

# Taiko Community Alliance

## Media Guide for Partnering Organizations

The Taiko Community Alliance (TCA) requests that partnering organizations credit the TCA through the use of its name and logo on all relevant communications and digital media.

The full name of our organization is “Taiko Community Alliance” and can be used with the article “the” in sentence structure, such as, “We are happy to partner with the Taiko Community Alliance.” When already established, the abbreviation “TCA” may be used in place of the full organization name.

We request that the TCA logo be used when appropriate and relevant and should never be altered, distorted, or re-created in any way. All components of the signature (symbol and logotype) should stay together.



**TAIKO  
COMMUNITY  
ALLIANCE**

### About the TCA Logo

The TCA logo is in the style of a kamon, a Japanese family crest. The four circles represent taiko (drums) and the four lines represent bachi (drumsticks), coming together to play taiko in community.

TCA logos and variations can be [downloaded here](#) for use.

### TCA Color Pallet

The TCA’s basic color pallet is provided for your reference in both Hex and RGB. We understand that minor variation in your use may result from post-processing and display medium. Logos of various colors and logotype orientations can be found in the linked folder above.



#cb333b  
203,51,59



#000000  
0,0,0



#68478d  
104, 71, 141



**TAIKO COMMUNITY ALLIANCE**