



Brand style guide

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## Brand **DESCRIPTION**

### **Skill** + **Equilibrium**

*noun*

*noun*

The ability to do something well

The state in which opposing forces or influences are balanced

Keeping your company growing can be a complex task. While each part might be functioning on its own, communication issues often develop when teams are seeing only a small piece of the customer journey.

At Skillibrium, we help go-to-market teams function more cohesively. Our full simplification platform combines structural knowledge with transparency tools to get everybody pulling in the same direction. Imagine a “brain” full of organizational resources, plus a “heart” to keep your people connected.

**Skillibrium.**

Grow together.

 **Skillibrium**



# Brand **CULTURE**

There's always a path  
to fix  
what isn't  
working.

While it's true that go-to-market teams might be operating the way they are for a reason, and there is often significant inertia keeping them from their best – it's our belief that improvement and progress are never impossible.

We're here to help go-to-market teams function better. And that alignment toward growth starts right here at home. Through simplicity and candor, we can embody the collaboration between heart and brain that represents what Skillibrium stands for.



## Brand VOICE

Go-to-market teams are looking to Skillibrium for help on how to do things better. The expertise we deliver means we're being trusted as a source of direction across countless subjects and industries – no matter the challenges present. That's why our brand's message is one of capability. A sense of willingness and the ability to take on all obstacles should be reflected in our brand's voice, along with the belief that there is a viable path forward.

Our voice isn't what we say, but how we say it. The idea is that it stays consistent, whether we're speaking to a garment manufacturer or a financial institution.

When our brand's voice is consistent, the messaging becomes clearer and the content better. It helps our audience see us through the lens we've intended.

### **Attributes** for **Skillibrium**:

We consider ourselves the operational experts. We're confident in what we know, while never talking down to people.

We're always positive in terms of what's possible. We genuinely believe in the potential of go-to-market teams, and we're here to help them succeed.

It's important that we speak clearly and directly, grounded in technical knowledge while only using acronyms and jargon when necessary. We're accessible, even casual sometimes – but this doesn't mean sloppy or unprofessional.

### **Dos and Don'ts:**

Be simple with language. Simpler is better, especially when a subject is complex.

Only use adjectives when necessary. Adjectives make things wordier than they need to be.

Make sentences shorter. Let's get to the point of what we're communicating.

Technical language is necessary on occasion but keep it as minimal as possible.

Be conversational and approachable. We're providing solutions to problems, not creating them.

 Skillibrium

## Brand **EXPERIENCE**

Every interaction with Skillibrium should leave go-to-market teams feeling like they've gained something of value.

We're simple, yet deep.

Clean, yet compassionate.

Smart, yet approachable.

We're here to help go-to-market teams grow,

both individually and as an organization.

And if a piece isn't functioning the way it should, let's change it.



## Primary **LOGO**

This is the preferred version of the Skillibrium logo. There are other logo variations for unique situations such as production in black and white, placing on another color, pattern, or image, etc., but none of them should be used when the preferred logo is the best option.



## Primary **LOGO** with **tagline**

Where applicable, using the logo with the tagline “Grow together” further reinforces what makes Skillibrium so unique. This version is referred to as a lockup, which means the font, size and placement are integrated and should not be altered.



## Logo **VARIATIONS**



### **REVERSED COLOR LOGO**

Exactly the same as our primary logo. Our corporate colors reverse well from most dark backgrounds.



### **MID-BACKGROUND LOGO**

For use on mid-shade color backgrounds or images requiring more contrast.



### **REVERSED GRAYSCALE LOGO**

For use on dark backgrounds where black ink is the only option or a color might clash with our primary logo.



### **GRAYSCALE LOGO**

For use on light backgrounds where black ink is the only option or a color might clash with our primary logo.

## Primary **LOGO USAGE**

The height of the “S” in the logo must be maintained around all sides of the logo. This area must remain clear of text, rules, pictures, symbols, page trim, folds or any other visible images. Maintaining these minimum clear space guidelines will ensure that the logo is not crowded in width or height, nor wrongly linked to other items. When possible, clear space distances should be increased to further highlight the Skillibrium logo.

The preferred version is with tagline. Use when possible in marketing and advertising materials except for emails.



## Incorrect **LOGO USAGE**

The Skillibrium logo should never be redrawn, repositioned or altered in any way. Integrity and legal protection of the logo are lost when variations occur. Here are some examples of what NOT to do with our logo:



DO NOT change the colors of the logo.



DO NOT place the logo on an image that doesn't allow for high contrast.



DO NOT place the logo on any background color or pattern that doesn't provide high contrast.



DO NOT place the logo on an angle.



DO NOT add a shadow to the logo.



DO NOT outline the logo.



DO NOT stretch or distort the logo.



DO NOT remove or alter the brain graphic.

## Using the **BRAIN ICON**

The brain icon can be used as a separate device for texture and dimension.

It is only used as a 10% screen to be placed as a MULTIPLIED layer on top of a color or background.

Try and treat it as a dynamic design element – let it bleed off the side, fall under type or act as a pattern.

When used sparingly, the brain icon can bring that “little something extra” to an otherwise plain page.



# TYPOGRAPHY

Use **Helvetica Black** for headlines.

**Helvetica Bold** for subheads.

Helvetica Roman for body copy.

Helvetica Light as an alternate where legible.

*Helvetica Oblique* can be used for emphasis within a headline or sentence, but not to be used entirely for headlines, subheads or body copy.

Use only one brand color for relevant headlines, subheads, captions and callouts, and 80% black for body copy.

## Helvetica Black

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^\*()\_+

## Helvetica Bold

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^\*()\_+

## Helvetica Roman

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^\*()\_+

## Helvetica Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^\*()\_+

## Helvetica Oblique

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^\*()\_+

## Color PALETTE

The primary color palette was created using subtle variations of common colors – literally showing something familiar in a fresh way. These colors were intentionally chosen to be “mid-value,” allowing both black and white to be overprinted legibly. This technique, however, is least effective with the Night shade of blue.

The secondary color palette is created by lightening the screen value by 75, 50 or 25% (when placed over a white background).

Use secondary colors sparingly and with purpose. If they fail to add value or enhance the reader’s understanding of information, avoid adding them.

	<b>Skillibrium night</b>	<b>Skillibrium flame</b>	
75%	CMYK 93, 67, 36, 20 RGB 28, 78, 110 HEX #1c4e6e	CMYK 0, 74, 87, 0 RGB 255, 103, 48, HEX ff6730	75%
50%			50%
25%			25%
	<b>Skillibrium storm</b>	<b>Skillibrium solar</b>	
75%	CMYK 59, 27, 35, 0 RGB 112, 156, 159 HEX #709c9f	CMYK 0, 33, 89, 0 RGB 255, 180, 54 HEX #ffb436	75%
50%			50%
25%			25%