

SKILL  
TECH SOLUTIONS

# CI Manual

2019/08/16

# Agenda

# AGENDA

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# LOGO

# LOGO

## 1.1 The icon device

Flame and S shape makes up the Skill Tech Icon, with blue and grey shading.



# LOGO

## 1.1 The icon device

The logo can be used on other colored background, but will need a white block behind it as to not lose the details of the logo onto the coloured background.



# LOGO

## 1.2 Placement

When placing the logo, it is done at a right angle. The logo should **not be** placed at an angle



# LOGO

## 1.3 Colour representation

The primary use of the logo is with full pantone colour (see Primary Colours section 2) application. Where required or appropriate, it can also be represented in grey scale and inverted colours. It is vital to note that the inverted colour option should never replace the primary logo.





# LOGO

## 1.4 Proportionate sizing

The logo can be resized with the same ratio aspect to fit where needed. There is no change in logo, or changes needed depending on the size.



# PRIMARY COLOURS

# PRIMARY COLOURS

## 2.1 Colour palette and reproduction values

For proper reproduction of the logo on all printed material, please stipulate the Pantone references shown here, or their equivalent CMYK values. For electronic rendition, please use the equivalent RGB value. The appropriate # colour is also indicated.



**Pantone Solid Coated 648 C**

CMYK breakdown

C – 100

M - 79

Y - 30

K - 14

RGB breakdown

R - 19

G - 69

B – 115

# 134573



**Pantone Solid Coated 425 C**

CMYK breakdown

C - 0

M - 0

Y - 0

K - 71

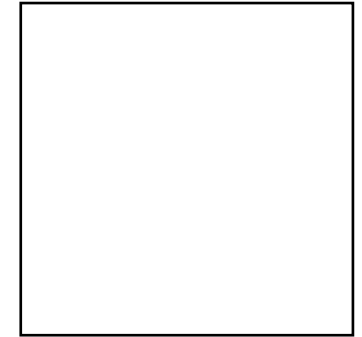
RGB breakdown

R - 107

G - 108

B – 111

#f04f22



**Pantone Solid Coated 663C**

CMYK breakdown

C - 0

M - 0

Y - 0

K - 0

RGB breakdown

R - 255

G - 255

B – 255

#ffffff

# FONTS

# FONTS

## 3.1 Applications

The base font for all corporate documentation is Calibri Light, With Calibri Bold for headers and highlighting. Calibri Italic may also be used for emphasis.

While the logo “SKILL TECH” is represented in upper case, content and documentation should be executed in normal sentence case.

# Calibri

ABCDabcd - Regular

**ABCDabcd - Bold**

*ABCDabcd - Italic*

***ABCDabcd - Bold Italic***

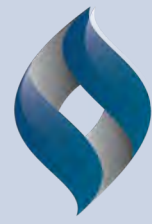


# FONTS

## 3.2 Logo

The logo itself is “Prime” and is used for the Wording of the Logo and the by-line

**Prime**



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**THANK YOU**