

Toyota USA Identity Standards

- Product Brand Use
- Corporate
- Sub-Brands



***Inspiration
doesn't
favor
those who
sit still.***

***Let's go beyond everything
we know. Let's embrace
everything we don't.
Let's not just look toward
the future, but define it.
We've learned that
inspiration doesn't favor
those who sit still. So let's
be bold. Ambitious. Even
unconventional. Because
that's where big ideas come
from. Ideas that not only
take you places you can find
on a map, but also ones you
can find in your heart.
Let's go places, together.***

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1.0

Identity Basics

These Toyota USA Brand Identity Standards are intended for use by Toyota corporate entities, dealers and permitted third parties acting on their behalf. These standards supplement the Toyota Mark and Logotype Standards issued by Toyota Motor Corporation in March 2013, which apply to all uses of Toyota marks and are incorporated by this reference. Please read these standards carefully to select the appropriate brand usage for your situation. For example, the signature marks and LGP lockups with the Toyota mark in Section 2 must only be used by dealers or by Toyota corporate entities for product promotion, marketing, or advertising (“Product Brand Use”). Toyota corporate entity uses that do not involve product promotion, marketing or advertising (“Corporate Uses”) must use the TOYOTA logotype without the Toyota mark and may use the LGP tagline as discussed in Section 3.

Before we can discuss proper usage of the Let’s Go Places (LGP) visual identity, we must first define it. This section covers the components of the LGP identity, their construction, their most common alternative constructions, their resolution requirements and their relationship to the Toyota brand.

2.0

Product Brand Use

The signature marks and LGP Lockups with the Toyota mark in this section are Product Brand Uses for dealers and for Toyota corporate entities for product promotion, marketing or advertising.

Product Brand Use is the only use permitted to dealers. See Section 2.6 for additional standards applicable to dealer uses.

Examples of Product Brand Use for Toyota corporate entities are:

- Sales office signage
- Public visitor facility displays
- Product websites, advertisements, catalogs, labels, public and dealer communications
- Promotional merchandise, associate/team member merchandise
- Sponsorship activities to promote products
- Associate/team member engagement activities that promote the product
- Presentations to third parties that promote the product
- Activities that support the product brand

2.1 Components Overview

Our company's visual identity and its design elements are critical factors in defining our brand and growing our public image. Our names and logos not only convey information, they also affect the way we communicate with our customers and business partners.

By consistently and professionally showing the Toyota identity in visual materials, we facilitate recognition of our brand in the marketplace. And the greater the recognition factor, the more likely that customers will feel comfortable purchasing our products and using our services.



2.1 Components Toyota Brand Elements

MARK

The Toyota mark represents the Toyota brand and symbolizes the advanced features and dependability of Toyota vehicles and services.

LOGOTYPE

The Toyota logotype is the standard representation of the company and is represented by unique, distinct letterforms.

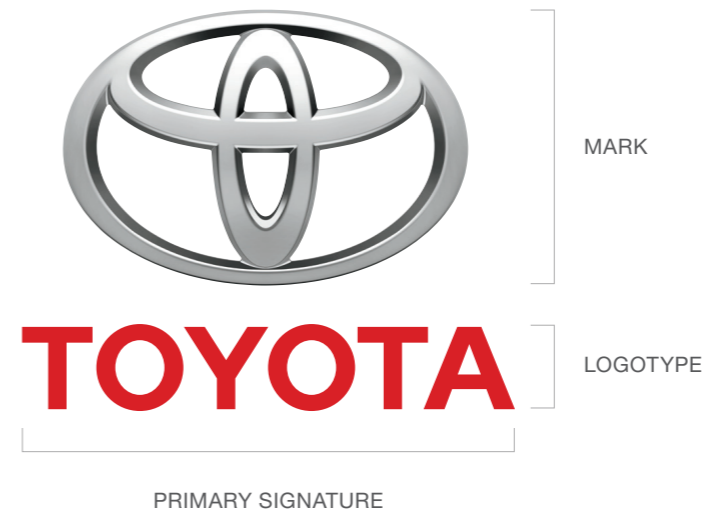
SIGNATURES

The Toyota signatures are comprised of the Toyota mark and the Toyota logotype. When used consistently, the corporate signatures are powerful tools to build immediate and lasting recognition.

TAGLINE

The Let's Go Places tagline is the essence of the brand. It's a call to reach beyond the familiar and embrace the unexpected. Let's Go Places is our way of inspiring people to experience more and live life to its fullest.

Note that when using the tagline in text, it should never appear in italics.



Let's Go Places

LGP TAGLINE

2.1

Components

LGP Identity System

Consisting of the Toyota signatures and the Let's Go Places (LGP) tagline, the new LGP identity system has been carefully constructed and is never to be altered or re-created in any way.

The primary lockup is the preferred version and should be used whenever possible across all Product Brand Use platforms.



PRIMARY LOCKUP

PREFERRED VERSION. USE WHENEVER POSSIBLE.



SECONDARY STACKED LOCKUP



SECONDARY HORIZONTAL LOCKUP

Let's Go Places

LGP TAGLINE

2.1 Components Alternate Languages

Through proper construction, we can address language barriers while still observing the LGP visual identity system. Even though the tagline may have a different character count, using consistent spacing while adjusting font size to match alignment can preserve the integrity of the LGP identity system.

SPANISH TRANSLATION (SHOWN)

Like the tagline Let's Go Places, Vayamos Juntos carries the same adventurous spirit and idiomatic double meaning for Spanish-speaking audiences.

OTHER TRANSLATIONS

Japanese, Korean and Chinese translations are also available for download with the rest of the LGP suite at <http://adplanner.toyota.com>



PRIMARY LOCKUP

PREFERRED VERSION. USE WHENEVER POSSIBLE.



SECONDARY STACKED LOCKUP

SECONDARY HORIZONTAL LOCKUP

Vayamos Juntos

LGP TAGLINE

2.2 Sizing Primary Lockup

The primary lockup is the preferred version and should be used whenever possible across all Product Brand Use platforms.

The Toyota signature, connector rule and tagline are graphic elements that have been carefully constructed and are provided as a single logo lockup for download.

MINIMUM SIZE

- *Print min. width: 1.00 inch*
- *Digital min. width: 130 pixels*

NOTES

Applications requiring branding below the minimum requirements for the primary lockup should use one of the secondary lockups on the following pages if possible. Refer to the secondary lockup minimum sizes to determine if a Toyota signature without the LGP tagline is required.

Pixel dimensions are based on 72 ppi. Artwork intended for higher resolutions such as Apple® Retina Display™ screens should be built at double the size for optimal resolution.



PRINT: MINIMUM WIDTH: 1.00 INCH / NO MAXIMUM WIDTH
DIGITAL: MINIMUM WIDTH: 130 PIXELS / NO MAXIMUM WIDTH

2.2 Sizing Secondary Stacked Lockup

The stacked lockup should be used in applications with width constraints that force the primary lockup to become illegible.

Optical adjustments have been made to the stacked lockup for use at smaller sizes. For optimal legibility, the tagline spans the entire width of the logotype. These constraints refer to print and digital applications and have specific breakpoints for each.

PRINT BREAKPOINTS

- *Standard version min. width: 1.00 inch*
- *Small space version min. width: 0.625 inch*
- *Small space version max. width: 1.00 inch*

DIGITAL BREAKPOINTS

- *Standard version min. width: 130 pixels*
- *Small space version min. width: 80 pixels*
- *Small space version max. width: 130 pixels*

NOTES

Pixel dimensions are based on 72 ppi. Artwork intended for higher resolutions such as Apple® Retina Display™ screens should be built at double the size for optimal resolution.



STANDARD VERSION

PRINT: MINIMUM WIDTH: 1.00 INCH / NO MAXIMUM WIDTH
DIGITAL: MINIMUM WIDTH: 130 PIXELS / NO MAXIMUM WIDTH



SMALL SPACE VERSION

PRINT: MINIMUM WIDTH: 0.625 INCH / MAXIMUM WIDTH: 1.00 INCH
DIGITAL: MINIMUM WIDTH: 80 PIXELS / MAXIMUM WIDTH: 130 PIXELS

2.2 Sizing Secondary Horizontal Lockup

The horizontal lockup should be used in applications with height constraints that force the primary lockup to become illegible.

Optical adjustments have been made to the horizontal lockup for use at smaller sizes. For optimal legibility, the tagline spans the entire width of the logotype. These constraints refer to print and digital applications and have specific breakpoints for each.

PRINT BREAKPOINTS

- *Standard version min. width: 1.25 inch*
- *Small space version min. width: 1.00 inch*
- *Small space version max. width: 1.25 inch*

DIGITAL BREAKPOINTS

- *Standard version min. width: 180 pixels*
- *Small space version min. width: 110 pixels*
- *Small space version max. width: 180 pixels*

NOTES

Pixel dimensions are based on 72 ppi. Artwork intended for higher resolutions such as Apple® Retina Display™ screens should be built at double the size for optimal resolution.



STANDARD VERSION

PRINT: MINIMUM WIDTH: 1.25 INCH / NO MAXIMUM WIDTH
DIGITAL: MINIMUM WIDTH: 180 PIXELS / NO MAXIMUM WIDTH



SMALL SPACE VERSION

PRINT: MINIMUM WIDTH: 1.00 INCH / MAXIMUM WIDTH: 1.25 INCH
DIGITAL: MINIMUM WIDTH: 110 PIXELS / MAXIMUM WIDTH: 180 PIXELS

2.2 Sizing LGP Tagline

The LGP tagline as artwork should only be used in isolation in heavily Toyota-branded applications or settings where the full LGP lockup is already present. Graphic treatments using the tagline alone should always use the provided artwork.

When using the tagline in text, it should never appear in italics.

MINIMUM SIZE

- *Print min. width: 0.75 inch*
- *Digital min. width: 110 pixels*

NOTES

Pixel dimensions are based on 72 ppi. Artwork intended for higher resolutions such as Apple® Retina Display™ screens should be built at double the size for optimal resolution.

Let's Go Places

STANDARD VERSION

PRINT: MINIMUM WIDTH: 0.75 INCH / NO MAXIMUM WIDTH
DIGITAL: MINIMUM WIDTH: 110 PIXELS / NO MAXIMUM WIDTH

2.2 Sizing Toyota Signatures for Limited Space

In instances where space does not allow for the LGP identity (which should be the exception, not the norm), the Toyota signatures without the LGP tagline can be used. The Toyota signatures—without the LGP tagline—are generally reserved for instances where the application's use is co-branding as provided in Section 2.15 or is strictly related to high-level product information, such as the home page of a consumer-facing corporate or dealership website presenting the entire product lineup, or dealer signage.

These constraints refer to print and digital applications and have specific minimum sizes for each.

PRINT MINIMUM SIZES

- *Primary signature min. width: 0.5 inch*
- *Secondary signature min. width: 1 inch*

DIGITAL MINIMUM SIZES

- *Primary signature min. width: 40 pixels*
- *Secondary signature min. width: 80 pixels*



PRIMARY SIGNATURE

PRINT: MINIMUM WIDTH: 0.5 INCH / NO MAXIMUM WIDTH
DIGITAL: MINIMUM WIDTH: 40 PIXELS / NO MAXIMUM WIDTH



SECONDARY SIGNATURE

PRINT: MINIMUM WIDTH: 1 INCH / NO MAXIMUM WIDTH
DIGITAL: MINIMUM WIDTH: 80 PIXELS / NO MAXIMUM WIDTH

2.3

Clear Space

Primary Lockup

It is critical to maintain an area of clear space when using the primary lockup. The clear space is equal to the height of the letter *T* in *TOYOTA*. The surrounding clear space ensures the visual integrity of the primary lockup while helping it command attention. No other design element or typography may fall within this area.



2.3

Clear Space

Secondary Lockups

It is critical to maintain an area of clear space when using the secondary lockups and LGP tagline. The surrounding clear space ensures visual integrity while helping command attention. No other design element or typography may fall within this area.

SECONDARY LOCKUPS

The clear space for the stacked and horizontal lockup is equal to the height of the letter *T* in *TOYOTA*.

LGP TAGLINE ALONE

The clear space for the LGP tagline is equal to the height of the letter *P* in the word *Places*.



2.3

Clear Space

Toyota Signatures

It is critical to maintain an area of clear space when using the Toyota signatures. The clear space is equal to the height of the letter *T* in *TOYOTA*. The surrounding clear space ensures the visual integrity of the signatures while helping them command attention. No other design element or typography may fall within this area.



2.4 Color Usage Palette

Color plays a key role in maintaining consistent messaging. Selective and thoughtful use of colors from our color palette reinforces our brand and helps create a distinct visual identity.

The LGP tagline and connector rule should always be 80% black, and positive applications and art files are provided in this manner.

Color usage standards apply to all Toyota signatures and LGP lockups.

SPECIFICATIONS

Appropriate CMYK, RGB and HEX values have been provided for optimal print and digital reproduction.



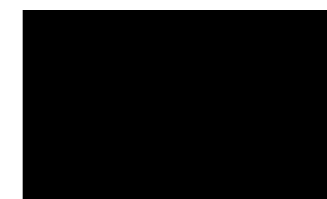
TOYOTA RED

PMS 186 C
CMYK 00 100 100 10
RGB 215 25 33
HEX D71921



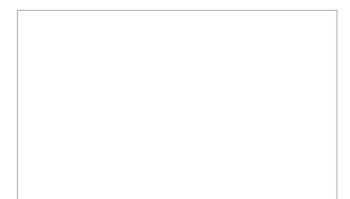
80% BLACK

PMS BLACK C – 80% TINT
CMYK 00 00 00 80
RGB 88 89 91
HEX 58595B



BLACK

PMS BLACK C
CMYK 00 00 00 100
RGB 00 00 00
HEX 000000



WHITE

CMYK 00 00 00 00
RGB 255 255 255
HEX FFFFFFFF

2.4 Color Usage Dimensional Full-Color

The dimensional full-color lockup may appear as positive or reverse. Both options are the preferred versions and should be used whenever possible.

Color usage standards apply to all Toyota signatures and LGP lockups.

POSITIVE

The positive dimensional full-color lockup should only be placed on backgrounds ranging from 100% white to 10% black. Always ensure significant contrast between the lockup and background.

REVERSE

The reverse dimensional full-color lockup should only be placed on backgrounds ranging from 90% to 100% black.

REMEMBER

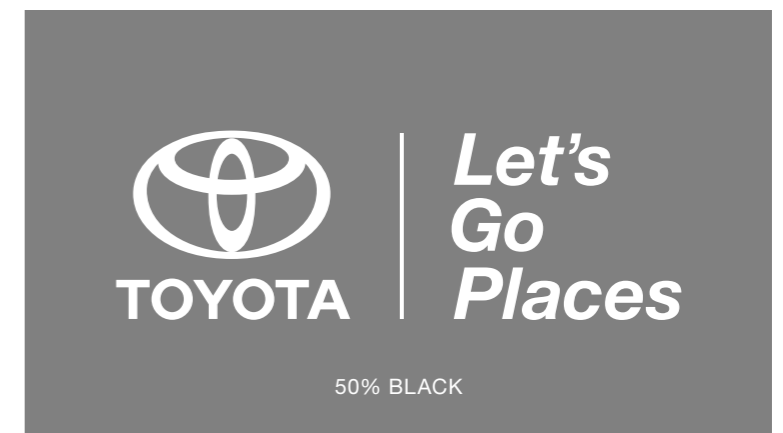
When background values fall between 10% and 90% black, there must be sufficient contrast between the background and all elements of the lockup and the appropriate flat version must be used.



DO NOT



DO



2.4

Color Usage

Dimensional Grayscale for Newsprint

When restricted to black-and-white printing, a dimensional grayscale lockup has been created to maintain hierarchy within the lockup. The dimensional grayscale lockup may appear as positive or reverse.

Grayscale usage standards apply to all Toyota signatures and LGP lockups.

POSITIVE

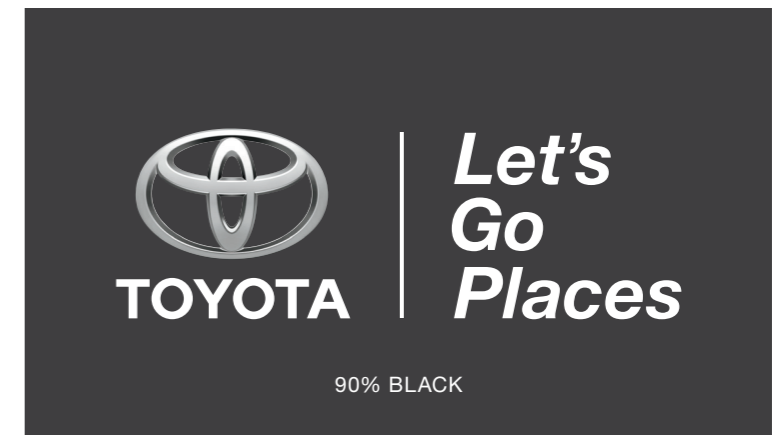
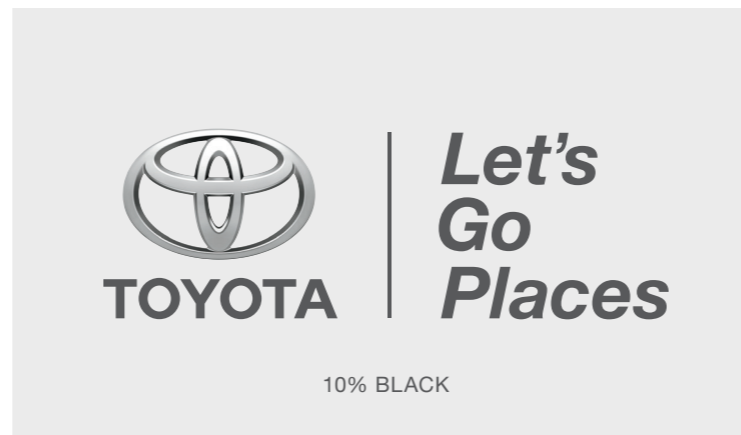
The positive dimensional grayscale lockup should only be placed on backgrounds ranging from 100% white to 10% black. Always ensure significant contrast between the lockup and background.

REVERSE

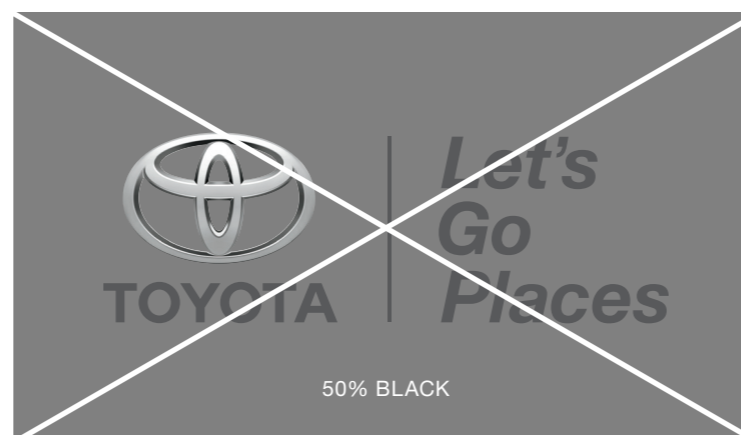
The reverse dimensional grayscale lockup should only be placed on backgrounds ranging from 90% to 100% black.

REMEMBER

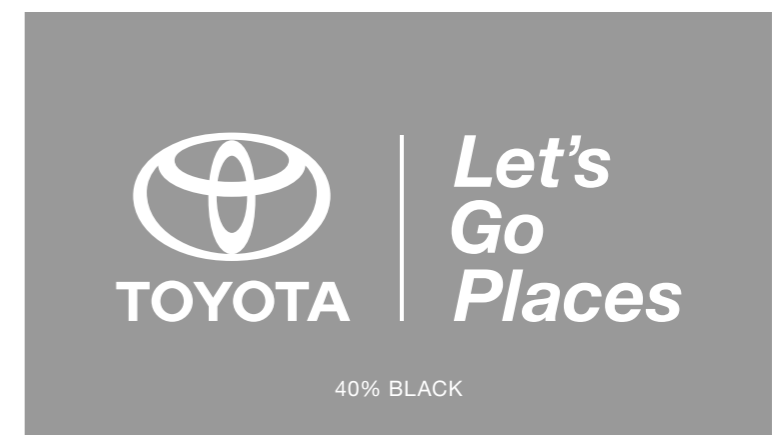
When background values fall between 10% and 90% black, there must be sufficient contrast between the background and all elements of the lockup and the appropriate flat version must be used.



DO NOT



DO



2.4 Color Usage Special Permission

(Reserved for TMS Deployment)

The dimensional full-color alternative lockup may only be used with special permission from Toyota Marketing Communications. The dimensional full-color alternative lockup may appear as positive or reverse.

Alternative color usage standards apply to all Toyota signatures and LGP lockups.

POSITIVE

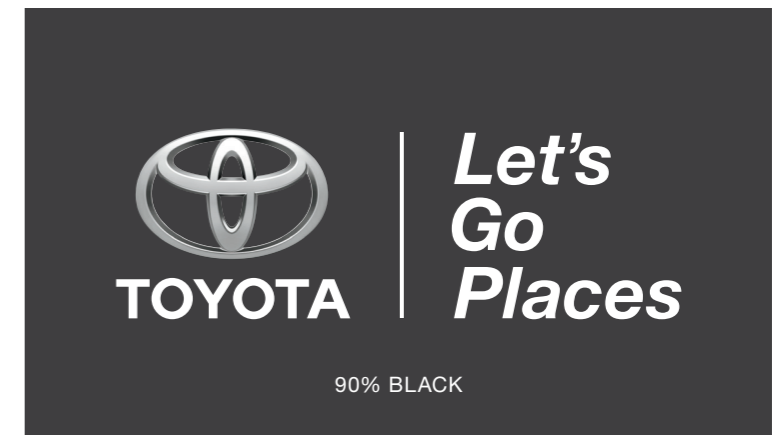
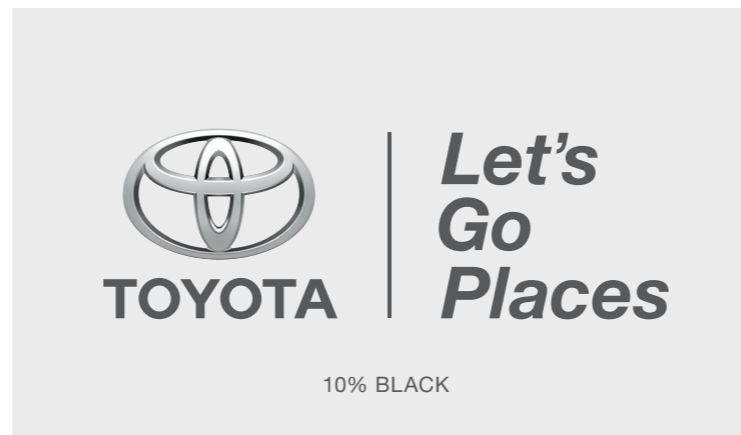
The positive dimensional full-color alternative lockup should only be placed on backgrounds ranging from 100% white to 10% black. Always ensure significant contrast between the lockup and background.

REVERSE

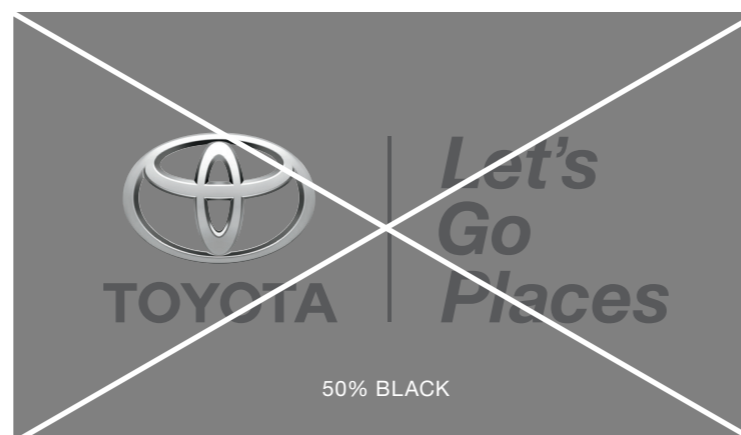
The reverse dimensional full-color alternative lockup should only be placed on backgrounds ranging from 90% to 100% black.

REMEMBER

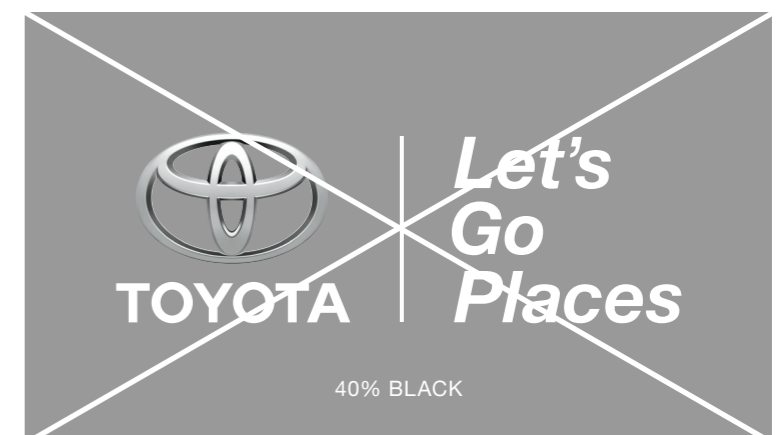
When background values fall between 10% and 90% black, there must be sufficient contrast between the background and all elements of the lockup and the appropriate flat version must be used.



DO NOT



DO NOT



2.4 Color Usage Flat One-Color

When using the flat lockup, it is permissible for the entire lockup to be black or reversed out of black. The lockup must not be converted to any other solid color.

Color usage standards apply to all Toyota signatures and LGP lockups.

POSITIVE

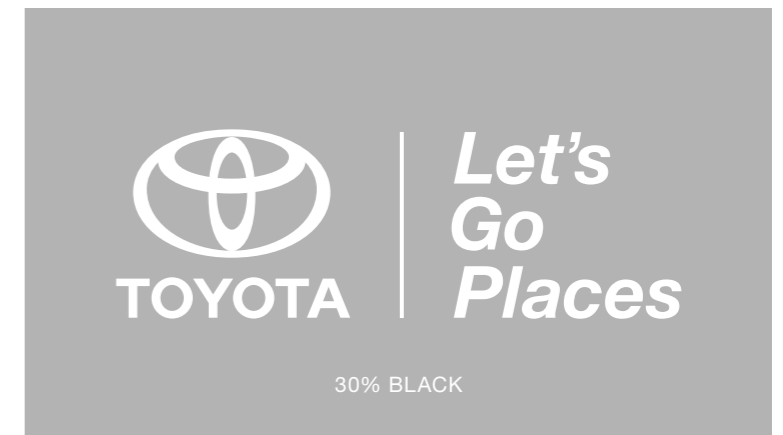
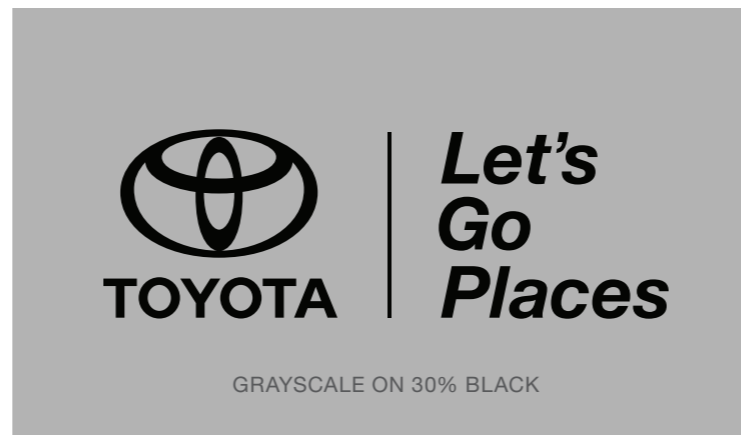
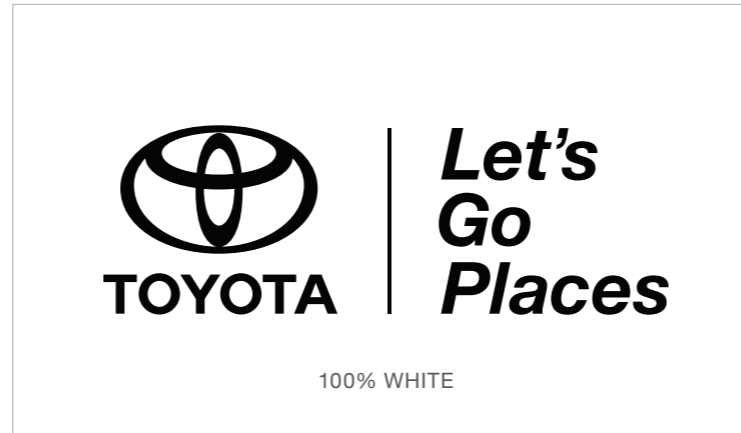
The positive flat lockup should only be placed on backgrounds ranging from 100% white to 30% black. Always ensure significant contrast between the lockup and background.

REVERSE

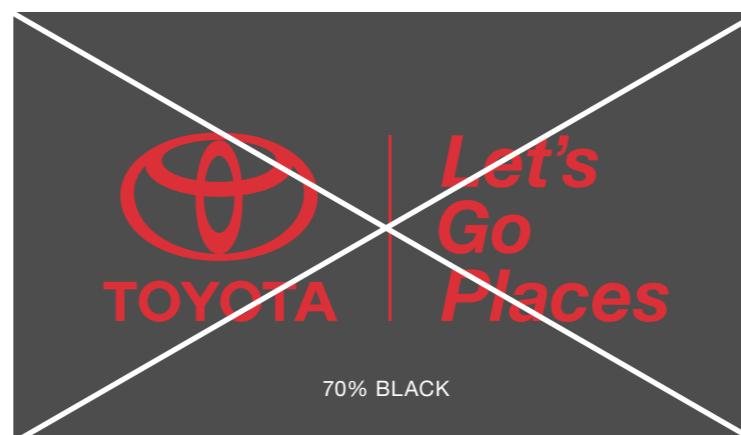
The reverse flat lockup should only be placed on backgrounds ranging from 30% to 100% black.

REMEMBER

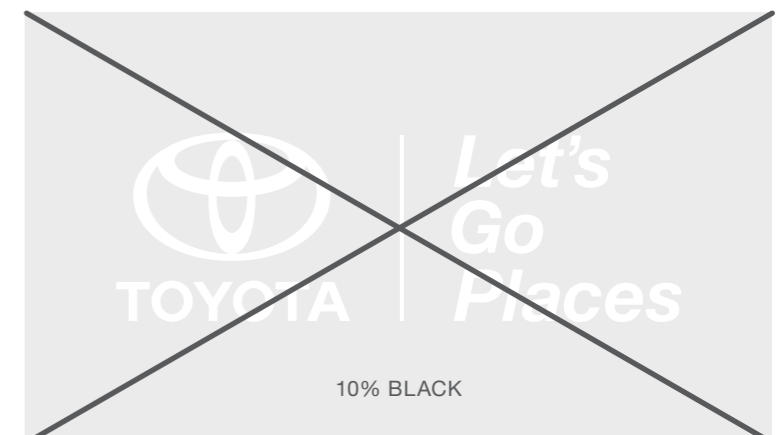
When background values fall between 10% and 90% black, there must be sufficient contrast between the background and all elements of the lockup and the appropriate flat version must be used.



DO NOT



DO NOT



2.4

Color Usage

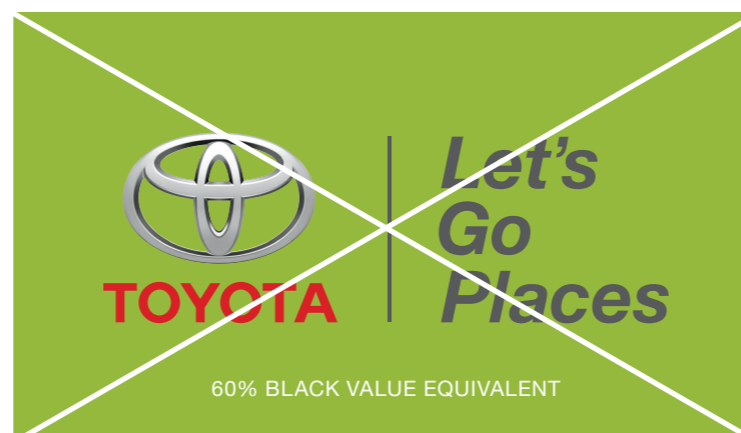
Background Color

When placing the lockup on colored backgrounds, please refer to the rules defined for the dimensional and flat lockups and use your best judgment determining equal values. Always ensure significant contrast between the lockup and background.

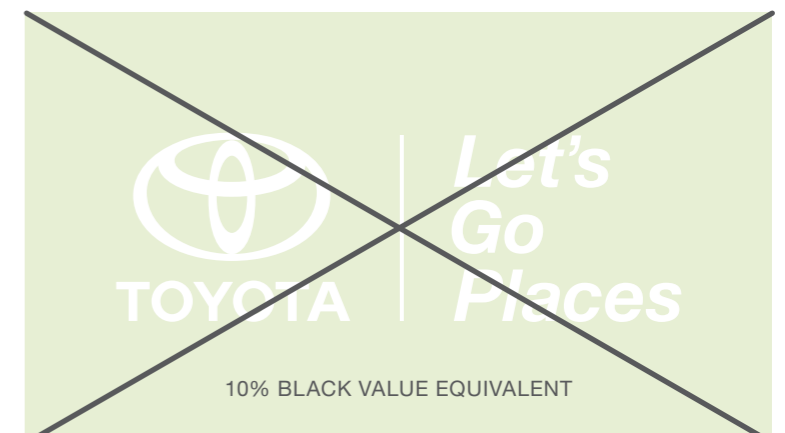
Color usage standards apply to all Toyota signatures and LGP lockups.



DO NOT



DO NOT



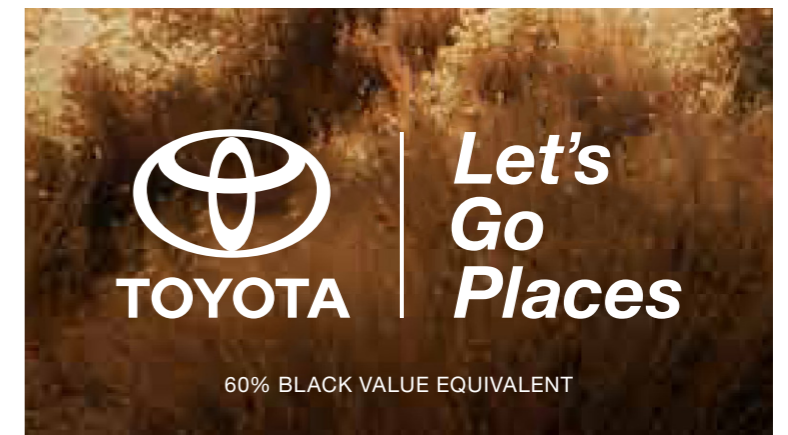
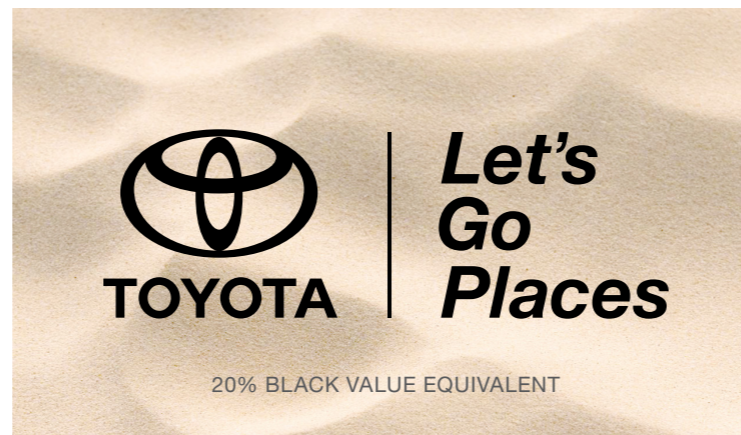
2.4 Color Usage Background Photography

When placing the positive dimensional full-color lockup on photography, ensure the background value is within the range of 100% white to 10% black.

The reverse dimensional version should only be placed on 90% to 100% black value equivalent backgrounds.

When background values fall in between 10% and 90% black, use the flat versions. Refer to the rules defined for the flat lockup and use best judgment determining equal values. Always ensure significant contrast between the lockup and background.

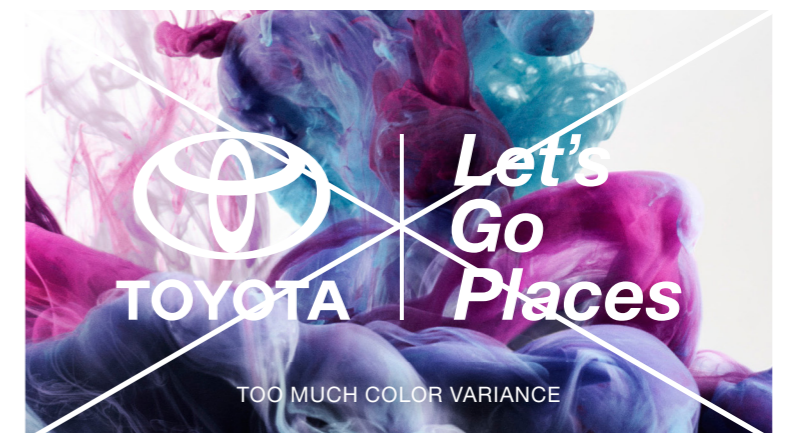
Color usage standards apply to all Toyota signatures and LGP lockups.



DO NOT



DO NOT



2.5 Improper Usage

Always follow the usage standards listed in this document; doing so is critical to maintaining a consistent LGP identity. Improper use will dilute the identity and invite confusion. Artwork for the LGP identity has been created for you. The identity has been carefully designed and should not be altered in any way.

Improper usage prohibitions apply to all Toyota signatures and LGP lockups.

- Do not alter the spacing between any elements of the artwork.
- Do not distort the artwork proportions.
- Do not create department or business unit lockups with additional type.
- Do not attempt to re-create the artwork using different typefaces or graphic elements.
- Do not alter the color of the artwork outside the approved color lockups provided.
- Do not outline the artwork.
- Do not add drop shadows or other graphic devices to the artwork.
- Do not place the artwork on backgrounds that compromise the contrast between the artwork and background.
- Do not use logo for decorative patterns.

DO NOT ALTER SPACING



DO NOT DISTORT



DO NOT ADD TYPE



DO NOT RE-CREATE



DO NOT ALTER COLOR



DO NOT OUTLINE



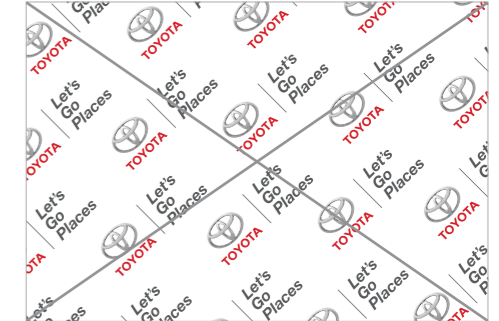
DO NOT ADD SHADOWS



DO NOT PLACE ON PATTERN



DO NOT MAKE INTO PATTERN



DO NOT MAKE TRANSPARENT



2.6 Dealer Uses

These Toyota USA Brand Identity Standards (also known by their former titles Toyota Brand Graphic Standards Manual and Toyota Motor Sales, U.S.A., Inc. Brand Standards Guide) are referenced in the Toyota Dealer Agreement and in Toyota policies applicable to dealers, such as the Toyota Dealer Marketing Covenant and Market Representation policies. Dealer compliance with these Toyota USA Brand Identity Standards is governed by the Toyota Dealer Agreement and applicable Toyota policies.

ADVERTISING AND MARKETING

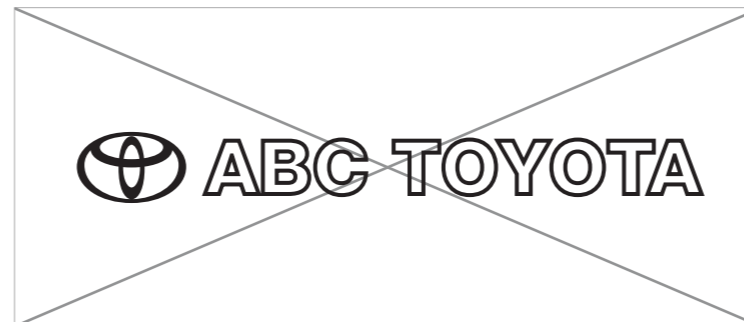
These Toyota USA Brand Identity Standards apply to the advertising or marketing of Toyota vehicles, parts and/or services by dealers and anyone acting on a dealer's behalf, such as advertising agencies.

DEALER NAME

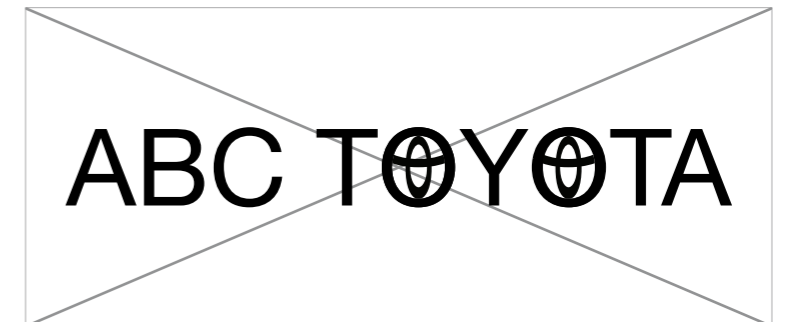
The Toyota signature must stand apart from uses of a dealer's approved doing business as (dba) name. Dealers are not permitted to use the Toyota signature, TOYOTA logotype or Toyota mark within the dealer name or logo. There needs to be adequate clear space between the Toyota signature and dealer name. To the right are examples of appropriate and improper use of the Toyota signature with a dealer name.



DO NOT USE TOYOTA MARK OR LOGOTYPE AS PART OF DEALER NAME



DO NOT DISTORT TOYOTA SIGNATURE



2.6

Dealer Uses (cont.)

Dealers may use their approved doing business as (dba) name on promotional (giveaway) novelty items to advertise or market genuine Toyota vehicles, parts and/or services.

DEALER FACILITIES AND SIGNAGE

These Toyota USA Brand Identity Standards do not change or override the applicable Toyota dealer facilities standards, such as Image USA II or any previous or subsequent standards.

All uses of Toyota Brand Elements on exterior signage and other features of approved dealer facility locations must comply with the applicable Toyota dealer facilities standards.

These Toyota USA Brand Identity Standards do not authorize any uses that conflict with applicable Toyota facilities standards. Note that the sub-brand guidelines in these Toyota USA Brand Identity Standards only apply to dealer advertising, marketing and point-of-sale uses and do not authorize uses that would conflict with Toyota dealer facilities standards.

DEALER BUSINESS CARD AND LETTERHEAD

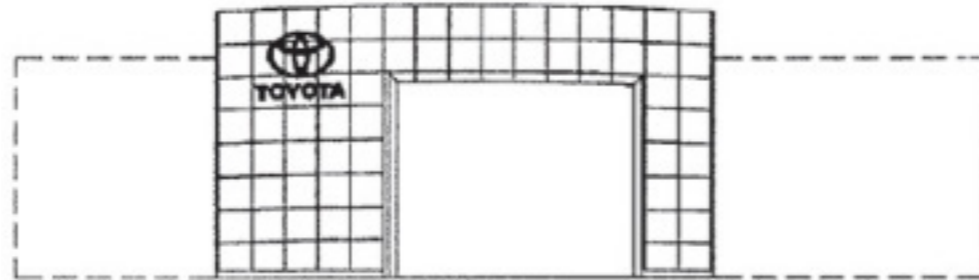
Dealer business cards and letterhead must use the dealer's approved doing business as (dba) name. Dealers may use the Toyota Signature or LGP lockup on letterhead or business cards in a manner that complies with these standards and stands apart from the dealer dba name as illustrated in this section.

2.6 Dealer Uses (cont.)

These Toyota USA Brand Identity Standards do not authorize uses of the Toyota Brand Elements by independent facilities, including Toyota Certified Collision Centers that may be affiliated with a Toyota dealer but are not approved dealer locations under a Toyota Dealer Agreement. Any uses of Toyota Brand Elements by independent facilities affiliated with a dealer shall be approved only as part of any logo approved by Toyota for the applicable program, such as a Toyota Certified Collision Center program logo.

PORTAL MARK

The Toyota Image USA II building portal appearance (“portal mark”) is a registered trademark of Toyota. The portal mark is a Toyota mark under the Toyota Dealer Agreement and applicable policies. The portal mark was introduced in 2005 and consists of the Toyota symbol mark on an internally lit façade covered with individual glass panels forming squares divided by vertical and horizontal lines. The portal mark may only be executed on a dealer’s current approved primary sales facility. Please refer to the Image USA II Final Schematic Design proposal publication for proper display of the portal mark. Examples of the portal mark are shown here.



2.7

Different Applications

While the standards for constructing the Let's Go Places identity are meant to be followed exactly, the remaining sections of this chapter outline applications that offer more room for individual discretion. Specifically, they review the best practices for the LGP identity to be adapted for different creative applications.

2.8 Identity Placement LGP Lockups

Across all Product Brand Use platforms and applications, the LGP lockups should be placed in the lower right corner of the application.

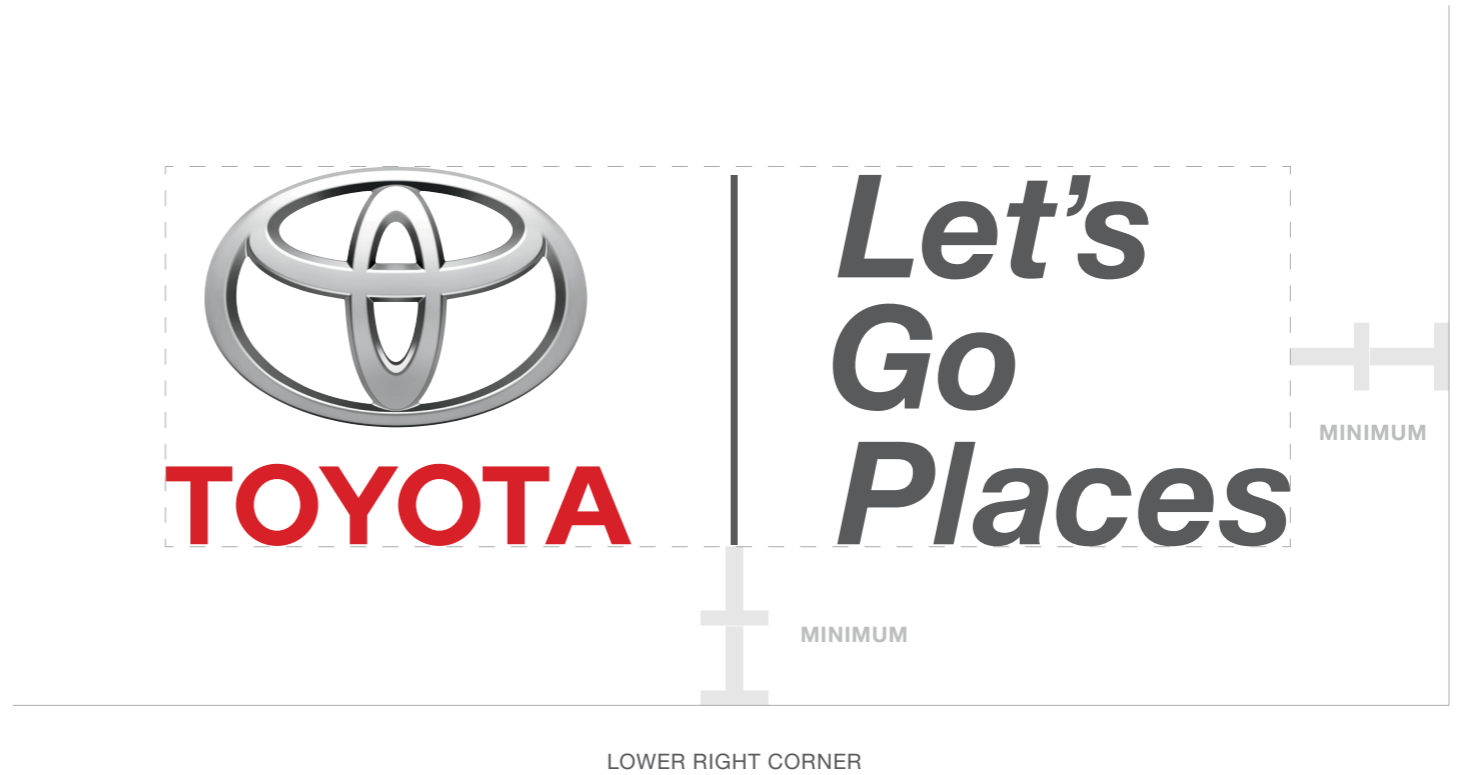
The recommended minimum margin is double the clear space for each lockup.

For example, recall that the clear space for the primary lockup is equal to the height of the letter *T* in *TOYOTA*. Avoid placing the lockup within two *T*s of the edges of the application.

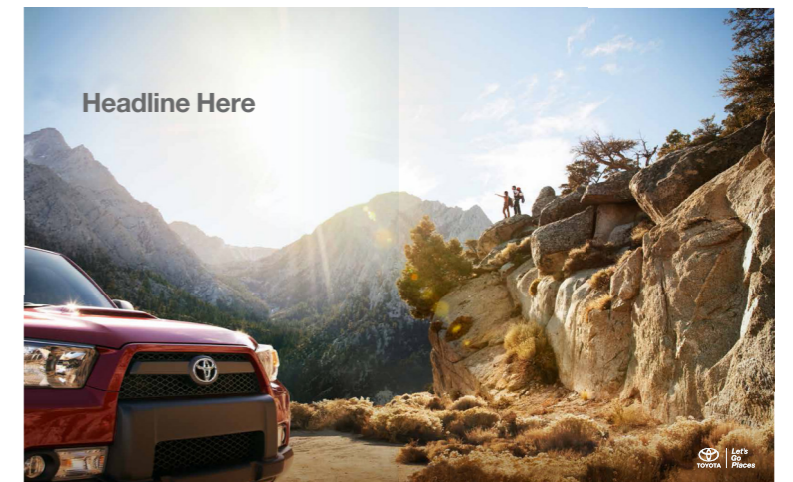
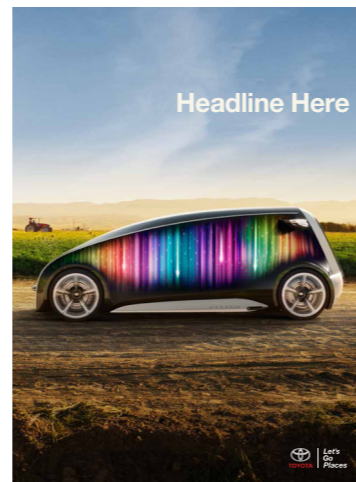
Placement usage best practices apply to all Toyota signatures and LGP lockups.

NOTE

The layouts provided demonstrate the recommended header and copy placement; however, this placement is not required.



EXAMPLES OF CORRECT LOCKUP PLACEMENT



2.9 Out-of-Home

Out-of-home applications will be viewed from a great distance, usually by a viewer in transit. With this in mind, use best judgment when determining the scale of the artwork.

Most out-of-home applications should use the large-format version of the dimensional lockups for maximum resolution.

Remember to follow usage standards for placement, sizing, clear space and color.

The minimum size of the primary LGP lockup for a 14 ft. by 48 ft. billboard is 5.5 ft. wide.

All legal copy, including copyright, should be clear, conspicuous and placed in the lower left corner and aligned to the bottom of the lockup. The minimum “x” height for a 14 ft. by 48 ft. billboard is 2.2 inches. Scaled templates with more information can be downloaded at <http://adplanner.toyota.com>.

NOTE

The layouts provided demonstrate the recommended header and copy placement; however, this placement is not required.



EXAMPLE SHOWN:

14 ft. x 48 ft.
4-color billboard

POSITIVE DIMENSIONAL FULL-COLOR / 5.5 FT. WIDE

This one-page ad uses the positive dimensional full-color lockup because the value of the photograph where the lockup is placed falls within the 100%-white- to 10%-black-equivalent range allowed for full-color usage.

2.10 Print Advertising—Single Page

On many advertising applications, the lockup will live among other elements at the bottom of the page.

All legal copy, including copyright notice, should be clear, conspicuous and placed in the lower left corner of the page. When large amounts of legal copy are required, it should span the entire width of the page.

The lockup should sit above the legal copy, respecting the required clear space. The social media icons, Twitter hashtag and Toyota URL should also sit above the legal copy, aligned to the left of the page and to the bottom of the lockup.

When only the copyright notice is required, it and the lockup should align at the bottom of the page. Reference the lower example.

NOTE

The minimum size for legal copy for an 8 in. by 10 in. single-page advertisement is 6 points.

The layouts provided demonstrate the recommended header and copy placement; however, this placement is not required.



EXAMPLES SHOWN:

8 in. x 10 in.
4-color single page

Above: Large amount of legal
Left: Copyright only

REVERSE DIMENSIONAL FULL-COLOR

This single-page ad uses the reverse dimensional full-color lockup because the value of the photograph where the lockup is placed falls within the 90%-to 100%-black-equivalent range allowed for full-color usage.

2.10 Print (cont.) Advertising—Spread

On many advertising applications, the lockup will live among other elements at the bottom of the page.

All legal copy, including copyright notice, should be clear, conspicuous and placed in the lower left corner of the right-facing page. When large amounts of legal copy are required, it should span the entire width of the right-facing page.

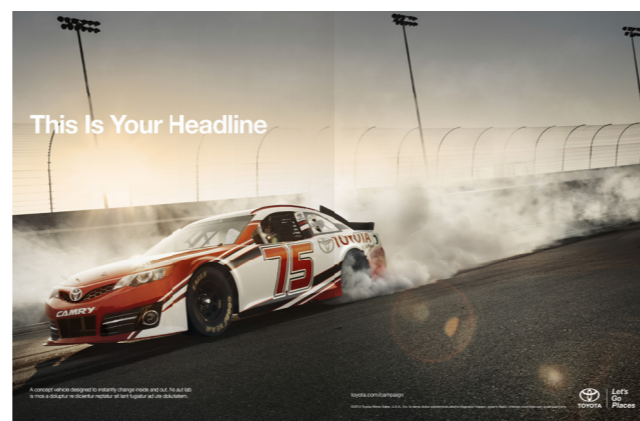
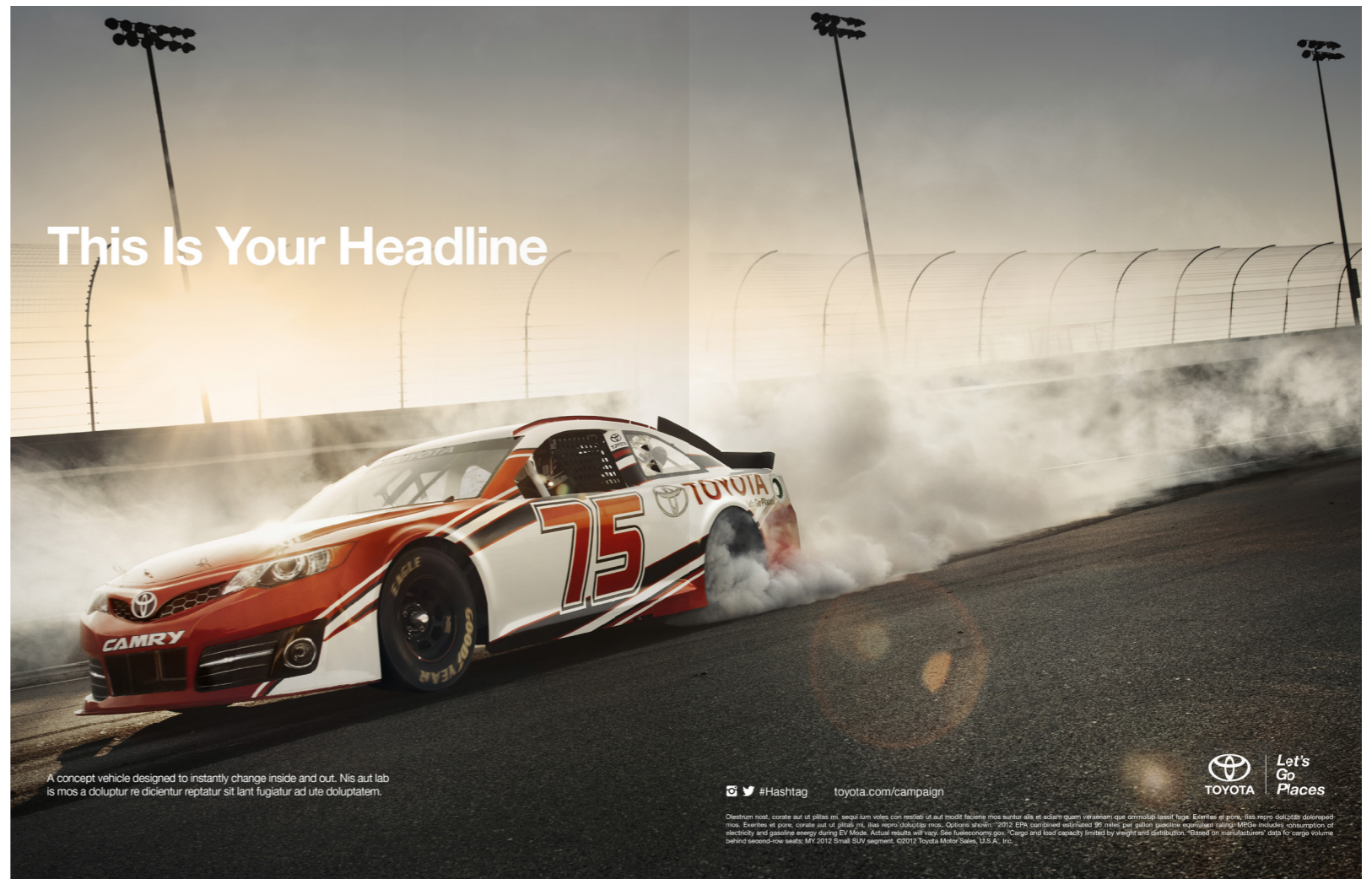
The lockup should sit above the legal copy, respecting the required clear space. The social media icons, Twitter hashtag and Toyota URL should also sit above the legal copy, aligned to the left of the right-facing page and to the bottom of the lockup.

When only the copyright notice is required, it and the lockup should align at the bottom of the page. Reference the lower example.

NOTE

The minimum size for legal copy for a 16 in. by 10 in. spread advertisement is 6 points.

The layouts provided demonstrate the recommended header and copy placement; however, this placement is not required.



EXAMPLES SHOWN:

16 in. x 10 in.
4-color spread

Above: Large amount of legal
Left: Copyright only

REVERSE FLAT

This spread ad uses the reverse flat lockup because the value of the photograph where the lockup is placed is roughly equivalent to 70% black, making either full-color lockups and the positive flat lockup illegible.

2.11 Digital Advertising

When creating banner advertisements for online use, it may become more difficult to follow the usage standards for placement, sizing and clear space.

REMEMBER

The primary lockup is the preferred version and should be used whenever possible. However, when height constraints would force the primary lockup to become illegible, use the horizontal lockup.

The small-space version should be used if the space intended for the lockup falls below the defined minimum size of the standard version.

The Toyota signatures—without the LGP tagline—are reserved for applications requiring branding below the minimum requirements for the LGP lockups. In these cases, the appropriate Toyota signature—without the LGP tagline—should be used, but only with special approval from Toyota Marketing Communications.

Reference Section 2.2 for digital breakpoints.



EXAMPLES SHOWN:

160px x 600px 72 ppi online banner ad
300px x 300px 72 ppi online banner ad
690px x 167px 72 ppi online banner ad
216px x 36px 72 ppi mobile banner ad



SIGNATURE
WITHOUT TAGLINE

SMALL SPACE / POSITIVE DIMENSIONAL FULL-COLOR

Many banner ads will call for the secondary horizontal lockup to maximize legibility in a space where the height constraints would force the primary lockup to become illegible. Many will use the small-space version of the lockup for optimal legibility due to digitally defined size constraints.

Due to further size constraints, the mobile banner ad uses the primary Toyota signature without the LGP tagline.

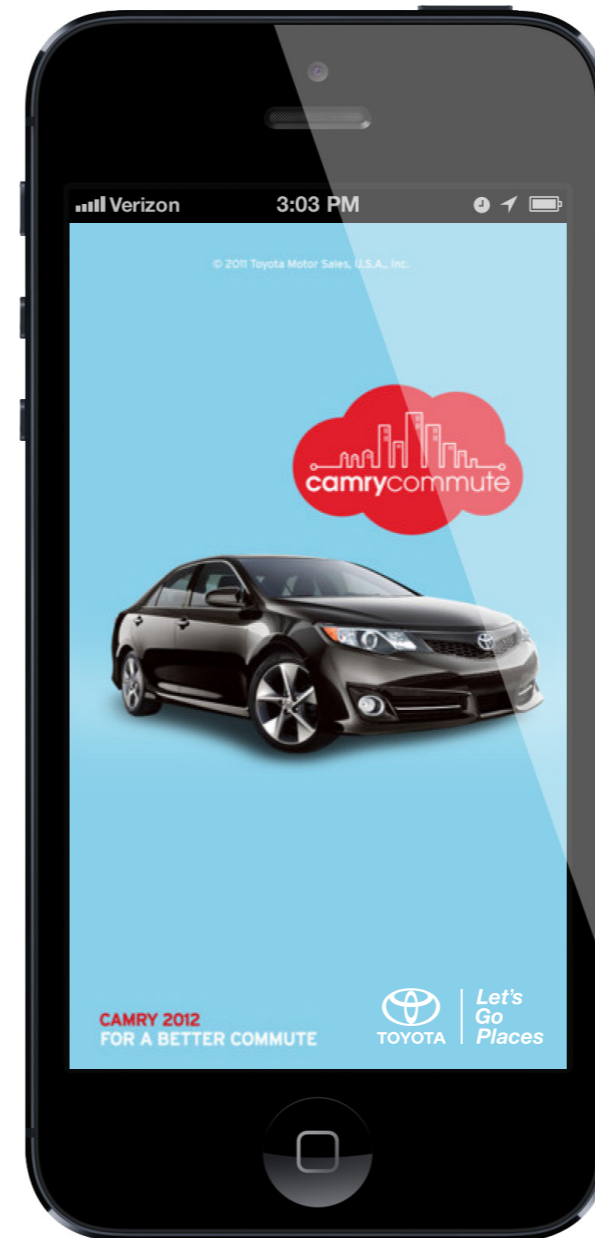
All of the examples use the positive dimensional full-color lockup because the value of the background where the lockup is placed falls within the 100%-white- to 10%-black-equivalent range allowed for full-color usage.

2.11 Digital High Resolution

Artwork intended for higher resolutions such as Apple® Retina Display™ should be prepared for optimal resolution.

One way of adding high-resolution support to an application is by adding a lockup at double the size. Whenever the application is viewed on the Retina Display, the larger lockup will be loaded automatically and shrunk down to the original size, but with double the resolution. This method allows for full and precise control of how the application will look in each case, and is easy to apply to existing applications.

Use best judgment when determining how a higher resolution will affect the final appearance. Remember to follow usage standards for placement, clear space and color.



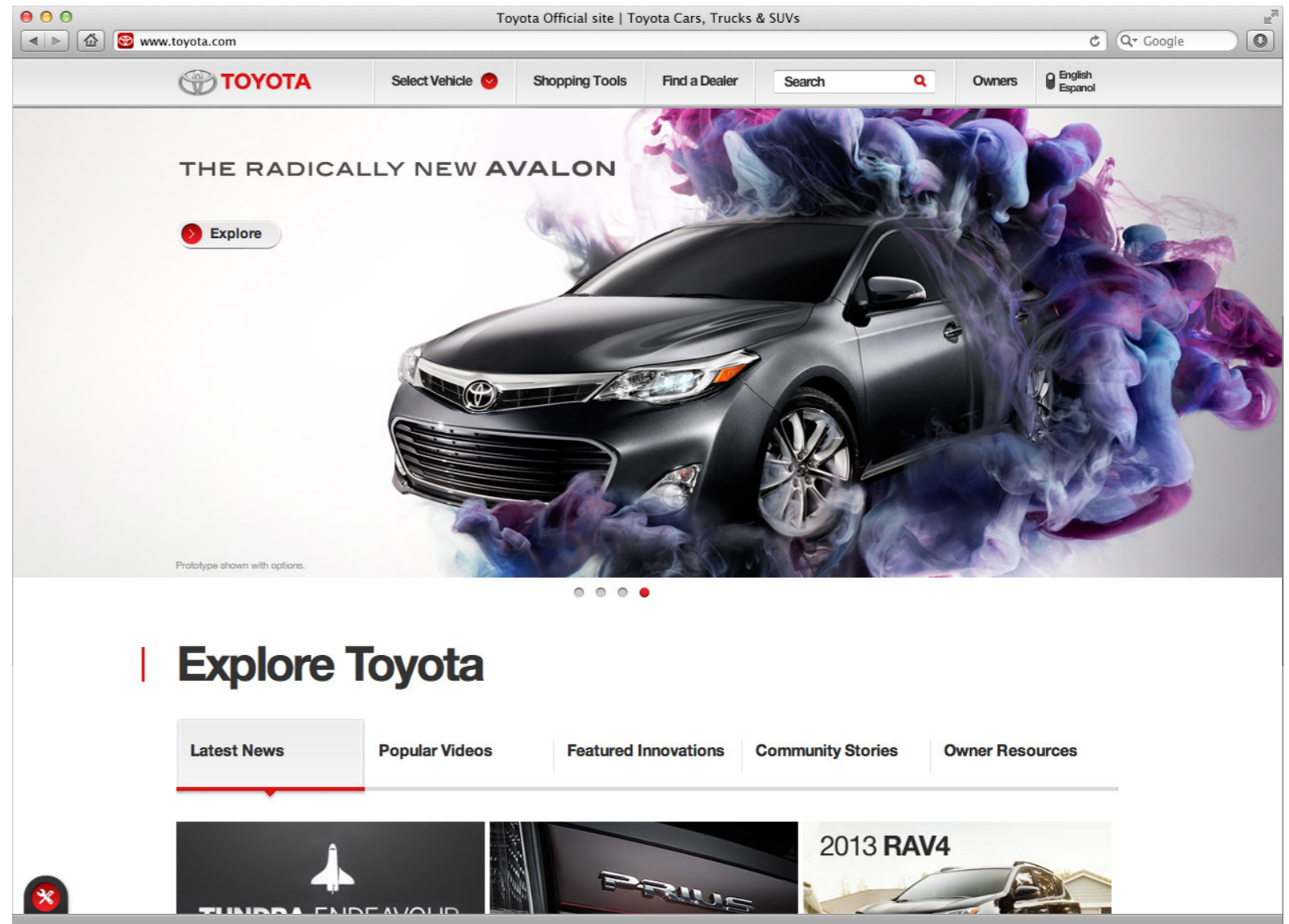
EXAMPLE SHOWN:
iOS app for iPhone 5

STANDARD VERSION FOR HI-RES / REVERSE FLAT

This application uses the standard-space version of the lockup despite being below the digital breakpoint due to the Retina Display increasing legibility. It uses the reverse flat lockup because the value of the solid color where the lockup is placed is roughly equivalent to 40% black, making either full-color lockups or the positive flat lockup illegible.

2.11 Digital Website

Utility-oriented Product Brand Use applications (i.e., clickable) that include high-level entities or product brand information such as home pages of consumer-facing websites should not use the LGP lockups. The LGP lockups are for product promotion, marketing or advertising use only.



SECONDARY SIGNATURE / POSITIVE DIMENSIONAL FULL-COLOR

The toyota.com header uses the Toyota secondary signature without the tagline. When the application's use is strictly utility oriented, and not marketing driven, the tagline should be dropped and one of the Toyota signatures should be used. It uses the positive dimensional full-color lockup because the value of the solid color background where the lockup is placed falls within the 100%-white- to 10%-black-equivalent range allowed for full-color usage.

2.12 Video End Tags

The provided animated lockup should be used for all product-related broadcasts.

The static lockup should be used for shorter segments such as digital/banner applications that use moving video components.

Flexible animated versions of the lockup along with a style guide for specific end tag and voiceover usage can be downloaded at <http://www.tmsbroadcastorders.com>.

Remember to follow usage standards for sizing, clear space and color.

NOTE

All possible sponsorship applications should include one of the two approved voiceovers along with the lockup:

- “Presented by Toyota. Let’s go places.”
- “Brought to you by Toyota. Let’s go places.”

ANIMATED LOCKUP END TAG SEQUENCE



STATIC LOCKUP END TAG EXAMPLES



2.13 Promotional Merchandise

The LGP lockups may be used by Toyota corporate marketing groups for promotional merchandise given away for Product Brand Use. The lockup or other Toyota trademarks may not be used on merchandise for sale to the public or to dealers, except through official merchandise channels (e.g., Toyota Outfitters or Toyota Racing Gear).

Although the stacked lockup is the preferred choice among merchandising applications, use best judgment when determining the appropriate lockup for each instance.

Consult with manufacturers to ensure optimal printing or embroidery results based on the application process. The small space version may be used when legibility is a concern.

Remember to follow usage standards around sizing, clear space and color.



STACKED / REVERSE DIMENSIONAL FULL-COLOR

This mug uses the secondary stacked lockup to maximize legibility in a space where the width constraints would force the primary lockup to become illegible. It uses the positive dimensional full-color lockup because the value of the background color where the lockup is placed falls within the 100% white- to 10% black-equivalent range allowed for full-color usage.



STACKED / SMALL SPACE / POSITIVE DIMENSIONAL FULL-COLOR

This key chain uses the secondary stacked lockup to maximize legibility in a space where the width constraints would force the primary lockup to become illegible. It uses the small space version of the lockup for optimal legibility due to digitally defined size constraints. It uses the positive dimensional full-color lockup because the value of the background color where the lockup is placed falls within the 100%-white- to 10%-black-equivalent range allowed for full-color usage.



HORIZONTAL / SMALL SPACE / REVERSE FLAT

This tire pressure gauge uses the secondary horizontal lockup to maximize legibility in a space where the height constraints would force the primary lockup to become illegible. It uses the small-space version of the lockup for optimal legibility due to digitally defined size constraints. It uses the reverse flat lockup because some printing processes do not allow for full-color artwork.



STACKED / REVERSE FLAT

This hat uses the secondary stacked lockup to maximize legibility in a space where the width constraints would force the primary lockup to become illegible. It uses the reverse flat lockup because the value of the solid color where the lockup is placed is roughly equivalent to 50% black, making either full-color lockups or the positive flat lockup illegible.

2.14 Environmental

The LGP identity is used to show ownership within a defined space and attract attention from a distance. Use the identity sparingly.

Remember to follow usage standards for placement, sizing, clear space and color.



LGP TAGLINE

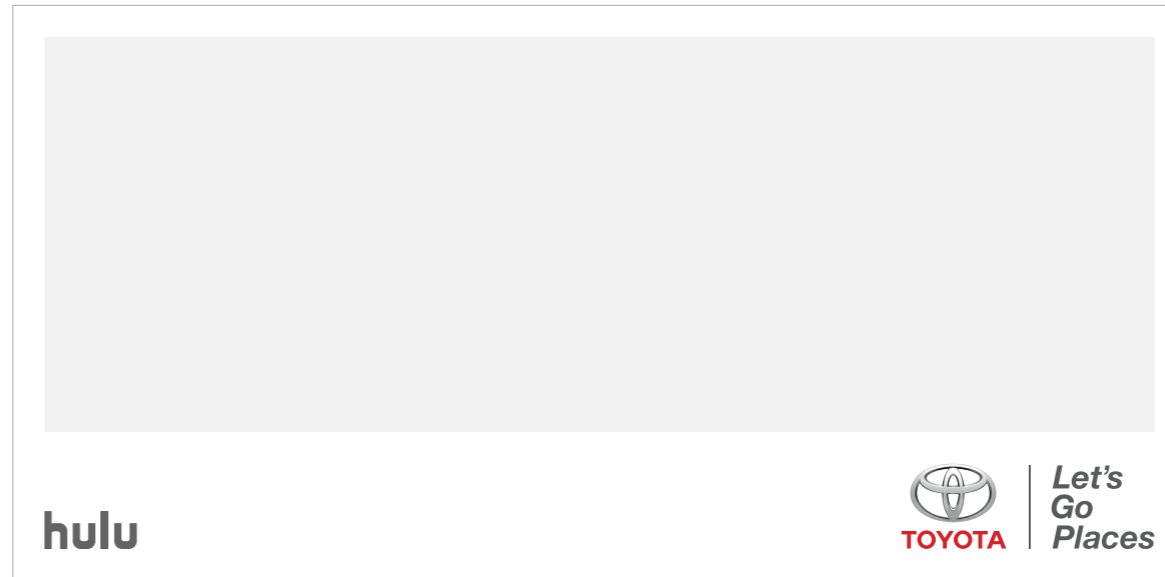
This showroom uses the LGP tagline as a graphical element integrated into the design. This is acceptable because the application is in a heavily Toyota-branded setting.

2.15 Co-Branding Partnerships

This is an overview to guide the development of materials for co-branding relationships. Each co-branded relationship will require individual considerations.

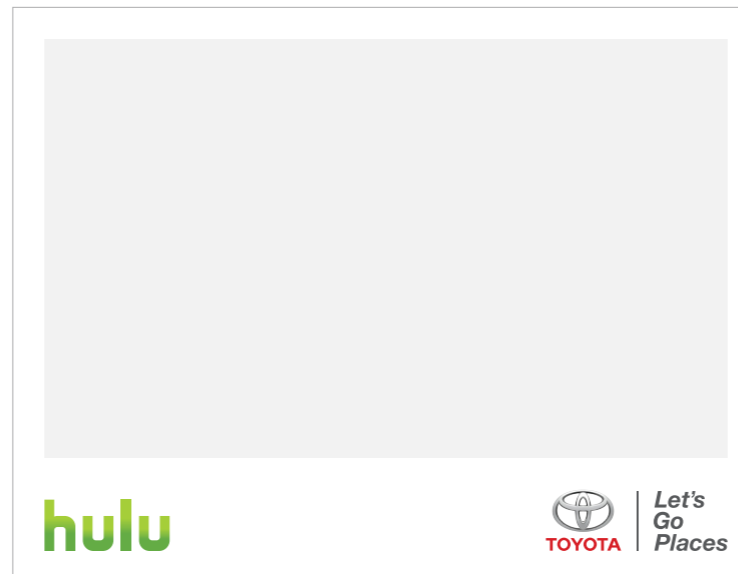
Remember to follow usage standards for sizing, clear space and color.

Co-branding usage best practices apply to all Toyota signatures and LGP lockups.



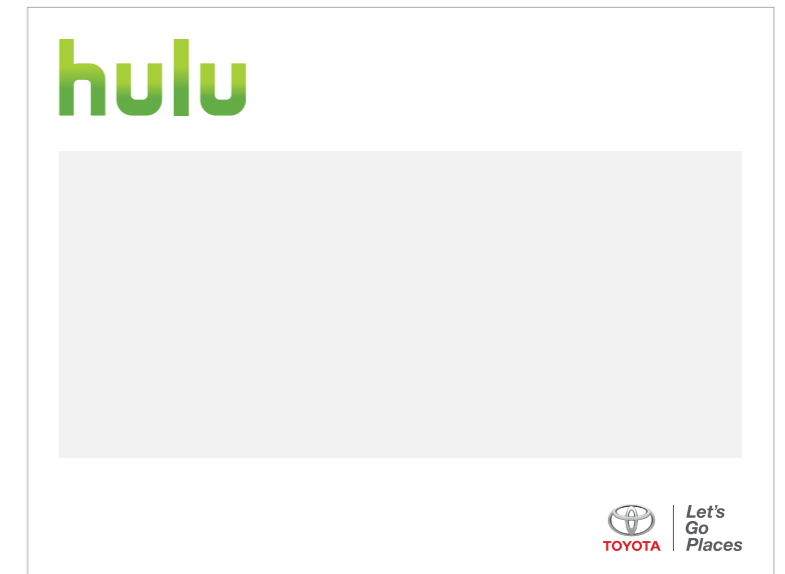
80% TOYOTA LEAD

When Toyota is the lead sponsor on promotional material, the primary lockup should be used and placed in the lower right corner of the application. The co-branding partner should have a light brand footprint on the application. It is recommended that their logo be printed in black or white.



50% TOYOTA LEAD

When Toyota is sharing sponsorship equally with another brand on promotional material, the primary lockup should still be placed in the lower right corner if possible. All artwork should be treated equally in scale and color.



20% TOYOTA LEAD

When Toyota's co-branding partner is the lead sponsor on promotional material, the primary lockup should still be placed in the lower right corner if possible. Toyota should have a light brand footprint on the application. It is recommended that the lockup be printed in color if possible.

2.15 Co-Branding Partner Combinations

When the Toyota brand is presented together with one or more partner brands, the LGP tagline should always be dropped and the appropriate Toyota signature should be used.

Use best judgment when placing the Toyota signature within a shape or container. Follow usage standards for clear space and color as much as possible. The scale of the Toyota signature should be no smaller than surrounding elements.

When combining the Toyota signature with other logos using divider lines, respect the clear space rules of each logo. Align all final artwork to its center horizontal axis.

Refer to these examples for suggested placement and scale relationships.

The LGP lockups and Toyota sub-brands, such as Avalon, Camry or RAV4, should never be combined with a divider line.



DO NOT



DO NOT



2.15 Co-Branding Presenting Sponsor

When Toyota is recognized as the presenting sponsor, the LGP lockup should always be used. The lockup should be introduced by one of the two approved phrases:

- *Presented by*
- *Brought to you by*

The selected phrase should never appear larger or heavier in weight than the tagline. It should be typeset in italic, sentence case and never below 6 pt. Use best judgment when determining scale based on each specific application. Respect each lockup's clear space when placing the phrase. Refer to these examples for suggested placement and scale relationships.

Presented by



Presented by



Brought to you by



DO NOT



DO NOT



2.16 Toyota Companies Product Brand Use Business Cards and Letterhead

Toyota regional sales/distribution offices and corporate departments responsible for product promotion, marketing or advertising may use the Toyota Signature or LGP lockup on business cards and letterhead. Below are sizing and typography requirements. Examples of appropriate use are to the right. All letterhead and business cards should be ordered through TMS Graphics and Print Purchasing or equivalent departments of affiliated companies.

General letterhead: 8-1/2" x 11"

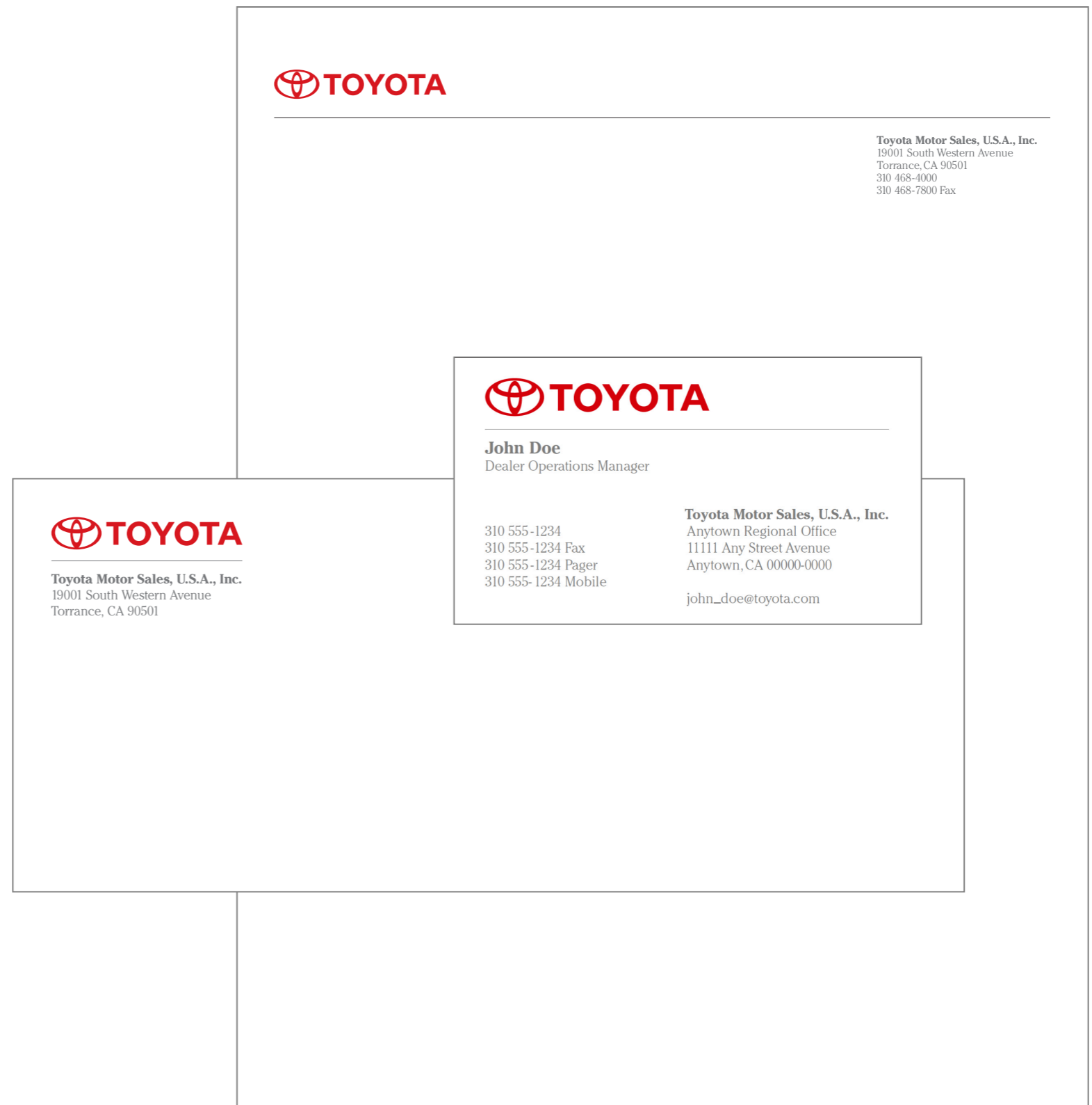
Envelope: 9-1/2" x 4-1/16" ("A9")

Toyota Signature: Positioned upper left, as shown, or centered.

Typography: Address and phone numbers are set in 9/10 ITC Cheltenham Light. Dealership names are set in 9/10 Cheltenham Bold.

Ink colors: Toyota Red and Toyota Gray (Compares to PMS® Cool Gray 9)

Paper Stock Gilbert Neutech Ultra White or similar bright white material.



3.0

Corporate Use

Toyota corporate entity uses that do not involve promotion, marketing or advertising of products (“Corporate Uses”) must use the TOYOTA logotype without the Toyota mark.

Corporate Uses are expressions of the corporate brand or uses that convey the reliability of the corporation.

Dealers must not use the TOYOTA logotype without the Toyota mark, as this is a Corporate Use not approved for Dealers.

Examples of Corporate Uses are:

- Office, plant and facility signage (except for sales offices)
- Corporate office associate/team member IDs, business cards, letterhead, email signatures (except for product promotion)
- Team member uniforms
- Corporate websites, corporate brochures, corporate advertisements, corporate philanthropy, corporate sponsorships
- Activities that support the corporate brand, demonstrating corporate trust and assurance

3.1 Corporate Use Components

Corporate Use requires the TOYOTA logotype.

TOYOTA

The Toyota signature is not part of a Corporate Use, which cannot include the Toyota mark.



The LGP tagline may be combined with the TOYOTA logotype for temporary Corporate Uses such as corporate websites, corporate brochures, corporate advertisements, corporate philanthropy collateral materials and corporate sponsorship collateral materials.

TOYOTA
Let's Go Places

3.2 Corporate Use Sizing

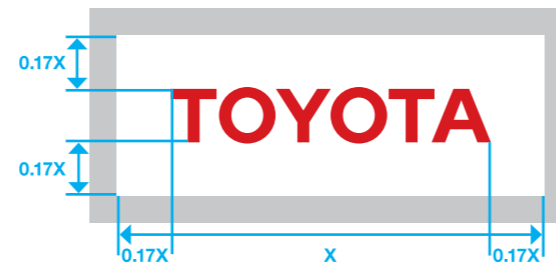
An absolute minimum size has been specified to ensure clear reproduction of the TOYOTA logotype. In order to maintain its quality and legibility, use in any smaller size is prohibited.



3.3

Corporate Use Clear Space

It is critical to maintain an area of clear space when using the TOYOTA logotype without the TOYOTA mark as a Corporate Use. The clear space is equal to the height of the letter T in TOYOTA. The surrounding clear space ensures the visual integrity of the Corporate Use while helping it command attention. No other design element or typography may fall within this area.



3.4

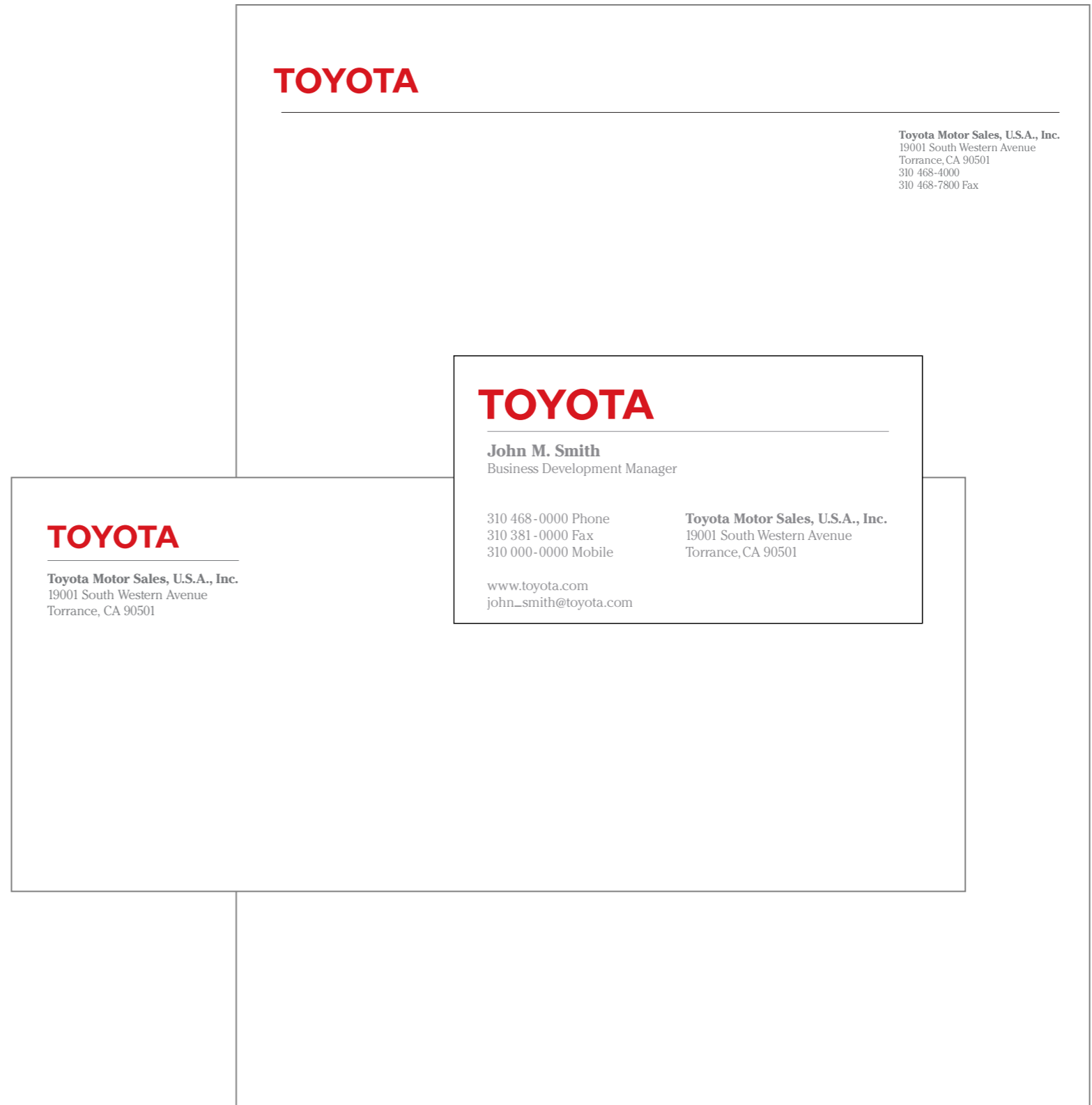
Corporate Use

Color Usage

The TOYOTA logotype must never be displayed in a tone that lacks sufficient contrast with the background, and it should always be distinctly visible. Toyota Red is the preferred color for display of the Toyota logotype. Please refer to the Toyota Mark & Logotype Standard for any other approved colors.

3.5 Corporate Use Business Cards and Letterhead

The TOYOTA logotype should be used on all corporate business cards, corporate stationery, corporate facilities signage and identification cards. The TOYOTA logotype should also be used on all products, packaging, novelties, advertising, displays, presentations, Web pages and exhibitions when the activities are in promotion of the entire corporation. All letterhead and business cards should be ordered through TMS Graphics and Print Purchasing or the equivalent department of affiliated companies.



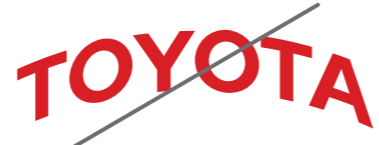
3.6 Corporate Use Improper Usage

Shown here are examples of improper usage of the TOYOTA logotype.

Form



NO DEFORMATION



NO BENDING



NO RESHAPING



NO CHANGING THE FONT



NO CHANGING THE SPACING

Colors



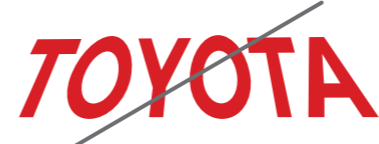
NO CHANGING THE COLOR



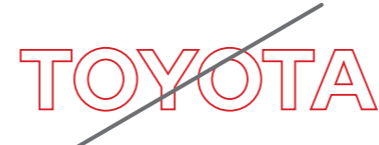
NO PARTIAL REVERSING



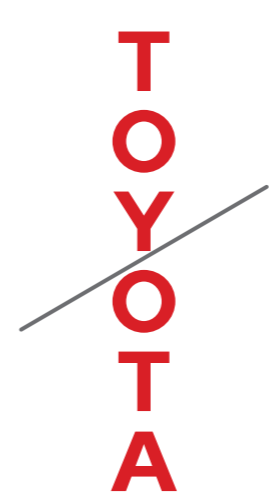
NO SHADOWING



NO PERSPECTIVE



NO OUTLINING



NO VERTICAL STACKING



NO USE OF MULTIPLE COLORS



NO GRADATION

Other



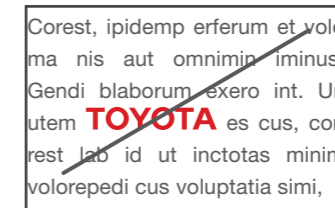
NO SUPERIMPOSING ON BACKGROUND WITH INSUFFICIENT CONTRAST



NO OTHER ELEMENTS INTRUDING INTO EXCLUSION ZONE



NO OTHER ELEMENTS INTRUDING INTO EXCLUSION ZONE



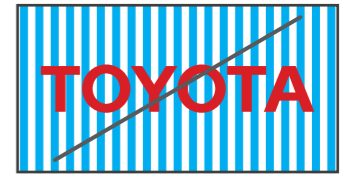
NO EMBEDDING OF THE TOYOTA LOGOTYPE WITHIN BODY TEXT



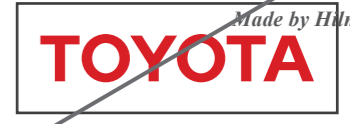
NO EMBEDDING OF THE TOYOTA LOGOTYPE WITHIN A SENTENCE



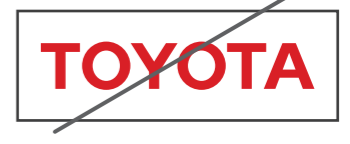
NO USE OF THE TOYOTA LOGOTYPE AS A TERM, UNLESS IT INDICATES TOYOTA'S BUSINESS ACTIVITIES



NO SUPERIMPOSING ON PATTERN THAT IMPAIRS VISIBILITY



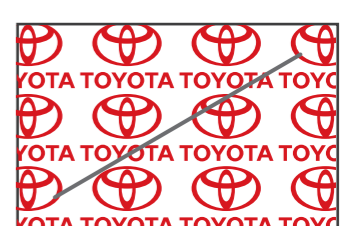
NO OTHER ELEMENTS INTRUDING INTO EXCLUSION ZONE



NO OTHER ELEMENTS INTRUDING INTO EXCLUSION ZONE



DO NOT CREATE DECORATIVE PATTERNS



DO NOT CREATE DECORATIVE PATTERNS

4.0

Sub-Brands

At this point, we've considered Toyota Brand Identity in both co-branded and stand-alone applications. However, sub-brand applications warrant a closer look. Unlike co-branding, there is a clear hierarchy between the brands. And unlike a stand-alone application, a sub-brand is at once part of the Toyota brand yet wholly separate from all other Toyota sub-brands. Therefore, special care must be taken to ensure that the sub-brand benefits from the parent brand's equity while communicating its own unique values and consumer benefits.

4.1 Components Overview

Many service-oriented sub-brands exist within Toyota. To ensure consistency, a templated identity system has been established to position all sub-brands equally and are intended to offer both internal marketers and agency partners more creative latitude while sustaining clear hierarchy and messaging.

For example purposes, we are representing the in-use Service Centers lockup.



ServiceCenters
Keep Your Toyota a Toyota

EXAMPLE SUB-BRAND LOCKUP

4.1 Components Identity Elements

PRIMARY SIGNATURE

A strikeout of the Toyota brand signature (mark + logotype) inside a rectangular carrier becomes unique to the sub-brand.

SUB-BRAND LOGOTYPE

The logotype is the text of the sub-brand's name. While it appears in conjunction with the Toyota signature, its scale establishes the sub-brand's prominence within the lockup.

SUB-BRAND TAGLINE

Unique to the sub-brand, the tagline may reference Toyota but its main function is to position the underlying product or service.

The Let's Go Places tagline is reserved for the Toyota Parent Brand and should never be used with any Toyota sub-brand.



PRIMARY SIGNATURE

ServiceCenters

EXAMPLE SUB-BRAND LOGOTYPE

Keep Your Toyota a Toyota

EXAMPLE SUB-BRAND TAGLINE

4.1 Components Identity System

Within the system, the identity elements can be used to create either horizontal or stacked lockups. Lockups may or may not include a tagline.

DEALER LOCKUPS

The Service Center lockups—singular and always without the tagline—are reserved for instances where the application’s use is specific to an individual dealer location.



EXAMPLE HORIZONTAL LOCKUP WITH TAGLINE



EXAMPLE STACKED LOCKUP WITH TAGLINE



EXAMPLE HORIZONTAL LOCKUP WITHOUT TAGLINE



EXAMPLE STACKED LOCKUP WITHOUT TAGLINE



EXAMPLE HORIZONTAL DEALER LOCKUP



EXAMPLE STACKED DEALER LOCKUP

4.2 Horizontal Lockup Construction Overview

PROVIDED LOCKUP TEMPLATES

Individual templates are provided for horizontal lockups with and without taglines. The appropriate template for each sub-brand is based on the length of the sub-brand name and accompanying tagline, if included. Use best judgement when deciding which template is appropriate for each sub-brand.

NOTES

Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>



Lorem

ONE-WORD SUB-BRAND NAME



Lorem Ipsum

TWO-WORD SUB-BRAND NAME



Lorem Ipsum Dolor

THREE-WORD SUB-BRAND NAME



Lorem Ipsum
Dolor Amet

FOUR-WORD SUB-BRAND NAME

INDIVIDUAL TEMPLATES ARE PROVIDED FOR
SUB-BRAND NAMES WITHOUT A TAGLINE



Lorem

Lorem Ipsum Dolor

ONE-WORD SUB-BRAND NAME



Lorem Ipsum

Lorem Ipsum Dolor

TWO-WORD SUB-BRAND NAME



Lorem Ipsum Dolor

Lorem Ipsum Dolor

THREE-WORD SUB-BRAND NAME



Lorem Ipsum

Dolor Amet

Lorem Ipsum Dolor

FOUR-WORD SUB-BRAND NAME

INDIVIDUAL TEMPLATES ARE PROVIDED FOR
SUB-BRAND NAMES WITH A TAGLINE

4.2 Horizontal Lockup Construction Primary Signature

ARTWORK

The primary signature has been provided within all horizontal lockup templates and should never be recreated.

NOTES

Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>



PRIMARY SIGNATURE WITH TAGLINE
IS PROVIDED IN ALL TEMPLATES. DO NOT RECREATE.



PRIMARY SIGNATURE WITHOUT TAGLINE
IS PROVIDED IN ALL TEMPLATES. DO NOT RECREATE.

4.2 Horizontal Lockup Construction Short Sub-Brand Names

The formatting of sub-brand names is dependent on the name length. For example purposes, the lockups shown here do not contain taglines, however, the same formatting principles apply when the sub-brand name is accompanied by a tagline.

ONE-WORD SUB-BRAND NAMES

One-word sub-brand names are always set in Helvetica Neue LT Std 75 Bold and are always in 80% black.

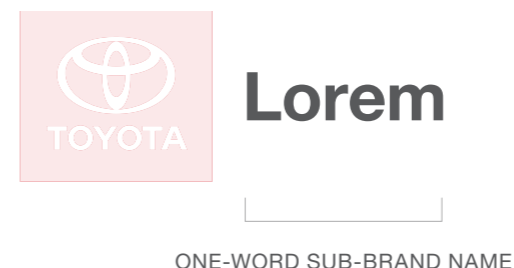
TWO-WORD SUB-BRAND NAMES

Within two-word sub-brand names, a style change occurs between the first and second word. The style change has been designed to separate the words instead of a literal space. The first word is always set in Helvetica Neue LT Std 75 Bold and is always in 80% black. The second word is always set in Helvetica Neue LT Std 55 Roman and is always in Toyota Red.

NOTES

Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>



4.2 Horizontal Lockup Construction Long Sub-Brand Names

The formatting of sub-brand names is dependent on the name length. For example purposes, the lockups shown here do not contain taglines. However, the same formatting principles apply when the sub-brand name is accompanied by a tagline.

THREE-WORD SUB-BRAND NAMES

Within three-word sub-brand names, a style change occurs where there is a natural shift within the name. Use best judgement in identifying this shift. The first portion is always set in Helvetica Neue LT Std 75 Bold and in 80% black. The second portion is always set in Helvetica Neue LT Std 55 Roman and is always in Toyota Red. Because the location of the style shift is flexible, spaces are used to ensure word separation.

FOUR-WORD SUB-BRAND NAMES

Within four-word sub-brand names, a style change occurs where there is a natural shift within the name. The first portion is always set in Helvetica Neue LT Std 75 Bold and in 80% black. The second portion is always set in Helvetica Neue LT Std 55 Roman and is always in Toyota Red. Because the location of the style shift is flexible, spaces are used to ensure word separation. Due to length, the sub-brand name has been broken into two lines.

NOTES

Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>



Lorem Ipsum Dolor

THREE-WORD SUB-BRAND NAME



**Lorem Ipsum
Dolor Amet**

FOUR-WORD SUB-BRAND NAME

4.2 Horizontal Lockup Construction Sub-Brand Taglines

If applicable, horizontal lockup templates with taglines have been created with considerations made for the most common scenarios.

SHORT TAGLINE

The tagline can remain shorter than the sub-brand name, in which case no alteration is necessary.

LONG JUSTIFIED TAGLINE

If the tagline extends up to 5 characters beyond the length of the sub-brand name, it can be scaled to become justified with the right edge of the sub-brand name.

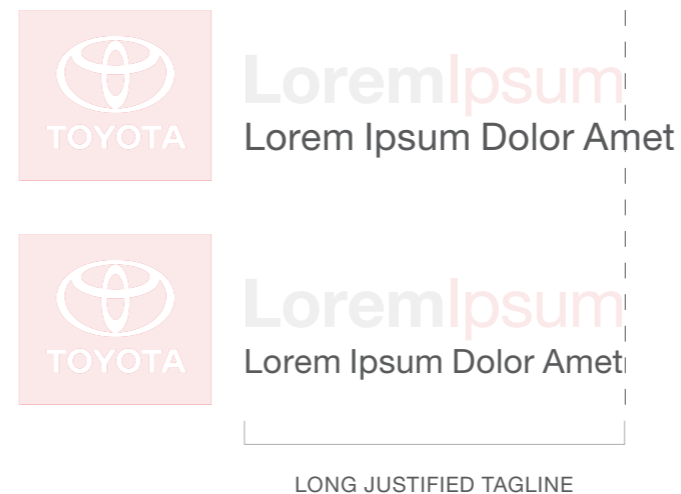
LONG OVERHANGING TAGLINE

The tagline can remain 6–10 characters beyond the length of the sub-brand name without becoming justified or splitting into a new line.

NOTES

Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>



4.2

Horizontal Lockup

Construction

Sub-Brand Taglines *(Cont.)*

LONG TAGLINE WITH LINE BREAK

If the tagline extends more than 11 characters beyond the length of the sub-brand name, it should break into two lines.

SHORT TAGLINE WITH LONG SUB-BRAND NAME

The tagline can remain shorter than the long sub-brand name, in which case no alterations are necessary.

LONG TAGLINE WITH LONG SUB-BRAND NAME

If the tagline extends more than 11 characters beyond the length of the sub-brand name, it should break into two lines.

NOTES

Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>



Lorem Ipsum

Lorem Ipsum Dolor Sit Amet
 Nam Cu Reque Denique

LONG TAGLINE WITH LINE BREAK



Lorem Ipsum

Dolor Amet

Lorem Ipsum Dolor

SHORT TAGLINE WITH LONG SUB-BRAND NAME



Lorem Ipsum

Dolor Amet

Lorem Ipsum Dolor Sit Amet
 Nam Cu Reque Denique

LONG TAGLINE WITH LONG SUB-BRAND NAME

4.3 Stacked Lockup Construction Overview

PROVIDED LOCKUP TEMPLATES

Individual templates are provided for stacked lockups with and without taglines. The appropriate template for each sub-brand is based on the length of the sub-brand name and accompanying tagline, if included.

One-word sub-brand names should not be in stacked lockups. Use best judgment when deciding which template is appropriate for each sub-brand.

NOTES

Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>



Lorem Ipsum

TWO-WORD SUB-BRAND NAME



Lorem Ipsum

Lorem Ipsum Dolor

TWO-WORD SUB-BRAND NAME



Lorem Ipsum Dolor

THREE-WORD SUB-BRAND NAME



Lorem Ipsum Dolor

Lorem Ipsum Dolor

THREE-WORD SUB-BRAND NAME



**Lorem Ipsum
Dolor Amet**

FOUR-WORD SUB-BRAND NAME



**Lorem Ipsum
Dolor Amet**

Lorem Ipsum Dolor

FOUR-WORD SUB-BRAND NAME

**INDIVIDUAL TEMPLATES ARE
PROVIDED FOR SUB-BRAND NAMES
WITHOUT A TAGLINE**

**INDIVIDUAL TEMPLATES ARE
PROVIDED FOR SUB-BRAND NAMES
WITH A TAGLINE**

4.3 Stacked Lockup Construction Primary Signature

ARTWORK

The primary signature has been provided within the stacked lockup templates and should never be re-created.

NOTES

Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>



PRIMARY SIGNATURE WITH TAGLINE
IS PROVIDED IN ALL TEMPLATES.
DO NOT RE-CREATE.

Lorem Ipsum
Lorem Ipsum Dolor



PRIMARY SIGNATURE WITHOUT TAGLINE
IS PROVIDED IN ALL TEMPLATES.
DO NOT RE-CREATE.

Lorem Ipsum

4.3 Stacked Lockup Construction Short Sub-Brand Names

The formatting of sub-brand names is dependent on the name length. For example purposes, the lockups shown do not contain taglines, however, the same formatting principles apply when the sub-brand name is accompanied by a tagline.

ONE-WORD SUB-BRAND NAMES

One-word sub-brand names should never be stacked. They should only exist as horizontal lockups.

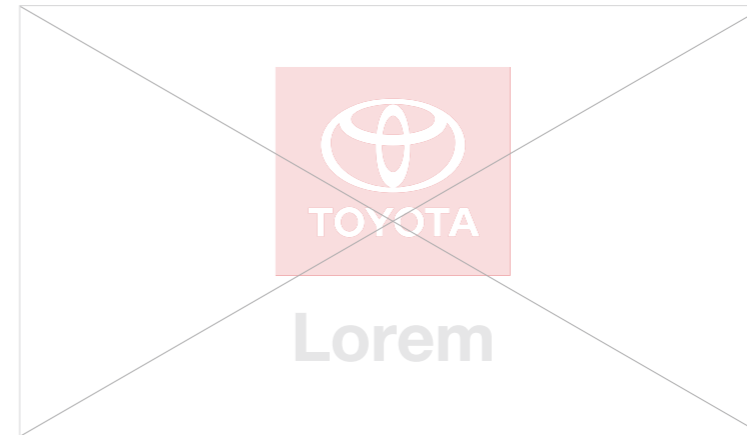
TWO-WORD SUB-BRAND NAMES

Within two-word sub-brand names, a style change occurs between the first and second word. The style change has been designed to separate the words instead of a literal space. The first word is always set in Helvetica Neue LT Std 75 Bold and is always in 80% black. The second word is always set in Helvetica Neue LT Std 55 Roman and is always in Toyota Red.

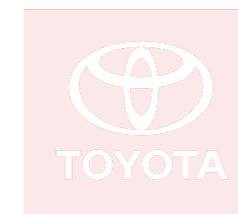
NOTES

Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>



ONE-WORD SUB-BRAND NAMES
SHOULD NEVER BE STACKED.



LoremIpsum

TWO-WORD SUB-BRAND NAME

4.3 Stacked Lockup Construction Long Sub-Brand Names

The formatting of sub-brand names is dependent on the name length. For example purposes, the lockups shown here do not contain taglines. However, the same formatting principles apply when the sub-brand name is accompanied by a tagline.

THREE-WORD SUB-BRAND NAMES

Within three-word sub-brand names, a style change occurs where there is a natural shift within the name. Use best judgment in identifying this shift. The first portion is always set in Helvetica Neue LT Std 75 Bold and in 80% black. The second portion is always set in Helvetica Neue LT Std 55 Roman and is always in Toyota Red. Because the location of the style shift is flexible, spaces are used to ensure word separation.

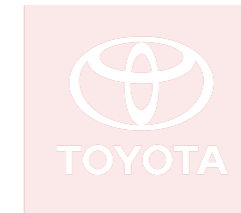
FOUR-WORD SUB-BRAND NAMES

Within four-word sub-brand names, a line break and style change occur where there is a natural shift within the name. The first portion is always set in Helvetica Neue LT Std 75 Bold and in 80% black. The second portion is always set in Helvetica Neue LT Std 55 Roman and is always in Toyota Red. Because the location of the style shift is flexible, spaces are used to ensure word separation.

NOTES

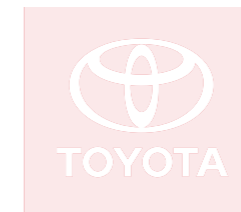
Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>



Lorem Ipsum Dolor

THREE-WORD SUB-BRAND NAME



**Lorem Ipsum
Dolor Amet**

FOUR-WORD SUB-BRAND NAME

4.3 Stacked Lockup Construction Sub-Brand Taglines

If applicable, stacked lockup templates with taglines have been created with considerations made for the most common scenarios.

SHORT TAGLINE

The tagline can remain shorter than the sub-brand name, in which case no alteration is necessary.

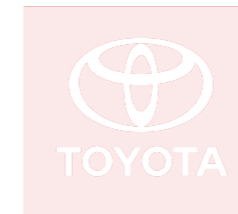
LONG JUSTIFIED TAGLINE

If the tagline extends up to 2 characters beyond each end of the sub-brand name, it can be scaled to become justified with both edges of the sub-brand name.

NOTES

Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

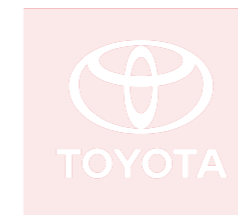
All available templates can be downloaded at <http://adplanner.toyota.com>



Lorem Ipsum

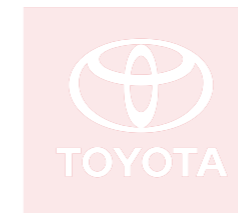
Lorem Ipsum Dolor

SHORT TAGLINE



Lorem Ipsum

Lorem Ipsum Dolor Sit Amet



Lorem Ipsum

Lorem Ipsum Dolor Sit Amet

LONG JUSTIFIED TAGLINE

4.3 Stacked Lockup Construction Sub-Brand Taglines *(Cont.)*

LONG OVERHANGING TAGLINE

The tagline can remain up to 5 characters beyond each end of the sub-brand name without becoming justified or splitting into a new line.

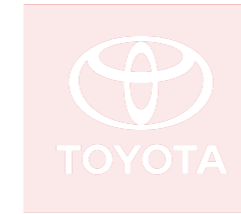
LONG TAGLINE WITH LINE BREAK

If the tagline extends more than 6 characters beyond each end of the sub-brand name, it should break into two lines.

NOTES

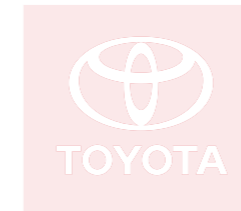
Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>



Lorem Ipsum
 Lorem Ipsum Dolor Sit Amet Reque

LONG OVERHANGING TAGLINE



Lorem Ipsum
 Lorem Ipsum Dolor Sit Amet
 Nam Cu Reque Denique

LONG TAGLINE WITH LINE BREAK

4.3

Stacked Lockup

Construction

Sub-Brand Taglines *(Cont.)*

SHORT TAGLINE WITH LONG SUB-BRAND NAME

The tagline can remain shorter than the long sub-brand name, in which case no alterations are necessary.

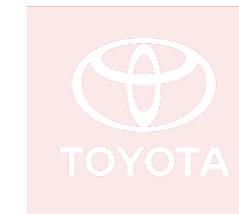
LONG TAGLINE WITH LONG SUB-BRAND NAME

If the tagline extends more than 11 characters beyond the length of the long sub-brand name, it should break into two lines.

NOTES

Size and spacing of elements have been carefully designed and should never be altered. All colors and typefaces are provided within these templates.

All available templates can be downloaded at <http://adplanner.toyota.com>

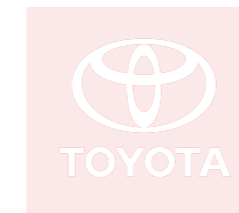


Lorem Ipsum

Dolor Amet

Lorem Ipsum Dolor

SHORT TAGLINE WITH LONG SUB-BRAND NAME



Lorem Ipsum

Dolor Amet

Lorem Ipsum Dolor Sit Amet

Nam Cu Reque Denique

LONG TAGLINE WITH LINE BREAK

4.4 Sizing Lockups With Tagline

Minimum sizes of lockups with a tagline are based on the "x" height of the tagline, regardless of any justification adjustments that have been made.

Applications requiring branding below the minimum requirements for the primary horizontal lockup with the tagline should use the version without the tagline.

PRINT BREAKPOINTS (BASED ON TAGLINE)

- *Horizontal lockup min. "x" height: .0325 inch*
- *Stacked lockup min. "x" height: .0325 inch*

DIGITAL BREAKPOINTS (BASED ON TAGLINE)

- *Horizontal lockup min. "x" height: 5 pixels*
- *Stacked lockup min. "x" height: 5 pixels*

NOTES

Pixel dimensions are based on 72 ppi. Artwork intended for higher resolutions such as Apple® Retina Display™ screens should be built at double the size for optimal resolution.

Sizing standards apply to all Toyota sub-brands.



EXAMPLE HORIZONTAL LOCKUP WITH TAGLINE

PRINT: MINIMUM TAGLINE "X" HEIGHT: .0325 INCH
DIGITAL: MINIMUM TAGLINE "X" HEIGHT: 5 PIXELS



EXAMPLE STACKED LOCKUP WITH TAGLINE

PRINT: MINIMUM TAGLINE "X" HEIGHT: .0325 INCH
DIGITAL: MINIMUM TAGLINE "X" HEIGHT: 5 PIXELS

4.4 Sizing Lockups Without Tagline

Minimum sizes of lockups without a tagline are based on the "x" height of the sub-brand name.

Applications requiring branding below the minimum requirements for the primary stacked lockup with the tagline should use the version without the tagline.

PRINT BREAKPOINTS (BASED ON SUB-BRAND NAME)

- *Horizontal lockup min. "x" height: .0375 inch*
- *Stacked lockup min. "x" height: .0375 inch*

DIGITAL BREAKPOINTS (BASED ON SUB-BRAND NAME)

- *Horizontal lockup min. "x" height: 6 pixels*
- *Stacked lockup min. "x" height: 6 pixels*

NOTES

Pixel dimensions are based on 72 ppi. Artwork intended for higher resolutions such as Apple® Retina Display™ screens should be built at double the size for optimal resolution.

Sizing standards apply to all Toyota sub-brands.



EXAMPLE HORIZONTAL LOCKUP WITHOUT TAGLINE

PRINT: MINIMUM SUB-BRAND "X" HEIGHT: .0375 INCH
DIGITAL: MINIMUM SUB-BRAND "X" HEIGHT: 6 PIXELS



EXAMPLE STACKED LOCKUP WITHOUT TAGLINE

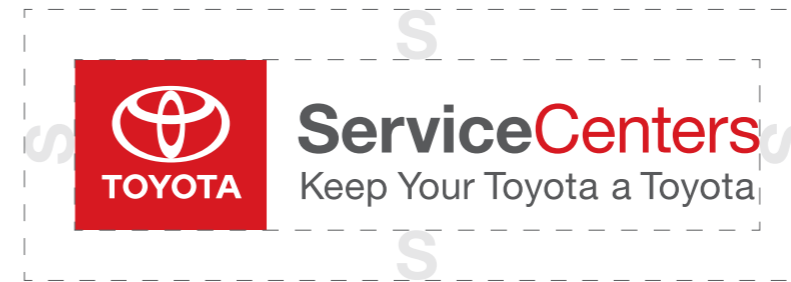
PRINT: MINIMUM SUB-BRAND "X" HEIGHT: .0375 INCH
DIGITAL: MINIMUM SUB-BRAND "X" HEIGHT: 6 PIXELS

4.5 Clear Space All Lockups

The clear space for all lockups is equal to the cap height of the sub-brand name's first letter. It is critical to maintain an area of clear space when using the lockups and tagline. The surrounding clear space ensures the visual integrity of the primary lockup while helping it command attention. No other design element or typography may fall within this area.

NOTES

Clear space standards for the shown lockups also apply to versions without the tagline.



EXAMPLE HORIZONTAL LOCKUP WITH TAGLINE CLEAR SPACE



EXAMPLE STACKED LOCKUP WITH TAGLINE CLEAR SPACE

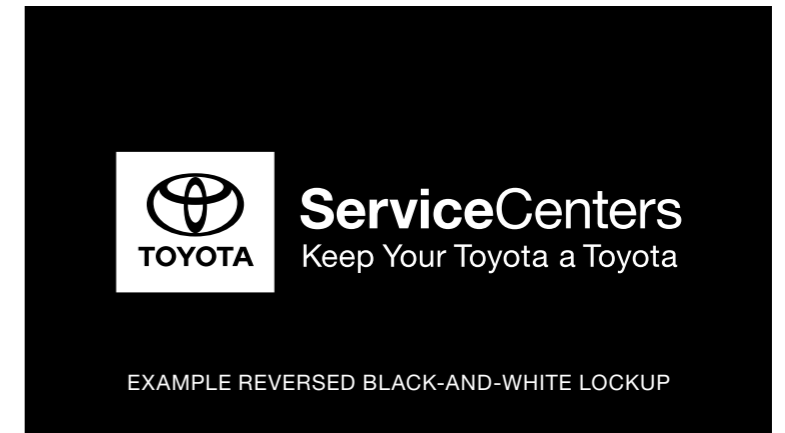
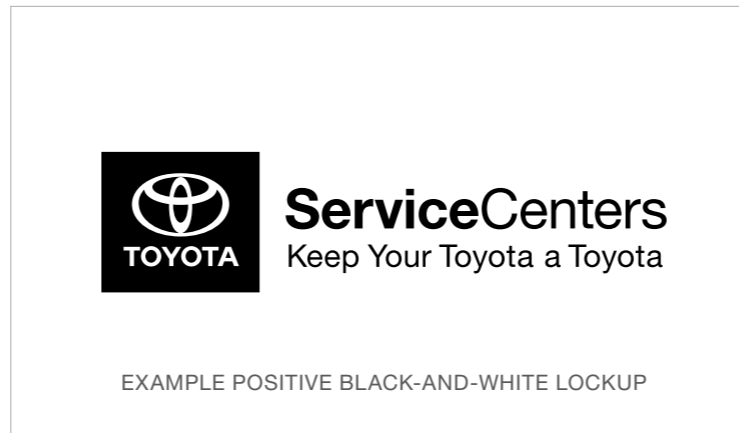
4.6 Color Usage Palette

Color plays a key role in maintaining consistent messaging. Selective and thoughtful use of colors from our color palette reinforces our brand and helps create a distinct visual identity.

Color usage applies to all Toyota sub-brand lockups.

SPECIFICATIONS

Appropriate CMYK, RGB and HEX values have been provided for optimal print and digital reproduction.



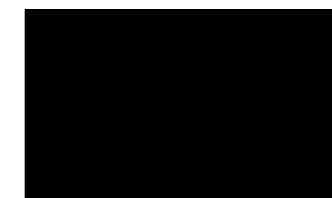
TOYOTA RED

PMS 186 C
CMYK 00 100 100 10
RGB 215 25 33
HEX D71921



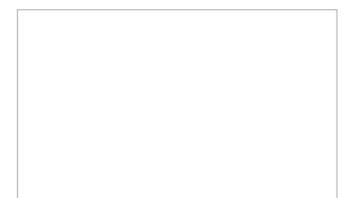
80% BLACK

PMS BLACK C – 80% TINT
CMYK 00 00 00 80
RGB 88 89 91
HEX 58595B



BLACK

PMS BLACK C
CMYK 00 00 00 100
RGB 00 00 00
HEX 000000



WHITE

CMYK 00 00 00 00
RGB 255 255 255
HEX FFFFFFFF

4.6 Color Usage Full-Color Lockups

The full-color lockup may only appear in a positive form. The full-color positive version is the preferred version and should be used whenever possible.

Color usage applies to all Toyota sub-brand lockups.

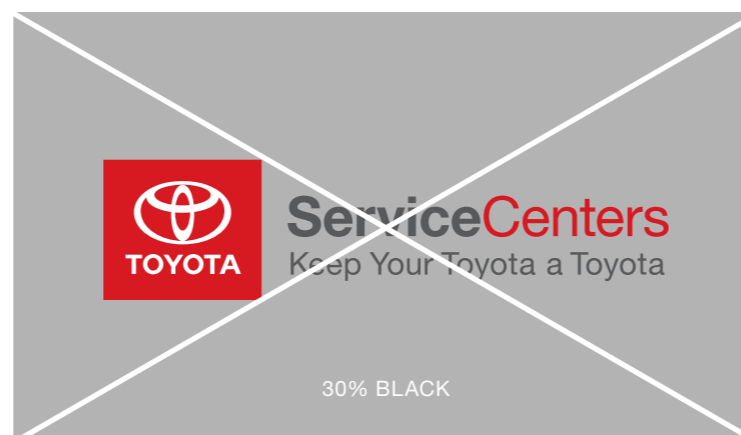
The positive full-color lockup should only be placed on backgrounds ranging from 100% white to 10% black. Always ensure significant contrast between the lockup and background.

REMEMBER

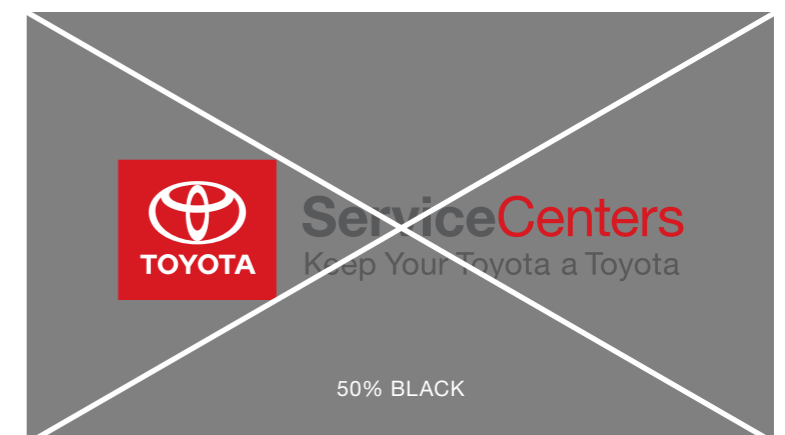
When background values fall beyond 10% black, there must be sufficient contrast between the background and all elements of the lockup, and the appropriate black-and-white version must be used.



DO NOT



DO NOT



4.6 Color Usage Black-and-White Lockups

When using the black-and-white lockup, it is permissible for the lockup to be black or white. The Toyota signature within the rectangle carrier should be converted to the opposite color (black or white) for optimal legibility. The lockup may not be converted to any other solid color.

Color usage applies to all Toyota sub-brand lockups.

POSITIVE

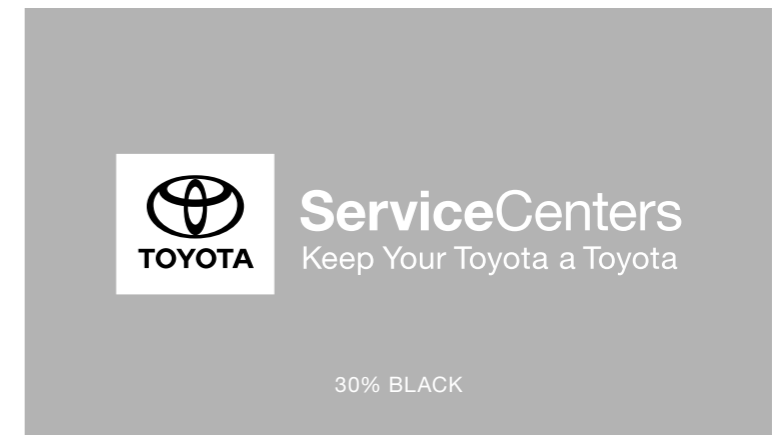
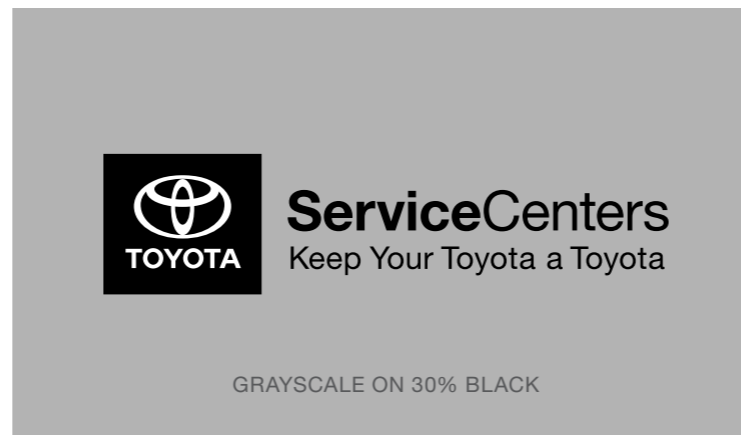
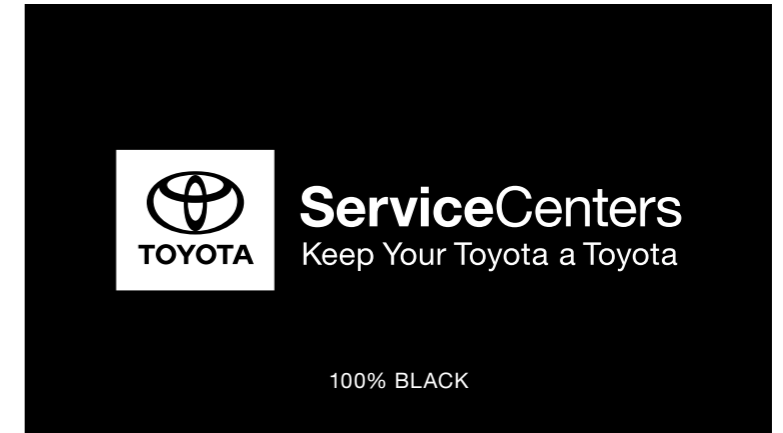
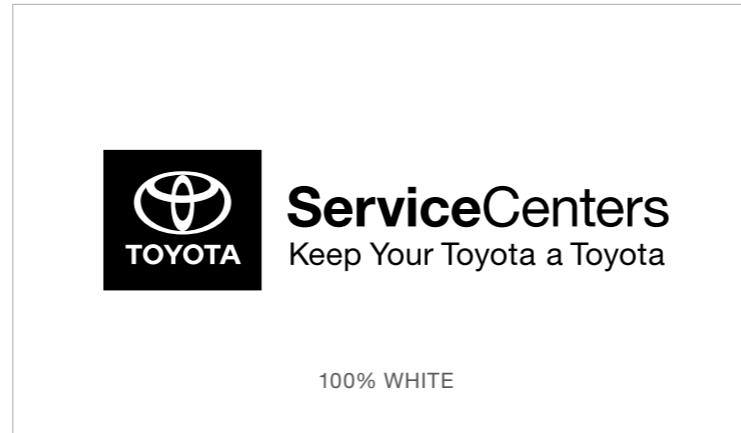
The positive black-and-white lockup should only be placed on backgrounds ranging from 100% white to 30% black. Always ensure significant contrast between the lockup and background.

REVERSE

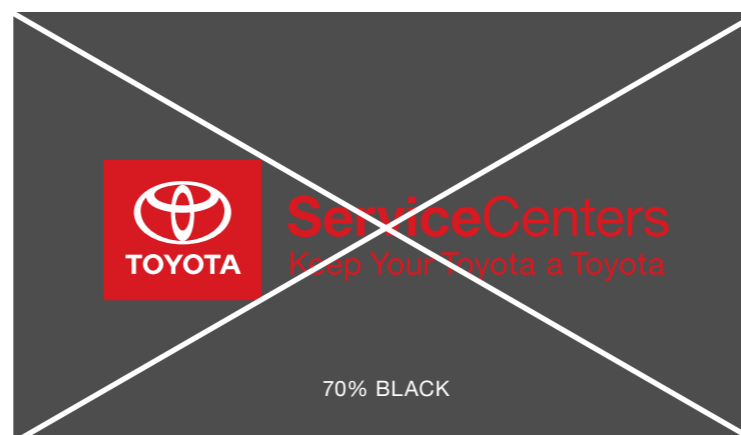
The reverse black-and-white lockup should only be placed on backgrounds ranging from 30% to 100% black.

REMEMBER

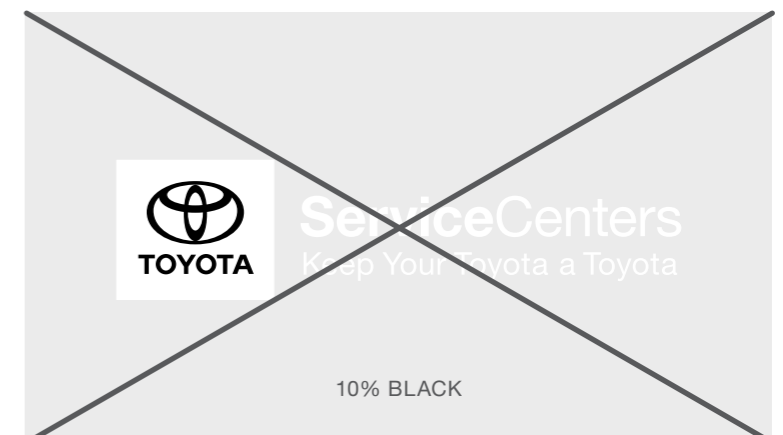
When background values fall between 10% and 90% black, there must be sufficient contrast between the background and all elements of the lockup, and the appropriate black-and-white version must be used.



DO NOT

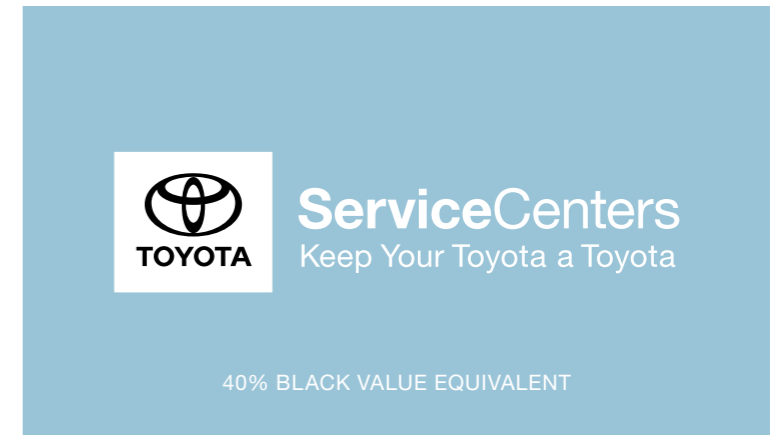
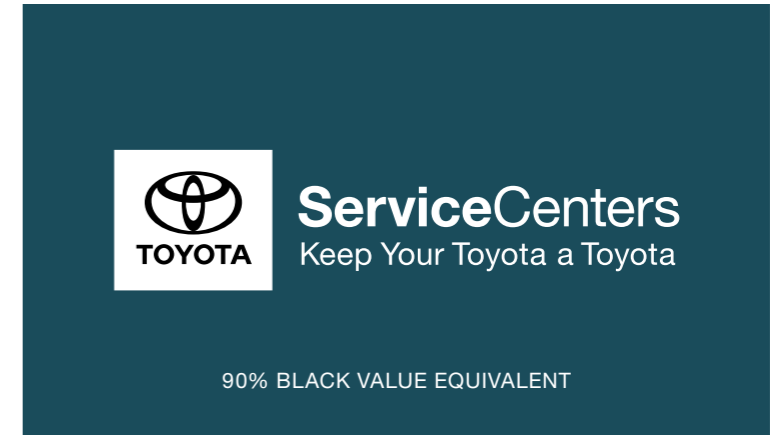


DO NOT



4.6 Color Usage Background Color

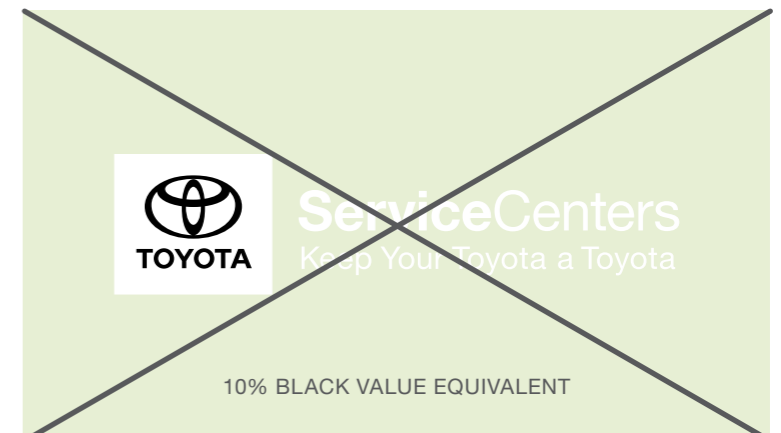
When placing the lockup on colored backgrounds, please refer to the rules defined for the full-color and black-and-white lockups and use your best judgment determining equal values. Always ensure significant contrast between the lockup and background. Color usage applies to all Toyota sub-brand lockups.



DO NOT



DO NOT

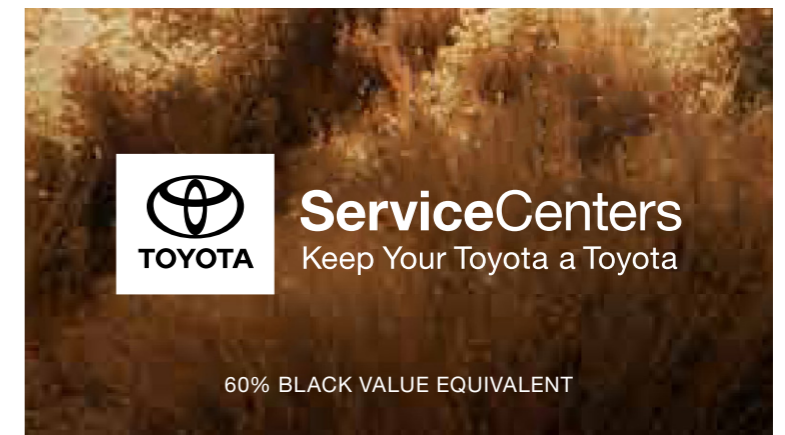


4.6 Color Usage Background Photography

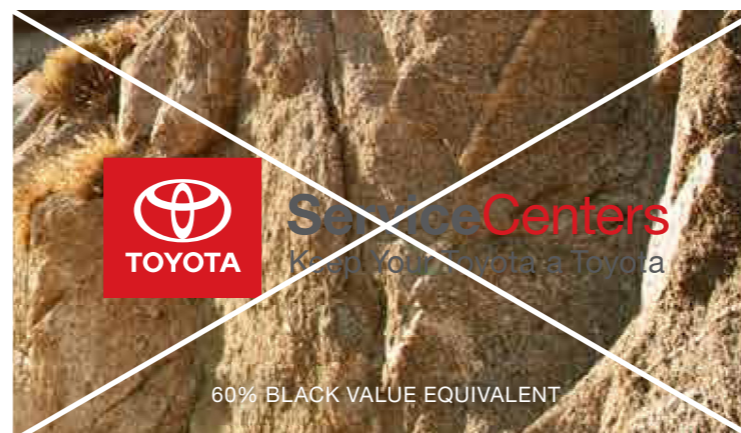
When placing the positive full-color lockup on photography, ensure the background value is within the range of 100% white to 10% black.

When background values fall between 10% and 100% black, use the black-and-white versions. Refer to the rules defined for the black-and-white lockup and use best judgment determining equal values. Always ensure significant contrast between the lockup and background.

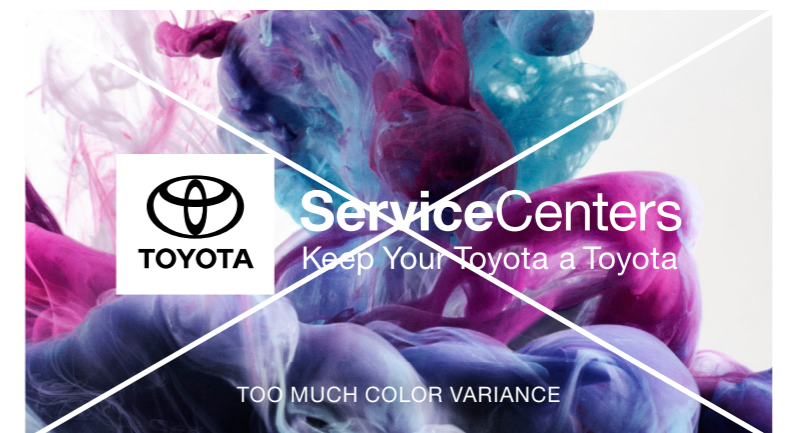
Color usage applies to all Toyota sub-brand lockups.



DO NOT



DO NOT



4.7 Improper Usage

Always follow the usage standards listed in this document; doing so is critical to maintaining a consistent sub-brand identity. Improper use will dilute the identity and invite confusion. Artwork for the sub-brand identity has been created for you. The identity has been carefully designed and should not be altered in any way. Improper usage applies to all Toyota sub-brand lockups.

- Do not alter the spacing between any elements of the artwork.
- Do not distort the artwork proportions.
- Do not create department or business unit lockups with additional type.
- Do not attempt to re-create the artwork using different typefaces or graphic elements.
- Do not alter the color of the artwork outside the approved color lockups provided.
- Do not outline the artwork.
- Do not add drop shadows or other graphic devices to the artwork.
- Do not place the artwork on backgrounds that compromise the contrast between the artwork and background.
- Do not use logo for decorative patterns.

DO NOT ALTER SPACING



DO NOT DISTORT



DO NOT ADD TYPE



DO NOT RE-CREATE



DO NOT ALTER COLOR



DO NOT OUTLINE



DO NOT ADD SHADOWS



DO NOT PLACE ON PATTERN



DO NOT MAKE INTO PATTERN



5.0

Resources

LGP Artwork

FILE LOCATIONS

For your convenience, all approved artwork files for the Let's Go Places identity can be found at one of two electronic directories where users must create a secure username and password to gain access.

<http://adplanner.toyota.com>

<http://www.tmsbroadcastorders.com>

FILE FORMAT

Provided files include: Adobe Illustrator®, Adobe Illustrator® EPS and PNG.

ADOBE ILLUSTRATOR®

This vector, or line-based, format uses the extension .ai and is the original file format for the LGP identity. This file format is solely intended for use by the design agency.

ADOBE ILLUSTRATOR® EPS

Using the extension .eps (Encapsulated PostScript), this file is the most widely accepted vector format. Because vector files can be infinitely scaled, use this file format for print and signage applications.

PNG*

Using the extension .png (Portable Network Graphics), this file was derived from the original Adobe Illustrator® file; however, it is no longer vector, but pixel-based. The PNG file is a bitmapped image format that employs lossless data compression suitable for marks of minimal color. This file format is appropriate for use within digital media.

*Replaces the commonly misused .jpg (Joint Photographic Experts Group) file format. The JPG format is meant for image files of seamless color, e.g. photos, and invites a level of compression that would be detrimental to the minimally colored, yet highly stylized LGP identity.

LGP FILE NAMING STRUCTURE



5.0

Resources

Sub-Brand Artwork

FILE LOCATIONS

For your convenience, all approved artwork files for the Sub-Brands can be found on the electronic directory, AdPlanner, where users must create a secure username and password to gain access.

<http://adplanner.toyota.com>

FILE FORMAT

Provided files include: Adobe Illustrator®, Adobe Illustrator® EPS and PNG.

ADOBE ILLUSTRATOR®

This vector, or line-based, format uses the extension .ai and is the original file format for the identity. This file format is solely intended for use by the design agency.

ADOBE ILLUSTRATOR® EPS

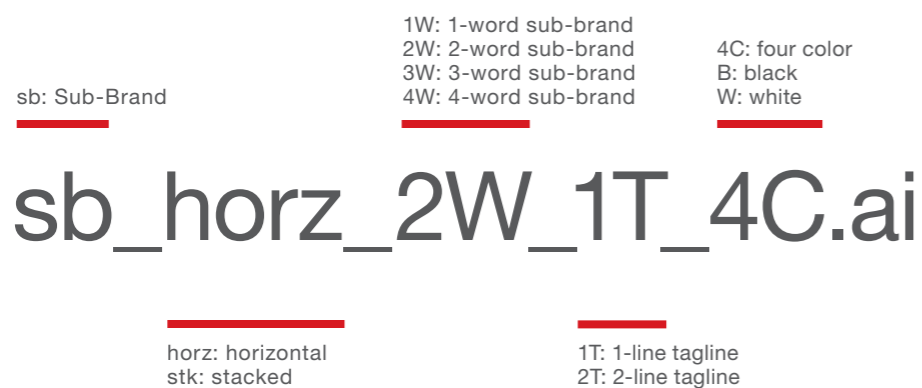
Using the extension .eps (Encapsulated PostScript), this file is the most widely accepted vector format. Because vector files can be infinitely scaled, use this file format for print and signage applications.

PNG*

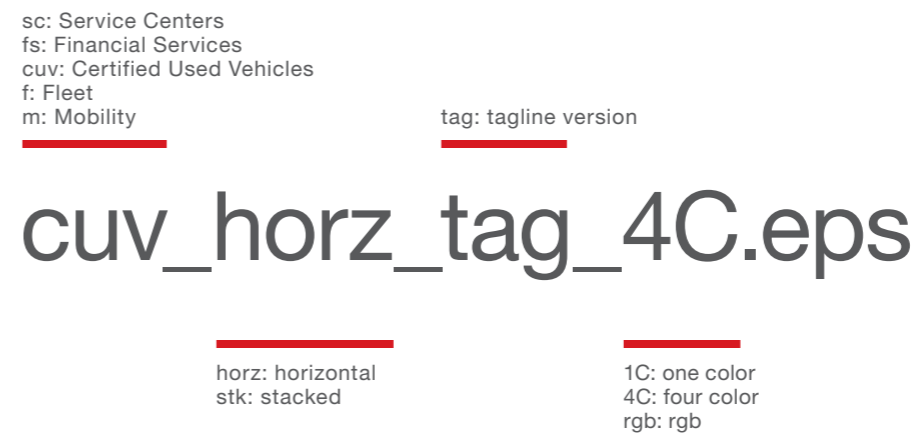
Using the extension .png (Portable Network Graphics), this file was derived from the original Adobe Illustrator® file; however, it is no longer vector, but pixel-based. The PNG file is a bitmapped image format that employs lossless data compression suitable for marks of minimal color. This file format is appropriate for use within digital media.

*Replaces the commonly misused .jpg (Joint Photographic Experts Group) file format. The JPG format is meant for image files of seamless color, e.g. photos, and invites a level of compression that would be detrimental to the minimally colored, yet highly stylized LGP identity.

SUB-BRAND TEMPLATE FILE NAMING STRUCTURE



EXISTING SUB-BRAND FILE NAMING STRUCTURE



5.0 Resources Contact

ADDITIONAL INFORMATION

For more information about the LGP identity system, please contact either:

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