Logo Style Guide
Logo Appearances

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

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

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>287</td>
<td>100, 68, 0, 12</td>
<td>0, 83, 155</td>
<td>#00539b</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>287</td>
<td>50, 34, 0, 6</td>
<td>122, 144, 194</td>
<td>#7a90c2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>0, 0, 0, 100</td>
<td>0, 0, 0</td>
<td>#000</td>
</tr>
<tr>
<td>Grey</td>
<td>0, 0, 0, 45</td>
<td>137, 139, 141</td>
<td>#898b8d</td>
</tr>
</tbody>
</table>
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.

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 low contrast backgrounds, or non-approved solid colors

Do not use complicated backgrounds

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