



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 Don'ts

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



Don't change the color.



Don't rotate or spin.



Don't stretch in the x or y direction.



Don't change the proportions.

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



Blue-900
HEX: #1537BB



Blue-400
HEX: #079EFF
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Blue-800
HEX: #0059DA
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Blue-300
HEX: #4EAFFF
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Blue-700
HEX: #006BED
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Blue-200
HEX: #87C6FF
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Blue-600
HEX: #007EFF
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Blue-100
HEX: #B7DCFF
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Blue-500
HEX: #008DFF
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Blue-50
HEX: #E1F1FF
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



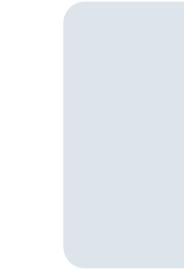
Grey-900
HEX: #0A2642
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Grey-400
HEX: #CAD5EO
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Grey-800
HEX: #3F5B77
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Grey-300
HEX: #DEE5ED
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Grey-700
HEX: #637D97
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Grey-200
HEX: #EBF1F6
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



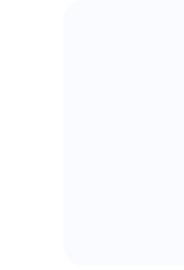
Grey-600
HEX: #8BA0B4
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Grey-100
HEX: #F4F8FC
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%

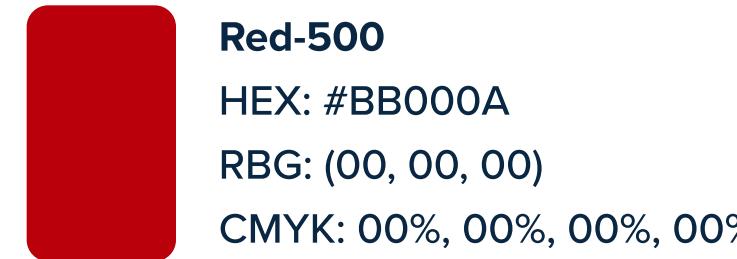


Grey-500
HEX: #AFBECD
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



Grey-50
HEX: #FAFCFF
RGB: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%

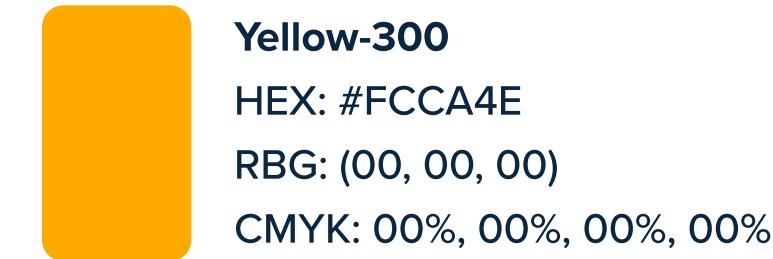
Secondary Colors and Accents

**Red-500**

HEX: #BB000A

RGB: (00, 00, 00)

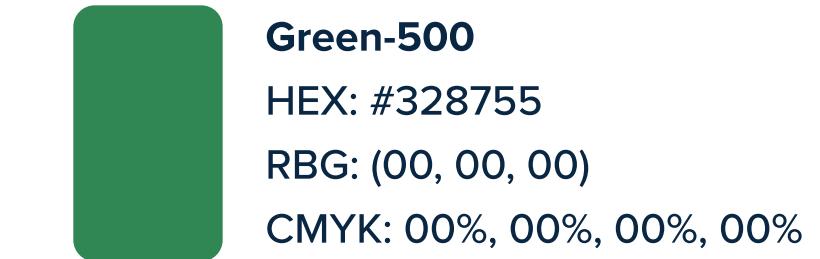
CMYK: 00%, 00%, 00%, 00%

**Yellow-300**

HEX: #FCCA4E

RGB: (00, 00, 00)

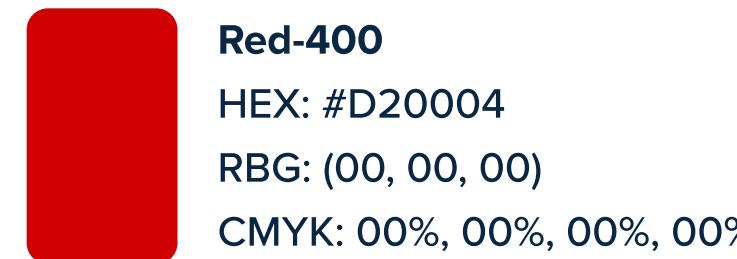
CMYK: 00%, 00%, 00%, 00%

**Green-500**

HEX: #328755

RGB: (00, 00, 00)

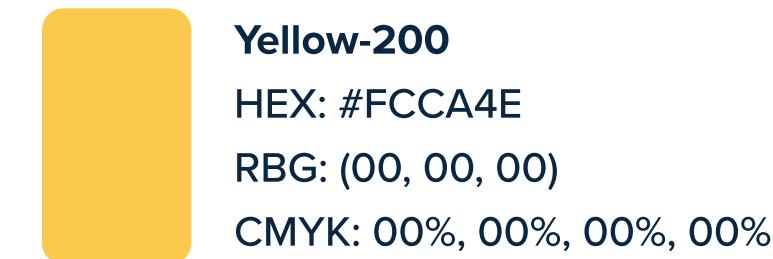
CMYK: 00%, 00%, 00%, 00%

**Red-400**

HEX: #D20004

RGB: (00, 00, 00)

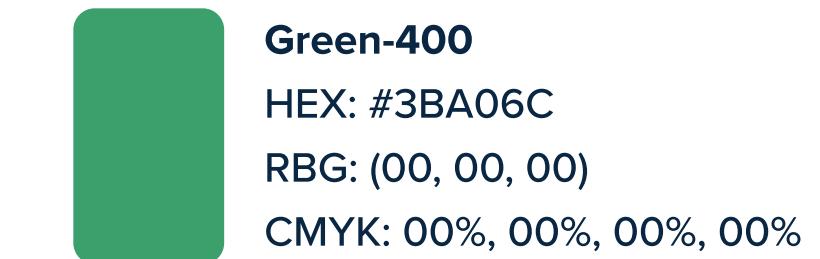
CMYK: 00%, 00%, 00%, 00%

**Yellow-200**

HEX: #FCCA4E

RGB: (00, 00, 00)

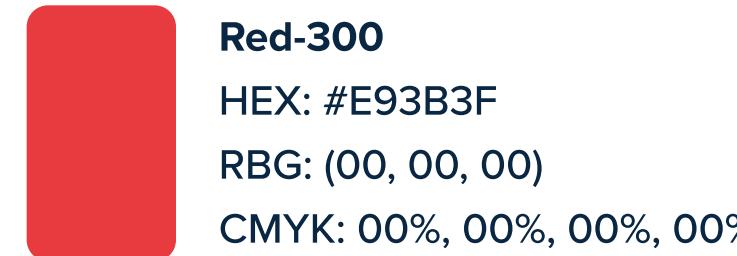
CMYK: 00%, 00%, 00%, 00%

**Green-400**

HEX: #3BA06C

RGB: (00, 00, 00)

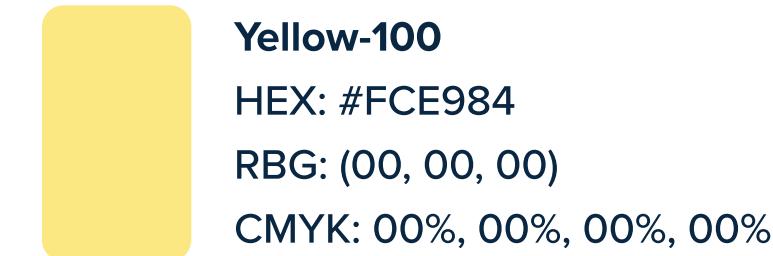
CMYK: 00%, 00%, 00%, 00%

**Red-300**

HEX: #E93B3F

RGB: (00, 00, 00)

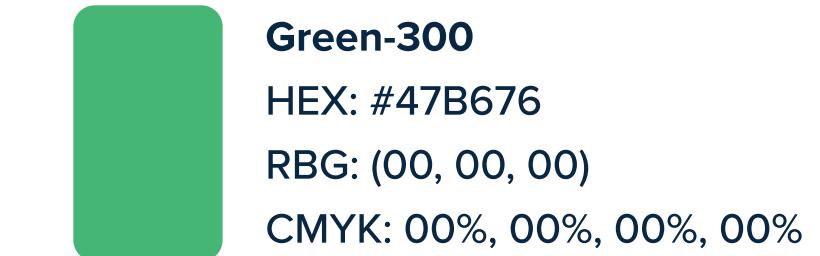
CMYK: 00%, 00%, 00%, 00%

**Yellow-100**

HEX: #FCE984

RGB: (00, 00, 00)

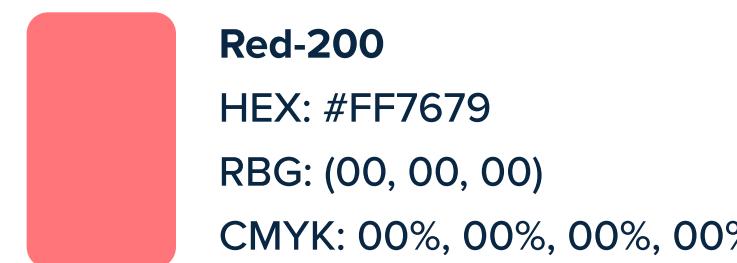
CMYK: 00%, 00%, 00%, 00%

**Green-300**

HEX: #47B676

RGB: (00, 00, 00)

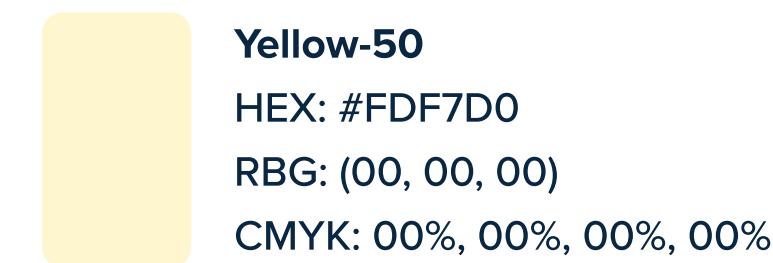
CMYK: 00%, 00%, 00%, 00%

**Red-200**

HEX: #FF7679

RGB: (00, 00, 00)

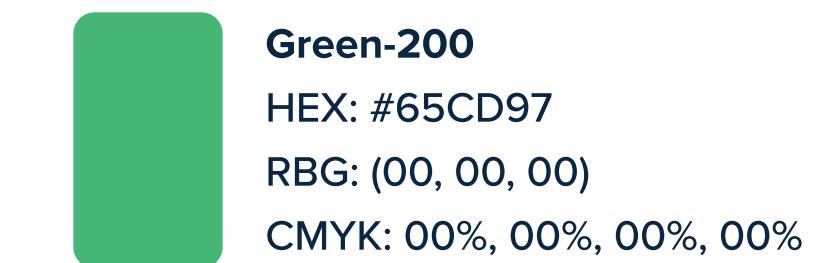
CMYK: 00%, 00%, 00%, 00%

**Yellow-50**

HEX: #FDF7D0

RGB: (00, 00, 00)

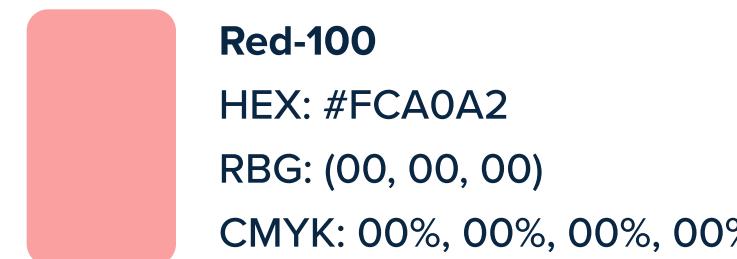
CMYK: 00%, 00%, 00%, 00%

**Green-200**

HEX: #65CD97

RGB: (00, 00, 00)

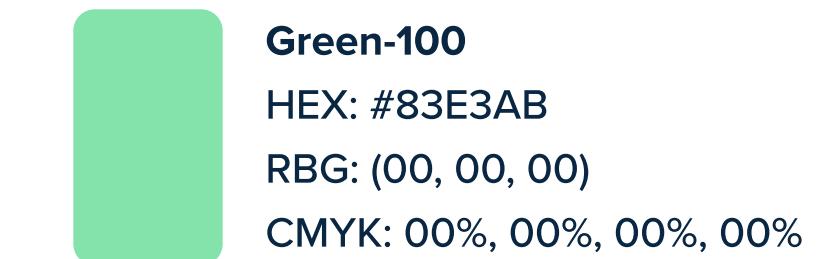
CMYK: 00%, 00%, 00%, 00%

**Red-100**

HEX: #FCA0A2

RGB: (00, 00, 00)

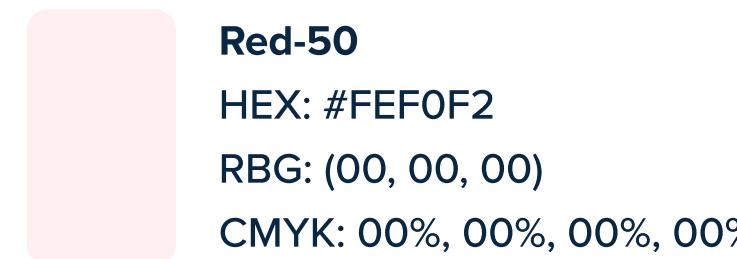
CMYK: 00%, 00%, 00%, 00%

**Green-100**

HEX: #83E3AB

RGB: (00, 00, 00)

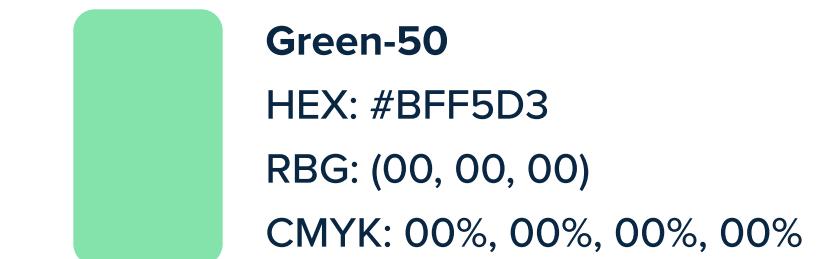
CMYK: 00%, 00%, 00%, 00%

**Red-50**

HEX: #FEF0F2

RGB: (00, 00, 00)

CMYK: 00%, 00%, 00%, 00%

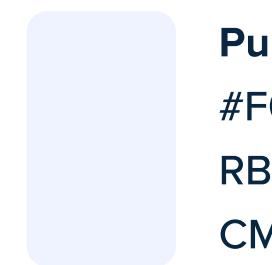
**Green-50**

HEX: #BFF5D3

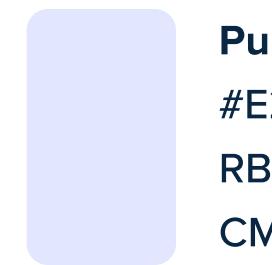
RGB: (00, 00, 00)

CMYK: 00%, 00%, 00%, 00%

Specialty Colors



Purple-50
#FOF2FF
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%



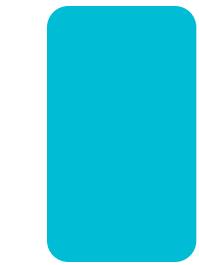
Purple-500
#533DB1
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



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



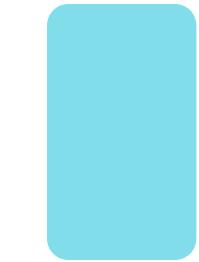
Teal-400
#00ACC1
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



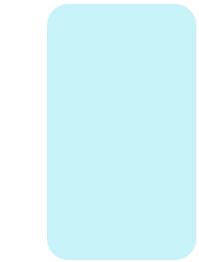
Teal-300
#00BCD4
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



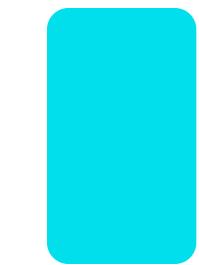
Teal-200
#4DD0E1
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



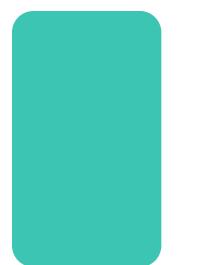
Teal-100
#80DEEA
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



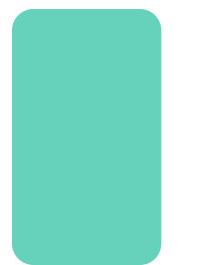
Teal-50
#C7F3F8
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



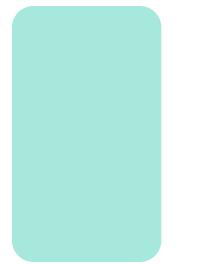
Electric Teal
#00DFEC
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



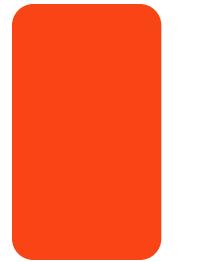
Seagreen-200
#3CC5B3
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



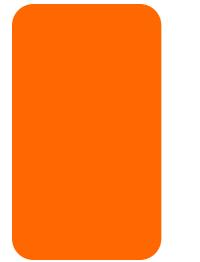
Seagreen-100
#67D3BD
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



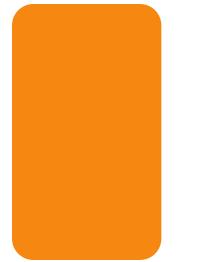
Seagreen-50
#A7E9DB
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



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



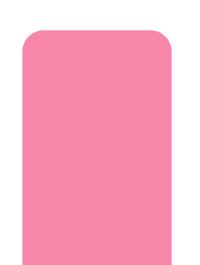
Orange-100
#FF6702
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



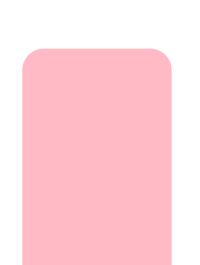
Orange-50
#F78812
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%



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

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
0 1 2 3 4 5 6 7 8 9

Fallback



Figtree | Medium

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
0 1 2 3 4 5 6 7 8 9



Proxima Nova | Bold

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
0 1 2 3 4 5 6 7 8 9



Figtree | Bold

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
0 1 2 3 4 5 6 7 8 9



Thank you.