



MASERATI

2016 MASERATI NORTH AMERICA DEALER NETWORK

BRAND GUIDELINES + ASSETS

UPDATED JANUARY 2016

OVERVIEW GUIDE TO THE MASERATI NORTH AMERICA BRAND

This document will help your dealership and agencies understand the brand guidelines in regards to marketing and advertising activities. This document is not intended to be a complete manual to the Maserati brand, but rather, a reference to the most common questions and usages. Please look for updates to this document throughout 2015. As we move into the next 100 years of business, please protect the brand!

Dealer Brand Guidance and Assistance

Maserati North America, Inc. has designated Ross/Madrid Group to assist dealers with your general marketing needs and asset distribution. These include providing you with the latest **IMAGES** and **VIDEO FOOTAGE** which can be used for all mediums: **PRINT, DIGITAL, OUT-OF-HOME, TV** and **RADIO**. Our agency can provide brand guidance and assistance with commonly asked questions (per Maserati guidelines) about marketing support. Most of the services provided by Ross/Madrid are at no cost to the dealer. Please reach the agency directly for questions about this document and for other marketing materials requests.

Call Ross/Madrid Group at **818-932-0499**

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MASERATI. THE ABSOLUTE OPPOSITE OF *ORDINARY*.

Maserati produces a complete range of two- and four-door automobiles legendary for their hand-crafted luxury, thoroughbred performance, Italian design and styling *and* everyday usability. The Maserati range includes the full-size Quattroporte and the mid-size Ghibli sport sedan, which earned a 2013 Top Safety Pick from the Insurance Institute of Highway Safety (IIHS). The flagship Quattroporte GTS leads the charge with a 523 HP twin-turbo V8 while both the Ghibli and Quattroporte

are available with Q4 intelligent all-wheel drive, a competition-bred, twin-turbo 404 HP V6 and an adaptive 8-speed automatic transmission. The two-door GranTurismo line continues with several variants of coupes and convertibles that combine elegance and comfort for four adults, each powered by a high-performance V8 to deliver legendary Maserati performance and an unmistakable exhaust note.

2016 MODEL RANGE (GENERAL)

SEDANS

- **Ghibli (RWD)** from \$70,600
- **Ghibli S (RWD)** from \$76,050
- **Ghibli S Q4 (AWD)** from \$78,550
- **Quattroporte S (RWD)** from \$99,900
- **Quattroporte S Q4 (AWD)** from \$107,900
- **Quattroporte GTS (RWD)** from \$141,500

COUPES

- **GranTurismo Sport (RWD)** from \$132,825
- **GranTurismo MC (RWD)** from \$150,570
- **GranTurismo MC Centennial* (RWD)** from \$165,627

CONVERTIBLES

- **GranTurismo Convertible (RWD)** from \$145,740
- **GranTurismo Convertible Sport (RWD)** from \$150,465
- **GranTurismo Convertible MC (RWD)** from \$161,070
- **GranTurismo Convertible MC Centennial* (RWD)** from \$182,009

*Limited Edition

THE MASERATI BRAND IS RECOGNIZED WORLDWIDE BY TWO PRIMARY MARKS which include the “TRADEMARK” logo and the “COMMUNICATION” logo (also known as the “dealer logo”). It is important to recognize the differences between the two versions and to understand when and how they may be used properly.



2-color PMS and
4-color 3D are
available for use.

TRADEMARK (for dealers)

The TRADEMARK must be used for corporate communication (such as press releases, stationery, internal communications, presentations, events, etc. The TRADEMARK logo is also the preferred visual mark for dealership signage, brandware, showrooms, totems, architecture elements, etc.



OFFICIAL MASERATI DEALER
MASERATI
OF ALBERTA

The TRADEMARK logo may be combined with logotype and the dealership DBA to create a dealer logo at the dealer’s request. Contact Ross/Madrid for more information or to request a set of logo files as shown in the example above.



MASERATI

COMMUNICATION LOGO

The COMMUNICATION logo, which has simple, clean graphics and is easy to read, must be used for all printed communication materials as well as for marketing and advertising activities (advertising, printed brochures, showrooms, exhibitions and event decor, brandware, etc.)

MASERATI

“MASERATI” logotype may only be used independently of the Trident for dealership exterior signage.



Use the Trident as a corporate symbol to replace the COMMUNICATION logo only when space and legibility do not allow for the entire lockup shown at the top of this column.

MAINTAIN UNIFORMITY BY REPRODUCING LOGOS CORRECTLY in Pantone, four-color or metallic stamping.



PMS 289 (100c, 60m, 56k)
PMS 485 (100m, 100y, 5k)



CMYK



60k, 100k



100k (pure black)



MASERATI

100k (pure black or
reverse white on black
or blue background)



MASERATI

PMS 289 (100c, 60m, 56k)



MASERATI

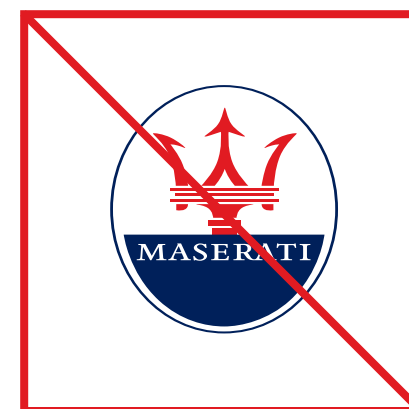
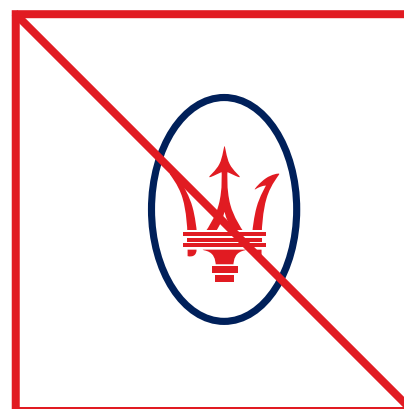
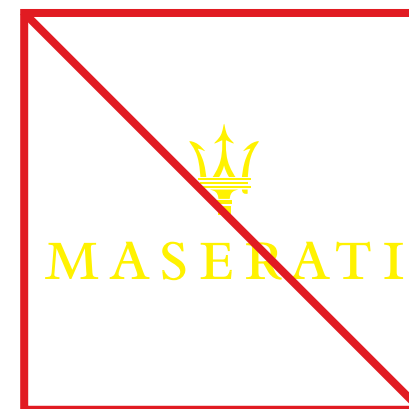
Metallic hot/foil stamp
(silver only)



MASERATI

60k (gray)

X NEVER change the orientation, proportion, arrangement or position of elements of the lockups. Do not recreate the logo, paint the logo in non-approved colors, or change or recreate the logo typeface. Logo files may be requested from Ross/Madrid Group directly or downloaded from the dealer's Modis user area.

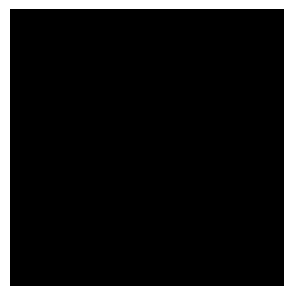


THE MASERATI INSTITUTIONAL COLOR SCHEMES should be reproduced with careful attention to accuracy. Sets of primary and secondary colors are available, depending on your need. Use secondary colors only to complement the primary scheme, never alone.



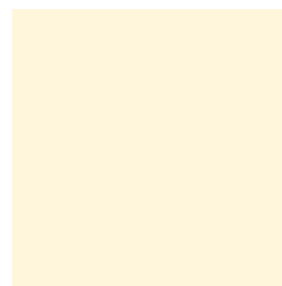
MASERATI BLUE

- PMS 289
- 100c, 60m, 56k
- R0, G31, B90
- HEX# 001f5a



BLACK

- PMS (pure black)
- 100k
- R35, G31, B32
- HEX# 231f20



BEIGE

- PMS 7499
- 2m, 15y
- R255, G248, B221
- HEX# fff8dd



GRAY

- PMS Cool Gray 10
- 60k
- R129, G130, B133
- HEX# 818285



- PMS 485
- 100m, 100y
- R226, G26, B34
- HEX# e21a22



- Silver foil stamp: "Infinity foil 10" (or equivalent)
- Illustrated gradient (5% light, 60% dark values)

TYPOGRAPHY & FONTS help to distinguish Maserati as a global luxury brand. As with most brands, the Maserati typefaces have changed over time and continue to evolve. Font files for these typefaces must be licensed to users. See links below for licensing information.

FRUTIGER

Maserati uses the Frutiger type family for text that accompanies the TRADEMARK and COMMUNICATION logo. Frutiger may also be used in advertising, signage, etc.

Frutiger light
Frutiger light italic
 Frutiger roman
Frutiger roman italic
Frutiger bold
Frutiger bold italic
Frutiger black
Frutiger black italic

BEMBO

Maserati uses the Bembo type family for text appearing in all communication materials (body copy) such as catalogs, leaflets, etc.

Bembo
Bembo italic
Bembo bold
Bembo bold italic

TSTAR

Maserati uses the TSTAR PRO type family in some corporate materials, including Ghibli brochures and Ghibli advertising. TSTAR may substitute for the Frutiger family where appropriate.

TSTAR pro
TSTAR italic
TSTAR bold
TSTAR bold italic
 TSTAR medium
TSTAR medium italic
TSTAR heavy

BEBAS

Maserati uses the Bebas type family for Web headline display and some secondary specialty communication such as “Winter Revel” program and the Ghibli launch.

BEBAS NEUE

Frutiger: http://www.fonts.com/font/linotype/frutiger?gclid=C0aCzKLF2sICFeURMwodPB0A_w

Bembo: <http://www.fonts.com/search/all-fonts?searchtext=bembo&SearchIn=all-fonts>

TSTAR PRO: <http://usfonts.gestalten.com/t-star-pro.html>

BEBAS NEUE: <http://www.fonts.com/search/all-fonts?searchtext=Bebas+Neue&SearchIn=all-fonts>

RETAILING MASERATI INVENTORY necessitates a careful balance between maintaining corporate identity for the Maserati brand and promoting dealer presence within a region. Maserati North America, Inc. has developed (and continues to add to) a suite of PRINT/WEB/ OUTDOOR/DIRECT MAIL/E-MAIL templates available through Ross/Madrid Group for dealer customization. Dealers may request Maserati creative for customization by reaching the agency directly (rolandmadrid@rossmadrid.com or robertross@rossmadrid.com • 818-932-0499).

The agency service to dealers is at no-charge, and all materials provided by Ross/Madrid are pre-approved for potential co-op submission.

See the following pages for examples of available print materials in magazine, newspaper and standard Web display sizes.

Dealers who wish to develop their own advertising must submit the materials to MNA co-op for review in advance of publication and for pre-approval for potential co-op reimbursement. Pay careful attention to ensure that tier-2 ads portray the Maserati brand as a luxury brand through compelling images, clean and sophisticated layout, correct use of typography and correct use of images.

MAKE SURE TO:

- X NEVER** crowd an ad page with multiple automobile images at different angles or awkward relationships to one another.
- X NEVER** display other marques or brand logos on a Maserati ad.
- X NEVER** use language such as "\$10k OFF MSRP" or "BLOWOUT SALE".



In addition, never use "discount" language, including:

- X Discount, Sales Event, On Sale, Off MSRP, Rebate, Clearance, Blow out, Bailout, Liquidation, Wholesale, Distress, Factory Outlet, Factory Authorized, Manufacturer/Factory Challenged, Below/Under Invoice, etc.**

ACCEPTABLE SUBSTITUTES INCLUDE: "Limited-Time Offer" or "Special Offer" or "Pre-Paid Maintenance Included" or "X Monthly Payments Off"

AD TEMPLATES available for customization through Ross/Madrid Group include magazine, newspaper and Web standard sizes. The ad designs provided by Maserati North America, Inc. reflect global brand standards, but can be customized by Ross/Madrid to address the dealer's regional and inventory needs. For example, in the ad samples below, images reflecting regional landscapes may be substituted or special lease and finance offers may be added.



AVAILABLE ADS FOR THE ENTIRE RANGE Click the following link to access the full suite of creative options:

<https://www.hightail.com/download/ZWJWM25NcklRR2Q4SjhUQw>

HIGH RESOLUTION IMAGES featuring the current model year lineup can be downloaded at the link below.



AVAILABLE IMAGES FOR THE ENTIRE RANGE Click the following link to access the full suite of images:

<https://www.hightail.com/download/ZWJWM25Nckk5NVZqQThUQw>

You may also review Maserati images for marketing use via **Modis / Marketing Dealer Manual / Maserati North America folder**

LOGO DOWNLOADS including corporate and model range marques.The logo for Alfieri, featuring the brand name in a stylized, flowing cursive script.**STATIONERY INFORMATION**

To facilitate your order of Maserati letterhead, business cards, envelopes and note cards, we have prepared a suite of master templates that can be customized with dealer details. For information and to place an order please contact:

Tony DeVito
Systems Duplicating Company, Inc.
+1 248-585-7590 / tony@sdci.net

AVAILABLE LOGO ASSETS Click the following link to access the full suite of logos:

<https://www.hightail.com/download/UlRRYUp3dWMzeUs1aWNUQw>