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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 logo consists of the word "SKYGLOSS" in a bold, black, sans-serif font. A thick horizontal line runs above the letters 'K', 'Y', 'G', 'L', 'O', 'S', and 'S'. The letter 'S' at the end of the word is stylized with a curved flourish extending to the right.

**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 word "SKYGLOSS" in a bold, black, sans-serif font. The letter "K" is uniquely designed with a diagonal stroke extending from its top-left towards the bottom-right, creating a dynamic, swoosh-like shape. This extended "K" is part of a larger, continuous line that forms the entire word "SKYGLOSS". The entire logo is set against a solid black horizontal bar.

**EXTENDED DECORATIVE  
WORD-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.



**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.

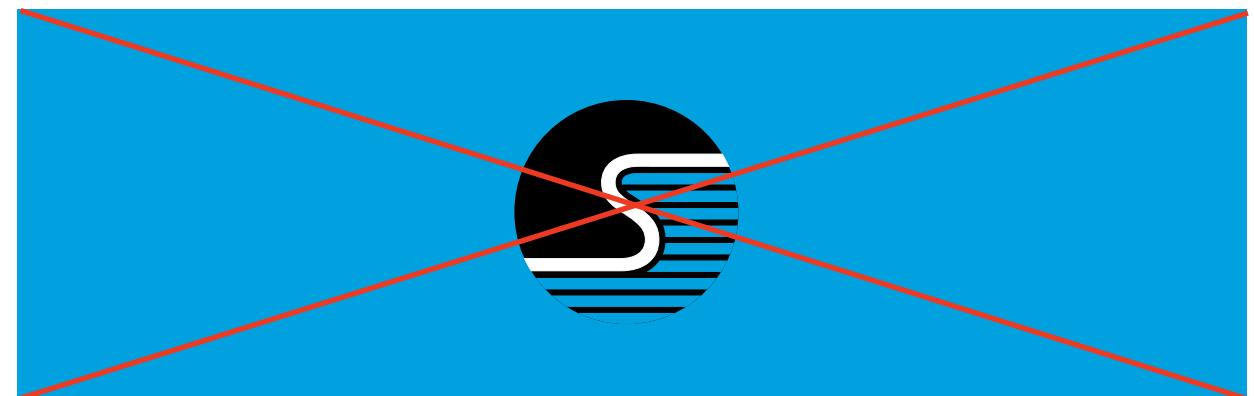
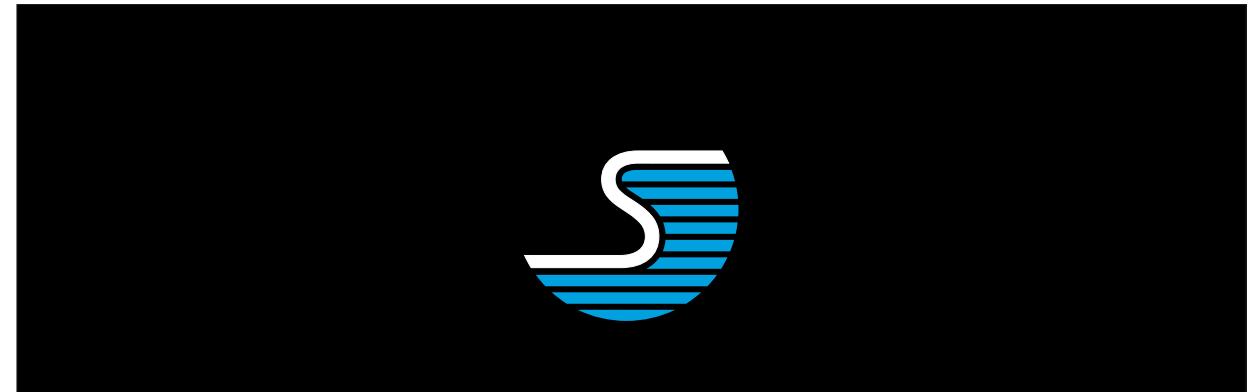


**SYMBOL COLORS & USE**

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

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SKYGLOSS



# BRAND COLORS

**BRAND COLORS**

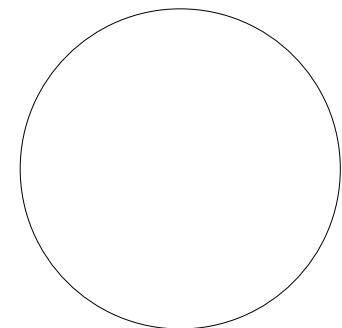
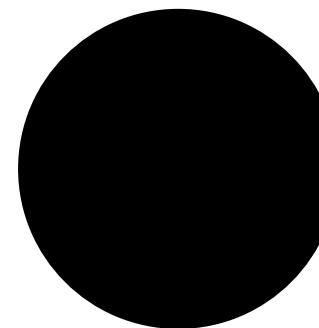
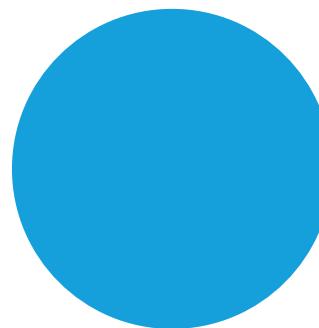
Keeping color consistent is a vital element to our branding. Use these color codes to make sure you get the exact color every time.

**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.



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Pantone  
2995 C / 2995 U

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CMYK coated  
79 / 3 / 0 / 0

---

CMYK uncoated  
88 / 12 / 0 / 0

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RGB  
22 / 160 / 219

---

HEX  
#00A0DF

---

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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

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Pantone  
N/A

---

CMYK  
0 / 0 / 0 / 0

---

CMYK  
0 / 0 / 0 / 0

---

RGB  
255 / 255 / 255

---

HEX  
#FFFFFF

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## BRAND COLORS

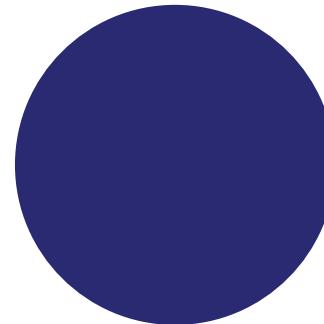
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**Pantone**  
2748 C / 2748 U

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**CMYK coated**  
100 / 86 / 0 / 35

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**CMYK uncoated**  
98 / 90 / 0 / 1

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**RGB**  
41 / 42 / 113

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**HEX**  
#292A71

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# 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

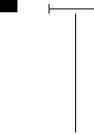
A B C D E F G H J K L M  
N O P Q R S T U V W X  
Y Z a b c d e f g h i j k l m  
n o p q r s t u v w  
x y z 1 2 3 4 5  
6 7 8 9 0 A a

**HEADINGS & STATEMENTS FONT**

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

Muli - Bold

# F U S I O N



kerning +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 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 a

# APPLICATION

SKYGLOSS

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SKYGLOSS

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