

SKYCORP

BRANDING GUIDELINE

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INTRODUCTION

The following document has been designed as a guideline for Skycorp's visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency. The Skycorp logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

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IMAGERY

Imagery is essential to your brand as it serves as a visual and conceptual foundation for the brand's identity. The following is a mood board and list of key words to ensure that every design element is cohesive and aligned with the brand's personality.

MOOD BOARD



Clean Refined Timeless Sleek Modern Sophisticated Inviting Contemporary

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LOGO SUITE

Your logo is the visual cornerstone of your brand. The following is an outline for your logo to inform your audience on how to use it correctly and why.



SKYCORP

PRIMARY LOGO

The primary logo for Skycorp combines a sleek and modern wordmark with a distinctive “S” monogram. The typography is clean, sophisticated, and balanced, reflecting the company’s focus on luxury and precision. The “S” monogram adds an artistic touch, reinforcing the brand’s commitment to refined aesthetics and high-end craftsmanship. This logo is designed for versatility across print, digital, and architectural applications, ensuring a strong and timeless presence.





BRAND MARK & LOGO ICON

A standalone “S” monogram that embodies Skycorp’s identity in a simple yet impactful way. The smooth, flowing curves of the letterform create a sense of movement, elegance and sophistication. It can be used as a secondary branding element or as a minimalist representation of the company.

The logo icon is a refined and compact version of the brand mark enclosed within a circular background. The design ensures clarity and adaptability, making it ideal for use on social media, app icons, business collateral, and digital branding.

LOGO PRINCIPLES

To maintain the integrity and visual impact of the logo, it is essential to provide enough clearspace around it. Clearspace ensures that the logo stands apart from surrounding images, text, and page edges. This spacing enhances legibility, ensuring the logo remains easily recognisable in all applications.

In addition to clearspace, it is crucial to adhere to a minimum display size for both print and digital applications. This maintains clarity and readability. Always use the specified minimum size to ensure legibility across different mediums.

Following these guidelines will help maintain the logo's professional appearance and brand recognition across all platforms.





Print: 40 mm W
Digital: 108 px W



Print: 15 mm W
Digital: 63 px W

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COLOURS

An outline for your colour palette, specifically designed to reflect your brand’s personality and identity.

COLOUR PALETTE

A colour palette is a vital component of any brand's identity. It creates a cohesive visual experience, making your brand instantly recognizable and memorable. The Skycorp colour palette is a blend of neutral and sophisticated tones, creating a sense of elegance, stability, and modern refinement. With a balance of warmth and depth, the colours convey exclusivity and timeless appeal.



TAUPE

HEX: #A38C76

CMYK: 0, 14, 28, 36

RGB: 163, 140, 118

IVORY

HEX: #F2F1EE

CMYK: 0, 0, 2, 5

RGB: 242, 241, 238

CHARCOAL

HEX: #000000

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

SILVER

METALLIC FINISH

To be used in print applications

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TYPOGRAPHY

An outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen.

TYPEFACES

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

Broadacre offers a sleek and minimal aesthetic, with its geometric letterforms and delicate weight conveying a sense of elegance and precision. Its clean structure enhances the brand's contemporary feel, making it ideal for headlines, logos, and key brand statements.

Area Normal has a soft, approachable presence. Its subtle curvature and balanced proportions maintain readability while reinforcing a sense of understated luxury. This font works well for supporting text, ensuring a harmonious visual hierarchy throughout the brand's materials.

Together, these typefaces create a refined and timeless typographic system that aligns with Skycorp's identity as a leader in luxury construction and design.

BROADACRE

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Area Normal

Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FONT HIERARCHY

Headlines
Broadcare
24px
Light
Uppercase

Subheadings
Area Normal
12px
Semibold
Uppercase

Body Copy
Area Normal
11px
Thin
Sentence Case
Leading 16pt
Tracking 20

HEADLINE

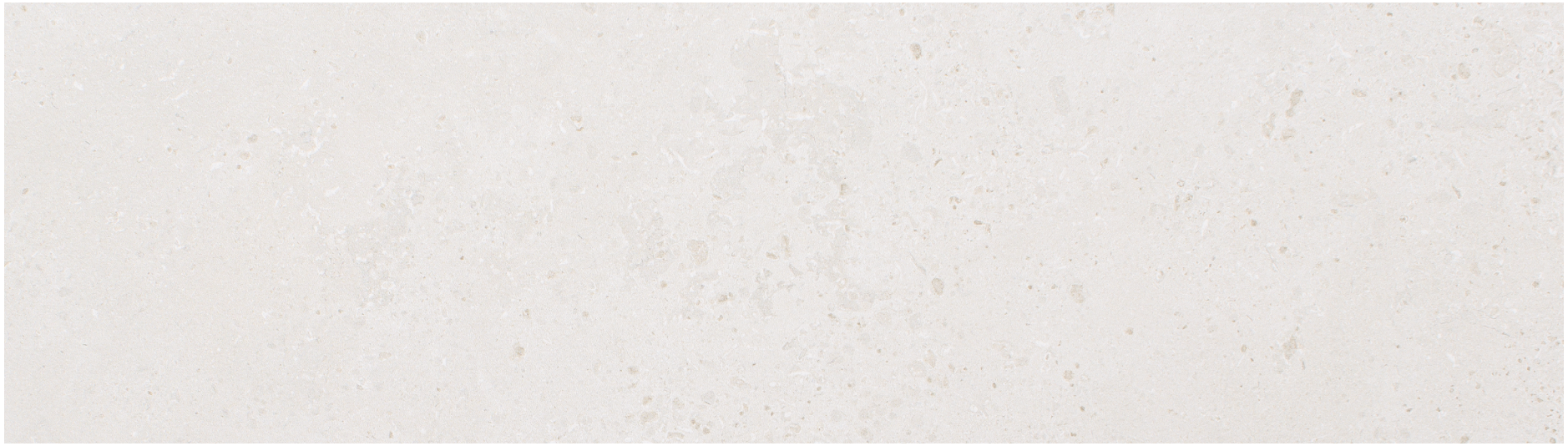
SUBHEADING

Lorem ipsum odor amet, consectetuer adipiscing elit. Aliquam blandit sit mi metus vivamus lectus. Neque posuere hendrerit torquent ornare; leo fermentum ornare. Facilisi pretium ut tempus habitant posuere habitasse? Facilisis nec vitae varius auctor nostra hac aptent id. Libero mollis vestibulum consequat auctor hac dictum; nostra primis. Quisque auctor sollicitudin metus eu duis aenean. Ultricies proin aptent dis, interdum eros himenaeos. Mollis habitasse taciti convallis dolor id dui ligula quam cras. In ante finibus nisi eu vel fermentum a.

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BRAND ELEMENTS

Secondary design elements that are used to help make up and strengthen a brand’s identity.



GRAPHIC DEVICE

Brand elements are graphic components that work together to add depth and character to a brand, making it more engaging and distinctive.

This refined limestone-inspired texture serves as a sophisticated graphic device for Skycorp, reinforcing the brand's commitment to timeless elegance and premium craftsmanship. Its soft, neutral tones and organic speckled details create a sense of understated luxury, evoking the natural beauty of high-end architectural materials. Used as a background, this design element provides a harmonious canvas that enhances brand materials without overpowering them, ensuring a polished and cohesive visual identity.

BACKGROUND

Another option for a background is to integrate the Skycorp logo mark as an enlarged, low-opacity background element reinforces brand presence in a subtle yet sophisticated way.

The logo mark becomes a refined design feature rather than a dominant visual, adding depth and continuity to branded materials. This approach ensures a cohesive identity across applications while maintaining a clean, modern aesthetic. The delicate transparency allows the mark to blend seamlessly with other design elements, enhancing professionalism and brand recognition without distraction.

Here, the logo mark is in Taupe at 10% opacity on Ivory coloured background.

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MOCKUPS

A series of mock-ups to demonstrate the application of your brand across a variety of collateral.


DATE
August 24th, 2017
CONTACT INFO
Contact Name
Company
ADDRESS
127 Hudson St.
New York, NY 10010
Dear Friend,
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate vet nulla pariatur. Excepted est laborum.
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Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod oris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pari.
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim adonsequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
Best regards,
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This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

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