

# ***Let's Go Places***

Identity Standards



***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 standards are intended for use by Toyota corporate entities, dealers, and permitted third parties acting on their behalf. 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 badge in Sections 1 and 2 must only be used by dealers or for sales/marketing activities by Toyota corporate entities (“Product Brand Use”). Toyota corporate entity uses that do not involve the direct sale, promotion, or advertising of products (“Corporate Uses”) must use the TOYOTA wordmark without the Toyota badge 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.

## 1.1 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.



# 1.1

## Components

### Toyota Brand Elements

#### BADGE

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

#### WORDMARK

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

#### SIGNATURE

The Toyota signatures are comprised of the Toyota badge and the Toyota wordmark. 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.



PRIMARY SIGNATURE



SECONDARY SIGNATURE

***Let's Go Places***

LGP TAGLINE

# 1.1

## 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 platforms.**



**PRIMARY LOCKUP**

PREFERRED VERSION. USE WHENEVER POSSIBLE.



SECONDARY STACKED LOCKUP



SECONDARY HORIZONTAL LOCKUP

# *Let's Go Places*

LGP TAGLINE



## 1.1

### 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>.



***Vayamos  
Juntos***

##### PRIMARY LOCKUP

PREFERRED VERSION. USE WHENEVER POSSIBLE.



##### SECONDARY STACKED LOCKUP



##### SECONDARY HORIZONTAL LOCKUP

***Vayamos Juntos***

##### LGP TAGLINE



## 1.2 Sizing Primary Lockup

The primary lockup is the preferred version and should be used whenever possible across all 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 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

## 1.2 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 wordmark. 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

## 1.2 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 wordmark. 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

## 1.2 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

## 1.2 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 2.8 or is strictly related to high level product information such the home page of a consumer-facing corporate or dealership website presenting the entire product line-up 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: 0.75 inch*

### DIGITAL MINIMUM SIZES

- *Primary signature min. width: 40 pixels*
- *Secondary signature min. width: 60 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: 0.75 INCH / NO MAXIMUM WIDTH  
DIGITAL: MINIMUM WIDTH: 60 PIXELS / NO MAXIMUM WIDTH

## 1.4 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.



## 1.4

### 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*.



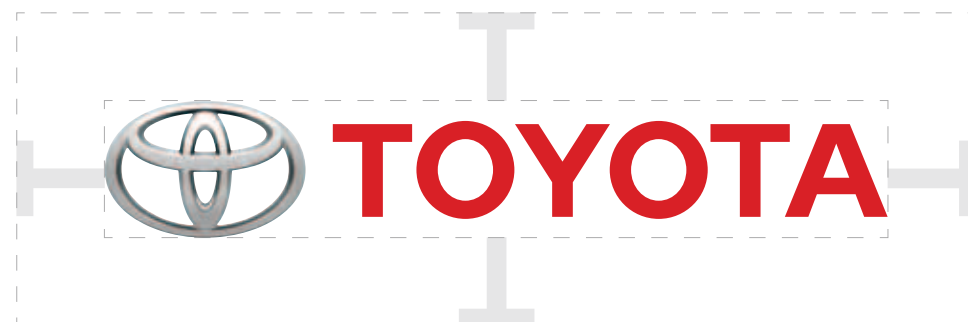


## 1.4

### 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.



# 1.5

## 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 applies to all Toyota signatures and LGP lockups.

#### SPECIFICATIONS

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



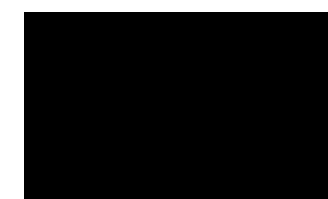
#### TOYOTA RED

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



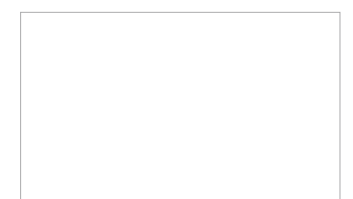
#### 80% BLACK

CMYK 00 00 00 80  
RGB 88 89 91  
HEX 58595B



#### BLACK

CMYK 00 00 00 100  
RGB 00 00 00  
HEX 000000



#### WHITE

CMYK 00 00 00 00  
RGB 255 255 255  
HEX FFFFFFFF

# 1.5

## 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 applies 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

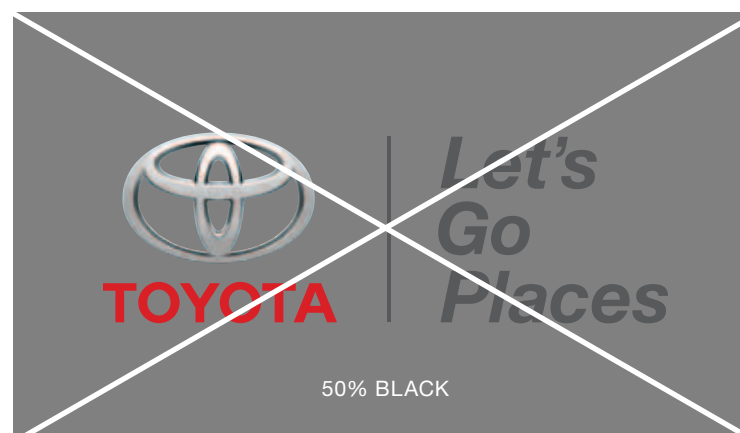
The reverse dimensional full-color lockup should only be placed on backgrounds ranging from 90% to 100% black.

#### REMEMBER

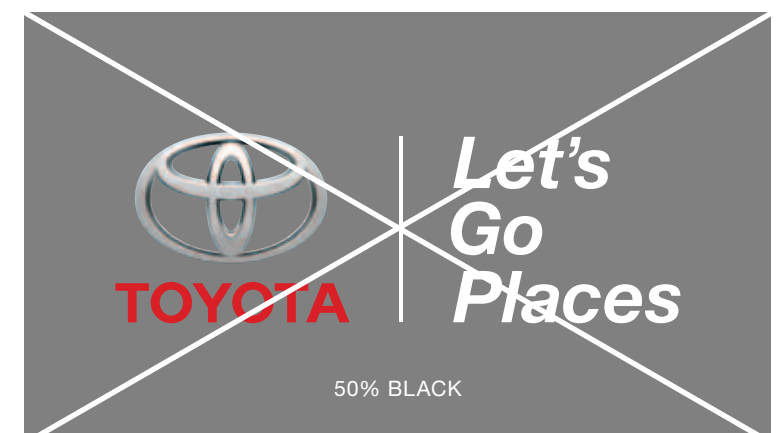
When background values fall between 10% and 90% black, there must be sufficient contrast between the background and all elements of the lockup and the appropriate flat version must be used.



**DO NOT**



**DO NOT**



## 1.5

### 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 applies to all Toyota signatures and LGP lockups.

##### POSITIVE

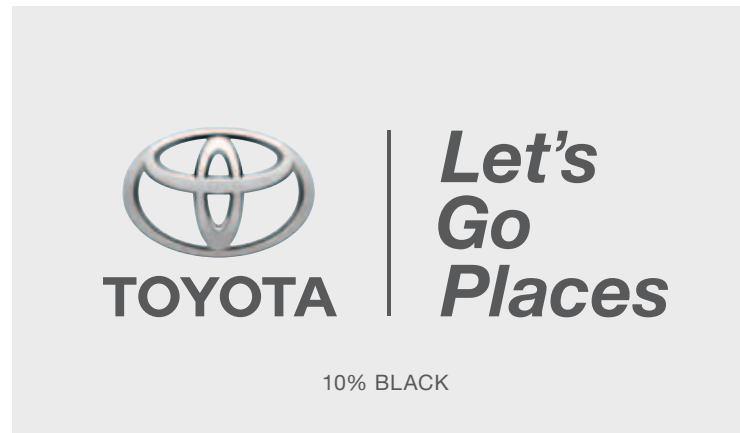
The positive dimensional grayscale lockup should only be placed on backgrounds ranging from 100% white to 10% black. Always ensure significant contrast between the lockup and background.

##### REVERSE

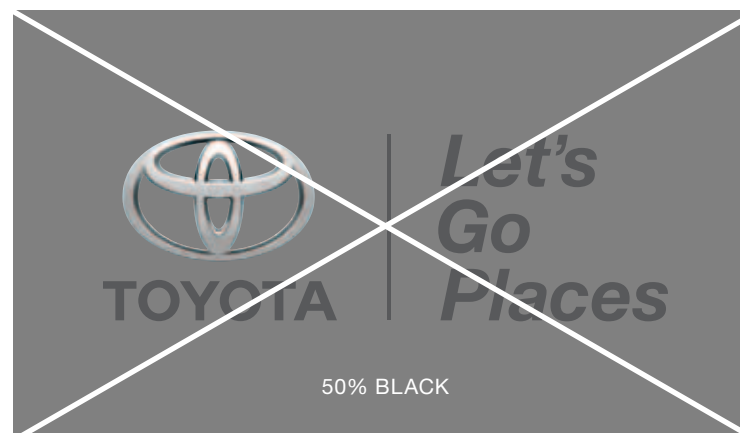
The reverse dimensional grayscale lockup should only be placed on backgrounds ranging from 90% to 100% black.

##### REMEMBER

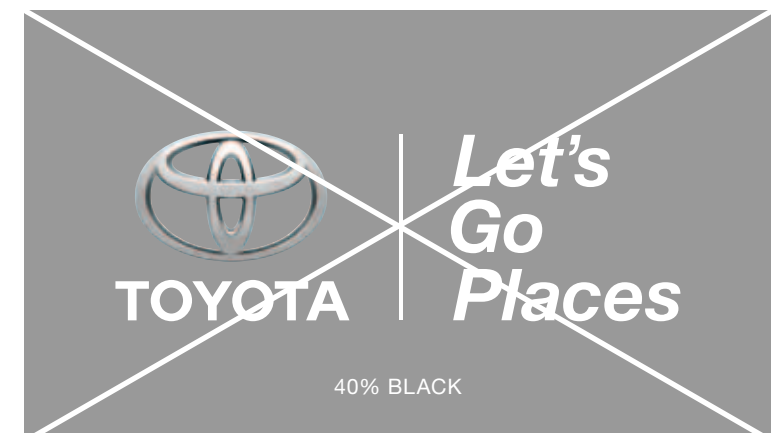
When background values fall between 10% and 90% black, there must be sufficient contrast between the background and all elements of the lockup and the appropriate flat version must be used.



**DO NOT**



**DO NOT**



# 1.5

## 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 may not be converted to any other color.

Color usage applies to all Toyota signatures and LGP lockups.

#### POSITIVE

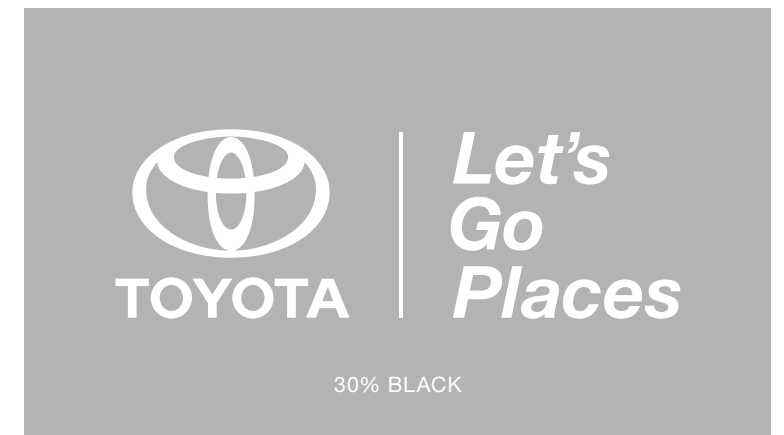
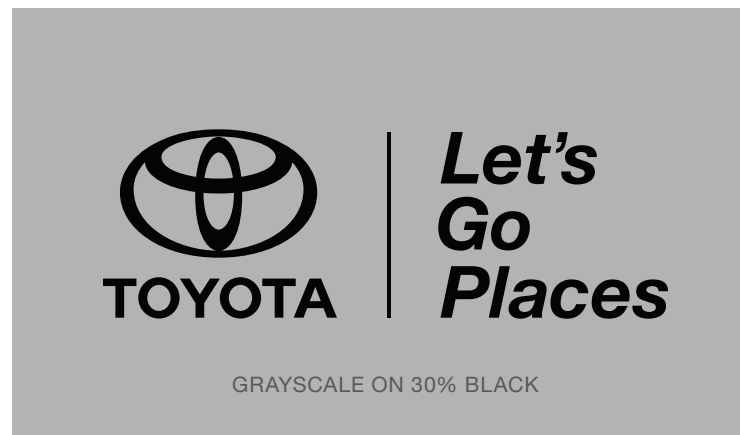
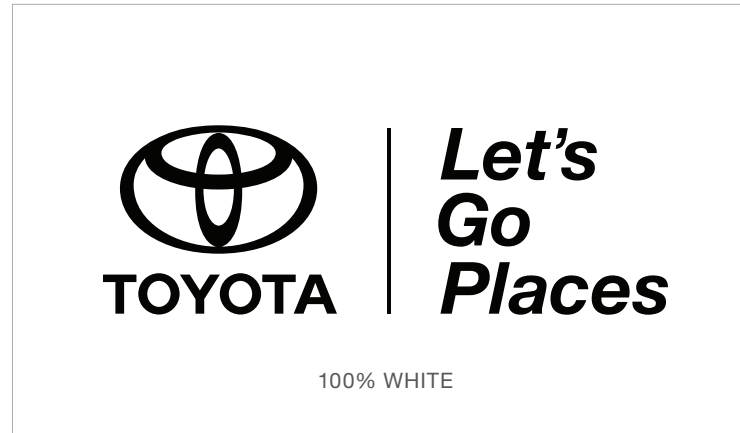
The positive flat lockup should only be placed on backgrounds ranging from 100% white to 30% black. Always ensure significant contrast between the lockup and background.

#### REVERSE

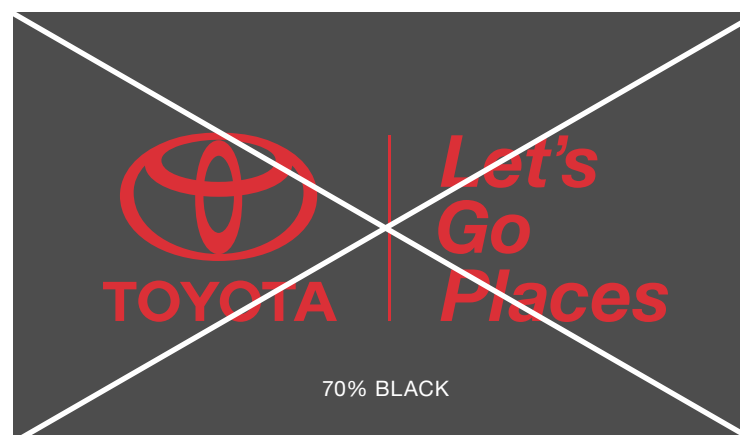
The reverse flat lockup should only be placed on backgrounds ranging from 30% to 100% black.

#### REMEMBER

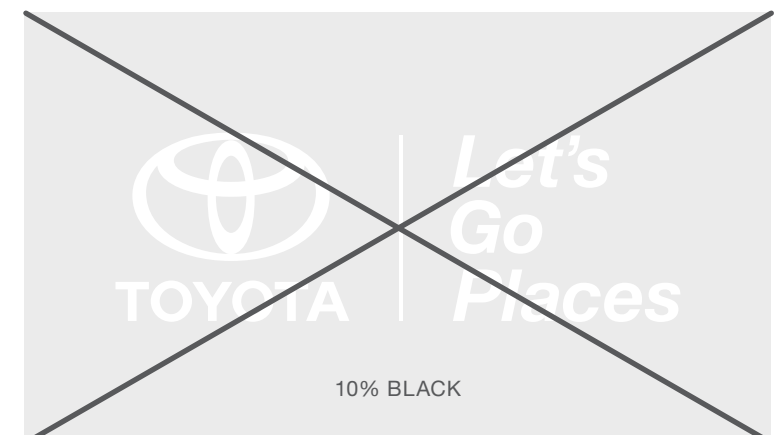
When background values fall between 10% and 90% black, there must be sufficient contrast between the background and all elements of the lockup and the appropriate flat version must be used.



DO NOT



DO NOT



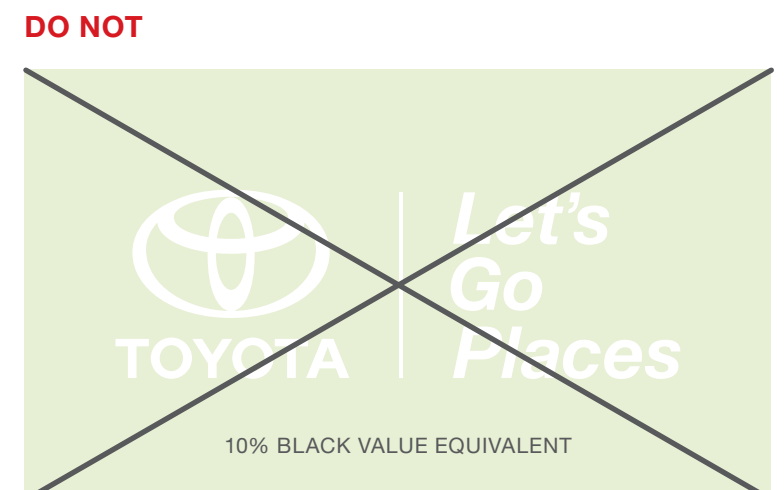
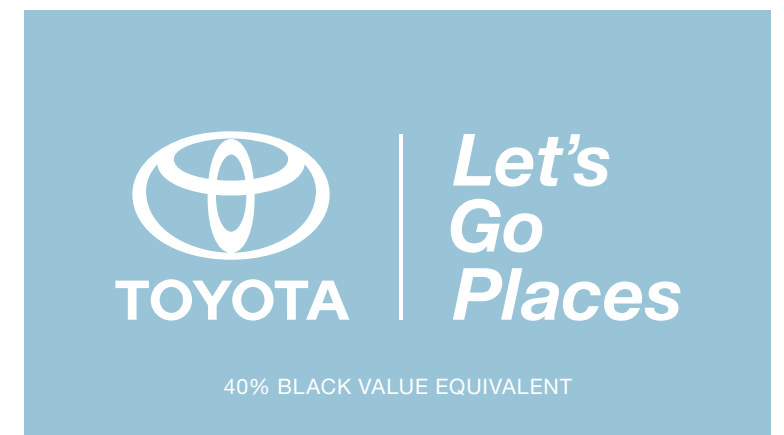
# 1.5

## 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 applies to all Toyota signatures and LGP lockups.





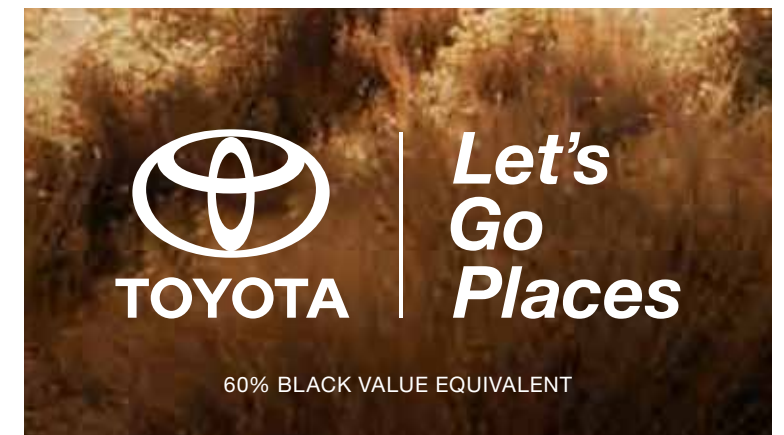
## 1.5 Color Usage Background Photography

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 applies to all Toyota signatures and LGP lockups.



**DO NOT**



**DO NOT**





## 1.6 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 applies to all Toyota signatures and LGP lockups.

### LEFT COLUMN

Do not alter the color of the artwork outside the approved color lockups provided.

Do not outline the artwork.

Do not distort the artwork proportions.

### RIGHT COLUMN

Do not add drop shadows or other graphic devices to the artwork.

Do not attempt to re-create the artwork using different typefaces or graphic elements.

Do not create department or business unit lockups with additional type.

#### DO NOT ALTER THE COLOR



#### DO NOT ADD SHADOWS



#### DO NOT OUTLINE



#### DO NOT RE-CREATE



#### DO NOT DISTORT



#### DO NOT ADD TYPE



## 2.0

# Applications

While the rules for constructing the Let's Go Places identity are meant to be followed exactly, this section offers more room for individual discretion. Specifically, it reviews the best practices for the LGP identity to be adapted for different creative applications.

## 2.1 Identity Placement LGP Lockups

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

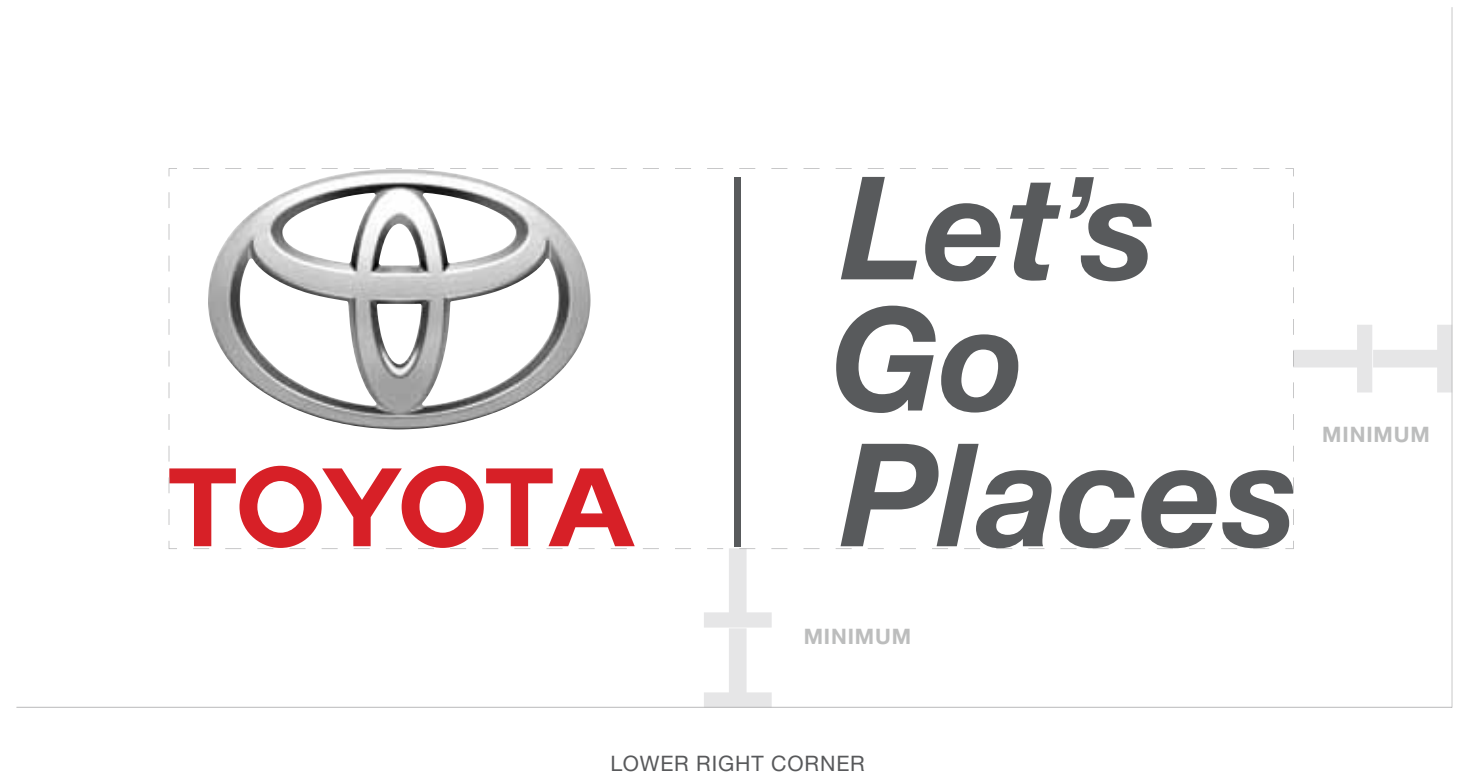
The recommended minimum margin is double the clear space for each lockup.

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.

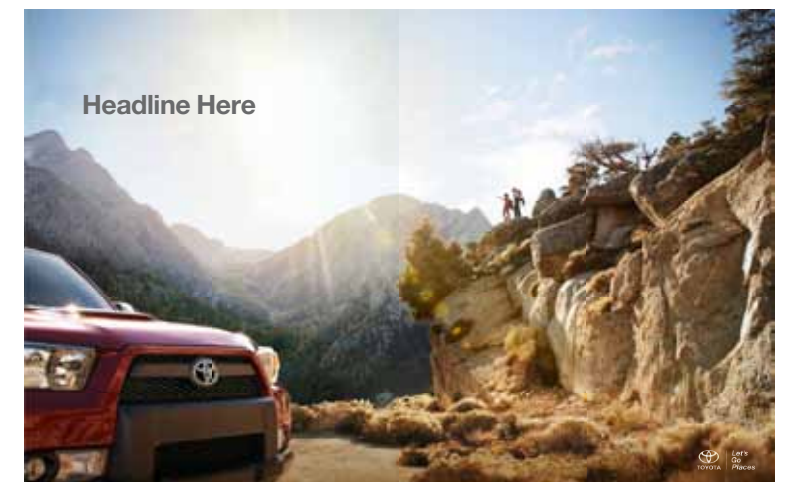
Placement usage applies to all Toyota signatures and LGP lockups.

### NOTE

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



### EXAMPLES OF CORRECT LOCKUP PLACEMENT



## 2.2

# 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 around 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 placed in the lower left corner and align 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.



## 2.3

### 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 as well as aligned 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 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.

## 2.3

# Print

## 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.

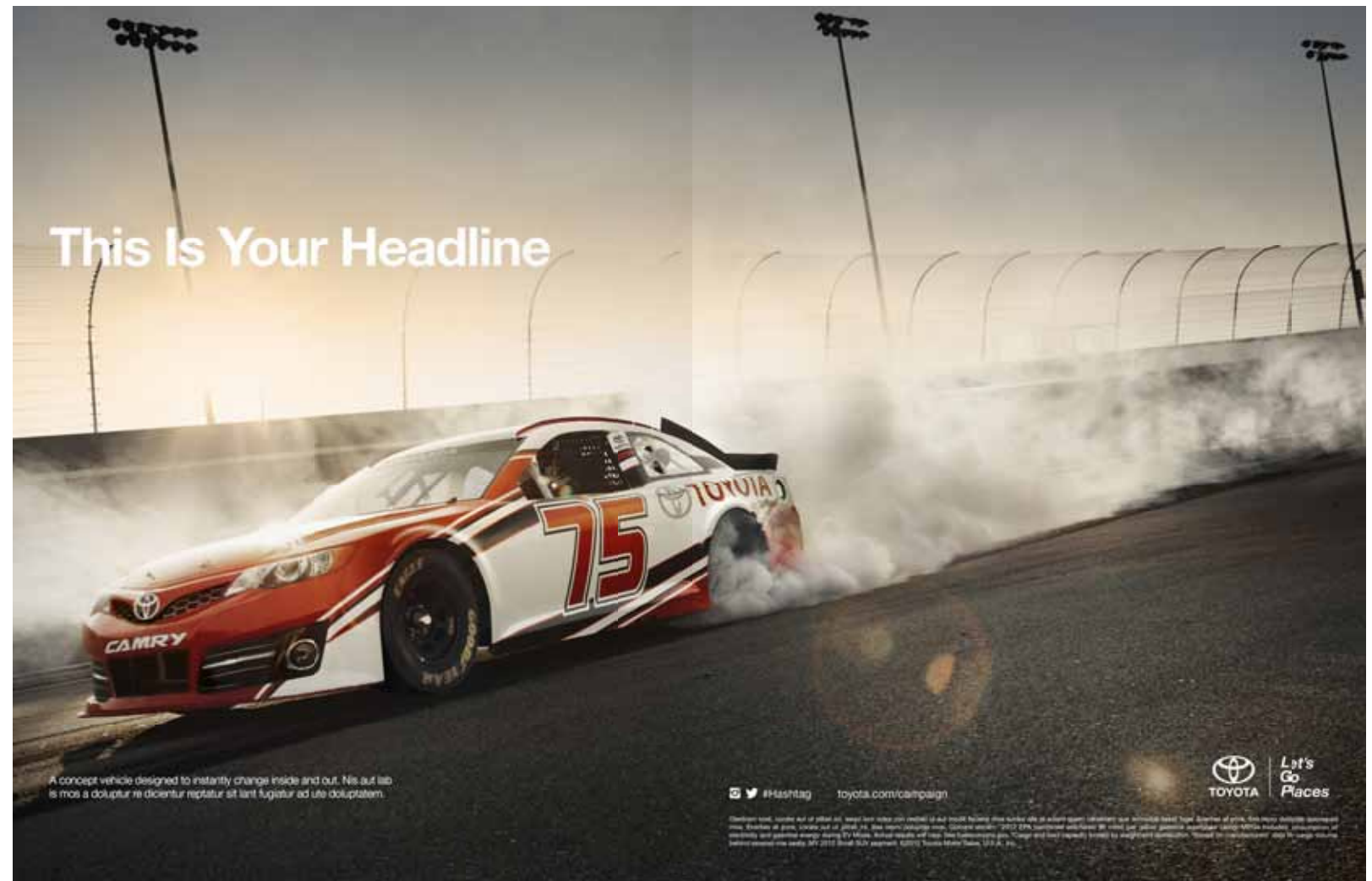
The lockup should sit above the legal copy, respecting the required clear space. The social media icons, Twitter hashtag and Toyota url should also sit above the legal copy, aligned to the left of the right-facing page as well as aligned to the bottom of the lockup.

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.



## 2.4 Digital Advertising

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

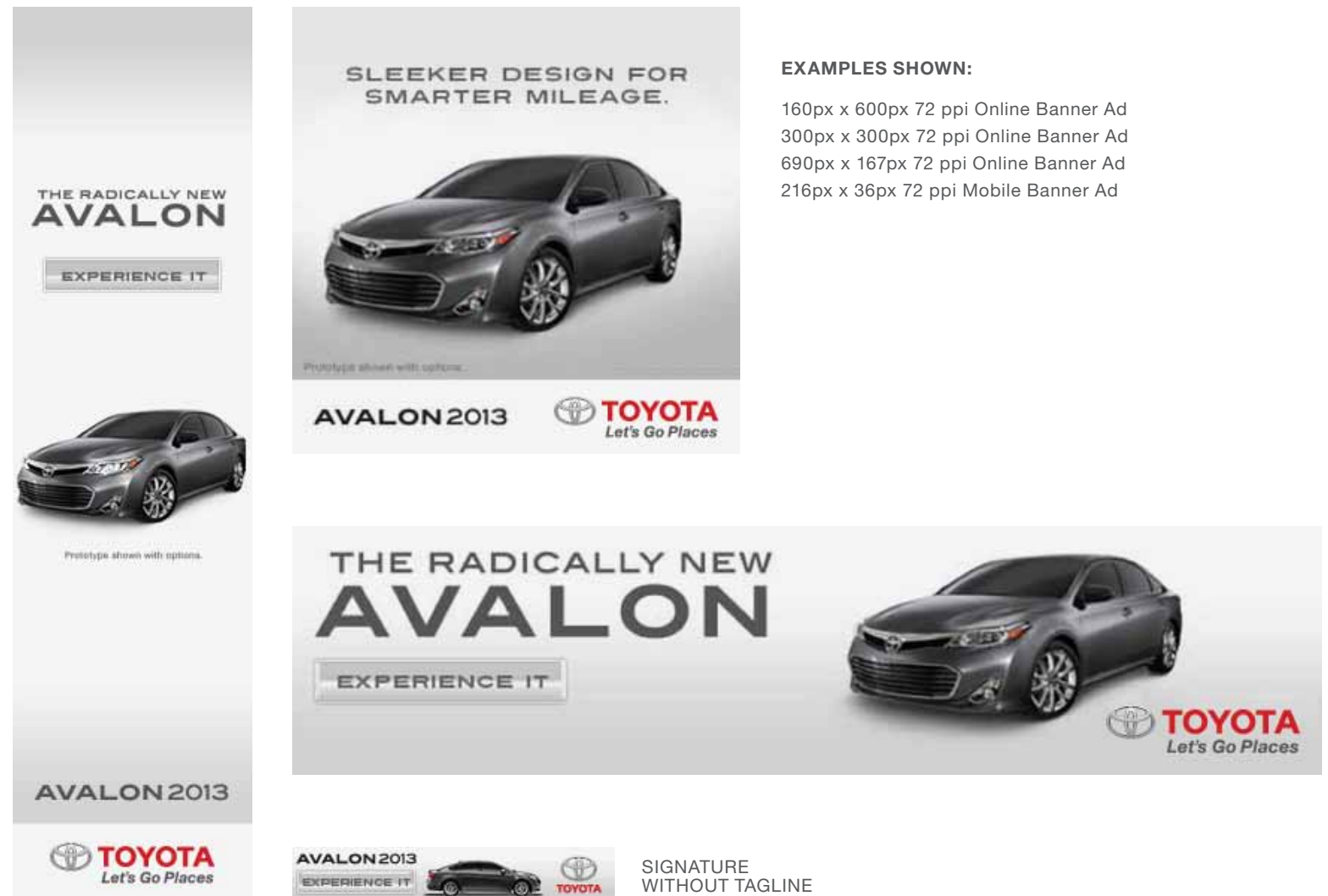
### REMEMBER

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 suggested 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 1.2 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

### 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.

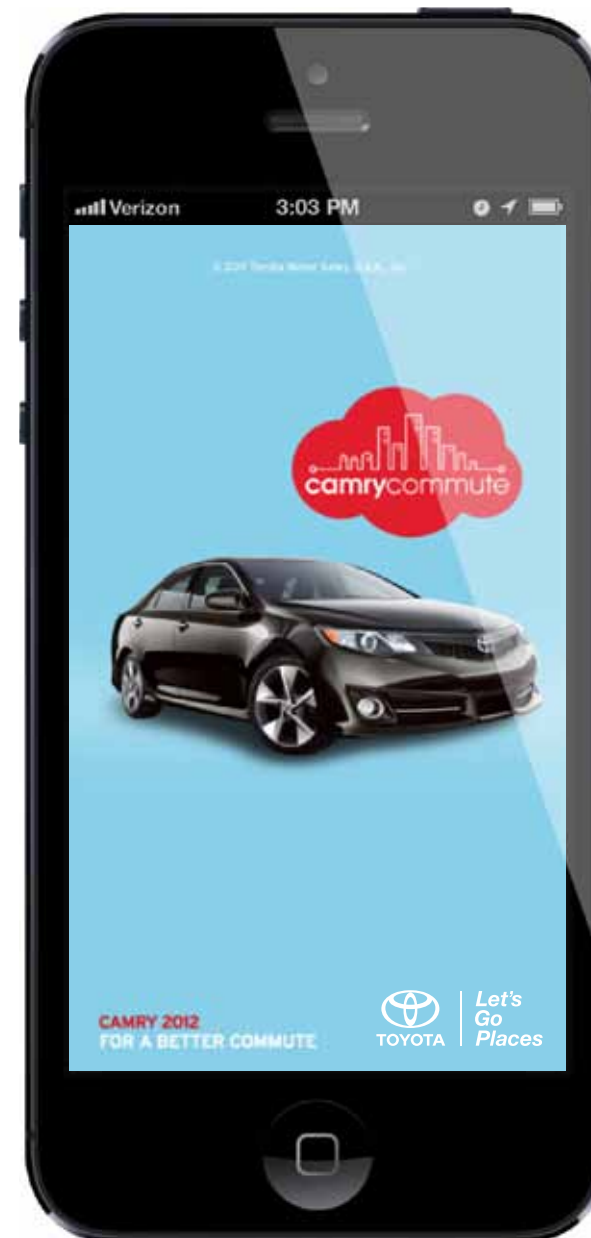


## 2.4 Digital High Resolution

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 now 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 around placement, clear space and color.



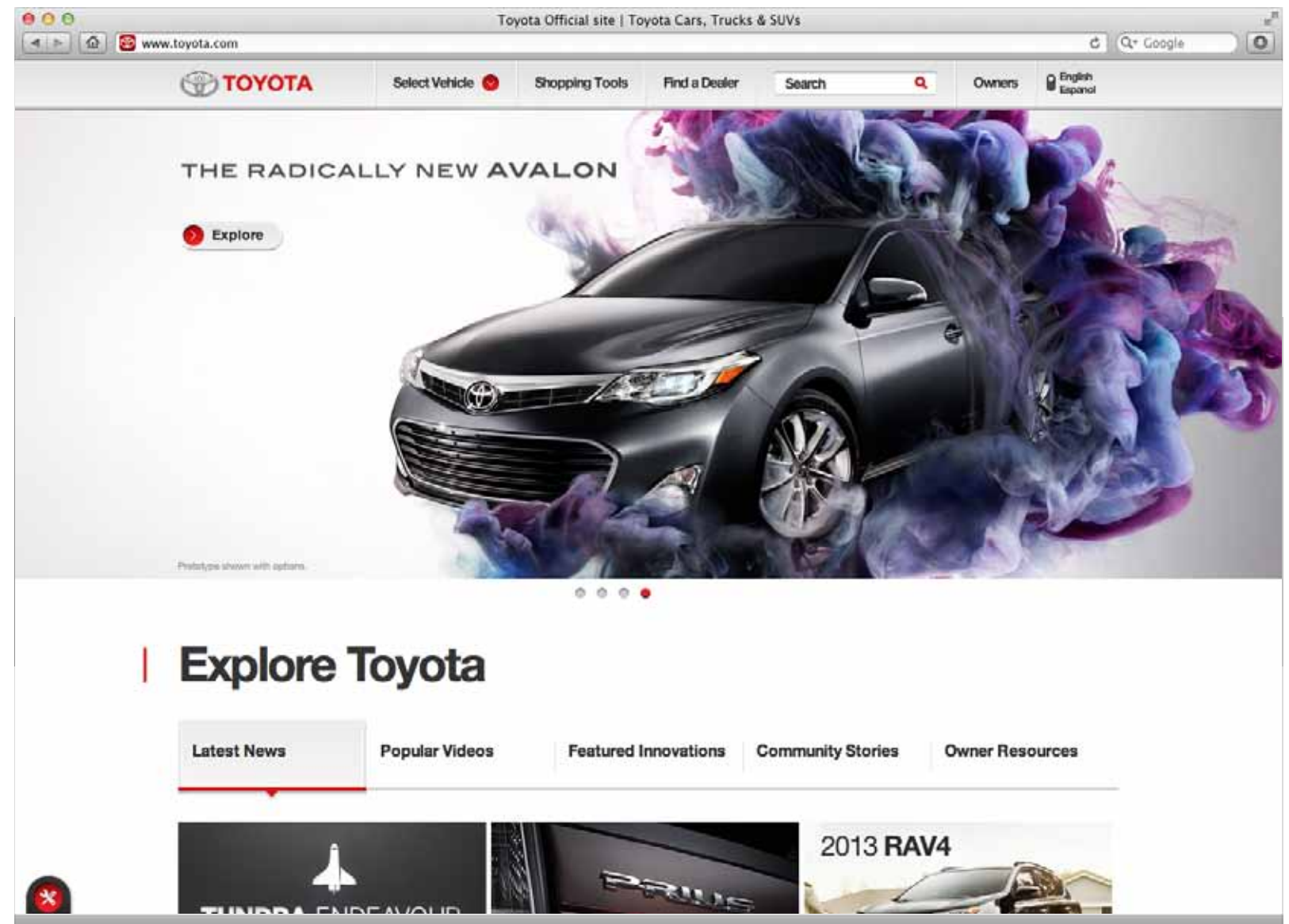
**EXAMPLE SHOWN:**  
iOS App for iPhone 5

### 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.

## 2.4 Digital Website

Utility-oriented applications, which include websites, microsites and kiosks, should never use the LGP lockups. The LGP lockups are reserved for marketing 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.

## 2.5 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 around 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



## 2.6 Merchandising

The LGP lockups may be used by Toyota corporate marketing groups for promotional merchandise given away to promote the product. 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 reverse dimensional full-color lockup because the value of the solid color background where the lockup is placed falls within the 90% to 100% black-equivalent range allowed for full-color usage.

### **STACKED / SMALL SPACE / POSITIVE DIMENSIONAL FULL-COLOR**

This keychain 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.



## 2.7 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 around 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.

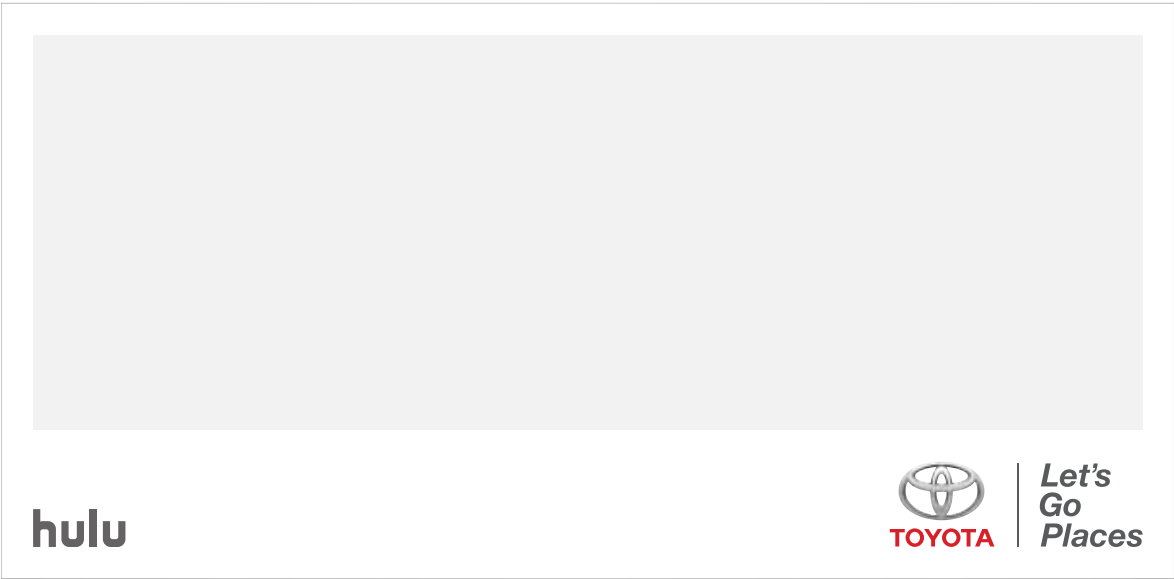
# 2.8

## Co-Branding Partnership

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

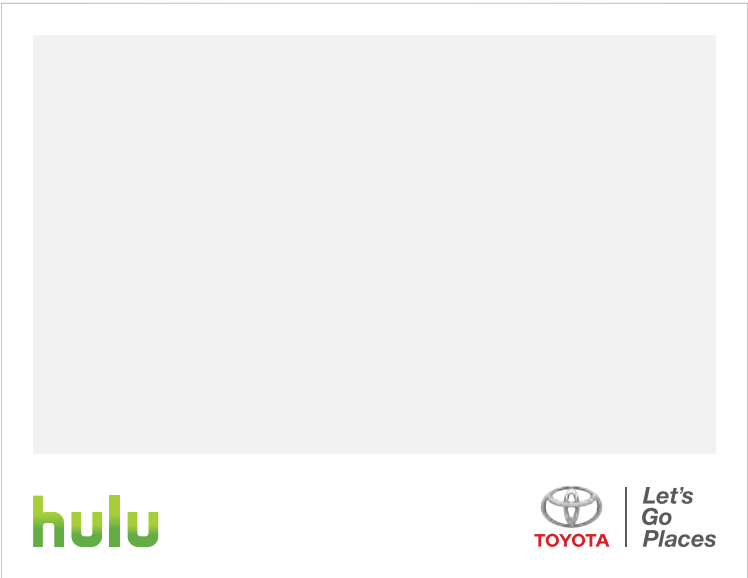
Remember to follow usage standards around sizing, clear space and color.

Co-branding usage applies to all Toyota signatures and LGP lockups.



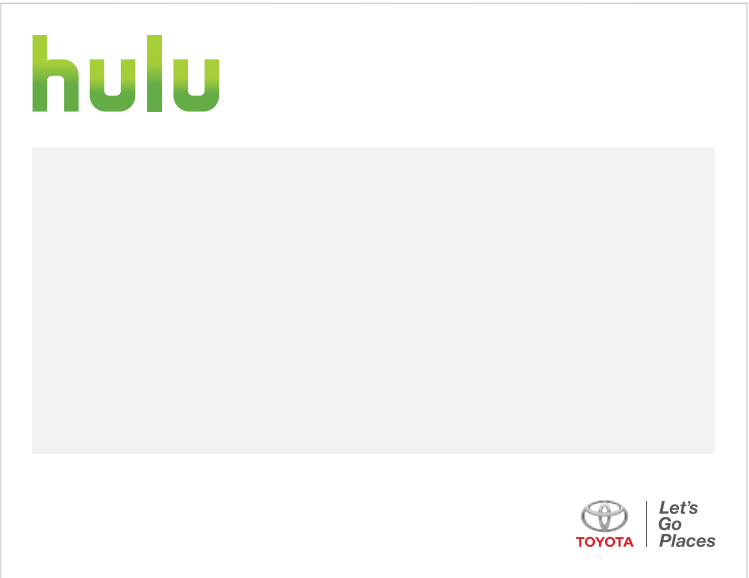
**80% TOYOTA LEAD**

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.

## 2.8

### 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. Try to follow usage standards around clear space and color as much as possible. The scale of the Toyota signature should be similar to surrounding elements.

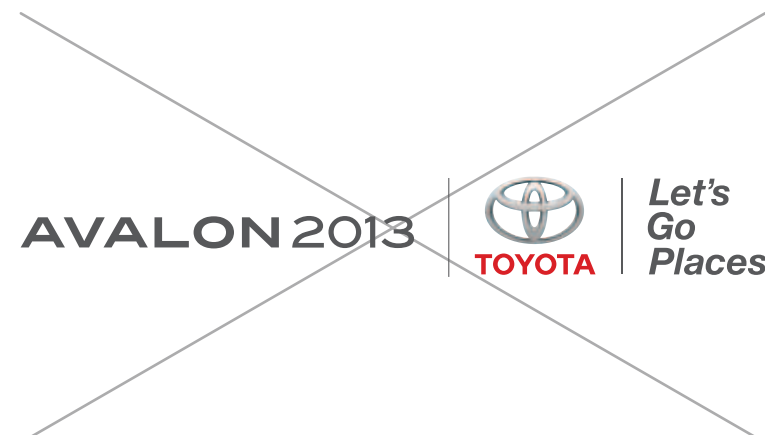
When combining the Toyota signature with other logos using divider lines, try to respect the clear space rules of each logo. Align all final artwork to their center horizontal axis.

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





## 2.8

# 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*



*Brought to you by*



**DO NOT**



**DO NOT**

