

TOYOTA IN 3D

Toyota has been adopting their current brand signage image since 1989 to more than 7000 dealer outlets worldwide. Toyota has now developed new signage guidelines for the Toyota brand, after intense analysis of their market worldwide. The shift has been to a higher emphasis of the Toyota Mark and Logo from the current 2d implementation, to 3d with self-illumination. The current 2 pole sign is being converted to a pylon or square sign and the application of red horizontal and vertical lines add to the visual statement.

Albert Smith Group Philippines was invited with several other suppliers by Toyota Motors Philippines (TMP) during the later part of 2004 to assist with their changeover of dealerships to the new image. This involved an intensive accreditation process via the development of prototyping for the new 3d image as well as participation in bidding for the supply and installation of this image to their entire



dealer network in the Philippines. We were fortunate enough to win the bid, which then allowed us to finalise our prototypes to be evaluated and approved. The evaluation and approval process involved the members of Toyota's official design team for the project, "Design Corporation / Japan" and "Toyota Motor Asia Pacific PTE LTD", who visited our facility for the reviews. The evaluation included, among other things, our production methodologies, moulds, red acrylic sheet, forming of acrylics and lighting.

The Toyota image requirements do vary slightly among the various regions. With countries such as Taiwan and the Philippines adopting the new 3d image onto a

metallic background and not the standard white fascia boxes being used in the US, Japan and other regions. This actually worked in our favour locally as we could also offer a more encompassing scope of work to the client as we could now provide the silver metallic ACM cladding for the fascia band background along with the signage.

The first Philippines sites were actually new build sites, which included the cladding of the entire buildings, plus all external and internal signage requirements. We are currently implementing the refurbishment and upgrade of ten (10) existing dealerships throughout Metro-Manila with another eight (8) in the provincial regions to follow. The entire project should be completed by mid to late 2006.

Throughout the program we have been supported by Albert Smith Taiwan via tooling development and acrylic supply; providing the correct acrylic pigmentation color match and the extra wide sheet size required for thermoforming of the large Toyota logo.

Subsequently, after completion of our first sites we were recommended via the Toyota network as an accredited Toyota supplier. Toyota dealerships in both Saipan and Guam then contacted us for possible advice and assistance. We have been working in conjunction with these dealers and their nominated architects in both these US territories to develop and implement the new brand image. Toyota in Saipan is now completed, while Guam is currently under production. These two dealerships use the Japan / US specification of 3d signage on white background. All products: fascia cladding materials, 12 metre pylon, etc., were preassembled and tested in the Philippines, before shipment, with detailed assembly and installation guidelines provided for successful implementation.

We are proud to support Toyota as they continue to strengthen their brand identity in our region.

Peter Treloar - Albert Smith Philippines

