



Trophy

# CI GUIDELINES CUSTOMER RACING.



# CI GUIDELINES

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# CI GUIDELINES

## FOREWORD



These guidelines set forth design specifications, cautions, and specific usage examples for those carrying out activities under the TOYOTA GAZOO Racing Trophy name that use the brand logo.

Make sure you thoroughly understand the information presented here and adhere to the guidelines provided. Use it wisely as a tool to support effective TOYOTA GAZOO Racing Trophy communication activities.

If you require any further advice or approval on any of the points covered in this document then please don't hesitate to get in touch via the contact details on the last page of this document.



# CI GUIDELINES

## LOGOS



For customer racing teams competing in the TOYOTA GAZOO Racing Trophy, there are nine variants of the logo that can be used. The choice of logo will be dependent on the background colour of the asset on which it is placed.

When using a logo please be aware that it must be used on the correct background colour as per the diagrams on this page. The logo can not be edited or amended in any way. For further dos and don'ts please see page 8.



Logo 1(a)



Logo 2(a)



Logo 3(a)



Logo 1(b)



Logo 2(b)



Logo 3(b)



Logo 1(c)



Logo 2(c)



Logo 3(c)



# CI GUIDELINES

## LOGOS



There are six grayscale TOYOTA GAZOO Racing Trophy variants that can be used. Three of these should only be used on a white background, and three of them on a black background as per the diagrams on this page.



Logo 1(d)



Logo 2(d)



Logo 3(d)



Logo 1(e)



Logo 2(e)



Logo 3(e)

# CI GUIDELINES

## LOGO BREAKDOWN



The TOYOTA GAZOO Racing Trophy corporate palette consists of four colours: white, red, black and grey.  
When using these colours, please use the exact reference codes as described on this page.



### RED

**CMYK** C:0 / M:100 / Y:100 / K:0  
**DIC** 2496  
**Pantone** 1795C  
**RGB** R:255 / G:0 / B:0 #FF0000

### 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

### GREY

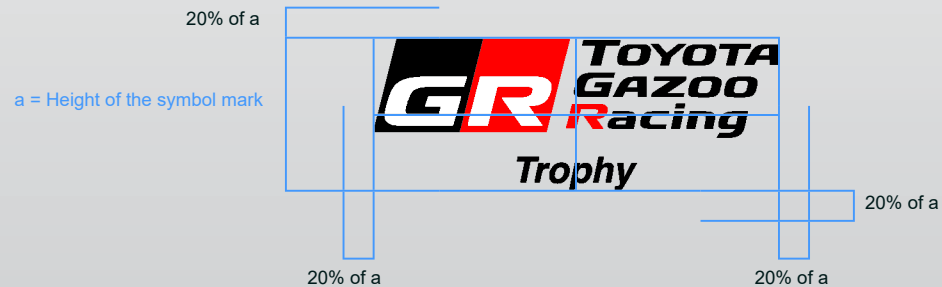
**CMYK** C:0 / M:0 / Y:0 / K:50  
**DIC** 544  
**Pantone** 424C  
**RGB** R:159 / G:160 / B:160 #9FA0A0

# CI GUIDELINES

## LOGO DIMENSIONS



The logo diagrams on this page are intended to help establish where the width and length of a logo should be measured from. Each logo has an exclusion zone which should always be implemented and abided by when using each design. The exclusion zone is relative to the height of each logo.





# CI GUIDELINES

## DOS AND DON'TS



The strength of the TOYOTA GAZOO Racing Trophy logo is dependent on its consistent application, which means that the correct logo artwork must always be used without any modifications or additions.

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



Logo may not be surrounded by other elements



Logotype may not be used in regular body text

consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et TOYOTA GAZOO Racing accumsan et iusto odio dignissim elidunt delenit augee duis dolore feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur

Background colors must provide sufficient contrast



Symbol and logotype may not be transformed (includes rotation and arcing)



Relative position of the symbol and logotype may not be altered



Logotype letter spacing may not be altered



Backgrounds may not inhibit logo visibility



Outline text may not be used (inversions are prohibited)



Logotype font may not be changed



Partial display of the logo is prohibited



Additional elements may not be added



Unauthorized color schemes may not be used



Shadowing is prohibited



Gradation and transparency are prohibited



# CI GUIDELINES

## GT86



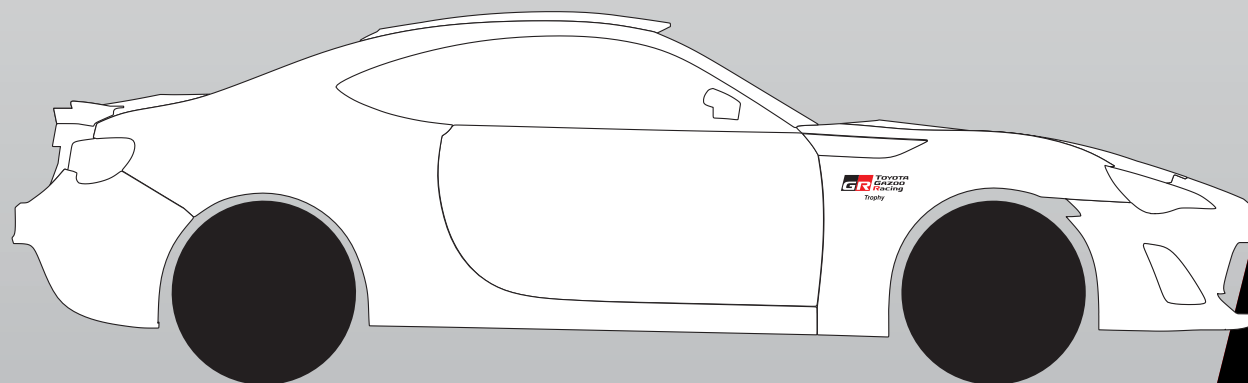
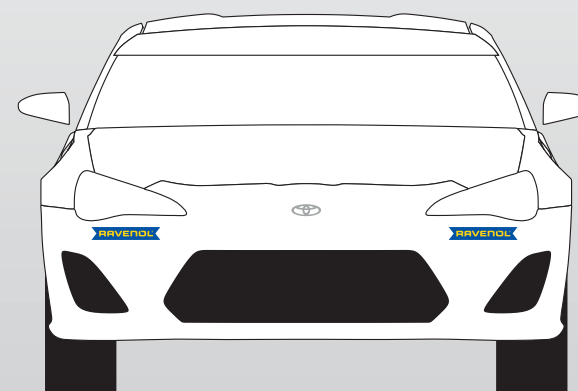
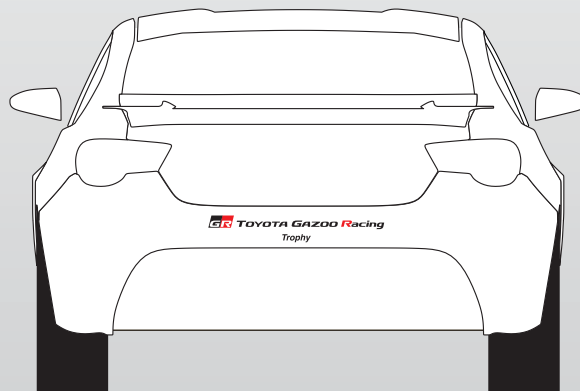
The use of the TOYOTA GAZOO Racing Trophy and Ravenol logos on the car is NOT optional. These must be used by all customer racing and rally teams competing in the TOYOTA GAZOO Racing Trophy.

The TOYOTA GAZOO Racing Trophy logos should be positioned as per the diagrams on this page. The logos should be selected based on the background colour of the car.

On the side of the car, Logo 1 from page 4 should be applied, the logo should be 25cm in width and 13cm in height.

On the rear of the car, Logo 2 from page 4 should be applied, the logo should be 60cm in width and 9.5cm in height.

The Ravenol logos should be positioned as per the diagrams on this page. Both logos should appear on the front bumper of the car, beneath each headlight and should be 25cm in width.



# CI GUIDELINES

## GR Supra GT4



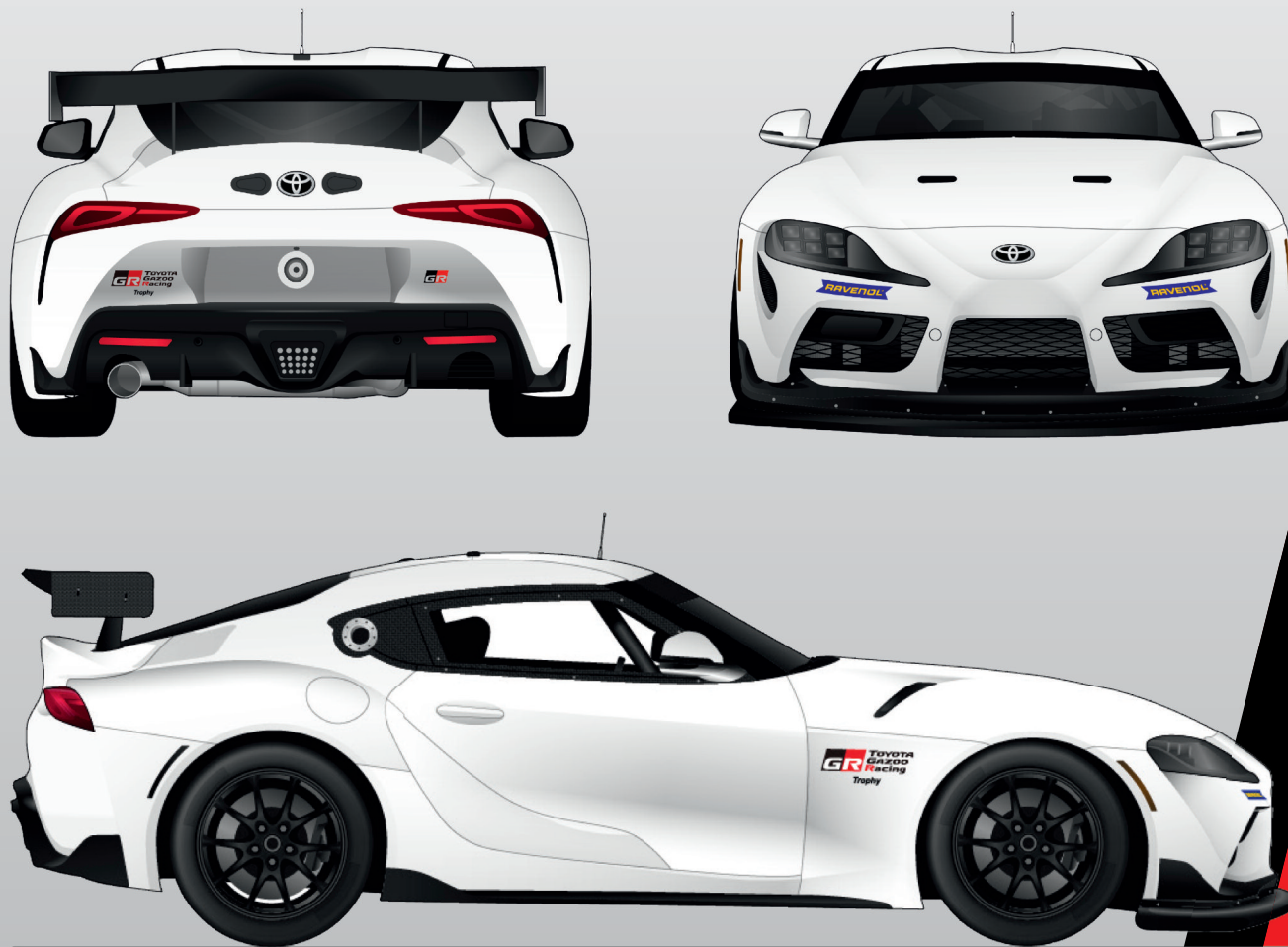
The use of the TOYOTA GAZOO Racing Trophy and Ravenol logos on the car is NOT optional. These must be used by all customer racing and rally teams competing in the TOYOTA GAZOO Racing Trophy.

The TOYOTA GAZOO Racing Trophy logos should be positioned as per the diagrams on this page. The logos should be selected based on the background colour of the car.

On the side of the car, Logo 1 from page 4 should be applied, the logo should be 25cm in width and 13cm in height.

On the rear of the car, Logo 1 from page 4 should be applied, the logo should be 22cm in width and 11.5cm in height.

The Ravenol logos should be positioned as per the diagrams on this page. Both logos should appear on the front bumper of the car, beneath each headlight and should be 25cm in width.





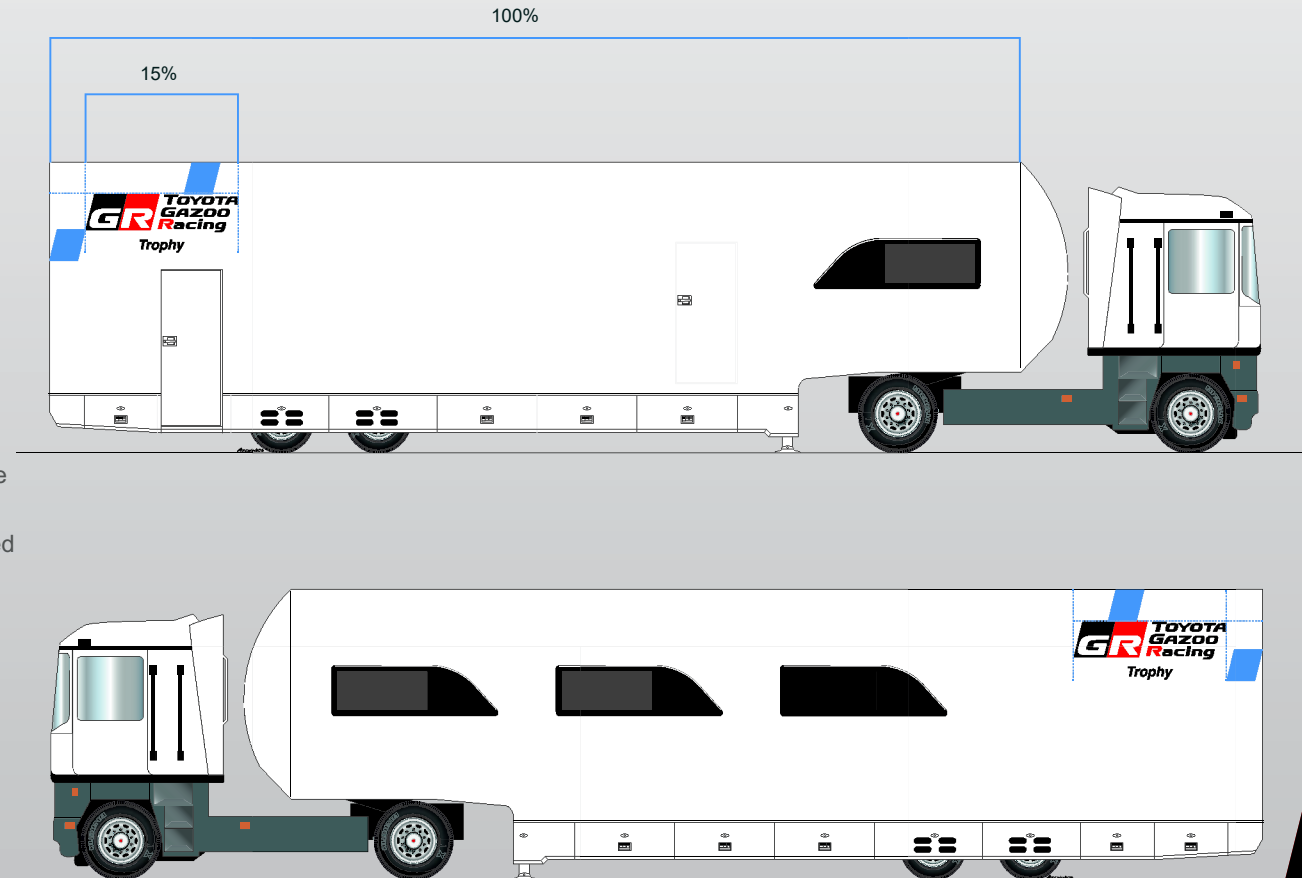
# CI GUIDELINES TRUCKS



The use of the TOYOTA GAZOO Racing Trophy logo on the customer team trucks is optional.

Where it is used, Logo 1 from page 4 should be applied, with the variant of this logo selected based on the background colour of the truck.

The logos on the side of the truck should be positioned in the rear top corner of the truck. The width of the logo must be equivalent to 15% of the width of the truck surface on which it is placed. The logo must be positioned one full horizontal black TOYOTA GAZOO Racing logo segment away from the side and top of the truck.



# CI GUIDELINES

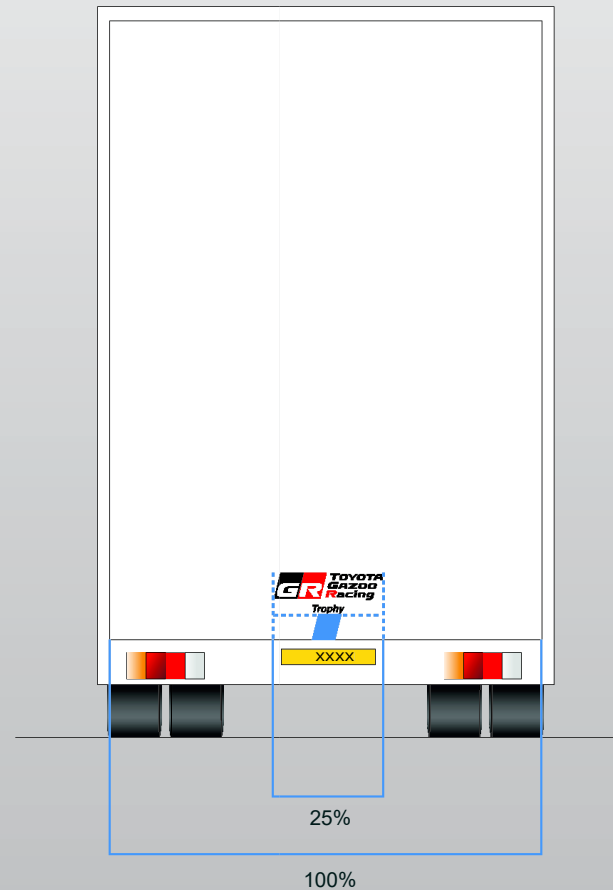
## TRUCKS



The logo on the rear should be positioned centrally at the bottom of the truck. The width of the logo should account for 25% of the width of the surface on which it is placed.

The centre point of the logo should be lined up with the centre point of the bottom of the truck.

The logo must be positioned one full horizontal black TOYOTA GAZOO Racing logo segment away from the bottom of the truck



# CI GUIDELINES

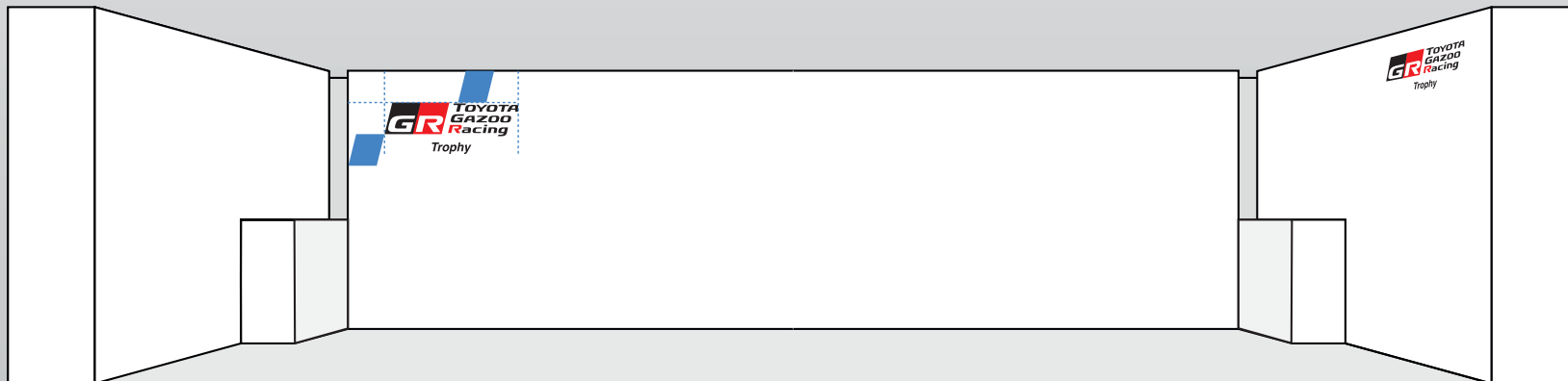
## GARAGE



The use of the TOYOTA GAZOO Racing Trophy logo in the team garage is optional. Where it is used, Logo 1 from page 4 should be applied, with the variant of this logo selected based on the background colour of the garage wall.

When facing the garage, the logo on the left wall should be positioned in the top left corner. The logo on the back wall should also appear in the top left corner. The logo on the right wall should be positioned in the top right corner.

The width of the logos must be equivalent to 15% of the width of the wall surface on which it is placed. The logo must be positioned one full horizontal black TOYOTA GAZOO Racing logo segment away from the side and top of the wall.





# CI GUIDELINES

## OVERALLS



The use of the TOYOTA GAZOO Racing Trophy logo on the driver overalls is optional.

Where it is used, Logo 1 from page 4 should be applied, with the variant of this logo selected based on the background colour of the overalls.

The logo on the front left of the chest should be 10cm in width. The logo on the back of the overalls should be 27cm in width.



# CI GUIDELINES

## HELMET



The use of the TOYOTA GAZOO Racing Trophy logo on the driver helmet is optional.

Where it is used, Logo 1 from page 4 should be applied, with the variant of this logo selected based on the background colour of the helmet.

The logo must be 10cm in width and 3.77cm in height. The centre point of the logo should align with the centre point of the helmet, and should be visible with the applicable exclusion zone when the visor is fully shut.



# CI GUIDELINES

## CLOTHING

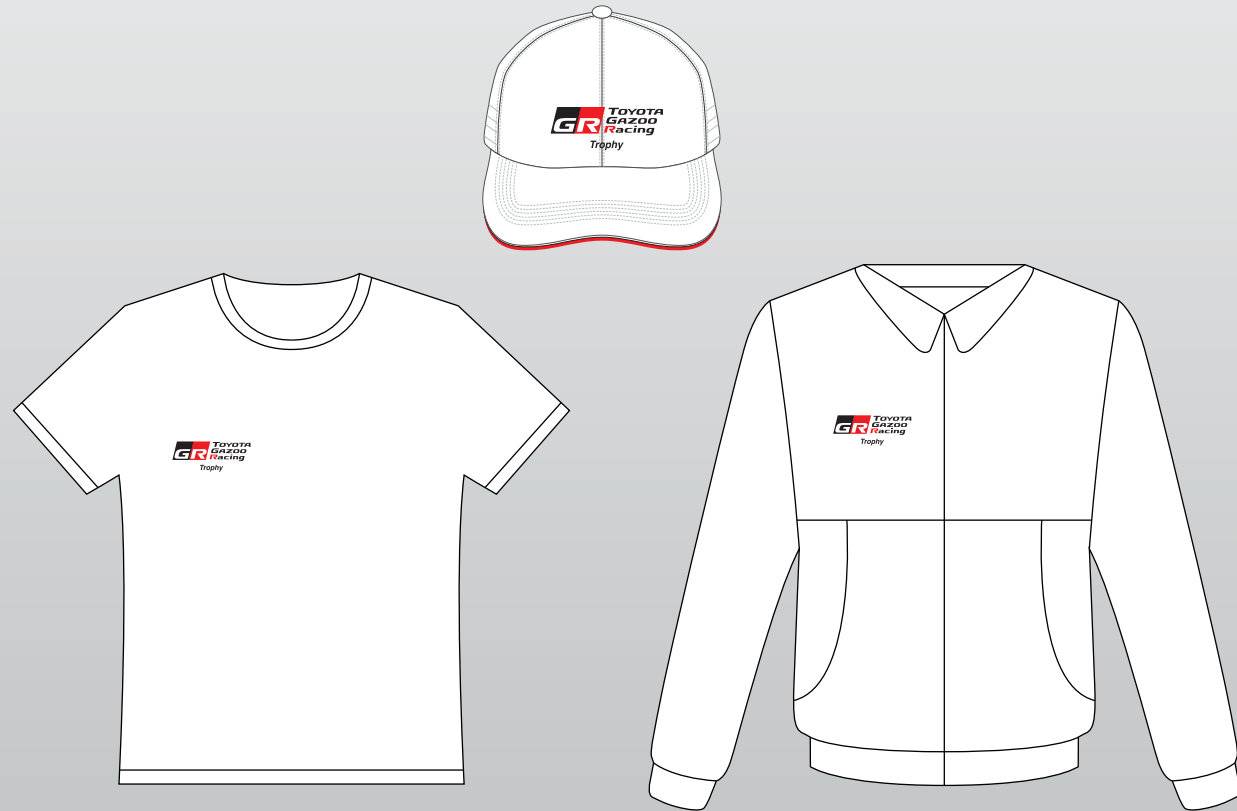


The use of the TOYOTA GAZOO Racing Trophy logo on the team clothing is optional, however, where it is used, prior permission is required.

Where it is used, Logo 1 from page 4 should be applied, with the variant of this logo selected based on the background colour of the clothing.

On a team cap the logo must be 4cm in width and 1.51cm in height. The vertical centre point of the logo must be in line with the vertical centre point of the cap, and the bottom of the logo must be positioned 3cm above the point where the top of the cap meets the peak of the cap.

On team tops, the logo must be 10cm in width and 3.77cm in height. The logo must be positioned as close to the centre of the right chest section of the top as possible.



*Please note that no merchandising displaying the TOYOTA GAZOO Racing Trophy logo can be created or used by any customer racing team.*



# CI GUIDELINES

## CONTACT



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