

9 DIGITAL GUIDELINES

9.1 DIGITAL GUIDELINES

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9.1 DIGITAL GUIDELINES

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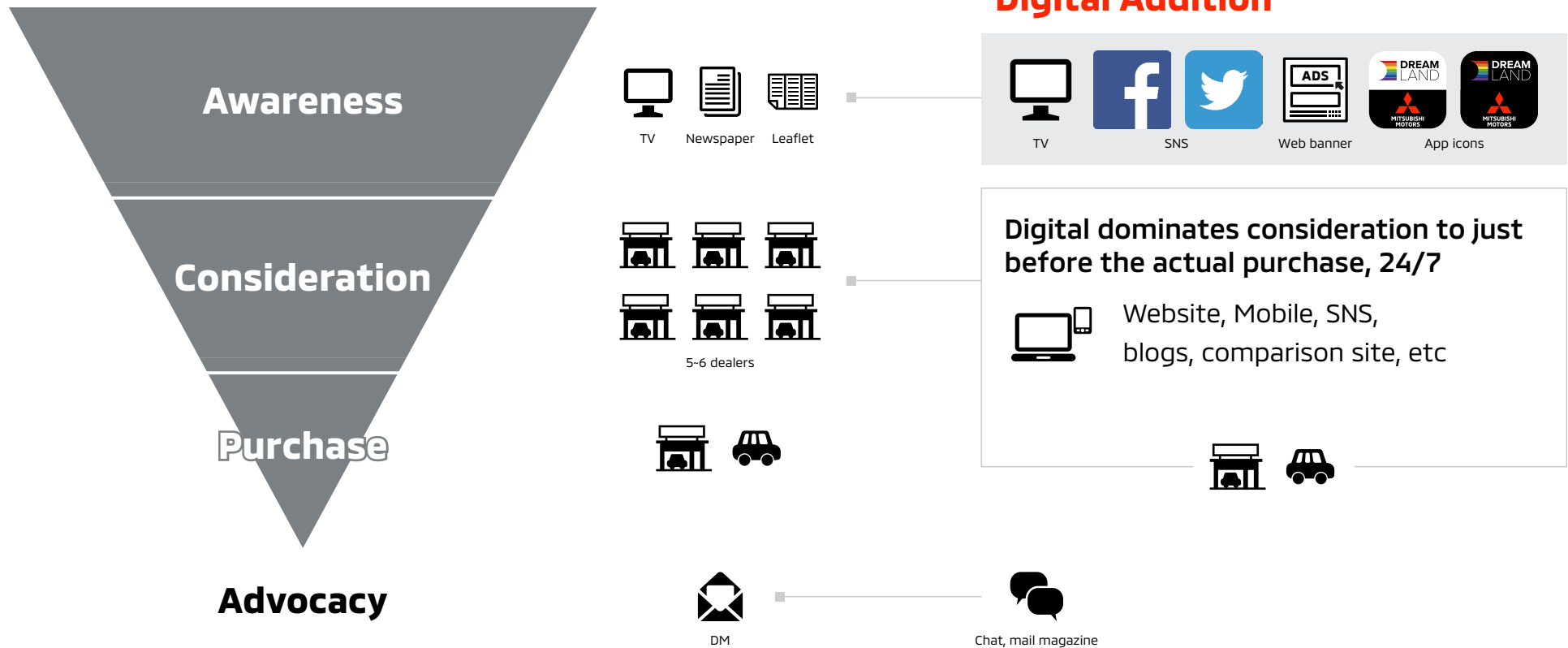
9.1.5 CORE ELEMENTS

- New Website Domain
- Logo
- Color Palette
- Typography
- Combination of Background Colors and Logo
- New Website Design Concept
- Visual Image for Top Page and Main Landing Pages
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- Components of Future Website
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9.1.6 APPLICATION OF CORE ELEMENTS AND GUIDELINES

9.1.1 Branding Across Digital Activations

The nature and actual activations of 'Branding' has been significantly transformed due to the commoditization of digital devices across the world. People actively access any digital touch point, such as website (both PC and mobile) 24/7, and digital has been playing a critical role in the customer journey. When it comes to the guaranteed success of MMC branding, we must strategically deploy digital activations more aggressively.



9.1.2 Our Ambition in Digital Communications

With proper illustration and delivery of new MMC brand value throughout every digital activity, we expect to achieve much better customer relationship management (CRM), increased sales, and value chain empowerment.



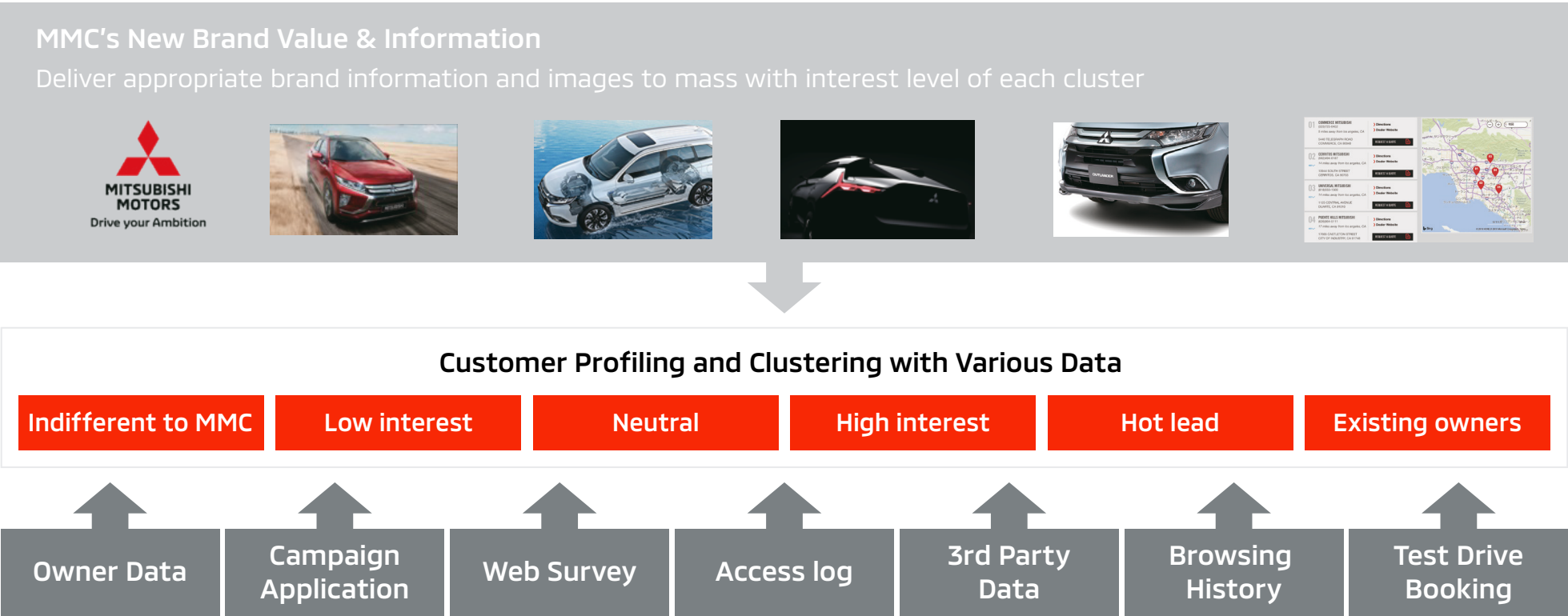
9.1.3 Ensuring Brand Deployment

Depending on the business condition, we could utilize digital data so as to accelerate the deployment of new MMC brand value.

After compiling various data sets, we could classify customers into different levels such as brand interest or relevancy.

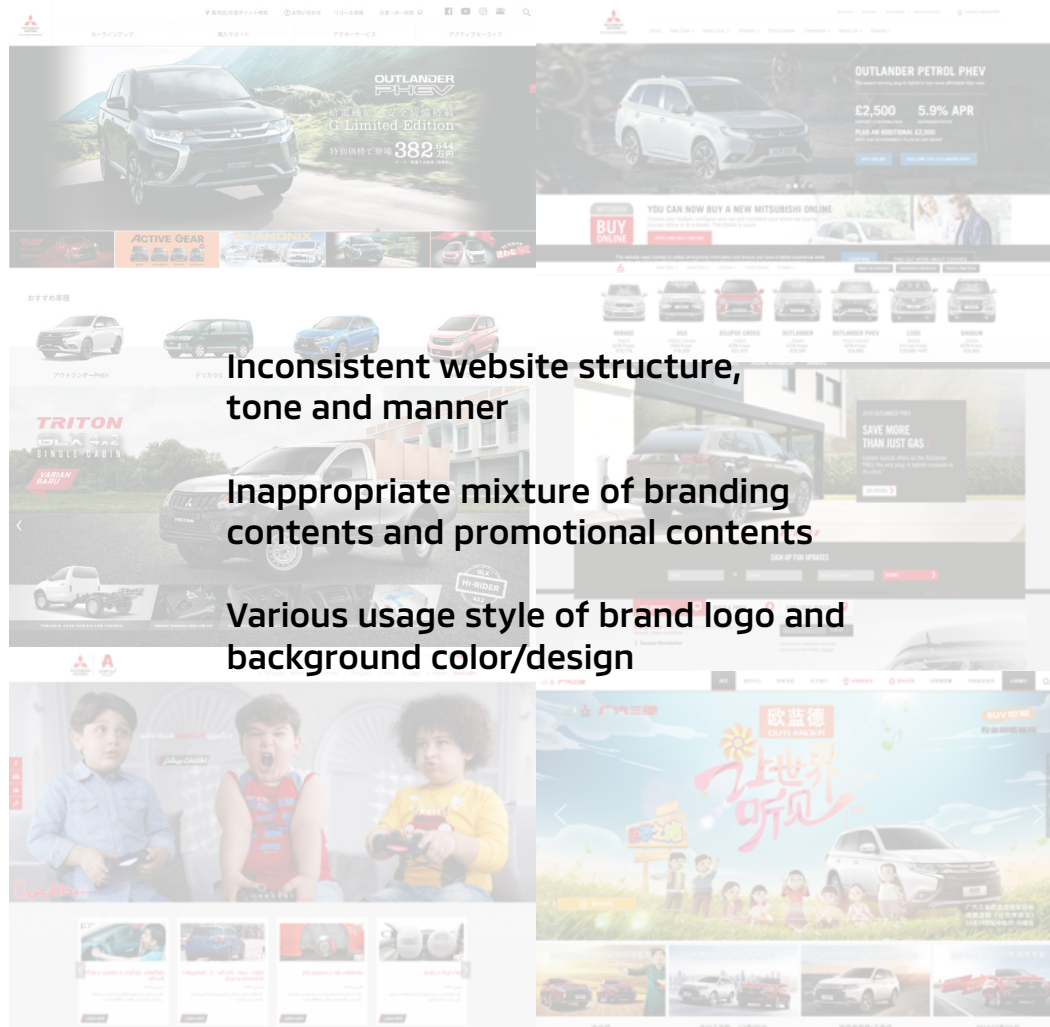
With such classifications, we could effectively convey MMC's new brand value and information to each target group, and nurture them according to the customer journey.

In the meantime, we could even launch the PDCA management system to comprehend the brand status in each market.



9.1.4 Website Operation – Current Status and To Be

To effectively deliver MMC's new brand value across regions, we plan to launch the digital guidelines and aim to develop unique and consistent impression to customers.



Items to be followed by all regions/countries

- ✓ Logo
- ✓ Color Palette
- ✓ Brand Typeface
- ✓ Domain Name
- ✓ MMC Original Page

Also, "Brand" related content should be strategically created in order to articulate new MMC brand value

*To be updated in the middle of 2018, after the roll-out of new website platform

9.1.5 CORE ELEMENTS

It is a minimum basic design rule (= Core element) in various digital territories such as web, smart phone, application, interactive media and web movies.

Providing it will optimize Mitsubishi Motors brand recognition and strength consistently in global communication.

In these guidelines, the contents mainly describes the logo, color, font, background color, and photographs.

9.1.5 CORE ELEMENTS **NEW WEBSITE DOMAIN**

As part of the new branding strategy, we recommend replacing your current website domain (e.g., <http://www.mitsubishi.ccTLD>) with a domain that includes the entire Mitsubishi Motors name as follows.

<http://www.mitsubishi-motors.ccTLD>

If this domain is unavailable in your country,
please contact Overseas Marketing Planning Dept.

Notes:

ccTLD: country code Top Level Domain.

Alternative domains may be available (e.g., <http://www.mitsubishi-cars.ccTLD>, <http://www.mitsubishi-vehicles.ccTLD>).

9.1.5 CORE ELEMENTS **LOGO**

Mitsubishi Motors Logo appears at all touch points.

The communication mark below is used for the digital domain.

Below is the minimum size for a PC, tablet and smart phone and it changes according to the screen resolution.

About Logo Size

The minimum size is as shown below.

It must be obeyed in the brand guidelines when it is used.

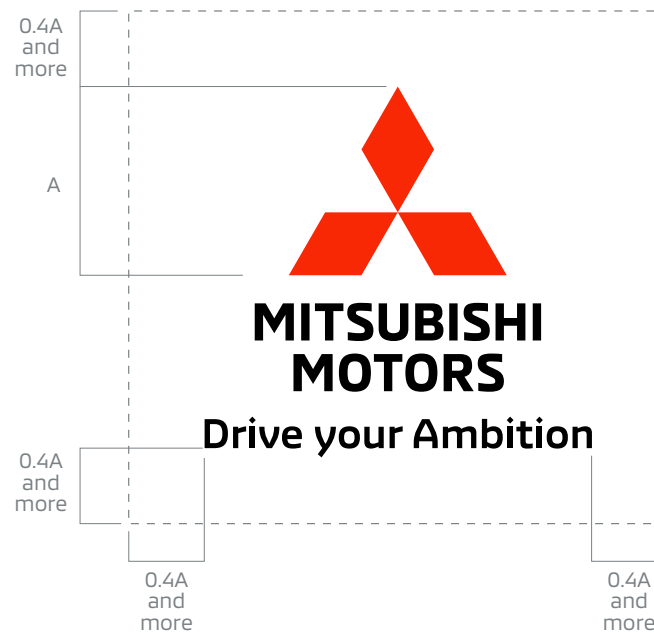


-For more details about logo usage, see chapter 5.2 "BASIC DESIGN SYSTEM".

Isolation (about protection area)

When installing a logo,

isolation space must be secured.

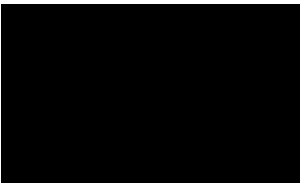
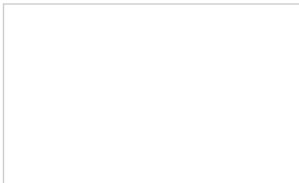


9.1.5 CORE ELEMENTS **COLOR PALETTE**

A corporate color named MITSUBISHI MOTORS Black and White and Red is set as a primary color. There is also a corporate color called Anthracite Gray, Cold Gray, Concrete Gray which is used as a second color. Please refer to the area of the color scheme balance below and prioritize each color when creating web pages.

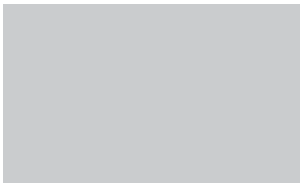
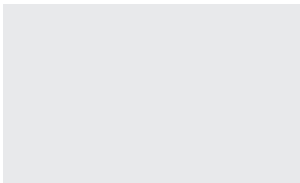
Primary colors

Primary description

		
MITSUBISHI MOTORS Black	MITSUBISHI MOTORS Red	MITSUBISHI MOTORS White
HEX #000000	HEX #ED0000	HEX #FFFFFF
RGB 0, 0, 0	RGB 237,0,0	RGB 255,255,255

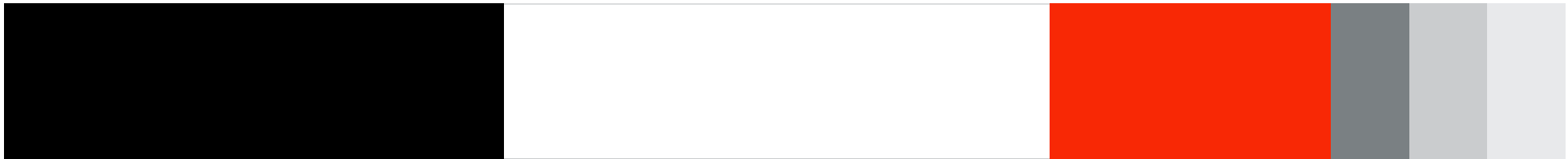
Secondary colors

Secondary description

		
Antharice Gray	Cold Gray	Concrete Gray
HEX #686D71	HEX #BFC2C4	HEX #E3E5E6
RGB 104,109,113	RGB 191,194,196	RGB 227,229,230

Color scheme balance

Black and white are mainly used for background.
Red for highlights, gray for charts and buttons.



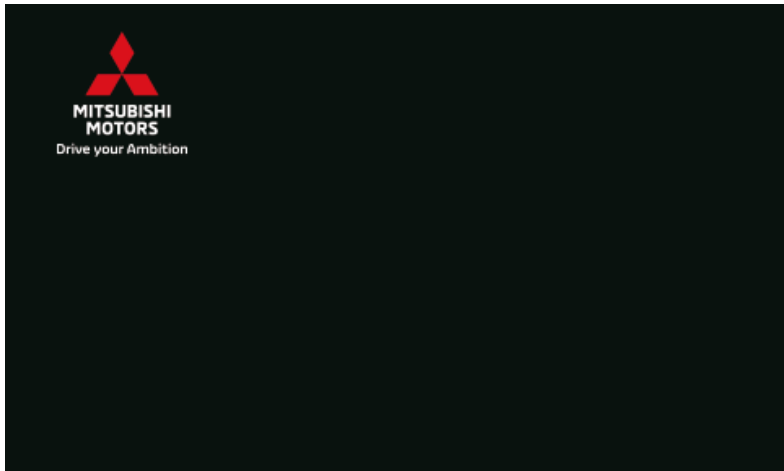
9.1.5 CORE ELEMENTS **TYPOGRAPHY**

Basically, MMC font should be used. If it is difficult to display MMC font, use Verdana.
Please use MMC Bold for highlights, such as the model name, titles and buttons.
Also use MMC Medium for headings and MMC for explanations.
Use DB Heavent font for Thai and Cairo font for Arabic. *Refer to 5.2.4 TYPOGRAPHY for details.

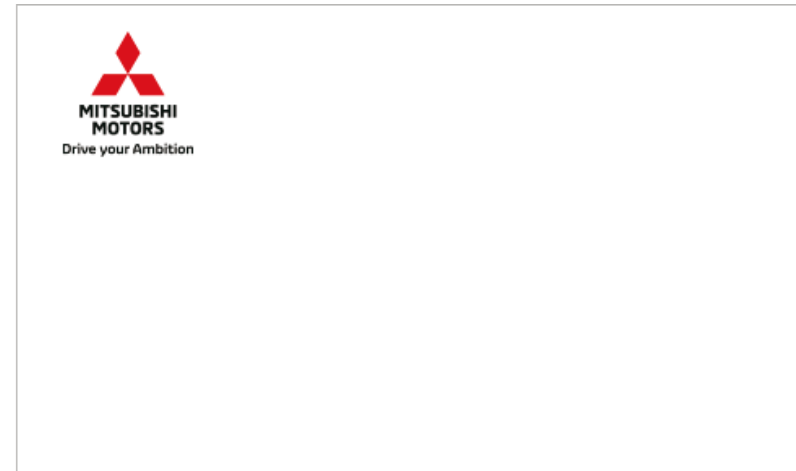
MMC font		
Standard	MMC	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)
	MMC Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)
	MMC Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)

9.1.5 CORE ELEMENTS COMBINATION OF BACKGROUND COLORS AND LOGO

For parts that appeal to the brand, please use black mainly. Also, please use white for the parts that give priority to readability (such as explanations).



BACKGROUND COLOR
MITSUBISHI MOTORS Black



BACKGROUND COLOR
MITSUBISHI MOTORS White

9.1.5 CORE ELEMENTS NEW WEBSITE DESIGN CONCEPT

The treatment we're proposing aims to bring to life the new brand, its values, and core functional truths. We meet our aims through the tone of voice, proposed art direction, imagery and asset usage. Beyond this, and specifically to digital, we're putting a heavy emphasis on interaction and motion design to play a key role in establishing the right behavior that aligns with our brand personality.

Brand Integration

Stylistically we're aiming for a consistent look and feel that pulls from wider brand devices such as the Dynamic Slope, alignment with the color ratio, and the MMC type treatment. Combining these elements, we aim to evoke a sense of adventure, progressiveness, and exploration showcasing the craftsmanship and detail of our products.

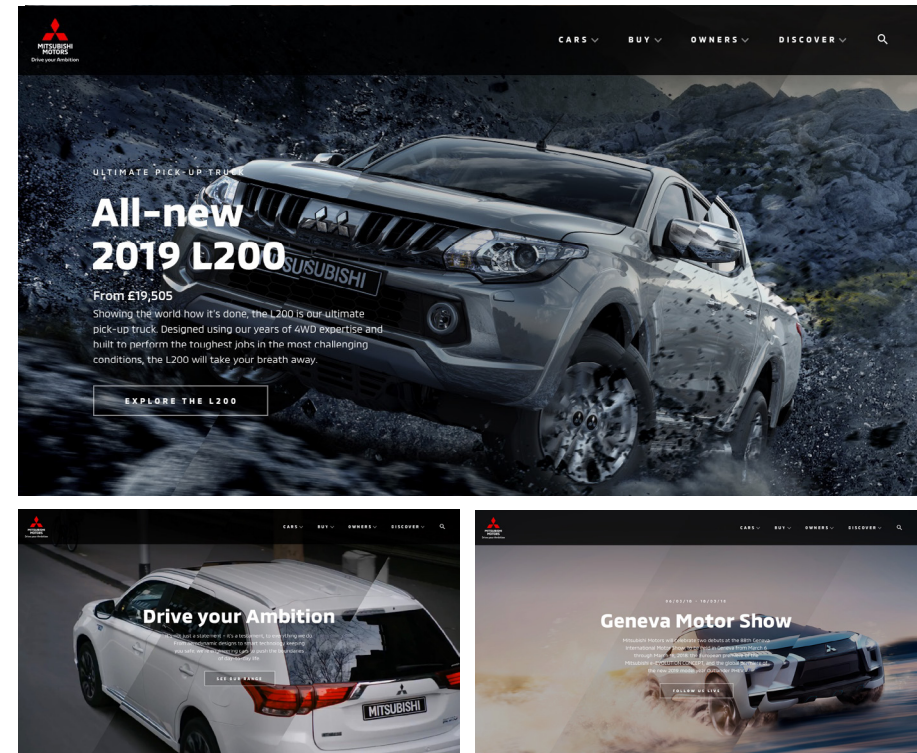


Fig. A Stills from the creative concept video, illustration hero transitions leveraging the Dynamic Slope.

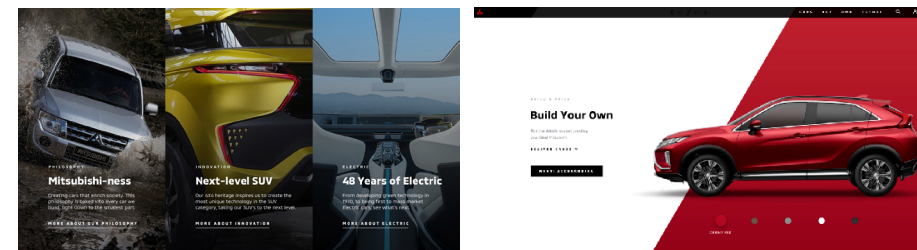


Fig. B Balancing out imagery, negative space, and type to create balance whilst maintaining a sense of motion.

Note: work on the Digital Platform is currently under way and snapshots in this document are to be considered work-in-progress.

9.1.5 CORE ELEMENTS **VISUAL IMAGE FOR TOP PAGE AND MAIN LANDING PAGES**

On the top page and main landing pages, a product centered “Adventurous & Progressive” image or video should be used.



9.1.5 CORE ELEMENTS VISUAL IMAGE : TONE OF VOICE

Images or videos on the website should reflect all of the Mitsubishi Motors' tone of voice.

Optimistic (dynamic + grounded)



Tough (humble + bold)



Inspiring (pioneering + realistic)



Masterful (compassionate + dependable)



9.1.5 CORE ELEMENTS COMPONENTS OF THE FUTURE WEBSITE

It is important to realize new MMC brand value across various digital touch points.

By introducing elements and suggestions articulated in this document, we plan to establish unique and consistent brand value in the world.

① Logo

To be placed with the consideration of the isolation rule and combination of the background color

② Navigation & Original Contents

Recommend to launch original contents to illustrate new MMC brand value and world, in addition to basic items such as model information, dealership locator, or owners' community

③ Visual Image

Refer to the previous page and sample visuals.

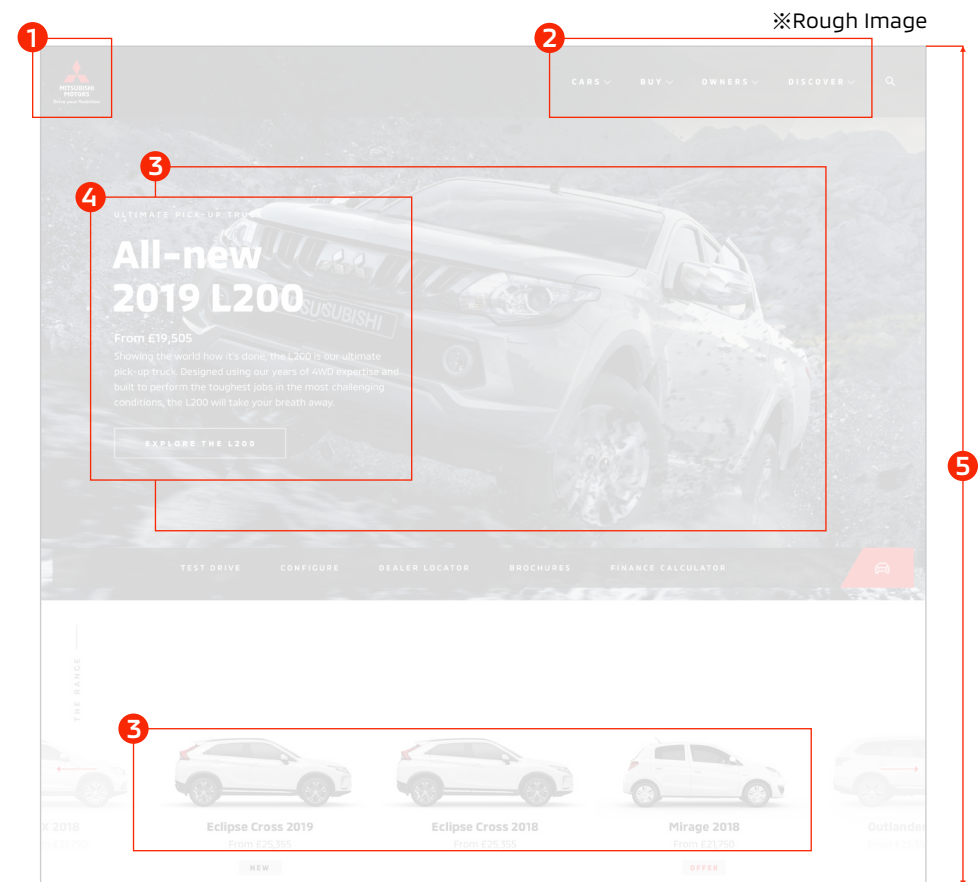
④ Brand Typeface

All typeface is MMC font. If it is difficult to display MMC font, use Verdana.

⑤ Color Palette

Black and white are mainly used for background. Red for highlights, gray for charts and buttons.

- Layout needs to be responsive
- Share button for Facebook prohibited



9.1.5 CORE ELEMENTS DESIGN POINTS FOR MOBILE DEVICES

Responsive

- The mobile site should be responsive, and contain all the same information as the desktop site.
- A responsive design will make your site mobile-friendly.
- It will improve how it looks across devices (Desktop, Tablet, Smartphone).
- It can help increase the amount of time users spend on the site and can help improve search engines ranking.

Logo

- The Mitsubishi Motors logo should be displayed prominently in the top middle of the navigation bar.

Easy navigation

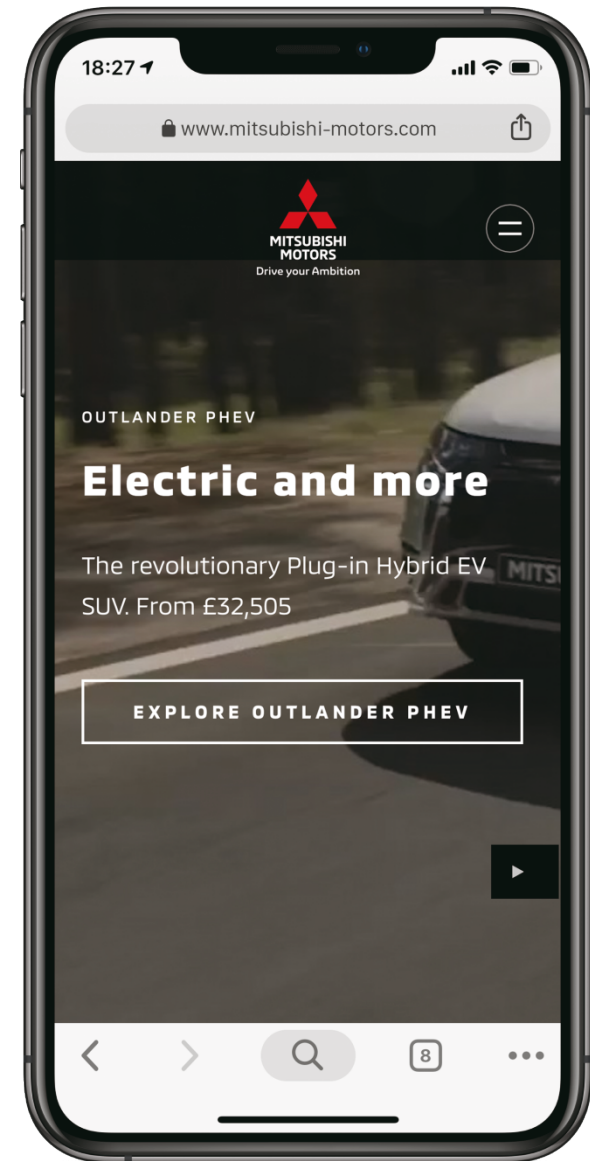
- As well as key sections, the mobile navigation menu should also contain the Key Buying Action (KBA) links.

Single column layout

- Use a single column of content, which will fit the entire width of the screen.
- Avoid content which required sideways scrolling or zooming in / out.

Reduce image and video file sizes

- Ensure images and videos are optimised for faster loading on mobile devices, as bandwidth may be limited for users.
- Research has shown slow loading or stalling videos may cause users to abandon a page after only 2 seconds.



9.1.5 CORE ELEMENTS GUIDANCE FOR CALL TO ACTION

Call to Action Buttons

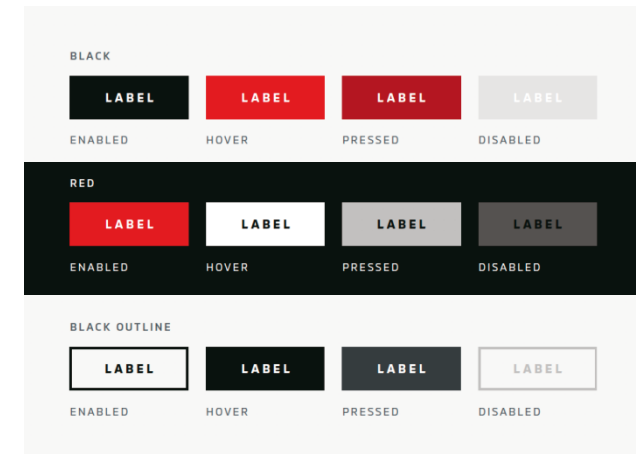
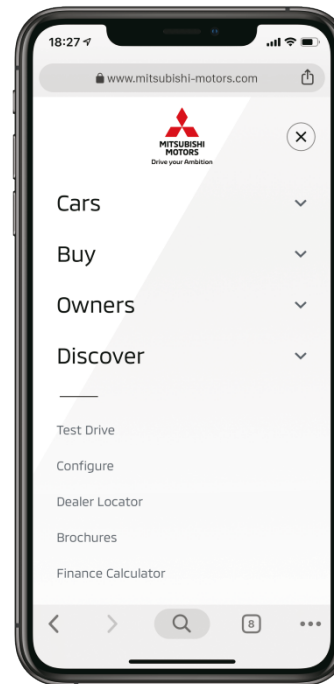
- Tips on Call to Action (CTA) buttons
- ✓ Keep the size, style and color of your CTA buttons consistent throughout the site

Encourage Users to Take Action

- Review your own website and check for points such as:
- ✓ Is each page clear, in leading consumers to take the next step?
- ✓ Does every page have a call-to-action?
- ✓ Are the Key Buying Actions easily accessible from every page / navigation menus?

Lead Generation Forms / Detail Input Forms

- Best practice for customer detail input forms is shown on the right side.



Enquire online

WHAT IS THE NATURE OF YOUR ENQUIRY? *

General Enquiry

FIRST NAME *

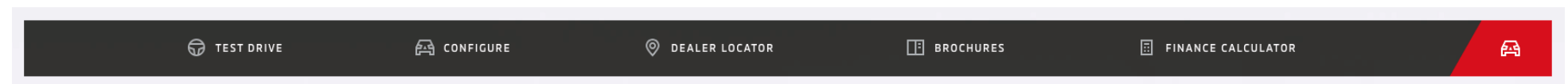
SURNAME *

EMAIL ADDRESS *

PHONE NUMBER *

COMPANY NAME (OPTIONAL)

YOUR MESSAGE *



9.1.5 CORE ELEMENTS GLUE - LIVING STYLE GUIDE

GLUE

A living style-guide

GLUE (Global User Experience library) is a digital library that consolidates MMC Digital Visual Identity, best practices and implementation examples into a single, easy-to-access website.

Design + Experience consistency

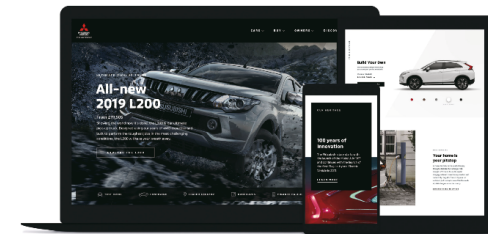
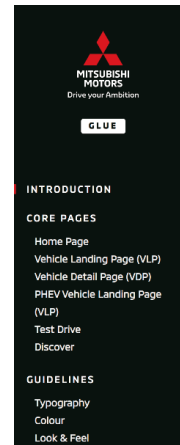
- Available to all MiPulse platform distributors and online marketing initiatives.
- Sites that are outside the core platform can use GLUE style-guide as a foundation to ensure design consistency.
- GLUE gives guidance on usage of the components to reflect the MiPulse overall look and feel, and ensure optimal user experience.

Easy to use

- GLUE also provides a playground functionality where all modules are available in a simple drag-and-drop tool. Also providing a mechanism to preview modules in languages not supported by the MMC font.

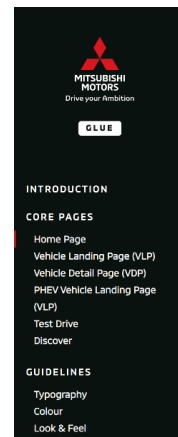
Access

- <https://www.glue.mipulse.co>
- Username: omp-glue Password: LxQhN9tQmXrWIZbJ



Our Design Principles

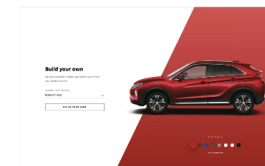
The design principles are drawn from the art direction and therefore inheriting the brand values. They will help to enforce clarity on the design direction and provide a solid base for reference for solutions.



3-Up Panel

This component has been designed to add quick links to important branded content within the site. As the name suggests, the 3-Up Panel has three sections which can be used to communicate three different topics. For example: Heritage, Philosophy and Plug-in Hybrids. Or it can be used for topics around the same theme, for example: Electric Vehicles.

[See Component](#)



Mini Configurator (Locked)

Consumers build a stronger connection with our vehicles with if the path to configuring a potential car is made easy. This component is the perfect example. Even though we've given the user a very light touch configuration experience – they can change the colour – this adds some playful character to the page to make it more interactive and less passive.

[See Component](#)



50:50

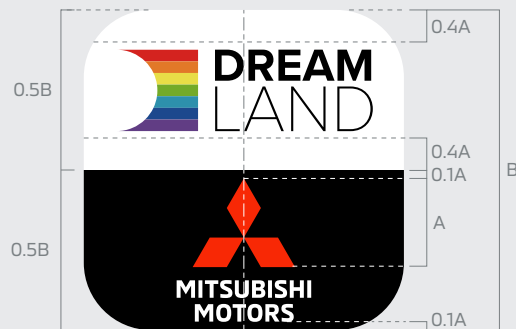
9.1.5 CORE ELEMENTS APP ICONS FOR DISTRIBUTORS AND DEALERS

Please observe the following rules when creating app icons for Mitsubishi Motors distributors and dealers.

1. Place the distributor's or dealer's name in the top half and the Mitsubishi Motors corporate mark (basic format [vertical] "  ") in the lower half.
2. The top half can be freely designed, but must have a single-color background (not a gradation).
3. The lower half must have a black background.
4. Observe the following isolation rules.

These rules do not comply with standard requirements for the Mitsubishi Motors corporate mark (9.1.5 Core Elements, Logo), but are required in the app icon to ensure clear, isolated visibility.

App icon examples for reference



Distributor's or dealer's name and Mitsubishi Motors corporate mark should be centered horizontally.



Distributor's or dealer's name and Mitsubishi Motors corporate mark should be centered horizontally.

Notes:

- The content accessed from the app icon must display "Mitsubishi Motors Authorized Dealer" somewhere on all of the pages (distributors and dealers can decide where).
- The content accessed from the app icon must be related to an ad for a Mitsubishi Motors product or service. If the linked content includes any content from another brand, the app icon containing the Mitsubishi Motors corporate mark cannot be used.

9.1.6 Application of Core Elements and Guidelines

In order to establish MMC's consistent brand presence across the region, we encourage all stakeholders and related parties to follow these digital design guidelines.

Due to the different business status in each country/area, we do not force all players to strictly obey everything. Depending on the nature of business, each entity may rely on local original activation plans.

Guideline Items – Scope of Application by Operating Regions

 Encouraged to follow the brand manual (digital part)

	Digital Design	Website Production	SNS
Tier 1 Being managed by HQ (e.g.) mitsubishi-motors.com mitsubishi-motors.com/en/showroom/ mitsubishi-motors-euro.com	Logo Color Palette Brand Typeface Combination of Background and Logo	New website design Concept Website Structure *template powered by CMS	SNS Tone and Manner Others on SNS Guideline
Tier 2 Being managed by distributors (e.g.) mitsubishi-motors.co.jp mitsubishi-cars.co.uk mitsubishi-motors.co.th . . .			
Tier 3 Being managed by dealerships (e.g.) kanto-mitsubishi-motor-sales.com			

To Be Determined Later

9.2 SNS GUIDELINES

9.2.1 Introduction

9.2.1.1 The purpose of these guidelines

9.2.1.2 Submit SNS account

9.2.2 Creative strategy

9.2.2.1 SNS Account Name / User Name / Page

9.2.2.2 SNS Account Image / Profile Image

9.2.2.3 Cover Images on SNS Page

9.2.2.4 Creative / Photograph

9.2.2.5 Creative / Cautions for events

9.2.2.6 Creative / Other cautions

9.2.2.7 Hashtag Strategy Guidelines

9.2.3 User communication

-TBD

9.2.4 Operation flow

-TBD

9.2.1.1 The purpose of these guidelines

These guidelines provide information regarding the minimum rules and how to effectively utilize for SNS marketing.

*Regularly updates will be made when the SNS platform rules or algorithm change, in addition to any changes in the SNS marketing trend.

9.2.1.2 Submitting SNS account

When creating new SNS accounts (Facebook, Twitter, Instagram, YouTube, etc), please submit the following contents to the Overseas Marketing Planning Dept. Even for existing SNS accounts (Facebook, Twitter, Instagram, YouTube, etc) as well, please submit the following contents to the Overseas Marketing Planning Dept.

Submit to : Overseas Marketing Planning Dept.

Int.portal@mitsubishi-motors.com

Content to be submitted

- SNS media channel
- Account name
- URL
- Scheduled date for the public (date if already created)
- Account administrator
- etc.

※Actual content will be informed separately by the Overseas Marketing Planning Dept.

9.2.2.1 SNS Account Name / User Name / Page Name

Recommend to follow the rules below for set up



Facebook Page Name

Mitsubishi Motors USA

Corporate Name

Country Name

Facebook username

@MitsubishiMotorsUSA

Corporate Name

Country Name

No space between words, First letter in word is in capital



Instagram name

Mitsubishi Motors USA

Corporate Name

Country Name

Space between words, First letter in word is in capital

Instagram User Name

mitsubishimotorsusa

Corporate Name

Country Name

All small letters



Twitter Account Name

Mitsubishi Motors USA

Corporate Name

Country Name

Twitter screen_name

@MitsubishiMotorsUSA

Corporate Name

Country Name

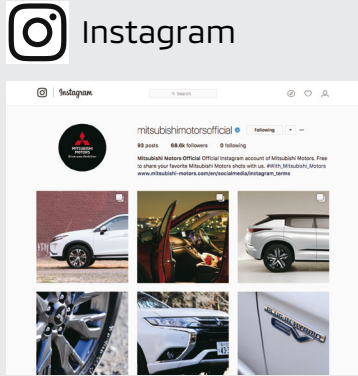
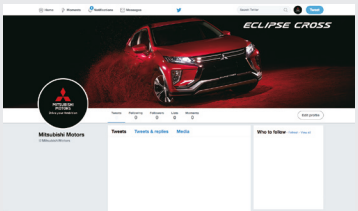
No space between words, First letter in word is in capital

What to do if you already have or use a different account name. You may continue to use your existing account name, but we fully recommend that you follow the above rules.

9.2.2.2 SNS Account Image / Profile Image

Use the following account/profile images depending on the media cautions.

- Use the original size do not enlarge images.
- Recommend using BACKGROUND COLOR Black.
- As an exception, Account Images and Profile Images do not follow the logo regulations.

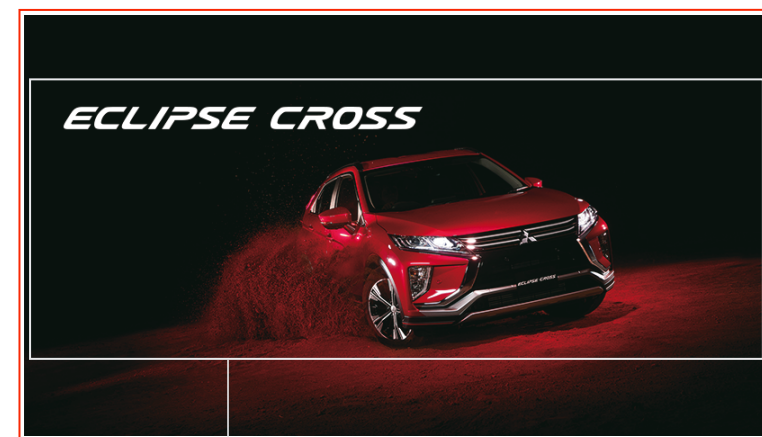
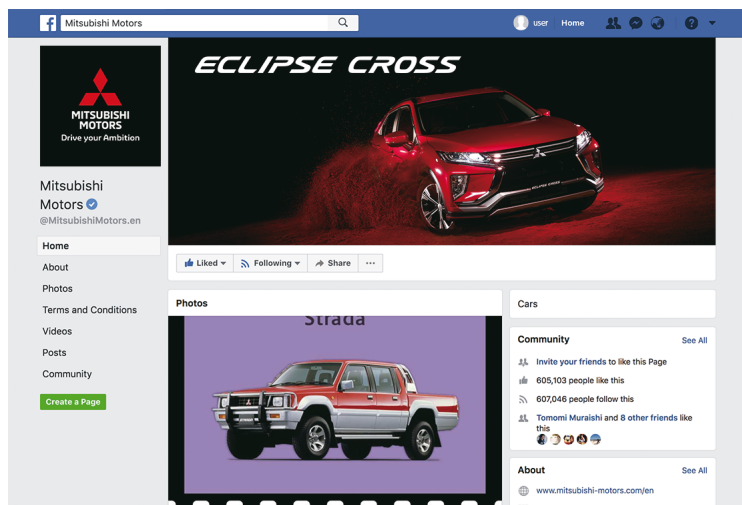
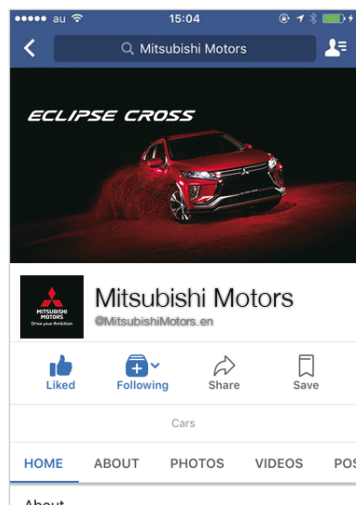
Square	Positive circle			
 	   			
Incorrect Use				
 horizontal & vertical	 Clear space	 Only Corporate Mark	 Fill with patterns	 Old CI

9.2.2.3 Cover Images : Facebook Page

The standard is the smart phone, make sure that the elements are not cut off.

Produce at full width of 820 × 362px height, the mandatory visible area is 820 × 312px.

Do not place sales info, only show branding message, model name and event name.



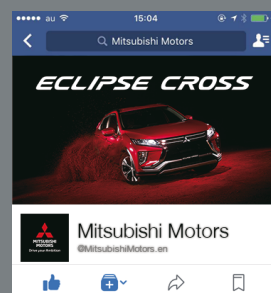
Desktop display area 820px × 312px

Smartphone display area 820px × 462px

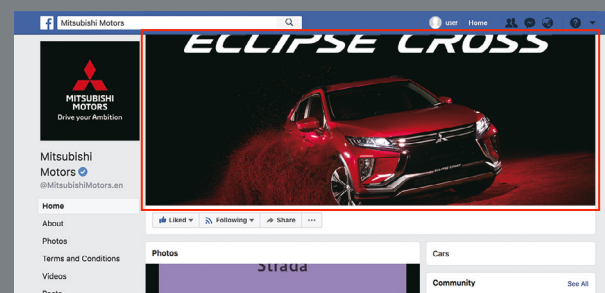
Incorrect Use

Please be sure that all logos and texts are visible both on Desktop and Smartphone

Smart Phone



Desktop

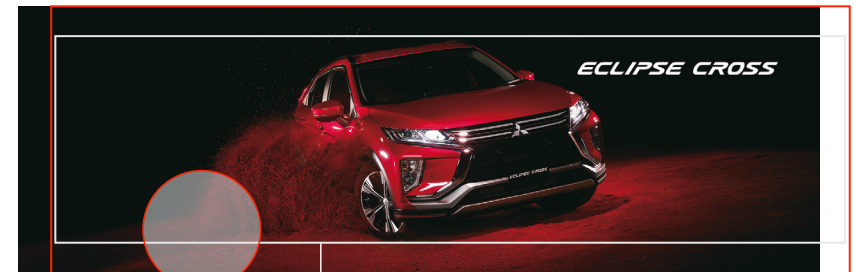
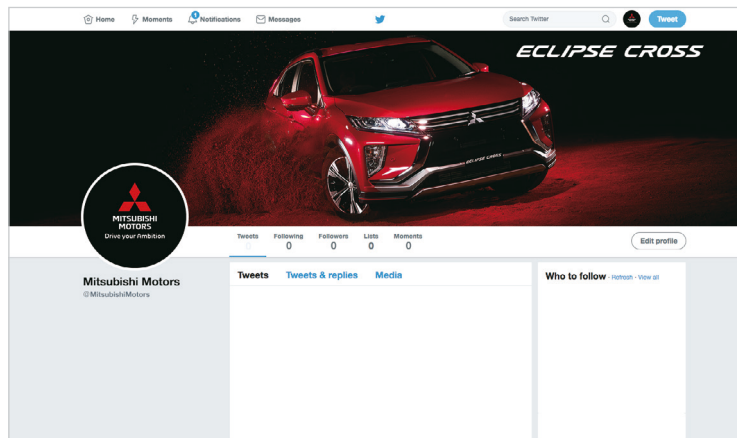


9.2.2.3 Cover Images : Twitter Page

The standard is the smart phone, make sure that the elements are not cut off.

Produce at full width of 1920 × 640px height, the mandatory visible area is 1920 × 480px.

Do not place sales info, only show branding message, model name and event name.



Desktop display area 1920px × 480px

Smartphone display area 1920px × 640px

Desktop Profile Image

Incorrect Use

Please be sure that all logos and texts are visible both on Desktop and Smartphone

Smart Phone



Desktop



9.2.2.4 Creative / Photographs

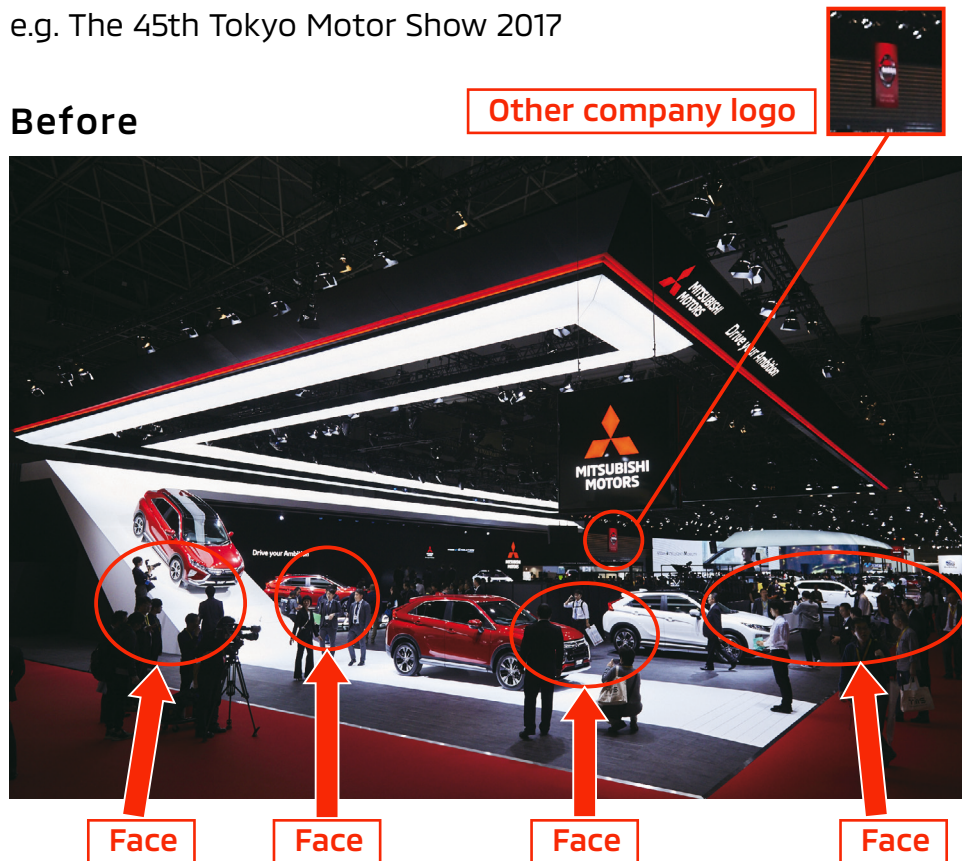


9.2.2.5 Creative / Cautions for events

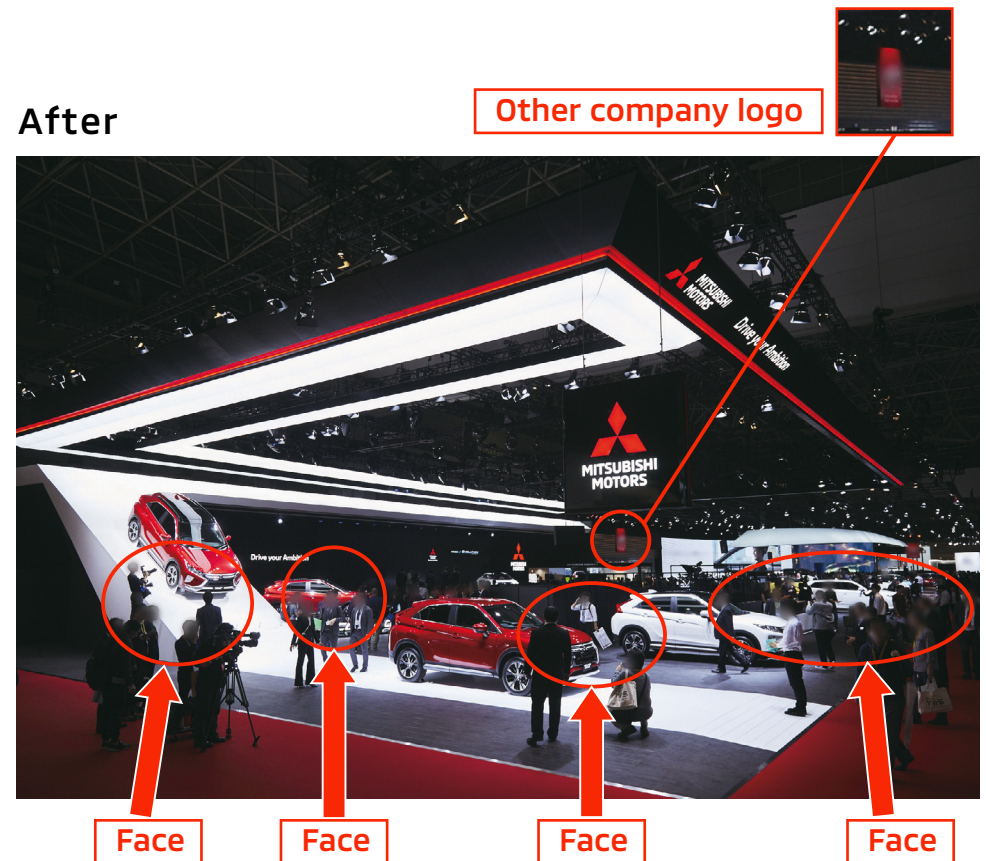
Be careful not to show objects such as people (faces), other company products/logo, characters with copyrights without permission. (In case they show up, trim, erase or blur.)

e.g. The 45th Tokyo Motor Show 2017

Before



After



9.2.2.6 Creative / Other cautions

Do not show images that include the following:

Alcohol, hot-rod cars, cars that have been in accidents, dangerous driving, other competitor cars, old CI, etc

Alcohol



Hot-rodder



Old CI



9.2.2.7 HASHTAG STRATEGY GUIDELINES

Adding hashtags to respective SNS posts will help increase new visits and MMC brand awareness.

Please refer to the below guidelines and table whenever posting on SNS so all posts by HQ/distributors will be linked when users search the hashtags. This will make it easier to be reached and will enhance MMC's presence by building consistency.

Instagram

- All posts must use "Corporate Brand" & "Model Brand" (in model posts) hashtags in English as decided by HQ. They may be included in the main body of text, and can be either inside or after the text depending on the post.
- As an option, distributors can add a "Model Brand" hashtag in English or the local language to expand exposure from a marketing point of view. Optional hashtags must be either in the main body of text or the comment area as specified in the following table.
- Hashtags for "Lifestyle" posts should avoid broad words and be narrowed down to increase MMC-ness. e.g. "#camp" is too broad, narrow the hashtag down to "#campwithcar".

Others

- Refer to the following table and utilize them depending on the post.

9.2.2.7 HASHTAG STRATEGY GUIDELINES

Hashtag Category	Recommended Hashtags	Hashtag decider	Must/Option	Where	Language
Corporate Brand	#MitsubishiMotors #DriveyourAmbition	Headquarter	Must	Main body	English
Corporate/Model Brand	#Mitsubishi+Model Name *see samples #Vehicle type (SUV/PHEV) #Functional feature (SAWC, PHEV)	Headquarter	Must for model posts	Main body	English
Model Brand/Campaign	#Big Idea #Campaign theme	Headquarter/Distributors	Option	Main body	English/ Local language
Model Brand	#Mitsubishi+Model Name *see samples #Vehicle type (other than SUV/PHEV) #Functional feature (other than SAWC, PHEV)	Headquarter/Distributors	Option	Comment	English/ Local language
Lifestyle	#Other post related words	Headquarter/Distributors	Option	Comment	English/ Local language
Other Sales Campaign	#Sales Campaign Name	Headquarter/Distributors	Option	Main body	English/ Local language

Model name hashtags samples:

#MitsubishiEclipseCross #MitsuishiTriton #MitsubishiOutlanderPHEV #MitsubishiPajeroSports #MitsubishiXpander etc.

Hashtags not to use:

#Mitsubishi #Mitsu #DriveAtEarth

