

SKIFT BRAND IDENTITY

BRAND GUIDELINES

SKIFT BELIEFS



The travel industry should be transparent, accessible, and forward-thinking.

The future of travel is at the intersection of technology, marketing and design.

Travel should be defined by trend lines and not headlines.

DEFINING THE FUTURE OF TRAVEL.

LOGO



Skift has boldly taken the travel world to a new, fresh and transparent place.

This visual language explores how we can bring Skift's opinionated, informal, unapologetic conversation to the brand identity.

Some elements explored: strong type, bold colors, flat solid icons



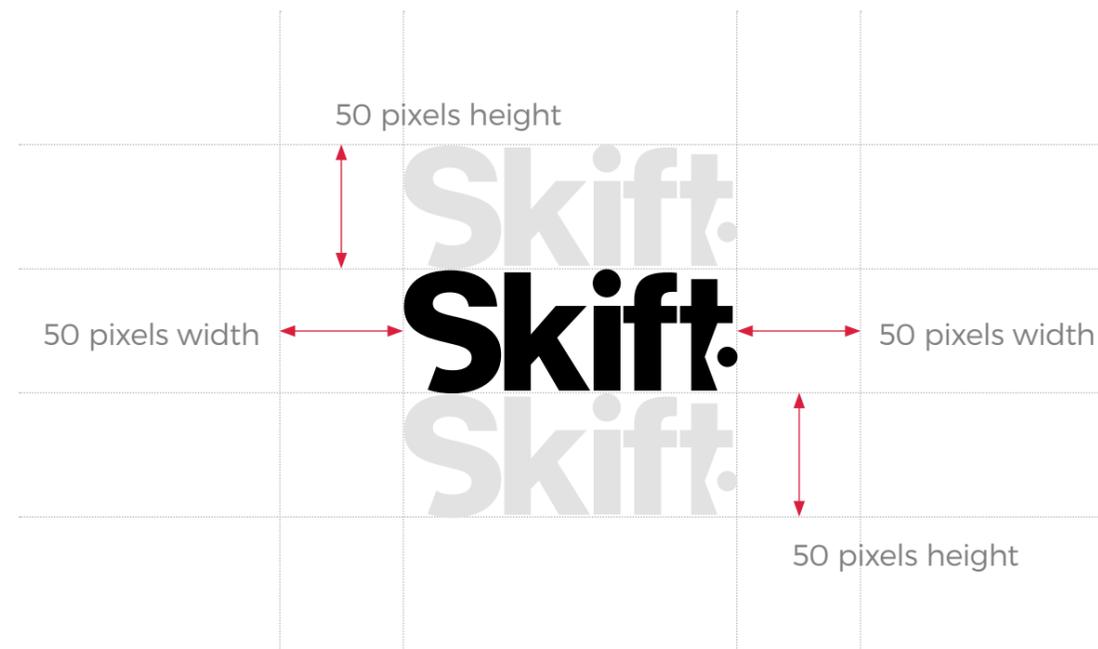
Wordmark Use

The wordmark should mainly be used as black over white.

Skift.

Wordmark Space

Clear space around the logo helps it stand out by separating it from any other visual elements or copy near it. In any scenario or situation use the height pixels of the logo as a guide. In this case the logo height is 50 pixels, there should be 50 pixels of padding around the logo.



Skift.

Wordmark Use

In other cases the wordmark can be used as white over black or it can also be used as black over yellow, the brand color.

A solid yellow square with the wordmark "Skift." centered in a bold, black, sans-serif font. The wordmark includes a period at the end.

Wordmark as black over primary brand color yellow.

A solid black square with the wordmark "Skift." centered in a bold, white, sans-serif font. The wordmark includes a period at the end.

Wordmark as white over secondary brand color black.

**Defining the
future of travel.**

Skift.

Alan Smith
Co-Founder

202.345.7628
alan@skift.com

8 North 23 St
New York, NY

Skift.

COLOR PALETTE



Color Palette

Skift color palette is composed of black, white and yellow. Supported by a secondary supporting shades of gray and deep green.

Primary

Black

HEX #000000

Yellow

HEX #FFF200
RGB 255, 242, 0

White

HEX #FFFFFF

Gray

HEX #58585B
RGB 88, 88, 90

Soft Gray

HEX #333333
RGB 188, 188, 189

Deep Green

HEX #4C6C6F
RGB 76, 108, 111

Supporting - Web

Red

HEX #D14339
RGB 209, 67, 57

Pink

HEX #C8265D
RGB 200, 38, 93

Purple

HEX #8A2D9A
RGB 138, 45, 154

Blue

HEX #2886D0
RGB 40, 134, 208

Green

HEX #4A9A4E
RGB 74, 154, 78

Orange

HEX #D85914
RGB 216, 89, 20

TYPOGRAPHY



Montserrat is a typeface that rescues the beauty of urban typography from the first half of the twentieth century.

We chose a geometric typeface for its contemporary qualities, but with its own variants in length, width and height proportions, each adding to the Montserrat family. These aspects give a more organic and humanist touch to the typeface.

Typography

Skift's primary typeface is Montserrat. Montserrat light should be used for body copy in digital and printed material. Trade Gothic Bold Condensed is a supporting typeface used for long headlines and quotes.

Montserrat Black

Montserrat Bold

Montserrat Light

TRADE GOTHIC BOLD CONDENSED ^{NO}20

Typography

Montserrat is a Google Font and can be used for web and mobile devices.

Heading 1

Montserrat Black 60px
#000000 or #FFFFFF

Heading 2

Montserrat Bold 28px
#000000 or #FFFFFF

Heading 3

Montserrat Black 20px
#000000 or #FFFFFF

Body

Montserrat Light 15px
#000000 or #FFFFFF

Quotes

Trade Gothic Bold
Condensed No. 20 42px
#000000 or #FFFFFF

Our Story

Skift, as a company, is about that transformation.

ABOUT SKIFT

We launched in August 2012, with the big ambition of becoming the daily homepage of the global travel industry. Our underlying premise was to be fanatically focused on documenting and helping the travel industry understand the changing traveler behavior. From the two founders who launched the company out of their bedrooms to now 26 people on the Skift team in a light-filled New York City office, we have grown into the biggest business intelligence brand in travel.

“SKIFT DECIPHERS AND DEFINES GLOBAL TRAVEL TRENDS.”

.....
Long Headlines

Trade Gothic Bold
Condensed No20

#000000 or #FFFFFF



SKIFT DECIPHERS AND DEFINES GLOBAL TRAVEL TRENDS.

Long Statements

Trade Gothic Bold

Condensed No20

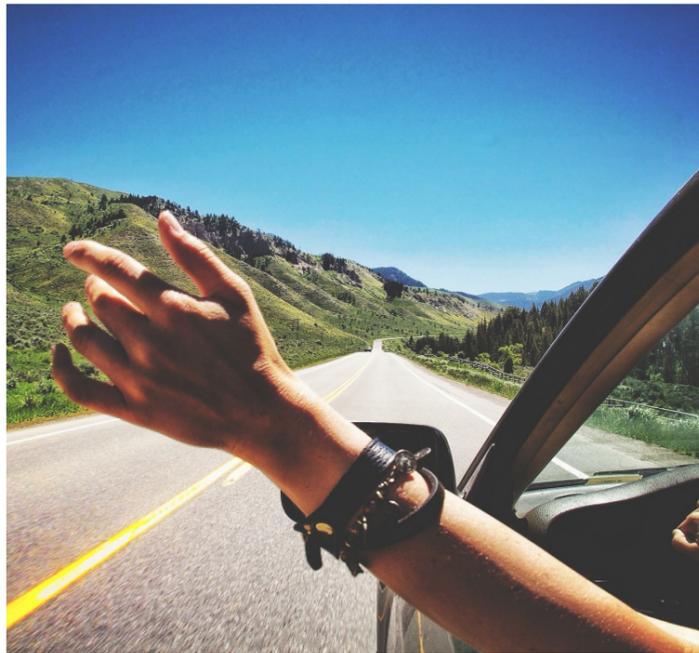
#000000 or #FFFFFF

PHOTOGRAPHY

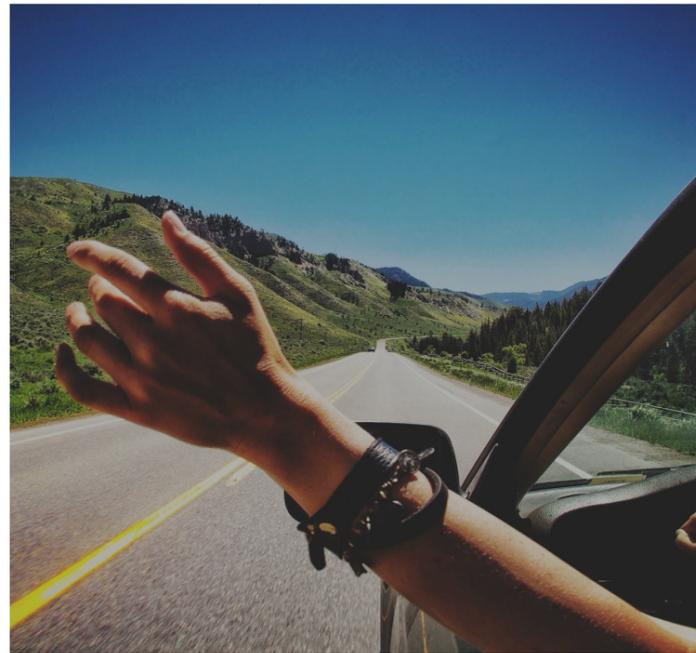


Photography Use

Skift photography should be used natural. In cases where text needs to be applied a black overlay, color block or tag graphic can be used.



Natural photography



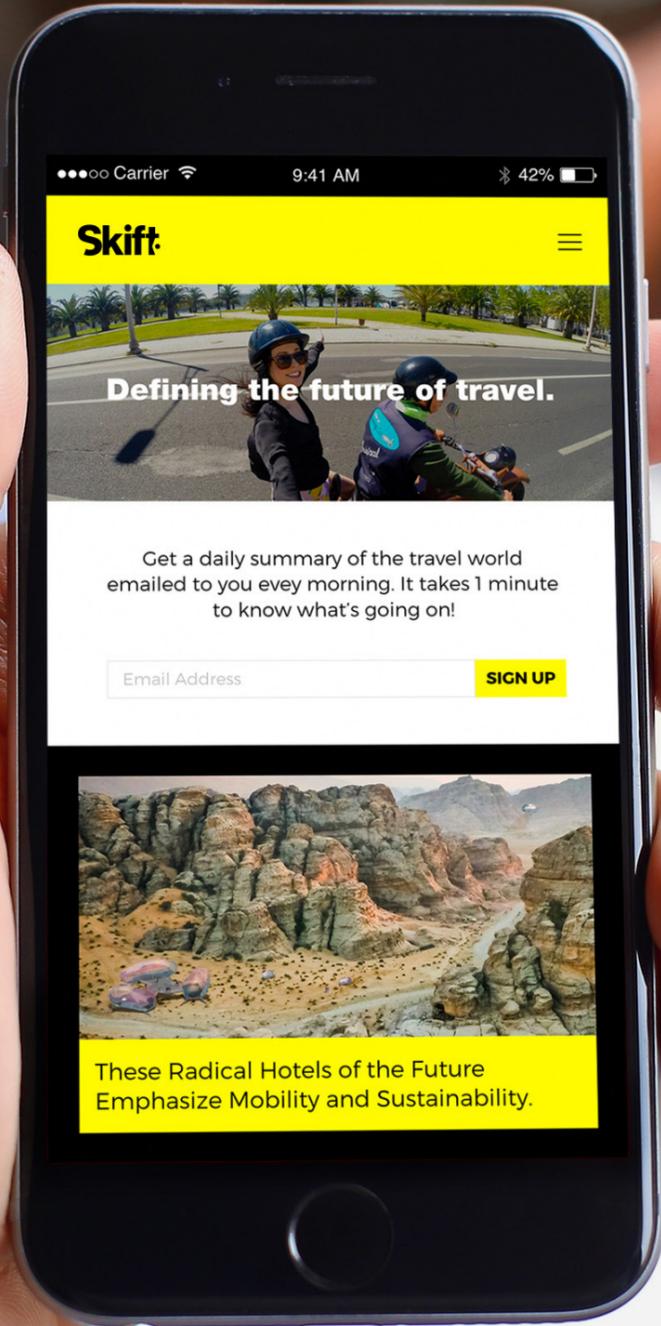
Black overlay set to 30% opacity.



Yellow block graphic element use at 1/4 length of image.



Yellow tag graphic element. Use at half length of the image.



Carrier 9:41 AM 42%

Skift



Defining the future of travel.

Get a daily summary of the travel world emailed to you every morning. It takes 1 minute to know what's going on!

Email Address **SIGN UP**



These Radical Hotels of the Future Emphasize Mobility and Sustainability.

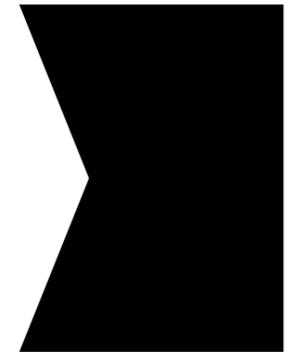
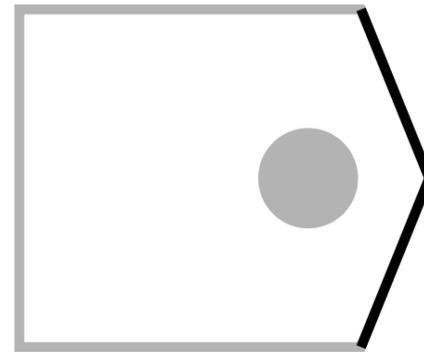
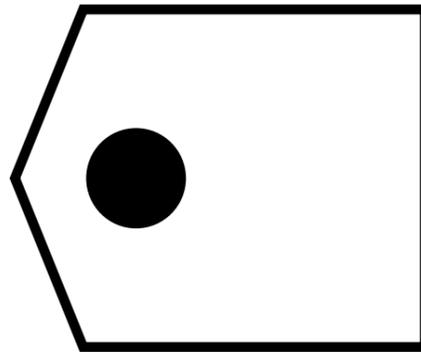
GRAPHICS



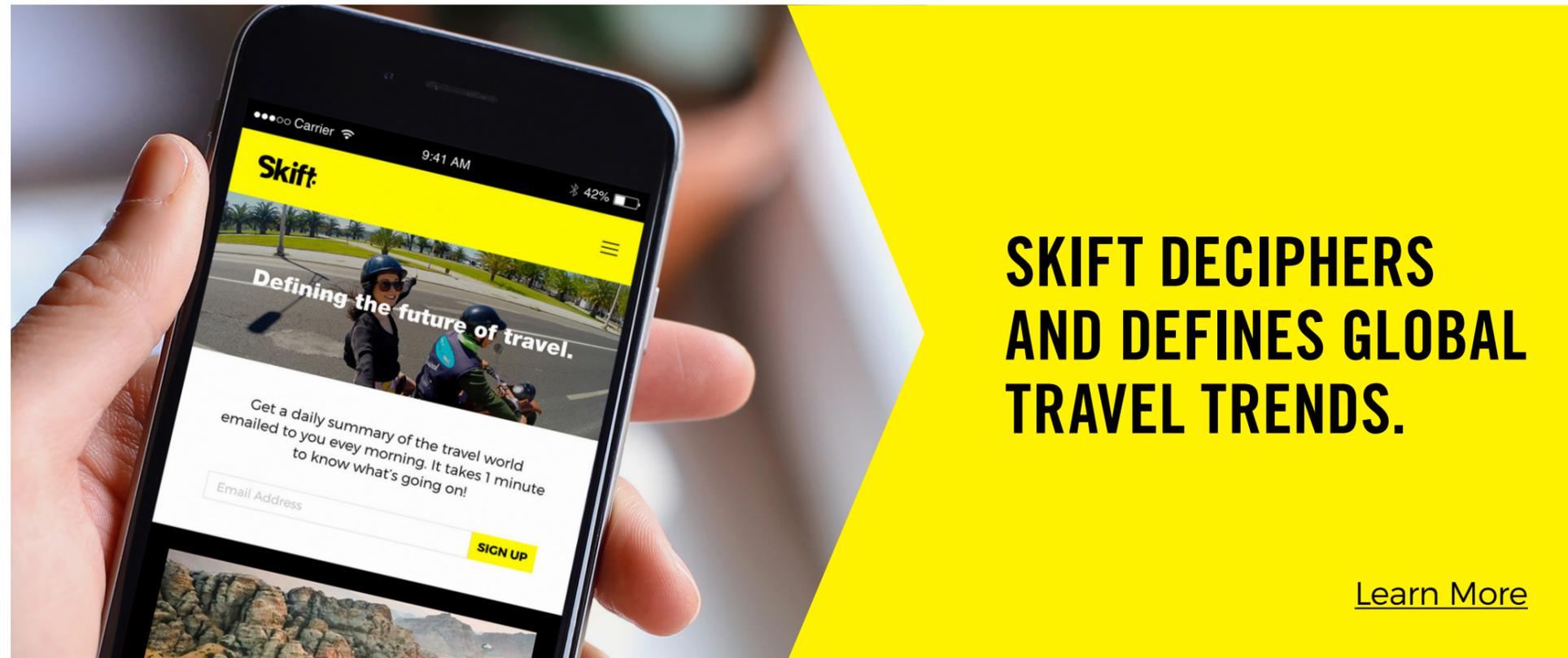


Graphic Element

Skift graphic element is distilled from its tag icon, a cut of the tag in forward motion to use as a supporting graphic element.



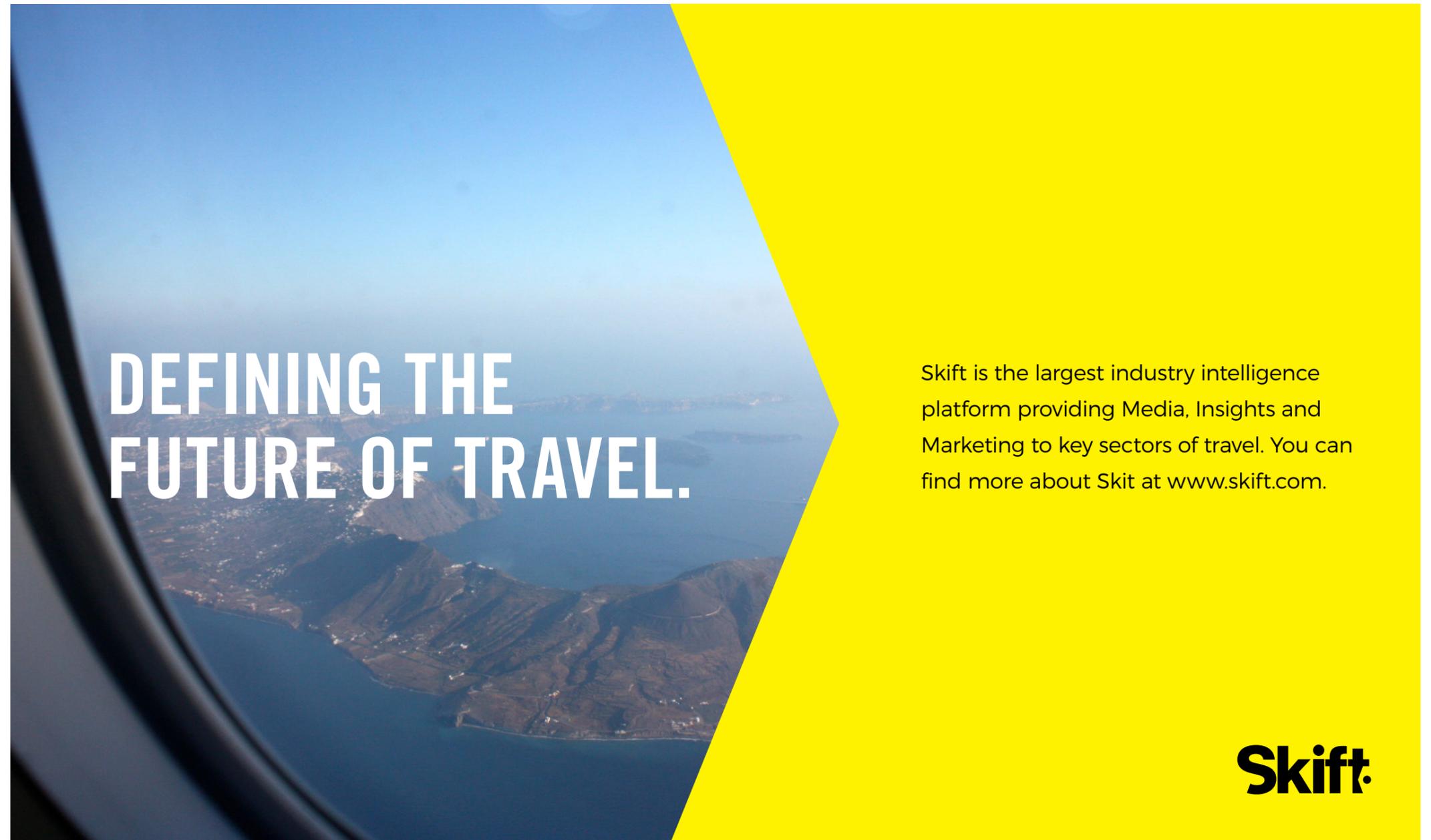
Photography Use



The graphic tag element works great on digital advertisement, a balance of color and photography.

Graphic Element On Photography

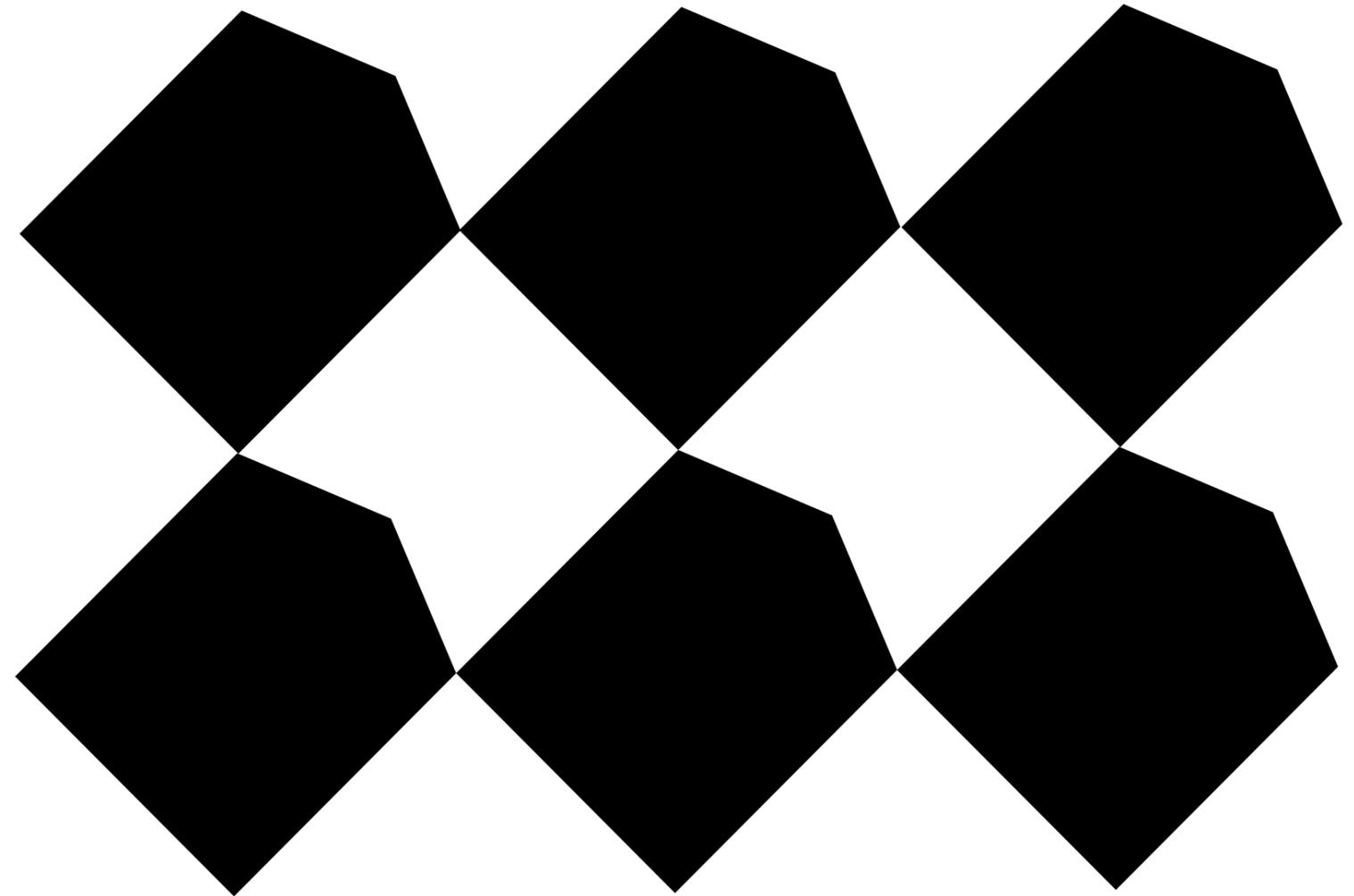
Skift graphic element should be used at half length of the canvas, and only when text or logo need to be used.

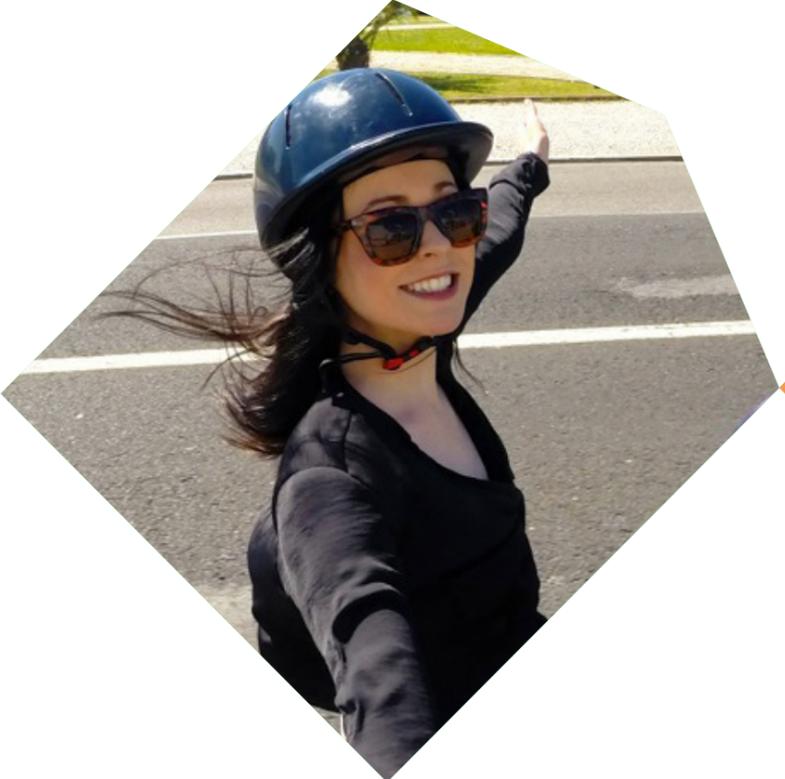




Pattern

Skift pattern is composed of bold tag graphics in sequence at a 45 degree angle. It is used as a super graphic to cut and break single photographs.





Skift.

THANKS

