

TOYOTA



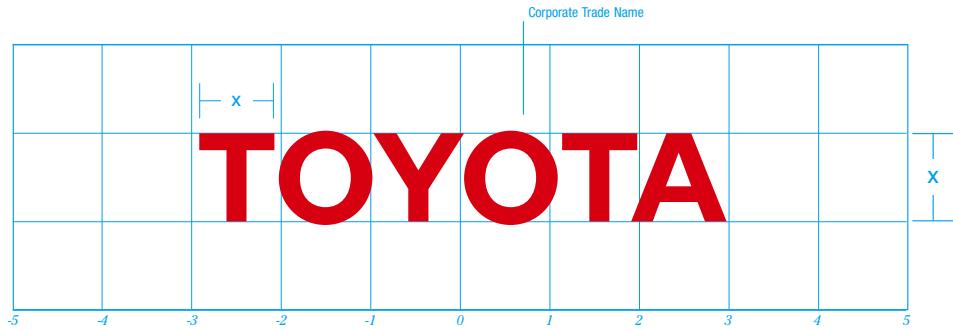
TOYOTA



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.

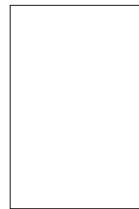
Guidelines for acceptable reproduction have been established to ensure instant recognition and high legibility of the corporate brand. The format and letter spacing must be kept uniform. The control area, or "white space," shown by the grid surrounding the logo, must be maintained to avoid crowding the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



Color Treatments

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

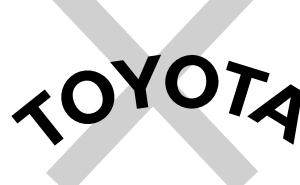
Examples of Improper Logo Usage



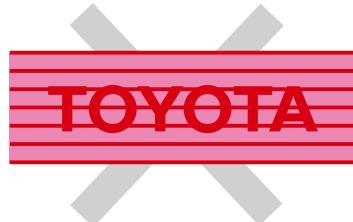
DO NOT modify the letterspacing of the logotype.



DO NOT add additional elements to the logo.



DO NOT distort the logotype.



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



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



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



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



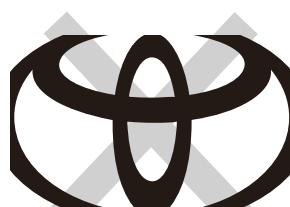
DO NOT alter the spatial relationship between the logo and logotype.



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.



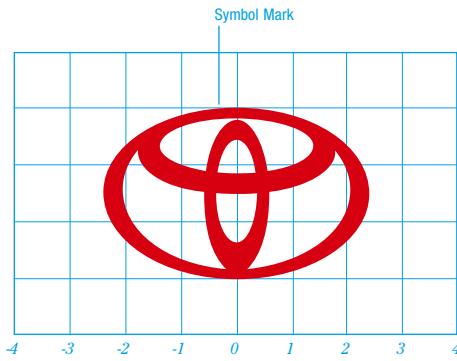
DO NOT add "decorative" elements to the brand.



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*

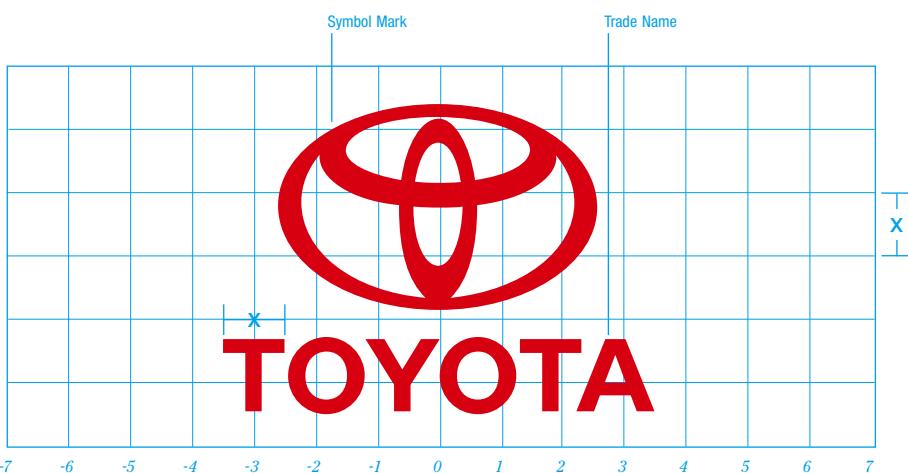
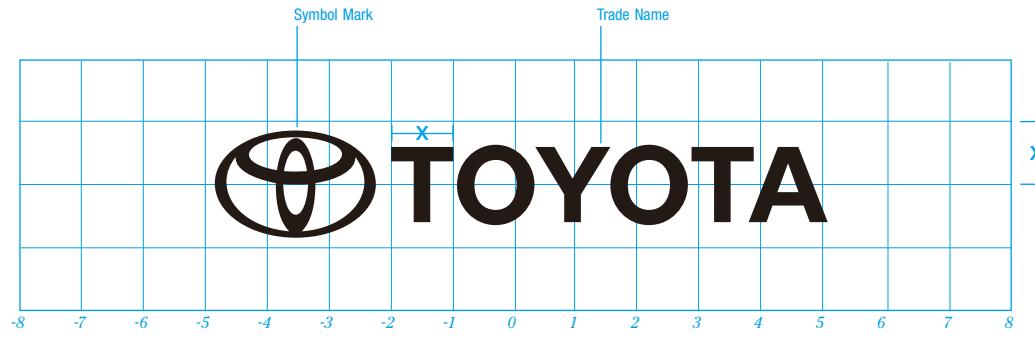
The second Toyota trademark is the symbol mark or brand mark, that was created to represent the Toyota brand and symbolize the advanced features and dependability of Toyota brand vehicles. This symbol mark may only be used by Toyota, its distributors or franchised Toyota Dealers. Any other use is strictly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



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.



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.

Resource List

Toyota	Department	Phone	Internal Mail
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**

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

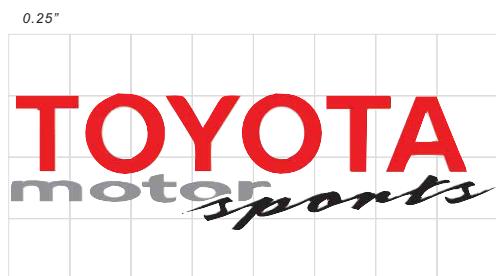


Toyota Racing Development (TRD) U.S.A., Inc. plays a key role in providing Toyota with an enhanced performance image. A subsidiary of Toyota Motor Sales (TMS), U.S.A., Inc., TRD designs and builds Toyota racing engines for all Toyota factory-backed motorsports efforts.

TRD Logo Combinations

Type	Combination	Primary Uses
TRD Symbol + Toyota Racing Development <i>(top and justified)</i>	 The logo consists of the text "TOYOTA RACING DEVELOPMENT" in a small, black, sans-serif font above the large, bold, red "TRD" logo. The "TRD" logo is a stylized, blocky font where the letters are interconnected.	Signifies a TRD corporate or corporate sanctioned activity.
TRD Symbol	 The logo consists of the large, bold, red "TRD" logo, which is a stylized, blocky font where the letters are interconnected.	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>	 The logo consists of three lines of text: "TOYOTA" in a small, black, sans-serif font at the top, "TRD" in a large, bold, red, stylized font in the center, and "RACING DEVELOPMENT" in a small, black, sans-serif font at the bottom.	Signifies a TRD licensed product. May only be used with prior approval on licensed embroidered goods.

Size & Proportion



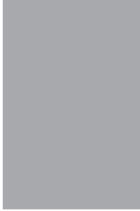
The "TOYOTA" corporate trade name logo, TRD and TUNDRA are trademarked and the exclusive property of Toyota Motor Corporation.

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





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.

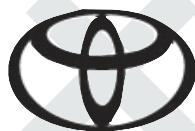
Examples of Improper Logo Usage



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.