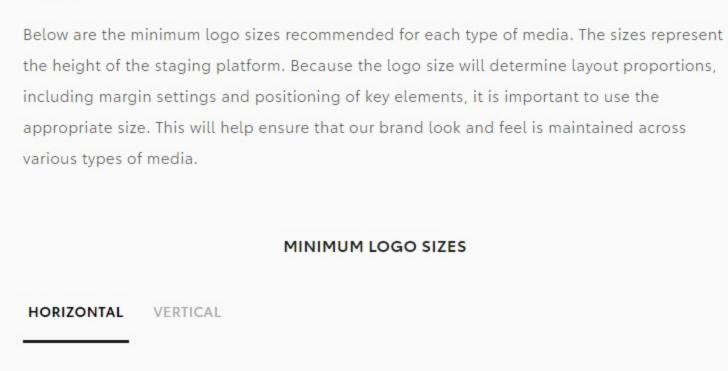


The All-New 2018

TOYOTA

EADLINE.

The staging platform has a four-column grid structure.



# OOH

Print

2. Logo sizes

720 mm Digital 24 px 3. Margin

In addition to a defined logo size, each media application uses a defined margin space

the logo. The margin should be positioned within the specified live area to ensure that

minimum of 2X within the live area, which is also the minimum clear space required around

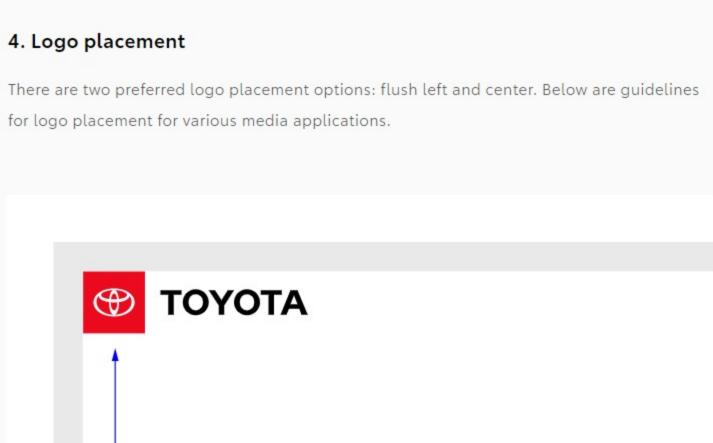
critical elements do not get cut out. Extra margin allowance may also be added so that the

Minimum margin = 2X

9 mm

logo and additional elements are not lost.

TOYOTA



Margin size is measured in units of "X".

5. Typography alignment

are guidelines for the various media applications.

1/2 The flush left logo should either align with the upper left corner of the margin or the bottom left corner of the margin.

Align headline or body copy either flush left or centered with the logo, but never flush right.

communication. The URL should live flush left at the bottom of the communication. Below

Disclaimer copy can be flush left, centered or flush right at the bottom of the

**TOYOTA** 

## **ATOYOT** Subhead with b Lorem ipsum dolor sit amet, co imperdiet nisl sagittis. Sed vitae Curabitur est massa, interdum : amet bibendum vitae, sodales elementum. Vestibulum molest

Align the typography flush left with the left edge of the horizontal staging platform.

Medium-sized headline. Example of center-aligned vehicle logo and center-aligned, sentencecase headline.

**CAMRY** 

Headline.

Example of flush-left, top-aligned

logo with floating headline on right

side. Disclaimer flush right.

**UPPERCASE** 

Example of flush-left, center-aligned

headline and flush-right disclaimer.

TACOMA

CAMRY Headline. Example of flush-left, top-aligned logo with floating headline on right side. Disclaimer flush right with grid.

**TACOMA** 

**UPPERCASE** HEADLINE.

Example of center-aligned

logo, center-aligned headline, center-aligned body copy and center-aligned disclaimer.

1/2

1/5

Medium-sized

headline.

Example of center-aligned vehicle

logo and center-aligned, sentence-

case headline with grid.

WHITE BAND

DIGITAL

**BILLBOARD** 

### An optional white information band may be used on any of the media applications when the background texture impairs text legibility. Following are effective examples of layouts using a white information band, as well as specifications for use. This is not a comprehensive

representation of all layout options, just a sampling.

White information band placement

Medium sized

headline goes here ◆ COROLLA Lorem ipsum dolor sit amet elit nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo sequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse Position the band in the lower quadrant of the layout, bleeding off the bottom edge, and use a minimum of 1/8 of the layout height and a maximum of 1/4 of the layout height.