

Typography: Design Element No.2

Consistency and strength - the Suzuki Corporate Typeface

Typography is an integral part of any identity system. Typefaces may play the least obvious, but unquestionably one of the most important roles in the identity game. Whether for packaging, publications or an advertising campaign, a distinct typeface and its use within the typography enables Suzuki to be immediately recognized with each item of visual information.

Reflecting the brand values, an exclusive typeface has been developed for Suzuki. Besides being a typeface which suits the needs of Suzuki 100%, it is also owned by Suzuki. There are many rules, dos and don'ts in typography. Using the typeface, we've learned that simplicity is often the best approach: big colourful headlines and small copy.

Never stretch or squeeze the type, never use outlines and always use the headline typeface for headlines.

This typeface is only developed for the alphabet, the Greek alphabet, and the Cyrillic alphabet.

Except those letters above, please use a similar typeface to the Suzuki Corporate Typeface.

SuzukiPRO Headline:

Suzuki headlines are clear and simple. Use large sizes for headlines and try to keep them short and precise. Always use this typeface for headlines. Headlines are preferably in accent colours on Takumi blue background.

Use this typeface whenever you use large type sizes(>16pt).

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&\$1234567890,;:-*%/!?)**

SuzukiPRO Regular:

This typeface is used for all copy texts. Never use this typeface for headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
klmnopqrstuvwxyz(&\$1234567890,;:-*%/!?)

SuzukiPRO Bold:

This typeface can be used for copy text highlighting. Never use this typeface for large size headlines.

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
klmnopqrstuvwxyz(&\$1234567890,;:-*%/!?)**

In copy texts and texts with small type sizes(<16 pt), use the regular or bold types.

4. Suzuki coloured for Suzuki logos

The authorized Suzuki colours reinforce the visual effect helping the Suzuki to identify, while unauthorized colours undermine its uniformity. Presentation materials for Suzuki and its products must employ the officially designated colours whenever possible. The specific colours red and blue have been designated for the Suzuki “S” and the “Suzuki” name logo.



Suzuki Red (PANTONE 485)
Official Suzuki Red can also be produced by mixing ink according to the following percentages:
Yellow 100% Magenta 100%



Suzuki Blue (PANTONE 294)
Official Suzuki Blue can also be produced by mixing ink according to the following percentages:
Cyan 100% Magenta 70%

The authorized “Suzuki” name logo is always coloured Suzuki Blue. Likewise, the Suzuki “S” is always coloured Suzuki Red. These colours are the designated colours to be used in any and all kinds of promotional materials.

Vertical-logo 1



Horizontal-logo



Vertical-logo 2

