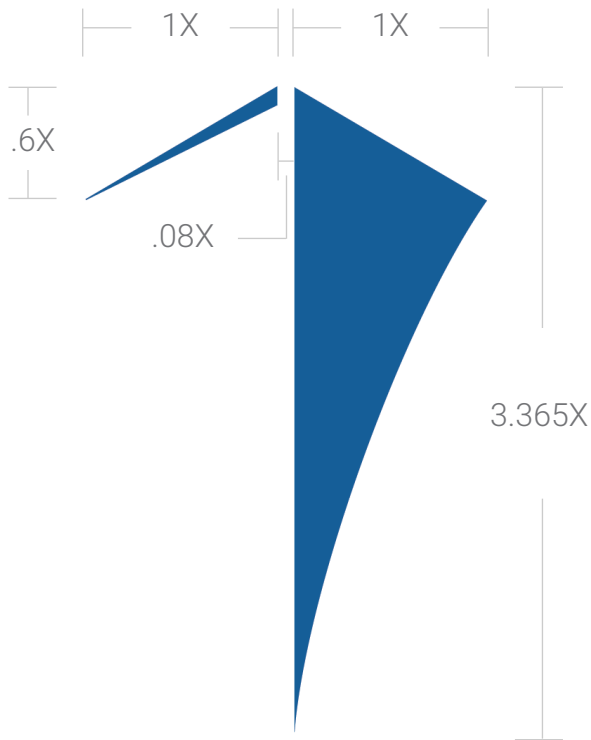




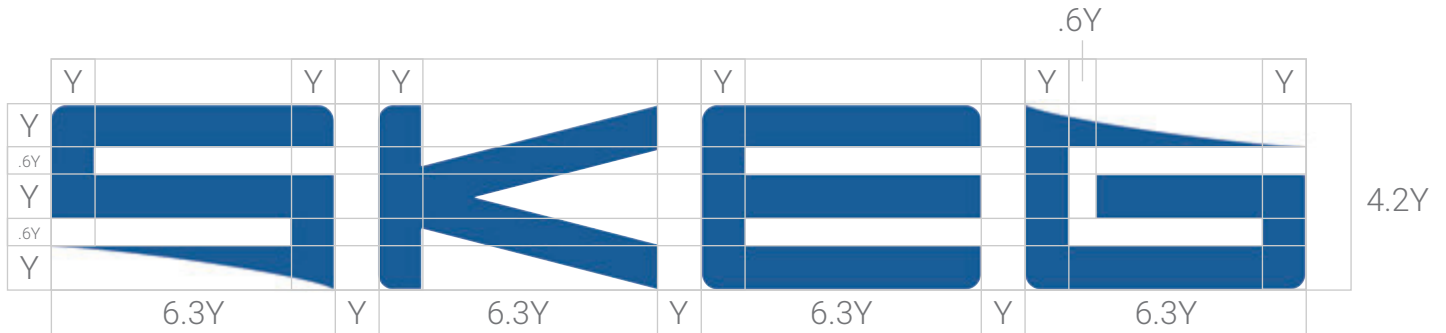
SKEDGTM



The SKEG logo is masculine and elegant, it is designed to stand alone and in concert with the logotype.

The ratio of its height (3.365X), to width (2.08X), have a very specific geometric relationship, known as the Golden Ratio.

Whenever displaying the SKEG logo, this ratio must remain intact.



The SKEG logotype, like the logo, is designed to stand on its own and with the logo. The design is clean and sharp and embodies elements of the logo. The logotype shall always be displayed with the line thickness, kerning and balance of positive and negative space as illustrated above.

To preserve brand integrity, the logo shall never be displayed smaller than .40 inches in width. The logotype shall never be displayed smaller than 1.0 inches in width.



.40" / 120 px @ 300 dpi
29 px @ 72 dpi (web only)



1.0" / 300 px @ 300 dpi
72 px @ 72 dpi (web only)

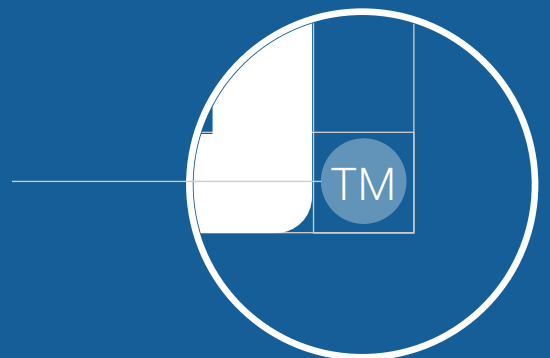
When the tagline is displayed with the SKEG logotype, both elements should be of equal length. The clear space between the tagline and logotype and the height of the letters comprising the tagline shall be the same as the thickness of the letters comprising the logotype. The tagline is not to be displayed with the logo.

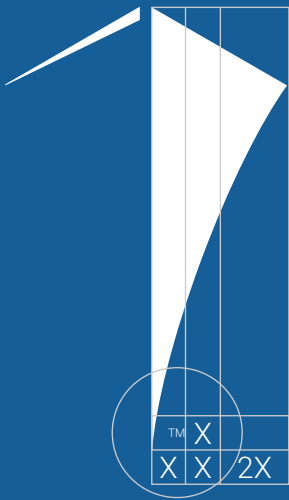


The TM symbol shall be displayed low and to the right of the tagline and logotype and shall not exceed the height or width of the letters that comprise the tagline. When the tagline is present only display the TM symbol once, after the tagline and always center it inside the invisible frame as set forth, to the right.



When the logotype is displayed without the tagline, the TM symbol shall be displayed low and to the right of the "G". The TM shall not exceed the height or width of the letters that comprise the logotype and always be centered within the invisible frame as illustrated to the right.

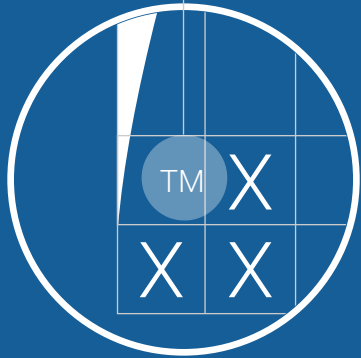




When the logo is displayed by itself, the TM symbol shall be displayed low and to the right of the logo. The TM symbol shall not exceed, in height or width, 25% of the width of either side of the logo.

The TM symbol shall also be right justified inside the invisible frame representing 25% width of a side of the logo, as illustrated to the left.

The color of the TM symbol shall always match the color of the logo and logotype.

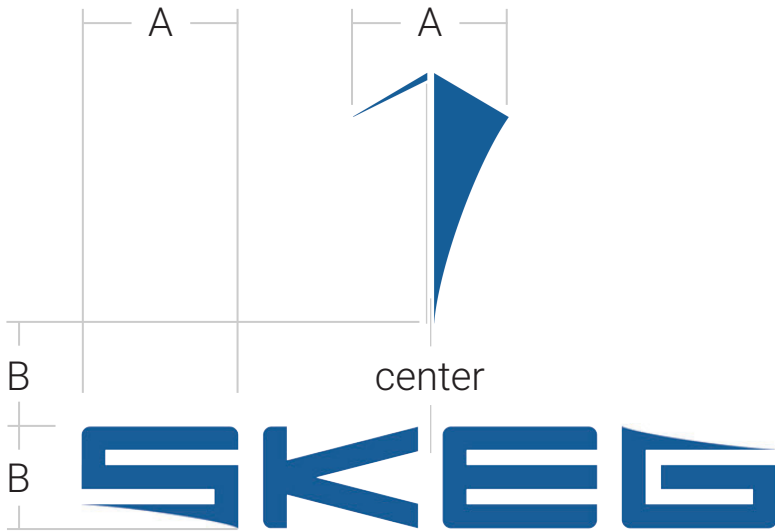


SKEEGTM

When the logo and logotype are displayed together, the TM symbol shall be displayed with both trademarks, as illustrated above, and according to the guidelines set forth in this style guide. When the logo is displayed to the left of the logotype, only one TM symbol is displayed, low and to the right of the letter “G”.

 **SKEEG**TM

When displaying the SKEG trademarks together, ALWAYS display the logo above or to the left of the logotype. The spacing and proportion of the logo and logotype provide balance and prevent one from dominating the other. Never display the logo beneath the logotype or to the right of the logotype.



Always display the SKEG trademarks in blue or white ONLY. Blue trademarks shall be displayed on white and light backgrounds and white trademarks shall always be displayed on blue and dark backgrounds.

Full Color - White & Light Backgrounds

SKEG BLUE | WEB & MOBILE

HEX: #0B5D98

RGB: 11, 93, 152

CSS: rgb(11, 93, 152);

SKEG BLUE | PRINT

COATED PANTONE: 3015 C

UNCOATED PANTONE: 307 U

CMYK: 95, 67, 15, 2



Full Color - Blue and Dark Backgrounds

SKEG WHITE | WEB & MOBILE

HEX: #FFFFFF

RGB: 255, 255, 255

CSS: rgb(255, 255, 255);

SKEG WHITE | PRINT

PANTONE: Opaque White

CMYK: 0, 0, 0, 0





SKED

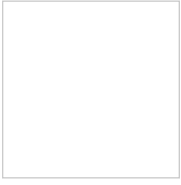


SKED



HEX #0B5D98

SKEG Blue is used for branded and executable elements, primary calls to action, hyperlinks and any visual articles that indicate a particular state or status that have a direct relationship to the brand.



HEX #FFFFFF

Opaque White is the primary background color. It is used for all typography, headers, body text, icons, and web elements on blue and dark backgrounds. Use white to emphasize branded elements, trademarks and key concepts with typography.



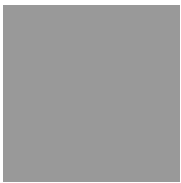
HEX #333333

Use Gray #3 for secondary executable elements and calls to action. Gray #3 may be used sparingly for backgrounds and elements to support or otherwise emphasize the brand only. Use this color to make heavily worded pieces easier to read.



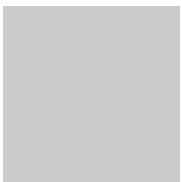
HEX #555555

Gray #5 is reserved for all typography on white and light backgrounds and may be used sparingly to create complex graphics to support the brand in marketing designs.



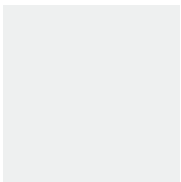
HEX #999999

Use Gray #9 for web and UI designs; locked text and non-executable elements only. Gray #9 may be used conservatively when designing complex graphics intended to draw attention to the brand.



HEX #CCCCCC

Use C Gray for web and UI elements; placeholder text, borders, non-executable elements and sparingly as text.



HEX #EEEEEE

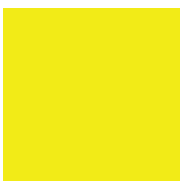
E Gray is designated for alternative backgrounds and may be used in marketing designs, only to accent or emphasize the brand.



HEX #D1151F

Red is reserved for important information and error handling in application user interfaces. Use red for notifications and alerts to draw attention to key issues and concerns only.

Red is never to be used in marketing collateral.

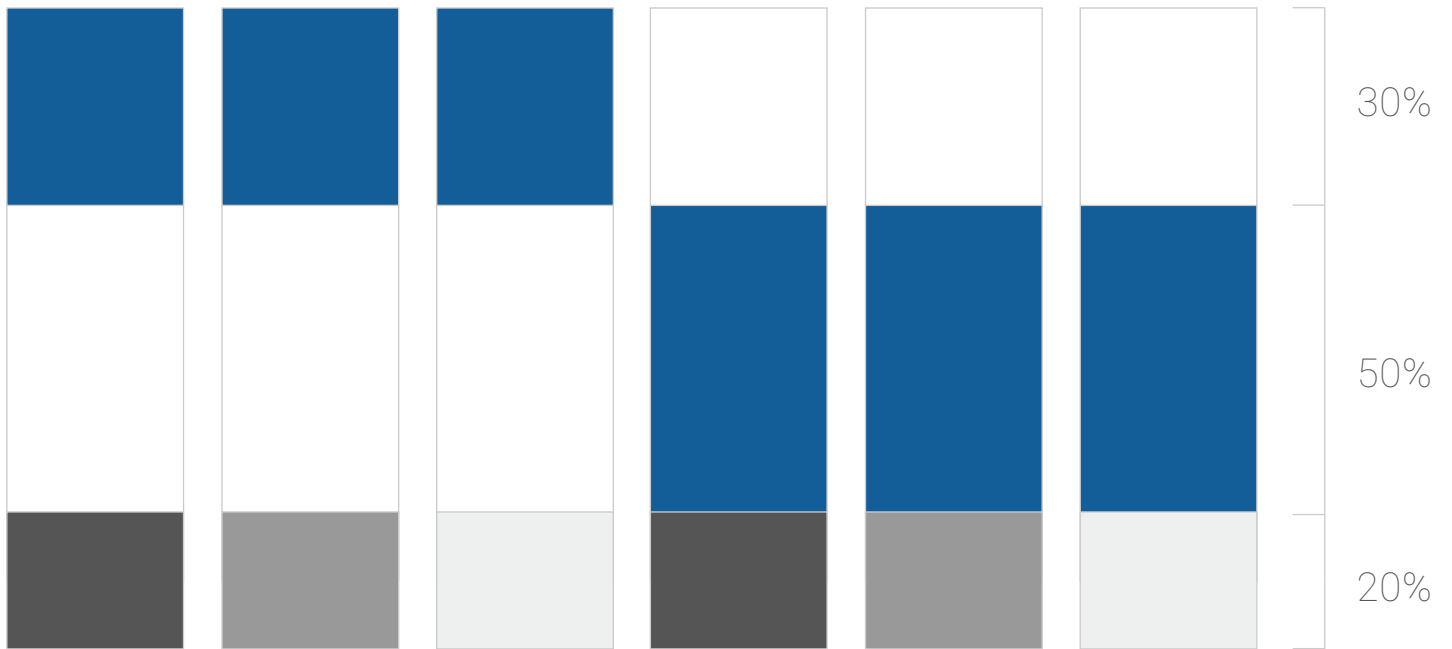


HEX #FFFF00

Yellow, like red, is used minimally and only in the app user interface. Yellow is intended to be used for alerting users of issues or concerns that need their attention in the app.

Yellow is never to be used in marketing collateral.

Primary brand colors; SKEG Blue and Opaque White, should be used in the ratio of 3 : 5 while : 2 is reserved for secondary colors; Gray #5, #9 and E, as illustrated below.



Use secondary colors; the gray shades, only to compliment brand elements, as accent colors or to support copywrite concepts.



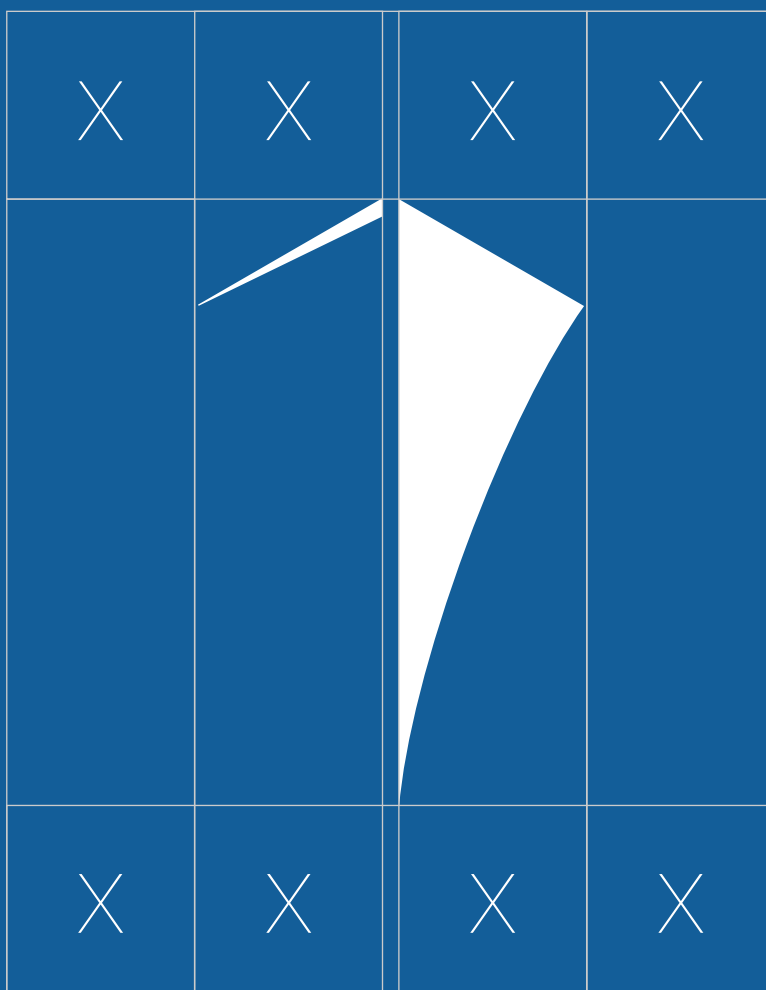
Whenever the SKEG trademarks are displayed, text and other design elements; pictures and graphics for example, must give the trademarks room to “breath”.



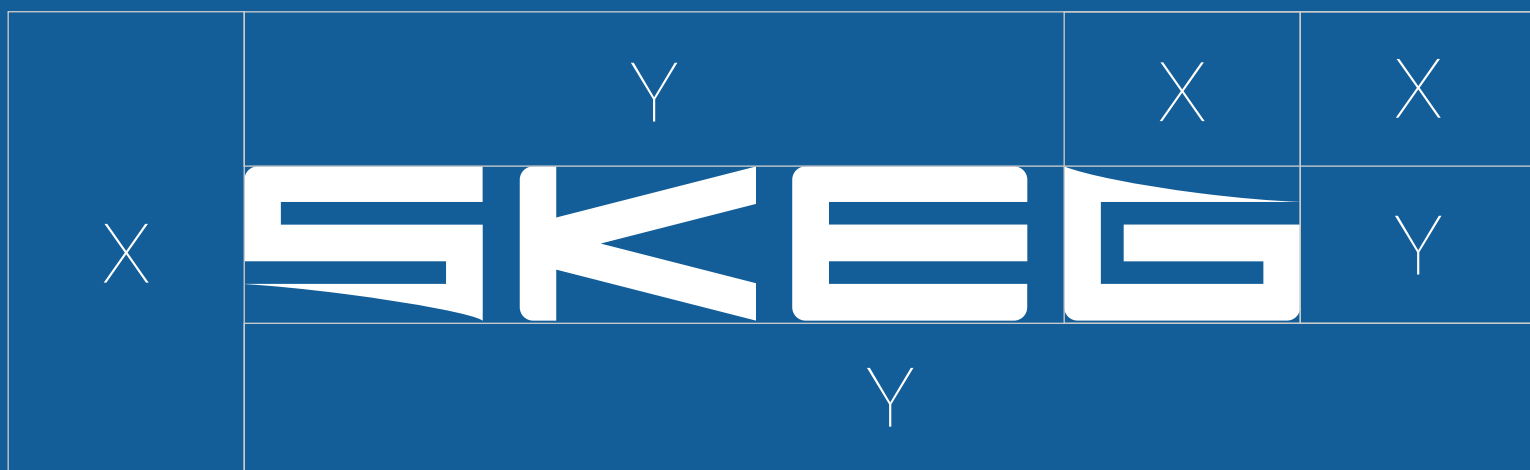
When the trademarks are displayed together, the appropriate empty space around the marks, shall be no less than the width, “X”, of one letter of the logotype, for left and right margins and the height, “Y”, of the letters in the logotype, for top and bottom margins.



When the SKEG logo is displayed by itself; top, bottom, left and right margins shall be no less than the width of one half of the trademark, "X".



When the SKEG logotype is displayed by itself; top and bottom margins shall be no less than the height of the trademark, "Y". Left and right margins shall be no less than the width of the letters that comprise the trademark, "X".



TYPOGRAPHY

SKEG's primary typeface is Roboto. This font is used across every aspect of our print and digital media and the application user interfaces.

Roboto

Thin

Light

Medium

Bold

Black

Thin Italic

Light Italic

Medium Italic

Bold Italic

Black Italic

Heading

Page Title

SUB HEADER/ PROMO

PROMOTIONAL SLOGAN

Body

AaBbCcDdEeFfGgHhIiJjKkLl-
MmNnOoPpQqRrSsTtUuVvWw-
XxYyZz 1 2 3 4 5 6 7 8 9 0

simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the

Placeholder and accent text

Enter email address

SKEG MEANS BUSINESS

WHY THE MARITIME INDUSTRY EXPLODED IN 2018

When an unknown printer took a gallery of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the...

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1ST MONTH FREE!**

HEADING

Roboto - Thin

SUB HEADER

Roboto - Medium

BODY

Roboto - Light

CALL TO ACTION

Roboto - Medium

PROMO

Roboto - Medium



Kevin

Reservations

Profile

Payment

History

Share

Help

BUTTON

Sign Out

Version 1.0.1

The application badges are secondary branding elements only. Badges are not our logo or trademark and are never to be paired with the branded typeface. Use of them is reserved for special instances, for example; app store placements, social media advertising or anywhere a direct correlation is made to download the SKEG app from the App Store or Play Store.



Android Badge



iOS Badge

The ideal size of the SKEG badge in an app is around 20 to 30 pixels. The badge is designed for legibility at very small sizes, it should never appear smaller than 16 pixels.



Primary Badge

