



Toro Branding Guidelines

Updated October 2015

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THE TORO BRAND

For more than a century, The Toro Company has grown its market leadership by the philosophy that if you value the customer and build a better product, people will buy it. The Toro brand is more than just our name and logo. It is a promise. For each and every product in the Toro family – from turf and landscape equipment to irrigation solutions – our brand represents a promise of quality, productivity, efficiency and timeless dependability to our channel partners and end customers. The Toro brand is the sum of who we are, what we represent, and the experiences people have with us.

A strong, consistent Toro brand provides context and support for our product brands. And this brand – *this promise* – has very tangible benefits.

Its value boosts market penetration for new products, creates a strong customer loyalty and reputation, supports the value proposition to sustain price premiums for our innovative products, and helps us maintain our leadership position in an increasingly competitive marketplace.

To protect and grow the equity in our brand, we must represent Toro consistently. Every communications piece that we produce can either strengthen or dilute our brand. And every interaction that our channel partners and customers have with us – through our products, experiences with customer service, an advertisement or an article – shapes their expectations and defines the Toro brand for them. This consistency is even more important on a global scale, as we continue to strengthen our brand presence and leadership in international markets.

The Toro Company reserves the right to reject any usage where the Toro logo or name is not in alignment with our corporate image and/or policies. External parties, such as channel partners and vendors, cannot use the Toro name as part of URLs, social profile names or other such uses unless approved by Toro.

Use of Toro Brand by Third Parties

We are often presented with opportunities to promote the Toro brand and name through sponsorships, programs or other events. Each opportunity must be evaluated on its own merits to ensure it aligns with company policies, our core values and the positioning of the Toro brand.

As for requests from our vendor partners to use the Toro brand or Toro name on their website, or in marketing and communications materials, we typically decline such requests as they often present little benefit for Toro – but rather more for the vendor in promoting their products/services in connection with the Toro brand. And, in many situations, we don't want our competitors knowing who we use for vendors and the services provided. For questions, please contact Branden Happel at branden.happel@toro.com or email brand.manager@toro.com.

Defining The Toro Brand

To convey consistent messaging about our brand, and to create a consistent experience, we must be clear about what our brand stands for and what it means to our many customers. This includes our purpose, vision and mission – along with our brand promise and brand essence.

Our Purpose

To help our customers enrich the beauty, productivity and sustainability of the land.

Our Vision

To be the most trusted leader in solutions for the outdoor environment. Every day. Everywhere.

Our Mission

To deliver superior innovation and to deliver superior customer care.

Toro's Brand Promise

Toro is always there to help you care for your landscapes the way you want, when you want, better than anyone else.

Toro's Brand Essence

Our brand essence describes who we are and what we stand for in the minds of our end customers. It influences what we say, as well as how we say it.

Toro Means:

- **Innovation:** We lead with our relentless drive to innovate. It is our lifeblood, our legacy, and our commitment to all customers that we are honored to serve.
- **Performance:** Our products are trusted for their quality, durability and reliability. Our service is unsurpassed.
- **Productivity:** We have a reputation for building hard-working products that help our customers get the superior results they desire, and accomplish more in less time.
- **Leadership:** We are recognized as a global leader of innovative solutions for the outdoor environment – including turf, snow and ground-engaging equipment, and irrigation and outdoor lighting products.

The Importance of Standards

This style guide is the foundation for Toro's brand standards. It includes guidelines for logo usage, color, typography, images and other elements for every brand application – including digital properties, video production, print communications, on-product design and more. Each element is a tool that shapes and defines our brand.

It is essential that we use the Toro brand elements and voice consistently to create a unified user experience across all points of contact, for all product lines.

Please keep these guidelines on hand and refer to them often. It is the way for us all to make sure the Toro brand is even stronger tomorrow than it is today.

CONTACTS: Business Brand Representatives

Maintaining the strength and power of the Toro brand is important for all stakeholders – internal and external. A strong Toro brand benefits all and ensures the most consistent experience for our customers. Toro reserves the right to reject any usage where the Toro logo or name is not in alignment with our corporate image and/or policies. Therefore, we ask that you follow these standards closely and do not deviate from the guidelines established.

Should you have any questions about these standards (e.g. how to represent the brand in a certain application), please contact the appropriate brand representative below:

Commercial

Andy Vevang, andy.vevang@toro.com, 952-887-8906

Corporate

Branden Happel, branden.happel@toro.com, 952-887-8930

International

Karine Watne, karine.watne@toro.com, 952-887-8531

Irrigation

Alexis Bookman, alexis.bookman@toro.com, 951-785-3612

Micro Irrigation

Cortney Kesselman, cortney.kesselman@toro.com, 619-596-2102

Residential/Landscape Contractor

Kristi Odegard, kristi.odegard@toro.com, 952-887-8064

Sitework Systems

Luann Monahan, luann.monahan@toro.com, 952-887-7220

Toro Australia

Marjoleine Lloyd, Marjoleine.lloyd@toro.com

CORE IDENTITY ELEMENTS

The Toro brand identity is shaped by a multi-channel mix of marketing assets – from print communications and digital media to broadcast and in-store advertising. The core elements for Toro's brand identity – including logos, type fonts and colors – help to provide instant visual recognition. Therefore, consistent and correct usage by internal and external stakeholders is critical to building the Toro brand.

Logos

Our brand is one word: Toro. This single word, within a red shield, is our most widely recognized trademark. Proper use of the logo reinforces the brand and increases its value. The Toro logo is used on all products, digital media, marketing materials and official communications to transact business.

Do not recreate or alter the Toro logo. Logos can be downloaded by [clicking here](#). If you are unable to find the logo you need, contact Branden Happel at branden.happel@toro.com or email brand.manager@toro.com.

Our logo consists of two parts that must always be used as one element:

- **Shield** – The red box in which the TORO logotype is placed
- **Logotype** – Always shown in white, the logotype is centered inside the Shield and accompanied by the ® registration symbol that rests on the same baseline as the logotype.



Logo for Corporate Use

This logo does not include the 'Count on it' tagline, and should be used by individuals in corporate functions that support multiple company brands. This includes Finance, Sourcing, Operations, Information Services, and similar functions.

The Toro logo, without tagline, can also be used by our Toro-branded businesses for advertising and other marketing applications.



Logo for Toro-Branded Businesses

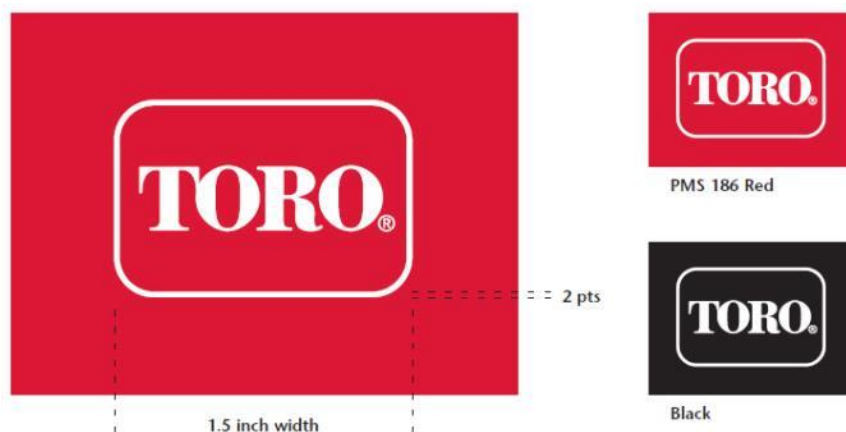
The Toro logo with the 'Count on it' tagline specifically speaks to our Toro-branded products and services. Therefore, this logo should only be used by those in our Toro businesses, or those representing Toro products and services.

The 'Count on it' tagline is only to appear in English, and should not be translated into other languages.



Outlined Logo

When reproducing the logo on a background of the same color as the Toro shield, use a thin white rule to outline the shield. The weight of the outline is 2 points on a logo that is 1.5" in width. The outline weight is scaled appropriately, depending on whether the logo is reproduced smaller or larger.



Logo with Tagline: Horizontal & Stacked

When the Toro logo is used together with the 'Count on it' tagline, it is referred to as the Toro signature. The tagline should always be set in the typeface *Leviathan* with the proper spacing.

Preferred placement of the tagline is to the right of the logo, as shown below. For certain situations, where the preferred treatment does not work, such as vertical banners, it is acceptable to use a stacked version with the tagline centered and spaced appropriately beneath the logo. The three approved options are shown.

Preferred Signature

- The preferred (horizontal) version, which has the tagline at half the size of the TORO logotype, is most commonly used on applications.



Alternate Signature

- A secondary (horizontal) version, which has the tagline at the full height of the TORO logotype, is typically used on external signage for better emphasizing the tagline.



Stacked Signature

- An alternate (stacked) version can be used in narrow applications, where the two horizontal layouts will not work due to space constraints.



NOTE: The 'Count on it' tagline only appears in English.

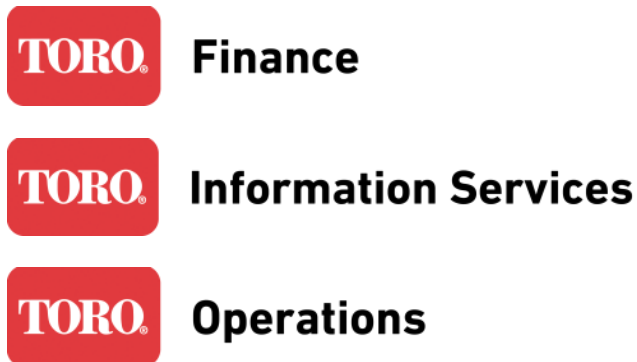
Using Business Unit Names with the Toro Logo

In certain external applications, such as tradeshow, where we want to convey our position in a particular market or industry, business unit names can be included to the right of the Toro logo or centered beneath the Toro logo – with proper spacing from the shield that is measured by the height of the “T” in the TORO logotype. These names should be set in the font typeface DIN Next LT Pro Bold in upper/lower case, as demonstrated below. These names should never be stylized graphically or typographically to compete with the Toro brand. Prior approval from Corporate Public Relations is required.



Using Functional Unit Names with the Toro Logo

For internal purposes ONLY, such as memos and other communications, functional unit names can be included to the right of the Toro logo – with proper spacing from the shield that is measured by the height of the “T” in the TORO logotype. Functional unit names should be set in the font typeface DIN Next LT Pro Bold in upper/lower case, as demonstrated below. These names should never be stylized graphically or typographically to compete with the Toro brand. If you have a request to add another option, contact Branden Happel at branden.happel@toro.com or email brand.manager@toro.com.



Logo Clear Space

In order to ensure proper visibility and maximize impact, a minimum clear space between the Toro logo and any other elements is required. The clear space surrounds the logo, separating it from photography, text, illustrations and the outside edge of the document. The size of the clear space is measured by the height of the “T” in the TORO logotype, as shown.



Logo Size

The Toro logo must always measure three units wide by two units high. Never alter the logo's proportions, the typeface of the logotype and its position, or the position of the ® registration symbol.



To ensure legibility, the Toro logo should never be reproduced smaller than 1/4 inch (or 6 cm) in height. Some applications, such as screen-printing or embroidery, may require a larger logo to be legible. See “Apparel & Merchandising for more details.

Logo Color Usage

The Toro logo should always be produced in its signature red color, which is Pantone® (PMS) 186 or its 4-color process equivalent.



4-color process red:
100% magenta, 80% yellow, 5% black

In limited applications, it is acceptable to produce the Toro logo in black. This includes internal memos, channel communications, and certain apparel and product accessories. For questions, contact Branden Happel at branden.happel@toro.com or email brand.manager@toro.com.



Black

The colors used in this graphic standards manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

Acceptable/Unacceptable Logo Usage

The Toro logo should be used unaltered, and in full color whenever possible. The logo may only appear on approved background colors and images, as shown below, unless you receive written permission from Corporate Public Relations prior to production.

Acceptable Logo Usage



Logo (4-color) on white (w/ black tagline)



Logo (4-color) on black (w/ white tagline)



Logo (4-color) on grey



Outlined black logo



Outlined red logo



Logo (4-color) on uniform image areas



Logo (1-color) on uniform image areas

Unacceptable Logo Usage



Never change the shape, stretch or distort the logo



Never reproduce the logo as a screen



Never place the registered mark below or above the baseline of the logotype



Never use the logotype outside of the logo



Never recreate the logo in another color



Never recreate the logotype in another color



Never recreate the logotype in another font typeface



Never encompass the Toro logo in another graphical element



Never reproduce the 'Count on it' tagline in another color



Never set the logo vertically



Never add a drop shadow to the logo



Never place the logo on busy image areas

Brand Logos for Download

The following logo files are available for download. If you're unsure of which logo to use, check with your designated business brand representative or corporate contact.

There are several different file types to choose from:

- **EPS** – this is a high resolution vector file that's scalable and should only be used for print
- **PSD** – a working Photoshop file
- **JPG** – depending on the resolution of the JPG, this file format can be used for almost anything, but is commonly used for web, Powerpoint and Word
- **PNG** – similar to a JPG file, but allowing various degrees of transparency

For vendor and community partner requests to use the Toro logo, pre-approval is required. Please contact Branden Happel at branden.happel@toro.com or email brand.manager@toro.com.

Registered Marks & Trademarks

When using the Toro brand name or product names, it is important that we consistently apply the proper registered marks and trademarks. NOTE: Toro's trademark portfolio is constantly changing, so the linked list below may not be entirely accurate at any particular point in time. If you have any questions, please contact the Legal Department.

- Toro is a registered trademark and should always be shown as such. In written form, the ® registration symbol is used following Toro when referencing to a Toro product or preceding a product name. The proper manner to display the symbol is immediately following the mark in superscript style.
- When “Toro” is abbreviated for *The Toro Company*, the registration symbol is not used. This application is typically used in news releases and other communications.
- Anytime a trademarked product or service name appears in a headline – whether it is a print advertisement, digital property, brochure, catalog or news release – it must include the appropriate mark. If a trademark is not yet registered, it should carry a “TM” symbol.
- The first time a trademarked product or service name appears in body copy it must appear with the appropriate symbol.
- When using the Toro brand name, product names, features and supplier names in literature, it is important that the proper registration symbol (®) or trademark symbol (™) be applied. In most cases, the registration or trademark symbol only needs to be applied for first references.
- Our trademarks are among our most valuable assets, and should be guarded as such. To view a list of our listed trademarks and registered marks, [click here](#).

Correct Usage

The Toro® Greensmaster® 3550-D
The Greensmaster® 3550-D

Incorrect Usage

Toro's® Greensmaster® 3550-D
The toro Greensmaster® 3550-D
Toro™

Fonts

The Toro typography system consists of several typeface fonts. Below is a list of approved fonts by application. More information on detailed usage guidelines by application can be found in their respective section (e.g. digital, print and broadcast/video).

All Toro applications should use these approved typefaces, and these only.

Print

Toro typography for print materials includes FOUR approved typefaces and their family of weights. These fonts are to be used for their specific print application, as described. This includes print advertising, catalogues, brochures, displays, product packaging, posters and internal/external communications.

DIN Next LT Pro is the main font approved for use on all Toro print materials including brochures, sell sheets, direct mail, posters and flyers, print ads, point of sale (banners, signs, hang tags and PIDs), packaging (parts, mower cartons, irrigation, etc.) and tradeshow signage.

Adobe Garamond is the complementary font and may be used when a serif font is needed, such as for captions, quotes, testimonials or reviews.

Arial / Calibri are the alternative fonts for use in such cases as internal memos, temporary internal signage, announcements and distributor/dealer communications.

Digital

Verdana is the approved web font for all Toro-branded websites, mobile sites, microsites and mobile applications. This font should be used for everything from navigation and page titles to body copy and product specifications.

E-Newsletter Font Usage

- Newsletters that are rendered via screen, such as blogs and emails, should have **Verdana** as the base font.

Promotional Font Usage (including web banner ads on third-party websites)

- All promotional elements (e.g. marketing/sales promotions, contests, campaigns, financing programs, and other related announcements) should carry the approved **Verdana** font type. The only exception is for promotional elements part of a multi-channel campaign in which case our approved print font type (**DIN Next LT Pro**) can be used to maintain creative consistency. This rule also applies to web banner ads on third-party websites.

Colors

The repeated use of a family of colors is an important element in strengthening Toro’s brand identity. Included below is Toro’s approved color palette for print, digital and broadcast/video media.

Print

Primary PRINT Color Palette

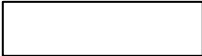
Our primary colors are used to create the Toro logo and ‘Count on it’ tagline. They also may be used as background or text colors.



Pantone 186
C=0%
M=100%
Y=80%
K=5%



Process Black
C=0%
M=0%
Y=0%
K=100%



White
C=0%
M=0%
Y=0%
K=0%

Secondary PRINT Color Palette

Secondary colors complement our primary color palette and are used to emphasize specific graphical elements. Secondary colors should be used sparingly, and for the purposes listed.



Blue

Pantone 2945
C=100%
M=52%
Y=2%
K=12%



**For Smart
Features ONLY**

Pantone 7461
C=100%
M=40%
Y=0%
K=0%



**For Financing
ONLY**

Pantone 7738
C=60%
M=0%
Y=80%
K=0%



Grey

Pantone 70% Black
C=0%
M=0%
Y=0%
K=70%



Review Stars

Pantone 1235
C=0%
M=31%
Y=100%
K=0%



Sand

Pantone 5803
C=2%
M=0%
Y=12%
K=11%



Tan

Pantone 461 at 50%
C=3%
M=3%
Y=17%
K=0%

NOTE: These print colors have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Please use the process equivalents listed here when simulating a Pantone color. PANTONE® is a registered trademark of Pantone, Inc.

Primary DIGITAL Color Palette

Standardized colors create a positive and consistent brand experience throughout our digital properties. The approved color palette for Toro-branded websites, microsites, mobile applications and other platforms features a base grey and other approved colors as shown below.



Red

Hex: #CC0000



Dark Grey

Hex: #333333



Base Grey

Hex: #666666



Light Grey

Hex: #999999

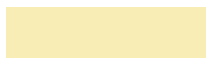


Light Grey

Hex: #CCCCCC

Additional DIGITAL Promotional Accent Colors

These colors are only to be used for promotional elements and should be used sparingly as accents within graphical elements to callout important information.



Tan

Hex: #F8EDB4



Blue

Hex: #006CDC



For Smart Features ONLY

Hex: #1182F7



For Financing ONLY

Hex: #5CB85C

Primary VIDEO Color Palette

Our primary colors are used to create the Toro logo and ‘Count on it’ tagline. They also may be used as background or text colors.



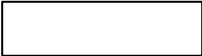
Pantone 186

C=0%
M=100%
Y=80%
K=5%



Process Black

C=0%
M=0%
Y=0%
K=100%



White

C=0%
M=0%
Y=0%
K=0%

Secondary VIDEO Color Palette

Secondary colors complement our primary color palette and are used to emphasize specific graphical elements. Secondary colors should be used sparingly, and for the purposes listed.



**Blue
Features ONLY**

Pantone 7738
C=100%
M=52%
Y=2%
K=12%



**For Smart
ONLY**

Pantone 70% Black
C=100%
M=40%
Y=0%
K=0%



For Financing

Pantone 2945
C=60%
M=0%
Y=80%
K=0%



Grey

Pantone 7461
C=0%
M=0%
Y=0%
K=70%



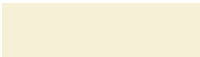
Review Stars

Pantone 1235
C=0%
M=31%
Y=100%
K=0%



Sand

Pantone 5803
C=2%
M=0%
Y=12%
K=11%



Tan

Pantone 461 at 50%
C=3%
M=3%
Y=17%
K=0%

NOTE: These print colors have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Please use the process equivalents listed here when simulating a Pantone color. PANTONE® is a registered trademark of Pantone, Inc.

Photos & Graphical Elements

It is imperative to maintain consistency throughout all of our communications – in every medium, to every audience. Illustrations and photos are powerful assets that help shape our brand image. Toro products are the heroes, helping our customers deliver superior results, and they should appear as such wherever they are seen. When Toro products appear with illustrations, artwork or other graphical images that do not align with our corporate image, we reserve the right to reject such usage.

The Toro Company has a wide variety of product images to assist in your marketing and communications efforts. For questions, please contact your respective business brand representative – or download select photos from [Visual Library](#).

BRAND APPLICATIONS

Digital

End customers seek to learn about products and features on the web and other digital properties before making purchases. This holds true for both residential and professional products, and underscores the importance of creating a relevant and engaging user experience.

Therefore, it is essential that we use Toro brand elements and voice consistently to create a memorable user experience across all points of contact, for all product lines. The elements defined in these standards – from font styles to colors – each play a role in facilitating a consistent user experience.

Digital/Interactive Request Process

Development of all proposed websites, microsites, mobile apps, social media properties and other digital platforms must be submitted for review – before development – through the company's Digital/Interactive Request Process. The [interactive form](#) can be found on TIP, under the Corporate section.

If you have any questions about the digital brand standards or the request process, please contact:

Branden Happel
Email: branden.happel@toro.com
Phone: 952-887-8930

Dan Epley
Email: dan.epley@toro.com
Phone: 952-948-4172

Writing For The Web

Here are three copy guidelines to create a positive interactive and online experience.

1. **Be concise.** People read from a computer screen about 25% slower than they do reading from paper. So use about half the text you would have used in a print application.
2. **Write for scannability.** Online users generally don't read streams of text fully. Instead, they scan text and pick out keywords, sentences, and paragraphs of interest. Structure information with two or three levels of relevant headlines.
 - Use headings or sub-headings to group content.
 - Write in short, but impactful sentences.
 - Use bulleted lists as they can be easier to read than paragraphs.
 - Include the most important information first, followed by secondary details.
 - Use an active voice when writing.
3. **Improve search.** An important aspect of Search Engine Marketing is making your website easy for both users and search engines to understand.
 - Research keywords that people use to search for our products and plug into content locations.
 - Google Keyword Planner: <https://adwords.google.com/keywordplanner>
 - Use variability in keywords to capture all search possibilities.
 - Include alt tags on all images for improved search.

Toro's Interactive Voice

Overview

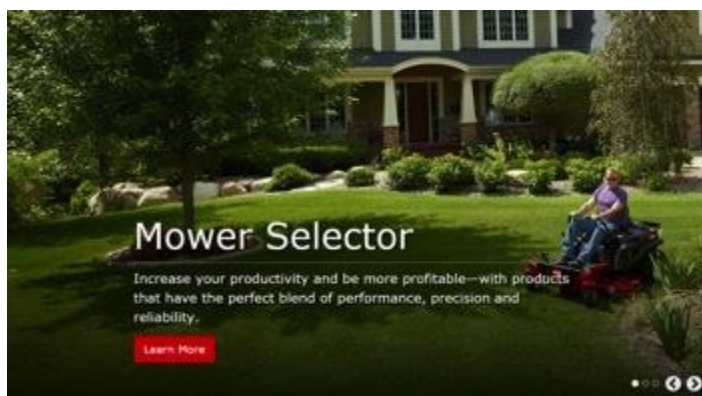
On the web, just as in any conversation, tone of voice is a key communication element. The Toro brand promise drives an appropriate voice.

- Toro is a market leader.
- Toro is a trusted brand.
- Toro is responsive to the needs of its end-user customers.

It stands to reason that text should reflect an attitude that is authoritative and confident, yet friendly and helpful. Try to speak in terms of product benefits versus technical features, especially for consumers.

Promotional Banner Guidelines

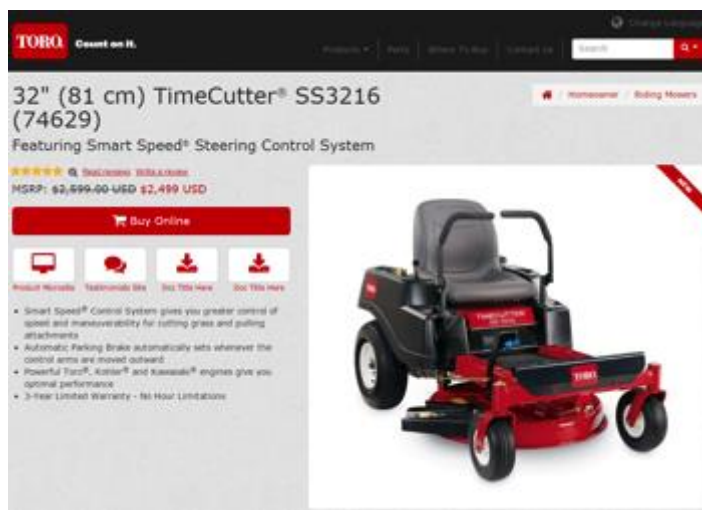
All promotional elements on toro.com and other web properties (e.g. marketing/sales promotions, contests, campaigns, financing programs, and other related announcements) should carry the approved web color palette and font type. The only exception is for promotional elements part of a multi-channel campaign, in which case our approved print color palette and font types (DIN Next LT Pro) can be used to maintain creative consistency. This rule also applies to web banner ads on third-party websites.



All contests, sweepstakes and surveys must be approved by Legal to ensure compliance with state, federal and international requirements. In addition to toro.com, this applies to microsites, mobile, social campaigns, and banner ads.

Product Highlight Guidelines

Product highlights, as shown in this example, should show key user benefits in a clear, simple language. Write to the audience. For example, what a homeowner may want to know about a mower (e.g. time savings, features do the job better/quicker) is often different than that of the professional groundskeeper or superintendent (e.g. specs on cutting units to achieve superior quality of cut, operator comfort, engine, etc.).



Typography

Interactive Font Usage

Consistent use of font type is essential to creating a common brand presence throughout our web and digital properties. Verdana is the approved web font for all Toro-branded websites, mobile sites, microsites and mobile applications. This font should be used for everything from navigation and page titles to body copy and specifications. There are multiple variations described below. [Colors are variations of web-safe grey.] For more information, [click here](#).

Verdana Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Verdana Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Primary Headline

Font: Verdana
Size: 36 pixels
Color: #333333 (dark grey)

Secondary Headline

Font: Verdana
Size: 30 pixels
Color: #333333 (dark grey)

Tertiary Headline

Font: Verdana
Size: 24 pixels
Color: #333333 (dark grey)

Body Copy

Font: Verdana
Size: 14 pixels
Color: #333333 (dark grey)

Body Copy Links

Font: Verdana
Size: 14 pixels
Color: #CC0000 (red)

Breadcrumb

Font: Verdana
Size: 14 pixels
Non-Link Color: #333333 (dark grey)
Link Color: #CC0000 (red)

Site Search/Input Fields

Font: Verdana
Size: 14 pixels
Color: #999999 (light grey)

Footer Copy & Links

Font: Verdana
Size: 12 pixels
Color: #333333 (dark grey) or #FFFFFF (white)
Link Color: #CC0000 (red)

E-Newsletter Font Usage

Newsletters that are rendered via screen, such as blogs and emails, should have **Verdana** as the base font.

Promotional Font Usage (including web banner ads on third-party websites)

All promotional elements (e.g. marketing/sales promotions, contests, campaigns, financing programs, and other related announcements) should carry the approved Verdana font type. The only exception is for promotional elements part of a multi-channel campaign in which case our approved print font type (DIN Next LT Pro) can be used to maintain creative consistency. This rule also applies to web banner ads on third-party websites.

Color Palette

Digital Color Palette

Standardized colors create a positive and consistent brand experience throughout our digital properties. The approved color palette for Toro-branded websites, microsites, mobile applications and other platforms features a base grey and other approved colors as shown below.



Red
Hex: CC0000



Dark Grey
Hex: #333333



Base Grey
Hex: #666666



Light Grey
Hex: #999999



Light Grey
Hex: #CCCCCC

Additional DIGITAL Promotional Accent Colors

These colors are only to be used for promotional elements and should be used sparingly as accents within graphical elements to callout important information.



Tan
Hex: #F8EDB4



Blue
Hex: #006CDC



For Smart Features ONLY
Hex: #1182F7



For Financing ONLY
Hex: #5CB85C

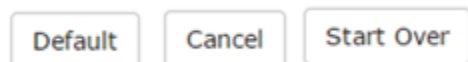
Button Color Palette

PRIMARY buttons should be reserved for primary actions available to the user. Examples include Submit, Request Information or Buy Online. You can find these approved buttons and related information at <http://www.toro.com/theme/index.html#buttons>.



Color: #CC0000
Text: #FFFFFF
Border: #B30000

DEFAULT buttons should be reserved for actions available to the user, but are not primary actions a user can take. Examples include Cancel, Start Over or Close.



Color: #FFFFFF
Text: #333333
Border: #CCCCCC

Helper Classes

Helper Classes should be reserved for system messaging that notifies the user of an action that was successful, unsuccessful or to provide other notification. More information can be found at <http://www.toro.com/theme/index.html#helper-classes>

Your profile has been saved.

Color: #e0f0d9

Not available online

Color: #d9e8f0

Providing your email address will allow Toro to communicate warranty information with you.

Color: #f6efd8

Address is required.

Color: #ebebeb

Page Elements: Toro Logo

Logo Placement

On all digital properties, the Toro logo should be positioned in the upper left of the header and should never appear in the footer. On screens less than 991 pixels, primarily mobile phones and tablets, the logo should have a margin (or spacing) of 8 pixels on the top and bottom. On screens greater than 992 pixels, primarily desktop and laptops, the logo should have a margin (or spacing) of 20 pixels on the top and bottom. On all displays, whether mobile or desktop, the logo should never be closer than 15 pixels from the left.

Logo Color

Toro's logo color on digital properties is Hex: #CE1126. For web-ready logo files, visit the [download library](#).

Logo Usage

On all **toro.com** properties, only the Toro logo with 'Count on it' tagline should be used in the primary header with a 10 pixel gutter between the logo and the tagline. The tagline rests on the same baseline as the TORO logotype, and should be half the size of the logotype.



On **Toro-branded microsites** either the Toro logo by itself or the Toro logo with 'Count on it' tagline can be used with the 10 pixel gutter, as previously mentioned.



On **mobile applications** and **software interfaces/programs** related to a specific product (e.g. Lynx, Sentinel, etc), the product name should appear in DIN Next LT Pro Bold and in the color Black (#000000). The product name should include the appropriate trademark, and rest on the same baseline and be the same height as the TORO logotype in the shield. Spacing between the logo and product name is the height of the "T" in the logotype, as shown below. For other applications, it is acceptable to use only the Toro logo by itself or the Toro logo with 'Count on it' tagline.



On Toro-branded **blogs and e-newsletters**, it is allowable to use the name of the blog or e-newsletter following the Toro logo, so long as a vertical divider line is included. The line should be appropriately spaced at the height of the "T" in the logotype from the logo, and the same equal spacing from name. The line should be 1 pixel wide and 60% the height of the logo. Names should be set in **DIN Next LT Pro Bold**, only appear in the color Black (#000000), and be exactly the height of the TORO logotype in the shield. **Use of these names following the Toro logo requires pre-approval from Branden Happel in Corporate Public Relations.**



Page Elements: Breadcrumbs

Breadcrumbs are used to indicate the user's current location on a website within the navigational hierarchy. See Breadcrumbs in the "Typography" section for style details. More information at <http://www.toro.com/theme/components.html#breadcrumbs>

EXAMPLE

Home

Home / Library

Home / Library / Data

Page Elements: Body Copy

Proper typographical hierarchy makes it easier for people to scan a page and grab the information they need. More information on type style can be found at <http://www.toro.com/theme/index.html#type>.

Primary Headline:

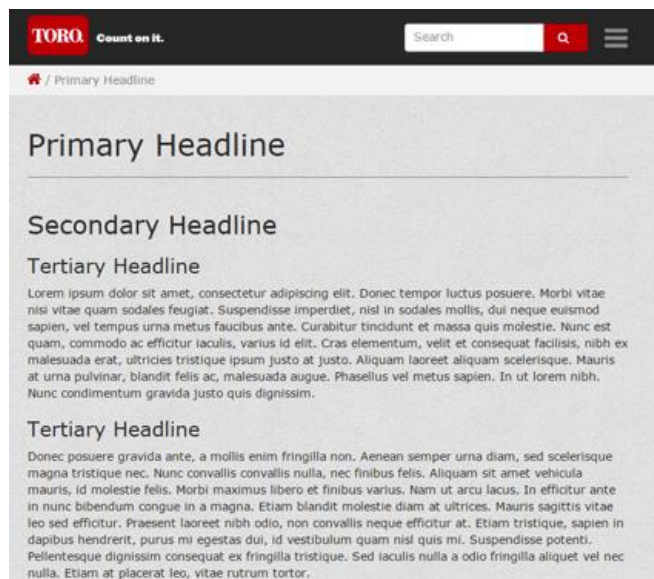
All Toro-branded pages should have a page title, which corresponds with the naming conventions in the breadcrumb. See the Primary Headline in the "Typography" section for style details.

Secondary Headline:

Use secondary headlines on pages with heavy content to make it easier to scan. See the Secondary Headline in the "Typography" section for style details.

Tertiary Headline:

Some pages on Toro sites, such as privacy policies and other legal content, are shown in all text. Tertiary Headlines can be used to organize content and make it easier to read. See the Tertiary Headline in the "Typography" section for style details.



Page Elements: Footer

Global Footer

Footer backgrounds, font color and link colors can be variable as long as they use approved colors from the Interactive Color Palette, as shown in the Color Palette section.

All websites, microsites, mobile applications and e-newsletters should include the legal and privacy policies in the footer, in addition to “Copyright © 20XX The Toro Company. All Rights Reserved.” These should all be left justified.

Footer Examples:

Copyright © 2015 The Toro Company. All Rights Reserved.
DMCA/Copyright Policy | Terms of Use | Privacy Policy

Connect With Us:     

Background: #CCCCCC
Font Color: #333333

Copyright © 2015 The Toro Company. All Rights Reserved.
DMCA/Copyright Policy | Terms of Use | Privacy Policy

Connect With Us:     

Background: #FFFFFF
Font Color: #333333

Copyright © 2015 The Toro Company. All Rights Reserved.
DMCA/Copyright Policy | Terms of Use | Privacy Policy

Connect With Us:     

Background: #333333
Font Color: #FFFFFF

Copyright

Copyright information that appears in the footer is displayed in Verdana at a size of 11 pixels and a hexadecimal color that matches the font color value listed in the Footer Examples section.

Legal Symbols

All legal symbols (®, ™ and ©) are displayed in Verdana at a size of 11 pixels and a hexadecimal color value that matches the accompanying text. For a list of company trademarks and symbols, [click here](#).

Website & Digital Property Policy

To best protect our brands and ensure the right approaches for leveraging our systems and processes, The Toro Company follows certain guidelines in the development of web and digital properties. This includes the ownership, hosting, domain naming, branding and security of company-branded websites, microsites, mobile apps, social media properties and blogs. To initiate discussion on the development of a new property, individuals must follow the [Digital/Interactive Request Process](#) and **submit the project form** at the early stages of the project. This helps to ensure that proper direction is provided before actions are taken.

The purpose of this policy is:

- To understand the business objectives, audience and strategy behind the proposed concept.
- To maintain enterprise consistency and relevance in terms of brand, approach and systems integration.
- To assure all applications developed are supportable, scalable, secure, stable and fit within our enterprise framework.
- To ensure appropriate use, protection and presentation of all brands owned by the company.
- To follow necessary security measures to ensure protection of company and customer data pursuant with applicable privacy policies and laws.

As a company, we also adhere to the following guidelines to help drive consistency in our approach:

- Development of digital properties should take into account many strategies that can have far-reaching impact upon our brands, and our ability to provide solutions for customers through the multiple devices they use today.
- All sites should comply with the proper legal requirements – including the DMCA/Copyright Policy, Terms of Use and Privacy Policy.
- Customer data security must comply with The Toro Company's security policy.
- The company has a multitude of hosting options for digital properties, all of which should be explored as a first option. To start the process, complete the [Digital/Interactive Request Process](#) form.
- If engaging developers or agencies in the creation of digital properties, contracts must state that The Toro Company owns the copyright in and to any property created.
 - Vendors must provide their source code to The Toro Company upon completion.
- Separate domain names that do not follow the toro.com structure must be secured by Legal to ensure they are owned by The Toro Company. Individuals should not register domain names using their own name and/or personal information, or the name of any other person or entity other than The Toro Company. To start the process to register a domain name, fill out the [Digital/Interactive Request Process](#) form.
- Domain names must adhere to the guidelines detailed below.

URL Naming Standards

Most SEO professionals spend significant time optimizing the titles, descriptions, tags and anchor text of their webpages to improve search rank and drive traffic, but many forget to optimize another important aspect of a webpage that can affect its ranking in search – the URL, which is key in describing a website and/or webpage to search engines and potential visitors.

In developing Toro websites, microsites, blogs and other digital properties, it is important to follow a consistent approach for URL naming structure in order to:

- Leverage the equity and organic search value of Toro.com
- Create a consistent user experience
- Minimize the time and cost of managing various subdomains

- Prevent duplicative product pages
- Ensure we are best representing the brand in the digital space

The default domain strategy for Toro is to have all digital properties be subdirectories of Toro.com, such as www.toro.com/build/ or www.toro.com/reelmaster/. This strategy gives us the most lift in organic search results – both for existing and newly created digital properties.

When required, we may need to use a subdomain of Toro.com, such as reelmaster.toro.com or build.toro.com. These URLs are typically required when hosting is not on the normal Toro system, or the site uses a platform not readily available at Toro (e.g. WordPress).

The use of separate domain names, such as www.tororeelmaster.com, are strongly discouraged. Creating new URLs has no advantage in organic search, they are not recognizable or trusted among customers (and often perceived as phishing or other scams), and they could even hurt the separate domain along with the Toro.com URL. One potential consequence is being blacklisted, where the site is removed from search results. Not only does this impact the separate domain, but also can cause serious harm including Toro.com being dropped from search rankings.

Before developing new digital properties, businesses should fill out the [Digital/Interactive Request Process](#) form located on TIP – for review of the proposed project and to ensure any issues are addressed upfront before development begins.

URL Naming Best Practices

- Stick to static URLs whenever possible. Visitors will remember these, and search bots can interpret them more easily.
- Avoid numbers, dates and other unnecessary jargon. When you use these in a URL, it dilutes the overall value of other keywords you are using in the URL of a page.
- Always use a hyphen (-) to separate keywords in a URL. Avoid other separators, such as an underscore, a plus sign or combination of other special characters.
- Use as few words as possible in the URL. After four or five words, search engines won't consider the rest of the words for evaluation. And consumers do not have the tolerance for long search words.
- The best URL is the one that describes the intent of the page and is clear, short, and sticks in the visitor's mind.

Best Practice Examples:

- <http://www.toro.com/timecutter-ss/>
- <http://www.toro.com/workman-utility-vehicles/07390>
- <http://www.toro.com/zero-turn-builder/>
- <http://www.toro.com/electric-snow-blowers/>

Examples to avoid:

- http://www.toro.com/timecutter_ss/
 - Underscores (_) are not considered a space to search engines. Therefore, dashes (-) should be used in URLs to separate keywords.
- http://www.toro.com/workman_utility_vehicles/product.aspx?sku=07390
 - Using parameters on URLs (?attribute=value) is most damaging when content on the page is not consistent with the attribute/value match.
- <http://www.toro.com/zero-turn-builder-landing-page-2015/>
 - Users would not typically search for terms like “landing page” or “2015” making these unnecessary identifiers for search engines.
- <http://www.toro.com/electricsnowblowers/>
 - Without the use of dashes (-) search engines cannot identify individual words. Essentially this URL is optimized for a user searching “electricsnowblowers” as one word, versus the more likely search of “electric snow blowers”.

Buttons & Links

Buttons

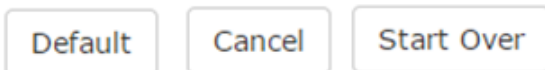
Customer engagement and relevance is a primary objective in creating our websites and digital properties. Standardized use of buttons, links and calls-to-action helps to create a simple and consistent user experience.

PRIMARY buttons should be reserved for primary actions available to the user. Examples include Submit, Request Information or Buy Online. You can find these approved buttons and related information at <http://www.toro.com/theme/index.html#buttons>.



Color: #CC0000
Text: #FFFFFF
Border: #B30000

DEFAULT buttons should be reserved for actions available to the user, but are not primary actions a user can take. Examples include Cancel, Start Over or Close.



Color: #FFFFFF
Text: #333333
Border: #CCCCCC

Links

There are several types of text links used on Toro-branded digital properties, and all should follow the approved Interactive Color Palette located in the “Color Palette” section. For information, contact Dan Epley at dan.epley@toro.com.

Iconography

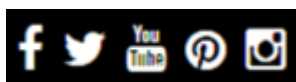
Social Media Icons

On many of our digital properties, we include social media icons to direct users to our respective social channels to engage and share with us. To maintain consistency across our digital properties, we use the following social icons, which can be found at <http://www.toro.com/theme/components.html#fa-brands>. Social icons should be sized 24px by 24px or normal when using Font Awesome to display the icons.



Background: #FFFFFF

Icon Color: #333333



Background: #333333

Icon Color: #FFFFFF



Background: #FFFFFF

Icon Color: #C00000



Background: #CCCCCC

Icon Color: #333333

Icons

Icons are used in a variety of places on Toro digital properties to give visual cues to users. They illustrate key information or destinations for users including things like installation charges, customer support, and social properties. Icons created on a digital property should follow the approved Interactive Color Palette located in the “Color Palette” section. A list of approved icons can be found at <http://www.toro.com/theme/components.html#fontawesome>.

For information, contact Dan Epley at dan.epley@toro.com.



Social Media Policy

Objective

Social media is an increasingly valuable component of our marketing and communications efforts. It enhances Toro's reputation as a trusted voice and authoritative resource in beautifying and maintaining outdoor environments. By promoting and facilitating discussions about Toro products, we create engagement, drive brand loyalty, and increase market preference for our products and solutions.

Our Approach

It's critical to establish a consistent framework to position our brands and engage with customers. Positioning our brands depends on the respective functionality of each social property. So we need collaboration and cooperation – across Marketing, Customer Care, Legal and other groups – to manage the content stream and conversation, to protect our brand image, and to help mitigate risk. Businesses interested in using social media for marketing/communications should contact Corporate Public Relations before getting started.

Policy

Social media is changing the way we communicate, collaborate and engage with customers, colleagues and other external partners. It has also become a common way to share information with family and friends. As exciting as these online channels may be, they can expose Toro and our brands to risk if not managed appropriately.

The Company's social media policy applies to all employees, subsidiaries, contractors and temporary workers of The Toro Company who participate in social media – whether personally or on behalf of the company. This includes any form of participatory online media where you are creating or contributing to blogs, social networks, message boards, or any other kind of online media.

Only designated and approved individuals are authorized to comment on behalf of the Company.

Please keep in mind that your activity in social media, whether personal or on behalf of the Company, is a public statement, and a reflection on The Toro Company.

More information on the Company's online and social media policy, and guidelines for engaging in these channels, can be found on TIP under the "Corporate" section by clicking on Online & Social Media Policy. For questions, contact Eric Ellis at eric.ellis@toro.com or Branden Happel at branden.happel@toro.com.

Print

Typography

The typography system for The Toro Company consists of the following typefaces and style guidelines for Toro-branded print materials. Employees should adhere to these guidelines to ensure consistency across the company and our global businesses.

Every print communications piece that we produce – brochure, print ad, or point of sale – can either strengthen or dilute our brand, and every interaction that our channel partners and end-user customers have with us helps to shape their experience with the Toro brand. To help protect and grow our brand equity, we must represent the brand consistently.

DIN Next LT Pro is the main font approved for use on all Toro print materials including: brochures, sell sheets, direct mail, flyers, print ads, point of sale (banners, signs, hang tags, PIDs), packaging (parts, mower cartons, irrigation, etc.), and trade-show signage.

Adobe Garamond is the complementary font and may be used if a serif font is needed, such as for captions, quotes, testimonials or reviews.

Arial / Calibri are the alternative fonts for use in such cases as: internal memos, temporary internal signage, announcements, distributor/dealer communications – (DABs, DOBs).

Type Philosophy

Display Face:

DIN Next LT Pro – **Black**
abcdefghijklmnop 123 A0

DIN Next LT Pro – *Black Italic*
abcdefghijklmnop 123 A0

DIN Next LT Pro – **Heavy**
abcdefghijklmnop 123 A0

DIN Next LT Pro – *Heavy Italic*
abcdefghijklmnop 123 A0

DIN Next LT Pro – **Bold**
abcdefghijklmnop 123 A0

DIN Next LT Pro – ***Bold Italic***
abcdefghijklmnop 123 A0

Body Copy:

DIN Next LT Pro – Regular
abcdefghijklmnop 123 A0

DIN Next LT Pro – *Regular Italic*
abcdefghijklmnop 123 A0

DIN Next LT Pro – **Medium**
abcdefghijklmnop 123 A0

DIN Next LT Pro – *Medium Italic*
abcdefghijklmnop 123 A0

DIN Next LT Pro – Light
abcdefghijklmnop 123 A0

DIN Next LT Pro – *Light Italic*
abcdefghijklmnop 123 A0

DIN Next LT Pro – Condensed
abcdefghijklmnop 123 A0

DIN Next LT Pro – Light Condensed
abcdefghijklmnop 123 A0

Secondary Body Copy:

Adobe Garamond – Regular
abcdefghijklmnop 123 AO

Adobe Garamond – Regular Italic
abcdefghijklmnop 123 AO

Adobe Garamond – Semibold
abcdefghijklmnop 123 AO

Adobe Garamond – Semibold Italic
abcdefghijklmnop 123 AO

Secondary Copy:

Calibri – Regular
abcdefghijklmnop 123 AO

Arial – Regular
abcdefghijklmnop 123 AO

Sans Serif: Display

DIN Next LT Pro – **Heavy**, **Black**, and **Bold** faces are highly legible and flexible for most applications. If a thinner version is needed, use the “condensed” version of these faces. Do NOT manipulate the horizontal % unless necessary.

Used for:

- Headlines
- Subheads
- Large type for outdoor and in-store applications

Formatting:

- Kerning = -10
- Use tighter leading to help reflect our solid, durable brand.

Sans Serif: Subheads & Main Body Copy

DIN Next LT Pro – **Regular**, **Medium** and **Bold** work best for large amounts of body copy because they are highly legible. It is also acceptable to use them in italics when needed.

Use for:

- Subheads
- Large blocks of text
- Captions
- Bullet points

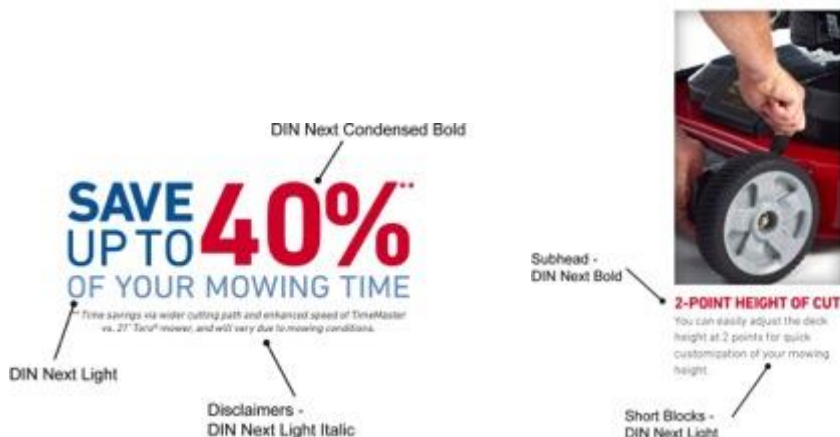


Sans Serif: Short Blocks Of Text, Captions, Disclaimers

DIN Next LT Pro – **Light**, **Condensed** and **Regular** should be used in areas where a lot of text needs to fit in a small space. These condensed fonts are acceptable to use in italic and bold format.

Use for:

- Short blocks of text
- Specifications tables
- Captions
- Disclaimers



Subheads - DIN Next Bold

RECYCLER*	20370	20371	20372	20373	20374
ENGINE	6.75 ft-lb Gross Torque Kohler® Only 14Vcc w/Auto Choke	6.75 ft-lb Gross Torque Kohler® Only 14Vcc w/Auto Choke	7.4 ft-lb Gross Torque Toro® Premium Only 15Vcc w/Auto Choke	7.4 ft-lb Gross Torque Toro® Premium Only 15Vcc w/Auto Choke	7.4 ft-lb Gross Torque Toro® Premium Only 15Vcc w/Auto Choke
STARTER	Recoil	Recoil	Recoil	Recoil	Electric
SELF-PROPEL	Variable Speed	Variable Speed	Personal Pace®	Personal Pace	Personal Pace
SPIN-STOP® BLADE STOP SYSTEM	N/A	N/A	N/A	Standard	N/A
CUTTING WIDTH	22"	22"	22"	22"	22"
DECK MATERIAL	Steel	Steel	Steel	Steel	Steel
HEIGHT OF CUT	1.0" - 4.0"	1.0" - 4.0"	1.0" - 4.0"	1.0" - 4.0"	1.0" - 4.0"
MULCH, REAR BAG, SIDE DISCHARGE	Standard	Standard	Standard	Standard	Standard
WASHOUT PORT	Standard	Standard	Standard	Standard	Standard
HANDLE	1 Piece/Padded	1 Piece/Padded	1 Piece/Contoured	1 Piece/Contoured	1 Piece/Contoured
WHEEL HEIGHT	8"	11" Rear, 8" Front	8"	8"	8"
BAG ON DEMAND	N/A	N/A	Standard	Standard	Standard
WEIGHT	80 lbs.	81 lbs.	80 lbs.	88 lbs.	86 lbs.
TORO PERFORMANCE WARRANTY™	3-Year GTS Full, 2-Year Full	3-Year GTS Full, 2-Year Full	3-Year GTS Full, 2-Year Full	3-Year GTS Full, 3-Year Full	3-Year GTS Full, 2-Year Full

* = Enhanced or Step-up feature

Subhead/Feature Call-Outs - DIN Next Medium

Description Copy - DIN Next Light Condensed

Improper Usage of DIN Next

Do not manipulate the standard DIN Next fonts. Instead, choose a weight that fits your design. When manipulated it diminishes the integrity of the font and makes them difficult to read. DIN Next was chosen because of its readability qualities and choice of weights.

Do not manipulate the horizontal

MEET THE NEW
**LIGHTWEIGHT
CHAMPION.**

DIN Next Heavy at
150% horizontal

Do not use bold or heavy for body copy when font size is small

DIN Next Condensed Medium at
80% horizontal

**BIG IMPACT WITH
A SMALL FOOTPRINT**

For homeowners with big yards and busy schedules, Toro's TimeMaster covers more ground in far less time. The light-weight aluminum frame and balanced steel deck allows you to easily circle trees and shrubs. The TimeMaster makes a big impact with a small footprint.

DIN Next Heavy as
body copy

Serif Font

Adobe Garamond – **Regular**, **Italic**, **Semibold**, and **Semibold Italic**, may be used if a serif font is needed.

Used for:

- Captions
- Quotes or reviews



Improper usage of Adobe Garamond

Do not use Adobe Garamond in headlines

~~COVER MORE
GROUND IN
LESS TIME.~~

Do not use Adobe Garamond in subheads or body copy

~~EASY TO MAINTAIN~~

~~Vertical storage allows for better cleaning under the deck of the mower and better access to service the blade.~~

EXAMPLES: Use of DIN Next in Marketing Materials

Page Header - DIN Next Bold
Subhead - DIN Next Medium

TIMECUTTER
5W SERIES ZERO TURN TRACTORS **NEW**

INTUITIVE STEERING WHEEL
An adjustable steering wheel makes it easy to get the most out of your tractor.

EXCLUSIVE
TORO PREMIUM ENGINES
Each Toro engine is designed and tested to meet the toughest demands of your tractor.

BRAKING SYSTEM
Toro's exclusive braking system gives you the confidence to stop when you need to.

VERSATILITY
Each Toro tractor can be equipped with a variety of options to make it the perfect tractor for your needs.

OUR TOUGHNESS IS YOUR STRENGTH

500
QUARTER TON
TRACTOR

TORO **EXCELLENCE**

AVAILABLE AT YOUR LOCAL TOWNSHIP - TOWNSHIP 1000

RECYCLER WALK POWER MOWERS **NEW**

ALL-WHEEL DRIVE FOR ALL-OUT PERFORMANCE

Feature Copy Option 2 - DIN Next Medium header followed by a hard return and the body copy (DIN Next Light)

Feature Copy Option 1 - DIN Next Bold header which runs directly into the body copy (DIN Next Medium) as opposed to the hard return break used in option 2.



Product Series Overview - DIN Next Regular



2 MASTER COMMERCIAL 2000 SERIES 25

Budget-minded pros and large acreage owners, meet your match. The Commercial 2000 Series is the perfect entry into our professional-grade line. These workhorses stretch your dollar with Toro durability — and there's nothing entry-level about the crisp, clean cut. Try the 2000 Series and you'll see what we mean (and you'll never want to go back).

BAD DURABILITY with a 7/16-gauge high-strength steel deck and a rugged 3" x 1.5" tubular steel carrier frame.

ENJOY ADDED STABILITY with a low center of gravity for greater handling on hills.

MINIMIZE MAINTENANCE with a heavy-duty canister air filtration system that protects the engine.

INCREASED PERFORMANCE from commercial-grade ZT-3400 hydraulics.

CHANGE DECK HEIGHT quickly and easily with the standard lift assist pedal.

TURBO FORCE
CUTTING ACCURACY

DECK SIZES:
TANGL 48" / 25.5 hp Kawasaki / FX 1700cc
TANGL 52" / 22 hp Kawasaki / FX 1700cc
TANGL 60" / 25.5 hp Kawasaki / FX 1700cc

MAXIMUM ACREAGE PER HOUR:
3.8 - 5.1

TURBO FORCE DECKS
The 1" deep 7/16-gauge steel deck and strong 9" aluminum spindle housing resist impact damage, even in extreme conditions.

OPERATOR COMFORT
Thick, custom-designed seat cushions and large bolsters help keep the operator fresh and productive.

COMMERCIAL ENGINES
Commercial-grade, twin-cylinder Kawasaki FX engines provide professional-grade power.

COMMERCIAL-GRADE ZT-3400 HYDRAULICS
The integrated pump and wheel motor uses proven hydraulic components while eliminating hoses and potential leak points.

Feature Copy Option 1 - DIN Next Bold header which runs directly into the body copy (DIN Next Medium) as opposed to the hard return break used in option 2.

Feature Copy Option 2 - DIN Next Medium header followed by a hard return and the body copy (DIN Next Light)

Distressed Font Usage:

In special circumstances DIN Next may be altered to have a distressed look in headlines. This would be used in special circumstances where we want to convey a more rugged feel for our products, such as: SWS, Underground, Landscape Contractor Equipment and Commercial.

DIN Next Heavy, Heavy Condensed and Black may be altered with the following graphic and formula:

- Create your type at the exact size you'd like it
- Select the type, and within InDesign, under Type, select Create Outlines
- Ungroup the selection (found under Object)
- Select the outlined type, go to the Pathfinder palette and select Add
- Remove the color fill from the outlined type
- Under Object, go to Content and select Graphic.

You can now fill the block of outlined text as though it were a normal picture box. Place the image “scratchy.psd” inside your new picture box (outlined type), sizing it to 100% and roughly centering it.

EXAMPLE:

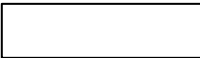


Colors

The repeated use of a family of colors is an important element in strengthening Toro’s brand identity. Included below is Toro’s approved color palette for print, digital and broadcast/video media.

Primary PRINT Color Palette

Our primary colors are used to create the Toro logo and ‘Count on it’ tagline. They also may be used as background or text colors.

		
Pantone 186	Process Black	White
C=0%	C=0%	C=0%
M=100%	M=0%	M=0%
Y=80%	Y=0%	Y=0%
K=5%	K=100%	K=0%

Secondary PRINT Color Palette

Secondary colors compliment the primary colors. Use them to call out important sections of information and to add a consistent additional color palette to our communications.
Secondary colors in Print: Silver and Tan (Pantone and CMYK)

			
Blue	For Smart Features ONLY	For Financing ONLY	Grey
Pantone 2945	Pantone 7461	Pantone 7738	Pantone 70% Black
C=100%	C=100%	C=60%	C=0%
M=52%	M=40%	M=0%	M=0%
Y=2%	Y=0%	Y=80%	Y=0%
K=12%	K=0%	K=0%	K=70%
			
Review Stars	Sand	Tan	
Pantone 1235	Pantone 5803	Pantone 461 at 50%	
C=0%	C=2%	C=3%	
M=31%	M=0%	M=3%	
Y=100%	Y=12%	Y=17%	
K=0%	K=11%	K=0%	

NOTE: These print colors have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Please use the process equivalents listed here when simulating a Pantone color. PANTONE® is a registered trademark of Pantone, Inc.

COLLATERAL MATERIALS

No matter what form they take, all marketing and sales materials must follow the approved Toro graphic standards.

Sell Sheets

Front:

- The Toro shield is positioned in the upper left corner at the proper spacing and sizing.
- Font guidelines incorporate the DIN Next family and approved supporting fonts.
- Product shots should be the focus with feature call-outs either on the image or in paragraph form.



Back:

- Specs are in grid format with rows alternating between white and light grey.
- The Toro shield is typically placed in the lower left with copyright information and legal disclaimers to the right.
- The approved selection of social media icons can be included at your discretion.

NEW!

TIMECUTTER® SW

ENGINE AT 3600 RPM	SW3200 74780	SW4200 74784	SW6000 74790	SWX4250 74787	SWX5050 74797
ENGINE GUARD	Toro® 430cc	Toro V-Twin 24.5 hp 788cc with Max-Flite™ Air Filtration System	Toro V-Twin 24.5 hp 788cc with Max-Flite™ Air Filtration System	Toro V-Twin 24.5 hp 788cc with Max-Flite™ Air Filtration System	Toro V-Twin 24.5 hp 788cc with Max-Flite™ Air Filtration System
FUEL CAPACITY	Standard	Standard	Standard	Standard	Standard
MOWING DECK	3 gallon	3 gallon	3 gallon	3 gallon	3 gallon
BLADE TIP SPEED	32" - 13 gal. 2 blades	42" - 13 gal. 2 blades	50" - 12 gal. 2 blades	42" - 10 gal. fabricated 2 blades	50" - 10 gal. fabricated 2 blades
DECK WASHOUT PORTS	18,500 f/min	17,800 f/min	18,000 f/min	17,800 f/min	18,100 f/min
HEIGHT OF CUT	Standard	Standard	Standard	Standard	Standard
FRAME	1.5" - 4.5"	1.5" - 4.5"	1.5" - 4.5"	1.5" - 4.5"	1.5" - 4.5"
HITCH	Heavy Duty 10 Gauge	Heavy Duty 10 Gauge	Heavy Duty 10 Gauge	Heavy Duty 10 Gauge	Heavy Duty 10 Gauge
TRANSMISSIONS	Standard	Standard	Standard	Standard	Standard
SMART PARK™ BRAKING SYSTEM	Dual Hydrostatic	Dual Hydrostatic	Dual Hydrostatic	Dual Hydrostatic	Dual Hydrostatic
TIRES (REAR)	Standard	Standard	Standard	Standard	Standard
TIRES (FRONT)	18" x 6.5"	18" x 7.5"	18" x 9.5"	18" x 7.5"	20" x 12"
SEAT	11" x 4"	12" x 5"	12" x 5"	13" x 5"	13" x 5"
ARMRESTS	15" High Back	15" High Back	18" Extra-Tall	18" Thickly Padded Premium	18" Thickly Padded Premium
HOUR METER	N/A	N/A	Optional	Standard	Standard
STORAGE DIMENSIONS (W x L x H)	Optional	Optional	Optional	Standard	Standard
RESIDENTIAL LIMITED WARRANTY*	180	180	180	180	180
	3-Year Unlimited Hours	3-Year Unlimited Hours	3-Year Unlimited Hours	3-Year Unlimited Hours	3-Year Unlimited Hours

TORO V-TWIN ENGINE
Features a patent pending Max-Flite™ self-cleaning airbox filtration system and a quick-drain oil hose.

KEY CHOICE
Remove the key to prevent others from mowing in reverse for added piece of mind.

LESS MOWING TIME - LONGER MOWING LIFE
TimeCutter owners report an average time savings of 45% vs. their previous mower!

COMFORTABLE SEATS
18" extra-tall seats provide ample back support for a smooth, comfortable ride.
Select models.

3 YEAR UNLIMITED HOUR WARRANTY*
Warranted against defects in materials and workmanship for 3 years with no hour restrictions. See your Toro dealer for details.

©2019 The Toro Company. All rights reserved. Specifications subject to change without notice and without incurring obligation. Products depicted on this web site are for demonstration purposes only. Actual products offered for sale may vary in design, material, features and color. *The gross torque ratings of these engines with auxiliary loads by the engine manufacturer is equivalent with SAE J1994. As compared to most safety, efficiency and operating requirements, the actual engine torque in these mowers may be significantly lower. **See website for warranty details. †Time savings by yard size are from 2000 - 10000 square feet results for Toro residential zero turn mowers, as reported by owners.

The relatively small design space of pocket guides can present challenges, so use your best judgment on logo sizing and spacing. Follow Toro's print font guidelines, incorporating DIN Next, and the approved color palette. The shield should either appear in the upper left or centered.



TORO

TIMECUTTER

SW & SWX SERIES ZERO TURN TURNS



KEY CHOICE
Remove the key to prevent others from mowing in resort or at other places of interest.



EXCLUSIVE TORO PREMIUM ENGINE
Each Toro engine is designed and tuned specifically for the machine it powers to ensure optimal performance.

TIMECUTTER [®]	SW 3200 74760	SW 4200 74764	SW 5000 74790	SWX 4250 74787	SWX 5050 74797
PRICE					
ENGINE* AT 3400 RPM	Torq [®] 430cc	= 22 hp Torq V-Twin 780cc with Self-Cleaning Air Filtration System	22 hp Torq V-Twin 780cc with Self-Cleaning Air Filtration System	22 hp Torq V-Twin 780cc with Self-Cleaning Air Filtration System	22 hp Torq V-Twin 780cc with Self-Cleaning Air Filtration System
ENGINE GUARD	Standard	Standard	Standard	Standard	Standard
FUEL CAPACITY	3 Gallon	3 Gallon	3 Gallon	3 Gallon	3 Gallon
MOWING DECK	37" - 12 sp. Blade	= 42" - 13 sp. 2 blade	= 50" - 12 sp. 3 blades	47" - 10 sp. fabricated 3-blades	= 50" - 14 sp. fabricated 3-blades
BLADE TIP SPEED	18,000 fpm	17,600 fpm	= 18,300 fpm	17,600 fpm	= 18,300 fpm
DECK WASHOUT PORTS	Standard	Standard	Standard	Standard	Standard
HEIGHT OF CUT	1.5" - 4.5"	1.5" - 4.5"	1.5" - 4.5"	1.5" - 4.5"	1.5" - 4.5"
FRAME	Heavy Duty 10 Gauge	Heavy Duty 10 Gauge	Heavy Duty 10 Gauge	Heavy Duty 10 Gauge	Heavy Duty 10 Gauge
HITCH	Standard	Standard	Standard	Standard	Standard
TRANSMISSIONS	Dual Hydraulic	Dual Hydraulic	Dual Hydraulic	Dual Hydraulic	Dual Hydraulic
SMART [™] MUDA [™]	Standard	Standard	Standard	Standard	Standard
TIRES (REAR)	18" x 8"	= 18" x 7.5"	= 18" x 9.5"	18" x 7.5"	= 18" x 10"
TIRES (FRONT)	17" x 4"	17" x 4"	17" x 4"	17" x 4"	17" x 5"
SEAT	19" High Back	19" High Back	= 19" Extra Tall	= 19" Thickly Padded Premium	19" Thickly Padded Premium
ARMRESTS	N/A	N/A	= Optional	= Standard	Standard
HOUR METER	Optional	Optional	Optional	Standard	Standard
STORAGE DIMENSIONS W X L X H	34.4" x 70.8" x 43.4"	43.3" x 78.7" x 43.4"	48.7" x 78.7" x 43.4"	45.7" x 78.7" x 43.4"	47.8" x 78.7" x 43.4"
RESIDENTIAL LIMITED WARRANTY	3-Year Unlimited Hours	3-Year Unlimited Hours	3-Year Unlimited Hours	3-Year Unlimited Hours	3-Year Unlimited Hours



SMART[™] MUDA[™]
Automatically turns the deck off and sets the parking brake when leaving the seat.



HEAVY-DUTY CONSTRUCTION
Rugged, cast-iron-welded front axle, engine guard and 10-gauge frame.



ADJUSTABLE STEERING COLUMN
Adjusts to your operator and assists in getting on and off the mower.



= 18" Extra Tall
= 19" Thickly Padded Premium
= Standard
= Standard
= 3-Year Unlimited Hours

© 1999 Toro. Toro is a registered trademark of Toro Company. All other trademarks are the property of their respective owners. *Based on EPA estimates. Actual results may vary. Always use proper operating techniques. Always wear your seat belt and please don't drink and drive. Always use proper operating techniques. Always wear your seat belt and please don't drink and drive. Always use proper operating techniques. Always wear your seat belt and please don't drink and drive.

[illegible]

Product Brochures & Catalogs

When creating product brochures and catalog covers, you have several graphic options available, but certain elements should be present for consistency.

Front:

- **Toro Logo** – always positioned in the upper left corner, and more commonly encompassed within gradient banner.
- **Gradient banner** – if applying on brochures and catalogs, the typical design includes the gradient banner at top (in black) and one-inch in height. The gradient banner runs the full width of cover with a gradual fading of at least the last 2 inches.
- **Product Name** – either positioned following the Toro logo at a proper spacing that is the height of the “T” in the TORO logotype, or at right in the gradient bar.
 - Typeface of the product name should be set in **DIN Next LT Pro Bold**, preferably in all caps. If this creates spacing problems, use your best judgment.
 - If the title/product name fits on one line, the text should rest on the same baseline as the TORO logotype.
 - If there is need for a two-line title, the text should be centered with the Toro shield.



Back:

- The following should appear in the bottom left corner, stacked in this order:
 1. Part number, if applicable
 2. Toro.com
 3. Copyright

© 20XX The Toro Company. Bloomington, MN 55420
All rights reserved. Printed in the USA.
 4. Legal disclaimers

EXAMPLE: Products depicted in this literature are for demonstration purposes only. Actual products offered for sale may vary in use, design, required attachments and safety features. We reserve the right to improve our products and make changes in specifications, design and standard equipment without notice and without incurring obligation. See your dealer for details on all our warranties
- Social media icons are typically presented in the lower right corner with the URL name(s) listed beneath for the corresponding properties that match the product shown.
- The Toro shield, with or without the tagline, is usually centered – but can also be placed in the lower left or right corner, as the design requires.



POS

The following examples show how to design in-store promotional materials to communicate the brand correctly.

In-Store Displays, Posters & Flyers

In-store displays and posters should use the DIN Next font, per the approved print font guidelines. Location of the Toro shield should be either the upper left, upper centered or bottom right corner, with the proper spacing on all sides. The shield can be used alone, or with the ‘Count on it’ tagline.



HALF THE TIME

SPEND **45% LESS TIME** MOWING*
WITH TIMECUTTER® ZERO TURN MOWERS



SW & SWX SERIES
ZERO TURN TRACTORS

- Intuitive Controls
- Excellent on Sloped Lawns
- Zero Turn Maneuverability
- Great Time Savings



SS & MX SERIES
ZERO TURN MOWERS

- Maximum Time Savings
- Least Amount of Operator Effort
- Style of the Pros
- Best Visibility

**LESS MOWING TIME
= LONGER LIFE**

Hangtags on products follow the standard print guidelines, including use of the DIN Next font.



ALL-WHEEL DRIVE FOR ALL-OUT PERFORMANCE

RECYCLER[®]
ALL-WHEEL DRIVE

NEW!



K10-R925NA ©2015 The Toro Company. All Rights Reserved.



ALL-WHEEL DRIVE FOR ALL-OUT PERFORMANCE

RECYCLER[®]
ALL-WHEEL DRIVE

NEW!

ALL-WHEEL DRIVE

For low effort maneuverability and added traction in tough mowing conditions.

PERSONAL PACE W/TRACTION ASSIST

Self-propel system that senses and smoothly adjusts to your preferred walking pace. For more challenging areas with uneven terrain, the Traction Assist handle can help you stay in control of your mowing path and speed.

BRIGGS & STRATTON[®] EXi ENGINE

Lightweight, 7.25 ft. lbs. gross torque, 163cc OHV engine featuring **Just Check & Add[™]**.

* The gross torque of this engine was laboratory rated at 2600 RPM per SAE J1940 by the engine manufacturer. As configured to meet safety, emission and operating requirements, the actual engine torque on these mowers may be significantly lower.

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ADVERTISING

Our advertising gives us the opportunity to reach thousands of customers and potential customers with our brand messages. Therefore, it is critical that all advertising has a consistent look that reflects Toro's brand essence, purpose and strategy.

The following examples show how to use the placement grid, approved color palettes and fonts, and Toro's graphical elements in your advertising. The Toro shield should be placed at the lower right corner (preferred) or centered at the bottom, and used with or without the 'Count on it' tagline.



Co-op Advertising

Co-op advertising can take many forms including those targeting traditional newspaper and magazine environments, or broadcast and radio media. Often competing for attention with other advertising and editorial content, it is important to make your content stand out while adhering to Toro's branding guidelines.

For certain product categories, Toro provides ready-made print ad templates, along with broadcast and radio spots, for use by our distributor and dealer partners. The following are available marketing toolkits with pre-approved assets:

For other questions, please contact your respective Brand Business Representatives.

COMMUNICATION TEMPLATES

There are a variety of approved company communication resources for use by employees – including external letterhead, internal memos, organizational announcements, news releases, and fax sheets.

Calibri or Arial are the preferred fonts for all internal communications, unless otherwise specified.

News Release

Formatting is as follows:

- Single spacing throughout with one return between paragraphs
- Margins on the left and right set at 0.8” – and top and bottom at 0.6”
- “Contact Information” is set in 10 pt Arial
- “For Immediate Release” is set in 11 pt Arial Italics
- “Headline” is set in 12pt Arial Bold with the first letter in each word capitalized
- “Sub-headline” is optional, and is set in 11 pt Arial Italics and sentence case
- Body copy in the release is set at 11 pt Arial Regular
- All news releases must be reviewed by Corporate Public Relations and Legal before distribution

 Count on it.
Contact Information: Alexis Bookman Toro Irrigation Business 951-785-3612 alexis.bookman@toro.com
<i>For Immediate Release</i>
Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit <i>Quisque congue ullamcorper metus eget gravida, Duis imperdiet turpis non pharetra pretium</i>
LAS VEGAS, Nev. (October 8, 2015) – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer luctus dignissim tempus. Nulla sit amet varius nisi. Sed pharetra iaculis tristique. Quisque congue ullamcorper metus eget gravida. Duis imperdiet turpis non pharetra pretium. Aliquam vitae hendrerit mauris, vel semper elit. Maecenas vitae purus mauris. Nunc consectetur urna ac consectetur rutrum. Donec consequat libero id ultrices consectetur. Vivamus lacinia metus at lacus venenatis, a porta eros laoreet. In rhoncus blandit diam at portitor. Proin lacinia gravida volutpat. Pellentesque tincidunt mi vitae magna iaculis, non faucibus dui accumsan. Maecenas egestas, tellus ut pulvinar convallis, diam arcu suscipit dui, vitae consectetur velit eros at dui. Nulla ut mauris nulla. Vivamus eget luctus erat. Aliquam urna purus, accumsan eget justo et, pellentesque malesuada tortor. Nunc lacinia eleifend scelerisque. “Vivamus lacinia metus at lacus venenatis a porta eros laoreet vivamus lacinia metus at lacus venenatis a porta eros laoreet,” said Dan Winterton, marketing director of The Toro Company’s Irrigation and Lighting Businesses. “Aliquam urna purus, accumsan eget justo et, pellentesque malesuada tortor. Nunc lacinia eleifend scelerisque.” Sed nec mollis est. Praesent ut nunc enim. Maecenas justo lacus, fermentum sed urna ut, pharetra bibendum felis. Curabitur sollicitudin justo eget ante tincidunt, quis consectetur est tempor. In feugiat, metus in pretium sagittis, quam sapien porta nisi, ut venenatis diam odio nec eros. Aenean ullamcorper consectetur mi. Curabitur facilisis, mi nec fringilla rhoncus, leo libero gravida elit, et ultricies diam mauris at mauris. Quisque vulputate libero id ipsum fermentum, nec rhoncus elit ullamcorper. Phasellus posuere quam rutrum nunc molestie suscipit non vel nisi. Nulla ultricies, eros quis congue accumsan, elit libero tincidunt neque, vitae accumsan ipsum lorem eget quam. Sed scelerisque mauris non nisi sodales, at rhoncus nunc posuere. Fusce a ipsum auctor, suscipit purus sed, malesuada nisi. Nullam cursus, est nec porta maximus, odio risus sollicitudin felis, id sagittis nibh leo eget mauris. Nam ornare justo eget porta suscipit. Maecenas congue nibh dolor. Praesent efficitur, lorem ut aliquet viverra, ex leo egestas ante, in pulvinar tortor orci id ipsum. Cras odio lorem, vestibulum vel fringilla ac, rutrum non nisi. Nullam gravida fringilla vulputate. Sed suscipit dictum lectus, nec dictum sem gravida quis. Maecenas suscipit cursus ipsum vitae viverra. Vestibulum aliquam in sem non euismod. Sed nec mollis est. Praesent ut nunc enim. Maecenas justo lacus, fermentum sed urna ut, pharetra bibendum felis. Curabitur sollicitudin justo eget ante tincidunt, quis consectetur est tempor. In feugiat, metus in pretium sagittis, quam sapien porta nisi, ut venenatis diam odio nec eros. Aenean

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About The Toro Company The Toro Company (NYSE: TTC) is a leading worldwide provider of innovative solutions for the outdoor environment including turf, snow and ground engaging equipment, and irrigation and outdoor lighting solutions. With sales of \$2.2 billion in fiscal 2014, Toro’s global presence extends to more than 90 countries. Through constant innovation and caring relationships built on trust and integrity, Toro and its family of brands have built a legacy of excellence by helping customers care for golf courses, landscapes, sports fields, public green spaces, commercial and residential properties and agricultural fields. For more information, visit www.toro.com .
###

Distributor/Dealer Bulletin

Formatting is as follows:

- The right justified “Distributor Operations Bulletin” in the gradient bar can be changed to Dealer Advisory Bulletin, Rental Bulletin, etc. – depending on the audience. This can be changed by clicking below the gradient bar.
- Business name (e.g. Commercial Business, Sitework Systems, Irrigation Business) are set in 14 pt Arial Bold
- DOB #, Date, To, From and Subject fields are set in 12 pt Arial Bold
- Body copy is set in 11 pt Arial Regular
- Product images and grids are optional, depending on business needs

TORO**DISTRIBUTOR
OPERATIONS
BULLETIN**

COMMERCIAL BUSINESS

DOB: 15-146-TP
Date: September 28, 2015
To: U.S. Commercial Distributor Principals & Sales Managers
From: Jace Bertsch, Marketing Manager, Application Products
Subject: GeoLink™ Limited Release

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MODEL	DESCRIPTION	DN	SRP
41623	PRECISION SPRAY SYSTEM - MP5800, GEOLINK (Includes touchscreen monitor, receiver, section controller, 24 months of NSN support and rapid replacement service)	\$	\$
41624	RTK MODEM KIT - CDMA (Use with Verizon, Sprint. Includes 24-month cellular data plan)	\$	\$
41625	RTK MODEM KIT - GSM (Use with AT&T, T-Mobile. Includes 24-month cellular data plan)	\$	\$
41623-WAAS-SUP-3	NSN SUPPORT PLAN: WAAS, 3-YR EXTENSION (Extends NSN support and rapid replacement for 36 months)	\$	\$
41624-CDMA-DP-3	DATA PLAN: CDMA, 3-YEAR EXTENSION (Extends CDMA cellular service for additional 36 months)	\$	\$
41625-GSM-DP-3	DATA PLAN: GSM, 3-YEAR EXTENSION (Extends GSM cellular service for additional 36 months)	\$	\$
41626	REFERENCE ANTENNA KIT (Requires installation plus 14-day calibration period)	\$	\$
TN-SUB-2	TOPNET SUBSCRIPTION, 2-YEAR (24-month TopNET Live correction subscription. Not required for a customer that purchases 41626)	\$	\$
TN-SUB-5	TOPNET SUBSCRIPTION, 5-YEAR (60-month TopNET Live correction subscription. Not required for a customer that purchases 41626)	\$	\$
131-7260	KIT-FINISH, GEOLINK (Includes hoses, valves, etc. Required for F15 and later MP5800)	\$	\$
131-7262	KIT-FINISH, GEOLINK PRE2015 (Includes hoses, valves, etc. Required for F14 and earlier MP5800)	\$	\$

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Fax Sheet

TORO**Fax Cover**

DATE:

To:
Fax:
Phone:
Re:

From:
Phone:
Pages (including cover):

COMMENTS:

The Toro Company
8111 Lyndale Avenue South | Bloomington, MN 55420
952-888-8801
www.thetorocompany.com

EMAIL SIGNATURE

Setting Your Toro-Branded Email Signature

1. Preparing your signature text box:

- From Outlook, click the 'File' tab in the upper left, then 'Options' and 'Mail' on the left side of the screen.
- Click the 'Signatures' button, and then select New.
- In the "Type a name for this signature" box, enter your name and click OK.
- Create your signature by copying and pasting one of the two options shown below into the text box.

Email signatures should appear in either the font type of Arial (10 pt) or Calibri (11 pt). The name should show in red followed by title, business/functional unit, company name, phone, email and other contact information in dark grey. Information is separated by a vertical divider line, as shown below. Individuals may also include their business address and mobile number, if interested.

Logos of our association partners can be included in email signatures, under the following guidelines:

- You must receive permission from the partner to include the logo on your signature.
- For those who choose to include the Toro logo, along with the partner logo, the Toro logo should appear first and be of equal or larger size to the partner logo.
- The partner logo should be of high quality and proportionately sized.
- Only 1-2 partner logos can be included in your signature, as not to overpower or take away from the Toro brand.

For those wanting to promote our branded social media properties, we recommend the use of links (shown below) rather than social icons – to prevent emails from getting blocked by servers or increasing the size of the email.

You may also choose to include the Toro logo at the bottom of your signature. For questions, email brand.manager@toro.com.

OPTION #1

Name | Title | Business/Functional Unit | The Toro Company | XXX-XXX-XXXX (phone) | first.last@toro.com

Find us on: [Twitter](#) | [Facebook](#) | [YouTube](#)



OPTION #2

Name

Title | Business/Functional Unit

The Toro Company

XXX-XXX-XXXX (phone) | first.last@toro.com

Find us on: [Twitter](#) | [Facebook](#) | [YouTube](#)



BUSINESS CARDS

Employees of The Toro Company can order business cards through the eMarketplace system. Upon logging into the site, you will choose Catalogs and Business Cards, and then select the template that best fits your position.

Single-Brand Design (used by individuals in corporate functions and Toro-branded businesses)

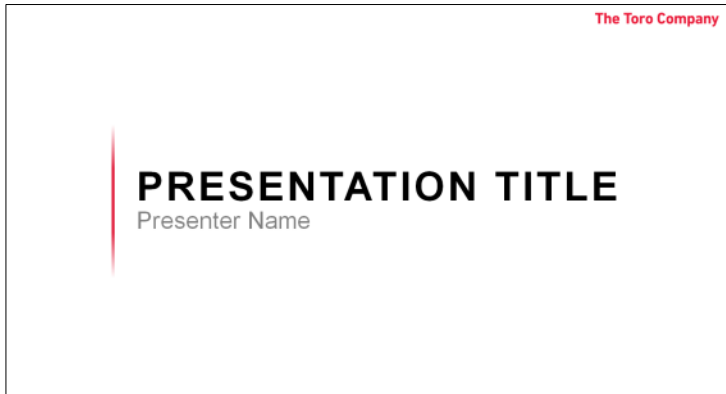
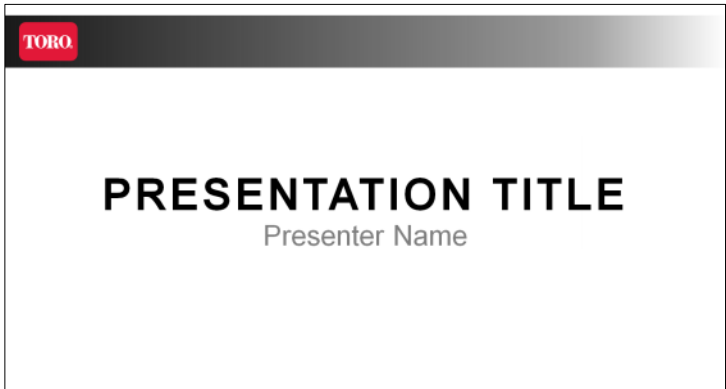


Dual-Brand Design (more commonly used by those in sales, representing multiple brands)



POWERPOINT TEMPLATES

For presentations, both internal and external, the following four template designs are available for download below. Each template is available in either a 16:9 (widescreen) or 4:3 (standard) aspect ratio. Please note that no other PowerPoint templates should be used or created.



EXTERNAL SIGNAGE

Logo Color Usage

The Toro logo should always be produced in its signature red color, which is Pantone® (PMS) 186 or its 4-color process equivalent. To ensure the proper logo size, spacing and design, please contact Branden Happel at branden.happel@toro.com.



4-color process red:
100% magenta, 80% yellow, 5% black

Logo Clear Space

In order to ensure proper visibility and maximize impact, a minimum clear space between the Toro logo and any other elements is required – including the outside edge of the sign. The size of the clear space is measured by the height of the “T” in the TORO logotype.

Logo Size

The Toro logo must always measure three units wide by two units high. Never alter the logo's proportions, the typeface of the logotype and its position, or the position of the ® registration symbol.

Typography

The typography system for external signage at Toro facilities consists of **Helvetica LT Std. Bold** as the preferred primary font. Shown below are styling details and an example of the Address Pedestal Sign.

- Copy “MAIN ENTRANCE” set in Helvetica LT Std. Bold, 20.75 pt w/ 29 Kerning @ Scale (1/2” = 1’-0”)
- Copy “8111 LYNDALE AVENUE SOUTH” is Helvetica LT Std. Bold, 12 pt w/ 0 Kerning Adjustment @ Scale (1/2” = 1’-0”)



The Toro Company

New Exterior Sign Development - Directional Sign Elevation - Visitor Parking - Lyndale Ave. Entrance - Double Sided
3/25/2014

APPAREL & MERCHANDISE

The Toro Company partners with 4imprint as our preferred corporate merchandiser for branded promotional items, including apparel, drinkware, gifts and other items. Besides the availability of select branded items, other items are available for customization through www.4imprint.com. The below contact information will help get you started, along with the following branding guidelines for Toro apparel and merchandise.

4imprint Contact Information:

Account Rep: Julie Woltersdorf
Phone: 952-887-8581
Email: juliew@4imprint.com

Alternative Contact: 4imprint Toro Team
Phone: 888-298-8191
Email: toro@4imprint.com

Website: <http://tip.toro.com/html/Tip/is/eMarketplace/eMarketplace.html> (For employees)
<http://store.4imprint.com/toro> (For distributors/dealers)

Logo Usage

Our brand is one word: Toro. This single word, within a red shield, is our most widely recognized trademark. Proper use of the logo reinforces the brand and increases its value. The Toro logo is used on all products, digital media, marketing materials and official communications to transact business.

Do not recreate or alter the Toro logo. Any logo you need is available within our [download section](#). If you are unable to find the logo you need, contact Branden Happel at branden.happel@toro.com or email brand.manager@toro.com.

Our logo consists of two parts that must always be used as one element:

- **Shield** – The red box in which the TORO logotype is placed
- **Logotype** – Always shown in white, the logotype is centered inside the Shield and accompanied by the ® registration symbol that rests on the same baseline as the logotype.

Logo Color

The Toro logo should only be produced in its signature red color, which is Pantone® (PMS) 186 or its 4-color process equivalent. No other color variations are allowed.



4-color process red:
100% magenta, 80% yellow, 5% black

In limited applications, it is acceptable to produce the Toro logo in black. For questions, email brand.manager@toro.com.



Black

Logo Clear Space

In order to ensure proper visibility and maximize impact, a minimum clear space between the Toro logo and any other elements is required. The clear space surrounds the logo, separating it from photography, text, illustrations and the outside edge of the document. The size of the clear space is measured by the height of the "T" in the TORO logotype, as shown below.



Logo Size & Placement

The Toro logo must always measure three units wide by two units high. **Never** alter the logo's proportions, the typeface of the TORO logotype inside the shield (along with its position or color), or the position of the ® registration symbol.

To ensure legibility, the Toro logo should never be reproduced smaller than ¼" inch (or 6 cm) in height. Some applications, such as screen-printing or embroidery, may require a larger logo to be legible.

- **Shirts** – the preferred size of the Toro shield is usually 1" high x 1 ½" wide with the shield usually positioned on the left chest, left sleeve or back yoke. Sometimes you may need to consider where the brand logo of the shirt appears (e.g. Nike, Adidas, Cutter & Buck, etc.) or if there is a seam, pocket or zipper that inhibits imprinting in a standard location. On a high-end polo shirt, you may go slightly smaller, but anything smaller than 0.833" high x 1.25" wide will compromise the integrity of the logo.



- **Caps** – embroidery size of the Toro shield is 1.33" high x 2" wide or 1.18" high x 1.77" wide, depending on the style and profile of the cap. The shield is more commonly placed on the front, but can sometimes appear on the back depending on what is being shown on the front, such as distributor, dealer or customer branding.



- **Jackets** – the Toro shield is more commonly embroidered on the left chest at a size of 1" high x 1 ½" wide, but can also be positioned on the left sleeve or back yoke.



- **Bags** – the size of the Toro shield is dependent on the style of the bag, the design, and the location and size of imprint area.



- **Other** – there is usually a designated imprint location or area pre-determined for such items. 4imprint can help guide you through this, and the brand implications and/or requirements for a particular item.



Typography

The typography system for The Toro Company consists of **DIN Next LT Pro** as the preferred primary font for use on all Toro-branded apparel and merchandise. **Arial Black** is the alternative font for use in situations where DIN Next LT Pro is not accessible. This includes all text appearing on items – with the exception of the Toro shield and ‘Count on it’ tagline, which should not be recreated, altered or changed.

Sans Serif: Display

- DIN Next LT Pro – **Heavy, Black, and Bold** faces are highly legible and flexible for most applications.

Sans Serif: Subheads

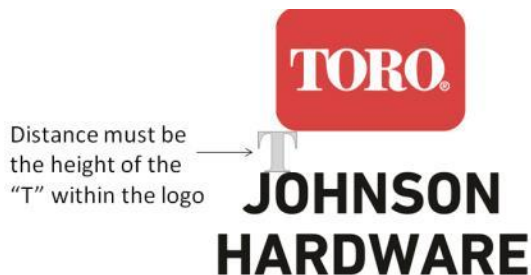
- DIN Next LT Pro – **Regular, Medium and Bold** work best for large amounts of body copy because they are highly legible. It is also acceptable to use them in italics when needed.



Co-Branding

We always encourage top billing for the Toro shield. However, if a distributor or dealer is buying shirts for their staff, their branding should appear on the left chest with the Toro shield appearing on either the sleeve or back yoke. In this case, they are first representing the distributor or dealer, and then Toro as the secondary.

However, if a distributor or dealer is buying shirts, which qualify for Toro co-op, the Toro shield must appear on the left chest. The distributor or dealer name is then centered below the Toro shield at a distance of least the height of the “T” in the logotype (as shown below) – or the distributor/dealer logo can be on the opposite chest, sleeve or back of yoke.



Many non-apparel promotional items do not offer a second location for the imprint area, so size will be a major factor in whether or not co-branding is possible on any given item.

Additional Graphics

The Toro brand should always be used in good taste and reflect our brand values. When the Toro shield is paired with illustrations, cartoons or other artwork not in alignment with our corporate image, we reserve the right to reject such usage.

In certain situations, there may be the need to create a graphical element to name an event, customer group, tradeshow, special promotion or other award. In these cases, the Toro shield should always take the dominant position and sizing, and maintain the clear minimum space required. The Toro shield and other graphics should appear in separate locations. Do not use special artwork to build up these names, and never encompass the Toro shield in another graphical element.

For review of any graphics to appear on apparel or merchandise, please email to brand.manager@toro.com.

Frequently Asked Questions

Q: Can I add my distributor/dealer name or logo to an item in the Toro stock program?

A: Yes, for items that involve embroidery – but not hard goods.

Q: Can I place my distributor/dealer logo in the prominent position on the left chest, and then have the Toro logo on the sleeve or back yoke?

A: Yes, if you are NOT using co-op dollars. If using co-op dollars, the Toro shield must appear on the left chest.

Q: Am I limited to certain colors for apparel and hard good items?

A: No, but we strongly suggest the use of colors that complement the signature red Toro shield.

Q: I only want to pay for a one-color imprint. Why does the Toro shield need to be two colors, if the item is a color other than white, red or black?

A: The Toro shield can only appear in red (PMS 186 or its 4-color process equivalent), which is preferred, or black in limited applications. The TORO logotype inside the shield must always appear in white.

Q: For smaller items that have a limited imprint area (e.g. pen, key tag or small tool), can I put my distributor/dealer name next to the Toro shield, instead of below it?

A: Distributor/dealer names must be spaced at least the height of the “T” in the TORO logotype either below, or to the right of, the Toro shield. Please see the Co-Branding section for proper spacing.

Q: What color does my distributor/dealer name need to be if I place it below the Toro shield?

A: Black, grey or white.

ON-PRODUCT BRANDING

Overview

Our end-user customers put their trust in Toro products for their innovation, productivity, efficiency, durability and reliability. They have a strong connection to the Toro brand – both in what it stands for and in the great results our products deliver. Therefore, when we brand our products it is important that we maintain consistent design and branding standards to strengthen the Toro brand in every new product brought to market. The following highlights Toro's guidelines for on-product branding.

In the development of a new product, it is critical to understand the correct hierarchy of Toro Brand Elements. The order of this hierarchy begins with the element of greatest importance, and is as follows:

- Colors
- Logo
- Product Names
- Model Names
- Additional On-Product Graphics and Feature Call-Outs

For additional information and support, please contact the Industrial Design group at Toro's headquarters in Bloomington, Minnesota.

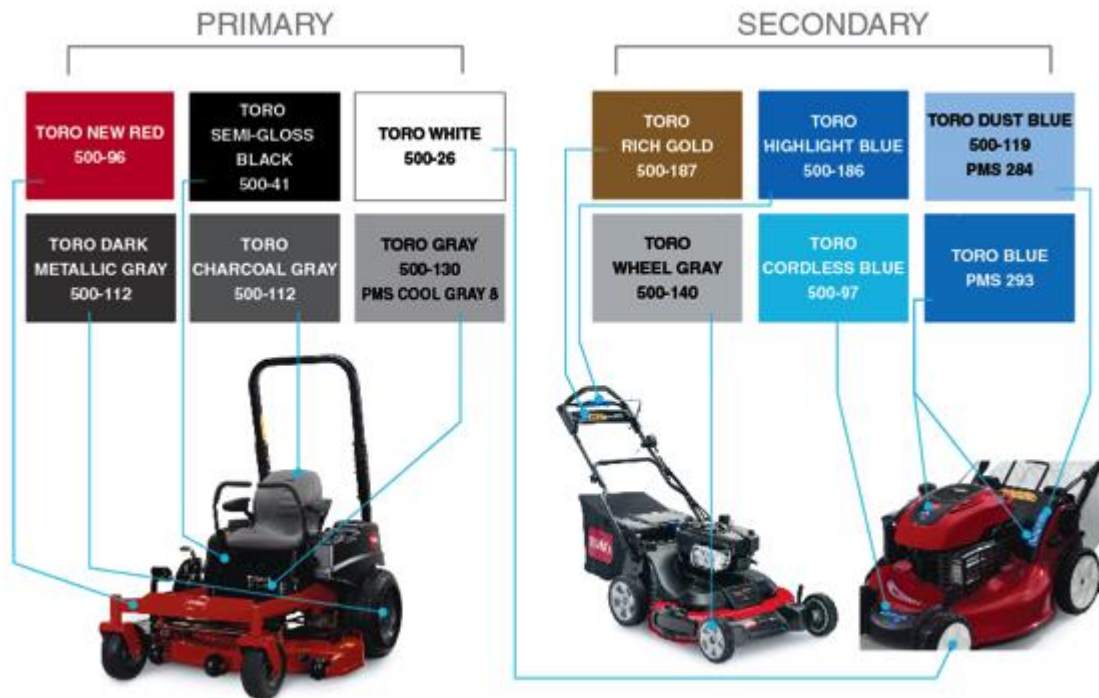
Colors

One of the most distinctive and visible attributes of the Toro brand is our signature color, namely Toro New Red and Semi-Gloss Black. In addition to red and black, Toro has standardized palettes of approved colors for specific on-product styling and branding graphics.

These colors are controlled by Industrial Design and matched by part manufacturers through a color-match approval system. Sample chips of standard colors are available through Industrial Design on request.

For additional information and support, please contact the Industrial Design group at Toro's headquarters in Bloomington, Minnesota.

It is imperative to maintain a high degree of consistency when matching standard colors as well as how they are used on-product, as follows:



Logo

The Toro logo should be the dominant graphical element on our products. Ideally, it should be reproduced at the maximum size allowable within the available area and viewable from all sides of the product. To maintain clarity and visual impact, do not overuse placement of the logo. The Toro logo can be scaled in size, but its proportions should NEVER be altered – nor should the position of the TORO logotype or the registration mark. See “Logo” section for more details on proper logo usage. [include link]

For on-product applications, the TORO logo should only be produced in Toro New Red #500-96 (preferred) or Toro Semi-Gloss Black #500-41 (in select applications).



Outlined Logo

When reproducing the Toro logo on a background color that is common to the logo color, use the outlined Toro logo.



3D, Molded, Etched and Embossed Logos

While we predominantly use the red Toro logo for on-product branding, there are certain applications where this rule is not feasible. This includes some plastic and metal materials, where it is allowable to cut, stamp, etch or emboss the logo into the material. In this case, the logo can then appear in the color of the material being used – but must still be visually prominent, maintain the correct proportions, and have the registered mark positioned on the baseline of the logotype. In 3D molded applications, the logo should ideally be lowered and polished with the letters and registered mark raised to give the logotype a lighter appearance than the shield.

The examples shown here demonstrate various 3D, molded, etched and embossed logos.



Unacceptable Logo Usage

The examples shown below demonstrate unacceptable logo usage.

					
Never re-size or alter the proportions of logo elements individually	Never reproduce the logo as a screen	Never reproduce the typeface without the shield	Never reverse the shield to white. The letters should always be reproduced in white or finish with lighter appearance	Never set the logo vertically	Never alter the logotype's typeface or letter spacing (kerning)

Product Names

Product names should always appear in the **Turf** typeface – with the exception of mobile applications and software interfaces dedicated to a specific product (detailed below), and some of our internationally sold products. The Turf font should only be used for on-product applications.

When using the Turf font for on-product branding, the preferred placement of the product name is to the right of the Toro logo and on the same baseline as the logotype (see example below). In some instances where the preferred positioning is not ideal, the product name can either be placed on left side of the Toro logo or stacked directly beneath the logo (see examples below).

The product name is always subordinate to the logo and should be no more than 75% of the cap-height of the TORO logotype. When placed on Toro's signature red, the product name is shown in black (preferred) or white. When placed on black, the product name is always shown in white.

Turf Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890--™©®"".,;:/\?!@+&%\$#@#



Scaling Hierarchy: Logo, Product Name, Model Name

TORO TORO WORKMAN
Logotype @ 100% x (0.75) = Height of Product Name @ 100%

WORKMAN WORKMAN HDX 4WD
Product Name @ 100% x (0.75) = Height of Model Name @ 100%

For Mobile Applications & Software Product Branding

On mobile applications and software interfaces/programs related to a specific product (e.g. Lynx, Sentinel, etc), the product name should appear in DIN Next LT Pro Bold and in the color Black (#000000). The product name should include the appropriate trademark, and rest on the same baseline and be the same height as the TORO logotype in the shield. Spacing between the logo and product name is the height of the "T" in the logotype, as shown below. For other applications, it is acceptable to use only the Toro logo by itself or the Toro logo with 'Count on it' tagline.



Model Names

Model names and numbers, like product names, should never appear equal to or larger than the Toro logo or the product name – nor should they be prominently displayed. The objective is to present the Toro brand first (dominant), then the product name (subordinate), followed by model numbers and feature call-outs (subordinate to both).

For model call-outs, these should be in the Turf font, scaled no more than 75% of the product name, and ideally colored grey. This text can be located on the same line as the product name, or stacked beneath the product name – either centered or right justified with the second to last letter of the product name.

The following examples demonstrate on-product logo and product name application.

Linear Applications



Linear Layout 1, Model Name Justified Right



Linear Layout 2, Model Name Justified Right

Stacked Applications



Stacked Layout, Model Name Justified Right



Stacked Layout, Centered



Stacked Layout, Centered

Additional On-Product Graphics and Feature Call-Outs

In addition to safety and operational graphics legally required on our products, feature call-outs are commonly requested by product marketing teams to draw attention to new and innovative features. This is commonly achieved by applying our approved secondary colors to graphics or specific parts of the machine, although kept to a minimum to not compete with the Toro brand. These graphics are to remain subordinate to the other branding elements.

In some instances, stylized graphics are designed to complement the physical layout of the product or to best explain mechanical function. Graphics should maintain the appropriate spacing with the Toro logo, as specified in our Toro branding guidelines. These graphics cannot dilute, distract or challenge the dominance of the Toro logo as it is displayed on the product. If the Toro logo is positioned over a graphic, a minimal one point rule must separate it from the graphic.

Model Number and Feature Call-Out Applications



Unacceptable Product Branding Usage

The examples shown here demonstrate unacceptable on-product branding.



Never reproduce the logotype without the shield

Never reproduce the logotype without the shield

Never reproduce the product name larger than the logotype

Never reproduce the logotype without the shield. Never reproduce the product name larger than the logotype.

Never use representational imagery or illustrations to highlight features.

Branding Exceptions

Due to geographical marketing demands and product design constraints, there are some products that require unique deviations from the previously stated guidelines. The examples shown here demonstrate those allowable exceptions.

International Product Branding Examples:



Irrigation Product Branding Examples:



Registration Marks

In all applications, the TORO logotype must include the registered mark (®) which rests on the baseline of the logotype. The only exception is when size or manufacturing constraints would not make the registered mark legible. Similarly, the product name must always include the registered mark (®) or trademark (™) except when size or manufacturing constraints would not make it legible.

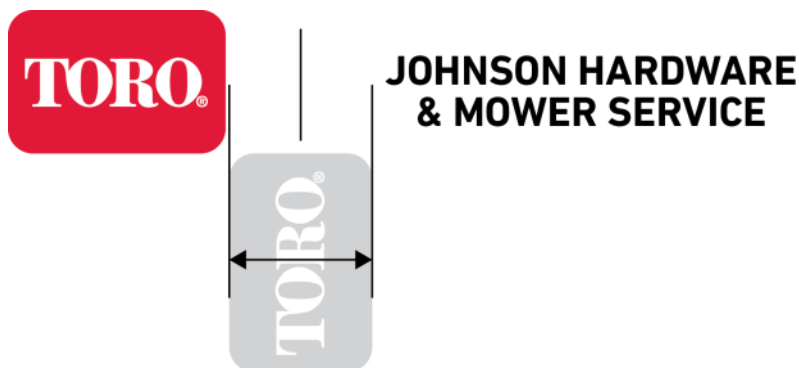
DISTRIBUTOR & DEALER CO-BRANDING

Co-branding guidelines are provided to help our distributor and dealer partners in properly applying the Toro shield alongside their name and/or brand logo on wearables, signage, business cards, and other marketing materials. For certain product categories, Toro provides pre-designed advertising for use by our distributor and dealer partners.

For Print Materials

It is not required that the Toro shield be included on all print marketing or other communications developed by distributors/dealers in which Toro product is represented – with the exception of items being supported through Toro co-op dollars. However, when the Toro shield is being used with the distributor/dealer name or logo, the following guidelines must be followed:

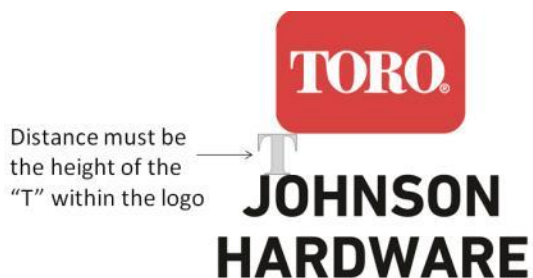
- The Toro shield should always appear in its signature red color, which is Pantone® (PMS) 186 or its 4-color process equivalent.
- The Toro shield must always measure three units wide by two units high. Never alter the logo's proportions, the typeface of the logotype and its position, or the location of the ® registration symbol (sits on the same baseline as the logotype).
- When including a number of product brands, the Toro shield should always be of equal size to the other competitive brands presented.
- When only the Toro shield is being applied alongside the distributor/dealer name, a 1 pt black rule vertical divider line should be used to separate both logos. The line should be appropriately spaced at ½ the height of the Toro shield from both logos, as shown below.
- When a distributor/dealer name is used in connection with the Toro shield, the name should not be larger than the TORO logotype.



For Apparel & Merchandising

We always encourage top billing for the Toro shield. However, if a distributor or dealer is buying shirts for their staff, their branding should appear on the left chest with the Toro shield appearing on either the sleeve or back yoke. In this case, they are first representing the distributor or dealer, and then Toro as the secondary.

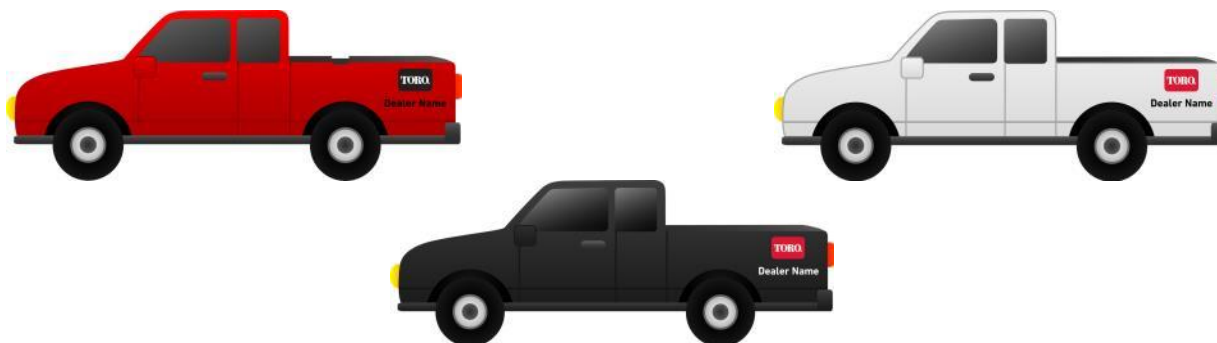
However, if a distributor or dealer is buying shirts, which qualify for Toro co-op, the Toro shield must appear on the left chest. The distributor or dealer name is then centered below the Toro shield at a distance of least the height of the "T" in the logotype (as shown) – or the distributor/dealer logo can be on the opposite chest, sleeve or back of yoke.



Vehicle Graphics

When the Toro shield is included on vehicles with the distributor/dealer name, the following guidelines must be followed:

- The Toro shield should always appear in its signature red color, which is Pantone® (PMS) 186 or its 4-color process equivalent. The only exception is red-colored vehicles, in which the Toro shield can be black with white logotype. The TORO logotype and registration symbol inside the shield must always appear in white. See examples below.
- The Toro shield must always measure three units wide by two units high. Never alter the logo's proportions, the typeface of the logotype and its position, or the location of the ® registration symbol (sits on the same baseline as the logotype).
- The distributor/dealer name should be centered beneath the Toro shield and maintain a minimum clear space that is the height of the "T" in the TORO logotype. The size of the name should not appear larger than the TORO logotype.



Creating Graphical Images

The Toro brand should always be used in good taste and reflect our brand values. When the Toro shield is paired with illustrations, cartoons or other artwork not in alignment with our corporate image, we reserve the right to reject such usage.

In certain situations, there may be the need to create a graphical element to name an event, customer group, tradeshow, special promotion or other award. In these cases, the Toro shield should always take the dominant position and sizing, and maintain the clear minimum space required. The Toro shield and other graphics should appear in separate locations. Do not use special artwork to build up these names, and never encompass the Toro shield in another graphical element.

For review of any graphics, please email to brand.manager@toro.com.