

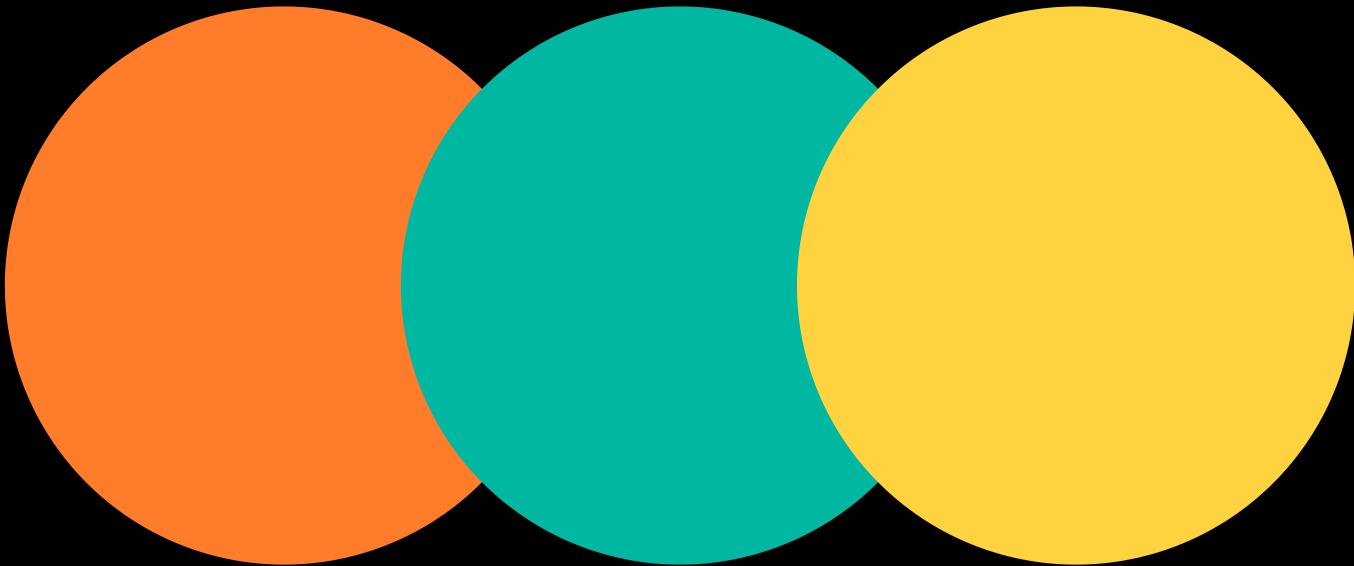


TKO TOY CO. BRANDING GUIDELINES

TABLE OF CONTENTS

COLORS	4
TYPOGRAPHY	6
LOGO	9
GRAPHICS	13
IMAGERY	17

COLOURS



	PUMPKIN #FF7C2A	KEPPEL #00B8A2	SUNGLOW #FFD23F
NAME	PUMPKIN	KEPPEL	SUNGLOW
RGB	255,124,42	0,184,162	255,210,63
CMYK	0,51,84,0	100,0,12,28	0,18,75,0
HSL	23,100,58	173,100,36	46,100,62
LAB	66,45,64	67,-44,0	86,2,74
HSB	23,84,100	173,100,72	46,75,100

MISUSE



*Must add lift effect, intensity 100, to use white text on yellow background

TYROGRAPHY

FONTS

LOGO FONT: STRONGER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

HEADINGS: TKO CUSTOM FONT - BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

B

SECONDARY HEADINGS:

TKO CUSTOM FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SUBTITLES: NORWESTER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Body Copy: Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

C

SPACING

SECONDARY HEADINGS:

TKO CUSTOM FONT - BOLD

KERNING: <-100 ... +50>

-100: TKO TOY CO.

+50: TKO TOY CO.

SECONDARY HEADINGS:

TKO CUSTOM FONT

KERNING: <-100 ... +50>

-100: TKO TOY CO.

+50: TKO TOY CO.

SUBTITLES: NORWESTER

KERNING: <-50 ... +75>

-50: TKO TOY CO.

+75: TKO TOY CO.

Body Copy: Poppins

KERNING: <-100 ... +45>

-100: TKO TOY CO.

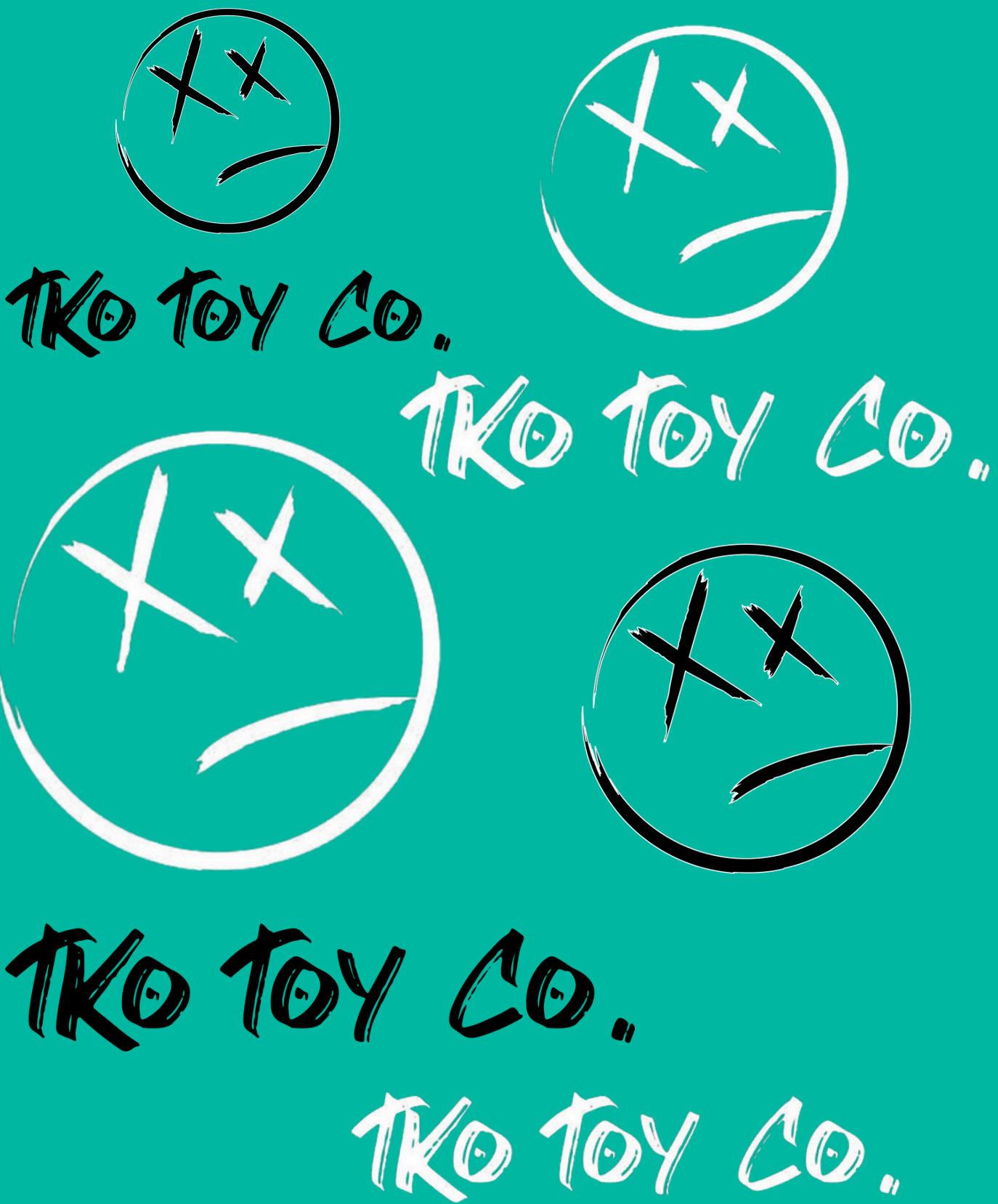
+45: TKO TOY CO.

A

B

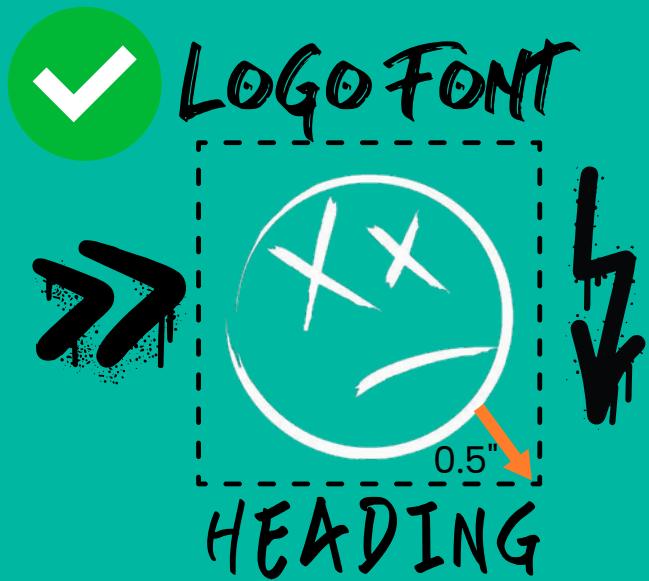
C

LOGO

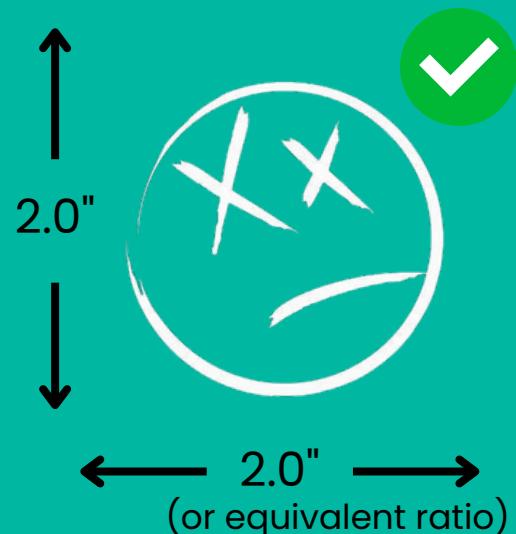
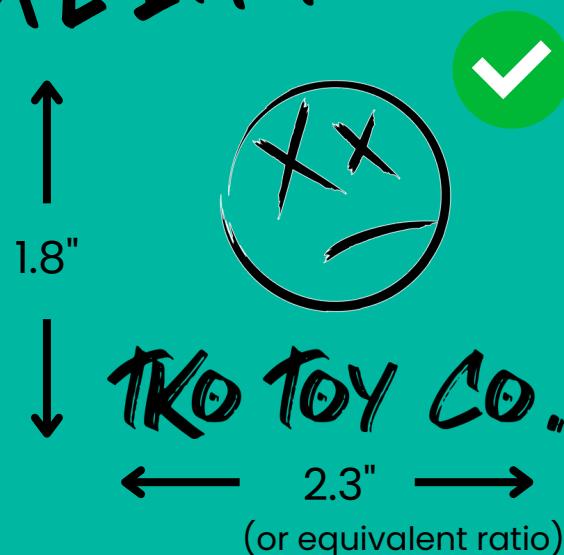


*the logo graphic may be used without the text, but the text should never be used without the graphic. The graphic should always be present somewhere

SPACING/SCALING



*logo should have at least 0.5" of space between it and other elements



MISUSE



TKO TOY CO.

COVERED*



TKO TOY CO.

CROPPED

*Part of TKO branding may include intentionally hiding the logo among graphics and content. Designs, where this is the intent, must use careful consideration when deciding how to hide the logo, prioritizing consistent branding.

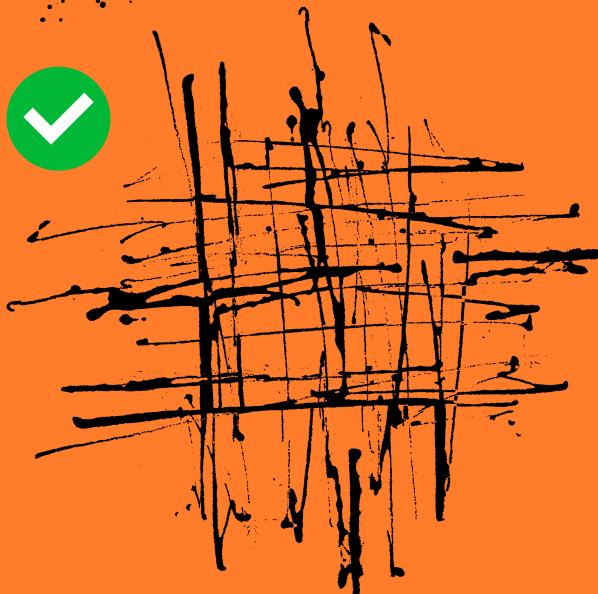






*full collection in Canva brand folder





IMAGERY



Imagery should be artistic, with rich colours and high contrast. White balance should be neutral, and black and white images can be incorporated alongside images in colour. Imagery should focus on aesthetics and high quality.

White balance, vibrance/saturation, and contrast should all be balanced well and paid attention to.

