

BRAND GUIDELINES

SKAI

SKAI

SKAI
W O R L D W I D E

SKAI
I N T E L L I G E N C E

The SKAI brand logo is a key asset that represents the essence of the brand. Its bold design conveys SKAI Group’s advanced technological expertise, dedication to customer trust, and ongoing commitment to AI innovation.

To preserve brand consistency and integrity, the logo must always be used precisely as outlined in these guidelines.

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2.1 Clear Space



Clear space is the minimum required area surrounding the logo, which must remain free of graphics, text, or any other visual elements. Strict adherence to this guideline is essential to ensure the logo remains clear and effective.



2.2 Minimum Size

The minimum size guidelines ensure optimal readability and recognizability of the logo across various digital and print media.

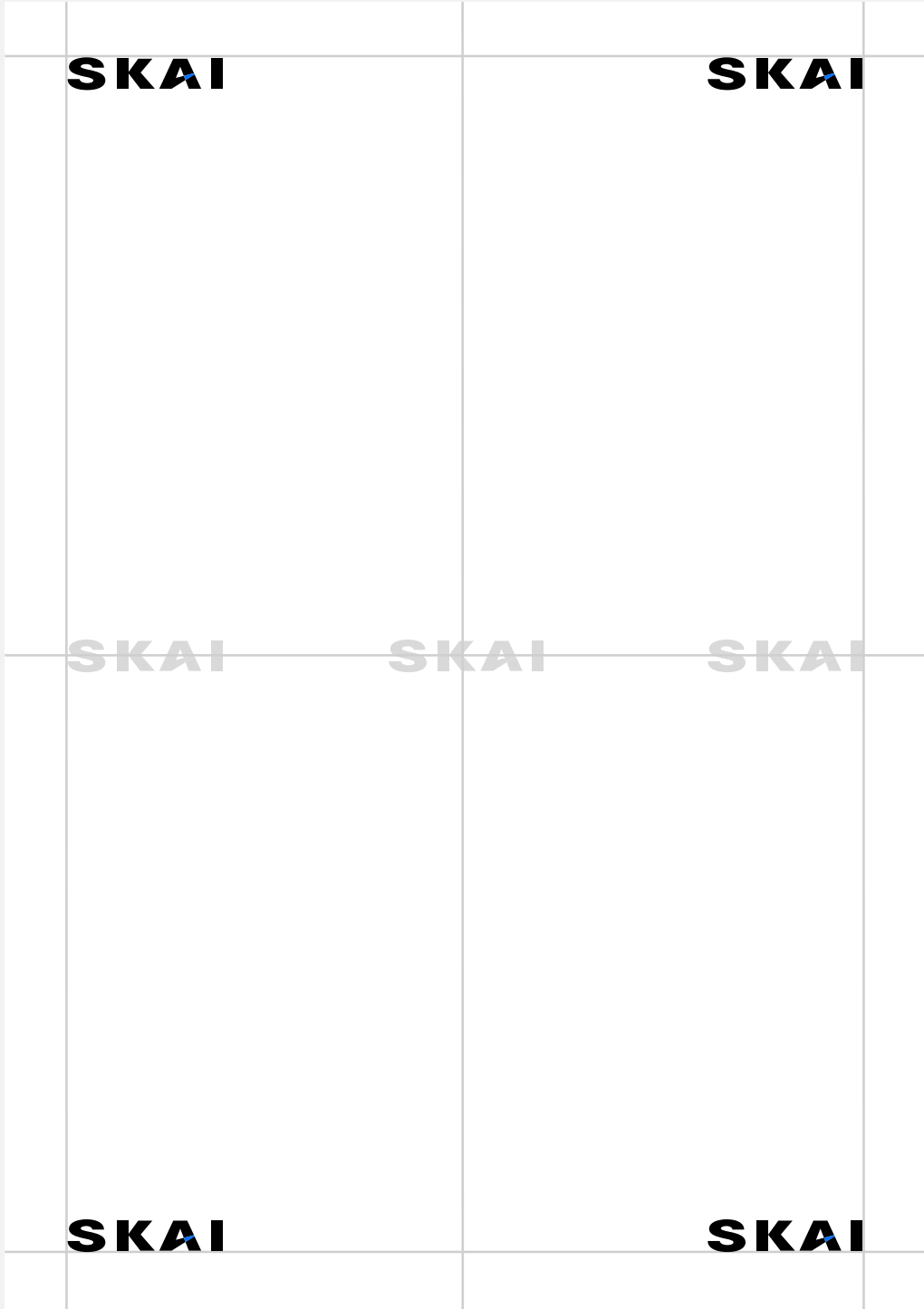
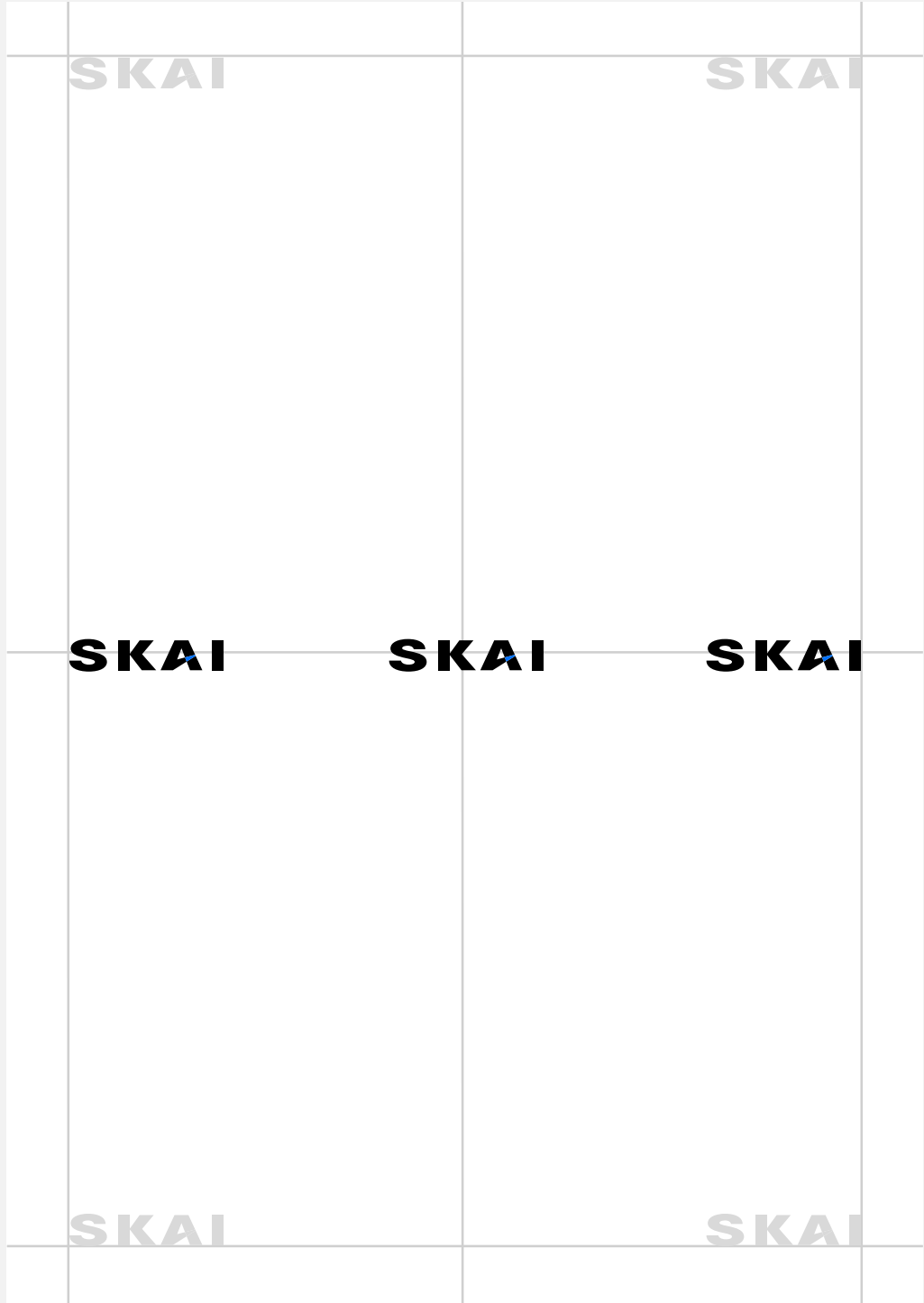
Digital Media (Web / Mobile)

- Recommended minimum size: 64px
- For favicons: 16px

Print Media

- Business cards: 25mm
- A4 documents, brochures, pamphlets, posters: 25mm
- For high-resolution prints, size adjustments may be made after checking legibility.

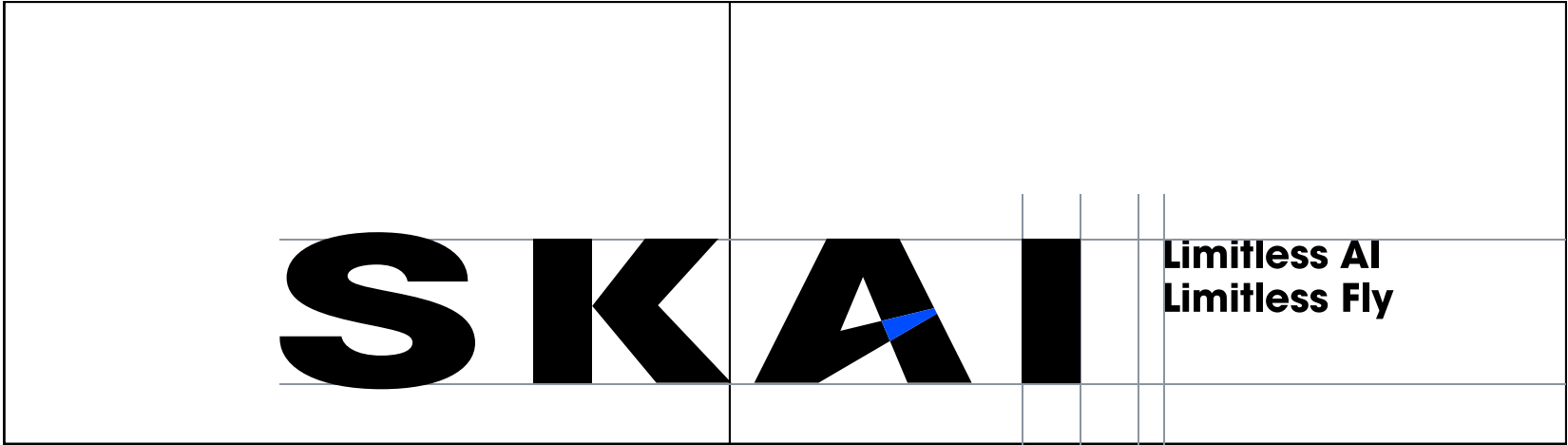
2.3 Placement



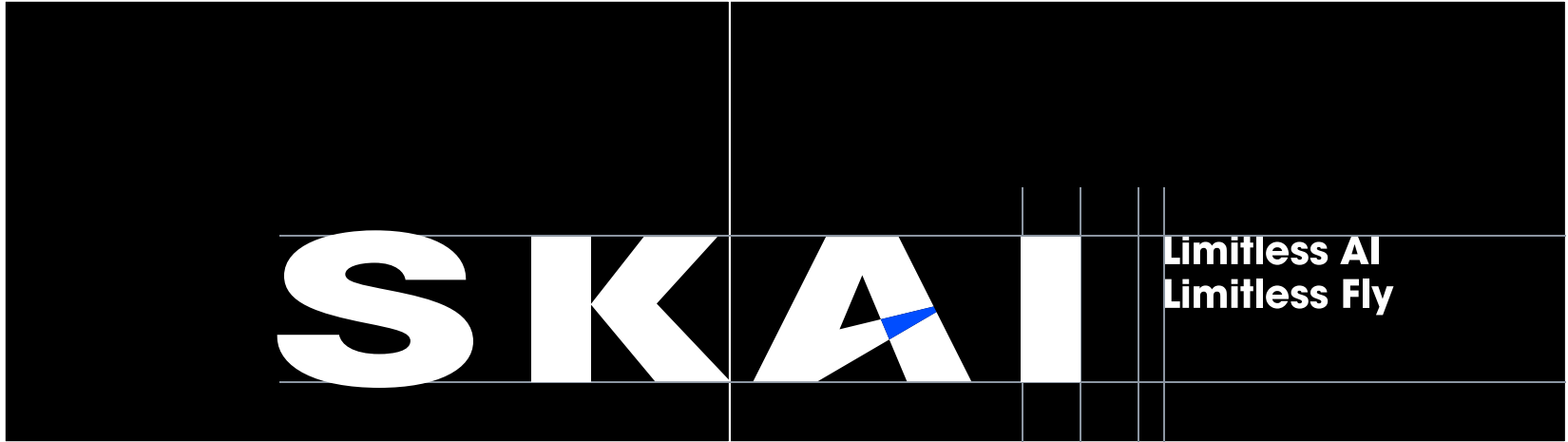
Consider the purpose and context when positioning the logo. To emphasize brand identity, place the logo centrally. When content visibility is a priority, position the logo in one of the corners.

2.4 Usage on Backgrounds

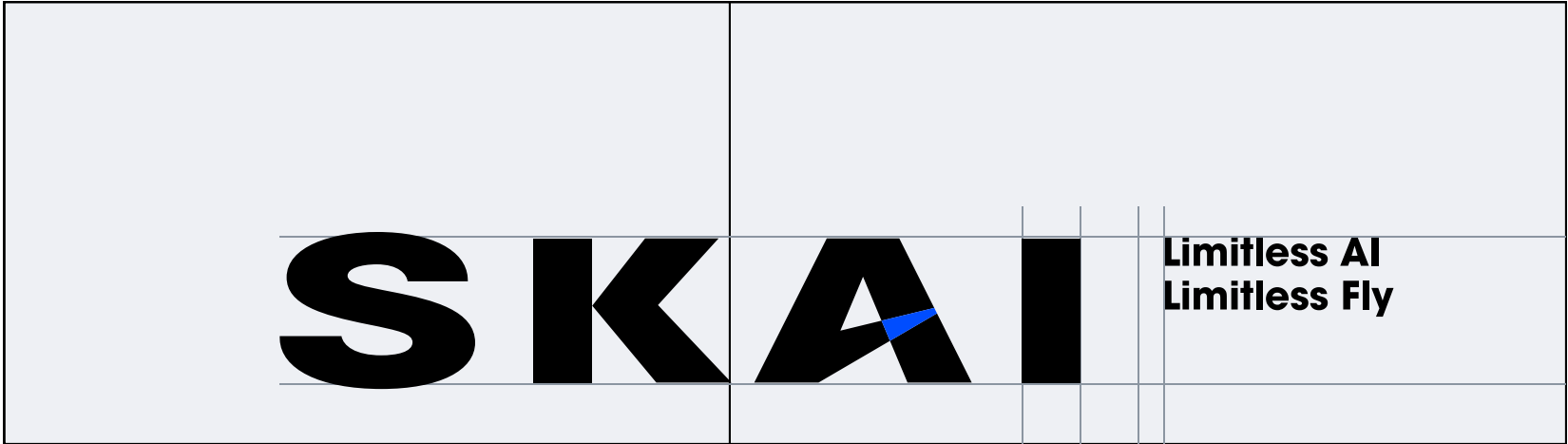
White & Black



Black & White



Horizon White & Black



Use the SKAI logo with the blue accent color on neutral backgrounds (e.g., white, black) to ensure optimal contrast and brand visibility.

2.5 One-color Use

SKAI Blue & White



Cosmic Blue & White



Limitless Blue & White



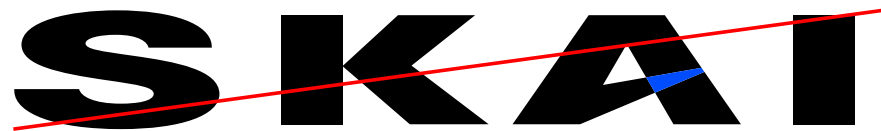
Photo Background & White



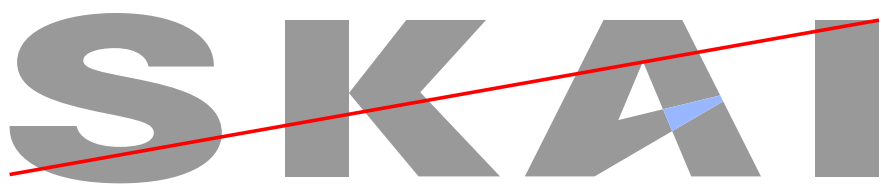
The monochrome logo must be placed on photographic backgrounds or colors defined in the SKAI color palette. The monochrome logo should only be used in white or black.

2.6 Logo Misuse

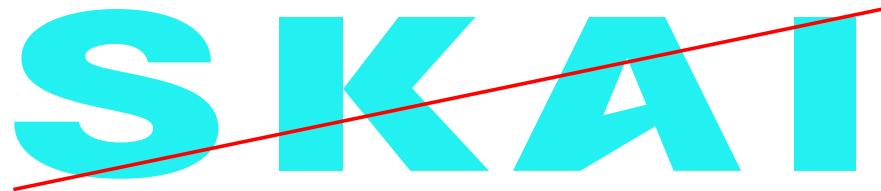
Do not distort the logo.



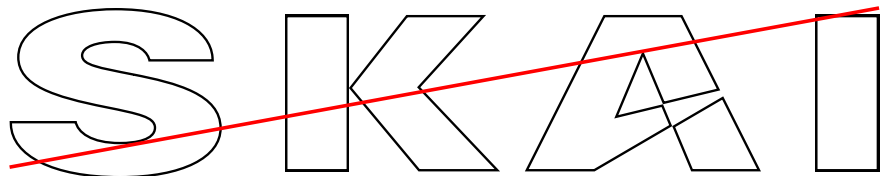
Do not change transparency of the logo.



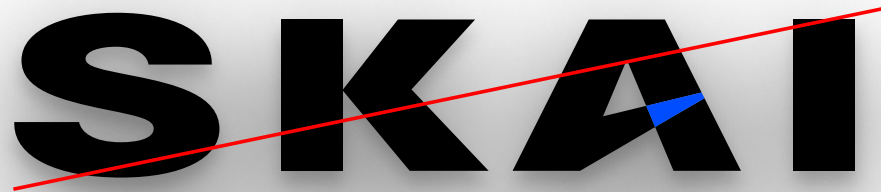
Do not use logo color variations that have not been approved.



Do not outline logo type.



Do not use drop shadows or any other effects



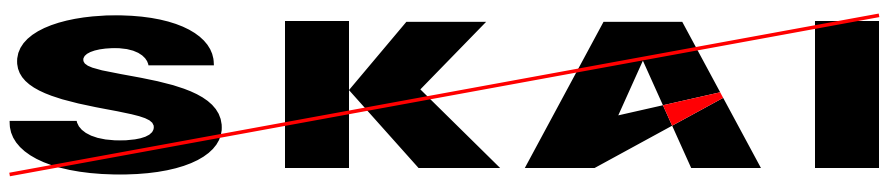
Do not use low resolution logo



Avoid using background images with colors similar to the logo.



Do not change the accent color.



SKAI Color Identity : "Beyond Limits, Above the Sky"

The SKAI brand colors represent the limitless potential of AI technology and the brand’s journey toward the future. Each color embodies SKAI’s vision and philosophy, capturing the evolution of AI as it connects and transforms the world.

“Above the Sky, Unlocking Horizons”

SKAI Blue

#004DFF
R0 G77 B255
C91 M64 Y0 K0

“Innovation for Limitless Possibilities”

Limitless Blue

#04245C
R4 G36 B92
C100 M92 Y33 K30

SKAI Blue(#004DFF)

The color reflects SKAI’s vision of ascending toward the future, symbolizing innovation and the drive to push boundaries. The vibrant, clear blue tone conveys trust, expertise, and a dynamic sense of momentum toward the possibilities ahead.

Limitless Blue(#04245C)

The color represents the fusion of innovative thinking and the power of AI, opening doors to new possibilities. It symbolizes scalability for the future and the limitless potential for growth.

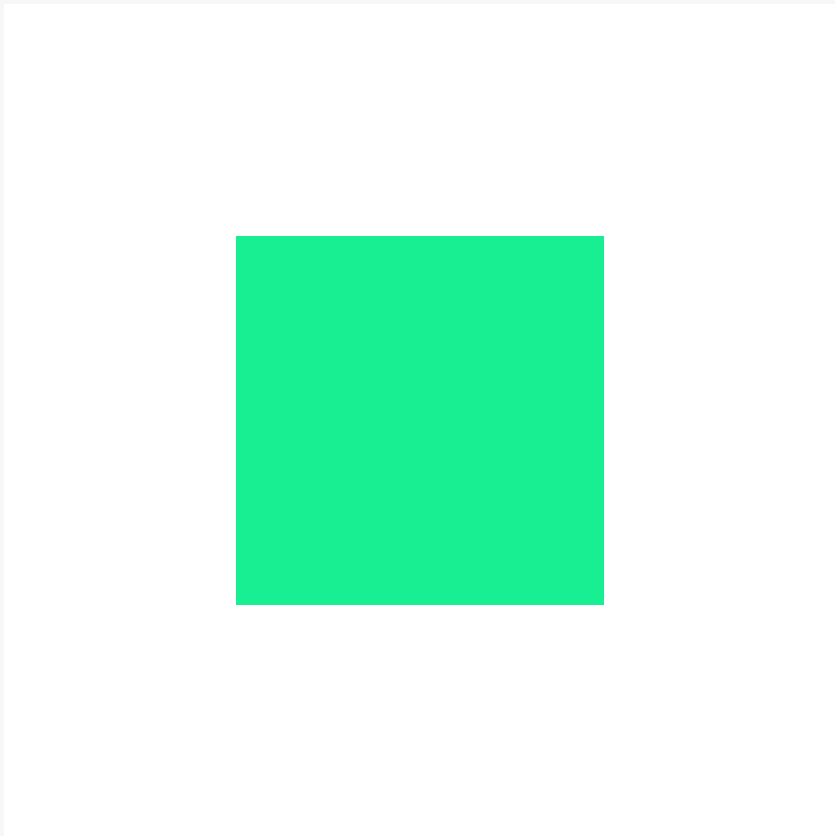
Establish a strong and cohesive brand identity by consistently applying these colors across digital platforms, presentations, and various brand materials.

3.2 Secondary Colors

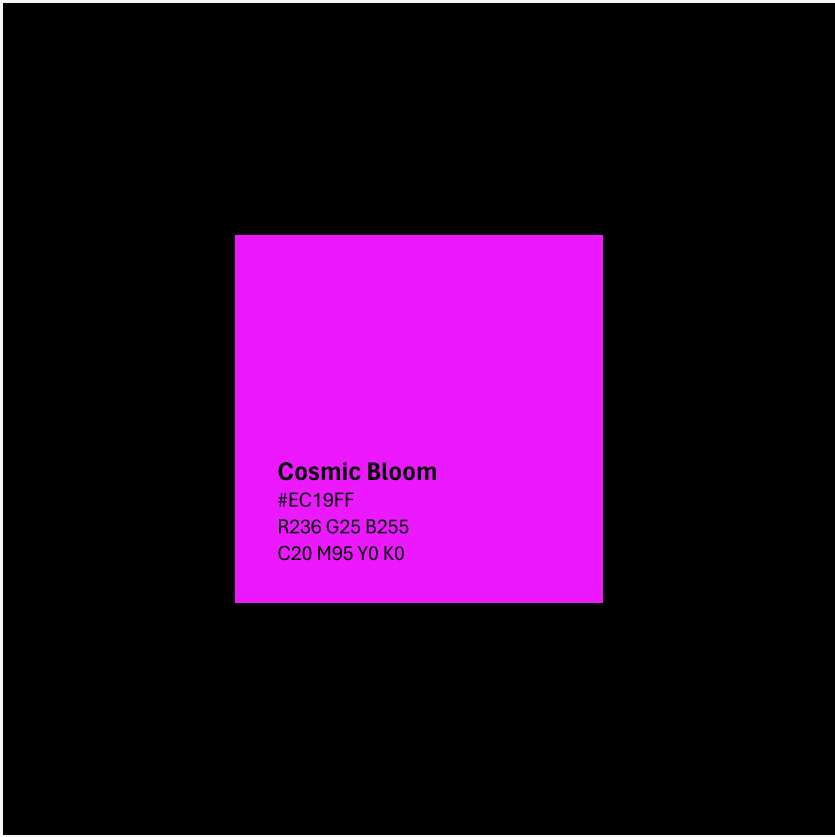
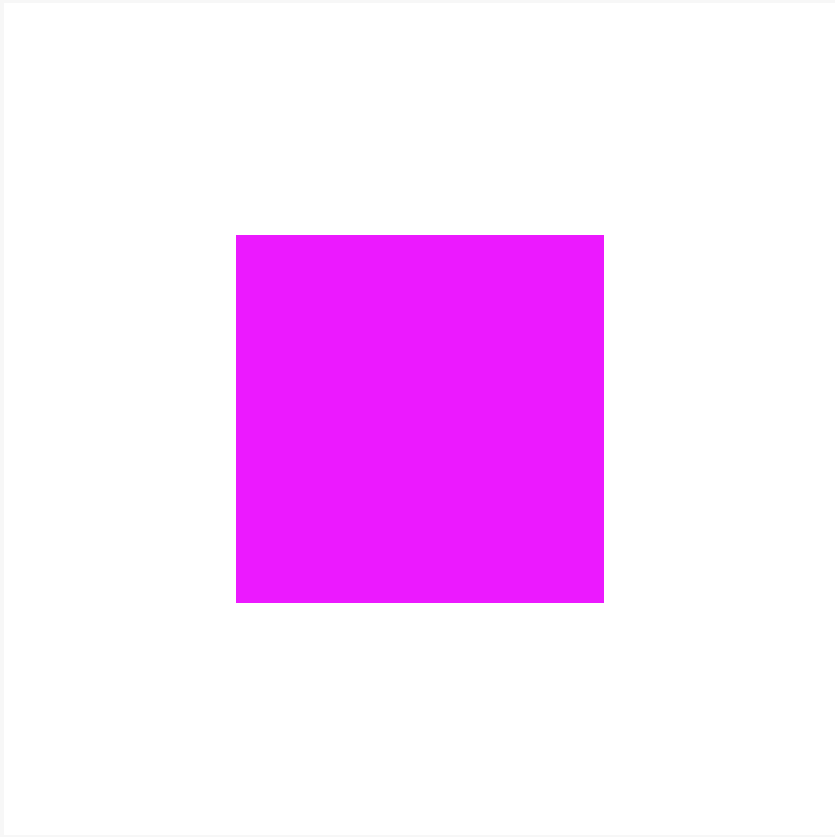
	Color Story	Use		Color Story	Use
<div><div>White</div><div>#FFFFFF</div><div>R255 G255 B255</div><div>C0 M0 Y0 K0</div></div>	A fresh canvas for collaboration and mutual growth.	Background / Text	<div><div>Beyond Cloud</div><div>#C8E3FF</div><div>R200 G227 B255</div><div>C19 M04 Y0 K0</div></div>	A bright and transparent blue that evokes a sense of openness and clarity.	Shading / Presentation / Chart
<div><div>Horizon White</div><div>#EEF0F4</div><div>R238 G240 B244</div><div>C5 M3 Y2 K0</div></div>	A background color close to white, symbolizing a leap into a new dimension.	Background / Text	<div><div>Fly High</div><div>#00AFFF</div><div>R0 G175 B255</div><div>C85 M10 Y0 K0</div></div>	The bright and vibrant sky blue symbolizes innovation and new energy.	Headline / Presentation / Chart
<div><div>Cloud Gray</div><div>#DFE3E9</div><div>R223 G227 B233</div><div>C11 M7 Y4 K0</div></div>	The subtle depth of gray represents the intricate algorithms working within.	Shading / Presentation / Chart	<div><div>Endless Blue</div><div>#002DE3</div><div>R0 G45 B227</div><div>C100 M85 Y0 K0</div></div>	A vibrant and deep blue that radiates energy and a sense of infinite possibilities.	Headline / Presentation / Chart
<div><div>Midnight</div><div>#020C2D</div><div>R2 G12 B45</div><div>C93 M85 Y50 K67</div></div>	The deep blue, like an abyss, holds the potential for discovering insights.	Background / Text	<div><div>Cosmic Blue</div><div>#0015BC</div><div>R0 G21 B188</div><div>C100 M92 Y0 K7</div></div>	Cosmic Blue represents the vastness of space and frontier for discovery.	Headline / Presentation / Chart
<div><div>Black</div><div>#000000</div><div>R0 G0 B0</div><div>C0 M0 Y0 K100</div></div>	Symbol of precision and focus	Background / Text	<div><div>Luminous Glow</div><div>#23F1F1</div><div>R35 G241 B241</div><div>C65 M0 Y20 K0</div></div>	Like sunlight, it represents clear understanding and decision-making.	Highlights

The SKAI color palette draws inspiration from the sky and galactic nebulae, optimized to deliver maximum impact across diverse channels, including digital platforms, presentations, and promotional materials.

3.3 Accent Colors



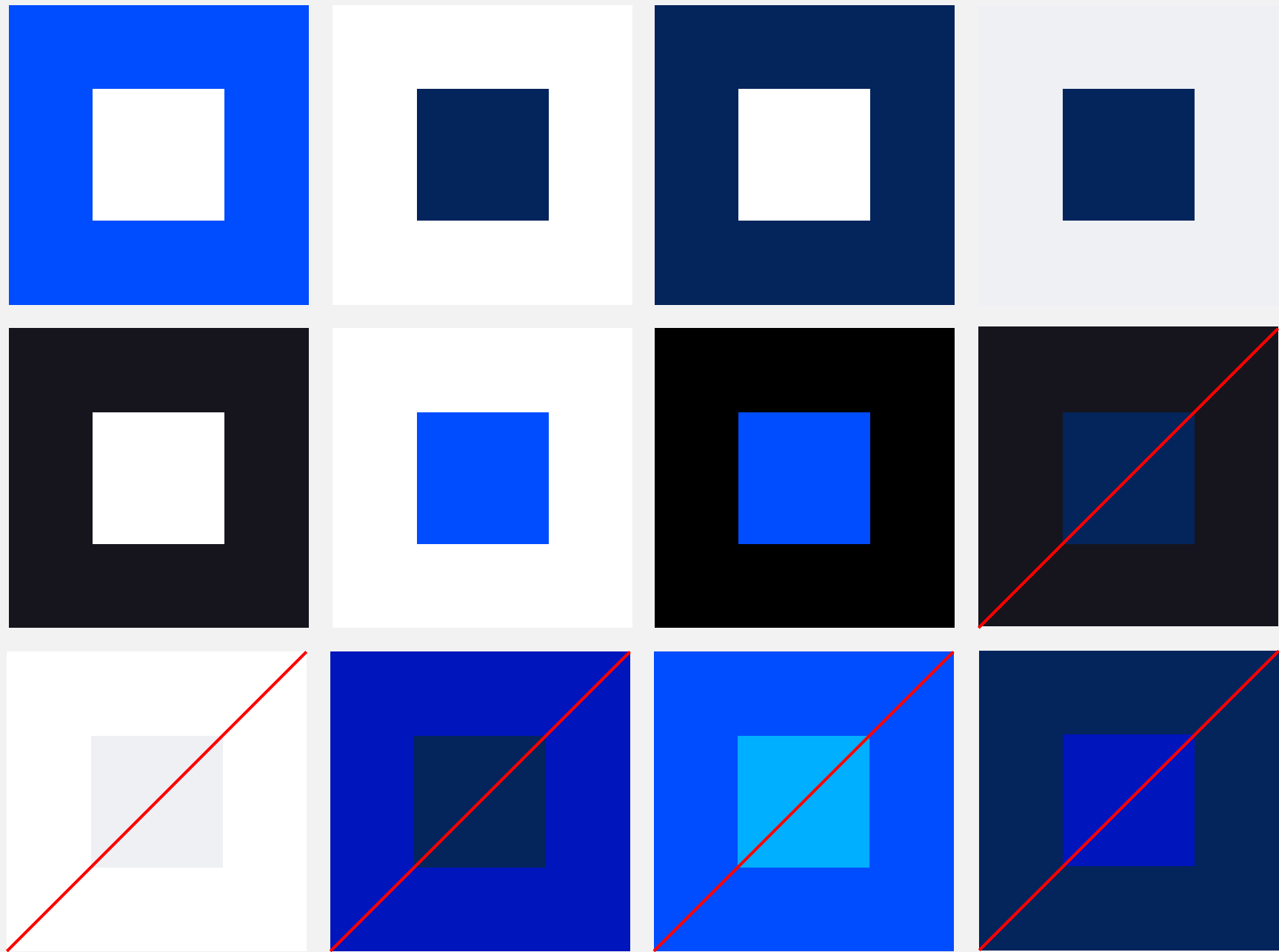
Color Story	Use
The color symbolizes SKAI’s dynamic growth andcommitment to sustainability.	Highlights / Graphics / Chart (When using this color for text on a white background, legibility may be compromised, therefore, it's recommended to apply it sparingly in select areas.)



Color Story	Use
The color represents bold creativity and a transformative, visionary outlook.	Highlights / Graphics / Chart

The accent color is used to highlight key elements, such as text, icons, and graphic details, across various applications, including digital platforms, presentations, and printed materials.

3.4 Color Combinations: Solid

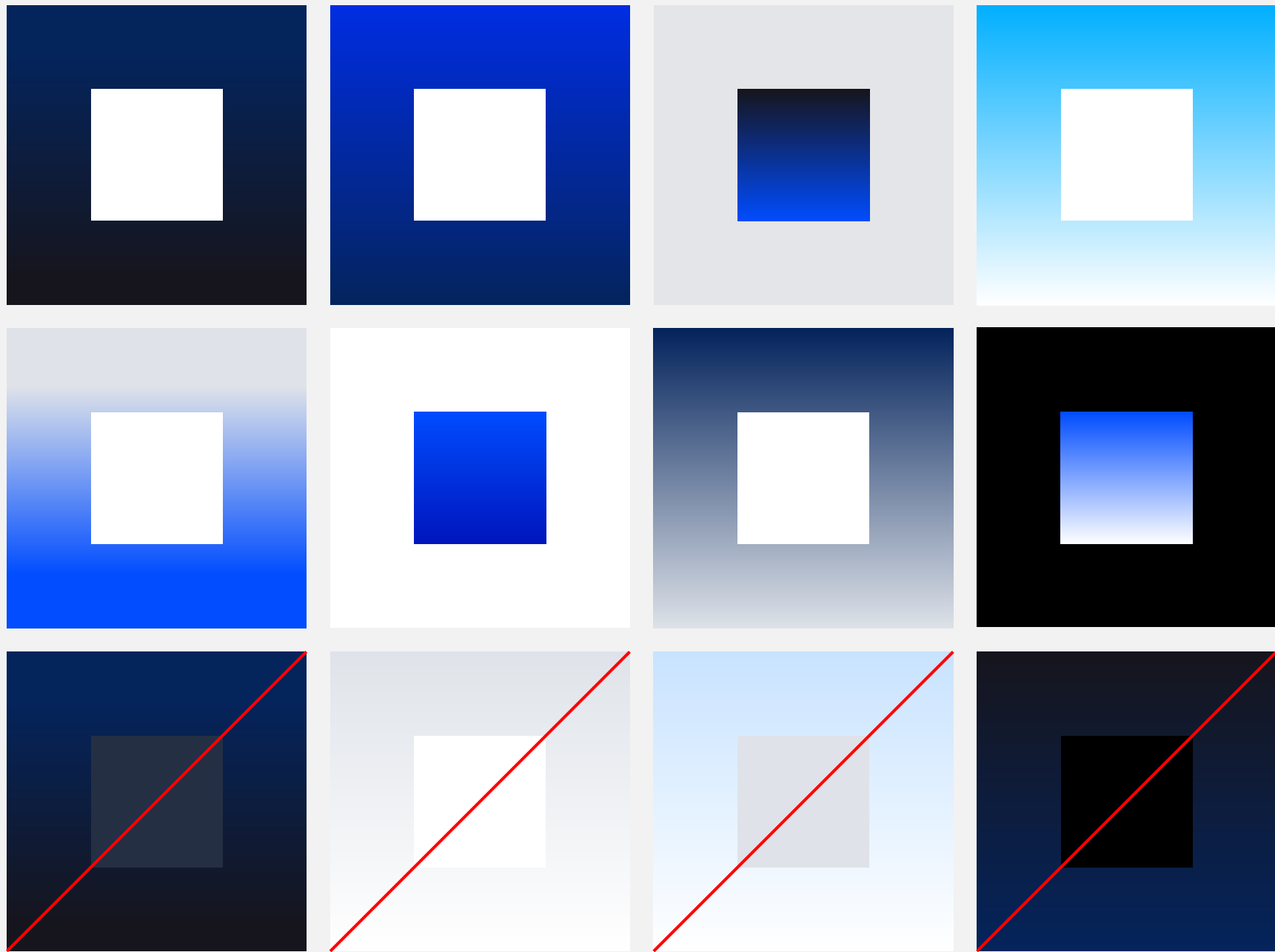


The main color can be applied to graphics or text on white or black backgrounds.

When using dark gray or dark blue backgrounds, select colors that provide sufficient contrast for optimal visibility.
Any use of non-brand colors in combination with brand colors requires prior approval from the Marketing & Communications Department.

This guide outlines the proper combination of Main and Sub Colors. Colors should be used strictly according to the specified guidelines. For any other color combinations, approval from the Marketing Communications Department, responsible for brand management, is required.

3.5 Color Combinations: Gradation



Gradient colors such as Black, White, and SKAI Blue can be applied to graphic assets. When using black or blue-based gradients in the background, white is recommended for text and design elements.

When using gradients composed of Black, White, and SKAI Blue in the background, ensure that foreground colors have sufficient contrast.

This guide outlines the proper combination of Main and Sub Colors. Colors should be used strictly according to the specified guidelines. For any other color combinations, approval is required from the Marketing Communications Department, which is responsible for brand management.