

STYLEGUIDE 2013



This styleguide refers to all SKATEISTAN entities.

Feel free to create designs as you like but pay attention to the following basic parameters.

Skateistan logo download:

http://media.skateistan.org/Styleguide/skateistan_logos.zip
(contains: Classic Logo, Classic Logo TM, Classic Logo Cambodia, Khmer Logo, Farsi Logo, Keep Skateistan Rolling Logo)

Skateistan infographics download:

<http://media.skateistan.org/Styleguide/infographics.zip>

If you have any questions don't hesitate to write to
design@skateistan.org



COLOURS



Additional colours may be used in minority.



PRINT



C 0 M 0 Y 0 K 100



C 15 M 100 Y 100 K 0



C 75 M 5 Y 100 K 0



C 0 M 0 Y 0 K 0

WEB



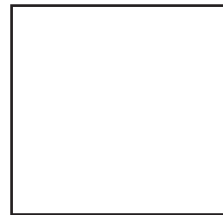
#000



#ff0000



#339900



#fff

PANTONE



Black 6c



1795c



363c

F O N T S



No additional Fonts may be used.



P R I N T

Helvetica Neue Extra Black Condensed Oblique 107

Helvetica Neue Extra Black Condensed 107

Helvetica Neue Light 45

Helvetica Neue Condensed 57

W E B

ANTON Substitute for Helvetica Neue on devices
(Download: <http://www.google.com/fonts/specimen/Anton>)

Arial

Arial Bold

MAIN LOGO



Please make sure not to use the old claim version as Skateistan is not only present in Afghanistan anymore.



Make sure not to use the skater without the logo.

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PROJECT SITE LOGO



There is only one logo variant for Skateistan Cambodia.
Entities don't have their own logo.



SPECIAL LOGOS



KEEP SKATEISTAN

ROLLING

Keep Skateistan Rolling
Fundraising Drive Logo

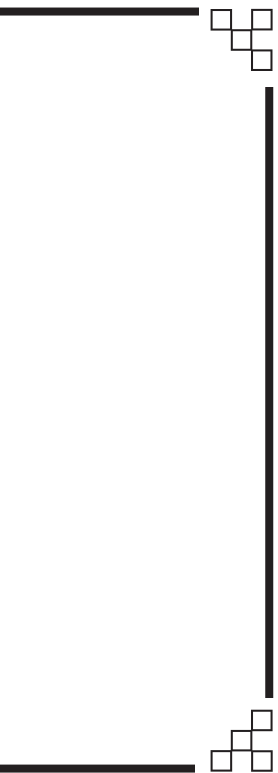
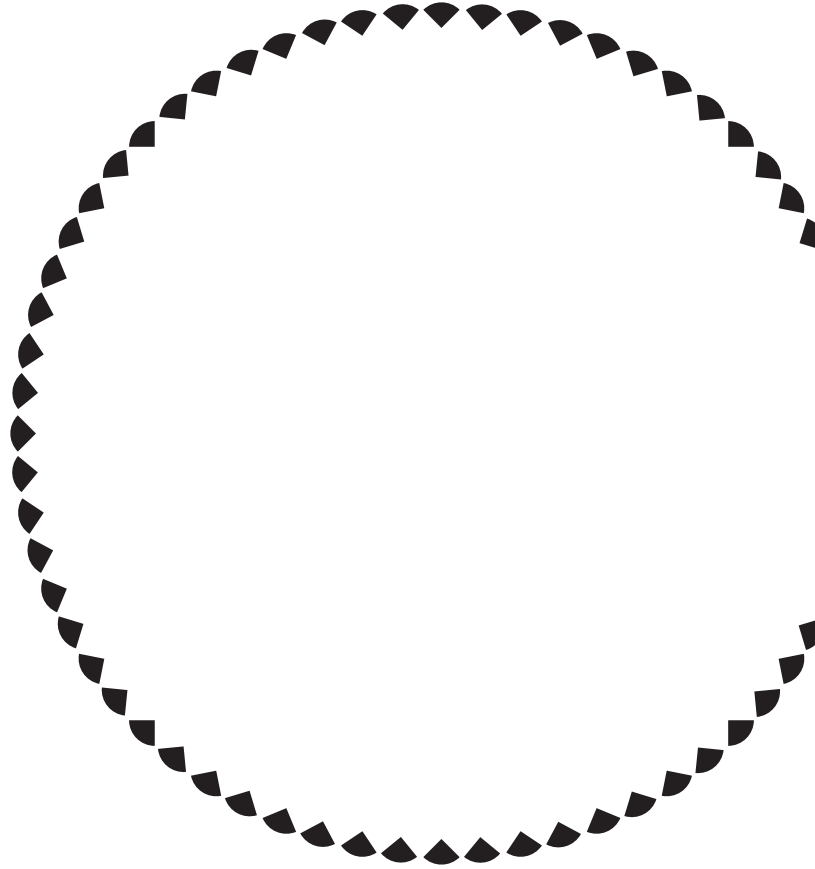
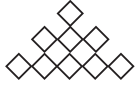


Dari Logo Version

ស្កេតធីស្កង់

Khmer Logo Version

GRAPHICS



All shapes can be used for patterns,
info graphics and so on.

Skateistan infographics download:

<http://media.skateistan.org/Styleguide/infographics.zip>

WEBSITE



When uploading content please follow these guidelines:

PHOTOS: no borders

Photos of team members need to be continuously black and white.

CAPTIONS: left-align, regular (not italic)

BUTTONS:

“Action-Buttons“: used if link leads to a submission, payment etc.

A green rectangular button with the word "SUBSCRIBE" in white capital letters.



“Navigation-Buttons“: used if link leads to another internal page

For more details about the website’s usage please see:

<http://skateistan.org/confluence/display/skate/Website+User+Guide>



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www.skateistan.org
www.alexandrabald.com
www.analessing.com