the right light. where color matters.

A short reference for the Tivoli logo and the four colors that define the brand. Use this guide whenever placing the logo on a surface, or when picking colors for print and screen.

ISSUED
2026

ORIGIN
Irvine, California

Logo.

The Tivoli logo comes in two versions — black and white. Use the black logo on light surfaces and the white logo on dark surfaces. Inside the "o," the half-disc is split on a 45° diagonal: the upper half is yellow and the lower half is green — never reverse this order. The two examples below show each logo paired with its recommended background. When the background is too busy or low-contrast, place the logo on a solid, contrasting surface.

FOR LIGHT SURFACES



FOR DARK SURFACES



BLACK LOGO

Use on light contrasting backgrounds — white, soft tints, or light photography.

WHITE LOGO

Use on dark contrasting backgrounds — black, deep ink, or dark photography.



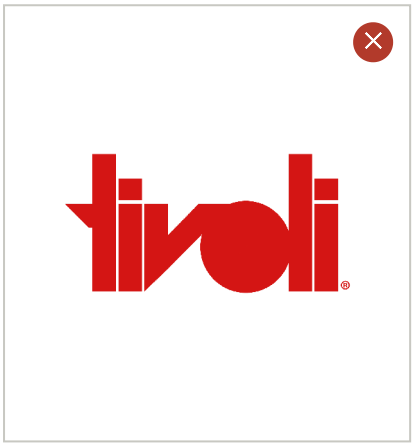
Always keep the half-disc filled.

The diagonal fill within the “o” is a core element of the logo and must always remain intact. It may never be removed, altered, or left unfilled. Only the two approved color applications shown here may be used.

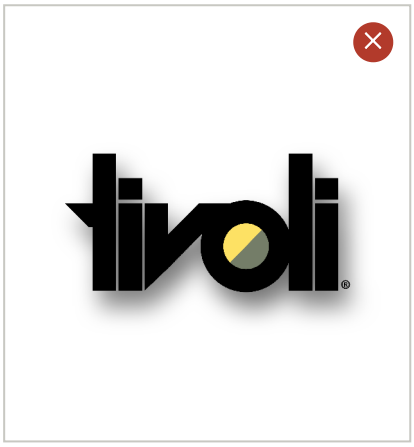
Yellow	#FFE376
Green	#747D69

Logo don'ts.

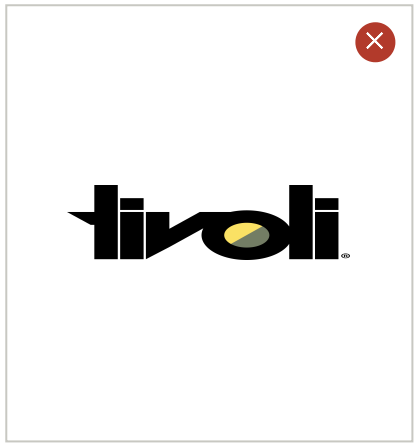
The logo is a core brand asset and must always appear consistently and clearly. Never redraw, recolor, distort, modify, or visually compete with the logo. Below are six common misuses to avoid.



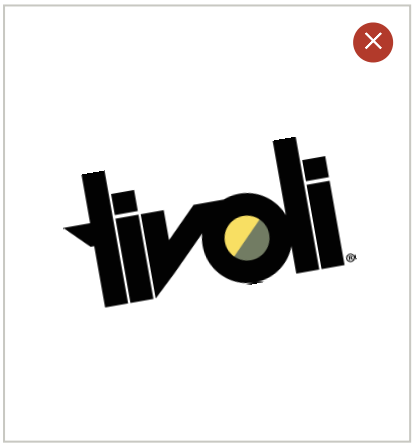
01 Don't recolor the logo.



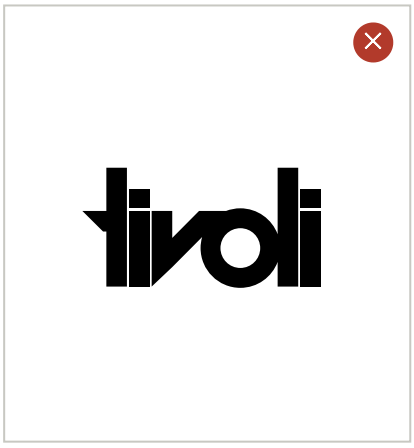
02 Don't add a drop shadow.



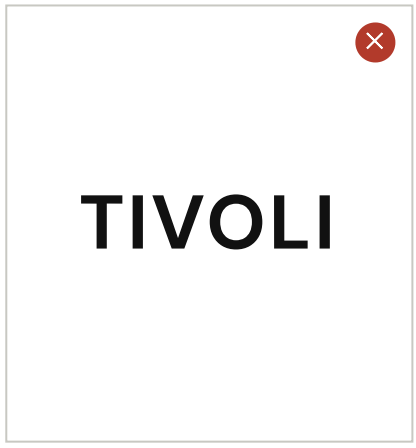
03 Don't stretch or squish.



04 Don't rotate or tilt.



05 Don't use a hollow "o".



06 Don't recreate as type.

Color.

Four core colors define the brand: warm incandescent yellow, theatrical green, deep black, and pure white. Yellow is reserved for accent use and should never dominate large surfaces.

ACCENT1

Yellow

HEX #FFE376
RGB 255 · 227 · 118
CMYK 0 · 11 · 60 · 0

Used sparingly to draw attention and create contrast within the brand system. Most effective as a highlight color.

ACCENT2

Green

HEX #747D69
RGB 116 · 125 · 105
CMYK 56 · 39 · 58 · 16

Provides balance and depth within the palette. Best used for supporting brand elements and understated backgrounds.

BODY TYPE1

Black

HEX #000000
RGB 0 · 0 · 0
CMYK 0 · 0 · 0 · 100

Establishes structure, contrast, and visual authority across the brand. Primary color for typography and high-contrast applications.

BODY TYPE2

White

HEX #FFFFFF
RGB 255 · 255 · 255
CMYK 0 · 0 · 0 · 0

Creates openness and clarity throughout the visual system. Serves as the primary background for most brand applications.