

Brand World Toolkit

Version 2.1

2. Logo

Our logo incorporates our values, history and mission, so it's more than just a graphic device. It's an accessible asset that reflects trust, stability and security.

Consistency is key when working with our logo. A few key principles will help us achieve consistency by unifying our brand communications.

Brandmark Horizontal (Primary)

Our logo is the primary asset within our toolkit. It grounds our brand communications and delivers a message of trust and stability. It deserves prominence across everything we create.

Our primary blue logo should be used where possible, ensuring contrast and making it stand out.

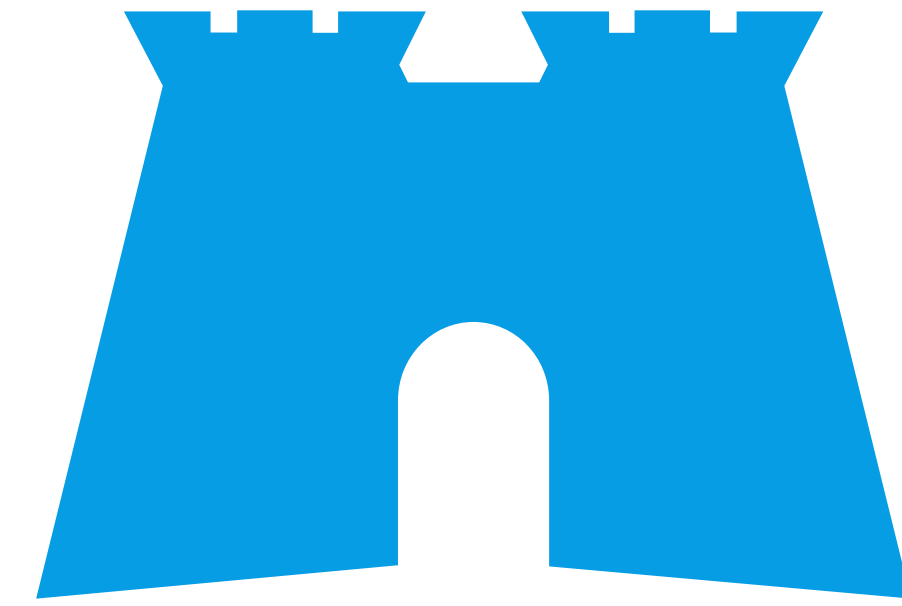
The composition of the logo has been validated by research findings. 'Building Society' is direct and informative, allowing our customers to quickly understand our offering. 'Since 1853' reinforces our brand's longevity, building immediate trust with our customers. These elements should not be altered and should always appear as shown.

Minimum size

In order to maintain a clear and readable logo at all times, we use minimum sizing for both print and digital application.

Below these minimum sizes, 'Since 1853' should be removed as it becomes illegible.

SKIPTON
BUILDING SOCIETY



Since 1853



Min width: Digital – 325px
Print – 50mm



For any logo size lower than the minimum widths, use this simplified version

Brandmark Stacked (Secondary)

In order to accommodate a variety of layouts, we have several iterations of our logo.

A secondary blue logo is stacked and centrally aligned. It should be used for narrow or portrait communications. It should adhere to all the same principles as the primary logo.

Minimum width sizes still apply in order to maintain readability at all times, as highlighted to the right.

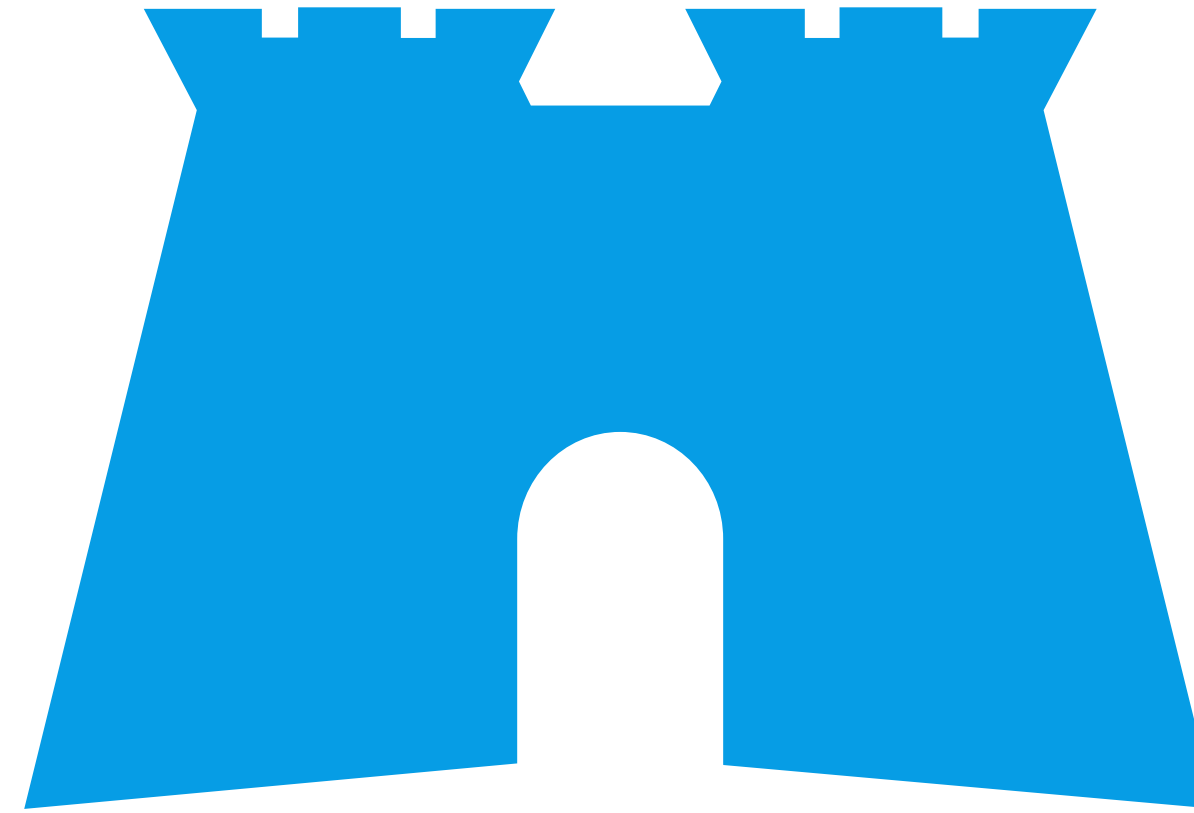


For any logo size lower than the minimum widths, use this simplified version

Brandmark Castle icon (Tertiary)

Our castle can be used across communications without the need for 'Since 1853' as this is not a qualifier that offers clarity. Instead, the castle should be the hero as a way of reinforcing trust, stability and longevity.

This icon should be used when we need to retain brand recognition in a very small space, for example, as the profile picture on our social media profiles.



Brandmark Colourways

The master colourway for our brandmark is 100% Cyan – all elements of the logo are the same colour and should never be altered.

A white out version can be used on coloured backgrounds and images, ensuring contrast and legibility are maintained at all times.

In instances where black and white monochrome print is concerned, we revert to a dark grey - a slightly softer tone than black.



Standard Exclusion Zone

An exclusion zone offers the logo ample space to make an impression. A simple rule of thumb is to use the width of a castle leg to create this space.

This also applies to use of the logo over images. The exclusion zone ensures that any images are positioned in a way that allows the logos to sit in clear space.



Limited Space Exclusion Zone

When there is limited space, we should utilise an alternative logo option (here, 'Since 1853' is removed). This may be necessary for shop signage or smaller print formats, for example.

The castle arch width should be used as a rule of thumb for accurate sizing.



Each time we use our logo, we are linking our name and reputation to something. As a result, it needs to be used perfectly and consistently across all of our collateral.

1. Use the primary version of the logo where possible. Only use the stacked logo when the aspect ratio restricts the use of the primary logo (e.g. in extreme portrait formats such as skyscraper web banners).
2. Do not put any other elements within the logo's exclusion zone.
3. Do not re-create or alter the logo in any way – always use the logo artwork files provided.
4. Always ensure the logo has sufficient contrast when placing it on a background colour or image.

1.	2.	3.	4.
1.	2.	3.	4.

3. Colour

Colour is one of our most distinctive assets. As our 'Skipton Blue' is not distinctive within financial services, we have accentuated our colour palette with our 'Primary Purple'. This ensures our brand is more unique, allowing us to create ownable assets that stand-out.

The following colour swatches represent our core palette and denote how to accurately replicate it across various mediums.

Skipton Cyan

This is our most recognisable colour. The blue castle has long been a signifier of our trusted financial services. It should always be replicated consistently across all printed media.

CMYK is the most common reproduction method and only requires a single colour (100% Cyan) from the four colour process.

For more accurate jobs, **Pantone 2202** can be used: an industry standard and a globally recognised reference.

Primary Purple

Our new, darker purple is born out of the overlapping blue and purple from the previous brand look and feel. It's a more mature expression of our previous selves.

The Greys

A varied palette of greys enables us to successfully compliment our core colours using softer backgrounds and text. Black and white can be very harsh – greys offer a warmer alternative to the palette.

Skipton Cyan

C 100
M 0
Y 0
K 0

Pantone 2202 C

Skipton Purple

C 100
M 100
Y 0
K 20

Pantone 273 C

Skipton Grey

C 53
M 42
Y 40
K 25

C 16
M 11
Y 9
K 0
Skipton Grey 1

C 10
M 7
Y 5
K 0
Skipton Grey 2

C 5
M 4
Y 2
K 0
Skipton Grey 3

Skipton Online Cyan

This is as near to pure cyan as we can go and still ensure legibility when used with pure white when used at 24 pixels and above. It should be used solely for headline/display copy as opposed to large blocks of background blue.

Online Blue

This is the slightly darker tone we use for smaller font sizes and CTA buttons so that there is enough colour contrast to remain accessible.

Skipton Online Cyan

R 6
G 157
B 229

#069de5

Online Blue

R 0
G 122
B 205

#0017acd

Skipton Purple

R 43
G 33
B 113

#2b2171

Skipton Grey

R 116
G 116
B 118

#747476a

R 220
G 222
B 227
#dcdee3

Skipton
Grey 1

R 233
G 234
B 239
#e9eaef

Skipton
Grey 2

R 244
G 244
B 248
#f4f4f8

Skipton
Grey 3

"Typography is two-dimensional architecture, based on experience and imagination" – Hermann Zapf

4. Typo — graphy

Skipton Beta is our primary display typeface. The distinct and ownable letter forms are a nod to the two-dimensional architecture found in the Skipton castle graphic.

Kerning should be set to optimal and the tracking should be set to 0. Leading should always be 105% of the typesize. Ligatures should always be turned off.

Skipton Beta

Headline Display

Skipton Beta
– Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Skipton Beta
– Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto is our secondary typeface, primarily used for body copy and sub-headers across print and digital. It should also take a lead role in digital spaces to improve on-screen accessibility.

Roboto Secondary family

Roboto – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Large headlines in Skipton Beta Bold should be the focus for campaign collateral. This ensures the main message is conveyed clearly and succinctly while building brand equity and recognition.

Skipton Beta
– Bold

Helping
you find your
good place

Roboto light

From savings and expert financial advice to mortgages, we can help you be ready for those big life moments.

Thank you.