



The Toyota Visual Identity System (VIS) is a comprehensive tool to guide communications of both the Toyota brand and its products in a unified and consistent manner. Here you'll find information and guidance on the various design elements that make up our visual identity.





Building recognition through consistency

By consistently presenting the Toyota brand and its products, we facilitate recognition of and loyalty to our brand in the marketplace. And the higher the recognition and esteem, the more likely that customers will choose our products and services.

LATEST UPDATES

Logo

28. May
2020

Logo Optimizations

Asset ID

28. May
2020

Updated Asset IDs for
Toyota Brand and Vehicle
Logos and End Tags



| | | |
|-------------------------|-----------------|-----------------------------|
| Branding | 2020 | and Coordinating Guidelines |
| Dynamic Branding | 12. March 2020 | Added Dynamic Supers |
| Signage | 08. August 2019 | Added Signage Section |
| End Tag | 08. August 2019 | Updated Full Guidelines |
| Sub-brand | 02. May 2019 | Added Sub-brand section |
| Introduction | 02. May 2019 | Updated Highlights section |
| End Tag | 04. April 2019 | Added End Tag section |
| Co-branding | 01. Nov 2018 | Added Co-branding section |
| Asset ID | 03. Oct | Added Corolla |



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|-----------------|-----------------|--|
| Asset ID | 03. Oct 2018 | Added 1-Color logos for Toyota Brand and LGP |
| Logo | 03. Oct 2018 | Added 1-Color logo section |
| Layout | 03. Oct 2018 | Updated logo sizes, margin, and logo placement |

HIGHLIGHTS

Logo

At the heart of Toyota's Visual Identity System is our suite of logos. Now positioned within a staging platform, it will increase visibility and help unify our



[See More](#)

Typography

Typography provides a strong, unifying element to convey a consistent brand voice across all communications. Toyota Type, custom-designed for

high legibility and mobile devices, is a distinctive and modern sans serif that is approachable, human, highly technical and conscientiously engineered.

[See More](#)

Layout

The layout framework unifies the elements of the Visual Identity System, ensuring that everything will be readable and unmistakably Toyota with anchoring brand



[See More](#)

NEXT

Introduction



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