

CUSTOMER PORTAL TERMS OF USE

TOTO

The TOTO visual identity derives from TOTO's brand value "Life Anew" and the Cleanovation product philosophy (Cleanovation=cleanliness and technical innovation). Our communication is clear and distinctive, both in terms of content and look. When our partners (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 "Life Anew" 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 product philosophy "Cleanovation" 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™
WASHLET™ RX
NEOREST WASHLET™ EW 2.0
NEOREST Waschtisch
ACTILIGHT
CEFIONTECT

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When mentioning the brand name "TOTO" in texts
we prefer a spelling in capital letters using the same
typefont and -size as the remaining text.

For the TOTO registered trademarks NEOREST and
WASHLET™ as well as the technologies we also
recommend the spelling in capital letters.

NEOREST is a label for selected flagship products.
It is used as prefix to the category.

WASHLET™ is a category name for TOTOs specific
shower toilets and it is also used as a prefix to the
product name. When it comes to the combination
with NEOREST the following rule applies:

1. Flagship name (NEOREST)
2. Category name (WASHLET™)
3. Product name (AC 2.0 or EW 2.0)

It reads: NEOREST WASHLET™ AC 2.0

The category name WASHLET™ always comes
without naming TOTO.

It reads: WASHLET™ or shower toilet from TOTO

In any case hyphenations of the brand name, the
trademarks and technologies should be avoided.

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Do not hyphenate technology names

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WASHLET™ should always been used without TOTO

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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**

WASHLET™ SG 2.0
**Aesto tamet faccus,
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 2019

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

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

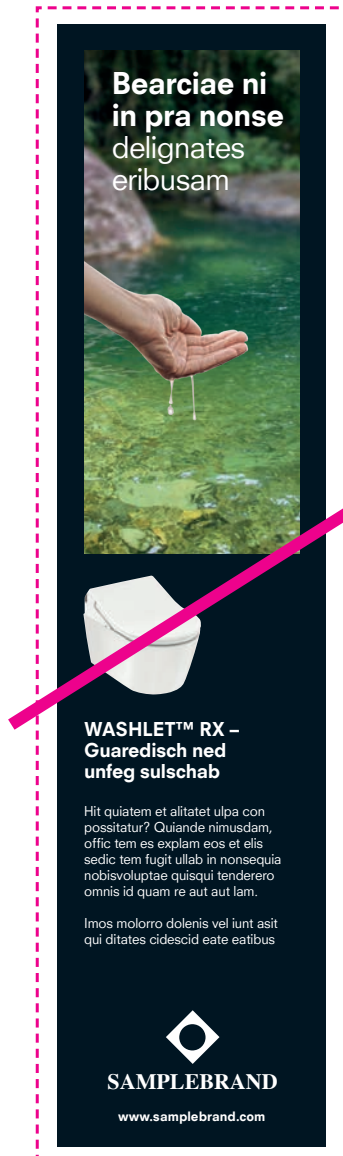
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Samplebrand XY
Samplebrand
Samplebrand Address, Brand Town, Postcode
t: 01234 5678 www.showroom-web.co.uk

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



Do not copy the TOTO visual identity



Do not copy the TOTO visual identity



1. Do not use the TOTO claim „Life Anew“
2. Incorrect product naming it should read category name before product name (= WASHLET™ RX)
3. Do not use the TOTO technology icons