



5-Star Guest Experience Program Visual Identity Guidelines

5-Star Guest Experience Dealership Sub-brand Icon



Introduction

What is a 5-Star Dealer?

5-Stars is Toyota's highest possible ranking for guest experience. This is only awarded to Dealers who are proven to offer exceptional and outstanding service, routinely exceeding guest expectations.

How Dealers earn 5-Star status

To earn 5-Stars, a Dealership must consistently offer guests outstanding levels of service in both sales and servicing. We regularly monitor guest satisfaction levels against a strict set of criteria, to ensure standards never slip.

How this benefits guests

The whole sub-brand icon must be used at all times and cannot be separated into parts. As a result, you can expect the very best guest experience – the kind you'd be happy to recommend to anyone.

Chapter 1

5-Star Guest Experience Sub-brand Icon

Guidelines

This style guide provides an outline on the DO's and DONT's of how to use the 5-Star Guest Experience sub-brand icon.

The 5-Star sub-brand icon isn't accessible on the Brand Portal, it can only be provided by National Marketing's Guest Experience team.

Sub-brand icons should only feature on Toyota marketing material, not on multi-franchise marketing material.

The sub-brand icon cannot be separated in to any parts. For example, you must not separate the '5-Stars and 2015' and then apply this to your own advertising.

5-Star Guest Experience Sub-brand Icon

1.1 Sub-brand exclusion zone



Jumper Safe Area.

When there is a Jumper in the layout, base the exclusion zone on the equivalent of the height of the 'O' in OWAF. Do not place other graphics or type within the area indicated.

Recommended Size.

The sub-brand icon should be four times the height of the 'O' wide.

Oh what a feeling!



Non-Jumper Safe Area.

When there is no Jumper in the layout, base the exclusion zone on the equivalent of the depth of the red band. Do not place other graphics or type within the area indicated.

Recommended Size.

On a portrait A4 page, the sub-brand icon should ideally be the same width as the Toyota logo – 1/7th of page width. If the layout is landscape then the sub-brand icon should be 1/9th of the page width.



Minimum Size. 20mm wide / 130 pixels

In order to keep its identity clear, the sub-brand icon should never appear crowded by text, titles or other logos. An exclusion zone is required around the sub-brand icon, which is the depth of the red band shown below.

5-Star Guest Experience Sub-brand Icon

1.2 Sub-brand composite logos

Where there is available space to communicate one message, sub-brand icons may be used as a composite logo.

This may occur if one of the products or services specifically sponsors an event or piece of media, and only one logo can be featured.

If you require the sub-brand icon as a composite logo, please contact National Marketing's Guest Experience Team.



Safe Area. Do not place other graphics or type within the white zone. This is the equivalent to the letter 'T' height in 'TOYOTA'.

5-Star Guest Experience Sub-brand Icon

1.3 Sub-brand colour versions



Full Colour CMYK



2 Colour

Black
Pantone Red 186C



Black and White

Two-colour and black and white versions of sub-brand icons should only be used when the full colour version cannot be accurately reproduced.

5-Star Guest Experience Sub-brand Icon

1.4 Sub-brand restrictions



The sub-brand icon cannot be skewed, scaled, coloured or inverted in any way or form. No type alterations are allowed.

Please note that new sub-brand icons should only be created by the marketing team.

Chapter 2

5-Star Guest Experience Dealership Sub-brand Icon Usage

Press Ads

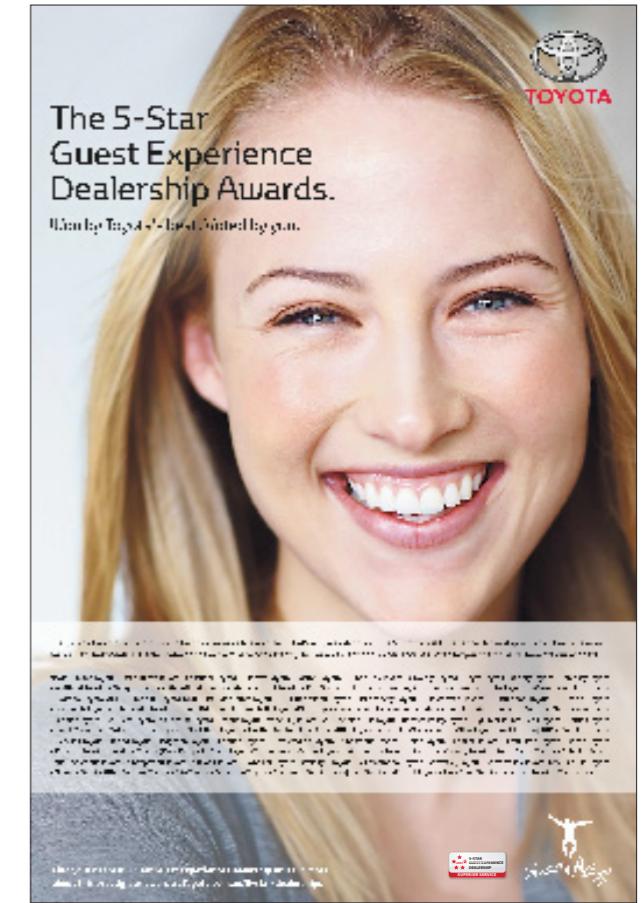
2.1 Sub-brand icon placement

The sub-brand icon should ideally be aligned on the left hand side with the headline and URL. It should be positioned in a band above any dealership details. It should be sized to the same width as the Toyota logo.

Alternatively, the sub-brand icon can be placed to the right of the dealership details. If there is not enough space to the right of the dealership details, the sub-brand icon can be placed on the right hand side, above the jumper.



Retail advertising example with Toyota logo, sub-brand icons and jumper right aligned.



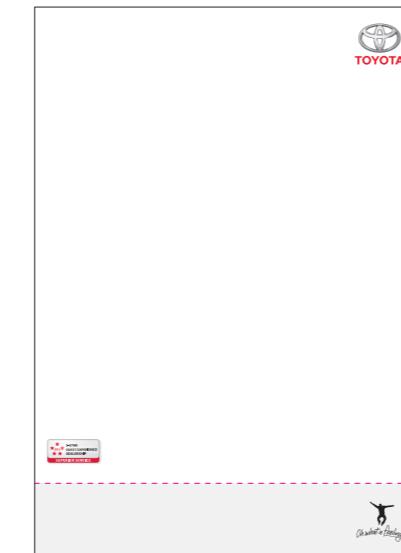
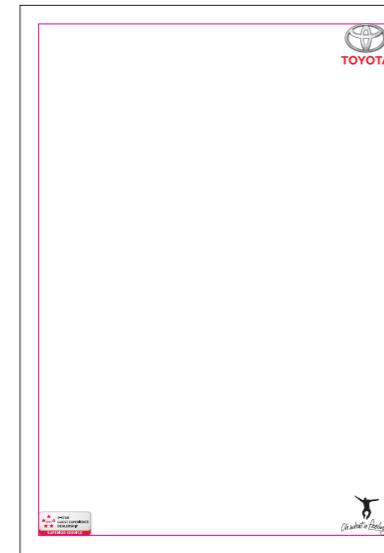
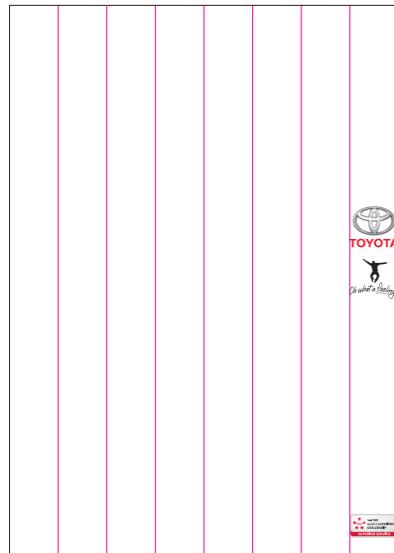
National Marketing example with sub-brand icon right aligned.

Stationery

2.2 A4 Letterhead (Colour)

A Dealer can include the 5-Star Guest Experience Dealership sub-brand icon on their letterhead. They must ensure they adhere to the Brand Visual Identity guidelines such as the exclusion zone, colours etc.

See stationery guidelines on the Brand Portal for more information.

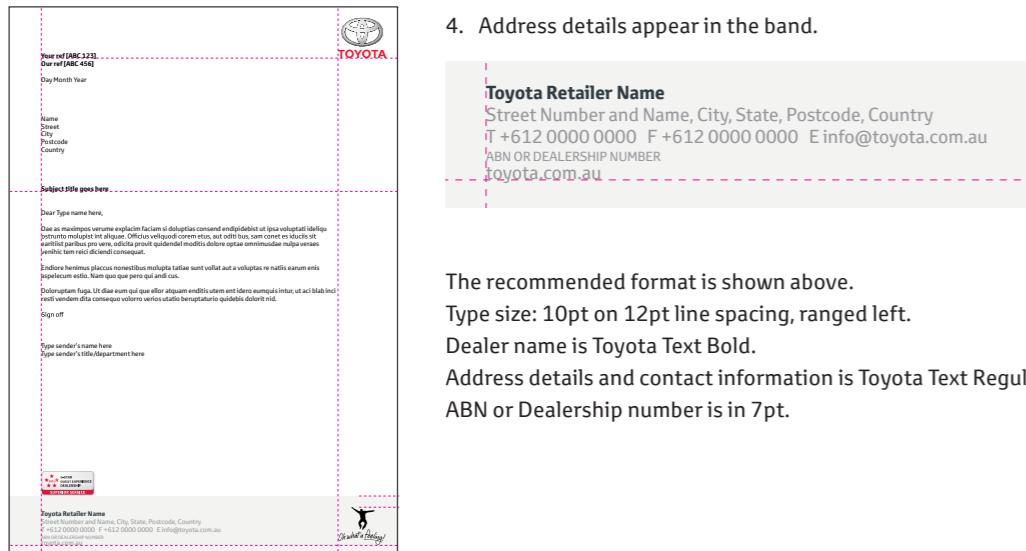


- Determine the size of the brand items: the Toyota logo, the sub-brand icon and OWAF jumper are $\frac{1}{8}$ of one page width.

- Position the brand items, in their appropriate corners, within the 6mm margin.

- Add the grey horizontal band. Ideally the band extends the same distance above the jumper as below.

- Address details appear in the band.



The recommended format is shown above.

Type size: 10pt on 12pt line spacing, ranged left.

Dealer name is Toyota Text Bold.

Address details and contact information is Toyota Text Regular.

ABN or Dealership number is 7pt.

Below is the template for our A4 letterhead. The background appears at 100% opacity, solid white, with a subtle 10% PMS Cool Grey 5 (or 5% black) band to house the jumper and address details.

Copy size and style should remain consistent when used on a Toyota letterhead. An example can be seen below. A brand compliant letterhead can be downloaded from the Brand Portal.

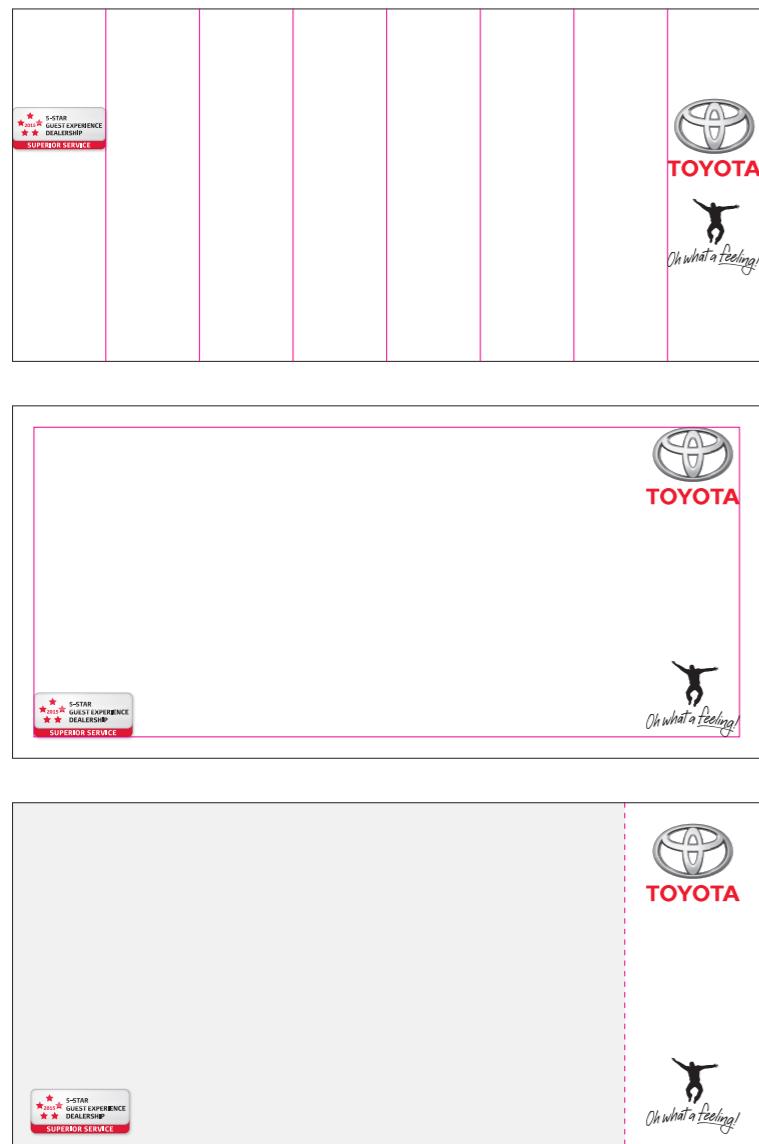


- Position the sub-brand icon 6mm above grey band.

Stationery

2.3 'With Compliments' Slip

A Dealer can include the 5-Star Guest Experience Dealership sub-brand icon on their 'With Compliments' slips. They must ensure they adhere to the Brand Visual Identity guidelines such as the exclusion zone, colours etc.



1. Determine the size of the brand items: the Toyota logo, the sub-brand icon and OWAF jumper are $\frac{1}{8}$ of one page width.

2. Position the brand items, in their appropriate corners, within the 6mm margin.

3. Define the white band by adding 6mm to the left of the logo. The white band is solid white, against a subtle 10% PMS Cool Grey 5 (or 5% black) background.

A template for the Toyota 'With Compliments' slip can be found below.

<i>With compliments</i>	Display Bold 16pt/19pt, Cool Grey 11
Retailer name	Text Bold 10pt/12pt, Cool Grey 11
Address details	Text Regular 10pt/12pt, Cool Grey 5
Background colour	10% of Cool Grey 5 (or 5% black)



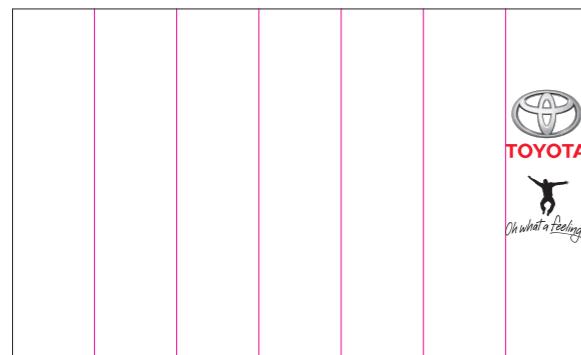
4. Add the Dealer name and address details. Position the sub-brand icon 6mm above the Dealer Name.

Stationery

2.4 Business Cards

A Dealer can include the 5-Star Guest Experience Dealership sub-brand icon on their business cards. They must ensure they adhere to the Brand Visual Identity guidelines such as the exclusion zone, colours etc. See the below example of a business card.

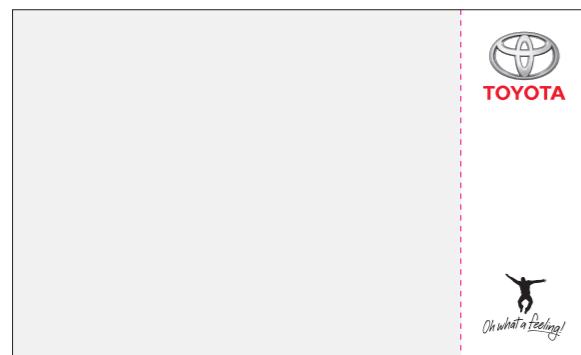
This is the only occasion where matching the sub-brand icon to the width of the Toyota logo and OWAF jumper is not advisable. Due to the size of these other items the sub-brand icon will appear too small, instead set it to its minimum width: 20mm.



1. Determine the size of the brand items: The Logo and OWAF Tagline are $\frac{1}{2}$ of one page width.



2. Position the brand items, in their appropriate corners, within the 3.5mm margin.

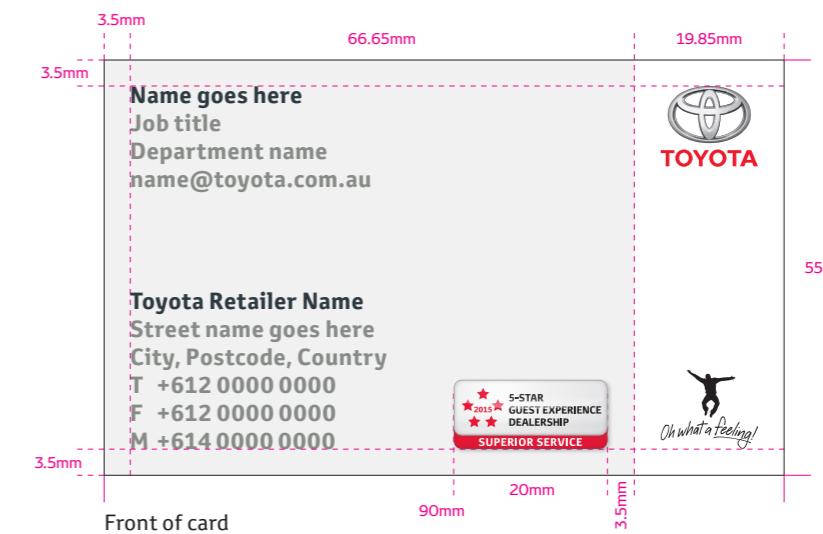


3. Define the white band by adding 3.5mm to the left of the logo. The white band is solid white, against a subtle 10% PMS Cool Grey 5 (or 5% black) background.

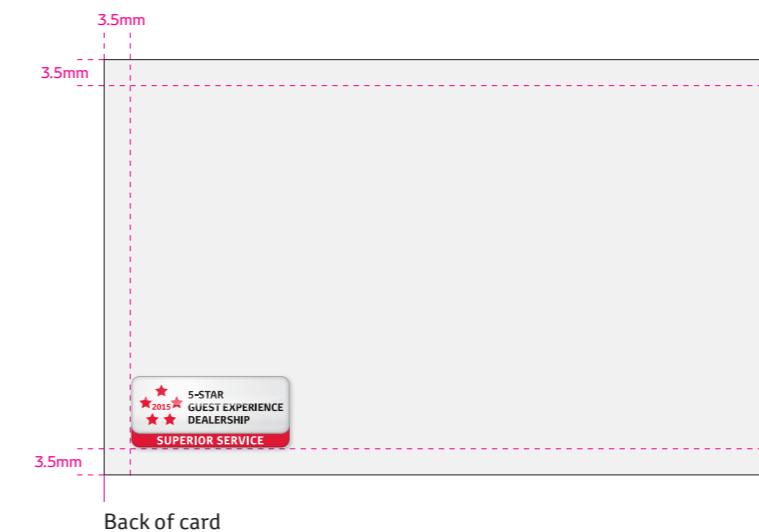
Shown here is a standard Toyota business card. The front is printed in four special colours; Black, PMS Cool Grey 11, PMS Cool Grey 5 and PMS 186. The reverse is printed in light grey; 10% PMS Cool Grey 5 or 5% black.

Paper stock and weight: Advocate, 330 GSM

Name	Text Bold 8.5pt/10.5pt, Cool Grey 11
Job title	Text Bold 8.5pt/10.5pt, Cool Grey 5
Retailer name	Text Bold 8.5pt/10.5pt, Cool Grey 11
Department	Text Bold 8.5pt/10.5pt, Cool Grey 11
Email	Text Bold 8.5pt/10.5pt, Cool Grey 11
Address details	Text Bold 8.5pt/10.5pt, Cool Grey 5
Contact details	Text Bold 8.5pt/10.5pt, Cool Grey 5
Background	10% of Cool Grey 5 (or 5% black)



4. Add the Dealer name and address details.
Position the sub-brand icon 3.5mm to the left of the white band.



5. If the address details interfere with the exclusion zone of the sub-brand icon, place the sub-brand icon on the back of the card.

TVCs and Radio

2.5 Sub-brand icon positioning

Occasionally the sub-brand icon may need to appear within a TVC. In this case it should appear over the footage and never appear with the Jumper or Toyota logo as part of the end frame sequence. Please note individual product logos (eg: RAV4) should not be used.



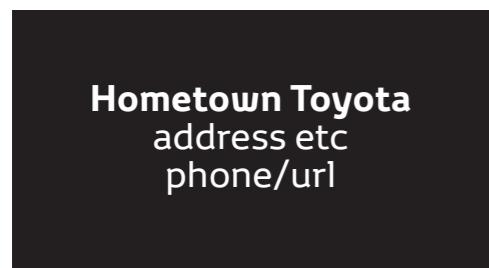
Supers and headlines must use the Toyota Display font. Use Toyota Text for smaller type and disclaimers.



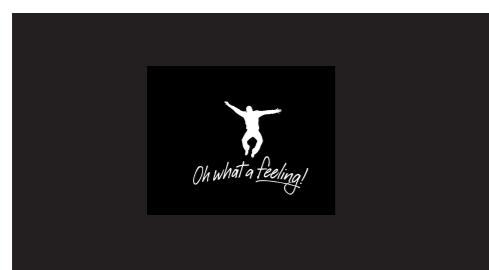
The 5-Star sub-brand icon is to appear over the footage, in a clear space and not obscuring the vehicle in any way.

Ideally URLs appear lower right or left, this will depend on the footage. This may not be possible in all cases.

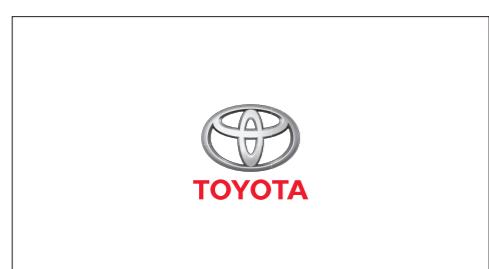
toyota.com.au/rav4



Dealer information details appear.



The animated jumper appears.



The Toyota logo builds and resolves.

TVCs, Radio and other Voice Overs

2.6 Voice Over Content for TVCs, Radio and other Voice Overs eg. on hold phone message

When a Dealer is referring to the 5-Star Guest Experience Dealership Award in a voice over, they must adhere to the following:

- Always quote the relevant year the award was recognised.
- Always quote 'Guest Experience' when mentioning they have won the 5-Star Guest Experience Dealership Award.

Sponsorship, Promotions and Events

2.7 Sub-brand icon

- When the 5-Star Guest Experience sub-brand icon is used in sponsorship, you must abide by the Brand Visual Identity guidelines. Refer to the ‘Sponsorship’, ‘Promotion’, and ‘Event’ guidelines on the Brand Portal.
- Only in sponsorship advertising and where there is limited media space can the sub-brand icon appear in a composite logo. See ‘Sub-brand Composite Logos’ on the Brand Portal, in conjunction with the ‘Sponsorship’ guidelines.
- Please ensure you do not make the sub-brand icon smaller than the minimum size, and when enlarging the sub-brand icon please ensure that legibility is of superior quality.

Online

2.8 Use in Social Media, Dealer Websites and Mobile Websites

Dealers may upload the 5-Star Guest Experience sub-brand icon to their online platforms. Please refer to the Brand Portal for additional details on Social Media Guidelines. When referencing the award in text in online platforms, they must ensure:

- Always quote the relevant year the award was recognised.
- Always quote ‘Guest Experience’ when mentioning they have won the 5-Star Guest Experience Dealership Award.

Terms and Conditions

2.9 Legal requirements

1. These Terms and Conditions apply to the 5-Star Guest Experience Dealer Promotion (Promotion), run by Toyota Motor Corporation Australia's (TMCA) Marketing Division – Strategy and Insights Department.

2. "Promotion Period" means 1 January 2017 to 31 December 2017.

REWARD

3. A Dealership awarded a 5-Star Guest Experience Dealership Award in accordance with the Promotion may use the 5-Star Guest Experience sub-brand icon (Reward) in accordance with the "5-Star Guest Experience Program Visual Identity Guidelines" (Guidelines) and these Terms and Conditions.

ELIGIBILITY

4. To be eligible to participate in the Promotion, a Dealership must be an operational authorised Toyota Dealership and maintain a current executed Dealer Agreement at all times throughout the Promotion Period.

5. If a Dealership awarded a 5-Star Guest Experience Dealership Award undergoes, during the relevant advertising period, a majority shareholder change (51% or more, as advised by Franchise Development), TMCA can, in its absolute discretion, inform the Dealership about whether or not it can continue to use the Reward during the relevant Promotion Period.

6. Dealer weight group classification (currently Heavy, Middle, Welter, Bantam and Fly) for reward purposes within the Promotion will be the 2016 National Franchise Development published weight groups. These weight groups will determine a Dealership's eligibility and target structure.

7. If a Dealership is operated from multiple sites (whether branch or satellite sites) under one Dealer code, it will be treated as one Dealership for the purposes of the Promotion.

CRITERIA

8. A 5-Star Guest Experience Dealership Award will be awarded to a Dealership which achieves the 5-Star NPS target for both Sales and Service for their weight group, using the December 2016 YTD results as published by Toyota Insights Department.

9. For the purpose of determining whether a Dealership meets the requirements set out in clause 9, Dealership scores will be captured from the Guest Experience Portal, www.toyotaexperience.com.au/geportal.

10. A Dealership awarded a 5-Star Guest Experience Dealership Award will be notified in writing.

11. A Dealership who has been notified that they have been awarded a 5-Star Guest Experience Dealership Award may use the Reward in accordance with the Guidelines for the Promotion Period.

12. In using the Reward, a Dealership awarded a 5-Star Guest Experience Dealership Award must strictly adhere to the Guidelines at all times.

DISQUALIFICATION

13. If, after being awarded the 2015 5-Star Guest Experience Dealership Award, a Dealership falls consistently below the 5-Star Sales GSI and Service GSI status during the promotional period, Toyota reserves the right to review and make recommendations as they see fit for the continuation of the Dealership in this program, including revoking the 5-Star Guest Experience Dealership Award.

14. If a Dealership:

- (a) does not comply with Toyota's policies and procedures or the Guidelines;
- (b) is, or is reasonably suspected of being, in breach of laws relevant to the operation of the Dealer's business and/or their Dealer Agreement; or
- (c) is conducting business dealings in a manner which is not, in Toyota's reasonable opinion, in the spirit of the 'Toyota Way',

the Dealership may, at TMCA's sole discretion, be excluded from participation in the Promotion.

15. Where TMCA reasonably believes that a Dealership or individual acting on behalf of the dealership has falsified records, or participated in any activity which falsifies records, or acted in a manner that is calculated to unduly skew, alter, or change any results, or commits any fraudulent act that has an impact on the results of the Promotion, TMCA may at its discretion do any one or more of disqualify the Dealership from the Promotion, deem all relevant results to be amended so as to remove the effect of the conduct or otherwise take such steps as TMCA deems necessary to address the occurrence.

16. If TMCA disqualifies the Dealership from the Promotion, or the Dealership's 5-Star Guest Experience Dealership Award is revoked, the Dealership cannot continue in any way to use the Reward for the remainder of the Promotional Period.

17. If a Dealership is disqualified from participating in the Promotion, Toyota may, in its sole discretion, disqualify that Dealership or an individual from future participation in any or all TMCA programs, which may include but is not limited to any Excellence Awards, GE Masters Award, and Sales Society Award, run by TMCA. Future participation in a TMCA program will be at TMCA's sole discretion and dependent on, among other things, the Dealer satisfying TMCA's requirements with regard to the implementation of processes to ensure such conduct does not continue to occur or occur again and/or that any breach is remedied.

VARIATION

18. The Promotion is offered at the absolute discretion of TMCA and TMCA reserves the right to withdraw, cancel, vary or in any way change at any time without notice, the eligibility criteria and/or the offering of the Promotion.

19. TMCA reserves the right, in its absolute discretion, to vary at any time these Terms and Conditions and/or the Guidelines. Unless otherwise specified by TMCA, all such variations shall be deemed to operate retrospectively.

20. Notice of any change to these Terms and Conditions or to the Guidelines may be announced and communicated by TMCA to Dealerships in writing.

21. Toyota will not be liable for any loss or damage suffered or sustained by Dealerships resulting from any withdrawal, cancellation, variation or change.

GENERAL

22. Use of the Reward by a Dealership constitutes acceptance by the Dealership of these Terms and Conditions.

23. All expenses associated with using the Reward are the responsibility of the Dealership.

24. TMCA's interpretation of these Terms and Conditions and of the Guidelines, including determining eligibility for the Reward, will be final and binding. All decisions are final, Dealers may not request that any decision be reviewed and no correspondence will be entered into.

25. The awarding of a 5-Star Guest Experience Dealership Award is based on set criteria and chance plays no part in determining whether a Dealership is so awarded.

26. TMCA is not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, computer equipment, software, technical problems or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to Dealerships' or any other person's computer related to or resulting from the Promotion. If the Promotion is not capable of being conducted due to circumstances beyond TMCA's control, including due to any technical or communications problems, TMCA reserves the right to amend, suspend or cancel the Promotion in its absolute discretion.

27. TMCA and its agencies and companies associated with the Promotion will not be liable for any loss (including but not limited to indirect or consequential loss), damage or personal injury which is suffered or sustained (including without limitation to that caused by any person's negligence) relating to the Promotion or the awarding or use of the Reward except for any liability which cannot be excluded by law (in which case liability is limited to the minimum amount allowable by law).

28. For the avoidance of doubt, for the purpose of these Terms and Conditions "in writing" includes correspondence communicated via email.

Contact

For more information or guidance please contact the Brand Support Team: brand@toyota.com.au

2.10 Who to contact

**For Brand Portal technical support,
contact brand@toyota.com.au.**

For 5-Star Guest Experience sub-brand icon or program guidance, contact your regional Guest Experience Champion or the National Guest Experience team.