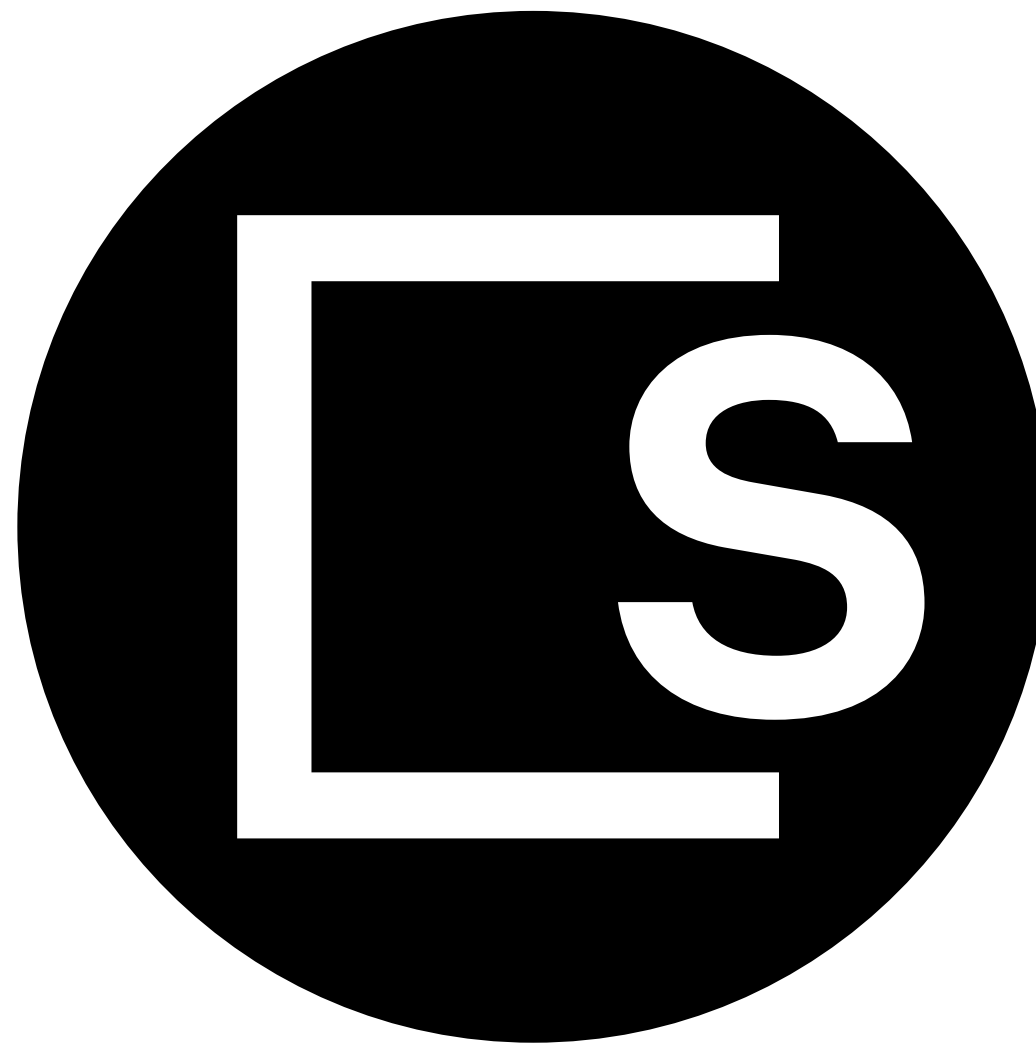SKALE

Logotype

minimal safe area

SKALE

The SKALE logotype can only be used in black or white and should never be deformed, distorted or changed from its original shape and form in any way.

The importance of whitespace around brand elements and throughout all layouts adds clarity and impact to the visual messaging.

The more whitespace, the better it looks.

Icon / Token

Typography

Inspired, by Futura, Gellix employs a combination of rounded and square shaped lettering with verticality and horizontal presence giving legibility.
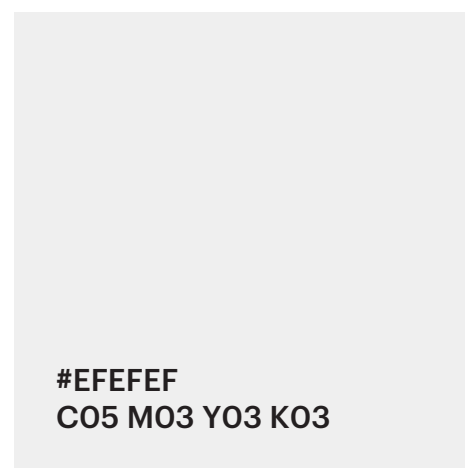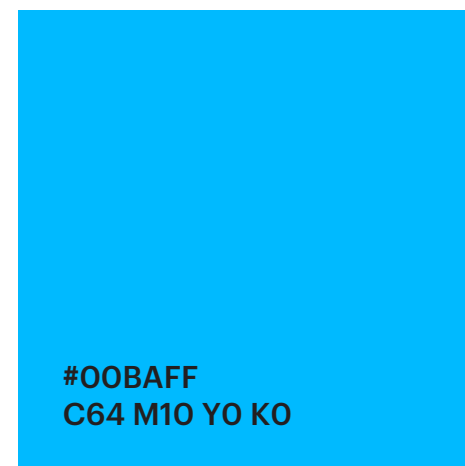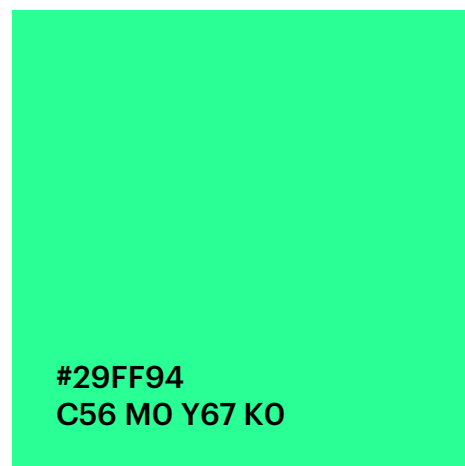
Rounded and squared letters provide Play with a friendly, organic character while looking into the future with its more technical geometric features.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves allowing letters to be settled into their natural width for a more natural reading rhythm.

Headlines / Optical Kerning

Gellix Regular 28pt

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()

Gellix Bold 28pt

**ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()**

Play Regular 28pt

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()

Play Bold 28pt

**ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()**

Body Text

Roboto Light 14pt

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()

Roboto Regular 14pt

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()

Roboto Bold 14pt

**ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()**

Roboto Light 18pt

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()

Roboto Regular 18pt

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()

Roboto Bold 18pt

**ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()**

SKALE

Color Palette

Primary Colors

A mixture of subtle, yet striking cool primary colors combined with a warm and playful set of secondary colors offers flexiblity for practically any medium including print and web.
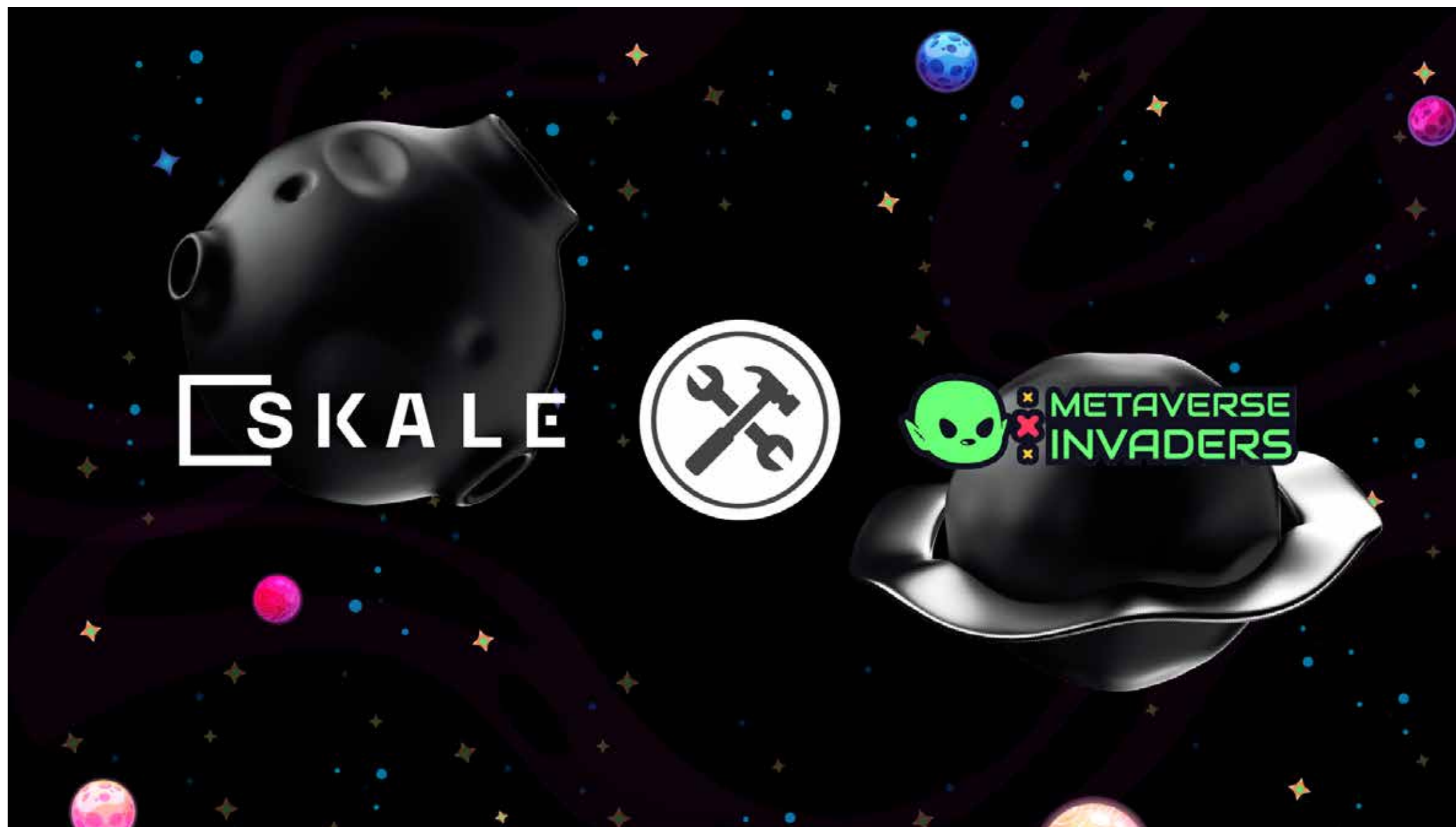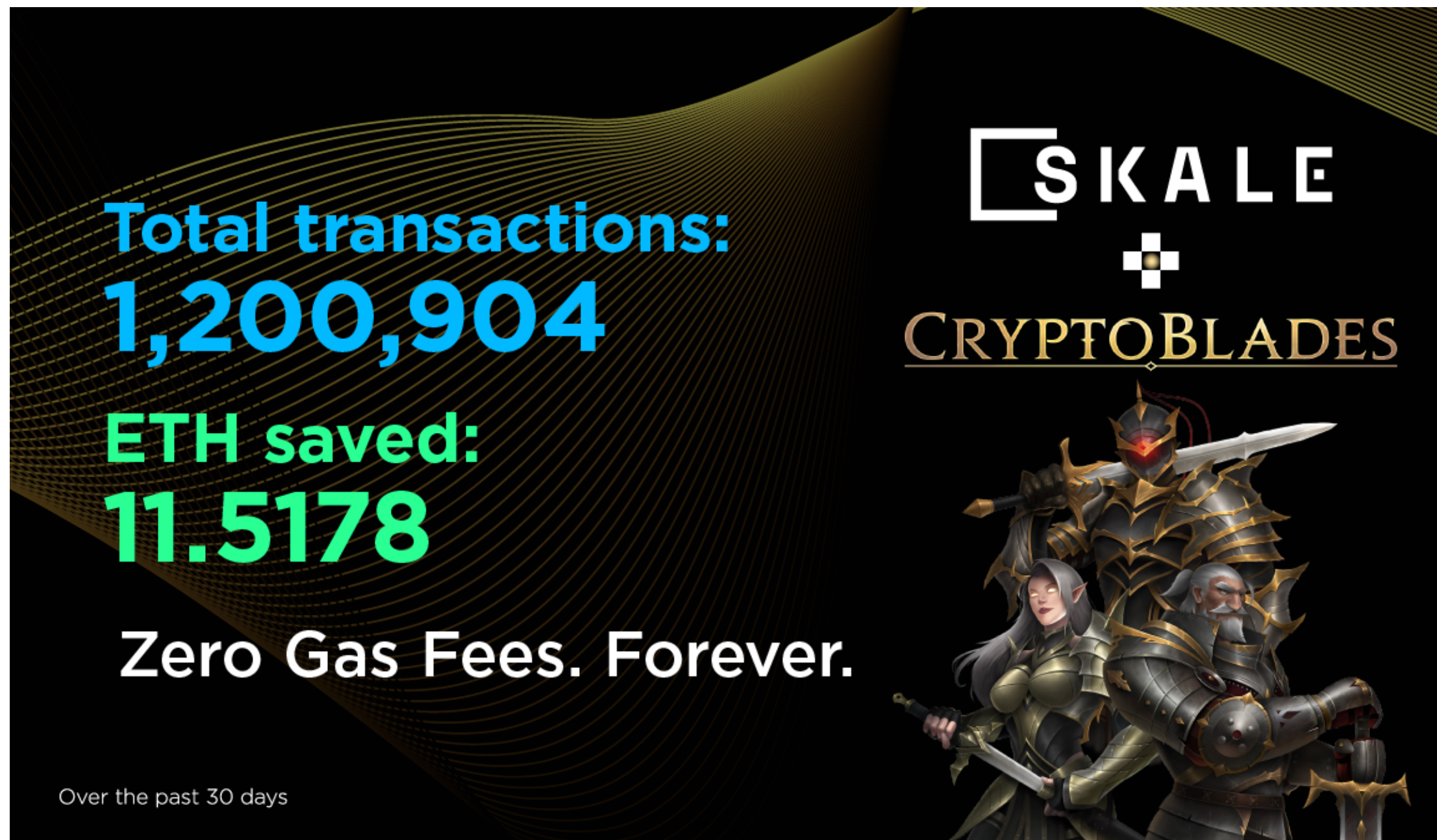
#29FF94
C56 M0 Y67 K0

#8BFCD9
C38 M0 Y26 K0

#00BAFF
C64 M10 Y0 K0

#173CFF
C84 M72 Y0 K0

#EFEFEF
C05 M03 Y03 K03

#00000
C75 M68 Y67 K90

Secondary Colors

#FC877C
C0 M59 Y43 K0

#FF7145
C0 M70 Y77 K0

#FF442A
C0 M87 Y88 K0

#070766
C100 M99 Y22 K30

SKALE

Examples

Co-Branding - Building on Skale Network

Examples

Co-Branding Announcements

Examples

Twitter Banner

The Blockchain
Network of the Future.

AVAILABLE TODAY

Examples

Promotional Announcements

Examples

Blog Post - Into the SKALEverse

Examples

Blog Post - Monthly Community AMA

Examples

SKL Coin Trading Announcements