



SkySlope Visual Identity Guidelines

Logo

Make sure to always use the brand logo correctly and in accordance with the brand guidelines, including colors, proportions, and sizing.



Mark

SKYSLOPE

Type

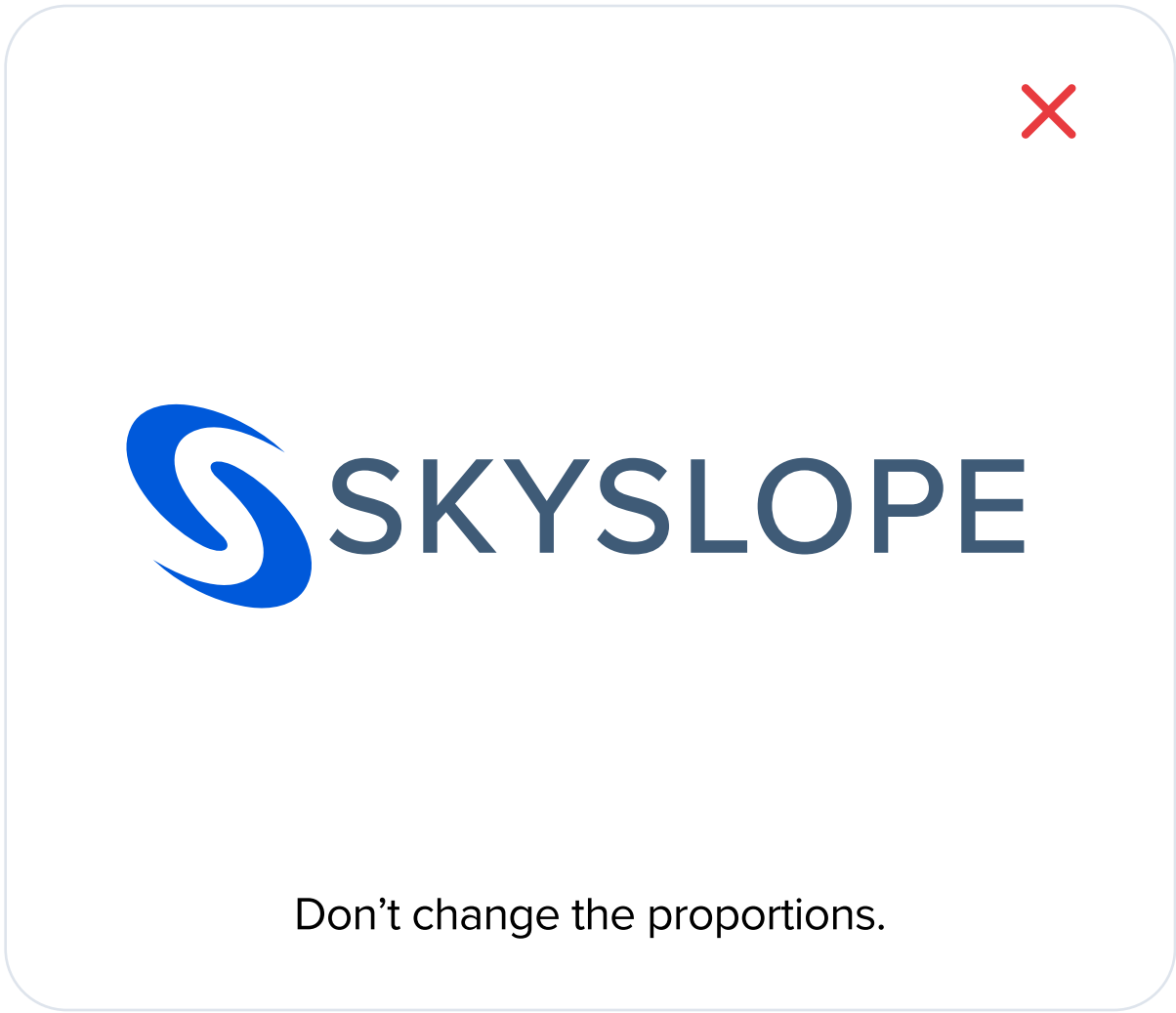
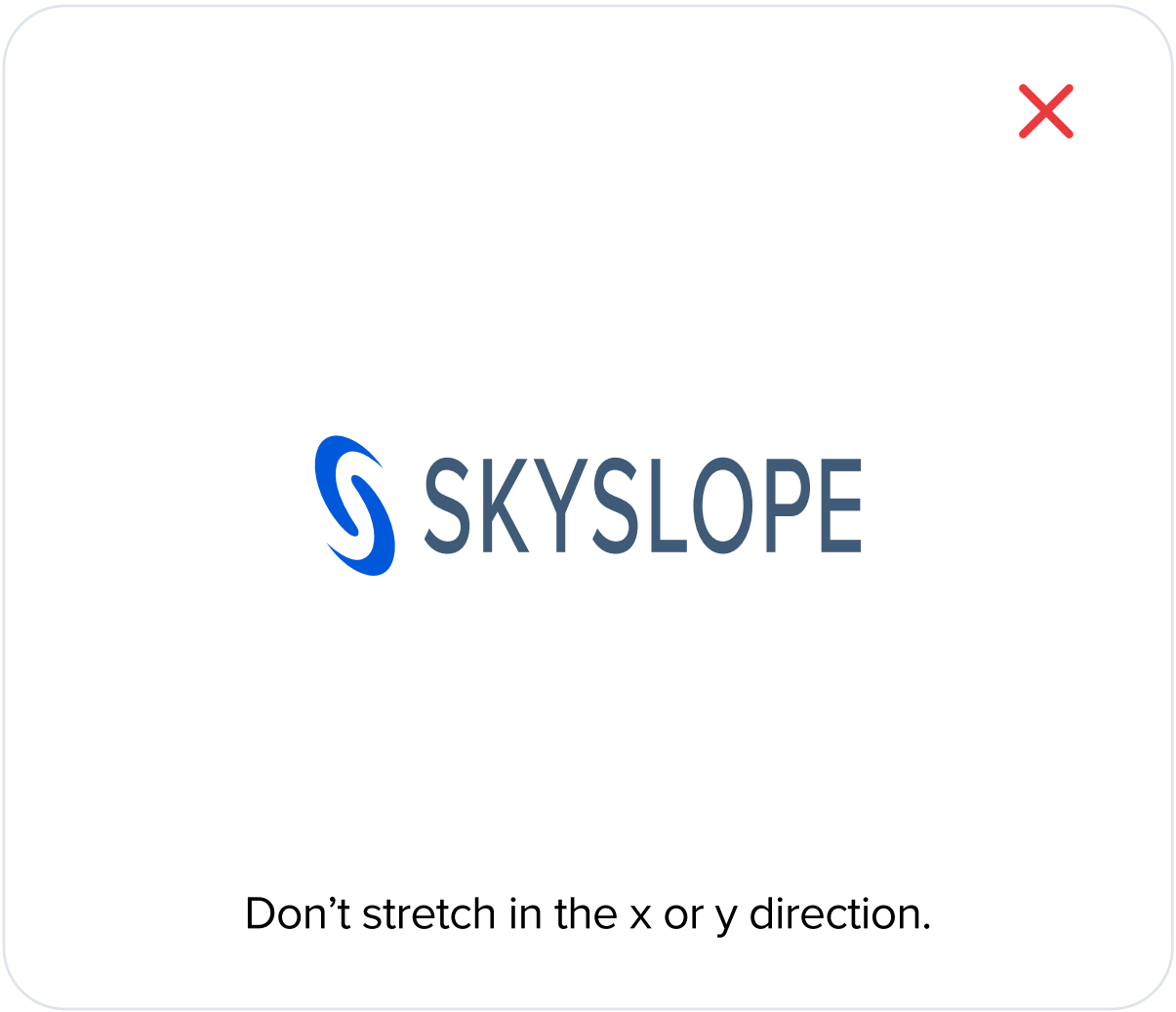
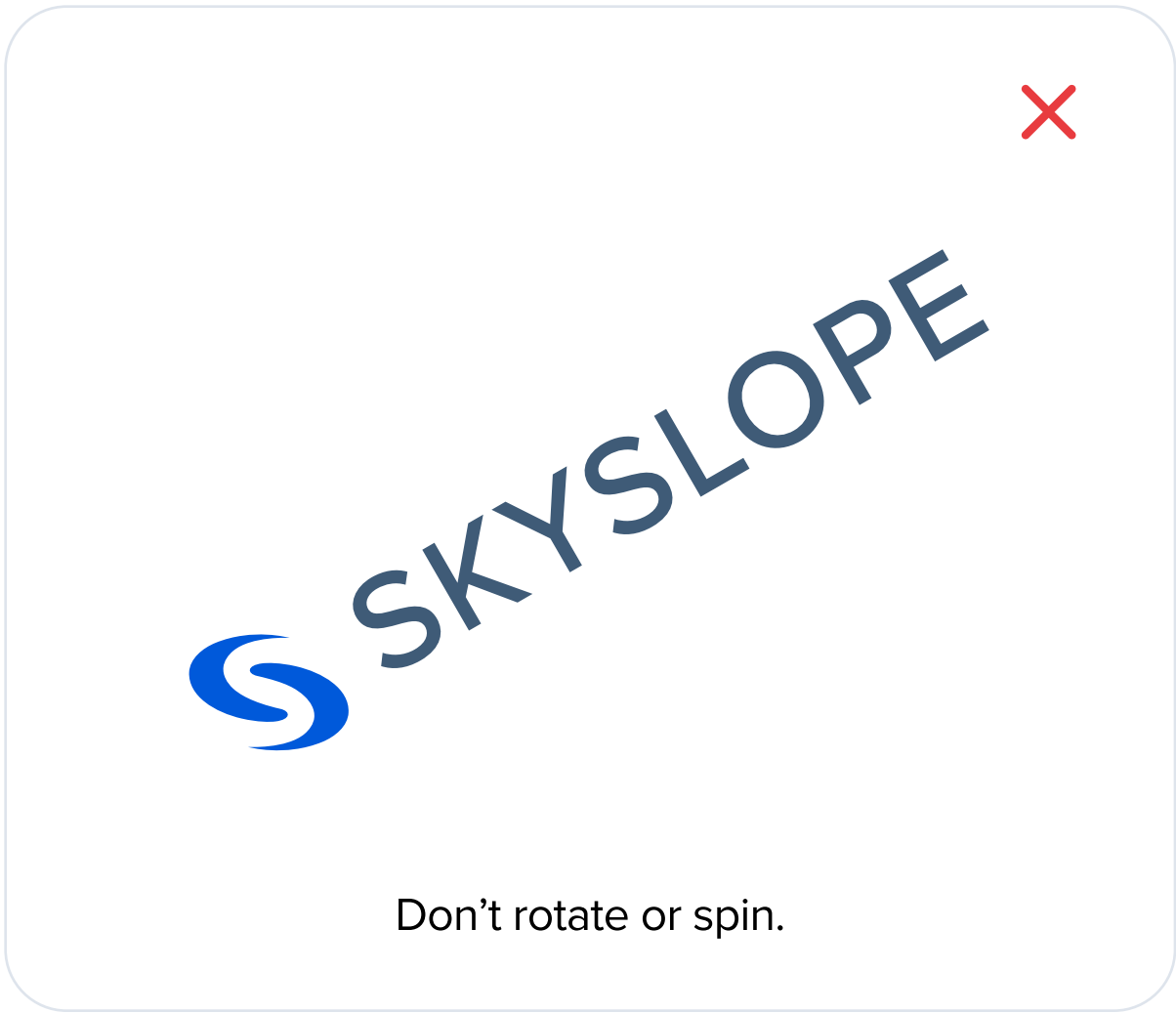
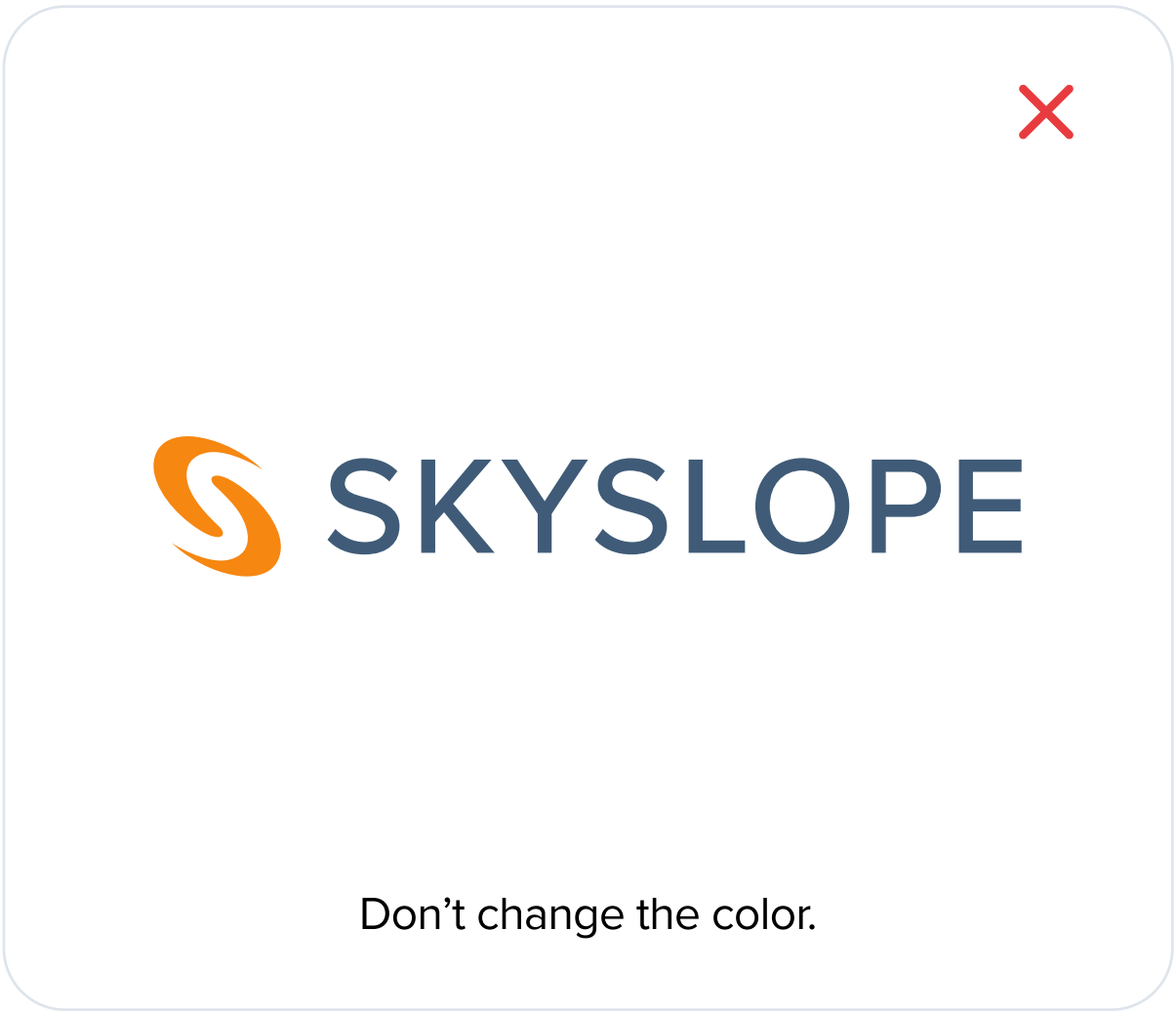
Logo Usage

Please always make sure to use our brand logo with accurate proportions and colors.



Logo Dont's

Please do not change the proportions, colors, sizing, layout, or other visual elements of the logo as defined in these brand guidelines.



Product Suite



Primary Color Palette

Action

Blue-800

HEX: #0059DA

RGB: (0, 89, 218)

CMYK: (86%, 68%, 0%, 0%)

Typography

Grey-900

HEX: #0A2642

RGB: (10, 38, 66)

CMYK: (99%, 82%, 46%, 49%)

Background

Pure White

HEX: #FFFFFF


RGB: (255, 255, 255)

CMYK: (0%, 0%, 0%, 0%)


Primary Colors and Accents

<div></div> <div>Blue-900</div> <div>HEX: #1537BB</div>	<div></div> <div>Blue-400</div> <div>HEX: #079EFF</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Grey-900</div> <div>HEX: #0A2642</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Grey-400</div> <div>HEX: #CAD5E0</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>
<div></div> <div>Blue-800</div> <div>HEX: #0059DA</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Blue-300</div> <div>HEX: #4EAFFF</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Grey-800</div> <div>HEX: #3F5B77</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Grey-300</div> <div>HEX: #DEE5ED</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>
<div></div> <div>Blue-700</div> <div>HEX: #006BED</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Blue-200</div> <div>HEX: #87C6FF</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Grey-700</div> <div>HEX: #637D97</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Grey-200</div> <div>HEX: #EBF1F6</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>
<div></div> <div>Blue-600</div> <div>HEX: #007EFF</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Blue-100</div> <div>HEX: #B7DCFF</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Grey-600</div> <div>HEX: #8BA0B4</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Grey-100</div> <div>HEX: #F4F8FC</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>
<div></div> <div>Blue-500</div> <div>HEX: #008DFF</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Blue-50</div> <div>HEX: #E1F1FF</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Grey-500</div> <div>HEX: #AFBECD</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>	<div></div> <div>Grey-50</div> <div>HEX: #FAFCFF</div> <div>RBG: (00, 00, 00)</div> <div>CMYK: 00%, 00%, 00%, 00%</div>


Secondary Colors and Accents



Red-500
HEX: #BB000A
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Red-400
HEX: #D20004
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



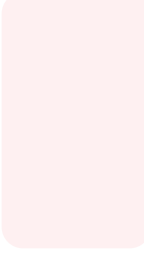
Red-300
HEX: #E93B3F
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Red-200
HEX: #FF7679
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Red-100
HEX: #FCA0A2
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Red-50
HEX: #FEF0F2
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



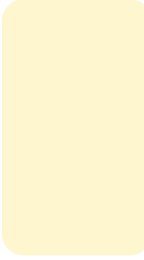
Yellow-300
HEX: #FCCA4E
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Yellow-200
HEX: #FCCA4E
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Yellow-100
HEX: #FCE984
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Yellow-50
HEX: #FDF7D0
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Green-500
HEX: #328755
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



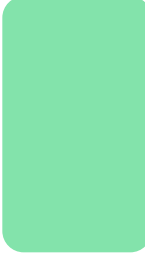
Green-400
HEX: #3BA06C
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



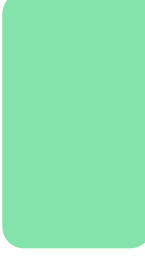
Green-300
HEX: #47B676
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Green-200
HEX: #65CD97
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%

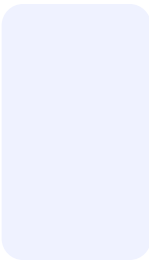


Green-100
HEX: #83E3AB
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%

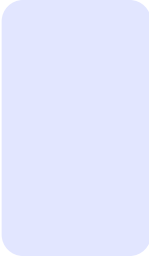


Green-50
HEX: #BFF5D3
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%


Specialty Colors




Purple-50
#F0F2FF
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Purple-100
#E2E6FF
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Purple-200
#CBCDFF
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



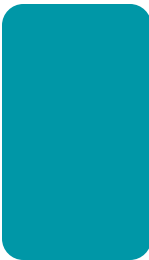
Purple-300
#A0A4FD
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



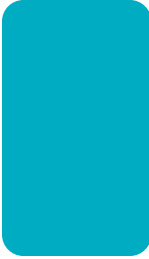
Purple-400
#6F75FF
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



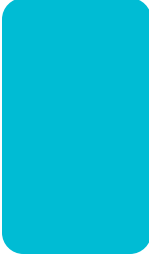
Purple-500
#533DB1
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



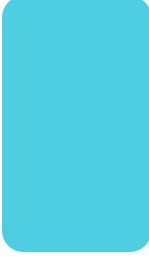
Teal-500
#0097A7
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



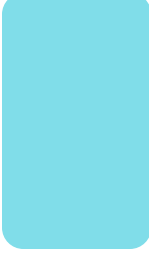
Teal-400
#00ACC1
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



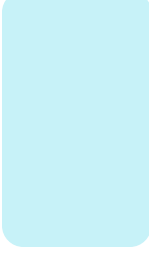
Teal-300
#00BCD4
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



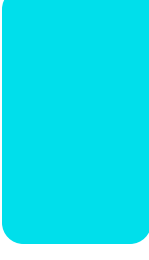
Teal-200
#4DD0E1
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



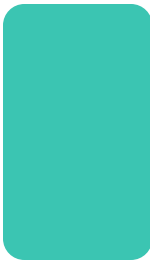
Teal-100
#80DEEA
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



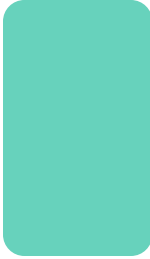
Teal-50
#C7F3F8
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



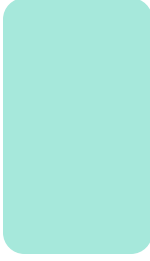
Electric Teal
#00DFEC
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Seagreen-200
#3CC5B3
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Seagreen-100
#67D3BD
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Seagreen-50
#A7E9DB
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Orange-200
#FA4515
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Orange-100
#FF6702
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%




Orange-50
#F78812
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Pink-200
#EF538B
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Pink-100
#F787A9
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Pink-50
#FFBBC7
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%

Typography

The primary typography used for this brand is Proxima Nova with bold and medium styles. Using this typeface consistently in all brand materials will reinforce a brand image that is modern, clean, and easy to read. If you don’t have access to Proxima Nova, please use Figtree as a fallback (available on Google Fonts).

Preferred



Proxima Nova | Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Proxima Nova | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fallback



Figtree | Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Figtree | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Thank you.