



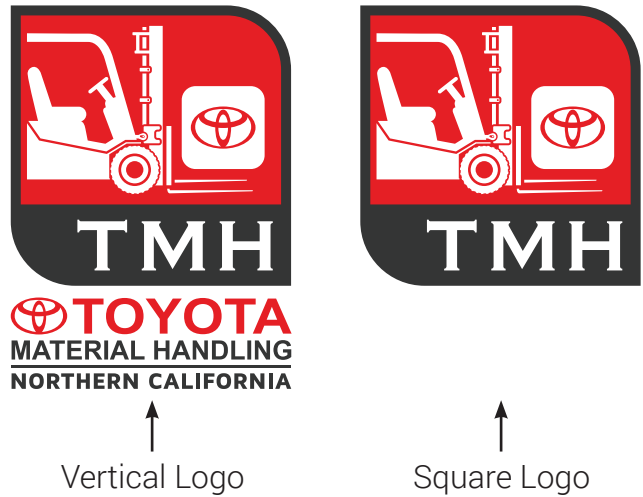
Toyota Material Handling Northern California
Logo Usage Guidelines

Elements and Sizing

Logo Elements

The TMHNC logo is comprised of two elements: the logo icon and the logo type. These elements must always appear in a fixed relationship and may not be altered, adjusted or modified in any way.

Horizontal Logo



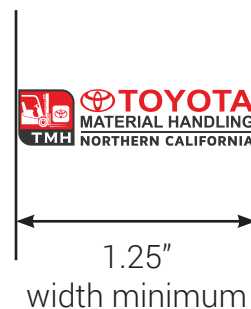
Clear Space

In order to maintain the integrity and impact of the TMHNC logo, a minimum of clear space must always surround the logo. This space, indicated as X, is equal to the height of the logo type.



Minimum Size

To preserve legibility, the TMHNC logo must be reproduced no smaller than 1-1/4" in width.



Color Palette

Logo Colors

The TMHNC logo is consists of two colors. The color formulas for each color are below.



PANTONE
1795 C- Red

CMYK

Cyan: 5
Magenta: 100
Yellow: 100
Black: 0

RGB

Red: 227
Green: 31
Blue: 38

HEX

#E31F26



PANTONE
447 C- Black/Gray

CMYK

Cyan: 79
Magenta: 73
Yellow: 71
Black: 44

RGB

Red: 54
Green: 54
Blue: 55

HEX

#363637



One Color Logo

The black and white version of the logo can be used when only one color can be used.



The white version of the logo can be used on a contrasting background.

Font

The font used in the logo is COPPER PENNY DTP.



Email Signature

Specifications

Font: Arial
Size: 10 pt
Color: #6e7070

Please note that hyperlinks for rating system are unique and must be edited prior to pasting as your e-mail signature.

INITIAL E-MAIL SIGNATURE (NON-RATING SYSTEM):

Mark Andres | Senior Vice President
Toyota Material Handling Northern California
P 510.675.1102 | F 510.675.0400 | www.tmhnc.com



REPLIES AND FORWARDS (NON-RATING SYSTEM):

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How did I do? | [Great!](#) | [OK](#) | [Not Good](#)



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