



# Brand Guidelines

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IDENTITY MANUAL

Renewables Powered by Robotics

# An Overview

The following defines the guidelines that should apply to all materials directed to an external audience. In order to build a consistent image and brand for SkySpecs, the guidelines must be followed when presenting the brand image to the media and in any other communication form.

If for any reason an exception to these guidelines are required, please contact the Marketing Director.

Please be advised that the Marketing Director must review and approve any materials released for public consumption regarding SkySpecs.



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# 01 Logo Usage

Our logo is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application. Where you position the logo is up to you, depending on what best suits the application and tone.

Never try to recreate the logo.

Be responsible, not reckless. Give the logo precedence – it should always be the most vital and visible element of our communications.

The SkySpecs logo is constructed in two formats: horizontal and vertical. Either format can be used depending on the available space or layout.



# Clearspace

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The clearspace around the logo is equal to the height of logo's icon.



# Color

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The logo should be white on darker backgrounds and black or blue on lighter backgrounds.



# Scale

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Our logo is designed to scale to small sizes on print and screen.

The smallest vertical format size:

**250 pixels wide/2.60 inches wide/6.604 centimeters wide.**



The smallest vertical format size:

**180 pixels wide/1.875 inches wide/4.762 centimeters wide.**





# Incorrect Logo Usage

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**X DO NOT**  
Use logo use the logo  
without it's icon ↯

SKVSPECS

**X DO NOT**  
Apply any  
visual effects ↯

 SKVSPECS

**X DO NOT**  
Manipulated, stretch,  
distort, crop, or alter ↯

 SKVSPECS

**X DO NOT**  
Use frames or borders ↯

 SKVSPECS

**X DO NOT**  
Alter proportions ↯

 SKVSPECS

**X DO NOT**  
Use an alternate  
typeface ↯

 SKVSPECS

**X DO NOT**  
Alter spacing ↯

 S K V S P E C S

**X DO NOT**  
Alter proportions ↯

 SKVSPECS

# 02 Color Palette

Color is an integral part of the brand identity. Consistent use of the color palette will only reinforce the cohesiveness of the brand, but also serves to communicate a certain feeling to our audience.

We have adopted a strict color palette which is restricted to the following colors. This gives the brand a unique look and feel that enables SkySpecs to be distinguished instantly.

These colors are never to be used as tints or shades. Only use the colors shown below in the exact mixes (Pantone, CMYK, RGB, or Hex #) depending on your medium.

# Primary Colors

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Our primary brand colors are used to provide accessibility, simplicity, and consistency throughout all brand communications.

RGB: 48, 174, 228  
CMYK: 68, 13, 0, 0  
HEX: #30AEE4  
PANTONE: 298 C

RGB: 57, 102, 131  
CMYK: 75, 42, 22, 27  
HEX: #396683  
PANTONE: 7699 C

RGB: 64, 64, 64  
CMYK: 68, 61, 60, 47  
HEX: #2F2F2F  
PANTONE: BLACK C

# Secondary Colors

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Secondary colors highlight and compliment the primary color or colors. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.

RGB: 156, 203, 59  
CMYK: 44, 0, 100, 0  
HEX: #9CCB3B  
PANTONE: 375 C

RGB: 0, 0, 0  
CMYK: 75 68 67 90  
HEX: #000000  
PANTONE: PROCESS BLACK C

RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
HEX: #FFFFFF  
PANTONE: 11-0601 TCX

# Incorrect Color Usage

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- X DO NOT**  
Use color combinations  
that have bad contrast ⇐



- X DO NOT**  
Oversaturate  
color overlays ⇐



- X DO NOT**  
Create or alter the  
official brand colors ⇐



- X DO NOT**  
Adjust the opacity of  
the color palette ⇐



# 03 Typography

Our typography is as unique and easy to use as we are. It was designed to maximize its impact across all applications while keeping it easy to read, ownable, and highly recognizable.

Typography plays an important role in ensuring a lasting impression of our brand. The following typefaces should be utilized for all SkySpecs' marketing materials.

Like the company logo, the SkySpecs' font families are also expressions of the SkySpecs brand. SkySpecs uses the following font families to allow for a full range of practical and creative uses and to ensure consistency across all marketing materials.

For Web applications, Lato is the preferred primary typeface for both headlines and body copy.

# Primary Font

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## Font family: Lato

Lato is our primary typeface, which means it should be used wherever possible - particularly for headlines. The Lato font face contains 9 various weights that range from black to hairline.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Secondary Font

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## Font family: Avenir

Avenir should be used primarily for extended running body copy in longer, multi-page documents, such as brochures. Avoid font sizes smaller than 9 pt.

The Avenir font face contains 12 various weights that range from heavy to light.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Incorrect Typography Usage



# This is a headline.

## This is a sub-headline.

This is the body copy that is the same size as the header and sub-head.

Do not make any level of hierarchy the same size or scale as another.



Unclear  
Not legible

Do not adjust kerning or tracking.

**X**

## Heavy

## Heavy

Heavy heavy heavy heavy heavy heavy  
heavy heavy heavy heavy heavy heavy  
heavy heavy heavy heavy.

Do not make different levels of hierarchy the same weight.



# This is the headline.

### This is the sub-head.

This is the body copy that is all not aligned to a grid, is inconsistent to each other, and poorly designed.

Do not separate chunks of text.

# 04 Photography

SkySpecs offers a library of in-house photography that can be used for any marketing project from brochure's and one-pagers, to web pages and social media content. It is recommended that you receive approval of any image to be used in any project.

The SkySpecs library of approved photography can be located at: **[skyspecs.com/mediakit](https://skyspecs.com/mediakit)**.

## Photography Specifications

- The dimensions for images used on banners need to be actual size at 100dpi.
- If an image is to be produced larger than this then a larger file size will be required.
- **Web Format** – 1024px x 768px (361mm x 271mm) @ 72dpi, jpg
- **Print Format** – 4961px x 3720x (420mm x 315mm) @ 300dpi, jpg or TIFF
- **Large Format** – 7874px x 5906px (2000mm x 1500mm) @ 100dpi, jpg or TIFF



# Incorrect Photography Usage

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X



Do not crop photography where either the drone or wind turbine are not centralized within the composition.

X



Do not adjust the overall color or contrast of photography.

X



Do not scale photography to fit within a layout. Always keep the photograph's true dimensions.

X



When using a SkySpecs logo do not choose a logo that is difficult to read within the photograph.

# 05 Supporting Visuals and Information

Our logo is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application. Where you position the logo is up to you, depending on what best suits the application and tone.

Never try to recreate the logo.

Be responsible, not reckless. Give the logo precedence – it should always be the most vital and visible element of our communications.

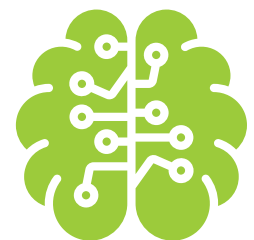
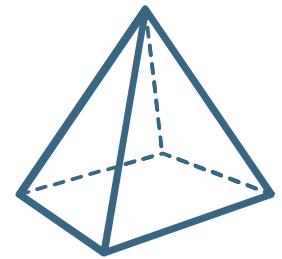
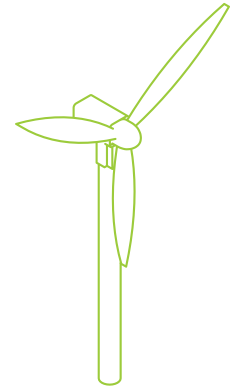
The SkySpecs logo is constructed in two formats: horizontal and vertical. Either format can be used depending on the available space or layout.

# Iconography

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We use a variety of iconography in the SkySpecs brand. When creating icons please keep the following in mind:

- Imagery should be simple and iconic
- Detail in elements should be minimal
- Don't use vector traced photographs, they should have an illustrative playfulness to them that traced photographs often lack
- Only use one color per icon and use the approved SkySpecs brand color palette
- Imagery can be either line art or filled





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