

**TOSHIBA**

Leading Innovation >>>



**TOSHIBA AIRCONDITIONING**

Advancing the **eco**-evolution

# **Toshiba Airconditioning Brand and Advertising Manual**

**Toshiba Carrier Corporation**

2008 version

Note: This is a work in progress.

# 1. Introduction

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## Welcome

Welcome to the preview version of the Toshiba Airconditioning Brand and Advertising Manual\*. This manual is designed to assist your branding and advertising efforts with the aim of enhancing awareness of and respect for Toshiba Airconditioning and its products around the world.

The concepts and guidelines herein aim to facilitate the development of visual communications that convey a solid, consistent and immediately recognizable brand identity, while at the same time allowing creative flexibility to ensure the suitability of such communications for different markets.

Note: This is a preview version of a full-scale manual that will be made available for your use in the near future. The full-scale manual will contain more detailed information and guidelines for branding efforts, as well as for Toshiba Airconditioning's new advertising campaign.

## What is Toshiba Airconditioning?

As relative newcomers in the evolution of the Earth, human beings have undeniably had a greater impact on our planet's ecosystem than any other life form. All organisms effect change on our global environment to some extent, but none have effected change quite as dramatic as the human species. Many scientists agree that human activity has accelerated pollution and climatic change beyond the natural evolutionary process.

Globally, levels of carbon dioxide and average regional temperatures are rising at alarming rates, impacting nature and civilization, while the quality of air in our cities continues to deteriorate. Whatever the causes, the message is clear: the future is up to us, and we can all do more to make things better.

The core of our philosophy is a profound respect for our global environment and the passionate pursuit of improvements in the quality of life for our customers worldwide. As part of our global commitment, we develop cutting-edge technologies and advancements that benefit people everywhere, by offering an ideal balance of comfort and ecologically superior products.

We advance R&D in the field of super energy-efficient, cleaner technologies and develop innovative products that not only use significantly less energy, but also help maintain air quality through state-of-the-art air purification systems for homes and businesses.

We endeavor to lead by example, by delivering the highest quality environmental systems that offer added value, and by contributing responsibly to the advancement of humankind.

This is our vision, which we have encapsulated in the message "**Advancing the eco-evolution.**"

## 2. Toshiba Airconditioning Brand Tagline

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The Toshiba Airconditioning brand tagline consists of the Toshiba Airconditioning brand logo, the “Advancing the eco-evolution” message, framed by a blue band, and a gray leaf. The brand tagline has been developed to promote high visibility for the Toshiba Airconditioning name and to clearly link the name with the Company’s commitment to products that offer the ideal balance between comfort and ecological integrity.

Whenever possible, the basic version of the brand tagline should be used. This version features a transparent gray leaf, allowing the background to be seen. When the basic version cannot be used or is not visually effective, approved alternatives may be used.

### Corporate Message

The “Advancing the eco-evolution” message was developed to convey Toshiba Airconditioning as a company that develops and offers air-conditioning products that combine cutting-edge technologies and advancements to deliver an ideal balance of comfort and ecological integrity. Toshiba Airconditioning is the only major global manufacturer of air-conditioning products to use a message emphasizing the environment.



Toshiba Airconditioning brand tagline (basic version)

## 2. Guidelines for Use

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It is crucial to maintain the integrity of the brand tagline. Accordingly, we ask that you please keep the following in mind:

- 1 The brand logo is a unique and carefully designed graphic representation of the brand name. As such, it must always be presented in the same way. The brand logo and message may not be altered in any way.
- 2 The approved proportions, typefaces and colors must be maintained.
- 3 Only the approved elements may be used. Other textual or design elements may not be added to the brand tagline or otherwise used in a manner that causes them to appear to be part of the brand tagline.
- 4 The message may be used in English only. Do NOT translate it into other languages. If you are required by law to include a translation, please do so by adding an asterisk to the message and including the translation in a manner that is tasteful as well as visible.

## 2. Toshiba Brand Tagline

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The Toshiba brand tagline—"TOSHIBA Leading Innovation"—embodies the intent and fundamental identity of the Toshiba brand, including a determination to deliver novelty and value to customers and society. **The Toshiba brand tagline MUST be used together with the Toshiba Airconditioning brand tagline in all media.** The preferred positioning of the Toshiba brand tagline in print media is the upper left-hand corner.

For guidelines on how to use the Toshiba brand tagline, please refer to the manual titled "Introducing Toshiba Brand Tagline." Please note that the vertical lockup, as shown here, is the preferred construction for all applications. Alternative versions are available, but their use is limited and may require official approval.

**TOSHIBA**  
**Leading Innovation >>>**

The image shows the Toshiba brand tagline in a vertical lockup. The word "TOSHIBA" is in a large, bold, red, sans-serif font. Below it, the words "Leading Innovation" are in a smaller, bold, black, sans-serif font, followed by three right-pointing chevrons (»»). To the right of the chevrons, there is a dimension line with the label "0.5T", indicating the vertical spacing between the top of the "TOSHIBA" text and the top of the "Leading Innovation >>>" text.

## 2. Exclusive Message

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The “Advancing the eco-evolution” message (spoken word) was checked against registered trademarks in the following countries/regions as of January 18, 2007:

### Europe

Albania, Andorra, Austria, Belarus, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Monaco, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia and Montenegro, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom

### Asia and Oceania

Afghanistan, Australia, Bhutan, Brunei, Cambodia, Fiji, Hong Kong, India, Indonesia, Kazakhstan, Kyrgyzstan, Laos, Malaysia, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Papua New Guinea, People's Republic of China, Philippines, Republic of Korea, Samoa, Singapore, Sri Lanka, Taiwan, Tajikistan, Thailand, Turkmenistan, Uzbekistan, Vietnam

### 3. Proportions

The Toshiba Airconditioning brand tagline must be treated with respect and should appear relatively prominently in all applications. Please observe the proportions shown in the accompanying drawing. (Note that these are proportions, NOT absolute measurements.) The length of the blue band and the position of the leaf on the band may be altered, as shown in examples A and B, but otherwise the relationship of the various elements must be maintained.



Basic version



Example A



Example B



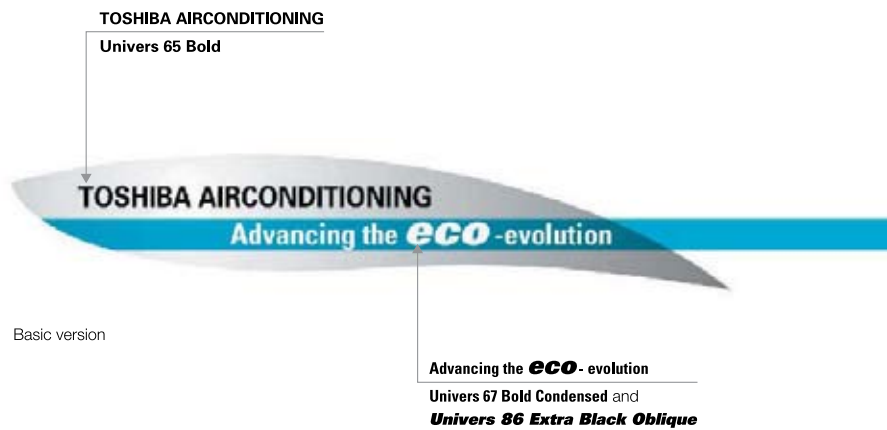
A = Width of Toshiba brand tagline  
1A-3A = Width of Toshiba Airconditioning brand tagline  
(i.e., one-three times the size of the Toshiba brand tagline)

### 3. Typefaces

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The font used for the **TOSHIBA AIRCONDITIONING** brand logo is **Univers 65 Bold**.

The fonts used for the “**Advancing the *eco*- evolution**” message are **Univers 67 Bold Condensed** and ***Univers 86 Extra Black Oblique***.



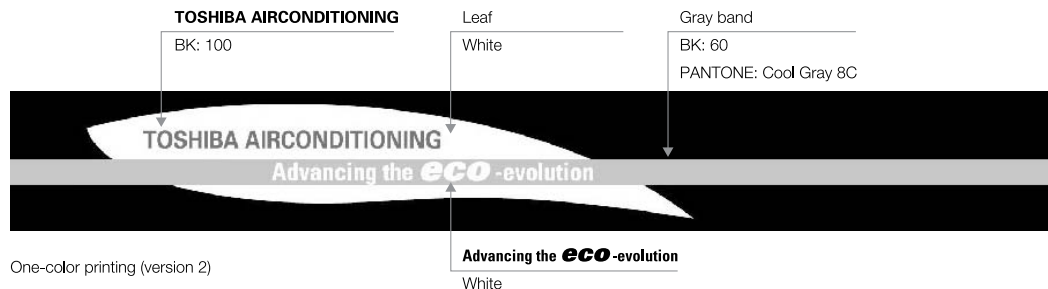
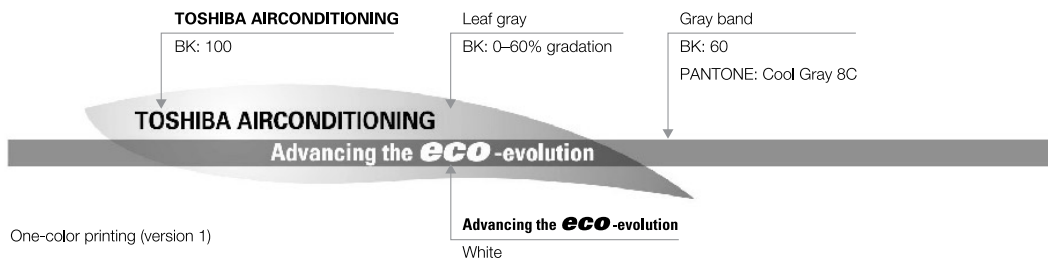
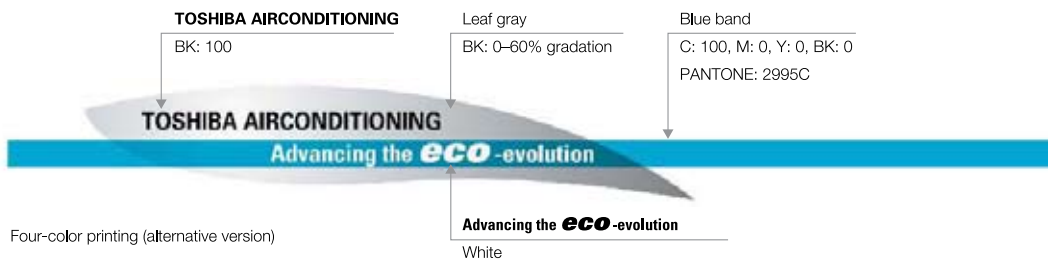


### 3. Colors

Whenever possible, the basic version of the Toshiba Airconditioning brand tagline, shown here, should be used. This version features a transparent gray leaf, allowing the background to be seen. The colors used have been chosen specially to convey the sentiments behind the message, as well as to facilitate clear and clean reproduction under most conditions and ensure optimum visibility.

The Toshiba Airconditioning brand logo is black, while the “Advancing the eco-evolution” message is white. The gray leaf represents wind and green vegetation. The blue band embodies the sky and clean air.

For four-color printing applications in which the basic version of the brand tagline cannot be used effectively, an alternative version is available. Two black-and-white versions have also been prepared for media using one-color printing.



### 3. Examples of Inappropriate Use

Consistent presentation of the Toshiba Airconditioning brand tagline is important to promote recognition of the Toshiba Airconditioning brand. The examples below are designed to help avoid inappropriate use. Please note that these examples are just that—examples. Modifications of the brand tagline—with the exception of those expressly indicated in this manual—are prohibited.



Do not alter the shape.



Do not split up the elements.



Do not distort.



Do not alter the configuration.



Do not alter the typefaces of the brand logo and/or message.



Do not alter the colors of the text and/or visual elements.



Do not use a version that is inappropriate for the background.



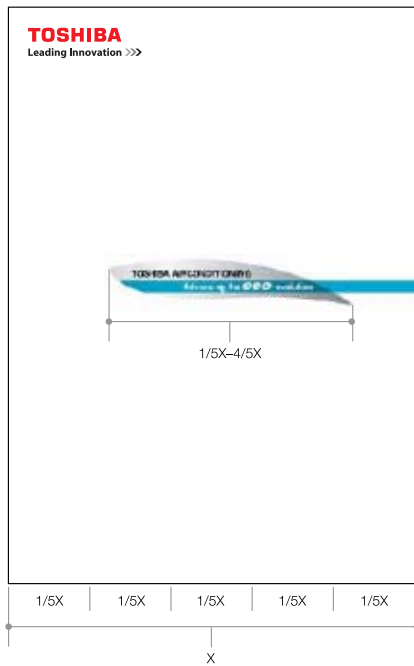
Do not rotate.

## 4. Advertising Campaign

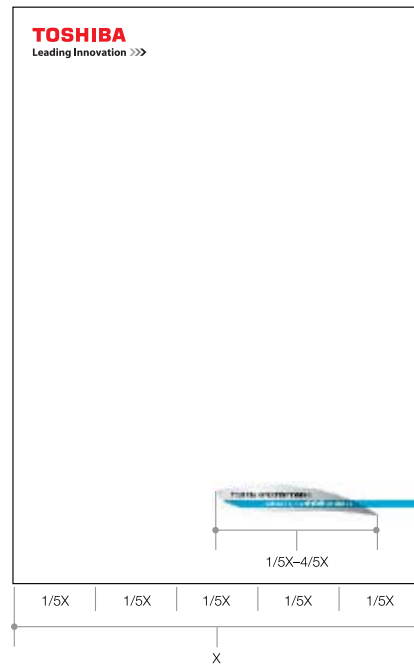
### Print Ad Guidelines

The following are intended as guidelines. Please submit proposed layouts to Toshiba Airconditioning for approval before using them. (See the final page for contact information.)

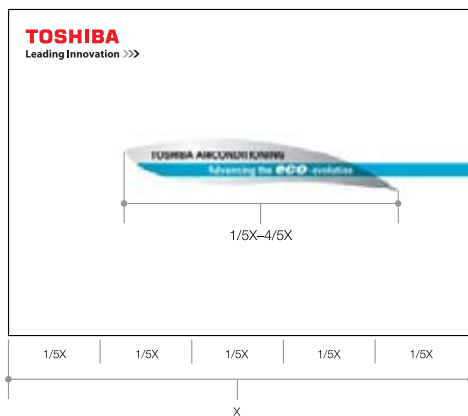
A4 Single-page layout



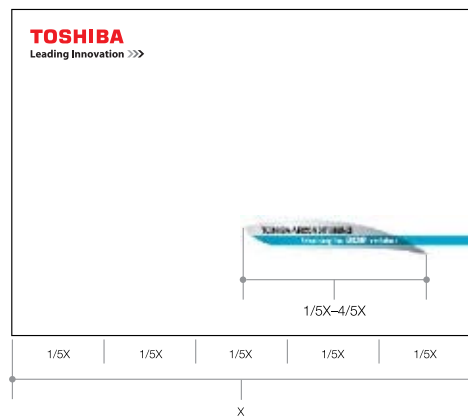
A4 Single-page layout



A4 Double-page layout



A4 Double-page layout



X = Width of page  
1/5X-4/5X = Width of brand tagline

## 4. Print Ad Sample



### A Image Area

#### (1) Main Visual ("Mt Fuji")

The main visual serves as a backdrop for the Toshiba Airconditioning brand tagline, the subhead and body copy, and smaller photographs. The dimensions used in the above sample are for reference.

#### (2) Toshiba Airconditioning Brand Tagline

Observe the guidelines for the Toshiba Airconditioning brand tagline outlined on pages 2-001 and 2-002 and the specific instructions regarding proportions, typefaces and colors on pages 3-001 through 3-003 of this manual.

#### (3) Headline, Body Copy, Communication Device

Use Univers 65 Bold Oblique to typeset the headline and Univers 55 Roman to typeset the body copy. Both the headline and the body copy should have sufficient contrast to ensure readability. If you translate the headline and/or body copy into another language, use a layout, proportions and fonts similar to those used in the sample. Also, be sure to choose a point size that ensures the copy is readable. Position the communication device (balloon) to the right and above the body copy. For more information on the communication device, please refer to page 4-002 of this manual.

### B Product Area

#### (1) Product Photographs and Product Information

Main and smaller product cuts must be placed here, as must all product information. Layout, proportions and positioning should be as in the sample. Typeset product features and supporting information in Univers 65 Bold Oblique and Univers 55 Roman. To ensure readability, make sure the text has sufficient contrast from the background.

#### (2) Product Logos

Position product logos below the main product photographs, as in the sample. Proportions should also be as in the sample. Do not alter product logos in any way.

### C Header and Footer

#### (1) Toshiba Brand Logo

The Toshiba brand tagline must be positioned in the upper left-hand corner in the space indicated. Proportions should be as in the sample, that is, sufficient white space should be left in the "tab" to ensure the logo is clearly visible. For guidelines on how to use the Toshiba brand tagline, please refer to the manual titled "Introducing the Toshiba Brand Tagline."

#### (2) Toshiba Carrier Corporation Information

Place the Toshiba Carrier Corporation name, address and URL in the footer below the product area, in black as indicated in the sample. Typeset in Helvetica Bold and use all caps, except for the URL. Please note that this information must be included in all ads.

Note: Advertising and design agencies are responsible for purchasing

## 4. Product Area



### A Image Area

#### (1) Main Visual ("Clouds")

The main visual serves as a backdrop for the Toshiba Airconditioning brand tagline, the subhead and body copy, and smaller photographs. The dimensions used in the above sample are for reference.

#### (2) Toshiba Airconditioning Brand Tagline

Observe the guidelines for the Toshiba Airconditioning brand tagline outlined on pages 2-001 and 2-002 and the specific instructions regarding proportions, typefaces and colors on pages 3-001 through 3-003 of this manual.

#### (3) Headline, Body Copy, Communication Device

Use Univers 65 Bold Oblique to typeset the headline and Univers 55 Roman to typeset the body copy. Both the headline and the body copy should have sufficient contrast to ensure readability. If you translate the headline and/or body copy into another language, use a layout, proportions and fonts similar to those used in the sample. Also, be sure to choose a point size that ensures the copy is readable.

Position the communication device (balloon) to the right and above the body copy. For more information on the communication device, please refer to page 4-002 of this manual.

### B Product Area

#### (1) Product Photographs and Product Information

Main and smaller product cuts must be placed here, as must all product information. Layout, proportions and positioning should be as in the sample. Typeset product features and supporting information in Univers 65 Bold Oblique and Univers 55 Roman. To ensure readability, make sure the text has sufficient contrast from the background.

#### (2) Product Logos

Position product logos below the main product photographs, as in the sample. Proportions should also be as in the sample. Do not alter product logos in any way.

### C Header and Footer

#### (1) Toshiba Brand Logo

The Toshiba brand tagline must be positioned in the upper left-hand corner in the space indicated. Proportions should be as in the sample, that is, sufficient white space should be left in the "tab" to ensure the logo is clearly visible. For guidelines on how to use the Toshiba brand tagline, please refer to the manual titled "Introducing the Toshiba Brand Tagline."

#### (2) Toshiba Carrier Corporation Information

Place the Toshiba Carrier Corporation name, address and URL in the footer below the product area, in black as indicated in the sample. Typeset in Helvetica Bold and use all caps, except for the URL. Please note that this information must be included in all ads.

Note: Advertising and design agencies are responsible for purchasing and licensing fonts.

## 4. Communication Device

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The balloon communication device has been developed for use in advertising and symbolizes commanding leadership—that is, Toshiba Airconditioning's unparalleled commitment and ability to create air-conditioning products that offer the ideal balance between comfort and ecological integrity.

The balloon is available at various angles, and feature various countries facing forward. Please choose the one that best suits your needs. Please note that the balloon must appear in all advertising.

## 4. Basic Elements Application Guideline

The following diagram is intended to serve as a guideline for the use of elements included in this manual in advertising:

Items Use	Toshiba brand tagline 	Toshiba Airconditioning brand tagline 	Balloon communication device 
B2C communications	Must	Must	Must
B2B communications	Must	Must	Must
Corporate communications	Must	Must	Must

## 5. Templates for Microsoft PowerPoint

Please make use of these Microsoft PowerPoint templates created exclusively for product-related presentations.



Cover page



Main presentation page



## 5. Materials

The following photos and image materials have been prepared for use in your advertising activities. Please observe the relevant restrictions on use. (Use beyond the dates or outside the regions indicated is only possible upon payment of a fee.)

For information on how to obtain these materials, please contact Toshiba Carrier Corporation's Sales Group. (See the final page for contact information.)



### Clouds

Usage: Print advertising and Internet  
Regions: Worldwide  
Duration: Until January 31, 2009  
Data dimensions: 4543 (W) x 4025 (H) pixels



### Mt Fuji, Japan

Usage: Print advertising  
Regions: EMEA and ASIA  
Duration: Until January 31, 2009  
Data dimensions: 6966x5468



### West Alps, Italy

Usage: Print advertising and Internet  
Regions: Worldwide  
Duration: Until February 28, 2009  
Data dimensions: 7583x6144



### Great Barrier Reef, Australia

Usage: Print advertising and Internet  
Regions: Worldwide  
Duration: Until March 31, 2009  
Data dimensions: 6441x5122



### Shakhdag, Azerbaijan

Usage: Print advertising and Internet  
Regions: Worldwide  
Duration: Until April 30, 2009  
Data dimensions: 7821x5200



### Solenice, Czech Republic

Usage: Print advertising and Internet  
Regions: Worldwide  
Duration: Until May 31, 2009  
Data dimensions: 7582x7087



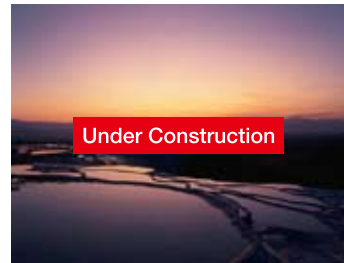
### Mount Dunagiri, India

Usage: Print advertising  
Regions: EMEA and ASIA  
Duration: Until June 30, 2009  
Data dimensions: 6398x4271



### Jiuzhaigou Valley, China

Usage: Print advertising  
Regions: EMEA and ASIA  
Duration: Until July 31, 2009  
Data dimensions: 7155x5515



### Hierapolis-Pamukkale, Turkey

Usage: Print advertising  
Regions: EMEA and ASIA  
Duration: Until August 31, 2009  
Data dimensions: TBD

## 5. Materials



### France

Usage: Print advertising  
Regions: EMEA and ASIA  
Duration: Until September 30, 2009  
Data dimensions: TBD



### Korea

Usage: Print advertising  
Regions: EMEA and ASIA  
Duration: Until October 31, 2009  
Data dimensions: TBD



### England

Usage: Print advertising  
Regions: EMEA and ASIA  
Duration: Until November 30, 2009  
Data dimensions: TBD



### Antarctica

Usage: Print advertising  
Regions: EMEA and ASIA  
Duration: Until December 31, 2009  
Data dimensions: TBD



### Balloon A

Duration: No restrictions  
Regions: Worldwide



### Balloon B

Duration: No restrictions  
Regions: Worldwide



### Balloon C

Duration: No restrictions  
Regions: Worldwide

## 5. Sales Promotion Tools

A selection of promotional materials has been developed to generate synergy with your advertising activities, as well as to reinforce brand identity. Please observe the relevant guidelines and restrictions on use of photographs, logos and other elements.

For information on how to obtain these materials, please contact Toshiba Carrier Corporation's Global Business Division (See the final page for contact information.)



Music Collection CD



Multi-purpose DVD



DAISEIKAI brochure (B2C)



Super DAISEIKAI sticker (B2C)



DAISEIKAI sticker (B2C)



Clear files



Memo pad



Pen

## 5. Sales Promotion Tools



Daiseikai FS Poster



Hi-wall FS Poster



Daiseikai Inverter Poster



Hi-wall Inverter Poster



Catalogue



Info Binder



Product Presentation



Leaflets

## 5. Sales Promotion Tools



SDI/DI Catalog



Toshiba Airconditioning Brochure (EMEA)



Toshiba Airconditioning Brochure (Asia & LAO)



4 way cassette exhibition kit

5-003-C

May 15, 2008

## 6. Television Advertisements

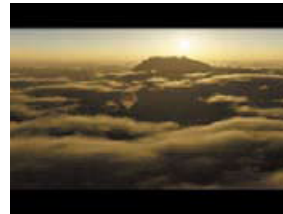
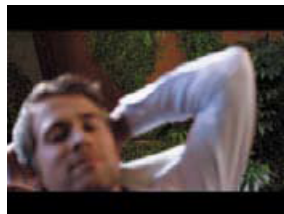
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In line with the primary communications objective of the brand advertising campaign, we have developed a number of television advertisements. Essentially variations of the following story line, each of these advertisements depicts a man being swept away to relaxation as he turns on the air conditioning. The advertisements begin in a living room. A man picks up a remote control and turns on the air conditioner before sitting down in a chair. Cool, refreshing air pours forth from the unit, transporting the man to a quiet, green spot in the great outdoors.

The music used in the television advertisements is adapted from Antonio Vivaldi's *The Four Seasons*.

**Brand  
Television Advertisement  
"Waterfall"**

**Narration**  
TOSHIBA  
Leading Innovation



**Available versions**

**Brand**

Brand (15 seconds, 30 seconds, 45 seconds)

**Product (TCCJ)**

Product (15 seconds, 30 seconds)

**Product (TCCT)**

Product (15 seconds, 30 seconds)

**Duration:** Until March 29, 2009



**Narration**  
Advancing the eco-evolution  
TOSHIBA AIRCONDITIONING

# Ad Materials and Media Server

All ad materials, including editable layout files and television advertisement previews, have been uploaded to our server for your convenience. The site will be updated as new ads become available.

Please access: <http://daiseikai.serveftp.net/ad/>

Login: eco

Password: evolution



For further information, please contact:

Toshiba Carrier Corporation  
Global Sales Group

Marketing Strategy Div.  
Sales Promotion Dept.

Tel : +81-3-6409-1920  
Fax : +81-3-5447-8145

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