

skel
THE AI LAB

logo manual

The logo

The logo is an important part of a visual identity and it is the first element that people connect with the laboratory.

Formats EPS/AI are vector formats: a mathematical string of commands indicating direction, colour, width, etc. You can drag and resize EPS and AI formatted graphics to any size, from a post-card to a 10 m² advertisement billboard, and maintain the quality of the logo or graphic intact.

TIFF/ JPEG are “rasterized” images with a specific pixel size that cannot be enlarged without losing design details.



The colours

Skel logo colour palette consists of 1 grey and 1 blue :

Grey: PANTONE 425c

Blue: PANTONE Process Blue C

These colours are used in the logo prints. PANTONE is a worldwide colour specification and recognition system. Pantone colours are also referred to as spot colours, PMS or special colours.

RGB is a colour system consisting of Red, Green and Blue.

The RGB system is used for reproducing colours on screen. HTML/HEX codes are based on the RGB system.

CMYK is a colour printing system in which the colours are separated into four printable colours: Cyan, Magenta, Yellow and Key colour (black). In the case of 4-colour print we shall always use the CMYK value codes to reproduce our corporate colours.

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Colours



CMYK:
C10 M0 Y0 K80



CMYK:
C100 M20 Y5 K10



#4D555A



#0094D0



PANTONE 425c



PANTONE Process Blue C



RGB:
R77 G85 B91



RGB:
R0 G136 B190

B&W



CMYK:
C0 M0 Y0 K85



CMYK:
C0 M0 Y0 K40



RGB:
R147 G149 B152



RGB:
R77 G77 B79

Use with photo background

Use appropriate margin around the logo to let it breathe. Make sure the logo has appropriate contrast with the background. If placing the logo over an image, make sure the area underneath is not busy



Use with photo background

Use appropriate margin around the logo to let it breathe. Make sure the logo has appropriate contrast with the background. If placing the logo over an image, make sure the area underneath is not busy



Use with photo background

If placing the logo over a busy image, add a white background to ensure proper contrast.



Fonts

We recommend the use of this font for any text that should accompany the logo:
Helvetica comes in a variety of different weights: Bold / Bold Italic / Regular / Regular Italic / Light / Light Italic. Helvetica is not serif type.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆØÅ,-: @/ & 1234567890
abcdefghijklmnopqrstuvwxyz æøå
@/ & 1234567890,-: () @HelveticaAaBbCc

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆØÅ,-: @/ & 1234567890
abcdefghijklmnopqrstuvwxyz æøå
@/ & 1234567890,-: () @HelveticaAaBbCc

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆØÅ,-: @/ & 1234567890
abcdefghijklmnopqrstuvwxyz æøå
@/ & 1234567890,-: () @HelveticaAaBbCc

BOLD OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆØÅ,-: @/ & 1234567890
abcdefghijklmnopqrstuvwxyz æøå
@/ & 1234567890,-: () @HelveticaAaBbCc

REGULAR OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆØÅ,-: @/ & 1234567890
abcdefghijklmnopqrstuvwxyz æøå
@/ & 1234567890,-: () @HelveticaAaBbCc

LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆØÅ,-: @/ & 1234567890
abcdefghijklmnopqrstuvwxyz æøå
@/ & 1234567890,-: () @HelveticaAaBbCc

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