



SKYLAB

Brand Guidelines

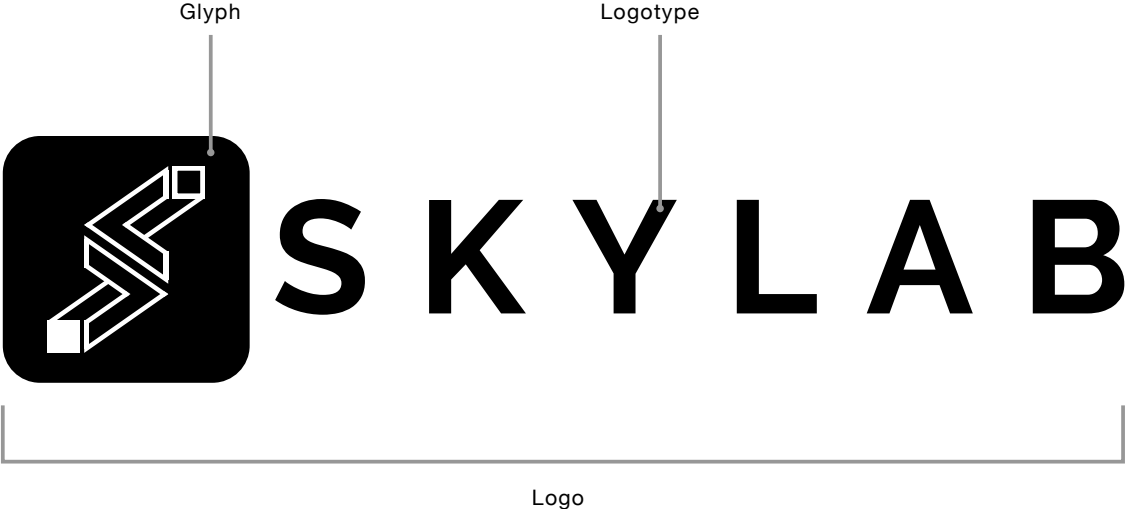
Logo Basics

Our Logo

Our Skylab logo is composed of a glyph and a logotype set in **Raleway Bold**.

The horizontal logo is the primary and should be used in most instances.

Always use the logo files provided in the logo pack. Do not recreate them.



Stacked Logo

The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

The horizontal logo is the primary and should be used in most instances.

Always use the logo files provided in the logo pack. Do not recreate them.



Logo Construction

The glyph and logotype have very specific placement relationships with each logo. The alignments create a solid lockup and allow for other graphic elements to align with them.

Knowing these special relationships is critical for maintaining consistency across the brand.



Usage on Backgrounds

The primary logo should be used on majority of backgrounds unless the background is too dark, then the white logo will be used.



Logo Clear Space

Ensure there is adequate space between the logo and surrounding elements.

For the horizontal logo, the clear space around it should always be greater than or equal to the size of the glyph.

For the stacked logo, the clear space around it should always be half than or equal to the length of the glyph.

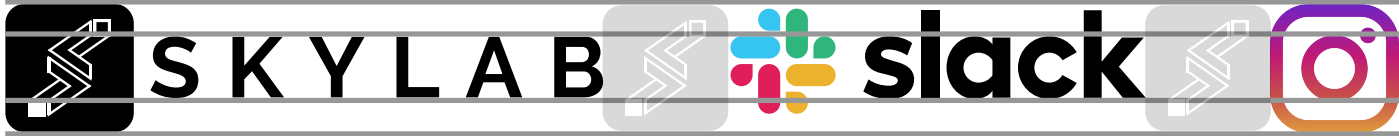


Alignment

Follow the spacing and alignment specifications below when locking the Skylab logo up with a series of affiliated logos.

Always maintain the clear space guidelines, keeping partner logos at a distance greater than or equal to the size of the glyph.

Partner logos should be aligned to the optical baseline of Skylab's logotype



Logo Misuse

Ensure there is adequate space between the logo and surrounding elements.

For the horizontal logo, the clear space around it should always be greater than or equal to the size of the glyph.

For the stacked logo, the clear space around it should always be half than or equal to the length of the glyph.

Do not crop the logo



Do not change the size or orientation of the glyph and logotype in relation to each other



Do not change the transparency of the logo



Do not use drop shadows or any other effects



Do not use different colours



Do not distort the logo

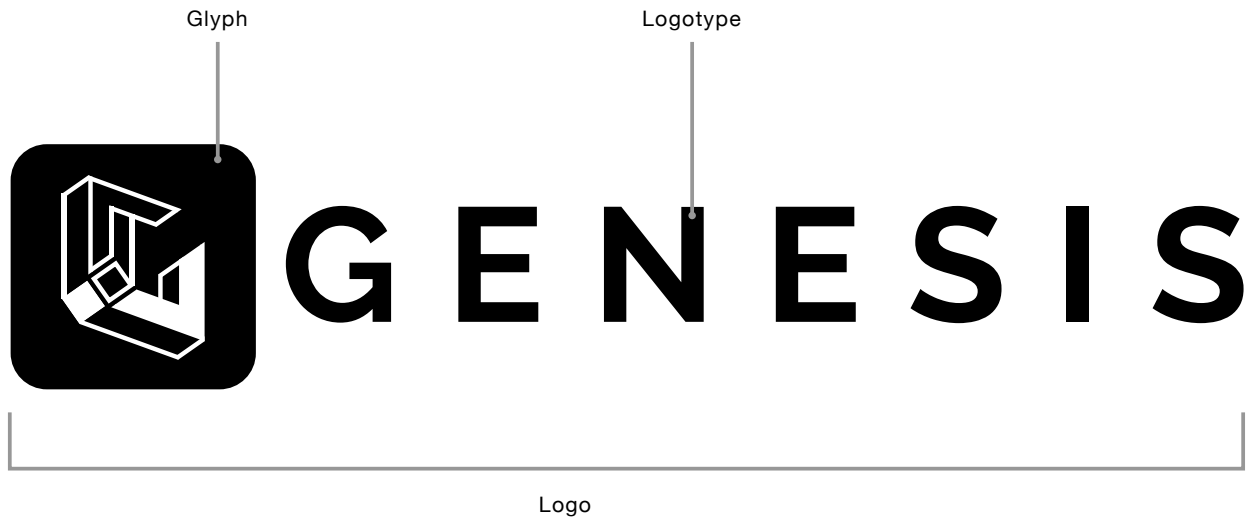


Our Logo

Our Genesis logo is composed of a glyph and a logotype set in **Raleway Bold**.

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Always use the logo files provided in the logo pack. Do not recreate them.

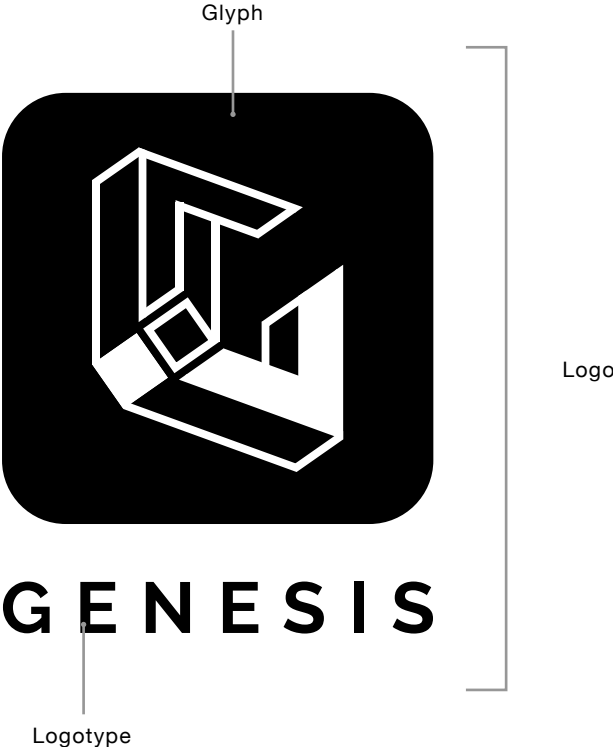


Stacked Logo

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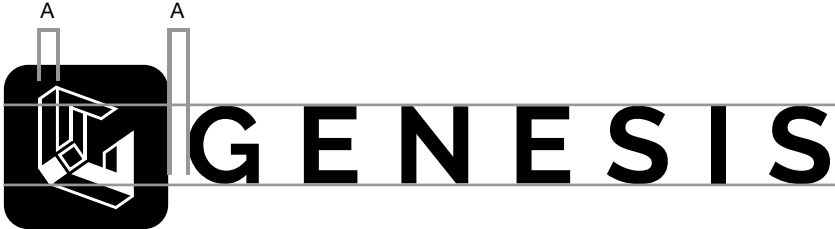
Always use the logo files provided in the logo pack. Do not recreate them.



Logo Construction

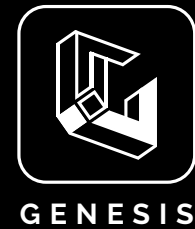
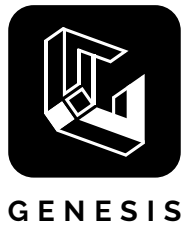
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Usage on Backgrounds

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Logo Clear Space

Ensure there is adequate space between the logo and surrounding elements.

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For the stacked logo, the clear space around it should always be half than or equal to the length of the glyph.



Alignment

Follow the spacing and alignment specifications below when locking the Genesis logo up with a series of affiliated logos.

Always maintain the clear space guidelines, keeping partner logos at a distance greater than or equal to the size of the glyph.

Partner logos should be aligned to the optical baseline of Genesis logotype



Logo Misuse

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Do not crop the logo



Do not change the size or orientation of the glyph and logotype in relation to each other



Do not change the transparency of the logo



Do not use drop shadows or any other effects



Do not use different colours




Do not distort the logo



Colour Palette

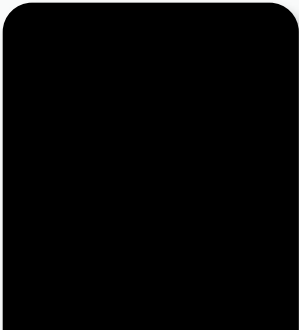
Colour Palette

Below is the official Skylab colour palette. Avoid deviating from the core set of colours or creating tints of these values.



White

CMYK	0-0-0-0
RBG	255-255-255
HEX	ffffff



Black

CMYK	0-0-0-100
RBG	0-0-0
HEX	000000