

Sky Master Brand

Primary



Sky_Master_Brand_Logo_LARGE_RGB.ai

Mono Black



Sky_Master_Brand_Logo_MONO_BLACK_RGB.ai

Mono Black



Sky_Master_Brand_Logo_MONO_WHITE_RGB.ai

Primary with Bleed



Sky_Master_Brand_Logo_RGB_Bleed.ai

Application Principles









On content use
Our spectrum mark never sits over content, that's a job for the content mark.
Our spectrum mark only sits on white or light backgrounds.

Aspect ratio
Never change the aspect ratio of the mark.
Do not stretch or condense the mark in any way.

On content use
Our spectrum mark never sits over content, that's a job for the content mark.
Our spectrum mark only sits on white or light backgrounds.

Mono use
For applications where a colour logo is not possible to be re-produced in print, mono logos are available as an alternative.

What Not To Do

Don't rotate	Don't crop
	
Don't distort	
	
Don't place on content	
	
Mono White	Mono Black
	

Exclusion Zone



Minimum Sizes

In order to retain brand legibility across all platforms, we recommend that our logos should never be used below sizes of 60px high (on air & digital) or 10mm high (in print).

