SKATE INK

OBFIVE

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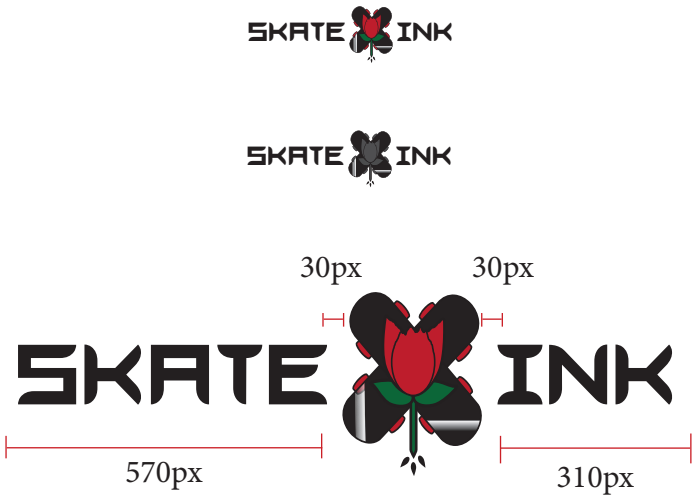
Logo samples

The Skate Ink Logo consists of a rose that has part of a tattoo gun as a stem and two black skateboards with red wheels attached to it. There are also three drops underneath to rose to symbolise the ink used for tattoos. The name of the company: Skate Ink is written around the logo and is also part of it.

The logo can be published and printed out in colour or in grayscale.

Logo sizes



The size of the logo cannot be smaller than 200 × 58px. If the logo will be published in a smaller size it will become impossible to read the typeface.

The logo can be made bigger to any prefereable size as long as it is in the correct dimensions. The dimensions given on this page are only a reference.

Logo: What not to do

These examples reinforce what can't be done with the logo.

The typeface of the logo has to be a Blades GF. Do not use typefaces that are difficult to read such as the one shown in the first picture and also note that the position of the typeface, it has to be horizontally in a straight line the same as the rose and the skateboards.

Do not resize the logo, and definitely not in different shapes, especially not in a square. The logo also has to be published in good quality, resizing the logo in different shapes reduces the quality.

The colour of the Skate Ink letters always have to be black. Do not change the colour of the type face. Black is part of the colour palette of Skate Ink.

Skate Ink is part of the logo, the rose and the skateboards are not a logo on their own.

Logo Typeface

BLADES

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

The typeface Blades GF is used for the Skate Ink logo. The reason why this type face is chosen is because it supports the identity and the idea behind Skate Ink. This typeface is also easy to read which is important especially when the logo is published in a smaller size.

Website typeface

Helvetica Neue

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Helvetica Neue is used for the website of Skate Ink. It is a neutral typeface and usually very clear. It is easy to read and is a popular typeface for a lot of websites. It is also a popular typeface amongst designers because it is very precise.

Colour palette

C: 18 M: 100 Y: 91 K: 8
R: 190 G: 30 B: 45
HEX: #BF1E2E

C: 90 M: 33 Y: 98 K: 26
R: 0 G: 104 B: 56
HEX: #056839

C: 75 M: 68 Y: 67 K: 90
R: 0 G: 0 B: 0
HEX: #000000

These are the main colours used in the logo and the website. The HEX, RGB and CMYK codes are shown to avoid confusion and to make sure the right colours are used. Different types colours can be used too, more information can be found below

Some examples of other colours that can be used, the HEX code for each colour is also given.

Light Steel Blue: #C4C6C7
Dim Gray: #5B4645
White Smoke: #F4F4F4
Gray 20: #333333
Gray39: #636363

IMAGES AND OPACITY

The Skate Ink website uses a lot of images on the website. All of the images on the homepage have an opacity of 0.7 or 70%. The other images that can be found on the rest of the pages do not have an opacity.

The reason why there is an opacity on the images of the homepage is because there is a button that redirects users to a different page in the middle of the image. the opacity makes the buttons become more clear.

Skate ink branding promotion products

To show how real Skate Ink can be as a business a few items were designed to promote its logo.
The items include skateboards, caps, hoodies, shoes and store signage.

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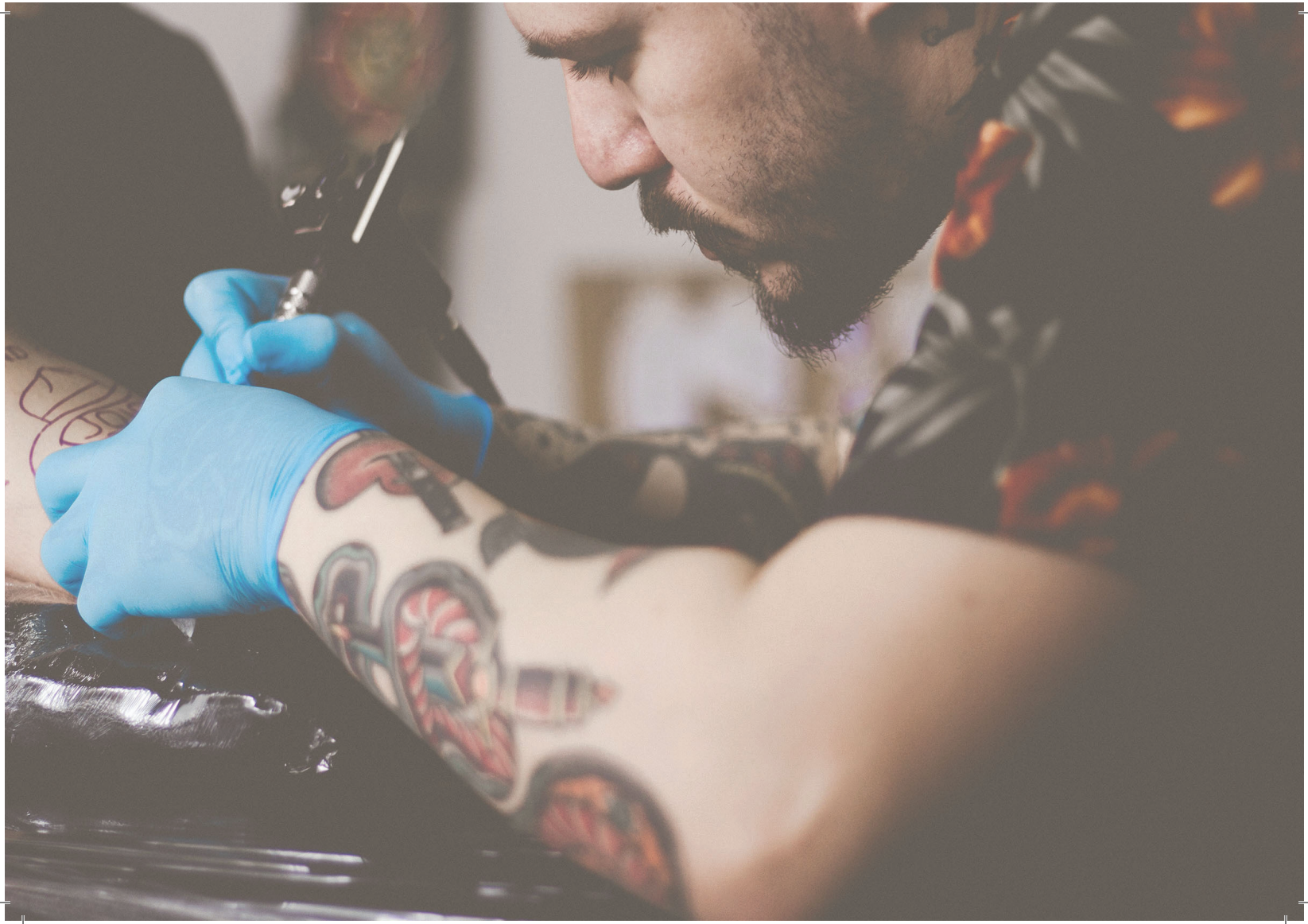
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