

TOYOTA

UPPERCASE HEADLINE.

The All-New 2018 **TACOMA**

Prototype shown with options.

TACOMA

Learn more

In order to convey a clear and consistent format across all Toyota brand communications, it is important to have an underlying framework to reinforce and unify our Visual Identity System elements. This is achieved through the use of general layout guidelines that ensure our brand look and feel is maintained across various types of media.

UPPERCASE HEADLINE.

TACOMA

LAYOUT PRINCIPLES

1. Unit of measurement

For consistency across all applications, the layout unit of measurement, "X," is used. Based on the logo size, "X" is derived by dividing the staging platform into a 4x4 grid. The "X" measurement will be used in reference to various size and spacing layout requirements in the following sections.

4x

4x

The staging platform has a four-column grid structure.

2. Logo sizes

Below are the minimum logo sizes recommended for each type of media. The sizes represent the height of the staging platform. Because the logo size will determine layout proportions, including margin settings and positioning of key elements, it is important to use the appropriate size. This will help ensure that our brand look and feel is maintained across various types of media.

MINIMUM LOGO SIZES

HORIZONTAL	VERTICAL
Print	9 mm
OOH	720 mm
Digital	24 px

3. Margin

In addition to a defined logo size, each media application uses a defined margin space minimum of 2X within the live area, which is also the minimum clear space required around the logo. The margin should be positioned within the specified live area to ensure that critical elements do not get cut out. Extra margin allowance may also be added so that the logo and additional elements are not lost.

Minimum margin = 2X

Margin size is measured in units of "X".

4. Logo placement

There are two preferred logo placement options: flush left and center. Below are guidelines for logo placement for 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.

5. Typography alignment

Align headline or body copy either flush left or centered with the logo, but never flush right. Disclaimer copy can be flush left, centered or flush right at the bottom of the communication. The URL should live flush left at the bottom of the communication. Below are guidelines for the various media applications.

1 / 5

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

PRINT

Example of center-aligned vehicle logo and center-aligned, sentence-case headline.

Example of center-aligned vehicle logo and center-aligned, sentence-case headline with grid.

BILLBOARD

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

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

DIGITAL

Example of flush-left, center-aligned headline and flush-right disclaimer.

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

WHITE BAND

White information band placement

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.

Medium sized headline goes here.

COROLLA

Lorem ipsum dolor sit amet elit

1 / 2

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.