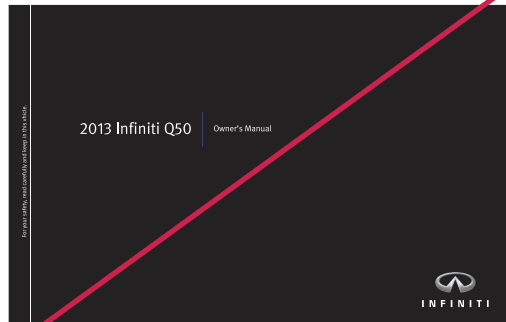
Infiniti Violet

(or PANTONE® 268)
RGB: R88 G28 B110
HEX: 581C6E
CMYK coated: C80 M100 Y0 K5
CMYK uncoated: C65 M100 Y0 K0

2.1.3.3. Unacceptable Usage

The following examples demonstrate unacceptable usage of the Brand Colors.

Do not place a fine rule of Infiniti Violet against black without sufficient contrast.



Do not use unauthorized colors.



Do not include colors from the Nissan palette or alter the prescribed Infiniti color formulas.



2.1.4. Brand Accent Color

2.1.4.1. Basics

The colors shown here and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Consult color samples provided by NML or current Pantone Publications for accurate color.

Violet is noble, passionate, creative and powerful.

The Brand Accent Color provides an effective means to highlight important information, key sales messages or branded areas on Infiniti applications.

Position the Brand Accent Color with relation to the module grid, keeping in mind the following:

- Brand Accent Color should be applied to highlight an important element within the layout
- Limit the application of the Brand Accent Color to two instances per visible surface (e.g., line and title, interior of cover and make/model, etc.)

- Align the Brand Accent Color with other graphic elements (i.e., Brand Typography, image, etc.) for a visually integrated layout

Please note: When using the Brand Accent Color within a comprehensive set of materials (i.e., stationery) consistent application should be maintained throughout the set.

The Brand Accent Color should always appear in Infiniti Violet, and never in any other color.

Do not use Infiniti Violet to color the Infiniti Logo.

Brand Accent Color



Infiniti Violet

(or PANTONE® 268)

RGB: R88 G28 B110

HEX: 581C6E

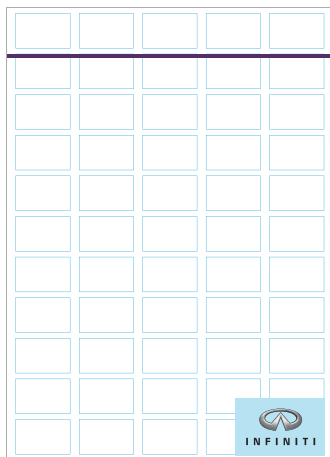
CMYK coated: C80 M100 Y0 K5

CMYK uncoated: C65 M100 Y0 K0

Calculating the Quantity

Base the quantity of Brand Accent Color used on the Module Grid System (see pages 2.3.).

Whether using a rule or block of color, the maximum visible area of color applied must not be greater than 1.5 module grid units. The Brand Accent Color should complement, not overpower, the Infiniti Logo.



Rule weight

For extended rules, base the quantity of the Brand Accent Color on the thickness of the “I” within the Infiniti Wordmark. Use the preferred thicknesses shown here to determine the appropriate rule weight of Infiniti Violet, and avoid using thicknesses that exceed 2l.

2 x rule weight (l)



1.5 x rule weight (l)



1 x rule weight (l)



.7 x rule weight (l)



.5 x rule weight (l)



I N F I N I T I



Rule weights = the thickness of the “I” in “INFINITI”

2.1.4.2. Application

Application of the Brand Accent Color is carefully controlled. Overuse or misuse will seriously undermine the distinction and impact this color adds to the Infiniti Brand.

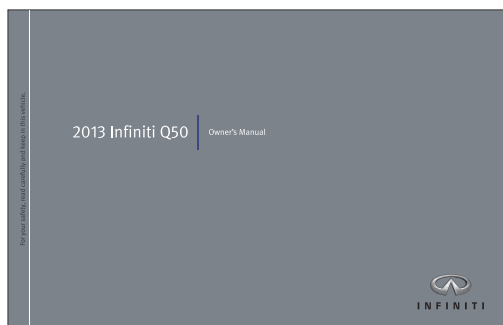
Limit the application of the Brand Accent Color to no more than two instances per visible surface (e.g., line and title, interior of cover and make/model, etc.).

Use of the Brand Accent Color as a line is always preferred. However, it is also permissible to use this color in a block or for type.

The following outlines the order of preference for use of the Brand Accent Color:

- 1 **Accent Line.** An elegant flash of color, a thin and dramatic edge that reinforces, and draws attention to, the Branded area.
- 2 **Accent Effect.** Stylized expression highlighting the subject matter utilizing the brand accent color.
- 3 **Accent Type.** The color of the single most important copy message (in a brochure cover this may be the make model identifier, in an advertisement it may be a bold word or statement).

Use of the Brand Accent Color as an accent line is preferred.



As an accent effect, or accent type, are also acceptable.



2.1.4.3. Acceptable Usage

Illustrations (unless otherwise noted) are for demonstration purposes only.

Use Infiniti Violet discreetly, as a targeted accent color no more than twice on any visible surface.

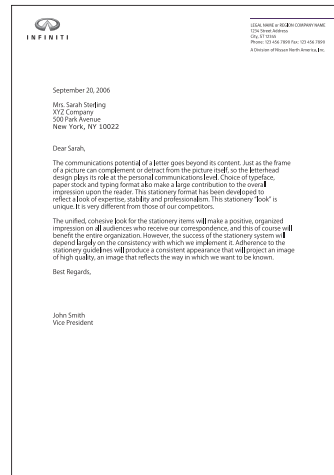
Use of Infiniti Violet should always be carefully considered. Used minimally, this “power color” adds a flash of vibrance to the application, representing Infiniti’s premium, contemporary, maverick nature.

Limit the application of the Brand Accent Color to two instances per visible surface (e.g., line and title, interior of cover and make/model, etc.).

The Brand Accent Color must be used in all applications to underscore the distinctive, premium nature of the Infiniti Brand. For an application that you feel requires exception (e.g., one-color application), it must be reviewed and approved by Infiniti Motor Company Limited (IML).



Owners Manual



Letterhead



Ad

The Brand Accent Color may be used in text to highlight key messages, such as the make/model.



Pen

The Brand Accent Color may also be used subtly in unexpected places, such as the flowers on a reception desk, in photography and on the inside fold of a double-ply brochure cover — always keep in mind the preferred quantity.



Dealership Accent



Flyer

2.1.4.4. Unacceptable Usage

The following examples demonstrate unacceptable usage of the Brand Accent Color.

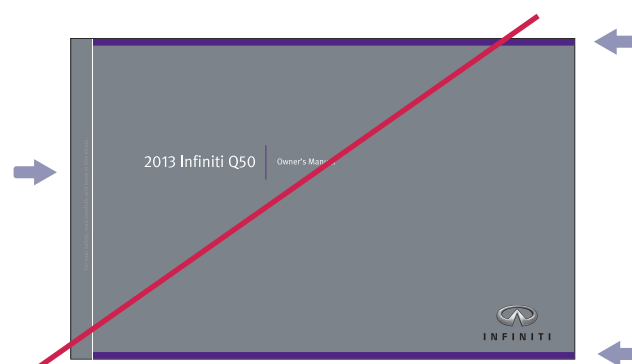
Do not use Infiniti Violet as a large field of color.



Do not include the Nissan Red accent line in Infiniti-only applications.



Do not use Infiniti Violet more than twice per surface.



2.1.5. Brand Typography

2.1.5.1. Basics

Infiniti Meta is modern, authoritative, elegant and inviting.

The Infiniti Meta font can be downloaded from Infinitiartwork.com for the Macintosh or PC platform. Files are located under the 'Logos' menu.

Infiniti Meta is a clear, modern and readable typeface. Its subtle variation in line weight and elegant capitals make it an ideal typeface for the Infiniti Brand.

When using Infiniti Meta it is important to keep in mind the overall "color" and appearance of the page. Even an elegant and expressive typeface can appear drab and monotonous if the combination of size, weight and style are not carefully balanced. Following are a few general rules to guide the use of Infiniti Meta:

- Whenever possible, avoid all caps except for display and titles (subheads, labels in charts, and so on)
- Avoid altering the style, weight and color for emphasis, ideally, pick one of these and stick with it throughout the communication

- Ensure the content has a clear hierarchy. Be reductive, look for opportunities to reduce the variety of type styles, weights and colors on the page

Infiniti Meta varies from the standard Meta type in that it incorporates aligning numerals to aid in readability, such as in Model Line names or in comparison charts. Consistent use of Infiniti Meta will create a powerful, unified feel throughout all our communications materials.

Infiniti Meta

The Infiniti Visual Identity Policies features the *Infiniti Meta type family, a distinctive, elegant, modern font which is available in a variety of weights and styles. It was selected because of its legibility, versatility, and compatibility with the Infiniti Brand Symbol and Infiniti Wordmark, Use only the approved Infiniti Meta font.*

Infiniti Meta is available in the following weights and styles:

Infiniti Meta Normal	<i>Infiniti Meta Normal Italic</i>	INFINITI META NORMAL CAPS	<i>INFINITI META NORMAL ITALIC CAPS</i>
Infiniti Meta Book	<i>Infiniti Meta Book Italic</i>	INFINITI META BOOK CAPS	<i>INFINITI META BOOK ITALIC CAPS</i>
Infiniti Meta Medium	<i>Infiniti Meta Medium Italic</i>	INFINITI META MEDIUM CAPS	<i>INFINITI META MEDIUM ITALIC CAPS</i>
Infiniti Meta Bold	<i>Infiniti Meta Bold Italic</i>	INFINITI META BOLD CAPS	<i>INFINITI META BOLD ITALIC CAPS</i>
Infiniti Meta Black	<i>Infiniti Meta Black Italic</i>	INFINITI META BLACK CAPS	<i>INFINITI META BLACK ITALIC CAPS</i>

2.1.5.2.**Agreement language
of Infiniti Meta Font**

Infiniti Meta Font is granted the use rights by license agreement with font shop. The license agreement cover below language and area.

License	Language	Format	Font type
Worldwide	Albanian Basque Catalan Danish Dutch English Faeroese Finnish French Galician German Icelandic Italian Norwegian Portuguese Scottish Spanish Swedish	-Open Type -Windows PostScript -Windows True Type -Mac PostScript	Book Book Italic Book Caps Book Caps Italic Bold Bold Italic Bold Caps Bold Italic Caps Normal Normal Italic Normal Caps Normal Caps Italic Medium Medium Italic Medium Caps Medium Caps Italic Black Black Italic Black Caps Black Cap Italic. (Twenty weight)
For the purpose of doing Licensee's business in Europe area	Greek Russian Byelorussian Ukrainian Bulgarian Macedonian Serbian		

2.1.5.3. Alternative Font

“Open Type Fonts” can be installed on Mac & Windows based computers. However, past operating systems may have some trouble with installation.
Please make sure that the operating system accepts Open Type Fonts.

Universal Meta font as an alternative

If Infiniti Meta do not cover your language as previous page list, please contact the Infiniti Motor Company Limited.

If IML can not meet a request, please purchase the universal font “FF META PRO OTF(Open Type Font)” as an alternative.

Please confirm at font shop whether FF META PRO OTF support your language.

<http://www.fontshop.com/search/?q=ff+meta>

If both Infiniti Meta and FF META PRO OTF do not cover your language, it need to select the local language font.

Necessarily adjustment for FF META PRO OTF

FF META PRO OTF originally is not in a straight line between the lower end of an alphabet and digit.
Please make sure to align the digit on the lower end of alphabet.

Infiniti Meta

ABC 1234567890

FF META PRO OTF

ABC 1234567890

Bad Examples

FX50 →

FF META PRO OTF

Good Examples

please align the digit on the top end of alphabet.

FX50

please align the digit on the lower end of alphabet.

Q50 →

FF META PRO OTF

please align the digit on the top end of alphabet.

Q50

please align the digit on the lower end of alphabet.

QX60 →

FF META PRO OTF

please align the digit on the top end of alphabet.

QX60

please align the digit on the lower end of alphabet.

2.1.5.4. Model name typography

All model names are created with Infiniti Meta type family. In all marketing communications, all names have to be written starting with “Infiniti” + “model name”. Do not communicate “Infiniti Q” nor “Infiniti QX”. The word “Infiniti” cannot be written in all capital letters.

These specifications are in addition to the general rules and flexibility for visual and expression and verbal element.

Horizontal model name lockup



Diagram showing the horizontal lockup of the Infiniti brand name and model name. The word "Infiniti" is followed by "MODEL NAME". A dashed box highlights the "Infiniti" portion, and a dimension line indicates a spacing of 0.551 between "Infiniti" and "MODEL NAME".

Example



Diagram showing the horizontal lockup of the Infiniti brand name and model name "Q50". A dashed box highlights the "Infiniti" portion, and a dimension line indicates a spacing of 0.551 between "Infiniti" and "Q50".



Diagram showing the horizontal lockup of the Infiniti brand name and model name "QX60". A dashed box highlights the "Infiniti" portion, and a dimension line indicates a spacing of 0.551 between "Infiniti" and "QX60".

Vertical model name lockup



Diagram showing the vertical lockup of the Infiniti brand name and model name. The word "Infiniti" is stacked above "MODEL NAME". A dashed box highlights the "Infiniti" portion, and a dimension line indicates a spacing of 0.31 between "Infiniti" and "MODEL NAME".

Example



Diagram showing the vertical lockup of the Infiniti brand name and model name "Q50". A dashed box highlights the "Infiniti" portion, and a dimension line indicates a spacing of 0.31 between "Infiniti" and "Q50".

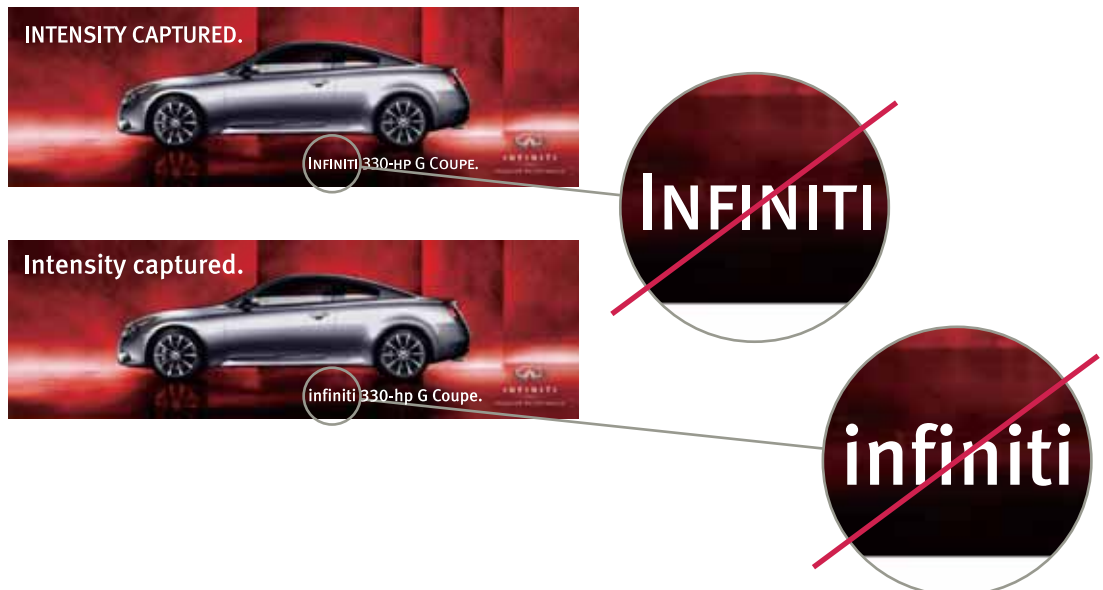


Diagram showing the vertical lockup of the Infiniti brand name and model name "QX60". A dashed box highlights the "Infiniti" portion, and a dimension line indicates a spacing of 0.31 between "Infiniti" and "QX60".

2.1.5.5.**Infiniti in Type**

When using the Infiniti name in copy the following rules must be followed:

- If surrounding copy is all caps, then Infiniti should appear in all caps (INFINITI)
- If surrounding copy is upper and lower case, then Infiniti should appear in upper and lower case (Infiniti)
- Infiniti must never appear all lowercase (infiniti). Even if surrounding copy is lowercase, Infiniti must appear with an initial cap (Infiniti)
- Initial caps combined with use of small caps (INFINITI) is not allowed

Acceptable Usage**Unacceptable Usage**

2.1.5.6. Acceptable Usage

Illustrations (unless otherwise noted) are for demonstration purposes only.

Infiniti Meta works well across a variety of applications. It is suitable for large and small amounts of text.

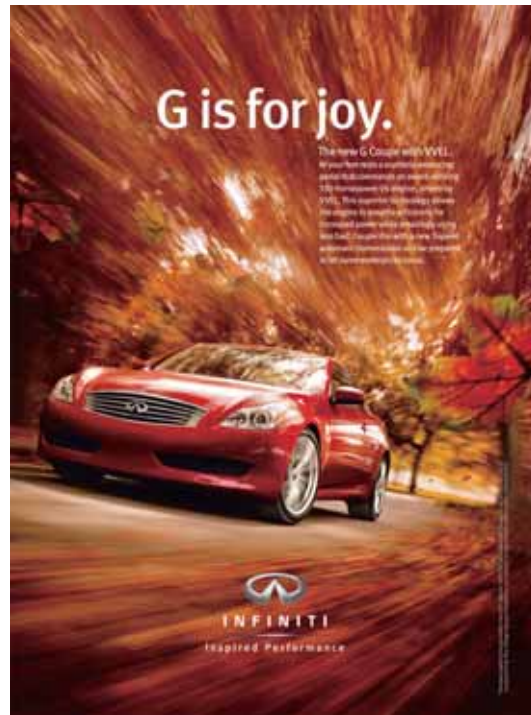
Limit your type weights and sizes for a refined and engaging layout.

When used effectively, Brand Typography adds dimension and distinctiveness to Infiniti communications. Typeface, type size and weight should be used to establish a clear hierarchy of information. For Infiniti communications:

- Type may be set in upper and lower case. Display copy may be set in all caps (appropriately letter-spaced).
- Aligning body copy flush left and ragged right is preferred. If justified alignment is used careful attention must be paid to both letter and word spacing to ensure the copy blocks appear even

in color. Display type may also be centered (for a more elegant look) or staggered (for a more dynamic appearance) in layout.

Keep in mind that size, weight and color of the typeface are all factors that influence the overall look of any given piece. For example, while a combination of closely letterspaced, bold, all cap copy, may adhere to the elements of the system, the overall look this creates will be stodgy and heavy handed.



SPECS	
POWER	
ENGINE	3.5 liter (3.498cc) V6, aluminum-alloy block and heads. Low friction molybdenum-coated pistons.
VALVETRAIN	DOHC, 4 valves per cylinder with microfinished camshafts. Continuously Variable Valve Timing Control System (CVTCS) for intake valves.
INTAKE SYSTEM	High-flow tuned induction system.
HORSEPOWER	
Automatic Transmission	280 hp @ 6,200 rpm
Manual Transmission	298 hp @ 6,400 rpm
TORQUE	
Automatic Transmission	270 lb-ft @ 4,800 rpm
Manual Transmission	260 lb-ft @ 4,800 rpm
TRANSMISSION	
Automatic	Electronically controlled 5-speed automatic. Drive-adaptive learning algorithm senses driving style and adjusts automatic shifting accordingly. Manual shift mode offers sequentially selected manual gearshifts and Downshift Rev Matching.
Manual	Class-ratio 6-speed manual with short-throw shifter.
DRIVE WHEELS	Rear-wheel drive.
EMISSIONS	Certified LEV2 (Low Emission Vehicle Tier 2).
EPA ESTIMATED FUEL ECONOMY	
With 5-speed automatic	18 mpg city/25 mpg highway
With 6-speed manual	19 mpg city/26 mpg highway
HANDLING	
STEERING	
Type	Engine-speed-sensing variable-assist power rack-and-pinion
Turning diameter	37.4 feet
SUSPENSION	
Front	Independent, forged-aluminum multi-link with coil springs, over-ripple-control shock absorbers, stabilizer bar.
Rear	Independent, forged-aluminum multi-link with coil springs, ripple-control shock absorbers, stabilizer bar.
BRAKES	
Front/Rear	12.6-inch/12.1-inch ventilated discs with 4-wheel, 4-channel ABS.
WHEELS AND TIRES	
G35 Coupe	6-spoke, 17 x 7.5-inch alloy wheels with 225/50R17 (front), 235/50R17 (rear) Varied all-season performance tires.
Performance Tire and Wheel Package	7-spoke, 18 x 8.0-inch alloy wheels with 225/45R18 (front), 245/45R18 (rear) Varied summer performance tires.
Sport-tuned Suspension Package	5-spoke, 19 x 8.0-inch alloy (front), 19 x 8.5-inch forged aluminum-alloy (rear) wheels with 225/40R19 (front), 245/40R19 (rear) Varied summer performance tires.
Spare tire	Temporary use, 145/80R17
All Models	

The example shown here demonstrates the use of Infiniti Meta Caps for titles.



The example shown here demonstrates justified body copy.

		Agreement Form		P.O. Box 123 Gardena, CA 90247-0123 A Division of Nissan North America, Inc.	
The undersigned Dealer hereby requests that, pending the sale of the unit(s) below, Dealer be permitted to use such unit(s) for the purpose checked below subject to all the terms and conditions applicable to such usage contained in the Infiniti Automotive Wholesale Pricing and Security Agreement. Dealer acknowledges that Dealer presently holds such unit(s) for sale in trust for Infiniti. There is no present damage to the unit(s). Dealer acknowledges and agrees that Dealer's consent and agreement to Dealer's use of the unit(s) hereunder may be withdrawn by Infiniti at any time without notice to Dealer.					
TO BE COMPLETED BY DEALER					
DEMONSTRATOR TYPE (CHECK APPLICABLE USE) LIST EACH TYPE ON SEPARATE FORM:					
<input checked="" type="checkbox"/> WHOLESALE DEMO <input type="checkbox"/> ORDER EDUCATION <input type="checkbox"/> OTHER:					
SERIAL NUMBER	MODEL	YEAR	BALANCE	TO BE COMPLETED BY INFINITI	
123456789	G35	2007	\$10,000.00		

2.1.5.7.

Unacceptable Usage

The following examples demonstrate unacceptable usage of Brand Typography.

Do not use too little or too much leading (space between lines of text) —

an additional 20% of the type size is recommended for body copy).

Do not distort the typeface (e.g., expand, condense or modify the letterforms in any way or create effects such as drop shadow.

Do not use type that is too small to read — consider your audience when choosing a type size.

Do not use type that is too small to read — consider your audience when choosing a type size.

Do not use the standard Meta typeface.

Do not use additional unapproved typefaces.

Do not use the Nissan AG typeface in Infiniti-only materials.
(The Nissan AG typeface is for the Nissan Brand only.)

See pages 2.1.6. for Desktop and Formal specifications.

Do not use the Desktop or Formal typography for printed materials.

DO NOT SET LARGE BLOCKS OF COPY IN BOLD, ALL CAPS, AS THIS WILL APPEAR PONDEROUS AND HEAVY HANDED.

Do not use too much or too little kerning or tracking (space between letters).

2.1.6. Desktop Typography

2.1.6.1. Basics

Illustrations (unless otherwise noted) are for demonstration purposes only.

Verdana is the approved typeface (universally available on all PCs) to be used for any desktop applications. This typeface is shared with Nissan to ensure ease of compatibility across the two brands. Verdana is a very clear, readable typeface, specifically designed for use on screen. It's weight and design is complimentary to Infiniti Meta making it an excellent companion typeface.

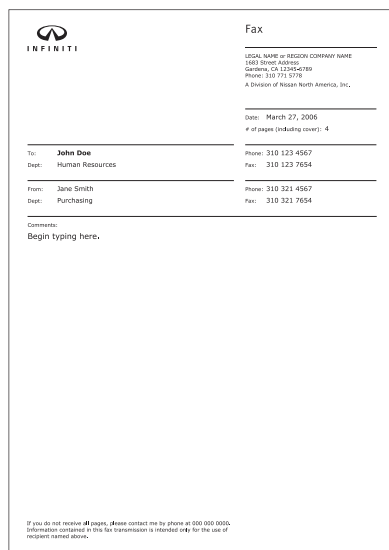
Verdana

As Infiniti Meta is not installed on most computers, the Verdana type family is recommended for use on all desktop applications. **Whenever possible, use it in combination with Infiniti Meta graphic files for headlines and display type.**

Please see Section 3.3. Application Design for Internal Communication, and Section 3.2.3. for Online.

2.1.6.2. Acceptable Usage

When used effectively, Brand Typography adds dimension and distinctiveness to Infiniti communications. Typeface, type size and weight should be used to establish a clear hierarchy of information.



Infiniti logo and header.

Fax

LEGAL NAME or REGION COMPANY NAME
1583 Sunset Boulevard
Garden City, CA 92345-4789
Phone: 310 715 1210
A Division of Nissan North America, Inc.

Date: March 27, 2006
of pages (including cover): 4

To: **John Doe**
Dept: Human Resources

From: Jane Smith
Dept: Purchasing

Phone: 310 321 4567
Fax: 310 321 7654

Comments:
Begin typing here.

If you do not receive all pages, please contact me by phone at 000 000 0000. Information contained in this fax transmission is intended only for the use of recipient named above.

Fax

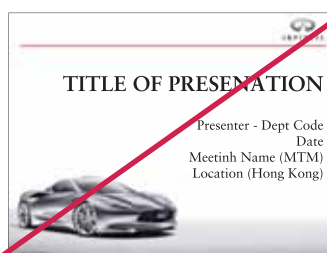


PowerPoint Presentation

2.1.6.3. Unacceptable Usage

See page 2.1.7. for Formal Typography specifications.

Do not use the Brand Typography (Infiniti Meta) or Formal Typography (Sabon) for desktop communications, such as PowerPoint or Word documents — they may not be compatible with other desktops.



2.1.7. Formal Typography - Exceptional Use Only

2.1.7.1. Basics

In those few special circumstances where a specific item requires a more formal tone (such as certificates or invitations), Sabon is the recommended typeface. This typeface is also shared with Nissan for maximum compatibility.

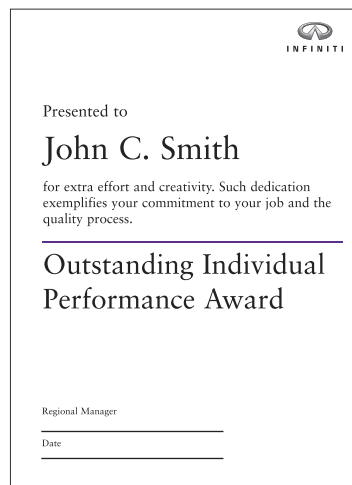
Sabon

The Sabon type family has been selected to complement Infiniti Meta. *Sabon should be used for special and promotional use, when the more formal look of a serif font is most appropriate (i.e., event invitations, internal gatherings, and quotations for press and other materials).*

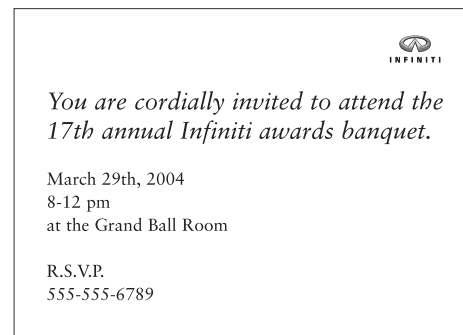
2.1.7.2. Acceptable Usage

Illustrations (unless otherwise noted) are for demonstration purposes only.

When used effectively, Brand Typography adds dimension and distinctiveness to Infiniti communications. Typeface, type size and weight should be used to establish a clear hierarchy of information.



Certificate



Invitation

2.1.7.3. Unacceptable Usage

Do not use Formal Typography for printed marketing materials, except brand publication.



2.1.7.4. Brand Typography Use Matrix

The following chart should be used as a quick reference guide for selecting the appropriate typeface for any application being developed. This list is intended as an overview and is not meant to be comprehensive.

	Infiniti Meta	Verdana	Sabon
Business Card	●		
Letterhead	●		
Body Copy		●	
#10 Envelope	●		
Large Envelope	●		
Mailing Label	●		
Note Pad	●		
News Release	●		
Body Copy		●	
Fax Cover Sheet		●	
Memorandum		●	
Form	●		
Advertising	●		
Brochure	●		
Direct Mail	●		
Business Reply Card	●		
Special Stationery	●		
Online	●	●	
E-Mail		●	
Newsletter	●		
PowerPoint Presentation		●	
Banners	●		
Printed Flyers	●		
Electronically (desktop)			
Produced Flyers		●	
Certificate	●		●
Invitation	●		●
Brand publication	●		●

2.1.8. Local Language Typography

If the Infiniti Meta and FF META PRO OTF do not cover your language, it need to select the local language font in line with Infiniti brand image. Please contact Infiniti Motor Company Limited (IML).

Already defined local language typography

Area	Primary	Desktop
English	Infiniti Meta	Infiniti Meta / Verdana
Japan	English: Infiniti Meta Japanese: ヒラギノ角ゴシック / ヒラギノ明朝	English: Infiniti Meta / Verdana Japanese: MSPゴシック
China	English: Infiniti Meta Chinese: 創芸簡黑体	English: Infiniti Meta / Verdana Chinese: 創芸簡黑体
Taiwan	English: Infiniti Meta / Verdana Chinese: 中黑體	
Korea	Infiniti Meta / Verdana Korean: HY윤고딕 500 (HY Yoongothic 500) (HY Junggothic) is used if HY Yoongothic 500 is not available.)	
Russia	Russian: Infiniti META Cyrillic/ English: Infiniti Meta (Russian: Franklin Gothic / BookC and Franklin Gothic / DemiC are used as Infiniti META Cyrillic can not be used for conversion issues (PC / Macintosh))	Infiniti Meta / Verdana
Ukraine	Russian: Infiniti META Cyrillic/ English: Infiniti Meta (Russian: Franklin Gothic / BookC and Franklin Gothic / DemiC are used as Infiniti META Cyrillic can not be used for conversion issues (PC / Macintosh))	Infiniti Meta / Verdana

2. Design Elements

2.2. Sub Core Design Elements

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Exceptional Use Only

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2.2.1. Introduction

The Infiniti tagline plays a very important role for the organization. The tagline further crystallizes the existing foundation of our brand strategy, the tagline being an ultimate consumer distillation of this foundation. It is also the most prominent component of the Infiniti Visual Identity along with the Infiniti logo.

The importance of properly presenting the Infiniti tagline cannot be overstated. An organization's usage of the tagline needs to be, above all else, consistent. Consistent presentation of it suggests stability and reliability of the organization it represents. It suggests professionalism and commitment to detail – strong characteristics that describe Infiniti.

Ultimately, this guideline is aimed to provide an easily applicable set of messaging and visual standards that will enable us to:

- implement and maintain a cohesive and consistent visual identity for the entire organization,
- generate greater brand awareness and a strong association to a clearly defined set of brand attributes, and
- further differentiate our brand identity from our competitors.

This tagline guideline is built upon the existing foundation of the “Infiniti Visual Identity Policies”. If there are any conflicting information between this document and the Infiniti Visual Identity Policies, please always follow the latter.

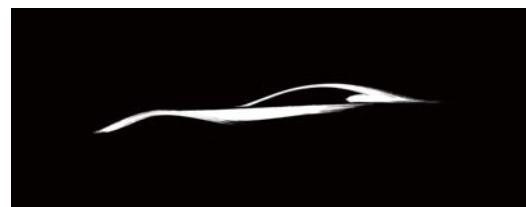
Tagline Combination Logo



Infiniti 2-D Logo



Infiniti Gesture Usage



Application Colors

Neutral Cool Tone

Light Cool Gray
(or PANTONE® Cool Gray 2)
RGB: R230 G230 B230
HEX: DBD9D1
CMYK: C0 M0 Y0 K10

Medium Cool Gray
(or PANTONE® Cool Gray 8)
RGB: R145 G143 B144
HEX: 918F90
CMYK: C0 M1 Y0 K43

Dark Cool Gray
(or PANTONE® Cool Gray 11)
RGB: R82 G80 B81
HEX: 525051
CMYK: C0 M2 Y0 K68

Dark Silver Metallic
(or PANTONE® 8603)

Medium Tone

Medium Blue
(or PANTONE® 5425)
RGB: R132 G153 B165
HEX: 8499A5
CMYK: C30 M4 Y0 K31

Medium Yellow
(or PANTONE® 132)
RGB: R179 G129 B0
HEX: B38100
CMYK: C0 M28 Y100 K30

Medium Red
(or PANTONE® 202)
RGB: R142 G0 B28
HEX: 8E001C
CMYK: C0 M100 Y61 K43

Medium Green
(or PANTONE® 5625)
RGB: R90 G111 B84
HEX: 708270
CMYK: C25 M0 Y29 K48

Neutral Warm Tone

Light Warm Gray
(or PANTONE® Warm Gray 2)
RGB: R221 G209 B193
HEX: DDD1C1
CMYK: C0 M2 Y5 K9

Medium Warm Gray
(or PANTONE® Warm Gray 8)
RGB: R150 G137 B122
HEX: 96897A
CMYK: C0 M9 Y16 K43

Dark Warm Gray
(or PANTONE® Warm Gray 11)
RGB: R109 G94 B81
HEX: 6D5E51
CMYK: C0 M17 Y34 K62

Warm Gray Metallic
(or PANTONE® 8003)

2.2.2. Tagline

2.2.2.1. Introduction

The Infiniti Brand must be protected, supported and communicated clearly and consistently in everything we say and do. Our actions build strong, positive perceptions about Infiniti that ultimately drive customers to choose us.

The tagline represents the values and ideals of the organization. When customers see a TV commercial, brochure, Web site, or poster displaying the Infiniti tagline, those values and ideals come to mind.

It is vital that the strategic meaning/benefit of “Inspired Performance” be carefully communicated to our consumers through advertising and other select venues. A critical point to understand is that for Infiniti to get the full benefit of the new tagline, consumers must see

“Inspired Performance” as the essence of our brand image, not as a product attribute.

2.2.2.2. Basics

It is important to maintain consistency in the application of the Infiniti visual identity across all media. The Infiniti tagline should be used in all external communication materials, including collateral, point of purchase, video, and interactive. (However there are exclusions, which are listed in

the “Usage Definition” section) To maintain the integrity of the brand identity, it is essential that the tagline not be altered or diluted in any way. Therefore, please follow the usage guideline when creating advertising or collateral materials:

- The tagline should be visually represented in an approved file format, available for download from DNA.
- Consideration should be given when echoing the structure of the tagline to promote a product benefit. The tagline is intended for brand level usage.
- Infiniti’s former taglines must not be used under any circumstance.
- Infiniti’s current tagline must not be used on internal communication materials. (E-mail signature, company newsletter, presentation template, and etc.)

While it’s important to link the essence of the “Inspired Performance” message to all product category and regional marketing activities, it’s critical that it not be overused or abused.

Infiniti brand advertising should be used to launch and reinforce the concept of “Inspired Performance”. This is the only instance where “Inspired Performance” will be used as part of the central message of the ad.

However, the “Inspired Performance” concept will be reinforced at the product level and regional level by its usage as the new Infiniti tagline.

2.2.2.3.**Tagline Usage
Definition**

Infiniti Tagline should be used only when convey the brand message to retail customers, but should not be used for the items below;

- the branded products themselves such as vehicles and accessories.
- the items that represent the brand organization and the product attribute.

Mandatory**Promote the Infiniti Brand within B to C communication**

- AD (Newspaper, Magazine, Flyer, TV, Internet banner, etc.)
- DM
- Web header, Mail magazine
- Poster,
- Billboard *As an exception, Infiniti logo without Tagline can be used only in case of keeping a visibility and legibility.
- Brochure
- Press materials (Press release, invitations, etc)

Acceptable

- POP
- Graphic banner / panels
- Promotional giveaways
- Sponsorship display (signage, banner, etc.)
- Merchandising goods packaging (box, paper bag, etc.)

Unacceptable**The branded products**

- Vehicle, Accessories,
- Brand Merchandising goods

Express identity of organization (Belonging, Place)

- Stationery (Business card, Letterhead, Envelope, Header, etc)
- HR recruiting AD
- ID card, Name plate
- Employee / Dealer personnel uniform
- Business form sheet
- Signage (Facility signage, Auto-show stand signage, Retail signage, Sign banner)
- Co-branding (signage, banner, etc.)

Explain the Products/Services

- Manual (Owner's manual, Maintenance manual, Warranty information, etc)
- Certificate, Warranty card

Important Note

If the item does not match above list, please consult with Infiniti Motor Company Limited (IML) in advance.

2.2.2.4.**Tagline
Combination Logo**

For most print advertising, display materials, interactive media campaign designs, collateral, outdoor boards, signage and kiosks, the logo, wordmark, and tagline should appear together in a combination.

Important Notes:

The Horizontal Combination Logo has been created for exceptional use in only those applications where space is limited. The vertical version of the Combination Logo is always preferred.

When the background color is white or a bright color, Light colored image, it is necessary to use Vertical Combination Logo(Solid Type).

Please use only approved electronic artwork available for download on DNA.

Vertical Combination Logo**Vertical Combination Logo/
Solid Violet line****Horizontal Combination Logo****Horizontal Combination Logo/
Solid Violet line****Important Note**

If you use the Infiniti logo with registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).

**Vertical Combination Logo
with registration(R) mark****Horizontal Combination Logo
with registration(R) mark**

2.2.2.5. Background Colors

Be sure to use the appropriate artwork to ensure optimum legibility. Care should be given when choosing or developing imagery and patterns — ensuring that the tagline is legible against various backgrounds. In instances where the selected imagery does not provide sufficient and uniform contrast for the tagline, the image should be cropped so that it is placed on a solid field (or band) of black or Infiniti Silver.

In keeping with the spirit of the Infiniti Visual Identity policies, the Tagline Combination Logo should not be placed in a box. Remember, the most important consideration is that the tagline has maximum contrast and visibility — either placed on one of the Brand Colors or on an even tone image.

2.2.2.5.1. Color Usage

Dark-Colored Backgrounds

The tagline with white Infiniti Wordmark shown here may be positioned on dark-colored backgrounds with sufficient contrast.

This application is defined as the standard format.



Black background with
Gradated Violet line



Dark colored image with
Gradated Violet line

When placing the tagline on a photo/image the background must be solid and clear in tonality.

Light-Colored Backgrounds

The tagline with black Infiniti Wordmark shown here may be positioned on light-colored backgrounds with sufficient contrast.

This application is defined as the exceptional format.



White background with
Solid Violet line



Light colored image with
Solid Violet line



Infiniti Silver background with
Solid Violet line

2.2.2.5.2.

Monochromatic
Usage**Dark-Colored Backgrounds**

The tagline with white Infiniti Wordmark shown here may be positioned on dark-colored backgrounds with sufficient contrast.

This application is defined as the standard format.



Black background with
Solid Gray line



Dark colored image with
Solid Gray line

When placing the tagline on a photo/image the background must be solid and clear in tonality.

Light-Colored Backgrounds

The tagline with black Infiniti Wordmark shown here may be positioned on light-colored backgrounds with sufficient contrast.

This application is defined as the exceptional format.



White background with
Solid Gray line



Light colored image with
Solid Gray line



Infiniti Silver background with
Solid Gray line



Do not apply the same gray color in
both the background and separator

2.2.2.5.3. Notes

**Please use only approved
electronic artwork available
for download on DNA.**

To ensure maximum visibility, the Infiniti Logo should never be placed on a visually distracting or heavily textured background. If the image can not be retouched to reduce the visual “noise” behind the Infiniti Logo, a solid panel of color (one of the core Brand Colors or a color selected from the Application Palette) may be used to provide an even tone background.

When in doubt, consult with Infiniti Motor Company Limited (IML) - or the local Brand representative for review.

Heavily textured backgrounds significantly reduce the overall impact of the tagline. If retouching is not an option place the Tagline Combination Logo on a solid field of color.



Important Notes:

Careful control of the background colors and environment surrounding the Infiniti Logo is vital to:

- Ensure maximum visual impact
- Build consumer recognition through consistency

2.2.2.6.

Clear Space

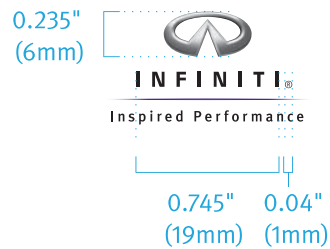
The tagline is most effective when surrounded by as much open space as possible.

A minimum area of unobstructed clear space equal to 1.5 times the height of the letter “I” must surround the Tagline Combination Logo in all applications.

**2.2.2.7.**

Minimum Size

The Infiniti Logo should never be reproduced at sizes smaller than 0.235" (6mm) of the height of the brand symbol.



2.2.2.8.**Calculating the Module Grid**

Other usages are same as Paragraph 2.3.

Creating a grid entails the following steps:

- Establish the size of your layout (for example, 8.5" by 11")
- Margins and text gutters are determined by the width of the application. Determine the margin/gutter width (a) by dividing the width of your layout (w) by 36.

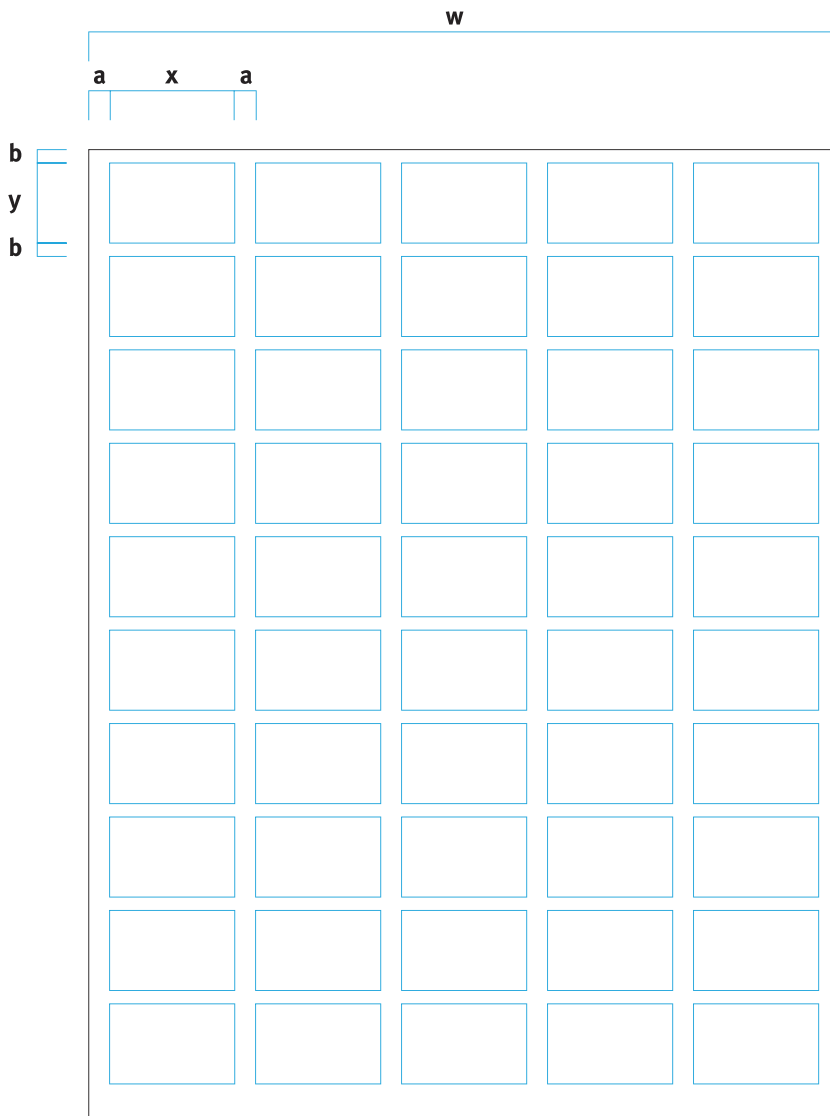
$$a = w / 36 \text{ (w divided by 36)}$$

$$b = a / 1.56 \text{ (64\% of a)}$$

$$x = 6a$$

$$y = x / 1.56 \text{ (64\% of x)}$$

- The module unit width (x) is six times the width of the margin/gutter width (a), allowing for five module units wide per layout.
- For the margin/gutter height (b), divide the margin/gutter width (a) by 1.56 (b equals 64% a).
- Calculate the module unit height (y) by dividing the module unit width (x) by 1.56 (y equals 64% x).
- Add as many rows as necessary to fill the available space. The amount of module units tall is determined by the height of your layout.



Basic Module Calculation Rules



2.2.2.9.**Endslate Animation**

This format may be used in interactive, video and web applications.

Please use only approved electronic artwork available for download on DNA.



2.2.2.10.

Acceptable Usage

The examples below illustrate acceptable usage of the Tagline Combination Logo.



Examples for Light-Colored Backgrounds



Examples for Monochromatic



2.2.2.11. Unacceptable Usage

Clearly there are many alternatives possible, but only the examples shown above are allowed. However, common sense should prevail when using the tagline, and exceptions may be allowed. Especially to accommodate local language constraints, after discussion with Infiniti Motor Company Limited (IML). The examples below, and on the following page, demonstrate unacceptable usage of the Tagline Combination Logo.

Important Notes:

The space between Infiniti Logo, tagline, and the separator line found between the two should never be altered.

Do not alter the size relationship or the proportion of the logo.



Do not use the violet line or the tagline without the Infiniti Logo.



Do not place other copy too close to the Tagline Combination Logo.



Do not place the Tagline Combination Logo in a box or short band (use of wide band is acceptable).



2.2.2.11.**Unacceptable Usage
Continued**

Do not separate the tagline from the Tagline Combination Logo.



Do not combine tagline with any other lockup.



Do not use unauthorized colors within the Tagline Combination Logo.



Do not place the Infiniti Logo on a visually distracting background.
When in doubt submit, please consult with Infiniti Motor Company
Limited (IML) for review.



Do not use Gradated Violet Line on Light-Colored Backgrounds.



2.2.2.11.**Unacceptable Usage
Continued**

Do not combine tagline with 3D application
of Infiniti Logo & Wordmark



Do not use the Tagline Combination logo
for Merchandising goods.



- Do not use the Horizontal Format when space is available for the Vertical Format.
- Do not reproduce the Infiniti Logo smaller than the minimum size of 0.235" (6mm) of the height of the Infiniti Brand Symbol.
- Do not lockup any copy to the Combination Logo.

2.2.2.12.**Tagline Translation to Local Language****Global Standard**

- The tagline must not be altered nor replaced
- The tagline must appear in English

Exception

If the following conditions exist, consideration will be given to allow an exception to the global standard. All proposals for exceptions must go through a Global Validation Process (see Section 2.2.2.13.).

- Requirements due to local Law/Regulation
- Local Market Needs due to cultural differences (customer needs)

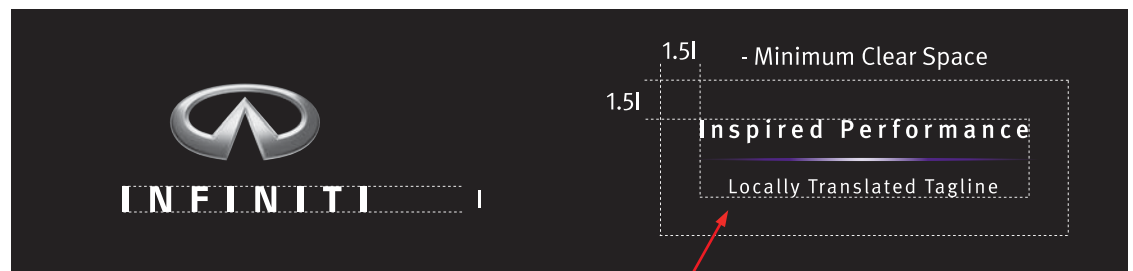
Infiniti Logo**Local Lock-up****Inspired Performance**

Locally Translated Tagline

Size of Local language

The spacing should be equal to the original English version

- The local translation is provided as a supplement to the English tagline to aid in comprehension and awareness. Hence, the local translation should use a smaller font size than the original English tagline.
- This policy is put in place since the English tagline was developed to ensure global consistency of the brand.

Minimum Clear Space of Local Lock-up

- Even if the logo lockup and tagline are applied to separate areas, the size ratio between the two should be kept the same.

2.2.2.12.Tagline Translation
to Local Language
Continued

Print Ad Example



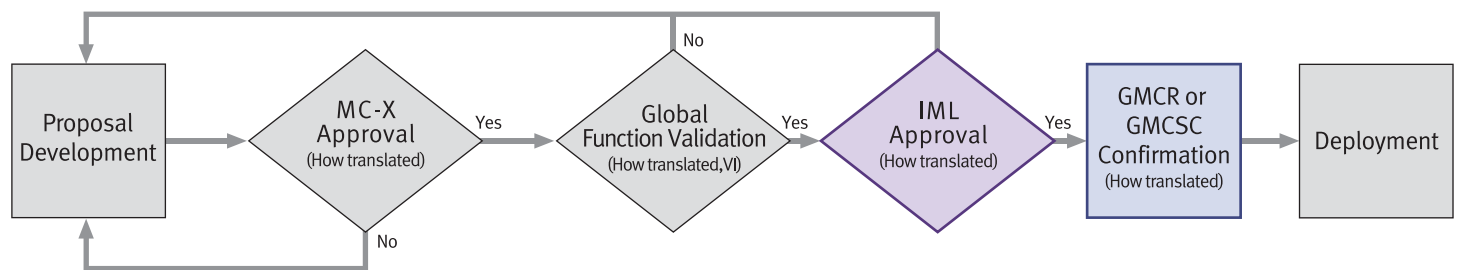
Do not combine Local Lock-up
with Infiniti Logo.

2.2.2.13.

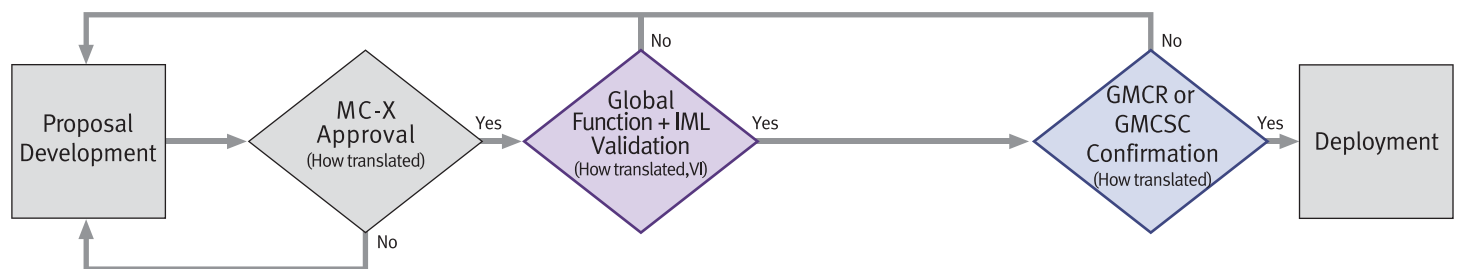
Tagline Translation Global Approval Process

Flowchart Analysis of the Three Possible Cases**Case-1**

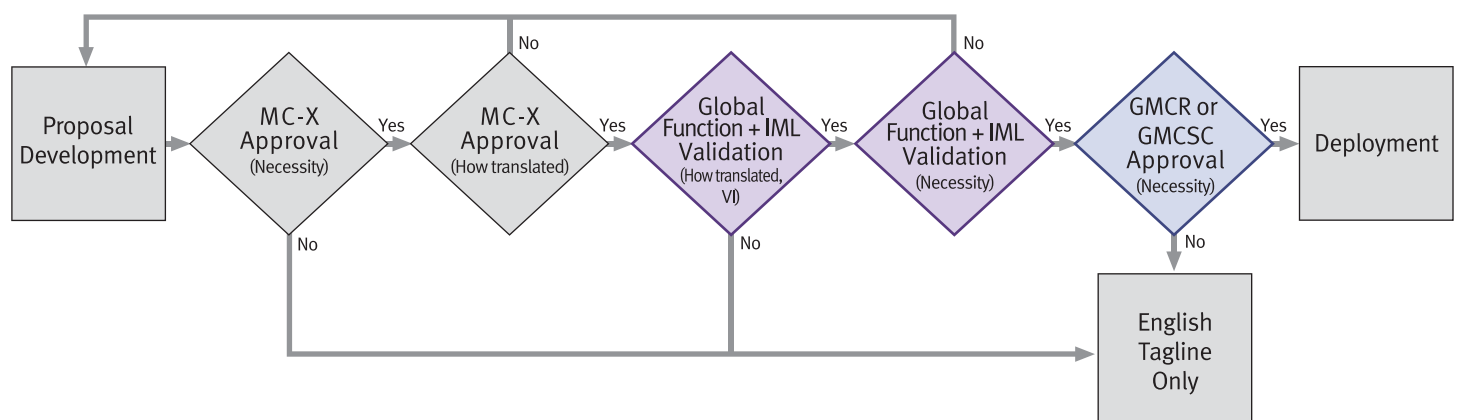
By Legal Requirement (English still exists. Translation is supplemental)

**Case-2**

By Legal Requirement (English is gone. Only local language is shown)

**Case-3**

By Market Needs (English still exists. Translation is supplemental)

**Notes:**

In any case, IML is responsible to the consistency of the regions the same language applies

Glossary:

IML : Infiniti Motor Company Limited
 MC-X : Management Committee in each area.(AMERICAS, ASIA, AMIE)
 GMCR : Global Marketing Communications Review
 GMCSC : Global Marketing Communications Steering Committee

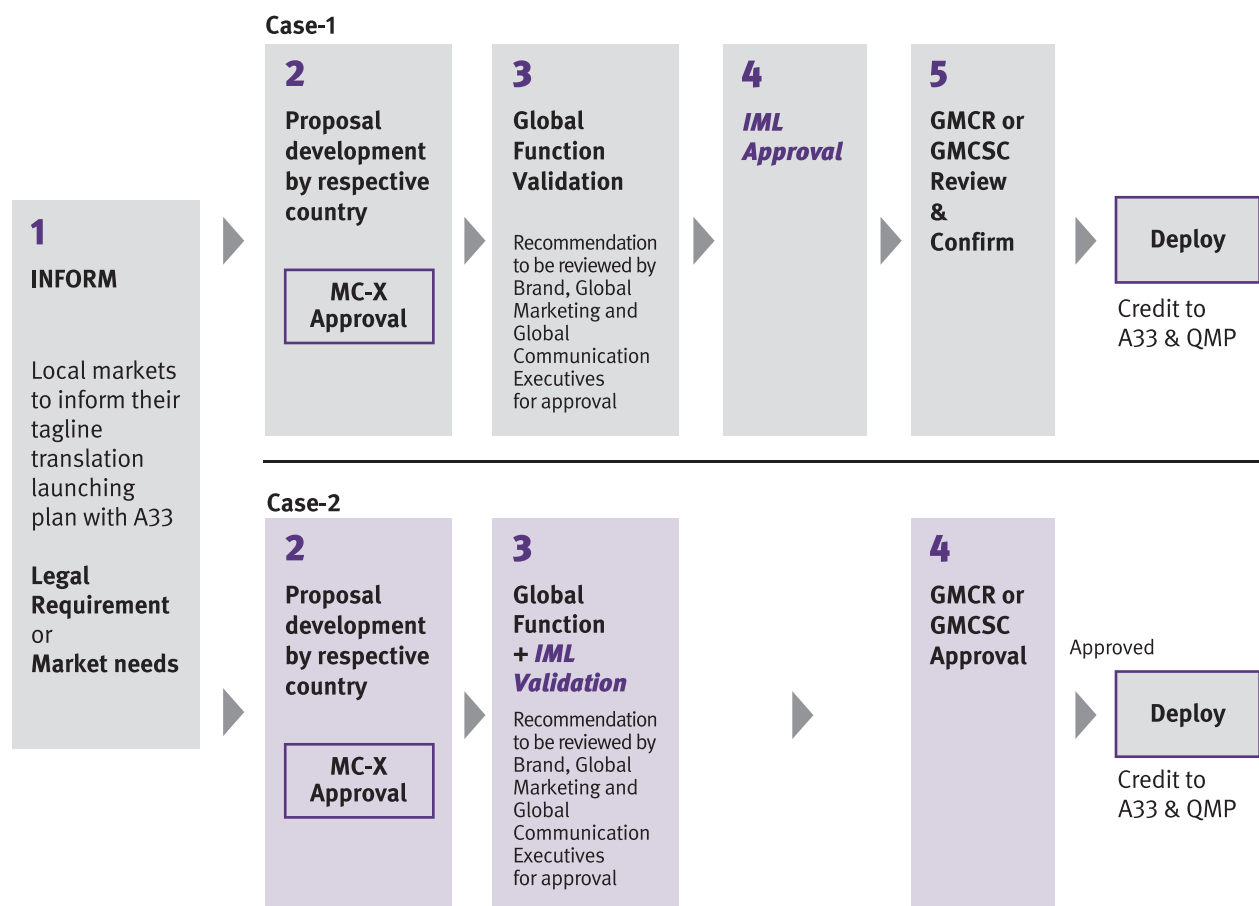
2.2.2.13.

Tagline Translation
Global Approval
Process
Continued

Proposal on Infiniti's Case;

Case-1: By Legal Requirement (English still exists. Translation is supplemental)

Case-2: By Legal Requirement (English is gone. Only local language is shown)



Glossary:

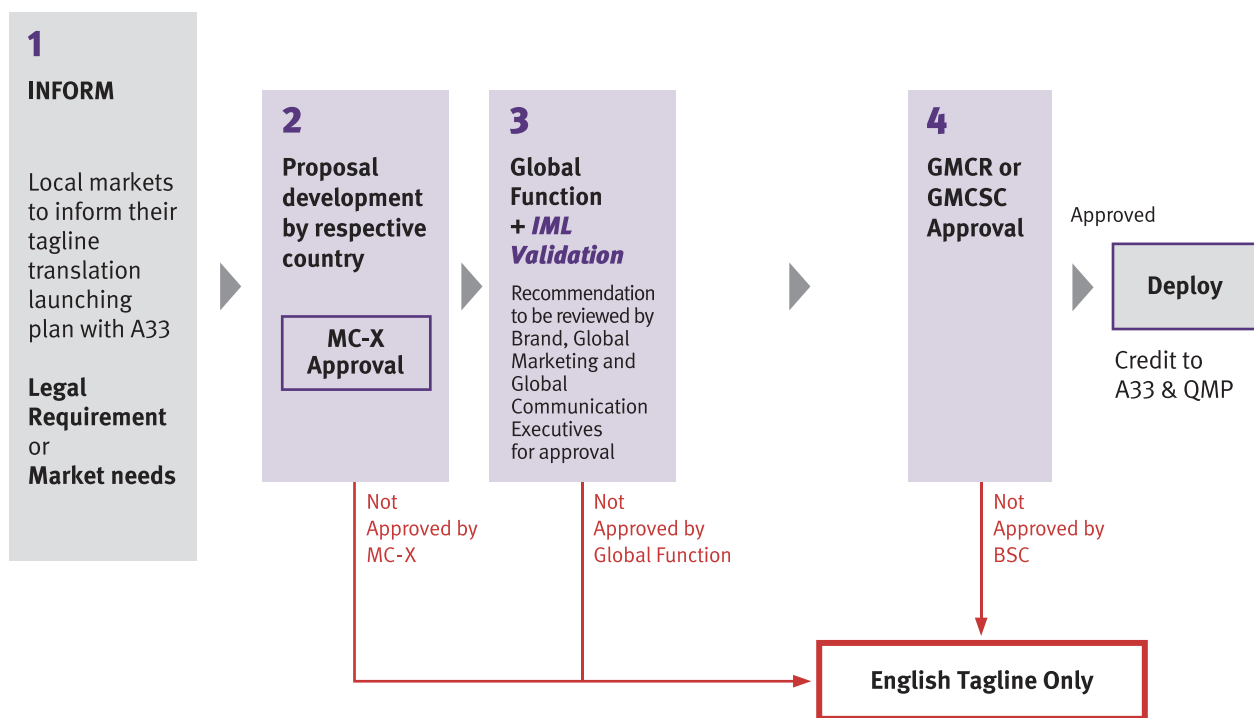
- IML : Infiniti Motor Company Limited
- MC-X : Management Committee in each area.(AMERICAS, ASIA, AMIE)
- A33 : Global Communication and CSR Division
- GMCR : Global Marketing Communications Review
- GMCSC : Global Marketing Communications Steering Committee
- QMP : Global Marketing Strategy Division, Communication and Media Strategy Departemnt

2.2.2.13.

Tagline Translation
Global Approval
Process
Continued

Proposal on Infiniti's Case;

Case-3: By Market Needs (English still exists. Translation is supplemental)

Case-3

Glossary:	IML	: Infiniti Motor Company Limited
	MC-X	: Management Committee in each area.(AMERICAS, ASIA, AMIE)
	A33	: Global Communication and CSR Division
	GMCR	: Global Marketing Communications Review
	GMSC	: Global Marketing Communications Steering Committee
	QMP	: Global Marketing Strategy Division, Communication and Media Strategy Departemnt

2.2.3. Infiniti 2-D Logo - Exceptional Use Only

2.2.3.1. Basics

The Infiniti 2-D Logo is a flat, black and white representation of the preferred (3-D) Infiniti Logo. It has been created for *exceptional use* in merchandising and fax cover sheets only. **The halftone (3-D) version of the Infiniti Logo is always preferred.**

Merchandise processes that may require use of the 2-D version would include:

- Silkscreen
- Embroidery
- Engraving/Etching
- Embossing

Important Note

If you use the Infiniti logo and registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).

Infiniti 2-D Logo



Infiniti 2-D Logo with Registration(R) mark



Infiniti 2-D Horizontal Logo



Infiniti 2-D Horizontal Logo with Registration(R) mark









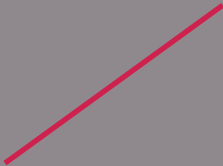

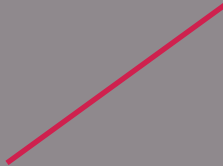
2.2.3.2.
Background Colors

The Infiniti 2-D Logo is intended for use on a very limited group of applications (merchandising and fax cover sheets only)— those requiring a reproduction method that does not permit halftone dots, such as embroidery, embossing or silkscreen.

A black, white and silver version of the Infiniti 2-D Logo have been created. **Except where noted, no other colors should be used.**

See page 2.1.3. for color specifications.

Whether using the black, white or silver Infiniti 2-D Logo be sure there is sufficient background contrast.

Background Color ▼	Infiniti 2-D Logo Color ►		
	White	Black	Silver
Brand Color: White			
Black			
Silver			

2.2.3.3. Clear Space

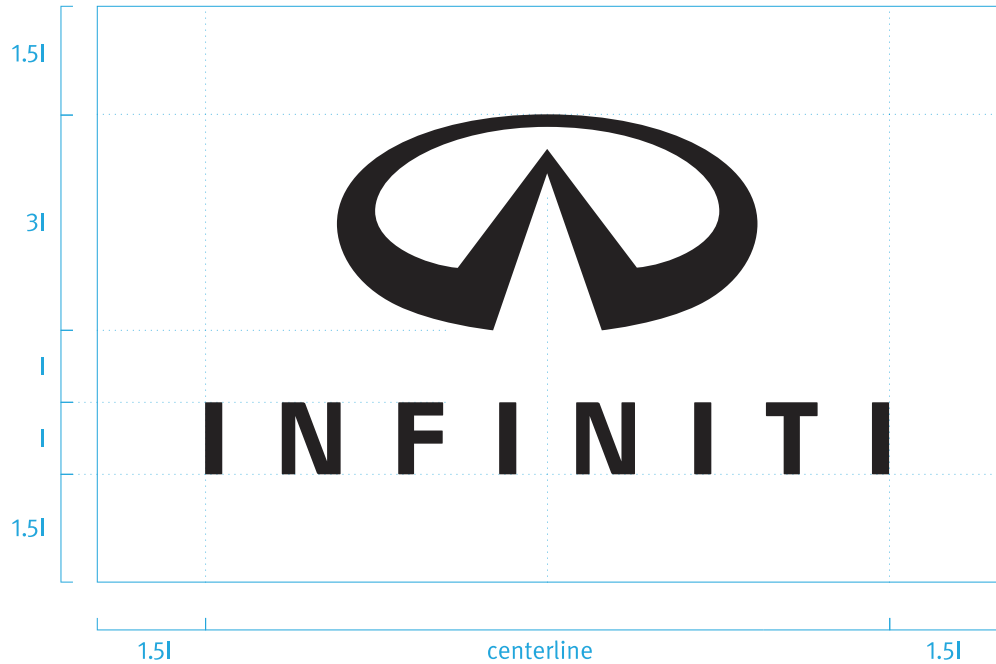
The Infiniti 2-D Logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space equal to 1.5 times the height of the letter "I" must surround the Infiniti 2-D Logo in all applications.

The placement and size relationship between the Infiniti 2-D Brand Symbol and Infiniti Wordmark has been carefully considered.

Please use only approved electronic artwork.

Important Note

If you use the Infiniti logo and registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).



2.2.3.4. Minimum Size

The Infiniti 2-D Logo should never be reproduced at sizes smaller than 0.15" (3.8mm) of the height of the Infiniti Brand Symbol.

Registration mark

The registration mark(®) should never be reproduced smaller than 0.04" (1mm) wide. When the Infiniti 2-D Logo is reduced to 0.443" (11.25mm), the height Infiniti Brand Symbol, the registration mark will be equal to 0.04" (1mm) wide. If you are reproducing the Infiniti 2-D Logo between this size and the minimum size of 0.15" (3.8mm) the height of the Infiniti Brand Symbol, the registration mark must be reset independent from the Infiniti Logo.

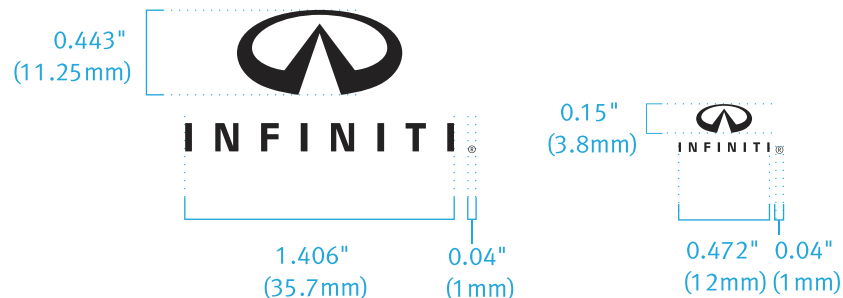
See Section 2.4. — Trademark Usage for further information.

The minimum size for the Infiniti 2-D Logo is smaller than that of the preferred halftone (3-D) Infiniti Logo, given that line art maintains its quality in reproduction to a smaller size than halftone art.

At 0.443" (11.25mm) height of the Infiniti Brand Symbol, the registration mark equals 0.04" (1mm) wide.

Scaled up from this size the registration mark need not be reset.

Scaled down from this size and the registration mark must be reset to 0.04" (1mm).



2.2.3.5.**Infiniti 2-D Horizontal Logo - Exceptional Use Only****Basics**

The Infiniti 2-D Horizontal Logo is a flat, black and white representation of the (3-D) Infiniti Horizontal Logo. It has been created for *exceptional use* only (merchandising and fax cover sheets) where the reproduction methods do not support the quality reproduction of the preferred halftone (3-D) version. **The halftone (3-D) version of the Infiniti Horizontal Logo is always preferred.**

Processes that may require use of the 2-D Horizontal version would include:

- Silkscreen
- Embroidery
- Engraving/Etching
- Embossing

2.2.3.6.**Infiniti 2-D Horizontal Logo - Exceptional Use Only****Clear Space**

The Infiniti 2-D Horizontal Logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space equal to 1.5 times the height of the letter "I" must surround the Infiniti 2-D Horizontal Logo in all applications.

The placement and size relationship between the Infiniti 2-D Brand Symbol and Infiniti Wordmark has been carefully considered.

Please use only approved electronic artwork.

Important Note

If you use the Infiniti logo and registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).

**2.2.3.7.****Infiniti 2-D Horizontal Logo - Exceptional Use Only****Minimum Size**

The minimum size for the Infiniti 2-D Horizontal Logo is smaller than that of the halftone (3-D) Infiniti Horizontal Logo, given that line art maintains its quality in reproduction to a smaller size than halftone art.

At 0.295" (7.5mm) height of the Infiniti Brand Symbol, the registration mark equals 0.04" (1mm) wide.

Scaled up from this size the registration mark need not be reset.

Scaled down from this size and the registration mark must be reset to 0.04" (1mm).

The Infiniti 2-D Horizontal Logo should never be reproduced at sizes smaller than 0.1" (2.54mm) the height of the Infiniti Brand Symbol.

**Registration mark**

The registration mark(®) should never be reproduced smaller than 0.04" (1mm) wide. When the Infiniti 2-D Horizontal Logo is reduced to 0.295" (7.5mm), the height of the Infiniti Brand Symbol, the registration mark will be equal to 0.04" (1mm) wide. If you are reproducing the Infiniti Logo between this size and the minimum size of 0.1" (2.54mm) the height of the Infiniti Brand Symbol, the registration mark must be reset independent from the Infiniti Logo.

See Section 2.4. — Trademark Usage for further information.

2.2.3.8.

Acceptable Usage

Select quality materials that match as closely as possible to the Infiniti Brand Colors, Brand Accent Color and Application Colors.



Etched on glass



Engraved on metal

Special consideration regarding clear space may be given to items with space constraints — such as pens, pins and banners — where the size of the Infiniti 2-D Horizontal Logo must take precedence for maximum legibility.



Tumbler



Pen

2.2.3.9.

Unacceptable Usage

In addition to the unacceptable examples shown on page 5.11 – 5.12, these specific situations apply.

Do not reproduce the Infiniti 2-D Logo in any color other than black, white or Infiniti Silver (the only acceptable exception to this is when producing tone-on-tone apparel).



Do not use the Infiniti 2-D Horizontal Logo when space is available for the Infiniti 2-D Logo.



Do not reproduce the Infiniti 2-D Logo smaller than the minimum size of 0.472" (12mm) wide.



Do not use the Infiniti 2-D Logo on any print materials (always use the 3-D version whenever reproduction methods support quality halftone artwork).



2.2.4. Application Colors

2.2.4.1. Basics

Please refer to PANTONE® for current CMYK equivalents.

The colors shown here and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Important Note:

Use caution when applying the dark tone Application Colors — they should not compete with the Brand Accent Color, Infiniti Violet.

See page 2.1.4. Brand Accent Color.

Important Note:

When use of color imagery is not possible, application colors may be used. Avoid combining multiple application colors in the same layout. Never use the medium colors as a field of color in conjunction with 4-color photography.

The Application Colors have been chosen for their premium and contemporary feel. They work in harmony with the Brand Colors reflecting a sophisticated, nuanced palette. They embody a stylish and inviting tone, one that compliments the luxurious experience of the vehicles.

They may be used across all application items to highlight information, augment photography, add warmth to communications or index a group of related materials — as both large and small fields of color, but must not overshadow the Brand Colors and Brand Accent Color.


Color is a vital tool that adds vibrancy to Infiniti materials. The following rules must be followed when working with color:

- Use photography as the primary source of color
- Use the neutral color palette of warm and cool tones to complement brightly colored images
- When color imagery is not possible, use the application colors
- Type color should complement the primary image and be selected from the application color palette

Neutral Cool Tone



Light Cool Gray
(or PANTONE® Cool Gray 2)
RGB: R230 G230 B230
HEX: DBD9D1
CMYK: C0 M0 Y0 K10



Medium Cool Gray
(or PANTONE® Cool Gray 8)
RGB: R145 G143 B144
HEX: 918F90
CMYK: C0 M1 Y0 K43



Dark Cool Gray
(or PANTONE® Cool Gray 11)
RGB: R82 G80 B81
HEX: 525051
CMYK: C0 M2 Y0 K68



Dark Silver Metallic
(or PANTONE® 8603)

Neutral Warm Tone



Light Warm Gray
(or PANTONE® Warm Gray 2)
RGB: R221 G209 B193
HEX: DDD1C1
CMYK: C0 M2 Y5 K9



Medium Warm Gray
(or PANTONE® Warm Gray 8)
RGB: R150 G137 B122
HEX: 96897A
CMYK: C0 M9 Y16 K43




Dark Warm Gray
(or PANTONE® Warm Gray 11)
RGB: R109 G94 B81
HEX: 6D5E51
CMYK: C0 M17 Y34 K62



Warm Gray Metallic
(or PANTONE® 8003)

Medium Tone



Medium Blue
(or PANTONE® 5425)
RGB: R132 G153 B165
HEX: 8499A5
CMYK: C30 M4 Y0 K31



Medium Yellow
(or PANTONE® 132)
RGB: R179 G129 B0
HEX: B38100
CMYK: C0 M28 Y100 K30



Medium Red
(or PANTONE® 202)
RGB: R142 G0 B28
HEX: 8E001C
CMYK: C0 M100 Y61 K43



Medium Green
(or PANTONE® 5625)
RGB: R90 G111 B84
HEX: 708270
CMYK: C25 M0 Y29 K48

2.2.4.2. Infiniti Logo Application Background

Important Note

To ensure good clarity and visual impact, particular attention must be paid when placing the Infiniti logo on the medium cool and warm grays.













Application of the Infiniti Logo on alternative background colors.

With the new brand direction, color is a vital tool to bring vibrancy to Infiniti. In an effort to support this strategic direction, greater flexibility/alignment in color application is necessary, therefore the following guidelines are recommended:

- 1). Use photography as the primary source of color
- 2). Use the neutral color palette of warm and cool tones to complement brightly colored images
- 3). When color imagery is not possible, use application colors

- 4). Type color selected from the application color palette should complement the primary image
- 5). When use of color imagery is not possible, application colors may be used. Avoid combining multiple application colors in the same layout. Never use the medium colors for a field of color in conjunction with 4-color photography.

Pantone color information is available on page 5.25.

	Neutral Cool Tone	Neutral Warm Tone	Medium Tone
Standard Inks	 Light Cool Gray	 Light Warm Gray	 Medium Blue
	 Medium Cool Gray	 Medium Warm Gray	 Medium Yellow
	 Dark Cool Gray	 Dark Warm Gray	 Medium Red
			 Medium Green
Metallic Inks	 Dark Silver Metallic	 Warm Gray Metallic	

2.2.4.3.

Applying the Palette with Four-Color Photography

Photography is the preferred means to generate color, both as primary imagery and as photographic backgrounds for large fields of color. Focus on a consistent color palette and limit color variety. Always avoid using large fields of flat color.

With the increased emphasis on presenting color through photography, a neutral color palette has been developed. This neutral palette of warm and cool tones will be used to complement brightly colored primary imagery to avoid color conflicts and distracting visual complexity.

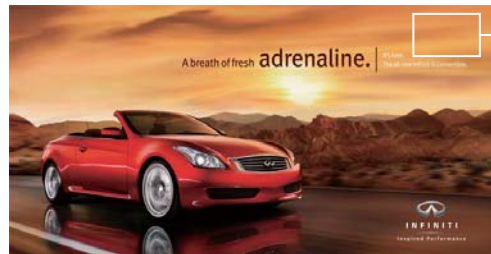
When use of photography for large color fields is not practical or not possible, a color from the neutral palette is recommended.

Note: The Brand colors of Black, White and Silver are equally well suited to complement photography.

A single photograph serves as the primary image and has been extended to provide a color field for type and graphics

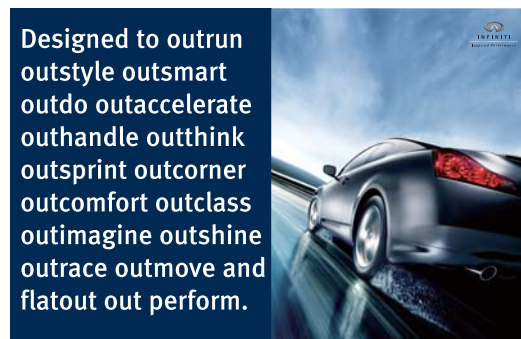


Cropped image – a portion of the primary photographic image is cropped and enlarged to create a field of color



Model	2008 Infiniti G Coupe	2008 Infiniti G Coupe	2008 Infiniti G Coupe	2008 Infiniti G Coupe
Price	\$28,990	\$30,990	\$32,990	\$34,990
Engine	3.5L V6	3.5L V6	3.5L V6	3.5L V6
Transmission	5-Speed Automatic	5-Speed Automatic	5-Speed Automatic	5-Speed Automatic
Drive	Front-wheel drive	Front-wheel drive	Front-wheel drive	Front-wheel drive
MPG (City/Hwy)	24/34	24/34	24/34	24/34
Warranty	3 years/50,000 miles	3 years/50,000 miles	3 years/50,000 miles	3 years/50,000 miles

Complementary image – a separate photograph that complements the pavement color in the primary image is used as a color field



ever notice how
truly rare objects
force all the things
around them to
fade quietly away
into the background



A neutral color was applied as a large color field behind the type.

2.2.4.3.

Applying the Palette without Four-Color Photography Continued

When use of color imagery is not possible, for example, when working with limited colors on press, when printing special materials or when developing wearables, application colors may be used. Avoid combining multiple application colors in the same layout. Never use an application color for a field of color in conjunction with 4-color photography.

A photograph was not able to be used as a color field, so neutral colors were selected for the large color field and type



A card where the printing was limited to less than four colors, not allowing for a photograph, thus an application color was selected for the color field and a neutral color for type

2.2.4.4.
Color Usage Matrix

The following chart should be used as a quick reference guide for use of the Infiniti colors. This list is intended as an overview and is not meant to be comprehensive.

With 4-Color Photography	Type	Field
Accent Color (Violet)	minimally as an accent	
Brand Colors	●	●
Application Colors		
—Neutral Tone	●	●
—Medium and Dark Tones	●	
Cropped Image	●	●

Without 4-Color Photography	Type	Field
Accent Color (Violet)	minimally as an accent	
Brand Colors	●	●
Application Colors		
—Neutral Tone	●	●
—Medium and Dark Tones	avoid using in combination with a medium or dark tone color field	avoid using in combination with medium or dark tone color type

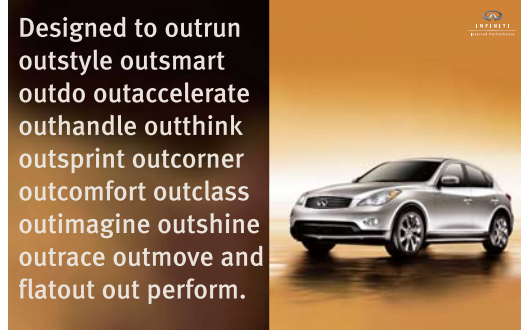
2.2.4.5.

Acceptable Usage

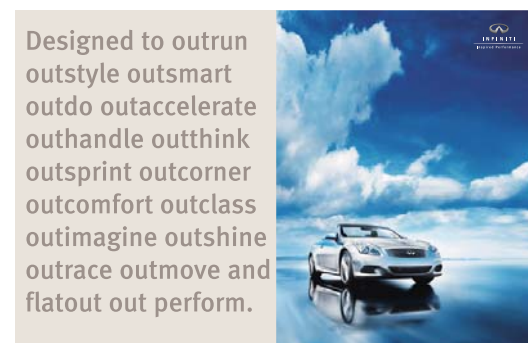
Type color should complement the primary photograph, if one is being used. Any color from either the neutral or application palette may be used. If none complements the primary photograph, then it is acceptable to match a dominant color from the photo for type.

- The neutral palette offers flexibility to complement any photograph
- When selecting an application color, maintain consistent hue and intensity
- Brightly colored type should only be used as an accent or highlight

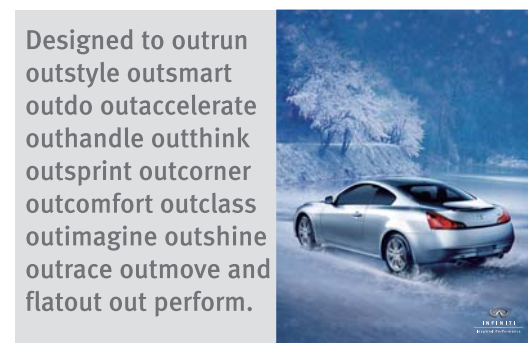
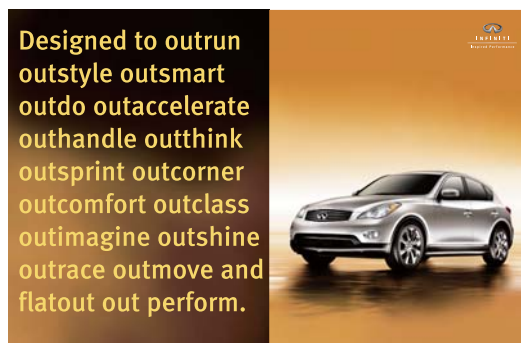
Neutral colored type remains legible and visually simple



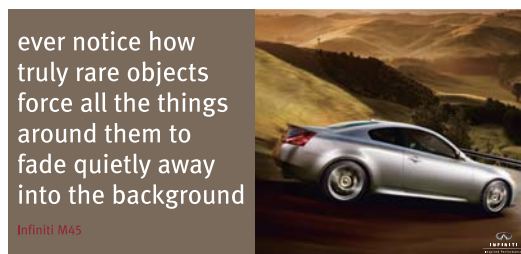
Neutral colored type on neutral color field maintains simplicity



Color derived from primary photograph may be used to add vibrancy



Use of complimentary application color relates to primary photograph and adds color to neutral layout

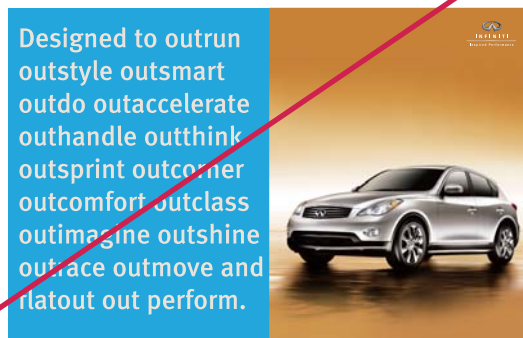


Brightly colored type should only be used as an accent or highlight

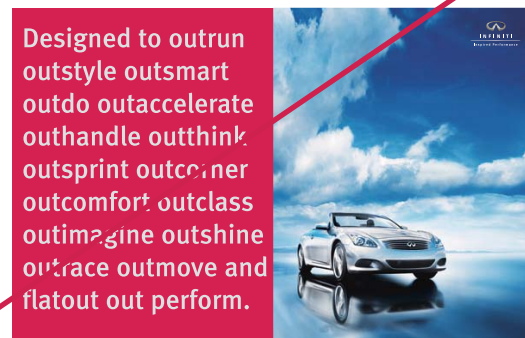
2.2.4.6.**Unacceptable Usage**

The following examples demonstrate unacceptable usage of Application Colors.

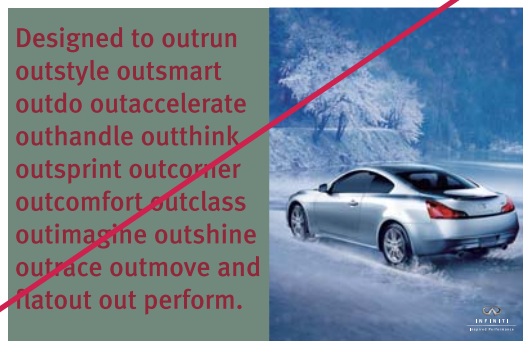
Do not use unauthorized colors for color fields



Do not include colors from the Nissan palette.



Do not use more than one application color simultaneously



Do not use a dark or medium tone color as a color field combined with 4-color photography.*



* Use either a color from the neutral palette or a complementary photographic image.

2.2.5.

Infiniti Gesture

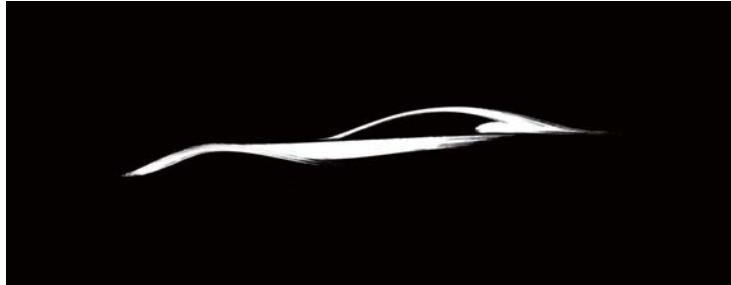
2.2.5.1.Infiniti Gesture
Definition

“Infiniti Gesture” express the characteristic of the side view theme of vehicle design by the force of minimum writing brush.

It symbolizes the essential concept of Infiniti design and also the Infiniti’s creative taste “Dynamic Adeyaka 2.0”. “Infiniti Gesture” plays a very important role to promote the product in all communications. It should link to each vehicle but not represent the overall Infiniti brand.

2.2.5.2.

Infiniti Gesture Usage



Acceptable

Only to promote the product, always link to each vehicle

- AD (Newspaper, Magazine, Flyer, TV, Internet banner, Billboard etc)
- DM
- Web
- POP
- Poster ,Graphic panel
- Graphic banner
- Goods (Brand merchandizing goods, Promotional giveaways)
- Internal promotional communication (Company newsletter, presentation doc for product promotion, E-mail signature, etc)
- Brochure

Unacceptable

To express overall brand itself

- Stationery (Business card, Letterhead, Envelope, Header, ID card etc)
- Genuine Accessory packaging
- Manual (Owner’s manual, Maintenance, Warranty information, etc)
- Form sheet
- Signage
- Uniform
- Recruiting AD
- Co-branding
- Internal communication (Presentation template, Certificate, etc)

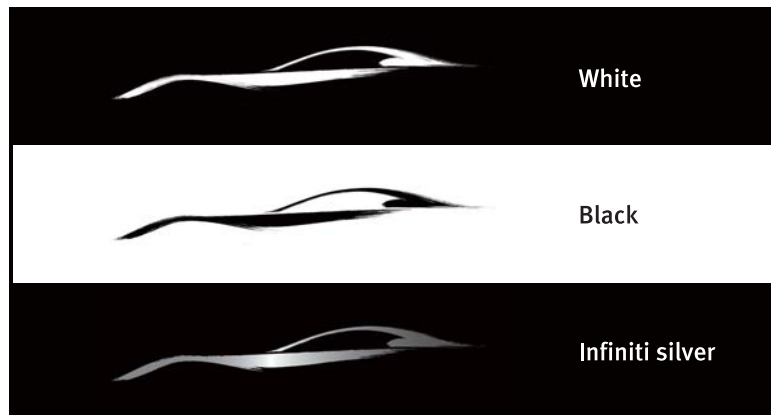
Important Note

If the item does not match above list, please consult with Infiniti Motor Company Limited in advance (IML).

2.2.5.3. Color Usage

Acceptable colors for the Infiniti Gesture are following 4 colors.

Brand colors



Brand Accent Color

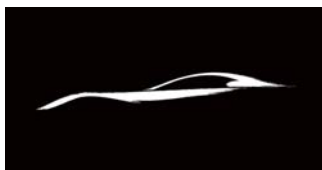


Please use only approved electronic artwork available for download on DNA.

2.2.5.4. Background Colors

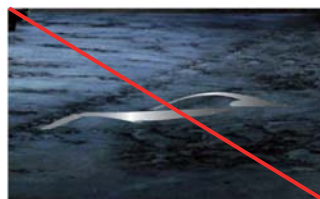
Be sure to use the appropriate artwork to ensure optimum legibility. Care should be given when choosing or developing imagery and patterns—ensuring that the Infiniti Gesture is legible against various backgrounds. In instances where the selected imagery does not provide sufficient and uniform contrast for the Infiniti Gesture, the background image should be

cropped so that it is placed on a solid field (or band) of black or Infiniti Silver. In keeping with the spirit of the Infiniti Visual Identity policies, the Infiniti Gesture should not be placed in a box. Remember, the most important consideration is that the Infiniti Gesture has maximum contrast and visibility — either placed on one of the Brand Colors or on an even tone image.



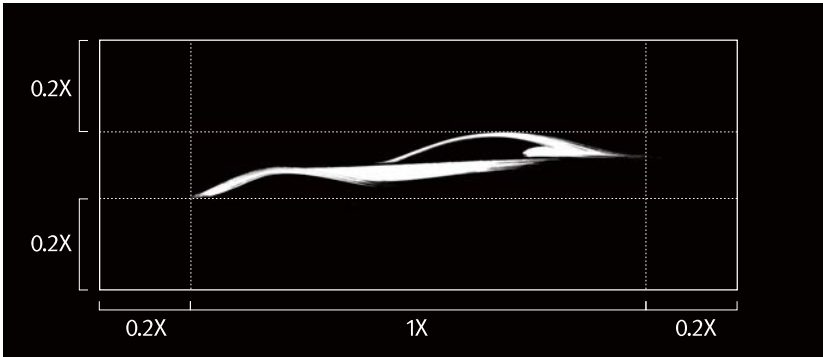
To ensure maximum visibility, the Infiniti Gesture should never be placed on a visually distracting or heavily textured background. If the image can not be retouched to reduce the visual “noise” behind the Infiniti Gesture, a solid panel of color (one of the core

Brand Colors or a color selected from the Application Color Palette) may be used to provide an even tone background. When in doubt, consult with Global Infiniti Motor Company Limited (IML).



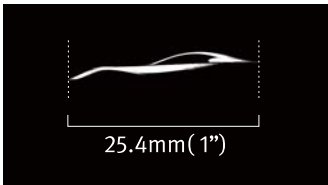
2.2.5.5.
Clear Space

The Infiniti Gesture is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space equal to 0.2 times the length of the Infiniti Gesture must surround the Infiniti Gesture in all applications.



2.2.5.6.
Minimum Size

The Infiniti Gesture should never be reproduced at sizes smaller than 25.4mm(1") of the length of the Brushstroke.



2.2.5.7.
Display Ratio of
Line-up

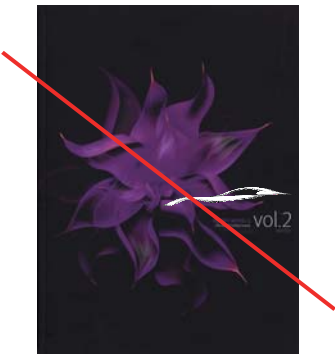
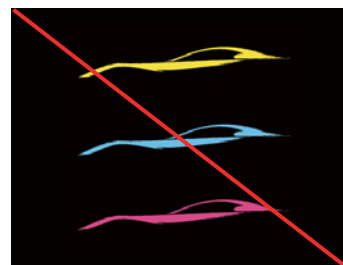
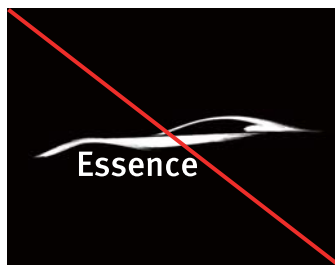
When all lineup of Infiniti Gesture is displayed at the same face (for instance, a cover of all models brochure), please adjust the Gesture size in accordance with following ratio.

	0	100%	Length
Essence			100.0%
M			98.5%
G Sedan			84.5%
G Coupe			86.0%
G Convertible			85.5%
EX			85.0%
JX			94.0%
FX			97.0%
QX			104.0%
Q50			92.0%

Acceptable Usage



Unacceptable Usage



2.2.6.

IPL Logo

2.2.6.1.

Introduction

Introduction

The Infiniti Performance Line, (IPL), offers a new level of premium performance for Infiniti vehicles, focusing not just on engine power and acceleration, but also on redefining total vehicle performance. IPL promises unique driving attributes with exclusive designs, different from other Infiniti models in each selected Infiniti line.

**2.2.6.2.**

Basics

Please use only approved electronic artwork.

The IPL logo is designed to reinforce the strong message and spirit of IPL.

The letter “I” features a red insert representing sporty spirit, while the Infiniti-violet “shadow” behind the letter appears like an Infiniti flag to indicate the brand’s Inspired Performance promise.

Important Note

The IPL logo must include the registration mark (®) when used in the United States and Canada.

If you use the IPL logo with registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).

IPL
Logo

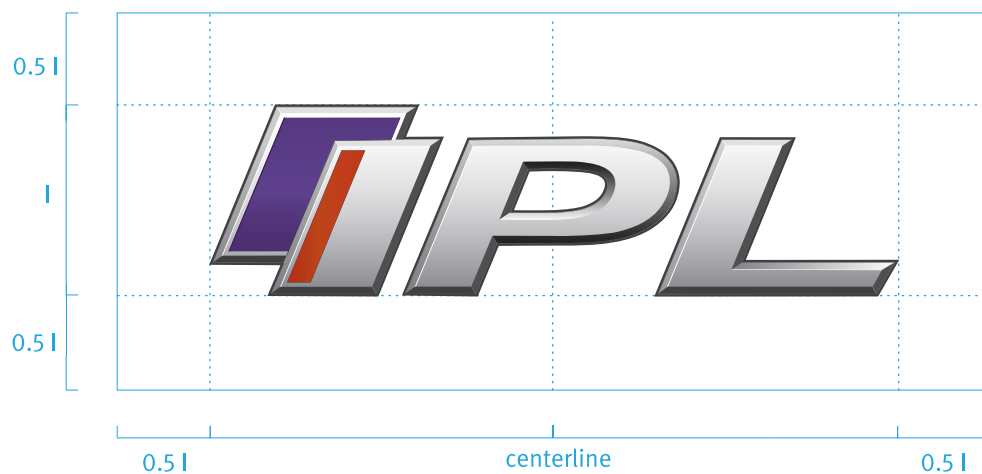


2.2.6.3.

Clear Space

The IPL Logo is most effective when surrounded by as much open space as possible. **A minimum area of unobstructed clear space equal to 0.5 times the height of the logo must surround the IPL Logo in all applications.**

Please use only approved electronic artwork.



2.2.6.4.

Minimum Size

The IPL Logo should never be reproduced at sizes smaller than 17mm (10.67") of the width of the IPL logo.



2.2.6.5.
Background Colors

The IPL Logo has been carefully crafted to ensure high-visibility when placed over imagery. This adds flexibility, depth and dimension, while creating a more immediate connection between the IPL Logo and the vehicle.

Remember, the most important consideration is that the IPL Logo has maximum contrast and visibility — either placed on one of the Brand Colors or on an even tone image.

Important Note
Careful control of the back-ground colors and environment surrounding the IPL Logo is vital to:

- Ensure maximum visual impact
- Build consumer recognition through consistency

Background Colors►	
Brand Color:	Image:
 White	 Light-colored, uniform in tone
 Black	 Dark-colored, uniform in tone
 Infiniti Silver	When placing IPL Logo on a photo/image the background must be solid and clear in tonality.

2.2.6.6. Background Colors Continued

To ensure maximum visibility, the IPL Logo should never be placed on a visually distracting or heavily textured background. If the image can not be retouched to reduce the visual “noise” behind the IPL Logo, a solid panel of color (one of the core Brand Colors or a color selected from the Application Palette) may be used to provide an even tone background.

Please use only approved electronic artwork.

Even tone backgrounds provide best contrast for the IPL Logo.

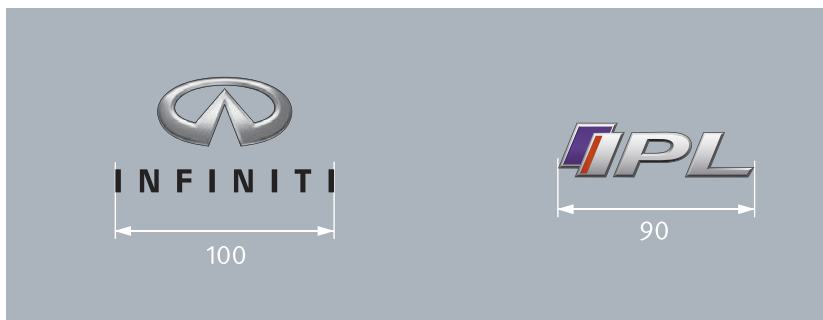


Heavily textured backgrounds significantly reduce the overall impact of the IPL Logo. If retouching is not an option place the IPL Logo on a solid field of color, place the Logo on a solid field of color.



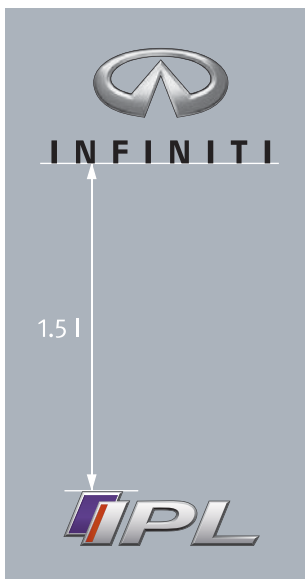
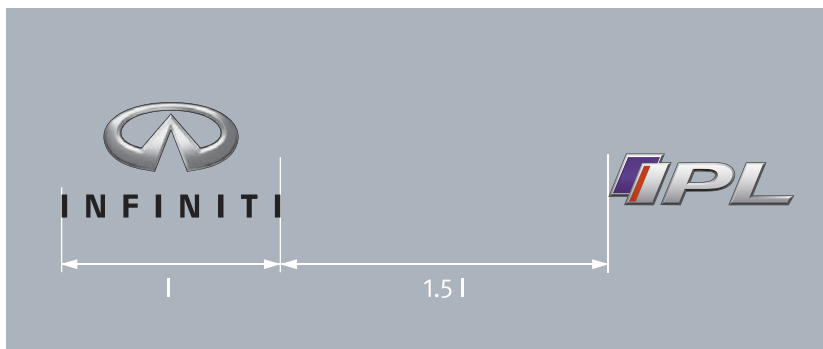
High contrast backgrounds also significantly reduce the overall impact of the IPL Logo. In these instances where retouching is not an option, place the Logo on a solid field of color.



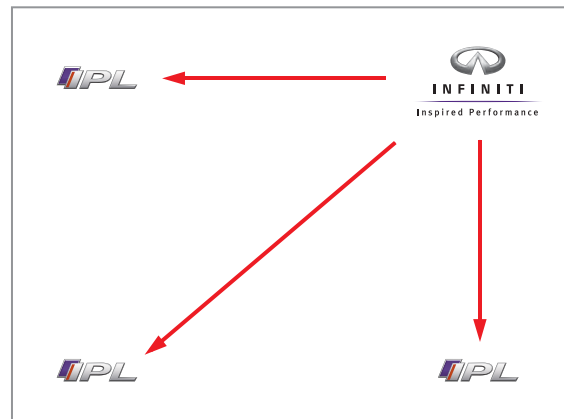
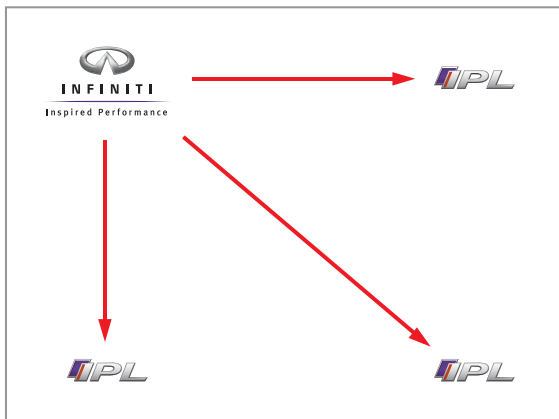
2.2.6.7.**Dual Display with Infiniti Brand Logo****Dual display with Infiniti brand logo****Ratio of size**

If two logos are to be displayed on vertical, horizontal, and diagonal line, the width of the INFINITI Brand Logo should be 100% and 90% for the IPL Logo to align the visual size.

The ratio should be the same for any media (Newspaper, magazine, poster, catalogue etc.),.

Minimum space**Minimum space of 1.5 I is required between the Infiniti brand logo****Placement of IPL Logo**

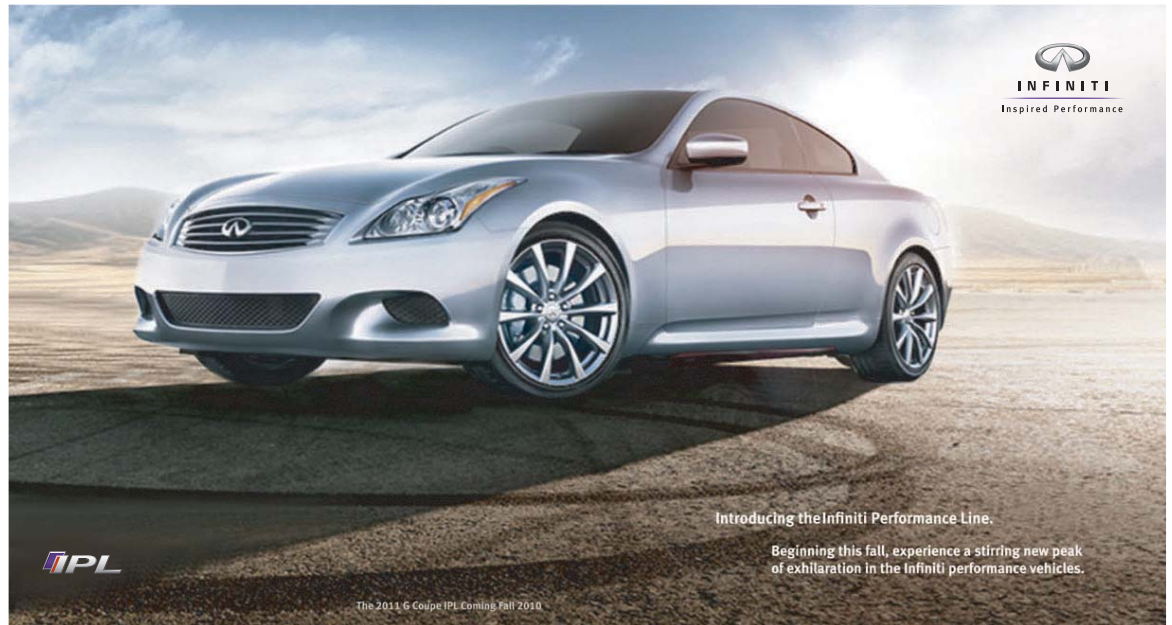
Do not place IPL Logo anywhere above Infiniti Brand Logo.



2.2.6.8.

Acceptable Usage

Illustrations are for demonstration purposes only.



Print AD



Leaflet

2.2.6.9.

Unacceptable Usage

The examples below, and on the following page, demonstrate unacceptable usage of the IPL Logo.

Do not alter the size relationship or proportion of the each letter.



Do not use the IPL violet graphic separate from the IPL logo.



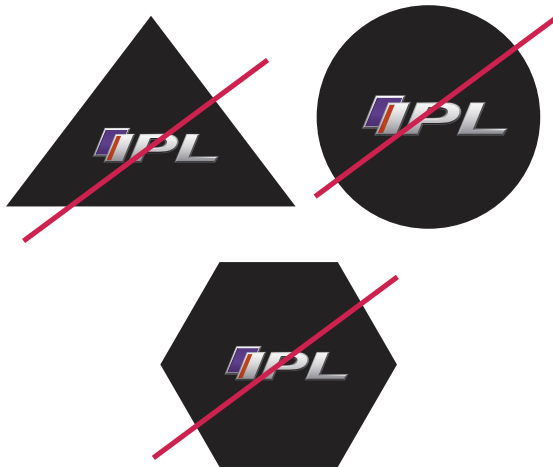
Do not use unauthorized colors for the IPL logo



Do not lock-up any copy to the IPL Logo.



Do not place the IPL Logo in a figure.



Do not lock-up any copy to the IPL Logo.



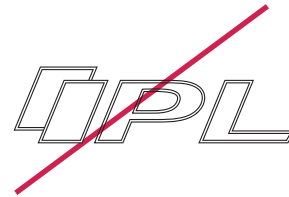
2.2.6.10. Unacceptable Usage Continued

The examples below, and on the following page, demonstrate unacceptable usage of the IPL Logo.

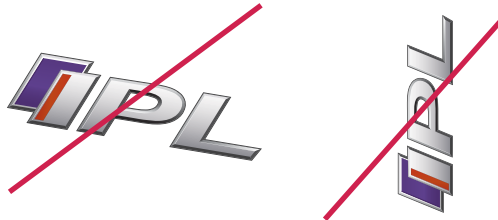
Do not rearrange the each letter.



Do not create an outline version of the IPL Logo.



Do not rotate the IPL Logo (including 90°).



Do not distort the IPL Logo in any way.



Do not place the IPL Logo over text or patterns.

Do not place the logo over text or patterns. Do not place the logo over text or patterns. Do not place the logo over text or patterns. Do not place the logo over text or patterns. Do not place the logo over text or patterns. Do not place the logo over text or patterns. Do not place the logo over text or patterns. Do not place the logo over text or patterns.



Do not crop or cut off any part of the IPL Logo.



Do not create a repeat pattern using the IPL Logo.



Do not create a watermark effect on the IPL Logo.



Do not place the IPL Logo over the Brand Accent Color.



2.2.6.11.**IPL Logo with a Ruby Usage**

Please use only approved electronic artwork.

IPL
Logo
with
Ruby



Infiniti Performance Line

The IPL Logo with Ruby (Infiniti Performance Line) has been created for exceptional use in only following applications when awareness is limited. The IPL Logo without a Ruby is always took priority.

Acceptable**Only to promote the product in Advertisement**

- AD (Newspaper, Magazine, Flyer, TV, Web, Billboard etc)
- DM

Unacceptable**Place and item which is known IPL**

- Brochure
- Genuine Accessory packaging
- Manual (Owner's manual, Maintenance, Warranty information, etc)
- POP
- OOH *due to safety

Important Note

If the item does not match above list, please consult with Infiniti Motor Company Limited (IML) in advance.

2.2.6.12.**Minimum Clear Space****2.2.6.13.****Minimum Size**

17mm
(0.67")

2. Design Elements

2.3. Support Design Elements

Contents

2.3.1. Introduction

2.3.2. Module Grid System

- 2.3.2.1. Defining the Module Grid
- 2.3.2.2. Calculating the Module Grid
- 2.3.2.3. Infiniti Logo Placement
- 2.3.2.4. Infiniti Logo Options
- 2.3.2.5. Infiniti Logo Size Calculation
- 2.3.2.6. Using the Module Grid

2.3.3. Make/Model Linkage

- 2.3.3.1. Basics
- 2.3.3.2. Unacceptable Usage

2.3.4. Restriction of “M” usage

- 2.3.4.1. Authorized uses of “M”
- 2.3.4.2. Sample of Authorized Uses of “M”
- 2.3.4.3. Authorized uses of “M”
- 2.3.4.4. Use of Registration Mark for Infiniti M

2.3.1. Introduction

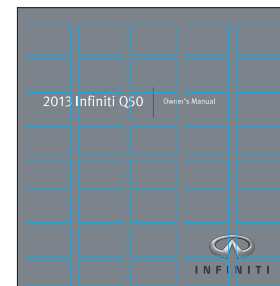
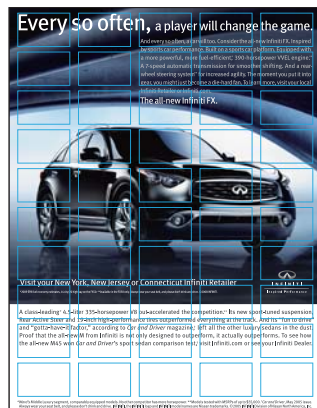
Illustrations (unless otherwise noted) are for demonstration purposes only.

The Infiniti Brand must be protected, supported and communicated clearly and consistently in everything we say and do. Our actions build strong, positive perceptions about Infiniti that ultimately drive customers to choose us.

This section outlines the Infiniti Support Design Elements that build upon the Infiniti Brand. It describes the supporting visual elements of the Brand — the Module Grid System and the Brand Accent Color System— that work together with the **Core Design Elements (described in Section 2.1.4.)** to ensure a strong, compelling Visual Identity.

Module Grid System

This Module Grid System provides guidance for the size and placement of all visual elements in a given layout, including the Infiniti Logo, headlines, text and images. Each grid, composed of five modules units (columns) wide, can be calculated to accommodate a wide variety of formats and applications.



2.3.2.
Module Grid System

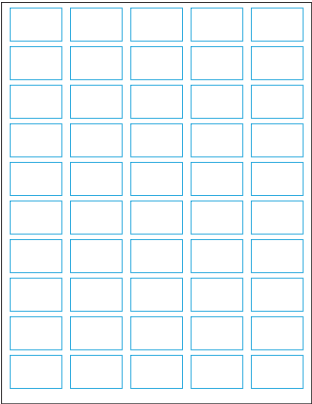
2.3.2.1.
Defining the
Module Grid

The Module Grid System is a mechanism for determining — using set calculation rules — the placement, size and layout for all Infiniti communications materials. Each module unit is based on the size and proportion of the Infiniti Logo with its Clear Space included. Layouts are structured with five module units (columns) wide as shown below.

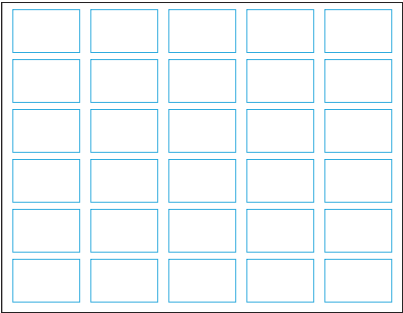
The following pages outline the calculation of the Module Grid, as well as determining Infiniti Logo placement and size relative to the layout.



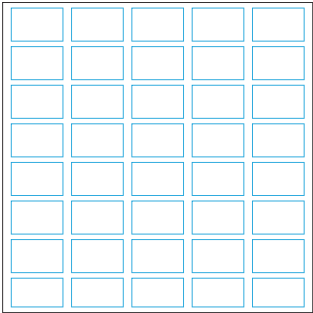
Infiniti Logo Unit



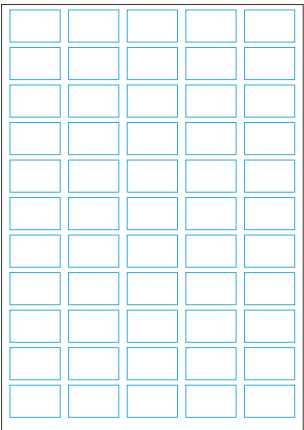
Basic Module
Vertical Format (8.5 x 11")



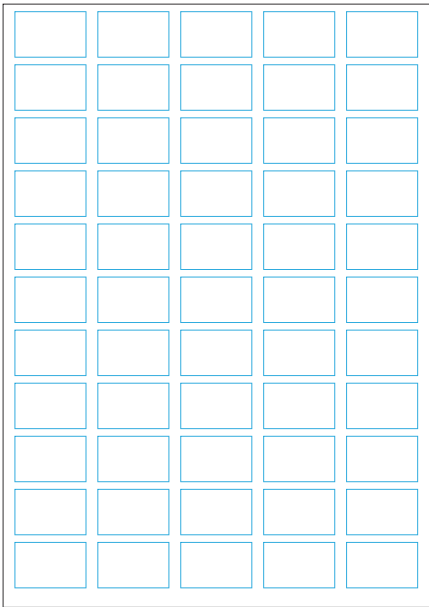
Basic Module
Horizontal Format (11 x 8.5")



Basic Module
Square Format (8.5 x 8.5")



Basic Module
Vertical Format (A4)



Basic Module
Vertical Format (A3)

2.3.2.2.**Calculating the
Module Grid**

Creating a grid entails the following steps:

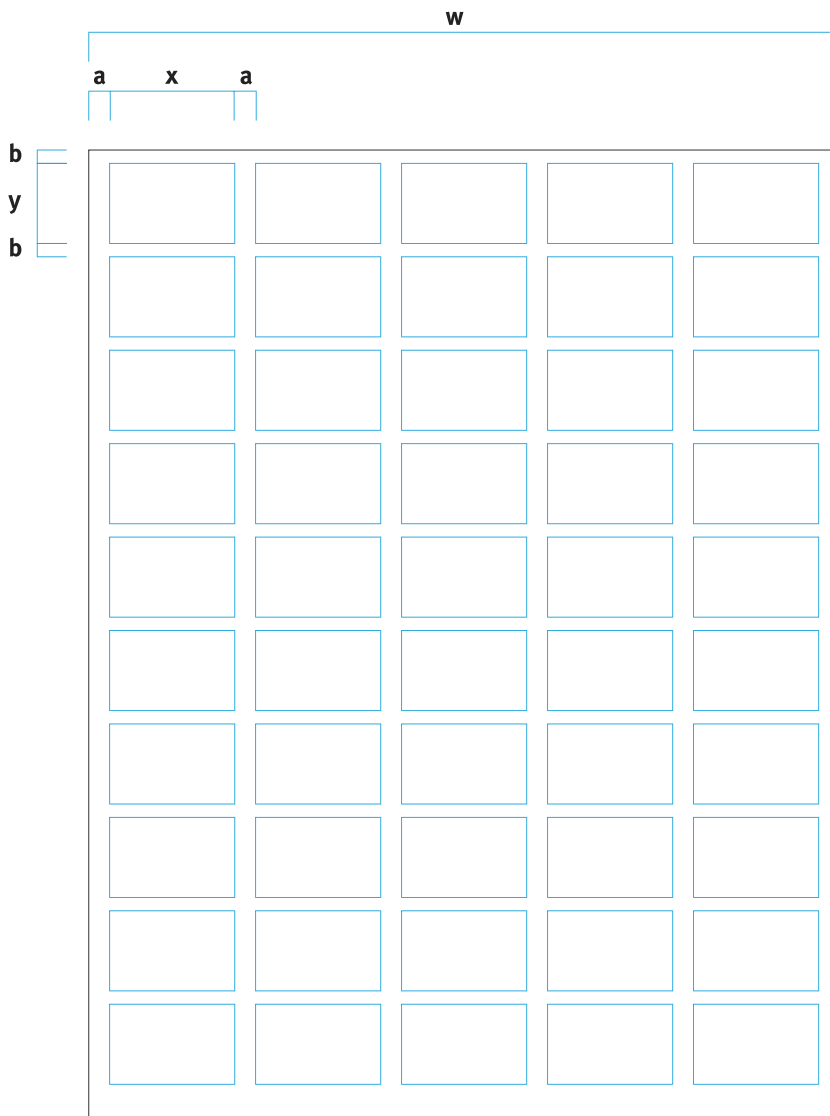
- Establish the size of your layout (for example, 8.5" by 11")
- Margins and text gutters are determined by the width of the application. Determine the margin/gutter width (a) by dividing the width of your layout (w) by 36.
- The module unit width (x) is six times the width of the margin/gutter width (a), allowing for five module units wide per layout.
- For the margin/gutter height (b), divide the margin/gutter width (a) by 1.56 (b equals 64% a).
- Calculate the module unit height (y) by dividing the module unit width (x) by 1.56 (y equals 64% x).
- Add as many rows as necessary to fill the available space. The amount of module units tall is determined by the height of your layout.

$$a = w / 36 \text{ (w divided by 36)}$$

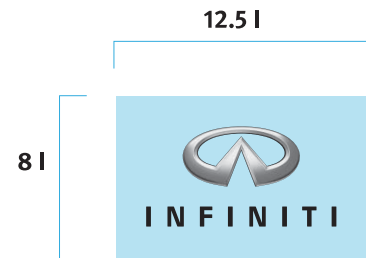
$$b = a / 1.56 \text{ (64\% of a)}$$

$$x = 6a$$

$$y = x / 1.56 \text{ (64\% of x)}$$



**Basic Module Calculation
Rules**



2.3.2.3. Infiniti Logo Placement

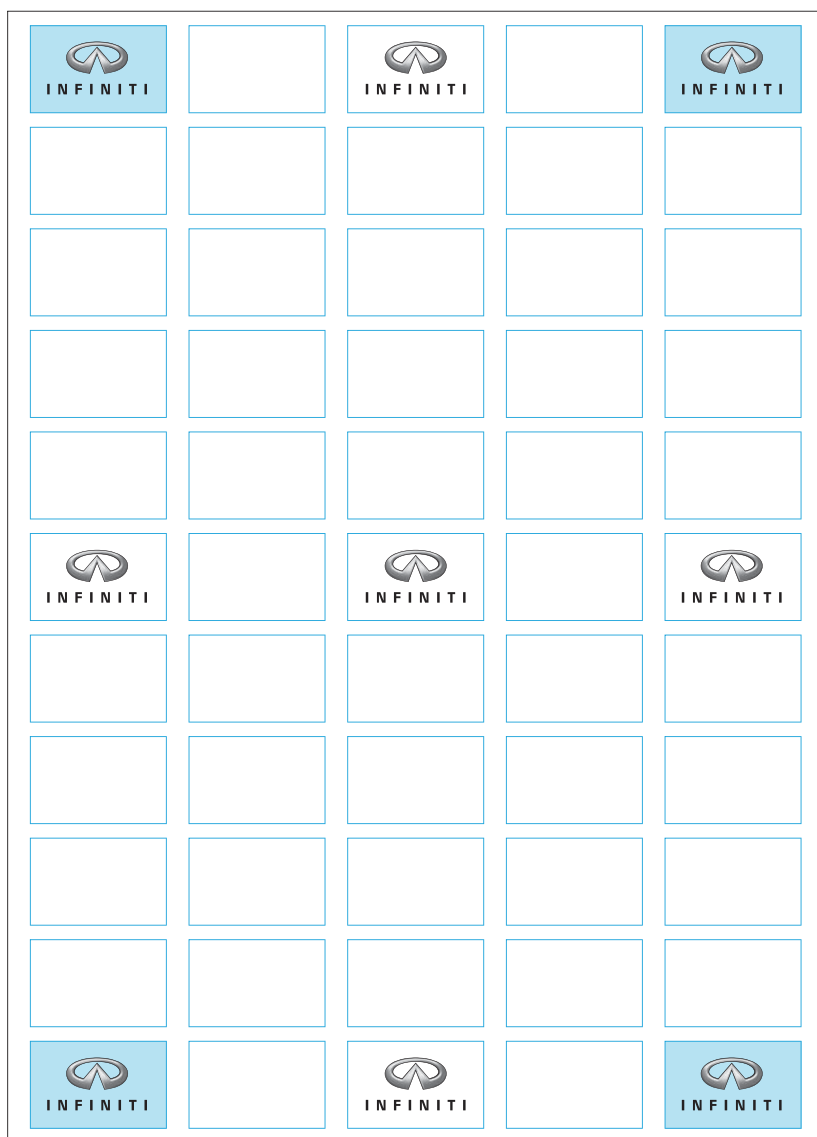
Preferred placement areas for the Infiniti Logo are indicated with light blue shading.

The Infiniti Logo may be placed in any of nine locations within a layout, as shown below. Whenever possible, place the Infiniti Logo in one of the four corners, to allow it to serve strategically as a lead-in or endorsement of the communication. These preferred placement areas are indicated with light blue shading.

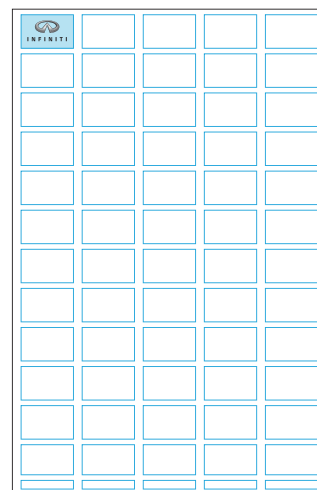
Placement of the Infiniti Logo is determined by inserting the Infiniti Logo (including Clear Space) into the module unit. Align other graphic elements (i.e., type, image, etc.) with the Infiniti Logo for a visually integrated layout.

If the Infiniti Logo is to be placed along the upper edge of the page, begin spacing the grid from the top, adding units down until the page is full.

Alternatively, if the Infiniti Logo is to be placed along the bottom edge of the page, the grid should start at the base and work up to fill the page as shown below.

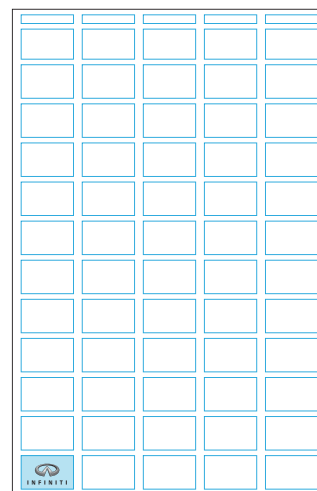


Infiniti Logo placement options



Vertical Format

(11 x 17" Half unit fills base when Infiniti Logo is placed along the top)



Vertical Format

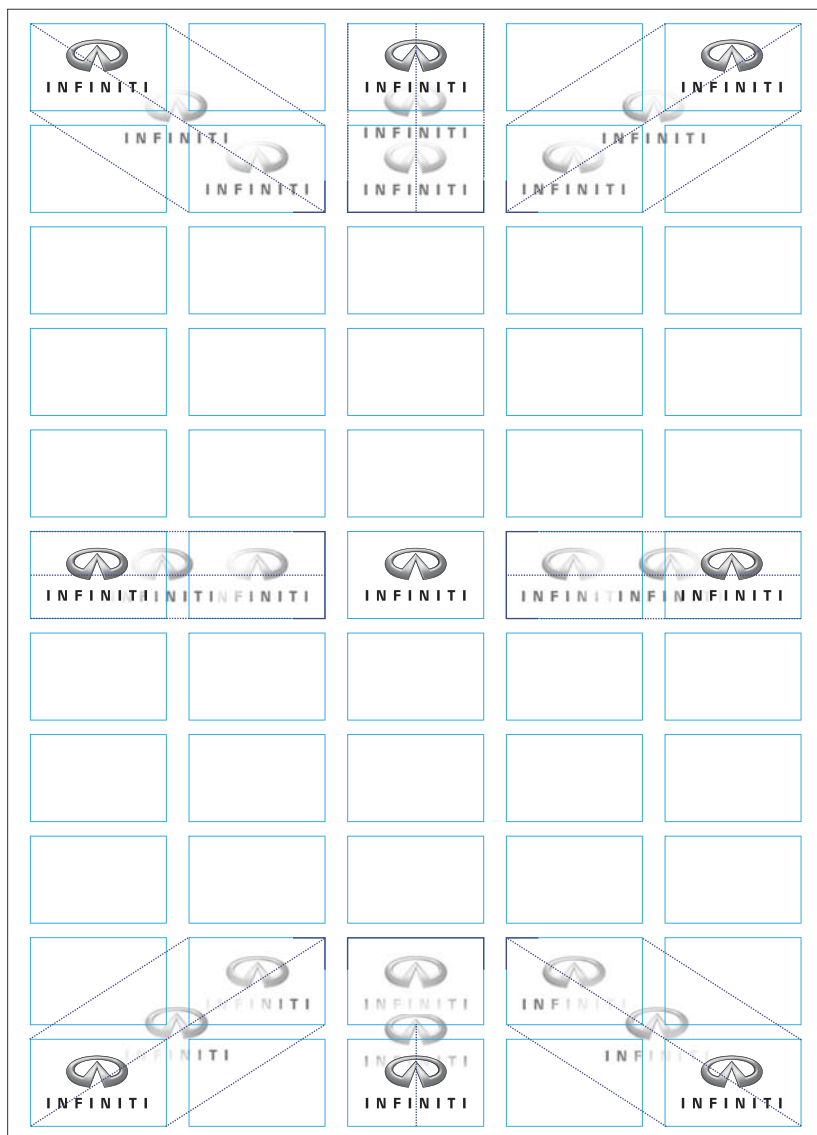
(11 x 17" Half unit fills top when Infiniti Logo is placed along the bottom)

2.3.2.4. Infiniti Logo Placement Options

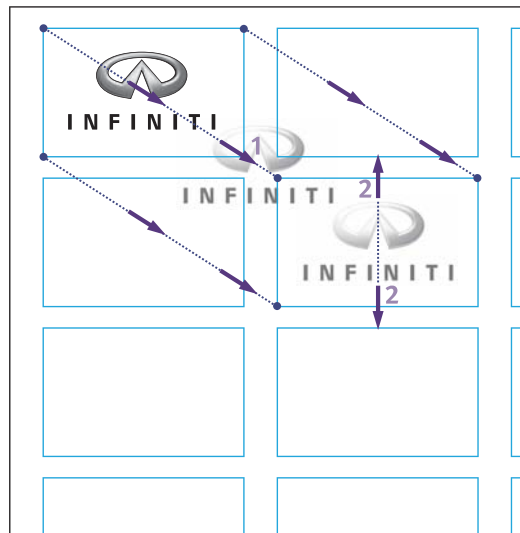
Placement of Infiniti Logo is normally determined using the basic calculation method. However, cases will occur in which you wish to adjust the calculated position in order to accommodate display conditions or special objects. In such cases, please use the adjustment method stipulated in this section.

Infiniti Logo placement options

The maximum width by which Infiniti Logo can be moved is one module unit.



1. Move Infiniti Logo along the diagonal line of the unit and widen the gap between Infiniti Logo and edge.
2. If further slight adjustment is still necessary, you can move Infiniti Logo up or down slightly.



2.3.2.5.**Infiniti Logo Size Calculation**

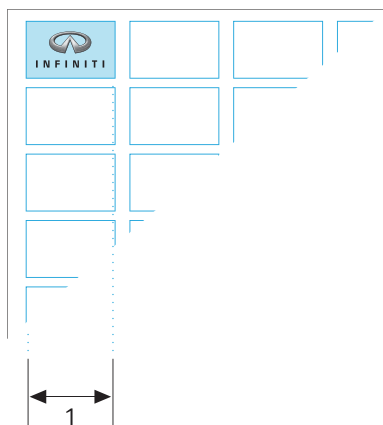
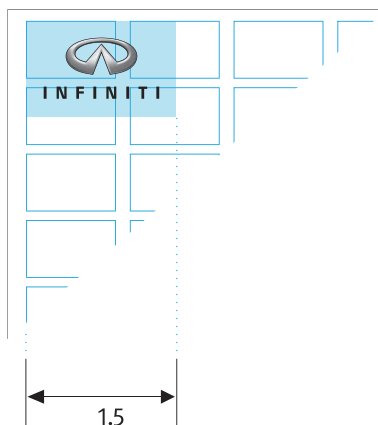
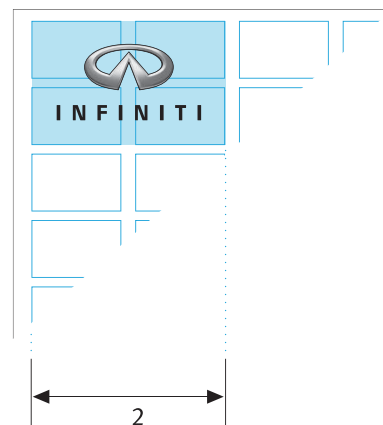
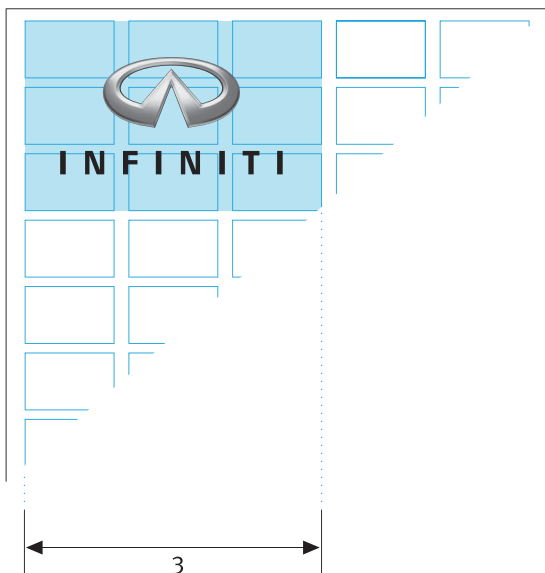
The size of the Infiniti Logo on each Infiniti-branded application should be based on the nature of that item — its size, its function, whether it is a billboard requiring maximum legibility from a distance, or a hand-held promotional brochure.

Size the Infiniti Logo unit as needed between one and five module units in 0.5 unit increments, keeping in mind the following:

- Impact and legibility are key

- Use the Infiniti Logo and Clear Space as a unit in order to maintain Clear Space from the edge of the layout and other graphic elements on the page (see page 2.1.2.3. of **Core Design Elements**)
- Size the Infiniti Logo unit with relation to other graphic elements (i.e., type, image, etc.)

Suggested sizes are shown below.

1 module wide:**1.5 modules wide:****2 modules wide:****3 modules wide:****5 modules wide:**

2.3.2.6.

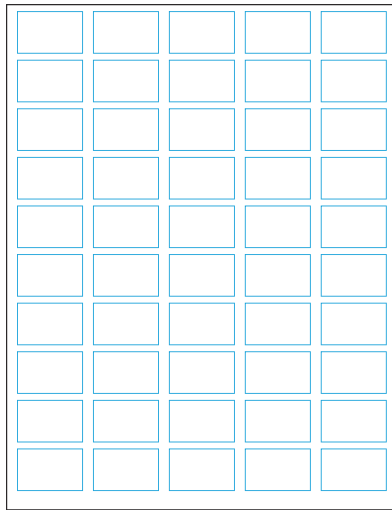
Using the Module Grid

Illustrations (unless otherwise noted) are for demonstration purposes only.

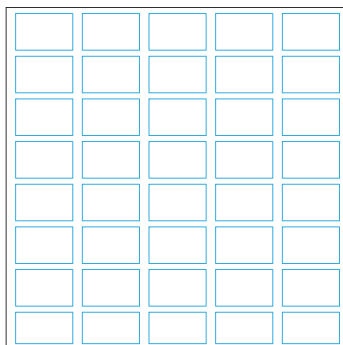
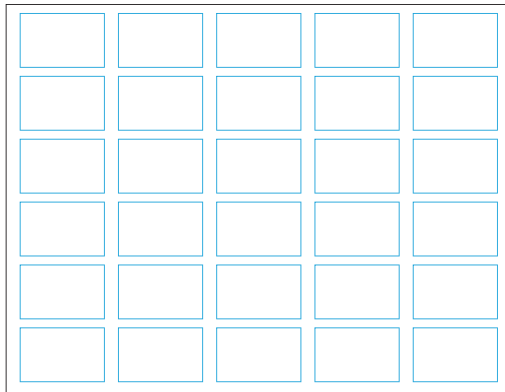
The Module Grid System provides a cohesive underlying structure for the layout of all Infiniti communications materials. Use the grid as a guide for size and placement of all visual elements, including the Infiniti Logo, Brand Typography and Brand Color.

The examples below demonstrate a variety of applications created using the Module Grid System.

Module Grids



Finished Layouts



2.3.3. Make/Model Linkage

2.3.3.1. Basics

Illustrations (unless otherwise noted) are for demonstration purposes only.

The primary objective of the Brand and Visual Identity initiatives is to build awareness and recognition of the Infiniti Brand. As a result, the Model Line Policies outlined here have been established to:

- Support the Global Brand Architecture and clearly show the Infiniti Brand as the first priority, with the model line as second priority

To this end, the first and most prominent use of the model name (e.g. Q50 / QX60 / FX50) must always be pre-ceded by the name 'Infiniti' (e.g. Infiniti Q50 / QX60 / FX50). Subsequent mentions may be shortened to just the model name.

The model name may only appear in type using Infiniti Meta. Both 'Infiniti' and the model name must appear in the same type style and size. The name should be separated from the Infiniti Logo (so as not to create a “read-through”).

Although there is a clear objective to build the Infiniti Brand, there is also recognition that each model has its own personality. This will be achieved through the use of model specific imagery and copy.

Infiniti FX50

or

Infiniti FX

or

Infiniti Q50

or

Infiniti QX60

INFINITI FX50

or

INFINITI FX

or

INFINITI Q50

or

INFINITI QX60



2.3.3.2.

Unacceptable Usage

The examples below demonstrate unacceptable usage.

and the model line name.



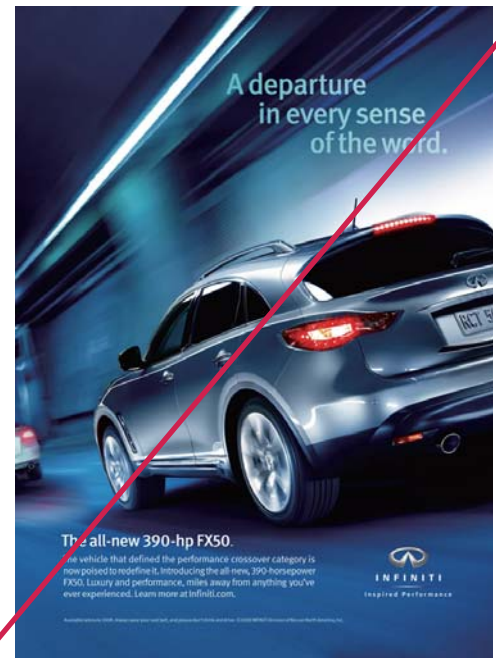
Do not create model line logos



Do not use vehicle badge art







For the first and most prominent use, do not highlight the model name independent of 'Infiniti'



2.3.4.Restriction of
Infiniti 'M' usage**2.3.4.1.**Authorized uses of
“M”
















For any marketing materials that will be disseminated to the public, the letter M should not be used alone, but should be preceded by the word Infiniti as indicated below.

“ Infiniti M ”		Any material (included Web)	
		Global	
INFINITI M	the same font, size and color as “Infiniti.” * 1		
INFINITI M	the same size as “Infiniti,” and in bold		Americas *2
	3 times the size of “Infiniti,” in the same font and in the same color		

*1: Acceptable cases: “Infiniti M” “Infiniti m” “infiniti M” “infiniti m” “INFINITI m”

*2: Americas : North, Central and South America including islands or overseas territories of such countries, any countries in the Caribbean.

In text of advertising materials (for literary convenience, i.e. longer or dense printed text, such as narratives) but **NOT ON BILLBOARDS, TV TEXT AND AUDIO.**

“ M ”		Any material (except Web)		Web
		Global		Global
2 times after use of “ Infiniti M ” in the body of the text (use on the same page is not sufficient).	* 3			
3 times after use of “ Infiniti M ” in the body of the text (use on the same page is not sufficient).			Americas 	
Within five words of “ Infiniti M ” and may precede or follow “Infiniti.” Ex. “ Infiniti's new M ” “ The amazing M vehicle offered by Infiniti ”				
“M” may be placed on or/under Infiniti logo (oval design including “INFINITI ”) in the same or a different <u>font</u> , but in the same <u>color</u> , provided that the letter “M” does not exceed a maximum of three times the size of the word Infiniti. [1:3 ratio]				
On tool bars (and any similar menus) on which the Infiniti product range is shown. (i.g. Independent button on the creative zone cannot be used.) * 4				 * 5
On the creative zone (i.e. the area of the web site on display and which is viewable at once on the screen excluding tool bars and any similar menu), 2 times after use of “Infiniti M”.				 * 6

2.3.4.2.

Sample of Authorized
Uses of “M”

* 3

Global: 1 use of “infiniti M” first, followed by 2 “M” in text.

Americas: 1 use of “infiniti M” first, followed by 3 “M” in text.

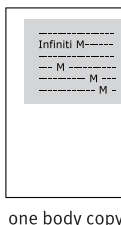
rear active steer

A hairpin turn approaches. Four wheels are poised to react.

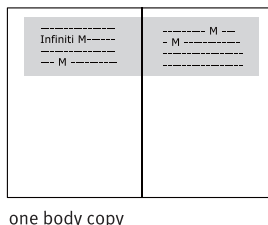
On the **Infiniti M** Sport, the rear wheels do more than provide forward thrust. Reacting to both steering input and vehicle speed, this unique system steers the rear ^{1st} wheels in accordance with the front. Taking full advantage of the **M**'s high power-to-weight ratio, rigid platform and sport-tuned multi-link suspension, this system enables the vehicle to

Rear wheels turn to help the **M** ^{2nd} track more quickly.

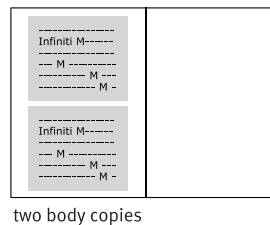
Front wheels respond instantly to the **M**'s ^{3rd} steering ratio.



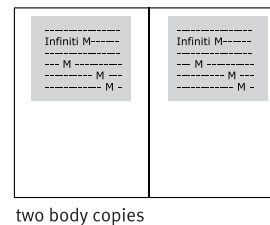
one body copy



one body copy



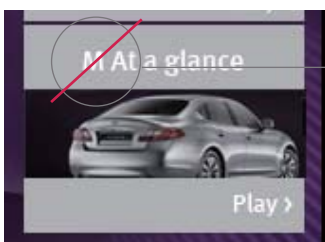
two body copies



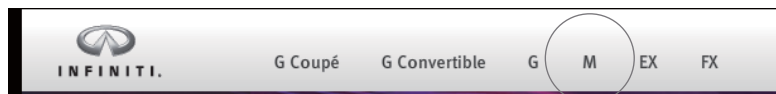
two body copies

	Any material (except Web)	Web
	Global	Global
Infiniti M	●	●
1st M	●	●
2nd M	●	●
3rd M	●	●
	Americas	
	●	●
	●	●
	●	●

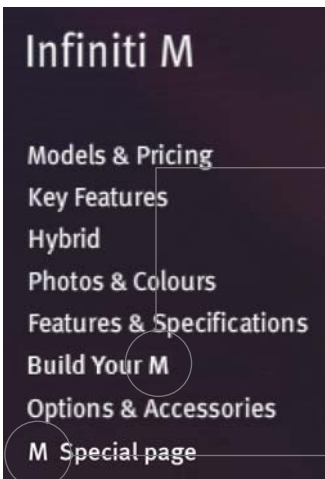
* 4 On button



* 5 On tool bar




* 6 On the creative zone



2.3.4.3.

Authorized uses of “M”

“ M + digits ” without “ Infiniti ”	Any material (included Web)
	Global
M + digits, such as M3 or M56, may be used alone (do not have to be preceded by “ Infiniti ”).	●
For M + digits, such as M3 or M, color, size and font of “ M ” and the number that follows must be the same.	●
Following M + digits CANNOT BE used with or without Infiniti M10, M20, M30*, M40, M50, M60, M70, M80, M90 M11, M22, M33, M44, M55, M66, M77, M88, M99	





* M30d can be used as an exception.

Improper usage



2.3.4.4.**Use of Registration
Mark for Infiniti M**

Infiniti M is a registered trademark at least in U.S.A, Canada and Mexico and ® should be used next to the trademark in advertising communications for all markets to be used in these 3 countries. (The ® mark may not be used in those countries where Infiniti M is not registered)

Use of Registration Mark	Any material (included Web)	
	Global	US/CAN/MEX
M ®		
Infiniti M ®		

- The ® mark may not be used in those countries where Infiniti M is not registered.
- Use of ® is ONLY approved for “Infiniti M” ® .
- The ® must NEVER be used on “M” alone.
- A registered trademark symbol ® should be used when “ Infiniti M ” appears in copy – prominently displayed on the page, apart from text, in headings and titles.
- Use of ® on Infiniti M ® should appear once per page/spread, and should be included in the most prominent use of Infiniti M ® (such as a headline, subhead, cutline). Once the Infiniti M ® is used in a prominent location on a page/spread, it is not necessary to use ® in every other appearance of Infiniti M.
- If you have a multiple page, front - to - back, multi - spread piece, be sure to use Infiniti M ® on each page.
- ® is not to be used if Infiniti M is designed in such a way that the “M” is ambiguous – that is, if “M” is larger and of a different font color than “ Infiniti ” , or if there is more than one space between “ Infiniti ” and “M”, making the appear to be applicable to ONLY the letter “M” and not to Infiniti M as a whole.

Improper Usage


 INFINITI **M**®


 INFINITI **M**® **HYBRID**


 The all - new 2012 M®

2. Design Elements

2.4. Trademark Usage

2.4.

Contents

2.4.1. Introduction

2.4.2. Registration Mark

2.4.2.1. Basics

2.4.2.2. Clear Space

2.4.2.3. Minimum Size

2.4.3. Footnote

2.4.1. Introduction

What is a Trademark?

A trademark includes any word, name, symbol, slogan, or device (such as a design), product shape or product packaging, or any combination of them, used by a manufacturer or merchant to identify its goods or services and to distinguish them from those manufactured, sold or serviced by others. There are three main functions served by a trademark. A mark serves to: (a) indicate the source of origin of the goods; (b) help guarantee the quality of the goods bearing the trademark; and (c) create and maintain a demand for the product.

What is the Value of a Trademark?

The key words are “use” and “reputation.” When a manufacturer develops a good reputation for products used with the trademark, the trademark itself tends to take on meaning for the buying public. The manufacturer’s customers are inclined to associate this reputation with all goods bearing the trademark. This association is of benefit to the manufacturer by virtue of trust.

Trademark indication

The Infiniti logo must include the registration mark (R) when used in the United States and Canada.

If you use the Infiniti logo with registration mark (R) outside of the United States and Canada, please contact legal department in your region or Intellectual Property Department, Contract & Trademark Group (NML-XU4). Using the Infiniti logo with registered mark (R) in the country where Infiniti logo is not registered is not permitted due to false labeling.

2.4.2. Registration Mark

2.4.2.1. Basics

The Infiniti Logo must include the registration mark (®) only when used in the United States and Canada.

2.4.2.2. Clear Space

A minimum area of unobstructed clear space equal to 0.5 times the height of the letter “I” must appear between the Infiniti Logo and registration mark in all applications.

The placement and size relationship between the Infiniti Logo and registration mark have been carefully considered.

Please use only approved electronic artwork.

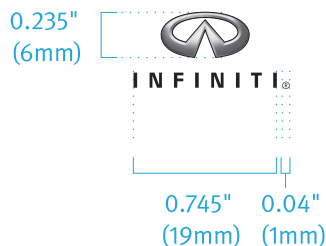
Important Note

If you use the Infiniti logo and registration(R) mark outside of the United States and Canada, please contact Intellectual Property Department, Contract & Trademark Group(NML-XU4).



2.4.2.3. Minimum Size

The Infiniti Logo should never be reproduced at sizes smaller than 0.235" (6mm) of the height of the Infiniti Brand Symbol.



Registration mark

The registration mark(®) should never be reproduced smaller than 0.04" (1mm) wide. When the Infiniti Logo is reduced to 0.443" (11.25mm), the height of the Infiniti Brand Symbol, the registration mark will be equal to 0.04" (1mm) wide. If you are reproducing the Infiniti Logo between this size and the minimum size of 0.235" (6mm) the height of the Infiniti Brand Symbol, the registration mark must be reset independent from the Infiniti Logo.

2.4.3. Footnote

Infiniti, like Nissan, has adopted a “multipurpose footnote,” which is appropriate for use when:

- (1) At least one model name is used in the material; and

- (2) The material includes a mix of both registered and unregistered trademarks. The multipurpose footnote is shown below.

Infiniti, the Infiniti Brand Symbol and Infiniti Model Name (s) are registered trademark of NISSAN MOTOR CO., LTD. in the United States of America and other countries.

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3. Applications

3.1. Stationery and Business Form

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3.1.1. Stationery

3.1.1.1. Introduction

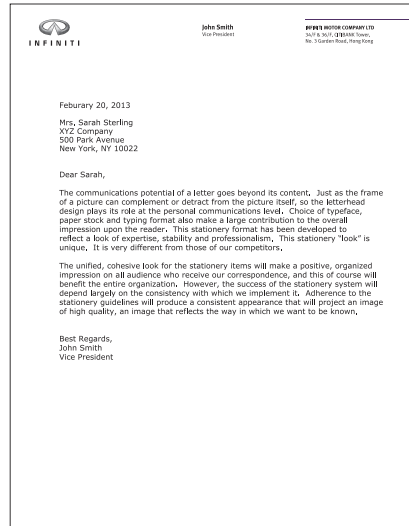
The Infiniti stationery set is a vital application of the Infiniti Visual Identity policies. From business cards to letters the look and finish of our stationery directly reflects our commitment to quality to everyone we meet or correspond with. As such it is important that we all adhere to the standards outlined on the following pages.

The Infiniti Stationery set is based on the module grid, conforming to the Infiniti Module Grid System (see page 2.3.1. of Support Design Elements).

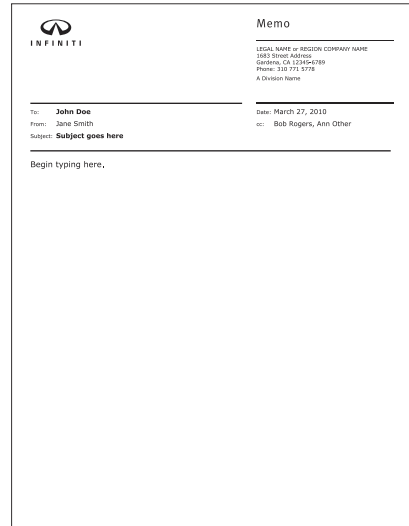
Shown here are sample items from the stationery set using the Infiniti Logo.

The set includes:

- Business card
- Letterhead (standard and personalized)
- News Release
- Envelopes
- Mailing label
- Fax cover sheet
- Memorandum
- Note pad (standard and personalized)



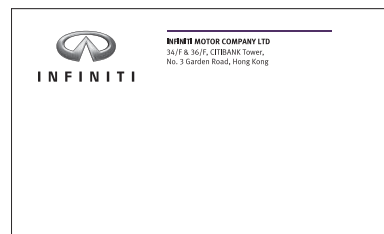
Letterhead



Memo



Business card



Mailing label

3.1.1. Stationery

3.1.1.1. Company Nomenclature

With the establishment of Infiniti Motor Company Limited in Hong Kong, we will call ourselves Infiniti. “Infiniti Business Unit” (IBU) will no longer be used externally.

For the application of different offices, please see the following tables.

		Abbreviations	Location
Global Function	Infiniti Motor Company Limited	IML	Hong Kong
	Infiniti	I-JPN	Japan
	Infiniti Performance Team (F1)	IPT	Rolle, Switzerland Milton Keynes, UK

		Abbreviations	Location / Infiniti Office
Official Region	Infiniti Europe, Middle East, Africa	I-EMEA	Rolle, Switzerland
Sub-Region	Infiniti W Europe	I-WEU	Rolle, Switzerland
	Infiniti Switzerland	I-SWI	
Market	Infiniti Germany	I-GER	Bruehl
	Infiniti Austria	I-AUT	
	Infiniti Luxembourg	I-LUX	
	Infiniti Netherlands	I-NDL	
	Infiniti Belgium	I-BEL	
	Infiniti France	I-FRA	Trappes
	Infiniti England	I-GBR	Maple Cross
	Infiniti Italy	I-ITA	Rome
	Infiniti Spain	I-SPA	
	Infiniti Croatia	I-CRO	
	Infiniti CZ Republic	I-CZE	
	Infiniti Hungary	I-HUN	
	Infiniti Poland	I-POL	
	Infiniti Bulgaria	I-BUL	
	Infiniti Romania	I-ROM	
	Infiniti Serbia	I-SRB	
	Infiniti Turkey	I-TUR	
	Infiniti Israel	I-ISR	
Sub-Region	Infiniti E Europe	I-EEU	Moscow, Russia
	Infiniti Russia	I-RUS	
	Infiniti Ukraine	I-UKR	
Market	Infiniti Middle East	I-MEA	Dubai, UAE
	Infiniti Azerbaijan	I-AZE	
Market	Infiniti Dubai	I-DUB	
	Infiniti Abu Dhabi	I-ABD	
	Infiniti Oman	I-OMN	
	Infiniti Qatar	I-QAT	
	Infiniti Kuwait	I-KWT	
	Infiniti Lebanon	I-LBN	
	Infiniti Bahrain	I-BHR	
	Infiniti Saudi Arabia	I-KSA	
	Infiniti Jordan	I-JOR	
Sub-Region / Market	Infiniti South Africa	I-ZAF	Johannesburg, SA

3.1.1. Stationery

3.1.1.1. Company Nomenclature

		Abbreviations	Location / Infiniti Office
Official Region / Market	Infiniti China	I-CHN	Beijing, China

Official Region	Infiniti Asia & Oceania	I-A&O	Hong Kong
Market	Infiniti South Korea	I-KOR	Seoul
	Infiniti Australia	I-AUS	Melbourne
	Infiniti Taiwan	I-TWN	Taipei
	Infiniti Indonesia	I-IDN	
	Infiniti Hong Kong	I-HKG	
	Infiniti Vietnam	I-VNM	
	Infiniti Malaysia	I-MYS	
	Infiniti Singapore	I-SGP	

Official Region	Infiniti Americas	I-A	Franklin, TN
Market	Infiniti USA	I-USA	Franklin, TN
Market	Infiniti Canada	I-CAN	Mississauga, Ontario
Sub-Region	Infiniti Latin America	I-LAT	Mexico City, Mexico
Market	Infiniti Mexico	I-MEX	Mexico City
	Infiniti Puerto Rico	I-PRI	
	Infiniti Guam	I-GUM	
	Infiniti Panama	I-PAN	
	Infiniti Brazil	I-BRA	
	Infiniti Chile	I-CHL	
	Infiniti Dominican Republic	I-DOM	

3.1.1.2. Business Cards

Illustrations (unless otherwise noted) are for demonstration purposes only.

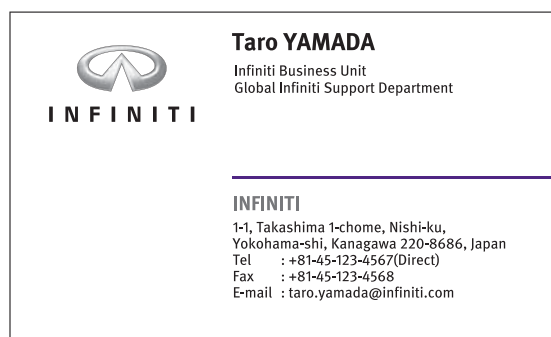
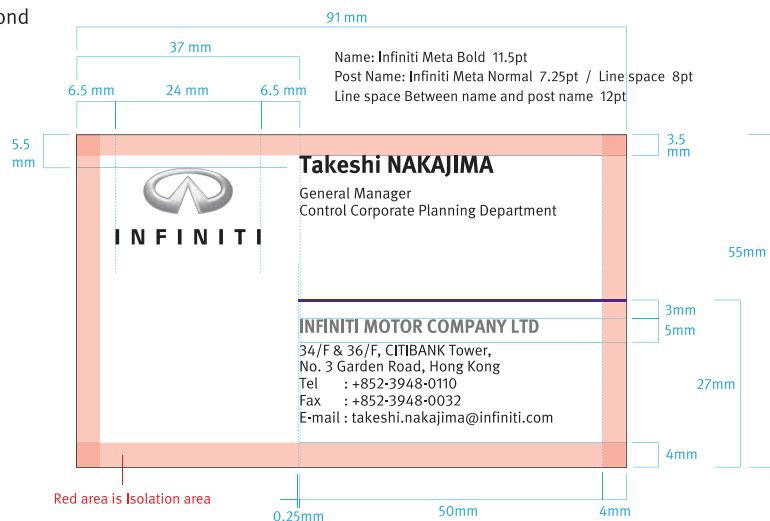
Paper Specifications:

Conqueror 250g CX22 Diamond
White Wove

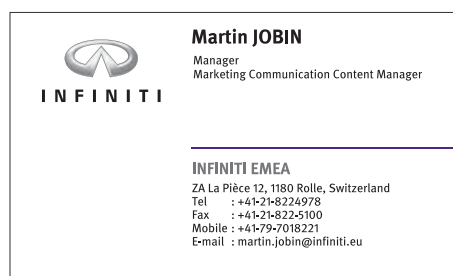
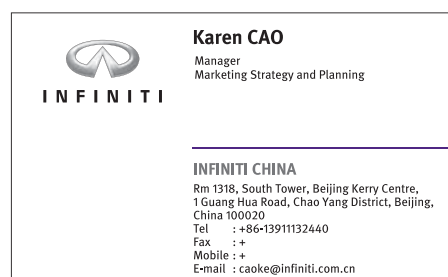
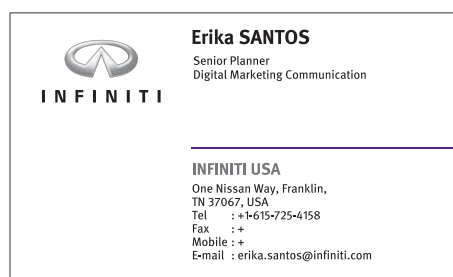
**Illustrations:
Global functions**

Shown here are business cards using the Infiniti Logo.

Contact the department responsible or your local approved stationery supplier to order business cards using the Infiniti Logo.



**Illustrations:
Sub-regions & markets**



3.1.1.3.
Letterhead


Illustrations (unless otherwise noted) are for demonstration purposes only.

Paper Specifications:
Strathmore recycled,
25% cotton, white 24 lb /
90 g/m²

Shown here are samples of letterhead using the Infiniti Logo. Variations accommodate single address, dual address (when street address and post office box are required) and optional personalization.

Contact the department responsible or your local approved stationery supplier to order letterhead using the Infiniti Logo.

Infiniti Motor Company
Limited (IML)


INFINITI

INFINITI MOTOR COMPANY LTD


34/F & 36/F, CITIBANK Tower,
No. 3 Garden Road, Hong Kong

Date

Mr. John C. Jones
Company Name
Street Address
City, State Zip Code

Standard with dual address

Overseas Infiniti Offices



INFINITI

Infiniti USA

Corporate Office
P.O. Box 480001
Franklin, TN 37048-5001

Date

Mr. John C. Jones
Company Name
Street Address
City, State Zip Code



INFINITI

Infiniti China

Rm 1318, South Tower, Beijing
Kerry Centre, 1 Guang Hua Road,
Chaoyang District, Beijing,
China 100020

Date

Mr. John C. Jones
Company Name
Street Address
City, State Zip Code


INFINITI

Infiniti Europe

2A La Plaine 12, 1180 Rolle,
Switzerland

Date

Mr. John C. Jones
Company Name
Street Address
City, State Zip Code

Personalized

3.1.1.3.3. Specifications

Below is a diagram of measurements for the Letterhead.



3.1.1.4.
Envelopes

Illustrations (unless otherwise noted) are for demonstration purposes only.

Paper Specifications:
Strathmore recycled,
25% cotton, white 24 lb /
90 g/m²

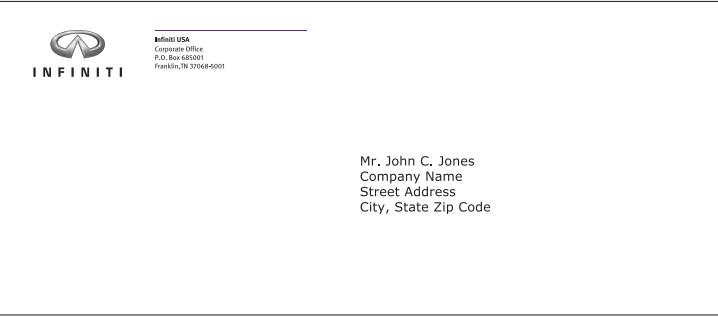
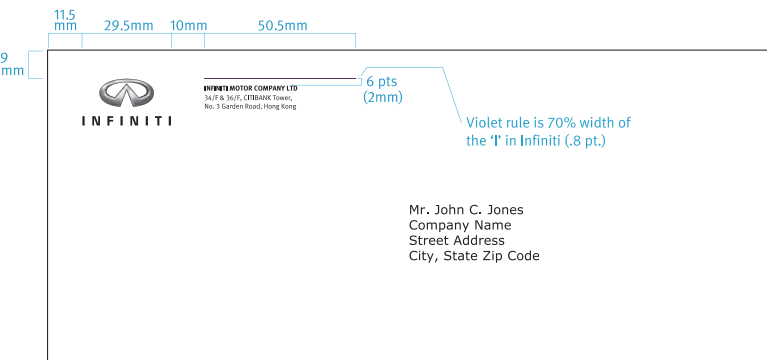
Shown here is the business envelope and window envelope using the Infiniti Logo.

Contact the department responsible or your local approved stationery supplier to order stationery using the Infiniti Logo.

3.1.1.4.1.
Business Envelope

Infiniti Motor Company
Limited (IML)

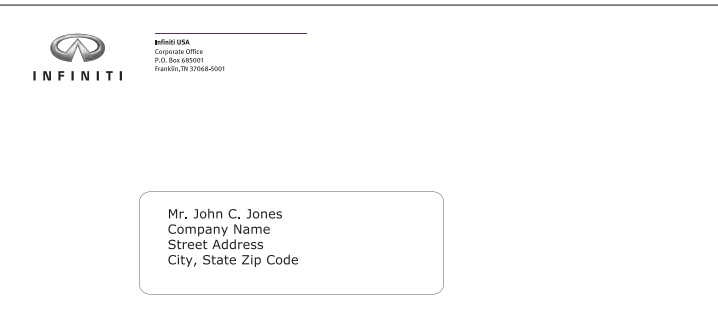
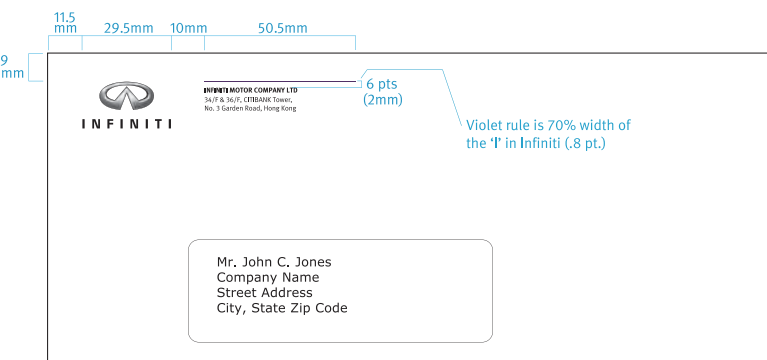
Overseas Infiniti Offices



3.1.1.4.2.
Window Envelope

Infiniti Motor Company
Limited (IML)

Overseas Infiniti Offices



3.1.1.4.3.
Large Envelope

Illustrations (unless otherwise noted) are for demonstration purposes only.

The Brand Accent Color should be used for “FIRST CLASS” when 2-color printing, and black when 1-color.

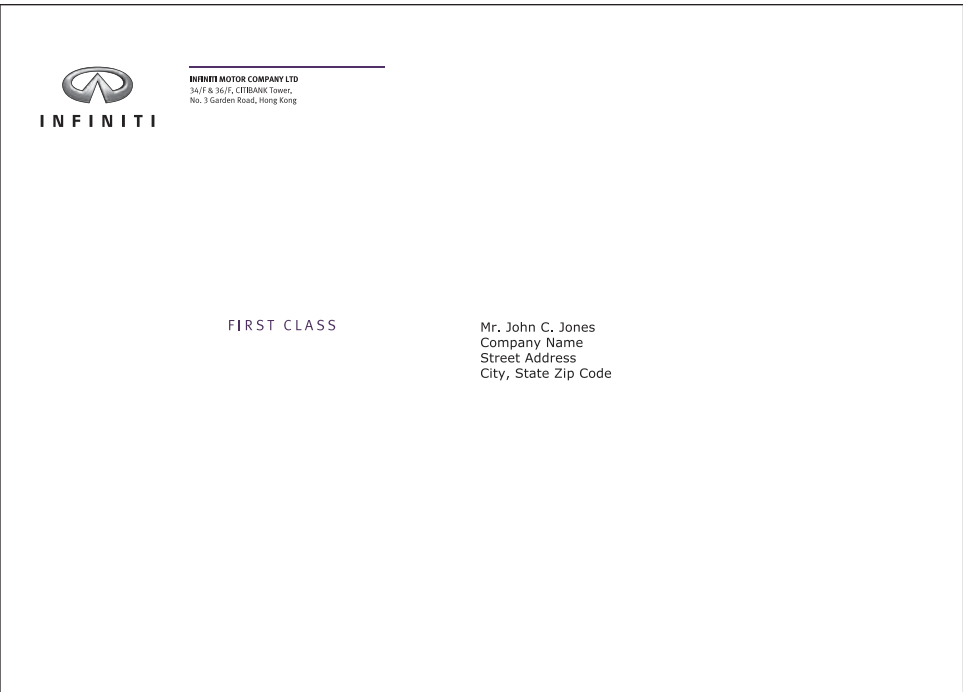
Paper Specifications:
white wove 28 lb / 105 g/m²

Infiniti Motor Company
Limited (IML)

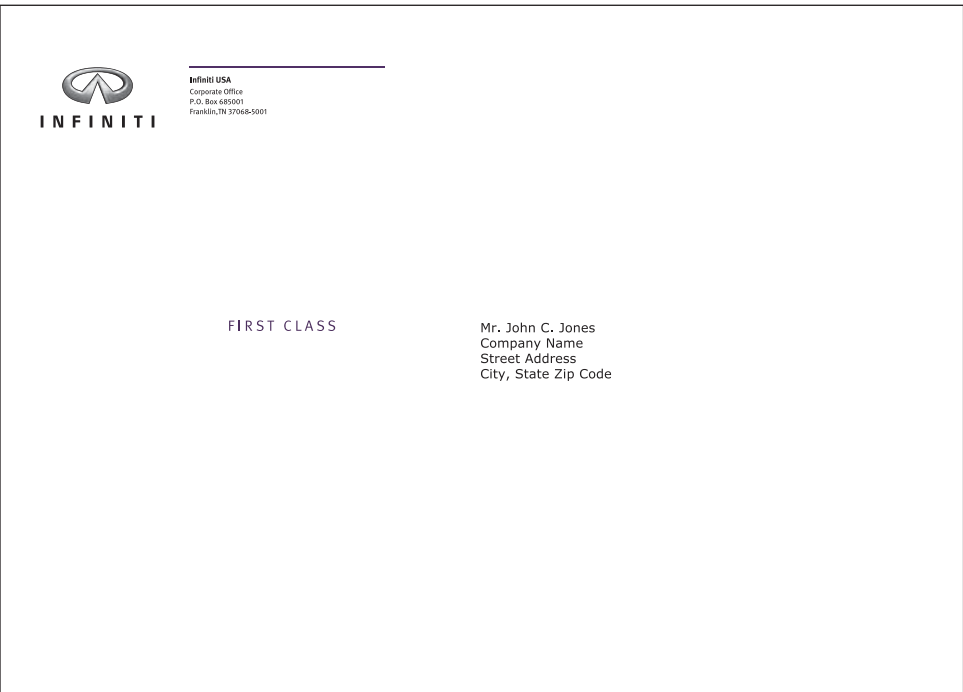
Shown here is the large mailing envelope using the Infiniti Logo.

Adjust for larger and smaller envelopes as needed, according to the Module Grid System.

Contact the department responsible or your local approved stationery supplier to order large envelopes using the Infiniti Logo.



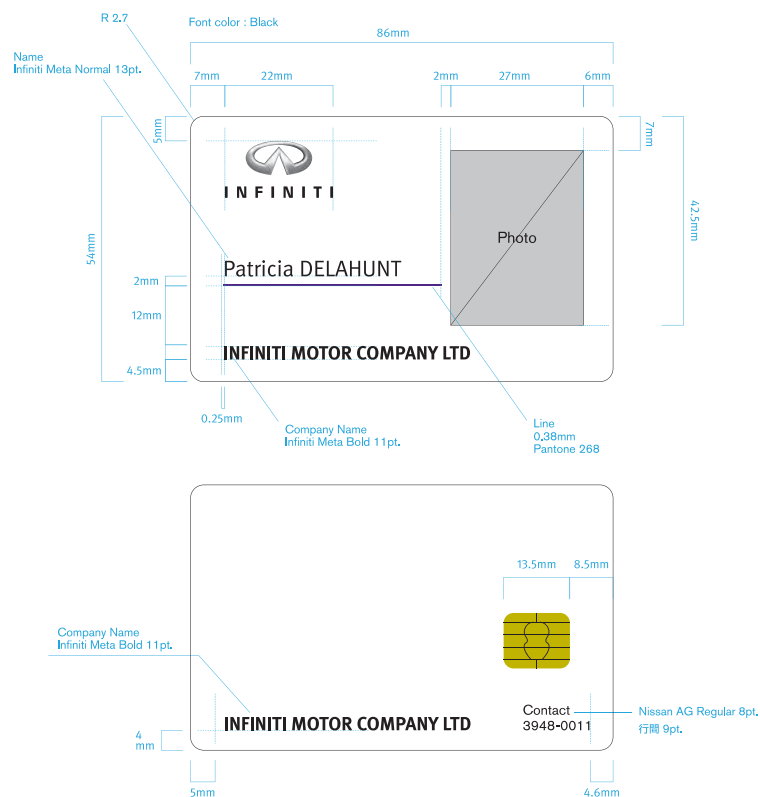
Overseas Infiniti Offices



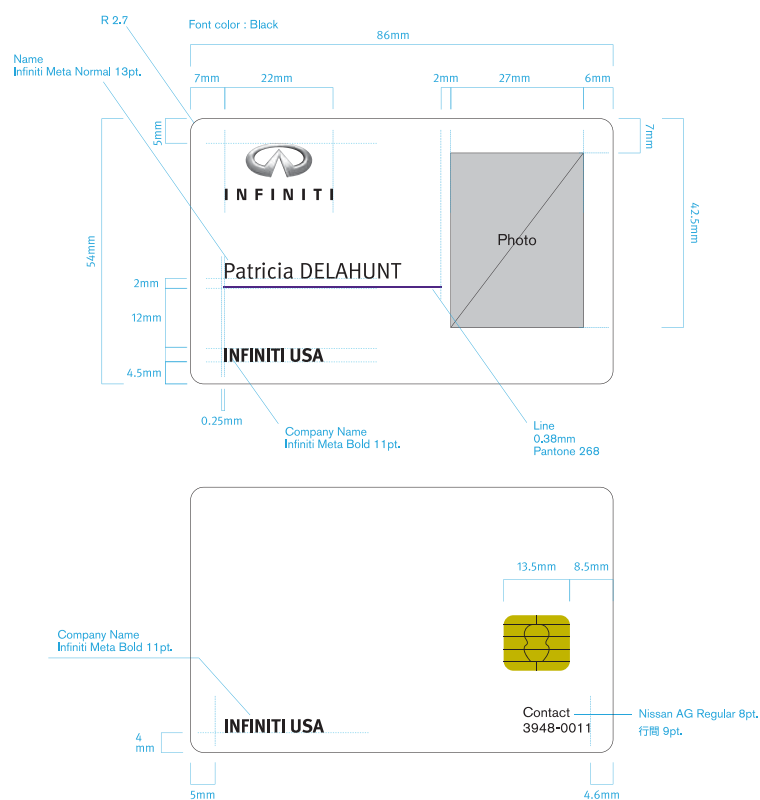
3.1.1.4.4

Identification Card

Below is the design of identification card for Infiniti Motor Company Limited (IML)



Below is the design of identification card for Infiniti overseas offices



3.1.1.5. Mailing Label

Illustrations (unless otherwise noted) are for demonstration purposes only.

Paper Specifications: Pin feed, smudgeproof permanent.

**Infiniti Motor Company
Limited (IML)**

Shown here is the mailing label using the Infiniti Logo.

Contact the department responsible or your local approved stationery supplier to order mailing labels using the Infiniti Logo.



INFINITI MOTOR COMPANY LTD
34/F & 36/F, CITIBANK Tower,
No. 3 Garden Road, Hong Kong

Mr. John C. Jones
Company Name
Street Address
City, State Zip Code

2 color label (includes violet accent line)

Overseas Infiniti Offices



Infiniti USA
Corporate Office
P.O. Box 685001
Franklin, TN 37068-5001

Mr. John C. Jones
Company Name
Street Address
City, State Zip Code

2 color label (includes violet accent line)

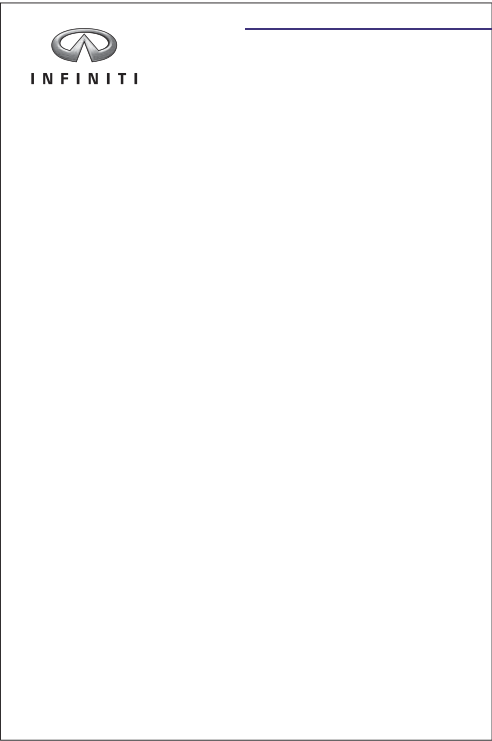
3.1.1.6.
Note Pad

Illustrations (unless otherwise noted) are for demonstration purposes only.

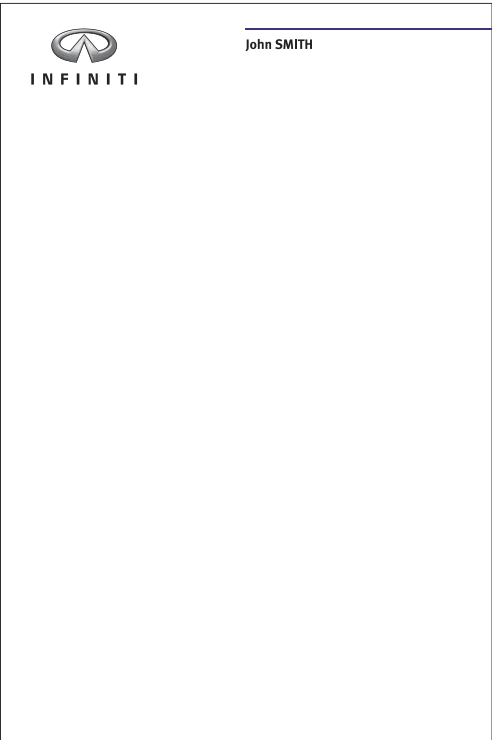
Paper Specifications:
White bond 28 lb / 105 g/m²

Shown here is the note pad using the Infiniti Logo. Variations accommodate optional personalization. Contact the department responsible or your local approved stationery supplier to order note pads using the Infiniti Logo.

3.1.1.6.1.
Standard



3.1.1.6.2.
Personalized



3.1.1.7. News Release


Illustrations (unless otherwise noted) are for demonstration purposes only.

Shown here is the News Release using the Infiniti Logo. Variations accommodate single address and dual address (when street address and post office box are required).

Microsoft Word templates are available for printing these items on black and white laser printers, directly from employee computer desktops. These templates have been formatted for installation and use on PC computers using Microsoft Windows XP or higher, and require that the use of the Verdana font (see page 2.1.6. of Core Design Elements).

In the event of a hard copy release, the News Release may be printed on Infiniti Letterhead.

Contact your local IS help line if you need assistance with these forms on your computer system.


 INFINITI	INFINITI MOTOR COMPANY LTD 34/F & 36/F, CITIBANK Tower, No. 3 Garden Road, Hong Kong
<h2>Media Information (light grey, point 14)</h2>	
(Date) (point 11)	
<h3>This is the headline (point 12)</h3>	
<ul style="list-style-type: none"> • This is the sub-headline (point 11) 	
(dateline)(point 11) This is the position and size of the body copy for the news release.	
Contacts: (Name) (Title) (Office phone no.) (Mobile phone no.) (Email)	
About Infiniti: Infiniti Motor Company Ltd. is headquartered in Hong Kong with sales operations in approximately 50 countries. The Infiniti brand was launched in 1989. Its range of premium automobiles is currently built in manufacturing facilities in Japan and the United States. Production in China and Europe will start soon along with the expansion of the brand's portfolio. As the Title Partner and Vehicle Performance Partner of Infiniti Red Bull Racing, Infiniti has a far-reaching technical collaboration with the Formula One team, and Sebastian Vettel, its triple World Champion driver, serves as Infiniti's Director of Performance. More information about Infiniti [, its Total Ownership Experience® (where applicable)] and its industry leading technologies can be found at [local customer website address]. For the latest news on Infiniti, visit [local media website address], "like" Infiniti on Facebook [where applicable] or follow the brand on Twitter [Twitter account if available].	

3.1.1.8.
Fax Cover Sheet and
Memorandum

Illustrations (unless otherwise
noted) are for demonstration
purposes only.

Shown here are the fax cover sheet and memoran-
dum using the Infiniti Logo.

Microsoft Word templates are available for printing
these items on black and white laser printers,
directly from employee computer desktops. These
templates have been formatted for installation and
use on PC computers using Microsoft Windows XP
or higher, and require that the use of the Verdana
font (see page 2.1.6. of Core Design Elements).


INFINITI

Fax

LEGAL NAME OF REGION COMPANY NAME
1683 Street Address
Gardena, CA 12345-6789
Phone: 310 771 5778
A Division Name

Date: March 27, 2010
of pages (including cover): 4

To: John Doe
Dept: Human Resources

From: Jane Smith
Dept: Purchasing


Comments:
Begin typing here.

If you do not receive all pages, please contact me by phone at 000 000 0000.
Information contained in this fax transmission is intended only for the use of
recipient named above.

Phone: 310 123 4567
Fax: 310 123 7654

Phone: 310 321 4567
Fax: 310 321 7654

Fax


INFINITI

Memo

LEGAL NAME OF REGION COMPANY NAME
1683 Street Address
Gardena, CA 12345-6789
Phone: 310 771 5778
A Division Name

Date: March 27, 2010

To: John Doe
From: Jane Smith
Subject: Subject goes here

cc: Bob Rogers, Ann Other

Begin typing here.

Memo

3.1.2. Forms

3.1.2.1. Introduction



Infiniti uses a variety of forms. These standards provide guidance for creating new forms and retrofitting existing forms with a consistent masthead and overall appearance. This new standardized look for Infiniti forms is intended to achieve the following:

- Consistency of branding
- Clarity of information
- Ease of use (always design with the end user in mind)

Policies pertain to all levels of forms including corporate, retailer and customer.

Adhere to the standardized masthead formats and layout specifications shown on the following pages.

[illegible]

		<h2 style="text-align: center;">Retail—Agreement to Provide Insurance</h2>	
<hr/>			
Date: _____ To: Infiniti Financial Services ("IFS") Our agreement requires that I buy insurance which provides (i) collision and (ii) comprehensive coverage.			
I have arranged for the required insurance from the insurance company shown below. The policy will name you as loss payee on coverages (i) and (ii) at the address listed below.			
DEALER/CUSTOMER/VEHICLE INFORMATION			
Dealership: _____			
Dealership phone: _____		Finance Manager: _____	
Buyer: _____			
Address: _____			
Home phone: _____		Business phone: _____	
Year: _____		Make: _____ Model: _____ Value: _____	
VIN: []		Planned delivery date: _____	
Agent: _____		Agents phone: _____	
INSURANCE INFORMATION			
Agency Name: _____			
Agency Address: _____			
Insurance Company: _____		Policy number: _____	
Effective date: _____		Expiration date: _____	
Deductibles: _____		Comprehensive: _____ Collision: _____	
IFS Listed as loss payee <input type="checkbox"/> Yes <input type="checkbox"/> No			
SIGNATURES Loss payee MUST read: Infiniti Financial Services P. O. Box 390888 Minneapolis, MN 55439-0888		Buyer sign here: _____ Co-buyer sign here: _____	
Note: This information is subject to verification		Dealer/Salesperson sign here: _____ _____	
Insurance verified by: _____		Date: _____	
<small>Infiniti Financial Services is a division of Nissan Motor Acceptance Corporation IFS 2175/N 6/00</small>			
		 <small>*K-CFNSAGR</small>	

3.1.2.2. Header Formats

3.1.2.2.1. Basics

Illustrations (unless otherwise noted) are for demonstration purposes only.

Blue lines indicate the Infiniti Module Grid System.

Infiniti Logo:

The Infiniti Logo unit may be shifted from the Module Grid to accommodate alignment of body copy, making certain that the Clear Space is not obstructed. **Infiniti Logo alignment adjustment applies to business forms only.**

Placement of the Infiniti Logo is indicated with light blue shading.

Brand Accent line:

The Brand Accent line should be 0.7 percent of the width of the “I” in the Infiniti Logo.


**The Infiniti Module Grid System
allows for flexibility of margins.**

Depending on constraints such as the amount of copy, a wider margin on the left and right sides of the form may be used.

Vertical forms are based on the Module Grid, conforming to the Infiniti Module Grid System **(see page 2.3.2. of Support Design Elements)**. The header shown below contains the Infiniti Logo, the form title and any title, address and other corporate information which may be required.

Use the Module Grid System to organize information in a clean, orderly layout.


Use the header template for forms that are letter-sized (8.5 x 11"). The mast-head may be adjusted for larger and smaller forms as needed, according to the Module Grid System.

 INFINITI	<h2 style="margin: 0;">Agreement Form</h2>			1234 Street Address City, ST 12345 A Division Name
--	--	--	--	--

The undersigned Dealer hereby requests that, pending the sale of the unit(s) below, Dealer be permitted to use such unit(s) for the purpose checked below subject to all the terms and conditions applicable to such usage contained in the Infiniti Automotive Wholesale Financing and Security Agreement. Dealer acknowledges that Dealer presently holds such unit(s) for sale in trust for Infiniti. There is not present damage to the unit(s). Dealer acknowledges and agrees that Infiniti's consent and agreement to Dealer's use of the unit(s) hereunder may be withdrawn by Infiniti at any time without advance notice to Dealer.

TO BE COMPLETED BY DEALER				
DEMONSTRATOR TYPE (CHECK APPLICABLE USE; LIST EACH TYPE ON SEPARATE FORM):				
<input type="checkbox"/> WHOLESALE DEMO <input type="checkbox"/> DRIVER EDUCATION <input type="checkbox"/> OTHER: _____				

SERIAL NUMBER	MODEL	YEAR	BALANCE	TO BE COMPLETED BY INFINITI
			\$	

 INFINITI	<h2 style="margin: 0;">Agreement Form</h2>			1234 Street Address City, ST 12345 A Division Name
--	--	--	--	--

The undersigned Dealer hereby requests that, pending the sale of the unit(s) below, Dealer be permitted to use such unit(s) for the purpose checked below subject to all the terms and conditions applicable to such usage contained in the Infiniti Automotive Wholesale Financing and Security Agreement. Dealer acknowledges that Dealer presently holds such unit(s) for sale in trust for Infiniti. There is not present damage to the unit(s). Dealer acknowledges and agrees that Infiniti's consent and agreement to Dealer's use of the unit(s) hereunder may be withdrawn by Infiniti at any time without advance notice to Dealer.

TO BE COMPLETED BY DEALER				
DEMONSTRATOR TYPE (CHECK APPLICABLE USE; LIST EACH TYPE ON SEPARATE FORM):				
<input type="checkbox"/> WHOLESALE DEMO	<input type="checkbox"/> DRIVER EDUCATION	<input type="checkbox"/> OTHER: _____		
SERIAL NUMBER	MODEL	YEAR	BALANCE	TO BE COMPLETED BY INFINITI
			\$	

3.1.2.2.2. Acceptable Usage

Illustrations (unless otherwise noted) are for demonstration purposes only.

Rules:

Be consistent with rule weights, using hairline (0.25pt) rules to group like information and 0.5pt rules as separators. A 1pt rule is used to separate the masthead from the body of the form.

Brand Accent line:

The Brand Accent line should be 0.7 percent of the width of the “I” in the Infiniti Logo.

Brand Typography:

Limit your type weights to Infiniti Meta Normal, Bold and Italic for a refined and easy to read layout. Infiniti Meta Caps Bold may be used for chart titles. Infiniti Meta Caps Normal may be used sparingly for secondary labels.

Whenever possible, do not use type at sizes smaller than 7pts — consider your audience when choosing a type size. Set the form title at a minimum type size of 14pts with appropriate line spacing.

Flush left and ragged right type is preferred.

Note: use Verdana for all copy when creating forms for use on your desktop (e.g. distribution list).

Color:

When 2-color printing is available, the Brand Accent Color should be used for the form title and for the masthead rule. All other Brand Typography and rules should be black.

When designing the body of a form, keep the following in mind:

- Group similar kinds of information within a logical hierarchy, using descriptive titles to make the information sections easier to find and use

- Establish conventions for treating similar information in the same manner (i.e., subheads, check boxes, etc.)
- Use rule lines rather than boxes to separate areas of information whenever possible
- Always design with the end user in mind

The form is titled "Agreement Form" and features the Infiniti logo. It includes a header section with a dashed line and a section for the dealer's address. The main body contains a table for dealer information, with the "TO BE COMPLETED BY INFINITI" section highlighted in a light gray color. The form is designed with a clean, professional layout, using appropriate line weights and typography.

This form is identical to the one above, showing the acceptable usage of the Brand Accent line and typography. It includes the Infiniti logo, a header section, and a table for dealer information. The "TO BE COMPLETED BY INFINITI" section is highlighted in a light gray color.

Do not overuse the Brand Accent Color by applying the color to every rule on a form.

This form is identical to the one above, but it shows the unacceptable usage of the Brand Accent Color. The form is titled "Agreement Form" and features the Infiniti logo. It includes a header section with a dashed line and a section for the dealer's address. The main body contains a table for dealer information, with the "TO BE COMPLETED BY INFINITI" section highlighted in a light gray color. The form is designed with a clean, professional layout, using appropriate line weights and typography. A red diagonal line is drawn across the form, indicating that the Brand Accent Color should not be used for every rule.

3.1.2.2.3. Unacceptable Usage

3.1.2.3.
Form Examples

The header format (described on page 3.1.2.2) contains the Infiniti Logo, the form title and corporate information as required.

INFINITI Retail—Agreement to Provide Insurance

Date: _____
To: Infiniti Financial Services ("IFS")
Our agreement requires that I buy insurance which provides (i) collision and (ii) comprehensive coverage.

I have arranged for the required insurance from the insurance company shown below. The policy will name you as loss payee on coverages (i) and (ii) at the address listed below.

DEALER/CUSTOMER/VEHICLE INFORMATION

Dealership: _____
Dealership phone: _____ Finance Manager: _____
Buyer: _____
Address: _____
Home phone: _____ Business phone: _____
Year: _____ Make: _____ Model: _____ Value: _____
VIN: _____ Planned delivery date: _____
Agent: _____ Agents phone: _____

INSURANCE INFORMATION

Agency Name: _____
Agency Address: _____
Insurance Company: _____ Policy number: _____
Effective date: _____ Expiration date: _____
Deductibles: _____ Comprehensive: _____ Collision: _____
IFS Listed as loss payee ☐ Yes ☐ No


SIGNATURES
Loss payee **MUST** read:
Infiniti Financial Services
P.O. Box 390888
Minneapolis, MN 55439-0888

Note: This information is subject to verification

Buyer sign here: _____
Co-buyer sign here: _____
Dealer/Salesperson sign here: _____

Insurance verified by: _____ Date: _____

Infiniti Financial Services is a division of Nissan Motor Acceptance Corporation
IFS 275/N 6/00



INFINITI GAP Waiver Enrollment Form
Transmittal—New York

Dealer Name: _____ Contact Name: _____ Date: _____

NUMBER	ENROLLMENT DATE	CUSTOMER NAME	TERM	VEHICLE I.D. NUMBER	WAIVER FEE
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					
31					
32					
TOTAL REMITTANCE					

Mail Remittance to:
IFS GAP Waiver Program
Marsh, Inc. - Administrator 403847

777 South Figueroa Street
Los Angeles, CA 90017-5822
Attn: Global Property Department

Authorized Dealer Signature _____
Date _____

Infiniti Financial Services is a division of Nissan Motor Acceptance Corporation
White & canary - Administrator, Goldenrod - Dealer

INFINITI Simple Interest Retail Installment
Contract With Balloon Payment—Florida

BUYER'S NAME		DATE OF CONTRACT	
BUYER'S RESIDENCE OR PLACE OF		COUNTRY	ZIP CODE
CO-BUYER'S NAME AND ADDRESS		COUNTRY	ZIP CODE

In this contract the words "you," "us" and "our" refer to the creditor (Seller) names below and, after an assignment of this contract, will refer to the assignee of the contract. The words "you" and "your" refer to the buyer and co-buyer, if any, named herein.
Seller sells you the vehicle described below on credit. The estimated credit price is shown below as the "Total Sale Price." The "Cash Price" is also shown below. By signing this contract you choose to buy the "vehicle" on credit and agree to pay us the Amount Financed and other charges according to the terms and agreements shown on the face of this contract. If this contract is signed by a buyer and co-buyer, each is individually and together responsible for all agreements in the contract.

YEAR	NEW	USED	MAKE TRADE NAME	CYL.	BODY STYLE	MODEL	ODOMETER READING	ID NUMBER
TRADE-IN-DESCRIPTION						USED FOR WHICH PURPOSE: <input type="checkbox"/> Business or Commercial <input type="checkbox"/> Personal, Family, or Household	COLOR	KEY CODE
Year:		Make:		Model:				
<input type="checkbox"/> Air Cond. <input type="checkbox"/> Sunroof <input type="checkbox"/> Alarm <input type="checkbox"/> Stereo Tape <input type="checkbox"/> CD Player <input type="checkbox"/> Bumper <input type="checkbox"/> Leather Interior <input type="checkbox"/> Other _____								

STATEMENT OF INSURANCE
You have the option to obtain the required coverages, and any optional coverages you desire, from a person of your choice and through any insurance company authorized to transact business in Florida, or through existing policies owned or controlled by you.

VEHICLE COVERAGE
Required Coverage
You are required to maintain on the vehicle for at least collision deductible and comprehensive (\$_____, deductible) or equivalent coverages, until you pay off this contract. If you elect to obtain the required coverages from Seller, the coverages are written by _____ (name of company) and the premium and term are as follows:

Coverage	Term	Premium
\$_____ deductible comprehensive	_____ mos.	\$_____
\$_____ deductible collision	_____ mos.	\$_____

Optional Coverages
These coverages are optional and are not required by Seller. If obtained through Seller, the premium and term are as follows:

Coverage	Limits	Term	Premium
Liability:			
Bodily Injury	_____ mos.	\$_____	
Property Damage	_____ mos.	\$_____	
GAP Coverage	_____ mos.	\$_____	
(See policy or certificate of insurance for description of terms, conditions and deductible.)			

TOTAL Vehicle Insurance Premiums: \$_____ 100%

LIABILITY INSURANCE COVERAGE FOR BODILY INJURY AND PROPERTY DAMAGE CAUSED TO OTHERS IS NOT INCLUDED IN THIS CONTRACT UNLESS CHARGES FOR IT ARE SHOWN ABOVE. BY SIGNING THIS CONTRACT WITH THE ABOVE VEHICLE INSURANCE PREMIUMS IN IT, YOU VOLUNTARILY ELECT TO INCLUDE THOSE PREMIUMS IN THE AMOUNT FINANCED.

CREDIT INSURANCE
Credit Life Insurance and Credit Disability Insurance are not required to obtain credit and will not be provided unless you sign and agree to pay the additional cost. These coverages are available from _____ (name of company) of _____ (home address) for the premium show below.

Coverage	Limits	Term	Premium
Credit Life	_____ mos.	\$_____	
Joint Credit Life	_____ mos.	\$_____	
Credit Disability	_____ mos.	\$_____	
Joint Credit Disability	_____ mos.	\$_____	

TOTAL Credit Insurance Programs: \$_____ 100%

(CREDIT INSURANCE)
If you purchase Credit Disability Insurance, it will pay the payments as originally scheduled up to a maximum of \$_____ per month while the named insured is disabled as defined in the policy, subject to the minimum disability period and up to a maximum amount of \$_____.
If you have purchased Credit Life Insurance, it will pay the balance that would be owing if all payments as originally scheduled have been timely made as of the death of the named insured and the cause of death is not excluded, up to a maximum of \$_____. The policies or certificates issued by the company will more fully describe all the terms and conditions.

I want: ☐ Credit Life (on Buyer's Life only)
☐ Joint Credit Life (on Buyer's and Co-Buyer's Lives)
☐ GAP Coverage
☐ Credit Disability (on Buyer only)

DISCLOSURES PURSUANT TO TRUTH-IN-LENDING ACT

ANNUAL PERCENTAGE RATING (The cost of your credit on a yearly rate)	
FINANCE CHARGE (The dollar amount the credit will cost you)	\$_____
AMOUNT FINANCED (The amount of credit provided to you or on your behalf.)	\$_____
TOTAL OF PAYMENTS (The amount you will have paid after you have made all payments as scheduled)	\$_____
TOTAL SALE PRICE (The total price of your purchase on credit, including your downpayment of \$_____)	\$_____

Payment Schedule your payment schedule will be:

NUMBER OF PAYMENTS	AMOUNT OF EACH PAYMENT	PAYMENTS ARE DUE
One Payment of	\$_____	On _____
Payments of	\$_____	Monthly, Beginning _____
One Final Payment	\$_____	On _____

SECURITY INTEREST: You are giving a security interest in the vehicle being purchased.
LATE CHARGE: If payment is more than ten days late, you will be charged five percent of the payment.
PREPAYMENT: If you pay off in full early, you will not have to pay a penalty. See the reverse side of this contract for additional provisions about nonpayment, default, any required repayment in full before the scheduled date and security interests.

ITEMIZATION OF THE AMOUNT FINANCED

- Cash Price (Incl. Acc.) \$_____
- \$_____
- \$_____
- \$_____
- Service Contract \$_____
- Maintenance Contract \$_____
- Subtotal (1+2+3+4+5+6)** \$_____
- Downpayment** \$_____
- Trade-in (Gross Value) \$_____
- Less payoff on trade-in paid to \$_____
- Net trade-in allowance (A-B) \$_____
- Cash downpayment at closing \$_____
- MF's rebate (if any) \$_____
- Deferred downpayment due \$_____
- Total cash downpayment (D+E+F) \$_____
- Total Downpayment (C+G)** \$_____
- Balance owed to seller for above goods and services (7-8) \$_____
- Amounts paid to others on your behalf:
Paid to public officials:
A. License \$_____
- B. Registration \$_____
- C. Certificate of title \$_____
- D. Sales tax \$_____
- E. Other taxes \$_____
- F. _____ \$_____
- Paid to Ins. Cos. Per Statement of Ins. (Seller may retain or received a portion of these amounts):
G. *Total vehicle insurance \$_____
- H. **Total credit insurance \$_____
- Other: \$_____
- I. Paid to _____ \$_____
- For _____ \$_____
- J. Paid to _____ \$_____
- For _____ \$_____
- Total other charges (10A+B+C+D+E+F+G+H+I+J)** \$_____
- 11. AMOUNT FINANCED (9+10)** \$_____

BALLOON PAYMENT FEATURE: This contract is not payable in installments of equal amounts. The last scheduled payment (the "balloon") is substantially larger than each of the other scheduled payments.
** No Service Contract or Maintenance Contract is required to purchase or obtain financing for a motor vehicle. These are options which are fully detailed in the contracts or certificates describing them. Please read those documents before signing this contract. If you elect either of these items by signing below, the cost is included in the Amount Financed under this contract (line 5 and/or line 6).
Seller may retain or receive a portion of these amounts.

	Deductible	Term	Cost
Service Contract	_____	_____ mos.	\$_____
Maintenance Contract	_____	_____ mos.	\$_____

3. Applications

3.2. Advertising

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3.2.3. Online

- 3.2.3.1. Introduction

3.2.1. Advertising

3.2.1.1. Introduction

Illustrations (unless otherwise noted) are for demonstration purposes only.

The following policies for advertising will assist in the creation of Visual Identity-compliant advertising and support retail requirements. These policies are designed to create a unified look while providing a workable system allowing Marketing Partners flexibility.

It is important to understand and adopt the basic Brand Identity/Visual Identity philosophies and what the Infiniti Brand represents. **All advertising materials should be well balanced in their use of the core elements, thus reflecting an overall Infiniti Branded communication.**

For more detail information on the advertising, refer to “Character & Expression Guideline”.

The primary objective in advertising is to build the Infiniti Brand and model awareness, familiarity and drive overall opinion by:

- Simplifying Visual Identity by promoting one consistent look and spirit for the Infiniti Brand.
- Unifying the presentation of the Infiniti Brand through the consistent application of approved elements.
- Strengthening brand equity by measuring all actions against the Infiniti Brand Promise.
- Increasing customer impact by applying the Infiniti Visual Identity according to policies.
- Leveraging investment dollars by integrating advertising.



Outdoor



Magazine Spread



Newspaper



Broadcast

3.2.1.2. Advertising Elements

3.2.1.2.1. Photography

Authenticity is a key element of Infiniti photography. The vehicles are set in a vibrant, active environment, one that reflects a sense of motion, excitement and energy. Color is used to convey a sophisticated, luxurious quality that draws attention to the distinctive features of the vehicles.

These finely crafted photographs, such as the examples shown here, highlight the subtle, nuanced details of the Infiniti vehicles with passion and dramatic flair

This imagery works in harmony with the Infiniti Brand and Application Colors and reflects a premium and contemporary feel.

A consistent approach for (and philosophy for choosing) photography will help in building an elegant and unique Infiniti Visual Identity.



3.2.1.3.**Print****3.2.1.3.1.****Single Page and Spreads**

Illustrations (unless otherwise noted) are for demonstration purposes only.

The following examples demonstrate the flexibility of the system while maintaining a unified look. Application elements remain consistent while composition can change to accommodate different information.

- The Infiniti Logo can be used anywhere along the right or left edge of the image area, within the Module Grid System specifications, to best complement the image
- Text can be used within the photographic area as well as in the color fields

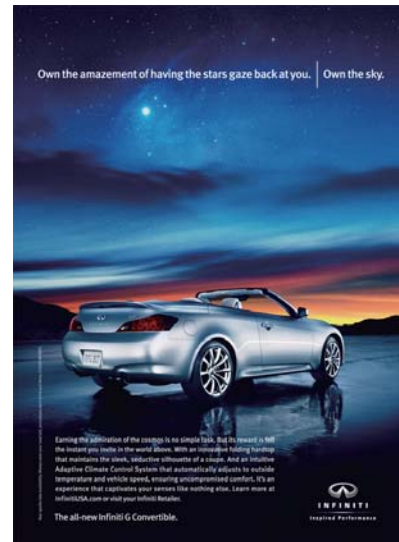
- In addition to highlighting important information, the Brand Accent Color may also be used as a graphic element

Acceptable background colors

Careful control of the background colors and environment surrounding the Infiniti Logo is vital to:

- Ensure maximum visual impact
- Build consumer recognition through consistency

See page 2.1.2.2. for color specifications.

Single Page Ad Layouts**Spread Ad Layouts**

3.2.1.3.2. Newspaper

Illustrations (unless otherwise noted) are for demonstration purposes only.

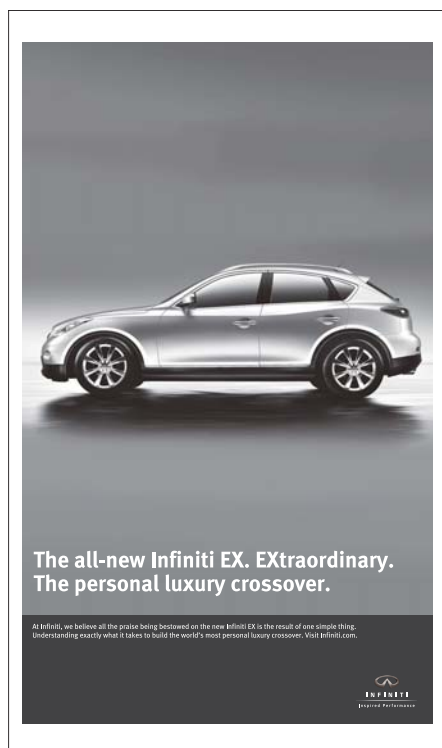
The following examples demonstrate the flexibility of the system while maintaining a unified look. Application elements remain consistent while composition can change to accommodate different information.

Newspaper Layouts

When spot color is available in newspaper, the Violet Brand accent color should be used. Regional information should be placed below the Infiniti Logo.

Infiniti Silver

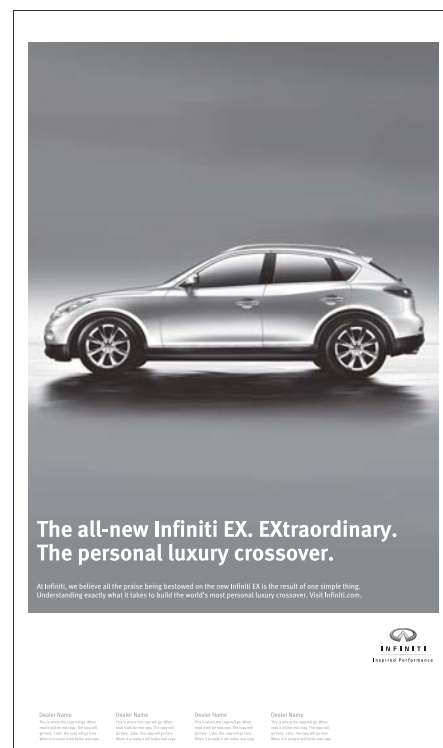
Because the use of a metallic ink is not often possible within a newspaper it is permissible to represent Infiniti Silver using a gray tone. Either match to Pantone Warm Gray 4 for four color applications, or 40% black for one color applications.



One-color national newspaper



Two-color national newspaper



Two-color regional or local newspaper
(regional ads include retailer contact listings)

Regional ads are those that appear in a specific area with a smaller defined consumer base.

3.2.1.3.3. Regional Basics

The following standards for Regional advertising will assist in the creation of Visual Identity-compliant regional print advertising and support retail requirements. As with advertising, it is important to understand and adopt the basic Brand Identity/Visual Identity philosophies and what the Infiniti Brand represents.

The primary objective in Regional advertising is to:

- Leverage the significant advertising investment made by Infiniti and Infiniti Retailers by making the advertising brand image of “Infiniti” stronger and more consistent between various sources of advertising.
- Build Infiniti’s reputation for quality, desirability and integrity.
- Drive long term, profitable growth by increasing both near- and long-term purchase intentions.

Regional advertising must:

- Reflect appropriate balance of Infiniti Brand (VI) and retail
- Maintain flexibility within the Infiniti Brand and VI context
- Properly use the application elements
(See Section 2.1. and 2.2. of Core Design Elements and Sub Core Design Elements)

Regional advertising must maintain the following hierarchy of information:

Brand > Product/Model line > Event/Region



Product/Model Line

Event/Region

3.2.1.3.4. Regional Product

Illustrations (unless otherwise noted) are for demonstration purposes only.

Shown below is an example of Infiniti Regional print advertising for products and model lines. Follow these mandatory policies for all such advertising:

- Maintain strong visibility and ensure impact of the Infiniti Logo through proper clear space and size
- Use Infiniti Meta



One-color regional newspaper

Correct Use of Color:

- Color may be used in product photography
- The Brand Accent Color must be used to highlight Infiniti-related information or imagery or highlight regional retailer information (a maximum of two instances per ad)

Objective: Build the overall Infiniti Brand and promote the model line's attributes and personality in the process.



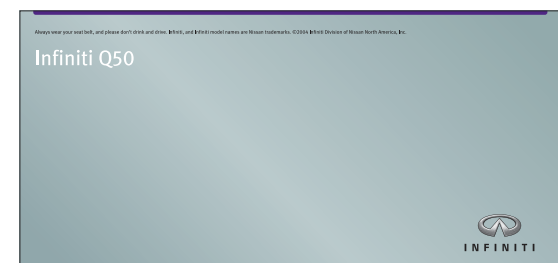
Full-color regional ad



One-color regional newspaper

Direct Mail:

For a more premium, invitational tone in direct mail, it is permissible to place the Infiniti Logo (with black Infiniti Wordmark) on a solid field of metallic color. **Only approved metallic and select Application Colors as documented on page 2.1.2.2. of Core Design Elements.**



Back cover

3.2.1.4. Outdoor

In order to establish hierarchy and prominence of the Infiniti Logo, the model name should be positioned in an opposing corner on outdoor ads. The Infiniti Logo should always be on the outer edge of the image area to ensure visibility.

See page 2.3.3. of Support Design Elements for more specific model line standards.

Illustrations (unless otherwise noted) are for demonstration purposes only.

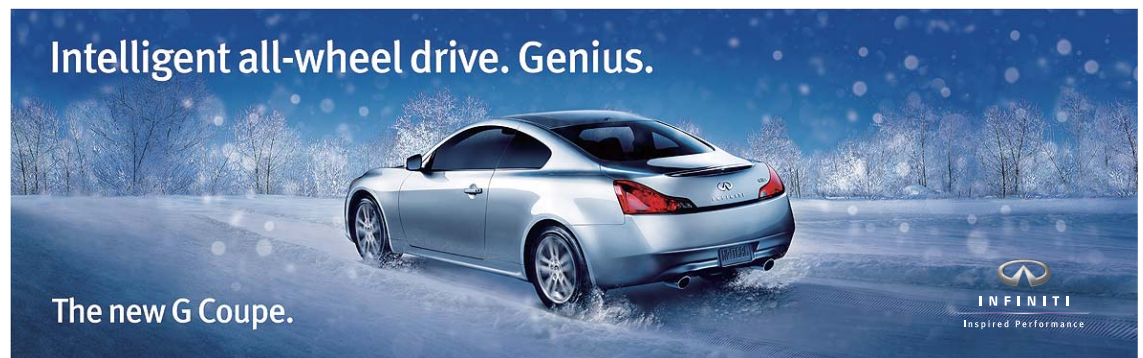
Important Notes:

The Infiniti Logo must appear clearly visible

All type must appear in Infiniti Meta

Color (for graphics and type) must be selected from the Brand Colors and Application Color palettes

Model name (e.g. G35) must be preceded by 'Infiniti'



3.2.1.5.**Broadcast and Radio**

Illustrations (unless otherwise noted) are for demonstration purposes only.

Broadcast

There is no registration mark (®) needed in broadcast materials. The same Infiniti Logo art should be used in broadcast as in print.

Make and Model

Make and model identification can be placed over picture preceding the final Infiniti Logo.

Safe Areas

When placing the Infiniti Logo and text on screen, it is important to keep necessary text and artwork out of the safe areas.

- The action safe area is a 5% border in from all sides of the screen
- The title safe area is 10% from each edge of the screen

Infiniti Logo Size and Placement

The Infiniti Logo should be 30-35% of the screen height and should sit slightly above center, as shown.

Other Title Placement

Make and model, offer, retailer tags and legal should be placed before the Infiniti Logo, leaving the final sequence to include the Infiniti Logo only. Make and model, offer, retailer tags and legal can be against black background or over photography, as shown below.

Broadcast Billboard

Broadcast billboard artwork and announcer copy should be provided by authorized agency.

All end slate's are available from authorized agency. Contact Infiniti Motor Company Limited.

Radio

Ending a Radio Spot: every spot should end with a consistent Infiniti message stated in one of the following ways:

- Infiniti
- Infiniti, model name



3.2.2. Printed Materials

3.2.2.1. Introduction

Illustrations (unless otherwise noted) are for demonstration purposes only.

Infiniti produces innumerable printed materials each year. These materials range from a simple one-color business reply card to high-end four-color product collateral, point-of-sale materials in Retail Center and owner's manuals.

The two most important things these materials share is that they all reflect the Infiniti Brand and they all clearly communicate information to all Infiniti customers, potential and existing.

This section is designed to show examples of most printed material applications and clearly illustrate the flexibility of Infiniti's Visual Identity.

Brochure



CD Package



Business Reply Card



INFINITI
Inspired Performance

We're confident the vehicles below will exceed your expectations on just about any performance review. Simply check the boxes next to the Infiniti models you'd like to see more of and we'll send you a brochure. Also, if you haven't done so already, please fill us in on your plans by answering the questions below:

Please Send Me Brochures On The Following Infiniti Vehicles: (check or initial)

☐ G35 Sedan ☐ G37 Coupe ☐ G35 Convertible
☐ M35i/45i ☐ EX35
☐ FX45/35 ☐ QX56

When my current Infiniti lease ends, I plan to:

☐ Lease a new Infiniti, model _____
☐ Purchase a new Infiniti, model _____
☐ Purchase my current Infiniti.
☐ Purchase or lease a pre-owned Infiniti.
☐ Purchase or lease a different make and model.
☐ Undecided at this time.

I plan to return it at the following location:

☐ Infiniti Dealer Location.
☐ A different Infiniti Dealer. (Please provide a name.) _____
 Dealer name: _____
☐ Undecided at this time.

I intend to return my current Infiniti lease vehicle:

☐ On its lease expiration date, April 16, 2013.
☐ Undecided at this time.

Please provide us with your email address: _____
(It's best sent only to Infiniti for providing you with Infiniti information.)

John Q. Sample
323 Main Street
Apt. 100
Anytown, US 90000
Lease Expiration: April 16, 2013



Specification Information

	2009 INFINITI G37 Coupe 2dr Sports	2009 Audi TT 2dr Cpe MT 1.8L quattro	2009 BMW 1 Series 4dr 5dr 131i
Standard Displacement	3.7L / 221	3.2L / 195	3.0L / 182
Standard Horsepower	180 @ 5500	250 @ 5500	200 @ 5500
Standard Torque	210 @ 1500	216 @ 2500-3000	200 @ 1600-4000
EPA Fuel Economy - City	17 MPG	17 MPG	17 MPG
Navigation System	Available	Not Available	Available
Sat Memory	Available	Not Available	Standard
Keyless Start	Standard	Not Available	Available
Base MSRP	\$37,000.00	\$42,070.00	\$34,900.00

2009 Infiniti G37 Coupe
A comparison that reveals there's no comparison.





INFINITI
Inspired Performance

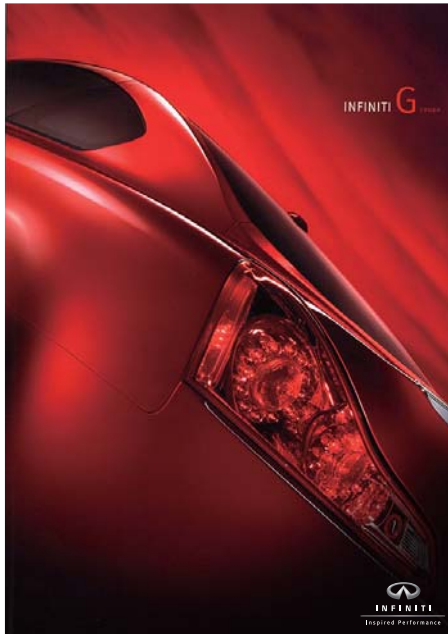
3.2.2.2. Integration

3.2.2.2.1. Consistency

By leveraging the words, images and messaging of an advertising or direct mail campaign into multiple applications as illustrated here, you can dramatically improve your results by creating a consistent impression across various media. In an age of advertising and direct marketing clutter, target your audience with a common look across related communications becomes a tremendous competitive advantage.

Ideally, one should be able to review all the advertising and direct marketing elements of a campaign and get the impression that it was all created from a common strategy. The examples on this page show how brand compliant graphics can thread through numerous items in a campaign, creating a unified look and reinforcing the message through various mediums.

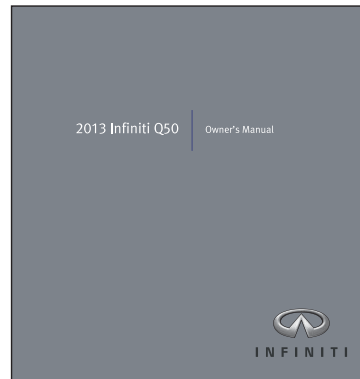
Illustrations (unless otherwise noted) are for demonstration purposes only.



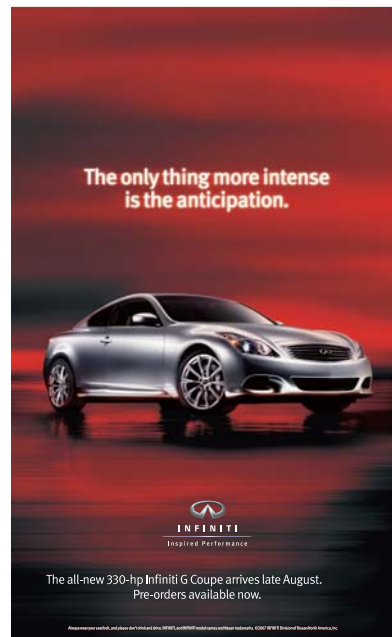
Brochure



Print AD



CD Package



POS

3.2.2.2.2. Flexibility

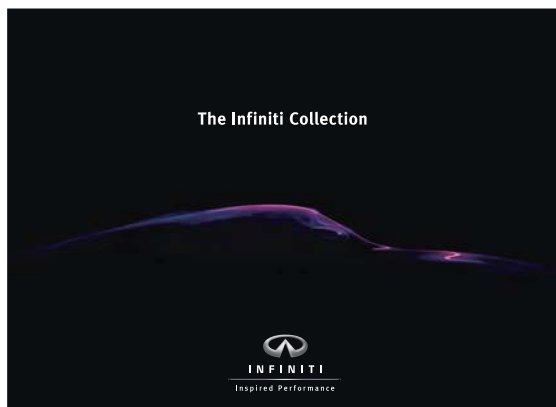
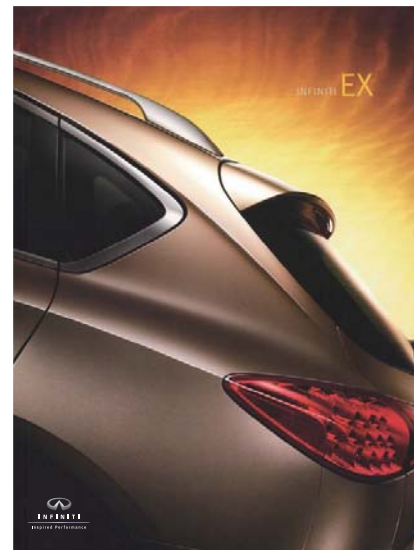
If printed materials adhere to the Infiniti Visual Identity Policies, while expressing the Infiniti Brand Identity, you will find that there is no right or wrong way to create collateral materials. For example, illustrated here are three different brochure layouts. All three layouts are VI compliant, yet all are different. All reflect:

- Correct use of the Infiniti Logo
- Approved Infiniti Meta font

- Infiniti colors, with strategic use of Infiniti Violet
- Elegant and refined layouts, emphasizing the qualities of the vehicle

The purpose of these policies *is not to hinder creativity*. All three of these examples clearly illustrate the flexibility within the Infiniti Visual Identity Policies.

Illustrations (unless otherwise noted) are for demonstration purposes only.



3.2.2.2.3. Brochure Examples

Illustrations (unless otherwise noted) are for demonstration purposes only.

Brochures are an important part of conveying product, brand, etc. messages to potential customers. Whether as a take-away from a dealership or the centerpiece of a direct mail package, a brochure is a key touchpoint for the Infiniti Brand.

Brochures should be engaging, unique and distinctly premium in approach and rich with information. Be persuasive, avoid jargon and be consistent with everything the Infiniti Brand represents.

Photography

The examples on this page show both rich black and white photography and saturated full color photography. Both approaches are equally strong and evocative of the Infiniti Brand.

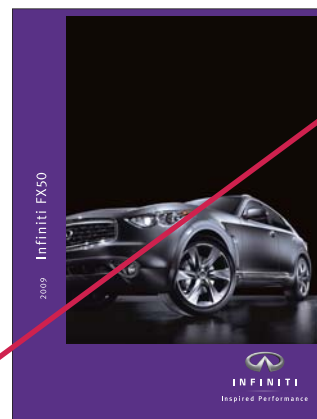
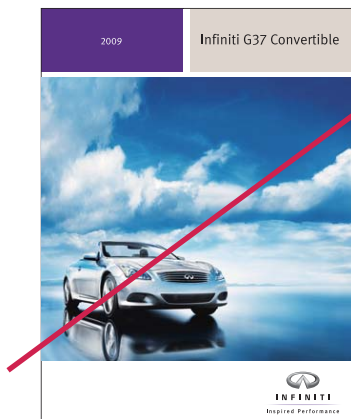
Use rich black and white photography to illustrate the strength of the product.

Use engaging full color photography from an interesting angle to express the premium quality of the vehicle, combined with straightforward identifiers as a counterpoint. Parts and accessories brochures should illustrate the same fresh approach to layout as new product brochures.



Unacceptable Usage

Do not use Infiniti Violet as a large field of color.




3.2.2.2.4. Bulletin

Infiniti uses bulletins as a means of communicating information to dealership personnel, as such, consistent brand identity should be adhered to.

Each bulletin should have a standardized look including:

- Approved Infiniti Meta font
- Clarity of information
- Correct use of the Infiniti Logo

 INFINITI	LEGAL NAME or REGION COMPANY NAME 1234 Street Address City, ST 12345 Phone: 123 456 7890 Fax: 123 456 7890 A Division Name
<h2>Accessory Bulletin</h2>	
REFERENCE: MAV-78-45 TO: All Infiniti sales SUBJECT: Satellite Radio	DATE:
<p>Genuine Infiniti Accessories Infiniti Accessory Sales And Marketing</p>	

3.2.2.2.5. Two-Color Application

The Infiniti Brand Colors work effectively for two color printing when combined with accents of Infiniti Violet.

The examples here illustrate the great solutions that can be achieved whether the content is an owner's manual, a service and maintenance guide or a corporate business report.

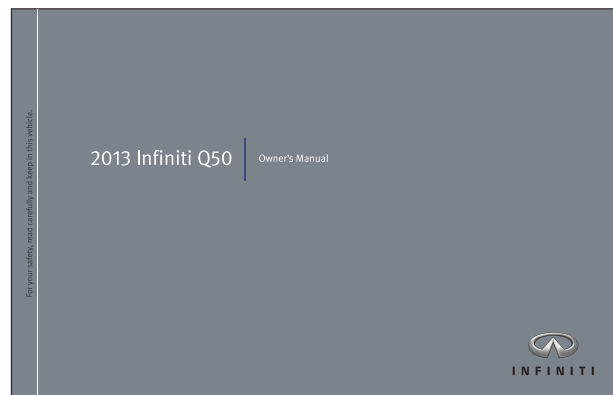
Each example illustrates:

- Correct use of the Infiniti Logo
- Approved Infiniti Meta font
- Infiniti colors, with strategic use of Infiniti Violet
- Elegant and refined layouts, emphasizing the qualities of the vehicle

The purpose of these policies is not to hinder creativity. All examples clearly illustrate the flexibility within the Infiniti Visual Identity System even when applied to 2-color projects.

Illustrations (unless otherwise noted) are for demonstration purposes only.

Owner's Manual



Business Reply Card

INFINITI
Inspired Performance

We're confident the vehicles below will exceed your expectations on just about any performance review. Simply check the boxes next to the Infiniti models you'd like to see more of and we'll send you a brochure. Also, if you haven't done so already, please fill us in on your plans by answering the questions below:

Please Send Me Brochures On The Following Infiniti Vehicles: (Choose up to two.)

☐ Q50 Sedan ☐ Q50 Coupe ☐ Q50 Convertible

☐ M35i ☐ EX35 ☐ FX45/55 ☐ QX56

John Q. Sample
123 Main Street
Anytown, US 90000
Lease Expiration: April 16, 2003

When my current Infiniti lease ends, I plan to:

☐ Lease a new Infiniti, from _____

☐ Purchase a new Infiniti, from _____

☐ Purchase my current Infiniti.

☐ Purchase or lease a pre-owned Infiniti.

☐ Purchase or lease a different make and model.

☐ Undecided at this time.

I intend to return my current Infiniti lease vehicle:

☐ On its lease expiration date, April 16, 2003

☐ Undecided at this time.

I plan to return it at the following location:

☐ Infiniti Dealer Location.

☐ A different Infiniti Dealer.
(Please provide a reason.)

Dealer name: _____

Please provide us with your email address:

(To be used only to provide you with related information.)

3.2.2.2.6.

DirectMail

Every element in a direct mail package conveys a message from Infiniti. Beautifully executed, direct mail can be a powerful marketing tool. At the same time, a poorly written letter, a garish envelope or an inappropriate premium can be harmful to the Infiniti Brand.

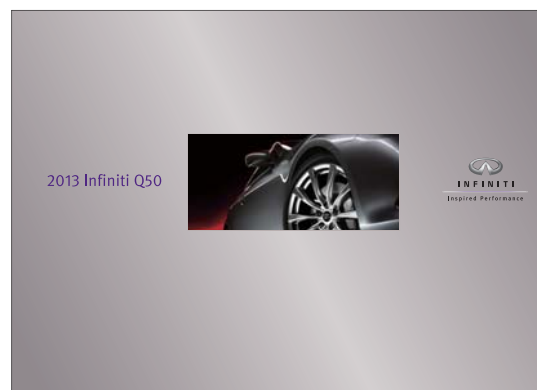
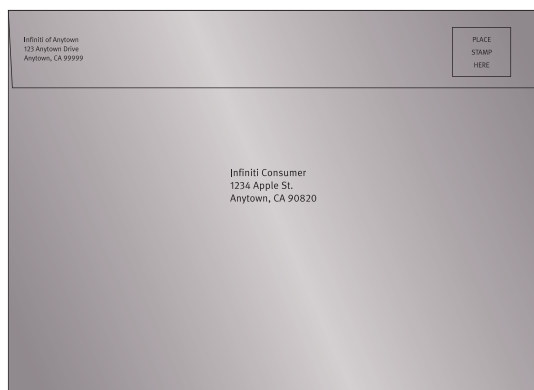
The examples on this page show a variety of approaches. All of these examples adhere to the Infiniti Visual Identity Policies and use brand elements in unique ways.

Illustrations (unless otherwise noted) are for demonstration purposes only.

Direct Mail:

For a more premium, invitational tone in direct mail, it is permissible to place the Infiniti Logo on a solid field of metallic color. **Only approved metallic and select Application Colors as documented on page 2.2.4. may be used.**

Infiniti Package



Window envelope

Infiniti Mailing



3.2.2.2.7.

Business Reply Cards

Illustrations (unless otherwise noted) are for demonstration purposes only.

Producing a beautiful brochure or mailing is made more useful when we receive information back from the customer. Business reply cards (BRCs) are not only helpful in fulfilling customer requests, they are also a valuable means of acquiring and tracking data about prospects and customers.

Infiniti produces many different BRCs each year. Following a few rules will create a more useful reply device:

- Use only the Infiniti Meta font
- Must use The Brand Colors, remembering to incorporate the Brand Accent Color sparingly and strategically
- May use Application Colors

- Be conversational, make sure your instructions are easy to understand
- Make sure to use a dull coated or uncoated stock so that the ink adheres to the BRC when the customer fills it out
- Make sure that you allow ample space for longer names
- Format your reply cards so that responses can be accurately tracked

Like all Infiniti printed materials, a BRC should conform to the Infiniti Visual Identity Policies and reflect the personality of the Infiniti Brand.

Fill out this card. Drop it in any mailbox. We'll send you information on the all new 2003 Infiniti FX45 as it becomes available.

NAME _____

ADDRESS _____

CITY, STATE, ZIP CODE _____

TELEPHONE NUMBER (DAY) _____ (EVENING) _____

EMAIL ADDRESS _____

Vehicles in your household

MAKE	MODEL	YEAR	<input type="checkbox"/> OWN <input type="checkbox"/> LEASE EXPIRATION DATE:
MAKE	MODEL	YEAR	<input type="checkbox"/> OWN <input type="checkbox"/> LEASE EXPIRATION DATE:

When do you plan on buying your next vehicle?

☐ 0-1 MONTH ☐ 2-6 MONTHS ☐ 7-9 MONTHS

☐ 10-12 MONTHS ☐ NOT SURE

Other than Infiniti, which makes/models are you considering?

This is copy that you can read when it is actual copy. This is copy that you can read when it is actual copy. This is copy that you can read when it is actual copy. This is copy that you can read when it is actual copy. This is copy that you can read when it is actual copy. This is copy that you can read when it is actual copy. This is copy that you can read when it is actual copy. This is copy that you can read when it is actual copy. This is copy that you can read when it is actual copy.

INFINITI
Inspired Performance

INFINITI
Inspired Performance

We're confident the vehicles below will exceed your expectations on just about any performance review. Simply check the boxes next to the Infiniti models you'd like to see more of and we'll send you a brochure. Also, if you haven't done so already, please fill us in on your plans by answering the questions below:

Please Send Me Brochures On The Following Infiniti Vehicles: (Choose up to two.)

☐ G35 Sedan ☐ G37 Coupe ☐ G35 Convertible

☐ M35/45 ☐ EX35

☐ FX45/35 ☐ QX56

John Q. Sample
123 Main Street
Apt. 100
Anywhere, US 90000

Lease Expiration: April 16, 2003

When my current Infiniti lease ends, I plan to:

☐ Lease a new Infiniti, Model _____

☐ Purchase a new Infiniti, Model _____

☐ Purchase my current Infiniti.

☐ Purchase or lease a pre-owned Infiniti.

☐ Purchase or lease a different make and model.

☐ Undecided at this time.

I intend to return my current Infiniti lease vehicle:

☐ On its lease expiration date, April 16, 2003

☐ Undecided at this time.

I plan to return it at the following location:

☐ Infiniti Dealer Location.

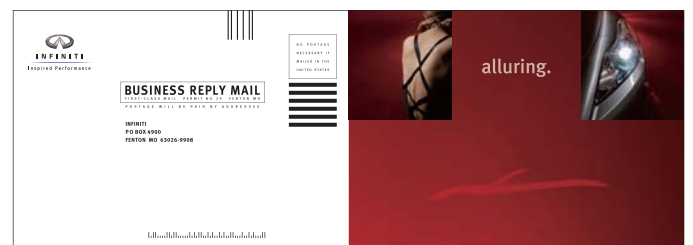
☐ A different Infiniti Dealer.
(Please provide a reason.) _____

Dealer name: _____

☐ Undecided at this time.

Please provide us with your email address:

(To be used only by Infiniti for providing you with Infiniti information.)

3.2.2.2.8. Special Stationery

Certain marketing communications packages will require that a letter be included. Ideally, the letter should be printed on Infiniti stationery; however, your mailing package may require an alternate size or format.

The examples on this page shows how a letter can be creative and break through the clutter, but still leverage the Infiniti stationery system in Section 3.1.1.

The example shows:

- Correct use of the Infiniti Logo
- Approved Infiniti Meta font
- Use of Brand Colors, with minimal use of Infiniti Violet, Brand Accent Color

Wherever possible, follow the policies for the Infiniti stationery system in Section 3.1.1. The examples shown here keeps the Infiniti Logo and accent line in the same position as the Infiniti Brand stationery.

Illustrations (unless otherwise noted) are for demonstration purposes only.

 INFINITI	Employee NAME Employee Title Second Line if Necessary	INFINITI MOTOR COMPANY LTD 34/F & 36/F, CITIBANK Tower, No. 3 Garden Road, Hong Kong
<p style="text-align: center;">April 13, 2006</p> <p>Dear Friends:</p> <p>Infiniti enthusiastically supports individuals who look at the world in new and refreshing ways in order to build value and improve quality of life. We're proud to sponsor the 2003 TED Conference. At this year's event, men and women in fields from business to aviation, architecture to music, and design to medicine will be sharing their unconventional ideas and inspiring stories. They are accelerating the future in their chosen fields of endeavor, and we salute them. We trust you will enjoy the conference and share your experience with friends and colleagues back home.</p> <p>Sincerely,</p> <div style="text-align: center;">  </div> <p style="text-align: center;">John C. Smith Vice President General Manager, Infiniti Division</p>		

Letter

3.2.2.2.9.

Point of Purchase Materials

Illustrations (unless otherwise noted) are for demonstration purposes only.

Point of Purchase (POP) materials are a very important way of getting information to customers in a Dealership, at an auto show, or at other events. The examples on this page show brand compliant POP display materials across a range of applications.

Make sure to:

- Use only Infiniti Meta
- Use the Infiniti Logo
- Use only the Infiniti Brand Colors, remembering to incorporate the Brand Accent Color, Infiniti Violet, sparingly. When using additional Application Colors, make sure they are relevant, e.g. use Medium Yellow from the Application Colors on

a poster about safety. Or, if the graphic relates back to a direct mail or advertising campaign that utilizes an Application Color, that color should be used.

- Be succinct, to the point, interactive/engaging and work with the vehicle where appropriate. Make sure that the information is easy to understand. These materials can help the salesperson make the sale.
- See page 2.2.4. for Application Color usage.

Information Graphic



Specification Sticker



Posters



3.2.3. Online

3.2.3.1. Introduction

The digital is of vital importance to our collective business. As such, it is our responsibility and an absolute business necessity to ensure that it effectively translates the concepts of the Infiniti Brand Identity into a tangible, visual expression. The same application design elements — Infiniti Logo, Brand Typography, Brand Colors and Brand Accent Color — are leveraged with clarity and consistency online, always reflecting our desired image of progressive luxury.

As the digital continues to increase its importance to our collective global business, it is our responsibility and an absolute business necessity to provide our target audience with a positive, Infiniti Branded digital experience on both a global and local level. In response to this need, the Infiniti Motor Company Limited (IML) collaborated with global and regional marketing, Brand Identity, Visual Identity, and IS teams to develop a global content management system (CMS) that will

enable you to achieve this objective to support your B2C online marketing initiatives. The DNA system along with Infiniti's brand guide-lines supplement this system for digital advertising initiatives and other digital spaces.

Infiniti Global Content Management System & Digital Assets

Infiniti's global content management system is the approved platform for Infiniti Corporate Business to Consumer (B2C) website communications. The DNA (Digital Nissan Assets) group is the approved source for all other digital assets, including promotional microsites, banner ads, and other materials required to access consumers in the digital arena.

Digital materials produced outside of the Global Infiniti Agency structure must comply with Infiniti Brand and Infiniti Visual Identity Policies.



Infiniti Middle East (Infiniti-me.com)



Infiniti UK (Infiniti.com.uk)



Infiniti China (Infiniti.com.cn)



Infiniti Russia (Infiniti.ru)



Mobile site

3. Applications

3.3. Internal Communications

Contents

3.3.1. Introduction

3.3.2. Publications

3.3.3. Banners and Flyers

3.3.4. Email Signatures

3.3.5. Presentation Materials

PowerPoint Presentations

Training Materials

3.3.1. Introduction

Illustrations (unless otherwise noted) are for demonstration purposes only.

A strong brand is built from within, and internal communications tools are essential in its achievement.

Infiniti employees play a critical role in the success of the Brand Initiative. Everything you do for the company is a reflection of the Infiniti Brand. Therefore, it is essential that you develop a full understanding of the Infiniti Brand Identity and completely align with and support it. To help you, Infiniti has created a range of internal communications tools each designed to keep Infiniti's internal audience informed. These tools cover various mediums from newsletters to e-mail. The next pages illustrate how important these tools are and how adherence to the Infiniti Visual Identity Policies must start inside the organization — at the root of the Infiniti Brand.

Microsoft Windows templates are available for creating PowerPoint presentations on CD-ROM. These templates have been formatted for installation and use on PC computers using Microsoft Windows XP or higher, and require that the Verdana font be installed on your system (see page 2.1.6. of Core Design Elements).



Banner



PowerPoint Presentation

3.3.2. Publications

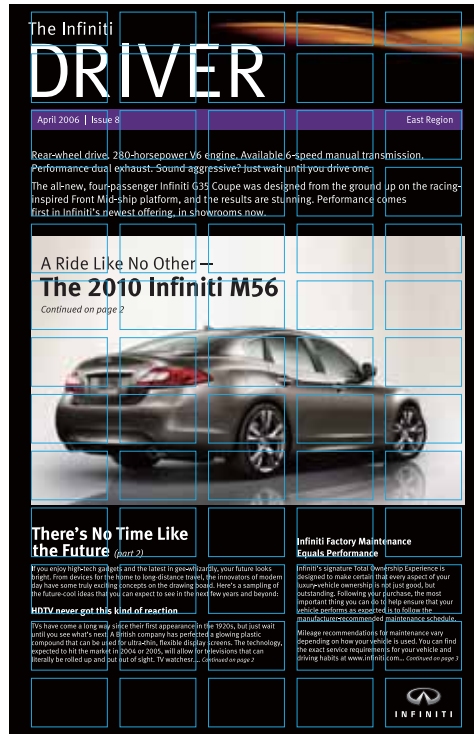
Illustrations (unless otherwise noted) are for demonstration purposes only.

Infiniti effectively uses internal publications to inform employees and retailers. The newsletter format created for Infiniti implements the Core Design Elements and Support Design Elements, such as the Infiniti Logo, Brand Colors and Brand Accent Color, as well as the Module Grid System, Brand Typography and Application Colors.

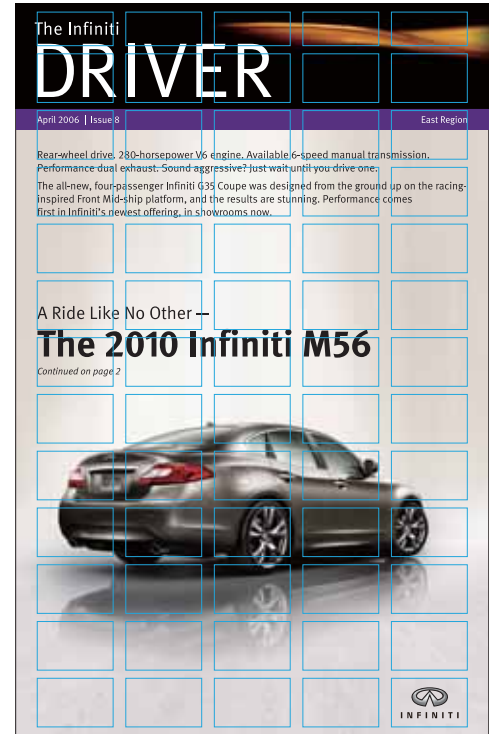
Blue lines indicate the Infiniti Module Grid System.

Placement of the Infiniti Logo is indicated with light blue shading.

The newsletter format accommodates both full bleed and no-bleed layouts.



Newsletter with .5" margin



Newsletter with full bleed imagery

Unacceptable Usage

Do not create newsletter layouts that do not adhere to the Infiniti Visual Identity policies.



3.3.3. Banners and Flyers

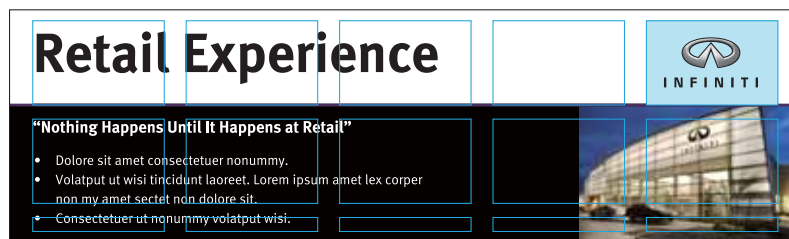
Illustrations (unless otherwise noted) are for demonstration purposes only.

Blue lines indicate the Infiniti Module Grid System.

Placement of the Infiniti Logo is indicated with light blue shading.

Banners are an excellent way to get the brand message across internally. Whether as a stand-alone exhibit in the lobby of a building or simply posters on the wall, these graphics are a great way to bring the Infiniti Brand to life.

Follow the policies set in Section 2.1. and 2.3. — Core Design Elements and Support Design Elements when creating banners and flyers.

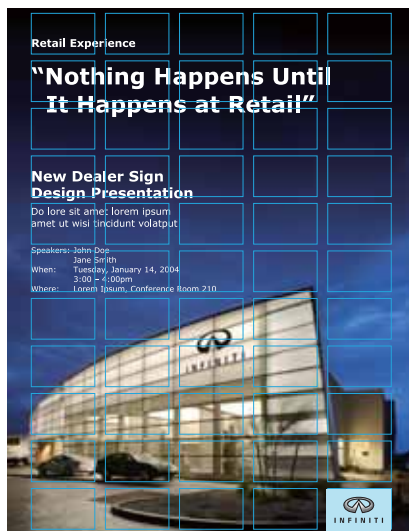


Banner (full color)



Banner (single color)

Verdana typeface is acceptable for use on electronically (Desktop) produced files.



Electronically (Desktop) Produced Flyer

3.3.4. Email Signatures

Employee email is an official and important document to prove the identity. It is possible to improve a brand image of Infiniti. See below for specifications on the approved Infiniti email signature.

Under most circumstances, neither the Infiniti computer system nor the recipient of your email will have Infiniti Meta installed on their machine. Therefore, when communicating via email, always use Verdana as the default typeface.

Keep in mind that emails have a life of their own and, once written, can easily be forwarded. Emails are a quick and sure representation of Infiniti, like business cards, and need to maintain consistency. Ensure that the tone of emails is in keeping with the Infiniti Visual Identity.

General rule:



Illustrations: Global functions

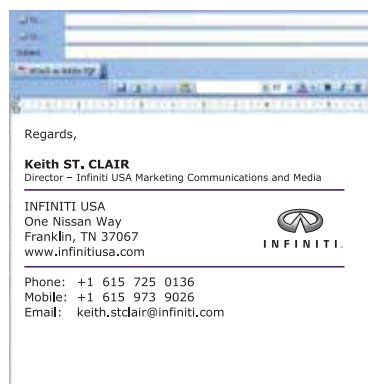


Illustrations: Sub-regions & markets

If there are special promotional campaigns or environmental messages which are approved by the company, it is allowed to put such message or promotional material (i.e., .jpg, .gif, etc) under the signature. Any sales or marketing promotional campaigns should be branded Infiniti and Infiniti specific.

If necessary, may display your name in local language under alphabet.

- Japanese - MS P Gothic
- Simplified Chinese(PRC) - 創芸簡黑体
- Traditional Chinese(Taiwan) - 中黑體
- Korea - HY Junggothic
- Cyrillic - Franklin Gothic BookC



3.3.5. Presentation Materials

PowerPoint Presentations Training Materials

Illustrations (unless otherwise noted) are for demonstration purposes only.

Presentations and training materials are important tools in building the Infiniti Brand and are some of the most powerful tools in business today. Both internally and externally, PowerPoint presentations reflect the Infiniti Brand Identity as vividly as our products and services.

PowerPoint Presentations

PowerPoint templates for Infiniti have been developed so you can create presentations as refined and engaging as our products.

Under most circumstances, neither the Infiniti computer system nor the recipient of your presentation will have Infiniti Meta installed on their machine.

Therefore, use Verdana as the default typeface for PowerPoint presentations.

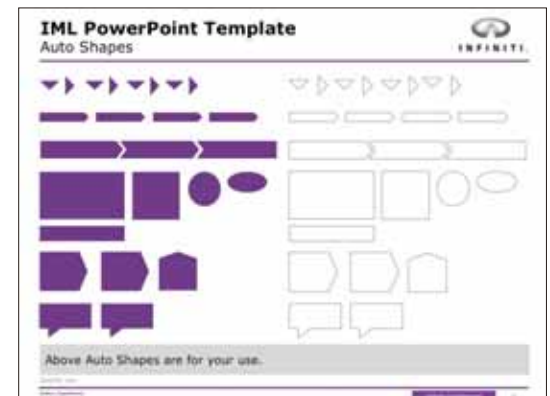
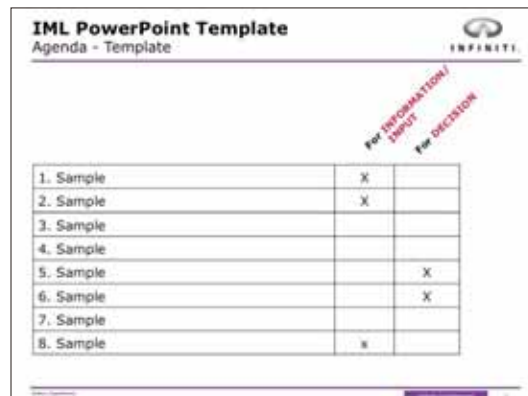
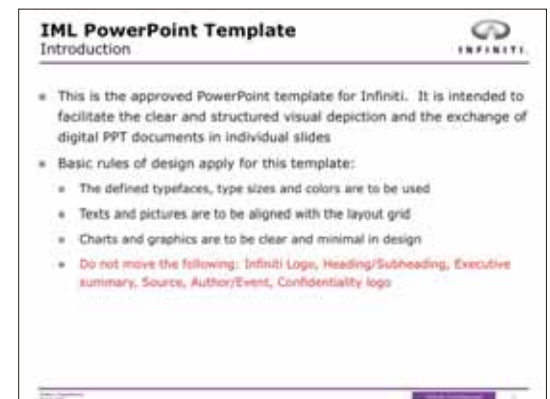
The key to great PowerPoint decks is brevity. Do not clutter screens with large amounts of text. Use imagery to tell the story effectively.

Training Materials

Training materials for employees and retailers are also an important part of building the Infiniti Brand. They will be one of the first tactile elements an employee and retailer will come across when joining Infiniti and, as such, it is crucial that a positive brand impression is communicated.

Manuals created for training or for any other purpose must strictly adhere to the Infiniti Visual Identity Policies. Correct use of the Infiniti Logo, Brand Colors and Brand Typography are crucial in making a lasting impression on an employee or training session attendee.

Please see the Section 2.1. and 2.3. — Core Design Elements and Support Design Elements for more information.



3. Applications

3.4. Specialized Logos

Contents

- 3.4.1. Introduction**
- 3.4.2. Sponsorship Logos**
- 3.4.3. Program Logos**
- 3.4.4. Product and Service Logos**
- 3.4.5. Unacceptable Usage**
- 3.4.6. Infiniti InTouch Logo Usage**
- 3.4.7. Infiniti Red Bull Racing Logo Usage**

3.4.1. Introduction

Illustrations (unless otherwise noted) are for demonstration purposes only.

Important Notes:

Do not lock up any element to the Infiniti Logo.

Use correct color, type, etc.

Sponsorships, corporate programs and events are opportunities for Infiniti Brand extension. Many situations may call for their own identity and specialized logo. However, these individual logos must also be reflective of the Infiniti Brand and Visual Identity. Thus, each specialized logo must have its own communication objectives and personality while still reflecting Infiniti.

Because these specialized logos are a part of Infiniti's overall Brand Identity, they should incorporate as many elements of the Visual Identity Policies as possible, including color and typeface.

General Standards

Do not add any element to the Infiniti Logo, or degrade the quality of the Infiniti logo in any way.

— do not lock-up to the Infiniti Logo

— use correct Brand Typography and Brand Colors.

Lock-ups

Only in key, strategic situations is it permissible to create a lock-up with the Infiniti Logo. **Any requests to create a lock-up with the Infiniti Logo, must be reviewed and approved by Infiniti Motor Company Limited (IML).**

Clear Space

Always follow the clear space specifications as stated in Section 2.1.2.3. – Core Design Elements.

Keep in mind that these specifications relate to the minimum required clear space.

There are circumstances when more clear space is needed to avoid the appearance of the Infiniti Logo being locked-up with another entity.

Several specialized logos are shared with Nissan. Please refer to the Nissan VI Standards for additional specialized logo examples.



**CERTIFIED
Pre-Owned**



**INFINITI
FINANCIAL
SERVICES**



Service Logo

3.4.2. Sponsorship Logos

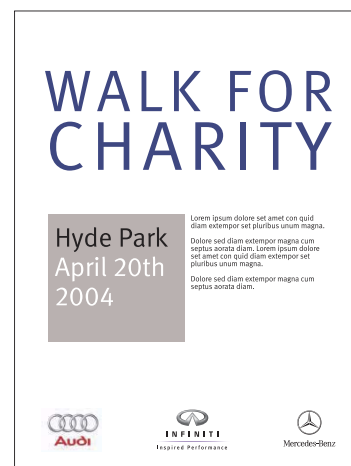
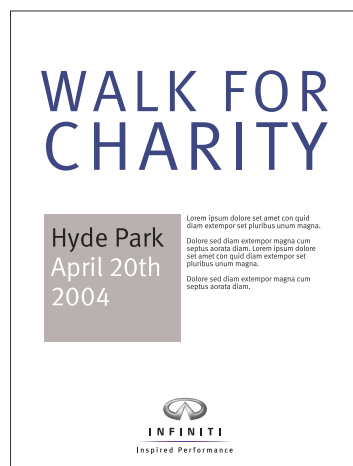
Endorsement

Whenever Infiniti is the sole (or primary) sponsor of an event the Infiniti Logo should be used. The Infiniti Logo should be prominent and remain free and clear of surrounding images, type or other graphic elements.

Participant

In situations where several corporations are participating in an event, be sure there is ample clear space surrounding the Infiniti Logo and that no other image, type or other graphic element interferes with it. Be sure that Infiniti appears distinct and with integrity.

Illustrations (unless otherwise noted) are for demonstration purposes only.



3.4.3. Program Logos

Overall, Program logos should be an extension of the Infiniti Visual Identity. Each program will have its own personality and identity that should be reflected in the logo. More importantly, each needs to reflect the Infiniti Brand Identity.

Any Program logos developed should use the Infiniti Brand Colors and Brand Typography as outlined in the Core Design Elements module.



3.4.4. Product and Service Logos

If you need to develop Product /or Service logos, please contact Global Infiniti Business Unit, Brand Management at NML in advance.



Infiniti I•Valuation™

3.4.5.

Unacceptable Usage

The following demonstrate unacceptable specialized logos

Do not use any unauthorized typefaces



Do not use any unauthorized colors



Do not create a readthrough (or lock-up) in multiple sponsor situations, particularly when the co-sponsors may include competitors. In these instances a clear space greater than the minimum should be used.



Do not present the Infiniti Logo at a smaller size (visually) than co-sponsor logos (except where it is a reflection of sponsorship levels)



Do not create a logo using the Infiniti Logo or the Infiniti Wordmark



3.4.6.**Infiniti InTouch
Logo Usage****Basic rules**

The background color, minimum size and minimum clear space of INFINITI brand logo must confirm to the “Infiniti Visual Identity Policies”.

<http://rdpplaza.net23.nml.jdc/BIHP/infiniti/en/index.htm>

Illustrations (unless otherwise noted) are for demonstration purposes only.

Infiniti InTouch Logo**Positive**

*Infiniti InTouch Logo- Horizontal



Line: Black

RGB
CMYK

R000 B000 G000
C0 M0 Y0 K100

Letters : Black

RGB
CMYK

R000 B000 G000
C0 M0 Y0 K100

Negative

*Infiniti InTouch Logo- Horizontal



Line: White

RGB
CMYK

R255 B255 G255
C0 M0 Y0 K0

Letters : White

RGB
CMYK

R255 B255 G255
C0 M0 Y0 K0

3.4.7. Infiniti Red Bull Racing Logo Usage

3.4.7.1. Introduction

As we head into an exciting new phase of the partnership between Infiniti and Red Bull Racing, with it comes a new visual identity, new materials and new guidelines. In order to ensure that 'Infiniti Red Bull Racing' is recognised globally in a highly visual and consistent way, it is important that these new guidelines are followed.

These new rules provide specifications for easy implementation of the new graphic identity without restraining creativity or impeding communication. They have been developed to help project a consistent image to sponsors, suppliers, prospective clients, the media, competitors and the wider global audience.

Your commitment to using the new assets in the right way, combined with following the clear approval process detailed overleaf, will be critical to ensuring the correct perception of 'Infiniti Red Bull Racing' in all external communications.

3.4.7.1.2 Approval Process

Any Infiniti Red Bull Racing communication that is produced externally and designed for external use MUST be approved by the Infiniti Performance Team. The Infiniti Performance Team (IPT) based in London, manages ALL communication and approvals between Infiniti internal stakeholders and Infiniti Red Bull Racing and should be your first point of contact regarding any creative work relating to the Formula One program.

Once you have a full designed creative, taking into account all of the guidelines detailed in this document, please send this to the relevant member of the Infiniti Performance Team who will manage the global approval process with Infiniti Red Bull Racing and come back to you with feedback and / or approval. If changes are required, please make these changes and send back to IPT for re-approval. Please allow for 5 working days minimum for feedback.

If you are unsure of correct usage or have any questions when putting creative work together, please contact the Infiniti Performance team who will be happy to advise.

3.4.7.2. Basics

Primary Logo

Primary Reverse Logo version



ONLY to be used on dark backgrounds.

Primary Positive Logo version



ONLY to be used on white or light backgrounds. NB. The silver gradient used in the Primary positive logo is darker than that used in the Primary reverse logo version to provide a higher contrast to the background.

Acceptable

2012 Composite Partner Logo

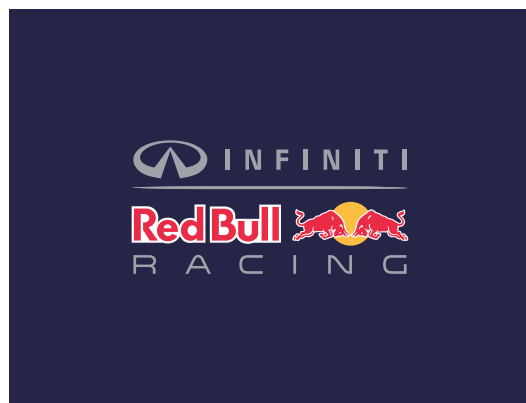


Please be aware, the use of the 2012 Composite Partner Logo in any communication is prohibited.

3.4.7.2.1

Embroidery Logo

Please note that there is only one color silver used whether the logo is embroidered on a dark or light background.

Example out of a dark background

Embroidery of product carrying the the team logo is to be done only via centrally-approved merchandise providers.

Example out of a light background**3.4.7.2.2.**

Monotone Logo

Black Monotone Logo versions

NB: This is a monotone version of the logo and should ONLY be used when the print process would not produce the highest quality result.

The Monotone Logo should only be printed on white, black or blue. Blue versions of the Monotone Logo are available in both CMYK and Pantone.

Blue Monotone Logo versions

Recreating versions of the logo in alternate colors is not permitted.

For use of the monotone color logo, please contact Adam Acworth on:
aacworth@infiniti-performanceteam.com

3.4.7.3. Clear Space

The Infiniti Red Bull Racing logo must be given prominence and visibility, so it is not crowded by other text and graphics.

The clear space area shown opposite is the minimum – we recommend that you increase this space wherever possible.

The clear space area is based on the 'x', measurement, (half the depth of the logo).

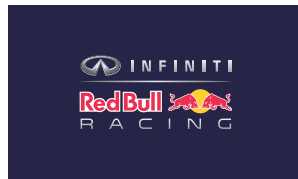
For clarity of communication and reproduction, a minimum size of use is indicated. Minimum size for all Infiniti Red Bull Racing logo versions is 28mm wide.

Any use of the logo smaller than 28mm wide is prohibited.



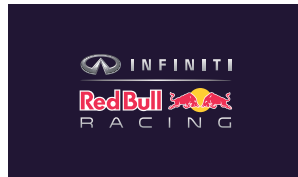
3.4.7.4. Background Colors

We would recommend the Infiniti Red Bull Racing logo only appears on limited solid color backgrounds (color guide specified below)



NAVY

PANTONE 2768 C
C 100 M 70 Y 0 K 70
R 13 G 32 B 74



DARK PURPLE

PANTONE: 2765 C
C 82 M 100 Y 0 K 74
R 27 G 0 B 57



BLACK

PANTONE: BLACK C
C 0 M 0 Y 0 K 100
R 0 G 0 B 0



WHITE

C 0 M 0 Y 0 K 0
R 255 G 255 B 255

All the latest Infiniti Red Bull Racing imagery is available for to download from:
www.infiniti-performanceteam.com



When placing the Infiniti Red Bull Racing logo on top of photographic imagery, we would recommend a solid background color is created to blend into the image. This solid color should ideally be one of the four background colors indicated opposite.

Please note: The clear space around logo outlined on the previous page must always be adhered to.



3.4.7.5. Acceptable Usage

The Infiniti Red Bull Racing logo must be given prominence and visibility when applied to print and digital media.

It is essential that the logo is not crowded by other text and graphics.

The placement of the Infiniti Red Bull Racing logo within the layout will depend on the dimensions and background image. The logo can appear centred vertically/horizontally or aligned to the right/left/bottom/top etc.

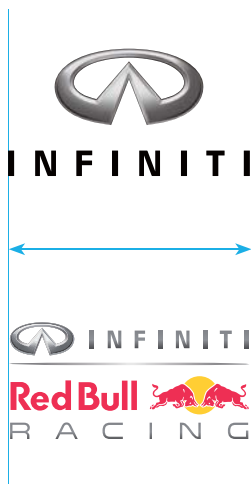
The clear space area, minimum size & background color must be taken into account when placing the logo into a layout.

When selecting imagery, always ensure that any Infiniti oncar branding is not obstructed, blurred or split over the fold in a double page spread.



3.4.7.6. Dual Branding

When used in conjunction with one another, the Infiniti logo and Infiniti Red Bull Racing logos should be exactly the same width, as indicated below. The image at the bottom is a good example of how much space should separate the two logos. The more space between the logos, the better.



Please note: Refer to the Separate Infiniti Guidelines document for Infiniti Logo specifications.

When placing the logos next to each other clear space area guidelines & minimum size of each logo must be respected.



3.4.7.7.
Color Platte



NAVY

PANTONE 2768 C
C 100 M 70 Y 0 K 70
R 13 G 32 B 74

344 G6 SIKKENS
METALLIC PEARL

AVERY 900
3577A BLUE

ISALON 3363



PURPLE

PANTONE: 268 C
C 80 M 100 Y 0 K 5
R 88 G 28 B 110



RED

PANTONE: 186 C
C 0 M 100 Y 70 K 0
R 200 G 16 B 46

504 A5 SIKKENS
SOLID

AVERY 922
GERANIUM RED

ISALON 3363



YELLOW

PANTONE: 123 C
C 0 M 15 Y 100 K 0
R 255 G 199 B 44

423 A6 SIKKENS
SOLID

AVERY 927
BRIGHT YELLOW

ISALON 0503



SILVER

PANTONE: 877 C
C 0 M 0 Y 0 K 40
R 138 G 141 B 143

USE SUBSTITUTE:
LESONAL PLATINUM

AVERY 990
SILVER METALIC

ISALON 0163



GREY

PANTONE: 428 C
C 0 M 0 Y 70 K 40
R 193 G 198 B 200

USE SUBSTITUTE:
LESONAL PLATINUM

3M SC 100-605

ISALON 0163

3.4.7.8. Racing Stripes

New for 2013 the team's Racing Stripe identity has been modified to incorporate Infiniti's Purple highlight pantone. The silver, red and blue 'racing stripes' of past years have now been transformed to silver, red and purple. This new team identity 'racing stripes' visual will be implemented across all team elements including race car, garage, hospitality zones etc, and its recommended to be incorporated as a branding feature in all Infiniti produced visual collateral. The colors of the new team racing stripes are aligned with Infiniti's IPL Performance brand.



3.4.7.8. Racing Stripes continued

COLOR GUIDE

Many new team elements will feature a progressive coloration flow of purple to blue as per the visual of the race truck visualised below. It is recommended that a similar flow of colors be incorporated for collateral where the coloration of the team is intended to be replicated.

Color references for the purple and blue that should be used in the progressive coloration can be found on Page 3.4.7.7.



3.4.7.9. Typography Basics

Infiniti Meta is modern, authoritative, elegant and inviting.

The Infiniti Visual Identity System features the Infiniti Meta Pro type family, a distinctive, elegant, modern font which is available in a variety of weights and styles.

This typeface is used for all printed and digital items to help create a consistent and recognisable look across all Infiniti Red Bull Racing publications. Use only the approved Infiniti Meta Pro font.

Infiniti Meta Pro is a clear, modern and readable typeface. Its subtle variation in line weight and elegant capitals make it an ideal typeface for the Infiniti Brand.

When using Infiniti Meta Pro, it is important to keep in mind the overall “color” and appearance of the page. Even an elegant and expressive typeface can appear drab and monotonous if the combination of size, weight and style are not carefully balanced.

Here are a few general rules to guide the use of Infiniti Meta Pro:

- Whenever possible, avoid all caps except for display and titles (subheads, labels in charts, and so on).
- Avoid altering the style, weight and color for emphasis, ideally, pick one of these and stick with it throughout the communication. Ensure the content has a clear hierarchy.
- Be reductive, look for opportunities to reduce the variety of type styles, weights and colors on the page.

Infiniti Meta is available in the following weights and styles:

Infiniti Meta Pro normal

Infiniti Meta Pro normal italic

Infiniti Meta Pro book

Infiniti Meta Pro book italic

Infiniti Meta Pro medium

Infiniti Meta Pro medium italic

Infiniti Meta Pro bold

Infiniti Meta Pro bold italic

Infiniti META PRO BLACK

Infiniti Meta Pro black italic

3.4.7.10. Title Partner Positioning

In the first instance, when referring to Infiniti and its relationship to the team, Infiniti should be highlighted as the Title Partner of Infiniti Red Bull Racing. Further references to the team may refer to the team name only so long as it does not imply that Infiniti is in fact the team. As a technical provider to the team, Infiniti may refer to itself as 'A Major Technical Partner to Infiniti Red Bull Racing'.

Infiniti may also refer to itself as **'The Exclusive Vehicle Performance Partner'** to the team

The official FIA entry is **'Infiniti Red Bull Racing Renault'** which will be seen on various FIA entry lists and screen credits during the race broadcasts. This title will only be used for officially mandated purposes by the FIA.

The team and Infiniti should always refer to the team as **'Infiniti Red Bull Racing'** only.

Example: Infiniti produced Press Release: Approved

"Infiniti as Title Partner to Infiniti Red Bull Racing are pleased to announce that the Infiniti Red Bull Racing show car will be making an appearance at XXX Infiniti Center on November 15th.

The Infiniti Red Bull Racing team, as triple World Champions, represent the pinnacle of technical excellence and are excited to showcase this latest in Formula One technology alongside the newest Infiniti QX 50."

Example: Infiniti produced Press Release: Not Approved

"Infiniti and Red Bull Racing are pleased to announce the arrival of a Formula One show car to XXX Infiniti Center on November 15th"

3.4.7.11. External Communications

RACE TITLES

When referring to the Grand Prix events, please ensure that you do not use the official race titles. Please see examples below:

Correct Example:

Win two tickets to the 2013 Grand Prix in Barcelona

Incorrect Example:

Win two tickets to the Formula 1 Gran Premio de España 2013

The official names of the Grands Prix and Paddock Club are official trademarked names owned by the rights holders. They can only be used with prior consent of the rights holders.

PADDOCK CLUB

When referring to hospitality, please ensure that you do not use Paddock Club™ Formula One title. Please use the correct example below:

Correct Example:

Win two tickets to the Infiniti Red Bull Racing VIP hospitality suite

Incorrect Example:

Win two tickets for the Infiniti Red Bull Racing Paddock Club™ suite

Neither Infiniti nor the team should refer to itself as IRBR. The full team name 'Infiniti Red Bull Racing' should always be used.

TEAM NAME

When referring to the Infiniti Red Bull Racing team, please ensure that the correct format is used in all communication. Please see examples below:

Correct Example:

You are invited to be a guest of Infiniti Red Bull Racing

Incorrect Example:

You are invited to be a guest of IRBR

FORMULA ONE

When referring to Formula One, please note in any external or internal communications it must be used in the following format:

Example 1:

Experience the excitement of Formula One
(TM symbol is NOT necessary)

Example 2:

Experience the excitement of F1™ / Formula 1™
(TM symbol MUST BE USED)

3.4.7.12. Contact

Moving Forward

This document represents a first draft of how your organisation can utilise the new team identity as we prepare for our first season as Title Partners of Infiniti Red Bull Racing, and will be expanded upon as the team further develops new applications for the logo.

There are sure to be many questions you will have as to specific applications of the team identity in the material you are developing, and we would strongly encourage you to talk these through with either your regional IPT representative, or one of the central IPT representatives listed in the early pages of this document.

Key Contact

For above the line creative work, point of sale, promotional video and general Infiniti Red Bull Racing approvals, please contact Karin Fink on:
kfink@infiniti-performanceteam.com
Tel: +44 (0) 7787 152545

For vehicle branding and all creative work regarding Nissan LCV, please contact Sylvia Keller on:
skeller@infiniti-performanceteam.com
Tel: +44 (0) 7787 152551

All logos and artwork featured in this document, together with the latest Infiniti Red Bull Racing imagery are available from:
www.infiniti-performanceteam.com

Good luck in helping bring this exciting new partnership to life!

For more information go to:

www.infiniti-performanceteam.com
and click the login button for the Activation Center

User Name: `infinitiactivation`

Password: `activationF1`

For live event branding and showcar display materials, please contact Adam Acworth on:
aacworth@infiniti-performanceteam.com
Tel: +44 (0) 7787 152552

For any creative materials for media use – press releases, press packs, social media, media invitations, press conferences, please contact Tom Foy on:
tfoy@infiniti-performanceteam.com
Tel: +44 (0) 7557 203651

3. Applications

3.5. Merchandising and Giveaway

Contents

3.5.1. Introduction

3.5.2. Materials and Production

3.5.3. Infiniti 2-D Logo - Exceptional Use Only

3.5.3.1. Acceptable Usage

3.5.4. Merchandise and Giveaway Examples

3.5.5. Unacceptable Usage of the Infiniti Logo

3.5.6. Giveaway for Sales Promotion

3.5.6.1. Giveaway for Sales Promotion/Infiniti Gesture

3.5.6.1.1. Colors/Background Colors

3.5.6.1.2. Minimum Clear Space/Minimum Size/Ratio of Combination

3.5.6.1.3. Location of Infiniti Gesture

3.5.6.2. Giveaway for Sales Promotion/Model Name

3.5.6.2.1. Colors/Background Colors

3.5.6.2.2. Location

3.5.1. Introduction

Illustrations (unless otherwise noted) are for demonstration purposes only.

If you drive an Infiniti automobile, you know that we mean what we say about our brand being defined by “graceful strength.” As we try to live the Infiniti Brand every day, we can extend the brand experience to other facets of life, and we are doing that through VI-compliant promotional items. Our Infiniti Logo, the personification of our brand, now lives on merchandise and apparel.

When creating merchandise and Giveaway, please contact Infiniti Motor Company Limited (IML) or the regional brand manager. The Infiniti Merchandising Goods Guideline which apply specifically to Infiniti merchandise and giveaways are currently under development by Infiniti Motor Company Limited (IML). When the guideline is finished, please apply to not only VI policies but the merchandising product policies.



Shirt



Cap



Tambler

3.5.2. Materials and Production

In order to communicate a clear and consistent brand message, merchandise and Giveaway must display the Infiniti Logo or Infiniti 2-D Logo. Specific usage standards for each element are described below.

Problematic production processes such as embossing or embroidery require special care to ensure that the integrity of the artwork is maintained. When creating Infiniti-branded Items, keep the following in mind:

- Maintain the appropriate Clear Space and minimum size for the Infiniti Logo (**see pages 2.1.2.3.–2.1.2.4. and 2.2.3.3.–2.2.3.4. of Core Design Elements and Sub Core Design Elements**)
- Ensure crisp, accurate reproduction of the Infiniti Logo

- Ensure accurate reproduction of the Brand and Brand Accent Color by visually matching the approved PANTONE® specifications
- Select only products of superior design using high-quality materials that reflect the premium quality of Infiniti Brand
- Registration mark is not required for merchandise and Giveaway
- Any item that requires application of the Infiniti Logo below minimum size must be reviewed by Infiniti Motor Company Limited (IML).

Important Notes:

Legibility and visibility are key concerns — be sure the Infiniti Logo is presented prominently and tastefully.

Infiniti Logo (halftone version)



Preferred for use on merchandise and Giveaway applications that are able to accommodate halftone dots:

- Decals
- Offset printed items

Infiniti 2-D Logo — Exceptional Use Only for Merchandising and Fax



Preferred for exceptional use when production processes do not accommodate halftone dots:

- Silkscreen (mugs, T-shirts)
- Etching (metal items such as key rings)
- Embossing
- Embroidery

See examples on the following page.

Infiniti Horizontal Logo — Exceptional Use Only



or

Infiniti 2-D Horizontal Logo — Exceptional Use Only for Merchandising and Fax



Available for use in lieu of the Vertical Infiniti Logo and Infiniti 2-D Logo when space restrictions or strategic requirements dictate to ensure legibility and visibility:

- Pen
- Wristwatch
- Penlight
- Lanyard (for ID card strap)

3.5.3. Infiniti 2-D Logo- Exceptional Use Only

3.5.3.1. Acceptable Usage

Illustrations (unless otherwise noted) are for demonstration purposes only.

The Infiniti 2-D Logo is a flat, black and white representation of the preferred (3-D) Infiniti Logo. It has been created for *exceptional use* in only those applications where the reproduction methods do not support the quality reproduction of the preferred halftone (3-D) version.

The halftone (3-D) version of the Infiniti Logo is always preferred.

Processes that may require use of the Infiniti 2-D Logo would include those where the reproduction method does not permit halftone dots:

- Silkscreen (mugs, T-shirts)
- Engraving/Etching (glass panels, metal items such as key rings)
- Embossing
- Embroidery



Infiniti 2-D Logo etched on glass



Infiniti 2-D Logo engraved on metal



Infiniti 2-D Logo embossed on paper

3.5.4. Merchandise and Giveaway Examples

Illustrations (unless otherwise noted) are for demonstration purposes only.

Shown below are examples of Infiniti-branded merchandise and Giveaway. **All Infiniti branded goods should incorporate the Design Elements of the Infiniti Visual Identity Policies, including:**

- Infiniti Logo
- Infiniti Meta
- Brand Colors, Brand Accent Color

Please see page 2.3.2. of Support Design Elements for information on make/model line usage.



Shirt (One-color application)

Gray Infiniti 2-D Logo silkscreened on light gray



Cap

Infiniti white Infiniti 2-D Logo embroidered on black with Infiniti Violet under brim



Pen

Infiniti white 2-D Horizontal Infiniti Logo silkscreened on black with Infiniti Violet detail



Tumbler (One-color application)

Infiniti Silver Infiniti 2-D Logo silkscreened on white

3.5.5.**Unacceptable Usage of the Infiniti Logo**

Please see pages 2.1.2.9. and 2.2.3.9. of Core Design Elements and Sub Core Design Elements for additional examples of unacceptable Infiniti Logo usage.

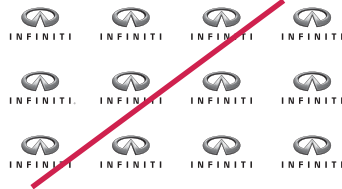
Do not alter the size relationship or proportion of the Infiniti Brand Symbol to Infiniti Wordmark.



Do not use unauthorized colors for the Infiniti Brand Symbol or Infiniti Wordmark



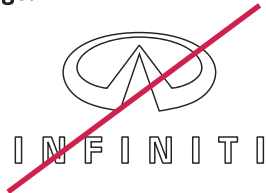
Do not create a repeat pattern using the Infiniti Logo



Do not reproduce the Infiniti Logo smaller than the minimum size of 0.235" (6mm) of the height of the Infiniti Brand Symbol.



Do not create an outline version of the Infiniti Logo.



Do not use the Infiniti Horizontal Logo when space is available for the Infiniti Logo.



Do not use the Infiniti Wordmark separate from the Infiniti Brand Symbol.

INFINITI

Do not place the Infiniti Logo with black Infiniti Wordmark on a black background (or the Infiniti Logo with white Infiniti Wordmark on white and Infiniti Silver background).



Do not reproduce the Infiniti 2-D logo smaller than the minimum size of 0.472" (12mm) wide.



Do not reproduce the Infiniti 2-D Logo in any color other than black, white or Infiniti Silver (the only acceptable exception to this is when producing tone-on-tone Items).



Do not place the Infiniti Logo over a violet background.



Do not lockup any copy to the Infiniti Logo.



Do not use Tagline Combination Logo.



3.5.6.
Giveaway
for Sales Promotion

3.5.6.1.
Giveaway
for Sales Promotion/
Infiniti Gesture

If necessary, may indicate the Infiniti Gesture and
Model name on Giveaway for sales promotion.


Infiniti Gesture

Infiniti + Model name (Infiniti Meta)












Infiniti G37

Scope of use

	Combination of Infiniti Gesture, Infiniti and Model name
INFINITI Goods for Infiniti Brand	
Product Each Product-specific goods	 Infiniti Meta Infiniti G37

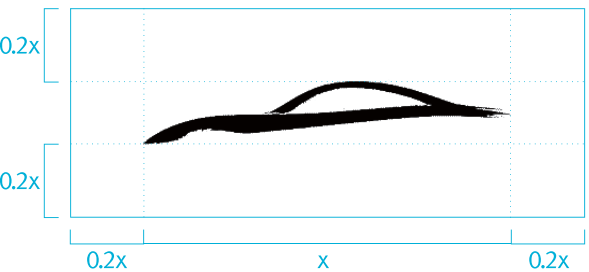
3.5.6.1.1.
Colors/
Background Colors

Colors/Background Colors

Colors Background colors	Black	White	Infiniti Silver	Infiniti Violet
Black		 Infiniti G37	 Infiniti G37	 Infiniti G37
White	 Infiniti G37		 Infiniti G37	 Infiniti G37
Silver	 Infiniti G37	 Infiniti G37		 Infiniti G37

3.5.6.1.2.
Minimum Clear Space/
Minimum Size/
Ratio of Combination

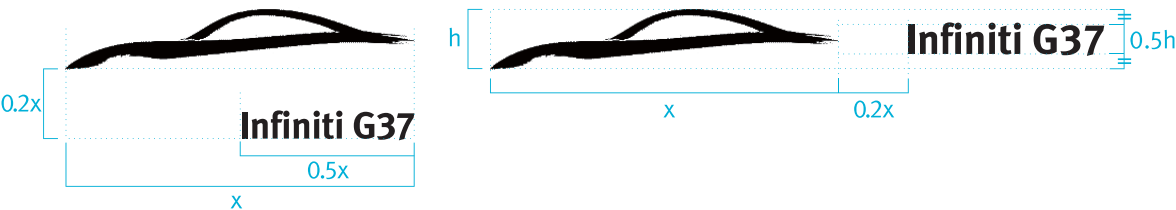
Minimum clear space



Minimum Size



Ratio of Infiniti and model name to Gesture



Minimum Size



3.5.6.1.3.Location of
Infiniti Gesture

Giveaway-specific elements always are needed to be with
Infiniti Logo & model name (Infiniti Meta) on the same item.

Illustrations (unless otherwise
noted) are for demonstration
purposes only.

Example: Infiniti Gesture + Infiniti + model name + Infiniti Logo



Shirt



Pen

3.5.6.2.

Giveaway for
Sales Promotion/
Model Name

Use product name for giveaway for sales promotion only.

3.5.6.2.1.

Colors/
Background Colors

Colors/Background colors

Typeface colors \ Background colors	Black	White	Infiniti Silver	Infiniti Violet
Background colors	Infiniti Meta	Infiniti Meta	Infiniti Meta	Infiniti Meta
Black		Infiniti Q50	Infiniti Q50	Infiniti Q50
White	Infiniti Q50		Infiniti Q50	Infiniti Q50
Silver	Infiniti Q50	Infiniti Q50		Infiniti Q50

3.5.6.2.2.

Location

Example: Infiniti + Model name(Infiniti Meta) + Infiniti Logo

Illustrations (unless otherwise noted) are for demonstration purposes only.



Shirt



Cap (Front)



Cap (Back)



Pen

3. Applications

3.6. Event

Contents

3.6.1. Auto Shows

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3.6.2. Promotion/Sponsorships

3.6.2.1. Introduction

3.6.2.2. Promotional/Sponsorships

3.6.2.2.1. Material Examples

3.6.2.2.2. Unacceptable Usage

3.6.3. Retailer Meetings

3.6.3.1. Acceptable Usage

3.6.3.2. Unacceptable Usage

3.6.4. License Plates

3.6.1. Auto Shows

3.6.1.1. Introduction

Illustrations (unless otherwise noted) are for demonstration purposes only.

Trade shows and events represent an opportunity for the Infiniti Brand to extend to a broader dimensional, experiential level. The branded environment within events animates the Infiniti Brand, creating a live, interactive experience for the participants.

Infiniti takes part in auto shows not just to display vehicles and promote sales — we regard auto shows as a critical contact point and a vital forum for communicating the future direction of the Infiniti Brand and ownership experience to customers and the media.

Infiniti uses the Global Auto Show standards for presenting the Infiniti Brand effectively and attractively to customers. The Auto Show standards cover every aspect of communications from messaging throughout the auto show to the execution of stand designs to displays and signage.

Contact Infiniti Motor Company Limited (IML) to obtain a copy of the standards and strategic/VI direction on local auto and trade shows.



Auto show

3.6.2. Promotion/ Sponsorships

3.6.2.1. Introduction

Illustrations (unless otherwise noted) are for demonstration purposes only.

Infiniti promotes events each year that are a natural extension of the Infiniti Brand. Materials for these events should strive to reinforce the Infiniti Brand and Visual Identity. Consider each event an important opportunity to showcase the progressive and quality image of Infiniti.

Any promotional opportunity is an occasion to create a visual, and at times, living connection with Infiniti. To create a consistent, positive, memorable brand experience for the audience is of the utmost importance, and should be considered the end goal of event sponsorship. Compliance with these policies will ensure that participants have the highest quality brand experience possible.



Display Banner



Display Banner



Race Flag

3.6.2.2. Promotional/ Sponsorship

3.6.2.2.1. Material Examples

Illustrations (unless otherwise noted) are for demonstration purposes only.

Important Notes:

Use Infiniti Meta type.

Use the Brand and Brand Accent Color.

In instances where multiple sponsors are present, wherever possible, maximize use of the Core Design Elements and always ensure good visibility of the Infiniti Logo.

When creating banners and other promotional printed materials, pay special attention to the back-ground colors and the surrounding environment, and also a consistency of logo display throughout a sponsorship site and campaign is essential. Mix of 'Infiniti Logo' and 'Tagline Combination Logo(Logo+Tagline lock-up)' are prohibited. To attain maximum visual impact with banners, choose colors for contrast and distinction from the surrounding area. Remember that events are often broadcasted to large audiences — ask yourself how visible the banner will be when spectators or the television camera pans the venue.

There will be times when technical limitations or materials available will determine your choices, such as an application with little production flexibility that can only be printed in one predetermined color. In such cases, incorporate as many other Design Elements as possible, such as Infiniti Meta. **See Section 2.1. and 2.2. — Core Design Elements and Sub Core Design Elements for specifications on using.**

Lockups to the Infiniti Logo other than the tagline are not compliant with Infiniti Visual Identity Policies.

In case there is a limitation of space and the size of Infiniti Logo does not permit reading, it is recommended to use Infiniti Logo without tagline.

Vehicle applications

When applying graphics to a 3D applications, it is acceptable to use the Infiniti Logo. The horizontal Infiniti Logo should be used only in those applications where space is limited.

The vertical version of the Infiniti Logo is always preferred.

If there are technical or material constraints such as the inability to use Infiniti Meta, or if you are limited to non-compliant colors, use as many of the Visual Identity Design Elements as possible. **See Section 2.1. and 2.2. for more information.**



Display Banner



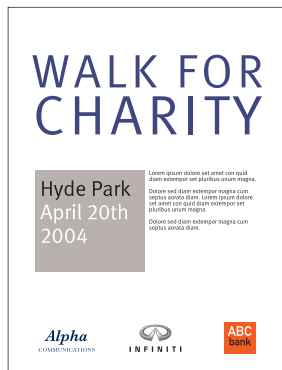
Stadium hoarding (Two-color application)



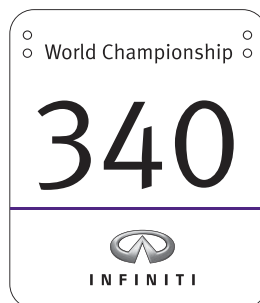
Stadium hoarding (One-color application)



Display Banner



Co-branding



Race Participant Bib



Race Flag

3.6.2.2.2.**Unacceptable Usage**

Below are examples of unacceptable usage for promotional materials.

Please see Section 2.1.2.9. — Core Design Elements for additional examples of unacceptable usage of the Infiniti Logo.

For merchandise and apparel related to promotional/sponsorship, see Section 3.5.

Do not use the Infiniti Brand Symbol separate from the Infiniti Wordmark, and/or non-compliant colors.



Do not use the Horizontal Infiniti Logo when space is available for the Vertical Infiniti Logo.



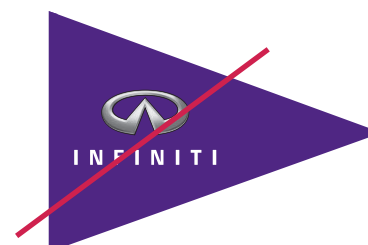
Do not place the Infiniti Logo on a visually distracting background.



Do not lock-up any element to the Infiniti Logo.



Do not overuse the Brand Accent Color or place the Infiniti Logo over a background of Infiniti Violet.



3.6.3. Retailer Meetings

3.6.3.1. Acceptable Usage

Illustrations (unless otherwise noted) are for demonstration purposes only

Each year, Infiniti promotes events that function as a natural extension of the Infiniti Brand. Materials for these events should strive to reinforce the Infiniti Brand through a consistent application of the Visual Identity policies.

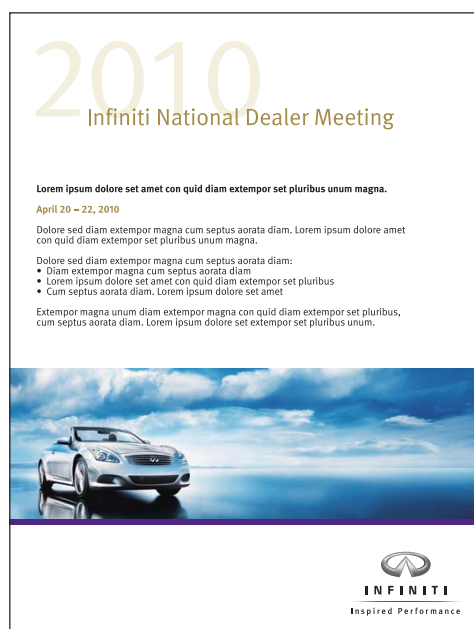
Consider each event an important opportunity to showcase the progressive, quality image, of Infiniti. To create a consistent, positive, memorable brand experience for the audience is of the utmost importance, and should be considered the end goal of events. Compliance with these policies will ensure that participants have the highest quality brand experience possible.

It is important that the Infiniti Visual Identity Policies be applied to the materials, presentations, displays and signage correctly, while maintaining the spirit of the event theme. **While creativity and freshness are important, each piece must be consistent with the look and feel of the Infiniti Visual Identity.**

A few points to help achieve this goal:

- Reinforce the Visual Identity by using Brand Typography and Brand Colors (**see Section 2.1. — Core Design Elements**)
- The Infiniti Logo should be equal to (or larger than) the event identification
- Choose quality imagery that reflects the Infiniti Brand
- Tonality that reflects the Infiniti Brand Identity

Please refer to the images below and on the following page for examples of materials that are VI compliant. **For more detailed information on printed materials, see Section 3.2.2. — Printed Materials.**



Poster



Program



Badge

3.6.3.2.

Unacceptable Usage

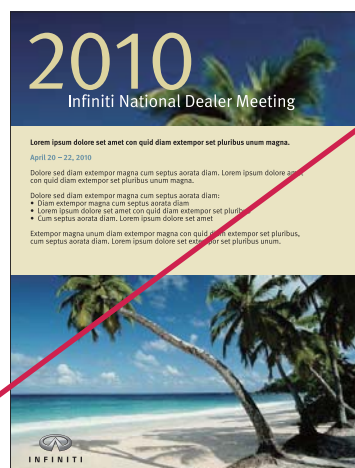
Illustrations (unless otherwise noted) are for demonstration purposes only.

The most important thing to keep in mind when producing event materials is that the theme of the event must not overshadow the Infiniti Visual Identity. There must be a balance between maintaining a theme and reinforcing the Infiniti Visual Identity.

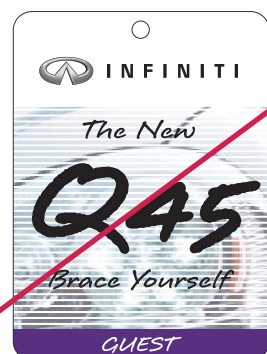
Section 3.2.2. — The Printed Materials provide more detailed specifications and will help you achieve the appropriate Infiniti look and feel, while maintaining a high level of creativity.

Please refer to the examples below for materials that are not VI compliant.

Do not obscure the Infiniti Brand with the event theme, location or any other graphic element.



Do not use brand typography other than Infiniti Meta when creating event materials.



3.6.4. License Plates

To create a consistent look across auto shows only the approved 3D plates should be used for concept and pre-launch models.

For all auto shows the model name should appear, set in Infiniti Meta Normal scaled as illustrated here.

For consistent quality, silkscreen application is recommended. 3M Opaque Graphics film is also an option for these license plates.

Important Note

As for the secondary option, please select the closest color film from the existing ones. If you have alternatives for color, please select lighter color film for the plate and darker color film for the letters in order to maintain the visibility (contrast).

See page 2.2.4. for additional color information.



Primary option

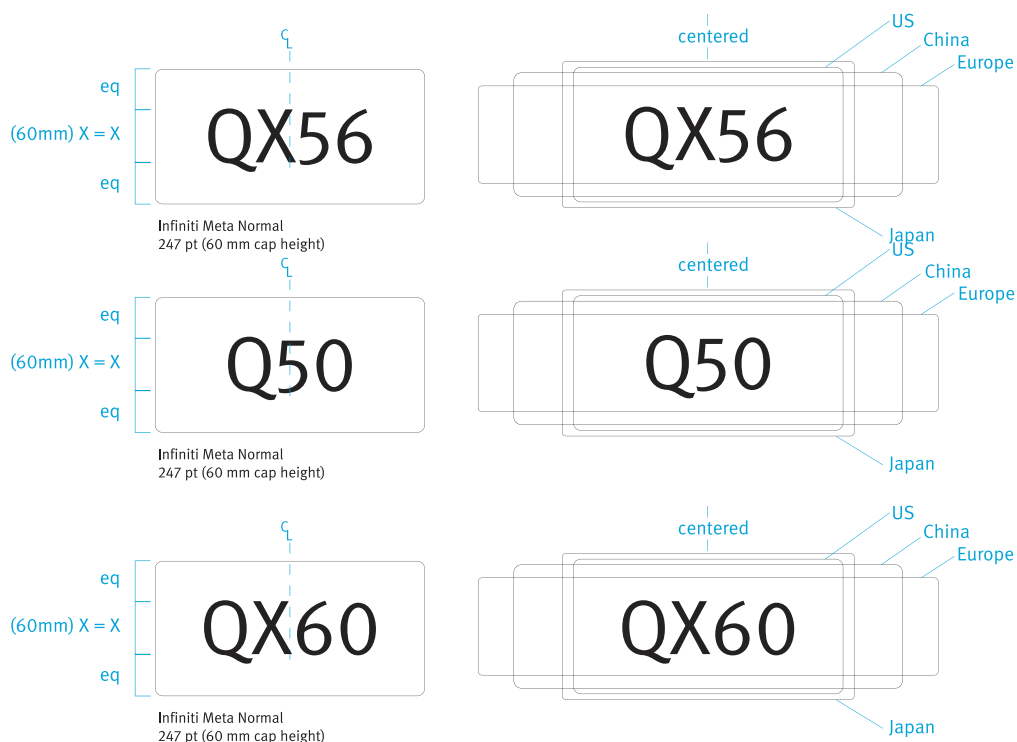
Plate: Infiniti Silver
Aluminum plate, Satin finish

Letters: Dark Silver Metallic
3M Gray Metallic film-180C-221

Secondary option

Plate: Light Cool Gray
Pearl Gray 3M film-7725-11

Letters: Dark Cool Gray
Dark Gray 3M film-180C-41



3. Applications
3.7. Retailer Applications

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3.7.1. Retailer Applications

3.7.1.1. Introduction

Illustrations (unless otherwise noted) are for demonstration purposes only.

The importance of Visual Identity to a strong Infiniti Brand cannot be stressed enough. Infiniti's Visual Identity reflects the company's values and personality and includes elements such as the Infiniti Logo, Brand Typography and Brand Colors, as well as the style and tone with which they are used.

Because retailers are most often at the forefront of all direct (one-on-one) consumer interactions, your compliance with the Infiniti Visual Identity Policies plays a critical role in defining the Infiniti Brand, bringing it to life and ensuring its success.

Remember, all Retailer materials are important in shaping a consumer's impression of the Infiniti Brand — from a business card that is handed out, to advertisements in the local paper.

How does this affect Infiniti Retailers?

A strong Infiniti Brand, applied and communicated with consistency, will contribute to improved sales and prices customers are willing to pay for Infiniti products and services. This will result in greater owner loyalty and increased profitability.

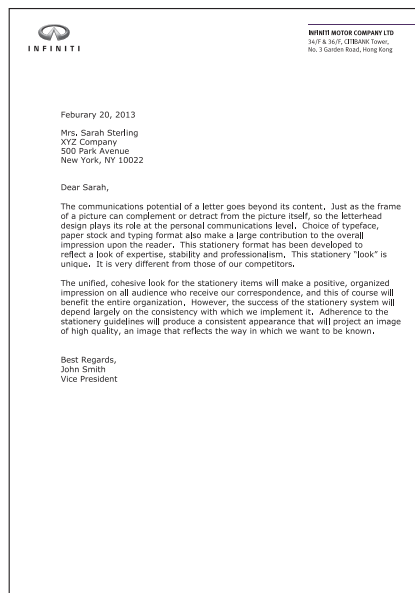
Please be sure that you and your management team take the time to become familiar with this information. These Policies will be your guide to effectively managing Infiniti's Visual Identity throughout your retail operations (i.e., advertising, stationery, forms, etc.)

As a simple overview, Retailer materials should:

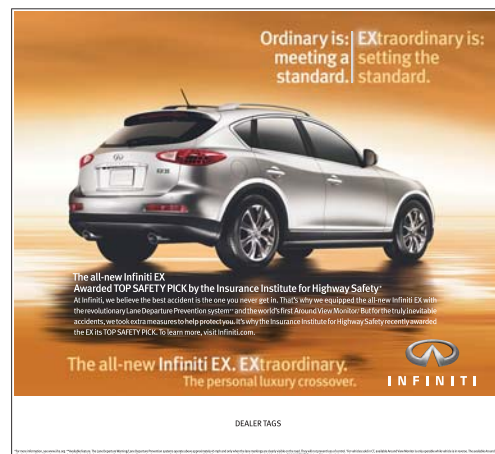
- Incorporate the strength and consistency of the Infiniti Brand and Visual Identity
- Use the same principles and policies for all application elements, including the Infiniti Logo, Brand Typography, Brand Colors, Module Grid System, etc.

Infiniti's Visual Identity is reflected in every medium, from advertising to stationery to retail facilities. For this reason, it is critical we work together to create consistency in the way Infiniti's VI is applied across all of these different areas. A collective effort to consistently communicate the Infiniti Brand is integral to our goal of building a powerful Infiniti Brand.

In addition to the policies outlined in this section, please review Section 2.1, 2.2. and 2.3. to ensure that your communications correctly comply with and effectively express the Infiniti Brand and Visual Identities.



Letterhead



Advertisement

3.7.1.2. Language

These words, and others like them, are detrimental to the Infiniti Brand. They should never appear in Infiniti communications.

The examples on this page by no means represent a definitive list of unacceptable phrases and terms. Always use good judgment in selecting copy that is appropriate to the Infiniti Brand.

Advertising:

Advertising must not state or imply that any retailer has any favored or preferential status (improper advantage) over another Infiniti retailer to sell a new Infiniti vehicle.

Ads must not include any of the following words or phrases:

“special allocation”

“factory authorized”, “factory challenge”, “manufacturer authorized”, “manufacturer challenge”, “Infiniti authorized”, or “Infiniti challenge”

“special purchase”

“volume discount”

Ads must not include claims or accolades unless the source is clearly and completely identified in the ad, including the claim, the timeframe, and the source of information.

“outlet”

“liquidation”

“clean-out”

“blowout”

“close out”

“we will not be undersold”

“price too low to advertise”

“invoice,” “retailer cost”

“guaranteed lowest price”

“meet” or “beat”

“finance anyone” or “Bad credit. No problem”

“clearance”

“inventory reduction”

“significant savings”

Pricing language:

Must not say “thousands off MSRP”

Must not say “\$XXXX Savings, \$XXXX Discount, \$XXXX Off or % Off” (unless true, clear, with details e.g. \$XXXX Off MSRP)

Must not say “one at this price (payment, offer, etc.)” Specific price or payment offers must include the phrase “two (or more) at this price (payment, offer, etc.)” or list 2 (or more) specific stock or VIN numbers, unless the only price shown is MSRP.

Highlighting price:

A discounted price may never be the focal point of an ad, therefore, the use of red, starbursts or large font size is not acceptable.

Vehicle MSRP advertising requirements begin with the launch of each year's model and must be maintained during the new model year. Infiniti will notify retailers of official model year changes.

Advertising must emphasize the product features and benefits of the Infiniti brand, not retail sales price. If price is used, it must be MSRP, whether in purchase or lease, as provided by the applicable Infiniti Product & Price Guide. The MSRP of the vehicle is defined as: the MSRP of the vehicle and options shown or offered less national incentives and including destination and handling charges if required by law.

For each vehicle in an ad, whether for purchase or lease, the correct 5 character model number and correct vehicle description (including year, model, trim level, transmission and optional equipment if applicable) must be included. When advertising a vehicle as a lease, the offer must also include the following information:

- that the offer is for a lease
- term and dollar amount of scheduled payments
- whether or not a security deposit is included
- total amount due at signing “(total down payment)”
- expiration date of offer
- whether applicable taxes and fees are included
- any additional requirements by federal, state, and local laws

3.7.1.3. Broadcast and Radio

Illustrations (unless otherwise noted) are for demonstration purposes only.

Broadcast

The following broadcast policies have been developed for retailer advertising, and should be followed for any localized Retailer broadcast ads. There is no registration mark (®) needed in broadcast materials. The same Infiniti Logo is used in broadcast as in print.

Retailer name

Retailer name identification can be placed over the picture preceding the final Infiniti Logo.

Safe Areas

When placing the Infiniti Logo and text on screen, it is important to keep necessary text and artwork out of the safe areas.

- The action safe area is a 5% border in from all sides of the screen
- The title safe area is 10% from each edge of the screen

Infiniti Logo Size and Placement

The Infiniti Logo should be 30-35% of the screen height and should sit slightly above center, as shown. Retailer web address should be centered at the bottom of the frame.

Other Title Placement

Make and model, offer, Retailer names and legal should be placed before the end frame, leaving the final sequence to include the Infiniti Logo only. Make and model, offer, Retailer names and legal can be against black background or over photography, as shown below.

Broadcast Billboard

Broadcast billboard artwork and announcer copy should be provided by TBWA\CHIAT\DAY.

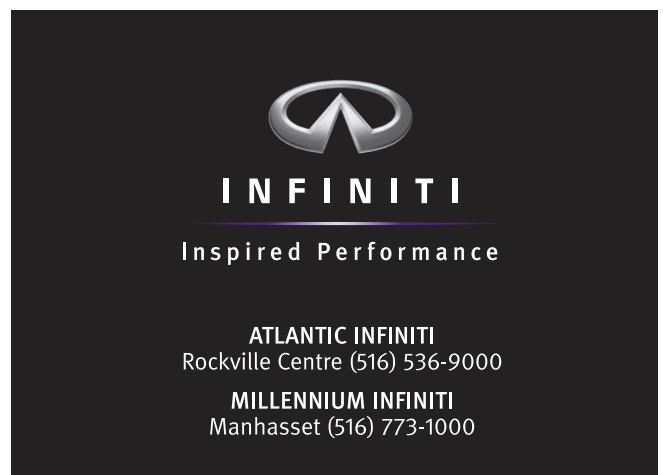
Radio

Ending a Radio Spot: Retailers have flexibility with radio; however, every spot should end with a consistent Infiniti message stated in one of the following ways:

- Infiniti
- Infiniti, model name
- Retailer name



One retailer name



Multiple retailer names

3.7.1.4. Retailer Apparel

3.7.1.4.1. Introduction

First impressions are crucial in shaping a customer's opinion of a brand. The appearance of Infiniti personnel is a key factor in forming this first impression. That is the reason why we need to conform to a set of standards for Retailer Apparel.

A basic concept for all items of clothing ensures that all personnel have a consistent, recognizable appearance. All items of clothing are carefully coordinated with one another.

All personnel can be classified into one of three basic categories:

- Business
- Functional
- Workwear

Business	Functional	Workwear
Manager (All Functions) Sales / Service Consultant Receptionist / Hostess Cashier Trade Show (Stand Personnel) Other Event / Marketing Staff	Porters Parts Personnel	Technician Washing/Detailing Personnel Bodyshop Personnel Cleaning Personnel (*)

Branding

Branding is consistent for personnel in all areas. However, it has a different weighting in the three categories.

- In the Business category, branding is discreet and has a high degree of flexibility in execution.
- In the Functional category, the garments themselves feature consistent branding.
- In the Workwear category, the garments themselves also feature consistent branding, but functionality based on the underlying processes takes precedence.

* Apparel for Cleaning Staff should not be branded (logos, wordmark, brand accent color, and other branded elements are not to be used). It is included in this category since apparel for this position is dictated by a pure functional point of view.

3.7.1.4.2. Business Category

The Business category is designed for personnel with a representative role who welcome, advise, and assist customers in the retail center and at trade shows and other events. Here, the primary goal is that personnel look professional, sophisticated, sincere, and competent.

Personnel who fall into this category are usually the first point of contact for our customers. First impressions count and the way they present themselves should reflect the Infiniti brand. Personnel in the Business category should always dress in business attire that reflects a contemporary and elegant tone. Clothing should be stylish and modern with a custom tailored fit. Uncompromising attention should be paid to all details, from stitching on a jacket to the texture of a dress shirt. High quality materials and natural fabrics, such as wool, silk, cashmere, and cotton should be used in the construction of garments. Simple, clean lines, tailored cuts, and thoughtful details speak to our brand attributes.

Suits may range in color from light gray to dark charcoal. Two-button or three-button suit jackets can be worn by men. Pants should be straight-legged and flat-front for a modern, tailored look. Women's skirts should be appropriate in length with a tailored look. Loose, flowing skirts should be avoided.

The Brand Accent Color should be used subtly in unexpected places, such as a fine weave in a tie or on the inner lining of a jacket — always keep in mind the preferred quantity. This color should appear sparingly, rather than in a dominant, highly visible manner. Other ways to include the Brand Accent Color are through accessories, such as cufflinks and scarves.

Illustrations (unless otherwise noted) are for demonstration purposes only.

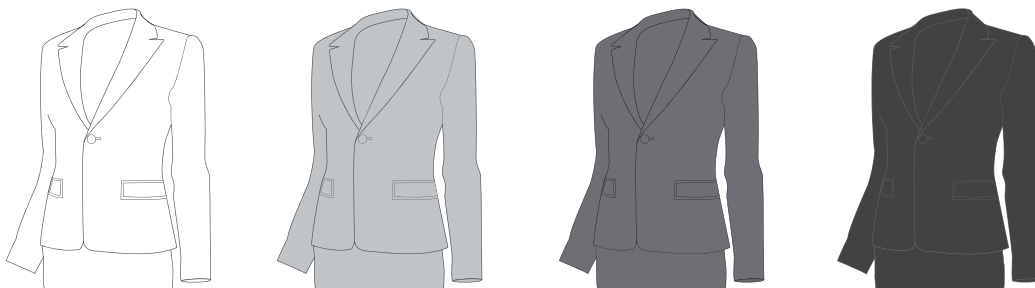


Light Gray

(Light Cool/Warm Gray as Application Colors)

Dark Charcoal

(Dark Cool/Warm Gray as Application Colors)



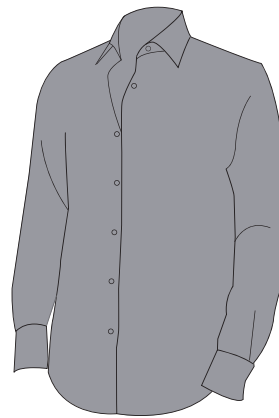
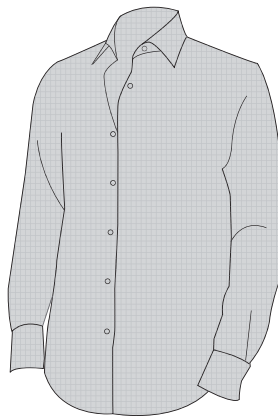
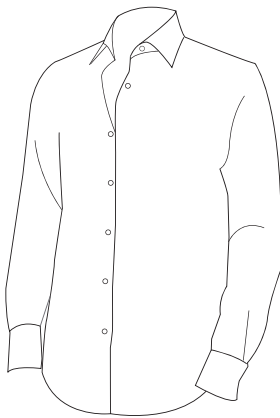
White

Dark Charcoal

3.7.1.4.2.**Business Category
Continued**

Dress shirts should be made of quality fabrics that appear crisp and tailored. Shirts can be worn in a range from white to dark charcoal and can be patterned as long as it is subtle and refined. Textured shirts add thoughtful detail without being overwhelming.

Illustrations (unless otherwise noted) are for demonstration purposes only.



White

Dark Charcoal

(Dark Cool/Warm Gray as Application Colors)

3.7.1.4.2. Business Category Continued

Ties worn by personnel in this category should be of contemporary, sophisticated designs. Pattern, color, and texture will add interest and depth to the outfit. Ties should be constructed of quality fabrics and threads, such as wool and silk. Ties may range in color from light gray to dark charcoal and in style from solid tone-on-tones to vibrant patterns. Patterns should be contemporary and thoughtful, with unexpected use of violet. (A solid violet tie is also acceptable) Ties are a good way to incorporate the brand accent color into the wardrobe. When selecting a tie, ensure that there is a clear contrast in color with the shirt.

The ties below are recommended. These examples demonstrate appropriate color schemes.



3.7.1.4.2. Business Category Continued

Accessories should be contemporary, simple, and understated modern classics, made with a high level of craftsmanship and complementing the clothing in an elegant manner. Platinum and silver jewelry is most appropriate for the brand, but other natural materials may be worn such as stone, wood, and precious gemstones.

Shoes should be professional, polished, and refined. Solid black or dark brown in color to coordinate with the color of the clothing. The style is simple and not overly ornate in an understated modern classic look with an elegant tone in line with the Infiniti brand. In addition, the shoes should be made with a high level of craftsmanship.

Please also check with any local work, health, and safety regulations, which precedes any guidance provided above.



3.7.1.4.2.

Business Category

Continued

- Unacceptable Usage
- Do not overdo it; only one item of clothing or accessory should incorporate the Brand Accent Color.
 - Do not wear contrasting jackets and pants. Matching jackets and pants should be worn for a polished look.
 - Do not wear suits with large patterns or stripes.
 - Do not wear double-breasted suit jackets.
 - Do not wear baggy pants.
 - Do not wear suits that are overly embellished.
 - Do not wear suits made of heavy tweeds.
 - Do not wear jeans.
 - Do not wear suits with brass buttons. All details should be subtle and made out of modern, quality materials.
 - Do not wear shirts in bright colors or in bold patterns.
 - Do not wear socks in bright colors or in bold patterns.
 - Avoid shirts with collars in a contrasting color.
 - Do not wear jewelry that is overly ornate.
 - Do not wear decorative or playful pins or brooches (only the Infiniti brand symbol pin should be worn).
 - Do not wear ties with overly complex, abstract patterns.
 - Do not wear ties with prominent designer insignia and logos.
 - Do not wear ties that are playful, illustrative or humorous.
 - Do not wear shoes that are overly casual.
 - Do not wear shoes that have multiple color or patterns.
 - Do not wear shoes with visible designer insignia and logos.
 - Do not wear shoes that are overly ornate or decorative.
 - Do not wear shoes that are ostentatious.

3.7.1.4.3. Functional

Personnel who represent the brand in areas that are indirectly related to customer-facing areas such as in the Parts Department or under Porter duties fall into this category.

Apparel in this category is to possess a high level of comfort and offering freedom of movement. At the same time, they should use high quality materials and workmanship.

Shown below are examples of apparel in line with the Functional category. The Infiniti 2-D Logo, Brand Typography and Brand Accent Color are incorporated in a variety of combinations, offering flexibility and usability. The 2-D Infiniti Logo can be displayed on light or dark gray backgrounds when safety restrictions or strategic requirements, such as color-fastness, dictate.



The Infiniti Logo and Retailer name is to be applied keeping maximum separation between the Infiniti Logo and the Retailer name, either as black on white backgrounds or white on black backgrounds,. Use the policies on Section 2.2.3.2. to ensure effective identification of Retailer uniforms.

Work closely with your local uniform supplier to achieve the best possible matches for color and for the highest quality materials and workmanship. When applying the Brand Accent Color, either through embroidery or fabric, use thread or dye with the closest match to Infiniti Violet.

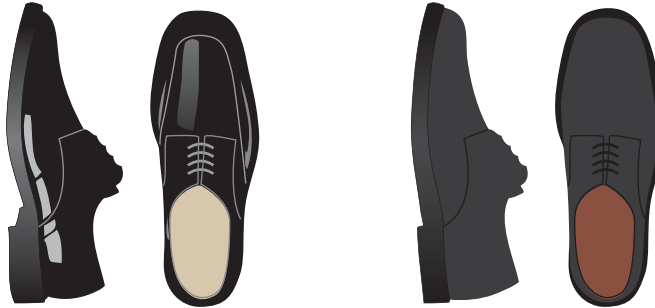
The Brand Accent Color should be used subtly in unexpected places, such as on the inner lining of a jacket — always keep in mind the preferred quantity. This color should appear sparingly, rather than in a dominant, highly visible manner.

Accessories are not recommended for personnel in this category.

3.7.1.4.3. Functional Continued

Shoes should be solid black in color to coordinate with the color of the clothing. The style is in an understated modern classic styling with an elegant tone in line with the Infiniti brand. It is to be constructed with a closed toe and slip resistant rubber sole.

Please also check with any local work, health, and safety regulations, which precedes any guidance provided above.



Unacceptable Usage

- Do not wear shirts, pants, or jackets in bright colors or in bold patterns.
- Do not wear baggy pants.
- Do not wear jeans.
- Do not wear items that are old and worn.
- Do not wear items that promote other brands.
- Avoid shirts with collars in a contrasting color.
- Do not wear socks in bright colors or in bold patterns.

3.7.1.4.4. Workwear

Apparel in this category is intended for personnel who represent the brand in areas that are in most cases not in direct contact with customer-facing areas such as in the workshop.

Practicality is of primary importance for apparel in this category. Meeting safety requirements and possessing a high level of comfort and offering freedom of movement is key. Attributes including toughness, long-distance visibility, weather-proof, and dirt resistant also need to be considered.

Shown below are examples of apparel in line with the Workwear category. The Infiniti 2-D Logo, Brand Typography and Brand Accent Color are incorporated in a variety of combinations, offering flexibility and usability. The 2-D Infiniti Logo can be displayed on light or dark gray backgrounds when safety restrictions or strategic requirements, such as color-fastness, dictate.

The Infiniti Logo and Retailer name is to be applied keeping maximum separation between the Infiniti Logo and the Retailer name, either as black on white backgrounds or white on black backgrounds,. Use the policies on page 2.2.3.2. to ensure effective identification of Retailer uniforms.



3.7.1.4.4.**Workwear****Continued**

Work closely with your local uniform supplier to achieve the best possible matches for color and for the highest quality materials and workmanship. When applying the Brand Accent Color, either through embroidery or fabric, use thread or dye with the closest match to Infiti Violet.

The Brand Accent Color should be used subtly in unexpected places, such as on the inner lining of a jacket — always keep in mind the preferred quantity. This color should appear sparingly, rather than in a dominant, highly visible manner.

*** Apparel for Cleaning Staff should not be branded (logos, wordmark, brand accent color, and other branded elements are not to be used). However, the type of clothing and general color scheme is to be in line with this category.**

Accessories are not recommended for personnel in this category.

3.7.1.4.4. Workwear Continued

Shoes should be solid black in color to coordinate with the color of the clothing. It is to be constructed with a steel toe (excluding Cleaning personnel), tough material that is preferably both weatherproof and dirt resistant, and with a slip resistant rubber sole.

Please also check with any local work, health, and safety regulations, which precedes any guidance provided above.



Unacceptable Usage

- Do not wear shirts, pants, or jackets in bright colors or in bold patterns.
- Do not wear baggy pants.
- Do not wear jeans.
- Do not wear items that are old and worn.
- Do not wear items that promote other brands.
- Avoid shirts with collars in a contrasting color.
- Do not wear socks in bright colors or in bold patterns.

3.7.1.4.5.

Name Badges

Name badges are available for all retail center personnel other than back office personnel that do not come into direct contact with customers and Cleaning Personnel. The Name Badge should be worn on the right slightly above your chest area.

All name badges are made of plastic with magnet attachment (to prevent damage to clothing), with the exception of Aftersales personnel and Porters that have a higher risk of damaging customer vehicles during daily operations. The name badges of these personnel are molded from soft rubber.

The information and examples shown below provide specific guidance into name badge composition.

Name Badge specifications

Name Infiniti silver (Pantone 8420)
20pt Infiniti Meta Normal, centered
(scaled down as necessary in 1pt
increments to fit)

Face Dark silver metallic (Pantone 8603)

Side edges Infiniti Violet (Pantone 268)

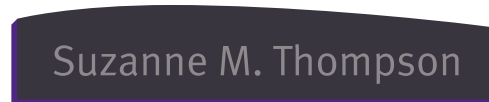
For other fonts besides English,
please refer the policies on page 2.1.8.



Names are set in 20pt Infiniti Meta Normal.



Long names should be reduced to fit in increments of 1pt.
(scaled to 19pt)



(scaled to 16pt)

3.7.1.4.6. Summary

In Principle	➤ Your appearance should correspond to how you would wish the retail center personnel welcoming you to appear	
Suits	<ul style="list-style-type: none"> ➤ Should be of high-quality fit & finish ➤ Range in color from light gray to dark charcoal ➤ Pants should be straight-legged with flat-front ➤ Flowing skirts should be avoided 	Page 3-7-1-4-2
Shirts	<p>In the Business category:</p> <ul style="list-style-type: none"> ➤ Range in color from white to dark charcoal in coordination with suit ➤ Can be patterned as long as it is subtle and refined ➤ Should be long-sleeved <p>In the Functional category:</p> <ul style="list-style-type: none"> ➤ Either white or black in color for short & long-sleeved shirts ➤ Black jackets can be developed depending on weather requirements <p>In the Workwear category:</p> <ul style="list-style-type: none"> ➤ Either white or light gray in color for short & long-sleeved shirts ➤ Either light gray or black in color for polo shirts ➤ Black jackets can be developed depending on weather requirements 	<p>Page 3-7-1-4-2</p> <p>Page 3-7-1-4-3</p> <p>Page 3-7-1-4-4</p>
Pants	<p>In the Functional category:</p> <ul style="list-style-type: none"> ➤ Either dark charcoal or black pants ➤ Possess a level of comfort and practicality offering freedom of movement <p>In the Workwear category:</p> <ul style="list-style-type: none"> ➤ Either dark charcoal or black pants ➤ Possess a level of comfort and practicality offering freedom of movement 	<p>Page 3-7-1-4-3</p> <p>Page 3-7-1-4-4</p>
Ties	<ul style="list-style-type: none"> ➤ Should be of contemporary, sophisticated design ➤ Range from solid tone-on-tones to vibrant patterns 	Page 3-7-1-4-2
Accessories	<ul style="list-style-type: none"> ➤ Should be contemporary, simple, and understated ➤ Made with high level of craftsmanship ➤ Platinum and silver jewelry is preferred ➤ Unobtrusive, stylish, clean, modern watches 	Page 3-7-1-4-2
Shoes	<p>In the Business category:</p> <ul style="list-style-type: none"> ➤ Professional, polished, and refined appearance ➤ Solid black or dark brown color ➤ Simple and not overly ornate <p>In the Functional category:</p> <ul style="list-style-type: none"> ➤ Solid black or dark brown color ➤ Safety – rubber sole, slip resistant, closed toe <p>In the Workwear category:</p> <ul style="list-style-type: none"> ➤ Practical – tough material, weather proof, dirt resistant ➤ Safety – steel toe (excluding Cleaning personnel), rubber sole, slip resistant 	<p>Page 3-7-1-4-2</p> <p>Page 3-7-1-4-3</p> <p>Page 3-7-1-4-4</p>
Other	<ul style="list-style-type: none"> ➤ Only one item of clothing or accessory should incorporate the Brand Accent Color ➤ A well-groomed appearance (hair style and fingernails) ➤ Subtle use of fragrance and make-up 	

3.7.2. Vehicle Identification

3.7.2.1. Introduction

Illustrations (unless otherwise noted) are for demonstration purposes only.

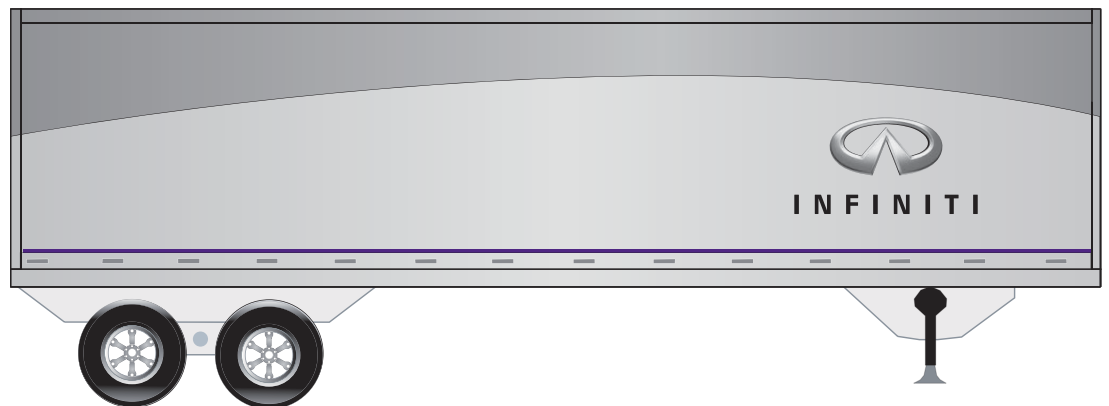
Infiniti vehicle identification incorporates the elements of the Infiniti Visual Identity Policies, including:

- Infiniti Logo
- Infiniti Meta
- Brand Accent Color

Use the policies in this section in conjunction with local regulations and individual vehicle characteristics to ensure effective identification of official Infiniti vehicles.



Test Drive Car



Parts Delivery Truck

3.7.2.2. Vehicle Identification

Illustrations (unless otherwise noted) are for demonstration purposes only.

Infiniti vehicles may be used for sponsored promotional events, courtesy cars, mobile service, test drives, and etc. Identification of these vehicles is mandatory with the exception of usage in promotional events when the vehicle identification will detract from the overall concept. The event name or purpose of vehicle usage should be applied to both the driver and passenger door panels as illustrated below. The lettering should be in Infiniti Meta Normal font with either black, white, or Infiniti Silver color ensuring the optimal visibility against the vehicle color. In addition to the lettering, a violet accent rule is applied as an underscore.

On any non-Infiniti vehicles (such as trucks or vans) both the Infiniti Logo and retailer name should appear together on the door panels. Maximum space should be applied between the Infiniti Logo and retailer name to ensure that a lockup or read-through is not created.

Use the policies in this section in conjunction with local regulations and individual vehicle characteristics to ensure effective identification of Infiniti vehicles. These policies can be applied to all vehicles, using decals or magnetic panels.

Infiniti Meta should be used for all vehicle.

Important Note

Preferred vehicle colors are white and silver.

The event or service name should never be positioned as a lock-up or read-through with the Infiniti Logo.

Cap height [Infiniti Test Drive Car

Retailer Name

▮ Rule width is 15% of the height of the 'I'

*The font should be Infiniti Meta Medium colored black.

Cap height [Infiniti Courtesy Car

Retailer Name

▮ Rule width is 15% of the height of the 'I'

*The font should be Infiniti Meta Medium colored black.

Cap height [Infiniti Mobile Service

Tel:000-000-000

▮ Rule width is 15% of the height of the 'I'

*The font should be Infiniti Meta Medium colored black.



3.7.2.2.**Vehicle Identification
Continued****Test Drive Car Standards - option**

Illustrations (unless otherwise noted) are for demonstration purposes only.

Cap height [Infiniti Test Drive Car

Retailer Name
www.Infiniti.com

= Rule width is 15%
of the height of the 'I'

*The font should be Infiniti Meta Medium colored black.

Infiniti Meta should be used for all vehicle.

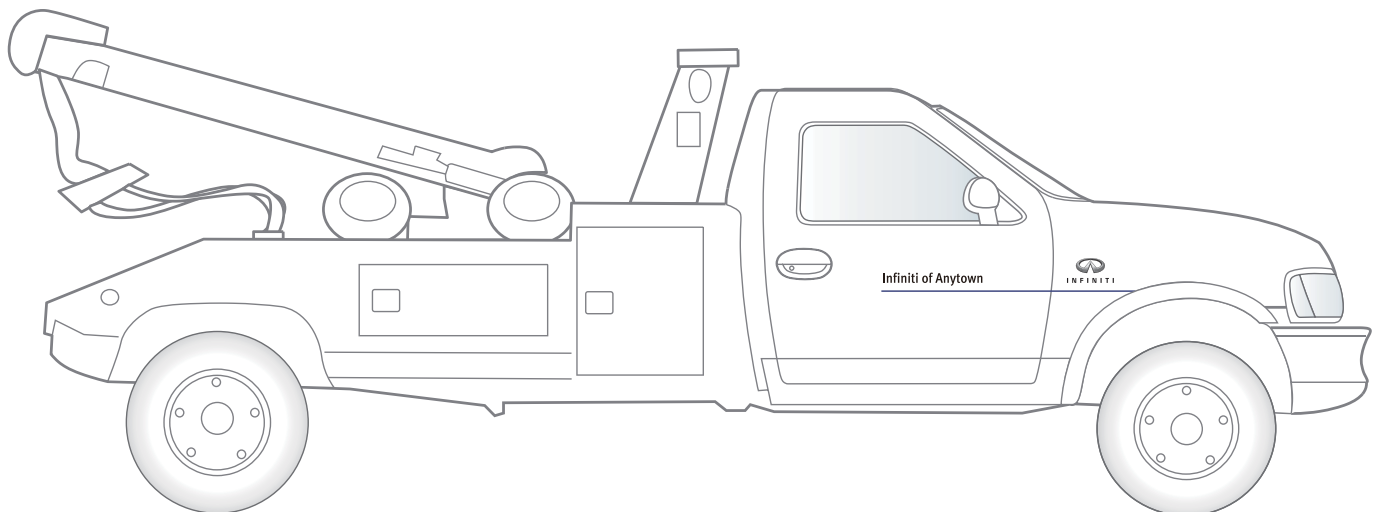
Important Note

Preferred vehicle colors are white and silver.

The event or service name should never be positioned as a lock-up or read-through with the Infiniti Logo.

**2X [Infiniti of Anytown**

= rule width is 1.5
width of the 'I'



3.7.2.3. Truck Display

Illustrations (unless otherwise noted) are for demonstration purposes only.

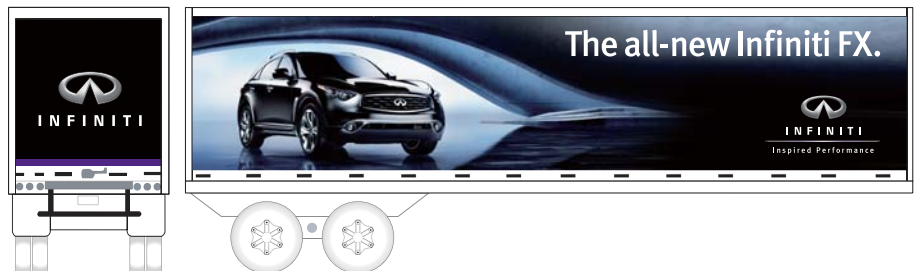
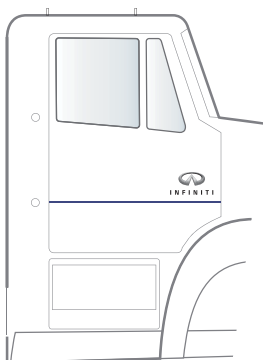
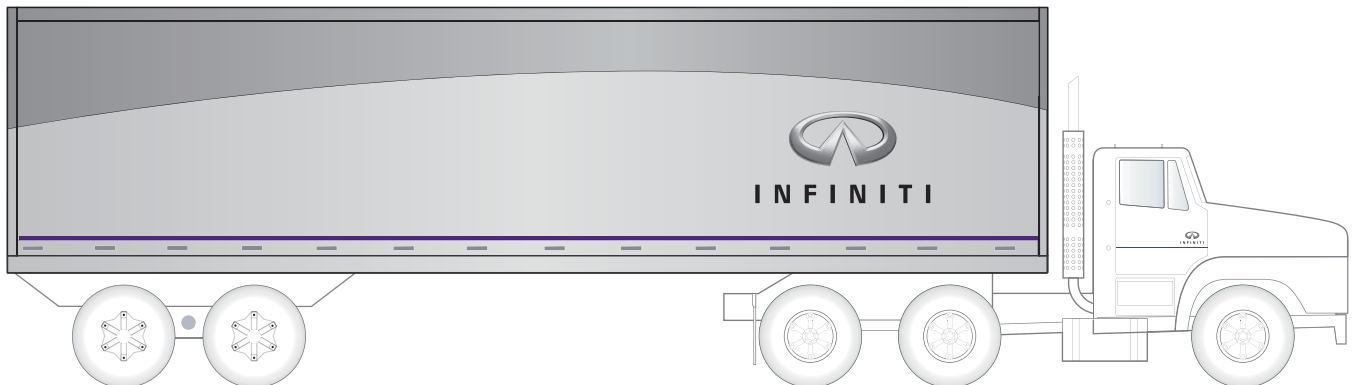
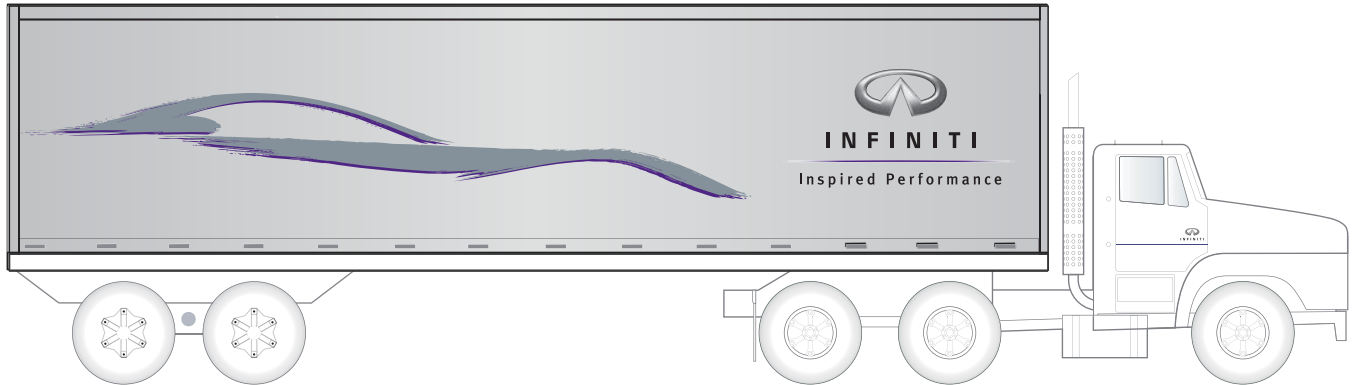
Infiniti parts delivery trucks present an optimal display opportunity for the elements of the Infiniti Visual Identity Policies, including:

- Infiniti Logo
- Infiniti Meta
- Brand Colors and Brand Accent Color
- Application Colors
- Module Grid System

Trailer

Advertising decals may be applied to the side and rear of trailers which offer prime billboard display space, and should feature the Infiniti Visual Identity whenever possible.

When applying graphics to a vehicle, always ensure the highest quality reproduction for the Infiniti Logo. **See 2.1.2. — Core Design Elements for more information.**



rule width is 1.5
width of the 'I'

3.7.2.4. License Plates

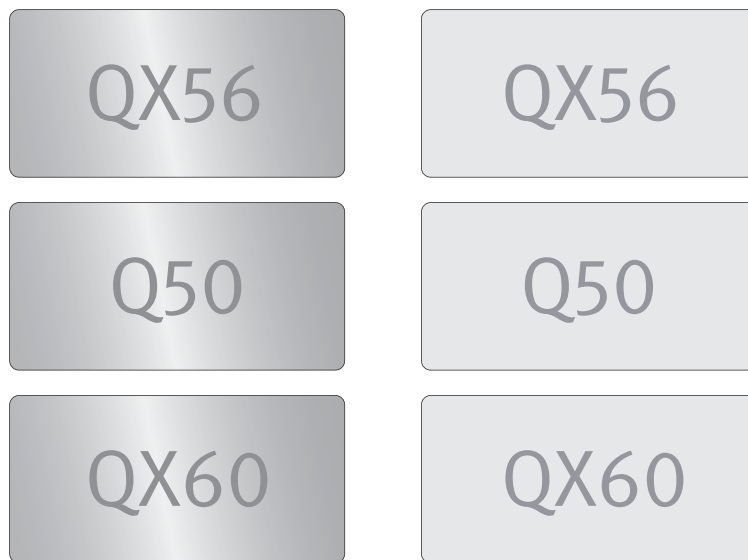
To create a consistent look across dealerships only the model name may appear on license plates. Use Infiniti Meta Normal scaled as illustrated here.

For consistent quality, silkscreen application is recommended. 3M Opaque Graphics film is also an option for these license plates.

Important Note

As for the secondary option, please select the closest color film from the existing ones. If you have alternatives for color, please select lighter color film for the plate and darker color film for the letters in order to maintain the visibility (contrast).

See page 5.25 for additional color information.



Primary option

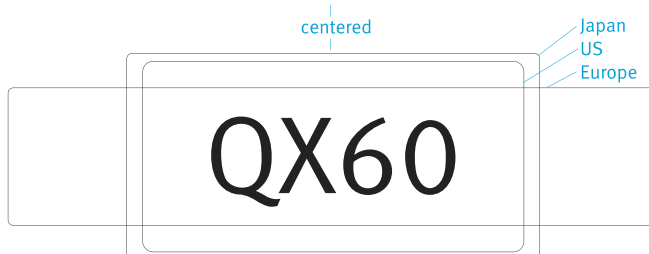
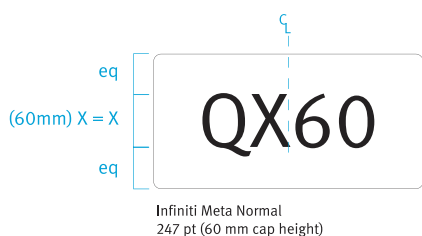
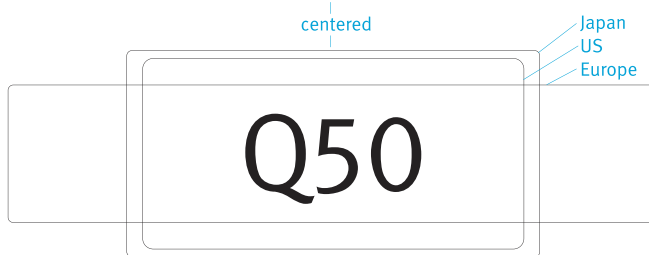
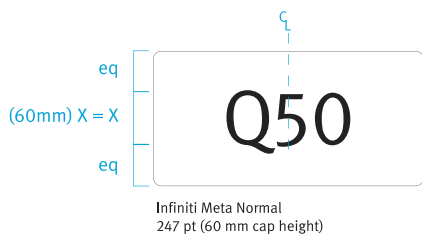
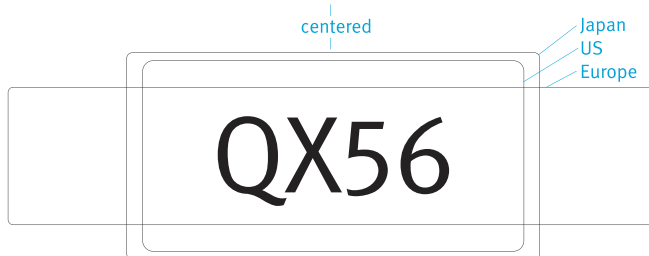
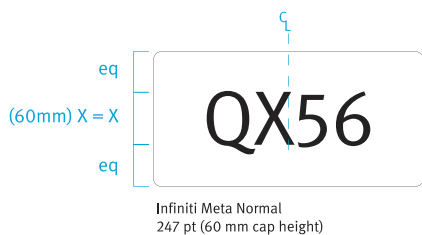
Plate: Infiniti Silver
Aluminum plate, Satin finish

Letters: Dark Silver Metallic
3M Gray Metallic film-180C-221

Secondary option

Plate: Light Cool Gray
Pearl Gray 3M film-7725-11

Letters: Dark Cool Gray
Dark Gray 3M film-180C-41



4. Contacts/Resources

Contents

4.1. Contacts/Resources

4.1. Contacts/Resources

Follow these steps if you need help or have any questions about implementing Infiniti's Visual Identity program.

1.

Refer to the appropriate Visual Identity Policies module (also for photography) available online at:

Nissan WIN Portal / www.infinitiartwork.com / digitalnissanassets.com

For Nissan VI Policies refer to the appropriate Visual Identity Policies module (also for photography) available online at:

www.nissanartwork.com

2.

If, after consulting the policies, you still have questions or concerns contact your:

Brand Manager @ your NSC

3.

If questions still remain, please contact:

Infiniti Motor Company Limited

Marketing and Communications Department
brand@infiniti.com

If you use the Infiniti logo with registration mark (R) outside of the United States and Canada, please contact legal department.

Intellectual Property Department,

Intellectual Property Department
Contract & Trademark Group (NML-XU4).

Revision History

1st Edition : May, 2006

2nd Edition : April, 2010

3rd Edition : March, 2012

4th Edition : July, 2013



I N F I N I T I

Infiniti, the Infiniti Brand Symbol and Infiniti Model Name(s) are registered Nissan trademarks.