
BRAND GUIDELINES

SKYGLOSS

factory forever

LOGO & SYMBOL

WORK-MARK

This is Skygloss' word-mark logo; This is the most practical logo to use and should be used in most formal cases where a logo is needed

The image shows the Skygloss word-mark logo in a large, bold, black font. The word "SKYGLOSS" is written in a sans-serif typeface, with the "S" and "Y" being slightly more stylized. A thick, horizontal line is positioned above the letters, starting from the left edge of the "S" and extending to the right edge of the "S", creating a continuous, rounded shape that frames the top of the text.

EXTENDED WORK-MARK

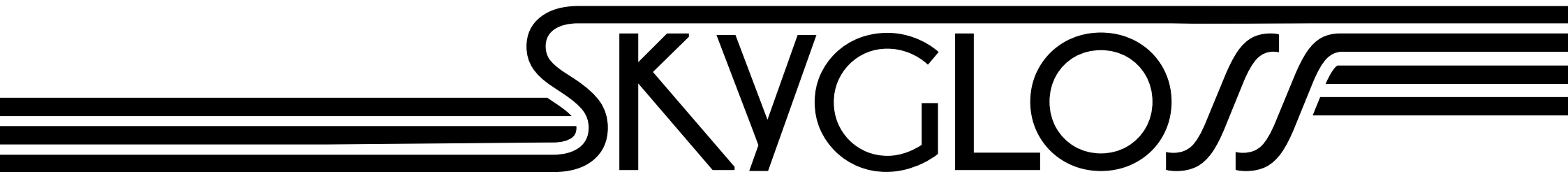
This is Skygloss' extended word-mark logo; This can be used in instances where we want to add a design element and where having the extended line works.

For example it has been used on the packaging as a design feature. Do not use it for the sake of it or if it's not practical. Stick to our standard work-mark for those instances.

The image shows the Skygloss extended word-mark logo. It features a thick, solid black horizontal line that extends from the left edge of the frame. This line curves downwards and to the right, forming a large, stylized 'S' shape that frames the word 'SKYGLOSS'. The word 'SKYGLOSS' is written in a bold, uppercase, sans-serif font. The 'S' at the beginning of the word is integrated with the curve of the line. The word ends with a double slash '//'. The entire logo is rendered in black on a white background.

EXTENDED DECORATIVE WORK-MARK

This is Skygloss' decorative extended word-mark with additional lines. This is bold and decorative and should only be used in instances where it is the main feature or the only feature of the design. Do not use if there are many other design elements at play as it'll be too busy.



LOGO COLORS & USE

All our logos come in our three brand colours - Black, White, and Sky Blue.

For the majority of uses stick to using the black and white logos for a more timeless and cohesive look.

For certain instances or if called for due to making designs work, you can use the sky blue logo on both the black and white backgrounds.

It's best to stick to using our sky blue as a background or highlight colour wherever possible.

The SKYGLOSS logo is displayed in white on a solid black background. The logo features a horizontal line above the letters 'K', 'Y', 'G', and 'L', which then curves down to underline the 'S' and 'S' at the end.The SKYGLOSS logo is displayed in black on a solid blue background. The logo features a horizontal line above the letters 'K', 'Y', 'G', and 'L', which then curves down to underline the 'S' and 'S' at the end.The SKYGLOSS logo is displayed in black on a solid white background. The logo features a horizontal line above the letters 'K', 'Y', 'G', and 'L', which then curves down to underline the 'S' and 'S' at the end.

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BRAND SYMBOL

This is Skygloss' brand symbol. This can be used as an embellishment to marketing collateral wherever needed. Do not use this alone on external marketing as it doesn't include our brand name.

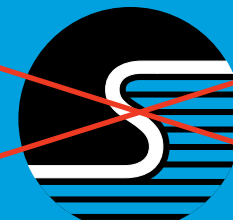


SYMBOL COLORS & USE

Our brand symbol works best on a white background - wherever possible display the symbol on a white background.

Our symbol can also be displayed on a black background if needed as it still looks sharp and timeless.

Do not display on the skyblue background as there is too much blue.



FACTORY FOREVER

Our Factory Forever signature comes in all three of our brand colors. Use whatever colour works for the design at hand - this element is there to embellish your designs so have fun with it! Just make sure there is enough contrast so that its clearly visible.



factory forever

SKYGLOSS



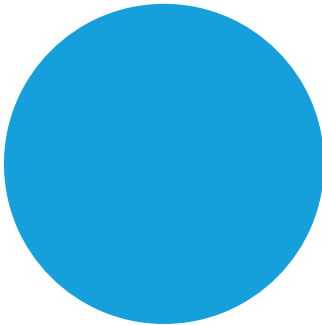
BRAND COLORS

BRAND COLORS

Keeping color consistent is a vital element to our branding. Use these color codes to make sure you get the exact color every time.

Print
Pantone will provide the maximum amount of consistency, accuracy and vividness in colour.

Screens
Not all RGB colors render the same online. Therefore I recommend the use of HEX codes when applying colors to screen.



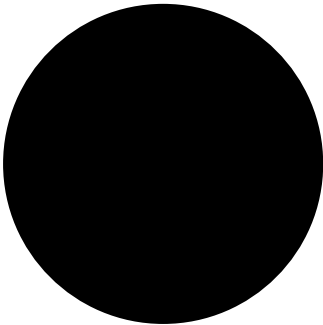
Pantone
2995 C / 2995 U

CMYK coated
79 / 3 / 0 / 0

CMYK uncoated
88 / 12 / 0 / 0

RGB
22 / 160 / 219

HEX
#00A0DF



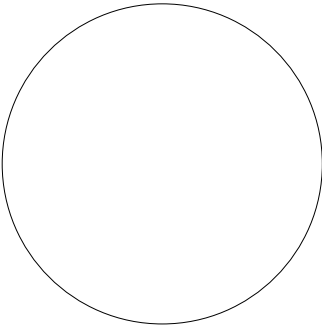
Pantone
Black 6 C / Black 6 U

CMYK coated
100 / 61 / 32 / 96

CMYK uncoated
79 / 61 / 24 / 70

RGB
0 / 0 / 0

HEX
#000000



Pantone
N/A

CMYK
0 / 0 / 0 / 0

CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
#FFFFFF

BRAND COLORS

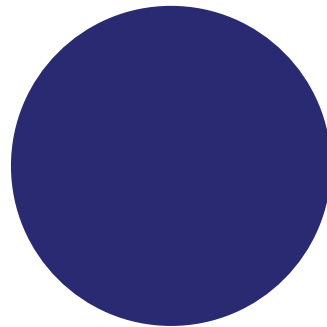
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Pantone
2748 C / 2748 U

CMYK coated
100 / 86 / 0 / 35

CMYK uncoated
98 / 90 / 0 / 1

RGB
41 / 42 / 113

HEX
#292A71

BRAND FONTS

HEADINGS & STATEMENTS FONT

Muli - Bold is our brand font for all headings & statements.

For a design feature we can capitalise and add additional kerning to lettering to create a premium timeless typographic style - see next page for example

Muli - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
YZabcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
xyz12345
67890

Ad

HEADINGS & STATEMENTS FONT

For a design feature or a large title use our headings font capitalised with a kerning of + 280.

Muli - Bold

FUSION

kerling +280

HEADINGS & STATEMENTS FONT

Muli - Regular is our brand font for all copy.
If you need bold lettering use Muli Bold.

Muli - Regular

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 1 2 3 4 5
6 7 8 9 0 A d

APPLICATION

SKYGLOSS



SKYGLOSS







David Alvarez

SKYGLOSS CERTIFIED

Factory Forever
Skygloss Inc.

27th May 2025
Date

10
Certification No.km

Factory Forever