

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

TOYOTA



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

TOYOTA

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

Communication about Toyota products and services



All product brand logos and trademark must be downloaded from AdBuilder

Corporate Logo

Primary Toyota Corporate logo

Special use reversed logo

Special use mono logo

Notes

- These are the only colour variations allowed

TOYOTA

TOYOTA

TOYOTA

Product Logo

Primary Toyota Product logo

(White backgrounds, reversed & Special use)



Secondary Toyota Product logo

(White backgrounds, reversed & Special use)



Internal Logos

Divisions

Programs

Group/TMCA Campaigns

Communication Channels and Internal Services



PARTS & SERVICES



One Guest

TOYOTA

(OR)



TOYOTA

Toyota **Torque**

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

OWAF Tagline

Primary usage

'OH WHAT A FEELING' tagline supports Toyota logos in all guest facing communications. (OWAF is not used internally)

OH WHAT A FEELING

OH WHAT A FEELING

OH WHAT A FEELING

OH WHAT A FEELING

Secondary usage

OH WHAT A FEELING

OH WHAT A FEELING

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

Notes

- OWAF is only used with the Toyota Product logo
- We no longer use the silhouette OWAF jumper

Colour Palette

Black	White	Red
PMS Black C CMYK 0 0 100	RGB 0 0 0 Hex 000000	PMS 186C CMYK 0 100 90 0
RGB 0 0 0 Hex 000000	RGB 255 255 255 Hex FFFFFF	RGB 235 10 30 Hex E80A1E
Charcoal	Slate	Grey
PMS Black 6C CMYK 0 0 95	PMS Cool Grey 11C CMYK 0 0 60	PMS Cool Grey 8C CMYK 0 0 47
RGB 26 26 26 Hex 1a1a1a	RGB 58 58 58 Hex 3a3a3a	RGB 128 128 128 Hex 808080
Steel	Light Grey	Web Grey (for restricted web/EDM)
PMS Cool Grey 4C CMYK 0 0 20	PMS Cool Grey 1C CMYK 0 0 15	Hex f5f5f5
RGB 204 204 204 Hex cccccc	RGB 238 238 238 Hex e6e6e6	

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.

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

Italics are not to be used.

Toyota Type family

Toyota Type Book

Toyota Type Regular

Arial Regular

Arial Bold

Toyota Type Semibold

Toyota Type Bold

System typeface (restricted use)

Creating Communications - Key Things to Remember

Have you checked

- Logo – Product or Corporate? (refer to logo tree)
- OWAF tagline – include when product logo used
- Colour Palette
- Typography

Other things to consider

For videos

- Corporate branded finishes with Toyota Corporate logo
- Product logo branded finishes with appropriate Jumper Endframe and OWAF VO

For illustrations

- Illustration styles
- Colour Palette

Electrified/Hybrid/Alternative Fuels Comms

- Toyota 'Blue' colour

Asset Approvals Process

Before going live with assets, please consider the following:

ProofHQ

toyota.proofhq.com/dashboard

- 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

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