



TOUKANA INTERACTIVE

Corporate Colors

Company Colors

Sunglow Yellow is the "main" color of the company and should be used primarily as a background color for banners and other graphics the logo is used on. Blue as secondary color and magenta as third color.

**"Azure
Radiance"
Blue**

HEX #0088FF
RGB 0, 136, 255
CMYK 75, 46, 0, 0
PANTONE 2194C

**"Sunglow"
Yellow**

HEX #FFBB00
RGB 255, 187, 0
CMYK 0, 29, 100, 0
PANTONE 1235C

**"Rose"
Magenta**

HEX #FF006D
RGB 255, 0, 109
CMYK 0, 99, 31, 0
PANTONE 2040C

Additional

White

HEX #F5F5F5
RGB 245, 245, 245
CMYK 2, 2, 2, 0
PANTONE 9062C /7541C

Black

HEX #191919
RGB 25, 25, 25
CMYK 71, 67, 67, 79
PANTONE Black 6C

Company Logo

Main Logo

The idea of the Toukana logo is to embody playfulness, friendliness and energy with its vibrant colors and should therefore always be used in color whenever possible.

The original version shall be preferred and used everywhere possible. If the circumstances do not allow it otherwise or if a portrait format is explicitly required, the alternative logo version should be used.

Use the .SVG file, rather than .PNG whenever possible.



TOUKANA
INTERACTIVE

Original Version



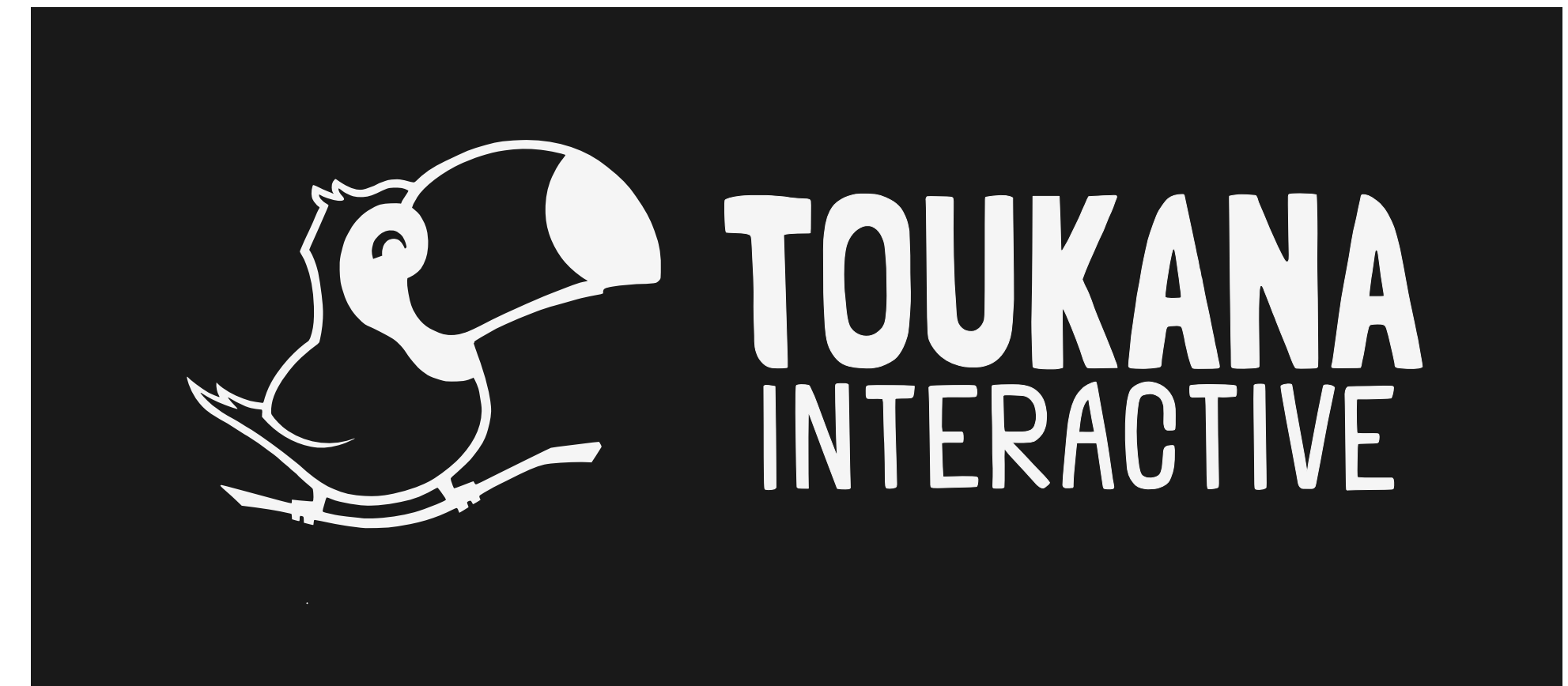
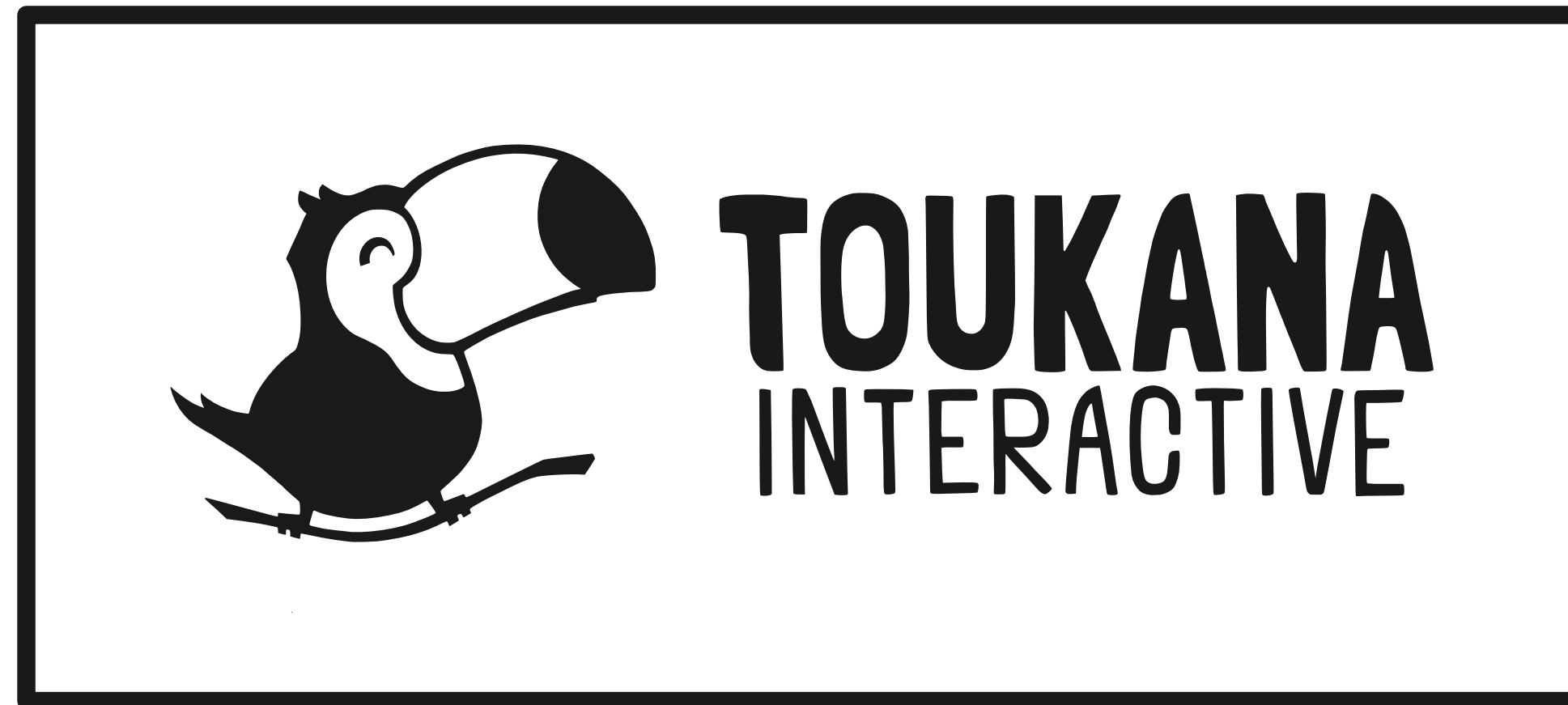
TOUKANA
INTERACTIVE

Alternate Version

Logo Variation

Stencil Logo

Use these logos only when the use of color is not an option.



Logo Usage

Padding

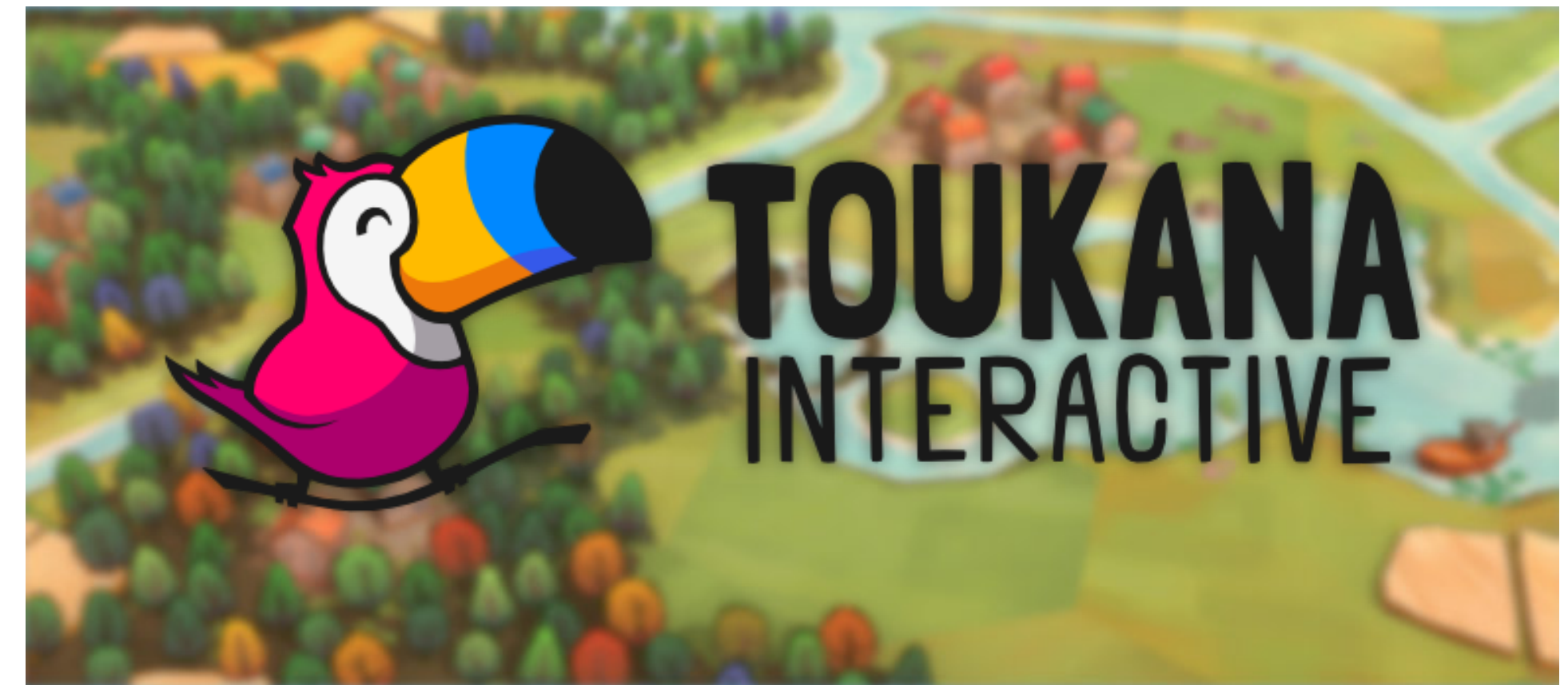
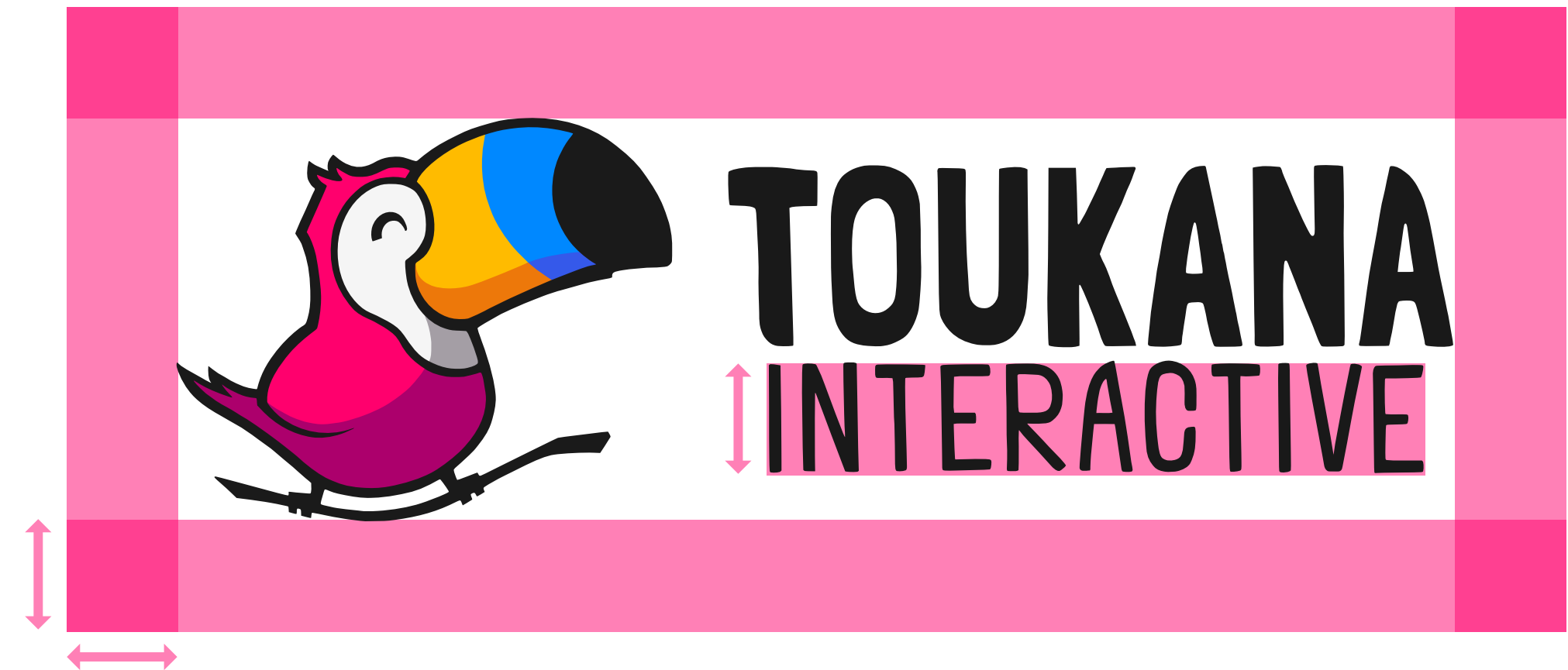
Make sure that there is enough space around the logo. As shown in the figure on the right, the space should at least be as wide as the height of the INTERACTIVE lettering, used within the logo at hand.

Sizing

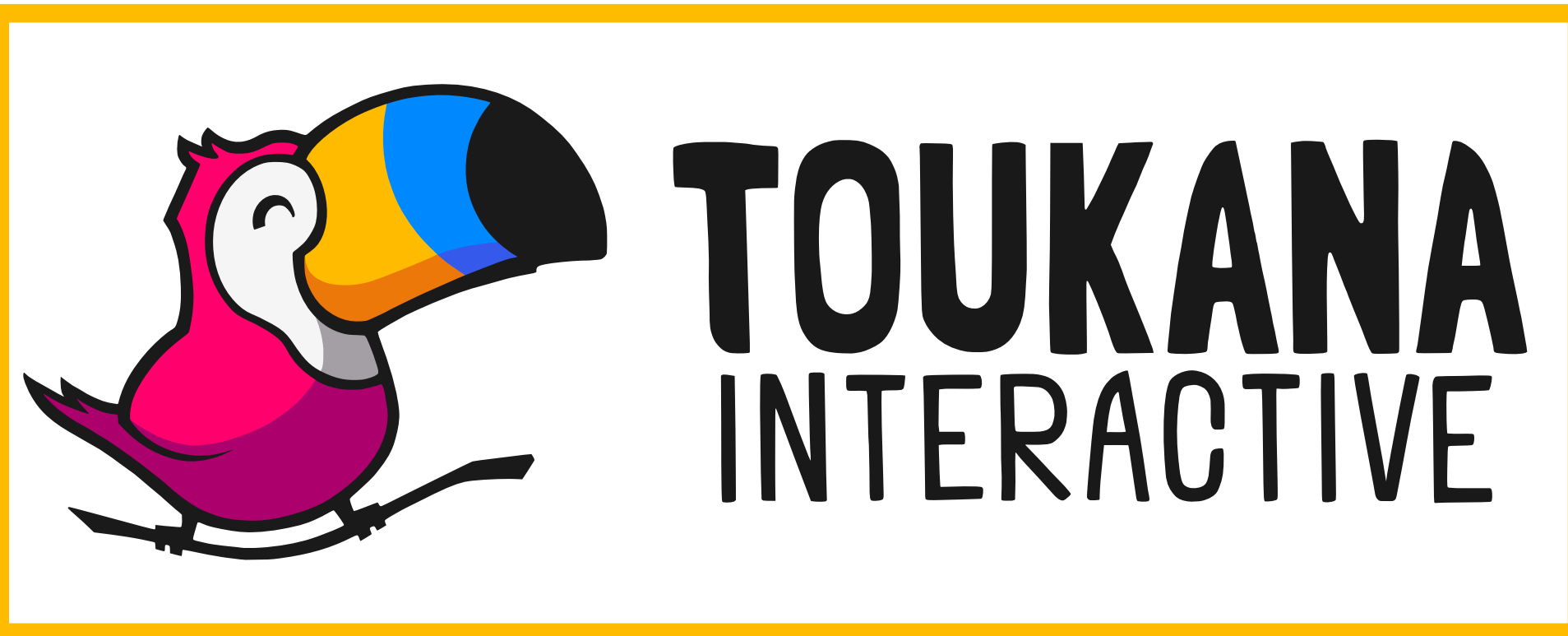
Always make sure that the logo is legible in the size used. The critical indicator is the INTERACTIVE lettering, because it is the thinnest part of the logo and should be checked first and foremost.

Drop Shadows

Only use subtle and soft drop shadows. Please avoid a creation of a second, hard outline. It's opacity should always remain below 50% and it should only be used with noisy backgrounds or backgrounds that are a similar color to the logo itself, making it difficult to distinguish.



Logo Usage - Don't Do This



✗ Not enough space around the logo



✗ Using only the lettering



✗ Strong, washed out drop shadow that effects the silhouette of the logo



✗ Adding a glow effect to the logo



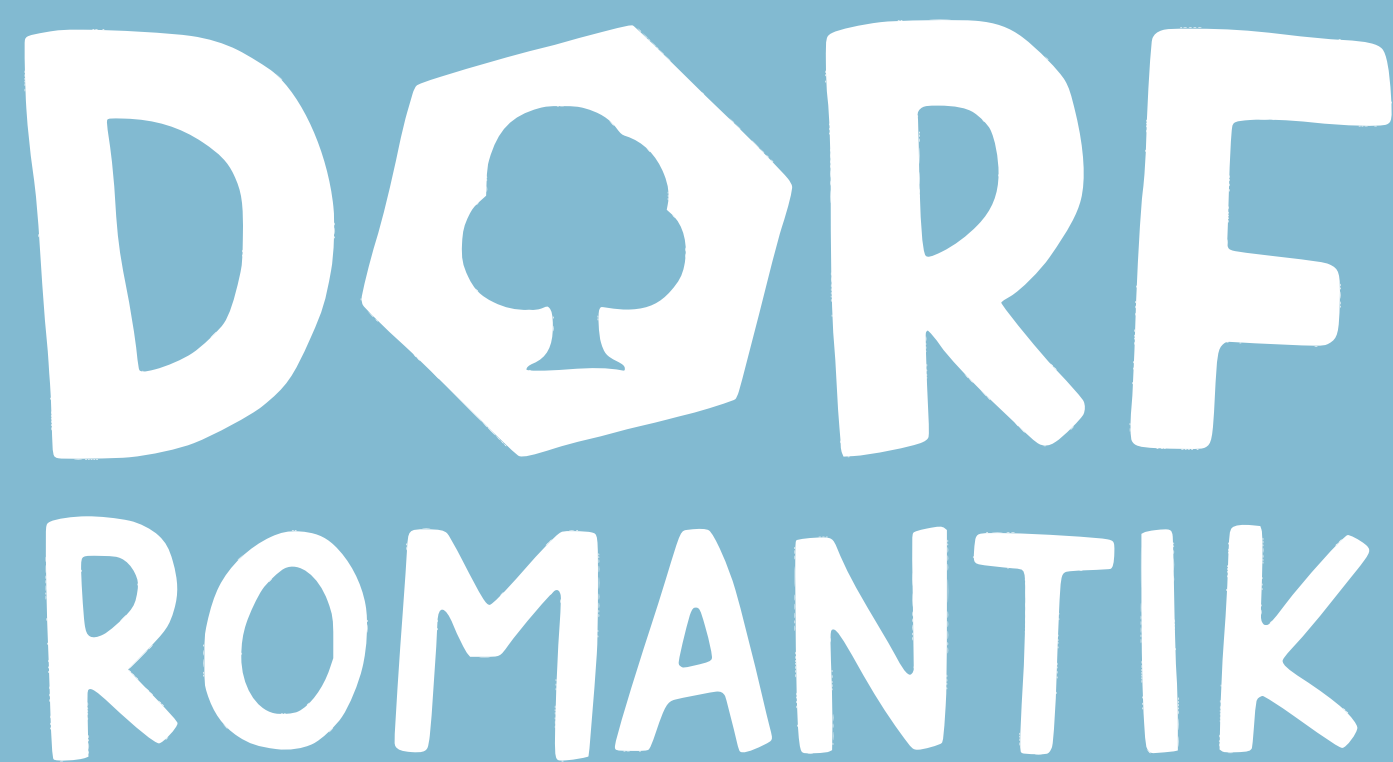
DORF ROMANTIK

PRODUCT BRANDING GUIDE

Dorfromantik Logo / Color

Dorfromantik Logo

Always prefer the white version over the black. Only use black if white isn't possible at all. This logo may not be recolored or stretched. For additional restrictions on logo use, see page 11.

The logo consists of the word "DORF" in a bold, sans-serif font, where the letter "O" is replaced by a white spade symbol. Below "DORF" is the word "ROMANTIK" in a similar bold, sans-serif font. The entire logo is white and set against a solid blue background.The logo consists of the word "DORF" in a bold, sans-serif font, where the letter "O" is replaced by a black spade symbol. Below "DORF" is the word "ROMANTIK" in a similar bold, sans-serif font. The entire logo is black and set against a solid white background.

"Dark Sky"
Blue

HEX	#82BAD1
RGB	130, 186, 209
CMYK	38, 11, 0, 18
PANTONE	550C

Dorfromantik Background Color

Use this color for graphical assets related to Dorfromantik. It can also be used with a light gradient.

Logo Usage

Padding

Make sure there is enough space around the logo, especially if it is used in a small space and next to other graphics or text elements. As shown in the figure on the right, the space should at least be as wide as the height of the tree crown in the hexagon, used within the logo at hand.

Sizing

Always make sure that the logo is legible in the size used. The critical indicator is the ROMANTIK lettering, because it is the thinnest part of the logo and should be checked first and foremost.

Drop Shadows

Only use subtle and soft drop shadows. Please avoid a creation of a second, hard outline. It's opacity should always remain below 50% and **It should only be used with noisy backgrounds** or backgrounds that are a similar color to the logo itself, making it difficult to distinguish. On plain backgrounds, where this is not required, the logo should always be used without shadows.



Graphic Assets - Key Art

Key Art

This Artwork is the main graphic used to promote or represent Dorf fromantik. On this page you see several examples of how you can use Key Art in different ratios and for different purposes.



Logo / Key Art - Don't Do This



✗ No outline, glow or directional drop shadow effect may be added



✗ No change in the saturation of the artwork



✗ Poor logo placement, logo is no longer legible



✗ No additions to the logo are allowed, except taglines that inform about a new feature or event (like a release)



✗ Wherever possible, the white logo should be used instead of the black version, also cutting away parts of the logo is prohibited



✗ No transparency effect on the logo and no double use of the logo in one image