



Dear Sir or Madam,

First of all, let us thank you for your ongoing support in promoting YANMAR products and services.

In order to strengthen the YANMAR brand, we are continuously working on ways to improve. One of the goals we have set ourselves is to better align our promotional activities with you to strengthen us both.

As of January 2019, YANMAR supplies STAGE V Certified engines.

Please find attached the newly designed YANMAR advertisement campaign to help you to make more effective use of the transfer period to STAGE V engines. When advertising the YANMAR brand, we urge you to use this advertisement style.

We have made sure there is enough space for you to use your own logo and your own contact information. In the attachment you can find three formats: A4 portrait, A5 landscape, and 1/3 page. The first page explains how to position logos and other information, while on the next page you can see an example how it looks when completed.

Also, the STAGE V brochure is included for your convenience. Feel free to use it either in a digital version or in print in your future ad campaigns.

All digital assets can be used by your company using your native language. This document serves as a guide. The brochure and advertisements are available in an open source format (illustrator) and can be downloaded together with other assets at Yanmar Asset Management System at <https://yanmar.mediafiler.net/>

If you don't have the log-in details to hand contact [kim\\_mulder@yanmar.com](mailto:kim_mulder@yanmar.com).

When in our Asset Management System, on the left bottom corner there is a direct link to Industrial – Stage V Advertisement Kit. Here you can download all assets.

Do not hesitate to contact us with any questions.

We look forward to your feedback.

Kind regards,  
Dana van Kammen  
Assistant Manager  
Brand Promotion Dept.  
Yanmar Europe B.V.

**YANMAR**



**ADVERTISEMENT KIT  
SIZE 1/3 PAGE**

**YANMAR**

THIS SPACE IS RESERVED  
FOR AN OPTIONAL LOGO

Heading in DIN Black Italic 20pt/19

# ***THIS HEADING TAKES UP TO TWO TWO LINES***

- ✓ This is a true unique selling point
- ✓ Number two of the list of max 4 USP's
- ✓ Another important thing about the engine
- ✓ Helvetica Neue LT Std, 55 Roman 9,5/15

***STAGE 5***  
***CERTIFIED***



***DIN BLACK ITALIC 9,5PT: LINE SHOWS UPCOMING EVENT***

(all in Helvetica Neue LT Studio 55 Roman, 7,5pt, @ in 75 Bold)

Tel: +00 0000 000 000 email@website.com www.website.com

***THE FOLLOWING PAGE SHOWS  
WHAT THE ABOVE PAGE WOULD LOOK LIKE  
FOR, IN THIS CASE, BARRUS***



# **WITH YANMAR YOU MAKE THE SAFE CHOICE**

- ✓ Best in Class Fuel Consumption
- ✓ 6.000 hours DPF maintenance interval
- ✓ Specialists to assist with safe transition
- ✓ Full engine range from 3 - 155kW

**STAGE 5**  
**CERTIFIED**



**VISIT US AT PLANTWORX, 11<sup>TH</sup> - 13<sup>TH</sup> JUNE 2019, STAND DC7**

Tel: +44 1896 363 692 [industrial@barrus.co.uk](mailto:industrial@barrus.co.uk) [www.barrus.co.uk](http://www.barrus.co.uk)



**ADVERTISEMENT KIT  
SIZE A4 PAGE**

**YANMAR**

THIS SPACE IS RESERVED  
FOR AN OPTIONAL LOGO

2xA  
(=20 mm)

2xA  
(=20 mm)

A (=10 mm)



Heading in DIN Black Italic 36pt/35

# ***THIS IS A HEADING THAT TAKES TWO LINES***

A  
(=10 mm)



**STAGE 5**  
**CERTIFIED**

- ✓ This is a true unique selling point
- ✓ Number two of the list of max 4 USP's
- ✓ Another important thing about the engine
- ✓ Helvetica Neue LT Studio, 75 Bold 10,5/16

**DIN BLACK ITALIC 10PT: THIS LINE SHOWS UPCOMING EVENT ON A CERTAIN DATE YANMAR HALL 9 STAND 999**

Tel: +00 0000 000 000 [email@website.com](mailto:email@website.com) [www.website.com](http://www.website.com)

(all in Helvetica Neue LT Studio 55 Roman, 9pt, @ in 75 Bold)

THIS SPACE IS RESERVED  
FOR AN OPTIONAL LOGO

2xA  
(=20 mm)

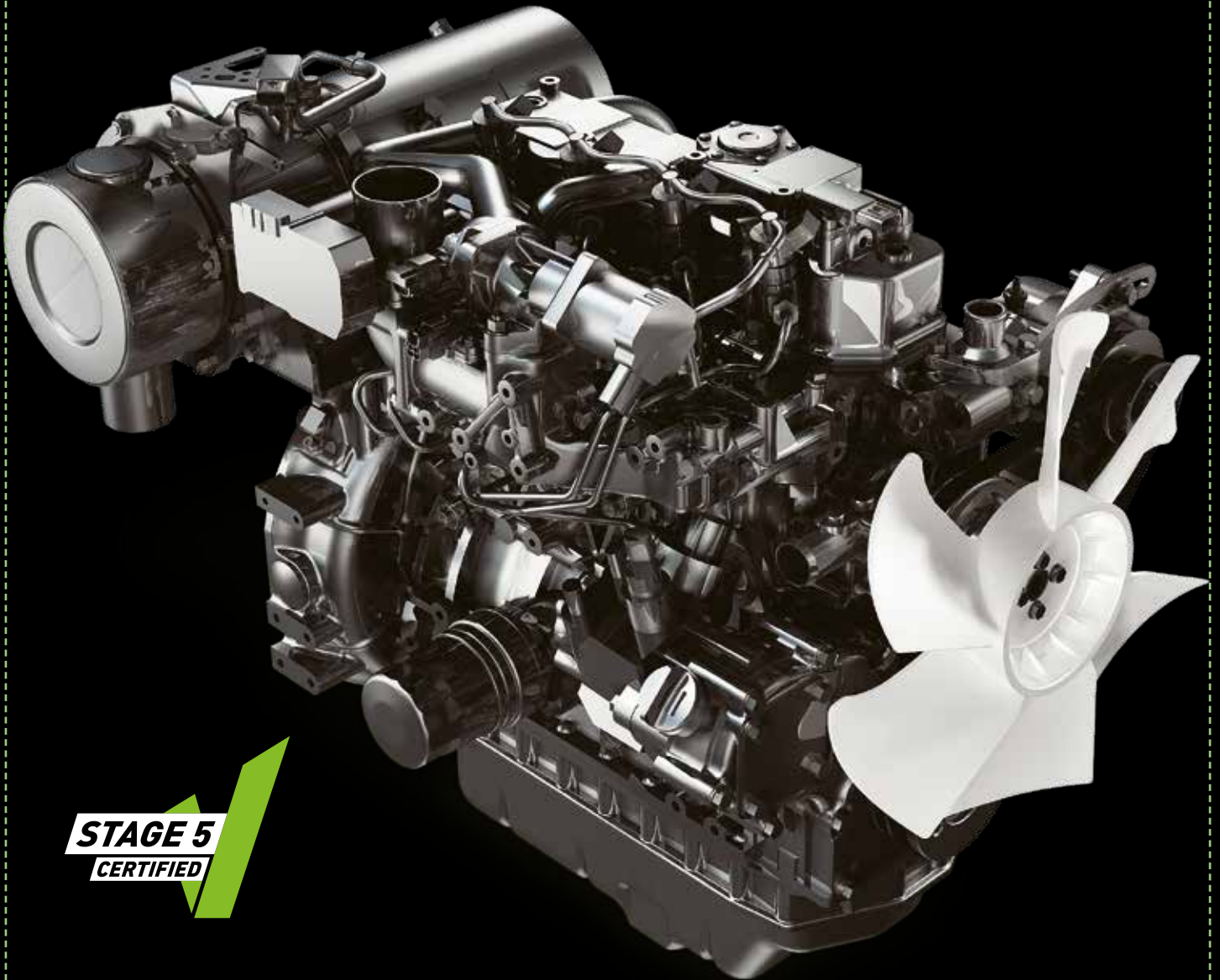
2xA  
(=20 mm)

A (=10 mm)



# ***THIS IS A HEADING THAT TAKES TWO LINES***

A  
(=10 mm)



**STAGE 5**  
**CERTIFIED**

- ✓ This is a true unique selling point
- ✓ Number two of the list of max 4 USP's
- ✓ Another important thing about the engine
- ✓ Helvetica Neue LT Studio, 75 Bold 10,5/16



THIS SPACE IS RESERVED  
FOR AN OPTIONAL LOGO

2xA  
(=20 mm)

2xA  
(=20 mm)

A (=10 mm)



# THIS IS A HEADING THAT TAKES TWO LINES

A  
(=10 mm)



**STAGE 5**  
**CERTIFIED**

- ✓ This is a true unique selling point
- ✓ Number two of the list of max 4 USP's
- ✓ Another important thing about the engine
- ✓ Helvetica Neue LT Studio, 75 Bold 10,5/16

These columns are reserved for optional information.  
It is in Helvetica Neue LT Studio, 55 Roman 9/15. The  
image should contain an engine. Preferably shot 'from

below', as done in the Power Up campaign. Igentusam  
incipiunt eat quas ducium quatquidem et prae omolup  
taeratem. Ut la destrum que quis peems hen danimm.

THIS SPACE IS RESERVED  
FOR AN OPTIONAL LOGO

2xA  
(=20 mm)

2xA  
(=20 mm)

A (=10 mm)



# THIS IS A HEADING THAT TAKES TWO LINES

A  
(=10 mm)



**STAGE 5**  
**CERTIFIED**

- ✓ This is a true unique selling point
- ✓ Number two of the list of max 4 USP's
- ✓ Another important thing about the engine
- ✓ Helvetica Neue LT Studio, 75 Bold 10,5/16

These columns are reserved for optional information.  
It is in Helvetica Neue LT Studio, 55 Roman 9/15. The  
image should contain an engine. Preferably shot 'from

below', as done in the Power Up campaign. Igentusam  
incipunt eat quas ducium quatquidem et prae omolup  
taeratem. Ut la destrum que quis peems hen danimm.

**DIN BLACK ITALIC 10PT: THIS LINE SHOWS UPCOMING EVENT ON A CERTAIN DATE YANMAR HALL 9 STAND 999**

THIS SPACE IS RESERVED  
FOR AN OPTIONAL LOGO

2xA  
(=20 mm)

2xA  
(=20 mm)

A (=10 mm)



# THIS IS A HEADING THAT TAKES TWO LINES

A  
(=10 mm)



**STAGE 5**  
**CERTIFIED**

- ✓ This is a true unique selling point
- ✓ Number two of the list of max 4 USP's
- ✓ Another important thing about the engine
- ✓ Helvetica Neue LT Studio, 75 Bold 10,5/16

## **THIS OPTIONAL HEADING TAKES JUST ONE LINE**

The red heading is in Din Black Italic 10/15. These columns are reserved for optional information. It is in Helvetica Neue LT Studio, 55 Roman 9/15. The image should contain an engine. Preferably shot 'from below',

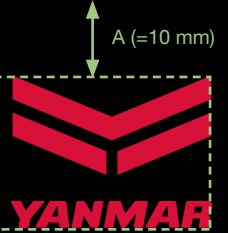
as done in the Power Up campaign. Igentiusam incipis unt eat as ducium quatquidem et prae ommolup taera tem. Ut la destrum que quis peems hen da nimporem quis aliquam serissumque sume nos et qui dolorereped quis ut quam rem et etur, ut officii. Mod moloqui be.

***THE FOLLOWING PAGES SHOW  
WHAT THE ABOVE PAGES WOULD LOOK LIKE  
FOR, IN THIS CASE, BARRUS***



2xA  
(=20 mm)

2xA  
(=20 mm)



# WITH YANMAR YOU MAKE THE SAFE CHOICE



**STAGE 5**  
CERTIFIED

- ✓ Best in Class Fuel Consumption
- ✓ 6.000 hours DPF maintenance interval
- ✓ Specialist team to assist with safe transition
- ✓ Full engine range from 3 - 155kW

VISIT US AT PLANTWORX, 11<sup>TH</sup> - 13<sup>TH</sup> JUNE 2019, STAND DC7



2xA  
(=20 mm)

2xA  
(=20 mm)

A (=10 mm)



# WITH YANMAR YOU MAKE THE SAFE CHOICE

A  
(=10 mm)



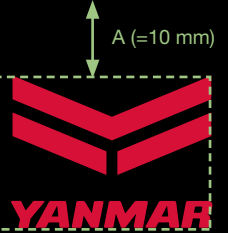
**STAGE 5**  
**CERTIFIED**

- ✓ Best in Class Fuel Consumption
- ✓ 6.000 hours DPF maintenance interval
- ✓ Specialist team to assist with safe transition
- ✓ Full engine range from 3 - 155kW



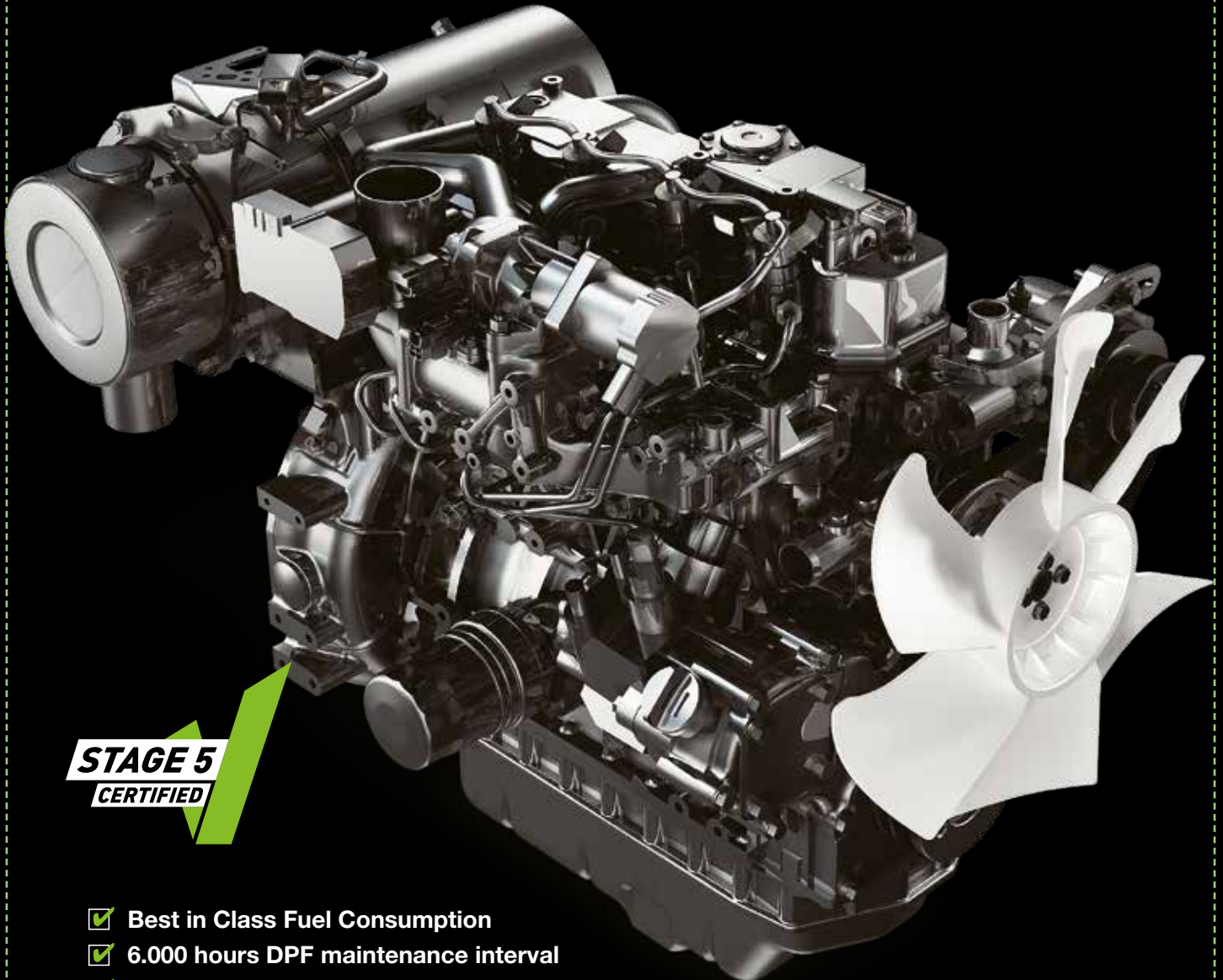
2xA  
(=20 mm)

2xA  
(=20 mm)



A  
(=10 mm)

# WITH YANMAR YOU MAKE THE SAFE CHOICE



**STAGE 5**  
**CERTIFIED**

- ✓ Best in Class Fuel Consumption
- ✓ 6.000 hours DPF maintenance interval
- ✓ Specialist team to assist with safe transition
- ✓ Full engine range from 3 - 155kW

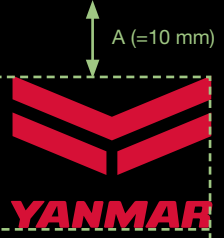
These columns are reserved for optional information. It is in Helvetica Neue LT Studio, 55 Roman 9/15. The image should contain an engine. Preferably shot 'from

below', as done in the Power Up campaign. Igentusam incipsunt eat quas ducium quatquidem et prae omolup taeratem. Ut la destrum que quis peems hen danimem.



2xA  
(=20 mm)

2xA  
(=20 mm)



A  
(=10 mm)

# WITH YANMAR YOU MAKE THE SAFE CHOICE



**STAGE 5**  
CERTIFIED

- ✓ Best in Class Fuel Consumption
- ✓ 6.000 hours DPF maintenance interval
- ✓ Specialist team to assist with safe transition
- ✓ Full engine range from 3 - 155kW

These columns are reserved for optional information. It is in Helvetica Neue LT Studio, 55 Roman 9/15. The image should contain an engine. Preferably shot 'from

below', as done in the Power Up campaign. Igentusam incipunt eat quas ducium quatquidem et prae omolup taeratem. Ut la destrum que quis peems hen danimem.

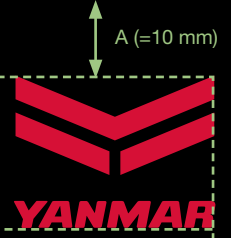
VISIT US AT PLANTWORX, 11<sup>TH</sup> - 13<sup>TH</sup> JUNE 2019, STAND DC7





2xA  
(=20 mm)

2xA  
(=20 mm)



A  
(=10 mm)

# WITH YANMAR YOU MAKE THE SAFE CHOICE



**STAGE 5**  
**CERTIFIED**

- ✓ Best in Class Fuel Consumption
- ✓ 6.000 hours DPF maintenance interval
- ✓ Specialist team to assist with safe transition
- ✓ Full engine range from 3 - 155kW

**THIS OPTIONAL HEADING TAKES JUST ONE LINE**

These columns are reserved for optional information. It is in Helvetica Neue LT Studio, 55 Roman 9/15. The image should contain an engine. Preferably shot 'from below', as done in the Power Up campaign. Igentusam

incipunt eat quas ducium quatquidem et prae ommo-  
lup taeratem. Ut la destrum que quis peems hen da  
nimporem quis aliquam serissumque sume nos et qui  
dolorereped quis ut quam rem et etur, ut officii. Mod  
molorem remqui bea velessime in coremquam quo cor.



**ADVERTISEMENT KIT  
SIZE A5 PAGE**

**YANMAR**

THIS SPACE IS RESERVED  
FOR AN OPTIONAL LOGO

2xA  
(=20 mm)

2xA  
(=20 mm)

A (=10 mm)

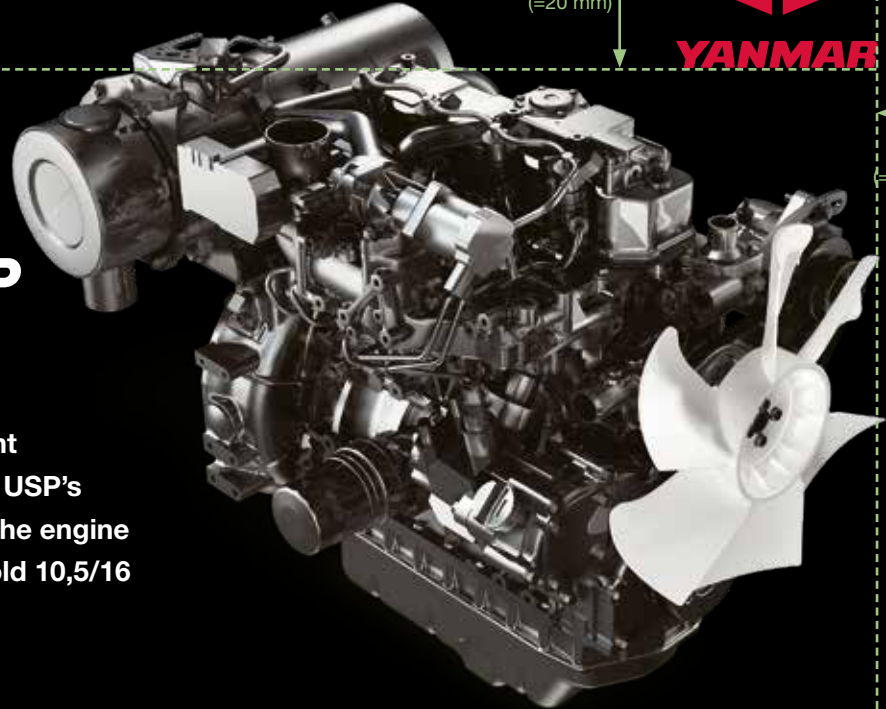


Heading in DIN Black Italic 24,5pt/23,5

# ***THIS HEADING COULD TAKE UP TO THREE LINES***

- ✓ This is a true unique selling point
- ✓ Number two of the list of max 4 USP's
- ✓ Another important thing about the engine
- ✓ Helvetica Neue LT Studio, 75 Bold 10,5/16

**STAGE 5**  
**CERTIFIED**



A  
(=10 mm)

Tel: +00 0000 000 000\_email@website.com\_www.website.com

(all in Helvetica Neue LT Studio 55 Roman, 9pt, @ in 75 Bold)

THIS SPACE IS RESERVED  
FOR AN OPTIONAL LOGO

2xA  
(=20 mm)

2xA  
(=20 mm)

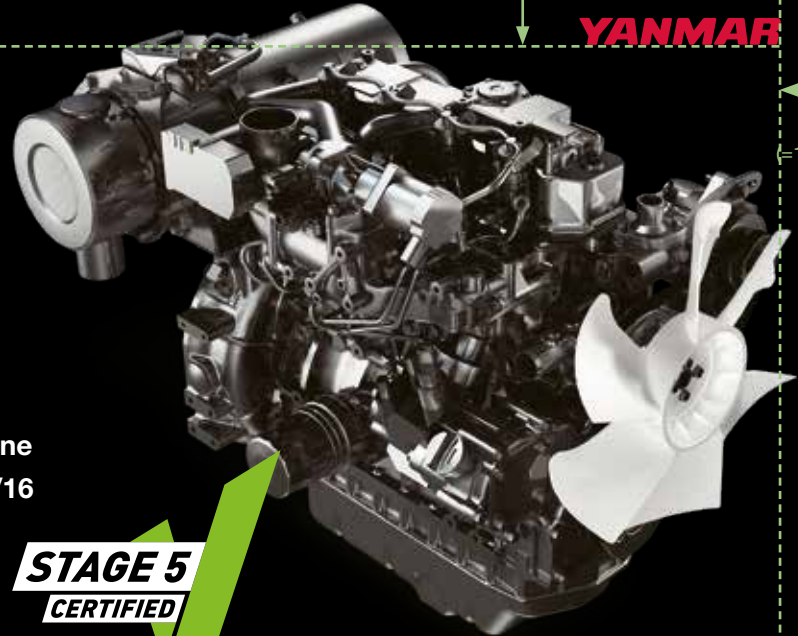
A (=10 mm)



# THIS HEADING COULD TAKE UP TO THREE LINES

- ✓ This is a true unique selling point
- ✓ Number two of the list of max 4 USP's
- ✓ Another important thing about the engine
- ✓ Helvetica Neue LT Studio, 75 Bold 10,5/16

**STAGE 5**  
**CERTIFIED**



A  
(=10 mm)

**DIN BLACK ITALIC 10PT: THIS LINE SHOWS UPCOMING EVENT ON A CERTAIN DATE YANMAR HALL 9 STAND 999**

Tel: +00 0000 000 000\_email@website.com\_www.website.com

(all in Helvetica Neue LT Studio 55 Roman, 9pt, @ in 75 Bold)

THIS SPACE IS RESERVED  
FOR AN OPTIONAL LOGO

2xA  
(=20 mm)

2xA  
(=20 mm)

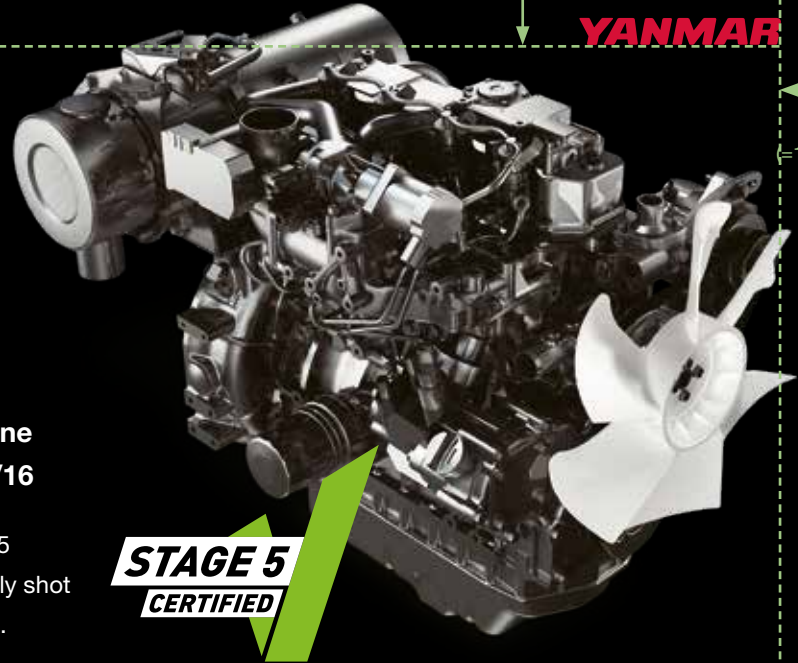
A (=10 mm)



# THIS HEADING COULD TAKE UP TO THREE LINES

- ✓ This is a true unique selling point
- ✓ Number two of the list of max 4 USP's
- ✓ Another important thing about the engine
- ✓ Helvetica Neue LT Studio, 75 Bold 10,5/16

Optional information. In Helvetica Neue LT Studio, 55 Roman 9/15. Image should contain engine. Preferably shot 'from below'. Luptae maxim faci quatem sant, quam.



A  
(=10 mm)

**DIN BLACK ITALIC 10PT: THIS LINE SHOWS UPCOMING EVENT ON A CERTAIN DATE YANMAR HALL 9 STAND 999**

Tel: +00 0000 000 000\_email@website.com\_www.website.com

(all in Helvetica Neue LT Studio 55 Roman, 9pt, @ in 75 Bold)

THIS SPACE IS RESERVED  
FOR AN OPTIONAL LOGO

2xA  
(=20 mm)

2xA  
(=20 mm)

A (=10 mm)

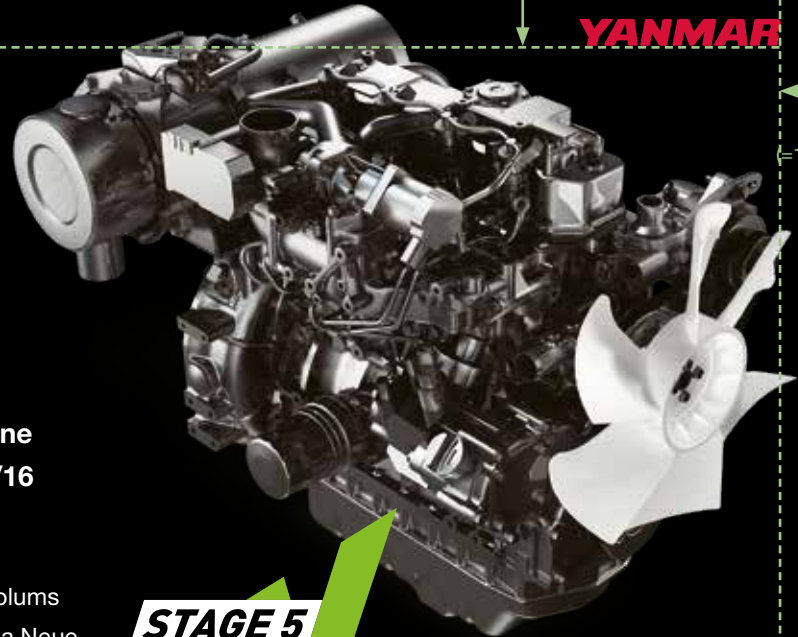


# THIS HEADING COULD TAKE UP TO THREE LINES

- ✓ This is a true unique selling point
- ✓ Number two of the list of max 4 USP's
- ✓ Another important thing about the engine
- ✓ Helvetica Neue LT Studio, 75 Bold 10,5/16

## THIS OPTIONAL HEADING TAKES JUST ONE LINE

The red heading is in Din Black Italic 10/15. These columns are reserved for optional information. It is in Helvetica Neue LT Studio, 55 Roman 9/15. Image should contain engine. Preferably shot 'from below'. Hent lantur, nonseque dotatur.



A  
(=10 mm)

**STAGE 5**  
**CERTIFIED**

***THE FOLLOWING PAGES SHOW  
WHAT THE ABOVE PAGES WOULD LOOK LIKE  
FOR, IN THIS CASE, BARRUS***



2xA  
(=20 mm)

2xA  
(=20 mm)

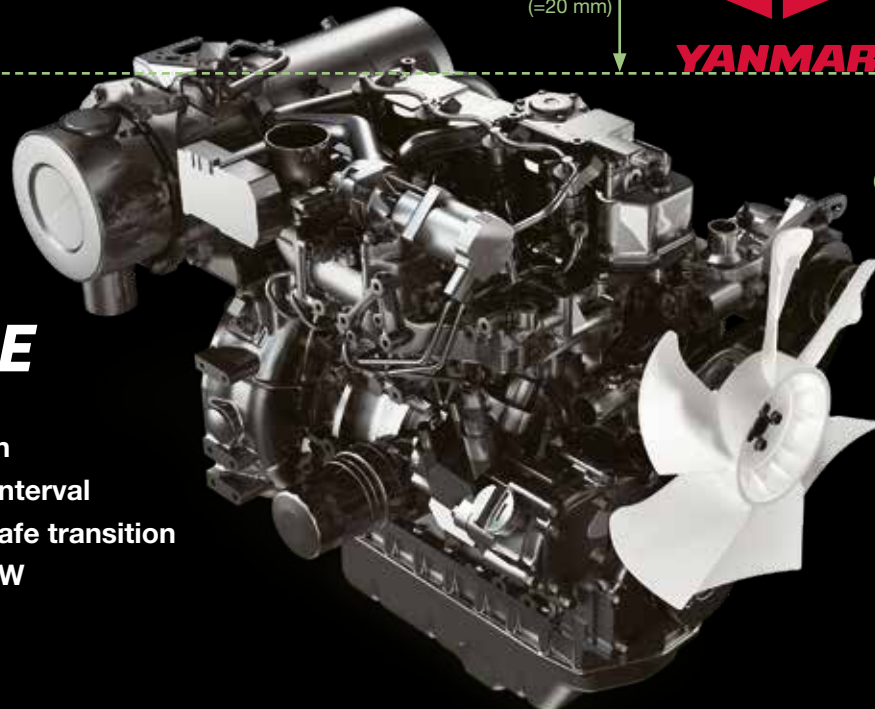
A (=10 mm)



# WITH YANMAR YOU MAKE THE SAFE CHOICE

- ✓ Best in Class Fuel Consumption
- ✓ 6.000 hours DPF maintenance interval
- ✓ Specialist team to assist with safe transition
- ✓ Full engine range from 3 - 155kW

**STAGE 5**  
**CERTIFIED**



A  
(=10 mm)





2xA  
(=20 mm)

2xA  
(=20 mm)

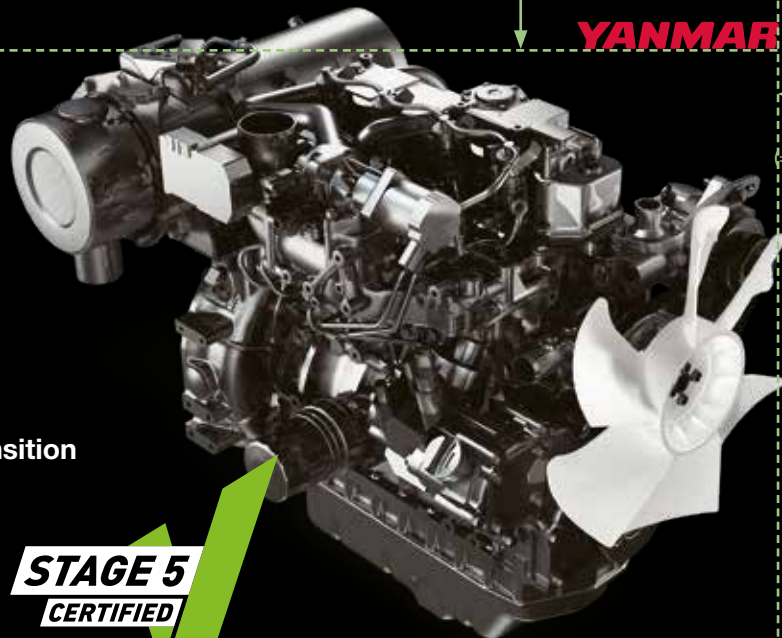
A (=10 mm)



# WITH YANMAR YOU MAKE THE SAFE CHOICE

- ✓ Best in Class Fuel Consumption
- ✓ 6.000 hours DPF maintenance interval
- ✓ Specialist team to assist with safe transition
- ✓ Full engine range from 3 - 155kW

**STAGE 5**  
**CERTIFIED**



A  
(=10 mm)

VISIT US AT PLANTWORX, 11<sup>TH</sup> - 13<sup>TH</sup> JUNE 2019, STAND DC7

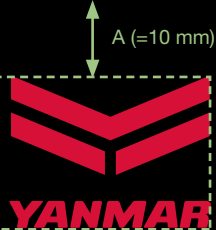
Tel: +44 1896 363 692 [industrial@barrus.co.uk](mailto:industrial@barrus.co.uk) [www.barrus.co.uk](http://www.barrus.co.uk)

(all in Helvetica Neue LT Studio 55 Roman, 9pt, @ in 75 Bold)



2xA  
(=20 mm)

2xA  
(=20 mm)

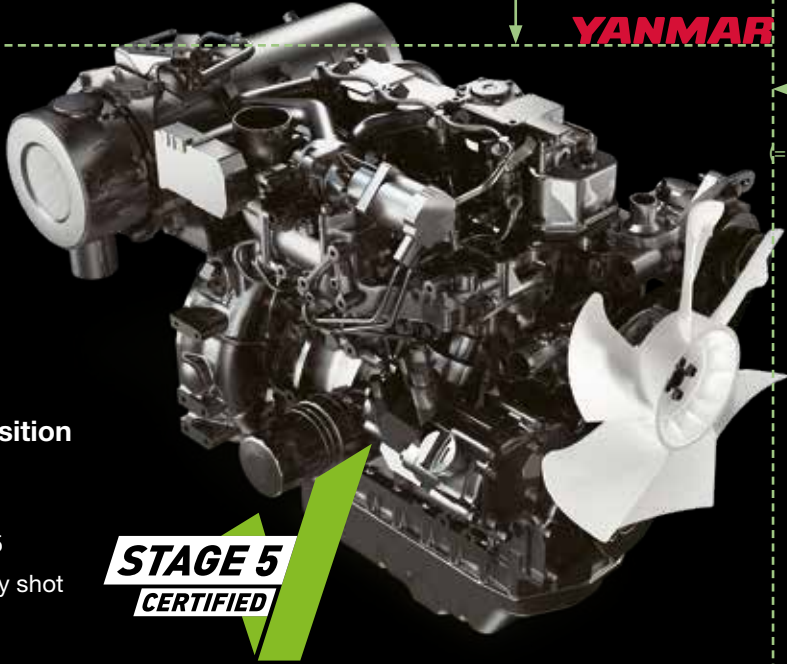


A (=10 mm)

# WITH YANMAR YOU MAKE THE SAFE CHOICE

- ✓ Best in Class Fuel Consumption
- ✓ 6.000 hours DPF maintenance interval
- ✓ Specialist team to assist with safe transition
- ✓ Full engine range from 3 - 155kW

Optional information. In Helvetica Neue LT Studio, 55 Roman 9/15. Image should contain engine. Preferably shot 'from below'. Copy is to be determined by Barrus.



**STAGE 5**  
**CERTIFIED**

A  
(=10 mm)

**VISIT US AT PLANTWORX, 11<sup>TH</sup> - 13<sup>TH</sup> JUNE 2019, STAND DC7**

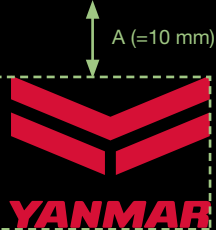
Tel: +44 1896 363 692 [industrial@barrus.co.uk](mailto:industrial@barrus.co.uk) [www.barrus.co.uk](http://www.barrus.co.uk)

(all in Helvetica Neue LT Studio 55 Roman, 9pt, @ in 75 Bold)



2xA  
(=20 mm)

2xA  
(=20 mm)



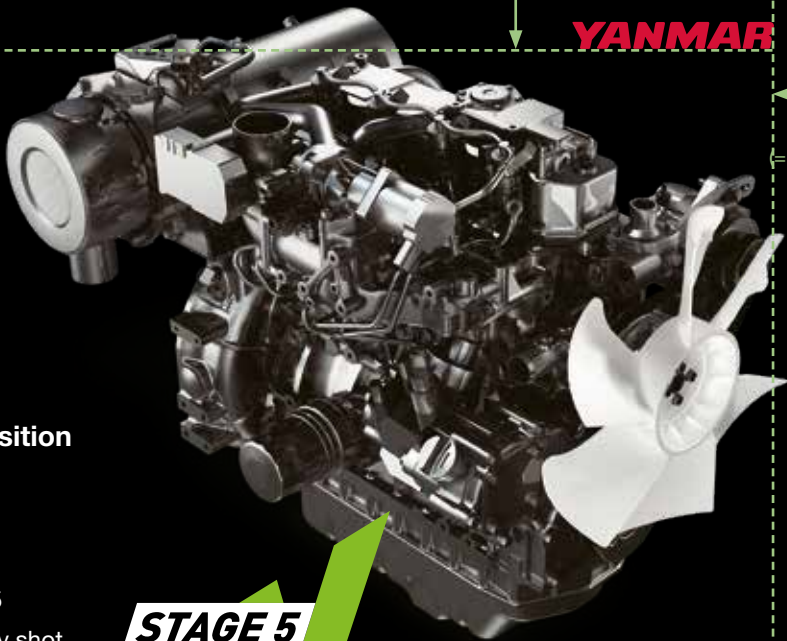
A (=10 mm)

# WITH YANMAR YOU MAKE THE SAFE CHOICE

- ✓ Best in Class Fuel Consumption
- ✓ 6.000 hours DPF maintenance interval
- ✓ Specialist team to assist with safe transition
- ✓ Full engine range from 3 - 155kW

## THIS OPTIONAL HEADING TAKES ONE LINE

Optional information. In Helvetica Neue LT Studio, 55 Roman 9/15. Image should contain engine. Preferably shot 'from below'. Copy is to be determined by Barrus. Di aliqua dolupti omniae pre de maxim nonseque vendebit evellor.



A  
(=10 mm)

**STAGE 5**  
**CERTIFIED**

## ***Yanmar banner 150x150px (animated)***



Screen 1



Screen 2

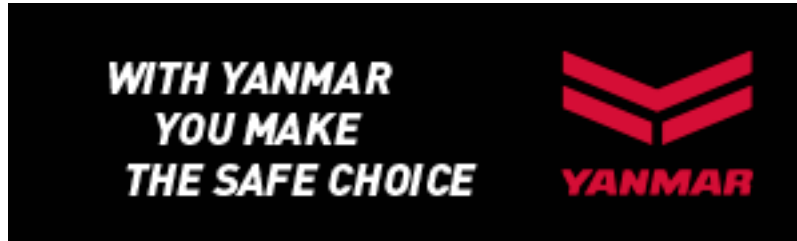
### *Note:*

- 150x150 px is too small to show a Yanmar engine.*
- 150x150 px is too small to make a static banner with all the information in one screen.*



# ***Yanmar banner 300x90px (animated)***

Screen 1



Screen 2



Screen 3



*Note:*

*- 300x90px is too small to make a static banner with all the information in one screen.*

