

# STI Logo Specifications & Application Guide

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**Introduction:** The STI logo has two primary applications: It represents the STI company and it represents the STi Subaru Impreza model. While the graphic symbol is the same for each, it is different when standard type is used in written text as shown below.

- a. The “STI” used for the company always uses Capitol Letters. It is never written STi, Sti or S.T.I.
- b. The “STi” used to represent the Impreza model is used with a lower case “i”. For example: STI is developing the new Impreza “STi” model.

## 1. STI Logo Types: There are three basic forms for the STI logo, each may be used with or without a background field:

- a. STI logo alone.



- b. STI logo with SUBARU TECNICA INTERNATIONAL below STI.



- c. STI logo with SUBARU TECNICA INTERNATIONAL to the right of STI.



**Note:** i. In both cases b. and c., the “INTERNATIONAL” must always appear below “SUBARU TECNICA”. It must never be used as a long sentence next to or below STI.

SUBARU TECNICA INTERNATIONAL is never used without the STI logo. The only exception is clothing, and only if the STI also appears elsewhere on the same clothing.

## 2. Logo Color Specifications:

- a. The STI logo when used alone can be **Black, White, Silver or Pantone Process Magenta “C”**.



- b. **When STI is used with SUBARU TECNICA INTERNATIONAL** it can be all black, all white or “Magenta C” and Pantone 425C (Gray)



- c. When used with a background, the background may be **Black, White, Silver or Pantone Process Magenta “C”** . The STI logo must of course be a contrasting color.



- d. **Special Materials:** The STI logo may also be embossed or raised in metal or leather emblems using the natural material colors.
- e. The SUBARU TECNICA INTERNATIONAL type can be **Black, White, Silver** (clothing) or **Pantone 425C (Gray)**
- When the STI logo is **Magenta “C”**, the SUBARU TECNICA INTERNATIONAL should be **Pantone 425C. (Gray)**.
  - The SUBARU TECNICA INTERNATIONAL lettering should never be Magenta.



3. **Background Field Size, shape, position:** (only if using a background color box)
- Size:** The Background must have open space around the STI logo equal to 1/2 the height of the logo in all directions, top, bottom, left and right.
  - Shape:** The background field should be either none or the rectangular shape with the proportions as described above. It should not be placed in other shapes such as circles, ovals, stars etc. This does not apply if STI is placed on a shaped object, for example a gearshift knob. The logo should not be distorted to fit a special shape.
  - Position:** The STI logo should not be placed on the diagonal or with diagonal, curved or perspective text.
4. **Minimum size:** The minimum size for printing in any media should be 10 mm wide.
5. **Improper use:** Do not use the STI logo:
- combined with other brands
  - in a diagonal position or distorted in shape or proportions
  - in another border shape or other colors or textures
  - with a shadow or other 3D graphic effect