September 2023

SKYSLOPE

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

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.

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

SKYSLOPE

SKYSLOPE FORMS

SKYSLOPE DIGISIGN

SKYSLOPE OFFERS

SKYSLOPE BOOKS

breeze by SKYSLOPE

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Grey-400
HEX: #CAD5E0
RBG: (00, 00, 00)
CMYK: 00%, 00%, 00%, 00%

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

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

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

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

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

SKYSLOPE

Thank you.