



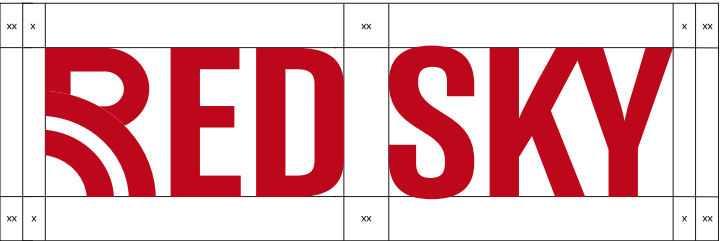
BRAND BOOK 2023

 **RED SKY**

PRIMARY IDENTITY USAGE

RED SKY

Minimum Size: Print 25mm | Screen 125px



Logo Spacing: The identity must always have a minimum space surround which can be calculated by using the xx size, space between the letter “D” and letter “S” as shown above. This will allow the logo to breathe when surrounded by other elements.



Primary Identity Reversed

TAGLINE IDENTITY USAGE

RED SKY
SERIOUSLY SAFE LIGHTS™

Minimum Size: Print 25mm | Screen 145px



Tagline Identity Reversed

ICON IDENTITY USAGE



Minimum Size: Print 10mm | Screen 50px



Icon Identity Reversed



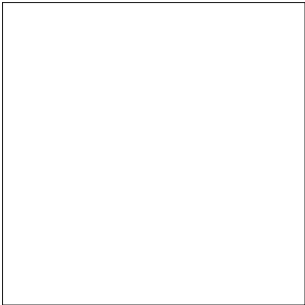
RED

HEX: BD081C
C:15, M:100, Y:90, K:12
R:189 G:8 B:28
PANTONE 200U
PANTONE 200C



NAVY BLUE

HEX: 04093A
C:100, M:78, Y:0, K:44
R:4 G:9 B:58
PANTONE 2768M
PANTONE 2768C



WHITE

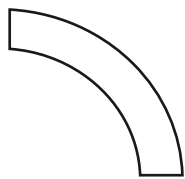
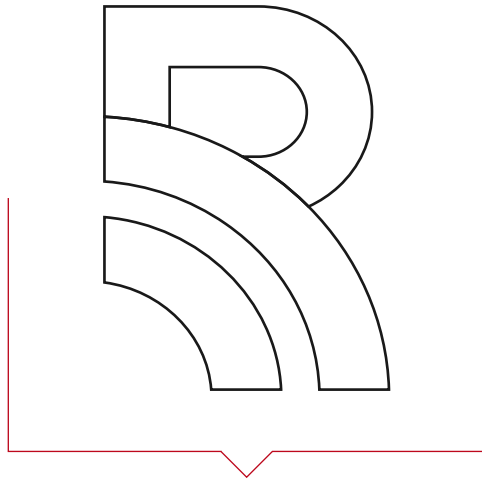
HEX: 000000
C:0, M:0, Y:0, K:0
R:255 G:255 B:255
PANTONE 000C White

Primary Typeface: Rama Gothic E Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz1234567890

Secondary Typeface: Roboto Font Family

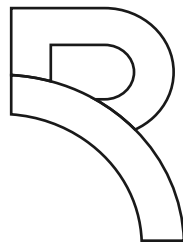
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



The curve of red sky



Light waves beaming outwards, also signifies the outward thinking and being an innovative leader within the industry.



Letter "R"

RED SKY

