



LEXUS BRAND GUIDELINES

Why this guide?

Great brands live in people's hearts and minds. They express a set of core values that resonate with the customer, and they possess the power to inspire.

Successful brands form the basis of a powerful relationship. Customers trust them and expect great things of them.

Lexus is one of these great brands. To our customers, we stand for more than premium luxury automobiles. We represent a company that is focused and passionate. A company that has an understanding of, and concern for, our customers. A company with a keen appreciation for a rich quality of life.

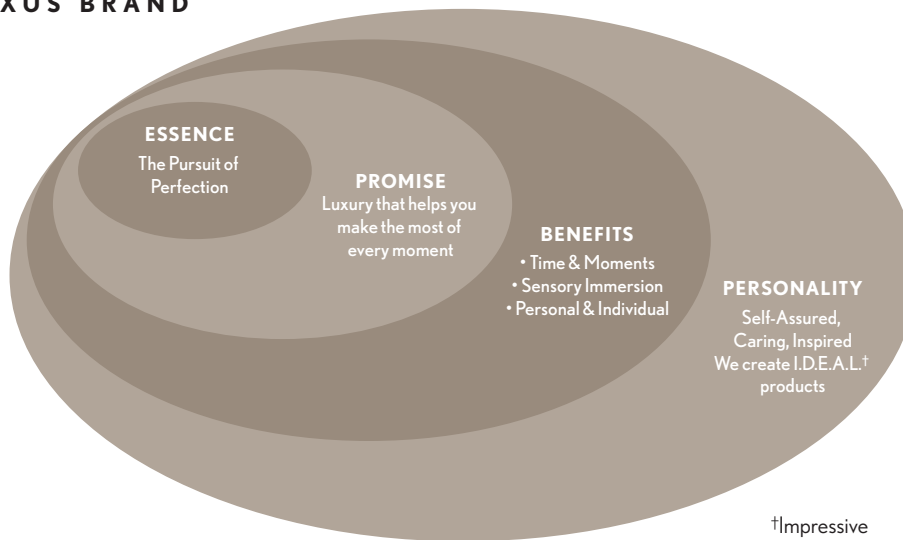
Through this guide, we hope all Lexus Associates and partners will capture the spirit of who we are, take pride in the exceptional benefits we provide to our customers, and be fully equipped to communicate the distinctive tone and personality that set us apart from less passionate luxury brands.

As you do so, you will help to maintain and strengthen the bond of trust that Lexus shares with its customers, and to uphold the value of the Lexus brand.

INTRODUCTION

Lexus has always focused on what matters most to the luxury customer. This is why we build products that are not only admired on the outside but also highly refined on the inside. And why we don't simply produce fine cars but pursue perfection to create the finest luxury vehicles on the road. It's also why we don't merely offer an excellent dealership experience but one that is unequalled in the luxury automotive category. And why we promise to make the most of every moment our customer spends with us.

LEXUS BRAND



†Impressive
Dynamic
Elegant
Advanced
Lasting

This approach to building, selling and marketing automobiles is what has helped Lexus to remain just as relevant today as when we first introduced our pioneering vision of luxury in 1989. Today, luxury buyers place a premium on memorable experiences and time well spent. They value products and experiences that offer luxury, comfort and innovation, and demonstrate ultimate respect for their time. Not only do we share the values and priorities of contemporary luxury purchasers, we celebrate them.

The Lexus brand vision and values are more than a set of shared beliefs. They also inspire and show how we express ourselves, and shape our customer's experience. These guidelines convey our vision and values in practical terms. They help us to express the spirit of contemporary luxury in everything we do, show, say and share with our customer

In August of 1989, each and every Lexus Associate made a commitment to provide the highest levels of product quality and customer care.

The Lexus Covenant.

Lexus will enter the most competitive, prestigious automobile race in the world. Over 50 years of Toyota automotive experience has culminated in the creation of Lexus cars. They will be the finest cars ever built.

Lexus will win the race because we will: do it right from the start, have the finest dealer network in the industry, and treat each customer as we would a guest in our own home.

If you think you can't, you won't...

If you think you can, you will!

We can, we will.

THE LEXUS GUIDING PRINCIPLES

Our guiding principles derive from the legacy of leadership and innovation that has inspired us from the beginning. Our guiding principles are our covenant in action. They are the basis for the QUALITY, INTEGRITY, PASSION AND PRIDE that define the Lexus experience.

We demonstrate the truth of these principles every day, and see their wisdom reflected in our customer relationships, our working partnerships and our own professional pride.

By living these principles, we stand above the rest.

- We are passionately committed to providing our customers with an ownership experience that is deeply satisfying to the senses.
- We strive to deliver extraordinary service, seeking to anticipate and seamlessly meet our customers' needs in every thought, word and gesture. To do so is our greatest privilege.
- We are profoundly respectful of our customers' time and total experience.
- We celebrate our customers' personal goals and achievements, and share in their passion for making the most of every moment.

TABLE OF CONTENTS

1.0

BRAND SIGNATURE

1.1	LEXUS LOGO	1
1.2	THE EXCLUSION ZONE	2
1.3	SIZE AND FORMAT: PRINT AND INTERACTIVE	3
1.4	SIZE AND FORMAT: VIDEO	4
1.5	LOGO USAGE WITHIN IMAGES	5
1.6	INCORRECT USAGE OF THE LOGO	6

2.0

LEXUS CORPORATE COLORS

2.1	LOGO COLOR PALETTE	9
2.2	PRIMARY & ACCENT COLOR PALETTES	10
2.3	APPLYING PRIMARY & ACCENT COLOR PALETTES	11

3.0

TYPOGRAPHY

3.1	LEXUS FAMILY OF FONTS	13
3.2	TYPE WEIGHTS AND MEASUREMENTS	14
3.3	LEXUS FONT USAGE	16
3.4	MODEL NOMENCLATURE	17

4.0**BUSINESS SYSTEMS**

4.1	CORPORATE STATIONERY	19
4.2	POWERPOINT PRESENTATIONS	21

5.0**INTEGRATED COMMUNICATIONS**

5.1	ADVERTISING/DESIGN	23
5.2	ONLINE COMMUNICATIONS	24
5.3	PHOTOGRAPHY	25
5.4	FACILITIES	26
5.5	SIGNAGE/POINT OF PURCHASE	27
5.6	EVENTS	28

6.0**REFERENCE**

6.1	GLOSSARY	31
6.2	CONTACTS	32
6.3	COATED COLOR CHIPS	33
6.4	UNCOATED COLOR CHIPS	35

1.0 | BRAND SIGNATURE

A strong brand signature has the ability to achieve instant and universal recognition worldwide, and to inspire a powerful sense of loyalty and identification among those who choose Lexus.

The Lexus brand signature symbolizes our heritage and spirit, and embodies the promise of luxury. It is the face we show the world. Regard it with respect, and use it with good judgment.

The symbol and logotype together create the brand signature. Because the combination of these two registered trademarks forms the most significant feature of Lexus product and corporate identity, it must never be altered.

The brand signature is the one visual constant in every communication involving the Lexus brand.

1.1 LEXUS LOGO

The Lexus symbol and logotype together create the brand signature. Use the standard brand signature format whenever space permits. Since a familiar look heightens recognition and visual impact, maintain a consistent logo format throughout each communication.

STANDARD BRAND SIGNATURE

Use the standard brand signature in all applications, space permitting. Do not use the logotype alone, unless in special applications with prior approval. Never use the brand signature as part of a sentence. Follow the size and format guidelines as outlined on pages 3 and 4.



Symbol and Logotype
(Standard Brand Signature)

SYMBOL

When space is restricted, using the symbol without the logotype is encouraged. However, use it sparingly – no more than once on any page and never as part of a sentence. Never combine it with any other logos or copy, unless in special applications with prior approval.



Symbol

STACKED BRAND SIGNATURE

Use the stacked brand signature only when space is restricted. Never alter the size relationship between the symbol and logotype.



Symbol and Logotype
(Stacked Brand Signature)

REGISTERED TRADEMARKS

The symbol mark consists of a stylized Lexus “L” connected to an open-ended ellipse that signifies the company’s ever-expanding technological advancement and the limitless opportunities which lie ahead.

The Lexus symbol mark cannot be disassembled; the “L” and the ellipse must always be used together. The logotype is represented by specially created letterforms that spell the Lexus name. These two registered

trademarks form the most significant feature of Lexus product and corporate identity and must never be altered.

1.2 THE EXCLUSION ZONE

When using the Lexus symbol and logotype, don't forget about the exclusion zone. Simply put, it's the clear space around the logo that prevents interference from other graphic elements.

SYMBOL EXCLUSION ZONE

When using the symbol alone, the exclusion zone dimensions are determined by the X height of the symbol.

LOGOTYPE EXCLUSION ZONE

When using the logotype, exclusion zone dimensions are determined by the X height of the logotype.

REVERSED LOGOS

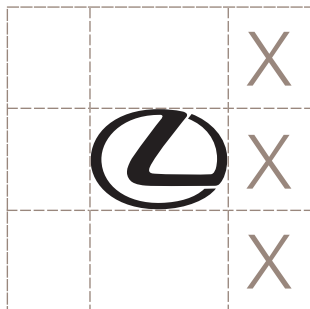
Follow the same exclusion zone requirements for logos that appear in reversed or negative form.

OTHER EXCLUSIONS

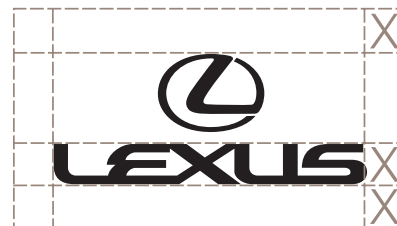
Do not allow the brand signature to bleed off the page. Also, do not use it upside down or on its side.



Standard brand signature exclusion zone. Only use the symbol and logotype provided. See Ad Planner information on page 3.



Symbol exclusion zone



Stacked brand signature exclusion zone. Only use the symbol and logotype provided. Do not re-size the symbol or logotype separately.

1.3 SIZE AND FORMAT: PRINT AND INTERACTIVE

To maintain design integrity, reproduce the Lexus symbol and logotype in the appropriate size for the application. The two breaks in the ellipse surrounding the stylized “L” must remain visible. Follow the minimum size requirements for each of the accepted logo variations.

LOGO ART FILES

Downloadable versions of the Lexus logos are available online at <http://adplanner.lexus.com>. To obtain a password for site access, contact Lexus customer support at (800) 348-6485, ext. 5160.

ALIGNMENT

Range the left-hand edge of the “L” of the logotype when aligning text or objects with the standard brand signature. Always be sure to incorporate the proper exclusion zone. Refer to letterhead on page 20.

MINIMUM REPRODUCTION SIZES: PRINT



1"
25 mm



1/4"
6 mm



3/4"
19 mm

MINIMUM REPRODUCTION SIZES: INTERACTIVE



86 pixels
Preferred size, 98 pixels



24 pixels



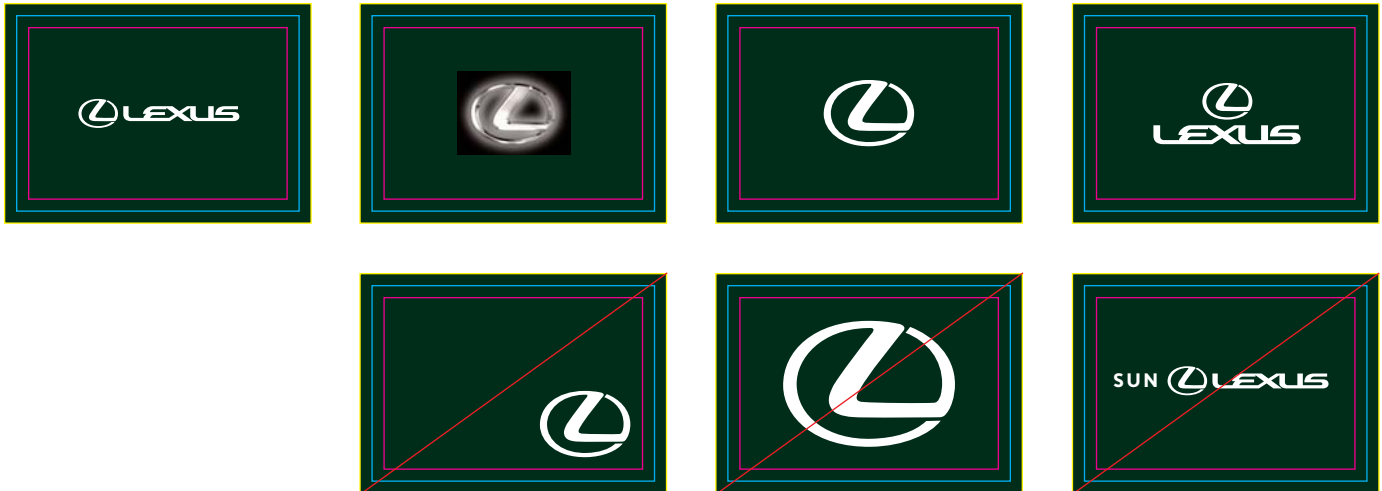
72 pixels

1.4 SIZE AND FORMAT: VIDEO

Video demands crisp and clear images, so maintain a logotype scan height of at least 36 scan lines on a 720 x 540 scan screen. Use the standard brand signature whenever space permits.

DIGITAL FILE FORMATS

Provide logos digitally at 100% of the final size as a 72-dpi Photoshop® PICT file at 640 x 480. Be sure to make your artwork TV-safe.



1.5 LOGO USAGE WITHIN IMAGES

For maximum readability, place the brand signature in an area that provides adequate space in relation to elements in the image. Also make sure that there is sufficient contrast between the image and the logo.

ART DIRECTION

Take brand signature positioning into account when art directing or shooting new photography.

LOGO COLOR

When placing the brand signature in an image, use Lexus Black or white. Never use any other colors for the logo, and never tint the logo. Make your choice for greatest contrast and maximum legibility.

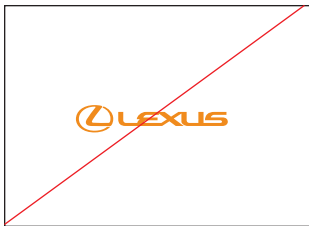


1.6 INCORRECT USAGE OF THE LOGO

A consistent and instantly recognizable look helps to maximize brand impact. It is important not to experiment with variations of the logo.

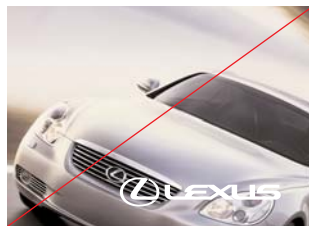
COLOR

Do not reproduce the symbol or logotype in any color other than white or the logo colors shown on page 9.



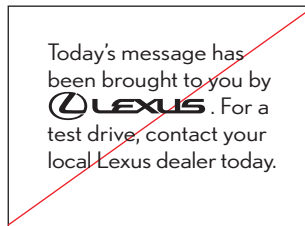
IMAGES

Do not use the Lexus logo on complex areas of images, over patterned backgrounds, or where lack of contrast reduces legibility.



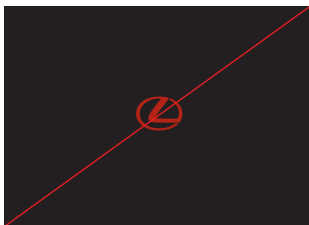
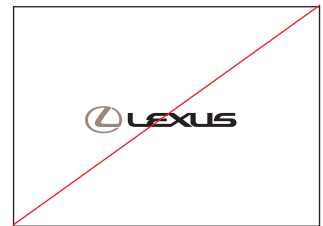
EXCLUSIONS

In addition to maintaining the exclusion zone (page 2), do not incorporate the brand signature into type or body copy, or center it above type or body copy.



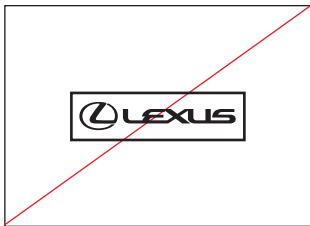
MIX AND MATCH

Do not use different color treatments for the Lexus symbol and logotype.



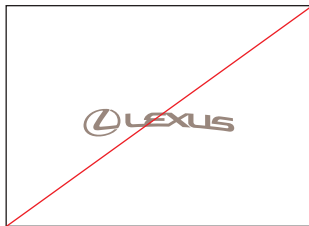
ACCENTS

Do not add elements such as drop shadows, or enclose the logo in any kind of border.



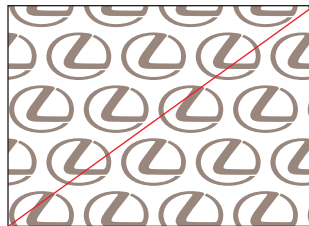
MANIPULATION

Do not stretch or distort the logo, add outlines or any other graphic treatment.



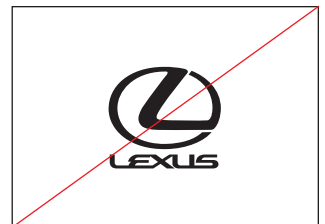
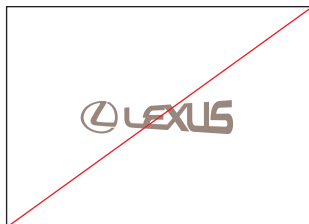
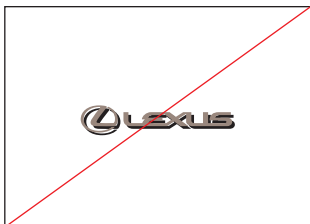
PATTERNS

Do not create patterns from the Lexus symbol or logotype.



SIZE RELATIONSHIPS

Do not create new size relationships between the symbol and logotype, or combine the Lexus symbol or logotype branding with other text or marks.



2.1 LOGO COLOR PALETTE

Consistent use of the four Lexus logo colors supports a unified brand identity. Use these colors exclusively for all corporate communications. These are the only colors that may be applied to the Lexus symbol and Lexus logotype.

LEXUS BLACK

When printing 4-color, substitute CMYK black for Lexus Black. For 1-color printing, use 100% black.

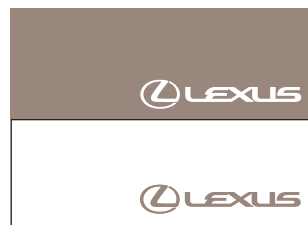
LEXUS GOLD

Use Lexus Gold for signage and permanent structures. See Facilities section page 26.

Lexus Black PANTONE® Black 3	
C	60%
M	0%
Y	60%
K	91%

Lexus Gray PANTONE 409	
C	0%
M	15%
Y	18.5%
K	47%

Lexus Gold PANTONE 873	
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BRAND SIGNATURE

Above are examples of the logo colors on Lexus Black, Lexus Gray and white backgrounds. Lexus Gold Foil (Crown 400) is allowed for brand signatures only. Do not use foil for type or backgrounds. The preferred signature is Lexus Gray on a white background.

CONTRAST

Should you need to display the signature on alternate color fields, the signature may be displayed in black on a color field of equivalent value to 30% of black or lighter. On color field values equal to 70% of black or darker, the signature may be displayed in white only.

ONLINE APPLICATION

PANTONE Black 3 = R0/G0/B0
PANTONE 409 = R157/G141/B133

2.2 PRIMARY & ACCENT COLOR PALETTES

Think of the specially developed Lexus primary and accent color palettes as a reference rather than an exhaustive guide to color. Primary colors are intended for the major portion of a communication. Use accent colors to enhance, not overpower, the primary colors.

TINTS

Careful use of tints can help provide visual clarity and legibility. Use tints sparingly (e.g., charts and diagrams) to highlight levels of information.

INTERCHANGEABLE COLORS

For PANTONE 7536 you may use Lexus Gray (PANTONE 409). Avoid using PANTONE 7536 and Lexus Gray in the same communication.

PRIMARY COLORS

PANTONE 7546 C 33% M 4% Y 0% K 72%
80%
60%
40%
20%

PANTONE 432 C 23% M 2% Y 0% K 77%
80%
60%
40%
20%

PANTONE 5415 C 42% M 8% Y 0% K 40%
80%
60%
40%
20%

PANTONE 316 C 100% M 0% Y 27% K 68%
80%
60%
40%
20%

PANTONE 7536 C 0% M 4% Y 22% K 32%
80%
60%
40%
20%

PANTONE 7500 C 0% M 2% Y 15% K 3%
80%
60%
40%
20%

ACCENT COLORS

PANTONE 7421 C 0% M 100% Y 30% K 61%
--

PANTONE 153 C 0% M 46% Y 100% K 18%

PANTONE 118 C 0% M 18% Y 100% K 27%

CMYK AND RGB

CMYK percentages and RGB values listed are based on PANTONE solid to process colors on coated stock and should be used as an approximate guide only. Printers and monitors will vary slightly.

RGB – PRIMARY COLORS

PANTONE 7546 = R65/G89/B104
 PANTONE 432 = R69/G85/B96
 PANTONE 5415 = R93/G135/B161
 PANTONE 316 = R0/G79/B90
 PANTONE 7536 = R185/G176/B152
 PANTONE 7500 = R247/G237/B212

RGB – ACCENT COLORS

PANTONE 7421 = R120/G0/B50
 PANTONE 153 = R209/G131/B22
 PANTONE 118 = R196/G159/B6

COLOR APPLICATION

Avoid the use of bright, oversaturated or fluorescent colors. For optimal reproduction of the color palettes, print with solid PANTONE inks whenever possible.

2.3 APPLYING PRIMARY & ACCENT COLOR PALETTES

The amount of color to use is directly proportional to the size of a project—the bigger the project, the more color possibilities. But remember, too much color or too many colors can ruin a simple, elegant page.

MIXING COLORS

Avoid the use of too many colors in any communication. Keep it simple and use accent colors sparingly and tastefully.

IMAGES

Always consider the photography or illustrations used in a piece. Colors should complement, not compete, with the colors in the image(s).

BRAND SIGNATURE

Do not use primary or accent colors to reproduce the Lexus logos. Follow the guidelines for brand signature colors on page 9.

FACILITY DESIGN

The primary color palette is not intended for use in facility design. For more information, refer to page 26.

COLOR MIX EXAMPLES



THE LEXUS OWNERSHIP EXPERIENCE.

At Lexus, everything we create is designed to help you make the most of every moment. Our thoughtful amenities, countless safety features and superior customer service provide a level of comfort and pleasure that will transcend into every aspect of your life. It is, in fact, our passionate pursuit of perfection that makes Lexus owners some of the most satisfied drivers on the road today. Not to mention a significant reason why so many of our existing customers keep coming back again and again. And we think you'll come to find that it is this very philosophy that helps make owning a Lexus just as rewarding as driving one. If you don't believe us, just ask anyone who's behind the wheel of one of our vehicles.

Customer Satisfaction.
Given our years of award-winning customer satisfaction, your experience at a Lexus dealership will be unlike any other. You may find such amenities as customer lounges, offices you can use for business, free pickup and delivery service, loaner vehicles, complimentary car washes and even concierge services. And every Lexus owner has access to our 24-hour emergency Roadside Assistance program for their first four years of ownership.¹ So if you ever need help, no matter what time of night or day, it's just a phone call away.

Responsible Thinking.
At Lexus, we encourage wise use of natural resources, promote driving responsibly when traveling on-road and off, and try to reduce emissions whenever possible. In fact, all 2004 Lexus vehicles will be certified as either Low Emission Vehicles (LEV) or Ultra-Low Emission Vehicles (ULEV). In short, we try to make Lexus a company that everyone can feel good about, whether you happen to be driving one or not.

Value/Dependability/Quality.
The value of owning a Lexus involves much more than just its purchase price. It also includes our well-earned reputation for vehicle dependability, projected low repair costs and high retained value, in addition to such intangibles as outstanding customer satisfaction, unparalleled quality, peace of mind and loyalty. And while you may not be able to put a price tag on such intangibles, the feeling can sometimes be more reassuring than money in the bank.

3.1 LEXUS FAMILY OF FONTS

Use the Lexus family of fonts for all of your communications, from temporary signage to corporate stationery to Internet ad banners. Consistent use of the fonts is essential to conveying a unified impression.

FONT LICENSING

The Nobel family of fonts has been licensed for worldwide use by all Lexus associates and Lexus vendors.

DOWNLOADING FONTS

Fonts for the PC or Mac can be downloaded at <http://adplanner.lexus.com>.

THE NOBEL FONT FAMILY

Nobel Light

Nobel Light Italic

Nobel Book

Nobel Book Italic

Nobel Regular

Nobel Regular Italic

Nobel Bold

Nobel Bold Italic

Nobel Black

Nobel Black Italic

3.2 | TYPE WEIGHTS AND MEASUREMENTS

Use these guidelines as recommendations, rather than hard and fast rules. Your choice of font weight and size will require a design judgment appropriate for each communication.

HEADLINES

Headlines should be set in Nobel Bold or Regular, preferably in all caps or, alternatively, initial caps. Avoid tracking type less than 0.

SUBHEADS

For a subhead to a headline, use Nobel Bold or Regular at a size ratio of approximately 3:2. Avoid tracking type less than 0.

LEXUS HEADLINE CAPS BOLD.

Nobel Bold | Horizontal Scale 100% | Tracking +10 | All caps.

LEXUS HEADLINE CAPS BOLD.

Nobel Regular | Horizontal Scale 100% | Tracking +10 | All caps.

Lexus Subhead.

Nobel Bold | Horizontal Scaling 100% | Tracking +10 | Initial caps.

TRACKING

The tracking values specified are for use in QuarkXPress™ on Mac or PC. For type set in Adobe® Illustrator®, use the values given multiplied by 4. For example, headlines should be tracked +40 in Illustrator.

LEXUS

The name “Lexus,” whether used alone or with model names, is always written in uppercase and lowercase in the same weight font as the copy in which it appears.

BODY COPY

Body copy should be set flush left in Nobel Book. Strive for open leading (line spacing). When fitting copy, avoid tracking type less than -3.

CAPTION HEADS

Caption heads should be set flush left in Nobel Bold all caps and should be set slightly smaller than the body copy (Nobel Book) beneath it. Avoid tracking more than +10.

LEGAL COPY/FOOTNOTES

Legal copy and footnotes should be set in Nobel Book Italic. When fitting copy, avoid tracking type less than -1.

Lexus Body Copy. The rest of this copy is greek. Non ullamcorper suscipit lobortis nisl ut aliqui exea commodo consequat. Duis autem veldon eum iriure dolor in hendrerit in vulputate velit es recolestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et ccumsan et.

Nobel Book | Horizontal Scale 100% | Tracking 0 | Optimum size 9-12 points

LEXUS CAPTION BOLD

This copy is to show the desired caption to copy size relationship.

Nobel Bold | Horizontal Scale 100% | Tracking +10

Nobel Book | Horizontal Scale 100% | Tracking +0

Lexus Legal and/or Footnote Copy. The rest of this copy is greek. Non ullamcorper suscipit lobortis nisl ut aliqui exea commodi consequat. Duis autem veldon eum iriure dolor in hendrerit in vulputate velit es recolestie, vel illum dolore eu feugiat nulla facilisis at veroni.

Nobel Book Italic | Horizontal Scale 100% | Tracking 0 | Optimum size 6-8 points

3.3 LEXUS FONT USAGE

As a general rule, use color rather than weight to create order in information. Always use solid colors, never tints, for type.

**JOIN US FOR
COMPLIMENTARY COFFEE**
Available all day in the main lobby.

	LEXUS BRAND STRATEGY
	<p><i>Strategic Goals</i></p> <ul style="list-style-type: none"> ▪ Protect and enhance Lexus' position in the market ▪ Strengthen Lexus' ability to dominate segment over the next 10 years ▪ Assist TMC in expanding Lexus globally ▪ Coordinate global efforts with Lexus Planning Division ▪ Gain market share <ul style="list-style-type: none"> > More here about gaining market share
6/18/03	1

Dealership DBA Name 1234 Streetname Cityname, State, Zip	(000) 000-0000 (000) 000-0000 Fax www.dealerweb-site.com
	
Firstname, Lastname Job title Company Street Town/City/Country/State Post Code	00.0000
Dear Name	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.	
Sign off	
A N Other Job Title	

TYPE MODIFICATIONS
Do not stretch, condense or outline type, and avoid the use of drop shadows and blurs.

QUARKXPRESS WARNING
Use of the measurement box styles can create problems when printing. Use the actual typefaces when bold, italic, all caps, etc. are required.

3.4 | MODEL NOMENCLATURE

Whenever possible, simply refer to specific models by their alpha name (LS, GX). When it is necessary to distinguish between two different models of the same name, use both the alpha and the numeric designation, with a half-space between the model initials and the figures. (GS 430 and GS 300).

LS

LS 430

GS

GS 300
GS 430
GS SportDesign

ES

ES 330

IS

IS 300
IS SportCross
IS SportDesign

RX

RX 330
RX 400h

GX

GX 470

LX

LX 470

SC

SC 430

MODEL NAMES

Use Nobel Regular when referring to Lexus models. There should be a half-space between the model initials and the numeric figures. The figures and editions may be highlighted in Lexus Gray where appropriate (not in body copy).

EDITIONS

When referring to Lexus editions, (e.g., SportCross) leave a half-space and add the edition name in Nobel as shown above.

SINGLE-COLOR APPLICATION

In single-color applications, 70% black may be substituted for a spot color.

4.1 CORPORATE STATIONERY

Your stationery represents your dealership as well as the Lexus image. Templates for the entire Lexus corporate stationery package are provided here in this manual.

BUSINESS CARD STOCK

Choose a cotton rag (non-glossy and uncoated) bright white card stock of a weight of 90# or greater.

COLORS

The Lexus brand signature prints in Lexus Gray. All other information prints in black.

FONT WEIGHTS

Set the dealership DBA name and main telephone number in bold weight. Set all other information in book weight, refer to page 13.

DUAL DEALERSHIPS

In the case of dual dealerships, you must use separate Lexus stationery, including business cards, for all Lexus-related communications.

BUSINESS CARDS

Card Size: 3 1/2" x 2"



Lexus Gray | PANTONE 409



Lexus Gray | PANTONE 409

LETTERHEAD

PAPER STOCK AND COLOR

Choose a bright white paper stock in the heaviest weight appropriate for all stationery products.

BUSINESS FORMS

Forms should maintain the basic principles shown within this guide (Refer to Lexus Dealer Daily). If producing in one color, print in black on white stock. If printing in two colors, use symbol and logotype in Lexus Gray.

9" x 12" Envelope

Letterhead 8 1/2" x 11"

#10 Envelope

Fax Sheet 8 1/2" x 11"

Align body of letter to "L" of logotype

(Stationery samples shown at 37% of actual size.)

LEXUS
Dealership DBA Name
1234 Streetname
Cityname, State, Zip

LEXUS
Dealership DBA name
1234 Streetname
Cityname, State, Zip

(000) 000-0000
(000) 000-0000 Fax
www.dealerwebsite.com

LEXUS
Dealership DBA Name
1234 Streetname
Cityname, State, Zip

0000.00

Firstname, Lastname
Job title
Company
Street
Town/City/Country/State
Post Code
1
Dear Name

1.orem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilis.

2.orem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

3.orem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sign off

1. N Other
Job Title

4.2 POWERPOINT PRESENTATIONS

The purpose of a PowerPoint® presentation is to provide the audience with key points and simple visual aids. With that in mind, keep pages uncluttered and easy to read. Keep copy short and minimize the use of complicated builds and animations. To ensure a unified look for every presentation, only use the most current template provided on <http://adplanner.lexus.com>.

IMAGE QUALITY

Avoid complicated images and illustrations. Make sure images are large enough to be viewed clearly on-screen.

CONTRAST

To ensure that images don't blend into the background, contain dark images in a box outlined in a color lighter than the background.

CLUTTER

Avoid using too many words and images on a page. The proper use of negative space gives a presentation more impact.

LEXUS **LEXUS BRAND STRATEGY**

Strategic Goals

- Protect and enhance Lexus' position in the market
- Strengthen Lexus' ability to dominate segment over the next 10 years
- Assist TMC in expanding Lexus globally
- Coordinate global efforts with Lexus Planning Division
- Gain market share
 - > More here about gaining market share

6/18/03 1

LEXUS **LEXUS BOARD OF DIRECTORS MEETING**
Torino, Italy

LEXUS **LEXUS BRAND STRATEGY**

2003 Model Year

LEXUS **LEXUS BRAND STRATEGY**

Lexus Sales Potential

Year	Sales Potential
'97	~100
'98	~150
'99	~200
'00	~250
'01	~250
'02	~250
'03	~250

5.0 | INTEGRATED COMMUNICATIONS

Every contact with the customer is an opportunity to reinforce who we are and how we benefit the customer.

The consumer doesn't recognize the difference between a Lexus corporate ad and a Lexus dealer-created ad. This is why consistency is key in the look and feel of all our communications. One face, one voice, one message.

Everything from dealership banners and events to dealer environments themselves should feel as if it is coming from one company. We have an opportunity to express who we are, and reflect contemporary luxury, at every point of customer contact.

5.1 | ADVERTISING/DESIGN

When it comes to advertising the world's finest vehicles, it's not just what you say that's important, but how you say it. Whether the subject is new cars or Certified Pre-Owned, the tone of your communications should dignify and uplift our products and our brand. In other words, be polite but not patronizing. Be intelligent but not condescending. Educate but don't preach. Remember that the Lexus name alone speaks volumes, so use superlatives sparingly. Consider the integrity of your message, and present it in an interesting and inspiring way.

Regardless of format or medium, your layout and copy should always reflect the Lexus spirit and personality. In the spirit of contemporary luxury, keep the look clean, inviting and sophisticated.

AD PLANNER

A comprehensive resource and guide to Lexus Dealer advertising is available, complete with print advertising and direct-mail templates, images, TV-running footage and much more at <http://adplanner.lexus.com>.

SAMPLE ADVERTISING

Examples of current Lexus and Certified Pre-Owned advertising are available at <http://adplanner.lexus.com>.

5.2 ONLINE COMMUNICATIONS

Think of Lexus online communications as an extension of your associates and your facility. From e-mail to your Web site, online communications provide your customer with 24-hour access to Lexus. In the spirit of opening and maintaining a dialogue with potential customers, every communication should be timely, personal and relevant, and should strive to motivate the customer without being overly zealous.

AD BANNERS

Keep your ad banners simple and direct by sticking to a single message that communicates a clear call-to-action. Avoid using too many images and complicated or rapid animations. See <http://adplanner.lexus.com>.

E-MAIL COMMUNICATIONS

It is critical to answer every customer e-mail inquiry within one hour of receipt. Avoid generic responses—always address the customer’s specific concerns. Close every e-mail with a consistent signature as shown below.

E-DEALER MESSAGING

Custom Lexus eDealer Messaging is a tremendously valuable tool that will help you reach your customers with maximum impact at a negligible cost. See <http://adplanner.lexus.com>.

DEALER WEB SITE

For consulting on the development and integration of your Web site, contact lexusinteractive@lexus.com.



Lexus of (INSERT DEALER NAME HERE) invites you to enter the world of luxury, style and technology. Introducing the all-new 2004 Lexus RX 330.

Meet the all-new 2004 Lexus RX 330.

The RX 330 has arrived. With numerous advancements in technology, the RX 330 is a patent officer's worst nightmare. Even the most sophisticated gadget junkies are rendered speechless by an available backup camera, Adaptive Front Lighting System (AFS), power-operated lift-gate and adaptive cruise control. Proving the RX is ahead of its time.

Again, Lexus believes luxury isn't a luxury—it's a necessity. Available amenities to pamper you in the RX 330 include a Lexus DVD Rear-Seat Entertainment System (RSES), standard automatic dual-zone climate control, available rain-sensing wipers and an available Mark Levinson® 11-speaker audio system. While the distinctly stylish RX 330 oradles you in comfort and luxury, it tends to make other car companies a bit uncomfortable.

Visit Lexus of (INSERT DEALER NAME HERE) to test-drive the RX 330, and you'll see why other luxury car companies have their work cut out for them. Stop in or visit us online at (DEALER SITE).

Lexus of XXX
ADDRESS
PHONE

YOUR LEXUS DEALER, PURSUING PERFECTION.

If you would like to subscribe to or unsubscribe from future messages from Lexus of XXX, [click here](#).

If you would like to send this message to a friend, [click here](#).

Privacy Policy

*Mark Levinson is a registered trademark of Madrigal Audio Labs, Inc., a division of Harman International.

E-MAIL CLOSURES

Sincerely,
John Smith

Name (35 underscore dashes)
Title, Department
Lexus Division, TMS
Phone
Fax
E-mail Address

Lexus HQ

Sincerely,
Jane Jones

Name
Title
Dealership Name
Phone
Fax
E-mail Address
Web site URL

Dealers

5.3 PHOTOGRAPHY

Photography can powerfully express the spirit of contemporary luxury, and can quickly engage the consumer. When using photography, select natural and inviting imagery that incorporates vehicles in genuine situations. No matter what the subject, aim for shots that are inspirational, compelling and real.

MID-RANGE

Shots show people and cars in a way that impacts a strong sense of a contemporary luxury lifestyle.

Format: 35 mm or 2 1/4

CLOSE-UP

Shots concentrate on the materials, detail and finish (leather, carpet, chrome, wood, lights, body panels).

Format: 35 mm or 4 x 5

DISTANCE

Shots show the "big picture" alluding to an experience rather than a lifestyle and placing the car in context.

Format: 35 mm or 2 1/4

ILLUSTRATION

Illustration can sometimes be more effective than photography. Choose clean, precise and proportional line drawings with maximum visual impact. Avoid the use of clip art.



5.4 FACILITIES

Every Lexus environment must please and inspire the senses. Choose colors, materials and furnishings accordingly. To reflect the ideal of contemporary luxury, the overall look should be understated, sophisticated and elegant yet also warm and inviting. Sales and Service teams should be professional, gracious and attentive—anticipating the needs of the customer.

COMPLIMENTARY SERVICES

To provide the ultimate customer experience, offer services that are relevant and appealing to your guests such as premium coffee, complimentary beverages and snacks.

FLOOR PLAN

Arrange furniture and displays to provide completely unobstructed access to vehicle display areas, service counters and work spaces.

DEALER ATTIRE

Sales and service staff attire should be appropriate to the specific dealership clientele and environment.

MUSIC

Music can evoke powerful emotions and enhance the mood in a setting. Choose simple arrangements of acoustic (not electronic) music, preferably featuring a dominant solo instrument.



CO-BRANDING

If you decide to co-brand within your showroom, judiciously choose other brands that support the Lexus image of service. Before you proceed, seek Lexus corporate approval by contacting the Dealer Facilities Manager.

FACILITY PLANNING

For more information on facility planning, contact the "Vision USA" Lexus Dealer Facility Design Department at Lexus or your Area Office Market Representation Manager. They can provide copies at no charge, of the Facility Planner, Interior Finishes

Materials, National Account Vendors and an Exterior Sign Brochure. For your convenience, you can also view an electronic version of the Lexus Dealer Facility Planner on Lexus Dealer Daily at <http://dealer.lexus.com>.

5.5 SIGNAGE/POINT OF PURCHASE

Keep in mind that even a temporary sign reflects on the Lexus brand. Refer to the guidelines set forth in the brand signature, color and font sections of this book when designing every sign and point-of-purchase display.

LEXUS ALPHABET

The Lexus alphabet is available on the Lexus Ad Planner and is intended for use in exterior and vehicle signage. Use the Nobel font for non-permanent signage or other printed materials.

THE LEXUS ALPHABET

A B C D E E F G H

I J K L M N O P Q R

S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

LAYOUT AND COPY

In addition to using the Nobel family of fonts in your signage and P.O.P. materials, strive to keep every communication simple and direct. Too many words and elements will detract from the message.

COLOR

The use of oversaturated, fluorescent or bright colors is not appropriate.

MATERIALS

The use of high-quality materials is integral to the design of a Lexus communications piece. This applies to everything from the paper chosen for signs and banners to the wood used to build a kiosk.



MERCHANDISING

The Lexus brand is a symbol of contemporary luxury, precision performance and well-crafted style. Applying the brand to special promotional materials requires the same care and thoughtfulness that are applied to all Lexus design.

Choose quality products that reflect the Lexus Brand. For merchandise approval, contact the National Merchandising Manager.*

5.6 EVENTS

In many cases, an event may be the first contact between a potential customer and the Lexus brand. It's a unique opportunity to build personal relationships, and should create a strong, positive impression of Lexus. When sponsoring or hosting an off-site event, consider whether it will help to represent the essence of Lexus style, quality and elegance. Consider associations that depict a positive relationship and appeal to a sophisticated, contemporary audience. Events should be entertaining and inspiring—supporting the ultimate Lexus experience.



Arts sponsorships



Music and theater sponsorships



Culinary events



Sporting-event sponsorships and hosted charity events

ASSOCIATIONS

Appropriate event categories include arts, charity, culinary, education, music, ride-and-drive, sports, technology, theater and travel.

EVENT PLANNING

All requests to develop an event or promotion should be directed to your Lexus Area Merchandising Manager or your LDA Field Operations office for evaluation.

BRAND SIGNATURE AND NOBEL FONT USE (PAGES 1-7 AND 13-17)

The Lexus symbol mark, logotype and brand are the exclusive property of Toyota Motor Corporation. Use by any person or organization other than Toyota Motor Corporation, the Lexus Division of Toyota Motor Sales, U.S.A., Inc., or franchised Lexus dealers is strictly prohibited unless prior written authorization is provided by Lexus and such use has been reviewed by the Toyota Legal Department. Only organizations that are 100 percent dedicated to the Lexus product line are authorized to use the Lexus brand without prior approval. All company identification elements should be used and reproduced exactly as they appear in this guide. Each Dealer shall incorporate the elements of the Lexus identification program in accordance with Lexus standards as per Lexus Dealer Agreement.

PANTONE®

PANTONE® is the property of Pantone, Inc. The colors shown throughout this manual have been evaluated by Pantone, Inc. for accuracy. Lexus, a division of Toyota Motor Sales, U.S.A. Inc. and Team One Advertising, a division of Saatchi & Saatchi North America, Inc., and Lexus' agency of record, produced this manual to be distributed to all U.S. Lexus Associates, Lexus Dealers and Lexus Marketing vendors. Anyone wishing to reproduce a PANTONE Color with trademark identification or to use Pantone, Inc.'s trademarks for any color-related products or services, should first obtain a license or written permission from Pantone, Inc.'s Trademark Control Department.

AMERICA: Pantone, Inc., 590 Commerce Blvd., Carlstadt, NJ 07072-3098 U.S.A.

Tel: 201.935.5500 Fax: 201.896.0242 Cust. Service Fax: 201.935.3338

www.pantone.com

*Merchandise to be sold requires a license agreement with Lexus, a division of Toyota Motor Sales, Inc.

QuarkXpress is a trademark of Quark, Inc., Reg. U.S. Pat. & Tm. Off.

Adobe, and Illustrator are trademarks of Adobe System Incorporated.

PowerPoint is a trademark of Microsoft Corporation registered in the U.S. and/or other countries.

ADDITIONAL COPIES

Additional free copies of the Lexus Brand Guidelines may be ordered from the Toyota Material Distribution Center through the Dealer Daily, part number 00202-LEXGUIDEBK.

6.1 | GLOSSARY**BLEED**

To be printed so as to go off the edge or edges of a page after trimming

CMYK

Cyan, Magenta, Yellow, Black; a color model in the printing process that describes each color in terms of the quantity of each secondary color and key color (black) it contains

DPI

Dots per inch (see pixel); the resolution of a computer screen or output device

FOIL

A thin, flexible leaf or sheet of metal used to stamp areas of logos or type on printed surfaces

KIOSK

A small architectural structure on which advertisements are posted or information may be obtained

LEADING

The vertical spacing between one line of text and the next.

LOGOTYPE

A company emblem or device that usually contains distinctive type, in this case, the word "LEXUS"

PANTONE, INC.

A company known worldwide as the recognized authority on color and professional color standards for graphic communications

PICT FILE

A file format that translates a picture or graphics image onto a computer

PIXEL (PICTURE ELEMENT)

A square dot that is the smallest unit displayed on a computer screen. 72 pixels or dots equals one inch (dpi)

RANGE

To arrange or dispose in a particular order, especially in rows or lines

TRACKING

Overall letterspacing in a word, a sentence or a block of text

6.2 CONTACTS

LEXUS AD PLANNER

<http://adplanner.lexus.com>
To obtain a password for site access,
contact: Lexus Customer Support
800.348.6485, ext. 5160

LEXUS BRAND STRATEGY

lexusluxury@lexus.com

LEXUS DEALER DAILY HELP LINE

877.DL.DAILY

LEXUS DEALER INTERACTIVE DEPARTMENT

lexusinteractive@lexus.com

LEXUS DEALER FACILITY DESIGN DEPARTMENT

310.468.5900

LEXUS MERCHANDISING DEPARTMENT

310.468.5900

TOYOTA DESIGN AND GRAPHICS AND PRINT PURCHASING

310.468.2489

PANTONE, INC.

AMERICA: Pantone, Inc., 590
Commerce Blvd., Carlstadt, NJ
07072-3098 U.S.A.
T: 201.935.5500
F: 201.896.0242
Cust. Service Fax: 201.935.3338
www.Pantone.com

EUROPE: Pantone U.K., Inc., 8
Stade Street, Hythe, Kent CT21 6BD
England
T: 44.1303.269666
F: 44.1303.264464

ASIA: Pantone Asia, Inc., Unit A,
15/F, Southern Commercial Building,
No. 11-13, Luard Road, Wanchai,
Hong Kong
T: 852.2724.8822
F: 852.2724.8800

6.3 COATED STOCK LOGO COLOR CHIPS

LEXUS GRAY (PANTONE® 409C)	LEXUS GRAY (PANTONE® 409C)	LEXUS GRAY (PANTONE® 409C)	LEXUS GRAY (PANTONE® 409C)	LEXUS GRAY (PANTONE® 409C)	LEXUS GRAY (PANTONE® 409C)
LEXUS GRAY (PANTONE® 409C)	LEXUS GRAY (PANTONE® 409C)	LEXUS GRAY (PANTONE® 409C)	LEXUS GRAY (PANTONE® 409C)	LEXUS GRAY (PANTONE® 409C)	LEXUS GRAY (PANTONE® 409C)
LEXUS GOLD (PANTONE® 873C)	LEXUS GOLD (PANTONE® 873C)	LEXUS GOLD (PANTONE® 873C)	LEXUS GOLD (PANTONE® 873C)	LEXUS GOLD (PANTONE® 873C)	LEXUS GOLD (PANTONE® 873C)
LEXUS GOLD (PANTONE® 873C)	LEXUS GOLD (PANTONE® 873C)	LEXUS GOLD (PANTONE® 873C)	LEXUS GOLD (PANTONE® 873C)	LEXUS GOLD (PANTONE® 873C)	LEXUS GOLD (PANTONE® 873C)
LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)
LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)

NEED MORE CHIPS?
MDC# 00202-LEXCCCCHIP
to order more color chips.

6.4 UNCOATED STOCK LOGO COLOR CHIPS

6.4 UNCOATED STOCK LOGO COLOR CHIPS					
LEXUS GRAY (PANTONE® 409U)	LEXUS GRAY (PANTONE® 409U)	LEXUS GRAY (PANTONE® 409U)	LEXUS GRAY (PANTONE® 409U)	LEXUS GRAY (PANTONE® 409U)	LEXUS GRAY (PANTONE® 409U)
LEXUS GRAY (PANTONE® 409U)	LEXUS GRAY (PANTONE® 409U)	LEXUS GRAY (PANTONE® 409U)	LEXUS GRAY (PANTONE® 409U)	LEXUS GRAY (PANTONE® 409U)	LEXUS GRAY (PANTONE® 409U)
LEXUS GOLD (PANTONE® 873U)	LEXUS GOLD (PANTONE® 873U)	LEXUS GOLD (PANTONE® 873U)	LEXUS GOLD (PANTONE® 873U)	LEXUS GOLD (PANTONE® 873U)	LEXUS GOLD (PANTONE® 873U)
LEXUS GOLD (PANTONE® 873U)	LEXUS GOLD (PANTONE® 873U)	LEXUS GOLD (PANTONE® 873U)	LEXUS GOLD (PANTONE® 873U)	LEXUS GOLD (PANTONE® 873U)	LEXUS GOLD (PANTONE® 873U)
LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)
LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)	LEXUS GOLD FOIL (CROWN® 400)

NEED MORE CHIPS?
MDC# 00202-LEXCCCCHIP
to order more color chips.

