TOYOTA

TOYOTA

LEXUS

TOYOTA MARK & LOGOTYPE STANDARD

TOYOTA MARK & LOGOTYPE STANDARD CONTENTS

Great brands live in people's hearts and minds. They form the basis of a powerful relationship. Customers trust them and expect great things of them.

Great companies ensure that their vital brand assets are well-protected and "invested" for the maximum return.

This is why Toyota Motor Corporation has developed the TOYOTA Mark & Logotype Standard — to increase the strength of the Toyota Motor corporate brand and the TOYOTA and LEXUS product brands around the world. The Standard sets the rules for when and how to use the basic design elements that visually communicate the power of these brands at every customer touchpoint.

The rules and specifications of the Standard have been approved by the Trade Name & Trademark Committee, and they apply worldwide. All Toyota affiliates are expected to become thoroughly familiar with the Standard and to comply with it fully.

The basic design elements comprising the TOYOTA Mark & Logotype and the LEXUS Mark & Logotype are legally protected intellectual properties of vital importance to the company. Please note that incorrect usage may not be subject to this legal protection.

When reproducing the basic design elements governed by the Standard, always use the approved digital artwork provided with the Standard. Respect the rules for usage and reproduce the elements properly.

Should an incorrect application come to the attention of Toyota Motor Corporation, the divisions responsible will take steps to offer the appropriate advice.

Any inquiries regarding the Standard should be directed to the Intellectual Property Division.

Intellectual Property Division
Toyota Motor Corporation

■ Brands Covered by the TOYOTA Mark & Logotype Standard

(Toyota Group)

Brands Covered by the Standard

Corporate Brand — (Toyota Motor Corporation)

TOYOTA

(Automobile Business)   (Non-Automobile Business)

(TOYOTA Brand)   (LEXUS Brand)

Product Brands — TOYOTA   LEXUS

The TOYOTA Mark & Logotype Standard applies to the corporate brand, the corporate mark, and the TOYOTA and LEXUS product brands.

For development of specific application items, dealer facilities, etc., see the separate guidelines approved by the Trade Name & Trademark Committee.
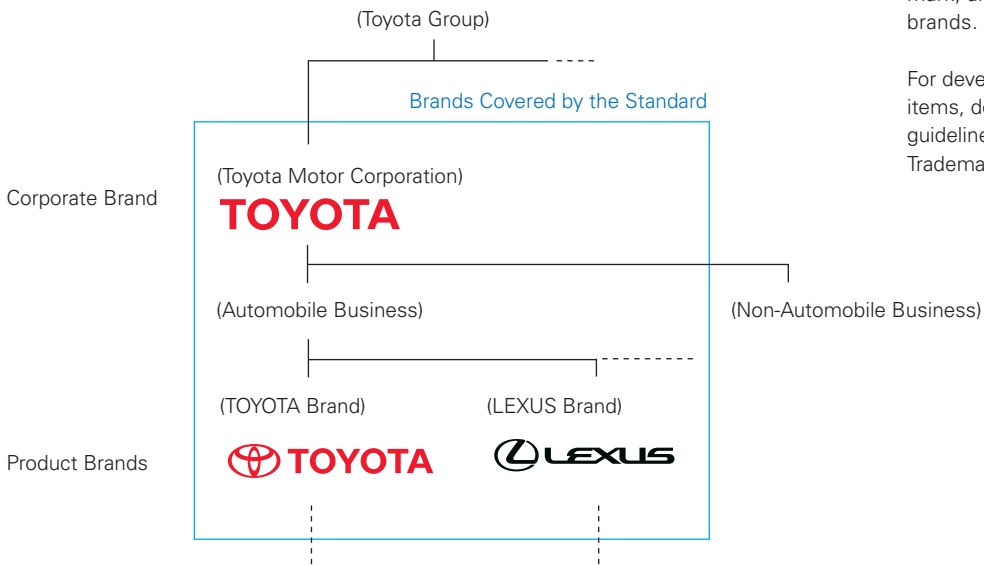
	Items for Corporate Communications	Items for Marketing Communications
	- Used for expression of the corporate brand - For conveying the reliability of the corporation	- Used for expression of product brands - For promoting product brands
Users	Toyota Motor Corporation (including offices)	
	Automobile manufacturing companies (including management companies), sales management companies, and regional management companies wholly owned by the Toyota Motor Corporation	
	Other subsidiaries in the automotive industry not included in the above, in which Toyota Motor Corporation holds an investment share (Note 1)	
	Subsidiaries in non-automotive industries, in which Toyota Motor Corporation holds an investment share (Note 1)	
		Companies in automobile-related industries in which Toyota Motor Corporation holds an investment share (Note 2)
		Sales companies for Toyota Motor-related products, etc. — New and used car dealerships — Car repair and other service shops — Car parts and accessories shops — Car rental and lease shops
Classification of Application Items	ID cards, corporate brochures, documents and forms, sponsor signs, entrance signs (Shows position in corporation) Business cards (Used for the corporation) Envelopes, letterhead (Used for corporate advertisements) Newspaper advertisements, magazine advertisements, posters, Web items, etc.	Product catalogs, promotional signs novelties, point of purchase, packaging paper, store signs, 3D signs, products (For promotion of product brands) Business cards, envelopes, letterhead (For product advertisements) Newspaper advertisements, magazine advertisements, posters, Web items, etc. * For application items by basic design element, see the separately issued guidelines.

Note 1: Before using items for corporate communications, inquire with the Intellectual Property Div., Toyota Motor Corporation.
Note 2: Before using items for marketing communications, inquire with the Intellectual Property Div., Toyota Motor Corporation.

Basic Design Elements	TOYOTA Logotype Corporate Mark	**TOYOTA Mark**	**TOYOTA Mark & Logotype, Horizontal Version**	**TOYOTA Mark & Logotype, Stacked Version**
		2D Red	2D Red × 2D Red	2D Red × 2D Red
		3D Red	3D Red × 3D Red	3D Red × 3D Red
		3D Silver	3D Silver × 3D Silver	3D Silver × 3D Silver
			3D Silver × 2D Red	3D Silver × 2D Red

2D

LEXUS Mark	LEXUS Mark & Logotype, Horizontal Version (Preferred)	LEXUS Mark & Logotype, Stacked Version
		LEXUS Mark & Logotype for Primary Signage

3D (For Flat Media)

LEXUS Mark	LEXUS Mark & Logotype, Horizontal Version (Preferred)	LEXUS Mark & Logotype, Stacked Version

TOYOTA

1. Toyota Motor Corporate Brand

■ TOYOTA Logotype

TOYOTA

The basic design elements shown at left are at the core of visual communication of the Toyota Motor corporate brand.

To build the best possible image for the Toyota Motor corporate brand, use the basic design elements according to the rules provided on the following pages.

■ Corporate Color

TOYOTA Red

■ Standard Typography

Univers Family

ABCDEFGHIJKlmnopqrstuvwxyz12345
ABCDEFGHIJKlmnopqrstuvwxyz12345
ABCDEFGHIJKlmnopqrstuvwxyz12345
ABCDEFGHIJKlmnopqrstuvwxyz012345

Shin-go Font Family

東西南北春夏秋冬あいうえおアイウエオ
東西南北春夏秋冬あいうえおアイウエオ
東西南北春夏秋冬あいうえおアイウエオ
東西南北春夏秋冬あいうえおアイウエオ
東西南北春夏秋冬あいうえおアイウエオ

■ Range of Applications

Use of the basic design elements of the Toyota Motor corporate brand is limited to certain items: ID cards, corporate brochures, documents and forms, sponsor signs, entrance signs, and other items for corporate communications where demonstration of corporate trust and assurance is the requirement. Some items are also classified as items for marketing communications, including business cards that show one's position in the corporation, envelopes and letterhead used for the corporation, and newspaper advertisements, magazine advertisements, posters, Web items, and other items used as corporate advertisements.

Range of Applications

Items for Corporate Communications

- Used for expression of the corporate brand
- For conveying the reliability of the corporation

TOYOTA

ID cards
Corporate brochures
Documents and forms
Sponsor signs
Entrance signs

(Shows position in corporation)
Business cards

(Used for the corporation)
Envelopes
Letterhead

(Used for corporate advertisements)
Newspaper advertisements
Magazine advertisements
Posters
Web items, etc.

TOYOTA Logotype
The TOYOTA Logotype represents the Toyota Motor corporate brand, and is used in items for corporate communications. Stand-alone use is only permitted when the TOYOTA Logotype is used to represent the corporate brand.

Incorrect Application
For examples of improper use of the TOYOTA Logotype, see the Incorrect Applications pages.

Data for Reproduction
Always use the approved digital artwork provided with this Standard. Use of any other data source is strictly prohibited.

TOYOTA Red

Mansell value 5R4.5/15

* The color expressed by the above Mansell value is the approved standard color for TOYOTA Red.

Approximate Color for Printing (Spot Color)	PANTONE 186C
Approximate Color for Printing (Process Color)	M:100 / Y:90
Approximate Display Color for Computer Monitors (RGB)	R:235 / G:10 / B:30
Approximate Display Color for Computer Monitors (Web)	#EB 0A 1E

Consistent use of the corporate color helps build a singular identity for the Toyota Motor corporate brand.

There is only one corporate color: TOYOTA Red. The Mansell value for TOYOTA Red is 5R4.5/15.

Approximate Color for Printing: Spot Color
TOYOTA Red should be reproduced in accordance with the color sample provided. The PANTONE spot color is specified as an approximate color. In cases where item characteristics or objectives make reproduction difficult, make adjustments to ensure that your output is as close as possible to the color sample.

Approximate Color for Printing: Process Color
The CMYK percentages shown at left are your reference for 4-color process printing. Note, however, that use of the designated percentages does not guarantee the results. Output may vary depending on paper and printing technology. Make adjustments to ensure that your output is as close as possible to the color sample.

Approximate Display Colors for Computer Monitors: RGB, Web
The RGB and Web values shown at left are your reference for reproduction on a computer monitor. Color reproduction on a computer monitor can be affected by the viewing environment. Make adjustments as needed so that the color on the screen is as close as possible to the color sample.

Priority ❶
Display Color: TOYOTA Red

TOYOTA

Priority ❷   (When there are limitations on display color)
Display Color: Black, functional color

TOYOTA

Priority ❷
Display Color: Silver * Display in gold is strictly prohibited.

TOYOTA

Priority ❷
Display Color: White

* Always use sufficient contrast to ensure distinct visibility.

The TOYOTA Logotype should never be displayed in a tone that lacks sufficient contrast with the background, and it should always be distinctly visible.

Display Colors
TOYOTA Red is the preferred color for display of the TOYOTA Logotype. In cases such as newspaper advertisements when printing color is limited, or in cases when a functional color*, etc., is used for documents and forms, invoices, etc., display in black or a functional color is acceptable.

In cases where a dramatic effect is desired, use of silver for the display color, or of expression methods using foil or relief, is acceptable. When the background color is dark, the display color can be white. Note that display in gold, however, is strictly prohibited.

Background Colors
The background color must ensure appropriate expression of the TOYOTA Logotype.

Incorrect Application
For examples of improper use of the TOYOTA Logotype display colors, see the Incorrect Applications pages.

* Functional color: A monochrome print color other than the corporate color, used for documents and forms, invoices, etc.

■ Univers Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

The typography shown here has been designated for use in items for corporate communications in order to ensure visual harmony with the TOYOTA Logotype.

Use this typography to express addresses and other secondary information in items for corporate communications whose role is to convey the reliability of the corporation. This typography is strongly recommended whenever content related to the Toyota Motor corporate brand is expressed in the Western alphabet.

Non-Western Languages
For non-western languages, use a local typeface that has the same qualities and communicates the same feeling as the designated typography shown here.

■ Shin-go Font Family

東西南北春夏秋冬あいうえおアイウエオ

東西南北春夏秋冬あいうえおアイウエオ

東西南北春夏秋冬あいうえおアイウエオ

東西南北春夏秋冬あいうえおアイウエオ

東西南北春夏秋冬あいうえおアイウエオ

Exclusion Zone (Standard)
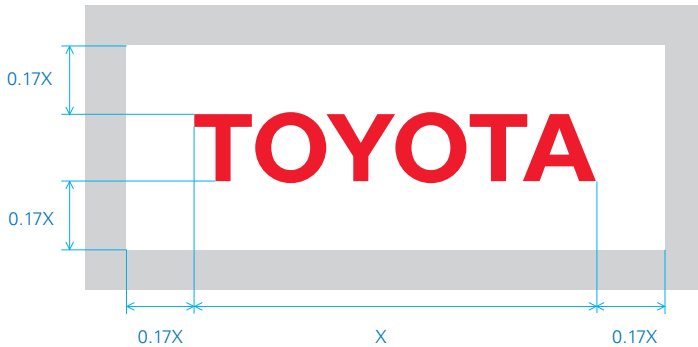
When using the TOYOTA Logotype, the exclusion zone must always be respected. The exclusion zone is an area established around the TOYOTA Logotype to enhance its integrity and visibility by preventing the intrusion of any other display information. Take careful precautions to ensure that no other elements intrude into the exclusion zone.

There are two types of exclusion zones available: the preferred standard type, and the minimum type, which is used only in limited cases. Ensure that the appropriate exclusion zone is respected by following the rules shown here.

Standard Exclusion Zone
The standard exclusion zone is preferred for use in all types of development.

Minimum Exclusion Zone
The minimum exclusion zone may be used only when characteristics of the item for corporate communications do not allow use of the standard zone.

Incorrect Application
For improper application of exclusion zones, see the Incorrect Applications pages.

Exclusion Zone (Minimum)
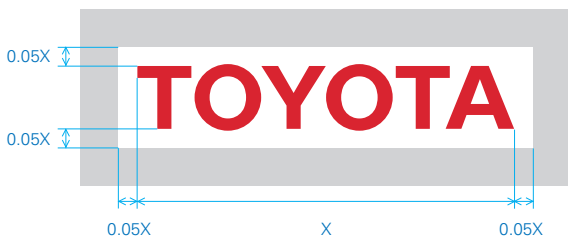
■ Minimum Size

An absolute minimum size has been specified to ensure clear reproduction of the TOYOTA Logotype. In order to maintain its quality and legibility, use in any smaller size is prohibited.

TOYOTA

9 mm

■ TOYOTA Logotype

The examples at left show incorrect applications of the TOYOTA Logotype.

Incorrect applications can appear in any number of different types of items. Take special care to review all items for incorrect applications, and correct any problems immediately.

When reproducing the TOYOTA Logotype, always use the approved digital artwork provided with this Standard and observe the rules for usage to ensure proper reproduction.

Form

No deformation

No rotation

No bending

No outlining

No reshaping

No changing the typography

No vertical stacking

No changing the spacing

Colors

No colors other than the corporate color

No use of different colors

No partial reversing

No gradation

No shadowing

■ Other

No superimposing on background with
insufficient contrast
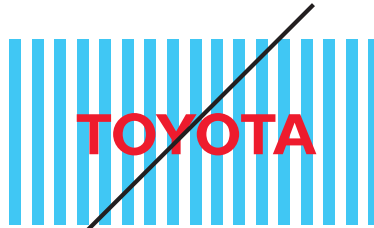
No superimposing on pattern
that impairs visibility

No other elements intruding
into exclusion zone

Abcdefg Hijklmn

No other elements intruding
into exclusion zone

No other elements intruding
into exclusion zone

No other elements intruding
into exclusion zone

consequat, vel illum dolore eu
feugiat nulla facilisis at vero eros
et accumsan et iusto odio dignis-
sim **TOYOTA** luptatum delenit
augue duis dolore te feugait nulla
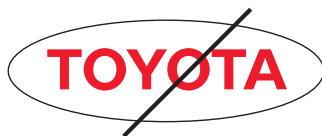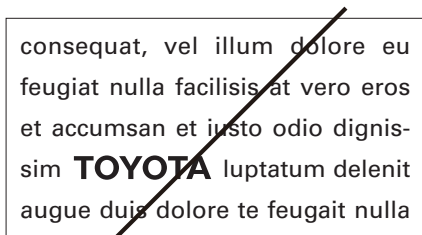
No embedding of the TOYOTA Logotype in
regular body text

The **TOYOTA** is

No use of the TOYOTA Logotype
within sentences or statements.

SMITH'S TOYOTA
OF LONG BEACH

No use of the TOYOTA Logotype as a term,
unless it indicates TOYOTA's business activities.

TOYOTA

2. TOYOTA Brand

■ TOYOTA Mark & Logotype

The basic design elements shown at left are at the core of TOYOTA global branding.

Horizontal Version

To build the best possible image for the TOYOTA brand, use the basic design elements according to the rules provided on the following pages.

Note that these guidelines apply to the TOYOTA brand only within the automobile business.

Stacked Version

■ TOYOTA Mark

■ Brand Color

TOYOTA Red

■ Recommended Typography

Univers Font Family

ABCDEFGHIJKlmnopqrstuvwxyz12345
ABCDEFGHIJKlmnopqrstuvwxyz12345
ABCDEFGHIJKlmnopqrstuvwxyz12345
ABCDEFGHIJKlmnopqrstuvwxyz012345

Shin-go Font Family

東西南北春夏秋冬あいうえおアイウエオ
東西南北春夏秋冬あいうえおアイウエオ
東西南北春夏秋冬あいうえおアイウエオ
東西南北春夏秋冬あいうえおアイウエオ
東西南北春夏秋冬あいうえおアイウエオ

■ TOYOTA Mark & Logotype, TOYOTA Mark

TOYOTA Mark & Logotype

Horizontal Version

Stacked Version

TOYOTA Mark

TOYOTA Logotype

* Stand-alone use of the TOYOTA Logotype is strictly prohibited. The logotype may only be used on its own when representing the corporate brand.

Use of the basic design elements of the TOYOTA brand is limited to certain items: product catalogues, promotional signs, novelties, POP, packaging paper, and other items for marketing communications whose role is to promote the product brand. Some items are also classified as items for corporate communications, including business cards intended to promote the product brand and newspaper advertisements used as product advertisements.

TOYOTA Mark & Logotype
The TOYOTA Mark & Logotype is the first choice for use in development of all kinds of items.

Decisions on whether to use the horizontal or stacked version should be based on careful consideration of the characteristics of the item being developed for marketing communications, limitations on display space, and relationship to other display information.

TOYOTA Mark
The TOYOTA Mark is principally for use in product items. Stand-alone use is also permitted.

TOYOTA Logotype
Stand-alone use in items for marketing communications representing the TOYOTA brand is strictly prohibited. Stand-alone use of the TOYOTA Logotype is only permitted for the corporate brand.

Incorrect Application
For examples of improper use of the TOYOTA Mark & Logotype, and the TOYOTA Mark, see the Incorrect Applications pages.

Data for Reproduction
Always use the approved digital artwork provided with this Standard. Use of any other data source is strictly prohibited.

For three-dimensional (non-flat) reproduction for items such as vehicle badges and store signs, use of the approved digital artwork provided with this Standard is strictly prohibited. Refer to the separately issued guidelines.

■ Range of Approved Applications for the TOYOTA Mark & Logotype, TOYOTA Mark

		Range of Applications
1. 2D Red	2D Red × 2D Red	Items for Marketing Communications
		- Used for expression of product brands - For promoting product brands
		Product catalogs Promotional signs Novelties POP Packaging paper 3D signs Products
2. 3D Red	3D Red × 3D Red	(For promotion of product brands) Business cards Envelopes Letterhead
3. 3D Silver	3D Silver × 3D Silver	(For product advertisements) Newspaper advertisements Magazine advertisements Posters Web items, etc.
	3D Silver × 2D Red	

* For the range of applications of basic design elements for motor shows and for the European region, see the separately issued guidelines.
* If you have inquiries about the 3D Silver × 2D Red type, contact TOYOTA Motor Sales & Marketing.

■ TOYOTA Red

Mansell value 5R4.5/15
* The color expressed by the above Mansell value is the approved standard color for TOYOTA Red.

Approximate Color for Printing (Spot Color)	PANTONE 186C
Approximate Color for Printing (Process Color)	M:100 / Y:90
Approximate Display Color for Computer Monitors (RGB)	R:235 / G:10 / B:30
Approximate Display Color for Computer Monitors (Web)	#EB 0A 1E

Consistent use of TOYOTA Red helps build a singular identity for the TOYOTA brand.

There is only one TOYOTA brand color: TOYOTA Red. The Mansell value for TOYOTA Red is 5R4.5/15.

Approximate Color for Printing: Spot Color
TOYOTA Red should be reproduced in accordance with the color sample provided. The PANTONE spot color is specified as an approximate color. In cases where item characteristics or objectives make reproduction difficult, make adjustments to ensure that your output is as close as possible to the color sample.

Approximate Color for Printing: Process Color
The CMYK percentages shown at left are your reference for 4-color process printing. Note, however, that use of the designated percentages does not guarantee the results. Output may vary depending on paper and printing technology. Make adjustments to ensure that your output is as close as possible to the color sample.

Approximate Display Colors for Computer Monitors: RGB, Web
The RGB and Web values shown at left are your reference for reproduction on a computer monitor. Color reproduction on a computer monitor can be affected by the viewing environment. Make adjustments as needed so that the color on the screen is as close as possible to the color sample.

2D Red × 2D Red

Display Color: TOYOTA Red

2D Black × 2D Black

Display Color: Black, functional color

2D Silver × 2D Silver

Display Color: silver   * Display in gold is strictly prohibited.

2D White × 2D White

Display Color: White

* Always use sufficient contrast to ensure distinct visibility.

The TOYOTA Mark & Logotype should never be displayed in a tone that lacks sufficient contrast with the background, and it should always be distinctly visible.

Display Colors
TOYOTA Red is the preferred color for display of the TOYOTA Mark & Logotype. In cases such as newspaper advertisements when printing color is limited, or in cases when a functional color*, etc., is used for documents and forms, invoices, etc., display in black or a functional color is acceptable.

In cases where a dramatic effect is desired, use of silver for the display color, or of expression methods using foil or relief, is acceptable. When the background color is dark, the display color can be white. Note that display in gold, however, is strictly prohibited.

Background Colors
The background color must ensure appropriate expression of the TOYOTA Mark & Logotype.

Incorrect Application
For examples of improper use of the TOYOTA Mark & Logotype display colors, see the Incorrect Applications pages.
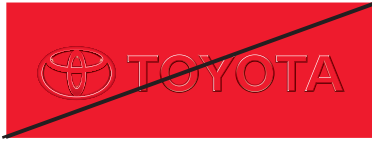
Follow the same specifications for stand-alone use of the TOYOTA Mark.

* Functional color: A monochrome print color other than the TOYOTA brand color, used for documents and forms, invoices, etc.

3D Red × 3D Red

* Always use sufficient contrast
  to ensure distinct visibility.

Background Color: TOYOTA Red

Background Color: TOYOTA Red

The TOYOTA Mark & Logotype should never be displayed in a tone that lacks sufficient contrast with the background, and it should always be distinctly visible.

Follow the same specifications for stand-alone use of the TOYOTA Mark.

For three-dimensional (non-flat) reproduction for items such as vehicle badges and store signs, use of the approved digital artwork provided with this Standard is prohibited. Refer to the separately issued guidelines.

3D Silver × 3D Silver

* Always use sufficient contrast
  to ensure distinct visibility.

Background color: TOYOTA Red

Background Color: Black

3D Silver × 2D Red

* Always use sufficient contrast
  to ensure distinct visibility.

■ Univers Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

The typography shown here is recommended for use in items for marketing communications and is intended to ensure visual harmony with the TOYOTA Mark & Logotype, and TOYOTA Mark.

From stationery to sales promotions, advertising campaigns, the products themselves, packages, and other packing-related items, the recommended typography shown at left should be used whenever TOYOTA brand content is expressed in the Western alphabet.

Non-Western Languages
For non-western languages, use a local typeface that has the same qualities and communicates the same feeling as the recommended typography shown here.

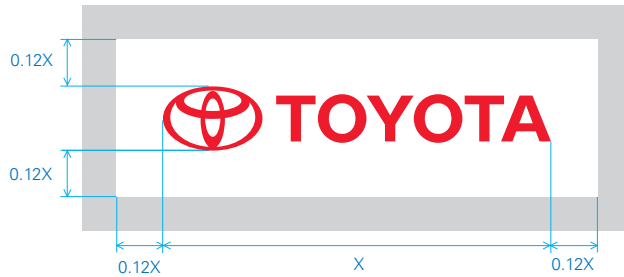■ Shin-go Font Family

東西南北春夏秋冬あいうえおアイウエオ

東西南北春夏秋冬あいうえおアイウエオ
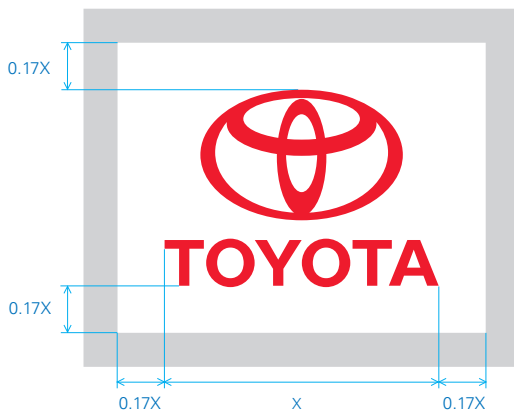
東西南北春夏秋冬あいうえおアイウエオ

東西南北春夏秋冬あいうえおアイウエオ

東西南北春夏秋冬あいうえおアイウエオ
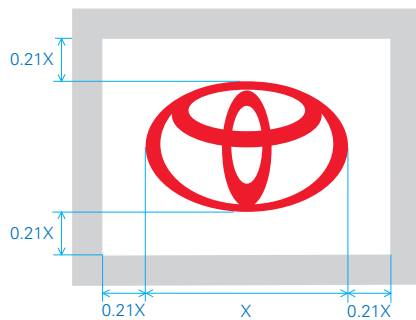
■ Exclusion Zone (Standard)

TOYOTA Mark & Logotype, Horizontal Version

TOYOTA Mark & Logotype, Stacked Version

TOYOTA Mark

When using the TOYOTA Mark & Logotype, and the TOYOTA Mark, the exclusion zone must always be respected. The exclusion zone is an area established around the TOYOTA Mark & Logotype, and around the TOYOTA Mark, to enhance their integrity and visibility by preventing the intrusion of any other display information. Take careful precautions to ensure that no other elements intrude into the exclusion zone.

There are two types of exclusion zones available: the preferred standard type, and the minimum type, which is used only in limited cases. Ensure that the appropriate exclusion zone is respected by following the rules shown here.

Standard Exclusion Zone
The standard exclusion zone is preferred for use in all types of development.

Minimum Exclusion Zone
The minimum exclusion zone may be used only when characteristics of the item for marketing communications do not allow use of the standard zone.

3D Type (For Flat Media)
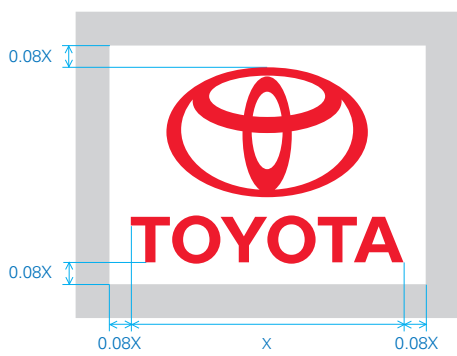The same rules apply to the 3D type (for flat media).

Incorrect Application
For improper application of exclusion zones, see the Incorrect Applications pages.
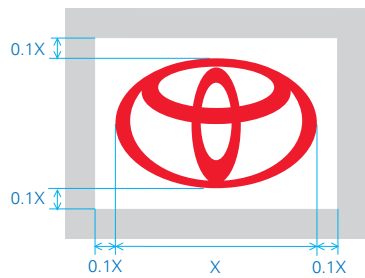
■Exclusion Zone (Minimum)

TOYOTA Mark & Logotype, Horizontal Version

0.025X

0.025X

0.025X　　　　X　　　　0.025X

TOYOTA Mark & Logotype, Stacked Version

0.08X

0.08X

0.08X　　　　X　　　　0.08X

TOYOTA Mark

0.1X

0.1X

0.1X　　　　X　　　　0.1X
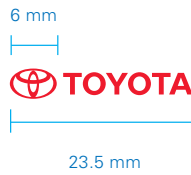
■ **2D Minimum Size**

An absolute minimum size has been specified to ensure clear reproduction of the TOYOTA Mark & Logotype, and the TOYOTA Mark. Further, when using a 3D display (for flat media), care must always be taken to ensure that the display is recognizably three-dimensional.

In order to guarantee their quality and legibility, use in any smaller size is prohibited.

TOYOTA Mark & Logotype,
Horizontal Version

6 mm

TOYOTA

23.5 mm

TOYOTA Mark & Logotype,
Stacked Version

TOYOTA

9 mm

TOYOTA Mark

6 mm

■ **3D Minimum Size (For Flat Media)**

TOYOTA Mark & Logotype, Horizontal Version
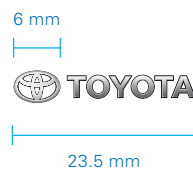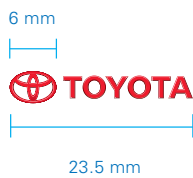
6 mm

TOYOTA

23.5 mm

6 mm

TOYOTA

23.5 mm

TOYOTA Mark & Logotype, Stacked Version

TOYOTA

9 mm

TOYOTA

9 mm

TOYOTA Mark

6 mm

6 mm

■ Design Elements

consequat, vel illum dolore eu
feugiat nulla facilisis at vero eros
et accumsan et iusto odio dignissim
luptatum delenit augue duis dolore
te feugait nulla facilisi. Lorem
ipsum dolor sit amet, consectetuer
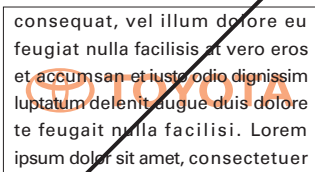
No watermarks

No making the mark & logotype translucent

The examples at left show incorrect applications of the TOYOTA Mark & Logotype.

The TOYOTA Mark & Logotype is comprised of two registered trademark elements (TOYOTA Mark and TOYOTA Logotype) that are used to express the essence of the TOYOTA brand identity. Changes to the form or grouping of the elements could lead to the loss of legal protections for the trademarks. In addition, improper usage like that shown in the examples will not help to build the desired TOYOTA brand image.

Incorrect applications can appear in any number of different types of items. Take special care to review all items for incorrect applications, and correct any problems immediately.

When reproducing the TOYOTA Mark & Logotype, or the TOYOTA Mark, always use the approved digital artwork provided with this Standard and observe the rules for usage to ensure proper reproduction.

■ Form

No deformation

No rotating

No bending

No outlining

No deformation of the TOYOTA Mark

No changing the TOYOTA Logotype typography

No changing the TOYOTA Logotype spacing

No vertical stacking

No changing the proportions

No changing the spacing

No changing the positions

■ Color

No non-brand colors

No use of different colors

No use of different colors

No partial reversing

No partial display of the mark & logotype
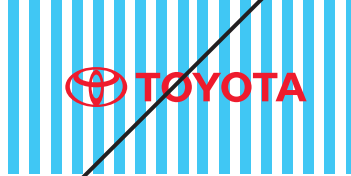
No shadowing

■ 3D (For Flat Media)

For reproduction, always use the 3D approved digital artwork (for flat media) provided with this Standard. Use of any other data source is strictly prohibited.

■Other

No superimposing on background with
insufficient contrast

No superimposing on pattern that
impairs visibility

No decorative patterns

No decorative patterns

No decorative patterns

No other elements intruding into
exclusion zone

No other elements intruding into
exclusion zone

No other elements intruding into
exclusion zone

No other elements intruding into
exclusion zone

consequat, vel illum dolore eu
feugiat nulla facilisis at vero eros
et ⊕ **TOYOTA** accumsan et iusto
odio digni luptatum delenit
augue duis dolore te feugait

No embedding of the TOYOTA Mark & Logotype
in regular body text

3. LEXUS Brand

■ LEXUS Mark & Logotype

Horizontal Version (Preferred)

The basic design elements shown at left are at the core of LEXUS global branding.

To build the best possible image for the LEXUS brand, use the basic design elements according to the rules provided on the following pages.

Stacked Version

For Use on Primary Signage

■ LEXUS Mark

■ LEXUS Brand Colors

Platinum   Black   White

■ Designated Typography

Nobel Font Family

ABCDEFGHIJKlmnopqrstuvwxyz12345

ABCDEFGHIJKlmnopqrstuvwxyz12345

ABCDEFGHIJKlmnopqrstuvwxyz12345

ABCDEFGHIJKlmnopqrstuvwxyz12345

ABCDEFGHIJKlmnopqrstuvwxyz12345

■ LEXUS Mark & Logotype, LEXUS Mark

LEXUS Mark & Logotype

Horizontal Version (Preferred)

LEXUS Mark

Stacked Version

LEXUS Logotype

* Stand-alone use of the LEXUS Logotype is strictly prohibited.

For Use on Primary Signage

Use of the basic design elements of the LEXUS brand is limited to certain items: product catalogues, promotional signs, novelties, POP, packaging paper, and other items for marketing communications whose role is to promote the product brand. Some items are also classified as items for corporate communications, including business cards intended to promote the product brand and newspaper advertisements used as product advertisements.

There are three versions of the LEXUS Mark & Logotype.

LEXUS Mark & Logotype, Horizontal Version (Preferred)
The LEXUS Mark & Logotype Horizontal Version (Preferred) is the first choice for use in development of all kinds of items. For further details about the use of all logotypes except the LEXUS Mark & Logotype Horizontal Version (Preferred), see the separately issued guidelines.

LEXUS Mark & Logotype, Stacked Version
Use only when the LEXUS Mark & Logotype horizontal version (Preferred) is unsuitable due to the characteristics of the item being developed for print media, an advertisement, or other marketing communications item, or to limitations on display space or the relationship with other display information. Before proceeding to do so, carefully consider other possibilities for using the LEXUS Mark & Logotype Horizontal Version (Preferred).

LEXUS Mark & Logotype, for Use on Monument Type Primary Signs
Use only for Monument Type Primary Signs. Use in print media, advertisements, other signs, or other items for marketing communications is strictly prohibited.

LEXUS Mark
Stand-alone use of the LEXUS Mark is prohibited in principle. Use of the LEXUS Mark & Logotype in any way other than specified here, or in combination with other design elements or characters, is prohibited.

LEXUS Logotype
Stand-alone use of the LEXUS Logotype is strictly prohibited. Using it in combination with other design or text elements is also prohibited.

Incorrect Application
For examples of improper use of the LEXUS Mark & Logotype, and the LEXUS Mark, see the Incorrect Applications pages.

Data for Reproduction
Always use the approved digital artwork provided with this Standard. Use of any other data source is strictly prohibited.

For three-dimensional (non-flat) reproduction for items such as vehicle badges and store signs, use of the approved digital artwork provided with this Standard is strictly prohibited. Refer to the separately issued guidelines.

■ Range of Approved Applications for the LEXUS Mark & Logotype, LEXUS Mark

	Range of Applications
2D	**Items for Marketing Communications** - Used for expression of product brands - For promoting the product brands
	Product catalogs Promotional signs Novelties POP Packaging paper (For promotion of product brands) Business cards Envelopes Letterhead (For product advertisements) Newspaper advertisements Magazine advertisements Posters Web items, etc.
3D (For Flat Media)	
For Use on Monument Type Primary Signs	Monument Type Primary Signs

■ LEXUS Mark & Logotype, Horizontal Version (Preferred)

The LEXUS Mark & Logotype is the same worldwide. It should always have the proportions shown at left.

When reproducing it, always use the approved digital artwork provided with this Standard and respect these proportions.
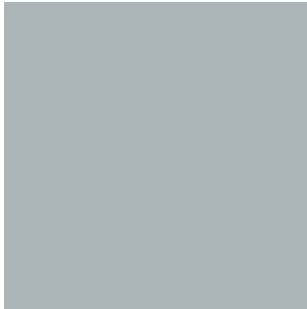
0.188X

X

4X

■ LEXUS Mark & Logotype, Stacked Version

X

0.165X

4X

■ LEXUS Mark & Logotype for Primary Signage

X

0.14X

2.14X
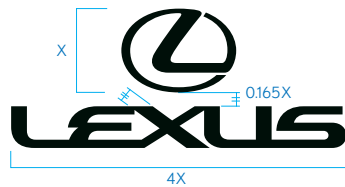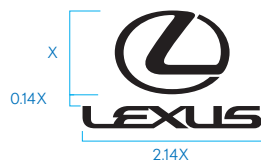
■ Platinum

Approximate Color for Printing (Spot Color)	Coated: PANTONE 877C Uncoated: PANTONE 877U
Approximate Color for Printing (Process Color)	C:28 / M:18 / Y:18 / K:7
Approximate Display Color for Computer Monitors (RGB)	R:185 / G:192 / B:194
Approximate Display Color for Computer Monitors (Web)	#B9 C0 C2

■ Black

Approximate Color for Printing (Spot Color)	PANTONE BLACK 3C
Approximate Color for Printing (Process Color)	C:69 / M:0 / Y:43 / K:100
Approximate Display Color for Computer Monitors (RGB)	R:0 / G:0 / B:0
Approximate Display Color for Computer Monitors (Web)	#00 00 00

■ White

The LEXUS brand colors are unique to the LEXUS brand. They reflect the functional elegance of modern industrial design and the look of contemporary luxury, and are valuable tools for enhancing the presence of the LEXUS brand in the market. Appropriate use of the LEXUS brand colors can create a tone of luxury, refinement, and understated style.

Consistent use of the LEXUS brand colors in marketing communications helps build a singular identity for the LEXUS brand.

There are three LEXUS brand colors: Platinum, Black, and White.

Approximate Colors for Printing: Spot Colors
Platinum and Black should be reproduced in accordance with the color samples provided. The PANTONE spot colors are specified as approximate colors. In cases where item characteristics or objectives make reproduction difficult, make adjustments to ensure that your output is as close as possible to the color sample.
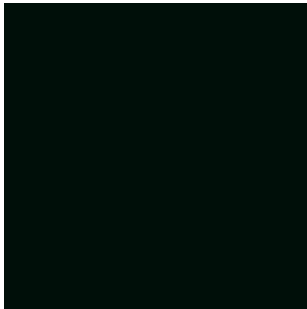
Approximate Colors for Printing: Process Colors
The CMYK percentages shown at left are your reference for 4-color process printing. Note, however, that use of the designated percentages does not guarantee the results. Output may vary depending on paper and printing technology. Make adjustments to ensure that your output is as close as possible to the color sample.

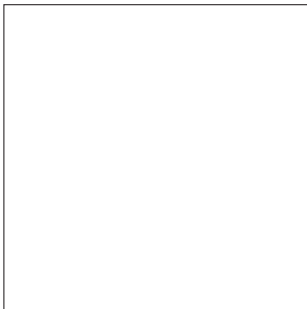**Approximate Display Colors for Computer Monitors: RGB, Web**
The RGB and Web values shown at left are your reference for reproduction on a computer monitor. Color reproduction on a computer monitor can be affected by the viewing environment. Make adjustments as needed so that the color on the monitor is as close as possible to the color sample.

Priority ❶

Display Color: Platinum
Background Color: Black, White

1-1

Priority ❷

Display Color: Black
Background Color: White

2-1

Priority ❷

Display Color: White
Background Color: Black

2-2

* Always use sufficient contrast to ensure distinct visibility.
* In Japan, before using 2D LEXUS Mark & Logotype,
  obtain prior approval from Lexus Brand Management Division.

The LEXUS Mark & Logotype should never be displayed in a tone that lacks sufficient contrast with the background, and it should always be distinctly visible. The LEXUS brand colors should be used liberally in all kinds of marketing communications items for LEXUS.

Display Colors

Platinum is the preferred color for display of the LEXUS Mark & Logotype, on a Black, or as a next preference, White background.

When the display color is Black , the preferred background color is White.

When the display color is White, the preferred background color is Black.

In cases such as newspaper advertisements when printing color is limited, or in cases when a functional color*, etc., is used for documents and forms, invoices, etc., display in Black or a functional color is acceptable.
In cases where a dramatic effect is desired, use of relief expressions, etc., is acceptable.

Background Colors

When the background color is not a LEXUS brand color, or when it is a photograph or an illustration, if the LEXUS Mark & Logotype can be clearly displayed in Platinum, or Black, these display colors may be used. However, when sufficient contrast cannot be obtained, the LEXUS Mark & Logotype may be displayed in White, but care must be taken to ensure it is distinctly visible.

Incorrect Application

For examples of improper use of the LEXUS Mark & Logotype display colors, see the Incorrect Applications pages.

Follow the same specifications for stand-alone use of the LEXUS Mark.

Display Color: Platinum
Background Color: Black

The only display color allowed for the 3D LEXUS Mark & Logotype (for flat media) is Platinum.

The background color should be Black, or as a next preference, white. Always select a background color that ensures distinct visibility of the LEXUS Mark & Logotype.

Follow the same specifications for stand-alone use of the LEXUS Mark.

Display Color: Platinum
Background Color: White

For three-dimensional (non-flat) reproduction for items such as vehicle badges and store signs, use of the approved digital artwork provided with this Standard is prohibited. Refer to the separately issued guidelines.

* Always use sufficient contrast to ensure distinct visibility.

■ Nobel Font Family

Nobel-Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Nobel-Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Nobel-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Nobel-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Nobel-Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

LEXUS Font Family

LEXUS fonts are as distinctive and versatile as the model line-up itself. The clean, contemporary lines of our fonts create a look of timeless quality and strengthen the spirit of the LEXUS brand. Ideally suited to the range of print and electronic media, they convey an air of authority with intelligence, confidence with sophistication.

The Nobel Font Family has been selected as the LEXUS Font Family, the global standard for Western-language fonts used in LEXUS communication.

From stationery to sales promotions, advertising campaigns, the products themselves, packages, and other packing-related items, use of the Nobel Font Family is mandated, in principle, whenever LEXUS brand content is expressed in the Western alphabet. In cases where the objective of the item requires that another font be used, refer to the guidelines issued for each specific item.

The Nobel Font Family should always be used (including with other local fonts) for titles and addresses, and for other information provided on the Internet or intranets.

Non-Western Languages

For non-western languages, in each region or country, use a local typeface that has the same qualities and communicates the same feeling as the Nobel Font Family.
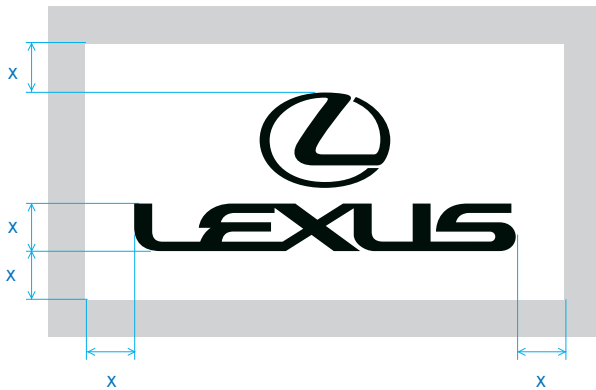
Note

Toyota Motor Corporation owns a license for worldwide use of the Nobel Fonts. Use the Nobel Fonts provided with this Standard. When using the Nobel Fonts, always use the font data provided with this Standard.
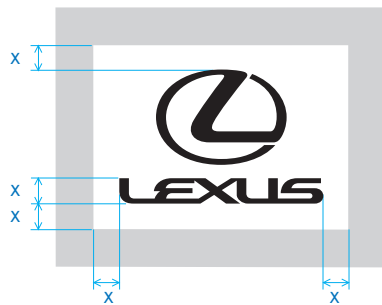
■ **Exclusion Zone (Standard)**

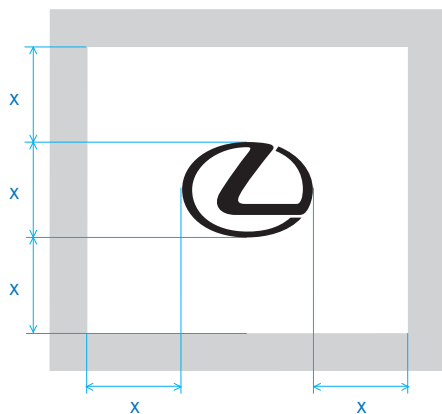LEXUS Mark & Logotype, Horizontal Version (Preferred)

LEXUS Mark & Logotype, Stacked Version

LEXUS Mark & Logotype, for Primary Signage

LEXUS Mark

When using the LEXUS Mark & Logotype, and the LEXUS Mark, the exclusion zone must always be respected. The exclusion zone is an area established around the LEXUS Mark & Logotype, and around the LEXUS Mark, to enhance their integrity and visibility by preventing the intrusion of any other display information. Take careful precautions to ensure that no other elements intrude into the exclusion zone.

There are two types of exclusion zones available: the preferred standard type, and the minimum type, which is used only in limited cases. Ensure that the appropriate exclusion zone is respected by following the rules shown here.

Standard Exclusion Zone
The standard exclusion zone is preferred for use in all types of development.

Minimum Exclusion Zone
The minimum exclusion zone may be used only when characteristics of the item for marketing communications being developed do not allow use of the standard zone.

3D Type (For Flat Media)
The same rules apply to the 3D type (for flat media).
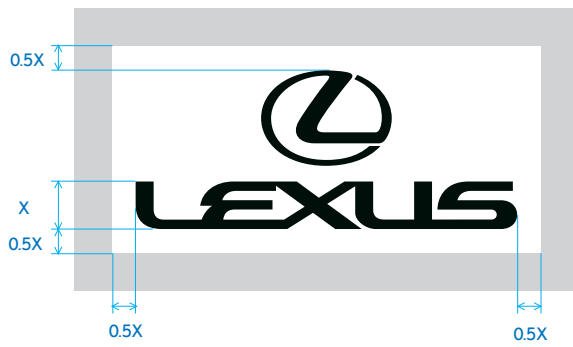
Incorrect Application
For improper application of exclusion zones, see the Incorrect Applications pages.
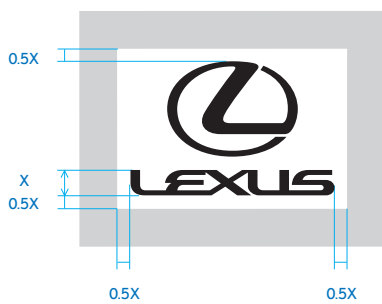
■ **Exclusion Zone (Minimum)**

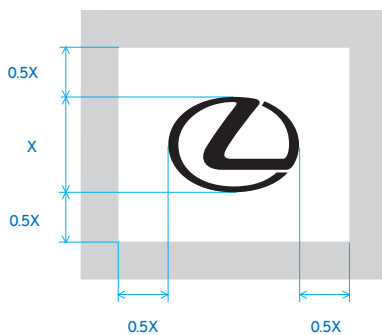LEXUS Mark & Logotype, Horizontal Version (Preferred)

LEXUS Mark & Logotype, Stacked Version
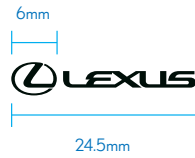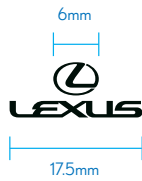
LEXUS Mark & Logotype, for Primary Signage

LEXUS Mark

■ **2D Minimum Size**

LEXUS Mark & Logotype, Horizontal Version (Preferred)

6mm

24.5mm

LEXUS Mark & Logotype, Stacked Version
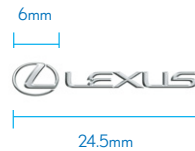
6mm

17.5mm

LEXUS Mark

6mm

An absolute minimum size has been specified to ensure clear reproduction of the LEXUS Mark & Logotype, and the LEXUS Mark. In order to guarantee their quality and legibility, use in any smaller size is prohibited. The two spaces delineating the "L" inside of the LEXUS Mark oval should always be clearly discernible.

Further, when using a 3D display (for flat media), care must always be taken to ensure that the display is recognizably three-dimensional.

In order to guarantee their quality and legibility, use in any smaller size is prohibited.

■ **3D Minimum Size (For Flat Media)**

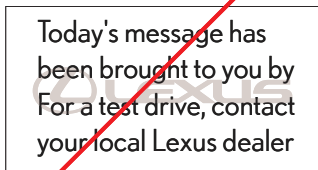LEXUS Mark & Logotype, Horizontal Version (Preferred)

6mm

24.5mm

LEXUS Mark & Logotype, Stacked Version

6mm

17.5mm

LEXUS Mark

6mm

■ Design Elements

Today's message has been brought to you by For a test drive, contact your local Lexus dealer

No watermarks

No making the mark & logotype transparent

The examples at left show incorrect applications of the LEXUS Mark & Logotype, and the LEXUS Mark.

The LEXUS Mark & Logotype is comprised of two registered trademark elements (LEXUS Mark and LEXUS Logotype) that are used to express the essence of the LEXUS brand identity. Changes to the form or grouping of the elements could lead to the loss of legal protections for the trademarks. In addition, improper usage like that shown in the examples here will not help to build the desired LEXUS brand image.

The LEXUS Mark & Logotype are symbols of our heritage and spirit, and represent a promise to the customer to offer a luxury vehicle. The exercise of good judgment is essential when developing items.

Incorrect applications can appear in any number of different types of items. Take special care to review all items for incorrect applications, and correct any problems immediately.

When reproducing the LEXUS Mark & Logotype, or the LEXUS Mark, always use the approved digital artwork provided with this Standard and observe the rules for usage to ensure proper reproduction.

■ Form

No deformation

No rotating

No bending

No outlining

No deformation of the LEXUS Mark

No changing the LEXUS Logotype typography

No changing the LEXUS Logotype spacing

No changing the proportions

No changing the spacing

No changing the positions

No vertical stacking

■ Color

No non-brand colors

No use of different colors

No use of different colors

No partial reversing

No partial display of the mark & logotype
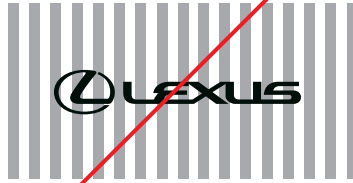
No shadowing

■ 3D (For Flat Media)

For reproduction, always use the 3D approved digital artwork (for flat media) provided with this Standard. Use of any other data source is strictly prohibited.
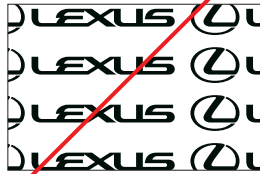
■ Other

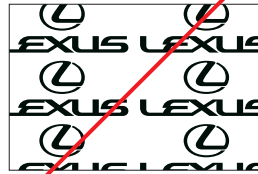No superimposing on background with
insufficient contrast

No superimposing on pattern that impairs visibility

No decorative patterns

No decorative patterns

No decorative patterns

No other elements intruding
into exclusion zone

Abcdefg Hijklmn

No other elements intruding
into exclusion zone

No other elements intruding
into exclusion zone

No other elements intruding
into exclusion zone

consequat, vel illum dolore eu
feugiat nulla facilisis at vero eros
et accumsan et iusto odio digni
luptatum delenit
augue duis dolore te feugait nulla

No embedding of LEXUS Mark & Logotype in regular body text

No use of the LEXUS Logotype as a term, or within sentences or statements

4. Trade Name & Trademark Application Procedure, Decision-Making Bodies, Decision Process

■ Trade Name & Trademark Application Procedure, Decision-Making Bodies, Decision Process

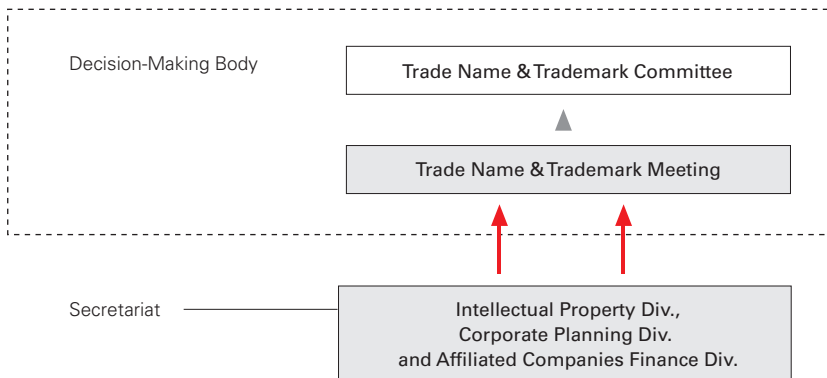| Decision-Making Body		
	Trade Name & Trademark Committee	
	▲	
	Trade Name & Trademark Meeting	

| Secretariat | Intellectual Property Div., Corporate Planning Div. and Affiliated Companies Finance Div. |

Decision-Making Body	Trade Name & Trademark Committee	Trade Name & Trademark Meeting
Composition	Vice-President level	Director and General Manager level (Secretariat) Intellectual Property Div., Corporate Planning Div. and Affiliated Companies Finance Div.
Roles, and Content for Consideration	- Discusses and offers final decision on items raised by the Trade Name & Trademark Meeting which were deemed to require decision by top management - Items discussed are not limited to trade name usage issues, but also include specific applications of the Logotype, Mark, and Mark & Logotype	- Positioned as a venue for frank, company-wide, trans-organizational discussions, to create systems for: 1. Discussion of rules 2. Examination and decision on exceptions to rules 3. Preliminary checks (Trademark infringement, trademark rules) - Items deemed to require the attention of top management are referred to the Trade Name & Trademark Committee

Applications for new uses of the trade name or trademark, or for changes in their use, are sent directly to the secretariat at the Intellectual Property Div., or indirectly to that office via other related offices, and are then presented to the Trade Name & Trademark Meeting for discussion and decision.
Items deemed to require the attention of top management are forwarded to the Trade Name & Trademark Committee for further discussion and final decision.

The roles of the Trade Name & Trademark Committee and the Trade Name & Trademark Meeting, and the content of their considerations, are shown at left.

For day-to-day use of the trademark, respect the rules and specifications of this Standard, as well as other guidelines approved by the Trade Name & Trademark Committee.
To consult about specific reproduction methods, inquire at one of the divisions or offices listed at left.

■ Related Divisions for Trade Name and Trademark Management

Corporate Planning Div.	14 Toyota Group companies, and related companies
Affiliated Companies Finance Div.	Toyota Motor Corporation subsidiaries and related c
Japan Marketing Div.	Domestic marketing and sales offices (related to the
Lexus Japan Sales & Marketing Div.	Domestic marketing and sales offices (related to the
Global Marketing Div.	Overseas marketing and sales offices (related to the
Lexus Product & Marketing Planning Div.	Overseas marketing and sales offices (related to the
Global Design Management Div.	Vehicle mark and logotype
Intellectual Property Div.	Other divisions and related companies not listed ab