

Brand Communication Guidelines

UPDATE

2024

KINTO

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01

Strategic Background & Approach

KINTO

Background and **purpose** of this document

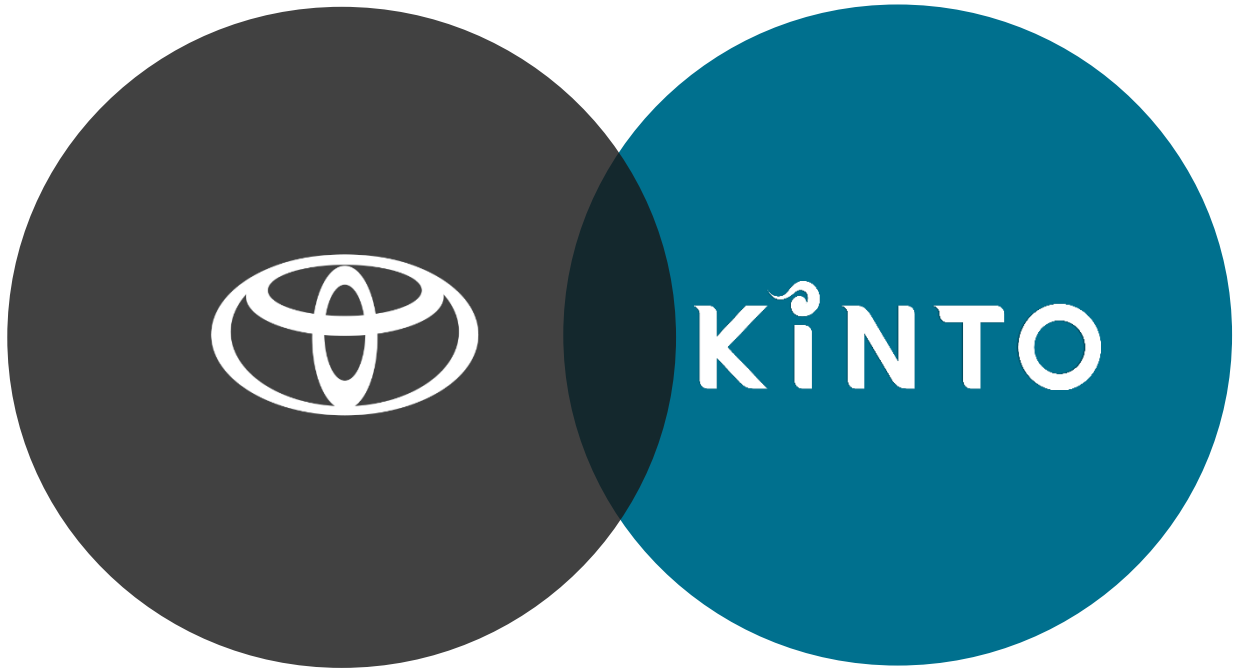
KINTO is transitioning from a solus brand to an endorsed brand of Toyota which leads to benefits for both sides: On the one hand, KINTO serves as a proof point of Toyota's transformation journey into a mobility company by adding credibility to the concept of "Mobility for All". On the other hand, KINTO will benefit from Toyota's reach and scale, in addition to the trust, quality, and reliability the brand is known for.

Based on this current strategic approach, the purpose of these updated guidelines is:

- **To share an update on KINTO's vision and product naming strategy**
- **To provide a Pan European strategic positioning for KINTO**
- **To outline** an introduction into dual brand guidelines for promoting Toyota in KINTO's channels, including design and copy recommendations.

Please note, there are separate dual Brand Guidelines for promoting "KINTO in Toyota's Brand World". Please liaise with your KINTO contact to receive these.

Strategic approach: from standalone to Supporting Master Brand by adopting a reverse endorsement approach



BOTH BRANDS BENEFIT THROUGH ASSOCIATION

Toyota + Mobility

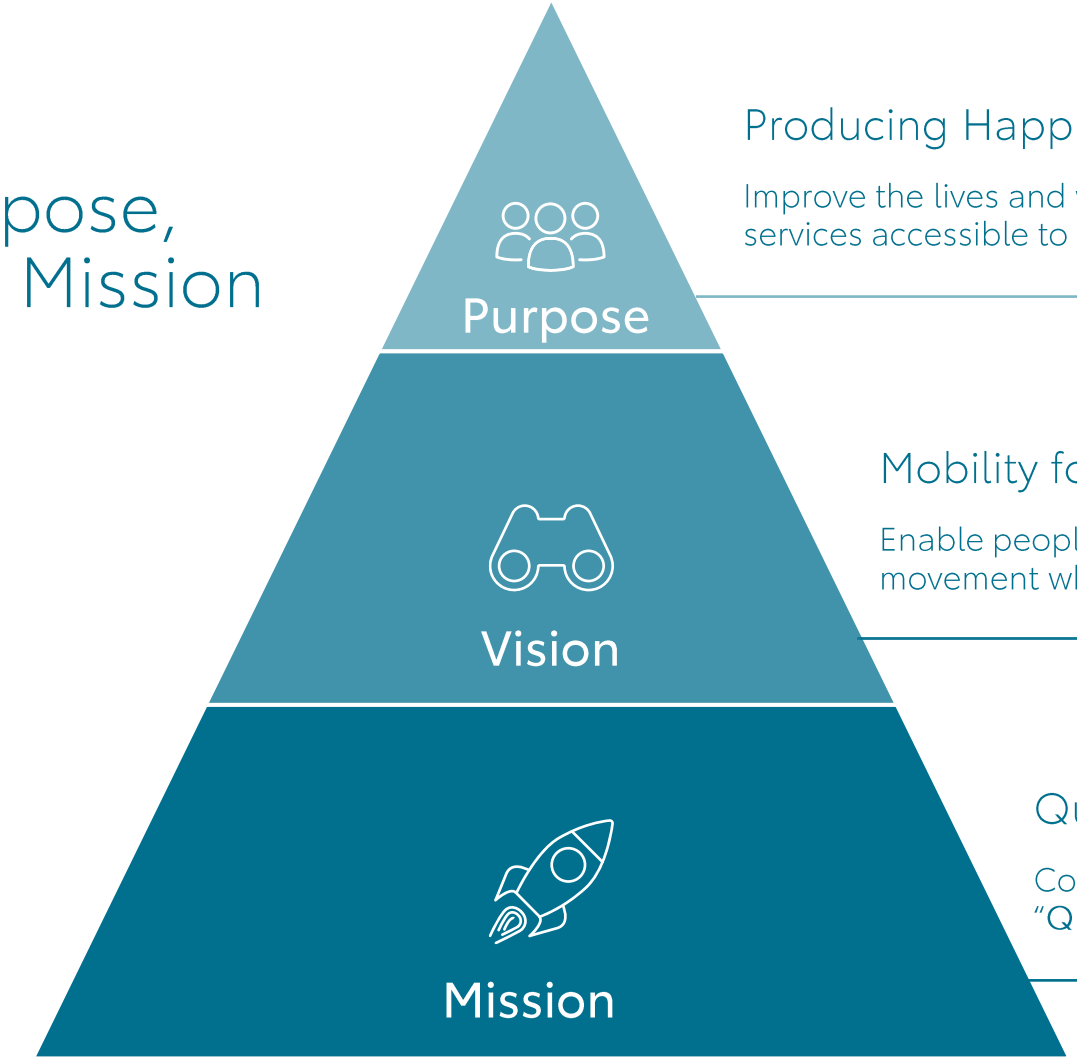
KINTO + Toyota's Trust, Quality & Peace of Mind



02 Brand Foundation

KINTO

KINTO Purpose, Vision and Mission



Producing Happiness for All

Improve the lives and well-being of others with technology and services accessible to all.

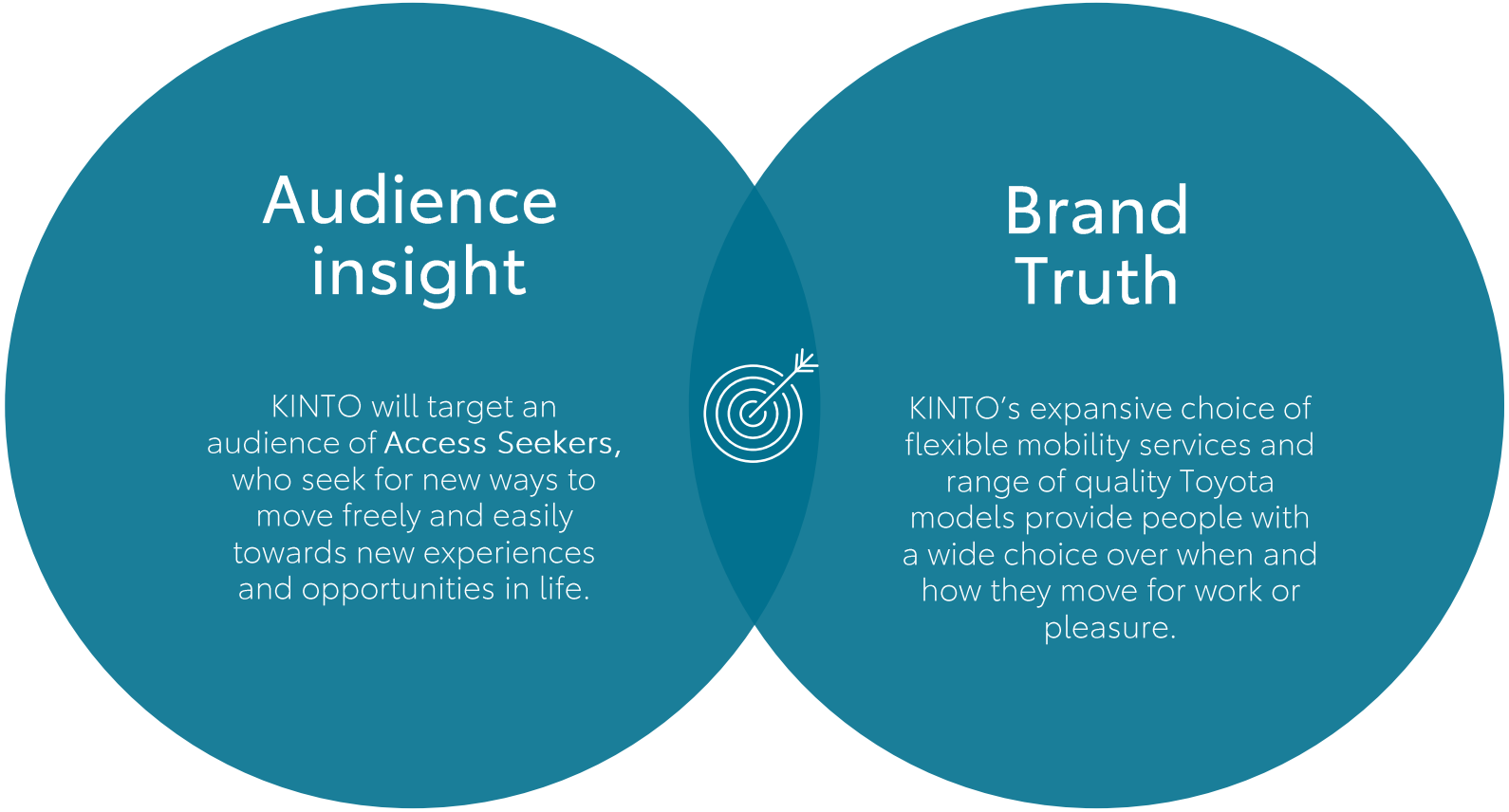
Mobility for All

Enable people to achieve their goals through the freedom of movement whilst helping protect the planet & its citizens.

Quality Focus

Commitment to delivering "**Quality Services**" that will improve "**Quality of Life**" for our customers & the broader community.

Positioning statement



KINTO offers a wide choice of flexible mobility solutions and range of quality Toyota vehicles, that empowers Access Seekers by giving them access to experiences (in life) and opportunity (at work) on their terms.

Your Flexible Mobility Solution

KINTO Customer Value Proposition

Convenience & Flexibility



At KINTO, we get it - life moves fast and customers have diverse and ever-changing needs. That's why we're here to make things easier for our customers. Our user-friendly products, seamless services, and stress-free experiences are designed to fit seamlessly into your daily routine and become a part of your lifestyle.

Quality & Trust



At KINTO, we're all about quality - from our products to our services. We prioritize trust and peace of mind for our customers, which is why our commitment to excellence was born from our close association with Toyota and its founding proposition for the customer.

Sustainability



We believe that minimizing our impact on the environment isn't just a responsibility; it's a fundamental commitment to shaping a brighter future for generations to come. We want to empower each and everyone on the path to a positive change.

Customer Values are aligned with Toyota promise



03 Comms Principles

KINTO

KINTO comms role within ACE model

Establishing the role for KINTO within the framework to streamline clear planning and execution of the marketing strategy.

Focus for KINTO will be in attracting potential customers and raising awareness for the brand. Followed by strong efforts on conversion and continuing to build a strong and holistic brand experience.

	Role for comms	Channels
Attract	This is where we must drive reach, awareness and knowledge of KINTO brand & its services. People must become aware of the brand and understand what KINTO is	• Paid (radio, print, OLV, display, OOH) • SEO • Website + CRM • Social Media • POS
Convert	Once the audience is aware of KINTO, we must convince them to choose KINTO and acquire them as a customer	• Social media • Digital display • Website + CRM • Dealer
Experience	Ensure holistic brand experience for the customer	• CRM • Dealer • App • Website

Naming strategy

We're on a mission to create a KINTO brand that unites all our products under one powerful name: By removing siloes and streamlining our offerings, we're striving for an overarching brand that serves as the main anchor point for everything we do. This will help us avoid diluting the brand and better serve our customers and provide them with a more cohesive and impactful experience.

Please note: Different, market-specific starting points mean that the implementation of all changes will take time and are not done by tomorrow. The road towards a Master brand naming is a phased approach, however it is vital we are all aligned on the ultimate future goal.

Gradual Journey towards a Master brand

KINTO

- Full-service Leasing — KINTO ONE
- Car Sharing — KINTO SHARE
- Car Subscription — KINTO FLEX
- Car Pooling — KINTO JOIN
- Multi Modal App — KINTO GO

KINTO
Flexible Mobility Solutions

- Lease
- Rent
- Subscribe
- Car Pool
- Multi Modal Transport

KINTO in Product Verticals

Confusing "sub brands" that are difficult to remember and don't clearly explain what the product is

KINTO as a master brand

Descriptive naming structure to allow for a clear value proposition, eliminating barriers to consumer understanding

Strategic imperatives when communicating Toyota in KINTO's channels

Be clear

Be direct and straightforward about what KINTO is and what it offers.

KINTO is an enabler of movement, and of flexible access to a range of Toyota cars and vans (and other brands). Make sure this is communicated clearly.

Be consistent

The services KINTO offers all require action to be taken (for example, Subscribe, Lease, Rent).

Therefore, use KINTO as a verb.

E.g. 'Rent with KINTO' says everything you need to know.

Be seamless

In KINTO's world, Toyota is a "guest".

Therefore, Toyota must adopt KINTO's brand, campaign idea and design. The only reference to Toyota should be in copy, logo and model usage.

Make sure everything that's created for KINTO aligns with the KINTO brand pillars of Flexibility, Quality and Sustainability.

KINTO Brand
Hero Messaging Principle

When crafting messages on brand for KINTO, we should be leading with the KINTO name or value proposition as the primary brand identifier. This involves articulating the service's action-oriented description or benefit, followed by the integration of Toyota's value proposition or model name to further reinforce Toyota brand association.

The specific wording of this messaging will vary depending on the channel, but the following principle should be taken into account for both target groups: B2B and B2C.



EXAMPLE:
KINTO Brand
Hero Messaging

B2C

- KINTO. A new way to access a wide range of Toyota cars and vans.
- KINTO. Flexible ways to access a wide range of Toyota cars and vans.
- KINTO. Flexible mobility solutions when you need a range of Toyota cars and vans.

B2B

- KINTO. A new way to access a wide range of Toyota cars and vans for your business.
- KINTO. Flexible ways to access a wide range of Toyota cars and vans for your business with KINTO.
- KINTO. Flexible mobility solutions when you need a range of Toyota cars and vans for your business.

EXAMPLE: KINTO Brand Hero Messaging

Messaging flexibility by channel



Website

Section: Module

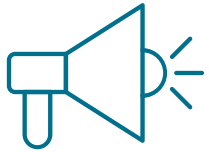
Flexible ways to access a wide range of quality Toyota vehicles.



Social Media

Section: Caption

KINTO. Flexible access to Toyota cars.



Public Relation

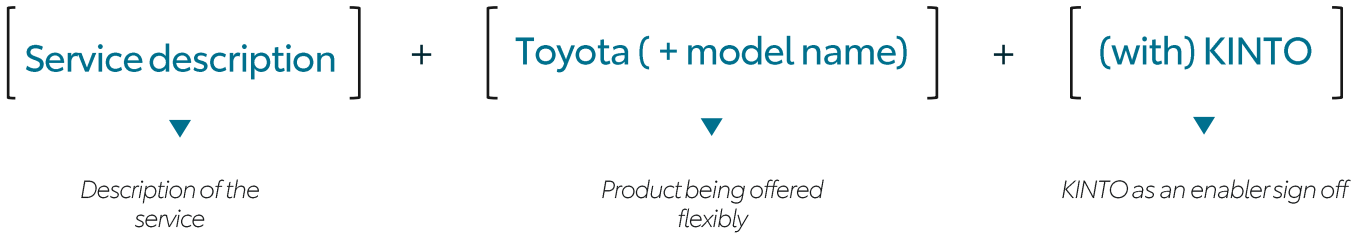
KINTO offers mobility solutions, including Lease, Subscribe and Rent that aim to provide convenience and flexibility to its customers, offering short term access to a range of cars and vans from brands including Toyota.

KINTO Services
Hero Messaging

In terms of service messaging the guiding principle is to introduce the KINTO service as a call to action, integrate the Toyota value proposition (e.g. range of vehicles) or model (e.g. C-HR) and then sign-off with KINTO as an enabler of the solution.

Please note that we are on the road to KINTO as a Master brand. That's why the previous service namings should no longer be used.

Instead, the terms Lease (formally "One"), Subscribe (formally "Flex") and Rent (formally "Share") are now to be applied wherever appropriate.



EXAMPLE:
KINTO Services
Hero Messaging

Lease (formally One)

a. Lease a [Toyota model] including maintenance and insurance with KINTO

b. Lease a wide range of [Toyota models] and get maintenance and insurance included with KINTO

c. Full-service leasing including maintenance and insurance on a wide range of [Toyota models] with KINTO

Subscribe (formally Flex)

a. Flexible subscription of a [Toyota model] for up to 2 years with KINTO

b. Subscribe to a [Toyota model] with KINTO

c. [Toyota model] subscription with KINTO

Rent (formally Share)

a. Hourly to daily [Toyota model] rental with KINTO

b. Rent a [Toyota model] with KINTO

c. Rent a [Toyota model] by the hour, or by the day with KINTO

04 The Logo

KINTO

Logo usage

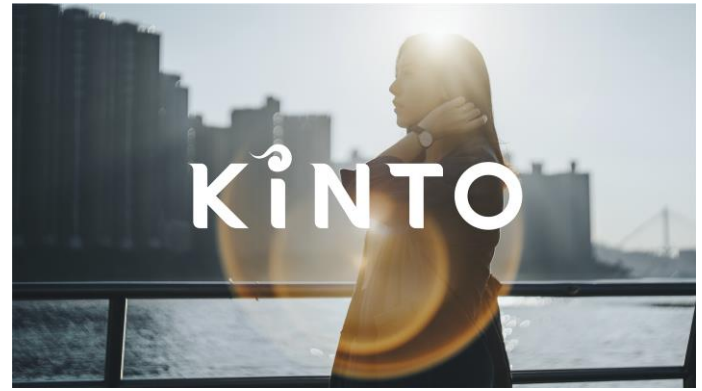
This is the KINTO Brand Logo which is only to be used in KINTO Brand communications.

It can appear blue on white, white on blue, or white over photography.

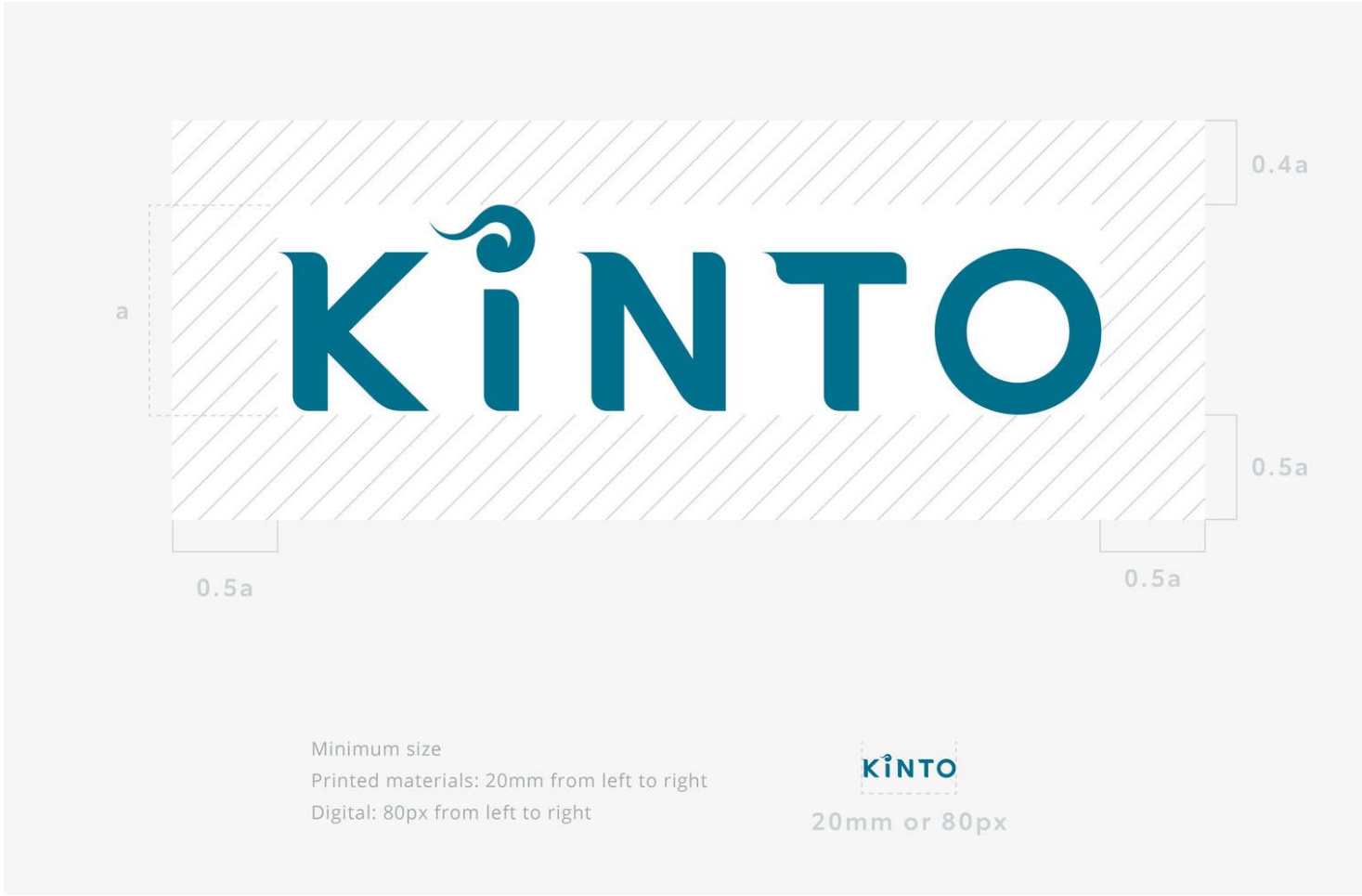
Note: In Toyota's world, only use the Black logo or White logo, and match to the Toyota ellipse.

Please refer to the dual brand guidelines "KINTO in Toyota's Brand World" document for further detail. Please liaise with your KINTO contact to receive these.





Logo exclusion zones



The Cloud



For Europe: Notes on the Cloud

When using the KINTO brand logo please never separate the cloud icon above the “i” in the wordmark. It should never be used on its own as it adds no value in doing so. This must be adhered to at all times when working with our wordmark..

Lock Up

We have developed a lock up to work on KINTO communications, where appropriate.

The line “Flexible Mobility Solutions” is fixed and has been developed with the purpose of help people understand what KINTO is and what we offer.



Lock Up Guidelines

- Our logo lockup is fixed.
  No editing should be made.
- It must optically align to the KINTO logo's width and centred.
- The spacing between the logo and the subline should be 100% of the height of the subline.
- The lock up should be used primarily in KINTO blue, but it can also be used in white for darker backgrounds to provide the appropriate contrast.





Lock Up Guidelines

Please ensure the lock up is used only where appropriate and clearly legible.



DO use this in channels/media where the space allows the lock up to be large and clearly legible. This should be used centrally on clean background formats.

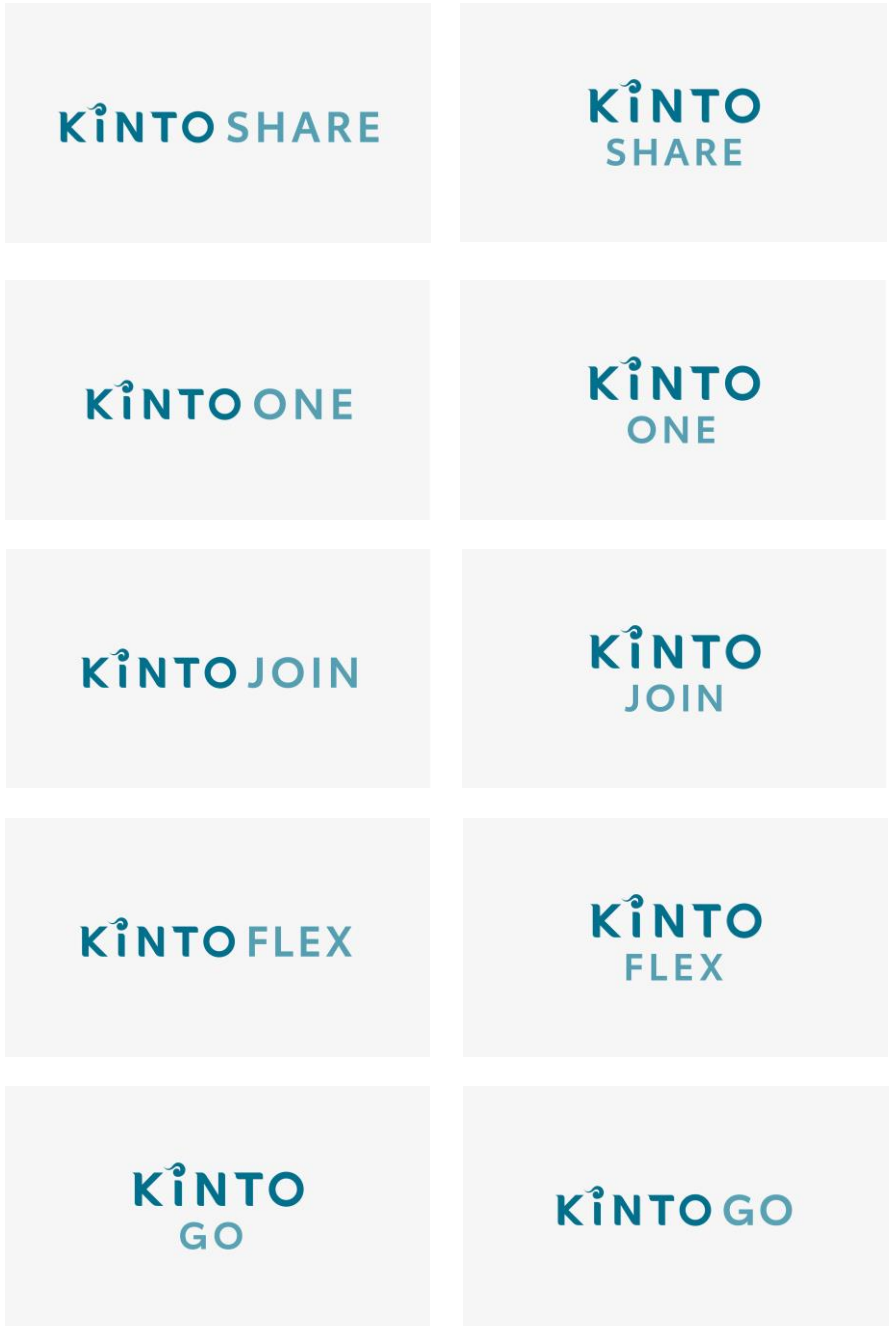
DO NOT use it on smaller digital (e.g. banner or social) assets, or to replace the logo on the corner of brochures or print formats. It should also not be used in Toyota's world – this is a KINTO-only lock up.

Service/Enablers Logos

Alongside the KINTO Brand Logo, there are the KINTO Service Logos.

These logos should only be used where really necessary, since we are on a gradual journey towards a KINTO Master Brand.

Each mobility service has a logo in two formats, Linear and Stacked. There are guidelines for creating Service Logos but new ones should not be created without express permission.



Exclusion Zones For Service Brands



Creating Service Logos



Typography

Service Name is set in Toyota Type Semibold. The size is set to match the KINTO logo. Tracking is set at 120, but can be adjusted optically. Kerning is set to Optical.

Colour

The Service Name is the same colour as the KINTO logo but set at 65% opacity.

Layout

The gap between KINTO and the Service Name is equal to 0.7x the internal diameter of the O.

Creating Service Logos



Typography

Service Name is set in Toyota Type Semibold. The size is set to match the KINTO logo. Tracking is set at 120, but can be adjusted optically. Kerning is set to Optical.

Colour

The Service Name is the same colour as the KINTO logo but set at 65% opacity.

Layout

The gap between KINTO and the Service Name is equal to 0.5x the internal diameter of the O. The Service Name is optically centred beneath the KINTO logo.

05 Colour

KINTO

Colour

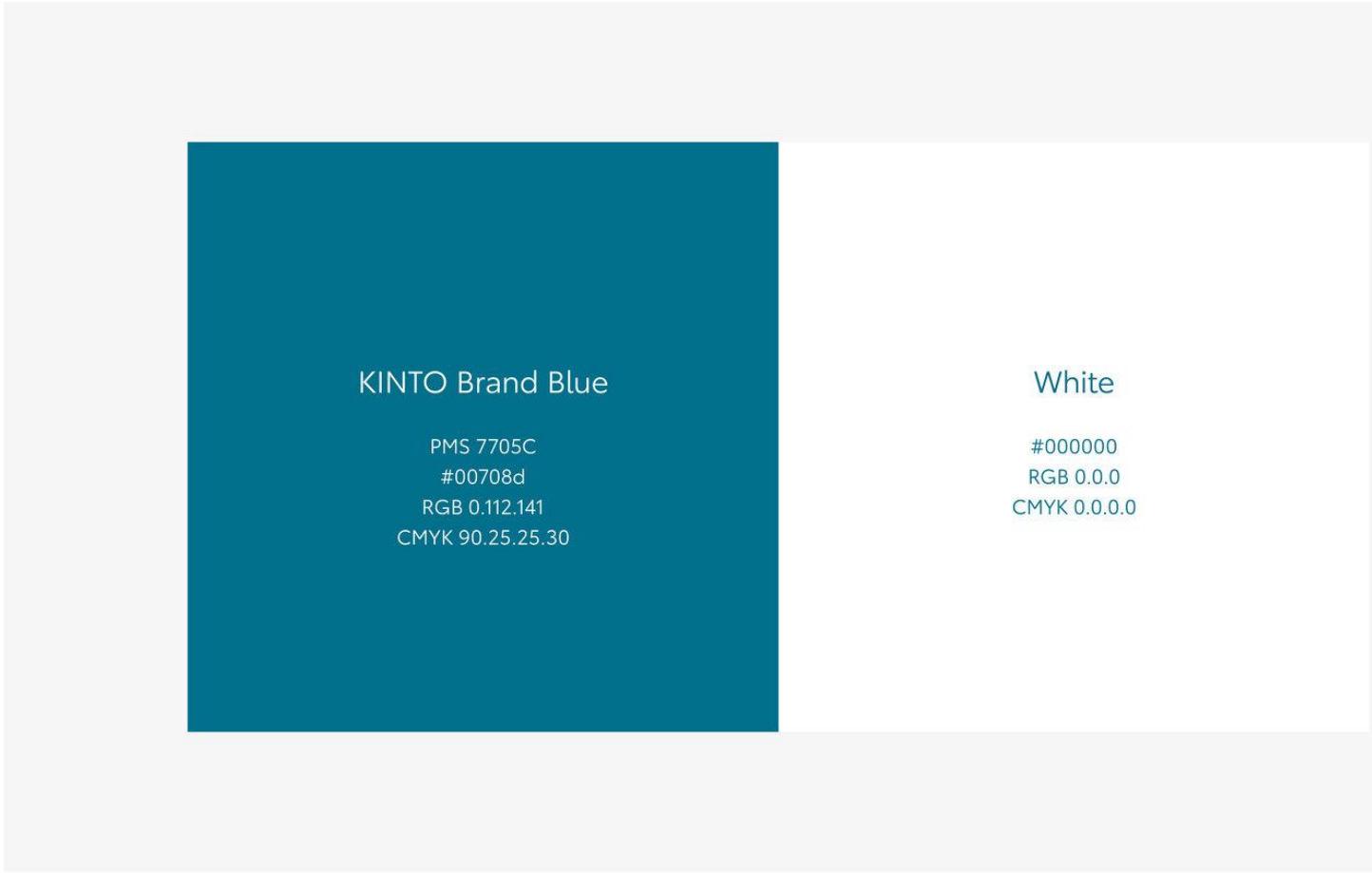
KINTO has a distinctive signature colour, KINTO **Brand Blue**.

Please note the following guidelines are specific to KINTO only. When creating assets for KINTO in Toyota's Brand World please follow the "KINTO in Toyota's Brand World" guidelines.



Primary Palette

The Primary Palette consists of KINTO Brand Blue and White. Wherever possible, the logo must always appear in one of these two colours and they should generally be the most visible colours in our design system.



Secondary Palette

Alongside the Primary Palette, we have a range of blues and grey which are designed to complement the Primary Palette. These colours can be used to add depth and interest to visual design and as an aid to UX, but should be used sparingly and not overpower the Primary Palette.

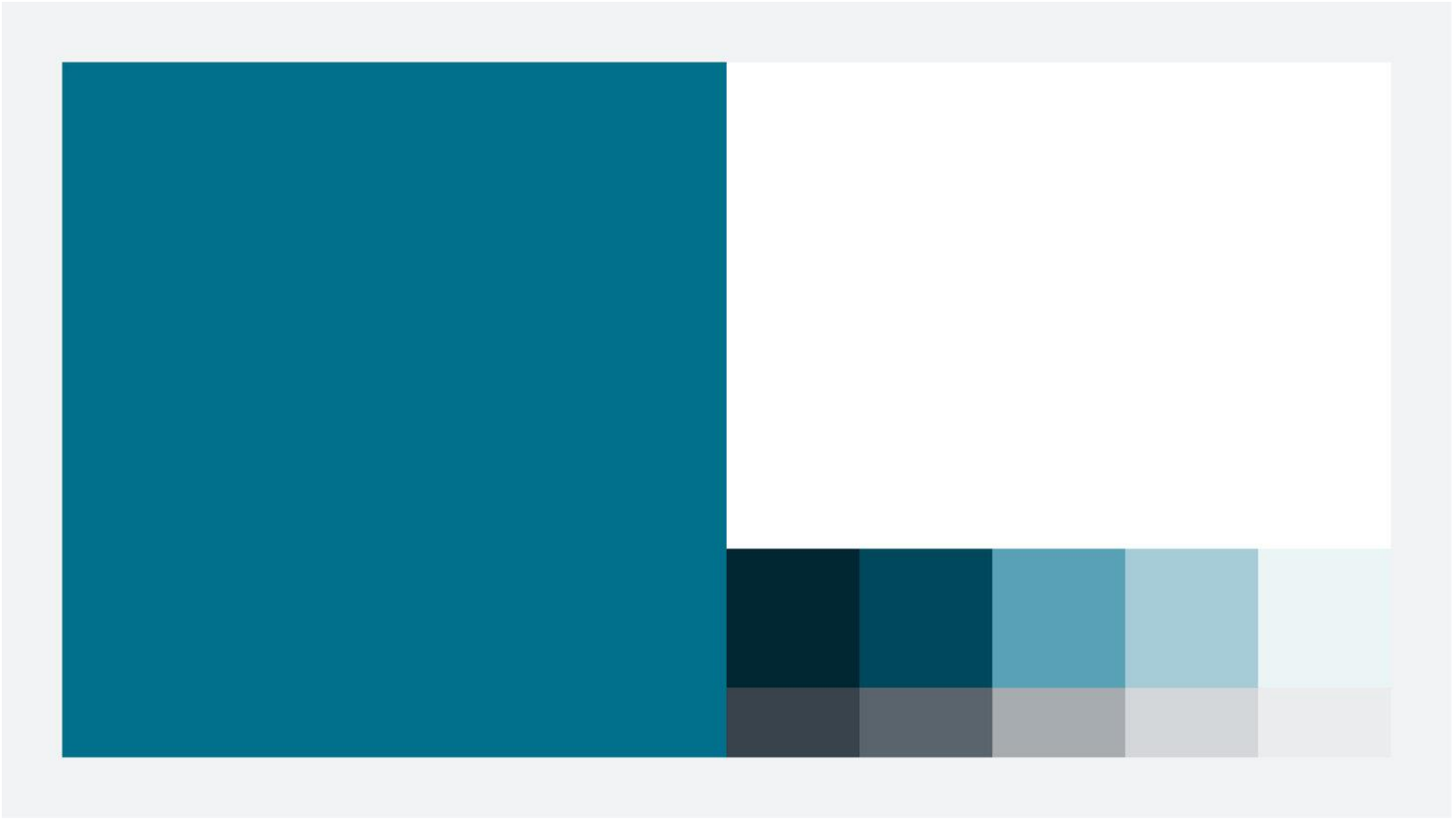
KINTO Blue 2	KINTO Blue 3	KINTO Blue 4	KINTO Blue 5	KINTO Blue 6
PMS 309C #002732 RGB 0.39.50 CMYK 100.71.53.68	PMS 7708C #00495c RGB 0.73.92 CMYK 100.53.42.38	PMS 7702C #59a2b5 RGB 89.162.181 CMYK 78.11.27.0	PMS 2204C #a6cdd7 RGB 166.205.215 CMYK 46.2.16.0	PMS 7541C #ebf4f6 RGB 235.244.246 CMYK 11.0.4.0
KINTO Grey 2	**KINTO Grey 3**	**KINTO Grey 4**	**KINTO Grey 5**	**KINTO Grey 6**
PMS 432C #38434b RGB 56.67.75 CMYK 80.58.49.49	PMS 431C #59646d RGB 89.100.109 CMYK 67.47.41.29	PMS 429C #a6acb0 RGB 166.172.176 CMYK 39.25.25.5	PMS 427C #d4d7d9 RGB 212.215.217 CMYK 20.12.13.0	PMS Cool Grey 1 #ebeced RGB 235.236.237 CMYK 9.6.7.0

Colour **Proportions**

When seeing the brand as a whole, KINTO Brand Blue should be the most noticeable colour. This will aid brand recognition.

White should be used generously on backgrounds to keep the brand feeling light and airy.

The secondary palette should be seen more occasionally and typically as an aid to UX, for example in navigation elements, buttons, and to highlight information.



06 Typography & Font

KINTO

KINTO Brand **Font**

KINTO will use Toyota Type as its primary Brand Font. It has been chosen for its clean, modern appearance and synergy with the style of the KINTO logo.

Guidance on weight selection, capitalisation, spacing and specific type settings are contained below.



SETTING TOYOTA TYPE

Overview

We use Toyota Type and stick to Light, Book, and Regular when working with the KINTO brand and setting type.



Headlines and sub heads:

Toyota Type
Regular
lowercase

Body text:

Toyota Type
Light/Regular
lowercase

Captions, Folios, Links, Hashtags:

Toyota Type
Light/Regular
uppercase

TOYOTA TYPE REGULAR

TOYOTA TYPE REGULAR

Headlines:
Toyota Type Regular

TYPE SETTING
HEADLINES

WEIGHT: **REGULAR**
KERNING: **OPTICAL**
TRACKING: **0**
EXAMPLE PT/LEADING:
148 PT / 165 PT

WEIGHT COMBINATIONS



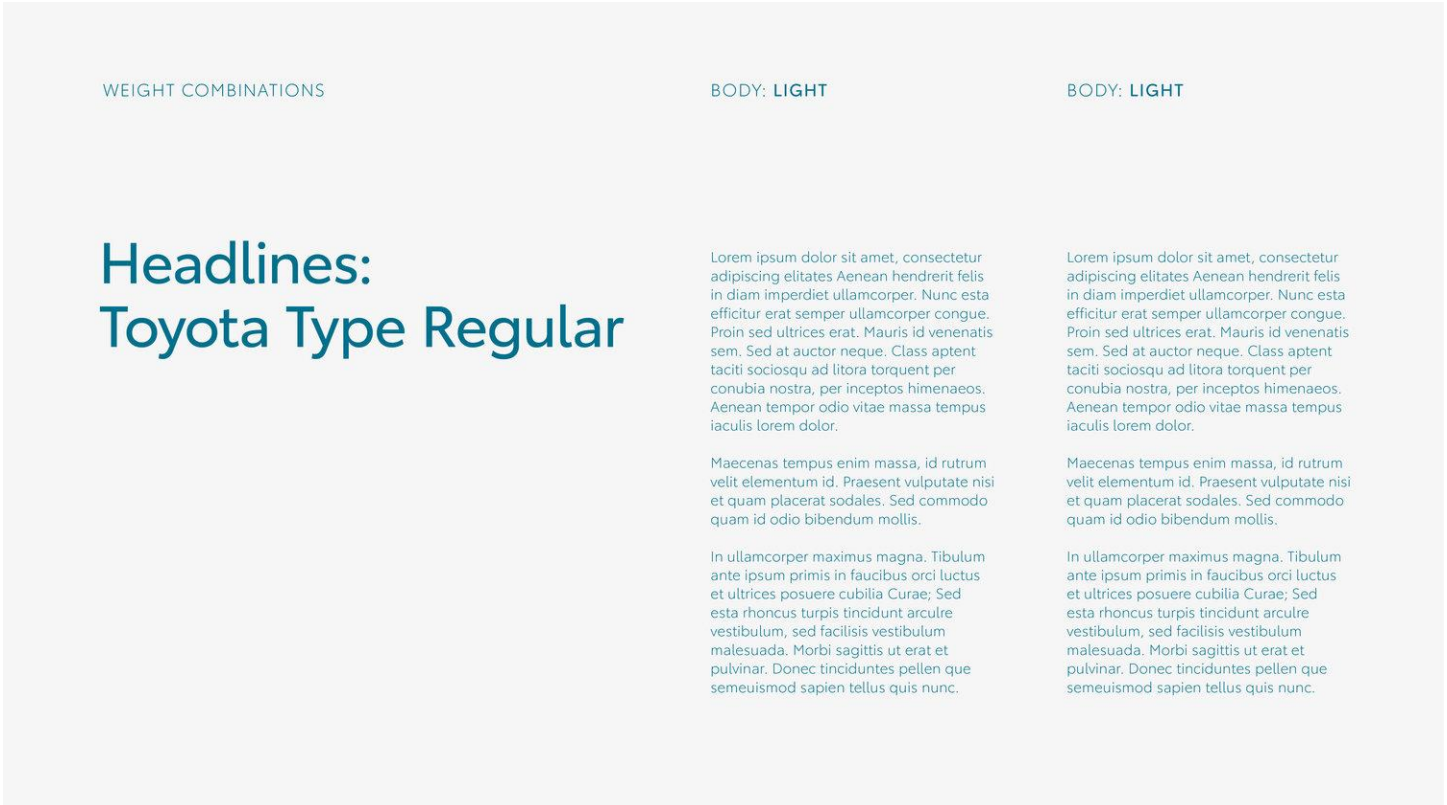
TYPE SETTING HEADLINES

WEIGHT: REGULAR
KERNING: OPTICAL
TRACKING: 0
EXAMPLE PT/LEADING:
75 PT / 84 PT

TYPE SETTING BODY TEXT

WEIGHT: REGULAR
KERNING: OPTICAL
TRACKING: 0
EXAMPLE PT/LEADING:
19 PT / 24 PT

WEIGHT COMBINATIONS



TYPE SETTING HEADLINES

WEIGHT: REGULAR
KERNING: OPTICAL
TRACKING: 0
EXAMPLE PT/LEADING:
75 PT / 84 PT

TYPE SETTING BODY TEXT

WEIGHT: REGULAR
KERNING: OPTICAL
TRACKING: 0
EXAMPLE PT/LEADING:
19 PT / 24 PT

WEIGHT COMBINATIONS



TYPE SETTING HEADLINES

WEIGHT: REGULAR
KERNING: OPTICAL
TRACKING: 0
EXAMPLE PT/LEADING:
75 PT / 84 PT

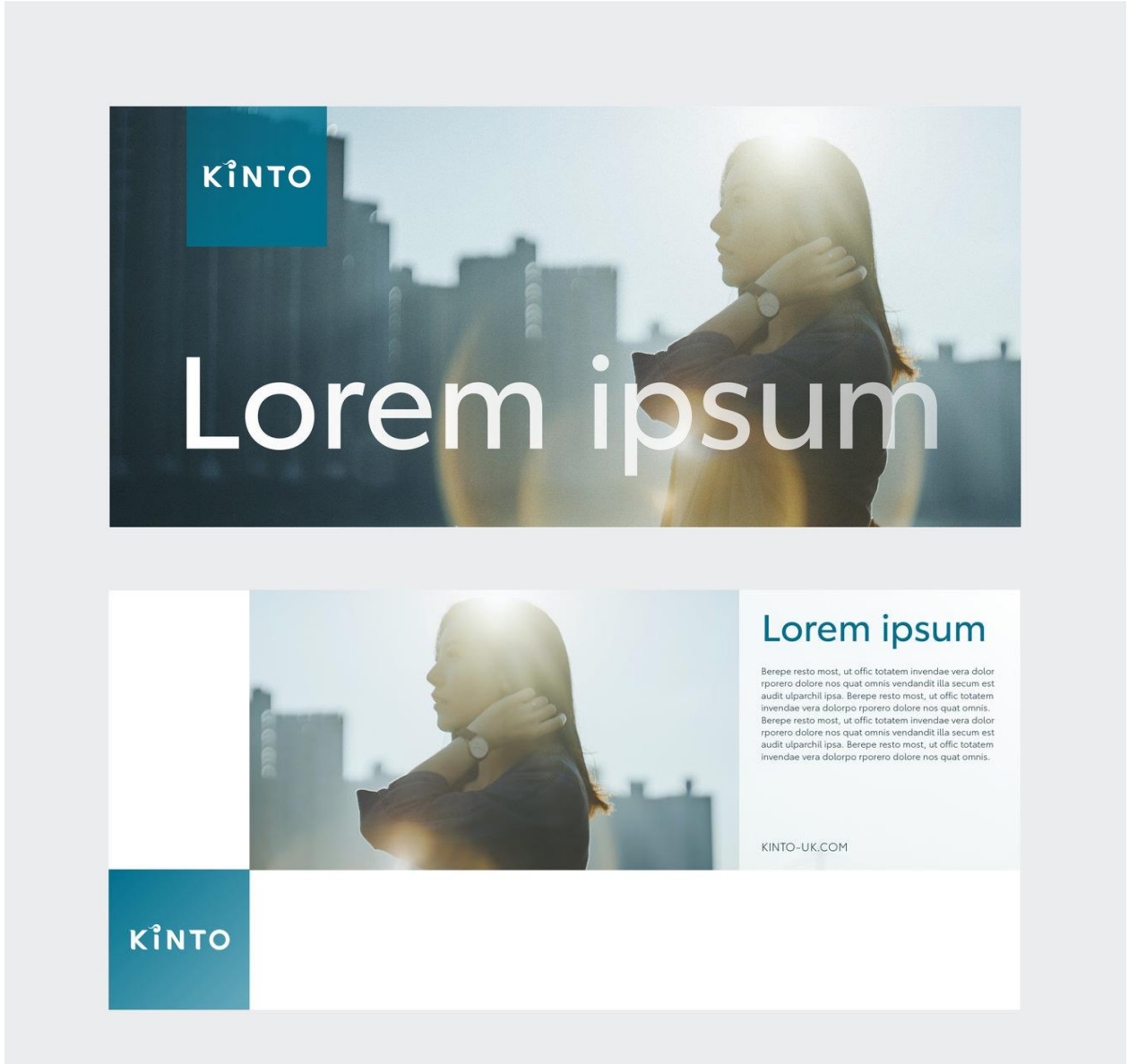
TYPE SETTING BODY TEXT

WEIGHT: REGULAR
KERNING: OPTICAL
TRACKING: 0
EXAMPLE PT/LEADING:
19 PT / 24 PT

TYPE SETTING FOLIOS/CAPTIONS/LINKS/ HASHTAGS

WEIGHT: LIGHT/REGULAR
KERNING: AUTO
TRACKING: 70
EXAMPLE PT/LEADING:
23 PT / 29 PT

Type Setting Examples



Type Setting Examples



07 Layout

KINTO

THE LAYOUT SYSTEM IS BASED ON A SIMPLE GRID

The calm, clear design speaks to the simplicity of the KINTO experience and the multi-faceted, modular nature of the products.

The boxes and panels and even some type elements have a slight transparency which adds a premium finish and references the brand's cloud-inspired name. The system is designed to be easy to work with and be very flexible across different formats and media.

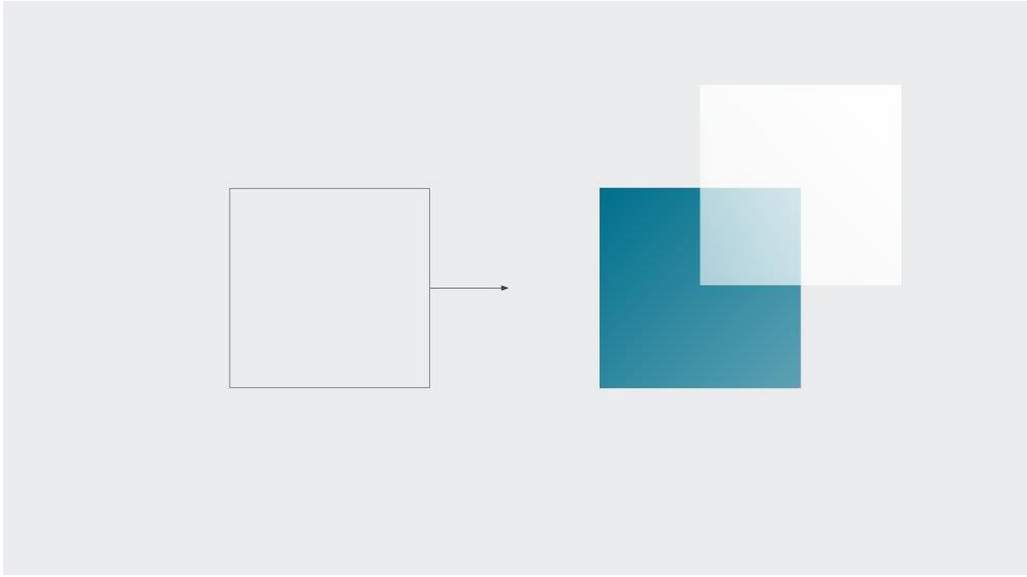


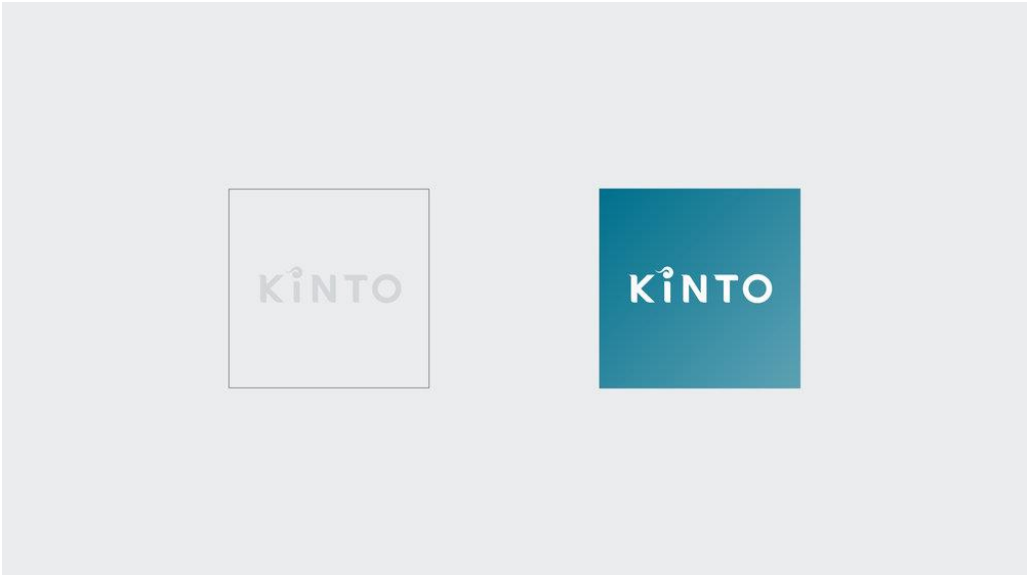
BUILDING LAYOUTS

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.

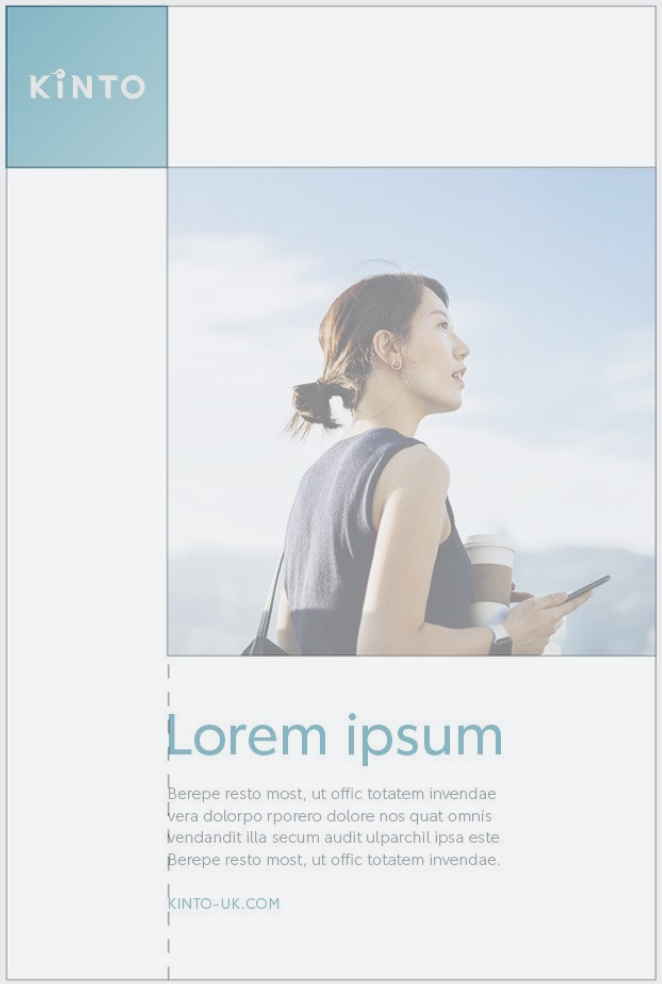
Use one or two elements to inform the rest of the layout.






KINTO
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KINTO
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KINTO-UK.COM

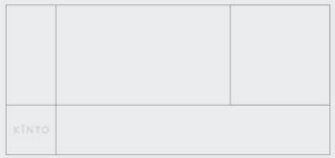


Lorem ipsum

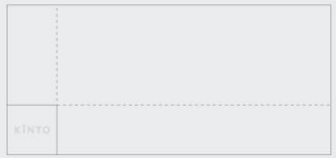
Berepe resto most, ut offic totatem invendae vera dolor rporero dolore nos quat omnis vendandit illa secum est audit ulparchil ipsa. Berepe resto most, ut offic totatem invendae vera dolorpo rporero dolore nos quat omnis. Berepe resto most, ut offic totatem invendae vera dolor rporero dolore nos quat omnis vendandit illa secum est audit ulparchil ipsa. Berepe resto most, ut offic totatem invendae vera dolorpo rporero dolore nos quat omnis.

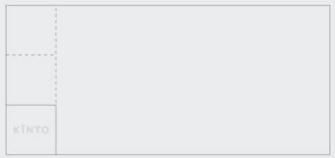
KINTO-UK.COM

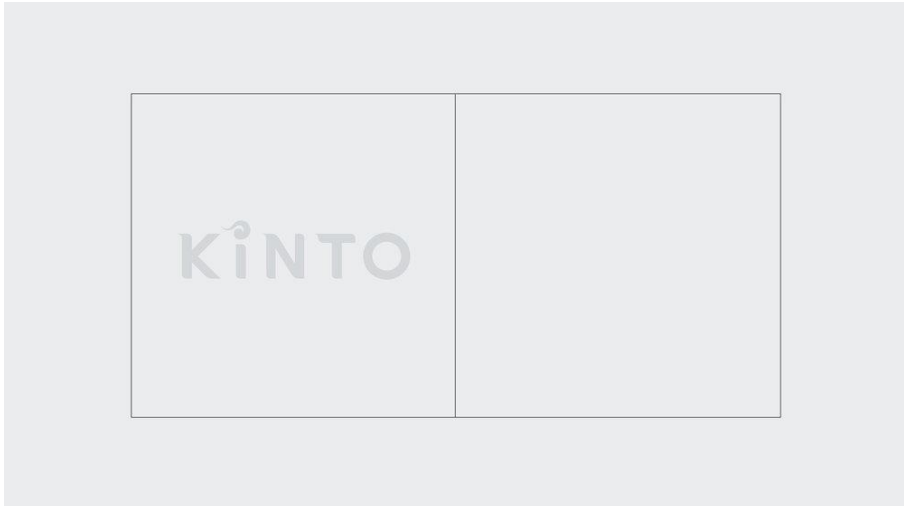
KINTO



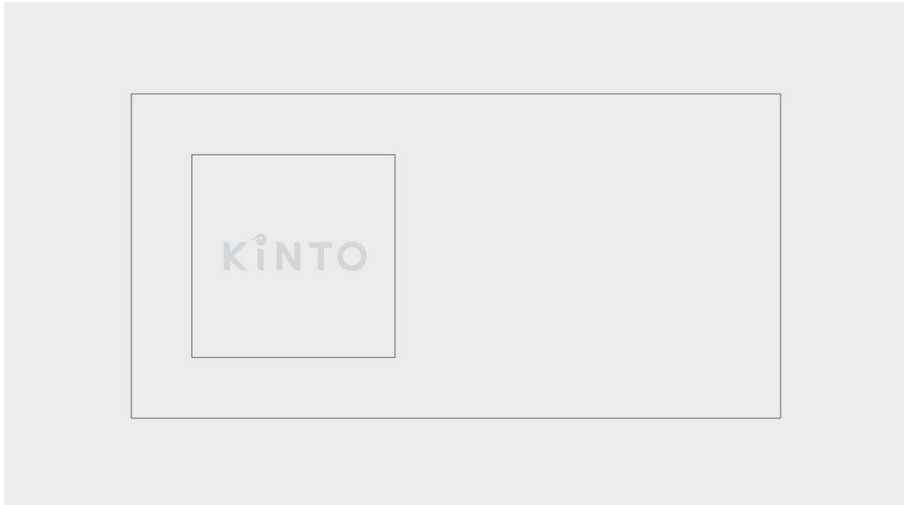






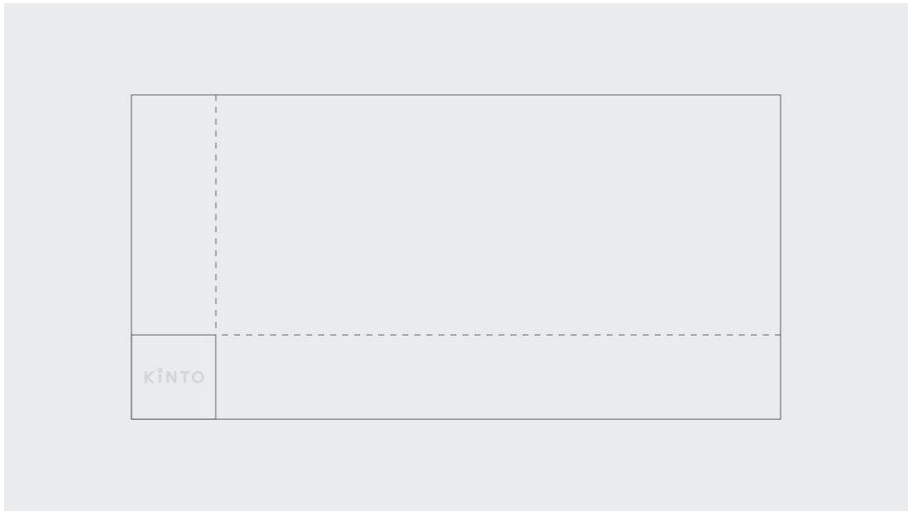






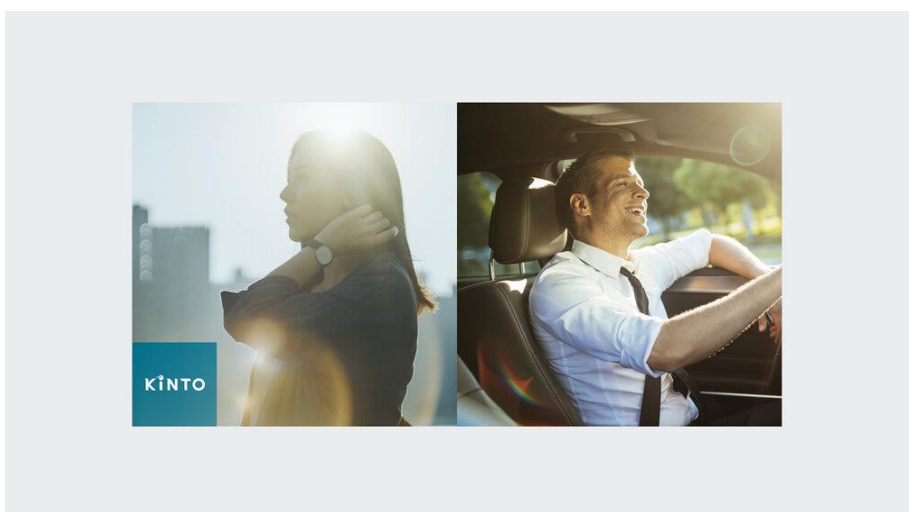


48 SHEET (GRID + LAYOUT)

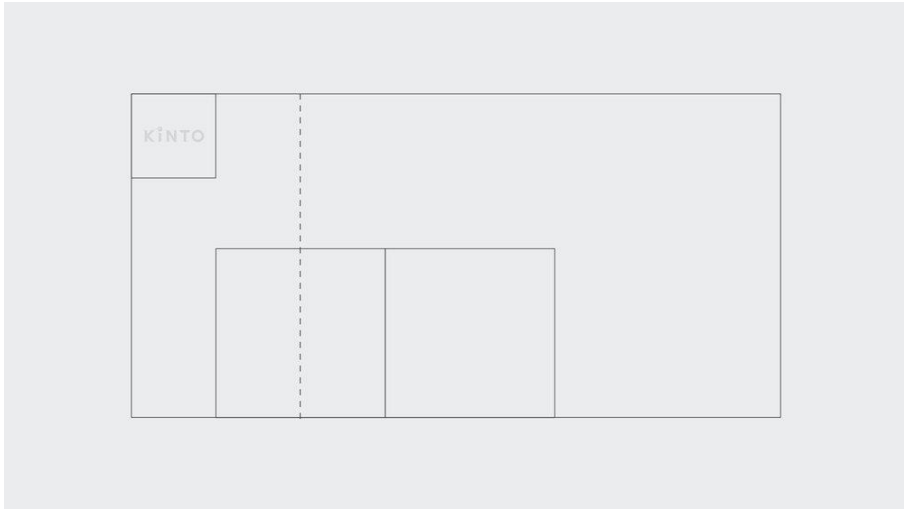




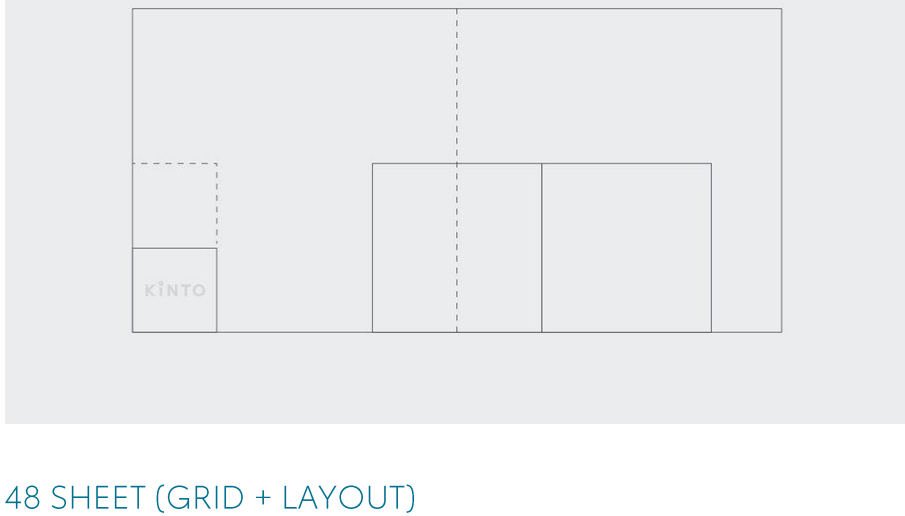


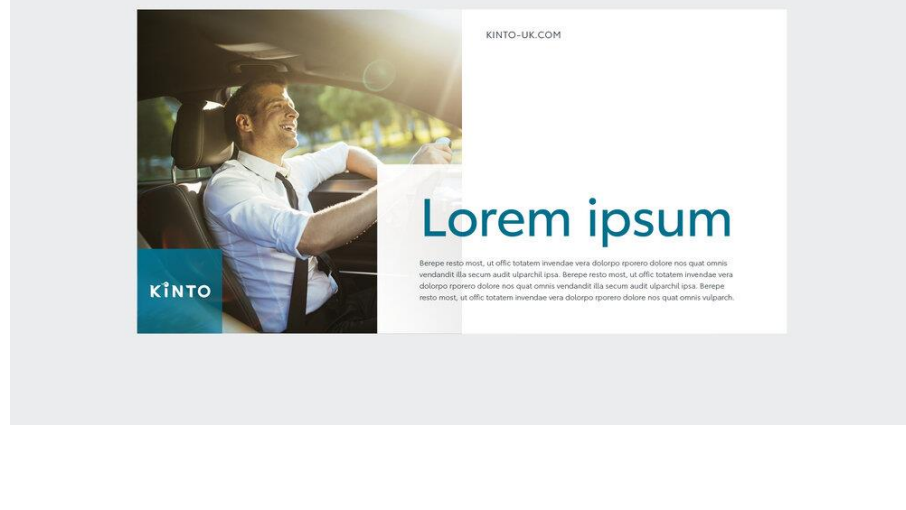


48 SHEET (GRID + LAYOUT)

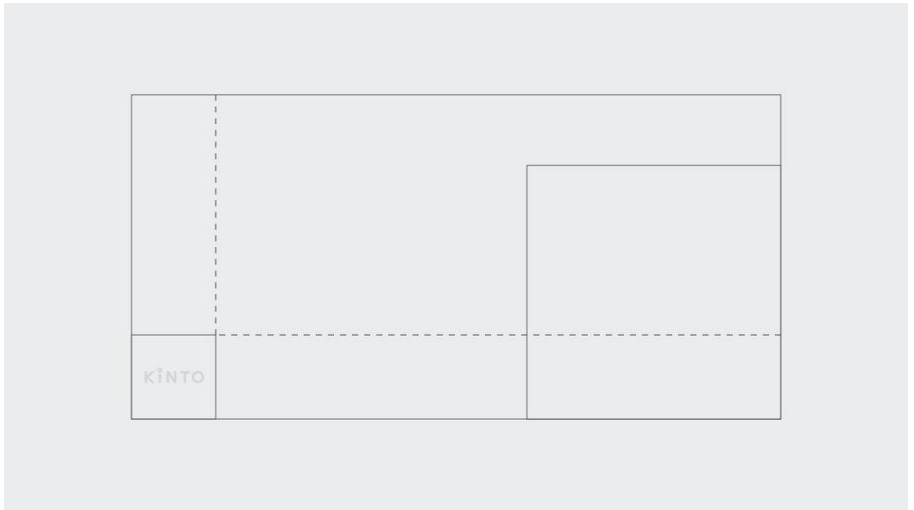


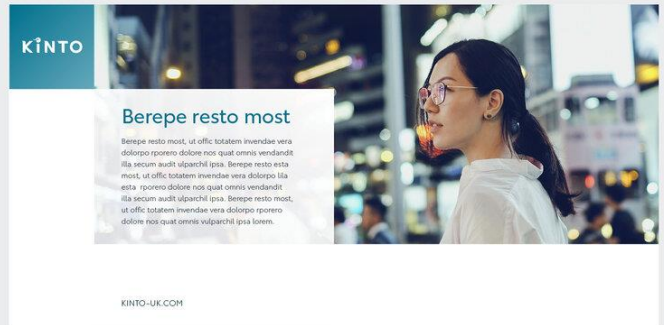


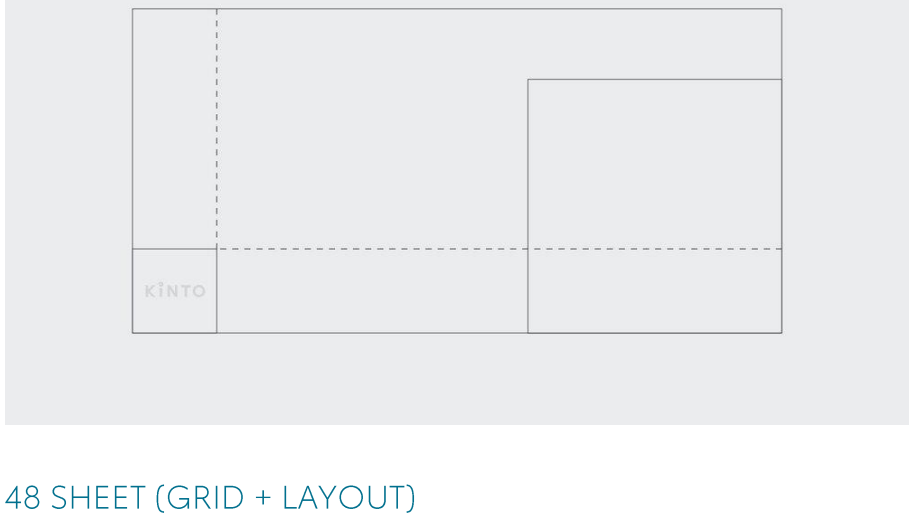


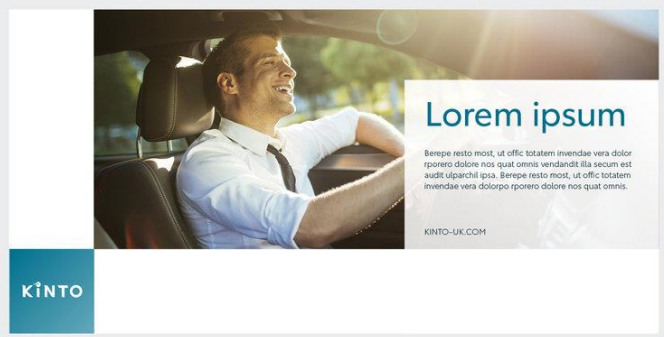


48 SHEET (GRID + LAYOUT)



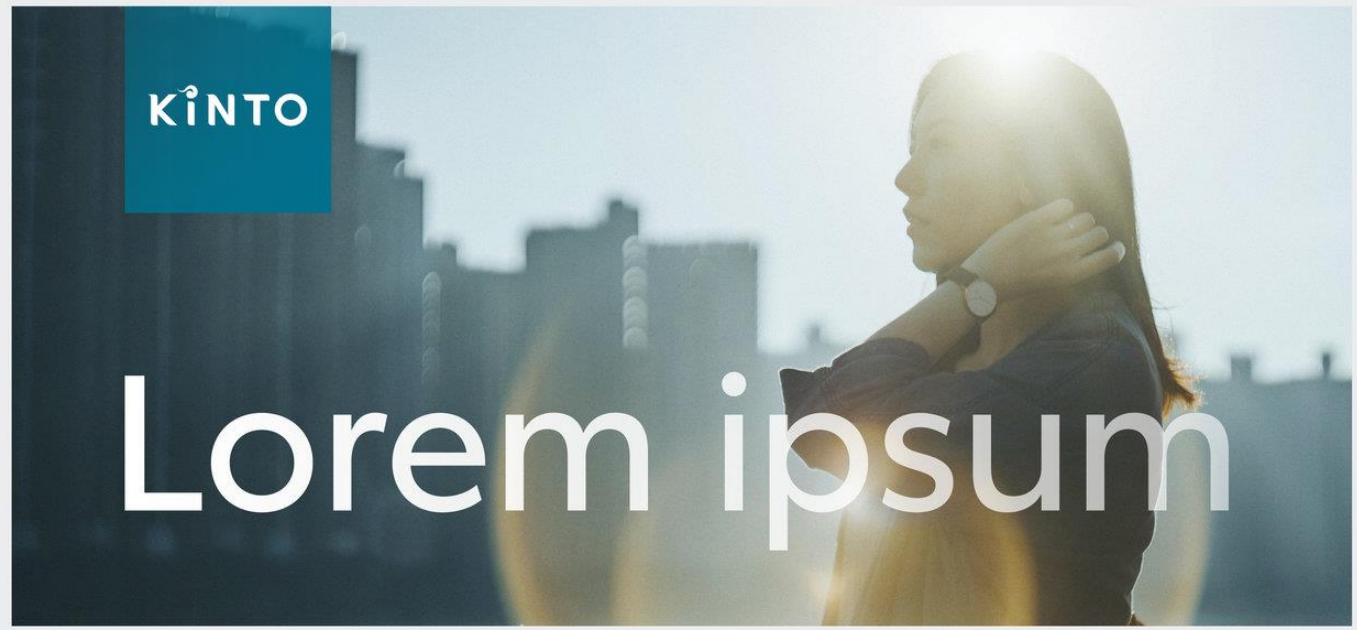






48 SHEET (GRID + LAYOUT)

Very large headlines may also have the light gradient applied to them:

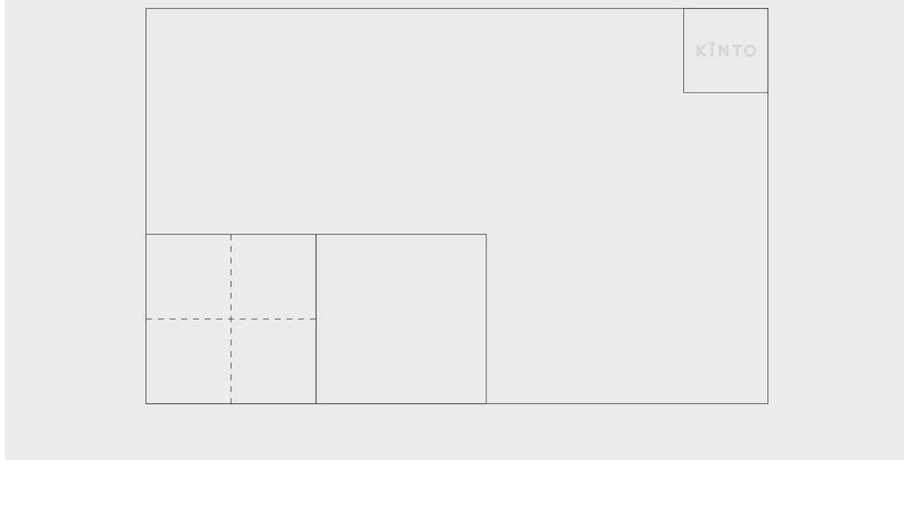


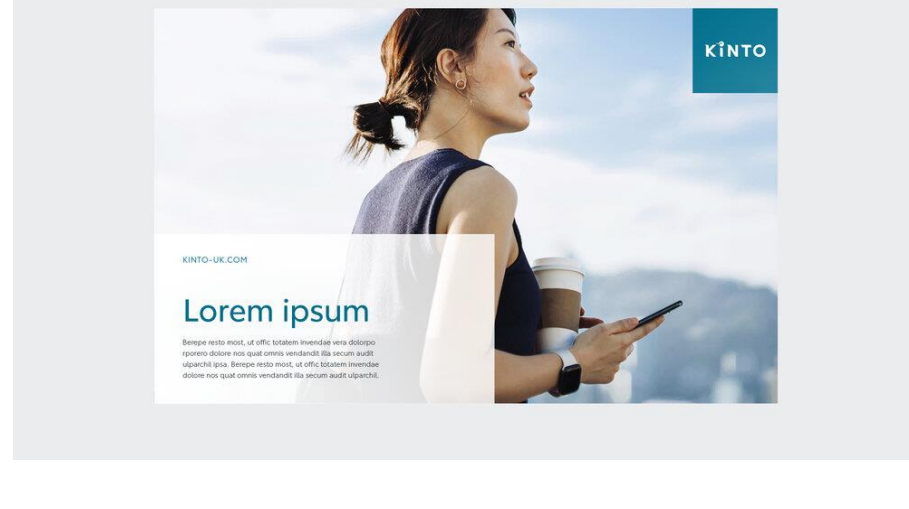


DPS (GRID + LAYOUT)

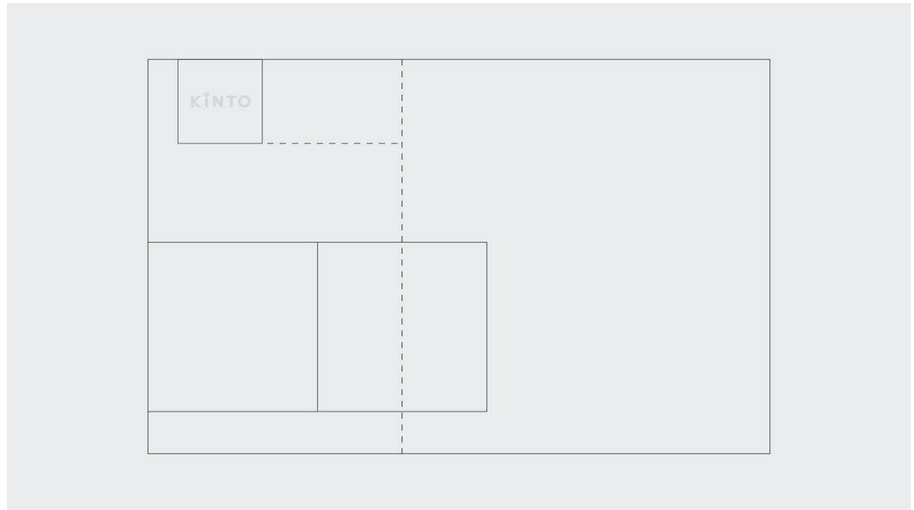




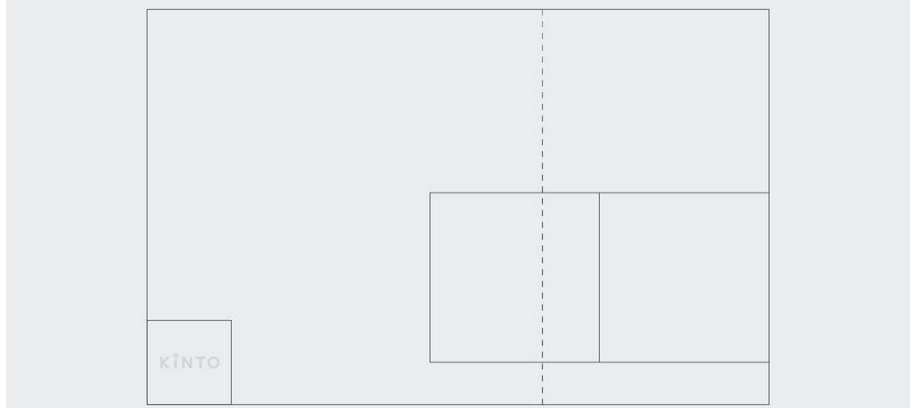




DPS (GRID + LAYOUT)





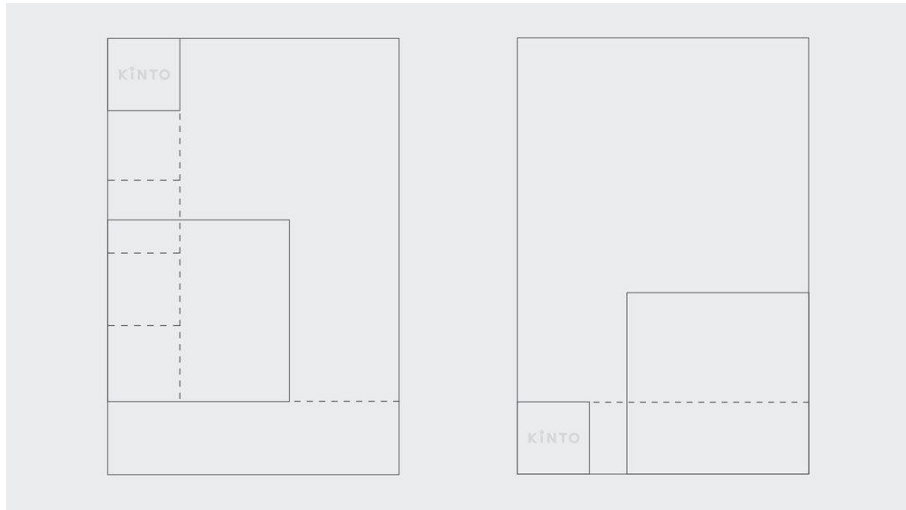


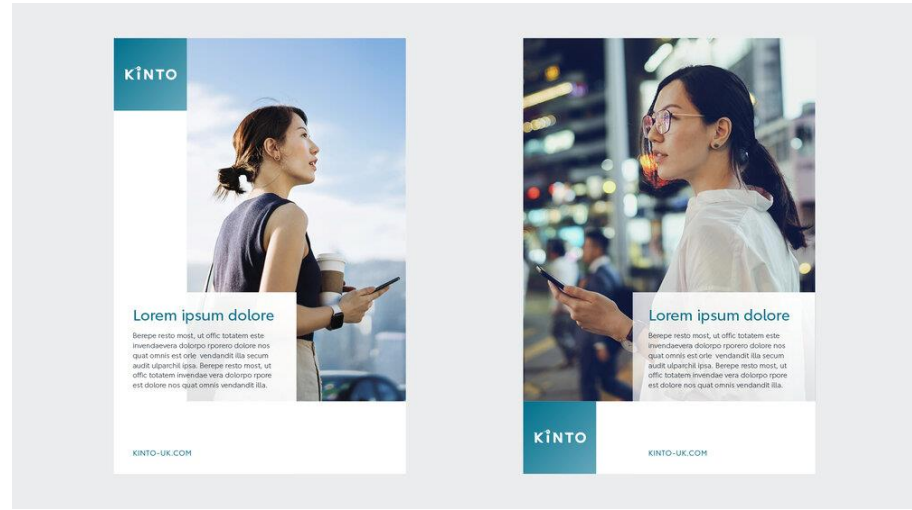


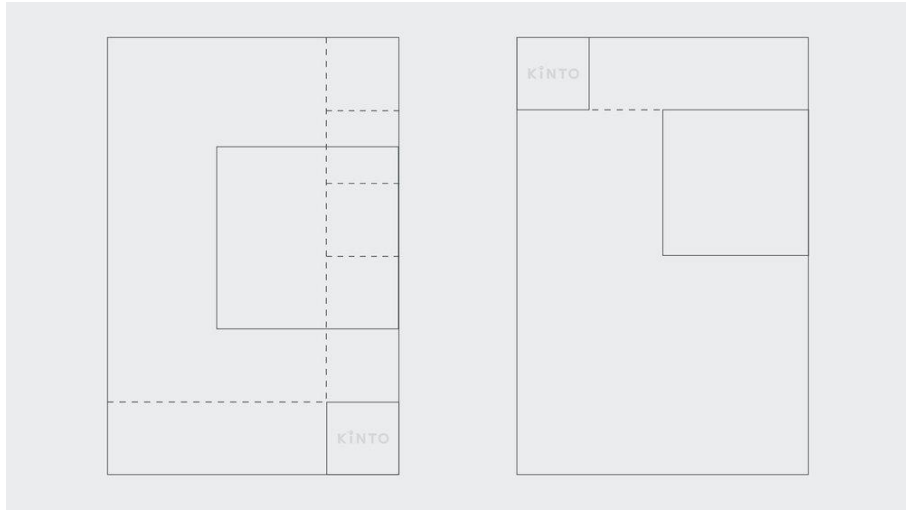
DPS (GRID + LAYOUT)

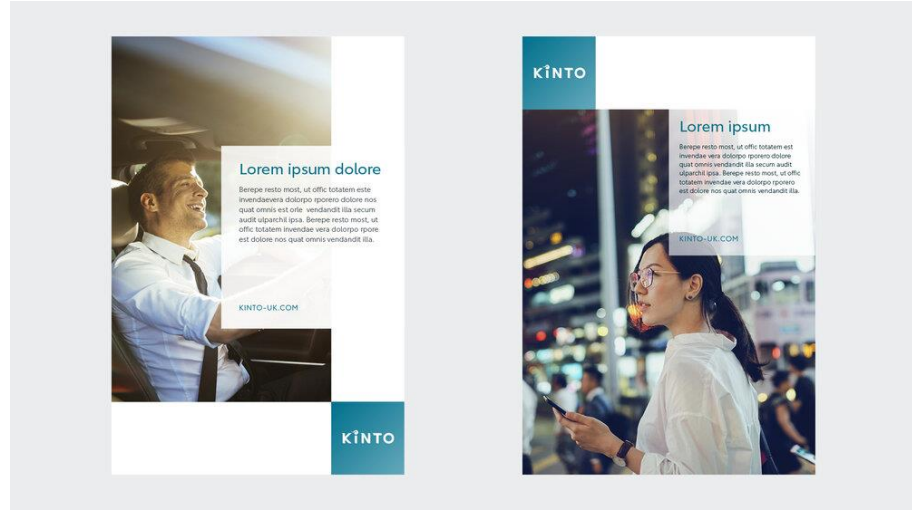


6 SHEET (GRID + LAYOUT)









6 SHEET (GRID + LAYOUT)



A4 (GRID + LAYOUT)

08 Image Treatment

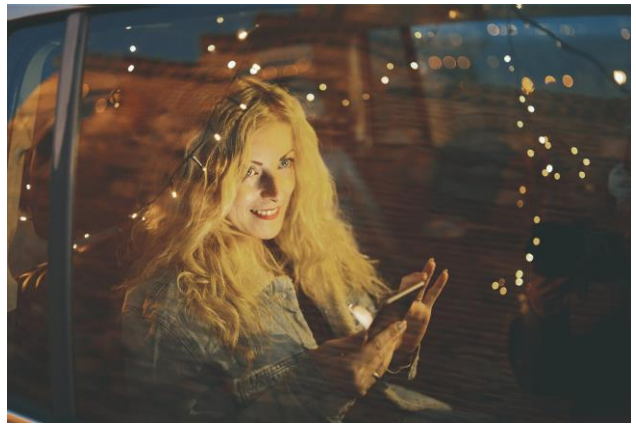
KINTO

OUR IMAGERY FEATURES A DISTINCTIVE BLUE GRADE `

This helps to link photography and video to the KINTO brand, and in the early stages of our launch, also helps to integrate assets coming from a variety of sources.

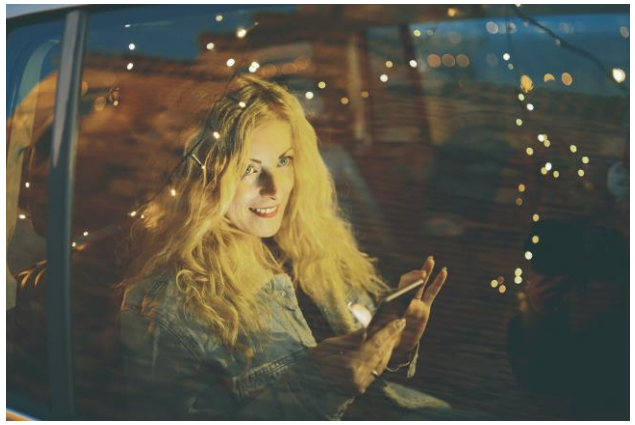
The grade is simply created in Photoshop by pushing up the blue and green channels, then reducing the saturation of red areas of the image while increasing saturation overall.





ORIGINAL IMAGES — **WITHOUT** IMAGE TREATMENT





ADJUSTED IMAGES — **WITH** IMAGE TREATMENT

9

Brand World

KINTO

KINTO BRAND WORLD

Focuses on the nature of our film and photography assets. There are two key areas of interest; tone and content.

Our imagery should be modern, positive and aspirational but also as authentic as possible. When we show cars and mobility technology, we show it in the context of real people's lives; a forward-thinking, diverse population living actively and optimistically in vibrant, global cities.

When promoting KINTO services for specific vehicles, or in Toyota's world, please use approved campaign imagery. Always check usage rights with your relevant contact.



OVERALL TONE



ASPIRATIONAL YET AUTHENTIC

Our imagery should present an attractive, ambitious and desirable lifestyle but it should also be grounded in reality.



FORWARD-THINKING YET HUMAN

We celebrate the innovation and take a modern view on the world, but we demonstrate how cars and mobility technology simplifies and enhances real people's lives.

We don't exist in a cold tech vacuum and we don't overcomplicate things.



ENERGISED YET FOCUSED

We love mobility and take joy in being free to move. Our imagery should feel alive and energised, but not chaotic.

CONTENT



PEOPLE

Our brand idea is ‘Ever better mobility for all’ and we are a modern, forward-thinking business, so we show a diverse group of people in our images.

Gender, ethnicity, age, gender, orientation, ability should all be open when considering casting.

..



PLACES

We are open to all locations but tend to focus on urban environments.



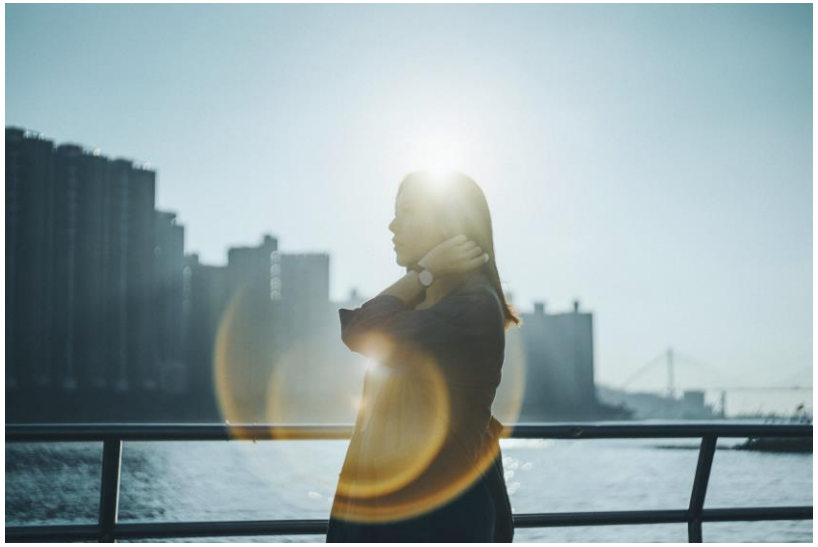
PRODUCT

When showing vehicles, wherever possible we show them moving dynamically through real city environments. This should be shot with car and be presented as desirable, premium (but not luxury) products.

When showing cars and mobility technology, we show how it fits into real people’s lives.









10 UI Design

KINTO

KINTO UX AND UI DESIGN PRINCIPLES.

To ensure a consistent and holistic brand experience, its digital elements should be designed in accordance with KINTO UX and UI design principles.

UX should be clear, fluid and well thought-through to demonstrate the company's integrity and commitment to delivering reliable products.

This experience should be supported by visual interfaces which are clean and uncluttered but also bring a sense of cut-above product quality.

UI for any app development, or digital product that utilises KINTO design should adhere to our UI Style Guide that can be found within Figma and must be approved by the KINTO Central Brand Team.

For the full set of KINTO UI elements & components, please visit the link below, where you can find core UI elements and components for Web and App, as well as Sketch files for download.

UX/UI Gallery

To get Design System or Sketch library access, or if you require additional support on UI, please contact mail to:

clement.pineau@kinto-mobility.eu

11 Tone of Voice

KINTO

TONE OF VOICE

WE SHOULD ALWAYS:

SIMPLY EXPLAIN – Think from a customer's perspective and convey the benefits.

USE EVERYDAY WORDS – Be clear and simple so everyone can understand. No jargon.

BE ENGAGING – Always fresh, positive and welcoming in the way we talk.

BE CONFIDENT – We are backed by the largest automotive brand in the world. We know we can do this and do it well.

BE HUMAN – We are human after all. Talk as real people not automotive industry professionals.

WE SHOULD NEVER:

OVERCOMPLICATE – Find ways to make everything simple and clear.

Break down complicated ideas by just saying what they mean in practice. A station-based car sharing scheme can simply tell people that they can 'hire a car for a day, a week or a month' if that's what they can do.

USE INDUSTRY LANGUAGE – We don't want to get lost using words we see our peers using, we need to remember our customers. We'd never refer to an electric scooter as a 'sporty urban rider', instead we'd probably keep it simple and just call it an 'electric scooter', because that's exactly what it is.

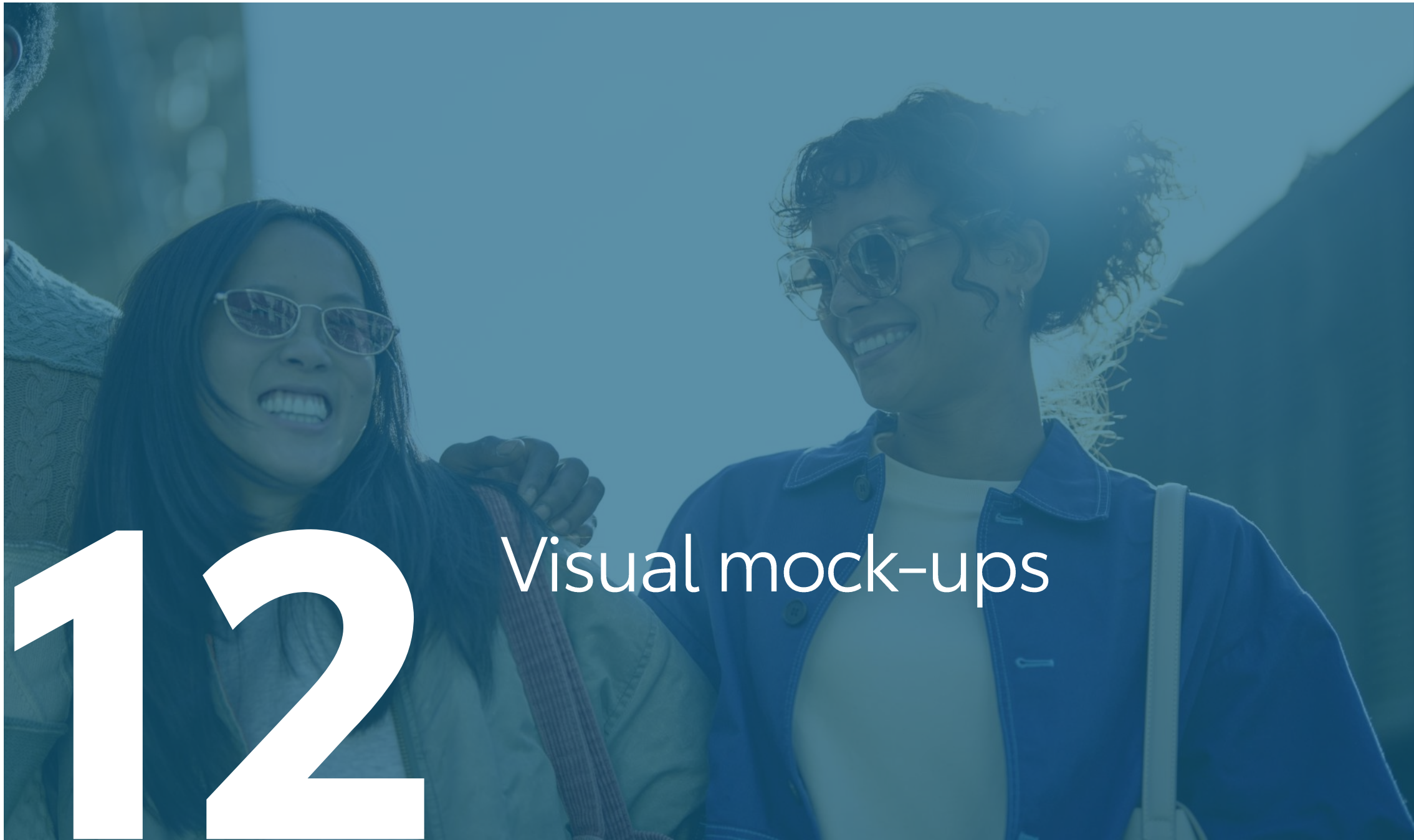
WE SHOULD NEVER:

BE A SALESMAN – Avoid subjectivity, let people decide if they think it's a good thing or not.

We would never be pushy or tell customers they must use our service, instead we'd invite them to try.

BE ARROGANT – It's not a good look. We don't assume we offer the best service, we let our customers decide that for themselves.

BE OVERFAMILIAR – Don't believe that what we're doing is the only thing happening in someone's life. We would never expect them to be our best friend, but we would be happy to be by their side.



12 Visual mock-ups

KINTO

Brand Hero Messaging Visual Execution

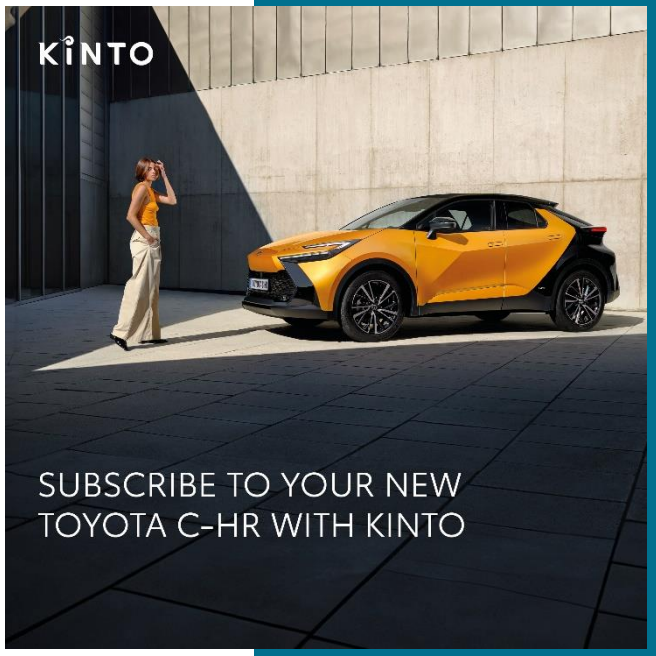
How to reutilize a Toyota asset in KINTO communications.
Ensure KINTO design and messaging principles are followed.

Please make sure the buyouts have been cleared and carefully select images that focus rather on people, environment, lifestyle than only cars.

KINTO BRAND MESSAGING

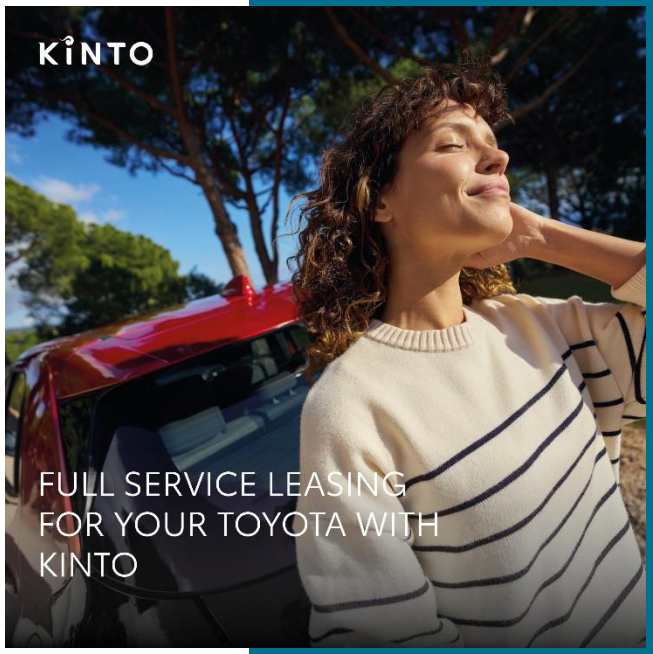


Service Messaging visual execution



How to reutilize a Toyota asset in KINTO communications for service messaging. Ensure KINTO design and messaging principles are followed.

Please make sure the buyouts have been cleared and carefully select images that focus rather on people, environment, lifestyle than only cars.



How to use brand specific asset in KINTO communications.

When using KINTO assets in KINTO channels, the use of logo can be flexible asset in KINTO communications.

In social media and website channels, where the KINTO logo is visible, there is no need to reuse the KINTO logo in assets.

Merchandise
Logo placement

With any kind of communication, including merchandise please adhere to the brand guidelines of both brands. Please pay attention to the quality of media and ensure the safe area around the KINTO and the Toyota logo is respected.

Please ad to use the Lock up "Flexible Mobility Solutions" when the size of the item allows it.



DO ✓

Both logos aligned on one piece of merchandise, however logos are separated and provide safe space.



DON´T ✗

No use of composite logo in any kind or lack of safe area around logos.

Communication
Do´s and Don'ts

DO´s ✓

Point out that despite the connection to Toyota´s vehicles, KINTO is an INDEPENDENT brand.

Communicate KINTO as a provider of flexible and convenient mobility solutions to access quality Toyota vehicles.

Use KINTO specific assets with a focus on owned channels

Repurpose existing Toyota model specific campaign, and adapt the assets by following KINTO principles.

DONT´s X

Communicate externally that KINTO is a sub-brand of Toyota.

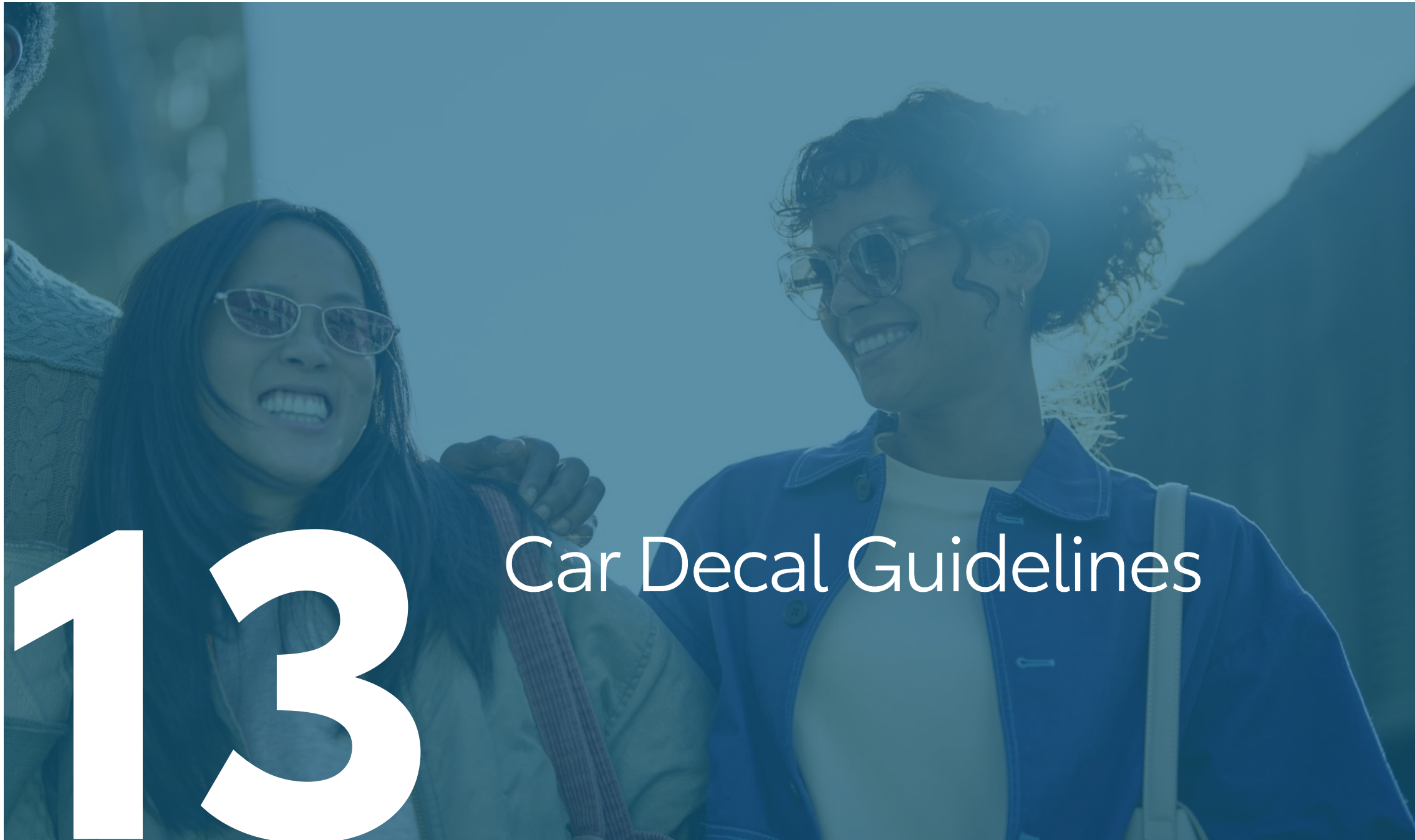
Place Toyota logo on KINTO communication materials.

Adopt elements of Toyota´s visual identity into KINTO communications.

Only focus on Toyota cars in visuals. Please try to focus on people, environment and lastly, product, in visual communication.

Mobility partner of Toyota

Toyota mobility services



13 Car Decal Guidelines

KINTO

·· PROTECTED 関係者外秘



·· PROTECTED 関係者外秘

Lockup guidelines

Our logo lockup is fixed.
No editing should be made.

It must optically align to the KINTO logo's width and centred.

The spacing between
the logo and the subline should be 100% of the height of the subline.





·· PROTECTED 関係者外秘

Sizing & placement

The width of the logo lockup should be approximately 50% of the door panel and optically placed in a central position.



Colour

Our primary choice of colour is the KINTO blue.

This can be changed to white if the vehicle is a dark colour and creates a lack of contrast between the lockup and the vehicle colour.

No other colour options should be used.

KINTO BLUE

PMS 7702C
#59a265
RGB 89.162.181
CMYK
78.11.27.0

KINTO WHITE

#ffffff
RGB 255.255.255
CMYK 0.0.0.0

Colour



DO change the primary choice of KINTO blue to white where necessary to create high contrast and visibility of the logo lockup and the wave asset.



DO NOT sacrifice legibility for the KINTO blue primary colour.

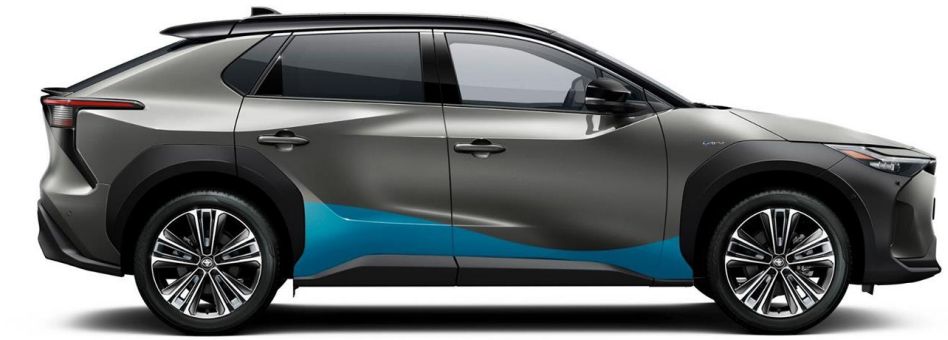
‘Wave’ asset

The wave is an asset that should be placed across the full length of the side skirt from the front wheel arch to the back wheel arch.

Following suit from the colour of the logo lock up, our primary choice of colour for the ‘wave’ is the KINTO blue. This should be changed to white if the vehicle is a dark colour and creates a lack of contrast between the lockup and the vehicle colour.



‘Wave’ asset placement



DO place the wave asset across the full length of the side skirt, from front wheel arch to the back wheel arch.



DO NOT exceed the parameters of the wave asset guide.

·· PROTECTED 関係者外秘

Car decal placement

YARIS CROSS



·· PROTECTED 関係者外秘

Car decal placement

C-HR



·· PROTECTED 関係者外秘

Car decal placement

COROLLA



Car decal placement

RAV4



Car decal placement

YARIS CROSS



Car decal placement

bZ4X



Car decal placement

YARIS



Car decal placement

PROACE



·· PROTECTED 関係者外秘

Car decal placement

PROACE VERSO



QR code

The addition of a QR code is optional for markets. Only include where required.

If the QR code is included, do not use the ‘wave’ asset in order to keep a cleaner design and avoid too many branding elements.

The QR code would need to be created by each market or relevant party, to link to the preferred local KINTO website.



·· PROTECTED 関係者外秘

QR code guidelines

The QR Code should always be the height of the 'KINTO – Choose your way to Drive' lockup.

Place on the back door, parallel to the size and height of the KINTO lock up on the front door.

Optically align the QR code lockup on the baseline.





Co-branding guidelines.

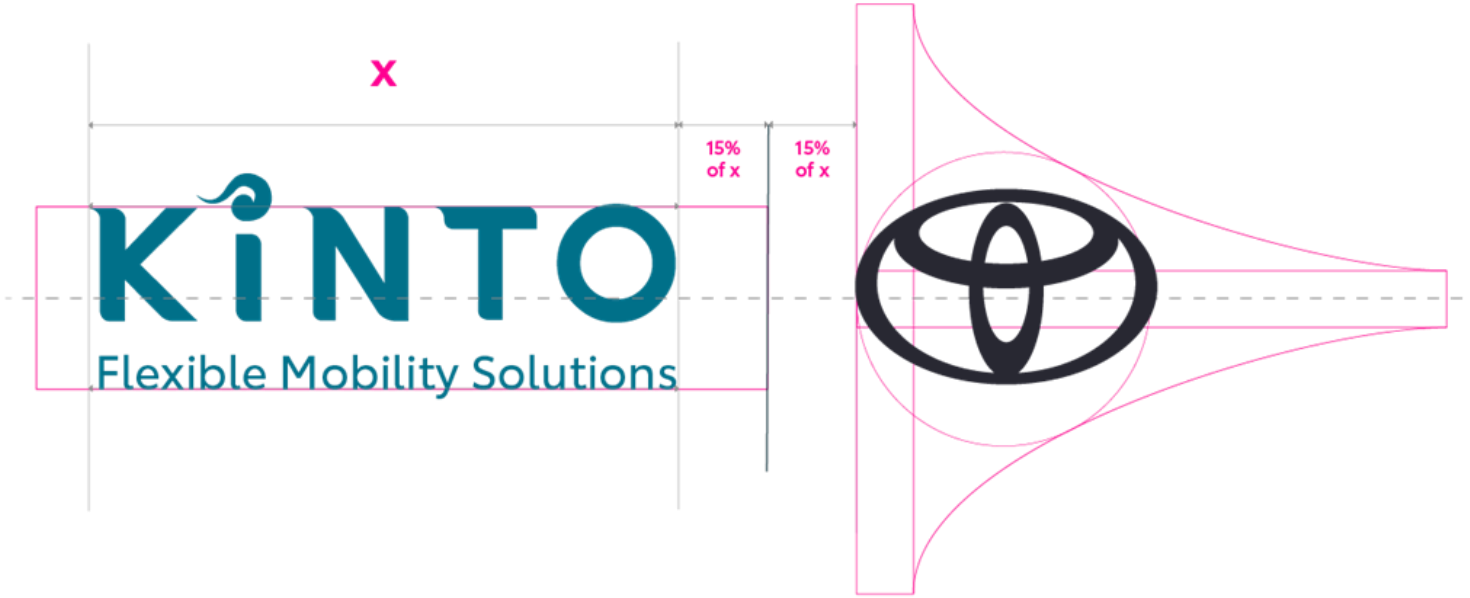
Both logos should appear as a single lock up, and be placed together on the front car door.

When placing partnership logos with the KINTO lockup, please use our guides as a basis for sizing.

The space between the divider should always be 15% of the length of the KINTO logo.

Depending on what shape the partnership logo is, will depend on the the size. Use the guide relatively to the shape of logo being integrated.

QR code additions are not recommended in this scenario.



Co-branding example.



·· PROTECTED 関係者外秘

Sizing & placement

The width of the co-branding lockup should be approximately 75% of the door panel and optically placed in a central position.



For more information, please contact:

If you need help or support or have any questions concerning how to integrate Toyota in KINTO communications, please feel free to contact:

Patricia Crespo (KINTO)

patricia.crespo@toyota-europe.com

For guidance on how to integrate KINTO into Toyota communications please refer to the toolkit provided by TME Marketing & Communications team. For further support, please contact:

Emanuela Felici (TME)

Emanuela.felici@toyota-europe.com

KINTO

