How we look.

This is a guide to the basic elements that make up Skype. Have a read, it will help you get to know us a little better.

04 **Our logo**

08 **Our typeface**

12 **Our colours**

14 **Our strapline**

18 **Clouds**

22 **Illustrations**

44 **Rainbows**

48 **Putting clouds and rainbows together**

50 **Photography**

74 **Photography usage**

76 **Putting it all together**

78 **How it can all go wrong**

88 **Skype Pro**

92 **To our partners**

93 **A final thought**

Our logo is a very valuable asset. We must treat it nicely. Never abuse our logo, it doesn't have arms so it can't fight back (our lawyers however, are another story).

01 Print logo

This logo is to be used for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

02 Screen logo

This is our logo to be used for all screen work, including websites, banners and presentations. Please make sure you are using the latest version as we have made it 17% nicer than the earlier version.

Both these logos are available in a negative version.

50332_A1_SKYPE_Look_230x280.indd4 4 23/5/07 13:12:18

01

02

Do's and don'ts. You wouldn't wear one blue and one orange sock. Take a moment to think about how you apply the Skype logo.

We're not a rules and regulations kind of company, nonetheless here are some examples of what we think is cool and what should be punishable by a red-hot poker to the buttocks.

01 Space around the logo
Always leave the logo some space to breathe. Use white or neutral backgrounds.

02 If the unavoidable happens...
If it's unavoidable to sit the Skype logo on a colour (we prefer Skype blue) or a photo, use the negative logo.

03 Red alert!
Do not sit the logo on yucky colours.

04 Not cool
Do not use the negative logo on backgrounds that are too light or cluttered.

05 Not right
Do not rotate the logo.

06 Not outstanding
Do not add embellishments like drop-shadows, embossings etc. to the logo.

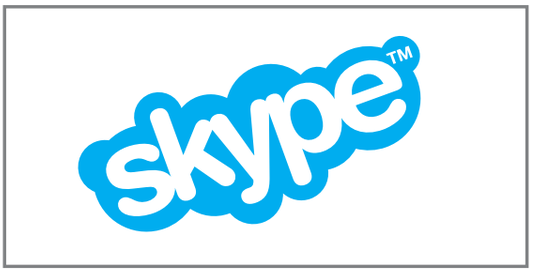
01 ✔

02 ✔

03 ✗

04 ✗

05 ✗



06 ✗

Our typeface. Print.

Chaletbook
The Chaletbook type family is our corporate font. Not that any of us wear suits too often.

Chaletbook is a nice, simple font, good for anything from headlines to text. Use Chaletbook wherever possible.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

Chaletbook Bold

Chaletbook also comes in bold.
It's called Chaletbook Bold.

You will need to adjust the kerning a bit.
The larger Chaletbook gets, the more tightly it needs to be kerned.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

50332_A1_SKYPE_Look_230x280.indd9 9 23/5/07 13:12:58

Our typeface. Online.

PC

Arial Bold
Headlines (20 – 30px)
HEX #000000

Tahoma
Body copy (12px)
HEX #666666

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

50332_A1_SKYPE_Look_230x280.indd10 10 23/5/07 13:14:38

Mac

Helvetica Bold
Headlines (20 – 30px)
HEX #000000

Lucida Grande
Body copy (12px)
HEX #666666

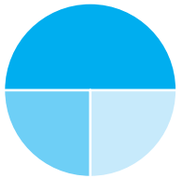
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

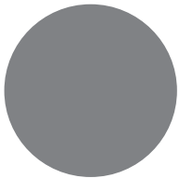
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

50332_A1_SKYPE_Look_230x280.indd11 11 23/5/07 13:14:58

Our colours are what give us our personality. We're bright, bold, colourful and confident. They're simply loud and clear.

These are our primary colours for text and headers.





Skype Blue

Pantone Pro. Cyan C
CMYK 100/0/0/0
RGB 0/175/240
HEX #00AFF0
100% General Use
50% Strapline
20% Boxes

Skype Text

Cool Gray 9 C
CMYK 0/0/0/60
RGB 130/130/130
HEX #666666

Note You can only reproduce the Skype logo using Skype Blue.
Oh yeah, we really don't like black, so if it can be avoided... avoid it!

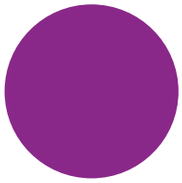
50332_A1_SKYPE_Look_230x280.indd12 12 23/5/07 13:15:45

These colours only appear in rainbows.

Skype Yellow
Pantone 116 C
CMYK 0/10/100/0
RGB 255/205/0
HEX #FFCD00

Skype Green
Pantone 376 C
CMYK 55/5/100/0
RGB 135/200/10
HEX #87C80A

Skype Orange
Pantone 151 C
CMYK 0/60/100/0
RGB 255/115/0
HEX #FF7300



Skype Purple
Pantone 254 C
CMYK 55/100/5/0
RGB 140/40/140
HEX #8C288C

“Take a deep breath™”
This is our main strapline in English.

Wherever possible, the Skype logo should appear with the strapline.
The logo has been set in a number of different formats. Pick the one that best suits the usage.

“Take a deep breath” is only our English language strapline. For international use, we’re applying a different line. See the next page for international straplines.

01 Strapline – align right
House font – Chaletbook Bold. Font size – 1/3 cap height of logo. “Skype.com” – 50% of Skype blue. Never recreate this line in another font.

02 Strapline – align below
House font – Chaletbook Bold. Font size – 1/4 cap height of logo. “Skype.com” – 50% of Skype blue. Never recreate this line in another font.

03 / 04 Strapline
House font – Chaletbook Bold. Font size – Cap height of logo. “Skype.com” – 50% of Skype blue. Never recreate this line in another font.

Spacing of the strapline
The strapline always sits the height or the width of a cap ‘X’ for consistency throughout.

01

skype™
X
Take a deep breath™
Skype.com

02

skype™
X
Take a deep breath™
Skype.com

03

Take a deep breath™. Skype.com
X
skype™

04

skype™
X
Take a deep breath™. Skype.com

“Let’s talk.”
International straplines.

Arabic speaking countries.

يلا ندردش.
Skype.com

Brazil.

Conversar é tudo.
Skype.com

Bulgaria.

Нека разговаряме.
Skype.com

China (simplified).

想说就说
Skype.com

China (traditional).

想說就說
Skype.com

Czech Republic.

Pojďme si povídat.
Skype.com

Denmark.

Vi tales ved.
Skype.com

Estonia.

Suhtleme.
Skype.com

Finland.

Jutellaan.
Skype.com

France.

On s’appelle ?
Skype.com

Germany.

Einfach reden.
Skype.com

Greece.

Επιτέλους μιλάμε!
Skype.com

Hungary.

Beszélgessünk!
Skype.com

Israel.

סקייפ. אז בוא נדבר
Skype.com

Italy.

Parliamo.
Skype.com

Korea, Netherlands, Slovakia and Sweden.

Let's talk.
Skype.com

Lithuania.

Kalbėkime.
Skype.com

Poland.

Pogadajmy.
Skype.com

Romania.

Hai să vorbim.
Skype.com

Spain.

Cuéntame.
Skype.com

Japan.

で話そう
Skype.com

Latvia.

Parunāsim!
Skype.com

Norway.

Snakk sammen.
Skype.com

Portugal.

Vamos falar?
Skype.com

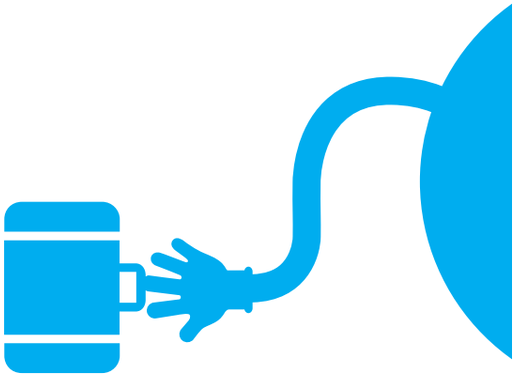
Russia.

Давай поговорим!
Skype.com

Turkey.

Konuşma özgürlüğü.
Skype.com

Clouds have always been part of our logo, but we are now giving them a starring role. Clouds are a good way to represent free conversations. They feel free and natural. They look cool.



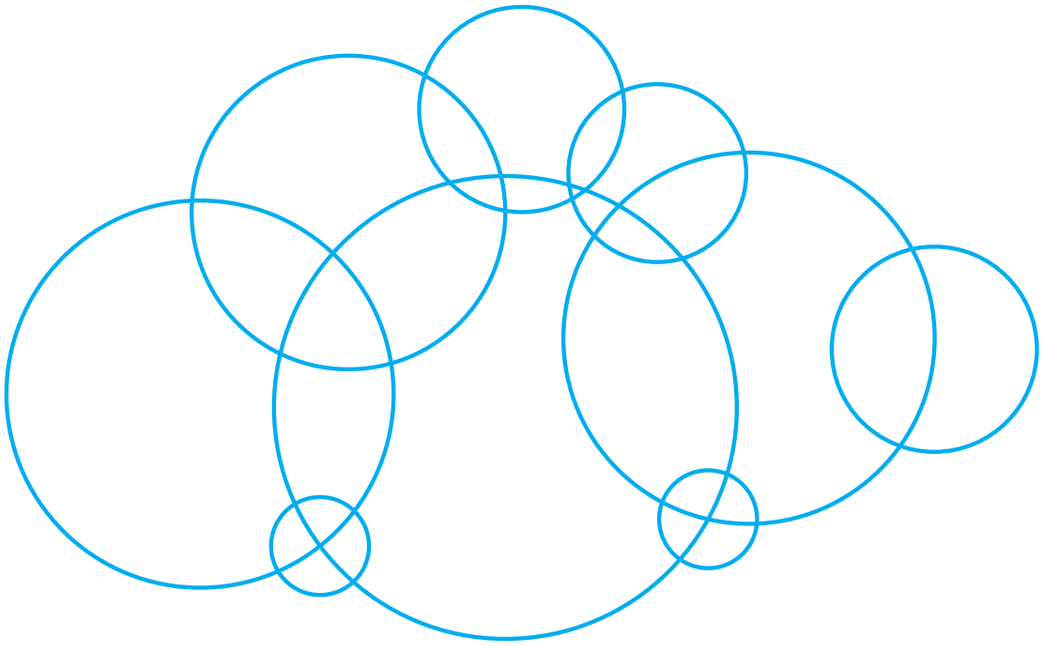
Say hello to clouds and rainbows.

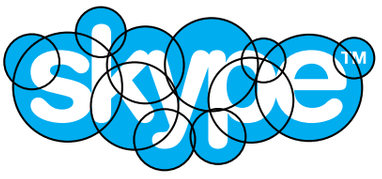
So, how are clouds made?

The Skype logo is constructed from a series of circles, and following that lead, our clouds are to be constructed with the same process.

Circles maketh the cloud.
Use circles, any size and placement and shape, but make sure it looks... cloudish.

Circles good, ellipses bad.
Don't use an ellipse to construct a cloud, we like them round and circular, just like our logo.





Note For goodness sake, don't ever do what we just did to the logo. Unless for instructional purposes, like this one... agreed?

Seriously though, it should still look like a cloud... or at least, cloudish.

It's not that difficult, but in case you missed what we're getting at, we have some examples below of good clouds and, well, rubbish ones.

01 They don't get better than this.
Clouds with a nice balance between big and small circles are ace.

02 Our logo is fine as it is.
It doesn't need reinventing. If using a logo within a cloud, do not eliminate our logo cloud shape.

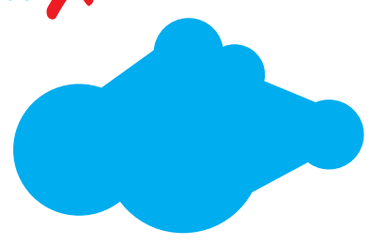
03 Cubist clouds?
Unless they are part of the icon clouds shouldn't have straight edges.

04 We need clouds, not flowers
There's a fine line between what looks like a cloud (good) and flowers or sheep (baahd!).

05 / 06 We don't do uniform.
Just because you have to use circles doesn't mean they have to all be the same size, you can mix it up.

01 ✔

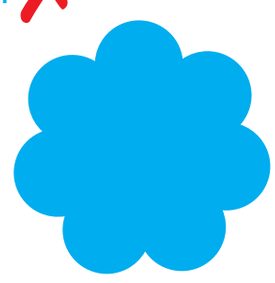
03 ✗



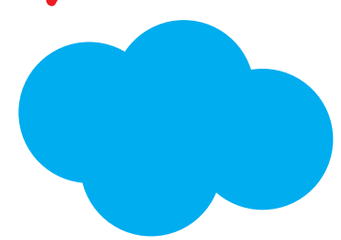
05 ✗

02 ✗

04 ✗

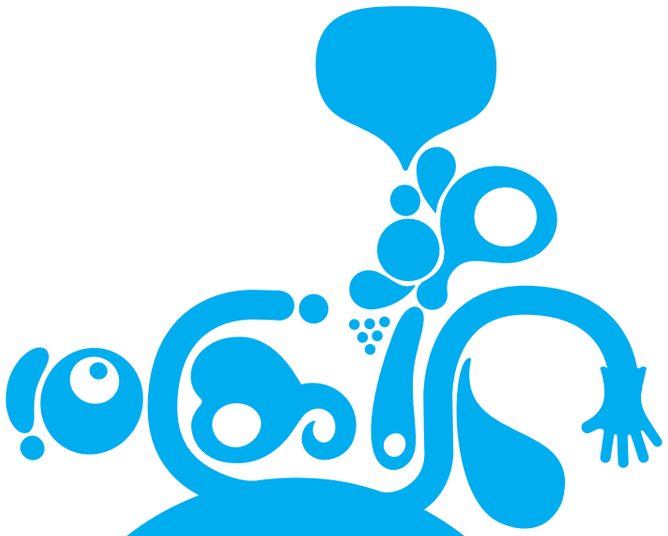


06 ✗

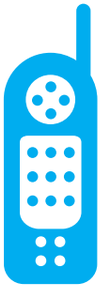


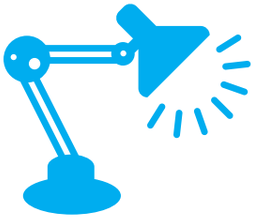
Wait, there is another stage in constructing a cloud... **illustrations**.

Our illustrations are all about visualising the richness of conversation. So once you have your basic cloud shape you can incorporate some illustrations to the cloud. Here are the sets of illustrations we've developed... To download illustrations, visit the brand site at skype.com/go/brand (user name: *skype*, password: *br4nd*).

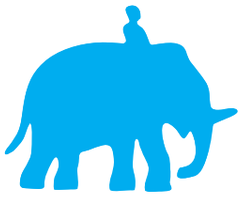


Illustrations. Business.

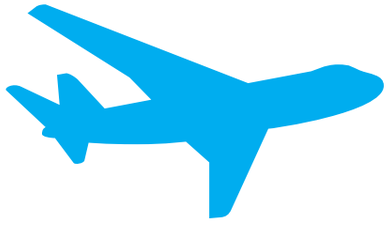


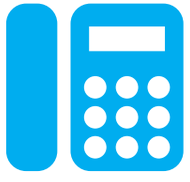


TAXI

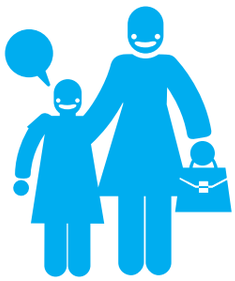


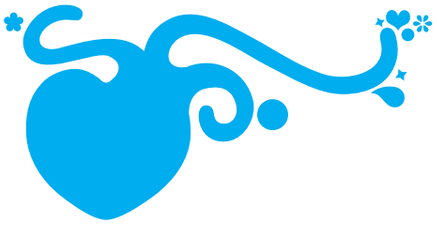
250 000

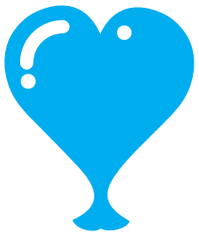


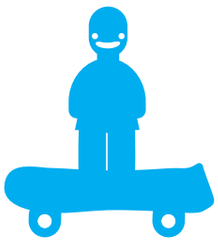
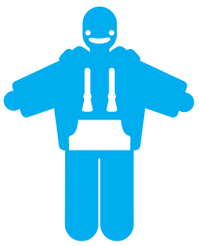


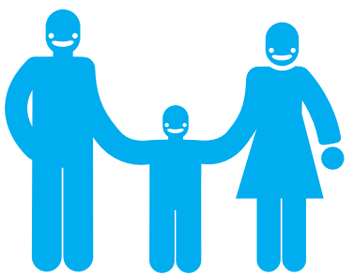
Illustrations. Families.

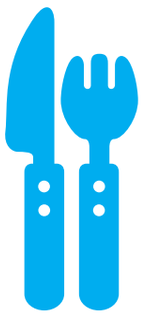


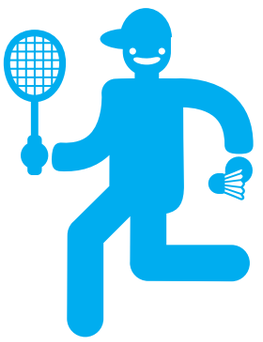


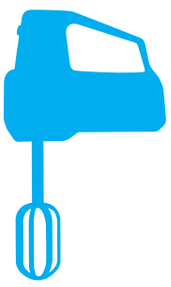


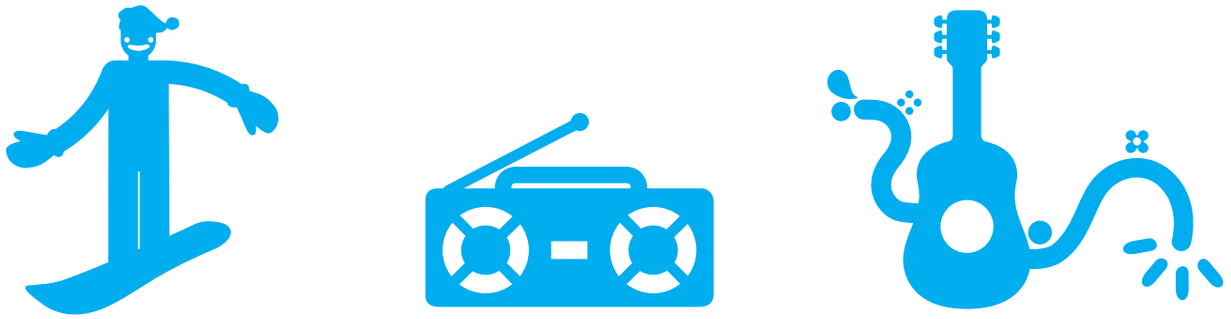


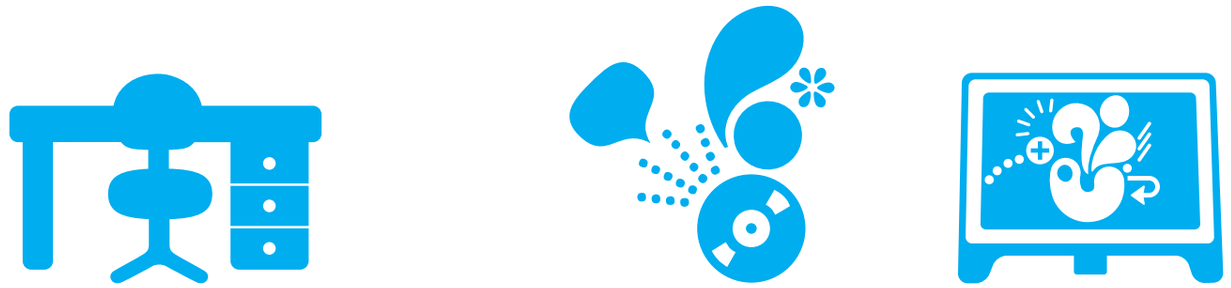


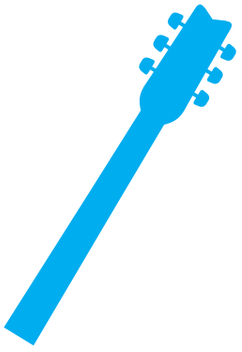


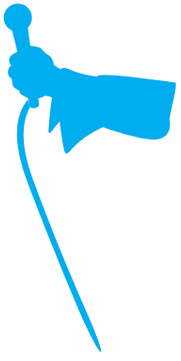


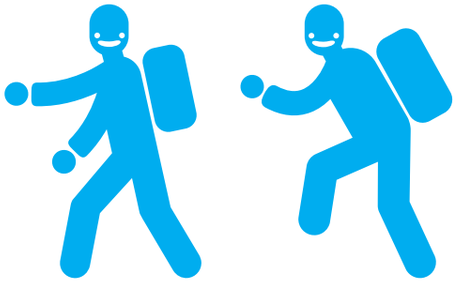
Illustrations. Students.

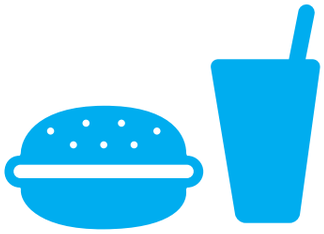


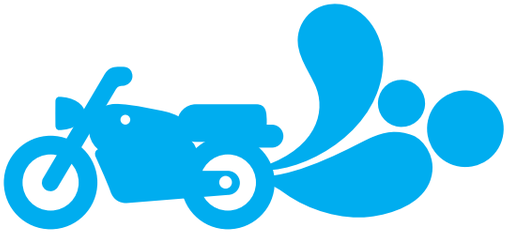








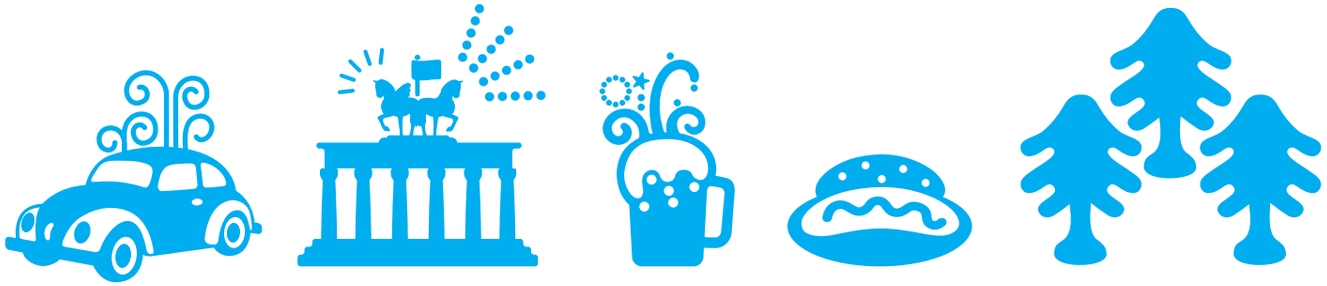




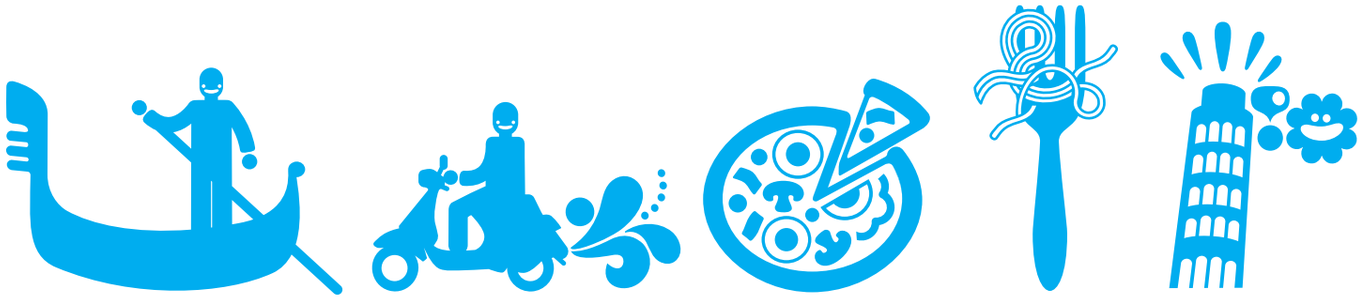
Illustrations. Local.

France.

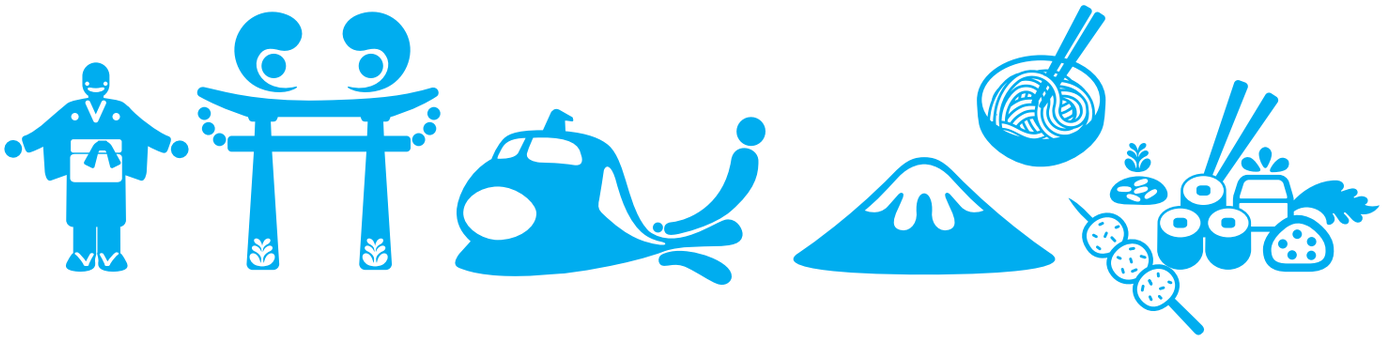
Germany.



Italy.



Japan.



UK.

US.

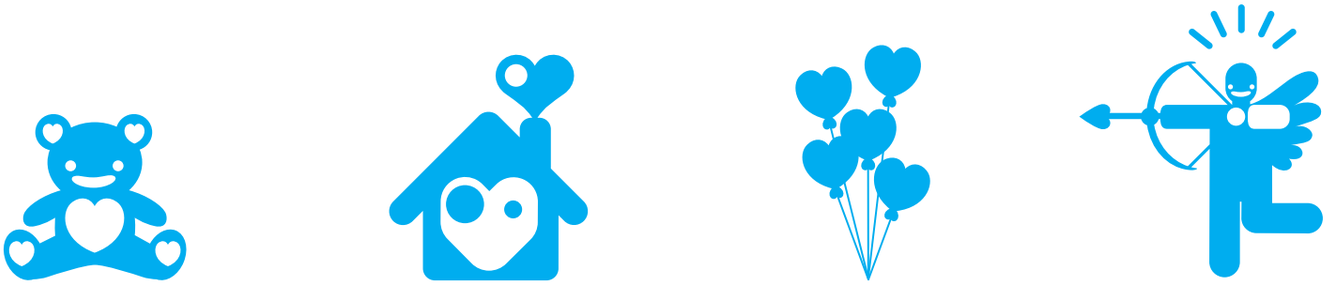
Illustrations. Seasonal.

St Patrick's Day.

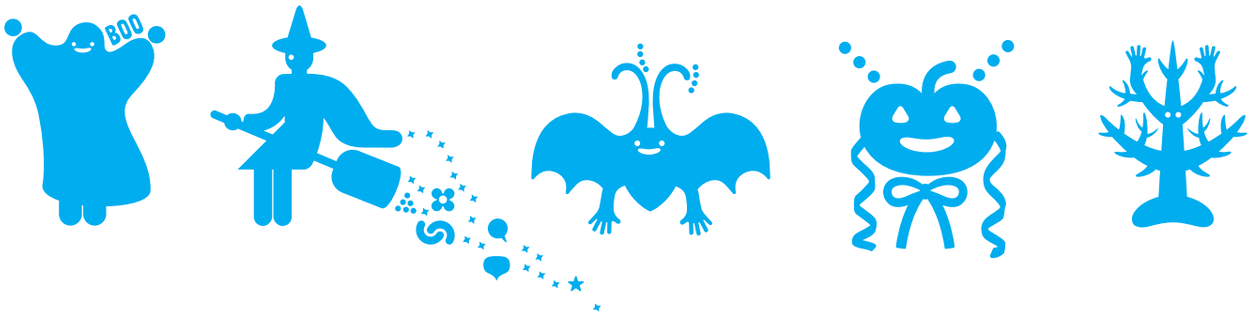
Mother's Day.

Father's Day.

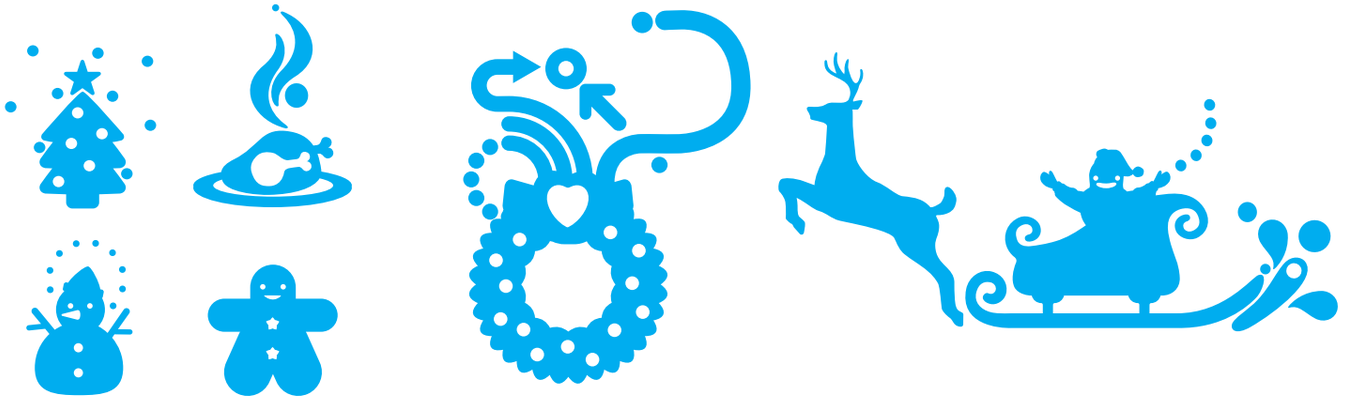
Valentine's Day.



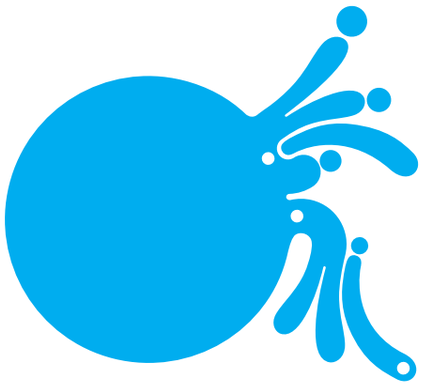
Halloween.

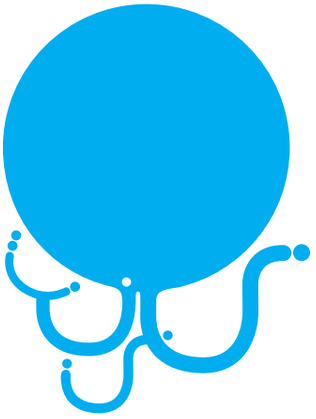


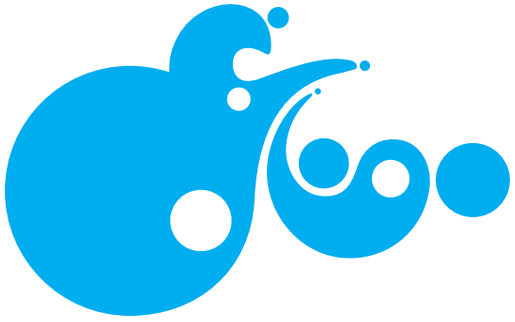
Christmas / Holiday / Thanksgiving.

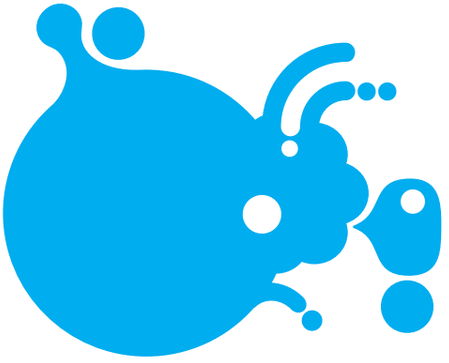


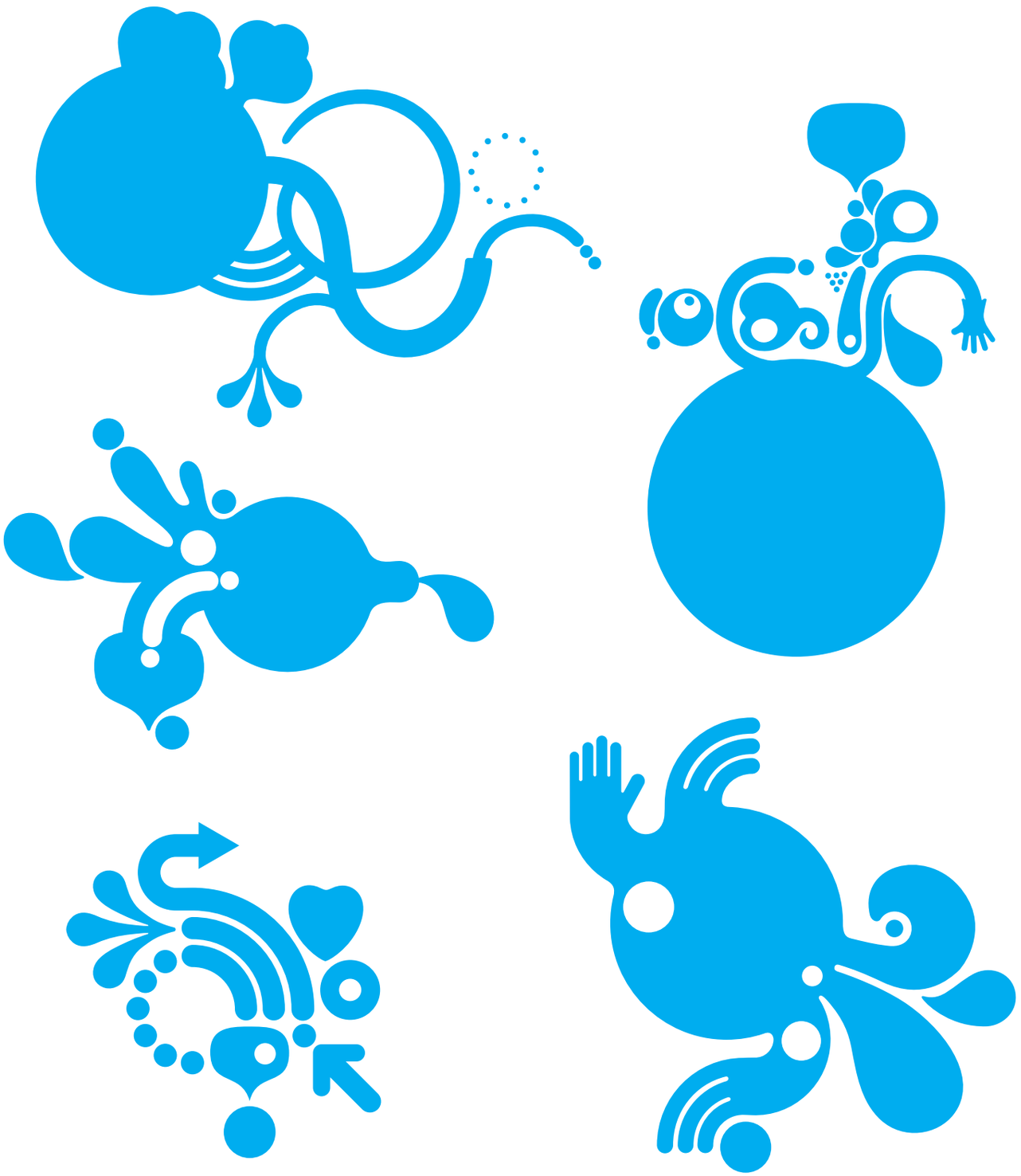
Illustrations. Cloud embellishments.









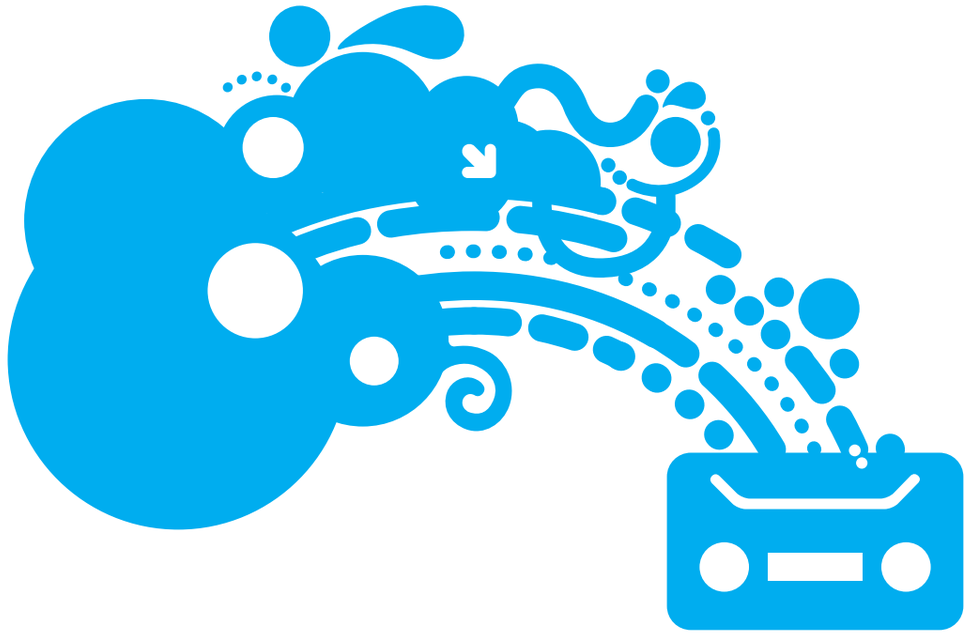


Illustrations. Products.

SkypeIn.

SkypeOut.

Skype Voicemail.



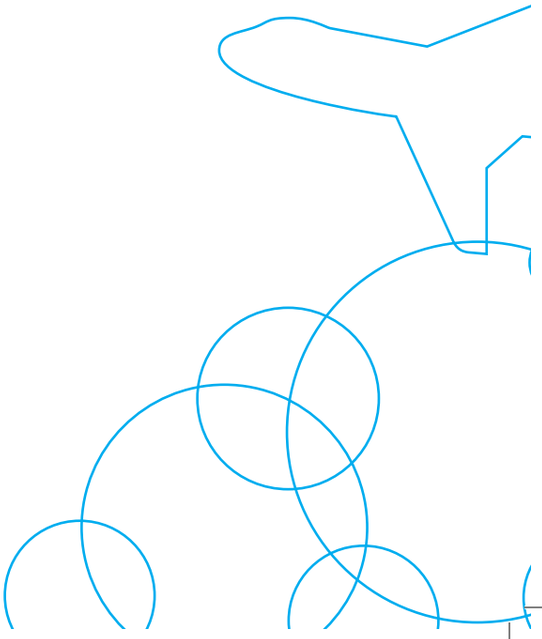
Call Forwarding.

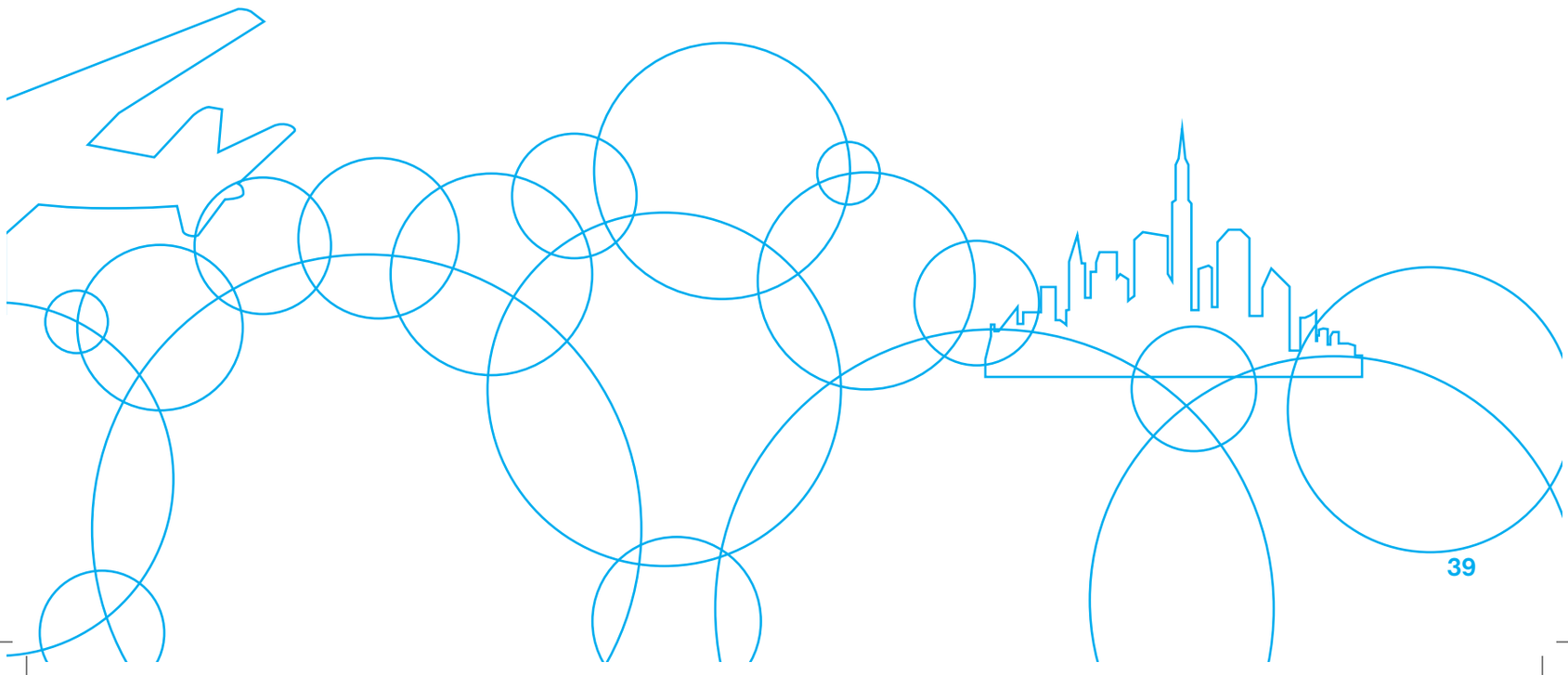
All you have to do is put two and two together.

So you have your cloud and you have all our illustrations. The next step is combining them.

Clouds and illustrations… what a team.
When selecting which illustrations to use try to think of what is appropriate for the target audience.

Easy does it.
When adding icons to a cloud be careful you don't overload the thing. You only need use a few illustrations, at the end of the day it should look simple. Last thing we want is a big heavy cloud. Check the next page… you'll see what we're on about.





And there it is.

Keep it simple and uncluttered.

What we want is a good balance between a nice cloud and **some** illustrations.
At the end of the day what goes in the cloud is up to you, but try to make it somewhat relevant to the subject. Use the illustration banks to help with your selection.

01 Nice.
It's all we ask for, clouds that are uncluttered and simple. Like here.

02 Woa.
This cloud ain't big enough for all of us. We can't stress enough, don't go crazy with the illustrations, a few is good, loads isn't.

03 Scale.
It is crucial with illustrations. We don't like attention seekers here.

04 Quick, it's getting away!
All illustrations need to be anchored to a cloud. We don't want any floaters here, thanks.

05 Exceptions to the law.
As always, there are going to be exceptions. If the illustration was created with extra bits it's okay.

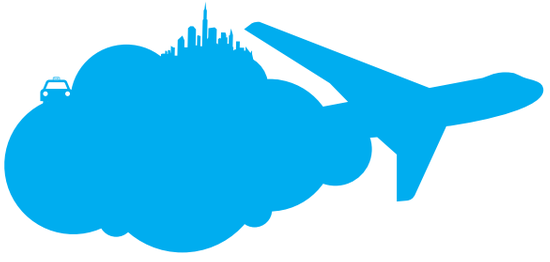
01 ✔

04 ✗

02 ✗

05 ✔

03 ✗



Rainbows... enter, the lines of communication.

These lines are ways of linking and connecting clouds, while adding colour to our communication. The colours all stem from our secondary corporate colours.

01 Small
Sometimes you only need a small line of communication.

02 Medium
When the gap is a little larger, use the medium line.

03 Large
And at times the gap is big, so use the big one.

01 Yellow Set

CMYK 0/10/100/0
RGB 255/205/0
HEX #FFCD00

CMYK 0/5/90/0
RGB 255/231/46
HEX #FFE72E

CMYK 0/0/75/0
RGB 255/244/96
HEX #FFF460

CMYK 0/0/35/0
RGB 255/249/184
HEX #FFF9B8

02 Green Set

CMYK 55/5/100/0
RGB 135/200/10
HEX #87C80A

CMYK 35/0/90/0
RGB 177/211/74
HEX #B1D34A

CMYK 20/0/95/0
RGB 214/223/50
HEX #D6DF32

CMYK 15/0/55/0
RGB 222/231/145
HEX #DEE791

03 Orange Set

CMYK 0/60/100/0
RGB 255/115/0
HEX #FF7300

CMYK 0/45/100/0
RGB 249/156/28
HEX #F99C1C

CMYK 0/15/90/0
RGB 255/213/49
HEX #FFD531

CMYK 0/0/80/0
RGB 255/243/80
HEX #FFF350

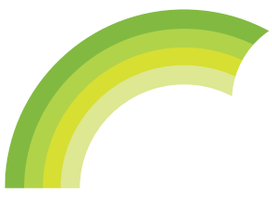
04 Purple Set

CMYK 55/100/5/0
RGB 140/40/140
HEX #8C288C

CMYK 0/90/0/0
RGB 238/62/150
HEX #EE3E96

CMYK 0/70/0/0
RGB 241/115/172
HEX #F173AC

CMYK 0/50/0/0
RGB 244/153/193
HEX #F499C1



However it’s important not to get the lines of communication mixed up.

Use only one rainbow per piece. Or two maximum, if you have a lot of space.

01 The colour is set.
We have spent a good deal of time working up these colours. It’s important for consistency that we stick to them.

02 Four bars and that’s it.
The lines only have four colours in them. Not five, not three, two or one. Four.

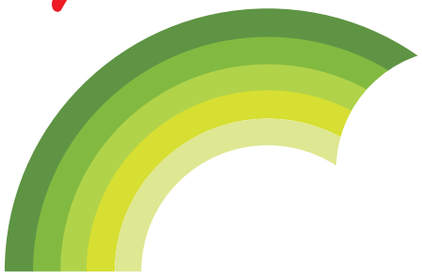
03 Err, that’s the wrong brand!
Whilst we take pride in our new look we don’t take that much Pride. Communication lines only use the four set colourways.

04 Scale
Be sure to use the correct size line, the last thing we want are tiny little lines, where we can’t see the colour.

05 Arc
Never let the rainbow do a full arc. It makes us look like hippies. Not that we have anything against hippies.

01

02



03

04

05

All together now...

The lines of communication are designed to move the eye to different points in a layout. Think of them just like one of those bouncing ball thingies that help you out when you're singing karaoke.

If you don't know what we're talking about drop everything and find the nearest karaoke bar.

There’s even more.
Introducing: **Photography.**

The cloud should be the heart of all Skype communications,
but there will be times when we need to introduce more.

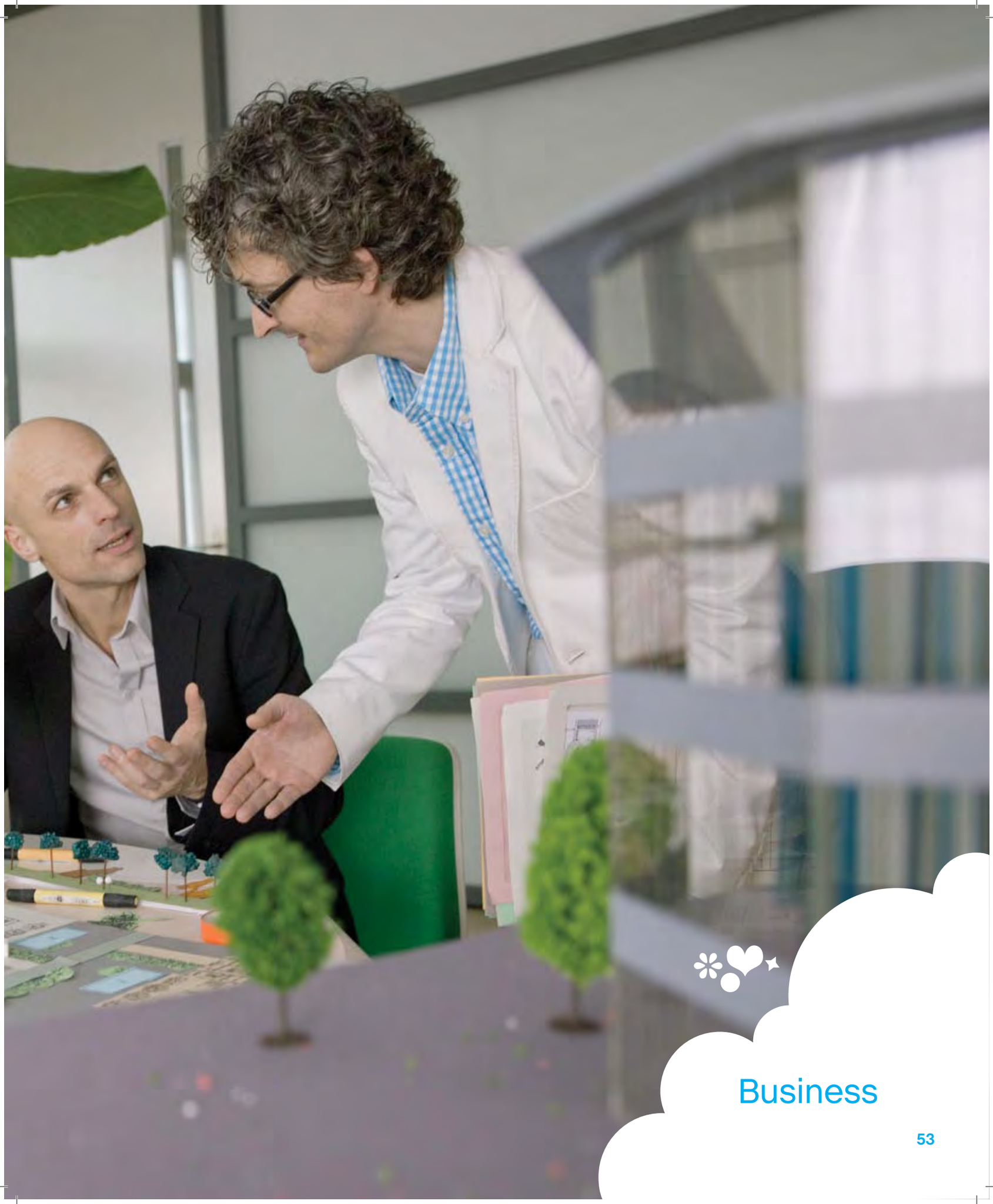
When we use photography, Skype images are warm and real.
The images should capture people mid conversation. The photography
should always be full bleed and used on all above-the-line material.

Consideration of the audience is also important.
Skype has three key audiences, **Business, Families** and **Students.**

Business
Stuffy people in suits, with their nose to the grindstone, over worked and stressed out? We don't think so. Business is all about communication and we make that easier.

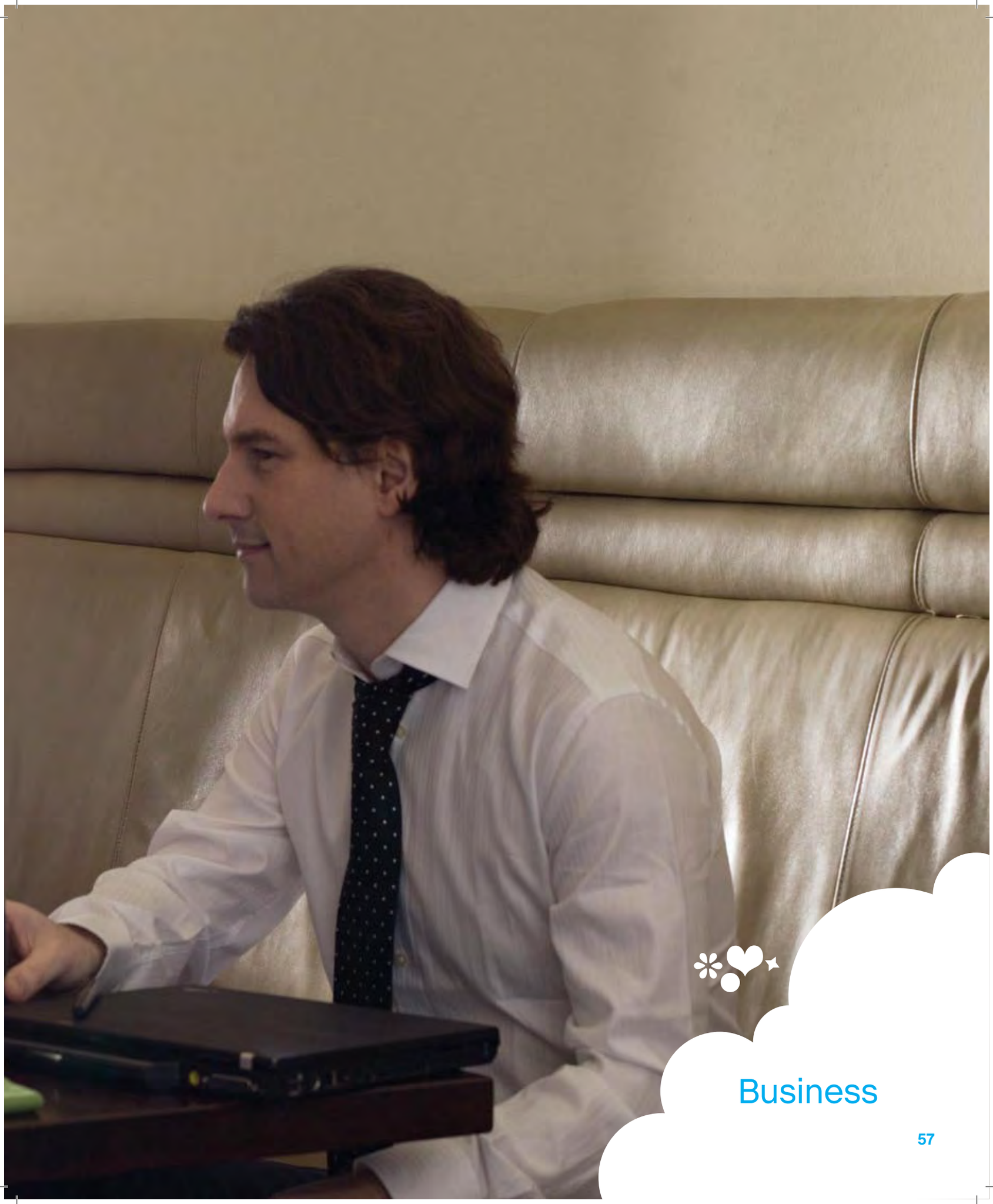
Families
In the modern world families come in all shapes, sizes and colours. The family unit can be spread all over the globe, or alternatively living in the same street. Either way we hope they use Skype.

Students
Being a student is the time of your life when you get out there, meet loads of people, maybe grow your hair long and cut loose... a bit. Being a student is a time to be free as a bird.



Business

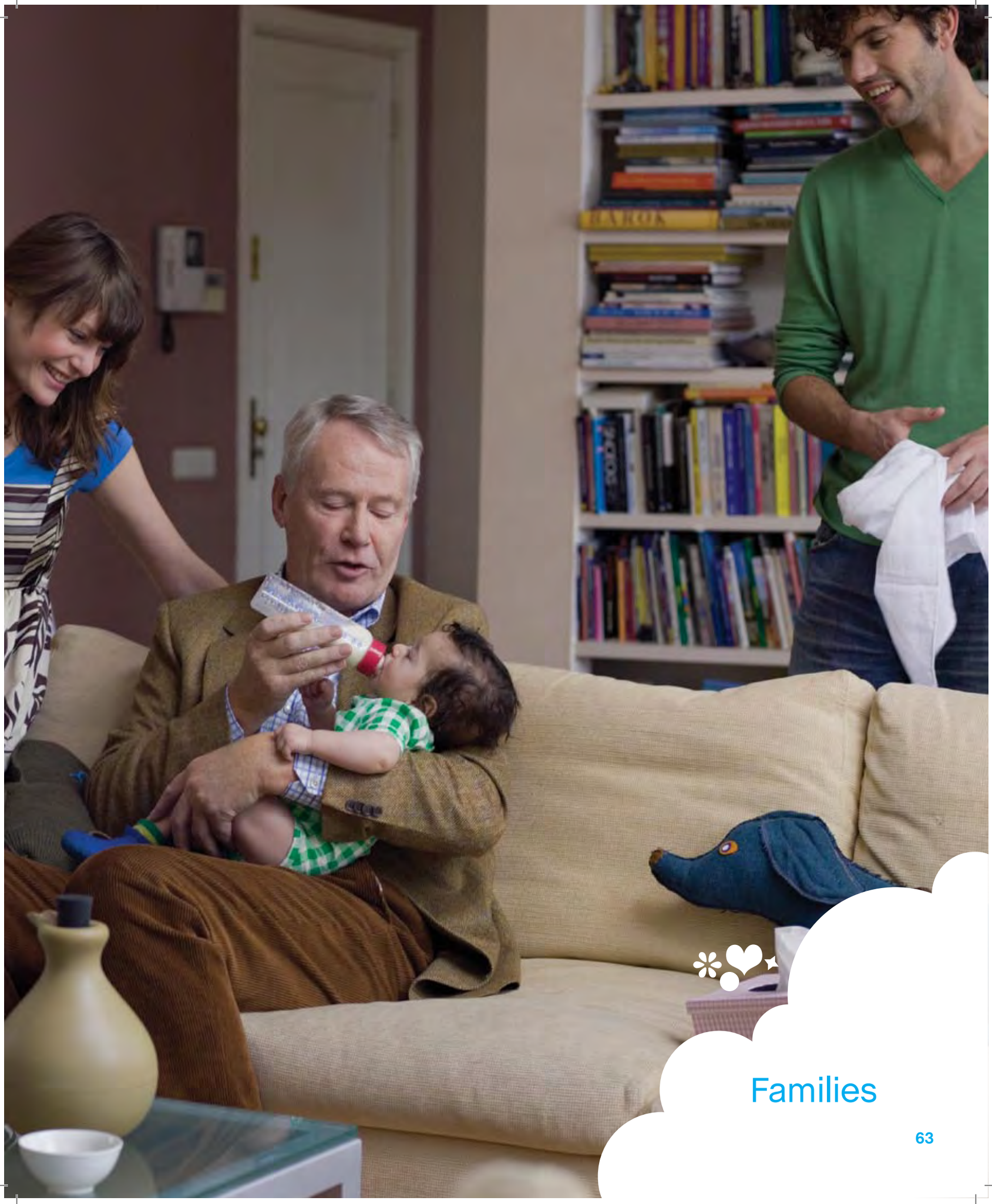
Business



Business

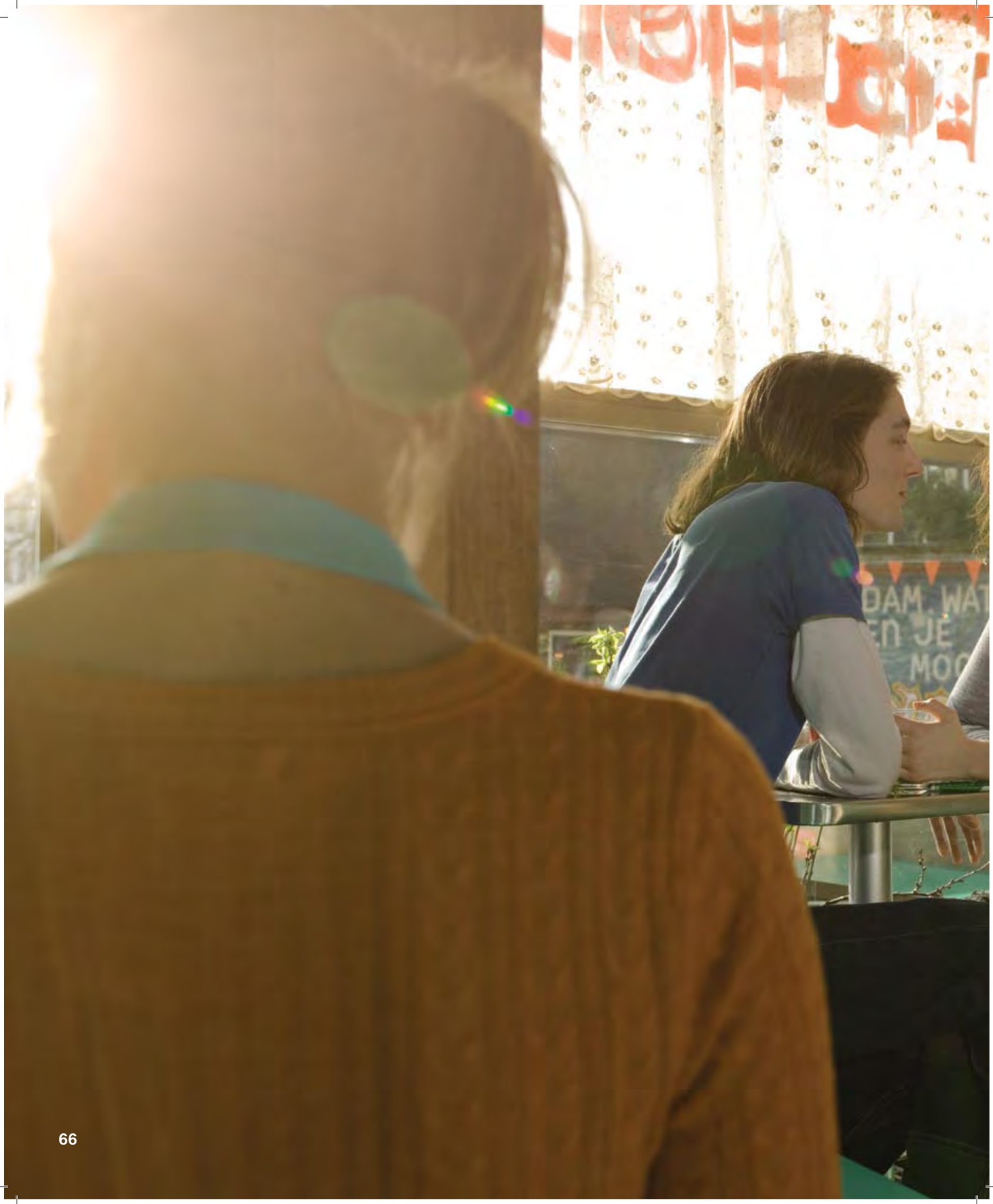
Business

Families



Families

Families


DAM WAT
EN JE

Students

Students

Students

Students

Photography usage. The rules.

Skype has worldwide usage rights on all these images on all printed material including point-of-sale, outdoor, press and online until March 2009.

Downloads
Low resolution images are available on skype.com/go/brand
(user name: *skype*, password: *br4nd*).

Hi-res versions must be requested from brandphotography@skype.net

Using your own photography.

There may be times when you wish to commission your own photography or buy photography from a stock photography library.

When that urge strikes you, then ask yourself these questions:

- Does the image feel natural, observed and shot on a real location (as opposed to in a studio)?
- Is the image full colour and free of any treatment (i.e. duotone, posterisation, cross-processed, etc.)?
- Does the image feature more than one person?
- Does the image feel unique and not like a stock shot?
- Are people in the image engaged in conversation or focused on the same thing?
- Do the people in the image feel approachable... would you introduce them to your mother?

If you answer “Yes!” to all these questions, congratulations! You have found yourself an image to use.

All material must be submitted to brandphotography@skype.net for approval prior to publication.
A final sample is requested.

Putting it all together

It’s all here now: type, illustration, photography and strapline.

TAXI
skype™
Take a deep breath™
Skype.com

But, are you sure that's the right place for it?

It seems easy enough, and that's because it is. However we ask that you consider where the clouds are placed on a layout.

The previous page was a good example of a nice layout, with good cloud placement... the pages that immediately follow this one have some examples of how good clouds can go bad and a few things to keep in mind.

My face, my face, my beautiful face!
As we said, placement can make or break a composition. This example not only broke it, it threw it to the ground and did a little dance afterwards.

TAXI
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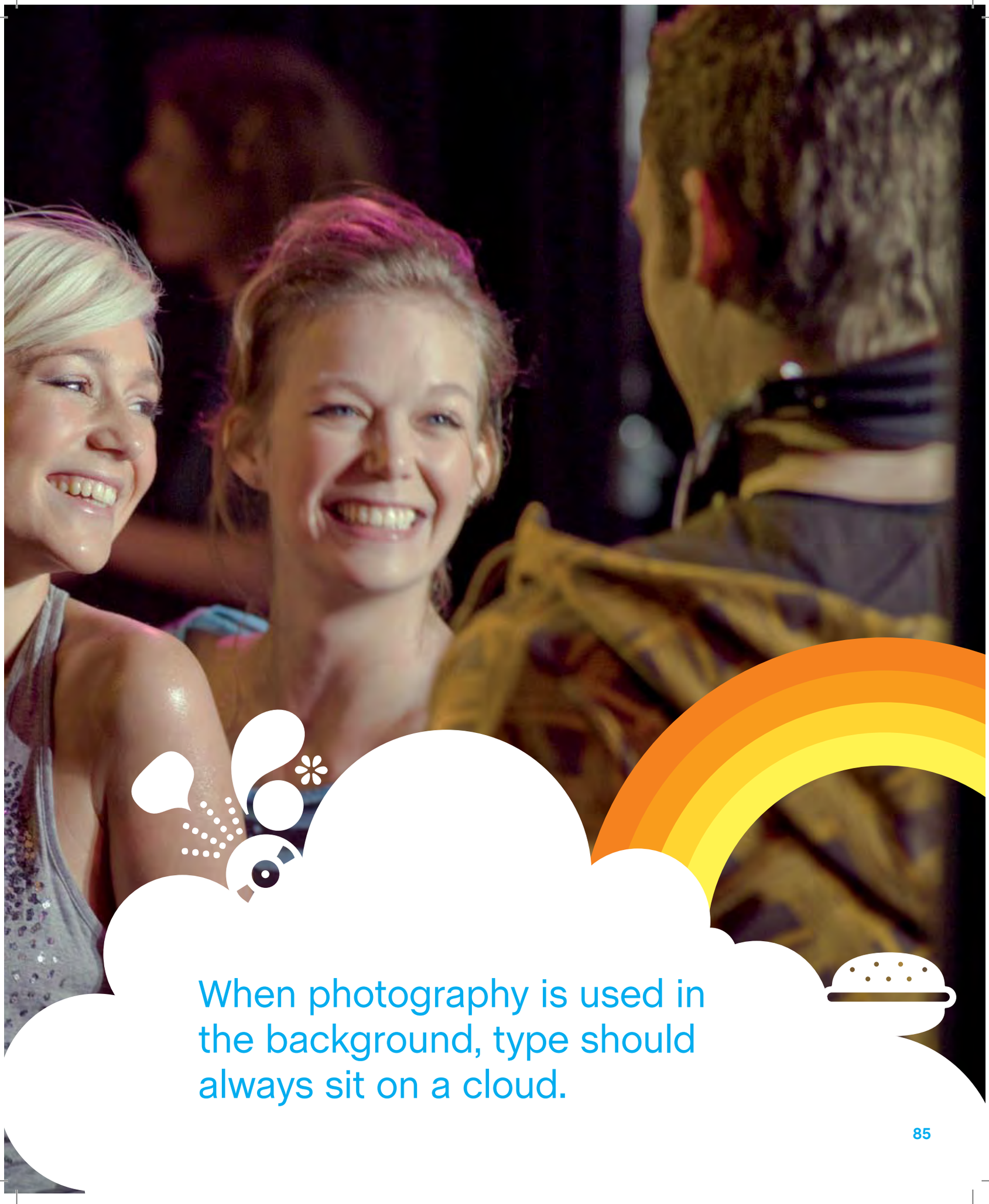
Take a deep breath™
Skype.com

This is SO wrong.
Only use white clouds on photography.
Watch where the rainbows go, too.

TAXI
skype™
Take a deep breath™
Skype.com

Never reverse copy out of an image.



When photography is used in the background, type should always sit on a cloud.

When possible, if a cloud can be anchored to an edge that would be good. If not, it's alright, but better if you can.

skype™
Take a deep breath™
Skype.com

Skype Pro.

We have a special identity set for Skype Pro. We want Skype Pro to look alive and special – an even richer Skype experience. The differences between the main identity are subtle but important.

Here's an example of how professional we can look. But please don't copy and paste this ad or use this content as is, since Skype Pro is a rapidly evolving product and will have changed between us writing this and you reading it.
See the marketing team for the latest information.

Clouds

You don't need to worry about adding illustrations to the clouds. They're fine as they are.

The clouds should always be white and sit on this shiny blue gradient. We think it makes the background look 3-dimensional and rather fetching.

Rainbow

There are a whole new lot of illustrations you can use to embellish the rainbow. They can be any colour as long as it's the yellow mentioned on the page opposite.

Use the embellishments freely but be careful not to overdo it.

Colours

These colours only appear in rainbows and embellishments around them.

CMYK 0/10/100/0
RGB 255/205/0
HEX #FFCD00

CMYK 0/5/90/0
RGB 255/231/46
HEX #FFE72E

CMYK 0/0/75/0
RGB 255/249/184
HEX #FFF460

CMYK 0/0/35/0
RGB 255/249/184
HEX #FFF9B8

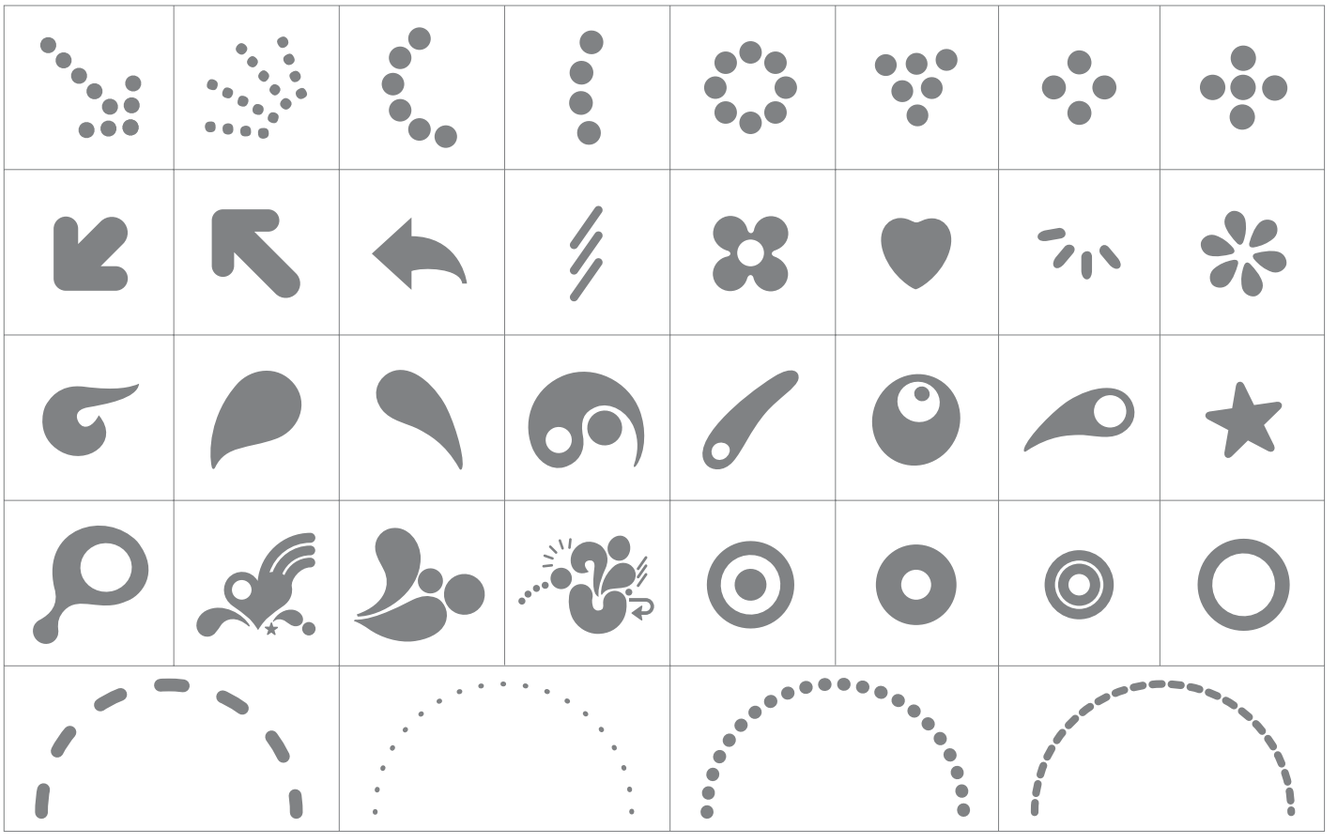
Background

CMYK 100/40/0/0
RGB 0/125/197
HEX #007DC5

↓

CMYK 100/0/0/0
RGB 0/175/240
HEX #00AFF0

Illustrations



So that's Skype, we hope this has given you some idea of what we aim for with our brand communication.

GHT BAL
ON SATURDAY NIGHT

To our partners.

These guidelines are for the use of Skype design teams and agencies only. Please refer to our partner wiki for guidelines specific to the work you are producing, be it an event, retail signage or packaging.

You can request information about our partner wiki from your regular contact person at Skype.

Thank you and keep up the great work.

A final thought.

If you're ever in doubt, just refer back to this document. We don't ask for much, just a little love and respect for our brand.

We think it's a pretty flexible system that allows creativity, so give it your best shot.

And make us proud.

A different view.

The Skype Brand Book can also be viewed online.

Please visit skype.com/go/brand
(user name: skype, password: br4nd).