SKOUTEX

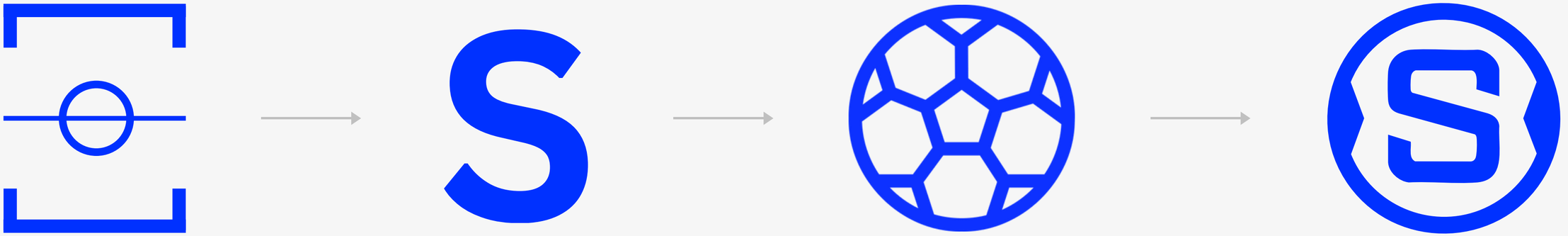
SKOUTEX

TABLE OF CONTENTS

Topics Covered

Brand Name
Logo
Color Palette
Typography
Brand Voice
Logo Variation

Logo Inspiration



How we came up with SKOUTEX Logo

Brand Voice

- Clear, professional, and data-driven
- Confident but accessible
- Smart and modern, aligned with tech innovation

Example:

“SKOUTEX transforms football scouting with real-time data and AI. Faster decisions. Better outcomes.”

SKOUTEX Colors

Our color palette for logo usage

SKOUTEX

Electric Blue
#0031FF

SKOUTEX

Graphite Grey
#2C2C2C

SKOUTEX

Off White
#f6f6f6

Logo Font

SKOUTEX

LIMITED

Our official logo font

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. .

Open Sauce
Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Exclusion Zones

The safe distance
to put our logo in.

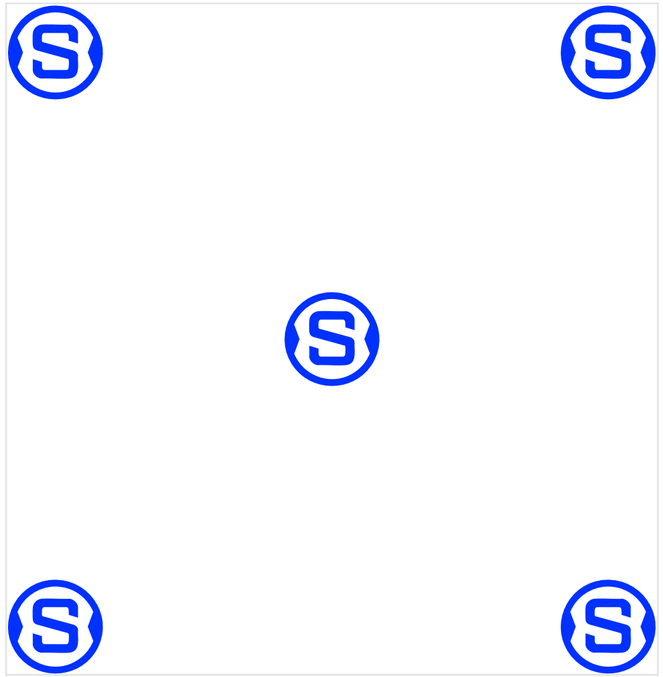
Logo Variations

Vertical	Horizontal	Icon

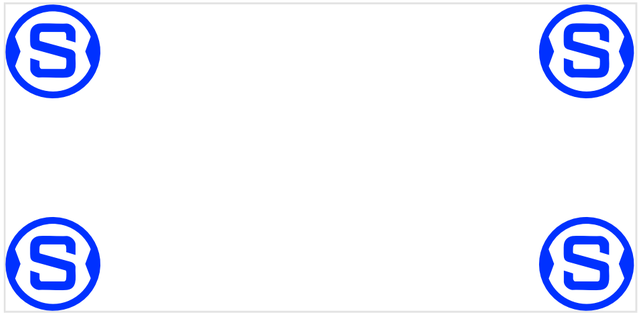
Logo Positioning

The safe distance to put our logo in

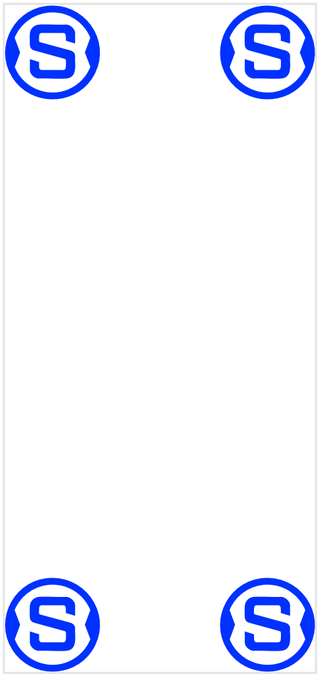
The logo can be positioned in where is best suited, depending on the application and tone.



Square



Landscape



Portrait

SKOUTEX

SKOUTEX