

CUSTOMER PORTAL TERMS OF USE

TOTO

The TOTO visual identity derives from TOTO's core brand value "Clean Technology". Our communication is clear and distinctive, both in terms of content and look. When our partners (e.g. wholesalers or fitters) use TOTO photos in their communication, the publisher of these media must be identifiable at a glance.

It is essential that the TOTO corporate design, the slogan ("Clean Technology since 1917") and the technology icons never be used in partner media.

The following pages contain sample dos and don'ts for your reference. If you have any questions, please contact the TOTO Marketing team:

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**INVOLVING TOTO INTO PARTNER BRANDS
PHOTOS**



Deriving from its core brand value “Clean Technology” TOTO visual language is a classical lifestyle photography focussing on the puristic design of the TOTO products.

The top-class photos should be used accentuated to support the content as best as possible. At the same time the photos should always be used in a square or rectangular shape. Discount related context should be avoided in any case.



TOTO
TOTO Europe
TOTO Europe GmbH

WASHLET
WASHLETs
NEOREST
LUMINIST
CeFiONtect

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When mentioning TOTO (in headlines or copy
texts) we prefer a spelling in capital letters
using the same typefont and -size as the
remaining text.

For the TOTO registered trademarks
WASHLET, NEOREST and LUMINIST we
recommend the same spelling. The combination
of different word components leads to the
word CeFiONtect and its unique spelling.

In any case hyphenations of the brand name,
the series names or technologies should be
avoided.

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Do not hyphenate technology names

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TOTO should be written in the same typefont
and typesize as the remaining text.

**INVOLVING TOTO INTO PARTNER BRANDS
LAYOUT SHOWCASES**



TOTO WASHLETs
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tenis everspe lendig

ABC BRAND
ABC Brand
ABC Brand Address, Brand Town, Postcode
t: 01234 5678 www.showroom-web.co.uk

Examples for brochure- and flyer covers using TOTO photos. TOTO and one or the other registered trademark are mentioned and spelled in the text as described before.

Typeface, logo, colours, etc. = Wholesaler/plumber corporate design
Lifestyle photos, formatting = TOTO



SAMPLEBRAND

Pricelist 2016

Samplebrand
Samplebrand Address, Brand Town, Postcode
t: 01234 5678 www.showroom-web.co.uk

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Samplebrand showroom
Showroom Address, Showroom Town, Postcode
t: 01234 5678 www.showroom-web.co.uk

Samplebrand XY

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**INVOLVING TOTO INTO PARTNER BRANDS
DON'TS**



Do not copy the TOTO visual identity



Do not use the TOTO slogan "Clean Technology since 1917"
Do not use the TOTO technology icons



Do not change typefont and -size for TOTO and its trademarks
Do not use a different font style for TOTO (use the same typefont and -size for "TOTO" and "WASHLETs" as for the remaining text)