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DYNAMIC BRANDING GUIDELINES

Revised May 2020

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01 OVERVIEW OF ASSETS & USAGE

General Overview

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.

LOGO DECONSTRUCTION

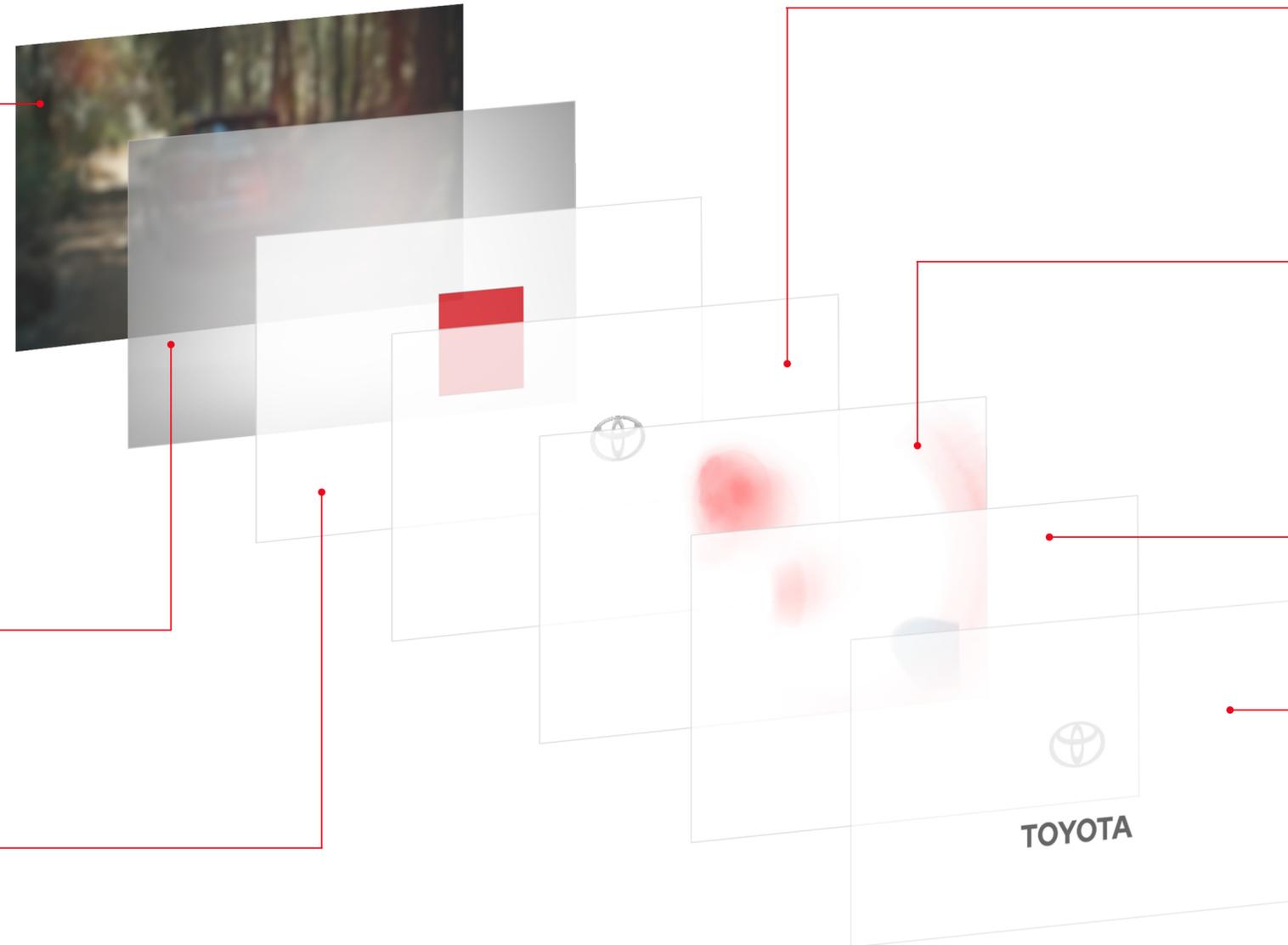
The new end tag is made up of multiple layers. Please check to make sure each layer is correct and visible after applying the end tag..

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

We begin to blur the image. Logo begins to appear over image, maintaining interest and marrying emotional engagement with the brand expression.

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

Light rays are cast through the red staging platform to create warmth.



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.

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

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

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 Asset & Usage End Tags

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 preferred and should be used for broadcast and digital whenever possible.

- Asset toolkits are available in **Adobe Premiere** 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 the **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 the **full-screen :01 end tag** (letterbox option available)

AVAILABLE ASSETS & USAGE - END TAGS (2/2)

Vehicle end tags are available for vehicle-specific digital spots.

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

All assets are oriented for 16:9 video content only.

Available Asset & Usage Dynamic Branding Assets

AVAILABLE ASSETS & USAGE - DYNAMIC BRANDING ASSETS

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 aligns with the look and feel of the new end tag. It offers three treatments for supers—Original, Subtle and Very Subtle—which allow flexibility when used over complex imagery. Each option includes 9 animated red wash layouts where text can resolve as either white or black. The toolkit also includes animations for web addresses toyota.com and buytoyota.com, and 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 and Flame**.

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.

02 END TAG GUIDELINES

END TAG GUIDELINES (1/4)

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 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.

END TAG GUIDELINES (2/4)

These general guidelines apply for all dynamic end tag elements.

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 (21 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.

END TAG GUIDELINES (3/4)

These general guidelines apply for all dynamic end tag elements.

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

END TAG GUIDELINES (4/4)

These general guidelines apply for all dynamic end tag elements.

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.**

03 AUDIO GUIDELINES

Musical Mnemonic & VO Guidelines

Musical mnemonic and VO guidelines are currently on hold due to COVID-19. This section will be distributed as soon as it is finalized.

04 ACCESSING ASSETS

Accessing Assets on AdPlanner

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 from the following pages 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.”

Toyota Brand End Tag Asset IDs

TOYOTA BRAND END TAG ASSET IDS

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

Asset	File	Asset ID
Toyota Brand End Tags	Flame Toolkit	305312
Toyota Brand End Tags	Premiere Toolkit	305110

Vehicle Model End Tag Asset IDs

VEHICLE END TAG ASSET IDS (1/4)

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

Asset	File	Asset ID
4Runner End Tags	Flame Toolkit	305276
4Runner End Tags	Premiere Toolkit	305101
86 End Tags	Flame Toolkit	305286
86 End Tags	Premiere Toolkit	305114
Avalon End Tags	Flame Toolkit	305277
Avalon End Tags	Premiere Toolkit	305102
Avalon Hybrid End Tags	Flame Toolkit	305252
Avalon Hybrid End Tags	Premiere Toolkit	305108
Camry End Tags	Flame Toolkit	305254
Camry End Tags	Premiere Toolkit	305105
Camry Hybrid End Tags	Flame Toolkit	305255
Camry Hybrid End Tags	Premiere Toolkit	305104
C-HR End Tags	Flame Toolkit	305253
C-HR End Tags	Premiere Toolkit	305106

VEHICLE END TAG ASSET IDS (2/4)

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

Asset	File	Asset ID
Corolla End Tags	Flame Toolkit	305267
Corolla End Tags	Premiere Toolkit	305103
Corolla Hatchback End Tags	Flame Toolkit	305285
Corolla Hatchback End Tags	Premiere Toolkit	305100
Corolla Hybrid End Tags	Flame Toolkit	305284
Corolla Hybrid End Tags	Premiere Toolkit	305099
Highlander End Tags	Flame Toolkit	305266
Highlander End Tags	Premiere Toolkit	305109
Highlander Hybrid End Tags	Flame Toolkit	305265
Highlander Hybrid End Tags	Premiere Toolkit	305107
Land Cruiser End Tags	Flame Toolkit	305283
Land Cruiser End Tags	Premiere Toolkit	305098
Mirai End Tags	Flame Toolkit	305282
Mirai End Tags	Premiere Toolkit	305097

VEHICLE END TAG ASSET IDS (3/4)

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

Asset	File	Asset ID
Prius End Tags	Flame Toolkit	305281
Prius End Tags	Premiere Toolkit	305096
Prius Prime End Tags	Flame Toolkit	305280
Prius Prime End Tags	Premiere Toolkit	305095
RAV4 End Tags	Flame Toolkit	305279
RAV4 End Tags	Premiere Toolkit	305112
RAV4 Hybrid End Tags	Flame Toolkit	305278
RAV4 Hybrid End Tags	Premiere Toolkit	305111
RAV4 Prime End Tags	Flame Toolkit	305268
RAV4 Prime End Tags	Premiere Toolkit	305115
Sequoia End Tags	Flame Toolkit	305287
Sequoia End Tags	Premiere Toolkit	305113
Sienna End Tags	Flame Toolkit	305288
Sienna End Tags	Premiere Toolkit	305094
Tacoma End Tags	Flame Toolkit	305289
Tacoma End Tags	Premiere Toolkit	305093

VEHICLE END TAG ASSET IDS (4/4)

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

Asset	File	Asset ID
Tundra End Tags	Flame Toolkit	305290
Tundra End Tags	Premiere Toolkit	305092
Yaris End Tags	Flame Toolkit	305293
Yaris End Tags	Premiere Toolkit	305091
Yaris iA End Tags	Flame Toolkit	305292
Yaris iA End Tags	Premiere Toolkit	305089
Yaris Hatchback End Tag	Flame Toolkit	305291
Yaris Hatchback End Tag	Premiere Toolkit	305090

Dynamic Branding Asset IDs

DYNAMIC BRANDING ASSET IDS

Supers toolkit and billboard bundles include project files, technical instructions and reference materials.

Asset	File	Asset ID
Supers Toolkit	Premiere Toolkit	280778
Supers Toolkit	Flame Toolkit	298565
Billboard	Quicktime	280777

05 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 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 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, they are available for a low-cost monthly subscription through <https://www.adobe.com/products/catalog.html>. If you already pay for a Premiere 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.

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.

FREQUENTLY ASKED QUESTIONS

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