

*Infiniti Visual Identity Policies
Interim Tagline Guideline v6.0*

Background

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:

1. implement and maintain a cohesive and consistent visual identity for the entire organization,
2. generate greater brand awareness and a strong association to a clearly defined set of brand attributes, and
3. 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.

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.

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 “Exclusions” 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.

Common marketing sense should be employed when considering tagline use in other venues such as:

- Trade Shows: Graphics, banners, posters, product information cards, etc.
- Press materials; Press releases, invitations, etc.
- Event signage: Signs, banners, etc.
- POP: retail and dealer
- Large venue stadium signage and trade show graphics, and etc.

Exclusions

There are exclusions to the application of the Infiniti tagline in external communication materials. The following have been identified as areas in which the tagline should not be used.

- Stationery (Letterheads, Business Cards, Fax Cover Sheet, and etc.)
- In conjunction with existing lockups other than the Infiniti logo (e.g., Infiniti Financial Services)
- Infiniti B2C Website logo headers
- Brand merchandise
- Promotional giveaways
- Owner's manual
- Warranty information card
- Employee/Dealer Personnel uniforms
- Applications where the Infiniti logo & tagline combo appearance would be too small to be legible

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.

Vertical Combination Logo >



Horizontal Combination Logo >



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.

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

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 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.

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

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

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 submit comp to Infiniti Business Unit - Brand or the local Brand representative for review.

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

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



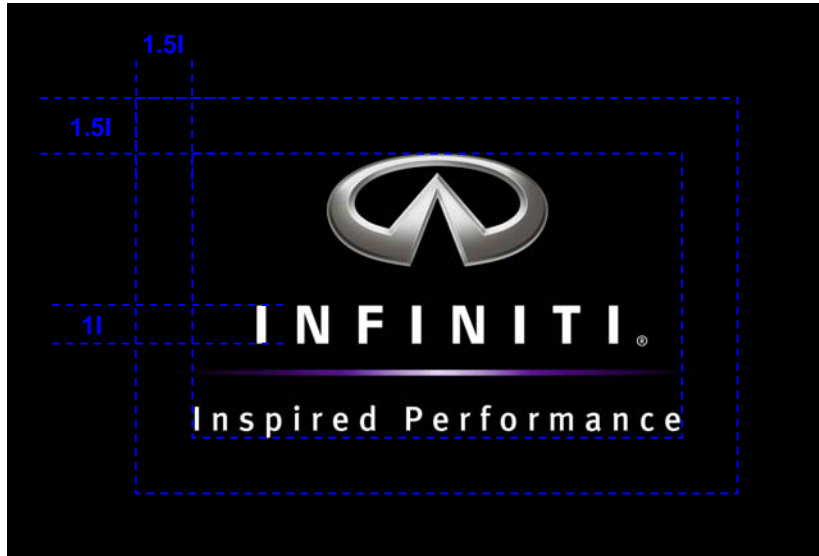
Important Note

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

- Ensure maximum visual impact
- Build consumer recognition through consistency

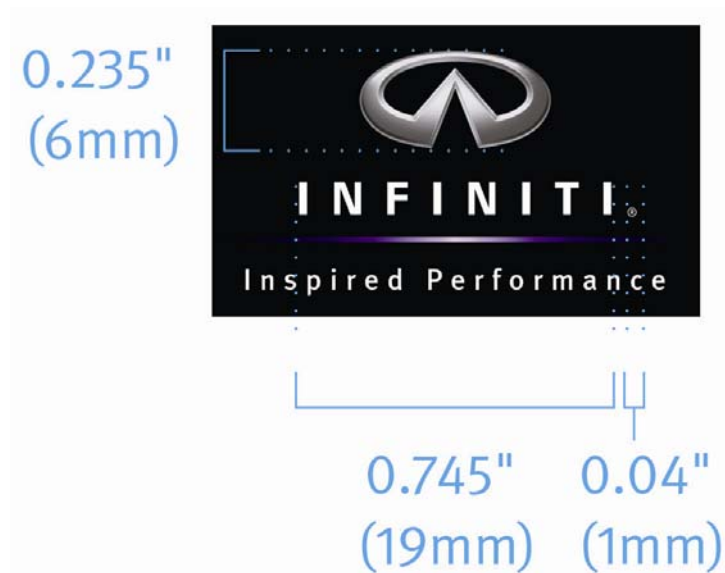
Clear Space

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 Combination Logo in all applications.



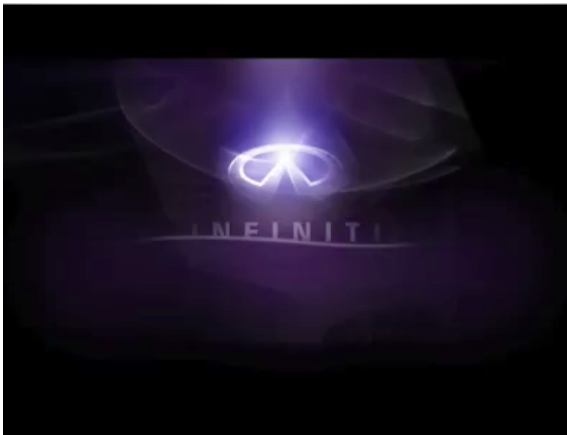
Minimum Size

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



Endslate Animation

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




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

Acceptable Usage

The examples below illustrate acceptable usage of the tagline.

INFINITI
PO BOX 4900 FENTON, MO 63026



CHANGE SERVICE REQUESTED

#0000000000
#000000000000
John Q. Sample
1234 Main Street
Anytown, US 12345
XX

Austin Infiniti Austin, TX Bryan Hadenman	Infiniti of Coconut Creek Coconut Creek, FL William "Billy" Pearce	Infiniti of Tucson Tucson, AZ Karl T. Watson
Bonmarito Infiniti Ellisville, MO John J. Bonmarito	Infiniti of Dayton Centerville, OH Tom Harrigan	Infiniti of West Chester West Chester, PA Joseph Bush Jr.
Competition Infiniti Saint James, NY Joseph C. Bazzetta	Infiniti of Gwinnett Duluth, GA John W. Ellis	Jim Lupient Infiniti Golden Valley, MN Jim Lupient
Crossroads Infiniti Raleigh, NC Gleason A. Boyd	Infiniti of Marin San Rafael, CA Thomas A. Price	Kings Infiniti Brooklyn, NY Mickey Gilbert
Dick Smith Infiniti Columbia, SC Brian K. Smith	Infiniti of Massapequa Massapequa, NY Fred J. DeStefano	Lia Infiniti Latham, NY William Lia
Dreyer & Reinbold Infiniti Indianapolis, IN Dennis J. Reinbold	Infiniti of Melbourne Melbourne, FL A.J. Hiers	Loken Infiniti Clearwater, FL Philip E. Loken
Flemington Infiniti Flemington, NJ Steven B. Kataler	Infiniti of Memphis Memphis, TN Anna Catherine Ellis	Prestige Infiniti Tallahassee, FL Craig M. Hornsby
Glenn Infiniti Lexington, KY Cyrus A. Dickson Jr.	Infiniti of Mobile Mobile, AL Joel B. Bullard Jr.	Ray Brandt Infiniti of Metairie Metairie, LA Raymond J. Brandt
Harper Infiniti Knoxville, TN Thomas W. Harper	Infiniti of Nashua Nashua, NH Andrew G. Costello	Ray Contena Infiniti Edison, NJ Raymond Contena
Holman Infiniti Maple Shade, NJ Joseph S. Holman	Infiniti of South Atlanta Union City, GA Ernest M. Hodge	Roswell Infiniti of N. Atlanta Roswell, GA John W. Ellis
Infiniti of Baton Rouge Baton Rouge, LA John B. Fabre	Infiniti of Thousand Oaks Westlake Village, CA Steve Lapin	Salerno/Duane Infiniti of Bensville Bensville, NJ Michael J. Salerno

Nothing performs like an Infiniti. Except maybe these dealers.

Congratulations to the 2008 Infiniti Award of Excellence winners. Thank you for your commitment to the Infiniti brand, to exemplary customer service and to the Infiniti Total Ownership Experience.



INFINITI.
Inspired Performance

INFINITI
LIMITED
ENGAGEMENT
WINTER EVENT



INFINITI.

Inspired Performance™

Super. Model.



INFINITI.

The all-new Infiniti G Convertible. Coming soon.

Inspired Performance

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 the Infiniti Business Unit.

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

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



Important Note

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

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



- Do not place other copy too close to the Combination Logo



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



- Do not separate the tagline from the Combination Logo



- Do not combine tagline with any other lockup.



- Do not use unauthorized colors within the Combination Logo.



- Do not place the Infiniti Logo on a visually distracting background. When in doubt submit comp to Infiniti Business Unit - Brand or the local Brand representative for review.



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



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



- 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.