



skyello

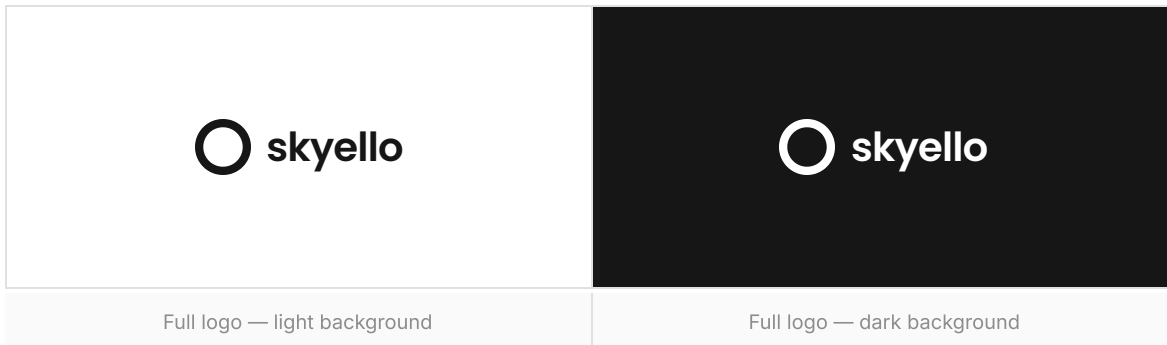
BRAND GUIDELINES

Everything you need to represent Skyello accurately across digital and print media.

LOGO SUITE

Logo variants

The Skyello logo consists of a circular mark and wordmark. Use the appropriate variant for each context.



LOGO SUITE

Usage rules

Maintain consistency by following these guidelines when displaying the Skyello logo.

Clear space


Maintain minimum clear space equal to the icon mark height (1x) around all sides of the logo.



Minimum size







Never display the logo below these minimum dimensions to ensure legibility.

 Icon: 24px minimum

 Full logo: 80px wide

Incorrect usage

Never modify the logo in any of the following ways.

		
Don't stretch or distort	Don't add outlines or borders	Don't recolor
		
Don't use busy backgrounds	Don't add drop shadows	Don't reduce opacity

COLOR PALETTE

Brand colors

A neutral grayscale foundation with a single blue accent. Color use is intentional and restrained.

Primary

#161616	#FFFFFF	#0F62FE
Black RGB 22, 22, 22 CMYK 0, 0, 0, 91 Primary text, dark backgrounds	White RGB 255, 255, 255 CMYK 0, 0, 0, 0 Backgrounds, inverse text	Blue 60 RGB 15, 98, 254 CMYK 94, 61, 0, 0 Interactive elements, CTAs only

Secondary

Gray 90	Gray 80	Gray 70	Gray 60	Gray 50	Gray 30	Gray 20	Gray 10

Status & Accent

Used for compliance status indicators in the product interface.

#198038	#DA1E28	#F1C21B
Green 60 RGB 25, 128, 56 Compliant, operational	Red 60 RGB 218, 30, 40 Non-compliant, critical	Yellow 30 RGB 241, 194, 27 Warning, attention

TYPOGRAPHY

Typefaces

Four typefaces, each serving a distinct purpose across the brand and product.

Inter	MARKETING — BODY & UI
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm	
Regular 400 Medium 500 Semibold 600	
Open source — Google Fonts	

Poppins	BRAND — LOGO & WORDMARK
skyello	
Semibold 600	
Used exclusively for the Skyello wordmark.	
Open source — Google Fonts	

TYPOGRAPHY

Product typefaces

The typefaces used across Skyello's product interface and data displays.

IBM Plex Sans	PRODUCT — UI & INTERFACE
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm	
Light 300 Regular 400 Medium 500 Semibold 600 Bold 700	
Open source — Google Fonts	

IBM Plex Mono	PRODUCT — CODE & DATA
0123456789 ABCDEF	
Regular 400 Medium 500	
Asset identifiers, serial numbers, inspection codes, coordinates.	
Open source — Google Fonts	

tone of voice

How Skyello communicates

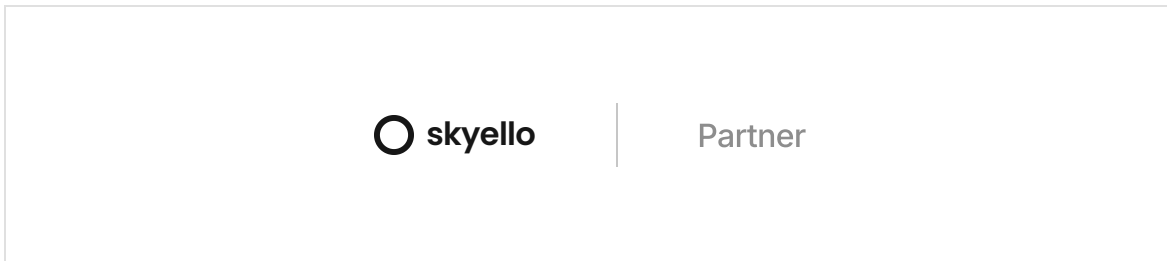
<p>Precise and technical</p> <p>Specific regulatory language. We name actual programs, actual systems, and actual outcomes.</p>	<p>Confident without boasting</p> <p>We state what the product does. Numbers come from verified deployments, not projections.</p>
<p>Direct and concise</p> <p>Short sentences. Active voice. No filler phrases. Every word earns its place.</p>	<p>Grounded in operations</p> <p>We write for people who run facilities, not people who buy software.</p>

WE SAY	WE DON'T SAY
"Compliance verification"	"Compliance management solution"
"Built for refineries"	"Built for enterprise"
"Enforcement infrastructure"	"Digital transformation platform"
"Tracks obligations continuously"	"Streamlines compliance workflows"
"AI-powered inspections"	"Leveraging artificial intelligence"

CO-BRANDING

Partner logo guidelines

Maintain equal visual weight and proper spacing when the Skyello logo appears alongside a partner.



Horizontal layout — separate logos with a 1px vertical divider. Maintain equal height and center-align both marks. Minimum divider spacing is 2x the icon mark height.

Restrictions

- Do not combine the Skyello icon with a partner icon into a single composite mark
- Do not alter Skyello logo colors to match a partner's brand palette
- Do not reduce the Skyello logo to be smaller than the partner's logo
- Always maintain minimum clear space around the Skyello logo

VISUAL LANGUAGE









Imagery & visual style

<p>Product surfaces</p> <p>Clean technical interfaces — real product screens, data tables, compliance dashboards.</p>	<p>Photography</p> <p>Real industrial environments — refineries, field work, control rooms, drone operations.</p>
<p>Illustration</p> <p>Not used. Technical diagrams and real product surfaces replace illustrated content.</p>	<p>Backgrounds</p> <p>White (#FFF), light gray (#F4F4F4), or dark (#161616). No gradients or patterns.</p>

THE LIVING MARK

Status through color

The Skyello circle mark is a living element. Across the product, it communicates compliance status at a glance — shifting color to reflect the state of a facility, an inspection, or the system itself.

 <p>Default Authentication, loading, neutral</p> 	 <p>Success Verified, compliant, operational</p> 	 <p>Warning Attention needed, pending review</p> 	 <p>Critical Non-compliant, error, violation</p> 
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<p>Always moving</p> <p>The mark animates continuously — a subtle, organic motion that signals the system is live and actively monitoring. A static mark means nothing is happening.</p>	<p>Instant recognition</p> <p>Blue means ready. Green means compliant. Yellow means attention needed. Red means action required. No reading, no interpretation — just color.</p>	<p>Seamless transitions</p> <p>When status changes, the mark shifts smoothly from one state to the next. No flashes, no jarring swaps. The transition communicates real-time response.</p>
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STATE	CONTEXT	PRIMARY COLORS
● Default	Authentication, loading screens, idle states, neutral system status	#0F62FE · #002d9c · #4589ff · #78a9ff
● Success	Verified compliant, inspection passed, agent mission complete	#24a148 · #42be65 · #6fdc8c · #198038
● Warning	Pending review, attention needed, approaching threshold	#d4a017 · #f1c21b · #fdd13a · #fee7a0
● Critical	Non-compliant, violation detected, immediate action required	#da1e28 · #fa4d56 · #ff8389 · #a2191f

THE LIVING MARK




Guidelines for displaying the animated mark correctly across product surfaces and marketing materials.

<p>Product interface</p> <p>The animated mark appears in the navigation bar, loading states, and system status indicators. Always animated when the system is connected. Use the WebGL mesh gradient implementation.</p>	<p>Marketing materials</p> <p>In static contexts (print, PDF, email), use the Default (blue) state gradient as a static ring. The conic gradient approximation shown here is the approved static fallback.</p>
<p>Dark backgrounds only</p> <p>The living mark is designed exclusively for dark backgrounds (#161616). The inner circle must match the background color to maintain the ring illusion.</p>	<p>State transitions</p> <p>Transitions between states use 800–1200ms ease-in-out timing. Colors interpolate smoothly — never snap. The animation speed adjusts subtly per state.</p>

SIZE REFERENCE

 <p>24px — Nav icon</p>	 <p>40px — Badge</p>	 <p>64px — Loading</p>	 <p>80px+ — Hero</p>
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Never modify the living mark in any of the following ways.

		
<p>Don't distort the shape</p>	<p>Don't use on light backgrounds</p>	<p>Don't mix state colors</p>



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