PLEASE READ

You are accessing Version 2.1 of these guidelines, last updated on July 2019.

If you have saved a version of these guidelines on your desktop, please click here to confirm you are using the latest version. These guidelines are occasionally updated.
Dynamic Branding Guidelines

Revised July 2019
# Table of Contents

- **Overview of Assets & Usage**
- General Overview
- Logo Deconstruction
- Available Assets & Usage - End Tags
- Available Assets & Usage - Dynamic Branding Assets
- **End Tag Guidelines**
- **Audio Guidelines**
- Musical Mnemonic & VO Guidelines
- **Accessing Assets**
- Accessing Assets on AdPlanner
- Toyota Brand End Tag Asset IDs
- Vehicle Model End Tag Asset IDs
- Dynamic Branding Asset IDs
- **Frequently Asked Questions**
Overview of Assets & Usage
The new dynamic logo was created to align with Toyota’s Visual Identity System. To stand out in a crowded marketplace and across multiple channels, the animation is simple, clear and consistent. It is now easily viewed on smaller screens and on shorter content.

These guidelines provide Toyota partners with information on how to apply motion-graphic logo assets. The guidelines will be revised and expanded as new materials become available. No changes have been made to the Let's Go Places VO and audio mnemonic or guidelines at this time.
Logo Deconstruction

The new end tag is made up of multiple layers. Please check to make sure each layer is correct and visible after applying the end tag.

We start with a 3-D logo, helping bridge the transition from the dimensional storytelling and literal on-vehicle logo to our new, simpler 2-D VIS identity.

We give our spot a soft crossfade between picture and final resolution so the logo intermingles with the story at the height of engagement.

Red “flares” add energy and reinforce the idea of a new beginning and perpetual optimism.

We opt for a clean, light gray environment rather than a stark white background to underscore our approachable, less clinical, sensibility.

A moving shadow cast from the 3-D logo suggests movement and the sense of ongoing exploration—hidden layers to be discovered.

We begin to blur the image. Logo begins to appear over image, maintaining interest and marrying emotional engagement with the brand expression. Light rays are cast through the red staging platform to create warmth.

And finally, we reveal the 2-D logo. Lens flares wash over the wordmark to take us from red to black while maintaining visual attention.
Available Assets & Usage

End Tags 1/2

There are currently two types of end tag assets available: Toyota brand and vehicle models.

**Toyota brand end tag** is the default end tag, and should be used for sales events and multi-brand spots.

- Asset toolkits are available in Adobe Premiere, Adobe After Effects and Flame.

Within each of the toolkits, there are a few different versions of the end tag:

- For national :30, :60 or :90 spots, please use the **full-screen :03 end tag** (letterbox option available)

- For retail :10, :15 and :30 spots to be tagged with dealer information, please use **half-screen :03 end tag** (letterbox option not available)

- For social :06, :10 or :15 spots that are not to be tagged with dealer information, please use **full-screen :01 end tag** (letterbox option available)

All assets are oriented for 16:9 video content only.
Vehicle end tags are available for vehicle-specific spots representing just one model and can be used at the discretion of clients, TDAs or dealers.

- Current available end tag assets include:
  - **Cars & Minivans**: Yaris, Yaris iA, Yaris Liftback, Corolla, Corolla Hatchback, Camry, Avalon, 86, Sienna
  - **Trucks**: Tacoma, Tundra
  - **SUVs & Crossovers**: C-HR, RAV4, Highlander, 4RUNNER, Sequoia, Land Cruiser
  - **Hybrids & FCVs**: Camry Hybrid, Avalon Hybrid, RAV4 Hybrid, Highlander Hybrid, Prius Prime, Prius, Prius c, Prius v, Mirai
  - Vehicle Asset toolkits are available in Adobe Premiere only.

- Within the toolkit, there are a few different versions of the end tag:
  - **For national :30, :60 or :90 spots**, please use the **full-screen :03 end tag** (letterbox option available)
  - **For retail :10, :15 and :30 spots** to be tagged with dealer information, please use **half-screen :03 end tag** (letterbox option not available)
  - **For social :06, :10 or :15 spots** that are not to be tagged with dealer information, please use **full-screen :01 end tag** (letterbox option available)

All assets are oriented for 16:9 video content only.
In addition to end tags, there are dynamic branding assets that can be used in marketing materials.

The **supers toolkit** produces text animation and coloring that is more in line with the look and feel of the new end tag. It includes 10 animated layouts where text can resolve as white, black or red. It also includes animations for [toyota.com](http://toyota.com) and [buyatoyota.com](http://buyatoyota.com). This toolkit can be used to create supers for national, TDA and dealer content. Using the toolkit is optional.

- **Supers** Asset toolkit is available in Adobe Premiere only.

The **billboard** is available as a :03 full-screen asset for 16:9 orientation. It may be used in cases where a stand-alone dynamic logo is required, unattached to any spot.

- **Billboard** Asset is available as a ProRes **Quicktime** only.

- Please do not attempt to create a billboard by using the end tag toolkit. The red flares in the toolkit are not visible over white, so we enhanced the flares for the billboard exclusively.
End Tag Guidelines
End Tag Guidelines 1/3

These general guidelines apply for all dynamic end tag elements.

1. All dynamic elements must be applied with the program in which the toolkit is made available. All asset toolkits are available in Adobe Premiere, and in some cases, are also available in Adobe After Effects and Flame. Step-by-step technical instructions with screen shots will accompany each toolkit.

2. If you have a super or logo at the end of your spot, it must fade out before the end tag logo fades on. This is to keep the transition uncluttered, and to ensure that no two logos are ever on screen at the same time. Please include at least one clean frame of picture between the super or logo and the start of the end tag animation.

3. Our end tags no longer include a toyota.com URL. Please do not add URLs, hashtags or any legal text over any full-screen end tag. TDA/Dealers may fill in information at their discretion on half-screen end tags.

4. Adequate tails should be included on the last shot to overlap with the end tag animation as it cross-dissolves to the fully resolved logo on a white/gray background. Minimum frame-count requirements are outlined for each end tag application.

- National spots that are :30, :60 or :90 in length require at least 42 frames of tails on the last shot (42 frames beyond the :27, :57 or :87 mark where the end tag starts to fade on).

- Retail spots that are :10, :15 or :30 in length require at least 24 frames of tails on the last shot (24 frames past the :07, :12 or :27 mark where the end tag starts to fade on).

- Social materials that are :06, :10 or :15 in length require at least 21 frames of tails on the last shot (24 frames past the :05, :09 or :14 mark where the end tag starts to fade on).
5. Please use these same minimum frame counts when creating **generic versions**. Generic versions should be finalized **without** any end tag.

6. Regarding the **last shot of your spot**:

   A. The end tag is placed on the last shot of the spot. There should be **no cuts during the cross-dissolve** transitioning to the logo.

   B. Any **action relevant to the story should conclude** before the logo animation begins. Non-essential action can continue through the cross-dissolve.

   C. The last shot in the spot should be **art directed with the end logo in mind**, as it will dissolve to the end tag. For example, consider darkening the shot for better contrast with the logo and flares. Wider shots are preferred.

   D. For the end tag transition to feel smooth and natural, end shot **compositions should avoid**:

      • Close-ups on faces

      • Perfectly centered subjects (even a slightly off-center subject will mitigate competition with the logo)

      • Large Toyota logos within the environment

      • Too much red
7. For dealer shell or donut where a :07 or :10 offer card directly precedes the end tag, we recommend you cut from the offer back to picture to cross-dissolve into the end tag, rather than fade directly from the offer card to the logo.

8. At the discretion of TDA/dealers, agencies and clients, the :01 end tag may be extended up to 12 frames to make it a total of 1.5 seconds in length. This can be achieved by holding on the last frame.

9. A letterbox version of the :03 and :01 end tags is available for national spots with black bars at the top and bottom. This has a smaller logo in proportion to the frame, and reoriented flares. Dealer shells should use the regular half-screen end tag, without the letterbox. The dealer card is not available with letterbox.
Audio Guidelines
Please continue to use the **Let's Go Places** 4-note mnemonic on a case-by-case basis in spots :30 or longer, followed by the required voiceover: “**Toyota. Let's Go Places.**”

For spots :15 and shorter, the LGP 4-note mnemonic can be omitted because of the restricted time frame. Using the VO, “**Toyota. Let's Go Places,**” remains a priority, however.

When incorporated, the LGP 4-note mnemonic must sound consistent with the music and instrumentation in the rest of the spot. The music bed of the commercial is allowed to flow to the very end of the commercial. However, the 4-note mnemonic should be distinct and clear, followed by the voiceover: “**Toyota. Let's Go Places.**”

Should your commercial not use music, you may still consider using the 4-note mnemonic to close the spot.

All reference to TDA names/dealership/dealers must occur before the mnemonic and voiceover tagline.

Spoken legal disclaimers, as used in radio spots, are to follow after the mnemonic and voiceover tagline.

If your TDA is using live-read copy, you must include the required “**Toyota. Let's Go Places**” line as the ending voiceover.

It’s important that music contracts are written so that Toyota retains ownership of the music notes. Please work with your business affairs teams to ensure all parties are covered, including composers and talent.

These are the **Let's Go Places** musical notes:
Accessing Assets
Accessing Assets on AdPlanner

AdPlanner is a custom database that houses all the branding assets you’ll need:

www.adplanner2.toyota.com

Downloading Assets

There are three ways to find assets on AdPlanner:

• Find the collection – Search “End Tags” in AdPlanner to see all the end tag assets.

• Get the specific asset – Copy the Asset ID below and paste it into the search bar on AdPlanner.

• Access all end tag assets – Log into AdPlanner, click “Asset Type” in the menu bar and scroll down to “End Tags.”
Asset IDs

End tag bundles include project files, technical instructions and reference materials.

**Toyota Brand End Tags** (After Effects)

- Full-Screen :03 End Tag – Asset ID: 273377
- Full-Screen Letterbox :03 End Tag – Asset ID: 273375
- Half-Screen :03 End Tag – Asset ID: 273380
- Taggable Half-Screen :03 End Tag – Asset ID: 273379
- Full-Screen :01 End Tag – Asset ID: 273376
- Full-Screen Letterbox :01 End Tag – Asset ID: 273374

**Toyota Brand End Tags** (Premiere)

- Complete Toolkit – Asset ID: 280758

**Toyota Brand End Tags** (Flame)

- Complete Toolkit – Asset ID: 280757
End tag bundles include project files, technical instructions and reference materials.

- **4Runner End Tags** (Premiere) – Asset ID: 280760

- **86 End Tags** (Premiere) – Asset ID: 280761

- **Avalon End Tags** (Premiere)
  - Complete Toolkit (includes *Avalon, Avalon Hybrid*) – Asset ID: 280762

- **Camry End Tags** (Premiere)
  - Complete Toolkit (includes *Camry, Camry Hybrid*) – Asset ID: 280764

- **C-HR End Tags** (Premiere) – Asset ID: 2807643

- **Corolla End Tags** (Premiere)
  - Complete Toolkit (includes *Corolla, Corolla Hatchback, Corolla Hybrid*) – Asset ID: 280765

- **Highlander End Tags** (Premiere)
  - Complete Toolkit (includes *Highlander, Highlander Hybrid*) – Asset ID: 280766
Vehicle End Tag
Asset IDs 2/2

- **Land Cruiser End Tags** (Premiere) – Asset ID: 280767

- **Mirai End Tags** (Premiere) – Asset ID: 280768

- **Prius End Tags** (Premiere)
  - Complete Toolkit (includes Prius, Prius Prime, Prius c, Prius v) – Asset ID: 280769

- **RAV4 End Tags** (Premiere)
  - Complete Toolkit (includes RAV4, RAV4 Hybrid) – Asset ID: 280770

- **Sequoia End Tags** (Premiere) – Asset ID: 280771

- **Sienna End Tags** (Premiere) – Asset ID: 280772

- **Tacoma End Tags** (Premiere) – Asset ID: 280773

- **Tundra End Tags** (Premiere) – Asset ID: 280774

- **Yaris End Tags** (Premiere)
  - Complete Toolkit (includes Yaris, Yaris iA, Yaris Liftback) – Asset ID: 280775
Asset IDs

End tag bundles include project files, technical instructions and reference materials.

Supers Toolkit (Premiere)

- Premiere Toolkit – Asset ID: 280778

Billboard (Quicktime)

- Full-Screen :03 Billboard – Asset ID: 280777
Frequently Asked Questions
Frequently Asked Questions

Q: Can I get the end tag as a QuickTime with alpha channel?

The file could not be replicated as a QuickTime with alpha channel because the picture needs to blur on the cross-dissolve. You will need to use one of the file formats—either Adobe Premiere, Adobe Acrobat or Flame—made available for the given asset.

Q: Can I rebuild the end tag with another program?

Please do not attempt to rebuild the file in another program. It will look different. That said, if you need to put together an FPO version for timing while you are in editorial, please just make sure your clients know it’s temporary.

Q: I have the right program, but it gives me an error message that says I need the later version in order to open it. Can I get around this?

You should be able to open our files with Adobe After Effects version 15.1.2 or later, Adobe Premiere Pro CC2018 Version 12.1 or later, and Flame 2018 Extension 3 or later. If you need to acquire the latest versions of Premiere and After Effects, they are available for a low-cost monthly subscription through https://www.adobe.com/products/catalog.html. If you already pay for a Premiere or After Effects subscription, there should be no additional cost to update.
Frequently Asked Questions

Q: What fonts are used in the Toyota end tags?

Toyota Type is used in the logo lockup. In addition, any text that is typeset should use Toyota Type.

Q: What do I do if I don’t have the required number of tails on my last shot?

If your spot doesn’t have the required extra frames on the end shot, you could get by with fewer frames overlapping with the end tag by freezing the last frame to complete the transition.

For the :03 full-screen end tag, we recommend a minimum of 30 frames of tails before freezing the last frame.

For the :03 half-screen end tag, we recommend a minimum of 20 frames of tails before freezing.

For the :01 end tag, we recommend a minimum of 12 frames of tails before freezing.
Frequently Asked Questions

**Q: Why can’t I use the :01 end tag on retail :15s and :10s?**

The retail versions require a half-screen end tag so TDA/dealers can tag it, but the :01 end tag is too quick to tag.

**Q: Why don’t we have Let’s Go Places in the logo or dealer version anymore?**

We updated the half-screen dealer end tag to align with the national end tags, both of which still use "Toyota. Let’s Go Places." as the VO.

**Q: Will I still receive co-op dollars if I use the half-screen TDA :03 and add “buyatoyota.com” at the bottom?**

Yes.

**Q: I am in need of a broadcast end tag asset that is not currently available on the AdPlanner website. Is there a way to request additional materials from Toyota?**

If there is a need for additional end tag materials, please email brandguidelines@toyota.com. The request will be reviewed by Toyota management. If approved, the assets will be provided in a timely manner.
Thank You