



# Branding Guidelines

# Our Logo & Meaning

**Sky Glow** is that light that's traveling above a horizontal plane relative to the Earth.

is a naturally occurring phenomenon when the moon is full but it also applies to light that's being reflected from the ground or from buildings that winds up traveling in an upward direction.

Light traveling into the sky scatters via collisions with air molecules And that scattering that occurs is what is responsible for the brightening of the **Sky Glow**.



# Logo Design

Use the **Brand Icon** as a reference for safe space.

The **Sky Glow** logo is composed of the **Sky Glow** Text with **Brand Icon** replacing the letter O and a logotype set in a modified **Philosopher Bold**.

The “Events Management” Text is set in **Proxima Nova**

Avoid using at small sizes, as it can become illegible.

Always use the logo files provided.  
Do not re-create.



# Logo On Backgrounds

The full-color logos should be used only on white or black backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.



# Logo Single Color

The one-color logo should be used only on photographs and color backgrounds.

The one-color logo should be only on black and white colorways.

Use the provided single color option. Do not recreate.



# Logo Misuse

Drop Shadow



Distort Logo



Change Colors



Remove an Element



Reposition Element



Place colored version on gradient



Change Font



Reverse / Rotate Icon



# Rules Of Logo Usage

**Do:**



**Don't:**



# Colors





# Typography

A powerful brand tool, the right typeface reflects – and protects – the integrity of the brand, while remaining flexible across different communication channels.

The **Sky Glow Brand** uses two typefaces

**Philosopher Bold** shall only be used for titles, headlines and text that has to be the center of attention.

**Proxima Nova** shall be used for all other text requirements.

In case the fonts are not available, please use the standard typeface **Arial font**.

Incase editing documents on Google Applications (Sheets, Slides, Docs) – replace with **Questrial font** type

## Philosopher Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

## Proxima Nova Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

## Proxima Nova Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

**This Is A Title**

**This is a Sub title**

This is where the paragraph text will go.

# Icons

Solid icons with sharp corners shall be used. The icons should be filled with the Primary Gradient or one of the Primary Colors.

In cases where the colored version cannot be used, please use a white fill.





Sky  
GLOW

EVENTS MANAGEMENT