



# **HINO MARKETING TOOL GUIDELINES**

# Introduction

The Hino Marketing Tool Guidelines were developed based on the Hino Brand Visual Design Manual to provide content especially relevant to marketing activities. These guidelines are intended to facilitate the rapid penetration of the Hino brand across various customer touchpoints.

# Introduction



Products, services, leaflets, business cards, advertisements, motor shows, showrooms — at all of our contact points with customers, it is vital that we ensure brand penetration and establish a strong brand. The key to accomplishing this is unified, consistent brand promotion.

Building on the Hino brand's reputation for delivering high-quality motor vehicles, parts, and services, marketing activities can then ensure that customers feel an emotional attachment to the Hino brand. This, in turn, enables us to build a powerful brand that will continue to be the choice of customers for years to come.

In order to maintain the quality of our brand image, these brand guidelines govern the usage of the Marketing Communication Logomark, brand colors and other elements. No matter what country marketing tools are produced in, always follow the rules in this manual, and when commissioning creative work to external agencies, always instruct them to comply with this manual.

The content of these guidelines will continue to be improved with regular revisions, so please be sure to refer to the latest version.

If you have any questions about the content of the guidelines, or if an issue that is not covered comes up when designing a marketing tool, rather than deciding on your own, please inquire with the contact information provided below.

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Hino Motors, Ltd.  
Tel: +81-42-586-4196  
Email: [marketing@hino.co.jp](mailto:marketing@hino.co.jp)

\* The main purpose of the Hino Brand Visual Design Manual is promotion of the corporate brand of Hino Motors (Tokyo).

# Introduction

**Quality**

**Durability**

**Reliability**

Hino Black and Hino Red, as seen in their bold use in these guidelines, express the three characteristics shown here at left, while fulfilling the vital role of maintaining the visual consistency needed to build a strong brand image.

Hino Red, the corporate color, promises the confidence and quality of products made without even a hint of compromise. Hino Black expresses a sense of class and strength.

Using Hino Red and Hino Black boldly on a single surface intuitively conveys the reliability of the Hino brand while maintaining consistency.

When producing marketing tools, be sure to carry out unified, consistent brand promotion, as demonstrated in these guidelines. This is the key to ensuring brand penetration and establishing a strong brand.



# 1. Design System for Dealers Outside Japan

## Design System for Dealers Outside Japan

- 1.1 Basic Design Elements
- 1.2 Logomark Versions
- 1.3 Marketing Communication Logomark
- 1.4 Clear Space: Marketing Communication Logomark
- 1.5 Minimum Size: Marketing Communication Logomark
- 1.6 Brand Colors
- 1.7 Background Colors
- 1.8 Background Photographs
- 1.9 Fonts
- 1.10 Dealer Logotypes
- 1.11 Dealer Logotype Samples
- 1.12 Signature System

# 1.1 Basic Design Elements

## Basic Design Elements

The Hino Brand is communicated using the basic design elements shown here. In order to continue to build a strong Hino brand that customers trust, always correctly use these basic design elements in accordance with the rules in this manual.

Marketing Communication Logomark



Brand Colors









Font

Helvetica Neue Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# 1.2 Logomark Versions

## Logomark Versions

Printing format	Media examples	Order of priority	(When the vertical version would be smaller than the minimum allowable size)
Color	<ul style="list-style-type: none"> <li>• Catalogs</li> <li>• Leaflets</li> <li>• Billboards</li> <li>• Magazine ads</li> </ul>	 <p>Logomark color: Expressive Silver Background color: Hino Red</p>	
Monochrome	Single-color newspaper ads	 <p>Logomark color: Expressive Silver Background color: Hino Black</p>	
	Clothing Pens and other 3D items When gradation and shading are not possible (e.g., stamps)	 <p>Logomark color: White Background color: Not specified</p>	

# 1.3 Marketing Communication Logomark

## Marketing Communication Logomark

The Marketing Communication Logomark features a metallic look. As a basic rule, the priority 1 version of the logomark (vertical) should be used. However, when it cannot be used due to display space or other issues, the priority 2 version (horizontal) may be used. Please do not display the logomark by itself. It should only be displayed in combination with the Hino Logotype, as specified.

Scope of usage:

Marketing communication tools

Examples:

Product catalogs, posters, direct mail, advertisements (newspaper, magazine, television, etc.), PR magazines, promotional goods (paper bags, gifts, etc.), brochures produced by the company, etc.

\* Always obtain data from Pro Work Place

MCL\_Vertical.tif

MCL\_Horizontal.tif

Priority 1 (vertical)



Priority 2 (horizontal)

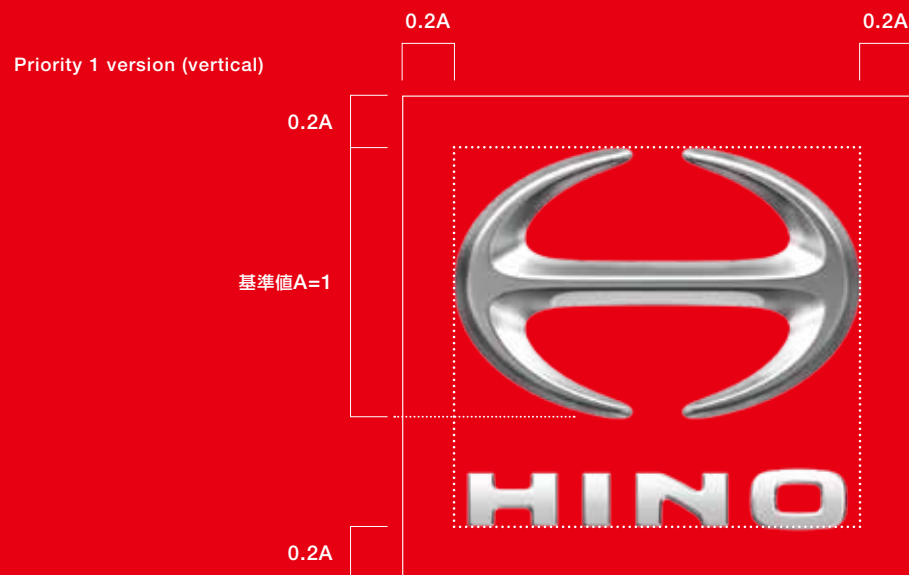


# 1.4 Clear Space

## Clear Space Marketing Communication Logomark

Always be sure to leave sufficient open space around the Marketing Communication Logomark, and avoid displaying any other elements within that space. Maintaining the required clear space raises legibility and improves recognition of the Hino brand.

Examples of incorrect usage:  
Refer to section 6. "Incorrect Usage: Marketing Communication Logomark"



# 1.5 Minimum Size

## Minimum Size

### Marketing Communication Logomark

If the Marketing Communication Logomark is too small, it can prevent the lettering or shape from being properly reproduced. In order to ensure good legibility and definite recognition of the Marketing Communication Logomark, always display it at a size greater than the minimum allowable size shown at right.

There are two minimum sizes specified, one for ordinary printing use, and one for websites and other applications which will be displayed on a monitor or other screen.

Priority 1 version  
(vertical)



15mm

Print

Screen display



60px

Priority 2 version  
(horizontal)



25mm



100px

# 1.6 Brand Colors

## Brand Colors

The brand colors give the Hino brand a highly recognizable color image. When designing various marketing tools, use the brand colors for the logomark and other elements as basic colors for maintaining a consistent brand image. The Hino brand colors are Expressive Silver (Chrome), Hino Red, Hino Black, and white.

Note on color reproduction:  
In order to ensure colors are displayed correctly, always compare with a color chip for reproduction or a Pantone sample and check to make sure that the actual color is as close as possible to the standard.

When it is not possible to use a Pantone color sample, or when the media makes it difficult to reproduce the color exactly, use the appropriate color specifications listed at right and approximate the correct color as closely as possible.

\* The specifications for each type of color use — print, screen, and website — are chosen because they are the closest to the Pantone color.

Expressive Silver (Chrome)



Hino Red

Expressive Silver (Chrome)

Logomark color

3D expression                      Chrome (or an expression that mimics chrome)

Printing (2D expression)                      Gradation

- \* Use the data supplied by Hino Motors for the Marketing Communication Logomark.
- \* Use chrome plating (or a similar surface treatment) for the 3D chrome logomark on billboards.

Hino Red

Pantone 185 C

DIC 156

Print                      C0 M100 Y100 K0

Screen                      R227 G0 B7

Web                      #E60012

Hino Black

Pantone Process Black C

DIC G-270

Print                      C0 M0 Y0 K100

Screen                      R0 G0 B0

Web                      #000000

White

Print                      C0 M0 Y0 K0

Screen                      R255 G255 B255

Web                      #FFFFFF

\* The specifications for each type of color use — print, screen, and website — are chosen because they are the closest to the Pantone color.

# 1.7 Background Colors

## Background Colors

When printing in color, the basic rule is to use Hino Red for the background of the logomark. Always be sure to use Hino Red in the designated clear space around the logomark.

Thus, no matter what background color is used outside of the clear space, the background for the logomark must always be Hino Red. Refer to the chart at right, which shows the logomark displayed against background colors of different intensities of Hino Red.

These basic principles also apply to monochrome printing, such as newspaper advertisements and other cases when color printing is not possible.

Color

Clear space (See section 1.4)



Hino Red 100%

Hino Black 100%



\* When color printing is not possible, such as newspaper ads



About 80%



About 80%



About 50%



About 50%



About 30%



About 30%



0% (white)



0% (white)





# 1.8 Background Photographs

## Background Photographs

Shown at right are display examples that illustrate the relationship between the logomark and background photographs. As a general rule, ensure that Hino Red is used in the clear space in the background of the logomark.

When using photographs, it can be effective to employ the Hino Red Bar. (Refer to section 4.2 for details on how to display the Hino Red Bar.)

Priority 1

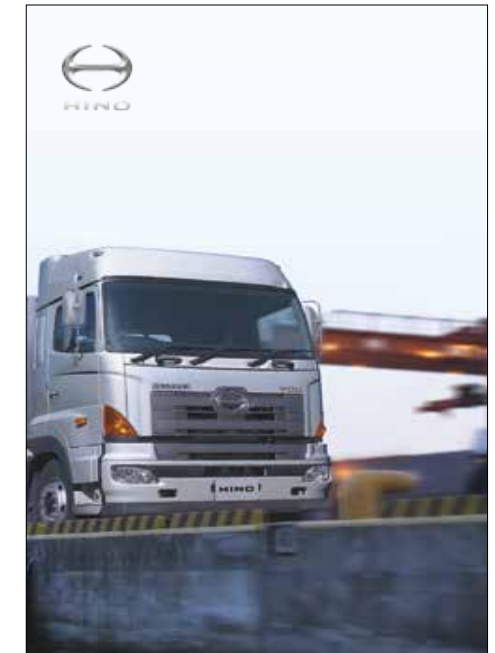
Hino Red Bar



Priority 2



Priority 3



# 1.9 Fonts

## Fonts

Fonts help to ensure a consistent visual image in written communication. Using a single font across all marketing tools builds a stronger brand image.

For English, use the preferred font, Helvetica Neue Family. (Helvetica Family is considered the same.)

Select the font weight in consideration of the meaning of the terms or text in order to make the intention clear, for instance, using a bolder weight for titles.

Device fonts:

When the preferred fonts cannot be used, for example in applications such as Microsoft PowerPoint or Word, websites, or other such environments, use Arial as a device font.

### Primary Fonts

Helvetica Neue Light

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz .,\*/=+-&%#()!?

Helvetica Neue Roman

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz .,\*/=+-&%#()!?

Helvetica Neue Medium

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz .,\*/=+-&%#()!?

Helvetica Neue Bold

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz .,\*/=+-&%#()!?

Helvetica Neue Black

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz .,\*/=+-&%#()!?

### Secondary Fonts

Arial Regular

ABCabc123

\* Do not use Arial Narrow.

\* In languages other than English in which the Helvetica Neue Family and Arial Family are not available, use the most similar font available.

# 1.10 Dealer Logotypes

## Dealer Logotypes

The design of this logotype is intended to ensure that the names of dealers are all displayed in the same manner. When displaying a dealer name, try to match the example shown at right.

Use the preferred fonts specified on section 1.10.

Example of incorrect usage:  
This design for the dealer name logotype should never be used within body text.

# ABC Motors, Ltd.

Lorem ipsum doleny  
sitamet, consetetier  
apisc geitt. ed-diam  
no **ABC Motors. Ltd.**  
tincicld lorem ipsum  
doleny sitamet,  
consetetier apisc  
geitt. Lorem ipsum

# 1.11 Dealer Logotype Samples

## Dealer Logotype Samples

The logotype samples shown at right are intended to help ensure that the names of dealers are all displayed in the same manner. When displaying a dealer name, try to match the samples shown at right.

Example of incorrect usage:  
This design for the dealer name logotype should never be used within body text.

HINO Group Company Name's Typeface (Helvetica Bold)

**Hino Motors Manufacturing(Thiland)Ltd.**

**Hino Motors Sales(Thiland)Ltd.**

**PT.Hino Motors Manufacturing Indonesia**

**PT.Hino Motors Sales Indonesia**

**Hino Motors (China) Co., Ltd**

**Shanghai Hino Engine Co., Ltd**

**GUANGQI HINO MOTORS CO.,LTD**

**Hino Motors (Malaysia) Sdn., Bhd.**

**Hino pak Motors, Ltd.**

**Hino Motors Vietnam, Ltd.**

**Hino Motors Sales India Private Limited**

**Hino Motors Manufacturing U.S.A Inc.**

**Hino Motors Sales U.S.A Inc.**

**Hino Motors Canada, Ltd.**

**Hino Motors Manufacturing Colombia, S.A.**

**Hino Motors Manufacturing Mexico, S.A. DE C.V.**

**Hino Motors Sales Mexico, S.A. DE C.V.**

**Hino Motors de Venezuela, C.A.**

**Hino Motors Sales Australia Pty. Ltd.**

**Hino Motors (Europe) N.V.**

**Hino Motors Sales,LLC**

Example of Distributor / Dealer Name's Typeface (Helvetica Bold)

**ABC Motors. Ltd.**

\*In cases where the distributor or dealer has not adopted a logotype or typeface for the company, we recommend using Helvetica Bold or Arial Bold typeface for this purpose

# 1.12 Signature System

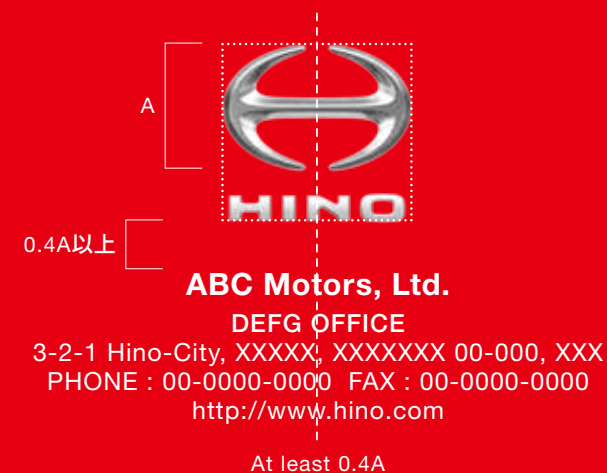
## Signature System

The signature system is a specified method of displaying the Marketing Communication Logomark with an address, etc. that ensures that this kind of information always presents the same image. It should be applied broadly to all visual communication items. Shown at right are the specifications for the basic display format and positioning standards.

Take care not to display other elements (text, figures, etc.) near the Marketing Communication Logomark. The size of the Marketing Communication Logomark and the other elements may vary depending on the space, function and purpose of the item being developed, but their relative positioning should never change.

Select an appropriate color for the official corporate logotype, address and other information, to suit the item being developed.

Positioning standards for the logomark, official corporate logotype, address and other information



\* The company name, branch name, and addresses used above are merely examples.

# 2. Application Design System

## Application Design System

- 2.1 Business Cards
- 2.2 Letterhead
- 2.3 Envelope A
- 2.4 Envelope B

## 2.1 Business Cards

### Business Cards

Business cards are probably used more often than any other design application, and they are an essential part of the first impression that we make.

Ensuring that all dealers use a consistent business card format increases the sense of unity among employees and presents an effective image to those we do business with.

The business card design is shown at right. Follow these examples and be sure to correctly reproduce these designs.

Accompanying the change to the Marketing Communication Logomark announced in these guidelines, the Marketing Communication Logomark is the preferred choice for use on business cards. However, for the time being, the old corporate logotype may also be used, as seen in sample design D.

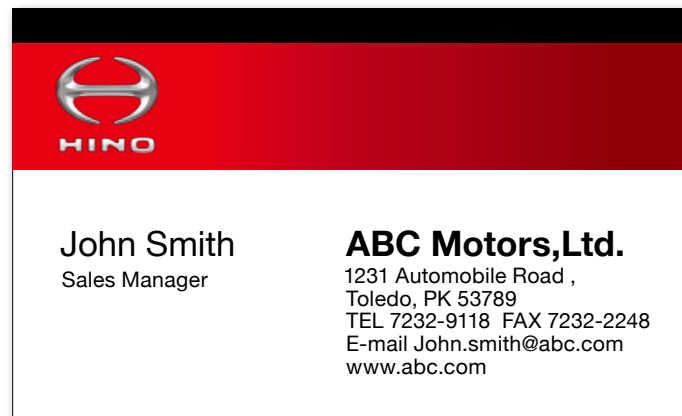
Sample design A



Sample design B



Sample design C



Sample design D



## 2.1 Business Cards

### Business Cards

This section shows sample designs for the back side of business cards.

Follow these examples and be sure to correctly reproduce these designs.

Use sample design E when the purpose is to promote the Hino brand itself.

Use sample design F when the focus is on creating an effective marketing tool.

Back side sample design E



Back side sample design F





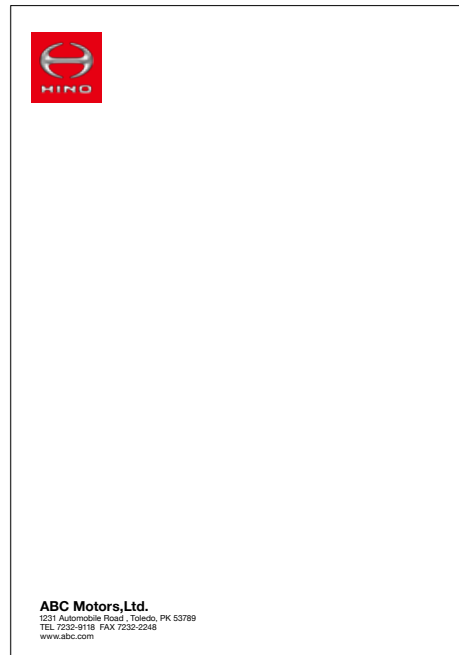
## 2.2 Letterhead

### Letterhead

Used as a marketing tool for communicating directly with those we do business with, letterhead is an important item for conveying the image of Hino Motors. As with business cards, consistent designs should be produced for all companies. Refer to the samples shown at right and correctly reproduce these designs.

Sample design A is the preferred choice. Sample design B and C may only be used when professionally printed. When documents will be printed out on in-house printers, always use sample design A.

Sample design A (priority 1)



Sample design B (priority 2)



Sample design C (priority 2)



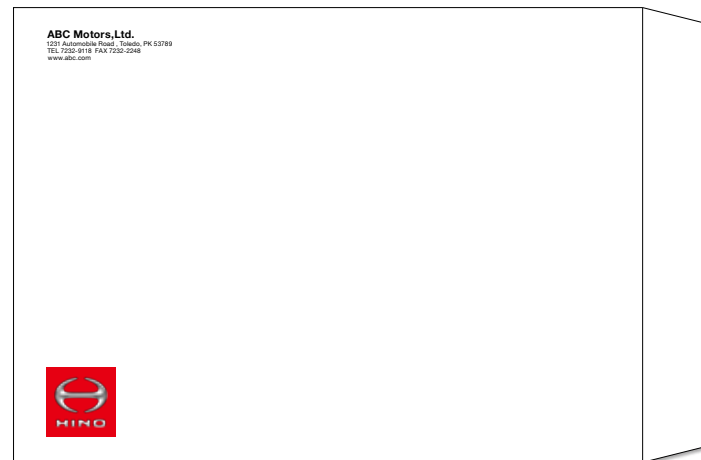
## 2.3 Envelope A

### Envelope A

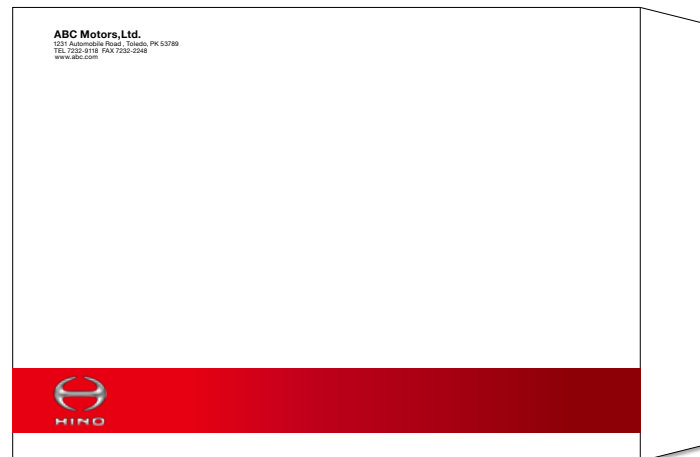
Used as a marketing tool for communicating directly with those we do business with, envelopes are an important item for conveying the image of Hino Motors. As with business cards, consistent designs should be produced for all companies. Refer to the samples shown at right and correctly reproduce these designs.

Sample design A is the preferred choice.

Sample design A (priority 1)



Sample design B (priority 2)



Sample design C (priority 2)

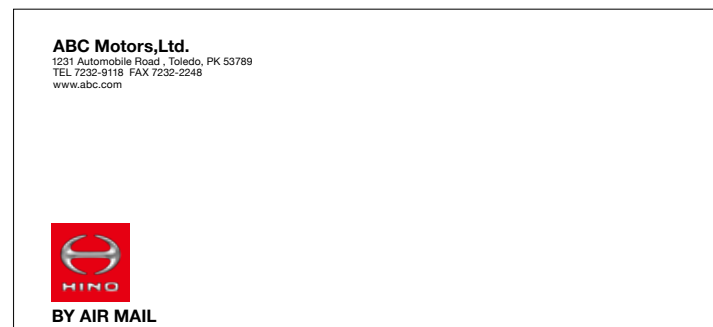


## 2.4 Envelope B

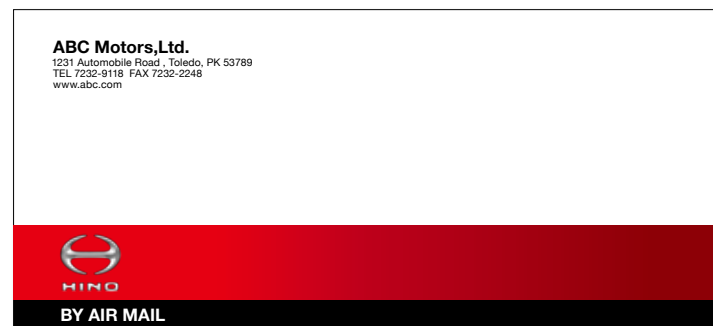
### Envelope B

Used as a marketing tool for communicating directly with those we do business with, envelopes are an important item for conveying the image of Hino Motors. As with business cards, consistent designs should be produced for all companies. Refer to the samples shown at right and correctly reproduce these designs.

Sample design A (priority 1)



Sample design B (priority 2)



Sample design C (priority 2)



# 3.

## Sign Design System

### Sign Design System

- 3.1 Dealer Outlet Signage Samples
- 3.2 Signage Lineup
- 3.3 Color & Materials
- 3.4 Design Specifications for Signage Logomark
- 3.5 Design Specifications for Consistent Signage
- 3.6 Overview of Installation
- 3.7 Guidelines for Building Sign Installation
- 3.8 Examples of Incorrect Design
- 3.9 Examples of Incorrect Installation
- 3.10 Overview of Installation and Design for Shared Dealer Outlet
- 3.11 Plan for Installation of Consistent Signage
- 3.12 Maintenance Schedule
- 3.13 Design Drawings

## 3.1 Dealer Outlet Signage Samples

### Dealer Outlet Signage Samples

Day



Type: Primary Sign  
Item: Pylon Sign  
Signage Logomark:  
3D Chrome / Vertical

Type: Building Sign  
Item: Panel Sign  
Signage Logomark:  
3D Chrome /Horizontal

Night



# 3.1 Dealer Outlet Signage Samples

## Dealer Outlet Signage Samples

Day



Type: Primary Sign  
Item: Pole Sign  
Signage Logomark:  
2D Chrome / Horizontal

Type: Building Sign  
Item: Panel Sign  
Signage Logomark:  
3D Chrome / Horizontal

Night



## 3.2 Signage Lineup

### Signage Lineup

#### 1. Primary Sign

Each country or region must select and consistently use either 3D Chrome or 2D Chrome for the Signage Logomark of the Primary Sign.

Pylon Sign / 3D Chrome



#### Overview

The Pylon Sign not only shows the Signage Logomark, but also uses the design of the entire sign to express the Hino brand.

#### Rule

When 2 or more Pylon Signs are placed at a dealer outlet, use either the vertical or horizontal version for both signs, in order to express the Hino brand image properly.

#### Signage Logomark

The Signage Logomark for the Pylon Sign must be 3D Chrome.  
Design: 3D Chrome on Hino Red background  
Illumination: External  
Size & Location: Please refer to both the design drawings and Sign Design System 3-5.



#### Dealer Name

Dealer Name must be 2D.  
Design: White letters on red base  
Font: Helvetica Bold  
Size & Location: Please refer to both the design drawings and Sign Design System 3-5.

Pole Sign / 2D Chrome



#### Overview

The Pole Sign can be built larger than the Pylon Sign. Use the Pole Sign when the function of the Pylon Sign is impaired due to a busy environment.

#### Rule

When 2 or more Pole Signs are placed at a dealer outlet, use either the vertical or horizontal version for both signs, in order to express the Hino brand image properly.

#### Signage Logomark

The Signage Logomark for the Pole Sign must be 2D Chrome.  
Design: 2D Chrome on Hino Red background  
Illumination: External  
Size & Location: Please refer to both the design drawings and Sign Design System, section 3.5.



#### Dealer Name

The Dealer Name must be 2D.  
Design: White letters on Hino Red background  
Font: Helvetica Bold  
Size & Location: Please refer to both the design drawings and Sign Design System, section

## 3.2 Signage Lineup

### Signage Lineup

#### 2. Building Sign

Each country or region must select and consistently use 3D Chrome or 2D Chrome for the Signage Logomark of the Building Sign.

Panel Sign / 3D Chrome



#### Overview

Panel Sign highlights the presence of the dealer outlet and the location of the showroom.

#### Rule

3D Chrome or 2D Chrome of Signage Logomark have to follow Primary Sign.

\*It is prohibited from installing both 3D Chrome and 2D Chrome Signage Logomark at a dealer outlet.

\*Please refer to Sign Design System 3-6.

Panel Sign / 2D Chrome



#### Signage Logomark

Both 3D Chrome and 2D Chrome can be used for Signage Logomark of Panel Sign. However, it has to be same type as the Primary Sign.

Design: 3D Chrome or 2D Chrome on red base  
Illumination: External-illumination  
Size & Location: Please refer to both the design drawings and Sign Design System 3-5.

Dealer Name

One line

**Central Motors**

Two lines

**Central Motors  
ABC Truck Center**

#### Dealer Name

Dealer Name must be 2D.  
Design: Black letters on silver metallic base

Font: Helvetica Bold  
Size & Location: Please refer to both the design drawings and Sign Design System 3-5.



## 3.3 Color & Materials

### Color & Materials



#### Types of 3D Chrome Signage Logomark

Color is one of the most important elements for expressing the brand image clearly. Please use the designated colors and recommended materials below for signage production.

The 3D Chrome Signage Logomark consists of 3 sizes of Symbol Mark and 4 sizes of Logotype, then 6 types of signage are prescribed.

Please contact Hino Motors., Ltd. when desiring to produce a 3D Chrome Signage Logomark other than the Marks shown here.

#### Colors & Materials

Color		Pantone	Recommended sheet for outdoor use (3M Scotchcal)
	HINO Red	185C	JS-6203XL
	Silver Metallic	877C	JS-1805XL
	White	110602TPX	JS-1000XL

#### Types of 3D Chrome Signage Logomark

3D Chrome Signage Logomark in this manual consists of 3 sizes of Symbol Mark and 4 sizes of Logotype, then 6 types of signage are prescribed.

1



H: 1375 W: 2063

A

HINO

H: 636 W: 3930

2



H: 935 W: 1403

B

HINO

H: 422 W: 2604

3



H: 620 W: 930

C

HINO

H: 310 W: 1915

D

HINO

H: 211 W: 1303

6 types of 3D Chrome Signage Logomark are available.

#### Pylon Sign

1

C



L size (H: 10m)

2

D



S size (H: 6.8m)

2

A



L size (H: 10m)

3

B



S size (H: 6.8m)

#### Panel Sign

2

A



L size (H: 1.5m)

3

B



S size (H: 1m)

## 3.4 Design Standards for Signage Logomark

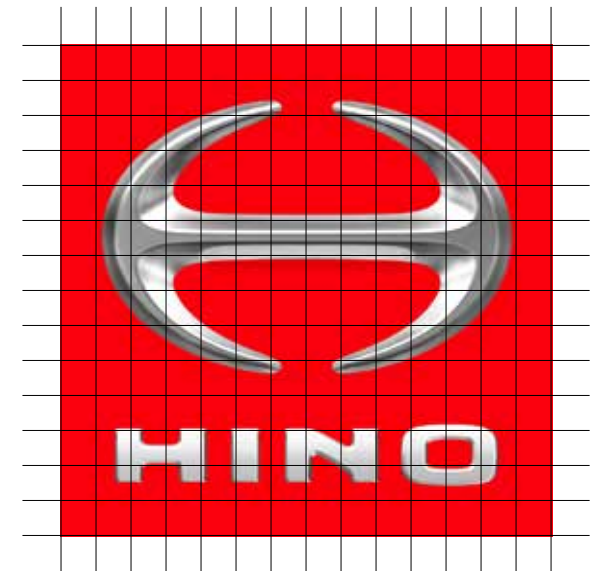
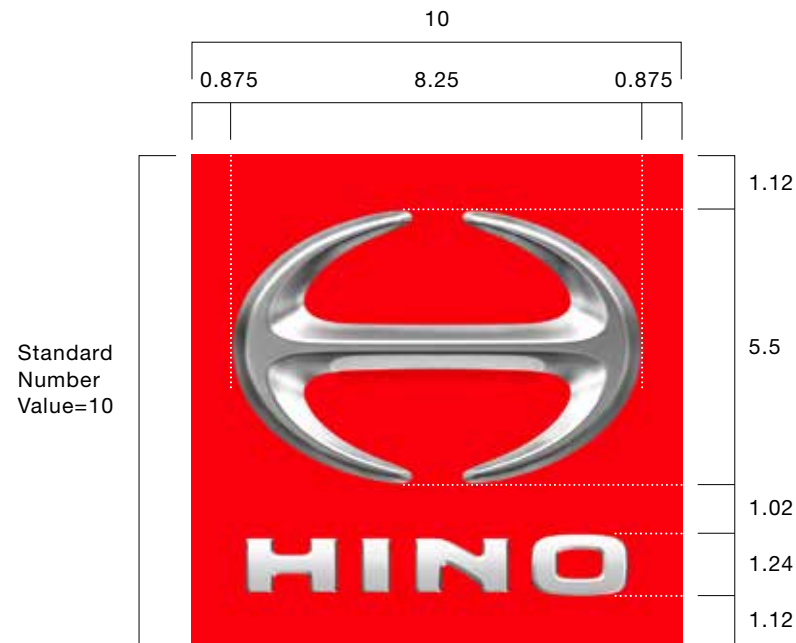
### Design Specifications for Signage Logomark

#### Primary Sign / Vertical

The difference of the size ratio between the Hino Red background and Signage Logomark depends on the signage items.

Please follow the ratio strictly as the numbers were carefully considered to express the Hino brand most effectively.

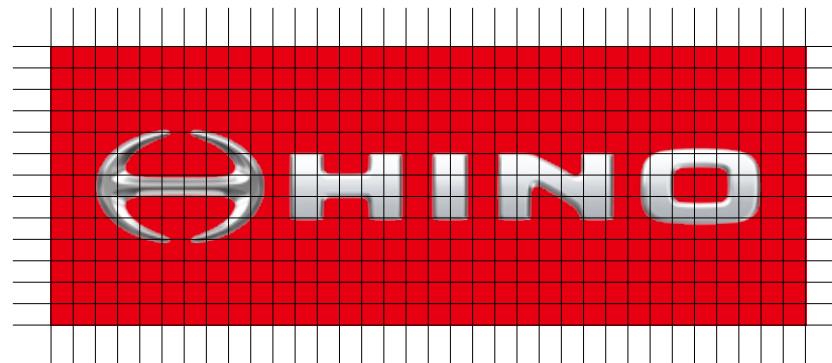
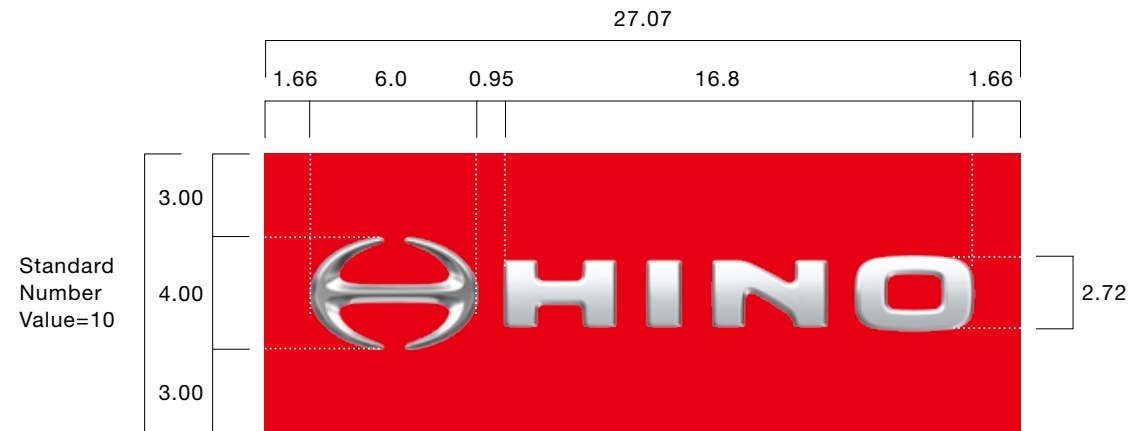
\* The figures specified at right represent not the actual dimensions but the ratios to be used.



## 3.4 Design Specifications for Signage Logomark

### Design Specifications for Signage Logomark

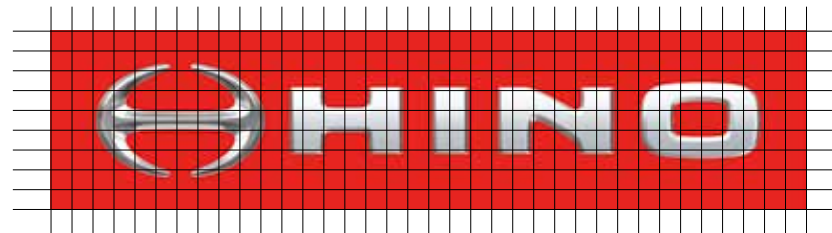
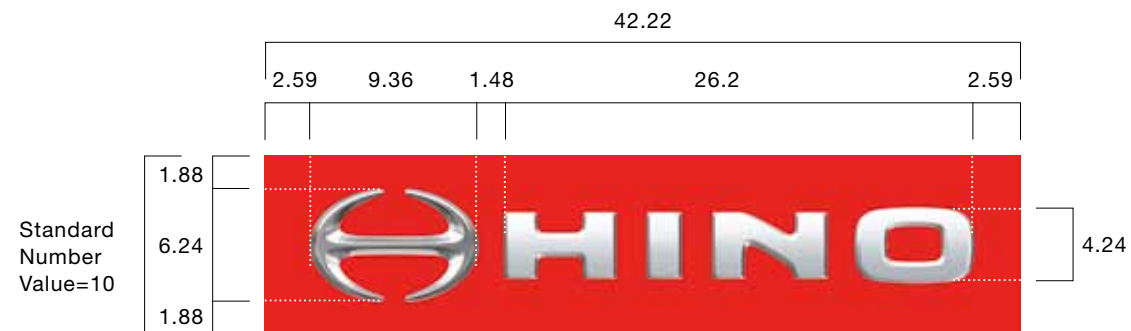
Primary Sign / Horizontal



## 3.4 Design Specifications for Signage Logomark

### Design Specifications for Signage Logomark

Building Sign / Horizontal



## 3.5 Design Specifications for Consistent Signage

### Design Standards for Consistent Signage

#### Pylon Sign / Vertical

The 3D Chrome Signage Logomark Pylon Sign showcases the quality and superiority of the Hino brand to customers.

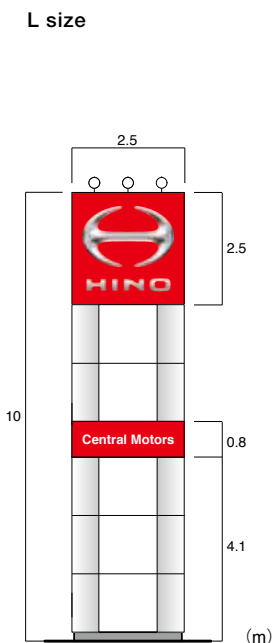
Please follow these design specifications to express the Hino brand image properly.



\*For details, please refer to the design drawings in this manual.



Please install the illumination to light the whole Signage Logomark Sign Face equally.



#### Dimensions

Size	Overall Size	Signage Logomark Sign Face Size	Dealer Name Sign Face Size
L	H:10.0m x W:2.5m	H:2.5m x W:2.5m x t:0.5m	H:0.8m x W:2.5m x t:0.5m
S	H:6.8m x W:1.7m	H:1.7m x W:1.7m x t:0.4m	H:0.55m x W:1.7m x t:0.4m

\*Please contact Hino Motors, Ltd. if you cannot help changing the dimensions of the signage because of the laws and regulations in each country (region).

## 3.5 Design Standards for Consistent Signage

### Design Specifications for Consistent Signage

#### Pylon Sign / Horizontal

The 3D Chrome Signage Logomark Pylon Sign showcases the quality and superiority of the Hino brand to customers.

Please follow these design specifications to express the Hino brand image properly.

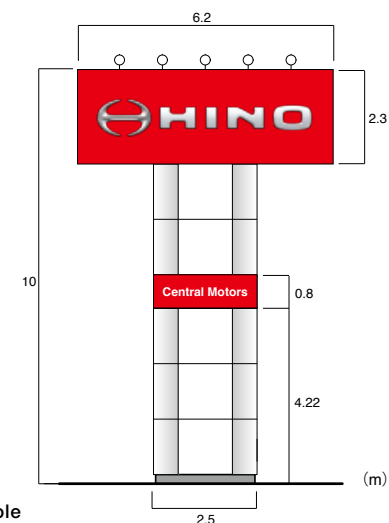


\*For details, please refer to the design drawings in this manual.



Please install the illumination to light the whole Signage Logomark Sign Face equally.

L size



#### Dimensions

Size	Overall Size	Signage Logomark Sign Face Size	Dealer Name Sign Face Size
L	H:10.0m x W:6.2m	H:2.3m x W:6.2m x t:0.5m	H:0.8m x W:2.5m x t:0.5m
S	H:6.8m x W:4.2m	H:1.55m x W:4.2m x t:0.4m	H:0.55m x W:1.7m x t:0.4m

\*Please contact Hino Motors, Ltd. if you cannot help changing the dimensions of the signage because of the laws and regulations in each country (region).

## 3.5 Design Specifications for Consistent Signage

### Design Specifications for Consistent Signage

#### Pole Sign / Vertical

The 3D Chrome Signage Logomark Pole Sign is superior in visibility and cost.

Please follow these design specifications to express the Hino brand image properly.

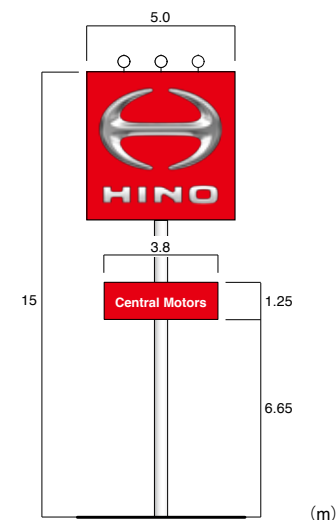


\*For details, please refer to the design drawings in this manual.



Please install the illumination to light the whole Signage Logomark Sign Face equally.

LL size



#### Dimensions

Size	Overall Size	Signage Logomark Sign Face Size	Dealer Name Sign Face Size
LL	H:15.0m x W:5.0m	H:5.0m x W:5.0m x t:0.9m	H:1.25m x W:3.8m
L	H:12.0m x W:4.0m	H:4.0m x W:4.0m x t:0.9m	H:1.0m x W:3.0m
M	H:9.0m x W:3.0m	H:3.0m x W:3.0m x t:0.5m	H:0.75m x W:2.3m
S	H:6.0m x W:2.0m	H:2.0m x W:2.0m x t:0.5m	H:0.5m x W:1.5m

\*Please contact Hino Motors, Ltd. if you cannot help changing the dimensions of the signage because of the laws and regulations in each country (region).

## 3.5 Design Specifications for Consistent Signage

### Design Specifications for Consistent Signage

#### Pole Sign / Horizontal

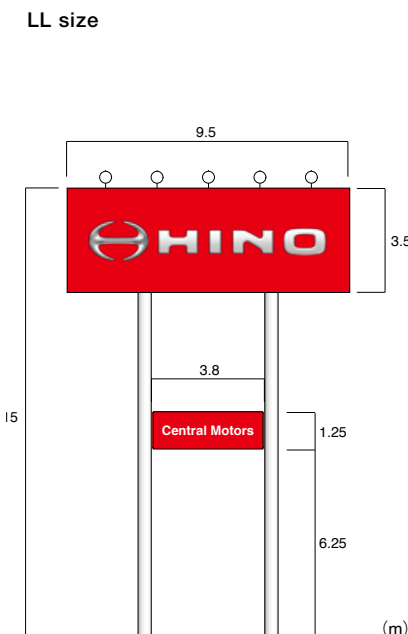
The 2D Chrome Signage Logomark Pole Sign is superior in visibility and cost. Please follow these design specifications to express the Hino brand image properly.



\*For details, please refer to the design drawings in this manual.



Please install the illumination to light the whole Signage Logomark Sign Face equally.



#### Dimensions

Size	Overall Size	Signage Logomark Sign Face Size	Dealer Name Sign Face Size
LL	H:15.0m x W:9.5m	H:3.5m x W:9.5m x t:0.9m	H:1.25m x W:3.8m
L	H:12.0m x W:7.6m	H:2.8m x W:7.6m x t:0.9m	H:1.0m x W:3.0m
M	H:9.0m x W:5.7m	H:2.1m x W:5.7m x t:0.5m	H:0.75m x W:2.3m
S	H:6.0m x W:3.8m	H:1.4m x W:3.8m x t:0.5m	H:0.5m x W:1.5m

\*Please contact Hino Motors, Ltd. if you cannot help changing the dimensions of the signage because of the laws and regulations in each country (region).



## 3.5 Design Specifications for Consistent Signage

### Design Specifications for Consistent Signage

#### Panel Sign / Horizontal

The Panel Sign showcases the front face of the building to customers effectively.

Please follow these design specifications to express the Hino brand image properly.

#### 3D Chrome

Signage Logomark  
3D Chrome

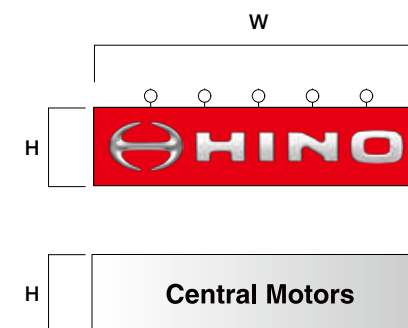
Signage Logomark Sign Face  
Aluminum Panel / HINO Red

Illumination  
External-illumination



Dealer Name  
Black Sheet

Dealer Name Sign Face  
Aluminum Panel / Silver Metallic



#### 2D Chrome

Signage Logomark  
2D Chrome

Signage Logomark Sign Face  
Aluminum Panel / HINO Red

Illumination  
External-illumination



Dealer Name  
Black Sheet

Dealer Name Sign Face  
Aluminum Panel / Silver Metallic

#### Dimentionns

Size	Sign Face Size
L	H:1.5m x W:6.3m x 0.15m
S	H:1.0m x W:4.2m x 0.15m



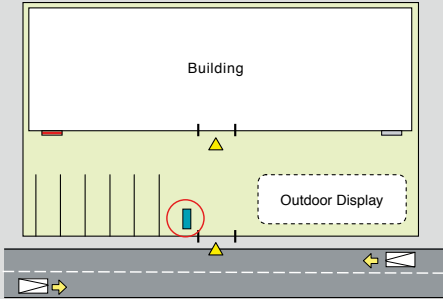

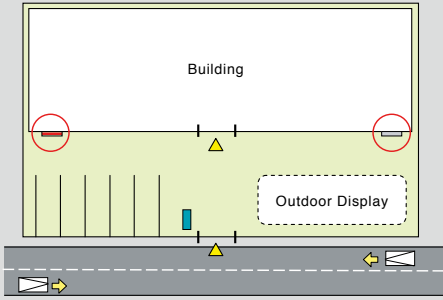
\*Please contact Hino Motors, Ltd. if you cannot help changing the dimensions of the signage because of the laws and regulations in each country (region).

## 3.6 Overview of Installation

### Overview of Installation

This section introduces the basic concept of installation to ensure that each sign functions effectively.

Please install the signage at the most suitable location on each site.

Item	Quantity	Location
<b>Primary Sign</b> 3D Chrome  2D Chrome 	One or more per dealer outlet	<ul style="list-style-type: none"> <li>Place at the most visible location from a distance along the road facing the site.</li> </ul> 
<b>Building Sign</b> 3D Chrome 	One or more per dealer outlet  (The Combination of Signage Logomark Panel and Dealer Name Panel is one set)	<ul style="list-style-type: none"> <li>Place at the most visible location from a distance along the road facing the site.</li> <li>Place on the side facing the road in order of priority.</li> <li>Install only one set of Signage Logomark Panel and Dealer Name Panel on the same side of the building.</li> <li>* In case it is necessary to install more than 2 sets on the same side of the building, please contact us.</li> </ul> 

### Combination

The same type (3D Chrome or 2D Chrome) of Primary Sign and Building Sign set should be used to express the HINO brand image properly.

### Building Sign

3D Chrome



### Primary Sign

3D Chrome



2D Chrome



Correct

Incorrect

# 3.7 Guidelines for Building Sign Installation

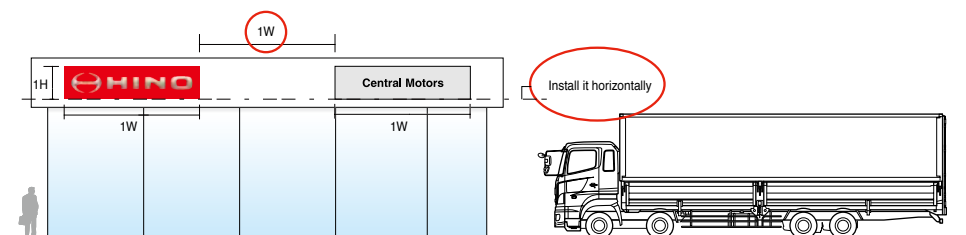
## Guidelines for Building Sign Installation

The installation standards for the Building Sign are shown here.

Please follow the guidelines for installation.

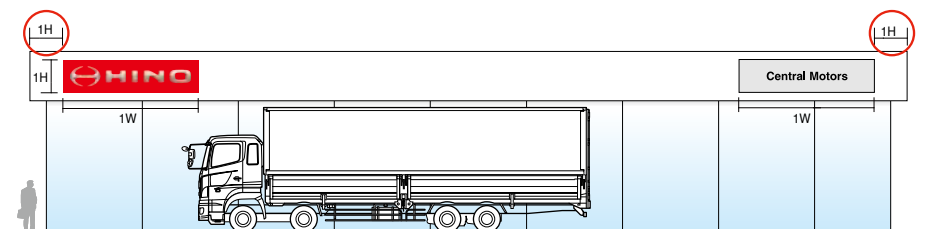
### 1) Proportion of Building Sign

Provide space for more than 1W(=the horizontal width of the panel) between Signage Logomark Panel and Dealer Name Panel. Install Signage Logomark Panel and Dealer Name Panel on a horizontal position. Install Signage Logomark Panel on the left side and Dealer Name Panel on the right side facing to the showroom building



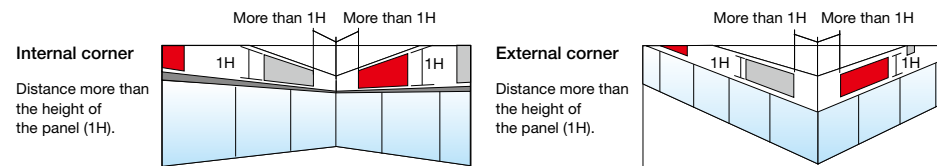
### 2) Balance with Background Wall

Provide space for more than 1H(=the height of the panel) between the corner of the building and the panel.



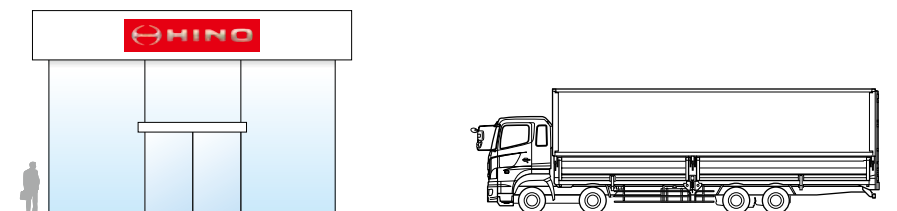
### 3) Place on More Than 2 Sides of The Building

In the case of placing panels on internal or external corners, provide space for more than 1H(=the height of the panel) from the corner.



### 4) Place on Smaller Dealer Outlet

Recommend to install only Signage Logomark Panel for smaller dealer outlet which cannot keep "Distance between Signage Logomark Panel and Dealer Name Panel" and "Distance between the corner of the building and the panel."



# 3.10 Overview of Installation and Design for Shared Dealer Outlet

## Overview of Installation and Design for Shared Dealer Outlet

Shared dealer outlets must install the signage so as to showcase the Hino brand clearly and achieve differentiation from the other brands.

For the installation and design, please consider the cooperation with other brands and respect the design and the overall image of the dealer outlet.

Please inquire with the contact information provided below.

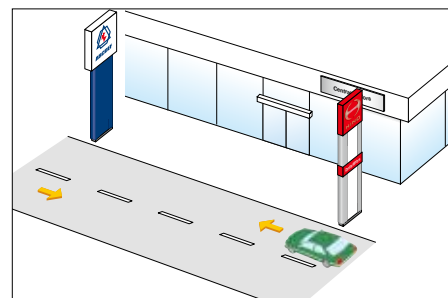
Global Planning Department  
Hino Motors, Ltd.

Tel: +81-42-586-4196

Email: marketing@hino.co.jp

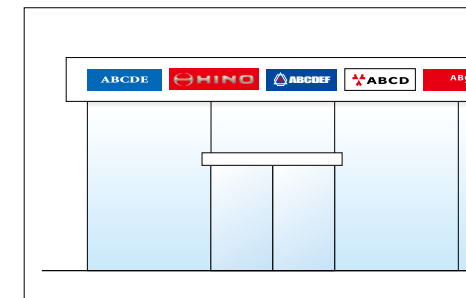
### 1) In case HINO's Unified Signage is possible to be installed

#### Primary Sign



Place at the location with good visibility from the front road. Placing near side from the cruising lane is desirable.

#### Building Sign



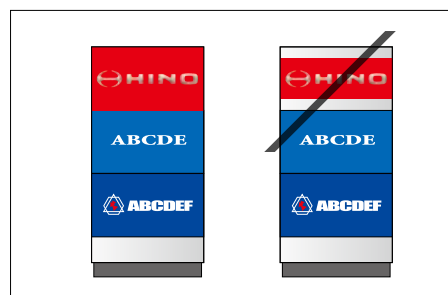
Placing around the entrance preventing from the obstacles is desirable.

### 2) In the case of integrated type with other brand signage

Sign Face space around Signage Logomark must not be smaller than Design Standards for UNIFIED SIGNAGE MANUAL 4-5 to 4-7. If there are some blanks around Signage Logomark when following Design Standards, it is advisable that the blanks are to be red.

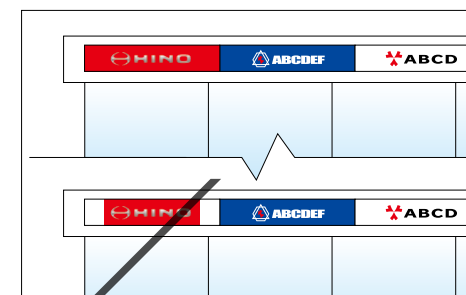
Place the signage considering the balance with other brands and the overall design of the signage.

#### Primary Sign



Place HINO Signage Logomark on the upper area in the case more than 2 brand's mark and logo are placed vertically.

#### Building Sign



# 3.11 Planning for Installation of Consistent Signage

## Planning for Installation of Consistent Signage

### Checklist for Planning:

This section shows the points to confirm in advance before installing signage.

In checking the points, emphasis should be put on "appealing to the viewers precisely and effectively" and "maintaining the signage effectively."

All answers to "important points" must be "Yes." If any answer is not "Yes," or if you have any concern or question, please consult with Hino Motors, Ltd.

### Checklist

	Contents of Plan	Purpose of Plan	Concrete Contents		Check Items	Important Points			
1	Conditions of environment for installation	Signage should be installed for its maximum appeal.	How is the development of the area around the place where signage is to be installed?		Industrial or commercial area, green tract of land or other	Are measures being considered to prevent the installation of signage from putting an obstacle to the surrounding area?			
			Are there other competing signage?		Yes (signage by automobile dealers or other) or no	Do you plan to avoid the other signage obstructing your signage?			
			Situation of signage installation by other automobile dealers		The number of signage installed is large or small. The signage installed is large or small.	Is the visibility of the installed signage predicted through surveys, photographs and other tools?			
			Are there any development plans for surrounding areas?		Yes (neighboring buildings, elevated roads or pedestrian bridge or other) or no	Is it technically and economically possible to install a signage?			
			Is the foundation strong enough?		Strong enough or not strong enough	Is it technically and economically possible to install a signage?			
2	Regulations	Most effective signage should be made within existing regulations.	Statutory regulations	Are there outdoor advertising regulations?	Yes (location for installation, height, area of the display, colors, language displayed and design) or no	Have you examined the details of the regulations to prevent any problems with the signage being planned? Have necessary steps been taken, or preparations been made, to confirm that there is no such problem? Is application for approval complete?			
				Are there any other regulations?	Yes or no				
			Voluntary regulations	Are there any agreements with the residents?	Yes or no	Have you conducted investigation about the various conditions that may disturb the living environment of local residents?			
				Is there any concern that the signage may become a source of pollution?	Yes (electromagnetic interference, sunshine or lighting) or no				
3	Items	In the same country or region, to unify the HINO brand, Signage Logomark to be used for Primary Sign and Building Sign should be unified and either 3D Chrome or 2D Chrome should be used.	Primary Sign		3D Chrome / Pylon Sign Vertical combination or horizontal combination	Is Signage Logomark unified and either 3D Chrome or 2D Chrome is used in the same country or the same region?			
					2D Chrome / Pole Sign Vertical combination or horizontal combination				
			Building Sign		3D Chrome				
					Combination		Correct or incorrect	Is the correct combination of Primary Sign and Building Sign used?	
			4	Size, location to install and fix, and quantity	Choose the size, location to install in site, the location to fix to building and quantity, so that it produces the maximum appealing effect.	Size	Primary Sign	Pylon Sign	L・S
Pole Sign	LL・L・M・S								
Building Sign		L・S							
Location to install in site (Primary Sign)	Visibility of the location to install the signage					Visibility is good (distance: m) or not good		Is clear visibility assured? [The structures (including structures planned to be installed) don't obstruct the visibility of the signage.]	
								Is the signage installed at the location where it offers good visibility from the main neighboring road?	
	Appropriateness to the condition of the neighboring road	To the main neighboring road				Appropriate or Inappropriate		In case the dealer outlet faces two or more roads, is the appeal to the other neighboring road properly made?	
		To other neighboring road				Appropriate or Inappropriate			
Expression of guidance at site entrance		Appropriate or Inappropriate				Is the signage installed near the site entrance and does it suggest where the site entrance is? Is the site entrance clearly visible? (The signage doesn't obstruct the site entrance.)			

# 3.11 Planning for Installation of Consistent Signage

## Planning for Installation of Consistent Signage

### Checklist for Planning:

This section shows the points to confirm in advance before installing signage.

In checking the points, emphasis should be put on "appealing to the viewers precisely and effectively" and "maintaining the signage effectively."

All answers to "important points" must be "Yes." If any answer is not "Yes," or if you have any concern or question, please consult with Hino Motors, Ltd.

4	Size, location to install and fix, and quantity	Choose the size, location to install in site, the location to fix to building and quantity, so that it produces the maximum appealing effect.	Location to fix to building (Building Sign)	Visibility of the location to fix the signage		Visibility is good (distance: m) or not good	Is it visible from the main neighboring road and the site entrance?
				Expression of guidance to the building front		Appropriate or Inappropriate	Is it installed at the front of the building and at the side where there is the entrance to the building?
				Installation to building in complicated shape		Comply with or fail to comply with	In the case of installing signage for the building in a complicated shape, does it comply with the guideline?
			Quantity of installation	Primary Sign		set (s)	In the case that the site and building are extremely large or small, are the appropriate number of signages considered?
				Building Sign		set (s)	
5	Design	Accurate expression as this manual will build the HINO brand and improve its reliability and make a favorable impression.	Signage Logomark Sign Face	Signage Logomark	Ratio	Appropriate or Inappropriate	Does Signage Logomark represent the same ratio and the color as this manual?
					Color	3D / Chrome 2D / Chrome	
				Sign Face	Ratio	Appropriate or Inappropriate	Does Sign Face represent the same ratio and the color as this manual?
					Color	HINO Red	
			Contents of display		Appropriate or Inappropriate	Do you plan to exclude any sings other than the Signage Logomark displays in the signage?	
			Dealer Name Sign Face	Dealer Name	Height of letters	Appropriate or Inappropriate	Does Dealer Name represent the same height of letters and the color as this manual?
					Color	Primary Sign / White Building Sign / Black	
				Sign Face	Ratio	Appropriate or Inappropriate	Does Sign Face represent the same ratio and the color as this manual?
					Color	Primary Sign / HINO Red Building Sign / Silver Metallic	
			Contents of display		Font	Appropriate or Inappropriate	Is the font used as designated?
Overall design of signage		Appropriate or Inappropriate	Do the ratio of the overall and each element follow this manual?				
6	Lighting	Lighting should increase the visibility of the signage at night. The way the signage is visible in the daytime and at night should be unified.	Lighting facilities		___ ___-watt lamps	Can the lighting facilities correctly appeal for the color and design of the signage at night?	
			Electric capacity		the electric capacity for use (      kw) or in short supply	Has the power source construction work to secure electric capacity for signage lighting been considered?	
7	Schedule	A schedule should be drawn up for effective manufacturing and installation.			Production schedule to be completed on (day/month/year)	Do you plan the design and installation schedule according to the reasonable planning?	

# 3.12 Maintenance Schedule

## Maintenance Schedule

### Maintenance:

Referring to the schedule at right, regular maintenance schedule should be prepared in consultation with a contractor.

### Explanation:

Discoloration and rusting of the surface material and other components, as well as the deterioration materials, are difficult to identify unless they are reviewed every year. Early and careful repair helps to ensure the continued effectiveness of signage, and therefore dealers are advised to prepare a maintenance schedule and include necessary costs in their annual budgets.

## Details of Maintenance Schedule

Components		Details of work	First year	Second year	Third year	Fourth year	Fifth year
Surface material *1		- Wipe with water *2 (half-yearly)	●	●	●	●	●
		- Anticorrosive painting - Surface protection painting (every other year)		●		●	
Pole (Pole Sign only)		- Wipe with water *2 - Repair painting (half-yearly)	●	●	●	●	●
		- Repainting of entire surface (every four years)				●	
Inner frame		- Wipe with water - Repair painting (every other year)		●		●	
Illumination	electric bulbs	- Replacement of burnt electric bulbs (timely)	▲	▲	▲	▲	▲
	lights and wiring	- Breakdown confirmation and replacement of lights and wiring (every four years)				●	

At coastal areas and high rainfall areas, painting and every parts deteriorate very quickly, therefore, the maintenance cycle should be shortened.

- — Regular maintenance; confirmation, repair, replacement.
- ▲ — Defects, if any, should be repaired or replaced timely.

\*1 Surface material includes the followings:

Signage Logomark, Dealer Name, every Sign Face and Panel

\*2 When rust is found, repair and paint with anticorrosive paint.

## 3.13 Design Drawings

Large Size Pylon Sign / H = 10000mm

3D Chrome Signage Logomark: Vertical

Small Size Pylon Sign / H = 6800mm

3D Chrome Signage Logomark: Vertical

Large Size Pylon Sign / H = 10000mm

3D Chrome Signage Logomark: Horizontal

Small Size Pylon Sign / H = 6800mm

3D Chrome Signage Logomark: Horizontal

LL Size Pole Sign / H = 15000mm

2D Chrome Signage Logomark: Vertical

Large Size Pole Sign / H = 12000mm

2D Chrome Signage Logomark: Vertical

Medium Size Pole Sign / H = 9000mm

2D Chrome Signage Logomark: Vertical

Small Size Pole Sign / H = 6000mm

2D Chrome Signage Logomark: Vertical

LL Size Pole Sign / H = 15000mm

2D Chrome Signage Logomark: Horizontal

Large Size Pole Sign / H = 12000mm

2D Chrome Signage Logomark: Horizontal

Medium Size Pole Sign / H = 9000mm

2D Chrome Signage Logomark: Horizontal

Small Size Pole Sign / H = 6000mm

2D Chrome Signage Logomark: Horizontal

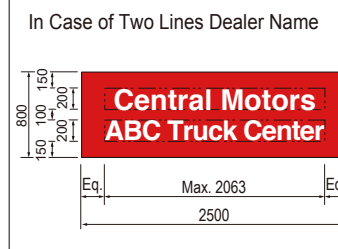
Large Size Panel Sign / H = 1500mm

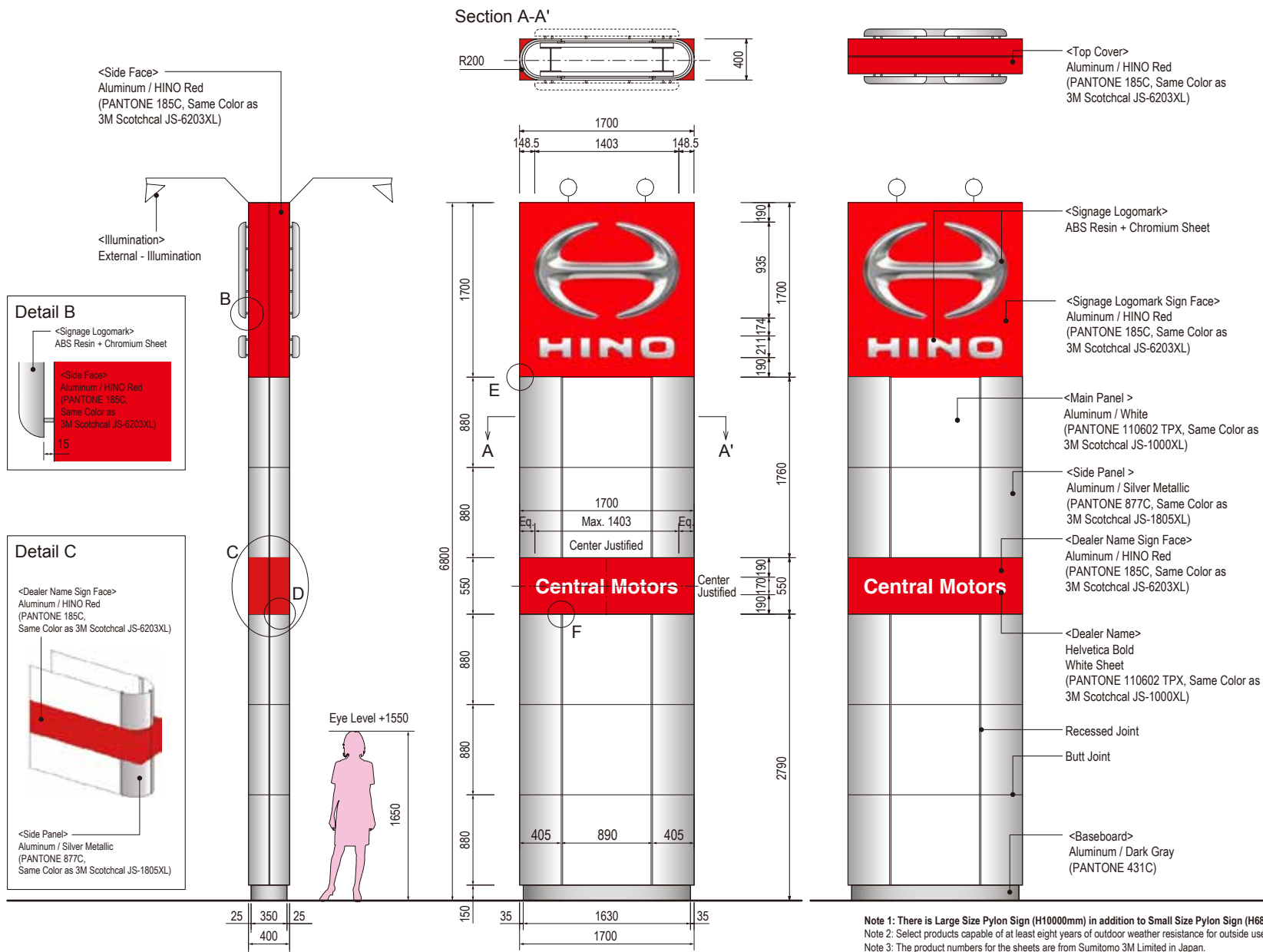
3D Chrome Signage Logomark: Horizontal

Small Size Panel Sign / H = 1000mm

3D Chrome Signage Logomark: Horizontal







Note 1: There is Large Size Pylon Sign (H10000mm) in addition to Small Size Pylon Sign (H6800mm). (Refer to: UNIFIED SIGNAGE MANUAL 4-8)

Note 2: Select products capable of at least eight years of outdoor weather resistance for outside use.

Note 3: The product numbers for the sheets are from Sumitomo 3M Limited in Japan.

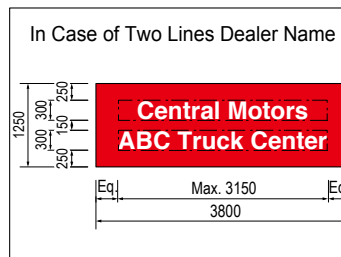
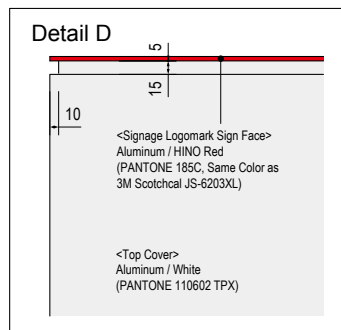
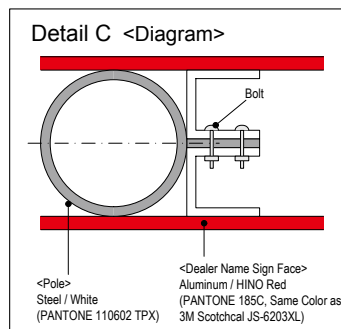
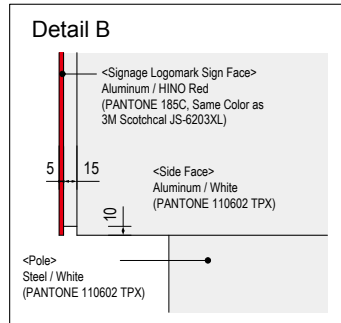
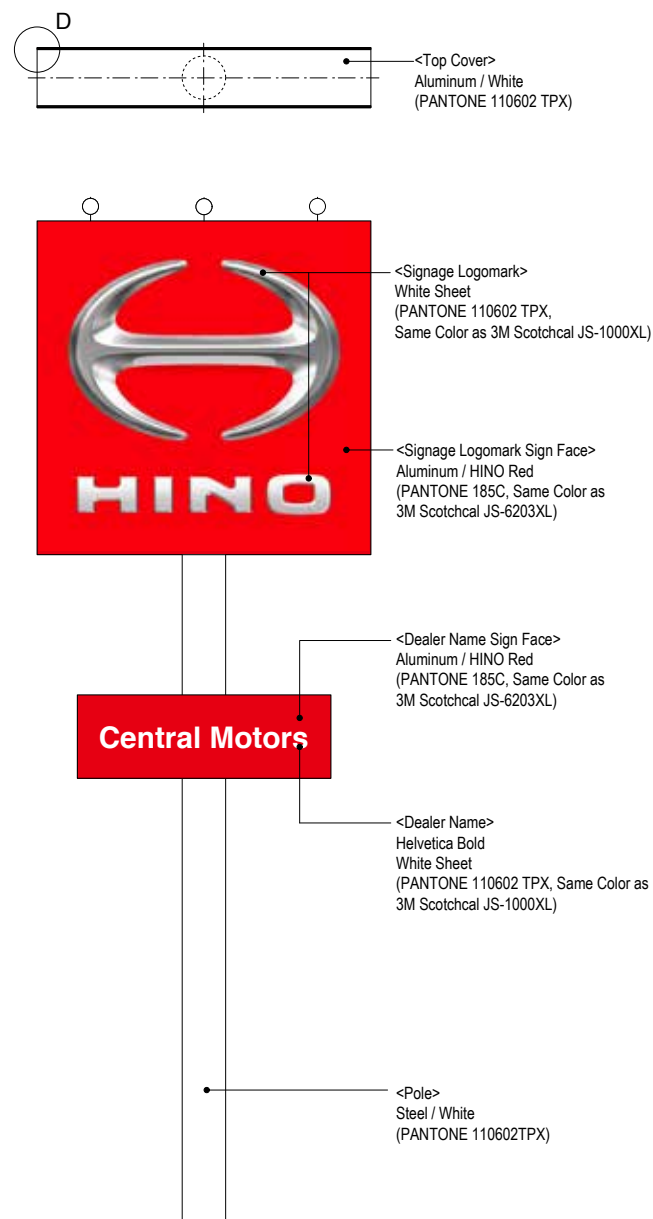
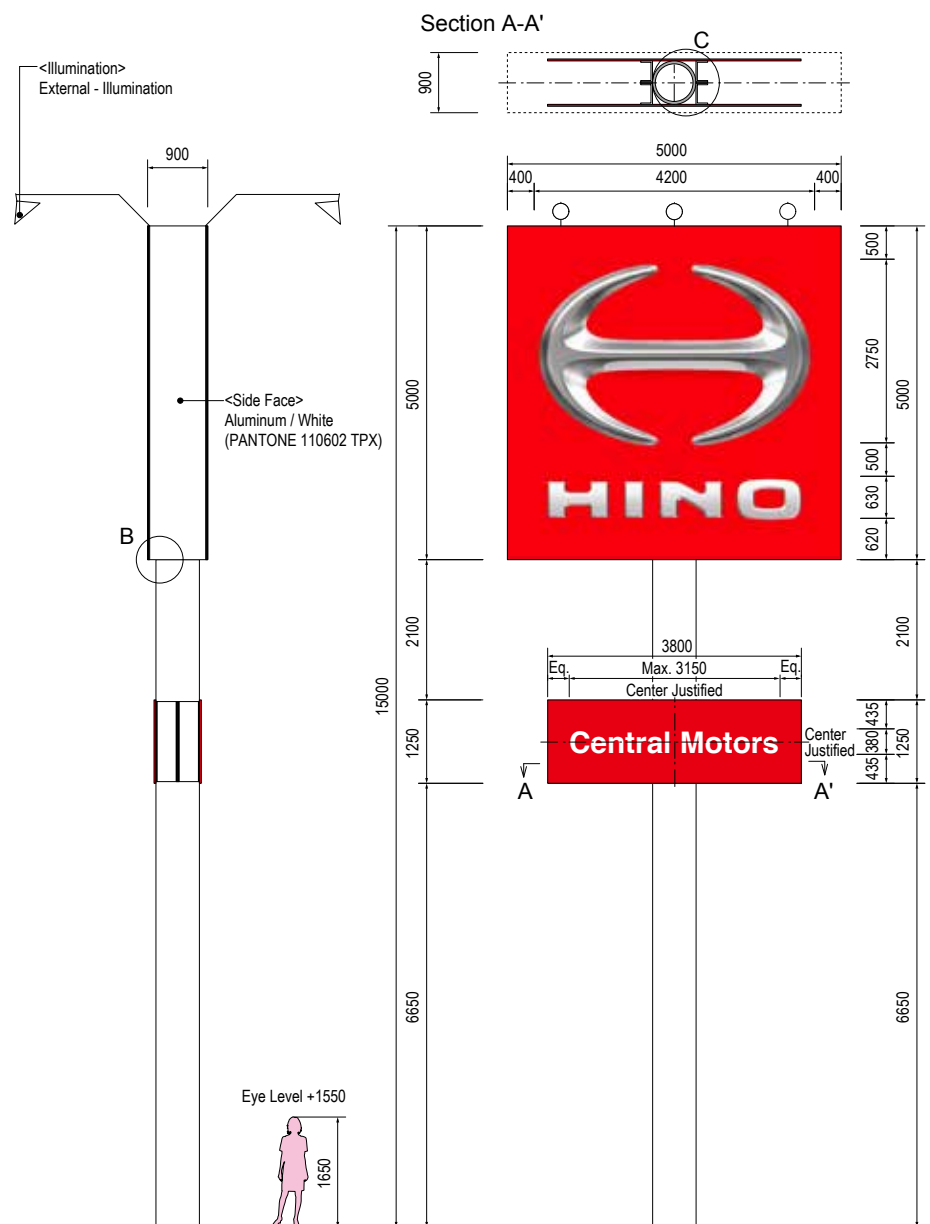
Note 4: In the case where the "Signage Logomark Sign Face" is divided, make sure as far as possible that the joint does not overlap the "Signage Logomark".

Note 5: Decide on the position of lighting fittings and the number of lights based on the lights that are available in each country.

Note 6: Draw up plan for the structures including the foundation, pillars and secondary components, observing law of each country and after making a structural calculation.







**Note 1: There are Large Size (H12000mm), Medium Size (H9000mm) and Small Size (H6000mm) in addition to LL Size Pole Sign (H15000mm). (Refer to: UNIFIED SIGNAGE MANUAL 4-10)**

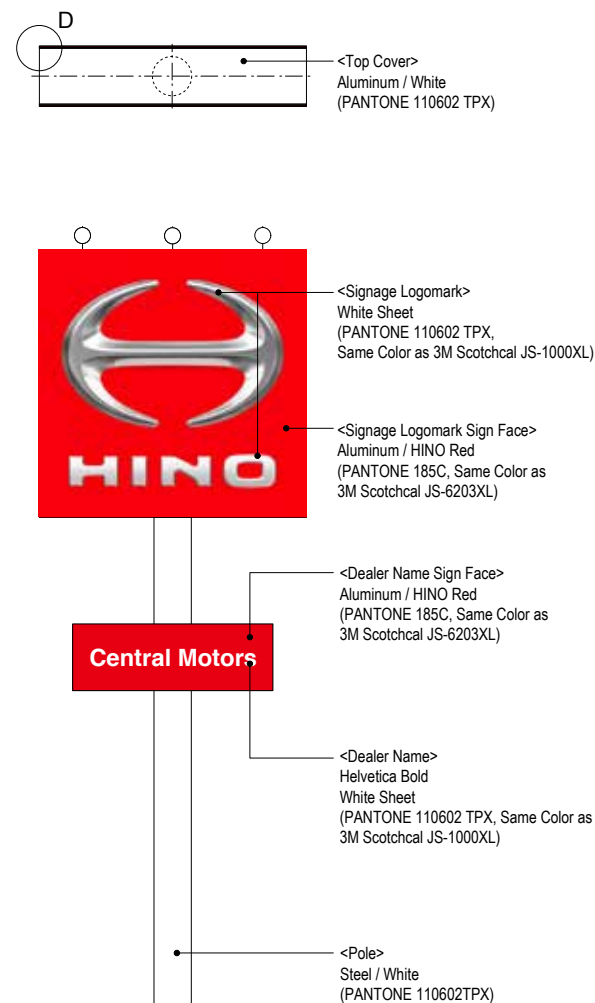
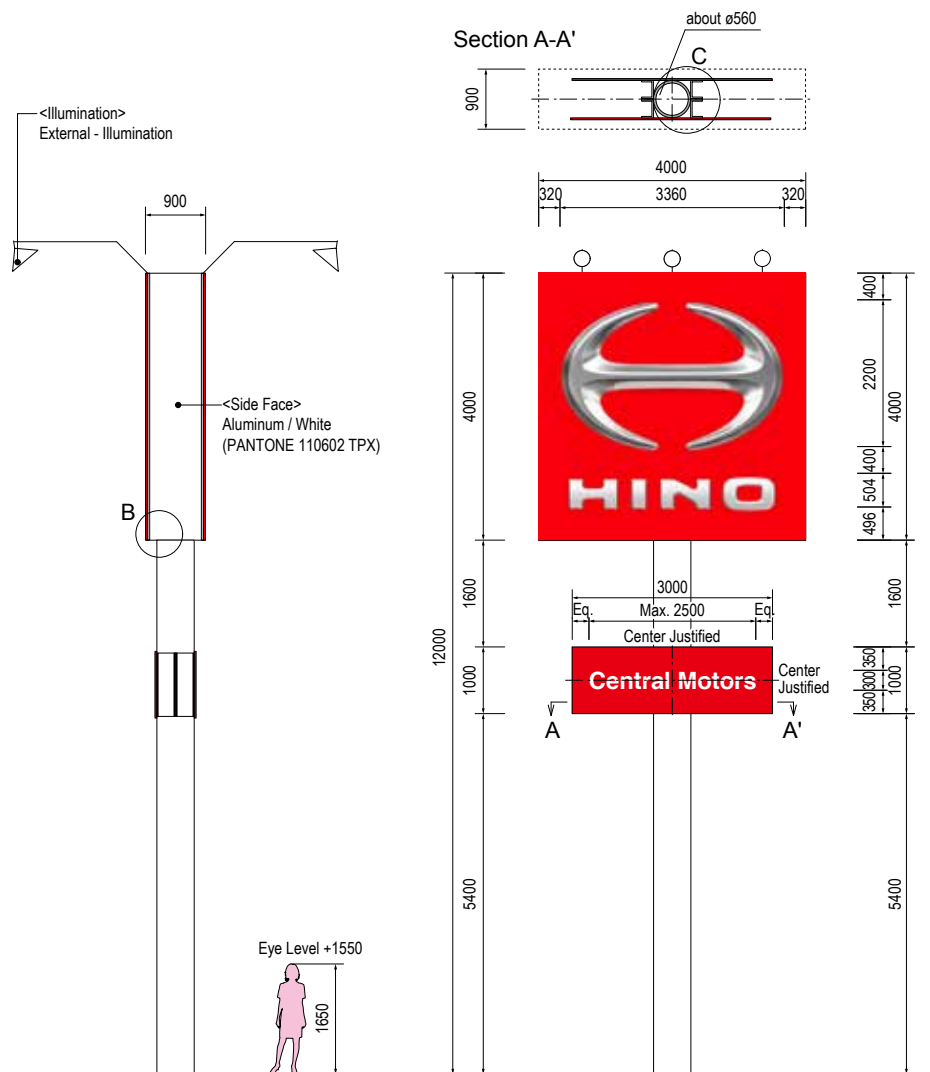
Note 2: Select products capable of at least eight years of outdoor weather resistance for outside use.

Note 3: The product numbers for the sheets are from Sumitomo 3M Limited in Japan.

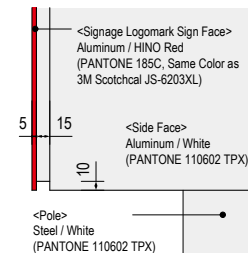
Note 4: In the case where the "Signage Logomark Sign Face" is divided, make sure as far as possible that the joint does not overlap the "Signage Logomark".

Note 5: Decide on the position of lighting fittings and the number of lights based on the lights that are available in each country.

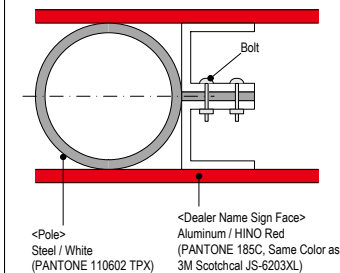
Note 6: Draw up plan for the structures including the foundation, pillars and secondary components, observing law of each country and after making a structural calculation.



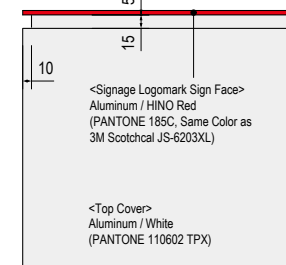
Detail B



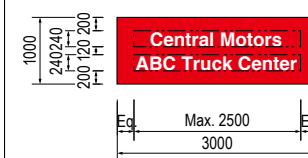
Detail C <Diagram>



Detail D



In Case of Two Lines Dealer Name



Note 1: There are LL Size (H15000mm), Medium Size (H9000mm) and Small Size (H6000mm) in addition to Large Size Pole Sign (H12000mm). (Refer to: UNIFIED SIGNAGE MANUAL 4-10)

Note 2: Select products capable of at least eight years of outdoor weather resistance for outside use.

Note 3: The product numbers for the sheets are from Sumitomo 3M Limited in Japan.

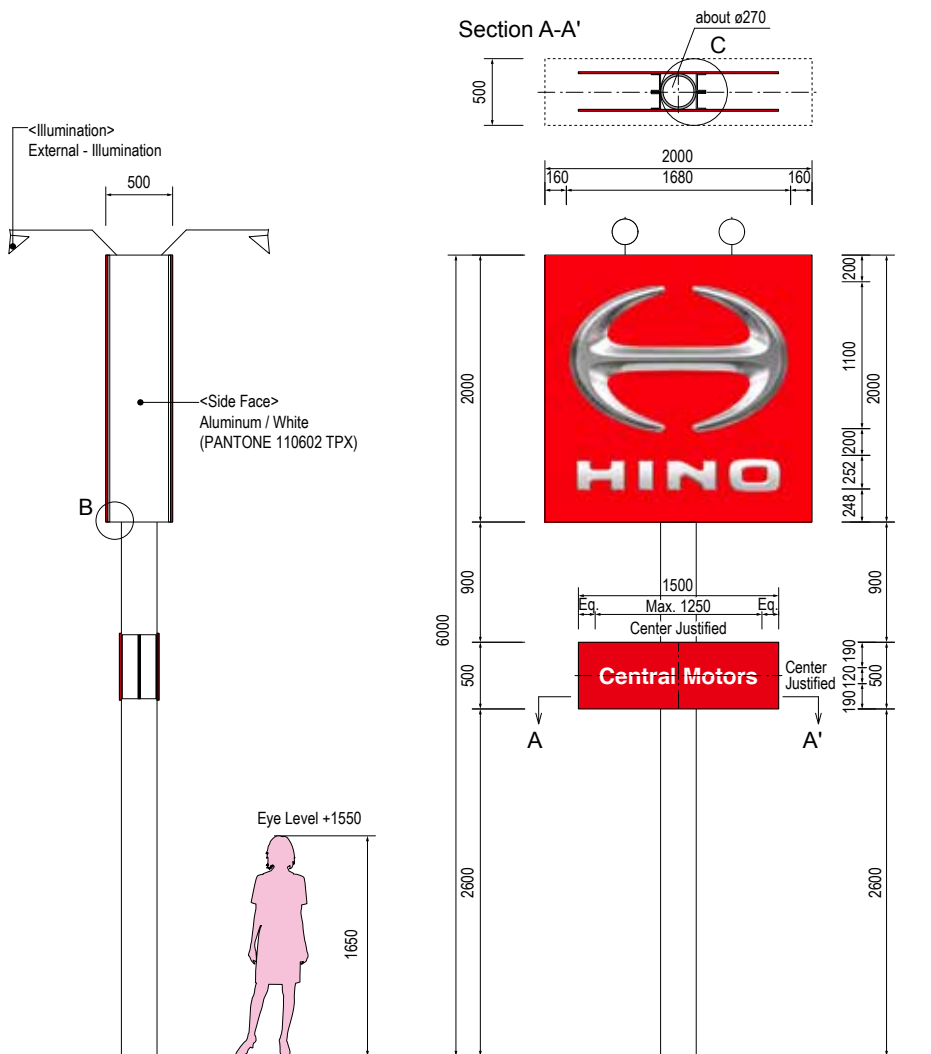
Note 4: In the case where the "Signage Logomark Sign Face" is divided, make sure as far as possible that the joint does not overlap the "Signage Logomark".

Note 5: Decide on the position of lighting fittings and the number of lights based on the lights that are available in each country.

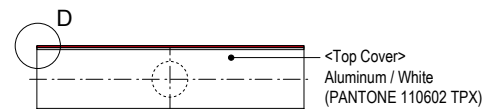
Note 6: Draw up plan for the structures including the foundation, pillars and secondary components, observing law of each country and after making a structural calculation.



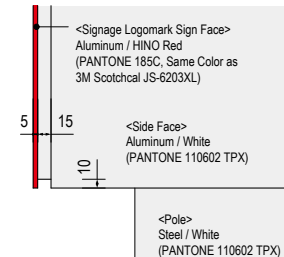




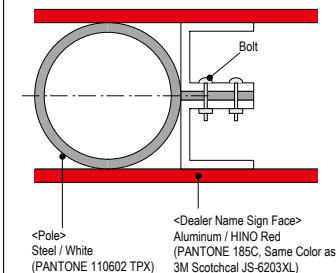
Section A-A'



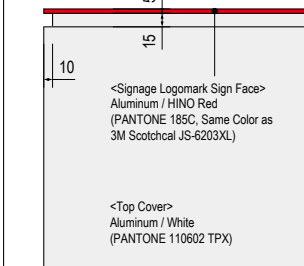
Detail B



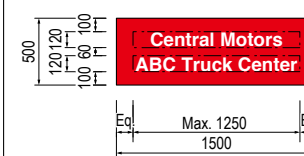
Detail C <Diagram>



Detail D



In Case of Two Lines Dealer Name



**Note 1:** There are LL Size (H15000mm), Large Size (H12000mm) and Medium Size (H9000mm) in addition to Small Size Pole Sign (H6000mm). (Refer to: UNIFIED SIGNAGE MANUAL 4-10)

**Note 2:** Select products capable of at least eight years of outdoor weather resistance for outside use.

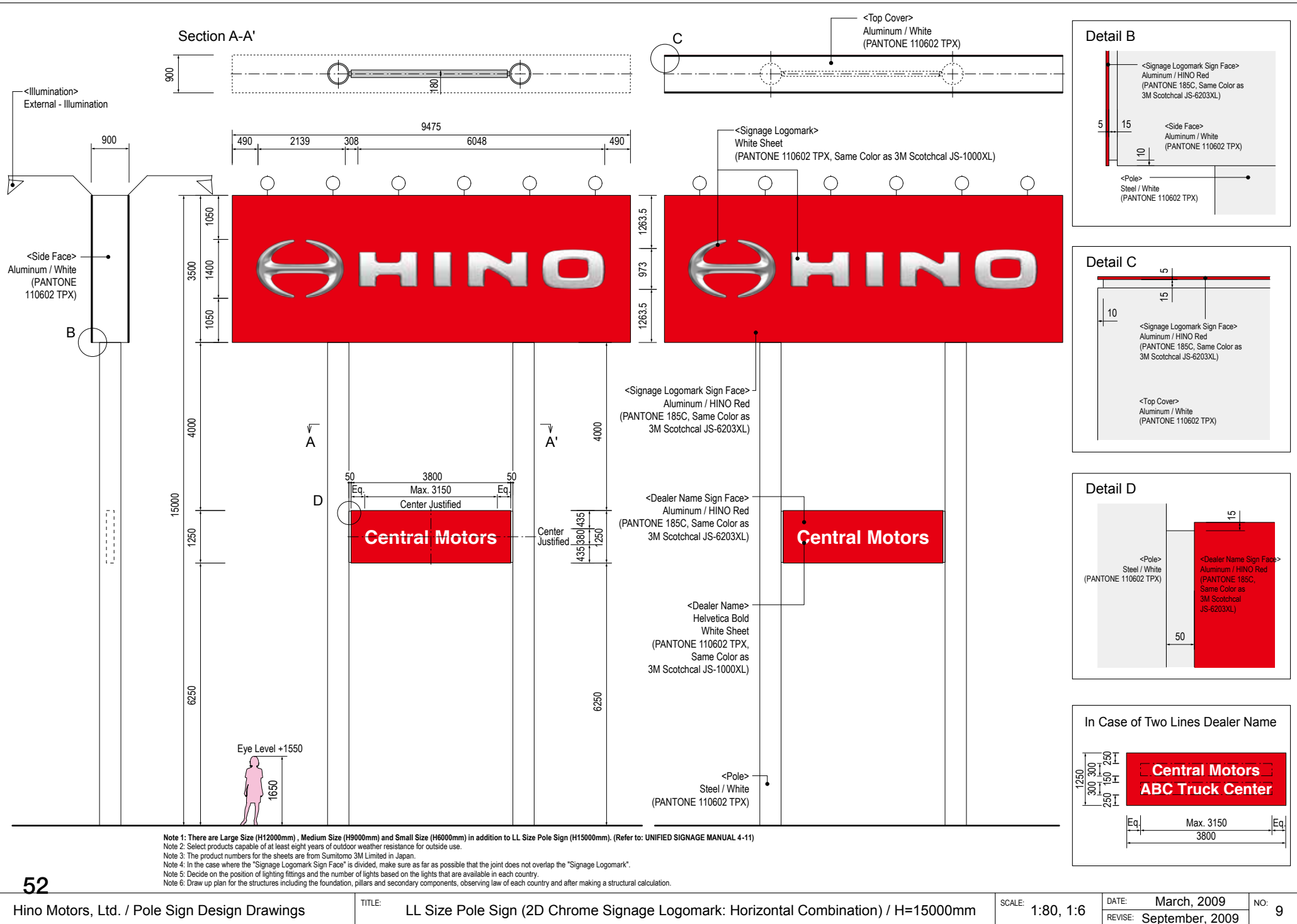
**Note 3:** The product numbers for the sheets are from Sumitomo 3M Limited in Japan.

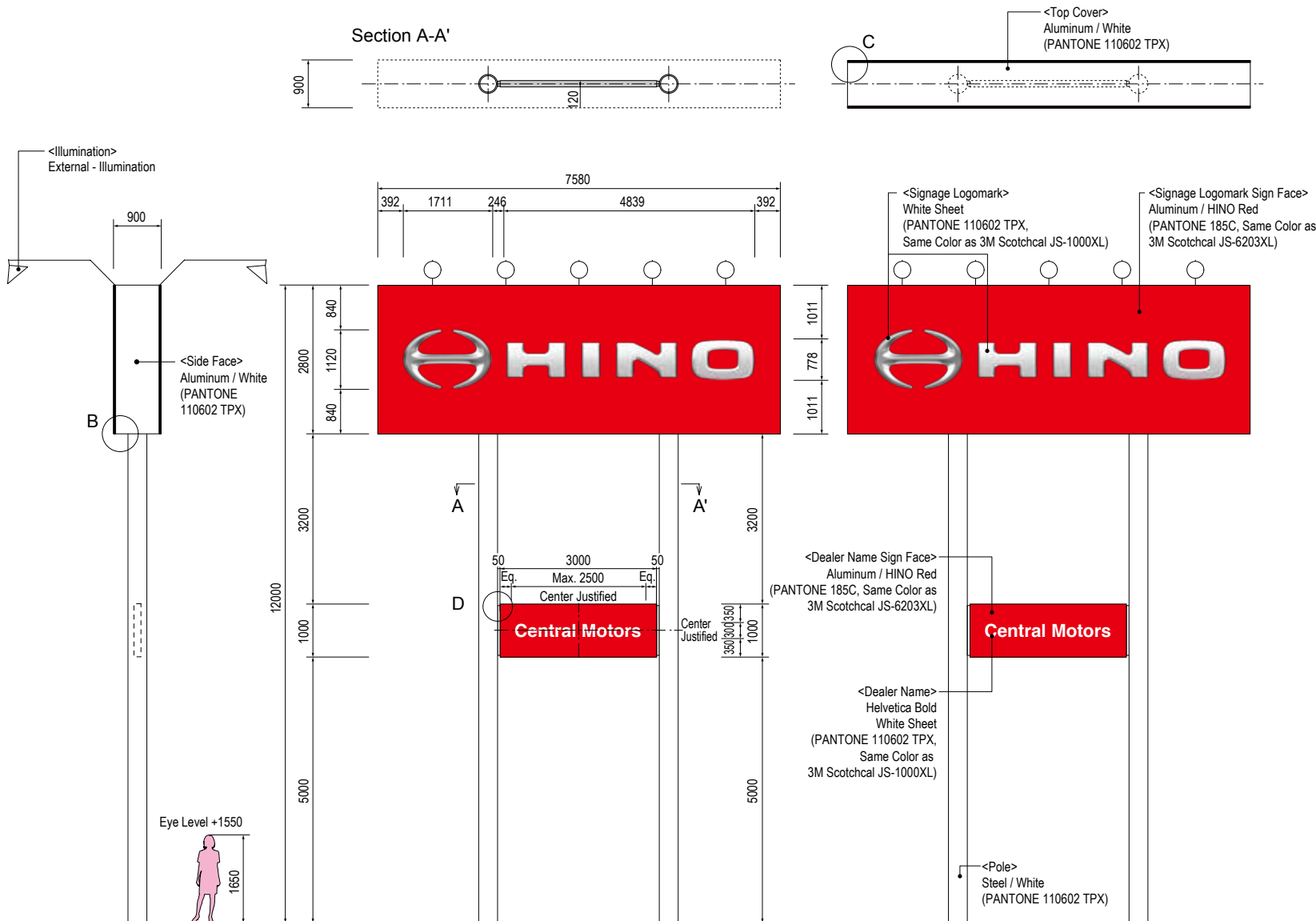
**Note 4:** In the case where the "Signage Logomark Sign Face" is divided, make sure as far as possible that the joint does not overlap the "Signage Logomark".

**Note 5:** Decide on the position of lighting fittings and the number of lights based on the lights that are available in each country.

**Note 6:** Draw up plan for the structures including the foundation, pillars and secondary components, observing law of each country and after making a structural calculation.







**Note 1:** There are LL Size (H15000mm), Medium Size (H9000mm) and Small Size (H6000mm) in addition to Large Size Pole Sign (H12000mm). (Refer to: UNIFIED SIGNAGE MANUAL 4-11)

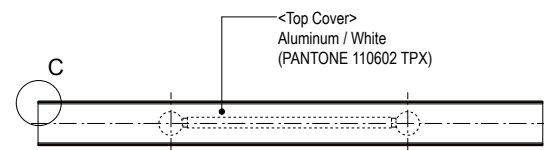
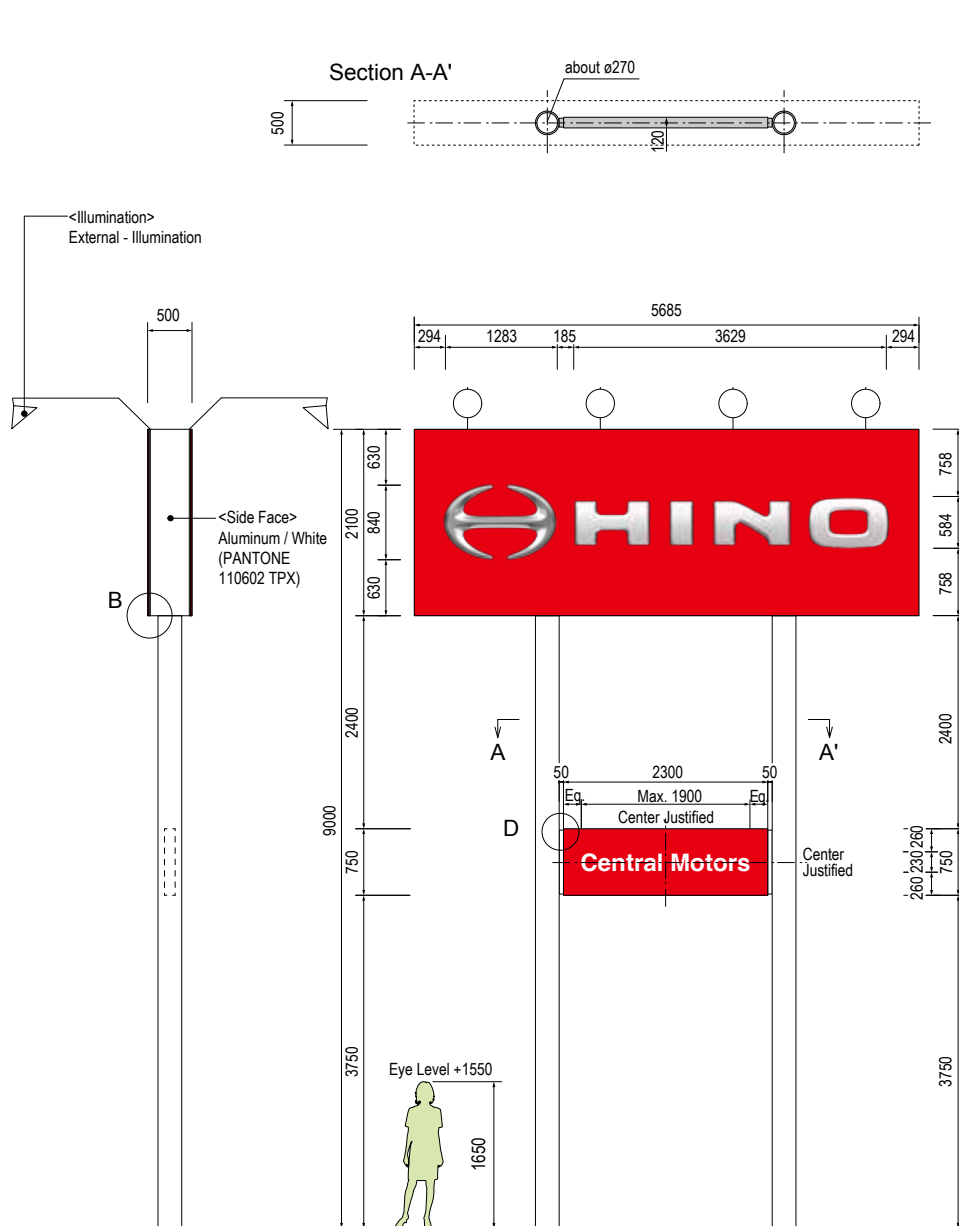
**Note 2:** Select products capable of at least eight years of outdoor weather resistance for outside use.

**Note 3:** The product numbers for the sheets are from Sumitomo 3M Limited in Japan.

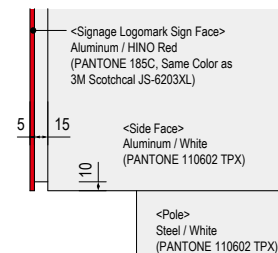
**Note 4:** In the case where the "Signage Logomark Sign Face" is divided, make sure as far as possible that the joint does not overlap the "Signage Logomark".

**Note 5:** Decide on the position of lighting fittings and the number of lights based on the lights that are available in each country.

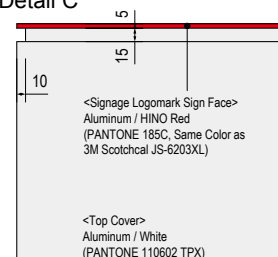
**Note 6:** Draw up plan for the structures including the foundation, pillars and secondary components, observing law of each country and after making a structural calculation.



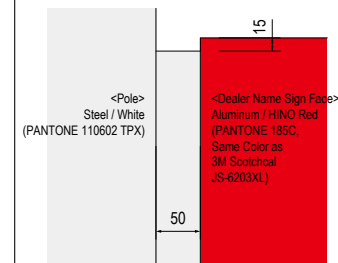
**Detail B**



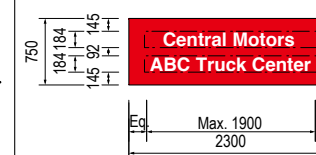
**Detail C**



**Detail D**



**In Case of Two Lines Dealer Name**



**Note 1:** There are LL Size (H15000mm), Large Size (H12000mm) and Small Size (H6000mm) in addition to Medium Size Pole Sign (H9000mm). (Refer to: UNIFIED SIGNAGE MANUAL 4-11)

**Note 2:** Select products capable of at least eight years of outdoor weather resistance for outside use.

**Note 3:** The product numbers for the sheets are from Sumitomo 3M Limited in Japan.

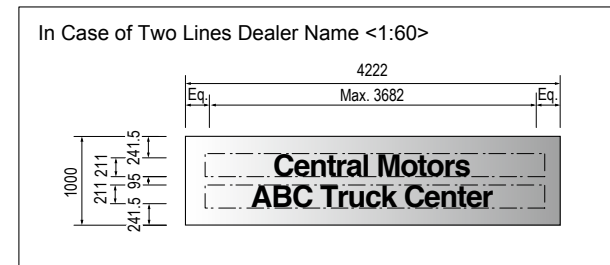
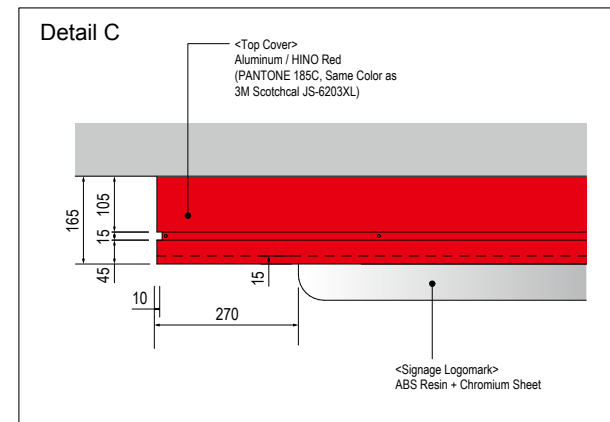
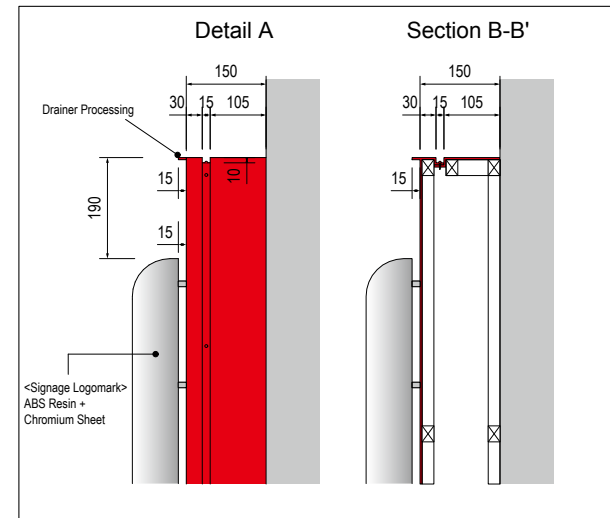
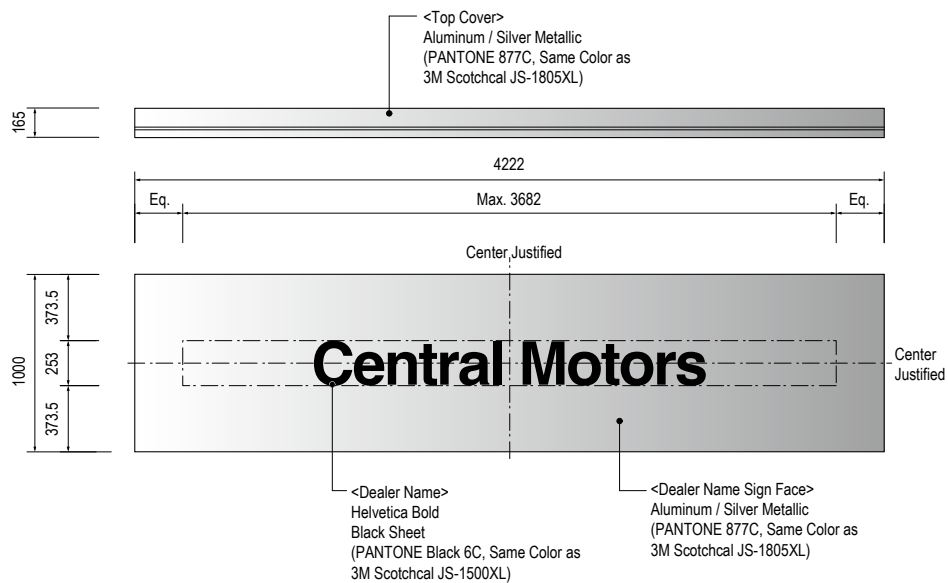
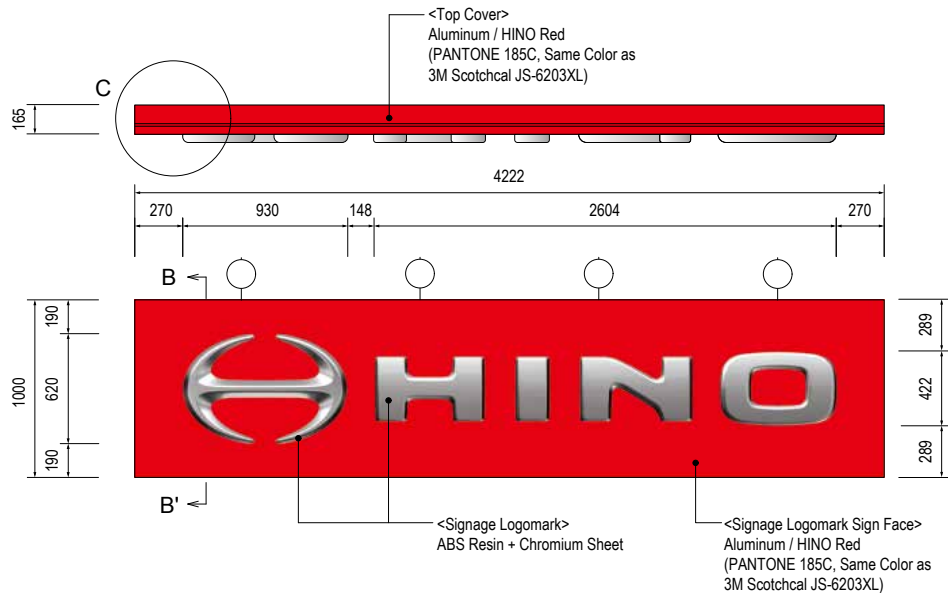
**Note 4:** In the case where the "Signage Logomark Sign Face" is divided, make sure as far as possible that the joint does not overlap the "Signage Logomark".

**Note 5:** Decide on the position of lighting fittings and the number of lights based on the lights that are available in each country.

**Note 6:** Draw up plan for the structures including the foundation, pillars and secondary components, observing law of each country and after making a structural calculation.







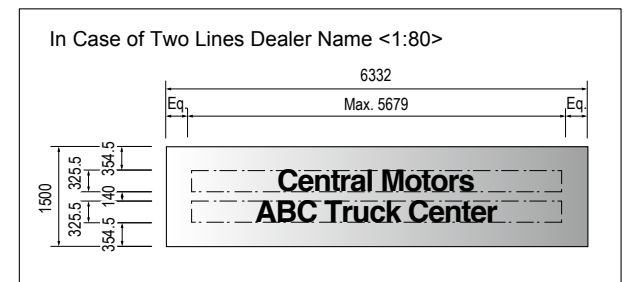
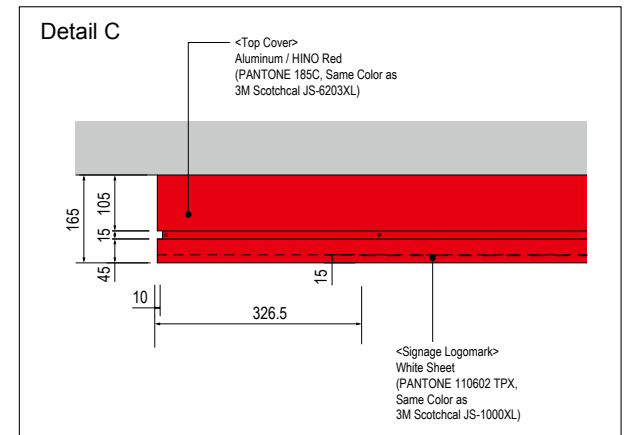
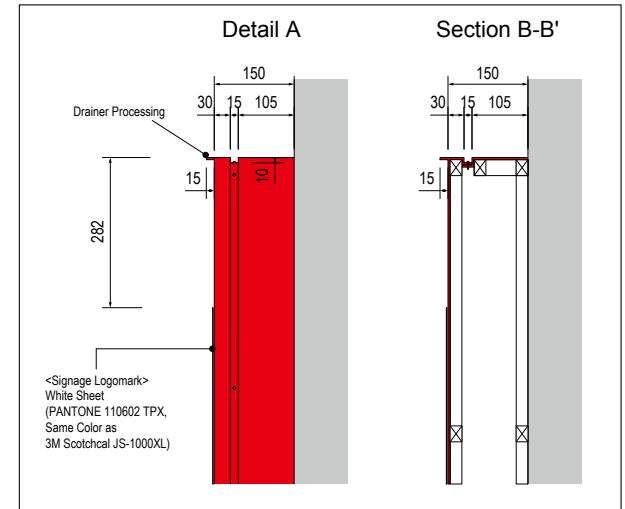
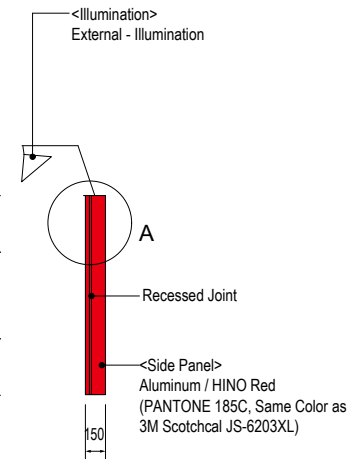
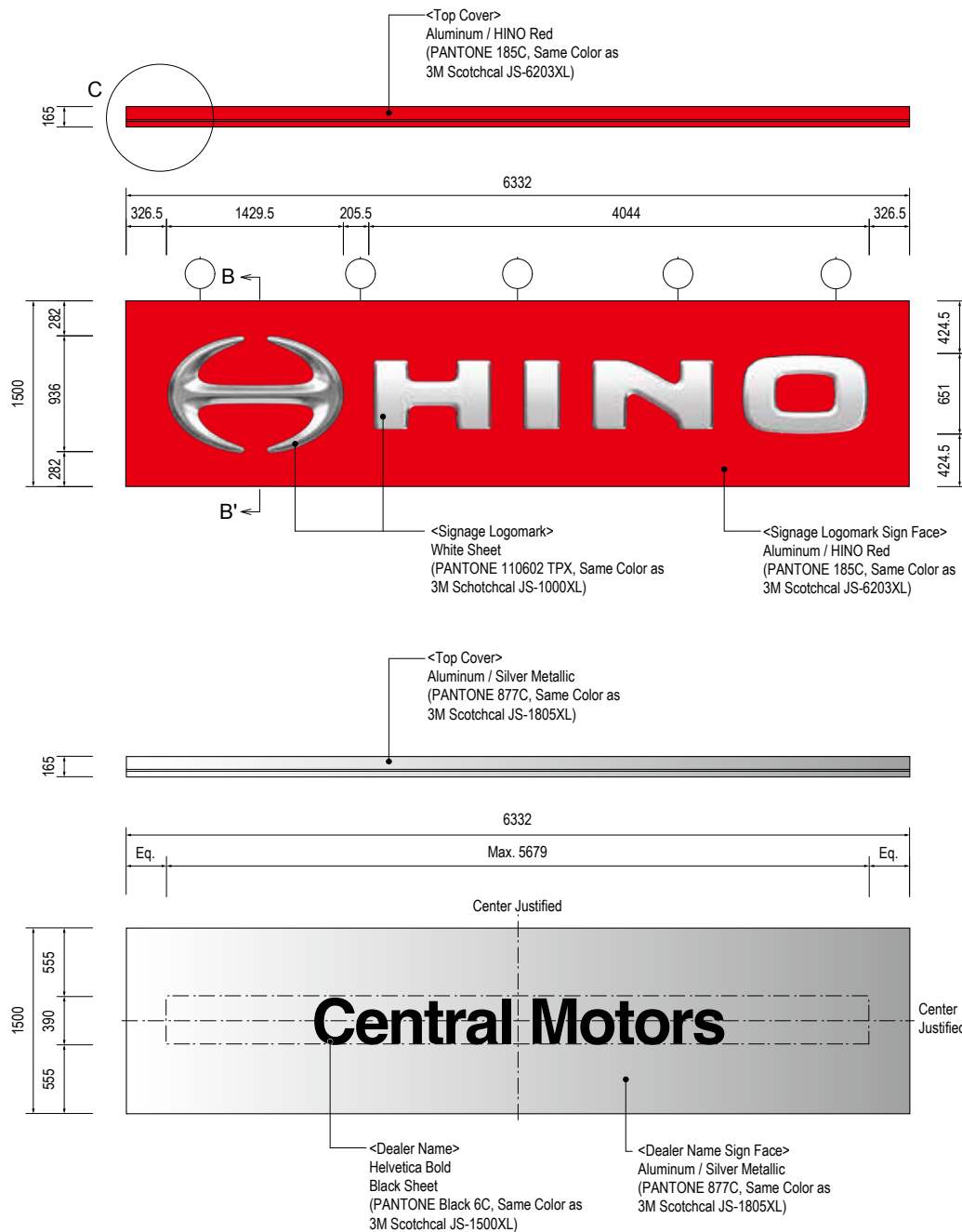
Note 1: There is Large Size Panel Sign (H1500mm) in addition to Small Size Panel Sign (H1000mm). (Refer to: UNIFIED SIGNAGE MANUAL 4-12)

Note 2: Select products capable of at least eight years of outdoor weather resistance for outside use.

Note 3: The product numbers for the sheets are from Sumitomo 3M Limited in Japan.

Note 4: In the case where the "Signage Logomark Sign Face" is divided, make sure as far as possible that the joint does not overlap the "Signage Logomark".

Note 5: Decide on the position of lighting fittings and the number of lights based on the lights that are available in each country.



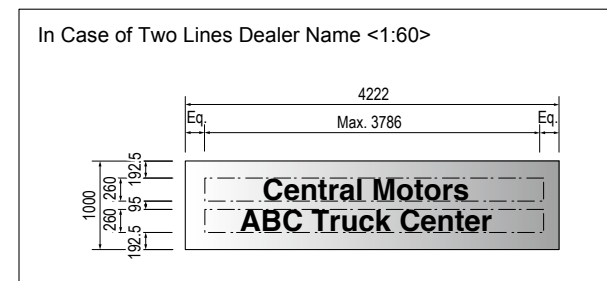
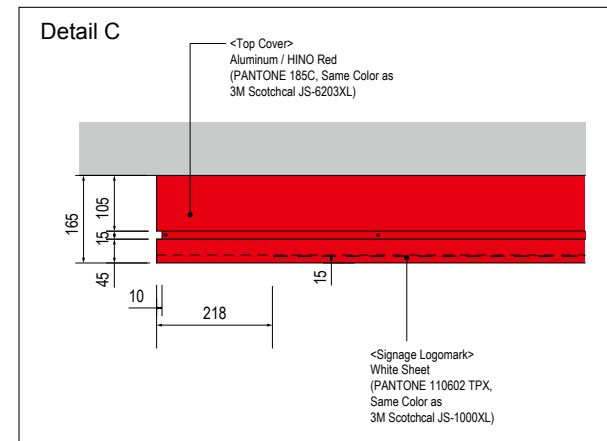
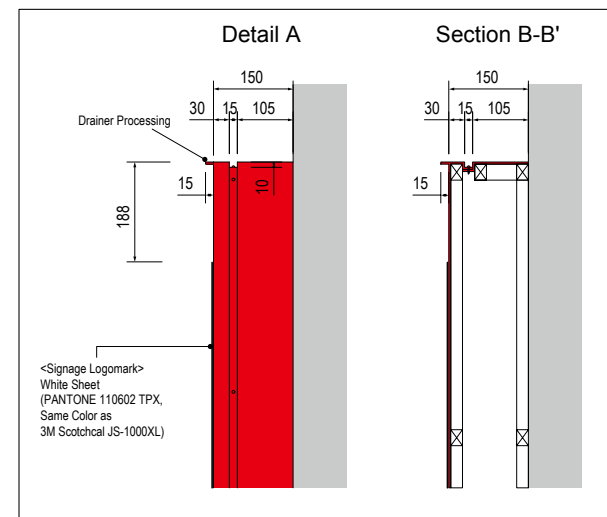
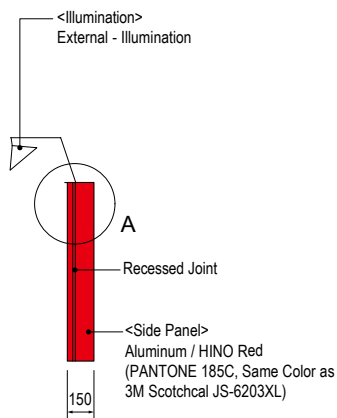
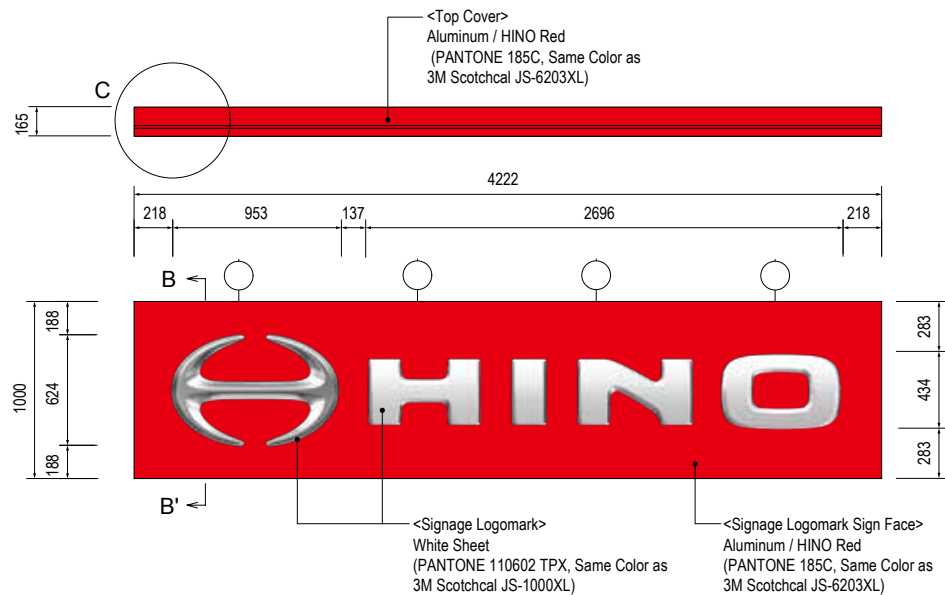
Note 1: There is Small Size Panel Sign (H1000mm) in addition to Large Size Panel Sign (H1500mm). (Refer to: UNIFIED SIGNAGE MANUAL 4-12)

Note 2: Select products capable of at least eight years of outdoor weather resistance for outside use.

Note 3: The product numbers for the sheets are from Sumitomo 3M Limited in Japan.

Note 4: In the case where the "Signage Logomark Sign Face" is divided, make sure as far as possible that the joint does not overlap the "Signage Logomark".

Note 5: Decide on the position of lighting fittings and the number of lights based on the lights that are available in each country.



Note 1: There is Large Size Panel Sign (H1500mm) in addition to Small Size Panel Sign (H1000mm). (Refer to: UNIFIED SIGNAGE MANUAL 4-12)

Note 2: Select products capable of at least eight years of outdoor weather resistance for outside use.

Note 3: The product numbers for the sheets are from Sumitomo 3M Limited in Japan.

Note 4: In the case where the "Signage Logomark Sign Face" is divided, make sure as far as possible that the joint does not overlap the "Signage Logomark".

Note 5: Decide on the position of lighting fittings and the number of lights based on the lights that are available in each country.



# 4. Marketing Tool Design

## Marketing Tool Design

- 4.1 Tool Design Elements
- 4.2 Hino Red Bar
- 4.3 Types of Marketing Tool Design
- 4.4 Marketing Tool Design Type A
- 4.5 Marketing Tool Design Type B

# 4.1 Tool Design Elements

## Tool Design Elements

The design elements needed to produce marketing tools are shown at right. Also refer to the basic design system, and be sure to use these elements correctly.

Marketing Communication Logomark



Colors

Silver Hino Red Hino Black White



Hino Red Bar



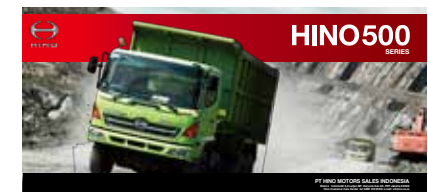
Fonts

Helvetica Neue ファミリー

ABCDEFGH HINO300  
HINO500 HINO700

**Drive to Perfection**  
**Your Reliable Partner**

Sample designs



## 4.2 Hino Red Bar

### Hino Red Bar

The Hino Red Bar uses bold, dynamic gradation to express the rugged strength that our products possess, as well as the smooth flow of distribution and the image of safe transport.

Set the gradation so that the background color within the designated clear space (see section 1.4) around the logomark remains in 100% Hino Red.

For the color gradation to the right of the 100% Hino Red, refer to the color specifications at right and be sure to confirm output with a color sample.

Refer to the sample designs on section 5.1 and beyond when considering the appropriate gradation for each item.

[Hino\\_Red\\_Bar.ai](#)

Clear space  
(see section 1.5)



Hino Red 100%  
(Preserve Hino Red in the  
clear space around the logo  
mark)

Center color  
M 100%  
Y 87%  
K 25%

The center color varies  
depending on the media.  
Refer to the sample designs  
on section 5.3 and adjust as  
needed.

M 100%  
Y 82%  
K 52%



## 4.4 Marketing Tool Design Type A

### Marketing Tool Design Type A

The type A marketing tool designs shown here are for use in markets where the intention is to promote the Hino brand itself.

The Marketing Communication Logomark, Hino Red Bar, colors, fonts and product photos are vital elements when producing these marketing tools.

Refer to the following sections and be sure to correctly use the design elements, in order to product marketing tools that will present products in the most attractive possible way.

Portrait oriented media



Landscape oriented media



- |   |  |
|---|--|
| A | Marketing Communication Logomark                 |
| B | Series name only                                 |
| C | Hino Red Bar                                     |
| D | Hino Black                                       |
| E | Model name, ad copy, space for other information |
| F | Product photo                                    |

## 4.4 Marketing Tool Design Type A

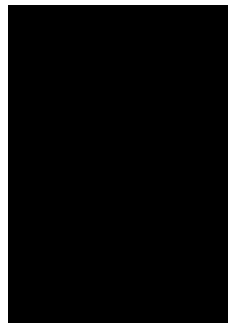
### Marketing Tool Design Type A

#### Steps in the production process

This section shows the steps required to produce type A marketing tools. This example happens to use a portrait-oriented media, but the steps are the same for a landscape-oriented item.

More details on each step are provided on the following sections. Please refer to those specifications when producing designs.

Type A, Step 1



Display Hino Black across the entire surface.

Type A, Step 2



Position the Hino Red Bar so that it extends all the way to the left and right edges of the surface. Take special care regarding the position and the vertical height of the bar.

Type A, Step 3



Place the Marketing Communication Logomark as shown. Take special care regarding its position and size. Ensure that the logomark is displayed entirely within the area in 100% Hino Red.

Type A, Step 4



Place the product photograph. After selecting an appropriate photograph, take special care regarding its size, trimming and position. Be sure that the top mark and Hino ornament are not hidden. Adjust the photo size to show the relative sizes of the different vehicle series.

A-5 Step



Place the text. Consider balance with all the other elements when positioning text. Be sure that the text does not overlap with the vehicle.

A-6 Step



Review the sample designs on section 5.3 and beyond, and check for any differences between your design and those samples. If the look is very different, make a subtle adjustment.

## 4.4 Marketing Tool Design Type A

### Marketing Tool Design Type A

#### A-1 Step Hino Red bar

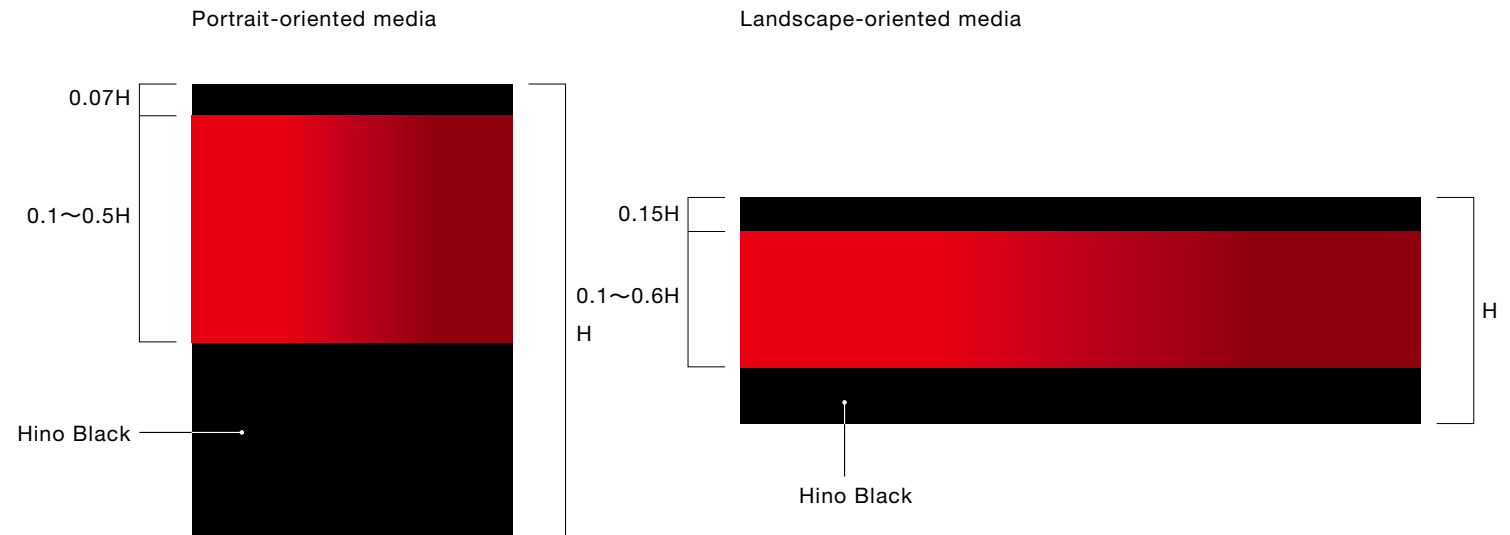
This section shows the position specifications for the Hino Red Bar. It should extend all the way across the surface to the left and right edges. The vertical height of the bar is different for portrait or landscape oriented media.

Refer to the standards shown at right and be sure to use the Hino Red Bar correctly. Refer to the sample designs on section 5. and beyond, and make subtle adjustments for each item as needed.

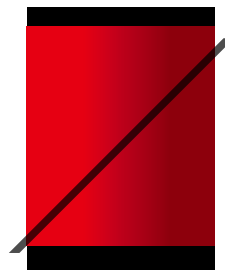
Space other than the Hino Red Bar should as a general rule use Hino Black.

[Brochure.pdf](#)

[Billboard.pdf](#)



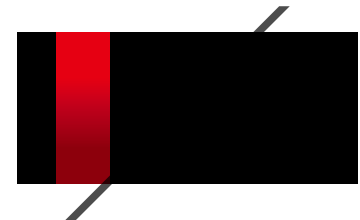
#### Examples of incorrect usage



Do not make the Hino Red Bar too tall.



Do not incorrectly position of the Hino Red Bar.



Do not place the bar vertically on the surface.

## 4.4 Marketing Tool Design Type A

### Marketing Tool Design Type A

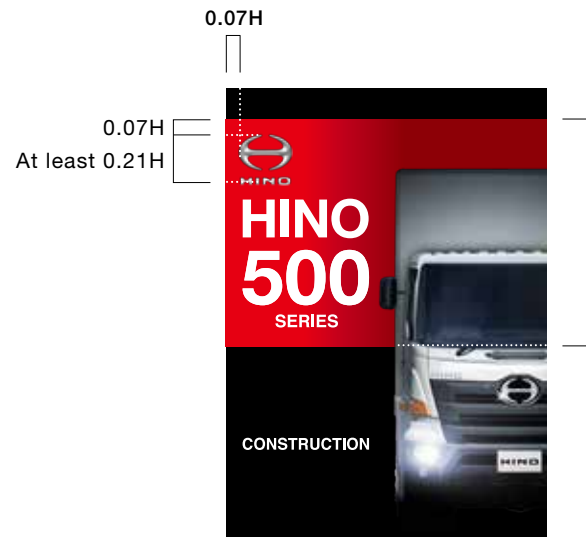
#### Type A, Step 3 —Marketing Communication Logomark Position

The logomark for marketing tools should be the Marketing Communication Logomark. Always display it on the Hino Red Bar, and be sure that the area within the designated clear space is 100% Hino Red. (See section 1.4)

Refer to the specifications at right, and take extra care to produce designs that maintain proper legibility in the particular media being used.

Refer to the sample designs on section 5. and beyond, and make subtle adjustments for each item as needed.

Portrait-oriented media



Landscape-oriented media



Examples of incorrect usage



Do not display the logomark too small.



Do not position the logomark over the gradation, where the background color is not 100% Hino Red.





## 4.4 Marketing Tool Design Type A

### Marketing Tool Design Type A

#### Type A, Step 4 —Photograph Selection

Product photographs for type A designs should show a direct frontal view of the product. Trim the background so that only the vehicle remains. This bold approach to presenting the “face” of the product conveys strength and reliability.

Apply effects such as increasing the overall contrast, ensuring the headlights are shining, emphasizing the metallic feel of quality of the top mark, and using partial shading to clearly present the strength and quality of the product. Refer to the examples of incorrect usage shown at right, and be sure to select an appealing, on-brand photograph.

Portrait-oriented media



Strengthen overall contrast and apply shading

Emphasize the metallic feel of the top mark

Ensure the headlights are shining

Landscape-oriented media



Strengthen overall contrast and apply shading

Ensure the headlights are shining

Emphasize the metallic feel of the top mark

Examples of incorrect usage



Do not forget to make the headlights shine.



Do not use an overly dark photograph.



Do not use an out of focus or low-resolution photo.

## 4.4 Marketing Tool Design Type A

### Marketing Tool Design Type A

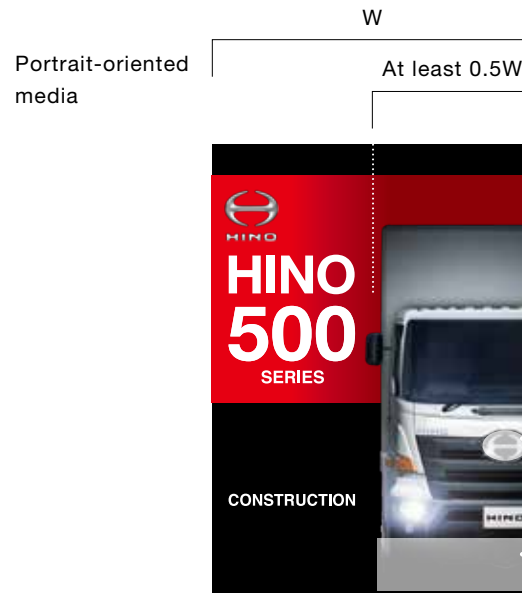
#### Type A, Step 4 —Photograph Position

Vital for expressing the strength of the product, positioning the photo is a very important step in the production process.

As a general rule, type A designs should position the photograph on the right side of the media with the right side of the vehicle trimmed so that the photograph uses no more than 50% of the width of the media.

Position the photograph with full consideration for how it complements and balances with the Hino Red Bar, the Hino Black in the background, and the copy. Adjust the photo size to show the relative sizes of the different vehicle series.

Consider the most appropriate position by checking the sample designs on section 5.3 and beyond. Refer to the examples of incorrect usage shown at right, and be sure to select an appealing position.



Be sure not to leave out any part of the top mark.

Adjust the color of the tire so that it blends well with Hino Black, while still showing the outline of the tire.

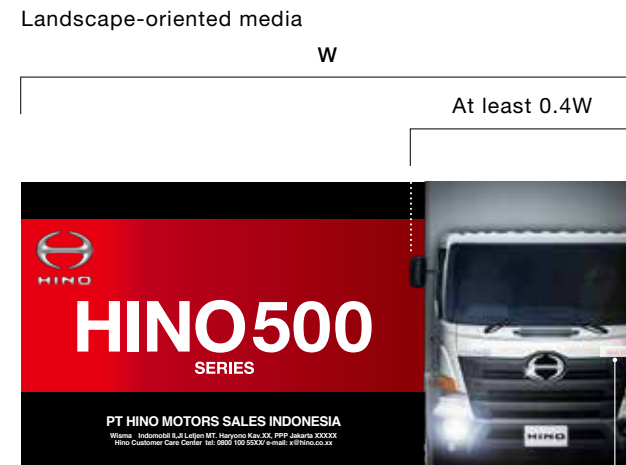
Examples of incorrect usage



Do not leave out any part of the top mark (same applies to landscape oriented media)



Do not overlap the copy with the vehicle photograph.



Be sure to display the whole series number ornament.



Do not leave any background space showing to the right of the vehicle.



## 4.5 Marketing Tool Design Type B

### Marketing Tool Design Type B

The Marketing Communication Logomark, Hino Red Bar, colors, fonts and product photos are important visual elements for producing marketing tools.

Refer to the following sections and be sure to correctly use the design elements, in order to product marketing tools that will present products in the most attractive possible way.

Portrait oriented media



Landscape oriented media



- |   |   |
|---|---|
| A | Marketing Communication Logomark                  |
| B | Series name only                                  |
| C | Hino Red Bar                                      |
| D | Hino Black  |
| E | Model name, nickname, space for other information |
| F | Product photo (with background)                   |

## 4.5 Marketing Tool Design Type B

### Marketing Tool Design Type B

#### Steps in the production process

This section shows the steps required to produce type B marketing tools. This example happens to use a landscape-oriented media, but the steps are the same for a portrait-oriented item.

More details on each step are provided on the following sections. Please refer to those specifications when producing designs.

Type B, Step 1



Position the Hino Red Bar and Hino Black so that they extend all the way to the left and right edges of the surface. Take special care regarding their position and vertical height.

Type B, Step 2



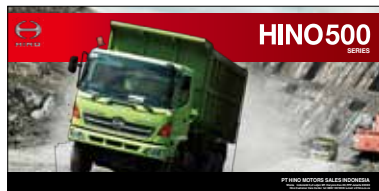
Place the Marketing Communication Logomark as shown. Take special care regarding its position and size.

Type B, Step 3



Place the product photograph. After selecting an appropriate photograph, take special care regarding its size.

Type B, Step 4



Place the text. Consider balance with all the other elements when positioning text.

Type B, Step 5



Review the sample designs on section 5.1 and beyond, and check for any differences between your design and those samples. If the look is very different, make a subtle adjustment.

## 4.5 Marketing Tool Design Type B

### Marketing Tool Design Type B

#### Type B, Step 1 — Hino Red Bar

This section shows the position specifications for the Hino Red Bar for type B designs. It should extend all the way across the surface to the left and right edges. Refer to the specifications at right and be sure to use the Hino Red Bar at the correct vertical height.

To tighten up the look of the entire surface, use Hino Black at the bottom of the surface.

Refer to the sample designs on section 5.3 and beyond, and make subtle adjustments for each item as needed.

[Brochure.pdf](#)

[Billboard.pdf](#)

Portrait-oriented media

W

0.04W

0.25W

0.15W



Landscape-oriented media

0.04H

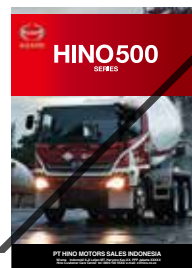
0.25H

0.12H

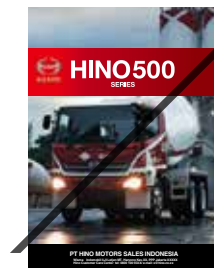


H

Examples of incorrect usage



Do not make the Hino Red Bar too tall.



Do not incorrectly position of the Hino Red Bar.



Do not use improper gradation with lighter hues at right.



## 4.5 Marketing Tool Design Type B

### Marketing Tool Design Type B

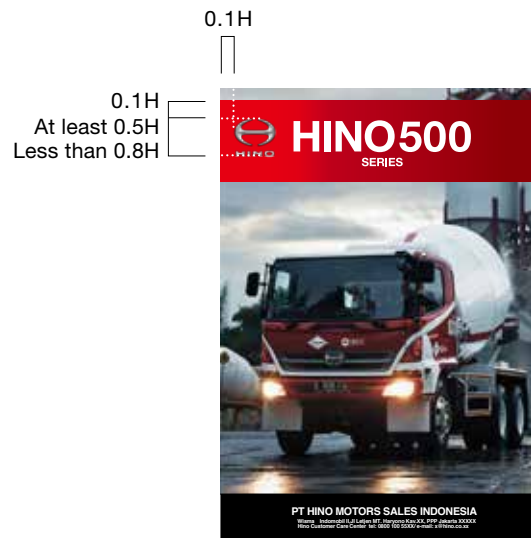
#### Type B, Step 2 —Marketing Communication Logomark Position

This section shows the specifications for positioning the logomark. The logomark for marketing tools should be the Marketing Communication Logomark. Always display it on the Hino Red Bar, and be sure that the area within the designated clear space is 100% Hino Red. (See section 1.4)

Refer to the specifications at right, and take extra care to produce designs that maintain proper legibility in the particular media being used.

Refer to the sample designs on section 5. and beyond, and make subtle adjustments for each item as needed.

Portrait-oriented media



Landscape-oriented media



Examples of incorrect usage



Do not position the logomark over the gradation, where the background color is not 100% Hino Red.



Do not display the logomark too big.



Do not position the logomark outside the Hino Red Bar.

## 4.5 Marketing Tool Design Type B

### Marketing Tool Design Type B

#### Type B, Step 3 —Photograph Selection

Type B is for use in markets where the Hino brand already has good penetration, or when the intention is to promote the features of a given model.

Type B is also appropriate for use when it is desirable to display the environment where the vehicle is being used, people, or other subjects.

Portrait-oriented media



Landscape-oriented media



Examples of incorrect usage



Do not use a monochrome photo when printing in color.



Do not use an out of focus or low-resolution photo.



## 4.5 Marketing Tool Design Type B

### Marketing Tool Design Type B

#### Type B, Step 4 —Photograph Position

In type B designs, the photograph is positioned so that vehicle appears roughly in the center of the surface.

Depending on the photograph, part of the vehicle may overlap with the Hino Red Bar to create a more active and dynamic expression.

When displaying the environment where the vehicle is being used, people, or other subjects would be effective to express the features of the product, be sure to position the photo so that those elements are easily visible.

Position the photograph with full consideration for how it complements and balances with the Hino Red Bar, the Hino Black, and the copy.

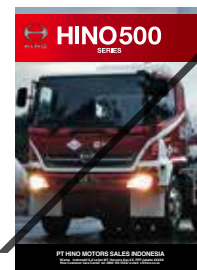
Consider the most appropriate position by checking the sample designs on section 5.3 and beyond. Refer to the examples of incorrect usage shown at right, and be sure to select an appealing position.

#### Portrait-oriented media



Show the environment where the vehicle is being used

#### Examples of incorrect usage



Do not completely trim out the background environment.



Do not allow part of the vehicle to be hidden behind the Hino Red Bar.

#### Landscape-oriented media

Overlap part of the vehicle with the Hino Red Bar



Show the environment where the vehicle is being used

How to overlap the vehicle with the Hino Red Bar

Layer 1



Layer 2



Layer 3



# 4.5 Marketing Tool Design Type B

## Marketing Tool Design Type B

### Type B, Step 5 —Text Position

Various kinds of copy can appear on marketing tools. The font to use is Helvetica Neue Bold.

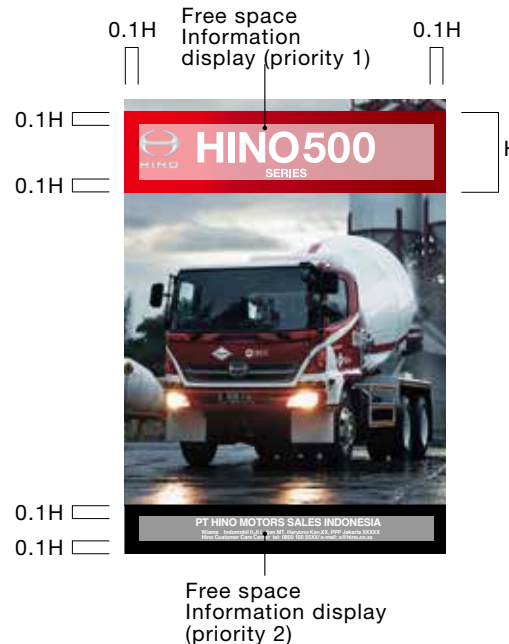
The first priority is placing the series name on the Hino Red Bar. Secondly, other information should be placed on Hino Black at the bottom of the surface. A third less preferred option is to place other information over the background of the photograph.

Refer to the sample designs on section 5.3 and beyond, and consider the appropriate display method for each item.

Leaflet.pdf

Billboard.pdf

Portrait-oriented media



Landscape-oriented media

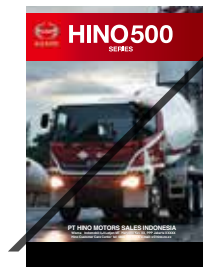


Font: Helvetica Neue Bold

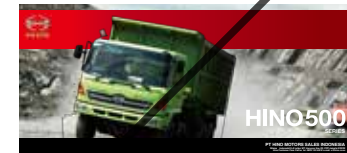
Examples of incorrect usage



Do not allow the copy to extend outside the free space.



Do not position the copy outside the free space in a place that does not ensure adequate legibility.



# 5.

## Sample Designs

### Sample Designs

- 5.1 Brochure Designs
- 5.2 Grid System
- 5.3 Brochures – Sample Designs
- 5.4 Leaflets – Sample Designs
- 5.5 Newspaper Ads – Sample Designs
- 5.6 Billboards – Sample Designs
- 5.7 Horizontal Banners – Sample Design
- 5.8 Event Flags – Sample Design
- 5.9 Rollup Banners – Sample Design

# 5.1 Brochure Design

## Brochure Front Cover — Design Specifications

This section shows the specifications for the front cover of an A4-size brochure. Follow the specifications at right when producing brochures.

Catalog front cover — Design specifications



Size: W210 x H297  
Unit: mm  
Image: 35% of actual size

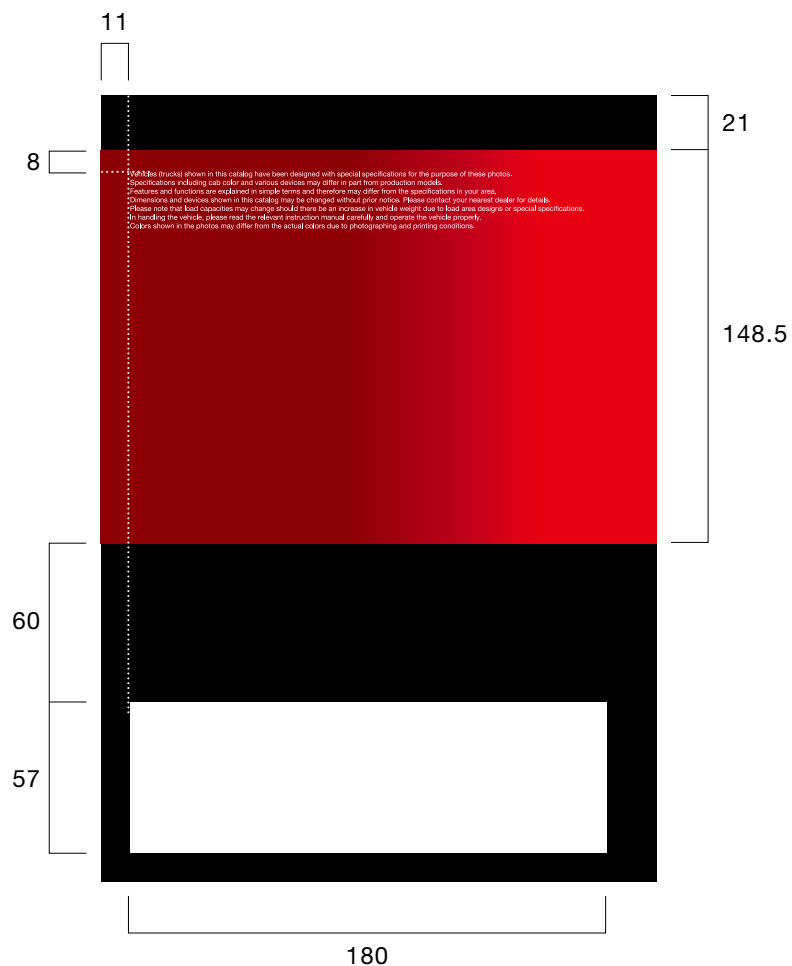
HINO	Helvetica Neue Bold:50pt Tracking: -25
500	Helvetica Neue Bold:70pt Tracking: -16
CONSTRUCTION	Helvetica Neue Bold:15pt Tracking: 0

# 5.1 Brochure Design

## Brochure front cover — Design specifications

This section shows the specifications for the front cover of an A4-size brochure. Follow the specifications at right when producing brochures.

## Catalog back cover — Design specifications

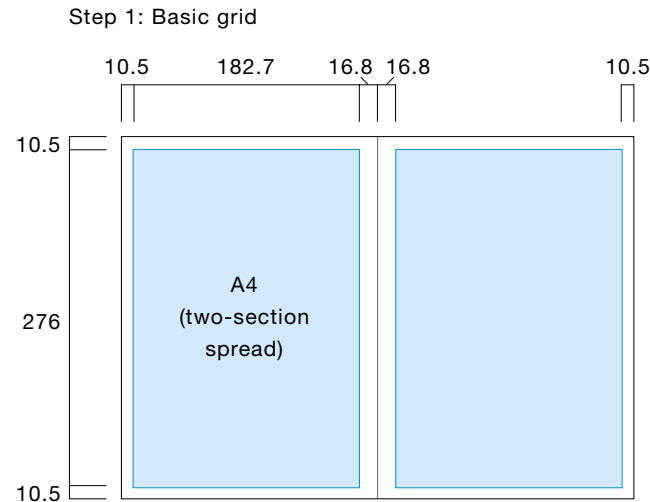


Size: W210 x H297  
Unit: mm  
Image: 35% of actual size

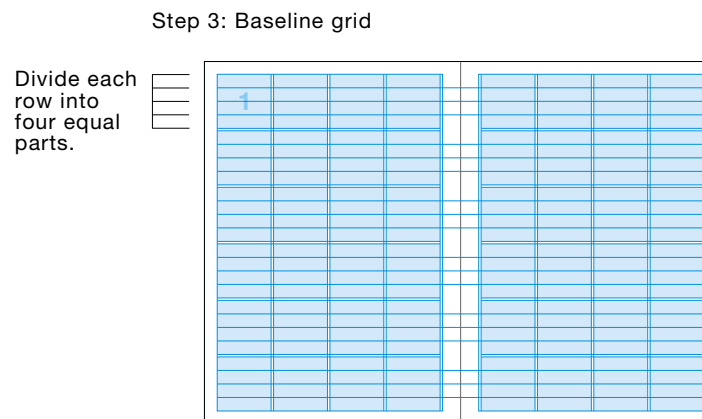
## 5.2 Grid system

### Brochure Interior Sections Layout Grid Specifications

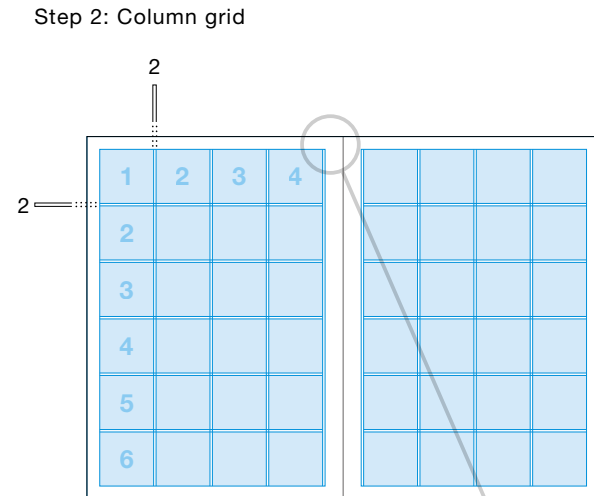
This section shows the layout grid specifications for the interior sections of a brochure. Produce designs in the following order: basic grid, column grid, and baseline grid.



This is the basic grid for an A4 spread.



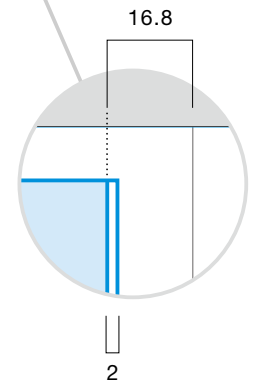
Each row is divided into four equal parts.



Margin space between columns is 2mm.

Excluding the number of margins, the basic grid is divided into four rows and six columns.

However, the column margins adjoining the spread fold are outside the area of the basic grid.



Unit: mm

## 5.2 Grid System

### Brochure Interior Sections — Design Sample

Shown here is a sample design for the interior sections of a catalog developed based on the layout grid.

Shown here is a sample design for the interior sections of a brochure developed based on the layout grid.

The visual elements such as the Marketing Communication Logomark, Hino Red Bar, colors, fonts and product photos should be laid out following the grid.

Depending on the photograph, part of the vehicle may overlap with the Hino Red Bar to create a more active and dynamic expression.

Brochure interior sections — Design specifications

Overlap part of the vehicle with the Hino Red Bar



Size: W210 x H297  
(Spread: W420 x H297)  
Unit: mm  
Image: 35% of actual size

Layout grid

## 5.3 Brochure Design Sample

### Brochure Cover (Sample Design)

Shown here is a sample design for a brochure cover. Refer to this sample design when producing brochures.

Brochure front cover (sample design)



Image: 45% of actual size

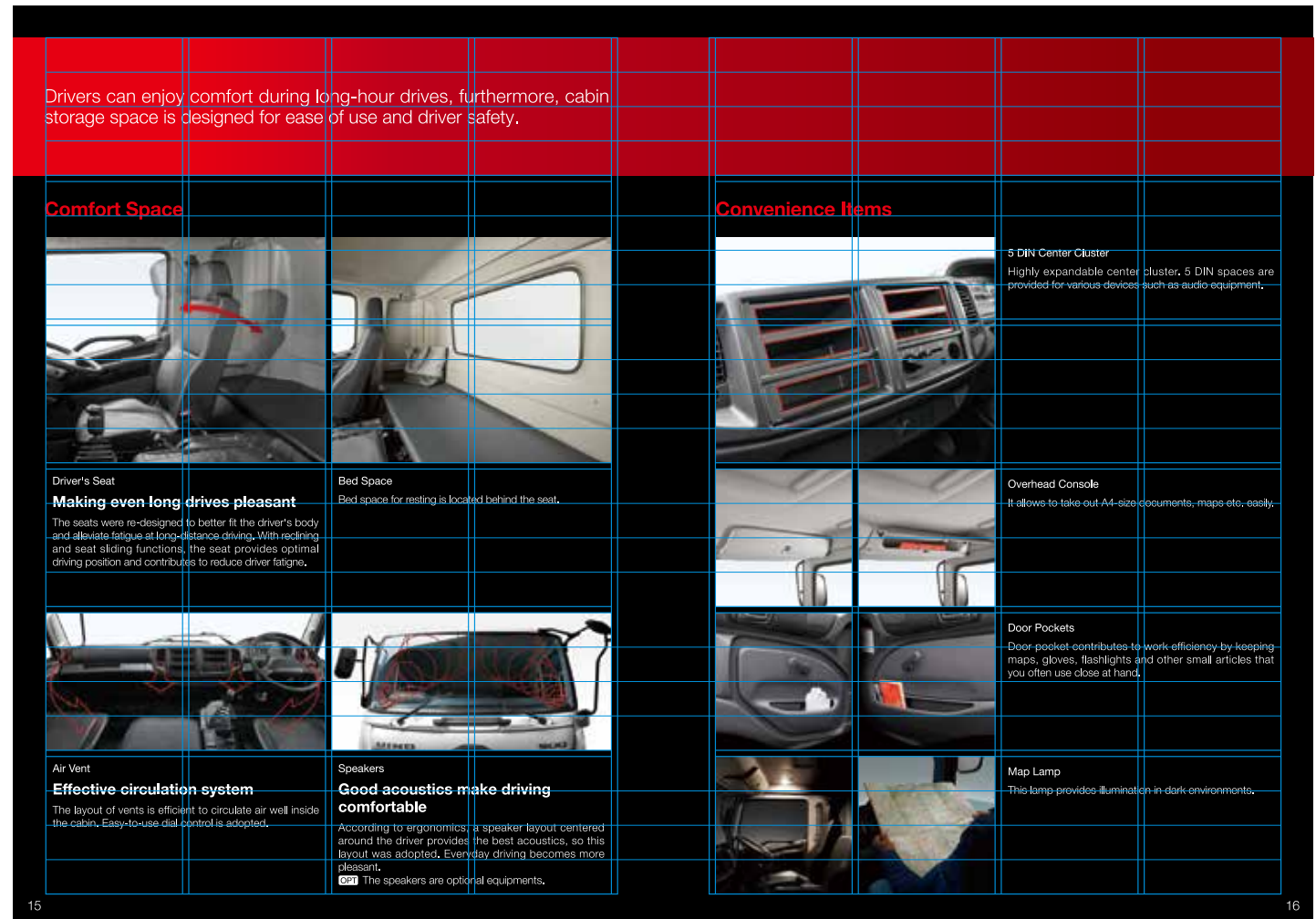


## 5.3 Brochure Design Sample

### Brochure Interior Sections (Sample Design)

Shown here is a sample design for the interior sections of a brochure. Refer to this sample design when producing brochures.

Catalog interior sections (sample design)



## 5.3 Brochure Design Sample

### Brochure Interior Sections (Sample Design)

Shown here is a sample design for the interior sections of a brochure. Refer to this sample design when producing brochures.

Catalog interior section (sample design)

<h1>Carry More, Carry on</h1> 			
 <p><b>Cab Back Working Light</b> <b>Assists working in dark</b> The switch and body are integrated to make it easier to use at dark. Bulb replacement was also made easy.</p>	 <p><b>Dual Back Up System</b> <b>Dual back up system enhances safety</b> In case, service line (yellow cable) does not work automatically, emergency line (red cable) can be used to control trailer's brake.</p>	 <p><b>Trailer Handbrake</b> <b>Control the trailer while driving</b> This brake is applied only to the trailer. When exhaust retarder of the tractor is applied during driving, the driver can operate the lever by hand to reduce the push of the trailer.</p>	 <p><b>Rear Fender</b> <b>For protection of cargo</b> A large rear fender prevents dust and mud from being whirled up and helps protect the valuable cargo.</p>

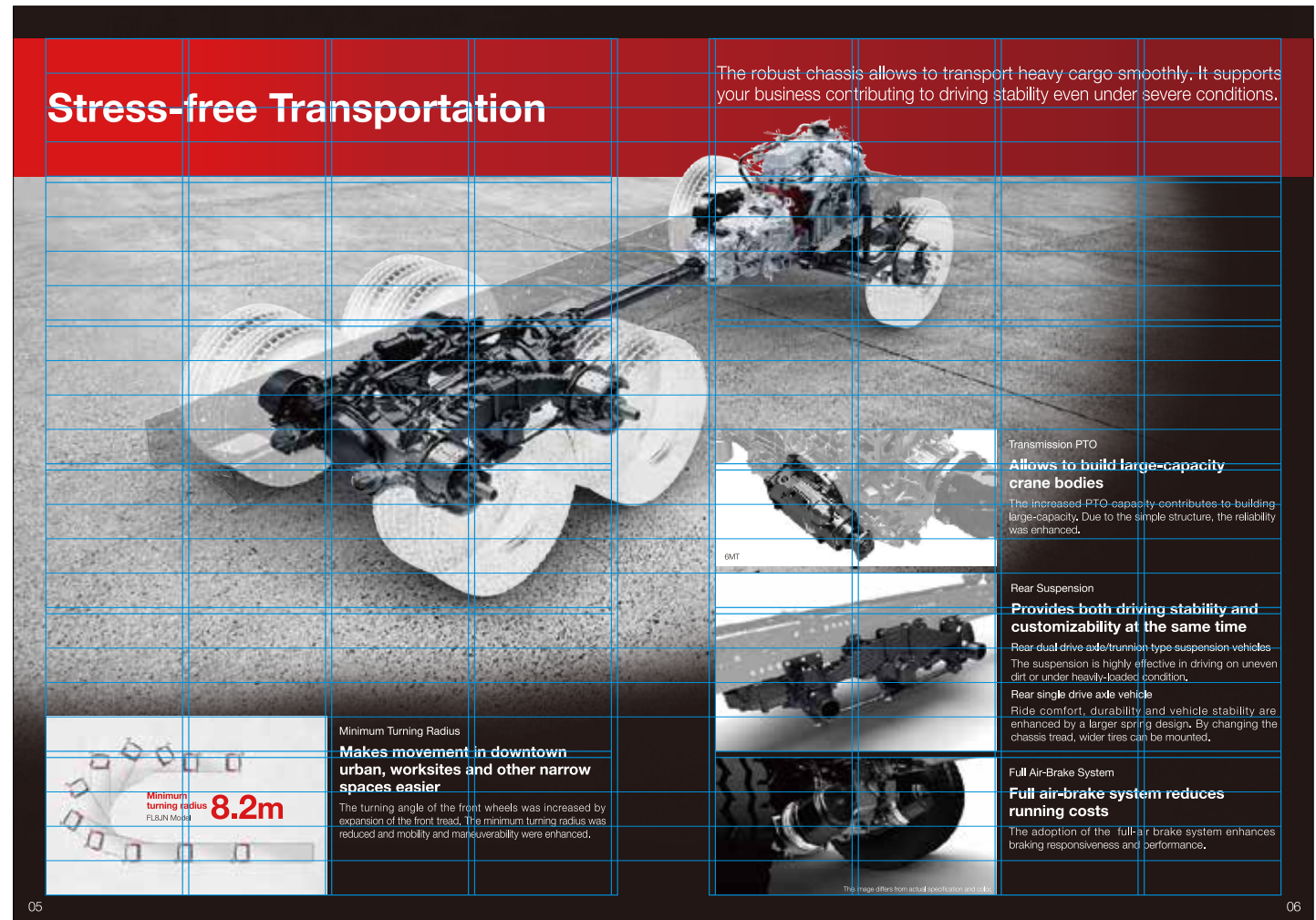
## 5.3 Brochure Design Sample

### Brochure Interior Sections (Sample Design)

Shown here is a sample design for the interior sections of a brochure. Refer to this sample design when producing brochures.

Brochure.pdf

Catalog interior section (sample design)



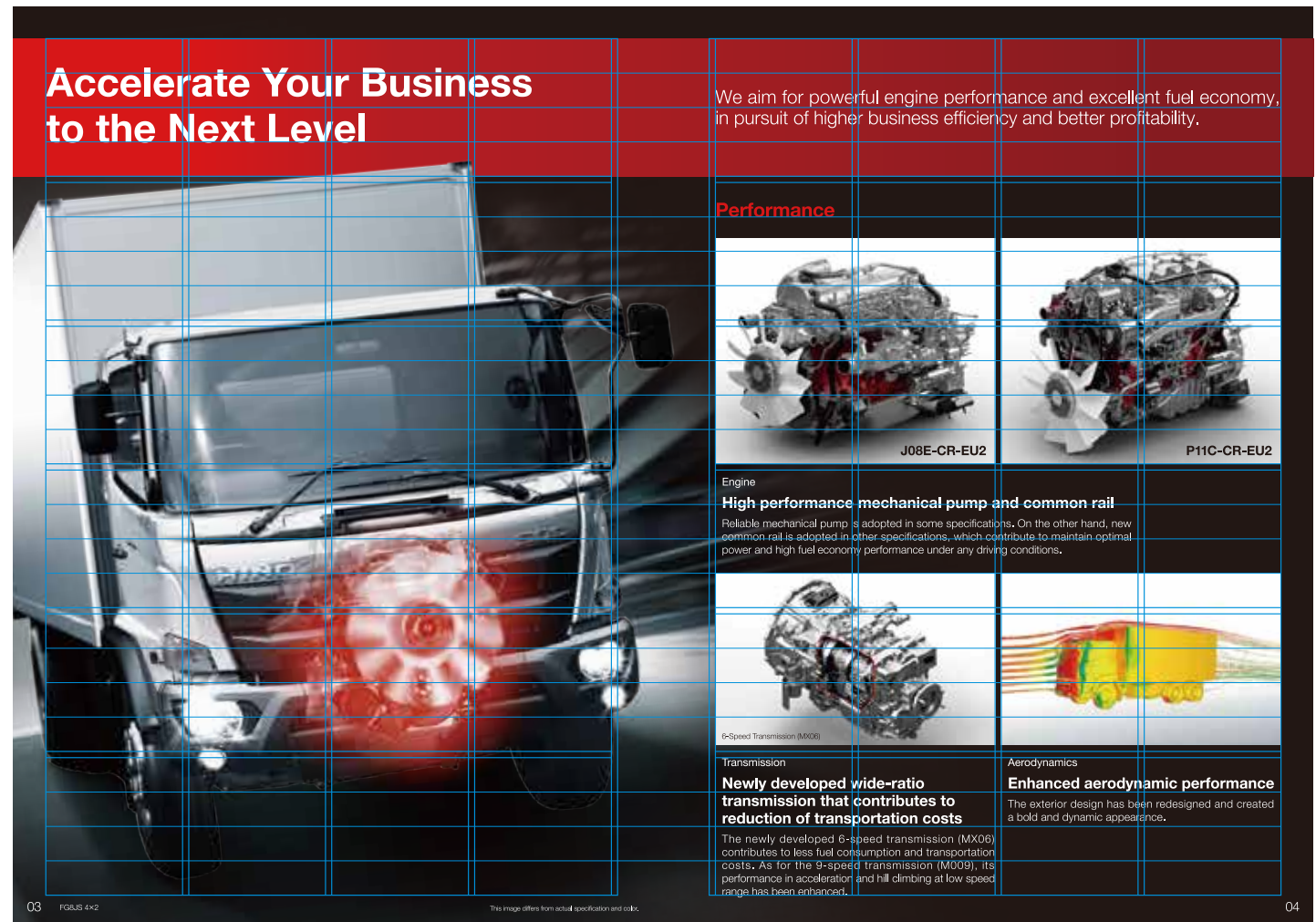


## 5.3 Brochure Design Sample

### Brochure Interior Sections (Sample Design)

Shown here is a sample design for the interior sections of a brochure. Refer to this sample design when producing brochures.

Catalog interior section (sample design)



## 5.4 Leaflet Design Sample

### Leaflet Front Cover — Portrait (Sample Design)

Shown here is a sample design for the front cover of a portrait-oriented leaflet. Refer to this sample design when producing leaflets.

Leaflet.pdf

Leaflet front cover — portrait (sample design)





Image: 45% of actual size

# 5.4 Leaflet Design Sample

## Leaflet Back Cover — Portrait (Sample Design)

Shown here is a sample design for the back cover of a portrait-oriented leaflet. Refer to this sample design when producing leaflets.

Leaflet back cover — portrait (sample design)

MODEL		FG8JS 4x2	
PERFORMANCE			
Max. speed	(km/h)		
Gradeability	(tan %)		
ENGINE			
Series			
Type			
Max. power	(PS/rpm)		
Max. torque	(kgm/rpm)		
Max. of cylinders			
Bore×stroke	(mm)		
Piston displacement	(cc)		
CLUTCH			
Type			
Facing outside diameter	(mm)		
TRANSMISSION & GEAR RATIOS			
Type			
Gear ratio	(Ratio)		
	(1st gear)		
	(2nd gear)		
	(3rd gear)		
	(4th gear)		
	(5th gear)		
	(6th gear)		
	(7th gear)		
	(8th gear)		
	(Reverse)		
STEERING			
Type			
AXLE			
Front			
Rear			
Final gear ratio			
BRAKES			
Main brake			
Exhaust brake			
Parking brake			
WHEELS & TIRES			
Rim size			
Tire size			
DIMENSIONS			
Wheel base	WB(mm)		
Overall length	OL(mm)		
Overall width	OW(mm)		
Overall height	OH(mm)		
Front tread	FR Tr(mm)		
Rear tread	RR Tr(mm)		
Front overhang	FOH(mm)		
Rear overhang	ROH(mm)		
Cab to axle	CA(mm)		
SUSPENSIONS			
Front			
Rear			
CHASSIS			
Total	(Kg)		
Gross vehicle weight rating (GVWR)	(Kg)		
OTHER			
Min. turning radius	(m)		
Accu battery	(V-Ah)		
Fuel tank capacity	(L)		
			

## 5.4 Leaflet Design Sample

### Leaflet Front Cover — Landscape (Sample Design)

Shown here is a sample design for the front cover of a landscape-oriented leaflet. Refer to this sample design when producing leaflets.

Leaflet front cover — portrait (sample design)




Leaflet.pdf

## 5.4 Leaflet Design Sample

### Leaflet Back Cover — Landscape (Sample Design)

Shown here is a sample design for the back cover of a landscape-oriented leaflet. Refer to this sample design when producing leaflets.

Leaflet back cover — portrait (sample design)

Specifications			
MODEL		FG8JS 4x2	
<b>PERFORMANCE</b>			
Max. speed	(km/h)		
Gradeability	(tan %)		
<b>ENGINE</b>			
Series			
Type			
Max. power	(PS/rpm)		
Max. torque	(kgm/rpm)		
Mas of cylinders			
Bore×stroke	(mm)		
Piston displacement	(cc)		
<b>CLUTCH</b>			
Type			
Facing outside diameter	(mm)		
<b>TRANSMISSION &amp; GEAR RATIOS</b>			
Type			
Gear ratio	(Ratio)		
	(1st gear)		
	(2nd gear)		
	(3rd gear)		
	(4th gear)		
	(5th gear)		
	(6th gear)		
	(7th gear)		
	(8th gear)		
	(Reverse)		
<b>STEERING</b>			
Type			
<b>AXLE</b>			
Front			
Rear			
Final gear ratio			
<b>BRAKES</b>			
Main brake			
Exhaust brake			
Parking brake			
<b>WHEELS &amp; TIRES</b>			
Rim size			
Tire size			
<b>DIMENSIONS</b>			
Wheelbase	WB(mm)		
Overall length	OL(mm)		
Overall width	OW(mm)		
Overall height	OH(mm)		
Front tread	FR Tr(mm)		
Rear tread	RR Tr(mm)		
Front overhang	FOH(mm)		
Rear overhang	ROH(mm)		
Cab to axle	CA(mm)		
<b>SUSPENSIONS</b>			
Front			
Rear			
<b>CHASSIS</b>			
Total	(Kg)		
Gross vehicle weight rating (GVWR)	(Kg)		
<b>OTHER</b>			
Min. turning radius	(m)		
Accu battery	(V-Ah)		
Fuel tank capacity	(L)		



## 5.5 Advertising Design Sample

### Newspaper Ad (Color) — Landscape (Sample Design)

Shown here is a sample design for a landscape-oriented color newspaper ad. Refer to this sample design when producing newspaper ads.

Newspaper ad (color) — landscape (sample design)

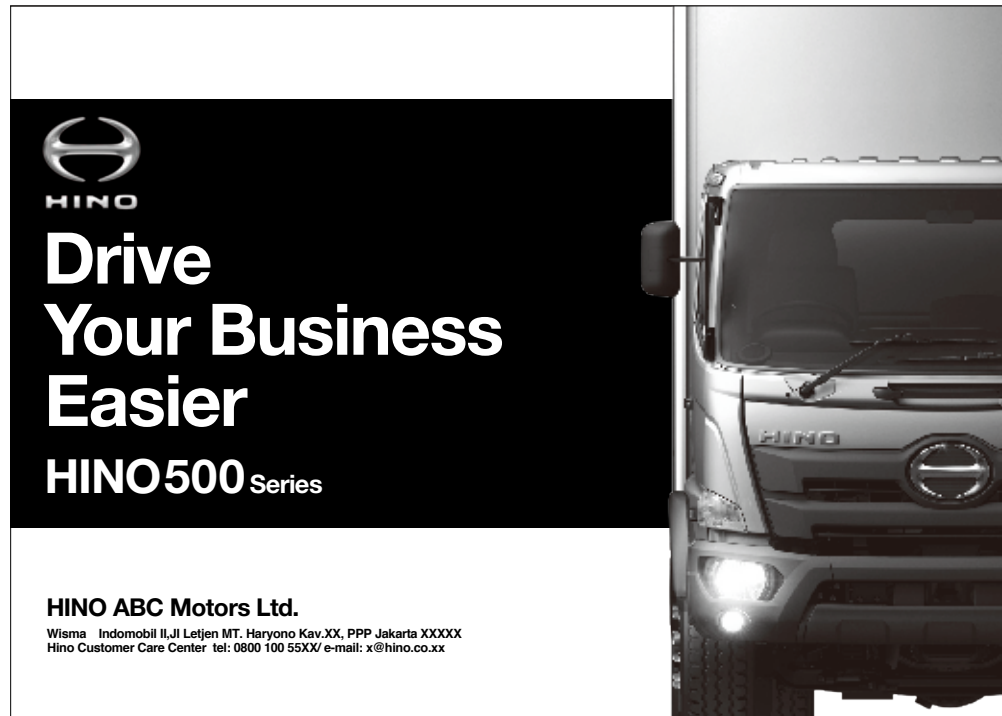


## 5.5 Advertising Design Sample

### Newspaper Ad (Monochrome) — Landscape (Sample Design)

Shown here is a sample design  
for a landscape-oriented  
monochrome newspaper ad.  
Refer to this sample design when  
producing newspaper ads.

Newspaper ad (monochrome) — landscape (sample design)



## 5.4 Advertising Design Sample

### Newspaper Ad (Color) — Portrait (Sample Design)

Shown here is a sample design for a portrait-oriented color newspaper ad. Refer to this sample design when producing newspaper ads.

Newspaper ad (color) — portrait (sample design)

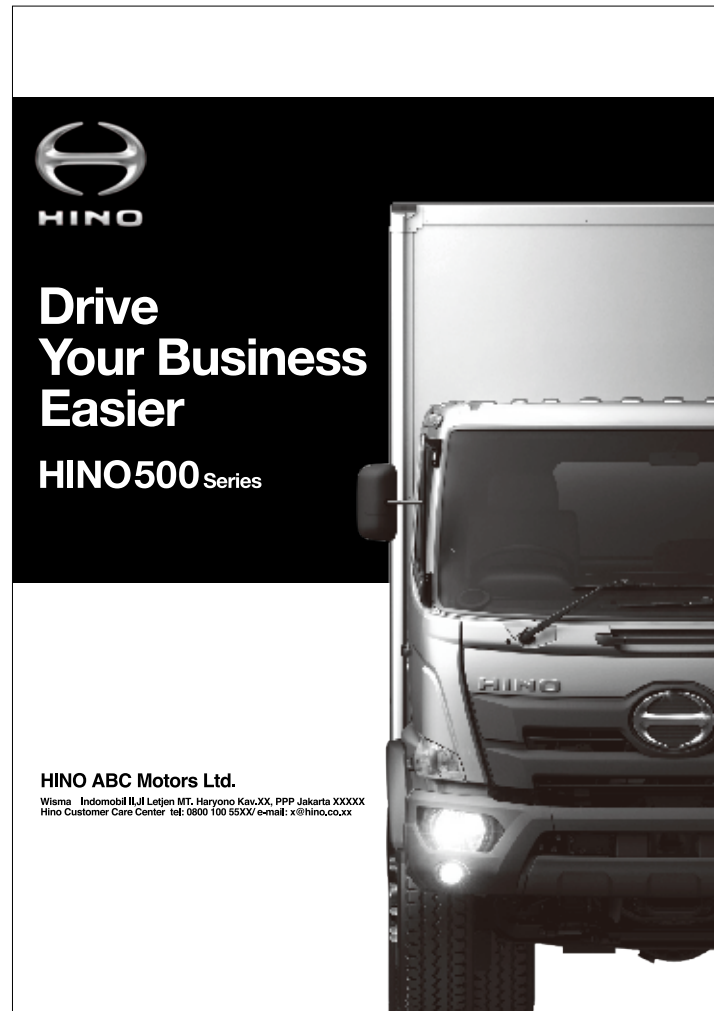


## 5.5 Advertising Design Sample

### Newspaper Ad (Monochrome) — Portrait (Sample Design)

Shown here is a sample design for a portrait-oriented monochrome newspaper ad. Refer to this sample design when producing newspaper ads.

Newspaper ad (monochrome) — portrait (sample design)



## 5.6 Billboard Design Sample

### Billboards (Sample Design)

Shown here is a sample design for a billboard. Refer to this sample design when producing billboards.

Billboard (sample design)



Size: W9000 x H4500

## 5.6 Billboard Design Sample

### Billboards (Sample Design)

Shown here is a sample design for a billboard. Refer to this sample design when producing billboards.

Billboard (sample design)



Size: W9000 x H4500

## 5.7 Banner Design Sample

### Horizontal Banners (Sample Design)

Shown here is a sample design for a horizontal banner. Refer to this sample design when producing banners.

Horizontal banner (sample design)



Size: W3600 x H900

## 5.8 Flag Design Sample

### Event Flags (Sample Design)

Shown here is a sample design for event flags. Refer to this sample design when producing event flags.

[Rollupbanner.pdf](#)

Event flags (sample design)



Size: W600 x H1800



## 5.9 Roll-up Banner Design Sample

### Rollup Banners (Sample Design)

Shown here is a sample design for a rollup banner. Refer to this sample design when producing banners.

[Rollupbanner.pdf](#)

Rollup banner (sample design)



# 6. **Examples of Incorrect Usage**

- 6.1 Mistaken Usage of the Marketing Communication Logomark
- 6.2 Examples of Incorrect Design of Primary Signs and 3D Chrome
- 6.3 Examples of Incorrect Installation of Primary Signs and 3D Chrome

## 6.1 Mistaken Usage of the Marketing Communication Logomark

### Marketing Communication Logomark

In order to convey the correct brand image to people seeing the Marketing Communication Logomark, the elements which comprise it must always be properly displayed. Mistaken usage of the Marketing Communication Logomark not only creates an obstacle to building a consistent brand image, but also damages the trust people have in the brand. Use great caution to avoid any mistaken usage like the examples shown at right.



1. Do not change the color.



2. Do not change the letter spacing.



3. Do not alter the balance of the lockup.



4. Do not change the font.



5. Do not display at an angle.



6. Do not change the gradation.



7. Do not lockup with any other logo.



8. Do not enclose with a line in any way.



9. Do not alter the lockup.



10. Do not stack the letters vertically.



11. Do not display other figures within the designated clear space.



12. Do not use soft focus on the edges or apply any other effect.

## 6.2 Incorrect Examples of Design

### Incorrect Example of Design

#### Primary Sign / 3D Chrome

Incorrect design signage damages the HINO brand image and gives distrust to customers.

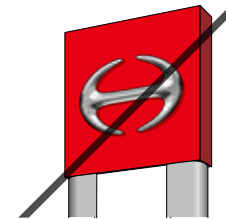
Please be careful not to install the incorrect design signage as shown at right.



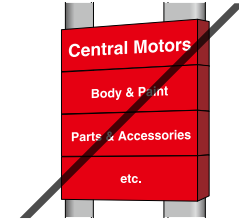
13. Any elements must not be placed on the Side Face.



14. The color of Signage Logomark Sign Face must not be changed.



15. Symbol Mark alone must not be placed.



16. Any elements other than Signage Logomark and Dealer Name must not be added.



17. The shape of Signage Logomark Sign Face must not be changed.



18. The color of Signage Logomark must not be changed.



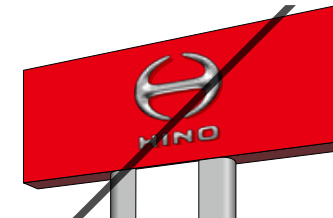
19. 2D White Signage Logomark must not be placed on Pylon Sign.



20. The pole must not be placed other than the center of Sign Face.



21. The color of the pole must not be changed.



22. Mismatched combination of Sign Face and Signage Logomark must not be used.

## 6.2 Incorrect Examples of Design

### Incorrect Example of Design

#### Primary Sign /2D Chrome

Incorrect design signage damages the HINO brand image and gives distrust to customers.

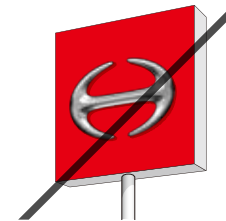
Please be careful not to install the incorrect design signage as shown at right.



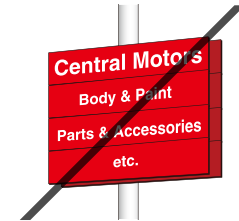
23. Any elements must not be placed on Side Face.



24. The color of Signage Logomark Sign Face must not be changed.



25. Symbol Mark alone must not be placed.



26. Any element other than Signage Logomark and Dealer Name must not be added.



27. The shape of Signage Logomark Sign Face must not be changed.



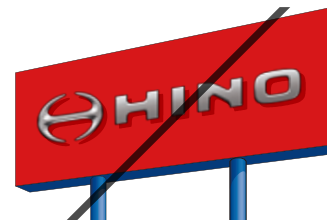
28. Mismatched combination of Sign Face and Signage Logomark must not be used.



29. 3D Chrome Signage Logomark must not be placed on Pole Sign.



30. Signage Logomark must not be colored other than the designated.



31. The color of the pole must not be changed.



32. Dealer Name must not be placed above Signage Logomark.

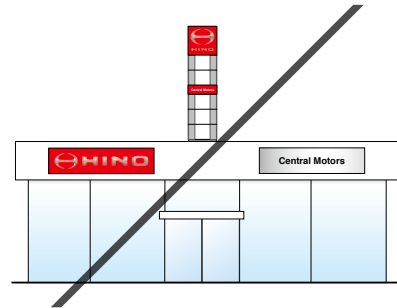
## 6.3 Incorrect Examples of Installation

### Incorrect Example of Installation

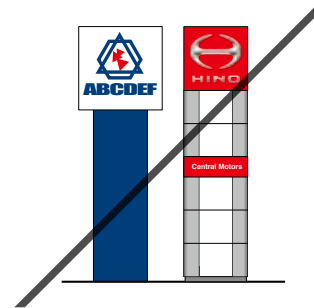
Primary Sign / Common to 3D Chrome and 2D Chrome

Incorrect signage installation cannot function enough and causes loss of the cost and the effort.

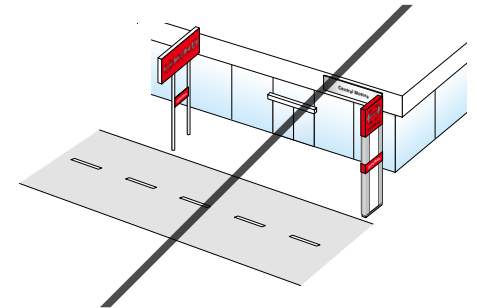
Please be careful not to install the signage as shown at right.



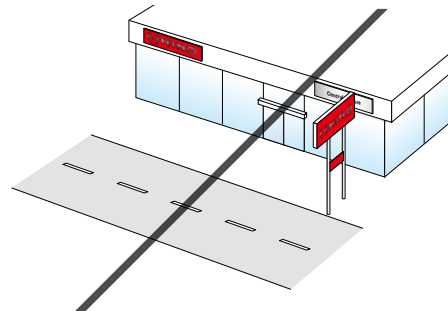
33. Primary Sign must not be used as the roof top sign.



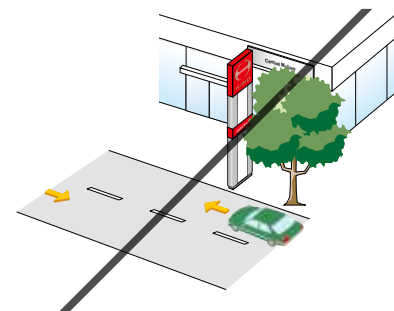
34. Primary Sign must not be placed adjacent to a signage of any other brand.



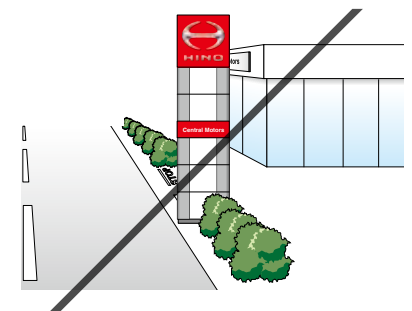
35. 2 types of Primary Sign must not be placed at a dealer outlet.



36. Different types of Signage Logomark (3D Chrome and 2D Chrome) must not be used for Primary Sign and Building Sign.



37. Primary Sign must not be installed at the place where a view is blocked by obstacles.



38. Primary Sign must not be installed at the place where it blocks the entrance.

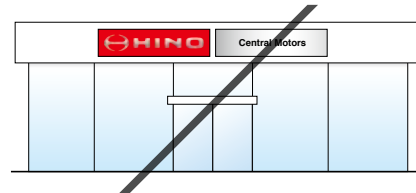
## 6.3 Incorrect Examples of Installation

### Incorrect Example of Installation

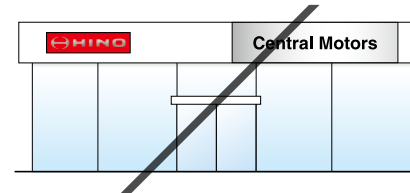
#### Building Sign

Incorrect signage design and installation can harm the image of the HINO brand as well as cause the customer distrust and loss of the cost and effort.

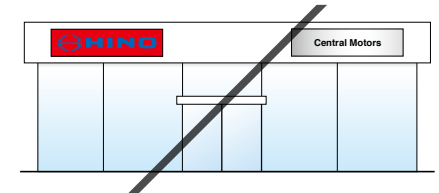
Please be careful not to install the signage as shown at right.



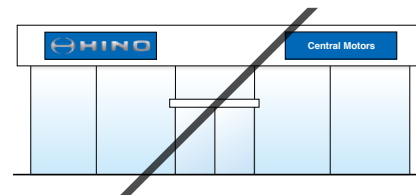
39. Signage Logomark Panel must not be placed next to Dealer Name Panel side by side.



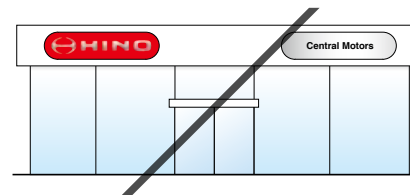
40. Dealer Name Panel must not be bigger than Signage Logomark Panel.



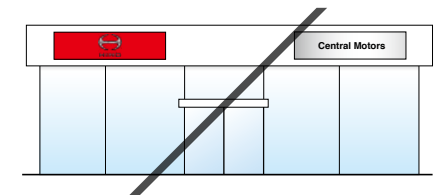
41. The color of Signage Logomark and Dealer Name must not be changed.



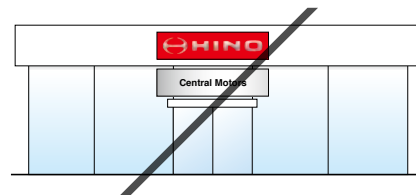
42. The color of Sign Face must not be changed.



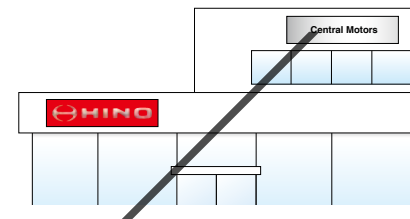
43. The shape of Sign Face must not be changed.



44. Mismatched combination of Sign Face and Signage Logomark must not be used.



45. Signage Logomark Panel must not be placed above or below Dealer Name Panel.

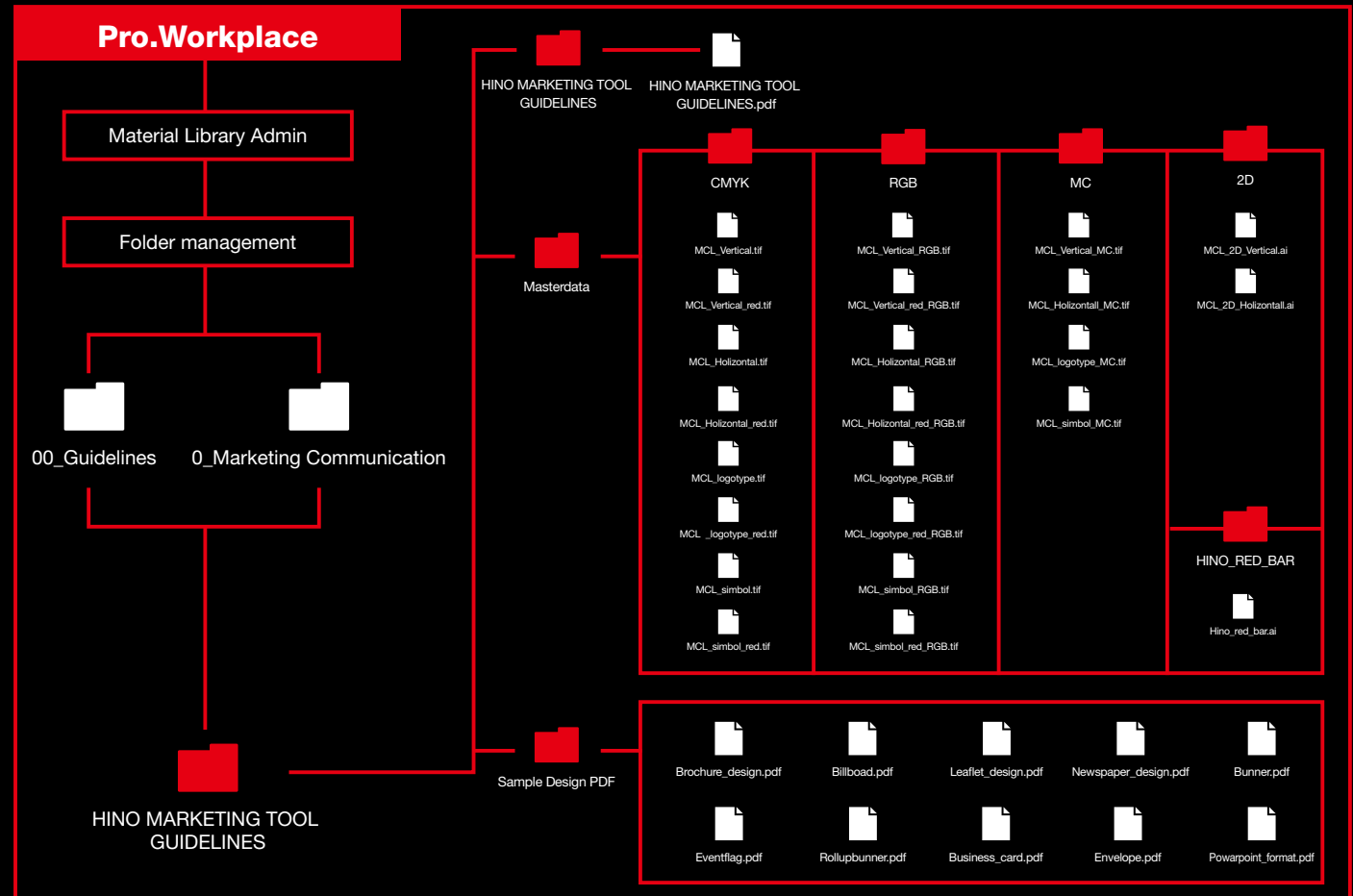


46. Signage Logomark Panel must not be placed other than horizontally with Dealer Name Panel.

# 7 Pro. Workplace

## Pro. Workplace

The data for the Marketing Communication Logomark, Hino Red Bar, and the various sample designs covered in this manual are stored at Pro.Workplace. The figure at right shows where to download each type of data.



HINO MARKETING TOOL  
GUIDELINES

Contains the PDF of these guidelines.  
Includes the specifications for using all the  
marketing tools.  
Use it as your trusted guide.



Masterdata

Contains master data in Adobe Illustrator  
and Adobe Photoshop for the Marketing  
Communication Logomark and other  
elements.



Sample Design PDF

Contains PDF files of all the marketing tool  
sample designs.