SkySpace

2018 Brand Identity & Style Guide

Inside the Brand

MISSION STATEMENT

Designed for individuals and small teams, **SkySpace promotes effortless creation, management and sharing of files on any device, from anywhere**. We hope to help users bring order to their imagination.

This style guide gives a detailed rundown of the rules that the SkySpace brand uses to maintain consistency.
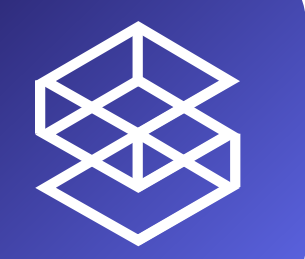
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We strive to maintain **dependability**, **approachability** and **versatility** in our brand.

DEPENDABILITY

Our users depend on us to provide a trustworthy, secure service that adapts to new technology and user needs.

APPROACHABILITY

The platform is approachable and inclusive for users of varying age and ability. SkySpace is designed to be straightforward and without clutter.

VERSATILITY

This application is used for leisure, business and everything in between. We think it's important that we provide a platform for an individual's or team's craft, whatever it might be.
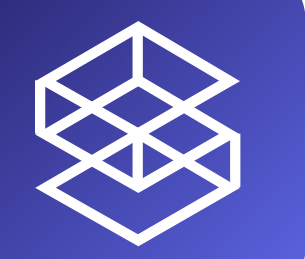
Color palette

Navy and Galaxy purple serve as the brand's primary mood. They are used for the top of the hierarchy: headings, CTAs, and icons.

Lilac and Light sky are secondary colors that are used as accents and backgrounds. These are utilized very sparingly.
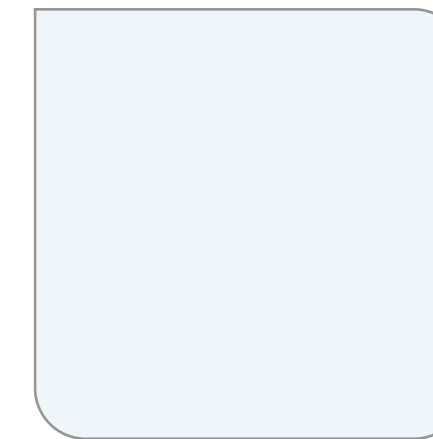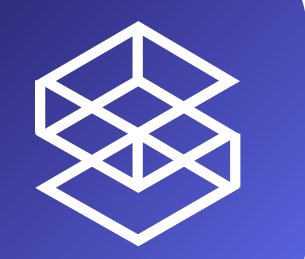
PRIMARY COLORS

Navy
#2A2671
RGB 42-38-113

Galaxy purple
#5E67E8
RGB 94-103-232

SECONDARY COLORS

Lilac
#C86DD7
RGB 200-109-215

Light sky
#EFF6FA
RGB 239-246-250

COLOR

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Color palette

The greys are used in the body and asbackgrounds. Each tone conveys a different level of hierarchy.
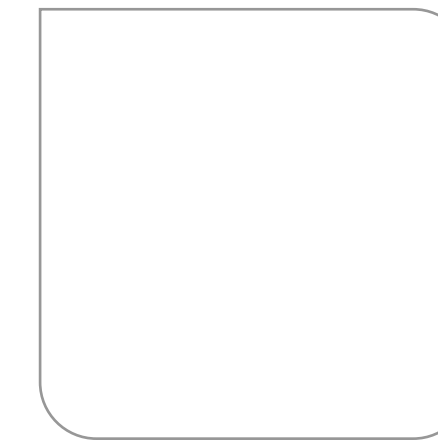
Dark grey
#4B4B4B
RGB 75-75-75

Medium grey
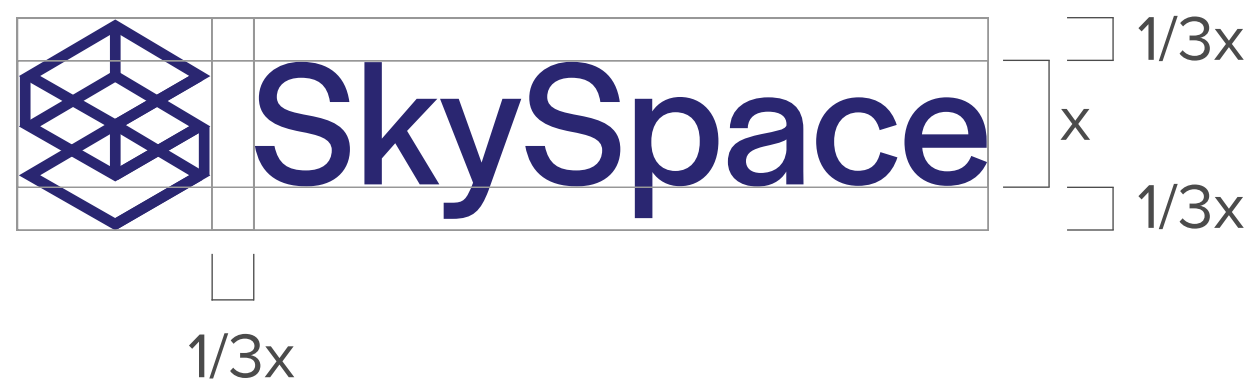#979797
RGB 151-151-151

Light grey
#F2F2F2
RGB 242-242-242

White
#FFFFFF
RGB 255-255-255

COLOR

Logo usage

Always use navy on a white background. For a colored background, always provide high constrast and avoid heavily patterned backgrounds.

CONSTRUCTION

1/3x
x
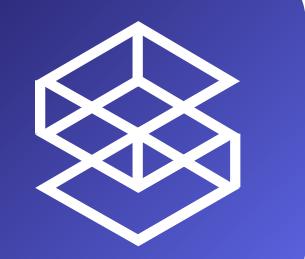1/3x
1/3x

COLOR COMBINATIONS

STAND ALONE

HORIZONTAL

STACKED

Primary typeface

Halyard is a neo-grotesque sans-serif typeface, which is characterized by little variation in line weight and tight apertures. This typeface exhibits neutrality and simplicity and has excellent legibility. Halyard is gentle and approachable and has a strong, yet slightly playful personality.

DISPLAY TYPEFACE

Halyard Display

Aa
Book

Aa
Regular

Aa
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Complementary typeface

Proxima Nova complements Halyard Display well in that it is also a geometric sans-serif typeface that is friendly to the eye. It doesn't really have its own personality, which is the point. Proxima Nova is versatile and doesn't call attention to itself.

Proxima Nova

Aa
Light

Aa
Regular

Aa
Medium

Aa
Semibold

Aa
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

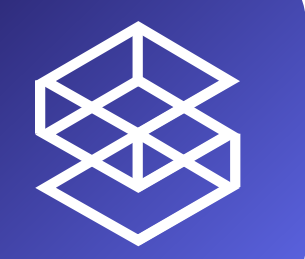| STYLE Font size: Desktop/Mobile	
EXTRA LARGE HEADING Font size: 64px/36px	**Halyard Display Medium**
LARGE HEADING Font size: 28px/20px	**Halyard Display Medium**
MEDIUM HEADING Font size: 28px/16px	Proxima Nova Medium
LABEL Font size: 22px/14px	**PROXIMA NOVA SEMIBOLD**
BODY 1 Font size: 22px/16px	Proxima Nova Regular
SMALL HEADING Font size: 18px	Proxima Nova Medium
BODY 2 Font size: 16px/16px	Proxima Nova Regular

Iconography

Icons have rounded corners and medium line weight to match the style of the rest of the application and website.

LIGHT BACKGROUND
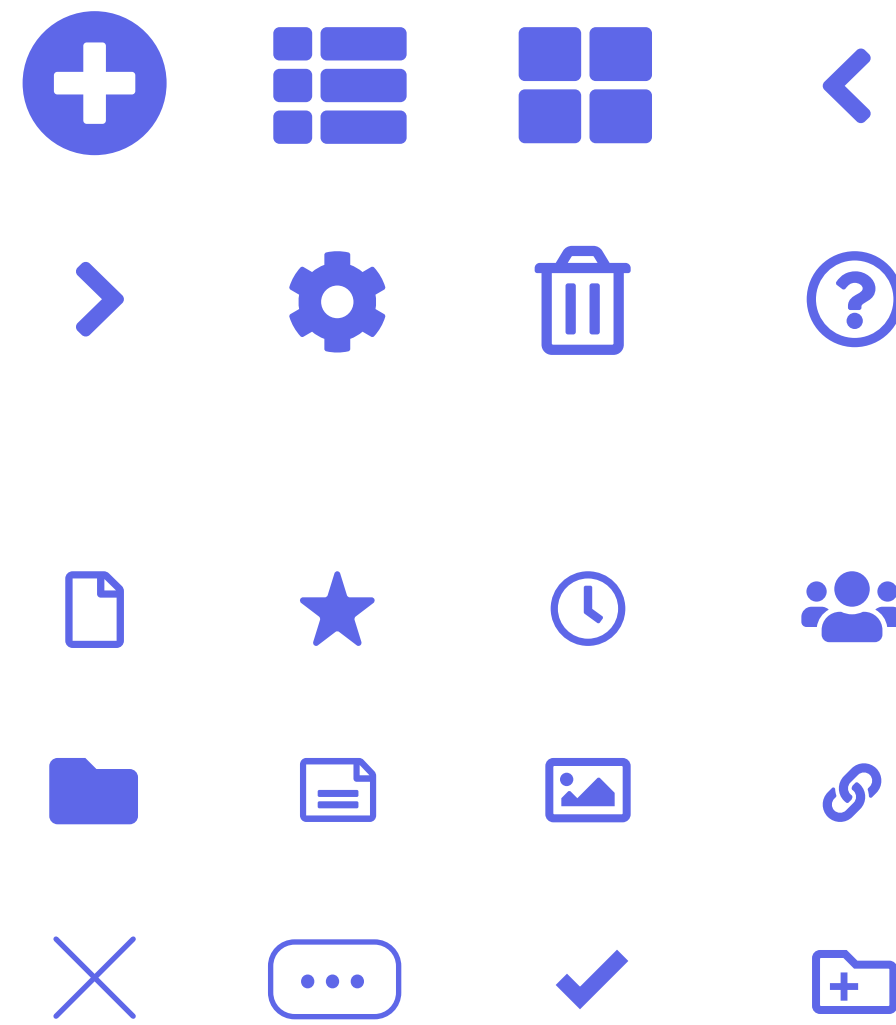
DARK BACKGROUND
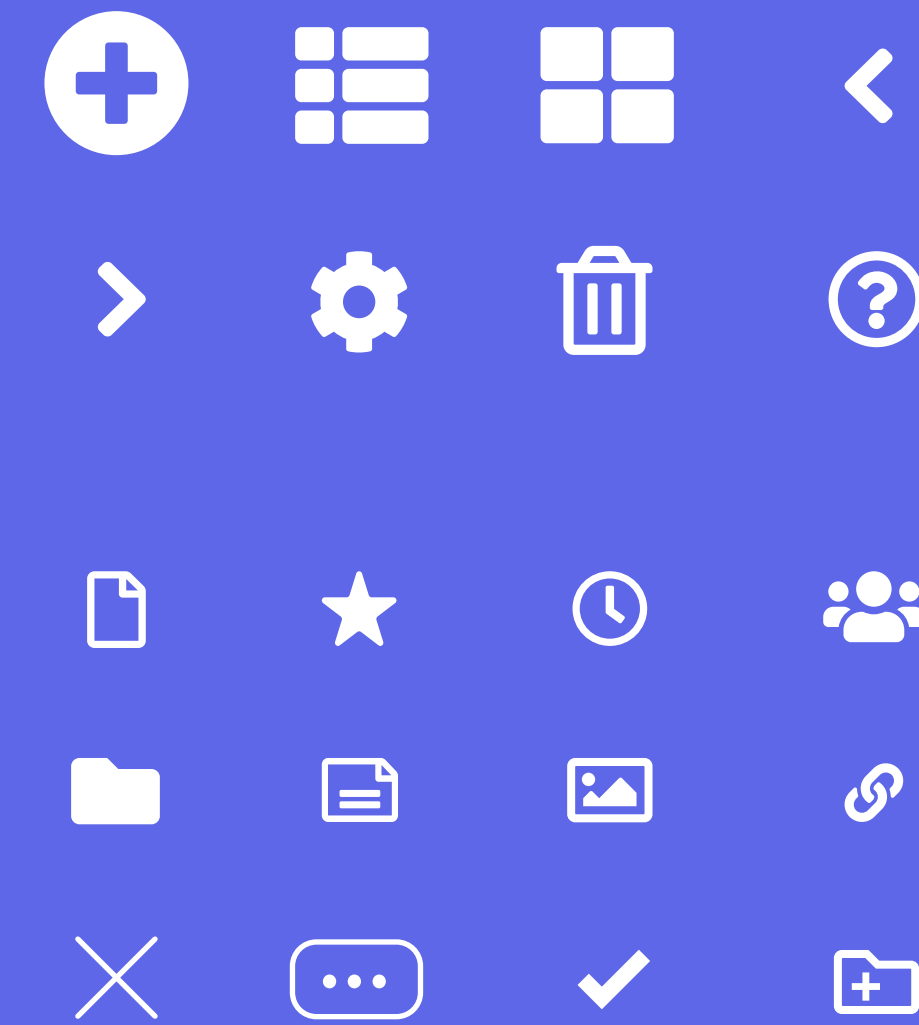
Buttons

Call-to-action (CTA) buttons on the landing page have one of two gradients, both related to creating an account.

DEFAULT **Default**

Application buttons vary between two styles. The primary button is used for "login" and "upgrade" actions. The secondary light button is used mostly in content creation for actions such as "move" and "share."

APPLICATION

Primary   Secondary light

Default   DEFAULT

Hover   HOVER

Disabled   DISABLED

UI Elements

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