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THE FEELING OF CRUISING AT 30,000 FEET

Ride an incredibly smooth wave of power with the Nissan Altima's Continuously Variable Transmission (CVT). Acceleration feels instant and seamless. At cruising speed, you're in the sweet spot for efficiency. You may never want to touch down.

Nissan. Innovation That Excites.

HEADLINE

Pays off the visual and speaks to the benefit of the innovation in terms of "how it makes you feel."

BODY COPY

Supports the emotional claim in the headline by describing the feature or innovation in human-centric terms. Tone is direct, conversational, friendly.

PLATFORM LINE

Punctuates the body copy with the essence of our brand statement, "Innovation and Excitement for Everyone".

NISSAN TABLET

A bold design device that makes our brand instantly recognizable and consistent across the globe.

BACKGROUND COLOR

Bold, simple and distinctly Nissan. Our backgrounds use the Nissan palette of red, black or white (blue for zero emissions.)

IMAGE

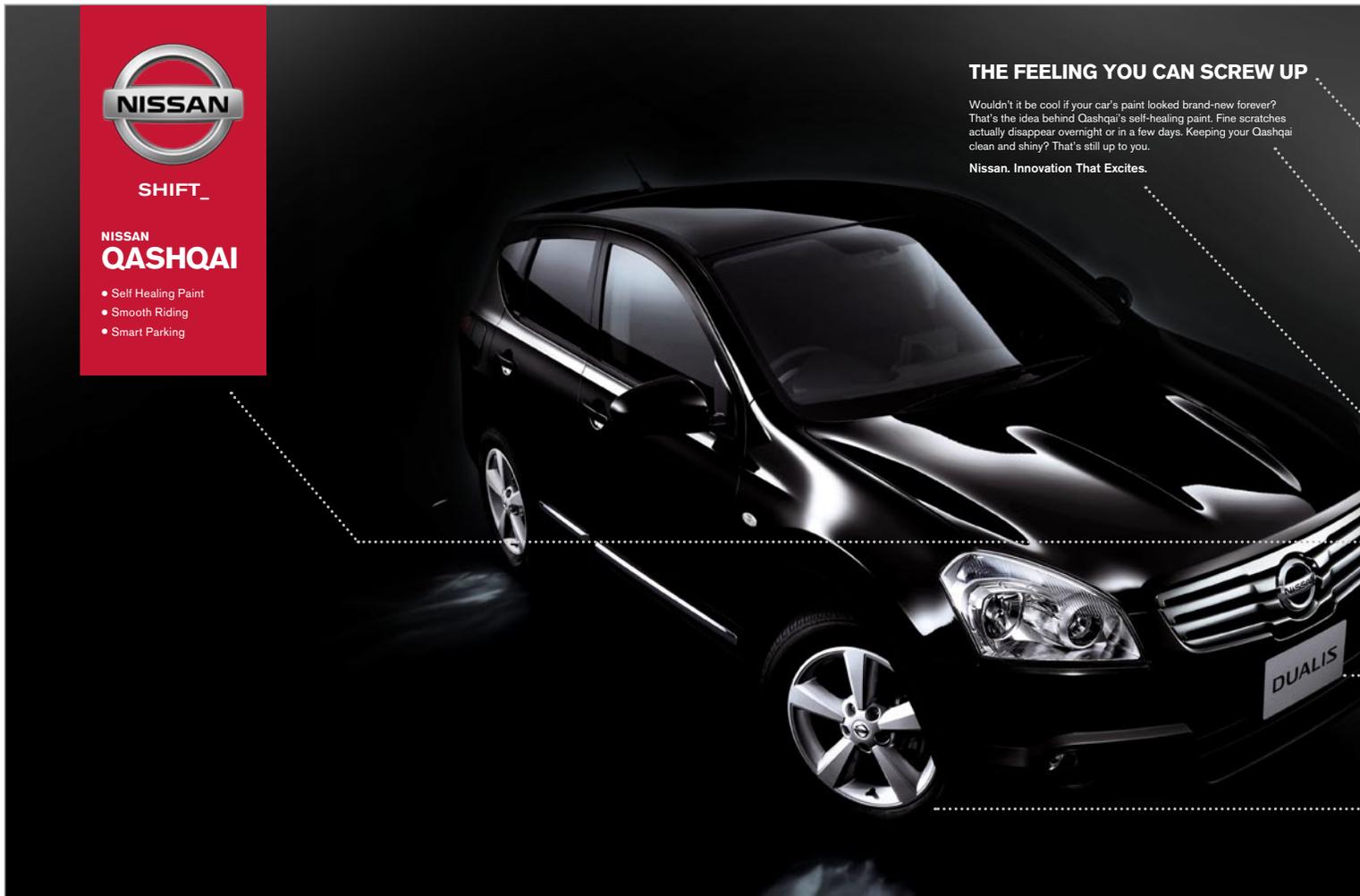
The main image and the headline work together to convey a conceptual idea that includes the Nissan wink.

AD ELEMENTS

HOW WE TELL A STORY WITH FEELING

Our ads are always conceptual. They tell a story about how a product or innovation inspires a certain emotion – how it makes the driver feel. And the story includes the Nissan

wink. Every ad is built with a set of elements that, when consistently used, ensure our brand always looks the same. *Other ad samples are included in the Showcase section.*



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▼ [Click here to download Leaf Zero Emission logo guidelines](#)

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