

Bridgestone Brand Color

In order to clearly distinguish itself from other brands, white has been selected as the primary background color (Brand Color) for the Bridgestone Brand.

When displaying Bridgestone Symbols on the corporate flag and items listed below, the background color should always be white.

| Application items that requires Bridgestone Brand Color | |
|---|--|
| Stationery Items | Business Card / Letterhead / Envelope |
| Press & Publicity Items | News Release / Annual Report / Company Brochures / Other Corporate Publications |
| Signage System | Corporate Headquarter / Sales Division / Factory / Retails Stores / Other Facilities |

Bridgestone Symbols on Bridgestone Brand Color (White)



Comparing Bridgestone Brand Color and other brand colors



White

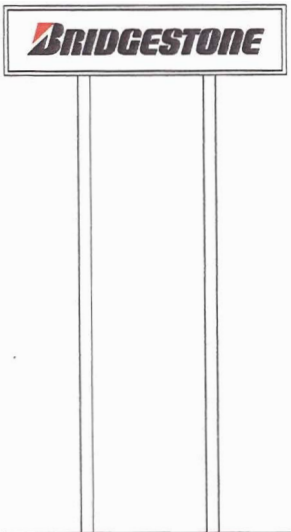
Red

Black


White
 Munsell: N9.5
 RGB: R255/G255/B255
 Web Safe: #FFFFFF

Signage System Overview 3: Retail Stores

Retail Store Pole Sign (Bridgestone Logo Type A)



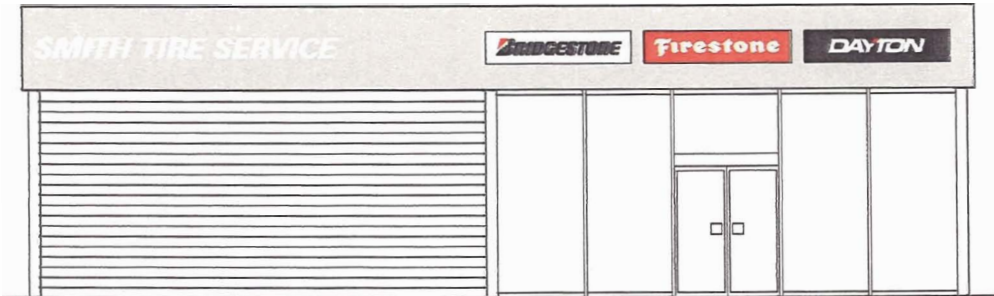
Retail Store Pole Sign (Bridgestone Mark)



Retail Store Pole Sign (Bridgestone Logo Type A)



Store Front Sign (Bridgestone Logo Type A)

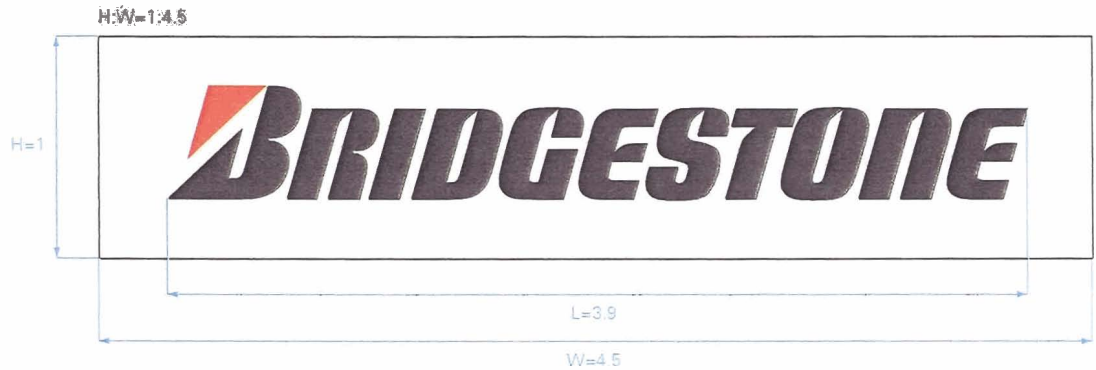


Signboard: Displaying Bridgestone Logo

For signage systems, the Bridgestone Logo Type A should always be displayed on a rectangular space with proportional ratio of 1:4.5 (H:W). It should also be centered within the rectangular space according to the registration mark included in the Bridgestone Logo digital data file.

If the space does not permit or if you must utilize an already existing space for sign board, please refer to the chart below for the appropriate proportional ratio of Bridgestone Logo and its surrounding space.

Bridgestone Logo Type A on 1:4.5 (H:W) Rectangular Proportion



Positioning Bridgestone Logo

Using the registration mark included in the digital data file, Bridgestone Logo should always be centered on a sign board.

Proportional Ratio Reference Chart

| Proportional Ratio of Sign Board (W/H) | 3.0~3.4 | 3.5~3.9 | 4.0~4.4 | 4.5~4.9 | 5.0~5.4 | 5.5~5.9 | 6.0 or more |
|--|---------|---------|---------|---------|---------|---------|-------------|
| Bridgestone Logo (L) | 2.7 | 3.1 | 3.5 | 3.9 | 4.3 | 4.7 | 5.1 |

Signboard: Displaying Multiple Brand Logos

For signage systems, each of multiple brand logos should always be displayed on a rectangular space with proportional ratio of 1:4.5 (H:W). Each brand logo must be displayed individually on its own rectangular space and be centered according to the registration mark included in the digital data file.

Between sign boards, there should be a space that equals to or greater than 1/10 of the height of sign board.

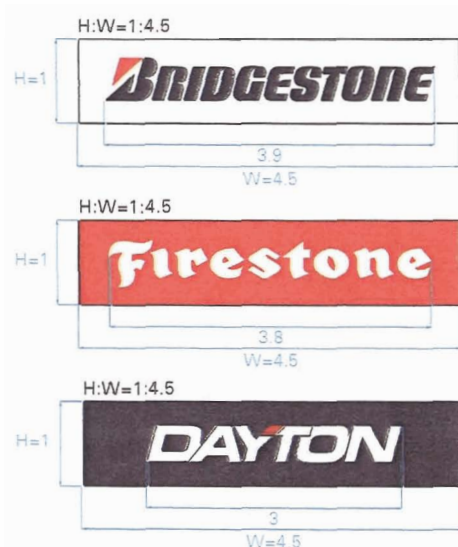
Horizontal Configuration



Vertical Configuration



Proportional Ratio of Each Logo



Positioning Each Logo

