

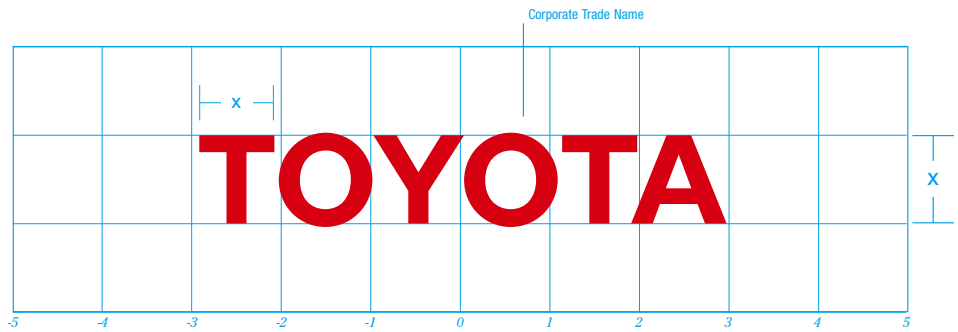
TOYOTA



Brand

Standards

Guide



Corporate Trade Name Logo



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

The 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.



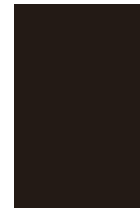
*Toyota Motor Corporation
International headquarters, Toyota City, Japan*



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.

TOYOTA

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TOYOTA

Color Treatments

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

Examples of Improper Logo Usage



T O Y O T A
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.



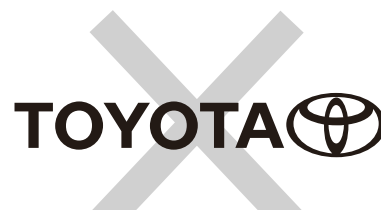
DO NOT add type to the brand mark.



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.



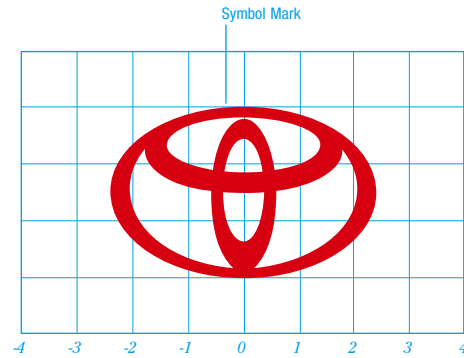
DO NOT add “decorative” elements to the brand.



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

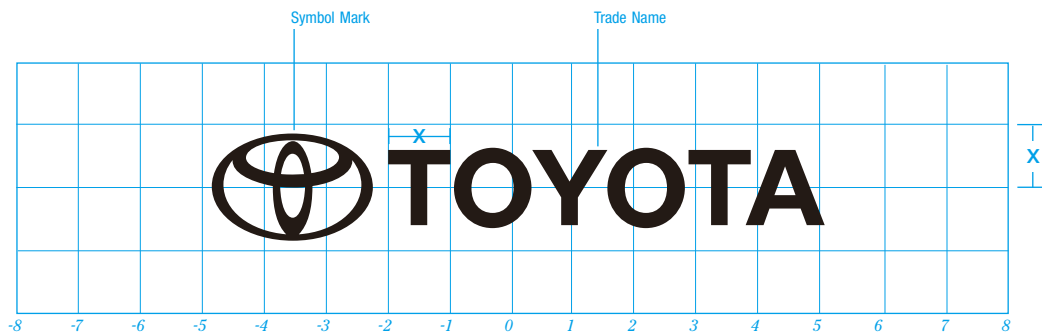
The second Toyota trademark is the symbol mark or brand mark, that was created to represent the Toyota brand and symbolize the advanced features and dependability of Toyota brand vehicles. This symbol mark may only be used by Toyota, its distributors or franchised Toyota Dealers. Any other use is strictly 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.

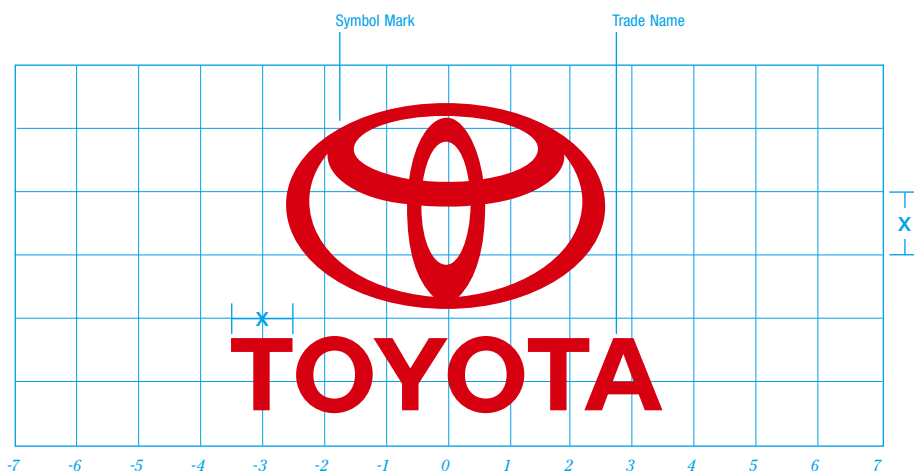
The combined vertical and horizontal ellipses symbolize the “T” of Toyota. The space in the background represents Toyota’s ever-expanding technological advancement and the limitless opportunities lying ahead.



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



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.



Two-line, vertical version



One-line, horizontal version



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Color Treatments

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Resource List

| <u>Toyota</u> | <u>Department</u> | <u>Phone</u> | <u>Internal Mail</u> |
|------------------------|-------------------------------|----------------|----------------------|
| 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 |



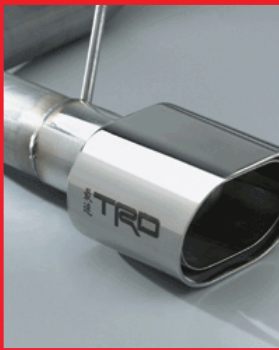
TOYOTA



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

TOYOTA RACING DEVELOPMENT

TRD






Logo Usage Guide

Corporate Trade Name Logo

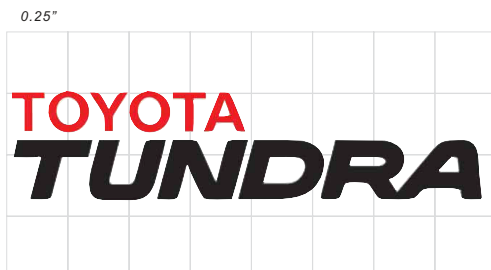
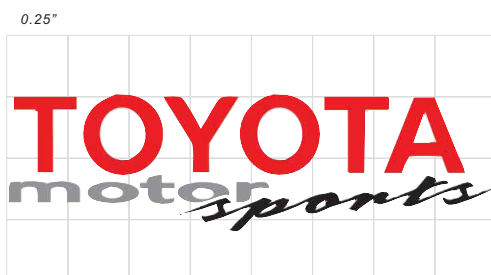


Toyota Racing Development (TRD) U.S.A., Inc. plays a key role in providing Toyota with an enhanced performance image. A subsidiary of Toyota Motor Sales (TMS), U.S.A., Inc., TRD designs and builds Toyota racing engines for all Toyota factory-backed motorsports efforts.

TRD Logo Combinations

| Type | Combination | Primary Uses |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| TRD Symbol + Toyota Racing Development (<i>top and justified</i>) |  | Signifies a TRD corporate or corporate sanctioned activity. |
| TRD Symbol |  | Expresses TRD identity. May only be used in conjunction with other Toyota identification. |
| TRD Symbol + Toyota Racing Development (<i>Toyota on top; Racing Development on bottom</i>) |  | Signifies a TRD licensed product. May only be used with prior approval on licensed embroidered goods. |

Size & Proportion






The "TOYOTA" corporate trade name logo, TRD and TUNDRA are trademarked and the exclusive property of Toyota Motor Corporation.

Please refer to your contract with Toyota Motor Sales, U.S.A., Inc and Toyota Racing Development (TRD), U.S.A. for further direction on size and location in regards to the race car, driver's suits, team uniforms and transporters.

Logos must be kept at their predetermined format and spacing. The control area or "white space" between the letters must remain uniform as to not improperly crowd or stretch out the logos.



Color Mix

| | TRD TOYOTA TOYOTA | N/A “motor” N/A | “Toyota Racing Development” “sports” TUNDRA |
|----------------|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| |  |  |  |
| Munsell | Munsell No. 5R 4.5/15 | N/A | N/A |
| Pantone | Color formula is Pantone Yellow 45.2 parts, Rubine Red 53.4 parts and Black 1.4 Parts. Closest PMS swatch match is 485. | PMS Cool Gray #11 | N/A |
| CMYK | 100% Magenta, 100% Yellow and 100% Black | N/A | 100% Black |
| Web | 255R, 051G, 000B | N/A | N/A |
| Vinyl | 3M or Arlon Tomato Red | Arlon Medium Gray | N/A |

TRD Color Treatments

TOYOTA RACING DEVELOPMENT

TRD

TOYOTA RACING DEVELOPMENT

TRD

TOYOTA RACING DEVELOPMENT

TRD

TOYOTA RACING DEVELOPMENT

TRD



Examples of Improper Logo Usage

Same rules apply for all TOYOTA marks



DO NOT move word mark.



DO NOT use unapproved colors.



DO NOT change configuration.



DO NOT outline logo.



DO NOT distort perspective.



DO NOT place on background that hampers visibility of the mark.



DO NOT use TRD Japan marks.



DO NOT crop mark.

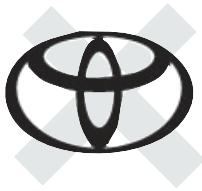
Examples of Improper Logo Usage



DO NOT combine with other TOYOTA marks.



DO NOT add drop shadows.



DO NOT use TOYOTA bug or any other unapproved TOYOTA marks.



DO NOT add special effects.



DO NOT combine with any text.



DO NOT add type.