SKATA ⊙ TONES
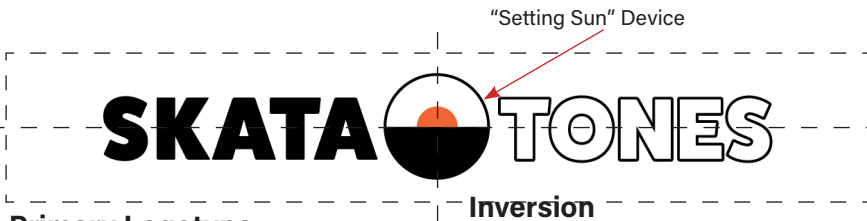
Brand & Logotype Usage Guidelines

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

"Setting Sun" Device

Primary Logotype

Inversion

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

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

Inversion

A selection of file formats are available on our website via the Press Office page

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

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

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

Alternative format logotype

For social media and some special applications ONLY e.g. Facebook/Twitter profile image. PLEASE DO NOT USE THIS LOGO FORMAT WITHOUT EXPLICIT PERMISSION FROM SKATA TONES
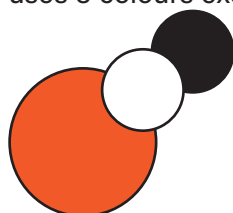

Colourways

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 subsituted for 50% grey in monochrome

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 can be used as a substitute

Web representation

Please view our social media document for more information