

TORKYO

AUTOMOTIVE ART

BRAND GUIDELINES · LOGO, COLOUR AND TYPE · VERSION 1.0 · NOVEMBER 2026

ABOUT THE NAME

TORKYO is pronounced **TORK-yo**. The name comes from **Tokyo** and **torque**.

TORKYO turns automotive icons into collectible shadow-box art: a car photo frame with a die-cast miniature inside. The logo carries both ideas of the name. The wheel is torque and motion. The red sun behind it is Tokyo and the rising sun.

Tagline: AUTOMOTIVE ART



THE WHEEL SYMBOL: WHEEL + SUN

THE PRIMARY LOGO



1 · SYMBOL

A wheel with five twin spokes and a red sun behind it.

2 · WORDMARK

TORKYO in Syncopate Bold, wide letter-spacing (0.14em).

3 · TAGLINE

AUTOMOTIVE ART in red Jost Medium, with a short red rule.

LOGO VERSIONS













Use the horizontal logo first. Use the stacked logo when the space is square or tall. Use the all-white or all-black version when only one colour is available, such as stamping, embossing, engraving or a photo background.

CLEAR SPACE & MINIMUM SIZE



KEEP CLEAR SPACE X ON ALL FOUR SIDES

X = the height of the letter T in the wordmark. Nothing else may enter this space: no text, no edges of the page, no other logos.

VERSION	SCREEN	PRINT
Horizontal logo	140 px wide	35 mm
Stacked logo	90 px wide	22 mm
Symbol	16 px	6 mm
Monogram TK	32 px	10 mm

SYMBOL & MONOGRAM



LOGOGRAM · THE WHEEL SYMBOL



MONOGRAM · TK



ROUND BADGE · STAMP

Symbol. Use it alone when the brand is already known: profile pictures, product tags, stickers, the corner of a frame plate, favicon.

Monogram. A compact mark for tight spaces: stamps, small labels, watermarks on photos, embroidered or engraved details.

Badge. A seal for the back of a frame, box stickers, certificates, wax or foil stamps and packaging closures.

BRAND COLOUR

TORKYO RED
HEX #E10600
RGB 225 · 6 · 0
CMYK 0 · 97 · 100 · 12
The sun, tagline, accents, buttons

ONYX BLACK
HEX #0A0A0A
RGB 10 · 10 · 10
CMYK 0 · 0 · 0 · 96
Backgrounds, text on light

PAPER WHITE
HEX #F4F4F2
RGB 244 · 244 · 242
CMYK 0 · 0 · 1 · 4
Light backgrounds, text on dark

STEEL GREY
HEX #8A8A8E
RGB 138 · 138 · 142
CMYK 3 · 3 · 0 · 44
Secondary text, one-colour sun

Balance. Roughly 70% black or white, 25% white or black text, and 5% red. Red is the accent, never the whole page, except on the red icon and packaging tag.

Print note. CMYK values are approximate conversions. Match the red with a Pantone swatch at your printer before a large print run.

TYPOGRAPHY

PRIMARY · LOGO AND HEADINGS

Aa BB 123

SYNCOPATE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Set in capitals. Letter-spacing 0.08 to 0.14em.

SECONDARY · BODY, TAGLINE, BUTTONS

Aa Bb 123

JOST MEDIUM & REGULAR

The quick brown fox jumps over the lazy dog.

Tagline: Jost Medium, capitals, 0.6em spacing.

WHERE	FONT	STYLE
Logo wordmark	Syncopate Bold	Capitals, 0.14em. Always use the supplied logo files. Never retype it.
Page and section headings	Syncopate Bold	Capitals, 0.08em, red accent word allowed
Body text, buttons, menus, labels	Jost Regular / Medium	Sentence case; small labels in capitals with 0.2em spacing

FONT FILES

Both fonts are free for commercial use under the SIL Open Font License, so they can be used on the website, in print, on packaging and in social posts without a licence fee.

FONT	GET IT FROM
Syncopate (Bold)	fonts.google.com/specimen/Syncopate
Jost (Regular, Medium)	fonts.google.com/specimen/Jost

In design software (Photoshop, Illustrator, Figma, Canva): download the font from the links above and install it, then use the weights shown on the previous page. Web copies (WOFF and WOFF2) are included in the **06 Fonts** folder of the brand kit.

ON THE WEBSITE

Add this in the site's HTML head:

```
<link href="https://fonts.googleapis.com/css2?family=Jost:wght@400;500&family=Syncopate:wght@700&display=swap" rel="stylesheet">
```

CSS:

```
h1,h2,h3 { font-family: 'Syncopate', sans-serif; font-weight: 700;
letter-spacing: .08em; text-transform: uppercase; }
body { font-family: 'Jost', sans-serif; }
```

Fallback if a font fails to load: Arial, Helvetica, sans-serif.

PROFILE, ICON & FAVICON



SOCIAL PROFILE · ALL PLATFORMS



APP ICON · IOS, ANDROID, HOME SCREEN



FAVICON · BROWSER TAB, AT REAL SIZES

USE	FILE	SIZE
Profile picture (upload as a square, the platform crops it to a circle)	torkyo-profile-picture-1080.png	1080 × 1080
App store icon (square, the store rounds the corners)	torkyo-app-icon-square-1024.png	1024 × 1024
Website favicon	favicon.svg, favicon.ico, favicon-32x32.png, apple-touch-icon.png	16 to 512

WHAT NOT TO DO



DO NOT STRETCH OR SQUASH



DO NOT ROTATE OR TILT



DO NOT RECOLOUR



DO NOT ADD SHADOWS OR GLOW



DO NOT USE LOW-CONTRAST BACKGROUNDS



DO NOT OUTLINE OR FAKE BOLD

Also do not retype the wordmark in another font, change the spacing, move the tagline, rearrange the symbol and text, or put the logo on a busy photo without a dark or red panel behind it. Always use the supplied files.

WHERE TO USE WHAT

PLACE	USE THIS	FILE
Website header	Horizontal logo, or the symbol on mobile	torkyo-logo-horizontal-on-dark.svg
Website footer	Stacked logo or horizontal logo	torkyo-logo-stacked-on-dark.svg
Browser tab, bookmarks	Favicon set	favicon.svg / favicon.ico
Instagram, WhatsApp, YouTube profile	Profile picture	torkyo-profile-picture-1080.png
Frame plate, engraving, embossing	All-black or all-white logo, or the badge	torkyo-logo-horizontal-black.svg, torkyo-badge-on-dark.svg
Packaging, box sticker, seal	Badge or monogram	torkyo-badge-on-dark.svg, torkyo-monogram-tk-on-dark.svg
Invoices, emails, documents (light paper)	Horizontal logo on light	torkyo-logo-horizontal-on-light.svg
Photo watermark	Monogram or all-white logo, 60 to 80% opacity	torkyo-monogram-tk-on-dark.svg
Mobile app / home screen	App icon	torkyo-app-icon-1024.png

BRAND KIT FILES

FOLDER	WHAT IS INSIDE
01 Guidelines	This PDF
02 Logos SVG	16 vector logos. Lettering is converted to outlines, so no font is needed. Use for print and anything that must scale.
03 Logos PNG	The same logos as transparent PNG files, ready to drop into a post, document or slide.
04 Favicon	favicon.svg, .ico, PNG sizes, Apple touch icon, Android icons, site.webmanifest
05 Social and app icons	Profile picture 1080 px; app icon 1024, 512, 192, 180 and 32 px
06 Fonts	Web copies of Syncopate Bold, Jost Regular and Jost Medium (WOFF and WOFF2), with links to download the full fonts
00 Read me	A short text guide to the kit

Quick rule: SVG for print and large sizes, PNG for screens, and the favicon folder for the website only.

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