VISUAL GUIDELINES



When using TGR-WRT visuals always make sure to comply with these visual guidelines.

Logo usage

We hope these guidelines help you fully understand the application range of the logos and the content of the guideline and ensure that you use the logos correctly.
Be sure to always contact the TGR-WRT Marketing & PR Division when using the logos.

Company logo



TOYOTA GAZOO Racing World Rally Team

This is the name and logo representing TGR-WRT company and activities, which promote the development of making ever-better cars. They can be used at motorsports activities, events, dealer activities and shared more widely with overseas affiliates and dealers that understand and promote TGR-WRT activities.

Team logo





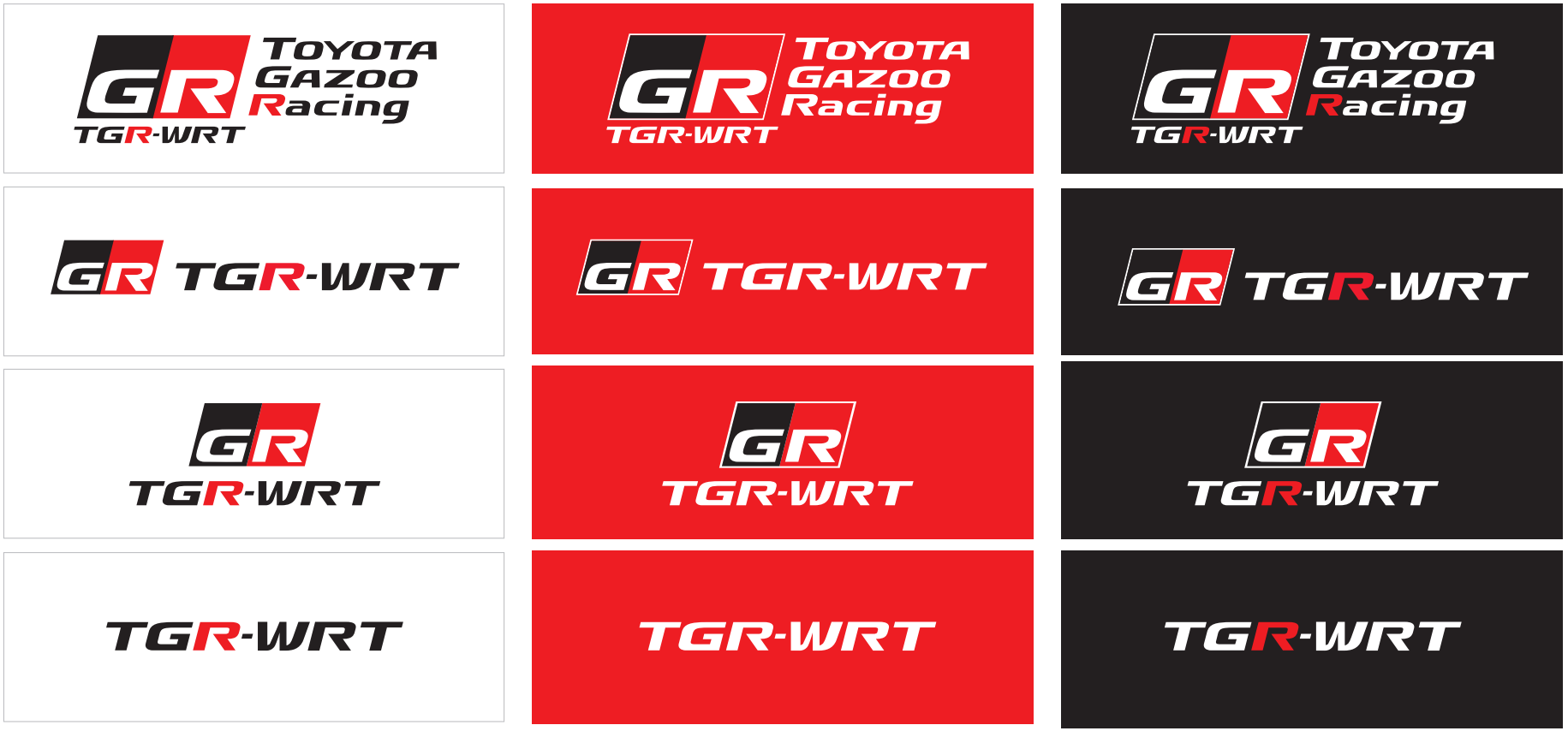
TGR-WRT

These logos can be used for TGR World Rally Team branding and activities which promote TGR-WRT commitment to prosper and develop quality employment, a diverse and inclusive workplace, and to improve society through sustainable innovations.

Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division

Basic Logos

Do not change the language, capitalization or any other part of the design of the TGR-WRT logo.



Color

WHITE	CMYK	C:0 / M:0 / Y:0 / K:0
	DIC	White
	Pantone	White
	RGB	R:255 / G:255 / B:255
		#FFFFFF
TGR RED	CMYK	C:0 / M:100 / Y:100 / K:0
	DIC	2496
	Pantone	1795C
	RGB	R:255 / G:0 / B:0
		#FF0000
TGR BLACK	CMYK	C:0 / M:0 / Y:0 / K:100
	DIC	582
	Pantone	Black2C2X
	RGB	R:0 / G:0 / B:0
		#000000

Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division

Basic Logos

The same logo style rules shall apply on all color.

Horizontal version - 1

Recommended



Horizontal version - 2

Recommended



Stacked version



Logotype stand-alone



Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division

Grayscale

• Use the logo in grayscale only when printing capabilities limit the number of colors available.

* Please apply at the planning stage before beginning production.

Note: Stand-alone use of the symbol mark is prohibited

















Color

TGR BLACK	CMYK	C:0 / M:0 / Y:0 / K:100
	DIC	582
	Pantone	Black2C2X
	RGB	R:0 / G:0 / B:0
		#000000

WHITE	CMYK	C:0 / M:0 / Y:0 / K:0
	DIC	White
	Pantone	White
	RGB	R:255 / G:255 / B:255
		#FFFFFF

GRAY	CMYK	C:0 / M:0 / Y:0 / K:50
	DIC	544
	Pantone	424C
	RGB	R:159 / G:160 / B:160
		#9FA0A0

Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division

Black and white

• Use the logo in black and white only when printing capabilities limit the number of colors available.

* Please prioritize the use of the logo in grayscale and apply at the planning stage before beginning production.

Note: Stand-alone use of the symbol mark is prohibited

















Color

WHITE	CMYK	C:0 / M:0 / Y:0 / K:0
	DIC	White
	Pantone	White
	RGB	R:255 / G:255 / B:255
		#FFFFFF

TGR BLACK	CMYK	C:0 / M:0 / Y:0 / K:100
	DIC	582
	Pantone	Black2C2X
	RGB	R:0 / G:0 / B:0
		#000000

Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division

TOYOTA GAZOO Racing World Rally Team logo collection



Color

WHITE	CMYK	C:0 / M:0 / Y:0 / K:0
	DIC	White
	Pantone	White
	RGB	R:255 / G:255 / B:255
		#FFFFFF
TGR RED	CMYK	C:0 / M:100 / Y:100 / K:0
	DIC	2496
	Pantone	1795C
	RGB	R:255 / G:0 / B:0
		#FF0000
TGR BLACK	CMYK	C:0 / M:0 / Y:0 / K:100
	DIC	582
	Pantone	Black2C2X
	RGB	R:0 / G:0 / B:0
		#000000
GRAY	CMYK	C:0 / M:0 / Y:0 / K:50
	DIC	544
	Pantone	424C
	RGB	R:159 / G:160 / B:160
		#9FA0A0

Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division

Exclusion Zone

Always ensure the correct exclusion zone — the empty space or margin around the logo.

This area must not overlap with any other shapes, text or other elements.

* Do not include the white border around the symbol mark in "a" when using a dark background.

Horizontal version - 1

Recommended



Horizontal version - 2

Recommended



Stacked version - 1



Logotype stand-alone



Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division

Minimum Size

Shown are the minimum sizes that can be used. More importantly, consider the readability of the brand slogan, and choose an appropriate size.

* Do not include the white border around the symbol mark in "w" when using a dark background.

In case not able to secure minimum size of the logo, single use of the symbol mark, deformation or simplification of the logo without their reproducibility are absolutely prohibited.

Please contact us if you find it difficult to comply with the guideline.

Horizontal version - 1

Recommended



W = 22mm

Horizontal version - 2

Recommended



W = 40mm

Stacked version - 1



W = 32mm

Logotype stand-alone



W = 32mm

Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division

1-3-21 Prohibited Usage

Symbol mark may not be used on its own (except in cases where special permission is granted by the guideline administrator)



*Exception under certain conditions

Do not cut the letters out of the symbol mark and display the logo without them.



Do not add a gap between TGR Black and TGR Red on the symbol mark.



*Except embossing / etching logo
(see sections 1-3-11 for more details)

Outline text may not be used (inversions are prohibited)



Logotype font may not be changed



Relative position of the symbol, logotype or slogan may not be altered



Do not use the symbol mark without the white border.



Unauthorized color schemes may not be used



Shadowing is prohibited



Gradation and transparency are prohibited



Partial display of the logo is prohibited



Logo may not be surrounded by other elements



Backgrounds must not inhibit logo visibility



Additional elements may not be added



Background colors must provide sufficient contrast



Logotype letter and slogan letter spacing may not be altered



Logotype may not be used in regular body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

The symbol and logotype must not be transformed, including rotation or deformation (except when slight rotation is required when being applied to a vehicle exterior)



Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division

Prohibited Usage

Do not crop the shape of the logo



Do not blur to match the shape of the logo.



Do not place a border around a diamond-shaped symbol or logotype.



Do not reverse the black and white of the rhombus-shaped symbol marks "G and "R."



Combined use with other brand logo(s) is prohibited



BRAND LOGO

*Except for collaboration/support, event, marketing materials and combined use with brand logos of merchandise manufacturers (ex. Nike, Salomon). Please check usage with TGR-WRT Marketing & PR Division

Combined use with the Toyota brand logo is prohibited (Toyota Motor Corporate Brand logo and TOYOTA brand logo) (However, permission to use the logo may be granted upon consultation when there is a good reason for allowing its use.)



Do not make the symbol mark and logotype transparent.



Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division

Background

Brand slogans placed on a solid background or image must be clearly visible

＊Take priority to use white / red / black background.







Lighted logo



Clear background

Brand slogans with poor visibility may not be used







Do not use the symbol mark without the white border.



Do not place a border around a diamond-shaped symbol.





Do not make the symbol mark and logotype transparent.



Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division

Design guidlines - Prohibited Combinations

When using the TGR-WRT logo to create promotional or other items, do not combine it with images other than TGR-WRT official sponsors or official characters.

Goods



Do not combine the TGR-WRT logo with logos other than those of official sponsors (works sponsors and local regional sponsors).
Combined use is permitted only with brand logos of merchandise manufacturers (ex. Nike, Salomon).

Character



Do not combine the TGR-WRT logo with characters other than official characters.
If you wish to create an official local or regional character, always contact TMC.

Note: Prior to any use of the logos, always contact the TGR-WRT Marketing & PR Division