



a network
of talent

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because success
depends on people

meet
Diana

the
goddess of
programming

Other case studies

- Thomson Financial outsourcing
- Dell intranet development
- Cashtec website development
- Thomson Financial microsite build
- T-Mobile intranet navigation
- T-Mobile intranet re-branding
- Toyota Europe brand guidelines
- Virgin Trains online media room
- Friends Provident content provision

Contact us: **020 7831 5656**

Toyota Europe brand guidelines

The e33 team devised an online portal for distributing Toyota's branding guidelines and collateral throughout Europe.



Toyota is one of the world's largest car manufacturers, producing more than 5.5 million vehicles a year.

Toyota had produced a brand guidelines book, but it was expensive to print and vulnerable to being lost or damaged.

The e33 team devised a branding portal that enables all agencies and local offices in Europe to access branding collateral online - instantly, cheaply and reliably.

Results

Using the principles of user-focused design, e33 produced comprehensive development guidelines that are easy to use and ensure brand consistency. The portal is designed from the outset to serve the needs of its users.

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