

**skykick**

# Brand Guidelines

JUNE 2019

## LOGO



Logo for use on white backgrounds. Digital RGB uses Bright Blue, all other cases Deep Blue.

BRIGHT BLUE  
PMS: 2995 C  
CMYK: 87 5 0 0  
RGB: 0 173 255  
HEX: #00ADFF

## WHITE REVERSE



Logo reversed for dark colored backgrounds or photography overlay. Use Deep Blue for a branded reversed logo.

DEEP BLUE  
PMS: 3005 C  
CMYK: 100 28 0 0  
RGB: 0 138 230  
HEX: #008AE6

## GRAYSCALE



Black/White or Grayscale applications.

BLACK/WHITE OPTION  
PMS:  
CMYK: 0 0 0 85  
RGB: 68 68 68  
HEX: #444444

## MIN WHITE SPACE



## PARTNER AFFILIATION



## SHORTCUT ICON



## MEDIA LOCKUPS



## SOCIAL LOCKUPS



## TAGLINE



# COLORS

## PRIMARY COLORS



DEEP BLUE  
PMS: 300 C  
CMYK: 95 25 0 0  
RGB: 0 138 230  
HEX: 008AE6

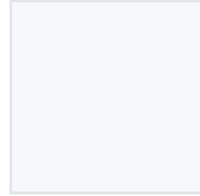


BRIGHT BLUE  
PMS: 3005 C  
CMYK: 87 5 0 0  
RGB: 0 168 255  
HEX: 00A8FF

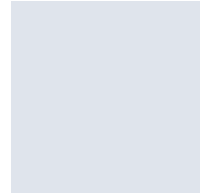


NAVY BLUE  
PMS: 282C  
CMYK: 100 69 8 70  
RGB: 44 52 73  
HEX: 2c3449

## NEUTRAL COLORS



LIGHT GRAY  
PMS: 7541C  
CMYK: 7 1 3 2  
RGB: 246 248 252  
HEX: F6F8FC



COOL GRAY  
PMS: 5376C  
CMYK: 21 7 2 3  
RGB: 223 228 236  
HEX: DFE4EC



SILVER  
PMS: 7543 C  
CMYK: 24 9 8 22  
RGB: 122 134 154  
HEX: B3BAC5



SLATE GRAY  
PMS: 7544 U  
CMYK: 35 14 11 34  
RGB: 122 134 154  
HEX: 7A869A



NIGHT GRAY  
PMS: 534 C  
CMYK: 95 74 7 44  
RGB: 50 66 97  
HEX: 344563

Border Hex: e2e5e8

## ACCENT COLORS

The secondary palette is used to accent the primary palette.



RED  
PMS: 1785 C  
CMYK: 0 90 60 0  
RGB: 242 95 102  
HEX: f25f66



DEEP ORANGE  
PMS: tbd  
CMYK: tbd  
RGB: 253 112 73  
HEX: fd7049



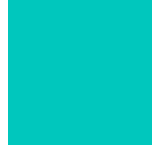
ORANGE  
PMS: tbd  
CMYK: tbd  
RGB: 250 139 0  
HEX: fa8b00



AMBER  
PMS: 124 C  
CMYK: 0 35 100 0  
RGB: 255 192 7  
HEX: ff007



EMERALD  
PMS: 3395 C  
CMYK: 90 0 70 0  
RGB: 30 207 146  
HEX: 1ecf92



TURQUOISE  
PMS: tbd  
CMYK:  
RGB: 0 199 189  
HEX: 00c7bd



AQUA  
PMS: 312 C  
CMYK: 94 0 11 0  
RGB: 74 207 225  
HEX: 4acfe1



SAPPHIRE  
PMS: tbd  
CMYK: tbd  
RGB: 98 141 232  
HEX: 628de8



INDIGO  
PMS: tbd  
CMYK:  
RGB: 63 81 181  
HEX: 3f51b5



IRIS BLUE  
PMS: tbd  
CMYK: tbd  
RGB: 109 117 239  
HEX: 6d75ef



AMETHYST  
PMS:  
CMYK:  
RGB: 151 114 217  
HEX: 9772d9



VIOLET  
PMS:  
CMYK:  
RGB: 126 96 175  
HEX: 7e60af



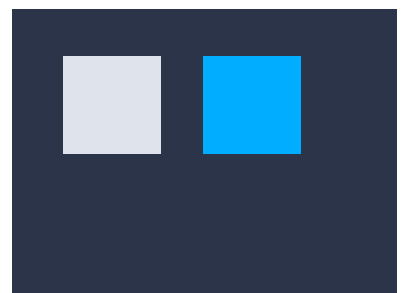
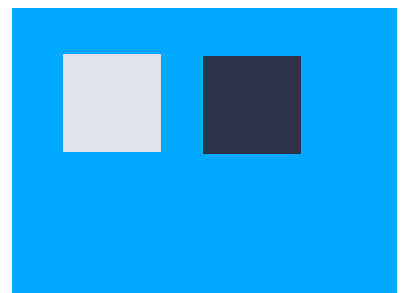
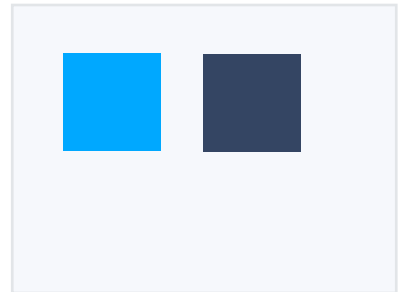
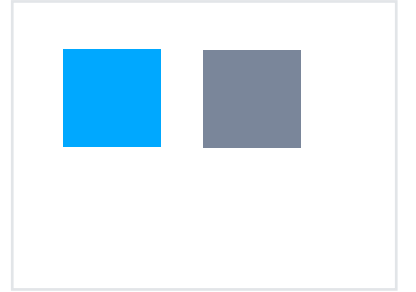
PURPLE  
PMS:  
CMYK:  
RGB: 157 49 180  
HEX: 9d31b4



RASPBERRY  
PMS:  
CMYK:  
RGB: 214 80 135  
HEX: d65087

# PALETTES

## Combinations



# TYPOGRAPHY

Gotham is the font for public facing marketing materials

<http://www.typography.com/fonts/gotham>

## Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

## Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

## Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

Calibri is the general house collateral font (Powerpoint, Word, Excel docs).

<http://www.fontpalace.com/font-details/Calibri/>

## Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

## Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

# FONT USAGE

## Headlines - Gotham Book #484a4d;

Supporting Headlines - Gotham Book #a7a7a7;

**LINKS - Gotham Book #0275d8;**

Roboto is the product interface font.

<https://fonts.google.com/specimen/Roboto>

## Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

## Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

## Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

LOGO + PRODUCT LOCKUPS

INLINE

**skykick** MIGRATION SUITES

**skykick** CLOUD BACKUP

**skykick** CLOUD MANAGER

**skykick** SYNDICATION

**skykick** DEVELOPER

ICON STACK

 **skykick**  
 **MIGRATION SUITES**

 **skykick**  
 **MIGRATION SUITES** for Office 365

 **skykick**  
 **CLOUD BACKUP**

 **skykick**  
 **CLOUD BACKUP SUITE** for Office 365

 **skykick**  
 **CLOUD MANAGER**




 **skykick**  
 **SYNDICATION**

 **skykick**  
 **DEVELOPER**



 **skykick**  
 **BUNDLES**

PRODUCT LOCKUPS (no logo)




INLINE

-  **MIGRATION SUITES**
-  **CLOUD BACKUP**
-  **CLOUD MANAGER**
-  **SYNDICATION**
-  **DEVELOPER**

INLINE WHITE

-  **MIGRATION SUITES**
-  **CLOUD BACKUP**
-  **CLOUD MANAGER**
-  **SYNDICATION**
-  **DEVELOPER**

INTEGRATIONS

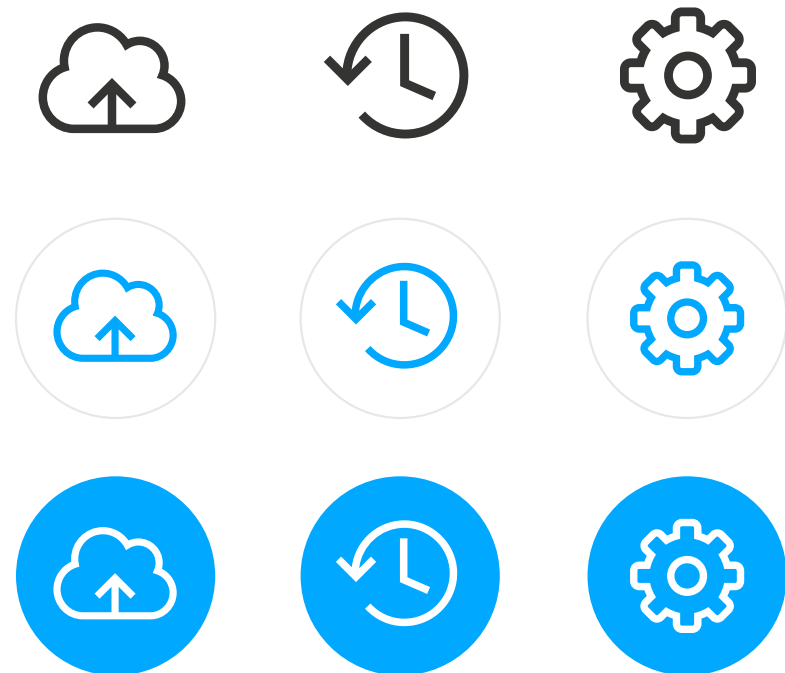
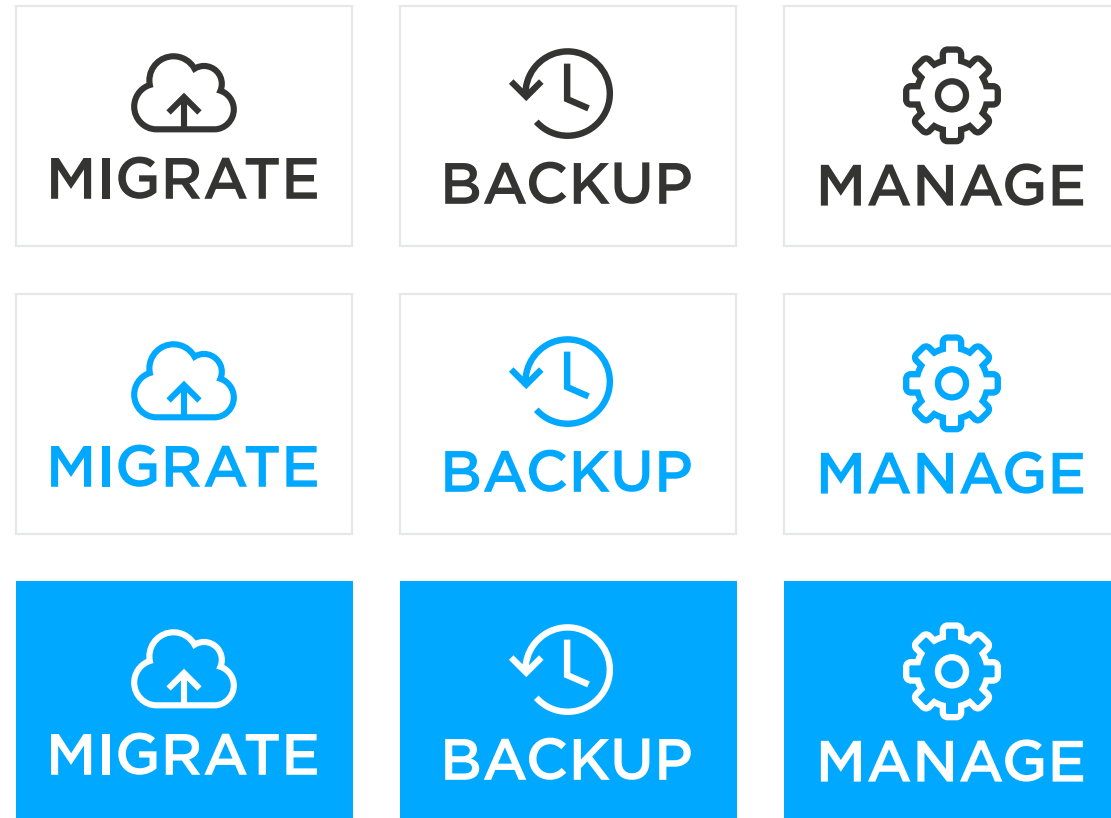
-  **MIGRATION SUITES**  
for Office 365
-  **CLOUD BACKUP**  
for Office 365
-  **CLOUD BACKUP SUITES**  
for Office 365

CENTERED

-   
**MIGRATION SUITES**
-   
**CLOUD BACKUP**
-   
**CLOUD MANAGER**
-   
**SYNDICATION**
-   
**DEVELOPER**

# ICONOGRAPHY

## PRODUCTS



## PLATFORM



## MIGRATION PRODUCTS



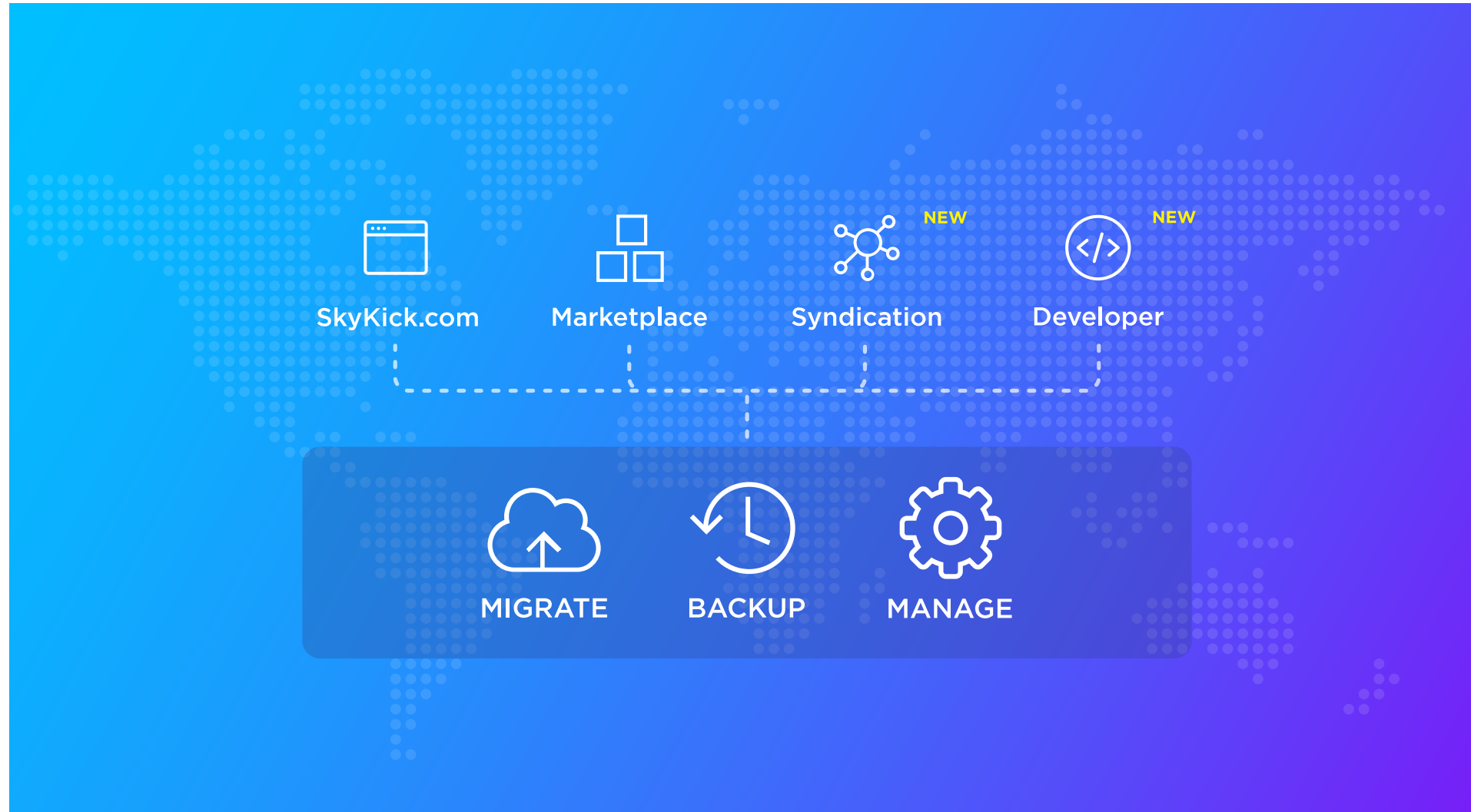
## DESKTOP APPLICATION

 **OUTLOOK ASSISTANT**

 App Icon

# ASSETS

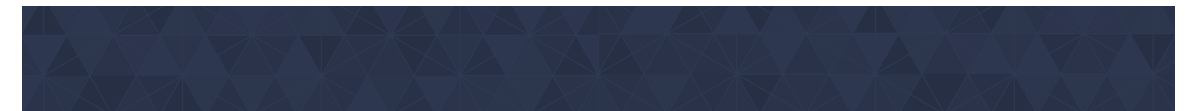
HERO BACKGROUND





# BACKGROUNDS

## GRADIENTS AND GEOMETRY



## GRADIENTS



HERO BRAND ONE



BRAND TWO  
00ADFF - 126FCC



PRODUCT ONE



PRODUCT TWO

# BACKGROUNDS

## LEGACY BACKGROUND



# ILLUSTRATION SYTLE

## Homepage Video Captures

