Skills .MOVE

Brand Guidelines

This manual gathers the basic tools to correctly use the Skills.move brand in all its possibilities.

This way we improve the identification and recognition of Skills.move.

Skills.move
Brand Guidelines

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1. Basic standards
2. Color palette
3. Photographic style
5. Icons

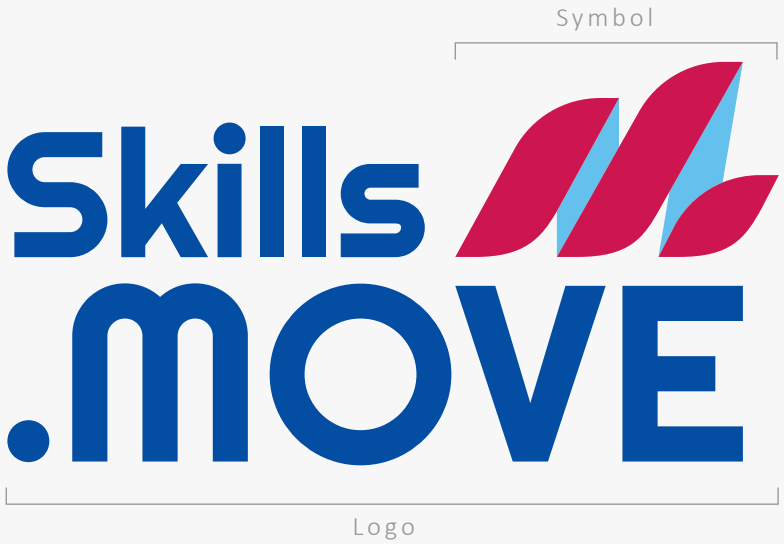
FEB 2021

1.Basic standards

1.1
Logo composition
Symbol

The graphic symbol can be used as a support resource (independently of the logo) for the parts detailed in this manual.

1.2
Logo composition
Main version



1.3
Logo composition
Security zone

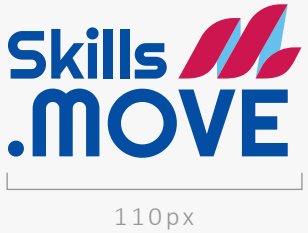
In order for the logotype to always maintain its legibility and not conflict with other elements, a free space must be left around it.

The minimum established is equal to the height of the capital letter "s" in the logo.

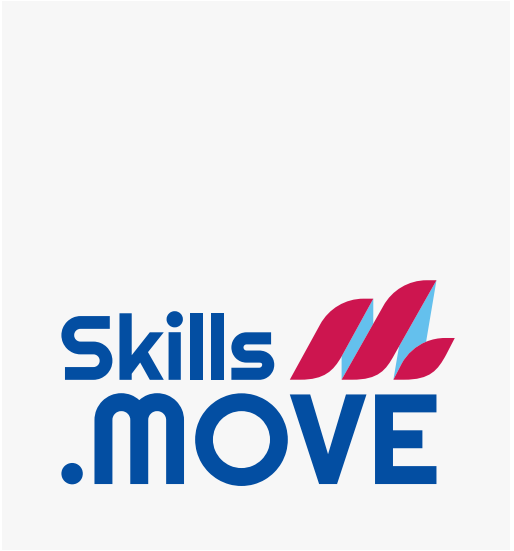
1.4
Logo composition
Minimum size

The minimum size of the logo ensures its legibility in the different formats and supports.

In digital the minimum size will be 110px.



1.5
Logo composition
Correct uses



Full Color
The full colour logo is the preferred version on all materials and communications.

Reversed
This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes.

Single Color
The single colour version of the logo should only be used when the full color version of the logo cannot be applied.

1.5
Logo composition
Correct uses

The logo on image will be in white color and can be placed wherever it is convenient according to the image, always respecting the security zone when it is placed at the edge of the image.

If necessary, a shadow effect can be added behind the logo to allow its legibility.

We will use the color version as long as the image has clear backgrounds that allow it to be displayed well.

1.6
Logo composition
Incorrect uses

Any modification of the logo causes it to lose meaning and diminishes its impact. Under no circumstances may it be redrawn, reinterpreted or altered in any way.

Symbol
Do not move the symbol from the logo composition

Form
Do not recreate, rewrite, redraw or modify the proportions of the logo.

1.6
Logo composition
Incorrect uses

Any modification of the logo causes it to lose meaning and diminishes its impact. Under no circumstances may it be redrawn, reinterpreted or altered in any way.

Do not place our logo on backgrounds that limit legibility, on faces or legibility, on faces or on backgrounds with high-contrast high contrast elements.

1.7
Logo composition
Symbol uses

Sometimes we can use the symbol as a watermark on images.

It can also be used as background of digital media in which texts can be placed on top. For these texts to be displayed correctly, the opacity of the symbol must be a maximum of 10%.

We can use the color or white version as appropriate.

2.Color palette

2.1
Main colors

CMYK 13 99 51 4

RGB 205 21 79

#CD154F

CMYK 87 50 0 0

RGB 8 111 183

#034EA2

2.2
Secondary color

The secondary color will only be used to recur commercial pieces in supporting graphic elements.

CMYK 59 6 0 0

RGB 100 192 237

#64C0ED

2.3
Neutral colors

CMYK 0 0 0 10

RGB 237 237 237

#EDEDED

CMYK 0 0 0 50

RGB 152 152 152

#989898

CMYK 0 0 0 20

RGB 216 216 216

#D8D8D8

CMYK 0 0 0 70

RGB 104 104 104

#686868

CMYK 0 0 0 35

RGB 184 184 184

#B8B8B8

CMYK 0 0 0 90

RGB 56 56 56

#383838

3.Photographic style

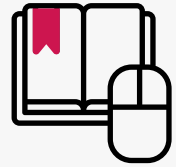
3.1
Photographic selection

5.Web icons

5.1
Web icons

Home

Search


Courses

Assigment

Configuration

Time

Difficulty

Information

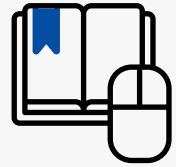
Learning

Quiz/Evaluation

5.1
Web icons

Home

Search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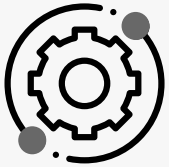
Configuration

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4.Digital

4.1
Web banners

Example of square banner

Example of vertical banner

4.1
Web banners

Example of horizontal banner

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