

Panasonic

Create Today. Enrich Tomorrow.

■ ————— | **Brand Action Tagline Guidelines** | ————— ■

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IMPORTANT: none of the art or graphics depicted in this document, including the page design template are to be considered final approved art for the new tagline.

Objective

Create Today. Enrich Tomorrow.

We're thrilled to share our updated Brand Action Tagline with you, along with guidance on how and when to bring it to life. This platform provides a detailed framework that articulates who we are and where we're going, while reinforcing our vision, values, culture and commitment to the enhanced well-being of people and society.

As a go-to resource for all those communicating on behalf of Panasonic, this guide will help us convey our Brand Action Tagline to the world in a consistent manner.



Brand Action Tagline

Overview



	New Brand Action Tagline
Expression	Create Today. Enrich Tomorrow.
<u>What</u> it represents	Represents our actions to achieve our goal as Panasonic Group
<u>Who</u> uses this slogan	<ul style="list-style-type: none"> • Panasonic Corporation • Panasonic Holdings • Panasonic Operational Excellence • Global use, with the exception of Japan and China
<u>When</u> to use	<ul style="list-style-type: none"> • Promote how/what actions Panasonic takes to achieve its goal • Promote our products, technologies or solutions • Promote the business activities or volunteer activities of our employees
<u>Where</u> to use	Advertisement, press announcement, web feature, presentation or social post (or other piece of communication)
Launch	From September 2022 onwards

Brand Action Tagline

Goal & expression

What is the goal of the Brand Action Tagline?

The new Brand Action Tagline was jointly developed by members of PHD, PEX & PC, working together with a global Branding Agency. The Goal? To establish an expression for Brand Communications that will resonate with customers and prospects, particularly those in the millennial and Gen Z audience, and effectively position Panasonic as an innovative technology company committed to enhancing the well-being of people and society.



Who should use the new Brand Action Tagline?

The new Brand Action Tagline should be used by National Sales Companies belonging to Panasonic Corporation (PC), replacing any previous slogans. Panasonic Holdings (PHD) and Panasonic Operational Excellence (PEX) will use the new Brand Action Tagline in Group-wide Brand Communications to promote various business and employee activities. Refer to these guidelines for more information on use.

Please note: *There is no mandate or expectation that other Operating Companies would use this tagline in their marketing efforts. They are welcome to do so, however, provided they secure approval from their Operating Company HQ leadership, and follow the guidelines for correct usage.*

Brand Action Tagline

What we mean by Create Today. Enrich Tomorrow.

Our Brand Action Tagline speaks to the passion we have for our customers and the planet.

At Panasonic, our ultimate goal is to help people live their best lives by promoting useful, high-quality products that have a positive impact on the world and our customer's day-to-day lives. We are also committed to innovating new, sustainable technologies that create a healthier planet.

As Konosuke Matsushita said, we should remain focused on improving people's lives and moving society forward, always driven to "make today better than yesterday, tomorrow better than today." This sentiment is also consistent with our Basic Business Principles, particularly **Contribution to Society** and **Untiring Effort for Improvement**.

It is our responsibility to create impact every day. By harnessing the power of sustainable technology, we are engineering solutions that will help create a better world – now and in the future.

CREATE useful, high-quality products that improve people's lives and make the world a better place. This is the essence of who we are.

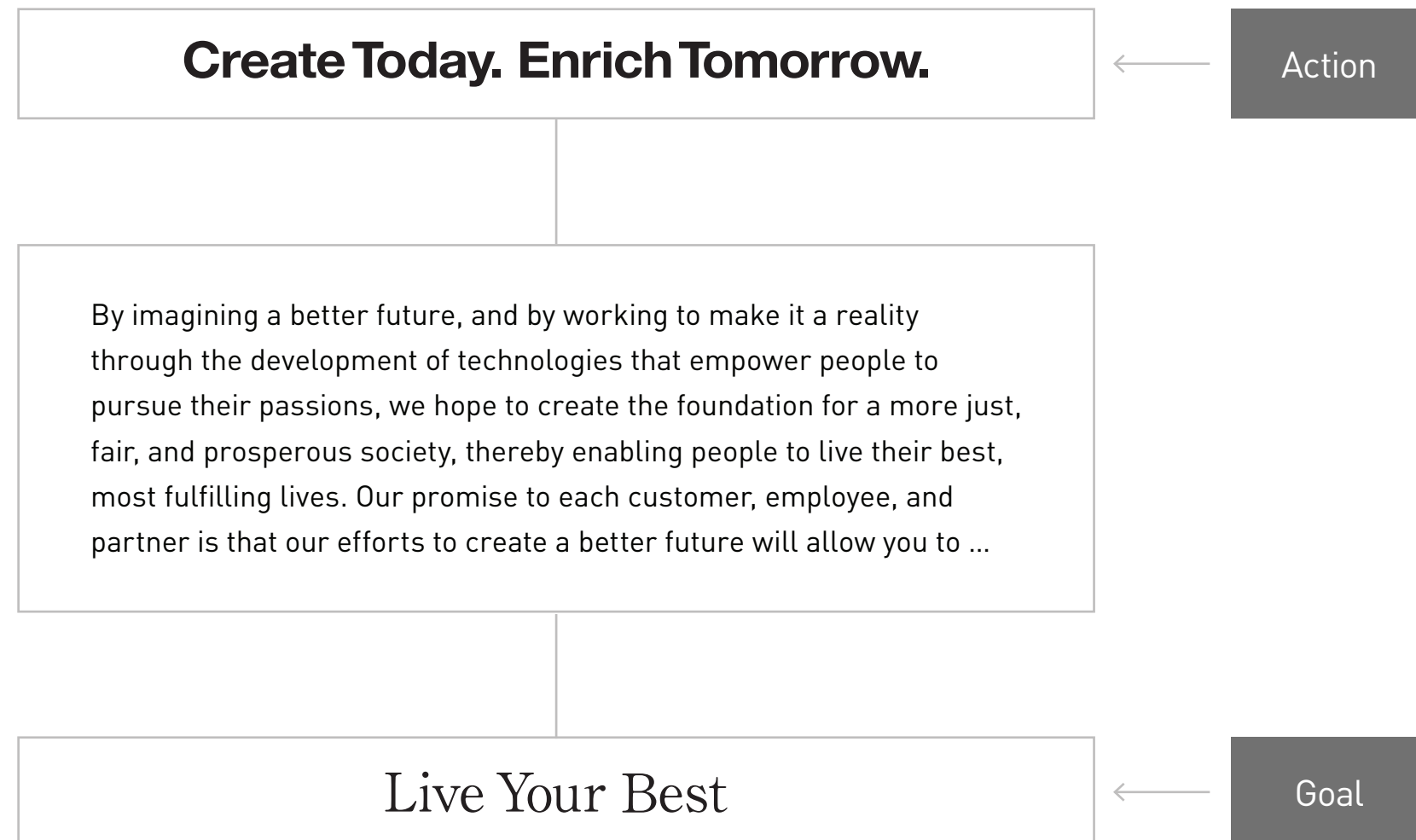
TODAY our customers need us to develop technologies and engineer solutions to improve their daily lives and their personal wellbeing. We deliver with relentless innovation and our commitment to sustainability.

ENRICH the world together. At the heart of everything we do is the wellbeing of our customers and our planet. Our goal is to enrich the lives of those around us, every day.

TOMORROW we will continue to enhance our products, services and solutions to help our customers lead their best lives and to help our future environment.

Brand Action Tagline

Relationship to the Panasonic Group Brand Slogan



How does the Brand Action Tagline relate to our Brand Slogan: Live Your Best?

Our goal as Panasonic Group—our Brand Purpose—is **to empower people to live their best lives**. Our path to accomplishing this is through the actions we take each day to develop innovative products and technology solutions that make people’s lives better: simpler, safer, healthier, more enjoyable, more connected, more productive, and more sustainable. The action plan that will help us realize our goal is represented by the Brand Mission Tagline.

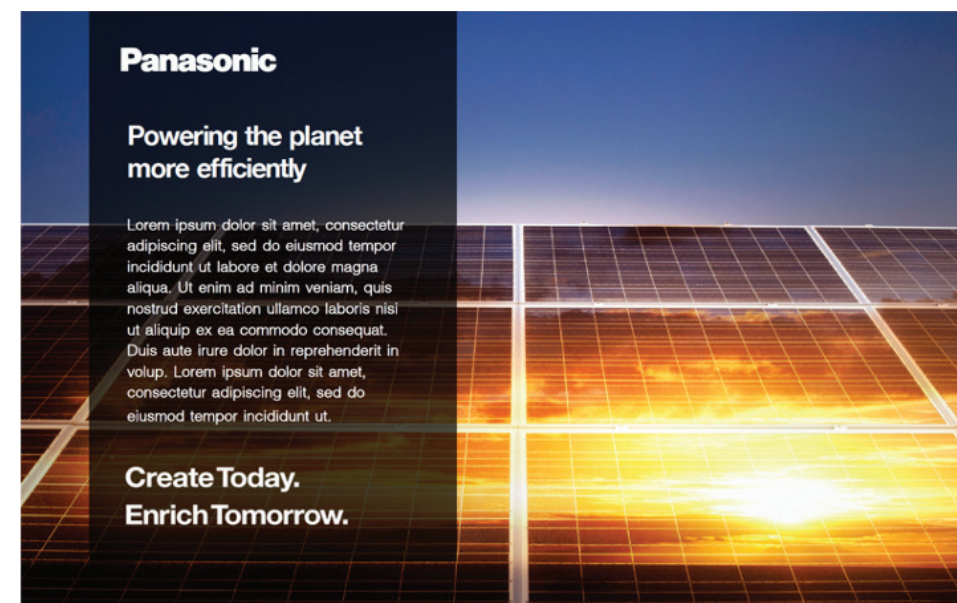
A good way to think about the relationship between the two lines is that the Brand Action Tagline: “Create Today. Enrich Tomorrow.” Represents the **action** we will take to reach our goal. It answers the question of ‘how’ we will achieve our ultimate goal — which in turn is represented by our Brand Slogan: “Live Your Best.” We can only fulfill our purpose by pursuing the right actions with dedication and discipline.

Brand Action Tagline

Relationship to the Panasonic Group Brand Slogan

Should the two lines ever appear together?

The Brand Slogan and Brand Action Tagline **should not** appear together as specialized type treatments in any one piece of communication. They can both be referenced in copy, or via hashtags or URLs, but one or the other should be chosen as the main brand message depending on what is being promoted in the brand communication.



For example: when we are communicating about the Brand Purpose of the Panasonic Group as a whole, without getting into detail about a particular technology, product or solution, we should use our Brand Slogan: **Live Your Best.** When we are providing information about our products and technologies – which represent our activities in service of our Brand Purpose, we should then use the Brand Action Tagline: **Create Today. Enrich Tomorrow.**

Brand Action Tagline

Relationship to the Panasonic Group Brand Slogan

	New Brand Action Tagline	Panasonic Group Brand Slogan
Expression	Create Today. Enrich Tomorrow.	Live Your Best
<u>What</u> it represents	Represents our actions to achieve our goal as Panasonic Group	Represents our ultimate goal & purpose as a company: <i>"Pursuing of ideal society with affluence both in matter and mind"</i>
<u>Who</u> uses this slogan	<ul style="list-style-type: none"> • Panasonic Corporation • Panasonic Holdings • Panasonic Operational Excellence • Global use, with the exception of Japan and China 	<ul style="list-style-type: none"> • Panasonic Group-wide • Global use, with the exception of Japan and China
<u>When</u> to use	<ul style="list-style-type: none"> • Promote how/what actions Panasonic takes to achieve its goal • Promote our products, technologies or solutions • Promote the business activities or volunteer activities of our employees 	<ul style="list-style-type: none"> • Promote & express Panasonic Group's purpose as the main focus of a piece of communication (as opposed to promoting individual business activities, products, technologies or solutions)
<u>Where</u> to use	Advertisement, press announcement, web feature, presentation or social post (or other piece of communication)	Advertisement, press announcement, web feature, presentation or social post (or other piece of communication)
Launch	From September 2022 onwards	From April 2022 onwards



Brand Action Tagline Visual Identity



Brand Action Tagline Visual Identity

The Create Today. Enrich Tomorrow. Brand Action Tagline and font are part of the global corporate identity. When properly implemented with these guidelines, these elements will form a recognizable and consistent brand identity.

Clear space

The clear space has been established to ensure Brand Action Tagline visibility and impact. Maintaining the clear space zone between the Brand Action Tagline and other graphic elements such as type, images, other logos, etc. ensures the Brand Action Tagline always appears unobstructed and distinctly separate from any other graphic elements.

T		T
T	Create Today. Enrich Tomorrow.	T
T		T

Standard version

T		T
T	Create Today.	
1/2T		
T	Enrich Tomorrow.	
T		T

Stacked version: Centered

T		T
T	Create Today.	
1/2T		
T	Enrich Tomorrow.	
T		T

Stacked version: Flush left

Note: The Standard version or the Stacked version: Centered should be used in most cases. If the CTET word mark is being featured on the left-hand side of an ad, web page, or piece of marketing collateral, the Stacked version: Flush left may be considered for design purposes.

Brand Action Tagline Visual Identity

Colors

The Brand Action Tagline colors are a distinct and crucial part of the brand identity, as they make the brand instantly recognizable. When applied consistently, the Brand Action Tagline colors also provide a strong visual link across various materials and communications and set our brand apart from the competitors. No colors other than those specified may be used.

Create Today. Enrich Tomorrow.

Black: Place on light-colored backgrounds

**Create Today.
Enrich Tomorrow.**

Black	CMYK:	0 0 0 100
	RGB:	0 0 0
	HTML:	#000000

Create Today. Enrich Tomorrow.

White: Place on dark-colored backgrounds

**Create Today.
Enrich Tomorrow.**

White	CMYK:	0 0 0 0
	RGB:	255 255 255
	HTML:	#FFFFFF

Create Today. Enrich Tomorrow.

White: Place on dark-colored backgrounds

**Create Today.
Enrich Tomorrow.**

Panasonic Blue	CMYK:	100 64 0 0
	RGB:	0 65 192
	HTML:	#0041C0

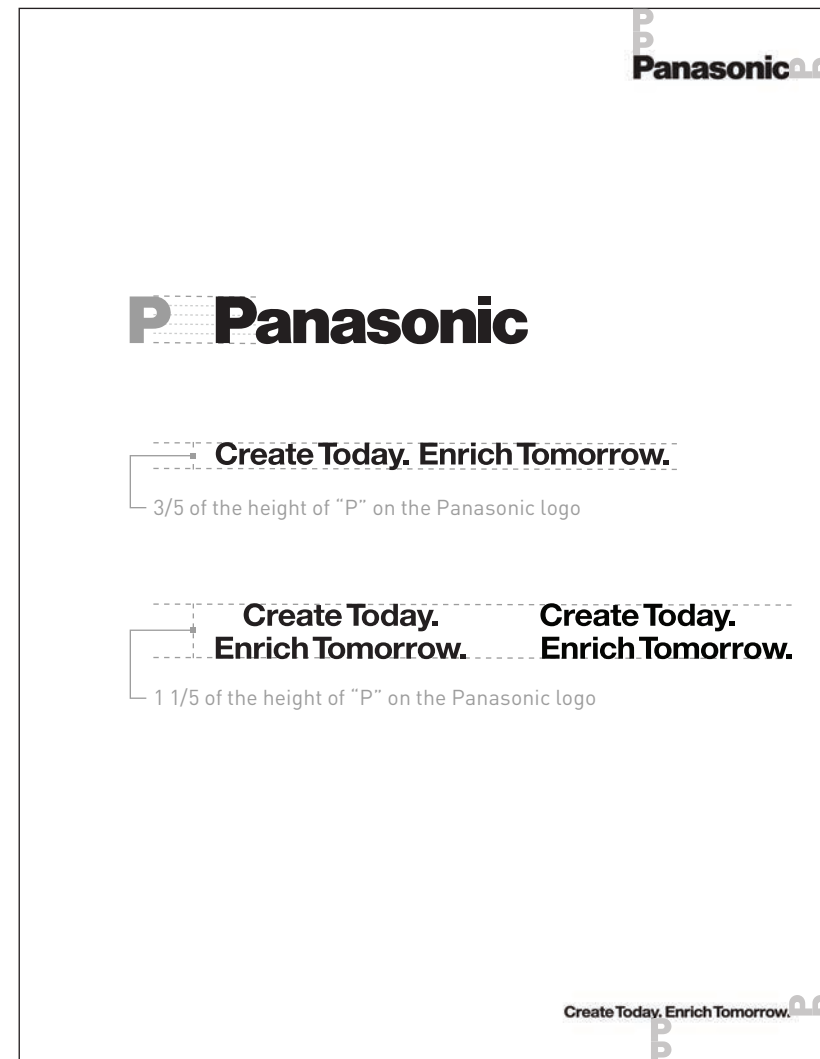
Note: Black text on white background and white text on black background are the basic rules.

Brand Action Tagline Visual Identity

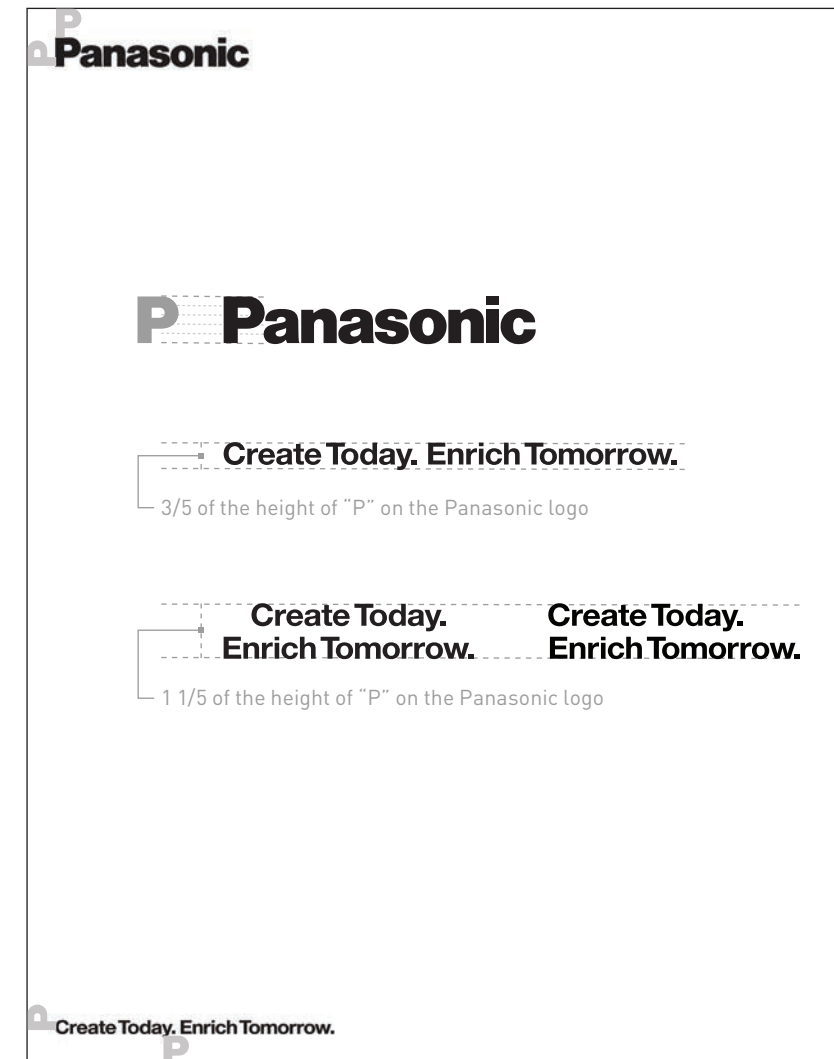
Relationship to Panasonic logo

Panasonic logo must always be placed in the “priority” position and Brand Action Tagline can be included in the sub position.

Print Advertisement: Holdings



Print Advertisement: B2C



Brand Action Tagline Visual Identity

Relationship to Panasonic logo

Panasonic logo must always be placed in the “priority” position and Brand Action Tagline can be included in the sub position.

Web Advertisement

Panasonic Create Today. Enrich Tomorrow.

Panasonic

Create Today. Enrich Tomorrow.

Panasonic

Create Today. Enrich Tomorrow.

P **Panasonic**

Create Today. Enrich Tomorrow.

3/5 of the height of "P" on the Panasonic logo

Create Today. Create Today.
Enrich Tomorrow. Enrich Tomorrow.

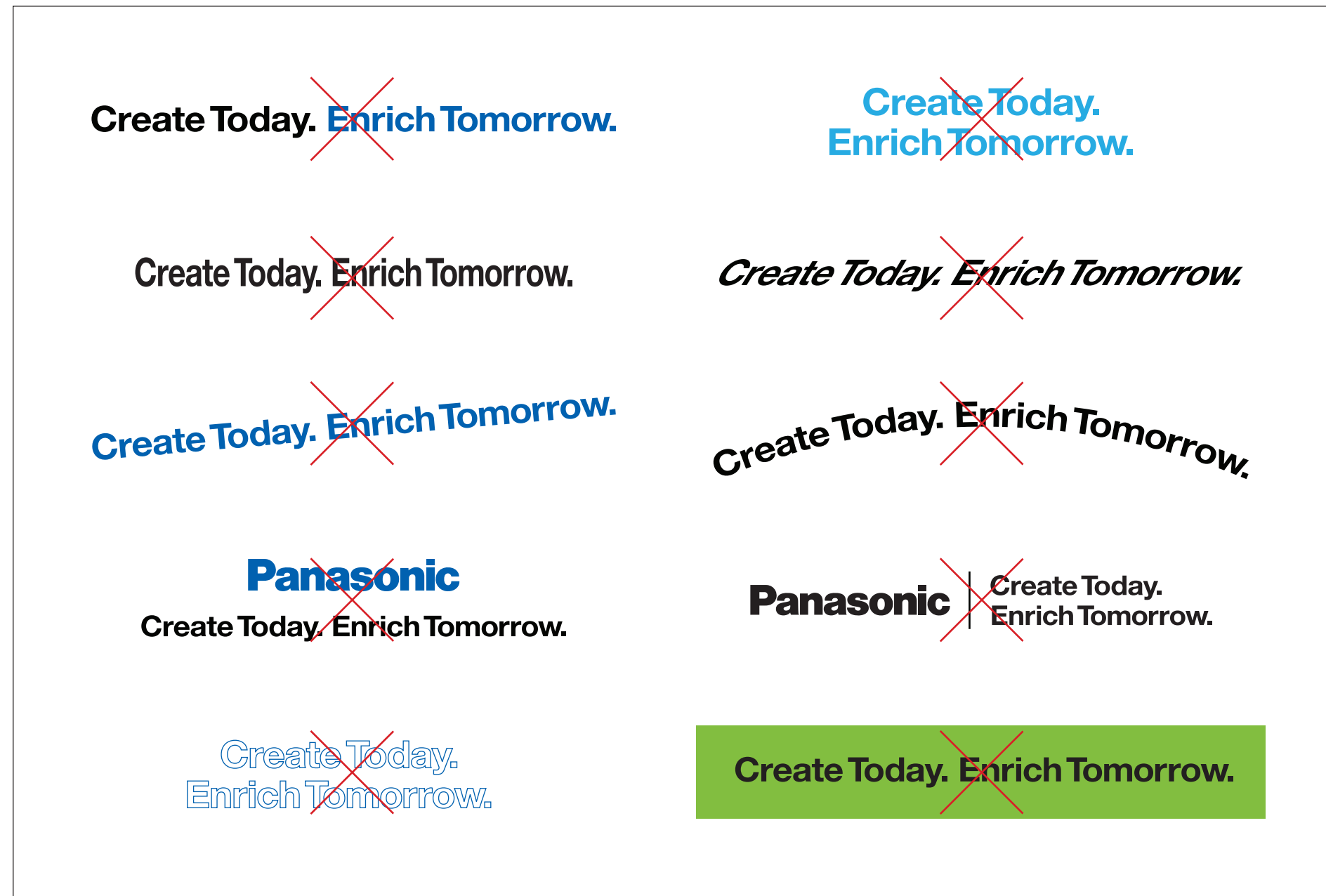
1 1/5 of the height of "P" on the Panasonic logo

Create Today. Enrich Tomorrow.

Brand Action Tagline Visual Identity

Examples of prohibited cases

- Do not distort, curve or alter.
- Do not use colors other than those specified.
- Do not combine the Panasonic logo with Brand Action Tagline.



Examples of prohibited cases are shown

Inquiries & Additional Information

Any question? Please reach out to the following contacts:

**Panasonic Holdings,
Panasonic Operational Excellence**

brandguideline.pex@ml.jp.panasonic.com

Panasonic Corporation

comm-guidelines@ml.jp.panasonic.com