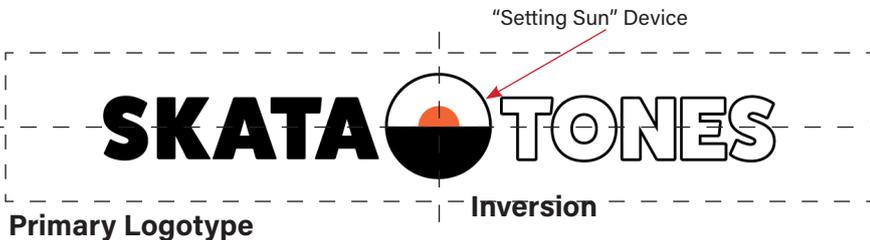


SKATA TONES

Brand & Logotype Usage Guidelines

The Skata Tones full logotype, text and "setting sun" device are available to use in connection with official Skata Tones events and marketing. Please follow the simple guidelines below to ensure the brand is represented in a way that maximises its effectiveness. If you are unsure about your application, please contact Skata Tones via the website www.skatatones.co.uk or skata.tones@gmail.com



The primary logotype is bold enough to be visible above a variety of light backgrounds. Please observe a reasonable space around the logo, as suggested by the dashed box here. For alignment, the centrelines can be taken from the "setting sun" device

Primary Logotype

Wherever possible, the primary logotype should be used.

A transparent (png/eps) format is also available. The logotype should be used with a white or light background where possible. Do not use the logo over complicated, poor contrast or clashing backgrounds.

The following standard inversions are available on request should it not be appropriate to use the primary logotype.

Primary



Under no circumstances should the logo be recoloured outside of the schemes outlined on this page.



Inversion



The logotype can be used in various sizes, providing it remains clearly legible. However, please DO NOT distort the logo proportions or shape in any way



Please use a suitable resolution logo and print/screen reproduction that allows the logo to be displayed clearly so that it is not blurred or pixellated. If you require a higher resolution, please contact Skata Tones



A selection of file formats are available on our website via the [Press Office](#) page

All logotypes are available in hires and small-format filetypes on request. Available file formats include .jpg (CMYK/RGB), .png, .svg, .eps.

Alternative format logotype

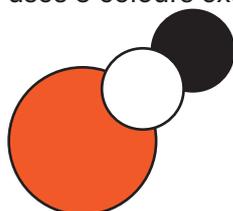
For web/social media and square-format representation. This logotype should be used ONLY when the format of the primary logotype is unsuitable e.g. Facebook/Twitter profile images.



Colourways

The Skata Tones Logotype uses 3 colours exclusively: White, Black & Orange

Skata Tones Orange:
R=241 G=90 B=41
C=0 M=63 Y=83 K=5
Hex F15A29
Pantone 7579 C



Orange is substituted for 50% grey in monochrome

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Type & Text

The Skata Tones logo text is based on Fat Frank typeface, which is used in titling where possible.

Other publicity content uses Acumin Pro, but a regular-weight sans-serif font such as Arial or Open Sans can be used as a substitute

Web representation

Please view our social media document for more information