SKAKO

Contents

This light version of the Corporate Identity Programme represents an extract of SKAKO's complete design line published on 26 August 2021. The light version exclusively describes the regulations for the use of SKAKO's logo, logo colours, placement, use of stand-alone 'A' symbol, typography, photo treatment and machinery colours. For questions regarding SKAKO's other design elements and complete programme, please contact SKAKO's Group Communications department.

SKAKO - Light Corporate Identity Programme
Vol. 1
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26 August 2021

Corporate Identity Programme

Since 1963, SKAKO has been positioned as a strong trademark within technology and manufacturing of machines for the concrete, vibration and building industries. In line with the global development of the company, there is a need for a uniform identity and visual presentation across all companies and countries.

In 2020, SKAKO launched a new and updated visual identity and started re-branding of our long-standing and well-known trademark. Both to position ourselves even more in the market and to send a clear signal that we are a vital company developing and following the trends of time.

Gathering a holistic picture of SKAKO's identity across all companies and divisions is a key element in the general branding, and the illustration of our visual identity is the company's and the organization's voice in the market – expressed in colours, fonts, graphic elements and yes ... the essential element ... our logo.

Our logo is strategically founded to support and communicate an important part of the SKAKO DNA: that we are an innovative company based on an engineering way of thinking and development-oriented approach.

This design guide has been worked out as part of the corporate branding to create the best possible conditions for a clear, common, and uniform expression in our surrounding world and to protect our unique and strong brand.

As SKAKO employees and brand ambassadors, we hope that you will contribute to implementing and maintaining our distinctive character and unique trademark.

Faaborg, 26 August 2021

Peter Gellert Kätow
Digital Concept Developer

Steen-Flemming Elmarlund
Group Communications Manager

Purpose

We aim to make our customers' production flow as hassle-free, reliable and sustainable as possible.

Our values

We use our know-how to define the industry

as our knowledge and competencies are inherited from more than 60 years of experience and dedicated to your needs.

We are always reliable

as we are known for setting the standards of quality and accuracy within our industry.

We bring accessible service

as we are well represented around the world and always ready to help.

Our brand promises

We develop sustainable, technology-based and visionary solutions

We meet customers with a future-oriented mindset and engage our technical know-how and innovative capacity in companies' individual needs.

We provide profitable business

We generate continuous and visible value for our investors and shareholders, as well as attractive ROI and reduced total costs of ownership in plants, spare parts and applications.

We are big enough to cope - and small enough to care

We solve complexity in small and large projects and impact the bigger picture by improving even the smallest of detail.

We commit ourselves in close partnerships

We put our worldwide customers' needs first and bring our service, customer adapted solutions and engineering expertise from offices in Faaborg, Strasbourg and San Sebastian.

Company logo

Main version

SKAKO

For black & white advertisement

SKAKO

SKAKO

Mango

CMYK:	0-24-87-0
RGB:	255-194-34
HEX:	#FFC222
Pantone:	123 C
RAL:	1018
NCS:	0580-Y20R

Black

CMYK:	50-50-50-100
RGB:	0-0-0
HEX:	#000000
Pantone:	Black C
RAL:	9005
NCS:	N/A

White

CMYK:	0-0-0-0
RGB:	255-255-255
HEX:	#FFFFFF
Pantone:	N/A
RAL:	9010
NCS:	N/A

The logo is prepared in a number of different file formats and colour spaces, which are not to be altered. The logo package contains both vector and pixel file formats.

Ai-files (vectors)

Ai-files work as originals and should always be used for high-resolution print production. These files are also to be used if the need for other file formats, sizes or colour spaces arises.

SVG-files (vectors)

SVG-files are primarily used for web due to its reduced file size and flexible scaling capabilities.

PNG- and JPG-files (pixels)

PNG- and JPG-files are made for Office documents (primarily PowerPoint and Word) and for web. They usually appear in RGB and in over-size, and can be down-scaled to the desired size.

Please be aware that logos made for web might need to be pixel optimized if they are to be used in very small sizes.

Company logo - SKAKO Dartek

Main version

SKAKO DARTEK

For black & white advertisement

SKAKO DARTEK

SKAKO DARTEK

Mango

CMYK:	0-24-87-0
RGB:	255-194-34
HEX:	#FFC222
Pantone:	123 C
RAL:	1018
NCS:	0580-Y20R

Black

CMYK:	50-50-50-100
RGB:	0-0-0
HEX:	#000000
Pantone:	Black C
RAL:	9005
NCS:	N/A

White

CMYK:	0-0-0-0
RGB:	255-255-255
HEX:	#FFFFFF
Pantone:	N/A
RAL:	9010
NCS:	N/A

Squirrel grey

CMYK:	14-4-0-44
RGB:	122-136-142
HEX:	#7A888E
Pantone:	430 C
RAL:	7000
NCS:	4010-B30G

The logo is prepared in a number of different file formats and colour spaces, which are not to be altered. The logo package contains both vector and pixel file formats.

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Please be aware that logos made for web might need to be pixel optimized if they are to be used in very small sizes.

Logo placement
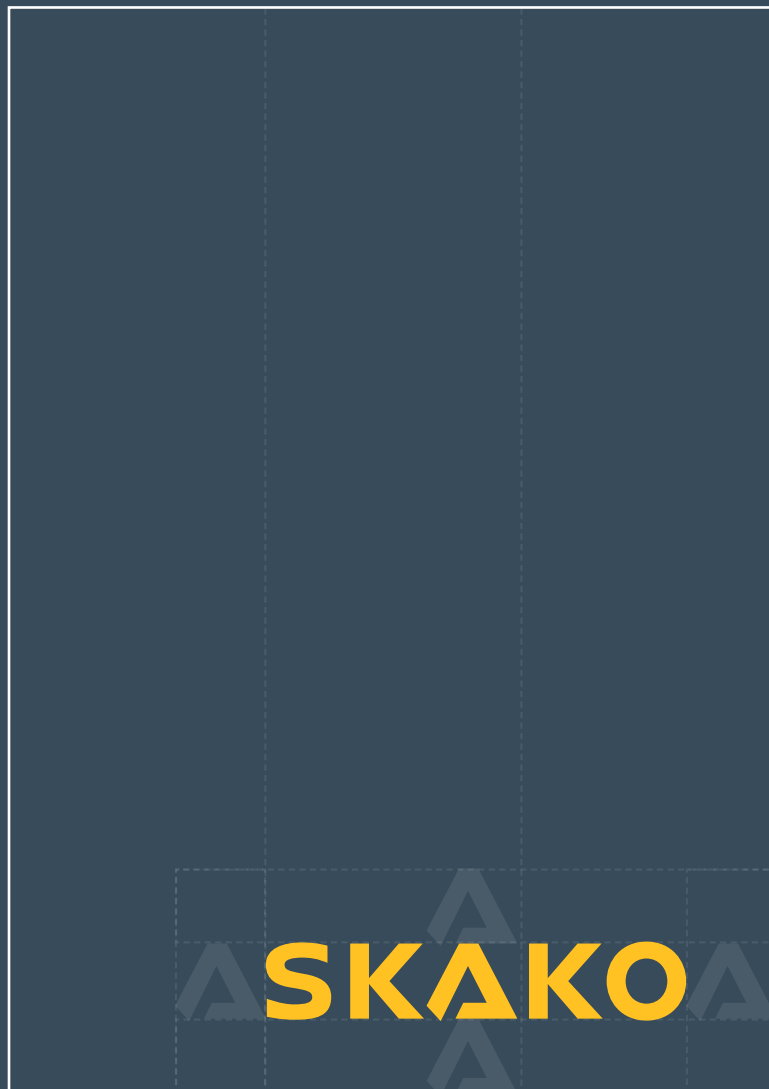
To ensure that there is always sufficient space surrounding the logo, please use the following examples.

Placement on canvas

When placing the logo on a canvas, you should place it on the lower right corner, whenever possible.

There must always be at least a distance equal to the size of the logo-A to the edges of the canvas, other graphics and texts whether the logo is used on letterheads, envelopes, folders, brochures, business cards or websites, etc.

The logo should never be larger than one-third of the canvas including the right margin to the edge of the canvas.

Distance to other elements

A free space of minimum the size of the logo-A should surround the logo before any other graphic elements, images or text.

Minimum size of the logo

The minimum size of the logo is 7 mm in height when used on front pages. However, when used in footnotes or similar, it is acceptable to use it as small as 2,5 mm height but only when used as a secondary element.

Do's & don'ts

When you use the logo, there are a few do's and don'ts all to ensure visibility and recognizability.

Contrast

Always make sure to place the logo on a background with a high contrast to ensure the readability. This applies both if you are placing the logo on a coloured background or on a background image.

Uniform background

When the logo is placed on a background image, it is important that the logo is placed on a part of the image that has a uniform background and not over complex elements and contrasts.

Orientation

The logo is only to be used horizontally. In some cases, however, the logo can also be used in a 90-degree rotation with the S at the bottom, if for instance the logo is used on equipment or as a secondary element.

A-mark

As an additional graphic element, the A from the logo can be used to increase brand recognition. The A can be used as an icon, watermark or overlay.

Placement

When you place the A-mark, it is important that it does not replace the logo. It always needs to be a supporting element. It is advised to keep the entire A-mark visible; however, in some cases it can also be cropped marginally.

Colours

The A-mark should only be used in the following colours: Mango, Gunpowder blue, black and white. For colour information - see page 16. When the A-mark is used as a watermark or overlay, the opacity may be altered depending on the context.
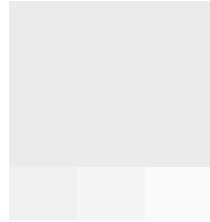
Colours

Primary colours

Mango

CMYK:	0-24-87-0
RGB:	255-194-34
HEX:	#FFC222
Pantone:	123 C
RAL:	1018
NCS:	0580-Y20R

Gunpowder blue

CMYK:	39-17-0-65
RGB:	55-75-90
HEX:	#374B5A
Pantone:	7545 C
RAL:	5008
NCS:	6020-B

Secondary colours

Platinum

CMYK:	0-0-0-8
RGB:	235-235-235
HEX:	#EBEBEB
Pantone:	663 C
RAL:	9003
NCS:	0907-R90B

Black

CMYK:	50-0-0-100
RGB:	0-0-0
HEX:	#000000
Pantone:	Black C
RAL:	9005
NCS:	N/A

Squirrel grey

CMYK:	14-4-0-44
RGB:	122-136-142
HEX:	#7A888E
Pantone:	430 C
RAL:	7000
NCS:	4010-B30G

White

CMYK:	0-0-0-0
RGB:	255-255-255
HEX:	#FFFFFF
RAL:	9010
NCS:	N/A

The lighter variations of the colours shown below each example, is to showcase different opacities (75%-50%-25%)

The primary SKAKO colours are Mango and Gunpowder blue. The rest of the colours are to be used as supplementary or background colours.

Primary colours

Gunpowder blue should be the most used colour in materials. It can be used as text colour, background colour and overlay colour. The Mango colour should mainly be used as the logo colour and as an accent colour to ensure brand recognition.

Secondary colours

Platinum, Squirrel grey, black and white are all colours that should mostly be used as background colours or on more subtle texts such as notes.

White is also used as primary colour on dark backgrounds.

Colours

Tertiary colours

Cardinal

CMYK:	16-95-69-5
RGB:	197-40-61
HEX:	#C5283D
Pantone:	4059 C
RAL:	3031
NCS:	2060-R10B

Bottle green

CMYK:	87-31-75-21
RGB:	11-110-79
HEX:	#0B6E4F
Pantone:	3298 C
RAL:	6016
NCS:	3060-B90G

Cadet blue

CMYK:	73-16-32-1
RGB:	55-161-173
HEX:	#37A1AD
Pantone:	2220 C
RAL:	5018
NCS:	2030-B30G
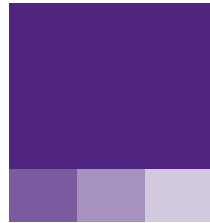
Blue violet

CMYK:	86-100-5-1
RGB:	80-38-128
HEX:	#502680
Pantone:	3555 C
RAL:	5002
NCS:	3555-R60B

The lighter variations of the colours shown below each example, is to showcase different opacities (75%-50%-25%)

The tertiary colours are only to be used when the other colours are not sufficient.

A great example for use of the tertiary colours is graphs and charts. For example, if there are more than two factors in a pie chart (Mango and Gunpowder blue) then the tertiary colours are a good supplement as shown to the right.
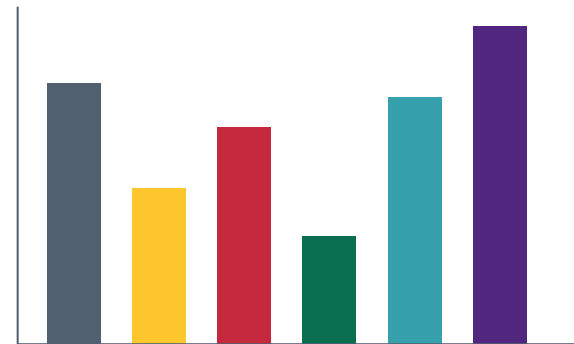
Machinery - Concrete

When you place the logo on machines, the placement depends on shape and colour of the machine. Therefore, it is sometimes beneficial to turn the logo 90°. If the logo is placed vertically, it should always be placed in a 90 degree angle with the S at the bottom.

The logo

The logo should be Squirrel grey when placed on a SKAKO-yellow background.
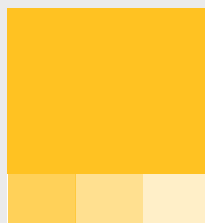
On other backgrounds, the logo should be SKAKO-yellow.

Squirrel grey
RAL: 7000

Gunpowder blue
CMYK: 39-17-0-65
RGB: 55-75-90
HEX: #374B5A
Pantone: 7545 C
RAL: 5008
NCS: 6020-B

SKAKO yellow
RAL: 1007

Machinery - Vibration

When the machine is coloured within the SKAKO identity, use the colours specified in the "Machinery - Colours" section. If the logo is placed vertically, it should always be placed in a 90 degree angle with the S at the bottom.

SKAKO Dartek

The SKAKO Dartek machines should be SKAKO yellow with a black & Squirrel grey SKAKO Dartek logo.

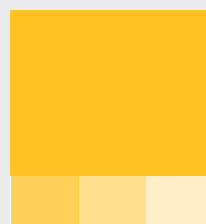| **Squirrel grey**		**Gunpowder blue**	
RAL:	7000	CMYK:	39-17-0-65
		RGB:	55-75-90
		HEX:	#374B5A
		Pantone:	7545 C
		RAL:	5008
		NCS:	6020-B

SKAKO yellow		**Black**	
RAL:	1007	CMYK:	50-0-0-100
		RGB:	0-0-0
		HEX:	#000000
		Pantone:	Black C
		RAL:	9005
		NCS:	N/A

Typography

The SKAKO identity heavily relies on a consistent corporate typography using the font "Geogrotesque". The typeface has a strong and unique expression and gives SKAKO a defined and easy-to-recognize identity.

The corporate font "Geogrotesque" is to be used everywhere possible - both off-screen and digitally.

When the Geogrotesque font is not available, the Arial font should be used as a backup font.

The bold version of Geogrotesque should primarily be used for headlines. For smaller headlines and highlights in paragraphs, Geogrotesque Semibold is to be used. For paragraphs, the regular version should be used.

Typographic treatment

The typography can be used in many ways although there are a few rules.

Variations

When you write SKAKO, SKAKO should always be written in all caps. All caps text is only allowed in headlines. For paragraphs it is recommended to only use regular font weight and only use the bold variations to highlight words or short paragraphs.

Colours

As primary text colour, it is recommended to use Gunpowder blue or black and Mango for larger headlines or highlighting small amounts of texts.

When using texts on a darker background, use white as the primary text colour.

Geogrotesque

Geogrotesque Regular:
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvXxYyZzÆæØøÅå
123456789 !&/-@#€"=

Geogrotesque Regular Italic:
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvXxYyZzÆæØøÅå
123456789 !&/-@#€"=

Geogrotesque Semibold:
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvXxYyZzÆæØøÅå
123456789 !&/-@#€"=

Geogrotesque Semibold Italic:
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvXxYyZzÆæØøÅå
123456789 !&/-@#€"=

Geogrotesque Bold:
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvXxYyZzÆæØøÅå
123456789 !&/-@#€"=

Geogrotesque Bold Italic:
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvXxYyZzÆæØøÅå
123456789 !&/-@#€"=

Arial

Arial Regular:
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvXxYyZzÆæØøÅå
123456789 !&/-@#€"=

Arial Italic:
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvXxYyZzÆæØøÅå
123456789 !&/-@#€"=

Arial Bold:
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvXxYyZzÆæØøÅå
123456789 !&/-@#€"=

Arial Bold Italic:
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvXxYyZzÆæØøÅå
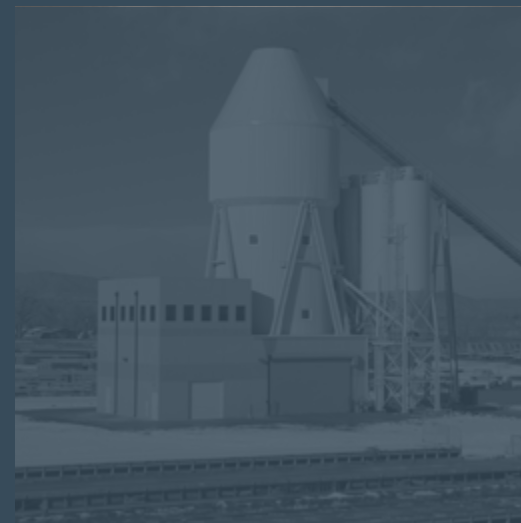***123456789 !&/-@#€"=***

Photo treatment

Full colour

Grayscale

Gunpowder blue overlay

For the SKAKO identity there are three ways of working with images. Full colour, grayscale and Gunpowder blue overlay.

Grayscale

To apply grayscale to images, please add a black and white adjustment layer and adjust the colour sliders to ensure sufficient contrast.

Gunpowder blue overlay

To apply the Gunpowder blue overlay, start by making the image grayscale, and then add a layer of Gunpowder blue on top. Then change the opacity of the colour layer to a sufficient percentage depending on how dark the image should be. Do ensure that it is not too far from the pure Gunpowder blue colour.

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