



Masterbrand Guidelines  
December 2023

# Our logo

## Spectrum Mark

Beautiful. Full of colour. And instantly recognisable. Our Spectrum Mark embodies our brand's personality and vibrancy.

It sits perfectly on white worlds.



You'll see these buttons pop up throughout the document. They'll take you to the location of the assets you're looking to use. *[Internal use only]*



Masterbrand Logos

# Our logo

## Mono Mark

**Extra special situations**  
We only use our Mono Mark when we can't reproduce our Glass Mark or Spectrum Mark. For example, in the stitching on clothing or in single-colour vinyl prints.



# Our logo

## Give it some space

Nobody likes to be cramped. And neither do our logos. That's why we have an exclusion zone. It's the area of space that appears around all our logos to help them stand out.

The exclusion zone should always be half the height of the S in Sky, and cover all edges of the main body of the Sky logo, just like you see in this lovely graphic below.

It acts as a safe zone where no other graphics or visual elements can enter, keeping the surrounding area around our logo free. We're also careful and considerate about the contrast in this space when the exclusion zone is on top of imagery. This helps our logo stand out as much as possible.





# Our logo

✗ Don't do this

Our logo's our most powerful brand asset. So we need to use it appropriately and consistently. To do that, please don't do any of these things below.



✗ Don't use our Mono Mark when you can use our White Glass Mark.



✗ Don't rotate any of our logo marks.



✗ Don't add glows or additional effects to any of our logo marks.



✗ Don't use sub-brand gradients within our Sky logo.



✗ Don't edit or reposition the 'Believe in Better' tagline.



✗ Don't adjust the scale within our logo marks.



✗ Don't edit or flip the gradient within our Spectrum Mark.



✗ Don't put the Spectrum Mark over coloured backgrounds or gradients.



✗ Don't mix different logo styles.



✗ Don't place our Clear Glass Mark or White Glass Mark off-centre.