

LEXUS + KINTO GUIDELINES

VERSION 1 | MAY 2024

LEXUS + KINTO

Lexus is an established luxury lifestyle brand; one that creates unique experiences for our customers. From the design and craftsmanship of our vehicles to the standards of customer service, we are making luxury personal.

KINTO provides new and flexible ways to drive a Lexus. Whether for one hour, one day, or a fully comprehensive lease, KINTO offers Lexus customers a plan tailored to their individual needs.

By bringing KINTO into the Lexus world, KINTO benefits from our established brand attributes whilst Lexus benefits from KINTO's mobility services. Together we make a compelling and personalised offer for every customer - and one that adapts to changing attitudes to vehicle ownership.

To convey this, we communicate clearly and consistently. Reflecting the simplicity and flexibility offered, whilst providing reassurance that - regardless of how a customer finances their Lexus - they are valued and respected.

These short guidelines set the standards for how we communicate Lexus + KINTO.

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GRAPHIC ELEMENTS

Consistent, high-quality external communications convey the attributes of Lexus + KINTO: a luxury lifestyle brand with flexible routes to use.

Although photography and messaging will vary across campaigns, the style and positioning of visuals and size and layout of type remains consistent and underpinned by solid guidelines.

Downloadable templates are available for the most common advertising formats.





1



2



LEXUS + KINTO HORIZONTAL ‘LOCK-UP’ PROPORTIONAL SIZE

The Lexus + KINTO lock-up is designed to ensure that both appear with suitable emphasis. The proportions and position are fixed and should not be altered.

1 **White Lexus + KINTO horizontal lock-up**
2 **Black Lexus + KINTO horizontal lock-up**

1



2



LEXUS + KINTO VERTICAL ‘LOCK-UP’ WHITE & BLACK

A vertical version of the Lexus + KINTO lock-up is also available in both black and white versions.

Use the white version over imagery and darker backgrounds. The black lock-up can be used as a secondary option where light backgrounds are used. In all instances, ensure that the Lexus + KINTO lock-up appear in the same colour.

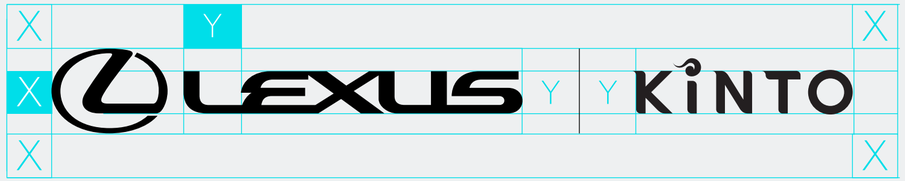
1 **White Lexus + KINTO vertical lock-up**
2 **Black Lexus + KINTO vertical lock-up**

LEXUS + KINTO LOCK-UP SAFE AREA & MINIMUM WIDTH

To ensure clarity, clear space must surround the lock-ups. The minimum 'safe area' is proportional to its size (see opposite).

Minimum width
A minimum width for Lock-ups ensures legibility on print and screen. This is based on the width of the Lexus logo (see opposite).

Horizontal



MINIMUM WIDTH OF LEXUS LOGO 17 MM

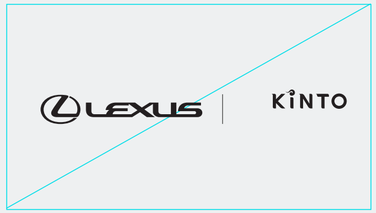
Vertical



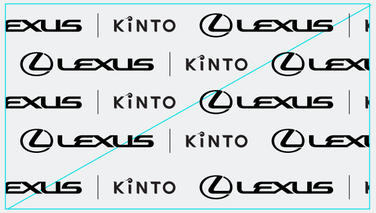
MINIMUM WIDTH 17 MM

LOCK-UP
MISUSE

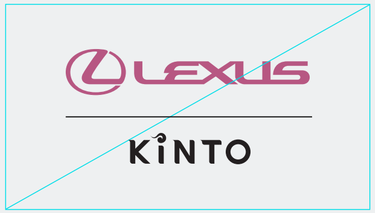
It is very important that the Lexus + KINTO lock-up is used only in the correct forms set out in this document. The examples opposite highlight the common mistakes to avoid.



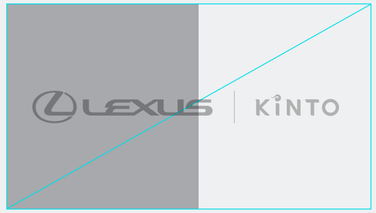
Don't reposition elements of the lock-up.



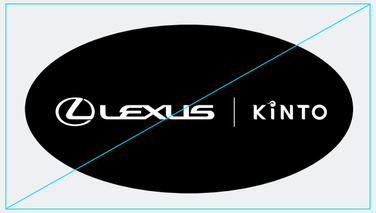
Don't create logo patterns.



Don't change colours in the lock-up.



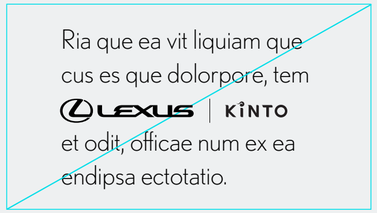
Don't represent the lock-up in opacity.



Don't enclose the lock-up within a shape.



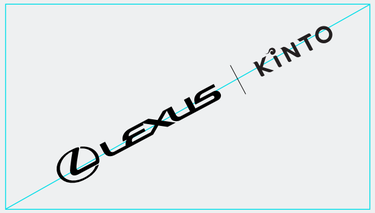
Don't modify or distort the lock-up.



Don't use the lock-up within text.



Don't use complicated images/photos where the lock-up may blend into the background.

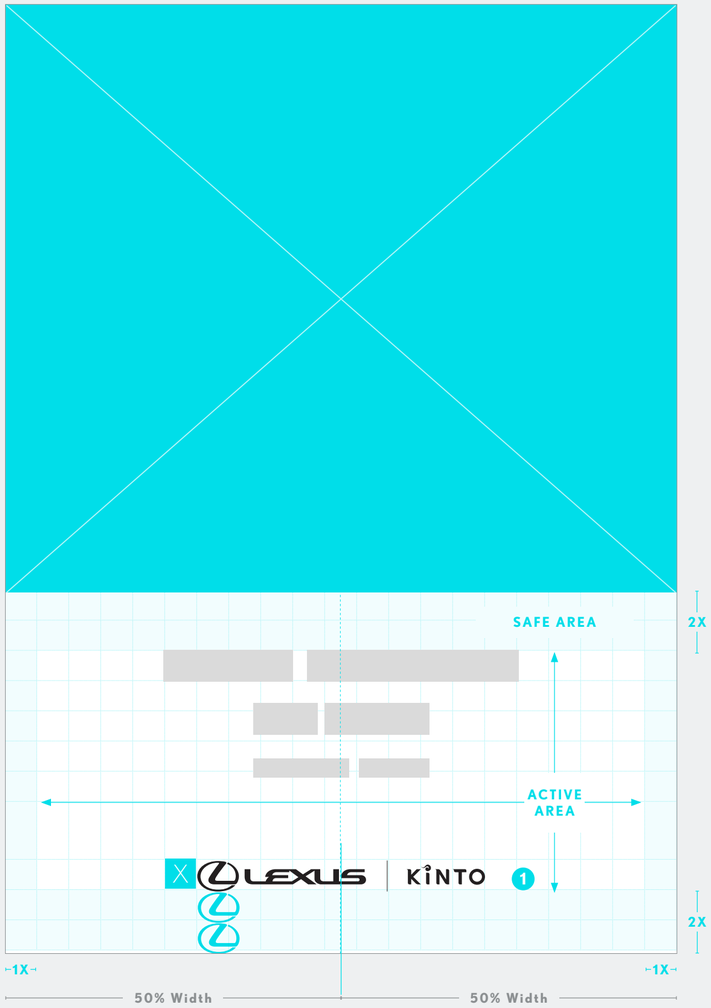


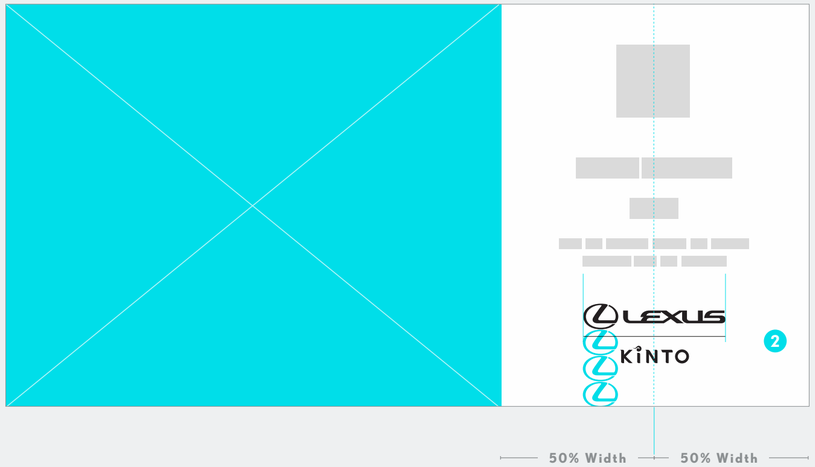
Don't rotate the lock-up.

POSITIONING
LOCK-UP

The Lexus + KINTO lock-up is always centred within the clear space below or beside the image at a size proportional to the media.

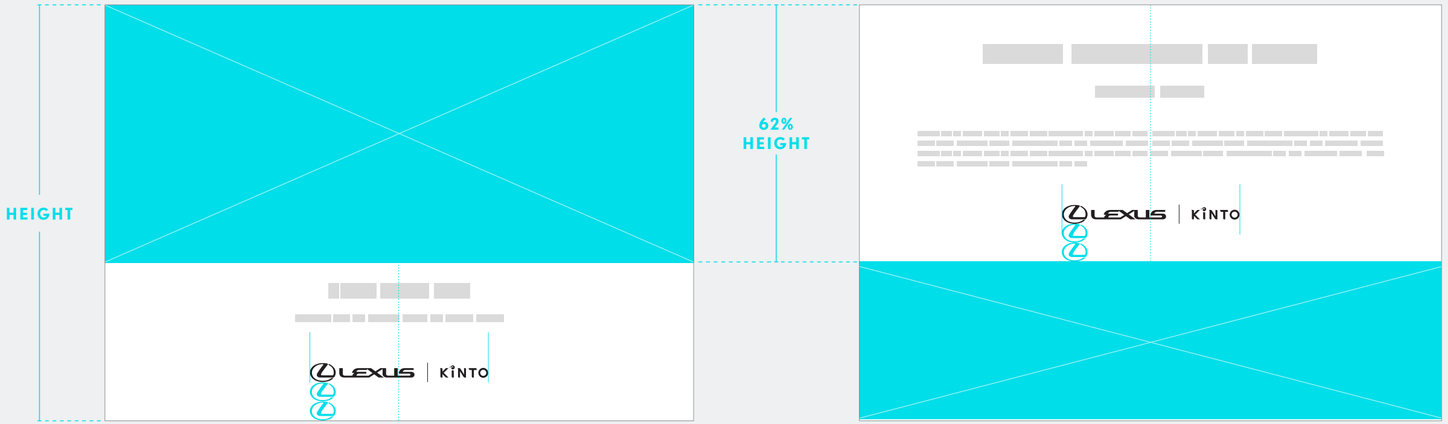
1 **Lexus + KINTO horizontal lock-up**
2 **Lexus + KINTO vertical lock-up**

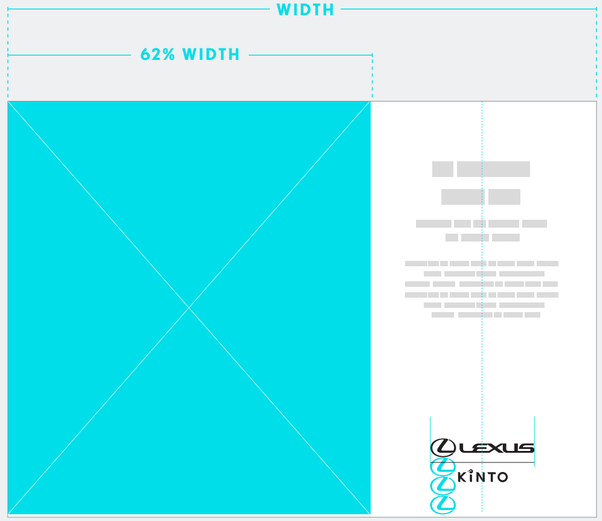




APPLICATION OPTIONS

The same principle is applicable to most formats; simply calculate 62% of the full measurement. Images should bleed off the remaining three edges.







PHOTOGRAPHY

CHOICE OF IMAGE

Lexus + KINTO communications are heavily reliant on photography, so it is important that images used convey the Lexus brand values. For this reason, only images aligned with the Lexus Brand World principles are permitted (see specific guidelines for more details).

Images are available to download from Lexus-net. If you commission your own photography, the Brand World principles will ensure that casting, locations, and framing present a luxury experience that is uniquely, unmistakably Lexus.

Choose subjects relevant to the message of your communications; either People, Place or Product:

PEOPLE

People in the Lexus Brand World are affluent, but not the ultra-rich. But more than simply material wealth, these people are bestowed with other riches: curiosity, creativity, youthfulness (though not necessarily youth), positivity, intelligence and imagination.

PLACES

Our people seek out great design, exquisite craftsmanship, and intellectually satisfying experiences. We're likely to find them living and working in progressive, thoughtful architecture. Modern designs built with organic materials.

PRODUCT

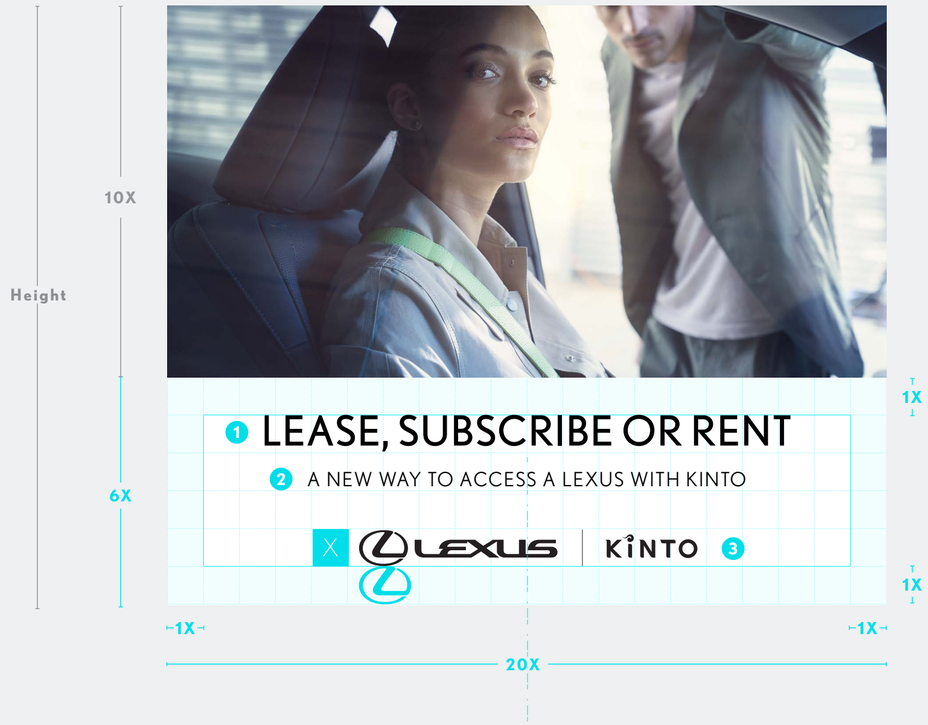
We're an innovative company and our products should be shown as progressive and future-facing. We are interested in what the car is today, and should be tomorrow. Our products enhance the lifestyles our people have built for themselves.



P10

Download the full Brand World on Lexus-net

EXAMPLES SHOWN ARE FOR VISUAL PURPOSE ONLY



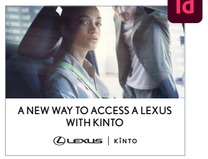
DIGITAL BANNER GRID MEDIUM RECTANGLE
300 X 250 PIXELS
LARGE IMAGE

1 **HEADING**
Nobel Regular, CAPS
Size: 24pt
Leading: 125%
Alignment: Centred
Tracking: 25 (Optical)

2 **SUBHEADING**
Nobel Book, CAPS
Size: 12pt
Leading: 140%
Alignment: Centred
Tracking: 50 (Optical)

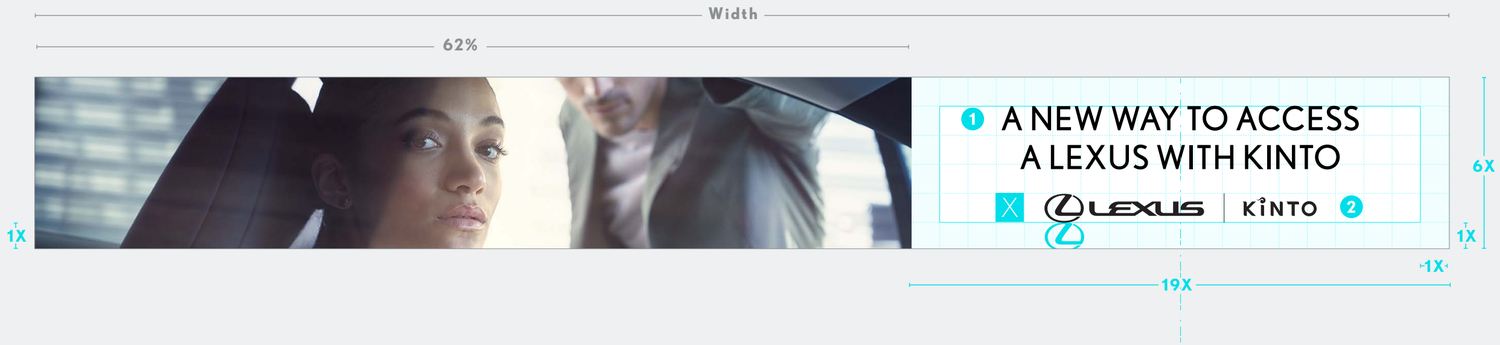
3 **LOGO**
Black Horizontal Lock-up

(All Justification: 80, 160, 200)



Download generic template (Source file)

EXAMPLES SHOWN
ARE FOR VISUAL
PURPOSE ONLY



DIGITAL BANNER GRID HORIZONTAL
728 X 90 PIXELS

1 **HEADING**
Nobel Regular, CAPS
Size: 24pt
Leading: 125%
Alignment: Centred
Tracking: 25 (Optical)

2 **LOGO**
Black Horizontal Lock-up

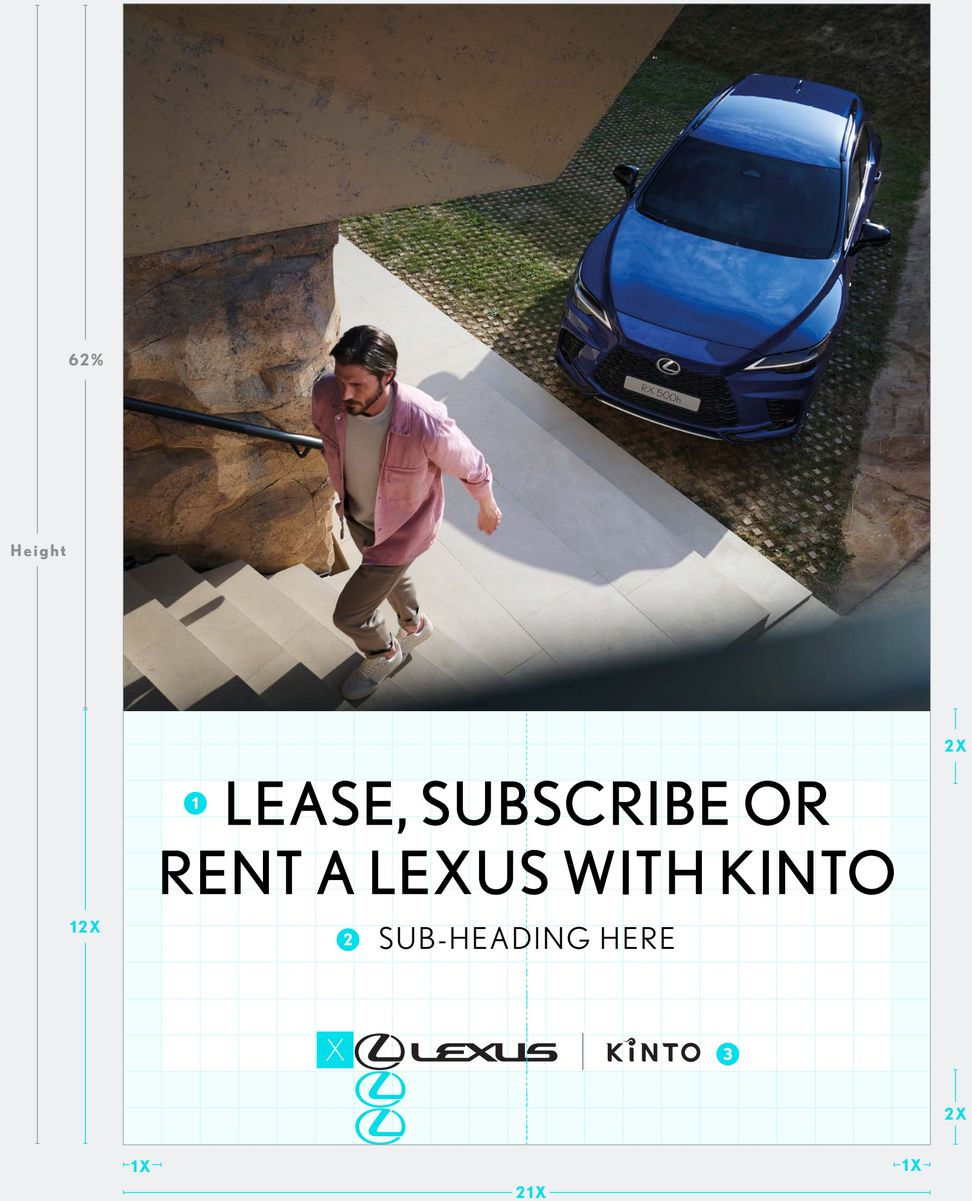
(All Justification: 80, 160, 200)

P12



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EXAMPLES SHOWN ARE FOR VISUAL PURPOSE ONLY



PRINT ADVERTISEMENT
210MM X 297MM
SINGLE PAGE

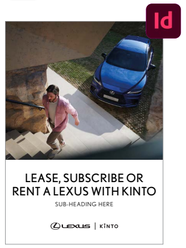
1 **HEADING**
Nobel Regular, CAPS
Size: 44pt
Leading: 125%
Alignment: Centred
Tracking: 25 (Optical)

2 **SUBHEADING**
Nobel Book, CAPS
Size: 22pt
Leading: 140%
Alignment: Centred
Tracking: 50 (Optical)

3 **LOGO**
Black Horizontal Lock-up

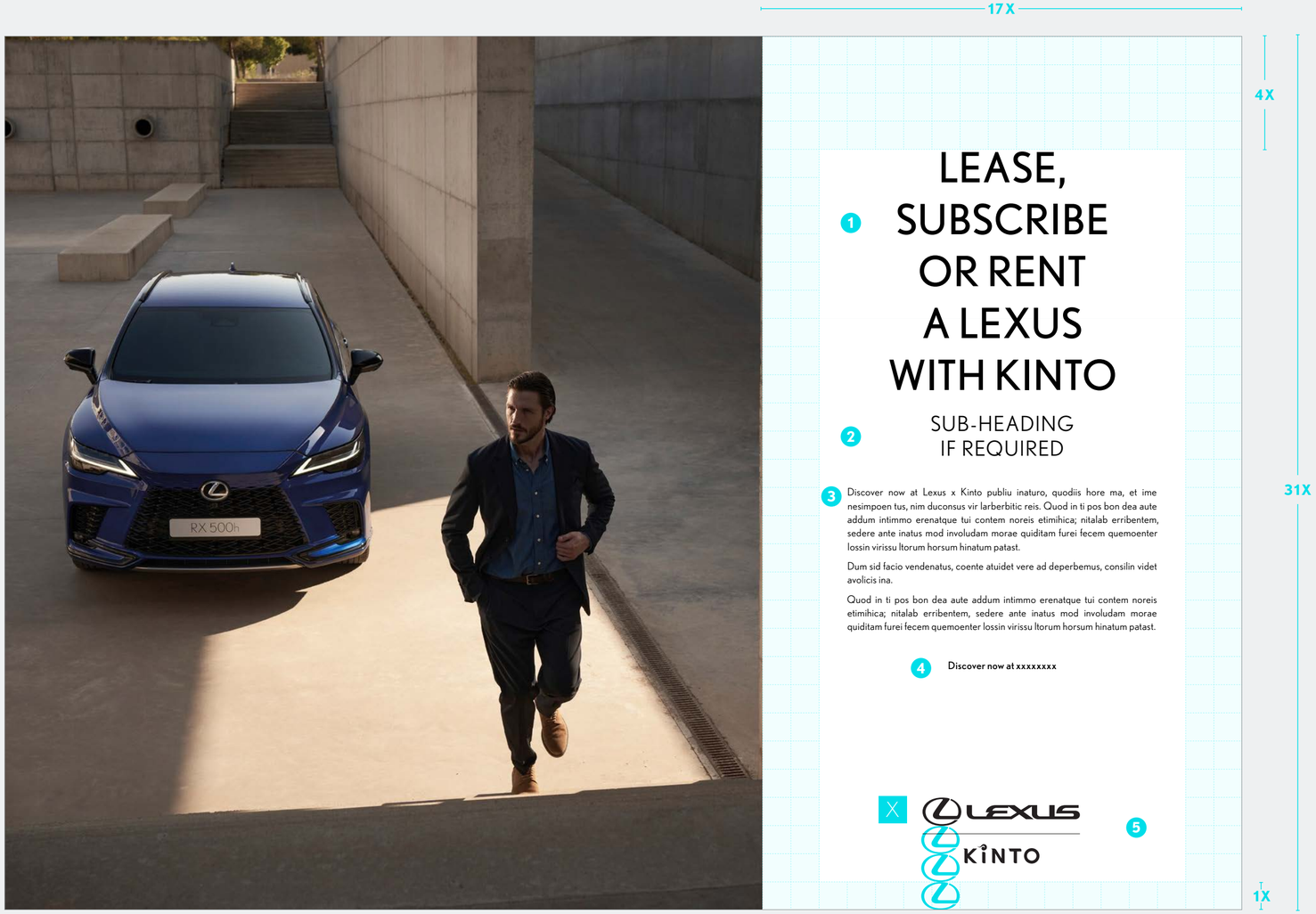
(All Justification: 80, 160, 200)

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EXAMPLES SHOWN
ARE FOR VISUAL
PURPOSE ONLY



PRINT ADVERTISEMENT
CAMPAIGN OFFER 420MM X 297MM DOUBLE PAGE SPREAD

1 **HEADING**
Nobel Regular, CAPS
Size: 40pt
Leading: 125%
Tracking: 25 (Optical)

2 **SUB-HEADING**
Nobel Book, CAPS
Size: 20pt
Leading: 140%
Tracking 50 (Optical)
Alignment: Centred

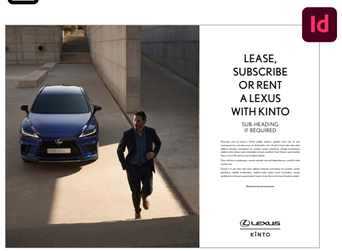
3 **BODY COPY**
Nobel Book, U/L case
Size: 10.5pt
Leading: 140%
Tracking 15 (Optical)
Alignment: Left Justified

4 **CALL TO ACTION**
Nobel Book, U/L case
Size: 50% of offer
Leading: 140%
Tracking 15 (Optical)
Alignment: Centred

5 **LOGO**
Black Vertical Lock-up

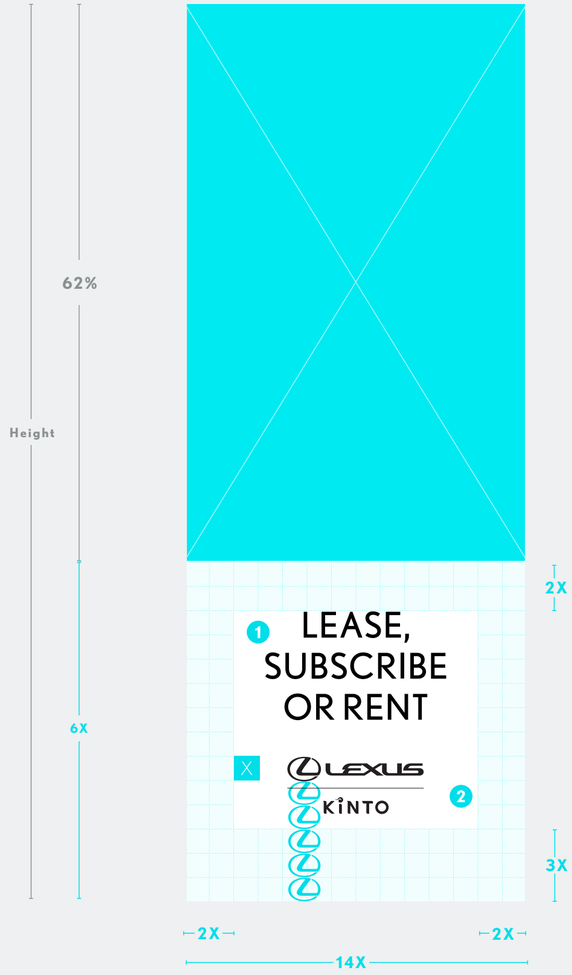
(All Justification: 80, 160, 200)

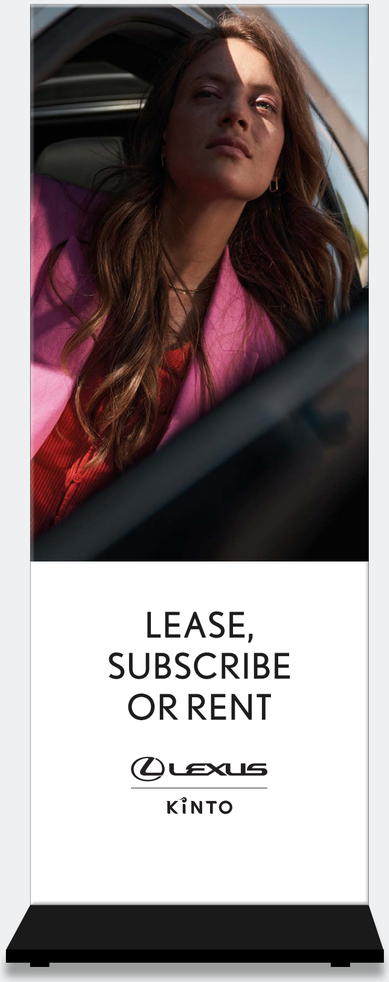
P14



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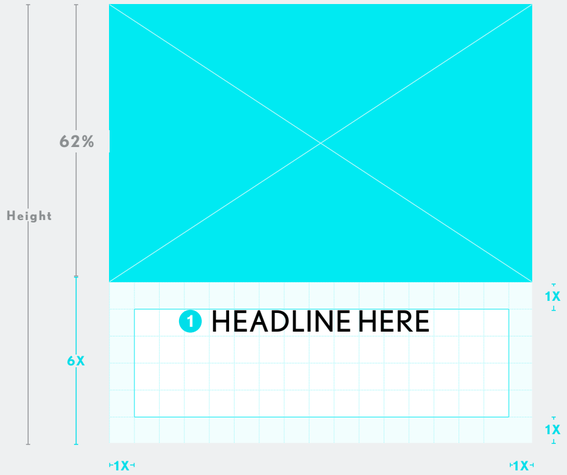
POS
ROLL-UP BANNER 2000MM X 750MM

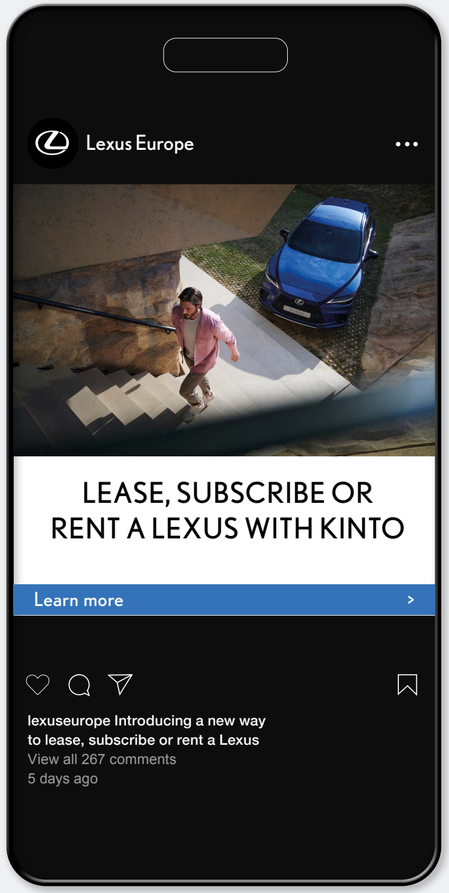
1 **HEADING**
Nobel Regular, CAPS
Size: 200pt
Leading: 125%
Tracking: 25 (Optical)

2 **LOGO**
Black Vertical Lock-up

(All Justification: 80, 160, 200)

EXAMPLES SHOWN
ARE FOR VISUAL
PURPOSE ONLY





SOCIAL POST
4X5

With the requirement to convey information in a small area, typography for digital banners can include a larger range of type sizes.

1 **HEADING**
Nobel Regular, CAPS
Leading: 125%
Tracking 25 (Optical)
Alignment: Centred

(All Justification: 80, 160, 200)

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MORE INFORMATION

HELP DESK

For all your brand related questions please contact our help desk:

LexusBrandHelpdesk@landmarks.be



This document is published by Lexus Europe Marketing Communications. Regular updates of content and assets are available from www.lexus.net-net. For any matters concerning the implementation or usage of these guidelines, please contact LexusBrandHelpdesk@Landmarks.be.

Lexus Europe 2024