

Logo Style Guide



TOCKER
FOUNDATION

Logo Appearances

The CMYK stacked logo is our primary appearance and should only be used on white or light backgrounds.



Primary Appearance



Alternative Appearance



The CMYK logo features additional highlight and shadow detailed compared to the 2-color version.



Logo Variations

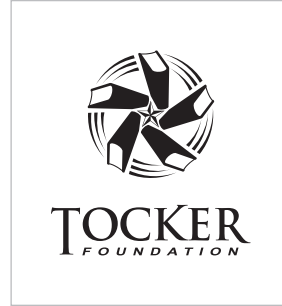
Each logo appearance is available in every colorway.



Full Color



PMS 2-Color



Black



White

Color Specifications

PMS 287

CMYK
100, 68, 0, 12

RGB
0, 83, 155

HEX
#00539b



PMS 287 50%

CMYK
50, 34, 0, 6

RGB
122, 144, 194

HEX
#7a90c2



Black

CMYK
0, 0, 0, 100

RGB
0, 0, 0

HEX
#000

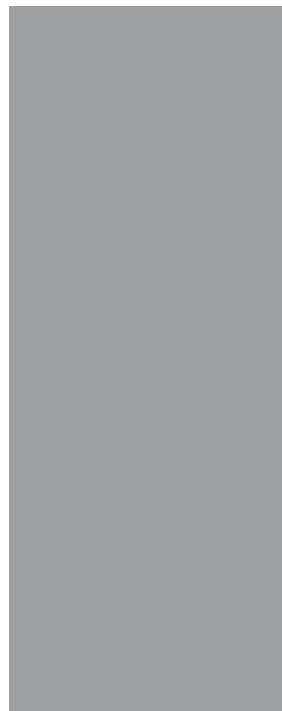


Grey

CMYK
0, 0, 0, 45

RGB
137, 139, 141

HEX
#898b8d



Clear Space

It is important to always maintain a minimum amount of clearance around the logo. This clear space will make sure that the logo has room to breathe and is clearly visible among other elements.

1x



The empty space around the logo should be the same height as the T in Tocker.

What Not to Do

Preserve the integrity of the brand by not doing the following.



Do not stretch or squeeze



Do not angle



Do not change colors



Do not re-type



Do not add a tagline



Do not use a web version for print



Do not use mark with headline



Do not add elements



Do not use in a shape other than rectangle (social media excluded)



Do not use complicated backgrounds



Do not use low contrast backgrounds, or non-approved solid colors



Do not use logotype by itself. Limit mark-only use to social media avatars or applications where the full logo is present elsewhere.

Copyright and Usage

The logo may be used for editorial or informational purposes, such as an article or comparative statement.

For all other purposes, please contact Tocker Foundation to obtain permission for your use case.

Contact

Karin Gerstenhaber
Associate Director

grants@tocker.org

(512) 452-1044

Tocker Foundation
5806 Mesa Drive, Suite 375
Austin, Texas 78731