# MASTERBRAND **QUICK REFERENCE GUIDE**

A quick guide to assist you when developing communication content for Toyota material.

# Logos

# Corporate logo

- Used in communications from TMC/TMCA as a parent organisation - such as in press releases, internal communications
- When speaking on behalf of both the Toyota and Lexus brands

## Product logo

Used when directly marketing, selling, or talking about a Toyota-branded product or service

### NB

The Toyota logos are global trademarks and must not be altered in any way

### This decision tree should help determine which logo to use in communications

The Corporate logo must only be used when the parent company (CHQ) are specifically talking to both the Toyota and Lexus brands

ΤΟΥΟΤΑ

For all associated logos and trademarks, please contact Public Affairs (publicaffairs@toyota.com.au)

Communication about Toyota products and services

ΤΟΥΟΤΑ

ΤΟΥΟΤΑ



All product brand logos and trademark must be downloaded from AdBuilder

ΤΟΥΟΤΑ

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ΤΟΥΟΤΑ

# **Corporate Logo**

Primary Toyota Corporate logo

Special use reversed logo

Special use mono logo

Notes These are the only colour variations allowed

# **Product Logo**

### **Primary Toyota** Product logo (White backgrounds,

reversed & Special use) **Secondary Toyota** 

Product logo



# **OWAF** Tagline

### **Primary usage**

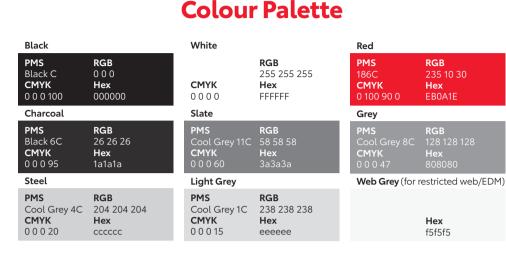


OWAF is only used with the Toyota Product logo

We no longer use the silhouette OWAF jumper

# Secondary usage

- Toyota Type: Bold
- Tracking: 0 (metric)
- UPPERCASE



Notes

# Font - Toyota Type

Toyota Type is the only font that should be used.

Where systems don't allow for custom typefaces, Arial must be used.

Toyota Type family Toyota Type Book Toyota Type Regular

Toyota Type Semibold **Toyota Type Bold** 

ToyotaKV is only used for symbols, such as when creating A3 papers.

Italics are not to be used

# **Creating Communications -Key Things to Remember**

# Have you checked

- Logo Product or Corporate? (refer to logo tree)
  - product logo used
- - Typography
- Colour Palette

### **Electrified/Hybrid/Alternative Fuels Comms**

# **Asset Approvals Process**

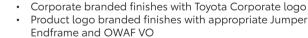
Before going live with assets, please consider the following:

**ProofHQ** tovota.prooff

# System typeface (restricted use) Arial Regular **Arial Bold**

# Other things to consider





### **For illustrations**

Illustration styles

Toyota 'Blue' colour

m/dashboard

OWAF tagline — include when

Colour Palette

(White backgrounds reversed & Special use)



Formal review system through which **all** external/Dealer facing communications must go through

- Assets must be in their final stages before submission to ProofHQ it is **not** a Nemawashi tool
- Enables various teams across the business (such as Brand, Product Information, and Legal) to review assets and ensure they are compliant
- For more information or for account access, contact ProofHQ@toyota.com.au

## Brand Nemawashi

The Brand Team are available at brand@toyota.com.au to Nemawashi any projects you may be working on, and can provide guidance on ensuring your comms are always on brand

# **Internal Logos**



### Notes

- Our internal logos are divided into 4 distinct categories divisions, programs, group/TMCA campaigns and communication channels/internal services
- This design system has been set up so that the various divisions and programs can create their own logos whilst remaining true to the Masterbrand look and feel so that we don't recreate a house of brands
- Individual areas cannot create their own brand identity outside of the Masterbrand Guidelines as we are all one Toyota

# Where Can I Get More Information?

# The Engine Room

Go to: Divisions > National Marketing > Brandshift Here you'll find:

- The Masterbrand Guidelines
- Training videos
- PowerPoint and Bulletin Templates
- Internal Image Library
- Iconography Library

### Adbuilder

A platform that houses all of our brand and marketing assets.

Logos, fonts, jumper endframes & VOs, vehicle 360 images etc

Sign in using your SSO: www.adbuilder.toyota.com.au/signin