

Skiline
Corporate Design Guidelines

skiline.cc

Logo

Logo clearances und distances

For the positioning and use of the logo following guideline should be respected:

The minimum distance and optimal logo clearance is directed by 'X', the height of the logo.

- Minimum distance: the half of the X minimum distance
- Optimal logo clearance: X



Logo Color Usage

Corporate Colour

The Skiline magenta is used as the main color.
This logo is used exclusively on a white background.

CMYK

C0 M100 Y0 K0

The logo consists of the word "skiline" in a bold, lowercase, sans-serif font, followed by ".cc" in a smaller, uppercase, sans-serif font. The entire logo is rendered in a vibrant magenta color.

Darkgrey Variant

For the case that the magenta version can not be used, this plain darkgrey logo and no other color should be used.

CMYK

C0 M0 Y0 K90

The logo is identical in structure to the magenta version, with "skiline" in bold lowercase and ".cc" in smaller uppercase, but it is rendered in a dark grey color.

White Variant

A plain white variant is used on a plain dark background.

Example backgrounds: Skiline Magenta, Skiline darkgrey, Skiline cyan.

The logo is rendered in white against a solid magenta background. The text "skiline" is bold lowercase, and ".cc" is smaller uppercase.The logo is rendered in white against a solid dark grey background. The text "skiline" is bold lowercase, and ".cc" is smaller uppercase.The logo is rendered in white against a solid cyan background. The text "skiline" is bold lowercase, and ".cc" is smaller uppercase.

Logo Usage

Dos and Don'ts

While using the logo the following points should be considered:

1. Magenta Logo on a white background
2. Primary use in horizontal orientation
3. Primary positioning right aligned at the top
4. Secondary positioning right aligned at the bottom
5. It's not allowed to rotate the logo
6. Vertical alignment only as a exception as a design element incl. compliance of the rules:
 - Only on a magenta background with a white logo
 - With the positioning at the right bottom
 - With the positioning at the center on a narrow banner or flag in portrait format
7. Darkgrey only on a bright background while taking a high contrast into account.
8. White logo on colored backgrounds (surfaces, photos)
 - Can be used on: Skiline darkgrey, Skiline magenta, photos with sufficient contrast between the logo and background (for example dark to middle blue sky)
 - Not allowed: all other colors, photos with not enough contrast between logo and background



Support Logo

Sponsoring

When the Skiline logo is stated as the operator or sponsor of a project, the „powered by skiline“ logo should be used (For example Adrenalin Cup powered by skiline.cc).

The darkgrey or white variant is made exclusively available for this.

The white version can also be used on dark backgrounds(for example Adrenalin Cup Saas-Fee).

powered by **skiline**.cc

powered by **skiline**.cc

Examples of usage

powered by **skiline**.cc

**ÖTZ
TAL** **SÖLDEN**

FLACHAU
SNOW
WAGRAIN
SPACE
ST. JOHANN
SALZBURG

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Colours

Corporate Colours

There is a primary Skiline color for the logo and the usage of all other media you also find further supporting colors.



	CMYK	RGB	Web
Skiline magenta	C0 M100 Y0 K0	230 0 126	#E6007E
Skiline darkgrey	C0 M0 Y0 K90	60 60 60	#3C3C3C
Skiline cyan	C100 M0 Y0 K0	0 160 227	#00A0E3

Typography

Corporate Typeface

For all documents and media, one font is exclusively used - Helvetica Neue Light.

HELVETICA NEUE LIGHT

Helvetica Neue Light

Highlight Typeface

Highlight of words or texts passages are executed with the Medium font style of Helvetica Neue.

HELVETICA NEUE MEDIUM

Helvetica Neue Medium