

TOYOTA



TOYOTA



*Brand*

*Standards*

*Guide*



*We work and live in a visual world. The average person now has a level of visual expertise that once belonged only to design experts.*

*Our company's visual identity and its design elements are critical factors in forming our image. Our names and logos not only convey information but affect the way we communicate with our customers and business partners.*

*By consistently and professionally showing the Toyota logos in visual materials, we facilitate recognition of these brands in the marketplace. And the greater the recognition factor, the more likely that customers will feel comfortable purchasing our products and utilizing our services.*

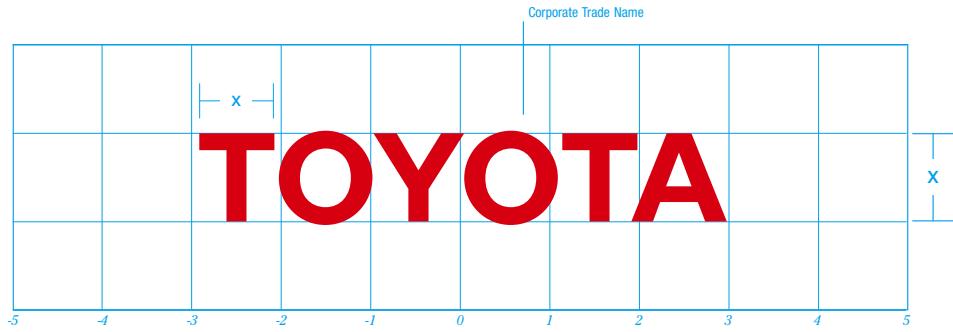
*The new style guidelines that follow will benefit everyone: manufacturer, distributor, dealer and consumer. We ask for your cooperation in upholding these standards to ensure that usage is as uniform, professional and powerful as the products which have helped Toyota earn leadership positions in the automotive industry.*

A handwritten signature in black ink, appearing to read "Yukitoshi Funo". The signature is fluid and cursive, with a small upward flourish at the end.

*Yukitoshi Funo*

*President and CEO*

*Toyota Motor Sales, U.S.A., Inc.*



## Corporate

## Trade Name Logo



Toyota Motor Sales, U.S.A., Inc.  
National headquarters, Torrance, California

**T**he Toyota corporate trade name logo is represented by the unique, distinct letterforms shown here. This logo is used to identify all activities at TMS that provide support and technical services to the company and its divisions and subsidiaries and whose functions are not solely and directly related to Toyota dealership or Toyota brand car and truck activities. It is a valuable trademark and is the exclusive property of Toyota Motor Corporation.

Guidelines for acceptable reproduction have been established to ensure instant recognition and high legibility of the corporate brand. The format and letter spacing must be kept uniform. The control area, or "white space," shown by the grid surrounding the logo, must be maintained to avoid crowding the logo.



Toyota Motor Corporation  
International headquarters, Toyota City, Japan

## Trade Name Use

**TOYOTA**

**John Doe**  
Any Department Manager  
Any Toyota Department

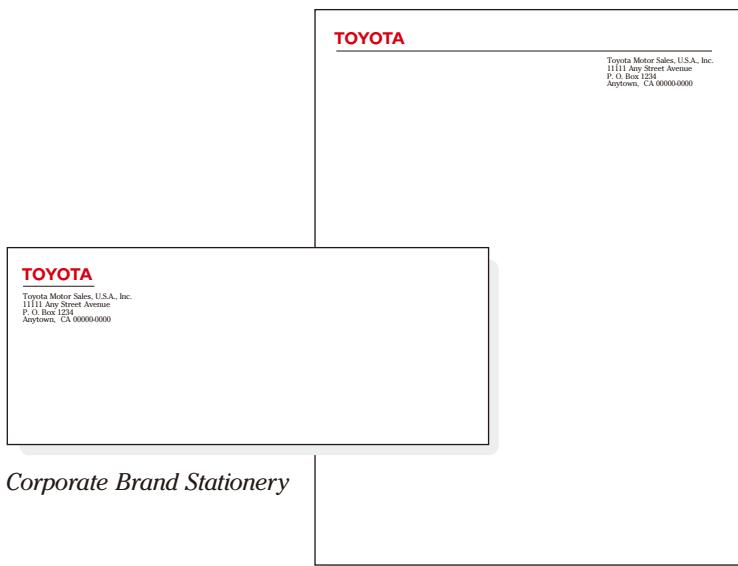
310 555-1234  
310 555-1234 Fax  
310 555-1234 Pager  
310 555-1234 Mobile

**Toyota Motor Sales, U.S.A., Inc.**  
11111 Any Street Avenue  
P.O. Box 1234  
Anytown, CA 00000-0000  
john\_doe@toyota.com

*The corporate logo represents Toyota to outside constituencies. This corporate business card provides correct copy placement and color treatment. The use of Toyota Red for the logo and gray for remaining information carries over to corporate letterhead and envelopes.*

**T**his logo should be used on all corporate business cards, corporate stationery, corporate facilities signage and identification cards. This logo 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.

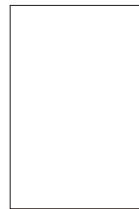
Electronic or camera-ready versions of the logo are available from TMS Graphics and Print Purchasing, (310) 468-2489.



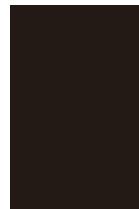
*Corporate Brand Stationery*



**Toyota Red**  
is a specially selected color equal to Munsell No. 5R 4.5/15.



**White**  
is an approved color created by reversing the logo out from a background equivalent in value to 70% of Black or greater.



**Black**  
is identified as Munsell No. N2/ and may be used for all copy, where required.

## Color

## Treatments

The preferred display color is Toyota Red on a bright white background. The logo may also be displayed in Toyota Red on a black background. A black logo on a light background or a white logo reversed out of Toyota Red or on a field 70% of black or darker is also acceptable. Toyota Red is a unique color equal to Munsell No. 5R 4.5/15. The four-color printing process is 100% magenta, 100% yellow and 10% black. The Pantone® color formula is Pantone® Yellow 45.2 parts, Pantone® Rubine Red 53.4 parts and Pantone® Black 1.4 parts. For Internet use, the recommended browser-safe color is 255R, 051G, 000B.

Color swatches of Toyota Red to match for print are available from TMS Graphics and Print Purchasing, (310) 468-2489.



### Color Treatments

The Toyota symbol mark in its basic form appears in Toyota red on white or black backgrounds.

## Secondary

## Typefaces

Helvetica Neue Roman 55

Sample: abcdEFGH123

The Toyota national headquarters

*(Adobe® package #60)*

Helvetica Neue Medium 65

Sample: abcdEFGH123

The Toyota national headquarters

*(Adobe® package #61)*

Helvetica Neue Light Extended 43

Sample: abcdEFGH123

The Toyota national headquarters

*(Adobe® package #184)*

**Helvetica Neue Medium  
Extended 63**

Sample: abcdEFGH123

**The Toyota national headquarters**

*(Adobe® package #184)*

ITC Cheltenham Light

Sample: abcdEFGH123

The Toyota national headquarters

*(Adobe® package #140)*

**ITC Cheltenham Bold**

Sample: abcdEFGH123

**The Toyota national headquarters**

*(Adobe® package #24)*

## S

Secondary typefaces have been chosen for their compatibility with the Toyota logo. Samples of these typefaces are shown here. These typefaces should be used for the copy when producing written material.

Secondary typefaces can be purchased in electronic format from Adobe Systems, Inc.

Call toll-free at (800) 833-6687.

## Examples

## of Improper Logo Usage



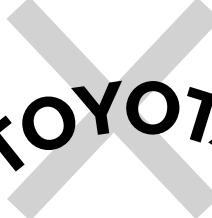
TOYOTA  
TOYOTA

**DO NOT** modify the letterspacing of the logotype.



TOYOTA USA

**DO NOT** add additional elements to the logo.



TOYOTA

**DO NOT** distort the logotype.



TOYOTA

**DO NOT** place logo on patterned backgrounds that will hamper visibility.



TOYOTA  
TOYOTA

**DO NOT** reproduce the logo in a non-approved color.



TOYOTA  
TOYOTA

**DO NOT** add “dimension” or outline effects to the logo.



**DO NOT** create 3D effects or add shadows to the logo.



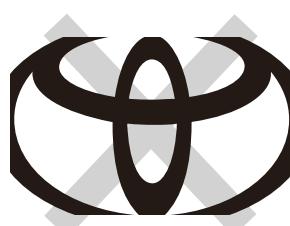
**DO NOT** alter the spatial relationship between the logo and logotype.



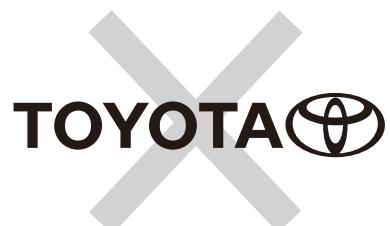
**DO NOT** add type to the brand mark.



**DO NOT** split color treatments between the logo and logotype.



**DO NOT** trim or cut off the brand configuration.



**DO NOT** change the configuration of the brand logo.



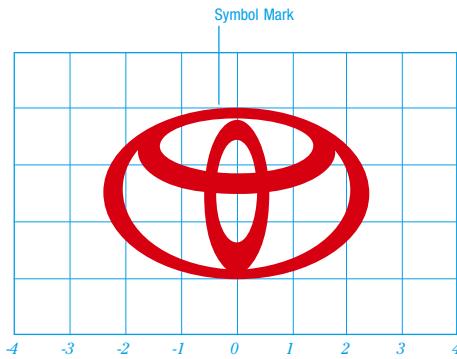
**DO NOT** add "decorative" elements to the brand.



**DO NOT** alter the size relationship between the logo and logotype.



**DO NOT** combine any text other than the logotype with the symbol mark.



## Symbol *Mark*

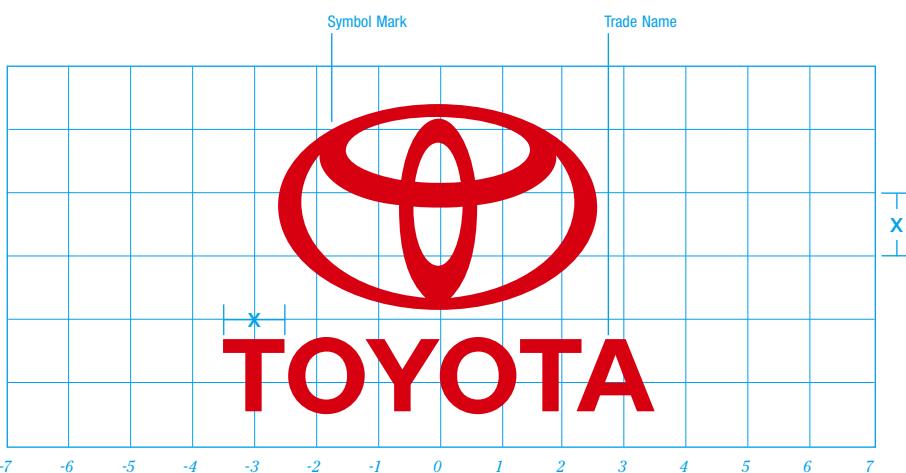
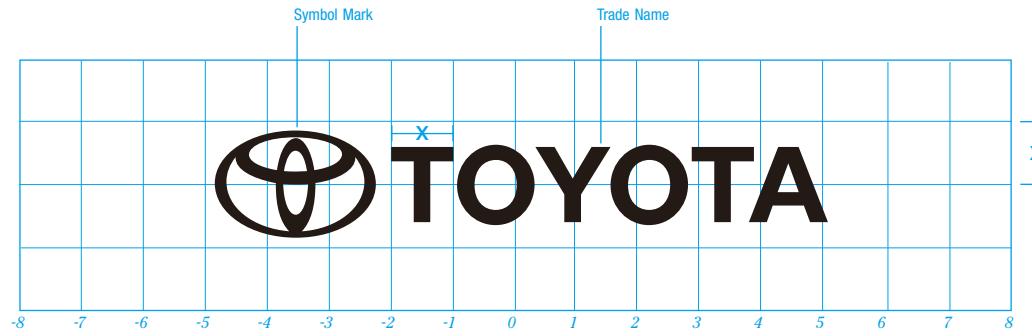
**T**he second Toyota trademark is the symbol mark or brand mark, that was created to represent the Toyota brand and symbolize the advanced features and dependability of Toyota brand vehicles. This symbol mark may only be used by Toyota, its distributors or franchised Toyota Dealers. Any other use is strictly prohibited unless prior written authorization has been obtained from Toyota and such use has been reviewed by the Toyota Legal Department.

Introduced in 1990, the mark consists of three ellipses, each of which has two central points. One of the central points in each ellipse represents the heart of our customer and the other point is the heart of the product. Each ellipse unifies the two hearts.

The combined vertical and horizontal ellipses symbolize the “T” of Toyota. The space in the background represents Toyota’s ever-expanding technological advancement and the limitless opportunities lying ahead.



*The Toyota symbol mark is instantly recognized as a sign of quality and dependability.*



*Two-line, vertical version*



*One-line, horizontal version*

## T

The preferred display of the symbol mark is in combination with the Toyota corporate trade name logo in either a horizontal or two-line vertical configuration. The symbol mark may also be used independently in certain applications; however, no other logos or words may be combined with the Toyota symbol mark. Do not repeat the symbol mark to create a pattern or use the symbol mark as a background pattern.

To avoid appearing crowded, a minimum amount of "white space" must be maintained around the logo as shown by the grids surrounding the logos on these pages. The proportions of the symbol mark to the trade name logo must be maintained as shown. Do not modify the mark by distorting its shape.

Logos for reproduction are available from TMS Graphics and Print Purchasing, (310) 468-2489, or online at [adplanner.toyota.com](http://adplanner.toyota.com).

## Image II USA Portal Overview

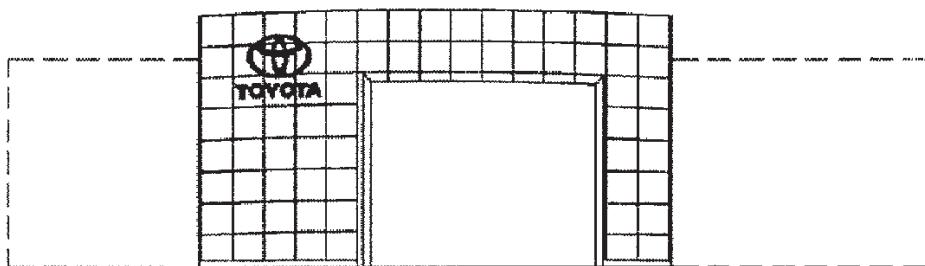
Introduced in 2005, the Toyota

Image USA II building portal appearance (“Portal Mark”) is a registered trademark of Toyota.



The Portal Mark consists of the Toyota symbol mark on an internally lit facade covered with individual glass panels forming squares divided by vertical and horizontal lines.

Please refer to the Image USA II Final Schematic Design Proposal publication for proper display of the Portal Mark.

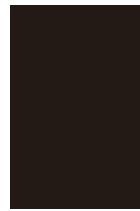




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Color	Treatments
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#### **Color Treatments**

The Toyota symbol mark in its basic form appears in Toyota red on white or black backgrounds.

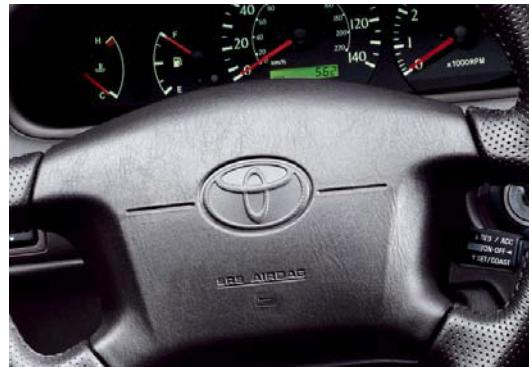


**John Doe**  
Dealer Operations Manager

310 555-1234  
310 555-1234 Fax  
310 555-1234 Pager  
310 555-1234 Mobile

**Toyota Motor Sales, U.S.A., Inc.**  
Anytown Regional Office  
11111 Any Street Avenue  
Anytown, CA 00000-0000  
john\_doe@toyota.com

*The trade name logo and symbol mark may be used together when representing the Toyota brand vehicles.*



*The symbol or brand mark represents three ellipses to unify Toyota with its customers and products.*



**T**

The graphic standards in this guide are an integral part of the company's Image USA dealership design system. Facilities design has become increasingly important to the marketing capabilities and success of each Toyota dealership.

Image USA brings a unified identity to all aspects of facilities design, from primary and secondary signage to uniforms, furnishings and display areas. Through Image USA, Toyota dealerships are visibly differentiated from their competitors to promote long-lasting, positive impressions and maximize traffic and sales.

Consult the Toyota Dealer Facility Guide for more in-depth information on logo and symbol mark applications in the Image USA design program or call (800) 772-5113.

## Dealership

## Stationery

**G**eneral letterhead: 8-1/2" x 11"

Envelope: 9-1/2" x 4-1/16"

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

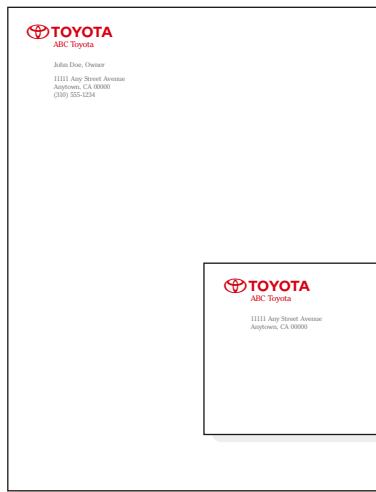
Typography: Address and phone numbers are set in 9/10 ITC Cheltenham Light. Dealership names are set in 9/10 Cheltenham Bold.

Printing: Offset lithography

Ink colors: Toyota Red and Toyota Gray

(Compares to PMS® Cool Gray 9)

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



## Dealership

## Name



**T**he Toyota Brand should stand apart from your dealership name. Do not use the Toyota Brand as part of your dealership name. The suggested typeface for use on your Toyota dealership materials such as business cards, stationery, and promotional materials is ITC Cheltenham. This typeface was chosen because it successfully combines aesthetics with readability. Helvetica may be used as a secondary typeface for body copy in other printed materials.

Samples of both of these secondary typefaces can be found on page 5 of this guide.

Guidelines for dealership name display on building fasciae and other signage can be found in the Image USA program materials or by contacting Image USA at (800) 772-5113.

## Dealership

## Business Cards



### G

General use business card: 3-1/2" x 2"

Toyota Brand: As shown.

Typography: Individual's name, title, address and phone numbers are set in 9/10 ITC Cheltenham Light. Dealership names are set in 9/10 Cheltenham Bold.

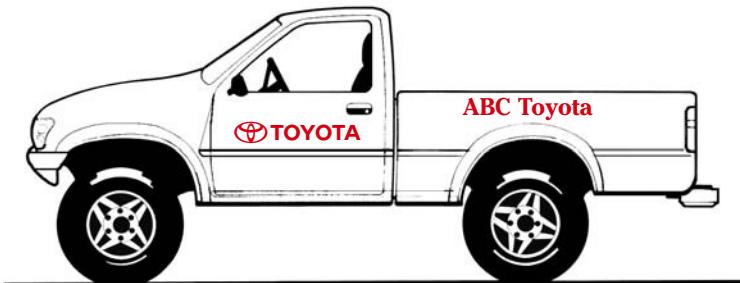
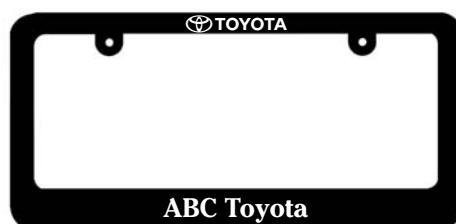
Printing: Offset lithography

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

Paper Stock: 80# Cougar Opaque Smooth Cover or a similar bright white material.

## Miscellaneous

## Applications



In addition to letterhead, envelopes and business cards, there are other applications in which the Toyota Brand may be used. Some examples include delivery vehicles, dealership license plate frames, special event signage and promotional giveaways.

When having these items produced, be sure that a graphic artist, printer or other vendor is familiar with the quality that has been maintained throughout all Toyota printed and promotional giveaways.

# Resource List

<b>Toyota</b>	<b>Department</b>	<b>Phone</b>	<b>Internal Mail</b>
Corporate Advertising	Advertising	(310) 468-5239	A204
Corporate Stationery	Graphics + Print Purchasing	(310) 468-2489	D101
Dealership Advertising	Advertising	(310) 468-5239	A204
Dealership Signage	Image USA	(800) 772-5113	A137
Displays	Graphics + Print Purchasing	(310) 468-2489	D101
Forms	Materials Distribution Center	(310) 761-9400	MS01
Logos	Graphics + Print Purchasing	(310) 468-2489	D101
Media	External Affairs	(310) 468-4458	A404



**TOYOTA**

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Toyota Motor Sales, U.S.A., Inc.  
19001 South Western Avenue  
P.O. Box 2722  
Torrance, CA 90509