KINTO guide

Do	Don't
KINTO	Kinto
Toyota Plus in cooperation with KINTO	Toyota Kinto
KINTO powered by Partner	Toyota Share
Dealer name and address	Do not use Dealer logo

Strategy

KINTO brand is a standalone brand that should always be promoted as a separated brand or service. All brand guidelines need to be strictly respected and all KINTO promotional material should be in line with these guides with the purpose of creating consistency across all touchpoints. Simple & smart mobility: that's KINTO Mobility.

Logo

Logo Reversed

Safe area

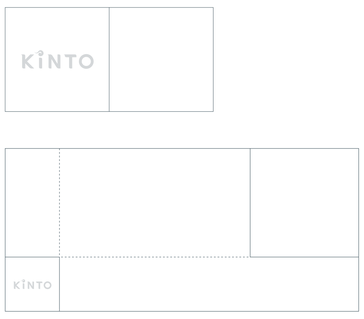
Minumum size 20mm or 80px

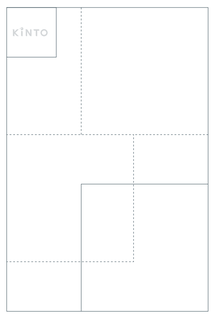


Layouts

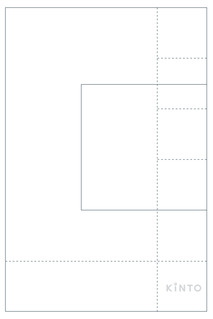
The layout system is based on a simple grid. Use a square as the basic building block of the layout components.

Elements added to the page should be square, or multiples of a square. Use one or two elements to inform the rest of the layout.



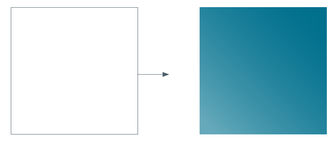








The boxes, panels and some type elements have a slight transparency which adds a premium finish and references the brand's cloud-inspired name.



Typography

The primary font is Toyota Typeface. It has been chosen for its clean, modern appearance and synergy with the style of the KINTO logo.

Toyota Type Regular Lower
Kerning set to Optical, 0 tracking

Headline

Toyota Type Regular Lower
Kerning set to Optical, 0 tracking

Sub-headline

Toyota Type Light/Regular Lower
130% leading, 0 tracking for capitals

Body copy veria doluption cus parum susae. Loria et, tem eos rerum aut aliquam ipsuntis reri unditas vollum consecus anisquam, ut quis eatis ersperum id eliquasim di blacerum ideria voluptis inventias volecuptat. Adit latium quae conecte mporios intibuscia solessi doluptatium quo vendiciis dolo voluptae rerem utem hil ilit, tem. Ut odi conseque labore volorpor sintiur atur maio voluptatatur sum autatib usciatem sit, coribus autem aliqui

Toyota Type Light/Regular Caps
Kerning set to Auto, 130% leading, 70 tracking

FOLIOS/CAPTIONS/LINKS/HASHTAGS

Primary Colour Palette

Should generally be the most visible colours in our design system.

Secondary Colour Palette

KINTO Brand Blue
HEX #00708d
CMYK 90.25.25.30

White
HEX #FFFFFF
CMYK 0.0.0.0

KINTO Brand Blue 5
HEX #a6cdd7
CMYK 46.02.16.0

KINTO Brand Blue 6
HEX #ebf4f6
CMYK 11.0.04.0

KINTO Gradient
60% HEX #00708d
100% HEX #00708d

KINTO Grey 3
HEX #59646d
CMYK 67.47.27.29

KINTO Grey 4
HEX #ebf4f6
CMYK 39.25.25.05

Car sticker

B2B



B2C



KINTO Services

KINTO ONE
KINTO JOIN
KINTO FLEX
KINTO SHARE
KINTO RENT
KINTO GO

POS/POI

Easyframe Wall



Easymag



Standup



Counter



Counter



Flag

